





An aerial night photograph of a city, likely London, showing a dense urban landscape with numerous illuminated buildings and streets. A prominent, brightly lit skyscraper stands out in the center. The sky is a deep blue with some clouds. On the far left, there is a vertical teal-colored band with a horizontal glitch or digital distortion effect. The title 'THE NEW HEART OF ILFORD' is overlaid in large, white, sans-serif capital letters on the right side of the image.

# THE NEW HEART OF ILFORD



EPGI are an innovative, design-led development company with residential, commercial and retail interests in more than a dozen cities around the globe and investor relationships with many of the world's largest financial institutions.

The company was created out of a desire on the part of the founding directors to bring the very best practice in terms of architecture and design to the overall development and construction process.

EPGI has the breadth of experience and the network of expertise to assume complex and challenging investment, development and management projects. We believe that all urban land is a precious resource, and that it is vital to optimise such assets according to the requirements and desires of the entire community, as well as the ever more critical environmental considerations.

EPGI is highly sensitive in determining the most appropriate form, scale and use-mix for any given opportunity. We proceed only when entirely satisfied that the proposed development will add positively to the built environment, that it will produce homes, offices or shops that we can all be justifiably proud of, and which, more importantly, the future owners, residents and occupants will be proud to be associated with.



Pioneer Point exceeds my wildest expectations. Great design and wonderful views are only a small part of the long list of exemplary features that create a spectacular opportunity never before seen in Ilford. Every developer has a dream when he creates a new property: to deliver something better, something that rises to a higher level of quality and integrity than what has come before.

That spirit flows throughout the building, enriching the world of Pioneer Point and providing a quality of life that cannot be found anywhere else. With services far surpassing any offering in Ilford, and features such as the concierge, the gym, the storage facilities and all the excitement of the shopping and eateries below, Pioneer Point is a uniquely better way of life. This is a place that rises to the moment. It has exceeded all of my expectations.

I invite you to let it exceed yours.

**Hayden J. Chittell**

*Chairman EPGI*

Pioneer Point's spectacular glass and steel will greet all those arriving at the heart of a rapidly changing Ilford. Its brand new apartments boast City and Olympic panoramas that will form wholly extraordinary backgrounds to a sleek, cool and contemporary lifestyle. Designed by award winning firm, Haskoll, these stunning towers are the new residential skyline benchmark for the dynamic and successful new London in the east.







## THE LOBBIES

The sleek and stylish reception areas and interiors have been designed by internationally recognised multi-disciplinary design firm Global Design Strategies (GDS) from New York. The entrances to these iconic apartments have floors of Italian stone and hard wood detailing, creating a truly contemporary and impressive environment, with walls decorated with specially commissioned light sculptures. Built-in touch screens will provide easy access to the concierge services, and CCTV cameras will underpin the security. Two passenger lifts will be available in each reception area.



Ilford Station to:  
Liverpool Street Station for The City



Ilford Station to:  
Canary Wharf Underground  
and DLR for Canary Wharf



Ilford Station to:  
Stratford International  
for The Olympic Stadium



Ilford Station to:  
Heathrow Airport  
(Terminal 1, 2 & 3)

