

Application: 20250181

**TOWN AND COUNTRY PLANNING ACTS
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992**

NOTIFICATION OF REFUSAL OF EXPRESS CONSENT TO DISPLAY ADVERTISEMENT(S)

To: **Ebbsfleet Fried Chicken Ltd
8 The Hive
Northfleet
Gravesend
Kent
DA11 9DE**

TAKE NOTICE that the **GRAVESHAM BOROUGH COUNCIL**, the Local Planning Authority under the Town and Country Planning Acts, has **REFUSED EXPRESS CONSENT** for the display of (an) advertisement(s) situate:-

at **Ebbsfleet Fried Chicken
8 The Hive
Northfleet
Gravesend
Kent
DA11 9DE**

and being **Advertisement consent for the Display of 2.no non illuminated directional and advertisement sign boards, one at each end of Hive Lane mounted on lamp posts for a temporary period of three months.** Your application dated 20th March 2025 is refused on the following grounds:-

1. The proposed advertisements, by virtue of their design, material, temporary nature and siting on lamp post columns not within the applicant's ownership, would represent visual clutter and be unsympathetic to the character of the surrounding area. Furthermore, the proposed signage will not be placed against a commercial backdrop. As such the proposed advertisements would be contrary to the requirements of Policy CS19 of the Core Strategy 2014, Saved Policy TC8 of the Gravesham Local Plan First Review 1994, Policy 4 of the Borough Council's Advertisement Control policy guidelines and Paragraph 141 of the NPPF (2024).

Your attention is drawn to the following informatives

INFORMATIVES:-

1 DECISION PLANS

For the avoidance of doubt, the forms, plans and documents upon which this decision is made comprise:

- o Application Form
- o Site Location Map
- o Existing Block Plan
- o Proposed Block Plan
- o Plan of Sign

2 STATEMENT OF POSITIVE AND PROACTIVE APPROACH TO DECISION-MAKING

In accordance with Article 35 (2) of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended), and paragraph 39 of the National Planning Policy Framework (NPPF) 2024, the Local Planning Authority has approached the assessment and determination of this application in a positive and creative way and, where appropriate, has worked pro-actively with the applicant to secure a development that is sustainable and that improves the economic, social and environmental conditions of the area, and that is in accordance with the Development Plan for the area.

In this instance the proposal was contrary to local and national planning policy and could not be supported.

Dated: 13 May 2025

Civic Centre
Windmill Street
Gravesend
Kent
DA12 1AU

Shazad Ghani
MPhil, MA, BA (Hons)
Head of Planning
Planning Service

NOTIFICATION TO APPLICANT FOLLOWING REFUSAL OF CONSENT OR GRANT OF CONSENT SUBJECT TO CONDITIONS

Appeals to the Secretary of State

If you are aggrieved by the decision of your local planning authority to refuse consent for the proposed development, or to grant it subject to conditions, then you can appeal to the Secretary of State under Section 78 of the Town and Country Planning Act 1990.

- If this is a decision on an application relating to the same or substantially the same land and proposal as is already the subject of an advert discontinuance notice and if you want to appeal against the local planning authority's decision on your application, then you must do so within **28 days** of the date of this notice.
- If an advert discontinuance notice is served relating to the same or substantially the same land and proposal as in your application and if you want to appeal against the local planning authority's decision on your application and the discontinuance notice, then you must do so **before the date the advert discontinuance notice comes into effect**.
- In all other cases, you will need to submit your appeal against the local planning authority's decision, or any of the conditions imposed, within **8 weeks** of the date of this notice.

NOTE: Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted advertisement consent for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.