



Mr. Chun Qing Li  
KREOD Ltd  
1-3 School Cottages  
33 Fairfield Road, Bromley  
Greater London BR1 3QN

Ms. Sofie Fieldsend  
Planning Department  
London Borough of Camden  
Camden Town Hall Extension  
Argyle Street, London WC1H 8EQ

3rd December 2024

RE: Planning Application Reference 2024/4841/P and 2024/5069/L

Further Evidence for Proposed Change of Use for 47 Mount Pleasant, London, WC1X 0AE

Dear Sofie,

I am writing to provide further evidence in support of our application for the proposed change of use of 47 Mount Pleasant, London, WC1X 0AE, from commercial use to HMO residential use.

Following your request, I enclose marketing evidence to demonstrate the significant efforts undertaken to let the property for commercial use, which were regrettably unsuccessful. Additionally, I would like to highlight pressing concerns regarding the building's current condition, which we believe further emphasise the need for this application to be approved.

## **Summary of Market Evidence**

### 1. Marketing Efforts:

- The property was actively marketed by Compton on prominent platforms, including Rightmove, Zoopla, Kato, LoopNet, and EG.
- Four viewings were conducted with prospective creative and technology-sector occupiers, and two sets of negotiations were initiated. Regrettably, neither resulted in a tenancy due to high refurbishment costs and the location's unsuitability for some tenants.



## 2. Business Rates Removal:

- As confirmed by GOV.UK records (<https://www.tax.service.gov.uk/business-rates-find/valuations/start/160742063>), the property was removed from the business rates rating list on 1st April 2017.
- This evidences the property's long-standing lack of commercial viability and prolonged period of non-use for its designated purpose.

## 3. Prolonged Vacancy:

- The property has remained vacant since early 2021 following the administration of the previous tenant, a serviced office provider, during the COVID-19 pandemic. Despite offering reduced rent to attract interest, the property could not secure a tenant.

## 4. Ongoing Risks and Damage:

- More recently, squatters have occupied the property, causing considerable harm to this Grade II Listed building, including fire damage. Their continued presence poses a significant risk to the building's structural and historic integrity, as well as to the safety of neighbouring properties and the wider community.

## **Justification for Change of Use**

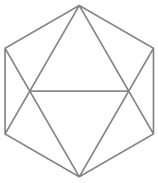
Given the property's long-term vacancy, lack of commercial demand, and the escalating risk to its condition, we submit that the proposed change of use to residential (HMO flats and studios) offers a beneficial and necessary solution. The HMO conversion would:

- Secure the future of this historic Grade II Listed building, protecting it from further deterioration.
- Provide much-needed housing in a well-connected and central location, contributing to local housing supply.
- Eliminate the risks associated with the building's current state, including safety hazards arising from squatters.

## Supporting Documents

- Compton Marketing Evidence: This includes a summary of marketing efforts, details of viewings, and reasons for failed negotiations.
- GOV.UK Business Rates Evidence: An enclosed screenshot and link demonstrating the removal of the property from the rating list in 2017.

We respectfully request that the council considers this evidence, alongside the urgent need to preserve the heritage and safety of the property, in support of our application. Should you require any further information



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or clarification, please do not hesitate to contact me directly.

Thank you for your attention to this matter, and I look forward to your response.

Yours sincerely,

**Chun Qing Li**

Founder & Managing Director

For and on behalf of KREOD Ltd



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Property  
**47, Mount Pleasant, London, WC1X  
OAE**

Valuation

**This property was removed from the rating list on 1 April 2017**

[More about rating lists](#)

**Valuations for this property**

Valuations ?	Effective date ?	Rateable value
PREVIOUS 27 March 2018 to 31 March 2023	1 April 2017	Not available
PREVIOUS <a href="#">1 April 2017 to 26 March 2018</a>	1 April 2017	£75,500

[Hide all sections](#)

**Valuation details**

[Hide](#)

Description ?	Offices and premises
Local council	Camden
Local council reference ?	01031004710037
Rating list ?	2017
Effective date ?	1 April 2017
List alteration date ?	27 March 2018
Transitional relief certificate issued ?	No
Special category code ?	203G

URL Link: <https://www.tax.service.gov.uk/business-rates-find/valuations/start/160742063>

## Chun Qing Li

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**From:** Chun Qing Li  
**Sent:** 26 November 2024 12:30  
**To:** Warren Pierson  
**Subject:** FW: Request for Marketing Records for 47 Mount Pleasant, London WC1X 0AE

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**From:** Andy Gilbert | Compton <AG@compton.london>  
**Sent:** 25 November 2024 09:39  
**To:** Chun Qing Li <li@kreed.com>; Josh Perlmutter | Compton <jp@compton.london>; Shaun Simons | Compton <ss@compton.london>  
**Cc:** Helena Hu <huronghelena@gmail.com>  
**Subject:** RE: Request for Marketing Records for 47 Mount Pleasant, London WC1X 0AE

Hi Chun,

Please see answers below in **RED**.

