



# TRADERS' QUARTER

AT  
ROYAL WHARF

— E16 —



A COLLECTION OF  
EXTRAORDINARY SHARED  
OWNERSHIP APARTMENTS



—  
DISCOVER SOMETHING REMARKABLE  
AT THE ROYAL DOCKS

# TRADERS' QUARTER



Image of Cape House

## A COLLECTION OF EXTRAORDINARY SHARED OWNERSHIP APARTMENTS

Traders' Quarter at Royal Wharf is all about the extraordinary.

This is a unique development of exceptionally high quality apartments in the historic area known as Silvertown. Yet it is not just buildings but a whole new community, and a new lifestyle, that will result in the generation of a new village for

London, inspired by the classic residential estates of the West End such as Fitzrovia, Belgravia or Bayswater – with the added cachet of a waterfront setting.

From the fantastic location, to the high level of specification, find out more about what makes Shared Ownership living in Traders' Quarter at Royal Wharf so extraordinary.

## — SINCE 1852

Silvertown was named after the former rubber factory owned by Samuel Winkworth Silver that opened in 1852. It is still home to the great sugar refinery, created by the merger in 1921 of two businesses owned by bitter rivals Henry Tate and Abram Lyle.



Everything about this place is extraordinary; it was in the past, and will continue to be in the future.

At one time or another, Silvertown has witnessed innovation, spectacle, novelty and creativity and almost every aspect of human life has been created here, lived here, or passed through here.

And so is the vision that is Royal Wharf – extraordinary architecture, finishing and above all, caring about what quality of life actually means when the residents live their daily lives here – an extraordinary new London community.

**MORE THAN A NEW NEIGHBOURHOOD**

**CELEBRATING A FASCINATING PAST**

**—1500s**

Europe's high society's obsession with the mysterious East began in the 16th century, and by the 18th century the river ports saw a constant inflow of fine Chinese porcelain to satisfy the appetites of kings, princes and the emerging middle classes.



An integral part of that extraordinary community will be the public spaces and amenities that bring a neighbourhood to life. Two new parks, three pocket parks and half a kilometre of south-facing riverside walks will ensure the great outdoors is right on your doorstep, while a proposed new school provides an essential hub for families and new public services offer modern village essentials.

As well as regenerating living spaces, Silvertown will reinvent the 'atelier' on a grand scale – creating a place where people who make things, show and share them. The iconic Millennium Mills building will be redesigned and run as a home for 150 pioneering businesses to come together.

**—1857**

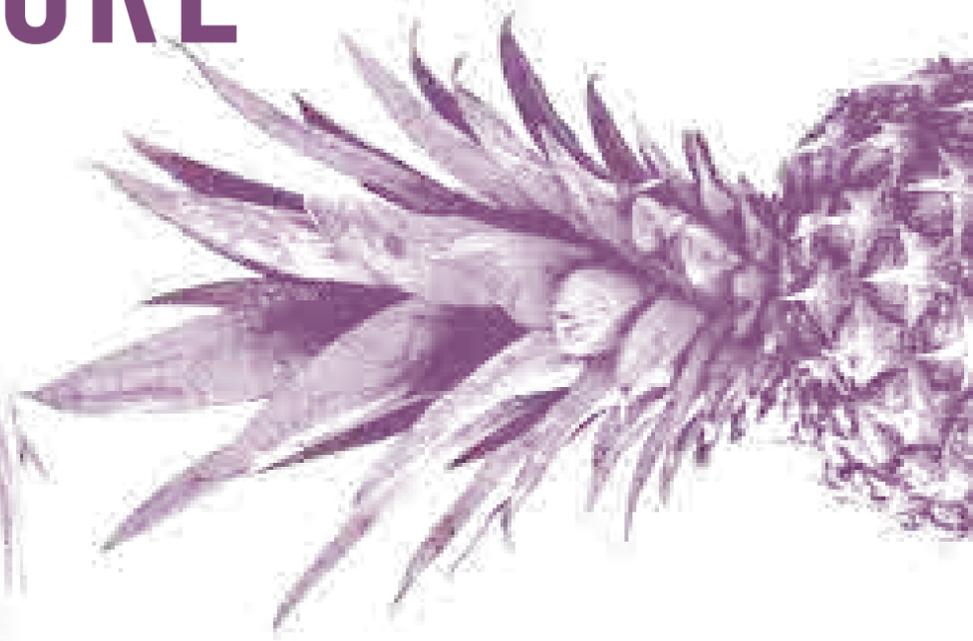
In this year, one Charles Jamrach, whose menagerie near the docks imported exotic creatures from all over the world for the amusement of Londoners, was fined by the magistrate for allowing a tiger to run loose and carry off a young boy in its maw. Unthinkable today, but not the fact that of the £300 fine, £240 went towards the lawyers' costs!

