

**Guidance Note for:**

**Application for Consent to Display an Advertisement(s)**

*Town and Country Planning (Control of Advertisement) Regulations 2007*

**1. Applicant Name and Address**

Please enter the Applicant Details, including full name and title. Please also enter the house/flat number and/or name (if applicable) and street name in the Street address field. The town, county, and full postcode should also be entered.

If the application is being submitted by an agent (i.e. someone who is acting on the applicant's behalf) all correspondence, including the decision letter, will be sent to him/her.

**2. Agent Name and Address**

Please enter the Agent Details, including full name and title. Please also enter the house/flat number and/or name (if applicable) and street name in the Street address field. The town, county and full postcode should also be entered.

If the application is being submitted by an agent (i.e. someone who is acting on the applicant's behalf) all correspondence, including the decision letter, will be sent to him/her.

**3. Site Address Details**

Please enter the address of the site. Enter the house/flat number and/or name (if appropriate) and street name in the Street address field. The town, county and full postcode should also be entered. If the application relates to open ground describe its location as clearly as possible (e.g. *'Land to rear of 12 to 18 High Street'* or provide a grid reference).

**4. Pre-application Advice**

The local authority may be able to offer (possibly for a fee) pre-application discussions before a formal application is submitted in order to guide applicants through the process. This can minimize delays later in processing the application.

Pre-application discussions can also help you and the planning authority identify areas of concern about your proposed development so that you can give consideration to amending your proposal before the application is submitted. The advice and guidance given to you at the pre-application stage is given in good faith. However, it does not guarantee or supply a definitive undertaking as to whether your proposal is likely to be acceptable.

If you have received pre-application advice from the planning service please indicate the reference/date of any correspondence or discussion and the name of the officer. If you do not know these details then please state *'Unknown'*.

This will assist the Council in dealing with your application as quickly as possible.

**5. Neighbour and Community Consultation**

The Council will consult your neighbours in most circumstances. It is often better to tell your neighbours prior to submitting the application rather than letting the Council's official letter of notification bring the application to their attention for the first time.

**6. Council Employee/Member**

You must declare whether the applicant or agent is a member of the council's staff, an elected member of the Council or related to a member of staff or elected member of the Council.

## **7. Description of Proposed Advertisement(s)**

Please indicate the number of advertisements proposed by advertisement type: fascia, projecting, hoarding, etc. If your proposal does not fall within any of the specified categories, please describe the advertisement(s) in the box provided.

Further information on outdoor advertisements and signs can be found at:

<http://www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements>

## **8. Advertisement Display**

Please confirm if the application is in respect of an advertisement which is already in place. If the application is in respect of such development please provide details of when the advertisement was installed.

Please also indicate whether the proposed sign or signs will project over a footpath or other public highway. This is an important consideration given that any scaffold or hoarding that is erected or encroaches on the public highway must have a licence obtained from the highways authority.

## **9. Advertisement Period**

The normal period for which the planning authority will grant consent is five years, but it may grant shorter or longer periods at their discretion. However, if you require a sign for a shorter temporary period, please specify the period for which consent is sought.

## **10. Interest in the Land**

It is a condition of every consent granted under the Advertisement Regulations that, before the advertisement to which the consent relates is displayed, consent should be obtained from the owner. Unless you are the owner of the application site permission should be sought from the freeholder or other individuals entitled to give such permission to erect a sign.

## **11. Details for Proposed Advertisement(s)**

Clearly state the type of advertisement proposed (e.g. illuminated fascia sign, non-illuminated hanging sign, flag, etc.). If more than one advertisement is proposed, describe each individual sign.

*Details of advertisements:*

- a) measure the height from natural ground level to the base of the proposed advertisement in metres
- b) give accurate metric dimensions of each proposed advertisement; if less than one metre in any dimension, please specify size in millimetres
- c) give metric dimensions of the letters, figures or symbols in each of the proposed advertisement
- d) give details of all colours proposed
- e) please specify the materials of the proposed sign(s)
- f) state maximum distance each advertisement projects from the face of the building on which it is proposed to place the advertisement
- g), h) and i) where an advertisement is to be illuminated, details of the illumination, illuminance levels, and whether the illumination would be static or intermittent is required

## **12. Application Requirements**

Please use the checklist to ensure that the forms have been correctly completed and that all relevant information is submitted. Failure to complete the form correctly or to supply sufficiently detailed drawings or other relevant supporting information will result in your application being returned as invalid.

The drawing of the proposed advertisement can be in black and white on paper. It should show the size of the advertisement and its position on the land or the building in question. For a sign, the drawing should indicate the materials to be used, fixings, colours and height above the ground and, where it would project from a building, the extent of projection. The submission of photomontages may also be appropriate. The drawing should include the site location plan and should have sufficient detail to enable the site to be identified.

The declaration must be dated to enable the application for advertisement consent to be processed.

You may be committing an offence if the information given in this form is false or misleading.

**13. Declaration**

Please sign and date your application.

**14. Applicant Contact Details**

Please provide contact information for the applicant.

**15. Agent Contact Details**

Please provide contact information for the agent.

**16. Site Visit**

Access to the site (i.e. where the works are proposed to take place) may be required by the case officer. Please provide contact details in the event that an appointment needs to be made. This will assist the Council in dealing with your application as quickly as possible.