

Planning, Design and Access Statement to accompany a full planning application for a change of use of a shop (class E) to a hot food take away (Sui Generis) with installation of an extractor/vent system and retention of a new sign at 148 Parrock Street, Gravesend, DA12 1EY.



On behalf of: Mr. I. Mandizha
Prepared by: Ms E. Colombel
Date: 19/08/2021

NOTICE

This document has been prepared for the stated purpose in accordance with the Agreement under which our services were commissioned and should not be used for any other purpose without the prior written consent of Planning Direct. We accept no responsibility or liability for the consequences of this document being used for a purpose other than for which it was commissioned.

© Planning Direct. All rights reserved. No part of this document may be otherwise reproduced or published in any form or by any means, including photocopying, storage on computer or otherwise without the prior permission of the copyright holder.

Planning Direct is a trading name of Cicero Communication Ltd. Registered in England and Wales, no. 7986959.

July 2020



The Furnace, The Maltings, Princes St, Ipswich, IP1 1SB
Tel: 01473 407911
E: enquiries@planningdirect.co.uk
W: www.planningdirect.co.uk

Table of Contents

Introduction	4
Location & Site Description	6
Proposed Development	13
Planning History	17
Policy Justification.....	18
National	18
Local	20
Commentary	27
Principle of development.....	27
Impact on the character and appearance of the area	30
Impact on residential amenity.....	33
Impact on highways & parking amenities	36
Conclusion.....	39

Introduction

The application seeks the change of use of the retail unit located at 148 Parrock Street in Gravesend town centre.

The applicant and his business partner realised that there was a business opportunity in Gravesend. Despite a growing Afro-Latina population in the locality, there was a lack of food and restaurant outlets opened which reflects their culinary culture. It is also their opinion that this would also create an opportunity to introduce their culture to the community they live in.

The menu proposed will comprise of traditional Afro-Latina dishes such as rice & pea, pholourie, jerk chicken and sorrel drink.

It is there believe this traditional menu will provide a healthier and more nutritious menu than the existing take away options usually available on the high street.

Primarily matters:

The applicant has previously submitted an application for a determination pursuant to Article 3 of and Class C(a) and (b) of Part 3 of Schedule 2 to 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 from Class E (retail) to Class E (restaurants) (Application reference 20210175, see annex A).

The proposal is for a take away and therefore does not benefit from Permitted Rights as rightly demonstrated in the Planning Officer report for this application. Nonetheless the assessment of the prior approval offers a good steer for the planning material needing to be addressed to demonstrated that the proposal is actually compliant to the relevant local and national policies and therefore approval should be duly granted.

The conclusion of this prior approval application referenced 20210175 is as follows:

"The proposed use would be a takeaway not a restaurant and so cannot benefit from the permitted development rights under Class C of Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended). Furthermore, the proposed use is likely to cause harm in regards highway safety and hours of opening and insufficient information has been submitted in regard to noise impacts, odour impacts, storage and handling of waste and the siting, design and

external appearance of the associated development. As such the proposed development would not comply with Class C, Part 3, Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) and planning permission would be required for the proposed development”.

This planning statement will aim to address those concerns and will demonstrate that the applicant's proposal will add a welcome take away option and this without causing undue harm to the locality or to the amenity of the nearby residents .

For those reasons the planning considerations relevant to the current application are as follows:

- Principle of development
- Impact on the character and appearance of the area
- Impact on residential amenity
- Impact on the highway.

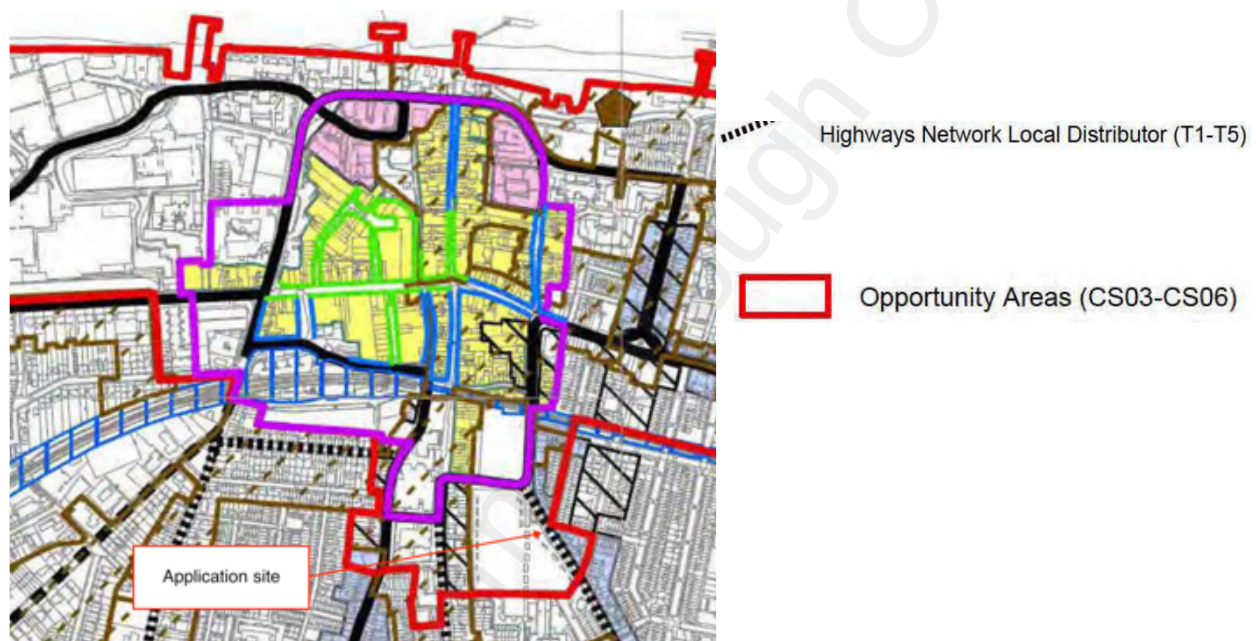
The documents submitted to support this application comprise:

