

Our ref: SW/TH/JE/00485

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Date: 15 October 2024

Dear Sir/Madam,

**KENT SPACE EBBSFLEET, FLEET HOUSE, SPRINGHEAD ENTERPRISE PARK,
SPRINGHEAD ROAD, NORTHFLEET, GRAVESEND, DA11 8HJ
ADVERTISEMENT CONSENT APPLICATION FOR THE ERECTION OF EXTERNAL STORAGE
AT THE SELF STORAGE UNIT
PLANNING PORTAL REF: PP-13484347**

On behalf of the applicant, Kent Space Ebbsfleet Ltd (trading as 'Storage King'), we submit an Advertisement Consent application for the erection of signage along the elevations at Kent Space Ebbsfleet, Fleet House, Springhead Enterprise Park, Springhead Road, Northfleet, Gravesend, DA11 8HJ ('the site'). The site is within the administrative boundary of Gravesham Council.

Consent to display advertisement is sought for:

"Erection of 9 no. internally illuminated and 1 no. non-illuminated external fascia signs to the northeast and southeast elevations of existing self storage unit."

Site Context

The site is located within an existing industrial estate and within an Opportunity Area as designated through Gravesham's Core Strategy Policy CS06.

The site currently consists of a self storage warehouse (Use Class B8).

An extensive parking provision associated with the self-storage warehouse is located to the immediate north of the site. The site is also adjacent to Springhead Road to the immediate east, although the site's entrance provides access to this road via an entrance lane to the north.

There are no listed buildings located at or within the vicinity of the site and the site does not lie within a Conservation Area.

There appear to be no protected trees within close proximity of the site, although a combination of soft and hard landscaping is present to site's eastern and southern boundaries.

The site lies within Flood Zone 1 and is therefore at low risk of flooding.

Planning History

The most relevant applications associated with the site listed on Gravesham Council's website are as follows:

- **20190151** – consent was granted for "***REVISED DESCRIPTION/AMENDED APPLICATION*** Display of 6 x internally illuminated fascia signs" on 30 April 2019.
- **20181180** – consent was granted for "*Application for variation of conditions 2 (Approved Plans), 5 (Restrictions on Subsequent Extension or Alteration), 7 (Vehicle Parking) and 8 (Cycle Parking) attached to planning permission reference number 20180731 for change of use to flexible Class B1 (Business) and/or Class B8 (Storage and Distribution) use, with associated amendments to the car parking layout and minor alterations to the external elevations, in order to allow the insertion of a full*

cover mezzanine floor, a revised and reconfigured car parking layout with further additional car parking spaces and the creation of a two tier cycle store” on 11 January 2019.

- **20180731** – consent was granted for the “*Change of use to flexible Class B1 (business) and/or Class B8 (warehouse) use, with associated amendments to the car parking layout and minor alterations to the external elevations*” on 12 October 2018.
- **20171076** – an application was withdrawn for the “*Change of use from Use Class B1 (light industrial) to Use Class B8 (Storage and Distribution)*” on 08 January 2018.
- **20181180** – an application was granted for an “*Application for variation of conditions 2 (Approved Plans), 5 (Restrictions on Subsequent Extension or Alteration), 7 (Vehicle Parking) and 8 (Cycle Parking) attached to planning permission reference number 20180731 for change of use to flexible Class B1 (Business) and/or Class B8 (Storage and Distribution) use, with associated amendments to the car parking layout and minor alterations to the external elevations, in order to allow the insertion of a full cover mezzanine floor, a revised and reconfigured car parking layout with further additional car parking spaces and the creation of a two tier cycle store*” on 11 January 2019.

Since permission 20180731 was granted on 12 October 2018, a number of applications to discharge conditions have been submitted and/or approved, as well as a Section 73 application (ref: 20181180) which was approved on 11 January 2019. As such, it is understood that permission 20180731 comprises the operative consent for the site.

The applicant that submitted application 20181180, the S73 application which established the approved layout for the site, is listed as Kent Space Ebbsfleet Ltd; the same applicant for the proposals subject of this application.

Summary of Proposed Development

The proposed development as part of this application for Advertisement Consent consists of new signage on the northeast and southeast elevations of the existing unit. The purpose of the proposed signage is to modernise the elevations in line with Storage King’s branding. The signage will also serve as site identification, and will consist of:

- 10 signs across the northeast and southeast elevations, with a maximum height of 1,800mm
- The maximum height from the ground is 5,500mm.
- The maximum depth is 185mm.
- 1 sign will be non-illuminated and 9 signs will be illuminated, comprising illumination levels of 300 cd/m2 from a white LED.
- The non-illuminated sign would consist of 5mm white Perspex lettering with locator fixings on the back.
- 6 of the illuminated signs would consist of fabricated aluminium flexface sign boxes painted blue with PVC face panels with printed graphics.
- 3 of the illuminated signs would consist of aluminium sign panels painted blue with fabricated letters painted white with Perspex faces.

Further dimensions and details of the proposed signage are provided on the submitted drawings.

Planning Policy Context

Section 38(6) of the Planning and Compulsory Act 2004 requires any planning application to be determined in accordance with the development plan, unless material consideration indicates otherwise.

