

South Lakeland District Council

# Advertisement Application Pack



## This pack contains:

- IAPP Form
- Guidance Notes
- Fee Sheet





**Development Control**  
South Lakeland District Council  
South Lakeland House  
Lowther Street  
KENDAL  
Cumbria  
LA9 4DL  
Tel: (01539) 733333 Fax: (01539) 717355  
Email: development.control@southlakeland.gov.uk

## Application for consent to display an advertisement(s).

### Town and Country Planning (Control of Advertisement) Regulations 2007

#### Publication of planning applications on council websites

Please note that with the exception of applicant contact details and Certificates of Ownership, the information provided on this application form and in supporting documents may be published on the council's website.

If you have provided any other information as part of your application which falls within the definition of personal data under the Data Protection Act which you do not wish to be published on the council's website, please contact the council's planning department.

Please complete using block capitals and black ink.

It is important that you read the accompanying guidance notes as incorrect completion will delay the processing of your application.

#### 1. Applicant Name and Address

|                     |                      |               |                      |
|---------------------|----------------------|---------------|----------------------|
| Title:              | <input type="text"/> | First name:   | <input type="text"/> |
| Last name:          | <input type="text"/> |               |                      |
| Company (optional): | <input type="text"/> |               |                      |
| Unit:               | <input type="text"/> | House number: | <input type="text"/> |
|                     |                      | House suffix: | <input type="text"/> |
| House name:         | <input type="text"/> |               |                      |
| Address 1:          | <input type="text"/> |               |                      |
| Address 2:          | <input type="text"/> |               |                      |
| Address 3:          | <input type="text"/> |               |                      |
| Town:               | <input type="text"/> |               |                      |
| County:             | <input type="text"/> |               |                      |
| Country:            | <input type="text"/> |               |                      |
| Postcode:           | <input type="text"/> |               |                      |

#### 2. Agent Name and Address

|                     |                      |               |                      |
|---------------------|----------------------|---------------|----------------------|
| Title:              | <input type="text"/> | First name:   | <input type="text"/> |
| Last name:          | <input type="text"/> |               |                      |
| Company (optional): | <input type="text"/> |               |                      |
| Unit:               | <input type="text"/> | House number: | <input type="text"/> |
|                     |                      | House suffix: | <input type="text"/> |
| House name:         | <input type="text"/> |               |                      |
| Address 1:          | <input type="text"/> |               |                      |
| Address 2:          | <input type="text"/> |               |                      |
| Address 3:          | <input type="text"/> |               |                      |
| Town:               | <input type="text"/> |               |                      |
| County:             | <input type="text"/> |               |                      |
| Country:            | <input type="text"/> |               |                      |
| Postcode:           | <input type="text"/> |               |                      |

### 3. Site Address Details

Please provide the full postal address of the application site.

Unit:  House number:  House suffix:

House name:

Address 1:

Address 2:

Address 3:

Town:

County:

Postcode (optional):

Description of location or a grid reference.  
(must be completed if postcode is not known):

Easting:  Northing:

Description:

### 4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?  Yes  No

If Yes, please complete the following information about the advice you were given. (This will help the authority to deal with this application more efficiently).

Please tick if the full contact details are not known, and then complete as much as possible:

Officer name:

Reference:

Date (DD/MM/YYYY):   
(must be pre-application submission)

Details of pre-application advice received?

### 5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?  Yes  No

If Yes, please provide details:

### 6. Council Employee / Member

Is the applicant or agent related to any member of staff or elected member of the council?  Yes  No

If Yes, please provide details:

### 7. Description of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

| Please indicate the number of the following types of advertisement(s) you are applying for: | Number of advertisement(s) |
|---|----------------------------|
| Application for fascia sign(s)  | <input type="text"/>       |
| Application for a projecting or hanging sign(s)   | <input type="text"/>       |
| Application for a hoarding(s)   | <input type="text"/>       |
| Other   | <input type="text"/>       |

If you selected Other, please describe:

### 8. Advertisement Display

Is the advertisement you are applying for already in place?  Yes  No

If Yes, please provide details of when the use or work started:

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?  
 Yes  No  Not applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photographs.

Will the proposed advertisement(s) project over a footpath or other public highway?  Yes  No

## 9. Advertisement Period

Please state the period of time for which consent is sought for the advertisement: From  To  date (DD/MM/YYYY)

## 10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?  Yes  No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?  Yes  No

If No, why not?

