



Fulham Reach, Hammersmith, UK

New Riverside Destination:
Vibrant Mixed Use Neighbourhood
on the River Thames



St George is very proud of the success of Fulham Reach. A previously vacant site on the bank of the River Thames has been transformed into an exceptional place to live, work and visit.



Matt Bostock, St George

Fulham Reach is located to the east of Hammersmith Bridge between the River Thames and Fulham Palace Road. The site is in close proximity to Hammersmith with its range of facilities and transport links. The site benefits from a south facing aspect towards the Harrods Furniture Depository, and overlooking Frank Banfield Park to the north.

Planning permission was granted in 2007 for an office-led development. The site was subsequently acquired by St George and JTP were appointed to prepare a residential-led, mixed use masterplan for the site.

Project Delivery

- Extensive, twelve-month community engagement process with stakeholders including the local community, London Borough of Hammersmith and Fulham, and residents groups. Process focused around a Community Planning Weekend with regular forums, exhibitions and newsletters.
- Masterplan structured around the creation of a series of connected public streets and spaces including a new landscaped central boulevard linking Frank Banfield Park to a new riverside park and improved riverside walk.
- A range of ground floor mixed uses establishing a new riverside destination including restaurants, retail and flexible ground floor employment space.
- Underground parking and vehicular access strategy enabling over 50% of the public realm to be vehicle free.
- A series of individual buildings of contrasting character provide a total of 744 one, two, three, and four-bedroom apartments with 25% affordable housing.
- Courtyard gardens, balconies and roof terraces provide a range of private and semi-private amenity space.
- Outline planning application for the site along with a detailed planning application for phase one submitted in February 2011. Approval granted in September 2011.
- Planning approval achieved in less than twelve months from appointment.



Client

St George (Central London)