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London Borough of Camden
Planning and Borough Development
5 Pancras Square
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Our ref: NFD/BWA/J10115

Your ref: PP-13902962

Dear Laura

**Town and Country Planning Act 1990 (as amended)
Lower Basement and Upper Basement of the Atrium Building, Stables Market, Camden, NW1
Full Planning Permission**

On behalf of our client, Camden Market Estate Holdings Limited (the 'Applicant') we enclose the following applications for planning permission in respect of the use of Lower Basement and Upper Basement of the Atrium Building, Stables Market, Camden, London, NW1 (the 'Site'):

"Use of the Site as interactive entertainment and immersive experience with ancillary events (Sui Generis)"

No external physical works are proposed as part of the planning application. The planning application will not create any new gross internal floorspace.

Site and Surroundings

The site is contained within a large mixed-use building in the heart of Camden Town.

The site subject to this application is located within Camden Town and the Regents Canal Conservation Area.

Relevant Planning History

On 13 April 2022, Full Planning Permission was granted for **"Use of the site for interactive entertainment which includes a combination of immersive theatre and team challenges (sui generis)."**

The tenant for the above permission has now vacated the premises and a new tenant has been identified and as such, a new application is required.

Proposals

This application seeks planning permission for the change of use to an interactive entertainment and immersive experience (Sui Generis) and the internal works required at the Site to accommodate this.

The operator, The Viking Planet (UK) in Camden Market offers a unique digital journey into the past, utilizing cutting-edge XR technology to immerse visitors in the Viking Age.

The Viking Planet is a digital portal to the Viking Age and by using the technological tools and entertainment devices of tomorrow, we offer our guests a wide selection of unique experiences and exhibitions centred around the Viking Age.

The Site shall be divided into two areas, with the upper atrium hosting “the myth of Yggdrasil”, a free room VR experience combined with individual VR game booths. The lower level of the atrium will host “The Viking Planet”, a digital Viking Museum with a broad presentation of Viking life, myths and stories presented through digital solutions like VR, 270-degree movie and touch screens. A souvenir shop and bar area will also be provided.

The total GIA of the lower and upper basement is 3,476 sqm. The proposals do not change the GIA of the building.

No external works are proposed as part of the application.

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

Land Use- interactive entertainment and immersive 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.

The proposed interactive entertainment and immersive experience (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. Furthermore, the site has, until recently, been used for a similar sui generis use.

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.

Overall, therefore the proposed use of the lower and upper basement of the Atrium as an interactive entertainment and immersive experience with ancillary events 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. As such, the proposals will not have an impact on the Conservation Area.

It is therefore considered that the proposals are compliant with design and heritage policies 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 25 March 2025.

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

- Aspire towards low-zero carbon emissions on site where possible in accordance with the Camden Local Plan's guidance;
- Understand how to achieve BREEAM Excellent;
- A site that will create a safe and healthy internal environment;
- A site that, as far as possible, will be resilient to the impacts of future climate change;
- The use of best practice construction site management procedures across the site; and
- Buildings that will target an exemplary performance under the Considerate Constructors Scheme.

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.

The Viking Planet (UK) have provided a statement regarding operational details to support this application.

This confirms 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 Stables Market, no additional cycle parking is proposed as part of this planning application as cycle parking was provided as part of the previous sui generis application.

The submitted Operational Management Plan confirms that servicing and deliveries will continue the existing arrangements of the Stables Market.

Amenity- Air Quality

Camden Local Plan Policy CC4 states that the Council will ensure that the impact of development on air quality is mitigated.

Wardell Armstrong have provided an updated air quality review of the proposals which considers the potential for air quality impacts during the construction and operational phases of the proposed development.

The air quality assessment demonstrates that the proposed development will accord with local and national planning policy and will not lead to an unacceptable risk from air pollution and that there are no material reasons in relation to air quality why the proposed scheme should not proceed.

Operational Management

An Operational Management Plan has been prepared by The Viking Planet (UK) and submitted in support of this application and sets out how the site will be managed in terms of hours, staff numbers and management.

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 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;
- Site Location Plan, prepared by LabTech
- Existing and proposed plan drawings, prepared by LabTech;
- Air Quality note, prepared by Wardell Armstrong;
- Sustainability Report, prepared by Scotch Partners LLP;
- Operational Management Plan, prepared by The Viking Planet (UK);
- Operational Details, prepared by The Viking Planet (UK); and
- Basic shell and core occupancy calculation.

The requisite planning application fee of £673 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



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