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T +44 (0)161 228 6411
www.lsh.co.uk

Manchester City Council
Planning
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

Lambert Smith Hampton
3 Hardman Street
Spinningfields
Manchester
M3 3HF

Dear Sir /Madam

Planning Portal Reference: PP-09931323

Section 57 of the Town and Country Planning Act 1990

Change of Use Planning Application from A1-A4/B1/D2 (Commercial) to Sui Generis (Tattoo Studio) at Unit 1a, Transmission House, Tib Street, Manchester, M4 1SH.

Lambert Smith Hampton (LSH) writes on behalf of our client, Celebrity Ink limited, with regard to the full application for the change of use of the aforementioned unit in the recently completed mixed use building as permitted by planning permission (LPA Ref: PA Ref: 114146/FO/2016)

This covering letter supports the Full Planning Application, reference PP-09931323. The description of development is as follows:

Change of Use from Use Class A1-A4/B1/D2 (Commercial) to Use Class Sui Generis (Tattoo Studio).

This application comprises:

- Application Forms and Ownership Notifications;
- Site Location Plan;
- Site Plan
- Tenants Briefing Note (information regarding the operation of the unit/wider site);
- Waste Management Strategy Proforma;
- Waste and Deliveries Information.

Context

LSH can confirm that following the implementation of the mixed-use development as permitted under 114146/FO/2016 in 2020, more commonly marketed at Tib St NQ MCR Building. Agents have been seeking to secure tenants for the four ground floor commercial units to realise the potential of this new development and secure active and animated commercial uses on the ground floor. Despite the global pandemic the development has secured C Bechstein in Units 3 and 4 on Tib Street which will showcase and sell Austrian made pianos, as well as provide ancillary studio space, Unit 2 has been let to a London based restaurant operator. The occupation of these approved spaces shows a strong recovery to the covid19 lockdown and economic uncertainty that as ensued since early 2020.

The newly delivered ground floor units vary in scale from 161 sq.m to 842 sq.m and sit below 183 apartments as part of an exciting new vibrant hub in the Northern Quarter area of the City Centre.

An application for advertisement consent will be submitted separately to this application and subject to the change of use being acceptable to the MCC.

The Property

As shown in the image below, the retail unit is situated at ground level along the northern boundary of the newly built Tib Street NQ Building, which itself is located within the Northern Quarter area of Manchester City Centre. Northern Quarter provides a vibrant mix of uses including residential, commercial, with an abundance of small E Class that are distributed throughout this quarter. The area is generally more affordable than the primary shopping area and is the home to a vibrant and thriving independent sector that resonates with the Celebrity Ink ethos.

