

Design & Access Statement/Heritage Statement

ROYAL GEORGE

8-14 EVERSLOT STREET
LONDON
NW1 1DG

Introduction:

This Design & Access Statement seeks to meet the documentary requirements of the current NPPF, for buildings located within a Conservation Area and for buildings having a grade listing. It has been submitted to assess the interest of the application site to justify the proposed works in terms of their impact on the heritage asset identified. The statement assesses the nature, extent and importance of the significance of the asset and its setting to allow the impact of the proposed works on that significance and setting to be properly assessed by the local planning authority.

Description of proposal

Installation of replacement signs to include 1x fascia sign, 1x projecting sign, 2x amenity boards, 1x door plaque, 1x menu case, 4x lanterns , 2x sets of signwriting, 5x floodlights, 2x large amenity boards and repainting to the ground floor window and doors

The proposal is to replace the existing signs which due to age and condition do not reflect the high standard of the interior

All existing signs would be removed and any fixing holes made good before the exterior ground floor windows and doors are repainted to the colour stated on drawing 195664 (Rev A)

The signage scheme and change of colour to the windows and doors has been designed on a mainly like for like basis to complement the building and street scene

The Listing

Details

CAMDEN

TQ2982NE EVERSLOT STREET 798-1/89/1879 (East side) Nos.8-14

(Even) The Royal George

II

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.

Listing NGR: TQ2971182697

A little history

- Name and Inspiration: The pub is named after the HMS Royal George, a Royal Navy flagship that sank in 1873, and the front of the pub is designed to resemble the stern of the ship.
- Rebuilding and Architecture: The pub was rebuilt in the late 1930s for Truman, Hanbury & Buxton and designed by A.E. Sewell.
- Marquetry: The Royal George features rare marquetry decoration on the fireplaces, with panels contrasting the steam age of the 1830s with the radios and cocktails of the 1930s.

- Location: The pub is located opposite Euston Station.
- History of the area: Camden Town traces its roots back to the 18th century when it was initially a small, rural settlement on the outskirts of London. Named after Charles Pratt, the 1st Earl of Camden, the area began to grow rapidly with the advent of the Grand Union Canal in the late 18th century.

Impact on the area

These signs have been specifically designed with careful consideration given to the historic fabric, character and setting of the building and area. The impact on the building, and wider street scene will be a positive one.

Conclusion:

The proposal is considered to cause no adverse harm to the surrounding Area which would be preserved. The proposals are therefore considered to meet the objectives of the NPPF concerning development in an historic context and meet the requirements of relevant local planning policy.