

Checklist for Advertisement Consent Applications

This checklist refers to applications for consent to display advertisements.

1. Completed Application Form

All of the relevant questions should be responded to, or the words “Not Applicable” or N/A should be inserted for clarity.

The Government wishes to encourage the submission of applications electronically wherever possible, as this provides opportunities for streamlining procedures and reducing costs. Electronic applications may be made via the Planning Portal www.planningportal.gov.uk.

Where applicants wish to make application in paper form, the original of the completed application form, plus two additional copies must be submitted. The same applies to all other plans and information that accompanies an application submitted in paper form i.e. a total of three sets are required for the application to be valid.

2. Location Plan

All applications must include copies of a location plan based on an up-to-date map. This should be at an identified standard metric scale (1:1250 or 1:2500). Plans should identify sufficient roads and/or buildings on land adjoining the application site to ensure that the exact location of the application site is clear.

The application site should be edged clearly with a red line. 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.

A blue line should be drawn around any other land owned or controlled by the applicant, close to or adjoining the application site.

Ordnance Survey plans can be provided by any of the Development Management Sections. There is a charge for this service. Applicants should note that copying of Ordnance Survey plans by unauthorised persons is an infringement of copyright.

6. The correct fee

Most applications incur a fee. The Planning Portal includes a fee calculator for applicants, although each Local Planning Authority is able to advise applicants on specific cases and payment methods.

9. Application plans

The following should be submitted where it would add to the understanding of the proposal or where the LPA consider it necessary:

- A proposed site plan to a scale of either 1:100 or 1:200 showing the direction of north, all buildings on site, and the position of the advert(s) with written dimensions and distances to the site boundaries as a minimum;
- Plans of the advert(s) to a scale of 1:50 or 1:100 showing their size, position on buildings or land, height above ground level, extent of projection, sections, materials, colours and method of fixing;
- Details of means of illumination where applicable.

Policy Background

Government policy or guidance:

- PPG 19: Outdoor Advertisement Control
<http://www.communities.gov.uk/publications/planningandbuilding/ppg19>

