



Delegated Report

Advertisement Consent

Planning Application No: 20240035
20240040

Location: The George Inn Hever Court Road Gravesend Kent

Description: 20240035: Erection of new double sided post mounted Corex sign and refurbishment of existing signage and signwriting.

20240040: Application for Listed Building Consent for the alteration and refurbishment of existing advertisements and signage.

Applicant: Mrs Michelle Glaser, M And B

Site Visit Date: 08.02.2024

Submitted Documents/Plans

20240035:

Application Form
Site Location Plan
Block Plan
Existing Elevation
Elevation Proposal
Signage (showing item 1 and 2)
Signage (Showing item 3, 4 and 5)
Refurbish Existing Signage (showing items 6,7,8 and 9)
Supplementary Document titled 'Planning'

20240040:

Application Form
OS Plan
3088-102A Ground Floor Plan – Existing
3088-202B Ground Floor Plan - Proposed
Design Guide
Design and Access Statement
Heritage Statement

Relevant Planning History

Reference	Description	Decision	Decision Date
20130021	Internal alterations including installation of timber and glazed screens, re-decoration, new vanity units in toilets, new meet and greet counter to replace coffee service bar and new internal double doors	Permitted	19.03.2013

20090455	Erection of a covered timber pergola to provide a covered dining area.	Permitted	03.08.2009
20070987	Display of internally illuminated double sided free standing pole mounted sign on A2 frontage.	Refused	31.12.2007
20070801	Installation of two wall lights at ground floor level and six mini floodlights at first floor level on the front elevation facing Hever Court Road; four wall lights at ground floor level and three mini floodlights above ground floor level on the rear elevation; wall light adjacent to the fire exit doors on the eastern side elevation; internal alterations and refurbishment of the bar and restaurant areas; external decoration; erection of new fencing to the western side boundary; new 1m high fencing facing the car park at the side and new willow fencing facing the car park at the rear.	Refused	06.11.2007
20070802	Application for Listed Building Consent for the attachment of two wall lights at ground floor level and six mini floodlights at first floor level on the front elevation facing Hever Court Road; four wall lights at ground floor level and three mini floodlights above ground floor level on the rear elevation; wall light adjacent to the fire exit doors on the eastern side elevation; internal alterations and refurbishment of the bar and restaurant areas; external decoration; attachment of signwritten lettering at 1st floor level on the front elevation externally illuminated by the three of the aforementioned mini floodlights, non-illuminated signwritten panels on both side elevations at first floor level and a signwritten panel above the entrance door on the rear elevation; erection of new fencing to the western side boundary; new 1m high fencing facing the car park at the side; new willow fencing facing the car park at the rear.	Refused	06.11.2007
20070481	Construction of covered pergola at the rear and installation of a umbrella at rear.	Permitted	17.07.2007

Officer Notes:

- As this building is Listed, Listed Building Consent must be gained for these works in addition to any approval gained by this application, before works can be undertaken.
- There is extensive planning history for this site. Those listed above are post 2000's only for relevance.

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS19 – Development & Design Principles
- CS20 – Heritage and Historic Environment

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Consent

- T1 – Impact of Development on the Highway Network
- TC2 – Listed Buildings

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.

National Planning Policy Framework (2023)

- Section 2 – Achieving Sustainable Development
- Section 9 – Promoting sustainable transport
- Section 12 – Achieving well-designed and beautiful places
- Section 16 – Conserving and enhancing the historic environment

Supplementary Planning Guidance

- Supplementary Planning Guidance 3 – Advertisement control policy guidelines 2020

Other considerations

Section 16 (2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special regard to be had to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses when considering whether to grant listed building consent.

Consultations, Publicity and Representations

Consultees

Ward Councillors:

No comments received.

GBC Conservation Officer:

Recommend that the sign on the front remains as it is, black lettering direct to the wall, rather than being applied to a sign board with black background as this will be excessively prominent for the size and location. Also, the sign direct to the gable wall (west facing side?) should not be increased in size as it is proposed to make it larger. No additional external lighting. I have looked at the drawings and don't think there is any increase in external lighting but let me know if you can see any.

GBC Highways Officer:

I have no objections. The levels of illumination are well within guidance. The applicant should note that any sign that overhangs the highway will need separate Kent County Council as Highway Authority approval.

KCC Highways Officer:

Thank you for your consultation in relation to the above planning application. I have the following comments to make with respect to highway matters :-

I refer to the above planning application and having considered the development proposals and

the effect on the highway network, raise no objection on behalf of the local highway authority.

NOTE: The applicants should be advised that a licence will be required from Kent County Council for any sign/furniture/awning within or overhanging the highway and in this regard they should contact KCC Highways & Transportation on 03000 418181

Informative: It is important to note that planning permission does not convey any approval to carry out works on or affecting the public highway.

Any changes to or affecting the public highway in Kent require the formal agreement of the Highway Authority, Kent County Council (KCC), and it should not be assumed that this will be a given because planning permission has been granted. For this reason, anyone considering works which may affect the public highway, including any highway-owned street furniture, is advised to engage with KCC Highways and Transportation at an early stage in the design process.

Across the county there are pieces of land next to private homes and gardens that do not look like roads or pavements but are actually part of the public highway. Some of this highway land is owned by Kent County Council whilst some is owned by third party owners. Irrespective of the ownership, this land may have highway rights over the topsoil.

Works on private land may also affect the public highway. These include works to cellars, to retaining walls which support the highway or land above the highway, and to balconies, signs or other structures which project over the highway. Such works also require the approval of the Highway Authority. Kent County Council has now introduced a formal technical approval process for new or altered highway assets, with the aim of improving future maintainability. This process applies to all development works affecting the public highway other than applications for vehicle crossings, which are covered by a separate approval process.

