
LABTECH

Hawley Wharf Camden:

Marketing Exercise
for Building A Lower Floors

October 2023

EXECUTIVE SUMMARY

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

This paper has been prepared to support the section 73 application for the relocation of the approved B1(c) use and replacement with sui generis – family entertainment 'bowling' use.

It follows an earlier report submitted in December 2022 in support of application ref: 2022/3594/P which sought planning permission for the use of the building A1 basement as a gallery on a temporary basis for 6 months.

This paper includes a snapshot of the Building A lower floors area showing current permitted use, how attempts to market the space subject to its use class have been unsuccessful since 2019, 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.

This report has been prepared to respond to the requirements of Camden's Local Plan Policy E2 (paragraph 5.39), which states that "where a change of

use to a non-business use is proposed, the applicant must demonstrate to the Council's satisfaction that there is no realistic prospect of demand to use the site for an employment use. The applicant must submit evidence of a thorough marketing exercise, sustained over at least two years."

1. AREA OVERVIEW

The subject area covers the lower ground floor and basement level of Building A1 with a Gross Internal Area of 1,704 sqm.

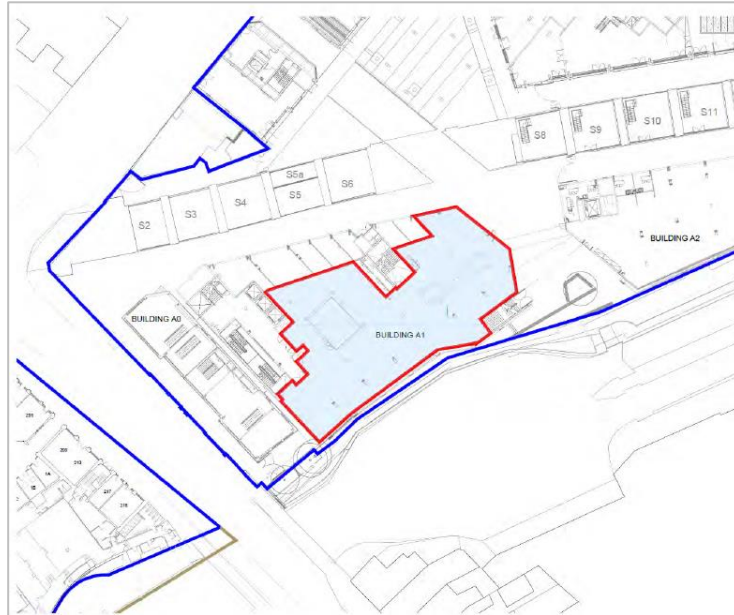


Figure 1 Building A1 – Lower Ground Floor

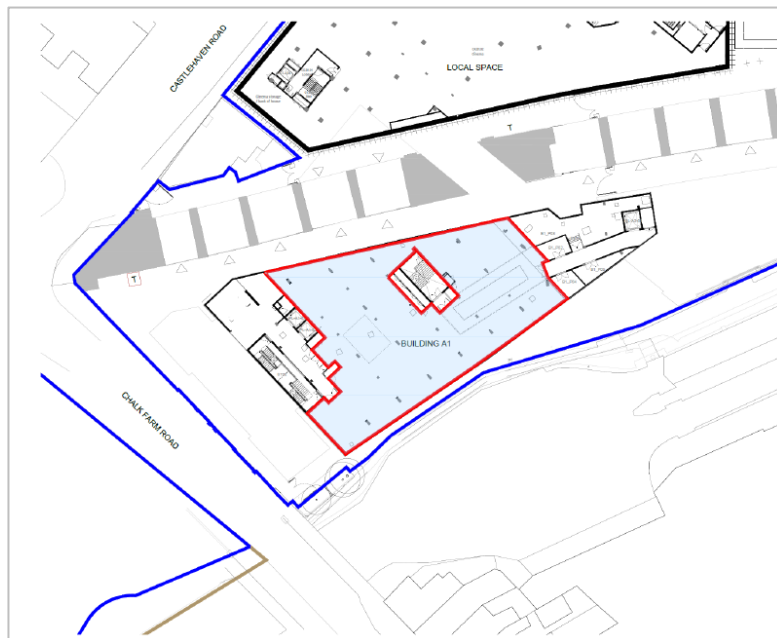


Figure 2 Building A1 – Basement Floor

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. A further application for temporary planning permission for use of the site as a gallery has been submitted to Camden (ref: 2022/3594/P) was resolved to approve at Planning Committee on 12/10/23.

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 operator(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 Camden, 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 such as Colliers, Bruce Gillingham Pollard and Austin Commercial.

