



The Rocket, Camden

Planning and Heritage Statement



Boyer

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TABLE OF CONTENTS

1. Introduction	2
2. Site and Surrounding Context	3
3. Proposed Development	4
4. Planning History	5
5. Planning Policy Context	6
6. Key Considerations	9
7. Heritage Statement	1
8. Conclusion	3

APPENDIX

Appendix One – Site Location Plan

1. INTRODUCTION

- 1.1 This Planning Statement has been prepared by Boyer on behalf of our client, Mitchells and Butlers, in support of advertisements and listed building consent at The Rocket, Euston Road, 120 Euston Road, London NW1 2AL.
- 1.2 The proposed works seek to ensure the public house will continue to be a vibrant destination, assisting in helping to retain and attract new patrons.
- 1.3 This Planning Statement should be considered alongside the accompanying forms and drawings submitted with the application.

Statement Structure

- 1.4 This Statement provides an evaluation of the planning considerations and comprises:
 - A description of the application site and surroundings (Section 2);
 - An explanation of the proposed development (Section 3);
 - An overview of relevant planning history at the site (Section 4);
 - A review of relevant local and national planning policy (Section 5);
 - An appraisal of the key considerations regarding the proposed development (Section 6);
 - A review of the heritage significance (Section 7); and
 - A conclusion (Section 8).

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:
- 1.6 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
- 1.7 The proposed advertisements will not compromise the aesthetic or historic interest of the public house and will maintain the operation and trade through the provision of a high-quality scheme that is sensitive to its surrounding context.

2. SITE AND SURROUNDING CONTEXT

Application Site

- 2.1 The Site is situated along the A501 which is located to the southeast of Camden Town. The surrounding area consists of high rise building with predominantly commercial uses at the ground floor. These include Pizza Express, Albertini Italian Restaurant, Mabel's Tavern and the Premier in.
- 2.2 The Rocket is a Grade II Listed Building of special architectural and historic interest. The property was first listed 1 May 1974 under entry 1342072. The entry was subject to a Minor Amendment in August 2017. The listing states:

'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.'
- 2.3 The site is not located in a conservation area and is not affected by any ecological or environmental designations.

3. PROPOSED DEVELOPMENT

3.1 Planning permission is sought for Advertisements and Listed Building consent at The Rocket, Euston Road

Overview of the proposed development

3.2 The works comprise:

- X 2 Polished Gold Rimex letters (The Rocket). Illuminated by 3 x Dark Brass cowl lights;
- X 2 Surrey B Lantern in Powdercoated (120 Euston Road) Gold with bespoke bow bracket;
- X 2 Hyde Park lantern in Brass with bespoke bow bracket;
- Re-skin existing awnings
- Folded aluminium tray sign powdercoated to match F&B Hague Blue House name and Logo in Gold Rimex; and
- Re-Signwrite to existing Ironworks.

3.3 It is considered that the implementation the high-quality design would not only have no material detrimental impact upon the character, appearance and heritage significance of the listed building or surrounding area, but moreover respond to the local context and enhance the existing character and local distinctiveness of the building.

4. PLANNING HISTORY

4.1 There have been various, listed building and advertisements applications at The Rocket, Euston Road, as set out below.

Reference	Description	Decision
2018/1061/L	Extend existing rear external ducting upwards to terminate at eaves level	Approved May 2018
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 June 2006
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 June 2006
2006/1359/L	Installation of 4 no. awnings to side elevation of public house (Class A4).	Approved May 2006
2006/1357/P	Installation of 4 no. awnings to side elevation of public house (Class A4)	Approved May 2006

5. PLANNING POLICY CONTEXT

Designation

- 5.1 The site is Grade II Listed and therefore listed under the Planning (Listed Building and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.
- 5.2 The site is not located in a conservation area and is not affected by any ecological or environmental designations.
- 5.3 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.
- 5.4 The Development Plan for the purpose of this application consists of Camden Local Plan (adopted 2017).
- 5.5 There are also other local and national policy documents, which are material considerations, including:
 - *Supplementary Planning Guidance; and*
 - *National Planning Policy Framework (July 2021).*

Camden Local Plan (2017)

