



Development Control  
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Sunderland  
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Fee Submitted £	Date
Receipt No.	Issued Attached
Fee Required £	Date
CLG	Fee Cat

## 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

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

## Applicant Details

### Name/Company

Title

Miss

First name

Sarah

Surname

Morgan

Company Name

University of Sunderland

### Address

Address line 1

University of Sunderland

Address line 2

St Mary's Building

Address line 3

Chester Road

Town/City

Sunderland

County

Tyne & Wear

Country

United Kingdom

Postcode

SR1 3SD

Are you an agent acting on behalf of the applicant?

Yes

No

### Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Fitted to the rear of Priestman Building (facing St Michaels Way) at a height of approx 14 metres from the ground to the bottom of the sign:  
Set of non-illuminated individual built-up aluminum lettering, 500 mm high, font style Futura Bold capitals & lower case, fabricated to a return depth of 40 mm, fitted flush to wall by means of half bracket fixings. Lettering to read: University of Sunderland. Letters powder coated white - Gloss finish. Along with 1 x non-illuminated individual built-up aluminum University of Sunderland spark logo, 2670 mm high, fabricated to a return depth of 40 mm, fitted flush to wall by means of half bracket fixings. Letters powder coated Pantone 718C - Gloss finish.

Fitted to the side of Priestman Building (facing St Michaels Way) at a height of approx 5.5 metres from the ground to the bottom of the sign:  
Set of non-illuminated individual built up aluminum lettering, 600 mm high, font style Futura Medium capitals & lower case, fabricated to a return depth of 40 mm, fitted flush to wall by means of stud fixings. Lettering to read: Faculty of Arts and Creative Industries. Letters powder coated RAL 9010 Pure White - Gloss finish.

Fitted to the front of Priestman Building (facing Albion Place), new banners with new design artwork to be fitted to replace the existing blue banners on the existing pole fittings. New banners to be magenta and white in colour and size 2000m x 1000m, height from the ground approx 5.5m.

**Advertisement Type:**

Fascia Sign

**Height:**

2.67 metres

**Width:**

5.75 metres

**Depth:**

0.04 metres

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

14 metres

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

0.04 metres

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

267 centimetres

**What materials will the advertisement be made of?:**

Individual built-up aluminum lettering and individual built-up aluminum University of Sunderland spark logo.

**The colour of text and background:**

Lettering powder coated white RAL 9016 - Gloss finish. University of Sunderland spark logo powder coated Pantone 718C - Gloss finish.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

0.6 metres

**Width:**

13.525 metres

**Depth:**

0.04 metres

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

5.5 metres

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

0.04 metres

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

60 centimetres

**What materials will the advertisement be made of?:**

Individual built-up aluminum lettering

**The colour of text and background:**

Lettering powder coated white RAL 9016 - Gloss finish.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

2 metres

**Width:**

1 metres

**Depth:**

0.01 metres

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

5.5 metres

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

1 metres

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

25 centimetres

**What materials will the advertisement be made of?:**

Double skinned PVC banners

**The colour of text and background:**

Magenta and white

**Will the advertisement be illuminated?:**

## 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

03/06/2024

To Date

01/06/2038

## 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?

- The agent
- The applicant
- Other person

## Pre-application Advice

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

- Yes
- No

## Interest In the Land

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

- 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
- 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.

I / We agree to the outlined declaration

Signed

Sarah Morgan

Date

16/04/2024