- 0801 - Keen Fork-PS
- 0801 - Location-block plan.pdf
- 0801 - Proposed floors plans and rear elevation.pdf
- Annex A - Officer report 20210175.pdf
- Annex B - Delegated report 147 Parrock Street - ref 20200035.pdf
- Annex C - Delegated report 147 Parrock Street - ref 20200615 .pdf
- Annex D - Proposed extraction system.pdf
- Annex E - NIA.pdf

Location & Site Description

Overview

Parrock Street is a major route in and out of Gravesend town centre between the railway station and Wellington Street (see below photographs and map extract). The application site is located in the town centre opportunity area, but outside the designated town centre.

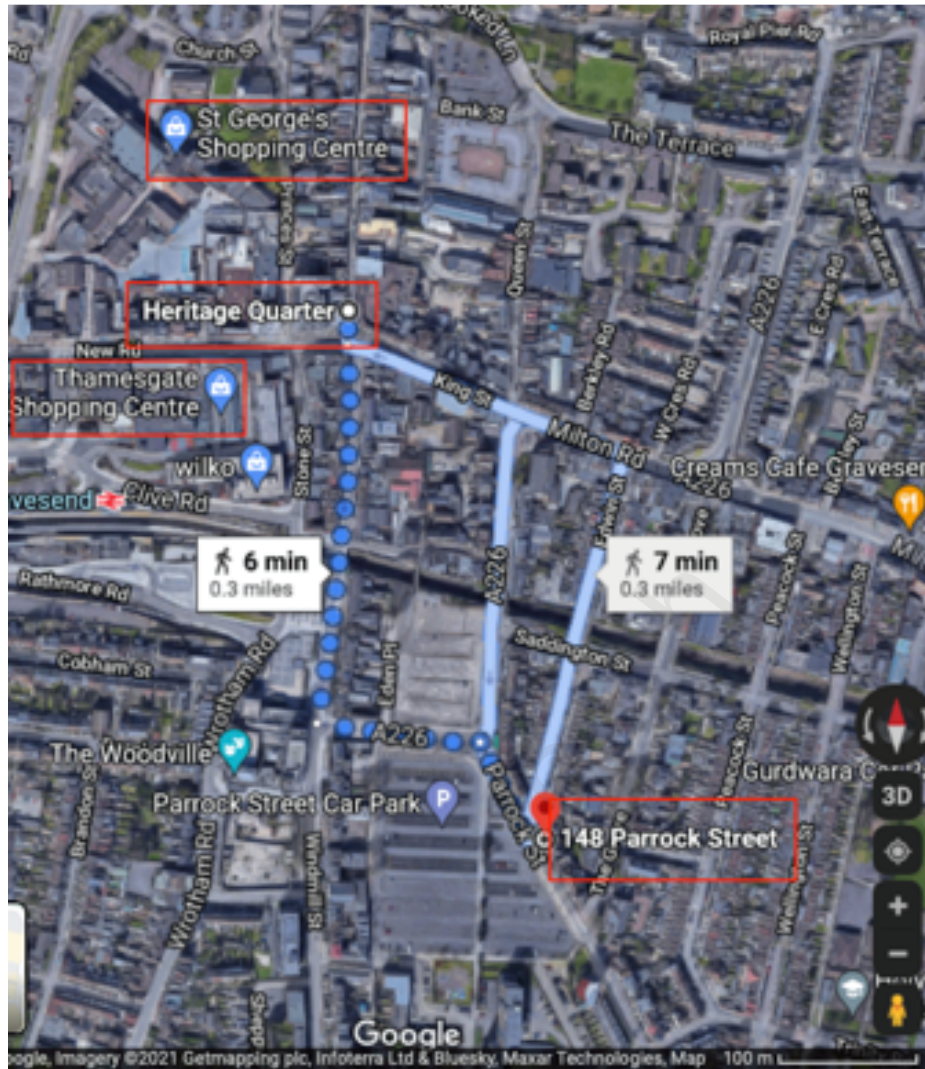


Extract from Gravesend policy map demonstrating that the application site is located within the town centre Opportunity Area.



Map demonstrating the proximity of Gravesend train station to the application site located opposite a large public car park.

The application site is also a short walk away from 2 Gravesend major redevelopment sites of St George's Church Hall and the Heritage Quarter which are projected to be a mix use of dwellings, retails and leisure spaces, and upgraded parking facilities. This is demonstrated by the photograph below.



Aerial view of the application site location close to redevelopment projects of the Heritage Quarter and other shopping centres.

Use and Character

The application site is located in a parade composed of mixed ground floor commercial uses with residential flats above.

The application site faces a large carpark as demonstrated by the photograph below.



Aerial view of the Parrock Street facing Parrock car park,
where the application site is located.

It contains a mixture of predominantly commercial uses and does not form a particularly attractive residential environment.

The Borough Council considers that the future of frontage premises is to continue to provide small low-overhead premises for shops and non-office services.

This approach provides scope for a variety of business uses in the frontage premises but the Borough Council will also have regard to the effect of proposals on nearby residential properties and on traffic conditions in Parrock Street. Office use of upper floors might be possible in some cases but, in general, ground floor offices would be detrimental to the shopping and service functions and would not be contemplated unless there is a serious decline in shopping.

