



195 Parrock Street

Gravesend,
Kent
DA12 1ER

JAMES CLAGUE
ARCHITECTS

DESIGN & ACCESS
AND
HERITAGE STATEMENT
July 2026

FOREWORD

James Clague Architects (JCA) have been appointed by Pineapple Property Group Limited to provide information to accompany proposals for the:

“Change of use and building conversion from offices to 5 residential flats, including internal re-arrangements; associated services, new/replacement windows & doors; forming a front to back internal access passage; associated ramps and security gates; rear light-well expansion; remedial works to flat roof; cycle & refuse sighting; Juliet balcony; boundary fencing and front & rear light-well railings & gates”

at:

195 Parrock Street, Gravesend, Kent, DA12 1ER

Fig 1. Cover Page Drone Footage Aerial Shot of No. 195/16 Parrock Street, Gravesend

Issue/ Revision	Date	Description

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EXECUTIVE SUMMARY

This Design & Access and Heritage Significance Statement has been put together to provide information toward an application to convert an existing office building into flats.

Of significance the building is an attached Grade II Listed building within a Conservation Area.

Previous owners were granted Full Planning Approval and Listed Building Consent (LBC) to convert the property from offices to flats subject to submission and discharge of details as required by condition.

Following this, a subsequent Non Material Amendment (NMA) was submitted with revised general arrangements which was approved.

The development commenced and was later deemed unlawful in that no Listed Building Consent was applied for nor approved to align with the revised arrangements rendering no opportunity for the Heritage Team at Gravesham Local Authority to seek pre-commencement conditions be submitted to ensure the details, materials and works were appropriate for the heritage building.

Works were aborted prior to our client's new ownership. The building remains partially-converted in a precarious neglected state; falling into disrepair with water ingress and precarious structural propping, which may cause further substantial harm to the building. As such our this document is substantial in its contents to aid a speedy planning decision.

Within this document a Heritage Significance Statement which assesses any Heritage Impact and provides the context and setting of the application site and building, incorporating planning records, maps and plans to inform when changes of use have taken place and when adaptations to the building have occurred.

To associate these, a Record of Implemented Works, meticulously dissecting the complicated background to determine what has happened historically to the building to accommodate use and occupancy, where such works were approved/lawful and more recently the aborted works to partially convert the building into flats, providing photographic evidence depicting where historic materials were catalogued prior to the development and where they remain intact today.

This tool has been used to inform this application with solutions and retrospective measures where previous works are considered detrimental to the historic building/fabric and more recently the aborted works to partially convert the building into flats, providing photographic evidence depicting where historic materials were catalogued prior to the development and where they remain intact today. The resultant research and findings of which have been assembled and incorporated with consultation direction to inform these proposals to continue to convert the building for residential use with a partially revised flattened scheme.

Guidance and responses from previously approved applications are included and cited within this document along with designation information and time-lines to aid planning decisions as well as strategies as to how works are to be carried out sympathetically to alleviate any further impact upon the historic building.

Of note, some installed fire strategies and electrical works have been certificated including smoke alarms and spot lights in accordance with NICEIC confident installer certification as logged with STG local authority building control which evidence some works were carried out in accordance with Legislative duties.

1.0 INTRODUCTION

1.1 Application Proposal

This application seeks permission for the change of use from office Class E to residential Class C3, proposing a flatted scheme with units arranged over 5 floors as follows:

- Unit 1: BF U1 1 x 1 bedroom 2 person occupancy 50 sqm basement flat
- Unit 2: GF U2 1 x 1 bedroom 1 person occupancy 46 sqm ground floor flat
- Unit 3: 1F U3 1 x 1 bedroom 2 person occupancy 56 sqm floor flat
- Unit 4: 2F U4 1 x 1 bedroom 1 person 37 sqm second floor flat
- Unit 5: 2/3F U5 1 x 2 bedroom 2 person 50 sqm duplex second/third floor flat

1.2 Current Lawful Use

Whilst approval for change of use from office Class E to residential Class C3 was granted under a previous planning application, this scheme was not realised, therefore it is assumed the current lawful remains as office Class E.

