



# Planning, Design, Access and Heritage Statement

The Rocket, London NW1 2AL

**Boyer**

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|----------------|-----------------------|
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# 1. INTRODUCTION

- 1.1 This Supporting Statement has been prepared by Boyer on behalf of Mitchells and Butlers, in support of a full planning and listed building consent application for advertisements and internal and external alterations to The Rocket Public House, 120-122 Euston Road, London.
- 1.2 The proposed alterations will seek to continue to ensure the Public House is a vibrant destination, assisting in helping to retain and attract new patrons.
- 1.3 The Supporting Statement covers planning, design and access as well as heritage matters. The Statement should be considered with the accompanying forms and drawings provided with this application.

## **Statement Structure**

- 1.4 This document provides an evaluation of the planning considerations of the proposal and includes:
  - A description of the application site (Section 2);
  - An explanation of the development proposals (Section 3);
  - An overview of the relevant planning history of the site (Section 4);
  - A review of relevant national and local planning policy (Section 5);
  - An appraisal of the key considerations regarding the proposed development, including planning, design and access as well as heritage (Section 6); and
  - A conclusion (Section 7).

## **Summary Case in Favour of Development**

- 1.5 This report sets out the justification in planning terms for the proposed development, which is summarised as follows:
  - Enabling significant investment into the continued use of the facility as a pub and restaurant, ensuring its retention and enhancement as a local community facility and its long term sustainability; and
  - The proposed external and internal works will not compromise the aesthetic of the Grade II listed property and will maintain the operation and trade through the provision of a high quality scheme which is sensitive to the building and its surrounding context.

## 2. SITE AND SURROUNDING CONTEXT

- 2.1 The application is for listed building consent and full planning permission concerning the Rocket Public House, 120-122 Euston Road, London NW1 2AL.
- 2.2 The Site comprises the ground floor and basement of 120 Euston Road, a three storey building comprised of residential use, plus a large one storey extension plus basement level which encompasses the corner site plot. 120 and 122 Euston Road merged to form a single unit in the 1990's, with 120 being subject to a Grade II listing. The site has frontages along Charlton Street and Euston Road.
- 2.3 The site is in use as a Public House (Use Class A3) and has provision for outdoor seating along Charlton Street.
- 2.4 The Site is situated within a Central London Zone. The frontage along Charlton Street and Euston Road form a protected Central London Frontage.
- 2.5 The site does not lie within but is situated opposite the Bloomsbury Conservation Area. Whilst 120 Euston Road is Grade II listed, no part of 122 Euston Road is listed and therefore, as previously agreed, the works taking place in this area do not require Listed Building Consent.
- 2.6 The listing description for 122 Euston Road is as follows:

### **Camden Euston Road (North side) No.120, The Rocket Public House**

*“Grade II Public house. 1899. By Shoebridge & Rising. For Cannon Brewery. Red brick with stone bands and dressings and steeply pitched slate roofs. Main building, three storeys and attic, one window, corner turret and two window return to Charlton Road; set back from Euston Road with single storey extension of one bay, splayed corner and four bay return filling forecourt. Granite public house frontage with pilasters with enriched capitals and banded shafts supporting fascia with projecting cornice and blocking course. Three round arched entrances (one on corner and two on return); windows with large round-arched light and small panes in spandrels. Main building with square-headed two-light sashes flanked by pilasters and with enriched aprons. Egg and dart main cornice at third floor level. Attic storey in large Flemish gables; west gable with windows in round-arched recesses and segmental topped enrichment; south gable with carved plaque of the sun rising over the sea and inscribed "Rebuilt 1899". Corner turret with enriched panels and ornamented lead dome with finial.”*