Access & Connectivity

The application site is inherently well connected due to its town centre location. As demonstrated by the photographs above the application site is right opposite a large public car park for 648 spaces and 16 disabled bays and a motorcycle area. It is open 24h hours a day, 7 days a week. As per the chart below detailing the parking charges, it is free after 6pm Monday to Friday, the first 2 hours on Saturdays and all day on Sundays. Disabled badge holders and motorcycles are also exempt from charges without limit. This means that should deliveries be done by motorcycled, they could easily park for free at proximity to the applicant's take away shop.

Monday to Friday - 8am to 6pm (including Bank Holidays)	
Up to 1 hour	£1.30
Up to 2 hours	£2.00
Up to 3 hours	£2.80
Up to 4 hours	£3.80
Over 4 hours (max 24 hours)	£7.50
Saturday - 8am to 6pm	
First two hours (applies once per vehicle)	FREE*
Additional 1 hour	£1.30
Additional 2 hours	£2.00
Over 4 hours (max 24 hours)	£7.50
Sunday	
All day	FREE

Parrock Street Car Park charges

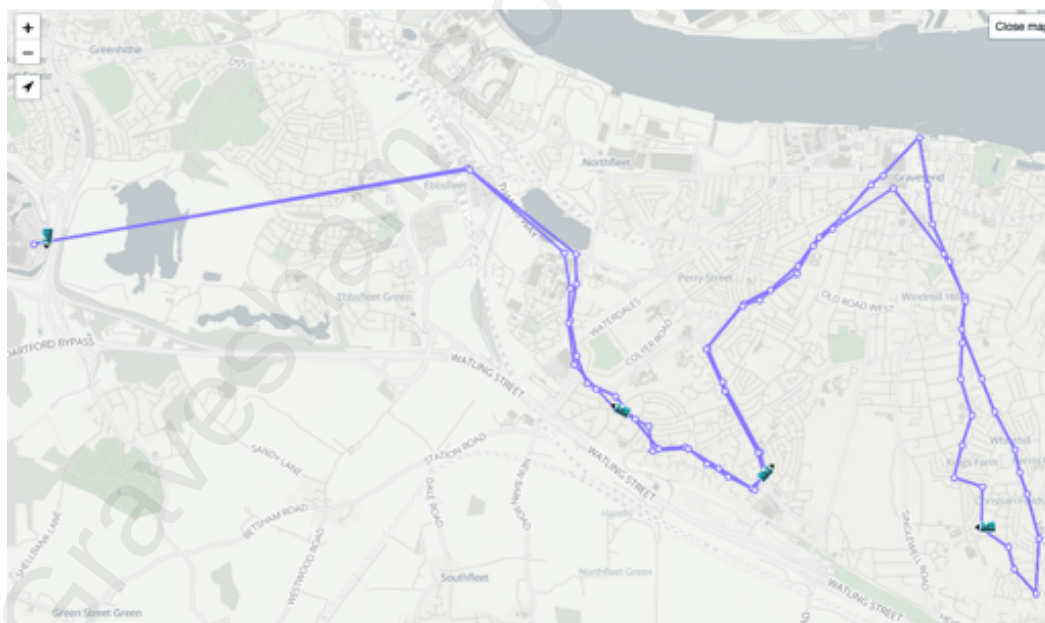
It is also conveniently located a short walk away from the train station, so that commuters can park their car in the car park, pick up some breakfast and a coffee then walk to the station (see map page 7 above).

There is also a bus stop just a few meters away as shown on the photograph below. It runs through Gravesend shopping centre, stops at the train station and then serve a residential estate to the west and then carries on all the way to Bluewater shopping

centre. Once again, commuters who might be using the bus stop might decide to have breakfast before walking to the station.



The Grove, bus stop J (483)



Bus route 483 - It goes through Gravesend town centre, the train station and to Bluewater shopping centre.

483 - Mungo Park Road - Bus Station

A bus service operated by Arriva Kent Thameside

[Map](#) Tracking 4 buses

Tuesday 13 July 2021 ▼

Mungo Park Road - Bus Station

☐ Show all stops

Gravesend, opp Mungo Park Road	06:18	18:48	19:20	20:20	21:20	22:20
Kings Farm, adj Elm Road	06:22	18:52	19:24	20:24	21:24	22:24
Kings Farm Echo Square (NE-bound)	06:27	18:57	19:28	20:28	21:28	22:28
Gravesend Railway Station (Stop T)	06:33	19:03	19:33	20:33	21:33	22:33
	06:35	then every 30 minutes until				
		19:05	19:35	20:35	21:35	
Perry Street, adj All Saints Church	06:41	19:11	19:39	20:39	21:39	
Northfleet, adj Durdale Lane	06:46	19:16	19:44	20:44	21:44	
Ebbfleet International Railway Station (Stop A)	06:56	19:26	19:53	20:53	21:53	
Bluewater Bus Station (Stop 5)	07:06	19:36	20:03	21:03	22:03	

Route 483-Timetable

Proposed Development

Overview

The proposal comprise of modest ground floor retail unit which will have a counter and fitted kitchen including an extraction system to the rear. There will also be 4 stools with a floating table for costumers while they wait for their order to be ready as demonstrated on plan *0801-Proposed floor plans and rear elevation.pdf*.

