

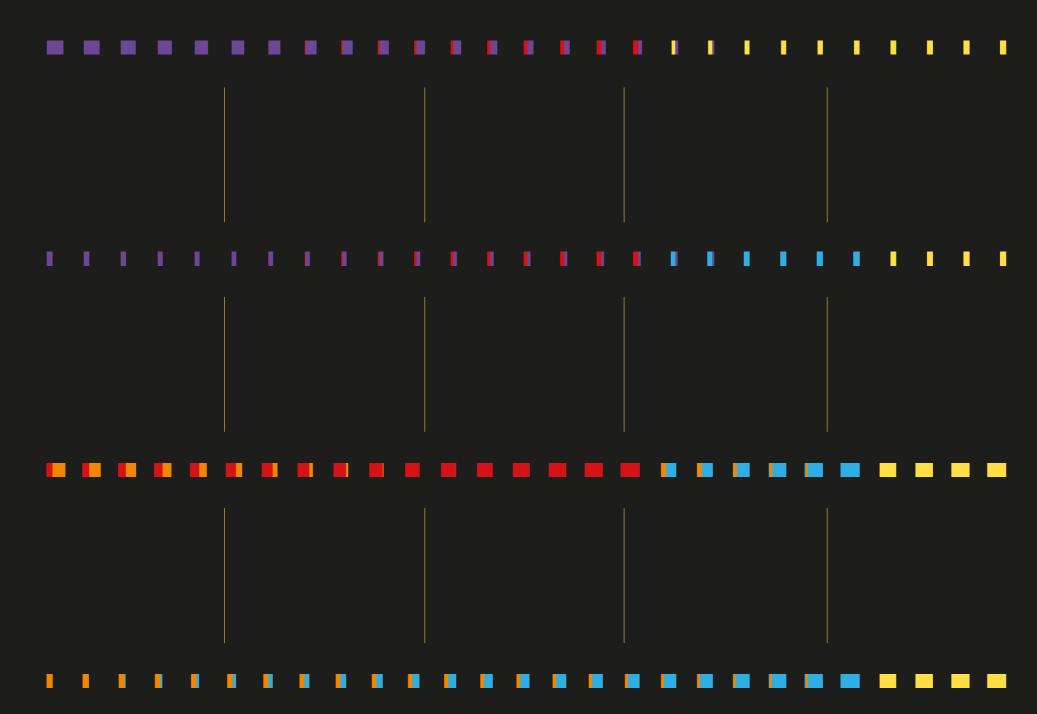
SHARED OWNERSHIP

MACFARLANE PLACE

TELEVISION CENTRE · W12



# QUICK **LINKS**









For the best experience on phone or tablet, please rotate device to landscape view.



The latest arrival on the scene at Television Centre is turning up the volume with striking architecture, wellbeing-boosting green spaces and a vibrant West London location.

With a fantastic location directly opposite White City and Westfield's eclectic mix of shopping, entertainment and transport, a home at Macfarlane Place offers the ultimate in convenient and connected city living – and with homes available through Shared Ownership, now's the perfect time to get in on the act. Choose from contemporary one and two-bedroom apartments, thoughtfully designed for wellbeing, sustainability and primetime living.

# GG 55

A timeless design inspired by West London's historic architecture, supporting a sustainable future that positively impacts the community.

# Owen Jowett

Senior Architect at Maccreanor Lavington



There's a lot to be excited about at White City's vibrant new development. Here, Owen Jowett, Senior Architect at Maccreanor Lavington, the London studio behind the project, shares the team's design approach and what makes Macfarlane Place special.

# **MACCREANOR LAVINGTON**



### MACFARLANE PLACE

# Owen, everyone's been talking about the transformation of Television Centre. What was it like working on such a high-profile project?

The wider Television Centre project has been a great opportunity to enhance an existing community within an important cultural context. The listed former-BBC buildings and high quality new additions contribute to an area already well placed for transport, retail and education opportunities, and adding affordable housing to the development is crucial to providing a mixed and sustainable community for everyone.

# Can you tell us more about the design inspiration for the buildings?

The buildings are rooted in west London's architectural heritage of mansion blocks and Victorian warehouses. The Macfarlane Place buildings combined these, with detailing inspired by a range of buildings from around London and Europe to create a residential architectural design befitting of its urban context. The materials and details are natural, hard-wearing and robust to reflect this architectural heritage.

# The exterior architecture seems to have influenced the interior design, too?

Absolutely. The apartments are decorated with long-lasting, natural materials in colours which complement the building's architecture. The communal lobbies include ceramic tiles to walls and floors and the internal metalwork matches the external balustrades, balconies and shutters.

# How are the various outdoor spaces designed to create a sense of community?

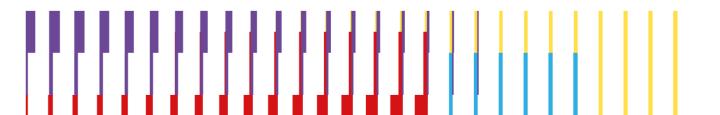
Macfarlane Place includes the creation of a new pedestrian and cycle route beneath the viaduct which offer residents a route to Hammersmith Park and the wider Television Centre masterplan. This promotes interaction and a sense of community as residents can traverse the area together. Also within the design, a podium garden and roof terrace provide shared green space which encourages a sense of belonging and community among the residents.

# What can new residents expect from a commute?

The site is incredibly well-connected with two tube stations nearby and a bus station on Wood Lane. Internal cycle parking is provided for all apartments, which encourages active and sustainable travel.

# Are there any other features or design elements incorporated into the development to make MacFarlane Place sustainable?

The building incorporates sustainable features such as powered external shutters, fullyopenable windows with external balustrades, good insulation, and air tightness. The development's water and heating are provided by communal Air Source Heat Pumps, resulting in lower bills and reduced carbon emissions. Heat Interface Units in apartments offer instant hot water transfer from the central supply, and underfloor heating is used for energy efficiency and space-saving.







# To understand the unique character of today's Television Centre, you need to go right back to the beginning.

Since it first burst onto our screens, Television Centre has become one of the capital's most recognisable addresses; a much-loved and familiar face on our screens. This is a story 60 years in the making, in which time these buildings have played many parts, and the surrounding streets have transformed into a buzzing, twenty-first century neighbourhood.

Today, the buildings from where black and white images were once beamed into the nation's homes have become a thriving residential community, and a destination for shopping, food and visionary companies, while state-of-the-art new TV recording studios continue White City's long-held tradition of innovation.



# PICTURE BIGGER

The new apartments at Macfarlane Place enjoy a great location amongst Television Centre's established community of homes, cafés, restaurants and green spaces.













