



Delegated Report

Advertisement Consent Application

Planning Application No: 20251043

Location: 183-185 Parrock Street Gravesend Kent

Description: Advert Consent for Fascia signage, logo letter and number on window of shop front as per 184-185 Parrock Street and installation of clock on 184-185 Parrock Street elevation.

Applicant: Mr Michael Sears

Site Visit Date: 31/10/2025

Submitted Documents/Plans

- Application form;
- Drawing no. Clock Drums;
- Drawing no. 001 Rev. A – Existing Floor Plan, Existing Elevation, Location Plan;
- Drawing no. 002 Rev. A – Proposed Floor Plan, Proposed Elevation, Location Plan;
- Drawing no. 003 Rev. A – Proposed Shop Front;
- Design and Access Statement.

Relevant Planning History

Reference	Description	Decision	Decision Date
20020803	Display of internally illuminated fascia sign - Permitted Display of Internally illuminated projecting box sign at fascia level - Refused.	Split Decision	22.11.2002
19940204	Display of an internally illuminated sign and surround.	Consent for Advert	31.08.1994
19850051	Installation of new shopfront	Withdrawn	02.02.1985
19840957	Display of internally illuminated double sided projecting box sign and fascia box sign with internally illuminated lettering	Consent for Advert	25.02.1985
19820024	Change of use of 1st and 2nd floors from residential to offices	Permitted	24.02.1982

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS18 – Climate Change
- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- TC3 – Conservation Areas

- TC8 – Advertisement Control

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.

Other material considerations

Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended which states that, with respect to buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

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)
- King Street Conservation Area Appraisal (2009)
- Management Plan Gravesend Town Centre Conservation Areas (2009)

Informal Guidance

- Shopfront design sheet 5: Signs and advertisement; fascia, projecting signs, lettering and lighting (2020)
- The Brightness of Illuminated Advertisements (Professional Lighting Guide 05) (2014).

Consultations, Publicity and Representations

Consultees

No response:

- Ward Councillors

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 a three storey building situated on the eastern side of Parrock Street made up of nos. 183-185. No. 183 is in use as 'King Prior MacDonald Bridge Solicitors' and nos. 184-185 is in use as 'Sealeys' estate agent. The site is located in the King Street Conservation Area and the Gravesend Town Centre Opportunity Area.

The proposal is for a replacement signage at no. 183. The description and drawings also show the

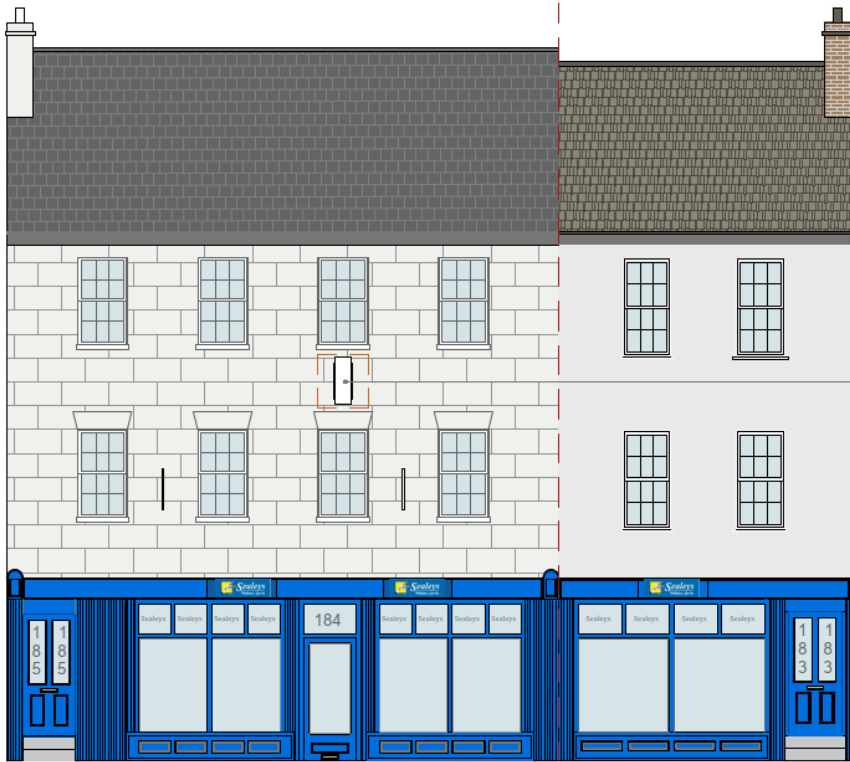
proposed shopfront at no. 183 and proposed clock at nos. 184-185 Parrock Street but there is an accompanying planning application for these matters (ref. 20251042) so please refer to the delegated report for that application for the assessment of those elements.

