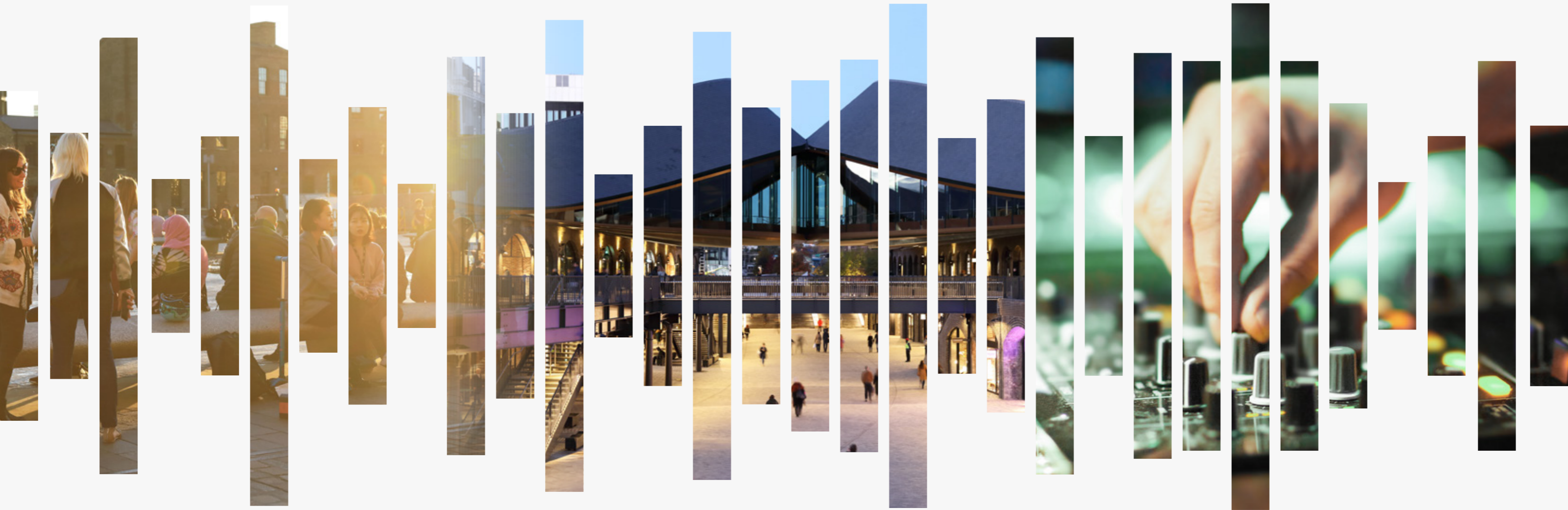


# London's new creative & cultural hub



Prime asset management  
opportunity in the rapidly  
developing King's Cross area

**VDC**  
**15101H**  
4 Brandon Road, N7

# Investment Highlights

## The Opportunity

- A freehold located at the northern gateway to King's Cross Central, just a short walk to London's vibrant new culture and innovation hub.
- Excellent connectivity within 15 minutes' walk of Kings Cross St Pancras, one of London's busiest stations with over 176 million people passing through annually.
- 24,600 sq ft GIA of office, workshop and storage accommodation over ground and 4 upper floors with rear yard space.
- Subject to a 3-year sale and leaseback, with tenant options to break after 18, 24 and 30 months, following 6 months notice, at a rent of £330,000 per annum.
- Opportunity to undertake a number of asset management initiatives, including a comprehensive refurbishment and extension of the existing building or a full redevelopment, subject to necessary consents.

## The Proposal

- We are instructed to seek offers in excess of £14,000,000, subject to contract and exclusive of VAT, for 100% of the share capital in the SPV that holds the asset. This reflects a capital value of £569 per sq ft on the GIA.





