



persona

Pompadour
AT CHANNELS

Perfectly tailored 2, 3, 4 and 5 bedroom
family homes



A new story *begins*

Pompadour, a unique development
that brings the energy of city life
and blends it with the peaceful
vibe of country living.



Your Persona journey starts here

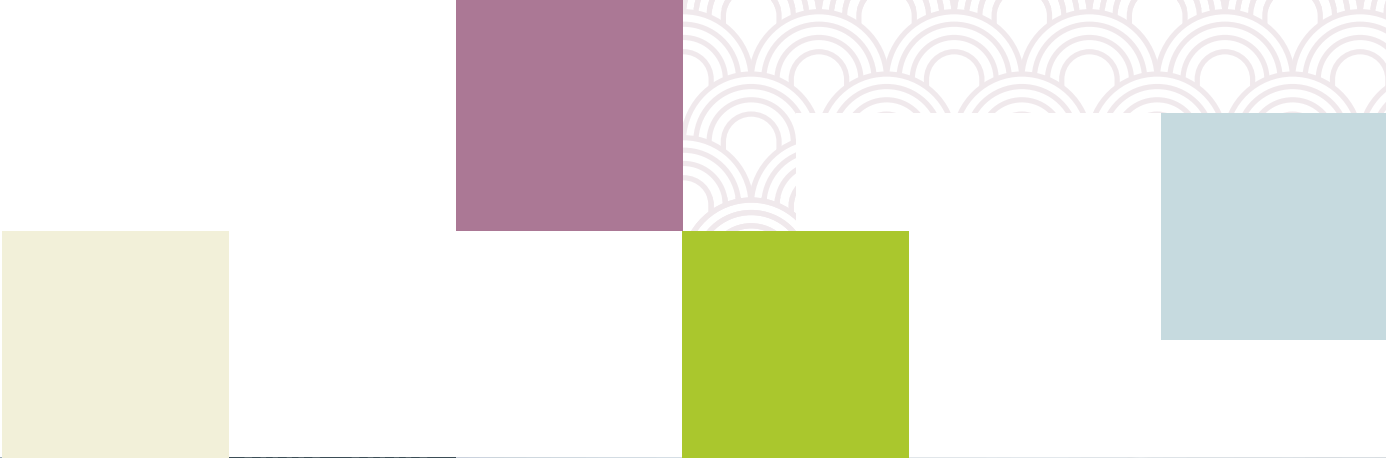
The search for your new home is over. Take back your weekends and evenings because now you can enjoy the things that make you happy again.

At Persona, we understand the stress that can be involved in finding and securing your dream home. That's why we introduced the Persona difference. We're determined to make your move a most rewarding experience.

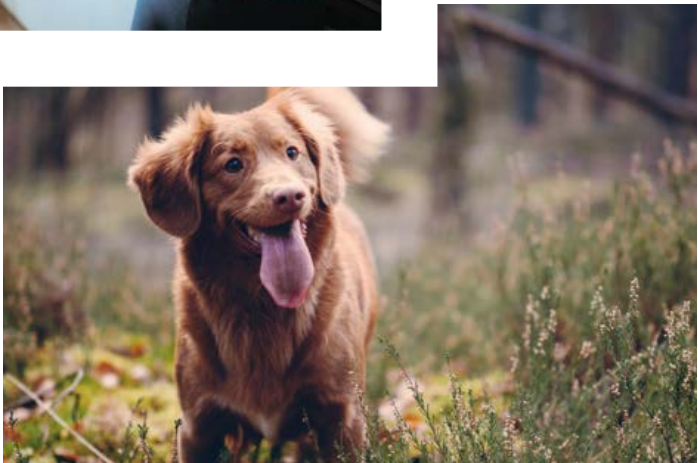
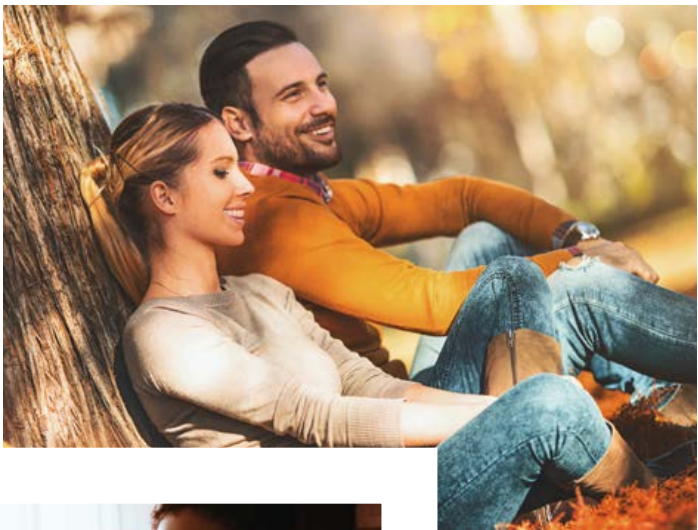
From beautifully appointed, design-led and comfortable homes to our unique customer journey, we put you in control of your move into your new home.