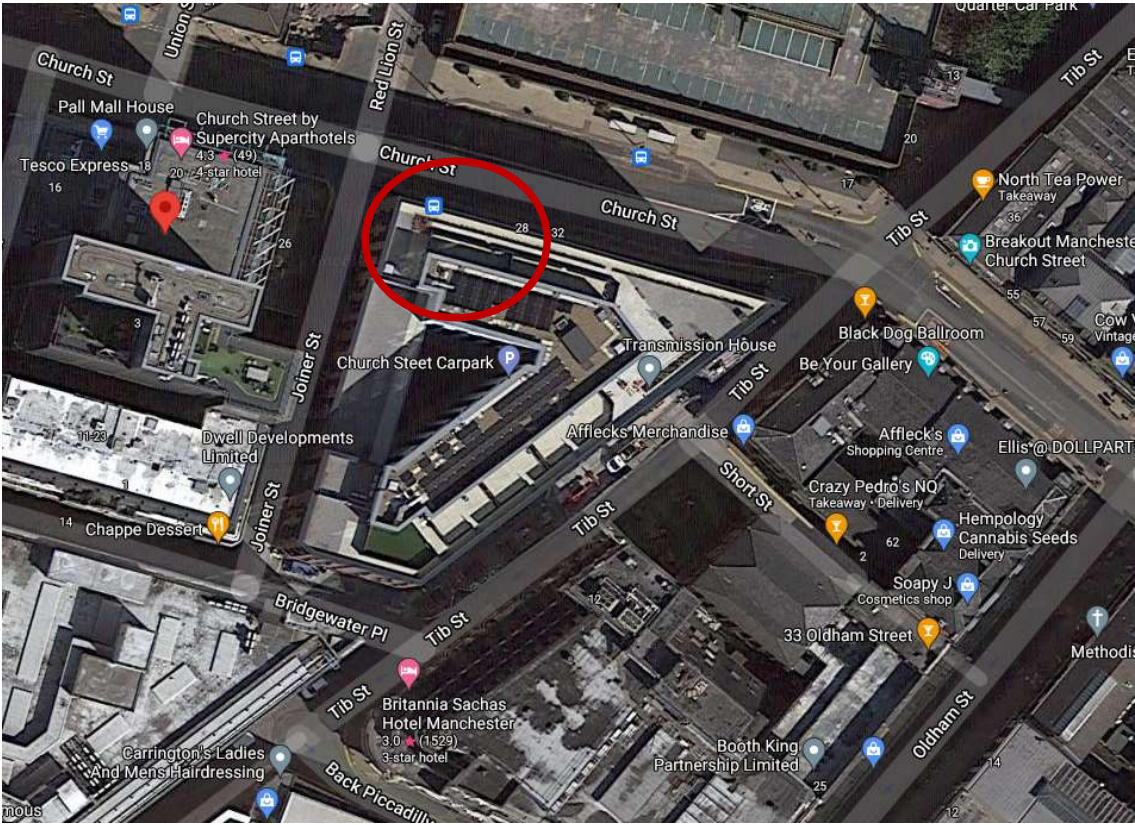
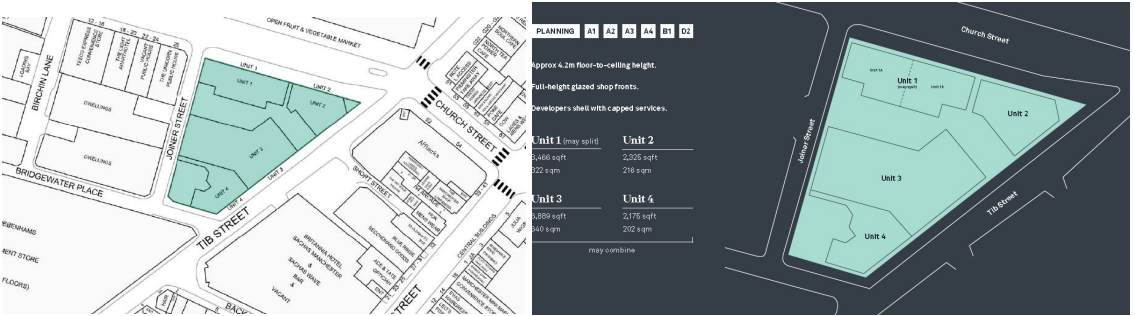


Figure 1: Broad location of Unit (Adozo, 2021)



Figures 2 and 3: Ground Floor configuration (JLL, LTL, 2021)

The immediate area surrounding the application unit features a number of ground floor retail outlets and restaurants, with the Unicorn Hotel and Church Street Hotel neighbouring the property, with the world famous Affleck Palace independent shop immediately east of the site. To the north of the site on Church Street is the three-storey NCP car park. Behind the car park is the heart of the Northern Quarter with its abundance of independent retailing and food and beverage establishments.

As a city centre location, the site benefits from excellent transport links, with various bus stops along Church Street, and the St Peter's Square and Market Street Metrolink stop less than 100m away south and then Shudehill bus and tram interchange around 300 metres walking distance. Piccadilly station and Victoria stations are all within reasonable walk times given a vibrant city centre environ.

