

An update on our proposed changes to the shop front at 44 High Street Gravesend DA11 0AY.

We understand that Condition 7 specifies that "No external lighting shall be installed on the building without the prior permission in writing of the Local Planning Authority." We would like to clarify that we do not intend to install or modify any external lighting on the building. Our proposed changes will be limited to the following:

1. Signage Update:

We plan to update the shop front signage by changing the name from "Room Forty Four" to "New York3rS" better reflects our brand identity. This change will involve updating the text on the existing signage.

2. Colour Alteration:

Additionally, we are considering altering the colour of the shop front from its current grey to a new shade of blue. This colour change is intended to refresh the building's appearance and align with our branding.

Please note that these updates are purely cosmetic, and we will ensure that they do not interfere with the building's structure or require any changes to the existing external lighting.



*Existing Shop Front- Room Forty Four*

As context, the building previously housed "The Prosecco," as shown in the image below:



*Previously housed at 44 High Street- "The Prosecco"*

When "Room Forty Four" took over, they implemented similar changes, including a rebranding of the signage and a colour alteration of the shop front.

We are planning to undertake similar modifications, transitioning from "Room Forty Four" to our new brand "New York3rS." The changes we are proposing will follow the same principles, focusing on aesthetic updates rather than structural alterations.



*Existing Shop Front- Full View*

We would appreciate your confirmation that these proposed changes comply with the requirements of Condition 7, or please let us know if further documentation is required for approval.

We propose two potential designs for the updated signage, each reflecting our brand's identity and the intended theme of our business. The proposed designs incorporate the new name "New York3rS" and the colour blue, which we plan to use for the shop front. The designs are as follows:



*Full Logo with Tagline*

This above design includes the full name "New York3rS Fusion Diner" with an accompanying image of the Statue of Liberty, representing the fusion of New York's diverse cultural influences. This design encapsulates the full branding of our business.



*Simplified Logo with Icon*

The second option simplifies the design by including the name "New York3rS" along with the Statue of Liberty icon. This design maintains the visual identity while being less detailed than the first option.

Both these designs will use the same blue colour, which is shown in the attached images. The style of the text will remain consistent with the previous "Room 44" signage, ensuring that the change is both tasteful and in line with the building's aesthetics.

We are open to feedback on which of these options would be most appropriate, or if there are any further modifications needed to align with local regulations.