



planning.general@gravesham.gov.uk / 01474 33 73 91
 Civic Centre, Windmill Street, Gravesend DA12 1AU

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number	8
Suffix	
Property Name	
Address Line 1	The Hive
Address Line 2	Northfleet
Address Line 3	Kent
Town/city	Gravesend
Postcode	DA11 9DE

Description of site location must be completed if postcode is not known:

Easting (x)	Northing (y)
561921	174510

Description

Applicant Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

- ☐ Yes
☒ No

Contact Details

Primary number

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

We propose placing two signboards made of Dibond sheet (aluminum composite) material placed at both ends at the Hive Lane to promote our business, "Ebbsfleet Fried Chicken / Fish and Chips Burgers". The sign will feature an arrow directing customers to our shop.

The design will include:

"Ebbsfleet Fried Chicken / Fish and Chips Burgers" prominently displayed.

A visual image of fried chicken and burgers, and icons representing fish and chips

The signage will be hung on lamp posts lamps.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Projecting or Hanging Sign

Height:

0.3 metres

Width:

0.6 metres

Depth:

0.02 metres

What is the height from the ground to the base of the advertisement?:

2.44 metres

What is the maximum projection of the advertisement from the face of the building?:

150 metres

What is the maximum height of any of the individual letters and symbols?:

15 centimetres

What materials will the advertisement be made of?:

Dibond sheet.

The colour of text and background:

background maroon with white letters

Will the advertisement be illuminated?:

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes

☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☐ Yes
☒ No
☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☒ Yes
☐ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

14/03/2025

To Date

14/06/2025

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

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?

- ☐ The agent
☒ The applicant
☐ Other person

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):

Officer name:

Title

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

(Reference: FS689283914)

Date (must be pre-application submission)

25/02/2025

Details of the pre-application advice received

Received email saying that the correct application would be an advertisement consent application which can be found on the planning portal.

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 has permission not been obtained?

this is a pavement road and i need to place the signage on a lamp post

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff**
- (b) an elected member**
- (c) related to a member of staff**
- (d) related to an elected member**

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.
I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Sadishkumar Thangarajah

Date

28/02/2025