The closest car park to the site is located on Church Street (NCP car park), accessed off both Tib Street and Red Lion Street, and is less than a 50-metre walk across Church Street. Further car parks are located within reasonable walking distances included multi-story car parking at the Arndale and the Printworks as well as an abundance of surface level car parking of varying quality and cost. Due to the abundance of parking available in the vicinity for both staff and visiting patrons, no specific vehicle parking allocation is proposed; this is in line with the existing planning consent for the unit and it genuine high accessible and sustainable location in a regional city centre location.

Planning History

As aforementioned, the original planning consent for the site was granted in 2017, which allowed for the redevelopment of a surface level car parking to a mixed-use development area linking Market Street to the edge of the Northern Quarter. The new part 7 and part 10 story building, with ground floor retail units. As the table below demonstrates, any applications covering the site were limited to the 2017 consent, there has been a long history of planning application before that spanning back 30 years but none of relevant to these proposals. We can also confirm that there has been eighteen (18) discharge of condition submissions related to the 2016 consent.

Local Authority Reference Number	Description	Status
114146/FO/2016	Redevelopment of the site for a residential building (Class C3) with ground floor commercial uses (Class A1, A2, A3, A4, B1,D2 (Gym and Cinema) varying in height from 7 to 10 storeys to provide 183 apartments (8 x studio, 48 x 1 bed, 125 x 2 bed and 2 x 3 bed) with associated landscaping and other works following demolition of existing structure and artwork at junction of Tib Street and Church Street	Approved Feb 2017
120315/NMC/2018	Non-material amendment to application ref no 114146/FO/2016 to include a ventilation grill at the head of each window.	Approved Sept 2018

Investigating the original consent and subsequent applications reveal that condition 34 requires a scheme of storage and disposal of refuse for the unit has been submitted to and agreed. As set out above, the applicant has included a delivery and waste storage note to respond to Condition 34, the waste storage will be allocated to purposely designed secure space accessed off Joiner Street. Of note is that there are no conditions relating to the opening hours of the unit.

Planning Allocation

The Manchester Core Strategy (CS) is the key planning document in Manchester and covers a period of 15 years from 2012 to 2027. It describes Manchester today and outlines the Council's vision for Manchester in the future along with planning policies, which will be used to deliver that vision.

The application site is not allocated for any specific use in the Manchester Unitary Development Plan (UDP) or the CS, and is therefore considered as white land with no specific land use constraints. The site is located within the city centre boundary as defined by Policies CC1 to CC10 of the CS. CS Policy EC3 also covers the property (Regional Centre). An extract from Manchester City Interactive Proposal Plan (2017) is below.



Source: Manchester Interactive Proposal Map

The Proposal

The proposal seeks to change the use of the existing vacant (never been occupied) ground floor unit to a high-end tattoo studio and is in response to the implementation of a new mixed-use development completed in 2020. The new units are intended to be used for most main town centre uses as expected within a defined regional centre such as Manchester city centre.

Celebrity Ink Overview

LSH can confirm that Celebrity Ink is the largest and fastest growing Tattoo franchise globally and is now seeking to invest in the UK. The operator has opened over 40 studios across ten different countries since 2018, with many more cities being considered and due to open shortly as global COVID 19 lockdowns ease. Celebrity Ink are globally recognised for their award-winning artists and the highest quality tattoos. Celebrity Ink has a loyal global following of more than half a million followers worldwide, serving hundreds of thousands of customers.

Celebrity Ink's headquarters is in Queensland, Australia, with a dedicated leadership team delivering over 50 years of combined experience across Operations, Finance, Human Resources, Marketing, Customer Experience, Brand, Technology and Systems and Business Intelligence.

A Celebrity Ink studio is like no other, as seen from the attached photographs and renders below. Its premium fit-out, design, and open plan layout allow families and first-timers to tattoo enthusiasts to feel welcomed and comfortable in any one of our studios.

The operation of a tattoo studio providing tattooing to include cosmetic tattooing, tattoo removal, body piercing, and sale of merchandise. Our properties are all based in prime and central locations totally juxtaposed to the preconceived norm for the industry and this driven by the high quality of their product and that they want to be front and centre of key locations.

