

## Southend on Sea Borough Council

PO Box 5557, Civic Centre  
Victoria Avenue, Southend on Sea, SS2 6ZF

Email: council@southend.gov.uk  
Tel: 01702 215004 ext 5331  
Fax: 01702 215386



### Validation Checklist 8 (ADV):

#### Application for Advertisement Consent

Your application MUST include the National Requirements and, where appropriate, information from the Local List.

Please note that unless the application is submitted electronically, then a minimum of one original and three copies of the application are required to be provided. Digital or additional copies may be requested for consultation purposes.

National Requirements		Tick
1	<b>Standard application form</b>	
2	<b>Location Plan</b> (Based on an up to date map) (Scale 1:1250 or 1:2500) This should identify sufficient roads and/or buildings on land adjoining the applications site to ensure that the exact location of the application site is clear	
3	<b>Site Plan</b> (Scale 1:500, 1:200 or 1:00) This should accurately show: a) The direction of North b) The proposed development in relation to the site boundaries and other existing buildings on the site, with written dimensions including those to the boundaries	
4	<b>Correct Fee</b> (If not enclosing a fee, please state reason why)	

The validation requirements solely refer to the information required in order to validate an application. In some circumstances, the supporting information may be inadequate or its quality may be a concern. These are not grounds for invalidating an application, but applicants are encouraged to submit information to a good standard since this will greatly assist the determination process. Local planning authorities have the ability to request clarification or further information during the determination process. An application could still be refused on the grounds of inadequate information.

This checklist is not exhaustive and simply aims to capture the basic and most common requirements for applications of this nature. For more detailed information requirements please refer to our full local list.

**Please note** - For all non-major applications we require one original set of application documents plus one copy, however, for major/complex applications we may request additional sets of documents for consultation purposes.

Local Requirements	Tick if included or include statement as to why it is not appropriate	Tick
For further advice please refer to Information Requirement Notes		
1 Existing and Proposed Elevations (Scale 1:50/1:100)	Required for all advertisement applications	
2 Proposed section-through (Scale 1:50/1:100)	Required for all advertisement applications	
3 Lighting Assessment	Where the proposed lighting is to be significant	
4 Heritage Statement/Listed Building Appraisal	For applications within Conservation Areas or adjacent to Listed Buildings	

Please note that photo montages are acceptable for illustrative purposes only.