

Kier hands over 142 affordable homes at Television Centre in White City

10 months ago



[Kier](#) has handed over MacFarlane Place at Television Centre to Mitsui Fudosan and Stanhope. The highly anticipated affordable housing development in White City comprises of two residential blocks facing Wood Lane, consisting of eight-storeys and nine-storeys respectively and spanning 151,000sq ft.

The new development provides 142 mixed tenure residential units, which will be managed by The Peabody Group. The apartments offer a selection of London Affordable Rent*, London Living Rent** and shared ownership properties with modern facilities and private outdoor spaces. The apartments offer a selection of London Affordable Rent*, London Living Rent** and shared ownership properties with modern facilities and private outdoor spaces.

The development also includes 2,821sq ft of flexible commercial space at ground floor level and a landscaped communal garden.

Kier's end-to-end capability, including in-house design, decarbonisation and engineering and construction expertise, enabled the team to successfully mitigate a number of logistical challenges of being constrained by a tube viaduct, TV studios and residential properties.

Jonathan Trout, Property and Commercial Director at Stanhope, said: "Completing this latest residential development is a significant step at Television Centre. The demand for affordable housing in West London is growing as the area continues to attract new businesses and residents alike. Alongside Mitsui Fudosan UK, we have now completed 142 new affordable homes at Macfarlane Place for Peabody and in partnership with Kier. Macfarlane Place provides essential new housing in Hammersmith & Fulham and continues the rapid regeneration of White City with a key focus on sustainability and carbon efficiency."

Takeshi Iwama, Chief Executive at Mitsui Fudosan UK, said: “We are proud to complete another successful project with Stanhope in the ongoing redevelopment of Television Centre reflecting the growth of the surrounding area. White City is quickly becoming a hub for life sciences, creative industries and innovative businesses alike. We look forward to the continued success of both Macfarlane Place and to building much more needed residential space at Television Centre.”

Simon Barry, Managing Director, Development at Peabody, said: “These new homes are a welcome addition to the Television Centre community—affordable, modern, energy-efficient, and in a great location. We’re pleased to be working with our partners to bring much needed homes to this part of London, and we look forward to welcoming new residents in the coming months.”

David Rowsell, managing director for Kier Construction London, said: “We are proud of the role that we have played in redeveloping the iconic Television Centre and building MacFarlane Place, which will provide much needed new affordable homes for the people of Hammersmith and Fulham.

“Our unique approach, combined with our specialist skills and teams, means we have been able to support our client’s needs from idea through to completion. It’s incredibly rewarding to see the vision, now become a reality and the positive impact this project is set to have on the local community.”

Kier’s expanding private market portfolio in London includes the Refinery, a landmark high-spec lab development in Hammersmith; TIDE Bankside, a net zero carbon commercial development in Southwark and two commercially led schemes in Tottenham Court Road, The Fitzrovia and Network W1.

* London Affordable Rent provides affordable housing for people on low incomes.

**London Living Rent is a type of intermediate affordable housing for middle-income Londoners who want to build up savings to buy a home. It provides high quality rented homes on stable tenancies, with rents based on a third of local household incomes. Money saved on rent can go towards a deposit for the tenants own home. London Living Rent is part of Homes for Londoners, which brings together all of the Mayor’s work to address the housing crisis.