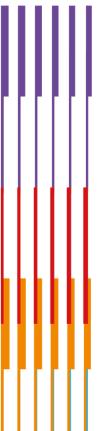


Step outside and take your pick from cocktails to coffee, worldclass shopping at Westfield and catching a new movie at The Electric Cinema. There's always something to keep you entertained.









# ONE TO WATCH

These streets were made for filming. Follow our cameras to take a closer look.





# **HENKING**

# FORWARD T

# 110 hectares

The White City Regeneration Area has created new areas of open space, improved facilities for local people and a more balanced community.



31

Railways arches converted into restaurants, cafés and workspaces at Wood Lane Arches.

# 3,600 sqm

The Royal College's Communications, Art & Design, and Information Experience Design programs are housed in a custom-built studio, workshop, and technical space situated in the BBC Media Village.





Places to shop, eat and meet at Westfield London, Europe's largest covered shopping mall.





30,000

Workers in science, tech, media and fashion.

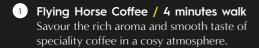


700,000 sqft

Creative business district at White City Place, home to companies including NET-A-PORTER, L'Oréal and the BBC.



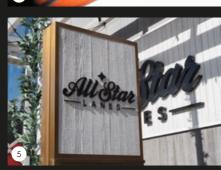




- 2 Ping Pong / 8 minutes walk Indulge in authentic Chinese cuisine and enjoy a lively atmosphere.
- 3 Bills / 5 minutes walk
  Dishing up contemporary European food from breakfast till late.
- 4 Bluebird Café / 4 minutes walk
  A chic and sophisticated dining experience with a menu that blends British cuisine with international flavours.
- 5 All Star Lanes / 2 minutes walk
  A retro-inspired world of fun, food and bowling.
- 6 White City House / 4 minutes walk
  A private members' club that provides creative and social atmosphere for you to work, network and socialise.
- 7 Kricket / 4 minutes walk
  An innovative Indian-inspired small plates restaurant.
- 8 Electric Cinema / 4 minutes walk
  An upscale, unique and luxurious cinema experience.
- 9 Salt / 8 minutes walk Spanish and Italian small plates with an impressive wine & cocktail list.
- The Broadcaster / 3 minutes walk
  A contemporary pub and dining room over looking the iconic Television Centre.













# TAKE **FIVE**

White City has attracted a stellar cast of bars, restaurants and cafés. From breakfast to cocktails, and every hour of the day in between, there's the perfect spot to work, meet and catch up with friends. Here are just a few local favourites.



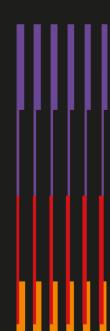


# PRESS PAUSE

And when you're craving a little escapism? West London's expansive parks and green spaces invite you to get away from it all, close to home.

To embrace the great outdoors, all you need to do is step outside of your apartment. Tucked behind Macfarlane Place you'll find Hammersmith Park, fondly known as 'the BBC Park', and home to tennis courts and a tranquil, Japanese-inspired garden with a pond and waterfall.

Venture a little further under the Westway for Wormwood Scrubs, the area's largest park by far, offering acres of space for picnics and running routes. Enjoy unspoilt meadows and nature reserves for relaxing walks and bike rides.





**Hammersmith Park** 

7 minute walk

**Wormwood Scrubs** 

10 minute cycle

Holland Park
16 minute cycle

Hyde Park

18 minute cycle

Times taken from Google maps to walk and cycle from Macfarlane Place.





# UP YOUR GAME

From big-hitting sports facilities to boutique gym studios, White City has everything you need to stay focused.

Whatever type of workout you're into, there's a great range of gym studios and activities to choose from. At White City House, your local Soho House members' club, the studio offers over 40 classes a week, a well-equipped gym floor, a smart indoor pool and sauna.

Want to try a cardio workout with a difference? Head over to Flipper's Roller Boogie Palace at Westfield, a cool retro-inspired roller skating rink. Linford Christie Outdoor Sports Centre at Wormwood Scrubs has an athletics track, baseball batting cages and all-weather football pitches, which are all bookable and open to all.



Soho Health Club

4 minute walk

Flipper's

**Anytime Fitness** 16 minute walk

Gym Box 5 minute walk

Powerleague 10 minute walk

**Linford Christie Sports Centre** 22 minute walk

Times taken from Google maps to walk from Macfarlane Place.

# THE GOOD LIFE

Macfarlane Place's fresh-thinking community makes living more sustainably an everyday reality.

This pocket of West London has become known for its ethical mindset, and there's plenty of opportunity to support independent businesses and the 'shop local' movement, whether it's picking up locally sourced ingredients and homegrown brands at the local wholefood markets, or giving new life to pre-loved fashion and furniture at the many vintage stores.

And with the apartments lying within London's Ultra Low Emission Zone for better air quality, getting around by bike or on foot is something you can feel really good about.





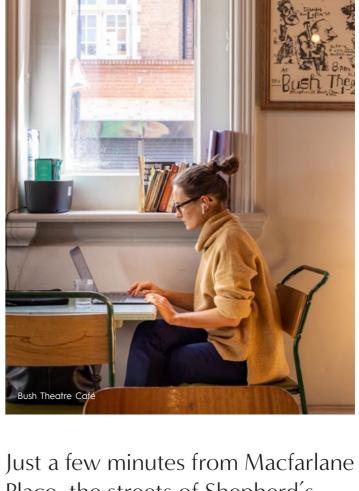




# A CHANGE OF SCENE

Right on your doorstep are two of London's most colourful neighbourhoods. Let's take a look around.





Place, the streets of Shepherd's Bush are home to a thriving creative and cultural community.

Catch interesting plays and independent stage productions at Bush Theatre before they transfer to the West End, or comedy and gigs at the Empire. There's a great food scene too, from family-run restaurants to streetfood and fresh groceries at Shepherd's Bush market.









Notting Hill may have become a movie star in its own right, but there's still plenty of under-the-radar spots for locals to discover, and it's a mere 20-minute walk from Macfarlane Place to Portobello Road.

Take the scenic route past the area's pretty, pastel-hued streets and garden squares, and onto vintage shops and boutiques, stopping off for coffee at a pavement café and watch the world go by.



# CONNECTED

White City offers a thriving local scene and fantastic connections when you feel like switching things up. Tube, train, bus or bike - where would you like to go next?

White City and Wood Lane tube stations, both just across the road from Macfarlane Place, give you plenty of options for travelling near and far, whether it's heading over to Chiswick for Sunday lunch, hopping off at Bond Street for shopping in the West End, or out east to the City and Shoreditch.

The neighbourhood is a dream for cyclists too, with a Santander bike docking station a 2-minute walk from the apartments and access to the Cycleway nearby, which mean that you can get you into central London efficiently and at your own speed.

