

# ELECTRIC QUARTER

LOUGHBOROUGH PARK BRIXTON





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# Love the buzz?

Brixton is becoming a really popular area for people looking to set up home in the capital. With a strong culture, a friendly atmosphere and endless opportunities for fun and socialising it's also got great transport links and is firmly in zone 2.

This all means property values are high, but we've got an affordable way for you to purchase your own home in this much-loved area.

## Be Electric

Electric Quarter is a collection of 133 brand new one, two and three-bedroom apartments at Loughborough Park, a development that's already undergone large-scale renovation.

These apartments are available to purchase with Shared Ownership. With this established scheme you can own your apartment from just a 5% deposit\*.

## Live the high life

These high specification homes are light-filled, spacious and stylish. There's everything you'd expect from premium apartments – a lift, balconies and high quality fixtures, fittings and appliances.

## Stay connected

You'll be living with all that Brixton has to offer on your doorstep. And, with just a 12-minute walk to Brixton Station and Loughborough Junction, travel to the rest of London is easy.

\*Mortgage deposits vary by lender

# Community vibe with a city beat

Set between Clapham, Dulwich and Camberwell, Brixton's right in the middle of south London and has become its beating cultural heart. A go-to for everyone from foodies and clubbers to artists and rockers.

The sense of community runs deep. Whether you like a quiet corner in the pub or a podium on the dance floor, there's always someone to welcome you.



## Famous names in famous places

Music and entertainment have long been a draw for people coming to Brixton, and that still stands. The area's famous live venues, including the O2 Academy Brixton and Hootananny, attract big names and feature everything from ska music to karaoke and comedy.

The Ritzy Picturehouse is another Brixton institution as are clubs Electric Brixton, The Dogstar and the Prince of Wales. The jewel in the latter's crown is its roof terrace – the perfect place to gather on a summer evening.

## Well crafted

There are, of course, plenty of places to enjoy a craft ale around here. From the Crown & Anchor to the aptly named Craft Beer Co.



## A village with soul

Brixton Village and Market Row epitomise all that's great about Brixton. This bustling little corner of London is home to more than 100 independent businesses.

Wander through the covered arcades and you'll find a treasure trove of quirky stores selling an eclectic mix of clothes, jewellery, homewares, art, music, fresh produce and more.

## Foodie heaven

Brixton's become the place to go for sublime taste sensations that don't break the bank. And, crammed with more than 20 cafés, restaurants and takeaways, Brixton Village and Market Row are great places to start.

They'll take you on a culinary journey around the world – from sociable tapas at Seven to divine Danish breakfasts at Valhalla. And with a warm, friendly vibe and live music on Thursday and Friday nights it's pure Brixton spirit.

## Slice, dice and spice

Like to get busy in the kitchen yourself? With Brixton's many food stalls and branches of M&S, Sainsbury's and Tesco nearby, you'll have plenty of ingredients to hand.





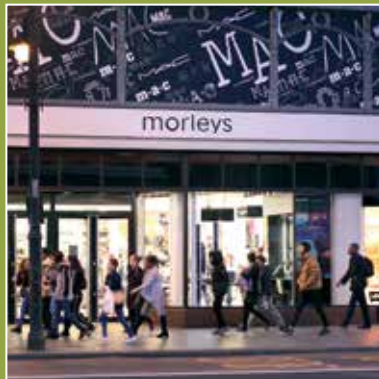
Hang out.  
Chill out.

HAVE  
FUN



Despite being such a vibrant area and so close to London's epicentre, Brixton's not short of green spaces to retreat to. Just to the south is popular Brockwell Park with its stylish 1930s lido and café, rolling meadows, football pitches, duck pond, paddling pool and playground. Regular events include Zippo's Circus, summer concerts and the Lambeth Country Show.

Also nearby is Dulwich Park with its tennis courts, outdoor table tennis area, cycle hire and café. And to the West is Clapham Common – a great space to hang out on a summer's day.



## Spread your wings

Brixton has a magnetic force that makes it difficult to leave. But when you want to venture beyond there's plenty close by. Herne Hill, Dulwich Village and Clapham all have their own special identities and give you an even wider range of cafés, restaurants, bars and boutiques to choose from.



## Just a hop, skip and a jump

The West End, Shoreditch and London's other retail, entertainment and business zones are also easy to get to from Electric Quarter.



# Fast connections

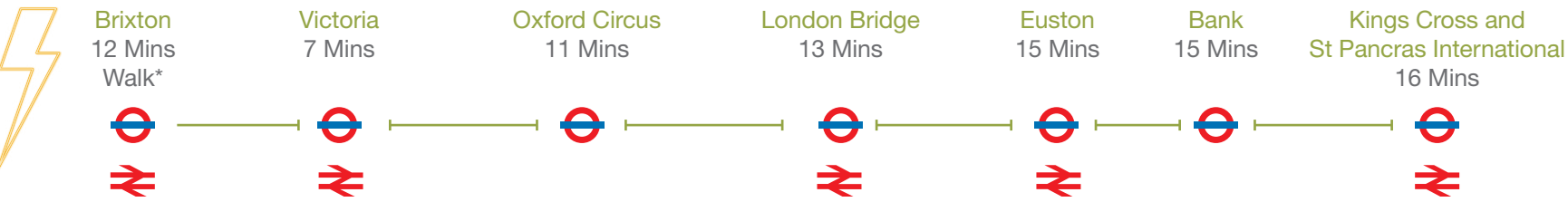
Living at Electric Quarter you'll not only have the buzz of Brixton laid out below. You'll have the rest of London within easy reach thanks to great travel connections.

