

Delegated Report

Advertisement Consent Application

Planning Application No: 20250379

Location: The Copperfield, Gravesend Road Shorne Gravesend

Description: Consent to display advertisement; Installation of replacement of externally illuminated signs to include. 1x double sided post mounted pictorial, 2x single sided post mounted car park signs, 1x set of individual letters, 1x logo panel, 1x post mounted corex sign to form 'v' shape.

Applicant: EGO

Site Visit Date: Desktop Assessment

Submitted Documents/Plans

Planning Application Form;
Site Location Plan; and
Drawing No. 195449 Rev B – Signage Placement - Existing and Proposed.

Relevant Planning History

Reference	Description	Decision	Decision Date
20250387	Creation of BI-Fold doors to the side elevation, as part of a wider internal refurbishment.	Under Consideration	
20170751	Display of 1x externally illuminated double sided totem sign - Item 01; 1x internally illuminated brand sign - Item 02; 1x internally illuminated Stamp Logo sign - Item 04; 1x internally illuminated lantern -Item 05; and 1x externally illuminated set of house name letters to the front elevation -Item 03.	Consent	16.02.2018
20071103	Display of free standing externally illuminated double sided post sign on Gravesend Road frontage; externally illuminated individual letters spelling 'The Copperfield' at first floor level on front and east side elevation and non-illuminated sign above and beside entrance to restaurant.	Permission	12.02.2008
20070898	Display of one internally illuminated and one non-illuminated double sided post signs on Gravesend Road frontage; externally illuminated individual letters spelling 'The Copperfield' at first floor level on south and east elevations and two non-illuminated signs one above and one beside restaurant entrance.	Refused	23.11.2007
20060820	Display of two externally illuminated signs at first floor level on front and side elevations; externally illuminated free standing pictorial sign and externally illuminated free standing directional sign both on Gravesend Road	Consent	23.11.2006

	frontage.		
20060193	Continued display of externally illuminated double sided free standing sign on grass verge fronting Gravesend Road	Refused	02.08.2006
20031011	Display of externally illuminated individual lettering at fascia level on front elevation and internally illuminated menu box and non-illuminated name plaque either side of entrance door on front elevation; externally illuminated individual lettering above main entrance door on side elevation, internally illuminated menu box and non-illuminated name plaque either side of main entrance door; non-illuminated sign on fence of play area and externally illuminated double sided free standing sign on Gravesend Road frontage.	Consent	12.01.2004
19960529	Application for the approval of the landscaping scheme as required by condition (iv) of planning permission ref. no. GR/96/173.	Approval of Details	26.09.1996
19960516	Application for the approval of the location and details of all exterior lighting equipment and positioning of hanging baskets as required by condition (iv) of planning permission ref. no. GR/96/173.	Approval of Details	04.09.1996
19960470	Application for the approval of the extract system details as required by condition (viii) of planning permission reference number GR/96/173.	Approval of Details	29.08.1996
19960429	Application for the approval of the exterior windows and doors as required by condition (v) of planning permission reference number GR/96/173.	Approval of Details	24.07.1996
19960704	Display of 2 no. externally illuminated single sided, post mounted advance signs fronting Gravesend Road and an externally illuminated, double sided post mounted sign adjacent to the vehicular entrance.	Refused	04.11.1996
19960425	AMENDED DESCRIPTION Display of externally illuminated pole mounted sign on the Gravesend Road frontage; externally illuminated wall-mounted signs at ground, first and fascia levels on the south elevation and at first floor level on west and east elevations and various non-illuminated signboards on 3 elevations.	Consent	25.09.1996
19960409	Application for the approval of the play equipment; the roof tiles and the Butterley Cambridgeshire Dark Multi stock bricks and 2 no external ventilation extraction ducts on the rear elevation as required by conditions (iv)(v) and (viii) of planning permission reference number GR/96/173.	Approval of Details	24.07.1996
19960173	Demolition of existing outbuilding; erection of single storey rear extension to form dining area, play zone, kitchen, servery, food storage area, toilet accommodation and wheelchair lift; formation of terrace to rear and west and bin yard to east; construction of canopied main entrance on west and new bar entrance on south elevation; pitched roofs over existing flat roofs on rear and side elevations and external staircase on north elevation; formation of beer garden with play equipment area; laying out of 93 car parking spaces; closure of one existing access and alterations to existing	Permission	06.06.1996

