

POPLAR  
RIVERSIDE  
E14

# THE INVESTOR GUIDE

## SMART INVESTMENT MOVES EAST

First phase of East London's  
exciting regeneration scheme

**4.8 - 5.9%\***  
**RENTAL YIELDS**  
ONE & TWO BEDROOM  
APARTMENTS

**9 MINUTES<sup>^</sup>**  
TO CANARY WHARF

HOME TO  
**WORLD-CLASS FACILITIES**  
THE RIVERSIDE CLUB



**Berkeley**  
Group



Opportunity  
LIES IN THE EAST

LONDON CITY ISLAND

THE RIVER LEA

THE O2

POPLAR  
RIVERSIDE  
E14

EAST INDIA STATION

CANARY WHARF

THE CITY

Computer Generated Image is indicative only



# WHAT'S THE *Investment* STORY AT AT POPLAR RIVERSIDE?

Created by Berkeley Group, which is renowned for its exceptional quality and placemaking expertise, Poplar Riverside is a fantastic regeneration scheme.

As the first phase of a long-term development, this is an excellent opportunity to invest early for maximum benefit.



CURRENTLY THE ONLY OPPORTUNITY TO INVEST IN PHASE 1 OF A BERKELEY GROUP **REGENERATION RIVERSIDE PROJECT**



THE ANTICIPATED POPULATION GROWTH AND PLANNED LOCAL REGENERATION MEANS **ANTICIPATED RENTAL YIELDS OF UP TO 5.9%\*\***

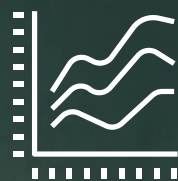


THE HOMES AT POPLAR RIVERSIDE OFFER **26% MORE SPACE THAN THE ZONE 2 AVERAGE**



THE POPULATION IN POPLAR IS EXPECTED TO **GROW BY 41% OVER THE NEXT 10 YEARS**, COMPARED TO 7% IN GREATER LONDON

Source: Greater London Authority, 2020



THE BERKELEY GROUP SPECIALISE IN LARGE-SCALE URBAN REGENERATION, CREATING **47% AVERAGE PRICE GROWTH OVER 15 YEARS**

Source: JLL, Molior, Dataloft across Berkeley schemes - Royal Arsenal Riverside, Woodberry Down and Kidbrooke Village



**£5M CONTRIBUTION** TO IMPROVE LOCAL CONNECTIVITY

Source: Tower Hamlets, 2021

\*\*The estimated rental figure provided is for guidance purposes only, it is subject to change and indicative only



# Why invest IN POPLAR RIVERSIDE?

LOCATED ON THE BANKS OF THE RIVER LEA, POPLAR RIVERSIDE IS AT THE FIRST PHASE OF AN EXCITING REGENERATION SCHEME AND SET TO BECOME ONE OF EAST LONDON'S MOST VIBRANT NEIGHBOURHOODS.

Offering over 2,800 homes, a beautiful new 2.5 acre park and world-class residents' facilities, it is within the Lower Lea Valley, which is currently undergoing significant change.



Set within Zone 2/3 and only 9 minutes<sup>^</sup> to Canary Wharf, Poplar Riverside will open up green space and river walkways for both residents and the public to enjoy.

**9 MINUTES<sup>^</sup> TO  
CANARY WHARF**



Source: Dataloft, Land Registry, based on 22 identified Opportunity Areas (best seven years of property price growth)  
<sup>^</sup>Travel times taken from Google Maps, TfL.gov.uk and crossrail.co.uk. Times are subject to time of travel and are correct at time of going to press.



## PRIME LOCATION

IDEALLY PLACED FOR COMMUTING  
TO CANARY WHARF OR THE CITY

## GROWTH

LOCATED IN THE LOWER LEA VALLEY  
REGENERATION OPPORTUNITY AREA,  
MARKED OUT FOR GROWTH AND ENHANCED  
CONNECTIVITY OVER THE NEXT FEW YEARS  
**CLOSE BY IS ABERFELDY VILLAGE,  
A £250 MILLION REGENERATION PROJECT**

## OPPORTUNITY AREA

PART OF THE EMERGING  
'POPLAR RIVERSIDE OPPORTUNITY AREA'  
**7.1% AVERAGE ANNUAL PRICE GROWTH**  
IN OPPORTUNITY AREAS  
VERSUS 4.0% ACROSS LONDON



# *The Regeneration Story* **AT POPLAR RIVERSIDE?**

Poplar Riverside is part of the emerging 'Poplar Riverside Opportunity Area' which is due to deliver 9,000 new homes and 3,000 new jobs over the next 20 years. It is the first phase of this transformation, which includes many other residential developments, bringing more people and amenities to the area. By 2031, comprehensive regeneration and redevelopment of former and underused industrial areas will transform the Lower Lea Valley.