## Tube

Brixton tube station is just a 12-minute walk\* from Electric Quarter. It's in zone 2 and on the Victoria line, so you can quickly get to north London or out east or west.

Example journey times from there are:

- Oxford Circus – 11 mins
- Victoria – 7 mins
- London Bridge – 13 mins
- Bank – 15 mins
- Kings Cross and St Pancras International – 16 mins



## Train

You're a 12-minute walk\* from Brixton train station and an 11-minute walk from Loughborough train station.

Typical journey times station to station are:

- Brixton to West Dulwich – 5 mins
- Brixton to Victoria – 9 mins
- Loughborough Junction to St Pancras International – 18 mins

## Bus

There's a bus stop just around the corner, which connects you to the local network and across London.

## Plane

Heathrow, Gatwick and London City airports are all within an hour of Electric Quarter.



\*Walking time calculated using Google Maps



# Site plan



C2

1,2 & 3-bed  
apartments  
Plots 1 - 36



RESERVED

D

1,2 & 3-bed  
apartments  
Plots 106 - 130



E Core 1

1,2 & 3-bed  
apartments  
Plots 131 - 179



E Core 4

1,2 & 3-bed  
apartments  
Plots 254 - 276



Affordable  
Rental Homes



Children  
Play Areas

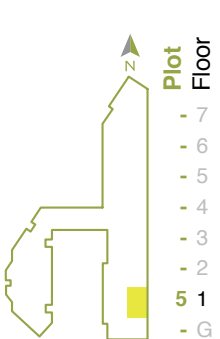
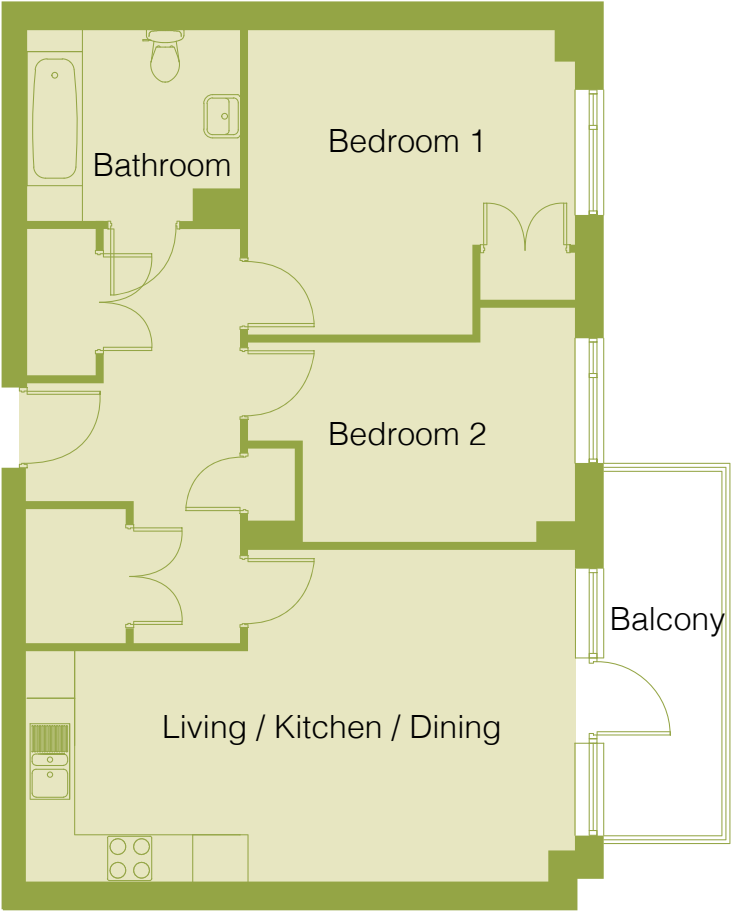


