



## **Hawley Wharf Camden:**

Report on Building A Lower Floors

May 2023

## **EXECUTIVE SUMMARY**

This brief paper is intended to provide the London Borough of Camden with an update on the status of the lower floors of Building A in Hawley Wharf Camden, as part of LabTech's wider vision for the Estate.

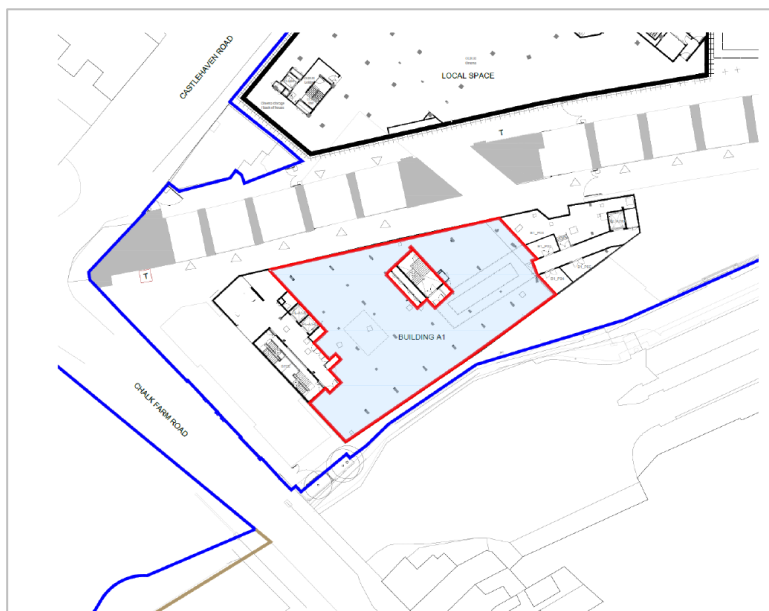
This paper follows an earlier report submitted in December 2022 which focused on the performance of the retail and food offering in Hawley Wharf Camden, with a focus on the rooftop units.

This paper includes a snapshot of the Building A lower floors area showing its current permitted use, how the space has performed at a commercial level subject to its use class, and a proposal for an alternative use for this area which has remained vacant at all times despite extensive marketing efforts by contracted third parties in addition to LabTech's internal team.

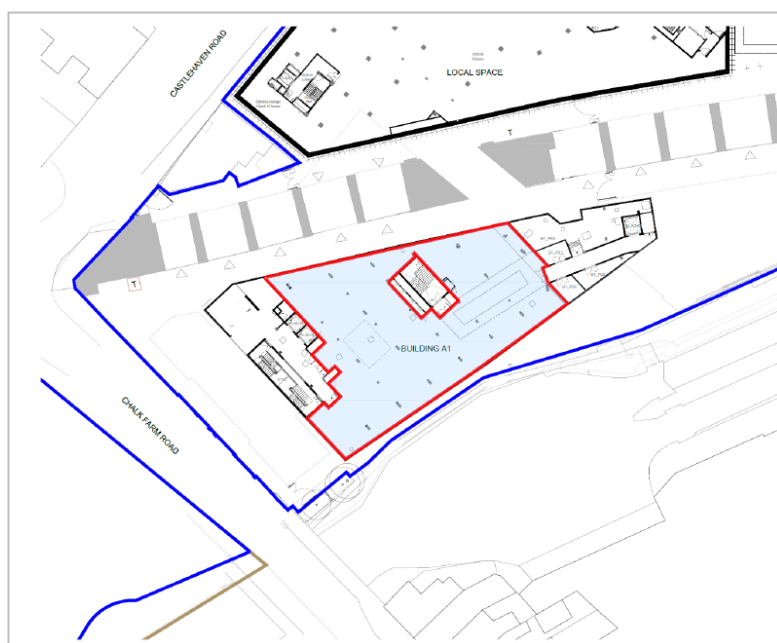
It is our hope that this paper can provide the backdrop for further discussion on the optimal use for this area of Hawley Wharf Camden.

## 1. AREA OVERVIEW

The subject area covers the lower ground floor and basement level of Building A1 with a net internal area of 18,516 square feet.



*Figure 1 Building A1 – Lower Ground Floor*



*Figure 2 Building A1 – Basement Floor*

## 2. CURRENT STATUS & PERMITTED USE

The current permitted use for the subject area is Light Industrial (B1(c)), with a maximum of 2,013 square metres Gross Internal Area for this use class across the estate.

The subject area has remained vacant since construction of the Hawley Wharf development ended, despite extensive marketing attempts by LabTech and authorized third-party agents to let the space to a light industrial operator.

