

243
Ealing Road
LONDON

ONE ADDRESS. INFINITE POSSIBILITIES.



Computer generated image of 243 Ealing Road is indicative only.

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LONDON

243 Ealing Road is an exciting new destination overlooking the Grand Union Canal in Alpertton, London and is a joint venture between Network Living and Hill Residential.

It is a landmark development in a prime waterside location. This brings a host of new residential opportunities to the neighbourhood and is an inaugural element in the vision for Alpertton.

441

CONTEMPORARY
APARTMENTS IN A
WATERSIDE SETTING

Many people would love to live next to water and at 243 Ealing Road that dream can be realised. The Grand Union Canal is one of the area's most important assets. From the outset 243 Ealing Road has been designed to make the most of it and maximise its accessibility to local people. The whole development relates to the canal and it is visible from many of the apartments.

At 243 Ealing Road we are offering an excellent choice of city suites, 1, 2 and 3 bedroom apartments, set in attractive landscaped gardens next to the canal, to create the feeling of a contemporary urban retreat.

14

STOREY LANDMARK DEVELOPMENT FOR ALPERTON

243 Ealing Road attains new heights in terms of specification, quality and setting. A 14 storey tower forms the cornerstone of the development and is complemented by six lower rise buildings.

Your new home will be light and contemporary, a delightful place to be. The canalside setting brings tranquillity and nature close to home. All apartments have a balcony, patio or terrace for enjoying this attractive setting and many also benefit from far reaching views across London.

Underground car parking is available* and residents will have use of the on-site car share club with preferential membership terms. There is also ample cycle storage, a particularly useful feature as the canal has cyclist-friendly paths and it is possible to go all the way into central London by pedal power. For residents' convenience, the entire development has CCTV and the services of an Estate Manager.

As 243 Ealing Road evolves, new amenities such as a canalside café or community space could be added**. It all adds up to a very desirable place to live.

*Selected apartments only, available at an extra cost. Check with a sales executive for further details.

**Planning consent granted for this use. Subject to tenancy being sourced.



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The Barbican

BT Tower

Canary
Wharf

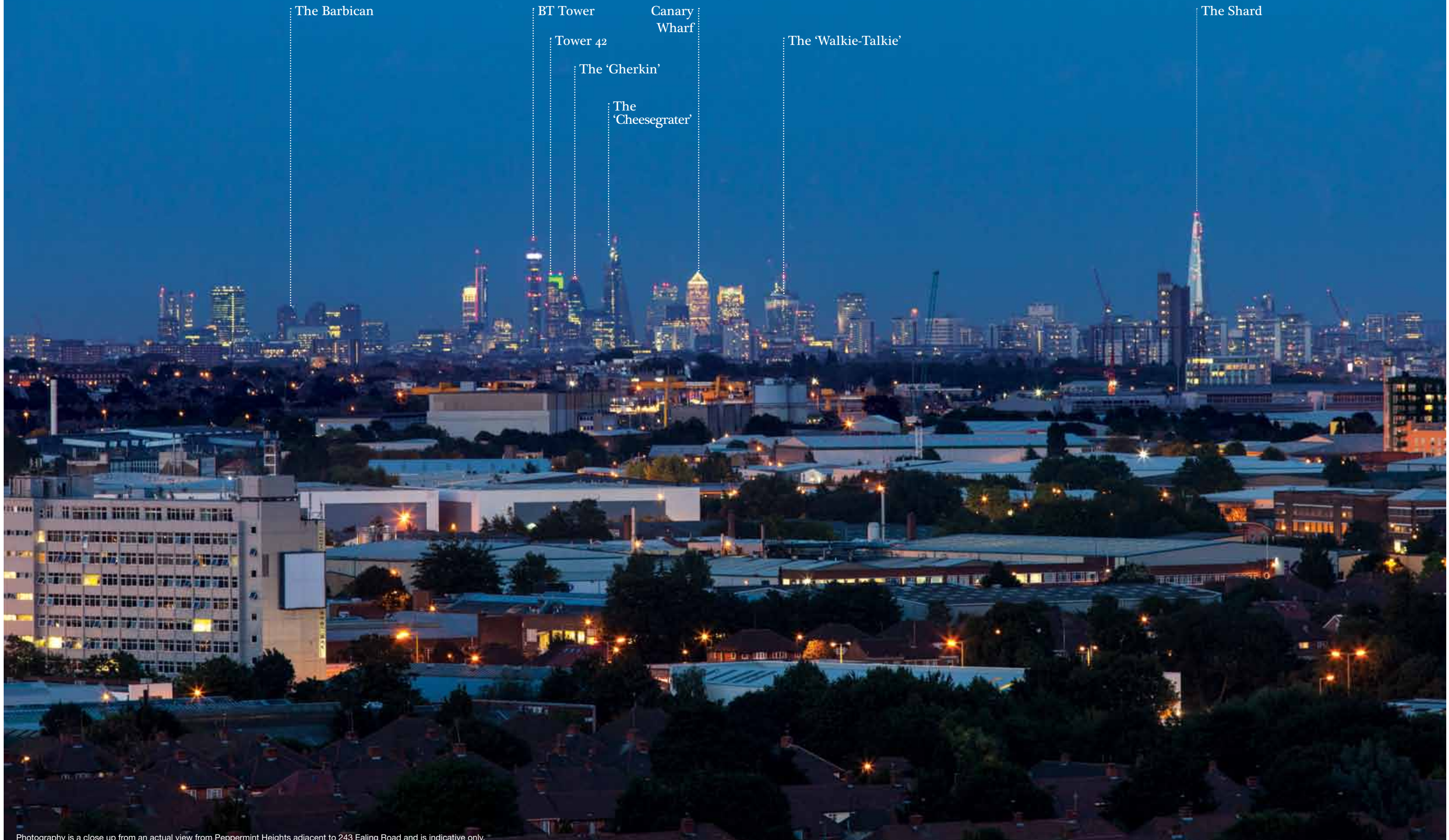
Tower 42

The 'Gherkin'

The
'Cheesegrater'

The 'Walkie-Talkie'

The Shard



Photography is a close up from an actual view from Peppermint Heights adjacent to 243 Ealing Road and is indicative only.

