

Planning Statement

The Page Lounge, 1 Parrock Street, Gravesend, Kent

22nd April 2026.

1. Introduction

This statement supports an application for the installation of a smoking shelter ancillary to the existing licensed restaurant and bar (Use Class E) at The Page Lounge, 1 Parrock Street, Gravesend.

2. Site and Surroundings

The site comprises an established hospitality venue located within the King Street Conservation Area. The building has historically operated as a public house for over 100 years and continues to serve as a focal point for social and economic activity within the town centre.

3. Proposed Development

The proposal seeks permission for a modest, open-sided smoking shelter positioned within the frontage of the premises. The structure is of lightweight timber construction and finished in black to match the existing building, ensuring a cohesive and sympathetic appearance. The shelter is clearly ancillary to the primary use and does not result in any change of use or intensification of activity.

4. Design and Impact on the Conservation Area

The design has been carefully considered to respect the character and appearance of the King Street Conservation Area. The structure is subservient in scale and lightweight in form, ensuring that it does not compete with or obscure the host building.

The use of timber, finished in black to match the existing façade, ensures visual continuity and reinforces the established character of the premises. The open-sided design minimises visual impact and maintains views of the building frontage.

Importantly, the proposal introduces a defined and managed area for patrons, reducing informal congregation along the public pavement and improving the overall appearance and organisation of the frontage. As such, the development preserves and enhances the character and appearance of the Conservation Area.

5. Amenity and Management

The smoking shelter will be used solely by patrons of the premises and will remain ancillary at all times. Use of the shelter will be restricted to no later than 22:00 daily, ensuring that there is no impact during sensitive late evening periods.

The area will be actively supervised by staff to ensure appropriate use and that patron numbers remain controlled.

The proposal does not introduce additional noise, activity, or disturbance beyond the existing lawful use.

6. Economic and Social Benefits

The proposal supports the continued operation and viability of a long-established hospitality venue. By providing appropriate facilities for patrons, the development helps sustain the use of a building that has served the community for over a century.

The retention and enhancement of active town centre uses is consistent with national and local planning objectives, contributing to the vitality and viability of Gravesend town centre.

7. Other Considerations

The proposal is minor in scale and located on previously developed land. It does not give rise to impacts in respect of biodiversity, drainage, or environmental constraints.

8. Conclusion

The proposed smoking shelter is a modest, well-designed, and carefully managed addition that is clearly ancillary to the existing use. It preserves and enhances the character and appearance of the

King Street Conservation Area, supports the continued use of a historic public house, and introduces improved management of the external area.

The application is therefore considered to be fully compliant with relevant planning policies, and approval is respectfully requested.