

Checklist 8: Advertisements

For Applications for planning permission and consent to display advertisement(s) by the County Council under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

The original and 3 copies of the application form, plans and supporting information (a total of 4 copies) should be submitted to the County Planning Authority, unless submitted electronically.

We reserve the right to request further information that we think is necessary in order to determine the application¹.

For further information on any of the items below please contact the Development Management Team, email: devcontrolteam@worcestershire.gov.uk.

It is strongly advised that you have a [pre-application discussion](#) with a member of the Development Management Team before submitting your application. It is a criminal offence to display an advertisement without consent.

Forms

1APP Form: to access the form directly visit [Planning Portal](#).

What information is required?

- All relevant questions answered correctly.
- 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.
- All signed and dated.

Plans

Plans should be clearly titled, show the direction of north and be given a unique reference number and dated.

Location Plan

Scale 1: 1250 or 1:2500.

Scaled to fit onto A4 or A3 size paper.

Where relevant, the following information should be shown:

- Identify roads and/or buildings on land adjoining the application site.

¹ Regulation 4 of the Town and Country Planning [Applications] Regulations 1988 enables local planning authorities to direct applicants to supply any further information, plans and drawings necessary to enable applications to be determined.

- Proposed position of the advertisement – A red line should be drawn around the application site. It should include all land necessary to carry out the proposed development.
- A blue line should be drawn around any other land owned by the applicant, close to or adjoining the application site.

Existing and Proposed Site Plan

Scale 1:500 or 1:100.

Where relevant, the following information should be shown on the drawing of the proposed advertisement:

- The advertisement(s) in the context with adjacent buildings.
- Dimensions.
- Siting – Position on land or building in question.
- The materials to be used.
- Fixing.
- Colours.
- Height above existing ground.
- Details of any engineering works, such as the laying of a hardstanding.

Where relevant, the following information should be shown where it would project from a building.

- Extent of the projection.

Where relevant, the following information should be shown where the advertisement would be illuminated, including details:

- Details of the type of illumination e.g., internal, external, floodlighting etc and whether the illumination will be static, or flashing, or have moving parts.
- Details of the colour(s) of illumination.

Assessments

Heritage Statement: This information is required where a proposal is in an archaeologically sensitive area or has the potential to impact upon the setting of a heritage asset(s).

Landscape and Visual Impact Assessment: This information is required for all proposals, that due to their scale or location are likely to have significant visual and landscape effects, or proposals within or visible from and/or to a designated area of the National Landscape (Area of Outstanding Natural Beauty (AONB)).

Lighting Assessment: This information is required for developments involving the provision of external lighting, where it may have an impact upon the locality, in particular developments with sports lighting, for developments near residential property, heritage assets such as Listed Buildings, in Conservation Areas, in the open countryside, or has the potential to impact upon wildlife, or near a canal corridor; and where it might have an impact upon a designated area of the National Landscape (AONB).

Photographs and Photomontages: This information is required for proposals that involve the demolition of an existing building or for proposals affecting heritage assets.

Planning Statement: This information is required for all planning applications.

Fees

See the [County Council's planning webpages](#) or contact the Development Management Team, email: devcontrolteam@worcestershire.gov.uk for up to date fees.