Best,

Andy

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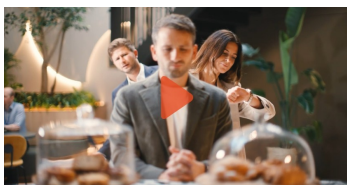
**Andy Gilbert | Compton**  
Senior Advisor

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**Main** +44 (0) 20 7101 2020

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47 St John's Square, Clerkenwell,  
London EC1V 4JJ



Watch the latest episode of Compton TV - **Options Galore: The Amenity Revolution**.

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compton.london

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**From:** Chun Qing Li <[li@kreod.com](mailto:li@kreod.com)>

**Sent:** 21 November 2024 09:31

**To:** Andy Gilbert | Compton <[AG@compton.london](mailto:AG@compton.london)>; Josh Perlmutter | Compton <[jp@compton.london](mailto:jp@compton.london)>; Shaun Simons | Compton <[ss@compton.london](mailto:ss@compton.london)>

**Cc:** Helena Hu <[huronghelena@gmail.com](mailto:huronghelena@gmail.com)>

**Subject:** RE: Request for Marketing Records for 47 Mount Pleasant, London WC1X 0AE

Good morning Andy,

I trust you are well.

The Council's policy team had some queries about the submitted marketing, could you review them and come back on these queries?

Here's are the questions from the council:

1. What is the exact period of marketing? It's not clearly stated in these documents – when did it start, when did it end ? **Marketing commenced in November 2021, we withdrew from the market in May 2023.**
2. It would be helpful to know why We Are Flying Objects and 1 other viewing (there are 4 in total?) were unsuccessful. Please provide additional information. **We are Flying Objects discounted due to location and the other viewing discounted due to configuration of the space, in that it was simply too many rooms to make work for their business.**
3. Without further information about the floorspace in Postmark (as per para. 6.14), it is difficult to understand its relevance. Can you provide additional information and why its relevant? **I am unsure what this is referring to?**

Many thanks for your assistance in advance!

Kind regards,

**Chun Qing Li**  
**Principal of KREOD Architecture**  
**Director of KREOD (Construction)**  
**Founder & CVO of KREODx Software**

Old Town Hall, 30 Tweedy Road  
Bromley, Greater London BR1 3FE

Tel: 0208 123 6788

Mobile: 0786 85 888 02

Email: [li@kreod.com](mailto:li@kreod.com)

Email: [li@kreodx.com](mailto:li@kreodx.com)

Web: <https://url6.mailanyone.net/scanner?m=1tE3Wg-0000000Gsxx-36ZH&d=4%7Cmail%2F90%2F1732181400%2F1tE3Wg-0000000Gsxx-36ZH%7Cin6q%7C57e1b682%7C27601028%7C12623138%7C673EFDD628526DE4BEFB2F0577C8AA7C&o=o.www.redwkmoc&s=29cfGLqosxMJCpaXShOm5-WbdTA>

Web: [https://url6.mailanyone.net/scanner?m=1tE3Wg-0000000Gsxx-36ZH&d=4%7Cmail%2F90%2F1732181400%2F1tE3Wg-0000000Gsxx-36ZH%7Cin6q%7C57e1b682%7C27601028%7C12623138%7C673EFDD628526DE4BEFB2F0577C8AA7C&o=o.www.redwkmoc.&s=VLwDmEM3Qx49iHY4VQNSoG\\_Ilk8](https://url6.mailanyone.net/scanner?m=1tE3Wg-0000000Gsxx-36ZH&d=4%7Cmail%2F90%2F1732181400%2F1tE3Wg-0000000Gsxx-36ZH%7Cin6q%7C57e1b682%7C27601028%7C12623138%7C673EFDD628526DE4BEFB2F0577C8AA7C&o=o.www.redwkmoc.&s=VLwDmEM3Qx49iHY4VQNSoG_Ilk8)



KREOD

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**From:** Andy Gilbert | Compton <[AG@compton.london](mailto:AG@compton.london)>

**Sent:** 19 November 2024 11:45

**To:** Chun Qing Li <[li@kreod.com](mailto:li@kreod.com)>; Josh Perlmutter | Compton <[jp@compton.london](mailto:jp@compton.london)>; Shaun Simons | Compton <[ss@compton.london](mailto:ss@compton.london)>

**Cc:** Helena Hu <[huronghelena@gmail.com](mailto:huronghelena@gmail.com)>

**Subject:** RE: Request for Marketing Records for 47 Mount Pleasant, London WC1X 0AE

Hi Chun,

We had two abortive negotiations, one was with Too Good, a design firm and the other with Fount London and flexible workspace company.

