

CAIRO  
APARTMENTS

CROYDON



INSPIRED BY YOU  
**BUILT FOR YOU**



# AT THE HEART OF OLD TOWN

WELCOME TO A FUSION OF CULTURE,  
WELCOME TO A CELEBRATION OF ARTS,  
WELCOME TO A VIBRANT COMMUNITY.  
WELCOME TO CROYDON.

**Cairo Apartments is a contemporary collection of studio, 1, 2 and 3 bedroom apartments located at the centre of Croydon's Old Town.**

These fantastic homes offer contemporary specification to suit your modern London lifestyle, with some boasting balconies, others

enjoying panoramic views across the town, and all within walking distance of schools, shops, entertainment and transport. When you also consider that every single one has been made available through Shared Ownership or London Living Rent, what's not to like?



COLOUR

YOUR

WORLD

Cycle to the town centre or explore the local area by bike.

**Croydon is currently undergoing a huge £5.25bn regeneration programme that will transform this already exciting area into one of London's most vibrant commercial hubs.**

This investment is set to create 10,500 new homes, 2.8 million sq. ft. of office space, 28 new public squares and spaces, plus a state-of-the-art retail and leisure destination, all just a stone's throw from your front door.

The town centre is just a short walk away, so whether you're looking for everyday essentials, one-off luxuries, hardcore workouts or weekend wind-downs, it's all within easy reach.

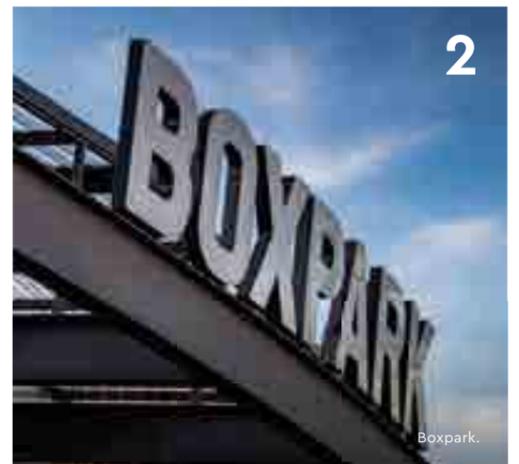
Be the first to get your hands on the freshest produce at Surrey Street Market, lose yourself in a maze of outlets in the nearby shopping centre, explore a world of street food flavours at Boxpark, lift some weights at PureGym or go for a wander around Wandle Park.

The town centre caters just as well for evening entertainment, with a great selection of bars and restaurants, along with the fantastic Fairfield Halls. You can enjoy music, theatre, comedy and much more across this arts and entertainment centre's many different venues, including a theatre, gallery and concert hall.



1

Waddon Ponds.



2

Boxpark.



3

Surrey Street Market.



4

The Green Dragon.

### 1. Waddon Ponds

Escape the concrete of the city and get a little closer to nature at this popular local conservation area.

### 2. Boxpark

An explosion of irresistible flavours awaits you at this celebration of street food from around the world.

### 3. Markets

At Surrey Street and New Addington Markets you can pick up anything from fresh produce to arts and crafts.

### 4. The Green Dragon

With award-winning live music and real ale, plus a great atmosphere, what's not to love about this local?

CREATE

YOUR

FUTURE

Education for all  
ages, based within  
an energetic,  
friendly community.

10  
MINUTES  
WALKING

Harris Invictus  
Academy

11  
MINUTES  
WALKING

Croydon College

15  
MINUTES  
WALKING

St Mary's Catholic  
Primary School



**Cairo Apartments is just a short walk away from a vast selection of local schools that will enable your children to realise their true potential.**

The nearby Harris Invictus Academy is less than 10 minutes away on foot and has been rated 'Outstanding' by Ofsted, while St Mary's Catholic Primary School and Secondary School are both Ofsted 'Good' providers and lie just a 15-minute walk away.

Walking times are taken from [google.co.uk/maps](https://www.google.co.uk/maps) and are approximate only.



College Square.



Croydon College.

# LINKING YOU TO LONDON

Whether it's  
Tramlink, train, or  
even plane, Croydon's  
connections make  
every trip a pleasure.

