

Application: 20220579

**TOWN AND COUNTRY PLANNING ACTS
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992**

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

To: **Wildstone Estates Limited
C/O Mr Ralph Elliott, Carter Jonas
One Chapel Place
London
W1G 1BG**

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

at **Land Adj To
29 The Hill
Northfleet
Gravesend
Kent
DA11 9EX**

and being **Consent to display an upgrade of the existing 48 sheet advert to support digital poster**. Your application dated 31st May 2022 is refused on the following grounds:-

1. The proposed digital screen, due to its size, appearance, illumination and prominent location within The Hill Conservation Area close to Listed Buildings, will neither preserve or enhance the character of the area and therefore will have a detrimental impact on amenity contrary to Policies TC2, TC3 and TC8 of the Gravesham Local Plan First Review 1994, Policies CS19 and CS20 of the Gravesham Local Plan Core Strategy 2014 and paras. 136 and 197 of the National Planning Policy Framework 2021.

Your attention is drawn to the following informatives

INFORMATIVES:-

1 SUBMITTED DRAWINGS

For the avoidance of doubt the submitted drawings are:

Application form
Cover letter
Photos
Drawing no. PA 01 (site location plan)
Drawing no. PA02 (existing site plan)
Drawing no. PA03 (proposed site plan)
Drawing no. PA04 (existing and proposed plans)

2 STATEMENT OF POSITIVE AND PROACTIVE APPROACH TO DECISION-TAKING

In accordance with Article 35(2) of the Town and Country Planning (Development Management Procedure)(England) Order 2015 and paragraph 38 of the National Planning Policy Framework, the Local Planning Authority has approached the assessment and determination of this application

in a positive and proactive manner and, where appropriate, has worked 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. In this instance, the application is contrary to local and national policy.

Dated: 20 July 2022

Civic Centre
Windmill Street
Gravesend
Kent
DA12 1AU

Wendy Lane MRTPI
Assistant Director (Planning)
Planning Service

NOTIFICATION TO APPLICANT FOLLOWING REFUSAL OF CONSENT OR GRANT OF CONSENT SUBJECT TO CONDITIONS

Appeals to the Secretary of State

If you are aggrieved by the decision of your local planning authority to refuse consent for the proposed development, or to grant it subject to conditions, then you can appeal to the Secretary of State under Section 78 of the Town and Country Planning Act 1990.

- If this is a decision on an application relating to the same or substantially the same land and proposal as is already the subject of an advert discontinuance notice and if you want to appeal against the local planning authority's decision on your application, then you must do so within **28 days** of the date of this notice.
- If an advert discontinuance notice is served relating to the same or substantially the same land and proposal as in your application and if you want to appeal against the local planning authority's decision on your application and the discontinuance notice, then you must do so **before the date the advert discontinuance notice comes into effect**.
- In all other cases, you will need to submit your appeal against the local planning authority's decision, or any of the conditions imposed, within **8 weeks** of the date of this notice.

NOTE: Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted advertisement consent for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.