



THE
**PICTURE
HOUSE**
LONDON E6

THE PICTURE HOUSE



WELCOME TO THE PICTURE HOUSE

A collection of 1, 2 & 3 bedroom high specification apartments just 9 minutes walk to Upton Park Station



LONDON LIFE IN STYLE

POSITIONED IN A HISTORIC LOCATION AT THE HEART OF VIBRANT E6, THE PICTURE HOUSE IS AN EXCITING COLLECTION OF HIGH-QUALITY ONE, TWO AND THREE BEDROOM SHARED OWNERSHIP APARTMENTS THAT COULD MAKE YOUR DREAM LONDON HOME A REALITY.



Each home has been designed to provide a higher quality of life, with light, spacious interiors, a private balcony or terrace and high specification throughout. There is also a communal roof terrace, an on-site gym and secure cycle parking for complete convenience.

This is all complemented by the area's excellent transport connections, with London's fantastic tube and cycle network putting the whole city on your doorstep.

The Picture House is your opportunity to own a home at the centre of a welcoming community, just minutes from everything the capital has to offer. What are you waiting for?





AN ICON REBORN



1910

The Picture House name was inspired by the site's long history as a cinema, which first opened its doors as the Boleyn Electric Theatre in 1910 on account of the area's links to Henry VIII's ill-fated second wife.

The cinema captivated audiences with its early motion pictures and quickly became a cornerstone of the community.

1929

In 1929, the building underwent significant transformations under the guidance of renowned cinema architect Cecil Masey. Alterations included the installation of a new entrance canopy and modifications to accommodate films with sound, heralding its rebranding as the New Boleyn Cinema.



1932

By 1932, new ownership prompted another rebranding, this time to the New Boleyn Electric Theatre, a nostalgic nod to its roots. This it remained until 1936, when it was acquired by the Oscar Deutsch chain of Odeon Theatres.

1938

Plans were soon in motion to replace the beloved Boleyn Cinema with a modern Odeon Theatre, which opened its doors in 1938. This state-of-the-art venue delighted filmgoers for decades until 1999, when it was revitalised as the Boleyn Cinema, screening Bollywood films and celebrating the diverse culture of the local community.



2024

It now enters a new era as The Picture House and, while the address may no longer be a cinema, its commitment to creating community in E6 remains stronger than ever.



HIGH QUALITY LIVING



GATEWAY IS RENOWNED FOR MAKING HIGH-QUALITY HOMES ACCESSIBLE AND THE PICTURE HOUSE IS NO EXCEPTION. EVERY ASPECT OF THE DEVELOPMENT HAS BEEN METICULOUSLY DESIGNED TO CREATE A PLACE TO BE PROUD OF, FOR RESIDENTS AND THE WIDER COMMUNITY.

Exterior design

The Picture House aims to exist in harmony with the surrounding urban landscape through thoughtful aesthetics, rhythm, and scale.

The brick construction features glazed faces on the ground floor to complement the surrounding architecture, while metal-framed windows and balconies with cedar boarding and frameless glass balustrades add a modern touch.

This is complemented by vertical bays, generous window reveals and brick and stone detailing, which combine to create an attractive frontage.

Furthermore, each home includes a private terrace or balcony, which are seamlessly integrated into the building's form, enhancing the overall aesthetic, while providing valuable outdoor space.



Communal roof gardens

The development features stunning communal roof gardens, offering residents a quiet retreat amidst the excitement of the city. At the first-floor level, there is a central roof garden with outdoor play space, providing a perfect area for relaxing and socialising.

Additional roof gardens on the fifth, sixth and upper levels are landscaped with trees, shrubs, and seating areas, promoting biodiversity and a better quality of life.

Internal specifications

Inside, each apartment is finished to a high specification, enjoying integrated appliances and fitted wardrobes for complete convenience. Stylish wood-effect flooring flows through the hallway, kitchen, and living areas, while quality carpets provide comfort in the bedrooms.

Residents can also enjoy secure communal cycle parking with a total of 158 spaces.





