

**SHAPE**

**SHEPHERD'S BUSH MARKET**

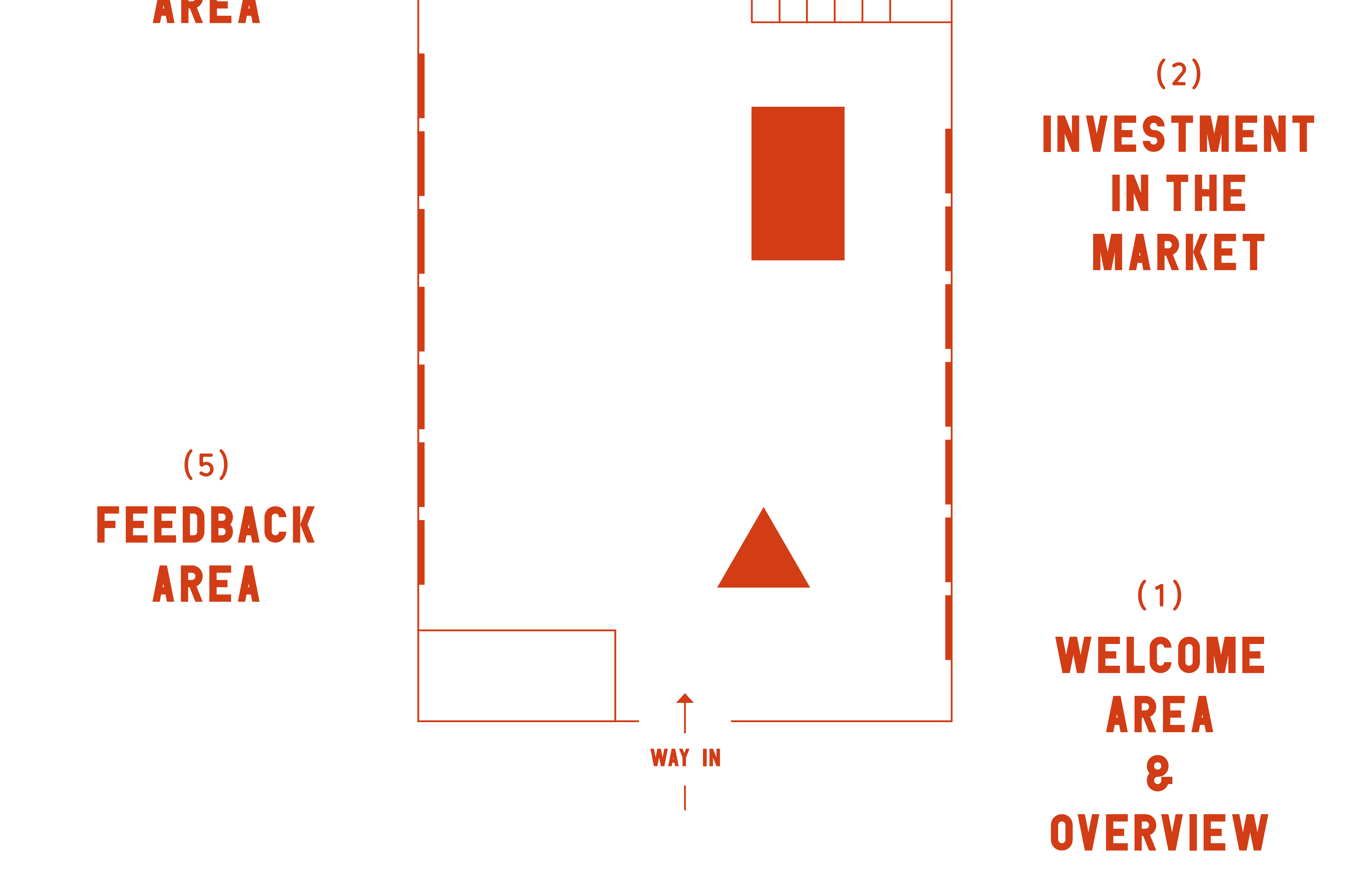
**&**

**YOUR  
LOCAL  
AREA**









## MEZZANINE ACCESSIBILITY

( Information on the mezzanine level  
is also available as a print-out )

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is also available as a print-out

**2020/21**

During the pandemic Yoo Capital wrote off over 10 and a half months rent and gave traders further support on a case-by-case basis

**2011**

It was owned and operated by TfL until 2011

**2011-19**

The Market suffered a period of neglect during this time and there was little to no investment in it

**2022**

As of today Yoo Capital has invested over £600,000 in the Market, at no cost to the Market Traders

**2011**

After 2011, the Market was owned by consecutive private companies that tried to redevelop the Market and the land next to it

**1914**

Shepherd's Bush Market was officially established in 1914, just before the start of the First World War

**2020**

Yoo Capital became the majority owners of Shepherd's Bush Market, Kindred Studios and 42 & 48 Goldhawk Road in September 2020. U+I owned the Market previously and have kept a minority share



# THE MARKET: OUR COMMITMENT

While the Market remains a popular and loved part of the community, it needs investment to improve its buildings and facilities, and to attract more customers.

Yoo Capital is committed to making this investment and guaranteeing that all Shepherd's Bush Market Traders who want to remain at the Market will be able to do so for the next decade.

