

# POPLAR RIVERSIDE

E14

CREATED BY

**St William**

Designed for life



# BE MORE POPLAR

**BE MORE NATURAL.**  
TIME FOR YOURSELF, FOR FINDING THE  
BALANCE THAT WORKS FOR YOU.

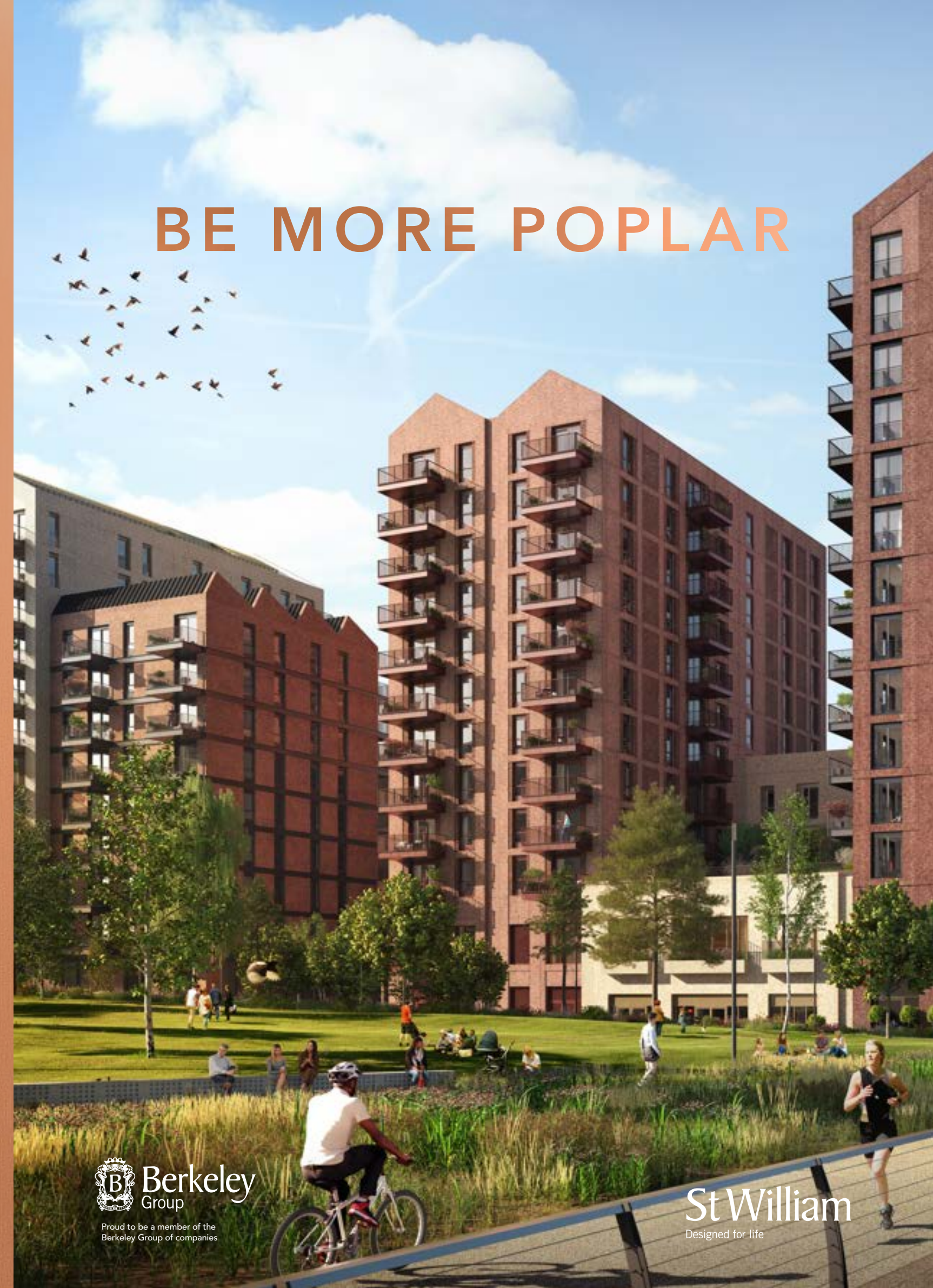
**BE MORE GREEN.**  
A POSITIVE IMPACT, AS PART OF A SOLUTION  
THAT'S CHANGING THE WORLD.

**BE MORE INDULGENT.**  
EVERYDAY LUXURIES YOU DESERVE,  
THAT IMPROVE YOUR SENSE OF WELL-BEING.

**BE MORE AT HOME.**  
A HOME THAT MAKES THE DAY COMPLETE,  
FROM WAKING, TO WORKING, TO RELAXING.

**BE MORE CONNECTED.**  
CONNECT WITH THE INDOORS AND THE OUTDOORS,  
IN ONE OF THE WORLD'S GREAT CITIES.

\*All images shown are computer  
generated images



 **Berkeley**  
Group  
Proud to be a member of the  
Berkeley Group of companies

**St William**  
Designed for life





# CITY, RIVER, PARK, CLUB INSPIRED BY LIFE SHAPED BY LANDSCAPE

Poplar Riverside is located on the banks of the River Lea just 1.7 miles from Canary Wharf. The scheme will include over 2,800 homes and a 2.5-acre public park, conveniently situated in Zone 2/3.

On foot, Canning Town Underground station is under a mile away, while by bike, Canary Wharf can be reached in 12 minutes and Stratford in 16 minutes.

The 20 acres at Poplar Riverside are being transformed into a genuine indoor/outdoor living experience with over half the area dedicated to green, open space.

The new public square at the centre of Poplar Riverside is primed to host events, whilst the riverside pub, commercial gym, crèche, grocery stores, restaurants, cafés and 500m riverside walkway provide the potential to connect to a proposed new pedestrian bridge\* over the river for an easy commute to the City.

The stunning 16,000 sq ft of residents' facilities at The Riverside Club have been designed by award-winning Bergman Interiors. They include a large co-working suite with open plan spaces, meeting rooms, private hire dining rooms and a bar, as well as private outdoor terraces, a lobby-style Great Room, private cinema room and games room.

The first floor Riverside Spa includes a 20m pool, jacuzzi, private treatment room and salt and steam rooms, with views of the River Lea.

Poplar Riverside has a clear connection to outdoor living and one of the world's greatest cities. St William has brought together an exciting team of architects, landscape and interior designers to create a vibrant urban village.

**Poplar Riverside will create a lifestyle that balances work with home life, excitement with relaxation, and inspirational city living with wildlife. A more natural approach to urban living.**

