

Delegated Report

Advertisement Consent Application

Planning Application No: 20250905

Location: Marling Cross Site Compound, Valley Drive, Gravesend, Kent DA12 5UD

Description: Advertisement consent for the erection of a single 'Lower Thames Crossing Skills Hub' branded welcome fascia sign to the external façade of the Marling Cross Temporary Skills Hub

Applicant: Ms Sarah Collins, National Highways Limited

Submitted Documents/Plans

Application Form
Covering Letter
Visual Colour Palette
Photo of Building
Signage Visualisation
Plan no 60549458- SKT- P- HEVER_COURT- LOCATION PLAN – Site Location Plan
Plan no MHC24000- BBMP- 00- XX- DR- W- 0014 Rev P02 – Sign Board Plan
Plan no MHC24000- BBMP- 00- XX- DR- W- 0015 Rev P02 – Front Elevation

Relevant Planning History

Reference	Description	Decision	Decision Date
20231316	Variation of condition 1 of 20210675 for the continued use of the site compound for the erection of temporary portable cabins with associated fenced off laydown area and car parking area with 3m fence around the site, lighting and perimeter landscaping, as amended by 20191217, to allow the continued use of the site as a compound/ laydown area relating to National Highways construction activities	Permitted	06/02/24

	and to allow for a further three period of use of the land as a compound, until 31/12/26		
20210675	Continued use of the site compound for the erection of temporary portable cabins with associated fenced off laydown area and car parking area with 3m fence around the site, lighting and perimeter landscaping, as amended by 20191217	Permitted	26/07/21
20191217	Minor material amendment to 20190482 for the erection of temporary portable cabins with associated fenced off laydown area and car parking area with 3m fence around the site, lighting and perimeter landscaping; to allow the re- design of the layout of the buildings and the facilities	Permitted	06/02/20
20190482	Erection of temporary portable cabins with associated fenced off laydown area and car parking area and 3m fence around the site, lighting and perimeter landscaping	Permitted	18/07/19

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS11 – Transport
- CS18 – Climate Change
- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- T1 – Impact of Development on the Highway Network
- TC8 – Advertisements

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 12 – Achieving Well-Designed Places

Supplementary Planning Guidance

- Advertisement Control Policy Guidelines (SPG3)

Consultations

Consultees

Ward Councillors

No response received.

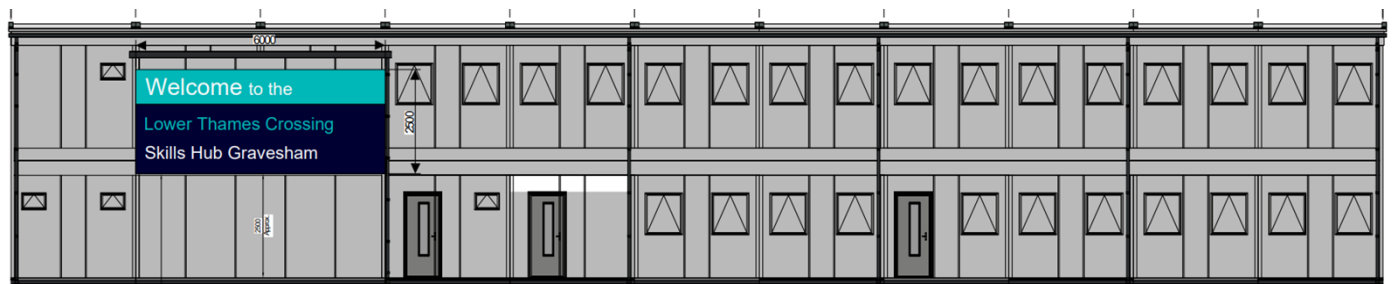
Neighbouring Properties

No neighbours were notified of the application.

Officer's Analysis

The application site comprises the Marling Cross site which is being used by National Highways as a temporary compound with portable cabins for office and ancillary welfare facilities on the southern part of the site, as well as a laydown area for storage and a car parking area, to support the staff employed for Ground Investigation work as part of the Lower Thames Crossing Project.

National Highways are due to use the office space as a temporary 'Skills Hub' for staff training for the remainder of the 20231316 permission. The proposal is to display a 'Lower Thames Crossing Skills Hub' branded welcome fascia sign on the north facing external façade of the cabins facing the car park. The proposed signage is shown below;



The signage is to be 2.5m in height, 6m in width and is to project from the front of the building by no more than 100mm. It is not to be illuminated. It is to be installed on the building for the remainder of the 20231316 permission – until 31 December 2025.

There is also to be a directional sign to direct users of the hub from the car park to the building entrance on the western side of the building. However, it is considered that this falls under Class 2A of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The principal considerations in the assessment of this application are:

- Design, Character and Appearance
- Amenity
- Public Safety

Design, Character and Appearance

The National Planning Policy Framework (NPPF; 2024) recognises that the quality and character of an area can suffer when advertisements are poorly sited and designed, and reinforces that the principal considerations in the determination of an application for advertisement consent are amenity and public safety (paragraph 141). Saved Policy TC8 of the Gravesham Local Plan First Review (LPFR; 1994) 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) divide the borough into different areas; it is considered the application site falls within the 'Other Parts of the Urban Area of Gravesend and Northfleet' area. The guidelines recognise that commercial requirements have to be balanced against the need to protect the amenity of residents and open spaces. Policy 4 of the guidelines states;

"Advertisement displays in other parts of the urban area of Gravesend and Northfleet will generally be acceptable on business premises, if they relate to the trade or activity carried on in the premises. Other advertisements will be considered on their individual merits and may be acceptable if they are viewed against a commercial background and, in the case of illuminated advertisements, are adequately screened from residential property".

The proposed advertisement would be a reasonably large addition to the building. However, given the size of the building, is it not considered that it would be too large. Moreover, given the orientation of the building, its reasonably well- screened nature and its overall lack of intrusiveness, it is not considered the signage would detract from the character of the building or the street scene. The proposal is therefore considered to comply with Policy CS19 of the Gravesham Local Plan Core Strategy (2014), Policy TC8 of the Gravesham Local Plan First Review (1994) and section 12 of the NPPF (2024).

Amenity

The proposed signage is not to be illuminated. Together with its non- intrusive location, it would not harm amenity, in accordance with Policy CS19 (LPCS; 2014) and section 12 of the NPPF (2024).

Public Safety

Policy 8 of the Advertisement Control Policy Guidelines states advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals or distract the attention of drivers. Considering the location of the proposed advertisement – fronting a car parking area for the premises and sited reasonably well away from the surrounding highway network – the advertisement would not have an adverse impact upon highway or pedestrian safety, in accordance with the guidelines.

Conclusion

The proposed signage would be a reasonably large addition to the building. However, it would not harm the character or appearance of the building or the street scene and harm to amenity and public safety would not arise from the proposal due to its siting and non- illuminated nature.

The proposed advertisement therefore accords with the requirements of Policy CS19 of the Local Plan Core Strategy (2014), Policy TC8 of the Gravesham Local Plan First Review (1994), the Council's Advertisement Control Policy Guidelines and section 12 of the National Planning Policy Framework (2024).

Recommendation

The recommendation is to grant consent for this application.

(For detailed reasons for approval and informatives, see draft Decision

Case Officer:	Mr Tom Gabriel	Team Leader:	Richard Hart
Signed:	TM Gabriel	Signed:	<i>R Hart</i>
Dated:	8 th October 2025	Dated:	8th October 2025