

# Fulham Reach

## A New Vision for Fulham Reach

March 2011  
Newsletter 1



View 1 along the new river path

### FULHAM REACH OUTLINE PLANNING APPLICATION

A residential led, mixed-use proposal for Fulham Reach heralds the regeneration of this significant riverside site. Fulham Reach is designed to create a vibrant, active and sustainable environment for residents, visitors and the local community. The seven and a quarter acres site is located close to Hammersmith's transport hub and retail centre and will offer 750 new homes and potentially create around 300 new jobs.

An outline planning application for the whole site along with detailed plans for the first phase of the development have been submitted to Hammersmith and Fulham Council and registered on 1<sup>st</sup> March 2011 with the following reference 2011/00407/COMB.

The development will improve pedestrian and cycle access along the Thames Path, create public open space adjacent to the River Thames, including a new public square that is surrounded by restaurants and other local facilities. A boat club, including boat storage, will also be accommodated together with a new pontoon providing access to the river and the foreshore which will be built out as part of the first phase of the development.

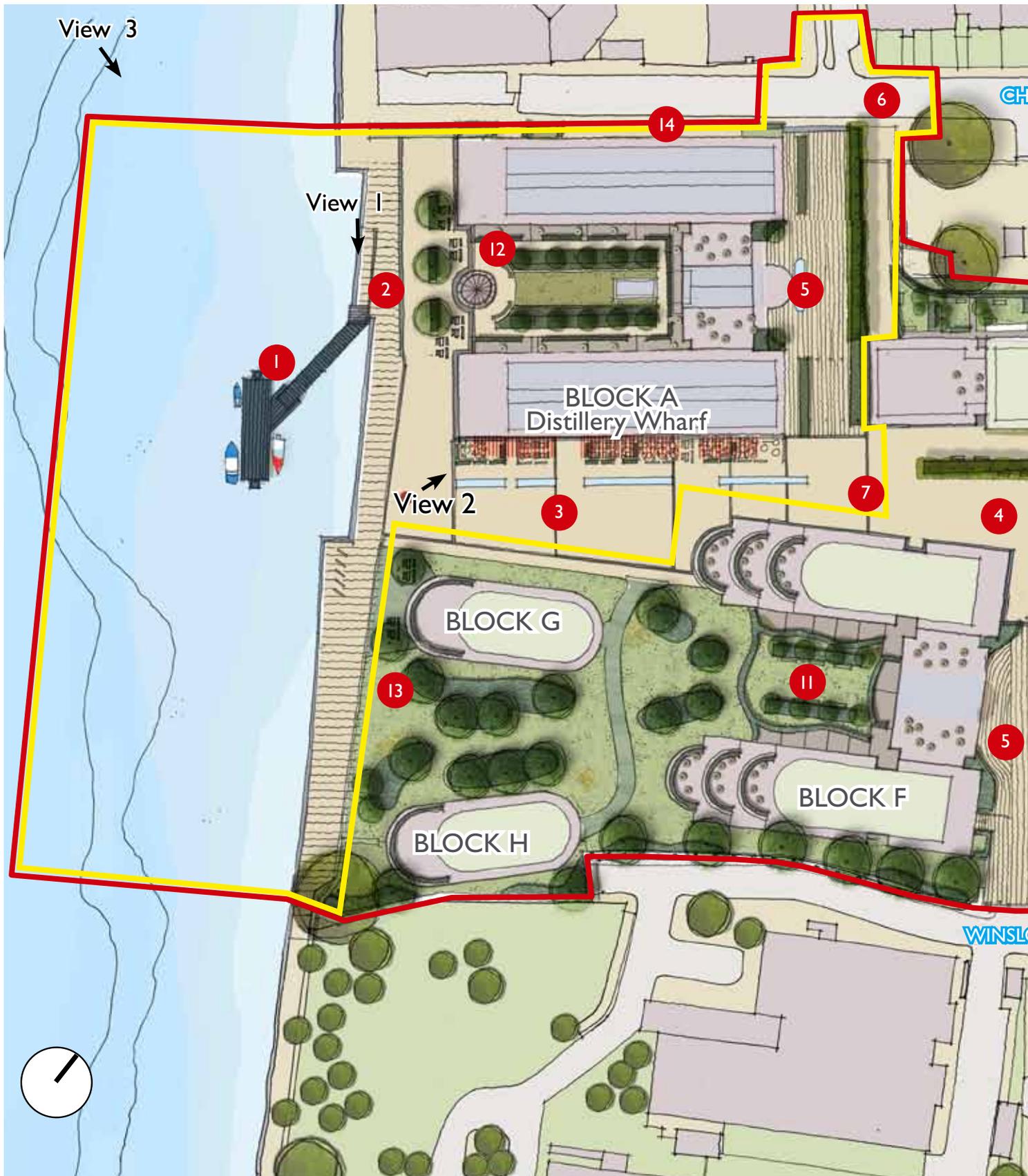
St George purchased the site in October 2010 and appointed John Thompson & Partners as architects for the scheme and to facilitate the community engagement process to ensure local participation in developing the proposals. A Community Planning Weekend and a series of report back meetings were held with the local community to develop a vision and masterplan for the site.