Poplar Riverside, created by St William

\*Subject to third party land owners and local authority agreement



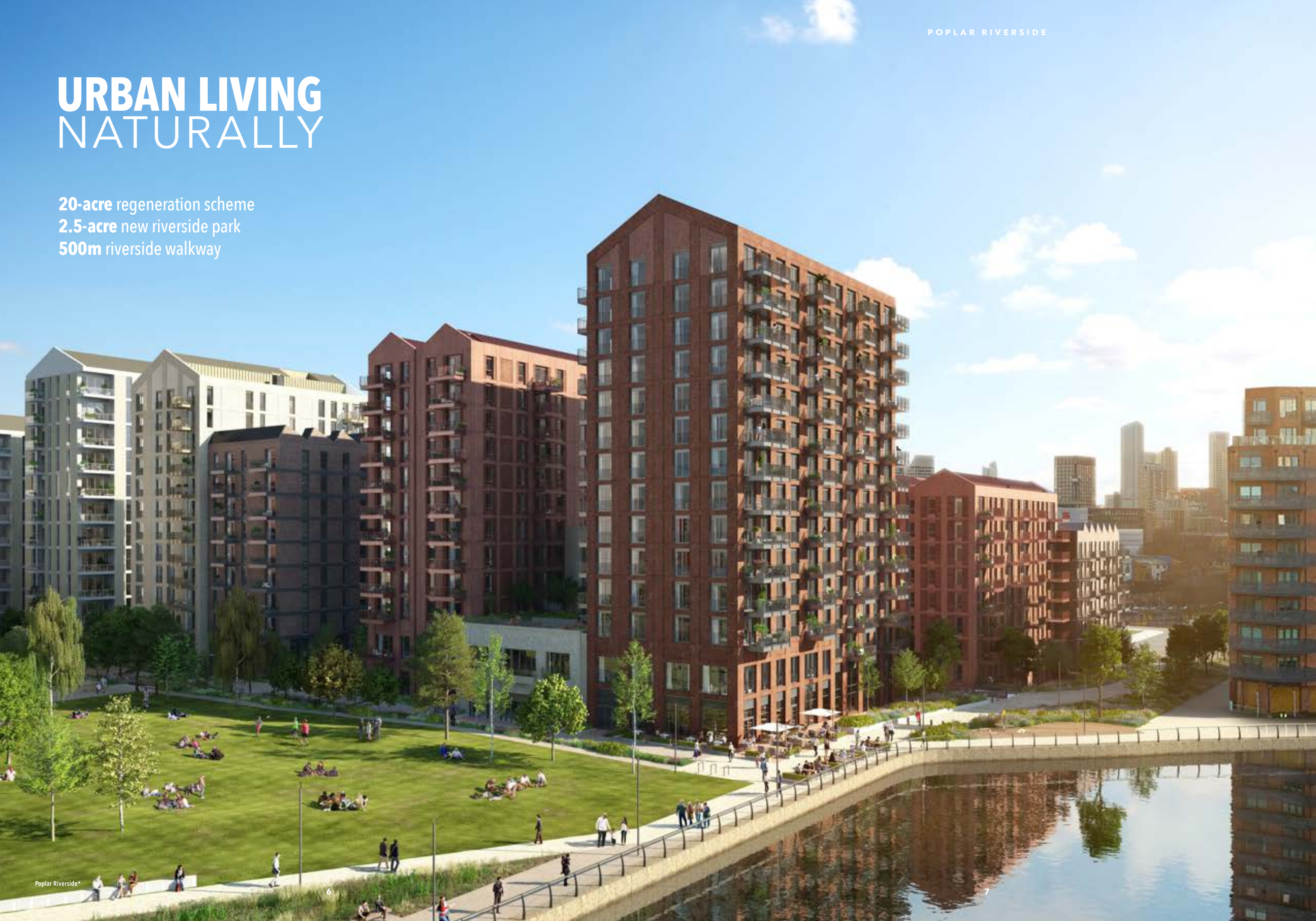
# CITY VIEWS RIVERSIDE LIVING

**2,800** new homes  
**Suites, 1, 2, and 3** bedroom homes  
River, park, and city apartment views



# URBAN LIVING NATURALLY

**20-acre** regeneration scheme  
**2.5-acre** new riverside park  
**500m** riverside walkway





# THE RIVERSIDE CLUB **WORLD-CLASS** RESIDENTS' FACILITIES

**16,000 sq ft** of residents' facilities including a **20m swimming pool** with views, vitality pool, sauna, salt, and steam rooms, residents' **lounge** and **co-working** spaces, **games** room and **cinema** room.



THE  
RIVERSIDE

*Club*



# A VIBRANT NEW EAST LONDON NEIGHBOURHOOD

THE O2

LONDON CITY ISLAND

CANARY WHARF

RIVER LEA

**POPLAR  
RIVERSIDE**  
E14

THE CITY

CANNING TOWN STATION 

EAST INDIA STATION 

POPLAR STATION 





# BE MORE NATURAL LIFE AT THE WATER'S EDGE

With over 500m of frontage to the River Lea, Poplar Riverside offers ever-changing views and proximity to nature, together with Canary Wharf and Central London within easy reach.





# RIVERSIDE LIVING

UPLIFTING LIFESTYLE

The River Lea frames Leven Banks; the new beautifully landscaped 2.5-acre park including the new 500m riverside walkway.





# TAKE TIME OUT ON THE RIVERBANK

A new pub along the 500m riverside walk is complemented by a vibrant neighbourhood with cafés, crèche, supermarket and shops.



# BE MORE GREEN MAKE NATURE YOUR COLOUR



# 2.5-ACRE RIVERSIDE PARK

The natural surroundings accentuate the neighbourhood, with 227 semi-mature trees and tens of thousands of plants spread across landscaped parkland and walkways, and over half the site dedicated to open space.

This includes the 2.5-acre Leven Banks which has been designed to be used all year round; with an adventure and nature playground for children to explore, plus lounge seating, quiet corners for lazy afternoons, and larger spaces to host gatherings with family or friends.



