



FREEMASONS

203 Freemasons Rd, London, E16 3PG



EXECUTIVE SUMMARY

- A mixed use development opportunity in the heart of East London
- Located conveniently to both Canning Town and Custom House stations providing Jubilee, DLR & Elizabeth Line services across London and beyond
- Situated near vibrant Canning Town, City Island, Excel and the Royal Docks
- Abundance of amenity and open spaces in close proximity including the neighbouring Canning Town Recreation Ground
- Supportive pre-application for Residential led redevelopment from existing (predominantly) employment use
- Attractive scheme designed by RM_A architects rising to 10 storeys
- Alternative uses may be possible, including PBSA; Co-Living and Storage
- Income totalling £400,300 per annum across employment and residential uses
- Vacant possession deliverable with a latest date of June 2026. All leases either AST, rolling or outside of the security of the 1954 L&T Act
- Site offered on both an unconditional and subject to planning basis



LOCATION CANNING TOWN

INSIGHT

The East London location of Canning Town is anticipated to make a new reputation for its self as a property investment hotspot. It has become a focal point for ambitious renewal projects.

The area of Canning Town has strong transportation connections into the financial hubs of the Capital, Canary Wharf and The Square Mile.

The introduction of the Elizabeth Line (Crossrail) to Canning Town and Custom House is expected to 'transform the area for the better, physically, socially and economically.' This regeneration strategy has been ongoing for a number of years to create an eclectic mix of new residential units, commercial spaces, and community facilities.

Canning Town is served by the Elizabeth Line, Jubilee line and DLR, meaning that key destinations can be reached quickly and conveniently. The international links are good too, with London City Airport and Stratford International station close by.

Nearby Royal Docks is undergoing significant investment with a forecast £5 billion being invested in the area over the next 20 years through a project spearheaded by London Borough of Newham and the Mayor of London plus support from the London Economic Partnership. It combines the meeting of two growth corridors, an Opportunity Area and London's only Enterprise Zone. The area is expected to deliver 36,000 new homes and 55,000 new jobs.

High quality developments such as Hallsville Quarter, London City Island and Rathbone Market, reflect the changing nature of residential in Canning Town. In keeping with the areas regeneration efforts, the developments aim to provide not only new homes, but additional shops and leisure facilities, creation of modern amenities, green spaces and improved transport links in order to make the area more attractive to both investors and new residents.

Nearby developers include Barratt London, Ballymore, LinkCity, Mount Anvil and Regal London amongst others.

HOUSING DELIVERY

In recent years, over 10,000 new homes have been built as part of this comprehensive regeneration strategy. Looking ahead, plans are in place for the development of an additional 15,000 homes. These new developments will continue to offer a mix of affordable and private housing options, catering to a diverse population and ensuring that housing needs are met for a broad demographic.

These efforts aim to foster a vibrant, sustainable community in Canning Town. The introduction of cultural and social initiatives further support this goal, providing local residents with enhanced opportunities and contributing to the area's economic growth. Overall, the regeneration of Canning Town represents a significant step towards revitalising East London, creating a dynamic urban environment with a promising future.

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NOTABLE SCHEMES:



HALLSVILLE QUARTER

Phase 4 of the Hallsville Quarter proposes a new and exciting home for students in London development by Linkcity. The scheme comprises of 375 purpose built student accommodation rooms and a range of student amenity space with a roof terrace and landscaped public realm.

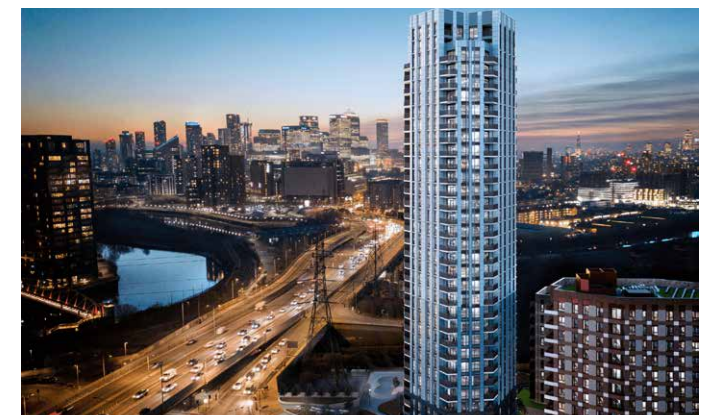
This project marks the penultimate phase of the £600 million Hallsville Quarter Masterplan and is expected to complete in the summer of 2026 ahead of 2026/2027 academic year. In total, the Hallsville Quarter development will provide over 1,100 private and affordable homes, over 30,000 square metres of leisure and retail space.



