



Delegated Report

Planning Application

Planning Application No: 20250928

Location: Chicken World, 30 Queen Street, Gravesend DA12 2EE

Description: Retention of new shop front and replace the existing shutter.

Applicant: Mr Pirakas Rajaratnam

Site Visit Date: 30 October 2025

Submitted Documents/Plans

Application form

Design and Access Statement

Heritage Statement

Photos of other shop fronts

Drawing no. 30-DA12 2EE-000002 rev A10 (block and location plan)

Drawing no. 7-DA12 2EQ-0000001 rev A02 (shop front as built)

Relevant Planning History

20190645	Erection of three storey rear extension and change of use from A3 restaurant and self-contained flat to A1/A2/B1(a) use on the ground floor with self-contained 1 bed flat on each of the first and second floors including the provision of a new shop front and access to the upper floors and fire escape at the rear.	Permitted	05.11.2019
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Development Plan

Gravesham Local Plan Core Strategy (September 2014):

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

Gravesham Local Plan: First Review (1994)

- TC3 – Conservation Areas
- TC9 - Shopfronts

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 4 – Decision-making
- Section 8 – Promoting healthy and safe communities
- Section 12 – Achieving well-designed places
- Section 16 – Conserving and enhancing the historic environment

Supplementary Planning Guidance

- Design for Gravesham: Design Code (2024);
- Householder Extensions/Alterations Design Guide (2021);
- SPG 4: Security measures for shopfront and commercial premises (2020);
- Shopfront design guidance (2021); and
- High Street and Queen Street Conservation Area Character Appraisal.

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

Consultations, Publicity and Representations

Consultees

Neighbouring properties

The application has been advertised by five letters to neighbouring properties, site notice and press notice.

One letter of objection received:

Queen street falls in the conservation area, no one has a shutter or shop front like this. It will not preserve the essence of the area if council let them have a shutter and led sign board.

Officer's Analysis

Proposal

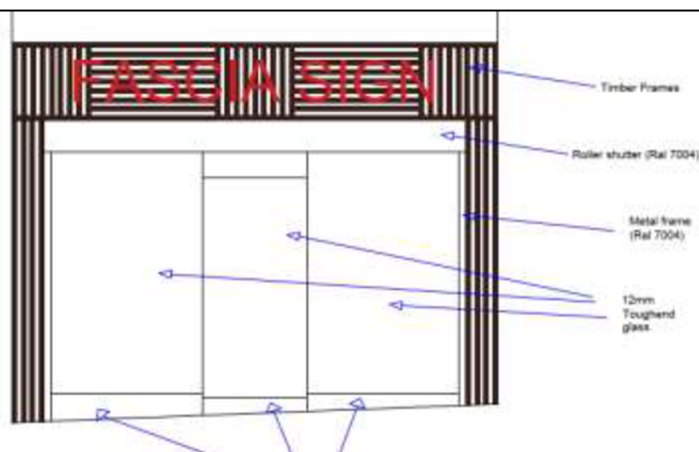
This application seeks planning permission for the retention of new shop front and replace the existing shutter.

The previous shopfront is shown below (2014):	The shop in 2024:
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The proposed shopfront seeking retrospective planning permission:

The existing plans:



This application relates to the shopfront and shutter only and therefore is not considering the signage which requires a separate advertisement consent application.

Design, Character and Appearance

The application site lies within the High Street and Queen Street Conservation Area and is identified as a key unlisted building and therefore considered a building of townscape merit. Negative features of the conservation area include the poor design and modern materials of many shopfronts.

Saved Policy TC3 of the Gravesham Local Plan 1994 states that:

The Borough Council will adopt the following approach to applications for development within or affecting conservation areas:-

(i) Where development is acceptable in relation to other policies in this Plan, it will be carefully judged for its impact and will be expected to make a positive contribution to the conservation area. The Borough Council will expect applications to contain sufficient details to enable the impact of the proposal upon the conservation area to be assessed.

(ii) The demolition of unlisted buildings will be resisted unless the Borough Council is satisfied that the

existing building is harmful to the conservation area and that the proposals for redevelopment or other use of the site will be beneficial. To this end, the Borough Council may, in suitable cases, require an agreement for the replacement of the building or other suitable treatment of the site, prior to the granting of conservation area consent for demolition.

Saved Policy TC9 of the Gravesham Local Plan 1994 states that the Council will accord a high priority towards the preservation, protection and enhancement of its heritage and historic environment as a non-renewable resource, central to the regeneration of the area and the reinforcement of sense of place.

The Borough Council will resist developments which would result in:-

- (i) Existing Shopfronts of traditional design and materials being lost.*
- (ii) The installation of security grills and shutters on the exterior of Shopfronts.*

Policy CS19 of the Gravesham Core Strategy 2014 states that new development will be visually attractive, fit for purpose and locally distinctive. It will conserve and enhance the character of the local built, historic and natural environment, integrate well with the surrounding local area and meet anti-crime standards.