Leven Banks park – subject to planning\*

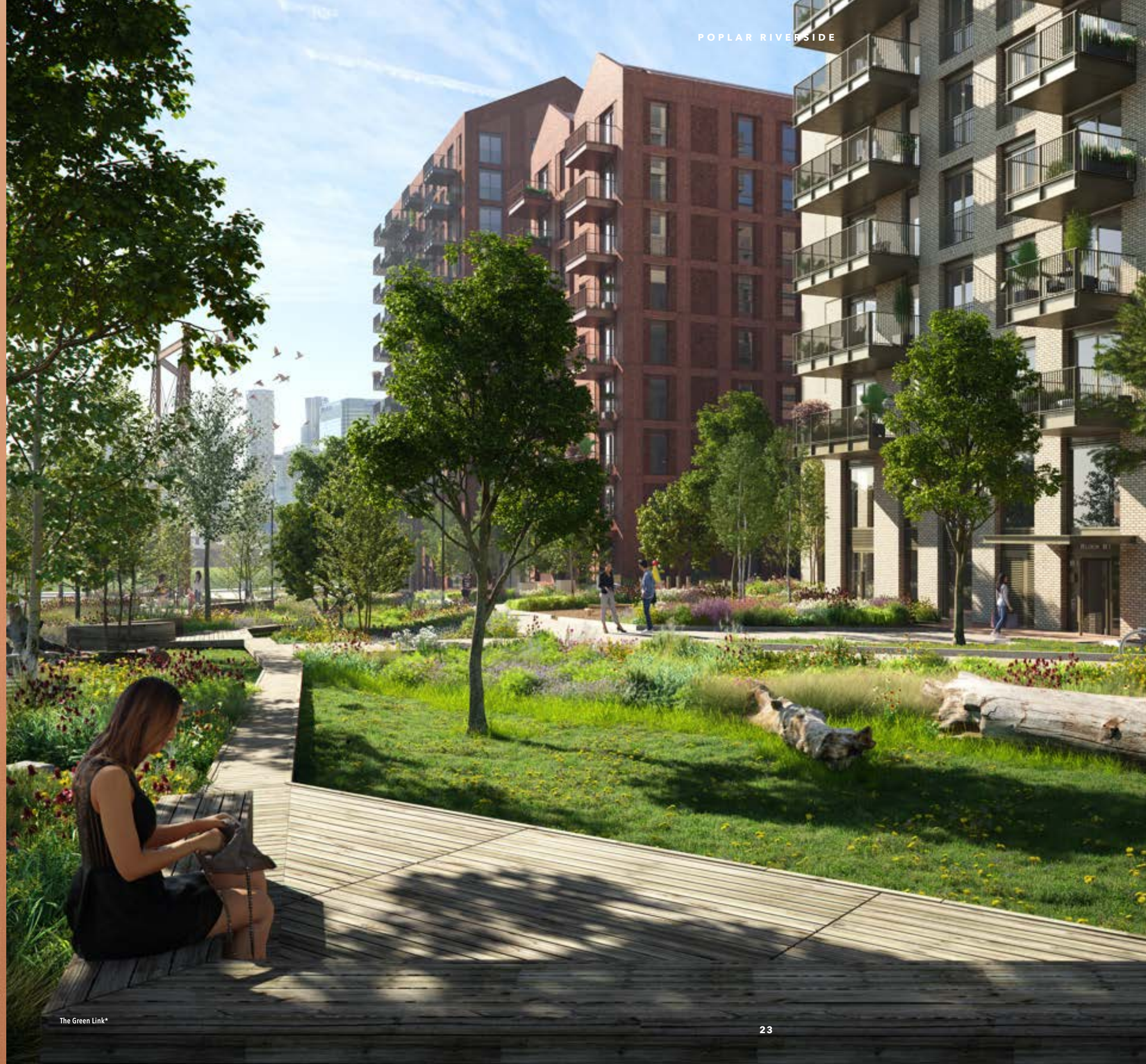


# LANDSCAPED SPACES SO NATURE CAN FLOURISH

Biodiversity is essential for urban spaces; it helps wildlife to thrive, brings greenery to city neighbourhoods and is proven to improve health and well-being.

The Green Link has play areas, habitat features including stepping stones and large fallen trees, over 5,000 sq ft of lawns and over 6,000 sq ft of planting.

Poplar Riverside's plants and materials have been carefully chosen to complement the neighbourhood's ecology and biodiversity as well as for their aesthetic appeal, creating a biodiversity net gain of 55%. The result is a blend of different types of natural environments; a home for bees, birds and butterflies that residents and visitors can also enjoy.





# CONNECTING THE PARK SQUARES AND GARDENS

The Green Link runs the length of Poplar Riverside and features over 6,000 sq ft of planting. As well as connecting the park, square and gardens, it provides a beautiful green frontage for the on-site cafés and restaurants.



Pathway connecting  
to the Green Link\*



Shelduck Square\*

POPLAR RIVERSIDE

# SHELDUCK SQUARE

**10,000 sq ft**  
NEW PUBLIC SQUARE

Sitting at the centre of Poplar Riverside, Shelduck Square offers an inspiring new space for public performances, outdoor dining, or remote working.





THE  
RIVERSIDE

*Club*

**BE MORE INDULGENT**  
WORK, REST  
AND PLAY

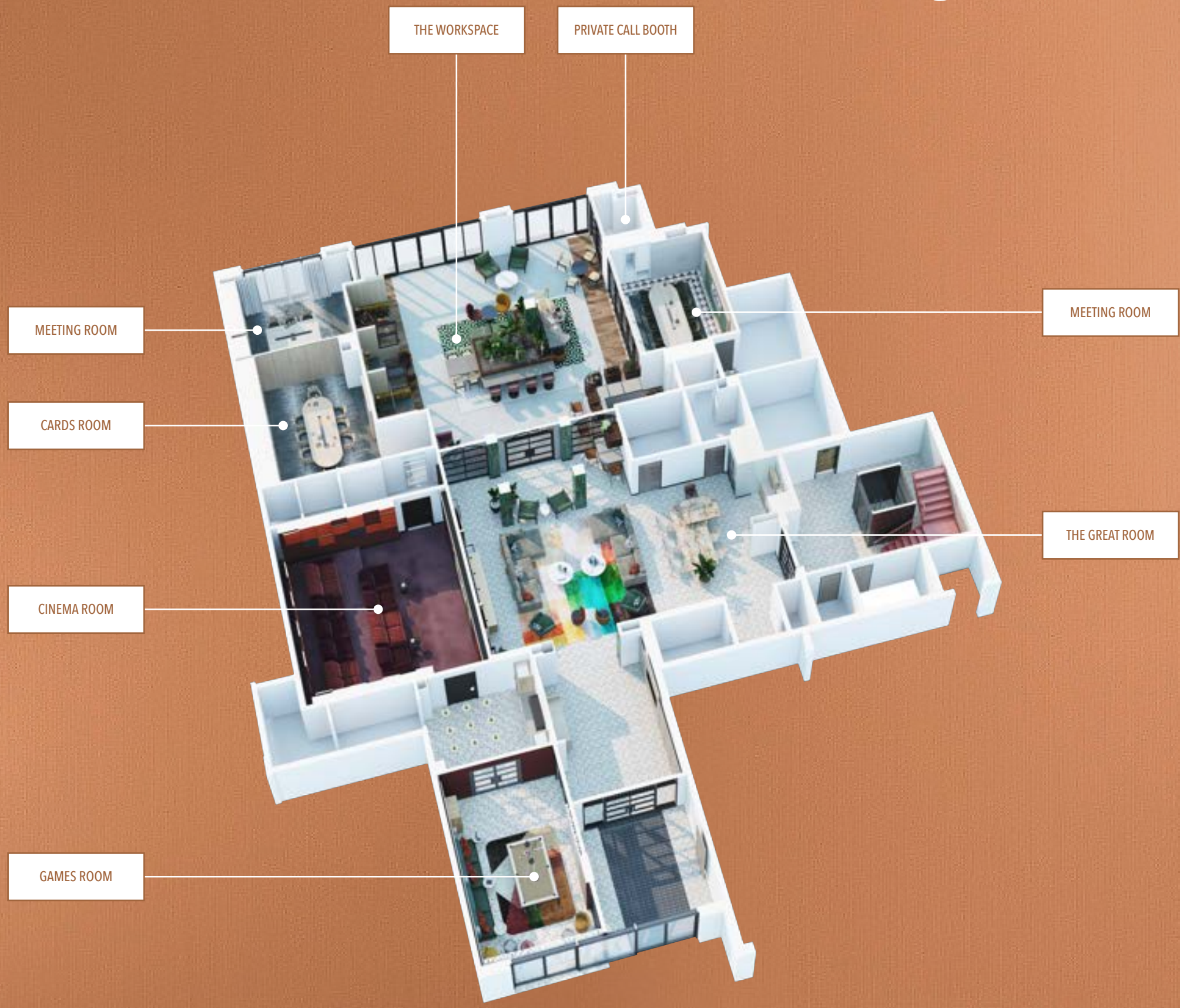
The Riverside Club at Poplar Riverside includes 16,000 sq ft of outstanding world-class facilities – from the relaxing spa to the exclusive residents' lounge and workspaces, balancing elegance with convenience.





