



Gravesham Borough Council

Civic Centre
Windmill Street
Gravesend
Kent
DA12 1AU

Highways and Transportation

Ashford Highway Depot
4 Javelin Way
Ashford
TN24 8AD

Tel: 03000 418181

Date: 8 June 2022

Our Ref: AC

Application - GBC/20220579

Location - Land Adj To, 29 The Hill, Northfleet, Gravesend Kent

Proposal - Consent to display an upgrade of the existing 48 sheet advert to support digital poster.

I refer to the above planning application for a digital poster to upgrade the existing 48 sheet advert at land adjacent to 29, The Hill, Northfleet.

With reference to the Transport for London document 'Guidance for Digital Roadside Advertising and Proposed Best Practice' dated March 2013, I would comment further as follows:

The minimum message display duration should ensure that the majority of drivers do not see more than one or two messages and, at sites such as this where the cognitive demands on a driver are higher, restricting the rate of change further to reduce the risk of a driver seeing more than one message at a time should be considered. A minimum message display duration of 30 seconds would be acceptable.

Taking all of the above into account it would not be acceptable to have a short duration of message display whereby drivers and pedestrians were subject to multiple changes of message on the advertising boards as this is likely to create an unacceptable distraction.

However a message display duration, such that the majority of drivers and pedestrians would only see one message whilst travelling, would be acceptable. I would therefore have no objection to the proposals subject to the following being secured by condition:

- 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 - 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

- Minimum message display duration to be 30 seconds. Rate of change of messages to be instantaneous, i.e. no fading, merging, etc.
- No moving images or sequencing of images over more than one advert.
- No message sequencing where a message is spread across more than one screen image.

Informative: It is important to note that planning 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 planning permission has been granted. For this reason, anyone considering works which may affect the public highway, including any highway-owned street furniture, 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 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 formal technical approval process for new or altered highway assets, with the aim of improving future maintainability. 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.

Should the development be approved by the Planning Authority, it is the responsibility of the applicant to ensure, before the development is commenced, that 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.

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.