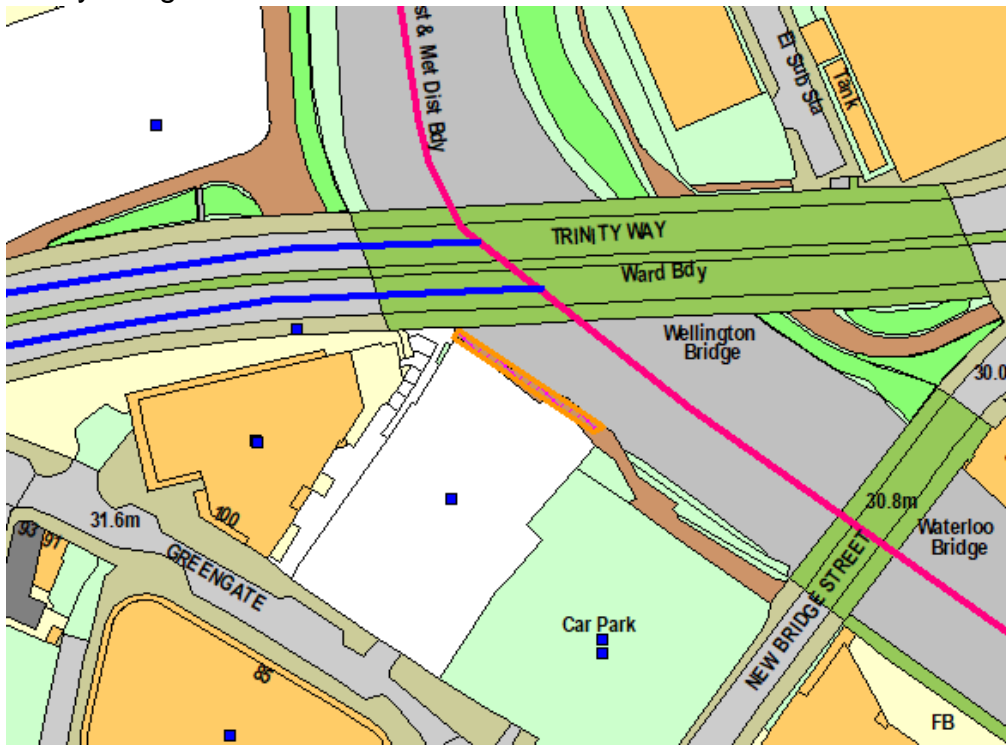


## CASE STUDY

19/00153/WPP3. Display of advertisement without consent – Ocean Outdoor, Trinity Way.

- This planning enforcement complaint was received on 17.06.2019.
- A prominently located, brightly illuminated and moving 'video wall' was erected on the north-east side of 'The Residence', overlooking the river and Trinity Bridge.



- A previous advertisement of the same size and type had previously been displayed on this site, with consent (13/64343/ADV). This was removed when the building previously situated there was demolished. In general terms, an advertisement once removed, cannot be re-erected under the same consent. That consent is void.
- The owners and their agents were intent on erecting another advertisement. Strong efforts were made to dissuade them, but they carried on regardless.



- An application for consent was subsequently submitted and refused. The applicant appealed and the appeal was dismissed.
- Papers were laid in court to secure the removal of the advertisement.
- After considerable discussion with Ocean Outdoor, the company agreed to remove the advertisement, and the Council withdrew the court papers.



- The advertisement had been entirely removed by 27.05.2021. The investigation was closed Breach Ceased – Removed on 28.05.2021.