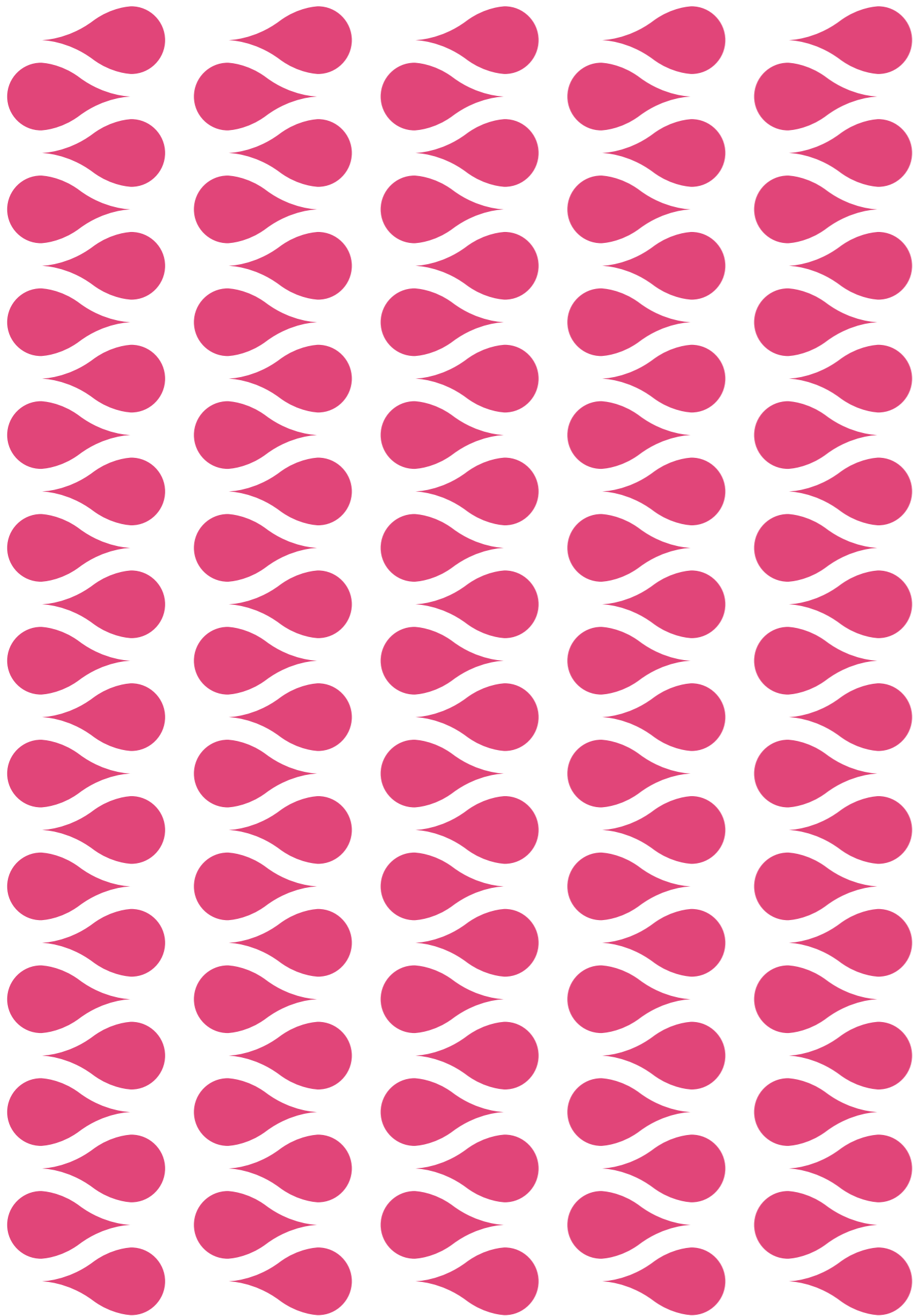


Bow  
Cross  
West



Swan  
New  
Homes



## *About Swan New Homes – Building for the future*

Innovation and flexibility alongside experience and integrity are the cornerstones of Swan New Homes' ethos. The Swan Housing Group has enjoyed more than a decade as a successful builder of homes as a resident social landlord. Swan Housing's new venture is Swan New Homes, which is diversifying into the private housing sector. We are committed to building quality homes finished to a high standard – homes that reflect 21st Century expectations and lifestyles.

