

THE BEACON

LONDON

EAST

FOR

HOMES

NEW

NEW

HOMES

FOR

EAST

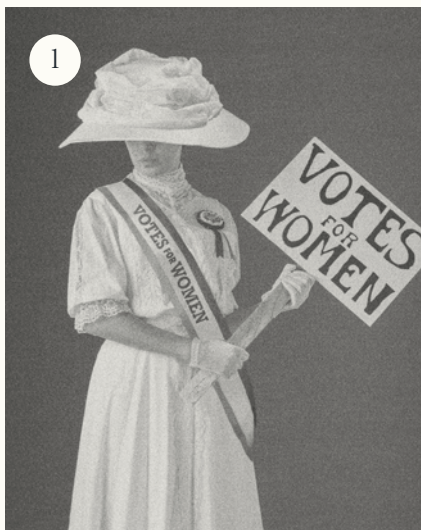
LONDON

A collection of contemporary
Shared Ownership apartments
designed for modern living

Bow

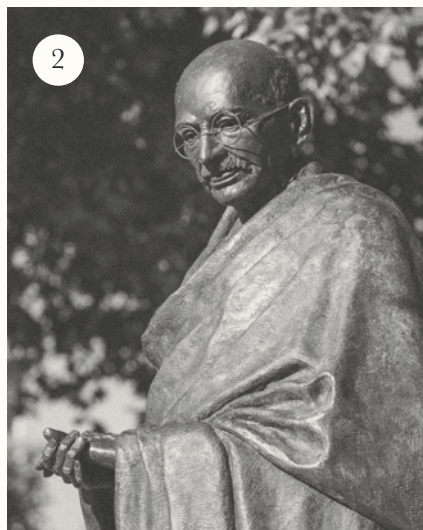
IN good COMPANY

Bow has long been a place where people come together, united by a spirit of social strength and progress. Set in the heart of one of East London's most welcoming neighbourhoods, The Beacon, Bow is designed to bring people together, somewhere to meet, connect, and feel proud to call home.



1. Early girl power!

The East London Federation of Suffragettes based in Bow Road connected courageous, change-making women, who did a lot of work to improve local conditions for local people



2. Love surrounded me here

Mahatma Gandhi lived in Bow for 3 months in 1931. Preparing to return to India, he wrote in the Kingsley Hall Visitors' Book of his stay in Bow "Love surrounded me here"

A VIBRANT COMMUNITY BUILT ON STRONG FOUNDATIONS



Computer generated image of The Beacon, Bow for illustrative purposes only

The area's rich heritage is shaped by pioneers of change, Muriel Lester, Sylvia Pankhurst, and Mahatma Gandhi, who each left their mark, championing equality, community, and a better future.

Today, that legacy continues. The Beacon, Bow introduces contemporary homes available through Shared Ownership, set within

a beautifully landscaped, pedestrian-friendly neighbourhood. Shops, a pocket park, and a community courtyard create welcoming spaces to gather, while rooftop terraces provide the perfect spot to take in stunning views across London.

More than just a place to live, The Beacon, Bow is a modern landmark, designed for connection, well-being, and a brighter future.

WELCOME TO THE neighbourhood

Bow is beckoning! Close to home,
hidden gems await! Benefit too from
quick travel links around east London.



1. Polentina
@polentinalondon

3. Root 25
@root25ldn

3. The Bow Bells
@thisisthebowbells

4. Posted
@weareposted

1st
IN THE
EAST END

Tower Hamlets has been named
the best place to live in East London
by *The Times*

14
AWARD-
WINNING
PARKS

Numerous Green Flag Award parks,
including the renowned Victoria Park
and Olympic Park

3
TRAVEL LINKS
TO CENTRAL
LONDON

Excellent transport links into Central
London via the DLR, Hammersmith
and City and District lines

PLACES YOU NEED TO KNOW

From unexpected food finds
to cultural hubs and tranquil
green spaces, Bow offers a rich
lifestyle balancing creativity,
community, and well-being.

