



Delegated Report

Advertisement Consent Application

Planning Application No: 20260031

Location: Land At Market Square And Horn Yard Car Parks New Swan Yard
Gravesend DA12 2EN

Description: Consent to display advertisement(s); Installation of 17 external signs.

Applicant: Reef Group and Partners

Site Visit Date: 30th January 2026

Submitted Documents/Plans

Planning Application Form;

Drawing No. 3732-LJA-E0-XX-DR-A-00005 – Red Boundary;

Drawing No. 3732-LJA-ZZ-ZZ-DR-A-00006 – Block Plan;

Drawing No. 3732-LJA-E01-XX-DR-A-05050 – E01 Proposed North Elevation;

Drawing No. 3732-LJA-E01-XX-DR-A-05051 – E01 Proposed East Elevation;

Drawing No. 3732-LJA-E01-XX-DR-A-05052 – E01 Proposed South Elevation;

Drawing No. 3732-LJA-E01-XX-DR-A-05053 – E01 Proposed West Elevation;

Drawing No. 3732-LJA-E02-XX-DR-A-05060 – E02 Proposed North Elevation;

Drawing No. 3732-LJA-E02-XX-DR-A-05061 – E02 Proposed East Elevation;

Drawing No. 3732-LJA-E02-XX-DR-A-05062 – E02 Proposed South Elevation;

Drawing No. 3732-LJA-E02-XX-DR-A-05063 – E02 Proposed West Elevation;

Drawing No. 3732-LJA-E03-XX-DR-A-05070 – E03 Proposed North Elevation;

Drawing No. 3732-LJA-E03-XX-DR-A-05071 – E03 Proposed East Elevation;

Drawing No. 3732-LJA-E03-XX-DR-A-05072 – E03 Proposed South Elevation;

Drawing No. 3732-LJA-E03-XX-DR-A-05073 – E03 Proposed West Elevation;

The Charter Advertisement Application Supporting Information – Revision A 19/01/26; and
Covering Letter.

Relevant Planning History

There is extensive planning history on this site which includes a large number of conditions. The following is the original planning permission to which this application relates:

Reference	Description	Decision	Decision Date
20200343	Erection of 242no. residential units for Build to Rent (C3 Use Class), within three blocks ranging from 3 to 10 storeys, together with multi-storey car park as well as access, pedestrian links, landscaping, highway and other associated works	Permitted	21.12.2020

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development

- CS02 – Scale & Distribution of Development
- CS05 – Gravesend Town Centre Opportunity Area
- CS18 – Climate Change
- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Control
- T1 – Impact of Development on Highway Network

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 (2021)

- Section 2 – Achieving Sustainable Development
- Section 12 – Achieving sustainable development and well-designed places
- Section 16 - Conserving and enhancing the historic environment

Supplementary Planning Guidance

- SPG3: Advertisement Control policy guidelines (1996, amended 2020)

Informal Guidance

- The Brightness of Illuminated Advertisements (Professional Lighting Guide 05) (2014).

Consultations, Publicity and Representations

Consultees

External

KCC Highways and Transportation

Having considered the development proposals and the effect on the highway network, raise no objection on behalf of the local highway authority.

Internal

GBC – Environmental Protection

There is no objection to this application. Any illuminated signs should be installed in accordance with the submitted details.

Publicity

Consultations are not required for the proposed adverts as they do not meet the requirements under section 13: Duty to consult in the Advertisement Regulations The Town and Country Planning (Control of Advertisements) (England) Regulations 2007



Officer's Analysis

The application site consists of the residential development known as The Charter, formerly Market Square and Horn Yard Car Parks, which has planning permission for the *Erection of 242no. residential units for Build to Rent (C3 Use Class), within three blocks ranging from 3 to 10 storeys, together with multi-storey car park as well as access, pedestrian links, landscaping, highway and other associated works* (App. Ref. 20200343). The site is located on the corner of Crooked Lane/Queen Street which is in the Heritage Quarter within the Gravesend Town Centre Opportunity Area. The overall development is currently in the final phases of construction with Block E03 already completed and occupied.

