

## Appendix J: Draft version of “Local Validation Guidance – Chapter 8: Applications for Advertisement Consent”

### Key

**Blue highlight** = hyperlink to be inserted to link to relevant page/section in the Local Validation List (Appendix B)

**Yellow highlight** = hyperlink to be inserted to link to the relevant page in another chapter/section of the Local Validation Guidance (Appendices C to R)

**Pink highlight** = hyperlink to be inserted to the webpage on which the List and Guidance documents will be published

**Green highlight** = hyperlink to be inserted to link to the Index document which is to be published alongside the List and Guidance Documents (Appendix S)

## Section 8: Applications for Advertisement Consent

### Introduction

If you are proposing advertisements or signage as part of the creation of a new business or expansion of an existing business, or for a community building, or to advertise an area of land/building or that a specific event is taking place, or signage for any other purpose, you may require Advertisement Consent (potentially in addition to other consents including Planning Permission and/or **Listed Building Consent**).

The criteria which set out when signage/advertisements require Advertisement Consent are detailed in the [Town and Country Planning Control of Advertisement \(England\) Regulations 2007](#) (As Amended).

If you are not sure if your proposals require Advertisement Consent, Planning Permission and/or Listed Building Consent it is recommended you use our [Pre-application Advice Service](#), through which you will be advised whether consent is required or not. In cases where consent is required, officers will also provide you with an informal view on whether consent is likely to be granted.

All applications referred to in this section will require the following as a minimum:

- **Application Form with appropriate Ownership Certificate,**
- **Fee**
- **Site Location Plan**
- **Existing and Proposed Block Plan/Site Layout Plans**

**You will also require all drawings/documents that are relevant based upon the nature of the proposals as detailed below.**

### Personal or Sensitive Data

Please note all Planning and Planning related applications (i.e. listed building consent, advertisement consent, applications for details reserved by condition etc) are held in the public domain. The majority of plans and other documents submitted with an application, and any

consultee responses received during the consultation process are required under The Town and Country Planning Act 1990 (as amended) to be held in a Public Register, which in the case of East Suffolk is held electronically and can be accessed by anyone via the [Public Access](#) pages of our website.

Therefore, please bear in mind that anything you submit is likely to be published online. We do redact certain personal details such as personal contact phone numbers and email addresses, but if you are making statements of a personal nature revealing certain personal details such as the reasoning behind a proposal for an extension being linked to a disabled member of the family, they will not necessarily be redacted from the application description (see [below](#)) and whilst in accordance with our [Privacy Statement](#) we will seek to redact such references from separate reports/documents it is useful if you can highlight this at the submission stage.

Some applications will require the submission of financial information in the form of [Viability Assessments](#). The National Planning Policy Framework (NPPF) requires that such documents are published/publicly available (currently paragraph 58). Therefore, whilst such documents need to include sufficient information to enable the financial situation to be understood, those submitting them may wish to consider the level of potentially commercially sensitive or personal data they include.

In terms of those commenting on applications, as explained in our [Privacy Statement](#), we publish the postal addresses of those making representations. These are required to enable those reading them to understand and applicants/agents to potentially seek to overcome any objections or concerns raised. For example, if the neighbour objects on the basis that an extension would result in a loss of light to their living room, the reader needs to know which property is concerned about light loss to see if it is something that can be overcome by amending the scheme by say moving the extension away from the boundary with that property.

## Application Descriptions

Please note that the exact wording you place on your application form will usually be used as the description on the formal application including on the public access area of our website, on all correspondence that is sent out by ourselves as part of the consultation process, on the site notice and in the advertisement in the newspaper (if one is required) and on the final decision notice. The only exceptions would be if we agree a revised description with you either at registration stage or during the course of the application. Therefore, make sure that this is the description you are wanting on the decision forever more.

Therefore, it is recommended that you avoid including personal details and do not say anything that you would not want your neighbours or the wider public to know. For example, if you are proposing a single storey detached office to provide adapted accommodation for a disabled members of staff and visitors, you should not include that reasoning in the description on the application form. It is recommended instead you phrase the description along the lines of “Erection of single-storey detached office” without such personal information or reasoning behind the proposals.

Please note, it is extremely rare for the Local Planning Authority to be able to give material planning weight to the personal circumstances of the applicant when determining a planning application, and therefore removing such personal references within your application description is unlikely to put you at any disadvantage.

However, if you wish the planning case officer to be aware of your personal circumstances this is best done outside of the application description. A separate statement or letter clearly labelled as containing personal information to be redacted could be submitted as part of application or you could contact the case officer by telephone once the application has been registered.

