
Appeal Decision

Site visit made on 12 February 2026

by **C Billings BA (Hons) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 13 April 2026

Appeal Ref: APP/T3725/Z/25/3376148

Comptons Garage, Motor Fuel Ltd, Rugby Road, Cubbington, Warwickshire CV32 7HY

- 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 Motor Fuel Group Ltd against the decision of Warwick District Council.
 - The application Ref is W/25/1153.
 - The advertisement proposed is internally illuminated PID (Price Identity) sign.
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Decision

1. The appeal is allowed and express consent is granted for the display of the Internally illuminated PID (Price Identity) sign at Comptons Garage, Motor Fuel Ltd, Rugby Road, Cubbington, Warwickshire CV32 7HY in accordance with the terms of the application, Ref W/25/1153, dated 21 August 2025 including the plans submitted with it. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the following additional conditions:-
 1. The intensity of the illumination of the sign permitted by this consent shall be no greater than 600 candela/m².
 2. The advertisement sign permitted by this consent shall only be illuminated during the opening hours of the petrol filling station to which it relates.
 3. The means of illumination of the advertisement sign permitted shall be static at all times and not include any flashing or intermittent lighting.

Preliminary Matters

2. The advertisement had already been installed at the time of my site visit, which appeared to broadly accord with the plans before me.
3. The Town and Country (Control of Advertisements) (England) Regulations 2007 (the 2007 Regulations) require that decisions be made only in the interests of amenity and public safety. Therefore, I have taken account of the provisions of the development plan, only in so far as they are material to the appeal. Also, there is no dispute between the main parties in regard to public safety.

Main Issue

4. The main issue is the effect of the advertisement on visual amenity, with particular regard to the character and appearance of the area.

Reasons

5. The appeal site is in the corner of a petrol filling station forecourt, which is part of a wider commercial site that also includes a car repair garage. The existing buildings on the wider site are set back from the road, with the filling station points and canopy in front. The site is on the corner of a busy road junction, with tall street lighting and road signs surrounding it. Beyond the car garage and filling station site, it is predominately a residential area, including two storey dwellings with side dormers on the opposite side of Kenilworth Road and a mix of two storey and dormer bungalows along Rugby Road.
6. At the time of my site visit, there was a fairly constant flow of traffic using the nearby road junction as well as patrons using the filling station and its associated shop. As a result, this part of the village does not have a particularly tranquil, residential setting. Additionally, given the scale of the existing commercial enterprises within the wider site, including the size of buildings, the filling station canopy and the amount of other signage and lighting within the site, the appeal advertisement sign does not appear anomalous in its setting.
7. Although the appeal advertisement is higher and wider than the advertisement it replaced, it is located in a similar position and is of a similar design within the commercial site. Therefore, despite its size, it does not appear at odds within its immediate site context and surroundings. Furthermore, it is of a standardised design, typical of modern petrol filling station signage and does not appear unduly excessive in scale, particularly as other surrounding buildings and street lighting columns are taller. Accordingly, even though residential properties are located opposite the appeal site, the wider site context and surrounding character means that the advertisement does not appear harmfully prominent within the street scene.
8. The illumination of the advertisement would undoubtedly enhance its visibility, particularly in the evening. However, from the evidence provided, the previous sign it replaced was also illuminated, and there are a number of other means of lighting within the wider site and area, including under the forecourt canopy and tall street lighting columns nearby. Therefore, subject to restrictions on the level of illumination, ensuring it is static only lighting, and limiting the hours of illumination to correspond with other lighting within the wider site, the advertisement would not have a harmful effect on visual amenity by virtue of its illumination, scale, design or siting.
9. In view of the above, subject to conditions, the advertisement would not have a harmful effect on visual amenity, with particular regard to the character and appearance of the area. Furthermore, although not determinative, there would be no conflict with Policy BE1 of the Warwick District Local Plan (September 2017), which requires development to be in keeping with the character and quality of its environment.

Other Matters

10. Concerns raised about other signage within the surrounding area do not relate to the appeal sign before me and as such, do not affect my findings on the main issue.
11. The Council's Environmental Protection Officer raise no objection to the sign, subject to a condition restricting the hours of illumination to those of the trading

hours of the petrol filling station. In view of this and given that the presence of other lighting within the appeal site and its surroundings, subject to conditions restricting the type, hours and means of illumination, the advertisement would not have a harmful effect on the living conditions of nearby residents by virtue of light pollution or disturbance, including during the evenings and early mornings when any potential light pollution is more likely.

Conditions

12. In addition to the five standard advertisement conditions set out in Schedule 2 of the 2007 Regulations, restrictions are required for the hours, level and means of illumination of the advertisement, as referred to above. These should ensure that the lighting is static and of a restricted level, in accordance with those set out in the Institute of Lighting Professionals most recent report¹.
13. Other conditions recommended by the highway authority and the Council in regard to the proximity to the public highway and footway are not necessary, as sufficient details of the location have been provided and the sign is already in situ. There is no evidence of any overhanging of public areas, nor has it been demonstrated that the sign obstructs sightlines at the nearby junction or causes driver distraction, resulting in any danger to public safety.

Conclusion

14. For the reasons given above the appeal should be allowed.

C Billings

INSPECTOR

¹ Institution of Lighting Professionals Technical Report No. 5 (Third Edition).