

**Advertisement Consent Validation Checklist**

## February 2023

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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](https://ecab.planningportal.co.uk/uploads/appPDF/Help012_england_en.pdf) 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 [Government’s website](https://www.gov.uk/guidance/advertisements)

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

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| **National Requirements** | **Policy / Drivers** |
| **Completed, signed and dated application form** |   [- Regulation 9 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007](https://www.legislation.gov.uk/uksi/2007/783/regulation/9/made) |
|  **The Fee** |  [Regulation 13 of The Town and Country Planning (Fees and Applications, Deemed Applications, Requests and Site Visits) (England) Regulations 2012](http://www.legislation.gov.uk/uksi/2012/2920/regulation/13/made) |
| **Location Plan**A plan which: • identifies the land to which the application relates • is drawn to an identified scale • shows the direction of North • identifies sufficient roads / buildings to ensure the exact location is clear • shows all the land necessary to carry out the development • site outlined in red with a blueline around any other land owned by the applicant which is close to or adjoining the application site; based on an up-to date map. This should be at a scale of 1:1250 or 1:2500 • should wherever possible show at least two named roads and surrounding buildings. • the properties shown should be numbered or named to ensure that the exact location of the application site is clear. • It should include all land necessary to carry out the proposed development - for example, land required for access to the site from a public highway, visibility splays, landscaping, car parking and open areas around buildings  | [- Regulation 9 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007](https://www.legislation.gov.uk/uksi/2007/783/regulation/9/made) |
| **Proposed Site Plan (Block Plan)**A Site Plan showing • The direction of North;• At a scale of 1:200 or 1:500• The development in relation to the application site boundaries and existing buildings on the site;• All buildings, roads and footpaths on land adjoining the site,• The position of all trees on the site, and those on adjacent land (where affected by the proposal);• Boundary treatment including walls / fencing where proposed. | [Article 7 of The Town and Country Planning Development Management Procedure (England) (Order) 2015](http://www.legislation.gov.uk/uksi/2015/595/article/7/made) |

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| **Local Requirements** | **Requirement** | **Guidance** |
|  | All Applications for Express Consent | Must include:* existing elevation (no less than a scale of 1:100) or a clear photograph of existing building.
* elevations or computer-generated image of all proposed adverts on building, pole or hoarding;
* drawing of each advert at a scale of 1:20 noting all colours and materials.
* sections of all proposed adverts at a scale of 1:20 showing the building and how they would the signage would be affixed; details of any illumination, including internal illumination, whether it would be static or moving / revolving display
* height of lettering
 |
| **Design & Access Statement** |  Design and access statements are required for adverts in conservation areas and for Listed Buildings.  |   Please see our Full National Validation List for detailed guidance. |
| **Heritage Statement** |   All applications within or affecting conservation areas, listed buildings, locally listed buildings, archaeological remains and Scheduled Ancient Monuments |  Please see our Full National Validation List for detailed guidance. |
| **Photographs and CGIs** | Desirable for all advertisement applications. |  Please see our Full Local Validation List for detailed guidance. |