INTRODUCTION

A NEW VISION

A residential led, mixed-use proposal for Fulham Reach site heralds the regeneration of this important riverside site. Fulham Reach is designed to create a vibrant, active and sustainable environment for residents, visitors and the local community.

This 2.93 hectare (7.25 acre) site is located within 450 metres of Hammersmith's transport hub and retail centre and will create 750 new homes and a range of commercial uses.

The development will:

- Deliver much needed private and affordable new homes;
- Improve pedestrian and cycle access along the Thames Path;
- Include a new boat club with boat storage;
- Allow access to the River Thames foreshore through the construction of a new pontoon;
- Create approximately 300 new jobs;
- Provide direct access from Frank Banfield park to the river;
- Create public open space adjacent to the River Thames, including a new public square that is surrounded by restaurants and other local facilities;
- Bring back a sense of identity to this derelict site.



iew from Furnival Gardens



View from Winslow Road



View from south riverban



View from Frank Banfield Park



View from Manbre Road

PLANNING APPLICATION

SUMMARY OF SCHEME CHANGES

RIVER FRONTAGE

- Reduction in the height of Block A by a complete storey, from 9 storeys to 8 storeys.
- The height of Blocks G and H have been lowered by reducing the thickness of the floor slab and adjusting the ground floor levels.
- A setback to the top and penultimate floors of Blocks G and H allows the heights to respond favourably with the adjacent office scheme.

BOAT CLUB

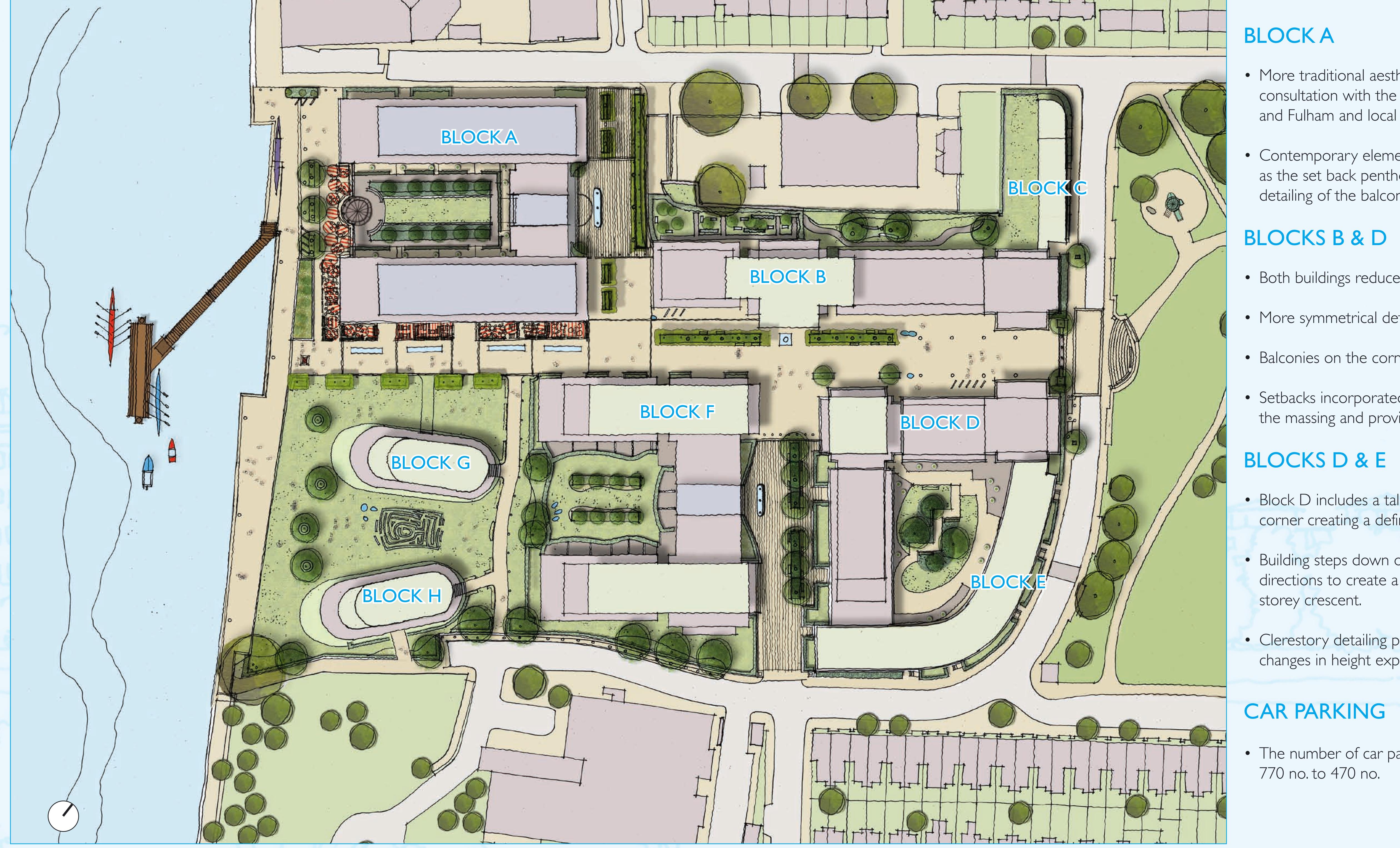
• Internal alterations to the ground floor layout of Block A to allow for the relocation and improved functionality of the new proposed riverside boat club.

