



Nexus Property
Management Solutions

Welcome

Welcome to our drop-in event where we will present the proposals from Nexus PMS Ltd to bring forward the regeneration of a brownfield site at 227-243 Cranbrook Road to deliver a new part 4/part 5 storey hotel.

At today's event you can read about the proposals and members of the project team are on hand to answer any questions you may have.

Let us know what you think

Once you have read the materials and had your questions answered, we would welcome your feedback. You can leave this feedback in-person at the exhibition today.

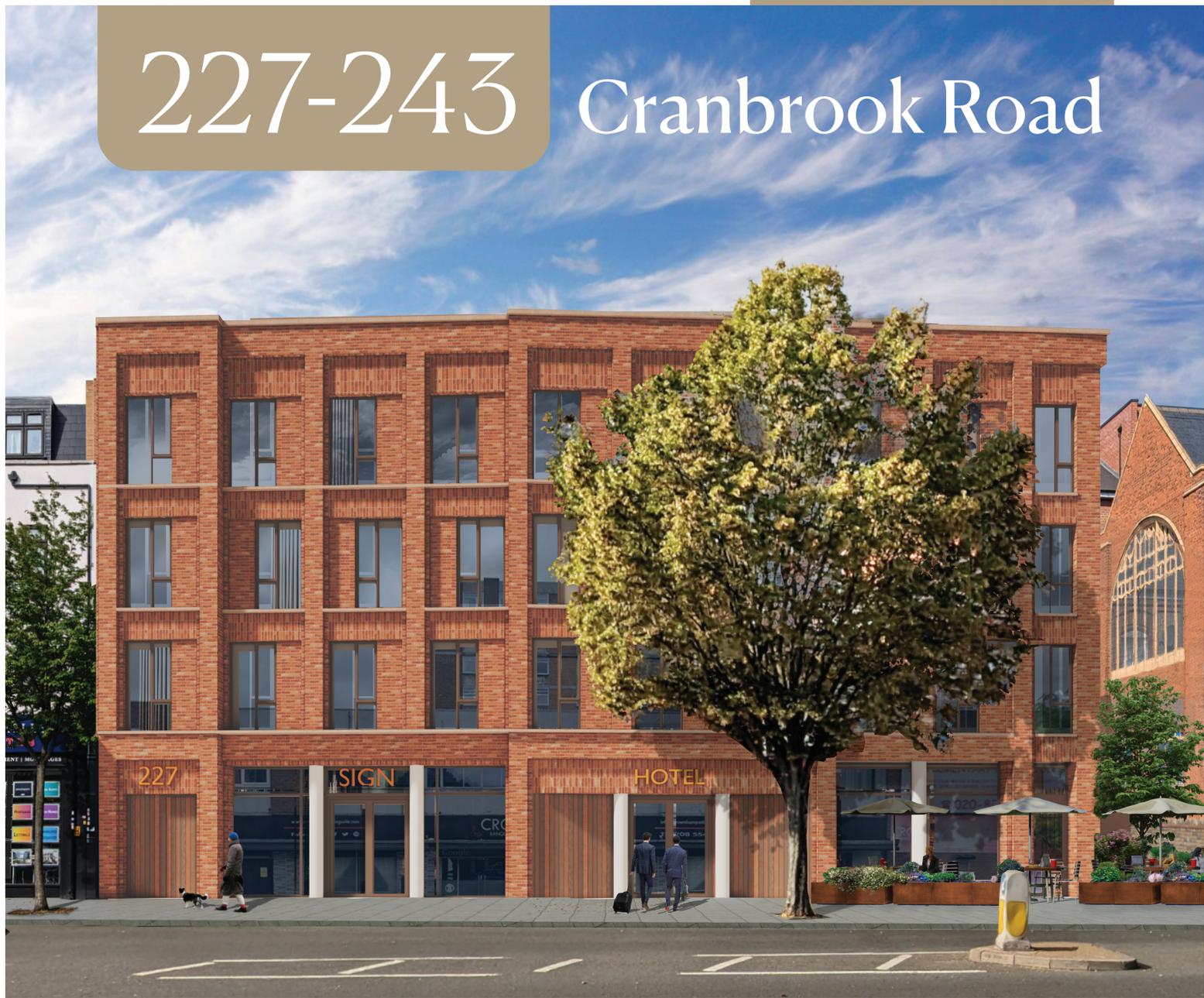
You may also provide your feedback by visiting our website at **www.cranbrookconsultation.co.uk** or scanning the QR code



Please scan to view our consultation website

227-243

Cranbrook Road



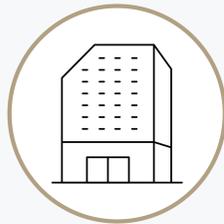
Our Proposals in Summary

This development has gone through a process of engagement with Redbridge Council officers to ensure their feedback has been reflected in the designs being presented today.