- 5.6 Policy G1: Delivery and location of growth outlines that the council will deliver growth by securing high quality development and promoting the most efficient use of land and buildings in Camden by:
 - a) supporting development that makes best use of its site, taking into account quality of design, its surroundings, sustainability, amenity, heritage, transport accessibility and any other considerations relevant to the site;
 - b) resisting development that makes inefficient use of Camden's limited land;
 - c) expecting the provision of a mix of uses where appropriate; and
 - d) supporting a mix of uses either on site or across multiple sites as part of an agreed coordinated development approach.
- 5.7 Policy C1: Health and Wellbeing ensures the council will improve and promote strong, vibrant and healthy communities through ensuring a high quality environment with local services to support health, social and cultural wellbeing and reduce inequalities.
- 5.8 Policy C2: Community facilities identifies that the council will work with its partners to ensure that community facilities and services are developed and modernised to meet the changing needs of our community and reflect new approaches to the delivery of services.
- 5.9 Policy C4: Public Houses states that the council will seek to protect public houses which are of community, heritage or townscape value.
- 5.10 Policy E1: Economic development confirms that the council will secure a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local residents and businesses.

- 5.11 Policy E3: Tourism declares the councils recognition of the importance of the visitor economy in Camden and will support tourism development and visitor accommodation.
- 5.12 Policy A1: Managing the impact of development states that the council will seek to protect the quality of life of occupiers and neighbours. We will grant permission for development unless this causes unacceptable harm to amenity.
- 5.13 Policy A4: Noise and vibration sets out that the council will seek to ensure that noise and vibration is controlled and managed.
- 5.14 Policy D1: Design identities that the council will seek to secure high quality design in development, and that the council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.
- 5.15 Policy D2: Heritage declares that the council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets.

Material Policy Considerations

- 5.16 Paragraph 12 of the NPPF sets out the presumption in favour of sustainable development within the planning system and states that development proposals that accord with the development plan should be approved without delay.
- 5.17 Paragraph 81 outlines that 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.
- 5.18 Section 8 also supports that planning policies and decisions should encourage the use of community facilities including public houses, to enhance the sustainability of communities and residential environments.
- 5.19 Section 16 details conserving and enhancing the historic environment. This section highlights historic assets as irreplaceable resources that should be conserved in a manner appropriate to their significant for their contribution to the quality of life of existing and future generations.
- 5.20 Paragraph 191 sets out a positive strategy for the conservation and enjoyment of the historic environment that accounts for:
 - 5.21 The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.
 - 5.22 The wider social, cultural, economic, and environmental benefits that conservation of the historic environment can bring.
 - 5.23 The desirability of new development making a positive contribution to local character and distinctiveness; and
 - 5.24 Opportunities to draw on the contribution made by the historic environment to the character of a place.

- 5.25 Paragraph 200 addresses the potential impacts of a proposed development on the significance of a designated heritage asset. Any harm to (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.

Supplementary Planning Guidance

Advertisements (2018)

- 5.26 Paragraph 1.7 of the Camden Council Advertisements (2018) SPG states that Good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. In addition, as a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the host building as little as possible. Advertisements will not be considered acceptable where they adversely impact upon amenity and public safety.
- 5.27 Furthermore, Paragraph 1.8 declares that Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment.

6. KEY CONSIDERATIONS

- 6.1 This Section considers the key planning considerations arising from the proposal. It draws upon the site context, planning history and policy review, together with other relevant matters.

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-needed refresh to the external appearance of the pub.
- 6.3 In addition, advertisements to pubs have been previously granted for The Rocket, and other pubs in Camden. This indicates the acceptability of advertisements applications to support incentives improve the appearance of public houses, granted under the same Council.
- 6.4 The proposal would not undermine the building's identity as a pub or harm its character as a building of special architectural or historic interest. The proposed alterations will clearly retain the character of the pub, as there is no change in use or development that would detract from this.
- 6.5 The scale and design of the development would be suitable to Camden and would not have a negative impact on its setting in accordance with Local Plan Policies D1 and D2.
- 6.6 The public house is not located within a conservation area or any additional environmental designations, thus the proposed development would not result in any undue harm or negative impact upon the building and its setting.
- 6.7 Following a challenging time for the hospitality industry as a result of the pandemic, the proposal seeks to invest in its offering to customers for an attractive internal area of high-quality design, in accordance with local and national policy objectives to support economic growth, adaptability and productivity for local businesses in a prosperous economy.

Impact on the character and appearance of the area

Use

- 6.8 The proposal does not involve any deviation from the existing use as a pub, rather they simply seek to improve the building's appearance.

Design

- 6.9 The proposed works would overall be in keeping with the prevailing character and architectural of the listed building. The works would revitalise and enhance the setting of the listed building.
- 6.10 It is considered that the proposed development, overall, would improve the appearance of the public house and grounds. The implementation of attractive alterations would provide a high-quality design that responds to the local context and enhances the existing character and local distinctiveness of the listed building in compliance with Local Plan Policies D1 and D2.

