

# SHEPHERD'S BUSH MARKET

SPRINGBOARDSESSION2015  
UCL\_BARTLETTSCHOOLOFARCHITECTURE





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IN C1870-72, JOHN MARIUS WILSON'S IMPERIAL GAZETTEER OF ENGLAND AND WALES DESCRIBED SHEPHERDS BUSH AS FOLLOWS:

"SHEPHERDS-BUSH, A METROPOLITAN SUBURB IN KENSINGTON PARISH, MIDDLESEX; ON THE METROPOLITAN RAILWAY, 5 MILES W BY S OF ST. PAUL'S, LONDON. IT HAS A STATION WITH TELEGRAPH ON THE RAILWAY, AND A POST-OFFICE UNDER LONDON WHO CONTAINS MANY VILLAS AND OTHER FINE RESIDENCES, WITH GARDENS; CONTAINS ALSO KENSINGTON -ST. STEPHENS CHURCH, BUILT IN 1850, IN THE POINTED STYLE, WITH A TOWER AND SPIRE; AND HAS, OF LATE YEARS, GREATLY INCREASED."



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# 1\_SHEPHERD'S BUSH HISTORY

SHEPHERD'S BUSH IS A NEIGHBOURHOOD IN WEST LONDON CENTERED ON SHEPHERD'S BUSH GREEN WHICH WAS LARGELY DEVELOPED IN THE LATE NINETEENTH AND EARLY TWENTIETH CENTURIES. ORIGINALLY A PASTURE FOR SHEPHERDS ON THEIR WAY TO SMITHFIELD MARKET, IN 1844 THE WEST LONDON RAILWAY OFFICIALLY OPENED, AND IN 1864 THE METROPOLITAN RAILWAY BUILT THE ORIGINAL SHEPHERD'S BUSH STATION, MAKING IT POSSIBLE TO COMMUTE INTO CENTRAL LONDON FOR THE FIRST TIME, THEREBY OPENING UP THE AREA TO RESIDENTIAL DEVELOPMENT. BUSINESSES SOON FOLLOWED, AND IN 1903 THE WEST SIDE OF SHEPHERD'S BUSH GREEN BECAME THE HOME OF THE SHEPHERD'S BUSH EMPIRE, A MUSIC HALL WHOSE EARLY PERFORMERS INCLUDED CHARLIE CHAPLIN.

IN 1908 SHEPHERD'S BUSH BECAME ONE OF THE PRINCIPAL SITES FOR THE SUMMER OLYMPICS AND, IN THE SAME YEAR, HOSTED THE THE FRANCO-BRITISH EXHIBITION (ALSO KNOWN AS "THE BUSH EXHIBITION", AND "THE GREAT WHITE CITY"), A LARGE PUBLIC FAIR, WHICH ATTRACTED 8 MILLION VISITORS AND CELEBRATED THE ENTENTE CORDIALE SIGNED IN 1904 BY THE UNITED KINGDOM AND FRANCE. MANY OTHER EXHIBITIONS WOULD FOLLOW UNTIL INTERRUPTED IN 1914 BY THE GREAT WAR. IN 1915 THE GAUMONT FILM COMPANY CONSTRUCTED LIME GROVE STUDIOS, "THE FIRST BUILDING EVER PUT UP IN THIS COUNTRY SOLELY FOR THE PRODUCTION OF FILMS", LATER OCCUPIED BY THE BBC UNTIL THEIR MOVE TO NEARBY WHITE CITY.

DURING WORLD WAR II THE AREA SUFFERED FROM ENEMY



SHEPHERD'S BUSH, FROM AN 1841 LONDON MAP BY DAVIES.



1900 MAP SHOWING SHEPHERD'S BUSH GREEN

BOMBING, ESPECIALLY FROM V-WEAPONS WHICH STRUCK RANDOMLY AND WITH LITTLE WARNING. AFTER THE WAR, THE NEIGHBOURHOOD SUFFERED EVEN GREATER DAMAGE FROM POOR PLANNING THAN IT HAD FROM THE LUFTWAFFE - THE CONSTRUCTION OF THE WESTWAY AND THE M41 SPUR (NOW THE WEST CROSS ROUTE) TO THE M40 MOTORWAY CUT SHEPHERD'S BUSH OFF FROM HOLLAND PARK, DEMOLISHING MUCH ELEGANT VICTORIAN HOUSING AND LEADING TO SOME OF THE WORST URBAN BLIGHT IN LONDON.

IN 2008 THE WESTFIELD LONDON SHOPPING CENTRE OPENED ITS DOORS ON THE FORMER WHITE CITY EXHIBITION SITE, WITH A RETAIL FLOOR AREA OF 150,000M<sup>2</sup>. (THE EQUIVALENT OF ABOUT 30 FOOTBALL PITCHES), IT WAS REPORTED TO BE THE LARGEST SHOPPING CENTRE IN LONDON, AND THE THIRD-LARGEST IN BRITAIN. WESTFIELD IS SET TO GROW STILL FURTHER AS PLANNING PERMISSION HAS BEEN GIVEN FOR A HUGE NORTHWARD EXPANSION OF THE RETAIL AREA.

## ORIGINS

THE NAME SHEPHERDS BUSH IS THOUGHT TO HAVE ORIGINATED FROM THE USE OF THE COMMON LAND HERE AS A RESTING POINT FOR SHEPHERDS ON THEIR WAY TO SMITHFIELD MARKET IN THE CITY OF LONDON.[CITATION NEEDED] AN ALTERNATIVE THEORY IS THAT IT COULD HAVE BEEN NAMED AFTER SOMEONE IN THE AREA, BECAUSE IN 1635 THE AREA WAS RECORDED AS "SHEPPARDS BUSH GREEN".

EVIDENCE OF HUMAN HABITATION CAN BE TRACED BACK TO THE IRON AGE. SHEPHERD'S BUSH ENTERS THE WRITTEN RECORD IN THE YEAR 704 WHEN IT WAS BOUGHT BY WALDHERE,

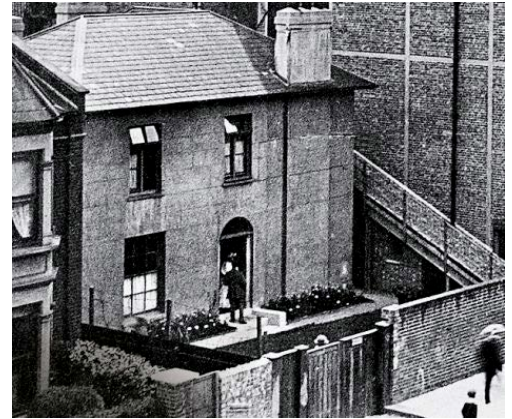
BISHOP OF LONDON AS A PART OF THE “FULANHAM” ESTATE.

## NINETEENTH CENTURY

A MAP OF LONDON DATED 1841 SHOWS SHEPHERD'S BUSH TO BE LARGELY UNDEVELOPED AND CHIEFLY RURAL IN CHARACTER, WITH MUCH OPEN FARMLAND COMPARED TO FAST-DEVELOPING HAMMERSMITH. RESIDENTIAL DEVELOPMENT BEGAN IN EARNEST IN THE LATE 19TH CENTURY, AS LONDON'S POPULATION EXPANDED RELENTLESSLY.

SCATTERED BUILDINGS ARE SHOWN, MOSTLY LINING THE MAIN THOROUGHFARES OF WOOD LANE, CUMBERLAND ROAD (NOW THE UXBRIDGE ROAD), AND GOLDHAWK ROAD. IN 1839 SHEPHERD'S BUSH WAS DESCRIBED BY FAULKNER AS “A PLEASANT VILLAGE”.<sup>[1]</sup>

IN 1846 THE PHILANTHROPIST BARONESS ANGELA BURDETT-COUTTS ACQUIRED A HOUSE IN WHAT IS NOW LIME GROVE, WHICH SHE INTENDED TO CONVERT INTO A HOME FOR DESTITUTE PROSTITUTES. HER PARTNER IN THIS PLAN, WHO CARRIED OUT MUCH OF THE WORK, WAS THE AUTHOR CHARLES DICKENS. THE RESULT WAS URANIA COTTAGE, A HOME FOR “FALLEN WOMEN” DESIGNED TO BE STRICT BUT LIBERAL IN ITS APPROACH TO SOCIAL REFORM. BURDETT-COUTTS WAS A PERSONAL FRIEND OF THE DUKE OF WELLINGTON, A GENEROUS BENEFACTOR AND EXTREMELY DEVOUT - SO MUCH SO THAT SHE DISMISSED DICKENS' APPOINTMENT AS DEPUTY MATRON ON THE GROUNDS THAT SHE WAS A DISSENTER. GRADUALLY THE DIFFERENCES BETWEEN THE PAIR INCREASED AND IN 1862 DICKENS SEPARATED FROM HIS WIFE, CAUSING A PUBLIC SCANDAL WHICH EVENTUALLY LED TO THE DEMISE OF



URANIA COTTAGE



SHEPHERD'S BUSH MARKET ENTRANCE



SHEPHERD'S BUSH WAR MEMORIAL



WESTFIELD MARKET MALL

THE URANIA EXPERIMENT.

## TWENTIETH CENTURY

LIKE OTHER PARTS OF LONDON, SHEPHERD'S BUSH SUFFERED FROM BOMB DAMAGE DURING WWII, ESPECIALLY FROM V-1 FLYING BOMB ATTACKS (KNOWN AS "DOODLEBUGS" OR "BUZZBOMBS"), WHICH STRUCK RANDOMLY AND WITH LITTLE WARNING.

SHEPHERD'S BUSH MARKET OPENED FOR BUSINESS IN AROUND 1914, WITH SHOPS LINING THE RAILWAY VIADUCT BETWEEN THE UXBRIDGE ROAD AND THE GOLDHAWK ROAD.[36] MANY TRADERS HAVE PASSED DOWN THEIR SITES FOR GENERATIONS. FOR EXAMPLE, COOKE'S PIE AND MASH SHOP, FOUNDED IN 1934, IS STILL TRADING TODAY.

