



# upper east

Bromley-by-Bow, London

Celebrating yesterday, building  
community, defining tomorrow

**MUSE**



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# The Vision

## A dynamic new neighbourhood in the heart of East London

Experience elevated living at Upper East, a striking 25-storey tower with stunning views south towards Canary Wharf and The City, and north towards Stratford.

This exceptional development offers 159 stylish studio, one and two-bedroom apartments, designed for modern living including wheelchair accessible homes.

Residents can also benefit from the luxury of two roof terraces on the first and top floors – the perfect location for relaxation and socialising.

[DEVELOPMENT OVERVIEW](#)[UPPER EAST OVERVIEW](#)[ARCHITECT'S STATEMENT](#)



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# The Vision

## A new urban horizon

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# The Vision

## Modern living in East London

This transformative Stroudley Walk neighbourhood introduces 274 contemporary homes, a variety of shops, inviting open spaces, and a vibrant community hub.

The thoughtfully planned environment offers an array of housing options, from chic studio apartments to four-bedroom terraced homes, in an inclusive and welcoming surrounding. Properties are available through Open Market Sale, \*London Affordable Rent and Shared Ownership, catering to diverse lifestyle needs.

The landscape is designed to enhance residents' quality of life, featuring a public pocket park and community courtyard, both with play equipment, 33 newly planted trees and outdoor fitness apparatus. Located within a pedestrianised neighbourhood, residents will appreciate a homely and accessible environment. Stroudley Walk blends modern living with community spirit, creating a dynamic and exciting atmosphere in Bromley-by-Bow.

\* London Affordable Rent & Shared Ownership owned by Poplar HARCA.

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## The Vision

A word from the architect.

Reinvigorating an existing neighbourhood centre, with a 25-storey building, a series of lower buildings and significant public realm improvements to benefit the whole community.

RM\_A

Stroudley Walk Architect





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# The Apartments

# Stylish comfort, city charm.

APARTMENT OVERVIEW



OUTDOOR SPACE



SPECIFICATION





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# The Apartments Beautifully crafted spaces

Upper East offers a selection of studio, one and two-bedroom apartments, each boasting a private balcony where many residents can take in stunning views of Canary Wharf, The City and Stratford.

These homes are thoughtfully crafted, blending comfort, style and functionality to support a busy city lifestyle.

The interiors feature stylish indigo kitchens by Symphony, complemented by elegant composite quartz work surfaces and Bosch appliances, perfect for those who love to cook and entertain. Luxurious bathrooms are designed with quality fittings and Porcelanosa wall and floor tiles.

Living areas showcase Amtico herringbone flooring, while the bedrooms offer quality fitted carpets for ultimate comfort. Additionally, all apartments include underfloor heating, ensuring a warm and inviting environment throughout the year.



Internal computer generated images are intended for illustrative purpose only. They are not representative of final layout or interior. Room styling and all related items such as furniture, soft furnishing, some window treatments and feature wall colours etc are not part of the specification and are for styling purposes only. Please refer to the specification section for more details or check specific layouts with our Sales Consultant. Images showing views are based on the site at the time the image is produced. Views are based upon the apartment location and elevation and are subject to change based on any future neighbouring developments. Therefore, a view which is unrestricted now may be restricted in the future.





THE VISION

THE APARTMENTS

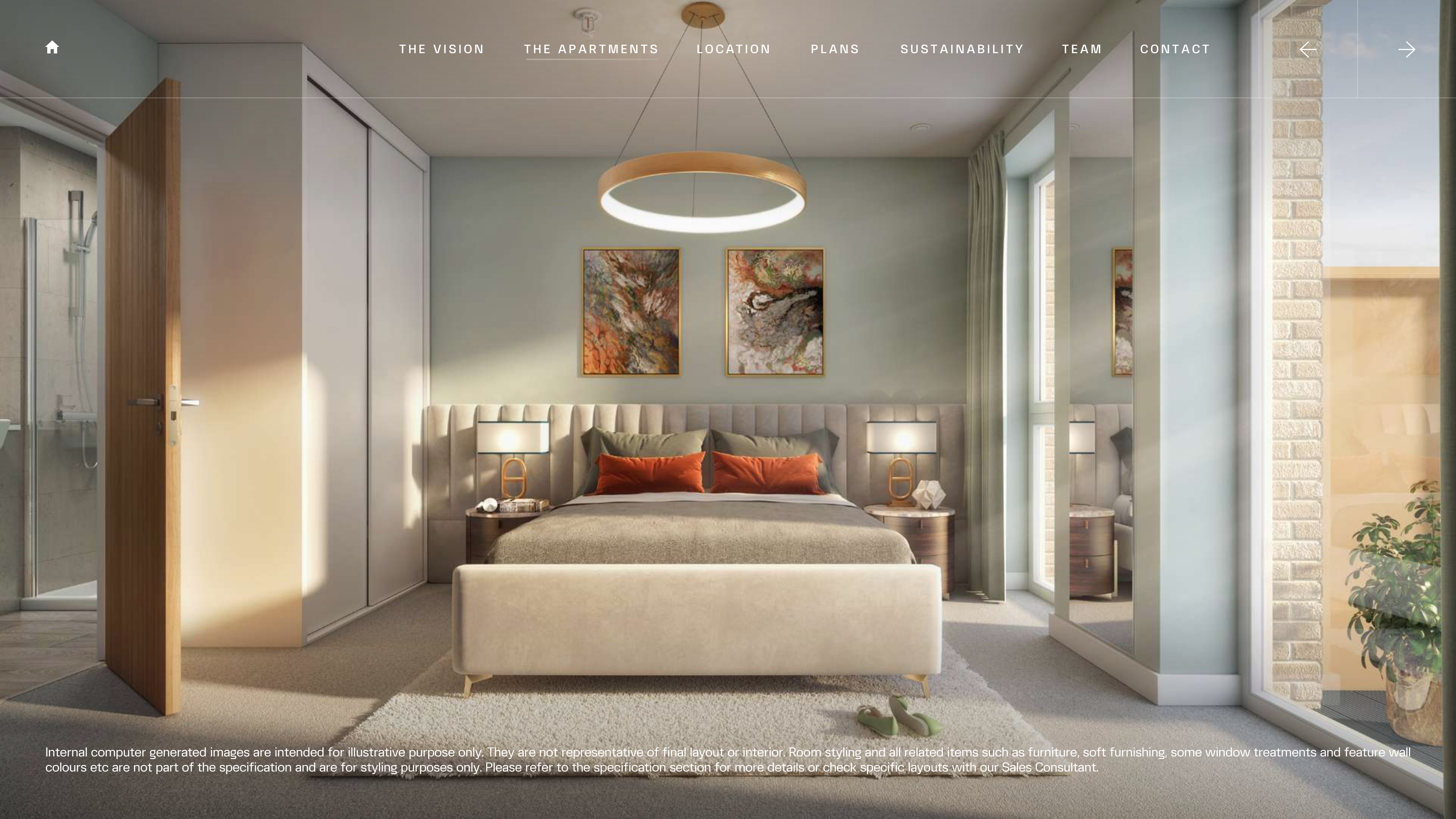
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# The Apartments Open air living

The outdoor spaces at Upper East offer residents the perfect blend of relaxation, fitness and community.

The spacious roof terraces on the first and top floors are the ideal spots to soak in the sun with your friends and family. These terraces, adorned with pergolas, planters, picnic tables and sun loungers, are beautifully landscaped with trees and shrubs, creating a serene setting with breathtaking views. The first floor terrace also includes a children's play area.

A charming public pocket park enhances the neighbourhood spirit offering a children's play area where families can connect, whilst fitness enthusiasts will appreciate the outdoor gym facilities promoting an active lifestyle.

Additionally, the beautifully designed spaces include pedestrianised landscaped areas featuring lawns and planting, enhancing overall greenery and aesthetics.

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# The Apartments Designed to perfection

amtico

hansgrohe

PORCELANOSA

Symphony®

## Kitchens

- Matt finish Indigo kitchen cabinets with soft close doors and drawers designed by Symphony Kitchens
- Contrasting Silestone composite quartz work surfaces with drainage grooves and Indigo back-painted glass splashback
- Blanco single undermount stainless steel sink with contemporary Hansgrohe single lever mixer tap
- Built-in Bosch appliances to include single oven, 600mm touch control induction hob, microwave, dishwasher, and fridge freezer or undercounter fridge and freezer depending on the apartment type kitchen design
- Bosch integrated concealed telescopic recirculating cooker hood
- LED lighting underneath wall-mounted cabinets
- Recycle bin within kitchen cabinets






## Decoration & Finish

- Walls and ceilings painted with a white matt finish
- Architraves and skirting boards finished with a white satinwood finish
- Vicaima solid core veneer apartment entrance and internal doors with satin stainless steel handles and ironmongery (Naturdor range in Eucalyptus)
- Bedroom 1 includes Mobiform high gloss sliding door fitted wardrobe with shelf and hanging rail
- Amtico Spacia range flooring laid in a herringbone pattern to hallway, utility cupboard, kitchen, and living/dining areas
- Loop pile fitted carpet to bedrooms
- Bosch washer dryer supplied and typically located in the utility cupboard
- Window frames will be composite white timber internally and aluminium clad externally
- Smoke detector mains powered with battery back up to bedrooms, entrance & living room only
- Mains powered heat detector with battery backup fitted to kitchen
- Apartments will have sprinkler heads installed (Location may vary depending on apartment type. Please check specific apartment type locations with our Sales Consultant)
- Roller blinds to kitchen/living rooms only



Kitchen images, not representative of an Upper East kitchen. Top image shows a typical Cerulean Quarter, London kitchen, bottom image shows a typical Novella, Manchester kitchen.



<div></div>	<div>THE VISION</div>	<div>THE APARTMENTS</div>	<div>LOCATION</div>	<div>PLANS</div>	<div>SUSTAINABILITY</div>	<div>TEAM</div>	<div>CONTACT</div>	<div></div>	<div></div>
<div></div>	<div><div>Bathrooms</div><div><ul style="list-style-type: none"><li>– Contemporary white porcelain floor-mounted Duravit WC with soft close seat and Geberit chrome finish dual flush plate</li><li>– Contemporary white Duravit semi-recessed sink with Hansgrohe single lever mixer tap</li><li>– Bathrooms will feature a white finish steel bath, overflow, central filler, and tiled bath panel</li><li>– Full-height Porcelanosa tiling around bath and from floor to underside of the Corian vanity shelf</li><li>– Clear toughened hinged glass bath screen</li><li>– Hansgrohe thermostatic 2-way control/shut off shower mixer over bath with adjustable rail and handheld shower head</li><li>– Bathrooms will benefit from a shaver socket within mirrored vanity unit</li><li>– Chrome vogue finish heated towel rail</li><li>– Bespoke vanity unit with mirrored doors, shelves, demister** to 2 doors, LED strip light underneath</li></ul></div></div>		<div><div>Lighting &amp; Electrical</div><div><ul style="list-style-type: none"><li>– White slimline sockets and switch plates except for the kitchen which will benefit from a brushed stainless steel finish above worktop</li><li>– Recessed LED downlights throughout (except bedrooms, storage and utility cupboards)</li><li>– Face mounted LED circular light fittings to utility cupboards</li><li>– Pendant light fitting to bedrooms</li><li>– Living room to have FM/DAB, *1 no Satellite, single TV BT outlets and 2 no double sockets. Principle bedroom will have FM/DAB, single TV BT outlets and 2 no double socket outlets</li><li>– Telephone point to living room and bedroom will be subject to installation and subscription, dependent on the occupier subscribing to the service</li></ul></div></div>		<div><div></div><div>Image of a typical Brixton Centric bathroom</div><div><p>*Will be subject to installation and subscription, dependent on the occupier subscribing to the service.</p><p>**Bathroom, 2 bedroom apartments: Bespoke vanity cabinet with double mirrored doors, shelves and demisters over wash hand basin.</p><p>**En-suite, Studio &amp; 1 bedroom apartments: Bespoke triple door mirrored vanity cabinet with 2 shelves and demister over wash hand basin.</p><p>We reserve the right to change specifications from time to time. We may need to substitute equipment, appliances and materials mentioned in this brochure, but we will seek to ensure that the replacement brand is of similar quality. Details and final as built product may vary on completion of development.</p></div></div>				





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# Location In the heart of East London.

Combination of computer generated images  
and local area photography



NEIGHBOURHOOD



FOOD DRINK & LEISURE



SHOPPING



UNIVERSITY LIFE



MAP



TRANSPORT



GETTING AROUND



INTERNATIONAL ACCESS



LONDON



LONDON MAP





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# More than just a neighbourhood

Perfectly positioned between Canary Wharf, The City and Stratford, Bromley-by-Bow offers easy access to the very best of East London.

With Hackney Wick, Shoreditch, and Brick Lane just moments away, you can enjoy local parks, a rich history and a variety of dining and leisure options right on your doorstep.

Bob's Park, Bromley by Bow





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Bow Roundabout



The Bow Bells Pub, Bow



Grove Hall Park, Bow



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## History

**Bow is adorned with a rich heritage and fascinating past.**

Just steps away from Upper East, you'll find the historic Bow Church, a landmark that has graced this location since 1311. The area played a pivotal role in the Match Girls' Strike of 1888, where 1,400 women fought for better working conditions, inspiring future labour movements. Nearby, 3 Mills, Britain's oldest surviving industrial building, now thrives as a film studio, hosting a variety of productions from Masterchef to Big Brother. And at the Bow Bells pub, you can still hear the chimes that famously inspired the nursery rhyme "Oranges and Lemons."



Bow Church, Bow



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## Arts

**Bow Arts Trust has been nurturing London's diverse creativity and talent since its establishment in 1994.**

Bow Arts Trust provides artists and creative practitioners with affordable workspaces, connecting them with local communities through workshops, exhibitions, and events. This arts and education charity supports over 600 artists, designers and makers, fostering sustainable local creative economies through their Nunnery Gallery.

For a cosy retreat, visit the Nunnery Café, tucked away on Bow Arts Lane. Enjoy locally-made cakes, pastries, and delicious coffees. The café is perfect for unwinding or meeting friends after an exciting exhibition, complementing the artistic community vibe.

Bow Arts Trust Gallery and Café, Bow





### Nearby Parks

Grove Hall Park, a serene greenspace with a playground and walled memorial garden, is perfect for a little walk on a lazy Sunday or a place to sit with friends in the summer months.

### Victoria Park

If you're looking for a larger spot, Victoria Park, or "Vicky Park" as it's known to locals, is less than a 30-minute\* walk away. Spanning 86 hectares, it offers relaxation, events, live music and sports, drawing over 9 million visitors annually.

\*Source: Google Maps Sept 2024.