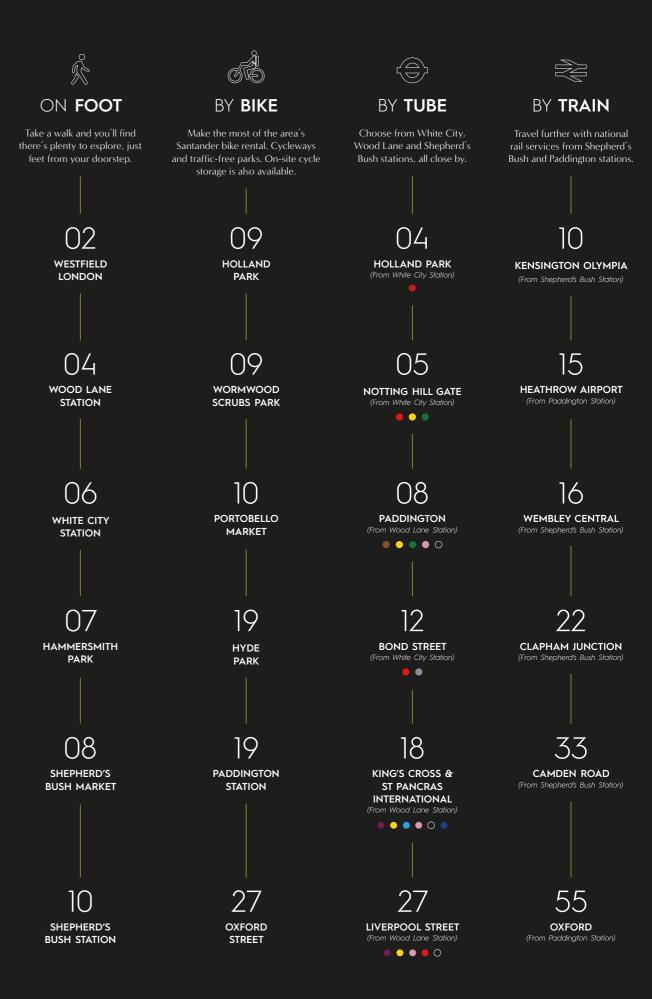








# GET MOVING



REGENT'S

PARK

BAKER

STREET

MARBLE

ARCH

GREAT PORTLAND

ST.

REGENT'S PARK

BOND

STREET

♦ ♦ WARREN ST.

OXFORD

MAIDA VALE

ROYAL OAK

PADDINGTON +

WEST KILBURN

WESTBOURNE PARK

NOTTING HILL

LADBROKE GROVE

KING'S CROSS
ST. PANCRAS

RUSSELL SQ

HOLBORN

CHANCERY LANE

STANSTED AIRPORT

FARRINGDON BARBICAN

LIVERPOOL

STREET

LONDON CITY AIRPORT

 $\rightarrow$ 

**O** BURGESS PARK

Map not drawn to scale

TOWER HILL

MOORGATE

CITY OF LONDON

BANK

 $\Lambda$ 

<del>0</del>≥

ST PAUL'S

**→ EUSTON** 

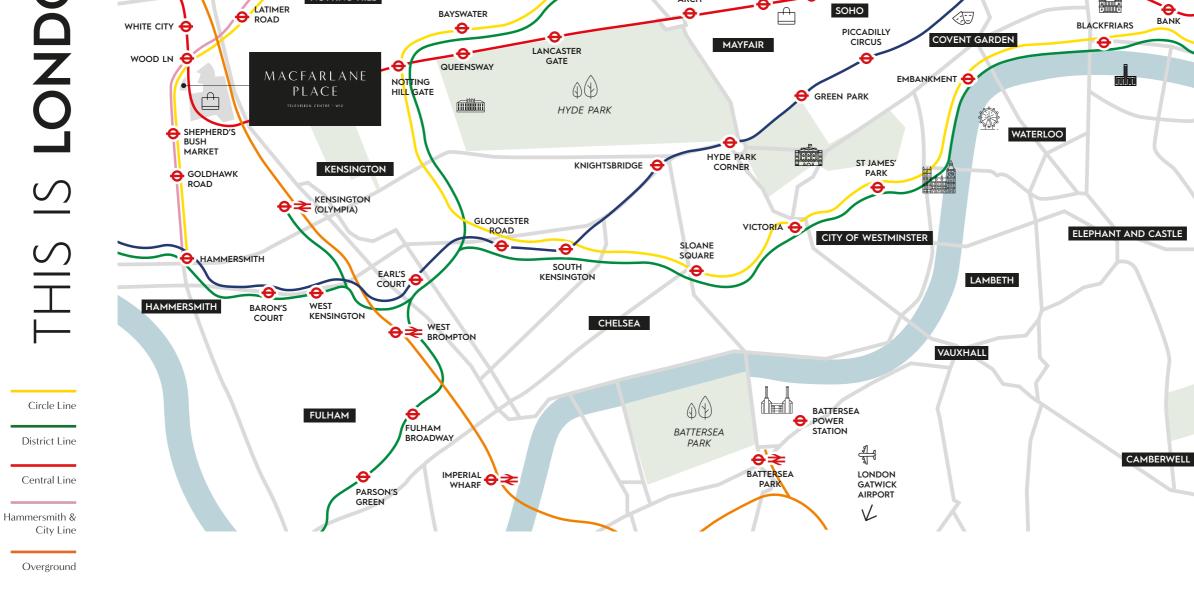
EUSTON SQ.

