



NEW GARDEN QUARTER

S T R A T F O R D E 1 5



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*A contemporary interpretation
of the classic London Square.*

*Creating a beautiful living space on the fringe
of London's largest urban park.*

A brand new collection of 1, 2 & 3 bedroom apartments, villas and sky villas set around a beautifully landscaped 2 acre garden square, next to the Queen Elizabeth Olympic Park and the thriving commercial and retail heart of Westfield in fashionable Stratford.

*A new community of stylish apartments, villas and sky villas
set in trendy Stratford, the hub of 21st century East London*

New Garden Quarter is a striking, contemporary development of chic apartments and roomy villas located next to Stratford's world-renowned Queen Elizabeth Olympic Park, the destination Westfield shopping centre and the enviably connected Stratford Station. Set in landscaped grounds, these 1, 2 and 3 bedroom apartments are ideal for investors and perfect for professionals and families of all sizes to make their home. Only minutes by tube and train from Central London, they couldn't be better connected.

Arranged around a beautifully landscaped 2 acre garden square, New Garden Quarter benefits from facilities that include a 24 hour concierge, residents' gymnasium, proposed nursery, café and other commercial opportunities, as well as the extensive facilities available in fast-growing Stratford itself. Each home is built to the highest standard, creating a unique development in one of London's most talked-about districts.

**CONTEMPORARY
APARTMENTS, VILLAS
AND SKY VILLAS
CENTRED AROUND A
BEAUTIFUL 2 ACRE
GARDEN SQUARE**





THE TRADITIONAL LONDON SQUARE HAS EVOLVED



*Two acres of landscaped grounds
make New Garden Quarter 21st
century statement living at its best.*

*This new community has been
inspired by the elegance and
generous proportions of
classical London squares.*



The design of New Garden Quarter has a distinguished pedigree. Influenced by stately mansion blocks centred around green spaces, the contemporary architecture and landscaping of the development is a reinterpretation of the likes of Grosvenor Square for the 21st century. Both feature tall, elegant buildings that line public gardens, and demonstrate how sophisticated planning can bring grandeur and space to a development.

Because these spacious new mansion blocks are integrated with generous public open space, they are an exceptional setting for family life in an area that is benefiting from billions of pounds worth of public and private investment.

NEW GARDEN QUARTER & THE CHOBHAM FARM MASTERPLAN

New Garden Quarter is part of the wider Chobham Farm masterplan – a comprehensive regeneration to transform this part of Stratford into a flourishing new community. The development will provide much needed new homes for London, 8,000 square metres of commercial space and extensive landscaped parkland and public realm.

The Chobham Farm masterplan is the driving force behind a new residential neighbourhood providing visual and physical links between Stratford New Town and the East Village. Incorporating new shops, business space and community facilities, it makes New Garden Quarter a place which is enjoyable and desirable to live.

The vision is for a new residential neighbourhood of up to 1036 homes, extensive parkland and other public realm.

There is a strong focus on family housing with 46% of homes having 3 bedrooms or more. Chobham Farm will be a great place to live with 1.5 hectares of parkland and easy access to the Queen Elizabeth Park, along with the schools and health facilities within the Olympic Village.

In addition to a wide range of new homes, the masterplan makes provision for local shops, business space and community facilities.



CANARY WHARF

THE CITY

OLYMPIC STADIUM

STRATFORD INTERNATIONAL
RAILWAY STATION

STRATFORD STATION

WESTFIELD

AT THE
HEART OF
STRATFORD

BREATHING NEW LIFE INTO EAST LONDON



7km OF PATHS, NATURE TRAILS & WALKWAYS

The Olympic Park is an amazing place to experience the great outdoors, offering miles of scenic paths and trails for you to enjoy. Walk alongside the river, stop off at one of the many cafés, or simply gaze at the many different gardens and open spaces.



15 acres OF PARKLAND

If you love nature, the Olympic Park offers 15 acres of parkland and over 100 acres of open space to explore. You'll find gardens filled with flowers, rolling meadows and beautiful wetlands. Many of the gardens and meadows have been designed by world-class landscape artists and each area of the park has its own distinct character - from the green spaces by the River Lea to modern pleasure gardens in the south of the Park.