RATHBONE MARKET

Rathbone Market reflects the diverse neighbourhood, and meets the needs of the wide range of residents. It is one of the first places in London with a true mix of tenures, offering homes for private sale, private rent, shared ownership and affordable rent centred around public space for all.

Rathbone Market scheme has delivered 650 mixed tenure new homes.



CERULEAN QUARTER

Cerulean Quarter is a new neighbourhood in the heart of Canning Town, south of Freemasons. The scheme consists of three phases and seeks to provide 804 Homes. The first phase will deliver a 3 storey tower and 178 private homes. In addition, the development will deliver a public park of circa 1.1 acres, with amenities including a jogging track, fitness equipment and abundance of seating & picnic areas.



CONNECTIVITY

TUBE

- Excellent transport links via Elizabeth Line, Jubilee Line and DLR services
- Custom House Elizabeth Line and DLR services are located 0.4 miles (9 minute walk) to the south of the site
- Canning Town is located 1 mile east of the site providing Elizabeth Line, DLR and Jubilee Line services
- Direct access to the central London

BUS

- Multiple routes operate from Freemasons Road, Newham Way, and Barking Road
- Provides access to the wider local area
- City Airport is accessible within 13 minutes (according to TfL Journey Planner)

JUBILEE LINE VIA CANNING TOWN

● North Greenwich	12 mins
● Canary Wharf	20 mins
● Waterloo	26 mins
● Bond Street	29 mins

ELIZABETH LINE VIA CUSTOM HOUSE

● Canary Wharf	4 mins
● Whitechapel	8 mins
● Liverpool St	11 mins
● Farringdon	13 mins
● Tottenham Court Rd	16 mins
● Paddington	22 mins

DLR VIA CUSTOM HOUSE

● West Ham	3 mins
● Poplar	5 mins
● Stratford	10 mins
● Bank	14 mins

ROAD

- Close proximity to the A13: Major road from the City of London to the M25 motorway
- Convenient access to East London and Essex
- A1020 located to the south
- Direct access to the Blackwall Tunnel and the O2 Arena
- Key route to and from East London
- Direct link to the North Circular Road (A406) and the M11 motorway

WALK

- Freemasons is an 11 minute walk to Custom House underground station

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LOCATION & SITUATION



Freemasons occupies a prime location on a prominent corner fronting onto Freemasons Road, Beeby Road and Newham Way in the heart of Canning Town. The development site comprises a variety of existing buildings, being both commercial and residential uses that have been in various occupation for a number of years.

The site itself benefits from excellent street frontage while being slightly irregular in shape fronting onto three main streets. The site has both vehicular and pedestrian access from Beeby and Freemasons Road, while having excellent prominence for advertising by fronting onto Newham Way. The Site totals 0.45 ha, 1.1 acres.

Freemasons and wider areas offer access to excellent transport links, with various options available for commuters to reach their destinations conveniently.

The Site is located in close proximity to the Canning Town and Custom House neighbourhoods of the wider Royal Docks regeneration project. Custom House is also home to the ExCel, an International Exhibition and Conference Centre. In 2023 the London Borough of Newham approved the first phase of estate regeneration around Custom House Station, anticipating 700 new homes, improved amenities, community facilities and health centre all within 10 minutes walk of the Site.

It is anticipated that the wider area will see £5 billion of investment, including £600 million of TFL investment in the DLR network. The Royal Docks currently has 100 hectares of active water, including view, public access and leisure activities and has had in excess of £37 million invested into public realm in the past 5 years. Approximately 1/3 of residents are under 25 and the next 5 years is forecast to deliver a further 4,300 homes.

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Additionally, the property is within easy reach of several green spaces, including Freemasons Recreation Ground & King George V Park, while also being close to leisure facilities at Newham Leisure Centre. Freemasons is surrounded by a range of residential properties, from modern apartments to Victorian-era houses. The architecture is varied, with some of the properties featuring period features, while others boast contemporary design.



