



Delegated Report

Advertisement Consent Application

Planning Application No: 20240389

Location: Borough Market High Street Gravesend Kent

Description: Consent to display three sets of individual block lettering with internal illumination to letters only, 2 on the eastern elevation and 1 on the western elevation.

Applicant: Mr J Clark

Site Visit Date: 10 May 2024

Submitted Documents/Plans

- Application form;
- Drawing no. PA/24/019/001 Rev. A – Existing & Proposed Elevations; and
- Design & Heritage Statement.

Relevant Planning History

Reference	Description	Decision	Decision Date
20171028	Display of 4no. non-illuminated directional signboards for the Gravesend Borough Market on the back of existing fee display boards, two located in the West Street Car Park, one in the Horn Yard Car Park and one in the Market Square Car Park.	Consent	30.11.2017
20160914	Proposed installation of ventilation louvers to the east elevation (Fish Market) gable end, installation of 6no. extract terminals to the Fish Market roof and change of use to the Fish Market from A1/B1a to include A3/A5 use.	Permitted	19.12.2016
20150615	Application for minor material amendment to planning permission reference number 20140903 for proposed alterations and refurbishment to Gravesend Borough Market including a new entrance canopy on Market Square, shop front openings onto Market Square and Queen Street, glazed roof lights to the Market Hall roof, change of use to a new retail/office unit (A1/B1a) in the Old Fish Market and internal reordering including a cafeteria and fixed stalls in the Market Hall; to allow for rooflights in all four sides of the roof, removal of the proposed interior canopy above the café seating area, removal of existing exterior door to accessible wc at the Old Fish Market end and alterations to the shape of the proposed exterior entrance canopy.	Permitted	08.10.2015

20140903	Proposed alterations and refurbishment to Gravesend Borough Market including a new entrance canopy on Market Square, shop front openings onto Market Square and Queen Street, glazed roof lights to the Market Hall roof, change of use to a new retail/office unit (A1/B1a) in the Old Fish Market and internal reordering including a cafeteria and fixed stalls in the Market Hall.	Permitted	14.11.2014
20080534	Application for Listed Building consent for internal and external alterations including removal of some internal walling and formation of new door openings, provision of new lift, removal of staircase and alterations to floor levels; alterations to provide disabled access, including changes to levels of existing external paving to allow wheelchair access, new signage and alterations to existing doors and windows which were previously boarded up.	Permitted	20.08.2008
20020660	Construction of an external polycarbonate canopy over existing outdoor market.	Permitted	30.09.2002
19980299	Rebuilding of the external walls on the north and south elevations of the Queen Street end of the market with high level windows on the north elevation; partial rebuilding of the external walls in timber and installation of timber roller gates at the Queen Street entrance involving partial demolition of the existing structure; internal alterations including a new concrete floor finish to provide toilet accommodation and cafe and erection of 2 no. 9m high flagpoles on the pavement at the Queen Street entrance.	Permitted	26.06.1998
19780901	Erection of a single storey extension at the rear to form a storeroom lobby and wc	Permitted	05.04.1979

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS05 – Gravesend Town Centre Opportunity Area
- CS19 - Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- TC2 – Listed Buildings
- TC3 – Development Affecting Conservation Areas
- TC8 – Advertisement Control

Paragraph 33 of the NPPF (2023) sets out that policies within adopted local plans should be reviewed to assess whether they need updating at least once every five years, and should then be updated as necessary. Such reviews are also a legal requirement as set out in Regulation 10A of the Town and Country Planning (Local Planning) England Regulations 2012.

The Council undertook such a review in September 2019 and found that the adopted Local Plan Core Strategy is in need of a partial review in terms of Policy CS02, due to the increased need for housing since the Local Plan Core Strategy was adopted and the need to ensure that a sufficient land supply exists to meet this need. Whilst saved policies from the Local Plan 1st Review (1994) generally conform with the NPPF (2023), the Council will also seek to replace these.

Other material considerations

Under Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended, the Council has a statutory duty in considering whether to grant planning permission for development which affects a listed building or its setting to have special regard to the desirability of preserving the building or its setting or any features of special architect or historic interest which it possesses.

Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended, states that with respect to buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

National Planning Policy Framework (2023)

- Section 2 – Achieving Sustainable Development
- Section 12 – Achieving well-designed and beautiful places
- Section 16 – Conserving and enhancing the historic environment

Supplementary Planning Guidance

- Advertisement Control Policy Guidance (SPG3, adopted November 1996 - amended April 2020);
- High Street & Queen Street, Gravesend Conservation Area Character Appraisal (2009);
- Management Plan Gravesend Town Centre Conservation Areas (2009).

Informal Guidance

- GBC Shopfront design sheets 1-6 (2020);
- The Brightness of Illuminated Advertisements (Professional Lighting Guide 05) (2014).

Consultations, Publicity and Representations

Consultees

No response from:

- GBC Property Services

Publicity

Application advertised by way of site and press notices – overall consultation expiry date was 07.06.2024 – no responses received.

Officer's Analysis

The application site consists of Gravesend Borough Market which is set back from the High Street but also borders onto Queen Street at the rear. To the north is The Charter development which is under construction, to the west is the grade II* listed Gravesend Town Hall and to the south is no. 23 Queen Street. The site is also within the High Street & Queen Street Conservation Area. Inside the Market is a grade II listed Queen Victoria statue.