## TO HELP MAKE THIS POSSIBLE YOO CAPITAL WILL:

1

CANCEL RENT, SERVICE CHARGE  
AND PAY FOR BUSINESS  
RATES DURING THE PERIOD OF  
CONSTRUCTION AFFECTING  
THE MARKET

2

PROVIDE TRADERS WITH  
NEW UNITS OR GIVE  
THEM £10,000 TO UPGRADE  
THEIR EXISTING UNIT

3

GIVE FINANCIAL SUPPORT OF  
BETWEEN £7,500 – £12,500  
TO EACH TRADER

4

PROVIDE TRADERS WITH NEW  
LONG-TERM LEASES THAT FIX  
RENT AT THEIR CURRENT LEVELS  
FROM NOW UNTIL FIVE YEARS  
AFTER CONSTRUCTION IS  
COMPLETE (APPROXIMATELY 2031)

5

GIVE TRADERS THE OPTION  
TO TAKE A PAID SABBATICAL  
DURING CONSTRUCTION

6

PROVIDE SUPPORT, TRAINING  
AND MENTORING FOR THE MARKET  
TRADERS SO THEY CAN GROW  
AND EVOLVE WITH THE MARKET





# ARCHES

## PLANS FOR THE MARKET: ARCHES

It is important the shops within the arches retain their individual style and character. We have created some simple designs for traders who would like to upgrade their shopfronts.

The upgrades cost approximately £10,000 and we will give every trader in an arch £10,000 to invest in refurbishment when construction begins.



# SHOPS

PLANS FOR THE MARKET: SHOPS

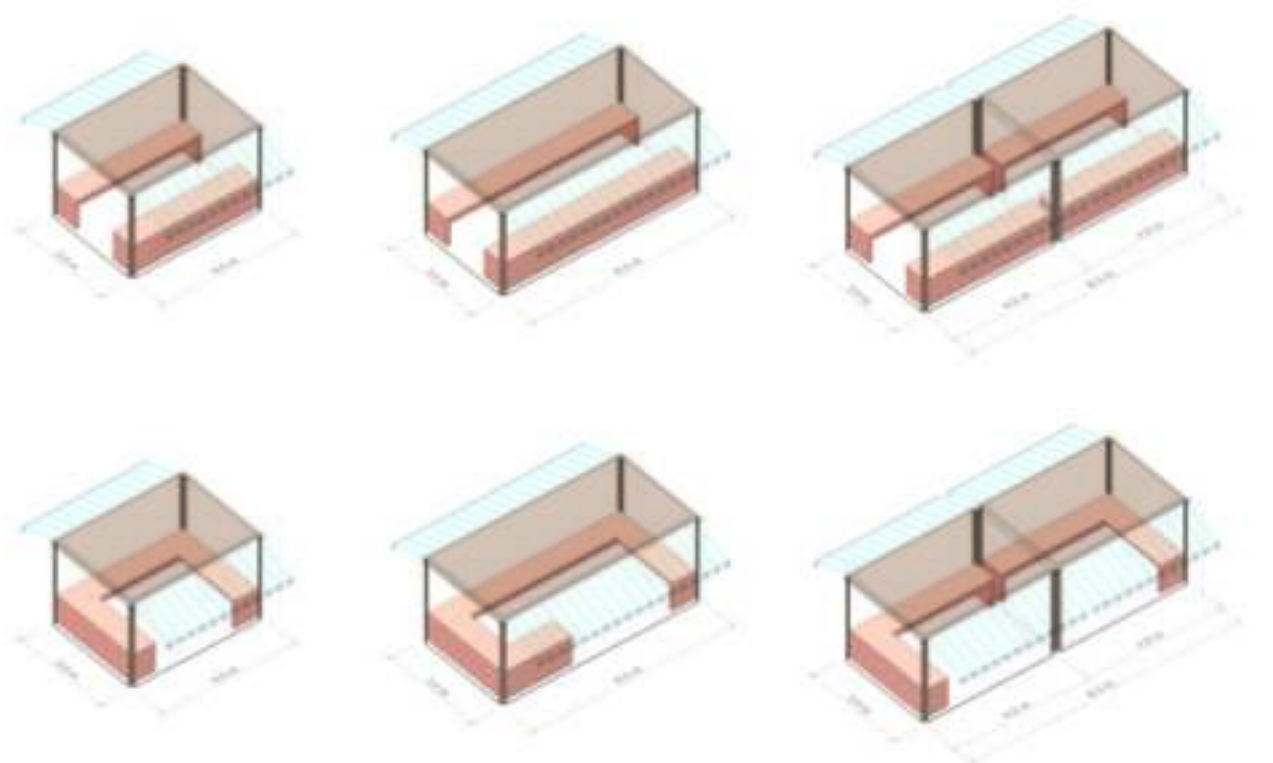
Shops 24 – 58 will be removed and re-provided on the ground floor of the new residential and office buildings



# STALLS

## PLANS FOR THE MARKET: STALLS

All the existing stalls will be removed and replaced with stalls of a comparable size and in a similar location. We have created a prototype stall area in the Market of the Future arch. Visit to find out more.







# WHAT DO YOU WANT TO SEE?



# MARKET PLANS: ENTRANCES

While the Shepherd’s Bush Market entrance arch is iconic, the Market entrance overall is narrow and cluttered.

We have been working on different versions of the entrance sign. All the signs are designed to create a more inviting and welcoming entrance.

We can add gates or roller shutters to all the options so the Market can be secured at night. We can also add changing signs to the arches at the top of the sign on all the options.