Computer Generated Image is indicative only



# The appeal OF POPLAR

THANKS TO SIGNIFICANT INVESTMENT AND REGENERATION, POPLAR IS ATTRACTING A YOUNG, DYNAMIC TENANT POPULATION.

East London now has a strong reputation for offering a vibrant and unique lifestyle; younger tenants are looking for places to rent where they can access this.

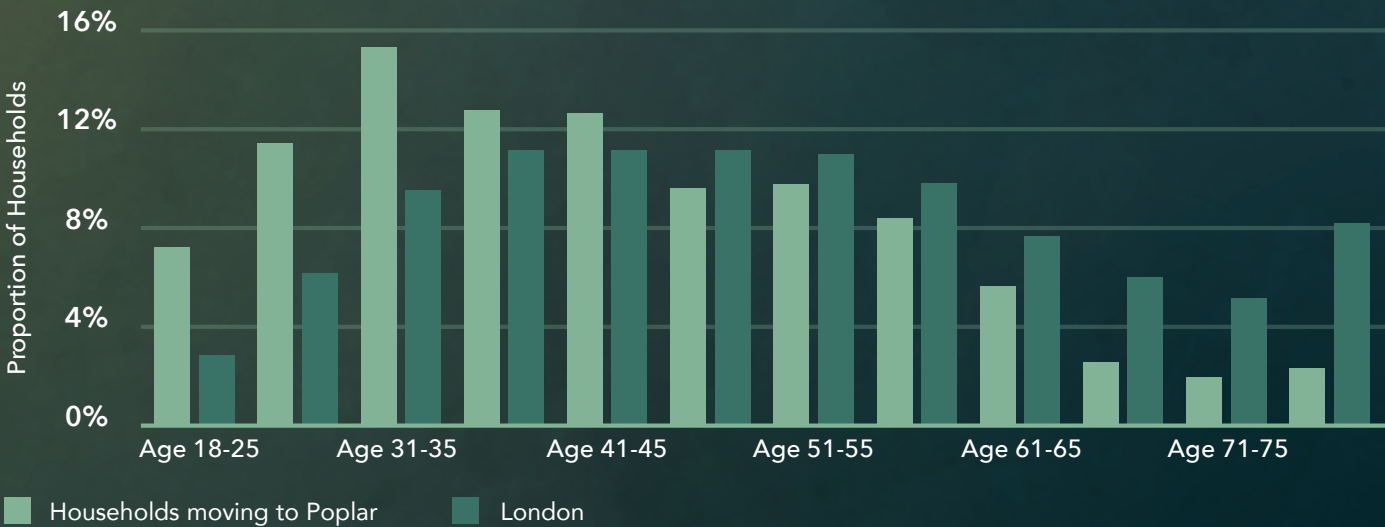
The area's connectivity adds to its appeal for professional tenants as they can easily reach key districts such as Canary Wharf and the City of London.

## A PROPERTY HOTSPOT

East London has seen substantial higher property price growth than the rest of London and the UK.

AREA	AVERAGE 2 YEAR PRICE INCREASE
East London	£110,383
London	£63,331
UK	£55,903

Source: UK HPI August 2022, Dataloft, Land Registry, East London defined as the boroughs of Barking and Dagenham, Hackney, Havering, Newham, Redbridge, Tower Hamlets, Waltham forest (as defined by The London Plan 2011) from August 2022, Nationwide Q3 2022



**78%**  
HOUSE PRICE GROWTH FOR EAST LONDON  
OUTPERFORMS WIDER LONDON AND  
THE UK PROPERTY MARKET  
Source: Dataloft DRMA, 2021 GLA Population Estimates, 2020

**41%**  
GROWING COMMUNITY PROJECTED  
POPULATION GROWTH IN POPLAR  
2021-2031, COMPARED TO 7% ACROSS  
GREATER LONDON

**47%**  
OF HOUSEHOLDS WHO HAVE MOVED  
TO POPLAR IN THE LAST TWO YEARS  
HAVE BEEN AGED UNDER 40  
Source: Experian

**43%**  
OF ALL PROFESSIONAL, SCIENTIFIC AND  
TECHNICAL JOBS ARE WITHIN A 45 MINUTE  
COMMUTE OF POPLAR RIVERSIDE  
Source: BRES 2021



# Where business MEETS CULTURE

EAST LONDON IS ALSO BECOMING A POWERHOUSE FOR THE ARTS, CULTURE AND SPORT, FURTHER ENHANCING LIFE IN THIS PART OF THE CAPITAL.

The 2012 Olympics left a legacy that continues to grow with sporting venues, homes and the Queen Elizabeth Olympic Park. Its world-class sports facilities, landscaped green spaces and architectural attractions have made it a unique destination.

