

Architecture

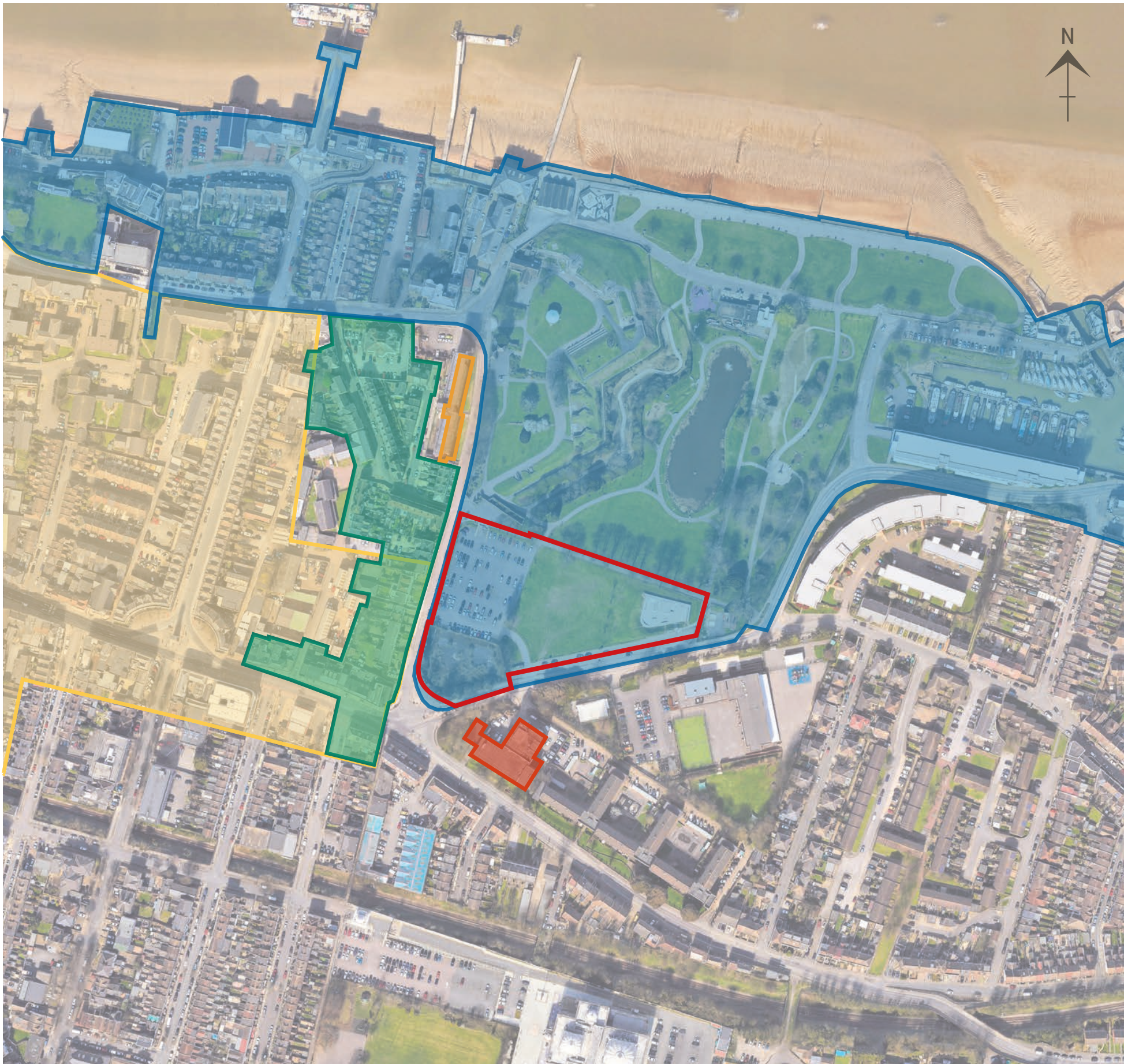
ARCHITECTURE

Architectural Context

Immediate Site Context

The site is located within the Gravesend Riverside Conservation area and also fronts onto the Milton Place Conservation Area. Our proposals have been carefully designed to respect and enhance the unique character and heritage of both conservation areas, ensuring a sensitive integration into the surrounding urban fabric. To the north of the site stands Chantry Court, a prominent 9-storey apartment block.

This building occupies a significant location adjacent to the New Tavern Fort, a historic landmark that sits between the two conservation areas. The proximity to these key heritage assets underscores the importance of a thoughtful approach to design, ensuring that our proposals contribute positively to the area's architectural and cultural context while respecting its historical significance.