10 OUTSTANDING REASONS TO CHOOSE 243 EALING ROAD

1 THE HOME YOU WANT

With a choice of spacious city suites, 1, 2 and 3 bedroom apartments, there is a home to suit a wide range of buyers and households. They offer the very best in contemporary urban design, with space, light, views and energy efficiency as their keynote features.



Image depicts previous showhome and is for illustrative purposes only.

2

CANALSIDE LIVING

230 metres of the Grand Union Canal runs along the edge of the development and it can be seen from many of the apartments. It's a great place for strolls, bike rides or just sitting and watching the world flow past. Plans for the development include a canalside café* and a network of paths that run throughout 243 Ealing Road.

*Planning consent granted for this use. Subject to tenancy being sourced.

3

PEACE OF MIND

243 Ealing Road is maintained by an Estate Manager and well-run for everyone who lives there. CCTV adds a sense of security.

4

QUALITY

Every home at 243 Ealing Road benefits from a superior specification including underfloor heating, custom designed fitted kitchens with quality appliances and composite stone worktops. Boutique hotel style bathrooms are fitted with Villeroy & Boch sanitaryware.



5

LINKED TO LONDON

Alperton Piccadilly Line station is literally just around the corner, so you can be at the tube station on the way into central London for work or play. Going west, it's also a 34 minute** journey to Heathrow Airport when you're heading off on holiday or business.

**Timings are approximate. Source: www.tfl.co.uk

6

ZIP AROUND

The development does have residents' parking*, but there's no need to worry about the expense and hassle of running a car, as 243 Ealing Road also offers a Zipcar car club. All residents will have their first 12 months membership free of charge, plus £25 worth of driving credit, which includes the use of Zipcar schemes in other locations.

*Selected apartments only, available at an extra cost. Check with a sales executive for further details.



Visit www.zipcar.co.uk for more information

7

PART OF THE BIGGER PICTURE

243 Ealing Road is a key element in the regeneration of the Alperton area. It's an exciting opportunity to invest in an up-and-coming neighbourhood where the plans include new shops, schools, healthcare, green spaces and business premises.

For more information please visit www.brent.gov.uk/regeneration/alperton-regeneration

8

OUTDOOR LIFE

The gardens at 243 Ealing Road, designed by landscape architects Ireland Albrecht, really are something special and quite a rarity in a London development. There's an outdoor space for every occasion and every mood, with play areas for younger residents and quiet corners to sit and read.



9

COMMUNITY

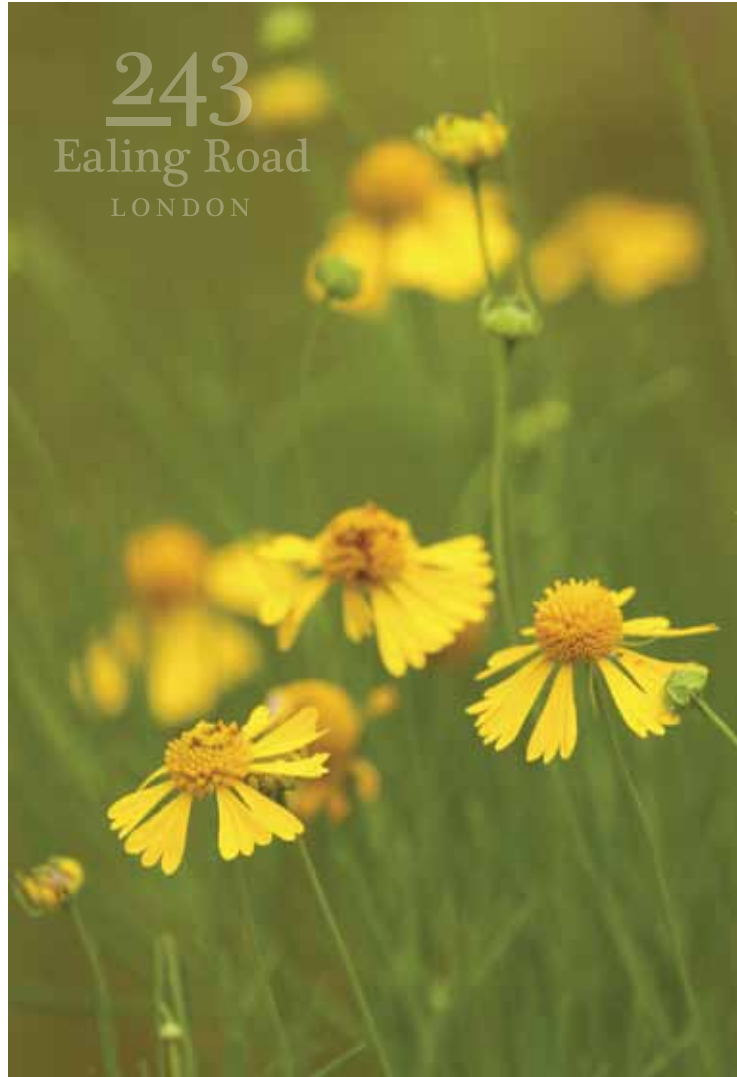
This is a large scale development that will be home to a wide variety of people sharing the benefits of the location.