Victoria Park, Tower Hamlets



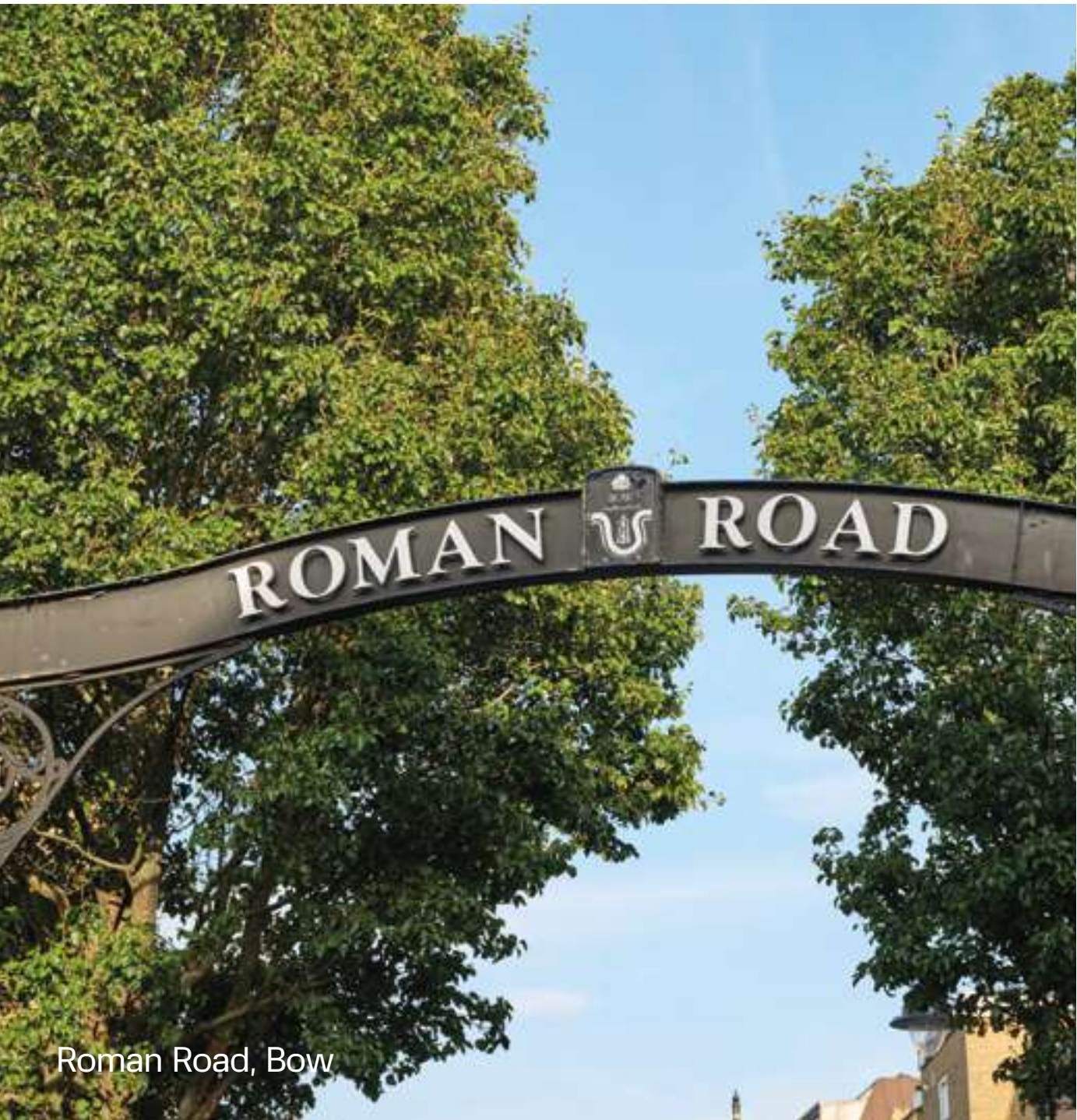
Hackney Wick

### Hackney Wick

Hackney Wick offers picturesque open spaces for walks by the water. Enjoy the trendy atmosphere with its canals, craft breweries, clubs, and eclectic eateries. This vibrant area is known for its creativity, street art and unique outdoor experiences, and was recently named by Time Out as the coolest neighbourhood in London. You can even kayak there from Limehouse!

### Roman Road

Roman Road is a historic market street that runs through Bow. A popular location on market days, enjoy a plethora of amenities, eateries and landmarks like G Kelly's Pie and Mash shop, and the Lord Morpeth Pub with its Pankhurst mural. Rich in history and community spirit, this iconic street is a lively hub for residents and visitors alike.



Roman Road, Bow



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Stratford and the Queen Elizabeth Olympic Park offer 560 acres of beautiful green spaces and iconic sports venues.

A legacy of the 2012 Olympics, the park provides ample opportunities for relaxation, recreation, and outdoor activities. Enjoy idyllic riverside walks, award-winning gardens and imaginative playgrounds in this biodiverse haven.

For sports enthusiasts, the park is a paradise. Experience world-class facilities like the London Stadium, home to West Ham United and the Lee Valley VeloPark for cycling. Oh, and don't miss the chance to take your friends on the ArcelorMittal Orbit, the world's longest enclosed slide – a fun and unique way to enjoy a thrilling view of the park.



Queen Elizabeth Olympic Park, Stratford

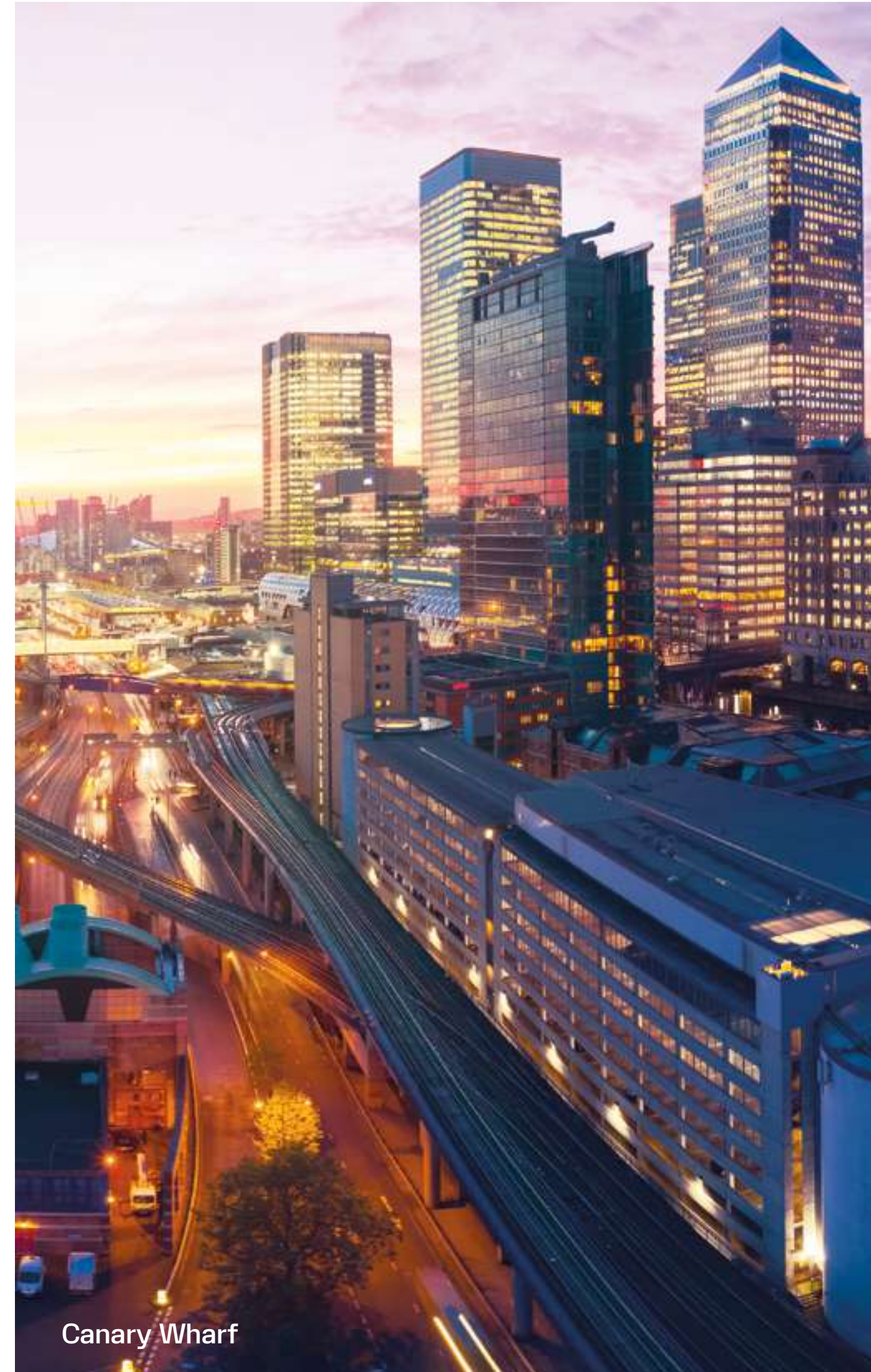


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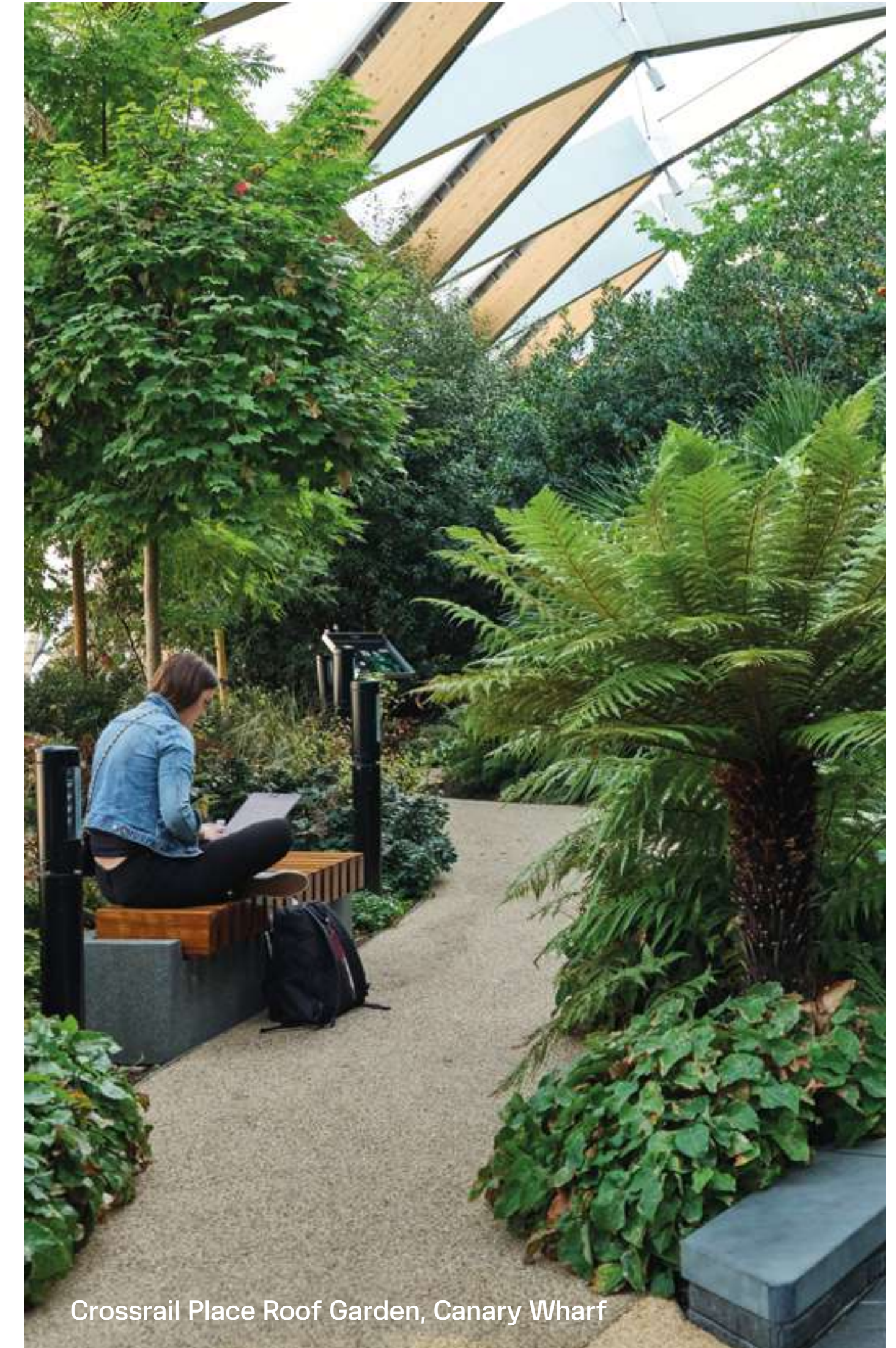
Upper East offers exceptional convenience for professionals, with Canary Wharf and The City just a short commute away.

Bromley-by-Bow's excellent transport links, including the DLR, tube, and new Elizabeth Line (via Whitechapel, Stratford or Canary Wharf), ensure swift and easy access to these major business districts. Canary Wharf is a global financial hub, home to leading banks, multinational corporations, and an array of dining and shopping options. It also features the Crossrail Place Roof Garden, a verdant oasis with exotic plants, seating areas, and an 80-seater amphitheatre that hosts performances and events.

The City of London, known as the financial heart of the capital, is equally accessible, offering a dynamic mix of historic landmarks and modern skyscrapers, cementing its status as a world-renowned business centre.



Canary Wharf



Crossrail Place Roof Garden, Canary Wharf



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# Food, drink & leisure.





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Living at Upper East puts you at the centre of Bow's vibrant culinary scene. You'll find a diverse array of dining options that cater to every taste, enhancing the appeal of this dynamic neighbourhood.



The Hub Café, Victoria Park, Tower Hamlets



Root 25 Café, Bow

Root 25 on Bow Road, created by the team behind Restless Beings, offers a delightful blend of food, coffee, and a cosy atmosphere with a focus on community engagement. In Victoria Park, the Hub Café provides a serene spot to enjoy locally-made

cakes and excellent coffee. Additionally, The Bow Bells pub, Grounded Coffee, G Kelly's Pie & Mash shop, Vinarius wine shop & restaurant, and Cafe East on Roman Road ensure that residents have a wealth of delicious options right on their doorstep.



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For those looking to venture slightly further, the Royal Inn on the Park in Victoria Park is an inviting spot for a meal with friends.

Stratford also boasts a range of high street favourites, from Wahaca to Pho, providing diverse dining options to suit all tastes.



Royal Inn on the Park, Victoria Park, Tower Hamlets

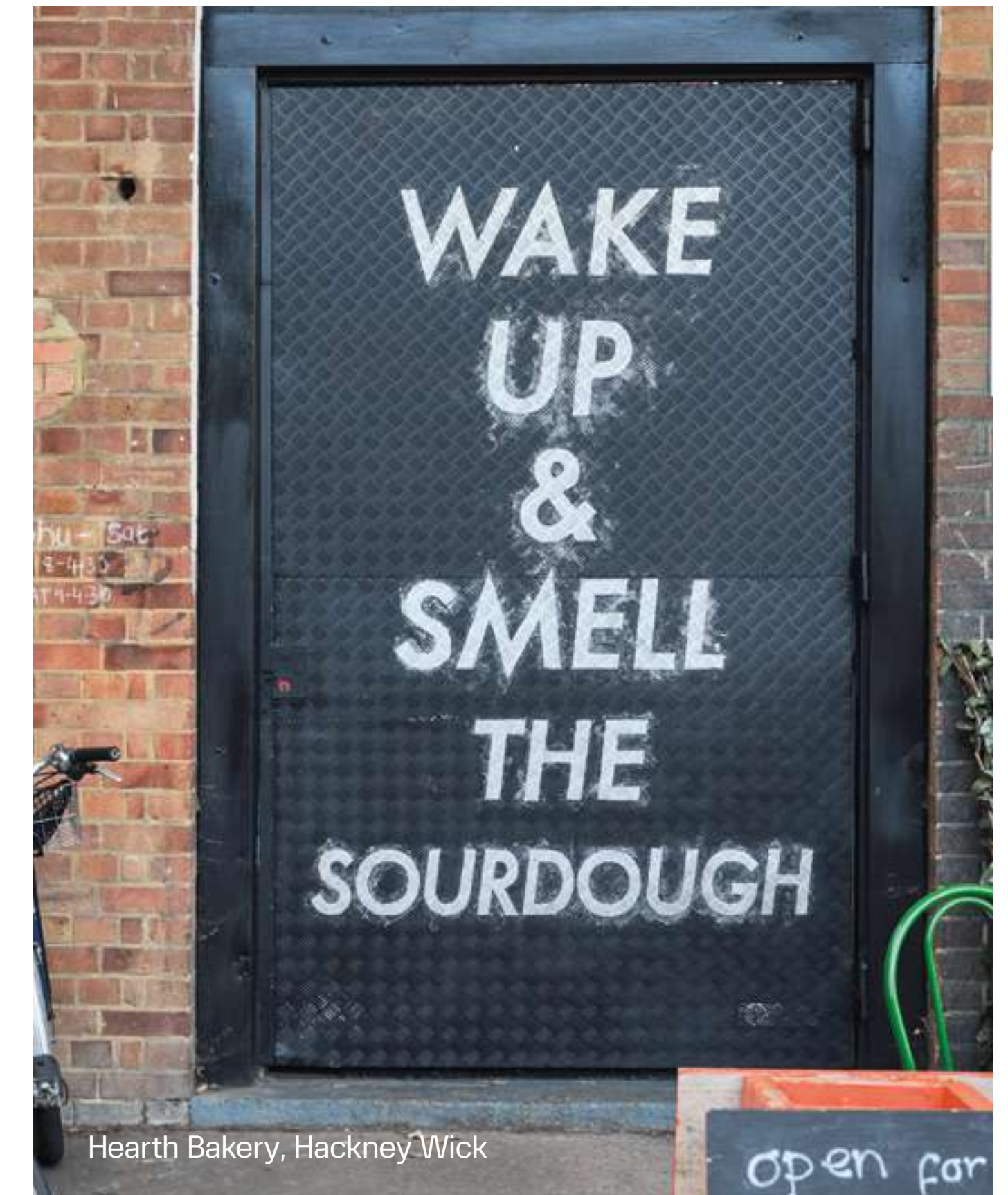


Grow, Hackney Wick

Hackney Wick is renowned for its thriving food and drink scene, featuring craft breweries, bars, and eclectic eateries. Visit Grow, a bar and kitchen with event space, or enjoy a unique dining experience at the floating Barge East restaurant. The area is also home to the iconic Lord Napier Star and Crate Brewery by the water's edge.