PUBLIC RIVER PARK

- Blocks G and H have been set back further away from the riverside.
- Public Riverside Park increased substantially in size.
- Addition of doorstep play facilities.
- Realignment and amendment to the appearance of Block F, including the removal of its curved frontages. The height of the link element of Block F has been increased by I storey to provide a better relationship with Blocks G, H & D.

ROOFSCAPE

- Alterations to massing throughout the scheme have been made to emphasise certain key elements as focal points on each key vista.
- A varied roofscape which responds appropriately to the masterplan and the wider context.



Masterplan After - May 2011

Building steps down on a symmetrical basis in both directions to create a more harmonious backdrop to the 3 storey crescent. Clerestory detailing provides uniform skyline to the building, changes in height expressed through lighter architecture. CAR PARKING • The number of car parking spaces has been reduced from 770 no. to 470 no.

More traditional aesthetic has been maintained following

Contemporary elements contained within the design, such as the set back penthouse floor, ground floor base and the

Balconies on the corners help articulate the streetscape.

Setbacks incorporated to both buildings to visually reduce

the massing and provide additional amenity space.

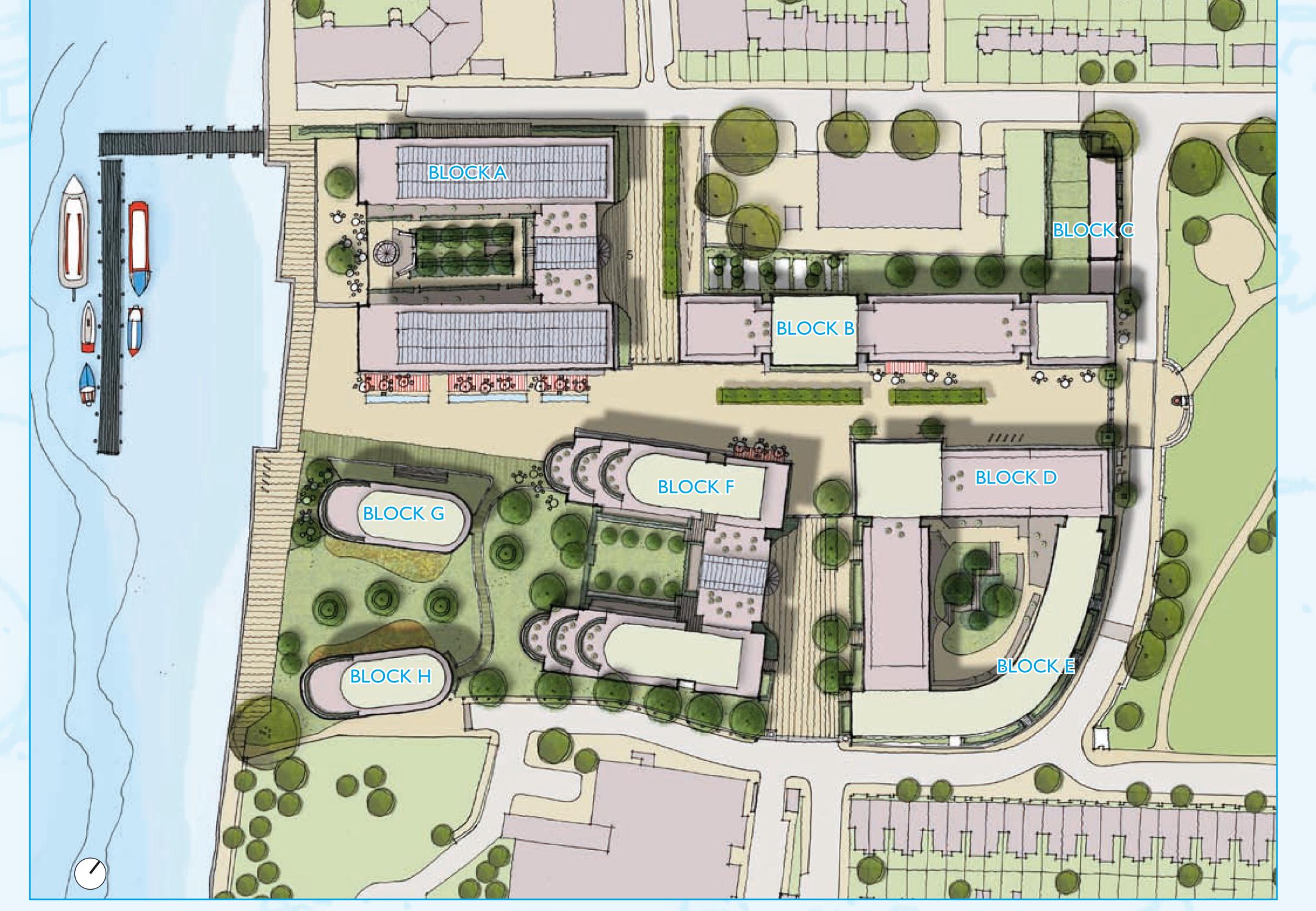
Block D includes a taller element to the north-western