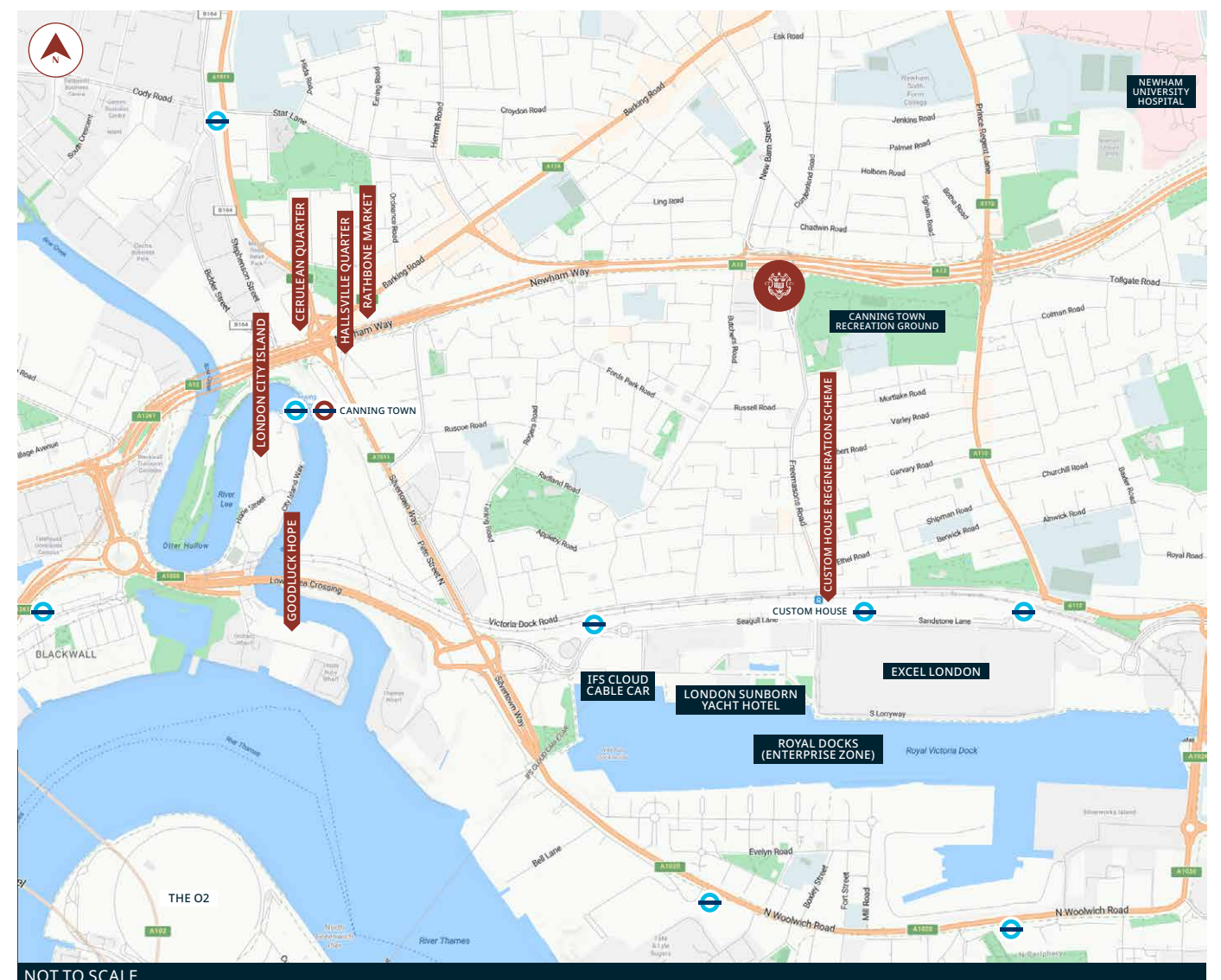
Canning Town Recreation Ground



ExCel London



Cerulean Quarter



NOT TO SCALE



POSITION & TENANCY

ADDRESS	OWNER	TENANT	RENT PA	EXPIRY	COMMENTS	EXISTING AREAS (APPROXIMATELY) SQM
199 Freemasons Road	203 Freemasons Developments Ltd	Ariston Development Ltd	£132,000	Feb 24 (holding over)	Outside 1954 Act	1,131
203 Freemasons Road	Jet Crown Traders Ltd	Mara Nubia Machado Almedia	£42,000	Nov-25	Outside 1954 Act	670
203 a Freemasons Road	Jet Crown Properties Ltd	Ariston Development Ltd	£34,000	Oct-24	Outside 1954 Act	453
205 Freemasons Road	Jet Crown Traders Ltd	Private Tenant	£19,200	TBC	Rolling AST	131
207 Freemasons Road	203 Freemasons Developments Ltd	Private Tenant	£22,800	TBC	AST	131
209 Freemasons Road	203 Freemasons Developments Ltd	Private Tenant	£30,000	Nov-24	AST	145
Unit 1 Beeby Road	203 Freemasons Developments Ltd	Cutting Edge (Sets) Limited	£66,300	Apr-25	Outside 1954 Act	354
Unit 2 Beeby Road	Jetcrown Traders Ltd	London Taxi Repairs	£54,000	Mar-29 (Mutual break Mar-26)	Outside 1954 Act	515
TOTALS			£400,300			

Areas are provided as an estimate and any purchasers should conduct their own investigation for the purposes of purchasing this asset.



PLANNING & DESIGN

On behalf of the Vendor, Montagu Evans planning department have worked alongside RM_A Architects and Ittia Real Estate to prepare a market facing residential led redevelopment of the asset.

