



Chartered Town Planners & Architectural Technicians

DESIGN AND ACCESS / PLANNING / HERITAGE STATEMENT

Change of use from hair dressers / beauty salon (former use class A1), to tattoo salon (sui generis), and new signage to replace existing.

Property Address: 11 Portpool Lane, London, EC1N 7UJ.

September 2022

1.0 INTRODUCTION

1.1 This Design and Access / Planning Statement is submitted on behalf of the applicant in respect of a planning application and listed building consent application for the change of use from a hair dressers / beauty salon to a tattoo studio and new signage to replace existing signage. This Statement should be read in conjunction with other drawings and documents accompanying the planning application.

1.2 This Statement comprises:

- A description of the application property and surrounding area;
- A description of the proposed development;
- A summary of relevant planning history; and,
- An assessment of the proposed development against relevant planning policy.

2.0 APPLICATION PROPERTY AND SURROUNDING AREA

2.1 The premises sits within a 4-5 storey terraced property located near the corner of Portpool Lane and Leather Lane. The application is only concerned with the basement and ground floor. The overall property is in mixed use.

2.2 The property is Grade II listed and is within the Hatton Garden Conservation Area.

2.3 There is variety in architectural form and style in buildings nearby.

3.0 PROPOSED DEVELOPMENT

3.1 It is proposed to change the use of the premises from a hair dressers / beauty salon to a tattoo studio.

3.2 No alterations are proposed to external elevations. Proposed internal works are minimal and are essentially confined to removing several non structural (and non original) stud walls.

3.3 The applicant is an established tattoo artist with significant experience and having a notable client following. Between 5-7 professional tattooists will be employed at the premises, in addition to

a manager and cleaner. The tattoo artists will be nationally and internationally artists with many customers to travel from afar for tattoos.

4.0 PLANNING HISTORY

4.1 A review of Camden online planning records does not reveal any recent / relevant planning records for the property in question.

5.0 PLANNING POLICY

London Plan (2021)

5.1 Policy SD6 of the new London Plan (2021) recognises the importance of mixed use town centres and supporting continued growth of commercial activity. The traditional high street and town/city centres have been undergoing a transformation for many years. It is widely acknowledged that the future success of high street and town/city centres lies not in retail alone, but rather in service, leisure and mixed uses. Customers want to seek out ‘experiences’ and uniqueness. A 2016 Report¹ on Town Centre Investment Zones found:

“The retail/leisure/property/investment sectors are agreed that the future of town centres is no longer mainly about shopping. It is more likely to be as much about leisure, living, learning and local services, as well as business”

The proposed development would provide a high end tattoo studio which would be complementary to neighbouring bars, cafes and shops.

5.2 Amongst the findings of a recent Royal Town Planning Institute Research Paper (*Planning for Post Covid Cities*, December 2020) were that:

- Visits to local shops may continue to decline post Covid-19.
- There appears to be general consensus among commenters that there will be ‘no going-back’ to previous shopping habits.
- With reduced face-to-face contacts with family, friends and colleagues, commenters suggested that High Streets could be revitalised as hubs for social interaction.

The proposed tattoo studio would very much align itself with the likely future nature of shopping areas / local centres in that retail will be a challenge and there will be more demand for services and experiences. Urban centres are increasingly about social activity and how this is fostered by

¹ Town Centre Investment Zones. Getting Investment Back Into the High Street. Report of the Fragmented Ownership Group. British Property Federation. January 2016.

adjoining businesses. Tattoo studios and similar artistic and creative industries are very much aligned with the changing nature of the retail sector.

Camden Local Plan (2017)

5.3 As can be seen in Figure 2 below, the site is within a conservation area and within a neighbourhood centre. It is not within a primary or secondary shopping frontage.

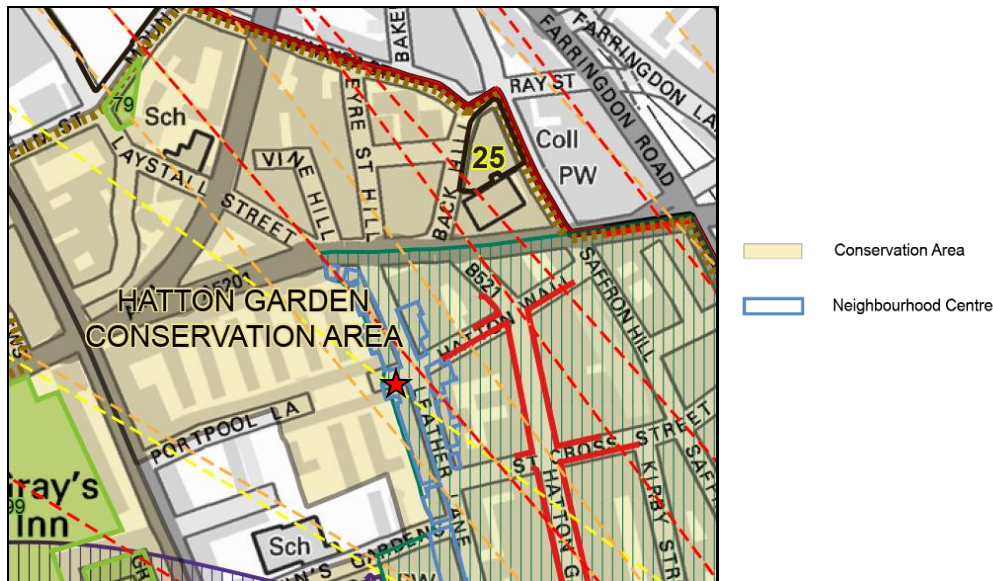


Figure 1 – Extract from Camden Local Plan Policies Map. Red star indicates approximate location of site.