## 11. Details of Proposed Advertisement(s)

Please provide a full description of each proposed advertisement (e.g. fascia sign, box sign, projecting sign, hoarding, flag etc)

|  | Advertisement 1                 | Advertisement 2                | Advertisement 3                 |
|--|---------------------------------|--------------------------------|---------------------------------|
| Type:  |                                 |                                |                                 |
| a) The height from the ground to the base of the advertisement (in metres)           |                                 |                                |                                 |
| b) The dimensions of the proposed advertisement (H x W x D) (in metric)              |                                 |                                |                                 |
| c) The maximum height of any of the individual letters and symbols (in metric)       |                                 |                                |                                 |
| d) The colour of the text and background   |                                 |                                |                                 |
| e) Materials of the proposed sign(s)   |                                 |                                |                                 |
| f) The maximum projection of advertisement from the face of the building             |                                 |                                |                                 |
| Will any of the sign(s) be illuminated   | Yes<br><input type="checkbox"/> | No<br><input type="checkbox"/> | Yes<br><input type="checkbox"/> |
| If Yes for any of the proposed signs, answer g), h) and i)                           |                                 |                                |                                 |
| g) Details of method of illumination (internally illuminated/externally illuminated) |                                 |                                |                                 |
| h) illuminance levels (cd/m <sup>2</sup> )   |                                 |                                |                                 |
| i) Will the illumination be static or intermittent?                                  |                                 |                                |                                 |

## 12. Planning Application Requirements - Checklist

Please read the following checklist to make sure you have sent all the information in support of your proposal. Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the Local Planning Authority has been submitted.

3 copies of a completed and dated application form:

### Drawings

The drawing of the proposed advertisement should show its dimensions and position on the land or building in question. For a sign, the drawing should indicate the materials to be used, fixings, colours, height above the ground and, where it would project from a building, the extent of the projection. A site location plan should also be provided which identifies the proposed position of the advertisement and location of the site by reference to at least two named roads. It should be drawn to an identified scale and show the direction of North. Ordnance Survey maps are not required. Photographs and photomontages may be used. 3 copies of each drawing should be provided:

### Description of signs, size and illumination

The type of each sign for which application is being made, e.g. fascia, projecting box, pole-mounted free-standing, should be shown, together with the dimensions of each sign. If any of the signs are to be illuminated please describe the type of illumination, e.g. internal, external, floodlight, etc, and whether the illumination will be static, flashing, or have moving parts. 3 copies of each description should be provided:

3 copies of a plan which identifies the land to which the application relates drawn to an identified scale and showing the direction of north:

3 copies of other plans and drawings or information necessary to describe the subject of the application:

The correct fee:

### Owner's consent:

It is a condition of every consent granted by or under the Regulations that, before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.

Where the site is within the boundaries of a highway, evidence that the application is acceptable to the highway authority must be provided.

## 13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information.

Signed - Applicant:

Or signed - Agent:

Date DD/MM/YYYY:

(date cannot be pre-application)

## 14. Applicant Contact Details

### Telephone numbers

Country code:  National number:  Extension number:

Country code:  Mobile number (optional):

Country code:  Fax number (optional):

Email address (optional):

## 15. Agent Contact Details

### Telephone numbers

Country code:  National number:  Extension number:

Country code:  Mobile number (optional):

Country code:  Fax number (optional):

Email address (optional):

## 16. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?  Yes  No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)  Agent  Applicant  Other (if different from the agent/applicant's details)

If Other has been selected, please provide:

Contact name:

Telephone number:

Email address:



**Development Control**  
South Lakeland District Council  
South Lakeland House  
Lowther Street  
KENDAL  
Cumbria  
LA9 4DL  
**Tel:** (01539) 733333 **Fax:** (01539) 717355  
**Email:** [development.control@southlakeland.gov.uk](mailto:development.control@southlakeland.gov.uk)

## Application for Advertisement Consent **Validation Checklist**

### National Requirements

#### Forms

- Completed application form (4 copies to be supplied (3 copies plus original) unless the application is submitted electronically)

#### Plans

- A plan which identifies the land to which the application relates drawn to a scale of not less than 1:2500. The plan must identify the location of the site by reference to at least two named roads, identify the proposed position of the advertisement and show the direction of North (3 copies to be supplied unless the application is submitted electronically).
- 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(s) (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).

#### Other Information

- The appropriate fee
- Certificate of Ownership (A or B)

### Local Requirements

#### The following information may also be required:

- Lighting assessment (where illuminated advertisements are proposed)
- Photographs and photomontages
- Three copies of existing and proposed sections at a scale of not less than 1:100
- Three copies of the advertisement in the context with adjoining buildings

### Guidance

Further details of the local requirements listed above and when they apply is available in paper form by request or from the Council's website: [www.southlakeland.gov.uk](http://www.southlakeland.gov.uk)





**Development Control**  
South Lakeland District Council  
South Lakeland House  
Lowther Street  
KENDAL  
Cumbria  
LA9 4DL  
**Tel:** (01539) 733333 **Fax:** (01539) 717355  
**Email:** development.control@southlakeland.gov.uk

## Guidance for **Advertisement Consent Applications**

### **Lighting Assessment**

#### **When is a Lighting Assessment required?**

Proposals involving the provision of publicly accessible developments, in the vicinity of residential property, a Listed Building or a Conservation Area, or open countryside, where external lighting would be provided or made necessary by the development, should be accompanied by details of external lighting and the proposed hours when the lighting would be switched on. These details shall include a layout plan with beam orientation and a schedule of the equipment in the design.

