Marketing Evidence Statement

Prepared for 17 Kilburn Vale, London, NW6 4QL

Ref: ME-300

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The proposal is for redevelopment and conversion of an existing vacant warehouse (B8 Use Class) on the ground floor, together with the alterations to the ground floor of the residential unit (one 2 bedroom building) to provide one bedroom residential unit at the rear and 2 bedroom residential unit at the front (C3 Use Class).

The site consists of two building elements: front part (No. 17a) and the rear part (No. 17). The existing front building element accommodates approximately 131m2 of B8 Use Class floorspace on the ground floor, which was last used by a charity as a warehouse until late 2004. The 3 storey element at the rear accommodates one 2 bedroom flat and also was vacant since 2004. From 1st of December 2011 the C3 Use Class unit at the rear has been occupied by the residents.

Prior to the applicant's purchase of the site an extensive period of marketing was undertaken by Paramont and for the support of marketing evidence an appendix 1 is attached. In the 9 month of marketing there was no interest in the property which justifies a non-viability of the application site.

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APPENDIX 1



Mr Mark Pender 4 Abbot's Place, London NW6 4NP

21st November 08

Dear Mr Pender

RE: 17 Kilburn Vale, Kilburn, London NW6

We write as requested to discuss our past involvement in the marketing of the above premises.

We understand your client is now seeking to obtain planning permission to redevelop the site, we can confirm we acted for the previous owners Stewards Company Limited in the marketing of the above mentioned property.

We were first asked to market the property to let in late 2004 after the last tenant who used the building for storage decided not to review their lease.

As requested we attach:

- 1/ Rental particulars September, 04 2/ Sales particulars May, 05 2/ Revised rental particulars March 05

Other forms of marketing included:

1/ A for sale board was erected on the site to attract passers by.
2/ A mail out to over 400 occupiers in the local area looking for this size and type of operation.
3/ A circular via the Estate Agents Clearing House to 1000's of local and central London agents acting for clients looking for this type and size of accommodation.

Based on the poor level of response received after 9 months we persuaded our client to reduce the asking rent and also the property 'for sale' as a commercial entity in May, 2005. We further enticed parties with longer rent free periods and other inducements although were not successful in renting the space.

After this prolonged and unsuccessful campaign we advised the client that they should accept a freehold sales offer from Mr Desai.

I hope the enclosures prove useful. Please let me know if I can be of further assistance.

Yours sincerely

Steve Oliver For Paramount Properties

ME-300



PARAMOUNT 020 7372 0202

B1/B8 Opportunity

(Due to relocation)



17 Kilburn Vale, Kilburn, London NW6 4QL

LOCATION

Kilburn Vale is a peaceful road within a short walk of the High Road, West Hampstead, Bakerloo and Jubilee Line Stations. Each floor has the ability of being self contained. The building has been well maintained and recently re-decorated.

DESCRIPTION

the property has been used as a storage depot. The front and rear elevations are brick of brick construction with rendered sides under pitched tile roof with an ornamental feature under a flat felt roof. To the rear of the property there is a dilapidated outbuilding.

The property sits on a site 3,200sq.ft

150 West End Lane LONDON NW6 1SD



ACCOMODATION Ground floor 207 sq m 2,233 sq ft

1st Floor 2nd Floor 628 sq ft 58.3 sq m 628 sq ft 58.3 sq m

3,489 sq ft TOTAL 324 sq m

PLANNING The property currently has B1/B8 use

CAR PARKING 1 car parking space

PLANS available on request

RATES RV £10,250

Rates payable £5,125

TENURE Freehold

£650,000 PRICE

Call Steve Oliver 020 7644 2304/07768 105082 VIEWING

Paramount Properties Investments 2000 Ltd

These particulars are believed to be correct; however they do not form

part of any contract.

Prospective purchasers are advised to make their own enquiries.

REF:08/05/05

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RV £10,250

Rates payable £5,125

LEASE

FRI lease available for a minimum term of 5 years

PRICE

£9,500 per annum

VIEWING

Call Steve Oliver 020 7644 2304/07768 105082 Paramount Properties Investments 2000 Ltd

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REF:07/09/04

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