1.3 Pre-application Advice

The applicant purchased the site post conversion appointing James Clague Architects (JCA) to prepare a pre-application to seek direction as to how to establish a route to continue to convert the building into flats.

The pre-app response noted there were no apparent issues with JCA's flatted scheme in planning terms and consult would be sought with the Heritage Officer to return written advice, which was not received.

1.4 Post Pre-application Advice April 2026

Subsequently a revised proposal and associated planning statement were submitted to the Local Authority by way of a Section 73 Agreement, seeking approval to vary condition 2 of the approved scheme, to allow our client to continue the conversion and return the building to its original residential use.

Gravesham Borough Council (GBC) determined it not possible to vary condition 2, directing the withdrawal of the application and advised a whole new application be submitted.

1.5 Planning Submissions, Approvals and Implemented Works Timeline

AUG 2016 FULL PLANNING APPROVAL AND LISTED BUILDING CONSENT (LBC)

Applications 20160182 & 3 respectively

A set of survey plans by architects John N Woods (JNW) depicts the environment in 2015 to associate the first planning application to convert the building from offices to flats. These survey plans depicting the 'As Existing' arrangement at the time, depicting historic fabric and materials still evidenced. The Conservation Officer considered the layout acceptable, seeking conditions to secure details.

MAY 2020 FULL PLANNING APPROVAL AND LBC

Applications 20200059 & 60 respectively

The planning approval expired and was renewed under the above applications, to which the same conditions were applied. The Heritage Officer raised no objections subject to a glazed fire screen with privacy screen replacing a proposed solid partition unit division on the second floor stairwell.

OCT 2020 SECTION 73 NON MATERIAL AMENDMENT (NMA)

Application 20200663 in association with approved planning application ref. 20200059

The Section 73 NMA submitted by Norton Mayfield Architects met approval. The Heritage Officer considering the revised scheme generally acceptable aside from replacement of the aforementioned glazed fire screen with a solid fire wall to the stair case. No associated Listed Building Consent nor Section 19 Agreement was sought.

2021 DEVELOPMENT WORKS COMMENCED

Conversion from offices to flats commenced by previous owners, evidenced by electrical installation certification with the Local Authority Building Control, STG. The conversion was partially completed in accordance the NMA scheme, nevertheless, arrangements deviated from the plans. Ground and upper floor offices were converted into flats in alignment with heritage guidance, retaining historic fabric and materials.

2024 WORKS ABORTED

Works were aborted due to lack of funds and the site reposessed and marketed for sale.

Oct 2024 PRE-APPLICATION ADVICE SOUGHT

Under the applicants new ownership, pre-application advice was sought for a 5 unit scheme designed by JCA.

DEC 2025 SECTION 73 NON MATERIAL AMENDMENT (NMA)

Following no response to the pre application, the applicant submitted an application to vary the 2020 Section 73 Agreement with a revised flatted scheme.

JAN 2026 LBC SUBMISSION

A LBC application was submitted to support the Section 73 NMA application.

APR 2026 EMAIL ADVICE

Following consultation with GBC Planning Enforcement Manager, the case officer the works unlawful determining a full planning and LBC submission for a new scheme be made.

2.0 SITE & ACCESS

2.1 Site location

The site is located in Gravesend town centre recognised as being in a growth area within the Kent Thames Gateway Sub-region by the Draft South East Plan of the South East Regional Assembly.

2.2 Site

The site is to the south of Gravesend Town Centre. (See Fig 2) Thamesgate and St George's shopping centres are found to the west of the property.

The site stretches east to west to the top western side of Parrock Street (A226) prior to the junction between Milton Road, King Street and Queen Street.

2.3 Access and Parking

The A2 is 2 miles south of the site and connects the site to the coast and London.

