



Delegated Report

Advertisement Consent Application

Planning Application No: 20250163

Location: 149 Parrock Street Gravesend Kent DA12 1EY

Description: Consent to display advertisement(s): retention of a illuminated 3D lettering signage with LED lighting, constructed from AluPanel with vinyl cut stickers and mounted using nylon locators.

Applicant: Mrs Vilma Lapi

Site Visit Date: 3rd February 2025

Submitted Documents/Plans

Planning Application Form; and
Drawing No. 001 Rev A – Existing Advertisement and Signage

Relevant Planning History

Reference	Description	Decision	Decision Date
20241048	Retrospective change of use from a barber shop to a cafe with outdoor seating area	Under Consideration	
19881059	Change of use of the ground floor from offices to retail.	Permission	20.01.1989
19840861	Continued display of internally illuminated fascia sign	Consent	18.12.1984

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS08 – Retail, Leisure and the Hierarchy of Centres
- CS11 – Transport
- CS12 – Green Infrastructure
- CS18 – Climate Change
- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Control
- T1 – Impact of Development on the Highway Network

Paragraph 34 of the NPPF (2024) 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 (2024), the Council will also seek to replace these.

National Planning Policy Framework (2024)

- Section 2 – Achieving Sustainable Development
- Section 4 – Decision-making
- Section 6 – Building a strong, competitive economy
- Section 11 – Making effective use of land
- Section 12 – Achieving Well-Designed Places

Supplementary Planning Guidance

- SPG3 – Advertisement Control policy guidelines (2020)
- SPG 4 – KCC Parking Standards (2006)
- Design for Gravesham – Design Code (2024)

Consultations, Publicity and Representations

Neighbouring properties

The application was advertised by the displaying of a site notice and one individual letter sent to four surrounding properties with an overall expiry date of 26.03.25. No comments have been received.

Officer's Analysis

Site Description

The application site comprises of No. 149 Parrock Street, which is a two storey commercial unit located on the corner of Parrock Street and Edwin Street. The premises has a lawful use as a barber shop. The unit has been converted into a café with outdoor seating area and an associated application for retrospective planning permission for the change of use is under consideration. The current advertisement consent is for the existing signage relating to the use as a cafe.

Principle of Development

This application is located inside the urban boundary, where appropriate development would generally be acceptable in principle as per Policy CS02: Scale and Distribution of Development.

However, all other relevant matters should be considered. In this instance, the main points to consider would be the potential impact on; Design, Character and Appearance, Highway Safety and Residential Amenity of neighbours.

Design, Character and Appearance

The application site is in an existing commercial unit. An associated planning application for **Retrospective change of use from a barber shop to a cafe with outdoor seating area** (App. Ref. 20241048) is under consideration. This current proposal is for the associated retrospective signage. Whilst the application site is a commercial unit, it is located within a mixed use area with residential properties within close proximity and therefore it is important to assess how the impact of the proposed works would on the surrounding area.

The signage is illuminated 3D lettering signage with LED lighting, constructed from AluPanel with vinyl cut stickers and mounted using nylon locators.

Streetscene



The signage measure 0.7m in height, 3.34m wide and would be 0.07m in depth. It is be constructed of 3mm aluPanel, vinyl cut stickers, nylon locators. It is externally illuminated with white text and black background. It has a luminance level of 400cd/m² and is static.

The signage is modest in size and location and does not appear out of place within its setting and does not result in visual clutter. As such it does not harm the appearance of the area, and the scale of the scheme is appropriate in this context.

On balance, the proposed development complies with the requirements of Policy CS19 of the Core Strategy 2014, Section 12 of the NPPF 2024 in terms of design, character and appearance and the GBC Advertisement Control Policy Guidelines, SPG3 Adopted November 1996 - amended April 2020.

Neighbouring Amenity

The application site is in an urban setting with residential neighbours nearby.

The signage is located adjacent to residential dwellings, however it is not directly facing habitable room windows. In addition, the unit is an existing commercial unit which has previously had signage as shown below:



As such, it is therefore not considered to pose a detrimental on residential amenity.

The development is considered to safeguard the amenity of neighbouring properties in compliance with policy CS19 of the Core Strategy 2014.

Parking and Highways

In respect of the impact of the signage on public and highway safety, the submitted details indicate that the sign would have a luminance of 400cd/m² and will be static.

This is in line with the Institution of Lighting Professionals in their Professional Lighting Guide 05, The Brightness of Illuminated Advertisements for Zone E4 (Urban; High district brightness).

Subject to a condition of luminance levels there is no highway objection to the proposed signage. It is not considered that the advertisements will obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers. In public safety terms the amended signage is therefore in conformity with Policy CS11 (Transport) of the Gravesham Local Plan Core Strategy (September 2014), saved policy TC8 (Advertisement Control) of the Gravesham Local Plan First Review 1994, the adopted Advertisement Control Policy Guidelines (SPG3) and Section 12 of the National Planning Policy Framework (NPPF) 2024.

Conclusion

The proposed development complies with all relevant national and local planning policies, subject to conditions.

1-5 Standard Advertisement Conditions

Additional Condition

6. Notwithstanding the details as submitted in the application form and approved drawings and specifications, and for the avoidance of doubt, the static illumination levels shall not exceed 400 cd/m² (candelas per square metre) such as to comply with the guidance set by the Institution of Lighting Professionals in the Professional Lighting Guide 05: The Brightness of Illuminated Advertisements (Zone E4: - Urban; High district brightness); any brighter illumination or intermittent lighting shall require the separate express consent of the Local Planning Authority.

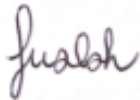
Reason: In the interests of amenity and public safety and in accordance with Policies CS11 (Transport), CS19 (Development and Design Principles) of the Gravesham Local Plan Core Strategy (September 2014),

saved policy TC8 (Advertisement Control) of the Gravesham Local Plan First Review 1994, the adopted Advertisement Control Policy Guidelines (SPG3) and Section 12 of the National Planning Policy Framework (NPPF) 2024.

Recommendation

Advert Consent

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Amanda Cue	Team Leader:	Mrs Faye Walsh
Signed:	<i>A Cue</i>	Signed:	
Dated:	22nd April 2025	Dated:	10 June 2025