



# GERALDEVE

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FAO: Laura Dorbeck

**Our ref: J10115**

**Your ref: PP-11103006**

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22 March 2022

Dear Laura,

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

On behalf of our client, Camden Market Estate Holdings Limited (the 'Applicant'), we enclose an application for planning permission and advertisement consent for the following works to the Upper Basement, Atrium Building, Stables Market, London, NW1 (the 'Site'):

**"Installation of new shopfront, louvres and fascia signage to the north, south and east elevations, the infilling of the existing steps and associated works"**

**Site and Surroundings**

The Site is located within the Atrium Building which sits in the north west of the Stables Market. Stables Market itself fronts onto Chalk Farm Road and is bounded by Camden Lock Place to the east and Regent's Canal to the south. Stables Market is located within the Regent's Canal Conservation Area and includes a number of listed buildings and structures, including the grade II\* listed Horse Hospital as well as buildings which make a positive contribution to the character and appearance of the conservation area.

The Site comprises the façade of the ground floor level of the Atrium Building.

The wider market comprises a mix of uses including market retail, food and beverage and restaurant uses, leisure uses and employment floorspace. The nearest residential use is located opposite the site to the upper floors of the properties on the north side of Chalk Farm Road.

The application site is located in the Camden Town Centre and has an excellent Public Transport Accessibility Level (PTAL) of 6a. The nearest London Underground Station is Camden Town which is located approximately 380m to the south and Camden Road Overground Station is located 650sqm to the east. Numerous bus routes serve Chalk Farm Road.

## **Relevant Planning History**

On 5 August 2021, LB Camden's Planning Committee resolved to approve planning permission, subject to a s106 agreement in respect of application ref: 2020/5876/P, for the:

**"Use of the site for interactive entertainment which includes a combination of immersive theatre and team challenges (sui generis)."**

Receipt of the final decision notice is imminent, subject to the conclusion of the s106 discussions.

## **Proposals**

As outlined above, the Site has received a resolution to approve (subject to a s106 agreement) for its use for interactive entertainment, in the form of a Tomb Raider themed escape room experience, where participants will be guided through a set and complete a variety of activities.

In connection with this proposed use, the Applicant is seeking to improve the existing north, south and east elevations of the Site to enhance the existing appearance and activate the streetscape in this location to create greater attractiveness for potential visitors.

The proposed works are designed to replace the existing hoardings on the Site with metal glazed doors and windows that will be placed within the existing brick fascia. The works also propose a continuation of the brick fascia (the same profile and material as existing) to be installed across the north side elevation.

The columns and mullion profiles of the metal framing for the glazing will replicate the spacing of the ground floor level to ensure consistency of elevation and align the columns with the levels above. It is expected that the frames will be painted black to match the character and appearance of the existing wider market.

Additionally, the proposals include in-filling the steps which meet the west elevation frontage line to ensure uniformity with the upper basement finish floor level and to achieve a level threshold.

Advertisement consent is also sought for signage that will be placed on the north, south and west elevations. The proposed signage includes a fascia sign in black lettering reading 'Tomb Raider Live Experience', which will be externally illuminated.

The proposed works will also include the creation of louvres and a fire escape door. The designs will align with the utilisation of Mechanical Ventilation with Heat Recovery units which received resolution for approval via Planning Committee for re. 2020/5876/P. It is expected that the improvements will help support the approved use and maintenance of the Atrium Building.

Further details on the proposals are set out in the Design and Access Statement, prepared by LabTech. Please note, that the proposals will not alter the quantum of existing internal floorspace at the Site.

## **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, being the Spatial Development Strategy for Greater London (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) and the Advertisements CPG (2018).

### **Statutory Legislation**

As the Site is located within a conservation area and nearby to statutorily listed buildings, statute regarding the historic environment is relevant.

Section 66 of the Planning (Listed Buildings and Conservations Area) Act 1990 sets out that local planning authorities should pay special regard to the desirability of preserving a listed building or its setting or any features of historic or architectural interest which it possesses when considering applications.

Section 72 of the same Act states that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of conservation areas.

### **Planning Assessment**

#### **Design and Conservation**

Local Plan Policy D1 seeks to ensure development respects local context and character, preserves or enhances the historic environment and heritage assets, is of sustainable and durable construction and is adaptable to different activities and land uses and comprises details and materials that are of high quality and complement the local character. Local Plan Policy D2 seeks to preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings.

The design and materiality proposed to the basement elevations of the Atrium Building are in keeping with the industrial nature of the site and the wider Camden Stables Market whilst also relating to the resolved to approve land use to be operated within the Site. The proposed shopfront works will have no impact on the character and appearance of the listed Horse Hospital, as the Site is sunken below ground floor level and is therefore not within the setting of the listed building. The proposed works will also have a limited effect on the character and appearance of the Regent's Canal Conservation Area, again due to the Site being sunken below ground level. Where the proposed works are visible within the Conservation Area they are considered to be in keeping with its character and appearance.

The proposals will revitalise and reactivate this area of the market ensuring that the Atrium Building remains an attractive, interesting and vibrant place to visit. This will contribute to the long-term, sustainability and success of the Stables Market, thereby securing an important Camden heritage asset and its setting in the long-term.

It is therefore considered that the design meets the statutory tests and accords with local plan policy in terms of heritage and design.

#### **Signage**

Camden's Advertisements CPG (2018) and Local Plan Policy D4 require all advertisements and signs to respect the form, fabric, design and scale of the host building and setting. All signs should ensure that they serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.

Local Plan Policy D4 states that Camden will support advertisements that:

- a. preserve the character and amenity of the area; and
- b. preserve or enhance heritage assets and conservation areas.

The design of the signage is in keeping with the character and appearance of the conservation area and will ensure that the amenity of the area is preserved. Black lettering will be surface mounted onto the brick façade, creating a minimalist signage appearance.

Therefore, the proposed signage and design is in line with Camden Local Plan Policy D4 and CPG.

### **Enhancing the Existing Use**

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 states that the Council will consider the character of the existing market when assessing proposals for the refurbishment and redevelopment of markets.

The proposals are in line with Camden local policies TC2 and TC6 as they will support and improve the function of the resolved to approve land use of the Site within the Stables Market. The diversification of the Stables Market offer will enhance the vitality and activity within this part of the market. The signage will act as a visual anchor helping to draw people into the market on repeated occasions. This will assist in attracting a wider range of visitors which will help contribute to securing the Stables Market's long-term future.

### **Conclusion**

The proposals will preserve and enhance the character and appearance of the Site and its function, whilst also contributing to the wider character and appearance of Stables Market.

The improvements to the Site will also secure the longevity and attractiveness of this part of the market in line with Local Policy TC6.

It is considered that the application complies with the relevant statutory tests, policies within the Camden Local Plan. It is further 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 and advertisement consent should be granted for the application accordingly.

### **Supporting Documents**

Alongside this Planning Cover Letter and in support of this application, we enclose the following documents:

- Completed Application Form and Certificates;
- Site Location Plan, prepared by Labtech;
- Completed CIL Form, prepared by Gerald Eve;
- Existing and Proposed Elevations, prepared by LabTech;
- Proposed Signage Design, prepared by LabTech; and
- Design and Access Statement, prepared by Labtech.

The application fee (£600.00 plus £28 service fee) has been paid online using the planning portal.

We look forward to receiving confirmation of registration and validation of this application in due course. In the meantime, please do not hesitate to contact Anna Murray or Bethan Warwick of this office should have any questions regarding the above.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Gerald Eve LLP', written in a cursive style.

**Gerald Eve LLP**

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