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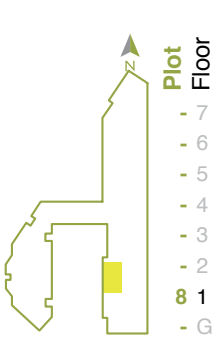
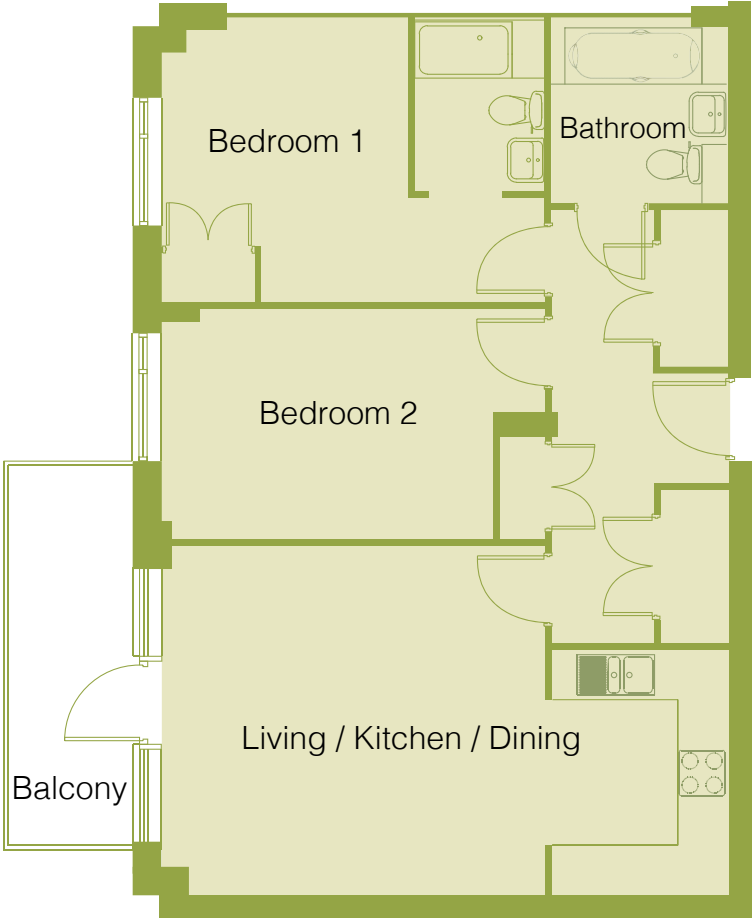
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**Plots 5**  
**Overall 75m²**

Kitchen	2.36m x 2.81m
Living/Dining	4.26m x 4.19m
Bathroom	2.49m x 2.74m
Bedroom 1	3.93m x 4.19m
Bedroom 2	2.56m x 3.49m

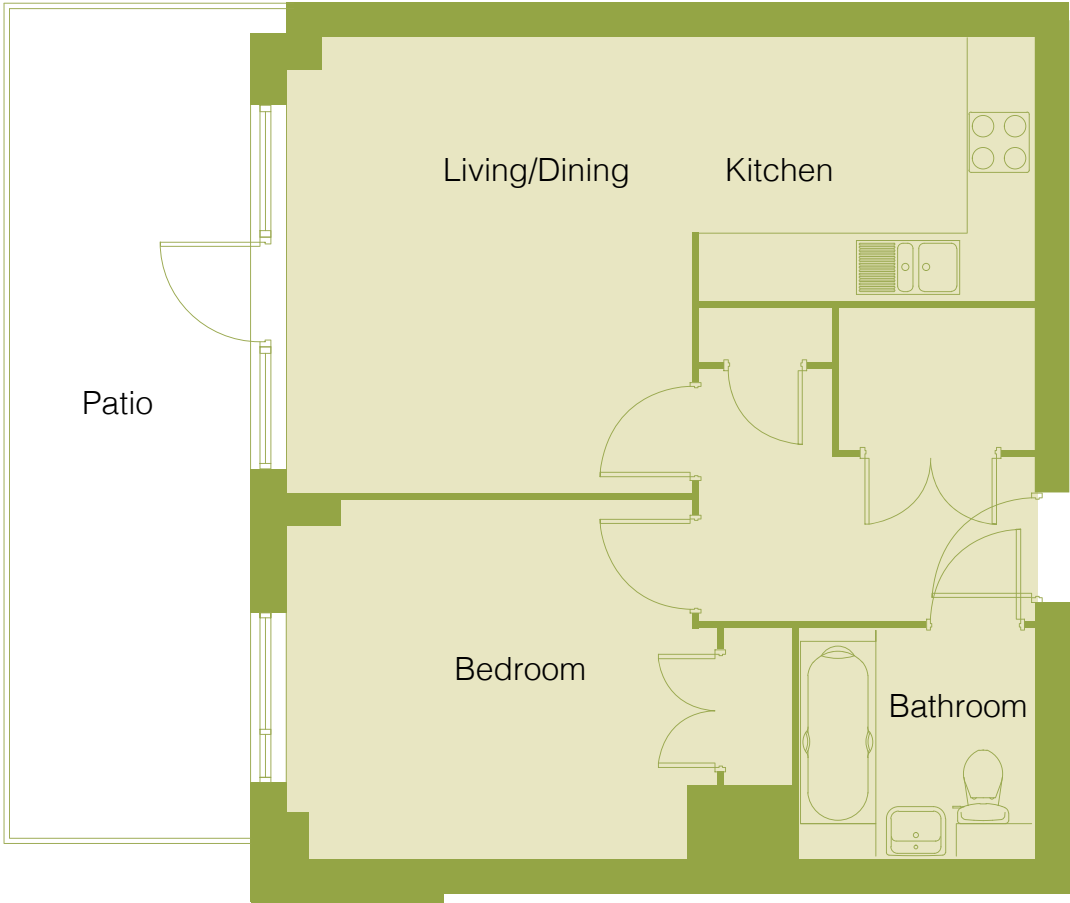
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**Plot 8**  
**Overall 75.1m²**