Don't miss Hearth Bakery, a social enterprise bakery offering delicious baked goods.

Whether you're in the mood for a cosy pub, chic bar, or artisanal treat, these eateries further afield provide diverse and exciting options for dining and socialising.



Hearth Bakery, Hackney Wick



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# Location

## East London's scenic routes

Explore East London's walking and cycling routes for a healthy day out.

Walk the Regent's Canal from Mile End to Old Ford Lock through Victoria Park and Mile End Ecology Park, or enjoy towpath walks around Limehouse Basin and Olympic Park on the Thames Path. For summer fun, paddleboard along Regent's Canal at Hackney or kayak from Limehouse to Hackney Wick, discovering hidden gems along the waterways. Such a wonderful way to stay active and enjoy the city's beauty.







Queen Elizabeth Olympic Park, Stratford



V&A East, Stratford

**Right on your doorstep an array of leisure activities awaits.**

Dive into the lively sports scene at the Copper Box Arena in Queen Elizabeth Olympic Park, or look forward to the rich cultural exhibits at the V&A East, set to open in 2025.

Fitness enthusiasts will love the variety of local gyms, including City Hustle Gym (9 min walk)\*, The Gym Lounge (13 min walk)\*, and Virgin Active Canary Wharf (6 stops on the DLR)\*.



For entertainment, catch a film at Vue Cinema Westfield or Stratford East Picture House, enjoy an exciting evening out at Aspers Casino Westfield Stratford City, or dance the night away at the ABBA Voyage. For a touch of adventure, try paddleboarding in Hackney or kayaking from Limehouse. With so many options, there's always something exciting to do nearby.

\*Walk and cycle times estimated by Google Maps. All journey times are approximate and based on peak times and subject to change from time to time. Source: tlf.gov.uk Sept 2024.





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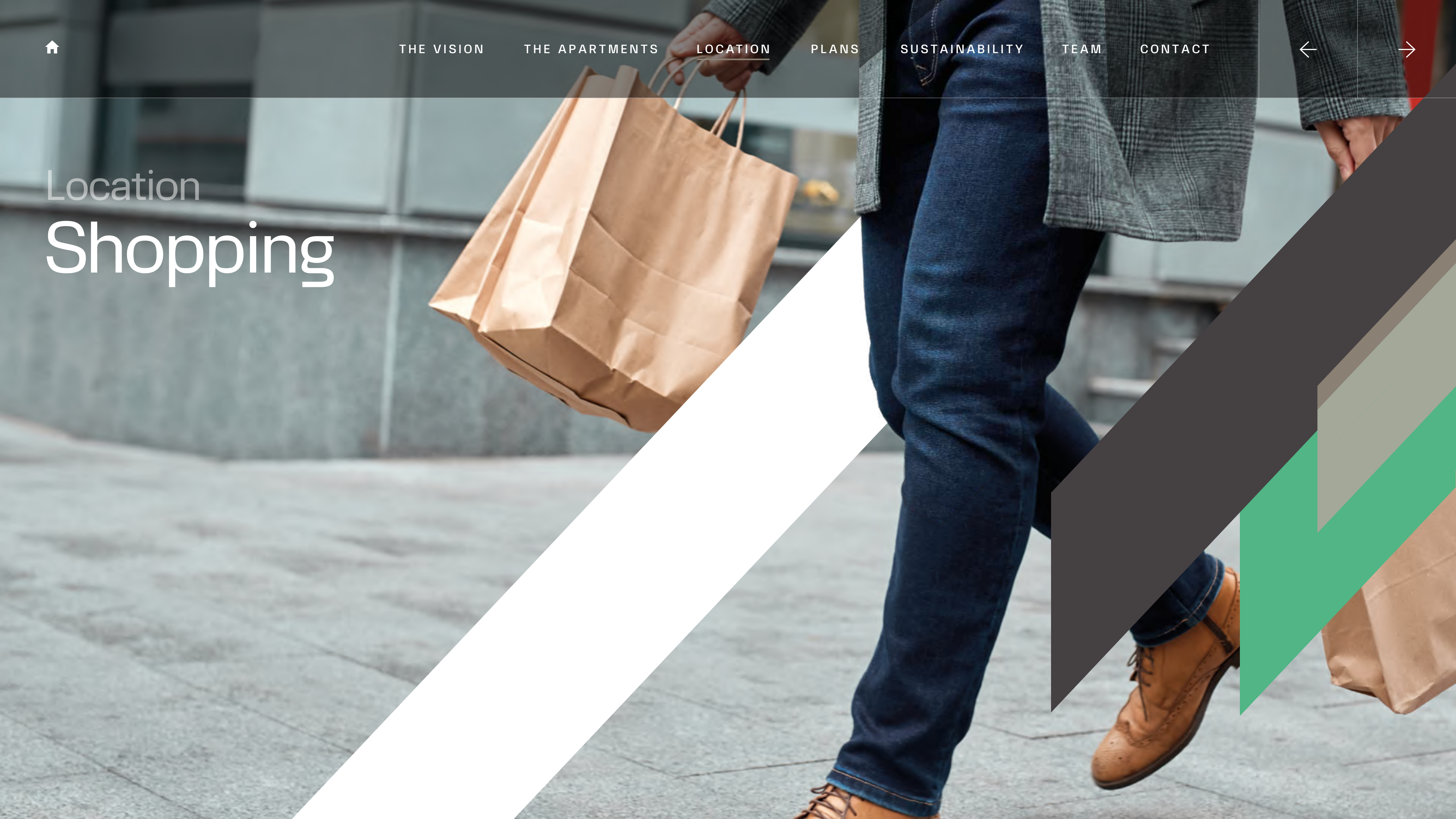
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# Location Shopping





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Westfield, Stratford City

**Enjoy the best of both worlds with access to the UK's most popular shopping destination as well as charming independent stores.**

Westfield Stratford City offers a premier shopping experience with over 300 brands, including luxury names like Burberry, Louis Vuitton, Gucci, and Versace. With 250 shops and 80 dining options, all within a stunning, modern setting overlooking the Olympic Park, it epitomises sophisticated shopping.

For those who prefer a more unique experience, Hackney Wick boasts a variety of independent shops. Discover Percival, a local favourite for men's fashion, blending British style with a twist. Explore vintage boutiques such as Somewhere in Hackney, hidden under the arches in London Fields, filled with treasures from all eras. You'll also find charming bookshops and jewellery stores, ensuring residents can enjoy both high-end retail and one-of-a-kind finds, making it the ideal destination for all shopping enthusiasts.





# Location

## Perfectly placed

### FOOD & DRINK

1. BREAD STREET KITCHEN
2. GROUNDED CAFÉ AND BAR
3. HOLY SMOKES BBQ
4. JIM & TONIC
5. ROKA
6. THE GALVANISER'S UNION
7. THE GRAPES
8. THE IVY
9. THE PIZZA ROOM
10. THE VICTORIA SEAFOOD RESTAURANT AND PUB

### CULTURE

11. CROSSRAIL PLACE ROOF GARDEN
12. ENGLISH NATIONAL BALLET
13. NUNNERY GALLERY
14. O2 ARENA
15. WHITECHAPEL GALLERY

### LEISURE

16. COLUMBIA ROAD FLOWER MARKET
17. HACKNEY WICK
18. QUEEN ELIZABETH OLYMPIC PARK
19. TRINITY BUOY WHARF

### ENTERTAINMENT

20. GENESIS CINEMA
21. HACKNEY EMPIRE
22. STRATFORD EAST PICTURE HOUSE
23. TROXY
24. VUE CINEMA - STRATFORD

### GREEN SPACE

25. BOB'S PARK
26. GROVE HALL PARK
27. VICTORIA PARK

### RETAIL

28. CANARY WHARF SHOPPING CENTRE
29. SAINSBURY'S LOCAL
30. TESCO EXPRESS
31. TESCO SUPERSTORE
32. WESTFIELD STRATFORD CITY



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Locations correct at time of production. Not to scale.



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# Location

## Well connected

Upper East offers excellent connectivity, perfectly positioned for an effortless commute into central London and beyond, whether by tube, bus, cycling, or even by boat.

With Bow Church DLR just around the corner and Bromley-by-Bow and Bow Road Underground Stations only 10 minutes\* away, you have easy access to the District Line, Central Line, and the new Elizabeth Line.

A short three stop journey will take you to The City via the Central line (from Mile End) or six stops via the DLR (from Bow Church) to Canary Wharf, making commuting quick and efficient. Stratford, just two stops on the DLR, offers National Rail and Overground services, providing further travel flexibility. Local bus services also enhance accessibility, with frequent routes connecting Bromley-by-Bow to Canary Wharf, The City and Stratford.

\*Source: Google Maps Sept 2024.





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# Location Getting around.







# Location

## Seamless navigation

Getting around London is a breeze when living in Bromley-by-Bow. Whether you prefer to walk, cycle, or take public transport, you can easily reach all the key areas.

Travelling internationally from Upper East is incredibly straightforward. London boasts six major international airports, including Heathrow, which is just 12 stops away on the Elizabeth Line, making your work trips and holidays hassle-free. Additionally, the Eurostar terminal, offering quick access to Paris, is easily reachable via the Underground, ensuring smooth international travel.

Walk and cycle times estimated by Google Maps  
All journey times are approximate and based on peak times and subject to change from time to time. Source: tlf.gov.uk Sept 2024.



DLR FROM BOW CHURCH

STRATFORD  
2 STOPS

STRATFORD INTERNATIONAL  
3 STOPS

CANARY WHARF  
6 STOPS

LONDON CITY AIRPORT  
10 STOPS (CHANGE AT POPLAR)



UNDERGROUND DISTRICT LINE FROM BOW ROAD

WHITECHAPEL  
3 STOPS

MONUMENT  
6 STOPS

VICTORIA  
14 STOPS



UNDERGROUND CENTRAL LINE FROM MILE END

LIVERPOOL STREET  
2 STOPS

BANK  
3 STOPS

OXFORD STREET  
8 STOPS



ELIZABETH LINE FROM WHITECHAPEL

PADDINGTON  
5 STOPS

HEATHROW  
12 STOPS

BOND STREET  
4 STOPS



STRATFORD  
8 MINS

HACKNEY WICK  
10 MINS

CANARY WHARF  
15 MINS



BOW CHURCH DLR  
4 MINS

BOW ROAD UNDERGROUND  
10 MINS

MILE END UNDERGROUND  
17 MINS





# Location

## International access



### LONDON HEATHROW AIRPORT FROM WHITECHAPEL UNDERGROUND

○ — ELIZABETH LINE - 12 STOPS



### LONDON GATWICK AIRPORT FROM BOW ROAD UNDERGROUND

○ — ○ — ○  
BOW ROAD, DISTRICT LINE WHITECHAPEL, FARRINGTON, THAMESLINK  
3 STOPS TO WHITECHAPEL ELIZABETH LINE 5 STOPS TO GATWICK  
2 STOPS TO FARRINGTON AIRPORT (FAST TRAIN)



### LONDON CITY AIRPORT FROM BOW CHURCH DLR

○ — 10 STOPS (CHANGE AT POPLAR)



### EUROSTAR FROM BOW ROAD UNDERGROUND

○ — BOW ROAD UNDERGROUND - 9 STOPS HAMMERSMITH AND CITY LINE

All journey times are approximate and based on peak times and subject to change from time to time. Source: tlf.gov.uk Sept 2024.



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# Iconic London

The city of London is one of the largest and most influential in the world, offering a vibrant blend of history, culture, business, and entertainment. Its rich heritage is showcased through landmarks like the Tower of London and the British Museum, while contemporary culture thrives in its theatres, art galleries, and music venues.

The City is home to major financial institutions and a hub for international trade. For sports fans, London offers everything from Premier League football to Wimbledon. With its dynamic energy and endless opportunities, London is a prime place to live, work, and enjoy life.



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The West End is the cultural heart of the city, famed for its world-class theatre shows and historic venues like the Royal Albert Hall. This flamboyant district offers a rich mix of plays, musicals, museums and galleries, providing endless entertainment options for all visitors.



Royal Albert Hall, South Kensington



The Gherkin, The City

The City is a global powerhouse, home to the London Stock Exchange, the Bank of England and over 1.4 million businesses. The City is a leading financial centre and a hub for innovation, with thriving tech and media sectors, attracting talent and investment from around the world.

Steeped in history, London features many landmarks like Big Ben, Tower Bridge and the Houses of Parliament. Discover the city's rich heritage through its palaces, cathedrals, and sites like Greenwich, offering a fascinating glimpse into the events and figures that shaped the world.



Westminster



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London Stadium, Stratford

A haven for sports enthusiasts, London offers iconic venues and world-class events across the city.

Football fans can visit the Emirates Stadium, Tottenham Hotspur Stadium, Stamford Bridge, London Stadium, and more. Tennis lovers have Wimbledon, while cricket enthusiasts can enjoy matches at Lord's and The Oval. The 2012 Olympics left a lasting legacy, enhancing the city's reputation as a top destination for sports fans.

Beyond sports, London is rich in green spaces. From Hyde Park and Regent's Park to Richmond Park and Hampstead Heath, the city provides plenty of serene spots for relaxation and outdoor activities, offering a perfect escape from the urban hustle and bustle.



Hyde Park, West London



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# Location

## University life

Home to some of the world's most prestigious universities, London is a prime destination for students seeking top-tier education.

Institutions such as Imperial College London, University College London (UCL), King's College London, the London School of Economics (LSE), and Queen Mary University of London are renowned for their academic excellence and global influence.

London offers a diverse range of academic programmes and research opportunities. The city's universities provide cutting-edge facilities, renowned faculty and diverse student communities. London's unique blend of history, culture, and innovation creates an inspiring environment for students to excel in their studies and prepare for successful careers.



