



Elegant and distinctive zone 1 living

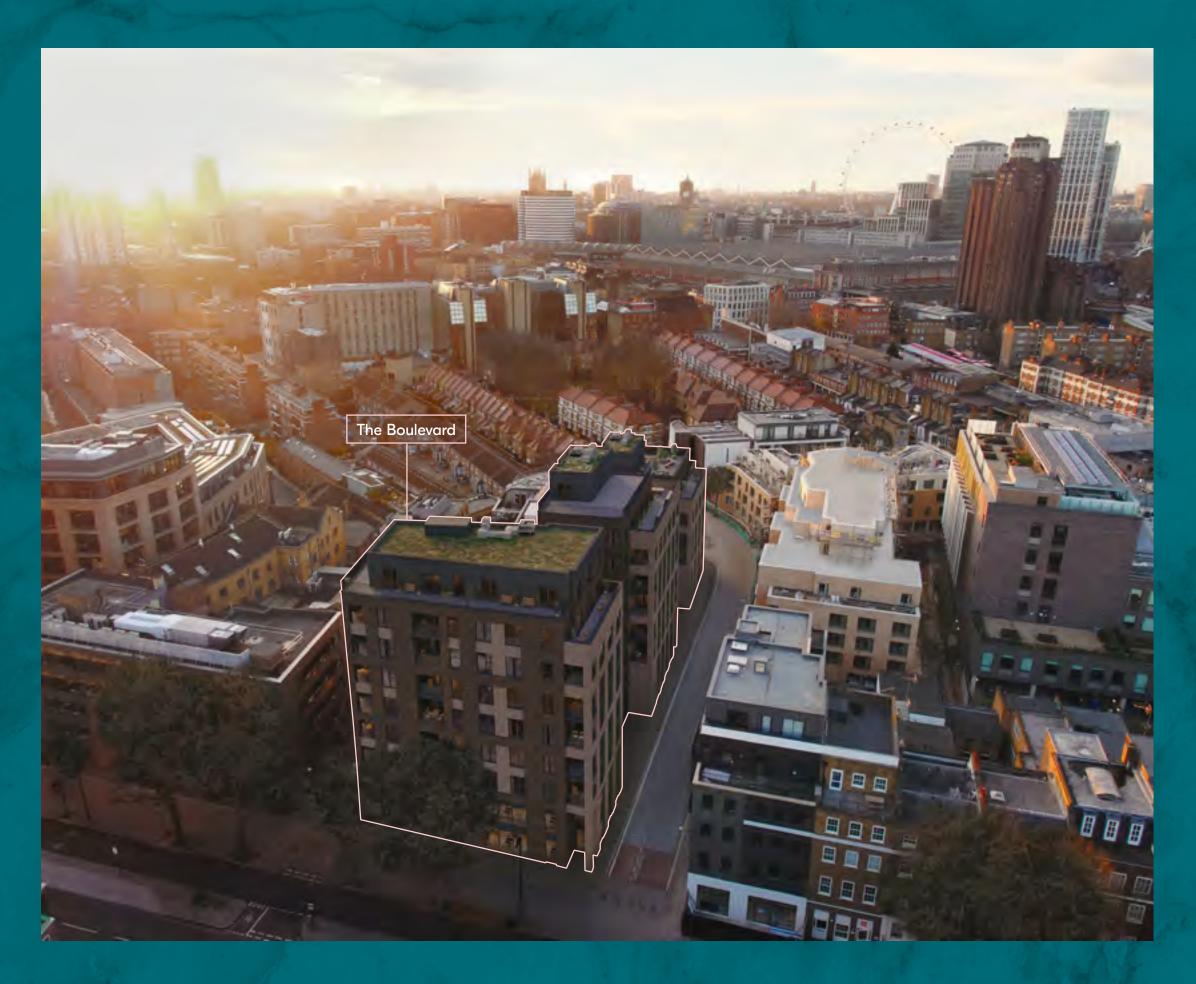
Welcome to The Boulevard, a boutique collection of new apartments in London SEI.

The location is a long, tree-lined boulevard in Southwark, one of the capital's most eclectic and dynamic neighbourhoods. This is zone 1, the very heart of London. From here, the river is a stroll away and the city is at your feet: north, south, east and west.

The Boulevard offers its residents all the pleasures and convenience of metropolitan living: transport on the doorstep, entertainment on demand, and the chance to experience a great world-class city from the inside out.

The Boulevard's elegant green brick façade belies a glamorous inner life inspired by Art Deco style.

The spacious apartments are designed with comfort and luxury in mind. Welcome to your perfect urban escape, right in the centre of town.



A very central address

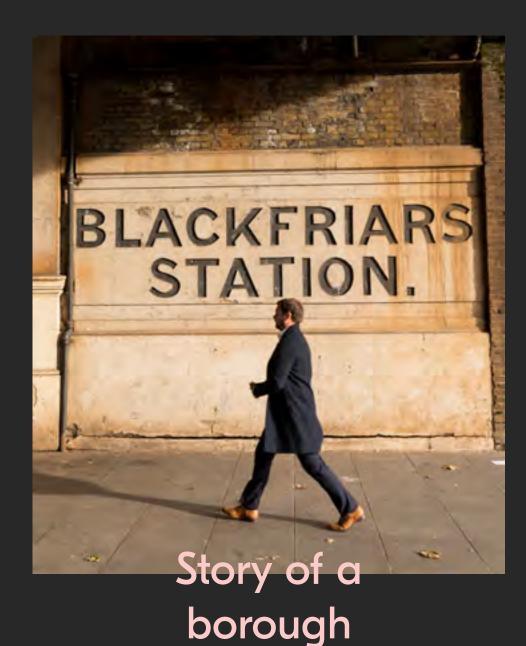
The Boulevard invites you to live in the heart of London, in Southwark. This collection of one, two and three-bedroom apartments from Latimer Homes has an enviable SE1 postcode and a leafy location on Blackfriars Road, one of London's few true boulevards.

From this very central position, the city is yours to explore: its riverside playgrounds and old and new landmarks, world-class culture and cutting-edge arts scenes, incredible dining and ever-expanding café society.

The Boulevard captures the style of grand European cities and the distinctive spirit of its neighbourhood. An intriguing exterior of green glazed bricks opens up to reveal a hotel-style lobby, part Art Deco part Classical Contemporary, replete with concierge. Take the elevator to the rooftop terraces and the capital is literally at your feet, an urban landscape as far as the eye can see.

Designed with comfort and luxury in mind, all apartments at The Boulevard are finished to the same high standards — uniting quality fittings with exacting craftsmanship, fine materials and bespoke finishes. Both modern sanctuary and great entertainment space, these are places to escape and unwind, host and socialise.

The two apartments available for Shared Ownership at The Boulevard enjoy abundant space and light, each with a private balcony.



The borough of Southwark has been shaped by the river and the railways. Today, it is an intriguing mix of history and modernity, industry and creativity.

From its riverbanks to its back streets, it teems with urban curiosities: wharves and warehouses, towers and almshouses. Trains are a recurring motif, with many historic bridges and viaducts crisscrossing the area nearby.