What would Shepherd’s Bush Market look like if it had continual improvement for the last 20 years?

Option A  
Existing sign



Option B  
Three arches



Option C  
The globe



USE A STICKER TO VOTE FOR YOUR FAVOURITE



# MARKET PLANS: THE CANOPY

The current canopy was installed in 1997 and now looks scruffy and tired. We looked at historical references for the canopy and tested options with Shepherd's Bush Market Traders.



Current and historic views of the canopy



Current canopy design



Discounted because of poor weatherproofing and cost. These designs overpowered the Market

The current design for the canopy is an updated version of the historic design. It has been kept simple so that it is easy to see the traders' arches and displays. The canopy is tilted upwards to give weather protection and so that water runs away from the Market. It will be possible to hang lighting and decorations from the underside of the canopy and change them for different times of the year.





View of the office building from within the old laundry yard with pennard road on the right



View of the office building from goldhawk road



View of the office building from goldhawk road market entrance



View of the office building from within the old laundry yard



View of the office building from lime grove



View of the office building from pennard road



DESIGN OPTIONS:

# MATERIALS

We have looked at other options for the façade, including a concrete and ‘warehouse-style’ brick version. We want to hear your thoughts on the design.

In all the options we will use planting to increase the biodiversity of the building and to screen the views from and across to the residential buildings.

Option A  
Orange brick



Option B  
Concrete



Option C  
‘Warehouse-style’ brick



USE A STICKER TO VOTE FOR YOUR FAVOURITE



# ACCESS TO WORK

# THE WORKSPACE

The commercial building will contain a life sciences incubator for Imperial College London, co-working space and larger spaces for companies to lease.

At its highest point, the building is 8 storeys, or 32m tall. The shape of the building has been designed so that the highest parts are towards Goldhawk Road. The building steps down significantly towards Pennard Road.

We will make sure that residents, Market Traders and local businesses have access to the co-working space.

