



planning.general@gravesham.gov.uk / 01474 33 73 91
 Civic Centre, Windmill Street, Gravesend DA12 1AU

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Sir John Falstaff

Address Line 1

Gravesend Road

Address Line 2

Higham

Address Line 3

Kent

Town/city

Rochester

Postcode

ME3 7NZ

Description of site location must be completed if postcode is not known:

Easting (x)

571100

Northing (y)

170879

Description

Applicant Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

- ☒ Yes
☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

ERECTION OF ILLUMINATED AND NON-ILLUMINATED SIGNS TO THE EXTERIOR OF THE BUILDING

SIGN A - ONE X NEW PICTORIAL TO EXISTING BRACKET AND NEW LINOLITES
SIGN B - ONE X NEW FASCIA SIGN WITH A SET OF INDIVIDUAL LETTERS AND TROUGH LIGHT
SIGN C - ONE X NEW A0 POSTER CASE
SIGN D - FIVE X NEW SMALL LED FLOODLIGHTS
SIGN E - FOUR X NEW WALL LIGHTS
SIGN F - ONE X NEW NAMEBOARD WITH TROUGH LIGHT
SIGN G - THREE X NEW AMENITY SIGNS
SIGN H - ONE X NEW SET OF INDIVIDUAL HOUSENAME LETTERS

Advertisement Type:

Projecting or Hanging Sign

Height:

1.1 metres

Width:

0.8 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

3.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

60 centimetres

What materials will the advertisement be made of?:

ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND AND PICTORIAL IMAGE TO EXISTING BRACKET WITH NEW LINOLITES

The colour of text and background:

RAL 9004 BACKGROUND WITH RAL 1020 BORDER AND PICTORIAL IMAGE WITH J DH PANEL WHITE TEXT

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.5 metres

Width:

4.6 metres

Depth:

0.04 metres

What is the height from the ground to the base of the advertisement?:

2.8 metres

What is the maximum projection of the advertisement from the face of the building?:

0.04 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

ALUMINIUM FACE PANEL WITH J PAINTED BACKGROUND AND INDIVIDUAL 10MM LETTERS

The colour of text and background:

RAL 9004 BACKGROUND WITH RAL 1020 BORDER WITH J DH PANEL WHITE INDIVIDUAL LETTERS

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

0.908 metres

Width:

1.25 metres

Depth:

0.06 metres

What is the height from the ground to the base of the advertisement?:

1 metres

What is the maximum projection of the advertisement from the face of the building?:

0.06 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

ALUMINIUM A0 POSTER CASE

The colour of text and background:

RAL 9004 BACKGROUND WITH EXTERIOR OF POST CASE FINISHED IN RAL 1020 WITH DH PANEL WHITE VINYL TEXT ON BACK PANEL

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

0.235 metres

Width:

0.238 metres

Depth:

0.038 metres

What is the height from the ground to the base of the advertisement?:

5.25 metres

What is the maximum projection of the advertisement from the face of the building?:

0.235 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

LED FLOODLIGHTS X 5

The colour of text and background:

BLACK

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.28 metres

Width:

0.2 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

2 metres

What is the maximum projection of the advertisement from the face of the building?:

0.2 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

WALL LIGHTS

The colour of text and background:

BRASS FINISH

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

1.45 metres

Width:

2.3 metres

Depth:

0.03 metres

What is the height from the ground to the base of the advertisement?:

3.6 metres

What is the maximum projection of the advertisement from the face of the building?:

0.03 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND AND VINYL TEXT

The colour of text and background:

RAL 9004 BACKGROUND WITH RAL 1020 BORDER WITH DH PANEL WHITE VINYL TEXT

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

1.1 metres

Width:

0.7 metres

Depth:

0.03 metres

What is the height from the ground to the base of the advertisement?:

0.7 metres

What is the maximum projection of the advertisement from the face of the building?:

0.03 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND AND VINYL

The colour of text and background:

RAL 9004 BACKGROUND WITH RAL 1020 BORDER WITH DH PANEL WHITE VINYL TEXT

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.2 metres

Width:

2.4 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

5.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

INDIVIDUAL PERSPEX LETTERS FIXED TO BUILDING`

The colour of text and background:

DH PANEL WHITE BACKGROUND WITH RAL 9004 INDIVIDUAL LETTERS

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Please describe each of the 'Other type(s)' of advertising proposed

5 X NEW SMALL LED FLOODLIGHTS
4 X NEW WALL LIGHTS

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☒ Yes
☐ No
☐ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

PLEASE SEE ATTACHED PROPOSED AND EXISTING IMAGES

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☒ Yes
☐ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

08/04/2025

To Date

08/04/2030

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Site visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☒ Yes
☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

VICTORIA JACKSON

Date

10/04/2025