The South Bank has been a destination and meeting point since the 19th century, a place for promenades and pleasure cruises, drinking and dancing.

When Waterloo station opened in 1848, the country's largest terminus brought a new wave of traveller and curious revellers to the area's theatres, taverns and music halls.

The 1951 Festival of Britain gave the war damaged South Bank a fresh start with the Royal Festival Hall. It kickstarted a cultural regeneration that saw the riverside strip transformed into a national hub for the arts, with arts venue after arts venue added. Next came the reinvention of the wharves, crowned by the OXO Tower. The millennium brought two new landmarks: the London Eye and Norman Foster's Millennium Bridge.



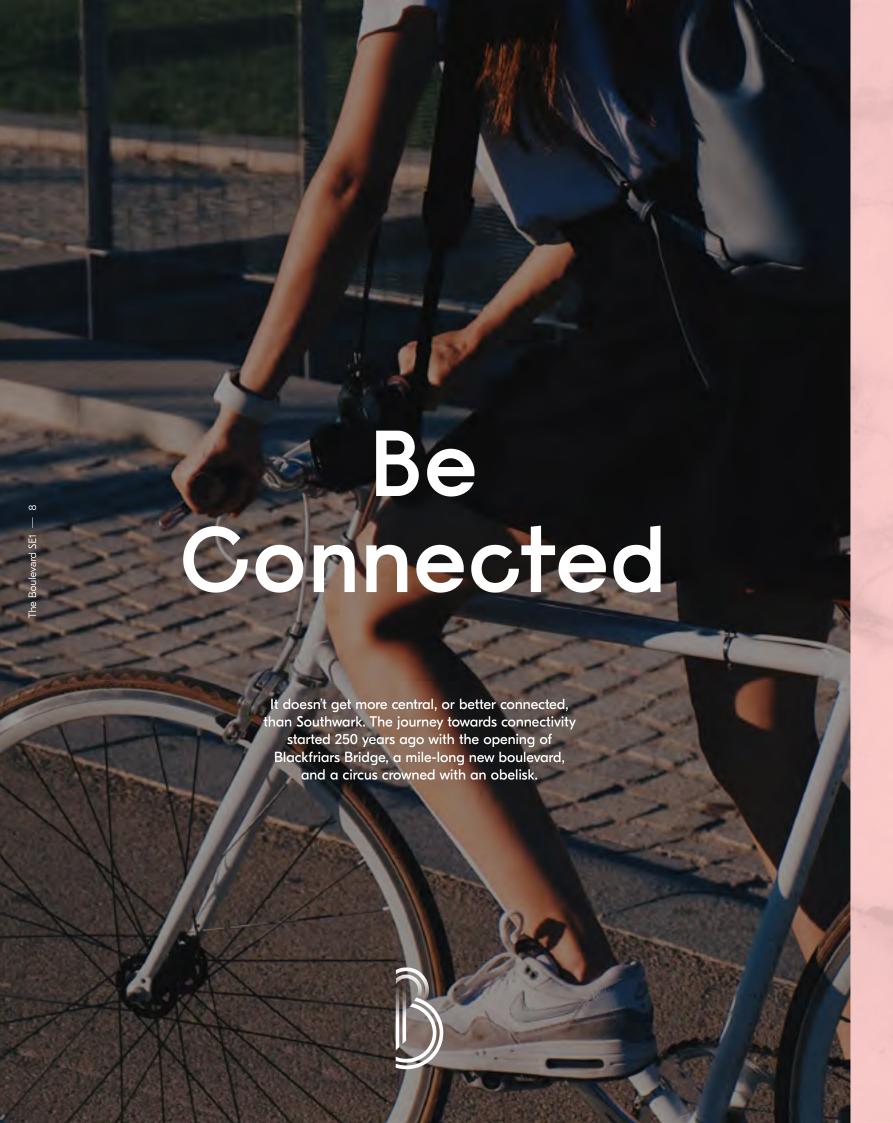


In the east, Bankside's own regeneration story was just beginning with the opening of the Tate Modern, which saw an old power station reinvented into a new architectural landmark and world-class art gallery. In the subsequent decades, regeneration has continued apace with a renewed riverfront, the arrival of Shakespeare's Globe, and the rise of the Shard: Renzo Piano's 1000ft-tall glass tower that has redefined the skyline and become a metaphor for the area's aspirations.

Even the railway arches are enjoying a new lease of life. The Old Union Arches and Flat Iron Square opened in 2016, part of the Low Line project which is creating a new walkway and a string of arts and leisure-filled spaces from Borough to Bermondsey. Next comes Borough Yards: 100,000sq ft of shops, restaurants, cafes and bars, plus an Everyman Cinema.









Walk to the south end of Blackfriars Road and you'll come to St George's Circus and the obelisk. A local landmark, the stone obelisk was designed by Robert Mylne, the architect of Blackfriars Bridge.

The circus was built in 1771. It marked the end point of the boulevard which ran up to the recently constructed bridge. New and existing highways spiralled off, leading to Lambeth, the ancient parish of Newington, Westminster Bridge and Borough.

The circus was a popular tram stop, and travellers would ask for "a tuppeny to the obliss". Inscriptions on the sides of the obelisk mark a mile to key destinations of the time: Palace Yard, London Bridge and Fleet Street.







Access all areas

The Boulevard is at the centre of it all, and all of London is within reach.

From here, you can walk to practically anywhere in zone 1. The City, Covent Garden and the West End are just over a mile away across Blackfriars Bridge. The South Bank and Bankside can be reached in 15 minutes, at an easy pace.

Blackfriars Road achieves the highest score in Transport for London's accessibility rankings for proximity to public transport, and frequency of service. What that means is that the capital's incredible infrastructure and its network of rail, underground, bus and boat services is on your doorstep, and at your disposal.

The Tube is a quick morning dash away: a mere three-minute walk to Southwark and the Jubilee line, or a 10-minute walk via The Cut to Waterloo. From here, you can jump on the Waterloo & City, Northern, Bakerloo and Jubilee lines, or board a train from the mainline station.

The area is also at the centre of a dense web of bus routes, some of which run around the clock. Cyclists can enjoy the speed and safety of the CS6, a dedicated cycle lane that runs from Farringdon to Elephant and Castle. And if you're commuting to Canary Wharf or off to see music at The O2, you can board the river bus at Waterloo Pier.

