



Delegated Report

Advertisement Application

Planning Application No: 20240936

Location: Kent Space Ebbsfleet Ltd Fleet House Springhead Enterprise Park
Northfleet

Description: Advertisement consent for the erection of 9 no. internally illuminated and 1 no. non-illuminated external fascia signs to the northeast and southeast elevations of existing self storage unit.

Applicant: SK Ebbsfleet Limited, Trading As Storage King

Site Visit Date:

Submitted Documents/Plans

Application Form
Site Location Plan
Site Plan
EBS001 – Elevations
EBS002 – Photo Visual
Cover Letter
Signage Detail

Relevant Planning History

Reference	Description	Decision	Decision Date
20190151	Display of 6 x internally illuminated fascia signs.	Consent	30.04.2019
20181180	Application for variation of conditions 2 (Approved Plans), 5 (Restrictions on Subsequent Extension or Alteration), 7 (Vehicle Parking) and 8 (Cycle Parking) attached to planning permission reference number 20180731 for change of use to flexible Class B1 (Business) and/or Class B8 (Storage and Distribution) use, with associated amendments to the car parking layout and minor alterations to the external elevations, in order to allow the insertion of a full cover mezzanine floor, a revised and reconfigured car parking layout with further additional car parking spaces and the creation of a two tier cycle store	Permitted	11.01.2019
20180731	Change of use to flexible Class B1 (business) and/or Class B8 (warehouse) use, with associated amendments to the car parking layout and minor alterations to the external elevations.	Permitted	12.10.2018

Remaining history is pre 1990

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

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

Paragraph 33 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 9 – Promoting sustainable transport
- Section 12 – Achieving well-designed places

Supplementary Planning Guidance

- Supplementary Planning Guidance 3 – Advertisement control policy guidelines 2020

Consultations, Publicity and Representations

Consultees

Ebbsfleet Corporation

The EDC has no comments to make.

KCC Highways and Transportation

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

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

Neighbouring properties

8no. surrounding properties were consulted, and 0 comments were received from members of the public.

Officer's Analysis

Analysis

Paragraph 141 of the NPPF 2024 sets out that poorly sited and designed advertisements can have a negative impact on the quality and character of an area and that advertisements should be subject only to control in the interests of amenity and public safety, taking account of cumulative impacts.

The local interpretation of this policy approach is set out in Saved Policy TC8 of the Gravesham Local Plan 1994. This policy sets out that applications for advertisement consent will be determined with reference to the adopted SPG3 policy guidelines for advertisement control and that if displays are detrimental to public safety or to amenity, they will be resisted. In relation to the application site, which lies within the Urban Boundary in the Urban Area of Gravesend, Policies 4, 7 and 8 of the Council's SPG3 apply.

Policy 4 sets out that advertisement displays in other parts of the urban area of Gravesend and Northfleet will generally be acceptable on business premises, if they relate to the trade or activity carried on in the premises. Other advertisements will be considered on their individual merits and may be acceptable if they are viewed against a commercial background and, in the case of illuminated advertisements, are adequately screened from residential property.

Policy 7 sets out that advertisement displays will be expected to be sympathetic to the appearance of the building or land on which they are displayed and should not be an over-intrusive feature in the street scene or locality; they should not cause or add to an impression or clutter on a building or other land.

Policy 8 sets out those advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals or distract the attention of drivers.

As such, the principal issues in the determination of this application are whether it is acceptable in principle to have advertisements at the application site, and if so whether the proposed advertisements would be appropriate in amenity and public and highway safety terms.

Appropriateness in principle

The proposal would result in 5no. signs located at high level on the east elevation which faces onto Springhead Road. To the north elevation, 3no. adverts would be located at high level with 2no. adverts located at a lower part of the elevation. 9 of the 10 new adverts would be internally illuminated.

The Borough Council's adopted Advertisement Control Policy Guidelines (November 1996) divides the Borough into different areas, and it is reasonable to conclude that the application site falls within 'Other parts of the urban area of Gravesend and Northfleet'. The guidelines, through Policy 4, generally accept advertisements on business premises if they relate to the trade being carried out. It also indicates that illuminated advertisements may be acceptable if adequately screened from residential property. This guidance also supports the adopted development plan policy which requires adverts to be sympathetic to the building or land on which they are displayed, should not add clutter and should not be detrimental to public safety. In this case, the proposed signage relates to the storage use, which the site relates to. 9 illuminated adverts are proposed which would not directly face onto any residential properties. As such, the proposed adverts would comply with Policy 4 of Supplementary Planning Guidance 3 – Advertisement control policy guidelines 2020.

Amenity

Policy 7 sets out that advertisement displays will be expected to be sympathetic to the appearance of the building or land on which they are displayed and should not be an over-intrusive feature in the street scene or locality; they should not cause or add to an impression or clutter on a building or other land.

The proposed advertisement would have a minimal impact on the amenity of any surrounding properties, due to the location of the sign, reasonably set away from residential properties. It would also not create a Significant increase in the number and scale of signage and so would be appropriate to the existing character of the area.

As such, it is considered that proposed development would be in line with Saved Policy TC8 of the Local Plan 1994, the Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraph 141 of the NPPF 2024.

Public and Highway Safety

As set out in Policy 8, it is important that signage does not become a distraction for road users.

Artificial lighting can cause a statutory nuisance.

The sign would be set away from the residences to a reasonable degree.

The illumination of the signs would not exceed 300 cd/m², which would not be excessively bright. Setting the sign higher up the elevation, ensures that it would be visible from further along the road, allowing road users adequate time to view the information on the board mitigating concerns of hazardous driving. Its higher set on the elevation also reduced potential hazards to pedestrians passing the advert.

The KCC Highways Officer has not objected, subject to the assurance that the luminance would not exceed the following relevant levels:

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
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- * 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

It is considered that the area is Suburban in nature and so for signs of up to 10m², the luminance should be no greater than 600 cdm² and for signs over 10m², the luminance should be no greater than 300 cdm². The proposal would not result in any luminance over 300cdm² and so the scheme would be compliant with this.

Overall, it is considered that the proposed signage would be acceptable in public safety terms and would be

in line with Saved Policy TC8 of the Local Plan 1994, Policy 8 of the Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraph 141 of the NPPF 2024.

Conclusion

The proposed signage would be in keeping with the type of signage acceptable in this area and subject to the imposition of the standard advertisement conditions, would have no adverse impacts on residential amenity or on public and highway safety.

Recommendation

The recommendation is to approve this application.

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mrs Lisa Fisher	Team Leader:	Richard Hart
Signed:		Signed:	
Dated:	12th December 2024	Dated:	16th December 2024