



ADVERTISEMENT CONSENT¹

You will need to provide the documents and information below to support your application. If you do not, your application may be delayed, you may be asked to submit additional information, or it may be returned to you. We encourage you to submit all applications online via the [planning portal](#).

Please refer to our [naming conventions](#) and combine related plans/documents (e.g. existing plans and proposed plans) to reduce the number of separate files where possible.

National Requirements – in line with [Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007](#)

Information	When required	Policy and further advice
Completed application form	Required	
Plan identifying the land to which the application relates	Required	See national guidance on maps and plans
The correct fee	Required	See Westminster website for fee schedule: Planning application fees

Local Requirements

Information	When required	Policy and Further advice
Plans and Drawings to describe the proposals and showing proposed method(s) of illumination, including scale bar on all drawings to allow for electronic measurements to be made.	Required	City Plan Policy 43 Include details which show the advertisement size, siting, illumination, materials and fixings and provide a cross-section through all signs. See Westminster website for Guidance .
Photographs / AVR (Accurate Visual Representations)	Annotated photographs may be required to indicate the location of the proposed sign(s). May be required if the proposal affects a conservation area or a listed building.	City Plan Policy 39 <i>Heritage</i> and & 40 <i>Townscape and Architecture</i>
Lighting Assessment	May be required if application includes proposals for illuminated signage or the installation of lighting. ²	City Plan Policy 33 Guidance for designing unobtrusive external lighting is provided by the Institution of Lighting Professionals in their Guidance Note 01/21 'The Reduction of Obtrusive Light'.

¹ https://ecab.planningportal.co.uk/uploads/1app/guidance/guidance_note-advertisement_consent.pdf

² Will not be a requirement in all cases and will depend on size and nature of proposals and sensitivity of the surroundings.