

# THE BEACON

LONDON

EAST

FOR

HOMES

NEW

NEW

HOMES

FOR

EAST

LONDON

A collection of contemporary  
Shared Ownership apartments  
designed for modern living

*Bow*

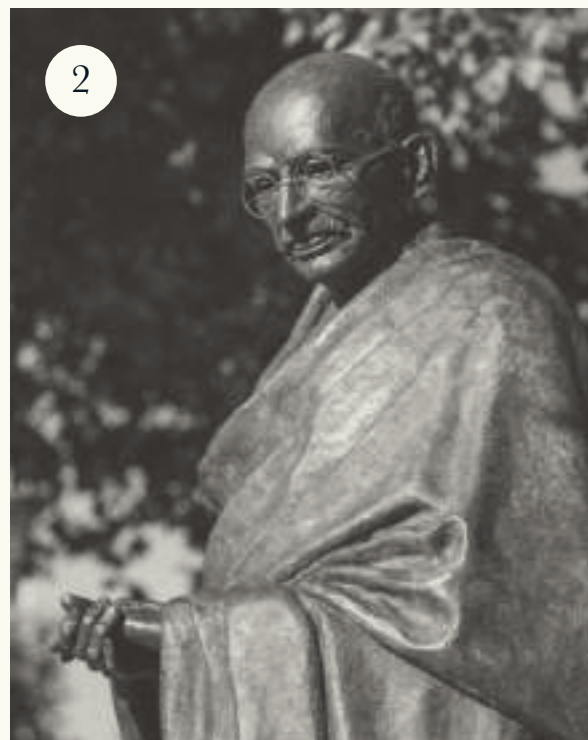


# IN good COMPANY

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.

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.



1. Polentina  
@polentinalondon

3. Root 25  
@root25ldn

3. The Bow Bells  
@thisisthebowbells

4. Posted  
@weareposted



# PLACES YOU NEED TO

know

## LEISURE & SHOPPING

Bow Arts' Nunnery Gallery showcases contemporary exhibitions, while the nearby markets on Roman Road and Chrisp 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. Victoria Park