6 playgrounds TO EXPLORE AND ENJOY

In the north of the Park, you'll find the Tumbling Bay playground, an amazing space with rock pools, sandpits, tree houses, bridges, slides and more. Further south there's a huge expanse of play areas with huge red rocks to climb on, oversized swings, broad slides, a climbing wall and a glittering fountain with 195 individually controlled jets of water.



INSPIRING A GENERATION



2012 was a magical year that saw Team GB punch well above its weight in the Summer Olympics – and part of their success was down to the world-class facilities created in Stratford. Today the Queen Elizabeth Olympic Park has given the area an exceptional legacy to enjoy, right next to New Garden Quarter.



The Queen Elizabeth Olympic Park offers you world-class facilities in the heart of vibrant Stratford

Free to visit every day of the week, the Park is now home to the London Stadium, the London Aquatics Centre, the Copper Box Arena, the Lee Valley VeloPark plus the Hockey and Tennis Centre. There's also the iconic ArcelorMittal Orbit, the world's longest and fastest tunnel slide, not to mention parklands, waterways and many different playgrounds and cafés. Whether you love sports, scenery or relaxation, you'll always find plenty to see and do.



*Westfield Stratford City,
a world class destination for*

FOODIES AND FASHIONISTAS

*Explore the largest covered shopping centre in
London – it's a treasure trove of top brands,
fine food and chilled cafés*

If you love to shop till you drop, then Westfield is a paradise on your doorstep. With some 350 stores and restaurants and enough floorspace to cover 30 football pitches, it is the largest covered shopping centre London has to offer. It's also a major destination for lovers of luxury brands, with outlets to suit all styles and looks.

Westfield is also a top location for experiencing new flavours, with a great variety of restaurants and bars and food courts. Whether you are looking for a fine dining experience, quirky world cuisine or simply food-on-the-go, you can choose from over 80 places to eat.



350 SHOPS

Westfield offers 350 shops and services over three floors, giving you almost unrivalled choice.



24 HOUR CASINO

Offering more games than any other UK casino, Aspers Casino is the place for a flutter at any time of day or night.



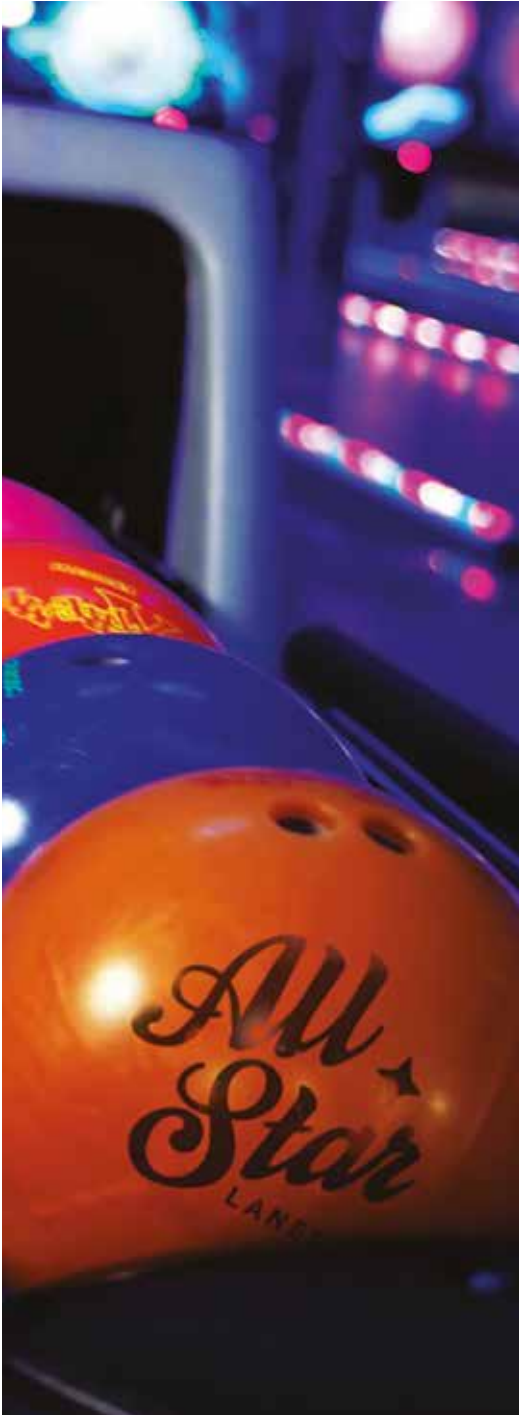
83 PLACES TO EAT

From Italian to Thai, Caribbean to Mexican, fine dining to fast food, Westfield truly has great cuisine.



