

FOR IMMEDIATE RELEASE

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GREENLAND GROUP TO UNVEIL NEW PROPOSALS FOR HERTSMERE HOUSE

- The latest proposals for Hertsmeare House will be unveiled during a two day public exhibition at the West India Quay Marriott this Friday and Saturday
- The proposals are for a 242m residential tower with new vibrant public realm improvements and retail at ground level
- This exhibition follows an initial consultation in March on the new plans.

Owners of Hertsmeare House, Greenland Group, are set to unveil their latest plans for the site at a public exhibition to be held on Friday 3rd and Saturday 4th July at the West India Quay Marriott. The plans are for a 67 story residential building with significant public realm improvements at ground level and new retail units.

The proposals are for a new residential building with retail and leisure space. They also include vibrant public space and a high quality design that respects the area's heritage. This exhibition follows on from one showing earlier plans in March this year.

The site currently has permission for a 63 storey commercial tower – which at 242m is the same height as the new proposal. The new proposals offer significant improvements to public realm, use a high quality design and materials to complement and enrich the surrounding area and work proactively to enhance the character of the conservation area.

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Notes to the Editor

1. The public exhibition will take place in the Barbados Room, West India Quay Hotel, 22 Hertsmeare Road, London, E14 4ED – Friday 3 July between 12:30 and 8pm and on Saturday 4 July from 9am – 2pm.
2. Shanghai based Greenland Group was founded in 1992 and is the largest real-estate company in the world, in terms of floor space. Greenland Group has been listed for the last three years on the Fortune Global 500 index. Greenland has a proven track record for excellence and a wide portfolio of interests around the world. In London, Greenland Group acquired the site of Britain's oldest brewery – the Ram brewery – and is in the process of regenerating the area to include much needed housing, shops and a heritage centre to enhance the heritage of the site.
3. In January 2014, Greenland Group bought Hertsmeare House with the intention of producing a high quality residential scheme. Greenland has signaled a solid vote of confidence in the future prosperity of Tower Hamlets.
4. For further details please contact:
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