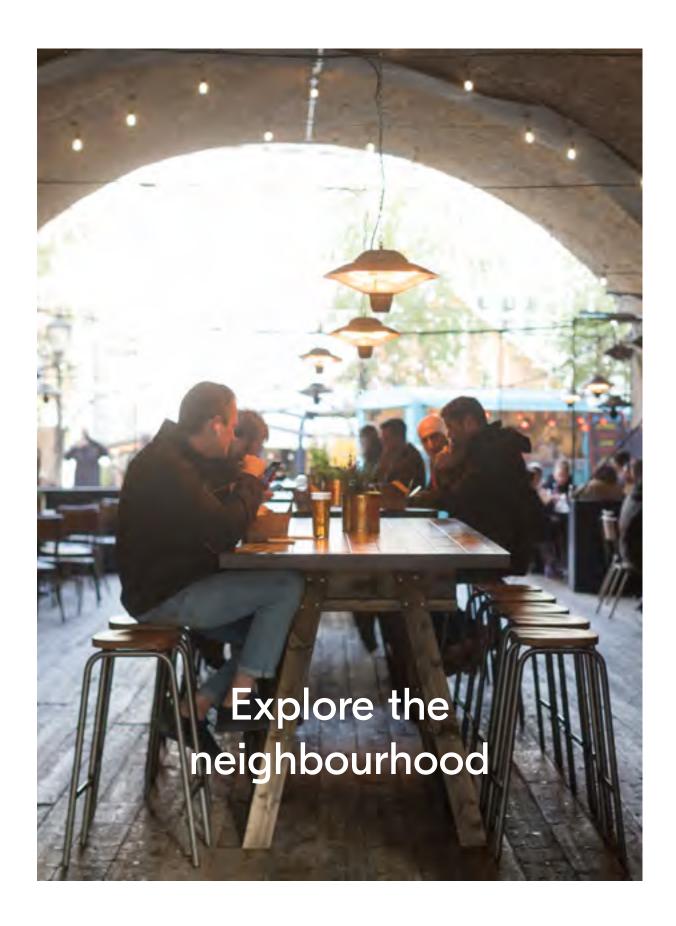
Lastly, each resident of The Boulevard has the opportunity to take advantage of a FREE three-year car club membership with £50 introductory driving credit (available on occupation, details on request).



Travel Times from The Boulevard



*Travel times taken from Google maps/tfl.gov.uk and cover the quickest single service available on any given day.









Follow an imaginary dial from west to east, South Bank to Bankside. Take a ride on the London Eye, and enjoy a lazy promenade with coffee and crêpes from the food market under the bridge.

The nation's best culture is here, so catch a performance on the hop or book tickets for an epic concert, film festival, art show or gig. It's a stroll to The Cut and the Old or New Vic for an effortless night out: tapas at Don Felipe, a good play and a post-show chaser of thespian drinks in The Windmill.

Head east into a maze of back streets, dotted with bars and restaurants, cobblestone yards and quirky arts spaces. Follow the Low Line, stopping for beer and bonhomie in the Old Union Yard Arches or Flat Iron Square.

From here, it's a short walk to Borough, Bankside or The Shard: perfect for cocktails with a view, on the rainbow-lit riverside, or from Gong at level 52.



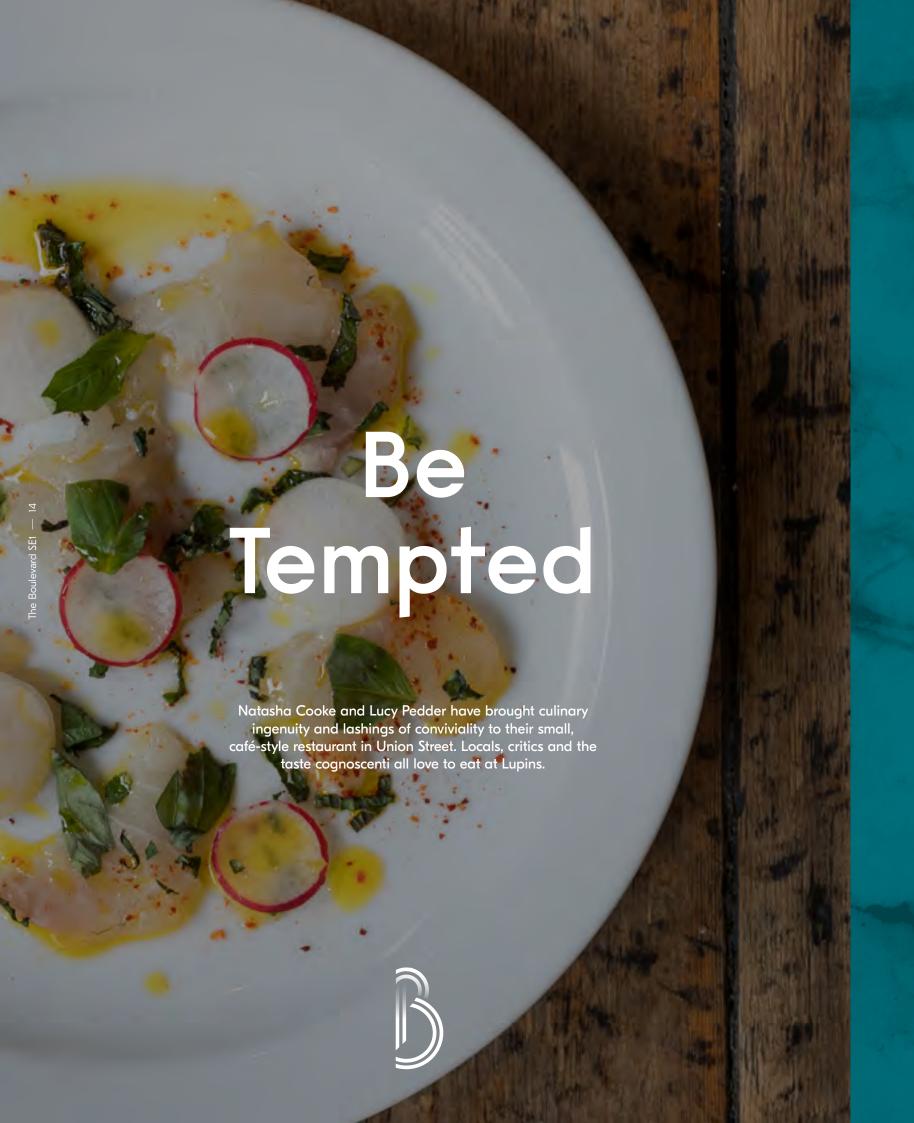
Blackfriars Road One of London's only true boulevards, this key artery feeds into The Cut, Union Street, and the South Bank, before reaching the Thames crossing at Blackfriars Bridge.

2. The Old Vic This unique, versatile space is renowned for its daring performance programme and affordable previews ticket scheme, making world-class performance easier to access.

3. Laughing Gravy Modern British food in an old foundry on Blackfriars Road. Fresh seasonal flavours, great cocktails and consistently good reviews.

4. Menier Theatre The location for numerous awardwinning shows, this unique 180-seat theatre space, with adjoining restaurant, bar and rehearsal space, brings a touch of fringe to the capital.







Like its creators, its clientele, and the neighbourhood it lives in, Lupins is unpidgeonhole-able. Owned and run by young female chefs Natasha Cooke and Lucy Pedder, this small, café-style restaurant on Union Street serves seasonal British tasting plates with a 'Californian' influence. The pair had visited the West Coast and both liked its casual dining style, and the collision of flavours from Mexico, Japan and the Mediterranean.

They imported the formula and applied it, with flavours from around the world, to great British produce. Fresh native ingredients are conjured into an imaginative and ever-changing menu of small plates made to share, like Cornish crab thermidor — a molten cheese and crustacean mash-up — or oysters with fiery Thai Sriracha sauce and tangy lime butter.

