

8 September 2025

Attn: Planning Department
Gravesham Borough Council
Civic Centre
Gravesend
Kent
DA12 1AU

Project name: Marling Cross Site Compound Temporary Skills Hub
Project no: B2415302

Subject: The display of a single 'Lower Thames Crossing Skills Hub' branded welcome fascia sign on the external façade of the Marling Cross site compound temporary Skills Hub, Hever Court Road/Valley Drive, Gravesend, DA12 5UD

Dear Sir/Madam

On behalf of National Highways, please find enclosed an application for Express Advertisement Consent in relation to the above description under Regulation 9 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The application relates to the Marling Cross site which is currently being utilised by National Highways as a temporary compound comprising portable cabin units for office and ancillary welfare facilities on the southern part of the site, as well as a laydown area for storage and a car parking area, to support the staff employed for Ground Investigation work as part of the Lower Thames Crossing project. This temporary use was originally approved on 18 July 2019 via application reference 20190482 (as subsequently amended by minor material amendment application reference 20191217), and then subsequently extended under application references 20210674 and 20231316 until 31 December 2026.

As part of this National Highways are due to utilise the existing office space as a temporary 'Skills Hub' to facilitate staff training for the remainder of the 20231316 permission, and as such are proposing to display a 'Lower Thames Crossing Skills Hub' branded welcome fascia sign on the northern-facing external façade of the portable cabin units facing the car park.

The application submission includes the following:

- Completed application form.
- The appropriate fee of £168.
- Location Plan (1:1250@A1).
- A clear photograph of the existing building façade.
- Proposed Section noting dimensions and fixing details (MHC24000-BBMP-00-XX-DR-W-0014 Rev. P02) (1:50@A1 to show the section on the building façade).
- Proposed Elevation noting dimensions and materials (MHC24000-BBMP-00-XX-DR-W-0015 Rev. P02) (1:50@A1 to show the elevation on the building façade).

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- A visualisation noting dimensions and colours.
- National Highways Visual Colour Palette.

Site Description and Context

The site is located in an urban area as identified on the Local Plan Core Strategy (2014) Policies Map. There are no listed buildings or conservation areas in close proximity to the site and the site is also not within a sensitive landscape area or visually prominent location. The Green Belt boundary extends up to the two roundabouts located to the south of the site, however the site itself is not within the Green Belt. To the north and east of the site are residential dwellings on MacKenzie Way and Franklin Road. The site is separated from the dwellings at MacKenzie Way and set back and screened from the dwellings on Franklin Road by features including brick walls on curtilage boundaries and mature trees. There is also a band of scrub adjacent to the eastern edge of the site which partially screens the site from Valley Drive. The A2 lies to the south of the site and forms the edge of the urban boundary, and the land directly to the west of the site is undeveloped woodland and scrub.

Brief description of proposal

The proposed welcome fascia sign will be 2.5m in height, 6m in width and will have a maximum projection from the façade of the building of 0.1m. The sign will consist of two background colours (turquoise Pantone 326 and navy Pantone 282, refer to National Highways Visual Colour Palette), and read *'Welcome to the Lower Thames Crossing Skills Hub Gravesham'*. The colour of the lettering will consist of a mix of the same turquoise Pantone 326 as well as white text, the maximum height of which will be 0.3m. The sign will not be illuminated. These details are shown on the visualisation submitted as part of the application.

As stated above it is proposed that the sign be displayed on a temporary basis for the remainder of the 20231316 permission until the site ceases to be utilised as a construction compound (until 31 December 2025, unless an extension to the permissions is sought).

Additional directional signage

In addition to the welcome fascia sign, National Highways wish to display a smaller directional fascia sign to direct users of the skills hub from the car park to the building entrance on the western side of the building (which is not visible from the car park). This sign would consist of similar Lower Thames Crossing Skills Hub Gravesham branding, with an arrow underneath the text to direct users to the entrance to the stairway.

It is noted that Schedule 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 outlines classes of advertisement for which deemed consent is granted, including Class 2 for *'Miscellaneous advertisements relating to the premises on which they are displayed'*. Class 2A specifies that deemed consent applies to *'An advertisement displayed for the purpose of identification, direction or warning, with respect to the land or building on which it is displayed'*, so long as it complies with the following conditions and limitations:

'(1) No advertisement may exceed 0.3 square metre in area.

(2) Illumination is not permitted.

(3) No character or symbol on the advertisement may be more than 0.75 metre in height, or 0.3 metre in an area of special control.

(4) No part of the advertisement may be more than 4.6 metres above ground level, or 3.6 metres in an area of special control.'

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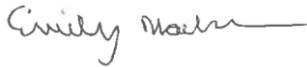
Jacobs

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It is considered that the directional signage as described above would fall within Class 2A and would comply with the relevant conditions and limitations, and therefore that deemed consent would apply. The additional directional signage is therefore outside the scope of this application for Express Consent.

I trust that this submission provides you with all the information you require to validate and determine this application. However, should you have any queries, or require any further information, please do not hesitate to contact me.

Yours faithfully,



Emily Moulson
Town Planner

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