

Application for Advertisement consent

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). **NOTE:** [OS Copyright requirements](#).
- 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

Additional Mandatory Documents	<ul style="list-style-type: none"> • Photographs and photomontages
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Conditional Documents Required	Document Type	Circumstances when document should be submitted
	Lighting assessment	Only if advert is to be illuminated. Level of illumination only is required (in candelas).
	Planning Statement	To show how the advert will comply with PPG 19 'Outdoor Advertisement Control' , in particular the implications for public safety and the visual amenities of the area, and WCC SPG, the Design Guidance for the control of shop fronts and signs.