

Application: 20240159

**TOWN AND COUNTRY PLANNING ACTS
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007**

NOTIFICATION OF GRANT OF EXPRESS CONSENT TO DISPLAY ADVERTISEMENT(S)

To: **Mr Daniel Blumire
C/O Mr Scott Little. Projects Group
10 Quarry Court
Quarry Road
Pitstone
Bedfordshire
LU7 9GW**

TAKE NOTICE that the **GRAVESHAM BOROUGH COUNCIL**, the Local Planning Authority under the Town and Country Planning Acts, has **GRANTED EXPRESS CONSENT** for the display of (an) advertisement(s) situate:-

at **The Goose
23 - 25 King Street
Gravesend
Kent
DA12 2DU**

and being **Consent to display advertisements; Sign A (1 & 2): 2 x Fascias illuminated externally, Sign B: 2 x Pictorials illuminated externally, Sign C: 2 x Amenities, Sign D: 2 x Menu Cases illuminated internally, Sign F: 9 x Uplighting Flood Lights.** Your application dated 22nd February 2024 is subject to the following:-

CONDITIONS AND REASONS

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to:-
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purposes of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
6. Notwithstanding the details as submitted in the application form and approved drawings and specifications, and for the avoidance of doubt, the illumination of any sign which is visible from the carriageway not to be of a flashing type and 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'.

Reason: In the interests of amenity and public safety and in accordance with Policies CS11 (Transport), CS19 (Development and Design Principles) of the Gravesham Local Plan Core Strategy (September 2014), saved Policy TC8 (Advertisement Control) of the Gravesham Local Plan First Review 1994, the adopted Advertisement Control Policy Guidelines (SPG3) and Section 12 of the National Planning Policy Framework (NPPF) 2023.

INFORMATIVES:-

1 PLANS AND DOCUMENTS

For the avoidance of doubt the following plans and documents are the approved plans and documents in relation to this application for advertisement consent:

OS Plan
Location Plan
Existing Front elevation of building
Proposed Front elevation of building
Signage Plans (signs A, B and C)
Signage plans (signs D, E and F)
Photograph.

2 DEVIATION FROM APPROVED PLANS

It is possible that any proposed deviation from the approved plans could be classed as a 'material' change requiring a further application/permission. In the event that any change is proposed, applicants are advised to seek advice from the Local Planning Authority [as proceeding without the necessary permissions could nullify this permission].

3 DURATION OF THE CONSENT

For the avoidance of doubt and pursuant to Regulation 14(7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, as amended, this express consent shall expire at the end of five years from the date of the consent.

4 KCC HIGHWAYS

The applicant should be advised that a licence will be required from Kent County Council for any sign/furniture/awning within or overhanging the highway and in this regard they should contact KCC Highways & Transportation on 03000 418181.

It is important to note that planning 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 planning permission has been granted. For this reason, anyone considering works

which may affect the public highway, including any highway-owned street furniture, 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 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 formal technical approval process for new or altered highway assets, with the aim of improving future maintainability. 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.

Should the development be approved by the Planning Authority, it is the responsibility of the applicant to ensure, before the development is commenced, that 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.

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.

5 STATEMENT OF POSITIVE AND PROACTIVE APPROACH TO DECISION-MAKING

In accordance with Article 35 (2) of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended), and paragraph 38 of the National Planning Policy Framework (NPPF) 2023, the Local Planning Authority has approached the assessment and determination of this application in a positive and creative way and, where appropriate, has worked pro-actively with the applicant to secure a development that is sustainable and that improves the economic, social and environmental conditions of the area, and that is in accordance with the Development Plan for the area.

Dated: 16 April 2024

Civic Centre
Windmill Street
Gravesend
Kent
DA12 1AU

Shazad Ghani
MPhil, MA, BA (Hons)
Head of Planning
Planning Service

NOTE:

This consent is confined to consent under the Town and Country Planning (Control of Advertisements) Regulations 1992 and does not obviate the necessity of compliance with any other enactment, bye-law, or other provision whatsoever, or of obtaining from the appropriate authority or authorities any permission, consent, approval or authorisation which may be requisite.

NOTIFICATION TO APPLICANT:

- (1) Regulation 13(5) of the 1992 Regulations provides that every grant of express consent shall be for a fixed term which shall not be longer than 5 years from the date of grant of consent without the approval of the Secretary of State, and if period is specified the consent shall have effect as consent for five years.
- (2) At any time within the period of six months before the expiry of the consent, application may be made for the renewal thereof.
- (3) Regulation 13 of the 1992 Regulations provides that, without prejudice to the power of the district planning authority to impose additional conditions upon grant of consent, the standard conditions mentioned in the notification of grant of consent shall apply.
- (4) Regulation 15 of the 1992 Regulations provides as follows:-

APPEALS TO THE SECRETARY OF STATE

Provisions of Section 78 of the Town and Country Planning Act 1990

"Section 78

- (1) Where a Local Planning Authority refuse an application for express consent or grant it subject to conditions, the applicant may by notice appeal to the Secretary of State.
- (2) A person who has made an application for express consent may also appeal to the Secretary of State if within the period of 8 weeks from the date when the application was received by the Local Planning Authority, that authority have neither given him notice of their decision on it nor given him notice that they have exercised their power under Section 70A to decline to determine the application.
- (3) Any appeal under subsection (1) or (2) shall be made by notice served within **8 weeks** from the date of receipt of the Local Planning Authority's decision or, as the case may be, within **8 weeks** from the expiry of the period mentioned in subsection (2), or within such longer period as the Secretary of State may in either case at any time allow.
- (3A) The notice mentioned in subsection (3) shall be accompanied by a copy of each the following documents:-
 - (a) the application made to the Local Planning Authority;
 - (b) all relevant plans and particulars submitted to them;
 - (c) any notice of decision; and
 - (d) any other relevant correspondence with the authority.
- (4) Where an appeal is made to the Secretary of State as mentioned in subsection (3), he may require the appellant or the Local Planning Authority to submit to him, within such period as he may specify, a statement in writing in respect of such matters relating to the application as he may specify, and if, after considering the grounds of appeal and any such statement, the Secretary of State is satisfied that he has sufficient information to enable him to determine the appeal he may, with the agreement in writing of both the appellant and the Local Planning Authority, determine the appeal without complying with Section 79(2).
- (5) For the purposes of the application of Sections 79(1) and 288(10)(b) in relation to an appeal under subsection (2), it shall be assumed that the authority decided to refuse the application in question."

- **NOTE:** Any appeal under Section 78 should be addressed to the **Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN; telephone:**

0303 444 5000; email: enquiries@pins.gsi.gov.uk or online at www.planningportal.gov.uk/pcs.