

FOCUS

TOWN PLANNING

The Apple Tree Pub

45 Mount Pleasant, London

Planning Statement

On behalf of

Ecoscape Limited

February 2025

Table of Contents

1. Introduction	1
2. Site and Surroundings	3
3. The Proposal	5
4. Relevant Planning Policy	7
The London Plan	7
Camden Local Plan	8
National Planning Policy Framework	9
National Planning Practice Guidance	12
5. Statement of Community Involvement	13
6. Key Planning Considerations	14
Principle of development	14
Retention of the public house	14
Residential development	16
Heritage	16
Design	17
Other Planning Considerations	18
7. Conclusion	19

Appendices

Appendix 1: Site Location Plan

Appendix 2: Consultation Letter

Appendix 3: Consultee Responses

1. Introduction

1.1. This Planning Statement has been prepared by Focus Town Planning on behalf of Ecoscape UK Limited, in support of a Full Planning Application and Listed Building Consent for the change of use and works to the listed building at the Apple Tree pub, 45 Mount Pleasant in Clerkenwell. A site location plan is enclosed at **Appendix 1**.

1.2. This Statement has been prepared to assist the Council in their determination of the planning application. It considers the relevant planning policies and assess the key issues and benefits arising from the proposed development. It is accompanied by a suite of architectural drawings and a heritage statement which assesses the proposal and considers the impact on the listed building and surrounding conservation area.

1.3. The application proposes the following:

‘Change of use from Public House (Class A4) to showroom (Sui Generis) on the basement and ground floors, and creation of 3, one bedroom apartments (Class C3) on the first and second floor, and internal and external works to the listed building’

1.4. This application is a resubmission of an application previously submitted in May 2024 for the same proposal, which was withdrawn to allow the applicant time to prepare the necessary supporting documentation.

1.5. In 2020, the Apple Tree pub ceased trading. Due to the Covid-19 pandemic and increased running costs, like many pubs in the UK, it was no longer viable for the business to keep operating. Subsequently, due to financial pressures, the business went into administration and the pub was sold to the applicant in 2024.

1.6. The proposed scheme will enable the applicant to operate his successful garden furniture business from the ground floor, allowing customers to visit and see products face to face. Whilst also utilising the first and second floor to provide additional new residential accommodation.

1.7. The submission pack comprises the following documents:

- Planning application forms, site ownership certificates and application fee;
- This Planning Statement prepared by Focus Town Planning;
- Site Location Plan (drawing ref: TQRQM25038115932600);
- Existing Basement Floorplan (drawing ref: FA-DR-03-201 Rev P1);
- Existing Ground Floorplan (drawing ref: FA-DR-03-202 Rev P1);
- Existing First Floorplan (drawing ref: FA-DR-03-203 Rev P1);
- Existing Second Floorplan (drawing ref: FA-DR-03-204 Rev P1);

- Existing Elevations (drawing ref: FA-DR-03-206 Rev P1);
- Proposed Basement Floorplan (drawing ref: FA-DR-03-207 Rev P1);
- Proposed Ground Floorplan (drawing ref: FA-DR-03-208 Rev P1);
- Proposed First Floorplan (drawing ref: FA-DR-03-209 Rev P1);
- Proposed Second Floorplan (drawing ref: FA-DR-03-210 Rev P1);
- Proposed Elevations (drawing ref: FA-DR-03-211 Rev P1);
- Design and Access Statement prepared by Four Architects;
- Heritage Statement and Supplementary Heritage Statement prepared by Heritage Information Limited; and
- Viability Study and Marketing Report prepared by Savills dated January 2025.

- 1.8. The above suite of supporting information demonstrates the acceptability of the development in relation to the principle of development, the loss of the public house, design and heritage.
- 1.9. It fully accords with national and local planning policy and will deliver an attractive development incorporating high quality residential accommodation that meet nationally designed space standards.
- 1.10. Furthermore, the scheme will ensure an active street frontage will be maintained on Mount Pleasant through bringing the building back into use.

2. Site and Surroundings

- 2.1. The site comprises the Apple Tree pub, located to the west of Farringdon Road at the junction of Mount Pleasant and Warner Street. It lies immediately south of the former Mount Pleasant sorting office. A site location plan is included at **Appendix 1**.
- 2.2. The Apple Tree pub is a Grade II Listed Building and comprises a three-storey corner public house built during the early 1870s. A two storey extension fronting Warner Street was added in 1925. A full description of the listing can be found within the accompanying Heritage Statement.
- 2.3. The building is currently vacant. When it was operating, the main bar was situated on the ground floor, with a function room and lounges on the first and second floor as well as a small flat. The basement was used for storage. The public house closed in 2020 during the Covid-19 pandemic for refurbishment but did not re-open.
- 2.4. The building has been partly stripped out through the implementation of works granted consent in 2020. Many of the walls have been taken back to brick. Externally, the building has been boarded up to protect the façade.
- 2.5. There are two listed buildings within the setting of the application site. On Mount Pleasant, numbers 47-57 adjoin the site. Constructed in during the early 18th century and are Grade II listed. To the east, is the Grade II cast iron viaduct constructed in 1890 to carry Rosebery Avenue and crosses Warner Street.
- 2.6. The building is also located within the Hatton Garden Conservation Area and an Archaeological Priority Area. It also borders the Rosebery Avenue Conservation Area within the London Borough of Islington.
- 2.7. The public house is not listed as an Asset of Community Value. The site has a Public Transport Accessibility Level (PTAL) rating of 6B. It is located within Flood Zone 1.
- 2.8. The building has been in use as a public house throughout its lifetime, although has been substantially altered both internally and externally over time, with several modern additions to the rear.
- 2.9. The surrounding area comprises a mix of residential and commercial uses. Typically, with commercial uses on the ground floor, with residential use above.

