



Delegated Report

Advertisement Consent

Planning Application No: 20220426

Location: Prepworld Unit K Springhead Enterprise Park Northfleet

Description: Erection of a South elevation non illuminated building mounted sign, east elevation illuminated building mounted sign with Totem and North elevation non illuminated building mounted sign and Totem

Applicant: Mr Pete Jankowski, Celsius Consulting Limited

Site Visit Date: 14 June 2022

Submitted Documents/Plans

Application for consent to display advertisements form;
Drawing no. 10007/signs/001 Rev. B Existing and proposed elevations;
Drawing no. 10007/signs/002 Rev. A Red and blue line site boundary plan;
Design and Access Statement; and
Emails from the agent dated 16 and 21 June 2022.

Superseded Documents/Plans

Application for consent to display advertisements form;
Drawing no. 10007/signs/001 Rev. A Existing and proposed elevations;

Relevant Planning History

Reference	Description	Decision	Decision Date
20220425	Installation of 3 no. building mounted signs and 2 no. "Totem" signs external to site entrance points	Withdrawn	14.06.2022
20210671	Erection of internal fence and turnstiles to staff entrance, remove existing fence and kerbs to redundant HGV trailer parking area, apply markings to redundant HGV trailer parking area to allow use as additional car parking and apply road markings to set out new accessible parking spaces and new EV charging spaces.	Permitted	21.10.2021
19990326	Erection of single storey extension to warehouse to form covered loading bay and single storey extension to cold store to form covered raise pallet store.	Permitted	19.07.1999
19910746	Erection of warehouse extension on the north elevation to form cold store and truck charging bay and formation and laying out of additional lorry and car parking spaces.	Permitted	02.07.1992
19880031	Display of fascia sign illuminated by overhead lamp units.	Permitted	02.03.1988

19840614	Display of illuminated fascia box sign	Consent granted	16.08.1984
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Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS11 – Transport
- CS19 - Development & Design Principles

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Consent

Paragraph 33 of the NPPF (2021) 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 (2021), the Council will also seek to replace these.

National Planning Policy Framework (2021)

- 2 – Achieving Sustainable Development
- 12 – Achieving sustainable development and well-designed places

Supplementary Planning Guidance

- Supplementary Planning Guidance 3 – Advertisement control policy guidelines (adopted 1996 amended April 2020)

Consultations, Publicity and Representations

GBC - Highways Officer

This proposal gets an automatic recommendation of refusal.

The Institution of Lighting Professionals in their Professional Lighting Guide 05, The Brightness of Illuminated Advertisements provides the following guidance.

In a suburban areas (Environmental Zone 03, small town centres or suburban locations) The Maximum permitted recommended luminance is 600 cd/m² for a sign up to 10m², here the proposal is for 1000cd/m² Although it may be possible to consider this as an Environmental Zone E02, a low district brightness defined as rural, but includes dark outer suburban locations, which would further limit the illuminance to 400cd/m²

I have no objections to the non-illuminated signs.

Note the guidance does permit illuminated advertisements well above the building frontage height that exceed 10m² to have a maximum luminance of 1000cd/m² depending on the precise nature and extent of the installation. But I'm unaware of any similar installations nearby and in isolation this could be considered excessive.

GBC - Environmental Protection Team, Regulatory Services

No comments to make in relation to this application.

GBC - Service Manager (Property & Regulatory Services)

No response received.

KCC - Highways & Transportation

A Design and Access has been submitted, I note that the illuminated signs are proposed to be 1000 cdm-2 these would need to be reduced in line with the permitted values and conditioned subject to approval.

The 2 x totem signs are external to the site, any signage placed on KCC land would need the necessary licence in place.

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

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

Ebbsfleet Development Corporation

EDC has no objection to the proposal subject to the decision maker being satisfied that the level of illumination of the proposed advertisements would have no adverse impact of amenity of the adjacent residential properties in Springhead Park or local ecology. In particular, when assessing this application, it is recommended that consideration be given to the need to impose a restriction through planning condition to prevent the illuminated signs being switched on during night-time hours.

KCC – Heritage

No response received.

Neighbouring properties

The application was publicised by a site notice and to 41 neighbouring properties by letter. No representations have been received. The overall expiry date for comment was 06 June 2022.

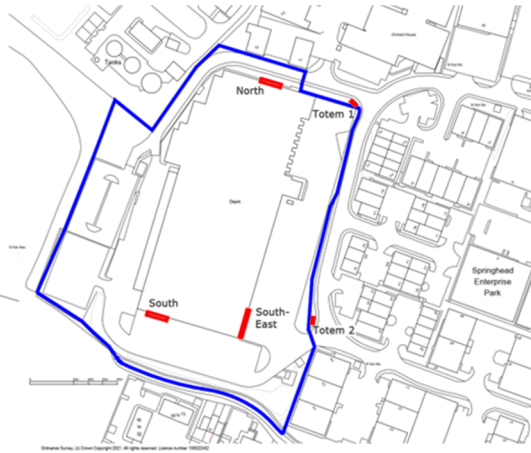
Officer's Analysis

Proposal

Advertisement consent is sought for the following;

- 2 x externally illuminated totem signs of 3 metres (height) x 1 metre (width) x 0.3 metres (depth) and located adjacent to the eastern and northern boundaries of the application site. Total area of each sign 3 square metres. Maximum illumination level 300 cd/m² (static illumination).
- 1 x non-illuminated fascia sign 2.3 metres (height) x 2.75 metre (width) x 0.02 metres (depth) and located on the southern elevation of the application building. Total area of sign 6.3 square metres.
- 1 x internally illuminated fascia sign 1.7 metres (height) x 8.4 metre (width) x 0.3 metres (depth) and located on the eastern elevation of the application building. Total area of sign 14.28 square metres. Maximum illumination level 300 cd/m² (static illumination).
- 1 x non-illuminated fascia sign 5 metres (height) x 6 metre (width) x 0.3 metres (depth) and located on the northern elevation of the application building. Total area of sign 30 square metres.

