

PLANNING STATEMENT

Location: Lincoln House, 300-302 High Holborn, WC1V 7JH

Client: PopUp Painting

Date: March 2021



PLANNING
INSIGHT

QUALITY ASSURANCE

Revision	Author	Reviewed By	Date
1	Chris Kirby	P Higginbottom	16/3/21



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INTRODUCTION

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PopUp Painting

1.0 Introduction

1.1 Proposal

- 1.1.1 This Planning Statement has been prepared by Planning Insight on behalf of PopUp Painting (hereafter referred to as 'the Applicant') to accompany a planning application to the London Borough of Camden in respect of the proposed development at 300-302 High Holborn (the 'Application Site'). The description of development is as follows:
- "Change of use of ground floor vacant bank (Class E) to mixed used Art Studio, Café/Bar, Office and shop (Uses E, F1 and Sui Generis) for a temporary period of 2 years."*
- 1.1.2 Temporary planning permission is sought to convert a vacant unit at ground floor level in Lincoln house into a mix-used arts and cultural space. Planning permission 2018/3105/P has been approved for a redevelopment of the site and the proposal will act as a meanwhile use.
- 1.1.3 The primary use of the unit will be as an art studio for social events. The allocated studio space has the capacity to accommodate up to 50 guests. When the space is not being used for events will be used a seating area for the Café/Bar.
- 1.1.4 In addition to the studio space, PopUp Painting intends to operate a small café/bar for their clients as well as for walk in patrons. The Café/Bar will serve hot and cold beverages and light food.
- 1.1.5 A small section of the unit will be allocated as office space from where PopUp Painting employees can be based and a retail section where art-related merchandise will be displayed and sold.
- 1.1.6 The unit, along with many of other units in Lincoln House, has been vacant since October 2020. The overall objective of the scheme is to revive the vacant unit and create a vibrant space from where PopUp Painting can be based for a temporary period of two years.
- 1.1.7 The Proposed operating hours are standard framework hours for sale of alcohol for consumption on premises: Mon-Sat 10:00 - 23:30, and Sun 11:00 - 22:30.

1.2 PopUp Painting

- 1.2.1 The applicant has provided the following background to PopUp Painting and their current operations.
- 1.2.2 *'PopUp Painting is the leading 'sip & paint' business in the UK, and they have run more than 2,300 events for in excess of 46,000 guests. Our social painting events are a chance to relax and discover hidden creativity with a drink in one hand, paintbrush in the other. A qualified artist guides guests to create their individual versions of an iconic painting such as Van Gogh's Starry Night, while listening to themed music and enjoying a drink. Our events are not art classes, but social experiences for friends, colleagues and families. They are non-contentious destination events.'*
- 1.2.3 *Our guests are people with high economic and social capital, typically centred around young female professionals looking for alternative experiences to share. Our corporate clients are looking for social events or team building that anyone can participate in and include banks, management consultancies, the Magic Circle of lawyers, tech businesses including Google and Facebook, and internationally-recognised brands such as Amazon, Nissan, DHL, Sony Music and Warner Bros.'*
- 1.2.4 Link to website. <https://popuppainting.com/>





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DESCRIPTION OF SITE AND SURROUNDINGS

2.0 Description of site and surroundings

2.1 Lincoln House

- 2.1.1 The application site comprises of a 9-storey building located on the southern side of High Holborn Street. The ground floor level has two retail uses on either side of the main entrance of the building. Both units are currently vacant, but they had previously been used as a Bank (the unit pertaining to this application) and a café/bakery. The upper floor consists of office space.
- 2.1.2 The unit for which this application pertains is located at the far-left rear corner of the ground floor. The unit has a floor area of 309sq.m
- 2.1.3 The application site is within the Bloomsbury Conservation Area and is identified within the Bloomsbury Conservation Area Appraisal and Management Strategy as making a positive contribution to the character and appearance of the area. The application site is also within the Central London Area and within the Holborn Growth Area. It forms part of a designated Central London Frontage.
- 2.1.4 The site has a Public Transport Accessibility Level (PTAL) of 6b.. The site is close to Chancery Lane and Holborn Underground Stations and is served by numerous bus service