CROYDON CR0

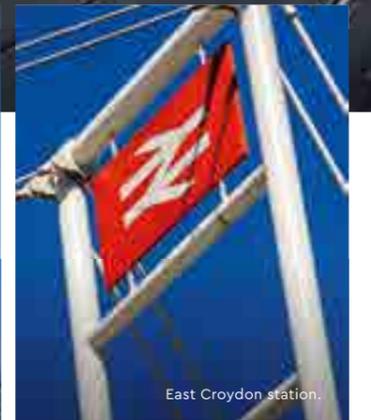


East Croydon station.

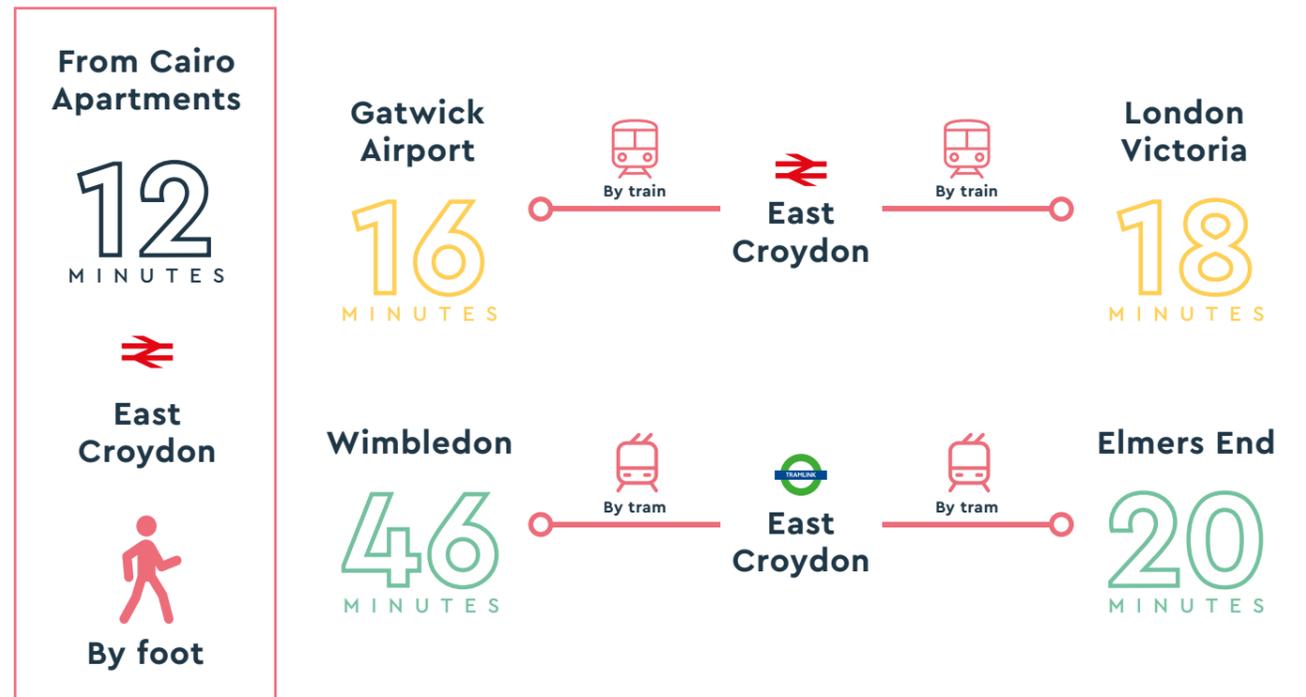
London City centre and everything it has to offer is just an 18-minute train ride in one direction, while Gatwick Airport is 16 minutes in the other. Nearby West Croydon and East Croydon stations both make a journey to Victoria, Waterloo and London Bridge easy, while Tramlink puts south London right on your doorstep.



East Croydon tram stop.



East Croydon station.



Times are approximate only and are taken from google.co.uk/maps and nationalrail.co.uk.