Extensive dialogue and a series of pre-application meetings have taken place with London Borough of Newham (the LPA). Pre-application meetings have taken place on 24 July 2023 and 17 January 2024.

The pre-application process centred on the vendors principal interest (highlighted in pink on the plan and marked "Freemasons Road Development Site"). Additionally, masterplan schemes developing on the neighbouring LPA land to the West (highlighted in blue "LB Newham Land") were also considered.

In July 23 a pre-application was sought 'for a comprehensive redevelopment of the Site to provide a mixed-use of commercial at ground floor and residential uses on upper levels, providing 164 apartments.'

Following feedback from the LPA, a revised scheme (2nd pre-application) was presented, showing a reduced 10 storey development to Newham Way setback 7 metres, with further setbacks along Freemasons Road of between 5-10 metres and the inclusion of second staircases to all buildings exceeding 18 metres.

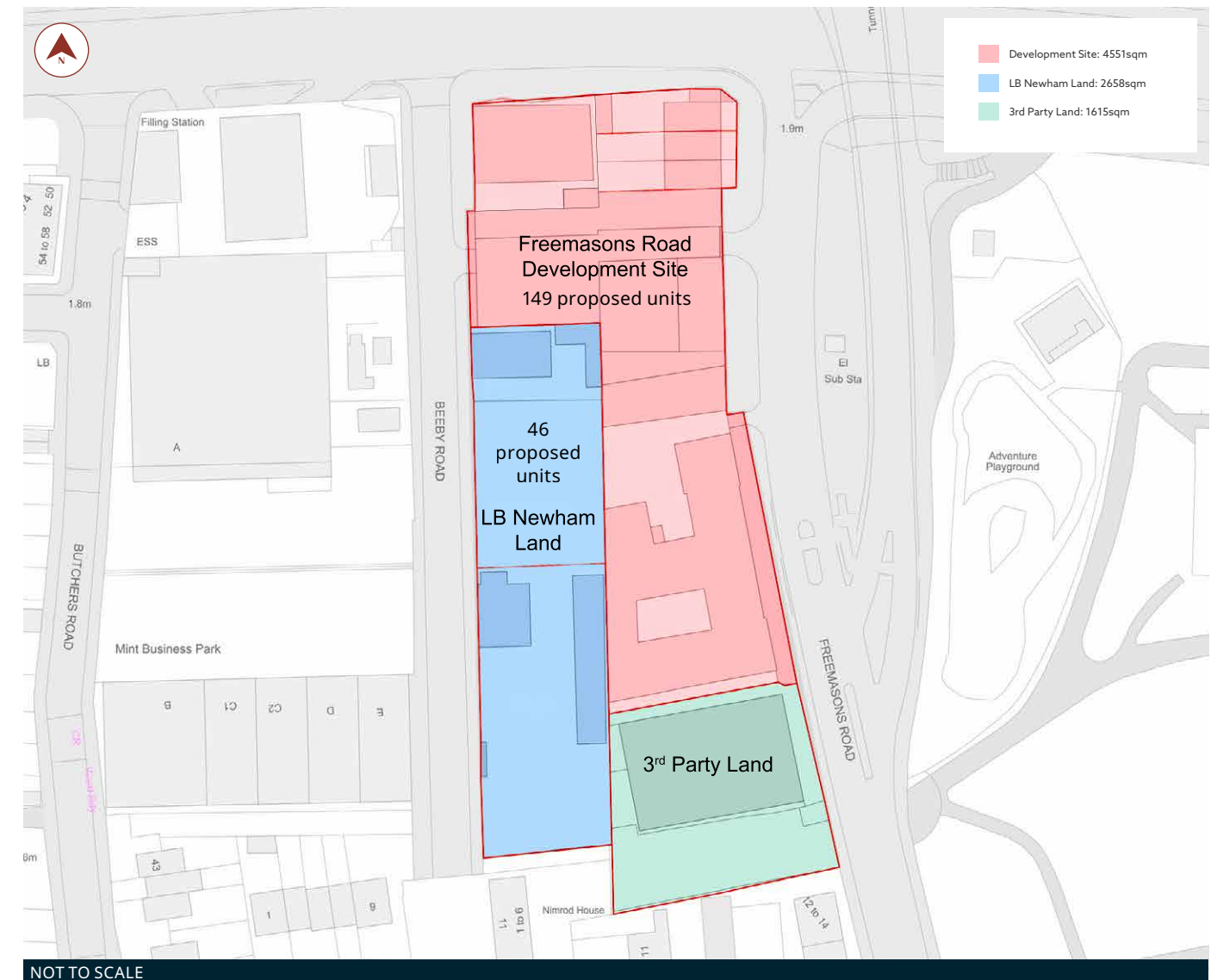
The scheme totalled 149 apartments (on the Freemasons Road Development Site) and included commercial space at ground level. The site is located in Local Mixed Use Area 14 (Beeby Road) and in a Key Movement Corridor. The designation supports light industrial, small scale offices and workspaces, alongside the co-location with residential and as such the pre-application response comments that the redevelopment in line with that proposed is broadly in compliance with policy.