# GROUND FLOOR

THE RIVERSIDE  
*Club*

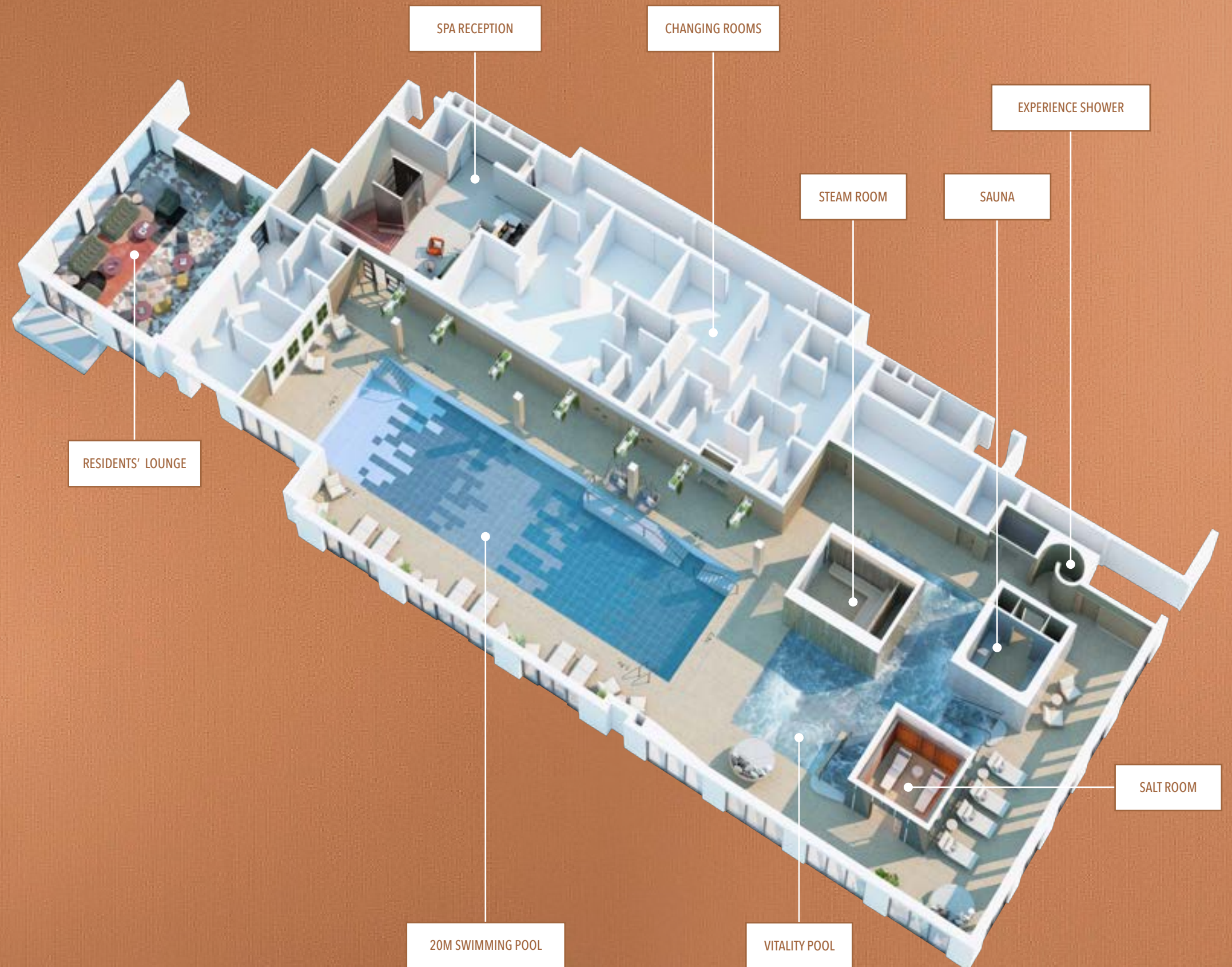






# FIRST FLOOR

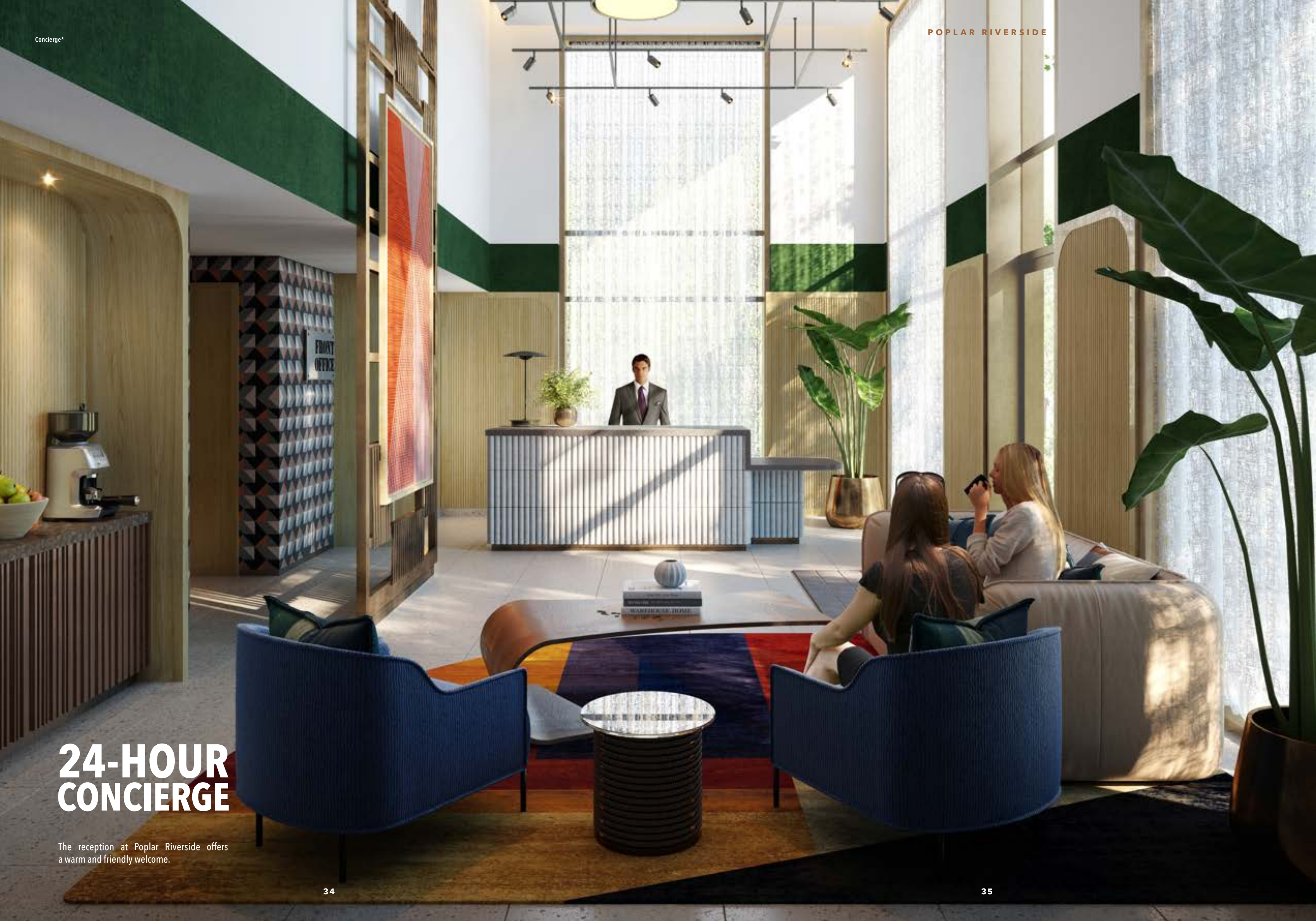
THE RIVERSIDE  
*Club*





# 24-HOUR CONCIERGE

The reception at Poplar Riverside offers a warm and friendly welcome.













# FLEXIBLE CO-WORKING

The Riverside Club will have over 1,000 sq ft of co-working space, making it easy to work remotely.

With Wi-Fi throughout, The Workspace provides comfortable booths that are perfect for work or informal meetings. More formal appointments can be held in the bookable meeting rooms.





The Great Room is a breakout zone for home workers and residents who want to enjoy a bustling lounge at the heart of The Riverside Club. A cosy escape with self-service snacks, refreshments, newspapers and magazines.







THE END

# ENTERTAINING SPACES

Enjoy a private screening with friends or family in Poplar Riverside's exclusive 13-seat cinema room.