Consistently good food and a laidback, sociable setting have earned Lupins an army of local fans and lunch-tripping professionals since the restaurant opened in 2017, a following that's grown on a wave of rave reviews in the national press, led by The Times food critic Giles Coren.

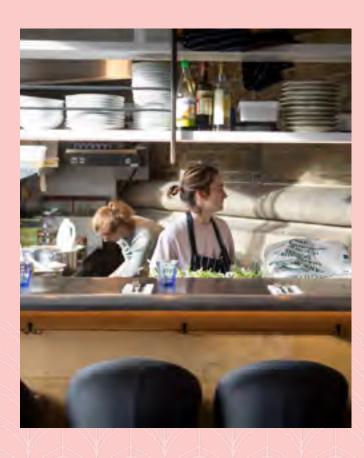
"When we came here we underestimated the power of the locals," says Natasha.

"People love coming back, because it's not super fancy — it's somewhere they can

come when they can't be bothered to cook dinner."

So who comes to brunch, lunch and dinner? Book a lunchtime table and you might meet some of those Times readers who moved here when it was just up and coming, City workers, and ad agency people. In the evenings, the local theatre crowd come from the Menier, Bridge and Globe. There's a devoted local gay fanbase, too. "It's an interesting dynamic, a real mix," says Natasha. "It's always busy and buzzy, but it's quite cosy."





Good food

In Southwark, great taste comes in many forms, from fine dining to food on the fly, smart restaurants to street food markets. Within a 15-minute walk, you'll find every cuisine on the planet, and every flavour under the sun.

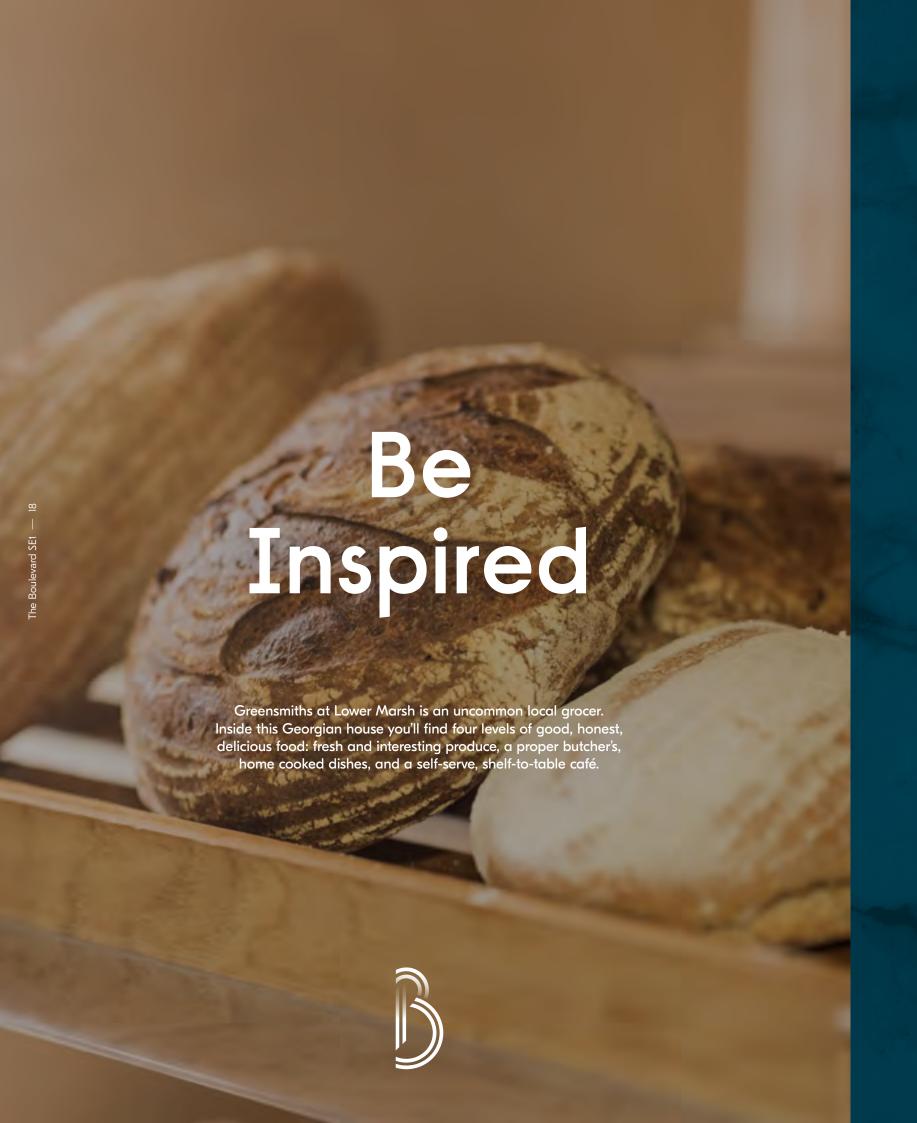
From star chefs Gordon Ramsay and Mark Hix come the Union Street Café and Hixster: laid back by Michelin standards, but proof the area has arrived. Caravan offers its signature globetrotter's menu and the best pizza this side of town. Another highlight includes Baltic, where you will find an exotic mix of cuisines from Central and Eastern Europe.

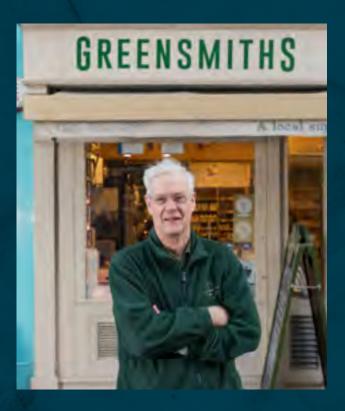
The Old Union Arches and Flat Iron Square serve casual eats in cobblestone yards, strung with bunting and fairy lights. Atmosphere and new friends guaranteed.

Borough Market offers rich pickings for gourmands. A bounty of homegrown and exotic fruit and veg, charcuterie and fromagerie, and every kind of fish on ice. For lunch, simmering pans of fragrant stir-fries, creamy risottos, and chorizo hot off the barbecue and straight into a bun. Shop, eat, walk and talk, like the locals do.



The Union Theatre Café a legendary fringe theatre company in the Union Yard Arches. Founded in 1997 by Sasha Regan, it's a local institution, famous for its musicals.





A long-term Waterloo resident, Chris Smith opened Greensmiths 11 years ago.

At the time, he thought Lower Marsh was an interesting street but
"needed the glue of some food shops to stick it together".

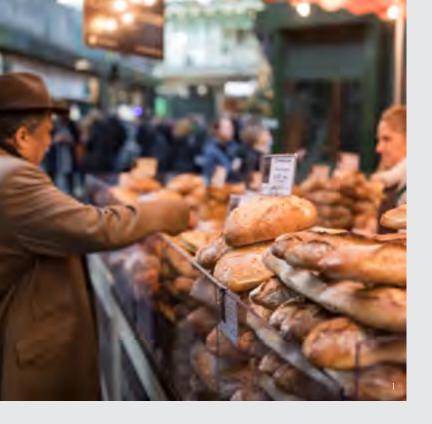
His idea was to bring a butcher, a baker and a greengrocer together in an unpretentious local shop. "I wanted to provide proper food to customers who enjoyed food and took pleasure in shopping and cooking. You could come and get a coffee and a croissant for breakfast, buy a sandwich for lunch, then pick up your evening meal on the way home."

