

# A Vision for Fulham Reach

## Community Planning Weekend Broadsheet

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St George has appointed John Thompson & Partners (JTP) as architects for the scheme and to facilitate the community planning process to ensure local participation in developing the proposals.

At the Community Planning Weekend people participated in discussion workshops, walkabouts and hands-on planning groups to explore local and site specific issues and possible ideas. Following the two public days, the team from JTP analysed and summarised the outcomes and developed an illustrated Vision for the future, which was reported back to the community on Wednesday evening, 8 December at Melcombe Primary School.

### Next steps

A key theme of the Weekend was the desire among local people to continue to participate in the development of the proposals for Fulham Reach. In response to this John Thompson has announced that the first Fulham Reach Community Forum will be held at 7pm, Thursday 20 January 2011 at the Distillery Lane Centre, Distillery Lane, W6 9PQ.

### 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 consultation is open until 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.

### Distillery Lane Community Centre

Participants identified the potential of the former play centre to be reactivated as a community hub offering well structured, high quality, enriching activities for local people, including young people. The building is owned by Hammersmith & Fulham Council and the local community will need to put forward ideas to the Council as a first step to realising this potential.



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8 December 2010



## A New Vision for Fulham Reach

A wide range of local people participated at the recent Community Planning Weekend to create a new Vision for this important site on the banks of the Thames. During the Weekend a range of issues and options were discussed including the design of the new development and its integration with the surrounding environment, the provision of a high quality, publicly accessible river frontage, the possible future re-use of the Distillery Lane community centre and the continuation of the community planning process as the scheme evolves.

St George has recently purchased the site which has the benefit of a planning permission for an office led, mixed use scheme. Given the emphasis on the delivery of new homes in the approved London Plan, which is reflected in Hammersmith & Fulham Council's Core Strategy for the area, St George intend to bring forward proposals for the residential led, mixed use development of the site. The aim will be to design a scheme of high quality, commensurate with the site's Thameside setting.

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

### New name chosen for site

St George need to rename the site to distinguish it from the neighbouring Hammersmith Embankment offices. The new name chosen for the site is Fulham Reach to pick up on the Fulham Reach conservation area and political ward it sits within. (continued at back)

## Fulham Reach Community Forum

7pm Thursday 20 January 2011

Distillery Lane Centre, Distillery Lane, W6 9PQ

*Everyone is welcome!*



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### Key Themes from the Weekend

The following key themes have been distilled from the one to one conversations, workshops and hands-on planning groups held prior to and during the Community Planning Weekend. Quotes are from participants of the process unless otherwise stated.

#### A great place to live

With excellent public transport links, significant cultural assets, plenty of local shopping and amenities and attractive riverside views, the location of the site will undoubtedly make it a popular place to live. Most people are supportive of the change from offices to residential, although there is some concern about the potential impact of noise levels from cafes and restaurants that may be included within the scheme.

*“Make the place a community asset as well as somewhere nice for people to live.”*

#### Integration with surrounding neighbourhood

As a residential led, mixed use development, the scheme must attempt to integrate, connect and service the surrounding neighbourhoods. This could be achieved by the provision of facilities within the site, in the adjacent park and along the riverside, that are of interest to a wide variety of people. It is also important to recognise the needs of and potential benefits to existing businesses in the area. The scheme should address 'secure by design' principles, providing well-lit, public access and permeability through the site, including from Frank Banfield Park to the riverside. The increase of cars, albeit used less frequently because of excellent public transport links, will actually have little effect on the already congested Fulham Palace Road.

*“The riverside development should have a quality, affordable space for the local community.”*

#### Character and identity

The site has undergone significant change over previous centuries, from a rural environment with market gardens, orchards and large villas set amongst extensive grounds, to an industrial district of factories hugging the riverside, surrounded by streets of relatively modest two storey workers' housing. As a result, the area is lacking a clear character and identity. The new development provides the opportunity to create a distinct local neighbourhood that respects the past but also looks forward to the future.

*“We must cultivate pride in this area that will spread to other areas.”*

#### Design

The scheme needs to respond sympathetically to its local context, both the river and the neighbouring streets, while creating a landmark development of appropriate character and significance. The treatment of the skyline is key, along with the analysis of existing and newly created views. The choice and quality of materials, with carefully composed height and massing and sensitive architectural design will ensure a visually exciting group of new buildings and spaces. Careful landscaping should reflect both the natural landscape of the river environment and also the former industrial context.

*“Create a feeling of genuine streetscape.”*

#### Thames Path

It is important to ensure an active river frontage, while at the same time reducing the conflict between pedestrians and cyclists along the river path. There is a clear aspiration to straighten the kinks in the path and extend it to Hammersmith Bridge.

*“The Thames Path must be enhanced to cater for increased use, plus solving the conflict between cyclists and pedestrians.”*

#### River activity and boat club

For centuries this section of the Thames has been a focus for river transport, with pleasure boats and barges carrying passengers and goods to other parts of London. The demise of an industrial riverside has led in recent years to an increase in recreation on the water. The site is a possible location for a jetty and boat club. This could be an attractive draw for the new residents, and provide a welcome facility for the wider community, especially as a means of encouraging young people to engage in water sports.

*“It would be nice to have an active, buzzing river frontage with a regular farmer's market on the river's edge.”*

#### Heritage milestones

There is an opportunity to respect and commemorate the area's history, including Brandenburgh House (the Palladian villa that once stood on the site), the engineering achievement of Hammersmith Bridge, the boat race and the more recent industrial heritage of the Hammersmith Distillery, the sugar refinery and the riverside wharfs. The fact that this is a key London archaeological site should be an asset to the scheme and its future residents.

*“The history of the area should be commemorated in some way.”*

#### The Thames Tunnel

The Fulham Reach site has been identified as the possible location for the construction of the proposed 'Super Sewer'. Thames Water's Thames tunnel consultation will continue until Friday 14 January 2011. Concern was raised about the impact and timing of this project on the surrounding neighbourhood and the development of the site.

*“If Thames Water choose this site, persuade them to build a pontoon to take the waste away, and something we can use afterwards.”*

#### The Distillery Lane Centre is an asset to the neighbourhood

The former play centre building in Frank Banfield Park offers the opportunity to provide a well structured, high quality, social 'hub' - an interesting 'destination' and a community facility to be used by both new and existing local residents. Residents and their children would welcome the re-opening of the centre as a community facility with safe, inexpensive and enriching activities. Likewise, the provision of water sports activities on the foreshore could benefit the development as well as serve the local community.

*“Make the Centre a hub for bringing people together.”*

#### Continue the community participation process

It is crucial to keep the dialogue going with the community throughout the planning and building stages of the scheme. The potential community benefits that result from the new development will need community involvement to shape and deliver them. A website would provide the opportunity for downloading information and giving feedback. The continuation of an inclusive community participation process will also help sow the seeds for the future integration of new and existing residents.

*“The community is important to make the place come to life – keep them involved.”*