

26th May 2010

Historic Fleet Street building comes to life

After just six months on the market, one of the last remaining buildings from Fleet Street's heyday as the centre of the newspaper industry, Harmsworth House, looks set to reach full occupancy for landlords Topland PLC, who are advised by Farebrother. Only 6,000 sq ft of office space remains available.

The 60,000 sq ft Harmsworth House was owned and occupied by Associated Newspapers, one of the largest publishing groups of the 20th Century. The building later became home to The Charity Commission and The Patent Office. The Harmsworth name is synonymous with Fleet Street and the publishing industry. The Harmsworth brothers, Alfred and Harold, founded the Daily Mail in 1896 and the Daily Mirror in 1903 as Amalgamated Press. Alfred and Harold later became Lords Northcliffe and Rothermere respectively, two other great Fleet Street names and who are widely credited as the 'fathers' of the boom in comic books in the late 1800s.

Recent lettings include Geo, the fibre optic cabling firm, Patent Attorneys Hoffmann Eitle, Knowledge Point 360 Group, a global leader in communications for the medical sector, Independent Derivative Traders Ltd and The London Mint Office. Rents achieved were £27.50 per sq ft.

Steve Pope, Group Asset Manager of Topland, commented "Harmsworth House has attracted a diverse range of tenants in a market not dependent on one particular occupier sector, which has a limited supply of good quality stock and a tightening development pipeline, all factors that have underpinned good investment performance in Midtown."

Iain Malcolm, Partner at Farebrother, commented "Topland appointed us to find new tenants for the building in poor market conditions, exacerbated by the continued closure of the nearby Blackfriars Station. We recommended refurbishing the reception and to offer tenants capital contributions and rent free periods to fund refurbishments and fit out their space. It is a good offer in a good location."

Farebrother is sole agent for Topland. Hoffman Eitle were advised by Gale Priggen & Co., Knowledge Point 360 by Lambert Smith Hampton, IDT Ltd. by Glinsman Weller and The London Mint Office by Munro Faure.

ENDS

Notes

A hi-res external image of the building is available on request.

Farebrother

Farebrother are property advisers and chartered surveyors offering a full range of property services in the Centre of London, specialising in Midtown and Southbank. Founded in 1799, the Practice acts for funds, estates, property companies, occupiers and private individuals, including Scottish Widows, PRUPIM, The Governing Body of Rugby School and Delancey.

Topland

Topland Group is one of the largest privately-owned, international investment groups, with property assets in the region of \$4.5 billion.

Midtown

The Midtown office market broadly extends to Euston Road in the North, the Thames in the South, Farringdon Street/Road in the East and Trafalgar Square/Tottenham Court Road in the West. Major occupiers include Goldman Sachs, Deloitte and Warner Bros. The proportion of occupiers from creative sectors; fashion, media, internet and IT has increased in recent years, with brands such as Grey London, McCann Erickson, Agent Provocateur and Ben Sherman relocating to Midtown.

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