



Planning Support Statement

on

Variation to Planning Condition No 2

To

Planning Application Ref: 20240277 Dated 21st May 2024

At

**66 – 68 Singlewell Road
Gravesend
Kent
DA11 7PW**

For

**Mrs Navkiran Dhinsa
C/O JMD Property Services
28 Sirdar Strand
Riveriew Park
Gravesend
Kent
DA12 4LP**

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1 Introduction

The following report is designed to provide necessary and sufficient information for Planning Officers consideration to the application for the variation of condition No 2 – Delivery service on Planning reference 20240277 dated 21st May 2024

1.2 Project Details

Project:

Name: Chicken Kingz
Nature: Variation on Planning condition No. 2
Location: 66 – 68 Singlewell Road
Gravesend
Kent
DA11 7PW

Client:

Name: Mrs Navkiran Dhinsa
Address: C/O JMD Property Services
28 Sirdar Strand
Riverview Park
Gravesend
Kent
DA12 4LP

Agent Details:

Name: JMD Property Services
Address: 28 Sirdar Strand, Riverview Park, Gravesend, Kent, DA12 4LP
Contact: Michael Burden
Telephone: 01474 740299
Email: info@jmdd.co.uk

1.3 Site / Existing Building

THE SITE Description:

Commercial property within a residential area with local shops and businesses

EXISTING BUILDINGS ON / ADJACENT THE SITE:

Residential area with commercial interests close by (local shops and businesses)

ACCESS TO THE SITE:

Access to the site will be via the front (main) elevation on the public highway.

PARKING:

On the public highway / designated areas

SURROUNDING LAND / BUILDING USES

Surrounding land: Residential, with local shops / businesses

Building use: Commercial

1.4 Overview of Proposed Development

The proposal aims to provide for local resident a delivery / collection service that extends to the retail units approved operating hours.

1.5 Purpose of the Report

Purpose of the planning support statement is to:

- 1 Identify and address delivery needs of local residents
- 2 Enhance business prospects for existing and future owners
- 3 Justify approval for the variation to condition No 2 to Planning Application 20240277 dated 21st May 2024 to allow delivery service

1.6 Site Description

The site is situated within an established designated Local Retail Centre characterised by mixed uses, where the expectation of later opening business premises is outlined in the section of the Local Plan Core Strategy.

This location boasts high accessibility, being within easy walking distance of Gravesend Town Centre, merely a short 12-minute walk away.

The area also sees a significant presence of cyclists, likely due to the nearby Cyclopark, offering world-class facilities just 5 minutes away by bike, as well as Woodlands Recreational Park and a Golf Club, each a 5-minute walk away.

Cross Lane East at Echo Square end is one way only and not accessible to through traffic. Singlewell Road North & South and Cross Lane East & West are not classified as A or B Roads, unlike Wrotham Road (A227) and Old Road East & West (B261), which cater to main traffic to and from Gravesend Town Centre.

The retail unit presents a sustainable business, supported by parking time restrictions in the immediate vicinity and foot traffic to the area.

Its primary clientele is those within walking distance, which is typical for such establishments as stated in the Planning Support Statement attached to planning permission 20240277 dated 21st May 2024.