Descriptions on applications for advertisement consent, should be clear and precise in terms of:

- the number and type signs which are the subject of the application,
- where the signs are to be located,  
and
- whether they are illuminated and if so whether it is external or internal illumination

They should also avoid listing the dimensions of the signs themselves. These details are required in a separate section on the application form and will be shown on the submitted plan.

For example, a description an advertisement application, for three signs on a shop which includes all of these elements without going in to too much detail would be:

“Installation of an internally illuminated fascia sign above shop window, an externally illuminated hanging sign beside fascia and a non-illuminated sign on shop door.”

Where an application is being submitted to seek to retain existing physical works and/or an existing use this should be made clear in the description of development, by referring to the proposals as retrospective e.g.:

“Retention of an internally illuminated fascia sign above shop window, an externally illuminated hanging sign beside fascia and a non-illuminated sign on shop door.”

This section includes specific information for the submission of applications the following types of advertisement:

- [Fascia and other signs/ advertisements fixed to buildings or located within the building and positioned within 1m of a window.](#)
- [Signage attached to fences, boundary walls or other means of enclosure](#)
- [Free-standing signs and advertisements](#)
- [Flags](#)
- [Illuminated advertisements/signs](#)

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## Requirements based upon the proposed works

### Fascia and other signs/ advertisements fixed to buildings or located within the building and positioned within 1m of a window.

This section relates to applications for Advertisement Consent for **Fascia and other signs/ advertisements fixed to buildings or located within the building and positioned within 1m of a window.**

All such applications will require the following as a minimum:

- **Application Form with appropriate Ownership Certificate**, Guidance on application descriptions for application forms and the inclusion of personal or sensitive information is included within the [introduction](#),
- **Fee**
- **Site Location Plan**
- **Existing and Proposed Block Plan/Site Layout Plans**
- **Existing and Proposed Elevational drawings** showing the location, size and appearance of the advertisements which are the subject of the application, in relation to existing features of the building e.g. the shop window, cills of first floor level windows, and any existing moulding or other building detailing which may exist around the area of the proposed signage.

If the advertisements/signage is proposed to be externally **illuminated**, the elevational drawings should also show the appearance, size and location of any lamp fixtures. Any **illuminated signs** must also supply full details as specified in the [illuminated advertisement section below](#).

#### Please note:

- **Submitted plans must be drawn to scale, and a photograph of a plan is not acceptable, as the process results in the photograph showing an image which is not at the same scale as that stated in the image. All plans must therefore be either drawn to scale electronically or drawn by hand and if being submitted electronically then scanned to scale, not photographed. Therefore, if photographs are submitted of plans (e.g. \*.jpg \*.png \*.gif) they will not be accepted as valid plans, and the application will be invalid until 'to scale' drawings are submitted.**

- It is the applicant's responsibility to ensure that all submitted plans/drawings are drawn accurately, including in terms of how any surrounding buildings and trees are presented in relation to the application site and the proposals. They must be sure that development could proceed fully in accordance with the drawings/plans that are submitted. Inaccurate representation of the size or position of neighbouring buildings and/or buildings within the application site and/or the proposals could invalidate any consent. It is therefore recommended that all plans are drawn based upon measured surveys or in the event that an Ordnance Survey plan is used, that they are checked on the ground by the applicant/their agent for accuracy prior to submission.
- Although not a validation requirement, it is recommended that existing and proposed drawings/plans of the same type are drawn to the same scale as one another, in the interests of clarity and ensuring that it is as easy as possible to understand what the proposed changes are.
- If the building, structure or wall on which the advertisements/signs are located is [Listed](#) or curtilage Listed, then Listed Building Consent is also likely to be required and an application for that consent should be submitted at the same time as the application for advertisement consent. See [Listed Building Consent - Application Validation Requirements Guidance](#).

### Signage attached to fences, boundary walls or other means of enclosure

This section relates to applications for Advertisement Consent for **banners or other signage attached to fences, boundary walls or other means of enclosure**

All such applications will require the following as a minimum:

- **Application Form with appropriate Ownership Certificate**, Guidance on application descriptions for application forms and the inclusion of personal or sensitive information is included within the [introduction](#)
- **Fee**
- **Site Location Plan**
- **Existing and Proposed Block Plan/Site Layout Plans**
- To scale drawings showing the appearance and size of the proposed advertisements/signs. i.e. on **Elevational Drawings**.

Details of the height of the advertisements/signs about ground level must be provided on the block plan and/or the to scale drawings of the advertisements/signs.