RELAX AND UNWIND



EAST HAM OFFERS A VARIETY OF GREEN SPACES
PERFECT FOR REST AND PLAY.

Central Park includes a children's playground, bowling green, tennis courts, and café. Plashet Park and Brampton Park are also popular spots, featuring similar amenities. Alternatively, escape to East Ham Nature Reserve to admire the local flora and fauna.

For those interested in the arts, Red Door Studios provides artist studios, classes and events for the community. If you like to keep fit, The Picture House's ground floor gym is perfect for you, while swimmers and sports fans will love East Ham Leisure Centre's pool, sports hall and fitness classes.

DIVERSE DINING

THE CULINARY SCENE IN E6 REFLECTS ITS MULTICULTURAL COMMUNITY.

The area is home to a wide range of eateries, including popular Indian restaurants like Vijay's Chawalla and Vasanta Vilas. Both are vegetarian specialists and serve a variety of flavourful dishes that are loved by locals and visitors alike.

Alternatively, experience a taste of Kerala at Thattukada with its extensive menu of authentic dishes from the tropical south-east Indian region.

The Red Lion pub is renowned for its sourdough pizzas and excellent beer garden, while the historic Denmark Arms makes a great place for cask beers and botanical gins.

If you want to stay truly local, however, head to the nearby Boleyn Tavern which has recently been restored to all its Victorian glory and makes a remarkable spot for a social.

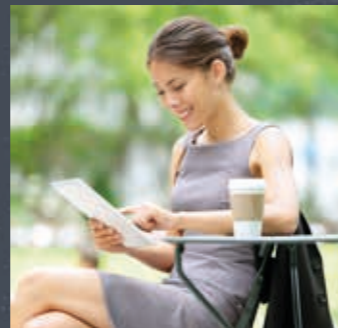
On the morning after, take a leisurely cycle to Central Park Café for a wonderful selection of bread, pastries and coffee – not to mention a whole host of breakfast and lunchtime classics.



Red Lion 80 High Street South E6 6ET



Vijay's Chawalla 208-270 Green Street E7 8LF



Central Park Café Barle Avenue E6 3AU



RETAIL THERAPY



High street

East Ham's primary shopping hub is along High Street North and Ron Leighton Way, which feature a mix of well-known high street chains and supermarkets, alongside local independents. This partly pedestrianised area is bustling with activity, offering everything from fresh produce to unique local boutiques.

Queens Market

Alternatively, the famous Queen's Market is a short walk north of The Picture House on Green Street. This buzzing market offers a diverse range of goods and its abundance of fresh produce makes it a mecca for foodies.



Westfield Stratford

For more extensive shopping, Westfield Stratford City is easily reached on the tube, providing an enormous range of retail options, dining, and entertainment. Plus of course, Central London is easily accessible and plays home to some of the best shopping in the world.

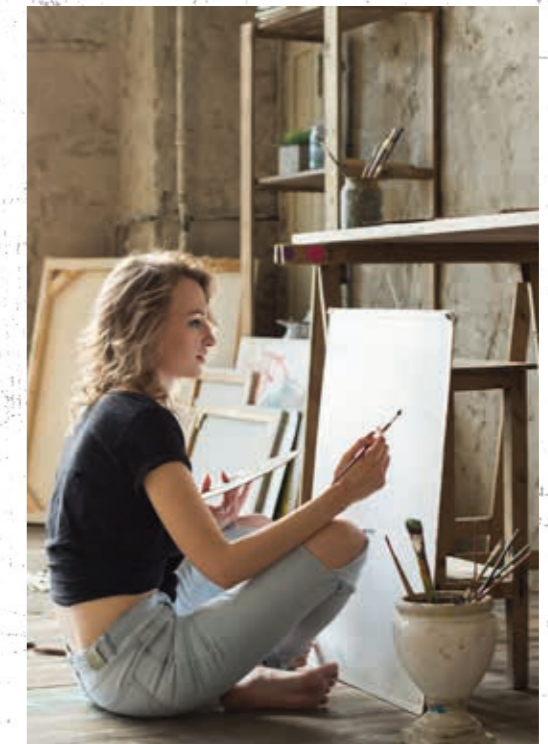
E6 & BEYOND

IN ADDITION TO THE FANTASTIC E6 COMMUNITY THAT'S ON YOUR DOORSTEP, A HOME AT THE PICTURE HOUSE MAKES A NUMBER OF OTHER EXCITING DESTINATIONS EASILY ACCESSIBLE.