FOOD & DRINK

Bow may not be known for its food
scene, but it's home to some delightful
surprises. Just a 10-minute walk away,
Polentina serves beautifully crafted
Italian dishes with seasonal ingredients
in a tucked-away factory setting. If
you're after a classic East End pub,
The Bow Bells is a welcoming local
with great ales and hearty fare. Posted,
a creative café run by Bow-born
brothers, is right on your doorstep,
offering a perfect spot to enjoy coffee
and connect with the community.
Meanwhile, Root/25 offers a purpose-
driven hangout where you can enjoy
plant-based dishes and net-zero coffee,
knowing your visit supports human
rights initiatives.

LEISURE & SHOPPING

Bow Arts' Nunnery Gallery showcases
contemporary exhibitions, while the
nearby markets on Roman Road
and Crisp Street offer an array of
unique finds. For those seeking a wider
shopping experience, Canary Wharf
and Stratford are just a short journey
away, with everything from designer
labels to independent boutiques.

NATURE & WELLBEING

Bow offers the perfect blend of urban
life and green spaces. Victoria Park,
one of London's most beloved parks,
is ideal for scenic walks or relaxing
weekends by the lake. Grove Hall Park
is a quiet retreat with leafy pathways
and open lawns, perfect for a morning
jog or quiet moment in nature. Fitness
enthusiasts will appreciate Mile End
Park's running trails and cycle paths,
seamlessly connecting Bow to the rest
of London.



- 1 Root/25
- 2 The Bow Bells
- 3 Grounded London
- 4 Polentina
- 5 Café East
- 1 Tesco superstore
- 2 Roman Road Market
- 3 Westfield Stratford City
- 4 Eastbank Cultural Quarter
- 5 The Yard Theatre
- 1 Grove Hall Park
- 2 Queen Elizabeth Park
- 3 Victoria Park
- 4 Mile End Park
- 5 River Lea

NEW HOMES FOR

East London

HIGH QUALITY SPECIFICATION

A collection of stylish apartments designed for modern living, The Beacon, Bow offers contemporary interiors, high-quality finishes, and thoughtful design touches throughout.

KITCHEN

The modern kitchens at The Beacon, Bow are designed to impress, featuring sleek navy blue cabinetry with brass handles for a sophisticated finish. Integrated appliances ensure a seamless look, while durable quartz worktops provide both style and practicality. A full-height splashback complements the contemporary aesthetic, and brushed metal plug sockets add an extra touch of refinement.