10 BARS

Treat yourself to champagne at Searcys or drop by Las Iguanas, Bumpkin or one of the many stylish bars that offer a warm welcome.



14 LANE BOWLING ALLEY

All Star Lanes is a luxury bowling venue that also boasts a 12-cover restaurant and a great cocktail bar.



20 SCREEN CINEMA

Vue Westfield has the most screens of any UK cinema. Seven are 3D, three have luxury seating and one offers VueXtreme large format.

A photograph of two women walking through a modern shopping mall. The woman on the left has curly hair and is wearing a grey long-sleeved top and a pleated skirt. The woman on the right has long brown hair and is wearing a black leather jacket over a white top and shiny purple pants. They are both smiling and looking at each other. The background shows a large glass storefront with a decorative white geometric pattern above it. Inside the store, various items are visible on shelves and displays.

Westfield Stratford City

A WORLD OF DESIGNER BRANDS

*If you like to dress to impress, Westfield Stratford City is
the place to explore dozens of top brands under one roof*

From Lacoste to Zara, Hugo Boss to Jimmy Choo and Versace and Swarovski, there is no shortage of designer brands to choose from. Whether you want to update your look, shop for shoes and accessories or simply hunt for gifts, you'll always find what you're looking for.



A TASTE OF GLOBAL CUISINE JUST MINUTES FROM HOME



CABANA



THE COW



LOTUS LEAF



WAHACA

When you visit Westfield, the Great Eastern Market is the place to go for unusual and independent food outlets, such as jamon specialists Enrique Thomas and sushi experts at Umai by Japan Centre. The World Food Court offers flavours from across the globe, while The Street & Chestnut Plaza is home to stylish restaurants and contemporary eateries. Finally, if you're in a rush, the Fast Food Court has all the choice you need.

Venture a little further afield and you can enjoy great restaurants such as the East Twenty Bar and Kitchen in the shadow of the Arcelor Mittal Orbit, Forman's riverside bistro by the River Lea and East Village's Darkhorse, which offers excellent Spanish and Italian cuisine. As you explore you'll find quirky eateries with top reputations and imaginative menus – modern Stratford is truly a restaurant fans' paradise.

From music to art, circus performances to microbreweries, Stratford and the surrounding area is bursting with culture and character



Music festivals

East London's newest destination has so much culture and character to offer. You'll be a short distance from Victoria Park, which hosts the Lovebox festival for dance, hip-hop and pop music, the Citadel Festival for indie music and the Field Day festival which showcases independent and mainstream artists.



Victoria Park



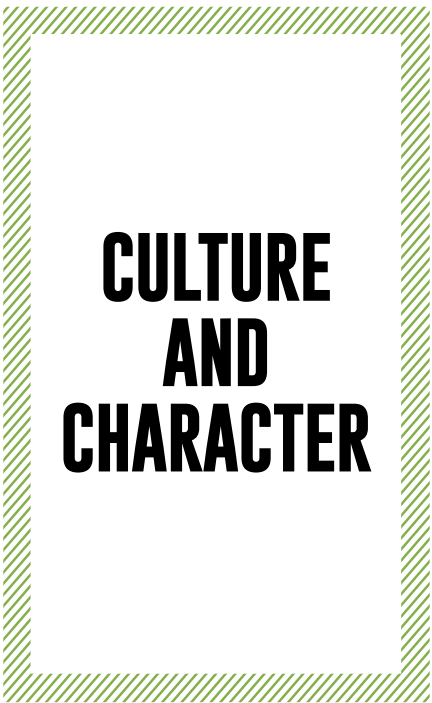
Stratford Shoal



Stratford Centre



The Printhouse



Roof East

Modern public art is very visible near your new home, with the most famous examples being the Stratford Shoal sculpture at the Stratford Centre and the Railway Tree in the High Street. More traditional examples include an 1840 statue of William Shakespeare and a 1994 memorial to Gerard Manley Hopkins.