Mezzanine



Ground



Basement



Imperial College  
London

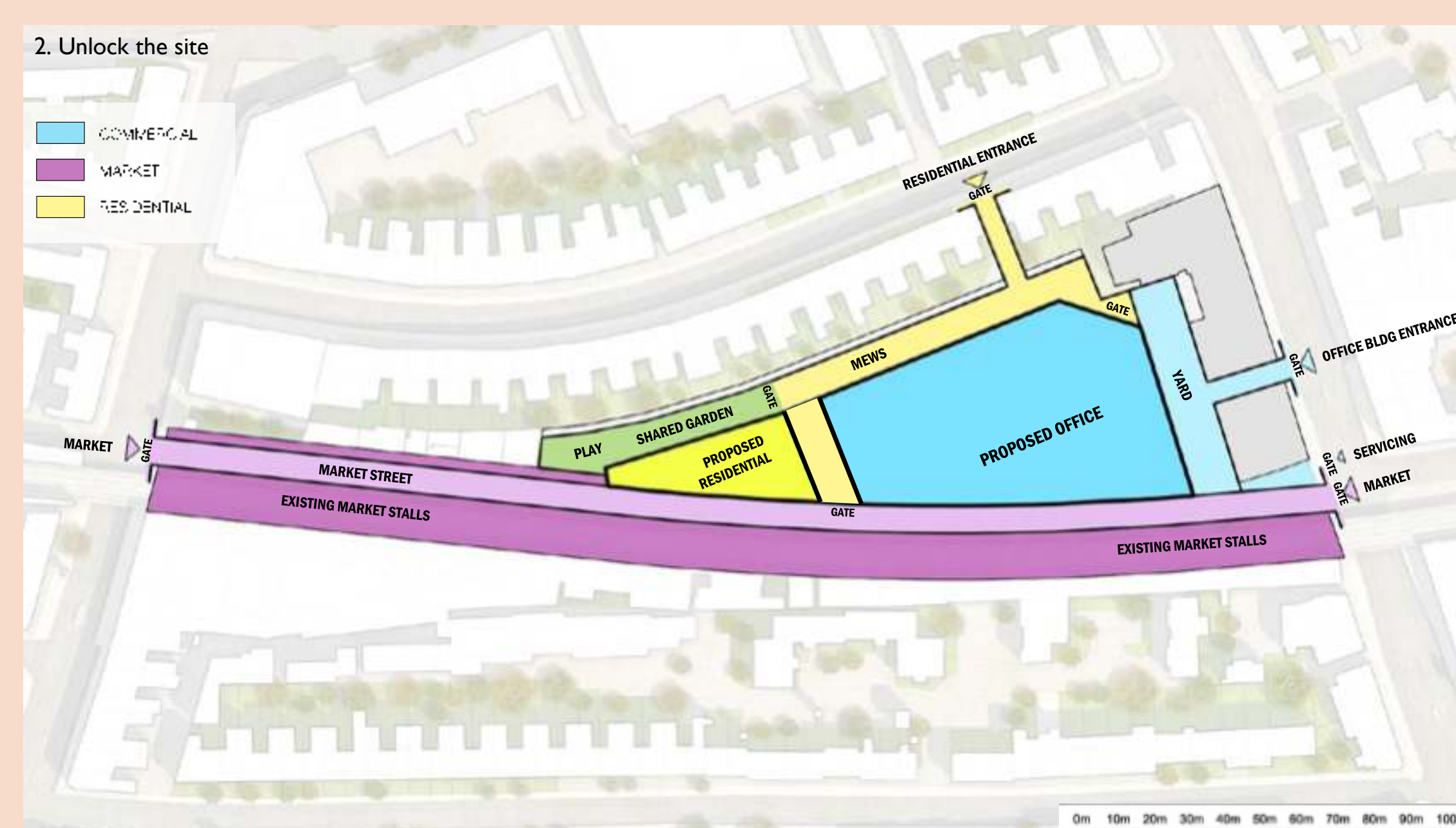




# AN INCUBATOR ECOSYSTEM

## WITH THE MARKET AT IT'S HEART

The Market will be a platform for the existing Market traders and a retail incubator with trading spaces for local people to trial new ideas. The office building will house a life sciences incubator, operated by Imperial College London and co-working space for small businesses, with meeting rooms and facilities that Market traders, people from the life sciences incubator and residents will be able to hire.





# AFFORDABLE HOUSING

We are delivering 40 new affordable homes for the London Borough of Hammersmith and Fulham as part of the masterplan. The new homes will be a mixed affordable tenure, with some at an affordable rent and some at a social rent. The homes are a mixture of one, two and three-bedroom units. 10% of the homes are accessible.

There will be no private housing for market sale.



The side of the building facing the Market has been pulled back to create a shared garden area on the first floor.



All the new homes also have their own private balconies and are dual aspect, which means that they have windows on more than one wall.



View of the affordable housing building from the Uxbridge Road end of the Market



View from wall between Pennard Road looking at affordable housing building



The side of the building facing Pennard Road has been designed to reflect the brick and bay window design of the existing local houses.



Frithville Gardens



View of the affordable housing building from Old Laundry Yard with Pennard Road on the right



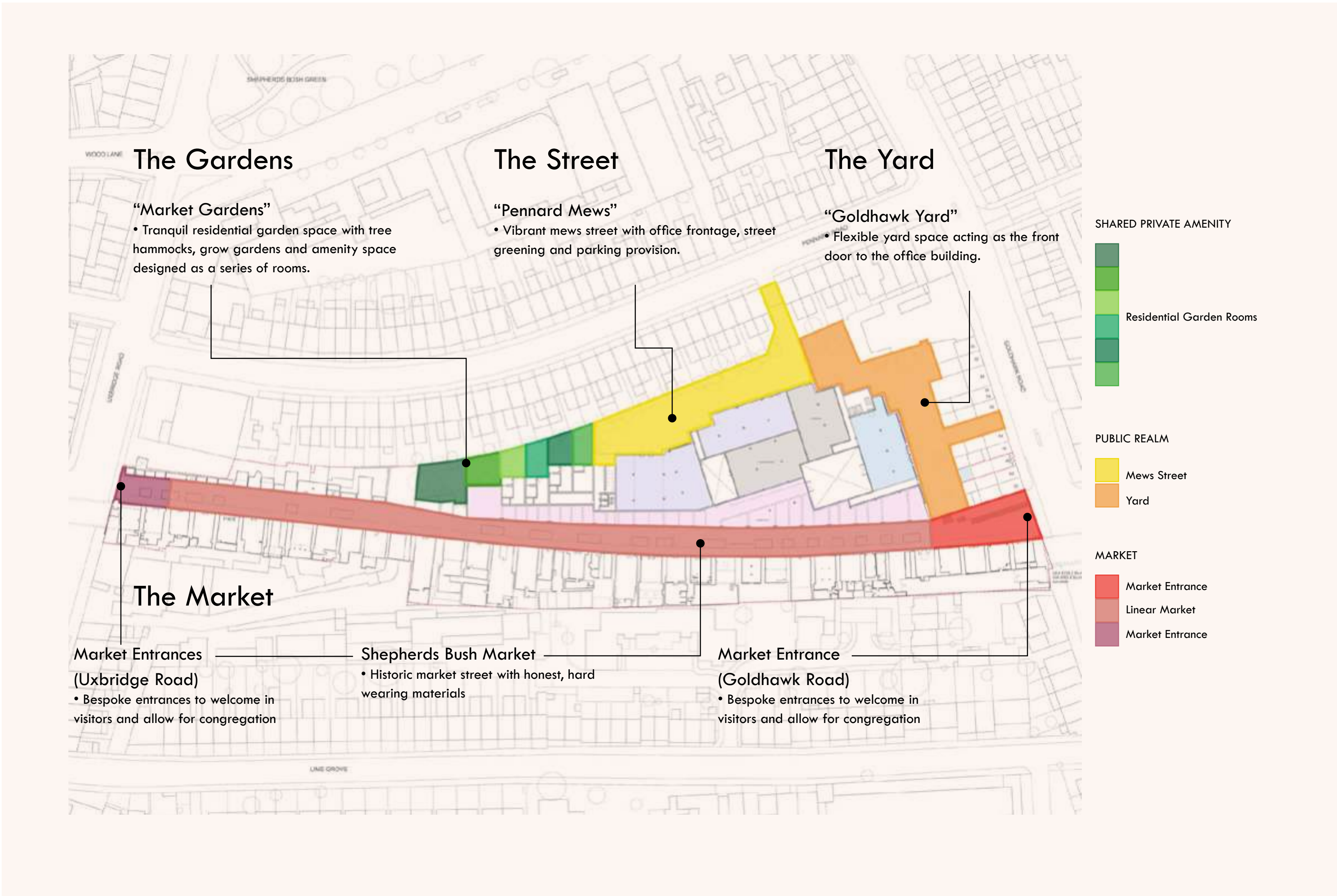
PLANTING, PAVING ETC.

