



Appeal Decisions

Site visit made on 10 November 2025

by Jennifer Wallace BA(Hons) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 13 February 2026

Appeal A Ref: APP/W3520/Z/25/3368357

EG on the Move, Kiln Lane, Elmswell IP30 9FH

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Mr Kais Ali of EG on the Move against the decision of Mid Suffolk District Council.
 - The application Ref is DC/25/01111.
 - The advertisement proposed is erection of one 7 metre tall totem sign and one 10 metre tall totem sign.
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Appeal B Ref: APP/W3520/Z/25/3368359

EG on the Move, Kiln Lane, Elmswell IP30 9FH

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by EG on the Move against the decision of Mid Suffolk District Council.
 - The application Ref is DC/25/00666.
 - The advertisement proposed is New signage for service area references as per drawing C-GS11080-01 Rev. J: 1 - Internally illuminated 24hr sign; 2 - Internally illuminated EG on the Move sign; 3 - Internally illuminated Spar Sign; 4 - Internally illuminated Greggs/Subway/Starbucks sign; 7/8/9 - Spar Fascia Sign; 10 - Elmswell Services Sign; 12 - Directional Post and panel; 15 - Banner Frame; 16 - Banner Frame; 24 - EV Directional Sign; and 40 - Petrol pump canopy.
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Decisions

1. Appeal A: The appeal is allowed, and express consent is granted for the display of one 7 metre tall totem sign and one 10 metre tall totem sign at EG on the Move, Kiln Lane, Elmswell IP30 9FH in accordance with the terms of the application Ref DC/25/01111. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the following additional condition:
 - 1) The intensity of the illumination of the advertisements shall not exceed 200cd/m² except for the green elements of the totem signs where the intensity of the illumination shall not exceed 100cd/m² during the hours of darkness (dusk until dawn).
2. Appeal B: The appeal is allowed, and express consent is granted for the display of New signage for service area references as per drawing C-GS11080-01 Rev. J: 1 - Internally illuminated 24hr sign; 2 - Internally illuminated EG on the Move sign; 3 - Internally illuminated Spar Sign; 4 - Internally illuminated Greggs/ Subway/ Starbucks sign; 7/8/9 - Spar Fascia Sign; 10 - Elmswell Services Sign; 12 -

Directional Post and panel; 15 - Banner Frame; 16 - Banner Frame; 24 - EV Directional Sign; 40 - Petrol pump canopy at EG on the Move, Kiln Lane, Elmswell IP30 9FH in accordance with the terms of the application Ref DC/25/00666. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the following additional condition:

- 1) The intensity of the illumination of the advertisements shall not exceed 200cd/m² except for the green elements of the canopy strip lighting where the intensity of the illumination shall not exceed 100cd/m² during the hours of darkness (dusk until dawn).

Preliminary Matters

3. I have taken the address of the appeal site from the application forms. At my site visit, I observed that signage was in place and illuminated at the appeal site. Notwithstanding, I have based my decisions on the plans submitted with the appeals as I cannot be certain the signs installed are identical to those shown on the plans.
4. As set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations), advertisements should be subject to control in the interests of amenity and public safety. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Factors relevant to public safety include the safety of persons using any highway and whether the display of the advertisement is likely to obscure or hinder the ready interpretation of any traffic sign. The Council has drawn to my attention the policies it considers relevant and I have taken them into account as a material consideration though they have not, by themselves, been determinative.
5. Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act) is a consideration in when to grant planning permission, and does not apply to applications for advertisement consent. Nor do the tests set out in paragraphs 212 to 215 of the National Planning Policy Framework (the Framework) as these tests only apply to the heritage-related consent regimes under the Act.
6. In the course of the appeals, it became apparent that National Highways had not been consulted. Given the location of the site immediately adjacent to the A14, it was necessary for them to be consulted. The parties have had the opportunity to comment and I have taken those responses into account. Consequently, I have made the effect of the proposal on public safety a main issue.

Main Issues

7. The main issues are the effect of the proposal on visual amenity and public safety.

Reasons

Visual Amenity

8. In this location, the A14 travels along a valley floor. It represents a strongly urbanising feature in the landscape due to its appearance and the effects of cars travelling along it. To either side, the valley sides rise, with the settlements of

Elmswell and Woolpit occupying the higher land. At my site visit, I also observed a range of residential, commercial and industrial development visible in the landscape. The appeal site is therefore not located within an area of unspoilt countryside.