Ilford Station to:  
Oxford Circus





STRATFORD INTERNATIONAL for the Olympic Stadium: 9 MINUTES



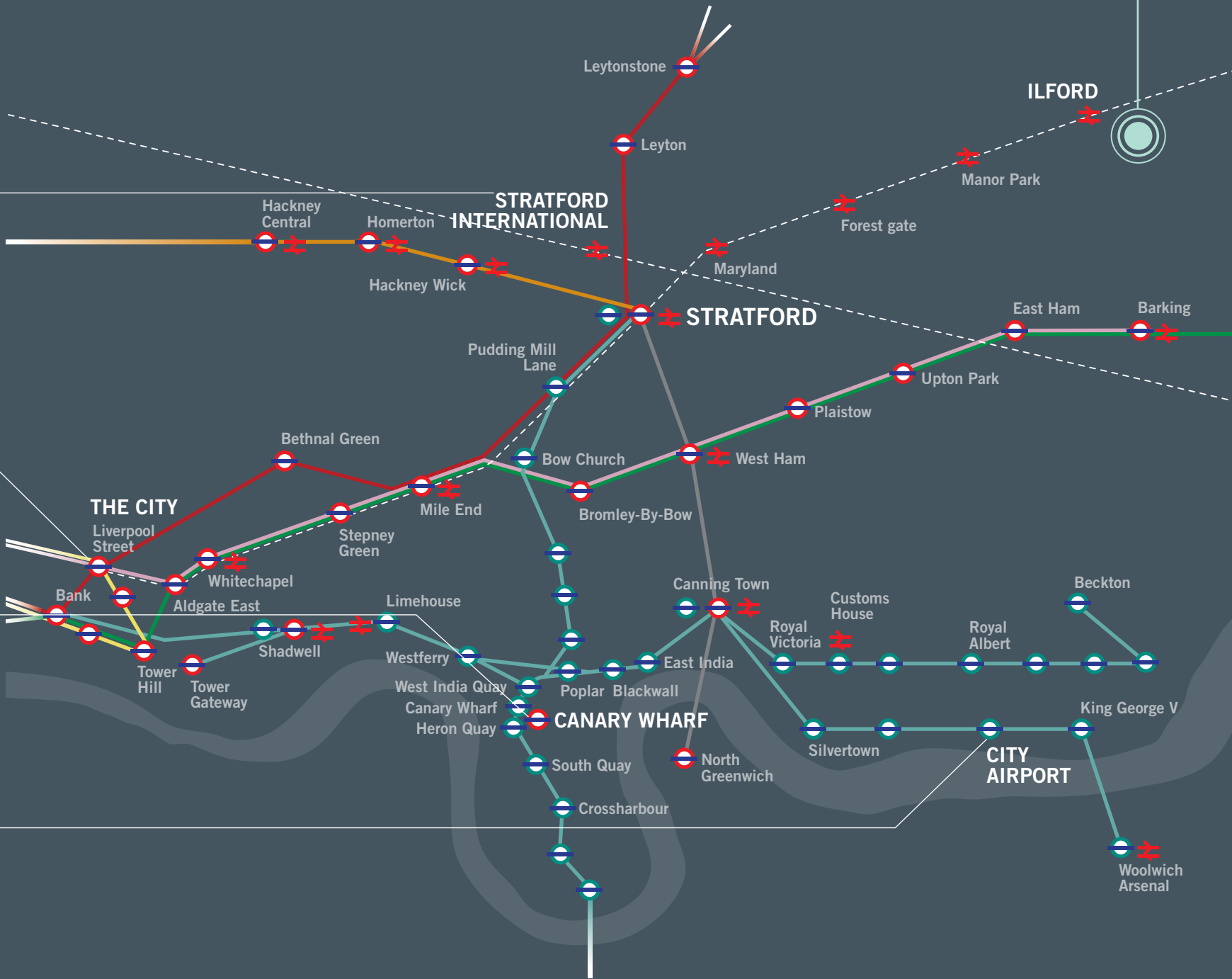
LIVERPOOL STREET for The City: 14 MINUTES



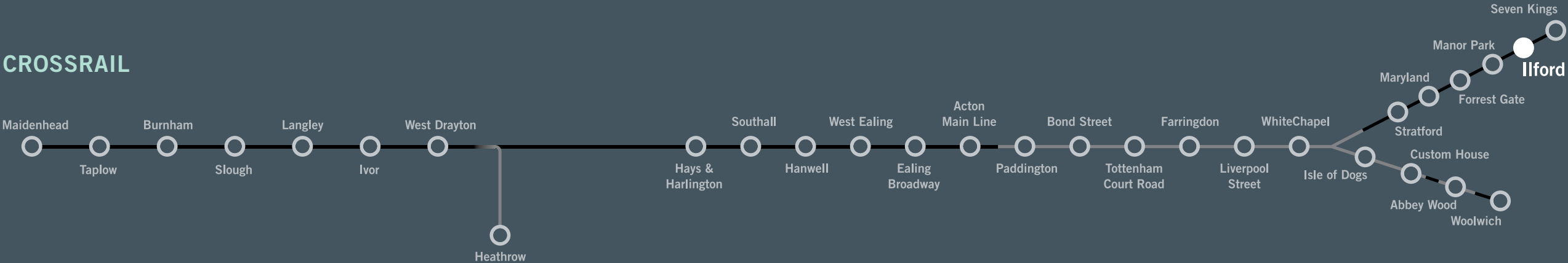
CANARY WHARF UNDERGROUND & DLR for Canary Wharf: 26 MINUTES



CITY AIRPORT DLR STATION for City Airport: 28 MINUTES



CROSSRAIL





Iford's Borough of Redbridge is already regarded as being one of London's best living environments, with its emphasis on the importance of wide open green spaces, lakes, parkland, and for its strong record of well-supported schools and colleges. Beautifully maintained Valentines Park with its Grade II listed features is one of the areas gems and the region's sports facilities in the area expand every year. Iford delights in marrying the best of the city with the best of the country. Enjoy it!