Royal College of Music and Imperial College London





# Location

- 1 UPPER EAST
- 2 O2 ARENA
- 3 CANARY WHARF
- 4 BROMLEY BY BOW TUBE
- 5 TESCO SUPERSTORE
- 6 STRATFORD
- 7 BOW CHURCH DLR
- 8 BOW ROAD TUBE
- 9 GROVE HALL PARK



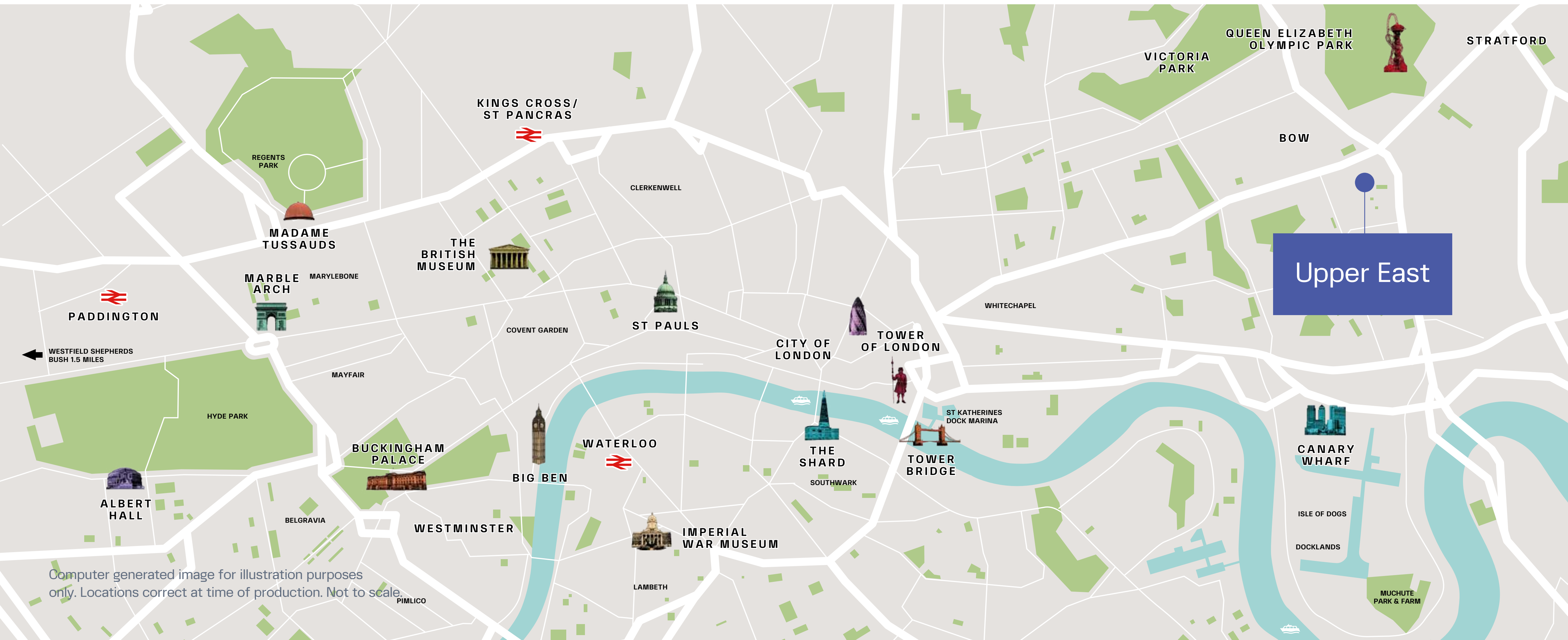
Aerial image taken Oct 23



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# Location

## London living



Computer generated image for illustration purposes only. Locations correct at time of production. Not to scale.





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# Plans

## It's all in the detail.

SITE PLAN



FLOOR PLANS







# Site plan

## BLOCK E | 192 homes

### Levels 1-5

Combination of Open Market Sale  
Shared Ownership\* - Studio to 2 bed

### Levels 6-24

Open Market Sale - Studio to 2 bed

## BLOCK A

44 homes

London Affordable Rent\*

1 bed to 4 bed - 6 to 7 storeys

## BLOCK C

15 homes

London Affordable Rent\*

1 bed to 4 bed - 4 to 5 storeys

## BLOCK D

23 homes

London Affordable Rent\*

1 bed to 4 bed - 4 to 6 storeys

1 <sup>st</sup> floor resident's roof terrace	
Top floor resident's roof terrace	
Public pocket park	
Play equipment	
Public outdoor gym equipment	
Community courtyard	
Ground floor bicycle storage	
Bicycle stands	
Retractable bollards	
Fixed bollards	
Blue badge parking	

\* Shared Ownership and London Affordable Homes owned by Poplar HARCA. Location and mix of affordable homes are indicative and are subject to change.



Site plan is an artist's impression for illustrative purposes only.





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# Plans Studio







# Studio

Apartment type

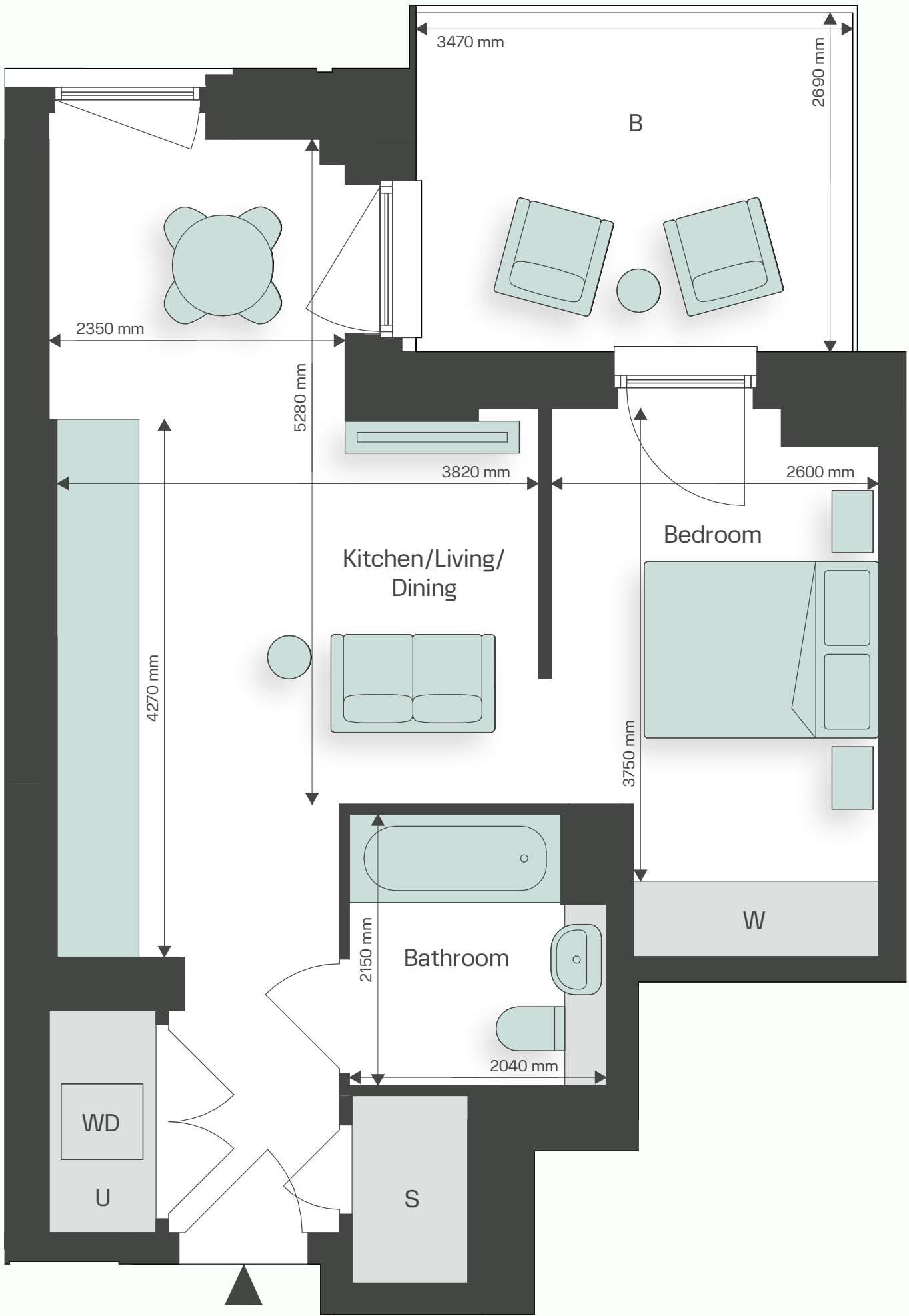
## ST\_01-01

M <sup>2</sup>	FT <sup>2</sup>
42.5	457.9

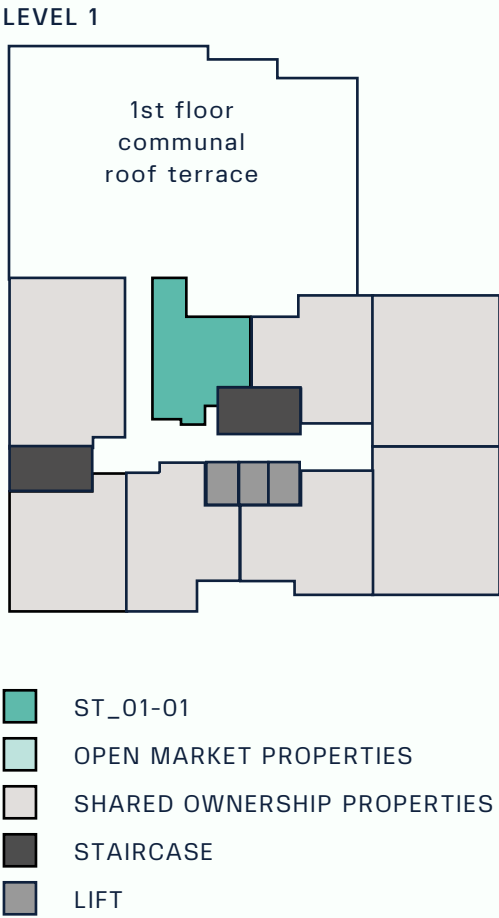
LVL	APT	LVL	APT	LVL	APT
1	86				

DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	3820 x 5280mm	12' 6" x 17' 3"
BEDROOM	2600 x 3750mm	8' 6" x 12' 4"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"

Room dimensions and other measurements are approximate. They may differ in the property as built and you should not use them to purchase furniture, carpets, appliances or other furnishings.  
Read our full disclaimer [here](#).



B BALCONY   S STORAGE   U UTILITY CUPBOARD   W WARDROBE   WD WASHER DRYER







# Studio

Apartment type

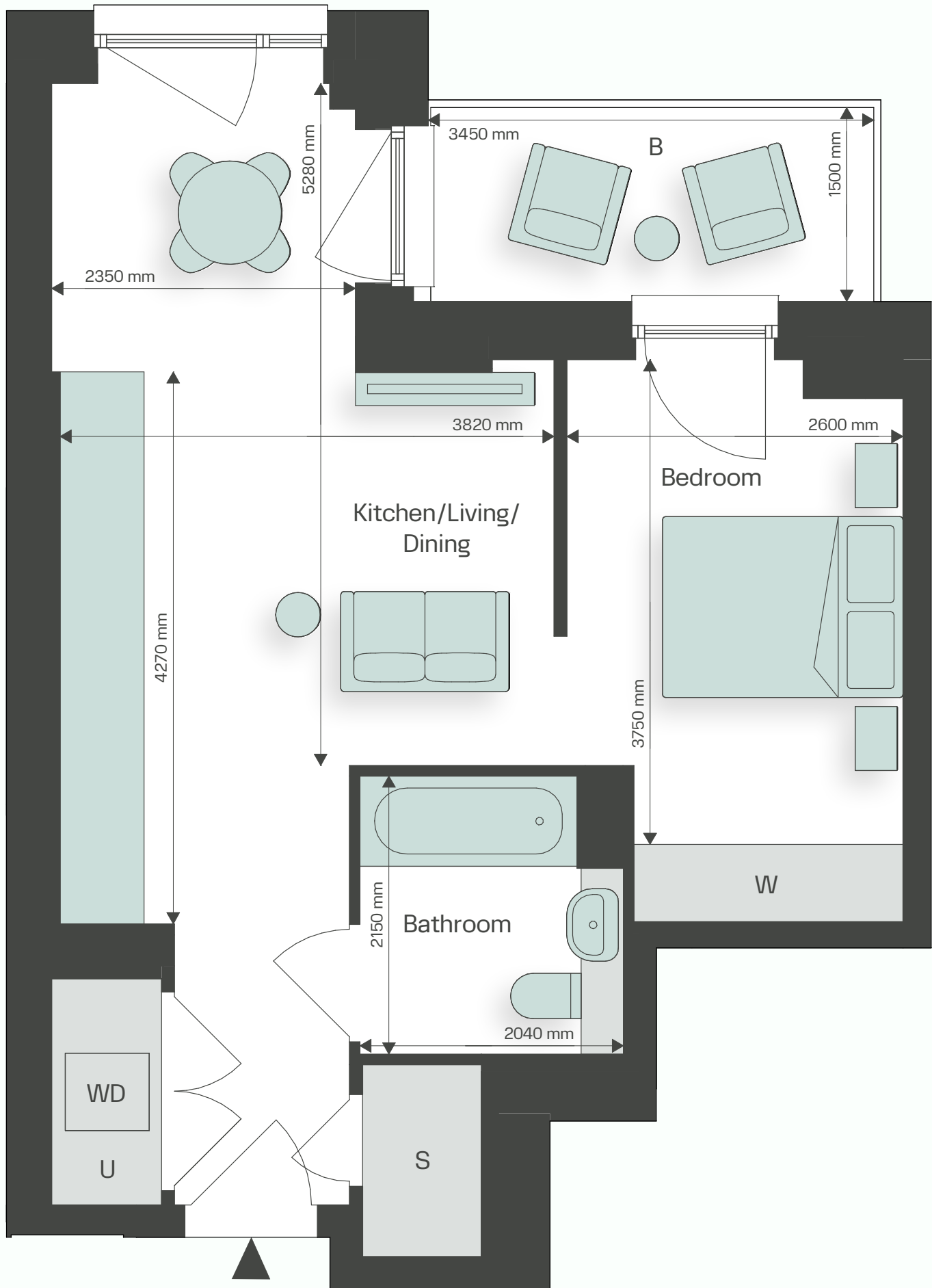
## ST\_01-Typical

M <sup>2</sup>	FT <sup>2</sup>
42.5	457.9

LVL	APT	LVL	APT	LVL	APT
02	94	10	158	18	222
03	102	11	166	19	230
04	110	12	174	20	238
05	118	13	182	21	246
06	126	14	190	22	254
07	134	15	198	23	262
08	142	16	206	24	270
09	150	17	214		

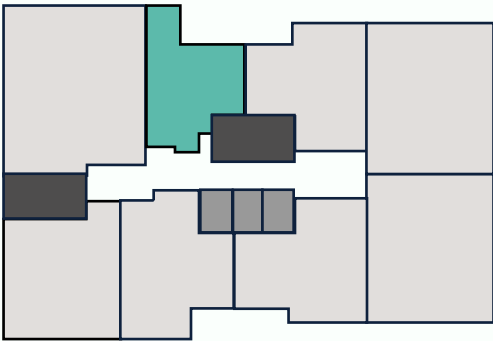
DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	3820 x 5280mm	12' 6" x 17' 3"
BEDROOM	2600 x 3750mm	8' 6" x 12' 4"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"

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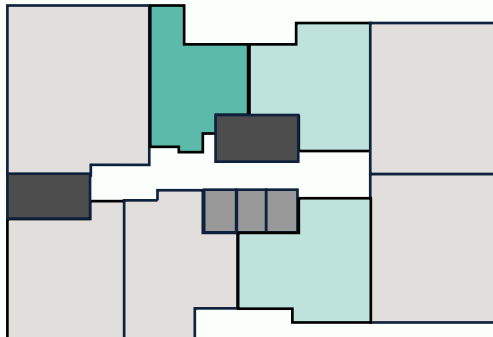


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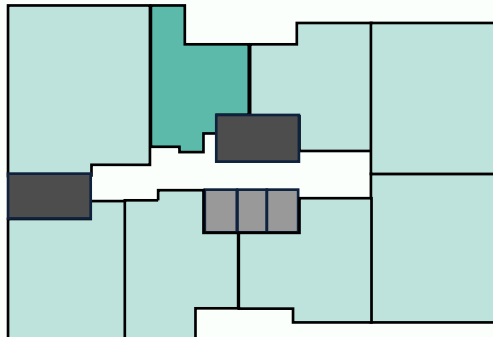
LEVELS 2-4