Queen Elizabeth Olympic Park

is a short tube ride away and offers the best of both worlds. On one hand, you have a network of peaceful trails, waterways and playgrounds to explore. On the other, you have the thrill of world-class sports venues such as the Copper Box Arena, London Aquatics Centre and London Stadium, which also hosts gigs from global superstars.



The O2

One of London's premier entertainment venues, The O2 Arena, is easily reached and hosts regular concerts, sporting events and exhibitions. The wider O2 complex plays home to a plethora of restaurants, bars and other entertainment.



Canary Wharf

If designer brands and swanky bars are more your idea of fun, the bustling financial district of Canary Wharf is also nearby and offers so much more than just corporate business. There is a great variety of shopping, dining, and entertainment options, including the Canary Wharf Shopping Centre.

Hackney Wick

For something a little more artsy, the vibrant neighbourhood of Hackney Wick is easily accessible by bike along The Greenway cycling route. Known for its creative community, it boasts a mix of independent cafes, bars and art galleries.

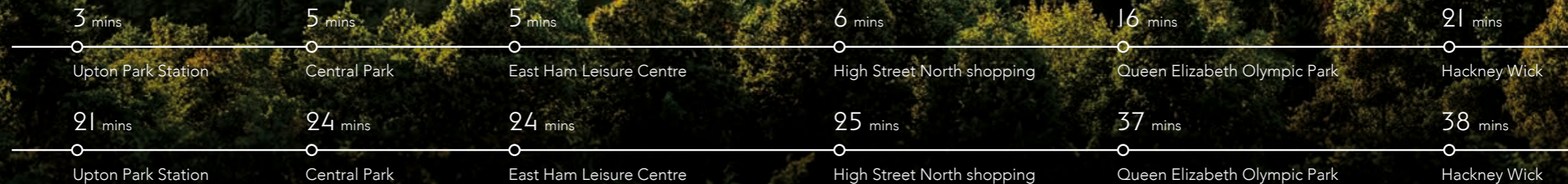
WITH THIS MUCH CHOICE, WHATEVER YOU'RE INTO, THE PICTURE HOUSE PUTS IT WITHIN REACH.

CONNECTED LIVING

E6 is exceptionally well-connected, making it an ideal location for commuters. Upton Park Underground station is located within walking distance and is served by both the District and Hammersmith & City lines. This provides easy access to central London and significant transport hubs such as Stratford International, Liverpool Street, Kings Cross and St Pancras International.

The area is also served by numerous bus routes and is close to major roads like the North Circular and the A13. The latter offers easy access to the M25 and in turn the wider motorway network for longer road trips.

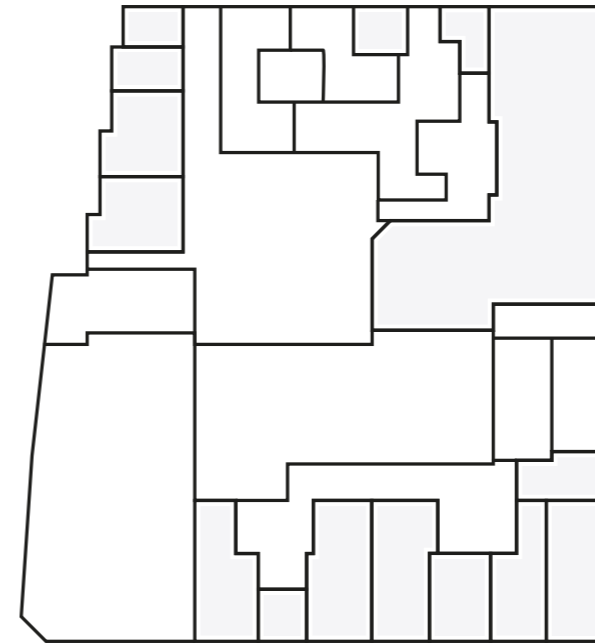
International travel is also well catered for, with nearby London City Airport operating international flights to a number of locations.



