



Delegated Report

Advertisement Consent Application

Planning Application No: 20240187

Location: Former DEBENHAMS 76 New Road Gravesend Kent

Description: Installation of new internally illuminated fascia signage to shopfront to replace existing and additional window and door signage on New Road elevation.

Applicant: Mr Bryan Walsh, Poundland Ltd

Site Visit Date: 14/03/2024

Submitted Documents/Plans

- Application form;
- Drawing no. HLP/1892/02 – Existing External Elevations;
- Drawing no. HLP/1892/07 – Proposed External Elevations;
- Drawing no. HLP/1892/08 – Site and Location Plan; and
- Photograph.

Relevant Planning History

Reference	Description	Decision	Decision Date
19881026	Installation of new shopfronts on the New Road and Clive Road frontages.	Permitted	26.01.1989
19881025	Display of halo illuminated fascia lettering on the New Road and Clive Road elevations.	Consent	20.01.1989

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

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

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Control

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 12 – Achieving well-designed and beautiful places

Supplementary Planning Guidance

- SPG3: Advertisement Control policy guidelines (1996, amended 2020)

Informal Guidance

- Shopfront design sheet 5: Signs and advertisement; fascia, projecting signs, lettering and lighting (2020)
- The Brightness of Illuminated Advertisements (Professional Lighting Guide 05) (2014).

Consultations, Publicity and Representations

Consultees

GBC Highways Officer

I have no objections, lighting levels conform to guidance.

KCC Highways

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

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.

GBC Licensing

No comments to make.

Neighbouring properties

20 surrounding properties were consulted plus site notice – overall consultation expiry date was 05.04.2024

– no responses received.

Officer's Analysis

The application site consists of a two storey building on the southern side of New Road. The ground floor is currently vacant but has a lawful use as E(a) retail and was last occupied by Debenhams. The retail unit has two frontages, one fronting New Road and the other fronting Clive Road - this application relates to the New Road frontage only.

The proposal is for replacement internally illuminated fascia signage. There are three fascia's across the shopfront, the two proposed end fascia's would read 'Poundland' and the middle fascia would read 'Amazing Value Everyday!' The two end 'Poundland' fascia signs would be 0.76m in height, 5.42m in width, 0.12m in depth and the maximum height of the letters would be 30cm. The middle 'Amazing Value Everyday!' fascia sign would have a height of 0.73m, 5.4m in width, 0.12m in depth and maximum height of the lettering would be 14cm. All three fascia signs would be made of aluminium, have white lettering on a background of RAL 5021 which is called Water Blue which are the standard Poundland colours and the illuminance levels would be 300 cd/m2.

The principle considerations in the assessment of an Advertisement Consent application are:

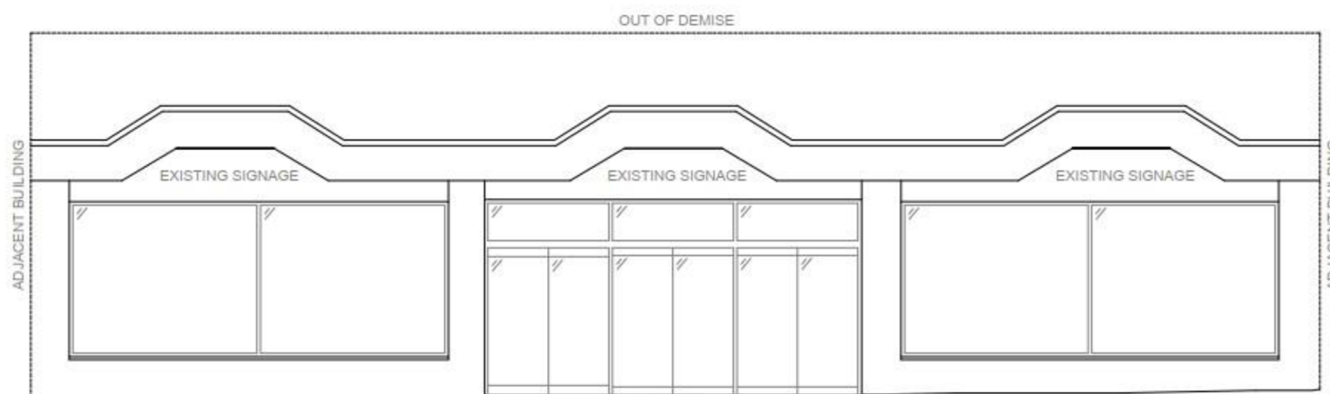
- Amenity; and
- Public Safety.

