



THE PERCY

@HOWELLS

AN EXCITING NEW MIXED-USE DEVELOPMENT WITHIN AN ICONIC CARDIFF LANDMARK BUILDING



REINTRO

100 YEARS IN THE MAKING

The Percy presents an extremely rare opportunity to let one of Cardiff's most illustrious buildings in the heart of the city centre.

The building was completed in 1931 by prominent Welsh architect Sir Percy Thomas. This represents the first time in history the building has become available on the open market. A truly unique opportunity to occupy such a prominent and striking building located in Cardiff's prime pitch.

REINTRODUCING THE PERCY
@HOWELLS: A ONCE IN A
GENERATION OPPORTUNITY
TO SECURE CARDIFF'S MOST
ICONIC BUILDING



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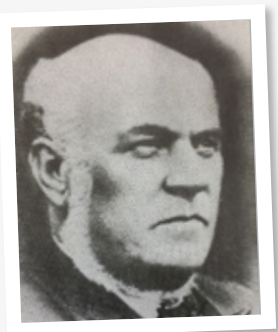


01



THE
STORY
SO FAR

THE PERCY
@HOWELLS



James Howell (1835-1909)



Sir Percy Thomas (1883-1969)

THE LIFE OF A LANDMARK BUILDING

The James Howells store was first established in 1867 which specialised in furnishing and drapery. Over the next 30 years James Howell had transformed much of the site through a number of phases of building and had unified frontages to both St Mary and Trinity Street.

In the years prior to and immediately following James Howell's death in 1909 there was a lull in construction works until 1924 when a new arcade and grill room were opened at Howells. The arcade, now lost, created access to Wharton Street from the store for the first time.

THE PERCY AND WIDER HOWELLS SITE HAS A COLOURFUL AND DISTINGUISHED HISTORY...

The Percy was completed in 1931 to the designs of the prominent Welsh architect Percy Thomas. Thomas, the President of the RIBA in 1935 and foremost inter-war designer of municipal buildings in Wales, was commissioned to design a modern building for the firm.

In 1935, Thomas also designed the eleven-bay building on Wharton Street, however it was not connected to his corner building. An alleyway was left to allow access to the Bethany Baptist Chapel which was otherwise hemmed in by Howell's buildings. In the 1960s, Howell's finally took control of the whole block south of the market when the chapel was incorporated into the shop floor. Howells' children sold the business in October 1962 to J J Allen Ltd of Bournemouth. In March 1963, it was bought by the Hodge Group who, in turn, sold it to House of Fraser in 1972.

1865

JAMES HOWELL & COMPANY
WAS FOUNDED

1888

THE SITE LARGELY
DEVELOPED

1900

THE STORE EMPLOYED
OVER 400 PEOPLE

1909

JAMES HOWELL
DIED

1931

COMPLETION OF
THE PERCY

1962

HOWELLS FAMILY SOLD THE
BUSINESS TO JJ ALLEN LTD

1972

HOUSE OF FRASER
ACQUIRE THE SITE

2018

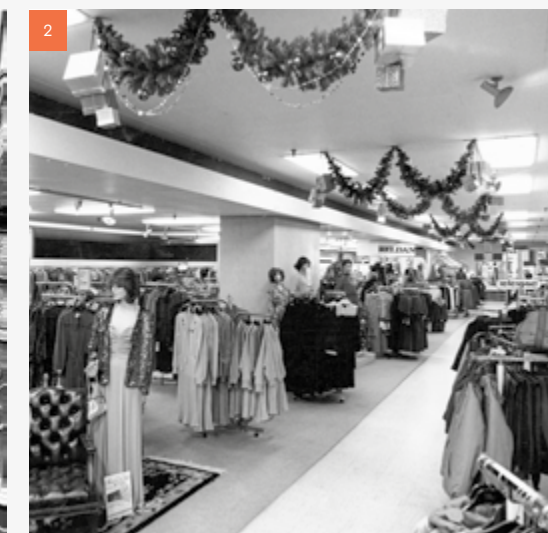
SPORTS DIRECT ACQUIRES
HOUSE OF FRASER

2022

ACQUIRED BY
THACKERAY GROUP



1. Mid-20th century image of The Percy in its former glory
2. Internal photo showing the Howells Department Store
3. Post 2nd world war photograph of St Mary Street block



