

Delegated Report

Advertisement Consent Application

Planning Application No: 20250025

Location: Santander 4 King Street Gravesend Kent

Description: Consent to display advertisement(s); Erection of 1no. new externally illuminated hanging sign and 1no. new non-illuminated fascia sign in Santander's new standard script font.

Applicant: Mr Alastair Rodda

Site Visit Date: Desktop

Submitted Documents/Plans

- Application form;
- Drawing no. GravesendKS-0227-LP-EX-PL - Site Location Plan;
- Drawing no. GravesendKS-0227-FR-EL-PR-PL – Proposed Front Elevation;
- Drawing no. GravesendKS-0227-FR-EL-EX-PL – Existing Front Elevation;
- GravesendKS-0227-BP-EX-PR-PL - Existing and Proposed Block Plan;
- Heritage Statement;
- External Signage Details – Projecting Signs;
- Sign Type Details – Sign Type L1a & L1B.

Relevant Planning History

Reference	Description	Decision	Decision Date
20090699	Display of non-illuminated fascia sign with individual letters and logo and replacement internally illuminated header graphics on the automatic telling machines.	Consent	27.10.2009
20090700	Display of non-illuminated fascia sign with individual letters and logo and replacement internally illuminated header graphics on the automatic telling machines.	Consent	27.10.2009

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS05 – Gravesend Town Centre Opportunity Area
- CS19 - Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- TC3 – Development Affecting Conservation Areas
- 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
- Section 16 – Conserving and enhancing the historic environment
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Supplementary Planning Guidance

- Advertisement Control Policy Guidance (SPG3, adopted November 1996 - amended April 2020);
- King Street Conservation Area Character Appraisal (2009);
- Management Plan Gravesend Town Centre Conservation Areas (2009).

Informal Guidance

- GBC Shopfront design sheets 1-6 (2020);
- The Brightness of Illuminated Advertisements (Professional Lighting Guide 05) (2014).

Consultations, Publicity and Representations

Consultees

Kent Highways

I refer to the above planning application and confirm that provided the following requirements are secured by condition or planning obligation, then I would raise no objection on behalf of the local highway authority:- The maximum value of luminance must not exceed the maximum permitted values for the relevant zone given in the Institution of Lighting Professionals 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'. The zones and their corresponding maximum level of luminance are detailed below:

Size of Advert/Sign - Up to 10m2:

- * Zone E0 (Protected; dark) - 0 cdm-2
- * Zone E1 (Natural; intrinsically dark) – 100 cdm-2
- * Zone E2 (Rural; low district brightness) – 400 cdm-2
- * Zone E3 (Suburban; Medium district brightness) – 600 cdm-2 * Zone E4 (Urban; High district brightness) – 600 cdm-2

Size of Advert/Sign - Over 10m2:

- * Zone E0 (Protected; dark) - 0 cdm-2
- * Zone E1 (Natural; intrinsically dark) – n/a
- * Zone E2 (Rural; low district brightness) – 200 cdm-2
- * Zone E3 (Suburban; Medium district brightness) – 300 cdm-2 * Zone E4 (Urban; High district brightness) – 300 cdm-2

All measurements are in Candelas per metre squared

Publicity

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

The application site consists of a two storey building dating from the twentieth century which is in use as a bank and is situated on the northern side of King Street. It is situated in the King Street Conservation Area.

The proposal is for Advertisement Consent for a 1no. new externally illuminated hanging sign and 1no. new non-illuminated fascia sign. The adverts have already been installed prior to this Advertisement Consent application being submitted.

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

- Amenity; and
- Public Safety.

At a national level the NPPF (2024) at paragraph 141 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. 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. In respect of Conservation Areas, Policy CS20 (LPCS) and saved Policy TC3 (LPFR) support proposals which preserve and, where appropriate enhance the significance of the Borough's heritage assets.