TOTTENHAM COURT ROAD

4

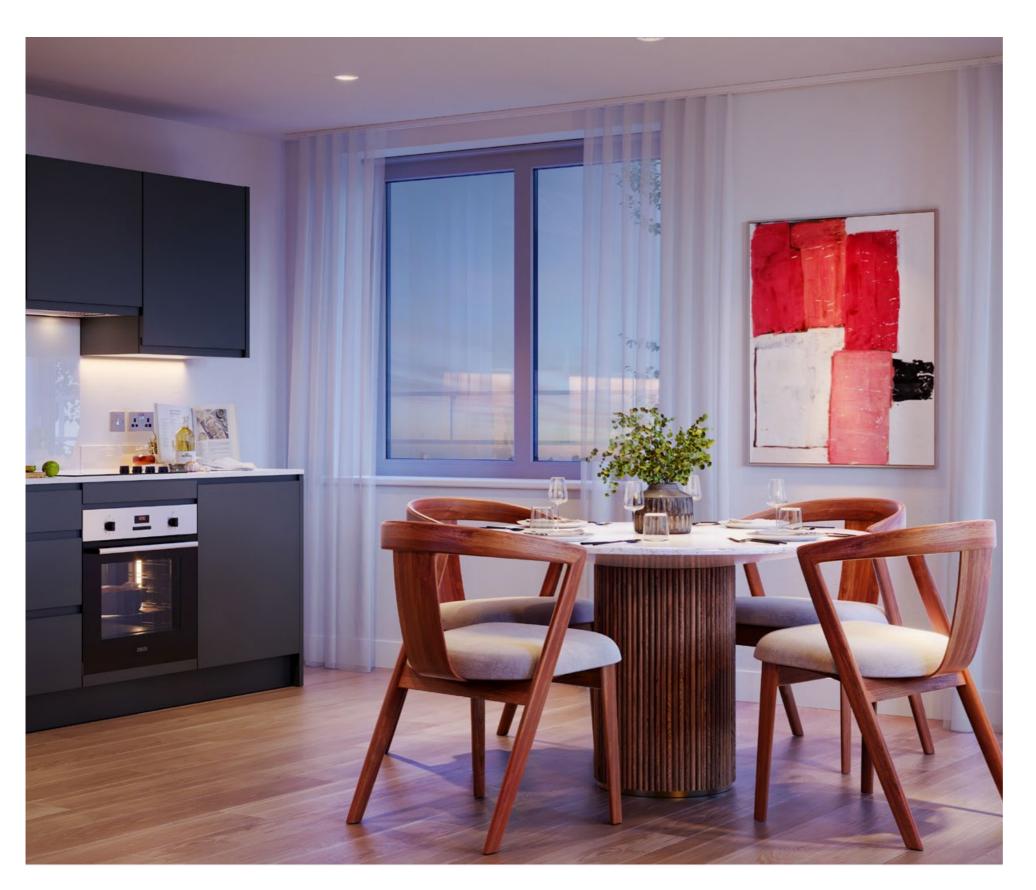
LONDON

HEATHROW AIRPORT



EDGWARE ROAD

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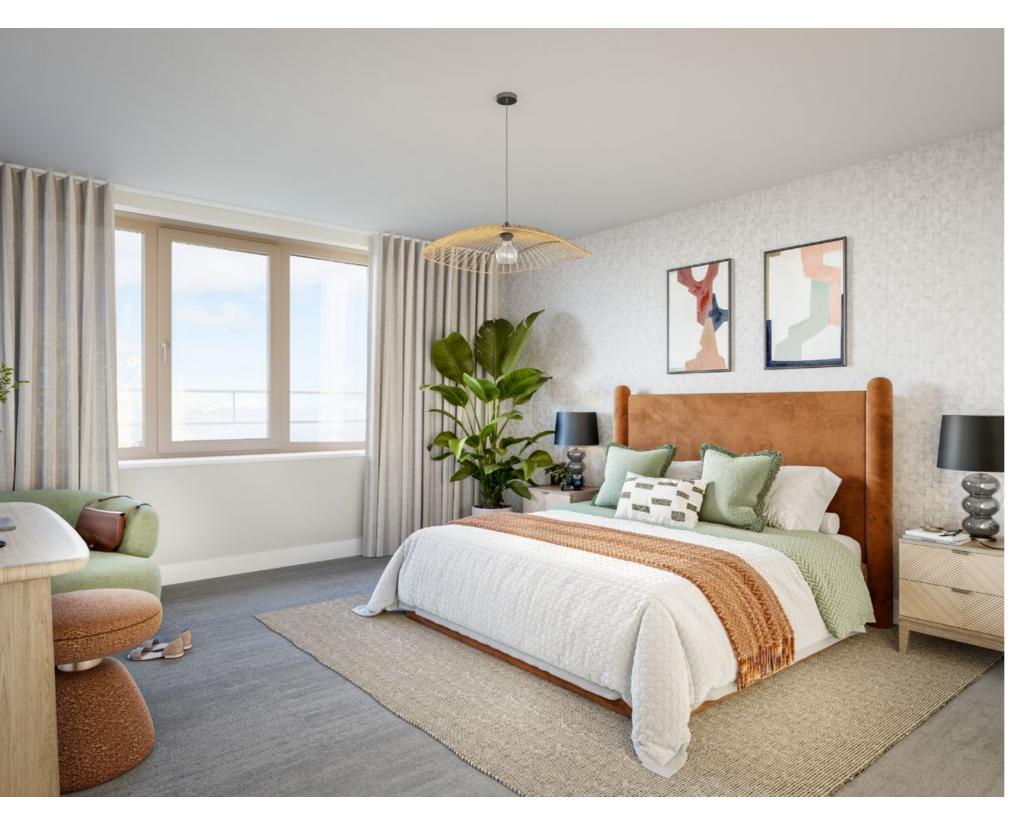
# BEHIND THE SCENE

Step inside these stylish apartments and you'll discover flexible spaces filled with thoughtful design details and personality. Come and make yourself at home.

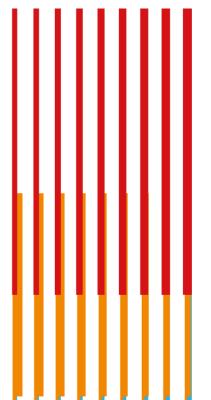
The homes at Two Macfarlane Place are designed for the way you like to live, work and socialise. Each apartment offers a generous, comfortable and adaptable layout that maximises the space, and flexes to your needs throughout the day. Cabinetry in the sleek, open-plan kitchens hides plenty of storage and all the appliances you could ever need, while bathrooms draw inspiration from sleek design hotels. The pared-back and neutral colour palette is ready for you to make your own, individual stamp.