Policy CS20 of the Gravesham Core Strategy 2014 supports proposals which preserve and enhance the significance of the Borough's heritage assets and their setting.

Paragraph 210 of the National Planning Policy Framework 2024 states that local planning authorities should take account of the desirability of new development making a positive contribution to local character and distinctiveness.

SPG 4 (security measures for shopfronts and commercial premises) is clear that roller shutters are generally considered unacceptable and, on buildings within conservation areas, planning permission is unlikely to be given.

The Council's Shopfront design sheets 1-6 provide informal guidance to support SPG3 and SPG4.

The appearance of shopfronts in a town centre or local shopping area has a profound impact on the character of a place. Poorly designed and badly maintained street frontages detract from the visual qualities of an area and affect the retail viability and local economy.

Design sheet 2 clearly states that new shopfronts in historic buildings should incorporate elements of traditional shopfront as these relate to the building which they share.

The new shopfront is modern in appearance and contains no traditional elements. The large panes of glass, aluminium frame, modern fascia and roller shutter bear no relationship with the historic building within which they are fitted.

Most traditional shopfronts are composed of two parts: The shop surround and the shopscreen. The success of a shop design depends on the careful proportioning of the principal elements of both parts, i.e. the pilaster, fascia and cornice of the shop surround, and the stall riser, windows and door that make up the screen. The shopfront that has been installed has none of these traditional features.

The glazed part of the shopfront needs to be in proportion with the rest of the elevation and in character with the street. The large panes of glass installed in the shopfront do not relate to the existing building or any of the neighbouring shopfronts. Large stretches of plate glass tend to be unsuitable in historic areas as it has a disruptive and dominating effect and this proposal demonstrates how harmful this is.

Whilst it is appreciated the previous shopfront was not historic it had been in situ for over 25 years it at least retained the historic arrangement of a framed glass frontage and a single door.

Material design sheet 4 makes clear that there are a number of modern materials whose smooth, shiny and

flat texture make them sit uneasily in historic buildings. Stainless steel, natural finish or powder coated aluminium and plastic (uPVC) lack the visual quality of wood and are unlikely to find approval for Listed Buildings or buildings in a Conservation Area.

Design sheet 5 relates to fascias (and advertising which is not being considered within this application). Fascias should be proportionate to the overall scale and height of the building and should not extend beyond the pilasters/vertical shopfront surround. As can be seen from the photo above, the fascia extends the full width of the front of the building and up to the underside of the first floor window. Whilst this was the case with the previous shopfront, as stated previously, this was installed more than 25 years ago. Large areas of highly polished finishes, glossy plastic or Perspex are unlikely to be acceptable on historic buildings. The signage is not being considered within this application but it is worth noting that the signage is glossy Perspex.

Lighting

This application does not relate to advertisement consent however, the levels of lighting, due to the combined impact of the signage and the glass frontage, cannot be described as being the 'absolute minimum' as stated in design sheet 5. The light spill from the shop, due to the full glazed frontage, compounds the dominant appearance of the shop within this sensitive location.

The applicant has provided photos of other shopfronts in Queen Street. Whilst there are unsympathetic shopfronts many will be immune from enforcement action. Regardless of this it is not a reason to approve a development that does not preserve or enhance the conservation area in line with local and national policy.

The combination of lack of traditional features, large panes of glass, modern arrangement making no reference to a historic arrangement, together with the use of modern materials and excessive lighting, results in a dominant form of development which neither preserves or enhances of the surrounding conservation area and is therefore contrary to Policies CS19 and CS20 of the Gravesham Core Strategy 2014 and paragraph 210 of the National Planning Policy Framework 2024.

Amenity

Neighbouring Amenity

The proposed shopfront does not increase the volume of the building and therefore there will be no detrimental impact to neighbouring amenities in terms of loss of outlook, privacy, sunlight or daylight.

This application does not relate to the use of no. 30 Queen Street and therefore noise is not a consideration. Likewise, this is not an application for advertisement consent and therefore the impact of lighting from the signage is not a consideration. The light from the shop, as discussed above, is out of character with the surrounding Conservation Area but does not impact on neighbouring amenity.

Ecology and Biodiversity

Due to the nature of the application there will be no detrimental impact to ecology and biodiversity.

Parking and Highways

Due to the nature of the application there will be no detrimental impact in terms of parking and highways.

Conclusion

The retention of the shopfront due to a combination of lack of traditional features, large panes of glass, modern arrangement making no reference to a historic arrangement, together with the use of modern materials and excessive lighting, results in a dominant form of development which neither preserves or

enhances the surrounding conservation area and is therefore contrary to Policies CS19 and CS20 of the Gravesham Core Strategy 2014, TC3 and TC9 of the Gravesham Local Plan 1994 and paragraph 210 of the National Planning Policy Framework 2024.

Recommendation:

Refuse

(For detailed conditions / reasons for refusal and informatives, see draft Decision)

Case Officer:	Mrs Alison Webster	Team Leader:	Richard Hart
Signed:		Signed:	
Dated:	27 November 2025	Dated:	27 th November 2025