

PROJECT : UNDERHILL  
DOC.NAME : MARKETING EVIDENCE  
DATE : 01.07.2023



Mr Josh Lawler  
Senior Planning Officer  
London Borough of Camden  
[josh.Lawlor@camden.gov.uk](mailto:josh.Lawlor@camden.gov.uk)

Copy to:

[lorenzo@logic-planning.com](mailto:lorenzo@logic-planning.com)  
[simon@srpkirsch.com](mailto:simon@srpkirsch.com)

Dear Josh

**Re: 5-6 Underhill Street - Planning Ref 2022/5582/P**

Thank you for your time last week, as discussed, our Client has been marketing the Second Floor of 5-6 Underhill, since it was vacated in September 2021. This is evidenced in the previously submitted Marketing Report and the attached documents listed below. Since the application was registered in January 2023, the original Agent, Jonny Novac, has left Lonic, and David Raymond has left Sint (the joint Agent appointed in September 22) to form a new Agency based in Camden, called Ascentre. Therefore, when asked for additional marketing evidence in June 2023, we did not have access to the original email trail to evidence the enquiries from potential tenants. Though we have updated the Marketing Report with additional narrative and all evidence we have available, which was submitted to you last week. This included Marketing Material confirming rental costs and reduced rent, Lists of inquiries and interested parties who decided not to take the space and reasons why, along with draft Heads of Terms setting out reasonable, and market comparable, lease conditions. Both Lonic and Ascentre have signed the report.

As previous advised, if our Client had been preparing a case for conversion to residential, the agents would have been more diligent with their documentation and evidence. We were only appointed in the summer of 2022, to explore the potential conversion with a Pre-App, after the Front Office had been marketed for almost a year. The Pre-App feedback was positive and therefore a Full Planning Application was submitted in December 2022, once both offices had been marketed for more than 12 months.

However, as evidenced in the submitted information, the state of the Camden office market has not changed. There are currently 59 similar empty offices in Camden, at similar rents and with similar terms. But with changes in working patterns, small companies are preferring to take better quality serviced office space to attract staff back to the office, at least a few days a week. If therefore this application is refused, it will be re-marketed and likely re-submitted, therefore just delaying the delivery and occupation of two much needed family sized homes in the heart of Camden.

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The following additional documentation is submitted to support and evidence the above timeline, which we trust is helpful.

1. Letter from AS&K Communications, confirming the completion of their lease for the Second Floor Front office on 30th September 2021.
2. Email from Jonny Novac at Lonic (original Agent for lease of the space) dated 6th October 2022, confirming instruction and fee for drafting of marketing report to accompany this application. Also states: ‘. . . we have been instructed since September 2021 on marketing the Second Floor (Front) and from December 2021, 2nd Floor (Rear)’
3. Lonic ‘Terms of Business’ for instruction to market the ‘part second floor’ at 5-6 Underhill Street, dated 6th October 2021.

As advised last week, based on the previous Case Officers support we have a contractor ready to start on site and a buyer ready to take one of the apartments in early 2024. We therefore hope this additional information and evidence demonstrates a genuine eagerness to lease the office space between October 2021 and December 2022, and therefore you are now able to support this application. If however you have any comments or queries, please let us know.

Yours Sincerely

**Richard Abbott**

for and on behalf of

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**RCA**  
consulting

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**as&k**

**AS&K Communications Ltd**

5-6 Underhill Street  
London NW1 7HS, UK

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Tel: +44 (0)20 7428 2900

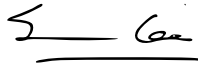
[www.asandk.com](http://www.asandk.com)

**To whom it may concern**

**Re: Second Floor Front, 5-6 Underhill Street**

This letter is to confirm that AS&K Communications, Ltd ceased to lease and occupy the second floor front office space at the above address on 30 September 2021.

