



Delegated Report

Advertisement Consent & Listed Building Consent Applications

Planning Application No: 20250363
20250364

Location: Sir John Falstaff, Gravesend Road Higham Rochester

Description: 20250363 - Advertisement consent; erection of illuminated and non-illuminated signs to the exterior of the building.
SIGN A - ONE X NEW PICTORIAL TO EXISTING BRACKET AND NEW LINOLITES
SIGN B - ONE X NEW FASCIA SIGN WITH A SET OF INDIVIDUAL LETTERS AND TROUGH LIGHT
SIGN C - ONE X NEW A0 POSTER CASE
SIGN D - FIVE X NEW SMALL LED FLOODLIGHTS
SIGN E - FOUR X NEW WALL LIGHTS
SIGN F - ONE X NEW NAMEBOARD WITH TROUGH LIGHT
SIGN G - THREE X NEW AMENITY SIGNS
SIGN H - ONE X NEW SET OF INDIVIDUAL HOUSENAME LETTERS

20250364 - Application for Listed Building Consent for the erection of illuminated and non-illuminated signs to the exterior of the building.

Applicant: Punch Taverns

Site Visit Date: 02/05/2025 & 23/06/2025

Submitted Documents/Plans

- Application form;
- Location Plan;
- Block Plan showing signage positioning;
- Drawing no. 26076 – Planning DD;
- Un-numbered drawing - Scaled Elevations;
- Un-numbered drawing - Proposed Elevations; and
- Un-numbered drawing - Existing Elevations.

Relevant Planning History

Reference	Description	Decision	Decision Date
20071115	Application for Listed Building consent for the display/attachment of one free standing externally illuminated double sided sign with pictorial motif; externally illuminated fascia sign above entrance door; an amenity board either side of the entrance door with a half lantern above each board; externally illuminated gable name sign	Permitted	15.02.2008

	on side elevation; signwriting on front and side elevations and four high level floodlights on front elevations and non-illuminated car park sign at rear.		
20071114	Display of one free standing externally illuminated double sided sign with pictorial motif; externally illuminated fascia sign above entrance door; an amenity board either side of the entrance door with a half lantern above each board; externally illuminated gable name sign on side elevation; signwriting on front and side elevations and four high level floodlights on front elevations and non-illuminated car park sign at rear.	Consent	
20070746	Application for Listed Building Consent for the display of one free standing externally illuminated double sided sign with pictorial motif and planters; and for the attachment of externally illuminated fascia sign above entrance door; two amenity/menu boards one with either side of entrance; four copper lanterns at ground floor level; four high level floodlights and signwriting all on front elevation; one externally illuminated name sign at high level on side elevation; one non-illuminated board at ground floor level on side elevation and one free standing single sided entrance sign.	Refused	08.10.2007
20070710	Display of one free standing externally illuminated double sided sign with pictorial motif and planters; externally illuminated fascia sign above entrance door; two amenity/menu boards one with either side of entrance; four copper lanterns at ground floor level; four high level floodlights and signwriting all on front elevation; one externally illuminated name sign at high level on side elevation; one non-illuminated board at ground floor level on side elevation and one free standing single sided entrance sign.	Refused	24.09.2007

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS19 – Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- TC2 – Listed Buildings
- TC8 – Advertisement Control

Other material considerations

The Council has a statutory requirement under Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 in considering whether to grant listed building consent for any works to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

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

Supplementary Planning Guidance

- Advertisement Control Policy Guidance (1996)
- Shopfront Design Guidance Notes (2018)
- Design for Gravesham – Design Code (2024)

Consultations, Publicity and Representations

Consultees

GBC Conservation Officer

I think the main issue is the finish and would advise a satin or matte finish rather than shiny Perspex for the lettering.

I'm not convinced that there is any need for sign C as this only repeats the main fascia sign and is currently a blank board that appeared some time between 2019 and 2020 with the message "I've got 99 problems and beers to solve all of them" according to Street View. Was this an unauthorised sign board?

The light bar over the fascia sign should be white to match the existing one, I don't think the colour is mentioned?

Also on the gable wall the proposed underline and "Higham" can be left off as this only adds additional clutter to the building.

No response from:

- Higham Parish Council
- National Amenity Societies.

Publicity

20250363 – Application advertised by way of site and press notices – overall consultation expiry date was 23/05/2025 – no responses received.

20250364 – Application advertised by way of site and press notices – overall consultation expiry date was 23/05/2025 – no responses received.

Officer's Analysis

The application site consists of Sir John Falstaff which a grade II listed building. The site is located on the northern side of the Gravesend Road at the junction with the southern end of Telegraph Hill from which the pub's car park is accessed.