It will proposed the following traditional Afro-Latina menu:

- Rice and Peas
- Patties
- Curry
- Beef stew
- Curry and Roti
- Pepper Pot (Christmas Special)
- Matti
- Cheese Straw
- Cheese Roll
- Jerk Chicken
- Salara
- Pin Wheel
- Pholourie
- Sugar Cake
- Pori
- Macaroni and Cheese
- Potato Salad
- Chow Mein
- Pine Tart
- Plantain Chips
- Sweet Plantain
- Sausage Roll
- Cookup rice
- callaloo
- saltfish

Soft Drinks

- Ginger
- Sorrel
- pineapples

Opening hours

The opening hours are as follow:

Monday to Friday:

7:00 am to 10:30 am

12 noon to 22:00 pm

Saturday:

12 noon to 22:00

Sunday and Bank Holiday;

17:00 to 22:00

Physical alterations:

A simple shop fit will see the creation of the counter with a commercial kitchen to the rear with an extractor fan as detailed below and under annex D

Commercial Kitchen Fan Extraction Kit 1800mm 6ft Roof Exit

Commercial Extractor Hood

Dimensions: 1800mm (Length) x 1100mm (Depth) x 500mm (Back Height) / 250mm (Front Height)
3 off Stainless Steel Baffle Filters

Fan Motor

355 Fan motor 2285m³/h
Fan motor flanges
3 Amp electronic speed controller

Ductwork

Spigot connection
1 off metre 355mm ducting
Fan motor connection
Roof cowl

It can be observed that the kitchen is located to the rear left corner of the unit. The air duct will go through the wall and right up along the wall ending above the first floor

window and just above the roof drip edge as demonstrated by the submitted plans 0801 - *Proposed floors plans and rear elevation.pdf*. A noise assessment is submitted under Annex E and the details of the proposed extraction system is submitted under Annex D. This will be discussed further down in this statement.

There will also be a floating shelf with 4 stools for costumers whilst they are waiting for their order to be prepared.

A simple new sign on the front shop fascia has also been installed as per the submitted plan 0801 - *Existing and proposed front elevation.pdf*

Waste management:

The applicant will follow the local authority recommendation for the managements of the waste.

The first approach to the local waste management department has indicated that the use of blue sacks would be the most appropriate solution for the applicant as detailed is the waste management department literature below.

The Council will collect weekly paper/cardboard waste and general waste in those blue sacks. They will provide a bin which will be placed at the back of the property to store the sacks between collections.

Commercial Blue Waste Sacks

Collection & disposal: Mixed waste - Agreement cost per sack 3.60

Sacks delivered in bulk every 13 weeks.

One roll for each sack per week on Agreement (minimum purchase one roll per annum) 46.80

Each roll contains 15 sacks, i.e. two free sacks per roll.

Cardboard must be flat packed and a whole trade sack tied round the flat packed card

Black sacks or cardboard without a FULL blue sack will be charged as excess and will attract a 25% surcharge

Extra sacks - Collection & disposal - over agreement - cost per sack 4.15

Extra roll of sacks over Agreement can be purchased - Cost per roll 53.95

For the other type of recyclable waste, the applicant has contacted a nationwide firm BusinessWaste (registration number CBDU49243). They will provide one 240L bin for glass and an other one for mixed recycling waste for paper card, plastic and cans. They will also be collected weekly and either placed at the front of the

Employment:

The proposal will sustain 3 full time employments namely the chef, the applicant, his business partner and a part time driver.

Planning History

Reference no.	Description	Decision	Date
20210175	Application for a determination pursuant to Article 3 of and Class C(a) and (b) of Part 3 of Schedule 2 to 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 from Class E (retail) to Class E (restaurants).	Planning Application required	24.05. 2021
19850814	Use of the basement and ground floor as retail with office at first floor level	Permitted	03.12.1985
19770940	Continued use of premises as a car hire booking office and insurance brokers office	Permitted	15.03.1978
19760389	Retention of use of premises as car hire booking office	permitted	30.06.1976
19760089	Retention of use of premises as car hire booking office	Refused	

Policy Justification

National

NPPF (2021)

Paragraph 10 (Achieving Sustainable Development)

So that sustainable development is pursued in a positive way, at the heart of the Framework is a *presumption in favour of sustainable development*.

Paragraph 81 (Building a strong, competitive economy)

Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation , and in areas with high levels of productivity, which should be able to capitalise on their performance and potential.

Paragraph 92 (Promoting healthy and safe communities)

Planning policies and decisions should aim to achieve healthy, inclusive and safe places which:

- a) **promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mixed-use developments, strong neighbourhood centres,** street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;
- b) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of attractive, clear and legible pedestrian and cycle routes, and high quality public space, which encourage the active and continual use of public areas; and

c) enable and support healthy lifestyles, especially where this would address identified local health and well-being needs – for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.

Paragraph 104 (Promoting sustainable transport)

Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) the potential impacts of development on transport networks can be addressed;
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;
- c) opportunities to promote walking, cycling and public transport use are identified and pursued;
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and
- e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.

Paragraph 126 (Achieving well-designed places)

The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.

Local

Gravesham Local Plan Core Strategy (September 2014)

Policy CS01 - Sustainable Development

4.1.6 Planning applications that accord with the policies in the development plan for Gravesham will be approved without delay, unless material considerations indicate otherwise.

4.1.7 When considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework and in this Core Strategy. It will work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

4.1.8 Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise, taking into account whether:

- Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
- Specific policies in that Framework indicate that development should be restricted.

Policy CS02 - Scale and Distribution of Development

[...]

- *Revitalising the Gravesend Town Centre Opportunity Area as a focal point for retail, leisure, cultural and tourism facilities and small scale office provision to serve the needs of the Borough whilst preserving and enhancing its character as a riverside heritage town;*

[...]