LEVELS 5



LEVELS 6-24



- ST\_01-TYPICAL
- OPEN MARKET PROPERTIES
- SHARED OWNERSHIP PROPERTIES
- STAIRCASE
- LIFT



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# Plans

## 1 Bedroom







# 1 Bedroom

Apartment type

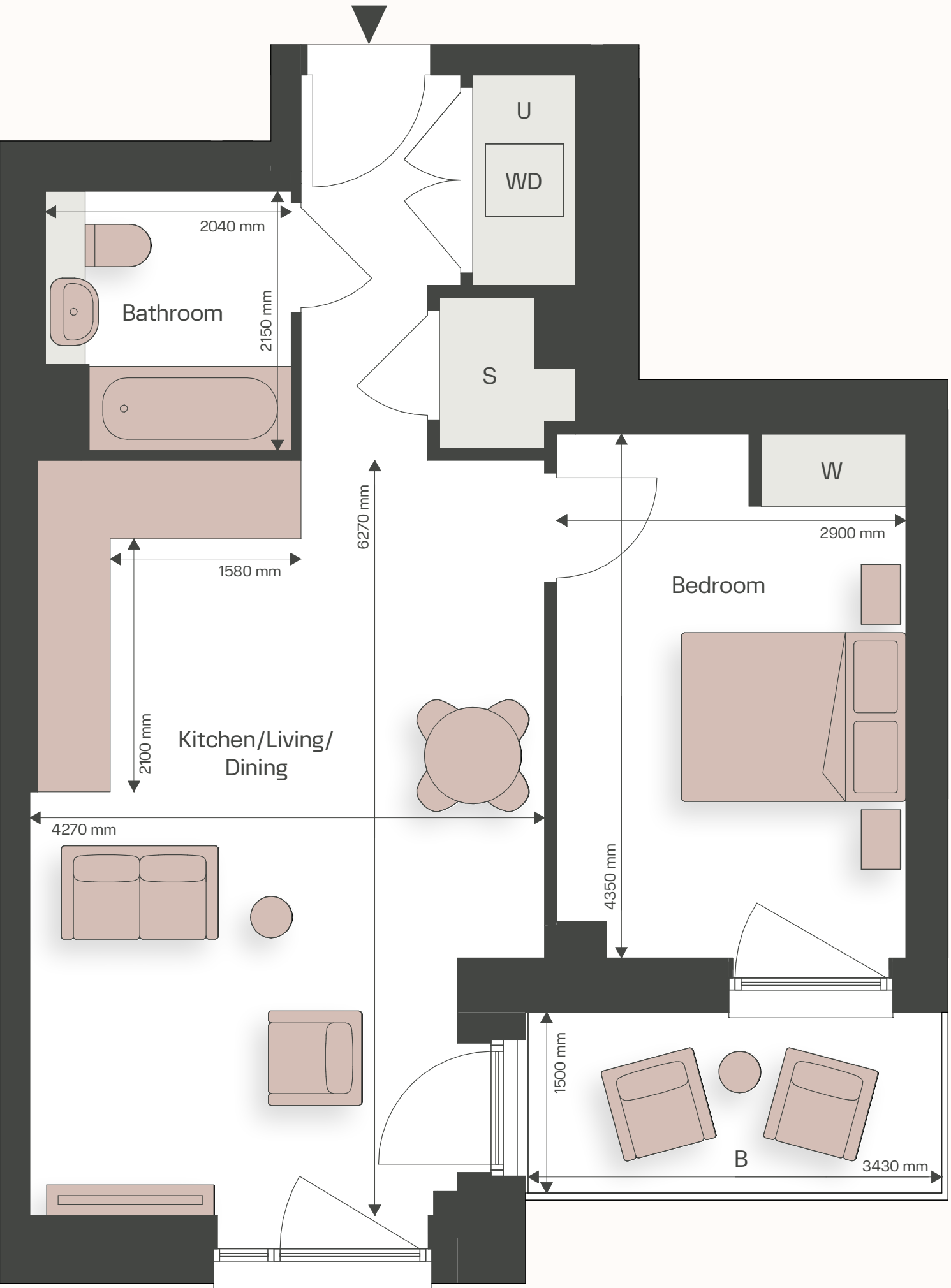
1\_12

M <sup>2</sup>	FT <sup>2</sup>
50.7	546.2

LVL	APT	LVL	APT	LVL	APT
06	123	14	187	22	251
07	131	15	195	23	259
08	139	16	203	24	267
09	147	17	211		
10	155	18	219		
11	163	19	227		
12	171	20	235		
13	179	21	243		

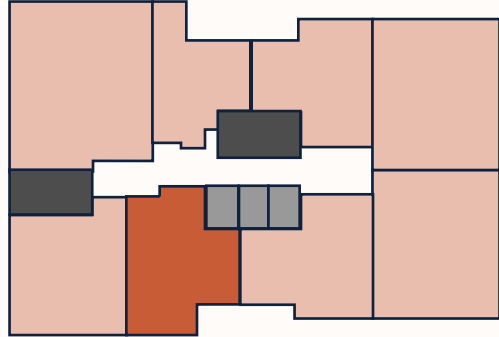
DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	4270 x 6270mm	14' 0" x 20' 7"
BEDROOM	2900 x 4350mm	9' 6" x 14' 3"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"

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LEVELS 6-24



- 1\_12
- OPEN MARKET PROPERTIES
- STAIRCASE
- LIFT





# 1 Bedroom

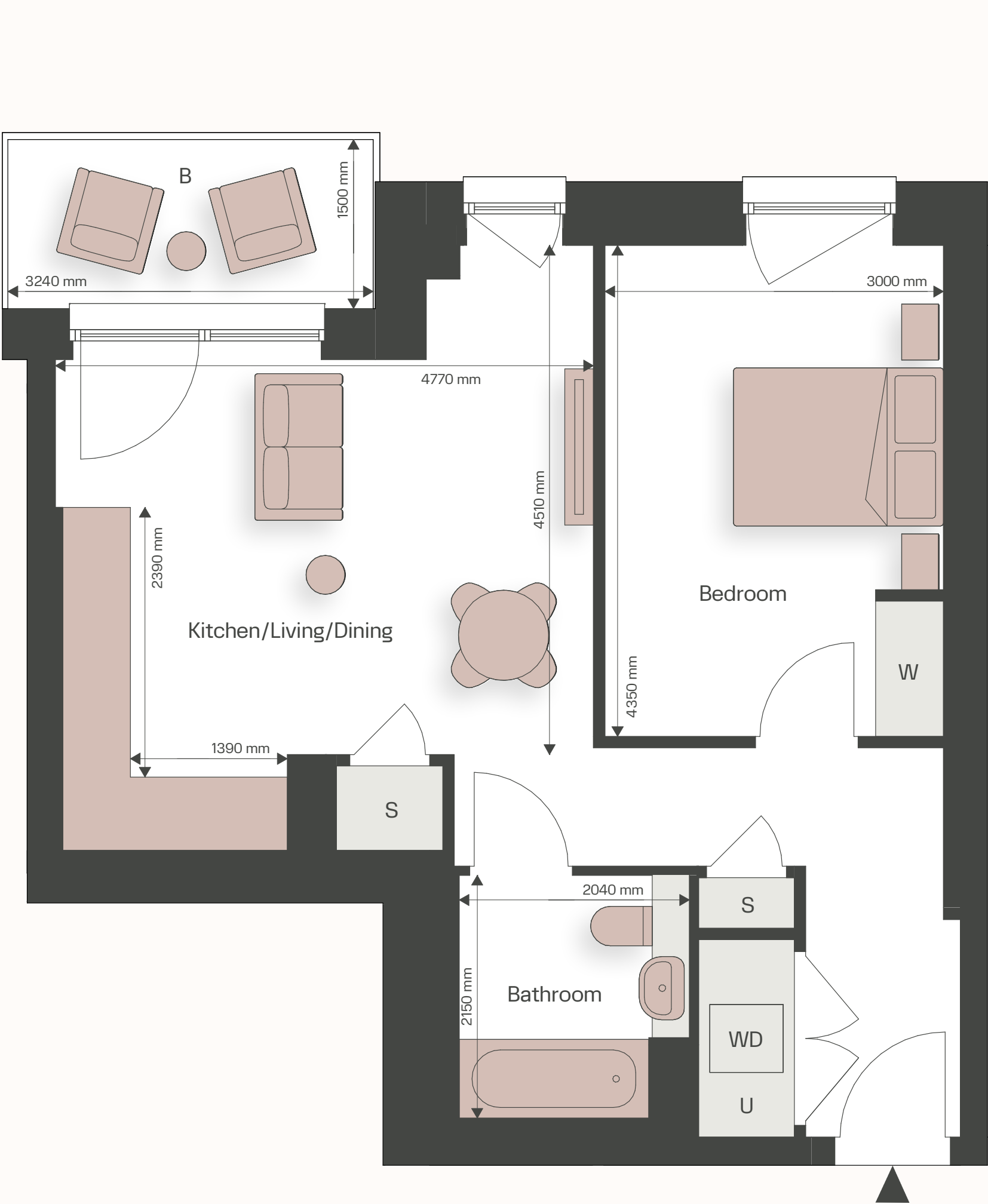
Apartment type  
1\_13

M <sup>2</sup>	FT <sup>2</sup>
50.3	541.5

LVL	APT	LVL	APT	LVL	APT
05	119	13	183		
06	127	14	191		
07	135	15	199		
08	143	16	207		
09	151	17	215		
10	159	18	223		
11	167	19	231		
12	175	20	239		

DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	4770 x 4510mm	15' 8" x 14' 9"
BEDROOM	3000 x 4350mm	9' 10" x 14' 3"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"

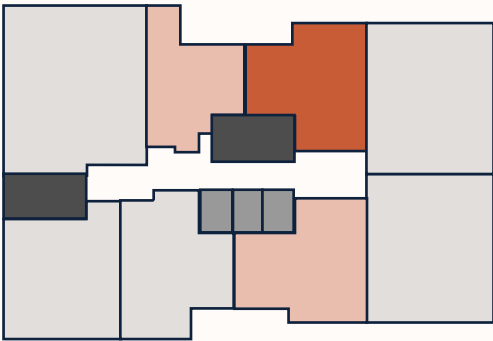
Room dimensions and other measurements are approximate. They may differ in the property as built and you should not use them to purchase furniture, carpets, appliances or other furnishings.  
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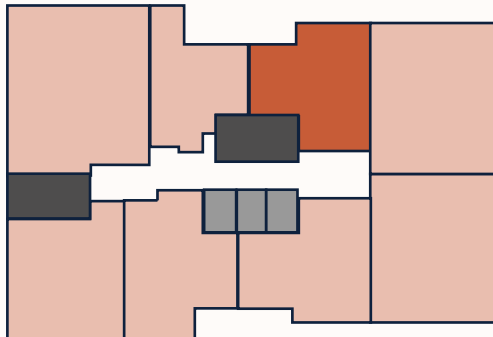
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LEVELS 5



LEVELS 6-20



- 1\_13
- OPEN MARKET PROPERTIES
- SHARED OWNERSHIP PROPERTIES
- STAIRCASE
- LIFT





# 1 Bedroom

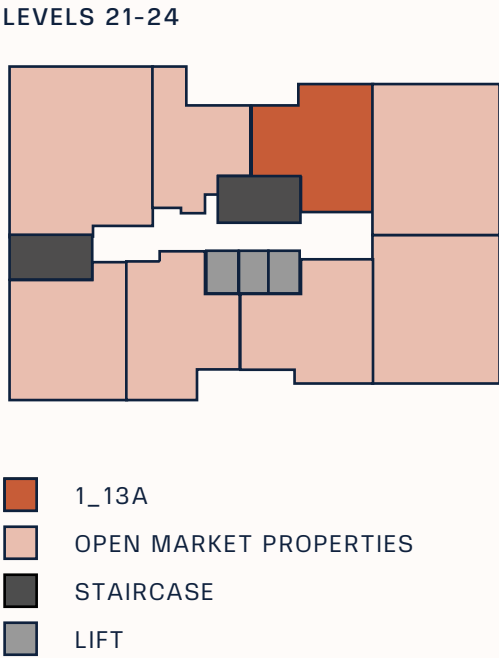
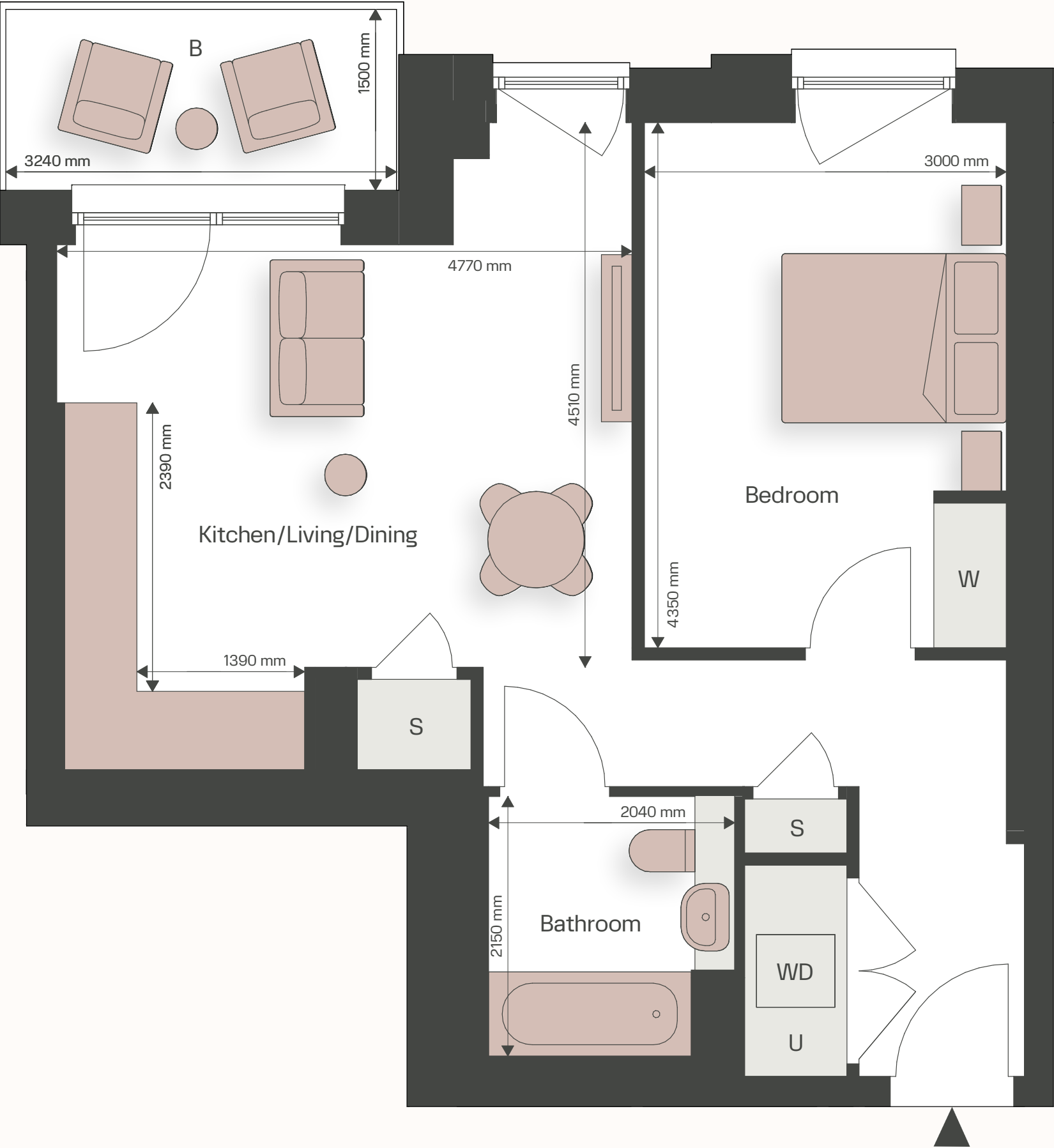
Apartment type  
1\_13 A

M <sup>2</sup>	FT <sup>2</sup>
50.3	541.5

LVL	APT	LVL	APT	LVL	APT
21	247				
22	255				
23	263				
24	271				

DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	4770 x 4510mm	15' 8" x 14' 9"
BEDROOM	3000 x 4350mm	9' 10" x 14' 3"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"

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# 1 Bedroom

Apartment type

1\_14

M <sup>2</sup>	FT <sup>2</sup>
50.5	543.4

LVL	APT	LVL	APT	LVL	APT
05	122	13	186	21	250
06	130	14	194	22	258
07	138	15	202	23	266
08	146	16	210	24	274
09	154	17	218		
10	162	18	226		
11	170	19	234		
12	178	20	242		

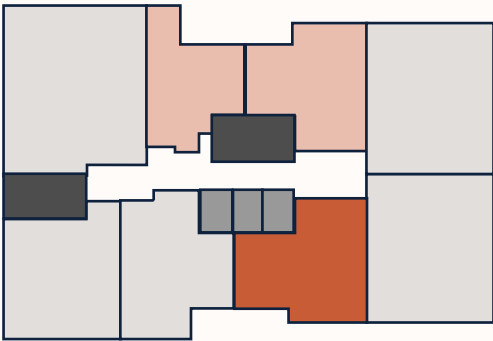
DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	5010 x 4210mm	16' 5" x 13' 10"
BEDROOM	3170 x 3990mm	10' 5" x 13' 1"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"

