South Tyneside Council

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) (England) Regulations 2007 (as amended)

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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Street Record

Address Line 1

Viking Precinct

Address Line 2

Address Line 3

South Tyneside

Town/city

Jarrow

Postcode

NE32 3LQ

Description of site location must be completed if postcode is not known:

Easting (x)

432855

Northing (y)

565219

Description

Walls at (sign 1) 41 Bede Precinct (facing south) & (sign 2) 106 to 112 Ellison Street (facing west), The Viking Centre, Shopping Centre, Jarrow. See location plan (sheet 050).

Applicant Details

Name/Company

Title

First name

Property

Surname

Manager

Company Name

Smart Outdoor

Address

Address line 1

Unit 4-5 Bensham Street

Address line 2

Address line 3

Town/City

Boldon Colliery

County

Tyne & Wear

Country

UK

Postcode

NE35 9LN

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Mr

First name

Stuart

Surname

Wellman

Company Name

Ardent Land Limited

Address

Address line 1

7 Bell Yard

Address line 2

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

WC2A 2JR

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2 x wall mounted digital signs at The Viking Centre.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Other type

Height:
2.21 metres

Width:
4.21 metres

Depth:
0.1 metres

What is the height from the ground to the base of the advertisement?:
5.35 metres

What is the maximum projection of the advertisement from the face of the building?:
0.15 metres

What is the maximum height of any of the individual letters and symbols?:
200 centimetres

What materials will the advertisement be made of?:
Pressed metal & GRP to contain a slimline digital poster.

The colour of text and background:
Changes with each digitally presented (illuminated) content, including animated (as located within a pedestrian setting). Illuminated to Institute of Lighting Professionals guidelines (Professional Lighting Guide 05 (PLG05), The Brightness of Illuminated Advertisements) being up to 5,000cd/m2 at day and up to 600cd/m2 at night (see below).

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Intermittent

Advertisement Type:
Other type

Height:
3.21 metres

Width:
6.21 metres

Depth:
0.1 metres

What is the height from the ground to the base of the advertisement?:
4.25 metres

What is the maximum projection of the advertisement from the face of the building?:
0.15 metres

What is the maximum height of any of the individual letters and symbols?:
300 centimetres

What materials will the advertisement be made of?:
Pressed metal & GRP to contain a slimline digital poster.

The colour of text and background:
Changes with each digitally presented (illuminated) content (static only). Illuminated to Institute of Lighting Professionals guidelines (Professional Lighting Guide 05 (PLG05), The Brightness of Illuminated Advertisements) being up to 5,000cd/m2 at day and up to 300cd/m2 at night (see below).

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Intermittent

Please describe each of the 'Other type(s)' of advertising proposed

2 no wall mounted digital poster panels located at the Viking Centre. Displaying new images not less than once every 10 seconds. May include animated content in the case of sign 1 at Bede Precinct and static content only in the case of Ellison Street.

Location of Advertisement(s)

Is the advertisement(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?

◯ Yes
⊘ No
◯ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

◯ Yes
⊘ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

01/05/2025

To Date

30/04/2035

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

◯ Yes
⊘ No

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?

- [x] The agent
- [ ] The applicant
- [ ] Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- [ ] Yes
- [x] No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- [ ] Yes
- [x] No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- [x] Yes
- [ ] No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- [ ] Yes
- [x] No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, 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.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

- [x] I / We agree to the outlined declaration

Signed

Stuart Wellman

Date

04/02/2025