The A226 is a major road connecting Crayford, Dartford, Strood and Gravesend formed in 1958 to provide a one way ring road to direct traffic around the town centre. At Parrock Street it meets Milton Road (A227) a few meters north of the site.

The site benefits from land to the rear and a forecourt to the front and until recently benefited from parking to the rear when the building was used as an office, however, access to the rear has since been severed.

2.4 Public Transport

Gravesend is a popular commuter town, with transport links to London and the coast. A bus stop is located opposite the site. Gravesend Railway Station is within a 5 minute walk to the west of the site with high-speed trains to London St. Pancras taking 25 minutes.

2.5 Pedestrian Access

The site has a circa. 5 meter frontage providing direct and level access from the street. Steps lead up to the main front door with access to the land at the rear through a fire exit door via the interior corridor of the building.

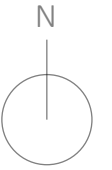


Fig. 2. Google Maps Aerial Image: Site denoted in red boundary.



2.0 SITE & ACCESS

2.6 Plot Extents

The site runs east to west to the north of Parrock Street.

The plot is appx. 440 square meters, of which the frontage is circa 70 sqm and the rear 305 sqm.

Overall site dimensions are approximately 51.3m deep by 9.5m wide > 8.2m; the site tapering front to back.

To the front is a boundary wall between no. 195 and 194 to the north. To the south there is currently no physical boundary with adjoining no. 196.

The frontage is paved and open to the street, devoid of boundary treatment aside from Local Authority Bollards dividing it from the pavement.

No.'s 195 & 196 Parrock Street are generally symmetrical with their principal elevations facing Parrock Street, set back from the street by some 4.5 meters. Wings to the building are set back by a further 700mm.

Both have been extended over time. No. 195 extended to the north under flat parapet roof as evidenced in OS 1907 map as discussed later in this document.. No. 196 has since been attached to 197 to the south to form a wider property.

With no side access and the property being attached, access to the rear is through the property. The plot to the rear being landlocked; previous vehicular access over land under neighbouring ownership severed when the unlawful development was taking place, blocking up an aperture in the wall with concrete blocks (See Fig 5) restricting access to the rear. The brick boundary continuing from the rear of the building to the back of the site on both sides.

Side access to neighbouring property 194 is to the north, the boundary wall tight to no. 195. To the rear (east) are outbuildings associated to businesses not under site ownership, rendering the rear plot landlocked. rear.

The yard to the rear is overgrown, but laid to tarmac as it was utilised for parking when in office use.

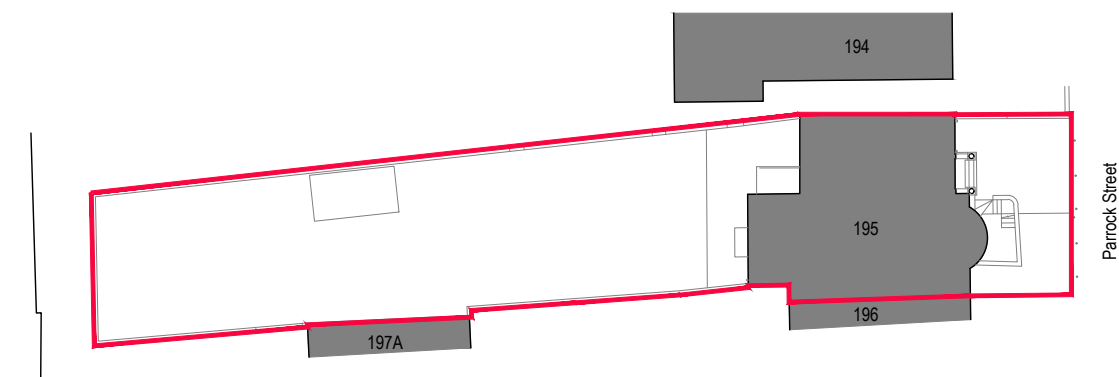


Fig. 3. Survey Site Plan by Direct Construction Surveyors, May 2025

Drawing not to scale - for publication purposes only



Left 197 Middle adjoining building 196 right 195 - application building

Fig 4: Front Elevation Photo from Historic England



Left - 194 195 (centre) - application building Right no. 196 - adjoining building

Fig 5 Rear Elevation Photo from Historic England



Recently blocked in access from neighbouring yard, no. 196

3.0 PLANNING_LOCAL CHARACTER & DESIGNATIONS

3.1 Heritage

The original classical style building, constructed as a dwelling house in the early 1800's, is arranged over 5 floors (including basement).