If you love performance, the Theatre Royal Stratford East is an award-winning venue with an entertainment-packed programme. You'll also witness plenty of great street performances and you'll find the Stratford Circus Arts Centre in Theatre Square. And if you're looking for stylish places to eat and drink, you'll soon see there is plenty of choice - from microbrewery and bar Tap East to great food, beer and cocktails at Print House.



Railway Sculpture



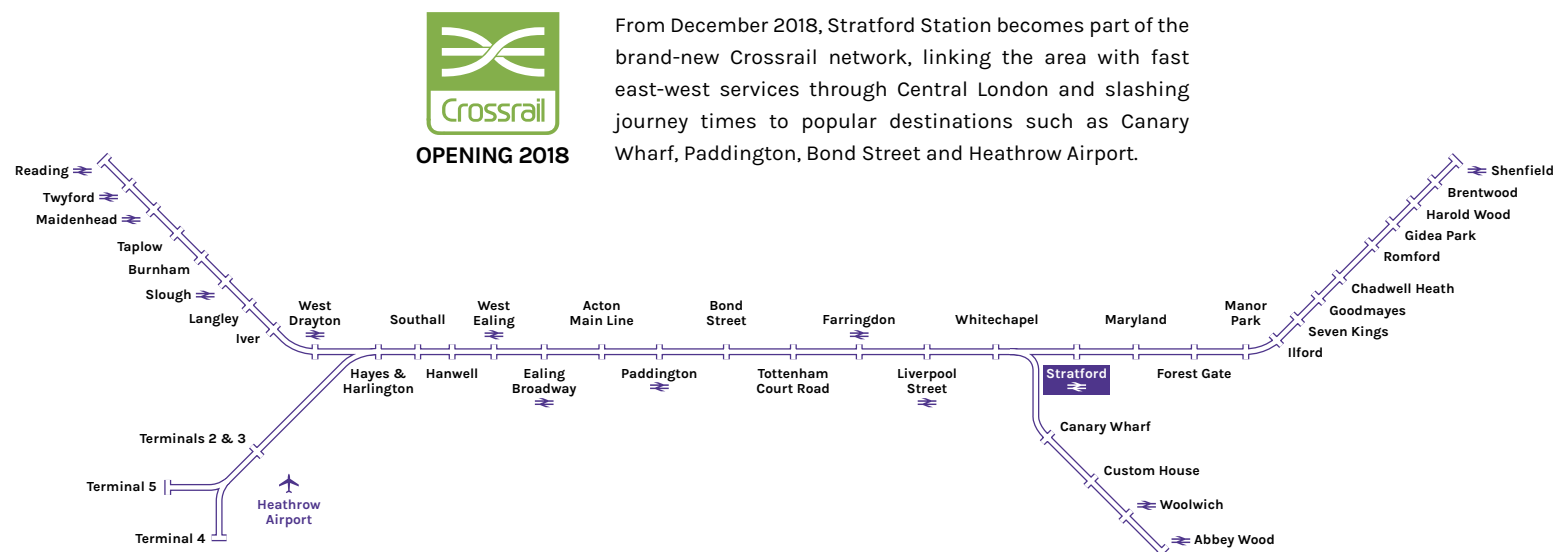
Theatre Square

CONNECTED TO THE CITY AND BEYOND

Whether you like to travel by bus, train, tube or bike, Stratford is exceptionally well connected

Stratford is one of the best-connected areas in London. Stratford Station is served by the Jubilee and Central underground lines, the Docklands Light Railway and mainline trains on the Liverpool Street to Norwich route. You can be in Central London within minutes and also quickly reach Bond Street in 15 minutes, Canary Wharf in 8 minutes and Heathrow airport in 43 minutes.

Stratford International offers high-speed trains that can take you to St. Pancras in 6 minutes and link you to services via the Channel Tunnel. From 2018, Crossrail services will also begin serving the local station, giving you access to the much heralded east-west transport link across London. From then, you will be able reach Bond Street in 15 minutes, Canary Wharf in 8 minutes and Heathrow airport in only 43 minutes.



From December 2018, Stratford Station becomes part of the brand-new Crossrail network, linking the area with fast east-west services through Central London and slashing journey times to popular destinations such as Canary Wharf, Paddington, Bond Street and Heathrow Airport.



