



Heritage Report

REF: 20251293

**70-171 Parrock Street, Gravesend,
DA12 1ER**



1. Introduction

Proposal:

Proposed Projecting sign and new signage, instillation of new shop front, instillation of external fridges to the rear, instillation of air intake and canopy extraction. Proposed air intake to be installed on top of single story; to be powder coated in black to respect the local area. The air extraction will run in the building and the flue will come through the roof, just like the existing one.

The Purpose of this report is to assess the heritage context of the application site and its surroundings, and to identify any potential impacts of the proposal on designated heritage assets, their settings, and local character.

2. Site Context

170 Parrock Street is located within the central urban area of Gravesend, in the Borough of Gravesham. The immediate vicinity comprises a mixture of retail, commercial and residential uses along Parrock Street, predominantly dating from the **late 19th to early 20th century**. Many buildings in this section of Parrock Street are traditional terraced properties and mid-terrace commercial premises, typical of town centre development patterns of the period. Representative properties on the street are generally two to three storeys in height with traditional shopfronts at ground floor level. The site currently accommodates a commercial unit (identified locally as Cafe Taj / Taj 170-171 Parrock Street) at ground floor.

3. Heritage Assets and Designations

3.1 Statutory Listed Buildings

The council's heritage records and the National Heritage List for England identify several **Grade II listed buildings** in close proximity to the site on Parrock Street:

- **188–192 Parrock Street**, Grade II Listed Building. Significant for architectural and historic interest reflecting 19th-century built form and detailing.
- **195 and 196 Parrock Street**, Grade II Listed Building, similarly significant within the town centre context.

These designated assets are located immediately to the *east* and *west* of the site within the built townscape, contributing to the distinct character of this part of Gravesend.

