



Delegated Report

Advertisement Consent Application

Planning Application No:	20250934
Location:	Cellar Door Shop, Luddesdown Road, Luddesdown, Gravesend
Description:	Advertisement Consent for non-illuminated fascia sign for Cellar Door Shop.
Applicant:	Mr Steve Chappell, Vineyard Farms Ltd
Site Visit Date:	Desktop assessment

Submitted Documents/Plans

Application form
Advertisement Consent Statement
Drawing no. DHA/36436/10 (Site Location Plan)
Drawing no. DHA/36436/11 (Existing/Proposed Site Layout Plan)
Drawing no. DHA/36436/12 (Existing Front Elevation)
Drawing no. DHA/36436/13 (Proposed Front Elevation)

Relevant Planning History

There is a fairly extensive planning history for the site but the following is the most relevant:

Reference	Description	Decision	Decision Date
20250839	Application for an Existing Lawful Development Certificate for the continued use of part of the agricultural building as a small wine shop (Cellar Door) and vineyard/farm Offices in association with the existing agricultural operations.	Certificate Granted	15.10.2025
20240039	Prior notification under Part 3, Class R of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) for the change of use from an agricultural building to a flexible use as offices and off licence (Use Class E).	Refused	02.04.2024
20231252	Prior notification under Part 3 Class R of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) for the installation of an Agricultural Cellar Door to sell wine and farm produce from the Silverhand Estate.	Withdrawn	16.01.2024

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS11 – Transport
- CS19 – Development and Design Principles

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Consent
- T1 – Impact of Development on the Highway Network

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 9 – Promoting sustainable transport
- Section 12 – Achieving well-designed places

Supplementary Planning Guidance

- Design for Gravesham – Design Code (2024)
- Supplementary Planning Guidance 3 – Advertisement control policy guidelines 2020

Consultations, Publicity and Representations

Consultees

KCC Highways

I refer to the above planning application and having considered the development proposals and the effect on the highway network, raise no objection on behalf of the local highway authority.

It is important to note that Local Planning Authority (LPA) permission does not convey any approval to carry out works on or affecting the public highway.

Any changes to or affecting the public highway in Kent require the formal agreement of the Highway Authority, Kent County Council (KCC), and it should not be assumed that this will be a given because LPA planning permission has been granted.

For this reason, anyone considering works which may affect the public highway, including any highway-owned street furniture or landscape assets such as grass, shrubs and trees, is advised to engage with KCC Highways and Transportation at an early stage in the design process.

Across the county there are pieces of land next to private homes and gardens and near the highway that do not look like roads or pavements but are actually part of the public highway.

Some of this highway land is owned by Kent County Council whilst some is owned by third party owners. Irrespective of the ownership, this land may have 'highway rights' over the topsoil.

Works on private land may also affect the public highway. These include works to cellars, to retaining walls which support the highway or land above the highway, and to balconies, signs or other structures which project over the highway. Such works also require the approval of the Highway Authority.

Kent County Council has now introduced a pre-application advice service in addition to a full formal

technical approval process for new or altered highway assets, with the aim of improving future maintainability. Further details are available on our website below:
<https://www.kent.gov.uk/roads-and-travel/highway-permits-and-licences/highways-permissions-and-technical-guidance>.

This process applies to all development works affecting the public highway other than applications for vehicle crossings, which are covered by a separate approval process. Further details on this are available on our website below:
<https://www.kent.gov.uk/roads-and-travel/highway-permits-and-licences/apply-for-a-dropped-kerb/dropped-kerb-contractor-information>

Once planning approval for any development has been granted by the LPA, it is the responsibility of the applicant to ensure that before development commences, all necessary highway approvals and consents have been obtained, and that the limits of the highway boundary have been clearly established, since failure to do so may result in enforcement action being taken by the Highway Authority.

The applicant must also ensure that the details shown on the approved plans agree in every aspect with those approved under the relevant legislation and common law. It is therefore important for the applicant to contact KCC Highways and Transportation to progress this aspect of the works prior to commencement on site.

Further guidance for applicants, including information about how to clarify the highway boundary and links to application forms for vehicular crossings and other highway matters, may be found on Kent County Council's website:
<https://www.kent.gov.uk/roads-and-travel/highway-permits-and-licences/highways-permissions-and-technical-guidance>. Alternatively, KCC Highways and Transportation may be contacted by telephone: 03000 418181.

Neighbouring properties

No letters of representation have been received from neighbouring properties.