	vehicular access.		
19950626	Demolition of existing outbuilding; erection of single storey rear extension to form family area, toilets, lift and cleaners room; formation of patio area to rear and west and screened yard to west; construction of pitched roofs over existing flat roofs on rear and side elevations; formation of beer garden with play equipment area; laying out of 93 car parking spaces; closure of one existing access and alterations to existing vehicular access.	Permission	07.12.1995

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS12 – Green Infrastructure
- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- 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.

National Planning Policy Framework (2024)

- Section 2 – Achieving Sustainable Development
- Section 4 – Decision-making
- Section 12 – Achieving Well-Designed Places
- Section 15 – Conserving and Enhancing the natural environment

Supplementary Planning Guidance

- SPG3 – Advertisement Control policy guidelines (2020)
- Landscape Character Assessment (2009)

Consultations, Publicity and Representations

External

KCC – Highways and Transportation

08.05.25 – Whilst I would not raise any objection to the proposed new signage, any signs must not affect the visibility for vehicles turning out of the access. I would therefore request that the signs either side of the access are set back at least 3m from the edge of the highway, to ensure they do not impact on the visibility splays.

Subject to the above and provided the following requirements are secured by condition or planning obligation, then I would raise no objection on behalf of the local highway authority:-

No signs to be located within the visibility splays from the access.

The illumination of any sign which is visible from the carriageway not to be of a flashing type

The maximum value of luminance must not exceed the maximum permitted values for the relevant zone given in the Institution of Lighting Professionals 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'. The zones and their corresponding maximum level of luminance are detailed below:

Size of Advert/Sign - Up to 10m²:

- * Zone E0 (Protected; dark) - 0 cdm-2
- * Zone E1 (Natural; intrinsically dark) – 100 cdm-2
- * Zone E2 (Rural; low district brightness) – 400 cdm-2
- * Zone E3 (Suburban; Medium district brightness) – 600 cdm-2
- * Zone E4 (Urban; High district brightness) – 600 cdm-2

Size of Advert/Sign - Over 10m²:

- * Zone E0 (Protected; dark) - 0 cdm-2
- * Zone E1 (Natural; intrinsically dark) – n/a
- * Zone E2 (Rural; low district brightness) – 200 cdm-2
- * Zone E3 (Suburban; Medium district brightness) – 300 cdm-2
- * Zone E4 (Urban; High district brightness) – 300 cdm-2

All measurements are in Candelas per metre squared

Officer Comments – following the initial comments from KCC Highways, a revised plan was submitted and KCC reconsulted on and they provided the following comments:

26.06.25 - A drawing has now been submitted, which demonstrates that the signs either side of the access are to be set back 3m from the edge of the highway. This will ensure that they do not impact on the visibility splays and is acceptable.

Consequently, I would raise no objection, subject to the conditions and recommendations requested in my previous response.

Shorne Parish Council

The last previous application regarding the external signage was Ref 20170751, on which the Parish Council submitted comments in objection to some aspects.

This present application reverts to that previously made, not all of which was permitted, and accordingly our comments are much the same as previously.

The Parish Council notes the rebranding and associated changes to colour scheme and décor and that the site is located in a rural part of the Green Belt where openness is valued.

1x double sided post mounted pictorial (Sign 01) – this replaces a broader sign and, being a narrower profile and more rural in style, is an improvement to visibility of the bus stop and entrance, so no objection. We consider this verge sign to be sufficient on its own.

2x single sided post mounted car park signs (Signs 02A and 02B) – These are additional to what is presently in place, having been removed from the previous plans before permission could be granted. As before, they are visually intrusive and we have concerns about these, especially 02A as the sign could block vehicles waiting to emerge from the car park access from seeing and being seen, this being particularly a problem as vehicles on the A226 are travelling at 50mph at this point. The signs are also

illuminated, which increases light pollution in the area.

