

# CREATIVE HUNTER PARTNERS GROUP



## Design, Access & Heritage Statement

The Rising Sun,  
46 Tottenham Court Road,  
Fitzrovia,  
London,  
W1T 2ED

On behalf of: Greene King PLC

### **Introduction**

This statement has been prepared to accompany an application for the alterations and development proposal at The Rising Sun, Fitzrovia.

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 Rising Sun 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**

Public house. 1896. By Treadwell and Martin. Stucco with brick extension. Elaborate Art Nouveau Gothic. 4 storeys and basement. 1 bay with 3-bay return and 1-bay extension to Windmill Street. Ground floor pilastered public house frontage with entrance in splayed corner, altered in C20. 3-light transom and mullion windows with leaded panes to 1st floor, 2-lights to 2nd and 3rd floor. Each bay separated by tourelles with pinnacles. Over window bays, gables surmounted by segmental pediments. Lavish use of vertical strips, scrollwork, heraldic beasts, cupids heads etc., in relief. Rising from 1st to 3rd floor on splayed corner a bartizan with elaborate corbel including a male figure. To the right of this a plaque "Built by F. A. Rhodes 1897, Treadwell & Martin". Brick extension with 3-light transom and mullion windows and stone capped Dutch gable. INTERIOR: entirely remodelled in historicist style c1993.

### **History of The Building**

Grade II Listed.

This pub was established in 1730 and most recently rebuilt in 1896 in art nouveau gothic style, the surviving architectural highlight of the west side is the Rising Sun public house, at number 46. Tottenham Court Road's central line station opened in 1900 and the northern line stations along its length all opened in 1907. The art nouveau gothic building was designed by victorian architects treadwell and martin. In the early 1980s the pub was renamed 'the presley' and decorated with images of Elvis Presley, the owners lowering the ceiling and destroying the victorian interior. the pub was renamed the Rising Sun by its next owners. The street name derives from the road's original use as a market thoroughfare from Oxford Street to the manor of tothele, roughly north of what is now Euston Road. It was mentioned as such in the domesday book. the area was described as totenhale in 1184 and totenhale court by 1487 although the road's name has a similar root and origin to the area of Tottenham in North London, the two are not directly related. In the lerner-loewe musical my fair lady, Tottenham Court Road is mentioned as the place where Eliza Doolittle sells her flowers.

### **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 new joinery pieces internally which will involve new fixed seating, screens, reconfiguration of bar; new decorations & lighting; new floor finishes. As well as these internal enhancements, externally the building will receive new decorations & lighting as well as brass cills to create a more opulent feel. The scheme is to ensure the building is taken back to its heritage by involving organic timber finishes and timeless furniture/lighting.

### **Design Statement**

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 & external areas.

### **Proposed Works**

Please refer to the below drawings for specific information:

2109-01 Existing Plans

2109-20 Proposed LBC plan

### **General items**

1. Full new decorations scheme internally & externally.
2. Allow for general repairs to any timberwork and any other damaged items.
3. New light fittings to be installed.
4. New (loose and fixed) furniture to be installed. All upholstery to be fully compliant with current standards.
5. All existing items retained during the scheme to be cleaned to ensure suitable to new scheme.
6. Allow for new elects. Supply to new TV positions indicated on plan.

### **Access Statement**

Our client, Greene King PLC, 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 Rising Sun; 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.

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**KYLE SWIFT**

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Agent

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Signed

**26.04.19**

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Date