The former chef and property developer refitted the old gents' outfitters, retaining as much of the historic building as possible. The first floor became a café, its walls taken back to the original brick, with doorway arches still visible and two atrium windows intact. A long dining table was crafted from roof joists, and the outfitters' chest of drawers was reinvented as a fruit and veg stand.

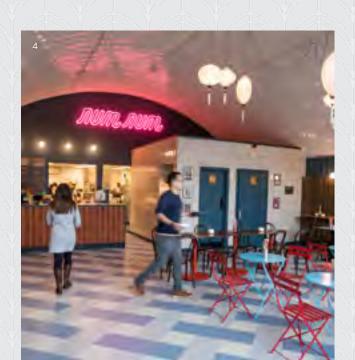
The shop has a higgledy-piggledy layout, with lots of levels, and food tucked into nooks and crannies. It stocks a mix of staples, quality food brands and customer recommendations. There's a proper butcher who gives advice, a selection of interesting wine, and bread from The Old Post Office Bakers in Stockwell, still warm from the oven when it arrives in the morning.

The kitchen started life as a way to avoid waste. "People say they're happy to buy malformed vegetables," says Chris, "but they pick the most perfect specimens."





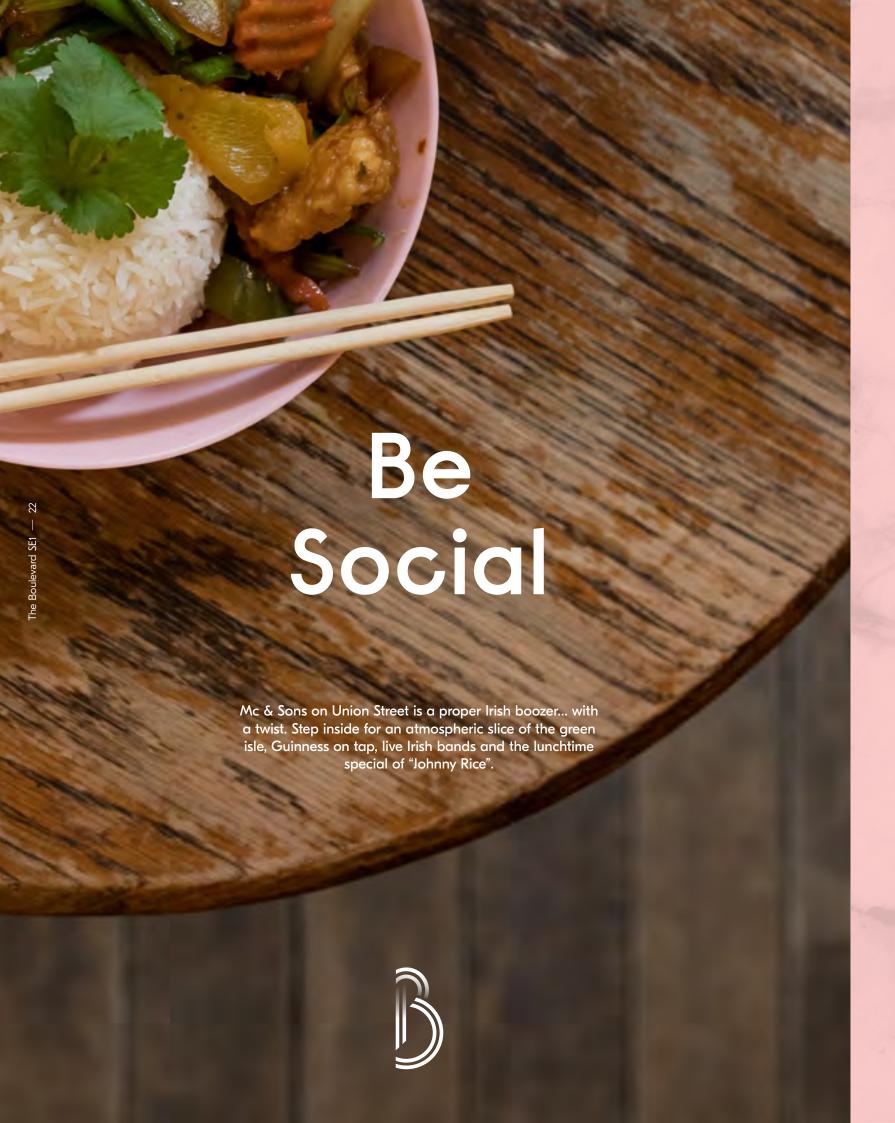
- Borough Market London's world-famous food market, dating back to at least the 13th century, is a wonderful place to find specialty and high quality fare from around the globe.
- Lantana This Aussie café on Southwark Street is a good spot for Sunday brunch or coffee and cake. They make an excellent flat white with their famous house blend.
- 3. Union Street Café Gordon Ramsay's warehouse-style bistro serves Italian cuisine with an urban vibe. Wildly popular, so book ahead.
- **4. Numnum** This Chinese noodle, rice bowl and stir-fry joint is tucked under a railway arch on Scoresby Street. For lunch on the run, or takeouts on speed dial.













Ireland meets Thailand in Mc & Sons, the 'Thairish' pub on Union Street. It's owned by the McElhinney family who come from County Westmeath and live down the road: patriarch Jack, sons Johnny and Ryan, daughter Joanne, and dog Mini Mac.

Mc & Sons looks like it's been here forever, but it actually opened just two years ago. All the furniture and fittings are reclaimed, from the wood-panelled bar to the snug, which was dismantled and transported from Wales. The walls are festooned with old McElhinney family photos, pictures of the Pope, the Virgin Mary and JFK.

It's not possible to be more authentically Irish. On tap is Guinness, served with or without a shamrock, according to legend/taste, plus a selection of Irish IPAs. These include Little Fawn from the White Hag Brewery, which boasts the magic abv of 4.3%, which, theoretically, allows a grown man to drink it all day with impunity.

Behind the bar are Irish snacks and drinks, like Kimberley biscuits and Cidona, which are stocked on (the Irish clientele's) request. There's a live acoustic set on Mondays, a traditional Irish band on Tuesdays, and a big ceilidh band on Saturdays. You may or may not be in for a jig, but the craic is guaranteed.

The Thai in Thairish comes from Johnny's wife, Lailar, who comes from Chiang Mai and has brought its cuisine to the Mc & Sons kitchen. The £7 lunch special of "Johnny Rice" is a local legend: a rice or noodle base with an ever-changing selection of toppings.

If you don't see them both at the bar, you may spot them out in the tuk-tuk, riding the streets as they hand out prawn crackers.