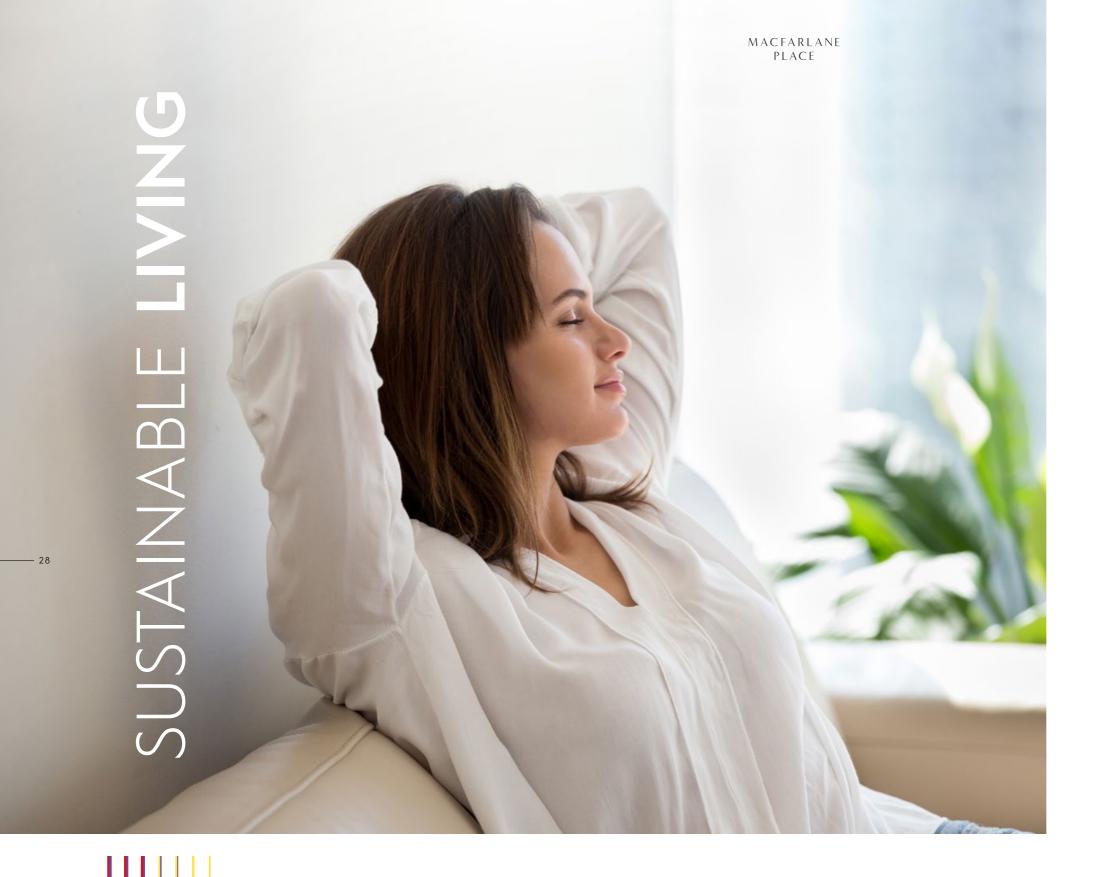












The apartments are all designed with forward-thinking features that create a more comfortable, healthier home environment.



## **Energy Performance**

Good insulation and air tightness means that all the apartments have a rating B or above for energy performance, while creating a more comfortable living environment throughout the year.



# Energy-efficient heating

The buildings' water and heating are produced by communal Air Source Heat Pumps located on the roofs, which provide 100% of the development's heat and hot water. This shared heat network helps to keep bills lower and reduce overall carbon emissions.



## Fresher air indoors

Air quality is important for health. Each apartment home has a ventilation system that can provide six times more fresh air than Building Regulation requirements, and also helps regulate the temperature and reduce overheating during hot weather.



## Smarter climate control

Heat Interface Units in apartments produce hot water instantly, enabling residents to transfer heat from the building's central supply to their home instantly and monitor usage. The heating is delivered using underfloor heating instead of radiators which is both energy-efficient and space-saving.



# Renewable energy

Photovoltaic (PV) panels on the roofs of both buildings generate electricity for shared areas and services. The development's easy access to outdoor spaces and transport, and its ultra-low emission zone location, further enhance the wellbeing of residents.



# Access to green spaces

Residents can access the green podium garden and benefit from 'grow garden' allotments. There is also an exceptional roof terrace to enjoy. The area has numerous open and green spaces to enjoy, from the landscaped squares of Television Centre to green Hammersmith Park.



# Urban greening & biodiversity

Thoughtful planting with a wide range of drought-tolerant species provides year-round interest for residents and encourages a diverse range of wildlife, and the buildings' green spaces also have bird baths and boxes to help support local biodiversity.



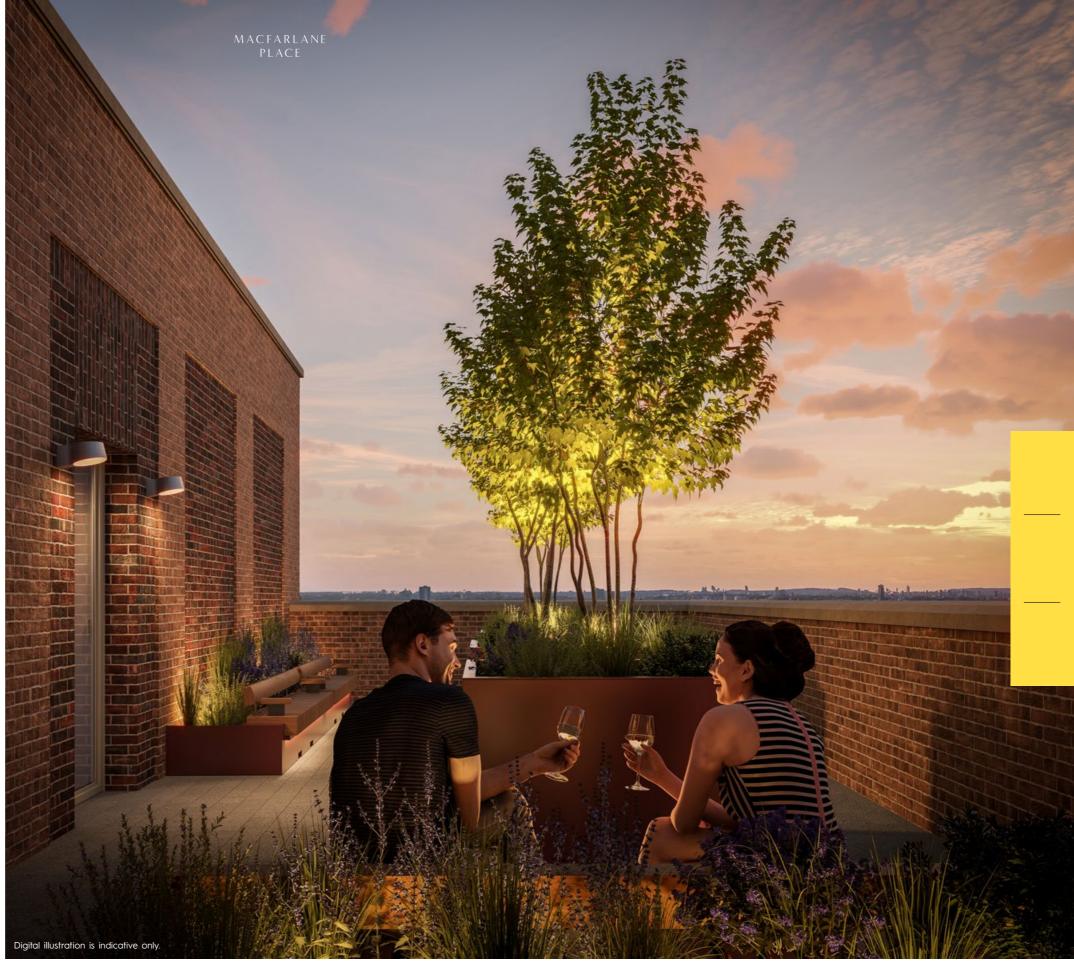
# Air quality

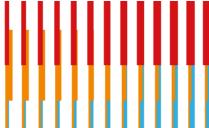
Being located in an ultra-low emission zone offers multiple benefits for health, wellbeing and the environment. To further improve air quality, existing trees have been kept and new ones planted.