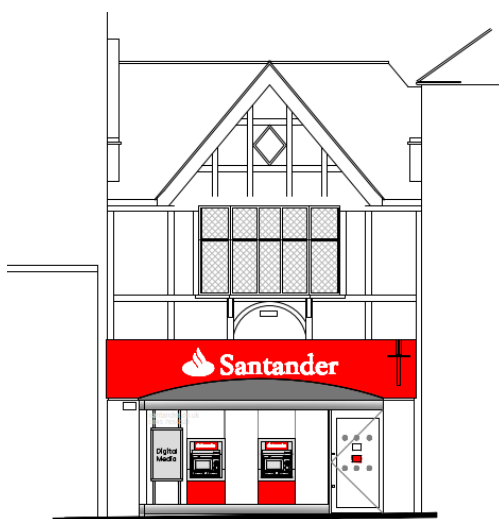
The Borough Council's adopted Advertisement Control Policy Guidelines (November 1996) divides the Borough into different areas, and it is reasonable to conclude that the application site falls within the Gravesend Town Centre Shopping Area. The guidelines recognise that advertisement displays can add to the appearance of Gravesend as a lively and prosperous shopping centre and accordingly the level of advertisement display acceptable in the town centre shopping area will be higher than elsewhere in the borough. Through Policy 1 it is stated that advertisements including illuminated advertisements will generally be acceptable on business premises in the town centre shopping area however, the Council will wish to see that displays are well designed and attractive. As the site is also located in a Conservation Area in this respect Policy 5 is also relevant which states that in or adjoining Conservation Areas, the protection of amenity will be the paramount consideration. Advertisements should harmonise with the architectural features of any building on which they are displayed and not otherwise detract from the appearance of the Conservation Area or listed building.

Amenity (including heritage issues)

The existing signage is a non-illuminated fascia sign reading 'Santander' in white lettering on a red background and the logo to the left and an illuminated projecting sign with the logo in white against a white background. The proposal is to replace this with a new non-illuminated fascia sign and a new illuminated projecting sign. The building with the existing signage is seen here:



The existing and proposed elevations are as follows:



EXISTING FRONT ELEVATION
1:50 @ A1, 1:100 @ A3



PROPOSED FRONT ELEVATION
1:50 @ A1, 1:100 @ A3

The proposed new signage has the same appearance as the existing signage i.e. 'Santander' with the logo in white against a red background for the fascia sign and a white logo against a red background for the projecting sign. The proposed fascia and projecting signs are in the same location, same size and same design as the existing signage along with the fact that the fascia sign will continue to be non-illuminated and the projecting sign will remain illuminated, the adverts would just be new signage with Santander's new standard script font.

It is stated the the luminance for the projecting sign will not exceed 120 cd/m² asand will be controlled via time switch with lights on between 7am to 11pm and lights off between 11pm to 7am. It is recommended that in the interests of protecting the character of the King Street Conservation Area that a condition is attached in order to restrict the luminance to 600 cd/m² such as to comply with the guidance set by the Institution of Lighting Professionals in the Professional Lighting Guide 05: The Brightness of Illuminated Advertisements (Zone E4: Urban - High district brightness).

Overall it is considered that the proposal would be acceptable in respect of amenity and would preserve the character and appearance of the King Street Conservation Area. In respect of amenity and heritage matters the proposal would be compliant with Policies CS19 and CS20 (LPCS) and saved Policies TC3 and 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. Due to the application site being located in a pedestrian zone with no vehicles between 10am – 8pm and with access only at other times, the modest size of the adverts and the low levels of illumination, it is considered that there would be no impact on traffic safety. With the fascia and projecting sign being located above head height there would be no impact on pedestrian safety.

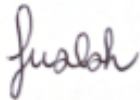
Conclusion & Recommendation

The proposed signage is considered acceptable in respect of amenity and public safety and would preserve the character and appearance of the King Street Conservation Area.

Recommendation:

Advertisement Consent

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Mrs Faye Walsh
Signed:	<i>Rebecca Harrison</i>	Signed:	
Dated:	26th March 2025	Dated:	27 March 2025