Whatever your age or lifestage Swan New Homes has a property that will mirror your aspirations and suit your budget. Whether you are looking for an investment-buy, first home, family house or a new apartment to downsize to, there is plenty of choice from our growing portfolio in locations around East London and Essex. When it comes to layout and design, our partnership with the country's foremost architectural practices leads the way in creating homes that satisfy a range of tastes – there is no such thing as a typical Swan New Home – they are as individual as you are.

Apartments and houses built by Swan New Homes follow the Code for Sustainable Homes – the government's new standard for sustainable design and construction of new homes. These are rated from Levels 1 to 6 and all of Swan's schemes that have been assessed attain a minimum Level 3 rating. We are developing 26 carbon-neutral homes in Essex, which will achieve the most sustainable Level 6 rating. Developing innovative solutions that both minimise environmental impact and enhance quality of life is integral to our business and we will regularly measure and review our performance to ensure continuous improvement.

[www.swannewhomes.co.uk](http://www.swannewhomes.co.uk)



## *Welcome to Bow Cross West*

Choosing to live at Bow Cross West is an opportunity to embrace a new beginning and explore unique opportunities within an historic context. You couldn't be better placed to take advantage of the best of life in the bustle of cosmopolitan London and yet be surrounded by ancient churches, buildings and monuments.

Stylish new eco-friendly apartments within a vibrant community, quick links to the City or West End, plus sports and leisure facilities par excellence are a recipe for enjoyment. From its convenient location next to excellent travel links to the exhilarating build-up to the 2012 Olympics right on the doorstep, Bow Cross West is a place bursting with prospects and excitement.

*CGIs are indicative only and may differ from actual, refer to sales staff for further information.*





∞ With its roots steeped in history and its new growth reaching for the bright future ahead, sense the feeling of excitement from this truly vibrant development in a fantastic location - Bow Cross West is the place to be. ∞





## *The Area*

The area is famously known as one of the access points for the 2012 Olympic Stadium. The opportunities that this home location represents for experiencing the games firsthand and making use of the superb facilities afterwards are not to be missed.

The nearby stations of Bow Church on the DLR and Bow Road on the Hammersmith & City/District underground lines are ideal for travel into the City or Docklands, or onwards to the bright lights of the West End.

Closer to home, Victoria Park is a popular festival venue during the summer months and for excellent and varied evenings and weekends look no further than the restaurants of Mile End and Bow Wharf or the Jongleurs comedy club at Grove Road. For business and leisure travel further afield, City Airport is just a few stops away on the DLR and Stansted is easy to reach either by rail from Liverpool Street or by car via the M11.





## *Live London*

The busy East End district of Bow was once a tiny village, surrounded by meadows and is now undergoing extensive regeneration in preparation for the Olympic Games in 2012. Being located in the centre of the historic East End and within easy walking distance to Canary Wharf and other nearby tourist and historically significant spots Bow is fast becoming a solid area for investment and an exciting location to make your home.

Roman Road Market is situated on the oldest known trade route in Britain, the road to Colchester famously taken by Boudicea on her way to burn the Romans in London. The road is in the heart of the East End. It's a friendly, funky place to shop for some real bargains. Super Saturday takes place every weekend throughout the summer and features the very best in crafts, home and garden, antiques, food, clothing, books, special events, street performances, jugglers, stilt walkers, face painting and much more! In winter, the market is smaller and still a fantastic place for shopping.

With the Docklands Light Railway just a few minutes walk away you can choose to explore the rest of London. But with so much to do so close to your home, you'll be sure to spend your time enjoying the neighbourhood's own attractions.



## *Timeline*

These stylish chic apartments provide many options for transport links, starting just 2 minutes away, the Bow Church DLR Station.