and Fulham and local residents.

Both buildings reduced in height by I storey.

More symmetrical detail to both buildings.

corner creating a defined space.



Masterplan Before - January 2011



View from the centre of Hammersmith Bridge

PHASE ONE - BLOCK A

The detailed application for Phase one seeks to deliver 140 new homes as well as commercial uses (restaurants, cafes or offices), the boat house as well as the pontoon and re-alignment, widening and overall improvement of the river walk.

BLOCKA

- A mix of I40 private and affordable homes
- Private accommodation - 88 x 2 bed flats - 28 x 3 bed flats -2×4 bed flats
- Affordable accommodation
- Commercial uses: 1,169m²
- Amenity space at podium level and surrounding the building
- Underground car park for 87 cars
- Cycle Parking is included as part of Phase One

Additionally Phase One seeks detailed permission for:

- Access to the underground car park
- Re-alignment of the river walk
- Repairs to the river wall



View looking south along improved river path



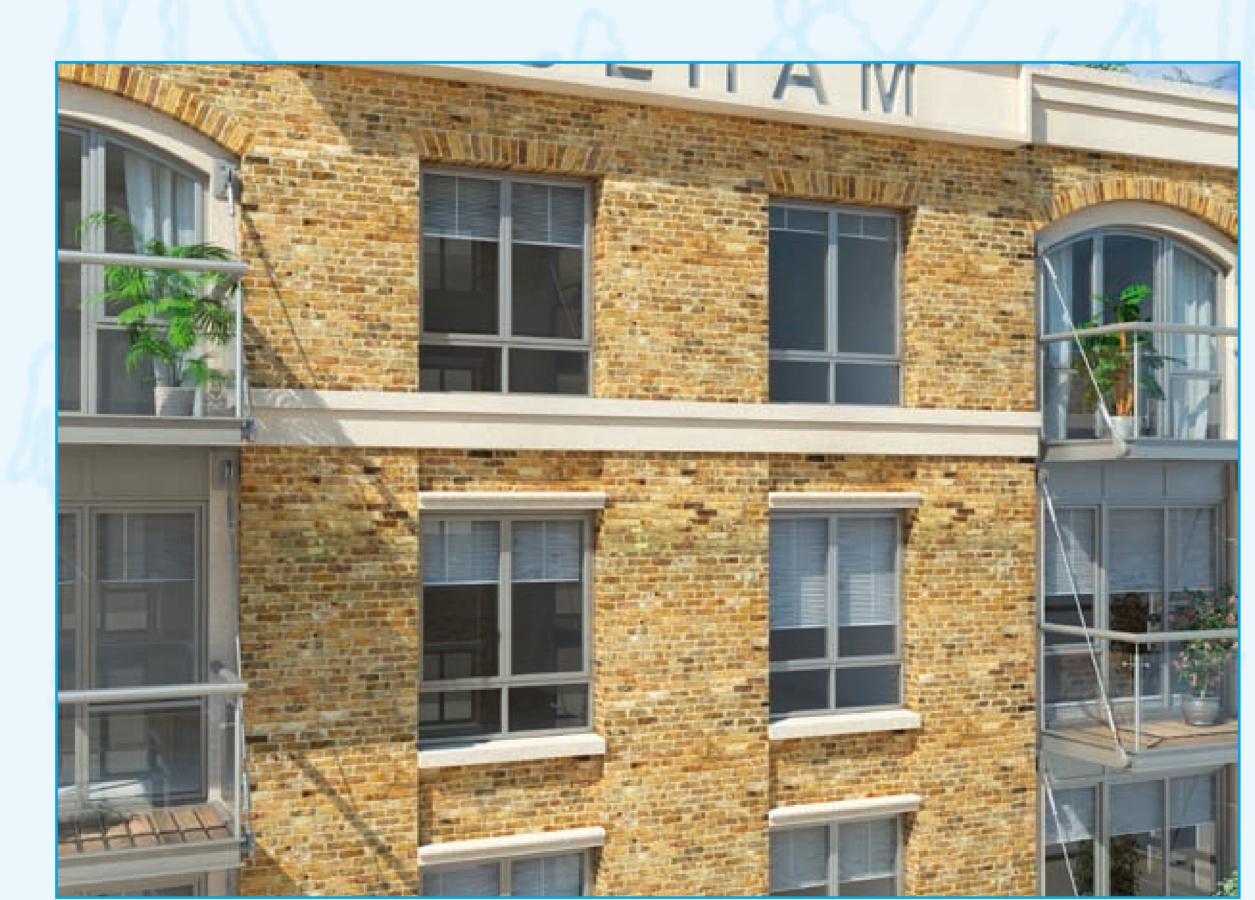




Solid 'mixed use' double height base



Light-weight top floor addition



Punched openings between loading bays



Link building roof terrace



Central clock feature



■ DROP OFF ●

Block A entrance

Before - Ground Floor Plan

WELCOME FROM ST GEORGE

Welcome to the public exhibition of our proposed redevelopment at Fulham Reach.

This exhibition will provide you with the opportunity to view our plans for the site. Members of the project team are on hand and would be delighted to answer any questions you might have. Once you have finishing looking at these boards, please do complete a questionnaire to record your thoughts on our proposals.

St George is proud to be a member of the Berkeley Group of companies, and has a wealth of experience in delivering high-quality sustainable developments in consultation with the local community.

Development proposals for this site are now being considered by the London Borough of Hammersmith and Fulham.

It is intended to bring forward a mixed use development which will include private and affordable homes on the site together with associated parking, commercial accommodation, landscaping and publicly accessible open space.