A summary of these marketing attempts is provided. The following pages show some examples of marketing information and a recent marketing report prepared by both Austin Commercial, which was appointed in September 2022, and Bruce Gillingham Pollard, appointed previously, showing that all interested B1(c) occupiers decided not to enter the space.

| Timeframe | Prospective Occupier | Detail | Result |
|-----------------------------------|---|--|---|
| October 2020 - September 2021 | Capital Karts https://www.capitalkarts.com/ | <ul style="list-style-type: none"> • Go-karting operator • LabTech invested £1m invested in design | Occupier eventually passed, believing the setup cost to be prohibitive |
| September 2021 - December 2021 | PureGym & John Reed Fitness https://www.puregym.com/ https://johnreed.fitness/ | <ul style="list-style-type: none"> • Simultaneous negotiations with two gym operators | <ul style="list-style-type: none"> • Pure Gym stated concept not viable in this space due to lack of 24 hour access • John Reed put a hold on new sites |
| December 2021 - February 2022 | Stronghold Climbing Centres https://thestrongholduk.com/ | <ul style="list-style-type: none"> • Simultaneous negotiations with two gym operators | Occupier believed space to be non-viable as it would require structural changes such as the removal of existing columns which made |
| May 2022- September 2022 | Ellipsis Entertainment Ltd. https://www.ellipsisent.com/ | <ul style="list-style-type: none"> • Simultaneous negotiations with two gym operators | Occupier intended to launch a Matrix-themed leisure operation however it was unable to get the licence to operate and then pulled out |

Figure 4 Summary of LabTech's attempts to lease the space to prospective tenants

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 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

Figure 6a 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 – 6th 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
- 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 th September 2022 | Unit too large |
| Museum of Illusions | 17 th March 2023 | Location not right |
| Banksy Experience | 23 rd February 2023 | Insufficient funding for long term lease |
| The Gym Group | 3 rd March 2023 | Unit too large |
| The Bat & Ball | 17 th March 2023 | Layout of unit not suitable |

There was no interest from light industrial users as the space and [its](#) location within Camden does not make it easily accessible space for many operators that fall within B1c use.

Yours sincerely,



Figure 6b Marketing report prepared by Austin Commercial in April 2023

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

FAO: Laura Dorbeck
Email: [REDACTED]

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



BRUCE
GILLINGHAM
POLLARD

Figure 7a Marketing report prepared by Bruce Gillingham Pollard in Oct 2022 (p. 1 of 3)

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/1KxjizYBQI-gnLzi_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/1K93t9B5qNFWzbqJi7mRg7i-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 |

Figure 7b Marketing report prepared by Bruce Gillingham Pollard in Oct 2022 (p. 2 of 3)

| | |
|---------------------|--|
| 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>

Figure 7c Marketing report prepared by Bruce Gillingham Pollard in Oct 2022 (p. 3 of 3)

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.

| LOCATION | USE | GIA sqm | TENANT |
|----------------------------|---|--------------|--|
| Arch E2 | B1c Light Industrial | 251 | To Home From London |
| Arch E3 | B1c Light Industrial | 227 | Philippe Conticini Bakery/no sales only production |
| Arch E4 | B1c Light Industrial (current Bike store) | 197 | Flower shop |
| Arch E5 | B1c Light Industrial (current Bike store) | 70 | Non-alcoholic brewery |
| Arch N6 | B1c Light Industrial | 190 | Hawley Wharf Brewery Limited |
| D1, D2, D3 (Ground & Mezz) | B1c Light Industrial (Office/production) | 1,115 | Gail's Bakery -*40sqm metres sales area deducted |
| | TOTAL | 2,051 | |

Figure 8 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 in June 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 – see further excerpts in Appendix.

| B1c Use Approved | | | | |
|-----------------------------|---|-----------|--|---------|
| APPL. REF | DESCRIPTION | USE CLASS | LOCATION | GIA sqm |
| 2012/4628/P | Redevelopment of site to create a mixed use development | B1c | Arches N6 to N14 , N5 excl. bike store, E2, E3 | 1880 |
| 2020/0362/P | 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 9 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 10 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 11 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 1,704 square metres Gross 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, Colliers, Bruce Gillingham Pollard and Austin Commercial to assist with the process. Efforts by these groups 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

