The Rocket, Camden

Planning and Heritage Statement



Prepared on behalf of Mitchells and Butlers | May 2022

Report Control

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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 for a full planning application and listed building consent for various internal and external works 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:
- 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 alterations 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 buildings 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 I 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 and listed building consent is sought for various internal and external works at The Rocket, Euston Road.

Ground Floor

- 3.2 The proposed alterations to the ground floor include:
 - New tiled floor throughout
 - 3no. New roller blinds throughout
 - New dining table and chair furniture throughout
 - 3no. New ceiling fans throughout
 - 1no. New full height mesh screen in bar area
 - 2no. New 65" TV in var area
 - Strip, stain and re-polish existing timber flooring in bar area
 - Allow to lower bulkhead to house tv location in bar area
 - Add draft strips to all entrance doors
 - Retain existing mosaic tiled floorspace at side entrance
 - Retain existing decorative ceiling finish in bar area
 - 1no. New entrance door tiling
 - Retain existing door and install lock leading to toilets
 - 1no. New 75" TV with protective covering near toilet area
 - Allow for new wall light positions onto wall behind booths with copper conduit in dining area
 - Relocate 2no. existing radiators into capping of fixed seating in dining area
 - Retain existing 35" tv in dining area
 - 1no. New viny flooring in accessible WC
 - Full decorations and installation of nappy and sanitary bin in accessible WC
 - Existing food hoist shaft to be expanded to house plates for pizza
 - Cap off picture light in dining area

Bar

- 3.3 The proposed alterations to the bar include:
 - 1no. New unfixed timber bottle strips
 - 1no. New double bottle cooler

- 10no. New overbar pendants
- New bar backfitting top finished in stainless steel
- New fluted glass and reclaimed timber screen
- Realign lighting positions in cable tray
- Stain bar top in medium walnut
- Fit new 550mm wide 32mm thick solid oak bar counter top to existing bar carcass, stain and polish to match
- Allow to fit new decorative moulding to front face of new bar top
- Retain existing bar front counter to be stained medium walnut. Upright divides to be stained ebony
- Fit new glazed screen on top of solid oak plinth. To be formed from 25mm box section steel and infilled with opaque reeded glass
- New 100mm square solid oak plinth to be fitted onto bat survey top. Allow to stain and polish to match bar top
- Fit new warm whit LED tape to wash bar counter front
- Allow to fit new polished finish skirting board bar severy
- Sides and rear of display cage to be faced in reclaimed timber panels to be fixed in a chevron style layout
- Reclaimed timber shelves with recessed LED warm white strip lighting in diffusers. Space shelves evenly apart with s minimum of 350mm in height
- New 25mm mild steel door frames with copper mesh front panels To be lockable with a large scaled vintage pad lock
- New reclaimed timber in display cage
- New solid ash 40mm bat counter stained medium walnut counter depth 600mm

Basement

- 3.4 The proposed alterations to the basement include:
 - New matting to lobby
 - New entrance lobby doors
 - New tiled flooring
 - New full height wall tiling
 - 4no. New cubicle doors with ironmongery
 - Retain existing cubicle partitions, decorations only
 - Retain existing vanity unit, allow to decorate & install new laminate top
 - Retain existing wash hand basins
 - Allow to overhaul existing extraction system and ensure fully working upon completion
 - New hand dryer positions
 - Remove existing radiator, allow for new to new position
 - Retain existing WC's, new seats full decorations to all painted surfaces

Exterior

- 3.5 The proposed exterior works include:
 - New faux box planting to high level ledge of building above fascia's
 - Remove all window extraction fans and allow to replace with glazing like for like
 - Retaine existing shutter systems in front of entrance doors for security purposes. Allow to decorate into black
 - Remove all signage visual form windows
 - Retain 4no. awnings and re-skin
 - New internal heaters to be installed
 - 6no. new key clamp furniture sets fixed
 - 4no. new planter with Perspex screen to back edge for protection
- 3.6 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 full, listed building and advertisements applications at The Rocket, Euston Road, as set out below.

Reference	Description	Decision
2022/1831/L	Installation of 4 x signage letters, 12 x cowl lights, 2 x powdercoated lanterns, 2 x brass lanterns, 1 x aluminium tray sign, to grade II listed building.	Pending
2022/1268/A	Installation of 4 x signage letters, 12 x cowl lights, 2 x powdercoated lanterns, 2 x brass lanterns, 1 x aluminium tray sign.	Pending
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 is 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 C3: Cultural and Leisure facilities informs that the Council will seek to protect cultural and leisure facilities and manage the impact of adjoining uses where this is likely to impact their continued operation.
- 5.10 Policy C4: Public Houses states that the council will seek to protect public houses which are of community, heritage or townscape value.