Should the development be approved by the Planning Authority, it is the responsibility of the applicant to ensure, before the development is commenced, that all necessary highway approvals and consents have been obtained and that the limits of the highway boundary have been clearly established, since failure to do so may result in enforcement action being taken by the Highway Authority. The applicant must also ensure that the details shown on the approved plans agree in every aspect with those approved under the relevant legislation and common law. It is therefore important for the applicant to contact KCC Highways and Transportation to progress this aspect of the works prior to commencement on site.

Guidance for applicants, including information about how to clarify the highway boundary and links to application forms for vehicular crossings and other highway matters, may be found on Kent County Council's website:

<https://www.kent.gov.uk/roads-and-travel/highway-permits-and-licences/highways-permissions-and-technical-guidance>. Alternatively, KCC Highways and Transportation may be contacted by telephone: 03000 418181

Neighbouring properties

14no. surrounding properties were consulted, and a site notice placed on 8th February 2023, and 0 comments were received from members of the public. The final date to received comments ended on 11th March 2024.

Officer's Analysis

The application site consists of a public house, which is Grade II Listed.

The proposal is for Advertisement Consent and Listed Building Consent (LBC) replacement and refurbishment of the existing external signage.

The principle considerations in the assessment of an Advertisement Consent application are:

- Amenity; and

- Public Safety.

The principle consideration in the assessment of the Listed Building application is whether the proposal would affect the special interest of this grade II listed building.

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 Borough Council's adopted Advertisement Control Policy Guidelines (November 1996) divides the Borough into different areas, and it is reasonable to conclude that the application site falls within the Other Parts of the Urban Area of Gravesend and Northfleet Area.

Policy 4 of the Guidelines states;

'Advertisement displays in other parts of the urban area of Gravesend and Northfleet will generally be acceptable on business premises, if they relate to the trade or activity carried on in the premises. Other advertisements will be considered on their individual merits and may be acceptable if they are viewed against a commercial background and, in the case of illuminated advertisements, are adequately screened from residential property.'

The site is also a listed building and in this respect Policy 5 states that on listed buildings, the protection of amenity will be the paramount consideration. 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.

Amenity (including heritage issues)



The proposed works are detailed in the Design and Access Statement as follows:

Item 1: New Corex Sign

New double sided post mounted Corex Sign in powder-coated aluminium to be situated on the edge of the car park and viewed from the footpath.

This will house promotional Corex's for marketing and help to attract passing trade from users of the footpath.

Item 2: New Corex Sign

New double sided Corex Sign in powder-coated aluminium to be fitted to the existing post mounted sign on the verge as seen from Hever Court Road.

This will house promotional Corex's for marketing and help to attract passing trade from motorists and pedestrians using Hever Court Road.

Item 3: Hanging Sign

Refurbish the existing aluminium Hanging Sign and replace the existing pictorial lights with new LED lights.

Item 4: Signwriting

Re-signwrite the house name to the front elevation once the building has been painted, in the existing location. Illuminated by a pair of LED Floodlights above.

Item 5: Signwriting

Re-signwrite the house name to the side elevation once the building has been painted in the existing location. Illuminated by an LED Floodlight above.

Item 6: Existing Fascia

Refurbish the existing house name Fascia like for like. Illuminated by a pair of LED Floodlights above.

Item 7: Existing Fascia

Refurbish the existing house name Fascia like for like.

Item 8: Existing Fascia

Refurbish the existing house name Fascia like for like.

Item 9: Existing Post Mounted Sign

Refurbish the existing post mounted sign like for like.

The majority of the new signage would be the same as the existing i.e. items 6, 7, 8 and 9 would be refurbished like for like. Item 5 would include re-writing a written sign to the side of the property, in a different design. Item 1 would be a new freestanding sign by the edge of the car park, set away from the main building. Item 2, would also be beside the car park but mounted onto an existing post. Item 3 would be a hanging digital print, replacing the existing hanging sign of a different design. Item 4 would replace the existing handwritten sign over the entrance, with a different design but still handwritten.

The Conservation officer has raised concerns about items 4 and 5, which would replace the existing sign written pub name above the entrance and to the side gable. The officer raised concerns with the potential use of a sign board affixed to the front. However, the details submitted identify that the sign would be affixed directly to the wall, overcoming concerns raised regarding item 4. However, the officer has advised that item 5, to the gable end would be increased in size, making it larger and more prominent on the Listed Building. These points are noted. However, although the writing may be slightly larger, the sign would lose the existing image of crossed swords and so the totality of the increase in imagery and written signage on this wall would be minimal.

Overall, it is considered that the proposal would be acceptable in respect of amenity and would protect the architectural and historic interest of this grade II listed building and preserve the character and appearance of the King Street Conservation Area. In respect of amenity and heritage matters the proposal would be compliant with Policies CS19 and CS20 (LPCS) and saved Policies TC2, TC3 and TC8 (LPFR).

Public Safety

Policy 8 of SPG3 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 positioning of the projecting signs being located above head height and freestanding signs on the edge of the car park, there would be no impact on pedestrian safety.

Conclusion & Recommendation

The proposed signage is considered acceptable in respect of amenity and public safety and would protect the architectural and historic interest of this grade II listed building.

Recommendation:

20240040– Permission (LBC)

20240035 – Advertisement Consent

(For detailed conditions / reasons for refusal and informatives, see draft Decision)

Case Officer:	Mrs Lisa Fisher	Team Leader:	Miss Faye Hobbs
Signed:		Signed:	
Dated:	20th March 2024	Dated:	20 March 2024