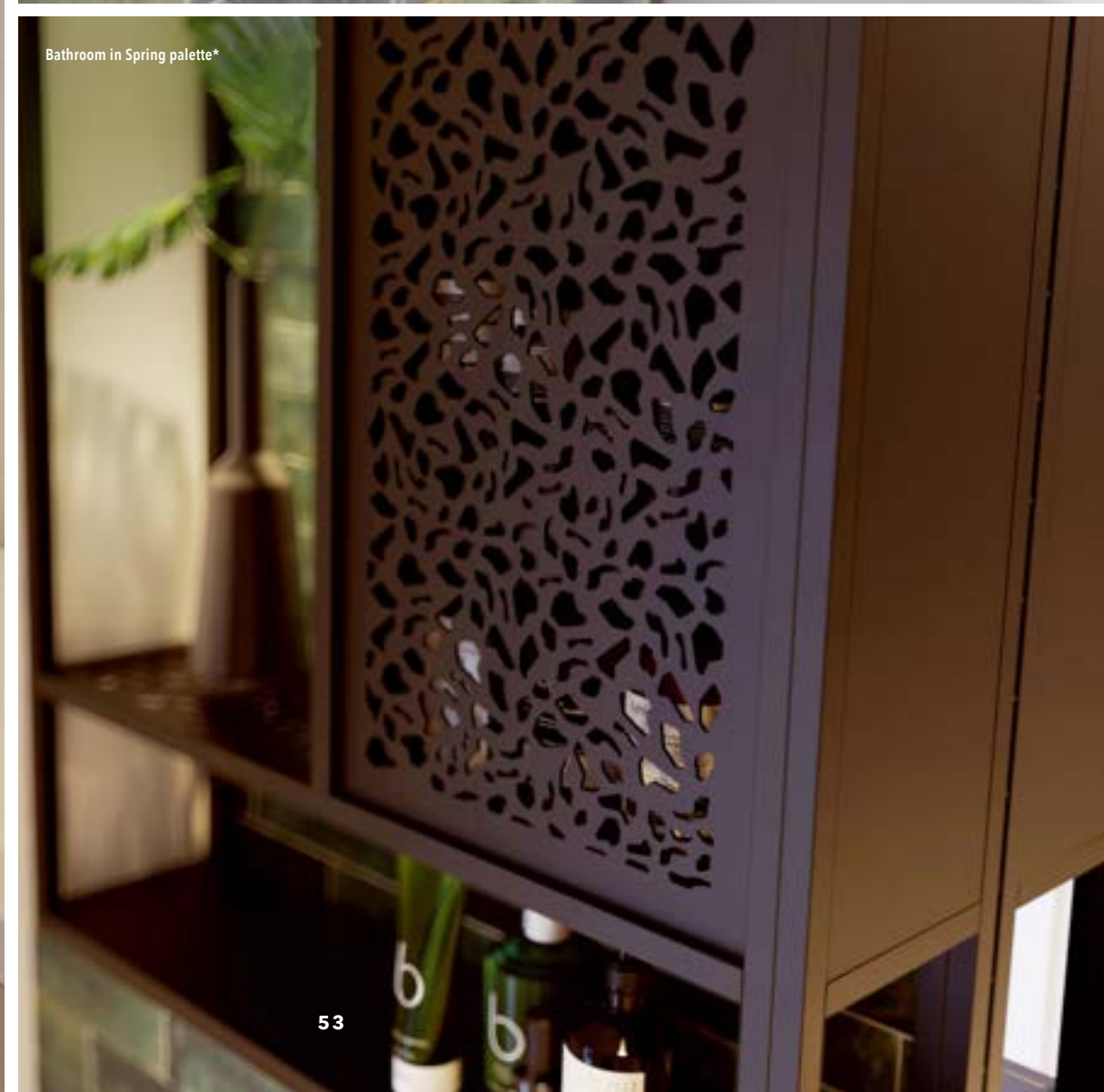
# BE MORE AT HOME SPACES THAT FLOW

All Poplar Riverside's homes have spacious balconies - many with park, city, and river views.













Three-bedroom living room\*



Typical bedroom\*



Two-bedroom living room\*



Two-bedroom kitchen in Spring palette\*

# SPECIFICATION

## KITCHEN

Bespoke interior designed fitted kitchens available in 3 palette options\*

Contemporary black ironmongery to cupboard doors and handleless wall units

Feature lighting to underside of wall units

Terrazzo countertops and full-height splashbacks

Matt black monoblock tap and matching 1.5 bowl sink (1.0 bowl sink to suites)

Fully-integrated appliances including:  
 - Bosch single oven (1, 2 and 3 beds only)  
 - Bosch microwave oven (1, 2 and 3 beds only)  
 - Bosch combi oven-microwave (to suites)  
 - Bosch induction hob  
 - Extractor hood  
 - Fridge/freezer  
 - 60cm dishwasher (1, 2 and 3 beds only)  
 - 45cm dishwasher (to suites)

Freestanding washer/dryer located in utility cupboard

Bespoke black metal open shelving with decorative ceiling-mounted lighting

## BATHROOM AND ENSUITE

(where shown on floorplan)

Interior designed bathroom and ensuite available in 3 pre-selected palette options\* with tiling to floors and selected walls

Feature glazed tile to vanity wall and large format tiles to bath/shower walls\*

Bespoke designed vanity storage with custom door pattern, open shelving and ceiling mounted decorative light

Wall-mounted mirror

Contemporary white sanitaryware

Concealed cistern and black dual flush plate

Glazed bath/shower screen with black frame

Bath filler and overflow, where bath shown on plan

Matt black Kohler brassware accessories throughout including:

- Shower and rail  
 - Basin tap  
 - Wall-mounted thermostatic mixer

Shaver socket located in feature cabinet

Black heated towel rail

Feature niche to bath and shower

## ELECTRICS AND LIGHTING

Toggle light switches

Black metal or white switches and sockets depending on palette colour and location

USB socket in bedrooms, living room and kitchen

Provision for SkyQ to the living room and principal bedroom

HDMI/TV to reception/living room and principal bedroom

LED downlights throughout

Lighting to utility and coat cupboards

Video door entry system

Entrance to apartment building cores via electronic access control

Entrance to car park via electronic access control

CCTV to car park and external communal areas

Balcony lighting

## WALL AND FLOOR FINISHES

White painted internal walls and ceilings

Timber effect LVT (luxury vinyl tile) flooring to hall, kitchen/living room, utility and coat cupboards\*\*

Carpet to all bedrooms\*\*

## COAT CUPBOARDS

High-level shelf with hanging rail\* and light (wall-mounted hooks may be applicable dependent on unit type)

## WARDROBE

Bespoke fitted wardrobe to principal bedrooms with sliding doors, high-level shelf, hanging rail and LED strip lighting

## DOORS AND JOINERY

Timber effect entry door and painted architrave with multi-point locking system, security chain /bar and spyhole

Satin white/dark black painted internal doors and architraves (subject to door type)

Matt white/black ironmongery throughout (subject to door type)

White painted skirting

Glass door to living room (typically larger 3 bedroom apartment layout)\*\*

Bespoke room divider with decorative sliding doors (to suites only)\*\*

## HEATING AND VENTILATION

Underfloor heating throughout

Electric underfloor heating in bathrooms and ensuites

Communal heating system

Mechanical Extract Ventilation (MEV)

## OPTIONAL UPGRADES (subject to cut-off dates)

All apartments:

- LVT open plan floor finish to bedrooms  
 - Fitted wardrobe with drawer packs to principle bedroom

2 bedroom only:

- Standard wardrobe to bedroom 2 (in lieu of no wardrobe)

3 bedroom only:

- Standard wardrobe to bedrooms 2 and 3 (in lieu of no wardrobe)  
 - 300W slimline wine cooler (in lieu of 300W base unit cupboard)  
 - Combi-microwave (in lieu of standard microwave)  
 - Hot water/filter and mains tap (in lieu of standard tap)  
 - Built-in bookcase\*

\* 3 palette options ranging from Spring, Autumn and Winter have been pre-selected for various apartment types according to cut-off dates. Speak to a sales consultant for more information on the chosen palette.

