



**BORN TO BROWSE:** the old old Baumann's Biscuit Factory has been transformed into a home decor centre with a central piazza enclosed with an atrium

## Vision for old factory becomes a reality

THE redevelopment of the former Baumann's Biscuit Factory on the southern fringe of the CBD has helped to bring new life to the area.

The property was bought last year by JSE-listed niche furniture retailer, Wetherlys, to accommodate the growth they were experiencing in Cape Town.

"We were looking for about 7 500m<sup>2</sup> of retail space in a warehouse environment on the outskirts of the CBD when this much larger property (24 000m<sup>2</sup>) was offered to us at an attractive price," said Rob Brodie of Wetherlys.

"With the additional space we decided to convert the buildings into a one-stop lifestyle and decor centre

with Wetherlys and its new division, Osiers as anchor tenants."

Architect Chris Bam linked the two main buildings by enclosing the space with a glass atrium creating a piazza surrounded by selected retailers over two levels that all complement each other," said Brodie.

To complete the block Wetherlys also secured the three remaining Victorian buildings that will be restored to their former splendour and linked to the development, said Bam.

Within the development is the Palms Terrace that has been let to craft market-type retailers such as potters, ironmongers and stained glass traders.

Wetherlys, in conjunction with

Conde Nast Publishers, runs a competition in which they sponsor up and coming designers in the centre every month.

Brodie said people like the concept of browsing for home decor products in a convivial environment. There is a restaurant/deli with a large wine cellar offering wines from the more exclusive vineyards.

The Palms offers 300 secure undercover parking bays with direct access into the centre.

The upper levels on both the east and west wings offer panoramic views of Cape Town. Units from 70m<sup>2</sup> in size are on offer at under R30 per m<sup>2</sup>, said Dudley Annenberg of Annenberg Real Estate, appointed sole letting agents

for the Palms.

Annenberg sold the property to Wetherlys and is also moving its offices into the development. Fifty percent of the approximately 5 500m<sup>2</sup> on the upper levels has been let purely by word of mouth, Annenberg said.

This node, which connects the CBD with Woodstock, has witnessed major investment with the upgrading of other buildings such as Buchanan Square and Newmarket Junction, which together with the Palms has rejuvenated the area.

For further information on space to let at the Palms, contact Dudley Annenberg on 4657780 or 0832688322.

The Palms telephone number is 462-0394.