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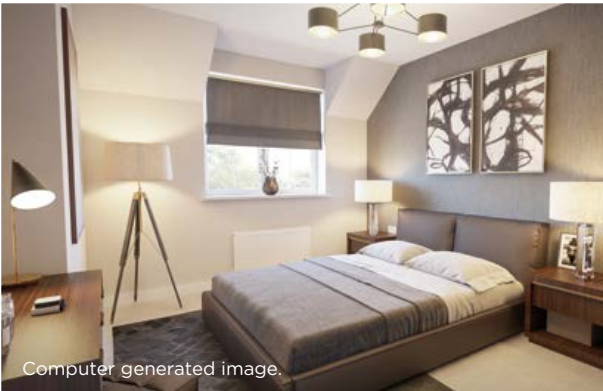
Built around *you*



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Pompadour is a collection of contemporary two, three, four and five bedroom homes beautifully crafted to your personal specification.



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We're all different. Different needs, different tastes. It's what makes life interesting. So why adopt a 'one size fits all' approach to building new homes?

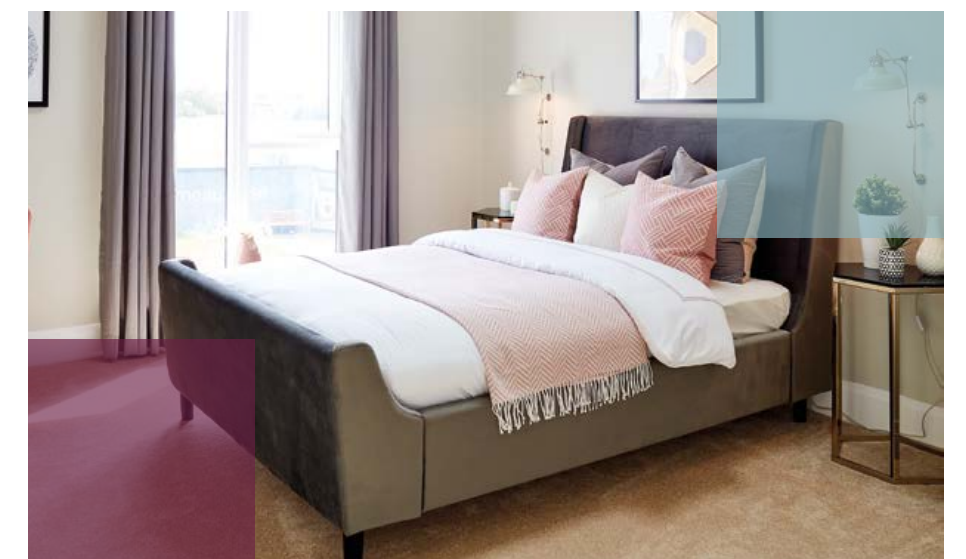
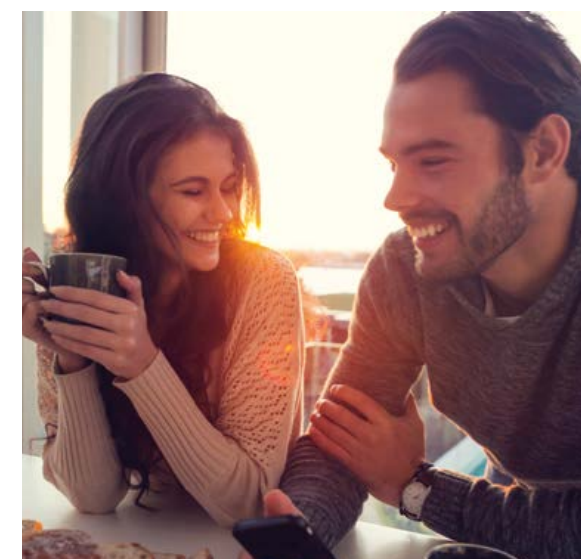
When you buy your new home from Persona you'll have your own dedicated host who will make sure you get the home you've always wanted.