THACKERAY



02

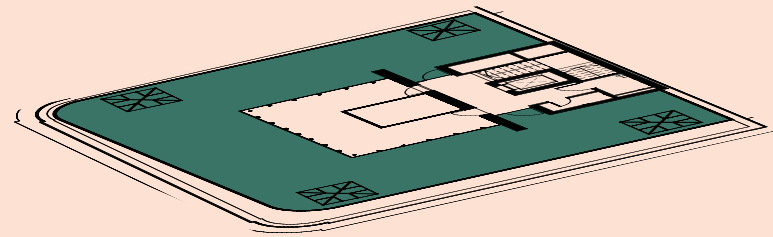


THE
BUILDING

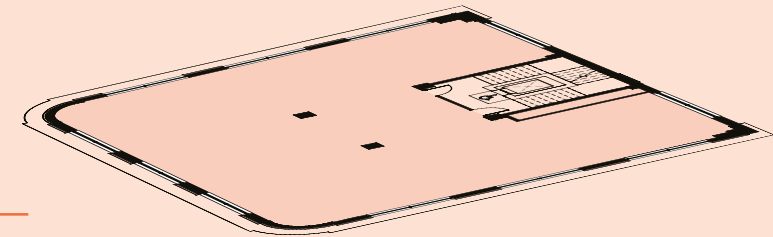
THE PERCY
@HOWELLS

ROOF TERRACE

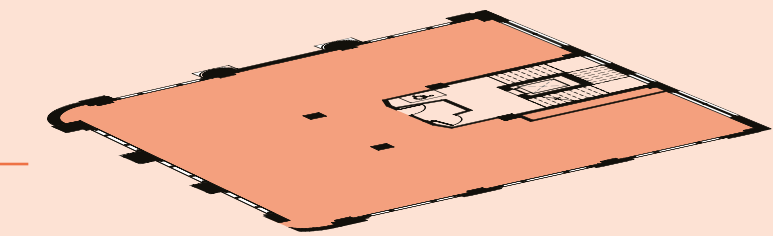
	Sq ft	Sq m
Internal	409	38
External	1,873	174



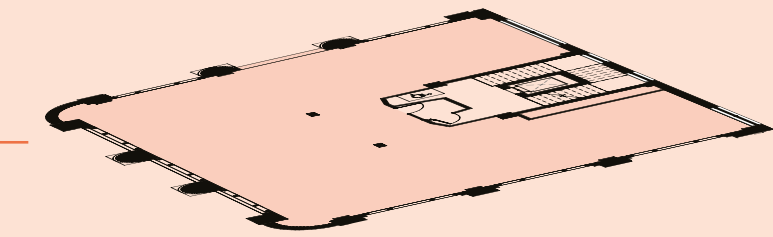
4	Sq ft	Sq m
	4,004	372
Ceiling Height	2.8m	



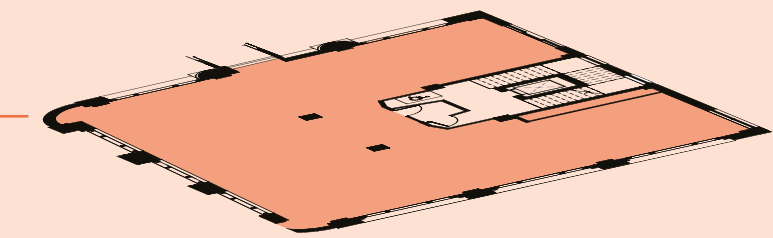
3	Sq ft	Sq m
	3,971	369
Ceiling Height	3.6m	



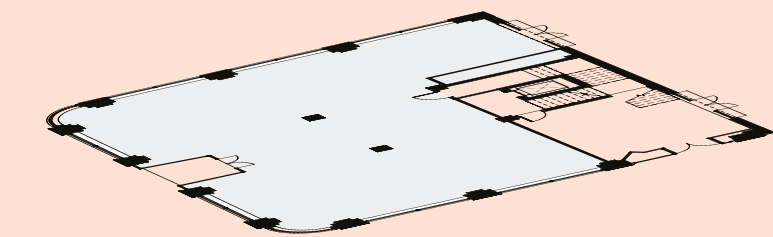
2	Sq ft	Sq m
	3,971	369
Ceiling Height	3.6m	