The listing states:

“An early C19 pair. 3 to 4 storeys and basement stock brick. The centre portion with 2 windows is flanked by 3 storey wings set back. Slate roof. Cornice and parapet. The centre portion has 3-light curved bays through the lower floors with decorated cambered head linings. No 195 has 2 sashes in its wing with some glazing bars intact and a Tuscan portico. No 196 has 1 sash and a round-headed door-case with no portico.”

Listing	NGR:TQ6486074065
Legacy number:	356408
Address:	195 AND 196, PARROCK STREET
County:	Kent
District:	Gravesend (District Authority)
Parish:	Non Civil Parish
Grid Reference:	TQ 64859 74065
Details	1. 5277 PARROCK STREET (West Side)
Nos I	95 and 196TQ 6474 SE 1/160

3.2 King Street Conservation Area Appraisal

Parrock Street is within the King Street Conservation Area. The area is designed as part of the 18th and 19th century commercial expansion of Gravesend from its historic core. Historic mapping suggest the existing street pattern is apparent by the early 19th Century with New Road, from which Parrock Street heads south, noted to have been laid in 1801 as part of a stagecoach route to London via Northfleet.

The appraisal notes features and characteristics in the area including the Local Authority slender blue painted bollards extend to the south of the railway and tall “hockey stick” style lamps on blue painted poles; yellow bricks, stone wall dressings, wrought iron railings, sash windows and round headed doors.

3.3 Area of Archaeological Importance & Special Scientific Interest

Gravesend lies close to areas of Thanet beds which contain clay and together with the London Clay found on the nearby Hoo Peninsula to the east produced the raw materials for brick making. Therefore, this area supplied the London stock bricks used for building programmes in London and Gravesend in the 19th and 20th centuries....



