



Delegated Report

Advertisement Consent Application

Planning Application No: 20250060

Location: Petrol Filling Station Morrisons Coldharbour Road Northfleet

Description: Advertisement Consent for the installation of 7m illuminated EV totem sign.

Applicant: Motor Fuel Group Limited

Site Visit Date: 18th March 2025

Submitted Documents/Plans

Planning Application Form;
Drawing No. 14313-2298-LP – Location Plan;
Drawing No. 14313-2298-BP – Block Plan;
Drawing No. 14313-2298-CTA – Proposed Signage Plan; and
Drawing No. STD-TOT-7M – 7m Totem Pole Sign Assembly & Panel Details.

Relevant Planning History

Reference	Description	Decision	Decision Date
20241059	Creation of charging zone, erection of EV chargers, erection of canopies, sub-station enclosure, LV panel, meter cabinet, jet wash bays, plant room and associated works.	Permission	10.02.2025
20240932	Application for variation of condition 6 attached to planning permission reference number 20161113 for Erection of single storey extension to the existing petrol filling station kiosk; to allow the petrol filling station to operate between the hours of 06.00 and 23:00 daily.	Permission	10.12.2024
20240788	Creation of charging zone, erection of EV chargers, erection of canopies, sub-station enclosure, LV panel, meter cabinet and associated works.	Permission	24.10.2024
20240594	Application for variation of condition 6 attached to planning permission reference number 20161113 for Erection of single storey extension to the existing petrol filling station kiosk; to allow the petrol filling station to operate between the hours of 06.00 and 22:00 daily.	Permission	23.08.2024
20221168	Prior notification for the proposed installation of Solar Photovoltaics Panels on the flat roof area of Morrisons supermarket under Schedule 2, Class J, Part 14 of the Town and Country Planning (General Permitted Development) Order 2015	Prior Approval Granted	12.12.2022
20220017	Application for consent for non-illuminated hoarding adverts for 'WeBuyAnyCar' car collection point pod.	Permission	09.03.2022

20220016	Erection of a 'WeBuyAnyCar' car collection point pod.	Temporary Permission	09.03.2022
20210993	Removal of existing refrigeration condensers and redundant A/C mechanical plant on main store roof and installation of 2no. CO2 energy efficient plant of similar size to main store roof, installation of 3no. new Load cells for new CO2 energy efficient plant and installation of new Heat Pump pack.	Permission	12.10.2021
20210992	Erection of a car collection point pod.	Refused	19.10.2021
20210991	Application for consent for non illuminated hoarding adverts for the period of five years.	Refusal For Advert Consent	19.10.2021
20190378	Siting of a prefabricated single storey 'Car Store' premises ('pod').	Temporary Permission	01.08.2019
20180012	Display of fascia signs with internally-illuminated lettering on the petrol filling station canopy; fascia signs with internally- illuminated lettering and logos on the car wash; a fascia sign with internally-illuminated lettering and logo and a non-illuminated totem panel sign on the front elevation of the petrol filling station kiosk; a non-illuminated panel on the side elevation of the petrol facing kiosk and a free standing petrol filling station internally-illuminated double sided totem pole sign east of the car wash.	Advertiseme nt Consent	06.03.2018
20170862	Display of signage to proposed car park valeting unit stating the company name and associated supermarket, price list, product branding and health & safety manifestation comprising fascia signs on two sides of the proposed canopy, fascia signs to three elevations of the proposed portacabin, 4 pvc panels with digitally printed graphics on hoarding and digitally printed vinyl wraps to the external elevations of the proposed portacabin, all signage to be non-illuminated.	Advertiseme nt Consent	04.12.2017
20170861	Change of use of area within the car park to create a car hand wash and car valeting unit incorporating the siting of a portacabin, construction of a canopy and partial enclosure by 1.8 metre high composite fencing.	Permitted	04.12.2017
2016113	Erection of single storey side extension to the existing petrol filling station kiosk.	Permitted	19.01.2017
20080807	Display of two sets of internally illuminated individual fascia lettering spelling MORRISONS on south and east elevations	Refused Advertiseme nt Consent	18.11.2008
20080707	Relocation of internally illuminated 'MORRISONS' sign on east elevation roof onto the east roof of new warehouse.	Advertiseme nt Consent	10.09.2008
20031101	Relocation of existing petrol filling station, shop and car wash to eastern side of store; erection of single storey extensions on north, west and east elevations to provide additional sales area, warehouse facilities with mezzanine floor above warehouse extension to provide storage; laying out of additional car parking spaces on previous site of petrol station and six additional special needs parking spaces on eastern side; removal of conditions (viii) and (ix) of planning permission reference number GR/91/697, which restricts the amount of floorspace from which the sale of goods other than food, drink, tobacco and other	Refused	22.03.2004

	convenience goods can be sold and restricts the storage area to storage associated with the retail business of the premises only.		
19910697	Outline application for erection of retail store and petrol filling station with associated car parking, access and highway works.	Permission	01.06.1993