ON 13 APRIL 1963 THE BEATLES RECORDED THEIR FIRST-EVER BBC BROADCAST AT LIME GROVE STUDIOS IN SHEPHERD'S BUSH. THE GROUP RETURNED IN 1964 FOR A FURTHER RECORDING. LIME GROVE STUDIOS WAS DEMOLISHED IN 1994 TO MAKE WAY FOR RESIDENTIAL ACCOMMODATION.[9]

MORE RECENTLY, THE SHEPHERD'S BUSH BUS STATION IS HOUSED IN THE REDEVELOPED DIMCO BUILDINGS (1898), GRADE II LISTED RED BRICK BUILDINGS WHICH WERE ORIGINALLY BUILT IN 1898 AS A SHED FOR A LONDON UNDERGROUND POWER STATION.[10][11] THE DIMCO BUILDINGS WERE USED AS A FILMING LOCATION FOR THE 'ACME FACTORY' IN THE 1988 FILM WHO FRAMED ROGER RABBIT?, AND LATER SERVED AS THE INTERIOR OF THE BRITISH MUSEUM IN THE MUMMY RETURNS.

## **TWENTY FIRST CENTURY**

IN 2001, BBC TELEVISION CENTRE WAS DAMAGED BY A CAR BOMB ATTACK BY THE REAL IRA. THE BOMB WENT OFF ON WOOD LANE, IN FRONT OF THE TELEVISION CENTRE NEWS BUILDING.[47] UNDAUNTED, IN 2004 THE BBC EXPANDED ITS WHITE CITY COMPLEX, OPENING THE BBC MEDIA VILLAGE ON PART OF THE FORMER OLYMPIC SITE.[48]

IN 2006 THE CONSERVATIVE PARTY WON CONTROL OF HAMMERSMITH AND FULHAM COUNCIL, WHICH HAD BEEN MORE OR LESS DOMINATED BY THE LABOUR PARTY SINCE 1971.

IN LATE 2008 THE MASSIVE WESTFIELD LONDON SHOPPING CENTRE OPENED ITS DOORS. ITS COST WAS ESTIMATED AT £1.1BN, BUILT ON A SITE BOUNDED BY THE WEST CROSS ROUTE (A3220), THE WESTWAY (A40) AND WOOD LANE (A219), AND OPENED ON 30 OCTOBER 2008.[49] THE DEVELOPMENT WAS ON A LARGE BROWNFIELD SITE PART OF WHICH WAS ONCE THE LOCATION OF THE 1908 FRANCO-BRITISH EXHIBITION; THE INITIAL SITE CLEARANCE DEMOLISHED THE SET OF HALLS STILL REMAINING FROM THE EXHIBITION. THE CENTRE IS NOTED FOR ITS SIZE: WITH A RETAIL FLOOR AREA OF 150,000M<sup>2</sup> (1.615M FT<sup>2</sup>), THE EQUIVALENT OF ABOUT 30 FOOTBALL PITCHES. AT THE TIME OF ITS OPENING IT WAS REPORTED TO BE THE THIRD LARGEST SHOPPING CENTRE IN THE UNITED KINGDOM.[49]

THE DIMCO BUILDINGS BECAME A BUS STATION AROUND THE SAME TIME, HAVING BEEN RESTORED TO THEIR FORMER

GLORY UNDER THE SUPERVISION OF ENGLISH HERITAGE.[50] IN OCTOBER 2011 THE BUSH THEATRE LEFT ITS HOME OF NEARLY FORTY YEARS ON SHEPHERD'S BUSH GREEN AND MOVED TO THE OLD SHEPHERD'S BUSH LIBRARY BUILDING ON UXBRIDGE RD.[51] AN IBIS HOTEL OPENED IN 2012 ON THE SOUTH SIDE OF THE GREEN.[52]

BETWEEN 2012 AND 2013 SHEPHERD'S BUSH GREEN WAS SUBSTANTIALLY REDEVELOPED. THE CHANGES INCLUDED TWO NEW PLAY AREAS FOR CHILDREN, REMOVAL OF THE TENNIS COURTS, AND THE PLANTING OF FURTHER TREES AND A GENERAL IMPROVEMENT TO ROUTES ACROSS THE GREEN FOR BOTH CYCLISTS AND PEDESTRIANS. A PROPOSAL TO CREATE A NEW CAFE WAS DECLINED BY THE PLANNING AUTHORITIES. [53]

IN 2013 THE BBC IS LEFT ITS WHITE CITY HOME, AS A PART OF GENERAL COST-CUTTING.[54] THE STRUCTURE IS BEING REDEVELOPED ALTHOUGH, AS BBC TELEVISION CENTRE IS A LISTED BUILDING, IT CANNOT EASILY BE DEMOLISHED. THE BBC WHITE CITY BUILDINGS, BY CONTRAST, ARE NOT PROTECTED STRUCTURES.[55]

THE SHEPHERD'S BUSH PAVILION, ORIGINALLY BUILT AS A CINEMA IN 1923, WAS CONVERTED INTO A LUXURY HOTEL, NAMED THE DORSETT REGENCY AT THE SHEPHERD'S BUSH PAVILION, AND OPENED IN MAY 2014

## 2\_SHEPHERD'S BUSH SITE

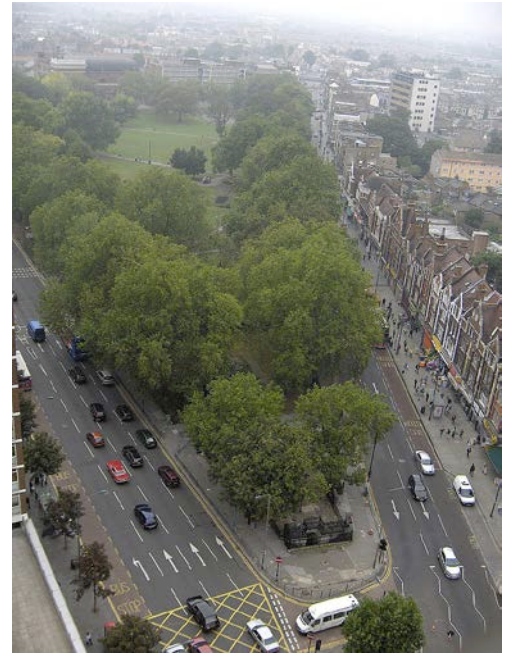
### GEOGRAPHY

THE AREA'S FOCAL POINT IS SHEPHERD'S BUSH GREEN (ALSO KNOWN AS SHEPHERD'S BUSH COMMON), AN APPROXIMATELY 8-ACRE (3.2 HA) TRIANGULAR AREA OF OPEN GRASS SURROUNDED BY TREES AND ROADS WITH SHOPS, WITH WESTFIELD AT ITS NORTH WESTERN APEX.

THE GREEN IS A HUB ON THE LOCAL ROAD NETWORK, WITH FOUR MAIN ROADS RADIATING FROM THE WESTERN SIDE OF THE GREEN AND THREE ROADS APPROACHING ITS EASTERN APEX, MEETING AT THE LARGE HOLLAND PARK ROUNDABOUT. THIS POSITION MAKES IT AN IMPORTANT NODE OF THE BUS NETWORK, WITH EIGHTEEN BUS ROUTES ARRIVING THERE. IT IS ALSO SERVED BY FIVE LONDON UNDERGROUND STATIONS (SEE TRANSPORT BELOW); SHEPHERD'S BUSH (CENTRAL LINE), WHITE CITY (CENTRAL LINE), SHEPHERD'S BUSH MARKET (HAMMERSMITH & CITY LINE), GOLDHAWK ROAD (HAMMERSMITH & CITY LINE) AND WOOD LANE (HAMMERSMITH & CITY LINE).

TO THE EAST, SHEPHERD'S BUSH IS BOUNDED BY THE PHYSICAL BARRIER TO MOVEMENT OF THE WEST LONDON RAILWAY LINE AND THE GRADE-SEPARATED WEST CROSS ROUTE (PART OF THE ABORTED 1960S LONDON MOTORWAY BOX SCHEME); THE HOLLAND PARK ROUNDABOUT AND THE SMALL ADDISON BRIDGE TO THE SOUTH ARE THE ONLY WAYS TO CROSS THIS BARRIER FROM SHEPHERD'S BUSH.

MOST OF THE AREAS TO THE EAST OF THE BARRIER DIFFER SIGNIFICANTLY IN CHARACTER, BEING ASSOCIATED WITH



"SHEPHERD'S BUSH GREEN AN APPROXIMATELY 8-ACRE (3.2 HA) TRIANGULAR AREA OF OPEN GRASS SURROUNDED BY TREES AND ROADS WITH SHOPS, WITH WESTFIELD AT ITS NORTH WESTERN APEX."