Kitchen	2.44m x 2.20m
Living/Dining	4.32m x 4.79m
Bathroom	2.31m x 2.20m
Bedroom 1	3.54m x 3.09m
En - Suite	2.16m x 1.63m
Bedroom 2	2.88m x 4.13m

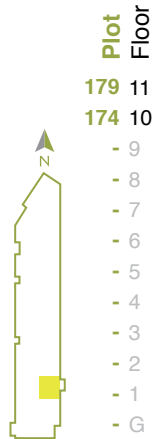
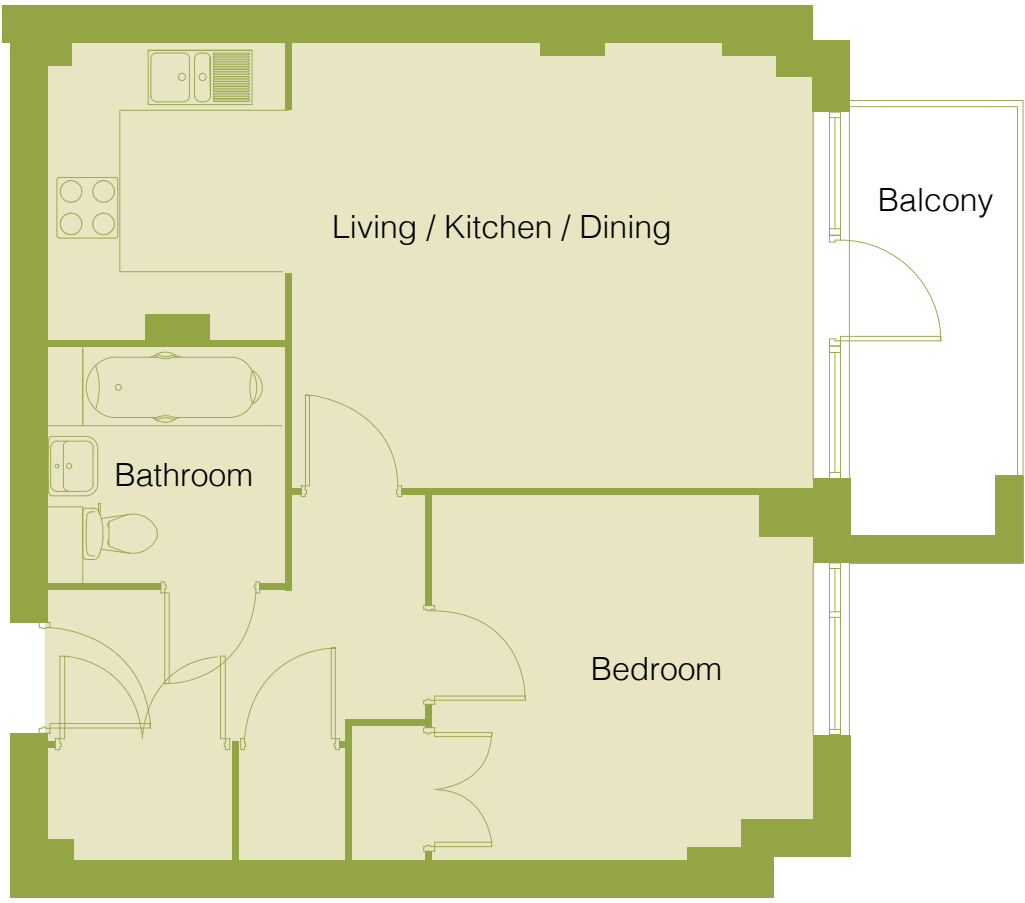
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**Plot 131**  
**Overall 51.5m<sup>2</sup>**

Kitchen	2.44m x 3.12m
Living/Dining	4.27m x 3.77m
Bathroom	2.14m x 2.09m
Bedroom	3.34m x 3.77m