THE CITY

WEST END

EUROSTAR

THE GUARDIAN

KING'S CROSS STATION

UNIVERSAL MUSIC

FRANCIS CRICK INSTITUTE

EUSTON

SONY MUSIC  
[ARRIVING 2021]

GOOGLE  
[ARRIVING 2021]

YOUTUBE

GOOGLE

ST. PANCRAS  
INTERNATIONAL

CENTRAL SAINT  
MARTINS

GRANARY SQUARE

SAMSUNG KX

TOM DIXON

COAL DROPS YARD

FACEBOOK HQ  
[ARRIVING 2021]

URBANEST LSE

ROLLING STOCK YARD

TILEYARD STUDIOS

THINK TANK

TILEYARD LONDON

HIVE MANAGEMENT

MARK RONSON'S STUDIO

ANTHONY GORMLEY'S  
STUDIO

TWO TRIBES

SPITFIRE AUDIO

RAPHA

THE BREWERY BUILDING



# The Location

**4 Brandon Road is strategically situated near the gateway to King's Cross Central, with access to London's vibrant new cultural and innovation hub.**

4 Brandon Road sits in an area which has seen the likes of Tileyard Studios, London's new cultural co-working hub, attract a diverse set of tenants from musician Mark Ronson to design agency Think Tank. The creativity of the local area can be seen through local occupiers' floorspace design, examples include: Rapha cyclewear's converted warehouse and Antony Gormley's sculpture studio.

Rolling Stock Yard and The Brewery Building, two new developments in the immediate vicinity, offer a combination of high quality office and workshop accommodation.



## King's Cross is globally recognised as one of the most diverse and vibrant places to live, work and explore in London

King's Cross Central is one of the largest regeneration projects in Europe, extending across some 67 acres delivering 5.4 million sq ft of offices, 2.2 million sq ft of residential and over 1 million sq ft of retail and leisure space.

At the centre of the King's Cross development is The Granary Complex, a new cultural focal point for the area and home to the world famous arts college Central Saint Martins. Coal Drops Yard, within the complex, is a magnet to visitors and shoppers, offering an extraordinary retail and dining experience with over fifty shops, restaurants and cafés. King's Cross is a unique destination attracting some of the world's most innovative companies such as Google, Sony, Tom Dixon, Samsung and Universal Music.



Coal Drops Yard



Granary Square



Google



Caravan King's Cross

Two Tribes, Tileyard



Kerb Street Food Market





## Explore & Discover

### BARS & PUBS

- 1 Spiritland
- 2 House of Cans
- 3 Newmarket Ale House
- 4 The Lighterman
- 5 The Drop
- 6 The Megaro
- 7 Anthracite

### CAFÉS

- 8 Skip Garden
- 9 Notes Coffee
- 10 Leyas
- 11 SUNDAY
- 12 Redemption Roasters
- 13 Drink, Shop & Do
- 14 Caravan King's Cross

### RESTAURANTS

- 15 German Gymnasium
- 16 Granger & Co.
- 17 Hicce
- 18 Barrafina
- 19 Coal Office
- 20 Dishoom
- 21 Morty & Bob's
- 22 Burger & Beer
- 23 Cut + Grind Burgers

### WELLBEING

- 24 FRAME King's Cross
- 25 Equilibrium Total Balance
- 26 Camley Street Natural Park