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Architectural Context

Conservation Area - Milton Place

The area primarily features cohesive Georgian architecture from 1800-1840, with later 19th and early 20th-century additions. Many buildings display classical and Italianate elements, such as stucco architraves, brick arches, and intricate detailing that reflects the architectural refinement of their era.

Local materials such as red and yellow stock brick and Welsh slate are commonly used throughout, with cement render details adding a subtle decoration. The streetscape is defined by buildings set back with front gardens, enhancing the suburban feel. Most terraces have simple, unadorned frontages, complemented by wrought iron balconies and railings.

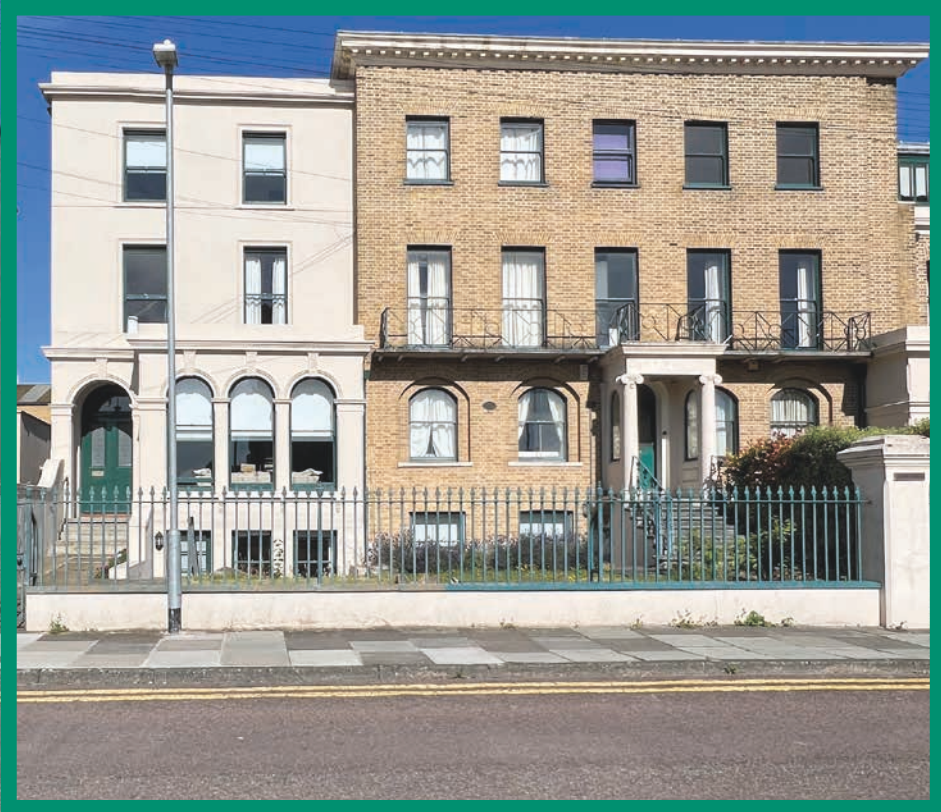
The area reflects a historic blend of architectural styles, combining both urban and suburban characteristics.