A home with *your personality*

Love the energy of city life? Have a strong connection to London but need the peace and quiet of the countryside? Are you a people person who loves a sense of community and values downtime with your family?

Then Pompadour is the perfect place for you to call home.

With flexibility and freedom in mind, Persona homes are personalised and offer the space for you and your family to grow.



On your doorstep

Whether you have a family or are buying your first home, everything you need is within easy reach of Pompadour.

Enjoy excellent schools and medical facilities. Shop in Chelmsford at The Meadows and High Chelmer or the regular market. Swim or skate at the Riverside Leisure Centre. Go to the movies or the theatre and experience the buzzing nightlife. Eat and drink in any number of great bars and restaurants.

Stroll through award-winning parks or take to the water along the Chelmer and Blackwater Navigation.

Life in Chelmsford is as full as you choose to make it.



Family focused

Schools are at the top of every parent's agenda when buying a new home; it's important that your children are just as happy in their new school as they are in their new home.

There are a variety of good schools close to our homes at Pompadour:*

- Little Waltham CE Primary School
- Great Waltham CE Primary
- King Edward VI Grammar School
- Chelmsford County High School for Girls
- New Hall School
- Chelmsford College
- Writtle University College
- Anglia Ruskin University

*Although the schools and universities listed above are nearby, we cannot guarantee admission.

It doesn't matter what Persona development you visit, you will always find our homes in desirable locations, with everything you need on your doorstep.

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Map not to scale.



- 1 Chelmsford train station
- 2 Park & Ride
- 3 Future Beaulieu train station



- 4 Anglia Ruskin University
- 5 Little Waltham Primary School
- 6 King Edward VI Grammar School
- 7 New Hall School



- 8 Riverside Retail Park
- 9 High Chelmer Shopping Centre
- 10 Bond Street Shopping Area



- 11 Central Park
- 12 Channels Lodge
- 13 Chelmsford Cathedral



- 14 Chelmsford City Football Club
- 15 Riverside Ice & Leisure Centre
- 16 Essex County Cricket Ground



Why *Pompadour?*

At Persona, we like tradition too. Pompadour's identity is based on just that. Sitting just off Essex Regiment Way we took inspiration from this local regiment.

The regiment's facing colour – this is the lining of their military jackets – was once a lovely deep shade of purple known as Pompadour.

So now you know.

City and countryside come *together*



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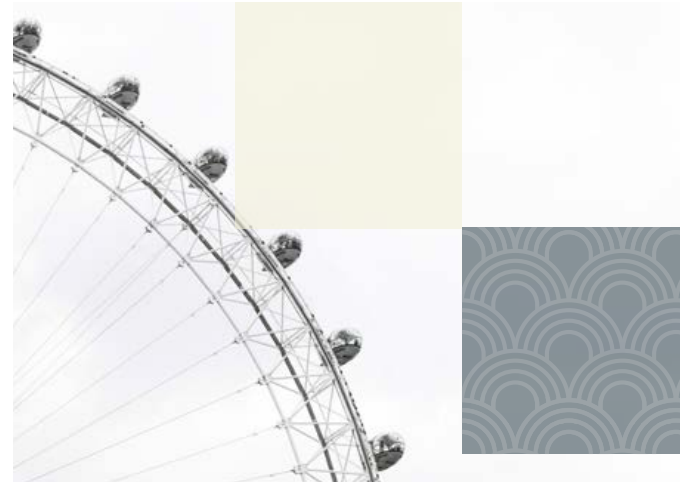
Pompadour homes are designed with a local influence that complements the county's style.

A series of Lanes offer great views of the open countryside that surrounds the rural green edge of Channels. With plenty of open space, including fitness trails, wildlife zones and cycle routes, getting that fresh country air will take no effort at all.

The unique layout of Pompadour gives every home access to beautiful green space to enjoy, perfect to play, sit and socialise.

Walk, live, breathe and play.