### 3. PROPOSED DEVELOPMENT

- 3.1 Listed building consent and full planning permission is sought for internal and external alterations to The Rocket, Camden.
- 3.2 In terms of the external alterations to the building and wider site, this will involve the following:
- Feature tiled floor finish to pavement demise
  - Faux box planting to high level ledge of building above fascia's
  - Removal of all window extraction fans
  - Replacement of window glazing with like for like
  - Projection sign to Euston Road elevation
  - Installation of external heaters
  - New lanterns on entrance ways
  - Relocation of Air Conditioning Units
- 3.3 In terms of the internal alterations, these will involve the following to the ground floor and cellar of the pub:
- Removal of section of bar to allow for new access route and glasswash area
  - Removal of existing booths and replacement with straight fixed seating.
  - Installation of new reclaimed timber boarding
  - Installation of brick slip panel to part of rear wall
  - Installation of Herringbone laid glazed brick tiles to columns and rear wall
  - Repositioning of existing lighting and replacement lighting
  - Relocation of existing radiators in basement into fixed seating
  - New overbar pendants in basement
  - Redecoration works to bar including:
  - Infill of existing bar servery and replication of existing details
  - Installation of new row of tiles to bar carcass
  - Removal of existing bar servery and installation of new glasswash screen
  - New solid oak plinth to fit onto bar servery top
  - Installation of new wicket gate and access hatch
  - Removal of existing hatch and extension of bar to match existing
  - Installation of new counter mounted reeded glass screen onto bar

- 3.4 These changes are in addition to further proposed alterations, which are illustrated in detail on the accompanying application drawings and photographs.

## 4. PLANNING HISTORY

4.1 The Rocket has a long history of various planning and listed building consents that have been submitted over time; the most recent applications are summarised below:

- Ref: 2019/2253/L – External alterations in association with display of 5 internally illuminated fascia signs and 1 externally illuminated fascia sign and 2 externally illuminated hanging signs - Registered 16/07/2019.
- Ref: 2019/2252/A – Display of 5 internally illuminated fascia signs and 1 externally illuminated fascia sign and 2 externally illuminated hanging signs - Registered 16/07/2019.
- Ref: 2019/2737/L – Full internal refurbishment of public house, including alterations to internal lobby, bar servery, walls and floor finishes - Registered 03/07/2019.
- Ref: 2019/2124/P – External alterations comprising of new tiled floor, works to glazing panels, tiled fascia and associated works – Registered 03/07/2019.

4.2 The above applications have all been registered but are yet to be determined.

- Ref: 2018/1061/L – Extended rear external ducting upwards to terminate at eaves level – Approved 20/09/2018.
- Ref: 2018/0425/P – Extended existing rear external ducting upwards to terminate at eaves level – Refused 20/09/2018.

4.3 In regards to the above applications, it should be noted that the Listed Building Consent (LBC) was approved as the Officer considered that the scheme was acceptable in terms of design and its impact on the listed building. However, the Officer refused full planning permission due to the lack of odour abatement measures that would result in undue harm to the amenities of neighbouring occupiers.

- Ref: 2006/2117/L – Continued display of externally illuminated fascia signs, externally illuminated first floor projecting sign and two brass lanterns to public house (Class A4) – Approved 25/07/2006.
- Ref: 2006/2113/A – Continued display of externally illuminated fascia signs, externally illuminated first floor projecting sign and two brass lanterns to public house (Class A4) – Approved 25/07/2006.



4.4 The Officer's Report for the above advertisement applications noted that the proposed advertisement display adopts an appropriate siting, scale and design and does not result in any harm to highway safety or to the special historic or architectural interest of the listed building. Therefore the principle of displaying appropriate advertisements is considered acceptable.

- Ref: 2006/1359/L – Installation of 4no. awnings to side elevation of public house (Class A4) – Approved 23/06/2006.
- Ref: 2006/1357/P – Installation of 4no. awnings to side elevation of public house (Class A4) – Approved 23/06/2006.

4.5 In relation to the above applications, the Officer's Report advised that the proposed awning would form an integral part of the shopfront and would integrate with the overall design of the shopfront as it aligns with the fascia. It was determined that the proposals would not harm or otherwise diminish the historic value of the building.

- Ref: 2005/0513/L – Installation of internally illuminated projecting box sign, installation of trough light to externally illuminate existing lettering at fascia level and the installation of lighting to decorative columns below fascia level – Refused 06/04/2005.
- Ref: 2005/0173/A – Installation of internally illuminated projecting box sign, installation of trough light to externally illuminate existing lettering at fascia level and the installation of lighting to decorative columns below fascia level – Refused 06/04/2005.

4.6 The above applications were refused on the basis that the proposed advertisements, due to the use on non-traditional materials and internal illumination would appear out of character and overly prominent on the listed building, harming its character. In addition, the excessive number of fixtures would cause visual clutter and detracts from important features of the building which is detrimental to the special historic and architectural interest.

- Ref: PSX0205202 – Change of use of first, second and third from ancillary residential accommodation to Public House (Class A3) to 1 x 1-bed self-contained flat and 8 x bedsits (Class C3 and Sui Generis) – Refused 25/02/2003.