# OUTDOOR SPACE

There are three main areas of outdoor space: the Market, the area outside the workspace and the area outside the affordable housing. These areas will have different feels:



Simple, robust, subtle detailing



Landscape areas



'Naturalistic', biodiverse, seasonal



Opportunities for interventions to represent existing community: heritage, art, sculpture, play elements



Concept landscape plan



# SCHEME & STRATEGY

# TRANSPORT

The current transport strategy is shown in the diagram below. Currently, cars are allowed to drive through the Market between:

Mon – Wed: 06:30-10:00 & 17:00–19:00  
Thu – Sat: 06:30-09:30 & 17:00-19:00

The Old Laundry Yard is currently serviced from Pennard Road and Kindred Studios, which occupies the former St Mungo’s building in serviced from Market Lane.



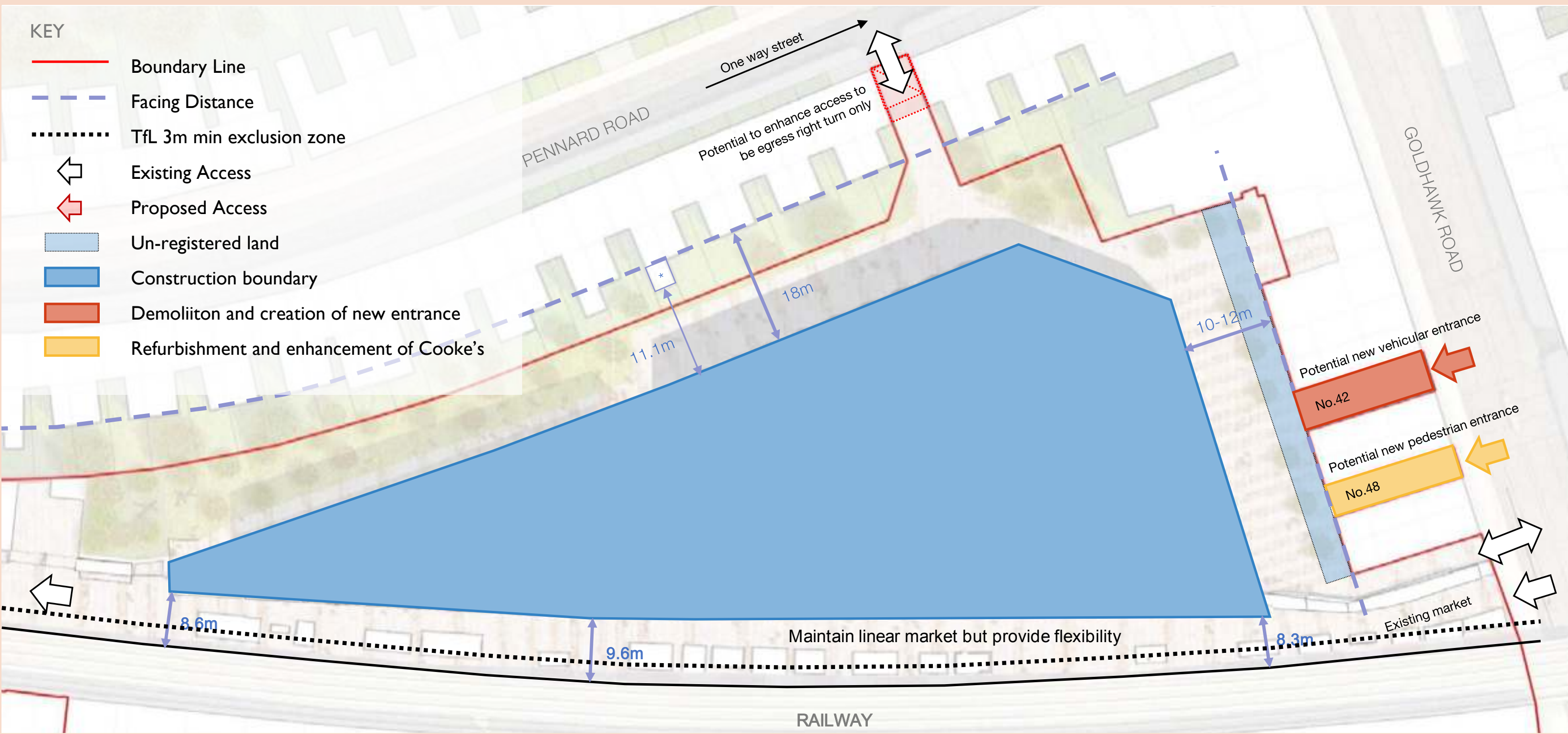
48 Goldhawk Rd

42 Goldhawk Rd

In the new scheme, we are proposing to create new entrances to the Old Laundry Yard site by removing 42 Goldhawk Road and 48 Goldhawk Road. The space at 42 Goldhawk Road will become an entrance for vehicles and the top floor of 48 Goldhawk Road will be rebuilt, leaving a pedestrian access underneath.



48 Goldhawk Rd





# DELIVERIES & SERVICING

# TRANSPORT

A management strategy will be introduced to make sure that traffic and people move around the site together safely, with a plan to reduce the number of vehicles coming onto site.