Sadler’s Wells, the English National Ballet, the V&A and the Central Film School have all chosen to establish centres in the east. All this activity complements and strengthens the appeal of Canary Wharf, the leading business district in East London.



**55%**  
OF LONDONERS  
NOW LIVE EAST  
OF TOWER BRIDGE

**15%**  
GROWTH  
FORECAST IN RENTAL  
VALUE 2022-2026



Source: JLL



**YOUNG  
AND STYLE  
CONSCIOUS**

**65%**  
OF POPULATION IN  
LOCAL AREA (15 MINUTE  
WALK FROM POPLAR)  
IS UNDER 40

Source: DataLoft DRMA, 2021  
GLA Population Estimates, 2020



**LONDON EC1  
EAST LONDON  
TECH CITY**

HOME TO SOME OF THE  
WORLD’S LARGEST TECH  
COMPANIES INCLUDING  
AMAZON





# Eclectic, exciting EAST LONDON LIVING

POPLAR IS FAST JOINING OTHER EAST LONDON POSTCODES AS A GO-TO DESTINATION – A BUZZY, CHARACTERFUL NEIGHBOURHOOD WITH NEW SHOPS, AMENITIES AND OPEN SPACES.



## POPLAR WORKS

Poplar Works is a new space for fashion in East London. It offers over 40 studios across its two sites in Poplar, an extensive enterprise and events programme, training spaces, production unit and café. Supported by the Mayor of London, it is a partnership between Poplar HARCA, UAL: London College of Fashion and The Trampery.



## ABERFELDY VILLAGE

The Aberfeldy Village is a vibrant community just a five minute walk from Poplar Riverside. It is undergoing extensive regeneration to deliver over 1,000 new homes, community facilities, retail space, a new park, courtyards and landscaping.



## CHRISP STREET MARKET

Poplar's central shopping district is being regenerated, with new homes, two new parks, a community hub, new cinema and restaurants. Its iconic Festival of Britain buildings, Clock Tower and Idea Store will be retained, helping to preserve the individual character and heritage of the neighbourhood.





# LIVE, WORK AND PLAY EAST

## CANARY WHARF



**6 SHOPPING MALLS**

There are six shopping malls across Canary Wharf and the area receives over 49 million visitors each year.



**3,600 NEW HOMES**

Wood Wharf will provide up to 3,600 new homes, 260,000 sq m of office space, 45,500 sq m of retail space and over eight acres of public spaces, squares and parks.




**CROSSRAIL PLACE ROOF GARDEN**

One of London's largest roof gardens, with exotic plants and an amphitheatre.



**ICE RINK CANARY WHARF**

Open from October to February every year.



**20 ACRES OF PARKS**

8,000 sq m of green space, including 20 acres of parks, gardens and squares, and 650 trees.



**11.8M SQ FT**

of office, residential, retail and social buildings under construction and design.




**OVER 150**

Canary Wharf is home to over 150 major office tenants, which between them support £40.4 billion of GVA of which £19.7 billion is directly attributable to Canary Wharf.



**OVER 300**

shops cafés, bars and restaurants.



**YEAR ROUND**

events programme and award-winning, free-to-visit public art collection.



## STRATFORD

*Westfield*

Westfield Stratford City is a large shopping mall featuring numerous luxury stores, plus a cinema, food court and restaurants.

**241,500 SQ FT**

**OVER 320 STORES**





**EMPLOYMENT FOR 1,000 PEOPLE**

**GREATER LONDON AUTHORITY**

## ROYAL DOCKS

The Mayor of London and the London Assembly (collectively known as the Greater London Authority) have moved to East London and now have their HQ 'City Hall' in the Royal Docks.

Previously known as the Crystal Building, it is located just seven minutes from Poplar Riverside. The move also represents a commitment from London's political centre to the East.



# Strong RENTAL MARKET

WITH ITS APPEAL TO A YOUNG PROFESSIONAL TENANT POPULATION, THERE IS STRONG RENTAL DEMAND IN POPLAR.

The Poplar Riverside yields are consistently strong across all property sizes, and outperform yields of surrounding areas.

TOP QUARTILE FLAT RENTS ACHIEVE  
**9.3%**  
**RENTAL GROWTH OVER PAST YEAR**  
Source: Dataloft DRMA, 2021  
GLA Population Estimates, 2020



■ Poplar Riverside yield     ■ Poplar surrounding areas yield

Source: Berkeley, CBRE, Dataloft, DMRA, Land Registry, October 2021 - 2022  
The estimated rental figures provided is for guidance purposes only, it is subject to change and indicative only.



**50%**  
OF TENANTS IN POPLAR ARE AGED BETWEEN 20 - 29 OF WHICH 44% ARE IN FINANCE, CREATIVE, TECH, MEDIA & PUBLIC SECTOR JOBS  
Source: Dataloft 2022

**74%**  
OF ALL LONDON'S FINANCE AND INSURANCE JOBS ARE WITHIN AN EASY COMMUTE OF POPLAR  
Source: BRES 2021





# Connect ACROSS THE CITY

From Poplar Riverside, there is a large choice of efficient public transport options including the East London-focused DLR, three Underground lines and a comprehensive bus network.

