South Tyneside Council

NOTICE OF GRANT OF CONSENT FOR THE DISPLAY OF ADVERTISEMENTS

The Town and Country Planning Act 1990
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Contact Name and Address:
Ardent Land Limited
FAO: Mr Stuart Wellman
7 Bell Yard
London
WC2A 2JR

Application No: 250077
Date of Issue: 01/04/2025

In pursuance of their powers under the above mentioned Act and Regulations, South Tyneside Council as Local Planning Authority hereby **GRANT** express consent for the following:

Proposal: 2 x wall mounted digital signs at The Viking Centre.
Location: Viking Precinct, Jarrow, NE32 3LQ

SUBJECT TO THE FOLLOWING CONDITION(S) AND REASON(S):

1 This consent shall be for a limited period expiring five years from the date of the consent.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

2 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

3 No advertisement shall be sited or displayed so as to-
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

4 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

5 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

6 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

7 There shall be no moving images, animation, video or full motion images displayed. In the interests of highway safety, in accordance with South Tyneside LDF Development Management Policy DM1.

8 In the hours of darkness, the advertisement display luminance shall be no greater than 300 cd/m2.
In the interests of highway safety, in accordance with South Tyneside LDF Development Management Policy DM1.

9 In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 Within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.
In the interests of highway safety, in accordance with South Tyneside LDF Development Management Policy DM1.

10 Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.
In the interests of highway safety, in accordance with South Tyneside LDF Development Management Policy DM1.

11 The change interval between successive advertisements shall be no greater than 0.1 seconds and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.
In the interests of highway safety, in accordance with South Tyneside LDF Development Management Policy DM1.

12 No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.
In the interests of highway safety, in accordance with South Tyneside LDF Development Management Policy DM1.

NOTES TO APPLICANT:

For the avoidance of doubt this decision relates to the following plans and/or specifications:

Drg No. T4871 A4 060- Existing and Proposed Elevations- Sign 1 (received 04/02/25)
Drg No. T4871 A4 061- Existing and Proposed Elevations- Sign 2 (received 04/02/25)
Drg No. T4871 A4 062- Proposed Digital LED Display Specification- Sign 1 (received 04/02/25)
Drg No. T4871 A4 063- Proposed Digital LED Display Specification- Sign 2 (received 04/02/25)
Drg No. T4871 A4 050- Proposed Location Plan (received 04/02/25)
Drg No. T4871 A4 051- Proposed Site Plan- Sign 1 (received 04/02/25)
Drg No. T4871 A4 052- Proposed Site Plan- Sign 2 (received 04/02/25)

A Inch

Andrew Inch
Senior Manager Planning

Your attention is drawn to the attached schedule of notes which form part of this notice

NOTES

1 This certificate is issued under the Town and Country Planning Acts, Regulations and Orders and does not constitute a permission, approval or consent by South Tyneside Council for any other purpose whatsoever. Applications must therefore be made to the appropriate Departments of the Council for any other permission, approval or consent (including Building Regulations approval or approval of South Tyneside Council as ground landlord where appropriate) which may be necessary in connection with the proposed development or anything incidental thereto, or the use to be made of the premises which form the subject of such development.

2 You may also require permissions, approvals or consents under other legislation, or from bodies other than South Tyneside Council. This could include works affecting a public sewer, gas main, or electricity line, works within the adopted highway, works affecting a public right of way, property covenants, legislation relating to disabled persons, land drainage consent, waste management consent, scheduled monument consent or works affecting protected habitats or species.

3 The approved development should be implemented in strict compliance with all of the planning conditions, and in particular any which require details to be approved prior to the commencement of the development. Failure to do so may result in any commencement of development being unauthorised, which could be liable to enforcement action.

APPEALS TO THE SECRETARY OF STATE

4 **Only the applicant possesses the right of appeal**

If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

As this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at https://acp.planninginspectorate.gov.uk

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.