

Delegated Report

Advertisement Consent Application

Planning Application No: 20260089

Location: 26 King Street Gravesend Kent DA12 2DU

Description: Advertisement Consent for installation of external signage identifying the premises as THE LITTLE THEATRE.

Applicant: Annie Guo, PPT London

Site Visit Date: 09.02.26

Submitted Documents/Plans

Application Form
001A – Location Plan, Existing Block Plan, Proposed Block Plan
003A – Proposed Front Elevation
002A – Existing Front Elevations
004 A – Proposed Signage Details
Heritage, Design and Access Statement

Relevant Planning History

Reference	Description Pending	Decision	Decision Date
20260087	Installation of a traditional retractable external awning.	Pending Consideration	
20260088	Application for Listed Building Consent; Installation of a traditional retractable external awning.	Pending Consideration	
20260029	Application for Listed Building Consent; Installation of external illuminated fascia signage.	Refused	09.03.2026
20260028	Application for Listed Building Consent; Repositioning of Ground Floor Staircase to Mezzanine.	Pending Consideration	
20250243	Change of use to mixed use including performing arts theatre, performing arts instruction/teaching, public activities, nursery and children's activity centre, after-school club, and cafe/canteen	Permitted	02.03.2026
20240946	Application for Listed Building Consent; Removal of raised platform, Judge's bench and remaining court furniture and alterations to Judge's canopy. Construction of panelling between existing (retained panelling) and lower floor level following removal of platform. Construction of steps between court room and adjoining studio to address change in level following removal of platform.	Pending Consideration	

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS19 – Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- TC2 – Listed Buildings
- TC3 – 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

Supplementary Planning Guidance

- Advertisement Control Policy Guidance (November 1996)
- Shopfront Design Guidance Notes (2018)
- King Street Conservation Area Character Appraisal (2009)
- Gravesend Town Centre Conservation Area's Management Plan (2009)

Consultations, Publicity and Representations

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 principal issues are amenity and public safety as well as the impact on the architectural and historic interest of this grade II listed building and the character and appearance of the King Street Conservation Area.

The site is located in the King Street Conservation Area and is a Grade II Listed building. The building was formerly used as a courthouse and retains a number of historic architectural features which contribute to its significance.

Its List entry is shown below:



Details

1. 5277 KING STREET (South Side)

No 26 (County Court) TQ 6474 SE 1/113

II

2. Dated 1870. 1 storey ashlar with stone dressings. Slate roof. Balustrade with quatrefoil motif. Triglyph frieze. 4 coupled pilasters. 2 round-headed doorcases with decorated spandrels. Double doors. Fanlights having swag moulding incorporating the date. Plinth. 3 pointed mullioned windows, 2 with 2 lights and the centre one with 3.

Listing NGR: TQ6481374131

It is noted that the Gravesend Town Centre Conservation Area's Management Plan, on the King Street Conservation Area makes the following statements:

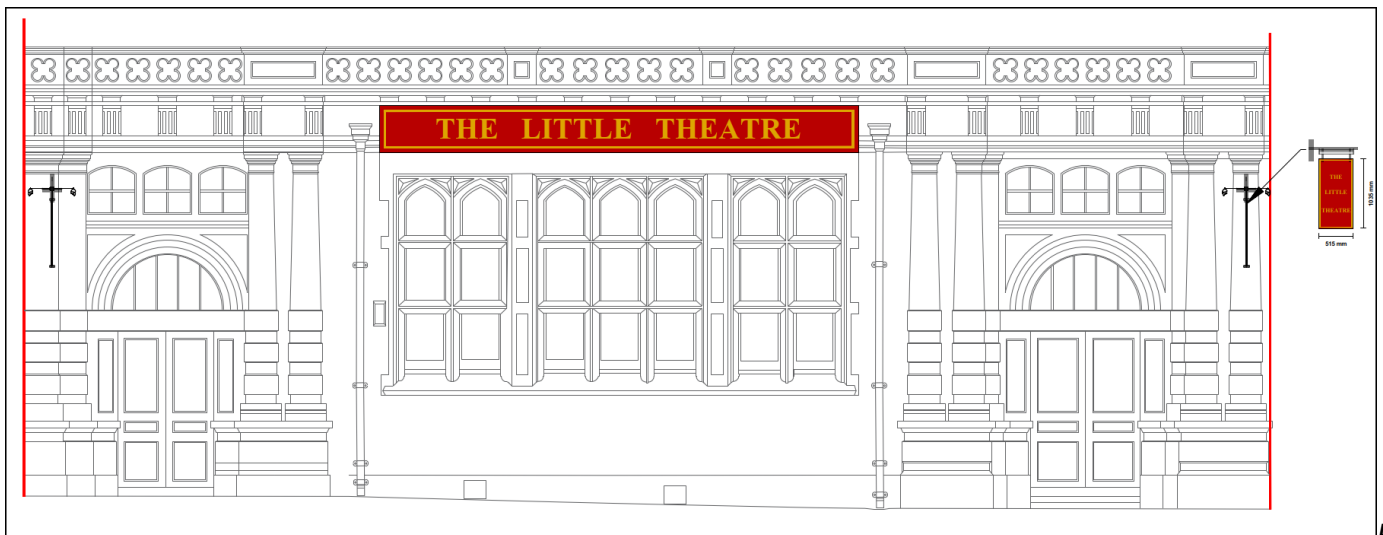
Area has suffered in places from the appearance of poorly designed shopfronts and advertisement, and the incremental loss of original architectural features. The effect could be reversed by the replacement and re-instatement of such features with those of an appropriate design and material.

PPG 15 recognises that all outdoor advertisements affect the appearance of the building or neighbourhood where they are displayed. Currently, the visual appearance of the Conservation Area sometimes suffers from garish advertisements such as banners and A-boards, which will need to be carefully controlled.

The proposal is for installation of an externally illuminated fascia sign.

The principal consideration in the assessment of the application is design, character and appearance and whether the proposal would preserve or enhance the character and appearance of the King Street Conservation Area.

The proposed signage is shown in the image below. Both the fascia sign and the projecting sign would have LED troughs to illuminate them.





Proposed Elevations (Not to Scale)

This building was originally a court, as reflected in its listed status and as such does not have a clear fascia for signage to be attached. It would not have been deemed necessary for the type of building. Whilst the building did have permission for alternative uses, no external signage has been used as it would obscure the original fabric of the listed building. The below image shows the building in 2017. As can be seen there is temporary signage in the window and no other permanent signage has been used.



Image from 2017 (Google maps)

The proposed fascia signage would extend approximately 7.1 metres across the principal elevation, spanning a substantial proportion of the building frontage and sitting across traditional architectural detailing. The impact of which would only be exacerbated by the luminance of the signage. In order to install the signage and the LED troughs this would require some form of permanent fixture into the traditional façade of the historical court building. The existing façade of the building is a positive feature of the Listed Building. Installation of the signage and associated LED trough lighting would require permanent fixings into the historic façade of the building. The façade itself forms an important architectural element contributing to the significance of the listed building. The introduction of modern illuminated signage and associated fixings would therefore erode the historic character and appearance of the building.

Under Section 16 (2) of the Planning (Listed Buildings and Conservation Areas) Act 1990, special regard must be had to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses. The proposal would introduce visually intrusive modern signage and illumination which would detract from the architectural composition of the historic façade and would therefore fail to preserve the special interest of the building.

Public safety

The proposed signs are not considered to be of such a size, prominence or location that they would have a harmful impact on public safety.

Conclusion

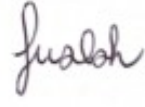
The proposed signage would represent visually intrusive and unsympathetic alterations which would be in keeping with the host building, would fail to preserve the character and appearance of the King Street Conservation Area and would be harmful to the setting of the grade II listed building. As such the proposal would be contrary to Policies CS19 and CS20 (LPCS), saved Policies TC2, TC3 and TC8

(LPFR) and sections 12 & 16 (NPPF).

Recommendation

REFADV – Refused

(For detailed reasons for refusal, see draft Decision)

Case Officer:	Mrs Lisa Fisher	Team Leader:	Mrs Faye Walsh
Signed:		Signed:	
Dated:	13th March 2026	Dated:	13 March 2026