View North along Milton Place



4-5 Milton Place



9-10 Milton Place



11-12 Milton Place

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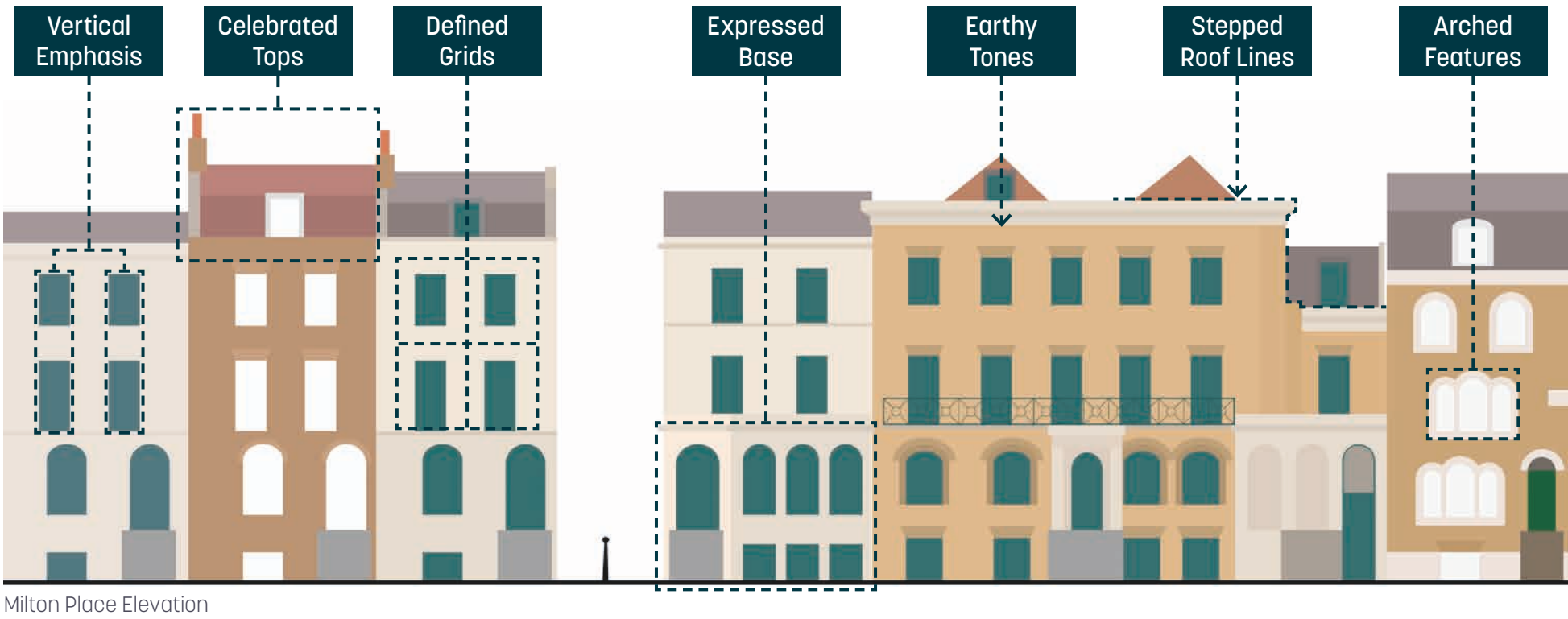
Architectural Context

Conservation Area - Milton Place

The buildings on Milton Place are a blend of Georgian and Victorian design.

Key Features:

- Symmetrical facades.
- Juliet balconies/balconies with railings
- Regularly and evenly spaced fenestration.
- Earthy tones, with warm brick facades and natural stone accents.
- Tall, narrow windows add vertical emphasis.
- Flat roof lines with decorative cornices.
- Arched doorways and windows with decorative mouldings.
- Wrought iron railings and balconies.
- Rendered finishes.
- Columns and arches emphasise entrances.
- Large windows, doors, railings and metalwork lend a cohesive and distinctive character.



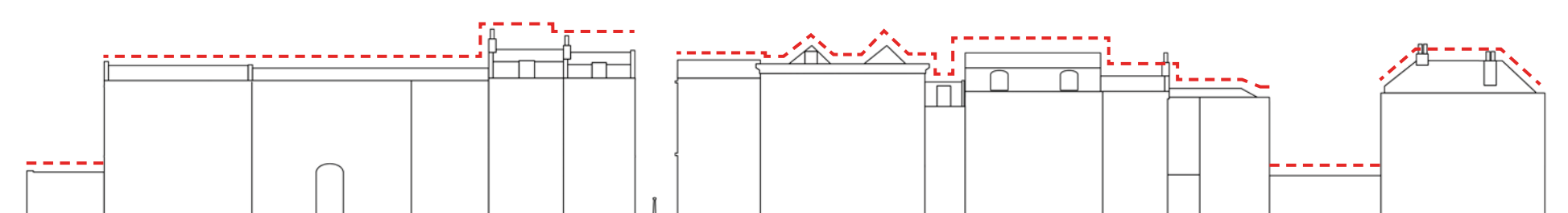
Milton Place Elevation



Selection of Muted, Earthy Tones with Colourful Accents



Expressed Base



Stepped Roof Line & Parapets



Key Milton Place Architectural Features

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Architectural Context

Conservation Area - Gravesend Riverside

The area boasts a rich architectural tapestry, encompassing a 14th-century chapel, 18th-century government buildings, 19th-century residential houses, and contemporary flats. Dominant military landmarks like the New Tavern Fort and Milton Chantry define much of the landscape's historic character.

Late 19th-century terraced houses along The Terrace and Royal Pier Road display a cohesive aesthetic, characterised by red and yellow brick facades and traditional sash windows. The urban riverside identity is shaped by a dynamic mix of residential streets, civic buildings, and open spaces, creating a vibrant and varied streetscape.

Building forms, heights, and rooflines vary significantly across the conservation area, ranging from modest single-storey outbuildings to imposing multi-storey flats, reflecting the area's evolving architectural narrative.



