



HERITAGE STATEMENT

7 Queen StGravesend DA12 2EQ

6TH September 2023

RETENSION OF ALUMINIUM SHOP FRONT

Introduction

This statement has been prepared on behalf of our client in support of an application for planning permission for the retention aluminium shop front.

The application is submitted in full and is supported by the following drawings

A1/101 existing and proposed floor plans and elevations

A1/102 Block plan

Heritage statement

The purpose of this statement is to provide a brief description of the site and its context, and introduce the principles of the design.

This application relates to a ground floor shop unit in 7 Queen street Gravesend DA12 2EQ, The shop is within a street of 19th century two/three storey buildings with ground floor retail use. The street has on street parking. It contains typical town uses including fast food shops, estate agents, travelagents, banks, clothes shops.

Heritage Impact

As explained above the character of the area of affluent town main road, with traditional building facades along the main road, predominantly with ground floor retail shops.

Main ground floor level and a variety of modern shopfronts of little merit, but providing required features to enable their successful operation as small retail establishments. The shopfronts are easy to maintain and maximise the area available for retail display.

Some of the existing shops already have restaurant and hot food takeaway. These shopfronts form part character of the Conservation Area. They attract footfall and provide a vital economic benefit.

The change of shop front is part of the character of the street scene and not any other part of the building is altered especially the front elevation will be retained to meet the contrast between the ground and upper floors in the street. It is difficult to argue that this will bring significant detriment to heritage impact as it is part of the existing character.