

# Advertisement Consent Validation Checklist

September 2020



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## Introduction

Submitting your application can be made easier by ensuring you have submitted all of the necessary information. Should important information be missing from your application, the application will be made invalid whilst we wait for the relevant information to be submitted.

This Validation Checklist covers most Advertisement Consent applications, although in some instances additional information may be required. In these cases, you will be notified in writing by a Planning Officer. The planning portal also provides [guidance](#) on what to provide with your application.

## Definition

Advertisements are defined as any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements.

There are 3 categories of advertisement consent:

- Those permitted without requiring either deemed or express consent from the local planning authority;
- Those which have deemed consent;
- Those which require the express consent of the local planning authority.

For further details please [view guidance on the Government's website](#).

This list details information that can assist when express consent of the local planning authority is required.

National Requirements	Policy / Drivers
<p><b>Completed, signed and dated application form</b></p>	<ul style="list-style-type: none"> <li>- <a href="#">Regulation 9 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007</a></li> </ul>
<p><b>The Fee</b></p>	<ul style="list-style-type: none"> <li>- See <a href="#">regulation 13 of the Town and Country Planning (Fees for Applications, Deemed Applications, Requests and Site Visits) (England) Regulations 2012</a></li> <li>- The current planning fees are available from <a href="#">our website</a>.</li> </ul>
<p><b>Location Plan</b> All applications must include copies of a location plan based on an up to-date map. This should be at a scale of 1:1250 or 1:2500 and identify roads / buildings to ensure the location is clear. It should show the application site edged in <u>red</u> and use a <u>blue</u> edge to show any other land owned by the applicant close to the site.</p>	<ul style="list-style-type: none"> <li>- <a href="#">Regulation 9 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007</a></li> </ul>
<p><b>Site Plan</b> A site plan to a stated metric scale, showing:</p> <ul style="list-style-type: none"> <li>- The direction of North;</li> <li>- The development in relation to the application site boundaries and existing buildings on the site;</li> <li>- All buildings, roads and footpaths on land adjoining the site,</li> <li>- The position of all trees on the site, and those on adjacent land (where affected by the proposal);</li> <li>- Boundary treatment including walls / fencing where proposed.</li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">Regulation 9 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007</a></li> </ul>

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Other Supporting Information	Application Type / Requirement	Guidance
<p><b>Existing and Proposed Plans and Elevations (at a scale of 1:50, 1:100 or 1:200)</b></p>	<p>All applications where display of advertisements is required.</p>	<p>These should show clearly the proposed works in relation to what's existing. All elevations of the proposal must be shown, and these should indicate, where possible, the proposed building materials and the style.</p> <p>Where a proposed elevation adjoins another building or is in close proximity, the drawings should clearly show the relationship between the buildings, and detail the positions of the openings on each property. A linear scale bar must be included on each drawing.</p>
<p><b>Existing and Proposed Site Sections and Finished Floor and Site Levels (at a scale of 1:50 or 1:100)</b></p>	<p>All applications where display of advertisements is required.</p>	<p>Such plans should show a cross-section through the advertisement and associated elevation and where relevant existing site levels and finished floor levels (with levels related to a fixed datum point off site) and also show the proposals in relation to adjoining buildings.</p> <p>This is particularly important where signs project in some manner.</p>
<p><b>Roof Plans (at a scale of 1:50, 1:100 or 1:200)</b></p>	<p>Only required for proposals where advertisements will be placed on a roof</p>	<p>A roof plan is used to show the shape of the roof and is typically drawn at a scale smaller than the scale used for the floor plans. A linear scale bar must be included on each drawing.</p>
<p><b>Design &amp; Access Statement</b></p>	<p>Design and access statements are required for adverts in conservation areas and for Listed Buildings.</p>	<p>A Design and Access Statement is a report accompanying and supporting a planning application that should seek to explain and justify the proposal in a structured way. The level of detail required in a Design and Access Statement will depend on the scale and complexity of the application, and the length of the statement will vary accordingly</p>
<p><b>Heritage Impact Statement (Can form</b></p>	<p>All applications where the proposal may impact the setting</p>	

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<p><b>part of a Design &amp; Access Statement)</b></p>	<p>of heritage assets, listed buildings or conservation areas</p>	<p>A statement which considers the special significance of heritage assets and / or conservation area, and the harm or impacts caused by the development proposal.</p> <p>For listed buildings, the assessment should include a schedule of works to the listed building(s), an analysis of the significance of, history and character of the building / structure and an analysis of its setting. An analysis of the setting of the adjacent listed buildings may be required.</p> <p>The scope and degree of detail necessary in the written justification will vary according to particular circumstances of each application.</p> <p>Further guidance can be found in <a href="#">Historic Environment - Good Practice In Planning Notes 1, 2 and 3</a></p> <p>To check whether a building is listed <a href="#">search here</a>..</p>
<p><b>Photographs and Photomontages</b></p>	<p>All applications where the proposal involves demolition or development affecting a conservation area or listed building. Desirable for all other advertisement applications</p>	<p>These provide useful background information and can help to show how developments can be satisfactorily integrated within the street scene.</p>