New Tavern Fort



View West from Gordon Promenade



View North toward The Terrace & Commercial Place Corner

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Architectural Context

Chantry Court

Chantry Court, a prominent nine-story block situated at Gordon Place to the north of the site, occupies a location steeped in history. In November 1944, during the WWII V2 rocket campaign on Britain, a rocket exploded in Milton Place, just outside Fort Gardens, devastating the buildings that once stood there.

Constructed on this cleared site in the mid-1960s, Chantry Court was completed in 1965 and formally inaugurated by the Mayor of Gravesend. Its design reflects the mid-20th-century architectural trends of the period, characterized by functional modernist forms.

Identified as a principal landmark in the Gravesend Riverside Conservation Area Appraisal due to its scale, it is also noted for its negative impact on the character and cohesion of the conservation area.



View North along Milton Place



View North along Milton Place in Context



View West towards Chantry Court from the Fort



View South along Milton Place

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Architectural Context

Ordnance Road

The Gravesend Telephone Exchange on Ordnance Road exemplifies mid-20th-century utilitarian architecture, deeply influenced by the Modernist movement. Its design prominently features red and brown brickwork interspersed with a grid of light red concrete, highlighting the structural framework and reflecting the era's emphasis on functionality.

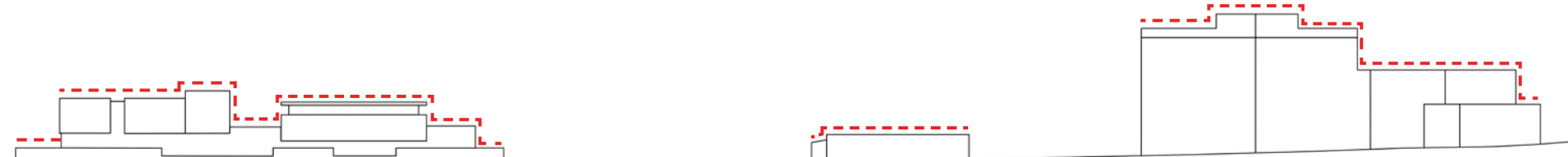
A strong sense of symmetry defines the building, with its grid-like facade, repetitive window patterns, and boxy, geometric form; all hallmarks of Modernist design. Stripped of decorative embellishments, the structure adheres to the principle of "form follows function," prioritising practicality, simplicity, and the efficient use of materials to fulfill its operational purpose.



Ordnance Road Elevation



Selection of Earthy Red Tones



Variety in Roof Line



Taller Gravesend Telephone Exchange Dominating the Street Elevation



Ordnance Road Elevation Key



Ordnance Road Elevation



Telephone Exchange - View West from Park Place



Telephone Exchange - View South from Ordnance Road



Telephone Exchange - View South from Ordnance Road



Telephone Exchange - View West from from Ordnance Road

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Architectural Context

Gravesend Town Centre

Our proposals aim to complete a missing corner at the junction of Milton Place and Ordnance Road, enhancing the area's urban fabric by proposing a landmark feature building.

King Street, the main artery from the town centre, features several buildings with chamfered or rounded corners at key junctions. These design elements improve sightlines, contribute to a sense of openness and create a welcoming visual and spatial experience. Chamfered corners enhance visibility and interaction, whilst rounded corners provide smooth, continuous edges that facilitate better pedestrian flow.

This approach contributes to a cohesive and navigable streetscape, promoting seamless movement and reinforcing the character of the urban environment, ensuring a harmonious blend with the surrounding context.



View North along Windmill Street



Gravesend Methodist Church & Clock Tower



Berkley Crescent & The Grove Junction



View South West along Milton Road



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Architectural Context

Colours & Materials

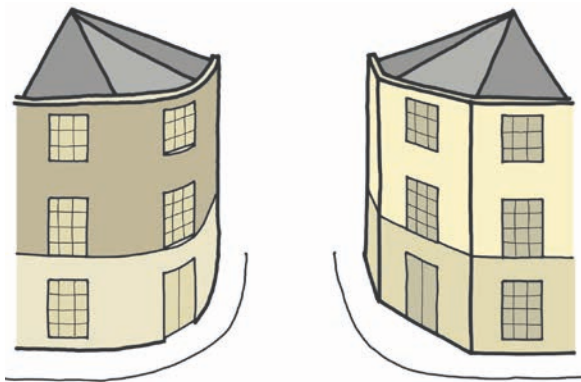
The buildings around the site feature a mix of traditional and modern architectural tones and colours. The area is characterised by yellow and red brickwork, pale and neutral renders, and light stone detailing. Dark wood accents and grey slate or terracotta tiled roofs add depth and contrast. Black or dark green ironwork is common in railings, gates and Juliette balconies.