10

LOW ENERGY, LOW COST LIVING

243 Ealing Road's energy efficient design means lower CO₂ emissions, which is good news for everyone. It is achieved with features such as water efficient appliances, high levels of insulation, low energy lighting and renewable technologies such as Photo Voltaic solar panels and a Combined Heat and Power plant to supply heat and hot water.

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8 DIFFERENT BEAUTIFULLY LANDSCAPED AREAS TO ENJOY



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Every Londoner deserves their outdoor space. Although all residents of 243 Ealing Road have a private balcony, patio or terrace, they can also enjoy the extensive communal gardens. These encompass no fewer than eight distinct garden areas, which include space for leisure, activity, tranquillity and relaxation.

There is an innovative sensory garden where the plants will be selected for their scent as well as beauty. One garden gives direct access to the Grand Union Canal, another provides the opportunity for residents to grow their own produce*.

*Please check with a sales executive for further details

520

MILLION POUNDS
IS BEING INVESTED IN
LOCAL REGENERATION

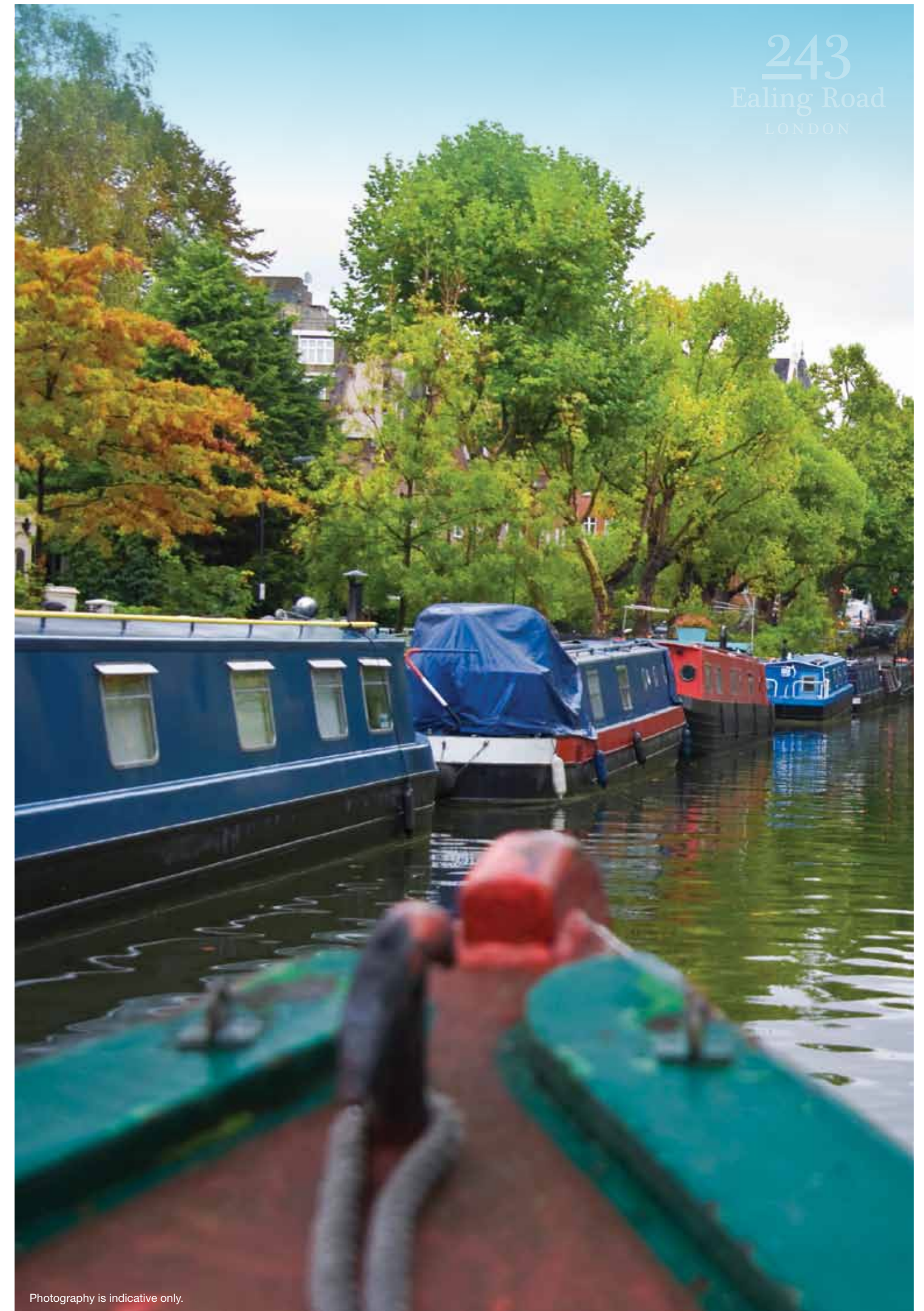


Alperton is already a busy centre of local businesses and shops, which include a large branch of Sainsbury's conveniently across the road from 243 Ealing Road. Another local landmark is the beautifully carved Shree Sanatan Hindu Temple.

