

## Fulham Regeneration Profile

### An Overview

Fulham Broadway is an entertainment hub, with a vibrant night time economy featuring shops, pubs and high quality restaurants. Fulham is famous for its street market at North End Road and for its antique, interior and designer shopping in and around Fulham Road, Kings Road and New Kings Road.

Fulham is also home to two football clubs: the 'Chelsea Village' complex accommodating Chelsea FC and its extensive conference facilities, while on the river frontage Fulham FC plays at Craven Cottage.

However, the vibrancy of the Broadway contrasts with significant pockets of deprivation in northern parts of Fulham. Educational achievement is relatively low compared to the national, regional and borough averages despite high levels of government investment through its New Deal for Communities programme.

The Imperial Wharf development sits on the former British Gas site on the River Thames, adjacent to Chelsea Wharf. When completed this mixed-use scheme will feature a new riverside park, around 900 private and 900 affordable homes, 37,000m<sup>2</sup> of commercial space, health club, hotel, restaurants, shops and community facilities.

### The Opportunities

Fulham would benefit from increased investment in the North End Road part of the Town Centre to improve the range and quality of the shops.

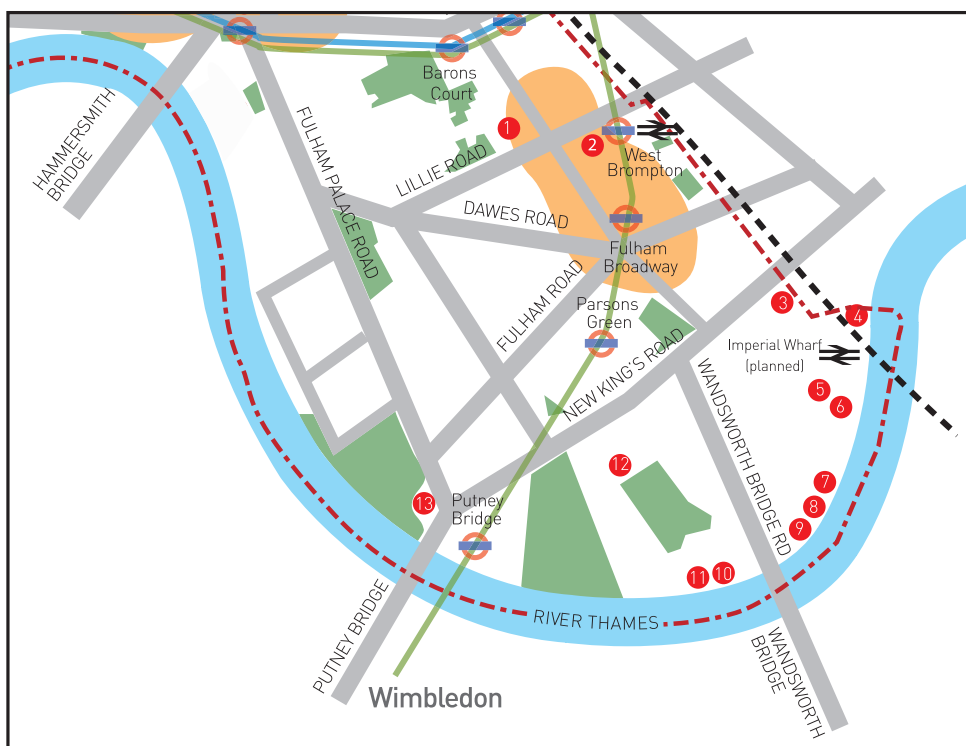
We are positively seeking opportunities for growth, regeneration and development and Fulham is ideally suited to small or medium scale office developments as part of mixed-use schemes.

We would also like to see development of vacant and under-used riverside sites to improve access to the river, while maintaining the protection of safeguarded wharves.

The Seagrave Road car park site has potential for residential development, but this can only be realised if alternative means are found to service the Earls Court Exhibition Centre. The site is well served by public transport being close to West Brompton station on the District and West London lines.

The River Thames is a significant asset for the borough. The environment and amenity of the Thames needs to be protected and enhanced while increasing public access to the waterways and enabling vacant and under-used sites adjacent to the river to be developed.

The Thames also has three safeguarded wharves (Swedish Wharf, Comleys Wharf and Hurlingham Wharf). This requires careful design on adjacent sites to allow the continued use of the wharves. A balance needs to be reached between safeguarding the wharves and allowing the development of the adjoining land.