\*\* Where applicable and layout depending.

Your attention is drawn to the fact that it may not be possible to provide the branded products referred to in the specification.

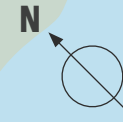
St William Homes LLP reserves the right to amend the specification as they deem necessary.



# SITE PLAN

With the River Lea flowing along two sides of Poplar Riverside, living here offers a constant connection to nature. The neighbourhood's facilities, shops and restaurants are all located in the bustling western quarter.

Master site plan and future phases are subject to planning



## KEY

- 1 Parking for Sales and Marketing Suite
- 2 The Riverside Club
- 3 24-hour concierge
- 4 Children's play area
- 5 Leven Banks park
- 6 Sales and Marketing Suite and Showhome
- 7 Green Link





# BE MORE CONNECTED YOUR NEW NEIGHBOURHOOD

Poplar Riverside will be a new, diverse and vibrant neighbourhood. The cafés, shops and riverside pub make staying at home effortless, whilst straightforward travel connections make it easy to enjoy the best of Central London.



# UNIQUELY EAST LONDON

- 1 Hackney Marshes
- 2 Victoria Park
- 3 Queen Elizabeth Olympic Park
- 4 East Bank/Stratford Waterfront
- 5 Three Mills
- 6 Mile End Park
- 7 Limehouse Basin
- 8 Limehouse Cut
- 9 Tower Hamlets Cemetery Park
- 10 Crisp Street Market
- 11 Billingsgate Fish Market
- 12 Bow Creek Ecology Park
- 13 English National Ballet
- 14 O2 Arena/Greenwich Peninsula
- 15 London City Airport
- 16 London Excel Exhibition Centre
- 17 Asian Business Park
- 18 The Line public art walk
- 19 Stratford/Westfield
- 20 Canary Wharf
- 21 Hackney Wick

POPLAR  
RIVERSIDE  
E14



# LIFE ON THE RIVER LEA

East London has built on the legacy of hosting the 2012 London Olympic Games to create world-class leisure and cultural facilities at Queen Elizabeth Olympic Park - open to the public, as well as being home to high-profile events. Further up the River Lea you can explore Hackney Marshes, Walthamstow Wetlands and the Lee Valley Country Park.



View of Queen Elizabeth Olympic Park from the River Lea Navigation



Paddleboarding at the Lee Valley Country Park



River Lea Navigation near Walthamstow Marshes



River Lea Navigation near Hackney Marshes



Boat cruise along the River Lea Navigation near Queen Elizabeth Olympic Park



Swan pedalos on the River Lea Navigation at Queen Elizabeth Olympic Park



# ENRICHING LIFESTYLE

Poplar has easy access to all of East London's highlights. Canary Wharf's 200 shops, bars, cafés and restaurants are busy during the day and long into the evening. Hackney Wick is famous for its creative community of artists' studios and workshops, connected by initiatives like Wick Together. Stratford is home to a variety of sporting facilities, as well as the capital's largest shopping centre and a new complementary site for the Victoria & Albert Museum.



Bow Creek Ecology Park



Crossrail Place Roof Garden



Chrisp Street Market



Billingsgate Fish Market



Big Easy, Canary Wharf



Art installation at Greenwich & Docklands International Festival



Westfield Shopping Centre, Stratford



Here East, Stratford



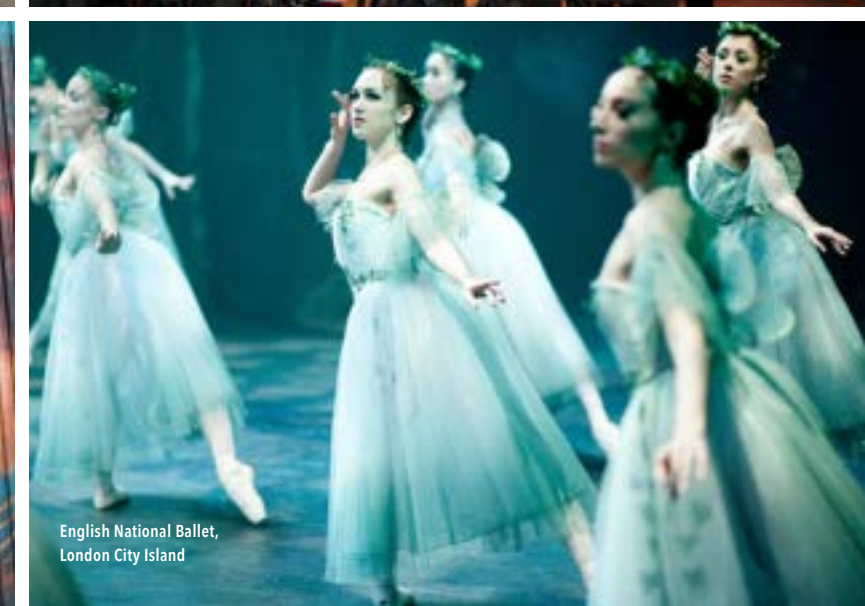
Stour Space Theatre, Gallery, and Bar, Hackney Wick



West Ham United Stadium, Stratford



Street art at Fish Island, Hackney Wick




English National Ballet, London City Island






# WHERE BUSINESS MEETS CULTURE EAST LONDON'S NEW DESIRABLE ADDRESS

**£2 BILLION**  
INVESTMENT  
BY THE GLA IN  
**POPLAR** 

**OVER 150**  
MAJOR OFFICE TENANTS  
AT CANARY WHARF

**V&A EAST  
SADLERS WELLS**  
ENGLISH NATIONAL BALLET  
WORLD-CLASS  
CULTURE  
ON YOUR  
DOORSTEP 

**64%**  
TOWER HAMLETS  
HOUSE PRICE GROWTH  
IN THE LAST 10 YEARS

**55%**  
LONDONERS  
NOW LIVE  
EAST OF   
TOWER BRIDGE

ASIAN BUSINESS PARK  
FORECAST TO BECOME  
**LONDON'S 3RD**  
FINANCIAL DISTRICT

LONDON 2012 OLYMPICS  
**£9 BILLION**  
INVESTMENT IN  
EAST LONDON

**£1.7 BILLION**  
REGENERATION OF  
NEARBY ROYAL DOCKS  
**ENTERPRISE ZONE**

**YOUNG AND  
STYLE CONSCIOUS**  
47% HOUSEHOLDS\*  
IN POPLAR UNDER 40

**23% RENTAL  
GROWTH**  
FORECAST  
BY 2023 

**£400 MILLION**  
 **EXPANSION**  
LONDON CITY AIRPORT  
9-MINUTE CAR JOURNEY

**+30,000**  
NEW JOBS TO BE CREATED AT  
THE NEW ASIAN BUSINESS PARK

**+60,000**  
JOBS OVER NEXT 10 YEARS  
AT THE ROYAL DOCKS






CONVENIENTLY LOCATED  
LONDON TRANSPORT  
**ZONE 2/3**

**38 MINUTES TO  
KINGS CROSS**  
ST PANCRAS INTERNATIONAL  
FOR EUROSTAR 

**BE PART OF THE  
WALK TO WORK  
GENERATION**

**6 MINUTES TO  
THE CITY**  
BY CROSSRAIL 

**12 MINUTE  
CYCLE RIDE TO  
CANARY WHARF**

**< 1 MILE  
14 MINUTES\***   
CANNING TOWN  
UNDERGROUND/DLR



**WALKING**

East India Station  
12 minutes\*  
|  
Canning Town Station  
10 minutes\*  
|  
Blackwall Station  
18 minutes  
|  
Bromley-by-Bow Station  
22 minutes  
|  
Canary Wharf Station  
33 minutes