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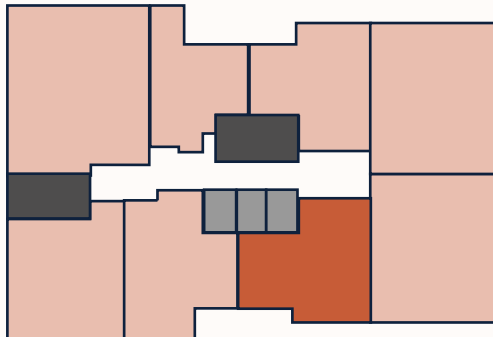


B BALCONY   S STORAGE   U UTILITY CUPBOARD   W WARDROBE   WD WASHER DRYER

LEVELS 5



LEVELS 6-24



- 1\_14
- OPEN MARKET PROPERTIES
- SHARED OWNERSHIP PROPERTIES
- STAIRCASE
- LIFT





# 1 Bedroom

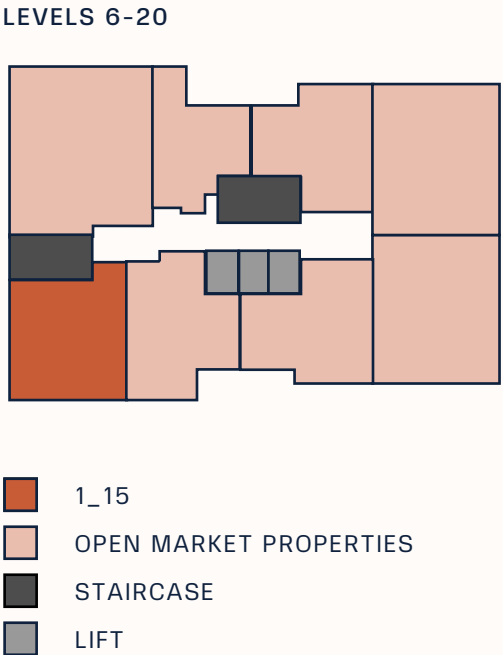
Apartment type  
1\_15

M <sup>2</sup>	FT <sup>2</sup>
50.4	542.1

LVL	APT	LVL	APT	LVL	APT
06	124	14	188		
07	132	15	196		
08	140	16	204		
09	148	17	212		
10	156	18	220		
11	164	19	228		
12	172	20	236		
13	180				

DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	3910 x 3150mm	12' 10" x 10' 4"
BEDROOM	3390 x 4100mm	11' 1" x 13' 5"
BATHROOM	2150 x 2040mm	7' 0" x 6' 8"

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# 1 Bedroom

Apartment type

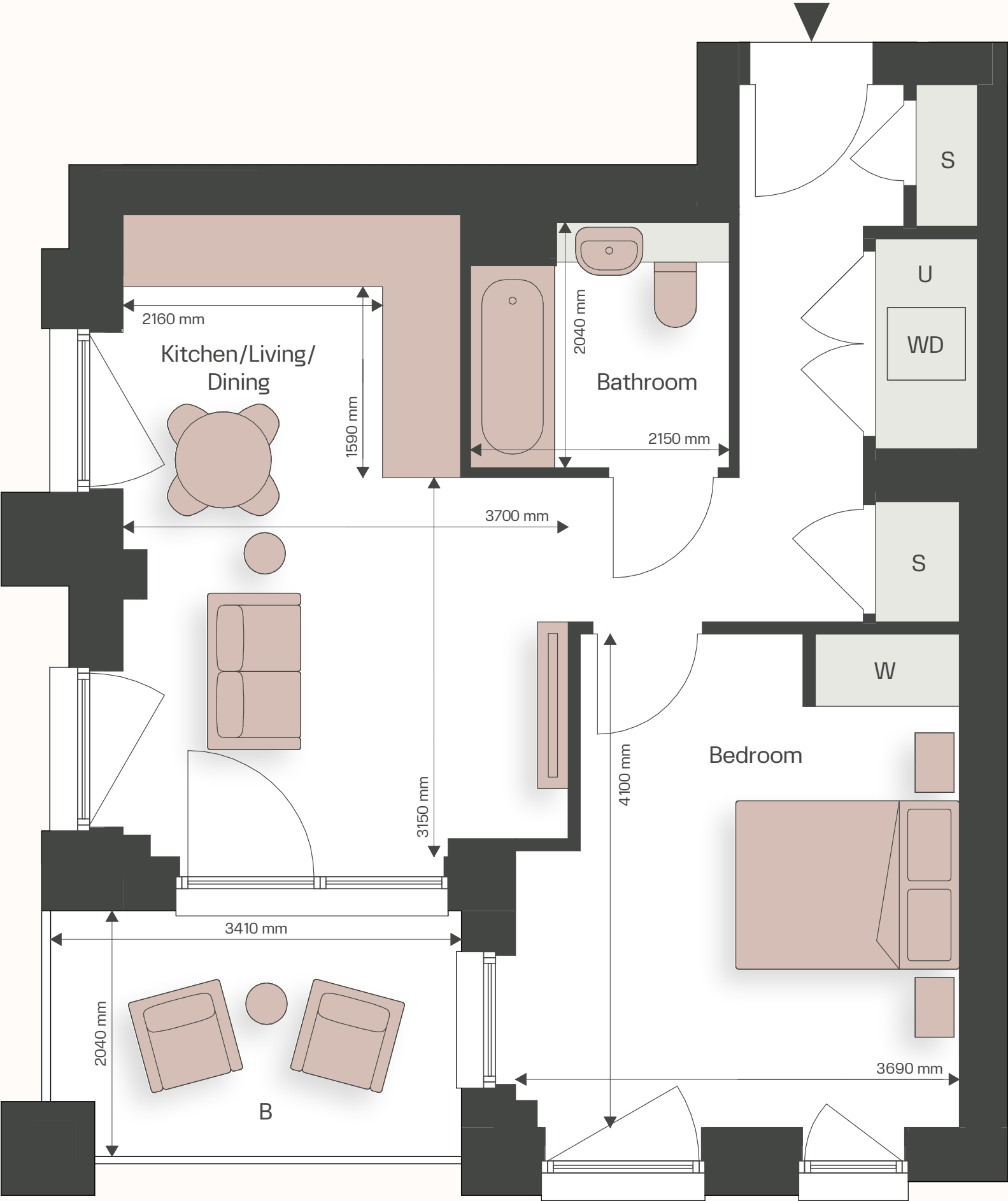
## 1\_16

M <sup>2</sup>	FT <sup>2</sup>
47.9	515.8

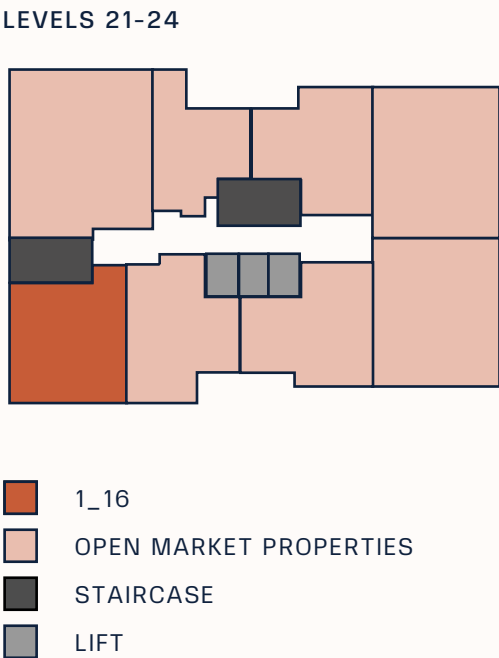
LVL	APT	LVL	APT	LVL	APT
21	244				
22	252				
23	260				
24	268				

DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	3700 x 3150mm	12' 1" x 10' 4"
BEDROOM	3690 x 4100mm	12' 1" x 13' 5"
BATHROOM	2150 x 2040mm	7' 0" x 6' 8"

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# Plans 2 Bedroom

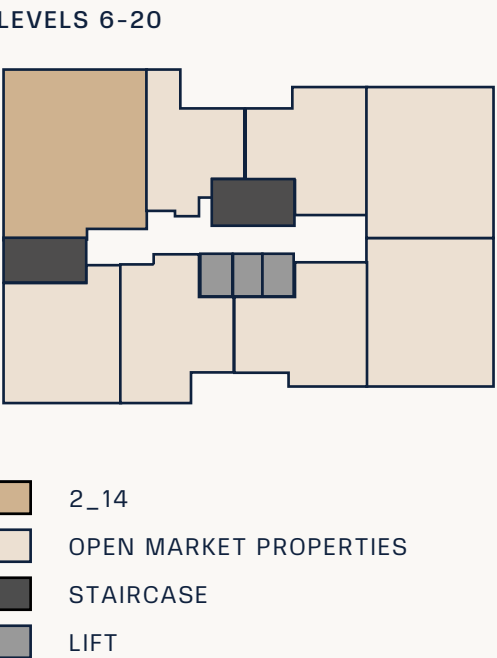






Room dimensions and other measurements are approximate. They may differ in the property as built and you should not use them to purchase furniture, carpets, appliances or other furnishings.

[Read our full disclaimer here.](#)







# 2 Bedroom

Apartment type

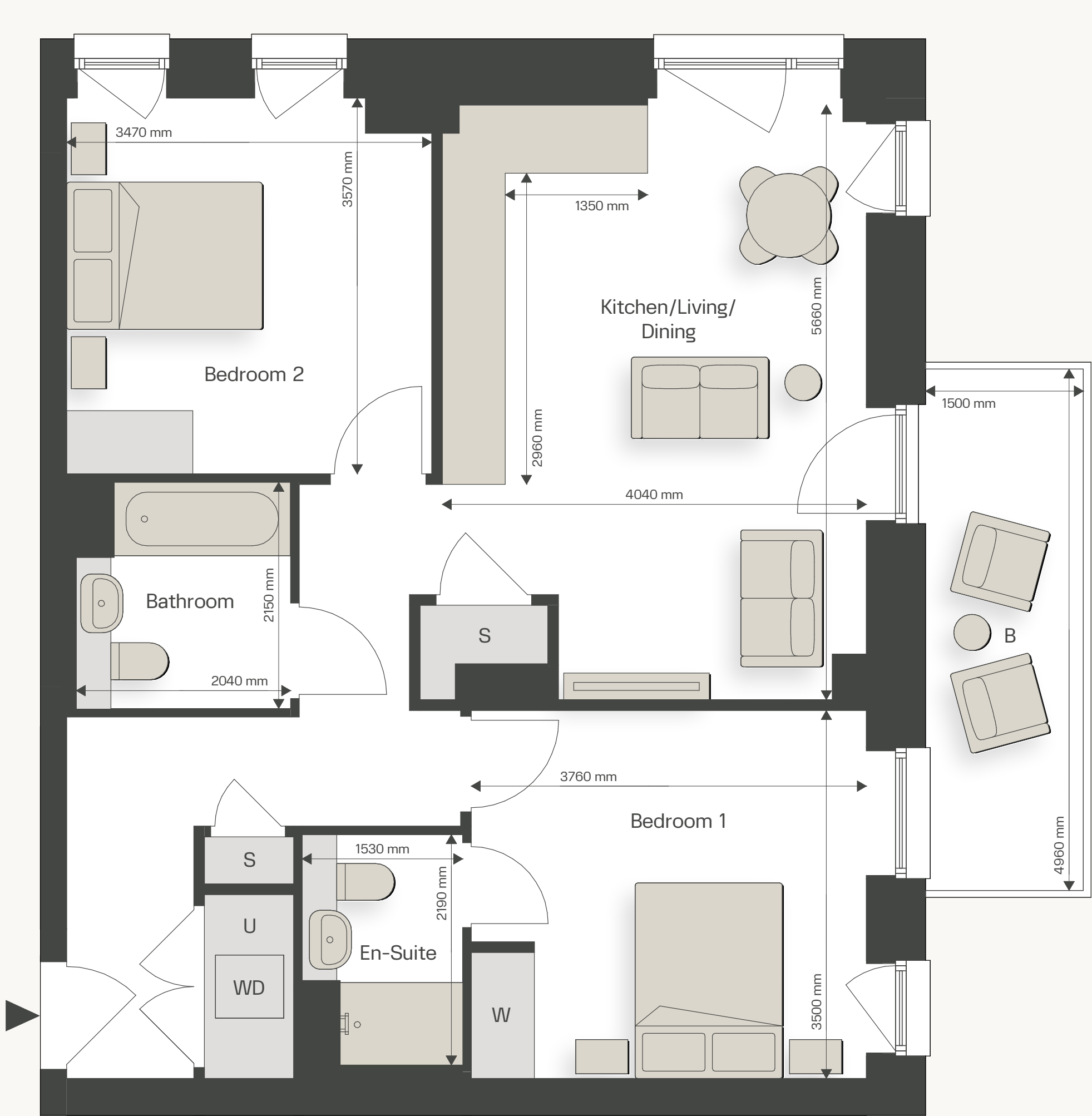
# 2\_15

M <sup>2</sup>	FT <sup>2</sup>
70.4	757.9

LVL	APT	LVL	APT	LVL	APT
06	128	14	192		
07	136	15	200		
08	144	16	208		
09	152	17	216		
10	160	18	224		
11	168	19	232		
12	176	20	240		
13	184				

DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	4040 x 5660mm	13' 3" x 18' 7"
BEDROOM 1	3760 x 3500mm	12' 4" x 11' 6"
BEDROOM 2	3470 x 3570mm	11' 4" x 11' 8"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"
ENSUITE	1530 x 2190mm	5' 0" x 7' 2"

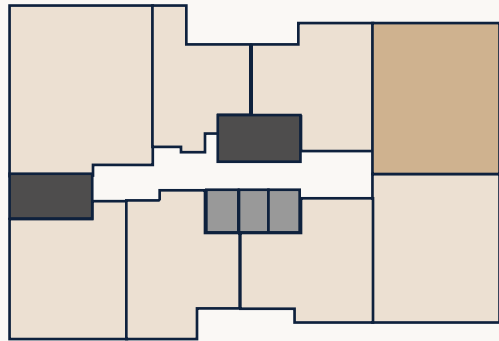
Room dimensions and other measurements are approximate. They may differ in the property as built and you should not use them to purchase furniture, carpets, appliances or other furnishings.  
Read our full disclaimer [here](#).



