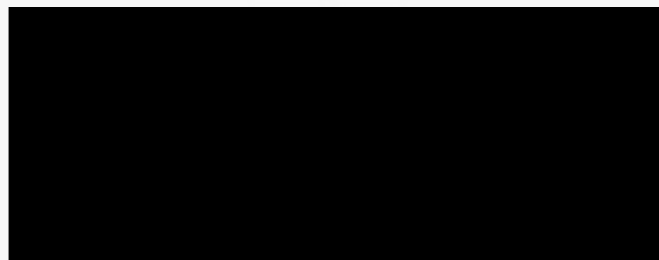


Heritage Statement 2025-7-25

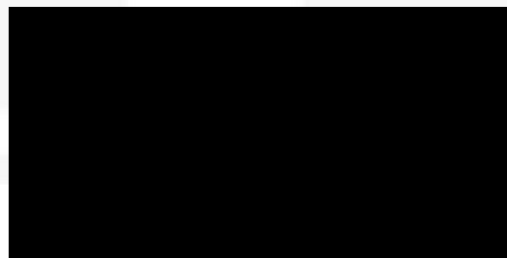


ArchiTechnology.Design
179 Edwin Road



Project Details

18 Pelham Road -Hilary Williams - DA110HW - Loft
18 Pelham Road



18 Pelham Road, Gravesend, Kent. DA11 0HW

Land Registry Title Deed Reference: 272486

1. Introduction

This Heritage Statement has been prepared in support of a planning application for a hip to gable roof conversion with front and rear dormers at 18 Pelham Road, Gravesend. The property is located within the Pelham Road/The Avenue Conservation Area, which is one of 23 conservation areas in Gravesend Borough. This statement aims to assess the historical significance of the property and demonstrate how the proposed alterations respect the character and appearance of both the property and the wider conservation area.

2. Site Location and Context

18 Pelham Road is situated within the Pelham Road/The Avenue Conservation Area, which is characterized by good quality residential properties mostly dating from the late Victorian and Edwardian periods (1880-1910). The conservation area is notable for its collection of architectural styles including Italianate, Gothic Revival, and Queen Anne Revival designs, reflecting the diverse architectural influences that emerged following the Great Exhibition of 1851.

3. Historical Development of 18 Pelham Road

3.1 Original Development (1890-1894)

The land on which 18 Pelham Road stands was originally part of Gravesend Farm, belonging to the Estate of the Earl of Darnley. The plot was sold from this estate in 1890. Between 1890 and 1894, a substantial double-fronted, three-story property known as "Devonshire House" was constructed on the site. At this time, the property was numbered 14 Pelham Road, with renumbering occurring later as more houses were completed along the road.

3.2 Early 20th Century (1922-1939)

In 1922, the property was sold to Mrs. M.L. Frost. Later, in 1930, it was acquired by British Vegetable Parchment Mill to serve as the manager's residence, reflecting the important relationship between local industry and housing during this period.

3.3 World War II Damage and Reconstruction (1940-late 1940s)

On September 5, 1940, during World War II, the property suffered significant bomb damage, leaving only the front façade standing. As a result, the original Victorian structure was demolished. The current building was constructed in the late 1940s, retaining a design appropriate to the street scene but reflecting post-war architectural approaches. The reconstructed property continued to serve as the manager's house for the paper mill until its closure.



3.4 Late 20th Century Ownership (1966-2024)

In 1966, the property was sold to Mr. and Mrs. Cable, followed by a sale to Mr. and Mrs. Walker in 1984. During this period, the house maintained its original post-war configuration, with no significant extensions or alterations being undertaken.

3.5 Current Ownership (2025-Present)

In 2025, the current owners, Mr and Mrs Williams, purchased the property. This acquisition represents the beginning of a new chapter in the building's history, with the proposed sympathetic roof alterations being the first substantial modifications since the property's post-war reconstruction. The current proposal therefore marks an important evolution in the property's ongoing historical narrative, balancing preservation of its character with adaptation to contemporary living standards.





4. Architectural Description and Significance

The current building at 18 Pelham Road dates from the late 1940s, having been rebuilt following wartime bomb damage. While not original to the conservation area's primary period of development (1880-1910), the building was sympathetically reconstructed to maintain the residential character of the road.

Unlike many properties in the conservation area that retain their original Victorian and Edwardian architectural features, 18 Pelham Road represents a different historical layer - that of post-war reconstruction efforts. This gives the property a distinct historical significance, telling the story of how Gravesend recovered and rebuilt after World War II.

The property's significance lies not in its architectural details (which date from the 1940s rather than the Victorian/Edwardian era) but in its historical narrative as part of the area's wartime experience and subsequent recovery.

5. Proposed Development

The proposed development involves a hip adding a rear Flat roof dormer (as suggested verbally at pre planning ref PRE20250116). These alterations aim to create additional habitable space while respecting the character of the property and the wider conservation area. This considered design choice reflects a commitment to aesthetic quality and contextual sensitivity, ensuring the new elements contribute positively to both the property's appearance and the visual rhythm of the streetscape.

6. Heritage Impact Assessment

6.1 Impact on the Property

The proposed roof alterations would modify the current roof form, which dates from the 1940s reconstruction rather than being original Victorian or Edwardian fabric. As such, these modifications would not result in the loss of historically significant original features.

The design of the proposed dormer has been carefully considered to be sympathetic to the overall appearance of the property. Materials will match the existing building to ensure visual cohesion.

6.2 Impact on the Conservation Area

The Pelham Road/The Avenue Conservation Area derives its character from the collective quality of its late Victorian and Edwardian houses. However, 18 Pelham Road is distinct in being a post-war reconstruction. The proposed alterations acknowledge this context in the following ways:

- The dormer will be designed to complement the architectural style of the post-war building.
- Materials will be selected to match or complement the existing building fabric.
- The scale and positioning of the dormer will respect the proportions of the building.

This design approach elevates the proposal beyond mere functional expansion, creating visually appealing elements that enhance rather than detract from the property's contribution to the conservation area. The carefully articulated dormer to the rear will create a subtle visual dialogue with neighboring roofscapes, reinforcing the area's architectural rhythm while discreetly accommodating contemporary living requirements.

7. Planning Policy Context

The proposed development has been prepared with reference to the relevant planning policies and guidance including:

- The National Planning Policy Framework (NPPF), which emphasizes the importance of good design that respects local character.
- Gravesham Borough Council's policies regarding conservation areas and heritage assets.
- The Pelham Road/The Avenue Conservation Area Appraisal and Management Plan.
- Gravesham's Householder Extensions/Alterations Design Guide.

8. Conclusion

The heritage significance of 18 Pelham Road lies primarily in its historical narrative as a bomb-damaged and subsequently reconstructed property, rather than in original Victorian or Edwardian architectural features (which were lost during WWII). The proposed roof alterations have been designed with sensitivity to both the post-war building and the wider conservation area context.

The property has not undergone significant alterations since its reconstruction in the late 1940s, and the proposed works represent the first substantial change to the building in over 70 years. Given that the alterations affect a rebuilt structure rather than original historic fabric, and that the designs are sympathetic to the character of the building and area, it is considered that the proposals would preserve the character and appearance of the conservation area while allowing the property to evolve to meet contemporary living needs.

9. Supporting Documentation

- Historical photographs showing bomb damage (September 5, 1940)
- Land Registry Title Deed (Reference: 272486)
- Architectural drawings of proposed alterations
- Materials specification

This Heritage Statement has been prepared in July 2025 to support the planning application for roof alterations at 18 Pelham Road, Gravesend.

Please contact me for any further information.



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