TooGood we were quite a long way down the line and we were about to instruct solicitors but after many many design meetings the tenants could not make the building work due to high refurbishment costs.

We were granting a significant amount of rent free but in the end they felt the project would be too much work to take on.

With Fount London, it was a similar story and the fact the building was a touch too small for what they were looking for and also the fact the property was in a bit more of a residential part of Clerkenwell / Farringdon. With all these factors combined they pulled out of negotiations as well.

Hope that helps.

Best,

Andy

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**Andy Gilbert | Compton**  
Senior Advisor

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**Main** +44 (0) 20 7101 2020

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47 St John's Square, Clerkenwell,  
London EC1V 4JJ

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## Chun Qing Li

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**From:** Josh Perlmutter | Compton <jp@compton.london>  
**Sent:** 19 November 2024 11:31  
**To:** Chun Qing Li; Shaun Simons | Compton; Andy Gilbert | Compton  
**Cc:** Helena Hu  
**Subject:** RE: Request for Marketing Records for 47 Mount Pleasant, London WC1X 0AE  
**Attachments:** 47 Mount Pleasant - Marketing Details.pdf

Hi Chun,

Thanks for your email. Please see below:

- Copies of marketing materials (e.g., brochures, listings, online advertisements).
- **Attached are our in-house marketing details we used. We listed on our website, Kato, Rightmove, Zoopla, LoopNet and EG but as we withdrew the property from the market, we are unable to share these old web pages.**
- Records or summaries of viewings conducted and parties expressing interest.
- **We held 4 viewings in total with a variety of creative/tech occupiers, and were negotiating with a company called We Are Flying Objects but unfortunately this did not end up leading to a successful letting. [@Andy Gilbert | Compton](#) can share more on this if you need.**
- Any reports or correspondence documenting marketing activities and their outcomes.
- **Similar to the above, we are unable to share this due to the property being withdrawn from the market. If there is something more specific you need then I'm sure we can assist.**

Kind regards,

Josh

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**Josh Perlmutter | Compton**  
Director

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**Main** +44 (0) 20 7101 2020

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47 St John's Square, Clerkenwell,  
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# Compton

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## Kings Cross

47 Mount Pleasant  
WC1X 0AE

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Self-contained building available to  
rent at only £25.00 Per Sq Ft

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## For Rent

2,687 ft<sup>2</sup>

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WC1X 0AE

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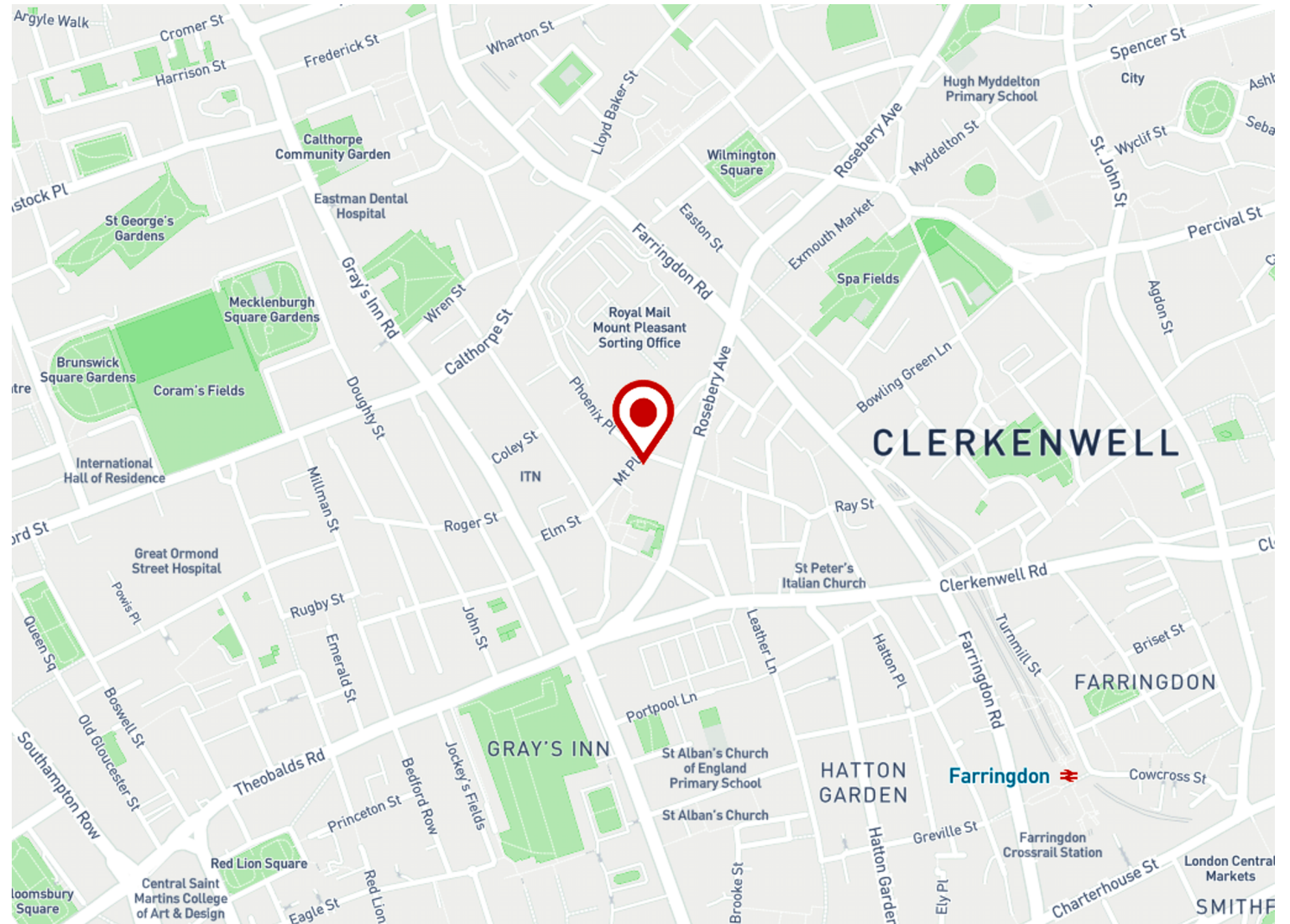
Self-contained building available to  
rent at only £25.00 Per Sq Ft