# Transport connectivity

The development is a short walk from a range of well-connected public transport and cycle hire. Electric bikes are available for hire opposite the buildings, and the building itself offers secure cycle storage.





# THE SPECIFICATIONS

# Kitchen

- Matte smooth indigo kitchen units with underside LED strip lighting
- Matte silestone worktops in white
- Chalk white upstands and backplate
- Stainless steel sinks and taps
- Bosch integrated dishwasher, fridge freezer, oven, hob and microwave
- Elica extractor fan

### Bathroom

- Shower bath with glass shower screen
- Chrome bath/shower filler; shower head and rail
- White basin and WC
- Chrome taps and pushplate
- Anthracite grey built-in storage cabinet with mirror
- Anthracite grey under sink storage
- Chrome heated towel rail
- Ceramic tiles to walls and floor

# Security & Peace of mind

- Video entry system
- Sprinkler system fitted throughout apartments
- Wired smoke and heat detectors
- Multi-lock door with security chain and spy hole
- 10-year Premier Guarantee warranty
- 2-year defect period from practical completion

## General

- Underfloor heating
- Walls and ceilings painted Dulux pure white
- Farmhouse oak laminate flooring
- Cormar grey carpet in bedrooms
- Carlisle brass hinges and door closers
- Fitted wardrobe to main bedroom
- Bosch washing machine to storage cupboards
- MVHR system providing whole home ventilation
- Heating and hot water provided by central plant and charged separately
- Television (terrestrial and satellite) points with Sky+ provisions to living room and master bedroom\*
- Landline telephone and Virgin & BT fibre optic data points to living room and main bedroom\*
- Electronic thermostats to each room
- Pet-friendly development
- Ceiling height of 2.5m throughout apart from 2.34m in hallway and bathroom/s

### **Electrical**

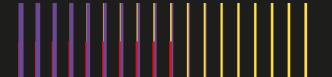
- Brushed chrome sockets in kitchen, white sockets and switches elsewhere
- USB sockets in master bedrooms
- Recessed LED down lights
- Pendant lighting to all bedrooms
- Shaver sockets to all bathrooms

# Communal areas

- Combination of high-quality tiled flooring and carpet throughout
- Secure post room
- Secure internal bicycle storage
- Resident only roof terrace



