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Seng buys 200,000 sq ft west London mixed-use project

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Loan from ASK Partners backs acquisition of 26-28 Hammersmith Grove



26-28 Hammersmith Grove

- **What** Seng has acquired 26-28 Hammersmith Grove in west London
- **Why** The 200,000 sq ft mixed-use scheme was part of the Landmark portfolio floated for sale by Federated Hermes in 2023
- **What next** Deal was supported by an £18.2m facility from ASK Partners
Privately owned property company Seng has added 26-28 Hammersmith Grove to its growing portfolio.

The acquisition is backed by an £18.2m facility from specialist real estate lender ASK Partners, marking the pair's latest transaction. The investment forms part of Seng's wider living sector strategy.

Located in west London, the building comprises ground plus 11 upper floors totalling 200,452 sq ft, comprising mainly offices, alongside retail and leisure space across two principal wings and a link block as well as car parking.

Russell-Cooke acted for Seng on the acquisition financing, while Shepherd and Wedderburn acted for ASK Partners.

Ben Bellman, originator and deal lead at ASK Partners, said: "Seng has a strong track record of identifying assets with the potential to create long-term value, and we are delighted to support them on another acquisition. This is a substantial and low-density site with views across London and a number of alternative use options which fit well with Seng's wider living sector strategy. The underwrite is strongly supported by the income producing nature of the asset and the transaction demonstrates Ask's ability to provide flexible acquisition finance for experienced sponsors, particularly where certainty of execution and an understanding of the underlying real estate are critical."

Elliot Dubey, Partner at Seng said: "Hammersmith Grove is an exciting addition to our portfolio and aligns well with our wider living sector strategy. We see considerable long-term potential in the site and look forward to progressing our plans. We have worked with Ask on a number of transactions and value their commercial and flexible approach. Their understanding of our business and ability to move quickly provided the certainty we needed to complete this acquisition."

26-28 Hammersmith Grove was part of a London portfolio marketed by Federated Hermes in 2023 off a guide price of £195m, [revealed by Green Street News](#). JLL was mandated for the disposal of the collection, which totals around 500,000 sq ft. The asking price breaks down to a net initial yield of 8.15% and capital value of £386/sq ft at the time.

JLL launched 26-28 Hammersmith Grove on the market at the end of last year. According to the agency, there is potential to achieve full vacant

possession of the west wing by September 2027, while the east wing is 64% vacant with only two tenants remaining.

The site has potential for a range of alternative uses including co-living, hotel, build-to-sell, build-to-rent or purpose-built student accommodation. The 2.3-acre site has low density, providing opportunity for significant massing.