

Delegated Report

Planning Application

Planning Application No: 20250466

Location: 29 King Street Gravesend Kent

Description: Erection of external awning and product display images in window.

Applicant: Mr Abdul Zubair

Site Visit Date: 30 May 2025

Submitted Documents/Plans

- Cover Letter/Planning Statement;
- Application form;
- Drawing no. 29-2 – Location & Block Plan;
- Drawing no. 29-3 – Proposed Elevation;
- Drawing no. 29-7 – Existing Elevation;
- Drawing no. 29-8 – Existing & Proposed Layout with awning; and
- Heritage Statement.

Relevant Planning History

Reference	Description	Decision	Decision Date
20250419	Consent to display advertisement(s); Erection of external fascia panel, projected double sided sign and an illuminated trough light.	Refused	19.06.2025
20150543	Display of new window merchandising comprising 2no chevrons, 3no. A0 light pockets on the King Street and Windmill Street elevations and an internally illuminated tablet below ATM on Windmill Street elevation.	Refused	19.08.2015
19930615	The attachment of an illuminated fascia sign on the King Street Elevation.	Consent	09.12.1993
19930580	Display of 2 no. internally illuminated fascia signs on the King Street elevation.	Consent	09.12.1993
19930243	Display of two projecting signs partially illuminated internally, one on the Windmill Street elevation and one on the King Street elevation.	Permitted	27.07.1993

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS19 – Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- TC3 – Development Affecting Conservation Areas
- TC9 - Shopfronts

Paragraph 34 of the NPPF (2024) 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 (2024), the Council will also seek to replace these.

National Planning Policy Framework (2024)

- Section 2 – Achieving Sustainable Development
- Section 12 – Achieving Well-Designed Places
- Section 16 – Conserving and enhancing the historic environment

Supplementary Planning Guidance

- King Street Conservation Area Character Appraisal (2009)
- Management Plan Gravesend Town Centre Conservation Areas (2009)
- Shopfront Design Guidance Sheet 6 Canopies, blinds and security (2020)

Consultations, Publicity and Representations

Consultees

No response from:

- GBC Conservation Officer

Neighbouring properties

10 surrounding properties were consulted plus site and press notices – no responses received. The overall consultation period expired on 27 June 2025.

Officer's Analysis

The application site consists of a three storey building situated on the southern side of King Street. The site is located in the King Street Conservation Area and adjacent to the grade II listed no. 30 King Street.

The proposal is for erection of an external awning and product display images in the shop window.

The principle consideration in the assessment of the application is design, character and appearance and whether the proposal would preserve or enhance the character and appearance of the King Street Conservation Area.

The ground floor was last used as Natwest Bank as part of nos. 29-31 King Street having closed in early 2025.

When Natwest was in occupation the shopfront was as follows:



The proposed elevation and cross sections are as follows:

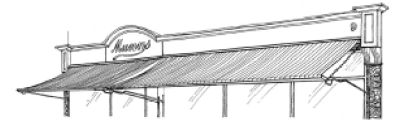


The proposed awning would be 6.5m in width and 2m in depth. It would have the words 'FRESH MEAT, AFRO GROCERIES, FROZEN FISH & FRUIT & VEGETABLES' on the front of it. It would be green in colour with the lettering in yellow.

The Shopfront Design Guidance sheet 6 states the following in respect of canopies:

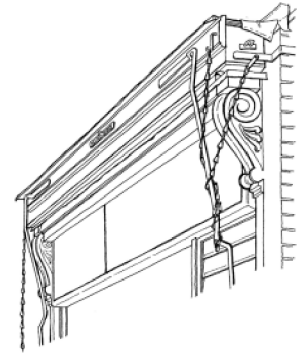
Canopies & Blinds

Many traditional shopfronts had retractable roller blinds to protect goods from sunlight and to provide shelter for pedestrians. In the past blinds were not used for advertisement purposes, whereas today, many modern type of blinds, such as the 'balloon' or 'Dutch' blinds, are essentially seen as a means to increase advertising. They are alien (and in many cases an obtrusive feature) in historic areas and are in general not acceptable on Listed Buildings and in Conservation Areas.



Traditional retractable blind. The blind should not be used to increase advertising space.

- Where traditional canvas blinds and blind boxes are still in place, these should be retained and restored.
- New blinds should be integrated within the design and construction of the shopfront. They should be positioned below the fascia so as not to obstruct the view of the shop name and, when retracted, should sit flush with the fascia.
- New blinds should be fixed in a way that they do not conceal any key architectural elements of the shopfront.
- New blinds should always be retractable when not required and ideally be of a traditional roller design. Fixed blinds or Dutch blinds are generally not acceptable.
- Blinds should be made of canvas or other non-reflective material. Shiny plastic materials used for fixed Dutch blinds are unlikely to find approval.
- The colour of the new blind should complement the colour scheme of the fascia and shopfront.



New blinds should be made of canvas and be fixed in a way that they do not conceal any key architectural features

In respect of the above, the awning would be retractable and made of canvas but it would not meet the other guidance for the following reasons. The right hand side of the awning would extend in front of the right hand pilaster of the shopfront which is not acceptable as it is would conceal a key architectural element of the shopfront. The green and yellow colours of the awning would be garish, not of muted tones for this historic building and this further adds to the unacceptability of the awning. The awning would contain too much additional information with the line of words on the front advising of some of the types of items which can be bought in the shop which is completely unnecessary. This all results in an the awning having an unattractive and cluttered appearance. The colour scheme and all the lettering stating items sold in the shop were some of the reasons why the fascia sign which was proposed under application ref. 20250419 was refused.

The proposed product display images in the shop window would also be unacceptable. The images would be of various foods all along the bottom of the window to a height of 0.5m. These window stickers would block part of the window, appear garish, completely out of keeping and incongruous to this historic building and would lead to further clutter.

The applicant has provided historic images of the area showing awnings and also current photos highlighting other examples of awnings and product display images in shop windows in King Street and the surrounding area. Awnings are a traditional feature of a shopfront but the one proposed here is not sympathetic for the reasons given. In terms of the other current examples of awnings and display images in the street and surrounding area, these do not appear to have permission and will need to be further investigated once addresses are confirmed. In any case, the proposed awning and product display images in the shopfront are unacceptable in design terms and the presence of other inappropriate awnings and display images in windows in the area does not justify the awning and display images proposed here.

The proposed awning and product display images in the shop window would be unsympathetic alterations which would be garish and unsympathetic alterations which would not be in keeping with the host building and would fail to preserve the character and appearance of the King Street Conservation Area. The building to the west no. 30 King is a grade II listed building, given the close proximity of the application building to no. 30 King Street (Natwest previously occupied both buildings) and the positioning of the awning and product display images in the shop window, it is considered that they would have a harmful impact on the setting of this adjacent listed building at no. 30 King Street also. As such the proposal would be contrary to Policies CS19 and CS20 (LPCS), saved Policies TC2, TC3 and TC9 (LPFR) and sections 12

& 16 (NPPF).

Any Other Material Planning Considerations

None.

Conclusion

The proposed awning and product display images in the shop window would be unsympathetic alterations which would be garish and unsympathetic alterations which would not be in keeping with the host building, would fail to preserve the character and appearance of the King Street Conservation Area and would be harmful to the setting of the grade II listed no. 30 King Street. As such the proposal would be contrary to Policies CS19 and CS20 (LPCS), saved Policies TC2, TC3 and TC9 (LPFR) and sections 12 & 16 (NPPF).

Recommendation

Refusal

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Mrs Faye Walsh
Signed:		Signed:	
Dated:	14th July 2025	Dated:	15 July 2025