195 TRAINS PER HOUR

Stratford has regular trains to Liverpool Street and East Anglia, not to mention an excellent DLR service and the upcoming link with Crossrail.



74 TUBES AN HOUR

Stratford Station gives you access to the Central and Jubilee lines, meaning you can get to Central and South London within a matter of minutes.



2 DLR STATIONS

The Docklands Light Railway can quickly take you from Stratford or Stratford International to destinations that include Bank, Canary Wharf, London City Airport and Canning Town.



17 BUS ROUTES

If you prefer to travel by bus, Stratford is served by an excellent variety of bus routes that are perfect for exploring East and Central London above ground.



43 CYCLE ROUTES

From a cycle superhighway to a network of commuter and leisure routes, getting around by bike is not only easy but can take you to some of East London's most beautiful scenery.

PERFECTLY LOCATED





*Whether for commuting or for leisure,
your new home is only a short distance
away from the centre of London*



**KING'S CROSS/
ST. PANCRAS**

▶ 6 minutes
⌚ 24 minutes

The ultra high speed Javelin train service came to Stratford in time for the 2012 Olympics and can now whisk you to St. Pancras International in an incredible six minutes.



THE CITY
⌚ 10 minutes

For City workers, Stratford offers affordable living only 10 minutes away. Even if you don't work there, there's plenty to explore within the Square Mile, from the Barbican Centre and the Museum of London to the iconic Gherkin and the Tower of London.



CANARY WHARF
⌚ 8 minutes
⌚ 10 minutes

You can be in the heart of Canary Wharf in next to no time, ideal if you work in the capital's new financial district or want to enjoy the area's high-end restaurants, bars and entertainment venues.



WEST END
⌚ 19 minutes

It doesn't take long to get across town to the West End - Oxford Street is only 19 minutes by Tube, making it easy and convenient to explore the area's flagship stores and theatres.

ONE CANADA SQUARE

VIA ADAMS PLAZA BRIDGE

**CANARY WHARF IN
JUST 8 MINUTES**

Home to many of Europe's tallest buildings and most iconic global firms, Canary Wharf is the global European HQ of many of the world's largest banks, professional services, technology and media companies. Now a serious competitor with the City of London for the crown of Europe's top business district, it also offers exceptional restaurants, nightlife and shopping.

14M

*Sq ft of retail
and office space*

105K

*people are employed
in the area*

770FT

*One Canada Square is
the UK's tallest building
after the Shard*

120

*fashion outlets
in Jubilee Place*

A WORLD CLASS VENUE ON YOUR DOORSTEP

Greenwich's state-of-the-art arena, the O₂, hosts a whole variety of world-class acts and also includes a bowling alley, cinema, exhibition spaces, clubs, bars and restaurants

Live Music

The O₂ Arena is one of the capital's premier music venues, where you can see some of the biggest names and best acts in the business. From Little Mix to Depeche Mode, there are great events for all tastes.

Bars & Restaurants

The O₂ is home to over 30 bars and restaurants, ranging from Gaucho and the Gourmet Burger Kitchen to All Bar One and the Lanson Champagne Bar. From a quick drink to a leisurely meal, the O₂ has you covered.

Entertainment

From family days out to boxing matches, Prosecco Festivals to top-name comedians, the O₂ offers a huge range of events and entertainments – not to mention a great selection of films in its cinema.



A BRIGHT FUTURE FOR STRATFORD



£9 BILLION
of private investment

The amount of private investment in the area has been staggering, and includes hundreds of millions being spent on projects that include Westfield, new residential and commercial districts, hotels, offices and university campuses. The money looks set to keep coming – with estimates predicting that a minimum of £22 billion will have been invested in Stratford by 2025.



£3 BILLION
investment in transport infrastructure

Stratford has fast become one of the best-connected places in the capital and its station has become the sixth busiest in London, with 100 million users annually. With huge investment in Crossrail, the Jubilee Line, Stratford International, cycling infrastructure and more, it has never been easier to get around London.

**8,000
HOMES**

Since the Olympics, perceptions of Stratford have changed dramatically and it is now seen as one of the most desirable places to live in London. As a result there is now high demand for quality homes and it has been projected that some 8,000 will be built. Demand in the area will always outstrip supply, but we are proud to be the driving force behind some of the best and most desirable new properties in the area.



