

## Guidance Notes

### Application For Consent to Display Advertisement

#### 1. General

Under the Town and Country Planning (Control of Advertisements) Regulations 1992, many outdoor advertisements require “express consent” from the Local Planning Authority before they can be lawfully displayed. Applicants should refer to the Regulations or to the explanatory booklet (obtainable from the Council) if they would like information.

#### 2. Period of Consent

Normally the maximum period for which the Council will grant consent is 5 years, but they have discretion to grant consent for a longer period. If consent is required for a specific period of more or less than 5 years, this requirement should be stated in reply to question 8 on the application form.

#### 3. Drawings required

The drawing of the proposed advertisement can be in black and white paper. It should show the size of the advertisement and its position on the land or the building in question, For a sign, the drawing should indicate the materials to be used, fixings, colours, height above the ground and, where it would project from a building, the extent of the projection. The drawing should include the site location plan, which should be scale 1:1250.

#### 4. Description of signs, size and illumination

The type of each sign for which the application is being made, e.g. fascia, projecting box, pole-mounted, free-standing, should be shown, together with the dimensions of each sign; and if any of the signs are to be illuminated, the type of illumination, e.g. internal, external, floodlight, etc., and whether the illumination will be static or intermittent.

#### 5. Owner's consent

It is a condition of every consent granted by or under the Regulations, that before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.

#### 6. Other consents

A grant of consent under the Town and Country Planning (Control of Advertisements) Regulations 1992 does not rank as consent which may be required for any other purpose, e.g. “listed building consent” where the advertisement is to be displayed on any listed building.

#### 7. Fees for advertisement applications

The Town and Country Planning (Fees for Applications and Deemed Applications)(Amendment) Regulations 1991 requires a fee to be paid to the Council on submission of the advertisement application. The fee is related to each site on which it is proposed to display one or more advertisements.

#### 8. The right to appeal

An applicant has a right to appeal against the Council's decision to refuse consent, or to grant consent subject to a condition with which the applicant is dissatisfied, or if the Council fails to issue a decision within 8 weeks (or such longer period agreed in writing with them) of their receipt of the application.