



# Advertisement Consent Form

## Planning Services

Elizabeth House, Church Street, Stratford-upon-Avon. CV37 6HX  
Telephone: 01789 260303 Facsimile: 01789 260306 Minicom: 01789 260747 Website: www.stratford.gov.uk

If you find the text in this form difficult to read  
we can supply it in a format better suited to your needs

Town and Country Planning (Control of Advertisements) Regulations, 1992. From 1 October 1997  
Please read the **Guidance Notes** overleaf; they are designed to help you with your application.

### 1A Applicant (see Note 1A)

### 1B Agent (see Note 1B)

Name	<input type="text"/>	Name	<input type="text"/>
Address	<input type="text"/>	Address	<input type="text"/>
Postcode	<input type="text"/>	Postcode	<input type="text"/>
Daytime Tel. No.	<input type="text"/>	Daytime Tel. No.	<input type="text"/>

### 2 Address of Application Site (see Note 2)

### 3 Existing Uses (see Note 3)

Please state existing uses of the land or building or, if vacant, the last use:

### 4 Applicant's Legal Interest in the Land or Buildings (see Note 4)

The applicant is the: (please tick)

Owner  Tenant   
Prospective Purchaser  Other

If 'Other' please give details here:

If not the 'Owner', has the permission of the owner or of any person entitled to give permission for the display of the advertisement been obtained?  Yes  No

### 5 Description of Proposals (see Note 5)

### 6 Period of Consent (see Note 6)

Period for which consent is sought:

### 7 Additional Information (see Note 7)

Does the Proposal involve: (please tick)

**A** Works affecting a listed building  
 You will normally need to make an application for **Listed Building Consent** (see Note 7A)  
**B** Works within a Conservation Area  
 (see Note 7B)  
**C** Will the advertisement be illuminated? (see Note 7C)  
 Yes  No

If 'Yes' please give reasons:

Please state the type of illumination:

Internally  Externally  Flood lighting

Other:

Will the illumination be:

Static  Intermittent

### D Other information that you wish to include:

## Advertisement Fees

- |   | Fee payable |
|---|-------------|
| 1 Advertisements displayed on business premises, on the forecourt of business premises or on other land within the curtilage of business premises, wholly with reference to all or any of the following matters:<br>a the nature of the business or other activity carried on, the premises;<br>b the goods sold or the services provided on the premises; or<br>c the name and qualifications of the person carrying on such business or activity or supplying such goods or services. | £75         |
| 2 Advertisements for the purposes of directing members of the public to, or otherwise drawing attention to the existence of, business premises which are in the same locality as the site on which the advertisement is to be displayed but which are not visible from that site.   | £75         |
| 3 All other advertisements.   | £265        |

## Declaration

I apply for advertisement consent and enclose the following (Please write 'Yes' or 'No' in each box):

- |   |                          |   |  |  |
|---|--------------------------|---|--|--|
| 1 This form fully completed                       | <input type="checkbox"/> | ➔ | 4 copies   |  |
| 2 Site Location Plan not less than 1 : 2500 scale | <input type="checkbox"/> | ➔ | 6 copies   |  |
| 3 Detailed drawings indicating proposals          | <input type="checkbox"/> | ➔ | 6 copies   |  |
| 4 The correct Fee                                 | <input type="checkbox"/> |   | Cheques should be made payable to Stratford-on-Avon District Council | £ <span style="float: right;">Fee<br/>Deposited</span> |

Signed

on behalf of Applicant (for Agent's use only)

Date

• Please note this information has been compiled for guidance only. It is accurate at the time of going to print. However, it does not override the statutory fee regulations, which in all instances will be relied upon by the District Planning Authority in determining the fee payable.

**For Official use only**  
Receipt No.

## Guidance Notes

### Note 1A Applicant

Enter the applicant's name, full postal address and a daytime telephone number.

### Note 1B Agent

If the application is being submitted by an agent (i.e. someone who is acting on the applicant's behalf) please enter the name and full postal address, together with a daytime telephone number. If the agent is a firm or partnership, please give the name of somebody who can be contacted and a daytime telephone number. Please remember that if this box is completed all correspondence, including the Notice of Decision, will be sent to the agent.

### Note 2 Address of the Application Site

Please enter the address of the application site including the property number and/or name (if appropriate), street name and town/village. If the application relates to open ground, describe its location as clearly as possible, for example, 'Land to rear of 12 to 18 High Street.'

### Note 3 Existing Uses

Complete for all applications giving details of the existing or last use of the building or land. If the building or land is unused, answer 'vacant' but state previous use if known

### Note 4 Applicant's Legal Interest in the Land or Buildings

Please state the legal interest you have in the land, for example, are you the owner, tenant or prospective purchaser. It is a condition of every consent that the permission of the owner must be obtained before the advertisement can be displayed.

### Note 5 Description of Proposals

Please describe the proposals accurately and concisely. State the number of signs, the type, the purpose and whether any are to be illuminated, for example:

- 1 fascia sign & 2 projecting/hanging signs to advertise shop.
- 1 pole mounted, illuminated sign to advertise a public house.

### Note 6 Period of Consent

Unless the local planning authority uses its discretion to specify the period of consent, all advertisement consents are deemed to last for 5 years. If consent is required for a specific period of more or less than 5 years, this requirement should be stated in reply to **Question 6** on the application form.

### Note 7 Additional Information

- A** Some buildings are 'listed' by the Department of National Heritage as being of special architectural or historic interest. If your application involves the addition of an advertisement to a Listed Building (or any other building within its garden or grounds) built before July 1948 you will normally need to make an additional application for Listed Building Consent.
- B** If the site is within a Conservation Area more rigorous controls exist over advertisements. Guidance on appropriate signs in Conservation Areas can be found in a Planning leaflet entitled 'Signs and Advertisements', available from the address overleaf.
- C** It is the policy of the Planning Authority to restrict the provision of illuminated advertisements, particularly in Conservation Areas. In most circumstances illumination will only be permitted where it relates to a business open in the evenings. Therefore, if you are proposing illumination please provide a reasoned justification.

### Drawing Requirements

The drawing of the proposed advertisement can be in black and white or colour on paper. Ideally it should be professionally drawn and show the following:

- the size of the advertisement
- the position on the land or the building in question
- the materials to be used, including colours
- fixings
- height above ground level and, where it would project from a building, the extent of the projection

The application must include a site location plan, which should normally be to a scale of 1:2500 and show the application site outlined in RED. Show direction of North.