



Design & Heritage Statement

Gravesend Borough Market – Signage

Introduction – The Site and Location

April 2024

This Heritage Statement has been prepared in accordance with the requirements of the National Planning Policy Framework and supports an application for Planning and Conservation Area consent to fix LED lit signage adjacent to the eastern & western entrances of the Borough Market.

The Borough Market is situated in the heart of the town between the High Street to the west and Queen Street to the east. It is sited within the 'High Street & Queen Street Conservation Area'.

The market underwent extensive refurbishment in 2016 including renovation of both exterior and interior of the Market building, the installation of a new roof and glazed skylights, glass curtain walling to the Queen Street end of the building and the forming of individual trading units and a café.

The Proposal

Gravesend Council have decided to bring in an external management company to run the market and transform the space.

'Beer & Feast' have been chosen to become the new operators of the market and have rebranded it as 'Hatch'.

Part of this re-branding will include new external signage alongside the eastern and western pedestrian entrances.

The signage will be minimalist in design. Black and white individual extruded blocks, each containing a single letter of the brand 'Hatch', will be backlit with LED lighting.

HATCH



Existing Western Entrance



Existing Eastern Entrance

Impact of Proposals

It is proposed the new signage will have no material impact on any neighbouring properties and will not detract from the character of the Market building itself or within the 'High Street & Queen Street Conservation Area'.

Conclusion

This proposal is required as part of the rebranding of the Borough Market for Gravesham Borough Council.

The minimalist signage will have minimal impact on the character and setting of the building within the local Conservation Area.

Therefore it is suggested this application should be found favourable and receive the Local Authority's approval.