Planning History

Application reference number	Description of development	Decision	Decision date
2020/07460/P	Demolition of existing rear outbuilding and erection of courtyard garden room; erection of two storey toilet block; installation of plant enclosure; enlargement of the existing basement and various repairs and refurbishment works in connection with expansion of public house (Class C4)	Approved subject to S106 Agreement	24/09/2020
2020/0862/L	Demolition of existing rear outbuilding and erection of a courtyard garden room; erection of two storey toilet block; installation of plant enclosure; enlargement of the existing basement; and various internal and external repair and refurbishment works	Approved	24/09/2020
2020/3991/PVL	Pavement licence for 7 tables and 22 chairs. Monday to Sunday 12:00-22:00	Granted	11/09/2020
2021/4789/PVL	Pavement licence for 7 tables and 22 chairs. Monday to Sunday 12:00-22:00		

- 2.10. Prior to this application, the applicant submitted a change of use application in May 2024. This application was subsequently withdrawn to enable the preparation of the necessary supporting information for the change of use of a public house in line with local planning policy. The scope of the supporting information was discussed with council planner, Miriam Baptist.

3. The Proposal

- 3.1. This planning application seeks full planning permission and listed building consent for the following development:

‘Change of use from Public House (Class A4) to showroom (Sui Generis) on the basement and ground floors, and creation of 3, one bedroom apartments (Class C3) on the first and second floor, and internal and external works to the listed building’

- 3.2. The building has already been stripped out by the previous owner as part of their refurbishment works to the public house. Many of the original features from the pub, including the bar have been removed under a previous planning permission.
- 3.3. The existing basement will be refurbished, relined and replastered to provide a showroom (Sui Generis), associated stores and a unisex toilet. The existing stud partition walls will remain. The staircases will remain in their existing location.
- 3.4. The ground floor will provide a showroom, kitchen area, 2 offices and a meeting room. An existing access off Warner Street will be utilised to provide access to the residential apartments on the first and second floors. Access to the showroom will be provided through a new opening on the corner of Mount Pleasant and Warner Street.
- 3.5. The showroom will be occupied by the applicant’s outdoor furniture business.
- 3.6. The first floor will be reconfigured to provide two, one-bedroom apartments. Each apartment has a kitchen and lounge area, with a bathroom and double bedroom. The rear apartment will have access to an existing terraced area.
- 3.7. On the second floor, there will be one, one-bedroom apartment with a kitchen, dining and lounge area, separate bathroom and utility room.
- 3.8. All of the apartments meet the Nationally Described Space Standards.

Apartment	Floorspace	NDSS requirement
1	54.3sqm + 30.6sqm terrace	50sqm
2	62.7sqm	50sqm
3	60.7sqm	50sqm

- 3.9. The apartments will be available for market rent.
- 3.10. The existing windows and the existing door on Mount Pleasant elevation will be retained and refurbished, and painted black. The entrance to the apartments will be replaced with a double glazed door.

3.11. The existing shopfront will be repainted black, with signage for the company occupying the proposed showroom. The glazed tiles will be retained and refurbished where required.

4. Relevant Planning Policy

- 4.1. This section summarises the key planning policies in the local development plan, and relevant guidance in the NPPF that is applicable to the proposal.
- 4.2. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The statutory Development Plan for Camden comprises:
 - The London Plan (2021)
 - The Camden Local Plan (2017)
 - Camden Policies Map (2019).
- 4.3. The revised National Planning Policy Framework (NPPF) was published in December 2024 and sets out the Government's planning policies for England and how these are expected to be applied. The NPPF along with the National Planning Practice Guidance (NPPG) are material considerations of significant weight and relevant to the determination of this application.
- 4.4. Other policies and supplementary planning documents (SPDs) which are relevant are also material considerations.

