

Jenna Litherland

London Borough of Camden  
2<sup>nd</sup> Flr, 5 Pancras Square  
c/o Town Hall  
Judd Street  
London  
WC1H 9JE

AR/Lc/18.11.15

22 December 2015

Dear Ms Litherland

**Re: West Hampstead Square - Section 73 application to vary condition 18 of the planning permission ref: 2013/6627/P**

Further to my letter dated 18 November 2015, I am writing to address the request for additional information relating to my client's request to vary the consent to allow the creation of one large retail unit out of the three small units at Block A first floor.

I can confirm that Lunson Mitchenall are a reputable national agent with an extensive record of lettings within the London market and as stated in my previous correspondence interest in the first floor retail space within the West Hampstead Square development has been limited.

Since our engagement on the site from mid-2014, we have been actively marketing the forthcoming retail units at the West Hampstead Square development. The majority of interest set out in the table below, was driven by a letting hoarding erected on site facing West End Lane since September 2014 which includes contact details for Lunson Mitchenall. As such we have received the following interest for various occupiers, advisors and new retail companies:

Contact	Use	Grd/1 <sup>st</sup> Flr	Offer received	Comment
Stuart Daniel	Coco Bijoux fine chocolate	Grd only	Yes	Would not consider 1 <sup>st</sup> flr
James Corrigan	TBC	Not confirmed	No	
Stephen Fixman	Gails Bread	Grd only	No	Advisor. Would not consider 1 <sup>st</sup> flr
Michael Spether	Piliates studio	Not confirmed	No	

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Edith E Jessup BA (Hons) ACA - Finance Director  
Peter D Courtney  
Matt Maynard MRICS  
John H Griffin BSc MRICS  
Stuart N White BSc (Hons) MRICS

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Jason Haxton BSc (Hons) MRICS  
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**Associate Directors**

Theo Fordham MRICS  
Charles Jacks MRICS  
Tristan Gleave MRICS  
**Consultants**  
Neil D Mitchenall FRICS

**Retail Property Consultants**

Charles House, 5-11 Regent Street,  
London SW1Y 4LR

Tel +44 (0)20 7478 4950  
Fax +44 (0)20 7478 4988  
Email reception@lunson-mitchenall.co.uk

Sarah Duquesne	TBC	Not confirmed	No	
Mahmoud Yamani	Café	Grd only	No	Would not consider 1 <sup>st</sup> flr
Aziz ahsak	TBC	Not confirmed	No	
Malcom Terry	Estate Agent	Grd only	No	Advisor. Would not consider 1 <sup>st</sup> flr
Vincenzo	Café	Grd only	No	Would not consider 1 <sup>st</sup> flr
Imran	Café	Grd only	No	Would not consider 1 <sup>st</sup> flr
Tom	A1 Retail	Grd only	Yes	Would not consider 1 <sup>st</sup> flr
Nilesh Patel	Health food	Grd only	No	Units too small
Amber Labanak	Yoga Studio	1 <sup>st</sup> Flr	No	
Moses	Café	Grd only	No	Would not consider 1 <sup>st</sup> flr
Harant	Pharmacy	Grd only	No	Units too small
Richard Packman	Restaurant	Grd only	No	Would not consider 1 <sup>st</sup> flr
Eleanor Mcnamara	Café	Grd only	No	Would not consider 1 <sup>st</sup> flr
Mayaklein Wassink	Bakery	Grd only	Yes	Would not consider 1 <sup>st</sup> flr
Stell	Hairdresser	Grd only	No	Units too small
Hooman	Café	Grd only	No	Would not consider 1 <sup>st</sup> flr
Amanda	Nail Bar	Grd only	No	Would not consider 1 <sup>st</sup> flr
Dino	Deli	Grd only	No	Would not consider 1 <sup>st</sup> flr
Tonia	Ginger & White Café	Grd only	No	Units too small
Marc Mesrie	TBC	Not confirmed	No	
Natlie Nersteiberg	Bakery/cafe	Grd only	No	Units too small
Amanda OFlaherty	TBC	Not confirmed	No	
Meg	A1 Retail	Grd only	No	Would not consider 1 <sup>st</sup> flr
Nick Boxer	Gym Group		No	Floorspace too small
Matthew Englander	Restaurant		No	Advisor. Floorspace too small flr
James Raven	Doddle	Grd only	No	Advisor. Would not consider 1 <sup>st</sup> flr

Stephanie	Café	Grd only	No	Would not consider 1 <sup>st</sup> flr
Leo Fieldman	Bakery	Grd only	No	Advisor. Would not consider 1 <sup>st</sup> flr
Jon Pudifant	A1 Retail		No	Advisor. Floorspace too small
Steven Collins	Pizza restaurant		No	Advisor. Floorspace too small
Kenny Livingstone	TBC	Not confirmed	No	
Rebecca	TBC	Not confirmed	No	
Barbra Hoffmann	TBC	Not confirmed	No	
Ben Posen	Osteopath	Not confirmed	No	
William Nelson	Second cup cafe		No	Advisor. Floorspace too small
Peter Flint	Paul Cafe		No	Advisor. Floorspace too small
qursal@gmail.com	TBC		No	
Ash	Bakery	Grd only	No	Would not consider 1 <sup>st</sup> flr
Simon	BBQ Restaurant		No	Floorspace too small
Andrew	Pasta Restaurant	1 <sup>st</sup> Flr	Yes	Offer received for first flr retail wing as only larger unit available
Ash Daswani	Restaurant	Not confirmed	No	
Ramnee	TBC	Not confirmed	No	
Justo Tripier	Café	Grd only	No	Would not consider 1 <sup>st</sup> flr
Stephen Ziff	Hairdresser	Not confirmed	No	
Malcom Morgan	Estate Agent	1 <sup>st</sup> Flr	Yes	Advisor. Offer received then withdrawn for first flr retail wing as only larger unit available

As identified above we have had only very limited interest in the first floor retail and the majority of interest even from independent occupiers has been for the ground floor only.

It should also be noted that a number of those interested required larger units than that available.

The Village Haberdashery is a local independent retailer which the Council actively encourages in planning policy terms. The council also states that a small unit is considered to be less than 100 sqm (1,076sqft) and coincidentally the combination of the three small retail units in Block A first floor total 1,176 sqft which is only 100 sqft more than the defined small unit size. By not allowing The Village Haberdashery to work with the space available than the council would appear to contradict its own adopted policy of encouraging and supporting small and independent local retailers and it is likely The Village Haberdashery will have to relocate out of the area to find suitable premises to grow and thrive. This ultimately will be to the detriment of the diversity of the retail offer in West Hampstead.

In light of the above I believe an amendment to the condition 18 of the planning permission ref: 2013/6627/P is justified in the context of the proposed tenant and for future users.

Yours sincerely

**Andrew Reavley**

**Director**

[andrewr@lunson-mitchenall.co.uk](mailto:andrewr@lunson-mitchenall.co.uk)

cc Summer Wong CgMs Consulting