



Delegated Report

Full Planning Application

Planning Application No:	20221130
Location:	5 - 10 New Road Gravesend Kent DA11 0AA
Description:	Shopfront alterations comprising the addition of 1no. customer entrance single door and associated works.
Applicant:	Instant Managed Offices Ltd
Site Visit Date:	9 November 2022

Submitted Documents/Plans

Application form
Cover letter dated 17 October 2022
Drawing no. GRAVESEND EX01 (Existing Site Plan, Site Location Plan, Existing Front Elevation, Existing Part Floor Plan)
Drawing no. GRAVESEND PA01 (Proposed Site Plan, Site Location Plan, Existing Front Elevation, Existing Part Floor Plan)
Drawing no. Gravesend SK01 (Ground Floor Proposed General Arrangement Plan)
Drawing no. GRAVESEND EX0G (Ground Floor as Existing)

Relevant Planning History

There is an extensive planning history related to the property, largely relating to signage. The most recent and relevant applications have been included below.

Reference	Description	Decision	Decision Date
20221150	Application for consent to display an externally illuminated fascia sign and an internally illuminated projecting sign	Pending	
20221149	Application for a minor material amendment to planning permission reference no. 20211166 for shopfront alterations and siting of plant equipment to roof; to allow the change position of doors on shopfront.	Pending	
20211166	Application for shopfront alterations and siting of plant equipment to roof.	Permitted	13.04.2022
20211167	Application for consent to display an externally illuminated fascia sign and an internally illuminated projecting sign.	Consent	13.01.2022
20210179	Application for approval of condition 3 attached to planning permission reference number 20180726 relating to the details of the scheme of acoustic attenuation.	Approval of details	23.04.2021

20210059	Installation of a replacement shopfront.	Permitted	15.03.2021
20200274	Entrance fascia signage to include 2 no. projection signs and 2 no. flex box sign and window graphics.	Consent	29.07.2020
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.	Permitted	24.08.2018

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale and Distribution of Development
- CS05 – Gravesend Town Centre Opportunity Area
- CS08 – Retail, Leisure and the Hierarchy of Centres
- CS11 – Transport
- CS12 – Green Infrastructure
- CS18 – Climate Change
- CS19 – Design and Development Principles

Saved Policies in the Gravesham Local Plan First Review (1994)

- S3 – Maintenance of Shopping Frontages
- S4 – Non-shopping Uses in the Shopping Areas
- S7 – Hot Food Shops and Restaurants and other A3 Uses
- TC9 – Shopfronts
- T1 – Impact of Development on the Highway Network
- P3 – Vehicle Parking Standards

Paragraph 33 of the NPPF (2021) 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 (2021), the Council will also seek to replace these.

National Planning Policy Framework (2021)

- 2 – Achieving sustainable development
- 6 – Building a strong, competitive economy
- 7 – Ensuring the vitality of town centres
- 9 – Promoting sustainable transport
- 12 – Achieving well-designed places
- 14 – Meeting the challenge of climate change, flooding and coastal change
- 15 – Conserving and enhancing the natural environment
- 16 – Conserving and enhancing the historic environment

Supplementary Planning Guidance (SPG)

- SPG 4 – Kent Vehicle Parking Standards (2006)
- SPG 4 – Security measures for shopfronts and commercial premises (2020)

Consultations, Publicity and Representations

Neighbouring properties

The application has been advertised by individual neighbour letters to 8 properties and on site. The consultation periods expired on 15 November 2022 and 2 December 2022 respectively.

No letters of representation have been received.

The Local Ward Councillors were also consulted, and no responses were received.

Officer's Analysis

Proposal

This application seeks permission for shopfront alterations comprising the addition of 1 no. customer entrance single door and associated works.

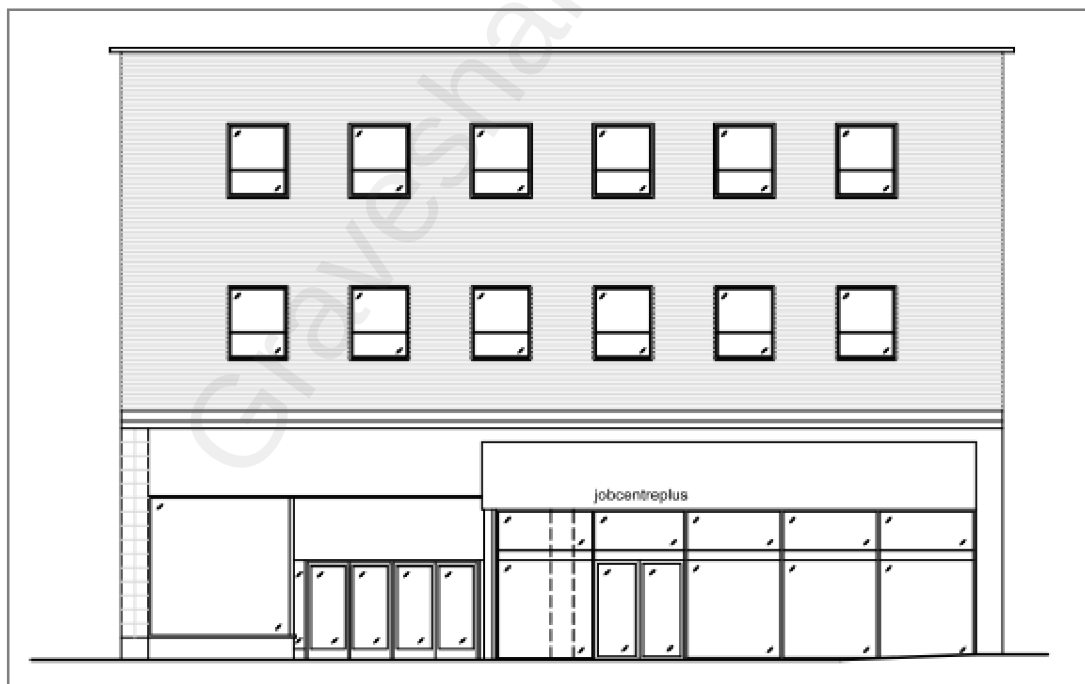
The works include the following:

- 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.

The additional entrance door with associated panel provides a separate staff and customer entrance into the unit.

The below drawing extracts show the existing and proposed shopfront:

Existing:



Proposed:



Design, Character and Appearance

Development Plan policy places considerable emphasis on the importance of achieving high quality, beautiful and sustainable buildings and places. Paragraph 130 of the NPPF 2021 seeks to ensure that development will add to the quality of an area, be visually attractive, and sympathetic to local character and history. Policy CS19 of the Core Strategy 2014 reflects these aims and requires that new development is well designed and respects the character and appearance of the surrounding area.

In line with Policy CS05 (Gravesend Town Centre Opportunity Area) of the Core Strategy 2014, it is important that redevelopment is supported where this improves townscape character.

No. 5-10 New Road lies within the Primary Shopping Area of Gravesend Town Centre, close to the King Street, High Street and Queen Street Conservation Areas. The Council's planning guidance for shopfronts within the town centre or local shopping centres seeks high standards of shopfront design and aims to ensure shopfronts are designed to maintain the attractiveness of the centre. Any proposed alterations should therefore well designed, including the type and colour of materials, and appropriate in terms of the scale and character of the original building, to make a positive contribution to the area.

The application site is a large and fairly modern retail unit within the town centre. It has been split into separate units with two commercial units facing onto New Road. The street scene is mixed in terms of shopfront size and design.

The proposed alterations to the shop front tie in with the existing modern design. The proportions, appearance and materials complement the existing and neighbouring retail units and the modern style and form of the Thamesgate building opposite.

Existing shopfront:



The addition of a planter and screen to distinguish between the main entrance doors and the proposed single entrance door will provide some greenery to the frontage and aid the legibility of the unit. This would be set back from the main pedestrianised area so would not conflict with pedestrian access.

The plans do not show a roller shutter to be proposed. Saved Policy TC9 of the Local Plan 1994 resists the installation of security grills and shutters on the exterior of shopfronts, and SPG 4 (Security measures for shopfronts and commercial premises) provides additional guidance on the type and location where shutters will be considered acceptable. An informative is recommended to raise the awareness of the applicant that roller shutters require permission and design guidance is available.

Overall, the proposal would comply with the requirements of saved Policy TC9 of the Local Plan 1994, Policies CS19 and CS20 of the Core Strategy 2014, and paragraphs 130 and 190 of the NPPF 2021.

Residential Amenity

The NPPF 2021 states that planning decisions should aim to secure a high standard of amenity for all existing and future users (paragraph 130f). The impact on amenity is also considered with regard to the criteria within Policy CS19 of the Core Strategy 2014, which states that new development should be located, designed and constructed to safeguard the amenity, including privacy, daylight and sunlight, of its occupants, and those of neighbouring properties and land, and avoid adverse environmental impacts from pollution, including noise, air and odour pollution.

Neighbouring Properties

In terms of the shopfront changes, due to the nature of the proposal and the town centre location, the proposed shopfront will not have any detrimental impact on neighbouring amenity.

Overall, it is considered the proposal would have an acceptable impact on neighbouring properties in terms of outlook and privacy, and daylight and sunlight, and environmental impacts. As such, the proposal complies with Policy CS19 of the Core Strategy 2014 and paragraph 185 of the NPPF 2021.

Parking and Highways

Due to the nature of the application, there would be no impact on parking, pedestrian or highway safety from the proposals, nor conflict with the requirements of Saved Policies T1 and P3 of the Local Plan 1994 and Policies CS11 and CS19 of the Core Strategy 2014.

Conclusion and Recommendation

The proposal is considered to be acceptable in terms of the design and impact on the application site, adjacent conservation areas and on the character and appearance of the surrounding area, and with regards to residential amenity and to highway matters. The proposal would therefore comply with the requirements of Policies CS05, CS11, CS19 and CS20 of the Core Strategy 2014, saved Policies TC9, T1 and P3 of the Local Plan 1994, and paragraphs 109, 130, 185 and 190 of the NPPF 2021.

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mrs Katherine Parkin	Team Leader:	Miss Faye Hobbs
Signed:		Signed:	
Dated:	13 December 2022	Dated:	13 December 2022