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Design, Access & Heritage Statement

The Rocket
120 Euston Road
London
NW1 2AL

On behalf of: Mitchells & Butlers

Introduction

This statement has been prepared to accompany an application for the alterations and development proposal at The Rocket, Euston.

The idea of this statement is to show how we as designers wish to take into account the historical values of not only the building but the surrounding environment to help preserve its beauty and history by designing for a purpose with form and function. We believe that it is important that any changes to The Rocket are in context with neighbouring streets and surrounding local area as well as respecting the nearby buildings. The changes would also need to fulfil the actual function that was in hand and also work with the existing fabric. This statement will assess the building in terms of historic and architectural interest and context of the local planning policy with a view to the application to refurbish the internal and external areas of the building.

General building information

Euston Road (North Side)

No. 120, the Rocket Public House

(Formerly listed as No. 120, Rising Sun Public House) 14.05.1974 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.

Interior: retains original office and bar screen

Listing NGR: TQ2989282703

Description of Works

All works will be to the highest standard and any areas affected will be made good to ensure full respect and acknowledgement of the buildings history. An overall refurbishment is necessary as the layout, furniture and finishes have become 'tired' as a result of a long period without a refurbishment, changes will include; the removal of internal staircase lobby which leads down to basement toilets, removal of existing drink shelves, formation of new sections of fixed seating and booth seating, altering and adapting front bar counters, removal of small bar servery to rear trade space, new door leaves to toilet areas and new tiled wall finishes. The existing back fitting is due to be retained and have minor changes made, and existing decorative ceiling is to be decorated. The floor finishes will be changed to suit planning floor plan changes and lighting will be amended to suit plan layout with new fittings installed. Refer to proposed floor plans for full details.

Externally we are proposing to update the floor finish to the frontage and omit the dilapidated tarmac finish along Charlton Street and replace with a new ceramic tiled floor finish to enhance the buildings character and improve its kerb appeal to passers-by. As well as treatment to the floor finish to the external of the building we have also proposed to change the fascia finish at the upper level on the shop front frontage. At present there are decorated timber fascia panels fitted. We have proposed for a new ceramic tiled finish to be applied to these areas on a backing board to further enhance the public house.

Design Statement

The Rocket has long played an integral role in the social and economic life of Euston. This proposal reflects our clients desire to reinforce the buildings position to the residents of the area and to customers who will return and, also, recommend the establishment to others thereby increasing its importance to the local economy by offering improved bar facilities. The design philosophy of the proposal is to interfere with the authentic charm that already exists as little as possible but recognises the need for the development to enhance the existing space by developing the internal areas.

Impact Statement

We believe our proposal for this grade II listed building will protect its heritage. By removing the previously added modern features such as the existing staircase lobby and curved bar servery and altering them will not affect the heritage of the interior and still respect the buildings' history. In regards to the external areas, the scheme will be sympathetic to the building but will create a far better space for guests to enjoy and therefore, enjoy visiting the listed building.

Existing Images of External Area



General items

1. Full new decorations scheme internally & externally, including ceramic wall tiled feature sections
2. New and existing floor finishes within the public house
3. Allow for general repairs to any timberwork and any other damaged items
4. New light fittings to be installed
5. Alterations to bar counter and front counter to be clad with ceramic tiled finish
6. New (loose and fixed) furniture to be installed. All upholstery to be fully compliant with current standards
7. All existing items retained during the scheme to be cleaned to ensure suitable to new scheme
8. Allow for new electrics as necessary and new supplies required for new internal TV's
9. Addition of new external heaters to elevation to Charlton Street – positions to be agreed
10. Removal of existing Vent Axia fans and replacement glazed panels
11. New internal screens to be installed as shown on proposed plan

Access Statement

Our client, Mitchells & Butlers, is committed to improving the products and services offered to all customers, they fully intend to comply with all current regulations and good practice.

The physical limitations of the area provide some constraints being a Grade II Listed building; however, it is our intention to make the proposed scheme as accessible as possible in compliance with Local Planning Policy and the Equality Act 2010.

Summary

We believe that our proposal for, and our clients' commitment to the Rocket; secure the following strategic planning objectives -

- ensure the premises ongoing commercial viability
- preserve and contribute to the character and appearance of the area
- create an attractive place for people to visit
- enhance an existing amenity to the local community, and, achieves all of the above in a manner that respects historical importance of the area and the eclectic mixture of the neighbouring buildings and surroundings within the town.

Lisa Anderson
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Agent

17.04.2019
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Date