

4. Advertisement Consent

TO BE SUBMITTED WITH YOUR PLANNING APPLICATION <i>Please complete all white boxes.</i>	
Site Address:	
Proposed Development:	
ADVERTISEMENT CONSENT VALIDATION CHECKLIST	Tick ✓
1. Application Form [Guidance] NR (<i>National Requirement</i>)	<input type="checkbox"/>
2. Location Plan [Guidance] NR	<input type="checkbox"/>
3. Site Plan [Guidance] NR	<input type="checkbox"/>
4. Correct Fee [Guidance] NR	<input type="checkbox"/>
5. Plans and Drawings NR The drawing(s) of the proposed advertisement must: <ul style="list-style-type: none"> a) be at a scale of 1:20 or 1:50. b) show the size of the advertisement and its position on the land or the building in question. c) show how you propose to either attach the advertisement to the building or how it will stand within the site. d) indicate the materials and colours to be used. e) show the height above ground. f) where it would project from a building, the extent of projection and provide details of the method and colour(s) of illumination, including luminance level, if applicable. 	<input type="checkbox"/>
6. Photos and Photomontages LR	<input type="checkbox"/>
a) I have provided photos / photomontages (<i>for example, of the existing premises / street scene and the proposed advertisement</i>); or	<input type="checkbox"/>
b) I have not provided photo / photomontages.	<input type="checkbox"/>

Explanation for not submitting any of the above LR information which will be taken into account in deciding whether your application can be registered:

Print Name:		
Dated:		
I am the applicant: <input type="checkbox"/>	I am acting on behalf of the applicant: <input type="checkbox"/>	

National Requirements

Application Form

All sections need to be completed using the relevant form from the Planning Portal.

If included in the application form, an ownership and agricultural holdings certificate (A, B, C or D) must be completed stating the ownership of the property and whether or not the site includes an agricultural holding. For this purpose, an 'owner' is anyone with a freehold interest, or leasehold interest the unexpired term of which is not less than seven years. A notice to the owner of the application site must be completed and served in accordance with Article 14 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended) and/or Regulation 6 of the Planning (Listed Buildings and Conservation Areas) Regulations 1990. All agricultural tenants must be notified prior to the submission of the application.

Forms

Advertisement Consent | If you are submitting a full application with advertisement consent, please complete the full checklist and use this combined application form.

Location Plan

A location plan should be based on an up-to-date map. The scale should typically be 1:1250 or 1:2500, but wherever possible the plan should be scaled to fit onto A4 or A3 paper. A location plan 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 outlined clearly with a continuous red line on the location plan. It should include all land necessary to carry out the proposed development, including land required for access to the site from a public highway. A blue line should be drawn around any other land owned by the applicant, close to or adjoining the application site.

A location plan must have a north point and those based upon Ordnance Survey maps must have the appropriate Ordnance Survey copyright notice. The inclusion of a linear scale bar is recommended. [\[Guidance\]](#)

Site Plan

A site plan (also known as a block plan) should show the proposed development in relation to the site boundaries and other existing buildings on the site, with dimensions specified including those to the boundaries. It should be drawn at an identified standard metric scale, typically 1:100, 1:200 or 1:500 and must have a north point. The inclusion of a linear scale bar is recommended.

It should also include the following, unless they would not influence or be affected by the proposed development: (a) all buildings, roads and footpaths on land adjoining the site including access arrangements; (b) all public rights of way crossing or adjoining the site; (c) the position of all trees on the site, and those on adjacent land; (d) the extent and the type of any hard surfacing; (e) the boundary treatment including walls or fencing where this is proposed; (f) any buildings to be demolished; (g) details of recycling and waste storage. [\[Guidance\]](#)

Correct Fee

Planning application fees are due to be paid at the point of submitting your application. The payment of a fee does not guarantee the outcome of the decision on your application. Planning fees are set nationally by the UK Government through the Town and Country Planning (Fees for Applications, Deemed Applications, Requests and Site Visits) (England) Regulations 2012.

You can visit the Planning Portal to calculate your planning fee [here](#). Alternatively, a full guide to fees for Planning Applications in England is available [here](#).