4.7 Planning permission was refused for the above application for two reasons. The first reason for refusal related to the failure of the proposed change of use and residential accommodation to provide a mix of residential units, and so failed to meet local housing needs. The second reason for refusal was due to the fact that the proposal would result in poor living conditions for future occupiers.

- Ref: LSX0204899 – Creation of 2no. opening in existing internal (party) walls at second and third floor levels and associated works – Listed Building Consent Refused 25/02/2003.

- 4.8 The above application for LBC was refused as the proposed internal alterations, by virtue of the loss of historic fabric, will be detrimental to the special architectural interest of 120 Euston Road and would compromise the historic integrity of the listed building.
- Ref: LSX0004135 – Internal and external alterations involving new partitioning and signage – Approved 23/05/2000.
- 4.9 Whilst there is limited material online, such as the Officer’s Report or Decision Notice, for the above application, the fact that LBC was granted for alterations suggests that certain alterations are considered acceptable.
- Ref: ASX0004140 – Display of externally illuminated fascia and projecting sign and internally illuminated hanging sign – Approved 23/05/2000.
- 4.10 Again, whilst limited material is available online for the above application, its approval indicates that appropriate advertisements that respect the historical significance of the site are acceptable.

### **Summary**

- 4.11 The above outlines the relevant and most pertinent planning history associated with the site. As demonstrated, a number of previous applications have previously been approved at the site, including illuminated adverts and internal and external alterations to the pub building.
- 4.12 Given that the proposed internal and external works are to replace and upgrade the internal and external environment associated with the property, as well as to undertake essential repairing works to the property and wider site, it is trusted that the Council will take the same positive approach to this application as has previously been taken to other applications at the property. The planning history suggests that applications for external and internal works which are carefully and sensitively designed and which respect and complement the setting of the listed building and adjacent Conservation Area are considered to be acceptable.

## 5. PLANNING POLICY CONTEXT

- 5.1 Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise. This section outlines the relevant national and local planning policy which the application should be assessed.

### **National Planning Policy**

National Planning Policy Framework (2019)

- 5.2 The NPPF acknowledges that the purpose of planning is to achieve sustainable growth. At the very heart of this is the acknowledgment that growth is necessary to enable the country and our communities to support themselves. Growth and development must happen in order to accommodate the needs of a growing population.
- 5.3 The presumption in favour of sustainable development, which should be seen as a golden thread running through both plan making and decision-taking, involves seeking positive improvements in the quality of the built environment, including replacing poor design with better design.
- 5.4 Paragraph 185 states that in determining applications, local planning authorities should take account of:
- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
  - The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
  - The desirability of new development making a positive contribution to local character and distinctiveness.
- 5.5 Moreover, Paragraph 193 notes that when considering the impact of a 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 substantial harm to its significance.
- 5.6 This is supported by Paragraph 196 which states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

## **Regional Planning Policy**

### London Plan (MALP 2016)

- 5.7 The London Plan provides the strategic policy context for all of London and seeks to provide an integrated framework for its development. It is a spatial development strategy up to 2036 and its main themes are economic development and wealth creation, social development and improvement of the urban environment.
- 5.8 Policy 7.8 requires development to identify, value, conserve, restore, re-use and incorporate heritage assets where appropriate. The policy further seeks development affecting heritage assets and their settings to conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

## **Local Planning Policy**

### *Camden Development plan*

- 5.9 The Development Plan for Camden comprises a number of documents. The main document forming the Plan, in conjunction with the London Plan (2016) is the Camden Local Plan (2017).
- 5.10 Policy A1 relates to 'Managing the Impact of Development' and states that the Council will seek to protect the quality of life of occupiers and neighbours, granting permission for development unless this causes unacceptable harm to amenity.
- 5.11 Policy D1 relates to 'Design' and states that the Council will seek to secure a high quality design in development; development should respect its local context and character, be sustainable in construction and integrate well with surrounding streets and open spaces.
- 5.12 Policy D2 relates to 'Heritage' and states that the Council will not permit the loss of or substantial harm to a designated heritage asset, including within Conservation Areas and Listed Buildings.
- 5.13 Policy D3 relates to 'Shopfronts' and seeks a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.
- 5.14 Policy D4 relates to 'Advertisements' and requires advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.
- 5.15 Policy E1 relates to 'Economic development' and seeks to secure a successful and inclusive economy by creating conditions for economic growth and supporting businesses of all sizes.