RELEVANT PLANNING HISTORY

3.0 Relevant planning history

3.1 Application Site

3.1.1 A search of the London Borough of Camden online planning database for the Application Site identified a number of relevant applications. These include the following:

- **2018/3105/P** - Partial demolition and erection of extensions at rear, flank and roof level and rooftop plant. Change of use of ground floor Use Classes from A1, A2 and B1a uses to provide 2 x A1 units and the remainder in B1a Use. Associated external alterations to the elevations. Provision of appropriate cycle parking, waste/recycling storage and other services. **Granted 11/04/2019**
- **2006/0020/P** - Installation of 2 air handling units at basement level, including retrospective application for installation of 4 steel louvers and bricking up of 2 existing windows in connection with the installation of a sub-station to the rear of existing retail unit at ground floor level (Class A1) and office use on the upper floors (Class B1). **Granted 26/04/2006.**
- **9500091** - Change of use of part of the ground floor from retail and offices to a financial and professional use together with alterations to the front elevation. **Granted 23/03/1995.**
- **9300937** - Erection of a rear extension at lower ground and ground floor levels to provide additional retail accommodation and alterations to the north elevation at ground floor level. **Granted 27/07/1993.**
- **9201320** - The construction of a rear extension at lower ground and ground floor levels to provide additional retail accommodation, alterations at ground floor level to the north elevation. **Granted 25/02/1993.**
- **9100051** - The erection of a single-storey extension to the lower ground floor offices and of air-conditioning plant on the main roof. **Granted 09/01/1991.**

PLANNING POLICY

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4.0 Planning policy

4.1 Introduction

- 4.1.1 This section of the Statement provides an analysis of the planning policy context in which the proposed development should be considered in accordance with the relevant planning legislation and national policy guidance.
- 4.1.2 Planning decisions in England and Wales should be taken in accordance with the development plan unless material considerations indicate otherwise. This statutory requirement is set out in Section 38(6) of the Planning and Compulsory Purchase Act 2004.
- 4.1.3 The National Planning Policy Framework (NPPF) is clear at Paragraph 11 that development that accords with an up-to-date Local Plan should be approved without delay.
- 4.1.4 The statutory development plan for the London Borough of Camden consists of:
- London Plan (2021); and
 - Camden Local Plan (2017)
- 4.1.5 While not forming part of the statutory development plan, the following documents remain important material considerations for the determination of planning applications in Camden:
- National Planning Policy Framework (NPPF) (2018).
 - National Planning Practice Guidance (NPPG) (2014, as amended).
 - The Camden Planning Guidance.

4.2 Statutory Development Plan

- 4.2.1 The most relevant extracts of these documents are analysed in more detail below.

London Plan

- 4.2.2 The London Plan forms part of the development plan for the site and was adopted on 2 March 2021. The relevant policies are discussed below.
- Policy GG2 – ‘Making the best use of land’, aims to create successful sustainable mixed-use places that make the best use of land.
 - Policy GG5 – ‘Growing a good economy’, aims to conserve and enhance London’s global economic competitiveness and ensure that economic success is shared amongst all Londoners.

- Policy SD4 – ‘The central Activities Zone’, aims to protect and enhance the function of the CAZ.
- Policy SD9 – ‘Town centres: Local partnerships and implementation’, aims to support strategic and local partnerships by ensuring strong, resilient and adaptable town centres.
- Policy S5 – ‘Sport and recreation facilities’, aims to ensure that there is sufficient supply of good quality sport and recreation facilities.
- Policy HC1 – ‘Heritage conservation and growth’, states that developments affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.
- Policy HC5 – ‘Supporting London’s culture and creative industries’, states that the growth and evolution of London’s diverse cultural facilities and creative industries need to be supported.
- Policy HC6 – ‘Supporting the night-time economy’ states that Boroughs should develop a vision for the night-time economy, supporting its growth and diversification, in particular within strategic areas.

