

# NEWMARK

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London Borough of Camden  
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**Our ref: NFD/BWA/U0028523**

**Your ref: PP-13782638**

Dear Laura

**Town and Country Planning Act 1990 (as amended)  
Planning (Listed Buildings and Conservation Areas) Act 1990  
Chalk Farm Stable- The 99s, Stables Market, Chalk Farm Road, Camden NW1 8AH  
Full Planning Permission and Listed Building Consent Application**

We write on behalf of our client, The Camden Market Management Ltd to submit an application for planning permission and listed building consent at Chalk Farm Stable- The 99s, Stables Market, Chalk Farm Road, Camden NW1 8AH ('the site') for:

"Change of use of first floor from market retail (Class E) to immersive music experience and drinking establishment (sui generis) for two years."

The application relates to the seven units on the first floor of the 99s. No external works are proposed as part of the application and the application will not create any new gross internal floorspace.

## **Site and Surroundings**

The site subject to this application are the existing seven retail units on the first floor of 'The 99s' located within the Stables Market, Camden.

The 99s is a Grade II listed building (listing no. 476872) and is located within the Regents Canal Conservation Area.

The Site is located within the Camden Town designated town centre.

## **Relevant Planning History**

On 16 February 2021 planning permission and listed building consent was granted at Provender Store and 99s Stables Market for: **"Installation of 5 grilles to the south elevation and internal works including the installation of market shop units, a lift, two new staircases, new WC facilities, lighting and services and the removal of redundant services, associated with the use of the building for market retail use."**

Out of the seven Units on the first floor, there are six units occupied as market retail use, however trade is poor due to the severe lack of footfall on the upper levels of this market area. Following

discussions with the tenants, the current tenants will be relocated elsewhere at ground floor level in the market to accommodate this application.

## **Proposals**

This application seeks planning permission and listed building consent for the physical works required at the site to refurbish the site and enable the floorspace to be occupied for an immersive music experience (sui generis).

The proposals have been designed to minimise the required internal works by retaining the existing seven units to enable the multi-room, immersive live music experience which will create a new, vibrant destination within the Market which will overcome the consistent issue of lack of footfall to this area.

Each unit will host a different immersive experience, such as the hologram stage, performance space, gallery and a bar and seating area. The total GIA of the units, when combined is 357.6 sqm. The proposals do not change the GIA of the building.

Listed building consent is sought for the proposed WC facilities, and the other internal changes required for acoustic soundproof curtains and panels. The proposed stages and bar will be freestanding to ensure they do not effect the historic fabric of the building.

The internal physical works proposed are set out in full within the Design and Access and Heritage Statement, prepared by LabTech. No external works are proposed as part of the application.

The operator, Live Odyssey, is dedicated to creating a multifaceted walk-through family attraction and London show featuring a state-of-the-art grassroots live music experience, a memorabilia bar celebrating the history of British music, and interactive exhibits that offer immersive experiences for visitors.

## **Planning Policy**

Section 38(6) of the Planning and Compulsory Purchase Act (2004) requires proposals to be determined in accordance with the statutory development plan unless material considerations indicate otherwise. The statutory development plan consists of:

- The London Plan (as amended, 2021); and
- The Camden Local Plan (2017).

Relevant supplementary planning guidance for the Site includes the Regent's Canal Conservation Area Appraisal and Management Strategy (2008).

## **Planning Assessment**

### Introduction of an immersive music experience (Sui Generis)

Local Plan Policy TC2 states Camden will seek to protect and enhance the role and unique character of each of Camden's centres and will seek to 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. Local Plan Policy TC6 sets out that the Council will consider the character of the existing market when assessing proposals for the refurbishment and

redevelopment of markets. Paragraph 9.35 states that new entertainment uses can add to the vitality and vibrancy of Camden's centres.

As set out in the Design and Access Statement (page 4), LabTech has a 'Vision' for the Camden Markets ecosystem. The Vision is to create a unique destination for fashion, music and food culture where people can live, work, stay, shop and play — a carefully curated family of four distinct and characterful markets where you move effortlessly between daytime and night-time experiences.

As the largest landowner of Camden Town real estate, Camden Market plays its role curating and catalysing growth in Camden Town to create a more diverse town centre that captures its commercial potential now and in the future. Camden Market see the market playing a more active role in the wider ecosystem of Camden cultural venues, creative institutions, suppliers and infrastructure.

The market must be flexible and adaptable so that it can build long-term resilience, harness change and accommodate innovations that haven't yet been discovered. This is ever more important in a world where retail and hospitality markets are changing more quickly and in ways that are increasingly unpredictable. By introducing new experiences and family entertainment, Camden Market will continue to broaden its appeal to London and local audiences and responding to retail trends.

The proposed immersive music experience/family entertainment (sui generis) use is an acknowledged main town centre use within the Camden Local Plan (paragraph 9.33). Given that the Site is located within Camden's town centre where a mix of town centre uses is supported the proposed use is considered acceptable in principle.

The proposed use would also attract locals / Londoners / families and tourists to the market and would therefore contribute to and support the function of the market and would not harm the character and appearance of the market in line with Local Plan Policy TC6. The proposals are temporary in nature and the Site will revert back to Class E retail use after the two-year period.

Overall, therefore the proposed use of the first floor of The 99s is acceptable in principle, in line with Camden's Local Plan policies.