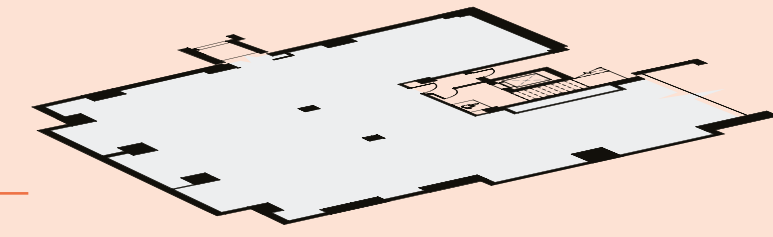
1	Sq ft	Sq m
	3,971	369
Ceiling Height	3.9m	



G	Sq ft	Sq m
Retail	2,906	270
Offices	441	41
Ceiling Height	4.3m	



B	Sq ft	Sq m
	4,553	423
Ceiling Height	2.7m	



	Sq ft	Sq m
Total	26,917	2,501

PLANNING

PLANNING HAS BEEN GRANTED TO RETAIN AND REFURBISH THE HISTORIC ELEMENTS OF THIS BUILDING, WHILST ALSO REMOVING IT'S UNSYMPATHETIC MODERN ADDITIONS.

Summary of Planning Consent:

- Refurbishment of existing commercial space
- Introduction of a new roof terrace for A3 use
- New roof top lantern skylight
- Refurbishment of existing facade
- Refurbishment/extension of existing lift/stair core, up to roof level
- Refurbishment and partial remodelling of new (east) elevation

Planning History ref:

The below applications have been approved but not implemented to date.

- 19/O1665/MJR : Full planning permission for the change of use from retail to mixed use (use classes A1, A3, B1, C1, D1 and D2)
- 19/O1837/MJR : Remodel the area directly in front of the Bethany Chapel, connecting it to Wharton street
- 19/O1838/MJR : Demolition of modern extension to allow remodel of the area directly in front of the Bethany Chapel, connecting it to Wharton Street