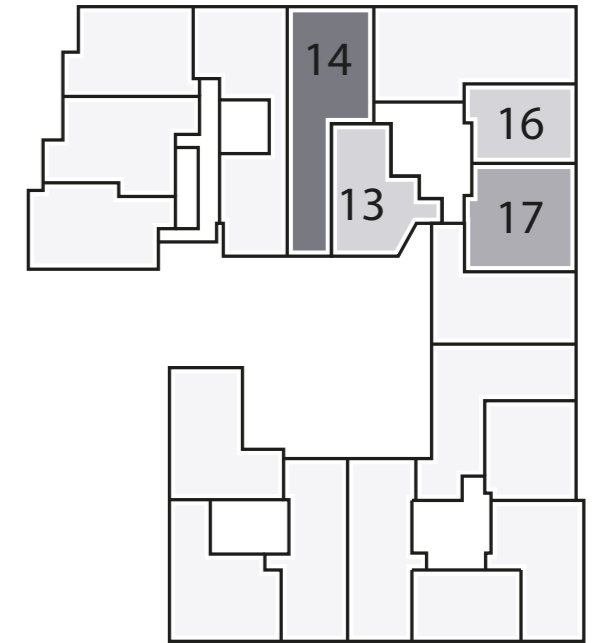
Distances and travel times are approximate only and correct at time of print. Journey times taken from Google Maps and TfL.gov.uk.