Fig 6: Historic England Heritage Map and Official List Entry Location Map

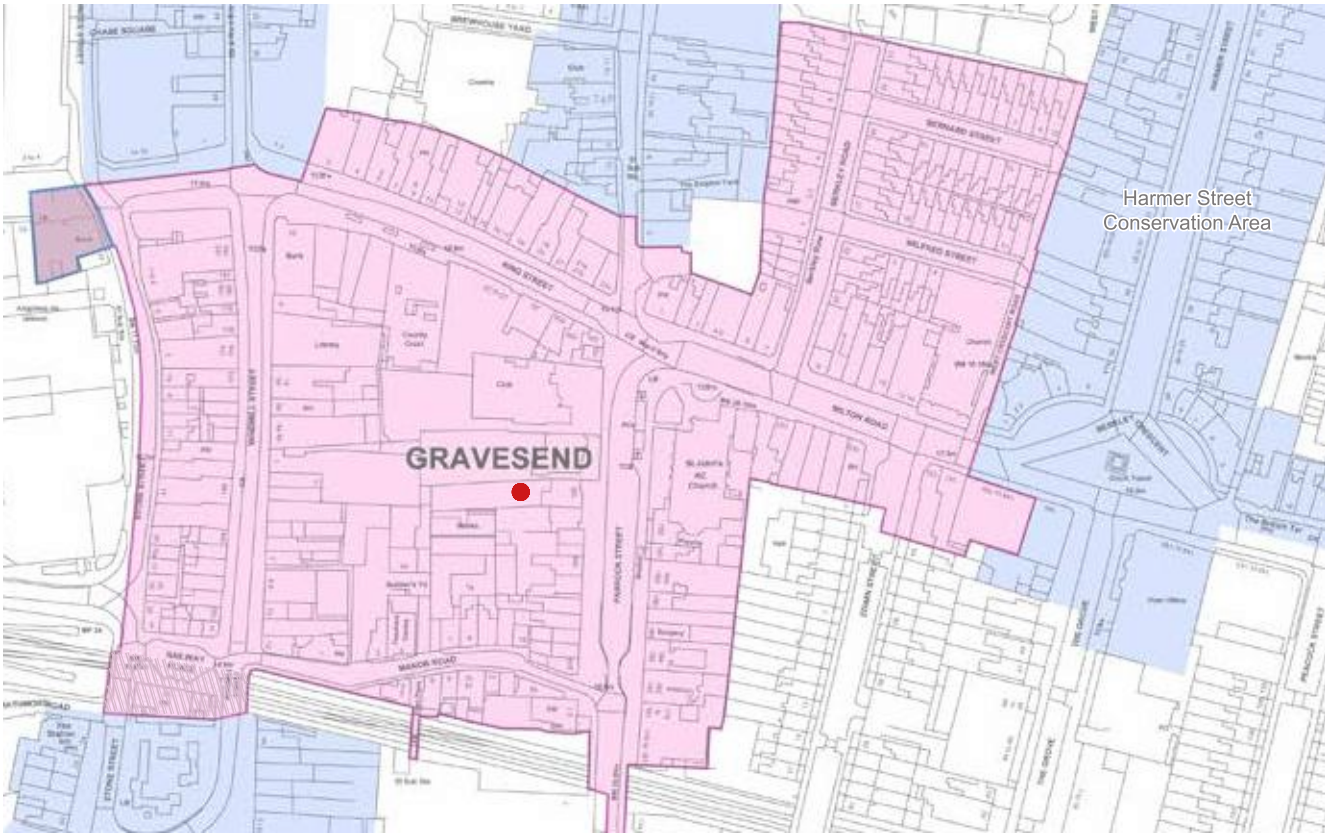


Fig 7: King Street Conservation Character Appraisal

● Site Location
● Conservation Area



3.0 PLANNING LOCAL CHARACTER & DESIGNATIONS

3.4 Neighboring Buildings and Boundary Treatments

196/7 Parrock Street was also vacant for some years and has recently been converted into flats.

The adjoining building no. 197 benefited from back land development previously forming 197A, a 3 storey property under slate gabled roof shares the vehicular access under a shared underpass which links the shops to the south. No. 197A benefits from a further single storey extension to the west. The building occupies the majority of its site.

A mid-height low yellow stock brick boundary walls divides neighbouring sites to both sides, aside from where the later block work infill severs access for 195 which historically benefited from parking within the land to its rear; parking use evident in Google Earth images since 1970.

To the north of the application site, no. 194 is a more elaborately detailed detached building of later but similar style to 195, with moulded eaves, white painted plaster coining and parapet balusters. The side and rear are in cream painted render.

Of consideration is that no. 194's side windows overlooking 195 are all plain and fully glazed servicing utility rooms with obscured glass.

To the rear are service buildings to businesses along perpendicular Manor Road.

As such any proposals in this submission will not be affected by overlooking privacy issues.



Fig 8: No. 195 - Rear view of garden and showing boundary wall block-work infill to no. 197, brick boundary wall to no. 194 and 3 storey, plus pitched roof neighbouring rear development flatted scheme no. 197A - image from Allsop Estate Agents A virtual tour of the property in its purchased form may be viewed here: https://drive.google.com/file/d/1VWYaaAt9YViaYi-4W_9rNcBWT0xyjIK/view



Left 197 Middle adjoining building 196 right 195 - application building

Fig 9: Front Elevation Photo from Historic England by Charles Watson 8/3/20, featuring street cast iron painted Painted Local Authority bollards and neighbouring boundary wall (no. 194)