

# Planning Statement

**94 Land adjacent (Wheels Car Dealer) Pier Road, North Fleet –  
REV B Gravesend, DA11 9NA**

- **Principle of permission application**  
Town and Country Planning (Brownfield Land Register) Regulations 2017

**Rehal Planning consultants LTD**

## 1. Introduction

The site is currently an empty car dealership(Wheels) Car Dealer ) with redundant buildings on the west side of Pier Road. Pier Road and its neighbouring street Burch Road, follow the natural topography in a gentle slope down towards the River Thames. Land to both sides east and west was subsequently used as chalk quarries before being filled with industry. That industry has largely disappeared and the land is now again being redeveloped. The neighbourhood is part of the Overcliffe Conservation Area. Pier Road is predominantly residential in character, with a variety of house types of different periods.



Above google map showing the site area.

## 2. Constraints

- Overcliffe Conservation Area
- Urban Boundary Gravesend and Northfleet
- Thames Estuary and Marshes

### 3. History

20250629 - Permission in Principle application; erection of 6 self contained flats.

Application no 19950350- Continued use of premises for vehicle hire and erection of detached single storey building to form office and reception area.

Application no 19930160 - Continue use of premises for vehicle hire and erection of detached single storey building to form new office and reception area.

Application no 19920103- Continued use of premises for car sales, mechanical and body repairs, with ancillary office accommodation. Permitted. Continued use of premises for car and van hire with ancillary offices. Refused.

Application no 19910646- Application for established use certificate in respect of use of premises for car sales, Mechanical and Body repairs, car and van hire and offices.

### 4. Proposal

This statement supports an application for Permission in Principle (PiP) for a proposed residential development on a site that previously operated as a car dealership. The site has been vacant for several years following the retirement of the previous business owner, Mr. Robert. Given the lack of commercial viability and the need for housing in the area, this proposal seeks to establish the suitability of the site for residential development before proceeding with a full planning application.

The site currently contains various buildings associated with the former car dealership business. These structures have become redundant and would be demolished as part of this proposal. The site is no longer in active use and has no immediate prospects for commercial redevelopment. Given its location and surrounding context, residential use is considered an appropriate and sustainable alternative.

We are amending the proposal previously refused under Council Reference No. 20250629, which sought permission for a three-storey building comprising six self-contained flats.

The amended proposal now seeks Permission in Principle for the development of four self-contained flats within a two-storey building, following a similar design and scale to the existing structure on site.

This revised scheme aims to provide much-needed housing and contribute positively to the local housing supply.

In addition, a payment of £1,349.96 has been made in relation to the Thames Estuary and Marshes Special Protection Area (SPA) and Strategic Access Management and Monitoring Strategy (SAMMS). This addresses and resolves the second reason for refusal cited in the previous decision.

The final design, layout, and other detailed planning matters, including access, parking, landscaping, and architectural design, would be addressed at the Technical Details Consent (TDC) stage, following a positive response to this PiP application.

As this proposal is for residential accommodation, we seek the council's preliminary view on its acceptability in principle before submitting a full planning application. A favourable response at this stage would allow us to proceed with detailed architectural plans and the necessary planning documents for a comprehensive assessment.

This Permission in Principle application aims to establish the feasibility of residential development on the site. Given its redundant commercial use, the suitability of the location, and the pressing demand for housing, we believe this proposal is a positive step toward the efficient redevelopment of the site. We welcome the council's feedback to guide the next stage of the planning process.

## 5. Planning Policy

Paragraph 60 states that to support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay. The overall aim should be to meet as much of an area's identified housing need as possible, including with an appropriate mix of housing types for the local community.

Gravesham Local Plan Core Strategy (LPCS) (September 2014)

The following policies are considered relevant to this PIP:

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS07 – Economy, Employment and Skills
- CS11 – Transport