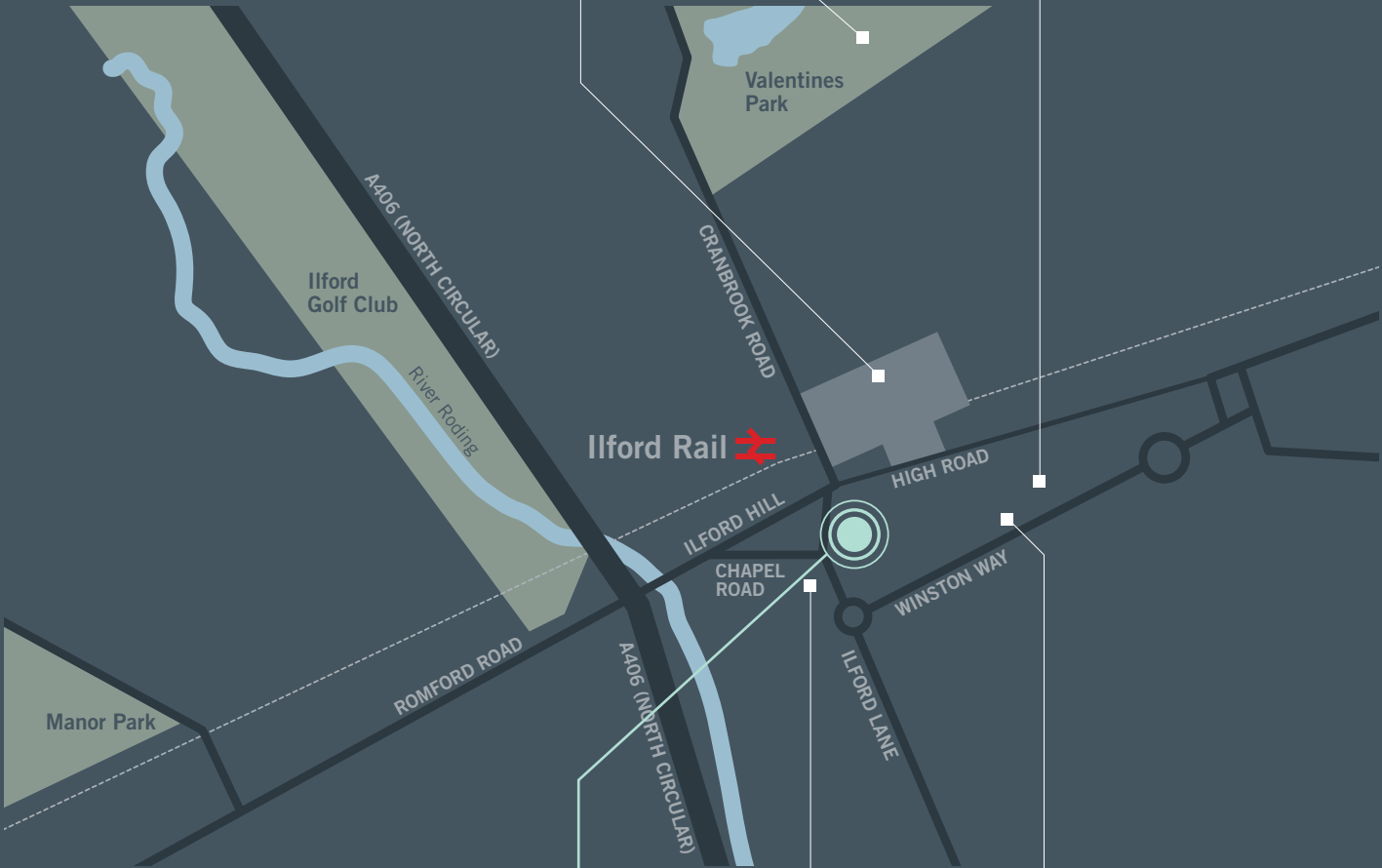
EXCHANGE SHOPPING CENTRE



VALENTINES PARK



KENNETH MOORE THEATRE



SAINSBURY'S



CINEWORLD

LOCATION –  
THE LOCAL AREA

pioneerpoint







The shopping in Ilford offers a vast variety. One of the largest retail centres in London, it is a cosmopolitan mix of household names, of national chains and of multicultural, independent niche and specialist retailers. High street fashion mixes with booksellers, shoes, jewelers, new technology, health and beauty and music, creating a truly rich retail experience.

Ilford also houses a vibrant market scene, including regular French farmers markets, fish markets and a well-established arts and crafts market nearby.





LOCATION –  
GREEN SPACES





A full-page photograph of a swimmer in a pool, with a strong blue color cast. The swimmer is in the center, moving from left to right, with their head and arms visible above the water. The water is splashing around them.

Just under 2 miles away, the Olympic Village and 80,000 seater Stadium are visible from the apartments at Pioneer Point. With Stratford's station just minutes from Ilford, residents will have easy access to stadium itself, the Olympic Park and the Aquatics Centre.

The Olympic Park will become a key element of the 2012 legacy, with some 2,000 semi mature trees being planted such as ash, willow, cherry, birch and lime, alongside 300,000 wetland plants to deliver the UK's largest ever urban river and wetland planting.



Ilford town is the administrative centre for the London Borough of Redbridge and is listed in the Domesday survey of 1086. Of Ilford's many manor houses only three still survive; Valentines, Claybury and Loxford. Valentines, in Valentines Park, was built in the 1690s, and has been recently restored with help from the Heritage Lottery Fund. Ilford expanded in the 1800s, and brickworks were built to support the booming construction trade. The area became home to a number of industries, including those producing paper and, best known of all, photographic film. The latter eponymous firm was founded in 1879 by Alfred H. Harman, a professional photographer, who chose Ilford to manufacture the new photographic plates because it was then a small country town with clean air. Plessey, the radio, electronics and telecommunications group, was also based in Ilford from after the First World War. Local celebrities born in Ilford include actresses Helen Mirren and Maggie Smith.