### **Summary**

- 5.16 The proposed development will involve internal and external alterations to the property of The Rocket, Camden. These are intended to improve the visual appearance as well as the operational functionality of the premises, whilst ensuring that the heritage significance of the property. To this end, the proposal will involve the provision of internal and external alterations that will be minor in extent and appropriate to the character of the listed buildings.
- 5.17 The proposed advertisements to be attached to the listed building itself, along with their associated illumination, will also represent an appropriate upgrade to the existing advertisement scheme, whilst respecting the heritage significance of the listed buildings through appropriate materials, design and scale.
- 5.18 In summary, the proposed development is limited in extent. That said, it accords with the relevant development plan policy as the proposed internal and external alterations, and advert scheme, will be in keeping with the existing building.
- 5.19 As such, the proposal would be in accordance with the requirements of the adopted Development Plan, as well as guidance contained within the adopted NPPF 2019.

## 6. KEY CONSIDERATIONS

6.1 This section identifies the key planning considerations arising from the proposal. It draws upon the site's context, relevant planning history and the policy review together with other relevant matters to address the following:

- Planning;
- Design and Access; and
- Heritage

### **Planning**

#### *Principle of Development*

6.2 In terms of the principle of development on site the proposals will not result in the loss or negatively impact upon the functioning of the pub, rather it will provide a much need refresh of the interior and exterior of the property and will improve the current offer provided. This represents a significant investment in the building.

6.3 Moreover, it would not undermine the building's identity as a pub or harm its architectural or heritage character. The proposed refurbishments will clearly retain the character of the pub as there is no change in use or development which would detract from this. Rather, it is proposed that the internal and external works would benefit the function of the pub, whilst preserving its historic significance through a sensitive design and development approach.

6.4 The planning history also highlights that previous improvements, have been acceptable and that these proposals form part of the significant investment in the property.

6.5 It is important to take into consideration that whilst 120 and 122 Euston Road are connected, only 120 Euston Road is subject to listing. Therefore, the principle of development at 122 Euston Road is considered acceptable as this building did not form part of the original public house, with the buildings only merging fairly recently in the 1990's.

6.6 As detailed within the Planning History section of this Statement, the council have previously approved applications for works which are sensitive to, and respect the historical significance of the listed building. The proposed works, subject of this application, have taken the planning history of the site into account and have undergone a detailed design process in order to ensure that they do not detract from, but rather complement, the historical and architectural importance of 120 Euston Road.

- 6.7 The proposed works are considered necessary in order to bring the pub in line with customer expectations and to ensure and safeguards its continued successful running. Whilst the proposed works to the unlisted 122 Euston Road are considered acceptable, the works to the Grade II listed 120 Euston Road are also considered both necessary and acceptable as they have been carefully considered to respect and enhance the historical and architectural significance of the listed building.
- 6.8 The proposed works are not considered to result in any detrimental impact on the historical significance of the building and are necessary to ensure the long-term survival of this heritage asset. The principle of development is therefore considered acceptable and should be supported by the council.

### **Design and Access**

- 6.9 The key design and access influences of the proposed development, namely its use, layout, amount (density, scale and massing), appearance and access are considered below.
- 6.10 As outlined within Section 3 of this Statement, this proposal includes a number of internal and external alterations. The accompanying drawings provide details on the proposed works but for completeness, we highlight the main details below.
- 6.11 In terms of the proposed bar details, a row of new 75mm x 75mm tiles will be laid across the frontage of the bar with ash faced MDF boards below in order to give the bar a traditional appearance. The existing opening will be infilled and will replicate the existing details. In addition, a new solid oak bar counter top will be fitted to the existing bar carcass. The detailing of the bar has been selected in order to both replicate and enhance the historic setting and give the bar a traditional look.
- 6.12 In regard to the proposed fixed seating, the railway carriages will be of a traditional pub look with reclaimed timber panelling at varying length to the base, with a plain fabric seat pad and diamond stitched detail with deep buttons for the backs. The stand will be capped by copper pipework with ash veneered capping below in a traditional style.
- 6.13 In relation to the flooring, this will be a mix of traditional tile and timber flooring, details of which are available on the accompanying drawings. Similarly, the walls will be finished in a mixture of brick slip, tiling and timber cladding. All finishes represent traditional styles and colours associated with traditional public houses. Therefore, they are considered appropriate and will not deter from the significance of the historic importance of the building and should be supported by the council.