### SHOPPING

- 27 Tom Dixon
- 28 Space NK

- 29 Nike

- 30 Aesop
- 31 Paul Smith
- 32 Caravane
- 33 COS
- 34 & Other Stories

### CULTURE

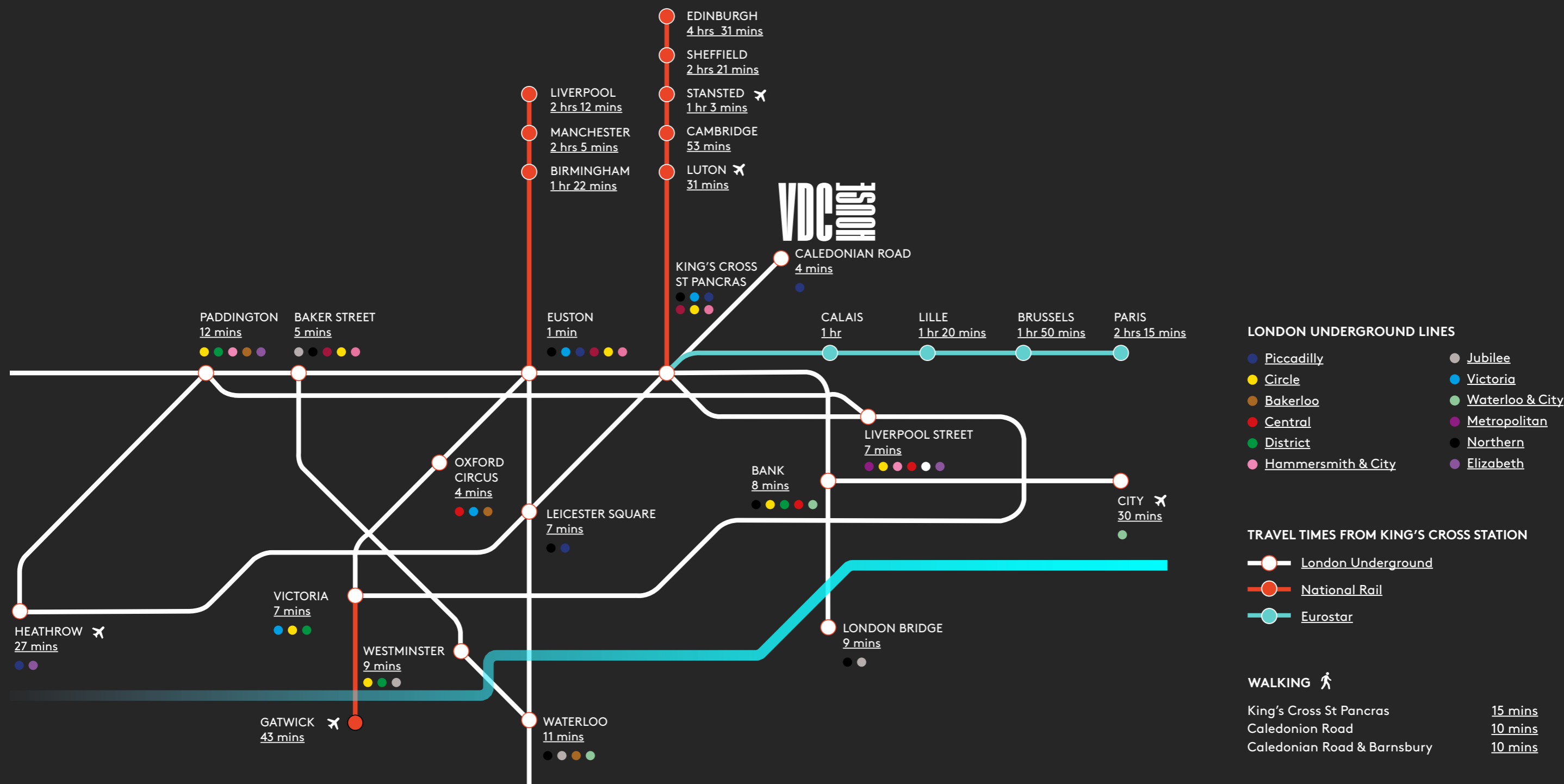
- 35 Everyman Theatre
- 36 London Canal Museum
- 37 Lethaby Gallery
- 38 The Pleasance Theatre
- 39 Coal Drops Yard
- 40 Shaw Theatre
- 41 Granary Square
- 42 Central Saint Martins
- 43 British Library
- 44 House of Illustration
- 45 KERB street food

### LOCAL BUSINESSES

- 46 Google HQ
- 47 Tileyard Studios
- 48 Antony Gormley's studio
- 49 Rapha
- 50 Plantoon Studios
- 51 Urbanest
- 52 King's Cross Central Triangle
- 53 Sony Music
- 54 Universal Music
- 55 The Guardian
- 56 TOG
- 57 YouTube
- 58 Facebook
- 59 Havas
- 60 Nike HQ

# Connectivity

Brandon Road benefits from excellent transport links being situated in close proximity to King's Cross Station, providing direct access to London Underground, National Rail and the Eurostar



