South Tyneside Council

Reference:	250077
Location:	Viking Precinct Jarrow NE32 3LQ
Ward:	Primrose
Description:	2 x wall mounted digital signs at The Viking Centre.
Recommendation:	Grant Permission with Conditions
Case Officer:	Daniel Martin
Case Officer Contact No.:	0191 4246796

Description of the Proposal

This application seeks advertisement consent to display 2x wall mounted digital signs at The Viking Centre.

Sign 1 would be an illuminated digital wall poster located north-west outside 41 Bede Precinct. This sign would a height of 2.21m, width of 4.21m and a depth of 0.1m, and is proposed to be placed on the high brick wall in the corner of the Bede Precinct, adjacent to the intersection of the Bede Precinct and the Viking Precinct. This advertisement sign would be internally illuminated with a maximum level of 600cd/m² in the day and would feature intermittent illumination with animated content.

Sign 2 would be an illuminated digital wall poster located on the western elevation of the Viking Centre outside 106-112 Ellison Street. This sign would a height of 3.21m, width of 6.21m and a depth of 0.1m, and is proposed to be internally illuminated to maximum levels of 300cd/m² at night and 500cd/m² in the day. Sign 2 would also feature intermittent illumination with static content. Both signs are proposed to feature materials of pressed metal & GRP to contain a slimline digital poster.

The proposed advertisement requires express consent under Part 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and does not benefit from deemed consent under Part 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Summary of Consultation Responses

The following responses were received in response to the statutory consultation period which ended on 07/03/2025.

Transport Development Officer

The details of the application have been examined and are considered acceptable; the Highway Authority therefore has no objections to the proposal.

Please ensure that the usual related conditions for LED signage are included on any consent granted.

Assessment

The NPPF and the Advertisement Regulations 2007 stipulate that advertisements should only be subject to control in the interests of amenity and public safety, considering the provisions of the development plan where material and any other relevant factors.

In terms of amenity, the proposals have been appropriately designed in terms of colour and materials and would not look out of place or be unduly prominent. As a consequence, the effect on the character and appearance of the area would be negligible. The surrounding Viking Centre development is comprised of commercial units, many of which display illuminated and non-illuminated advertisements and thus the two signs would not visually appear to be out of place and are considered to maintain the character of the area.

In terms of public safety, the proposals are satisfactorily located and are not therefore considered to present a hazard for pedestrians or cause a distraction to passing motorists. Sign 1 would be set away from the highway and as such would not result in significant harm to the safety of road users.
While Sign 2 would face the B1297 road at Ellison Street, the internal illumination level of 300 cd/m² at night and 500 cd/m² in the day is considered to be acceptable in terms of the safety of nearby road users. No objections have been raised by the Transport Development Officer however conditions are proposed regarding the luminance and animation of the signs.

Overall, it is considered that the signage is an acceptable form of development. Approval is recommended.

Conclusion

In deciding whether to grant planning permission the Council must have due regard to the 3 equality aims contained in Section 149 of the Equality Act 2010 (the public sector equality duty). A preliminary assessment of the potential equality impacts of any grant of planning permission in this case has been undertaken. There are no apparent equality impacts of the proposed development which give rise to the need to undertake a more detailed equality impact assessment.

The development has been assessed against the provisions of the Human Rights Act, and in particular Article 1 of the First Protocol and Article 8 of the Act itself. This Act gives further effect to the rights included in the European Convention on Human Rights. In arriving at this recommendation, due regard has been given to the applicant's reasonable development rights and expectations which have been balanced and weighed against the wider community interests, as expressed through third party interests / the Development Plan and Central Government Guidance.

Having regard for the above it is considered that the proposal would result in no significant harm to the visual amenity of the area, the residential amenity of any neighbouring properties or the highway safety of the area.

As a result, it is considered that the proposed development complies with all relevant local and national planning policy and guidance. Consequently, this application is recommended for approval.

Recommendation

Grant Permission with Conditions

Conditions

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.

List of plans etc. for standard note on decision

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)

Case officer: Daniel Martin

Signed: D.Martin

Date: 31/03/2025

Authorised Signatory: Seán Gallagher

Date: 01/04/2025