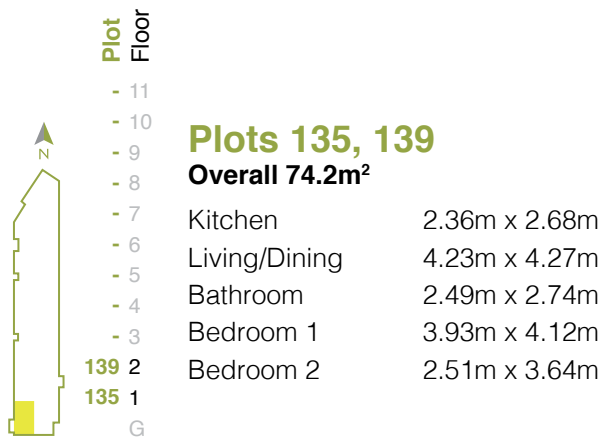
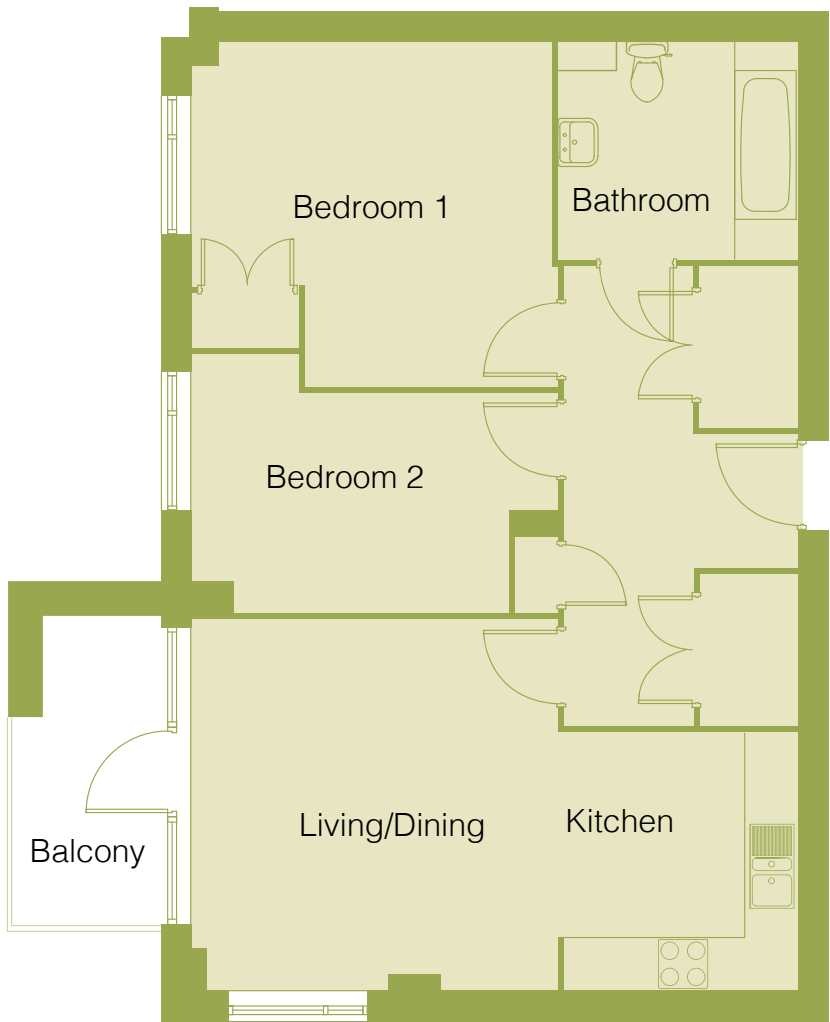
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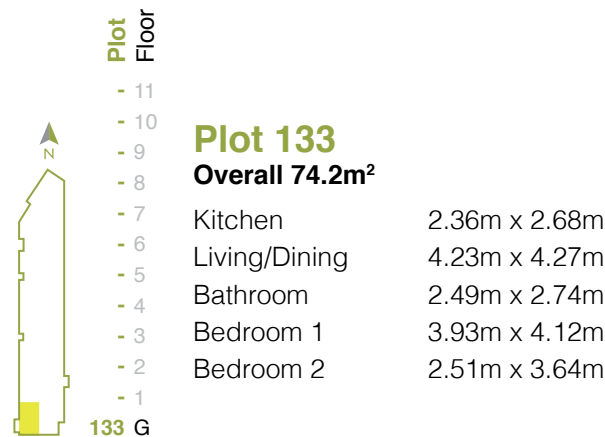
**Plot 174, 179**  
**Overall 51.7m<sup>2</sup>**