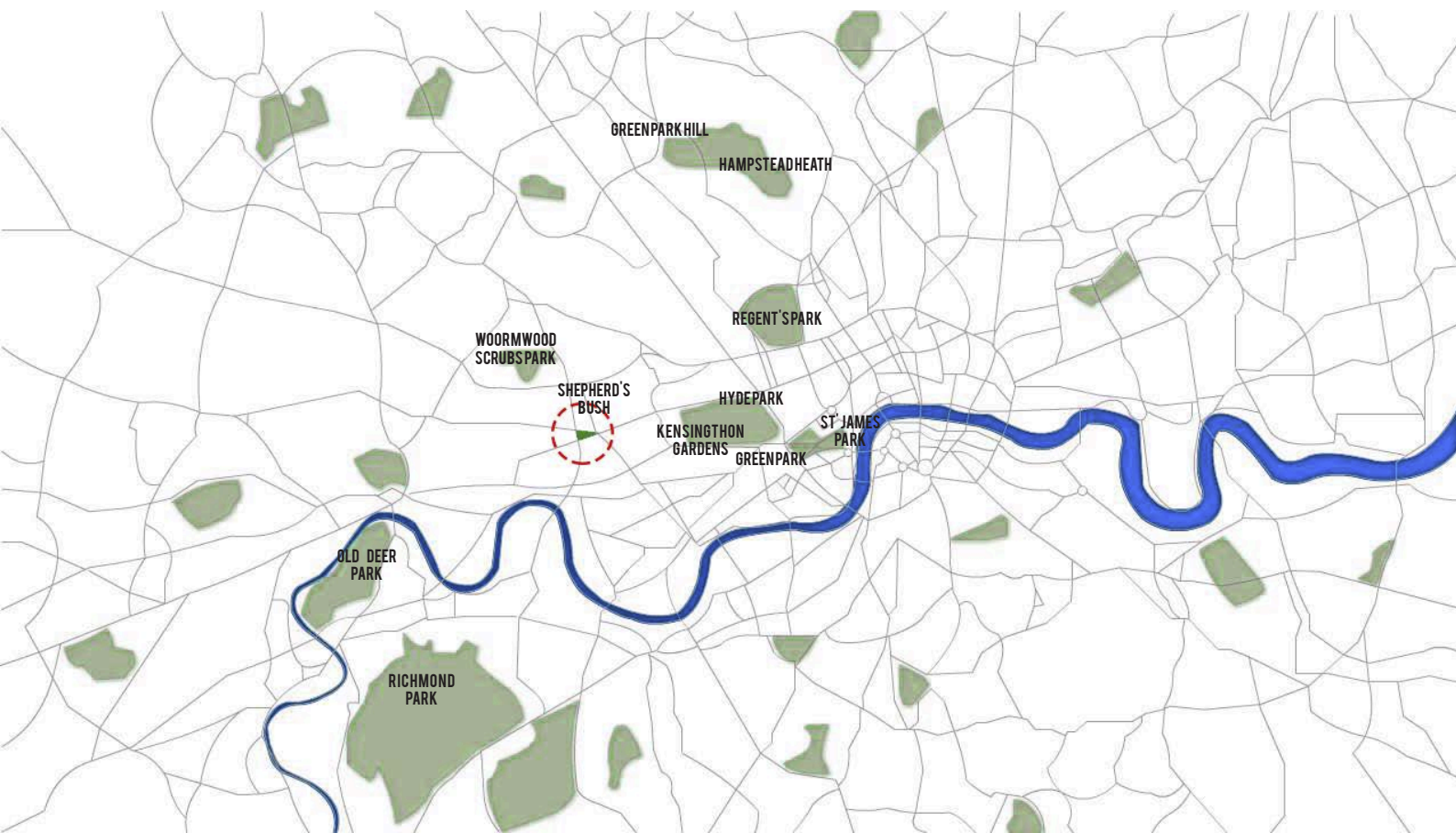


THE MORE AFFLUENT HOLLAND PARK AND NOTTING HILL; ALTHOUGH THE EDWARD WOODS ESTATE JUST TO THE NORTHEAST OF THE ROUNDABOUT IS PART OF AND MANAGED BY THE LONDON BOROUGH OF HAMMERSMITH AND FULHAM, AND IS THEREFORE MORE CLOSELY ASSOCIATED WITH SHEPHERDS BUSH.

### **SHEPHERD'S BUSH GREEN TODAY**

TODAY THE GREEN IS SURROUNDED BY BUSY ROADS ON ALL THREE SIDES. FOUR MAIN ROADS RADIATE FROM THE WESTERN SIDE OF THE GREEN AND THREE ROADS APPROACHING ITS EASTERN APEX, MEETING AT THE LARGE HOLLAND PARK ROUNDABOUT. THIS POSITION MAKES IT AN IMPORTANT NODE OF THE BUS NETWORK, WITH EIGHTEEN BUS ROUTES ARRIVING THERE. IT IS ALSO NEAR FIVE LONDON UNDERGROUND STATIONS; SHEPHERD'S BUSH (CENTRAL LINE), WHITE CITY (CENTRAL LINE), SHEPHERD'S BUSH MARKET (HAMMERSMITH & CITY LINE), GOLDHAWK ROAD (HAMMERSMITH & CITY LINE) AND WOOD LANE (HAMMERSMITH & CITY LINE).

ON THE NORTH SIDE OF THE GREEN IS THE UXBRIDGE ROAD, AND BEYOND THAT THE WESTFIELD LONDON SHOPPING CENTRE. TO THE EAST, THE GREEN IS BOUNDED BY THE PHYSICAL BARRIER OF THE WEST LONDON RAILWAY LINE AND THE GRADE-SEPARATED WEST CROSS ROUTE (PART OF THE ABORTED 1960S LONDON MOTORWAY BOX SCHEME). THE HOLLAND PARK ROUNDABOUT AND THE SMALL ADDISON BRIDGE TO THE SOUTH ARE THE ONLY WAYS TO CROSS THIS BARRIER.



PARKS MAP OF LONDON

TO THE EAST OF THE GREEN LIES AFFLUENT AND LEAFY HOLLAND PARK AND NOTTING HILL; ALTHOUGH THE EDWARD WOODS ESTATE JUST TO THE NORTHEAST OF THE ROUNDABOUT IS PART OF AND MANAGED BY THE LONDON BOROUGH OF HAMMERSMITH AND FULHAM, AND IS THEREFORE MORE CLOSELY ASSOCIATED WITH SHEPHERDS BUSH.

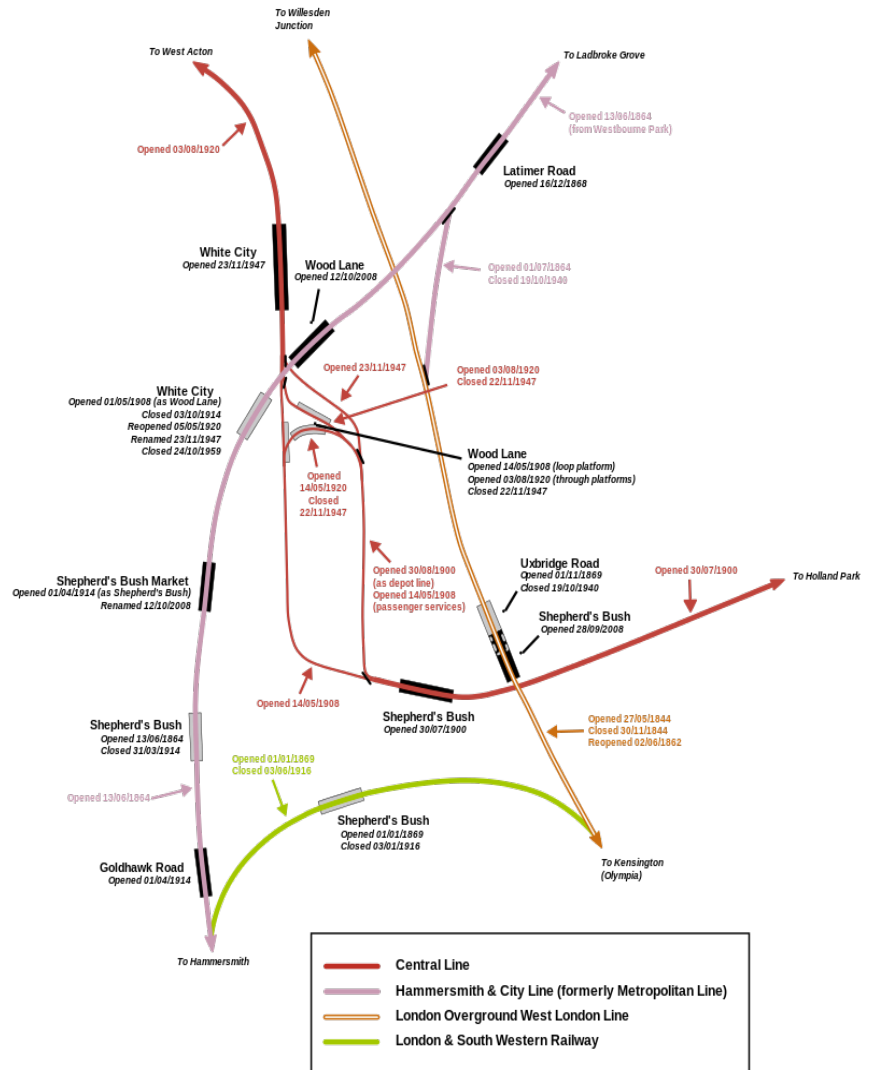
## **TRANSPORT**

THE COMMON ITSELF IS SERVED BY FIVE LONDON UNDERGROUND STATIONS. SHEPHERD'S BUSH STATION, ON THE CENTRAL LINE AT THE EASTERN APEX OF THE COMMON, IS THE BUSIEST, WHILST SHEPHERD'S BUSH MARKET STATION ON THE HAMMERSMITH & CITY LINE IS ABOUT 600 M TO THE WEST (NEAR THE NORTH-WESTERN CORNER OF THE GREEN). THE THIRD STATION, GOLDHAWK ROAD STATION ON THE HAMMERSMITH & CITY LINE, SERVES THE SOUTH-WESTERN CORNER OF THE GREEN. THE PRIMARILY RESIDENTIAL AREA TO THE WEST OF THE COMMON, ALSO RECOGNISED AS PART OF SHEPHERD'S BUSH, IS ALSO SERVED BY WHITE CITY AND WOOD LANE. THIS AREA OF LONDON IS ALSO SERVED BY EIGHTEEN BUS ROUTES.

THE CONSTRUCTION OF A SHOPPING CENTRE AT WESTFIELD LONDON HAS LED TO THE DEVELOPMENT OF TWO NEW TRANSPORT HUBS FOR THE AREA. THE "NORTHERN INTERCHANGE" WILL CONSIST OF WHITE CITY STATION ON THE CENTRAL LINE, A NEW BUS STATION AND WOOD LANE STATION ON THE HAMMERSMITH AND CITY LINE . THE TWO STATIONS ARE A SHORT

## STATIONS IN SHEPHERD'S BUSH

### SHOWING OPERATIONAL DATES OF LINES AND STATIONS



WALK APART.