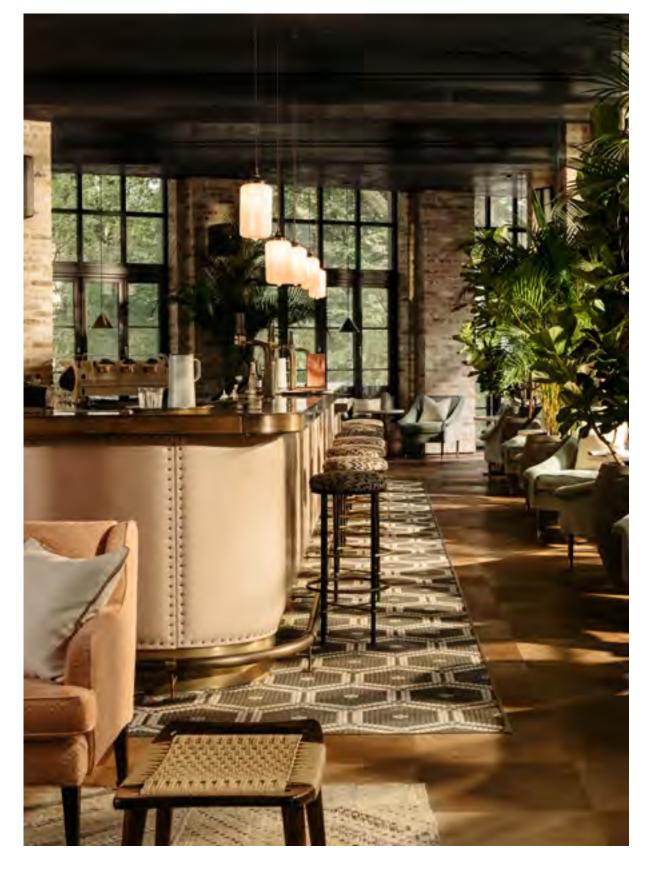
A drink for every occasion

Southwark's streets are crammed with cafés and bars: indoors and outdoors, tucked under arches and lurking in courtyards. The area has a rowdy, raucous history. In the 19th century, bon viveurs flocked to the taverns of Waterloo, for wild nights fuelled by ale, wine and mother's ruin.

Today, the area that stretches from The Cut to Union Street is defined by the times: cult coffee shops like the Gentleman Baristas offer bespoke bean blends, ristrettos and cold brews. Pop-up bars live for a month to serve craft beers straight from the barrel. Gin is back and its modern-day palace is The Distillery Bankside, in the Hilton Hotel.

Some things never die: a great Irish boozer and a good wine bar. Find the former at Mc & Sons and the latter at the Tap & Bottle. Here's to good times on tap.





Just to the north lies **The Hoxton**, the most recent iteration in the series of spectacular open-house hotels in the boutique global micro-chain. Taking inspiration from local culture and history, The Hoxton hotels are famed for reimagining old structures as destination hotel spaces.

























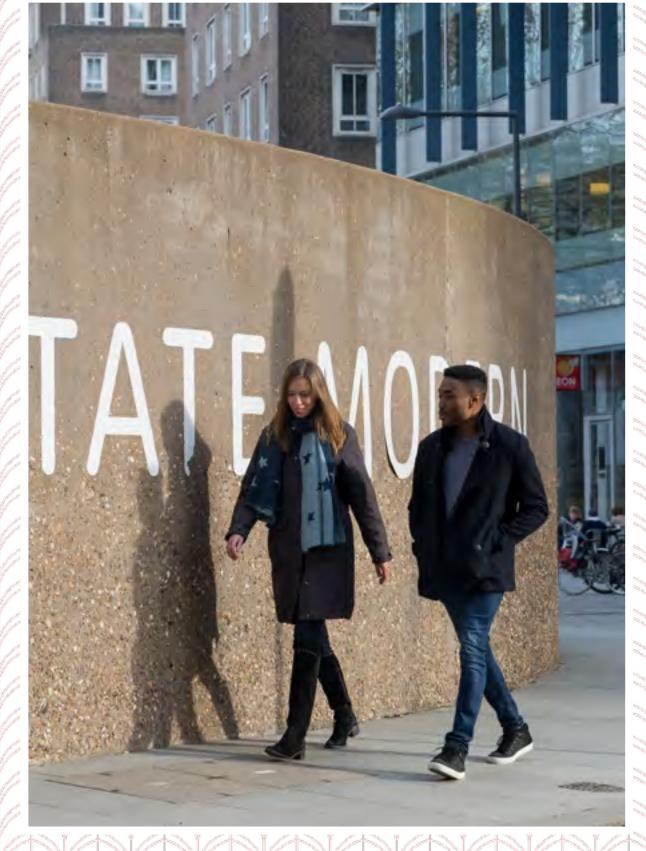
the hoxton





The best of London's lifestyle is on your doorstep. From world-class modern art, to groundbreaking theatre productions, through to movies of all genres. From quality grab-n-go food, to an excellent meal, through to the most memorable of dining experiences. From a quick coffee to a lazy afternoon nursing a pint. All easily accessible from The Boulevard.





Tate Modern A decommissioned power station turned worldclass gallery. Where to see modern masters, avant-garde art, or just hang out in the Turbine Hall.



Culture unlimited

If you like to be entertained, you've come to the right place. Southwark is synonymous with the arts, and culture is woven into the urban fabric.

The Southbank Centre is a national and European arts hub. It welcomes close to five million visitors a year and puts on 2,000 performances from the world of music, dance and literature.

The BFI National Film Theatre screens classic, independent and world cinema. It hosts film seasons and festivals, and its restaurant and bar are first base for film buffs. Nearby is the IMAX: a giant wraparound screen, with stereophonic thrills.

For serious theatre, there's Shakespeare at the Globe, Hamlet at the National, and the Old and New Vics. The Menier Chocolate Factory does great fringe, and the Union Theatre is famous for its musicals. Step into The Vault for immersive shows, cabaret, comedy and Banksy's coup de théâtre: the Leake Street tunnel of graffiti art.

For modern masters and globetrotting artists, hit the Hayward and Tate Modern. The latter is a destination in itself, from the Turbine Hall to its viewing deck.

Roof Garden,



- 1. Royal Festival Hall The grande dame of the South Bank, this grade I-listed hall and mega arts hub features a vast auditorium, bar and
- 2. Millennium Bridge Walking north across this steel suspension bridge that featured in Harry Potter and the Half Blood Prince will provide a stunning clear view of St.Paul's south façade.
- 3. National Theatre This brutalist masterpiece, one of the great English publicly funded arts venues, is home to three permanent theatres performing up to 25 new shows a year.
- 4. Young Vic The Old Vic's younger sibling offers a theatrical shot in the arm with an eclectic programme and fresh writing, directing and acting talent. Always an experience.