Kitchen/Living/Dining	4.10m x 7.07m
Bathroom	2.18m x 2.19m
Bedroom	3.37m x 3.25m

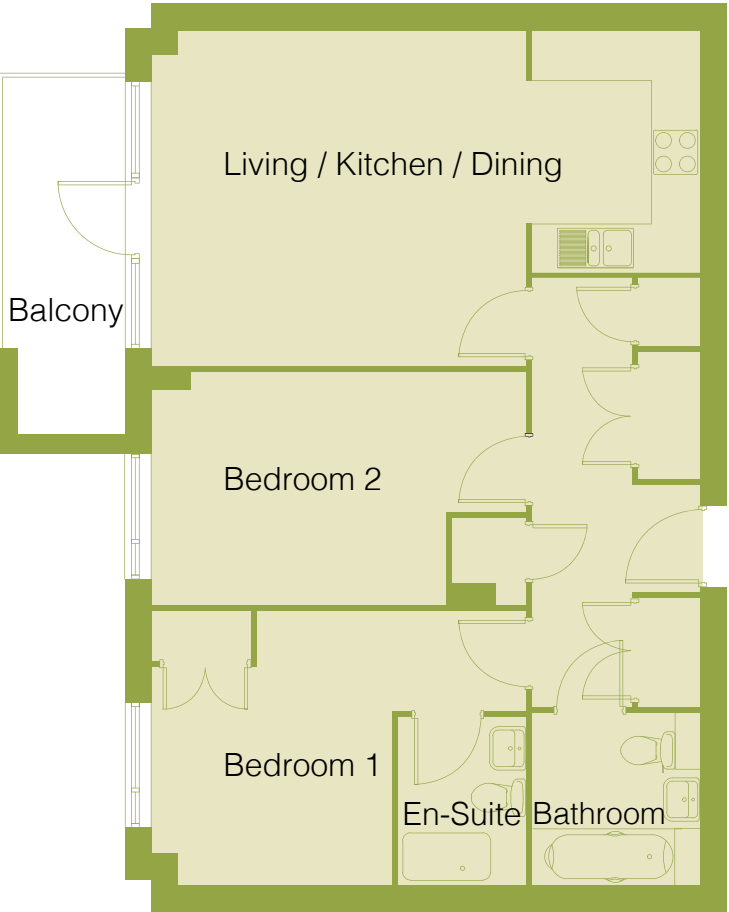
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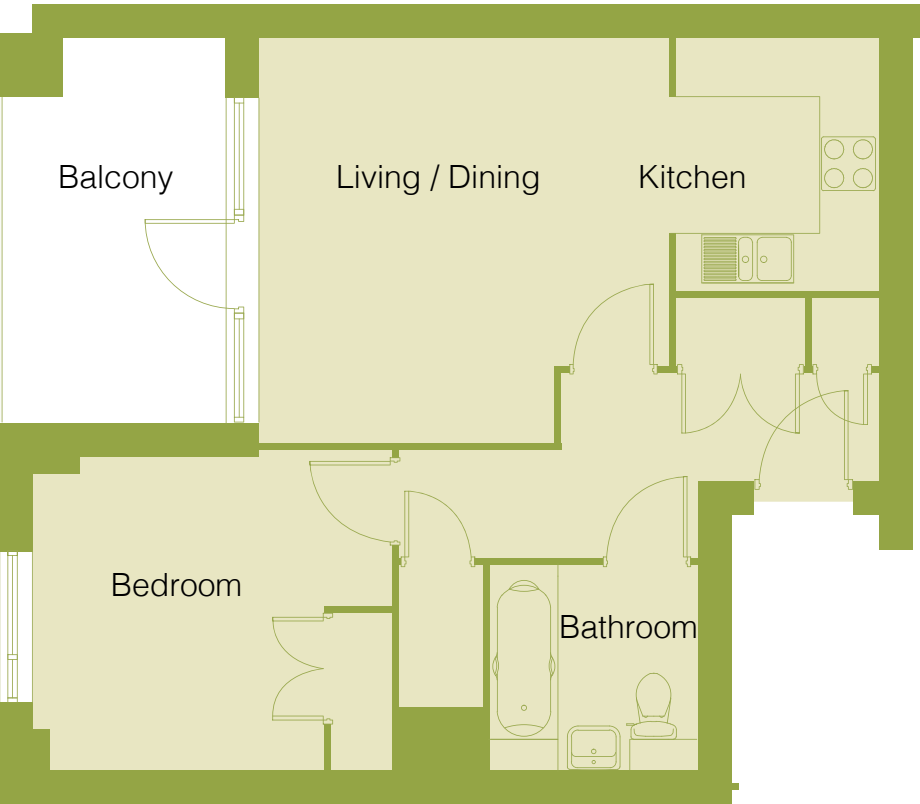
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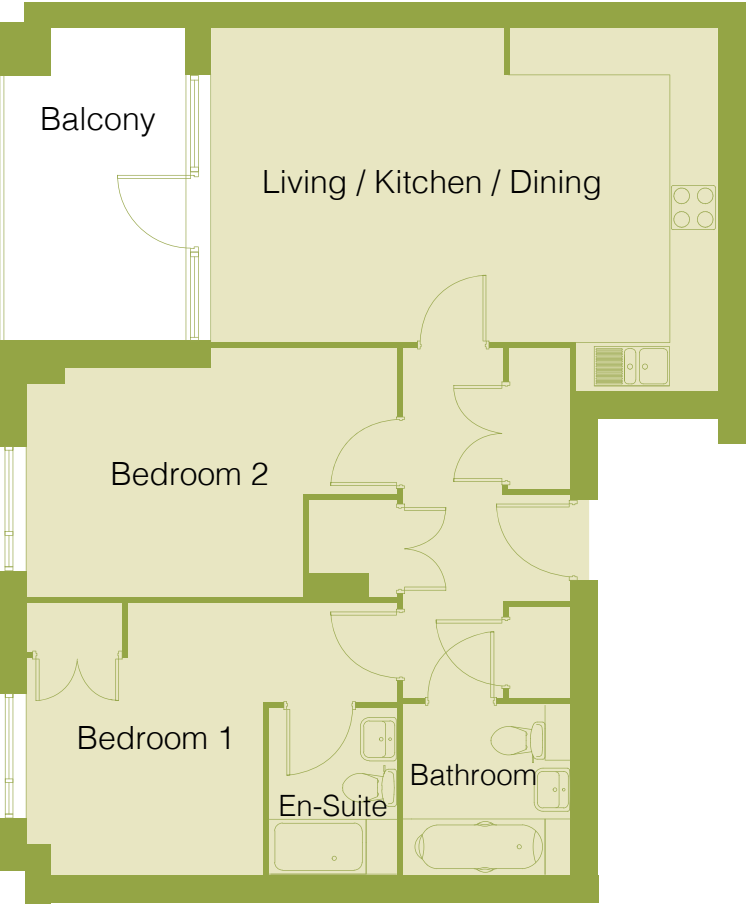
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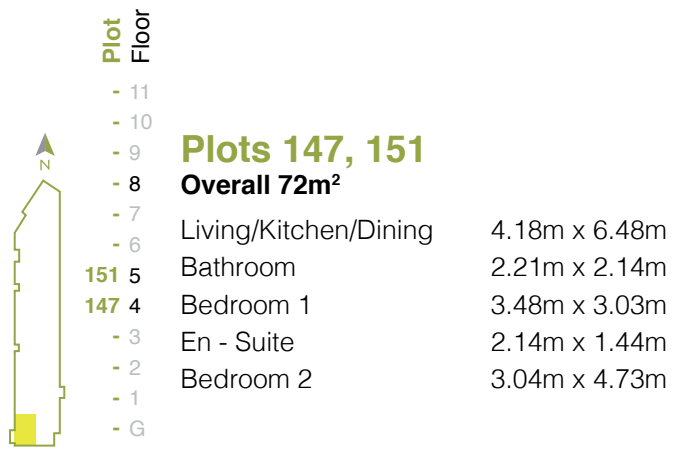