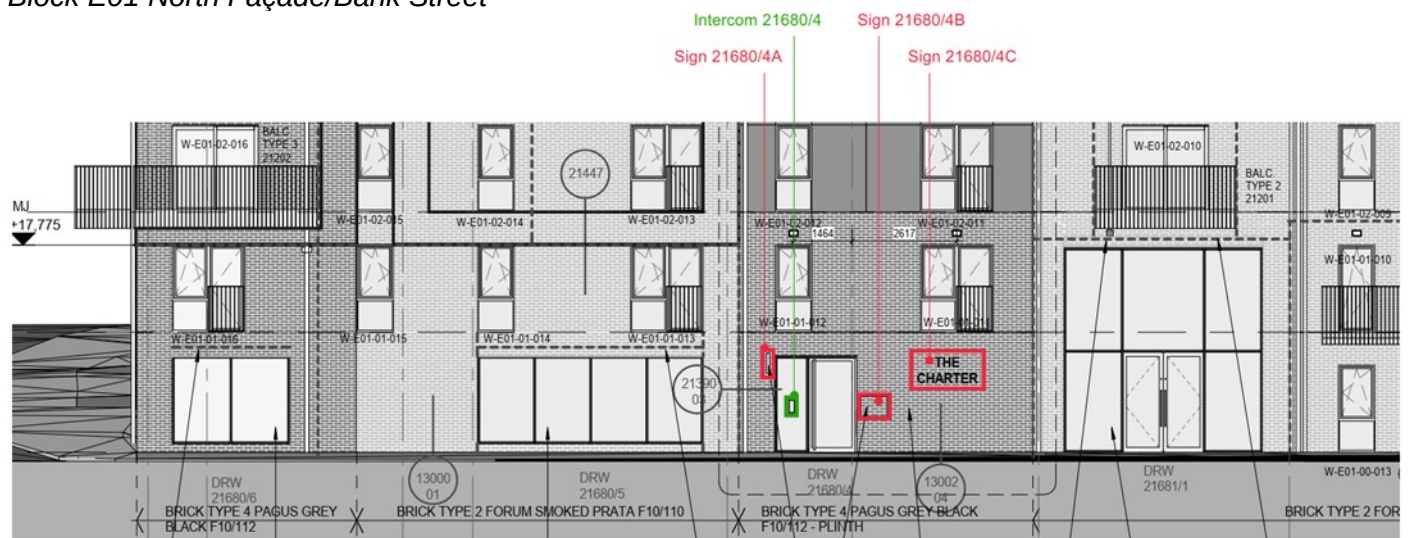
The proposal is advertisement consent application seeks permission for 17 external signs comprising:

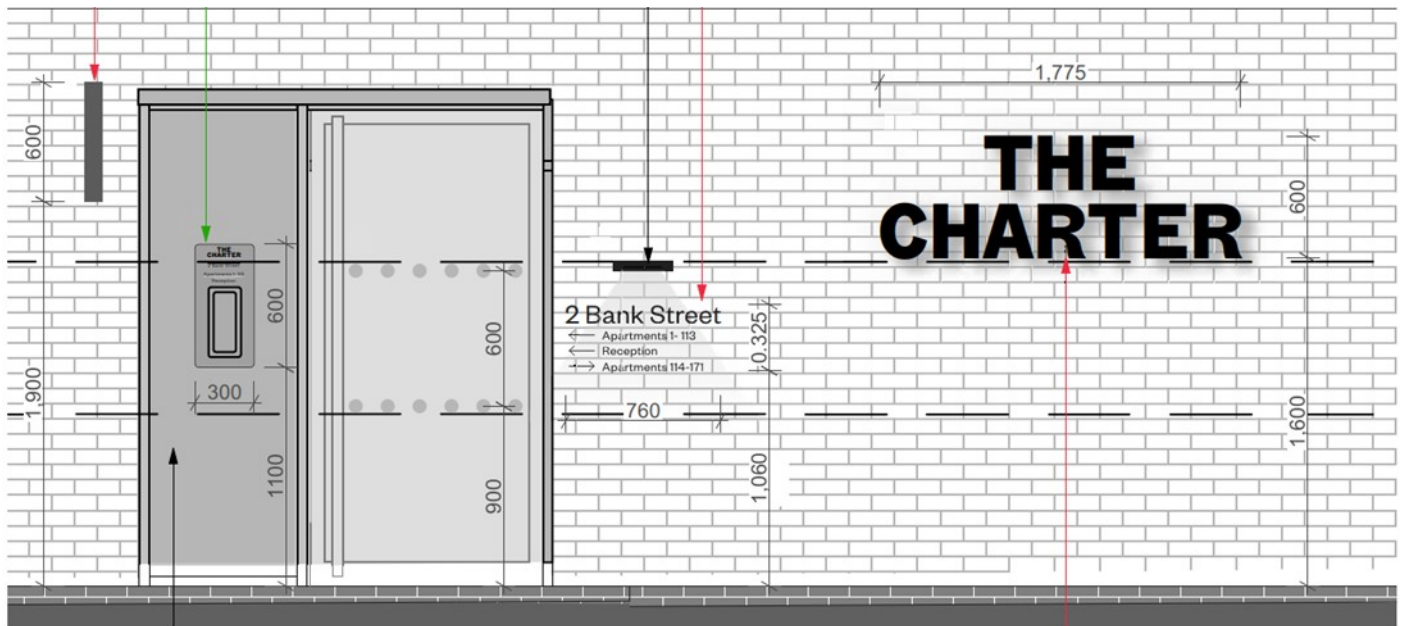
- Sign 21680/4A – E01 North Façade / Bank Street (East)
- Sign 21680/4B – E01 North Façade / Bank Street (East)
- Sign 21680/4C – E01 North Façade / Bank Street (East)
- Intercom 21680/4 – E01 North Façade / Bank Street (East)
- Sign 21680/1 – E01 North Façade / Bank Street (West)
- Intercom 21680/1 – E01 North Façade / Bank Street (West)
- Sign 21683 – E01 South Façade / Market Alley (East)
- Intercom 21863 – E01 South Façade / Market Alley (East)
- Sign 21684 – E01 South Façade / Market Alley (West)
- Intercom 21684 – E01 South Façade / Market Alley (West)
- Sign 21690A – E02 South Façade / Bank Street (East)
- Sign 21690B – E02 South Façade / Bank Street (East)
- Intercom 21690 – E02 South Façade / Bank Street (East)
- Sign 21046A – E03 West Façade / Horn Yard
- Sign 21046B – E03 West Façade / Horn Yard
- Intercom 21046 – E03 West Façade / Horn Yard
- Sign MSCPA 0 Mult Storey Car Park