Work or play,
LONDON
is less than an
hour away

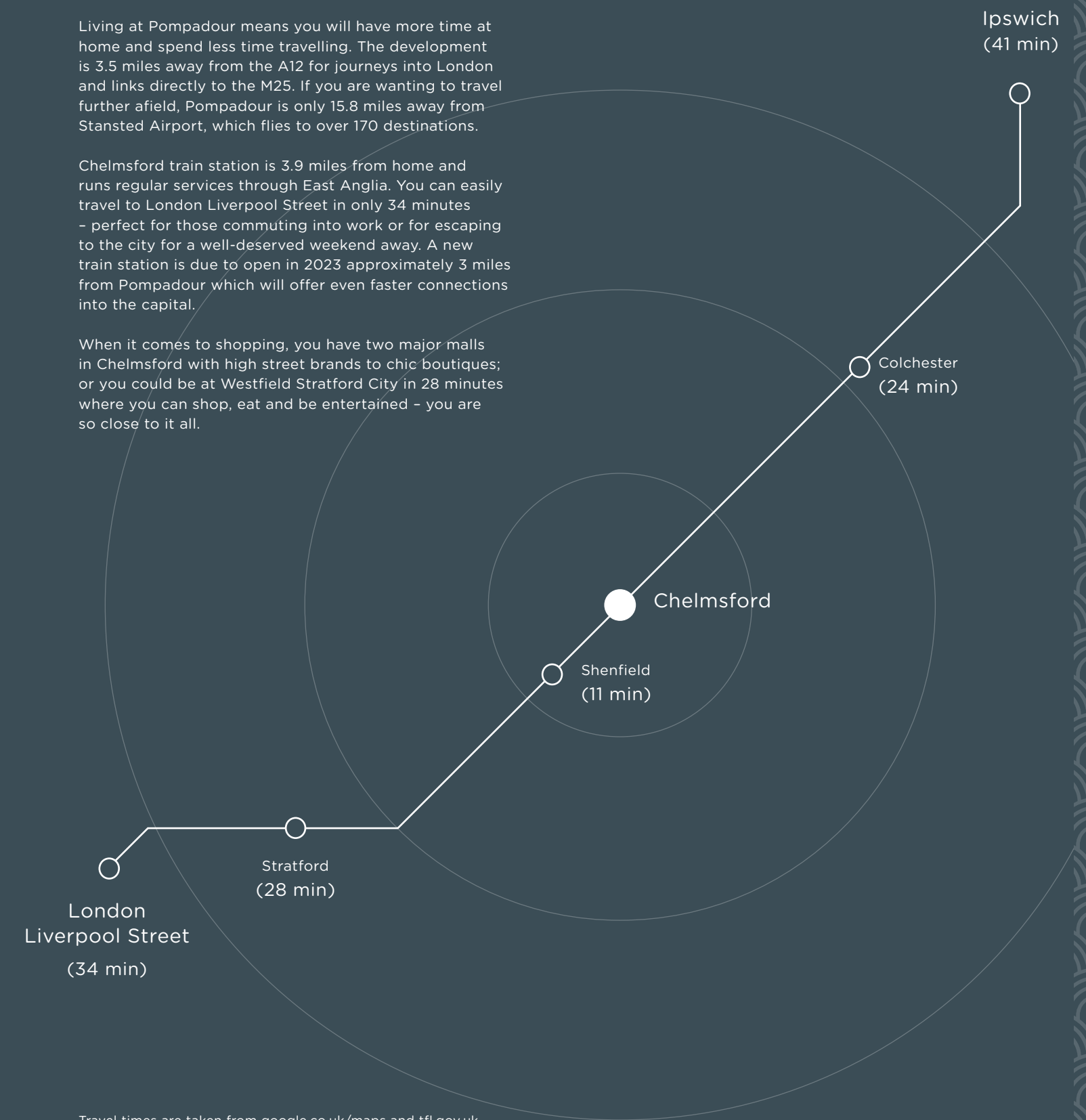


All within reach

Living at Pompadour means you will have more time at home and spend less time travelling. The development is 3.5 miles away from the A12 for journeys into London and links directly to the M25. If you are wanting to travel further afield, Pompadour is only 15.8 miles away from Stansted Airport, which flies to over 170 destinations.

Chelmsford train station is 3.9 miles from home and runs regular services through East Anglia. You can easily travel to London Liverpool Street in only 34 minutes - perfect for those commuting into work or for escaping to the city for a well-deserved weekend away. A new train station is due to open in 2023 approximately 3 miles from Pompadour which will offer even faster connections into the capital.

