

Guidance Notes

These notes have been written to help you fill in the application form.

Introduction

This form is for applications for express consent to display advertisement. Before completing the form opposite please read all the notes which are numbered to correspond with the questions on the form. It is important to complete the form and return it to the Planning Service along with THREE copies of your plans and drawings, and the correct FEE. The number of copies required is necessary for the various consultations that have to be carried out on your application. One set of plans will be returned to you stamped with the Council's decision. If you are in doubt whether you need consent, it may be advisable to make an appointment to discuss your proposals informally with the staff of the Planning Service. When you submit your application please advise if the Council has already commented informally on the proposal.

1 Your name and address

The inclusion of the applicant's full address and day time telephone number allows any problems that arise to be resolved more quickly.

2 Your agent's name and address

If the forms are completed by an agent all correspondence and the decision notice will be sent to the agent. If the agent is a firm or partnership please give the name of the contact person dealing with the application.

3 Interest in the site

The applicant must state his interest in the site, that is whether he is the owner, tenant or a prospective purchaser.

4 Site address

You must submit a site plan with your application showing the site and adjoining properties and roads. The plan should be to a scale of 1:2500 or larger although a scale of 1:10,000 may be acceptable for proposals in the countryside. The plan must be up to date and contain a north point which should point towards the top of the plan. The application site must be clearly outlined in red. THREE copies of this plan are required. The postcode of the site must be included if it has one.

5 Site ownership and occupancy

The applicant must give the name of both the owner and occupier of the site, and show that written permission has been obtained, regarding the siting of the advertisement.

7 Type of advertisement

Full details must be provided, as to the type of advertisement proposed in order to fully assess its impact in the surrounding locality.

8 & 9 Illumination

Illuminated advertisement and the resultant light pollution can have a significant impact in certain locations, making it essential to assess the amount of light generated. The type, intensity and details of any intermittent lighting should be stated and shown on the relevant plans.

10 Colours and materials

Full details should be given of all colours and materials to be used in the advertisement including those to be used for lettering, logos, background colour and the colour of any sign supports. All colours should be given to B.S. specification.

11, 12, 13 & 14 Positioning of advertisement and use of building

Where the advertisement is to be displayed on a building, the position and dimensions of any advert on that building must be stated and shown on the accompanying plans. The height from the underside of the advert to ground level is needed to ensure that the advert does not create an obstruction. The present use of the building must be noted if any advertisement will be positioned on the walls of residential buildings.

15, 16, 17 & 18 Additional advertisements

Drawings must clearly show the position of any other advert on the site. It must be stated whether express advert consent has been issued for any additional advertisement, along with the reference number of any approved application. Where any advertisements relate to the applicant's business, this must be stated, and if any of the additional adverts are to be removed, this must be stated and shown on the accompanying plans. Where the site or building is shared between a number of business interests, the position of adverts relating to the other business must also be marked on the plans. Photographs of the site might also be submitted, as a useful means of identifying other adverts.

19 Period of consent

Advertisement Consent is granted for a temporary period of time and for a maximum of 5 years. If a longer period is required the application must be supported by a covering letter detailing the special reasons.

20 Fees

The fee required is set out in Regulations produced by the Scottish Office. The fees are revised from time to time and a separate sheet is available with the current charges. Some applications are exempt from a fee. Please contact the Planning Service if you are in doubt which fee is applicable. Where a fee is required to be paid the Council will not register the application unless it is accompanied by that fee.