- 5.11 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
- 5.12 Policy E3: Tourism declares the councils recognition of the importance of the visitor economy in Camden and will support tourism development and visitor accommodation.
- 5.13 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.
- 5.14 Policy A4: Noise and vibration sets out that the council will seek to ensure that noise and vibration is controlled and managed.
- 5.15 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.
- 5.16 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.
- 5.17 In regards to conservation areas, Policy D2 informs that The Council will:
 - a) require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;
 - b) resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area;
 - c) resist development outside of a conservation area that causes harm to the character or appearance of that conservation area; and
 - d) preserve trees and garden spaces which contribute to the character and appearance of a conservation area or which provide a setting for Camden's architectural heritage.

Material Policy Considerations

- 5.18 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.
- 5.19 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.
- 5.20 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.

- 5.21 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.
- 5.22 Paragraph 191 sets out a positive strategy for the conservation and enjoyment of the historic environment that accounts for:
 - The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.
 - The wider social, cultural, economic, and environmental benefits that conservation of the historic environment can bring.
 - The desirability of new development making a positive contribution to local character and distinctiveness; and
 - Opportunities to draw on the contribution made by the historic environment to the character of a place.
- 5.23 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

Community uses, leisure facilities and pubs (January 2021)

- 5.24 Paragraph 4.2 states that pubs in the borough, even where they are well-used and trading successfully, are vulnerable to being lost due to the development value that conversion of the premises to other uses can realise.
- 5.25 Paragraph 4.4 adds that many pubs in Camden provide valuable space to support recreation and leisure activities such as live music, comedy nights, pool and darts leagues, parties and celebrations, theatre, political debate, community meetings and quizzes. They also add diversity and interest to Camden's town centres and shape the identity of the area, particularly in Camden Town where there is a synergy between public houses and the live music venues in the area.
- 5.26 In terms of heritage, paragraph 4.28 declares that pubs often have attractive architectural detailing and distinctive signage, windows and internal fittings. They can also act as repositories of social history and may be connected to individuals and events of historical note. A number of pubs in Camden are listed buildings, identified as positive contributors to conservation areas or included on the 'Local List' of non-designated heritage assets

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.
- 6.2 These evidence sources suggest that the following matters are relevant to the determination of the application:
 - The principle of development.
 - Impact on the character and appearance of area.
 - Impact on amenity and neighbour's living conditions; and
 - Heritage to be addressed in section 7.0 Heritage Statement.

Principle of Development

- 6.3 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 of the exterior and interior of the building. The proposal will improve the current offer provided and represent a significant investment in the building.
- 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. It is proposed that the internal and external works would benefit the function of the pub, whilst preserving its historic and architectural significance through a sensitive design and development approach. The scale and design of the development would be suitable to the borough and would not have a negative impact on its setting in accordance with Policy D2.
- 6.5 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. The scheme would also support and maintain the local community facilities of the borough, recognising the vital role public houses have in supporting the borough through social and community facilities.
- 6.6 The refurbishments to the basement, ground floor and exterior of the pub intends to benefit the public house be enhancing its attractive quality whilst being sensitive and sympathetic to the listed buildings design. Therefore, are in accordance with local plan polices C2, C4, C4 and D2.
- 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 both indoor and outdoor seating, in accordance with local and national policy objectives to support economic growth, adaptability and productivity for local businesses in a prosperous economy.
- 6.8 Furthermore, the extensive planning history of the site provides evidence that previous improvements have been acceptable.

Impact on the character and appearance of the area

Use

6.9 The proposals do not involve any deviation from the existing use as a pub, rather they seek to improve the building's appearance and functioning as a vibrant pub through the upgrade of the exterior and interior of the buildings and grounds.

Layout

6.10 There are no proposed works that seek to reconfigure the layout. The setting will remain as existing.

Scale and Design

- 6.11 The minor alterations proposed to the internal and external area are of a modest design, size and scale that is subservient to the main building and would be suitably set away from the listed building, so not to detract from the architectural and historical merit. All elements of the proposal are therefore not considered to harm the character and appearance of the area or listed building.
- 6.12 There would be no alterations to the existing amount of development in terms of density, scale, or massing to the main building.
- 6.13 A significant portion of the external works to the main building would predominantly comprise of sensitively repairing the existing external finishes. The proposed works would be in-keeping with the listed building and minimise impact and harmonise with the prevailing character and architectural vernacular of the listed building.
- 6.14 It is also proposed to upgrade the existing exterior sings in accordance with the proposed refurbishments. Details of which can be found in application 2022/1268/A.
- 6.15 The proposed internal and external works would overall be in keeping with the prevailing character and architectural of the listed building. The interior works would revitalise and enhance the setting of the listed building without proposing any noteworthy reconfigurations. The design of the proposal would not impact upon the heritage features of the property.
- 6.16 It is considered that the proposed development, overall, would improve the appearance of the public house and grounds. The implementation of attractive alterations and additions 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 policy D2.