The London Borough of Camden has previously granted permission on a temporary basis for the space to be let as exhibition space, and it was successfully let on a six-month lease to leisure and entertainment operator Next Exhibition Ltd. which continues to operate successfully, drawing new footfall to Hawley Wharf Camden and helping to activate the destination.



*Figure 3 Next Exhibition Ltd. currently runs exhibitions in the subject area*

### **3. ATTEMPTS TO MARKET SUBJECT AREA WITHIN B1(c) USE CLASS**

LabTech has spent considerable resources over many years in an attempt to let the subject area to tenant(s) under its current permitted use, Light Industrial (B1(c)).

While LabTech has been successful in letting units to B1(c) operators elsewhere in Hawley Wharf, there does not appear to be a demand for light industrial use in the subject area, and all attempts to market the space to light industrial operators have been unsuccessful to this date.

In addition to long-term efforts from LabTech's internal asset management team to find a tenant, LabTech employed external agents to assist – CBRE was appointed initially, and following lack of success, was later replaced by Austin Commercial in September 2022.

The following pages show some examples of marketing information and a recent marketing report prepared by Austin Commercial, showing that all interested B1(c) occupiers decided not to enter the space, and their reasons which included issues with the size, layout and location.

# austin



Unit M100, Hawley Wharf, Camden

## Location

The premises is located within Hawley Wharf which forms part of Camden Market. The area houses a diverse range of retail and Food & Beverage brands. The market attracts a mixture of all consumers and has the added benefit of 7 day a week trade. Close by operators include Babylon, Bun House, Café De Nata and Honest Burgers.

## Description

We understand the approximate Gross Internal Area to be:

|                |                                  |                |
|----------------|----------------------------------|----------------|
| Basement Floor | Light Industrial Space<br>B1 (c) | 10,717 sq. ft. |
| Total          |                                  | 10,717 sq ft   |

Floor Plans available upon request.

## Tenure

The premises are available by way of a new full repairing and insuring lease for a term to be agreed.

## Rent

Upon application.

## Planning and Licensing

The premises benefit from Class B1 (c) use.

## Further Details

An EPC has been commissioned and can be arranged request. Unless otherwise stated, each party is to bear its own legal costs, VAT may be applicable, and possession will be available upon completion of legal formalities.

Viewing is strictly by prior appointment with sole agent Austin.

Jamie Harvie-Austin  
Director  
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[jha@austincommercial.co.uk](mailto:jha@austincommercial.co.uk)

Figure 4 Marketing information sheet for lower floor of subject area designed by Austin Commercial

## Marketing Report – Building A1 Basement, Hawley Wharf, Camden

Start date of marketing – 6<sup>th</sup> September 2022

Marketing Details – Marketing Details were produced for the purpose of seeking interest from Light Industrial users within use class B1(c)

Where were the marketing details published – the marketing details were published using the following platforms:

- Austin website – [www.austincommercial.co.uk](http://www.austincommercial.co.uk)
- Perfect Information Property

The unit continues to be marketed through these avenues.

Enquiries Received – a total of 5 queries have been received on the site

| Interested party    | Date of enquiry                | Reasons why unit (s) not suitable (size, location, other better units in locality) |
|---------------------|--------------------------------|--|
| Electric Shuffle    | 7 <sup>th</sup> September 2022 | Unit too large   |
| Museum of Illusions | 17 <sup>th</sup> March 2023    | Location not right   |
| Banksy Experience   | 23 <sup>rd</sup> February 2023 | Insufficient funding for long term lease   |
| The Gym Group       | 3 <sup>rd</sup> March 2023     | Unit too large   |
| The Bat & Ball      | 17 <sup>th</sup> March 2023    | Layout of unit not suitable  |

There was no interest from light industrial users as the space and it's location within Camden does not make it easily accessible space for many operators that fall within B1c use.

Yours sincerely,



[Redacted]

[Redacted]

E: [Redacted]

Figure 5 Marketing report prepared by Austin Commercial in April 2023

#### 4. LIGHT INDUSTRIAL (B1(c)) USE ELSEWHERE IN HAWLEY WHARF CAMDEN

Although attempts to let the lower floors of Building A within the B1(c) use class were unsuccessful, LabTech has successfully delivered and leased B1(c) units elsewhere in Hawley Wharf Camden.

