



Delegated Report

Planning & Listed Building Consent Applications

Planning Application No: 20250055
20250056

Location: Cake Box 158 Milton Road Gravesend Kent

Description: 20250055 - Replacement of the shopfront fascia and change of colour to shopfront framing.

20250056 - Application for Listed Building Consent for the replacement of the shopfront fascia and change of colour to shopfront framing.

Applicant: Mr Martin Harris, CakeBox

Site Visit Date: 14.02.2025

Submitted Documents/Plans

- Application form;
- Drawing no. 01 – Location & Block Plan;
- Drawing no. 02 – Existing & Proposed Plan, Elevation & Section; and
- Heritage, Design & Access Statement.

Relevant Planning History

Reference	Description	Decision	Decision Date
20120053	Application for Listed Building Consent for retention of the shopfront and the roller shutter blinds but with a change in the colour.	Permitted	14.11.2012
20111089	Retention of the new shop front and the roller shutter blinds but with a change of colour.	Permitted	14.11.2012

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS12 – Green Infrastructure
- CS18 – Climate Change
- CS19 – Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- TC2 – Listed Buildings
- TC3 – Development Affecting Conservation Areas

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.

Other material considerations

Section 16 (2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special regard to be had to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses when considering whether to grant listed building consent.

Under Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended, the Council has a statutory duty in considering whether to grant planning permission for development which affects a listed building or its setting to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended which states that, with respect to buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

National Planning Policy Framework (2024)

- Section 2 – Achieving Sustainable Development
- Section 12 – Achieving Well-Designed Places
- Section 16 - Conserving and enhancing the historic environment
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Supplementary Planning Guidance

- King Street Conservation Area Character Appraisal (2009)
- Management Plan – Gravesend Town Centre Conservation Areas (2009)

Consultations, Publicity and Representations

Consultees

GBC Licensing

No comment.

No response from:

- GBC Conservation Officer

Neighbouring properties

20250055 - 4 surrounding properties were consulted plus site and press notices – overall consultation expiry date was 07.03.2025 – no responses received.

20250056 - Site and press notices – overall consultation expiry date was 07.03.2025 – no responses received.

Officer's Analysis

The application site consists of a three storey building situated on the southern side of Milton Road opposite the junction with Berkley Road. The building has a Class E retail unit at ground floor – The Cake Box.

The building is grade II listed and located in the King Street Conservation Area.

The proposal is for planning and listed building consent for replacement of the shopfront fascia and change of colour to shopfront framing.

The principal consideration in the assessment of this application is whether the proposal would protect the architectural and historic interest of this grade II listed building and preserve or enhance the character and appearance of the King Street Conservation Area.

Whilst of modern aluminium, the existing shopfront was permitted under planning and listed building consent refs. 20111089 and 20120053. The shopfront was installed without permission and permission was given for its retention. It is a modern design constructed of an aluminium frame with aluminium fascia panel, plate glass windows and glazed double doors.