THE “SOUTHERN INTERCHANGE”, COMPRISES ANOTHER NEW BUS STATION, THE REDEVELOPED CENTRAL LINE STATION, AND THE NEW SHEPHERD’S BUSH RAILWAY STATION SERVED BY LONDON OVERGROUND AND SOUTHERN ON THE WEST LONDON LINE. THE NEW STATION IS APPROXIMATELY IN THE SAME LOCATION AS THE FORMER UXBRIDGE ROAD STATION WHICH CLOSED IN 1940. THE OPENING OF THE NEW STATION WAS DELAYED BECAUSE THE PLATFORMS WERE BUILT 18 INCHES TOO NARROW, AND HAD TO BE REBUILT.[13][14]

SHEPHERD’S BUSH WAS ALSO THE PROPOSED TERMINUS OF THE WEST LONDON TRAM, AN ON-STREET LIGHT RAIL LINE RUNNING TO UXBRIDGE VIA ACTON, EALING AND SOUTHALL. THIS PROJECT WAS CANCELLED IN 2007[15] IN FAVOUR OF AN ENHANCED BUS SERVICE AND THE DEVELOPMENT OF CROSSLAND.

## **FUTURE**

THE SHEPHERD’S BUSH PAVILION - A LUXURY HOTEL?

THE WESTFIELD GROUP HAS APPLIED FOR PLANNING PERMISSION TO EXTEND THE WESTFIELD CENTRE NORTHWARDS, GREATLY ENLARGING ITS SIZE AND SCOPE. THE PLANS WOULD INCLUDE 1,700 NEW HOMES AND AROUND 500,000 SQ FT OF NEW RETAIL SPACE. WESTFIELD STATES THAT THE NEW EXTENSION WILL CREATE 2,500 PERMANENT JOBS, AND WILL REPRESENT A £1BN INVESTMENT.[56]

SHEPHERD'S BUSH MARKET IS PRESENTLY THE SUBJECT OF A REGENERATION PLAN BY THE LONDON BOROUGH OF HAMMERSMITH AND FULHAM.[57] IN SEPTEMBER 2010 A REVISED PLANNING AND REGENERATION BRIEF WAS ISSUED.[58] IN FEBRUARY 2011 THE FULHAM AND HAMMERSMITH CHRONICLE REPORTED THAT PLANS INCLUDED 250 FLATS, AND ALSO REHOUSING THE EXISTING TENANTS, MANY OF WHOM OBJECTED TO THE PLANS.[59] IN JULY 2011 FORMER MAYOR OF LONDON KEN LIVINGSTONE VISITED THE MARKET TO ADD HIS VOICE TO THOSE OPPOSED TO THE COUNCIL'S PLANS FOR REGENERATION OF THE AREA.

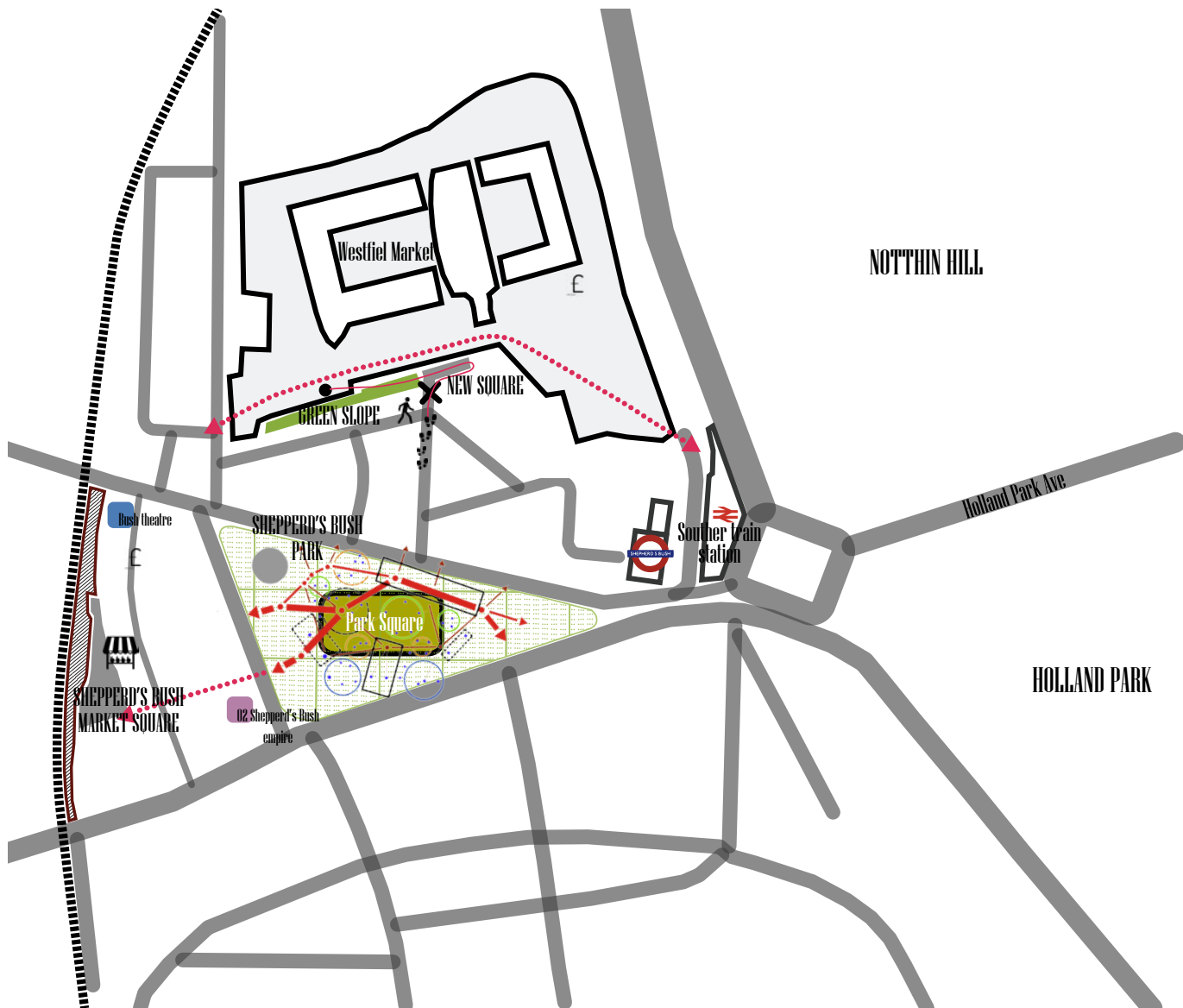
### 3\_ANALYSIS OF THE SITE

ANALYZING THE AREA OF SHEPHERD'S BUSH WILL NOTICE RIGHT AWAY THAT THE WESTFIELD MARKET IS THE CENTRAL BUILDING OF NEIGHBORHOOD LIFE . THIS UNBALANCES MUCH THE DEGREE OF CONCENTRATION OF PERSONS RECEIVING SPACES OF THE CITY , MAKING THE STREETS A SINGLE CROSSING POINT . THE PARK DOES NOT HAVE ANY TYPE OF SERVICE TO THE CITIZEN UNLESS SOME GAMES FOR CHILDREN AND A LARGE GREEN AREA CARELESS .

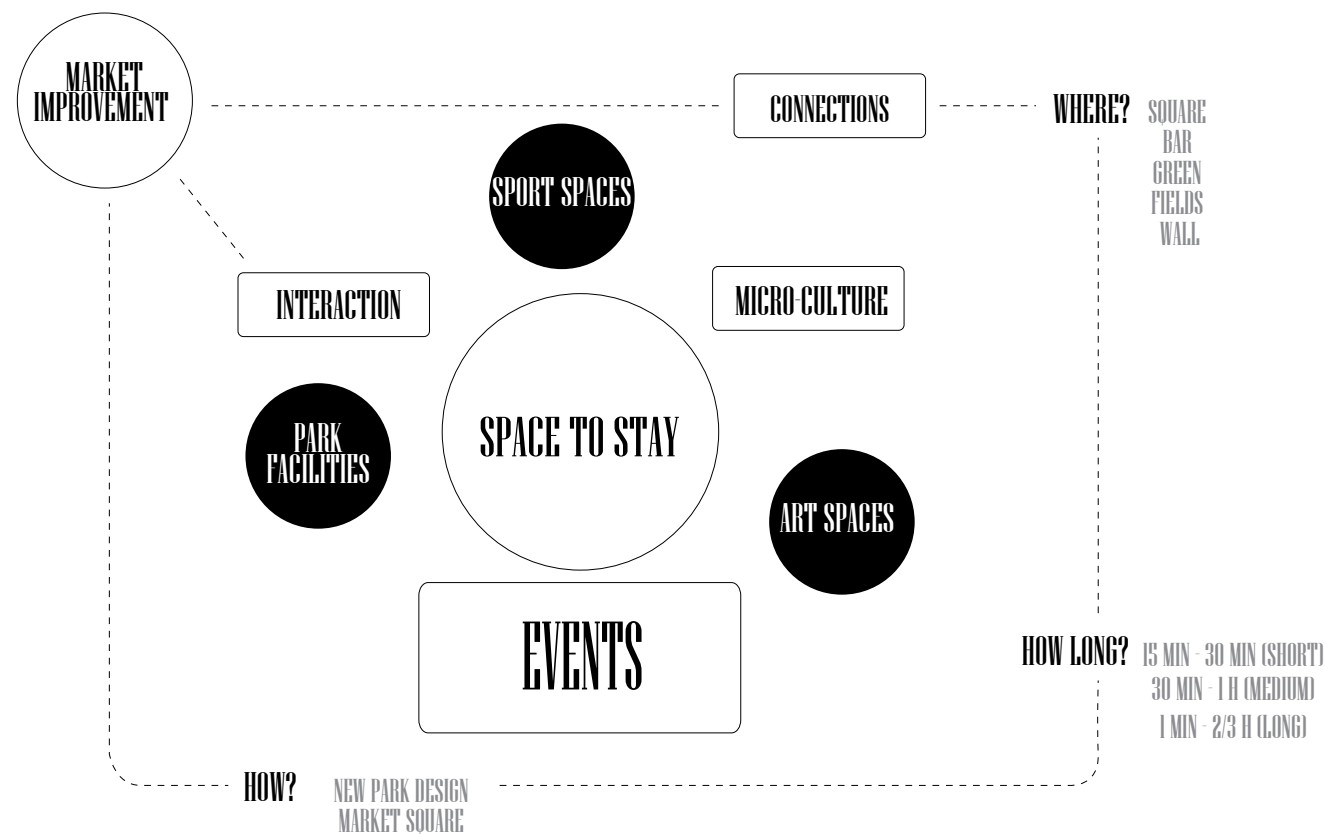
IN THE FABRIC OF THE CITY MANY SECONDARY STREETS FROM MAIN ROADS THAT ALLOW YOU TO CONNECT THE SPACES AND CREATE A PHYSICAL NETWORK TO CROSS THE BLOCKS . MOREOVER, THE PRESENCE OF O2 THEATER AND OTHER LARGE PUBLIC BUILDINGS CREATE OVERLOOKING THE EXTERNAL SYSTEM IN SYNC WITH THE IDEA OF SMART CITIES .

