



Heritage Potential secured consent for a new shopfront and signage for The Blue Stoops, helping an historic brewery to open their first London pub in over 90 years.

Heritage Potential secured the appropriate consents for an attractive property in Kensington to help deliver Allsopp's Brewery's first new site in London. Jamie Allsopp, whose family has been brewing bitters, ales and stouts since 1730, is to launch the Blue Stoops on Kensington Church Street. It's name is a nod to the original pub of the same name in Burton-on-Trent.

Following a thorough review of the local archival records, we were able to source historic elevations to inform the design process and produce a heritage-sensitive design suited to the character of the conservation area. We provided a thorough justification, demonstrating that the proposals would not harm the building's contribution to the character of the conservation area.

This heritage-led approach provided the basis for a smooth application process, in which there were no concerns from the Conservation Officer, and the applications were approved under delegated powers ahead of the determination deadline with no pre-commencement conditions.

## Summary of Achievements

- Thorough archival research to inform the design process and provided advice to proactively avoid delays during the application process
- Preparation of robust submission documents
- Secured Planning and Advertisement Consent with no pre-commencement conditions

Heritage Potential

London

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