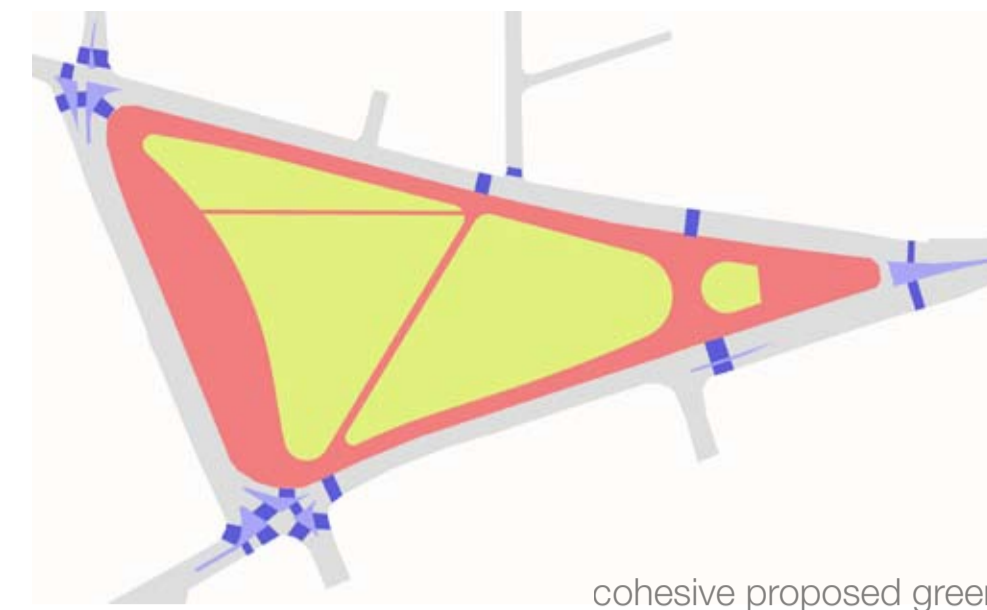
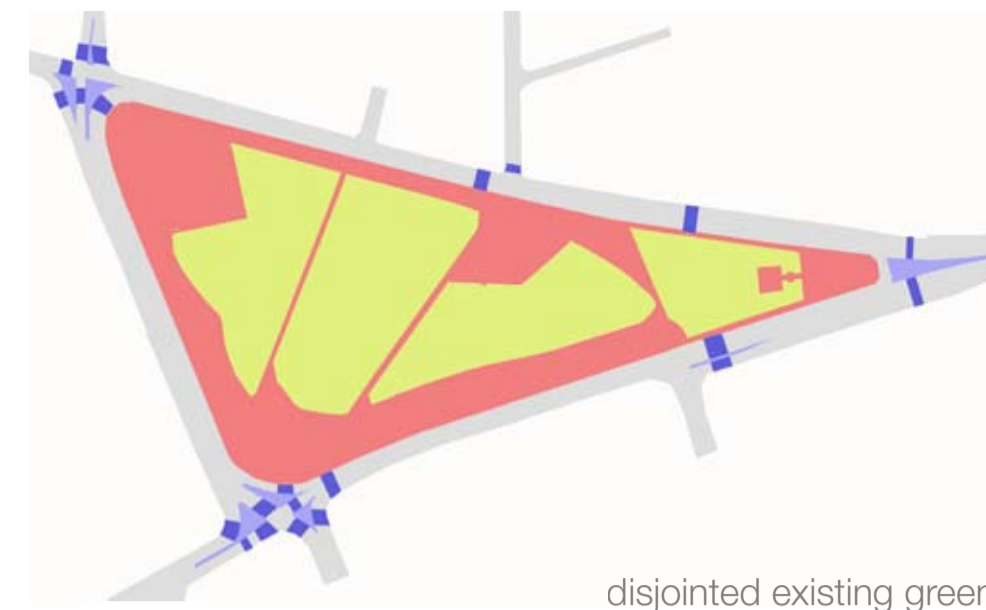
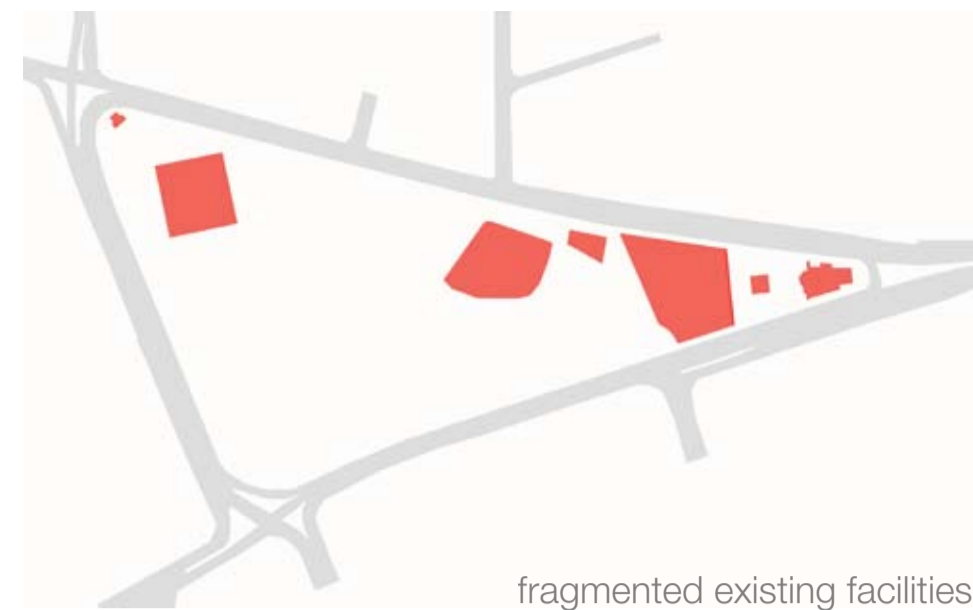