**42,000
JOBS**

With the rapid growth of private and public investment, thousands of new jobs have been created in Stratford. From top professional careers to a whole host of different industry jobs, Stratford is leading the way as a powerhouse for business innovation. At least 42,000 jobs will have been created as a result of the Olympic legacy, with some estimates predicting that there will be 100,000 new roles by 2025.



MAJOR INVESTMENT IN A VIBRANT FUTURE



Photograph courtesy of Guy Archard.

Stratford's future as East London's cultural, educational, commercial and leisure powerhouse is assured as multi-billion pound investment continues to pour in.

Stratford Waterfront, the ambitious Cultural and Education District on two sites of the Olympic Park, will bring together new facilities from iconic organisations that include University College London, the Victoria & Albert Museum, Sadler's Wells and the London College of Fashion. UCL's new campus alone will offer a radical new model of how a world-class research university will play a sustainable and leading role in an expanding community, attracting approximately 25,000 students.

The new International Quarter will add to the mix, becoming the new home for progressive businesses and offering modern workspaces that encourage agile working and innovation. Prominent names making their home here include the Financial Conduct Authority, Transport for London, Cancer Research UK and the British Council.

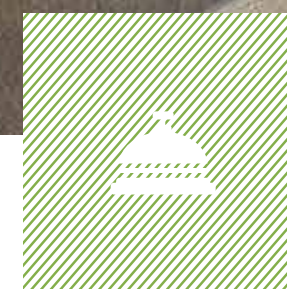
Here East has fast become the digital hub for East London and is already home to key tenants such as BT Sport, Ford and Matches Fashion along with world-renowned academic institutions; Loughborough University in London supporting masters and postgraduate studies in business and sports disciplines and UCL, home to The Bartlett School of Architecture and the Institute of Robotics. Here East brings together innovators and entrepreneurs to collaborate on campus and develop new technologies.

Investment attracts investment, innovation draws in innovation and Stratford is like no other area of London in terms of 21st century regeneration – with a buzz that's attracting the best and brightest in so many fields, and investors who see the area becoming more desirable by the day. It truly is a modern, unique and amazing place to make your home.

