

Heritage Statement



Address:

Royal George
Eversholt Street
Euston Square
London NW1 1DG

Applicant:

Greene King

Reference:

24159/MG

1 INTRODUCTION

This Statement has been prepared in accordance with the requirements of the National Planning Policy Framework (NPPF) that the Government revised in July 2018. This replaces the previous NPPF published in March 2012.

Page 55 of the NPPF – ‘Proposals affecting heritage assets’ – states, in paragraph 189, that in determining applications Local Planning Authorities “should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting”. Paragraph 189, further directs that “the level of detail should be proportionate to the asset’s importance and no more than is sufficient to understand the potential impact of the proposal on their significance”. As set out in paragraph 029 of the Government’s online planning guidance to making a planning application, Design and Access Statements should be: “proportionate to the complexity of the application, but should not be long.”

This Statement has been prepared in support of applications that seek listed building consent for the works to an existing public house at Eversholt Street, London.

The proposal is fully illustrated on the scaled application drawings, photomontages and described in this Heritage Statement, which is proportionate to the scheme under consideration.

2 APPLICATION DETAILS

Site address

Royal George
Eversholt Street
Euston Square
London NW1 1DG

Applicant

Greene King
Abbot House
Westgate St,
Bury St Edmunds
IP33 1QT

Agent

Inventive Design Associates
57 Station Road
Cheadle Hulme
SK8 7AA

Description of the proposal:

Internal refurbishment scheme including bar alterations and decorations. New signage scheme.

Context

The proposed development site is grade II listed and its details are included below:

Listed Entry Number:

1342046

Listing Description:

“Public house with staff flat over. 1939-40. By AE Sewell, LRIBA, architect to Mssrs. Truman, Hanbury and Buxton, brewers to replace a public house of the same name in Drummond Street. Stock brick between bands of artificial stone to ground floor and attic, green slate roof. Rear stacks. EXTERIOR: 3 storeys and cellars on rectangular plot with curved corners. Corner entrances to former public (north) and saloon (south) bars, and central entrance to former private bar; all have double doors. Band of six 2-light sash windows either side of central entrance. First floor has large 2-light casements under stone heads, four in centre and one on each corner; similar casements form a strip in attic, set back under projecting eaves and with set-back corners dominated by relief sculptures of eagles. Access to upper flat in Wellesley Road, where a door in similar style sits under first-floor tripartite window with stone jambs. INTERIOR: the interior originally consisted of lounge and public bar at either end, with private bar in centre and games room at rear now occupied by food counter. These bars now united, but central counter remains. This, the back bar and the walls and supporting columns to frieze height all with veneer panelling typical of the late 1930s, with banded decoration to bar and fitted seats to former lounge area clad in the same timber. The chimney-pieces are most elaborately treated, with marquetry decoration, that to the public bar with small panels contrasting the steam age of the 1830s with the radios and cocktails of the 1930s; a larger marquetry panel in the lounge depicts the sailing ship The Royal George. Banded coving over bar fascia and to cornices; inset roundels in ceiling serve later C20 light fittings. Included as a remarkably complete example of a 1930s pub, with excellent marquetry panels depicting features from the style of the period done with charm and panache.”

Design

The works involve an internal refurbishment of the building, which has been designed to refresh and enrich the existing interior, while taking nothing away from it's heritage value. The new signage scheme is of a high quality, and will enhance the exterior of the building. The works are outlined in the table on the opposite page.

HERITAGE ASSESSMENT

Proposed Works	Description	Impact
Bar Alterations	Alterations to the bar servery as shown on drawing 24159-301.	The main element to this work is the removal of a section of bar to the right-hand side (as shown on plan). This section of bar was added in a refurbishment in 2016. So with this being a modern addition, its heritage impact is considered to be very low.
Toilet Refurbishments	Alterations to the toilets as shown on drawing 24159-301.	The toilets fittings & fixtures are modern additions and their refurbishment will be positive for the building, and have no impact on heritage value.
New doors	New doors to the toilets.	The existing toilet doors are flush plywood doors of low quality. The installation of new stained hardwood finish doors will be of a considerable benefit to the building.
Other works	Internal decorations, new flooring behind the bar, new fixed seating & new T&G cladding to columns around the bar area.	These works are minor and considered to have a very low impact on the heritage value of the building.



Main bar area.



Main bar area.



Section of bar to be removed.



Toilet doors.