

13th January 2026
Our Ref: 24.5095

120 Bermondsey Street
London
SE1 3TX

T 0203 268 2018

Amanda Cue
Civic Centre
Windmill Street
Gravesend
Kent
DA12 1AU

Dear Amanda,

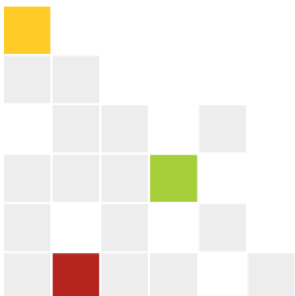
Re: Application for Advertising Consent at The Charter, New Swan Yard, Gravesend, DA12 2EN

I write on behalf of our client, Reef Group and Partners, to submit an advertisement consent application in association with the approved application ref: 20200343, for the redevelopment of land at The Charter, New Swan Yard, Gravesend, DA12 2EN ("the Site"). The permission is for:

"Erection of 242no. residential units for Build to Rent (C3 Use Class), within three blocks ranging from 3 to 10 storeys, together with multi-storey car park as well as access, pedestrian links, landscaping, highway and other associated works."

This advertisement consent application seeks permission for 17 external signs comprising:

- Sign 21680/4A – E01 North Façade / Bank Street (East)
- Sign 21680/4B – E01 North Façade / Bank Street (East)
- Sign 21680/4C – E01 North Façade / Bank Street (East)
- Intercom 21680/4 – E01 North Façade / Bank Street (East)
- Sign 21680/1 – E01 North Façade / Bank Street (West)
- Intercom 21680/1 – E01 North Façade / Bank Street (West)
- Sign 21683 – E01 South Façade / Market Alley (East)
- Intercom 21683 – E01 South Façade / Market Alley (East)
- Sign 21684 – E01 South Façade / Market Alley (West)
- Intercom 21684 – E01 South Façade / Market Alley (West)
- Sign 21690A – E02 South Façade / Bank Street (East)_
- Sign 21690B – E02 South Façade / Bank Street (East)
- Intercom 21690 – E02 South Façade / Bank Street (East)
- Sign 21046A – E03 West Façade / Horn Yard
- Sign 21046B – E03 West Façade / Horn Yard
- Intercom 21046 – E03 West Façade / Horn Yard
- Sign MSCPA 0 Mult Storey Car Park



The following information and supporting documents are submitted via the Planning Portal under reference: **PP-14586543**

- Planning Application Forms;
- Site Location plan;
- Existing plans (prepared by Leslie Jones); and
- Signage Document (prepared by Reef and Partners).

Site and Surroundings

The Site encompasses both Market Square and Horn Yard car parks, situated to the south and north of Bank Street, respectively. It lies within Gravesend Town Centre, approximately 100 metres east of St George's Church, placing it firmly within the built-up area of Gravesend and under the jurisdiction of Gravesham Borough Council.

The Site is bordered to the north by Crooked Lane; to the east by Crooked Lane and Queen Street; to the south by Gravesend Borough Market; and to the west by New Swan Yard. Beyond Crooked Lane to the north are Elizabeth Gardens and the River Thames, while to the west of New Swan Yard are properties lining the eastern side of High Street, including Gravesend Medical Centre. St George's Church and the St George's Shopping Centre are located further west, beyond High Street. Gravesend Train Station is approximately 325 metres south-west of the Site.

The development coming forwards on the Site was approved in 2021 and involves the delivery of 242no. residential units for Build to Rent (Use Class C3). It has been named 'The Charter' and Touchstone are the operators. The development is close to completion and as such, various elements of signage have been designed to ensure wayfinding and that the building can be clearly marked.

Given the Site's central location within Gravesend Town Centre, the surrounding area features a diverse mix of typical town centre uses. These include retail outlets, restaurants, and a range of civic and community facilities. To the east of the Site, the area is predominantly defined by purpose-built residential developments, including higher-density apartment blocks. Notably, St Andrew's Court, located directly east of Queen Street, comprises a series of four-storey flats. Similar multi-storey residential buildings extend further east toward Harmer Street. In contrast, the areas to the south and south-east of the Site, beyond Gravesham Community Hospital and Gravesend Railway Station, are characterised by lower-density housing, including smaller apartment blocks and individual dwellinghouses.

Policy Framework

The Development Plan for Gravesham comprises Gravesham Local Plan Core Strategy (2014) and Gravesham Local Plan First Review (adopted 1994).

Other policy documents that are material considerations in the determination of planning applications include the National Planning Policy Framework (NPPF) (2024), National Planning

Policy Guidance (NPPG) and Gravesham's Council's Supplementary Planning Documents (SPDs).

Assessment

Chapter 12 of the NPPF emphasises the importance of well-designed places. Paragraph 141 relates specifically to adverts and states that the quality and character of places can suffer when advertisements are poorly sited and designed.

Gravesham's Advertisements Supplementary Planning Document SPD (1996 – amended 2020) provides policy guidance on advertisement control in the town centre. This document aims to seek a balance between commercial requirements and the need to maintain and improve the quality of the environment. The SPD states signs and advertisements should be well designed and attractive. The Borough Council is keen to ensure that advertisement displays do not detract from and, if possible, add to the quality of the environment.

Policy 7 of the Gravesham SPD states that signs and advertisements should be sympathetic to the appearance of the building or land on which they are displayed and should not be an over-intrusive feature in the street-scene or locality; they should not cause or add to an impression of clutter on a building or other land.

Policy 5 states advertisements and signs on or around listed buildings and conservation areas should not detract from the original appearance. Policy 8 further states advertisement displays should not be detrimental to public safety, particularly on the highway. The signage proposed does not conflict with of these policies.

The proposed advertising strategy includes external street facing signage at the main entrances of all three blocks. Block E01 will feature illuminated signage, along with externally mounted hanging signage above the Lobby 1 entrance, enhanced by downlighting. Blocks E02 and E03 will incorporate matching downlighting to maintain visual consistency across the development. Additionally, branded vinyl signage will be applied to the glazing at the lobby entrances of blocks E02 and E03. A multi storey car park sign is also included on the west elevation. Further details of the appearance of the signage are set out within 'The Charter Supporting Information'

Overall, the proposed signage is of a high quality and will enhance the appearance of the development. The signage has been sensitively designed to ensure that it effectively marks the entrances to the building and multi-storey car park. The height and siting of all the signs have been carefully considered to ensure there will be no adverse impacts on public amenity or highway safety.

The adverts are therefore in accordance with Policies 5,7 and 8 of the Gravesham Advertising SPD. They also align with Paragraph 141 of the NPPF.

Summary

In summary, the proposed signage comprises high quality additions to the façade of the buildings and will make a positive contribution to the surrounding area. For the reasons set out

in this letter, the proposals are considered to be compliant with the relevant policies and therefore, we respectfully request this application is approved without delay.

The requisite application fee of £673 has been paid online via the Planning Portal under reference **PP-14586543**

Please do not hesitate to contact us if you have any questions or require any further information.

Yours sincerely