STYLISH APARTMENT LIVING WITH A GREENER OUTLOOK

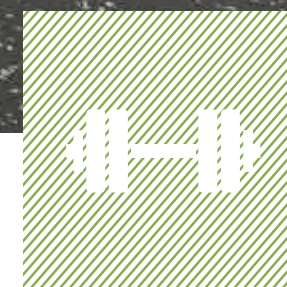
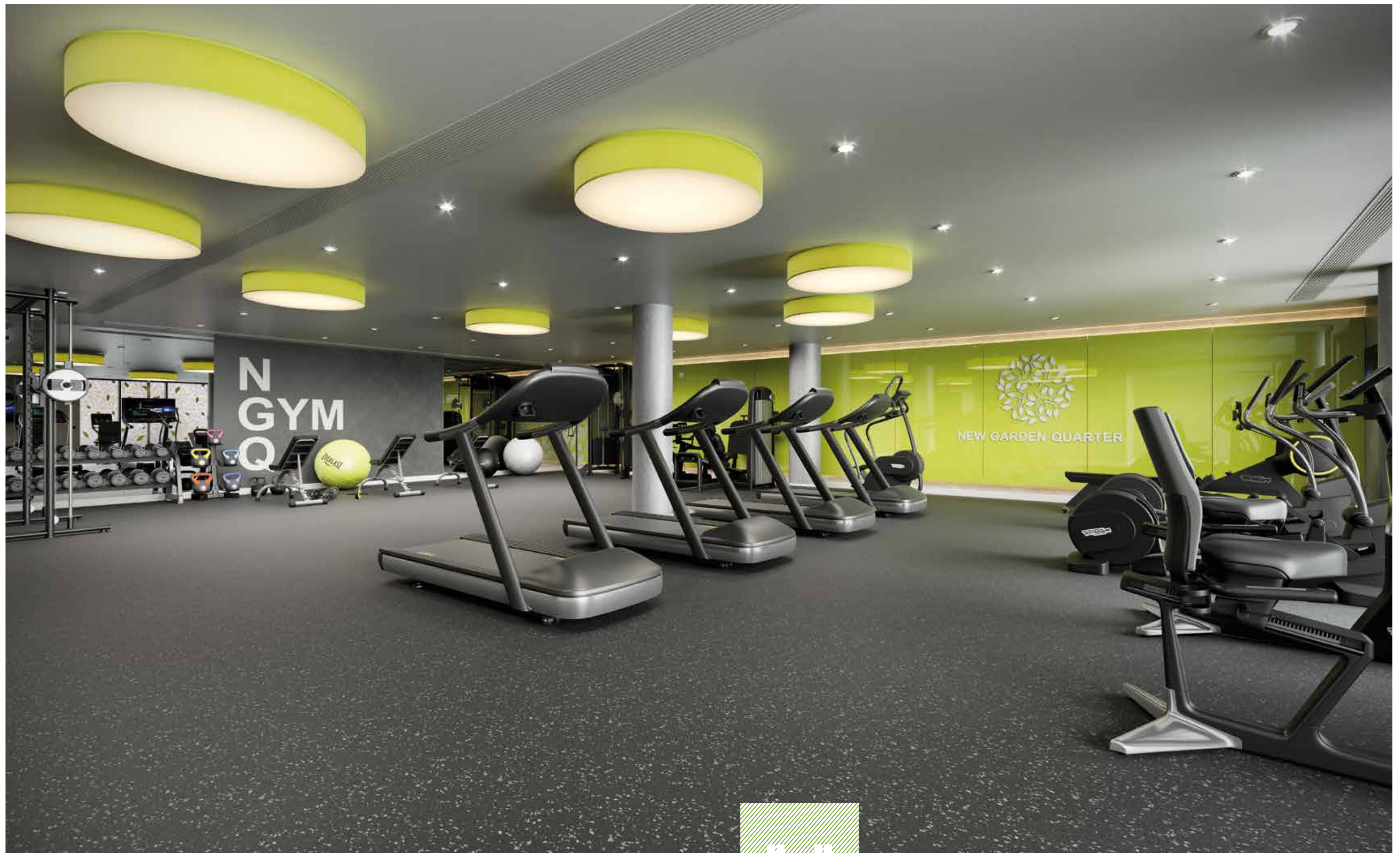
New Garden Quarter integrates elegant modern design with beautifully landscaped public and private green spaces, a proposed nursery & café, residents' gymnasium and the peace of mind of a 24 hour concierge





CONCIERGE

A 24 hour concierge service means you'll always be welcomed home and you'll know that security is taken care of.



RESIDENTS' GYMNASIUM

Keep fit and healthy in New Garden Quarter's fully equipped residents' gymnasium, stocked with first class exercise equipment.



INSPIRED INTERIORS

Each room in your new home has been designed to a high specification, with sleek modern appliances, quality fittings and luxurious underfloor heating. Making the best use of natural light, and using inspired layouts to maximise space, these properties are like a high quality canvas waiting for you to make your very own design impression on them.

QUALITY AND ATTENTION TO DETAIL



Bathroom



Ensuite



GENERAL FEATURES

- 24 hour concierge service
- Residents' gymnasium
- Underfloor heating
- Bicycle storage
- Car parking available by separate negotiation

KITCHENS

- High-gloss white, handle-less fitted units from London designer Urban Myth
- Stone worktops
- Fully integrated Smeg appliances: stainless steel oven, ceramic hob, extractor hood, dishwasher, fridge/freezer, microwave & washer/dryer
- Glass splash-backs
- Feature lighting under wall units

BATH & ENSUITE SHOWER ROOMS

- Pure white bathroom suites with chrome taps and mixers
- Bath with thermostatic shower mixer and glazed screen (where applicable)
- Large shower enclosure to ensuite
- Contemporary porcelain & ceramic tiling
- Large vanity mirror
- Towel warmer
- Bespoke cabinetry with built in storage & low voltage socket

FLOORING

- Kitchen, living room & hallway in woodstrip laminate flooring
- Bedrooms carpeted in a soft grey colour tone

DÉCOR

- Smooth finish to all walls & ceilings, painted in white emulsion
- White satinwood finish to doors & woodwork

FIXTURES & FITTINGS

- Fitted wardrobe to main bedroom
- Satin silver chrome door handles
- Recessed downlights to kitchen, living room & bathrooms
- SkyQ, TV and telephone outlets to living room, with TV outlets to all bedrooms

SECURITY & WARRANTIES

- Video entryphone system to all apartments
- Monitored CCTV system
- 10 year 'NHBC' warranty
- Two year 24/7 emergency cover
- Comprehensive induction with dedicated Customer Service Manager





building a LIVING LEGACY

At Telford Homes we are passionate about developing the homes and creating the places that London needs. Homes that are bespoke to their vibrant locality and which enable you to lead a healthy, sustainable lifestyle in one of the world's greatest cities.

