170-171 Parrock St, Gravesend DA12 1ER

Design & Access Statement

Full Planning

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Architecture
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Figure 1: Site location

1.0 Introduction

1.1 Aims

This Architectural Design Document has been prepared by Architecture & Interior Design for 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. This statement has been written to meet the requirements of article 4c of the 'Town & Country Planning (General Development Procedure) Order 1995.

The purpose of this document is to set out how the applicant has addressed the relevant national and local design information, policies and guidance in preparing the proposed design and access statement.

1.2 Design Ethos

The design approach can be summarised as follows:

- To provide customers with a contemporary style dining experience with modern and elegant fittings throughout.
- To incorporate various elements of sustainable design, look to new technologies and utilise the local workforce.

1.3 Location

The application site, situated on Parrock Street, within the Gravesend Riverside Conservation Area.

The area is populated with predominately retail, commercial, and public buildings, making it an ideal location for the proposed change of use.

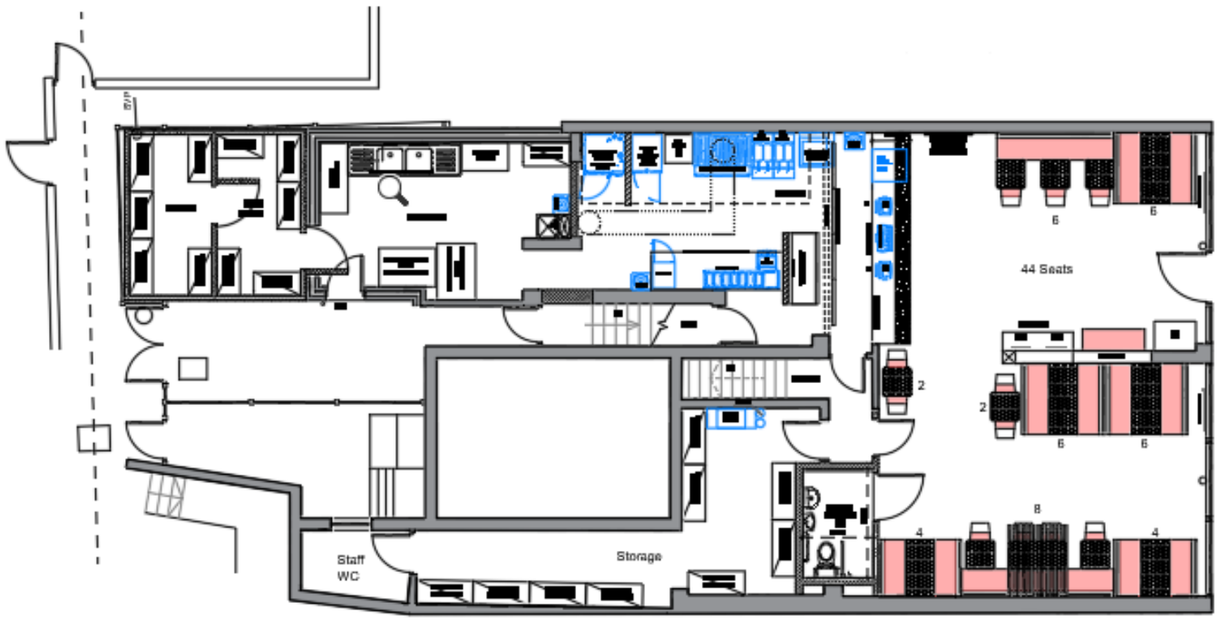
The site has excellent access to public transport, with bus services operating within the area and the nearest bus stop less than 5 minute walk from the application site. There is also a train satation located within 10 minutes of the site.

1.4 Existing Site

The existing site is currently a cafe. It is part of a continuous row of shop units with fascia signage and glazed shop fronts at ground floor level, contributing to the active frontage of the street. Units on this street typically have a ground-floor glazed display/shop front area and upper-floor windows that align vertically with the commercial frontage below.

The site itself is at street level with no dedicated on-site parking, and the frontage directly addresses the public footway. To the rear and adjacent are service areas and access points typical of urban town centre sites.

Figure 2: Proposed floor plan



1.5 Proposal

The proposal is for the 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.

Externally the building will be changed by adding new signage to the front, the installation of new aluminium window frames powder coated RAL 7016 with stall risers, and the addition of an extract canopy to the rear of the property.

A projecting sign is proposed to improve legibility and way finding for pedestrians. The sign will be modest in scale, appropriately positioned, and designed to avoid visual clutter, in accordance with local conservation planning and advertisement guidance.

External refrigeration units are proposed to support the operational needs of the premises. These will be discreetly located, screened where necessary, and designed to minimise noise and visual impact on adjacent properties.

The air intake is to be installed on top of the single story and to be powder coated in black in order to respect the heritage of the area. The air extraction will run through the building and will come out of the roof, just like the existing one.

