



Appeal Decision

Site visit made on 10 September 2025

by Ian McHugh DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 02 October 2025

Appeal Ref: APP/W4705/Z/25/3369646

PEC. Pearl House, Comondale Way, Euroway Industrial Estate, Bradford, BD4 6SF

- 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 Surjit Singh against the decision of the City of Bradford Metropolitan District Council.
 - The application Ref is 25/00669/ADV.
 - The advertisement proposed is a single sided digital advertisement display unit.
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Decision

1. The appeal is dismissed.

Main Issues

2. The main issues are the effect of the proposal on the amenity of the area; and the effect on public safety, with regard to the safety of drivers on the M606 motorway.

Reasons

Amenity

3. The appeal building is situated within the Euroway Industrial Estate, which comprises various commercial uses and property. The appeal site abuts the M606 motorway, with the rear elevation of the building facing the motorway itself.
4. The proposal is to erect a single sided illuminated digital display unit on the elevation facing the motorway. It would be positioned above an existing sign that displays the name of the company. The appellant points to other similar advertisements in various locations, which are also close to motorways. However, as these locations are mainly in different parts of the country, where the issues and site context may be different, they do not create a precedent for this appeal.
5. The Council argues that the proposal would be harmful to the visual amenity of the area. It states that there are no other digital displays that face the motorway in the locality and also that the proposal could create a precedent for other similar applications in the future. The Council cites a conflict with paragraph 141 of the National Planning Policy Framework 2024, which states that the character and quality of areas can suffer when adverts are poorly sited and designed.
6. I acknowledge that there are no other similar advertisement displays nearby. However, I am not persuaded that the character and appearance of the area is of such significance to justify refusal of the application. The wall of the building already contains a relatively large sign and the proposed display, notwithstanding

its illumination, would not appear at odds or out of context having regard to the urban context of the site and its surroundings.

Safety

7. The Council's decision follows an objection raised by the Highway Officer, who concluded that the proposed display would be likely to result in an unacceptable distraction to drivers on the motorway. This section of the motorway is close to a junction, where I consider the need for care and attention to be highly important.
8. The position of the display, which would be parallel to the carriageway would mean that most drivers in both directions would need to turn their head to look at the display. As drivers will often be travelling at speed or changing lanes to either leave or enter the motorway, I find that the Council's concerns are wholly justified, and the proposal would result in an unacceptable risk to highway safety.

Conclusion

9. For the reasons given above, it is concluded that the appeal be dismissed.

Ian McHugh

INSPECTOR