## LOCATION – A RICH HISTORY

A photograph of Jane March by internationally acclaimed British photographer John Stoddhart using Ilford film.







Pioneer Point is a lifestyle choice. The opportunity to experience the excitement of panoramic views that deliver drama and interest twenty-four hours a day. The opportunity to combine comfort and streamlined luxury with the convenience of concierge and shops and cafes on the ground floors. The future of London is in the east, at Pioneer Point you can be at the very heart of it.





## SPECIFICATIONS

As the most contemporary and iconic residential building in the area, Pioneer Point has the interiors to match. From the basement to the very top of the towers, the quality of design detailing is commensurate with its architecture. It will also be one of the first environmentally sympathetic buildings in the area. Responsible construction choices throughout the project will ensure energy efficiency, optimal indoor air quality and an eco-friendly design.

Central to the apartments will be the full height glazing that produces panoramic views from the upper floors across London, The Thames, Kent and Essex. It also delivers a light, bright living space made comfortable through the sophisticated air conditioning system installed throughout the development.

The kitchens and bathrooms have been micro designed to deliver the right combination of functionality and style. Respected brand names mix with new and innovative technology to provide a superb standard of living. There is an electro-magnetic water-conditioning unit specifically installed to inhibit any hard scale formation on the appliances within the apartments, potentially saving money and repairs in the future.

Security has also been critical to the design process. Access to the building will be strictly controlled, both by residents' individual audio-visual entry systems but also through the concierge. CCTV will be operational in the underground car park and around the perimeter of Pioneer Point.

The concierge service will also manage elements of the building services, as well as being available to residents to help in sorting out some of life's logistics. There will also be an extranet available to provide information about appliances, about services and about the area and the interesting events that are occurring.

Pioneer Point is more than a home, it is a lifestyle.



