

**Application for consent to display an advertisement  
Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisement) Regulations 2007**

**Guidance on Completing the Application Form**

**1. Applicant Name and Address**

Please enter the Applicant Details.

**2. Agent Name and Address**

Please enter the Agent Details.

If the application is being submitted by an agent (i.e. someone who is acting on the applicant's behalf) all correspondence, including the decision letter, will be sent to him/her.

**3. Site Address Details**

Please enter the full postal address of the site.

If the application relates to open ground describe its location as clearly as possible (e.g. 'Land to rear of 12 to 18 High Street' and, if you can provide a grid reference).

**4. Pre-application Advice**

If you have received pre-application advice from the planning service please indicate the reference/date of any correspondence or discussion and the name of the officer. If you do not know these details then please state 'Unknown'.

Haringey Council may be able to offer (possibly for a fee) pre-application discussions before a formal application is submitted in order to guide applicants through the process. Please see our website [www.haringey.gov.uk/pre-application\\_planning\\_advice\\_services](http://www.haringey.gov.uk/pre-application_planning_advice_services) for more information.

**5. Neighbour and Community Consultation**

The Council will consult your neighbours in most circumstances. It is often better to tell your neighbours prior to submitting the application rather than letting the Council's official letter of notification bring the application to their attention for the first time.

**6. Council Employee /Member**

You must declare whether the applicant or agent is a member of the council's staff, an elected member of the Council or related to a member of staff or elected member of the Council.

## 7. Description of Proposed Advertisement(s)

Please indicate the number of advertisements proposed by advertisement type: fascia, projecting, hoarding, etc. If your proposal does not fall within any of the specified categories, please describe the advertisement(s) in the box provided.

Further information on outdoor advertisements and signs can be found at:

<http://www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements>

## 8. Advertisement Display

Please confirm if the application is in respect of an advertisement which is already in place. If the application is in respect of such development please provide details of when the advertisement was installed.

Please also indicate whether the proposed sign or signs will project over a footpath or other public highway.

## 9. Advertisement Period

The normal period for which the planning authority will grant consent is five years, but it may grant shorter or longer periods at their discretion. However, if you require a sign for a shorter temporary period, please specify the period for which consent is sought.

## 10. Interest in the Land

It is a condition of every consent granted under the Advertisement Regulations that, before the advertisement to which the consent relates is displayed, consent should be obtained from the owner. Unless you are the owner of the application site permission should be sought from the freeholder or other individuals entitled to give such permission to erect a sign.

## 11. Details of Proposed Advertisement(s)

Clearly state the type of advertisement proposed (e.g. illuminated fascia sign, non-illuminated hanging sign, flag, etc.). If more than one advertisement is proposed, describe each individual sign.

*Details of advertisements:*

- a) measure the height from natural ground level to the base of the proposed advertisement in metres
- b) give accurate metric dimensions of each proposed advertisement; if less than one metre in any dimension, please specify size in millimetres
- c) give metric dimensions of the letters, figures or symbols in each of the proposed advertisement
- d) give details of all colours proposed
- e) please specify the materials of the proposed sign(s)
- f) state maximum distance each advertisement projects from the face of the building on which it is proposed to place the advertisement

g), h) and i) where an advertisement is to be illuminated, details of the illumination, illuminance levels, and whether the illumination would be static or intermittent is required

## **12. Planning Application Requirements**

Please use the checklist at the end of this document to ensure that the form has been correctly completed and that all relevant information is submitted. Failure to complete the form correctly or to supply sufficiently detailed drawings or other relevant supporting information will result in your application being returned as invalid

## **13. Declaration**

Please sign and date your application.

## **14. Applicant Contact Details**

Please provide contact information for the applicant.

## **15. Agent Contact Details**

Please provide contact information for the agent.

## **16. Site Visit**

Access to the site (i.e. where the works are proposed to take place) may be required by the case officer. Please provide contact details in the event that an appointment needs to be made. This will assist the Council in dealing with your application as quickly as possible.

## **Planning Application Requirements Checklist**

This Checklist sets out the information you need to submit with your application for it to be accepted as valid and processed as quickly as possible. It lists the statutory National Planning Application Requirements which must accompany all applications. It may also include additional Local Planning Application information which the Council requires for this type of application.

Local Planning Application information may only need to be submitted in particular circumstances so please ensure you read the checklist carefully and supply all the information required for your type of proposal. If you do not supply all the information the Council needs your application is likely to be declared invalid on receipt and will not be accepted. This will delay your application because we will not be able to deal with it until the missing information is provided.

You can use the tick boxes on the checklist to confirm the information you are providing with your application.

## **National Planning Application Requirements**

- A Completed Planning Application Form (3 copies to be supplied unless the application is submitted electronically)
- A Site location plan which identifies the land to which the application relates drawn to an identified scale and showing the direction of North (3 copies to be supplied unless the application is submitted electronically), this should be at a scale of 1:1250 or 1:500, please see below for more information on the site location plan
- 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 (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 completed Ownership Certificate (A, B, C or D – as applicable) as required by Article 7 of the Town and Country Planning (General Development Procedure) Order 1995
- The appropriate fee (please note: if you are paying by cheque please make it payable to Haringey Council and ensure that you put the site address and/or, if you have applied online, the Planning Portal reference number)
- In addition, where Ownership Certificates B, C or D have been completed, notice(s) as required by Article 6 of the Town and Country Planning (General Development Procedure) Order 1995 must be given and/or published in accordance with this Article

When you submit a location plan it should show at least two named roads and surrounding buildings. The properties shown should be numbered or named to ensure that the exact location of the application site is clear.

