



Delegated Report

Advertisement Consent Application

Planning Application No: 20230221

Location: White Hart Harvester Rochester Road Gravesend Kent

Description: Installation of replacement signs to include 1x illuminated free standed post sign, 2x set of illuminated letters and logo, 1x set of non illuminated welcome letters, 1x lantern, 1x illuminated post mounted directional sign.

Applicant: Mr Midgley, Harvester

Site Visit Date: 03/04/23

Submitted Documents/Plans

Application Form
Location Plan
Site Plan
Signage Plan - Proposed
Restaurant Signage – Proposed
Outside Signage – Proposed
Visuals - Existing
Visuals - Proposed
Restaurant Visuals - Existing
Signage Visuals - Proposed

Relevant Planning History

Reference	Description	Decision	Decision Date
20000279	Display of an internally illuminated, free-standing, pole mounted, double sided sign at the front by the main vehicular entrance.	Consent of Advert	09.06.2000
20000082	Display of non-illuminated individual lettering at high level on front gable end; internally illuminated sign on gable end of car park elevation; externally illuminated free standing menu box sign adjacent to main entrance and non-illuminated free standing sign next to Rochester Road vehicular access.	Consent of Advert	05.04.2000

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- 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 (2021) 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 (2021), the Council will also seek to replace these.

National Planning Policy Framework (2021)

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

Supplementary Planning Guidance

- Supplementary Planning Guidance 3 – Advertisement control policy guidelines 2020

Consultations, Publicity and Representations

Consultees

Ward Councillors: No comments received.

Neighbouring properties

28 surrounding properties were consulted, and no comments were received from members of the public.

Officer's Analysis

Paragraph 136 of the NPPF 2021 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

For clarity, the proposed adverts and lantern are shown below.

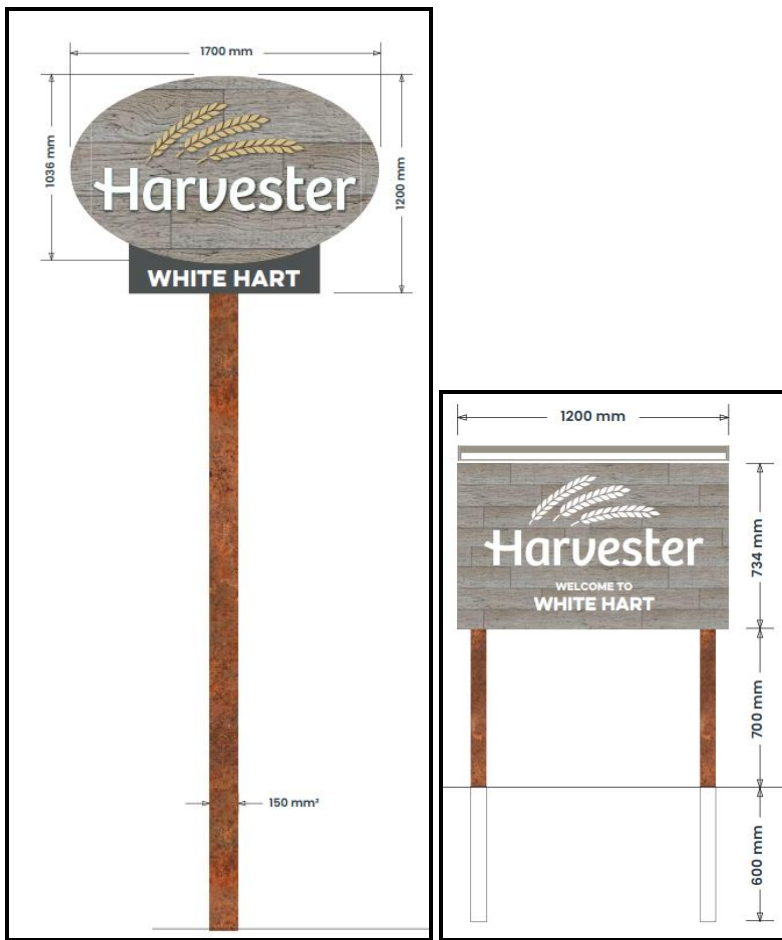
Positioned to the Front of Building:



Positioned to the Side of Building:



Positioned adjacent to the highway:



With the exception of the 'Welcome' signage, all other proposed adverts are similar replacements to existing, in terms of purpose, scale and position.

With the exception of items 3 (Welcome) and Item 5 (Short posted sign adjacent highway), all advertisements would be illuminated. Policy 1 of Supplementary Planning Guidance 3, states that illuminated signs will be resisted. However, given that a number of the existing signs are illuminated, it would be unreasonable where there is no increase in illumination on the site to apply strict adherence to this policy in this particular instance. On balance, where there would be no significant increased harm to highway safety or amenity, the proposed illuminated signage would be acceptable.

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 advertisements will have a minimal impact on the amenity of any surrounding properties, due to the location of the signs, reasonably set away from residential properties. It would also not create a significant increase in signage, with only one small sign on the entryway being additional to existing 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 136 of the NPPF 2021

Public and Highway Safety

As set out in Policy 8, it is important that signage does not become a distraction for road users, which is not an issue in this case as the site is within a pedestrianised area.

Artificial lighting can cause a statutory nuisance. It would be appropriate to include an informative to remind the applicant that external lighting should not illuminate anything other than the ground within the curtilage of their business, in order to assist in preventing a nuisance from occurring to residents or other businesses.

The proposed signage would include some illuminated signs. This is a predominantly residential area. However, the signs are set away from the residences to a good degree, largely due to the wide road fronting the plot. The illumination of the signs would not exceed 250 cd/m², which would not be excessively bright. 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 136 of the NPPF 2021.

Conclusion & Recommendation

The proposed signage would be in keeping with the type of signage existing on the plot 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:	Ms Lisa Williams	Team Leader:	Richard Hart
Signed:		Signed:	<i>R Hart</i>
Dated:	2 nd May 2023	Dated:	2nd May 2023