- The developer is EPGI in conjunction with London and Regent Construction Management Limited
- The building will be built under National House Builders Regulations and on completion the warranty will be provided by Premier
- Each apartment will be sold with a 125 year lease
- The Ground Rent will be initially £300 per annum
- A Managing Agent will be appointed to support the on-site team.
- A Service Charge will be payable to cover the costs of management, building maintenance and insurance

KITCHENS

- A bespoke Commodore fitted kitchen with fully integrated appliances, stainless steel cooker and microwave
- Glass splashbacks and integrated hood extractor
- Washing machine and tumbler dryer
- Feature down lighting and worktop illumination
- Wood floors

BATHROOMS

- Modern contemporary styled bathrooms with full height wall and floor tiling
- White sanitary ware with chrome fittings
- Wall hung WCs and designer wash basins with Hansgrohe chrome mixers
- Overhead showers fitted with thermostatic valves, all with glazed screens
- Chrome electrically heated towel rails
- Low voltage lighting and glass shelving
- Shaver point and full wall mirror

GENERAL

- Fitted wardrobes to master bedroom
- Tiled flooring in bathrooms and wood floors through remainder
- External window cleaning will be included in service charge
- The mail will be centrally sorted and distributed to mailboxes in the lobby
- Back of house refuse facility

Lifts

- There are two lifts per tower.

Lighting, Power and Communications

- Low voltage lighting in the living rooms, bedrooms and bathrooms
- Cabling for ISDN telephone and TV network

Comfort Cooling

- All apartments will be provided with wholehouse ventilation system
- Control will be via an easily operated heating and cooling controller in each room

Car and Cycle Parking

- Secure underground car parking spaces will be available for purchase
- Secure cycle racks and storage

SECURITY

- Security has been carefully considered in the design process. Access to the building will be strictly controlled by residents' individual audio-visual entry systems. CCTV will be operational in the underground car park and around the perimeter of Pioneer Point.
- There are smoke detectors within the apartments and common areas
- 24/7 security cover plus CCTV will protect the building perimeter, all entrances and deliveries.
- The underground parking area is monitored by CCTV and will be accessible only by a coded entry system. There will also be a roller shutter to the main entrance.







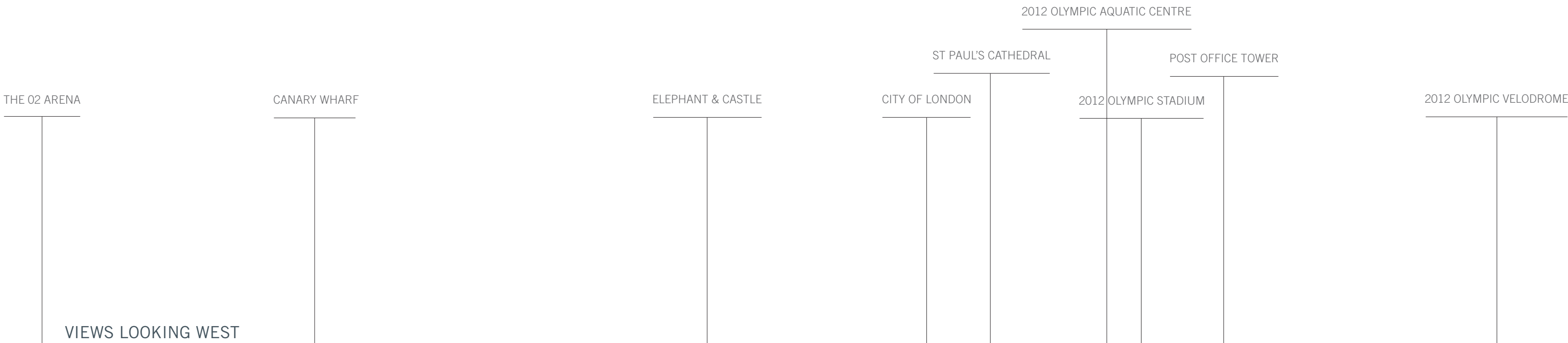
## SPECIFICATIONS

Bedrooms are for sleeping, but at Pioneer Point they are also for enjoying the breathtaking views. Watching the sun rise or set, and watching the weather create its endless moods across the capital's skyline is a pivotal feature of these rooms. Bright and light, with fitted wardrobes in the master bedrooms and contemporary styled white bathrooms, living at Pioneer Point will be a truly spectacular experience.