The London Plan

- 4.5. The London Plan (2021) is the spatial development strategy for Greater London and sets out the Mayor's vision for 'Good Growth'. The following policies have relevance to this application.
- 4.6. Policy HC7 seeks to protect public houses and states that boroughs should protect public houses where they have a heritage, economic, social or cultural value to local communities, or where they contribute to wider policy objectives for town centres, and night time economy areas.
- 4.7. Policy H1 seeks to increase housing supply. It states that boroughs should 'optimise the potential for housing delivery on all suitable and available brownfield sites through their development plans and decisions' and encouraged in locations where '*sites with existing or planned public transport access levels (PTALs) 3-6 which are located within 800m of a tube station, rail station or a town centre boundary*'.
- 4.8. Policy H2 (small sites) states that small sites should play a much greater role in housing delivery. It states that boroughs should pro-actively support well designed new homes on small sites through planning decisions in order to significantly increase the contribution of

small sites to meeting London's housing needs. It specifically explains that '*borough should recognise in their development plans and decisions that local character evolves over time and will need to change in appropriate locations to accommodate additional housing on small sites*'.

- 4.9. Policy H2 continues to state that there should be a presumption in favour of small housing developments (those below 0.25ha in size) including for infill developments on vacant or underused sites, and the redevelopment or upward extension of flats and non-residential buildings to provide additional housing.
- 4.10. Policy HC1 relates to heritage conservation and growth. It sets out that the borough should, in consultation with Historic England, local communities and other statutory and relevant organisations to develop evidence that demonstrates a clear understanding of London's historic environment. It also requires Development Plans and strategies should demonstrate a clear understanding of the historic environment and the heritage values of sites or areas and their relationship with their surroundings. It should be used to inform the effective integration of London's heritage in regenerative change. This could be done by, inter alia, delivering positive benefits that conserve and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place, and to social wellbeing.
- 4.11. HC1 (C) states Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process.

Camden Local Plan

- 4.12. The Camden Local Plan was adopted in July 2027 and replaced the Core Strategy and Camden Development Policies. It covers the period from 2016 to 2031. The vision for the local plan is '*we want to make Camden a better borough – a place where everybody has a chance to succeed and where nobody gets left behind. A place that works for everyone*'.
- 4.13. The relevant policies to this proposal within the Camden Local Plan are:
 - Policy GA1 – Delivery and location of growth
 - Policy H1 – Maximising housing supply
 - Policy H2 – Maximising the supply of self contained housing from mixed use schemes
 - Policy H6 – Housing choice and mix
 - Policy A1 – Managing the impact of development
 - Policy A4 – Noise and vibration
 - Policy A5 - Basements

- Policy C2 – Community facilities
- Policy C4 – Public houses
- Policy D1 – Design
- Policy D2 - Heritage
- Policy D3 – Shopfronts
- Policy T1 – Prioritising walking, cycling and public transport
- Policy T2 – Parking and car free development
- Policy T4 – Sustainable movement of goods and materials

Other relevant planning policies

- Camden Planning Guidance: Community uses, leisure facilities and pubs (2021)
- Camden Planning Guidance: Design (2021)
- Camden Planning Guidance: Amenity (2021)
- Camden Planning Guidance: Basements (2021)
- Camden Planning Guidance: Housing (2021)
- Camden Planning Guidance: Developer Contributions (2019)
- Hatton Garden Conservation Area Character Appraisal (2017)

National Planning Policy Framework

- 4.14. National planning policy guidance is set out within the NPPF (December 2024), which is supplemented by the National Planning Policy Guidance.
- 4.15. The NPPF sets out that the purpose of the planning system is to contribute to the achievement of sustainable development (paragraph 8), through the three overarching objectives of economic, social and environmental sustainability.
- 4.16. At the heart of the NPPF is the presumption in favour of sustainable development through plan making and decision taking. Paragraph 11 explains that for decision taking, this means that proposals that accord with an update to date development plan should be approved without delay.
- 4.17. Importantly, paragraph 11d states that where there are no development plan policies or the policies which are the most important for determining the application are out of date, this means granting permission unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole, having particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well designed places and providing affordable homes, individually or in combination.
- 4.18. Section 4 relates to design making and requires local planning authorities to approach decisions on proposed development in a positive and creative way, working proactively with

applicants to secure developments that will improve the economic, social and environmental conditions of the area.

- 4.19. Paragraph 40 suggests early engagement having potential to improve the efficiency and effectiveness of the planning system and improved outcomes for the community. Paragraph 41 also suggest engaging with the local community ahead of a planning submission.
- 4.20. Section 5 focuses on delivering a sufficient supply of homes. Paragraph 61 states that to support the Government's objective of significantly boosting the supply of homes, it is vital that the sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed.
- 4.21. Paragraph 62 stresses that in establishing housing need, the size, type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies.
- 4.22. Section 5 sets out that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.
- 4.23. Section 8 relates to promoting healthy and safe communities. Paragraph 96 states that planning policies and decisions should aim to achieve healthy, inclusive and safe places which promote social interaction. Are safe and accessible so that crime and disorder, and the fear of crime do not undermine the quality of life or community cohesion. And also, enable and support healthy lives through both promoting good health and preventing ill health – through such things as layouts that encourage walking and cycling, access to green infrastructure, sports facilities and local shops.
- 4.24. Section 9 considers promoting sustainable transport. Paragraph 110 sets out that significant development should be focused in areas that are sustainable through limiting the need to travel and by offering a choice of transport modes.
- 4.25. Section 11 relates to making effective use of land in meeting the need for homes and other uses. Paragraph 124 sets out that planning policies and decisions should '*give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs*'. It also states at paragraph 125(d) decisions should '*promote and support the development of under-utilised land and buildings*'.
- 4.26. Paragraph 129 states that in achieving appropriate densities, planning policies and decisions should support development that made efficient use of land taking into account, *inter alia*, the identified need for different types of housing and other forms of development and local market conditions and viability.

