

Delegated Report

Planning Application

Planning Application No: 20251042

Location: 183-185 Parrock Street Gravesend Kent

Description: Alterations to shopfront with new signage and internal modifications at 183 Parrock Street, together with the installation of a decorative clock feature on the adjoining elevation of 184/185 Parrock Street.

Applicant: Mr Michael Sears

Site Visit Date: 31/10/2025

Submitted Documents/Plans

- Application form;
- Drawing no. Clock Drums;
- Drawing no. 001 Rev. A – Existing Floor Plan, Existing Elevation, Location Plan;
- Drawing no. 002 Rev. A – Proposed Floor Plan, Proposed Elevation, Location Plan;
- Drawing no. 003 Rev. A – Proposed Shop Front;
- Design and Access Statement.

Relevant Planning History

Reference	Description	Decision	Decision Date
20020803	Display of internally illuminated fascia sign - Permitted Display of Internally illuminated projecting box sign at fascia level - Refused.	Split Decision	22.11.2002
19940204	Display of an internally illuminated sign and surround.	Consent for Advert	31.08.1994
19850051	Installation of new shopfront	Withdrawn	02.02.1985
19840957	Display of internally illuminated double sided projecting box sign and fascia box sign with internally illuminated lettering	Consent for Advert	25.02.1985
19820024	Change of use of 1st and 2nd floors from residential to offices	Permitted	24.02.1982

Development Plan

Gravesham Local Plan Core Strategy (2014)

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS05 - Gravesend Town Centre Opportunity Area.
- CS18 – Climate Change
- CS19 – Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- TC3 – Development Affecting Conservation Areas

Paragraph 34 of the NPPF (2024) sets out that policies within adopted local plans should be reviewed to assess whether they need updating at least once every five years, and should then be updated as necessary. Such reviews are also a legal requirement as set out in Regulation 10A of the Town and Country Planning (Local Planning) England Regulations 2012.

The Council undertook such a review in September 2019 and found that the adopted Local Plan Core Strategy is in need of a partial review in terms of Policy CS02, due to the increased need for housing since the Local Plan Core Strategy was adopted and the need to ensure that a sufficient land supply exists to meet this need. Whilst saved policies from the Local Plan 1st Review (1994) generally conform with the NPPF (2024), the Council will also seek to replace these.

Other material considerations

Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended which states that, with respect to buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

National Planning Policy Framework (2021)

- Section 2 – Achieving Sustainable Development
- Section 12 – Achieving sustainable development and well-designed places
- Section 16 - Conserving and enhancing the historic environment

Supplementary Planning Guidance

- King Street Conservation Area Appraisal (2009)
- Management Plan Gravesend Town Centre Conservation Areas (2009)

Consultations, Publicity and Representations

Consultees

No response:

- Ward Councillors

Neighbouring properties

9 surrounding properties were consulted plus site and press notices – overall consultation expiry date was 21.11.2025 – no responses received.

Officer's Analysis

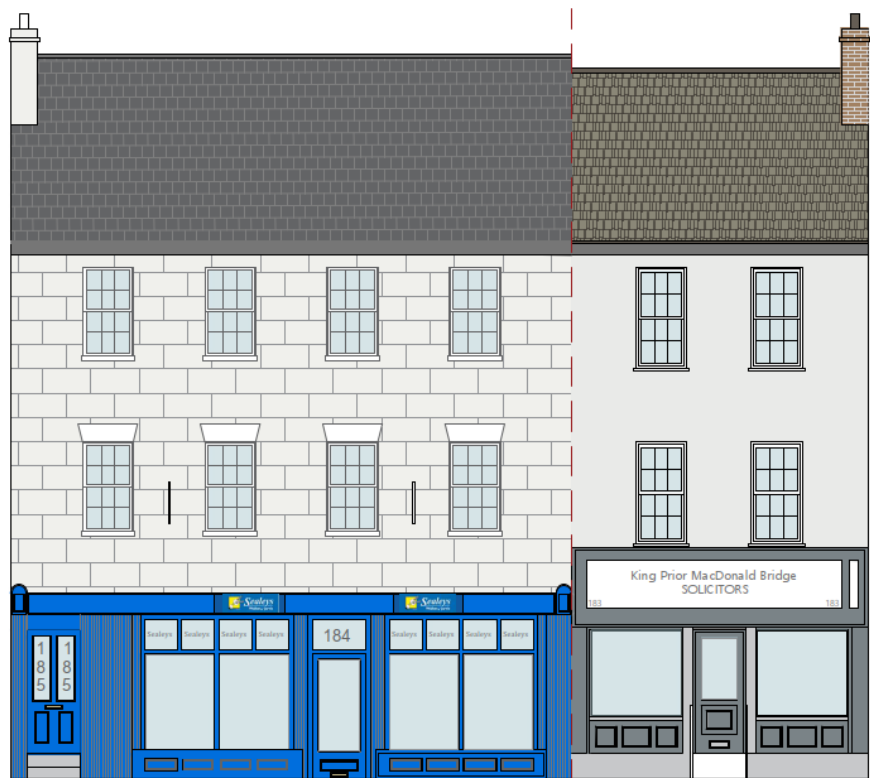
The application site consists of a three storey building situated on the eastern side of Parrock Street made up of nos. 183-185. No. 183 is in use as 'King Prior MacDonald Bridge Solicitors' and nos. 184-185 is in use as 'Sealeys' estate agent. The site is located in the King Street Conservation Area and the Gravesend Town Centre Opportunity Area.