The relevant Development Plan and Guidance for Gravesham Council comprises:

- Gravesham Local Plan Core Strategy (2014);
- Gravesham Local Plan First Review – Saved Policies (1994); and
- Kent County Council Minerals and Waste Local Plan 2013-30 (2020).

Other relevant material considerations for this application include:

- National Planning Policy Framework (NPPF) (2023).

The NPPF states at paragraph 141 that control of advertisements should be operated in a way which is “*simple, efficient and effective*”. It re-iterates the two main considerations outlined within The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended), stating:

“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”.

Gravesham Council undertook a Regulation 18 consultation on an emerging draft Local Plan (comprised of Development Management Policies and Site Allocations documents) between April and July 2018. No further stages of Local Plan development have been undertaken since and the emerging Local Plan therefore remains at an early stage of development. The adopted Development Plan therefore remains the basis for planning decision making in Gravesham.

Planning Considerations

Policy Context

Core Strategy policy CS06 (Ebbsfleet (Gravesham) Opportunity Area) details that the Springhead Enterprise Park, which is located within Ebbsfleet Opportunity Area, will be retained in employment use. The Council will support proposals which increase its employment potential and make it more responsive to the market.

Core Strategy policy CS07 (Employment, Economy and Skills) outlines that the Council will support the upgrading of existing industrial premises and improvements to facilitate the changing economic needs of the Borough.

Core Strategy policy CS19 (Development and Design Principles) sets out that new development will be fit for purpose, locally distinctive and will serve and enhance the character of the local area.

Saved policy TC8 (Advertisement Control) details that all applications for advertisement consent will be examined in light of the Council's policy guidelines for advertisement control.

The Advertisement Control Policy Guidelines SPD (1996 (as amended 2020)) sets out that, wherever feasible, applicants should observe the following basic design points:

- “1. - Advertisement proportions - Depth should not exceed a quarter of the shopfront height to underside fascia.*
- 2. - Type back-lit letters or “halo” lit, or good-quality external illumination.*
- 3. - Materials – These should not clash with adjacent shopfronts or be garish. Large areas of acrylic or other shiny materials should be avoided. The use of matt finish or timber painted fascias will be preferred, as will dark fascias with white or light-coloured lettering.*
- 4. - Illumination -Any illumination used should conform with the luminance recommendations of the Institution of Lighting Engineers’ Technical Report.*
- 5. - Brightness of Illuminated Advertisements, in respect of internally illuminated advertisements which are visible from the highway”.*

Effects of the proposal on amenity

The proposal seeks to display 10 signs at the site, located on the northeast and southeast elevations of the existing unit.

The proposal will provide replacement signage to Springhead Enterprise Park to reflect the branding of the occupier and enhance the legibility of the site. The surrounding area comprises predominantly commercial and industrial uses. The proposed signage would be conventional in appearance and would be proportionate to the size and scale of the building. The signage would not be overly dominant along the frontage and would not detract from the surrounding area, matching well with the pattern of development in this industrial area.

Our ref: SW/TH/JE/00485

The degree of illumination of the signage is low level and the signage would therefore not appear intrusive or dominant on the skyline during hours of darkness and would integrate appropriately with the building's design and operations. Therefore, it is considered that the signage would not negatively impact on the character of the area or its visual amenity.

Overall, it is considered that the proposals would accord with the visual appearance of the site and would not adversely impact on the appearance of surrounding buildings. In this regard, the proposals are in full accordance with relevant Local Plan policies on design and local character.

Effects of the proposal on public safety

The proposed signage fronts the site entrance to the north and Springhead Road to the east and is located on the elevations of the existing unit with low illumination proposed. The proposals would therefore have no effect on public safety.

As such, it is considered that the proposals are acceptable in terms of public safety and would be in accordance with local and national planning policies.

Contents of Application Submission

As part of this application for advertisement consent, we submit the following documents:

- Application Form;
- This Covering Letter;
- Drawings, prepared by Allfix:
 - EBSFLEET ELEVATION DRAWINGS;
 - EBSFLEET SIGN TYPE VISUAL;
 - STORAGE KING EBSFLEET (advert details);
 - STORAGE KING EBSFLEET SIGN LOCATION PLAN; and
 - STORAGE KING EBSFLEET SITE PLAN.

An application fee of £235 has been paid via the Planning Portal (ref. PP-13484347).

Conclusion

The installation of the proposed signage would contribute towards optimising business operations at the site, improve the existing unit and would aid its continuing contribution to the economic needs of the borough.

The proposed signage would be of an appropriate size and design in relation to the surrounding buildings and the wider industrial estate and would be in keeping with the industrial location. The proposal is therefore considered wholly appropriate in the context of the relevant policies and guidance.

I trust that you have all the information you require to validate and progress the application. If, in the interim, you have any queries please do not hesitate to contact myself, Suzy Wilson (Suzanne.Wilson@rps.tetrattech.com) or Toby Huntingford (Toby.Huntingford@rps.tetrattech.com) at this office. I look forward to your formal acknowledgement of this application.

Our ref: SW/TH/JE/00485

Yours faithfully,
for RPS Consulting Services Ltd

A handwritten signature in black ink, appearing to read 'James Ellis', with a stylized flourish at the end.

James Ellis
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