

Alban's Well – Young & Co.'s Brewery

St. Albans



The former Alban's Well Pub in St Albans now has planning permission for a flexible Class E use.

The Alban's Well pub formed part of a modern, mixed-use development in St Albans city centre which opened in 2021. Despite a period of successful trading, the pub experienced a decline in performance due to various factors, and Youngs made the difficult decision to close it. Marketing was undertaken but there was no interest from other pub operators, although interest was received from Class E operators and other town centre uses, including an established national high street retailer.

Planning Potential provided advice on the planning policy context and the key considerations for securing consent for an alternative use. As pubs are deemed as community uses in the St Albans local plan, we worked closely with Youngs and their marketing agents to ensure the application for change of use from pub (with expanded food provision) to Class E was supported by robust marketing evidence, as well as information on the attempts that had been made to improve trading performance and a list of alternative pub provision within the City. We also demonstrated that the Alban's Well was not a traditional community pub and that it was clear from the planning history centre that the site had not specifically been earmarked for a public house.

The application was positively received, with no consultee or public objections. The application was promptly determined under delegated powers ahead of the statutory 8-week deadline. No restrictive conditions were imposed, resulting in a flexible Class E permission for our client which widens the opportunity for it to be re-occupied by another High Street operator.

Summary of achievements

- Preparation of initial planning appraisal
- Preparation of planning submission, and coordination of marketing evidence supporting information
- Positive liaison with the Council
- Delegated decision within 8 weeks without any restrictive conditions

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