A Lighting Assessment may also be requested for applications for Advertisement Consent.

#### **Further Guidance**

Lighting in the countryside: Towards good practice (1997) is a valuable guide. It demonstrates what can be done to lessen the effects of external lighting, including street lighting and security lighting. The advice is applicable in towns as well as the countryside.

### **Photographs and Photomontages**

These provide useful background information and are helpful to fully illustrate a proposal. Photomontages are particularly useful to show how large developments can be satisfactorily integrated within the street scene or landscape.

#### **When are photographs required?**

Photographs should be provided if the proposal involves the demolition of an existing building or development affecting a conservation area or a listed building.



**Development Control**  
 South Lakeland District Council  
 South Lakeland House  
 Lowther Street  
 KENDAL  
 Cumbria  
 LA9 4DL  
**Tel:** (01539) 733333 **Fax:** (01539) 717355  
**Email:** development.control@southlakeland.gov.uk

## Planning Application Fees from 6th April 2008

### General Information on the scale of charges for applications for planning permission and planning determinations operative from 6th April 2008.

Since April 1981 planning authorities have been required by statute to charge fees on the submission of most applications for planning permission. Applications which are made to a local planning authority for determination as to whether the prior approval of the authority will be required e.g. prior to the erection of certain agricultural buildings or carrying out of agricultural operations, are also subject to the payment of fees. The schedule below sets out the prescribed fees for the major categories of planning applications. Details of concessionary fees and exemptions, are also enclosed.

#### 1. Householder Applications

|   |   |
|---|---|
| Extensions and Alterations (includes conservatories)  | £150 one dwelling<br>£295 two or more dwellings |
| Erection of detached buildings (eg garages, sheds and greenhouses) within the curtilage of a dwelling   | £150  |
| Erection of gates, walls, fences within/along boundary of an existing dwelling  | £150  |
| Installation of satellite dishes  | £150  |
| Alteration or formation of vehicular or pedestrian access to existing dwelling  | £150  |
| Change of Use of land (eg agricultural land to domestic garden/curtilage and siting of self-contained caravan)                                | £335  |
| Works to improve a disabled person's access, safety or comfort at their home  | No Fee  |
| Applications required because of the removal of permitted development rights (PD) either by a planning condition or by an Article 4 Direction | No Fee  |

#### 2. Buildings, dwellings and operations

##### 1. Erection of Dwellings

###### a) Outline

|  |   |
|--|---|
| £335 per 0.1 hectare (1000 square metres) of the site area | Maximum Fee £8,285  |
| If site area is greater than 2.5 hectares                  | £8,285 for first 2.5 hectares plus £100 per additional 0.1 hectare (or part thereof). Subject to Maximum Fee of £125,000. |

###### b) Full

|                           |   |
|---------------------------|---|
| £335 per dwelling         | Maximum Fee £16,565   |
| If more than 50 dwellings | £16,565 for first 50 dwellings plus £100 per additional dwelling. Subject to Maximum Fee of £250,000. |

Please Note: When calculating floor space for the purposes of calculating the correct fee, floorspace is taken to be the gross amount (all storeys) to be created by the development. It is an external measurement, including the thickness of external and internal walls.

(continued overleaf)

## 2. Buildings, dwellings and operations (continued)

### 2. Buildings (Other than dwellings, agricultural buildings, plant or glasshouses etc)

#### a) Outline

|  |   |
|--|---|
| £335 per 0.1 hectare (1000 square metres) of the site area | Maximum Fee £8,285  |
| If site area is greater than 2.5 hectares                  | £8,285 for first 2.5 hectares plus £100 per additional 0.1 hectare (or part thereof). Subject to Maximum Fee of £125,000. |

#### b) Full

|   |   |
|---|---|
| Where no floor space is created               | £170  |
| Floor area created less than 40 square metres | £170  |
| Floor area between 40 & 75 square metres      | £335  |
| Floor area between 75 and 3750 square metres  | £335 per 75 square metres (or part thereof).  |
| Floor Area over 3750 square metres            | £16,565 for first 3750 square metres plus £100 per additional 75 square metres (or part thereof). Subject to Maximum Fee of £250,000. |