The existing and proposed elevations are as follows:

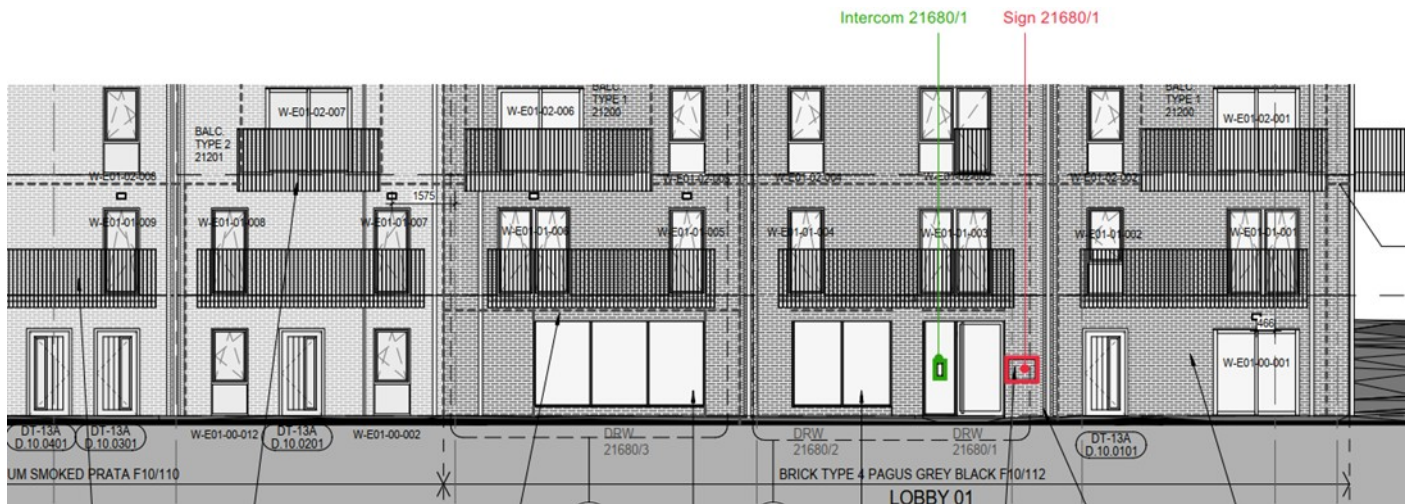
Proposed Advertisements

Block E01 North Façade/Bank Street

