

WELCOME

INTRODUCTION

Welcome to the first exhibition for the new proposals for the relocation of Brentford Football Club. Brentford Football Club is planning to move from its existing site at Griffin Park to a new purpose built community stadium at a site in Lionel Road South.

This exhibition is part of our commitment to consulting with you, our neighbours. We are keen to hear your views about what we are exhibiting.

Members of the development team are on hand to answer any questions you may have regarding our proposals. At the end of the exhibition we would be grateful if you could take the time to complete a questionnaire to let us know your views.

OUR VISION

The project vision is to:

- Provide a modern, good quality 20,000 capacity stadium for first class professional football and rugby with the potential to generate income to secure the long term sustainability of Brentford Football Club.
- Provide a social focal point with a buzz of activity.
- Enable the Brentford FC Community Sports Trust to provide a range of activities that will:
 - Attract all age groups from all sections of the local communities.
 - Promote sport, health, education, employment and training, social enterprise and social inclusion.
- Construct a sustainable, low carbon scheme.
- Assist in the regeneration of the area and build close links with local businesses and residents.

WHY DOES THE CLUB NEED TO MOVE?

- The Club has been in Brentford, at Griffin Park, for over 100 years.
- The existing stadium is antiquated and lacks the facilities necessary to generate revenue from hospitality on matchdays and other uses on non-matchdays, which the Club needs to become viable.
- The Griffin Park site is surrounded by housing and not suitable for re-development as a modern stadium.
- The Charity, Brentford FC Community Sports Trust, outgrew the accommodation available at Griffin Park some years ago and rents separate offices in Brentford. The Club and the Charity would like to come back together and include a new learning zone for educational activities. The site is short walk from the Brentford Boating Arch at Kew Bridge, where the Community Sports Trust delivers water-based activities on the Thames.



AERIAL VIEW OF THE SITE



THE EXISTING SITE

THE CLUB AND COMMUNITY SPORTS TRUST

OUR CLUB AT THE HEART OF OUR COMMUNITY

The Football Club was established in 1889 and has played at Griffin Park since 1904.

WHAT MAKES BRENTFORD FOOTBALL CLUB (BFC) SPECIAL?

BFC is a nationally recognised award-winning role model of a Community Football Club:

- 2006 Football League Community Club of the Year.
- 2007 Football League Best Club Sponsorship.
- 2009 Football League Two Community Club of the Year.
- 2010 Business in the Community – Community Mark Award.

BRENTFORD FC
COMMUNITY SPORTS TRUST

- A charity reaching over 30,000 young people every year.
- Delivering 27 different sports in 4 London Boroughs.
- Also regenerating sports facilities e.g the boating arch at Kew Bridge.

the **GRIFFIN PARK**
learning zone

- Expanding education and training programmes - students and adults.
- Using the power of sport to motivate, raise self esteem and impact on attainment.

BEES UNITED
The Brentford Supporters' Trust

- The supporters' trust has a Golden Share to give long-term protection against asset stripping.
- A democratic mutual society for community benefit.
- Regulated by the Financial Services Authority (FSA).

RECENT HISTORY

Following a period of financial uncertainty, during which proposals were put forward to sell Griffin Park and ground share at locations outside of the Borough, the supporters' trust, Bees United, acquired the majority shareholding in the Club in January 2006 and adopted a strategy of pursuing the relocation to Lionel Road.

Bees United, a Community Benefit Society, passed the majority shareholding to long term Brentford supporter, Matthew Benham, in June 2012, and still retains a Golden Share and two seats on the Board of the Club.