2 Relevant Planning History

2.1 Previous Application Details

Application	Description	Status	Date
20240277	Application for variation of condition 6 attached to planning permission ref: 20200131 for works to refurbish and subdivide the existing ground floor A1 Unit to form part Change of Use to A5 (Hot Food Takeaway) and remaining unit to A1/A2 accommodation including change to the existing shop front and hardstanding to allow opening of the premises between 08.00 to 21.00 Monday to Sunday	Permitted	21.05.2024
20211040	Variation of Condition 6 – Opening Hours	Withdrawn	11.09.2021
20210452	Installation of cycle parking	Permitted	16.08.2021
20200131	Works to refurbish and subdivide the existing ground floor A1 unit to form part change of use to A5 (Hot Food Takeaway) and remaining unit to A1 / A2 accommodation including changes to the existing front and hard standing	Permitted	5.04.2020
20190695	Works to refurbish and subdivide the existing ground floor A1 unit to form part change of use to A5 (Hot Food Takeaway) and remaining unit to A1 / A2 accommodation including changes to the existing front and hard standing	Refused & Dismissed at Appeal	13.09.2019
2018021	Works to refurbish and subdivide the existing ground floor A1 unit to form part change of use to A5 (Hot Food Takeaway) and remaining unit to A1 / A2 accommodation including changes to the existing front and hard standing	Refused & Dismissed at Appeal	31.08.2018
20170983	Conversion of the former A2 Motorcycle Centre to form 2no. shop units incorporating alterations to existing shop front.	Permitted	Sept. 2017
20160702	Conversion of the former A2 Motorcycle showroom with associated workshop and MOT bay.	Permitted	July 2016

NOTE:

- 1 This application for the variation of condition No 2 – Delivery service relates to the planning permission granted under 20240277 for 66 to 68 Singlewell Road.
- 2 However, following the units division into three individual units inclusive, this application specifically addresses the operating hours of the takeaway situated at Chicken Kingz, 1B Cross Lane East. Change of address detail confirmed by GBC on 02.11.2022 – after approval for planning reference 20200131

3 Planning Policy and Consideration

3.1 Development Plan & Planning Policies

In preparation of this application several policy matters were reviewed and considered.

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS08 – Retail, Leisure and the Hierarchy of Centres
- CS11 – Transport
- CS19 – Design & Development Principles

Gravesham Local Plan: First Review (1994) saved policies

- S7 – Hot food Shops and Restaurants and other A3 uses
- P3 – Vehicle Parking Standards

Other material considerations

- National Planning Policy Framework (2023)
- Section 2 – Achieving sustainable development
- Section 7 – Ensuring the vitality of town centres
- Section 9 – Promoting healthy and safe communities
- Section 12 – Achieving well-designed places Supplementary Planning guidance

Supplementary Planning Guidance 4 (2006)

- SPG 4 - KCC Parking Standards (2006)

4 Proposals for the Variation of Condition 2

4.1 Proposals

The modification to Condition No.2 (Planning Ref No. 20240277) to allow for delivery services within the permitted operation hours as approved in the aforementioned planning application.

The establishment is a small, family-run business, distinguishing it from large multinational franchises like McDonald's or KFC.

Unlike these major chains, operations are more personalised and community oriented. As such, it should not be expected that the business will have a high volume of deliveries.

Instead, focus will be on providing a quality service to the immediate neighbourhood and local community.

The owner intends to offer a more tailored and intimate experience, emphasising customer relationships and personalised service. Delivery services will be limited to a smaller radius to ensure that the business maintain the quality and timeliness that its customers expect.

By concentrating on local deliveries, the aim is to reduce traffic and environmental impact, reinforcing its commitment to supporting and being an active part of the local community.

4.2 Proposed Delivery Method

Delivery methods, include utilising a directly employed single rider operating a push bike, electric cycle, or on-foot delivery.

These methods have been chosen for their minimal environmental impact and operational efficiency within an urban setting.

This method reduces emissions and noise pollution compared to traditional delivery vehicles, and on-foot deliveries further enhance our environmental efforts.

4.3 Operational Details

.1 Environmental Approach

Operating a push bike, electric cycle or on-foot delivery methods, significantly reducing carbon footprint.

These methods operate quietly, contributing to a reduction in noise pollution in the local area.

By using electric power and manual delivery, the business aims to minimise the release of harmful emissions, supporting local air quality improvement initiatives.

.2 Local Delivery Only

Deliveries will be limited to the local area, ensuring that the service is focused on nearby customers and reducing the need for long-distance travel.

This approach helps in maintaining the local nature of our business operations and supports the community by providing timely and efficient delivery services.

.3 Safety and Training

The delivery personnel will be thoroughly trained in safe driving and walking practices, including the specific operation of the delivery methods.

Training includes proper handling, navigation through urban environments, and compliance with traffic regulations.