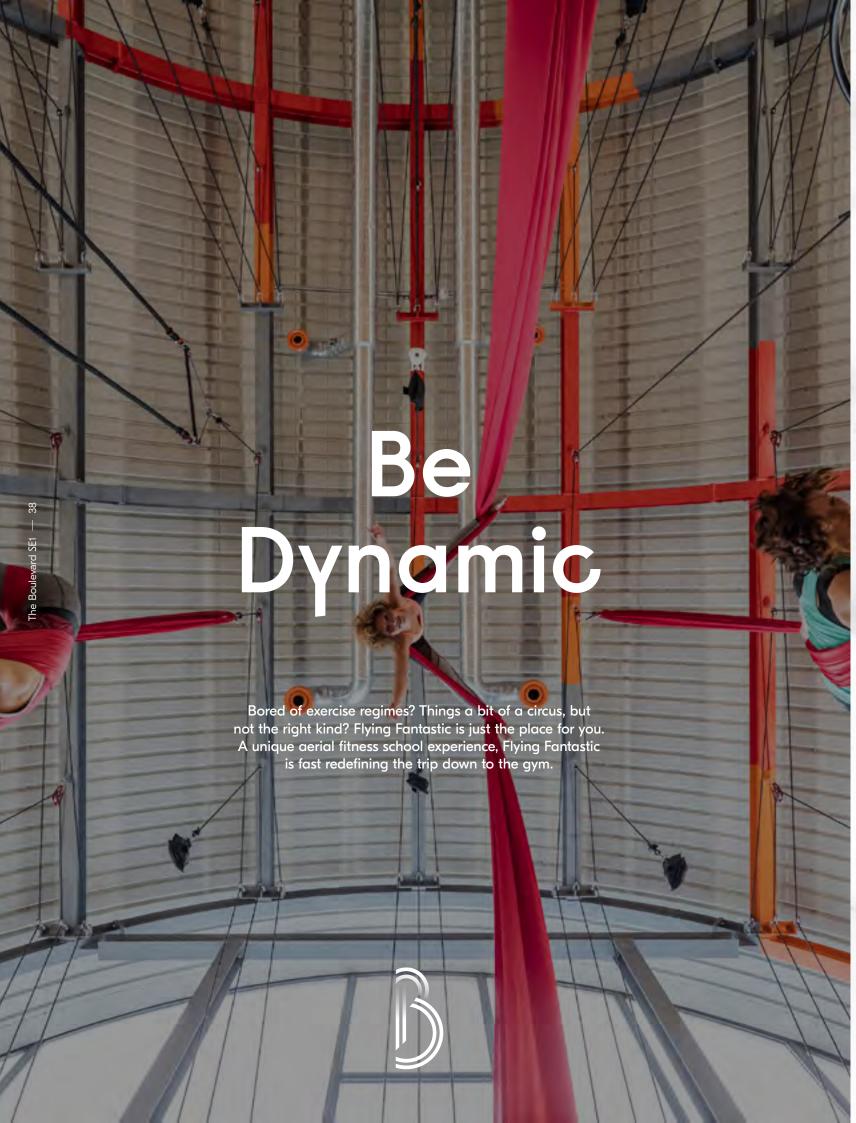


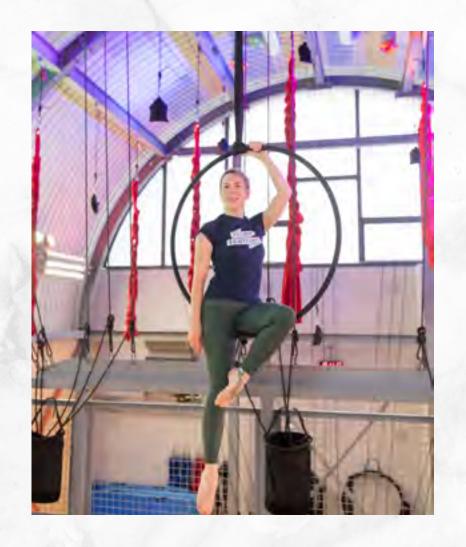


Cafe & Bar









The perception is that to get fit, one needs to be grounded, or in water. Well, Flying Fantastic has literally turned that on its head, providing what they describe as "the thrill of a life upside down". Their flagship location is located a short hop away from The Boulevard, home to two fully equipped studios operating all year round.

Whether a beginner or pro, everyone can benefit from a bit of circus in their life. You can attend a variety of standard and master classes, and workshops, such as dynamic aerial yoga, handstand workshops and exercising with bungees and aerial hoops. There's even a Valentines Doubles Skills workshop that explores the classic circus doubles act. Flying Fantastic has truly elevated the art of exercise.





Mind, body and retail fixes

With the unveiling of Borough Yards in 2020, Southwark will have its very own retail destination: 100,000sq ft of shops, restaurants and new public realm, integrated into the railway arches behind Borough Market. That's not to say that the area doesn't offer good shopping already. It does, if you know where to look.

The labyrinth of cobbled streets around the market holds a few gems. Paul Smith on Park Street is brimful of quirky gifts, design nostalgia, and men and women's key pieces. A few doors down is Cubitt's: shades and specs you want to wear, and collect. The market is, of course, the place for food. But Neal's Yard Dairy is great for a chunk of cheese, and The German Deli for bratwurst and beer.







- 1. Need a clothes-shopping fix? Across London Bridge is One New Change: where the City shops for high-street and cut-above fashion, from Boss to Cos
- 2. At the penthouse of One New Change is The Madison: a rooftop restaurant, terrace and bar, with in-house DIs, acoustic sets and a buzzy vibe
- 3. Borough Market is food-shopping at its most indulgent: more than 100 traders from the UK and beyond, and every flavour under the sun
- 4. Musicians, writers and creative entrepreneurs access the best teachers in the business and professional-arrade facilities at LCCM
- 5. Mint Street Park is Bankside's biggest green space, and a great place for an impromptu game of footie

For sport, run the river to Westminster or the Tower of London and beyond. CrossFit fans can sprint to CrossFit Central for a WOD (workout of the day). Ride, Reshape and Rumble at IRebel at Upper Ground. Or hit the Secret Boxing Gym at London Bridge for real rings and fighter-trainers. Third Space on the river is fitness at its most slick: it has a vast doubleheight gym, a sprint track and inky-black underground pool.

For students, The Boulevard is within walking distance of several further education institutions: the new Lesoco campus of Lewisham/Southwark College, London South Bank University, King's College London, LSE and the London College of Creative Media. Whether you're an undergraduate, postgraduate, evening or summer student, enjoy the walk to work, and the local treats at the end of the day.



Specification

What sets The Boulevard apart is evident before you even step inside. The unique local character built upon centuries of commercial, industrial and residential heritage, iconic railway arches, and a vibrant, creative community is reflected in the considered architecture of The Boulevard, including beautiful exterior green glazed bricks. Upon entry, this is enhanced even further: a grand Art Deco style lobby with bespoke, detailed finishes, and a hotel-style concierge to greet you upon arrival. On top of it all are two roof top terraces, which provide an oasis of calm replete with striking 360-degree views.

The apartments themselves are highly sophisticated, with clean lines, spacious rooms - benefiting from large windows and private balconies. Equally suited for entertainment and comfort, inside and out. The exquisite, bespoke details and luxury finishes display a level of style and craftsmanship befitting the location's iconic history and character.