1x set of individual letters (Sign 03) and 1x logo panel (Sign 04) – These replace existing permitted signs so there is no objection.

1x post mounted corex sign to form 'v' shape (Sign 11) – This is also additional to what is presently in place, having been removed from the previous plans before permission could be granted. As proposed it only advertises the new brand. We **OBJECT** to this aspect as it is visually intrusive and an unnecessary proliferation of roadside clutter, which (as above) also contributes to preventing vehicles waiting to leave the car park from seeing and being seen.

Lighting intensity and timing controls in general: We request that Conditions should be attached regarding quantity, brightness and control mechanisms. All the exterior illumination (including other car park lights) should be of minimum intensity and controlled by timers (and security sensors) so that the lights are not on when the premises are closed for business. This is so as to minimise light pollution in the area, which is otherwise dark at night, and also the landscape impact.

Dickens' Protection Society

The Society is concerned at the proposed amount of additional signage in this rural location. There is no objection to the replacement of the existing signs. The additional car park signs are also being used to advertise the premises.

The Society wishes to register an objection to the additional 'EGO' verge sign which is considered to be visually intrusive and advertising the brand not the premises.

Officer's Analysis

Site Description

The application site comprises of The Copperfield which is in a sensitive rural location in the Green Belt with a wide frontage to Gravesend Road, largely devoid of natural screening.

The existing signs were permitted in 2017 and comprise of 1x externally illuminated double sided totem sign, 1x internally illuminated brand sign, 1x internally illuminated Stamp Logo sign, 1x internally illuminated lantern and 1x externally illuminated set of house name letters to the front elevation.

This proposal, as originally submitted comprised the following:

Replacement of externally illuminated signs to include; 1x double sided post mounted pictorial, 2x single sided post mounted car park signs, 1x set of individual letters, 1x logo panel, 1x post mounted corex sign to form 'v' shape. Sign 02 - Stonehouse Pizza & Carvery sign on front elevation;
Sign 03 - The Copperfield lettering on front elevation;

As can be seen from the history, there have been a number of applications over the years for advertisement consent at the premises.

The current advertisement consent is to update the existing signage and for additional signs at the entrance and to the side of the car park as can be seen from the following image:



Principle of Development

This application site is The Copperfield, an existing public house and restaurant. The site has an extensive history of advertisement consent and as can be seen from the following image, has signage already present:



As such the principle of advertisement consent at this site would generally be acceptable as per Policy CS02: Scale and Distribution of Development.

However, all other relevant matters should be considered. In this instance, the main points to consider would be the potential impact on; Design, Character and Appearance, Highway Safety, Residential Amenity of neighbours and impact on the Higham Arable Farmlands Landscape Character Area.

Design, Character and Appearance

The site is with the Green Belt and LCA Area within an attractive area of open countryside which lies outside the built up extent of any settlement. The site has a 100m wide frontage to Gravesend Road and any proposed signage particularly along the frontage would have a significant impact on the open appearance and rural character of the surrounding area.

Particular concerns were raised by the Parish Council and Dickens' Country Protection Society regarding the proposed single sided car park signs, the EGO logo panel on the frontage of the building and the single sided corex v-formation holders.

In terms of the car park signs, these have been set in 3m from the visibility splays to address the concerns of KCC Highways.

The EGO logo panel is located on the frontage of the main building and replaces an existing Stonehouse sign and the ground floor "100% Fresh Dough" sign will also be removed:

Existing



Proposed



Therefore the cumulative image would be less than the existing signage and no objection in this regard.

The v-formation corex single sided holders are located on the grass verge adjacent to the side car park. Whilst there is no signage in this location, they are not illuminated and are simple in design and are set back from the main highway. Whilst the additional signage could result in visual clutter, the replacement of the large centrally located totem with a more traditional and modest double sided post pictorial sign would have less visual impact:

Existing Signage



Proposed Replacement Sign



Overall it is considered that the less visually intrusive pictorial sign would be an improvement to the existing signage and would balance out the additional v-formation holders and does not result in visually cluttering along the frontage.