However, Alperton is also the focus of major regeneration and has been identified by Brent Council as a growth area, offering much needed new homes for London. This means that exciting plans are underway to build on Alperton's assets, in a regeneration zone that stretches from the high street to the Grand Union Canal and beyond.

The canal is at the heart of it all. Along its banks a new residential neighbourhood is set to evolve, with new bridges across it to connect local communities with new facilities that include shops, a doctor's surgery, a library, a learning centre and places to work/socialise. If you want to be part of it, your opportunity is at 243 Ealing Road.

For more information please visit www.brent.gov.uk/regeneration/alperton-regeneration



Photography is indicative only.



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MILES OF CANAL LINK LONDON TO BIRMINGHAM THE GRAND UNION

The Grand Union Canal is Britain's longest and one of the wonders of the industrial revolution. In recent years the London section of the canal has been greatly upgraded, becoming an enjoyable environment and bringing the formerly rundown waterway back to life.

The 'Paddington Arm' of the Grand Union Canal is the section closest to 243 Ealing Road, leading into central London via Little Venice and Regent's Park. The development has 230 metres of canal frontage and provides easy access to it.

The canal is playing a key part in Alperton's regeneration, as the waterfront is opened up further to pedestrians and cyclists, with new open spaces, waterside cafés and sports facilities. That's an entirely new canalside community in the making.



- 1 Minet Country Park**
36 hectare' Green Flag park owned by the Minet family from 1766, now a habitat for wild plants, birds and animals. Picnic areas, footpaths, ponds and regular free events make this park a popular local resource. It is also home to the Hillingdon Cycle Circuit.
- 2 Northolt Greenford Countryside Park**
A 110 hectare' patchwork of parks, playing fields and countryside sites that is extremely valuable for nature conservation. Marnham Fields and Smiths Farm Open lie on either side of the Grand Union Canal and are linked by a traditional-style green oak footbridge.
- 3 Horsenden Hill**
An ancient landscape that was used for agriculture at least 7,000 years ago. Today it offers visitors countryside with views as far as the Chiltern Hills on a clear day.
- 4 Alperton**
A major regeneration zone focused on the canal and the location for 243 Ealing Road. The new waterside community will include walkways, cycle paths, open spaces, waterside cafés and sports facilities.
- 5 Park Royal**
Park Royal has been designated an Opportunity Area. It is home to 2,000 businesses employing around 40,000 people³ and is also the location for the Central Middlesex Hospital.
- 6 Little Venice**
The Little Venice neighbourhood is a rich source of good restaurants and pubs. It even has two theatres, the Canal Café Theatre and the Puppet Theatre Barge. Canal boat pleasure trips run from here to Regent's Park and Camden Lock.
- 7 Maida Hill Tunnel**
One of three canal tunnels in London. Construction began in 1812 and the tunnel is 252 metres' in length. A restaurant, Café Laville, is built over the tunnel mouth, where the canal disappears under Edgware Road.
- 8 Paddington Basin**
An offshoot of the canal and the official end of the Paddington Arm. The basin was built in 1801 and in its heyday was a vibrant centre of industrial activity. Today it has a new lease of life as Paddington Waterside, a development of apartments, shops and offices served by an unusual 'curling bridge'.
- 9 Regent's Park**
At this point the canal becomes the Regent's Canal. Work began on it in 1812 to link the Grand Union Canal with the River Thames at Limehouse. It is also home to the world famous ZSL London Zoo.

Sources: 1. www.hillingdon.gov.uk 2. www.ealing.gov.uk 3. 'Park Royal Proposals' published by Mayor of London 4. www.londoncanals.co.uk

12

PARKS AND GOLF COURSES WITHIN A MILE

This part of west London has a surprisingly generous amount of green space. It offers parks large and small in the vicinity, pockets of woodland, a large number of golf courses and sports grounds where you can play tennis and football.

Just south of the A40, Ealing Golf Course merges into Pitshanger Park and Perivale Park Golf Course. The little-known river Brent plies its way through them and walking along its banks, you could almost be in the countryside. You will also find the expansive Ealing Common which comprises 47 acres and is one of London's largest open spaces.

Sudbury Golf Course, even closer to 243 Ealing Road, is bordered by the Grand Union Canal, while One Tree Hill, just a few minutes' walk away, has a wildlife habitat, games areas and some wonderful views towards the iconic Wembley arch and Central London.

4

DESTINATIONS FOR SHOPPING, DINING AND EVERY OTHER WAY TO ENJOY LIFE



Photography is indicative only.

Ealing Broadway has a covered shopping centre, a large Marks and Spencer and many other shops, plus a cinema. Along Pitshanger Lane there is a village-like cluster of independent shops, cafés and bistros. In fact, good restaurants offering every cuisine abound in this vibrant neighbourhood, with something to please all tastes.

Brent Cross, 5.1 miles* from 243 Ealing Road, is London's original all-under-one-roof shopping centre, serving the needs of shoppers with a wide range of fashion shops, John Lewis, Fenwick, Marks and Spencer and Waitrose.