Yours truly



Simon Gee  
Managing Director

AS&K Communications Ltd  
Registered Office: 5-6 Underhill Street, London NW1 7HS, UK  
Incorporated in England  
Company Registration No: 05169581  
VAT No: GB 272 7535 85

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**From:** Jonny Novick <jn@lonic.uk>  
**Sent:** Thursday, October 6, 2022 12:32 PM  
**To:** Simon Kirsch <Simon@srpkirsch.com>  
**Cc:** Michael Firestone <mf@lonic.uk>; David Raymond <david@sint.co.uk>  
**Subject:** 2nd Floor (Front & Rear), 5-6 Underhill Street, NW1

Hi Simon,

Thanks for your time earlier.

As discussed, we have been instructed since September 2021 on marketing the 2<sup>nd</sup> Floor (Front) and from December 2021, 2<sup>nd</sup> Floor (Rear).

In terms of writing a marketing report to enable a change of use to residential, LONIC & Sint propose the following fee:

- Current reduced marketing rent for both suites is £75,730.
- Current joint agency fees 15% (as per the signed Terms of Business) would be £11,359.50 (£5,679.75 to be paid to both LONIC & Sint).
- We propose a half fee of 7.5% equating to £5,679.75 (£2,839.88 to be paid to both LONIC & Sint).

I trust these terms are acceptable and look forward to working on the report in due course.

#### Kind Regards

**Jonny Novick**  
**LONIC**  
**020 7486 0900**  
**07811 100 622**  
[www.lonic.uk](http://www.lonic.uk)  
**@LONIC\_property**  
**LONIC\_london**  
*sent from office*

#### **NOTICE: CYBERCRIME ALERT!**

As a result of the increased risks posed by cybercrime and especially those relating to bank account details, please note that our bank account details will **NOT** change during the course of a transaction.

Please be vigilant and ensure caution is exercised when opening any emails, attachments or links which purport to come from us in response to any requests for our bank details.

We will not accept responsibility if you transfer money into an incorrect bank account. If you receive bank details from us by email please telephone our office and speak to the person dealing with your matter to verify its authenticity.

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49 Welbeck Street London | W1G 9XN  
Tel 0207 486 0900 | e mail [rmf@lonic.uk](mailto:rmf@lonic.uk)

### TERMS OF BUSINESS – SIMON KIRSCH

These terms of business apply to the provision of services by LONIC Limited, a company registered in England & Wales under number 06126330 whose registered office is at 49 Welbeck Street, London, W1G 9XN to the person buying the services (**you** or **Client**). We are acting on behalf of Simon Kirsch in connection with the disposal of leasehold premises at 5-6 Underhill St, London, NW1 7HS (Part Second Floor).

In accordance with the provisions and regulations laid under the Estate Agents Act 1979 certain information must be given and confirmed with all our clients.

#### 1. RATE OF COMMISSION

In respect of leasehold property (new lease):

- 10% of the annual passing/rental.

VAT is payable on the above, at the appropriate current rate and is added to our invoice.

#### 2. PAYMENT TIMESCALE

- a) Our fees are payable should a tenant enter into a lease/licence (by way of the previous clause) or occupy your property during the period of our Agency Agreement.
- b) Payment of our fees must be made immediately upon completion/the tenants taking occupation.
- c) Should terms prove aborted following agreement of heads of terms, 50% of the fee is payable.

#### 3. ABORTIVE FEES

In the event that our instructions are withdrawn for any reason, we may make a charge to cover our abortive works and costs.

#### 4. AUTHENTICITY

**Please be aware of fraudsters.**

You/your company should not accept any change of bank account details unless:

- a) You/your company have received notification in writing (both hard and soft copy) signed by Ross Freedman.
- b) Confirmed either on the phone or, in person by yourself and a director of LONIC that you and your finance team are satisfied.

**STILL CHECK ACCORDINGLY!!**

#### 5. NOTICE PERIOD

- a) The period of engagement is to be an exclusive period of 3 months, with one month's notice period thereafter.
- b) You/Your Company/Associated Company will be liable to pay any remuneration to us in addition to any other costs or charges agreed if at any time unconditional contracts for the letting of the property are exchanged/completed.

By signing below, I accept the conditions of this agreement.

**SIMON KIRSCH:**

SIMON KIRSCH  
Name  
  
Signature

6/10/21  
Date