

Planning Group

South Tyneside Council, Town Hall & Civic Offices, Westoe Road, South Shields, Tyne and Wear, NE33 2RL Email: planningapplications@southtyneside.gov.uk Tel: 0191 424 7421

Application for consent to display an advertisement(s). Town and Country Planning (Control of Advertisement) Regulations 2007

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

1. Applicant N	lame, Address and Contact	Details				
Title: Mr	First name:		Surname:			
Company name	Mitchells & Butlers Plc					
Street address:	27 Fleet Street			Country Code	National Number	Extension Number
			Telephone number:			
			Mobile number:			
Town/City County:	Birmingham		Fax number:			
Country:	United Kingdom		Email address:			
Postcode:	B3 1JP		,			
	acting on behalf of the applicant? e, Address and Contact De	Yes (No			
Title: Miss			Surname: Spa	achis		
Company name:	Omega Signs Limited					
Street address:	Newmarket Approach			Country Code	National Number	Extension Number
			Telephone number:		0113 240 3000	
			Mobile number:			
Town/City	Leeds		Fax number:			
County:	West Yorkshire		Tax number.			
Country:	United Kingdom Email address:					
Postcode:	LS9 ORJ		Kristina.s@omega-sign	s.co.uk		

3. Site Address	ss Details	·			
Full postal address	ss of the site (including full postcode where available) Description	1:			
House:	Suffix:				
House name:	The Britannia				
Street address:	Shields Road				
Town/City:	Cleadon				
County:	South Tyneside				
Postcode:	SR6 7PG				
Description of locat	cation or a grid reference				
(must be completed	ted if postcode is not known):				
Easting:	438424				
Northing:	562400				
4. Pre-applicat	ation Adviso				
	prior advice been sought from the local authority about this application?	Yes • No			
		U 103 U 100			
5. Neighbour a	and Community Consultation				
Have you consulted	ed your neighbours or the local community about the proposal?				
(A the a with Fre					
6. Authority En	Employee/Member				
With respect to the	ne Authority, I am: nember of staff				
(b) an el	elected member				
	ated to a member of staff ated to an elected member				
	Do any of these statements apply to you?	Yes • No			
7. Type of Prop	pposed Advertisement(s)				
	ne proposed advertisement(s):				
	ignage in keeping with Toby Brand				
How many of the fo	following type of advertisements are you applying for?				
Fascia sign(s)	3 Projecting or hanging sign(s) 0 Hoarding	(s) 0 Other 1			
Please describe:					
3 no. fascia signs 1 no. totem sign					
8. Location of	of Advertisement(s)				
Is the advertisemen	ent(s) you are applying for already in place? Yes No				
Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?					
If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).					
Replacement of signage in keeping with Toby brand					
Will the proposed advertisement(s) project over a footpath or other public highway? Yes No					
9. Advertiseme	nent(s) Period				
Please state the period of time for which consent is sought for the advertisement					
From: 08/02/2016 To: 07/02/2021					
From: 08/02/2	2/2016 10: 0//02/2021				
10. Interest in t	n the Land				
10. Interest in t		• Yes O No			

11 (a). Details of Proposed Advertisement(s) - Fascia Sign
What is the height from the ground to the base of the advertisement (in metres)?
What is the maximum projection of the advertisement from face of building (in metres)? 0.140 m
What are the dimensions of the proposed advertisement? Height: 0.700 x Width: 4.000 x Depth: 0.050 metres
What materials will the sign be made of?
Sign A - Aluminium panel, moulded frame, painted and printed display
What is the maximum height of any of the individual letters and symbols (in centimetres)?
The colour of text and background:
Gold on black
Will the sign be illuminated? Yes No
11 (a). Details of Proposed Advertisement(s) - Fascia Sign
What is the height from the ground to the base of the advertisement (in metres)?
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height: 1.594 x Width: 1.500 x Depth: 0.157 metres
What materials will the sign be made of?
Sign B - fabricated aluminium, powdercoated finish with push through acrylic display
What is the maximum height of any of the individual letters and symbols (in centimetres)? 97.000 cm
The colour of text and background:
White on red with full colour chef
Will the sign be illuminated? Yes No
Will the sign be illuminated internally or externally? • Internally
Illuminance Levels: 139.000 cd/m
Will the illumination be static or intermittent? • Static Intermittent
11 (a). Details of Proposed Advertisement(s) - Fascia Sign
What is the height from the ground to the base of the advertisement (in metres)?
What is the maximum projection of the advertisement from face of building (in metres)? 0.117
What are the dimensions of the proposed advertisement? Height: 0.585 x Width: 1.000 x Depth: 0.117 metres
What materials will the sign be made of?
Sign C- Fabricated aluminium, powdercoated finish with push through acrylic letters
What is the maximum height of any of the individual letters and symbols (in centimetres)? 9.000 cm
The colour of text and background:
White on red
Will the sign be illuminated? Yes No
Will the sign be illuminated internally or externally? • Internally Externally
Illuminance Levels: 69.000 cd/m
Will the illumination be static or intermittent? • Static Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign							
11 (a). Details of 110posed Advertisement(s) - other sign							
What is the height from the ground to the base of the advertisement (in metres)?	0.850 m						
What is the maximum projection of the advertisement from face of building (in metres)?							
what is the maximum projection of the advertisement from face of building (inflicties):	111						
What are the dimensions of the proposed advertisement? Height: 4.263 x Width:	2.000 x Depth: 0.434 metres						
What materials will the sign be made of?							
Sign D - Timbner clad steel posts with fabricated aluminium, powdercoated finish with acrylic push through d	display. Lower panel c/w vinyl display						
What is the maximum height of any of the individual letters and symbols (in centimetres)?	139.000 cm						
The colour of text and background:							
White on red with full colour chef							
Will the sign be illuminated? Yes No							
Will the sign be illuminated internally or externally? © Internally							
Illuminance Levels: 149.000 cd/m							
Will the illumination be static or intermittent? Static Intermittent							
12. Site Visit							
Can the site be seen from a public road, public footpath, bridleway or other public land? • Yes • No							
If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)							
○ The agent ○ The applicant ○ Other person							
13. Declaration							
I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and							
additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any							
opinions given are the genuine opinions of the person(s) giving them.	Date 26/11/2015						