- 4.27. Section 12 places weight on achieving well designed places, with an emphasis on the creation of high quality, beautiful and sustainable buildings and places being fundamental at paragraph 131.
- 4.28. Paragraph 135 ensures that developments *'function well and add to the overall quality of the area, not just in the short term but over the lifetime of the development'* and *'optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development'*.
- 4.29. Section 16 relates to the historic environment and provides guidance for the determination of planning applications involving heritage assets. In determining applications, local planning authorities should require an applicant to describe the significance of any heritage asset affected, including any contribution made by their setting (Paragraph 207).
- 4.30. Paragraph 208 requires local planning authorities to identify and assess the particular significance of any heritage asset that may be affected by a proposal and when considering the impact of any proposal on a heritage asset, avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.
- 4.31. In determining applications, Paragraph 210 states that local planning authorities should take account of:
- a. the desirability of sustaining and enhancing the significance of heritage assets and putting them into viable uses consistent with their conservation;*
 - b. the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
 - c. the desirability of new development making a positive contribution to local character and distinctiveness.*
- 4.32. Paragraph 212 states that when considering the impact of proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than significant harm to its significance.
- 4.33. Paragraph 213 sets out that any harm to, or loss of the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting) should require clear and convincing justification. Substantial harm to or loss of Grade II listed buildings should be exceptional.
- 4.34. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, Paragraph 215 states that this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

National Planning Practice Guidance

- 4.35. The Government produces planning practice guidance to support the NPPF. Of relevance to this proposal is the guidance on housing supply and delivery.
- 4.36. In relation to the supply of housing, the guidance states that where local authorities do not have an adopted plan which is less than 5 years old that identifies a five year supply of specific deliverable sites at the time of examination, then they are required to update annually a supply of specific developable sites to provide either a minimum five years' worth of housing, or a minimum of four years' worth of housing in certain circumstances.
- 4.37. Where a local authority cannot demonstrate a five year housing land supply, including any appropriate buffer, the presumption in favour of sustainable development will apply, in accordance with Paragraph 11d of the NPPF.

5. Statement of Community Involvement

- 5.1. As part of compliance with Policy C4 of the Camden Local Plan, the applicant was required to consult the local community regarding the loss of the public house. This Statement of Community Involvement sets out the details of the consultation undertaken and the responses received.
- 5.2. The local community were engaged through a letter drop in late October 2024. The area and addresses to be consulted as well as the contents of the letter were discussed with Miriam Baptist at Camden LBC to get the council's agreement. Minor changes to the proposed letter were made following this discussion and the letters were hand delivered over a period of 1 week to over 7,000 residential addresses. The letter was also sent to the ward councillors.
- 5.3. It was agreed with the Council to consult those living within a 400m radius of the pub. A copy of the consultation letter can be found at **Appendix 2**.
- 5.4. The consultation letter included a questionnaire about the use of the public house, how often they visited, whether they ate or drank there, the likelihood of visiting again if the pub were to reopen and which other pubs they frequent in the area. Respondents were also provided with the opportunity to provide additional comments.
- 5.5. The consultation ran for five weeks until 30 November 2024. 22 responses were received. A table detailing the responses can be found at **Appendix 3**.
- 5.6. No response was received from the ward councillors.
- 5.7. Of the responses received, 8 objected to the proposal, 5 responses were in support and 9 did not comment on the loss of the pub. There was an affinity to the pub whilst it operated as an LGBTQ+ venue in recent years. Comments were raised about the anti social behaviour and noise associated with having a pub nearby and its loss would resolve these issues.

6. Key Planning Considerations

Principle of development

- 6.1. The principle of utilising an existing vacant building for an alternative use, which includes residential is widely supported through national and local planning policy.
- 6.2. A change of use to alternative uses including residential is considered acceptable when assessed against the policies within the Local Plan, subject to undertaking the requirements set out in Policy C4 of the Camden Local Plan.
- 6.3. Policy C4 seeks to protect public houses which are of community, heritage or townscape value. It requires the applicant to demonstrate that the proposal would not result in the loss of pubs which are valued by the community, unless there are equivalent premises available, or b
- 6.4. The evidence required to satisfy Policy C4 is set out below.

