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Kent
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Highways and Transportation

Kroner House
Eurogate Business Park
Ashford
TN24 8XU

Tel: 03000 418181

Date: 23 July 2025

Our Ref:

Application -	GB/20250665
Location -	Land Opposite 154 Parrock Street, Gravesend, Kent,
Proposal -	Application for Advertisement Consent for 1 no. digital
	advertisement display within proposed new
	communications kiosk.

Thank you for your consultation in relation to the above planning application. I have the following comments to make with respect to highway matters:

The Planning Statement (PS) states the Street Hub will be 0.45 metres from the edge of the carriageway, with the "Proposed Block Plan also showing this. No street furniture may project within 0.6 metres of the carriageway edge. Furthermore, the proposed location could result in pedestrians standing close to the footway/carriageway edge of a road with high traffic volumes, alongside potentially distracting drivers. Consequently, the applicant is requested to relocate the Street Hub away from the carriageway edge.

Please also take into account the following with any kind of Digital Display:

- The minimum message display duration must be 10 seconds.
- The display screens must not display any moving, or apparently moving, images. This includes the use of animation, flashing, scrolling three dimensional, intermittent and video elements.
- The display screens must not show sequenced images or span messages across more than one screen.
- The display screens must include a mechanism to show a black screen in the event of a malfunction.
- No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.
- The setting is classified as Zone E4 Urban and as such the maximum value of luminance shall not exceed that as set out in the Institute of Lighting Professionals guide PLG 05/23. In this case, 600cd/m² at night time (for displays up to 10 square metres) and 5,000cd/m² at other times. cd/m² = candelas per metre squared.
- The display screen must include a light sensor such that during daylight hours the advertisement display luminance level will suit ambient light conditions (to ensure it is neither

too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance value as detailed Institute of Lighting Professionals guide PLG 05/23.

The applicant should be aware that any planning permission granted by the Local Planning Authority does not constitute permission to undertake works to the highway. A separate application with KCC Streetworks will be required for the Hub installation, with further details provided in the below informative.

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.

Yours faithfully

Director of Highways & Transportation

*This is a statutory technical response on behalf of KCC as Highway Authority. If you wish to make representations in relation to highways matters associated with the planning application under consideration, please make these directly to the Planning Authority.