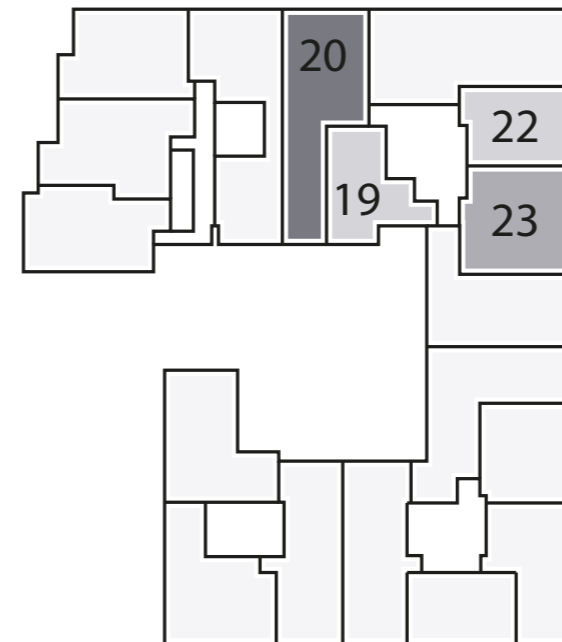
1 Bedroom 2 Bedroom 3 Bedroom



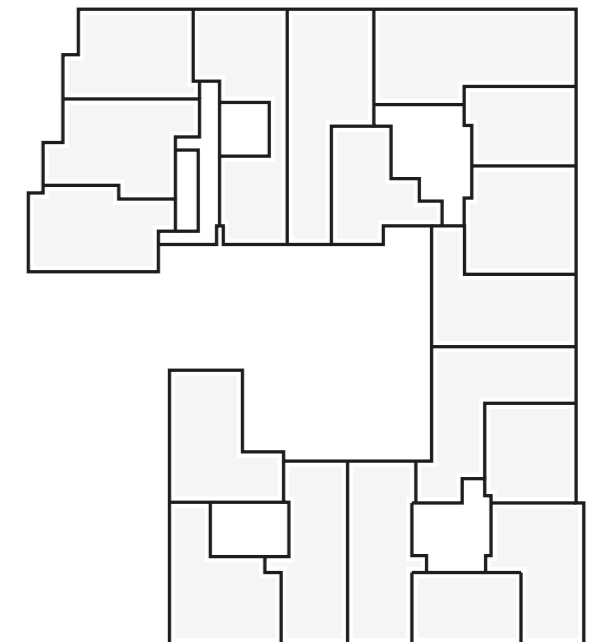
Ground Floor



First Floor



Second Floor



Third Floor



*Balcony to Apartment 13

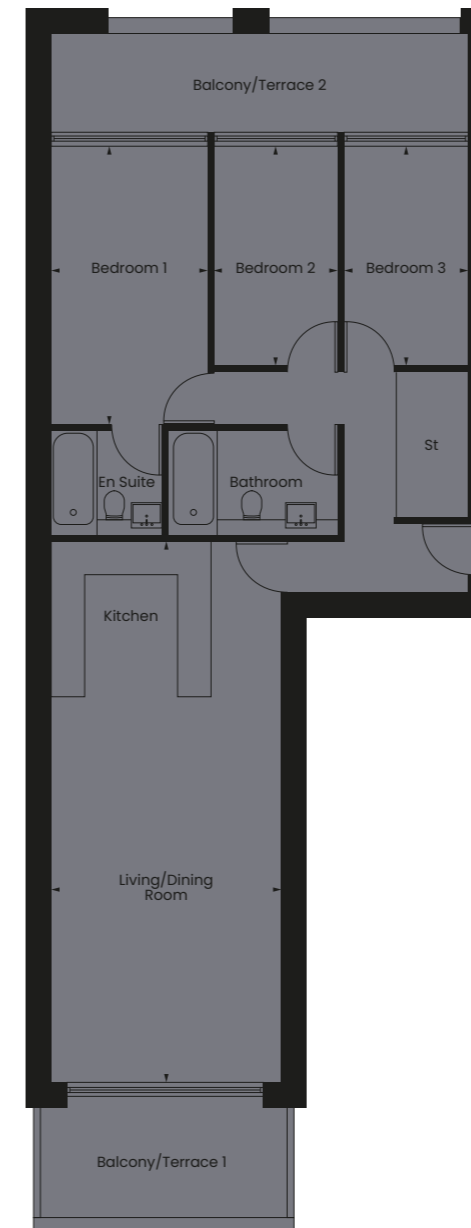
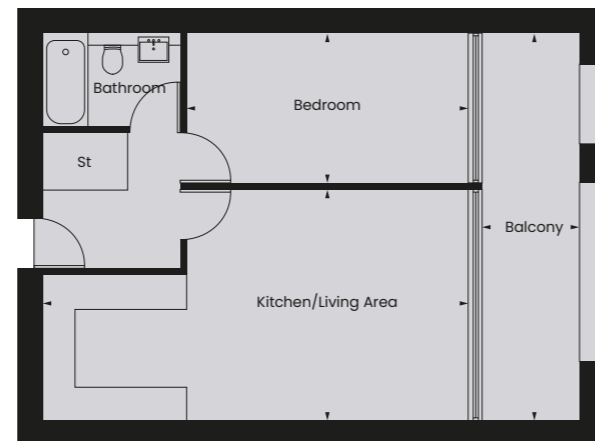
Apartments 13 & 19

Kitchen/Living Area	6.35m x 3.75m	20'1" x 12'4"
Bedroom	4.43m x 3.47m	14'7" x 11'5"
Balcony	11.6m ² (Apartment 13)	
Terrace	6.1m ²	
Total Area	50.5m²	



Apartments 16 & 22

Kitchen/Living Area	6.88m x 3.60m	22'7" x 11'10"
Bedroom	4.18m x 2.85m	13'9" x 9'4"
Balcony	11.4m ²	
Total Area	46.9m²	