# Local Developments



## The Brewery Building

11,348 sq ft speculative office/light industrial development  
Practical Completion: Q4 2019  
Developer: Atlas Property



## Rolling Stock Yard

57,600 sq ft speculative office development  
Practical Completion: Q1 2020  
Developer: Newmark



## 22 – 23 Tileyard Road

204,611 sq ft redevelopment of a mixture of B1a/b/c accommodation across eight and nine storeys.  
Practical Completion: tbc  
Developer: Big Yellow Self Storage Co Ltd & City & Provincial Properties



## 6 – 10 Market Road

45,479 sq ft refurbishment, pre-let to FourMarketing  
Practical Completion: TBC  
Developer: Morgan Capital



## XY Apartments

273 modern apartments (147 private, 52 shared ownership and 74 Camden rented units)  
Practical Completion: Q4 2016  
Developer: Camden Council



## Rebond House

50,956 sq ft four and three storey extension of B1c/B8 use at ground floor level and flexible B1 use above.  
Practical Completion: tbc  
Developer: City of London Corporation

# The Property

The property was originally constructed in the 1970's as an industrial/warehouse property. The building now comprises approximately 24,600 sq ft GIA of office, workshop and storage accommodation over ground and 4 upper storeys with rear yard space.

The floor plates on the ground, first and second floors are T-shaped, with the upper two floors being rectangular. At the third-floor level there is access to the flat roof forming the T-shape on the 2nd floor. The property is set back from the front boundary allowing for a forecourt providing c. 1,719 sq ft of car parking and loading area.

The entrance to the property is situated at ground floor level on Brandon Road. A roller shutter door at ground floor level on Brandon Road allows vehicle access through the property to the courtyard at the back of the building, which is used for storage and loading/unloading.



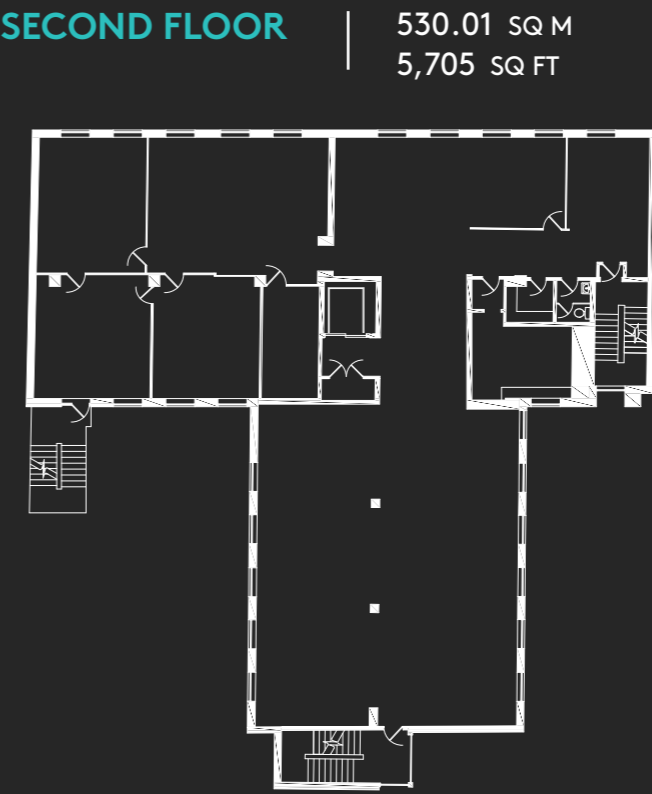
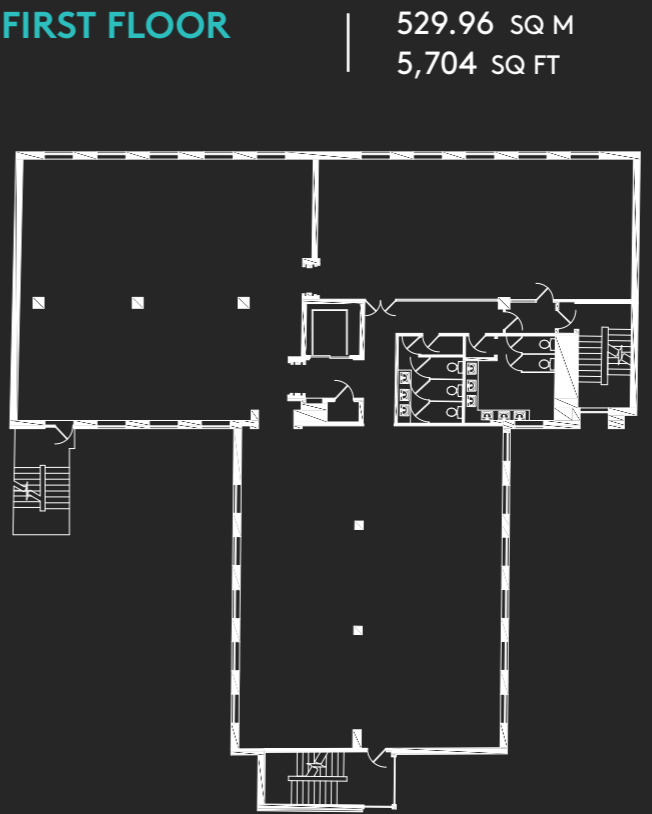
# Tenure & Floor Areas

