

quick guide to

Advertisement Consent

This quick guide will help you work out whether you need permission for an advert on your property and how you can apply.

What is an advert?

The term advertisement is defined in law as any word, letter, sign, placard or device used to advertise or make an announcement or direction. It can be illuminated or non-illuminated.

Do I need advertisement consent?

The types of advertising that normally require express advertisement consent include:

- The majority of illuminated signs
- Lettering and logos on flags
- Signs over a certain size – usually where the lettering is over 0.75m high
- Signs erected above a certain height – usually above 4.6m or above ground floor level
- Advertisements using specialised structures for their display
- Most roadside signage, including advance warning and remote signage
- A-boards



In some cases adverts have deemed advertisement consent. This means you do not need to apply for consent.

Adverts with deemed consent include:

- Adverts displayed within a building unless there are moving features or animation
- Adverts on or in a moving vehicle
- Adverts displayed on a balloon flown at a height of more than 60m;
- Non-illuminated ground floor fascia signs
- Temporary signs for sale or letting

However, please check the advert regulations in full as detailed criteria apply. Please note that the display of an advert without deemed or express consent is an offence.

If your advertisement is on a listed building it may also require listed building consent.

Check if your building is in a conservation area or is a listed building – www.edinburgh.gov.uk/conservation

How do I apply for permission?

Advert consent and listed building consent and can be applied for online – www.eplanning.scot.