9. The Council's reasons for refusal refer to the totem signs proposed in appeal A and the advertisements on the canopy of the petrol filling station (PFS) in Appeal B. No concerns have been expressed with respect to the other advertisements for which Appeal B seeks express consent. I have no reason to reach a different conclusion with respect to those signs.
10. The PFS is not prominent in the landscape given its position at the base of the valley. Its prominence is further reduced by the changes in road level to accommodate the junction. The totem signs would be of a height and scale commonly found at PFSs. They would be internally illuminated, with the only aspect of the sign that would change being the petrol prices. Their position, where they would be seen by passing motorists, would not be incongruous or otherwise harmful in the context of the layout of the PFS. While the 7m totem sign would be located at a high point, this is in the context of the road network around the junction and so would not appear particularly obtrusive.
11. The advertisements on the canopy would consist of internally illuminated white lettering and green illuminated banding. Their proportions would relate well to the scale of the canopy which appears commensurate with that to be expected at a PFS in proximity to a major road. This illumination would add to the visibility of the PFS, particularly during the hours of darkness or during overcast conditions. However, in such conditions, cars would be using their headlights on both the A14 and the A1088. There are also surrounding uses such as the Driver and Vehicle Standards Agency site which have illumination. The appeal has been supported by a lighting impact assessment which makes recommendations as to the maximum level of illumination from the advertisements. These are at least in accordance with the comments of the Environmental Health officer and can be secured by condition.
12. The Church of St John¹ is a Grade II* listed building and the Church of St Mary² is Grade I listed, making them heritage assets of the highest significance. The Framework defines the significance of a heritage asset as the value of the asset to this and future generations because of its heritage interest. The Framework also identifies that the significance of an asset derives not only from that asset's physical presence but also from its setting.
13. The special interest of both Churches primarily arises from their architectural and historic interest as places of worship which have been important to their communities for centuries. Relevant to these appeals, both occupy elevated positions within a largely open verdant context which allows their cultural importance as places of worship to be appreciated from some distance and so adds to their significance. The PFS is a small feature in the otherwise expansive landscape and is not prominent due to its low position. The advertisements, while adding to the prominence of the site, would be viewed in the context of the illumination which would come from the operation of the surrounding highway network.

¹ List Entry Number: 1032468 Date first listed: 15-Nov-1954

² List Entry Number: 1181376 Date first listed: 15-Nov-1954

14. The 7m totem would be seen in the same view as the Church of St John when travelling towards Elmswell over the junction. However, this would be a brief view as the road turns. Overall, given the limited scale of the advertisements and the other urbanising features in the landscape, it would not harmfully alter the ability to appreciate the special interest and thus significance of both Churches.
15. Cross Ways³ is a Grade II listed farmhouse sited on the opposite side of the A14 slip road. It is a good example of a vernacular farmhouse. The ability to experience the farmhouse is supported by the surrounding agricultural landholdings and buildings, as well as its wider rural setting, albeit to a lesser degree. Due to the appeal site being separated from Cross Ways by both the on and off-slip road and substantial landscaping, the proposed advertisements would not affect the ability to appreciate the significance of the dwelling.
16. I therefore consider there would be an acceptable effect on visual amenity. In accordance with the Regulations, I have taken into account the provisions of the development plan so far as they are material. Of particular relevance to the proposal are Babergh and Mid Suffolk Joint Local Plan 2023 (LP) Policies SP09 and LP19 which taken together require the special interest of heritage assets to be safeguarded and for development to consider the historic environment.

Public Safety

17. The PFS sits immediately adjacent to the A14 at the off-slip road of junction 47 with the A1088. The A14 is a dual carriageway subject to the national speed limit. There is a close boarded fence and planting separating the site from the road, however these are relatively low level. Consequently, the PFS is clearly visible from the A14, as would the associated signage be.
18. The PPG provides advice on considerations affecting public safety. This identifies that junctions are locations where drivers may need to take more care. Relevant to these appeals, it also identifies that signs which impair sightlines, reduce views, reduce the effectiveness of traffic signs or where the illumination could result in glare or dazzle, may cause danger to road users. It does not refer to any need for detailed safety assessments. From my observations at my site visit, there were no apparent highway safety concerns that would suggest additional assessments would be necessary in order to assess the effects of the proposal on highway safety.
19. The submitted plans are sufficient to show the proposed advertisements and their relationship to the surrounding highway network. They include details of the illumination. It is reasonable to assume that the signs will be affixed in such a manner that they would be unlikely to fall.
20. There is a gentle curve to the A14 close to the site however visibility is good. There would be no obstruction to visibility for vehicles leaving the A14. The signage proposed in both appeals is entirely typical of the signage found at PFSs, and more generally along the full range of the highway network. The information being highlighted on the totem signs, such as petrol prices and the facilities available, and branding on the canopy, are commonplace on the road network and particularly at junctions. They therefore would not distract drivers exercising due care and attention.

³ List Entry Number: 1032471 Date first listed: 09-May-1988

21. The other signage on the site would be set away from both the A14, and the surrounding road network. It would not be confused with any road signage, nor would it obscure or hinder the ready interpretation of any highway sign.
22. I therefore find that there would not be an increased risk to public safety arising from the display of the advertisements.

Other Matters

23. There is no substantive evidence to demonstrate the display of the advertisements would have an adverse effect on biodiversity. There are no residential properties in close proximity to the site which would be adversely affected by the advertisements.

Conditions

24. The Council has suggested no conditions beyond the five standard conditions required. However, the appellant's evidence recommends a maximum level of illumination for the advertisements, and more specifically for a lower again level for green lighting due to the way it is perceived during the hours of darkness. I am satisfied this condition would be reasonable and necessary in the interests of amenity.

Conclusions

25. Appeal A: For the reasons given above, I conclude that the appeal should be allowed in the terms set out.
26. Appeal B: For the reasons given above, I conclude that the appeal should be allowed in the terms set out.

Jennifer Wallace

INSPECTOR