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## For Rent

2,687 ft<sup>2</sup>

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## Location

The building is centrally located and just a short walk to Chancery Lane and Farringdon underground stations which is perfect for commuters. It is also on the doorstep of a number of trendy bars, restaurants and market stalls.

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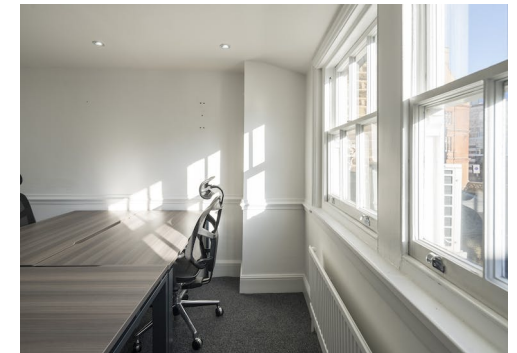
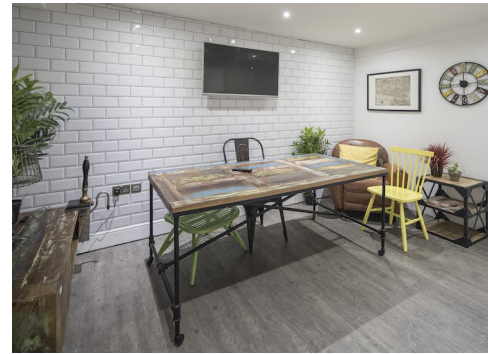
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## Amenities

- Self-contained building
- Modern finishes
- Fully fitted and furnished
- Fantastic natural light
- Air conditioning
- Large kitchen area
- Multiple rooms to provide for private meeting spaces
- WC's and Shower facilities
- 24/7 Access

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## Description

This self-contained building oozes history, dating back to the 18th century. Today, the building offers a contemporary feel whilst holding onto its history with period features and retro furniture in the breakout areas.

The offices are light and spacious with on-site shower facilities, meeting and breakout amenities.

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2,687 ft<sup>2</sup>

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## Content

[View on Website](#)



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## Viewings

Via Sole Agents only

## Terms

New full repairing & insuring lease available for a term by arrangement  
direct from the Landlord

## VAT

The property is elected for VAT

# Compton

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---

## For Rent

2,687 ft<sup>2</sup>

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## Floor Areas & Outgoings

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The accommodation comprises of the following

Name	Sq ft	Rent (sq ft)	Rates Payable (sq ft)	Service Charge (sq ft)	Total /year
3rd	309	£25	£15	£1.50	£12,823.50
2nd - Front	330	£25	£15	£1.50	£13,695
2nd - Rear	279	£25	£15	£1.50	£11,578.50
1st	532	£25	£15	£1.50	£22,078
Ground	527	£25	£15	£1.50	£21,870.50
Lower Ground	710	£25	£15	£1.50	£29,465
Total	2,687	£25	£15	£1.50	£111,510.50



# Compton

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## Contact Us

All appointments to view must be arranged via sole agents, Compton, through —

Josh Perlmutter  
[jp@compton.london](mailto:jp@compton.london)  
07814 699 096

Andy Gilbert  
[ag@compton.london](mailto:ag@compton.london)  
07519377562



020 7101 2020  
[compton.london](http://compton.london)

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