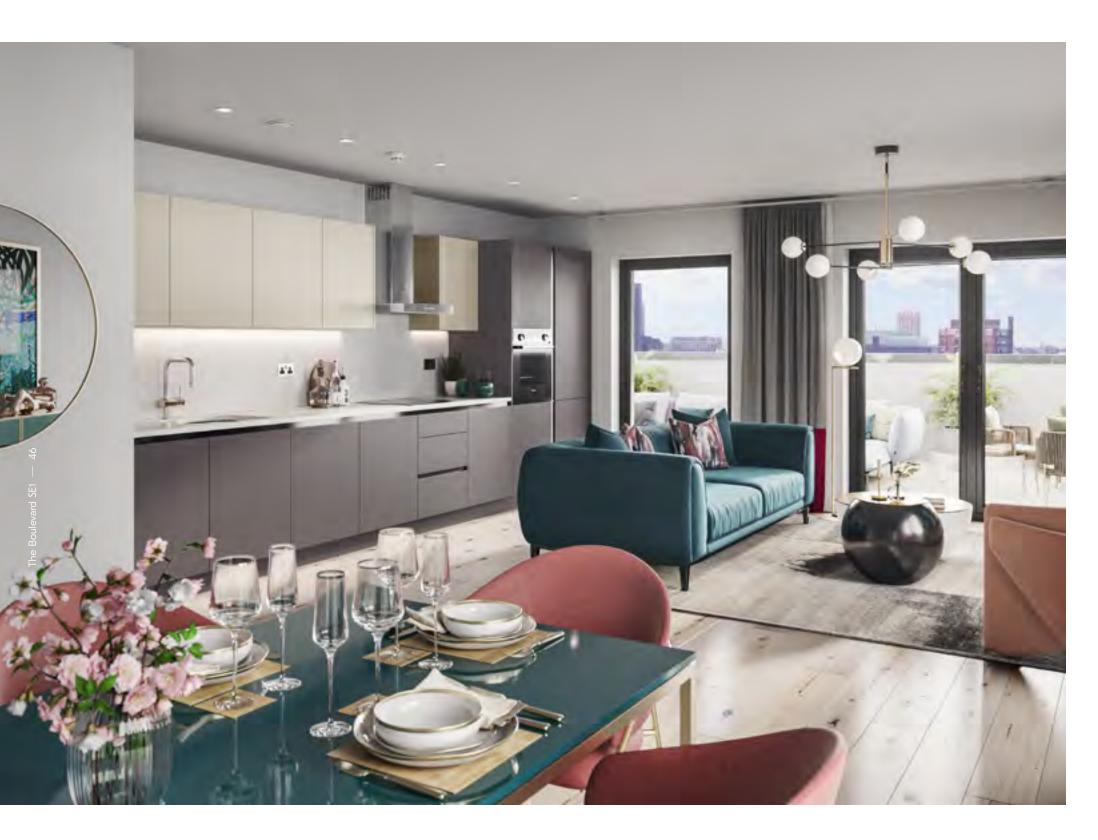


CGIs are of private sale homes but are indicative of the entire development

Specifications include:

General

- · Freestanding A-rated washer/dryer in hallway storage
- · Cardamono Grande Oak timber flooring to living areas, kitchen and hallways
- · Carpets in bedrooms
- · Recessed LED lighting throughout
- · Private balcony
- · Boutique furnished lobby and concierge
- · Landscaped residents' roof terraces with panoramic views
- · Video entry phones in each apartment
- · Sky Q Hyperoptic ready



Specifications include:

Kitchens

- · Customised kitchen units in colours of Cashmere and Lava
- Bespoke work surfaces in Sanded Birch with glass splash backs
- · Siemens A(+) rated integrated kitchen appliances

Bathrooms

· Fully tiled bathrooms; Asus on en-suite walls/floor and bathroom walls, Motion, Bocciardato on bathroom floor



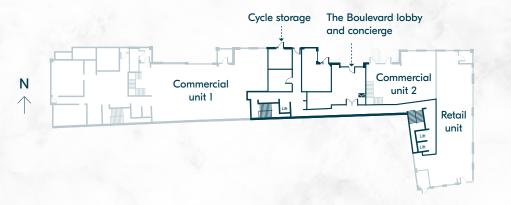




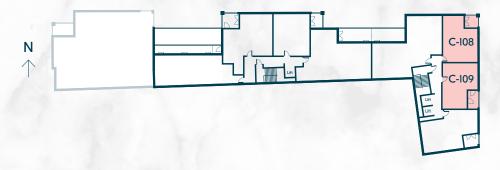
The Development

Plot Locators





1st Floor



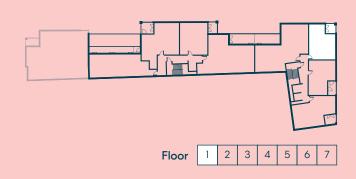
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1 Bedroom Apartment Plot C-109

Living / Dining / Kitchen 21'0" x 15'9" / 6.4 × 4.8 m

Bedroom 1

10'6" x 12'6" / 3.2 × 3.8 m



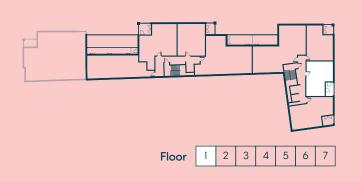
Living/Dining/Kitchen Bedroom

Internal Area 537.1 sq ft / 49.9 m²

Living / Dining / Kitchen 14'9" x 17'9" / 4.5 × 5.4 m

Bedroom 1

15'1" x 9'10" / 4.6 × 3.0 m



The kitchen, furniture layouts and dimensions on floorplans displayed are for guidance only. Dimensions are for guidance only and are not intended to be used for carpet sizes, appliance space or items of furniture. The sq m and sq ft are measured as Gross Internal Areas (GIA) using the Royal Institution of Chartered Surveyors (RICS) Property Measurement (1st Edition). Apartment layouts shown here are indicative only. All measurements and areas may vary within a tolerance of 5%. Wardrobe layouts and locations are indicative only. Balconies may vary in size. Window arrangements may vary from floor to floor. Please speak to your Sales Executive for details.

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Brought to you by Clarion Housing

About Shared Ownership

Purchasing a property through Shared Ownership is an excellent way for people to take their first step onto the property ladder. Buyers purchase a share of between 25% and 75% of the property's value, and pay a subsidised rent on the remaining share.

Am I eligible?

To be eligible for a Shared Ownership home at The Boulevard:

- Applicants are required to live and/or work in the London Borough of Southwark.
 - You must be at least 18 years old.
 - You must have sufficient savings for a mortgage deposit and a clean credit history to qualify for a mortgage.
 - Your annual household income must be less than £90,000.
- You must be unable to afford a home suitable for your needs on the open market.
 - In line with government priorities, priority for Shared Ownership homes is awarded to serving military personnel and former members of the British Armed Forces honourably discharged in the last two years.
 - We welcome applications from everyone and will try and help if we can.

About Clarion Housing Group Building homes. Developing futures

With more than 100 years' experience of developing and selling new homes, we combine award-winning, well-designed properties with excellent pre-sale and aftercare services.

Developing new Shared Ownership homes, we provide options for a range of customers at varying price points. Clarion Housing Group comprises the largest housing association in the country, with 125,000 homes across more than 170 local authorities.

It also includes a charitable foundation, Clarion Futures, and is one of the country's leading housebuilders.





T: 0300 100 0309 | E: shared.ownership@myclarionhousing.com

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