THE PROPOSALS INCLUDE:



A Four Points by Marriott hotel with 106 guest rooms



An active commercial frontage at ground floor



Four residential flats



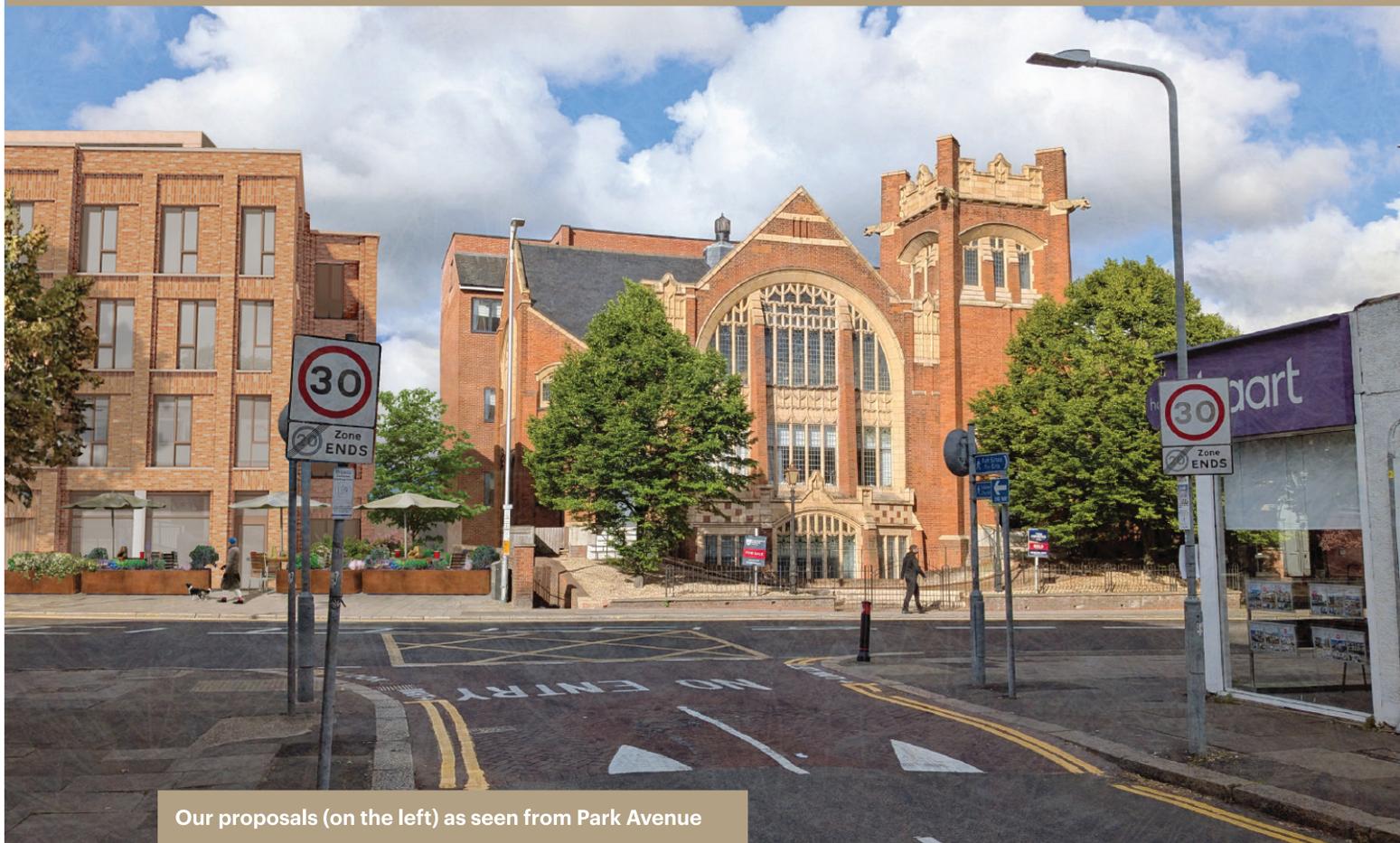
A landscaped rain garden to support sustainability and biodiversity and landscaping improvements onto Cranbrook Road