Materials

- 6.11 The proposed materials would seek to match the existing where possible and would complement the character and appearance of the listed building and surrounding area.

- 6.12 The proposals will be constructed utilising appropriate materials and detailing that will positively contribute to the local character and appearance of the local area and distinctiveness of the listed building.

Summary

- 6.13 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 site, ensuring there is a sympathetic approach to both preserve and enhance the character and appearance of the host building and the surrounding scene of Camden.

7. HERITAGE STATEMENT

- 7.1 This section of the report considers the proposal from a heritage perspective. It examines the impact that the proposal will have on the listed building, sets out the rationale for the proposed works, then concludes with an assessment of the likely impacts of the proposed works on the heritage designations.

Heritage Significance

- 7.1 The public house is Grade II Listed under reference 1342072. The listing states:

'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.'

- 7.2 Paragraph 7.41 of the Local Plan outlines that the council places great importance on preserving the historic environment, and expects that that development '*not only conserves, but also takes opportunities to enhance, or better reveal the significance of heritage assets and their settings*'.
- 7.3 To this end, the works are minor in nature and will be sensitively constructed to conserve and compliment the listed building and surrounding area due its design, scale and nature.

Rationale for the Proposed Works

- 7.4 In compliance with this, the proposal seeks only to provide necessary restoration, and works to the listed building that would improve the pub's appearance and be sympathetic to the original building and respect the traditional materials and local features of the area.
- 7.5 The building requires investment and revitalisation in order to protect and preserve the listed building whilst remain competitive and meet modern customer expectations.
- 7.6 Paragraph 197 of the NPPF states; in determining applications, local planning authorities should take account of:
- a) The desirability of sustaining and enhancing the significance of heritage assets and putting them to 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.

- 7.7 Furthermore, paragraph 206 of the NPPF states: ‘Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.’
- 7.8 Therefore, the rationale for development is to upgrade the building to meet present day needs and commercial expectations, allowing the continued success and viable operation of the pub and heritage asset. Ongoing investment and maintenance are essential for the long-term protection and use of the building. The proposed works are sensitive to the host building and are considered to have a negligible impact on the wider surrounding area, thus conserving the character of the Listed Building and its setting.

Assessment of the likely impact of the proposal

- 7.9 The proposal would not remove traditional local features of the host dwelling nor materially alter the prevailing character and architectural interest of the Listed Building.
- 7.10 No substantial harm or loss would result from the proposed works to the Listed Building. The proposed works would revitalise and refresh the listed building for the benefit of members of the public and residents of the local area, as well as patrons of the pub.
- 7.11 The proposed works are considered to provide a positive contribution to the character and appearance of the surrounding area and enhance the building’s historic and architectural interest along Euston Road and wider community.