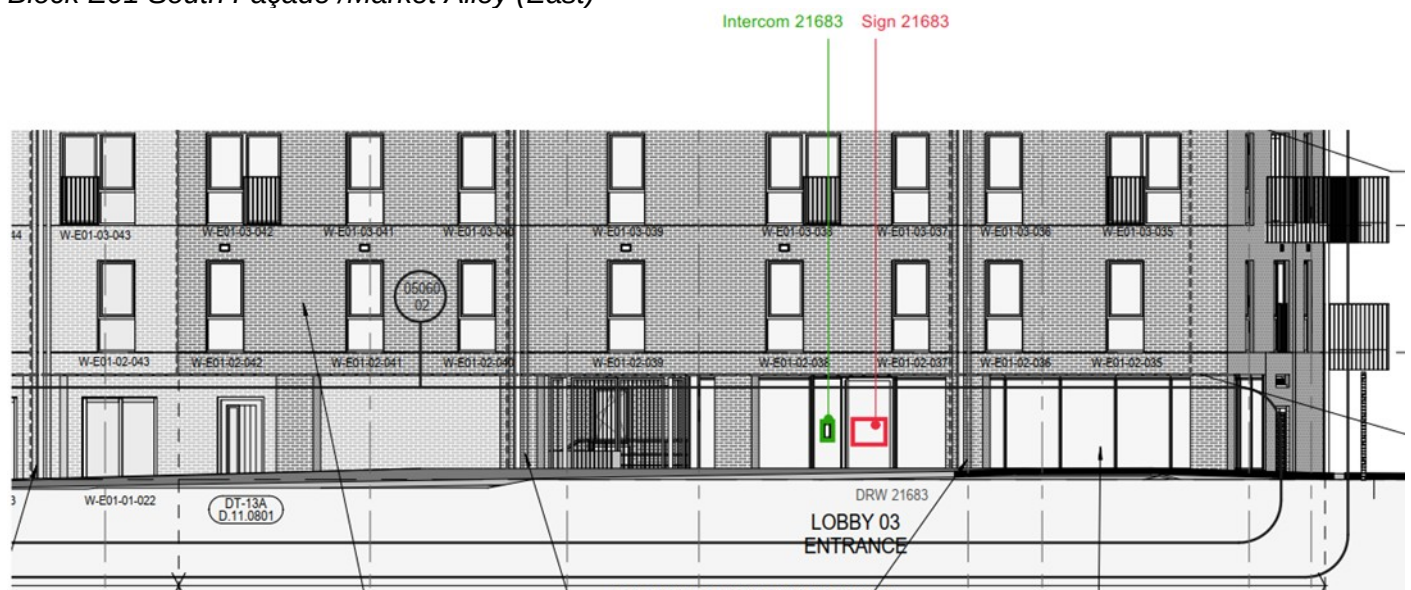




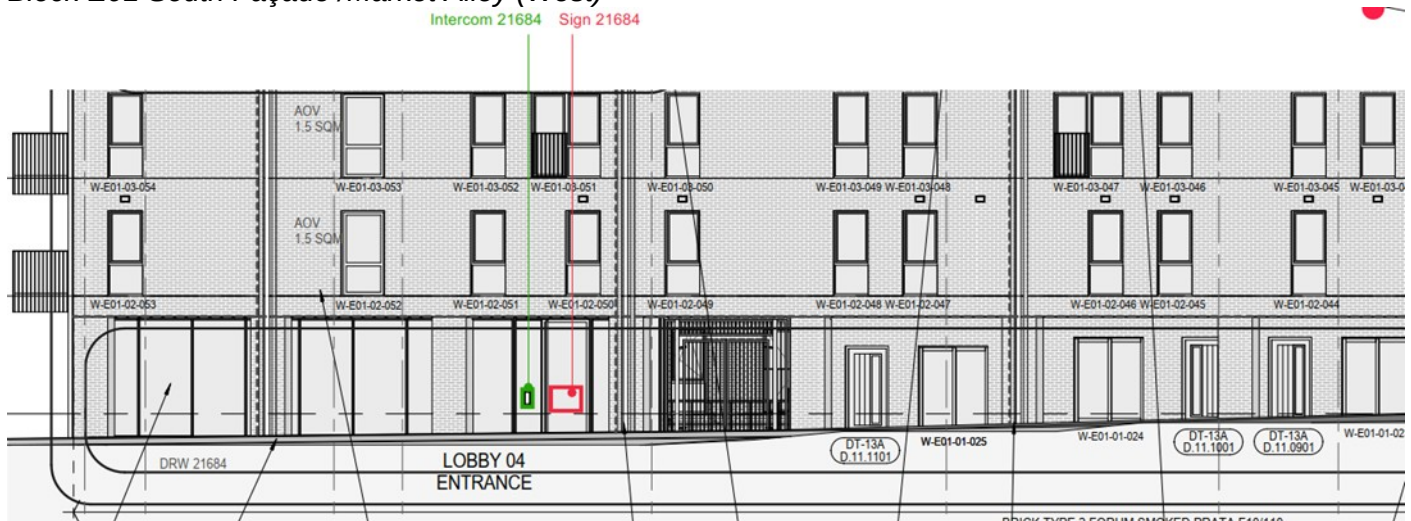
Block E01 North Façade/Bank Street (West)



