



Item No.

Walsall Metropolitan Borough Council

DEVELOPMENT CONTROL COMMITTEE

19th April 2005

REPORT OF HEAD OF PLANNING AND TRANSPORTATION

Poster Hoardings at
junction of Green Lane and Old Birchills, Walsall
and
junction of Green Lane and Rayboulds Bridge, Walsall.
Ref.no.2004/0803/CMP

1. PURPOSE OF REPORT

- 1.1 To advise Members of a breach of planning control involving the installation of two poster hoardings on these sites and to request authority to prosecute the owners of the units.

2. RECOMMENDATIONS

- 2.1 Authorise the prosecution of Clear Channel U.K.Ltd. and/or other occupiers or relevant persons in respect of displaying advertisements without the consent required under the Town and Country Planning (Control of Advertisements) regulations 1992.

3. FINANCIAL IMPLICATIONS

- 3.1 None arising directly from this report.

4. POLICY IMPLICATIONS

- 4.1 The retention of these hoardings would be contrary to Policies GP2, ENV36 and T5 of the Development Plan.

5. LEGAL IMPLICATIONS

- 5.1 The unauthorised display of an advertisement is an offence under the Town and Country Planning Act 1990, and for advertisements, prosecution is the appropriate form of enforcement action.

6. **EQUAL OPPORTUNITY IMPLICATIONS**

6.1 None arising directly from this report.

7. **ENVIRONMENTAL IMPACT**

7.1 The report refers to the adverse impact of these hoardings on the visual amenity of the area and recommends their removal to remedy this.

8. **WARD(S) AFFECTED**

8.1 Birchills Leamore

9. **CONSULTEES**

9.1 None.

10. **CONTACT OFFICER**

Mrs.J.Scrivens 01922 652436

11. **BACKGROUND PAPERS**

Planning applications 02/0179/AD/W6 and 02/0178
Enforcement file no.2004/0803/CMP – Not published.

HEAD OF PLANNING AND TRANSPORTATION.

12.0 **BACKGROUND AND REPORT DETAIL**

- 12.1 A plan showing the locations of the advertisement hoardings is attached to this report.
- 12.2 The hoardings are situated on Council owned land. The owners of the unit have a contract with the Council to install hoardings on various pieces of Council owned land, one of the conditions of the contract being that advertisement consent is obtained in each case.
- 12.3 In November 2001 application BC58086P for the display of 2 no. externally illuminated 48 sheet advertisement display panels at the junction of Green Lane and Old Birchills was refused advertisement consent. A subsequent Representations Hearings panel invited the re-submission of this application, which was for the display of two advertisement panels on a distinctive triple pole structure. The re-submitted proposal, application 02/0179/AD/W6, was granted advertisement consent on 27.2.02.
- 12.4 In October 2001 application BC58088P for the display of 2 no.illuminated advertisement display panels supported by a monopole structure at the junction of Green Lane and Rayboulds Bridge was refused advertisement consent. A subsequent Representations Hearings panel invited the re-submission of this application which was for the display of two advertisement panels on a curved monopole structure. The re-submitted proposal, application 02/0178/AD/W3 was granted advertisement consent on 27.2.02.
- 12.5 The two hoardings which have recently been installed on these sites bear no resemblance to the approved schemes. Two complaints were received in February 2005 about the hoarding on the Green Lane/Old Birchills junction.
- 12.6 Both units are in a prominent location and form a dominant feature in the streetscene. Their appearance is utilitarian, in contrast to the approved designs, and they are detrimental to the visual amenity of the area.
- 12.7 The position of the unit on the Green Lane/Old Birchills junction will interfere with imminent improvements to this junction, for which funding has recently been received.
- 12.8 The owners of this hoarding have been advised that, under the circumstances, an application to retain that unit is very unlikely to be granted. The retention of the hoarding on the Green Lane/Rayboulds Bridge is also unlikely to be granted for reasons of visual amenity.

Poster Hoardings at Junction of Green Lane & Old Birchills & Junction of Green Lane & Rayboulds Bridge, Walsall



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