The Elizabeth Line at Canary Wharf provides fast routes to the West End, Paddington and Heathrow.



EAST INDIA  
STATION  
**9 MINUTES<sup>^</sup>**



TRANSPORT  
LINKS  
**ZONE 2/3**





CANARY WHARF  
STATION  
**9 MINS<sup>^</sup>**

 WALKING	 CYCLING	 EAST INDIA <small>Docklands Light Railway</small>	 CANARY WHARF <small>Elizabeth Line</small>	 CANNING TOWN <small>Jubilee Line, Docklands Light Railway</small>
East India Station 9 minutes	Canning Town Station 6 minutes	London City Airport 7 minutes	Liverpool Street 6 minutes	North Greenwich 2 minutes
Canning Town Station 10 minutes	East India Station 8 minutes	Tower Gateway 10 minutes	Farringdon 8 minutes	Stratford 6 minutes
Blackwall Station 18 minutes	Blackwall Station 8 minutes	Canary Wharf 11 minutes	Tottenham Court Road 11 minutes	Waterloo 13 minutes
Bromley-by-Bow Station 22 minutes	Canary Wharf Station 12 minutes	Bank 16 minutes	Bond Street 13 minutes	London Bridge 14 minutes
Canary Wharf Station 33 minutes	Stratford Station 16 minutes	Stratford International 19 minutes	Paddington 16 minutes	Westminster 17 minutes
			Heathrow 40 minutes	Bond Street 22 minutes
				King's Cross / St Pancras International 38 minutes

Walking times taken from Google Maps. Travel times taken from Google Maps, tfl.gov.uk and crossrail.co.uk  
Times are subject to time of travel and are correct at time of going to press.





# Advantages OF POPLAR RIVERSIDE



## 21% SAVING

ONE BEDROOM APARTMENTS IN POPLAR RIVERSIDE COMPARED TO ZONE 2 AVERAGE

Source: Dataloft, Land Registry, Berkeley based on sales January 2021 - September 2022

## 26% MORE SPACE, BETTER VALUE

APARTMENTS IN POPLAR RIVERSIDE ARE LARGER AND OFFER BETTER VALUE £PSF THAN THE ZONE 2 AVERAGE

## 7.1% PRICE UPLIFT

AVERAGE ANNUAL GROWTH IN HOUSE PRICES WITHIN REGENERATION AREAS COMPARED TO 4% IN GREATER LONDON

Source: Dataloft, Land Registry - Based on 22 Opportunity Areas across London using the best 7-year period of sale price growth since regeneration started.

## £2BN INVESTMENT IN POPLAR

(GLA)

## SERVICE CHARGE

THE SERVICE CHARGE AT POPLAR RIVERSIDE IS SIGNIFICANTLY LOWER THAN AT MANY OTHER NEW DEVELOPMENTS IN THE AREA.

The service charge figure provided is an initial estimate for guidance purposes only. It is subject to change and indicative.



Data collected July 2021. Subject to change annually. Charge shown is per sq ft per annum. \*The service charge figure provided is an initial estimate for guidance purposes only. It is subject to change and may be higher than the amount quoted.

