

ADVERTISEMENT CONSENT

REF:
DHA/36373

DATE:
SEPTEMBER 2025

SITE:
CELLAR DOOR SHOP, LUDDESDOWN ROAD, LUDDESDOWN, KENT, DA13 OXE

CLIENT:
VINEYARD FARMS LTD

1.1 INTRODUCTION

- 1.1.1 This statement has been prepared on behalf of the applicant, Vineyard Farms Ltd (henceforth 'the applicant'), to seek advertisement consent for signage at the Cellar Door Shop at Brookers Farm, Luddesdown Road, Luddesdown.
- 1.1.2 This statement provides an overview of the application site, the proposed works, and summarises the relevant planning history at the site. This statement subsequently concludes that the development complies with local and national planning policies, supplementary planning guidance and the relevant provision of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, and therefore recommends that advertisement consent be granted for the above works.
- 1.1.3 This statement should be read in conjunction with the following suite of plans and documents:

REFERENCE	DOCUMENT	AUTHOR
-	Application Form	DHA Planning
DHA/36373	Planning Statement	DHA Planning
DHA/36436/10	Site Location Plan	DHA Urban Design
DHA/36436/11	Existing/ Proposed Site Layout Plan	DHA Urban Design
DHA/36436/12	Existing Front Elevation	DHA Urban Design
DHA/36436/12	Proposed Front Elevation	DHA Urban Design

TABLE 1.1: SUBMITTED DOCUMENTS

1.2 SITE OVERVIEW

Site Location and Constraints

- 1.2.1 The Cellar Door Shop sits at the northern extent of Brookers Farm and east of the Lion Pub, which has recently received planning consent for the extension and

refurbishment of the existing building, under planning application reference 20250053. The location of the Cellar Door Shop and the proposed signage is shown at Figure 1.1 below.

- 1.2.2 The site is situated in the hamlet of Luddesdown which is within the Kent Downs National Landscape (formerly AONB) and the Green Belt in between Cuxton, Meopham and Cobham.
- 1.2.3 Gravesham Borough Council (GBC) has designated Luddesdown and the surrounding area of Meopham and Cobham as an Area of Special Advertisement Control under Part 4 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

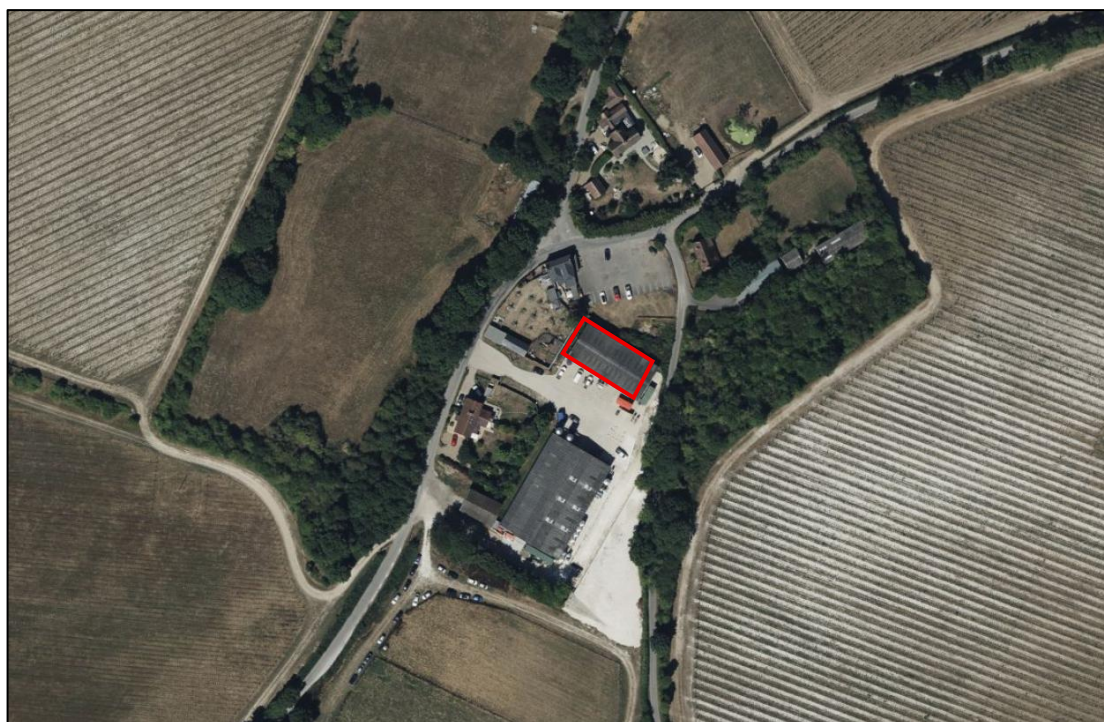


FIGURE 1.1: SITE LOCATION (RED LINE INDICATIVE)