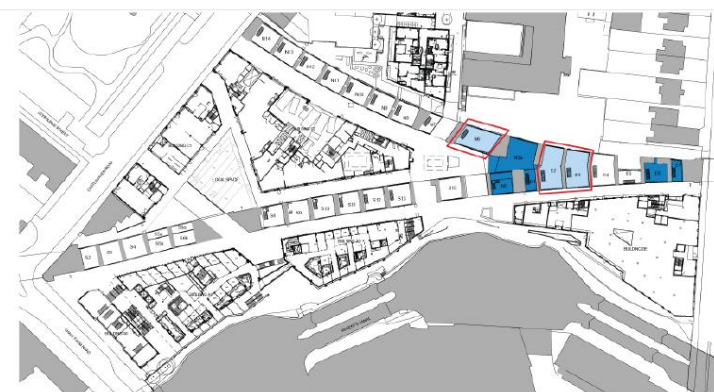
B1c Use Approved

| APPL. REF | DESCRIPTION | USE CLASS | LOCATION | GIA sqm |
|-----------------------------|---|-----------|--|---------|
| 2017/4628/P | Redevelopment of site to create a mixed use development | B1c | Arches N6 to N14 , N5 excl. bike store, E2, E3 | 1880 |
| 2020/0362/P | 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)



KEY
 General Industrial (E2)
 Light Industrial (B1c)

Ground Level
1:1250



Basement Level
1:1250



1:1250 0 10 50 100 125m

LABTECH

| | | | |
|--------|----|---------------|----------|
| C | RL | Revised Issue | 08/06/20 |
| B | RL | Revised Issue | 28/09/20 |
| A | RL | New Issue | 18/05/20 |
| REV BY | | DESCRIPTION | DATE |

PROJECT

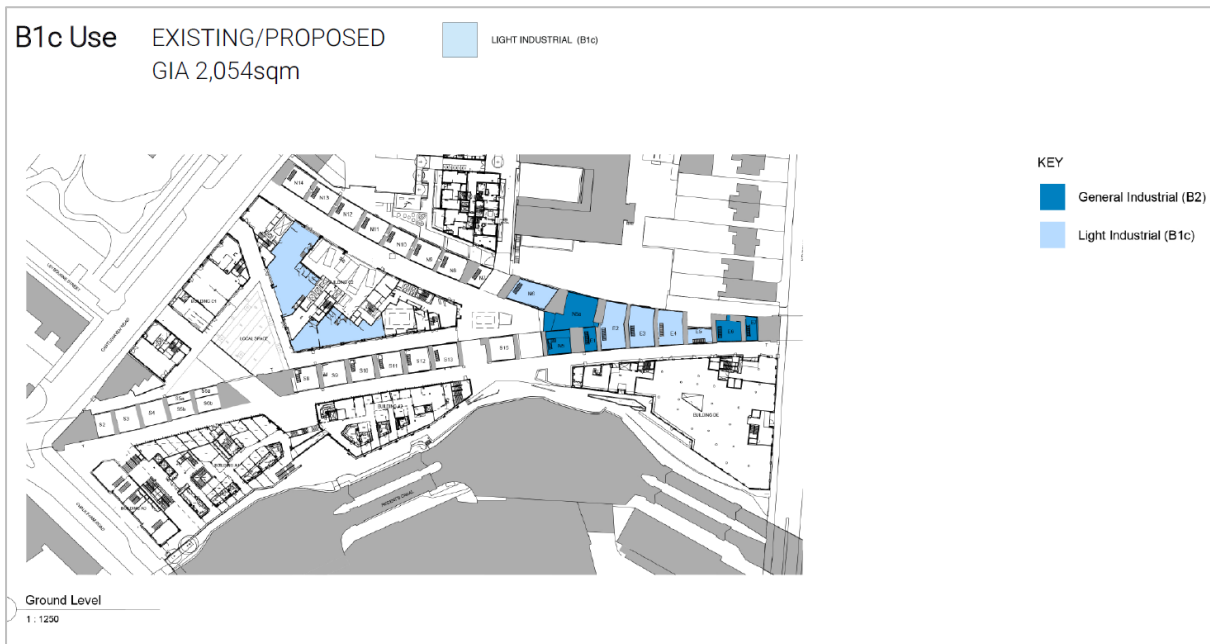
Camden Lock Village

FILE

Masterplan - Industrial

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

6.3 B1(c) Use – Existing/Proposed



| LOCATION | USE | GIA sqm | TENANT |
|----------------------------|---|--------------|--|
| Arch E2 | B1c Light Industrial | 251 | To Home From London |
| Arch E3 | B1c Light Industrial | 227 | Philippe Conticini Bakery/no sales only production |
| Arch E4 | B1c Light Industrial (current Bike store) | 197 | Flower shop |
| Arch E5 | B1c Light Industrial (current Bike store) | 70 | Non-alcoholic brewery |
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| TOTAL | | 2,051 | |

6.4 Proposed Use

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

