

**Sandwell Metropolitan Borough Council**

**12 January 2016**

**Proposals to Depart from the Local Development Plan at  
M5 Motorway Ray Hall Lane, Great Barr, Birmingham**

**1. Summary Statement**

- 1.1 At the meeting of the Planning Committee held on 16 December, 2015, consideration was given to advertisement applications DC/15/6211A and DC/15/6212A which sought approval for proposed internally illuminated digital commercial advertising screens on land adjacent to the west and east of the M5 Motorway at Ray Hall Lane, Great Barr, Birmingham.
- 1.2 At the meeting, the Committee approved the advertisement consents with conditions recommended by the Director - Regeneration and Economy; and to the applications being referred to the Council as a departure from the Site Allocations and Delivery Development Planning Document.
- 1.3 The site is currently allocated as Green Belt Land in the Site Allocations and Delivery Development Plan Document. It is necessary for the Council to consider whether or not to grant an exception to its policy to allow the application to proceed.

Further details are attached for your information

**2. Recommendation**

- 2.1 That an exception to the Site Allocations and Delivery Development Plan Document and local development plan be allowed in respect of advertisement applications DC/15/6211A (Proposed 2 No. internally illuminated digital commercial advertising screens, Land to the West Adjacent M5 Motorway Ray Hall Lane, Great Barr) and DC/15/6212A (Proposed 2 No. internally illuminated digital commercial advertising screens, Land to the East Adjacent M5 Motorway, Ray Hall Lane, Great Barr).

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### **3. Strategic Resources Implications**

The granting of exceptions to the Sandwell Allocations Delivery and Development Plan Document would not have any implications for the resources of the Council.

### **4. Legal and Statutory Implications**

- 4.1 The Planning Committee has delegated powers to determine planning applications within current Council policy. The decision to grant permission for this proposal would be contrary to the Sandwell Allocations Delivery and Development Plan Document. Consequently, the Committee has referred the application to the Council to consider whether or not an exception to the Sandwell Allocations Delivery and Development Plan Document should be granted.

### **5. Implications for the Council's Scorecard Priorities**

- 5.1 Implications contained within this report support the following Council's corporate priority for improvement:-
- Great Prospects.

### **6. Background Details**

- 6.1 The advertisement applications relate to proposed internally illuminated digital commercial advertising screens on land adjacent to the west and east of the M5 Motorway at Ray Hall Lane, Great Barr, Birmingham.
- 6.2 The application sites lie immediately south of Ray Hall Lane, at the southern tip of the Ray Hall triangle, where M5 and M6 motorways join, around 4km north of West Bromwich Town Centre. Both sites form part of the adopted highway verge and are within the applicant's ownership.
- 6.3 The applications are supported by planning statements and plans showing the angles of the screens and extent to which the screens could be viewed from residential property in Charlemont and Great Barr.

- 6.4 The sites stand alongside and immediately east of the separate (but adjacent) elevated decks that carry traffic on the M5 in both directions to and from the M6 southbound.
- 6.5 The application has been published by over 300 neighbour letters in Charlemont and Great Barr and by site notices posted around Charlemont. Eleven objections had been received in relation to the proposal.

### **Source Documents**

Report to Planning Committee 16 December, 2015, regarding applications DC/15/6211A and DC/15/6212A.