B BALCONY   S STORAGE   U UTILITY CUPBOARD   W WARDROBE   WD WASHER DRYER



LEVELS 6-20



- 2\_15
- OPEN MARKET PROPERTIES
- STAIRCASE
- LIFT





# 2 Bedroom

Apartment type

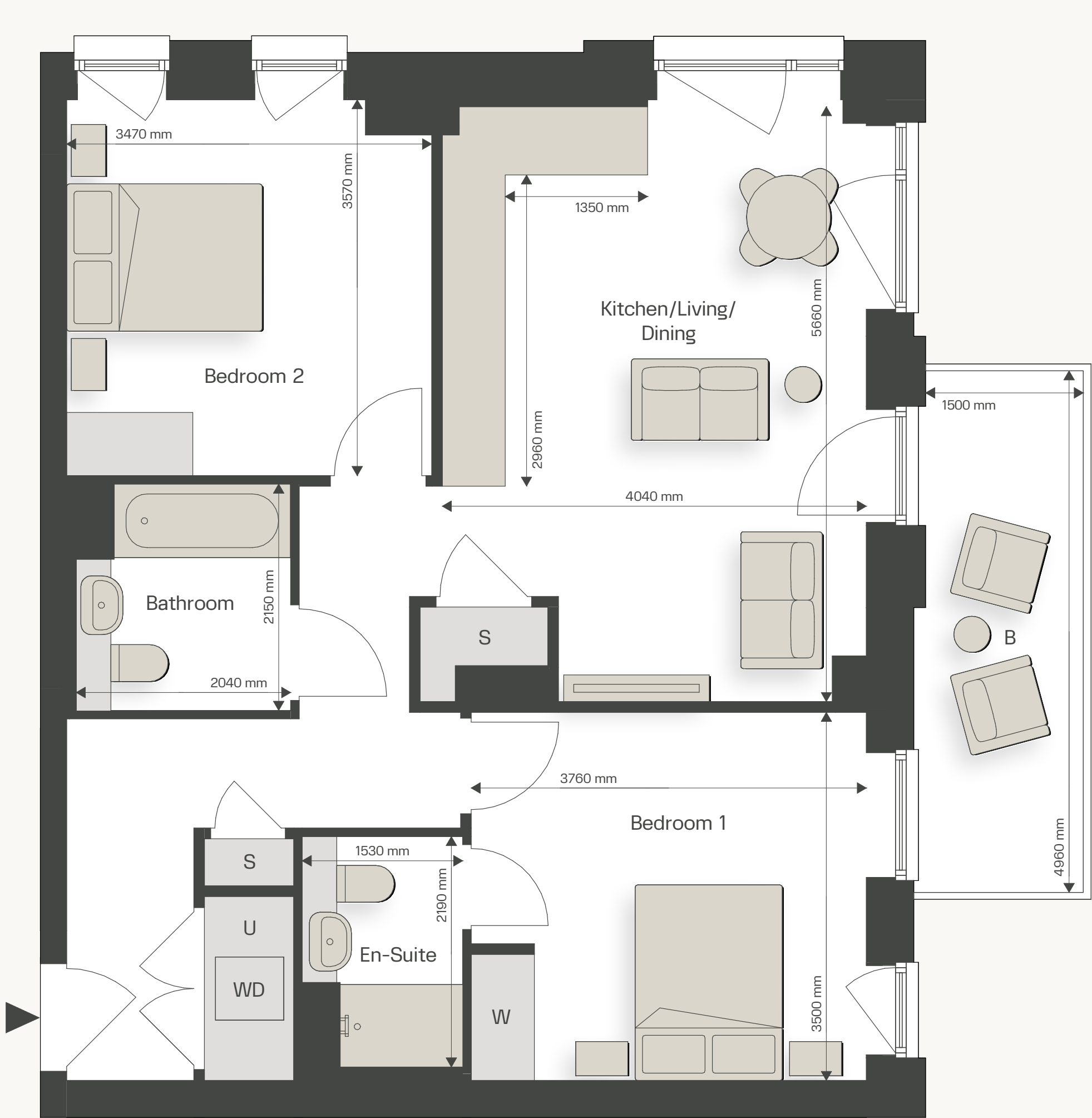
## 2\_15 A

M <sup>2</sup>	FT <sup>2</sup>
70.4	757.9

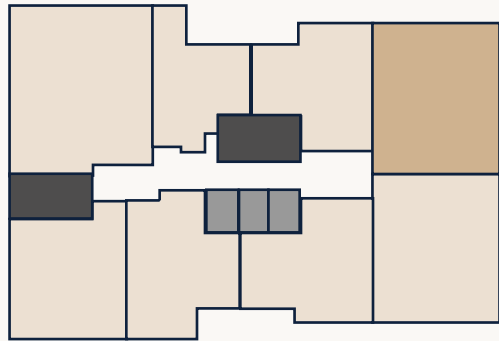
LVL	APT	LVL	APT	LVL	APT
21	248				
22	256				
23	264				
24	272				

DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	4040 x 5660mm	13' 3" x 18' 7"
BEDROOM 1	3760 x 3500mm	12' 4" x 11' 6"
BEDROOM 2	3470 x 3570mm	11' 4" x 11' 8"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"
ENSUITE	1530 x 2190mm	5' 0" x 7' 2"

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Read our full disclaimer [here](#).



LEVELS 21-24



- 2\_15A
- OPEN MARKET PROPERTIES
- STAIRCASE
- LIFT

B BALCONY   S STORAGE   U UTILITY CUPBOARD   W WARDROBE   WD WASHER DRYER





# 2 Bedroom

Apartment type

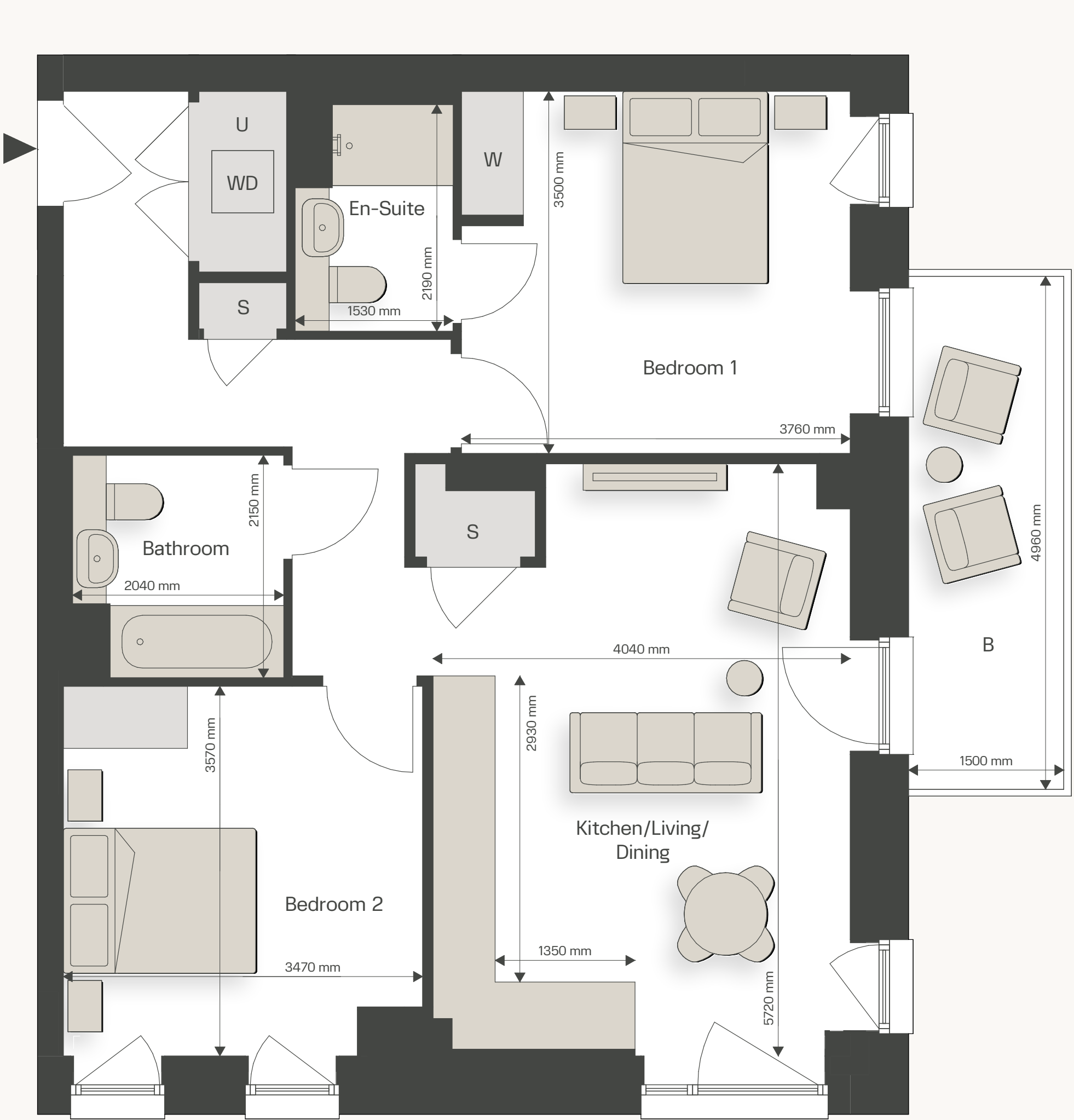
## 2\_16

M <sup>2</sup>	FT <sup>2</sup>
70.3	757.0

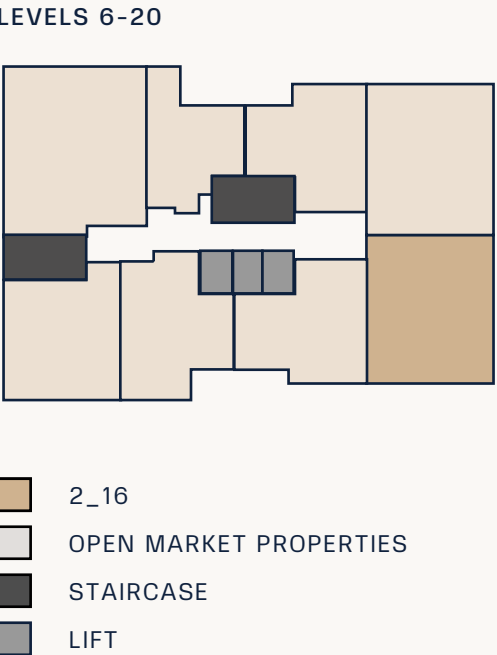
LVL	APT	LVL	APT	LVL	APT
06	129	14	193		
07	137	15	201		
08	145	16	209		
09	153	17	217		
10	161	18	225		
11	169	19	233		
12	177	20	241		
13	185				

DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	4040 x 5720mm	13' 3" x 18' 9"
BEDROOM 1	3760 x 3500mm	12' 4" x 11' 6"
BEDROOM 2	3470 x 3570mm	11' 4" x 11' 8"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"
ENSUITE	1530 x 2190mm	5' 0" x 7' 2"

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Read our full disclaimer [here](#).



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# 2 Bedroom

Apartment type

## 2\_16 A

M <sup>2</sup>	FT <sup>2</sup>
70.3	757.0

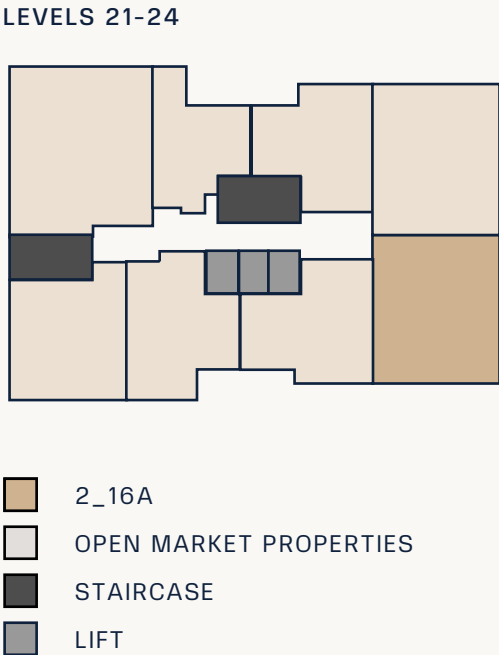
LVL	APT	LVL	APT	LVL	APT
21	249				
22	257				
23	265				
24	273				

DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	4040 x 5720mm	13' 3" x 18' 9"
BEDROOM 1	3760 x 3500mm	12' 4" x 11' 6"
BEDROOM 2	3470 x 3570mm	11' 4" x 11' 8"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"
ENSUITE	1530 x 2190mm	5' 0" x 7' 2"

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2 Bedroom

Apartment type

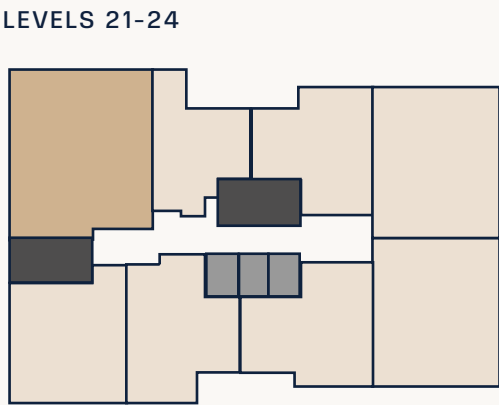
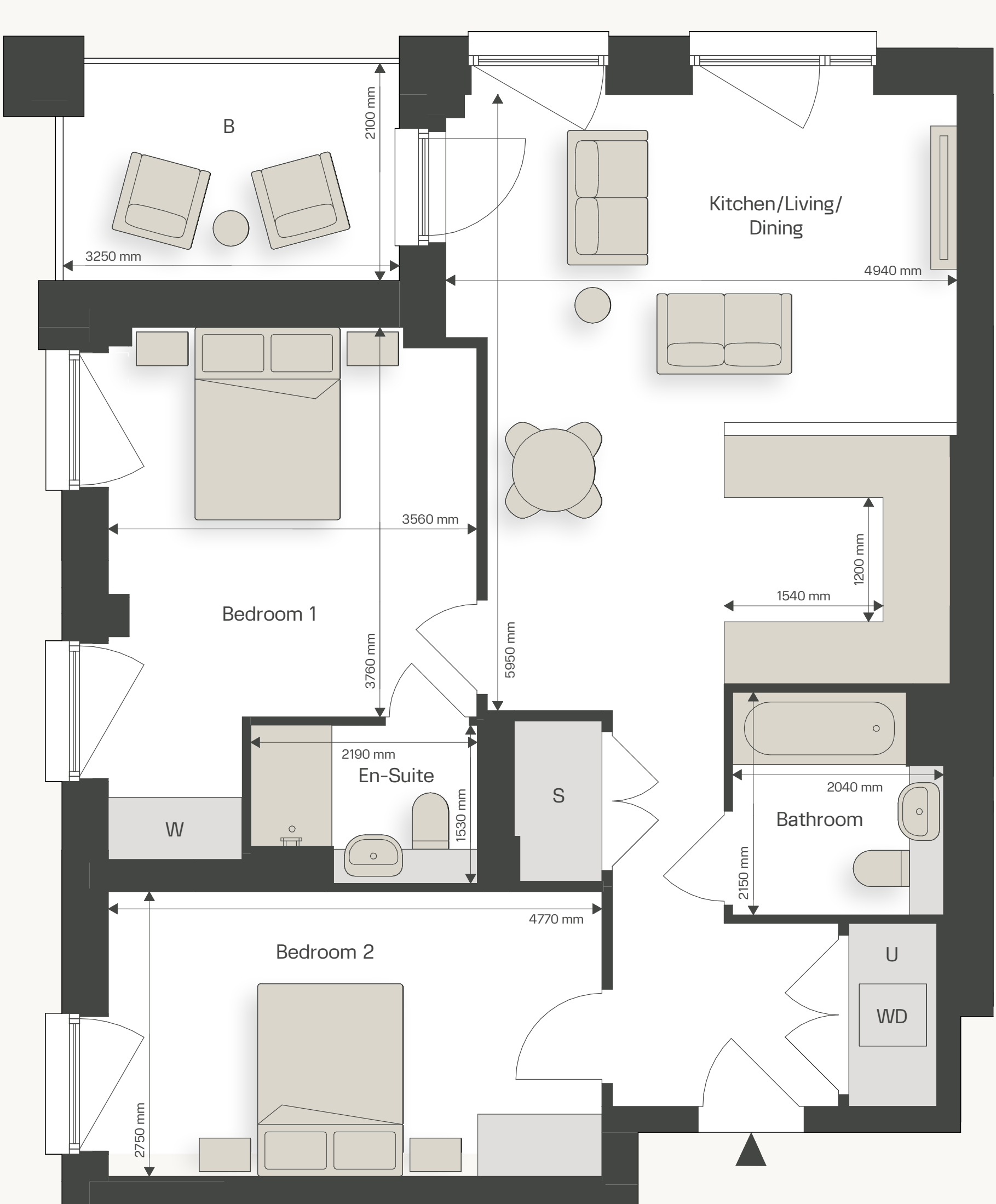
2\_18

M <sup>2</sup>	FT <sup>2</sup>
75.1	808.7

LVL	APT	LVL	APT	LVL	APT
21	245				
22	253				
23	261				
24	269				

DIMENSIONS	MM	FT
KITCHEN/ LIVING/DINING	4940 x 5950mm	16' 2" x 19' 6"
BEDROOM 1	3560 x 3760mm	11' 8" x 12' 4"
BEDROOM 2	4770 x 2750mm	15' 8" x 5' 0"
BATHROOM	2040 x 2150mm	6' 8" x 7' 0"
ENSUITE	2190 x 1530mm	7' 2" x 5' 0"

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- LEVELS 21-24
- 2\_18
  - OPEN MARKET PROPERTIES
  - STAIRCASE
  - LIFT

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# Sustainability.

IN YOUR HOME



IN YOUR NEIGHBOURHOOD





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# Sustainability In your home

At Upper East, sustainability is at the core of our home designs. We use innovative technologies and eco-friendly practices to ensure each apartment is not only comfortable, but also environmentally responsible.



## Energy Efficiency

The proposals prioritise a 'fabric first' approach, including high performance glazing, reduced air permeability and good insulating fabric, together with active and passive measures such as use of high-efficiency LED lighting, Mechanical Ventilation, and Heat Recovery and smart meters to reduce energy demand.