When it comes to shopping, you have two major malls in Chelmsford with high street brands to chic boutiques; or you could be at Westfield Stratford City in 28 minutes where you can shop, eat and be entertained - you are so close to it all.



Travel times are taken from [google.co.uk/maps](https://www.google.co.uk/maps) and [tfl.gov.uk](https://www.tfl.gov.uk).



Where *quality* meets contemporary styling



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Persona homes are always specified to the highest possible standards, combining timeless quality with the very best in modern innovation. Pompadour at Channels is no exception.

We invite you to bring your own individual taste and preferences home, where there's space to grow.

Every individual room in each of our Persona homes exudes quality. Specifications have been carefully chosen with your lifestyle in mind, focusing on all the little details that make a home extra special.

We want you to enjoy every single element of your home for many, many years to come and we offer a high specification as standard.



Bring me *sunshine*

Our homes are designed to bring the outdoors in, offering wonderful views of your garden the moment you step through your front door.

With floor to ceiling windows and vaulted ceilings your new home will be bright and airy no matter what the weather.

We make it *personal*

From the moment you first connect with Persona, you become our top priority.

Our aim is to make your home-buying experience enjoyable. We understand that buying a new home is a big deal and we know that it's not always plain sailing.

That's why our approach is a little different. We know that the key to a happy move is clear and regular communication. Keeping you updated throughout the process eliminates frustration and anxiety. As soon as you contact Persona, you'll be appointed a host.

Your Persona host will guide you through the initial consultation process. They'll show you around one of our beautifully appointed show homes, helping you choose a home that fits your family and your budget. And, if you have any questions to do with the buying process, they'll be on hand to help.

Once you decide to reserve your Persona home, we'll introduce you to your own Experience host. Your host will support you from reservation through to completion and beyond. They'll help you choose your paint colour and personal touches. They will even offer guidance on the latest trends in home decor to help you make choices that suit your lifestyle.



*Your Persona experience is our top priority,
that's why we make it personal.*



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Amber



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2 bedroom home

A lovely home with versatile open plan living space at the heart of it all; a perfect space for eating, entertaining or relaxing! Enjoy views of the beautiful garden through the French doors the moment you enter the home. This home is available as detached, semi-detached, mid-terrace or end terrace.

Total floor area
85.0 m²



Ground floor

Living/dining	5.61m	x	4.46m
Kitchen	3.91m	x	2.15m



First floor

Master bedroom	4.46m	x	3.20m
Master en-suite	2.15m	x	1.50m
Bedroom 2	4.46m	x	2.65m
Bathroom	2.15m	x	2.00m

Jade



3 bedroom home

For a home that brings everyone together, choose Jade. With an open plan kitchen, living and dining space as well as a breakfast bar at the centre, Jade is a home perfect for spending quality time with loved ones. This home is available as detached, semi-detached, mid-terrace or end terrace.

Total floor area
96.2 m²



Ground floor

Living	5.02m	x	3.34m
Kitchen	4.00m	x	3.80m
Dining	4.00m	x	2.61m

First floor

Master bedroom	3.60m	x	2.75m
Master en-suite	2.15m	x	1.51m
Bedroom 2	3.85m	x	2.68m
Bedroom 3	2.80m	x	2.25m
Bathroom	2.66m	x	2.09m

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Topaz



3 bedroom home

Topaz brings the outdoors in, with two sets of patio doors letting in floods of light into the open plan kitchen, dining and living space. Upstairs, light is a key feature too, with floor-to-ceiling windows to the bedrooms and double height ceilings in the hallways. This home is available as detached, mid-terrace or end terrace.

Total floor area
107.1 m²



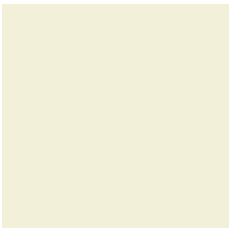
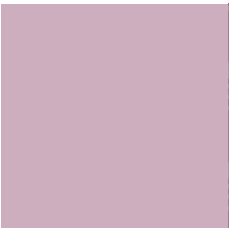
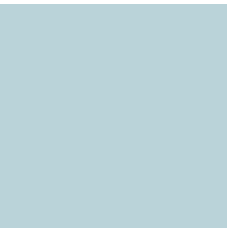
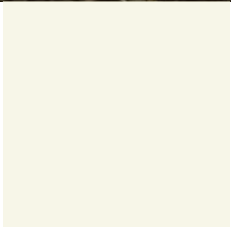
Ground floor

