



DESIGN AND ACCESS STATEMENT

183 - 185 Parrock Street, Gravesend, DA12 1EN

INTRODUCTION

This Design and Access Statement has been prepared in support of a planning application for minor internal and external alterations to the existing commercial premises at 183–185 Parrock Street, Gravesend.

The proposal seeks to enhance the visual appearance of the shopfront at 183 Parrock Street through updated signage and internal refurbishment, as well as the addition of a clock feature on the elevation of 184–185 Parrock Street, contributing positively to the character of the street.

PLANNING & ENVIRONMENTAL CONSTRAINTS

The site at 183–185 Parrock Street, Gravesend, DA12 1EN lies within the King Street, Gravesend Conservation Area, where development must preserve or enhance the area's special architectural and historic character.

The property is also subject to an Article 4 Direction (King Street AR/08/1), which restricts certain permitted development rights, and is located within an Area of Archaeological Potential. However, the proposed works are minor and are not expected to impact any heritage or archaeological assets.

The site falls within the Gravesend Town Centre Boundary and Primary Shopping Area, as defined by Policy CS08 of the Gravesham Local Plan Core Strategy, supporting retail and commercial activity. It also lies within the Urban Boundary and a Smoke Control Area, though neither constraint restricts the proposed works.

Overall, the site's Conservation Area status has been carefully considered, and the proposed alterations are designed to be sympathetic, high-quality, and consistent with the architectural character of Parrock Street.

SITE ANALYSIS

The application site comprises three adjoining commercial units located on the eastern side of Parrock Street, within Gravesend Town Centre. The premises form part of an established mixed-use area characterised by ground-floor retail and commercial units with residential or office accommodation above.

The surrounding buildings vary in design and age but generally reflect the traditional architectural character of the Conservation Area, featuring brick façades, traditional shopfronts, and well-defined fascia lines. Parrock Street itself is a key route linking the town centre with nearby residential neighbourhoods and supports a vibrant range of independent shops, cafés, and services.

Nos. 183–185 Parrock Street occupy a prominent position within this commercial frontage. The existing shopfront at No. 183 is dated and in need of refurbishment, while the adjoining units at Nos. 184–185 have more recently updated façades that maintain a consistent appearance along the terrace.

The site benefits from good accessibility, being located within walking distance of Gravesend railway station and several public car parks, as well as convenient pedestrian links to King Street and the wider town centre. The property fronts directly onto the public footpath, with no rear access.

Overall, the site presents an excellent opportunity to enhance the visual quality of the streetscape through sensitive and well-considered alterations that respect the historic character of the Conservation Area while contributing to the vitality of the town centre.

PROPOSED DEVELOPMENT

The proposal includes:

- Internal alterations to improve the layout and usability of the shop unit at No. 183.
- Shopfront alterations to provide a refreshed and cohesive appearance, consistent with the design of neighbouring properties. The shop front is to replacate and continue the existing shop front of 184-185 Parrock Street.
- Installation of new fascia signage that is modest in scale and complementary in design, materials, and colour to the existing building. The new fascia signage is to replacate the signage at 183-18 Parrock Street.
- Installation of a decorative clock feature on the elevation of Nos. 184-185, designed to serve as a focal point and enhance the visual interest of the street frontage.

The proposed works are minor in nature and will not alter the overall form or structure of the building.

DESIGN ANALYSIS



The proposed design seeks to enhance the presentation of the shopfront while maintaining full compatibility with the architectural character of the existing building and the wider Parrock Street streetscape. The fascia signage has been carefully designed to be proportionate to the shopfront, adopting a simple and refined aesthetic that provides clear visual identity without introducing unnecessary clutter or dominant features.

The proposed clock feature on Nos. 184-185 will be a high-quality, traditionally inspired element positioned centrally above the fascia. Its design and scale have been considered to ensure it complements the existing architectural detailing, while also adding visual interest and contributing positively to the public realm.



The materials and finishes of the proposed shopfront at No. 183 will match those used on the adjoining shopfronts at Nos. 184-185, ensuring a consistent and unified appearance across the frontage. The colour scheme will also follow that of Nos. 184-185, providing visual continuity and reinforcing the cohesive character of the terrace.

All proposed materials will be durable, high-quality, and sympathetic to the existing building fabric. The overall approach aims to achieve a coherent and attractive frontage that enhances the appearance of the premises and contributes positively to the character and visual quality of Parrock Street.

CONCLUSION

The proposed development at 183–185 Parrock Street, Gravesend, DA12 1EN involves internal alterations, shopfront improvements, the installation of fascia signage, and a decorative clock feature. The scheme has been carefully designed to be sympathetic to the character of the Conservation Area and the wider town centre.

The proposals will enhance the visual appearance of the shopfronts while maintaining consistency with the adjoining façades at Nos. 184–185, contributing positively to the streetscape and supporting the vitality and commercial role of Gravesend Town Centre. The works are minor and non-intrusive, with no anticipated adverse impact on neighbouring properties, heritage assets, or the wider environment.

The development is fully consistent with relevant local and national planning policies, including the Gravesham Local Plan Core Strategy and the National Planning Policy Framework. Accordingly, the proposed development is considered appropriate, justified, and should be supported by the Local Planning Authority.