The existing and proposed elevations are as follows:

Existing

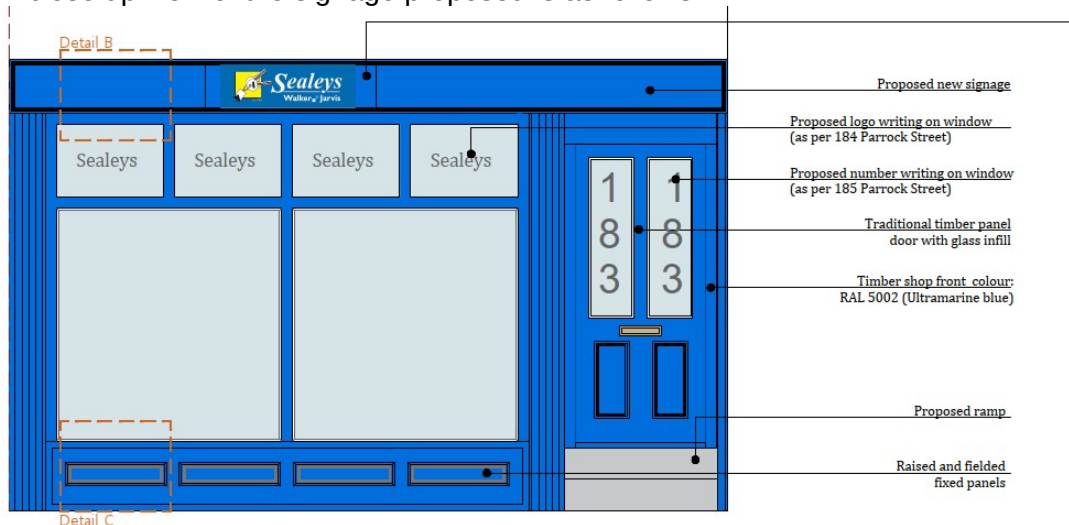


Proposed



Front Elevation
1:100

A close up view of the signage proposed is as follows:



Proposed light box signage on fascia board as 184-185 Parrock Street

Front Shop Front
1:20

It would consist of a replacement fascia sign which would have a blue background panel with projecting central section reading 'Sealeys Walker & Jarvis' in white with a set of keys. There would be logo lettering in the four upper windows of the shopfront reading 'Sealeys' and the building 'no. 183' in the two upper glazed panels of the door.

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 site is also located in a Conservation Area and in this respect Policy 5 states that in or adjoining conservation areas the protection of amenity will be the paramount consideration. Advertisements should harmonise with the architectural features of any building on which they are displayed and not otherwise detract from the appearance of the Conservation Area.

The proposed signage is considered simple, modern, uncluttered and appropriately designed. The fascia sign, the Sealeys lettering in the upper windows of the shopfront and the building number in the upper glazed panels of the door would replicate what already exists at nos. 184-185 Parrock Street which are currently in use as Sealeys:



It would therefore lead to a uniform appearance across the buildings and the proposed fascia would be an improvement on the existing situation as it would result in the fascia of no. 183 being reduced in depth and aligning with the signage at nos. 184 & 185 which is not currently the case. The fascia sign would be

internally illuminated and it is stated on the application form that the luminance would be 300 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 fascia sign, lettering in the upper windows of the shopfront and the building number in the glazed upper panels of the door would be in keeping with its design and character of the host building and would preserve the character and appearance of the King Street Conservation Area. In respect of amenity the proposal is considered compliant with Policies CS19 and CS20 (LPCS) and saved Policies TC3 & 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 small scale of the fascia sign and its simple appearance as well as that of the lettering in the upper windows of the shopfront and the lettering in the two upper glazed panels of the door, 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 King Street Conservation Area.

Recommendation – Advertisement Consent

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Richard Hart
Signed:	<i>Rebecca Harrison</i>	Signed:	<i>R Hart</i>
Dated:	9th December 2025	Dated:	10th December 2025