**BUILD**

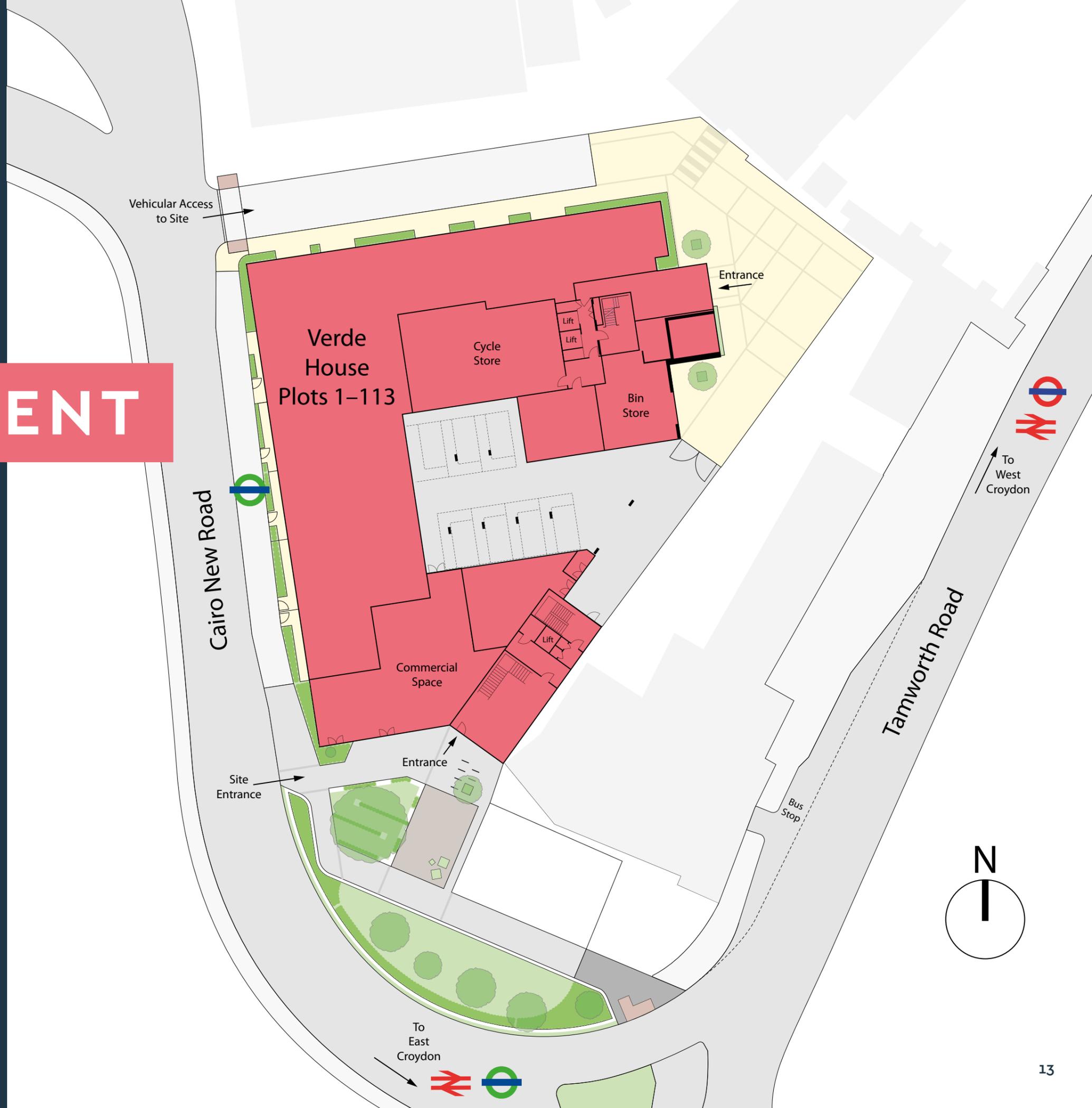
**A**

**LIFESTYLE**



Computer generated image is indicative only.