Building a Living Legacy is our strategy to help to achieve this, the four pillars are:



LIVING LEGACY

We make sure that the homes and places we create:

Are designed for modern living: We create memorable places that you will be proud to call home, and that are exciting, relaxing and secure.

Enable strong communities: We will help you to get to know your neighbours and the things you'll enjoy locally.

Facilitate healthy lifestyles: We provide facilities wherever possible to help you keep fit and give you access to green open spaces.



BALANCED RESOURCES

In using resources efficiently our aim is to:

Contribute to a healthy environment: We are helping to improve local air quality by using low-carbon technologies and generating renewable energy.

Send no waste to landfill: We are recycling the waste we create when we build your home and encourage you to use the recycling bins provided in your home.

Keep your local reservoir full: We use water smartly when building your home and have installed water efficient devices in your kitchen and bathroom that also save you money.



CREATIVE BUILDING SOLUTIONS

Your home has been designed to:

Minimise your energy bill: We use a range of highly efficient technologies to keep you warm in winter and comfortable in the summer.

Provide you with on-site energy: Many of our developments have efficient on-site energy plants that help to reduce your costs and provide cleaner energy.

Last for generations: Your home has been built to the highest quality and has been designed to be durable and long-lasting.



SMART BUSINESS

To ensure that we deliver on our promises to you we:

Empower our employees: By providing a working environment that enables them to achieve their undoubted potential.

Encourage good governance: We live by our values and Building a Living Legacy is embedded into our culture.

Work in partnership: We maintain strong relationships with our customers and partners to enable us to create the best homes and places.

99%
OF OUR CUSTOMERS
RECOMMEND US

*The Telford Homes
brand delivers high
quality, highly desirable
new homes that are
supported by first-class
customer service.*

The Telford Homes brand is about consistent delivery of high quality, desirable new homes supported by dedicated customer service, providing the perfect balance of product finish and service excellence.

Our dedicated customer service team spend up to 80% of their time on site, undertaking quality control checks throughout each and every apartment during construction to ensure consistently high standards of finish and function. Right up until completion, the team are spending time with buyers, carrying out pre-completion inspections. On the day of legal completion they complete handovers

and demonstrate all working features with our owners or their tenants.

Each customer service team member has a detailed knowledge of every Telford Homes development, so at any contact point they will be able to offer advice and answer most questions. For the first two years, we also provide a 24/7, 365 days a year free emergency service, to ensure there is always someone to help with any urgent problems that may arise out-of-hours.

Up to 65% of Telford Homes' customers buy with renting-out in mind at some stage.

Local contacts with reputable letting and management agencies, furnishing specialists and our own tenants induction service can all support you in this business. This (with proven yields and high occupancy levels over recent years) may well be why 99% of surveyed customers who took ownership of a Telford Homes property would recommend us to their friends and family.

This survey is provided by In-house Research, an independent market research company who interview our buyers six weeks after legal completion.

Award winning developers



Tel: +44 (0)1992 809800
www.telfordhomes.london

Telford Homes Plc
Telford House, Queensgate, Britannia Road, Waltham Cross, Herts EN8 7TF.



These particulars are for illustration only. We operate a policy of continuous improvement and individual features such as kitchen and bathroom layouts, doors, windows and elevational treatments may vary from time to time. Specification details are for guide purposes only and remain subject to change without prior notice. Should a replacement be required this will be to an equal or higher standard. Consequently these particulars should be treated as general guidance only and cannot be relied upon as accurately describing any of the Specified Matters prescribed by any order made under the Property Misdescriptions Act 1991. Nor do they constitute a contract, part of a contract or a warranty. New Garden Quarter is a marketing name and may not form part of the final postal address. Computer generated images are indicative only and may be subject to change. Details correct at time of going to print E and OE.

A joint venture between Telford Homes Plc & Notting Hill Housing

www.telfordhomes.london