



SOUTH STAFFORDSHIRE COUNCIL

Council Offices
Codsall
South Staffordshire WV8 1PX

Tel: (01902) 696000 Fax: (01902) 696403

Advertisement Consent Application Application No: _____

Please use this form if you are applying for permission to display an advertisement sign.

Please read the notes on the reverse of this form before you complete it.

FOUR copies of this form and **FOUR** copies of the plans are required.

1. APPLICANT (In block capitals) Name Address Tel No.	AGENT , if any (In block capitals) Name Address Tel No.						
2. Address of the land on which the advertisement will be displayed							
3. The proposed advertisement(s)	Type Number Size Sqm Height to bottom of sign m Max. projection from building m Materials / colour Size of lettering mm/m Illumination <input type="checkbox"/> YES <input type="checkbox"/> NO Type						
4. Period for which consent is sought years						
5. Are there any existing signs on the site / building Will any of the existing signs on the site / building be removed	Delete as appropriate <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="padding: 2px;">YES</td> <td style="padding: 2px;">NO</td> <td style="padding: 2px;"></td> </tr> <tr> <td style="padding: 2px;">YES</td> <td style="padding: 2px;">NO</td> <td style="padding: 2px;">N/A</td> </tr> </table>	YES	NO		YES	NO	N/A
YES	NO						
YES	NO	N/A					
6. Particulars of the applicants interest in the land (eg. owner, lessee, prospective purchaser) If you are not the owner, give the name and address of the owner.							
7. Has the consent of the owner been obtained to the display of the advertisement(s)	<input type="checkbox"/> YES <input type="checkbox"/> NO						
8. What is the land / building used for?							
9. Signed Date On behalf of							

Application for Consent to Display an Advertisement

NOTES FOR APPLICANTS

1. This form should only be used for applications to display an advertisement.
2. Under the Town and Country Planning (Control of Advertisement) Regulations 1992 many advertisements require consent before they can be displayed. The Regulations also contain many exemptions to the need to obtain consent. If you are in doubt as to whether your proposal will require consent please contact a Planning Officer at the District Council.

PLANS

3. Your application should be accompanied by a plan of not less than 1/2500 scale preferably to an Ordnance Survey base, showing the site to which it refers and its boundary. A block plan to a scale of 1/500, should show the building in relation to the site boundaries, highways and adjacent buildings and should indicate the location of the proposed signs. In the case of the display of signs on a building, elevations to a scale of not less than 1/100 must be submitted showing the signs in relation to the elevational features. Detailed plans showing the size, design, size and style of lettering and motifs and the colour of the sign will be required to an appropriate scale.

PERIODS OF CONSENT

4. Normally the maximum period for which consent may be granted is 5 years. The Council may not grant consent for a longer period without approval from the Secretary of State for the Environment. If consent is required for a specific period of less than 5 years this should be stated in reply to Question 4. At any time within a period of six months before the expiry of a consent granted under these Regulations, application can be made for their renewal.

OWNER'S CONSENT

5. It is a condition of every consent granted under the Regulations that before the advertisement is displayed, the permission of the owner of the land or other person entitled to give permission must be obtained.

OTHER CONSENTS

6. Consent under the Town and Country Planning (Control of Advertisements) Regulations 1992 does not relieve the applicant from obtaining any other consents which may be necessary eg. under the Petroleum Acts, Highways Act etc.

GENERAL

7. For the purpose of the Regulations 'site' means any land or building on which an advertisement is displayed.
 8. The expression 'advertisement' means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purpose of advertisement, announcement or direction and includes any hoarding or similar structure used, or adapted for use, for the display of advertisement.
 9. The expression 'Illuminated advertisement' means an advertisement which is designed or adapted to be illuminated by artificial lighting, directly or by reflection and which is so illuminated.
 10. Advertisements which were being displayed on 1st April 1974 and land which has been used for the display of advertisements continually since that date may continue to be used for that purpose subject to the power of the Council to issue a Discontinuance Notice under Regulation 8.
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