6.14

*Use*

- 6.15 The proposals do not involve any deviation from the existing use as a pub, rather they seek to improve the building's identity as a vibrant pub through the upgrade of its internal and external appearance.

*Layout*

- 6.16 There would only be minor changes to the bar area, which will result in the infill of the existing access way which staff use to access behind the bar and the creation of a new access to be controlled via a hatch. This allows for more efficient access to the glasswash area. This alteration is minor and will not result in any changes to the layout used by customers. The proposals do not result in the removal or creation of any new walls. Furthermore, the locations of the proposed air conditioning units have been sensitively selected in order that they are not within the decorative ceiling and so have a minimal impact on the historic and architectural significance of the building.

*Amount (Density, Scale and Massing)*

- 6.17 There would be no alteration to the existing amount of development in terms of density, scale or massing.

*Appearance*

- 6.18 Alterations to the exterior of the public house would include a general improvement to the current appearance of the public house, including new adverts and lighting as well as a feature tiled floor finish to pavement demise, the installation of new feature lanterns on entranceways and the installation of a decorative faux planting box to the high ledge of the building above the fascia's.
- 6.19 Further external works proposed to the wider site will involve general improvements to the façade, including the addition of faux box planting to the ledge above the fascia; new feature lantern's and new feature tiled floor finish to the pavement demise.
- 6.20 The proposed external alterations and additions would be minor in extent, and be sympathetic in nature to the existing listed building.



- 6.21 In terms of the internal alterations, these would replace existing modern fittings and fixtures with attractive and appropriate new fittings. Whilst internal works will take place in both the listed and non-listed aspects of the site, the majority of the works occur in the unlisted 122 Euston Road and so are considered acceptable. The proposed internal alterations would not impact upon the heritage features of the property, as they would relate only to updating contemporary additions with suitable and attractive replacements. They would include new fixed seating, new flooring and new decorations, to update the appearance of the pub internally. Whilst the entrance porch to the basement will be removed, this is not an original feature and is therefore considered acceptable and would result in no overall harm to the significance of the historical importance of the site. This will result in a modernised and attractive interior that will nevertheless accord with the historic character of the listed building through a high quality design approach.
- 6.22 It is considered that the proposed development, overall, would improve the appearance of the public house and wider site through implementing subtle and attractive alterations and additions which would accord with by providing a high quality design and respecting the existing character of the property.
- 6.23 Moreover, the proposals would not detract from the neighbouring Conservation Area or negatively impact upon the listed building as required by the adopted Development Plan for Camden.
- 6.24 The proposals will be constructed to a high quality design as well as ensuring the importance of local character and distinctiveness in order that they respond appropriately to the surrounding context.

#### *Access*

- 6.25 The proposed alterations will not change access to the property. New entrance doors will be provided to the front elevation to existing entrance locations, however this will not affect entrance and egress from the property.

#### *Summary*

- 6.26 The design is reflective of the high quality nature of the Mitchells and Butlers approach to their estate, and the proposals will form an attractive, bespoke and inviting environment. The scheme will therefore reflect the existing high quality design of the unit and ensure that there is a sympathetic approach to both preserve and enhance the surrounding streetscene.
- 6.27 On the basis set out above, it is considered that the design principles adopted by the proposed development are in compliance with relevant, identified local planning policy contained within the Camden Development Plan. The proposal is also considered to be compliant with the NPPF (2019) through the delivery of good design.

#### **Heritage Statement**

- 6.28 This Heritage Statement addresses heritage matters in relation to the listed building and Conversation Area for internal and external works at the property.

*Listed Buildings*

- 6.29 The site consists of a Grade II listed building of special architectural and historic interest.
- 6.30 The properties were first listed on 14 May 1974 and consists of The Rocket Public House, 120 Euston Road NW1 2AL.
- 6.31 Their listing description is as follows:

*“Grade II Public house. 1899. By Shoebridge & Rising. For Cannon Brewery. Red brick with stone bands and dressings and steeply pitched slate roofs. Main building, three storeys and attic, one window, corner turret and two window return to Charlton Road; set back from Euston Road with single storey extension of one bay, splayed corner and four bay return filling forecourt. Granite public house frontage with pilasters with enriched capitals and banded shafts supporting fascia with projecting cornice and blocking course, Three round arched entrances (one on corner and two on return); windows with large round-arched light entrances (one on corner and two on return); windows with large round-arched light and small panes in spandrels. Main building with square-headed two-light sashes flanked by pilasters and with enriched aprons. Egg and dart main cornice at third floor level. Attic storey in large Flemish gables; west gable with windows in round-arched recesses and segmental topped enrichment; south gable with carved plaque of the sun rising over the sea and inscribed “Rebuilt 1899”. Corner turret with enriched panels and ornamented lead dome with finial.”*