THERE IS NO INTERACTION IN THIS PART OF THE CITY, AND THE MOST QUANTITY OF PEOPLE GO TO THE WESTFIELD MARKET TO DO IT, BUT AT THE END THE MALL IS A LONELY PLACE BECAUSE PEOPLE GO THERE ONLY FOR SHOPPING.

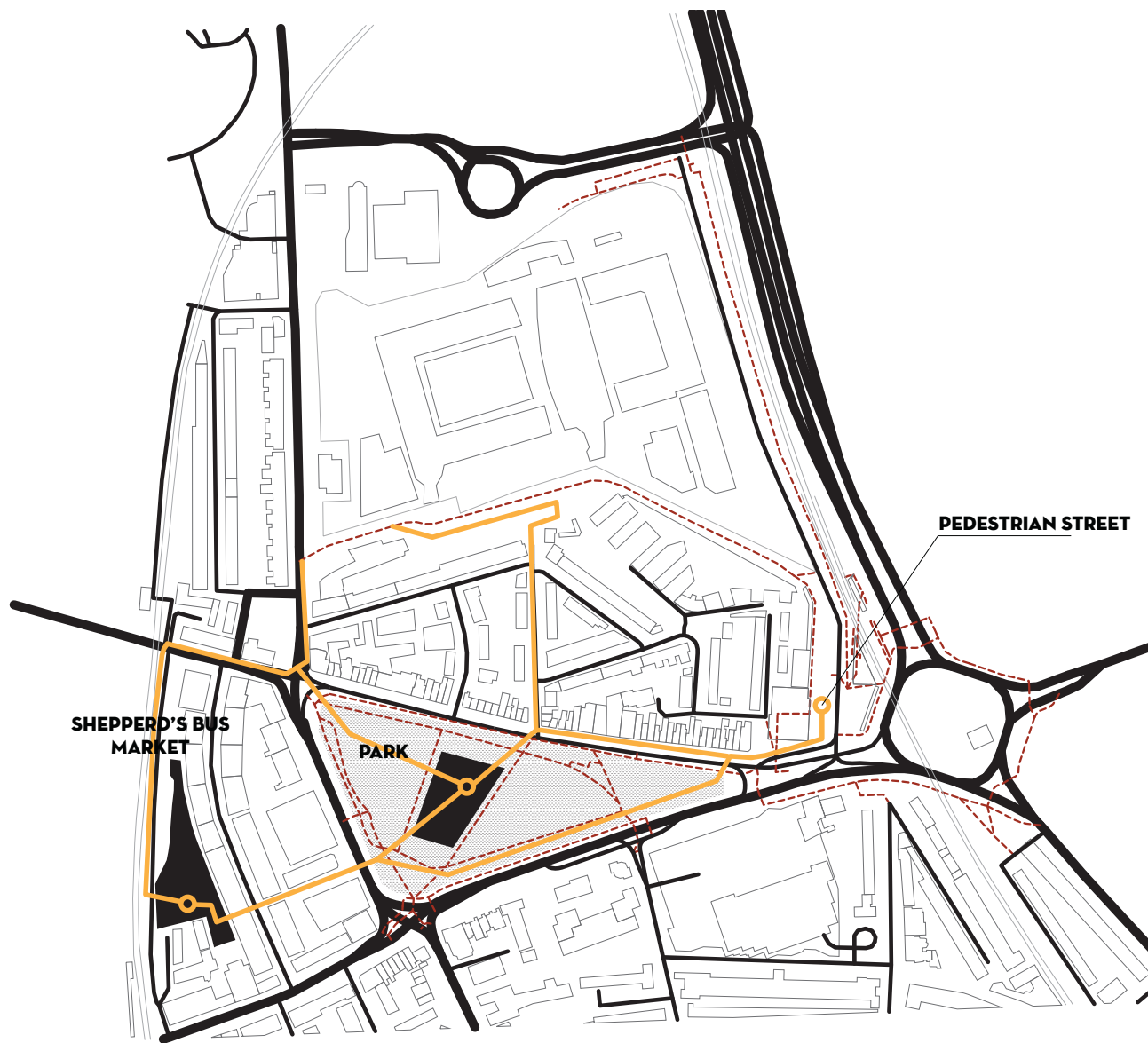
THE GOAL OF THE INTERVENTION IS TO TAKE THIS PEOPLE AND BRING THEM TO PARK AND THE MARKET CONNECTING THE SPACE WITH PATHS AND PEDESTRIAN STREET



# WHAT DOES IT MISS IN SHEPPERD'S BUSH ???

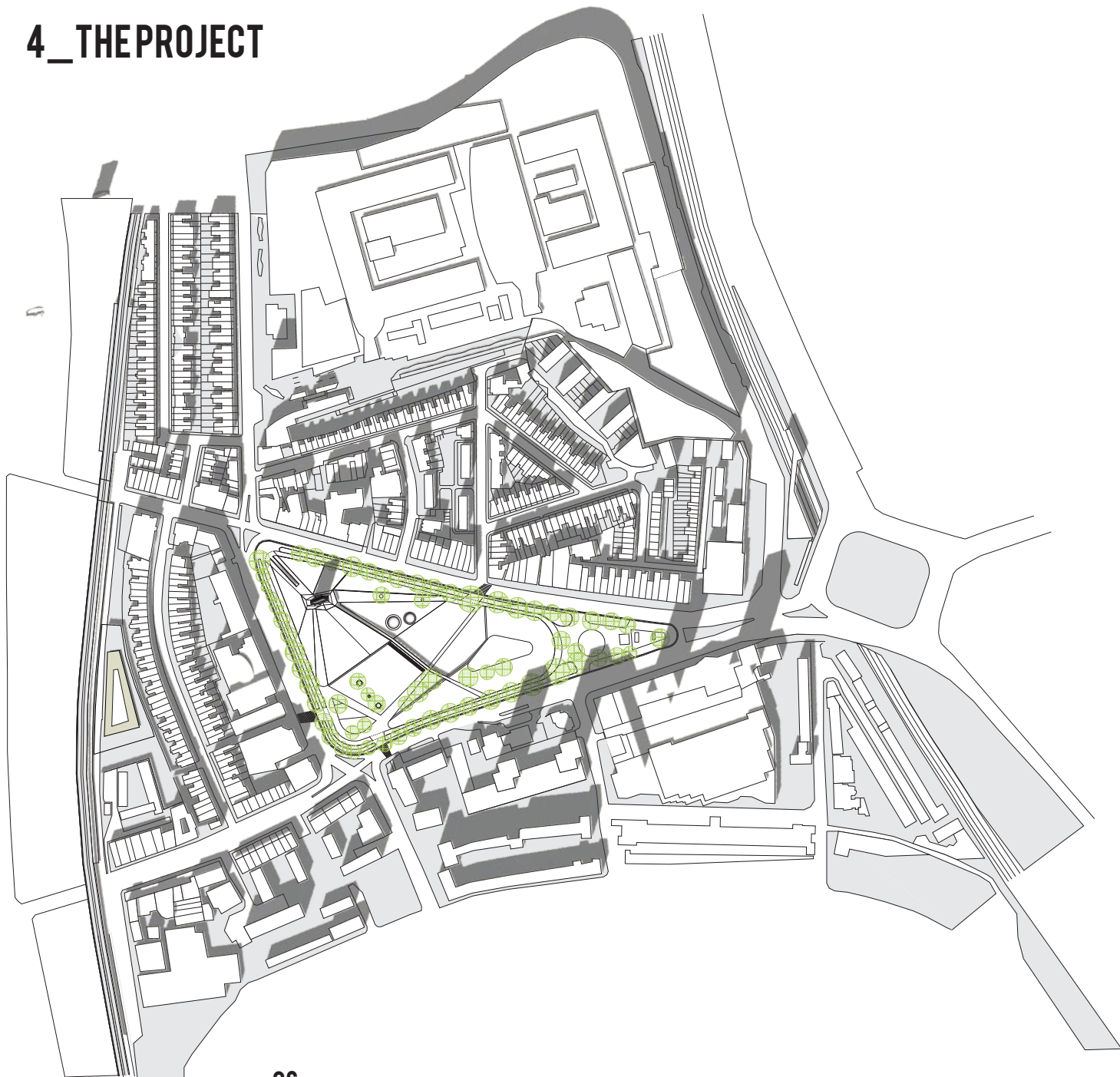






CONCEPTUALLY A PEDESTRIAN STREET WILL START FROM THE STATION OF SHEPHERD'S BUSH, WALKING TROUGH THE DIFFERENTS SPACES OF THE AREA, PASSING FROM THE PARK, ARRIVING UNTIL THE SHEPHERD'S BUSH MARKET AND GOING ANOTHER TIME TOWARDS THE WESTFIELD MARKET. IT BECAME A SYSTEM AND AN EXPERENCIAL WALK. THE BIG STONE WALL STARTS TO BE AN ATTRACTIVE PLACE, THE SQUARE IN THE CENTRE STARTS TO BE AN HAUNT FOR PEOPLE AND CITIZENS AND THE FIELDS AND GREEN SPACE WITH THE PARK DESIGN START TO BE A REAL SPACE TO STAY AND INTERACT.