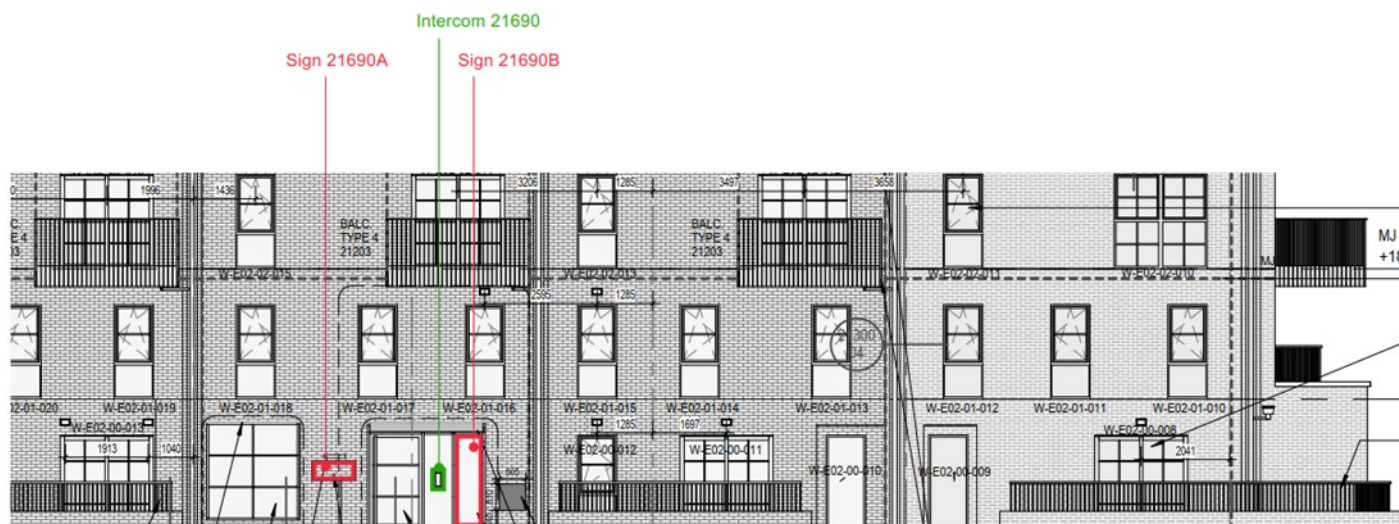
Block E01 South Façade /Market Alley (East)



Block E01 South Façade /Market Alley (West)



Block E02 South Façade /Bank Street (East)



Block E02 Lobby Entrance

Sign 21690/A Fixing & illumination

Powder coated aluminium individual letters - applied to brickwork with unbond (no nails) waterproof high grab adhesive.
LED downlight screw fixed:
Illuminance: 245 lx (average) - refer to appendix A



Sign 21690A

- Height: 0.185m / Width: 0.920m / Depth: 0.030m
- Height above ground: 1.200m
- Max. projection from face of building: 0.030m
- Max. height of any individual letter/symbol: 9cm
- Materials: Powder coated aluminium
- Colour: Dark grey

Sign 21690B

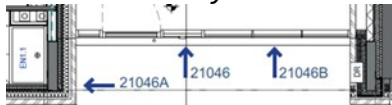
- Height: 2.290m / Width: 0.710m / Depth: 0.001m
- Height above ground: 0.050m
- Max. projection from face of building: 0.000m
- Max. height of any individual letter/symbol: 8cm
- Materials: Self-adhesive vinyl (applied internally)
- Colour: Red/pink/yellow/green/blue/grey/white