**Need**

- 6.32 The proposed external works to the property are required in order to ensure the long-term commercial success of the business, and as part of the ongoing maintenance of the building to preserve and enhance the listed building of the public house. These alterations are necessary to update the external appearance of the property to provide a more attractive customer environment and to expand the current customer offering.
- 6.33 Further works to the exterior of the pub are essential to its ongoing maintenance and preservation. This will include the provision of new lanterns on the entrance ways, which has previously been approved by the council and so the principle is considered acceptable, along with the removal of all window extraction fans and the replacement of window glazing with like for like. These proposed alterations are required in order to update and refresh the external appearance of the property, as well as to maintain its operational function. This will ensure the ongoing preservation and maintenance of the listed building.

- 6.34 The exterior works are therefore considered to be acceptable and would not result in any detrimental impact to the significance of the listed building. Indeed, a robust argument can be made that the works will in actual fact enhance the significance of the listed building and ensure its ongoing enjoyment and appreciation by ensuring that it does not fall into a neglected state.
- 6.35 In terms of the interior alterations, these are intended to update and refresh the internal appearance of the pub, in addition to improving the layout. These alterations to the layout will involve the removal of a section of the bar to allow for a new access route and glasswash area, and the removal of existing booths and their replacement with straight fixed seating along with the repositioning of existing lighting.
- 6.36 It should be noted that the front of the bar is not original and so a precedent has already been established that appropriate works to this area are considered to be acceptable due to the fact this is not an original feature. Furthermore, as demonstrated on the accompanying plans, the section of the bar to be removed to allow a new access route to the glasswash area is minimal and will not detract from the overall appearance of the interior.
- 6.37 The booths that are to be removed do not fall within the listed section of the site and so their removal is considered acceptable. The booths replacement with straight fixed seating is considered more appropriate as it will create more space for customers to sit down in and therefore make a more efficient use of the space.
- 6.38 Further alteration involve the redecoration of the bar and include the infilling of the existing bar servery and replication of existing details, installation of a new row of tiles to bar carcass, new solid oak plinth to fit onto bar servery top and the removal of the existing hatch and extension of bar to match existing. In regards to the front bar servery, this appears to be a new addition which has tried to match the detailing of the lower bar section, although no details are available of when this addition occurred. It should also be taken into consideration that the bar backfitting glass screen, which is included in the listing, will be retained. Finally, it should be noted that the area in 122 Euston Road is not listed and so there should be no concerns in relation to this part of the bar removal. These internal works are considered necessary in order to bring the pub up to modern standards and meet customer expectations. In addition, these works will ensure the long term use of the listed building and its preservation.
- 6.39 In addition to the above a new air conditioning unit is to be provided. Currently the site has great difficulty keeping a comfortable temperature due to the vast amount of windows. Due to the existing window vents being removed, the provision of this unit is considered essential.

- 6.40 The positioning of the new air conditioning unit has been carefully considered so as not to result in any significant impact on the existing fixtures and fittings. As depicted on the accompanying plans, the new units will not be located in the decorative ceilings. Instead they are to be located subtly within the building in areas where they will prove both the most efficient but also in areas where their impact will be minimal and will not detract from the overall significance of the building.
- 6.41 The alterations to both the exterior and interior of the building have been sensitively designed so as not to impact on the significance of the listed building. The works are considered to enhance the building's historic significance and bring the building up to the required standards to meet customer expectations and ensure the long-term survival of the business.