If the advertisements/signage is proposed to be externally **illuminated**, the elevational drawings should also show the appearance, size and location of any lamp fixtures. Any **illuminated signs** must also supply full details as specified in the [illuminated advertisement section below](#).

#### **Please note:**

- **Submitted plans must be drawn to scale, and a photograph of a plan is not acceptable, as the process results in the photograph showing an image which is not at the same scale as that stated in the image. All plans must therefore be either drawn to scale electronically or drawn by hand and if being submitted electronically then scanned to scale, not photographed. Therefore, if photographs are submitted of plans (e.g. \*.jpg \*.png \*.gif) they will not be accepted as valid plans, and the application will be invalid until 'to scale' drawings are submitted.**
- **It is the applicant's responsibility to ensure that all submitted plans/drawings are drawn accurately, including in terms of how any**



surrounding buildings and trees are presented in relation to the application site and the proposals. They must be sure that development could proceed fully in accordance with the drawings/plans that are submitted. Inaccurate representation of the size or position of neighbouring buildings and/or buildings within the application site and/or the proposals could invalidate any consent. It is therefore recommended that all plans are drawn based upon measured surveys or in the event that an Ordnance Survey plan is used, that they are checked on the ground by the applicant/their agent for accuracy prior to submission.

- Although not a validation requirement, it is recommended that existing and proposed drawings/plans of the same type are drawn to the same scale as one another, in the interests of clarity and ensuring that it is as easy as possible to understand what the proposed changes are.
- If the building, structure or wall on which the advertisements/signs are located is [Listed](#) or curtilage Listed, then Listed Building Consent is also likely to be required and an application for that consent should be submitted at the same time as the application for advertisement consent. See [Listed Building Consent - Application Validation Requirements Guidance](#).

## Free-standing signs and advertisements

This section of the guidance relates to **signs on posts/free-standing signs/advertisements, including totem and directional signage**

All applications referred to in this section will require the following as a minimum:

- **Application Form with appropriate Ownership Certificate,**
- **Fee** Guidance on application descriptions for application forms and the inclusion of personal or sensitive information is included within the [introduction](#),
- **Site Location Plan**
- **Existing and Proposed Block Plan/Site Layout Plans** showing the size and position of all proposed signage.
- To scale drawings showing the appearance and size of the proposed advertisements/signs, and any posts on which they are to be fixed (including those which erected specifically for the advertisements/signs) i.e. **Elevational Drawings.**

Details of the height about ground level should also be provided on the block plan and/or the to scale drawings of the advertisements/signs.

If the advertisements/signage is proposed to be externally **illuminated**, the elevational drawings should also show the appearance, size and location of any lamp fixtures. Any **illuminated signs** must also supply full details as specified in the [illuminated advertisement section below](#).

### Please note:

- **Submitted plans must be drawn to scale, and a photograph of a plan is not acceptable, as the process results in the photograph showing an image which is not at the same scale as that stated in the image. All plans must therefore be either drawn to scale electronically or drawn by hand and if being submitted electronically then scanned to scale, not photographed. Therefore, if photographs are submitted of plans (e.g. \*.jpg \*.png \*.gif) they will not be accepted as valid plans, and the application will be invalid until 'to scale' drawings are submitted.**
- **It is the applicant's responsibility to ensure that all submitted plans/drawings are drawn accurately, including in terms of how any surrounding buildings and trees are presented in relation to the application site and the proposals. They must be sure that**

**development could proceed fully in accordance with the drawings/plans that are submitted. Inaccurate representation of the size or position of neighbouring buildings and/or buildings within the application site and/or the proposals could invalidate any consent. It is therefore recommended that all plans are drawn based upon measured surveys or in the event that an Ordnance Survey plan is used, that they are checked on the ground by the applicant/their agent for accuracy prior to submission.**

- **Although not a validation requirement, it is recommended that existing and proposed drawings/plans of the same type are drawn to the same scale as one another, in the interests of clarity and ensuring that it is as easy as possible to understand what the proposed changes are.**

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## Flags

This application relates to Advertisement Consent applications for **flag(s)**

Such applications will require the following as a minimum:

- **Application Form with appropriate Ownership Certificate,**
- **Fee** Guidance on application descriptions for application forms and the inclusion of personal or sensitive information is included within the [introduction](#),
- **Site Location Plan**
- **Existing and Proposed Block Plan/Site Layout Plans** showing the size and position of all proposed signage.
- To scale drawings showing the appearance and size of the proposed advertisements/signs, and height of any poles on which they are to be flown. i.e. **Elevational Drawings.**

If the advertisements/signage is proposed to be externally **illuminated**, the elevational drawings should also show the appearance, size and location of any lamp fixtures. Any **illuminated signs** must also supply full details as specified in the [illuminated advertisement section below](#).