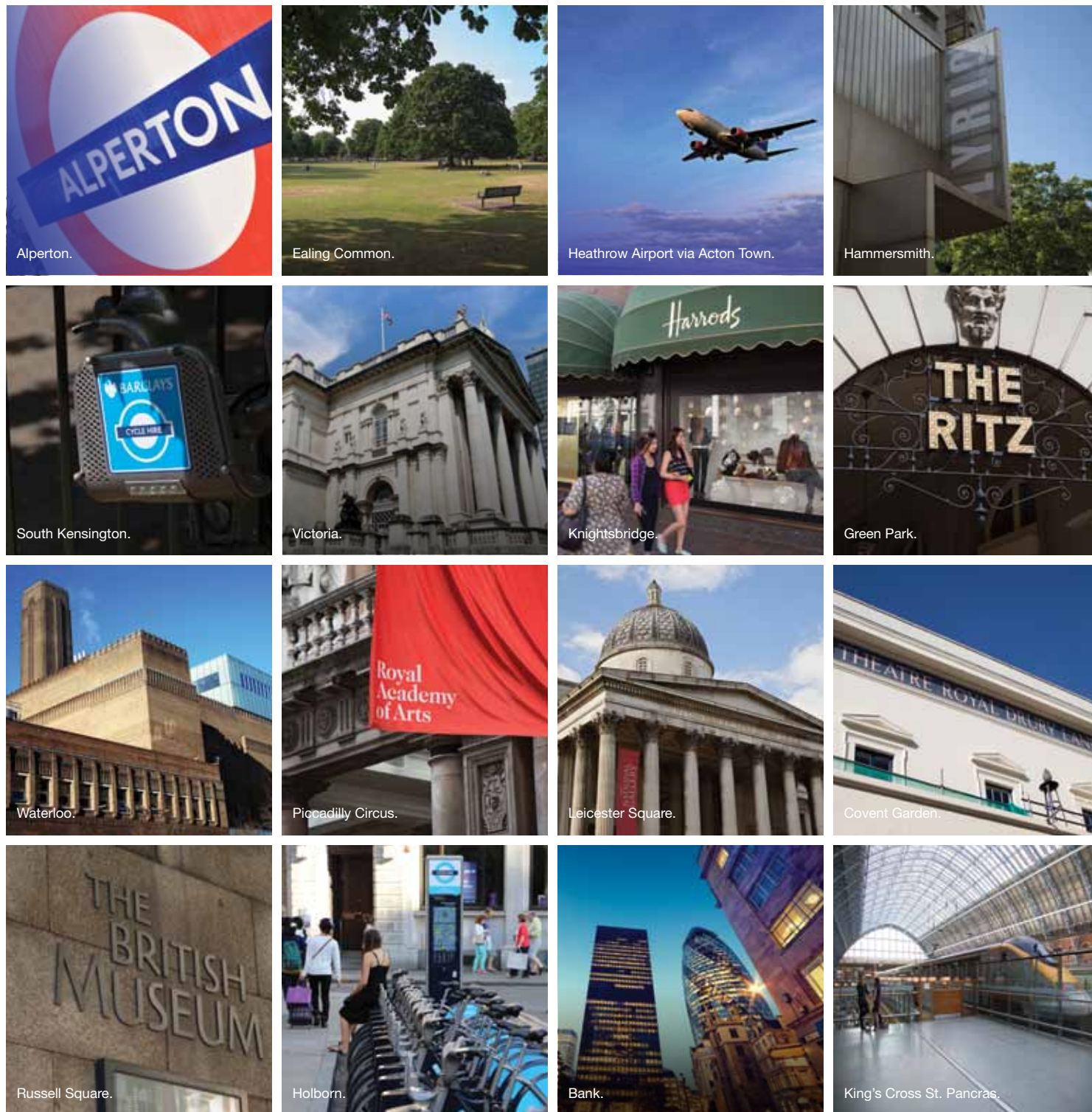
In the newer Westfield, in Shepherds Bush, the soaring spaces include department stores, fashion shops, deluxe brand boutiques, many restaurants and coffee shops plus a state-of-the-art Vue multiplex cinema.

Iconic Wembley is far more than football. It is also the focus for many other national sports events, as well as rock and pop concerts in Wembley Stadium and Wembley Arena. The new London Designer Outlet also offers great branded stores, restaurants, cafés and a 9 screen, 1800 seat Cineworld multiplex cinema to enjoy.

*All distances are approximate. Source: www.google.com



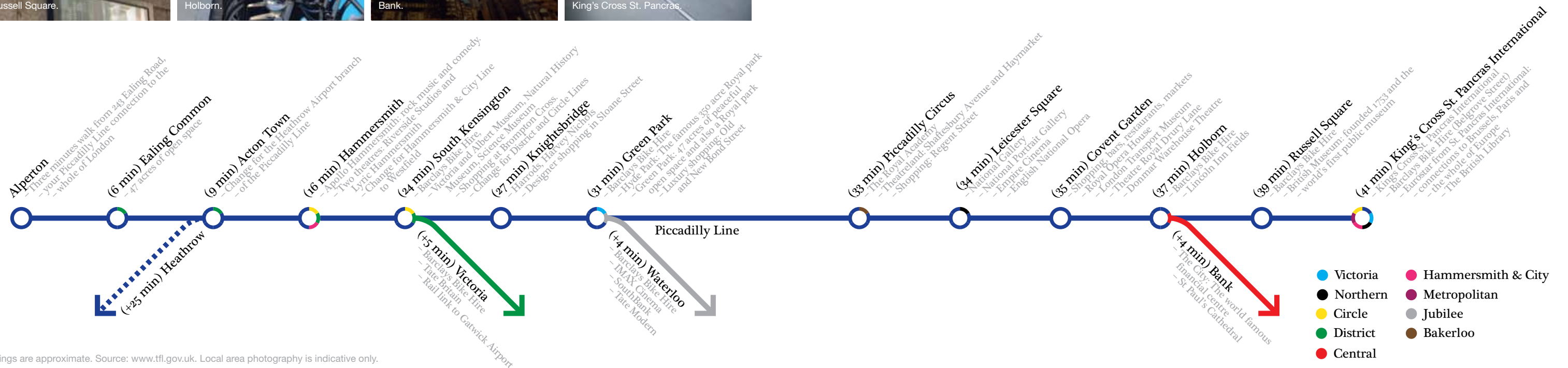
Wembley Stadium.