The signage would be located as shown below;



Introduction

Applications for advertisement consent are considered in relation to two main issues - amenity and public safety. An additional material consideration is relevant national and local policy and other relevant planning decisions.

The National Planning Policy Framework (NPPF 2021) 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 136). At a local level saved Policy TC8 of the Gravesham Local Plan First Review 1994 policy 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 Borough Council's adopted Advertisement Control Policy Guidelines (as amended April 2020) divides the Borough into different areas, and it is reasonable to conclude that the application site falls within the category of "other parts of the urban area of Gravesend and Northfleet". In this area, the guidelines, through Policy 4, generally accept advertisements on business premises if they relate to the trade being carried out. This guidance also supports the adopted development plan policy which requires adverts to be sympathetic to the building or land on which they are displayed, should not add clutter and should not be detrimental to public safety.

Visual Impact - Impact on Local Amenity

The applicant has set out that the proposed signage would be for wayfinding for visitors and deliveries to the site and for corporate branding. The signage would be made from printed aluminium acrylic and the totem signs would be externally illuminated, whilst the eastern fascia sign, would be internally illuminated.

It is considered that the proposed signage would be subservient to the size of the application building and would not be excessive or appear cluttered (with one sign located on each of three elevations). The proposed materials and design would not be out of character with the existing building.

The application site is located in a commercial area, where there are numerous existing signs, the majority of which are small and non-illuminated. Although it is noted that there are large illuminated signs on Livis House, Unit T, Springhead Enterprise Park.

The closest residential properties to the site are 16 to 32 and 56 to 72 Wellesley Corner and 50 to 54 Lister Drive, which are set up on higher ground to the south. Mature vegetation provides some screening between the application site and residential occupiers and it is noted that the proposed illuminated signs would be located facing away from the dwellings.

The Ebbsfleet Development Corporation has raised concerns regarding the impacts of the proposed illuminated signs on residential amenity. However due to the location and orientation of the proposed signs and the existence of screening and a levels difference between the application site and the

affected dwellings, it is considered that there would be no adverse impacts to the amenity of surrounding residential occupiers.

The Ebbsfleet Development Corporation has also requested consideration of a planning condition to prevent the illuminated signs from being switched on during night-time hours, in order to protect residential amenity. In response, the applicant has set out that the illuminated fascia sign would have a time clock fitted so that the signage can be switched off as required. A condition can be attached to any consent granted which sets out a time period when the illumination is precluded.

It is accepted that some degree of illumination is appropriate at the application site and there has been illuminated signage on the building in the past (as evidenced by advertisement consents 19840614 and 19880031). The site is within a commercial area where there is already extensive signage to other commercial premises.

Overall it is considered that the proposed signage would be acceptable in visual amenity terms and can be supported on amenity grounds. Therefore the proposed development would be in line with Policy CS19 of the Gravesham Local Plan Core Strategy (September 2014), Saved Policy TC8 of the Gravesham Local Plan First Review (November 1994), paragraph 136 of the NPPF 2021 and the adopted Advertisement Control Policy Guidelines (SPG3).

Public/Highway safety

In respect of the impact of the proposed signage on public and highway safety there were originally some concerns from the highway authority, Kent County Council, and the GBC Highways Officer regarding the intensity of the illumination. The three proposed illuminated signs were originally indicated as having a luminance of 1000 cd/m². Following negotiations, the applicant has confirmed that he will accept a limit of 300 cd m² on the proposed illuminated fascia signage and that the proposed illuminated totem signage would be around 200 cd m². This would be in line with the Institution of Lighting Professionals in their Professional Lighting Guide 05, The Brightness of Illuminated Advertisements for Zone E3 (Suburban - Medium district brightness).

Subject to a restriction on luminance levels, there is no highway objection to the proposed signage as revised. It is not considered that the advertisements would obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers. In public safety terms the amended signage is therefore in line with Policy CS11 of the Gravesham Local Plan Core Strategy (September 2014), Saved Policy TC8 of the Gravesham Local Plan First Review (November 1994), paragraph 136 of the NPPF 2021 and the adopted Advertisement Control Policy Guidelines (SPG3).

Other issues

The Ebbsfleet Development Corporation has raised concerns regarding the impacts of the proposed illuminated signs on ecology, however as set out above, advertisement consent applications can only be determined with reference to amenity and public safety (paragraph 136 of the NPPF).

Suggested conditions

Five standard conditions

Maximum level of illumination of 300 cd m²

Illumination between 23.00 and 06.00 hours precluded

Conclusion & Recommendation

The proposal would comply with local and national planning policies and subject to the conditions set out above, the proposal would be acceptable.

Advertisement consent subject to conditions is recommended.

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mrs Kelly Joyce	Team Leader:	Miss Faye Hobbs
Signed:	K Joyce	Signed:	
Dated:	21st June 2022	Dated:	22 June 2022

Gravesham Borough Council