To the south of the site is the grade I listed Gads Hill Place which is Charles Dickens' former home. To the north is Holmewood a detached property and to the north and west is no. 61 Forge Lane a detached

dwelling whose garden land to the west of the site consists of the former 'wilderness' which once belonged to Dickens who placed a chalet and constructed a tunnel from Gads Hill Place to get to it and which still exists to this day although the chalet has been moved. To the east of the site are the detached dwellings of The Old Surgery and Mulberry Rise.

The proposal is for Advertisement Consent and Listed Building Consent for new advertisements. The principal issues in the assessment of these applications is:

- Amenity and the impact on the architectural and historic interest of this listed building; and
- Public safety.

Amenity including impact on the architectural and historic interest of this listed building

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 (1996, amended 2020) divides the Borough into different areas, and it is reasonable to conclude that the application site falls within residential areas within the urban area and rural settlements inset from the greenbelt. It is stated that in such a location that the Council's overriding concern will be to protect the amenity of residential areas and villages. However, the need for a limited amount of advertisement displays to identify business premises is recognised. It has Policy 3 which states:

"Illuminated advertisements in residential areas and villages will be resisted, except in special circumstances where a functional advertisement is essential for the operation of the business or activity carried on after normal shopping hours. The display of other advertisement matter will be restricted to that."

The application building is a listed building. In this respect Policy 5 is relevant which states that in or adjoining Conservation Areas and on listed buildings, or in a position which would affect the setting of a listed building, 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.

Also of relevance is the Council's Shopfront design sheets (2020) specifically 'Sheet no. 5: signs and advertisement – fascia, projecting signs, lettering and lighting' which has detailed guidance to encourage improvement to advertisement design in the interest of amenity, without damaging the viability of shops. It is stated that retailers should show restraint and not engage in excessive visual competition with neighbouring premises. It states that often subtle and simple schemes with regard to colours, size, design and lettering work best. It states that on listed buildings and in Conservation Areas or other sensitive historic areas the Council expects the standard of advertisement to be of high quality and not to detract from their appearance. It also states that large areas of highly polished finishes, glossy plastic or Perspex are unlikely to be acceptable on historic buildings.

As existing on the 02/05/2025 when the site was first visited the following signage was on the building:

Front elevation facing Gravesend Road

- One fascia sign above front door (with trough lighting)
- Two board signs (either side of the door)
- One board sign and hand painted lettering to front of single storey lean-to; and
- Four downlighters under the eaves and two under the first floor windows and lanterns either side of door.

Rear elevation facing pub car park

- One board sign above rear door with downlighters above

Flank (south east) elevation

- Applied lettering on gable end at second floor level
- Hand painted lettering on side of lean-to

Flank (north-west) elevation

There are no advertisements on this elevation.

To west of building

Freestanding pub sign

The proposals in this application are for:

Front elevation facing Gravesend Road

- The fascia sign would be replaced with a new sign of 4.6m in width and 500mm in height which would be of a slightly longer length and height than existing. It would have an aluminium face panel with painted background and individual Perspex letters and lit by a trough light as existing.
- The 2 existing board signs would be replaced with replacement board signs. They would have an aluminium face panel with vinyl text;
- The board sign would be replaced with a new poster case sign to same size;
- The existing downlights and lanterns would be replaced with new downlights and lanterns;
- The hanging sign would be replaced with a new one of same size made of aluminium with painted background and printed image; it would be illuminated by trough lighting;
- The existing lantern will be replaced with a new one;
- Two new flood lights are proposed under the eaves.

Rear elevation facing pub car park

- The board sign would be replaced with a replacement board sign with a trough light instead of the two downlighters;
- A new board sign is proposed to the left of the front door; and
- Two new lanterns are proposed either side of the door.

Flank (south east) elevation

- Replacement applied lettering on gable end at second floor level; and
- A new trough light above.

Flank (north-west) elevation

No changes.

To west of building

Replacement pub sign with aluminium face panel with painted background pictorial image.

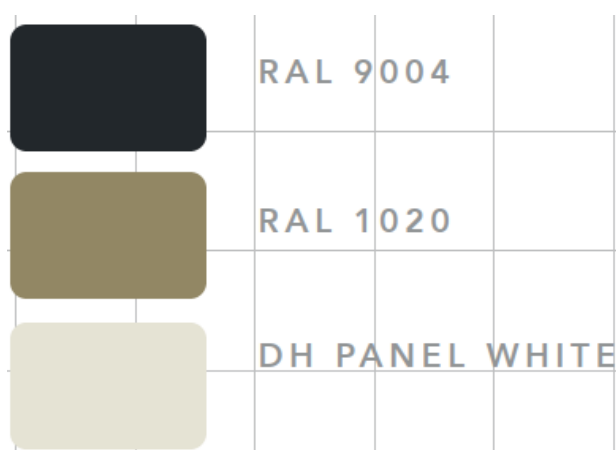
For ease of reference, the building as it was on 02/05/2025 was as follows:



The proposed adverts are shown superimposed on the building in the submitted drawings as follows:



It is said that the signage would be RAL 9004, RAL 1020 and panel white:



The Conservation Officer commented on the application to state that the main issue is the finish of the signs and advised of a satin or matt finish rather than shiny Perspex for the lettering. The Conservation Officer also advised that the light bar over the fascia sign should be in white to match the existing one and that on the gable wall the proposed underline and “Higham” should be removed as they add additional clutter. The Conservation Officer also questioned the need for sign C saying that it would only repeat what the fascia sign would state (Sir John Falstaff) and that the current sign in that location only has a quote about beer solving problems and asks if the sign is unauthorised (it appears it is as Listed Building Consent or Advertisement Consent has not been granted for the sign).

Following comments being received from the Conservation Officer, the site was passed by officers on 23/06/2025 who noticed that the signage on the building had already been replaced with new signage even though these applications were not just determined and therefore without the benefit of Listed Building Consent and Advertisement Consent. Furthermore, it was also noticed that some of the signage which has been installed is not what is being applied for in this application as shown in the proposed drawings.

The signage which has been installed without Listed Building or Advertisement Consent is as follows:





The agent was written to by the case officer on 05/09/2025 with the Conservation Officer's comments on the application being passed on and the agent was advised that the matters raised by the Conservation Officer needed addressing. The agent was also advised that it appeared that new adverts and lighting had been installed already although it appeared that some of the signs are not the same as those shown in the proposed drawings – for example the free standing sign and the sign on the gable. The agent was asked to firstly address the matters raised by the Conservation Officer and in respect of this it was noted that the new light bar that has been installed over the new fascia is white as the Conservation Officer requested as well as “Higham” being left off the gable end sign. The agent was then advised that they need to ensure that the proposed drawings match up with exactly what is being proposed as what is shown in the proposed drawings is not what has been installed.

No response was received from the agent but on 27 October 2025 the case officer wrote to them again and on 31 October 2025 they advised that they would get everything across at the beginning of the next week. No information was received and on 12/12/2025 the case officer advised the agent that as no amended drawings have been received, do they wish to proceed with the application, or would they like to either withdraw the application or have it determined as (which would be by way of refusal. The agent responded and advised that they would confirm that coming Monday whether they would withdraw the application or not; no response was received; on the 6th January 2026 the case officer wrote to the agent again asking if they wished to withdraw the application or have it determined (refused) and no response was received. As such the application will therefore be determined on the basis of what has been submitted.

As it stands it should therefore be noted that the adverts which have been installed do not have the benefit of Advertisement Consent or Listed Building Consent and they do not even match what is proposed here.

In any case, on the basis of the advertisements which are proposed in these Advertisement Consent & Listed Building Consent applications, a full assessment of the impact of the proposal in terms of amenity and the impact on this listed building has taken place. Whilst replacement advertisements would be acceptable in principle there are issues with what is proposed. The use of shiny Perspex for some of the lettering is not acceptable when it should be a satin or matte finish and there is unnecessary clutter proposed in respect of some of the adverts or some elements of them. As stated the agent has been given several opportunities to address these issues.

In summary, in respect of amenity and the impact on this listed building, due to the use of inappropriate materials in the form of shiny Perspex and also unnecessary clutter in respect of some of the proposed

advertisements or some elements of them, the proposal would be harmful to the amenity of the area and to the architectural and historic interest of this listed building and would therefore be contrary to Policies CS19 and CS20 (LPCS), saved Policy TC2 (LPFR) and sections 12 & 16 of the NPPF (2024).

Public Safety

Policy 8 of the Advertisement Control Policy Guidelines (1996, amended 2020) 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 location of the signage, it is considered that it would not obstruct any visibility for drivers, road signs or distract drivers. Due to the height and depth of the signs there would be no impact on pedestrian safety.

Conclusion

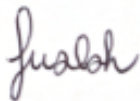
The proposed signage is considered acceptable in respect of public safety but is not acceptable in respect of amenity and would also be harmful to the architectural and historic interest of this listed building. As such the proposal is contrary to Policies CS19 and CS20 (LPCS), saved Policy TC2 (LPFR) and sections 12 & 16 of the NPPF (2024).

Recommendation

20250363 – Refusal

20250364 – Refusal

(For detailed reasons for refusal and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Mrs Faye Walsh
Signed:	<i>Rebecca Harrison</i>	Signed:	
Dated:	22nd January 2026	Dated:	06 February 2026