Introduction
 This exhibition is the second of a two stage consultation process and shows the design progress since the last exhibition in January where the proposals for the Shepherds Bush Common Improvements Project were first made available to the public.

The updated proposals presented here represent the Design Consultant's response to the following:

- the Vision and Design Brief set by Hammersmith and Fulham Borough Council, in collaboration with local stakeholders
- comments received from the previous exhibition
- detailed site constraints and opportunities to emerge through design development of the concept proposals



Masterplan proposals as per the last public exhibition in January

Feedback from the last Exhibition

At the last Exhibition, held from 23. January to the 31. January 2008 we gave you the opportunity to rate the layout and facilities for each area of the park. Feedback questionnaires were provided and a total of 165 questionnaires were filled in. **Thank you very much to everyone who took part!** You helped us to understand your needs and requirements but also your concerns about the proposed scheme. Below is a summary of the feedback we received from you. The ratings received for each area can be seen below. Other general comments we received can be viewed online under <http://www.citizenspace.com/local/lbhf/ShepherdsBush>

While generally a high percentage of all areas have a high approval rate ('very good' and 'good' rating together between 52% and 74% for all areas) the highest approval rates were given for the provision of public toilets, the boulevard around the perimeter, the cafe and outdoor seating area and the footpath network within the Common. The areas with the highest percentage of a 'very poor' rating are the provision for dogs, the planting and removal of trees and the extent and location of older children and teenagers play. Other issues raised included the need for improved CCTV and lighting, concerns over the amount of paved areas, a resolution to conflicts between pedestrians and cyclists, and the use of more native plant species.

Area	Rating:	very good	good	satisfactory	poor	very poor	don't know
1	Boulevards around the perimeter	52%	22%	9%	5%	8%	6%
2	Pedestrian path network within the Common	51%	21%	11%	3%	5%	5%
3	Cycle paths	43%	23%	7%	4%	8%	12%
4	Raised grass areas and steps	45%	20%	10%	4%	7%	10%
5	Extent and location of Toddlers Play (1-4 year old)	41%	21%	9%	7%	7%	13%
6	Extent and location of Young children's play (5-8)	41%	23%	10%	5%	7%	11%
7	Extent and location of Older children and teenagers play	39%	20%	8%	6%	10%	14%
8	Setting of War Memorial	44%	26%	7%	3%	8%	10%
9	Plaza at eastern end	43%	28%	8%	3%	5%	10%
10	Events space	44%	21%	8%	4%	6%	14%
11	Café and outdoor seating area	52%	15%	10%	4%	8%	8%
12	Public Toilets	54%	17%	5%	4%	8%	10%
Other Elements:							
	Provision for dogs	34%	18%	10%	8%	18%	8%
	Tree planting and removal	44%	20%	10%	3%	10%	10%

Key changes to the overall layout

- A Introduction of longer grass and wild flowers beneath existing trees and removal of western boulevard foot path to increase overall grass areas
- B Cycleways diverted around pedestrian crossings to avoid direct conflict with people waiting to cross the road
- C Ramped access added up to War Memorial
- D Revised corners reduced in height and 'urban benches' added in-lieu of steps (see boards showing detailed proposals)
- E Cafe and toilet facilities moved to more prominent position
- F Green space increased at corners to wrap around the park facilities
- G Design of childrens play area developed and features added to screen perimeter road system (see boards showing detailed proposals)
- H CCTV cameras added to provide full coverage of the common

Vision + Design Objectives

The Common will provide a focus for a regenerated town centre so that the benefits of town centre expansion are enjoyed by the old town centre as well as the new. The high quality space created will act as a catalyst to encourage further town centre investment and will build on the effect of other major town centre improvements which are planned or currently in progress. Our insistence on good design and excellence in quality of detail will enable the Common to complement the first rate public spaces anticipated in the new White City Shopping Centre.

We expect Shepherds Bush Common to be redesigned to create a high quality green space of national distinction that builds on its existing landscape heritage in a way that is appropriate for the 21st Century.

The open and green character of the common should be maintained and enhanced whilst new and improved amenities which are compatible with its protected status under the Metropolitan Common's Acts are provided.

We aim to achieve a timeless but innovative quality in design and detailing. Imagination and flair will be required to create a modern functioning space which respects the established fabric of historic landscape elements and creates a breathing space and escape from the bustling urban surroundings.

Programme

The outline project programme is as follows:

- July '08 - Planning Application
- Nov. '08 - Works Tender
- March-Dec.. '09 - Construction