Current Signage Context

- 1.2.4 This application seeks to remove the current signage at the Cellar Door Shop. The existing sign, shown in Figure 1.2 below, measures 4.2m in width and reaches a maximum height of 4.4m above ground level. The signage can be illuminated controlled by a timer during the shop's opening hours (11 am to 6pm). However, the applicant has switched off the sign and it is currently not illuminated.



FIGURE -1.2. EXISTING SIGN

- 1.2.5 Due to the site's location in an area of special advert control, the existing signage does not comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. This is due to the overall height and size of the signage, the height of the largest characters/symbols, and the sign's illumination capabilities.
- 1.2.6 However, the sign plays a key role in attracting and directing potential customers to the shop, making it an important element of the shop and the applicant's operations at Brookers Farm.
- 1.2.7 This application therefore proposes to remove the current sign installed at the Cellar Door Shop and install a new, non-illuminated sign to comply with national and local regulations in respect of the Area of Special Advertisement Control requirements.

1.3 THE PROPOSAL

- 1.3.1 The proposed works subject to this advertisement consent are as follows:

- Removal of the existing illuminated signage;
- A Replacement non-illuminated sign with a width of 3.16m a maximum projection of 80mm off the building, with a maximum text / symbol height of 0.17m. The text will be finished in matt white.

- 1.3.2 The proposed signage will have a maximum height of 3.6m above ground level and cover 1.4% of the total front elevation of the Cellar Door Shop building. Figure 1.3 below show the proposed signage.

