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7th June 2012

**Jonathan Markwell
Regeneration & Planning
Development Management
London Borough of Camden
Town Hall
Judd Street
London WC1H 8ND**

Ref: 2012/1882/P – The Mamelon Tower PH, 149 Grafton Road, NW5 4AY

Dear Mr Markwell

We are writing to you in regard to our current planning application **ref:20012/1882/P** for the conversion of the vacant Ground and Basement floors of the former **Mamelon Tower PH** at **149 Grafton Road, NW5 4AY**.

We understand that in determining our application for this proposed change of use that the LPA must consider the loss of the A4 use with regard to policy DP15 of the LDF.

We refer to para 15.7 of the above policy DP15 and can confirm that the Pub has been vacant now for over **3 ½ years**.

We purchased the property on **4th June 2008**. At the time it was let on a long lease to the proprietor a Ms Rachael Daly.

Ms Rachel Daly vacated the property on **30th November 2008** as the business was making a loss. We later found out that Rachel Daly was in arrears with a number of companies e.g. Utility companies, HMRC etc as a result of running the premises as a public house at a loss for a number of years.

At no point during this tenure was the premises used for 'community uses' as described by para15.7 such as evening classes, clubs, meetings or performances. Therefore it follows that there can be no perceived loss of such a community use. We believe this will also be borne out by the absence of any 3rd party representations to our proposals objecting to the loss of this undesirable and commercially unsustainable A4 use as we have certainly had no enquiries from anyone wishing to utilise the property in this way in the last 42 months since it became empty.

We have tried unsuccessfully to rent the public house with agents Symon Smith and specialist pub marketing consultants A&G but without success. We understand that marketing evidence has already been submitted to you from Symon Smith in this regard.

We have also tried to sell our freehold interest but again, despite some initial interest, failed to attract serious buyers beyond an initial property viewing with all potential purchasers considering the location and property to be a commercially unviable proposition.

We now feel that the best way forward is to apply for permission towards a change of use to residential. This is a direct response to the commercial un-viability of the existing A4 use and the increase in demand for housing at a local level and in step with the National level guidance outlined in the National Planning Policy Framework (NPPF) to boost significantly the supply of housing by making allowances for provision of homes from wind fall sites and the presumption in favour of sustainable development where the applicant has optimised the full potential of the site.

We trust the above information is suitable for demonstrating that the premises are no longer economically viable for a pub use, however, if you require any further information, please do not hesitate to contact me.

Yours Sincerely

Nilesh Lukka

(Director)