Dedicated cycle storage spaces



View from Cranbrook Road



Our proposals (on the left) as seen from Park Avenue



About Four Points Flex by Marriot

Four Points by Sheraton is a global Marriott International hotel brand known for uncomplicated comfort and genuine, friendly service. It focuses on the essentials done right - well-designed rooms, a great night's sleep, fast Wi-Fi, and relaxed food and drink – at a value guests can rely on.

Whether travelling for business or leisure, guests find spaces that feel familiar and easy: an inviting lobby, a comfortable bar and restaurant, and thoughtful amenities that make every stay straightforward.

WHAT GUESTS CAN EXPECT



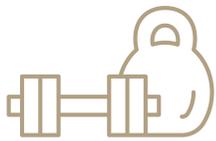
Comfortable, modern bedrooms with quality bedding and practical workspaces



Reliable high-speed Wi-Fi throughout the hotel



A relaxed bar and restaurant with flavourful, crowd-pleasing dishes



Fitness facilities and convenient grab-and-go options



Friendly, can-do service with a focus on the details that matter



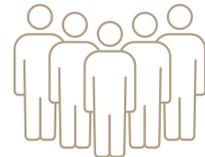
Convenient locations with excellent connectivity



Essentials done right with clean, comfortable rooms and a friendly, reliable service



A breakfast that prepares the guest for the day, featuring local flavours



A top tier team that is committed to the services they provide without exceptions

Why Four Points works on Cranbrook Road:

The brand is designed for today's traveller — business, families and weekender breaks — bringing steady year-round footfall and spend to the local area. Backed by Marriott's global standards and reservation systems, Four Points pairs **trusted consistency** with **local character**, contributing positively to the neighbourhood while offering guests a comfortable, great-value stay.



Images show what the new hotel could look like





Design Principles

Our approach to design is guided by the scale and character of Cranbrook Road, ensuring the new hotel feels contemporary yet respectful of its surroundings.

SCALE AND STREET CHARACTER

The design has been influenced by other successful local buildings but adapted to suit this site. This includes stepping away from the Listed former Church building that neighbours the site.

The front of the building is broken up into clear sections, giving it a natural rhythm without looking busy.

The ground floor is designed to feel open and welcoming, with a clear distinction between the street level and the upper floors.



Toynbee Hall, designed by Platform 5 Architects, is a good example of how a new building can fit alongside historic surroundings while still feeling modern and respectful