The delivery arrangements for the Market will not change; vehicles will continue to access the Market from Goldhawk Road and leave via Uxbridge Road. In future, Market waste will be collected from the servicing yard.

SUPPORTING FACTS

- All non-residential deliveries will be required to pre-book a slot
- Cargo bikes will be used across the site to reduce vehicle deliveries
- 50% consolidation factor
- Vehicle movements across the site will be overseen by banksmen
- A turntable will be provided to reduce reverse manoeuvres

KEY STATS

(Daily delivery forecasts)

LGV:	32
MGV:	8
HGV:	31

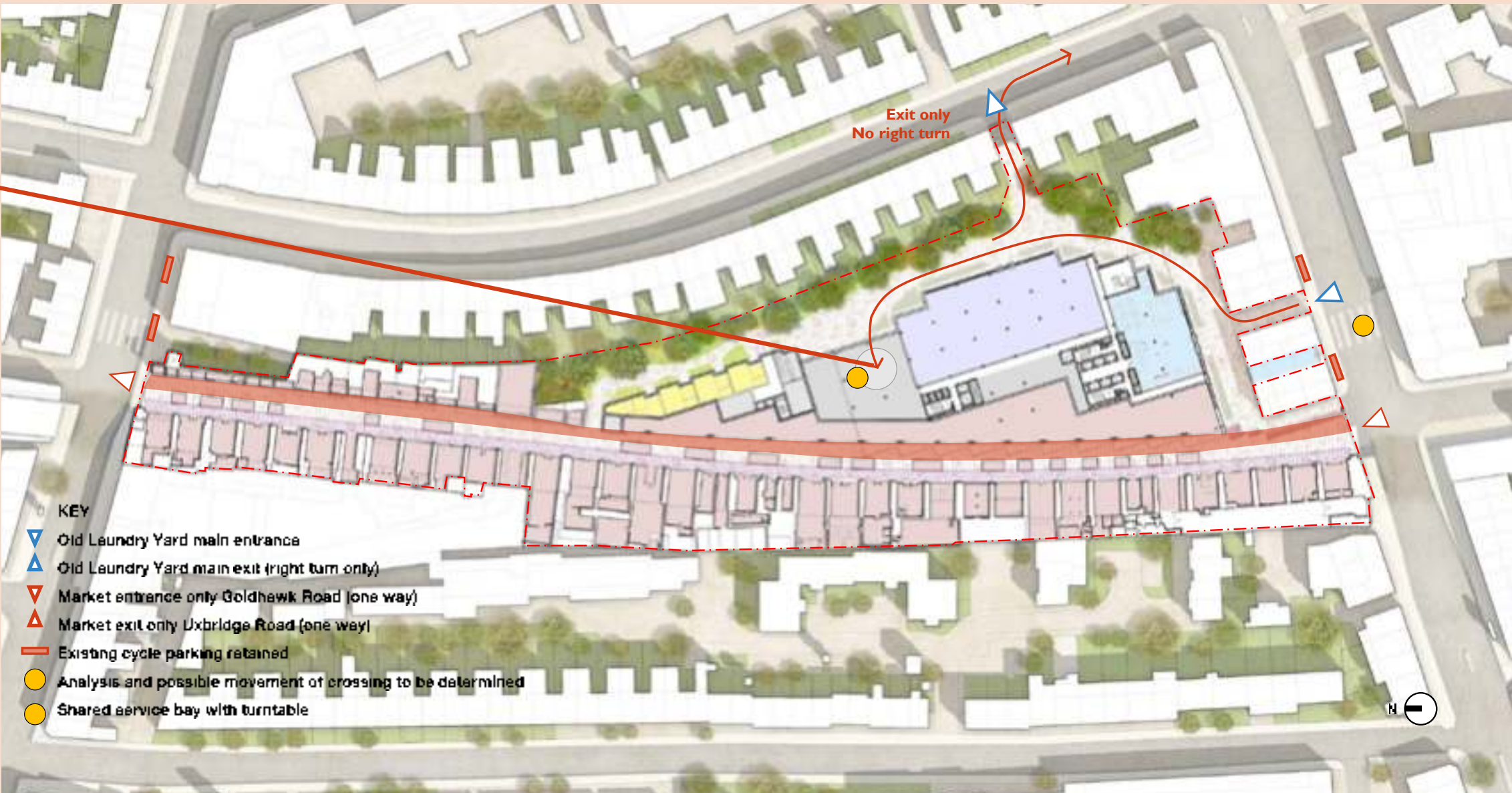
(Workspace)

2 blue badge parking spaces
21 short stay cycle spaces
537 long stay cycle spaces
53 showers and 537 lockers

