

APPLICATIONS FOR ADVERTISEMENT CONSENT

VALIDATION CHECKLIST February 2016

Applications should be submitted in accordance with the requirements in this checklist. If not, the application may be declared invalid and not determined or processing may be delayed.

If the application is submitted electronically, one copy of the form and each of the drawings, plans and documents will be required.

If the application is submitted in paper format, 2 copies (1 original and 1 copy) will be required.

A CD/DVD containing the same information will enable the application to be validated more quickly. The maximum file size acceptable is 2 MB (exceptionally 5 MB is acceptable for long reports).

National List of Requirements

Information Item	Notes
1. Completed application form	NA
2. A location plan and a site plan are required. The site should be edged red.	The site location plan should identify the proposed position of the advertisement(s).
3. The appropriate fee.	NA

Local List Requirements

The information required may include any of the following. You are advised to discuss what information will be required with planning officers before submitting an application. Where the local planning authority considers that information is required and it is not provided the application will be treated as invalid.

Information Item	Policy Driver	Types of application	When or what information is required
Plans and drawings at a scale of 1:50 or 1:100)	CLG circular - Guidance on information requirements and validation. London Plan - Place Shaping policies. Local Plan policy CS10.	Advertisement display.	Information to describe the advertisement(s) including: <ul style="list-style-type: none"> • Existing and proposed elevations • Drawing(s) showing the dimensions and position of the advertisement(s), materials to be used, fixings, colours, height above the ground and, where it would

Information Item	Policy Driver	Types of application	When or what information is required
			project from a building, the extent of the projection, and details of the method and colour(s) of illumination [if applicable].
Photographs/Verified rendered montages	LVMF Local Plan policy CS10.	Advertisement display.	Annotated photographs may be required to indicate the location and/or appearance of the proposed advertisement(s). Photographs and photomontages may be required if the proposal affects a conservation area or a listed building.
Planning Statement / Supporting Information	NPPF	Advertisement display.	Provision of a planning statement is optional.