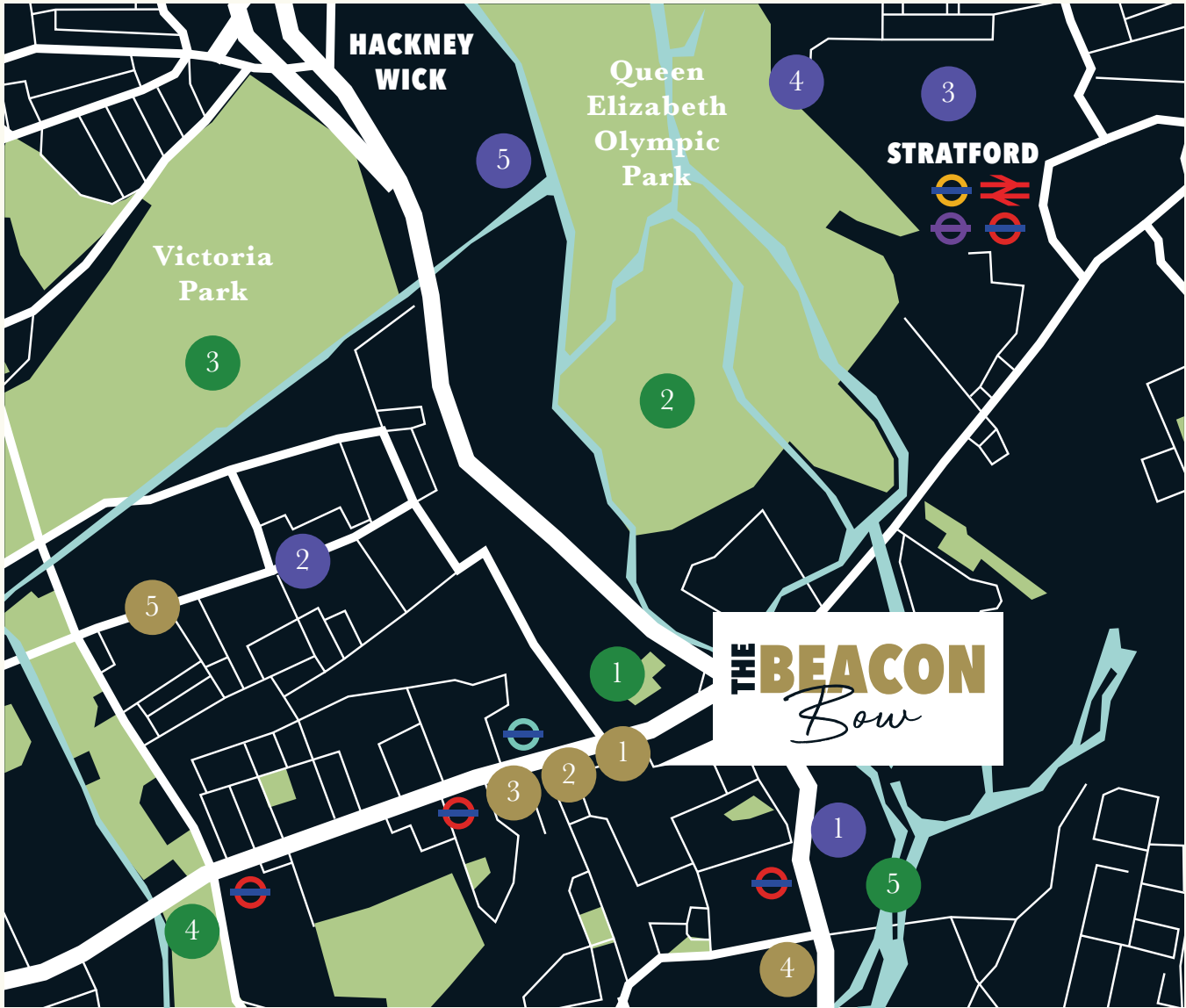
Tower Hamlets has been named the best place to live in East London by *The Times*



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



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



- |                    |                        |                            |                             |                    |
|--------------------|------------------------|----------------------------|-----------------------------|--------------------|
| 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

**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.

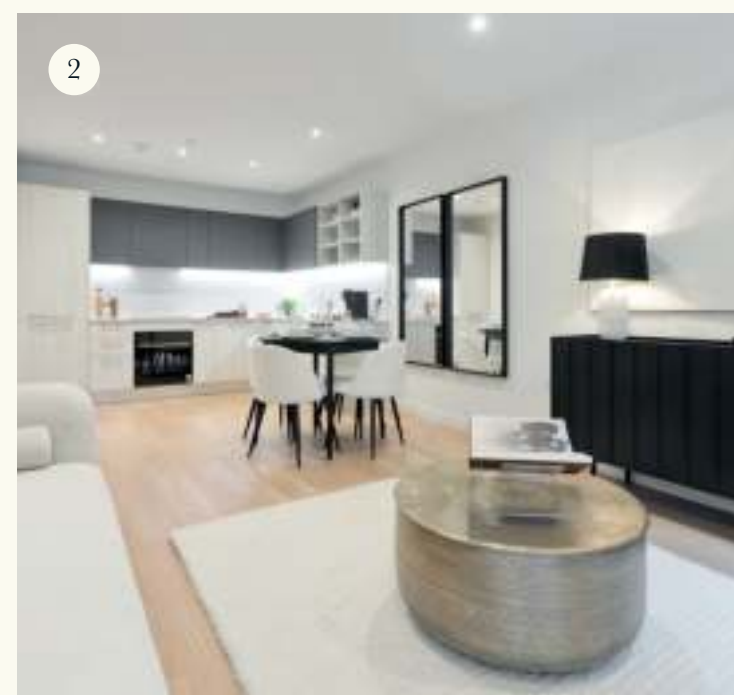
### GENERAL

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.

