



Delegated Report

Advertisement Consent Application

Planning Application No:	20221150
Location:	5 - 10 New Road Gravesend Kent DA11 0AA
Description:	Application for consent to display an externally illuminated fascia sign and an internally illuminated projecting sign
Applicant:	DS Group
Site Visit Date:	9 November 2022

Submitted Documents/Plans

Application form
Drawing no. GDK-GRV-86.E.02 Rev. (J) (Shopfront as Existing and Proposed)
Drawing no. GDK-GRV-86.E.05 (Shopfront Main Sign As Proposed)

Relevant Planning History

There are a large number of advertisement applications relating to the property going back to the 1970s. The most recent and relevant are included below:

Reference	Description	Decision	Decision Date
20211167	Application for consent to display an externally illuminated fascia sign and an internally illuminated projecting sign.	Consent	13.01.2022
20200274	Entrance fascia signage to include 2 no. projection signs and 2 no. flex box sign and window graphics.	Consent	29.07.2020

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS19 – Development and Design Principles

Gravesham Local Plan: First Review (1994)

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

Paragraph 33 of the NPPF (2021) 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 (2021), the Council will also seek to replace these.

National Planning Policy Framework (2021)

- 2 – Achieving sustainable development
- 9 – Promoting sustainable transport
- 12 – Achieving well-designed places

Supplementary Planning Guidance

- Supplementary Planning Guidance 3 – Advertisement control policy guidelines 2020

Consultations, Publicity and Representations

Consultees

GBC Highways

I have no highway objections; the proposed lighting levels are within the guidance set by the Institution of Lighting Professionals.

GBC Environmental Protection

The maximum luminance (cdm^{-2}) is within the limits specified in the ILP Professional Lighting Guide 05 'The Brightness of Illuminated Advertisements'. In this respect, there are no objections to the application.

Neighbouring properties

The application has been advertised by individual neighbour letters to 8 properties, and on site. The consultation period expired on 16 November and 2 December 2022 respectively.

No letters of representation have been received.

Local Ward Councillors were also consulted, and no responses were received.

Officer's Analysis

Paragraph 136 of the NPPF 2021 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 town centre, Policies 1, 7 and 8 of the Council's SPG3 apply.

Policy 1 sets out that advertisements, including illuminated advertisements, will generally be acceptable on business premises in the town centre shopping area. However, the Borough Council will wish to see that displays are well designed and attractive.

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.

As such, the principal issues in the determination of this application are whether it is acceptable in principle to have an illuminated advertisements at the application site, and if so whether the proposed advertisements would be appropriate in amenity and public and highway safety terms.

Appropriateness in principle

The proposed signage would be positioned on the shopfront of the application property, which is located in Gravesend Town Centre. The proposed signage is similar to that consented under application 20211167, with an amended design. The proposed signage comprises a black fascia with individual externally illuminated built up orange letters and an orange trough light along the bottom of the fascia. There will also be an internally illuminated projecting sign with orange lighting.

20211167 Signage:



Proposed Signage:



In line with SPG3 Policy 1 above, the proposed illuminated signage is acceptable and in keeping with other commercial signage in the town centre.

It is therefore considered that the principle of the advertisement in this location is acceptable. An assessment now needs to be made regarding amenity, and public and highway safety.

Amenity

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.

The proposed advertisements will have a minimal impact on the amenity of any surrounding properties, due to the location of the property away from residential properties. The town centre location is an area with a plethora of commercial signage; the proposal is in keeping with these surroundings and is not considered to provide excessive clutter on either the application building itself, or within the wider area.

As such, it is considered that proposed development would be in line with Saved Policy TC8 of the Local Plan 1994, the Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraph 136 of the NPPF 2021.

Public and highway safety

As set out in Policy 8, it is important that signage does not become a distraction for road users, which is not an issue in this case as the site is within a pedestrianised area.

Artificial lighting can cause a statutory nuisance. It would be appropriate to include an informative to remind the applicant that external lighting should not illuminate anything other than the ground within the curtilage of their business, in order to assist in preventing a nuisance from occurring to residents or other businesses.

This is a town centre location and with lighting levels not exceeding 300cd/m² there are no issues regarding lighting. However, as one sign will project over the highway, an informative should be added to remind the applicant to consult the Highway Authority (KCC) to determine if a licence is required and if there are any special requirements that will need to be addressed.

The projecting sign will be above 2.5m high and therefore clear of passing vehicles and pedestrians. An informative should be included to recommend that the projecting sign should be fitted with a secondary fixing to ensure it cannot fall if knocked by a passing vehicle.

Overall, it is considered that the proposed signage would be acceptable in public safety terms and would be in line with Saved Policy TC8 of the Local Plan 1994, Policy 8 of the Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraph 136 of the NPPF 2021.

Conclusion and Recommendation

The proposed signage would be in keeping with the type of signage in this town centre area and subject to the imposition of the standard advertisement conditions, would have no adverse impacts on residential amenity or on public and highway safety.

Grant consent subject to standard advert conditions.

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mrs Katherine Parkin	Team Leader:	Miss Faye Hobbs
Signed:		Signed:	
Dated:	13 December 2022	Dated:	13 December 2022