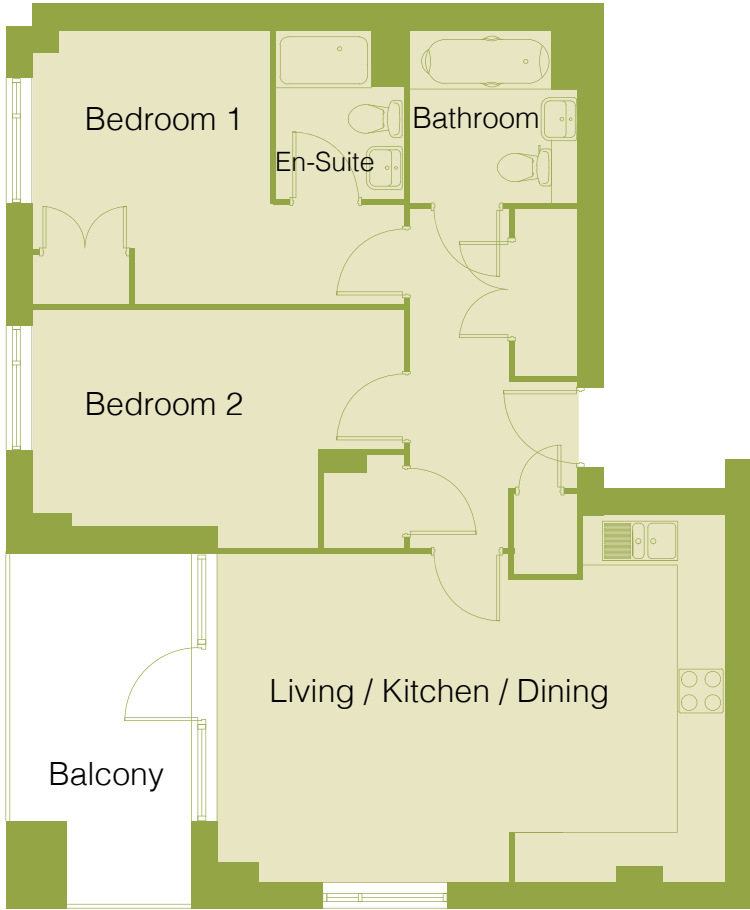
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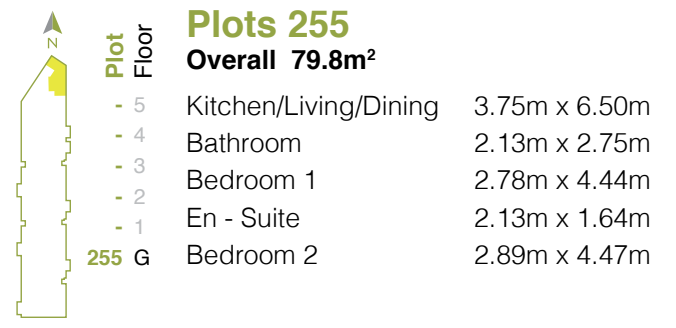
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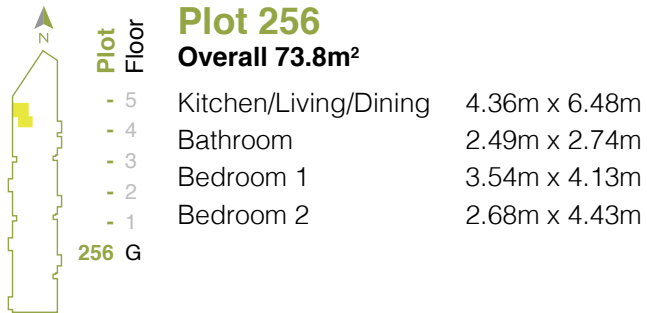
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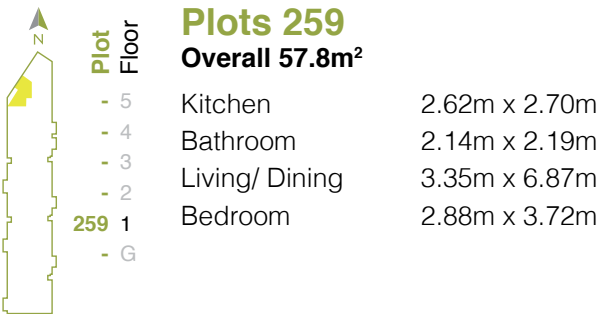
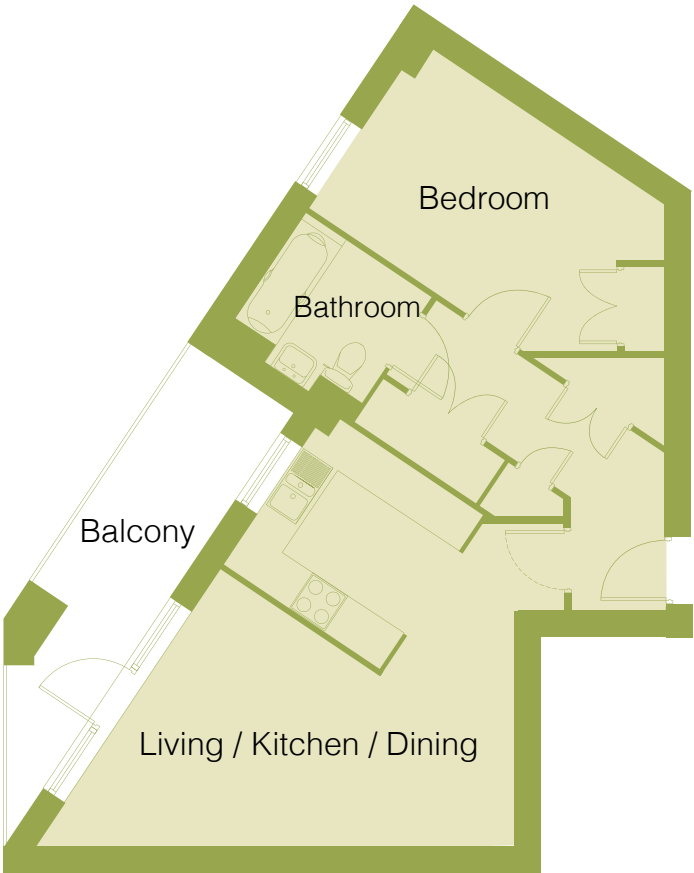
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Block E4