**CYCLING**

Canning Town Station  
6 minutes  
|  
East India Station  
8 minutes  
|  
Blackwall Station  
8 minutes  
|  
Canary Wharf Station  
12 minutes  
|  
Stratford Station  
16 minutes



**CANNING TOWN**



JUBILEE LINE  
DOCKLANDS LIGHT RAILWAY

North Greenwich  
2 minutes  
|  
Stratford   
6 minutes  
|  
Canary Wharf  
6 minutes  
|  
London Bridge   
14 minutes  
|  
Waterloo   
13 minutes  
|  
Westminster  
17 minutes  
|  
Bond Street  
22 minutes  
|  
King's Cross St Pancras    
/St Pancras International  
38 minutes†



**EAST INDIA**

DOCKLANDS LIGHT RAILWAY

London City Airport   
7 minutes  
|  
Tower Gateway  
10 minutes  
|  
Canary Wharf  
11 minutes  
|  
Bank  
16 minutes  
|  
Stratford International   
19 minutes



**CANARY WHARF**


CROSSRAIL  
ELIZABETH LINE

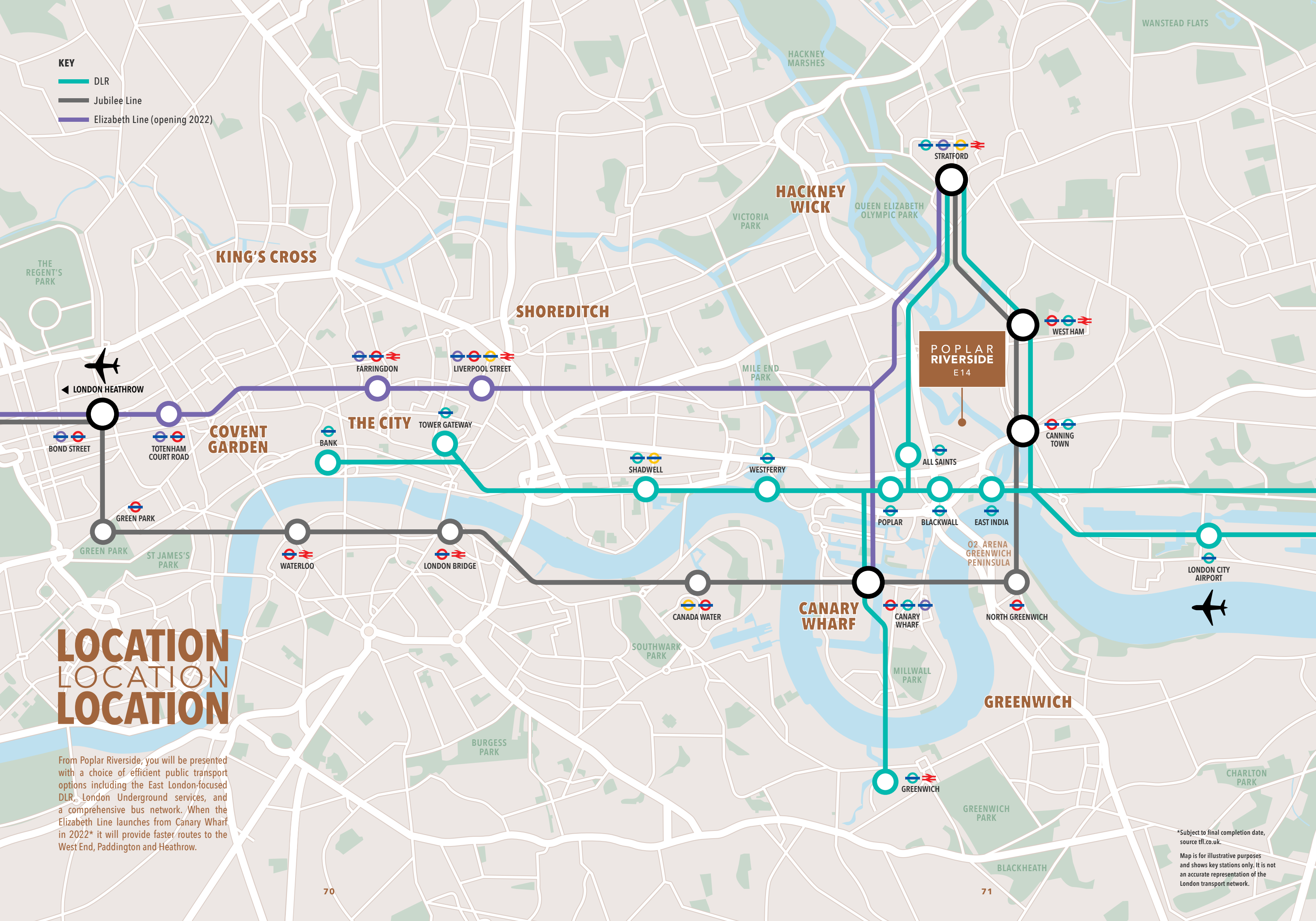
Liverpool Street   
6 minutes  
|  
Farringdon   
8 minutes  
|  
Tottenham Court Road  
11 minutes  
|  
Bond Street  
13 minutes  
|  
Paddington   
17 minutes  
|  
Heathrow   
40 minutes

\*Route via Lanrick Road, E14  
Times are subject to time of travel and  
are correct at time of going to press.  
Travel times taken from Google Maps,  
tfl.gov.uk and crossrail.co.uk

† Includes a change at London Bridge.



- KEY**
-  DLR
  -  Jubilee Line
  -  Elizabeth Line (opening 2022)



# LOCATION LOCATION LOCATION

From Poplar Riverside, you will be presented with a choice of efficient public transport options including the East London-focused DLR, London Underground services, and a comprehensive bus network. When the Elizabeth Line launches from Canary Wharf in 2022\* it will provide faster routes to the West End, Paddington and Heathrow.

\*Subject to final completion date, source tfl.co.uk.  
Map is for illustrative purposes and shows key stations only. It is not an accurate representation of the London transport network.





**16 TOP UK  
UNIVERSITIES**  
WITHIN 45 MINS BY TUBE

**NEW EASTERN  
CAMPUSES FOR  
LONDON COLLEGE  
OF FASHION AND  
UNIVERSITY COLLEGE LONDON**

**10,000**  
NEW STUDENTS AT  
EAST BANK BY 2022

# TOP MARKS

EDUCATION WITH A GLOBAL REPUTATION



**UNIVERSITIES AND  
HIGHER EDUCATION**

by car

- Royal Drawing School,  
Trinity Buoy Wharf  
8 minutes
- UCL East\*  
9 minutes
- Loughborough University London  
10 minutes
- Queen Mary University of London  
11 minutes
- London College of Fashion\*  
11 minutes
- UCL School of Management  
11 minutes
- English National Ballet School  
11 minutes
- University of Greenwich  
16 minutes
- King's College  
23 minutes



**SECONDARY AND  
FURTHER EDUCATION**

by bike

- Langdon Park School  
4 minutes
- St Paul's Way  
11 minutes
- Bow School  
13 minutes
- Canary Wharf College,  
Crossharbour  
14 minutes
- Phoenix Primary and  
Secondary School  
17 minutes



**PRIMARY AND  
PRE-SCHOOL**

by bike

- Culloden Primary School  
2 minutes
- Manorfield Primary School  
5 minutes
- Woolmore Primary School  
7 minutes
- Bright Horizon,  
East India Dock Day Nursery  
7 minutes
- Faraday School  
8 minutes

\* Opening 2022 in Stratford  
Times are calculated as the fastest route to the nearest station taken from tfl.gov.uk and Google Maps. Times are subject to time of travel and are correct at the time of going to press.