**—1700s**

Other items traded through the ports included exotic fruits such as pineapples – back in the day a curious, highly luxurious and costly item – the crown-like top and gem-like texture was seen as a symbol of taste and affluence.

In fact, the fruit was so desirable and rare that consumers often rented a pineapple for the night to show off to fellow party-goers.

**WITH AN EXTRAORDINARY FUTURE**



## PARKS, FARMS & PLAYGROUNDS

A few minutes from Canary Wharf, and around half an hour from Oxford Street, Royal Wharf will be a rich, relaxed neighbourhood, focused around a pedestrianised central high street, a broad market square and riverside park.

The village has been designed with a network of paths to encourage walking, running and cycling. To experience the sense of space here there is no better way than to stroll the riverside walks. To the west is Lyle Park, with a play area for children, basketball court, tennis court, and football pitch. To the east are the 22 acres of the award-winning Thames Barrier Park.

Royal Wharf complements the two existing parks with its own landscaped gardens offering 1.5 acres of rolling open space, with lawn, planted borders, and play areas.

A jog around the many gardens and along the riverside will be a great way to take in the great outdoors. And the wider waterfront – to Canary Wharf and beyond – offers a range of urban cycling adventures for all the family. Plans for a state-of-the-art health and fitness centre are at an advanced stage.

In summer the dockside beach at nearby Royal Victoria is an unusual place to sunbathe away an afternoon. There are deckchairs, local restaurants and a bar in an old Royal Navy refuelling barge.

In the immediate vicinity there are three primary schools: Britannia and Drew primaries within the docklands themselves, and Gallions a little to the north. The borough has a total of 66 junior, infant and primary schools, with a wide choice of pre-schools. Additionally, a school is planned for within the Royal Wharf development itself.



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### —2000

The Thames Barrier Park was opened in 2000. The design is by landscape architect Allain Provost of Paris and architects Patel Taylor of London. The green trench running through the park was intended as a reminder of the site's dockland heritage.

# RELAXED RIVERSIDE LIVING

#### IMAGES

- 1 — Running by the waterside
- 2 — Newham City Farm
- 3 — Royal Victoria Beach
- 4 — Greenwich Park
- 5 — Thames Barrier Park



1.



2.

## FEED YOUR MIND, INDULGE YOUR SENSES

Arts, culture, history, boating, museums and visitor destinations for all the family – all within easy reach at Traders' Quarter.

The Siemens Crystal is the world's first visitor centre dedicated to improving our knowledge of urban sustainability, and includes a public exhibition space, conference centre and offices.

Historic Greenwich is notable for its longstanding maritime history, the famous Cutty Sark and museums including the Royal Observatory.

Pop along to Brick Lane Music Hall for a riot of old time music and comedy or cross the water to the O2 Arena, a destination in itself even if you aren't taking in a concert.

Trinity Buoy Wharf is the site of London's only lighthouse, by the confluence of the River Thames and Bow Creek at Leamouth. The lighthouse is no longer operational, and today is home to arts workshops and spaces, performance venues and the Street Art Trail, open every day.



4.

# ARTS & CULTURE



3.

### IMAGES

- 1 — Museum of London Docklands
- 2 — Brick Lane Music Hall
- 3 — The Crystal
- 4 — Royal Observatory Greenwich

## —1992

Opened in 1992, Brick Lane Music Hall is a music hall entertainment venue based in the former St Mark's Church, Silvertown.

Music hall was popular throughout the British Isles in the Victorian and Edwardian eras. Although a handful of purpose built music hall theatres remain, this is the only venue presenting traditional music hall on a nightly basis.





—1800s

Because of the recent introduction of ice to food transportation, fish was becoming more regularly eaten by the Victorians. The street purveyors of shellfish found their principal customers in such quarters as Whitechapel, Drury Lane, the New Cut, Lambeth, and in the immediate neighbourhood of theatres and places of amusement.