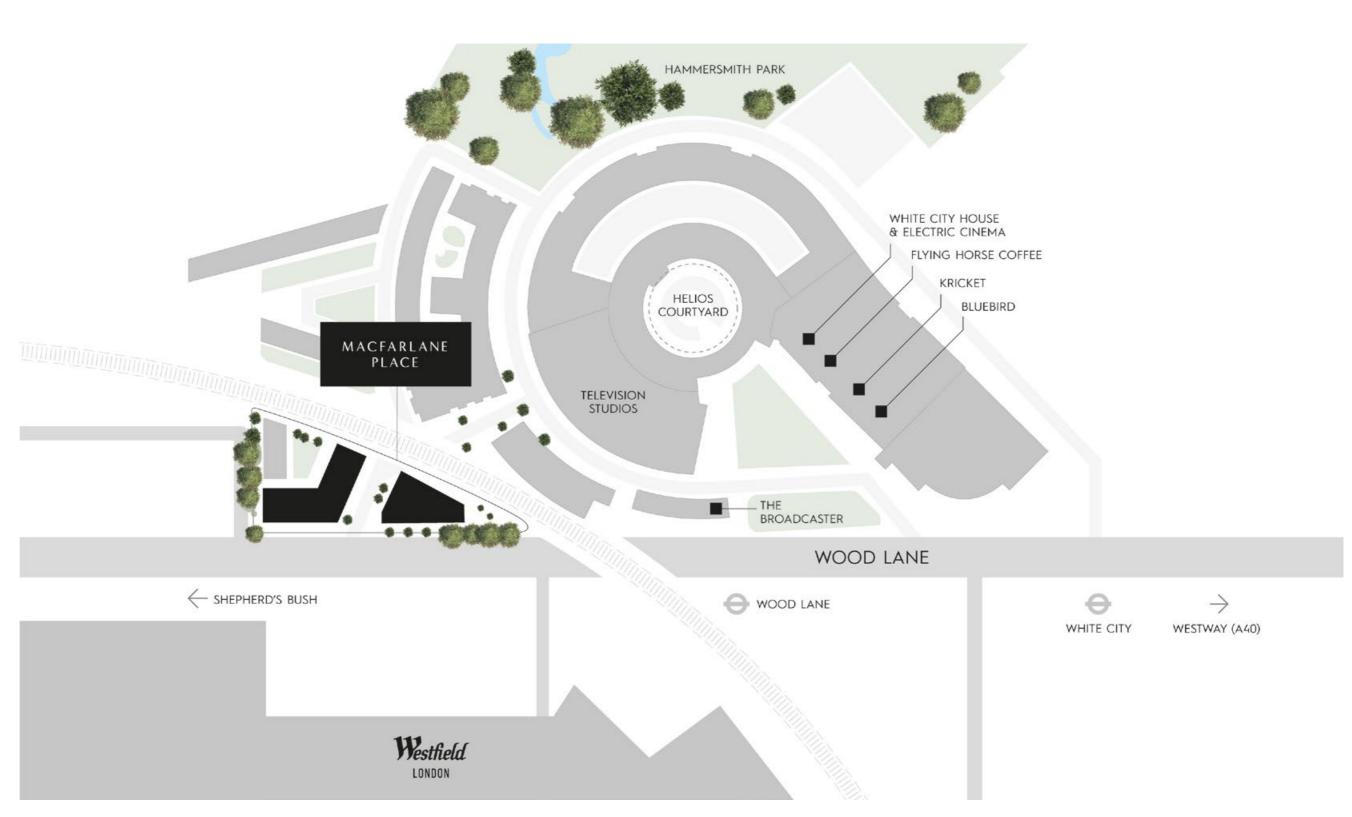




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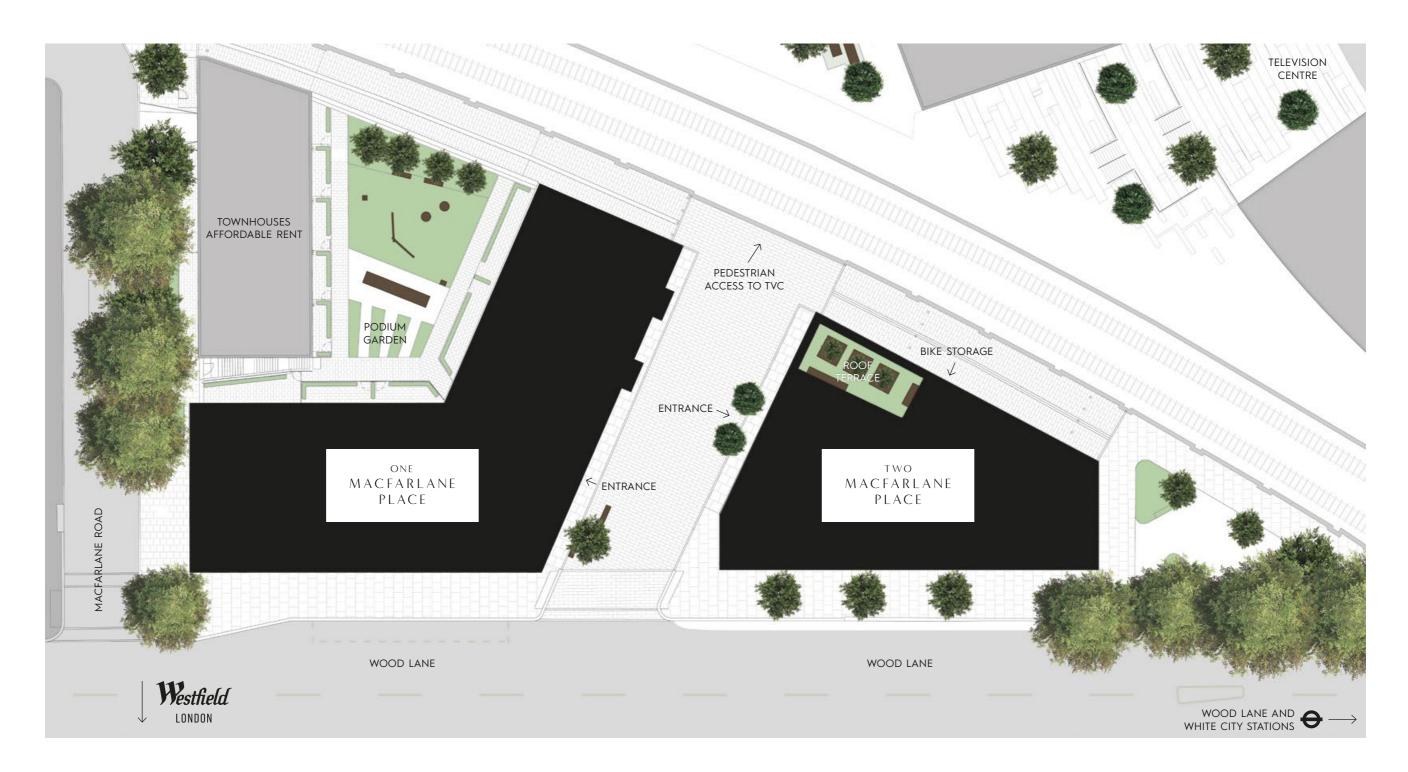
# **TELEVISION CENTRE**





# SITE **PLAN**





**AVAILABILITY** 

# FLOORPLANS

Peabody | More than just a place to live

54.57 m<sup>2</sup> / 587 ft<sup>2</sup>

# Apartments

807

Dimensions	m	ft
Living / Kitchen / Dining	7.57 x 3.55	24′10″ x 11′8″
Bedroom	4.03 x 2.92	13′3″ x 9′7″
Bathroom	2.22 x 2.02	7′3″ x 6′8″
Storage	1.82 x 1.40	6′0″ x 4′7″

# Floor

Floor 8







# Apartments

508, 608, 708

Dimensions	m	ft
1//// / 5	757 255	24/10" 11/0"
Living / Kitchen / Dining	7.57 x 3.55	24′10″ x 11′8″
Bedroom	4.03 x 2.92	13′3″ x 9′7″
Bathroom	2.22 x 2.02	7′3″ x 6′8″
Storage	2.12 x 1.40	6′11″ x 4′7″

# Floor

Floor 5

Floor 6



Floor 7







57.06 m<sup>2</sup> / 614 ft<sup>2</sup>

# Apartments

806

Dimensions	m	ft
Living / Kitchen / Dining	6.24 x 4.70	20′6″ x 15′5″
Bedroom	4.96 x 3.86	16′3″ x 12′8″
Bathroom	2.22 x 2.02	7′3″ x 6′8″
Storage	0.70 x 1.60	2'4" x 5'3"

# Floor

Floor 8







57.67 m<sup>2</sup> / 621 ft<sup>2</sup>

# Apartments

406, 506, 606, 706

Dimensions	m	ft
Living / Kitchen / Dining	6.24 x 4.80	20′6″ x 15′9″
Bedroom	4.96 x 3.86	16′3″ x 12′8″
Bathroom	2.22 x 2.02	7′3″ x 6′8″
Storage	O.70 x 1.65	2′4″ x 5′5″

# Floor

Floor 4







Floor 7







60.64 m<sup>2</sup> / 653 ft<sup>2</sup>

# Apartments

403, 404, 503, 504, 603, 604, 703, 704, 803, 804

Dimensions	m	ft
Living / Kitchen / Dining	4.18 x 7.13	13′9″ x 23′5″
Bedroom	4.25 x 4.11	13′11″ x 13′6″
Bathroom	2.02 x 2.22	6′8″ x 7′3″
Storage 1	O.61 x 2.77	2′0″ x 9′1″
Storage 2	1.78 x O.70	5′10″ x 2′4″

# Floor

Floor 4

Floor 5



Floor 6



Floor 7

Floor 8









401, 501, 601, 701, 801

Dimensions	m	ft
Living / Kitchen / Dining	5.84 x 6.24	19′2″ x 20′6″
Bedroom 1	3.20 x 4.91	10′6″ x 16′1″
Bedroom 2	3.20 x 4.19	10′6″ x 13′9″
Bathroom	2.02 x 2.22	6′8″ x 7′3″
Storage 1	O.88 x 1.92	2′10″ x 6′4″
Storage 2	1.21 x 1.65	4′0″ x 5′5″

# Floor

Floor 4



Floor 6



Floor 7

Floor 8









# Apartments

507, 607, 707

Dimensions	m	ft
Living / Kitchen / Dining	6.13 x 5.60	20′1″ x 18′4″
Bedroom 1	2.77 x 5.20	9′1″ x 17′1″
Bedroom 2	3.26 x 4.39	10′8″ x 14′5″
Bathroom	2.22 x 2.02	7′3″ x 6′8″
Storage 1	1.20 x 1.13	3′11″ x 3′9″
Storage 2	1.65 x 1.13	5′5″ x 3′9″
3101466 2	1.05 / 1.15	33 X3 )

# Floor

Floor 5

Floor 6







Floor 7

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83.68 m<sup>2</sup> / 901 ft<sup>2</sup>

## Apartments

402, 502, 602, 702, 802

Dimensions	m	ft
Living / Kitchen / Dining	4.56 x 6.22	14′11″ x 20′5″
Bedroom 1	3.87 x 4.27	12′8″ x 14′0″
Bedroom 2	4.28 x 3.44	14′1″ x 11′4″
Bathroom	2.23 x 2.02	7′4″ x 6′8″
Storage 1	1.69 x 0.70	5′7″ x 2′3″
Storage 2	2.71 x 0.72	8′11″ x 2′5″
Storage 3	1.65 x 0.70	5′5″ x 2′3″

# Floor

Floor 4



Floor 8

Floor 6



Floor 7



802





# Apartments

405, 505, 605, 705, 805

Dimensions	m	ft
Living / Kitchen / Dining	4.53 x 7.78	14′10″ x 25′6″
Bedroom 1	4.17 x 3.81	13′8″ x 12′6″
Bedroom 2	3.56 x 4.67	11′8″ x 15′4″
Bathroom	2.22 x 2.02	7′3″ x 6′8″
Storage	1.46 x 2.64	4'9" x 8'8"

# Floor

Floor 4





Floor 6











..the Shared Ownership journey is simple.



