# DEVELOPMENT LAYOUT



The development layout does not show details of gradients of land, boundary treatments, local authority street lighting or landscaping. It is our intention to build in accordance with this layout. However, there may be occasions when the house designs, boundaries, landscaping and positions of roads and footpaths change as the development proceeds. Please speak to a Sales Advisor for more details. Development layout not to scale.



**A WORK OF ART**

We understand that everyone is different, and that's why all the homes at Cairo Apartments have been built to offer enough versatility to cater for every need.

Open-plan living areas have been designed to maximise space and light and provide interiors that are always a dream to come home to. From entertaining friends and hosting family dinners, to nights in with your favourite movie, we've made it easy for you to create your perfect home.

# MAKE IT YOURS

## 1. Finishing touches

Luxurious, stylish tiling offers the perfect finishing touch to these bathrooms.

## 2. Form and function

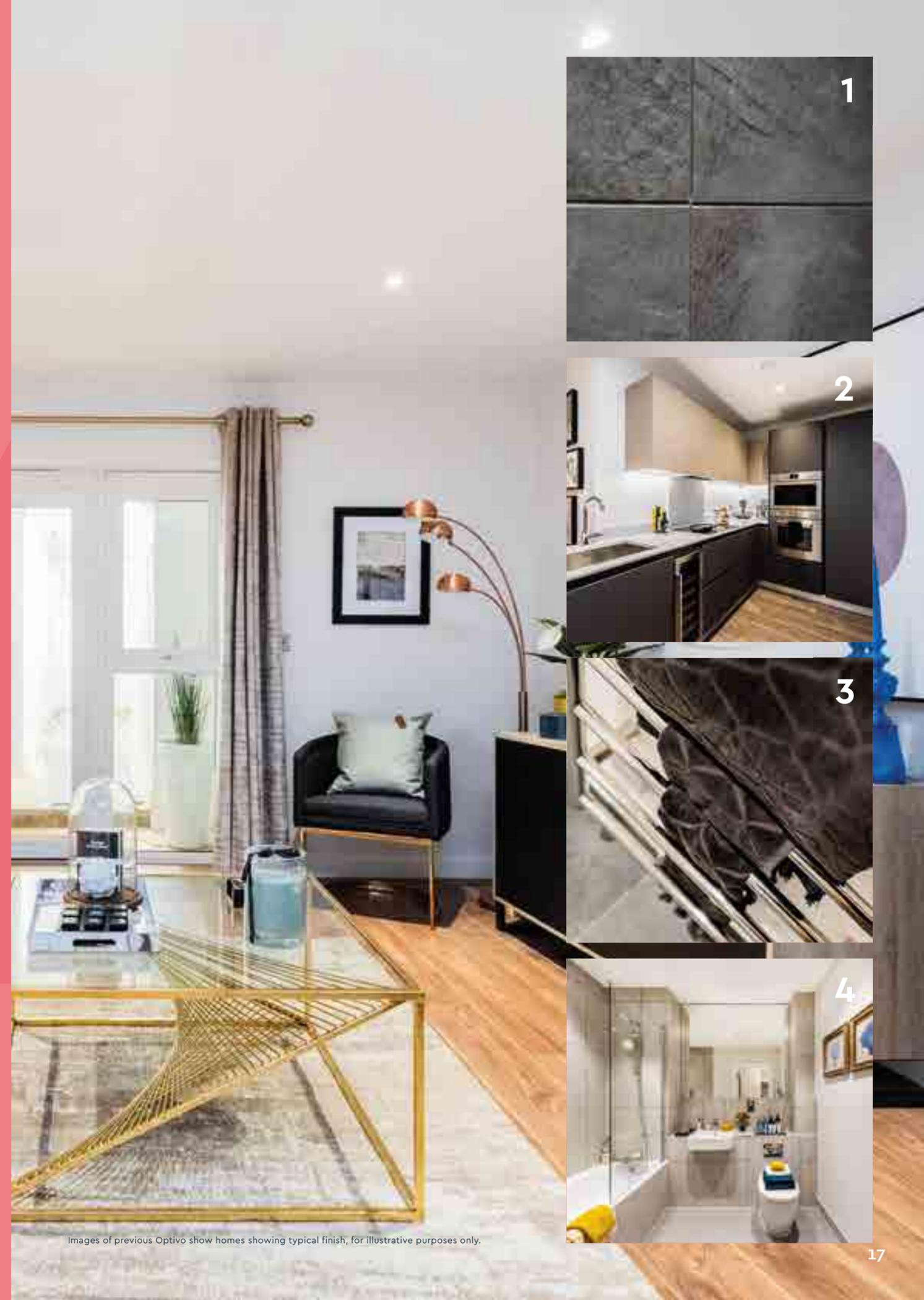
Thoughtful, space-saving touches provide you with the utmost flexibility.