Wycliffe House (pictured here) influenced our choice of red brick

Materials

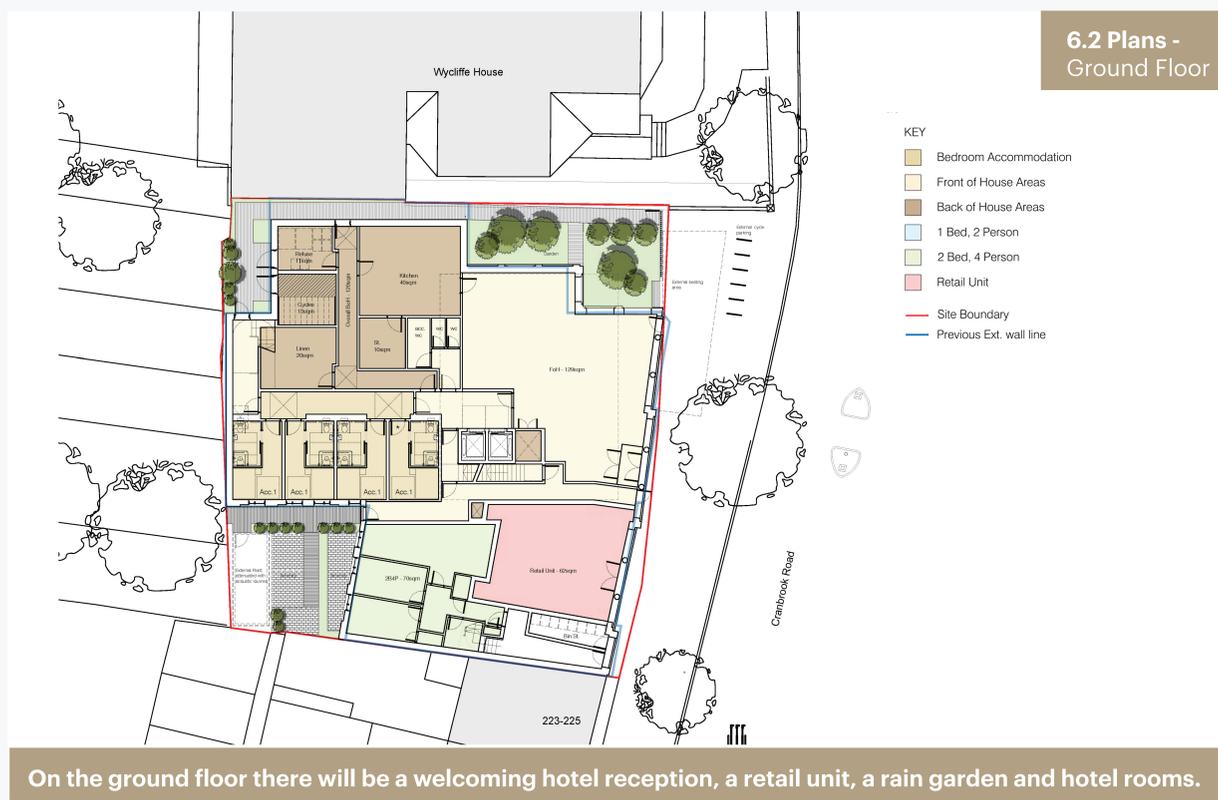
Red brick has been chosen as the main material because it reflects the character of nearby historic buildings.

This choice helps the new building blend with its surroundings while still feeling modern.