A NEW ROOF TERRACE & 'LANTERN' SKYLIGHT





03



THE
MASTER
PLAN

THE PERCY
@HOWELLS



NEW PUBLIC REALM IN THE
CENTRAL AREA OF THE SITE
WHICH LINKS THROUGH
INTO CARDIFF MARKET



37,000 SQ FT
BOUTIQUE
HOTEL



THE
PERCY



15,000 SQ FT LEISURE
WITHIN BETHANY'S CHAPEL

THE DAWN OF A NEW ERA



IN EXCESS OF
200 BUILD TO
RENT UNITS



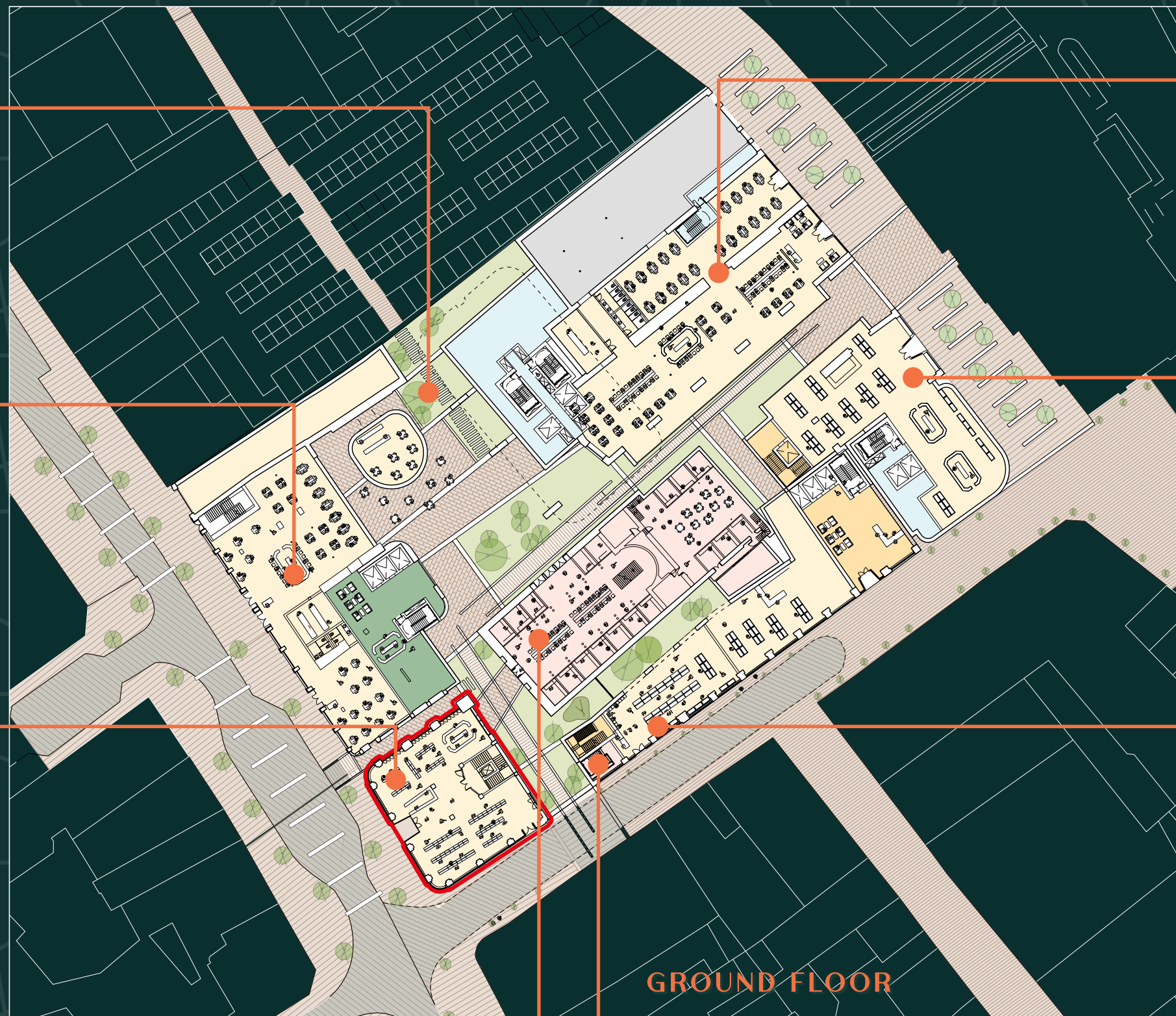
65,000 SQ FT
COMMERCIAL ON THE
GROUND FLOOR