## Design and Heritage

Camden Local Plan Policy D2 states that the Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings. In order to maintain the character of Camden's conservation areas the council will require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area. The Council will also resist development that would cause harm to significance of a listed building through an effect on its setting or would cause harm to its special architectural and historic interest.

No external physical works are proposed as part of the applications and the access arrangements will remain as per the existing situation.

All physical internal works have been designed to ensure minimal impact to the historic fabric of the building. The required stages will be freestanding, alongside the curated artwork and memorabilia. The proposed bar and associated seating area will also be freestanding to protect the fabric of the building. Similarly, the soundproofing for the window alcoves will be demountable.

Listed building consent is sought for the internal alterations that do require a minimal amount of intervention, including the Lighting rigging on demountable clamps to roof trusses and simple brackets to wall connecting into mortar joints and new fire doors to connect the units, which will be designed to mimic the timber features of the building. Baffle stud walls will be introduced to prevent sound bleed from neighbouring room. This will allow for lower volumes within the space. The stud walls will be fixed to the existing brickwork mortar joints only to limit intervention.

The proposed uses will bring these areas of the listed building into an optimal viable use for the market after a period of vacancy and will therefore contribute to securing the long-term future of the listed building.

It is therefore considered that the proposals are compliant with heritage policy at all levels.

### Energy and Sustainability

Camden Local Plan Policy CC2(h) states the Council will require all development to minimise the effects of climate change and encourage all developments to meet the highest feasible environmental standards that are financially viable during construction and occupation.

Scotch and Partners has prepared a Sustainability Statement, dated 13 February 2025.

According to the Sustainability Statement, the Proposed Development demonstrates the following sustainability performance indicators:

- i. A low carbon building with low energy demand.
- ii. Low water use washrooms/WCs to reduce demand at source;
- iii. A site that promotes sustainable forms of travel and will be car-free;
- iv. A site that will create a safe and healthy internal environment;
- v. A site that, as far as possible, will be resilient to the impacts of future climate change;
- vi. The use of best practice construction site management procedures across the site; and
- vii. The fit-out will have minimal disruption to neighbours due to the works predominantly taking place at substructure level.

The Statement demonstrates compliance with the relevant local planning policies on sustainable design and construction, whilst giving due consideration to Camden's aspirations in terms of low carbon growth and climate change resilience.

### Transport

Camden Local Plan Policy T1 promotes sustainable transport by prioritising walking, cycling and public transport in the Borough. Policy T2 requires all new development to be car-free.

Arup has prepared a Transport Statement (TS) to support this application.

The TS confirms that servicing and deliveries will continue the existing arrangement undertaken from an existing loading bay on Chalk Farm Road.

In terms of trip generation, as the proposed use supplements the current offer, Arup concludes that the trip generation related to the proposed development is not expected to significantly change trip making when considered within the context of the wider market. It is expected that there would be no material impact experienced on transport networks as a result of the proposed change of use.

Furthermore, as the trip generation related to the proposed change of use is not expected to significantly change trip making when considered within the context of the wider masterplan, no additional cycle parking is proposed as part of this planning application.

## Noise

Camden Local Plan Policy A4 states that the Council will seek to ensure that noise and vibration is controlled and managed.

An Acoustic Assessment, prepared by Big Sky Acoustics, has been submitted in support of this application. Sections 7-9 sets out suggested mitigation measures for the required building works and the proposed immersive music experience to limit noise emissions, in line with Local Plan Policy A4.

## Access

All levels of the venue are easily accessible via stairwells and lifts, in line with existing building.

## Operational Management

An Operational Management Plan has been prepared by Live Odyssey and submitted in support of this application and sets out how the site will be managed in terms of hours, staff numbers and ticketing.

## **Conclusion**

The development can be seen to contribute to the diversification of the Stables Market in line with Camden's town centre and market planning policies and is one which will encourage a new range of visitors to the market, so contributing to the success of the market at large and to the appreciation of its heritage assets in line with Local Plan Policies D2 and TC6.

In line with the Camden Renewal Commission's objectives to deliver a thriving local economy and support the success of local businesses, the temporary introduction of the proposed use to this location will improve footfall to the site's immediate area and as a consequence will contribute to the turnover of smaller retailers in the Stables Market.

It is considered that the proposals for which planning permission is sought complies with the relevant statutory tests and planning policies within the Camden Local Plan. It is considered that there are no material considerations of sufficient weight to determine that the application is other than in accordance with the Development Plan, on this basis, planning permission should be granted for the application accordingly.

## **Application Documentation**

As part of the submission of the application on the Planning Portal, we enclose the following documents:

- A copy of this cover letter;
- Application form and notices;
- CIL Form;

- Proposed Plans;
- Site Location Plan;
- Design and Access Statement (inc. Area Schedule), prepared by LabTech;
- Operational Management Plan, prepared by Live Odyssey;
- Acoustic Report, prepared by Big Sky Acoustics;
- Sustainability Report, prepared by Scotch Partners; and
- Transport Statement, prepared by Arup.

The requisite planning application fee of £648 has been paid concurrent to the submission of this application.

We trust that you have everything required to progress with the determination of this application. In the meantime, should you have any questions, please do not hesitate to contact Bethan Warwick of this office.

Yours faithfully



**Newmark**

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