



Application: 20221084

**TOWN AND COUNTRY PLANNING ACTS
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992**

NOTIFICATION OF REFUSAL OF EXPRESS CONSENT TO DISPLAY ADVERTISEMENT(S)

To: **Bala Kumar, Mieszko Supermarkets LTD
C/O Robert McBride, Studio: MASS
125-127 Mare Street
Mare Street
London
E8 3SJ**

TAKE NOTICE that the **GRAVESHAM BOROUGH COUNCIL**, the Local Planning Authority under the Town and Country Planning Acts, has **REFUSED EXPRESS CONSENT** for the display of (an) advertisement(s) situate

at **Mieszko Food City (Watford) Ltd
51 - 53 High Street
Gravesend
Kent
DA11 0AY**

and being **Replacement of existing fascia signage with internally illuminated fascia signage**
Your application dated 28th October 2022
is refused on the following grounds:-

1. The proposed fascia sign by virtue of its design and illumination would be an unsympathetic and overly prominent advertisement which would be harmful to the visual amenity of the area and would fail to preserve the character and appearance of the High Street & Queen Street Conservation Area. As such the proposal would be contrary to Policies CS19 and CS20 of the Gravesham Local Plan Core Strategy (2014) and saved Policies TC3 and TC8 of the Gravesham Local Plan First Review (1994) and paragraphs 136 and 197 of the National Planning Policy Framework (2021).

Your attention is drawn to the following informatives

INFORMATIVES:-

- 1 For the avoidance of doubt, the forms, plans and documents upon which this decision is made comprise:
 - o Application form; and
 - o Drawing no. A201 Rev. A - Planning for Internally Illuminated Signage.

2 STATEMENT OF POSITIVE AND PROACTIVE

In accordance with Article 35 (2) of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended), and paragraph 38 of the National Planning Policy Framework (NPPF) 2021, the Local Planning Authority has approached the assessment and determination of this application in a positive and creative manner. In this instance the application is not in accordance with the Development Plan for the area and cannot be supported.

Dated: 21 December 2022

**NOTIFICATION TO APPLICANT FOLLOWING REFUSAL OF CONSENT OR GRANT OF
CONSENT SUBJECT TO CONDITIONS**

Appeals to the Secretary of State

If you are aggrieved by the decision of your local planning authority to refuse consent for the proposed development, or to grant it subject to conditions, then you can appeal to the Secretary of State under Section 78 of the Town and Country Planning Act 1990.

- If this is a decision on an application relating to the same or substantially the same land and proposal as is already the subject of an advert discontinuance notice and if you want to appeal against the local planning authority's decision on your application, then you must do so within **28 days** of the date of this notice.
- If an advert discontinuance notice is served relating to the same or substantially the same land and proposal as in your application and if you want to appeal against the local planning authority's decision on your application and the discontinuance notice, then you must do so **before the date the advert discontinuance notice comes into effect**.
- In all other cases, you will need to submit your appeal against the local planning authority's decision, or any of the conditions imposed, within **8 weeks** of the date of this notice.

NOTE: Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted advertisement consent for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.