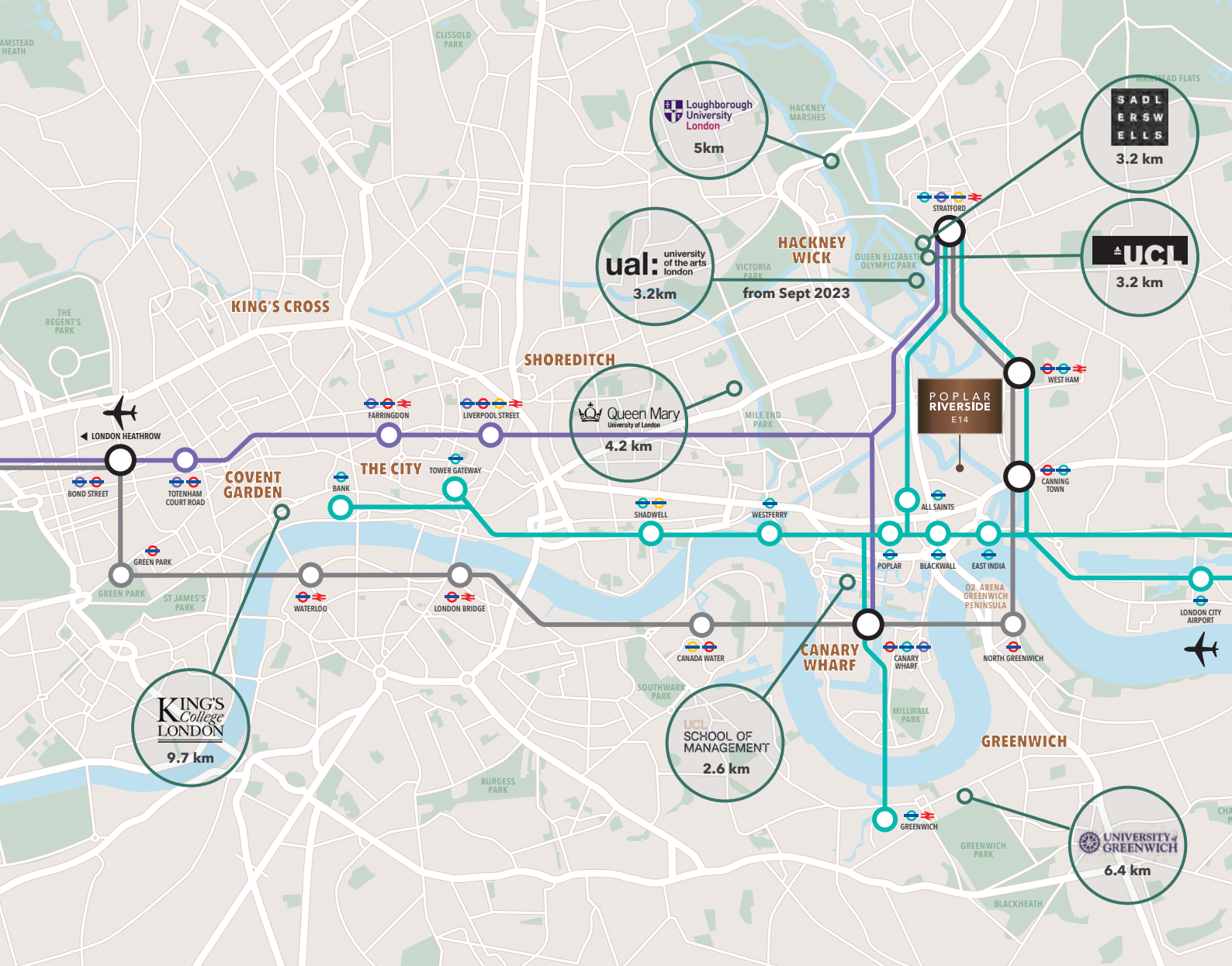




# Globally RENOWNED EDUCATION

In 2022 London was ranked as the number one student city for the fourth year running by the QS (Quacquarelli Symonds) World University Rankings.

From 2023, more campuses will be opening in the area, joining University College London at East Bank. Located in Queen Elizabeth Olympic Park, this new centre for culture and innovation is just minutes from Poplar Riverside.



## UNIVERSITIES AND HIGHER EDUCATION (By car from Poplar Riverside)

UCL School of Management 7 minutes	Loughborough University London 10 minutes
UCL East 9 minutes	Queen Mary University of London 11 minutes
Sadler's Wells East (from 2023) 9 minutes	University of Greenwich 14 minutes
UAL: London College of Fashion (from 2023) 9 minutes	King's College London 34 minutes



## SECONDARY AND FURTHER EDUCATION (By bicycle from Poplar Riverside)

Langdon Park School 4 minutes
St Paul's Way 11 minutes
Bow School 13 minutes
Canary Wharf College Crossharbour 14 minutes
Phoenix Primary and Secondary School 17 minutes



## PRIMARY AND PRE-SCHOOL (By bicycle from Poplar Riverside)

Culloden Primary School 7 minutes
Manorfield Primary School 5 minutes
Woolmore Primary School 7 minutes
Bright Horizon, East India Dock Day Nursery 7 minutes
Faraday School 8 minutes