Register your interest in Macfarlane Place and complete the application form 2

Take a quick financial assessment to ensure you meet all the criteria

We will confirm whether

we will confirm whether we are able to offer you a Shared Ownership home with an offer letter after the local council has approved your application 4

Within seven days, we will confirm whether we are able to offer you a Shared Ownership home with an offer letter

5

Take a full financial assessment with an Independent Mortgage Advisor (IMA) from our selected panel of experts, appoint a Solicitor & Mortgage Advisor and complete an Offer Acceptance Form 6

Submit a mortgage application within two working days of your financial assessment and a Peabody's solicitor and your solicitor will organise the legal paperwork so contracts can exchange

'Cy

On completion day, the money to buy your home is transferred to our solicitors. You now legally own your home through Shared Ownership! Move in and start

enjoying your

new home!

Want to find out more about Shared Ownership?

Peabody has a range of resources to help you learn more about what is involved.

FIND OUT MORE

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The team at Peabody New Homes is dedicated to finding you a home that is more than just a place to live. A place you can call your own. A place to belong. A place that you're proud to call home.



# **Building history**

Formed over 160 years ago by the American financier and philanthropist George Peabody, Peabody is one of the UK's oldest and largest housing associations responsible for more than 107,000 homes and around 220,000 residents across London and the Home Counties.



# Quality, Design & Sustainability

Peabody's reputation is one of the most respected in the housing industry renowned for quality, multi-award-winning and innovative design. We work with industry experts and continually monitor quality throughout the building process to reduce our impact on climate change, lessen our carbon footprint and create properties people are proud to call home.

Our Greener Homes Programme is our commitment to the environment and will aim to minimise our impact on the planet and support thriving neighbourhoods.

Find out more >

Our mission is to help people flourish.

FIND YOUR PLACE



### **Customer focus**

Whether it's your first or forever home, we know that buying a new place can be a demanding time. Our sales team is committed to guiding you through the process and helping you every step of the way. Rated "Excellent" on Trustpilot, we're proud to offer you a service that makes a difference.



### Social impact

Our social purpose is why we exist. We re-invest the surplus made from the sale of our homes to provide more homes and services to those who need it most. We deliver services that support customers and the wider communities that we work in, and invest in local projects through our Community Foundation.

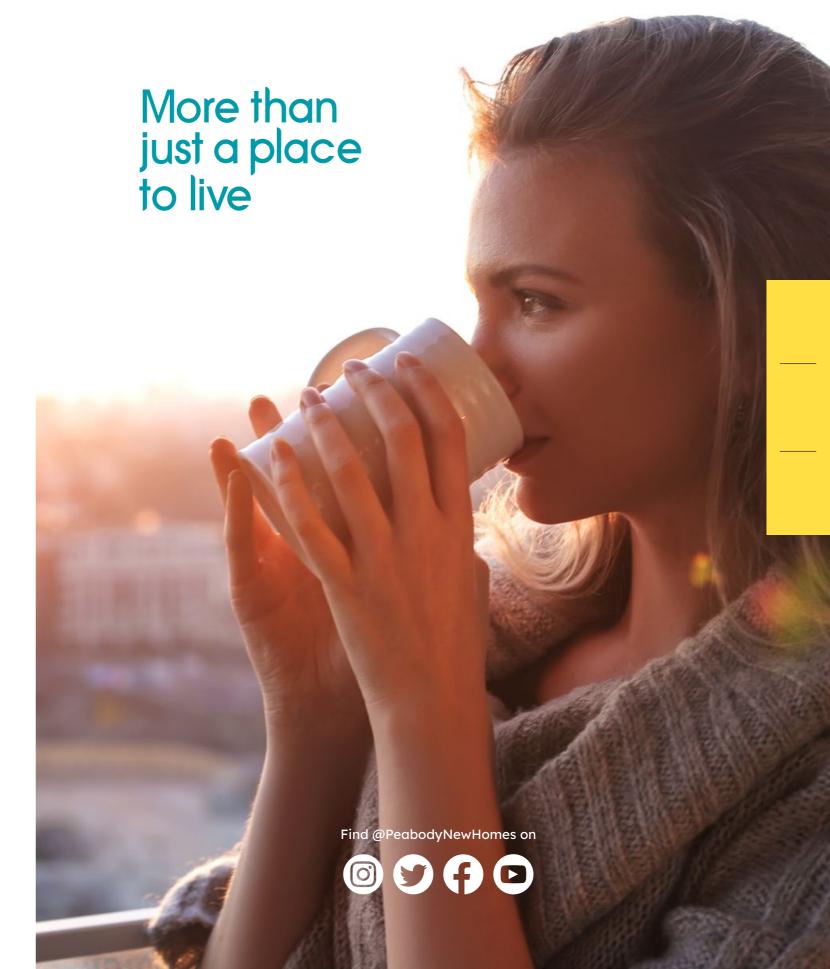
Find out more >











# MACFARLANE PLACE

TELEVISION CENTRE · W12

FOR ALL ENQUIRIES, CALL **020 7021 4842**OR VISIT **MACFARLANEPLACE.CO.UK** 

Peabody

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Apartment layouts provide approximate measurements only. Dimensions, which are taken from the indicated points of measurement, are for guidance only and are not intended to be used for carpet sizes, appliance space or items of furniture. Measurements are rounded down and we work towards 5% tolerance Apartment areas are provided as gross internal areas and may vary. Bathroom and kitchen layouts are indicative only and are subject to change. Wardrobe size and position may vary. Ceiling height may vary within select apartments. All balcony/terrace dimensions and areas are approximate and may vary. The information contained within this document does not constitute part of any offer, contract or warranty. Whilst the plans have been prepared with all due care for the convenience of the intending purchaser, the information contained herein is a preliminary guide only. Please speak to the sales team for more information. Information correct as of March 2024.

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