

Young & Co.'s Brewery

The Clarence



When Young's proposal to extend a popular pub on Whitehall was refused by the council, we were able to step in and prepare a compelling case, persuading a planning inspector to grant the permission needed to create a new dining space.

Operated by Geronimo Inns, The Clarence is an historic London pub in a corner position on Whitehall, at the junction with Great Scotland Yard. The five-storey Victorian building is located in the Trafalgar Square Conservation Area and is popular with Londoners and tourists alike.

Young's application to add a first-floor extension to the rear of the property was refused because City of Westminster Council feared it would harm the appearance of the building and fail to maintain or improve the character of the area.

Young's sought our advice and we were able to assist them by lodging an appeal and preparing evidence to demonstrate that the development would have minimal impact. We presented a strong case to argue that the extension would complement the existing building and preserve the character and appearance of the Conservation Area.



As well as successfully demonstrating that views would not be harmed, we also coordinated the submission of a noise report, to prove that the replacement and relocation of air-conditioning units would not affect the occupiers of neighbouring properties.

The planning inspector agreed with the evidence we provided and decided that the appeal should succeed – allowing Geronimo to extend their business and create a valuable new dining room.

Summary of achievements

- Preparation of compelling evidence to support the appeal
- Preparation and monitoring of the appeal
- Management of other professionals, including a noise consultant
- Enabling the extension of a successful business

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