Apartments 14 & 20

Kitchen/Living Area	9.35m x 3.60m	30'8" x 11'10"
Bedroom 1	5.04m x 2.77m	16'6" x 9'1"
Bedroom 2	3.89m x 2.15m	12'9" x 7'1"
Bedroom 3	3.89m x 2.15m	12'9" x 7'1"
Terrace 1	8.5m ² (Apartment 14)	
Balcony 1	6.3m ² (Apartment 20)	
Balcony/Terrace 2	12.5m ²	
Total Area	87.2m²	



Apartments 17 & 23

Kitchen/Living Area	7.48m x 3.40m	24'7" x 11'2"
Bedroom 1	4.58m x 3.00m	15'0" x 9'10"
Bedroom 2	3.28m x 2.40m	10'9" x 7'10"
Balcony	15.2m ²	
Total Area	65.m²	



W - Wardrobe C - Cupboard. Floorplans are not to scale and are indicative only. Location of windows, doors, bathroom fittings, kitchen units and appliances may differ. Dimensions given are approximate and should not be used to order carpets or furniture. Balcony and locations may differ from those illustrated. Please refer to floor level plans for details of each plot.

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LET'S DO THIS TOGETHER



SHARED OWNERSHIP MEANS BUYING INTO YOUR OWN HOME CAN BECOME A REALITY. IT HAS ALREADY HELPED THOUSANDS OF PEOPLE JUST LIKE YOU, AND EVEN BETTER IT'S FLEXIBLE SO IT CAN WORK AROUND YOUR PERSONAL FINANCES.

What exactly is Shared Ownership?

Shared Ownership is a government approved scheme where you part-buy and part-rent your new home. It's designed to help people who would find it difficult to buy a home outright, and who are at least 18 years old. The cost of your new home is divided – shared – with you taking out a mortgage for one share, which can be between 25% and 75% depending on your circumstances. You pay rent on the remaining share.

In the know

You don't have to be a first-time buyer, a key worker, or live in a council home to apply. In London, to be eligible for a Shared Ownership home, your annual household income needs to be less than £90,000. The mortgage will be either a Fixed Rate one – where the interest rate stays the same for the duration of the mortgage which gives you some certainty, or will be a Variable rate, that can go up or down depending on the movement of interest rates. You will need a deposit of 5-10% of the total price.

Don't forget to budget for costs like mortgage application fees and Stamp Duty. Check for any maintenance charges for your home. Although you own a share you'll need to pay these charges on all of it.

FAQs

Where do I find a Shared Ownership mortgage?

Not all lenders offer Shared Ownership mortgages but most of the major ones do. Just as with any mortgage there will be strict affordability checks by the lender.

Will my credit history be important?

You must not be in rent or mortgage arrears to be eligible for Shared Ownership, and you need to be able to demonstrate you have a good credit history with no County Court Judgements (CCJs) for example.

What happens if I want to own a larger share of my home in the future?

That's perfectly fine, the Shared Ownership scheme is designed so that can happen. It's called 'staircasing' and you increase your share as and when your circumstances change.



25 FILM TEMPLATE 256



SUPPORTING COMMUNITIES TO THRIVE SINCE 1926

Gateway Housing Association is an ambitious housing association with 3,000 homes in the heart of London's East End. We operate mostly in the London Borough of Tower Hamlets but we have some properties in Hackney and Newham. These are made up of social rented homes, shared ownership homes, private homes and sheltered housing.

Developing new homes is also a priority for us, and our exciting programme is on course to deliver 500 new homes by the end of 2021.

Our focus is on 'supporting communities to thrive'. That's why we invest so much in community projects for our resident groups and young people each year, making us so much more than a landlord.