16 REASONS TO TAKE THE PICCADILLY LINE

Good connections are essential for making the most of life in London and 243 Ealing Road gives you an excellent choice of ways to travel. In addition to the Piccadilly Line from Alperton station, numerous bus services serve the area. Routes 79, 83, 224, 245, 29 and 485 take you to local destinations such as Ruislip, Uxbridge, Central Middlesex Hospital, Ealing Broadway, Harrow and Hanger Lane gyratory system.

Road users have very easy access to the A40 for central London and the M25 and A406 North Circular for Brent Cross and the M1. In future, you'll also be able to take Crossrail services from Ealing Broadway, which is under construction.



1 CITY LEADS THE WORLD IN SHOPPING, CULTURE, NIGHTLIFE AND DINING OUT

Now indisputably established as one of the world's 'global cities', London is a hub for business, finance, fashion, arts and culture, international travel, luxury shopping and at the last count, 55 Michelin-starred restaurants.

There's always something new to discover, a different trend to follow, making London an endlessly exhilarating and inspiring place to live, work and have fun.

Whatever you love about London, you'll find it very accessible from 243 Ealing Road.



Big Ben and the Houses of Parliament.

2,000 YEARS OF HISTORY HAVE SHAPED LONDON



The Tower of London.



Covent Garden.

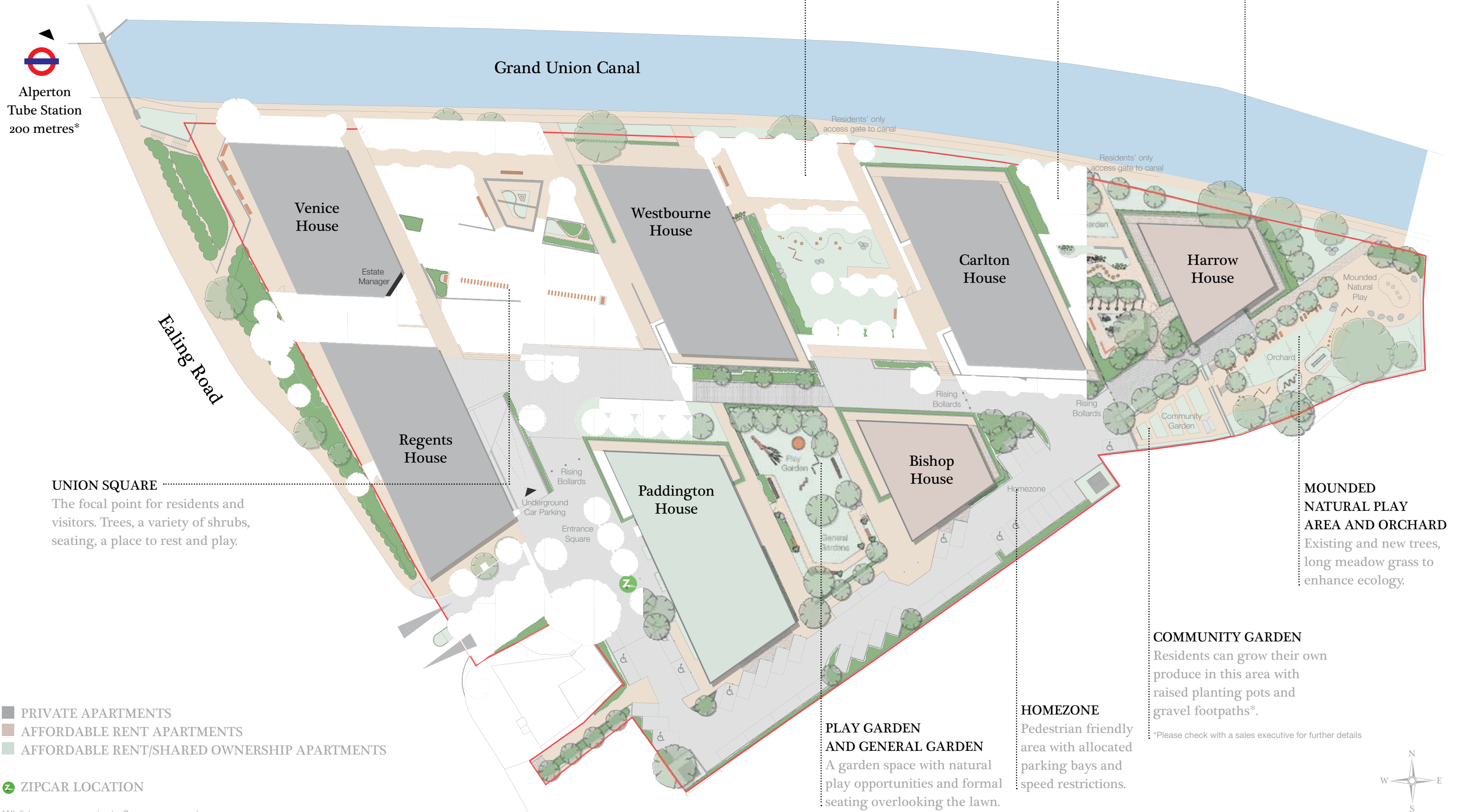


Trafalgar Square.