25,000 SQ FT
GRADE A OFFICE
ACCOMMODATION



17,500 SQ FT
LEISURE / SOCIALISING
IN THE BASEMENT



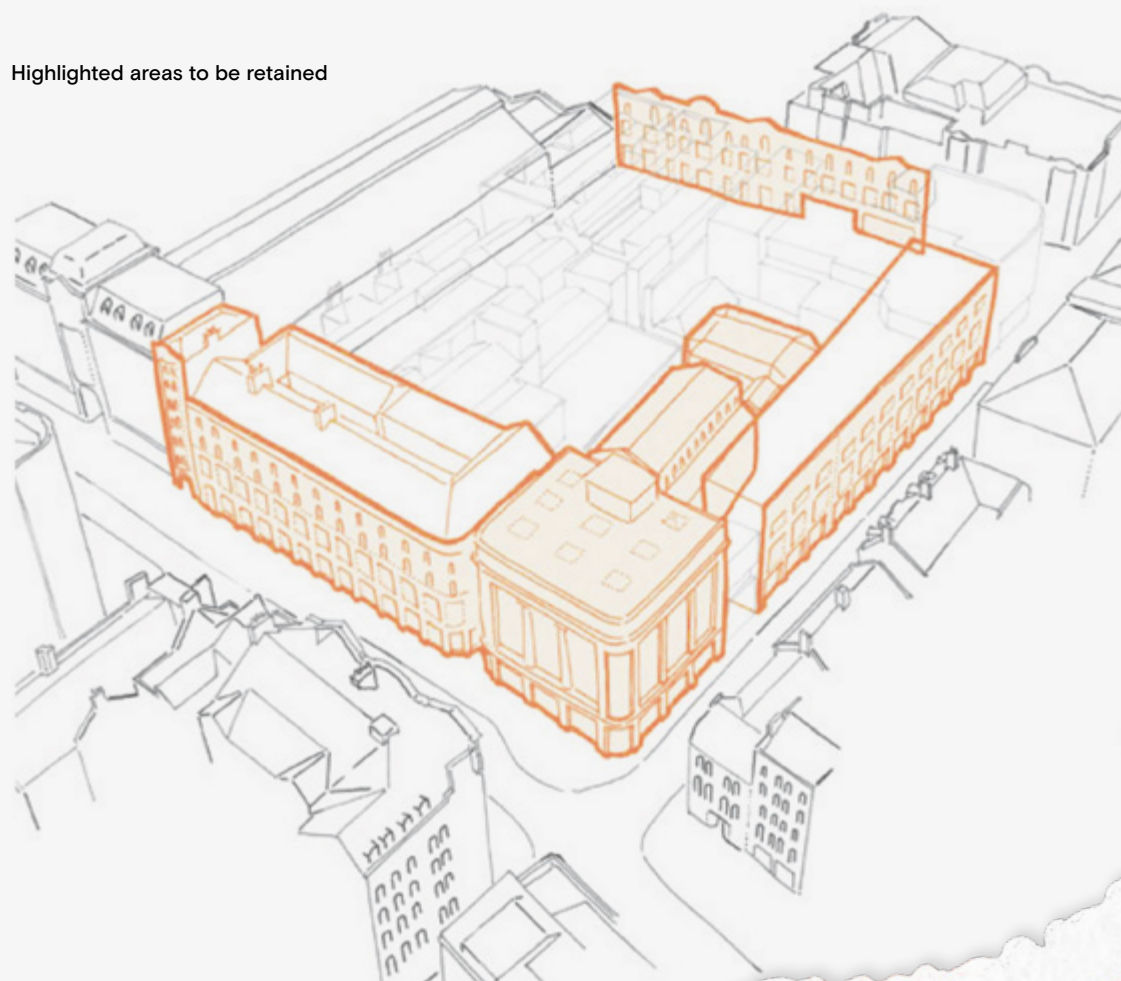
GROUND FLOOR

PART OF AN EXCITING NEW MASTERPLAN

Situated in the heart of Cardiff city centre, just a stone's throw from the Principality Stadium and St David's II. The vision for Howells is for it to become a new global hub for the city, acting as the catalyst for further redevelopment along St Mary St. Howells will home a vibrant mix of uses from hotel, office, BTR, commercial and leisure.

The plans also include a large central courtyard along with public realm improvements with biophilic design at its heart. The occupier mix will be carefully curated whereby the shops, restaurants, residents, and office occupiers complement each other. The ambition is for Howells to be full of energy on Monday mornings as well as Saturday evening – a place to live, work and play.

Highlighted areas to be retained



HOWELLS IS A ONCE
IN A GENERATION
OPPORTUNITY TO BREATHE
NEW LIFE INTO ONE OF
WALES MOST ICONIC ASSETS.
WE INTEND TO RETAIN ITS
LANDMARK CHARACTER BUT
REPOSITION THE ASSET INTO
A VIBRANT QUARTER FOR
MODERN CARDIFF



A PLACE TO LIVE,
WORK & PLAY



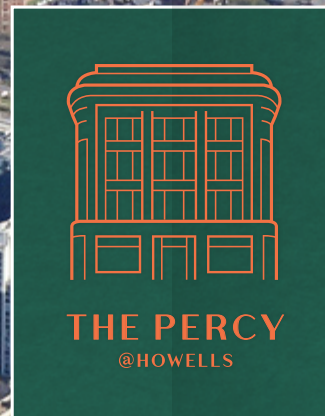


04



LOCATION & CONNECTIVITY

THE PERCY
@HOWELLS



CARDIFF QUEEN STREET STATION

CARDIFF CENTRAL STATION

ST DAVID'S SHOPPING CENTRE

CENTRAL SQUARE

CENTRAL QUAY

QUEEN STREET

ST MARY STREET

PRINCIPALITY STADIUM

HIGH STREET

CARDIFF CASTLE



PERFECTLY
PLACED



BY ROAD

Newport	15 miles
Swansea	41 miles
Bristol	43 miles
Birmingham	113 miles
Reading	114 miles
London	147 miles