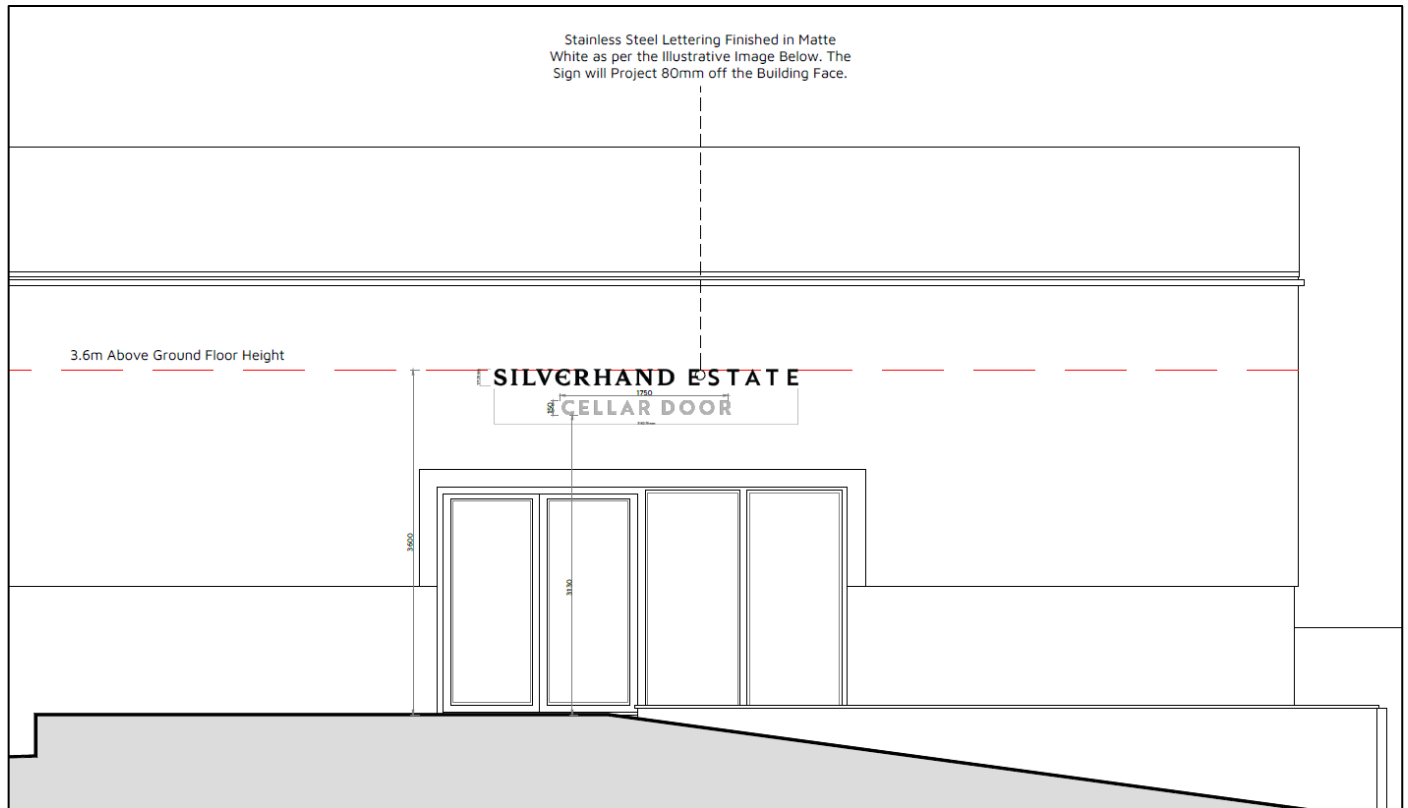


FIGURE – 1.3 PROPOSED SIGANAGE DETAIL DRAWING

1.4 PLANNING HISTORY

- 1.4.1 Gravesham Borough Council's online planning register records the following planning history for the Cellar Door Shop:

REFERENCE	DESCRIPTION	DECISION
20240039	Prior notification under Part 3, Class R of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) for the change of use from an agricultural building to a flexible use as offices and off licence (Use Class E).	Refused- 02 Apr 2024
20231252	Prior notification under Part 3 Class R of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) for the installation of an Agricultural Cellar Door to sell wine and farm produce from the Silverhand Estate.	Application Withdrawn- 16 Jan 2024

TABLE 1.2: PLANNING HISTORY

Kent

01622 776226

Gatwick

01293 221320

London

020 3005 9725

Leeds

0113 323 6669

Email: info@dhaplanning.co.uk

Web: www.dhaplanning.co.uk

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1.5 PLANNING POLICY FRAMEWORK

Introduction

- 1.5.1 Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.
- 1.5.2 For the purpose of this application, the adopted Development Plan for Gravesham Borough Council relevant to the advertisement consent at hand comprises of:
- Gravesham Local Plan Core Strategy (2014)
 - Gravesham Local Plan First Review Saved Policies (1994)
- 1.5.3 Other material considerations include the National Planning Policy Framework (NPPF), the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the National Planning Practice Guidance (NPPG), and relevant Supplementary Planning Documents (SPD).

Gravesham Local Plan First Review Saved Policies (1994)

- 1.5.4 Policy TC8 states that:
- 'All applications for advertisement consent will be examined in the light of the Borough Council's adopted policy guidelines for advertisement control and displays which are detrimental to public safety or to amenity will be resisted'*
- 1.5.5 There is no updated policy in Gravesham's 2014 Core Strategy.

National Planning Policy Framework (2024)

- 1.5.6 The National Planning Policy Framework ('NPPF' or 'the Framework', 2024) and the accompanying Planning Practice Guidance ('PPG') are capable of being a material consideration for the purposes of this application.
- 1.5.7 Paragraph 39 relates to 'decision-making' and states that local planning authorities should approach decisions on proposed development in a positive and creative way.
- 1.5.8 Paragraph 141 relates to advertisements and states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only

in the interests of amenity and public safety, taking account of cumulative impacts.

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

1.5.9 The site lies within an Area of Special Advertisement Control. Under Part 4 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, advertisements and limited forms of signage are permitted in such areas.

1.5.10 Part 4, Regulation 21(1)(b) states that:

"Subject to the provisions of this regulation, no advertisement may be displayed in an area of special control unless it falls within one or more of the following-."

