

Guidance Notes for:

Application for Consent to Display an Advertisement(s)

The Application for Consent to Display an Advertisement form should be used for proposals to display an advertisement or sign which requires planning permission.

What is an 'advertisement'?

The term "advertisement" covers a very wide range of advertisements and signs including:

- posters and notices
- placards and boards
- fascia signs and projecting signs
- pole signs and canopy signs
- models and devices
- advance signs and directional signs
- estate agents' boards
- captive balloon advertising (*not* balloons in flight)
- flag advertisements
- price markers and price displays
- traffic signs
- town and village name-signs

Memorials and railway signals are not regarded as advertisements.

When is advertisement consent required?

Types of advertising which normally need planning permission include:

- the majority of illuminated signs
- advertisements using specialised structures for their display, such as poster hoardings and most non-highway authority roadside advance warning or directional signs
- signs positioned above 4.6 metres in relation to buildings above the level of the bottom part of first floor windows or on gable ends.

When deciding applications for planning permission, local authorities will have regard only to considerations of 'amenity' and 'public safety'.

Some advertisements are not regulated by the planning authority, and others benefit from 'deemed consent', which means permission is not needed, depending on the size, position and illumination of the advert. Others will always need consent.

Tip Box: Particular care must be taken when signs are displayed on or close to listed buildings so that they do not detract from the character and appearance of the building. Even signs that are normally permitted within the advertisement regulations require separate listed building consent if they are attached to listed buildings.

Who controls outdoor advertisements?

Local planning authorities are usually responsible for the advertisement control system and deciding whether a particular advertisement should be permitted or not.

There are two main exceptions to this arrangement:

- if the advertisement is to be displayed in any National Park, the planning authority is

the National Park authority, or if it is to be displayed within the Broads area then the planning authority is the Broads authority

- if the advertisement is to be displayed in an urban development area, the planning authority normally is the Urban Development Corporation for that area
- if the planning authority refuses consent for your advertisement, or require you to remove an existing advertisement, you have a right to appeal against their decision

It is often helpful to discuss your proposal with your local authority before you send in your application – this is known as pre-application advice. Your local authority will normally have details of how to go about this on its website.

Further information can be found in the booklet, *Outdoor advertisements and signs, a guide for advertisers*,

(<http://www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements>) or refer to *Planning Policy Guidance 19: Outdoor Advertisement Control*

(<http://www.communities.gov.uk/documents/planningandbuilding/pdf/147495.pdf>)