Whether you are spending the day working, relaxing, meeting friends for dinner or enjoying the tranquil setting of Victoria Park you have the luxury of never having to go too far away from your home at Bow Cross West.

*15 Minutes\**

*Victoria  
Park*

*3 Minutes\**

*District Line*

*15 Minutes\*\**

*Tower  
Bridge*

*30 Minutes\*\**

*Oxford Street/  
West End*

*25 Minutes\*\**

*O<sub>2</sub>*



*Bow Church  
DLR*

*2 Minutes\**

*Hammersmith  
& City*

*3 Minutes\**

*London City  
Airport*

*20 Minutes\*\**

*2012 Games  
Site, Westfield  
Shopping &  
Stratford*

*10 Minutes\*\**

*Mile End*

*5 Minutes\*\**



## *Space to live your life*

These chic new apartments are set to inspire your lifestyle. Designed with imagination and flair to deliver an exceptional living space for you to enjoy.

Built by Swan New Homes to exacting standards, incorporating impressive eco-credentials and a superb finish, the apartments maximise space and light. Whether you are an investment buyer or looking for your next home, the choice of properties offers flexibility and choice in a fantastic location.

The new homes offer a stylish open plan living area providing the very best in contemporary comfort and convenience. Each apartment has been carefully designed to deliver quality throughout with the additional benefit of secure underground parking for every home\*

*\* premium payable for parking*

*CGIs are indicative only and may differ from actual, refer to sales staff for further information.*





With the fantastic location, transport links and diverse facilities close at hand, these homes truly give many opportunities for an exciting future.





## Specification

### Living Rooms

- Honey oak plank laminate flooring to living room, kitchen and hallway
- Satin stainless steel door handles
- Ceiling downlighters

### Kitchens

- Chocolate oak door fronts to base units, Dakar worktops, wall units and splashback
- Or white base and wall doors with black worktop and brushed metal splashback
- Integrated dishwasher
- Integrated fridge freezer
- Integrated high level oven/microwave combination
- Washer/drier located in store/utility room
- Stainless steel bowl and half sink with monobloc mixer tap - chrome
- Integrated 3 compartment waste/recycling bin
- Low energy downlighters

### Bedrooms

- Built in wardrobes to main bedroom
- Ensuite to main bedroom in 2 bed units
- Carpet
- Low energy pendant lighting

### Ensuite

- White basin and WC
- Heated towel rail
- Shaver socket
- Large mirror
- Shower with glazed pivot door and concealed shower - chrome
- Ceramic floor tiles and half height wall tiling
- Recessed spotlights

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#### Bathrooms

- White basin and WC
- Integrated vanity unit
- Heated towel rail
- Shaver socket
- Mirrored bathroom cabinet with integrated shaver light
- Full size bath with monobloc mixer taps and bath filler - chrome
- Shower above bath
- Glazed shower screen
- Ceramic floor tiles and full height ceramic tiles around bath and shower
- Recessed spotlights

#### Common areas

#### Lift

- Ceramic tiled flooring
- White carrera laminate on walls
- Stainless steel ceiling and satin stainless handrail

#### Ground floor lobby

- Ceramic tiles to floor
- Circular wall lights
- Blue carpet to all hallways and stairs
- CCTV system within building and carpark with recording facility
- Audio visual door entry system with colour screen
- Security gates to car park

#### Fully landscaped communal gardens

*Whilst these particulars and plans are prepared with all due care for the convenience of intending purchasers, the information contained herein is a preliminary guide only. Neither the vendors, nor their agents or any person in their employ has any authority to make or give representation, warranty or guarantee (whether oral or written) in respect of, or in relation to the development or any part thereof. The company employs a policy of continuous improvement and it reserves the right to alter or amend the specification as necessary and without prior notice.*

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## *Integrated Management Services*