Access

6.17 Access to the public house will remain as existing. The proposal will continue to be accessed via the main property entrance off Euston Road. The single alteration that will alter the existing internal access includes the removal of the existing lobby and access door, which will be replaced by a new mesh balustrade. It is considered that this will not impact the circulation and connectivity of the building.

Materials

6.18 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.

6.19 The proposals will be constructed by 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

6.20 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

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 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.

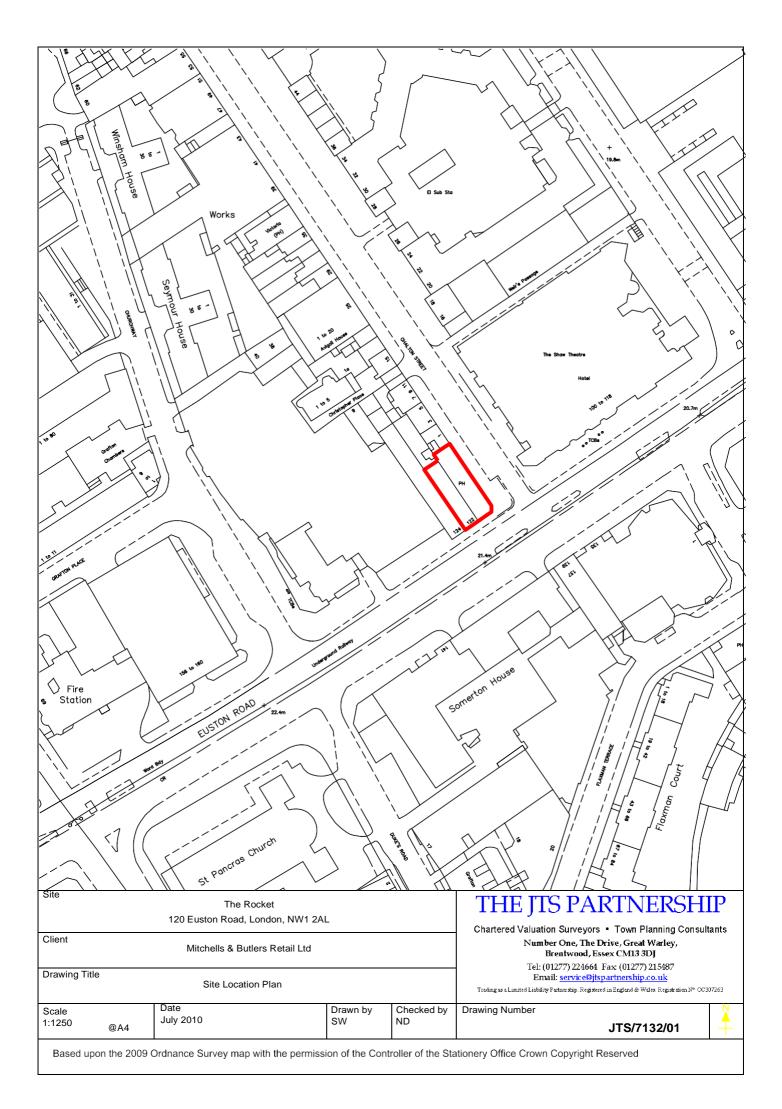
Summary

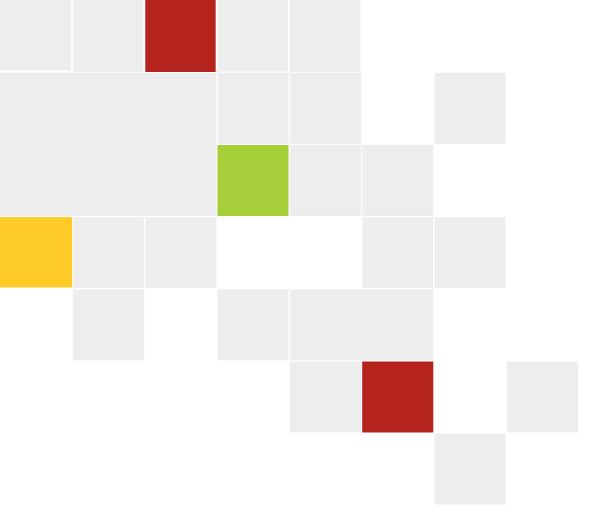
- 7.12 The proposed scheme would preserve, sustain, and enhance the special character, significance, appearance, and historic interest of the site where possible. The scale, form, proportion, design, and materials proposed would ensure the retention of heritage features in accordance with national and 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 Full Planning permission and Listed Building consent for various internal and external alterations 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







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