## 4\_THE PROJECT



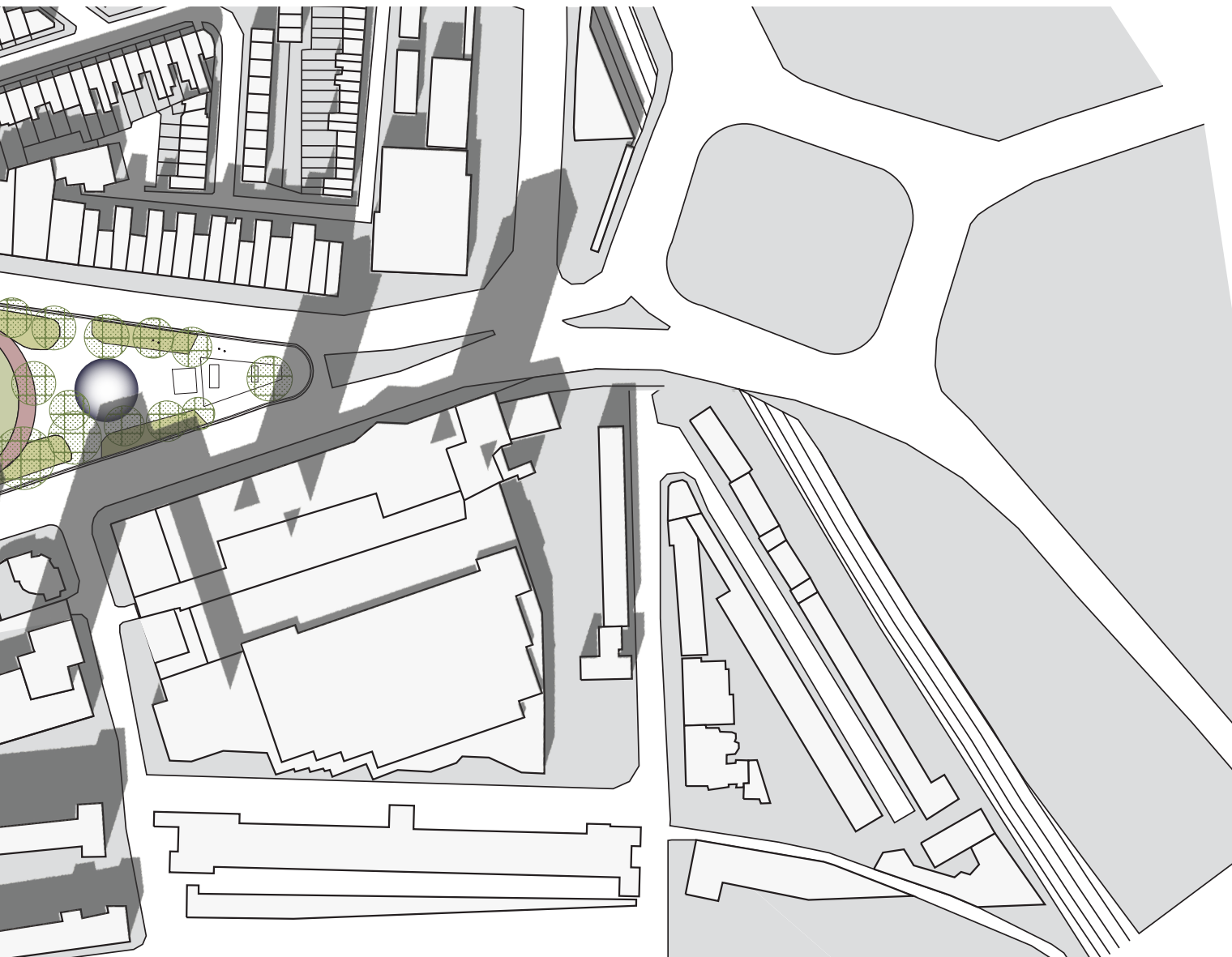
THE IDEA THAT LIES BEHIND THE PROJECT IS TO GIVE THE CITY A PLACE WHERE YOU CAN SPEND QUALITY TIME ONCE FINISHED THE WORK DAY OR BEFORE YOU START IT . MANY PEOPLE IN LONDON WORK MORE THAN TEN HOURS A DAY AND BECAUSE OF THE MOVEMENT AND THE LACK OF AREAS DEVOTED TO CULTURE AND SPORT FACILITATE ACCESSIBLE TENDS TO LIVE A LIFE FORDIST THEM CHANTING RHYTHM OF THE DAY BETWEEN MEALS AND THE WORK THEY UNDERTOOK A MORE SEDENTARY LIFESTYLE THAT IS NOT AT ALL HEALTHY .

IN ORDER TO MAKE THIS PLACE AN AREA SUSTAINABLE AND THAT PROVIDES A REAL SERVICE TO THE CITIZENS , WE IMAGINE TO REDEVELOP THE PARK OF SHEPHERD'S BUSH , DEDICATING IT TO SPORT AND CULTURE . SHEPHERD'S BUSH MARKET IS INSTEAD THOUGHT GOING TO CREATE A CENTRAL SQUARE THAT WILL SERVE AS ' AGORA ' , THE ULTIMATE ARENA FOR EXCHANGE AND INTERACTION BETWEEN PEOPLE .

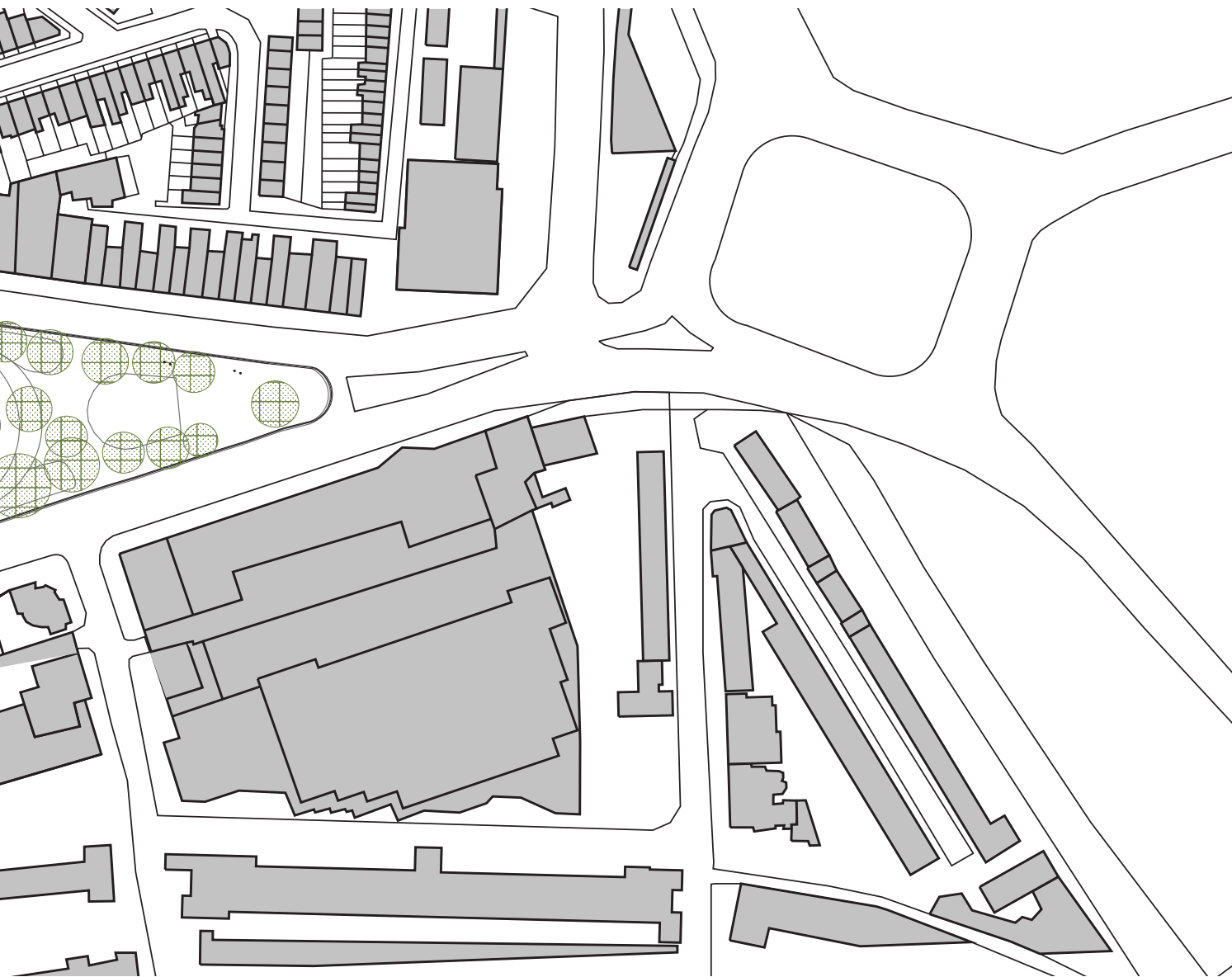
STARTING FROM THE UNDERGROUND STATION, CONNECTS THESE SPACES DEDICATED TO THE SPORT UNTIL THE MARKET . A LARGE VERTICAL WALL CLIMBING 20 METERS HIGH WILL BE A NEW SYMBOL ELEMENT INSERTED IN THE DISTRICT . AS WELL AS GIVING FANS THE CHANCE TO CLIMB BOTH OUTDOOR AND INDOOR , IN TURN, GENERATES A SPACE THAT WILL INCLUDE A MULTIFUNCTIONAL UNDERGROUND BAR AND SERVICES FOR ATHLETES .

