

JT/BL/EOM/P22-2329

17 October 2022

Gravesham Borough Council
Civic Centre
Windmill Street
Gravesend
Kent
DA12 1AU

Dear Sir / Madam,

Town and Country Planning Act 1990 (as amended)
Planning Application for Shopfront Alterations
Unit A, 5-8 New Road, Gravesend, Kent, DA11 0AA
Planning Portal Ref: PP-11574355

Pegasus Planning Group Ltd are instructed on behalf of Instant Managed Offices Ltd, ('the Applicant'), to submit a planning application for the following development at Unit A, 5-8 New Road, Gravesend, Kent, DA11 0AA ('the Site'):

"Shopfront alterations comprising the addition of 1no. customer entrance single door and associated works."

Accordingly, the following documentation has been submitted via the Planning Portal (ref. PP-11574355):

1. Planning Application Form, including relevant Ownership Certificate;
2. Architectural drawings:
 - a. Site Location Plan (ref. EX01);
 - b. Existing Plans and Elevations (ref. EX01);
 - c. Existing Floor Plan (ref. EXOG);
 - d. Proposed Plans and Elevations (ref. PA01 REV C);
 - e. Proposed General Arrangement Floor Plan (ref. SK01);
3. Planning Assessment, included within this letter.

The requisite application fee of £468.00 (+ Planning Portal administrative fee) will be submitted to the Council under separate cover.

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Site Description

The application site comprises a ground floor retail unit (Class E), within a wider 3-storey building. The unit fronts New Road, which is a pedestrianised walkway serving the high street. The unit itself is part of the wider Thamesgate Shopping Centre.



Figure 1 – Aerial view of application site (marked in red)

The application site, according to the Gravesham Borough Council Policies Map (September 2014), is located within Gravesend Town Centre.

According to the Environment Agency's Flood Map for Planning, the site falls within Flood Risk Zone 1, which indicates a 'low' probability of flooding.



Figure 2 – Streetview of application site



Figure 3 – Streetview of application site

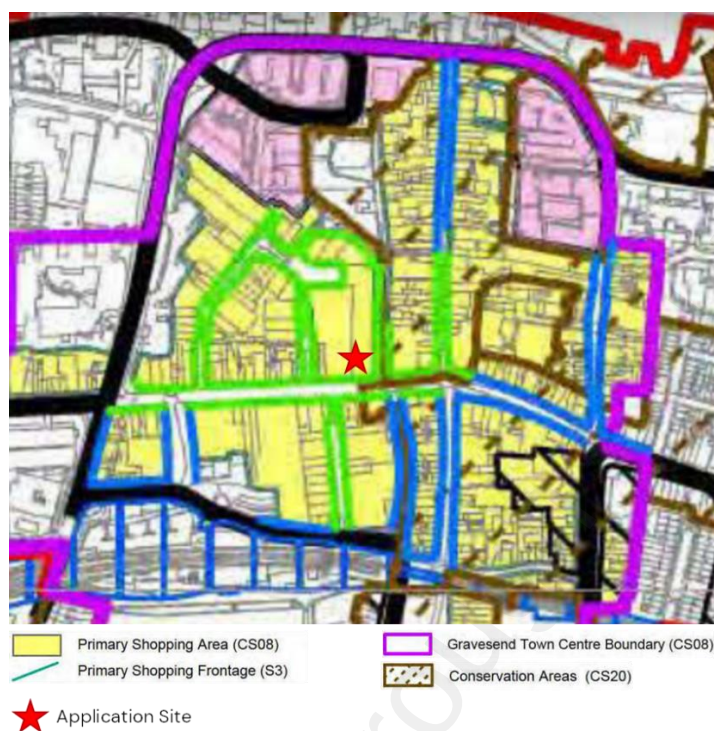


Figure 4 - Insert of Policies Map

The site does not fall within a Conservation Area and the site does not comprise a statutory or locally listed building. The site is located immediately west of the High Street and Queen Street Conservation Area and north of King Street Conservation Area.

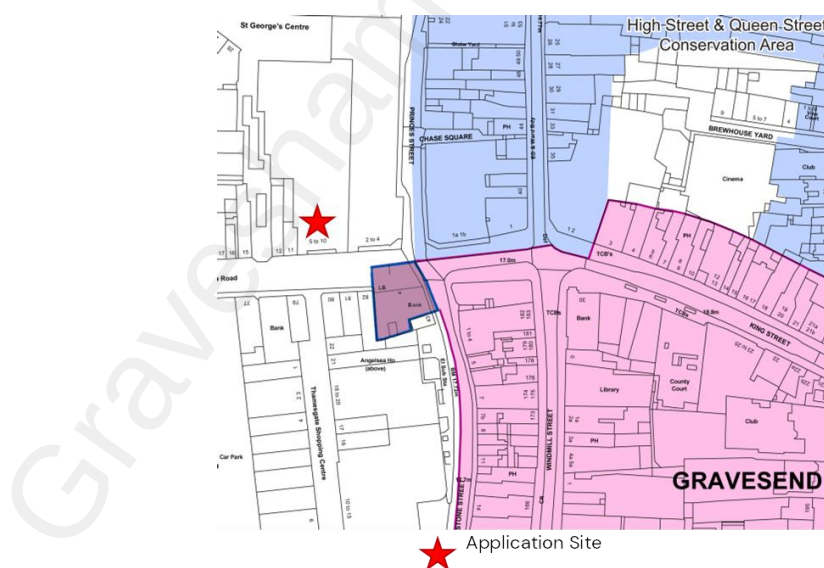


Figure 5 - Insert of map showing Conservation Areas

Planning History

The application site has been subject to the following relevant planning applications outlined below:

5-8 New Road

- **Ref. 20211166** – *Application for shopfront alterations and siting of plant equipment to roof.* – Approved 13 April 2022
- **Ref. 20210059** – *Installation of a replacement shopfront.* – Approved 15 March 2021
- **Ref. 20200274** – *Entrance fascia signage to include 2 no. projection signs and 2 no. flex box sign and window graphics.* – Approved 29 July 2020
- **Ref. 20180726** – *Change of use of basement and part of ground floor from Class A1 (retail) to Class D2 (24-hour gymnasium) and new shopfront to St George's Shopping Centre.* – Approved 24 August 2018

Proposed Development

This application seeks planning permission for proposed external alterations to the shopfront to facilitate the existing occupant of this unit, 'Jobcentre Plus'. Specifically, the proposed development will comprise of the following works:

- Addition of one single entrance door and frame with light grey polyester powder coated aluminium finish;
- New shopfront glazed panel with light grey polyester powder coated aluminium frame;
- New weighted planter and screen; and
- New panel for door with polyester powder coated aluminium finish to match new shopfront framing.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended) requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Development Plan for Gravesham Borough Council comprises The Local Plan Core Strategy (September 2014), and the Local Plan Policies Maps (September 2014).

Other material considerations that are relevant to the application proposals include the National Planning Policy Framework (NPPF) (2021), and relevant supplementary planning documents and guidance.

The key policies relevant to this application are outlined below.

The Local Plan Core Strategy (2014)

Policy CS01 ‘Sustainable Development’ states that planning applications that accord with the policies in the development plan for Gravesham will be approved without delay, unless material considerations indicate otherwise.

Policy CS08 ‘Retail, Leisure and the Hierarchy of Centres’ states that Gravesend Town Centre will be maintained as the highest order centre within the Borough and retail, leisure, entertainment facilities and the more intensive sport and recreation uses.

Policy CS19 ‘Development and Design Principles’ 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.

New development will be located, designed and constructed to safeguard the amenity, including privacy, daylight and sunlight, of its occupants and those of neighbouring properties and land.

New development will be designed in an inclusive way to be accessible to all members of the community and will protect and, where opportunities arise, enhance biodiversity and the Borough’s Green Infrastructure network.

Planning Assessment

This application seeks planning permission for alterations to the existing shopfront at 5–8 New Road, Gravesend, in order to facilitate the operations of the existing occupier, Jobcentre. The proposal consists of the installation of an additional customer entrance door and frame with light grey polyester powder coated finishes with associated works and the addition of a new weighted planter and screen. This additional customer entrance door with associated panel provides a separate staff and customer entrance into the facility and allows for video entry equipment associated with the existing use of the site as a jobcentre.

Careful consideration has been given to the design of the proposal to ensure that it will be of a high quality that respects the character and appearance of the host building and integrates well into the streetscene and the wider surrounding area as required under Policy CS19 of the Local Plan.

The host building benefits from a relatively contemporary design with glazed shopfronts. The proposed shopfront alterations will be in keeping with the character and appearance of the host building and will not obscure any features of interest.



In respect of the shopfront alterations, the scale and proportions of the proposed single entrance door will respect that of the existing shopfront, maintaining the equally proportioned window bays and matching the height as the existing double entrance door.

The proposed additional single entrance door is to be glazed to ensure a coherent overall appearance that would be in keeping with the wider shopfront. The materials of the proposed single entrance doors will match the existing shopfront to ensure visual continuity across the shopfront, in accordance with Policy CS19 of the Local Plan.

The proposed customer entrance door will be power-assisted which will enhance accessibility and safety for pedestrians' access and egress into and out of the unit, in accordance with Policy CS19. Furthermore, the proposed access will be level with the pavement providing an accessible and safe access and egress for those with mobility issues or pushchairs.

In addition to the new single entrance door and associated works, a new weighted planter and screen is proposed to distinguish between the main entrance doors and the proposed single entrance door. The proposed planter and screen provide improved legibility in navigating the unit frontage from the public highway. The planter and screen provide sustainable design element to the unit frontage through the provision of greenery in accordance with Policy CS19 of the Local Plan. Overall, the inclusion of a weighted planter and screen helps to distinguish between the main entrance and the proposed single entrance door. The planter and screen have been designed with amenity in mind and do not propose any undue level of harm to pedestrian safety or legibility in accordance with Policy CS19.

In respect of amenity, the proposed alterations have been carefully designed to ensure that there will be no adverse impact on surrounding amenity in accordance with Policy CS19 of the Local Plan. To the contrary and as previously stated, the addition of a single glazed entrance door to the shopfront will enhance accessibility for all pedestrians allowing for another route into and out of the building, in accordance with Policy CS19 of the Local Plan.

Conclusion

The proposed development will facilitate the current operations of the site as a Jobcentre and will wholly comply with local and national planning policy.

The proposed alterations to the shopfront are relatively minor in both nature and scale and will respect and be in keeping with the character and appearance of the host building surrounding area. Furthermore, the proposed development will not have an adverse impact on surrounding amenity or highways.

I trust that the above and enclosed is sufficient for the registration of this application. If you require any further information, please do not hesitate to contact me or my colleague Esme O'Meara (esme.omeara@pegasusgroup.co.uk).



Yours faithfully,

Beth Lambourne

Senior Planner

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Gravesham Borough Council