The proposal is for Advertisement Consent to install three sets of individual block lettering with internal illumination to letters only, 2 on the eastern elevation and 1 on the western elevation. The signage would be made up of individual blocks each one spelling out the individual letters of the word 'HATCH'. The blocks would be 338mm, 338mm in depth and 450mm in height. The overall size of the 'HATCH' wording would be 1838mm in width. Each individual block would be backlit with LED bulbs to give a glow in the dark effect. The signage on the west elevation would be located to the left of the double entrance doors and the signage on the east elevation would be above the double entrance doors and to the right of the entrance doors.

The principle considerations in the assessment of the application are:

- Amenity; and
- Public Safety.

Amenity

At a national level the NPPF (2023) recognises that the quality and character of places can suffer when advertisements are poorly sited and designed, and reinforces that the principal considerations should be amenity and public safety (paragraph 141). At a local level saved Policy TC8 (LPFR) requires applications to be examined in the light of the Borough Council's adopted policy guidelines for advertisement control and states that displays which are detrimental to public safety or amenity will be resisted. In respect of Listed Buildings and Conservation Areas, Policy CS20 (LPCS) and saved Policies TC2 & TC3 (LPFR) support proposals which protect the integrity of listed buildings and preserve and, where appropriate enhance the significance of the Borough's heritage assets.

The Council's adopted Advertisement Control Policy Guidelines (1996, amended 2020) divides the Borough into different areas, and it is reasonable to conclude that the application site falls within the Gravesend Town Centre Shopping Area. The guidelines recognise that advertisement displays can add to the appearance of Gravesend as a lively and prosperous shopping centre and accordingly the level of advertisement display acceptable in the town centre shopping area will be higher than elsewhere in the borough. Through Policy 1 it is stated that advertisements including illuminated advertisements will generally be acceptable on business premises in the town centre shopping area however, the Council will wish to see that displays are well designed and attractive. The site is also located in a Conservation Area and the adjacent Market is grade II* listed and in this respect Policy 5 states that in or adjoining conservation areas or in a position which would affect the setting of a listed building, the protect of amenity will be the paramount consideration. It states advertisements should harmonise with the architectural features of any building on which they are displayed and not otherwise detract from the appearance of the conservation area or listed building.

For ease of reference the existing and proposed elevations are as follows:

Existing elevations:

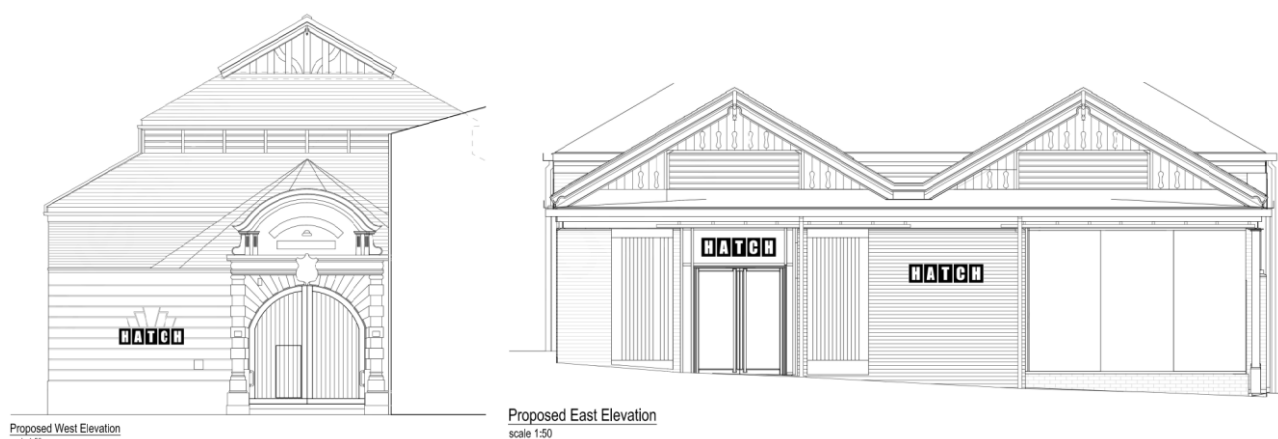


Existing West Elevation
scale 1:50



Existing East Elevation
scale 1:50

Proposed elevations:



The signage is considered simple, modern, uncluttered and appropriately designed for the elevations of this building. The signs would be illuminated but this would be a discreet and modest method. The illumination would be 500 cd/m². The Institution of Lighting Professionals 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' states that for signage up to 10 sq. m in Zone E4 (Urban; High district brightness) – the maximum level of illuminance is 600 cdm⁻². As such the illumination on the adverts would be within the recommended limits.

Overall it is considered that the adverts would be acceptable in respect of amenity and would also be in keeping with the design and character of the host building and would preserve the character and appearance of the High Street & Queen Street Conservation Area and would not impact on the setting of the grade II* listed Town Hall or the grade II listed Queen Victoria statue.

Public Safety

Policy 8 of SPG3 (1996, amended 2020) states that advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers. Due to the location, scale and design of the advertisements there would be no impact on public safety.

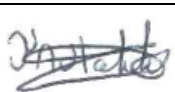
Any Other Material Planning Considerations

None.

Conclusion & Recommendation

The proposed signage is considered acceptable in respect of amenity and public safety and would preserve the character and appearance of the High Street & Queen Street Conservation Area and would not impact on the setting of the grade II* listed Town Hall or the grade II listed Queen Victoria statue.

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Miss Faye Hobbs
Signed:	<i>Rebecca Harrison</i>	Signed:	
Dated:	24th June 2024	Dated:	24 June 2024