In addition, part of LabTech's wider vision for the estate is to add more B1(c) space elsewhere through the conversion of some other units such as Arch E4 & E5 – see Figure 6.

| B1c Use Existing/Proposed excluding A1 Basement |            |                        |                 |         |              |  |
|---|------------|------------------------|-----------------|---------|--------------|--|
| LOCATION  |            | USE                    | AREA Sqf        | NIA sqm | GIA sqm      | TENANT   |
| Arch E5   | Unit       | Bike store             | 686.00          |         | 64           | To convert to B1c  |
| Arch N6   | Commercial | Light Industrial       | 1,855.61        |         | 172          | Hawley Wharf Brewery Limited                                       |
| Arch E4   | Unit       | Bike store             | 1,931.38        |         | 179          | To convert to B1c/Flower shop                                      |
| Arch S17  | Commercial | Light Industrial       | 2,217.17        |         | 206          | Philippe Conticini Bakery/no sales only production for their shops |
| Arch S16  | Unit       | Light Industrial       | 2,460.76        |         | 229          | To Home From London  |
| D1, D2, D3 (Ground & Mezz)                      | Unit       | Office/production only | 11349 total     |         | 1,017        | Gail's Bakery -*37sqm metres sales area deducted                   |
|   |            | <b>TOTAL</b>           | <b>9,150.92</b> |         | <b>1,867</b> | <b>2,054</b><br>Calculated @ 10%                                   |

\*Value existing 2054sqm GIA

Figure 6 Breakdown of current and proposed additional B1(c) units in Hawley Wharf Camden

In addition, part of LabTech's wider vision for the estate is to add more B1(c) space elsewhere through the conversion of some other units such as Arch E4 & E5 – see Figure 6.



A presentation prepared by LabTech for the London Borough of Camden on 12 May 2023 outlines in greater detail how LabTech has fulfilled its requirement to provide B1(c) space in Hawley Wharf Camden, despite its failure to achieve this in the lower floors of Building A1.

| B1c Use Approved            |   |           |  |         |
|-----------------------------|---|-----------|--|---------|
| APPL. REF                   | DESCRIPTION   | USE CLASS | LOCATION                                       | GIA sqm |
| <a href="#">2012/4628/P</a> | Redevelopment of site to create a mixed use development   | B1c       | Arches N6 to N14 , N5 excl. bike store, E2, E3 | 1880    |
| <a href="#">2020/0362/P</a> | Variation of various conditions of planning permission dated 23/01/2013 ref. 2012/4628/P amended by planning permission dated 03/12/2018 ref. 2018/1715/P to reflect various physical and land use amendments to the permitted scheme, to relocate cinema (Class D2) to the northern arches, provision of new family entertainment (sui generis) use in the basement of Building C, including new mezzanine floor, relocation of light industrial (Class B1c) to the basement of Building A1, loss of existing market retail (Class A1), reconfiguration of Buildings A1 and A2 roof terrace seating, variation of condition 10 (cinema plan) and conversion of four market residential units to intermediate residential units and associated works. | B1c       | N6, E2, E3, A1 Basement                        | 2013    |

\*Maximum value approved 2013sqm GIA

*Figure 6 Approved use description relating to B1(c) use in 2012 & 2020*

## 5. PROPOSED USE FOR SUBJECT AREA

It is proposed that the long-term permitted use for the subject area would be changed to Sui-Generis to accommodate an entertainment offering targeted at families. There is a demand for leisure and entertainment in this area, and this would draw new family-focused footfall to Hawley Wharf Camden and activate the subject area.



*Figure 7 Proposed use for subject area*

LabTech is in discussion with Lane 7 Bowling, a leading UK bowling operator, which would be willing to move in to the space in the event that the London Borough of Camden approved this proposed change of permitted use to Sui-Generis. This venue will be their first venue in London.

LANE 7 Bowling and gaming venues



Figure 8 Lane 7 Bowling is a potential occupier for the subject area under an alternative use class

## **6. CONCLUSION**

This subject of this brief report has been the lower floors of Building A1 in Hawley Wharf Camden, spanning 18,516 square feet Net Internal Area, which are currently classed under Light Industrial use (B1(c)).

LabTech has been unable to find an occupier for this area within its use class, despite investing significant time and capital, including the appointment of external agents CBRE and Austin Commercial to assist with the process. Efforts by LabTech, CBRE and Austin have been unsuccessful.

LabTech has, however, found B1(c) occupiers elsewhere in Hawley Wharf Camden, and plans to add additional B1(c) space through the conversion of vacant units, as part of its wider vision for Hawley Wharf Camden.

In light of the above, it is proposed that the long-term permitted use class for the lower floors of Building A1 could be adjusted to permit leisure and entertainment, as there is a demand from occupiers in this sector.

LabTech has engaged with a leading bowling operator which would be willing to take the space, providing a strong draw for families and local residents to Hawley Wharf Camden, and activating this space which would otherwise remain vacant in its current permitted use class.



