The application property is a two-storey residential dwelling located within a predominantly residential area close to Gravesend town centre. The locality consists largely of late-Victorian and early-20th-century dwellings, many of which have undergone extensions, external alterations, or conversion into flats. The wider area benefits from easy access to public transport, including Gravesend Railway Station, as well as local shops, services, and employment opportunities, the small extension has zero harm to the area

The site falls within the Pelham Road / The Avenue Conservation Area, an area characterised by cohesive architectural forms, traditional scale, landscaped frontages, and a range of sympathetic external finishes. Although façades along Pelham Road vary, many incorporate light-toned or white painted or rendered surfaces. In keeping with this established character

The site lies within the Gravesend Urban Area and is not located within the Green Belt, nor is it a listed building. Its primary designation is its inclusion within the Pelham Road / The Avenue Conservation Area, which requires that development preserve or enhance the area's special architectural and historic interest.
There are no known planning permissions that materially alter the form or character of the existing property, although the surrounding area demonstrates an established pattern of alterations, conversions, and extensions which set a clear and supportive context for the proposal.

The site's presence within the Pelham Road / The Avenue Conservation Area necessitates a heritage-led approach. The extension is located entirely to the rear and does not affect any public views within the conservation area. The faithful replication of materials, detailing, and window proportions ensures that the character and appearance of the conservation area is preserved. . The
proposal therefore accords with Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and with NPPF heritage policies.