The application site must be edged clearly with a red line on the location plan. It should include all land necessary to carry out the proposed development (e.g. land required for access to the site from a public highway, visibility splays (access around a road junction or access, which should be free from obstruction), landscaping, car parking and open areas around buildings).

A blue line must be drawn on the plan around any other land owned by the applicant, close to or adjoining the application site.

**All plans must be to a metric scale and any figured dimensions given in metres and a scale bar included.**

### **Guidance on naming your drawings**

Please ensure that the drawings you provide as part of your application should be accurately described on the drawing itself.

The description should firstly indicate whether they are of the development or site as EXISTING or PROPOSED. It should then indicate whether they are PLANS or ELEVATIONS of the development or site. In the case of elevations they should indicate the orientation, e.g. FRONT, SIDE or REAR, or NORTH, SOUTH, EAST, WEST and in case of plans the floor, e.g. GROUND FLOOR, FIRST FLOOR, etc. For multiple drawings on the same page the description should describe all the drawings. Some example descriptions are shown below:

- Proposed ground floor plan
- Existing rear elevation
- Existing and proposed ground floor plans
- Existing and proposed North and South elevations
- Existing and proposed front and rear elevations and ground floor plans

## Local Information Requirements

May include some or all of the following

### 1. Photographs & Photomontages

#### When are these required?

These provide useful background information that can help to show how developments can be satisfactorily integrated within the context of the streetscene or an existing development. Photographs should particularly be provided for larger developments of 10 or more units or 1,000m<sup>2</sup> or more floorspace or if the proposal involves the demolition of an existing building or is a development affecting a conservation area or a listed building.

### 2. Lighting Assessment

#### When is this required?

Proposals involving the provision of publicly accessible developments, in the vicinity of a residential property, a Listed Building or Conservation Area, where external lighting would be provided or made necessary by the development should be required to be accompanied by details of external lighting and the proposed hours when the lighting would be switched on.

These details should include a layout plan with beam orientation and a schedule of the equipment in the design.

Applications will also require evidence of the consideration of the effect of light from the proposed development to biodiversity, in particular when on or adjacent to a Site of Importance for Nature Conservation (SINC). Where detrimental effects are identified, suitable on-site mitigation will be required. Please refer to **The Royal Commission on Environmental Pollution (RCEP) document 'Artificial Light in the Environment' (2009)**, which is available to view on the RCEP website at <http://www.rcep.org.uk/index.htm> and **Institute of Lighting Professionals document 'Bats and Lighting in the UK' (2009)** which is available to view on the ILP website: <http://www.theilp.org.uk/index.php?page=environmental>

For further information please see **Supplementary Planning Guidance document 9: Sustainability Statement and Guidance** which are available to view on the website at [www.haringey.gov.uk/supplementary\\_planning\\_guidance](http://www.haringey.gov.uk/supplementary_planning_guidance)

### **Explanatory note on Supplementary Planning Guidance**

This guidance document makes reference to Supplementary Planning Guidance (SPG).

The UDP sets out the policies for specific areas and core planning policies on topics for the whole borough. Much of the detail to support the UDP policies will be contained in accompanying documents called Supplementary Planning Guidance (SPG).

Supplementary Planning Guidance (SPG) is a material consideration for development control purposes and can take the form of design guides, area development briefs or supplement other specific policies in the UDP.

As of January 2008 five SPG have been adopted to bring them in line with the adopted UDP policies, the UDP Inspector's recommendations and changes to government legislation. The remaining SPG are still draft and will continue to be used for development control purposes. In addition, two codes of practice on employment and training and health planning obligations have been prepared and adopted. The two Code of Practice Notes will assist in development control negotiations on planning obligations and relate to employment and health impacts of development proposals.

### **The SPG and Codes of Practice Notes adopted in 2006 are:**

- SPG1a Design Guidance
- SPG3a Density, Dwelling Mix, Floorspace Minima, Conversions, Extensions and Lifetime Homes
- SPG8a Waste and Recycling
- SPG10a The Negotiation, Management and Monitoring of Planning Obligations
- SPG10b Affordable Housing
- Planning Obligation Code of Practice No 1: Employment and Training
- Planning Obligation Code of Practice No 2: Health

As Supplementary Planning Documents are introduced it may be necessary to review and amend the Local Information Requirements accordingly, any changes that are made will be publicised.

### **Availability of SPG and Code of Practice Guidance Notes**

All SPG and Code of Practice Guidance Notes (draft and adopted) are available free of charge via our website: [www.haringey.gov.uk/planning](http://www.haringey.gov.uk/planning) on request via telephone (020 8489 1000); or in writing or in person at the following address:

Planning  
Haringey Council  
Level 6  
River Park House  
Wood Green  
London  
N22 8HQ

Email: [planningcustomercare@haringey.gov.uk](mailto:planningcustomercare@haringey.gov.uk)