#### Fulham

- 1 Normand Croft, Lillie Road
- 2 Seagrave Road Car Park
- 3 National Grid land, Imperial Road
- 4 Lots Road
- 5 Former Chelsea College Site, 90 Bagley's Lane
- 6 Imperial Wharf Stages 2 & 3
- 7 Fulham Wharf
- 8 Comleys Wharf & Swedish Wharf
- 9 Albert Wharf
- 10 Hurlingham Wharf
- 11 Whiffen Wharf
- 12 40 Peterborough Road
- 13 84-88 Fulham High Street

Fulham area

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|    | Sites  | Site Area (ha) | Comments  | Status  |
|----|--|----------------|---|---|
| 1  | Normand Croft, Lillie Road                               | 0.04           | Planning approval for demolition of school caretaker accommodation and redevelopment of site to provide 12 one-bed units and replacement caretaker's accommodation.   | With planning permission  |
| 2  | Seagrave Road Car Park                                   | 2.80           | LDF Preferred Options seeks residential, with possibly some B class employment uses, providing the servicing and essential car parking for Earls Court can be maintained satisfactorily, either on or off the site. Current planning application for redevelopment of site for mixed use development containing office (B1), retail (A1), restaurant (A3) and cinema (D2) uses. | LDF Site Specific Allocations Preferred Options site                              |
| 3  | National Grid Land, Imperial Road (formerly British Gas) | 7.40           | LDF Preferred Options seeks a mix of uses including residential and Class B employment uses, a waste handling facility and open space.  | LDF Site Specific Allocations Preferred Options site                              |
| 4  | Lots Road (Land adjacent to Chelsea Creek)               | 0.78           | Planning approval for demolition of buildings ancillary to Lots Road Power Station and redevelopment of all unbuilt land to provide 395 residential units.  | With planning permission  |
| 5  | Former Chelsea College Site, 90 Bagley's Lane            | 0.75           | 2006 Planning approval for conversion of existing building and erection of new buildings to provide total of 109 residential units and parking, subject to S106 agreement.  | With planning permission  |
| 6  | Imperial Wharf Stages 2 & 3                              | 2.74           | Planning approval for 671 residential units.  | With planning permission  |
| 7  | Fulham Wharf, Townmead Road                              | 1.43           | LDF Preferred Options seeks mixed-use with some residential if compatible with the adjoining safeguarded wharf. Subject to Flood Risk Assessment.   | LDF Site Specific Allocations Preferred Options site                              |
| 8  | Comleys Wharf & Swedish Wharf, Townmead Road             | 0.99           | LDF Preferred Options seeks safeguarding of wharf for transhipment of freight including waste and aggregates and freight related activities. Employment and residential uses may be appropriate where this can be provided without impacting on the safeguarded wharf. Subject to Strategic Flood Risk Assessment.  | LDF Site Specific Allocations Preferred Options site                              |
| 9  | Albert Wharf, Carnwath Road                              | 0.03           | LDF Preferred Options seeks mixed use with some residential if compatible with the adjoining safeguarded wharf. Subject to the results of the Strategic Flood Risk Assessment.  | LDF Site Specific Allocations Preferred Options site                              |
| 10 | Hurlingham Wharf, Carnwath Road                          | 0.50           | LDF Preferred Options seeks safeguarding of wharf for the transhipment of freight including waste and aggregates and freight related activities. Employment and residential uses may be appropriate where this can be provided without impacting on the safeguarded wharf. Subject to Strategic Flood Risk Assessment.  | LDF Site Specific Allocations Preferred Options site                              |
| 11 | Whiffen Wharf  | 0.02           | LDF Preferred Option states mixed-use with some residential may be appropriate if compatible with neighbouring safeguarded wharf. Subject to the results of the Strategic Flood Risk Assessment.  | LDF Site Specific Allocations Preferred Options site                              |
| 12 | 40 Peterborough Road, Parsons Green                      | 0.25           | Planning approval for redevelopment as a 3-storey plus basement building as 1,040m <sup>2</sup> of offices and 2 live-work units.   | With planning permission  |
| 13 | 84-88 Fulham High Street                                 | 0.37           | Planning approval (renewed until 2009) for redevelopment to provide 46 units (existing car show room, offices). LDF Preferred Options seeks mix of uses including retail at ground floor level with residential on the upper floors.  | With planning permission and LDF Site Specific Allocations Preferred Options site |