



Delegated Report

Full Planning Application

Planning Application No: 20240776

Location: HSBC 84 New Road Gravesend Kent

Description: Installation of one CCTV camera and installation of vinyl film to window

Applicant: HSBC Corporate Real Estate

Site Visit Date: 9th September 2024 and 15th October 2024

Submitted Documents/Plans

Planning Application Form;
Site Location Plan;
Block/Site Plan;
Drawing No. 27438-000-E1-EX-PL1 – Existing Elevations Front;
Drawing No. 27438-000-E1-PL1 – Proposed Elevations Front;
Drawing No. 27438-000-E2-EX-PL1 – Existing Elevations Front;
Drawing No. 27438-000-E2-PL1 – Proposed Elevations Front;
Drawing No. 27438-000-GF-EX-PL1 – Existing Plans Ground Floor;
Vinyl Film Details;
Heritage Statement; and
Design and Access Statement.

Relevant Planning History

Reference	Description	Decision	Decision Date
20220703	Replacement of external self service ATM machine.	Permission	13.10.2022
20220704	Consent to display new signage above new self service ATM machine.	Consent	13.10.2022
20220409	Signage over external self service machine	Withdrawn	27.04.2022
20220408	Replacement of existing external self service machines	Withdrawn	27.04.2022
20191303	Replacement of existing ATM header signage to comply with new HSBC branding.	Consent	12.03.2020
20180627	Display of 2no. white aluminium panels above entrance doors with HSBC Logo, new combined nameplate, hours of opening and security vinyl's and new vinyl black benefit signs internally applied on glass above existing TTW ATM,s.	Consent	11.07.2018
20161098	Display of 3no. internally illuminated fascia signs and 1no. internally illuminated hanging projecting sign.	Consent	10.01.2017
20150521	Application for the approval of conditions 3 and 4 attached to planning permission reference number	Approval of Details	11.08.2015

	20150080 relating to details of the reinstatement of the missing Portland Stone surrounding the western most ATM and samples of the Portland Stone.		
20150504	Application for approval of condition 4 attached to planning permission reference no. 20150080 relating to samples of the Portland Stone to be used in the reconstruction works for the western most ATM.	Withdrawn	30.06.2015
20150080	Installation of 2no. replacement A.T.M cash dispensers on the New Road elevation.	Permission	21.04.2015
20020872	Installation of new entrance door on Stone Street elevation to provide disabled access.	Permission	17.12.2002
20000724	Installation of replacement A.T.M cash dispenser on the New Road elevation.	Permission	23.11.2000
19970590	Display of internally illuminated fascia signs over entrance doors and on New Road & Stone Street elevations and internally illuminated projecting sign on New Road elevation.	Consent	05.09.1997
19940635	Application for the approval of a 1:20 scale drawing detailing the finishing works to be carried out to the window opening, and the new window surround to be installed as required by condition (ii) of planning permission ref. GR94/373.	Approval of Details	03.11.1994
19940373	Lowering of the window cills on the Stone Street elevation.	Permission	03.10.1994
19940588	Installation of one replacement automatic cash dispenser on the New Road elevation.	Permission	05.01.1995
19930389	Display of halo illuminated fascia lettering on the Stone Street and New Road frontages, internally illuminated letters and projecting portal logo over main entrance.	Consent	27.08.1993
19871007	Installation of a cash dispenser and re location of existing nightsafe on the New Road frontage	Permission	24.11.1987
19870785	Display of circular logo sign on the west elevation at the top of the car park lift tower externally illuminated by a floodlight	Consent	26.10.1987
19840607	Installation of new fascia on part of the Stone Street frontage erection of single storey infill extension at the rear single storey extension on the west elevation fronting New Road and internal alterations	Permission	19.10.1984
19830321	Display of internally illuminated fascia lettering on the New Road and Stone Street frontage	Consent	23.06.1983
19810584	Alterations to the New Road elevation to facilitate the installation of a banking machine	Permission	23.07.1981
19760191	Change of use of retail shop to bank	Permission	30.06.1976

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS12 – Green Infrastructure
- CS18 – Climate Change
- CS19 – Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- TC3 – Development affect Conservation Areas

Paragraph 33 of the NPPF (2023) 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 (2023), the Council will also seek to replace these.

National Planning Policy Framework (2023)

- Section 2 – Achieving Sustainable Development
- Section 12 – Achieving well-designed and beautiful places
- Section 16 – Conserving and enhancing the historic environment

Section 72(1) of the Planning Listed Building and Conservation Areas Act 1990 (as amended) requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of the conservation area.

The Council has a statutory requirement under Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 in considering whether to grant listed building consent for any works to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Supplementary Planning Guidance

- Conservation Areas – A guide for owner and occupiers (2020)
- King Street Conservation Area Character Appraisal (2009)
- Design for Gravesham – Design Code (2024)

Consultations, Publicity and Representations

GBC – Conservation Officer

No comments received.

Neighbouring properties

Consultation was by way of a press notice and the displaying of a site notice and individual letters sent to six surrounding properties with an overall expiry date of 4th October 2024. No comments have been received.