Living/dining	5.86m	x	3.79m
Kitchen	5.70m	x	3.25m

First floor

Master bedroom	3.63m	x	3.14m
Master en-suite	2.06m	x	1.50m
Bedroom 2	3.39m	x	3.03m
Bedroom 3	3.36m	x	3.21m
Bathroom	2.11m	x	2.01m

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Jasper



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3 bedroom home

Jasper gives you choice. To your left, relax and unwind in the spacious living room. To your right, prepare a delicious meal in the kitchen, enjoy your efforts in the dining area, with views through the patio doors into the garden. What would you choose? This home is available as detached or semi-detached.

Total floor area
99.5 m²



Ground floor

Living	5.70m	x	3.25m
Kitchen/dining	5.70m	x	2.41m



First floor

Master bedroom	3.48m	x	3.33m
Master en-suite	2.26m	x	1.41m
Bedroom 2	3.50m	x	3.25m
Bedroom 3	3.25m	x	2.10m
Bathroom	2.26m	x	1.97m

Garnet



4 bedroom home

With double height living spaces and plenty of natural light flooding in, there's never a dull day in the Garnet. This home offers plenty of space and versatility for all the family – plus an additional snug! This home is available as detached, semi-detached or end terrace.

Total floor area
120.6 m²



Ground floor

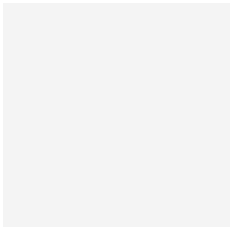
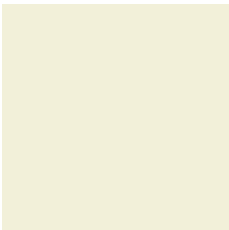
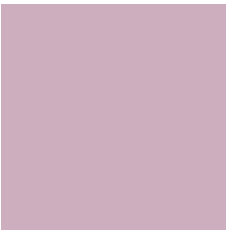
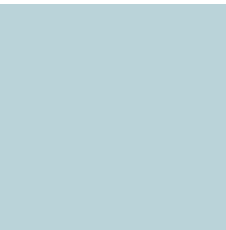
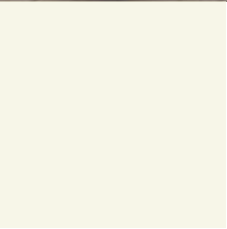
Living/dining	5.51m	x	3.56m
Kitchen	3.56m	x	3.10m
Snug	3.21m	x	2.92m



First floor

Master bedroom	4.34m	x	2.75m
Master en-suite	1.51m	x	1.95m
Bedroom 2	4.27m	x	2.75m
Bedroom 3	3.02m	x	2.51m
Bedroom 4	3.14m	x	2.51m
Bathroom	2.53m	x	1.95m

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Onyx



4 bedroom home

Onyx is sure to impress. Set across three floors, this beautiful home has a variety of living spaces, including a snug – perfect for some quiet downtime! Onyx is not one to miss. This home is available as a mid-terrace or end terrace.

Total floor area
120.6 m²



Ground floor

Kitchen/ dining	5.14m	x	2.91m
Snug	3.67m	x	2.93m

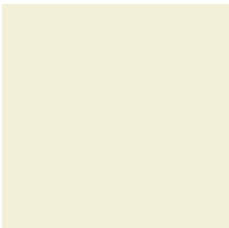
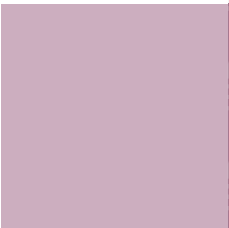
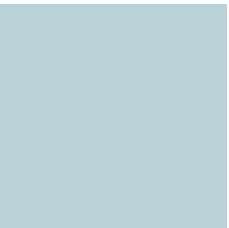
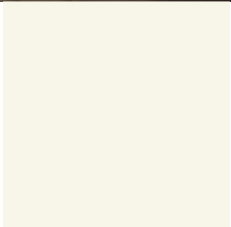
First floor

Living room	4.09m	x	3.67m
Master bedroom	3.21m	x	2.89m
Master en-suite	2.10m	x	1.50m
Bedroom 2	3.67m	x	2.46m
Bathroom	2.10m	x	2.00m

Second floor

Bedroom 3	2.93m	x	2.43m
En-suite	2.93m	x	2.42m
Bedroom 4	3.67m	x	2.93m

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Peridot



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4 bedroom home

A perfect place called Peridot. This home is not one to miss, in particular, the second floor; rest your head in the king of all master bedrooms, with an abundance of space, an en-suite and its very own dressing room. This home is available as detached, semi-detached or mid-terrace.