THE CENTRAL SQUARE WORKS LIKE A HARD CORE IN THE PARK AND BEING IT, BISECTED BY A REGULAR SERIES OF ARCHES , CHANGES ITS LEVEL , MAKING IT POSSIBLE TO HOLD SEVERAL ACTIVITIES AT THE SAME TIME AS CONCERTS AND SHOWS OUTDOOR, BUT ALSO TEMPORARY INSTALLATIONS AND PERFORMANCE ART.



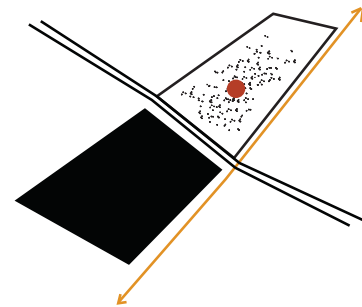
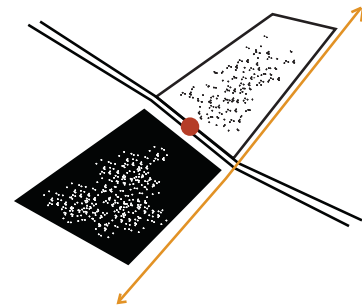
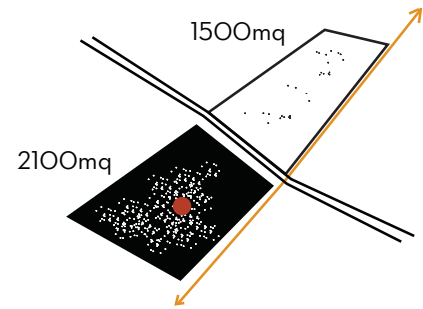
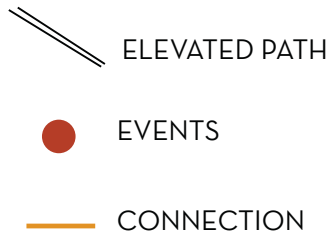


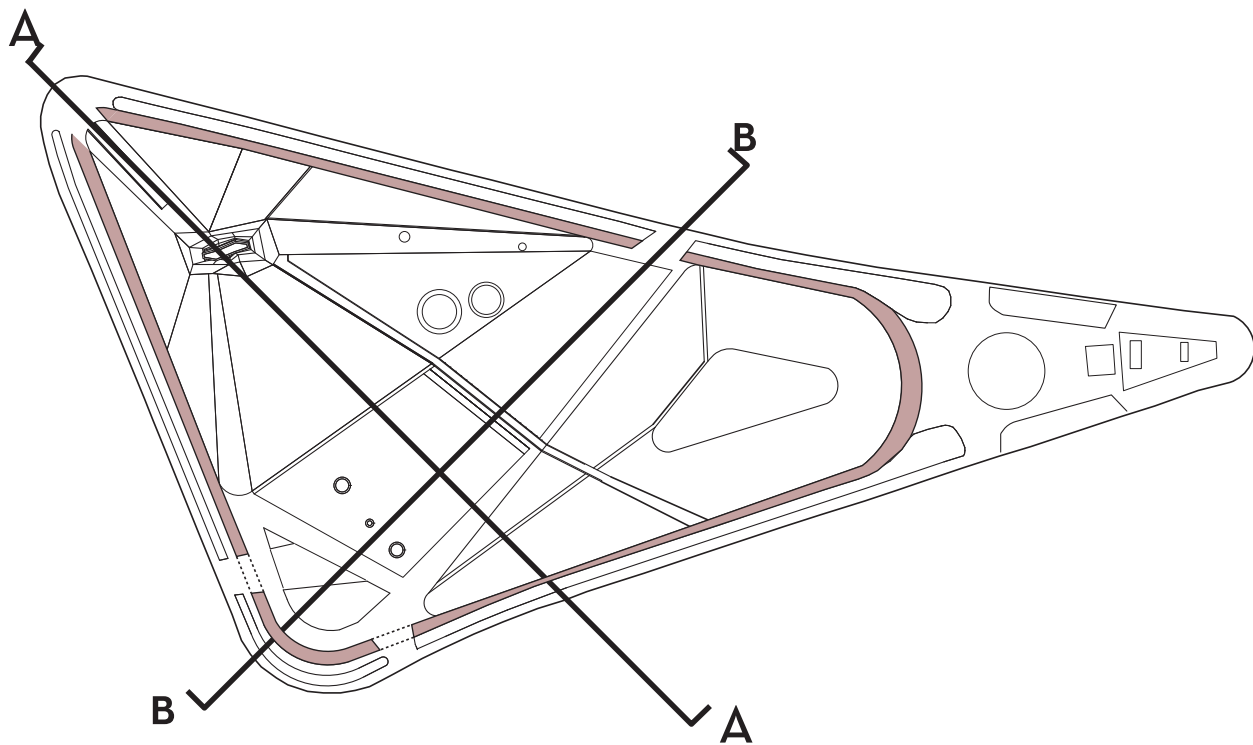




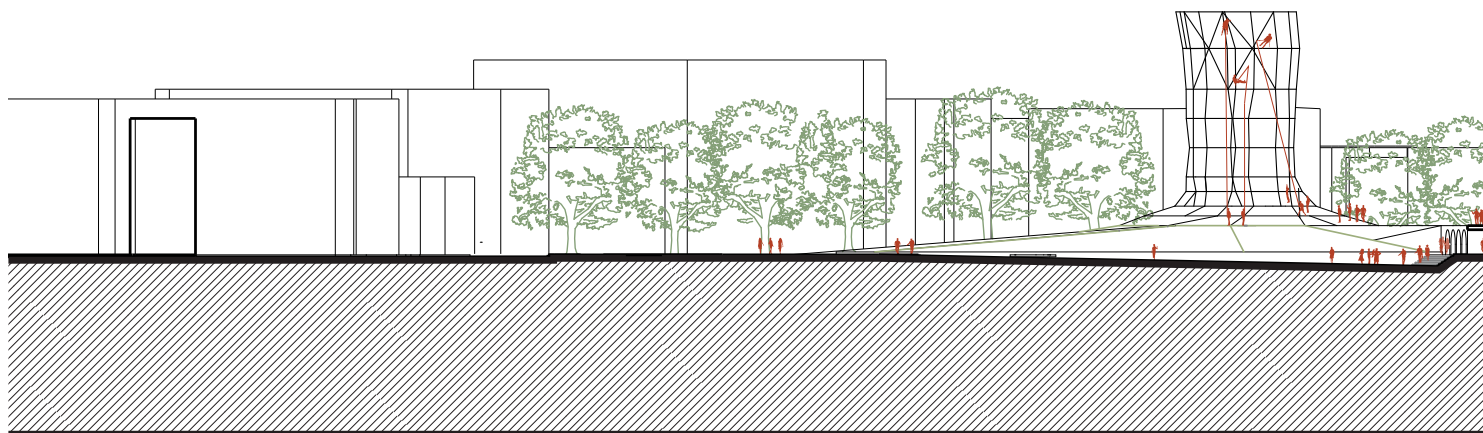
## SQUARE SCHEME AND USABILITY

THE CENTRAL HARD CORE IS BASICALLY A SQUARE.. IT IS DIVIDED IN TWO BY A SERIES OF ARCHS THAT SUTAIN AN ELEVATED PATH WHO JOIN TWO DIFFERENT PART OF THE PARK. TWO PIECES ARE ON A DIFFERENT LEVEL AND A STRIPES OF STAIRS JOIN THEM. THE QUALITY OF THIS SQUARE IS ITS ABILITY TO BE AT THE SAME TIME A SPACE TO STAY LIKE IN A SQUARE AND A SPACE TO ORGANIZE AN EVENT OR A PERFORMANCE. SO IMMEDIATELY IT BEGAN A SITE FOR CITIZENS A SPACE OF INTERACTION