Figure 3: Gravesend

2.0 History

Gravesend is a town in northwest Kent, England, situated 21 miles east-southeast of Charing Cross on the south bank of the River Thames, opposite Tilbury in Essex. Located in the Diocese of Rochester, it is the administrative centre of the borough of Gravesham. Gravesend marks the eastern limit of the Greater London Built-up Area, as defined by the UK Office for National Statistics. It had a population of 58,102 in 2021.

Its geographical situation has given Gravesend strategic importance throughout the maritime and communications history of South East England. A Thames Gateway commuter town, it retains strong links with the River Thames, not least through the Port of London Authority Pilot Station, and has witnessed rejuvenation since the advent of High Speed 1 rail services via Gravesend railway station. The station was recently refurbished and has a new bridge.

Stone Age implements have been found in the locality since the 1900s, as has evidence of an Iron Age settlement at nearby Springhead. Extensive Roman remains have been found at nearby Vagniacae, and Gravesend lies immediately to the north of the Roman road connecting London with the Kent coast – now called Watling Street. Domesday Book recorded mills, hythes, and fisheries here.

Milton Chantry is Gravesend's oldest surviving building and dates from the early 14th century. It was refounded as a chapel in 1320/21 on the original site of a former leper hospital founded in 1189. It is a Grade II* listed building.

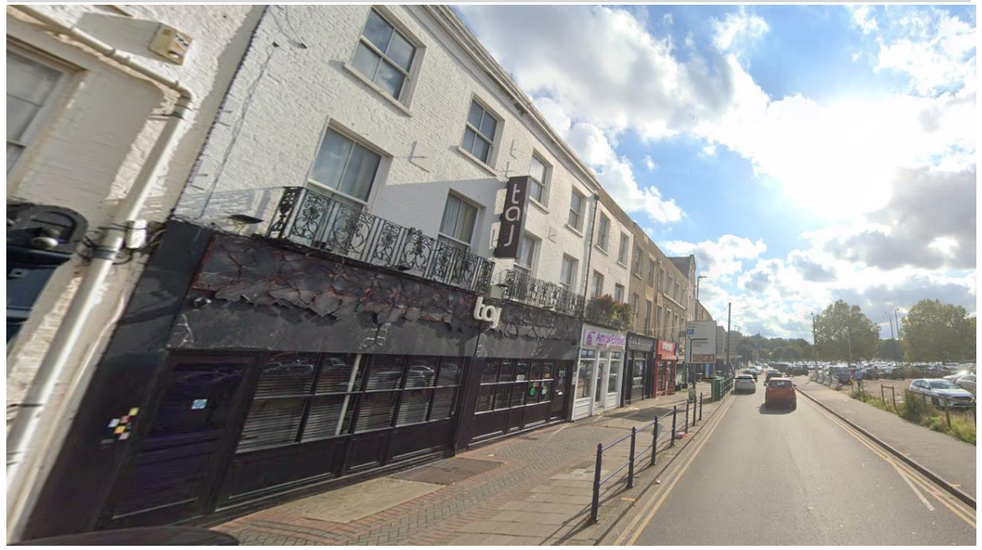
From 1932 to 1956, an airport was located to the east of the town. On Sunday 5 February 1939, Alex Henshaw commenced his record-breaking flight to Cape Town and back from here. He completed the flight in 39 hours 36 minutes over the next four days; his record still stands. Originally a civilian airfield, during World War II it became a fighter station, RAF Gravesend, and so Gravesend was heavily bombed by the Luftwaffe. In 1956 the site was taken over by Gravesend Borough Council; a large housing estate, known as Riverview Park, was built on its site.