Since its origins in the Roman era, London has grown continuously, acting as a magnet for trade, commerce and a multinational population.

These two thousand years of history and people have given London city a collection of iconic buildings and attractions known all over the world. They encompass palaces, parks, galleries, museums, bridges, famous streets and viewpoints, Royal, religious and political locations. No wonder that over thirty millions visitors flock to London every year to immerse themselves in its unique atmosphere.

2 ACRES OF BEAUTIFULLY LANDSCAPED SURROUNDINGS



RESIDENTS' GARDEN
A peaceful private spot to sit and enjoy views of the canal. Play areas suitable for young children.

SENSORY GARDEN
An intimate garden space with scented plants and a variety of materials and textures.

CANAL PATH
Access to the Grand Union Canal enhanced by native shrubs and trees.

Alperton Tube Station
200 metres*

UNION SQUARE
The focal point for residents and visitors. Trees, a variety of shrubs, seating, a place to rest and play.

- PRIVATE APARTMENTS
- AFFORDABLE RENT APARTMENTS
- AFFORDABLE RENT/SHARED OWNERSHIP APARTMENTS

z ZIPCAR LOCATION

*All distances are approximate. Source: www.google.com

PLAY GARDEN AND GENERAL GARDEN
A garden space with natural play opportunities and formal seating overlooking the lawn.

HOMEZONE
Pedestrian friendly area with allocated parking bays and speed restrictions.

COMMUNITY GARDEN
Residents can grow their own produce in this area with raised planting pots and gravel footpaths*.

*Please check with a sales executive for further details

MOUNDED NATURAL PLAY AREA AND ORCHARD
Existing and new trees, long meadow grass to enhance ecology.



1, 2 & 3

BEDROOM CONTEMPORARY APARTMENTS AND CITY SUITES BY AWARD WINNING ARCHITECTS

Quality not compromise applies to all that we do. Your new home at 243 Ealing Road is designed to the highest standards of contemporary design, convenience and comfort.

The moment you enter your light and airy apartment, you will be aware of its generous space and size. You will also see that our attention to detail is unrivalled and that your new home has a wealth of stylish details.

Everything you need to begin your new lifestyle has been supplied: kitchen appliances, flooring, lighting and fitted wardrobes in the master bedroom are included. The inclusion of items from leading brands such as Bosch, Amtico, Villeroy and Boch, Grohe plus underfloor heating and composite worktops ensure that the interiors set a new high standard for quality and design.

Your home is also energy efficient and sustainable, with a range of eco-friendly features to reduce your bills and cut carbon emissions. It includes high levels of insulation and low energy light fittings; dual flush toilets and low flow showers in bathrooms to save water consumption; heating and hot water from low or zero carbon technologies and recycling facilities.



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243 Ealing Road LONDON

SPECIFICATION

KITCHENS

- Custom designed fitted kitchen with high gloss doors to cupboards
- Recessed ceiling downlighters and pelmet lighting to wall cupboards
- Composite stone worktop with matching upstand
- One and a half bowl undermounted sink with chrome mixer tap. Single bowl to city suites and 1 bedroom apartments
- Bosch touch control electric hob with composite stone upstand and stainless steel splashback above
- Bosch integrated single oven
- Bosch cooker hood
- Integrated fridge/freezer
- Integrated dishwasher
- Washer/drier will be provided in the hall cupboard or kitchens

INTERIOR FINISHES

- Underfloor heating to all rooms
- Recessed ceiling downlighters to all rooms and hallway
- Mirror fronted wardrobe with shelf and hanging rail will be fitted to master bedroom
- Flooring provided throughout with quality carpet to bedrooms and Amtico spacia wood flooring to living areas and hallway
- Walls will be painted in Jasmine White vinyl matt and smooth ceilings will be painted white.
- Flush doors, skirtings and architraves will be painted Brilliant White
- Door furniture and ironmongery will be brushed chrome
- TV and telephone points to living areas and hallway
- Video entry phone system*
- Terrestrial TV points to living space and bedrooms
- Wiring for Sky Hotbird provided to living space and master bedroom**
- Telephone points in living room, hallway and bedrooms
- Multi-point locking and spyhole to apartment entrance doors
- Double glazed windows
- Smoke detectors in each apartment with battery back up
- External lighting to all balconies, terraces and patios

BATHROOMS AND ENSUITES

- White Villeroy and Boch bath, basin and wc with contemporary chrome fittings
- Wall mounted adjustable shower with 'rain shower' fitting
- Heated chrome towel rail
- Walnut veneer timber surround to mirror/vanity top with recessed downlighters
- Ceramic floor tiling and full height tiling to walls

COMMUNAL AREAS

- Interior designed entrance hall with feature wall and floor tiles
- Individual letterboxes within entrance lobby
- Communal corridors and stairs will be fitted with carpet
- Lift to all floors
- Underground managed car parking available at an additional cost
- Estate management facility
- CCTV security system to car park, entrance lobbies and strategic areas
- Electronically operated main entrance barrier to car park
- Bicycle storage for residents
- Heating supplied by combined heat and power (CHP) plant

PENTHOUSES

- The specification in each penthouse has been enhanced Please speak with sales executive for details

LEASES

- 125 year lease
- Maintenance payable via the service charge***

* Video entry phone system supplied to each apartment

** Provision has been made within the development for these facilities subject to subscription from authorised service provider.

