

Delegated Report

Advertisement Application

Planning Application No: 20250181

Location: Ebbsfleet Fried Chicken 8 The Hive Northfleet Gravesend

Description: 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.

Applicant: Ebbsfleet Fried Chicken Ltd

Site Visit Date: 31.03.2025

Submitted Documents/Plans

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

Relevant Planning History

No relevant planning history.

Development Plan

Gravesham Local Plan Core Strategy (2014)

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

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Consent

Paragraph 34 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 12 – Achieving Well-Designed Places

Supplementary Planning Guidance

- Supplementary Planning Guidance 3 – Advertisement control policy guidelines 2020

Consultations, Publicity and Representations

Consultees

KCC Highways

I refer to the above planning application and having considered the development proposals and the effect on the highway network, raise no objection on behalf of the local highway authority.
The Streetlighting team should be consulted on this application.

KCC Street Lighting

Please be advised that streetlighting do not allow any advertising to be placed on our columns.

GBC Licensing

No comment.

Local Ward Councillors

No comments received.

Neighbouring properties

The application was advertised by way of a site notice. The deadline for comments was 25.04.2025 and no comments were received.

Officer's Analysis

Paragraph 141 of the National Planning Policy Framework (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 proposed signage will be placed on lamp post columns and will likely appear as an act of flyposting which can be seen in and around the borough. The signs are also likely to be impacted by the elements and due to them not being sufficiently secured and only on a narrow lamp post column, therefore they may be blown around or damaged by rain. They would also represent visual clutter due to their temporary nature.

The applicant has not stated at which height the signage will be placed, this may also provide opportunities for vandalism if the signage is low enough.

Policy TC8 of the Local Plan First Review states:

All applications for advertisement consent will be examined in the light of the Borough Council's adopted policy guidelines for advertisement control and displays which are detrimental to public safety or to amenity will be resisted

The proposal seeks to erect two board signs on lamp posts along The Hive. Comments received from KCC Streetlighting state that they do not allow for signage to be placed on their columns. The applicant would

therefore be unable to proceed with attaching any signage to the lamp posts as these are not within the applicants ownership, regardless of the planning decision.

Furthermore Policy 4 of Gravesham's Advertisement Control policy guidelines states:

"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"

The proposed signage will be placed on lamp post columns away from the commercial premises and not with a commercial back drop. The proposal is therefore unacceptable and contrary to the requirements of Policy CS19 of the Core Strategy, Saved Policy TC8 of the Gravesham Local Plan First Review, Policy 4 of the Borough Council's Advertisement Control policy guidelines and Paragraph 141 of the NPPF (2024).

Amenity

The proposed signage would be affixed to lamppost columns for a period of three months. Due to the size and type of signage proposed these are not considered to have a detrimental effect on the amenity of neighbours. The signage will not be illuminated and will be fairly modest in terms of scale.

It is therefore considered that the proposed advert will have a minimal impact on the amenity of any surrounding properties.

Public and highway safety

The proposed signs are modest in size and will be placed on two lamp post columns along Hive Lane and so there would not be any impact on highway users. The signage would likely only attract attention of highway users during daylight hours as they are not illuminated.

Kent Country Council Highways and Transportation team have not raised an objection to the application.

As such, it is considered that the proposed sign would be acceptable in public safety terms and would be in line with Saved Policy TC8 of the Gravesham Local Plan First Review, Policy 8 of the Borough Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraph 141 of the NPPF (202).

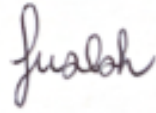
Conclusion

The proposed advertisements, by virtue of their design, material, temporary nature and siting on lamp post columns not within the applicants 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).

Recommendation

(For detailed reasons for refusal and informatives, see draft Decision)

Case Officer:	Mrs Sharon Sahota	Team Leader:	Mrs Faye Walsh
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Signed:		Signed:	
Dated:	12th May 2025	Dated:	13 May 2025