Figure 4: Street Scene

Northern Edge

Eastern Edge

Southern Edge



Western Edge

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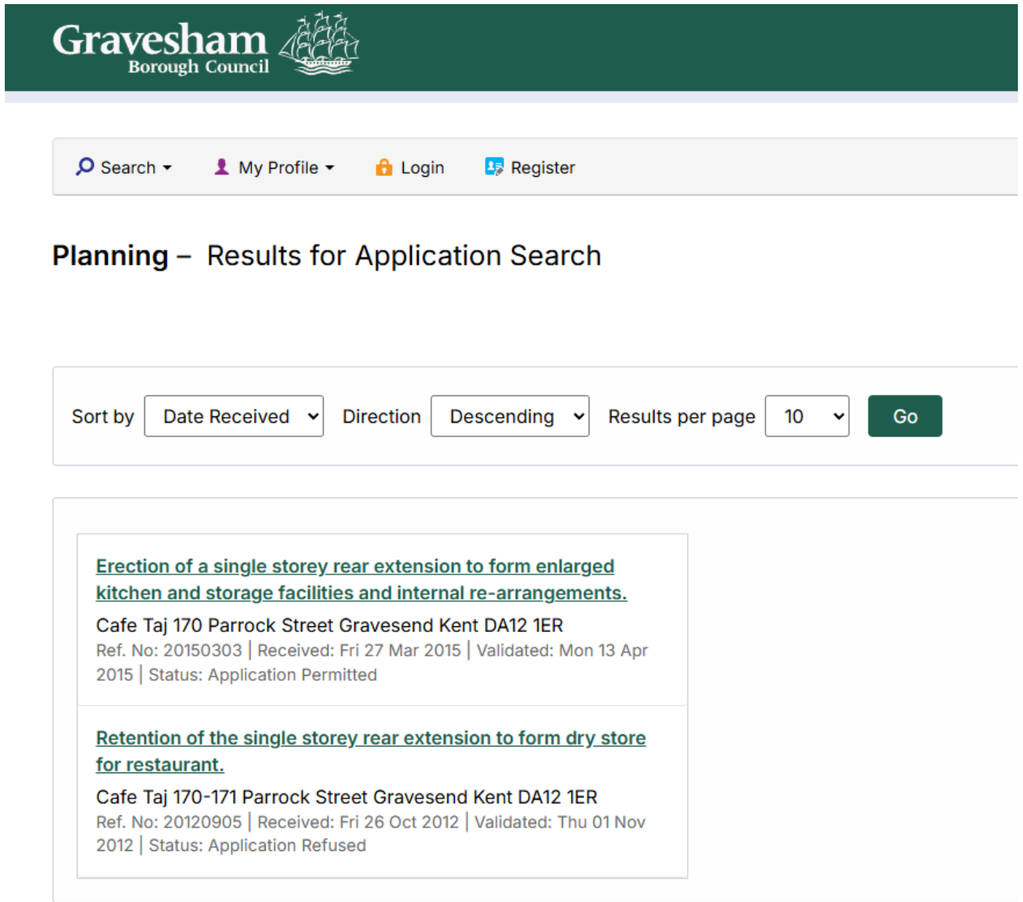
Figure 4: Previous Planning History



3.0 Planning Guidance

3.1 Planning History

See Figure 4

4.0 Proposed Development

4.1 Design Concept

The overall external design of the building will remain largely unchanged, with proposed new signage positioned above new windows. Additionally, traditional stall risers will be incorporated into the new shopfront design.

The internal layout will undergo alterations to accommodate the needs of a restaurant. Envisioned as a new dining establishment, the restaurant aims to address a gap in the local market by offering a selection of healthy grilled food, a culinary option currently limited in the area.

The proposed restaurant will help to regenerate and revitalise the vacant building and contribute to the community's economic well-being through the creation of job opportunities for local residents.

4.2 Use

The existing site was once a restaurant and is currently vacant. As a result this is favourable for revitalisation with a new shopfront and signage.

4.3 Amount, Layout and Scale

The proposed new shopfront, signage, and extraction ductwork will not affect the scale of the building. The internal layout on the ground floor and basement will be altered to provide the best setting for a restaurant with dining space and kitchen preparation.

Externally the shopfront and signage will be changed to provide a fresh welcoming appearance. Large windows with stall risers will be installed to invite natural light into the space, aiming to create an inviting atmosphere and attract customers.

The works are minor and do not increase the site area or building volume

4.5 Appearance and Materials

All materials used will be of high standard and quality to represent quality dining experience. The external signage will be changed to prominently display the brand name. Additionally, the installation of new windows and high performing aluminium powder coated frames will not only enhance the aesthetic appeal but also create a more inviting atmosphere. Internally, the layout will be altered to accommodate the new use.

The new extraction ventilation ductwork will run along the same path as the previous ductwork.

4.6 Opening hours

Mon - Fri: 11.00am – 11.30pm
Sat - Sun: 11.00am – 11.30pm

4.7 Staff

The restaurant seeks to employ 10 no. full/part time staff.

4.8 Access

Multiple bus routes serve the surrounding local area, ensuring convenient access to the site via public transport. There is also a train station.

The property is accessed via the main entrance at the front on Parrok street. This entrance provides level access to the external pedestrian footpath, ensuring easy access for all diners at the restaurant. Wheelchair users will encounter no issues accessing the premises.

4.9 Parking

There is a car park nearby. There is no parking outside the site.

5.0 Conclusion

The proposal is for the Projecting sign and new signage, instillation of new shop front, instillation of external fridges to the rear, instillation of air intake and canopy extraction.

The restaurant / takeaway will continue to be economically viable for the local area.

The proposed restaurant will provide a family friendly dining experience with family seating areas and healthy grilled food, something which is quite limited in the area and would be very successful.

The proposed alterations are designed to seamlessly integrate with the existing building structure, drawing in customers while concurrently presenting a modern interior aesthetic that sits comfortably within its context.

The modifications to the existing building would be very successful in this vicinity contributing positively to the enhancement of the surrounding area. With all prerequisites addressed, we are confident that this proposal will yield a positive outcome.