

THE MADISON

LONDON E14



INVESTOR GUIDE

A development by

LBS
PROPERTIES



鑫苑国际
XINYUAN INTERNATIONAL



Developer: LBS Properties & Xinyuan International

Development name:	The Madison
Address:	199–207 Marsh Wall, London E14 9YT
Developer:	LBS Properties & Xinyuan International
Local authority:	Tower Hamlets
Tenure:	999-year leasehold
Building insurance:	NHBC or similar
Completion date:	Target completion from Q3 2020
Architecture:	Make Architects
Interior design:	Make Interiors
Parking:	Limited spaces available to select units by separate negotiation
Cycle space:	1 space for studios, 1 beds and 2 beds and 2 spaces for 3 beds
Service charge:	Estimated £6.15 per sq ft
Ground rent:	Studio: £400 1 bedroom: £500 2 bedroom: £600 3 bedroom: £850
Council tax:	Band H

RESIDENTIAL

Canary Wharf has transformed from an almost purely office location into a truly mixed use neighbourhood. Living in Canary Wharf, has become more prevalent in recent years with several exciting new developments championing the cause.

A new wave of residential development is now underway, which will further enhance the appeal and draw of Canary Wharf not only to local workers but to employees from the breadth and width of London.

Crossrail will significantly improve Canary Wharf's connectivity, slashing journey times to the City, the West End and to Heathrow, making Canary Wharf a more appealing place to live.



+22%

Price growth in Canary Wharf 2010-2018

+30%

Rental growth in Canary Wharf 2010-2018

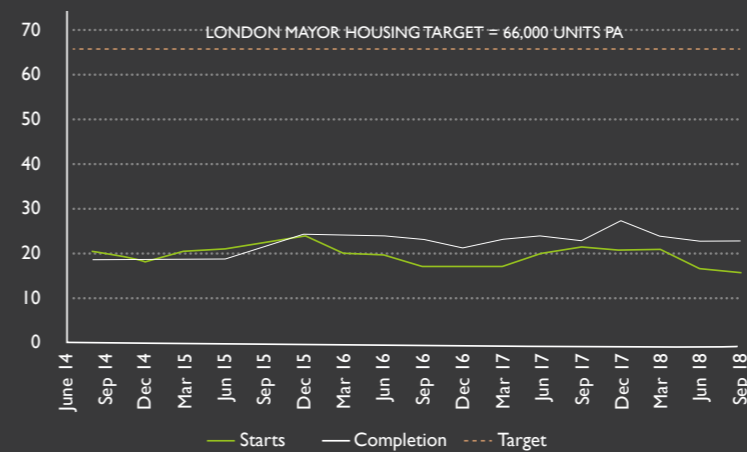
+19%

Predicted price growth in Canary Wharf 2019-2023, above the Central London average

+17%

Predicted rental growth in Canary Wharf 2019-2023, above the Central London average

London is building around half the number of homes needed



Source: JLL, DCLG, London Mayor



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Tenants have always been attracted to Canary Wharf for its unrivalled choice of luxury and vibrant accommodation, and The Madison is set to raise standards to a new level. The striking architecture and unparalleled views, sophisticated design and private residents' club will appeal to the most exacting tenants.

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CHARLOTTE MALONE
Lettings, JLL Canary Wharf



CANARY WHARF MAJOR OFFICE OCCUPIERS

Canary Wharf deals over 100,000 sq ft (2006–2015)