## Accommodation

The property has been measured by Greenhatch Group in accordance with the RICS Code of Measuring Practice, 6th Edition. A copy of this report is available in the dataroom and fully assignable.

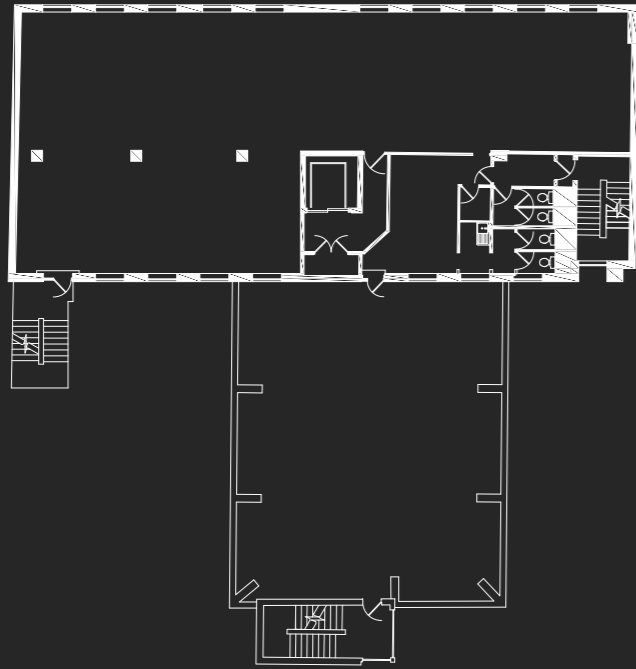
FLOOR	GIA SQ M	GIA SQ FT
04	334.88	3,605
03	348.52	3,751
02	530.01	5,705
01	529.96	5,704
G	542.08	5,835
TOTAL	2,285.45	24,600

In addition to the GIA outlined above there is 3,995 sq ft of yard space and 1,904 sq ft of flat roof at second floor level offering the potential for additional massing.