Tel: 020 8709 4300

Email: enquiries@gatewayhousing.org.uk

Gateway Housing Association

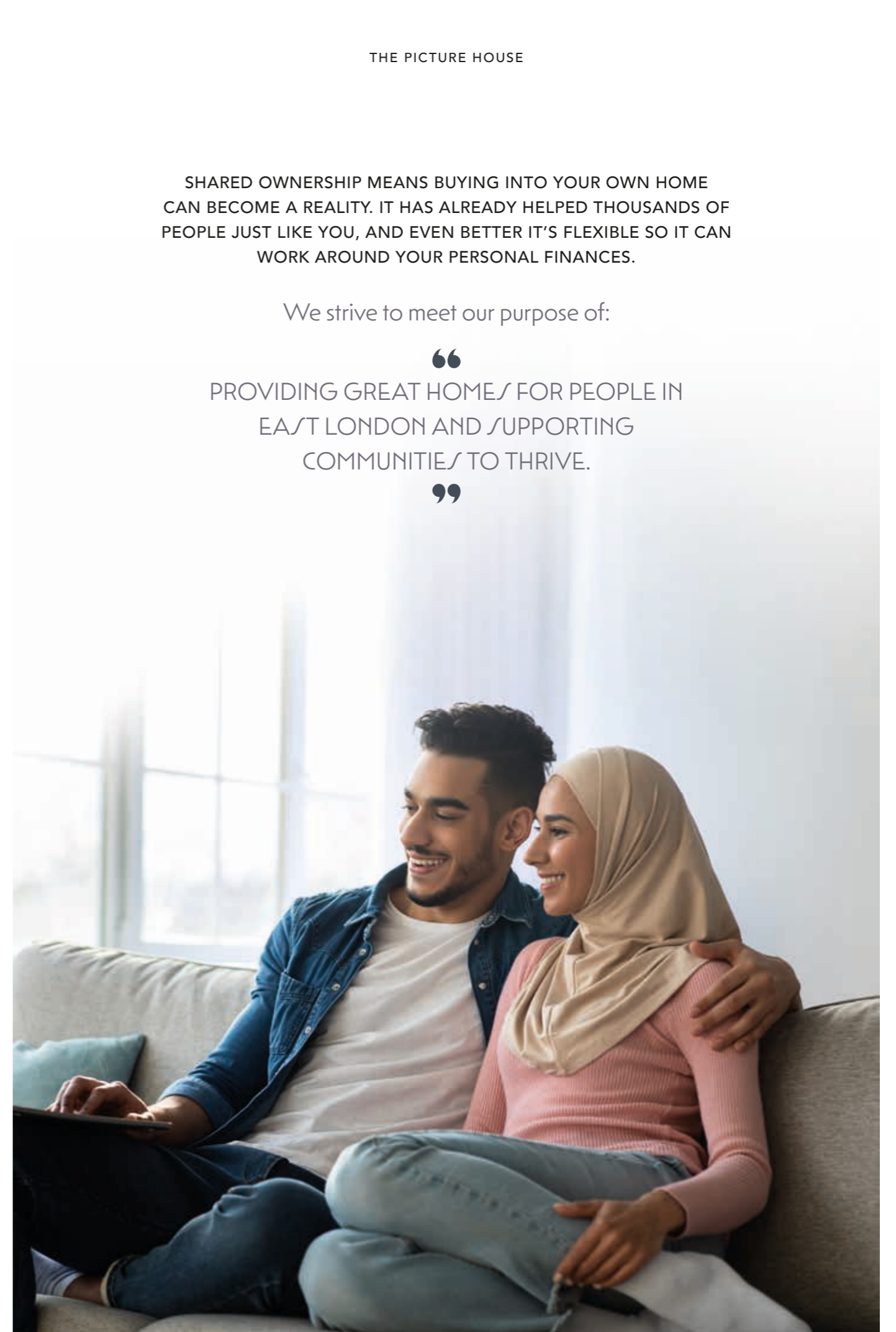
409-413 Mile End Road, London E3 4PB

newhomes.gatewayhousing.org.uk

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We strive to meet our purpose of:

“
PROVIDING GREAT HOMES FOR PEOPLE IN
EAST LONDON AND SUPPORTING
COMMUNITIES TO THRIVE.
”





Registered as a society under the Co-operative and Community Benefit Societies Act 2014 No.10433R
and the Regulator for Social Housing No. L0517. A member of the National Housing Federation.