

Delegated Report

Advertisement Consent Application

Planning Application No: 20251237

Location: Happy Shopper 9 The Hive Northfleet Gravesend

Description: Advertisement consent for 1) RHS FASICA - RED Aluminium composite panel with blue acrylic logo pod and face applied vinyl text, 2) LHS FASCIA - RED Aluminium composite panel, 3) RHS MENU PANEL - PRINTED Aluminium composite panel, 4) Glazing Manifestation, 5) Blue Vinyl to surround existing ATM, 6) LHS False ACM Window Panels, 7) SIDE FASICA - RED Aluminium composite panel with blue acrylic logo pod and face applied vinyl text, 8) SIDE False ACM Window Panels.

Applicant: Ms Reena Colin

Submitted Documents/Plans

Application Form
Site Plan
Front Elevation
Side Elevation
Item 1 – RHS Fascia
Item 2 – LHS Fascia
Item 3 – ACM Panel with Menu Board
Item 4 – Window Manifestation
Item 5 – Blue vinyl around cash machine
Item 6 – ACM panels with digital print
Item 7 – Side Fascia
Item 8 – Side elevation False Window Frames with Panels and Prints

Relevant Planning History

Reference	Description	Decision	Decision Date
20220486	Overclad of existing balustrade and renewal of tiles to balconies and pedestrian walkways.	Consent for Advert	02.11.2022
20220485	Retrospective application for the installation of an ATM installed through a secure panel to the left hand side of the shop front	Permitted	02.11.2022
19950503	Overclad of existing balustrade and renewal of tiles to balconies and pedestrian walkways.	Permitted	12.10.1995

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS12 – Green Infrastructure
- CS18 – Climate Change

- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Control

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

- SPG 3 – Advertisement Control Policy Guidelines (2020)

Informal Guidance

- Shopfront design sheet 5: Signs and advertisement; fascia, projecting signs, lettering and lighting (2020)
- The Brightness of Illuminated Advertisements (Professional Lighting Guide 05) (2014).

Consultations, Publicity and Representations

Consultees

Consultations are not required for the proposed adverts as they do not meet the requirements under section 13: Duty to consult in the Advertisement Regulations The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Officer's Analysis

Site Description

This application relates to a retail unit located in The Hive Shopping Centre. The unit has existing fascia fronting the shopping centre towards the west. It also has an advertisement board along the northern elevation of the unit which runs along a pedestrian access point between Hive Line and Fishermans Hill (East and West.).

Proposal

The proposed development would alter the advertisement to the front and side elevations of this retail unit as follows:

EXISTING FRONT ELEVATION SITE IMAGE



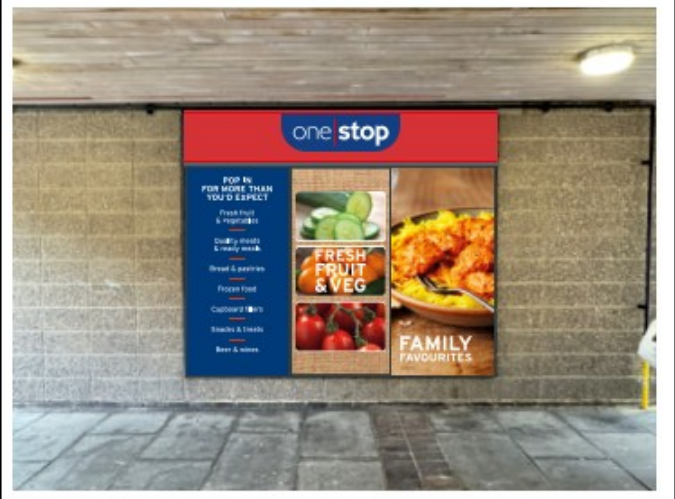
PROPOSED FRONT ELEVATION SITE IMAGE



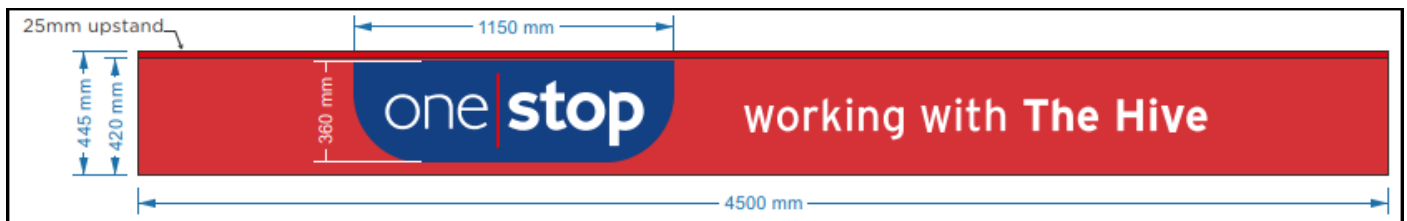
EXISTING FRONT ELEVATION SITE IMAGE



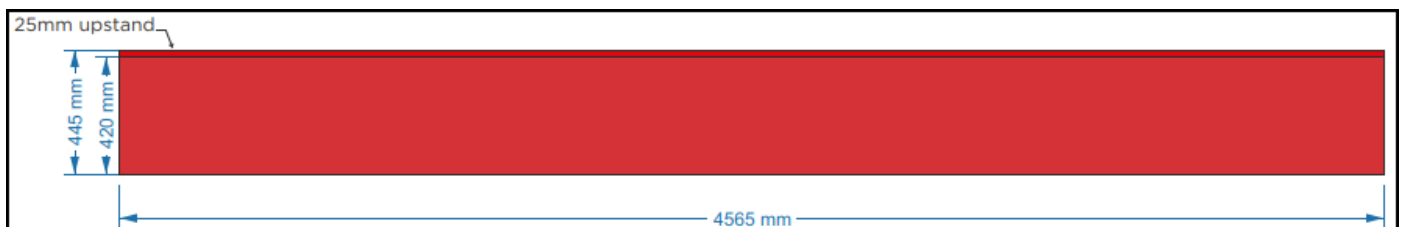
PROPOSED FRONT ELEVATION SITE IMAGE



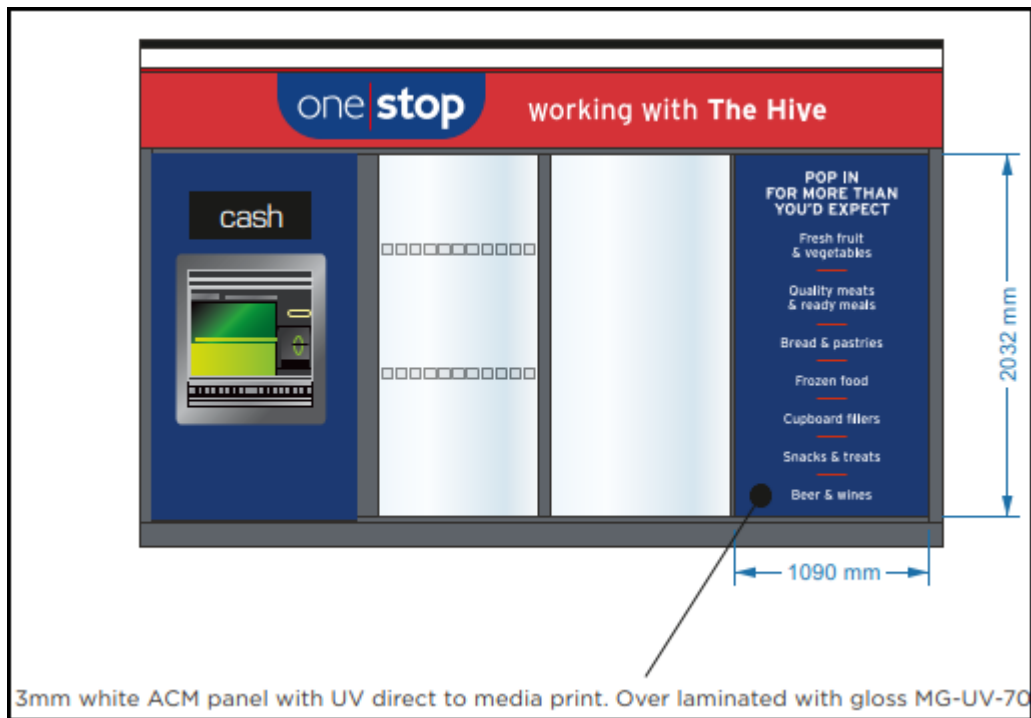
- 1) RHS FASICA - RED Aluminium composite panel with blue acrylic logo pod and face applied vinyl text



