



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

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

Applicant Details

Name/Company

Title

MR

First name

Surname

MIDGLEY

Company Name

HARVESTERS

Address

Address line 1

White Hart Harvester

Address line 2

Rochester Road

Address line 3

Town/City

Gravesend

County

Kent

Country

Postcode

DA12 4TN

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)

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

Advertisement Type:

Other type

Height:

4681.2 metres

Width:

1.7 metres

Depth:

0.48 metres

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

3.48 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?:

29 centimetres

What materials will the advertisement be made of?:

ITEM 01 (Qty 01) HARV 02 Fabricated double sided freestanding rust effect post sign Featuring: • Fabricated aluminium sunken faced oval with inlaid 16mm Millboard • Router cut 15mm Opal 1T77 push through acrylic letters/wheats with face applied vinyl and internal LED illumination • Fabricated panel with fret cut 3mm Opal 050 acrylic backed housename & internal LED illumination

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:250 cd/m²**Will the illumination be static or intermittent?:**

Static

Advertisement Type:

Fascia Sign

Height:

1.06 metres

Width:

2.5 metres

Depth:

0.08 metres

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

5.6 metres

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

0.08 metres

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

61 centimetres

What materials will the advertisement be made of?:

ITEM 02 (Qty 01) HARV 07 Internally illuminated letter & logo set. WHEATS • Built up rim/return aluminium wheats coated RAL 1036 (matt) • 80mm returns • 3mm Opal 050 faces with face applied Avery 836PC Metallic Gold vinyl • 10mm white foamex backs • 2 Dot chiplite LED face illumination LETTERS • Built up rimless aluminium letter set coated RAL 9910 (matt) • 80mm returns • 5mm Opal 050 acrylic faces • 10mm white foamex backs • 2 Dot chiplite LED face illumination

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.135 metres

Width:

1 metres

Depth:

0.013 metres

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

2.25 metres

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

0.013 metres

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

13 centimetres

What materials will the advertisement be made of?:

ITEM 03 (Qty 01) HARV 20 13 mm foamex letters finished RAL 9910 (matt) Featuring: • Brass locator fixings to the rear

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.65 metres

Width:

0.42 metres

Depth:

0.42 metres

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

2.45 metres

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

0.985 metres

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

0 centimetres

What materials will the advertisement be made of?:

ITEM 04 (Qty 01) LANTERN Black lantern with swan neck bracket. Featuring: • Warm white illumination.

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.734 metres

Width:

1.2 metres

Depth:

0.07 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 metres

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

13 centimetres

What materials will the advertisement be made of?:

ITEM 05 (Qty 01) HARV 10A Fabricated single sided aluminium welcome sign with inlaid 16mm Millboard Featuring: • 13mm foamex letters finished RAL 9910 (matt) • 8mm and 3mm clear acrylic bonded together wheats with face applied Oracal 641 White vinyl. • Slimline LED trough light finished RAL 7030 (gloss) • 2no. 70mm2 rust effect mild steel posts/frame (600mm into ground)

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.06 metres

Width:

2.5 metres

Depth:

0.08 metres

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

2.7 metres

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

0.08 metres

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

61 centimetres

What materials will the advertisement be made of?:

ITEM 06 (Qty 01) HARV 07 Internally illuminated letter & logo set WHEATS • Built up rim/return aluminium wheats coated RAL 1036 (matt) • 80mm returns • 3mm Opal 050 faces with face applied Avery 836PC Metallic Gold vinyl • 10mm white foamex backs • 2 Dot chiplite LED face illumination LETTERS • Built up rimless aluminium letter set coated RAL 9910 (matt) • 80mm returns • 5mm Opal 050 acrylic faces • 10mm white foamex backs • 2 Dot chiplite LED face illumination

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

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

ITEM 01 - ONE ILLUMINATED FREESTANDING POST SIGN

ITEM 04 - ONE LANTERN

ITEM 05 - ONE ILLUMINATED POST MOUNTED DIRECTIONAL SIGN

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)

PROPOSED AND EXSTING PHOTOGRAPHS

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

07/03/2023

To Date

07/03/2028

Neighbour and Community Consultation

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

☐ Yes

☒ No

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 this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available 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

Gillian Shepley

Date

07/03/2023