



Delegated Report

Minor Material Amendment Application

Planning Application No:	20221149
Location:	5 - 10 New Road Gravesend Kent DA11 0AA
Description:	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.
Applicant:	DS Group
Site Visit Date:	Desktop assessment

Submitted Documents/Plans

Application form
OS Plan
Drawing no. GDK-GRV-86.E.02 Rev. (J) (Shopfront as Existing and Proposed)

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	
20221130	Shopfront alterations comprising the addition of 1 no. customer entrance single door and associated works.	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. The consultation period expired on 16 November 2022.

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 a minor material amendment to planning permission reference no. 20211166 for shopfront alterations and siting of plant equipment to roof; to allow the change in position of doors on shopfront.

Condition 2 of planning permission 20211166 states as follows:

The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

Cover letter dated 21 September 2021;

Application form received 22 September 2021;

Jasun Filtration details received 22 September;

OS Plan received 3 November 2021;

Drawing no. GDK-GRV-00 (Proposed Ground Floor Mechanical Layout Plan) received 16 November 2021;

Drawing no. GDK-GRV-01 (Proposed Roof Mechanical Layout Plan) received 16 November 2021;

Drawing no. GDK-GRV-02 (Proposed Side Elevation) received 16 November 2021;

Drawing no. GDK-GRV-86.E.02 Rev. (D) (Existing and Proposed Shopfront Elevations received 22 November 2021;

APL Mechanical Services Ventilation Statement received 5 January 2022;

Nova Acoustics Noise Impact Assessment (Project No. 7251CS Version Ref. 02 dated 10/02/2022) received 14 February 2022.

Reason For the avoidance of doubt and in the interests of proper planning.

The changes to the relevant drawing (highlighted above) largely relate to the change in the position of the entrance doors.

Principle Issues

Given the nature of the proposed change, the main issue to consider in the determination of this application is the design of the proposed change and the resultant impact on the character and appearance of the site.

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.

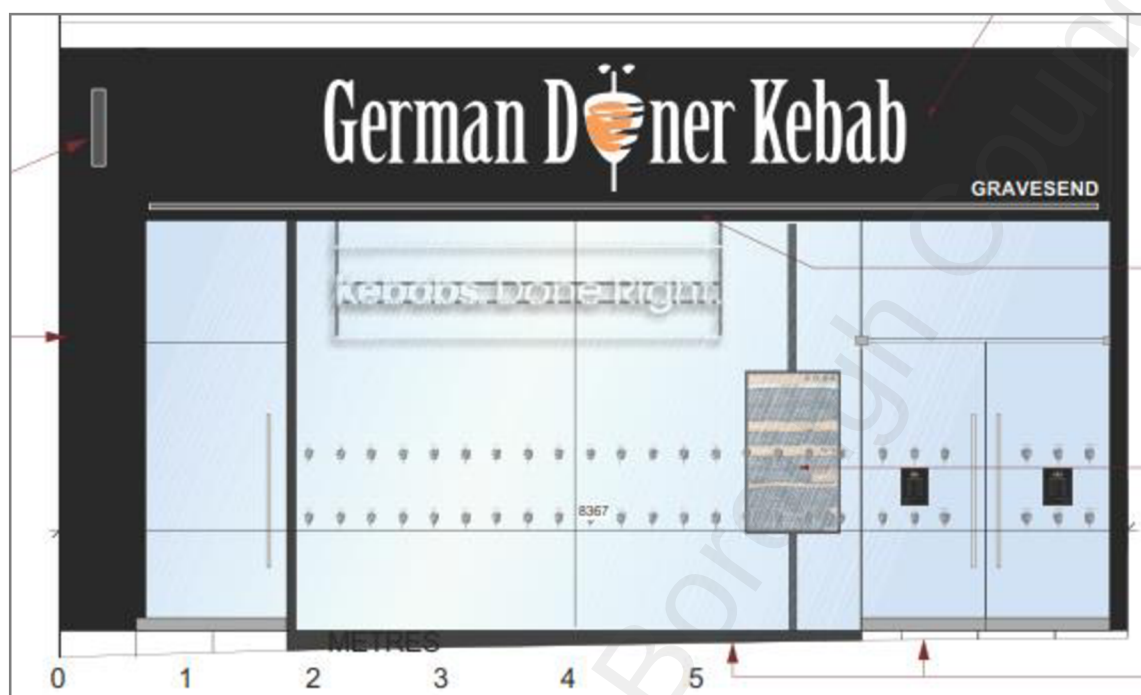
No. 5-10 New Road lies within the Primary Shopping Area of Gravesend Town Centre, close to the King Street, High Street and Queen Street Conservation Areas. The Council's planning guidance for shopfronts within the town centre or local shopping centres seeks high standards of shopfront design and aims 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 comprises a large and fairly modern retail unit within the town centre. It has been split into separate units with two retail units facing onto New Road. The street scene is mixed in terms of shopfront size and design.

The originally approved shopfront had entrance doors on either side:

Extract from approved drawing GDK-GRV-86.E.02 Rev. (D) (Application 20211166)



The amended shopfront extends the glazed frontage across to the left-hand side and relocates the entrance doors to the right:

Extract from submitted drawing under current application



Overall, the proposed changes do not significantly alter the originally approved design of the shopfront and are therefore considered to be acceptable in design terms.

As there are no conditions on planning permission 20211166 that require details to be discharged, the original conditions on the permission will be re-imposed as originally set out.

Conclusion and Recommendation

The proposed alterations to the approved plans are minor and are considered to be acceptable in terms of the design and impact of the extension on the application building and the character and appearance of the surrounding area. The proposal would therefore comply with the requirements of Policy CS19 of the Core Strategy 2014, and paragraphs 126 and 130 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