

Development Management
Regeneration and Planning
London Borough of Camden
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Marketing Report – Hawley Wharf, Basement of A1– Light Industrial Use

I refer to the above Site for which I have provided letting services under contract dated 13 August 2018 with The Client, Ground Gilbey Limited and Colliers International Retail UK LLP.

Together with the retail team, I have carried marketing and letting of the unit and arranged several viewings as outlined in the report (Appendix 1).

This report has been prepared to accompany an application for the permanent change of use from Use Class B1(c) (as approved under planning permission ref: 2020/0362/P) to Sui generis (Family Entertainment) use at the Site.

The report demonstrates that thorough market-wide exercise was conducted for 3 years and no tenants were found.

Should you have any queries please do not hesitate to contact me.
Yours sincerely

Lizzie Knights
Director



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Appendix 1
Hawley Wharf Marketing evidence
Light Industrial – Building A1 (basement)
14 October 2022

Date	Action
13 May 2020	Planning application to move light industrial from North Arches to Basement A1 approved under planning permission ref: 2020/0362/P.
1 June 2020	Colliers International - Leasing agents instructed to look for light industrial brands.
12 June 2019	Colliers received interest from brand Ten87 (recording studios) including Concept pack (link below) https://drive.google.com/file/d/1KxjizYBQL-qnLzi_q4Bi0fo3RI663Swc/view?usp=sharing
30 Oct 2019	Ten 87 - Designers and architects appointed - viewing of the space
18 Feb 2020	Offer received – Ten 87
15 April 2020	Design received from Ten 87 https://drive.google.com/file/d/1K93t9B5qNFWzbqJi7mRq7i-3RPuNQu7X/view?usp=sharing
16 April 2020	Lease plan prepared for the instruction to legal https://drive.google.com/file/d/1cu1kGkU7zYP4InL1Dd051s2oSUBLUeqa/view?usp=sharing
17 April 2020	Ten 87 renegotiating commercial terms due to the cost of fit out - board and lenders refused to proceed based on this

5 August 2020	<p>Interest received from recording studio brand</p> <p>Requirement below:</p> <ul style="list-style-type: none"> - 1 studio of c. 1,500 sq ft with a ceiling height of 16 feet. - A second studio up to 7,000 sq ft with a ceiling height of 16-30 feet. - Ancillary office space for staff of another 1,000 sq ft <p>The unit specifications do not satisfy the requirement</p>
7 October 2020	<p>Pirate Recording Studios interest and viewing</p> <p>This concept did not proceed with the space due to lack of ceiling height. The recording studios need to be in the soundproof box which would not fit in the basement A1.</p>
November 2020	<p>Due to the pandemic following imposed lockdowns, we had to temporarily stop marketing the space as there was no interest from the concepts like recording studios.</p>
December 2020	<p>Interest received from go-karting concept; this has been considered by the council as a suitable brand at the time.</p>
Additional viewings	<ul style="list-style-type: none"> - Camden Records - NONSTOP X Audio/Sounds - City Hub - London Calling

The unit is currently marketed by an appointed agent Austin Commercial who have not received any interest. Colliers International Retail UK LLP are no longer appointed.

The marketing material we used is available in the link below:

<https://drive.google.com/file/d/14laCtSjvojBVuHbBxf1vxED4TmrVNdN5/view?usp=sharing>

