



Delegated Report

Planning Application / Advertisement Consent Application

Application No:	20250583 – Planning Application 20250584 – Advertisement Consent
Location:	Ground Floor 22 - 23 New Road, Gravesend, Kent, DA11 0AA
Description:	20250583 – Erection of new shopfront. 20250584 – Consent to display advertisement(s); Internally illuminated fascia sign and internally illuminated projecting sign x 2.
Applicant:	I Miller, Luxury Leisure
Site Visit:	N/A Desktop Assessment

Submitted Documents/Plans

20250583 – Planning Application

- 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 – Rev. A – Elevations as Existing and Proposed (Shopfront);
- 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.

20250584 – Advertisement Consent

- 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.

Relevant Planning History

Reference	Description	Decision	Decision Date
20250580	Change of use of premises to Adult Gaming Centre (AGC) with 8 Sports Betting Terminals (Sui Generis use).	PENDING CONSIDERATION	

20220162	Application for a determination pursuant to Article 3, Schedule 2, Part 3, Class MA of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) as to whether Prior Approval is required in respect of the proposed change of use of the existing Class E (Previously Office (B1 Use Class) and Dentists Office (D1 Use Class) at the first - fourth floors to residential (C3) to create 8 residential apartments.	PRIOR APPROVAL GRANTED	17.05.2022
20100796	Display of internally illuminated fascia sign and an internally illuminated projecting sign at fascia level.	CONSENTED	13.10.2010
20021014	Display of internally illuminated fascia sign and internally illuminated double sided projecting.	CONSENTED	30.01.2003
19950366	Retention of shopfront.	PERMITTED	26.02.1996

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS05 – Gravesend Town Centre Opportunity Area
- CS08 – Retail, Leisure and the Hierarchy of Centres
- CS12 – Green Infrastructure
- CS18 – Climate Change
- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- S3 – Primary Shopping Frontage
- TC8 – Advertisement Consent

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 12 – Achieving Well-Designed Places

Supplementary Planning Guidance

- Advertisement Control Policy Guidelines (SPG3, adopted November 1996 - amended April 2020)
- High Street & Queen Street Conservation Area Character Appraisal (2009)
- Management Plan – Gravesend's Town Centre Conservation Areas (2009)

Consultations, Publicity and Representations

Consultees

Local Ward Councillors – No comment received.

Neighbouring properties

20250583

Eleven surrounding properties were consulted and no representations were received. The consultation period expired 10 July 2025.

20250584

Eleven surrounding properties were consulted and no representations were received. The consultation period expired 10 July 2025.

Officer's Analysis

The application site is situated within Gravesend Town Centre, located within the Primary Shopping Area and application site also sits along the Primary Shopping Frontage.

The site previously operated as a retail unit last operated by New Look, the fashion retailer. It forms the ground level of nos. 22-25 New Road, which is considered to be a non-designated heritage asset that maintains original features and fenestration, which contributes to the quality of the street scene.



The site is directly opposite the existing Tesco, Metro store, and has a number of existing retail units within the immediate locality along New Road. However, there are also a number of vacant units nearby.

The policy context that is of direct relevance to the proposed development are CS05 (Gravesend Town Centre Opportunity Area) and CS08 (Retail Leisure and Hierarchy of Centres) of Gravesham's Local Plan Core Strategy (LPCS) (2014) and S4 (Non-Shopping Uses in the Shopping Areas) of Gravesham's Local Plan First Review (LPFR) (1994).

Proposed Development

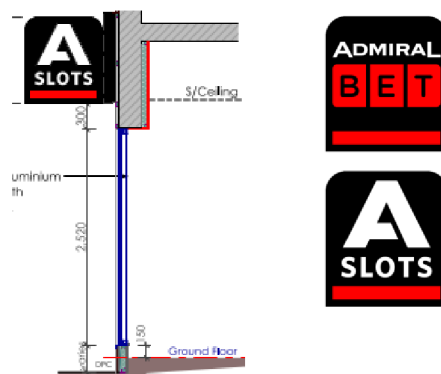
These applications seek to erect a new shopfront (ref. 20250583) and display advertisements (ref. 20250584).

The proposed plans from the shopfront and advertising are shown below:



The shopfront will be formed of aluminium (flashing and projecting fascia) in grey, with the shopfront surround clad in a grey colour. The entrance door surrounding will also be aluminium painted in red. The windows are toughened laminated glass.

The advertisements include a fascia projecting sign and a double sided projecting sign from the shopfront (as shown in the images below), both of which are illuminated.



Design, Character and Appearance

At a national level the National Planning Policy Framework (NPPF) (2024) recognises that the quality and character of places can suffer when advertisements are poorly sited and designed, and reinforces that the principal considerations should be amenity and public safety (paragraph 141). At a local level saved Policy TC8 of the Local Plan First Review (LPFR) (1994) requires applications to be examined in the light of the Borough Council's adopted policy guidelines for advertisement control and states that displays which are detrimental to public safety or amenity will be resisted.

The Council's adopted Advertisement Control Policy Guidelines (1996) divides the Borough into different areas, and it is reasonable to conclude that the application site falls within the Gravesend Town Centre Shopping Area. The guidelines recognise that advertisement displays can add to the appearance of Gravesend as a lively and prosperous shopping centre and accordingly the level of advertisement display acceptable in the town centre shopping area will be higher than elsewhere in the borough. Through Policy 1 it is stated that advertisements including illuminated advertisements will generally be acceptable on business premises in the town centre shopping area however, the Council will wish to see that displays are well designed and attractive.

The shopfront would be similar to other modern installations on New Road, and would mirror the existing Admiral Adult Gaming Centre (albeit painted red, not yellow). The advertisement is also identical to the

existing Adult Gaming Centre at 27-28 New Road. Therefore, the proposed updated shopfront is acceptable, the illuminated halo lighting will be discrete and the signage is considered simple, modern, uncluttered and appropriately designed to the re-furbished external elevation of the host building.

Overall, the changes to the advertisement are considered to be in keeping with the street scene and would not have any impact on the character of New Road. Therefore, application accord with Policy CS19 (LPCS), Policies TC8 (LPFR) as well as Section 12 of the NPPF (2024).

A condition will be attached to ensure that the window displays are active and in keeping with the character, to accord with saved policy S3 (LPFR) as well as Policy CS19 (LPCS), with details submitted to the Local Planning Authority for approval.

Amenity

The illumination levels of the signage will not exceed 300cd/m on the fascia and not more than 460cd/m on the projecting sign. This is not significant and would not have any impact on amenity. Therefore, the proposal will safeguard amenity in accordance with Policy CS19 (LPCS) and Section 12 of the NPPF (2024).

Public Safety

Policy 8 of SPG3 states that advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers. Due to the application site being located in a pedestrianised street there would be no impact on traffic safety and being located above the fascia there would be no impact on pedestrian safety. There is a public right of way to the south of the building but this is not affected by the projecting sign.

Conclusion

The application has been fully considered and is in accordance with local and national planning policy.

The proposed shopfront and advertisements would have no detrimental impact on the appearance of the street scene, neighbouring properties or public safety and therefore accords with policy and is recommended for approval.

Recommendation

- 20250583 – Permission
- 20250584 – Consent for Advertisement

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mr Ethan Bonthron	Team Leader:	Richard Hart
Signed:		Signed:	
Dated:	13 th August 2025	Dated:	15 th August 2025