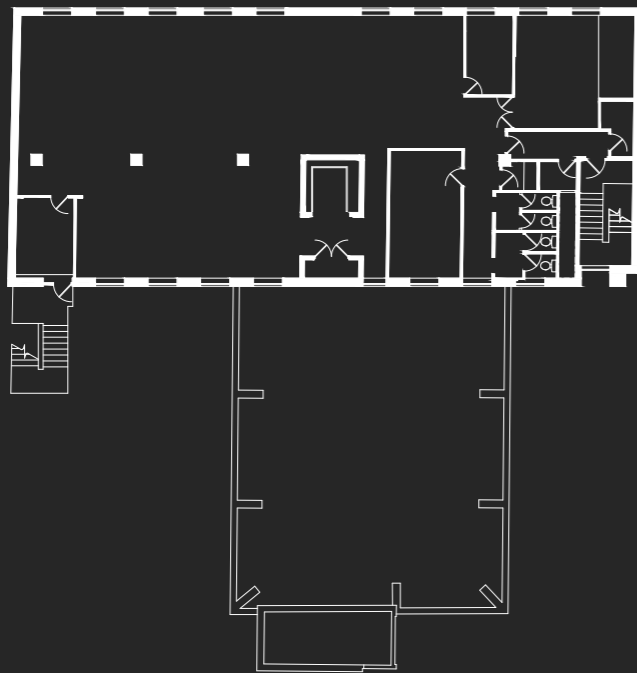
### THIRD FLOOR

348.52 SQ M  
3,751 SQ FT



### FOURTH FLOOR

334.88 SQ M  
3,605 SQ FT



### Tenure

4 Brandon Road is held Freehold.

The approximate extent of the freehold ownership is outlined in grey on the Ordinance Survey extract plan below.



Not to scale. For indicative purposes only.

# Market Commentary

## Occupational Market

The last 20 years have seen a transformation of King’s Cross that is unrivalled across London. What was once underutilised industrial wasteland is now one of the most vibrant destinations in London, with a mix of residential, retail, offices, galleries, bars, restaurants, schools and a university.

This transformation has attracted some of the world’s leading office occupiers to King’s Cross, including Sony, Facebook and Google, and driven the prime rents for King’s Cross and Euston to £85 per sq ft.

DATE	ADDRESS	TRANSACTION	FLOOR	AREA (SQ FT)	RENT (psf)
Available	The Brewery Building, N7	OML	3rd 4th	2,386 2,390	q.£47.50
Under Offer	Rolling Stock Yard, N7	OML	7th 8th	6,150 4,500	q.£72.50
Dec - 19	The Lighthouse Building, 370 Grays Inn Road, WC1	OMSL	1st	4,493	£67.50

## Investment Market

Despite ongoing geopolitical uncertainty, demand remains strong for commercial real estate in London. Weak sterling, a buoyant occupational market and an acute shortage of available investment opportunities have ensured that pricing for all assets has remained strong.

This is particularly visible in the “value add” market as investors move up the risk curve in order to achieve their returns.

DATE	ADDRESS	AREA (SQ FT)	TENANCY PROFILE	PURCHASE PRICE	CAPTAL VALUE (psf)
Jan - 20	Blue Star House, Brixton, SW9	53,750	Short term income	£38.10m	£709
Jun - 19	17-33, 35-37 William Road, NW1	32,476	Short term income	£22.75m	£700
Nov - 16	Tileyard Quarter, 230 York Way, N7	23,527	Vacant possession	£25.60m	£1,088

# Asset Managment Opportunities

## Refurbishment, Extensions & Redevelopment Potential

VDC House offers outstanding potential for refurbishment, extension or redevelopment on expiry of the proposed leaseback, subject to the necessary consents. Summarised below are some of the key opportunities:

- Potential for extensive refurbishment to provide Grade A office /workshop accommodation, commanding rents in line with the comparable schemes at Rolling Stock Yard and The Brewery Building.
- Infill the yard to the rear of the property and add a two storey structure on top of the second floor flat roof, considerably increasing the existing floor area.
- Full redevelopment.

Full vacant possession is available within 3 years, allowing a purchaser time to explore the potential planning upside in more detail.



## Tenancy

Subject to a 3-year sale and leaseback to VDC Trading Ltd, with tenant options to break after 18, 24 and 30 months, following 6 months notice, at a rent of £330,000 per annum.

VDC Trading Limited  
[www.vdctrading.com](http://www.vdctrading.com)  
[www.van-damme.com](http://www.van-damme.com)

## Planning

The Property is not listed and does not sit within a Conservation Area.

## Proposal

We are instructed to seek offers in excess of £14,000,000, subject to contract and exclusive of VAT, for 100% of the share capital in the SPV that holds the asset. This reflects a capital value of £569 per sq ft on the GIA.

## Data Room

Access to an online data room is available upon request.

## VAT

The property is not elected for VAT.

## EPC

The property is rated E(124).

## Contact

For further information or to arrange an inspection, please contact:



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