



Application for consent to display an advertisement(s).

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

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

1. Site Address

Number	
Suffix	
Property name	Units 18-19 and 20
Address line 1	St George's Shopping Centre
Address line 2	Bath Street
Address line 3	
Town/city	Gravesend
Postcode	DA11 0TB

Description of site location must be completed if postcode is not known:

Easting (x)	564585
Northing (y)	174202

Description

2. Applicant Details

Title	
First name	C/O Agent
Surname	Reef Group
Company name	Reef Group
Address line 1	C/O Agent
Address line 2	C/O Agent
Address line 3	
Town/city	C/O Agent

2. Applicant Details

Country	
Postcode	C/O Agent
Are you an agent acting on behalf of the applicant?	
☒ Yes ☐ No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Miss
First name	Kelly
Surname	McCann
Company name	Knight Frank
Address line 1	55 Baker Street
Address line 2	
Address line 3	
Town/city	London
Country	United Kingdom
Postcode	W1U 8AN
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

“Display of 10no. non-illuminated fascia signs, 2no. illuminated fascia signs, and 1no. non-illuminated projecting blade sign”.

Please select the type(s) of advertising you are proposing:

☒ Fascia sign(s)
☒ Projecting or hanging sign(s)
☐ Hoarding(s)
☐ Other type(s)

Please add details of each proposed fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.05 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.53 x Width: 1.55 x Depth: 0.003 metre(s)
What materials will the sign be made of? 3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background Black + red / orange / yellow / white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	2.05 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.42 x Width: 2.18 x Depth: 0.003 metre(s)
What materials will the sign be made of? Aluminium with acrylic inlay	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background Black + red / orange / yellow / white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	334 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	2.05 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.42 x Width: 2.03 x Depth: 0.003 metre(s)
What materials will the sign be made of? 3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	5 cm
The colour of text and background Black + red / orange / yellow / white	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 4	
What is the height from the ground to the base of the advertisement?	2.05 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.42 x Width: 2.18 x Depth: 0.003 metre(s)
What materials will the sign be made of?	
Aluminium with acrylic inlay	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background	
Black + red / orange / yellow / white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	334 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 5	
What is the height from the ground to the base of the advertisement?	2.05 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.53 x Width: 2.16 x Depth: 0.003 metre(s)
What materials will the sign be made of?	
3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background	
Black + red / orange / yellow / white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 6	
What is the height from the ground to the base of the advertisement?	2.05 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.53 x Width: 1.98 x Depth: 0.003 metre(s)
What materials will the sign be made of? 3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	5 cm
The colour of text and background Black + red / orange / yellow / white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 7	
What is the height from the ground to the base of the advertisement?	2.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.71 x Width: 2.91 x Depth: 0.003 metre(s)
What materials will the sign be made of? 3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background Black + red / orange / yellow / white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 8	
What is the height from the ground to the base of the advertisement?	2.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.75 x Width: 1.39 x Depth: 0.003 metre(s)
What materials will the sign be made of? 3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	7 cm
The colour of text and background Black + red / orange / yellow / white	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 9	
What is the height from the ground to the base of the advertisement?	2.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.71 x Width: 1.59 x Depth: 0.003 metre(s)
What materials will the sign be made of? 3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	12 cm
The colour of text and background Black + red / orange / yellow / white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 10	
What is the height from the ground to the base of the advertisement?	2.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.71 x Width: 2.18 x Depth: 0.003 metre(s)
What materials will the sign be made of? 3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background Black + red / orange / yellow / white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 11	
What is the height from the ground to the base of the advertisement?	2.3 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.03 metre(s)
Dimension:	Height: 0.71 x Width: 1.59 x Depth: 0.003 metre(s)
What materials will the sign be made of? 3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	5 cm
The colour of text and background Black + red / orange / yellow / white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 12	
What is the height from the ground to the base of the advertisement?	2.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.35 x Width: 5.85 x Depth: 0.003 metre(s)
What materials will the sign be made of? 3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	11 cm
The colour of text and background Black + red / orange / yellow / white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.65 metre(s)
Dimension:	Height: 0.42 x Width: 0.65 x Depth: 0.003 metre(s)
What materials will the sign be made of? 3mm wrapped Dibond	
What is the maximum height of any of the individual letters and symbols?	0 cm

4. Type of Proposed Advertisement(s)

The colour of text and background

Black + red / orange / yellow / white

Will the sign be illuminated?

No

Will the sign be illuminated internally or externally?

Illuminance levels

0 cd/m2

Will the illumination be static or intermittent?

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes ☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes ☒ No ☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes ☐ No

6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From

01/02/2022

To

01/02/2027

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

8. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☐ Yes ☒ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☒ The agent
☐ The applicant
☐ Other person

9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

11. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

11. Authority Employee/Member

It is an important principle of decision-making that the process is open and transparent.

☐ Yes ☒ No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

12. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them. ☒

Date (cannot be pre-application)

20/12/2021