1.5.11 One of these permitted classes is Class 5 within Schedule 3, which is directly relevant to this application and is explained below.

1.5.12 Schedule 3 identifies the 'Classes of Advertisement for which Deemed Consent is Granted'. Class 5 of Schedule 3, titled 'Other advertisements on business premises', allows:

"Any advertisement which does not fall within Class 4A or 4B displayed on business premises wholly with reference to any or all of the following: the business carried on, the goods sold or services provided, or the name or qualifications of the person carrying on the business, or supplying the goods or services, on those premises."

1.5.13 This consent is subject to the following conditions being met.

(1) the case of a shop, no advertisement may be displayed except on a wall containing a shop window.

(2) In an area of special control, the space occupied by the advertisement may not exceed one-tenth of the overall area of the face of the building on which it is displayed, up to a height of 3.6 metres from ground level; and the area occupied by the advertisement shall, notwithstanding that it is displayed in some other manner, be calculated as if the whole advertisement were displayed flat against the face of the building.

(3) Illumination is not permitted unless in keeping with criteria (a) – (c).

(a) the advertisement states that the services of a practitioner in human health or a veterinary surgeon are available at the premises on which the advertisement is displayed, or that medical or veterinary supplies are available there;

(b) the illumination—

(i) is by static means,

(ii) includes no intermittent light source, flashing lights, moving parts or features, exposed cold cathode tubing, animation or retroflected material, and

(iii) is in a manner reasonably required to fulfil the purpose of the advertisement; and

(c) the levels of luminance do not exceed the levels set out in paragraph 2 of Part 2

(4) No character or symbol on the advertisement may be more than 0.75 metre in height, or 0.3 metre in an area of special control.

(5) No part of the advertisement may be higher above ground level than whichever is the lower of—

(a) 3.6 metres in an area of special control; and

(b) the bottom level of any first floor window in the wall on which the advertisement is displayed.

(6) The area of an advertisement consisting of a single placard or poster shall not exceed 1.55 square metres.

Other material considerations

Gravesham Borough Council - Supplementary Planning Guidance 3 Advertisement Control Policy Guidelines (Amended 2020)

- 1.5.14 This sets out how GBC seeks to regulate advertisement and signage within the borough.
- 1.5.15 Paragraph 2 of the SPG designates Meopham, Luddesdown and Cobham within an area of special advert control.
- 1.5.16 This SPG at page 3 sets out how the Council will control advertisements in the countryside setting out that:

Advertisements in the countryside are often harmful to amenity and can be detrimental to public safety if badly sited in relation to narrow country roads. Accordingly, the amount of advertisement matter in the countryside will be strictly controlled.

A large part of Gravesham is designated an "Area of Special Control for Advertisements". Within this area, a stricter control over advertisements applies because of the necessity of preserving or enhancing the appearance of the area.

- 1.5.17 **Policy 6** of the SPG states that In the countryside, advertisements will be resisted unless a strong case can be made for their display.

- 1.5.18 **Policy 7** states that Advertisement displays will be expected to comply with the following criteria – they should be sympathetic to the appearance of the building or land on which they are displayed and should not be an over-intrusive feature in the street-scene or locality; they should not cause or add to an impression of clutter on a building or other land.
- 1.5.19 **Policy 8** deals with public safety setting out that Advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers.
- 1.5.20 Moreover, the SPG sets out the following design principles for advertisements and signs:
- (1) Advertisement proportions -Depth should not exceed a quarter of the shopfront height to underside fascia.
 - (2) Type back-lit letters or “halo” lit, or good-quality external illumination.
 - (3) Materials – These should not clash with adjacent shopfronts or be garish. Large areas of acrylic or other shiny materials should be avoided. The use of matt finish or timber painted fascias will be preferred, as will dark fascias with white or light-coloured lettering
 - (4) Illumination -Any illumination used should conform with the luminance recommendations of the Institution of Lighting Engineers’ Technical Report
 - (5) Brightness of Illuminated Advertisements, in respect of internally illuminated advertisements which are visible from the highway.

