



Telford Homes' Lime Quay offers the freshest in waterside living
60 apartments overlooking the Limehouse Cut – a waterside retreat for city professionals



LIME QUAY, a new 12-storey building on Teviot Street, E14 6RE, is the latest residential tower to launch in Poplar by Telford Homes. The development comprises 60 residential apartments including one, two and three-bedroom apartments and penthouses, all with a balcony or terrace, many offering waterside views of The Limehouse Cut or the City and Canary Wharf.

Poplar continues to attract young professionals seeking an affordable and accessible location, close to stylish neighborhoods such as Shoreditch and Hoxton as well as the employment hubs of Canary Wharf and Stratford City.

The Limehouse Cut, opened in 1766, is the oldest canal in London, which served as an important trade link during the Industrial Revolution. Today, the canal banks are a world apart from their hectic past, providing a peaceful retreat for residents to enjoy waterside walks, bars and restaurants such as The Narrow, Gordon Ramsey's latest culinary attraction overlooking the Limehouse Basin.

The extensive redevelopment of East London during the 2012 Olympic Games has brought new life and opportunity to an area already blossoming. Professionals seeking homes in Poplar can look forward to a waterside address with the promise of great potential for capital growth, minutes from London's key employment districts and surrounded by world-class educational institutions.

The Olympic Village in Stratford inspired over £1bn of investment into the area, including a generous contribution of £150m into public transport facilities. As a result, Stratford Station now has 58 trains an hour connecting to central London. In addition, £200m was invested into infrastructure work by Westfield Stratford City, home to 300 shops, 50 bars and restaurants, a 17 screen cinema, the UK's largest casino and a 4 star Holiday Inn. The completion of Westfield Stratford City has led to the creation of some 18,000 jobs and is just 6 minutes away from the Langdon Park DLR.

The Chrisp Street Market in Poplar, created for the Festival of Britain in 1951, also received an £100m investment as plans unfold to transform the building into a bustling new food and shopping hub with leisure, health and fitness facilities planned.

Lime Quay is also ideally located for access to a wealth of renowned educational institutions, attracting aspirational individuals to the area and creating a high demand for residential accommodation in Poplar. London Metropolitan University can be reached in 10 minutes along the Hammersmith and City London Underground Line while Queen Mary University and Guildhall College are just five minutes away. The London School of Economics is 15 minutes on the District line, and The University of Greenwich and Ravensbourne College of Art and Design are 20 minutes away on the DLR, providing further access to Greenwich London College and the Old Royal Naval College.

Designed with a contemporary glass facade by Larissa Henke Architects, Lime Quay offers sophisticated living at an affordable price. Interiors come fitted with a first class specification including fully fitted kitchens by renowned London supplier Urban Myth, integrated Smeg appliances and bathrooms with walk-in showers equipped with chrome fixtures and porcelain and ceramic tiling. There are white satinwood finishes to all doors and woodwork and living areas are sleek with oak shade laminate flooring and neutral tone carpets. All apartments benefit from a balcony or terrace as well as luxurious under-floor heating in all rooms.

Security will take the form of a video entryphone system to all apartments, security alarms to ground floor apartments, a two year, 24/7 emergency cover as well as looped CCTV in common areas. Residents at Poplar will also have access to bicycle storage.

David Campbell, Group Sales and Marketing Director at Telford Homes, comments:

"The Olympic effect has continued to positively impact economic and infrastructure growth in East London. The improved transport links and new retail and leisure opportunities created as a result of the Olympics continue to attract owner occupiers and investors looking for well-located and high quality residential property in the area.

He adds: "Prime parts of East London, like Shoreditch, are now out of reach of many buyers who are turning to more affordable areas like Poplar. These include young professionals who want to live within easy commuting distance of London's major financial districts and the leisure options in Hoxton, Old

Street and Shoreditch and also investors keen to find affordable rental properties and students who need to be within a half hour commute of the Capital's many world-class universities."

Lime Quay E14 is located between the A12, Limehouse Cut canal and Teviot Street. It is equidistant from the A11 Bow Road and A13 East India Dock Road and thus is superbly located for easy access by car to Canary Wharf, Stratford, Bow, Mile End and Greenwich, south of the Thames, is easily accessible via the Blackwall Tunnel.

Lime Quay is perfectly situated for the City of London and access beyond, making it the perfect commuter destination. Bromley-by-Bow tube station on the Hammersmith and City line and Langdon Park DLR offer excellent transport links and are just a 10 minute walk from the development. In addition to the City of London, Liverpool Street is easily accessible from Bromley-by-Bow station in 11 minutes, and the employment centers of Canary Wharf and Stratford City are both under 10 minutes from Langdon Park DLR. Moreover, London City Airport and King Cross St Pancras are 20 minutes from Lime Quay, offering locals endless vacation possibilities via planes and trains.

First completions expected in spring 2015.

For more information and prices please register at <http://www.telfordhomes.plc.uk/limequay/>

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EDITORS NOTES

[Telford Homes](#) Plc is an AIM listed developer delivering high quality residential and mixed-tenure developments across London. Demonstrating the company's commitment to regeneration and creating sustainable new communities, Telford Homes has established long-term partnerships with local councils within key London Boroughs.

Established in 2000 Telford Homes has expanded its operation from East and North London to developing high quality homes across the Capital.

Telford Homes' high standards and exceptional customer service have gained the company a number of awards.

Additional award wins include the prestigious Homebuilder of the Year and a commendation for Best Development Project (Matchmakers Wharf) at the British Home Awards, four NHBC Seals of Excellence as well as the Supreme Award in the Multi-Storey Builder category for the project manager at Telford Homes' Greenwich Creekside development.

The company's independently conducted customer satisfaction results for 2012 highlight that over 99 per cent of customers would recommend Telford Homes.