
Eastern Cluster Strategy

Public Consultation
July 2018



MERCHANT
LAND



Email: Tom.vernon@quod.com
Date: 31st July 2018

Maria Herrera
City Public Realm
Department of the Built Environment
City of London Corporation
PO Box 270, Guildhall, London, EC2P 2EJ

For the attention of Maria Herrera

By email

Dear Maria

Eastern Cluster Strategy – Public Consultation July 2018

Quod is instructed by our client, Merchant Land Investment Limited, to prepare and submit planning representations in response to the Eastern Cluster Strategy Consultation.

Merchant Land Investments Limited own no. 33 Creechurch Lane which is currently the subject of a re-development proposal seeking to re-develop the site to provide a commercial building closely aligned with the wider objectives of the Eastern Cluster. As such Merchant Land hold a vested interest in the ongoing successful operation of the City and its commercial function, and are in support of the need to maintain the area's attractiveness as a world-class business destination and increasingly, a hub for culture and leisure.

Given the aforementioned asset, the 'Creechurch Lane Area' of the Strategy is of particular significance to our client who is supportive of the intention to enhance 'Creechurch Lane – North' by providing additional greenery, outdoor dining or permanent/temporary artworks and promote greener, more inviting character.

Additionally our client is supportive of the identification of the convergence of Mitre Land and Bury Street as the natural centre to the Creechurch Area, and attempts to reinforce this sense of place.

Merchant Land is in support of improvements seeking to improve greenery and planting in the area, where this is appropriate and feasible. The inclusion of site-specific greening measures such as green roofs and green walls however should remain flexible and decisions should remain pragmatic so as not to have a negative impact on wider development proposals coming forward and ensure the ongoing viability of such features do not outweigh wider strategic aims of the Eastern Cluster.

Merchant Land also request that the phasing of public realm improvements are made clear so as to align with emerging developments in the area and avoid potential conflicts in delivery. Additionally, it is important to ensure that land owners are contacted at the earliest opportunity to avoid business disruption in the area, to ensure the primary function of the cluster is not undermined.





We trust this submission provides sufficient information however should you require any further information or clarification, please do not hesitate to contact me. We are keen to remain involved in the Eastern Cluster Strategy consultation process and wish to be consulted on future stages of the proposals.

Yours sincerely

A handwritten signature in black ink, appearing to read "Tom Vernon".

Tom Vernon
Director