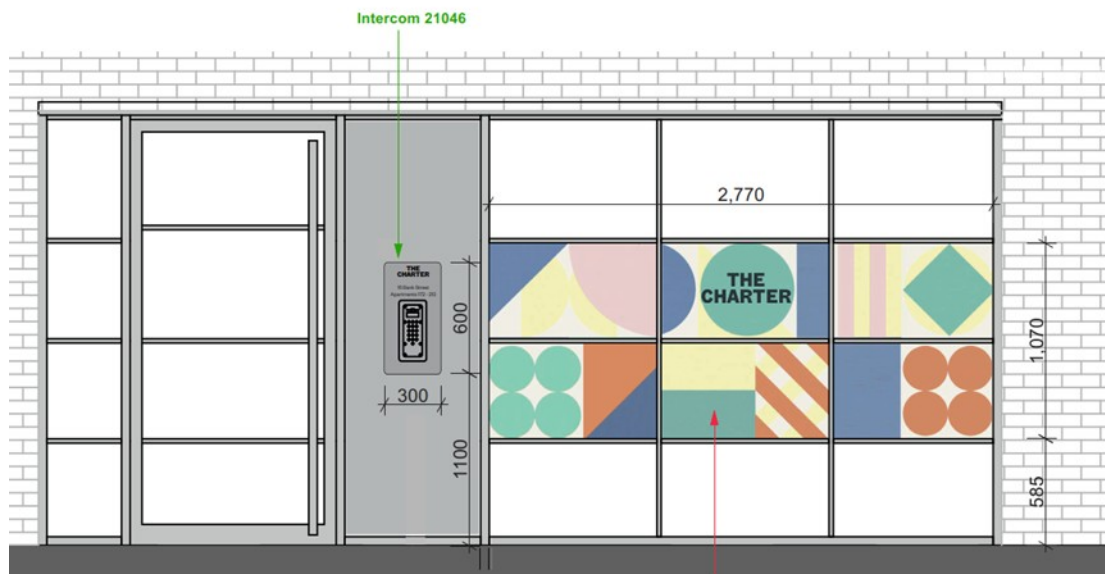
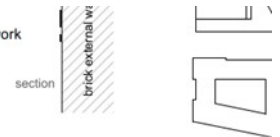
Block E03 West Façade/Horn Yard



Block E03 Lobby Entrance



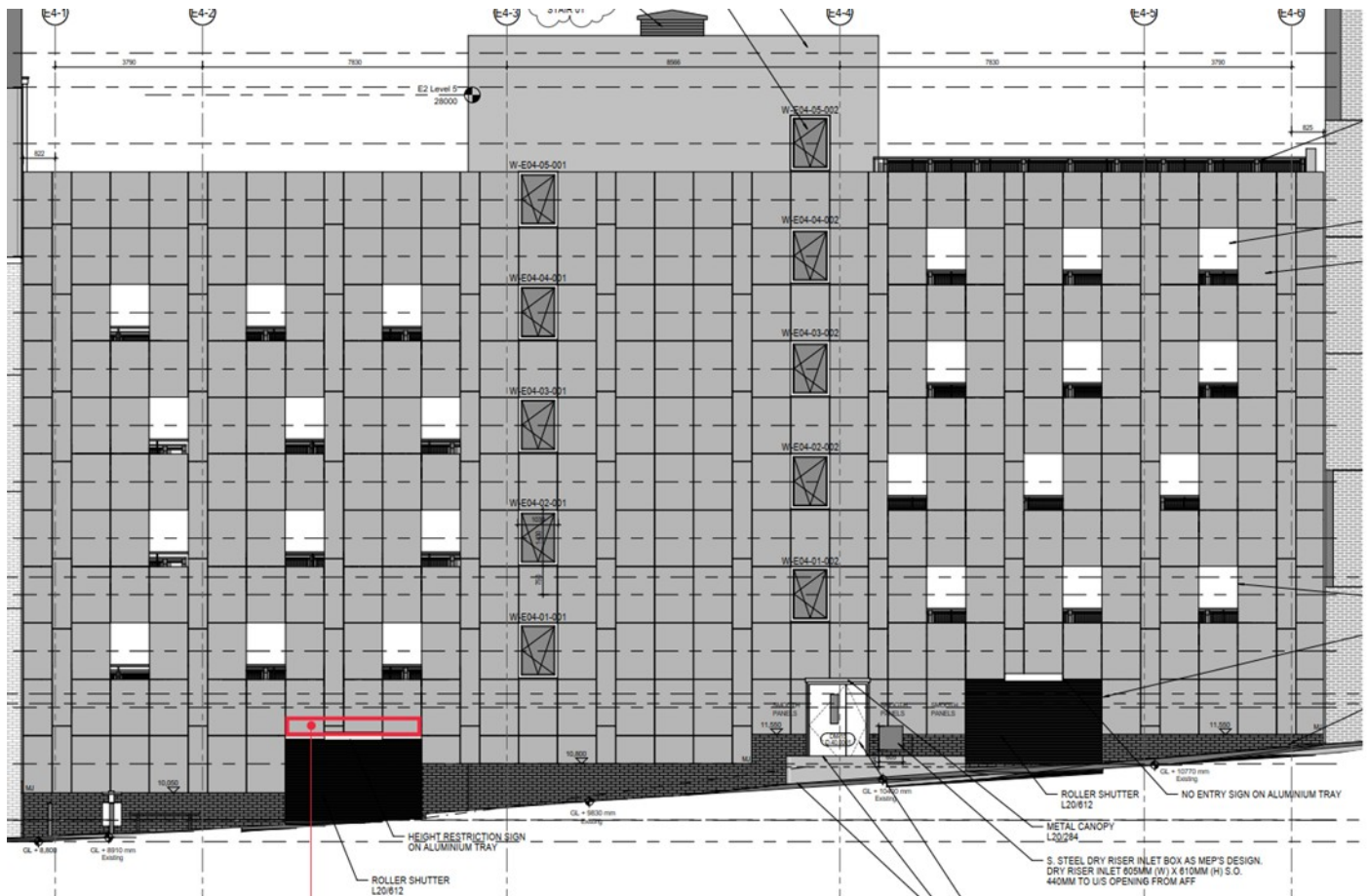
Sign 21046/A Fixing & illumination
Powder coated aluminium individual letters - applied to brickwork with unibond (no nails) waterproof high grab adhesive.
LED downlight screw fixed:
Illuminance: 245 lx (average) - refer to appendix A