Retention of the public house

- 6.5. In 2020, The Apple Tree Pub closed for refurbishment. Unfortunately, due to poor trading figures (pre pandemic), spiralling costs associated with the refurbishment and the continuing COVID-19 pandemic and the associated lockdowns, the pub did not re-open. It was no longer viable for the previous owners and went into liquidation.
- 6.6. Savills were instructed to market the public house for sale. A marketing report can be found at Appendix 3 of the accompanying Viability Study.
- 6.7. The marketing report confirms that property was on the market from July 2023 until January 2024 (six and a half months).
- 6.8. A targeted email campaign was undertaken and the particulars viewed by 11.87% of the recipients. Via Rightmove, the property received 46,444 views and a further 1,310 brochure downloads. Savills received 82 direct enquiries via their website.
- 6.9. From this, four offers for the property were received. It is important to note that none of the offers came from pub operators.
- 6.10. The shorter marketing period was required because of the urgent need to sell the property. The previous owners were experiencing financial difficulties and needed to dispose of the pub.

- 6.11. The marketing report concludes that the wider market conditions, as well as the existing condition of the pub which would require substantial investment to enable it to reopen as a pub, was the cause of licensed operators to view the pub as unviable.
- 6.12. The accompanying Viability Study prepared by Savills. It has looked at the available trading information relating to the public house between 2018 and 2020. It concludes that the future prospects show a minimal trading profit of £12,450 per annum and is not viable. In addition, would also require a substantial investment of over £2m to bring the pub back into use, rendering it an even more unlikely prospect of reopening as a pub.
- 6.13. Furthermore, the report assesses the site against the Campaign for Real Ale (CAMRA) Public House Viability Test. Importantly it looks at the pub's location and visitor potential. The pub is located on a back street with limited daytime passing trade, with more popular destinations such as Faringdon or Exmouth Market nearby. There are limited special features (albeit it was an LGBTQ+ pub) which make it a popular visitor attraction and is not located on a footpath, cycle path, canal or riverside to benefit from passing footfall.

Community Survey

- 6.14. As part of the redevelopment proposals, the applicant engaged in a public consultation exercise with residents. 7000 letters were issued to residents within a 400m distance from the pub. The proposed consultation zone was agreed with the Council in advance.
- 6.15. 22 responses were received, with less than half objecting to the loss of the pub and its links to the LGBTQ+ community.
- 6.16. The pub has not been considered as an asset of community value and therefore no weight can be given to this in the determination of the application. No application for an ACV has been received since the pub closed in four and a half years.
- 6.17. Based on the very limited responses received to the community survey and that it hasn't been identified as an ACV, it suggests that the pub is not considered an asset worthy of retention.

Alternative venues

- 6.18. Within the D&A, it provides information in relation to the number of public houses in a 2km radius of the application site to demonstrate that is more than adequate provision of alternative pubs for residents.
- 6.19. There are 123 public houses in Clerkenwell, Holborn and Faringdon districts. Of those pubs is The Eagle, The Gunmakers, The Cockpit and Halfway to Heaven, all of which are as recognised LGBTQ+ venues, therefore confirming the provision of an alternative venue for those displaced through the loss of the Apple Tree.

6.20. Therefore, based on the evidence provided, the proposal meets the requirements of Policy C4 and is acceptable.

Residential development

6.21. The provision of new housing is supported at all policy levels.

6.22. Policy H1 of the Camden Local Plan supports the growth of housing as well as the London Plan's support for infill development on small, underutilised sites above non residential development to provide additional housing under Policy H2. This is further reiterated within the NPPF at Paragraph

6.23. Camden cannot currently demonstrate a five year supply of housing and has continued to undersupply against its housing requirements for the previous 3 years. Against a 3 year requirement of 3114 dwellings (1038 dwellings per annum set by the London Plan), Camden has delivered 1,409 dwellings, equating to 45% of their requirement.

6.24. Within the Housing Delivery Test dated December 2024 published by DHCLG, against a three-year requirement of 2,927 dwellings, Camden delivered 1,539 dwellings, equating to 53% of their requirement.

6.25. Therefore, in line with the NPPF, a 20% buffer to the supply is required, and the presumption in favour of sustainable development applies.

6.26. The proposed development will deliver three, high quality residential apartments that will make a vital contribution to the council's housing supply. This is a material consideration that should be given great weight in the overall planning balance.

Heritage

6.27. The application is supported by a Heritage Statement prepared in February 2020 and a Supplementary Heritage Statement dated May 2024.

6.28. The original Heritage Statement was prepared in support of the Listed Building Consent applications by the previous owner to refurbish the public house. The information contained within it is still relevant as it gives an in-depth assessment of the building. It provides

- A historical background of the building, the site and the surrounding area
- An appraisal of the historical significance of the building and its setting
- An assessment of the potential or actual impact of the proposed works
- How the proposed works comply with relevant policies in the NPPF and PPG, and how the works are in accordance with local policies.

6.29. The supplementary statement provides an assessment of this specific proposal and should be read alongside the detailed Heritage Statement.

- 6.30. The strip out works undertaken by the previous owner were consented through the grant of Listed Building Consent in 2020.
- 6.31. The Apple Tree pub is Grade II listed and is located within the Hatton Garden Conservation Area. The assessment of the significance of the building itself concludes that it possesses low to medium evidential value and medium historical, aesthetic and communal value. The setting is considered to be of medium significance.
- 6.32. The report concludes that the impact of the proposals on the significance of the building is minimal and neutral to positive. When assessed against Paragraph 215, the development will result in less than substantial harm and this harm should be weighed against the public benefits of the proposal which includes in this instance, securing its optimum viable use. The conversion to residential and a showroom will ensure that the building remains in active use and continues to contribute positively to the conservation area and the wider vicinity.

