

Planning Statement

196 Parrock Street

Gravesend

DA12 1EW

Overview

This document addresses the aspects of the development which are covered by the Gravesham Local Development Plan Core Strategy and details to what extent the development conforms and supports, or diverges from the LDPCS.

Local Plan Policies Map

The Local Plan Policies Map shows the site to be in Prime Shopping area (CS08) and to have Primary Shopping Frontage (S3). In practice, there are no shops on either side of the road between the site and King Street. This section of Parrock Street forms part of Character Area 1 in the King Street Conservation Area Character Appraisal. All of these buildings are understood to be listed and accordingly it is recommended that the designation should not apply and indeed if an application were made to develop the building into a shop, it would be turned down on Conservation reasons, as was the application for change of use to a snack bar in 1976.

Strategic Objective 1

Strategic Objective 1 aims to: Make the most efficient use of land by concentrating development on underused derelict and previously developed land ... in Gravesham Town Centre.

The development supports Strategic Objective 1.

Strategic Objective 2

Provide sufficient new homes in to meet the future objectively assessed needs of the Borough's population ..

The Development supports Strategic Objective 2.

Strategic Objective 3

Support the right amount, size and types of employment sites available in the Gravesend and Northfleet areas.

As the property has been vacant for upwards of five years, it can be deemed of the wrong type and size to support employment. There is thus no conflict with this strategic objective.

Strategic Objective 6

Enhance the role of Gravesham town centre as the main location for the Borough's retail, leisure, culture and offices whilst preserving and enhancing its character as a riverside heritage town.

The development will not contribute, and it is considered that due to its particular characteristics it should not contribute to the retail facilities of the town, as noted in discussion of the Local Plan Policies Map. It will preserve, and in fact enhance its character as a riverside heritage town.

Policy CS01 Sustainable Development

Most of what is set out under the Sustainable Development Policy relates to specific issues or locations other than the development in question. There is no conflict with CS01, on the contrary it supports CS01 in several ways, including use of existing buildings and enhancing the character of the area.