VIEWS LOOKING EAST



VIEWS LOOKING WEST







CONCIERGE

Residents at Pioneer Point will benefit from the convenient and dedicated services of a Concierge 16 hours a day and from a virtual apartment assistance system (ASS) on-line that will provide information on all appliances as well as the opportunity to report and monitor issues.

The Concierge will be based on the first floor and be available to clarify or assist in anything pertaining to the services in the building, as well as assisting with exclusive resident matters, such as receiving deliveries, looking after the property during holidays, airport connections or maintenance access. The Concierge will

also have extensive lists and contact information for sporting, cultural and business facilities and events in the area. No doubt they will be totally briefed on the neighbouring Olympics in 2012! In addition, a building manager will be on duty throughout the week and on Saturday mornings to address any issues with the building, lifts or car parks.

The online extranet facility, ASS, will be available to each resident through a secure password activated site, and will provide instruction manuals, apartment layouts, electrical layouts and contact details for key suppliers, amongst other more lifestyle related information.



*We offer an early morning drop off service from Pioneer Point to Stratford, Canary Wharf and The City*



RESIDENTS' GYM

For the more active resident, there will be a well equipped gym for their exclusive use within the podium area. Treadmills with built-in television screens, cross trainers, exercise bikes, rowing machines and bench presses are amongst the available facilities, whilst personal trainers can be on-hand to assist with individualised exercise regimes.



STORAGE

Located on the mezzanine level and only available to those with apartments in Pioneer Point, will be secure storage units. Varying in size and with flexible lease options, these units will be ideal for the more space expensive items such as suitcases, trunks, skis, golf clubs, seasonal wardrobes or unpacked boxes, which you do not need all the time. However, the storage facilities will be accessible 24 hours a day, should a trip to the Alps appeal in the small hours!







## PIONEER POINT – RETAIL & RESTAURANT

It is anticipated that the retail and restaurant podium at the base of the towers will become home to a variety of niche and brand retailers, as well as providing a number of cafes and restaurant choices. Pioneer Point would be the ideal home for a new cool, contemporary and varied market for fresh and specialist foods of every kind, alongside exciting and stunningly designed dining rooms with views towards The City. Pioneer Point will become the gastronomic rendezvous, a new heart of Ilford – somewhere to meet, to eat, to drink and to relax.

The market area will offer fresh breads and patisseries; spices, oils and herbs from around the world; pastas and rice; well considered wines; and branded foods that can be difficult to find. There will be cafes to meet in, relax in or to merely read the papers, and a restaurant that can entice from breakfast and brunch to indulgent teas and late night snacks. Pioneer Point will make living just that little bit better!





## PIONEER POINT – FOOD MARKET

The food market at Pioneer Point will provide both residents and the public with a new cool and contemporary rendezvous in the town. Alongside the cafes and restaurants, it will offer a vibrant and cosmopolitan atmosphere in which to browse and buy a huge variety of foods from around the globe. Pioneer Point will be a destination for those who truly adore their food, whether sitting and gazing across towards the City, or in the comfort of their own homes.





At the base of the residential towers is a stunning glazed three-storey podium that will house a variety of exciting occupiers and amenities. It is anticipated that the ground floor will offer a selection of well known coffee bars, convenience and niche shopping alongside national fashion retailers. Above it is expected that there will be extensive specialist and regional restaurants and cafes. It will provide a fresh, fashionable and contemporary new meeting place for the town, and a fabulous amenity for all the residents of Pioneer Point.





The two towers that will adorn the East London skyline will predominantly house exceptional two bedroom apartments that have been carefully space-planned and detailed to make the very best of the spectacular views both East and West. Whether you prefer sun streaming in first thing in the morning or after you get back from work, the full height glazing provide extraordinary dramatic panoramas to give residents pleasure all year around. Responsible construction choices have been made throughout the project to ensure energy efficiency and optimal indoor air quality alongside an eco-friendly design. Individual floorplans of those apartments available can be acquired through the agents and at the marketing suite.

## PIONEER POINT











The heart of the apartment is a well considered combination of functionality and style. The fitted kitchens sit on timber floors with downlighters and convenient worktop lighting. Well known international appliance brands integrate with bespoke Commodore kitchens, providing ergonomically and energy efficient kitchens that include cookers, microwaves and fridge freezers.



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