Design

- 6.33. The application is supported by a Design and Access Statement prepared by Four Architects. It forms an integral part of the submission and should be read in conjunction with the submitted plans and other supporting information.
- 6.34. The DAS describes the development proposals and provides important information about the scheme, particularly the design solution adopted.
- 6.35. It provides a summary of the design considerations, the site and its wider context, including photographs of the building. It explains the process for the proposed design, with the retention of the existing external façade and utilising the existing internal walls to subdivide the upper floors.
- 6.36. The existing open plan ground floor layout naturally lends itself to provide a good quality showroom space. The upper floors had already been subdivided to facilitate lounges for the pub, which have been utilised to create three separate residential units.
- 6.37. In designing the scheme, the architect has been mindful of the Nationally Described Space Standards, National Design Guidance and other relevant local policies. The apartments all exceed the space standards required for 1 bedroom, two person dwellings.
- 6.38. The scheme represents good design, and one which will ensure a high-quality refurbishment and redevelopment of the building. The building has been designed to retain as many of the original features both externally and internally, taking into consideration the recommendations from the heritage consultant.
- 6.39. The scheme complies with the relevant design policies within the Camden Local Plan, in particular D1, D2 and D3. It complies with the Nationally Described Space Standards for

residential apartments, along with the National Design Guidance and guidance within the NPPF, and is therefore acceptable in design terms.

Other Planning Considerations

Affordable housing

- 6.40. There is a pressing need for all types of affordable housing in Camden. Policy H4 supports the delivery of affordable housing. It states that all developments that provide one or more additional homes are to contribute to affordable housing. A sliding scale target is applied to developments that provide one or more additional homes or have capacity for less than 25 dwellings.
- 6.41. The applicant is happy to enter negotiations with the council regarding a financial contribution towards affordable housing via a S106 Agreement.

Residential amenity

- 6.42. The layout of the apartments has been designed to ensure that there is adequate living accommodation, in excess of Nationally Described Space Standards.
- 6.43. Apartment 1 also benefits from use of the existing terrace as private amenity space, circa 30sqm. The layout has been designed to ensure that this space is not overlooked by the other residential properties.

Refuse and recycling

- 6.44. Provision is made within the proposed layout for the internal storage of refuse and recycling for the showroom and for the residential apartments within the basement.

Job creation

- 6.45. The refurbishment of the building will create jobs through the local workforce, providing a welcome boost to the economy. In addition, once opened, the showroom will employ 6 full time staff and 4 part time staff, equivalent to 8 full time jobs.