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS08 – Retail, Leisure and the Hierarchy of Centres
- CS11 – Transport
- CS12 – Green Infrastructure
- CS18 – Climate Change
- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Control
- T1 – Impact of Development on the Highway Network

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 4 – Decision-making
- Section 6 – Building a strong, competitive economy
- Section 11 – Making effective use of land
- Section 12 – Achieving Well-Designed Places

Supplementary Planning Guidance

- SPG3 – Advertisement Control policy guidelines (2020)
- SPG 4 – KCC Parking Standards (2006)
- Design for Gravesham – Design Code (2024)

Consultations, Publicity and Representations

Consultees

KCC – Highways and Transportation

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

It is important to note that Local Planning Authority (LPA) 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 LPA planning permission has been granted.

For this reason, anyone considering works which may affect the public highway, including any highway-owned street furniture or landscape assets such as grass, shrubs and trees, 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 and near the highway 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.

GBC – Environmental Protection

There is no objection to this application. The illuminated signs comply with criteria in the ILP guidance. The signs should be installed in accordance with the details submitted with the application.

Neighbouring properties

The application was advertised by the displaying of a site notice and one individual letter sent to four surrounding properties with an overall expiry date of 18.03.24. No comments have been received.

Officer's Analysis

Site Description

The application site comprises of a part of the existing customer carpark for the Morrison's supermarket on Coldharbour Road. The supermarket is a standalone single storey building from the early 1990's, formerly a Safeway.

The supermarket also has its own petrol filling station and car wash building to the north of the store and adjacent to Coldharbour Road. It has a service yard on the eastern side of the store and there is a bus stop within a lay by. There is access to the store from Coldharbour Road via a roundabout and the customer car park adjoins on its western side two storey modern housing on the Dundale Estate.

The part of the customer car park that this current application relates is on the eastern edge, near to the petrol filling station.

Principle of Development

This application is located inside the urban boundary, where appropriate development would generally be acceptable in principle as per Policy CS02: Scale and Distribution of Development.

However, all other relevant matters should be considered. In this instance, the main points to consider would be the potential impact on; Design, Character and Appearance, Highway Safety and Residential Amenity of neighbours.

Design, Character and Appearance

The application site is in an existing supermarket car park, where planning permission has recently been given for the *Creation of charging zone, erection of EV chargers, erection of canopies, sub-station enclosure, LV panel, meter cabinet, jet wash bays, plant room and associated works* (App. Ref. 20241059). This current proposal is for the associated signage. Whilst the application site is within the supermarket car park, it is however located within a mixed use area with residential surrounding the site and therefore it is important to assess how the impact of the proposed works would on the surrounding area.

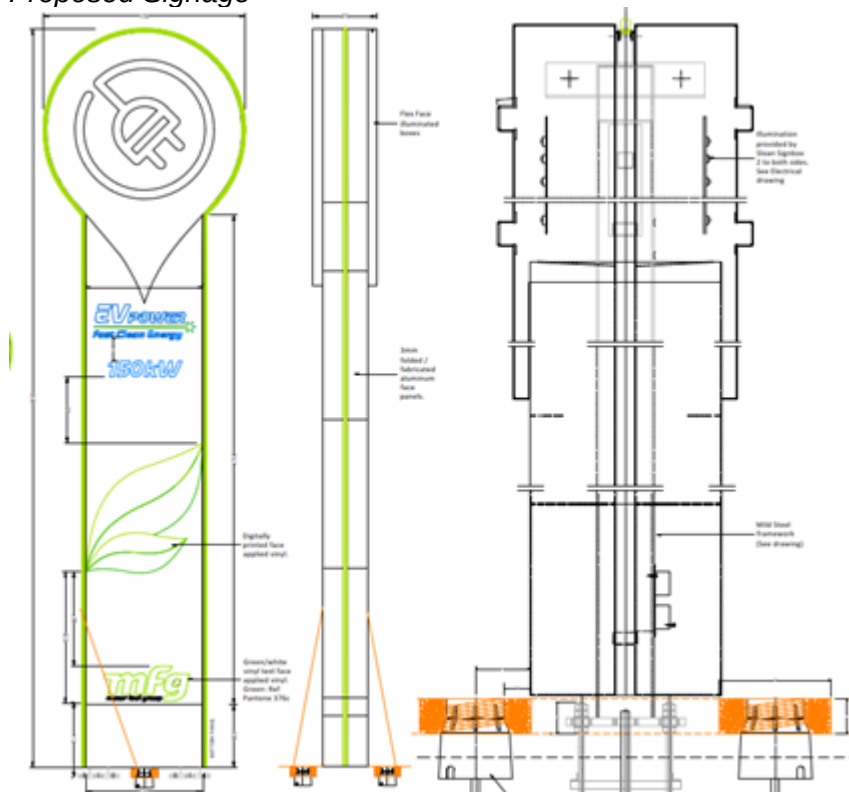
The proposed signage would be located adjacent to the existing petrol station pole sign, to the far eastern part of the site.