National Planning Policy Guidance

- 1.5.21 Paragraph 14 Reference ID: 18b-014-20140306 is clear that all advertisements, whether they require consent or not, are subject to the standard conditions in Schedule 2 of the Regulations. These are:
- *No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);*
 - *No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;*
 - *Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;*
 - *Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and*
 - *If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.*

1.6 PLANNING CONSIDERATIONS FOR ADVERTISEMENT CONSENT

- 1.6.1 As set out in Section 1.3 above the proposal seeks consent for the removal of the existing illuminated signage and the installation of a replacement non-illuminated sign. The proposed sign is to have a width of 3.16m a maximum projection off the building of 80mm and a maximum text / symbol height of 0.17m. The text will have a white matt finish.
- 1.6.2 The proposed signage will have a maximum height of 3.6m above ground level and will cover 1.4% of the total front elevation of the Cellar Door Shop building.
- 1.6.3 The below section accesses the proposed signage against the requirements for new signage within area special advert control as set out within the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

- 1.6.4 As set out above from paragraph 1.5.9, Part 4, Regulation 21(1)(b) states that no advertisement may be displayed in an area of special control unless it falls within one or more of the following classes 1, 3, 5, 7, 9 and 14 of Schedule 3. The proposed signage falls within Class 5 'Other advertisements on business premises'. This Class allows:

"Any advertisement which does not fall within Class 4A or 4B displayed on business premises wholly with reference to any or all of the following: the business carried on, the goods sold or services provided, or the name or qualifications of the person carrying on the business, or supplying the goods or services, on those premises."

- 1.6.5 Class 5 advertisements are controlled by six conditions and limitations. The advert is assessed against these below:

(1) the case of a shop, no advertisement may be displayed except on a wall containing a shop window.

- 1.6.6 The proposed sign is located on the northern elevation of the Brookers Farm building above the entrance to the Cellar Door Shop which contains a door and a large glass window, see the existing entrance at Figure 1.2 above.

(2) In an area of special control, the space occupied by the advertisement may not exceed one-tenth of the overall area of the face of the building on which it is displayed, up to a height of 3.6 metres from ground level; and the area occupied by the advertisement shall, notwithstanding that it is displayed in some other manner, be calculated as if the whole advertisement were displayed flat against the face of the building.

- 1.6.7 As illustrated in drawing no. DHA/36436/12 (Proposed Front Elevation), the maximum total height of the sign will be 3.6 m from ground level and therefore complies with this height requirement set out above.

- 1.6.8 The proposed signage is to cover 1.4% of the overall building frontage of the building which the cellar door shop occupies and is therefore within the 1/10 requirement set out by part 2 of the regulation set out above.

(3) Illumination is not permitted unless in keeping with criteria (a) – (c) below.

(a) the advertisement states that the services of a practitioner in human health or a veterinary surgeon are available at the premises on which the advertisement is displayed, or that medical or veterinary supplies are available there;

(b) the illumination—

(i) is by static means,

(ii) includes no intermittent light source, flashing lights, moving parts or features, exposed cold cathode tubing, animation or retroflective material, and

(iii) is in a manner reasonably required to fulfil the purpose of the advertisement; and

(c) the levels of luminance do not exceed the levels set out in paragraph 2 of Part 2

- 1.6.9 N/A the proposed replacement signage is not illuminated.

(4) No character or symbol on the advertisement may be more than 0.75 metre in height, or 0.3 metre in an area of special control.

- 1.6.10 As illustrated in drawing no. DHA/36436/12 (Proposed Front Elevation) the lettering on the sign has a maximum height of 0.17m and, therefore, is within the 0.3 m specification set out above.

(5) No part of the advertisement may be higher above ground level than whichever is the lower of—

(a) 3.6 metres in an area of special control; and

(b) the bottom level of any first floor window in the wall on which the advertisement is displayed.

- 1.6.11 As illustrated in drawing no. DHA/36436/12 (Proposed Front Elevation), there are ground floor windows in the elevation of the building of the Shop. The proposed plan also demonstrated that the sign does not exceed the maximum height of 3.6m above ground level within an area of special advertisement control. Thus, the design complies with this requirement.

(6) The area of an advertisement consisting of a single placard or poster shall not exceed 1.55 square metres.

- 1.6.12 N/A the proposed advertisement is not a single placard or poster.

- 1.6.13 In conclusion, the proposed signage falls within Schedule 3, Class 5 and complies with all associated restrictions for advertisements in an Area of Special Advertisement Control.