Policy CS05 - Gravesend Town Centre Opportunity Area Policy

4.6.39 *The Gravesend Town Centre Opportunity Area will be the principal focus for town centre related economic and social activity in the Borough.* This will be achieved by consolidating the existing retail area, encouraging a mix of employment and residential uses, improving its role as a transport hub by the creation of a public transport interchange, promoting an evening economy through giving support to the provision of leisure uses and taking full advantage of its heritage and riverside setting.

[...]

4.6.41 Within the Opportunity Area, the Council will:

- Seek to improve pedestrian access between the town centre, the River Thames and surrounding areas and reduce the physical barriers created by the one-way system;
- Manage traffic accessing and passing through the area through its approach towards the provision and distribution of public car parks;

[...]

- *Support and enhance retail, leisure, entertainment, cultural and tourism provision in accordance with the sequential approach;*

[...]

- Support the redevelopment of under-used sites where this makes more efficient use of the sites and improves townscape character; and
- *Support existing retail, commercial and service functions on the ground floors and the provision of offices and residential uses on upper floors subject to achieving a satisfactory living environment.*

4.6.10 Gravesend's main shopping area is centred around the St George's Centre, Thamesgate Centre and the pedestrianised part of New Road. The units are mainly occupied by multiple retailers selling comparison goods (e.g. clothing, games and toys, books and stationery, jewellery). Convenience goods are available from Tesco, Farmfoods and a number of retailers which sell both convenience and comparison goods. *There are a number of areas close to the main shopping area which consist of*

more independent shops, estate agents, banks, building societies, restaurants and pubs. These include: High Street; the indoor Borough Market; Queen Street; King Street; Windmill Street; Stone Street; Manor Road; Parrock Street; New Road (West); The Overcliffe; Darnley Road; and Barrack Row.

CS11 - Transport

5.5.38 *New developments should mitigate their impact on the highway and public transport networks as required.* As appropriate, transport assessments and travel plans should be provided and implemented to ensure the delivery of travel choice and sustainable opportunities for travel. Transport assessment work is required to be undertaken in accordance with national and local policy guidance, and to identify detailed highway and public transport network requirements and management arising from the development.

Policy CS19 - Development and Design Principles

5.15.14 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. The design and construction of new development will incorporate sustainable construction standards and techniques, be adaptable to reflect changing lifestyles, and be resilient to the effects of climate change. This will be achieved through the criteria set out below:

[...]

- *New development will encourage sustainable living and choice through a mix of compatible uses which are well connected to places that people want to use,* including the public transport network, local services and community facilities; encourage sustainable travel; enhance Green Grid links and encourage healthier lifestyles;
- 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;

- *avoid adverse environmental impacts from pollution, including noise, air, odour and light pollution, and land contamination; and*
- not pose an unacceptable risk or harm to the water environment, including the quality and/or quantity of ground waters, surface waters, wetlands and coastal water systems;

[...]

- *New development will incorporate appropriate facilities for the storage and recycling of waste; and*
- The layout of new development will create a safe and secure environment and provide surveillance to minimise opportunities for crime and vandalism.

Gravesham Local Plan: First Review (1994) saved policies

Policy AP2

In the area shown on the Proposals Map, proposals which continue to provide small low overhead premises for shops and non-office services will be acceptable in principle along the frontage of Parrock Street, provided they do not adversely affect residential properties or traffic conditions in Parrock Street. Offices will generally be acceptable on upper floors but will be resisted at ground floor level, unless there is a serious decline in the use of shopping premises in this area.

Policy S7 - Hot Food Shops and Restaurants and other A3 uses

5.19 Although generally identified with shopping areas, these uses have particular locational problems which must be addressed by the planning process. *Their principal hours of business often mean that they are open when neighbouring shops are closed and vice-versa, thereby creating a dead frontage even when a typical window display is provided. Late hours of operations and cooking smells can often result in environmental disturbance to the occupiers of adjoining properties and upper floors and particularly when the premises are situated in small shopping parades, at the centre of residential housing estates.* For these reasons, the change of use of corner and other isolated shops in residential areas to hot food shops and restaurants will almost always be unacceptable. Many such uses are considered to be generally unacceptable for listed

buildings and buildings in conservation areas, where ventilation ducting can be difficult to locate unobtrusively on the interior or exterior elevations of buildings. Moreover, these uses have a tendency to attract car-borne customers. In the case of restaurants, this involves long-term evening parkers for whom provision must be made in the area and in the case of hot food shops, short-term parkers directly adjacent to the premises concerned.

Changes of use of existing retail shops to Class A3 uses will be considered according to the following criteria:

- *(i) They should not cluster with other similar uses to create a dead frontage.*
- *(ii) They should not have a detrimental effect on the amenity of any nearby residential accommodation.*
- *(iii) There should be adequate parking space available which will not interfere with the free flow of traffic along the highway.*
- *(iv) It should be possible for ventilation trunking to be discreetly located on the building.*

Where such uses are found to be acceptable in principle, conditions will be imposed in any planning permission granted to ensure that environmental disturbance is kept within suitable limits.

Policy P5

In considering application for the change of use of buildings, the sub-division of existing dwellings or minor extensions, the Borough Council will seek to ensure that the Vehicle Parking Standards are met. However, where this would probably be prejudicial to the townscape or likely to lead to the building being unused or underused, the Borough Council may be prepared to consider a relaxation of the standards, provided this does not unduly exacerbate on-street parking problems in the area.

Policy T1

The Local Planning and Highway Authorities will consider the impact on the transport system and on the environment of traffic generated by new development and will wish to ensure that all proposed developments are adequately served by the highway network identified on the Proposals Map.

Policy T2

The Local Planning and Highway Authorities will seek to channel all traffic travelling through Gravesham on to the primary road network and to channel traffic between and within residential, industrial and principal business districts of the Borough onto the district distributors.

