



Appeal Decision

Site visit made on 27 October 2025

by **P Eggleton BSc(Hons) MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 06 November 2025

Appeal Ref: APP/A4710/Z/25/3368691

**Land northwest of White Cottage, Cooper Bridge Road, Cooper Bridge, Brighouse
Calderdale WF14 0BS**

- 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 Wildstone Estates Limited against the decision of Calderdale Metropolitan Borough Council.
 - The application reference is 25/10005/ADV.
 - The advertisement proposed is a D48 illuminated advertising display.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect on amenity.

Reasons

3. The proposed site of the digital advertisement would be adjacent to the A62 and would be viewed against the backdrop of the railway embankment and bridge that lay just to its north. It would be situated on the edge of the White Cottage Car Centre which has an industrial appearance with steel fencing, large areas of hard standing and associated signage and lighting.
4. Aside from this commercial site and the rail infrastructure, the immediate vicinity is actually characterised by a lack of noticeable commercial development. Although this is a wide, busy road with associated highway infrastructure, the area between the railway bridge and the River Calder is dominated by roadside vegetation. The low level structures of the water works to the east are evident but largely screened by vegetation with larger more mature trees being present closer to the river and canal. The western side of the road is dominated by trees that surround the pond, Reeds mire.
5. The commercial properties referred to by the appellant, particularly the petrol station and car show room, lie beyond the river to the south and that area does include a much greater prevalence of advertising, road signs and commercial advertising and activity.
6. Given the above and despite the existence of the signage associate with the White Cottage Car Centre; and the appearance of that commercial property, the sign as proposed would detract from the visual amenity of the immediate area which is

actually characterised by the prominence of vegetation beyond the stone walls that bound the busy road. The proposal would therefore detract from the character and appearance of this area and would result in unacceptable harm to visual amenity.

7. I am mindful of the wider benefits associated with roadside advertising as set out by the appellant but do not consider that this is an appropriate site for such a display. The benefits would not outweigh the harm to amenity.
8. As the proposal would not respect or enhance the character or appearance of its surroundings, it would conflict with the design objectives of policy BT1 of the Calderdale Local Plan 2023. The Regulations, the National Planning Policy Framework 2024 and the Planning Practice Guidance require that decisions are made only in the interests of amenity and public safety and therefore, the council's policies cannot be decisive. I have taken them into account as material considerations.
9. Whilst the advertisement would not result in concerns with regard to public safety, it would detract from the character and appearance of the area. Although I note the suggestions with regard to conditions relating to its operation, these would not overcome my concerns. I therefore conclude that the appeal must be dismissed in the interests of amenity.

Peter Eggleton

INSPECTOR