Delivery personnel will be equipped with high-visibility (high-vis) clothing to ensure they are clearly seen by other road users, enhancing safety.

.4 Compliance with Traffic Regulation

Delivery personnel using these methods will adhere to all traffic signals and rules to safely navigate intersections and crosswalks.

On-foot delivery personnel will comply with pedestrian traffic rules to ensure safety.

The business will implement contractual strict adherence to local traffic and pedestrian rules and regulations, with regular audits to ensure compliance.

.5 Operational Hours

Deliveries will be made strictly within the permitted hours, reducing any potential disturbance to residents and businesses in the vicinity

Deliveries will be scheduled to optimise routes and minimise traffic congestion during peak hours.

.6 Parking and Infrastructure

Parking for the cycles, which can be utilised for delivery will be accommodated via the previously permitted planning permission, Ref 20210452 dated 16th August 2021

Installation of vehicle parking and an electric charging point on the private forecourt has been planned to ensure the efficient operation of delivery services.

4.4 Customer Survey

To gauge customer interest and ensure that the service meets customers needs, the business conducted a survey with its customers. The survey asked:

Dear Customer

We are considering offering a local delivery service to better serve you. Your feedback is important to us

Would you like us to offer a local delivery service

Yes	No
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Week 1	Date	No. of Respondances	Yes	No	Yes %	No %
Wednesday	21/08/2024	25	24	1	96	4
Thursday	22/08/2024	34	30	4	88	12
Friday	23/08/2024	42	38	4	90	10
Saturday	24/08/2024	33	30	3	91	9
Sunday	25/08/2024	32	29	3	91	9
Monday	26/08/2024	28	26	2	93	7
Tuesday	27/08/2024	28	28	0	100	0
Week 2	Date	No. of Respondances	Yes	No	Yes %	No %
Wednesday	28/08/2024	28	26	2	93	7
Thursday	29/08/2024	27	26	1	69	4
Friday	30/08/2024	25	25	0	100	0
Saturday	31/08/2024	22	22	0	100	0
Sunday	01/09/2024	23	21	2	91	9
Monday	02/09/2024	24	23	1	96	4
Tuesday	03/09/2024	21	21	0	100	0
TOTALS (Avg. %)		392	369	23	95	5

We can report that 95% of respondents out of No. 392 responses indicated they would like the business to offer a local delivery service. This overwhelming support highlights the demand and enthusiasm from valued customers, reinforcing the necessity and benefit of implementing this service.

5 Justification for the Variation of Condition No. 2

5.1 Benefits to the Local Community and Centre:

.1 Environment Impact

Reduced emissions and noise pollution contribute to a cleaner, quieter, and healthier environment.

Encourages the adoption of sustainable practices within the local business community.

.2 Accessibility

Providing delivery services benefits customers who are unable to travel to the shop, including the elderly, disabled, and those without transportation.

Ensures that all members of the community have access to our products, enhancing inclusivity and support for local residents

.3 Fresh and Warm Food Delivery

The delivery service will ensure that customers receive fresh and warm food directly to their homes, maintaining the quality and enjoyment of their meals.

Timely delivery of perishable goods helps maintain food safety and customer satisfaction.

.4 Local Economy

Supporting local deliveries helps strengthen community ties and encourages residents to shop locally.

Timely and efficient delivery services enhance customer satisfaction and promote repeat business.

.5 Safety and Quality of Life

High-visibility clothing and safe delivery practices increase safety for delivery personnel, cyclists, and pedestrians.

Minimising the use of larger delivery vehicles reduces traffic congestion and the risk of accidents.

.6 Community Leadership

Demonstrating a commitment to sustainable practices sets a positive example for other businesses in the area.

Engaging in environmentally responsible operations aligns with local government initiatives for sustainable urban development.

.7 Alignment with Council Objectives:

Within Gravesham, Local Centers form a key part of the retail hierarchy enabling local communities to meet their everyday needs. This policy has been adopted in order to promote and retain local services within easy reach of residential areas.