IMAGES

- 1 — Trinity Buoy Wharf
- 2 — The Oiler Bar
- 3 — Canada Square
- 4 — Tapa Tapa



# EATING & SHOPPING



4.

## BURN THE CANDLE AT BOTH ENDS

From the gourmet offerings at Canary Wharf to the nearby Pavilion Café at Thames Barrier Park, with authentic gems like Nakhon Thai in between, whatever your gastronomic preferences, this area will cater for them.

And at Sovereign Place – which will become Royal Wharf’s central town square – you’ll be able to settle down to anything from a fresh morning coffee to a tasty lunch or twilight cocktail. Down near the water’s edge, you can expect cooling sundowners and tempting riverside dining.

The plan for the high street at Royal Wharf is for it to be filled with independent, interesting shops, run by experts passionate about what they do. Here, among international brands and outlet shops, you can look forward to finding a local greengrocer, bakery, florist, a good-sized convenience store and a butcher. This is the real thing: a high street where people get to know each other.

Royal Wharf is still under development therefore these facilities may not be available until completion of the whole development.

## THE CENTRE OF GLOBAL BUSINESS

The River Thames has for centuries been the life blood of both the capital and the nation.

Where there is a heart, there is a pulse, and since Roman times the pulse of London has been the River Thames. At this stretch of the Thames we are standing on the legacy of explorers, merchants and colonisers who sent back rich spices, exotic fruits, fine porcelains and sensuous silks to feed the insatiable appetite of the European elite.

Silvertown then was a hub of global connectivity and activity, and little has changed in the meantime. The means and the speed with which you can connect with Canary Wharf, the City, the West End, and the country, means great opportunities for work, business, entertainment and travel.



1.



2.

# THE BEATING HEART OF LONDON



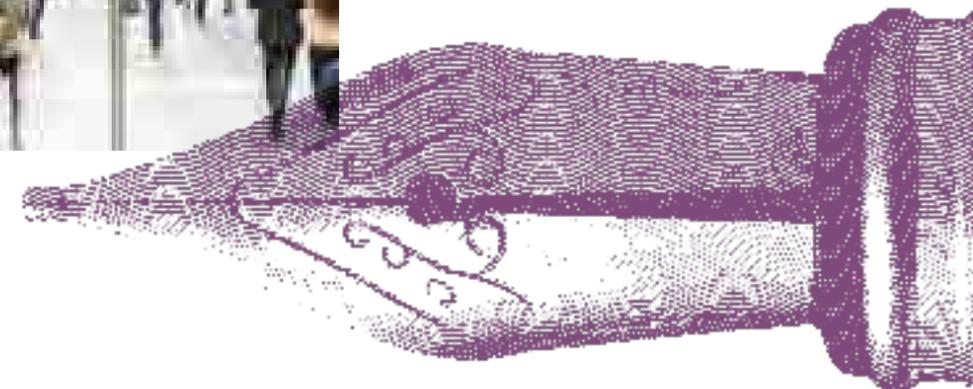
3.



4.

## —1863

In previous centuries, most ordinary sailors could not read or write. Professional writers sold their services to sailors and penned letters to loved ones. In his *Bound for the Great Salt Lake* of 1863 Charles Dickens includes the letter-writer as one of his characters.



### IMAGES

- 1 — DLR at Middle Dock
- 2 — West India Quay
- 3 — Canada Square
- 4 — Canary Wharf



**TRADERS' QUARTER**  
AT  
ROYAL WHARF

### ENJOY YOUR CITY

Just minutes from Canary Wharf, and around half an hour from Oxford Street, Traders' Quarter at Royal Wharf will grow to be an historic 21st century contribution to the ever changing tapestry of Greater London.