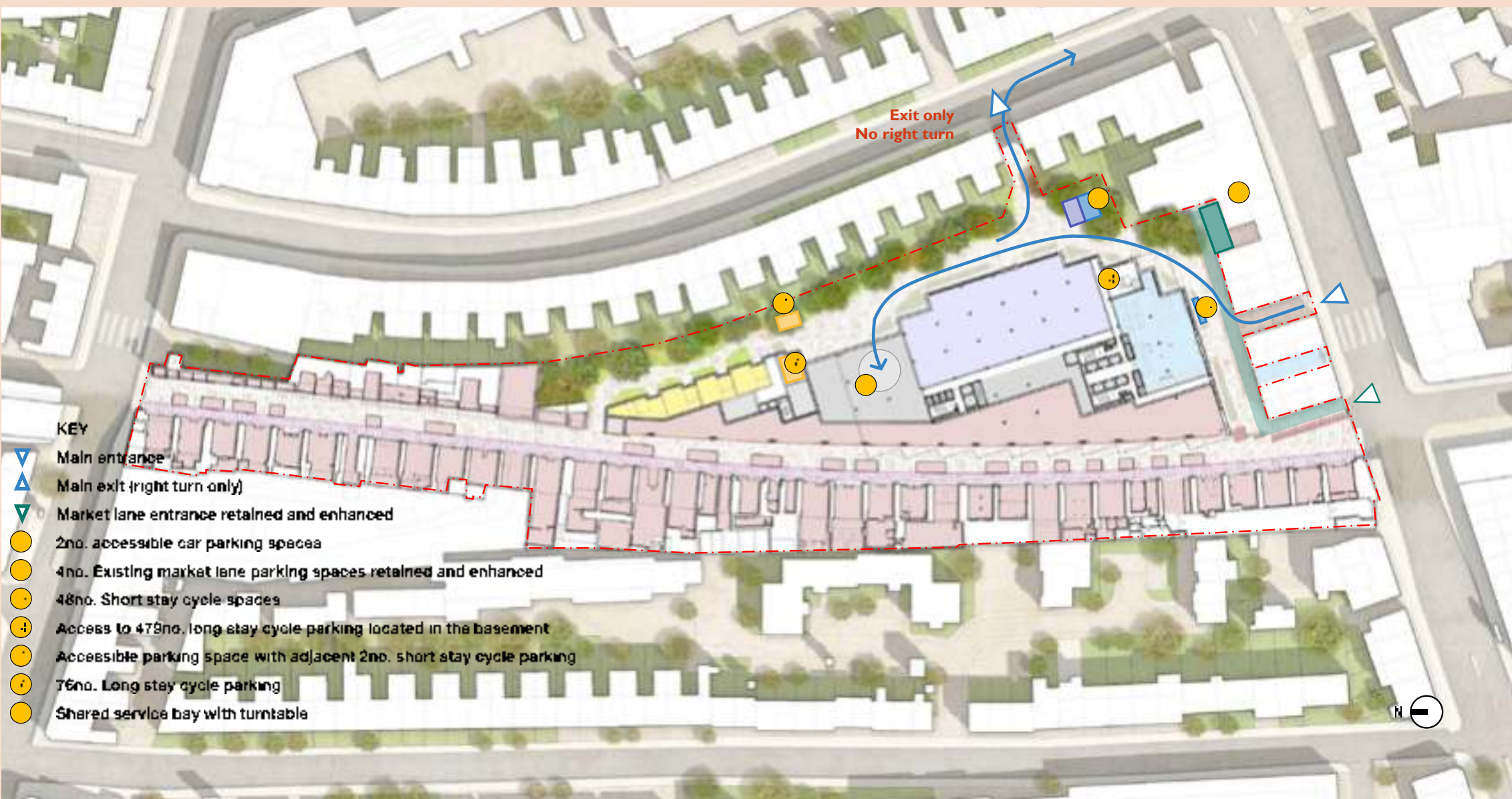
(Affordable housing building)

1 blue badge parking spaces
77 cycle spaces

Servicing yard



There will be one internal servicing area for the residential building and commercial building, as shown on the map below. The area will include space for two delivery and servicing bays and an area for waste storage.





# TIMETABLE & GOOD PRACTICE

# CONSTRUCTION

We anticipate that the construction process will take approximately three years from the very first works on site to the opening of the commercial and affordable housing buildings.

The Market will stay open during construction however some traders at the Goldhawk Road end of the Market will need to be temporarily relocated to existing units further towards the Uxbridge Road end of the Market. There will be hoarding in the Market and we will work with the traders to make sure this is cleverly designed to become a feature and part of the Market.

The buildings have been designed in a fashion so that we can use offsite manufacturing. This means that, rather than building brick by brick on site, large parts of the building can be constructed offsite and brought to site ready-built. This shortens the construction timeline and reduces noise disturbance onsite as well lowering carbon omissions.

We will work with a contractor to deliver the project and they will follow guidance set out by the Considerate Constructors Scheme (see sidebar). This is a voluntary code of practice that ensures contractors and trade contractors carry out their operations in a safe and considerate manner.

An outline Construction Management Plan will be submitted as part of the planning application. This will address phasing, programme, site operations, working hours and the monitoring and management of dust and noise, as well as setting out a neighbourhood liaison strategy.

We will share more information on this at the next consultation but please let us know if you have suggestions or recommendations.