Celebrity Ink Mission

Celebrity Ink is about making more people aware of body art and creating a new perception and standard of excellence within the category, and putting body art on a pedestal, inviting people to demand more from the service and experience that goes with it.

Celebrity Ink creates best in class individual experiences designed to help everybody express their vision. The concept seeks to shine a light on people's stories and help bring them to life with our expertise.

For Celebrity Ink, customers are front and centre; customers come first, we respect them, make it a priority to understand their needs, and work to earn their trust.

Celebrity Ink's rich "personality" sets us apart from their competitors. This collision of attitude, allure, and aspiration has allowed Celebrity Ink to disrupt the industry and has set them apart.

The proposed studio represents a great opportunity for local employment and training, as the new studio will require a number of staff to fill a variety of roles including Artist Co-Ordinators and customer care managers, who form the basis of a concierge service. New and existing staff will be supported through the growth and progression of their careers and opportunities to work on a global platform to showcase their artistic skills across a global family network. Celebrity Ink has set up local academies to nurture local young artists to then train them within a 8 to 10 week window, and they have successfully engage with local art colleges and Universities.

Celebrity Ink Studio Design

To aid the change of use consideration although the internal design does not require planning permission, we have provided a walk through from our studio in Westfield shopping plaza in Tee tree Australia. The studio at Tib Street would be fitted out to the same level of quality and interaction, providing a very attractive storefront, and open space.

Video:

https://drive.google.com/file/d/1c_D8jpzjSwar30mY7Vk-eFqw6DMkbLM/view?usp=sharing

Design drawings of the studio:

https://www.dropbox.com/s/5d8val28djyij/FINAL%20FINAL%20A7%20CELEBRITY%20INK_WEST_FIELD%20TEA%20TREE%20A7.pdf?dl=0

Accordance with Planning Policy

As there are no specific land designations on the site, the primary policy considerations will relate to its city centre location and therefore policies CC 1 - CC 10, specifically CC 2 (retail). Policy CC 2 largely focusses on the promotion of city centre retailing within the Primary Shopping Area (PSA), with the specific target of increasing the comparison retail floorspace by 70,000 m² and the convenience floorspace by 4,500 m². There is no specific guidance or requirement for specific land use.

As the proposed unit is not comparison goods retail or convenience floorspace, nor is located within the PSA, the majority of this policy is not relevant when considering the change of use. Recognising that alternatives to retail can help support and serve a local community, Policy CC 2 states that ancillary commercial and leisure services will be accepted where appropriate in the PSA. Given the fact that the application site is within a short walking distance from the PSA, a purely retail focus here is not necessarily needed, and arguably services such as a tattoo studio would benefit the wider community more.

According to the CS, Manchester's population is predicted to increase to 581,300 by 2027 (541,319 - 2016); this is increasingly driving more demand for housing which can be seen in the variety of mixed density residential developments across the city. LSH confirm that there are 17,000 new homes currently under construction in the city and it is expected that 8,100 new homes will be delivered in 2021 across the city centre, Salford and Trafford. We understand that 5,500 new homes entered construction within Manchester alone across twenty development sites. Despite the global pandemic, rents have increased by 2% in Manchester in the last 12 months. This new housing delivery and continued high occupation in the rented market sector will drive local footfall and the need for a thriving business and tenant led environment that can support a high urban population density.

National planning policy guidance is set out in the revised National Planning Policy Framework (NPPF, 2019) which is the second iteration of the NPPF. The main theme of the document is that there should be a 'presumption in favour of sustainable development'. Paragraph 8 of the NPPF breaks sustainable development down into three areas; **economic**, **social**, and **environmental**. This proposed change of use fully aligns with these three areas, helping to provide a 'strong, responsive and competitive **economy**' by securing a tenant in a recently built commercial unit, bringing employment and customer spending opportunities. The change of use to a tattoo studio practice also delivers **social** benefits by providing an 'accessible artistic service' to benefit the health and well-being of the residents of Manchester City centre. Finally, occupying the completed unit represents an 'effective use of land' by reusing an existing space, creating a functional use for the better of the **environment** and street scene along Church Street within the Northern Quarter.