# EMBEDDED IN VIBRANT LONDON

### EAT, DRINK & RELAX

- 01 — Pavilion Café
- 02 — Nakhon Thai
- 03 — Scoff & Banter
- 04 — Maureen's traditional pie & mash shop
- 05 — Bow Creek Cafe
- 06 — Nisa Local
- 07 — East River Spa
- 08 — Gaucho
- 09 — Pizza Express

### ART & CULTURE

- 10 — The Crystal
- 11 — The O2
- 12 — Brick Lane Music Hall
- 13 — Royal Observatory
- 14 — The Space
- 15 — Cutty Sark
- 16 — Museum of London Docklands
- 17 — Millennium Mills
- 18 — Trinity Buoy Wharf

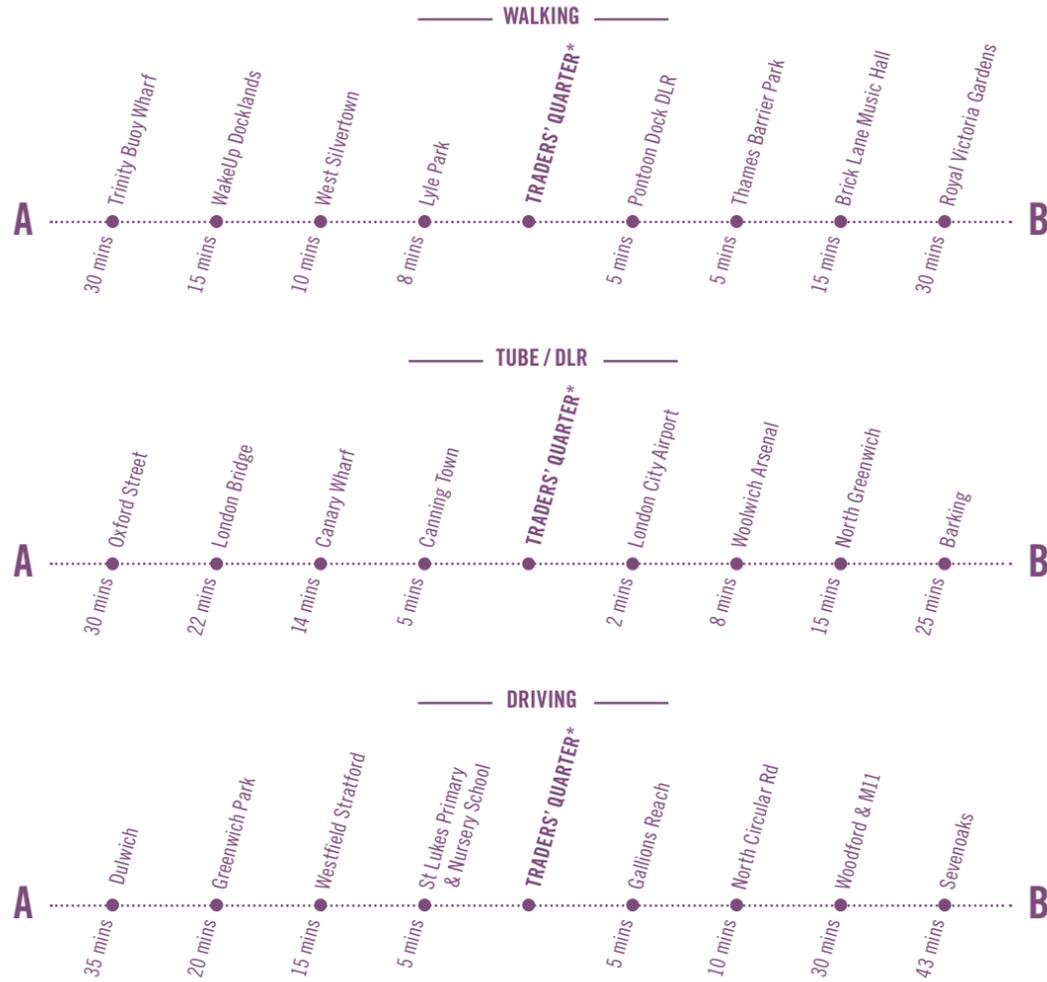
### OUTDOOR, PARKS & FARMS

- 19 — Greenwich Peninsula Ecology Park
- 20 — Thames Barrier Park
- 21 — Lyle Park
- 22 — Beckton District Park North
- 23 — WakeUp Docklands
- 24 — Newham City Farm
- 25 — Mudchute Equestrian Centre
- 26 — Maryon Wilson Animal Park
- 27 — Greenwich Park

# —1987

The Docklands Light Railway (DLR) opened in 1987 – transforming connections across East London, all without the aid of a driver!

ON FOOT, BY BOAT, TRAIN OR UNDERGROUND, IT COULDN'T BE EASIER GETTING FROM A–B



\*All journey times start from Corsair House. Distances and times are approximate only. Journey times are taken from Google Maps and tfl.gov.uk

# ACROSS THE WATER & BEYOND



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2.



