

Application: 20250584

**TOWN AND COUNTRY PLANNING ACTS
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007**

NOTIFICATION OF GRANT OF EXPRESS CONSENT TO DISPLAY ADVERTISEMENT(S)

To: **I Miller, Luxury Leisure
C/O Haris Kasuji, RR Planning Ltd
82A Otley Road
Headingley
Leeds
LS6 4BA**

TAKE NOTICE that the **GRAVESHAM BOROUGH COUNCIL**, the Local Planning Authority under the Town and Country Planning Acts, has **GRANTED EXPRESS CONSENT** for the display of (an) advertisement(s) situate:-

at **Ground Floor
22 - 23 New Road
Gravesend
Kent
DA11 0AA**

and being **Consent to display advertisement(s); Internally illuminated fascia sign and internally illuminated projecting sign x 2**. Your application dated 12th June 2025 is subject to the following:-

CONDITIONS AND REASONS

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to:-
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purposes of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

6. The advertisement consent hereby granted expires on 15 August 2030.

Reason: For the avoidance of doubt and pursuant to Regulation 14(7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. Notwithstanding the details included on the application form and approved plans the static illumination levels of the fascia sign shall not exceed 300 cd/m 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; 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 Policy CS19 (Development and Design Principles) of Gravesham's Local Plan: Core Strategy (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 (2024).

8. Notwithstanding the details included on the application form and approved plans the static illumination levels of the projecting box signs shall not exceed 460 cd/m 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; 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 Policy CS19 (Development and Design Principles) of Gravesham's Local Plan: Core Strategy (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 (2024).

INFORMATIVES:-

1 APPROVED DRAWINGS AND DOCUMENTS

For the avoidance of doubt the approved plans and particulars are as follows:

Application Form - dated 10 June 2025;
Covering Letter by rrplanning - dated 10 June 2025;
Drawing no. 3577(B)01 - Ground Floor and Basement Plan as Existing;
Drawing no. 3577(B)02 - Elevations as Existing and Proposed (Advertisement);
Drawing no. 3577(B)03 - Ordnance Survey Site Location Plan (scale - 1:1250);
Drawing no. 3577(B)05 - Proposed Block Plan (scale - 1:200);
Drawing no. 3577(C)01 - Ground Floor and Basement Plan as Proposed.

2 STATEMENT OF POSITIVE AND PROACTIVE APPROACH TO DECISION-MAKING

In accordance with Article 35 (2) of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended), and paragraph 39 of the National Planning Policy Framework (NPPF) 2024, the Local Planning Authority has approached the assessment and determination of this application in a positive and creative way and, where appropriate, has worked pro-actively with the applicant to secure a development that is sustainable and that improves the economic, social and environmental conditions of the area, and that is in accordance with the Development Plan for the area.

3 DEVIATION FROM APPROVED PLANS

It is possible that any proposed deviation from the approved plans could be classed as a 'material' change requiring a further application/permission. In the event that any change is proposed, applicants are advised to seek advice from the Local Planning Authority [as proceeding without the necessary permissions could nullify this permission].

4 DURATION OF THE CONSENT

For the avoidance of doubt and pursuant to Regulation 14(7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, as amended, this express consent shall expire at the end of five years from the date of the consent.

Dated: 15 August 2025

Civic Centre
Windmill Street
Gravesend
Kent
DA12 1AU

Shazad Ghani
MPhil, MA, BA (Hons)
Head of Planning
Planning Service

NOTE:

This consent is confined to consent under the Town and Country Planning (Control of Advertisements) Regulations 2007 and does not obviate the necessity of compliance with any other enactment, bye-law, or other provision whatsoever, or of obtaining from the appropriate authority or authorities any permission, consent, approval or authorisation which may be requisite.

NOTIFICATION TO APPLICANT:

- (1) Regulation 13(5) of the 2007 Regulations provides that every grant of express consent shall be for a fixed term which shall not be longer than 5 years from the date of grant of consent without the approval of the Secretary of State, and if period is specified the consent shall have effect as consent for five years.
- (2) At any time within the period of six months before the expiry of the consent, application may be made for the renewal thereof.
- (3) Regulation 13 of the 2007 Regulations provides that, without prejudice to the power of the district planning authority to impose additional conditions upon grant of consent, the standard conditions mentioned in the notification of grant of consent shall apply.
- (4) Regulation 15 of the 2007 Regulations provides as follows:-

APPEALS TO THE SECRETARY OF STATE

Provisions of Section 78 of the Town and Country Planning Act 1990

"Section 78

- (1) Where a Local Planning Authority refuse an application for express consent or grant it subject to conditions, the applicant may by notice appeal to the Secretary of State.

- (2) A person who has made an application for express consent may also appeal to the Secretary of State if within the period of 8 weeks from the date when the application was received by the Local Planning Authority, that authority have neither given him notice of their decision on it nor given him notice that they have exercised their power under Section 70A to decline to determine the application.
- (3) Any appeal under subsection (1) or (2) shall be made by notice served within **8 weeks** from the date of receipt of the Local Planning Authority's decision or, as the case may be, within **8 weeks** from the expiry of the period mentioned in subsection (2), or within such longer period as the Secretary of State may in either case at any time allow.
- (3A) The notice mentioned in subsection (3) shall be accompanied by a copy of each the following documents:-
- (a) the application made to the Local Planning Authority;
 - (b) all relevant plans and particulars submitted to them;
 - (c) any notice of decision; and
 - (d) any other relevant correspondence with the authority.
- (4) Where an appeal is made to the Secretary of State as mentioned in subsection (3), he may require the appellant or the Local Planning Authority to submit to him, within such period as he may specify, a statement in writing in respect of such matters relating to the application as he may specify, and if, after considering the grounds of appeal and any such statement, the Secretary of State is satisfied that he has sufficient information to enable him to determine the appeal he may, with the agreement in writing of both the appellant and the Local Planning Authority, determine the appeal without complying with Section 79(2).
- (5) For the purposes of the application of Sections 79(1) and 288(10)(b) in relation to an appeal under subsection (2), it shall be assumed that the authority decided to refuse the application in question."
- **NOTE:** Any appeal under Section 78 should be addressed to the **Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN; telephone: 0303 444 5000; email: enquiries@pins.gsi.gov.uk or online at www.planningportal.gov.uk/pcs.**