Local Ward Councillors were also consulted but no responses were received.

Officer's Analysis

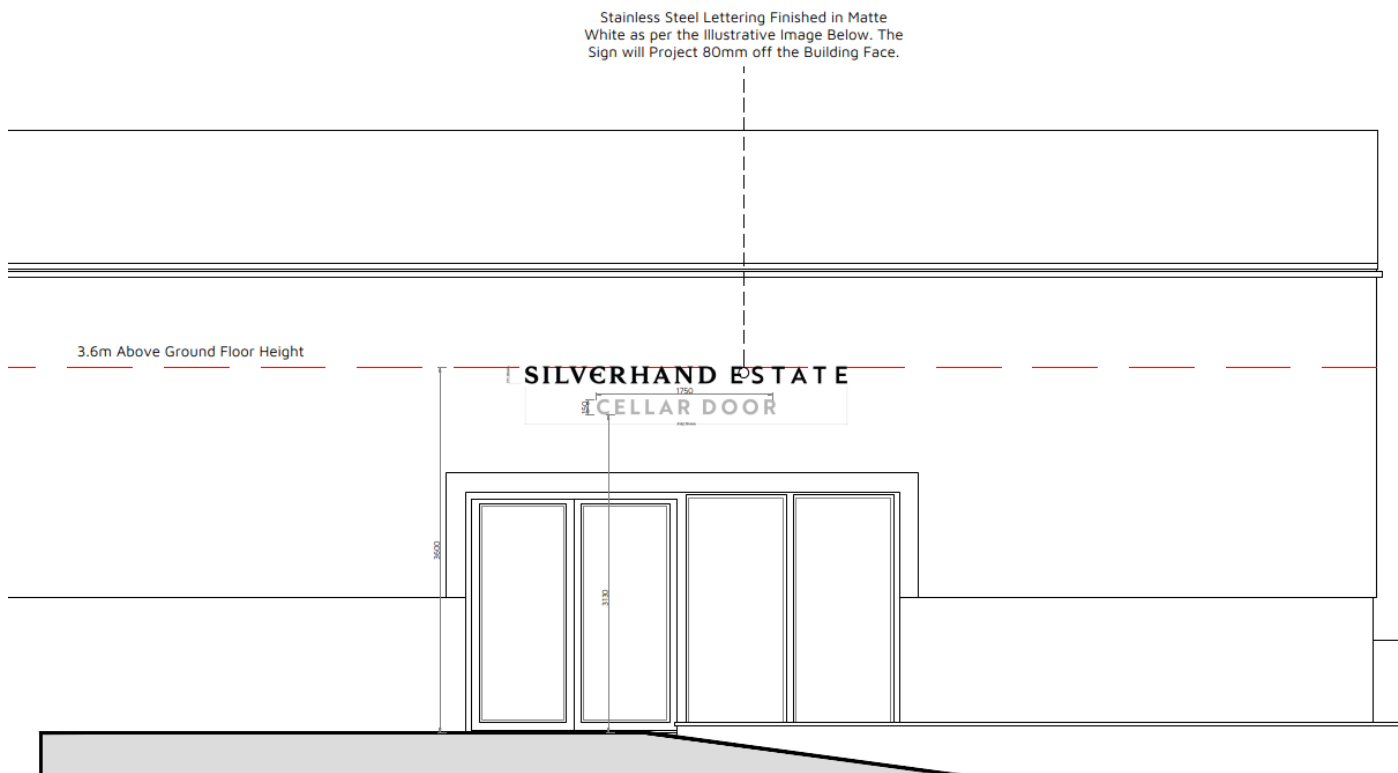
Proposal

This application seeks advertisement consent for Advertisement Consent for non-Illuminated fascia sign for Cellar Door Shop.

There is an existing illuminated sign on the premises which is proposed to be removed. This will be replaced with a non-illuminated sign with a width of 3.16m, a maximum projection of 80mm off the building, with a maximum text/symbol height of 0.17m. The text will be finished in matt white.

The proposed signage will have a maximum height of 3.6m above ground level and cover 1.4% of the total front elevation of the Cellar Door Shop building.

Proposed Front Elevation:



Main Issues

The Cellar Door Shop is within the extent of Brookers Farm and lies to the east of the Lion Pub in Luddesdown, which is within the Kent Downs National Landscape (formerly AONB) and the Green Belt. Luddesdown and the surrounding area of Meopham and Cobham as an Area of Special Advertisement Control under Part 4 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The proposal is therefore subject to the following planning policy considerations.