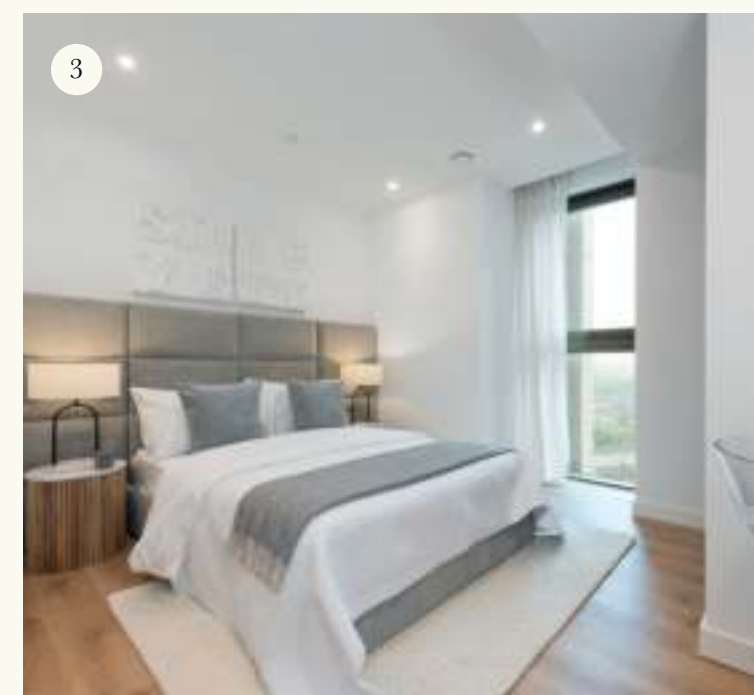
### ELECTRICAL

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.

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.



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



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



# THE BEACON

# Bow

## 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



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



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



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



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

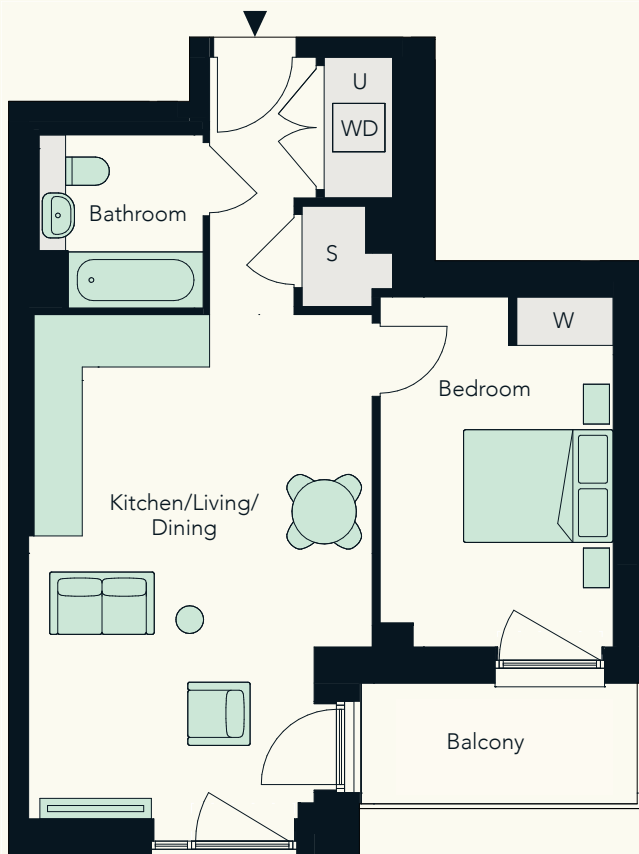


Beautiful green spaces, with  
seating and planting, designed for  
relaxation and connection.