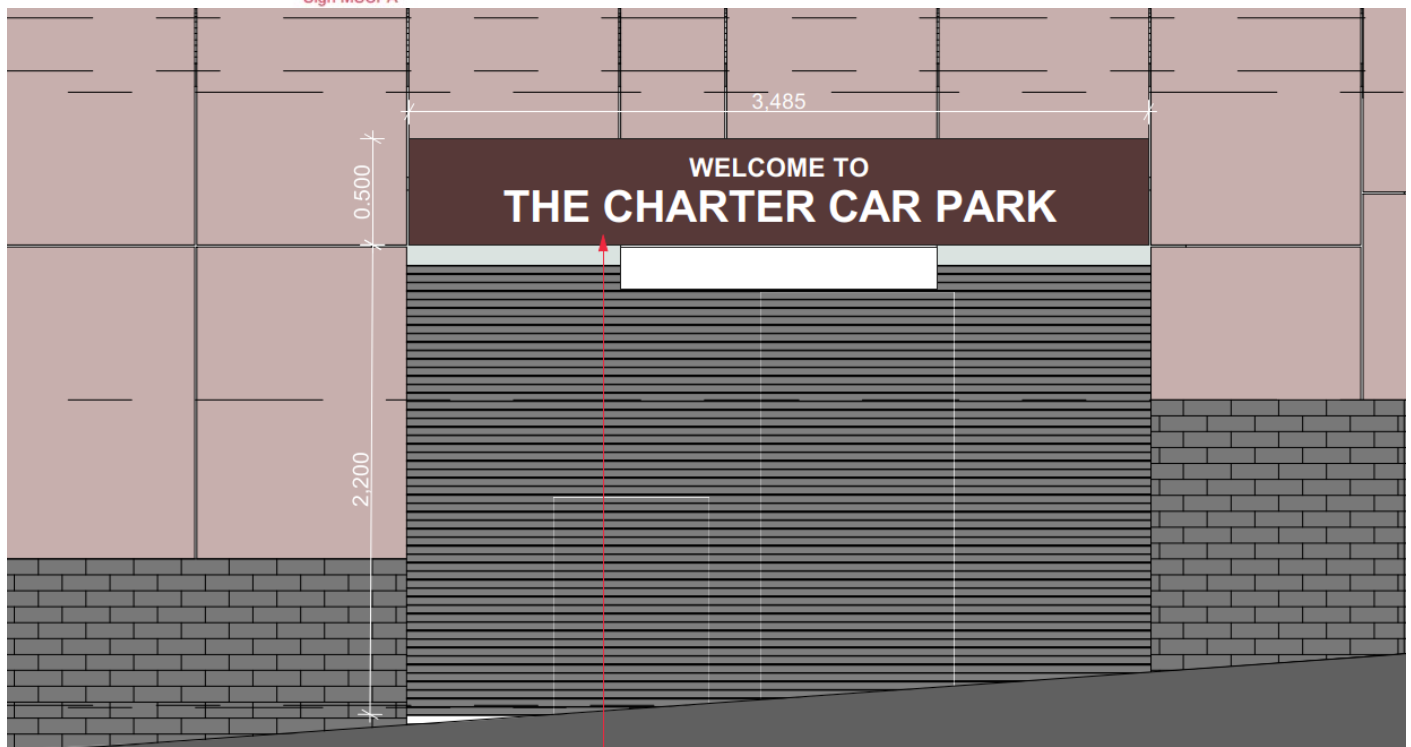
Sign 21046B
• Height: 1.070m / Width: 2.770m / Depth: 0.001m
• Height above ground: 0.585m
• Max. projection from face of building: 0.000m
• Max. height of any individual letter/symbol: 8cm
• Materials: Self-adhesive vinyl (applied internally)
• Colour: Red/pink/yellow/green/blue/grey/white