BATHROOM

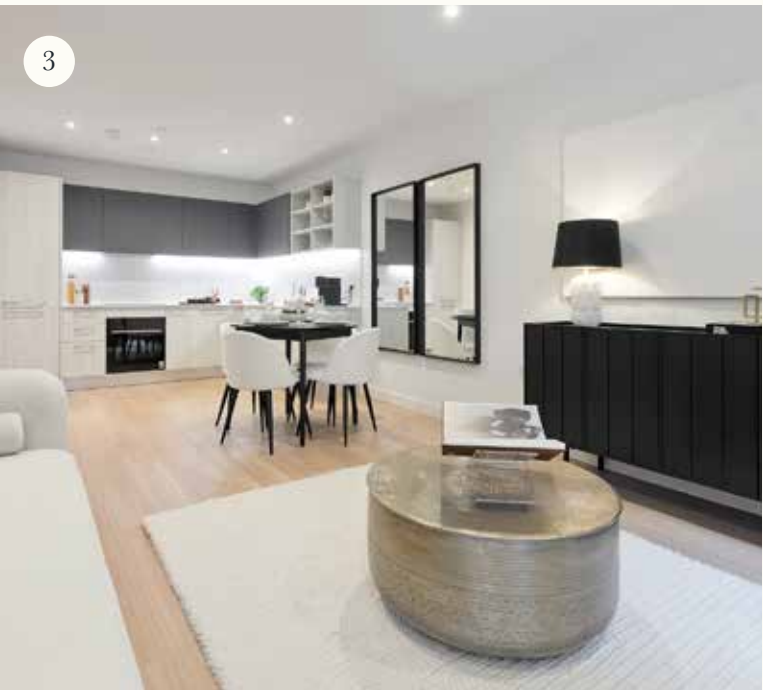
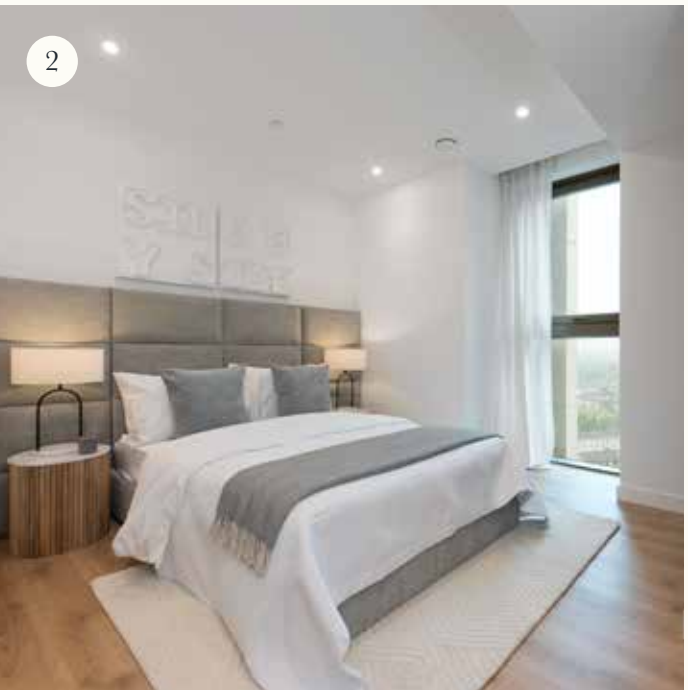
The beautifully designed bathrooms offer a calming retreat, with high-quality tiling, sleek vanity units, and modern chrome fixtures. A rainfall shower enhances the luxurious feel, while well-placed storage solutions ensure a clutter-free space. Underfloor heating provides warmth and comfort, making every day feel like a spa experience.

GENERAL

Designed with both style and functionality in mind, each apartment features stunning herringbone Amtico flooring in oak, and neutral carpets to bedrooms, adding warmth and character to the living spaces. The master bedroom benefits from a built-in wardrobe for added storage, while blinds are provided in the kitchen and living areas for convenience. A secure safety letterbox and dedicated parcel room ensure hassle-free deliveries.

ELECTRICAL

Each apartment is equipped with energy-efficient LED lighting, USB charging points, and TV and broadband connectivity, ensuring a home that is both smart and future-ready.



1. Computer generated image of The Beacon, Bow for illustrative purposes only

2. Image is taken from a previous Poplar Harca show home and is for illustrative purposes only

3. Image is taken from a previous Poplar Harca show home and is for illustrative purposes only

274 NEW HOMES

Across the development, 115 are designated affordable homes, fostering an inclusive community.

2 POCKET PARKS

Thoughtfully designed green spaces, perfect for relaxing or entertaining visiting family.

SECURE CYCLE STORAGE

A sustainable development with easy cycling routes, reach Stratford in 7 mins, Hackney Wick in 10 mins.

RICH CULTURAL HERITAGE

A place of progress, home to the Suffragettes, Bryant & May factory, and Gandhi's historic visit.

LANDSCAPED COMMUNAL GARDENS

Beautiful green spaces, with seating and planting, designed for relaxation and connection.

RESIDENT'S ROOF TERRACE

Soak in stunning London views from landscaped rooftop spaces, perfect for socialising.

We are unable to accommodate any individual changes, additions or amendments to the specification, layout or plans to any individual apartments. Your attention is drawn to the fact that it may not be possible to obtain the products as referred to in the specification. In such cases similar alternatives will be provided. Poplar Harca reserve the right to make these changes as required.