Policy T3

The Local Planning and Highway Authorities will not normally permit any proposed development that generates significant volumes of commercial vehicle traffic, if it is not well related to the primary and district distributor network.

Policy SPG4 - KCC Parking Standards (2006)

Land Use Class A5: Hot Food Takeaways

50. This Use Class caters specifically for takeaways and fast-food premises i.e. premises where the primary purpose is the sale of hot food to take away. These uses are differentiated from restaurants and cafes as they raise different issues such as extra traffic and parking demands.

Class A5 are often located in town and district centres where on site car and cycle parking may not be appropriate or possible. Local authorities will use their discretion in the application of the standards in town and district centres, having regard to the availability of public off street parking and the need to encourage the vitality of centres and investment in them.

SPG 3 Advertisement guideline Advertisement control policy Guidelines (adopted November 1996 - amended April 2020)

Wherever feasible, applicants should observe the following basic design points:

1. - Advertisement proportions -Depth should not exceed a quarter of the shopfront height to underside fascia.
2. - Type back-lit letters or “halo” lit, or good-quality external illumination.
3. - Materials – These should not clash with adjacent shopfronts or be garish. Large areas of acrylic or other shiny materials should be avoided.

The use of matt finish or timber painted fascias will be preferred, as will dark fascias with white or light-coloured lettering

4. - Illumination -Any illumination used should conform with the luminance recommendations of the Institution of Lighting Engineers’ Technical Report
5. - Brightness of Illuminated Advertisements, in respect of internally illuminated advertisements which are visible from the highway.

Commentary

Principle of development

The application site is located in the town centre opportunity area as defined in Gravesham Local Plan Core Strategy (2014) and illustrated by the extract from the policy map on page 6 of this planning statement.

A similar application to the one subject of this planning statement was recently approved in February 2020 in the unit adjacent to the applications site, 147 Parrock Street (referenced 20200035) and its delegated report is submitted under annex B.

This application was seeking the change of use of 147 Parrock from A1 now E to A3/A5 Sui Generis Take away food.

The delegated report for this application assessed the appropriateness of the development in principle as follow:

The application site is located within the town centre opportunity area. Policy CS05 states that this area will be the principal focus of town centre related economic and social activity in the Borough and that this will be achieved by consolidating the existing retail area, encouraging a mix of employment and residential uses, improving its role as a transport hub by the creation of a public transport interchange, promoting an evening economy though giving support to the provision of leisure uses and taking full advantage of its heritage and riverside setting. Within the Opportunity Area it states the Council will support and enhance retail, leisure, entertainment, cultural and tourism provision in accordance with the sequential approach.

Therefore it is reasonable to assume that the same would apply to the unit adjacent which is the subject of this application that is also seeking to open a takeaway restaurant.

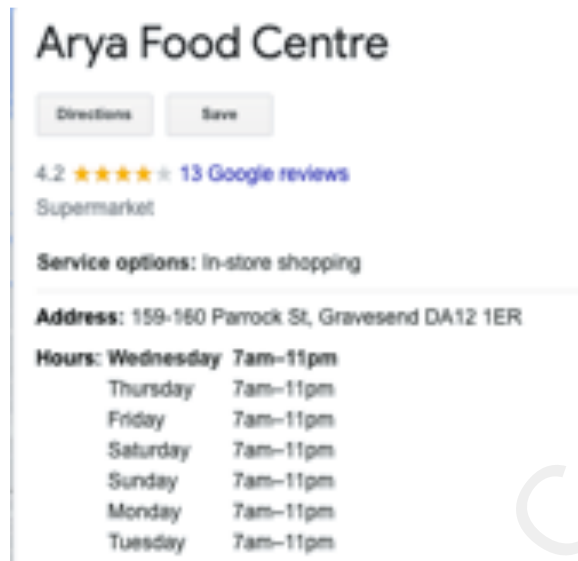
Criterion i. of the saved policy S7 of the Gravesham Local plan First Review November 1994 articulates that the proposal would be acceptable if “they would not cluster with other similar uses to create dead frontage”.

The proposal brought forward at 148 Parrock Road, would see the introduction of an extra take away in this shop parade. The spirit of the policy is that it wishes to avoid dead frontage. The applicant is proposing to open early in order to serve coffee and breakfast to potential commuters who would have left their car in the Parrock carpark on their way to the train station, or come out of the bus stop nearby.

The opening hours proposed indicates that the takeaway would be open early at 7 am and only be closed for 1.5 h a day Monday to Friday from 10.30 am until 12 noon. This enable the business to capitalise on the commuters footfall from Parrock street carpark and also create a negligible dead frontage along this parade of shops.

The opening hours proposed are akin of a small local supermarket branch such as the one found at 159 Parrock Street, with accommodation above, opens at 7 am as demonstrated by their opening hours advertised online below.





Although Saturday will see the opening hours of the takeaway being started later they are still earlier in the day than traditional take aways who are targeting the late night market.

Finally it is not unusual to see a dead frontage on Sundays therefor this cannot be a reason to object to this application.

So on balance although an extra take away is introduced in the locality, it will not create a dead frontage which would be contrary to policy S7 criterion i.

Consistency in planning is imperative in the interests of equity and transparency, as noted in Mann LJ in *North Wiltshire District v secretary of State for the environment* (1993)65 P & CR 137. Planning application 20200035 for the change of use at 147 Parrock Street to A3/A5 was considered "*in line with with Policy CS05*" and S7 criterion i. because it "*would not affect the vitality of viability of the Opportunity area*" (p.3 of Annex B).