Block E4



Block E4



Plots 260		Overall 98.9 m <sup>2</sup>	
	Plot	Floor	
	5		Kitchen
	4		Living
	3		Bathroom
	2		Bedroom 1
	260	1	En-Suite
			Bedroom 2
			Bedroom 3
		G	



Computer generated image



Computer generated images

# A spec to show off

Electric Quarter apartments are sleek and spacious with crisp lines and standout design details. The kind of pads that are really comfortable to retreat to, but always ready to put on a show for guests.

## Kitchen

- Flooring – Novillon woodstrip
- Symphony kitchen units from the Woodbury range in either White, Anthracite or Cashmere (colours have been pre-selected for each apartment)
- Zanussi fridge freezer, hob, oven and hood
- Electrolux extractor
- Zanussi integrated washer dryer

## Bathrooms

- Flooring – Novillon woodstrip
- British Ceramic Tiles around bath and basin
- Kaldewei Eurowa white bath with panel
- White Ideal Standard WC
- Heated towel rail
- Wall hung or semi recessed basin by Ideal Standard

## Bedrooms

- Flooring – carpet by Cabaret in Oatmeal

## General

- Chrome satin door handles
- Skirting – square edged, eggshell
- Architraves – square edged, eggshell

*While every effort has been made to ensure accuracy at times specification items may change. Your sales advisor will keep you updated.*

# Shared ownership – a more affordable way to buy

With shared ownership, you buy a share in your home and pay a reduced rent on the share you don't own. People usually buy between 25% and 75% of the property's full value to begin with.

This means you need a smaller mortgage and deposit than if you were buying the property outright. And the cost usually works out less per month than renting privately.

If you wish you may buy more shares in your home later, until you eventually own it outright.

For shared ownership homes in London, your household income should be less than £90,000, and you need to be over 18 and a UK resident.



## A bit about us



Electric Quarter apartments are available through Guinness Homes Ltd. We're part of The Guinness Partnership, which owns and manages nearly 65,000 homes across England, providing services for 140,000 customers and care services for 10,000 people.

Our vision is to improve people's lives by providing as many high-quality homes as possible, and everything we do is geared around that. We reinvest all our surplus money into building more homes and improving services.

With a strong history over 125 years, buying a home from us is safe and secure.





**0300 456 0522**



**[www.guinnesshomes.co.uk/brixton/](http://www.guinnesshomes.co.uk/brixton/)**



**[sales@guinness.org.uk](mailto:sales@guinness.org.uk)**

Guinness Homes is part of The Guinness Partnership Ltd. Registered office is at 30 Brock Street, Regent's Place, London, NW1 3FG.

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