### **Assessment**

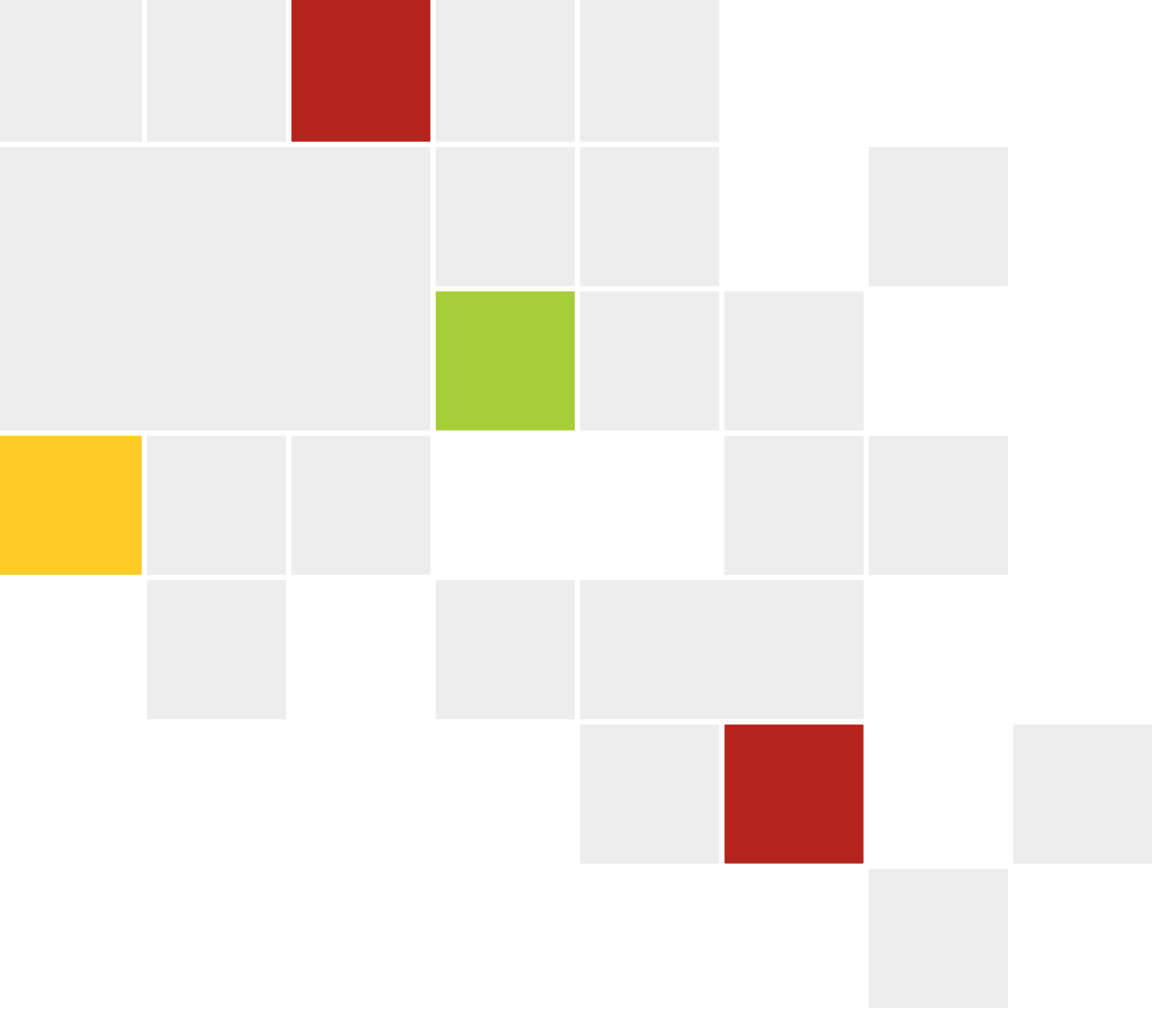
- 6.42 In terms of the proposed external alterations, these would be appropriate in scale and would not negatively impact upon the external façade of the building itself.
- 6.43 These changes externally would primarily involve a new advert in the form of a projection sign to the Euston Road elevation, faux box planting, the removal of all window extraction fans, the like for like replacement of window glazing, the installation of external heaters and new lanterns on the entrance ways. These would result in the upgrading of the appearance of the property through the provision of attractive and appropriate redecoration and refurbishment, which will contribute positively to the area's character and identity and will provide a significant investment to the listed building. These works will involve a sympathetic approach to the listed building, utilising appropriate materials and detailing in order to update and refresh both the interior and exterior of the public house.
- 6.44 The planning history for the site demonstrates that the council are supportive of applications providing they are sensitively designed and do not detract from the character of the listed building or neighbouring Conservation Area. Planning applications for appropriate advertisements and works have been approved and it is therefore considered that, given the high quality and sensitively designed nature of these proposals, that they are considered to be acceptable and should be supported by the council.
- 6.45 The works will reinforce the character, use and local distinctiveness of the property. Furthermore, the proposed external finishing details, including the lighting, will be sympathetic to the surrounding context by complementing the buildings in the wider area, providing a high quality scheme which will provide a refresh of a tired looking building.
- 6.46 Overall, it is considered that these proposed works to the listed building itself would improve and enhance the appearance of the external façade of the pub building through implementing sympathetic alterations that will assist in the ongoing preservation and maintenance of the property, as well as refreshing its current appearance which is in need of updating.