BY RAIL

Bristol Temple Meads	46mins
Swansea	51mins
Reading	1hr 22mins
London Paddington	1hr 48mins
Birmingham New Street	2hrs
Manchester Piccadilly	1hr 43 mins



BY AIR

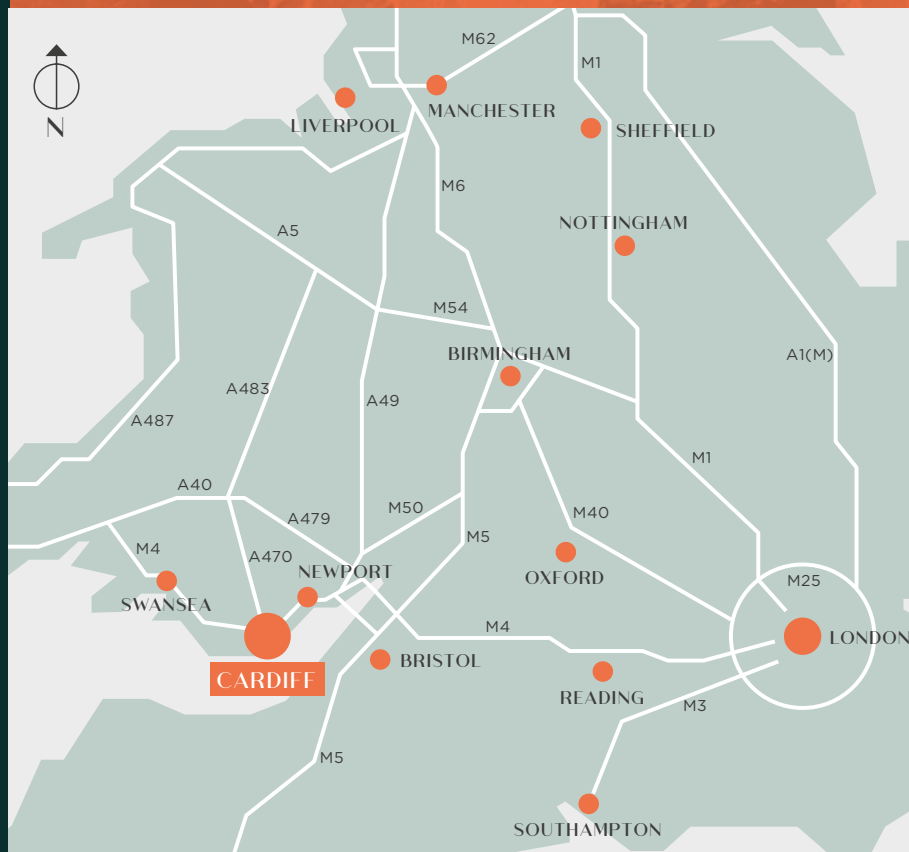
Ireland	57mins
Netherlands	1hr 20mins
France	1hr 30 mins
Spain	2hrs 15mins
Greece	3hrs 40mins
Qatar	6hrs 35mins

Cardiff is the largest city in Wales and has been the country's capital since 1995. It currently boasts a population of just over 362,000 in the city centre with a catchment population of 1.7 million within a 30 minute drive.

Once known for being the greatest coal exporting port in the world, Cardiff has embraced the digital world. It's now a centre for television and film production and is an emerging tech hotspot with a world-class start-up culture. Last year the number of start-ups that opened versus the number that closed was greater than anywhere else in the UK.

Cardiff benefits from excellent road and rail communications with the M4 (Junctions 29,30 and 32) 5 miles (8km) to the north linking Cardiff to Bristol and London to the east. The two busiest railway stations in Wales are Cardiff Central and Queen Street serving almost 13.5 million passengers a year.

Cardiff Airport is located to the southwest and provides access to a number of national and international destinations. Since 2015, Cardiff Airport has seen almost a 50% growth in passenger numbers.



