



Delegated Report

Advertisement Consent

Planning Application No: 20231322

Location: Advertising Right Flank Wall 175 High Street Northfleet Gravesend

Description: Consent for the erection of a gable end digital display to replace existing poster.

Applicant: Wildstone Estates Limited

Site Visit Date: 11th January 2024

Submitted Documents/Plans

Application Form
9391 PA 01 – Site Location Plan
9391 PA 02 – Existing Site Plan
9391 PA 03 – Proposed Site Plan
9391 PA 04 – Existing and Proposed Elevations
Appendix 1 D. Poster
Appendix 2 Lighting Conditions
Appendix 3 Model Conditions
Appendix 4 Gable End Examples
Original Cover Letter
Resubmission Cover Letter

Relevant Planning History

Reference	Description	Decision	Decision Date
20231106	Consent for the erection of a gable end digital display to replace existing poster.	Permitted	15.12.2023
20140268	Retention of the shop front.	Permitted	16.05.2014
20110831	Change of use from A3/A4 to A5 hot food takeaway with delivery service.	Permitted	25.11.2011
19850498	Continued display of 48 sheet advertisement panel on the western flank wall	Refused and dismissed at appeal	05.09.1985
19840624	Alterations to front and side elevations	Permitted	06.09.1984
19840524	Display of one 48 sheet advertisement hoarding on the side elevation	Refused	24.07.1984

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

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

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Consent
- T1 – Impact of Development on the Highway Network

Paragraph 33 of the NPPF (2023) 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 (2023), the Council will also seek to replace these.

National Planning Policy Framework (2023)

- Section 2 – Achieving Sustainable Development
- Section 9 – Promoting sustainable transport
- Section 12 – Achieving well-designed and beautiful places

Supplementary Planning Guidance

- Supplementary Planning Guidance 3 – Advertisement control policy guidelines 2020

Consultations, Publicity and Representations

Consultees

Ward Councillors:

No comments received.

GBC Highways Officer:

With the only change between this application and 20231106 being the hours of operation so the sign is switched off between 11pm and 5pm (and not 5pm) I have no objections.

Neighbouring properties

A site notice was placed on 11.01.24 and 17no. surrounding properties were consulted. No comments were received from members of the public. The final date to submit comments ended on 01.02.24.

Officer's Analysis

Changes from previous approval

It is noted that the proposed details in this application reflect those submitted under planning approval 20231322. As details in the resubmission cover letter, this application is a resubmission with no changes made to correct an error in condition 14 imposed on the decision notice.

Condition 14 is as follows:

The advertising board shall be switched off, to a black screen without illumination, between the hours of 11PM and 5 PM.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

The hours the board should be switched off are between 11PM and 5AM (Not PM).

Where relevant the following assessment will reflect the previous made, for consistency. However, thus will take into account any changes made as part of the recent NPPF update, which for the purposes of this assessment made no material changes with the exception of altered paragraph numbers.

Analysis

Paragraph 141 of the NPPF 2023 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 local interpretation of this policy approach is set out in Saved Policy TC8 of the Gravesham Local Plan 1994. This policy sets out that applications for advertisement consent will be determined with reference to the adopted SPG3 policy guidelines for advertisement control and that if displays are detrimental to public safety or to amenity, they will be resisted. In relation to the application site, which lies within the Urban Boundary in the Urban Area of Gravesend, Policies 3, 7 and 8 of the Council's SPG3 apply.

Policy 3 sets out that illuminated advertisements in residential areas and villages will be resisted except in special circumstances where a functional advertisement is essential for the operation of the business or activity carried on after normal shopping hours. Other advertisements will be restricted to the essential identification of business premises.

Policy 7 sets out that advertisement displays will be expected to be sympathetic to the appearance of the building or land on which they are displayed and should not be an over-intrusive feature in the street scene or locality; they should not cause or add to an impression or clutter on a building or other land.

Policy 8 sets out those advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals or distract the attention of drivers.

As such, the principal issues in the determination of this application are whether it is acceptable in principle to have an illuminated advertisements at the application site, and if so whether the proposed advertisements would be appropriate in amenity and public and highway safety terms.

Appropriateness in principle

The existing elevation contains a 6m by 3m paper advertising board. The proposal would remove this and replace it with a digitally illuminated advertising board of the same size but set higher on the elevation at 4.45m from ground level. The illuminated board would have illuminance levels of 300 cd/m².

The Borough 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 a Local Shopping Centre. Policy 2 of the Advertisement Control Policy Guidelines (November 1996) advises that illuminated advertisements may be acceptable where they are adequately screened from residential property or are essential for the operation of a business, open after normal shopping hours.

Amenity

Policy 7 sets out that advertisement displays will be expected to be sympathetic to the appearance of the building or land on which they are displayed and should not be an over-intrusive feature in the street scene or locality; they should not cause or add to an impression or clutter on a building or other land.

The proposed advertisement would have a minimal impact on the amenity of any surrounding properties, due to the location of the sign, reasonably set away from residential properties. It would also not create a

any increase in signage and so would be appropriate to the existing character of the area.

As such, it is considered that proposed development would be in line with Saved Policy TC8 of the Local Plan 1994, the Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraph 141 of the NPPF 2023.

Public and Highway Safety

As set out in Policy 8, it is important that signage does not become a distraction for road users.

Artificial lighting can cause a statutory nuisance.

The sign would be set away from the residences to a reasonable degree, due to its angular position facing the highway. The illumination of the signs would not exceed 300 cd/m², which would not be excessively bright. Setting the sign higher up the elevation, ensures that it would be visible from further along the road, allowing road users adequate time to view the information on the board mitigating concerns of hazardous driving. Its higher set on the elevation also reduced potential hazards to pedestrians passing the advert.

The GBS Highways Officer has not objected, subject to the inclusion of conditions related to hours of use and extent of the luminance. However, as one sign will project over the highway, an informative should be added to remind the applicant to consult the Highway Authority (KCC) to determine if a licence is required and if there are any special requirements that will need to be addressed.

Overall, it is considered that the proposed signage would be acceptable in public safety terms and would be in line with Saved Policy TC8 of the Local Plan 1994, Policy 8 of the Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraph 141 of the NPPF 2023.

Conclusion & Recommendation

The proposed signage would be in keeping with the type of signage acceptable in this area and subject to the imposition of the standard advertisement conditions, would have no adverse impacts on residential amenity or on public and highway safety.

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

Case Officer:	Mrs Lisa Fisher	Team Leader:	Richard Hart
Signed:		Signed:	
Dated:	18th January 2024	Dated:	6th February 2024