For more up to date information about Fulham Reach and to let us know your views about the proposals please visit the new dedicated website at [www.fulhamreach.co.uk](http://www.fulhamreach.co.uk). The website has a direct link to the Council's planning website where you can download the planning application documents.

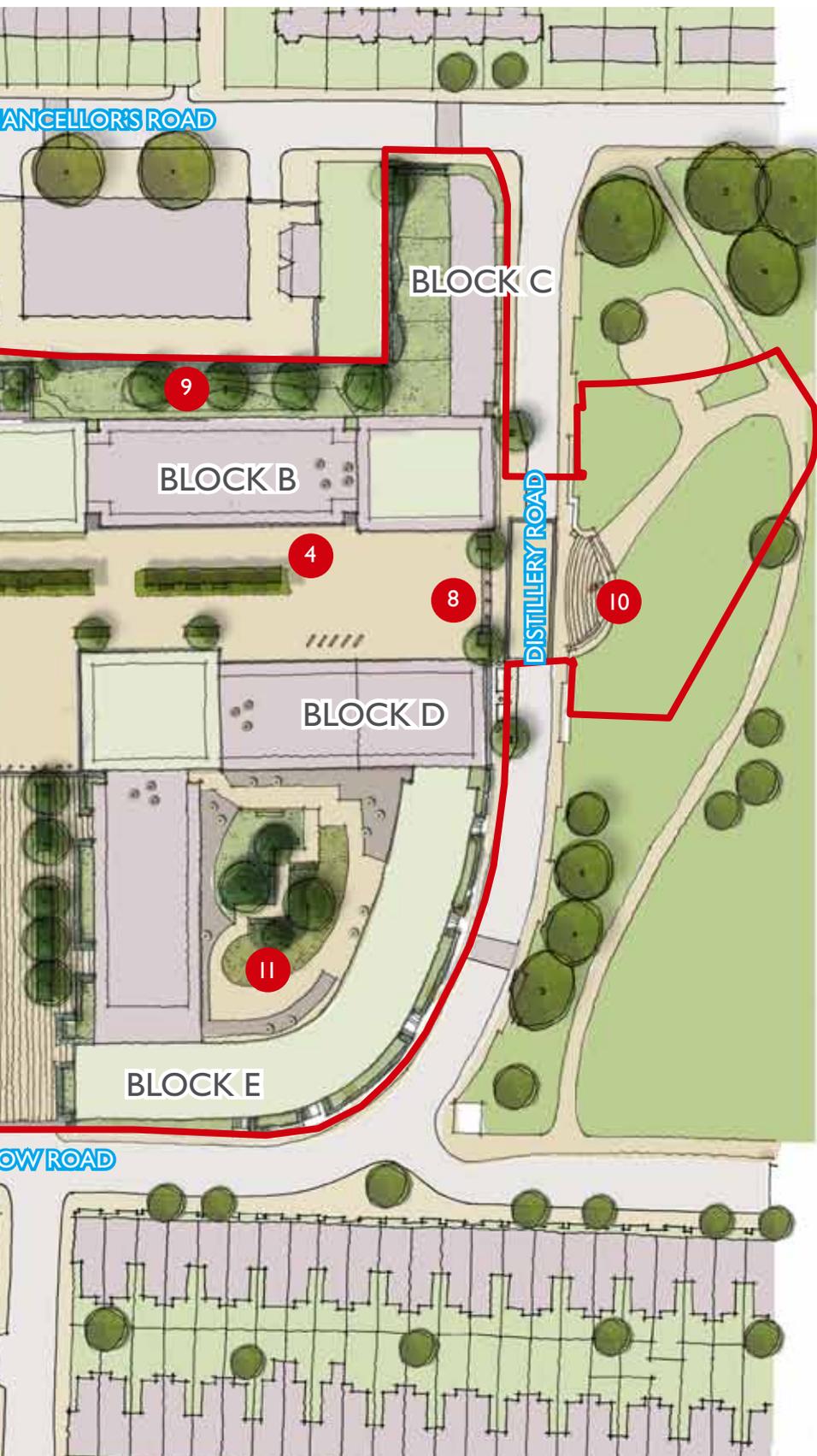
***“It's very exciting to know that this area is going to be developed at last!”***