### Please note:

- **Submitted plans must be drawn to scale, and a photograph of a plan is not acceptable, as the process results in the photograph showing an image which is not at the same scale as that stated in the image. All plans must therefore be either drawn to scale electronically or drawn by hand and if being submitted electronically then scanned to scale, not photographed. Therefore, if photographs are submitted of plans (e.g. \*.jpg \*.png \*.gif) they will not be accepted as valid plans, and the application will be invalid until 'to scale' drawings are submitted.**
- **It is the applicant's responsibility to ensure that all submitted plans/drawings are drawn accurately, including in terms of how any surrounding buildings and trees are presented in relation to the application site and the proposals. They must be sure that development could proceed fully in accordance with the drawings/plans that are submitted. Inaccurate representation of the size or position of neighbouring buildings and/or buildings within the application site and/or the proposals could invalidate any consent. It is therefore recommended that all plans are drawn based upon measured surveys or in the event than an Ordnance**

Survey plan is used, that they are checked on the ground by the applicant/their agent for accuracy prior to submission.

- Although not a validation requirement, it is recommended that existing and proposed drawings/plans of the same type are drawn to the same scale as one another, in the interests of clarity and ensuring that it is as easy as possible to understand what the proposed changes are.
- If the building, structure or wall on which the advertisements/signs (or flag pole) are located is [Listed](#) or curtilage Listed, then Listed Building Consent is also likely to be required and an application for that consent should be submitted at the same time as the application for advertisement consent. See [Listed Building Consent - Application Validation Requirements Guidance](#).

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### Illuminated advertisements/signs

This section explains the validation requirements for Advertisement Consent applications, where the advertisements/signs are **illumination** (either internal or external to the advertisements/signs).

Such applications will require the following as a minimum:

- **Application Form with appropriate Ownership Certificate,**
- **Fee** Guidance on application descriptions for application forms and the inclusion of personal or sensitive information is included within the [introduction](#),
- **Site Location Plan**
- **Existing and Proposed Block Plan/Site Layout Plans** showing the size and position of all proposed signage.
- To scale drawings showing the appearance and size of the proposed advertisements/signs, and height of any poles on which they are to be flown. i.e. **Elevational Drawings.**
- Details of the luminance (i.e. lux level) – this is a question on the application form, but it can also be useful to specify it on the drawings, to ensure it is clear which signs are to be illuminated and their proposed level.

The above is in addition to the other drawings/documents detailed with the sections relating to specific types of advertisements/signs ([Fascia/fixed to buildings, attached to fences/walls and banners](#), [free-standing](#) and [flags](#)), full details of the proposed means of illumination will be required:

In the case of **externally illuminated signs**, the following will also be required:

- Details of the luminance (i.e. lux level) of the proposed illumination,
- Full and accurate details of the proposed
  - appearance,
  - size,
  - location (including position on site, ground or building and height above ground level)
  - angle of all 'lamp' fixtures proposed to illuminate the advertisements/signs.

And

- Any means to reduce potential light spillage.

**Please note:**

- Submitted plans must be drawn to scale, and a photograph of a plan is not acceptable, as the process results in the photograph showing an image which is not at the same scale as that stated in the image. All plans must therefore be either drawn to scale electronically or drawn by hand and if being submitted electronically then scanned to scale, not photographed. Therefore, if photographs are submitted of plans (e.g. \*.jpg \*.png \*.gif) they will not be accepted as valid plans, and the application will be invalid until 'to scale' drawings are submitted.
- It is the applicant's responsibility to ensure that all submitted plans/drawings are drawn accurately, including in terms of how any surrounding buildings and trees are presented in relation to the application site and the proposals. They must be sure that development could proceed fully in accordance with the drawings/plans that are submitted. Inaccurate representation of the size or position of neighbouring buildings and/or buildings within the application site and/or the proposals could invalidate any consent. It is therefore recommended that all plans are drawn based upon measured surveys or in the event that an Ordnance Survey plan is used, that they are checked on the ground by the applicant/their agent for accuracy prior to submission.
- Although not a validation requirement, it is recommended that existing and proposed drawings/plans of the same type are drawn to the same scale as one another, in the interests of clarity and ensuring that it is as easy as possible to understand what the proposed changes are.
- If the building, structure or wall on which the advertisements/signs (or flag pole) are located is [Listed](#) or curtilage Listed, then Listed Building Consent is also likely to be required and an application for that consent should be submitted at the same time as the application for advertisement consent. See [Listed Building Consent - Application Validation Requirements Guidance](#).