## 3. Style and comfort

Practical, compact heating provides you with warmth and comfort.

## 4. Contemporary design

It's the sleek finish and details that count in these modern bathrooms.



Images of previous Optivo show homes showing typical finish, for illustrative purposes only.



**YOUR**

**BLANK**

**CANVAS**



HAVE

YOUR

SHARE



RENT

WITHIN

REACH

## SHARED OWNERSHIP

52

APARTMENTS

Now that you have found your dream property you're probably asking, "Is Shared Ownership right for me?" At Optivo, we know that a new home is one of the biggest purchases you will ever make, and Shared Ownership helps make this a reality.

### How does it work?

You'll start by buying a share in your property that's between 25% and 75% of the full value, using a combination of a mortgage and a deposit. You will then pay a subsidised rent on the share you don't buy.

In the future, if your circumstances change and you'd like to, you can purchase more shares in your home, right up to 100%. As your share increases, the rent you pay decreases.

### The Nitty Gritty

You need to consider a few things before deciding to proceed:

- Shared Ownership homes are Leasehold, and most houses only become Freehold once you own 100%.
- There will be a service charge to pay towards the management and maintenance of the development, which is shown on our price list.
- Affordability and eligibility checks apply, so ask your Sales Advisor for more information so you can start making your dream a reality.

## LONDON LIVING RENT

30

APARTMENTS

Found the home you are looking for, but struggling for the deposit? At Optivo, we know everyone's circumstances are different, that's why we are offering our brand new scheme - 'London Living Rent' - to help you get closer to purchasing a place to call your own.

### How does it work?

With London Living Rent, you pay a reduced rent (around 80% of the market rent amount), allowing you to save the remaining 20% towards your deposit for the future. You sign up to a three-year assured short-hold tenancy, and even have the option to roll this over for a further seven years. Plus, you have the option to purchase the property through Shared Ownership at any time!

### The Nitty Gritty

You will need to live or work in the borough you are applying for, and be on an annual household income that is less than £60,000. Before proceeding, you also need to consider:

- Rent costs. These will increase annually and you will need to have an annual finance check to confirm your affordability to buy.
- If you do not purchase within ten years, you will be asked to vacate the property to allow Optivo to sell it to a first-time buyer through Shared Ownership.
- Affordability and eligibility. These checks apply so ask your Sales Advisor for more information now, so you can start making your property dream a reality.



# ABOUT US

At Optivo, we know how important it is to find the perfect home. That's why we offer high-quality homes to suit families of all sizes, fitting to most budgets. Operating across London, the South East and the Midlands, the Sales and Marketing team manage all of our new home developments for both Shared Ownership and Open Market sale.

Our customers are at the centre of everything we do – which keeps us building homes, making places and enhancing lives. Our aim is to grow even further in 2020/2021 than the already impressive 300+ homes we built for sale in 2019/2020!

Want more information on Shared Ownership at Cairo Apartments? You can:

EMAIL US: [SALES@OPTIVO.ORG.UK](mailto:SALES@OPTIVO.ORG.UK)

GIVE US A CALL: 0800 012 1442

VISIT OUR WEBSITE: [OPTIVOSALES.CO.UK](http://OPTIVOSALES.CO.UK)

Want more information on London Living Rent at Cairo Apartments? You can:

EMAIL REDLOFT: [OPTIVO@REDLOFT.CO.UK](mailto:OPTIVO@REDLOFT.CO.UK)

CALL REDLOFT: 020 7539 3745



INSPIRED BY YOU  
BUILT FOR YOU

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