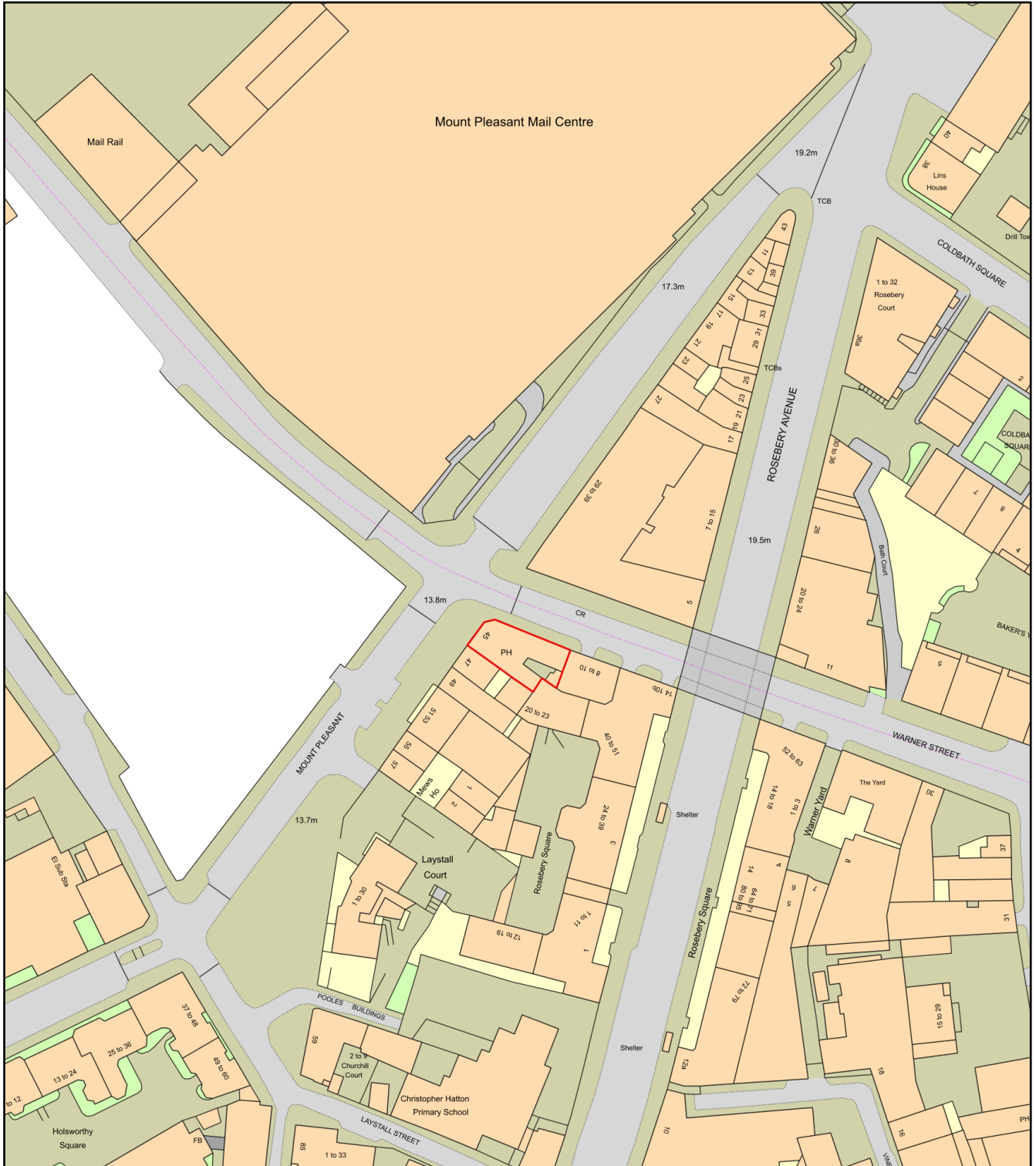
7. Conclusion

- 7.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise.
- 7.2. The change of use will bring back into use a currently vacant Grade II listed building through a well designed, high quality refurbishment.
- 7.3. The accompanying Heritage Statement confirms that the development will result in less than significant harm to the heritage asset and therefore must be weighed against the public benefits arising from the proposal, including securing its optimum viable use.
- 7.4. The pub has been closed since late 2020 and has no realistic prospect of ever opening again as a pub. This is evidenced within the limited interested presented by pub operators during the marketing of the pub when it was up for sale and the poor trading experienced when it did operate as a pub.
- 7.5. The Viability Study demonstrates that the pub is no longer a viable use for the site. The community survey demonstrated very little interest in the pub, with alternative venues identified within the vicinity. It is not subject to an application to be retained through an Asset of Community Value. Therefore, when assessed against the requirements of Policy C4, the proposal is acceptable.
- 7.6. There is a national housing crisis. There is significant need for additional new homes both nationally and acutely within Camden. The development will deliver three, one bedroom apartments which all exceed Nationally Described Space Standards.
- 7.7. The Council cannot currently demonstrate a five year supply of housing and has under delivered against their housing targets for the last 3 years. As a result, and in accordance with Paragraph 11 of the NPPF, the presumption in favour of sustainable development applies, as the relevant policies in the Council's development plan are out of date and therefore planning permission should be granted unless there are adverse impacts that significantly and demonstrably outweigh the benefits (the tilted balance).
- 7.8. As demonstrated within this statement, there are no significant or demonstrable adverse impacts either individually or cumulatively that would outweigh the benefits arising from the proposal, which include:
 - Delivering new homes in a borough, which urgently needs to address a long standing shortfall;
 - Making best use of an existing building, which has been vacant for over 4 years;
 - Regenerating a vacant public house that has no realistic prospect of reopening as a pub

- Refurbishing and protecting a Grade II listed building and ultimately ensuring its long term retention;
- Economic benefits of new homes through job creation and attracting additional residents to boost the local economy;
- Job creation through the showroom, equivalent to 8 full time jobs;
- Financial contribution towards affordable housing.

Appendix 1: Site Location Plan

Site Location Plan



0 50
Metres



Plan Produced for: Ecoscape Limited

Date Produced: 07 Feb 2025

Plan Reference Number: TQRQM25038115932600

Scale: 1:1250 @ A4

Appendix 2: Consultation Letter

The occupier

October 2024

Dear resident

COMMUNITY SURVEY
APPLE TREE PUB, 45 MOUNT PLEASANT, CLERKENWELL

We are consulting on the community usage of the Apple Tree Pub at 45 Mount Pleasant, to assist with an application for its redevelopment.

The applicant seeks to change the use of the building to a showroom (Sui Generis) on the ground floor, with residential apartments (C3) on the upper floors. The showroom would be used by the applicant to showcase their environmentally friendly wood plastic composite products and outdoor furniture.

We need to establish the community value of the pub and what it was previously used for within the community i.e. for local groups and how well used it was.

We would be grateful if you could complete the questionnaire overleaf and return to hello@focusplanning.uk before 1 November 2024 to give us your thoughts. We look forward to hearing from you.