## THE PRESTIGIOUS QUEEN MARY UNIVERSITY OF LONDON

IS JUST 20 MINUTES' COMMUTE  
Source: Dataloft, QS World Rankings (2022), TfL

**10,000**  
NEW STUDENTS  
AT EAST BANK

**8 OUT OF THE 10 TOP  
RANKED LONDON  
UNIVERSITIES**

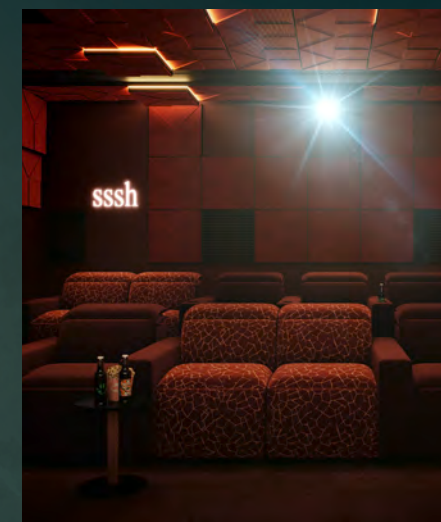
CAN BE REACHED IN  
UNDER AN HOUR



# World-class RESIDENTS' FACILITIES

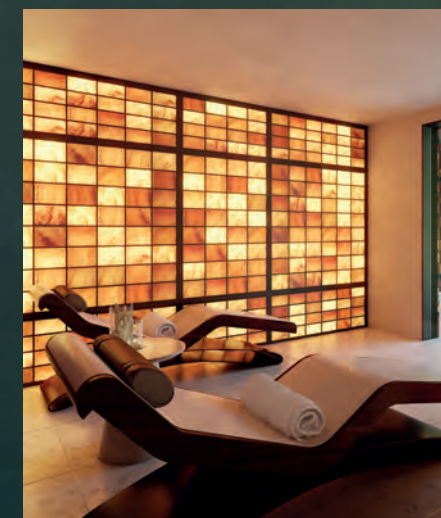
THE  
RIVERSIDE

Club



The 1,500 sq m stunning residents-only Riverside Club has been designed by leading studio Bergman Interiors. It includes a large co-working suite with open plan spaces, bookable meeting rooms, private outdoor terrace, a lobby-style Great Room, private cinema and games room.

The first floor Riverside Spa features a stunning 20m pool, vitality pool, salt inhalation room and steam room with wide views of the River Lea.



## FEATURES

- 24hr concierge
- 20m swimming pool and vitality pool
- Spa including sauna, steam and salt inhalation room
- Experience shower
- Changing rooms
- Cinema room
- Games room and card room
- Private meeting rooms
- The Great Room
- The Workspace - both shared and private booths for meetings, and bookable meeting rooms for more formal appointments
- Residents' den lounge
- Private call booth

Computer generated images are indicative only.



# Exciting new COMMERCIAL HUB

AN EXCITING RANGE OF AMENITIES WILL MAKE POPLAR RIVERSIDE EVEN MORE APPEALING TO TENANTS.

## SAINSBURY'S

A new Sainsbury's supermarket will be located in Sisal Court.

## SHELDUCK SQUARE

Sitting at the centre of Polar Riverside, this 900 sq m landscaped square is an inspiring space for public performances, outdoor dining or remote working.

## NURSERY

An on-site nursery is planned, providing high quality and convenient childcare.

## FLEXIBLE WORKSPACE

Offices and co-workspaces are being planned, for use by residents and local start-ups.

## GYM

There are plans for the Gym Group to be open to residents, and the public, within the development.

## CAFÉ, PUB AND RETAIL

Further commercial space is available for a café, pub and shopping.