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With Pontoon Dock on your doorstep, the DLR links you to the Underground network and the whole of the capital.

You can be at Bond Street in half an hour and the O2 in a little over five minutes. The Emirates cable car glides from the Royal Docks to the Greenwich Peninsula in seven minutes. Or why not take to the water on a Thames riverboat? And with London City Airport less than five minutes away by DLR, it's quick and easy to fly all over Europe – or even to New York.

Connections will get even better when Crossrail opens in 2019†. From Custom House station, close to Royal Wharf, it will be just 15 minutes into central London. Even Heathrow airport will be less than 45 minutes away. It's hard to imagine a better time to be part of the story of London. Or a better place to do it than at Traders' Quarter.

†Taken from www.crossrail.co.uk

IMAGES  
 1 — Crossrail (Opening 2019†)  
 2 — Pontoon Dock  
 3 — Emirates Air Line

# INCREDIBLY REFINED INTERIORS



## —1809

The Georgian period has been described by historians as the 'age of manufacturers'.

Specialising in glass chandeliers, china and earthenware, Pellatt and Green's glassware shop in St Paul's Churchyard, London (1809) is an example of the rise in luxury goods in the early 19th century.

### IMAGES

All — The Traders' Quarter show home in Corsair House



### GENERAL INTERNAL

- Solid core timber wood internal doors
- Internal walls painted in white with skirting boards in white
- Engineered oak wood flooring to hall, living area and kitchen

### GENERAL EXTERNAL & COMMUNAL FACILITIES

- Balconies to some apartments
- Cycle racks are located on ground floor level
- Underground parking is included with some apartments – please speak to your Sales Consultant for details
- A concierge service will be available from June 2017 – please speak to your Sales Consultant for details
- Access to the Clubhouse (including swimming pool and fitness suite) will be available from late 2018

### KITCHEN

- White gloss handleless base and wall units with soft close mechanism
- Silestone quartz worktop in 'Gris Expo'
- Matt silver ceramic tiles to kitchen walls
- Single bowl stainless steel undermounted Blancoclaron sink with chrome finish deck mounted mixer tap
- Siemens fully integrated fridge freezer
- Siemens fully integrated dishwasher
- Siemens single electric fan-forced oven with metal fascia
- Siemens induction hob finished in black glass
- Siemens concealed canopy hood extractor fan with silver metallic lacquer finish
- 2 x 30 litre integrated bins within base unit
- Pelmet lighting under high level cupboards

### BATHROOMS

- Gloss noir black ceramic tiles to bathroom walls surrounding bath
- Matt white ceramic tiles to bathroom walls
- Wall-mounted mirrored wall cabinet with light behind and shaver point inside
- White integrated double ended bath with polished chrome finish mixer tap, shower set and bath screen in glass chrome
- White sanitaryware including WC and countertop basin with polished chrome deck mounted mixer taps
- Polished chrome heated ladder towel rail
- Matt grey ceramic tiles to floor

### EN-SUITES

- Matt grey ceramic tiles to en-suite floors
- Gloss noir black ceramic tiles to bathroom walls surrounding bath
- Matt white ceramic tiles to bathroom walls
- Polished chrome shower set with screen in glass chrome
- White sanitaryware including WC and countertop basin with polished chrome deck mounted mixer taps
- Polished chrome heated ladder towel rail
- Wall-mounted mirrored wall cabinet with light behind and shaver point inside

### BEDROOMS

- Fitted carpets in neutral colour to bedrooms
- Plain white wardrobes with double doors

### ELECTRICAL, LIGHTING & HEATING

- Spotlights throughout
- Horizontal or vertical single panel radiators throughout
- Services cupboard contains electrical meter, HIU and Beko washing machine
- Video entry phone system and thermostat to hallway

# A NEW & EXCITING DISTRICT

Royal Wharf brings together everything that's great about London living: classic Georgian inspired architecture, peaceful parks and riverside walkways; coupled with contemporary shopping and a host of bars and restaurants on your doorstep.

The wealth of interconnecting green spaces, and the lively mosaic of shops, cafés, bars and restaurants, will form a backdrop to the true heart of Royal Wharf: over 3,300 beautiful, spacious homes spread across the entire 40 acre site.