Supplementary Planning Guidance 3 – Advertisement Control policy guidelines (2020) states that *Advertisements in the countryside are often harmful to amenity and can be detrimental to public safety if badly sited in relation to narrow country roads. Accordingly, the amount of advertisement matter in the countryside will be strictly controlled.* The Copperfield is a business premises located in the green belt within the open countryside. However it is located away from residential properties. Policy 6 of the aforementioned guidance states that *In the countryside, advertisements will be resisted unless a strong case can be made for their display.* Taking the above into account, the proposed signage would essentially replace the existing with some additional directional signage. Overall, it is considered that the proposed signage would be appropriate and proportionate for its setting and would not be detrimental to the green belt or countryside, and as such would be in accordance with the guidance withing SPG3 – Advertisement Control policy guidelines (2020).

The signs on the building are smaller in scale, internally illuminated and of similar visual impact to the existing signs which would not detract from the rural character of the area or have a detrimental impact on the Higham Arable Farmlands Landscape Character Area.

On balance, the proposed development complies with the requirements of Policies CS12 and CS19 of the Core Strategy 2014, Section 12 and 15 of the NPPF 2024 in terms of design, character and appearance and the GBC Advertisement Control Policy Guidelines, SPG3 Adopted November 1996 - amended April 2020.

Neighbouring Amenity

The application site is in a rural setting and does not have any residential properties near by and as such, the proposal would not have any detrimental on residential amenity.

The development is in accordance with policy CS19 of the Core Strategy 2014.

Parking and Highways

The site is on a relatively fast straight section of road where visibility is reasonably good.

The initial submission including signs 2A and 2B located within the vision splay. These have subsequently been moved further back to address the concerns of KCC Highways and Transportation, but also addresses the concerns of Shorne Parish Council and Dickens' Country Protection Society.

In respect of the impact of the signage on public and highway safety, the submitted details indicate that all of the proposed signs would have a max luminance of 250 cd/m² and will be static. This is in line with the Institution of Lighting Professionals in their Professional Lighting Guide 05, The Brightness of Illuminated Advertisements for Zone E2 (Rural; low district brightness).

The extent and location of external lighting on the building is generally considered to be acceptable and does not represent a significant increase over the existing level of illumination. The additional car park signs are externally lit with angled fixings to limit the lighting to the signs. The replacement pictorial post would have slimline LED floodlights in warm white which are angled upwards to the sign.

Subject to a condition of luminance levels there is no highway objection to the proposed signage. It is not considered that the advertisements will obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers. In public safety terms the amended signage is therefore in conformity with Policy CS11 (Transport) of the Gravesham Local Plan Core Strategy (September 2014), saved policy TC8 (Advertisement Control) of the Gravesham Local Plan First Review 1994, the adopted

Advertisement Control Policy Guidelines (SPG3) and Section 12 of the National Planning Policy Framework (NPPF) 2024.

Conclusion

The proposed development complies with all relevant national and local planning policies, subject to conditions.

1-5 Standard Advertisement Conditions

Additional Condition

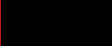
6. Notwithstanding the details as submitted in the application form and approved drawings and specifications, and for the avoidance of doubt, the static illumination levels shall not exceed 200 cd/m² (candelas per square metre) such as to comply with the guidance set by the Institution of Lighting Professionals in the Professional Lighting Guide 05: The Brightness of Illuminated Advertisements (Zone E2: - Rural; low district brightness); any brighter illumination or intermittent lighting shall require the separate express consent of the Local Planning Authority.

Reason: In the interests of amenity and public safety and in accordance with Policies CS11 (Transport), CS19 (Development and Design Principles) of the Gravesham Local Plan Core Strategy (September 2014), saved policy TC8 (Advertisement Control) of the Gravesham Local Plan First Review 1994, the adopted Advertisement Control Policy Guidelines (SPG3) and Section 12 of the National Planning Policy Framework (NPPF) 2024.

Recommendation

Advert Consent

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Amanda Cue	Team Leader:	Richard Hart
Signed:		Signed:	
Dated:	10 th July 2025	Dated:	10 th July 2025