



# CITY AND CENTRAL PROPERTY GROUP

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13 November 2009

**BY HAND**

Ms Aysegul Olcar-Chamberlin  
Planning Officer - Planning  
Culture and Environment  
London Borough of Camden  
Town Hall Extension  
Argyle Street  
London WC1H 8EQ

Dear Ms Olcar-Chamberlin

**Re: 39 Whitfield Street, London W1P 1RE (24 – 25 Scala Street) Our Ref:  
2009/1660/P**

Thank you for your email yesterday and, subsequent to our telephone conversation, I attach the following:-

- 1.) Letter from Messrs. E A Shaw
- 2.) Letter from Messrs. Shelley Sandzer
- 3.) Property details from Messrs. Shelley Sandzer

The subject premises which have traded under a Sui Generis use as an internet café for the past 15+ years were vacated at the beginning of 2009.

We have had to carry out extensive repairs and renovations to the property as the previous tenant went into liquidation and left the café in an appalling condition.

We initially contacted Messrs. E A Shaw to advise us in letting the unit and on a marketing strategy, and they advised us that the location of the unit was unsuitable for A1 retail and that we should apply to Camden for an A3 use. (See letter attached).

This we did in April 2009, and we instructed Messrs. Shelley Sandzer to market the unit as Retail/Restaurant Premises (subject to planning permission) (see details attached).

As you will note from their letter (see letter attached) there have been no retail offers in 8 months although they have received a number of enquiries and offers on the basis of achieving an A3 use.

We are looking to create an exciting concept on the corner of Whitfield Street and Scala Street, and several restaurant operators are prepared to invest substantial sums in developing the premises. The alternative would appear to be a vacant unit.

Should you require any further information please do not hesitate to contact me, meanwhile, I would appreciate your confirmation that the application will finally be dealt with at Committee in December with your recommendation for approval

Yours sincerely

  
**DADWIN INVESTMENTS LTD**

David I Winton  
Director

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D Winton Esq  
City & Central Property Group  
1 Vere Street  
London W1M 9HQ

13th November 2009

Dear David

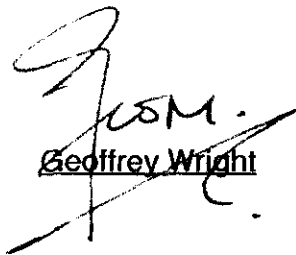
**24-25 Scala Street & 39 Whitfield Street, London, W1**

I refer to our discussion yesterday concerning the problems encountered since the tenant operating as the Internet Café vacated in March. As you will appreciate, whilst undertaking the valuations, I was conscious that my Agency colleagues had advised that there was little prospect of securing a retail tenant in this particular location. From what you have said of the marketing, this appears to have been borne out.

From a valuation perspective, my views do not change, more so in the current economic climate. The site is unsuitable for any new start retail who I doubt would secure financial backing for such a venture and the unit is best suited to a food use.

With kind regards.

Yours sincerely



**Geoffrey Wright**

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12<sup>th</sup> November 2009  
Our Ref: JA/cd

[david@central.gb.com](mailto:david@central.gb.com)

Dear David,

I am writing to provide you with an update on the marketing of 39 Whitfield St, London W1.

As you are aware we have been marketing the premises since the beginning of April 2009. Full sales particulars were prepared and sent to our entire database of applicants, a board was erected on site reading A1/A3 and the particulars have been circulated to local businesses and to all Estate Agents in the country for their retained clients.

The interest received has been extremely encouraging from the restaurant sector and there is a large demand particularly from Oriental operations. We have received 3 offers on the site and continue to receive regular enquiries from potential tenants wishing to take the premises on the basis of achieving A3 planning permission. The interest from other sectors has been poor and we have only one enquiry from an A1 retailer that did not result in an offer.

The types of operators who are interested have been primarily from the independent casual dining sector and those offering are looking to bring new exciting concepts into the street. A number of people have also enquired about entirely glazing the Whitfield St frontage as they feel this would make the building more prominent and create a more vibrant feel in the area. I would recommend that this be looked into as it will certainly increase the desirability of the building.

Bombay Bites who are a casual and contemporary Indian restaurant are certainly the most advanced in their plans for the site and are looking to invest a substantial amount of money in developing the site. They are looking to make that corner a more exciting and animated area that will attract some more discerning diners to the northern end of Goodge St.

I sincerely hope that the planners will look favourably on the A3 planning application as I feel it will greatly add to the character of the street and the attractiveness of the building.

I look forward to hearing from you.

Kind Regards,

**James Assersohn**

Retail + Leisure  
Property  
Awards

06

WINNER

Retail + Leisure  
Property  
Awards

07

WINNER

Retail + Leisure  
Property  
Awards

08

WINNER

**AWARDED BEST LEISURE CONSULTANCY TEAM - RETAIL & LEISURE PROPERTY AWARDS**





## CORNER RETAIL/RESTAURANT PREMISES TO LET

**\*Subject to Planning Permission\***



### 39 WHITFIELD STREET, LONDON W1

#### **LOCATION**

The property is located on the prominent corner of Scala and Whitfield Street just off Goodge Street. Goodge Street Underground station is just a short distance away and local operators include a dense office population as well as Crazy Bear, Tesco, Starbucks, The Fitzrovia Public House, Spaghetti House, Heals and Habitat to name but a few.

#### **ACCOMMODATION**

The property is arranged over ground floor and basement and affords the following floor areas:

Ground Floor	1,130 sq ft	105 sq m
Basement	1,453 sq ft	135 sq m
<b>Total</b>	<b>2,583 sq ft</b>	<b>240 sq m</b>

#### **USE**

The property previously traded as an internet cafe and therefore is suitable for any use within A1. A planning application has also been put in to the Borough of Camden for A3 restaurant consent, for further details please contact this office.

#### **RENT**

£65,000 per annum exclusive, subject to contract.

#### **LEASE**

A new Full Repairing and Insuring lease for a term to be agreed.

#### **RATES**

Due to redevelopment the rates are to be reassessed.

#### **LEGAL COSTS**

Each party to bear their own legal costs incurred in this transaction.

#### **VIEWING**

Strictly through joint sole agents Shelley Sandzer.

James Assersohn  
Shelley Sandzer

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020 7580 3366