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





## ONE BEDROOM

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

**Kitchen/Living/Dining**  
4.27m x 6.27m

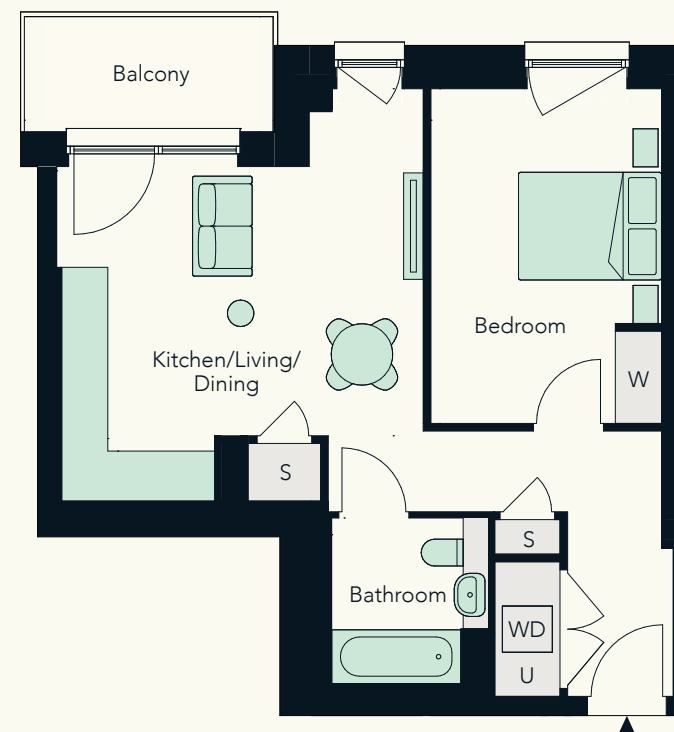
**Bedroom**  
2.89m x 4.35m

**Bathroom**  
2.04m x 2.13m

**Balcony**  
3.46m x 1.50m

**TOTAL: 50.8m<sup>2</sup>**

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



## ONE BEDROOM

PLOTS: 87\*, 95, 103 & 111

**Kitchen/Living/Dining**  
4.70m x 4.70m

**Bedroom**  
4.35m x 3.00m

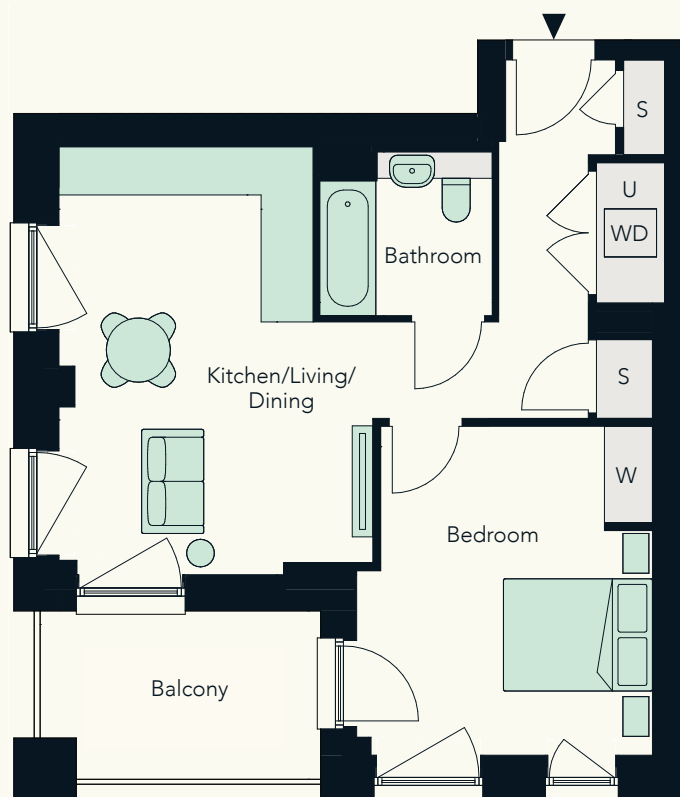
**Bathroom**  
2.04m x 2.15m

**Balcony**  
3.27m x 1.50m

