

Our ref: hk/LL?grvend/APC/10.06.25

10 June, 2025

Gravesham Borough Council
Planning - Development Control
Civic Centre, Windmill Street,
Gravesend,
Kent,
DA12 1AU

Dear Planning Officers,

Proposed new shopfront and signage at 22-23 New Road Gravesend DA11 0AA

We act as planning consultants to Luxury Leisure who wish to operate the above premises as mixed AGC use with 8 sports betting terminals. Luxury Leisure (part of the Novomatic Group) are a market leading provider of gaming and entertainment venues with over 280 high street and seaside gaming venues in the UK. The Group employs over 2000 staff in the UK and is a highly experienced responsible operator in this market.

Planning permission (Ref:20220456) for the whole of the premises as an AGC use is already approved such that the principle of sui generis AGC use is already established and is a material planning consideration. This application is for a new modern shopfront and signage.

The existing recessed modern shopfront is in an extremely poor condition due to the site having lain vacant for approximately five years since its closure at the start of the Coronavirus pandemic. The shopfront has been vandalised as in need of repair.



The application site

The subject proposal seeks to introduce a new modern full height glazed shopfront with high quality Trespa cladded stall risers and pilasters. The entrance will be recessed and feature a red door surround. The subject property is not statutorily or locally listed nor is situated in a defined conservation area. The character of New Road is that of a modern commercial setting with all manner of modern shopfronts and signage contributing to the busy commercial setting. The proposed shopfront will add to the positive retail character of the street and provide an active shopfront with views into and out of the premises.

The proposed signage features an internally illuminated fascia and projecting box signs with white lettering on a black background. Illumination will not exceed 300cd/m on the fascia and not more than 460 cd/m on the projecting signs. The principle of shopfront alterations and internally illuminated signage is well established at this site as follows –

Display of internally illuminated fascia sign and an internally illuminated projecting sign at fascia level.
Ref. No: 20100796 | Status: Permitted

Retention of shopfront.
Ref. No: 19950366 | Status: Application Permitted

Display of internally illuminated fascia sign and internally illuminated double sided projecting sign at fascia level.

Ref. No: 20021014 | Status: Permitted

Display of a fascia sign with internally illuminated lettering.

Ref. No: 19910244 | Status: Permitted

Installation of a new shopfront.

Ref. No: 19920390 | Status: Application Withdrawn

Display of an internally illuminated double sided projecting box sign above entrance door

Ref. No: 19860148 | Status: Permitted

Display of illuminated fascia and box signs

Ref. No: 19760204 | Status: Permitted

Erection of a new shopfront

Ref. No: 19760203 | Status: Application Permitted

The proposed signage does not harm highway safety or amenity in line with the advertisement regulations. The proposed shopfront complements the existing character of New Road and complies with Policy CS19 and TC9 of the adopted local plan.

If you have any queries relating to the above application, please do not hesitate to contact these offices in the first instance.

Yours sincerely,

HARIS KASUJI BA MA MRTPI