

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisements) Regulations 1992

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

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 advertisement consent 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
- Fascia signs on shop fronts and business premises where any part of the advertisement is more than 4.6 metres above ground level most advertisements on gable ends.

When deciding applications for advertisement consent, local planning 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 express consent is not needed from the local planning authority, depending on the size, position and illumination of the advert. Others will always need express consent.

Please note: 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 normally the County Council for the area are responsible for the advertisement control system and deciding whether a particular advertisement should be permitted or not. But if your advertisement is to be displayed within the Brecon Beacons National Park, the Pembrokeshire Coast National Park or the Snowdonia National Park the local planning authority will be the National Park Authority for that National Park.

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 the local planning authority before you send in your application – this is known as pre-application advice. The local planning authority will normally have details of how to go about this on its website.