# DESIGNED FOR LIFE

Buying a home is one of the most important decisions you will ever make. The qualities that make St William different mean that you can choose a new home from us with complete confidence. When you buy a home from St William you can be safe in the knowledge that it is built to very high standards of design and quality, has low environmental impact and that you will enjoy an exceptional customer experience.



Photograph of Prince of Wales Drive, Battersea



Photograph of Prince of Wales Drive, Battersea

**Award-winning and royally recognised**  
In addition to receiving numerous awards for quality, design, and customer service, the Berkeley Group was granted the Queen's Award for Enterprise in Sustainable Development in both 2008 and 2014, the highest accolade a UK business can achieve. Berkeley Group has also been named Sustainable Homebuilder of the Year for the last two years (2019 and 2020).

**Customer service is our priority**  
We place the highest priority on customer service and will manage the whole moving process for you. Our Customer Care Teams will contact you shortly after you complete, to ensure that everything in your new home is absolutely to your liking. Our homes also benefit from a 10-year warranty, the first two years of which are covered by St William.

**Green living and sustainable development are top of our agenda**  
As a company we are committed to reducing energy, water and waste on our construction sites, in our offices, and in the homes that

we build. Our developments are built on brownfield land and we always take care to protect and enhance biodiversity and natural habitats. Our homes include features to encourage sustainable living such as dualflush WCs, recycling bins and energy efficient white goods.

**Quality is at the heart of everything we do**  
At St William, quality takes precedence, from choosing the right location and style of home to the construction processes we practise, the materials we use and the specifications we put into our homes. For extra peace of mind, in addition to the 10-year warranty all new homes receive, St William operates a two-year policy with dedicated Customer Service teams on hand 24 hours a day to deal with enquiries quickly and effectively.

**Unparalleled choice of homes in the most sought after locations**  
As one of the UK's leading house builders, we are able to offer our customers an unrivalled choice of property location,

size and type. From city penthouses to country retreats, modern studio apartments to traditional family homes, you will find the perfect home to match your requirements. Our homes are also built in some of Britain's most desirable locations from market towns and rural villages to major towns and cities, and countryside to the coast – we build in the locations you want to live.

**A commitment to creating sustainable communities**  
St William's homes and developments are not just built for today. They are designed to enhance the neighbourhoods in which they are located. We achieve this through our commitment to excellence in design, sensitive landscaping, sympathetic restoration, and impeccable standards of sustainability. We aim to address the needs not only of our customers but their neighbours and the broader community of which they are a part. It is a long-term view; we want to create exceptional places for people to live, work and relax in, and build communities that will thrive today and for years to come.

# TRANSFORMING TOMORROW

At Berkeley Group our passion and purpose is to build quality homes, strengthen communities and improve people's lives. We are innovating, pushing boundaries and taking action to ensure we have a long-term, positive impact that is good for our customers, the communities we touch, our business and the world around us.

We transform underused sites into exceptional places and we're also transforming the way we work; embracing technology and raising standards, as we continue to deliver an outstanding customer experience and create high-quality homes that delight our customers.

Our Vision 2030 is our ten year plan which sets out how we will achieve this.



### TRANSFORMING PLACES

Working with local people and partners we create welcoming and connected neighbourhoods where you can be proud to live.



### TRANSFORMING LIFESTYLES

Taking action on climate change and giving you ways to live more sustainably. We're building efficient homes that use less energy over their lifetime, with sustainable travel choices on the doorstep.



### TRANSFORMING NATURE

Creating beautiful places with habitats that help nature to thrive, meaning that every site is left with more nature than when we began.



### TRANSFORMING FUTURES

Helping people to reach their potential through apprenticeships and training, and programmes supported by the Berkeley Foundation.



Please scan this QR code for more information on how we are TRANSFORMING TOMORROW



## DELIVERING SUSTAINABILITY AT POPLAR

As a world-class business, St William's vision is to generate long-term value by creating successful, sustainable places where people aspire to live. This has led to a number of features at Poplar Riverside that will reduce its environmental impact.

Inside the buildings, a range of technologies will help to reduce energy use, from automatic PIR lighting in cupboards, communal spaces and other areas, to smart energy meters and energy-efficient appliances, heating and hot water systems. High-performance building materials will also lower carbon emissions.

Electrical car charging points, an on-site car sharing club and cycle storage around Poplar Riverside will encourage more sustainable modes of transport. Water consumption has been carefully considered too, with dual flush WCs, low water use taps and showers, and the use of rainwater to irrigate landscaping.

All the flat roofs will be laid with grass or plants, creating biodiverse habitats for bees, butterflies, and other invertebrates – some a food source for the birds that live on the River Lea. These roofs also lower the urban heat island effect, and reduce surface water run-off.

Poplar Riverside replaced a disused gasworks site which means these homes are making a positive contribution to the area – for anyone who lives in them, and for the abundant wildlife.

Our vision is to be a world-class business, trusted to transform the most challenging sites into exceptional places and to maximise our positive impact on society, the economy and the natural world.





# MY HOME PLUS

Providing you with a step by step guide to the buying process from reservation through to completion, moving in and warranty. At each milestone, the buying process section advises on the next steps so that you can be absolutely clear on your current position and what to expect next.



## 3

### OPTIONS AND CHOICES SELECTION

We are able to offer some choices on certain internal finishes of your new home. Whether this option is available to you will depend on what stage of construction the property has reached at the time of you making your reservation. See the next steps section (below) for further detail on this.

## 1

### FILING CABINET

In the filing cabinet section you can access documentation relating to your new home immediately and at your own convenience.

## 4

### CONSTRUCTION PROGRESS

Under this section, regular updates on the construction of your new property will be provided, keeping you up to date with the progress on site and the local area. Your Customer Service Manager will issue regular newsletters and photographs to this section throughout your journey.



## 2

### MEET THE TEAM

This section provides an introduction to the team that will be working with you throughout your journey and details their individual roles. You can email any member of the team directly via this section.

### NEXT STEPS

1. Your Sales Consultant will send you a link that you will need to activate to access MyHome Plus. The link will require you to set a password for access.
2. Customer Service will then be in touch to invite you in to our Show Apartment to view the interior selections available for the internal finishes that you have an option to select. If you cannot make it to the appointment, the options can be discussed over the phone and selected via MyHomePlus. Customer Service will need to receive your choices selection by the deadline date, which will be given in advance.

Sign in by visiting:  
[berkeleygroup.co.uk/my-home/sign-in](http://berkeleygroup.co.uk/my-home/sign-in)





# BE MORE POPLAR INSPIRED?

PLEASE CONTACT US FOR MORE INFORMATION



Visit our Sales and Marketing Suite  
or book a virtual viewing:

Poplar Riverside Sales and Marketing Suite  
141 Leven Road, Poplar, London E14 0LL  
Monday - Saturday 10am - 6pm. Sunday and Bank  
Holidays 10am - 4pm  
020 3326 2617  
sales.poplarriverside@stwilliam.co.uk

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[www.poplar-riverside.co.uk](http://www.poplar-riverside.co.uk)



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