Camden Local Plan Adoption Version 2017

4.2.3 The Camden Local Plan was adopted by the Council on the 3 July 2017 and replaced the Core Strategy and Camden Development Policies document as the basis of planning decisions and future development in the borough. The following local Plan Policies are relevant for this application:

- Policy - G1 ‘Delivery and location of growth’
- Policy – C1 ‘Community facilities’
- Policy – C3 ‘Cultural and leisure facilities’
- Policy - C6 ‘Access for all’
- Policy - E1 ‘Economic development’
- Policy - E2 ‘Employment premises and sites’
- Policy - E3 ‘Tourism’
- Policy - A1 ‘Managing the impact of development’
- Policy A4 - ‘Noise and vibration’
- Policy D2 - ‘Heritage’
- Policy D3 - ‘Shopfronts’

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- Policy CC5 - 'Waste'
- Policy TC1 - 'Quantity and location of retail development'
- Policy TC2 - 'Camden's centres and other shopping areas'
- Policy TC4 - 'Town centres uses'
- Policy T1 - 'Prioritising walking, cycling and public transport'
- Policy T2 - 'Parking and car-free development'
- Policy T3 - 'Transport infrastructure'
- Policy T4 - 'Sustainable movement of goods and materials'
- Policy DM1 - 'Delivery and monitoring'

Camden Planning Guidance (CPG)

4.2.4 The Camden Planning Guidance was adopted on 2017 and provides advice and information on how Camden apply planning policies. The relevant CPGs are as follows:

- CPG Employment sites and business premises (2018) CPG Town centres (2018)
- CPG1 - Design (2015, updated 2018)
- CPG5 – Town Centres, retail & employments

The Bloomsbury Conservation Area appraisal and management strategy (2011)

National Planning Policy

- 4.2.5 On 19th February 2019, the government adopted the revised National Planning Policy Framework (NPPF). The document provides a consolidated framework of planning policy which replaces the previous National Planning Policy Framework published in March 2012.
- 4.2.6 The NPPF outlines the presumption in favour of sustainable development. Achieving sustainable development means that the planning system has three overarching objectives: an economic objective, a social objective and environmental objective.
- 4.2.7 The framework indicates that proposed development that accords with an up-to-date Local Plan should be approved, and proposed development that conflicts should be refused unless other material considerations indicate otherwise.
- 4.2.8 Where there are no relevant development plan policies or the policies for determining the application are out-of-date, permission should be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits.
- 4.2.9 The key themes of the NPPF that are relevant to the current scheme include paragraph 014 which pertains to permission for a use for a temporary period. The paragraph states that Under [section 72 of the Town and Country Planning Act 1990](#) the local planning authority may grant planning permission for a specified temporary period only.
- 4.2.10 A temporary planning permission may also be appropriate to enable the temporary use of vacant land or buildings prior to any longer-term proposals coming forward (a 'meanwhile use').

PLANNING CONSIDERATIONS

5.0 Planning Considerations

5.1 Principle of Development

- 5.1.1 Policy HC5, '*Supporting London's culture and creative industries*', of the London Plan (2021), states that the continued growth and evolution of London's diverse cultural facilities and creative industries is supported. Councils are required to produce Development Plans that support the development of new cultural venues in town centres and places with good public transport connectivity. Part 4 of the policy states that Councils must consider the use of vacant properties and land for pop-ups or meanwhile uses for cultural and creative activities to stimulate vibrancy and viability and promote diversity in town centres.
- 5.1.2 Policy C3, '*Cultural and leisure facilities*' of the Local Plan will seek opportunities for new cultural and leisure facilities in major, mix use developments and support the temporary use of vacant buildings for cultural and leisure activities. The Council will expect the siting of new facilities, including the expansion of existing provision, to take into account its associated impacts. Whilst large-scale facilities should be located in central London and town centres, smaller facilities may, however, be appropriate anywhere in the Borough providing they do not have any adverse impact on the surrounding area or the local community.
- 5.1.3 Policy E1, '*Economic development*', of the Local Plan states that the Council will secure a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local resident and businesses. Part A of the policy states that the Council will support businesses of all sizes, in particular start-ups, small and medium-sized enterprises. Part I of the policy states that the Council will recognise the importance of other employment generating uses, including retail, education, health, markets, leisure and tourism.
- 5.1.4 Paragraph 014 of the NPPF states that a temporary planning permission may also be appropriate to enable the temporary use of vacant land or buildings prior to any longer-term proposals coming forward (a 'meanwhile use').

