



Appeal Decision

Site visit made on 10 June 2025

by M J Francis BA (Hons) MA MSc MCIfA

an Inspector appointed by the Secretary of State

Decision date: 25 June 2025

Appeal Ref: APP/W4705/Z/25/3358749

228 High Street, Wibsey, Bradford BD6 1QP

- 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 Matt Swindles of Global against the decision of City of Bradford Metropolitan District Council.
 - The application Ref is 24/03666/ADV.
 - The advertisement proposed is non-illuminated wall mounted poster display.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The Council raised no concerns in relation to public safety. Therefore, based on the evidence and my site visit, I see no reason to take a different view.

Main Issue

3. The main issue is the effect of the advert on the amenity of the area.

Reasons

4. The proposed advertisement would be on the gable wall of No 228 High Street, a commercial premises in a terraced row of shops and businesses. The wall currently has two smaller signs advertising the current business at No 228.
5. The gable wall is constructed of stone, with some later infill. Overlaying this is the remains of a stone gable elevation of a building which would have likely been located on the site of the adjacent car park, next to a public house.
6. The commercial centre of Wibsey extends along the B380 for some distance and consists of small shops and businesses in traditional, stone built, two-storey buildings, that line the road. Some of these have retained their stone slate roofs. This creates an active and pleasing centre, of some character.
7. Whilst the proposed advert would be a standard 48 sheet size mounted on the wall, the side profile of the building is relatively squat, with a gentle pitch to the roof. Therefore, the proportions of the proposed advert would appear overly large on this elevation, which as it is adjacent to the open area of the car park, is highly visible. Moreover, its position to one side and overhanging the other gable feature, would result in it being awkwardly sited and appear incongruous.

8. Although the proposed advert would not be illuminated, it is within a commercial area, where billboards can often be found. However, the size and position of the advert would, based on the character and form of the adjoining area, be overly dominant. Therefore, it would harm the visual amenity of the area.
9. In accordance with the Regulations, I have taken into account the provisions of the development plan in so far as they are relevant. Given that I have concluded that the proposal would harm amenity, it would conflict with Policies DS1 and DS3 of the Bradford District Core Strategy Development Plan Document, 2017. These policies collectively, and in part, seek good design that creates a strong sense of place that contributes to the character of the area.
10. Additionally, the proposal would be contrary to paragraph 141 of the National Planning Policy Framework, which amongst other things, states that the quality and character of places can suffer when advertisements are poorly sited and designed.

Other Matters

11. Several historic adverts within the council area have been highlighted by the appellant, which they consider are the result of deemed consent. That shown in the photograph at the junction at Fairdale Road and Oakdale Crescent, the closest example to the site, is in a higher position, and on a larger gable. As it is more centrally located, it appears in proportion to the elevation on which it is sited. However, as I do not have full details of this, and the other advertisements shown in the evidence, I cannot consider to what degree they are comparable to the appeal site, which has, in any case, been determined on its own merits.

Conclusion

12. For the reasons given above the appeal should be dismissed.

M J Francis

INSPECTOR