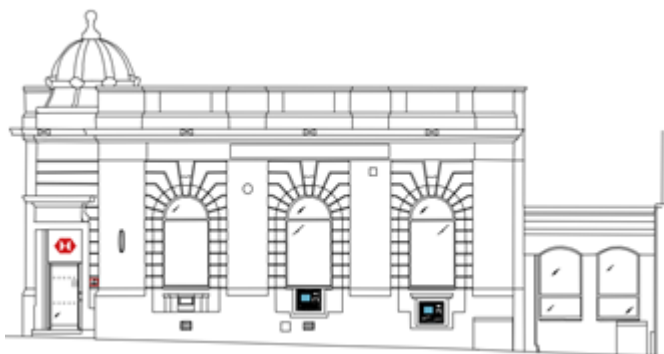
Officer's Analysis

Proposal

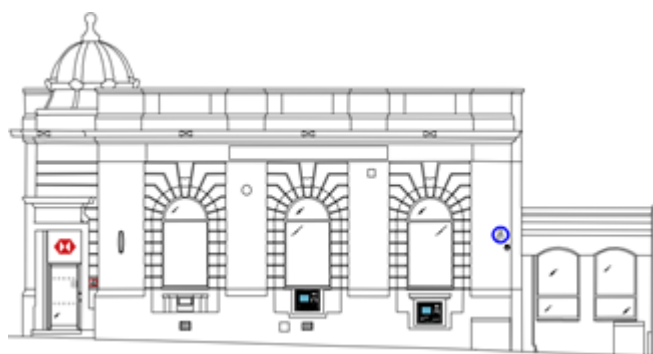
The proposal seeks for the installation of one CCTV camera on the north (New Road) facing elevation and installation of vinyl film on one window of the east (Stone Street) facing elevation.

Existing North (New Road) Elevation

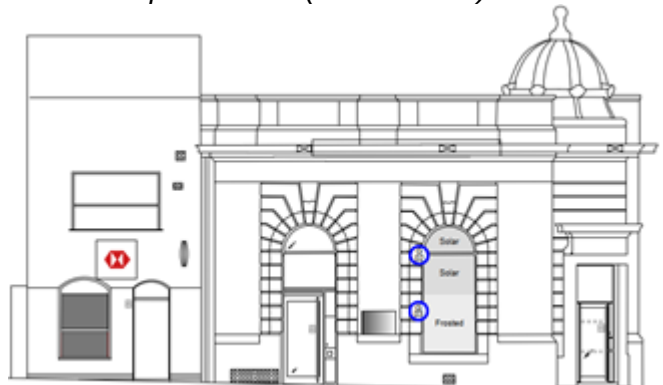
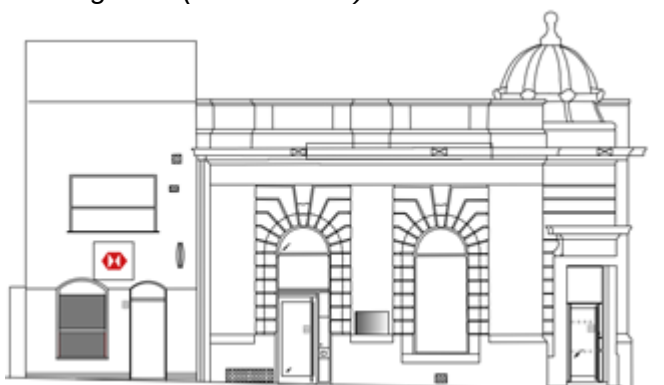
Proposed North (New Road) Elevation



Existing East (Stone Street) Elevation



Proposed East (Stone Street) Elevation



Character and Appearance

The application site is an existing building located on the corner of New Road and Stone Street and is currently in use as an HSBC Bank. The proposal seeks to install one CCTV camera fronting New Road and vinyl film on one window facing Stone Street.

The camera has been discreetly located and the vinyl film is only on one window and would not result any visual clutter and is removable without causing any damage.

The proposal would not result in a detrimental impact on the existing building, streetscene or the King Street Conservation Area and as such is deemed acceptable in terms of design.

The development is therefore in accordance with Policies CS19 and CS20 of the Local Plan Core Strategy (2014) and Sections 12 and 16 of the National Planning Policy Framework (2023).

Neighbouring Amenity

Due to the nature of the proposal and the location of the proposed it would not impact the amenity of surrounding properties or businesses.

Highways

The proposed works are modest would not result in an impact on highway safety.

Conclusion & Recommendation

The proposal is considered to be acceptable and does not harmfully impact the appearance of the surrounding area, associated building, or the King Street Conservation, nor will it adversely affect neighbouring amenity or highway safety. The application is considered to be in keeping with local and national planning policies.

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Amanda Cue	Team Leader:	Richard Hart
Signed:	<i>A Cue</i>	Signed:	<i>R Hart</i>
Dated:	16 th October 2024	Dated:	17th October 2024