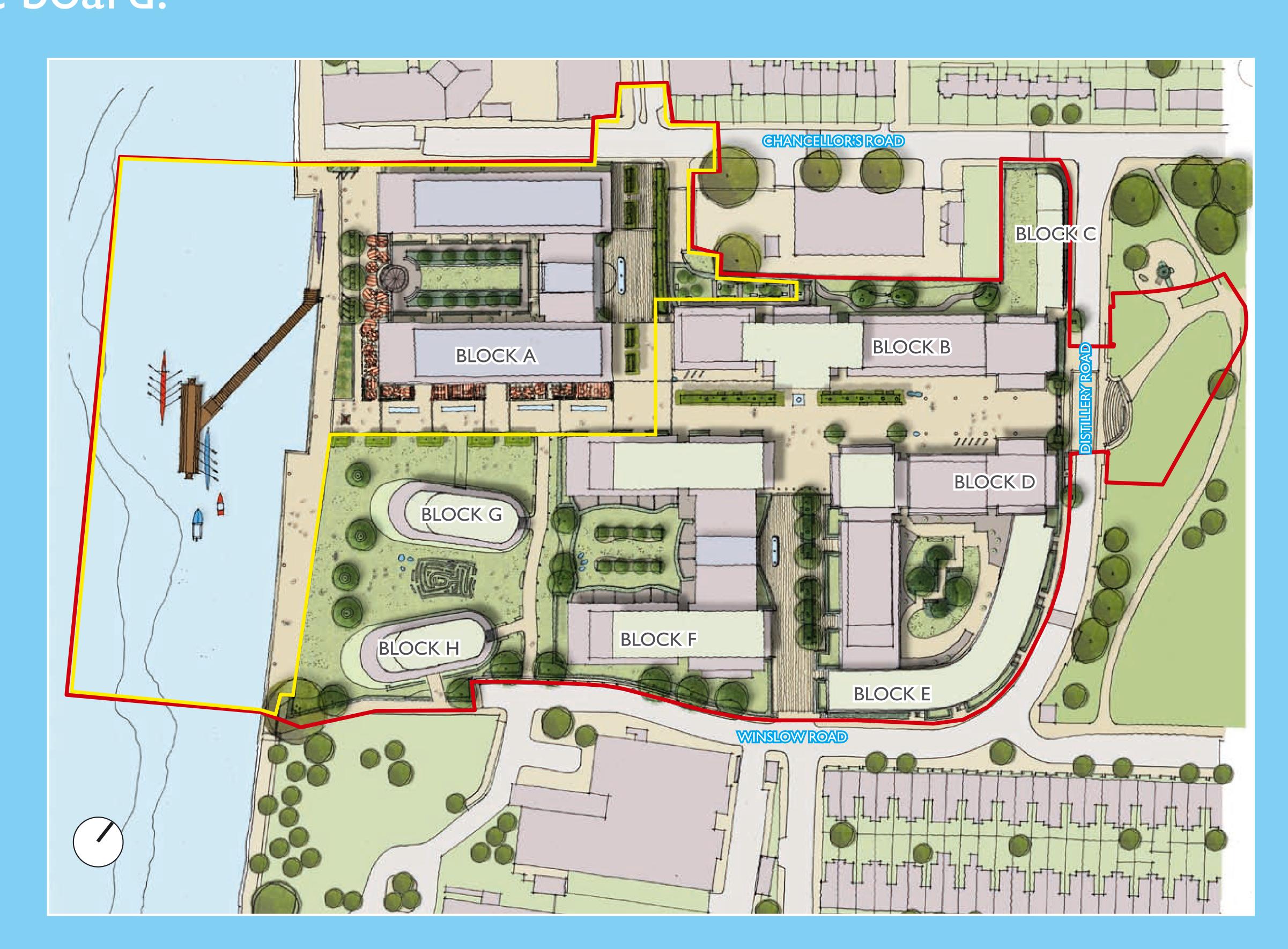




MASTERPLAN

A 'Hybrid' application was submitted by St George on 7 February 2011 which consists of an outline planning application for the overall masterplan and a detailed planning application for Phase One. This application was validated by the London Borough of Hammersmith and Fulham on 1 March 2011 and was presented at a Public exhibition on March 11th & 12th.

Following this submission and exhibition, amendments have been made to the scheme in order to address comments made by local residents as well as statutory and non-statutory consultees. The amendments are outlined and explained in detail on the next board.



The masterplan seeks to regenerate Fulham Reach through creating:

- 750 new homes of which 60% will be for families
- 300 new intermediate affordable homes
- A range of commercial uses (totalling approximately 3,820 m²) including:
 - A boat club
 - Shops
 - Restaurants
 - Offices
- Create approximately 300 new jobs
- A high quality landscaped environment with 2.5 hectares of open space, of which over 50% will be accessible to the public
- A new river pontoon providing access to the river and foreshore
- Improved linkages to the river via Frank Banfield Park
- Re-alignment and enhancement of the river walk