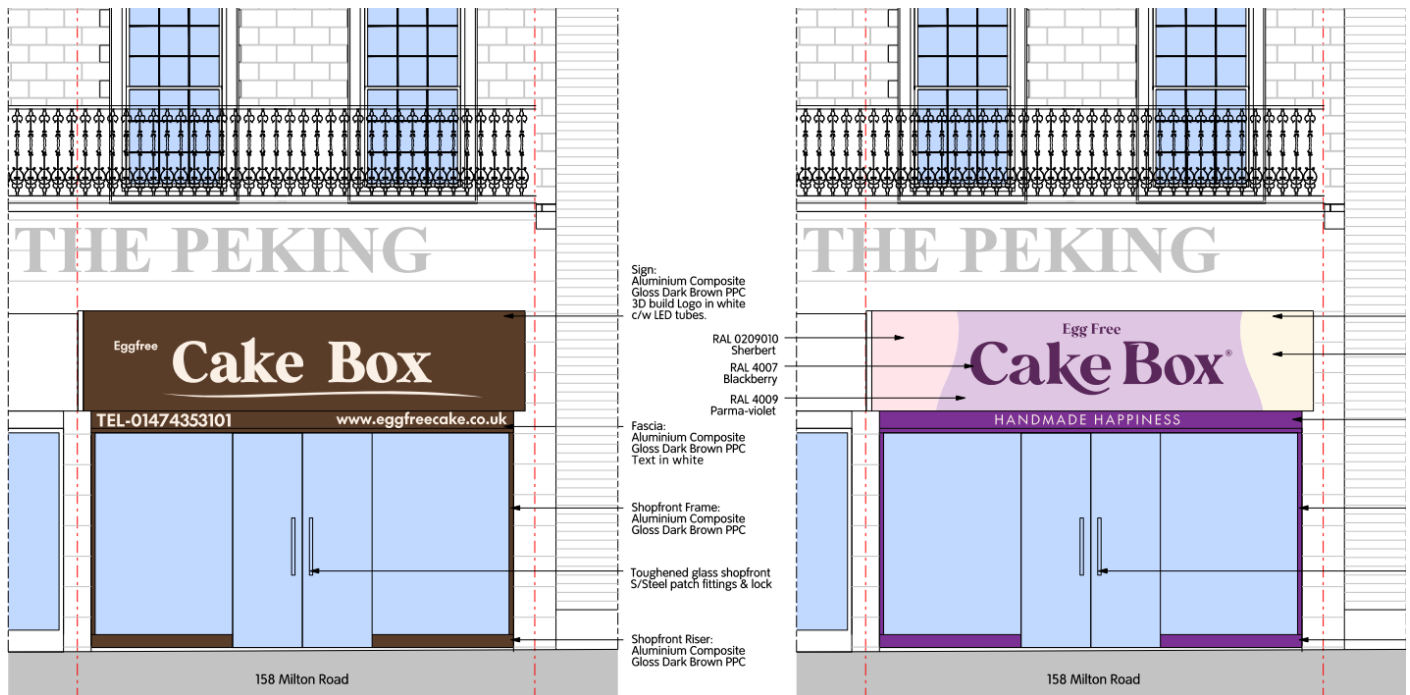
The current shopfront is as follows:



The proposal relates to replacing the existing fascia and changing the colour of the rest of the shopfront. The existing fascia is a brown aluminium panel with the words 'Eggfree Cake Box' with the telephone number and website underneath. The proposal is to replace this with an aluminium panel to the same size as the existing. The colour of the fascia would be sherbert, palma-violet and vanilla with lettering in blackberry which would read 'Egg Free Cake Box' with 'Handmade Happiness' underneath.

The proposal also relates to changing the colour of the rest of the aluminium shopfront from brown to blackberry. The shopfront frame would remain the same just a different colour.

The existing and proposed elevations are as follows:



As noted the existing aluminium shopfront was deemed acceptable under the previous permissions (20111089 & 20120053). The replacement fascia would be the exact same material and size as the existing fascia, it would just be of a different colour scheme. The rest of the shopfront frame would remain the same in terms of proportions but just a different colour. Given these circumstances the matter is purely one of colour.

The proposed colours are considered acceptable and arguably more vibrant than the existing brown.

It is considered the proposal would protect the architectural and historic interest of this grade II listed building and would not cause harm. By extension the proposal would also protect the character and appearance of the King Street Conservation Area. In respect of these matters, the proposal is compliant with Policies CS19 and CS20 (LPCS), saved Policies TC2 and TC3 (LPFR) and sections 12& 16 of the NPPF (2024).

Any Other Material Planning Considerations

None.

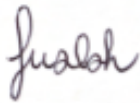
Conclusion

The proposal would protect the architectural and historic interest of this grade II listed building and preserve and enhance the character and appearance of the King Street Conservation Area. As such the proposal is compliant with local and national planning policy.

Recommendation

20250055 - Permission
20250056 – Permission

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Mrs Faye Walsh
Signed:	<i>Rebecca Harrison</i>	Signed:	
Dated:	20th March 2025	Dated:	21 March 2025