**TOTAL: 50.3m<sup>2</sup>**

**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: 84\*, 92, 100, 108 & 502

**Kitchen/Living/Dining**  
3.91m x 5.18m

**Bedroom**  
3.38m x 4.10m

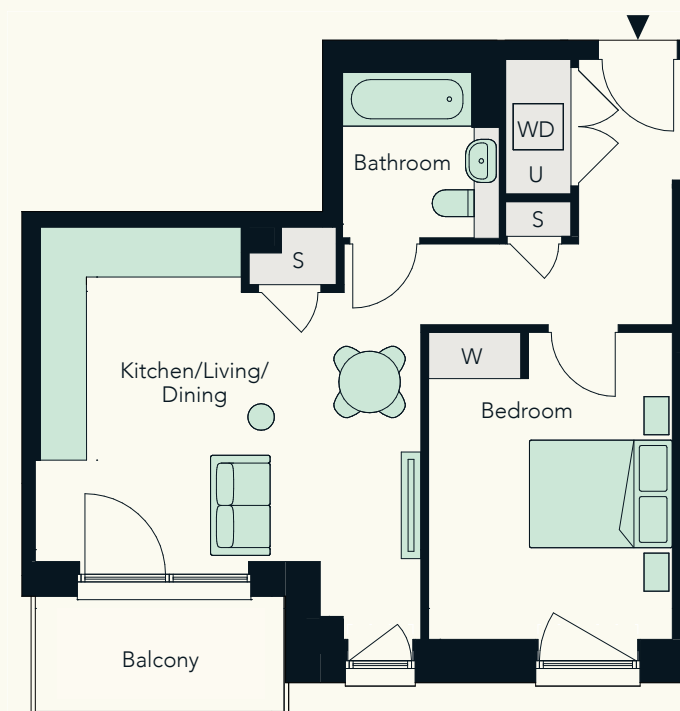
**Bathroom**  
2.15m x 2.04m

**Balcony**  
3.46m x 1.99m

**TOTAL: 50.4m<sup>2</sup>**

**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

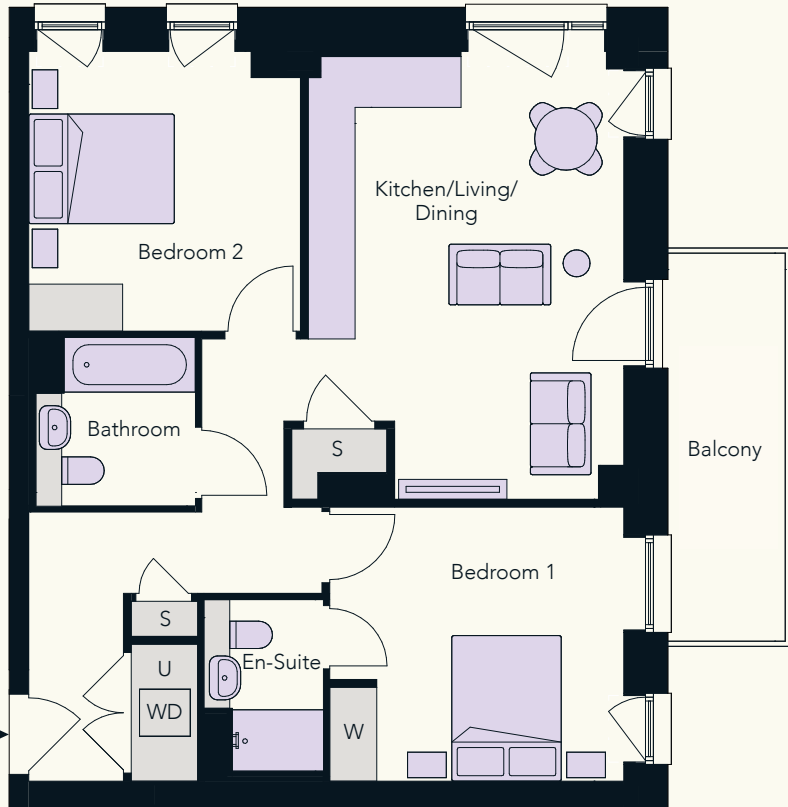
**Bathroom**  
2.04m x 2.15m

**Balcony**  
3.25m x 1.50m

**TOTAL: 50.5m<sup>2</sup>**

**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

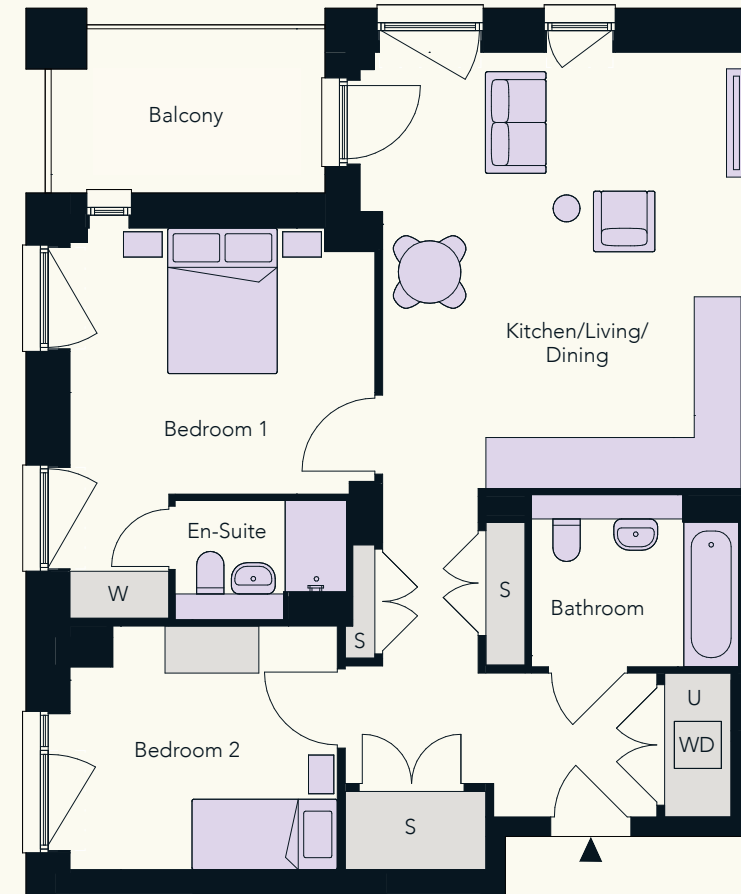
**Bedroom 2**  
3.47m x 3.57m

**Bathroom**  
2.04m x 2.15m

**Balcony**  
1.50m x 4.96m