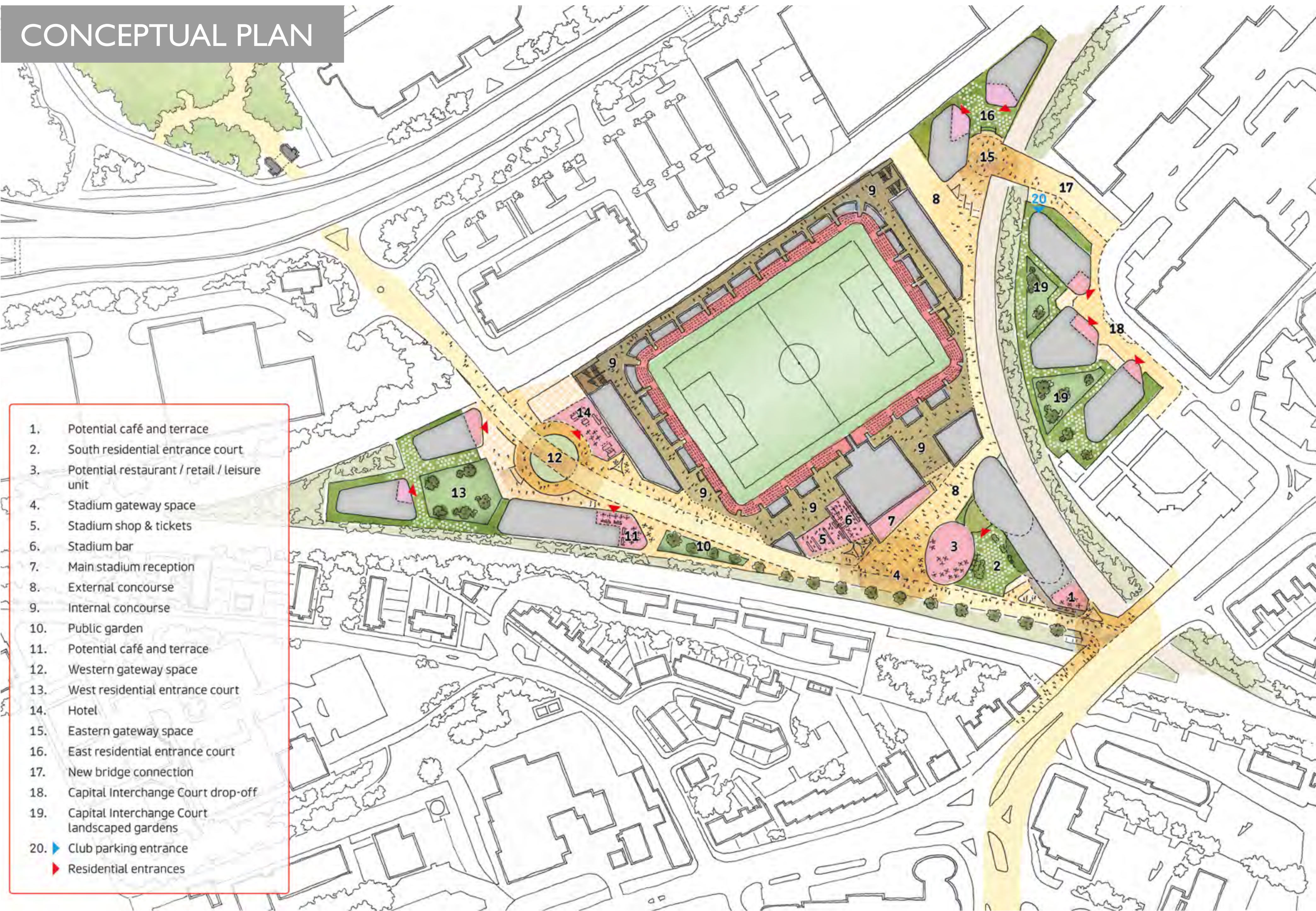


BRENTFORD COMMUNITY STADIUM
More than just a football club



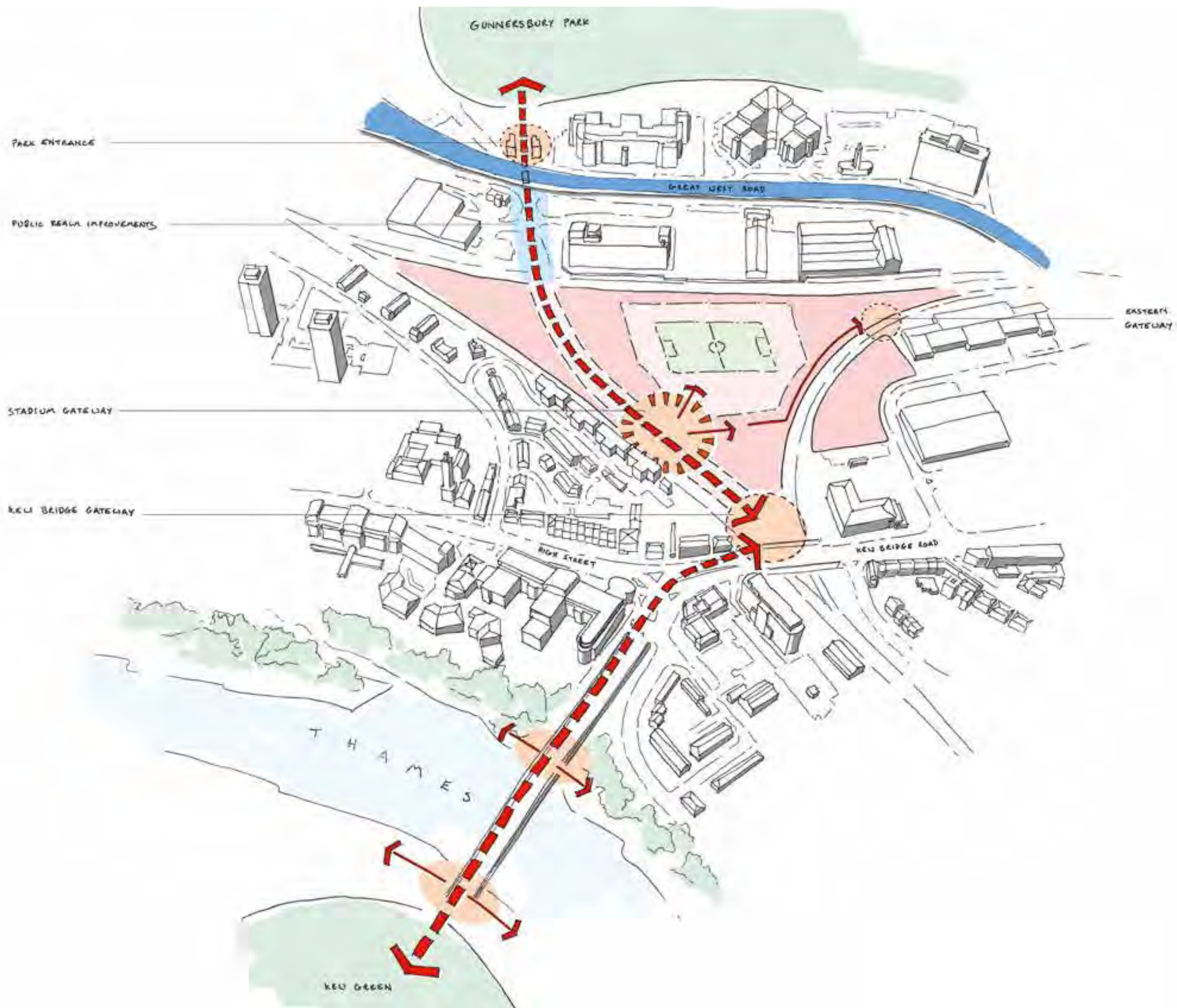
THE SITE AND CONCEPT

CONCEPTUAL PLAN



A KEY URBAN CONNECTION AND SPORTS AXIS

The masterplan is structured around the creation of an attractive and vibrant link between the amenity spaces of the Thames Riverside and Gunnersbury Park. The stadium is seen as a catalyst towards this key connection. This connection will form an axis linking open spaces and the sports facilities in the park and on the Thames, where the Brentford FC Community Sports Trust runs the Brentford Boating Arch at Kew Bridge.