Streetscene



The proposed signage would measure 6.95m in height, 1.1m wide at the narrowest point and 1.75m at the widest point. It would be 870mm in depth. It would be constructed of folder / fabricated aluminium face panels, with digitally printed face applied vinyl. It would be internally illuminated with green hi-lite 30 LED tube illumination and located to the right of the existing sign shown above. For comparative purposes, the existing sign is 5.8m tall and 1.6m wide.

Proposed Signage



Whilst the proposed totem would be located near to the existing pole signage for the petrol station, it is of a simple design and in this more commercial setting, would not result in visual clutter. Although it will be taller, it is narrower which limits its visual impact. It should also be noted that the adjacent supermarket, Lidl also has a large totem sign. As such it would also not harm the appearance of the area, and the scale of the scheme would be appropriate in this context.

On balance, the proposed development would comply with the requirements of Policy CS19 of the Core Strategy 2014, Section 12 of the NPPF 2024 in terms of design, character and appearance and the GBC Advertisement Control Policy Guidelines, SPG3 Adopted November 1996 - amended April 2020.

Neighbouring Amenity

The application site is in an urban setting with residential neighbours nearby.

The signage would be located some distance from the nearest residential property, adjacent to similar signage. It is therefore not considered to pose a detrimental on residential amenity. The levels of luminance will be controlled to a suitable level.

The development is considered to safeguard the amenity of neighbouring properties in compliance with policy CS19 of the Core Strategy 2014.

Parking and Highways

In respect of the impact of the signage on public and highway safety, no objections have been received from the highway authority, Kent County Council, or GBC Environmental Protection, subject to the illumination levels being conditions. The submitted details indicate that the sign would have a luminance of 300cd/m² and will be static.

This is 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 condition of luminance levels there is no highway objection to the proposed signage. It is not considered that the advertisements will 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 conformity with Policy CS11 (Transport) of the Gravesham Local Plan Core Strategy (September 2014), saved policy TC8 (Advertisement Control) of the Gravesham Local Plan First Review 1994, the adopted Advertisement Control Policy Guidelines (SPG3) and Section 12 of the National Planning Policy Framework (NPPF) 2024.

Conclusion

The proposed development complies with all relevant national and local planning policies, subject to conditions.

1-5 Standard Advertisement Conditions

Additional Condition

6. Notwithstanding the details as submitted in the application form and approved drawings and specifications, and for the avoidance of doubt, the static illumination levels shall not exceed 300 cd/m² (candelas per square metre) such as to comply with the guidance set by the Institution of Lighting Professionals in the Professional Lighting Guide 05: The Brightness of Illuminated Advertisements (Zone E3: Suburban - Medium district brightness); any brighter illumination or

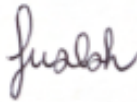
intermittent lighting shall require the separate express consent of the Local Planning Authority.

Reason: In the interests of amenity and public safety and in accordance with Policies CS11 (Transport), CS19 (Development and Design Principles) of the Gravesham Local Plan Core Strategy (September 2014), saved policy TC8 (Advertisement Control) of the Gravesham Local Plan First Review 1994, the adopted Advertisement Control Policy Guidelines (SPG3) and Section 12 of the National Planning Policy Framework (NPPF) 2024.

Recommendation

Advertisement Consent

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Amanda Cue	Team Leader:	Mrs Faye Walsh
Signed:	<i>A Cue</i>	Signed:	
Dated:	20th March 2025	Dated:	21 March 2025