Lyle Park

Royal Wharf Pier

Fitness Facility

Fitness Facility

Royal Wharf Gardens

Concierge

Corinthian Square

Proposed School

HENRY HUDSON COURT

HENRY HUDSON COURT

BANYAN COURT

BANYAN COURT

CAPE HOUSE

CORSAIR HOUSE

High Street

Riverside Walk

River Thames

West Silvertown

DLR

North Woolwich Road

DLR

Pontoon Dock

Thames Barrier Park

N

# YOUR CUSTOMER JOURNEY

## STEP 01 FIND

### — START YOUR JOURNEY

Tell us what you are looking for and we will answer any questions you have.

### — ARE YOU ELIGIBLE?

Complete the online application form. We'll check your form to see if you've met the overall criteria for Shared Ownership and if you'll be able to afford it without difficulty.

### — CHECK OUT THE DEVELOPMENT

Contact our sales team to book a viewing for the development you're interested in.

## STEP 02 APPLY

### — SELECT YOUR PREFERRED HOME

Have you seen something you like? Let us know which are your preferred properties.

### — WE OFFER YOU A HOME

We'll try to offer you your preferred home. If we can't, you could consider applying for another property.

### — PURCHASING INTERVIEW

You'll supply evidence of your income, savings and other required information to one of our mortgage advisors. The mortgage advisor will check the property is affordable for you. A sales consultant will then contact you to discuss the outcome of the review and explain the buying process in more detail.

### — INSTRUCT YOUR SOLICITOR

When you instruct a solicitor you will also need to pay your reservation fee and apply for a mortgage.

### — EXCHANGE OF CONTRACTS

You're nearly there, exchanging contracts means that everything's tied up. We've legally agreed to sell you the property.

### — HOME DEMONSTRATION

When the building is ready, we'll invite you to see your home before you move in. We'll give you a residents' manual and make sure you're familiar with key features such as kitchen appliances, the heating system and security.

## STEP 03 BUY

# USEFUL INFO

## ABOUT NOTTING HILL GENESIS

Notting Hill Genesis is one of London's leading housing providers offering a range of property solutions including Shared Ownership sales and re-sales, open market sales and leasehold management.

Notting Hill Genesis is one of the largest housing associations in the country, with around 64,000 homes across London and the south-east, serving more than 170,000 residents.

It was formed in April 2018 when Notting Hill Housing amalgamated with Genesis Housing Association. It is a social enterprise committed to creating thriving communities and providing homes for lower-income households. Notting Hill Genesis owns and manages homes across a range of tenures including social, affordable and private rent, leasehold, care and support, temporary housing and Shared Ownership, of which we are the largest provider in the country.

## WHAT IS SHARED OWNERSHIP?

Shared Ownership is a part-buy, part-rent government funded scheme designed to help people on moderate incomes get on the property ladder. The scheme is simple; you usually buy an affordable share of between 25% to 75% of the property's full market value and pay a subsidised rent on the remainder, with an option to purchase further shares later on. Shares available to buy at Traders' Quarter may vary, please speak to a member of the Sales Team for more information. For new build properties, Notting Hill Sales abides by the NHBC Consumer Code for Home Builders. For more information please visit [www.nhbc.co.uk](http://www.nhbc.co.uk)

## WHAT COSTS CAN I EXPECT?

In addition to your rent and mortgage repayments you will pay a service charge. This will cover a variety of costs related to the management of the building, for example insurance, management fees, repairs, utilities, servicing and a contribution into a reserve fund that will be used to pay towards future major works and external redecorations. Please speak to a member of the Sales Team for more information.

## WHO IS ELIGIBLE?

Shared Ownership is for first-time buyers, tenants and other priority groups who want to become home owners. Priority groups include: first-time buyers, existing council or housing association tenants and local authority priority. We usually give priority to people who live or work in the borough where the property is located. Please speak to a member of the Sales Team for the latest eligibility criteria.



SUPPORTED BY  
MAYOR OF LONDON

Specification details are for guidance only and remain subject to change. Exact fittings and finishes are subject to availability at time of installation. Please speak to your sales consultant for more information. Details are correct at time of distribution, January 2019.



[NHILLSALES.COM/TRADERSQUARTER](http://NHILLSALES.COM/TRADERSQUARTER)