## 3. Agricultural and Horticultural

### 1. Agricultural Buildings on Agricultural Land (other than glasshouses)

#### a) Outline

|  |   |
|--|---|
| £335 per 0.1 hectare (1000 square metres) of the site area | Maximum Fee £8,285  |
| If the site area is greater than 2.5 hectares              | £8,285 for first 2.5 hectares plus £100 per additional 0.1 hectare (or part thereof). Subject to Maximum Fee of £125,000. |

#### b) Full

|  |  |
|--|--|
| Floor Area less than 465 square metres                       | £70  |
| Floor Area between 465 square metres and 540 square metres   | £335   |
| Floor Area between 540 square metres and 4,215 square metres | £335 for first 540 square metres plus £335 per additional 75 square metres (or part thereof).  |
| Floor Area over 4,215 square metres                          | £16,565 for first 4,215 square metres plus £100 per additional 75 square metres (or part thereof). Subject to Maximum Fee of £250,000. |

### 2. Glasshouse(s) on Agricultural Land

|   |        |
|---|--------|
| Floor Area of 465 square metres or less   | £70    |
| Floor area in excess of 465 square metres | £1,870 |

## 4. Operations

### 1. Erection, Alteration or Replacement of Plant and Machinery

£335 per 0.1 hectare (1000 square metres) of the site area

If the site area is more than 5 hectares

£16,565 for first 5 hectares plus £100 per additional 0.1 hectare (or part thereof). Subject to Maximum Fee £250,000.

### 2. Car Parks, Road and Access to Serve An Existing Use

£170

### 3. Operations connected with exploratory Drilling for Oil or Gas

£335 per 0.1 hectare (1000 square metres) of the site area

If the site area is greater than 7.5 hectares

£25,000 for first 7.5 hectares plus £100 per additional 0.1 hectare (or part thereof). Subject to Maximum Fee of £250,000.

Operations not within above categories - other

£170 per 0.1 hectare. Maximum Fee £250,000.

### 4. Engineering Operations (excavations, earth movements and mineral operations, disposal of refuse or waste minerals, and, open storage)

£170 per 0.1 hectare (1000 square metres) of the site area

Maximum Fee £25,315

If the site area is greater than 15 hectares

£25,315 for first 15 hectares plus £100 per additional 0.1 hectare (or part thereof). Subject to Maximum Fee of £65,000.

## 5. Uses of Land

Change of Use of land

£335

## 6. Uses of Buildings

Change of Use of a building or sub-division of a building to form a different or additional use

£335

Change of Use of a building or sub-division of a building to form one or more separate dwellings

£335 for each new dwelling created.

If creating more than 50 dwellings

£16,565 for first 50 dwellings plus £100 per additional dwelling subject to Maximum Fee of £250,000.

## 7. Advertisements

Advertisements relating to a business carried out on the premises where displayed

£95

Advance advertisements directing the public to a business in the same locality as the sign but which cannot be seen from the site

£95

All other advertisements

£335

## 8. Other types of applications, including concessions and exemptions

|   |   |
|---|---|
| Works to improve a disabled person's access to a public building, or to improve access, safety or comfort at their home   | No Fee  |
| Applications required because of the removal of permitted development rights (PD) either by a planning condition or by an Article 4 Direction   | No Fee  |
| Revised or fresh application for development (or advertisement) of the same character or description within 12 months of refusal, or re-submitted within 12 months of expiry of statutory 8 weeks period where the applicant has appealed to the Secretary of State on the grounds of non-determination | No fee  |
| Revised or fresh application for development of the same character or description submitted within 12 months of the receipt of an application which is later withdrawn  | No fee  |
| Revised or fresh application for development of the same character or description within 12 months of receiving permission  | No fee  |
| Development crossing planning authority boundaries, requiring several applications  | Only one fee, paid to the authority having the larger site but is calculated for whole scheme and subject to special ceiling. |
| Applications by Parish Councils, Town Councils or Community Councils  | Half Fee  |
| Formation of Playing Fields   | £335  |
| Variation or removal of a planning condition  | £170  |
| Renewals of temporary permissions or unimplemented permission prior to expiry   | £170  |
| Agricultural/Forestry determinations  | £70   |
| Demolition  | £70   |
| Telecommunication Determination\Prior Approval Application  | £70   |
| Installation of radio mast, radio equipment, equipment housing (non-domestic) or public call box  | £335  |
| Applications for Listed Building Consent or applications for Conservation Area Consent  | No Fee  |
| Certificate of existing use or development  | As for planning application   |
| Certificate of proposed use or development  | 50% of planning application   |

N.B. The only time when fees are added together is when an application involves both the erection of buildings for residential purposes and of other types of buildings. In all other cases of applications for mixed developments only the highest of the fees calculated is charged.

**THIS LEAFLET GIVES GENERAL GUIDANCE ONLY**