In this instance the proposed site lies within the service range of a substantial residential hub within the Singlewell and Woodlands Ward.

Policy 80 of the National Planning Policy Framework stipulates that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt to challenges of the future.

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.

By providing a delivery service promotes greater accessibility for residents, offering more flexibility for those who may work late or have commitments during typical business hours.

This enhanced accessibility / delivery service contributes positively to the well-being of the community by providing convenient access / delivery for goods and services.

.8 Design, Character and Appearance

The business site is situated within a local centre. Proposed variation to condition 2 will not facilitate any external changes to the building.

There would be no impact in terms of character and appearance to the existing property. Therefore, in this respect, proposal are considered acceptable.

.9 Neighbouring Amenity

Proposed variation to condition 2 to allow a delivery service, supported by local residents (Refer to 4.4: Customer Survey), as noted in the past Delegated Reports, that there were no objection or concern expressed by Regulatory Services at the impact on nearby residential properties in terms of noise and disturbance.

Proposed delivery service will not cause any undue impact on the neighbouring premises and in this respect proposal for the variation of condition 2 associated with planning approval Ref 20240277 dated 21st May 2024 is considered acceptable.

.10 Impact on Traffic and Parking:

Thorough examination via a parking survey (Ref Planning Support Statement associated with Planning Application 20240277 dated 21st May 2024 conclusively demonstrates that the proposed extension will exert minimal influence on both traffic patterns and parking availability, and by association, a limited delivery service in the nearby area.

This assurance ensures smooth traffic circulation and abundant parking options, effectively dispelling worries regarding congestion or inconvenience.

Furthermore, accessing this parade is convenient whether on foot, bicycle, or bus, especially given that 90% of attendees are residents residing near the business.

In addition, it would not be unreasonable to suggest that a delivery service can have a positive effect on the volume of traffic, mainly family cars, collecting from the business as delivery cycles are less intrusion than vehicles and in this respect proposal for the variation of condition 2 associated with planning approval Ref 20240277 dated 21st May 2024 is considered acceptable.

.11 Confident in the Assessment:

With every aspect meticulously considered and proactive measures firmly in place, the business stands confident in its ability to seamlessly integrate a tailored delivery service into its existing operations.

By achieving this, the business not only meets the evolving needs of the community but also reinforces its commitment to providing exceptional service and support to its customers.

This commitment not only enhances the overall customer experience but also contributes to the vibrancy of the local centre.

.12 Consistency with Other Local Businesses:

Aligning the delivery / collection services promotes consistency and community cohesion with neighbouring businesses in the Local Centre.

.13 Alignment with Council Objectives:

Within Gravesham, Local Centers form a key part of the retail hierarchy enabling local communities to meet their everyday needs. This policy has been adopted in order to promote and retain local services within easy reach of residential areas.

Proposal for the introduction of a local delivery service meets both the needs of the local community while compliance with Gravesham Local Plan Core Strategy and other planning policies as identified in item 3: Development Plan & Planning Policies

.14 Additional Material Consideration – Customer Survey

Result of our survey (See item 4.4) clearly demonstrates that there is support for a tailor made delivery service

6 Conclusion

The proposed use of utilising a directly employed single rider who will operate a push bike, electric cycles or on-foot delivery methods for local deliveries is an initiative-taking step towards environmental stewardship and responsible business practices.

We believe this initiative will not only benefit business operations but also positively impact the community by promoting sustainability, accessibility, and safety. This approach aligns with the owners commitment to environmental sustainability and responsible business operations.

The Variation of Condition No. 2, will bolster the viability of the business, aligning with the evolving trends in this sector.

Therefore, I would humbly ask that the matters be considered not by assertion of historic generalised assumption or non-evidenced likelihood's, proposal looked at in the wider context of the modern take-a-way service in a fundamentally changing world and that the variation to condition No 2 to planning application 20240277 dated 21st May 2024 is not considered to be unreasonable, permitted by recognising its positive impact on both the business and the broader community, therefore we strongly recommend approval of this application.