

Heritage Statement



Client: I & S Hold Ltd T/ A The Page

Proposal: Proposed smoking Area.

Prepared by :

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Site: The Page, 1-2 Parrock Street, Gravesend, Kent, DA12 1EW

Proposal: Installation of a smoking shelter ancillary to the existing licensed restaurant and bar.

1.0 Introduction

1.1 This Heritage Statement has been prepared on behalf of **I & S Hold Ltd** in support of a planning application for the installation of a structured outdoor smoking and seating area at the front of **The Page, 1-2 Parrock Street, Gravesend**.

1.2 This statement should be read in conjunction with the submitted application forms and the following suite of drawings:

- **Existing Records:** Block Plan & OS Map (LA.P26.0020); Elevations (LA.P26.002, .003, .004).
- **Proposed Works:** Proposed Layout (LA.P24.006); Side & Rear Elevations (LA.P26.007, .008, 009).

2.0 Site Context and Proposal

2.1 The application site is a long-standing drinking establishment and nightclub situated on the western side of Parrock Street, at its junction with Manor Road. The building occupies a prominent position immediately south of the railway line and has served the community as a social hub for many decades.

2.2 **The Proposal:** The applicant seeks to formalize an outdoor smoking area at the front of the building. Key features include:

- **Structured Environment:** A layout for 6–7 tables to ensure a seated, orderly environment.
- **Architectural Integrity:** The area is designed as an "openable" enclosed space using lightweight timber materials. Crucially, **no structural changes** to the original external facade are proposed, ensuring the building's historic character remains intact.
- **Public Realm Improvement:** By providing a designated, high-quality enclosure, the proposal eliminates "pavement creep," ensuring the public highway remains unobstructed for pedestrians.

2.3 Heritage Significance: The property is located within the **King Street Conservation Area**. While not individually listed, it is recognized in the *Conservation Area Character Appraisal* as a **focal building** on the town's one-way system. Historically, it was part of the original stagecoach route.

2.4 Historical Research: Originally constructed between 1800 and 1874 as a pair of semi-detached dwellings, the site has a rich history as a "beer shop" (the Flower Pot PH), later becoming the Royal Victoria Shades (1911) and eventually "Shades" and "Whisper." This continuous use as a public house for over a century highlights its **communal and social value** as a heritage asset.

3.0 Planning Policy Context

3.1 The application is prepared in accordance with **Section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990**, and the **Gravesham Core Strategy (2014)**, specifically:

- **Policy CS19:** Design & Development Principles.
- **Policy CS20:** Heritage and the Historic Environment.
- **Saved Policy TC3:** Developments affecting a Conservation Area.

3.2 National Planning Policy Framework (NPPF): In line with Chapter 16 of the NPPF, this proposal seeks to sustain the viable use of a heritage asset. Paragraph 192 (now updated in the 2023/24 NPPF versions) emphasizes that LPAs should take into account the desirability of putting heritage assets to viable uses consistent with their conservation.

4.0 Planning Considerations

Impact on the Conservation Area

4.1 The proposed smoking shelter is modest and subservient in scale, ensuring it does not detract from the host building or street scene. Constructed from timber and finished in black to match the existing building, it appears visually cohesive and sympathetic to its surroundings.

The open-sided design minimises visual impact while maintaining views of the frontage. The proposal also provides an organised space for patrons, reducing informal congregation on the pavement and improving the overall appearance of the site.

As such, the development preserves and enhances the character and appearance of the King Street Conservation Area.

Impact on Neighboring Properties

4.3 The applicant is committed to the "Good Neighbor" principle. Although located in a mixed-use area, the following safeguards are proposed to protect residential amenity:

- **Curfew:** The outdoor area will be strictly closed and vacated by **10:00 PM daily**.
- **Supervision:** Staff will supervise the area to ensure patron numbers remain within permitted limits under the premises licence.

5.0 Conclusion

5.1 The proposal represents a sustainable and sympathetic addition to a non-designated heritage asset. It supports the continued economic viability of the business while providing a clearly defined area for patrons, ensuring they remain within the premises boundary rather than occupying the adjacent pedestrian pathway. The high-quality design contributes positively to the overall appearance and management of the site.

5.2 As the proposal preserves the architectural integrity of the building and enhances the management of the street scene, we respectfully request that planning permission be granted.