- 5.1.5 The application site and the adjoining ground floor unit are both vacant and have been for many months respectively. The vacancies are a direct result of the impact that the Covid-19 pandemic has had on the demand for E class floor space as well as the redevelopment plans for the site. As noted in the Planning History section, planning permission has recently been granted to redevelop the site and with construction scheduled to start in 2023, only short-term leases are available at present. The uncertainty surrounding the nation-wide lockdown measures in conjunction with the short-term leases available has reduced the commercial interest in the site causing it to be vacant for a number of months.
- 5.1.6 The applicant proposes a unique opportunity to revive the site on a temporary basis in the lead up to its redevelopment. The site is well located within the Central London Area and within the Holborn Growth Area. The site has a Public Transport Accessibility Level (PTAL) of 6b, which is the highest, this making it an accessible location for the wide London community. In addition to providing a new cultural and leisure facility within the borough it allows introduce a use that will generate employment and create additional footfall from which the surrounding uses can benefit.
- 5.1.7 The principle of the proposed temporary use is considered to be acceptable and complies with the relevant policies within the Camden Development Plans.

5.2 Impact of the neighbouring properties.

- 5.2.1 Policy A1 of the Local Plan seeks to protect the quality of life of occupiers and neighbours. The policy notes that the factors to consider include visual privacy and outlook; sunlight, daylight and overshadowing; artificial lighting levels; transport impacts; impacts of the construction phase; noise and vibration levels; odour, fumes and dust.
- 5.2.2 The majority of the adjacent land uses are also commercial, although in the gap immediately to the west of the application site (294-295 High Holborn), planning permission has been granted for the erection of a 9-storey building comprising retail use at basement and ground level, office use at first and second floors and 10 residential units above. Other nearby residential accommodation includes No. 76 (includes 74 & 75) Chancery Lane and Nos. 1-11 Stone Buildings.
- 5.2.3 The development does not propose any external alterations and as such it would not have an impact on the daylight/sunlight of the neighbouring properties nor would it create a sense of enclosure. The proposed operating hours (11:00 -23:00 Monday to Saturday) are in keeping with many similar uses within the area and it is considered to be appropriate for this location.

5.3 Impact on the host building and conservation area.

- 5.3.1 This application does not propose any external alterations. As such, the proposed change in use would have no impact on the host building or on the Bloomsbury Conservation Area. An Advertisement Consent Application will be submitted separately.

Transport

- 5.3.2 Policy T1, 'Prioritising walking, cycling and public transport' of the Local Plan states that the Council will promote sustainable transport by prioritising walking, cycling, and public transport in the borough. The site has a Public Transport Accessibility Level (PTAL) of 6b, which is the highest. The site is close to Chancery Lane and Holborn Underground Stations and is served by numerous bus service. It is anticipated that the majority of the customers and employees will utilise numerous modes of public transport when traveling to and from the site.

CONCLUSION

6.0 Conclusion

- 6.1.1 Temporary planning permission has been sought to convert a vacant ground floor unit in Lincoln house into a mix-used arts and cultural space. Planning permission 2018/3105/P has been approved for a redevelopment of the site and the proposed use will act as a 'meanwhile- use'. The description of development is as follows:

“Change of use of ground floor vacant bank (Class E) to mixed used Art Studio, Café/Bar, Office and shop (Uses E, F1 and Sui Generis) for a temporary period of 2 years.”

- 6.1.2 The applicant proposes a unique opportunity to revive the site on a temporary basis in the lead up to the full redevelopment. The site is well located within the Central London Area and within the Holborn Growth Area. The proposed use will introduce new cultural and leisure facility within the borough whilst generating employment and create additional footfall from which the surrounding uses can benefit.
- 6.1.3 As such, it is considered that the proposed temporary mixed-use is appropriate within this location and it is in accordance with the relevant policies in the London Borough of Camden’s Development Plan and with regards to the NPPF. Therefore, planning permission should be granted.