At a national level the NPPF (2023) recognises that the quality and character of places can suffer when advertisements are poorly sited and designed, and reinforces that the principal considerations should be amenity and public safety (paragraph 141). At a local level saved Policy TC8 (LPFR) requires applications to be examined in the light of the Borough Council's adopted policy guidelines for advertisement control and states that displays which are detrimental to public safety or amenity will be resisted

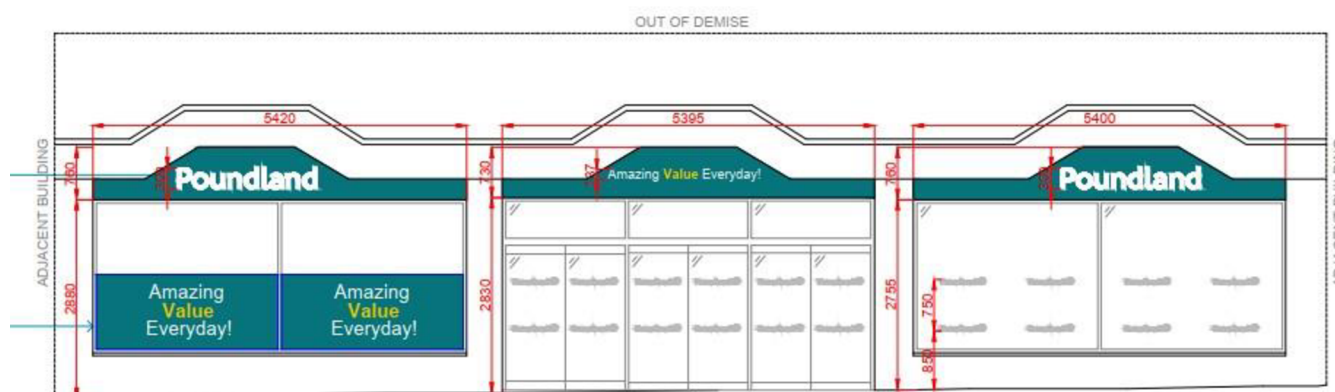
The Council's adopted Advertisement Control Policy Guidelines (1996, amended 2020) divides the Borough into different areas, and it is reasonable to conclude that the application site falls within the Gravesend Town Centre Shopping Area. The guidelines recognise that advertisement displays can add to the appearance of Gravesend as a lively and prosperous shopping centre and accordingly the level of advertisement display acceptable in the town centre shopping area will be higher than elsewhere in the borough. Through Policy 1 it is stated that advertisements including illuminated advertisements will generally be acceptable on business premises in the town centre shopping area however, the Council will wish to see that displays are well designed and attractive.

For ease of refence the existing and proposed elevations are as follows:

Existing



Proposed:



The proposed fascia signs would follow the same shape as the existing 'Debenhams' signage. The two end signs would have slightly larger lettering than the middle fascia sign and the colouring would be standard Poundland colours of white and blue. The proposed signage is considered simple, sympathetic and in keeping with the 'modern' external appearance of the host building which is c.1970s. The existing signage is internally illuminated and the proposed signage would be to a level of 300 cd/m². As the site is located in the town centre and the signage would be under 10 sq. m, the level of 300 cd/m² is acceptable as it would be under the maximum recommended level of 600 cd/m² for a site in the urban area.

In respect of amenity the proposed signage would be in keeping with the character and appearance of the host building and the streetscene.

Public Safety

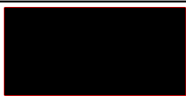
Policy 8 of the Advertisement Control Policy Guidelines (1996, amended 2020) states that advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers. Due to the application site being located in a mostly pedestrianised street there would be limited impact on traffic safety and in any case the signage is not considered to be distracting, and due to the height and limited projection of the signs there would be no impact on pedestrian safety.

Conclusion & Recommendation

The proposed signage is considered acceptable in respect of amenity and public safety.

Recommendation – Advertisement Consent

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Miss Faye Hobbs
Signed:		Signed:	
Dated:	22nd April 2024	Dated:	23 April 2024