+8%

**+8% POPULATION
GROWTH, HIGHER
THAN UK AVERAGE**



14% HIGHER JOBS
DENSITY THAN THE
UK AVERAGE



C.25% OF
WALES' TOURISM
REVENUE

+21M

**+21 MILLION
VISITORS
A YEAR**



80,000
STUDENT
POPULATION

AVERAGE
DAILY FOOTFALL
OF OVER

80K



19% OF THE CITY IS
MADE UP OF PUBLIC
GREEN SPACES

CARDIFF IS THE

6th

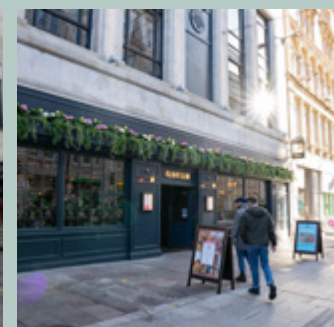
BIGGEST RETAIL
CENTRE IN THE UK

LOCATION

LOCATED AT THE VERY HEART OF THE CITY



The Percy is located at the heart of Cardiff City centre, providing a significant presence within the busy pedestrianised public realm activities of St Mary Street, Wharton Street and the Hayes. This micro location has firmly established itself as the prime restaurant and leisure pitch with nearby occupiers such as Flight Club, The Botanist, Alchemist and Pasture.



HONEST
BURGERS

**FRANCO
MANCA**

**THE IVY
CARDIFF**

FLIGHT CLUB

THE ALCHEMIST

PASTURE
— PURE MEAT MUSIC —



THE EVOLUTION OF CARDIFF

OTHER NOTABLE MAJOR PROJECTS
WITHIN CARDIFF INCLUDE:



Atlantic Wharf

The Atlantic Wharf project is a leisure-led mixed use scheme of 30 acres that includes a new 17,000 capacity indoor arena and mixed use commercial space. The site is located within Cardiff Bay with direct connections into the city centre. The Council's ambition is to create a unique destination for Cardiff Bay that complements the existing facilities; a place where people come together to be entertained, to shop and relax. Hotel and residential apartments will sit comfortably alongside the development helping to make this a truly mixed use offer.

GDV £500m

Developer Rightacres Property Co

Status Planning permission granted for the 17,000 capacity indoor arena along with offices, residential, hotel and museum.



Central Square

A new gateway into Cardiff city centre reflects Cardiff ambition to be amongst Europe's most successful cities. The 9 hectare site is being transformed into over 1 million sq ft of Grade A office and a 200 bed hotel. The master plan is being overseen by Foster & Partners with the first building being the new headquarters for BBC Wales. Other occupiers include, Julian Hodge Bank, Blake Morgan LLP, Hugh James LLP and HMRC.

GDV £500m

Developer Rightacres Property Co

Status Planning consent approved, and the first three buildings delivered. On site delivery the final buildings.



Central Quay

Central Quay is part of a 6.5 hectare mixed use regeneration scheme immediately to the south of Central Train Station in the heart of Cardiff city centre. The scheme will create a new destination to live and work in the city with access to the River Taff, whilst enhancing the legacy of the original use of the Brewery by retaining the iconic chimney stack and bringing the historic Brewhouse back into use.

GDV £600m

Developer Rightacres Property Co

Status Agreed Masterplan, detailed consents for Phase 1, including offices, leisure, hotel and over 700 residential units.



Callaghan Square

Occupies a prime city centre location adjacent to Cardiff Central railway and within walking distance of all the city centre facilities and attractions. The existing development provides over 300,000 sq ft of Grade A office space with occupiers including Eversheds, British Gas, British Transport Police, AECOM and HSBC. The development site at Callaghan Square South has planning permission for 500,000 sq ft of office development.

GDV £100m

Developer Welsh Government

Status Planning permission granted for 500,000 sq ft of grade A office



05



CONTACTS

& FURTHER INFO

THE PERCY
@HOWELLS

CONTACT

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DEVELOPER:

HOWELLS



Thackeray Group is a real estate investment, development and asset management group with a diverse portfolio of properties across the UK, comprising more than 1.5 million sq ft across many sectors, including leisure, hotel, office and residential.

The company has a track record of rejuvenating and regenerating sites rich in heritage, into high-quality, mixed-use spaces which benefit local communities.

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