

Application for consent to display an advertisement(s)

National Requirements

- Completed form (3 copies to be supplied unless the application is submitted electronically)
- A plan which identifies the land to which the application relates drawn to an identified scale, identifies the location of the site by reference to at least two named roads, identifies the proposed position of the advertisement and shows the direction of North (3 copies to be supplied unless the application is submitted electronically)
- A copy of other plans and drawings or information necessary to describe the subject of the application (3 copies to be supplied unless the application is submitted electronically) including:
 - Existing and proposed elevations (e.g. at a scale of 1:50 or 1:100)
 - Advertisement drawing(s) (e.g. at a scale of 1:50 or 1:100) (showing advertisement size, siting, materials and colours to be used, height above ground, extent of projection and details of the method and colour(s) of illumination [if applicable])
- The appropriate fee

Local Requirements

The following items are the various elements which should be submitted in support of proposals for this application type. **It should be made clear that not all the requirements listed will apply in all circumstances but that it will be for the applicant to demonstrate that they have had clear regard to those matters which are applicable.** Consideration of the required points should be made under separate headings within the Design and Access Statement, or within a separate document if appropriate. The accuracy of any submission, and the completeness of the relevant information, will be assessed by our Validation Officers. A failure to accurately and robustly consider all of the relevant points will mean that the application is held as invalid pending satisfactory receipt of the necessary information.

- Lighting assessment (where illuminated advertisements are proposed)
- Other plans (3 copies to be supplied unless the application is submitted electronically. All plans and drawings should include: paper size, key dimensions and scale bar indicating a minimum of 0-10 metres)
- Photographs and photomontages
- Planning Statement
 - public safety: road safety, crime prevention & detection (obstruction of highway surveillance cameras, speed cameras and security cameras by advertisements)
 - amenity: visual & aural (as well as visual amenity, the noise generated by advertisements should be considered)