- 470 resident and visitor car parking spaces (47 for disabled people) with an undertaking that new residents will not be eligible for local parking permits
- 956 cycle spaces







FEEDBACK & NEXT STEPS

Thank you for attending this public exhibition for the proposed redevelopment at Fulham Reach

We would like to receive your feedback from today's exhibition and we have provided comment cards for you to complete. Please leave your comment cards in the box provided or alternatively post them to the address detailed on the card.

There will be further community meetings held in the foreseeable future, full details will be posted on the website and also leaflets will be distributed by post.

If you would like to be kept in touch regarding the development, please do not hesitate to contact Charles Campion on cc@jtp.co.uk or visit the Fulham Reach website www.fulhamreach.co.uk.

Thank you for attending today's exhibition and we hope you have found this exhibition useful in understanding the proposed scheme.











WELCOME TO THE FULHAM REACH EXHIBITION

PLEASE SIGNIN







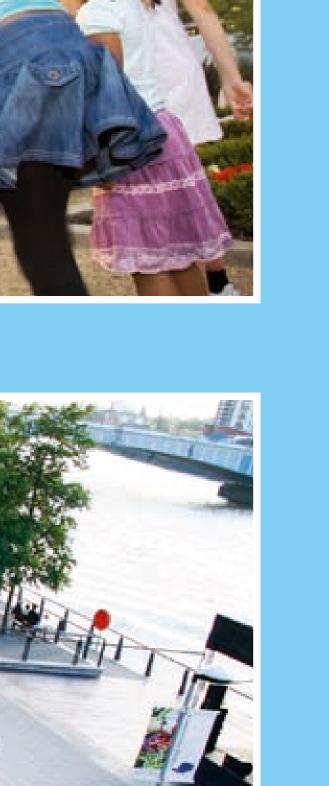
PLACEMAKING BY ST GEORGE



Imperial Wharf - Annual Jazz Festival



Beaufort Park - Concert in the Park



Battersea Reach - Annual Opera Event



Imperial Wharf - Riverside



Beaufort Park - Residential Square



Imperial Wharf - Riverside Park