Therefore It has been demonstrated that the proposal subject to this application is also compliant is with policies CS05 and S7 criterion i. and is also expected to be considered appropriate in principle in this locality.

The application is therefore compliant with Paragraph 10 and 81 of the NPPF and echoed by policies CS01 and CS02 of Gravesham Local Plan Core Strategy which aimed is to support economic growth which can be achieved by revitalising this town

centre Opportunity Area.

The proposal's compliance with the other criterion of policy S7 of the Gravesham Local plan First Review November 1994 will be discussed in the following paragraph.

Impact on the character and appearance of the area

New signage:

The applicant is proposing new signage which is positioned in the shop fascia as it can be observed on the picture on the front page of this document and by the submitted plans in documents 0801 - Existing and proposed front elevation.pdf.

Having regard for the SPG 3 Advertisement guideline Advertisement control policy Guidelines (adopted November 1996 - amended April 2020) the following guidelines are:

"Wherever feasible, applicants should observe the following basic design points:

- 1. - Advertisement proportions -Depth should not exceed a quarter of the shopfront height to underside fascia.*
- 2. - Type back-lit letters or "halo" lit, or good-quality external illumination.*
- 3. - Materials – These should not clash with adjacent shopfronts or be garish. Large areas of acrylic or other shiny materials should be avoided.*

The use of matt finish or timber painted fascias will be preferred, as will dark fascias with white or light-coloured lettering

- 4. - Illumination -Any illumination used should conform with the luminance recommendations of the Institution of Lighting Engineers' Technical Report*

- 5. - Brightness of Illuminated Advertisements, in respect of internally illuminated advertisements which are visible from the highway."*

Looking at the photograph on the front page of this statement, it can be observed that the sign proposed does not exceed a quarter of the shopfront height to the underside fascia. The material used is akin to others in the street and its colour scheme is subtly joyful and not garish.

On the whole the sign is a positive addition to the street scene and is complementary to other sign in the locality.

There the sign is also compliant with Paragraph 126 of the NPPF which aim to achieve well design places as well as

Opening Hours:

Criterion ii. of Policy S7 requires that *“they [hot food shops] and other should not have a detrimental effect on the amenity of any nearby accommodation”*.

Moreover paragraph 5.19 of Policy S7 also wish that opening hours should not result of the creation of a *“dead frontage”*.

The hours proposed as mentioned in the paragraphs p.14 and 29 of this statement demonstrate that there won't be creation of dead frontage as it will be open Monday to Friday from 7am until 10.30 then from 12 noon until 10 pm.

The planning officer assessing the prior approval application reference 20210175 (see submitted Annex A, p.2) at 148 Parrock Street indicated that *“the closing time of 10pm is fine, however [he] had concerns regarding the impact that deliveries could have on nearby residents with an opening time of 7 am.”* He also indicated that he *“would therefore wish for a condition that prohibits deliveries and collection no earlier than 8am”*.

This indicate that the LPA has no objection with the opening hours and the applicant has indicated that a condition restricting the deliveries and collection no earlier than 8 am would be agreeable to him.

Nonetheless, other local businesses such as the supermarket at no. 159 Parrock Street, which has flats above, opens at 7 am. The application site proximity to the car park used by commuters, means that having an opening time of 7 am is not contrary to the exiting local dynamic.

As such the application is compliant with the aim of policy S7 criterion ii. As on balance, it would have no more detrimental impact on the locality due to its opening hours than other existing business and would not see the creation of a dead frontage as other take away restaurant normally do.

In conclusion the proposal opening hours is similar to the one of other commercial

business in this streets and does not alter negatively the appearance or character of this locality.

In the following paragraph will be discuss the impact of the proposal on residential amenity.

Promoting healthy and diverse communities

Paragraph 92, criterion a and c of the NPPF requires policies to achieve *“healthy, inclusive and safe places”*.

It his the applicant believe that by offering the proposed menu it help to *“promote social interaction”* by attracting people to try this under represented menu in the high street, as well serving the growing local Afro-Latina community.

Moreover it is the applicant believe that the menu proposed *“enable and support healthy lifestyles”* much more than the traditional high street offering does.

Therefore this applications is more than opening an other take away in the high street, it also contributes towards some social objectives by creating *“opportunities for meetings between people who might not otherwise come into contact which each other”*, as required by the NPPF.

Waste management

The applicant will follow the Council recommendation for the management of the waste and will have in place the require contract for the waste to be collected. He was hoping that a wheelie bin could be kept at the front of the premises without encroaching of the public footpath as it is the common set up for adjacent businesses. This would also limit potential littering in the street.



Example of waste management near the application site

Impact on residential amenity

Policy S7 criterion ii. Articulates that “*They [Hot food shop and restaurants other than A3 uses] should not have a detrimental effect on the amenity of any nearby residential accommodation*”.

The planning officer assessing the prior-approval application 20210175 (see submitted annex A) pointed out that the applicant should provide the detail of the ventilation system, a sound insulation assessment and a noise impact assessment.

Those details are submitted under Annex D & E.

The conclusion of the NIA articulates that if the advisory comments are followed then the proposal will not be detrimental to the neighbouring residence or the locality. It reads as follows:

8. Conclusion

A baseline noise survey has been undertaken by Venta Acoustics to establish the background noise climate in the locality of 148 Parrock Street, Gravesend in support of a planning application for the proposed introduction of new building services plant.

This has enabled noise emission limits to be set at the most affected noise sensitive receiver such that the proposed installation meets the requirements of Gravesend

Borough Council.

The predicted noise emission levels from the proposed plant have been assessed to be compliant with the plant noise emission limits, with necessary mitigation measures specified.