Section 12 of the NPPF 2024 relates to achieving well-designed and beautiful places and sets out the Government's requirements in relation to design issues. Paragraph 131 emphasises the importance of achieving high quality, beautiful and sustainable buildings and places. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

Paragraph 135 of the NPPF 2024 also seeks to ensure that development will add to the quality of an area, be visually attractive, and sympathetic to local character and history. Policy CS19 of the Core Strategy 2014 reflects these aims and requires that new development is well designed and respects the character and appearance of the surrounding area.

Paragraph 141 of the NPPF 2024 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 countryside, Policies 6, 7 and 8 of the Council's SPG3 apply.

Policy 6 sets out that in the countryside, advertisements will be resisted unless a strong case can be made

for their display.

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.

On the basis of the above, the main issues in the determination of this application are whether the proposed advertisement is acceptable in principle at the application site, and if so whether the proposal would be appropriate in amenity and public and highway safety terms.

Appropriateness in principle

The Cellar Door Shop recently obtained a Lawful Development Certificate (see Planning History above). There is existing signage at the shop, which has been installed without consent, and measures 4.2m in width and reaches a maximum height of 4.4m above ground level. The signage is also illuminated:



The current signage does not comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 due to the overall height and size of the signage, the height of the largest characters/symbols, and the sign's illumination.

The current application has therefore been submitted in order to install a new, non-illuminated sign that complies with national and local regulations in respect of the Area of Special Advertisement Control Requirements. The proposed sign meets the conditions and limitations set out in Class 5 of the Advertisements Regulations, which relates to *Other advertisements on business premises* and therefore can be displayed in this area of special control. The proposed sign will not be illuminated and will be reduced in size compared to the existing:

Illustrated Proposed Visual:



The sign plays a key role in attracting and directing potential customers to the shop, making it an important element of the shop and the applicant's operations at Brookers Farm. The appearance of the proposed sign would comprise a much more appropriate and unobtrusive advertisement, as would be expected in such rural locations.

It is considered that the principle of the advertisement in this location is acceptable in relation to design considerations, in line with paragraphs 135 and 141 of the NPPF 2024, Policy CS19 of the Core Strategy 2014 and saved Policy TC8 of the Local Plan 1994.

Residential Amenity

The NPPF 2024 states that planning decisions should aim to secure a high standard of amenity for all existing and future users, and where crime and disorder, and the fear of crime do not undermine the quality of life or community cohesion and resilience (paragraph 135f). The impact on amenity is also considered with regard to the criteria within Policy CS19 of the Core Strategy 2014, which states that new development should be located, designed and constructed to safeguard the amenity, including privacy, daylight and sunlight, of its occupants, and those of neighbouring properties and land; avoid adverse environmental impacts from pollution; and to minimise opportunities for crime and vandalism.

Policy 7 of SPG3 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 of clutter on a building or other land.

The simple and unlit lettering that will make up the sign will be sympathetic and unobtrusive in relation to the appearance of the building upon which it is installed and would not cause or add to clutter on the building or surrounding area.

It will be important to condition the removal of the current sign as part of the future installation of the proposed sign if consent is granted.

As such, it is considered that proposed development would be in line with Policy CS19 of the Core Strategy, Saved Policy TC8 of the Local Plan 1994, the Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraphs 135 and 141 of the NPPF 2024.

Public and Highway safety

As set out in Policy 8, it is important that signage does not become a distraction for road users.

This is a rural location and as there is no illumination proposed for the sign, there would be no issues regarding lighting (from both an amenity and highway perspective). This can be condition to prevent any future illumination.

Overall, it is considered that the proposed advertisement display would be acceptable in public and highway safety terms and would be in line with Policies CS11 and CS19 of the Core Strategy 2014, Saved Policy TC8 and T1 of the Local Plan 1994, Policy 8 of the Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraph 141 of the NPPF 2024.

Conclusion

The proposed advertisement display would be in keeping with character and appearance of the building in this countryside area of special control, and subject to the imposition of conditions, including the standard advertisement conditions, would have no adverse impacts on residential amenity or on public and highway safety.

Recommendation

Grant planning permission and advertisement consent subject to conditions.

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mrs Katherine Parkin	Team Leader:	Richard Hart
Signed:	<i>K. Parkin</i>	Signed:	<i>R Hart</i>
Dated:	14th November 2025	Dated:	17 th November 2025