FLEXIBLE WORKSPACE  
LOWER, UPPER & FIRST FLOOR



ASSEMBLY & LEISURE  
LOWER GROUND FLOOR



RESIDENTIAL FACILITIES  
UPPER GROUND FLOOR & FIRST FLOOR



DRINKING ESTABLISHMENTS  
LOWER & UPPER GROUND FLOOR



CAFÉS & RESTAURANTS  
UPPER GROUND FLOOR & FIRST FLOOR



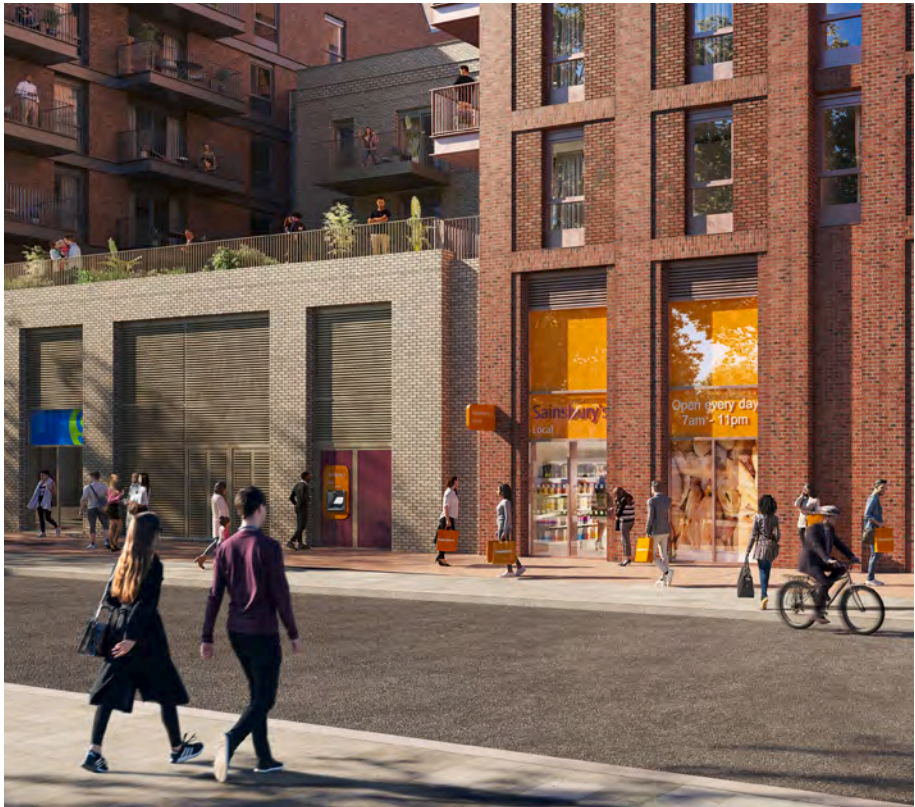
NON-RESIDENTIAL INSTITUTIONS  
LOWER & UPPER GROUND FLOOR



RETAIL  
LOWER & UPPER GROUND FLOOR



- FLEXIBLE WORKSPACE
- DRINKING ESTABLISHMENTS
- NON-RESIDENTIAL INSTITUTIONS
- ASSEMBLY & LEISURE
- CAFÉS & RESTAURANTS
- RESIDENTIAL FACILITIES
- RETAIL





# THE BERKELEY EFFECT

OUR VISION  
2030  
TRANSFORMING TOMORROW

**Berkeley**  
Group  
Proud member of the Berkeley Group

BERKELEY DEVELOPMENTS OUTPERFORM THE CAPITAL GROWTH OF THE LOCAL AREA BY **47%** ON AVERAGE OVER 10 YEARS.

When it comes to multi-phased large regeneration projects such as Poplar Riverside, Berkeley is the undisputed leader in this field. The ‘Berkeley Effect’ is known to increase capital growth and rental yields in the geographical areas where it works.