A review of the measures required to be implemented to uprate the sound insulation performance between ground and first floor as per the recommendations of the delegated report for the application.

When assessed using BS4142, noise associated with deliveries from the restaurant have been shown to have a marginal impact.

Considering the above, the proposed scheme is not expected to have a significant adverse noise impact and the relevant planning requirements have been shown to be met.

An assessment of the level of impact if the premises were to open at 07:00 rather than 08:00 shows that plant noise limits would still be met and the level of impact under BS4142 would remain the same with the slightly earlier opening time.

Criterion iv. Of Policy S7 explains that *“It should be possible for ventilation trunking to be discreetly located ion the building”*. Having regard for submitted plan 0801- *Proposed floor plans and rear elevation.pdf*, it can be observed that the extraction flu is located to the rear of the building thus not having an impact on the street scene.

Moreover the delegated report for the change of use at the adjacent unit 147 Parrock street, delegated report submitted under Annex C says that *“Considering the scale of the proposal and notwithstanding the comments from local residents, there is no evidence to suggest a proposed A5 use on this scale, would likely to result in a material increase in noise and disturbance to local residents, or give rise to significant material harm to residential amenity, which would cause irritation and inconvenience to the local residents. It would comply with policy CS19 of the Local Plan Core Strategy (2014) and policy S7 of the Gravesham Local Plan First Review (1994), which together requires development to safeguard amenity of neighbouring property.”*

To conclude this paragraph it is Planning Direct professional opinion that the proposal is compliant with policy CS19 of Gravesham Local Plan Core Strategy which requires that it *“avoid[s] adverse environmental impacts from pollution, including noise, air, odour and light pollution [...]”*.

Moreover, due to the similarity of the 2 proposals in term of location, scale and proposed activities and the lack of dead frontage created by the proposal opening

hours, it is hope that the LPA will also welcome positively the proposal subject to this planning application.

Impact on highways & parking amenities

Policy S7 criterion iii. *“Indicates that there should be adequate parking space available which will not interfere with the free flow of traffic along the highway.”*

The planning officer assessing application 20200615 for the change of use of the adjacent unit at no.147 Parrock Street to Sui Generis take away, assess the impact on the highway as follow. The associated delegated report is submitted under Annex C:

“Parking on the road outside the premises is restricted by double yellow lines, and there is a large public car park opposite the site, and it is suggested by some neighbours that customers may ignore the on-street parking restrictions and may risk parking on the double yellow lines in contravention of existing waiting restrictions. Whilst customers may not necessarily adhere to the existing restrictions and park their cars on the forecourt of the premises or straddling the footway, with implications for pedestrian safety, the application relates to premises which can lawfully be used for A1 retail purposes, a use which would also be likely to attract a significant footfall including some car-borne customers in any event. A decision needs to be taken on the basis that those restrictions would be enforced by the relevant authorities. For these reasons, it would be unreasonable to refuse the application on highway safety grounds, as there is no evidence to demonstrate that operating a pizza outlet here would impact adversely on pedestrian safety.

The Council’s Highway Development Officer concurs with this reasoning, acknowledging that in isolation, an objection on grounds of the potential on street parking adversely affecting the free flow of traffic and creating a safety problem with parked vehicles blocking visibility for pedestrians crossing Parrock street cannot be substantiated. On this basis, it is not considered the suggestion to grant a temporary permission can be justified.”

The proposal subject of this statement is similar not only in terms of location, proposed use, and in scale to the application ref 20200615 assessed in the paragraph above. In the spirit of consistency which is imperative in the interest of transparency, as noted in Mann LJ in North Wiltshire District v Secretary of State for the environment (1993) 65 P & CR 137 it is therefore hoped that the proposal would also be assessed positively in terms of impact on the highway and parking amenities.

The applicant’s delivery driver and Keen Fork customers have access to the conveniently located Parrock car park, just across the road, as demonstrated in the

photograph page 9 of this statement. The driver would also be able to purchase a season ticket to park at Parrock street Car park if required.

It is free to park there before 8 am and after 6 pm, otherwise the parking fee cost, is a modest £1.30 an hour which would provide sufficient time to place and collect an order. On Saturdays it is free for the first 2 hours and motorbikes can park for free at all time.

Also a large part of the clientele would either already be in town deciding to have some food as part of a day or night out or they would live within walking distance and as such would not require the use of the carpark. Finally the targeted clientele will also be composed of commuters who having left their car in the carpark would be pick up their take aways either on the way to the train station or on their way back from work.

Finally should clients wish to access the application site by bicycle, Gravesend Council has recently created a large Cycle Hub at Gravesend Station, which is about 6 min walk away as demonstrated by the map on page 7 of this statement.



As required by paragraph 104 of the NPPF, criterion a *“the potential impacts of developments on transport networks [has been] addressed”*, and in this paragraph it has

been demonstrated that on balance the proposal will have no more detrimental impact on the highways than the previous A1 use of the site or extant approved Sui Generis uses in this locality and as such .

Conclusion

It is Planning Direct's professional opinion that the proposed change of use of the commercial unit at 148 Parrock Street to an Afro-Latina take away would have an overall positive impact on the affected locality.

The proposal will provide a unique eating experience to serve the growing Gravesend multi cultural community as well as provide an opportunity for others to experience it.

As evidenced throughout this document, no unacceptable harm would be caused to the character, appearance or amenity of this commercial locality or to the amenities of nearby residential units.

In these respects, the development demonstrates due accordance with all relevant local and national policies and permission is consequently due.

The applicant expects the LPA to bring any potential issues arising with the proposal to the attention of Planning Direct at the earliest opportunity, in order that clarifications can be provided and/or solutions agreed where appropriate.