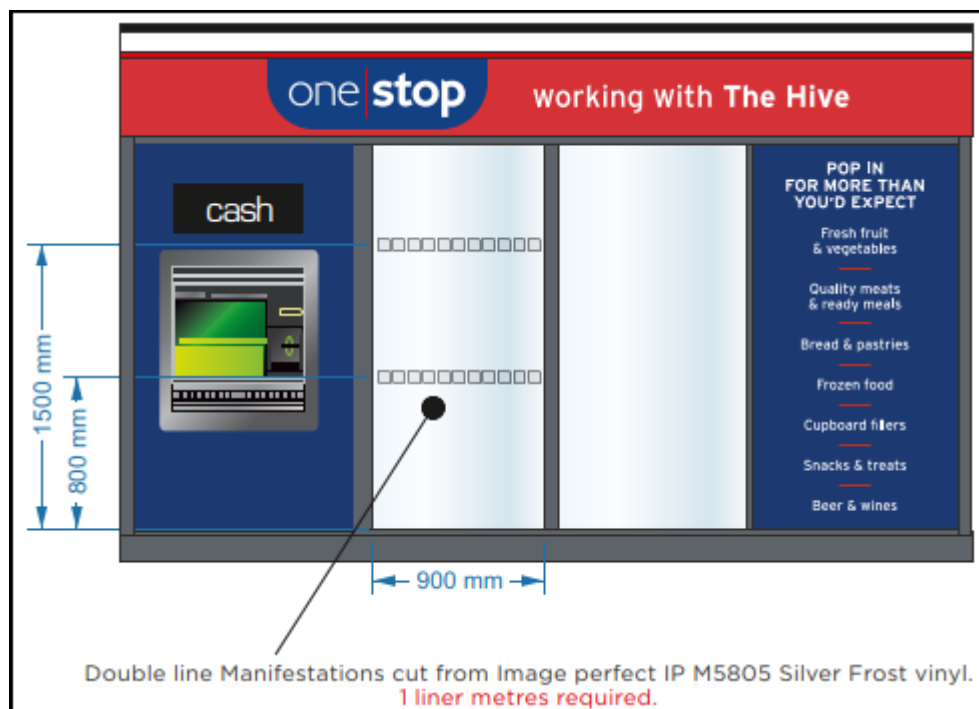
- 2) LHS FASCIA - RED Aluminium composite panel