NB. For commentary on alternative uses please see page 12

Masterplan Approach

As highlighted, a scheme was proposed allowed for masterplanning across neighbouring ownerships detailed as per the following map (specially land highlighted blue "LB Newham Land"). Including the LB Newham land, the scheme increases in volume by 46 residential units.

Initial discussions on a without prejudice basis have occurred with the LPA regarding the neighbouring site and the LPA are aware of the pre application on the subject site and wider proposals. It is understood that the LPA are keen to see and encourage wider and masterplan development. As such, designs have considered the subject Site and wider site assembly including the LPA land to the west. However, no contractual agreement is in place.



For further details on planning,
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ALTERNATIVE USES

Co-Living

The principle of Co-Living was also tested but without floorplan at the pre-app. The LPA commented that owing to Local Plan Policy SP7 identifying Freemasons Road as a Key Movement Corridor, that a scheme within a Key Movement Corridor would be considered suitable for a Purpose Built Build-to-Rent HMO as per Local Plan Policy H3, subject to other material planning considerations including transport, waste and noise.

Self Storage

Given the existing and neighbouring uses; proximity to major road networks and being accessible to Central & Greater London, self storage is also considered a viable option for the site as part of a development or individual development. There has been a significant increase in the demand for self-storage space in recent years and this trend is expected to grow. In 2023 there was an 8.1% increase in the provision of storage space and this figure is set to rise with 44% of operators planning to invest in new sites according to the Self Storage Annual Industry Report.

The prominent roadside location of this site fronting three main streets, predominantly the highly trafficked A13 (Newham Way which has an annual average of 107,200 passing motor vehicles) makes this site an attractive self-storage site with maximised visibility, this coupled with the lack of nearby competition boosts the appeal of self-storage use. The surrounding area is also highly residential in nature and the residential density is only set to increase in this vicinity, which is likely to drive the demand for self-storage use further.

For further comments regarding the pre-application, please see a copy of the submission and response in the dataroom.

OPPORTUNITY SUMMARY
AND INFORMATION

Freemasons is offered Freehold with current tenancies as detailed above.

The vendors have instructed Ittia Real Estate and Montagu Evans to act as marketing agents and are seeking to dispose of the site on an unconditional basis, but would consider alternative proposals including subject to planning and joint venture should parties wish to consider those routes.

Data Room – Further detailed information with be hosted by both Ittia Real Estate Limited and Montagu Evans

Viewings – by appointment only

Please note the vendors are not obliged to accept the highest or any offer submitted.

Misrepresentation Act 1967:

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