East Facing Facade from Cranbrook Road

Floor Plans

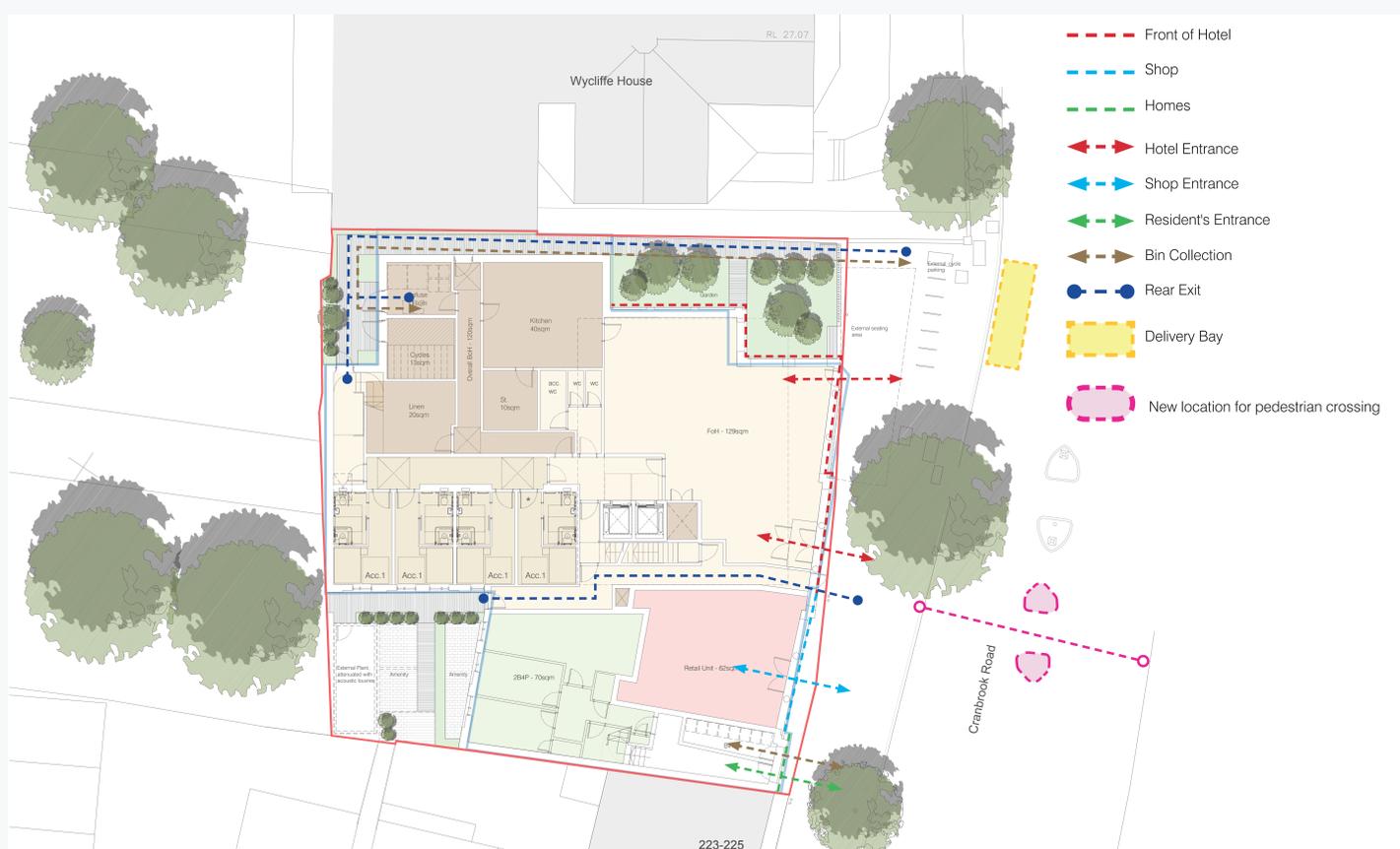


Servicing and Waste Management

The development has been carefully planned to ensure servicing is efficient, discreet, and does not impact neighbours or hotel guests.

KEY POINTS OF THE APPROACH:

- **All servicing will be from Cranbrook Road** – deliveries and collections will take place at the front of the building, keeping vehicle movements away from the quieter residential areas at the rear.
- **Rear servicing** – the rear pathway is private and for fire escape and access to the internal bin store and cycle storage only. It will not be used for storing bins or deliveries. The landscaped garden will remain a quiet, private amenity space for residents and guests.
- **Waste collections managed responsibly** – the hotel is a small-scale operation offering continental breakfast only, meaning waste will mostly be dry recycling.
- **Timed collections** – waste will be collected at agreed times outside of check-in, check-out, and breakfast hours. This avoids disruption when guests and neighbours are most active.
- **Plant enclosure to the rear** – servicing of building systems (e.g. air conditioning) will only be needed occasionally for maintenance, such as six-monthly checks.



Cranbrook Road Servicing Plan



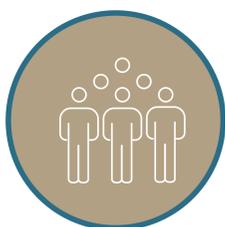
Key Benefits

This development will bring forward a number of key benefits to the community.



Redevelopment of this brownfield site

Revitalises underused town centre land while providing modern facilities and bringing new life.



Local jobs for local people

Around 26 new jobs created, with roles prioritised for local residents.



Serving London's growing demand

Contributes to the 58,000 new serviced rooms identified in London Plan Policy E10 by 2041.



Contribution to the streetscape

The development brings continuity to the height of the buildings on this stretch of Cranbrook Road and prevents listed buildings from being obstructed.



Boost to the local economy

Hotel visitors are expected to generate around £2 million in local spending each year.



Supporting local biodiversity

Achieves at least 0.4 Urban Greening Factor, supporting local ecology.



Accessibility and inclusion

Fully wheelchair-accessible throughout and replaces an outdated building with one designed for modern inclusivity standards.

Thank You and Next Steps

INDICATIVE TIMELINE



Consultation - September 2025



Submission - December 2025/ January 2026

Determination - Q2 2026

Thank you for attending our drop-in event outlining our plans for 227-243 Cranbrook Road. Your feedback is essential in shaping our proposals.

Following this consultation, we will review feedback and update our proposals before the submission of a planning application later in the year.

We will keep the local community updated throughout the planning process.



YOU CAN HAVE YOUR SAY BY:



info@cranbrookconsultation.co.uk



Freepost: CRATUS COMMUNICATIONS
(no further address details or stamps required)



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We would be grateful if you could please provide us with your comments by Tuesday 30 September 2025.