The proposal is for a replacement shopfront and new signage at no. 183 and to install a clock on the front façade of nos. 184-185.

The existing and proposed elevations are as follows:



Existing



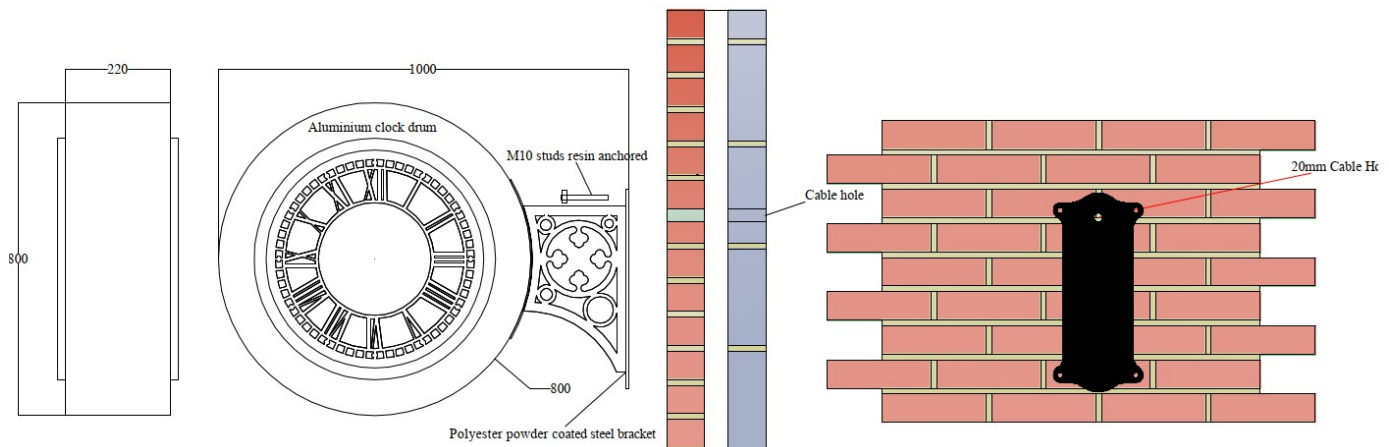
Front Elevation
1:100

Proposed



Front Elevation
1:100

Proposed clock



The principal consideration in the assessment of the application is design, character and appearance including heritage.

It should be noted that there is an Advertisement Consent application (ref. 20251043) for the proposed advertisements which are shown on the drawings in this application, the assessment of the proposed adverts is discussed in that application, not this one.

Design, Character and Appearance including Heritage

Replacement shopfront at no. 183

The existing shopfront is modern, although it displays some traditional elements it is not historic fabric. It's replacement is therefore acceptable in principle. The proposed shopfront would replicate the shopfront at Sealeys, nos. 184-185 which was permitted under application ref. 20161159. The shopfront would be timber, would have a shop window with dividing mullion and upper lights and a door to the right hand side with two solid lower panels and two upper glazed panels. It would be painted blue to match the existing shopfront at nos. 184-185. With the proposed shopfront at no.183, this with the two existing shopfronts at no. 184-185, would create a set of three uniform shopfronts overall across nos. 183-185.

The proposed shopfront at no. 183 would therefore be sympathetically designed, would respect the character and appearance of the host building and by extension would therefore also preserve the character and appearance of the King Street Conservation Area. Sufficient details of the shopfront are given in this application and it would replicate the shopfronts at nos. 184-185, therefore no further details of the shopfront are considered to be required.

Clock at no. 184-185

The proposed clock would be situated between the first and second floor level windows of no. 184-185 Parrock Street. It would be of traditional design in terms of its steel bracket, roman numerals on each hour and would add something of interest to the building as a feature point on the facade. It is considered it would respect the character and appearance of the building and would preserve the character and appearance of the King Street Conservation Area. Sufficient details have been submitted of the clock therefore no further details required.

Any Other Material Planning Considerations

None.

Conclusion

The proposed replacement shopfront and clock would be sympathetically designed and would respect the character and appearance of the host buildings and would preserve the character and appearance of the King Street Conservation Area.

Recommendation

Permission

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Richard Hart
Signed:	<i>Rebecca Harrison</i>	Signed:	<i>R Hart</i>
Dated:	9th December 2025	Dated:	10th December 2025