*** Check with a sales executive for further details.

We are unable to accommodate any individual changes, additions or amendments to the specification, layout or plans to any individual apartments.

Your attention is drawn to the fact that it may not be possible to obtain the products as referred to in the specification. In such cases a similar alternative will be provided. Network Living and Hill Residential Ltd reserves the right to make these changes as required.

100% DEDICATION TO CUSTOMER SERVICE

Nothing is more important to us than our customers' satisfaction with their new home and the process of purchasing it from us. Our team will manage the entire process from viewing your home, following the legal processes through, moving in and for two years beyond that date. Your new home is also covered under the NHBC Buildmark for 10 years.

18

WAYS IN WHICH WE'VE CONTRIBUTED TO SUSTAINABLE DESIGN

243 Ealing Road turns an unused brownfield site into an attractive, welcoming and sustainable residential development that helps to meet local housing need. Far more than just new homes, it provides new landscaping and play space, better access to the Grand Union Canal and new commercial space. The principles of sustainable development run throughout the whole scheme, giving residents the opportunity to lead healthy, eco-conscious lives with less financial outlay.

- ✓ All homes meet Level 4 in the Code for Sustainable Homes
- ✓ The scheme is being built in accordance with the Considerate Constructors scheme
- ✓ Wherever possible, sustainably sourced timber has been used
- ✓ A new, attractive and accessible pedestrian route is an integral part of the design
- ✓ The Zipcar car club means that car ownership can be reduced
- ✓ The tube station, shops, doctor and dentist are within a very short walk, reducing car use
- ✓ There are internal and external recycling facilities
- ✓ Plentiful cycle storage is provided to encourage sustainable travel and cycle routes have been upgraded
- ✓ 5% of the total energy required by the development is supplied by low or zero carbon technology
- ✓ Heating and hot water comes from energy efficient sources such as a Combined Heat and Power system and Biomass boiler
- ✓ There are facilities to charge electric cars*
- ✓ The apartments are Lifetime Homes compliant to meet the changing needs of households
- ✓ There is energy efficient lighting in the individual homes and communal areas
- ✓ Photo Voltaic solar panels are installed on some of the buildings
- ✓ Individual homes have Mechanical Ventilation Heat Recovery to improve internal airflow and reduce the need for heating and cooling
- ✓ Green roofs are in place to encourage biodiversity
- ✓ The gardens include new trees and wildlife habitats and plants known to improve air quality
- ✓ The development complies with Lifetime Homes and Secured by Design standards

* Subject to purchase of car parking space

2 DYNAMIC INNOVATIVE PARTNERS

NETWORK LIVING

Network Living is the commercial arm of Network Housing Group, one of the leading providers of quality homes in London and the South East with a portfolio of over 19,000 properties.

We operate commercially but our profits are ploughed back into our ambitious development programme and we aim to build a further 3,000 homes by 2017.

Customers are at the heart of everything we do. This was recognised by the Chartered Institute of Housing at their Housing Heroes Awards 2013 where we were named Development Team of the Year.

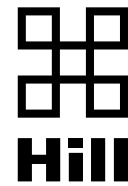
HILL RESIDENTIAL LIMITED

Hill Residential Ltd operates across all areas of the south and east of England including London. More than simply a new home, each Hill Residential home is a celebration of careful design and thoughtful finishing touches, both inside and out.

The company specialises in a diverse range of properties from London apartments, first time buyer apartments, family homes including £2million houses and schemes for the over 55s; creating communities whilst embracing modern and sustainable methods of construction.



www.networkliving.co.uk



www.hillresidential.co.uk

243 Ealing Road is a joint venture between Network Living and Hill Residential Ltd and is part of a wider £520 million regeneration project in Alperton, Brent.



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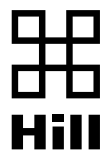
**243 EALING ROAD
MARKETING SUITE**
243 Ealing Road
Alperton
HA0 1EX

Sat Nav: HA0 1EX

Telephone: 020 8997 3373
Email: sales@243ealingroad.co.uk



www.243ealingroad.co.uk



**From Alperton London Underground station
(a few minutes walk)**

Turn right as you come out of the station onto Ealing Road and continue to the junction with Bridgewater Road. Turn left and continue along Ealing Road crossing the bridge over the Grand Union canal. The Marketing Suite is on your left opposite Sainsbury's.

**By road from the Hanger Lane
gyratory system (0.8 miles*)**

Take the A4005 Hanger Lane and continue along this road for just under a mile, you will notice that it changes into Ealing Road. The Marketing Suite is on your right opposite Sainsbury's.

*All distances are approximate. Source: www.google.com

It should be noted that the representations of 243 Ealing Road whilst similar to the development, may not necessarily be accurate in every respect. These particulars should not be relied upon as accurately describing any of the specific matters described by any order under the Property Misdescriptions Act 1991. This information does not constitute a contract, part of a contract or warranty. We are unable to accommodate any changes, additions or amendments to the specification, layout or plans for the property. This includes all internal and external areas. Should you wish to make any changes, you would need to plan to do these AFTER legal completion in accordance with planning requirements and Building Regulations. External CGTs are enhanced by landscaping. All details correct as above at time of going to press. September 2013.

www.243ealingroad.co.uk