These measures are expected to save 36.2 tonnes of carbon dioxide per year, a 14% saving above Building Regulations.

The proposed on-site communal heat network uses Air Source Heat Pumps located externally at roof level and serve primary heat generation plant at ground level (for connection to an offsite network in the future). The heat pumps serve low-temperature and pressure 'energy loops' with Zeroth heat pumps to efficiently provide 100% of the heating and domestic hot water to each new home. In addition, Photovoltaic (PV) arrays are proposed on the roofs. On-site renewable energy technology is expected to save 155.1 tonnes of carbon dioxide per year, a 60% saving above building regulations.



## Water Conservation

Designed to high water efficiency standards, our homes include dual flush WCs and low-flow taps and showerheads. These features help reduce water usage without compromising convenience and comfort.





# Sustainability In your neighbourhood

Stroudley Walk integrates sustainability into the very fabric of the neighbourhood, promoting green living and enhancing the local environment for residents and wildlife alike.

Rain gardens within the public realm and biodiverse green roofs significantly improve surface water management and contribute to biodiversity enhancements.

Many existing trees are protected and the generous landscape across the public realm provides additional native trees and shrub planting, species-rich amenity grassland, climbing plants and species-rich hedgerows. Every block has its own roof garden providing amenity door step play and additional planting across the neighbourhood.

The biodiversity value of the site is increased from 0.49 to 0.84 and the Urban Greening Factor is 0.32. Public realm and landscape proposals were developed with Churchman Thornhill Finch landscape architects.



## Reuse of Brownfield Land

Our neighbourhood makes better use of existing infrastructure by reusing previously developed brownfield land, contributing to urban regeneration.



## Green Spaces and Biodiversity

A public pocket park, large canopy trees and rain garden margins have been implemented to improve flood resilience. Accessible roof gardens provide green spaces for relaxation. Biodiverse green roofs, planted with wildflowers, sedums and grasses, provide habitats for birds and invertebrates.



## Car-free

Stroudley Walk is car free with the exception of nine blue badge parking spaces. There is generous integrated provision for cycle storage and a commitment to make enhancements to the local cycle superhighway on Bow Road or a new cycle hire docking station.



## Sustainable Urban Drainage

Promoting sustainable urban drainage, our development includes living roofs, bioretention areas at tree pits and planters, and below-ground attenuation systems. These features reduce flow rates to rainwater sewers and enhance natural water management.





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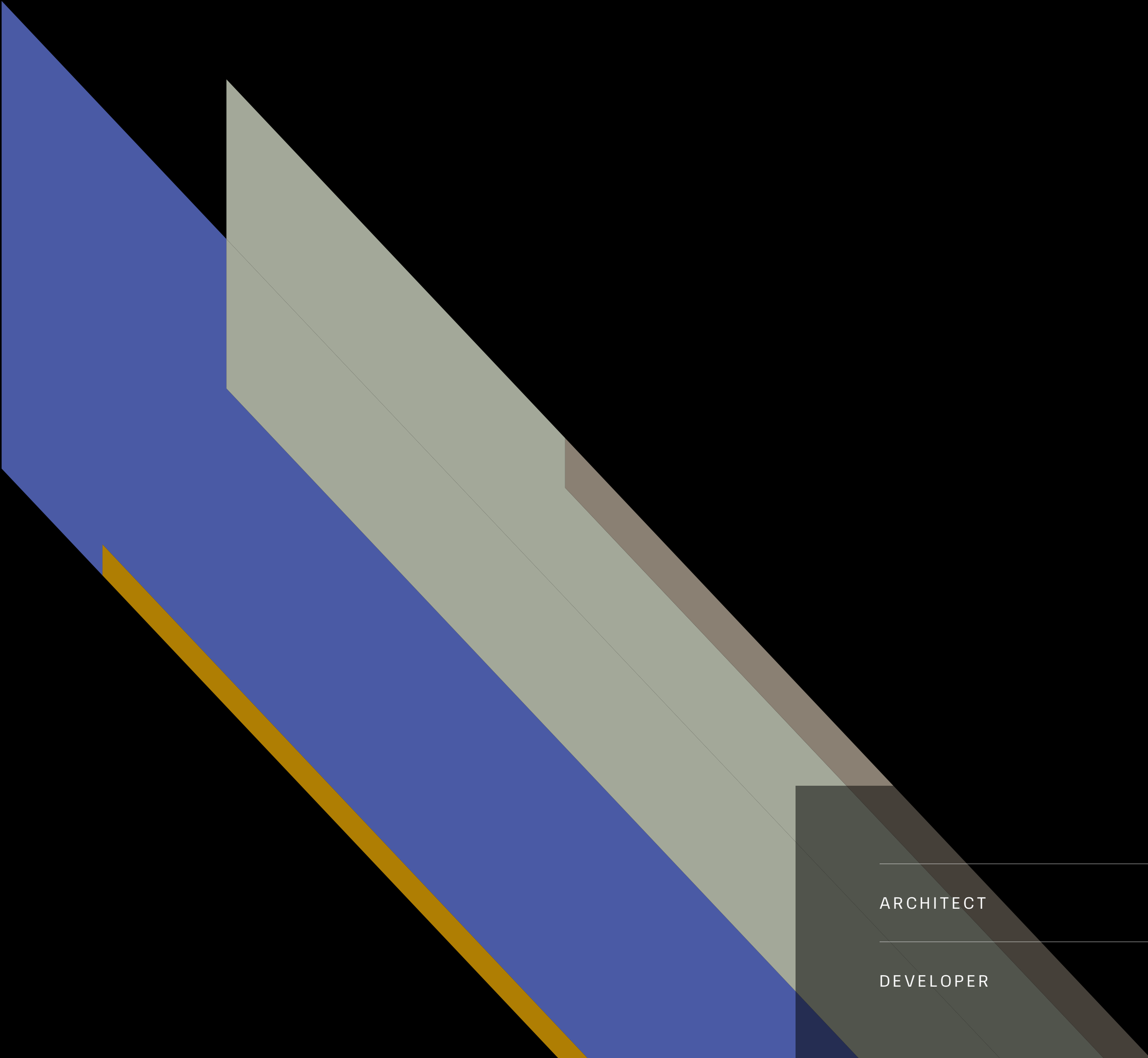
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# A powerful collaboration.



- ARCHITECT →
- DEVELOPER →





# Architect RM\_A

## Stroudley Walk

RM\_A is an award-winning, RIBA Chartered practice specialising in regeneration, mixed-use, and residential development. With over 40 years of experience, the studio is led by a dynamic team of directors who advance the practice with vision and technical expertise. Each project engages local communities and stakeholders to create innovative architectural solutions, revitalising underutilised spaces and developing new neighbourhoods.

As experts in residential projects and tall buildings, we design and build spaces that residents enjoy and take pride in. Our ethos is that the art of architecture is continually learned, and we are committed to both designing and constructing great buildings. We value team spirit and relationships, believing that the collective strength of individual skills leads to successful projects.

Stroudley Walk is a regeneration project by Muse, aimed at revitalising an existing neighbourhood. The development includes a new shared civic space, a park, play areas, and green amenities, creating a focal point for residents. Enhancements to the public realm include a community hub, linked to the park and play space.

The project delivers 52% affordable housing, with 40% designated for family homes, including ground floor duplexes with private gardens. The robust brick building addresses the street, maximising active frontage and integrating with façade improvements to the retained Fairlie Court. Upper levels are grouped to reduce scale, with a raised crown featuring detailed brickwork, creating a dramatic rooftop amenity space. Existing trees, rain gardens, and biodiverse green roofs enhance water management and promote biodiversity.





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# Developer Muse

Muse is one of the UK's leading names in mixed-use development and urban regeneration. With over 30 years of experience, Muse delivers high-quality places where people can live, work, and relax. We collaborate with the best of the public and private sectors to drive economic growth and social prosperity, creating sustainable and transformational change in towns and cities.

Our emphasis on sustainability, community, and quality ensures that our projects are people-centred, built to last, and enhance the local environment. As part of the Morgan Sindall Group, Muse is dedicated to responsible regeneration and nurturing inclusive, happier communities.

## Awards

Public/Private Partnership of the Year  
Sunday Times British Homes Award

Timekeeper's Square  
Small Housing Development of the Year  
Insider NW Property Awards

Timekeeper's Square  
North West Award  
Civic Trust Awards

Quadrant Quay  
Best Public Space  
Abercrombie Awards



# muse



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# Track record



**West Cliff Mansions, Bournemouth**  
Completed in 2022, West Cliff Mansions offers 44 apartments near Bournemouth Pier, with significant local highway improvements and award-winning design.

[LEARN MORE ↗](#)



**Ivor House, Brixton**  
Revitalised Grade-II listed building in Brixton, transforming it into luxurious apartments while preserving its art-deco heritage features.

[LEARN MORE ↗](#)



**Wapping Wharf, Bristol**  
A vibrant neighbourhood in Bristol with 450 homes, independent shops, and cafés, integrating historical landmarks with modern living.

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**Novella, Salford**  
Novella in Salford offers 211 luxury apartments with communal spaces, a gym, and a roof garden, redefining inner-city living.

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# Track record.



## Portrait & Portrait 2, Lewisham

The Portrait Buildings are the centrepiece of one of London's most vibrant regeneration projects. The apartments benefit from green spaces and an area of tranquillity within the heart of the borough. The rejuvenation of the area has created a truly vibrant modern living destination.

[LEARN MORE ↗](#)



## Lock 17, Tottenham Hale

The transformation of a waterside area into a development of 503 homes including Rise, a stunning 21 storey tower, new bridge across the Lee Navigation, public spaces and walking routes for the community.

[LEARN MORE ↗](#)

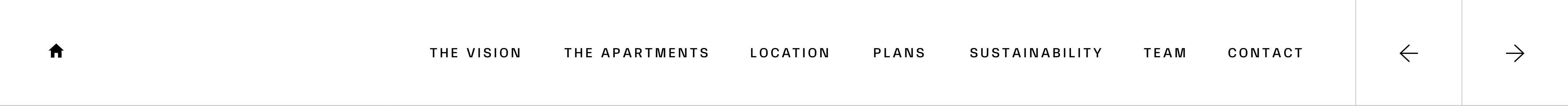



## Rathbone Market, Canning Town


Rathbone Market was one of the first new sustainable developments in Canning Town. Through our investment, we built 653 new mixed tenure homes, commercial space, a library, a community centre, new market square and market traders store for the historical Rathbone Market.


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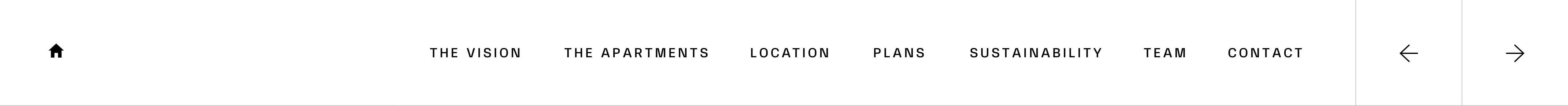
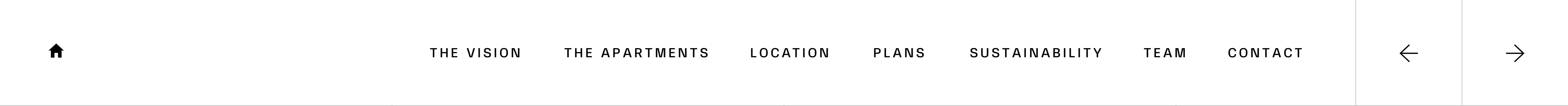




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# Disclaimer

This brochure is intended to give general information about properties which we have built or are building to assist potential customers who may be interested in acquiring one of those properties (subject to contract and availability). We take reasonable steps to ensure information is correct at the time of going to print but you should not rely on it. Certain information is approximate, and designs, features and facilities planned to be provided can often change during the development (for example, in response to market conditions or ground conditions). The latest information and plans are available from our marketing suite during normal working hours, and you can check the specification of each type of apartment prior to making a reservation. Nothing in this brochure or any of our materials, however, should be taken as a substitute for your own further enquiries, inspections, or independent legal advice.

## Individual apartment variation

The designs show the overall style of the development, but elevational treatments may vary between plots in orientation, architectural detail and in the construction, materials used externally and internally. These variations are designed to promote individuality and, in turn, to create a quality living environment. Our sales staff will be pleased to advise on the treatment specified for each individual plot. Please note window, door, balcony, and terrace configurations may vary depending on plot.

## Site plan

Site layout, design, features, and facilities are subject to change during the development and may vary on completion. Location and tenure of affordable homes are indicative and may change.

The Wider Stroudley Walk Regeneration Project incorporates:

- A new public pocket park and part-pedestrianised street
- A public landscaped courtyard play space for the local community and improved civic space
- Community hub
- Addition of 3 new commercial premises to enhance and activate this side of Stroudley Walk providing opportunity for independent retailers
- Cycle spaces are provided across the project in block E, block D and an external store on Arrow Road
- 4 residential blocks

Block A consists of

- 44 London Affordable Rent 1 bedroom to 4-bedroom homes over 6 to 7 storeys owned by Poplar HARCA

Block C consists of

- 15 London Affordable Rent 1 bedroom to 4-bedroom homes over 4 to 5 storeys owned by Poplar HARCA

Block D consists of

- 23 homes London Affordable Rent 1 bedroom to 4 bedrooms over 4 to 6 stores owned by Poplar HARCA

Block E consists of

- 192 homes Studio to 2 bedrooms homes of which Levels 1-5 are a combination of Open Market Sale & Shared Ownership, Levels 6-24 are open market sale homes, Studio to 2 bedrooms homes over 25 storeys
- 159 open market sales homes
- 33 shared ownership owned by Poplar Harca

As part of the planning consent for this development a number of new homes are designated as section 106 affordable housing. Other homes on the development are for open market sales which can be sold to a variety of interested parties including private individuals for owner occupation, investors, local authorities, and housing associations. This means that the tenure and location of properties on a development may change over time.

## Show apartment and spec images

Details and as built product may vary on completion. Internal computer-generated images are intended for illustrative purpose only. They are not representative of final layout or interior. Room styling and all related items such as furniture, soft furnishing, some window treatments and feature wall colours etc are not part of the specification and are for styling purposes only. Please refer to the specification section for more details or check specific layouts with our Sales Consultant. Images showing views are based on the site at the time the image is produced. We would like to bring to your attention landscapes change, views are based upon the apartment location and elevation are subject to change based on any future neighbouring developments. Therefore, a view which is unrestricted now may be restricted in the future.

## Specification

We reserve the right to change specifications from time to time. We may need to substitute equipment, appliances and materials mentioned in this brochure, but we will see to ensure that the replacement brand is of similar quality.





# Disclaimer

### Floorplans

Room dimensions and other measurements are approximate (with a tolerance of plus or minus 5% in the architects' drawings). They may differ (within or above this tolerance) in the property as built and you should not use them to purchase furniture, carpets, appliances, or other furnishings. The seller may need to make adjustments to the boundaries of the property and/or internal partition walls as design and construction progresses (these will not significantly alter area and will be notified to buyers). Maximum dimensions may include pillars, window bays, fitted wardrobes and other features. Kitchen and bathroom layouts, window, door, and balcony configurations – are an example for illustration only (actual layouts may vary from those shown).

Please consult our Sales Consultant for details of individual apartment types. Levels 1-5 are a combination of Open Market Sale & Shared Ownership; Levels 6-25 are Open Market Sale Homes.

### Images

Computer generated images and artists' impressions are intended to give an impression of the design, based on information available to the artist at the time the image is created. They are not intended to be an accurate description of any specific property, its location or the surrounding area. Images showing views are based on the site at the time the image is produced. Views are based upon the apartment location and elevation and are subject to change based upon future neighbouring developments. Therefore, unrestricted views may be restricted in the future.

We do sometimes need to make changes to designs including elevations, materials, finishes and features during the development and the final as built appearance may vary on completion. Internal images are for illustrative purposes and may include equipment, items or features which do not reflect the interior or specification. Furniture, soft furnishings, wall coverings etc. are not part of standard specification. Please contact our sales team for the latest information on specification.

### Journey times

Journey times to and from the property are taken from publicly available sources, are approximate and are subject to change from time to time (for example if timetables or available transport options change). Information is for guidance only and you should make your own independent enquiries as appropriate.

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We are a registered developer with New Homes Quality Board.





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