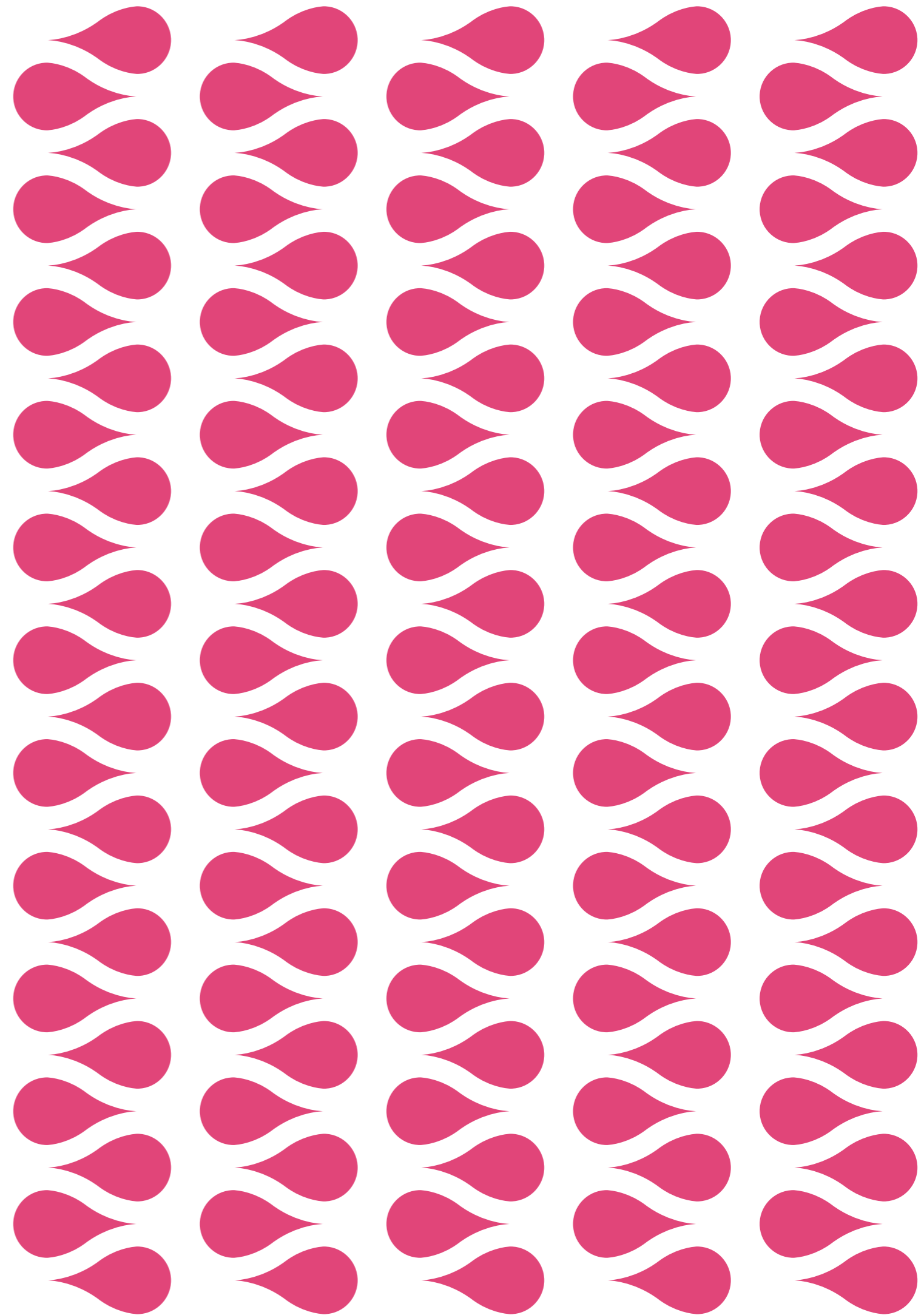
To ensure the quality of the development is matched by the quality of its services, Swan New Homes is working in partnership with a new management company, Hera Management Services.

The building will be expertly managed, with value for money achieved through the use of modern technology and efficient working practices, and the ongoing core services will be regularly reviewed and adapted in conjunction with residents' requirements.

*Please refer to your leasehold agreement for specific terms of the management services.*



Show apartments designed by Derek Taylor at Ishoka.



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