



**BLOOMSBURY  
CONSERVATION AREAS**  
*Advisory Committee*

61B Judd Street  
King's Cross  
LONDON  
WC1H 9QT

[bloomsburylives.co.uk](http://bloomsburylives.co.uk)

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2020/0482/P

Ben Farrant  
5 Pancras Square  
King's Cross  
LONDON  
N1C 4AG

**Our consultation response to application 2020/0482/P, concerning a proposed balcony at first floor to the public house at 142 Shaftesbury Avenue and further alterations to the façade.**

The BCAAC is the advisory committee for all developments in Camden occurring within conservation areas south of Euston Road, with the exception of Hatton Garden. This application concerns changes to the façade including the addition of a balcony at first floor to a public house named 'Brewdog'. The application is within the Seven Dials Conservation Area.

It is quite clear to us that the proposed balcony and other changes to the façade will have a negative impact upon the special appearance of the building and the conservation area.

While the building itself is not marked as a positive contributor in the appraisal statement we do consider the building to have significant architectural merit, and evidently has historic value as a preserved Victorian building. It is a handsome corner building which exhibits many interesting classical details arranged in a pleasing composition which has not been damaged with the passage of time. It is well-preserved and the only elements which detract from its appearance are the overbearing and inappropriate advertisements at ground floor introduced by 'Brewdog', and the inappropriate choice of paint colour which would usually be white. Apart from these minor alterations which are anyway reversible, the building is a very well-preserved example of Victorian public house architecture.

The introduction of a balcony at first floor under any circumstance would harm the appearance of this building by substantially disrupting this composition, and the poorly designed proposed balcony constructed in the proposed inappropriate materials would especially detract from its appearance.

The associated changes to convert the first-floor fenestration into doors onto the balcony would also be greatly damaging to the building.

Further we consider that the proposed changes to substantially alter the ground floor frontage would be harmful to both the appearance and character of the building. The

current ground floor frontage almost certainly is preserved from the Victorian times and therefore should not be altered.

Further one should observe that the building is in a sensitive area, Cambridge Circus, where every corner building facing onto the Circus' centre is well-preserved Victorian, all built in similar styles and materials, a reflection of the late Victorian slum-clearance project which drove Shaftesbury Avenue through the famed slums of St Giles. None of the buildings facing onto the Circus, of which the public house is one, have been the subject of such negative alterations as are proposed, and thus the proposed alterations would not only negatively affect the building itself but the whole of Cambridge Circus. Taken as a composition, Cambridge Circus is a heritage asset of high significance.

For these reasons we believe the proposed changes to diminish the special appearance and character of the Seven Dials Conservation Area, contrary to policies D1 and D2 of the Camden Local Plan 2017.

Yours Sincerely,