Sign 21046A
• Height: 0.185m / Width: 0.675m / Depth: 0.030m
• Height above ground: 1.200m
• Max. projection from face of building: 0.030m
• Max. height of any individual letter/symbol: 9cm
• Materials: Powder coated aluminium
• Colour: Dark grey

Multi-Storey Car Park West Façade



Sign MSCPA



Sign MSCPA Fixing (non-illuminated)

2mm powder coated aluminium sign with digitally printed graphics, screw-fixed to the car park metal cladding.

Sign MSCPA

- Height: 0.500m / Width: 3.485m / Depth: 0.050m
- Height above ground: 2.200m
- Max. projection from face of building: 0.050m
- Max. height of any individual letter/symbol: 15cm
- Materials: Powder coated aluminium
- Colour: Maroon/white



The proposed signage includes external street facing signage at the main entrances of all three blocks. Block E01 will feature illuminated signage, along with externally mounted hanging signage above the Lobby 1 entrance, enhanced by downlighting. Blocks E02 and E03 will incorporate matching downlighting to maintain visual consistency across the development. Additionally, branded vinyl signage will be applied to the glazing at the lobby entrances of blocks E02 and E03. A multi storey car park sign is also included on the west elevation. Further details of the appearance of the signage are set out within 'The Charter Supporting Information'.

At the time of the officer site visit the signage to Block E03 was already in place as can be seen from the photo below;



The principle considerations in the assessment of an Advertisement Consent application are:

- Amenity; and
- Public Safety.

Amenity

At a national level the NPPF (2024) recognises that the quality and character of places can suffer when advertisements are poorly sited and designed, and reinforces that the principal considerations should be amenity and public safety (paragraph 141). At a local level saved Policy TC8 (LPFR) requires applications to be examined in the light of the Borough Council's adopted policy guidelines for advertisement control and states that displays which are detrimental to public safety or amenity will be resisted. In respect of Conservation Areas, Policy CS20 (LPCS) and saved Policy TC3 (LPFR) support proposals which preserve and, where appropriate enhance the significance of the Borough's heritage assets.

The 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 the Gravesend Town Centre Shopping Area. The guidelines recognise that advertisement displays can add to the appearance of Gravesend as a lively and prosperous shopping centre and accordingly the level of advertisement display acceptable in the town centre shopping area will be higher than elsewhere in the borough. Through Policy 1 it is stated that advertisements including illuminated advertisements will generally be acceptable on business premises in the town centre shopping area however, the Council will wish to see that displays are well designed and attractive.

The proposed signage is considered simple, modern, uncluttered and appropriately designed. It provides necessary information relating to the residential blocks, including the apartment numbers. It would lead to a uniform appearance across the residential blocks of The Charter. In terms of illuminance, this has been kept to a minimum with the use of downlighting with a luminance of 245 cd/m². This is acceptable as it would be well within the maximum luminance levels for urban areas of 600 cd/m² as set out in the guidance set by the Institution of Lighting Professionals in the Professional Lighting Guide 05: The Brightness of Illuminated Advertisements (Zone E4: Urban - High district brightness).

It is considered that the proposed signage strategy for Blocks E01, E02 and E03 of 'The Charter' would be sympathetic and acceptable to their setting and would not detract from the character of the area. In respect of amenity the proposal is considered compliant with Policies CS05 and CS19 (LPCS) and saved Policy TC8 (LPFR).

Public Safety

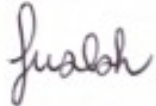
Policy 8 of SPG3 states that advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers. Due to the size, style and location of the signs, they would be acceptable in terms of highway and pedestrian safety. Overall, it is considered that the proposed advertisements would be acceptable in public safety terms and in respect of this matter the proposal would be compliant with Policies CS11 and CS19 (LPCS) and saved Policies T1 and TC8 (LPFR).

Conclusion & Recommendation

The proposed signage would be acceptable in respect of amenity and public safety and would preserve the character and appearance of the area.

Recommendation – Advertisement Consent

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Amanda Cue	Team Leader:	Mrs Faye Walsh
Signed:	<i>A Cue</i>	Signed:	
Dated:	6 th March 2026	Dated:	09 March 2026