1.7 SUMMARY IN RESPECT OF AMENITY AND PUBLIC SAFETY

- 1.7.1 Paragraph 141 of the framework sets out that the quality and character of places can suffer when advertisements are poorly sited and designed where advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. The below sections consider the amenity impacts of the proposed signage at the Cellar Door Shop.

Amenity

- 1.7.2 Regarding amenity impact, the most relevant adopted Local Plan policy is Policy TC8 of the Gravesham Local Plan First Review Saved Policies (1994). This Policy sets out that all applications for advertisement consent will be examined in the light of the Borough Council's adopted policy guidelines for advertisement control and displays which are detrimental to public safety or to amenity will be resisted. The adopted policy guidelines are set out in GBC's Supplementary Planning Guidance 3 Advertisement Control Policy Guidelines (amended in April 2020). The most relevant policies for amenity protection are Policy 6 and 7 of the SPG.
- 1.7.3 Policy 6 sets out that in the countryside, advertisements will be resisted unless a strong case can be made for their display. A case for the display of the advert is set out below.
- 1.7.4 The Cellar Door shop is accessed via the northern elevation of the building, through the existing car park of The Lion Pub. The proposed advertisement serves as a wayfinding aid, helping visitors and customers locate the shop within the broader context of Brookers Farm and The Lion Pub.
- 1.7.5 The Cellar Door shop is a key component of Brookers Farm's existing viticulture operation, enabling the sale of wine and other goods produced on-site. It plays a vital role in diversifying the vineyard's business activities and generating supplementary income to support its agricultural operations. Since opening on 29th July 2025, the shop has generated £135,654.50 in sales revenue, highlighting its significance to the overall business. The proposed signage is therefore essential for helping visitors and customers locate the shop upon arrival, particularly given its position relative to Brookers Farm and The Lion Pub.
- 1.7.6 Moreover, It is noted that the sign is located within the Kent Downs National landscape. While there is some potential for visual impact on the surrounding landscape, this must be considered in the context of Policy 7 of the SPG and the accompanying design criteria.
- 1.7.7 The proposed signage will be positioned above the existing entrance to the building, as shown in Figure 1.3. It will feature white matt lettering with a text height of 0.17 m, applied directly onto the existing dark horizontal cladding of the

building that houses the shop. According to the design principles outlined in the SPG, white matt lettering is acceptable on dark fascias. In line with these guidelines, the proposed signage is considered appropriate in principle. The size and height of the lettering have been carefully designed to avoid visual intrusion on the surrounding area, particularly the Grade II listed Brookers Farmhouse, located approximately 50 m northwest of the site beyond The Lion Pub car park and from road users when viewed from the Luddesdown Road.

- 1.7.8 The proposed sign will be viewed within the broader context of The Lion Pub, which also features existing signage. Due to its siting, design, size, and colour, the Cellar Door sign is not expected to contribute to visual clutter or cause any unacceptable impacts on the immediate setting.
- 1.7.9 Overall, given the signs location alongside the existing winery and The Lion Pub, the sign is unlikely to result in any adverse effects on neighbouring amenity. This includes concerns such as light pollution, as no illumination is proposed. The proposal is therefore considered to comply with Policies 6 and 7, as well as the design principles set out in Supplementary Planning Guidance 3: Advertisement Control, Policy TC8 of the Gravesham Local Plan (1994), and the relevant provisions of the NPPF and NPPG.

Public Safety

- 1.7.10 At a local level Policy 8 of GBC's Supplementary Planning Guidance 3 Advertisement Control Policy Guidelines (amended in April 2020). The Policy states:

"Advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers."

- 1.7.11 Given that the sign is located approximately 30m from the road frontage of Luddesdown Road, is non-illuminated with white matt lettering positioned 3.6m above ground level, the proposal would not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract drivers. As such, it is considered that the proposal would not result in any unacceptable impact on public or highway safety.
- 1.7.12 The proposal therefore accords with Policy 8 of the Supplementary Planning Guidance 3: Advertisement Control, Policy TC8 of the Gravesham Local Plan (1994), and the relevant provisions of the NPPF and NPPG.

1.8 CONCLUSION

- 1.8.1 In light of the above, we respectfully ask the Council to grant advertisement consent to effectively signpost the shop.