**TOTAL: 70.4m<sup>2</sup>**

**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

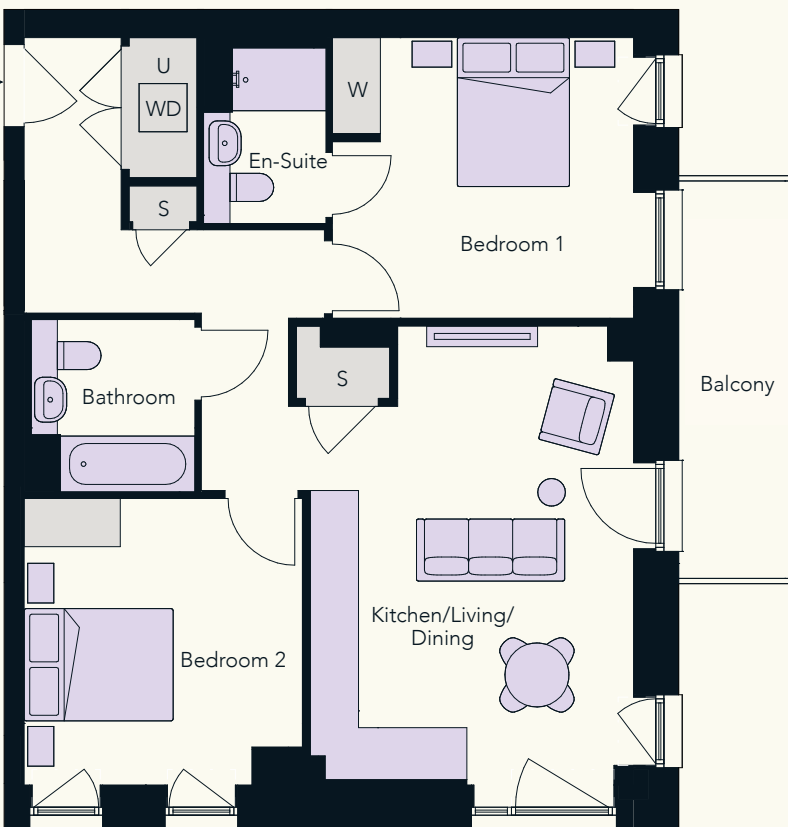
**Bedroom 2**  
3.42m x 3.11m

**Bathroom**  
2.65m x 2.20m

**Balcony**  
3.46m x 1.99m

**TOTAL: 70.8m<sup>2</sup>**

**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

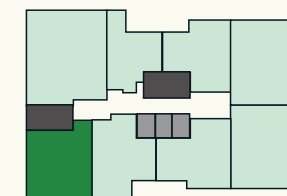
**Balcony**  
1.50m x 4.96m

**TOTAL: 70.3m<sup>2</sup>**

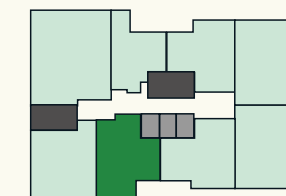
**B** BALCONY  
**S** STORAGE  
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**BLOCKPLANS: FLOORS 1-5**

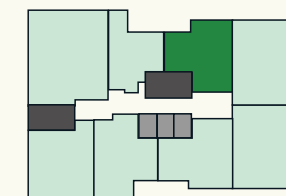
**Plots:** 84, 92,  
100, 108 & 502



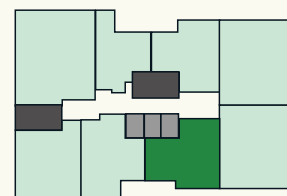
**Plots:** 83, 91, 99,  
107, & 115



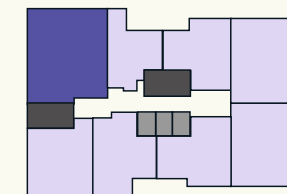
**Plots:** 87, 95,  
103 & 111



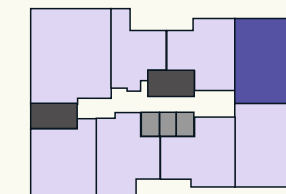
**Plots:** 90, 98,  
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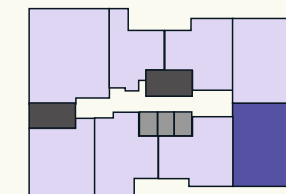
**Plots:** 93, 101,  
109 & 117



**Plots:** 88, 96,  
104, 112 & 120



**Plots:** 89, 97,  
105, 113 & 121



North Point  
for all plans





## 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](https://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](mailto:Sales.enquiries@poplarharca.co.uk)**



*Find out more about  
Shared Ownership*



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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.