



**Gravesham Borough Council**

Civic Centre  
Windmill Street  
Gravesend  
Kent  
DA12 1AU

**Highways and Transportation**

Kroner House  
Eurogate Business Park  
Ashford  
TN24 8XU

**Tel:** 03000 418181

**Date:** 8 May 2025

**Our Ref:** AC

**Application - GBC/20250379**

**Location - The Copperfield , Gravesend Road, Shorne, Gravesend Kent**

**Proposal - 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.**

Thank you for your consultation in relation to the above planning application. I have the following comments to make with respect to highway matters :-

Whilst I would not raise any objection to the proposed new signage, any signs must not affect the visibility for vehicles turning out of the access. I would therefore request that the signs either side of the access are set back at least 3m from the edge of the highway, to ensure they do not impact on the visibility splays.

Subject to the above and provided the following requirements are secured by condition or planning obligation, then I would raise no objection on behalf of the local highway authority:-

- No signs to be located within the visibility splays from the access.
- The illumination of any sign which is visible from the carriageway not to be of a flashing type
- The maximum value of luminance must not exceed the maximum permitted values for the relevant zone given in the Institution of Lighting Professionals 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'. The zones and their corresponding maximum level of luminance are detailed below:

Size of Advert/Sign - Up to 10m2:

- \* Zone E0 (Protected; dark) - 0 cdm-2
- \* Zone E1 (Natural; intrinsically dark) – 100 cdm-2
- \* Zone E2 (Rural; low district brightness) – 400 cdm-2
- \* Zone E3 (Suburban; Medium district brightness) – 600 cdm-2
- \* Zone E4 (Urban; High district brightness) – 600 cdm-2

Size of Advert/Sign - Over 10m2:

- \* Zone E0 (Protected; dark) - 0 cdm-2
- \* Zone E1 (Natural; intrinsically dark) – n/a
- \* Zone E2 (Rural; low district brightness) – 200 cdm-2
- \* Zone E3 (Suburban; Medium district brightness) – 300 cdm-2
- \* Zone E4 (Urban; High district brightness) – 300 cdm-2

All measurements are in Candelas per metre squared

#### **Note**

The applicants should be advised that a licence will be required from Kent County Council for any sign/furniture/awning within or overhanging the highway and in this regard they should contact KCC Highways & Transportation on 03000 418181

**It is important to note that Local Planning Authority (LPA) permission does not convey any approval to carry out works on or affecting the public highway.**

Any changes to or affecting the public highway in Kent require the formal agreement of the Highway Authority, Kent County Council (KCC), and it should not be assumed that this will be a given because LPA planning permission has been granted.

For this reason, anyone considering works which may affect the public highway, including any highway-owned street furniture or landscape assets such as grass, shrubs and trees, is advised to engage with KCC Highways and Transportation at an early stage in the design process.

Across the county there are pieces of land next to private homes and gardens and near the highway that do not look like roads or pavements but are actually part of the public highway.

Some of this highway land is owned by Kent County Council whilst some is owned by third party owners. Irrespective of the ownership, this land may have 'highway rights' over the topsoil.

Works on private land may also affect the public highway. These include works to cellars, to retaining walls which support the highway or land above the highway, and to balconies, signs or other structures which project over the highway. Such works also require the approval of the Highway Authority.

Kent County Council has now introduced a pre-application advice service in addition to a full formal technical approval process for new or altered highway assets, with the aim of improving future maintainability. Further details are available on our website below:

<https://www.kent.gov.uk/roads-and-travel/highway-permits-and-licences/highways-permissions-and-technical-guidance>.

This process applies to all development works affecting the public highway other than applications for vehicle crossings, which are covered by a separate approval process. Further details on this are available on our website below:

<https://www.kent.gov.uk/roads-and-travel/highway-permits-and-licences/apply-for-a-dropped-kerb/dropped-kerb-contractor-information>

Once planning approval for any development has been granted by the LPA, it is the responsibility of the applicant to ensure that before development commences, all necessary highway approvals and consents have been obtained, and that the limits of the highway boundary have been clearly established, since failure to do so may result in enforcement action being taken by the Highway Authority.

The applicant must also ensure that the details shown on the approved plans agree in every aspect with those approved under the relevant legislation and common law. It is therefore important for the applicant to contact KCC Highways and Transportation to progress this aspect of the works prior to commencement on site.

Further guidance for applicants, including information about how to clarify the highway boundary and links to application forms for vehicular crossings and other highway matters, may be found on Kent County Council's website:

<https://www.kent.gov.uk/roads-and-travel/highway-permits-and-licences/highways-permissions-and-technical-guidance>. Alternatively, KCC Highways and Transportation may be contacted by telephone: 03000 418181.

Yours faithfully

**Director of Highways & Transportation**

\*This is a statutory technical response on behalf of KCC as Highway Authority. If you wish to make representations in relation to highways matters associated with the planning application under consideration, please make these directly to the Planning Authority.