- 3) RHS MENU PANEL - PRINTED Aluminium composite panel



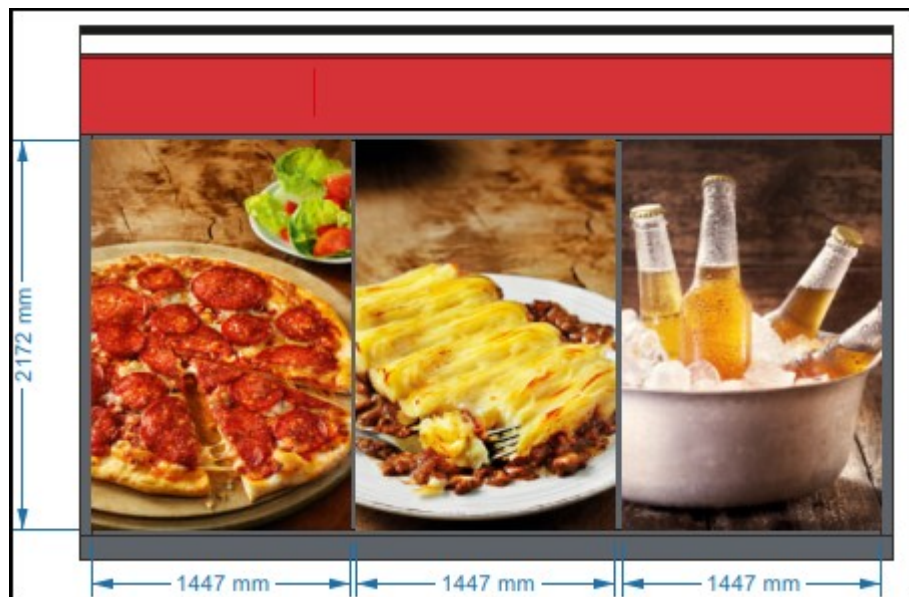
4) Glazing Manifestation—



5) Blue Vinyl to surround existing ATM



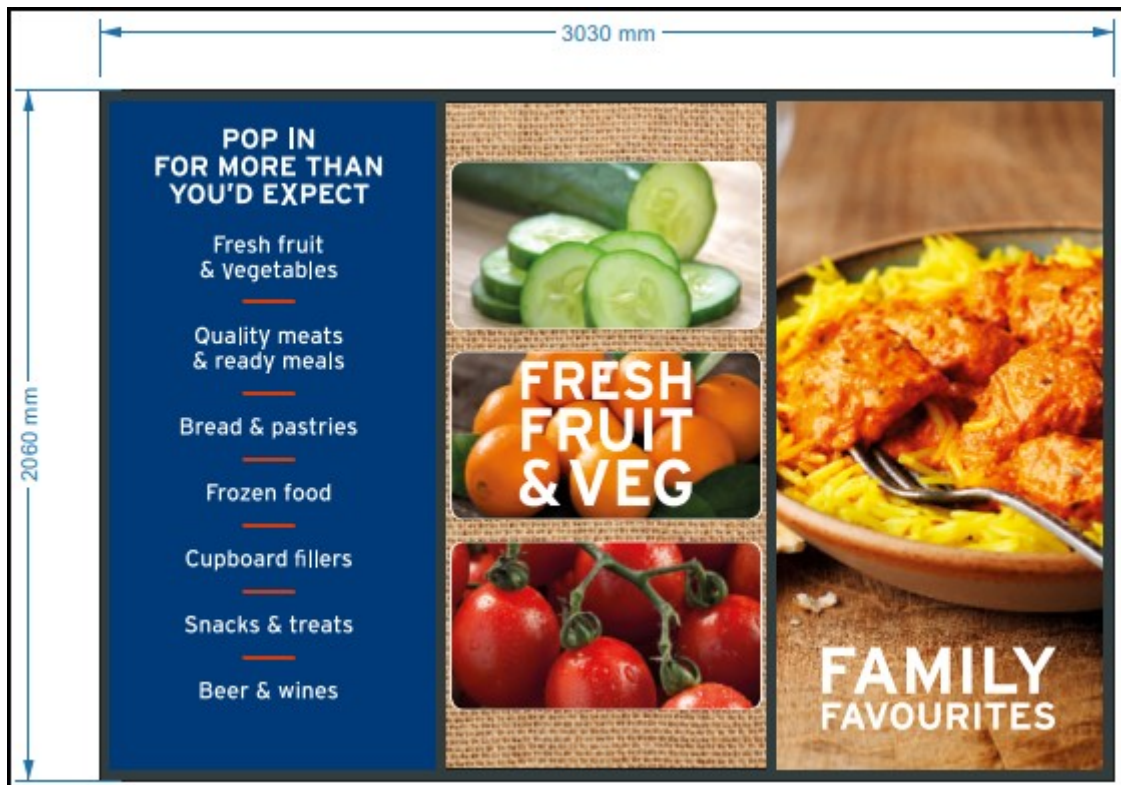
6) LHS False ACM Window Panels,



7) SIDE FASICA - RED Aluminium composite panel with blue acrylic logo pod and face applied vinyl text



8) SIDE False ACM Window Panels.



Analysis

The principle considerations in the assessment of an Advertisement Consent application are:

- Amenity; and
- Public Safety.

Amenity

At a national level the NPPF (2024) recognises that the quality and character of places can suffer when advertisements are poorly sited and designed, and reinforces that the principal considerations should be amenity and public safety (paragraph 141). At a local level saved Policy TC8 (LPFR) 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 (November 1996) divides the Borough into different areas, and it is reasonable to conclude that the application site falls within the Local Shopping Centres Area. The guidelines recognise that advertisement displays can help to strengthen the identity of the borough's local shopping centres. In this area, policy 2 is applied:

Policy 2 - Advertisements in local shopping centres should generally relate to the premises on which they are displayed. Illuminated advertisements may be acceptable where they are adequately screened from residential property or are essential for the operation of a business, open after normal shopping hours.

In this instance the advertisement would relate to the premises on which they would be displayed and no illumination is proposed.

Policy 7 would also be applied:

Policy 7 - Advertisement displays will be expected to comply with the following criteria – they should 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.

In this case, the proposed signage, its lettering and colouration and display are considered to be reflective of shop advertisement in local shopping centres such as this. As it has a degree of separation from the streetscene and the surrounding residential properties, its obvious retail function and appearance are appropriate in this instance and would not be dissimilar to the existing advertisement in that regard.

In respect of amenity the proposal is considered compliant with Policies CS19 (LPCS) and saved Policy TC8 (LPFR).

Public Safety

Policy 8 of SPG3 states that advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers.

The proposed signage would be 37.5m from the road to the west and would not face the road to the east. Given this distance and positioning, the advertisements would not impact public safety.

Overall, it is considered that the proposed advertisements would be acceptable in public safety terms and in respect of this matter the proposal would be compliant with Policies CS11 and CS19 (LPCS) and saved Policies T1 and TC8 (LPFR).

Conclusion

The proposed signage would be acceptable in respect of amenity and public safety and would preserve the character and appearance of the area.

Recommendation

The recommendation is to grant Advertisement Consent.

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mrs Lisa Fisher	Team Leader:	Richard Hart
Signed:		Signed:	<i>R Hart</i>
Dated:	22nd January 2026	Dated:	22nd January 2026