Policy EC1 of the Core Strategy seeks to increase employment opportunities and economic growth throughout the city centre, primarily targeted towards growing Class B uses. In addition to this, the Council will support other significant contributors to economic growth and productivity including health (our emphasis), education, retailing, cultural and tourism facilities, and other employment generating uses mainly in the City Centre in line with Policy C1. The proposed change of use to a tattoo studio

aligns with these policies, strongly linking with the desire to achieve economic growth and productivity through leisure and cultural related industries.

The proposal fully accords with Policy CC7 in that it retains a mix of uses within the newly completed mixed use building, ensuring active and engaging ground floor uses are retained to animate the Northern Quarter area. As the site does not lie within a conservation area, and is not listed, and as there are no proposed external changes, the application accords with CC9 in terms of design and heritage.

The unit is not located in any area of flood risk and therefore further accords with C1 and is fully in line with Policy EN14.

LSH can confirm that the proposed change of use will not prejudice Policies CC1 to CC10 of the CS, aligning with other relevant local and national policies, and as such, the proposal should be approved by MCC.

Accessibility

As aforementioned, the unit's city centre location lends itself to a multitude of sustainable transport options, including bus, rail, and tram. The nearest Metrolink station is within a 3-minute walk, located at Market Street and Piccadilly Gardens; Piccadilly and Victoria train stations are both within easy walking distances as is Shudehill transit interchange. In terms of bus stations, the 'Unicorn Stop CB' is located immediately outside the unit and this provides nine bus services, including route 192, 2, 202, 216, 34A, 41, 42A, 59 and 83 that provides a varied routes across the city conurbation.

In terms of cycling, the National cycle network route 66 is a 2-minute cycle away from the unit on London Road, with cycle parking available in the near vicinity of the site along Church Street, Stephenson Square/Hilton Street and near the Arndale Shopping Centre. As discussed, there are a number of car parks near the site, the closest being The NCP Northern Quarter less than a minute walk away.

The site is accessed from the ground floor and is immediately located onto Church Street, the unit is therefore accessible for all groups with adequate wheelchair access.

As there are no changes to the existing access of the unit there should be no issues regarding this in the change of use application.

In terms of air conditioning, we can confirm that the unit will utilise existing and joint ducting that will be accessible on the roof as approved. The applicant will look to provide the relevant details for condition 20 of 114146/FO/2016 and in advance of occupation.

In terms of Condition 33 of 114146/FO/2016, we can confirm that the unit will be open from between 0800 and 2400 Monday to Saturday and 1000 to 2000 on Sunday and Bank Holidays.

For more information regarding delivery and waste access as required under Condition 34, please see the 'Waste & Deliveries Information' submitted with this application.

A separate advertisement application setting out the signage strategy for the unit prior to occupation.

Conclusion

Utilising the planning portal fee calculator for a change of use planning application under the most appropriate option: 'Other material change of use of a building or land'; the fee for the whole unit is £462.00 (excluding service charge).

It is clear that the proposed change of use from the vacant A1-A4/B1 and D2 unit to the proposed Celebrity Ink Studio (Sui Generis) will bring many benefits to Manchester such as:

- Various employment opportunities;
- Occupation of a vacant (prime location) unit;
- Education and training prospects;
- Providing a necessary health, culturally stimulating and well-being service to the people of Manchester.

As such, LSH trust that this change of use application can be dealt with in a timely manner to allow Celebrity Ink to proceed and invest in this vacant unit without unnecessary delay. Ideally Celebrity Ink want to open by February 2022.

If you need to discuss any matters concerning this application then please do not hesitate to contact me.

Yours sincerely,



Paul Shuker
Director
Planning Development & Consultancy

Direct Line: +44 (0)161 242 7056

Email: pshuker@lsh.co.uk

Cc: David Pratt – Celebrity Ink Limited

Jonathan Thompson - LTL