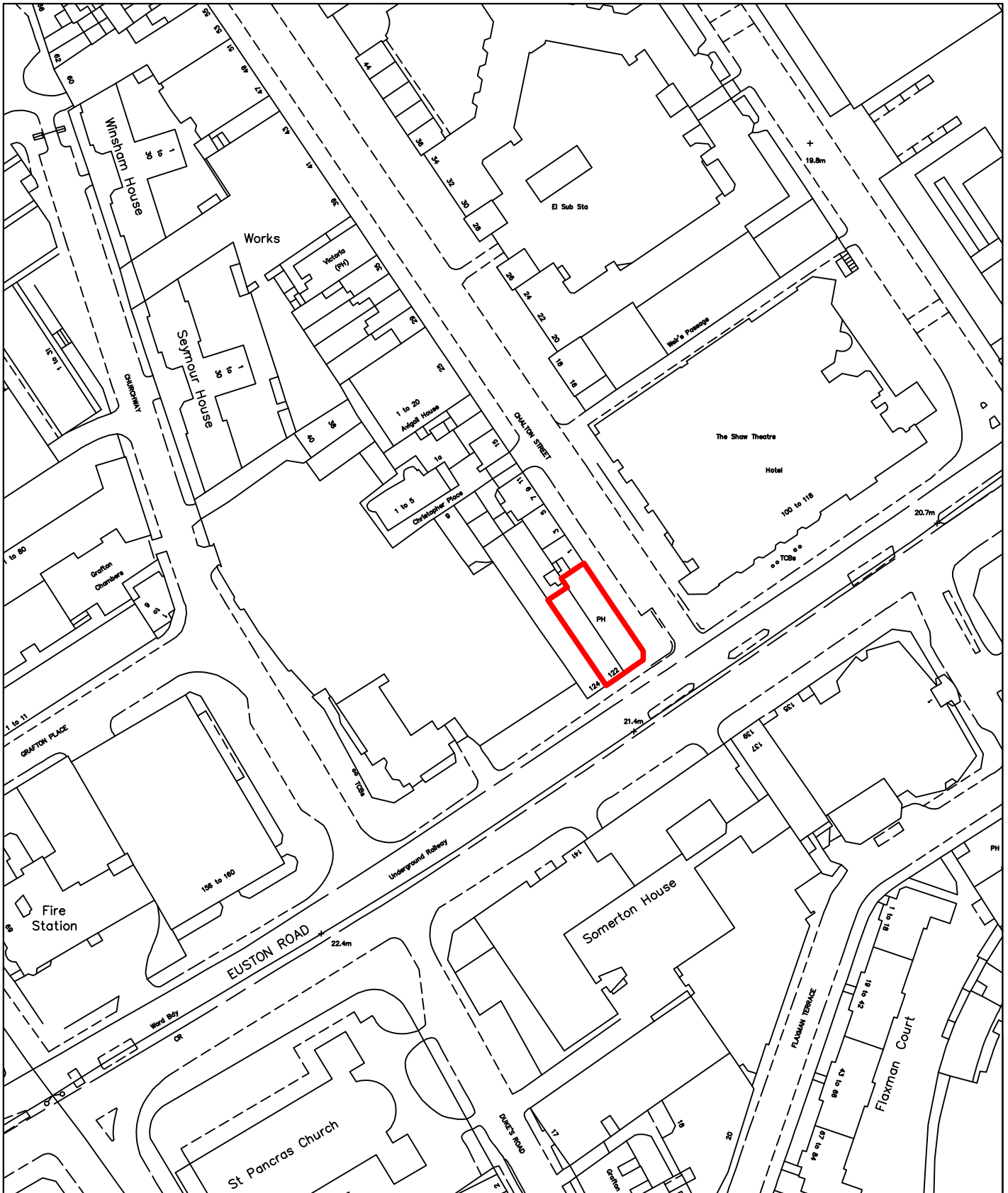
Summary

- 7.12 The proposed scheme would preserve, sustain, and enhance the special character, significance, appearance, and historic interest of the site where possible. The scale, form, proportion, design, and materials proposed would ensure the retention of heritage features in accordance with national and Local Plan policy.
- 7.13 The scheme seeks to minimise its impact with sensitive materials that complement the local context. Therefore, the works would seek to preserve the setting of the asset, ensure the character and appearance of the Listed Building is respected, and any harmful impacts are avoided. As such, the proposed development is considered to respect and maintain its positive contribution to the local area, as well as its heritage asset status.

8. CONCLUSION

- 8.1 This Statement has been prepared to support an application for Advertisement and Listed Building consent at The Rocket, Euston Road.
- 8.2 The proposed development is considered acceptable in planning terms when assessed against relevant local planning policy. The proposed development will provide a much-needed refresh of the existing signage of the public house to improve the current offer provided, meet commercial expectation and present-day needs. The proposals represent a significant investment by Mitchells and Butler in the property. Ongoing investment and maintenance are essential for the long-term protection and use of the listed building.
- 8.3 In summary, the alterations to the public house will be of a high quality and sensitive nature, ensuring that the proposal will be sympathetic to the setting of the listed building.
- 8.4 The proposed works would be minor in scale and involve sensitive and sympathetic alterations which will enhance the existing property. The proposals will enable the public house to be updated, sympathetically modernised, and maintained, and thus contribute to the preservation and enhancement of Camden's heritage assets. A property that is sensitively updated will ensure the continued success of the business and will enable the settlement to continue to be an attractive and popular destination for its residents and tourists alike.
- 8.5 On balance, the proposed development represents improvement to the future operation of the pub and does not give rise to any adverse design or amenity impacts. Therefore, the proposal is considered to be in accordance with the Development Plan, NPPF and other relevant material considerations.
- 8.6 Therefore, planning permission and listed building consent should be granted subject to any necessary conditions.