Year	Building	Lessee	Sector	sq ft
2018	25 Cabot Square, E14	 CMA Competition & Markets Authority	Public Administration and Institutions	112,982
2018	5 Churchill Place, E14	 bgc	Banking & Finance	129,075
2016	5 Canada Square, E14	 THOMSON REUTERS	Technology, Media & Telecoms (TMT)	315,362
2016	20 Cabot Square, E14	 Cabinet Office	Public Administration and Institutions	542,000
2015	10 Upper Bank Street	 Deutsche Bank	Banking & Finance	388,829
2014	1 Bank Street	 SOCIETE GENERALE	Banking & Finance	280,000
2014	25 Churchill Place	 EY	Professional Services	205,064
2013	30 North Colonnade	 KPMG	Professional Services	207,898
2010	25-30 Bank Street	 J.P.Morgan Asset Management	Banking & Finance	1,010,572
2010	20 Cabot Square	 BARCLAYS CAPITAL	Banking & Finance	510,005
2010	40 Bank Street		Manufacturing	186,612
2008	1 Canada Square	 MOODY'S	Service Industries	164,929
2008	25 Canada Square	 Transport for London	Public Administration & Institutions	87,612
2007	30 North Colonnade	 Fimalac	Banking & Finance	333,509
2007	40 Bank Street	 BARCLAYS CAPITAL	Banking & Finance	300,398
2006	15 Canada Square	 KPMG	Professional Services	420,003
2006	20 Churchill Place	 STATE STREET	Banking & Finance	363,283

TECH & COMMERCIAL

Level39 is Europe's largest technology accelerator space for finance, cyber-security, retail and smart-city technology companies.

Owned wholly by the Canary Wharf Group, Level39 launched in March 2013. Since then, Level39 has grown from a simple idea into a three-floor, 80,000 square feet accelerator space occupying the 39th, 24th and 42nd floors of One Canada Square.

Since 18 March 2013, Level39 has hosted more than 100,000 visitors and 1,200 events.

100,000

Visitors hosted at Level39 since 18th March 2013

1,200

Events hosted at Level39 since 18th March 2013



Prestigious

Canary Wharf has been transformed from derelict land into one of the world's most sought after mixed-use neighbourhoods containing prestigious office, retail, leisure and residential space.

Home

Canary wharf is home to globally recognised banks such as Barclays, Citygroup, HSBC, JP Morgan and Deutsche Bank

Growing

The Information & Communications and the Professional, Scientific and Technological sectors are the fastest growing business sectors in Canary Wharf.

61%

The financial and insurance sector currently accounts for 54% of its total office based employment in Canary Wharf.

6m sq ft

The Canary Wharf Estate has the largest office pipeline in Central London, in excess of 5.3 million sq ft.

Financial hub

Canary Wharf is one of the three core Financial and Business Services (F&BS) employment locations in London, in large part responsible for the Capital's emergence as Europe's premier financial centre. However, one of the overriding characteristics of the '2nd generation' of Canary Wharf real estate is the genuine mixed-use profile that has emerged over the past decade. Residential towers, notably to the south of the Canary Wharf estate, now sit comfortably alongside high-density, high-value commercial space, including a vibrant retail mix anchored on Cabot Place as well as a broad range of restaurants and bars that provide a 24/7 leisure offer for local residents.

The local population can be characterised in the main as young professionals, with average salaries on the Estate now in excess of £100,000.

Neo-Prime location

Canary Wharf prices are now on a par with many of the emerging neo-Prime locations of London and the area has become the preserve of high-value employees in F&BS. Importantly, many purchasers and renters in Canary Wharf work elsewhere in Central London, demonstrating that the area has become a desirable residential location in its own right and is no longer strictly reliant on the local employment base. Desirability for this location will continue to rise when Crossrail opens late 2019*. (See map)

Top performer

When comparing Canary Wharf against other sub-markets within Central London, it is one of the top-performing Core sub-markets. With the opening of Crossrail, we expect Canary Wharf to achieve above-average price growth over the next few years – in excess of many other Core sub-markets.

Looking forward

Canary Wharf is poised to become a vibrant mixed-use neighbourhood over the next few years. It has one of the most robust residential development pipelines of all Central London submarkets. Once Crossrail becomes fully operational, Canary Wharf will turn into one of the best connected hubs in Central London. Both rental growth and price growth are anticipated to outperform Central London averages.

Over the medium-term, Canary Wharf is forecast to see cumulative house price growth of 19% over the next five years.



 Crossrail  DLR  Jubilee Line

*Crossrail opening times are subject to change, for more information please visit <http://www.crossrail.co.uk>.

CANARY WHARF CROSSRAIL



2019

Canary Wharf Crossrail is opening late 2019*

+34%

Crossrail will mean that more than 0.5m more people will be within a 30-minute commute of Canary Wharf. A 34% increase from 1.5m to 2.0m people.



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Sales representative



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