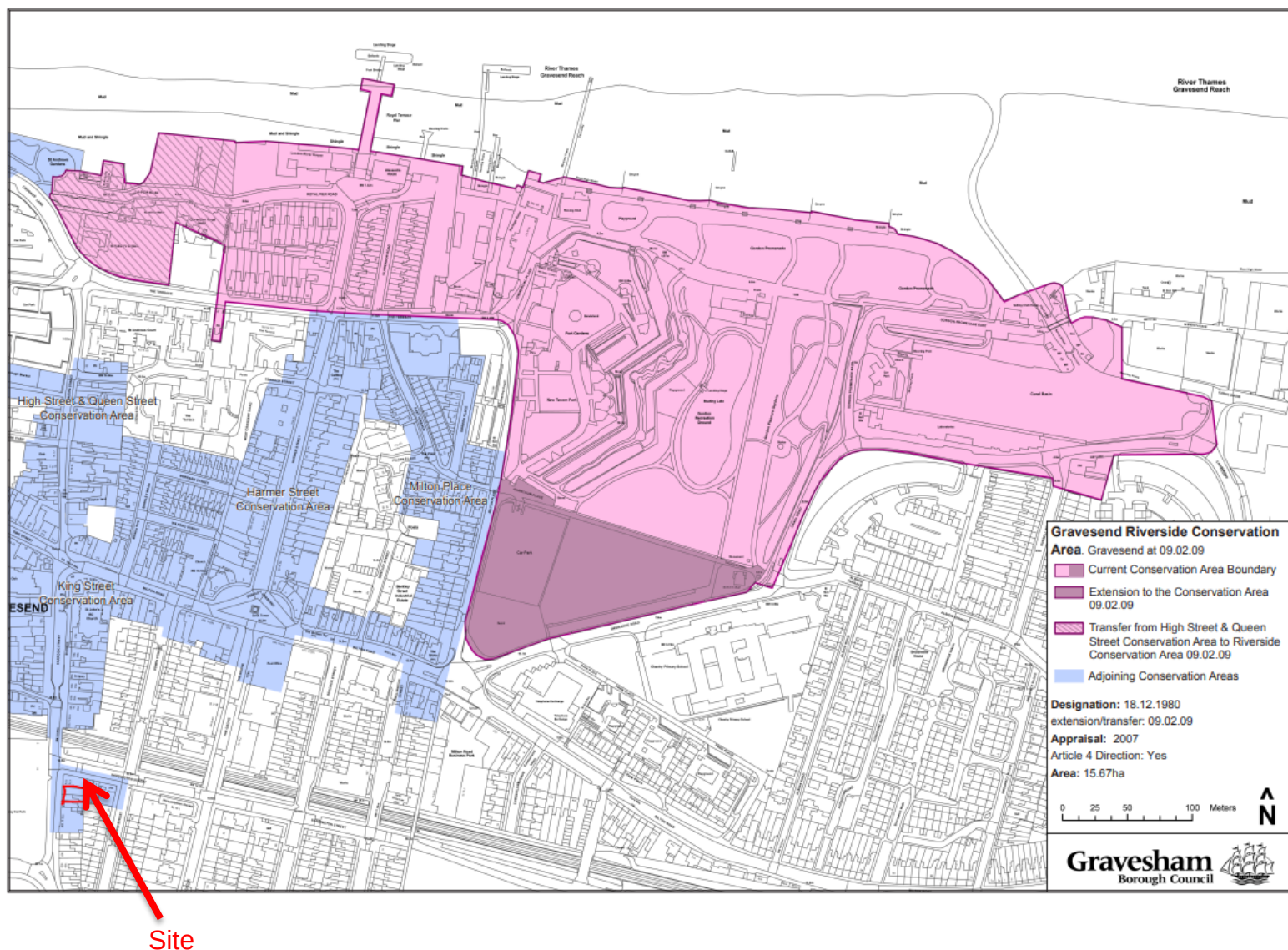




3.2 Conservation Areas

Gravesham Borough Council has designated **23 conservation areas** across the borough to protect areas of special architectural or historic interest; however, available map references and appraisals suggest that *Parrock Street itself does not fall wholly within a formal conservation area boundary, though, it is in an adjoining conservation area* (e.g., *High Street & Queen Street Conservation Area* and *King Street Conservation Area*).

Nonetheless, Parrock Street forms part of the historic urban fabric of Gravesend and contributes to its heritage character.





3.3 Other Heritage Assets in Wider Context

The historic core of Gravesend includes significant heritage assets such as:

- Gravesend Town Hall, a prominent landmark representing 18th-century civic architecture.
- New Tavern Fort and Milton Chantry, illustrating Gravesend's defensive history and medieval ecclesiastical heritage.

These assets are located beyond the immediate vicinity but contribute to the wider historic setting of the town centre that Parrock Street historically served.

4. Assessment of Significance

The primary heritage interest relevant to **170 Parrock Street** arises chiefly from:

1. Its townscape contribution within a continuous historic street pattern of mixed commercial and residential buildings, consistent with Gravesend's development as a regional market town and port settlement.
2. Association and proximity to nearby Grade II listed buildings that collectively form a coherent historic streetscape.

At a broader heritage level, the cumulative urban form of Parrock Street contributes to the setting of the town centre's designated assets, though there is no direct statutory designation on the application plot itself.

5. Assessment of Impact

The assessment of potential impact of the proposals on heritage significance should consider:

- Physical Impact: Whether works will alter any fabric or features of a listed building or its setting (e.g., alterations to façades, shopfronts, signage, or rooflines that could visually affect nearby listed buildings).
- Visual Impact: Whether changes to scale, massing, materials or façade treatment would harm the character or aesthetic coherence of the street, reducing the ability to appreciate the listed buildings.
- Setting Impact: Impact on the setting of designated assets, in particular the Grade II listed properties on Parrock Street and the contribution of the application site to that setting.

As part of heritage assessment, any proposed façade alterations, signage or additions should be tested against the *Setting of Heritage Assets* guidance and relevant local conservation area appraisal principles. Early consultation with the Conservation Officer of Gravesham Borough Council is recommended to determine



the required level of detail (e.g., townscape visuals, material palettes, and impact analysis).

6. Policy Context

At the **national level**, the National Planning Policy Framework (NPPF) requires decisions to conserve and enhance heritage significance, taking into account the desirability of sustaining and enhancing the significance, the positive contribution of conservation to sustainable communities, and the desirability of new development making a positive contribution to character. Local planning authority policies will generally align with these principles and may include specific criteria for alterations within historic streets.

At the **local level**, Gravesham Borough Council's heritage strategy recognises the importance of designated listed buildings and conservation areas in shaping the town's identity, and requires that development respects the scale, form and materials appropriate to context.

7. Conclusions and Recommendations

- **The application site is not itself a listed building but it is in an adjoining conservation area** based on available public records; however, **it is within an area of acknowledged historic townscape character and adjacent to several Grade II listed buildings** on Parrock Street.
- The proposals has considered the effect on the setting and significance of the adjacent listed buildings and the town centre character by applying Appropriate mitigations that include the use of traditional materials, retention or sensitive adaptation of historic façade elements, and design measures that reinforce the continuity of the street pattern.