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Heritage Potential secures the full suite of Listed Building, Planning and signage consents for an iconic Mayfair public house renovation

The Coach and Horses dates from 1748 and is a Grade II listed building within the Mayfair Conservation Area. As one of the oldest surviving inns in the area, the building is characterised by classical proportions and historic detailing.

The heritage assessment demonstrated that improved externally illuminated signage scheme is consistent with the historic function of the building as an inn, where its visibility and legibility for passing travellers, particularly in the evening, was important.

Through archival research, it was demonstrated that an awning had previously been present at the site in the 1960s, and that its re-instatement is a historically informed intervention that would improve the customer experience and internal circulation, while remaining appropriate to the building's character.

Internally, the scheme retains and enhances historic features, including decorative pilasters, the curved bar counter, dado rails, lincrusta ceiling, and backfitting hood. Low quality modern flooring is replaced with herringbone timber block flooring, better reflecting the age and character of the interior. New screens and lighting have been carefully designed and positioned to avoid harm to historic fabric. The dado rails are also to be sanded and re-stained to remove imperfections resulted from wear and tear, representing a heritage benefit.

The approvals followed detailed archival research and constructive engagement with the Conservation Officer. Overall, the proposals enhance the building's functionality and spatial quality while preserving its architectural significance and historic character.

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