- 6.47 The proposed adverts would also not detract from the heritage features of the listed buildings forming the property of The Rocket, due to their relatively small scale, neutral colouring and attractive design. The adverts utilise traditional style materials and are designed to be subservient to the listed building in order to ensure that they do not appear overly prominent and do not detract from its special historic and architectural interest. In addition, the level and type of illumination is considered appropriate and would not result in visual clutter or detract from the important features of the building. Therefore, the proposed adverts will not result in any detrimental impact to the significance of the listed building and are considered acceptable and so should be supported by the council.
- 6.48 The design is reflective of the high quality nature of Mitchells and Butlers approach, which in conjunction with the muted off-white, olive and gold colour scheme will form an attractive, bespoke and inviting environment. In total the proposals will increase the visibility of the unit and its interactivity with the surrounding area, whilst adopting a sympathetic approach that is wholly appropriate in the context of its heritage setting. It is thus considered that the proposed adverts would accord with the surrounding character of the area and would not impact on the significance of the heritage assets.
- 6.49 Regarding the internal alterations, these would not result in a negative impact on the important heritage features associated with the interior of the property. This is as the interior has been the subject of previous modern alterations, and the proposed works would relate to replacing and updating these previous contemporary alterations to provide an enhanced and refreshed appearance. Overall, it is considered that these alterations are acceptable given their minor extent and appropriate detailing and materials utilised.
- 6.50 These internal alterations include new front bar cladding which is considered acceptable as the bar itself is not an original feature. In addition, new timber flooring and new floor tiling is also proposed. These works have been sensitively designed so as to respect the historic setting and to not result in any detrimental impact to its significance. The principle objective of these works is to refurbish the property in order to improve the service the business can offer customers. Notwithstanding this, the applicant has sought to ensure that the proposed works build upon, and enhance, the character of the building so that they are considered acceptable by the council.
- 6.51 Furthermore, it is noted that the listing relates only to 120 Euston Road and not the adjacent buildings. Therefore it is considered that any internal alterations to adjacent properties are acceptable. The internal alterations to 120 Euston Road are considered to maintain the heritage significance of the property as they would not result in any significant impact to the overall significance of the listed building.

6.52 Overall, the proposed internal and external alterations would involve modest and complementary alterations to the building which would both improve the appearance and help to maintain the existing the property without compromising its heritage significance. Accordingly, it is considered that the proposal would be acceptable both in terms of its impact on the Grade II listed building, as it would preserve and enhance these heritage assets.

## 7. CONCLUSION

- 7.1 This Supporting Statement has been prepared relating to the planning and listed building consent application for advertisements, internal and external works at The Rocket Public House, 120-122 Euston Road.
- 7.2 The proposed development is considered to be acceptable in planning terms when assessed against relevant local planning policy. The principle of development on site will not result in the loss or negatively impact upon the functioning of the pub, rather it will provide a much needed refresh of the exterior and interior of the property of the wider site, assist in the maintenance of the listed building and also improve the current offer provided. The proposals represent a significant investment by Mitchells and Butlers in the property.
- 7.3 In summary, the proposed advertisements, internal and external alterations to the public house and wider site will be of a high quality and sensitive nature, ensuring that the proposal will be sympathetic to the character and appearance of the listed buildings and neighbouring Conservation Area.
- 7.4 The proposed works would be minor in scale, and involve sensitive and sympathetic alterations which will enhance the existing pub building. The proposals for the alterations will enable The Rocket to be updated, sympathetically modernised and maintained, and thus contribute to the preservation and enhancement of Camden's heritage assets. A public house that is sensitively updated and expanded in offering would ensure the continued success of the business, and will enable the village to continue to be an attractive and popular destination for its residents and tourists alike.
- 7.5 Consequently, it is suggested that planning permission and listed building consent should be granted for this application with the appropriate conditions.



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