5.4 Policies A1 (managing the impact of development), D1 (Design) and D2 (Heritage), are of relevance to the proposed development. In short these require that development: provide high quality environments, and not adversely impact on neighbouring amenity; that development be of high quality design, and that development does not adversely impact on heritage assets. *The proposed development is considered compliant as follows:*

- *The works would have minimal impact on the visual appearance of the building. No alterations are proposed to the external elevations of the building, and proposed signage would simply replace existing signage.*
- *Heritage impacts are discussed below.*

5.5 Policy TC2 (Camden's Centres and Other Shopping Areas) seeks to promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors. The Policy seeks to, amongst other things "provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide

variety, vibrancy and choice". There are no Local Plan policies seeking to retain hair dressers / beauty salons.

The proposed tattoo studio would have an equivalent if not greater footfall to the hair dressers / beauty salon it is to replace. It would also have positives for neighbouring businesses as customers will frequent eateries / shops in the area before, during and after tattoo sessions.

Hatton Garden Conservation Area

5.6 The property is Grade II listed. The listing states:

"Includes: Nigel House 1-71, Laney House 1-72, Kirkeby House 1-45, Buckridge House 1-30 LEATHER LANE. Includes: Nos.11, 11A AND 12 PORTPOOL LANE. Includes: Nos.51-75 LEATHER LANE. Housing estate built by the London County Council. 1905-9. Designed by LCC Architect's Department (chief assistant for scheme EH Parkes, under WE Riley). Elevations of yellow and red bricks with some blue and glazed bricks. Portions of elevations towards Leather Lane and Portpool Lane stuccoed. Brick chimneys, slated roofs. Stone string courses, parapets and segmental arches. Concrete open stairs and balconies with iron railings. Wooden sash and casement windows. Free Classical style, with Arts and Crafts touches, developing the idiom established by the LCC Boundary Street and Millbank Estates in a formal direction. EXTERIOR: 5-storey flats with balcony access; some portions with sixth storey in roof. Enclosed layout, with Kirkeby and Buckridge Houses in parallel on a north-south axis behind frontage. Open courtyard (formerly with crazy paving and cobbles) between Kirkeby House and Laney House. Laney House and Nigel House form a continuous perimeter along Leather Lane and Portpool Lane respectively, the latter parallel with Redman House on north side of Portpool Lane (see Clerkenwell Road, Nos 87-121, Bourne Estate, northern part (qv)). Some later alterations. Laney House: elevation to Leather Lane with shopfronts between granite piers on ground storey. Upper portions with brick quoins and alternating between 3 and 4 full storeys with deep cornices, the centres of the 3 lower portions having rubbed brick pilasters with Ionic capitals rising to triangular pediments (two removed after war damage). Dormers in roof. Curved corner between Leather Lane and Portpool Lane with giant pilasters in stucco running through upper storeys. Rear elevation with ground storey projecting, terminated by high parapet wall with chequered brickwork pattern; the windows at this level now filled in. Balconied elevations above and complex roof line. Kirkeby and Buckridge Houses: similar in design, with plain brick elevations in one direction having slightly projecting ends with triangular pediments and centres with segmental pediments, both with quoins; rear elevations irregular, with open stairs and balconies and some distinctive glazed-brick entrances towards Laney House. Nigel House: long elevation to Portpool Lane, aligned with Redman House on north side of Portpool Lane and identical in design, with solid ground and first storeys of channelled brickwork and alternating sections of plain brickwork and giant pilasters above. Continuous moulded parapet, and dormer windows in roof. Rear with quoined projections and broad triangular pediments over arched entrances, open stairs and balconies, and angled projection through 4 storeys near west end of group. INTERIORS not inspected. HISTORICAL NOTE: listed as part of the last of the 3 major centre-city housing estates built by the LCC before the First World War, with a different layout and approach from Boundary Street Estate (Tower Hamlets) and Millbank Estate (Westminster). A significant precursor in form and style of inter-war housing estates throughout Britain, and influential on tenement housing throughout Europe. This southern portion of the estate was a slum-clearance scheme, conceived and probably designed before the northern portion but built later. Forms a group with northern part of Bourne Estate, Clerkenwell Road (qv)".

5.7 The property sits within the Hatton Garden Conservation Area. A review of the relevant Conservation Area Appraisal and Management Strategy (2017) indicates that the special character of this area is multi-faceted but in large part derived from robustly detailed buildings of late nineteenth to twentieth centuries, intricate street pattern, and industrial land use character.

5.8 Development of the nature proposed is not cited in the Appraisal and Management Strategy as being a negative feature or threat.

5.9 *It is considered the proposed works would have negligible impact on the character and appearance of the conservation area. No original features would be altered.*

6.0 CONCLUSION

6.1 The proposed development is considered to be in compliance with the Camden Local Plan and design guidance. There would be no adverse impacts to neighbouring residential amenity, and no adverse impacts to the character and appearance of the conservation area.