Total floor area
142.8 m²



Ground floor

Kitchen/ dining	6.91m	x	2.32m
Living	5.70m	x	3.31m



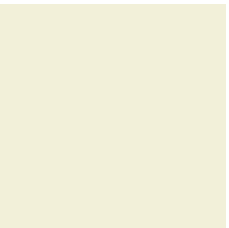
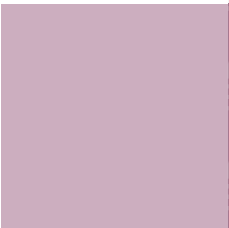
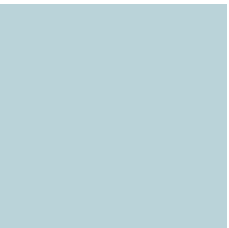
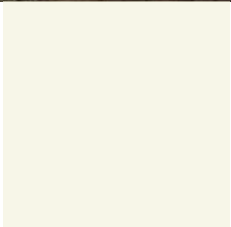
First floor

Bedroom 2	3.43m	x	3.00m
En-suite	2.16m	x	1.70m
Bedroom 3	3.35m	x	2.85m
Bedroom 4	2.85m	x	2.25m
Bathroom	2.09m	x	2.01m



Second floor

Master bedroom	5.70m	x	5.58m
Master en-suite	2.27m	x	2.01m
Dressing room	3.32m	x	1.71m



Agate



5 bedroom home

Agate has so much to offer. Beautiful open plan living and dining space, floods of light, a balcony to enjoy in the summer months plus an additional snug and a study – there’s something for everyone. This home is available as detached, semi-detached or end terrace.

Total floor area
182.9 m²



Ground floor

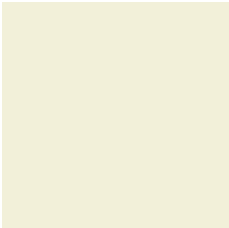
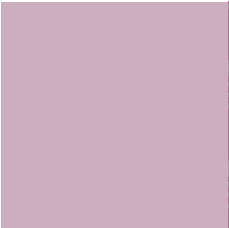
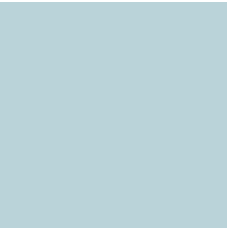
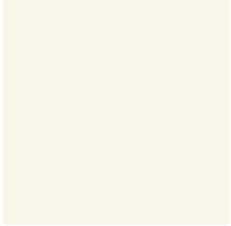
Living/dining	6.87m	x	5.25m
Kitchen	4.42m	x	3.10m
Snug	3.42m	x	2.85m
Study	2.40m	x	2.72m



First floor

Master bedroom	3.04m	x	3.02m
Master en-suite	2.10m	x	1.59m
Bedroom 2	5.02m	x	2.75m
En-suite	2.10m	x	1.57m
Bedroom 3	5.25m	x	2.75m
Bedroom 4	3.13m	x	2.75m
Bedroom 5	3.13m	x	1.88m

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Opal



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5 bedroom home

A real showstopper, Opal is a mansion house that is bound to turn a few heads! With its floor-to-ceiling windows, double height entrance hallway and glass linking corridor, there's more than enough to impress you. This home is available as detached, semi-detached or end terrace.

Total floor area
228.7 m²



Ground floor

Living/dining	6.24m	x	5.59m
Kitchen	5.59m	x	4.85m
Snug	5.59m	x	4.12m



First floor

Master bedroom	4.57m	x	3.80m
Dressing room	2.35m	x	2.03m
Bedroom 2	3.97m	x	3.60m
En-suite 2	2.11m	x	1.51m
Bedroom 3	3.67m	x	3.35m
En-suite 3	2.10m	x	1.93m
Bedroom 4	4.93m	x	3.05m
Bedroom 5	3.73m	x	2.44m
Bathroom	2.21m	x	2.10m



Pompadour

AT CHANNELS

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