## 6.2 B1(c) Use – 2020/0362/P

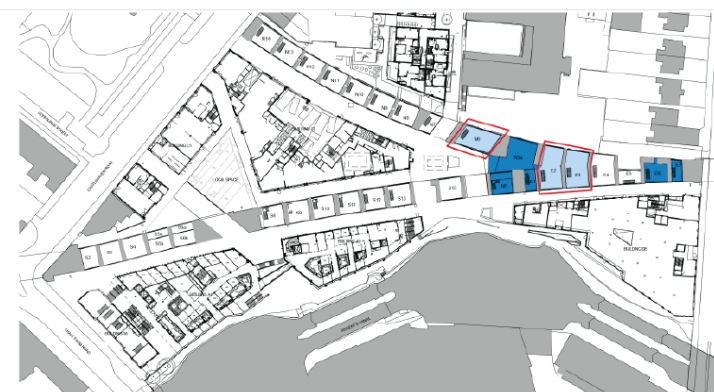
### B1c Use Approved

| APPL. REF                   | DESCRIPTION   | USE CLASS | LOCATION                                       | GIA sqm |
|-----------------------------|---|-----------|--|---------|
| <a href="#">2012/4628/P</a> | Redevelopment of site to create a mixed use development   | B1c       | Arches N6 to N14 , N5 excl. bike store, E2, E3 | 1880    |
| <a href="#">2020/0362/P</a> | Variation of various conditions of planning permission dated 23/01/2013 ref. 2012/4628/P amended by planning permission dated 03/12/2018 ref. 2018/1715/P to reflect various physical and land use amendments to the permitted scheme, to relocate cinema (Class D2) to the northern arches, provision of new family entertainment (sui generis) use in the basement of Building C, including new mezzanine floor, relocation of light industrial (Class B1c) to the basement of Building A1, loss of existing market retail (Class A1), reconfiguration of Buildings A1 and A2 roof terrace seating, variation of condition 10 (cinema plan) and conversion of four market residential units to intermediate residential units and associated works. | B1c       | N6, E2, E3, A1 Basement                        | 2013    |

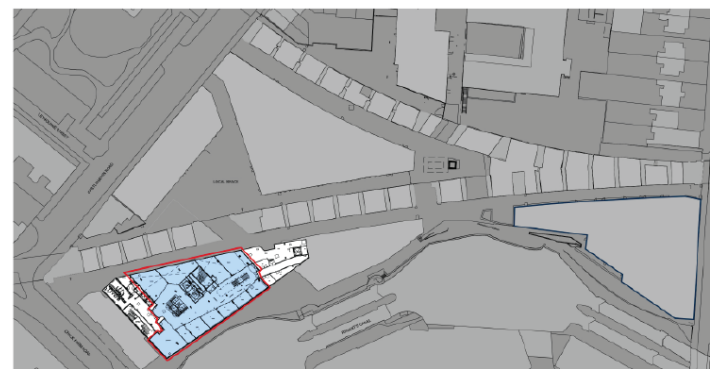
\*Maximum value approved 2013sqm GIA

### B1c Use 2020/0362/P GIA 2,013sqm

 LIGHT INDUSTRIAL (B1c)



Ground Level  
1 : 1250



Basement Level  
1 : 1250

KEY  
 General Industrial (B2)  
 Light Industrial (B1c)

# LABTECH

|     |    |               |          |
|-----|----|---------------|----------|
| C   | RL | Revised Issue | 08/05/20 |
| B   | RL | Revised Issue | 28/05/20 |
| A   | RL | New Issue     | 18/05/20 |
| REV | BY | DESCRIPTION   | DATE     |

PROJECT  
Camden Lock Village

WILE  
Masterplan - Industrial

|                    |                                |              |                |
|--------------------|--------------------------------|--------------|----------------|
| DATE<br>18/05/20   | SCALE<br>1 : 1250              | SHEET<br>A3  | DRAWN BY<br>RL |
| PROJECT REF<br>CLV | DRAWING NUMBER<br>S106 Plan 11 | REVISOR<br>C |                |



1:1250 0 10 50 100 125 m



## 6.3 B1(c) Use – Existing/Proposed

B1c Use EXISTING/PROPOSED  
GIA 2,054sqm

 LIGHT INDUSTRIAL (B1c)



KEY

 General Industrial (B2)  
 Light Industrial (B1c)

| LOCATION                   | USE        | AREA Sqf               | NIA sqm     | GIA sqm | TENANT   |
|----------------------------|------------|------------------------|-------------|---------|--|
| Arch E5                    | Unit       | Bike store             | 686.00      | 64      | To convert to B1c  |
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| D1, D2, D3 (Ground & Mezz) | Unit       | Office/production only | 11349 total | 1,017   | Gail's Bakery -*37sqm metres sales area deducted                   |
| TOTAL                      |            | 9,150.92               | 1,867       | 2,054   |  |

Calculated @ 10%



6.4 Proposed Use

Basement A1 Proposed Use Sui Generis/Entertainment (Long Term)