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Architecture Principles

Through a detailed analysis of Gravesend's rich architectural heritage, we have identified seven key principles; the "Gravesend Gems", that have guided the development of our final architectural proposals. These principles distill the defining characteristics of the area, capturing its unique blend of historic styles, materials, and forms. By embedding these principles into our design approach, we aim to create proposals that respect and enhance the town's distinctive identity.



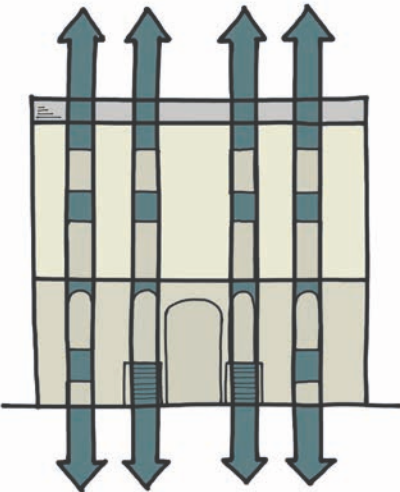
1. Chamfered Corners

Softens the building's profile, often improving the flow of pedestrian traffic at street level and enhancing the building's visual appeal by adding subtle complexity to its form.



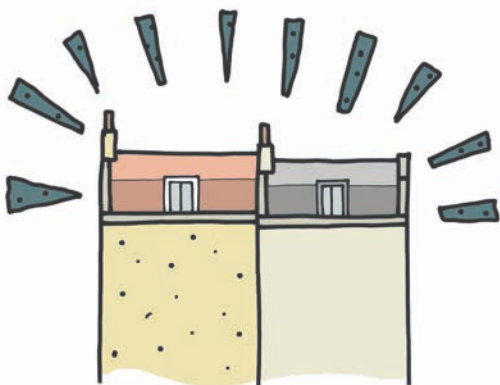
2. Expressed Base

Design of the lower portion to be visually distinct and prominent. Appearing heavier or more solid compared to the upper sections, grounding the building and giving it a stable, rooted presence.



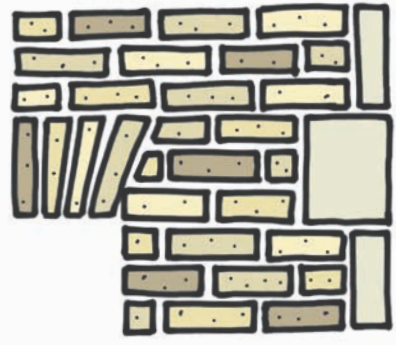
3. Vertical Emphasis

Accentuating the height of a building through design elements that draw the eye upward.



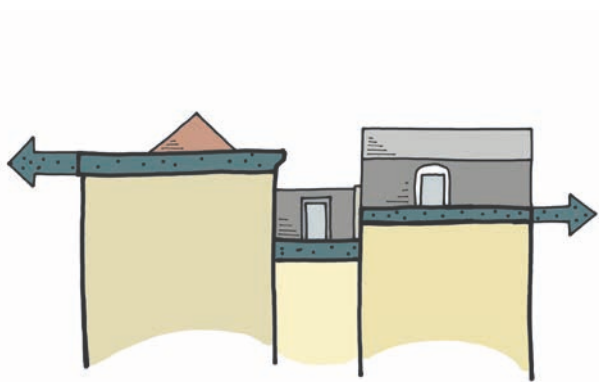
4. Celebrated Tops

Making the uppermost part a prominent and distinguished feature. Ornate cornices, decorative rooflines, setbacks or other elements that draws attention to the top.



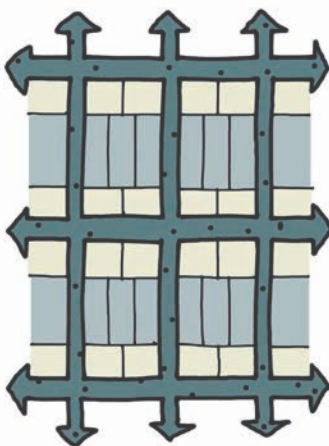
5. Earthy Tones

To blend with the existing surroundings and evoke a sense of warmth and timelessness. Creates a sense of harmony, giving the structure a grounded, organic feel.



6. Stepped Roof Lines

Stepping of roof lines to create a dynamic, tiered profile that adds visual interest and can emphasize different sections of the building.



7. Defined Grids

A clear, structured layout where elements such as windows and facade divisions are arranged in a consistent pattern. Creates a sense of order, balance, and visual harmony.