ONE BEDROOM
PLOTS: 83, 91, 99, 107, & 115

Kitchen/Living/Dining
4.27m x 5.18m

Bedroom
2.89m x 4.35m

Bathroom
2.04m x 2.13m

Balcony
3.46m x 1.50m

TOTAL: 50.8m²

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

ONE BEDROOM
PLOTS: 84*, 92, 100, 108 & 502

Kitchen/Living/Dining
3.91m x 5.18m

Bedroom
3.38m x 4.10m

Bathroom
2.15m x 2.04m

Balcony
3.46m x 1.99m

TOTAL: 50.4m²

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

*Kitchen dining area and bedroom window positions vary.
Terrace layout varies.

ONE BEDROOM
PLOTS: 87*, 95, 103 & 111

Kitchen/Living/Dining
4.70m x 4.70m

Bedroom
4.35m x 3.00m

Bathroom
2.04m x 2.15m

Balcony
3.27m x 1.50m

TOTAL: 50.3m²

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

*Kitchen dining area and bedroom window positions vary.
Terrace layout varies.

ONE BEDROOM
PLOTS: 90*, 98, 106 & 114

Kitchen/Living/Dining
5.01m x 4.35m

Bedroom
3.17m x 3.99m

Bathroom
2.04m x 2.15m

Balcony
3.25m x 1.50m

TOTAL: 50.5m²

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

*Kitchen dining area and bedroom window positions vary.

TWO BEDROOM
PLOTS: 88, 96, 104, 112 & 120

Kitchen/Living/Dining
4.03m x 5.72m

Bedroom 1
3.75m x 3.50m

Bedroom 2
3.47m x 3.57m

Bathroom
2.04m x 2.15m

Balcony
1.50m x 4.96m

TOTAL: 70.4m²

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

TWO BEDROOM
PLOTS: 89, 97, 105, 113 & 121

Kitchen/Living/Dining
4.03m x 5.72m

Bedroom 1
3.75m x 3.50m

Bedroom 2
3.48m x 3.57m

Bathroom
2.04m x 2.15m

Balcony
1.50m x 4.96m

TOTAL: 70.3m²

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

TWO BEDROOM
PLOTS: 93, 101, 109 & 117

Kitchen/Living/Dining
4.48m x 5.57m

Bedroom 1
3.90m x 3.39m

Bedroom 2
3.42m x 3.11m

Bathroom
2.65m x 2.20m

Balcony
3.46m x 1.99m

TOTAL: 70.8m²

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

BLOCKPLANS: FLOORS 1-5

Plots: 84, 92, 100, 108 & 502

Plots: 83, 91, 99, 107, & 115

Plots: 87, 95, 103 & 111

Plots: 90, 98, 106 & 114

Plots: 93, 101, 109 & 117

Plots: 88, 96, 104, 112 & 120

Plots: 89, 97, 105, 113 & 121

North Point for all plans

N

Apartment layouts provide approximate measurements only. Dimensions, which are taken from the indicated points of measurement, are for guidance only and are not intended to be used for carpet sizes, appliance space or items of furniture. Bathroom and kitchen layouts are indicative only and are subject to change. Wardrobe size and position may vary. The information contained within this document does not constitute part of any offer, contract or warranty. Whilst the plans have been prepared with all due care for the convenience of the intending purchaser, the information contained herein is a preliminary guide only.

KEY — THE BEACON, BOW (ESTELLE HOUSE)



Ground floor,
secure bicycle
storage



Community
pocket park for
all to enjoy



1st and top floor
resident's roof
terrace



Landscaped
communal
gardens



FOR MORE INFORMATION

To apply for Shared Ownership you will need to complete an application form so that your eligibility for the scheme can be assessed. You can do this by visiting:

poplarharca.co.uk/shared-ownership

REGISTER OR BOOK A VIEWING

To register your interest or to book a viewing, please contact our Sales and Marketing team on the following:

Call: 0207 538 6460

Email: Sales.enquiries@poplarharca.co.uk