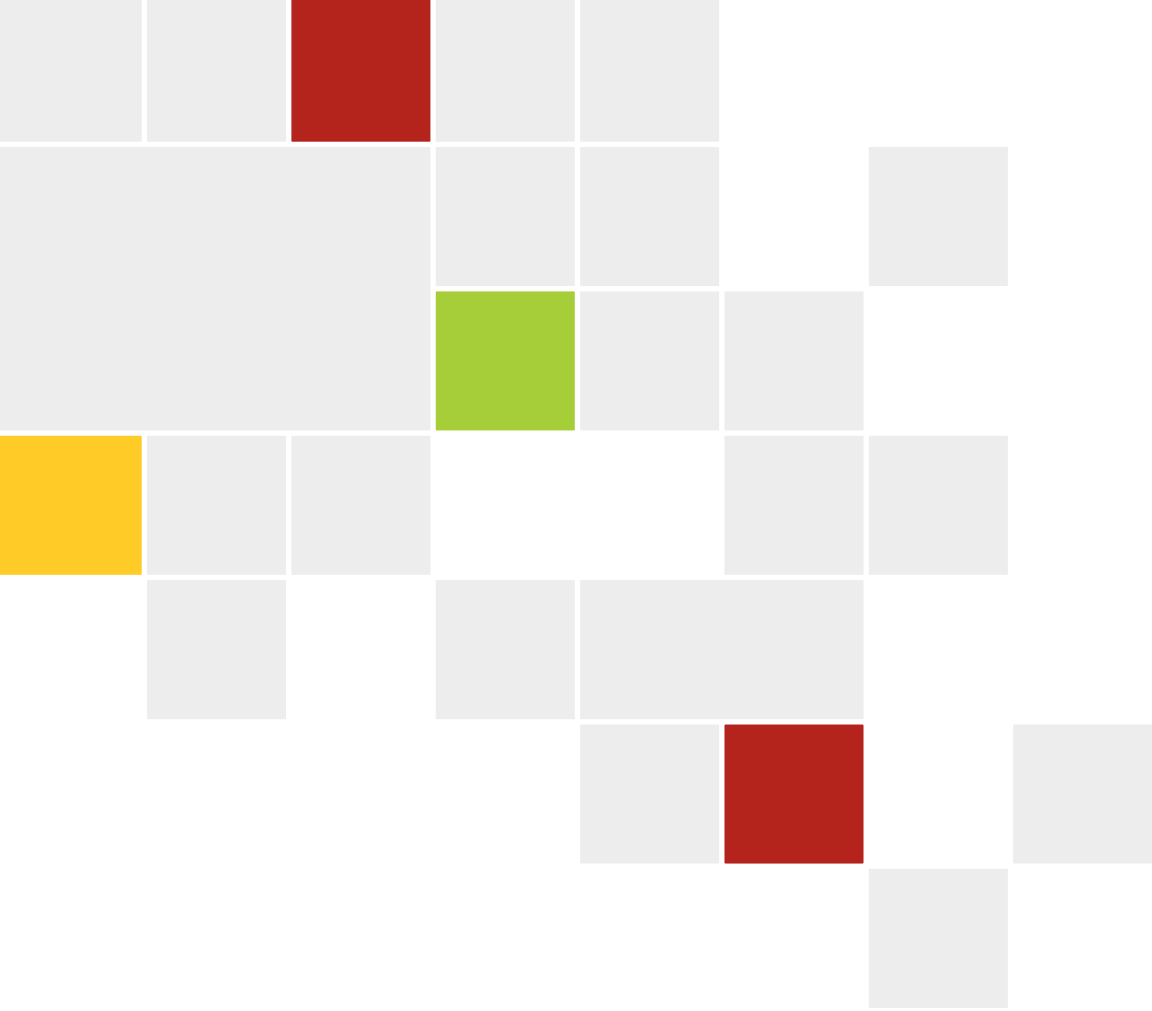
APPENDIX ONE – SITE LOCATION PLAN



Site		The Rocket 120 Euston Road, London, NW1 2AL		<p style="text-align: center;">THE JTS PARTNERSHIP</p> <p style="text-align: center;">Chartered Valuation Surveyors • Town Planning Consultants</p> <p style="text-align: center;">Number One, The Drive, Great Warley, Brentwood, Essex CM13 3DJ</p> <p style="text-align: center;">Tel: (01277) 224664 Fax: (01277) 215487 Email: service@jtspartnership.co.uk</p> <p style="text-align: center;"><small>Trading as a Limited Liability Partnership. Registered in England & Wales. Registration N° OC307263</small></p>	
Client		Mitchells & Butlers Retail Ltd			
Drawing Title		Site Location Plan			
Scale 1:1250	Date July 2010	Drawn by SW	Checked by ND	Drawing Number	JTS/7132/01



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