PHASES OF WORK

(Year 1)

- Logistics
- Demolition
- Piling – Office & Residential
- Market refurbishment (sections 4 & 5)
- Office basement & frame starts

(Year 2)

- Market refurbishment (sections 2 & 3) & Uxbridge Rd entrance
- Office basement & frame completion
- Office main works
- Residential basement & frame
- Residential main works

(Year 3)

- Market refurbishment (section 1) & Goldhawk Rd entrance
- Office fit out & finishes
- Residential fit out & finishes
- Office commissioning
- Residential commissioning
- Practical completion (all)

CONSIDERATE CONSTRUCTORS SCHEME











- Consult regularly with people who live in the area and keep them informed at every stage of the process
- Give careful consideration to the impact of construction on neighbours and the public
- Attain the highest levels of safety performance
- Keep the site clean, tidy and well managed
- Protect and enhance the environment



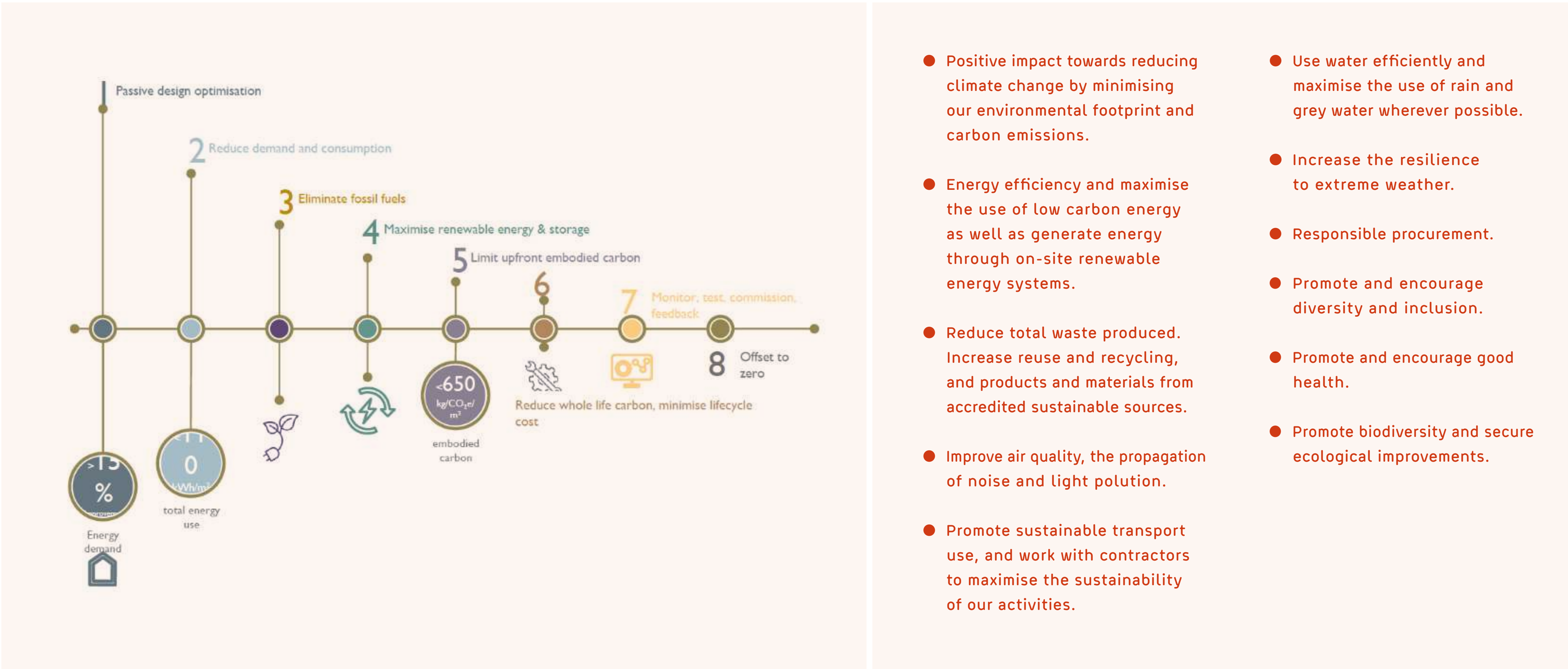
# BETTER WORKING PRACTICE

# SUSTAINABILITY

We have high standards for the sustainability of our buildings and for the Market. As a company, Yoo Capital is signed up to several industry standards that guide what we do. These are:

<div><p>Signatory of: <b>PRI</b> Principles for Responsible Investment</p></div> <div>Assesses the decisions we make to invest</div>	<div></div> <div>Promotes diversity in real estate</div>	<div></div> <div>Assesses the sustainability of our buildings and practices</div>	<div></div> <div>Provides guidance on sustainable development</div>	<div></div> <div>Measures the air quality inside our buildings</div>
<div></div> <div>Measures the sustainability and performance of buildings</div>	<div></div> <div>Measures how healthy buildings are for the people using them</div>	<div></div> <div>Standards for constructors</div>	<div></div> <div>Measures the connectivity of the building</div>	<div></div> <div>Measures the energy performance</div>

With our architects, we create our buildings in line with the overall standards below. These are aligned with creating a strategy towards Net Zero Carbon for all our buildings.





# TELL US WHAT YOU THINK

# NEXT STEPS

Thank you for taking the time to learn about our proposals for investment in Shepherd's Bush Market.

Following the consultation events on 15th, 18th and 19th October, we will look at all the feedback and include as much as we in our proposals. If you have further ideas after the events, you can email them to us via [future@shepherdsbushmarket.org](mailto:future@shepherdsbushmarket.org)



We will hold another consultation at the end of November or early December updating you on the ways we have incorporated your feedback.

We are aiming to submit a planning application in early 2023. Once the application is submitted, the Council will run their own consultation, giving you another opportunity to have your say.

If you would like to be kept up to date, please email us with your details and we will add you to our database. We will regularly update [shepherdsbushmarket.org/future](https://shepherdsbushmarket.org/future) too.





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