



Delegated Report

Advertisement Consent Application

Planning Application No: 20250166

Location: Rainbow 68 New Road Gravesend Kent

Description: Advertisement Consent for the replacement of external signboard and projection sign with new replacement signage with new business name.

Applicant: Mr Ruhulameen Ahmed

Site Visit Date: 10 April 2025

Submitted Documents/Plans

- Application form;
- Site Plan;
- Location Plan;
- Revised drawing no. R/G/MI/01 – Plans, Sections, Elevations; and
- Revised Signage Details Sheet.

Superseded

~~Drawing no. R/G/MI/01 – Plans, Sections, Elevations; and
Signage Details Sheet.~~

Relevant Planning History

Reference	Description	Decision	Decision Date
20000144	Change of use from A1 retail shop to a hot food take away (A3) and installation of an external extraction duct at the rear.	Permitted	10.05.2000

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- 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

Supplementary Planning Guidance

- SPG3: Advertisement Control policy guidelines (1996, amended 2020)

Consultations, Publicity and Representations

Consultees

No response:

- Ward Councillors

Neighbouring properties

18 surrounding properties were consulted – overall consultation expiry date was 25.03.2025 – no responses received.

Officer's Analysis

The application site consists of a three storey building situated on the southern side of New Road. The ground floor is in use as a hot food takeaway.

The proposal is for replacement of the existing fascia sign and projecting sign. The existing fascia and projecting signs are box signs with internal illumination and it is proposed to replace these with box signs with internal illumination. The fascia sign would be 80cm in height, 400cm in width and 20cm in depth. The projecting sign would be 60cm in diameter. Both signs would be black with the words 'Phat Bite' in red, yellow detailing underneath and in white the words 'Pretty Hot and Tempting'. On the fascia sign there would also be the property number and telephone number in white. The illumination would be static and would be between 75-80 cd/m². This was double checked with the applicant as it is a fairly low luminance level and they confirmed this is the luminance levels that the sign company had advised him.

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

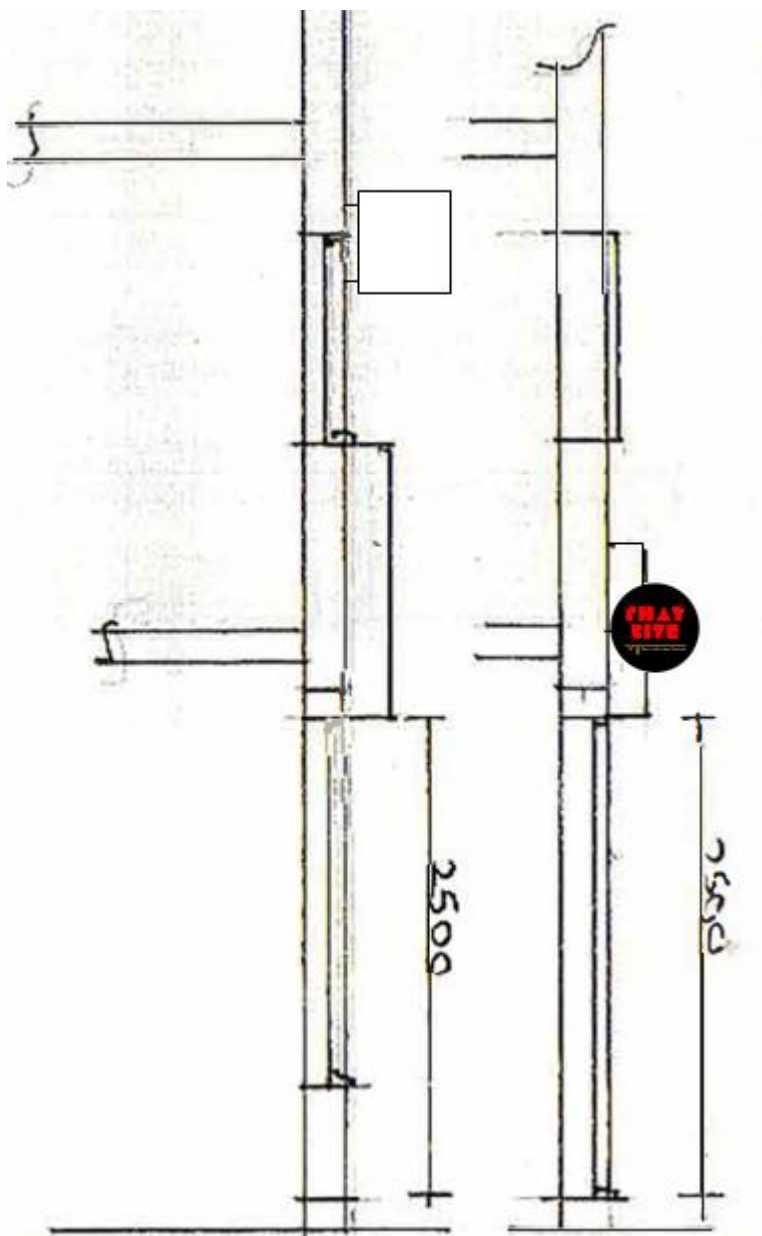
- Amenity; and
- Public Safety.

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 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.

For ease of reference the existing and proposed elevations are as follows:





The proposed fascia and projecting signs would be box signs as the existing signs are. The fascia sign would actually be of less depth than the existing sign which would be an improvement. The projecting sign would be situated lower down than the elevation next to the fascia sign which would be an improvement situation where it is located currently higher than first floor window level. The proposed signage is considered simple, sympathetic and in keeping with the existing signage which exceeds at the building and in the surrounding advertisements on other buildings in the terrace. The existing signage is internally illuminated and the proposed signage would be to a level of 75-80 cd/m² although this does seem rather low for luminance levels. The Institute of Lighting Professionals Professional Lighting Guide 05: The Brightness of Illuminated Advertisements advises that the maximum recommended level is 600 cd/m² for a site in the urban area. It is considered that if consent was forthcoming a condition could be attached to ensure the signage did not exceed this level.

In respect of amenity the proposed signage would be in keeping with the character and appearance of the host building and the streetscene.

Public Safety

Policy 8 of the Advertisement Control Policy Guidelines (1996, amended 2020) states that advertisements

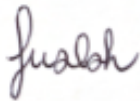
should not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers. Due to the simple nature of the signage it is considered they would not impact on traffic safety and would not be distracting. Due to the height and limited projection of the signs there would be no impact on pedestrian safety.

Conclusion & Recommendation

The proposed signage is considered acceptable in respect of amenity and public safety.

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:	2nd May 2025	Dated:	09 May 2025