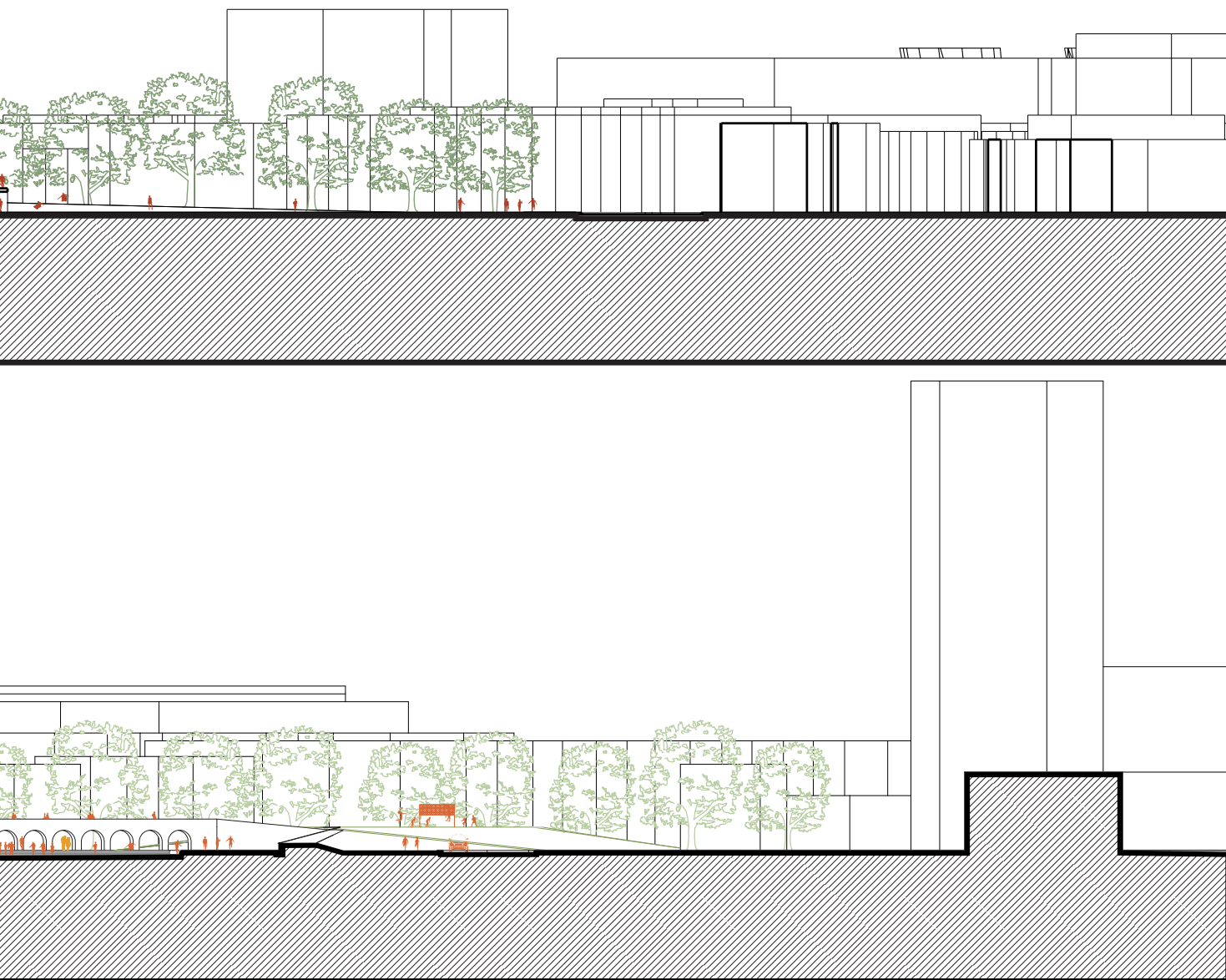


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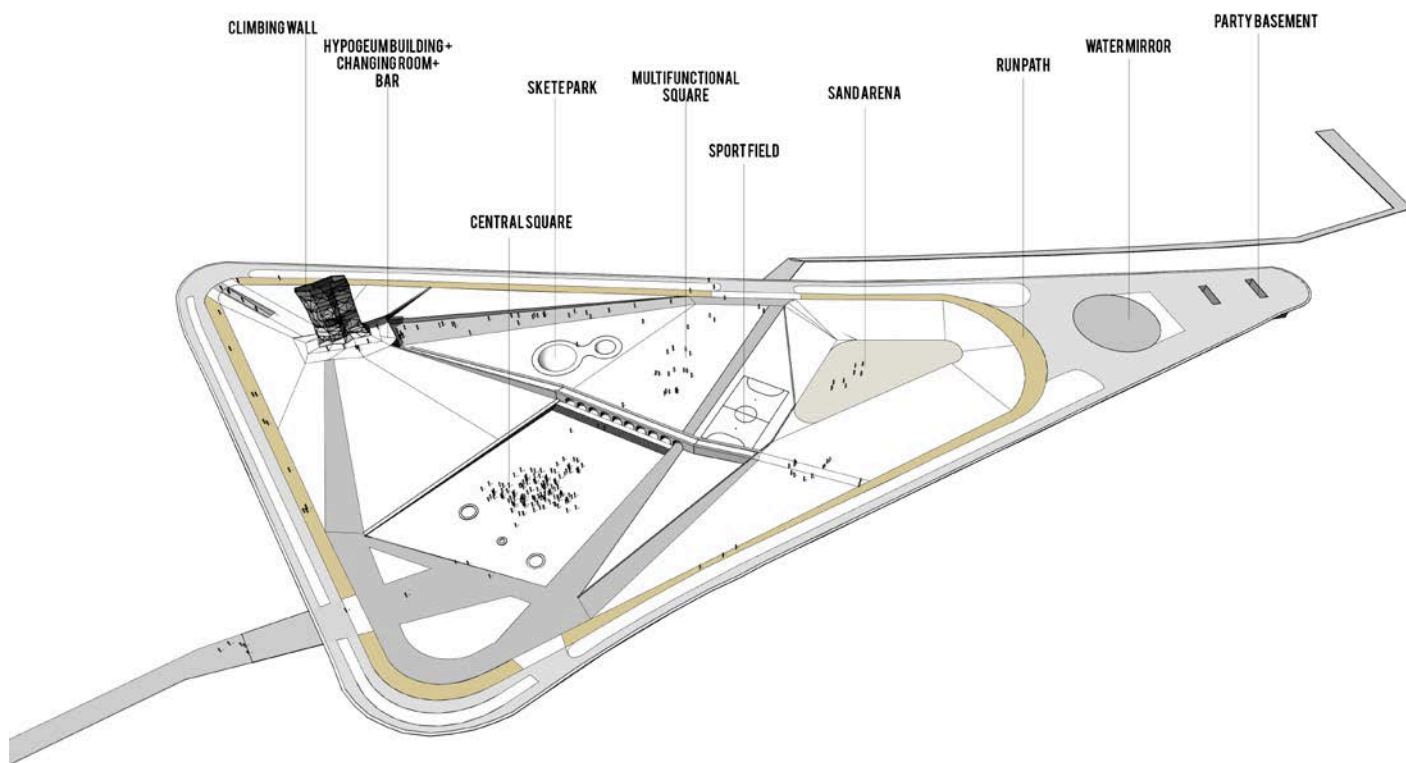


SEZIONE AA





## FUNCTIONS SCHEME



## DIFFERENTS SPORT IN THE SHEPHERD'S BUSH GREEN



CLIMBING



FOOTBALL



SKATE



FRESBEE



JOGGING



TENNIS

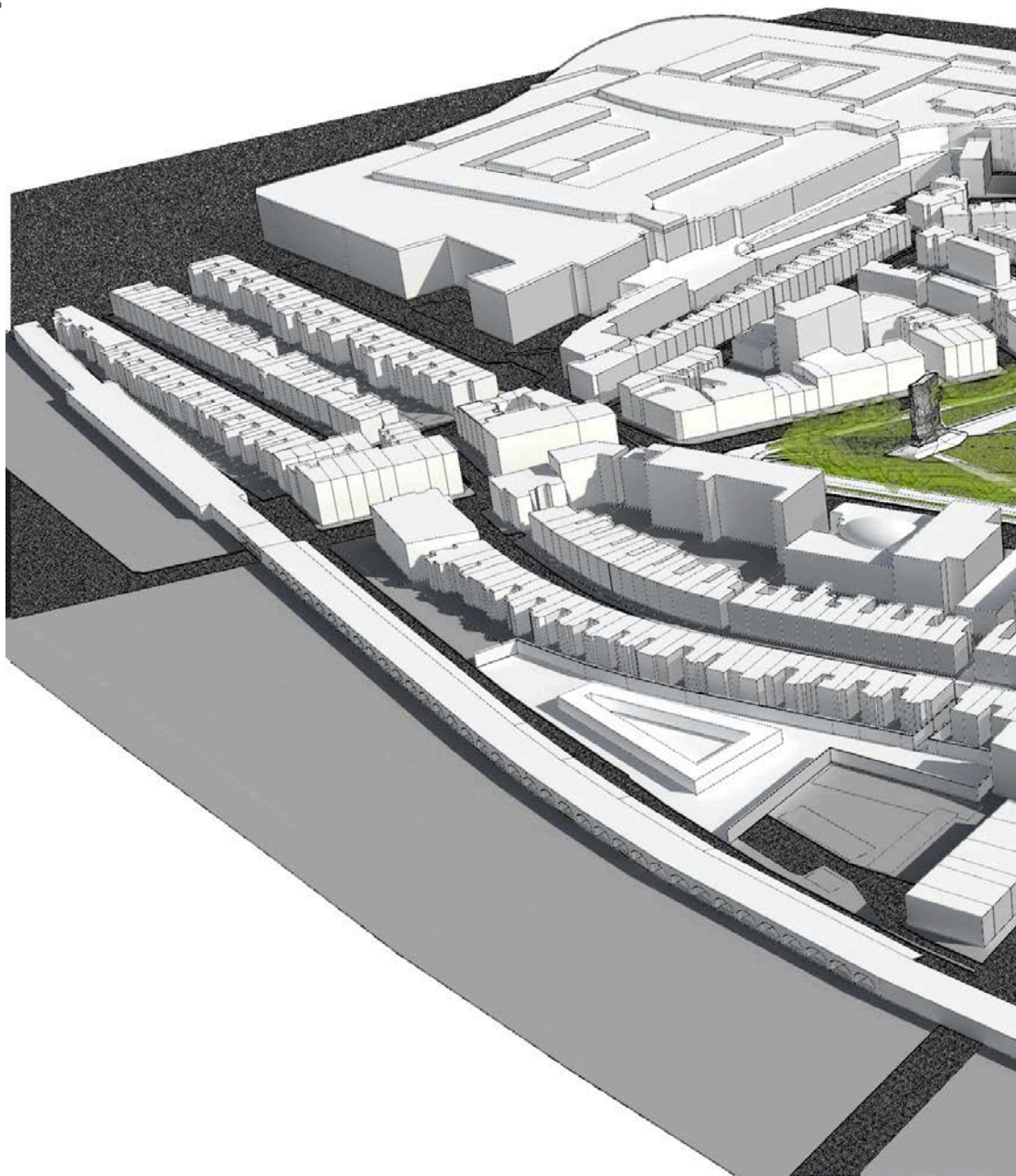


VOLLEYBALL



ROLLERBLADE

GENERAL VIEW OF SHEPERD'S  
BUSH VILLAGE









THE FIRST ACCESS TO THE PARK COMING FROM THE UNDERGROUND STATION. IMMEDIATELY YOU ARE IN THE SQUARE, BUT THE PARK REMAIN DIVIDED FROM THE STREET BY AN HIGH BARRIER OF GREEN WHICH HELP TO DECREASE THE NOISES.





THE SECOND ENTRANCE LEADS YOU TO THE HYPOGEUM SPACE UNDER THE BIG CLIMBING WALL HIGH 20 METER. ABOVE THE STONE THERE IS A MULTIFUNCTIONAL SPACE WITH CHANGING ROOM AND A BAR