Yours faithfully

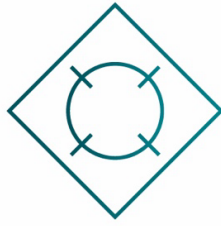
GILLIAN WORDEN
DIRECTOR

e. gillian@focusplanning.uk

Appendix 3: Consultee Responses

Apple Tree Pub Responses

Did you visit the pub when it was open? Yes / No	How often did you visit? Wkly / Mthly / Yrly	What did you do there? Eat / Drink / Activity	Are you likely to visit if it was reopened Yes / No	Do you visit any other pubs in the area Which ones	Any other comments
Yes	Yearly	Eat, Drink, Activities	Yes	Mite, Withington	My consumption should not impact the decision. It should remain as a hospitality venue and not be transformed into a design showroom. There are already many such showrooms and they create inert streetscapes and inactive frontages contributing to a deadening of the public realm. The Apple Tree should also retain its historic name. I would say no to the change and I will be making a representation to Camden Council Planning with a view to keeping this as a hospitality venue and disallowing the proposed change of use.
Yes	Monthly	Eat, Drink	Yes	The Gunmakers, The Clerkenwell, The Green, The Three Kings, The Sekforde, Ye Olde Mitre	The Apple Tree was an energetic LGBTQ+ hub in the area. It was a focal point in an area that lacked that representation. It is sorely missed and is really needed back.
No	N/A	N/A	Yes	Old China Hand, Exmouth Arms, The Marian Anderson	Never heard of the pub but only moved here in February 2024. Would happily visit especially if it is affordable.
Yes	Weekly	Eat, Drink	Yes	N/A	Stop selling off our community spaces to developers who have no real interest in improving the area and are only concerned with profit. Shame on these leeches who profit while our neighbours struggle.
Yes	Weekly	Drink	Yes	Occasionally on weekends The Easton, but not really as too loud and commercial	The Apple Tree had a supportive community of regulars with focus on accepting difference and diverse users. There is nowhere like it locally.
Yes	Weekly	Drink, Activities	Yes	Less so now as this was a unique and a special LGBTQ+ space	The name should be preserved as an LGBTQ+ friendly space.
Yes	Yearly	Drink	Yes	City Pride, Craft Beer Pub, The Lamb, The Lady Ottoline	I have no objection to the application, especially given the length of time the Apple Tree has already remained closed.
Yes	Monthly	Drink	Yes	All pubs	Keep it open
No	N/A	N/A	No	Wilmington, Crown, The Coach	It won't be missed
Yes	Weekly	Eat, Drink, Activities	Yes	The Union, The Clerkenwell, The Wilmington	N/A
No	N/A	N/A	No	The Coach irregularly	N/A
Yes	Weekly	Eat, Drink, Activities	Yes	Not really any more	I was incredibly sad to read about the plans for redevelopment, it was a very special, quirky and inclusive venue, especially for LGBTQ+ to feel safe and be themselves. It was one of the reasons I settled in the area, I could just walk, have a drink and meet a new friend.
No	N/A	N/A	No	Rugby Tavern	N/A
Yes	Weekly	Drink	Yes	No as there are no gay pubs, clubs, bars for miles	The Apple Tree was amazing. A real hub for the gay community. There was, and still is, nothing else like it anywhere near. It is such a loss that it's gone. I even exhibited my artwork there so it also acted like a gallery. A real loss to the community.
Yes	Weekly	Eat, Drink	Yes	The Lamb, Rugby Tavern	I would appreciate the Apple Tree pub to be re-opened
Yes	Monthly	Eat, Drink, Activities	Yes	The Union Tavern, The Speak Easy	The Apple Tree was a vibrant and successful pub. As well as being a local pub it also hosted LGBTQ+ nights and events. It wasn't just for locals it attracted people from all over London. There are so many empty commercial lots around, why is this applicant trying to remove yet another pub from the area when they could choose a vacant lot elsewhere.
Yes	Yearly	Drink, Activities	Yes	The Gunmakers, but rarely	Before the Apple Tree closed for refurbishment a late licence was granted. As local residents we objected to this and suggest this extension is withdrawn should the property continue as a public house. The immediate area has a history of night time crime and anti-social behaviour.
Yes	Weekly	Eat, Drink, Activities	Yes	Occasionally - The Exmouth Arms	I think it would be great for the community to reopen the Apple Tree, especially with the new build Post mark Development. It would help integrate the huge influx of new residents to the area (as Mousetail Coffee Shop does)
Yes	Monthly	Eat, Drink, Activities	Yes	The One Tun, The Hat and Tun, The Crown	I would love to see the Apple Tree reopen as a gay bar again
Yes	Monthly	Drink	Yes	Wilmington	There are already a lot of residential apartments in the area. What we need more of are hospitality and leisure options.
Yes	Yearly	Activities	No	The Eagle, The Coach, Clerkenwell Tavern	We are happy with the proposed change of use. We don't need another pub.
Yes	Monthly	Eat, Drink	N/A	N/A	The questionnaire seems to not take into account the specifics of this pub. Not only has the pub been closed for many years but it was granted a late license and never re-opened with the new license. Whilst I am in favour of the site remaining a "regular" (pre-closure) pub I am against a pub on this site with a late license as the area is too residential for such a venue.



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