(Local community member)

# A New Vision for Fulham Reach



# Masterplan



The proposals for Fulham Reach aim to create a high quality, well managed, mixed-use neighbourhood to be enjoyed by new residents and the wider community.

## KEY

-  Application Site Boundary
-  Phase One Boundary

1. Pontoon
2. Thames Path
3. River front piazza
4. Cafe
5. Taxi drop off
6. Entrance to underground carpark
7. Pedestrian streets & shared surface
8. Gateway
9. Buffer planting to pumping station
10. Access and boundary wall alterations to Frank Banfield Park
11. Residents Courtyard
12. Raised Residents Courtyard
13. Public park
14. Access to Boat Club



View 2 to the riverfront café at ground floor of Distillery Wharf

## COMMUNITY ENGAGEMENT

The Fulham Reach community engagement process has been wide ranging, accessible and transparent throughout and participants have been able to make contact with St George and design team members easily and access information through the John Thompson & Partners' website.

The key themes that emerged through the process, including site context and views, materials and location of height, streets and spaces, river accessibility and activity, were fundamental in informing the design and layout of Fulham Reach.

At the Community Planning Weekend report back and at the first Fulham Reach Community Forum the developing proposals were presented and the members of the community were able to ask questions and make comments in relation to design and also about provision of accommodation and the management of the scheme.

Following the submission of the planning application, a public exhibition was held on 11 and 12 March 2011 at the Distillery Lane Centre where people had a chance to view the submitted proposals and leave their comments.

## NEXT STEPS

St George will continue the community engagement process through the further planning and delivery of Fulham Reach to ensure that the local community can be fully involved going forward. This process has been supported by the launch of a new dedicated website [www.fulhamreach.co.uk](http://www.fulhamreach.co.uk)

### THAMES TUNNEL

The Fulham Reach site has been identified by Thames Water as a possible location for the construction of the Thames Tunnel. No decision has been made on the choice of the various selected sites and the first round of Thames Water's closed on Friday 14 January 2011. Once the outcomes of the public consultation have been published St George will be in a position to review the situation. In the meantime, work will continue to progress the proposals for Fulham Reach.



View 3 from Hammersmith Bridge showing Fulham Reach in context