

Shorne Parish Council

————— Borough of Gravesham —————

Clerk & Responsible Officer
Shorne Village Hall
The Street
Shorne
Nr Gravesend
Kent DA12 3EA

E-mail: clerk@shorneparishcouncil.org



8th May 2025

Application ref 20250379

The Copperfield Gravesend Road Shorne Gravesend Kent DA12 3JW

Consent to display advertisement; Installation of replacement of externally illuminated signs to include. 1x double sided post mounted pictorial, 2x single sided post mounted car park signs, 1x set of individual letters, 1x logo panel, 1x post mounted corex sign to form 'v' shape.

The last previous application regarding the external signage was Ref 20170751, on which the Parish Council submitted comments in objection to some aspects.

This present application reverts to that previously made, not all of which was permitted, and accordingly our comments are much the same as previously.

The Parish Council notes the rebranding and associated changes to colour scheme and décor and that the site is located in a rural part of the Green Belt where openness is valued.

1x double sided post mounted pictorial (Sign 01) – this replaces a broader sign and, being a narrower profile and more rural in style, is an improvement to visibility of the bus stop and entrance, so no objection. We consider this verge sign to be sufficient on its own.

2x single sided post mounted car park signs (Signs 02A and 02B) – These are additional to what is presently in place, having been removed from the previous plans before permission could be granted. As before, they are visually intrusive and we have concerns about these, especially 02A as the sign could block vehicles waiting to emerge from the car park access from seeing and being seen, this being particularly a problem as vehicles on the A226 are travelling at 50mph at this point. The signs are also illuminated, which increases light pollution in the area.

1x set of individual letters (Sign 03) and 1x logo panel (Sign 04) – These replace existing permitted signs so there is no objection.

1x post mounted corex sign to form 'v' shape (Sign 11) – This is also additional to what is presently in place, having been removed from the previous plans before permission could be granted. As proposed it only advertises the new brand. We **OBJECT** to this aspect as it is visually intrusive and an unnecessary proliferation of roadside clutter, which (as above) also contributes to preventing vehicles waiting to leave the car park from seeing and being seen.

Lighting intensity and timing controls in general: We request that Conditions should be attached regarding quantity, brightness and control mechanisms. All the exterior illumination (including other car park lights) should be of minimum intensity and controlled by timers (and security sensors) so that the lights are not on when the premises are closed for business. This is so as to minimise light pollution in the area, which is otherwise dark at night, and also the landscape impact.