

A proposal for

Piazza @ Lyric Square

#unlockinghammersmith



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Piazza @ Lyric Square



Hammersmith BID proposes to temporarily repurpose Lyric Square, in order to create multiple outdoor café areas - creating a bustling and dynamic forum for eating, drinking and socialising. In line with guidance, this al fresco venue will guarantee that social distancing can be practiced in a safe and welcoming environment.

The Piazza @ Lyric Square will benefit the town centre, by encouraging footfall and longer dwell times; it will benefit participating businesses, by enlarging their hospitality space and allowing them to accommodate more customers; and it will benefit visitors by providing a greater variety of seating options, more capacity, less queueing and a pleasant atmosphere in which to meet friends. Aligned with LBHF's mission to release open spaces, the Piazza @ Lyric Square will be a key landmark for West London and this new engaging area will encourage office sector workers to come back to the office.

With regards to the food markets, the Bid proposes that the existing outdoor market be relocated to Hammersmith Grove between the junctions of Glenthorne Road and Beadon Road for the duration of this installation with weekly road closures every Thursday and Friday.

Whilst the current permanent Lyric Square businesses will be offered to extend their outside area providing a natural extension, it is also proposed to invite other non-Lyric Square businesses into the Square. Divided into several dedicated areas with planters, rope and post, or low hoardings, Lyric Square will be divided into individual outdoor seating areas creating independent quadrants through the centre of the Square to be taken by other cafes, pubs or restaurants.

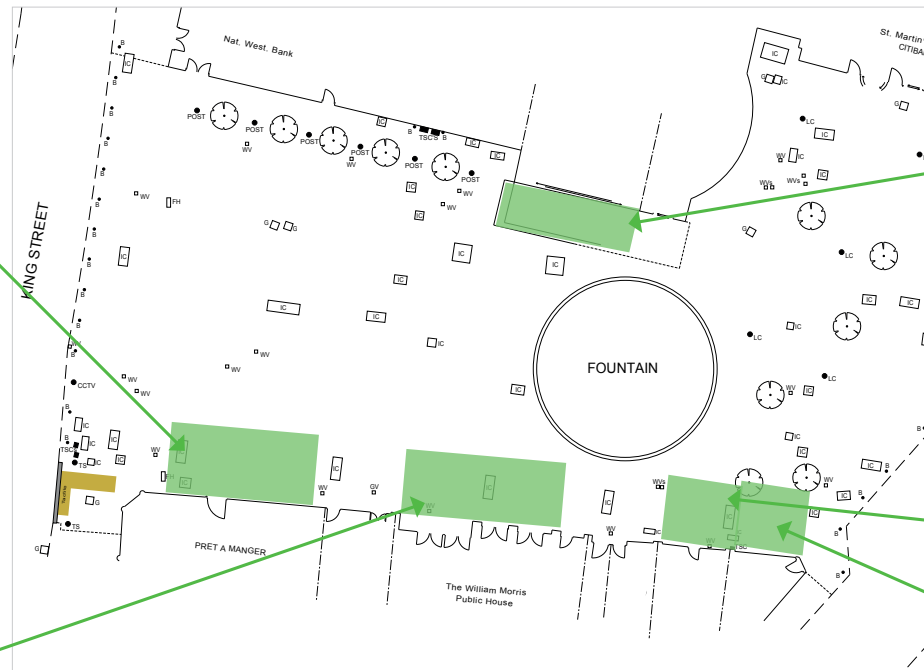
Here are some of the considerations we propose participating businesses will be required to do:

- Commit to the scheme for six months
- Provide one responsible member of staff to supervise or serve their quadrant during opening hours
- Provide their own furniture and fixtures, to include covers, umbrellas or heaters
- Comply with current COVID-19 guidelines on social distancing and customer safety
- Provide washroom and hand sanitising facilities for any of their own customers using this area
- Participate in and support any marketing and social media campaign, led by Hammersmith BID, promoting the new installation

Existing Outdoor Eating Areas



Lyric Square



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Additional Zoned Eating Areas



Previous "Picnic in the Square" photos below