Investor in Customers®  
Gold 2022



in-house  
2021  
**GOLD AWARD**  
FOR CUSTOMER SATISFACTION



What House?  
AWARDS 2022  
**GOLD WINNER**  
LARGE HOUSEBUILDER OF THE YEAR

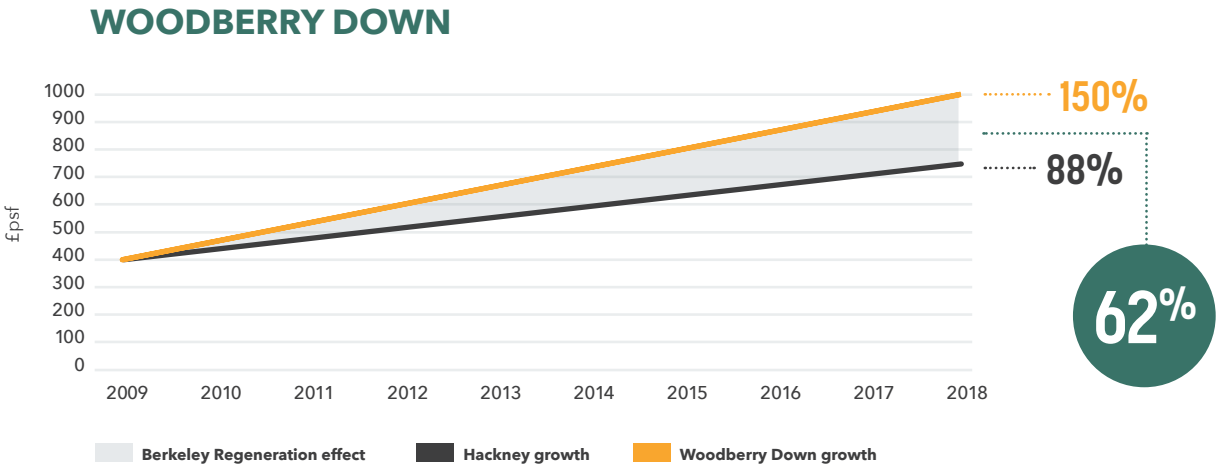


**BRITAIN'S MOST ADMIRABLE COMPANIES**  
Management Today  
2020  
**WINNER**



## THE BERKELEY EFFECT WOODBERRY DOWN

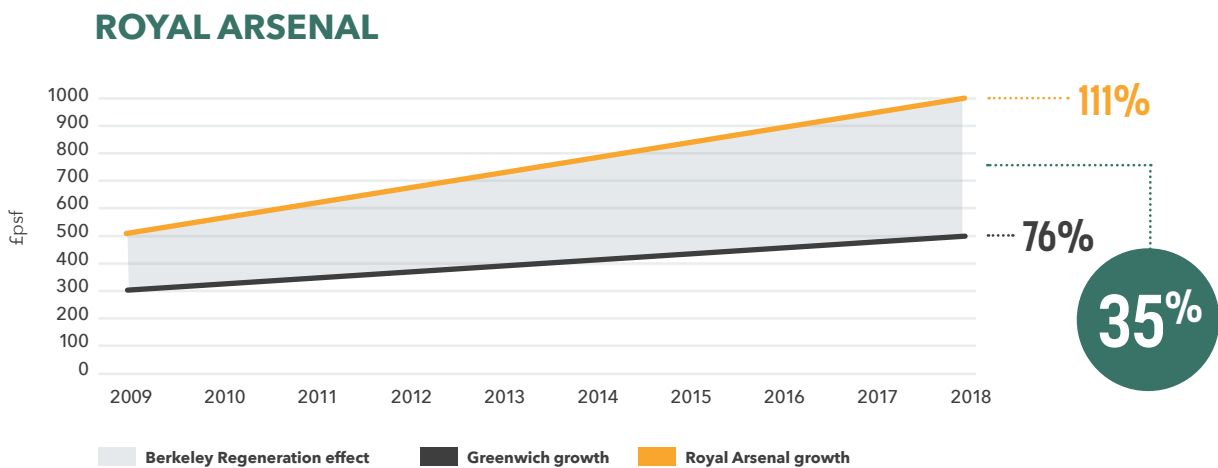
LONDON N4





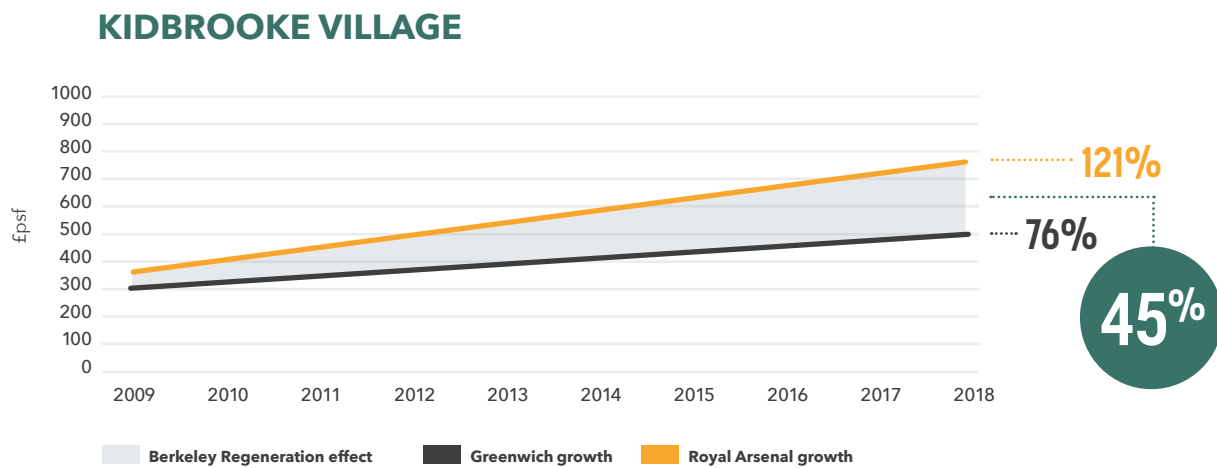
# THE BERKELEY EFFECT ROYAL ARSENAL RIVERSIDE

LONDON SE18



# THE BERKELEY EFFECT KIDBROOKE VILLAGE

LONDON SE3





# Be More Poplar

PHONE: 020 3326 2617

[WWW.POPLAR-RIVERSIDE.CO.UK](http://WWW.POPLAR-RIVERSIDE.CO.UK)

OUR VISION  
**2030**  
TRANSFORMING TOMORROW



**Berkeley**  
Group

Proud member of the  
Berkeley Group

**St William**  
Designed for life

Disclaimer: Please be aware that these details are intended to give a general indication of properties available and should be used as a guide only. The company reserves the right to alter these details at any time. The contents herein shall not form any part of any contract or be a representation including such contract. These properties are offered subject to availability. Applicants are advised to contact the sales office or the appointed agents to ascertain the availability of any particular type of property so as to avoid a fruitless journey. The property areas are provided as gross internal areas under the RICS measuring practice 4th edition recommendation. Applicants are advised to contact Poplar Riverside to ascertain the availability of any particular property. Your attention is drawn to the fact that in rare circumstances it may not be possible to obtain the exact products or materials referred to in the specification. St William Homes LLP reserves the right to alter, amend or update the specification, which may include changes in the colour, material or brand specified. In such cases, a similar alternative will be provided. St William Homes LLP reserves the right to make these changes as required. A number of choices and options are available to personalize your home. Choices and options are subject to timeframes, availability and change. Computer generated images of Poplar Riverside are indicative only. Maps are for illustration purposes only and not to scale. ^Travel times taken from Google Maps, TfL.gov.uk and crossrail.co.uk. \*Prices and details correct at time of distribution.