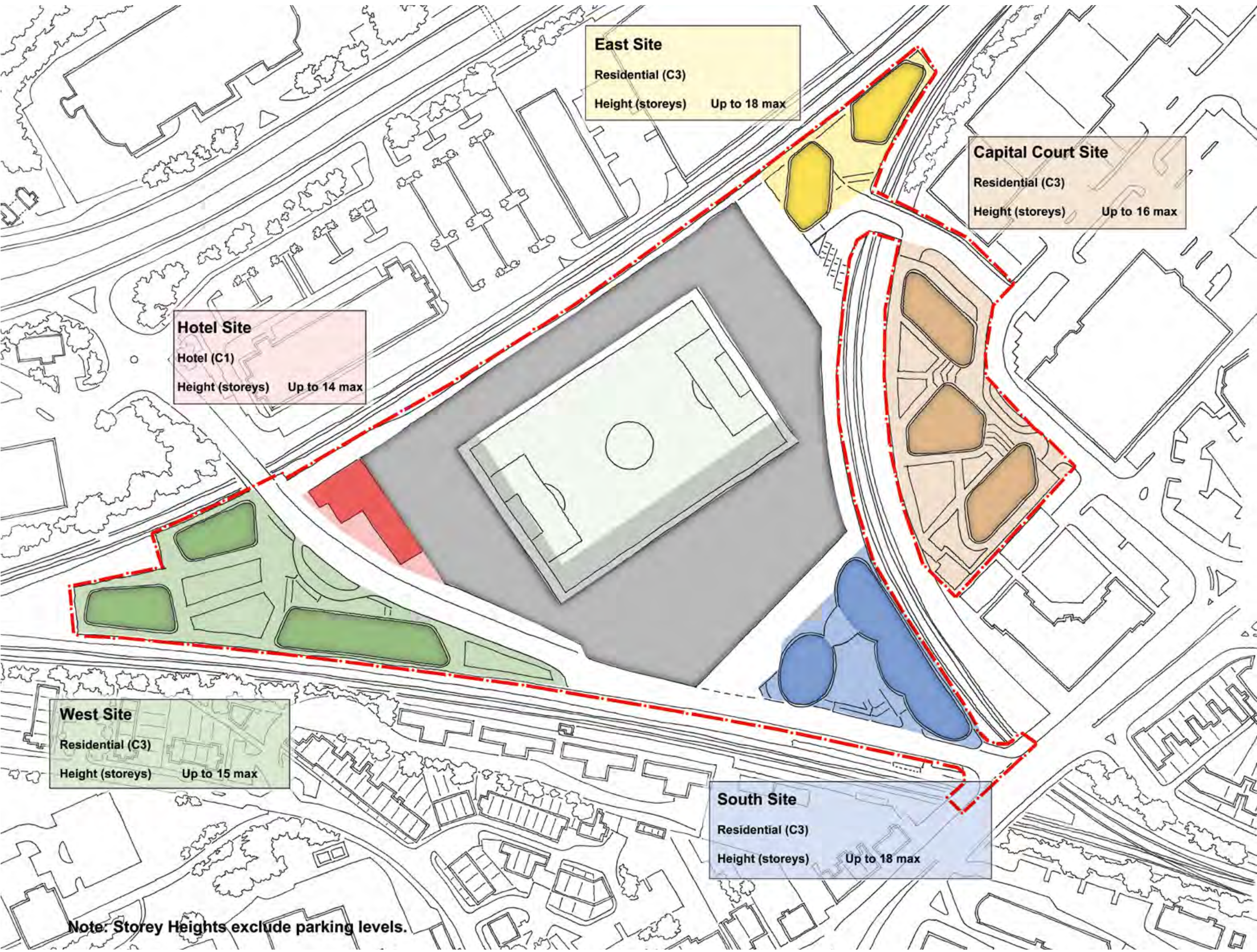


BRENTFORD COMMUNITY STADIUM

More than just a football club



THE MASTERPLAN



STADIUM COSTS
+
PLANNING OBLIGATIONS

=

INCOME
From sale of Griffin Park and Lionel Road
enabling development sites

The masterplan for the delivery of a new 20,000 capacity stadium represents an opportunity to create a well - designed series of places and spaces and transform this site and environment of this part of Brentford.

The delivery of a new 20,000 capacity stadium will be funded by selling surplus land primarily for residential development (referred to as enabling development). The masterplan seeks to integrate the stadium into a wider context of physical development and infrastructure.

A key focus of the masterplan is to ensure that the overall development is both viable and deliverable by ensuring the costs of the stadium and necessary infrastructure are met by income generated by the enabling development. The following factors inform the masterplan proposals:

- The Club intends to spread the area of the development to include adjacent land to keep the height of development necessary to fund the stadium to a minimum. A significant benefit of this approach is that a more comprehensive regeneration of Lionel Road South is delivered.
- The most valuable type of development is residential. The overall volume of development necessary to fund the stadium is minimised if the most valuable uses are promoted.

THE ENABLING DEVELOPMENT

The above diagram identifies the surplus sites we hope to get permission for others to develop to create a viable scheme. The whole development is likely to take eight to ten years (from Jan 2014).The Football Club has commissioned a professional team to identify the specific amount of development required on each site. Approximate heights and uses are given at this stage.

The Football Club will seek to sell the enabling development sites over time to fund the development. Because the Club will not deliver the enabling developments these will be submitted for Outline Planning Permission in May 2013. The parameters in the Outline Application will enable the Council to assess the impact of the development.



GRIFFIN PARK SITE

Part of the enabling development for the new stadium includes redevelopment of the existing ground at Griffin Park.

The Club already has an Outline Planning Permission for this development.

The Club will sell this site and a detailed planning application will be submitted.

The images on this board give an idea of how the site proposals may come forward. First, we illustrate a potential approach which consists principally of terraced housing, and second, a potential approach that consists principally of apartments.

- Outline Planning Permission was renewed on 30th March 2012 requiring details to be submitted by March 2018.
- The original planning application referred to 45 houses or 92 flats. This scale of development was assessed by the Council but the outline permission does not specify the number of homes.
- Details to be approved cover appearance, landscaping, layout and scale. The development has to comply with London Plan and Hounslow planning policies.
- Hounslow Council will consult on the detailed application when it is submitted.
- The Section 106 planning obligations with the renewed permission links this scheme to the reprovion of a new stadium and allows for the level of affordable housing to be determined by the need to ensure the new stadium is viable.



STADIUM PROPOSALS 1

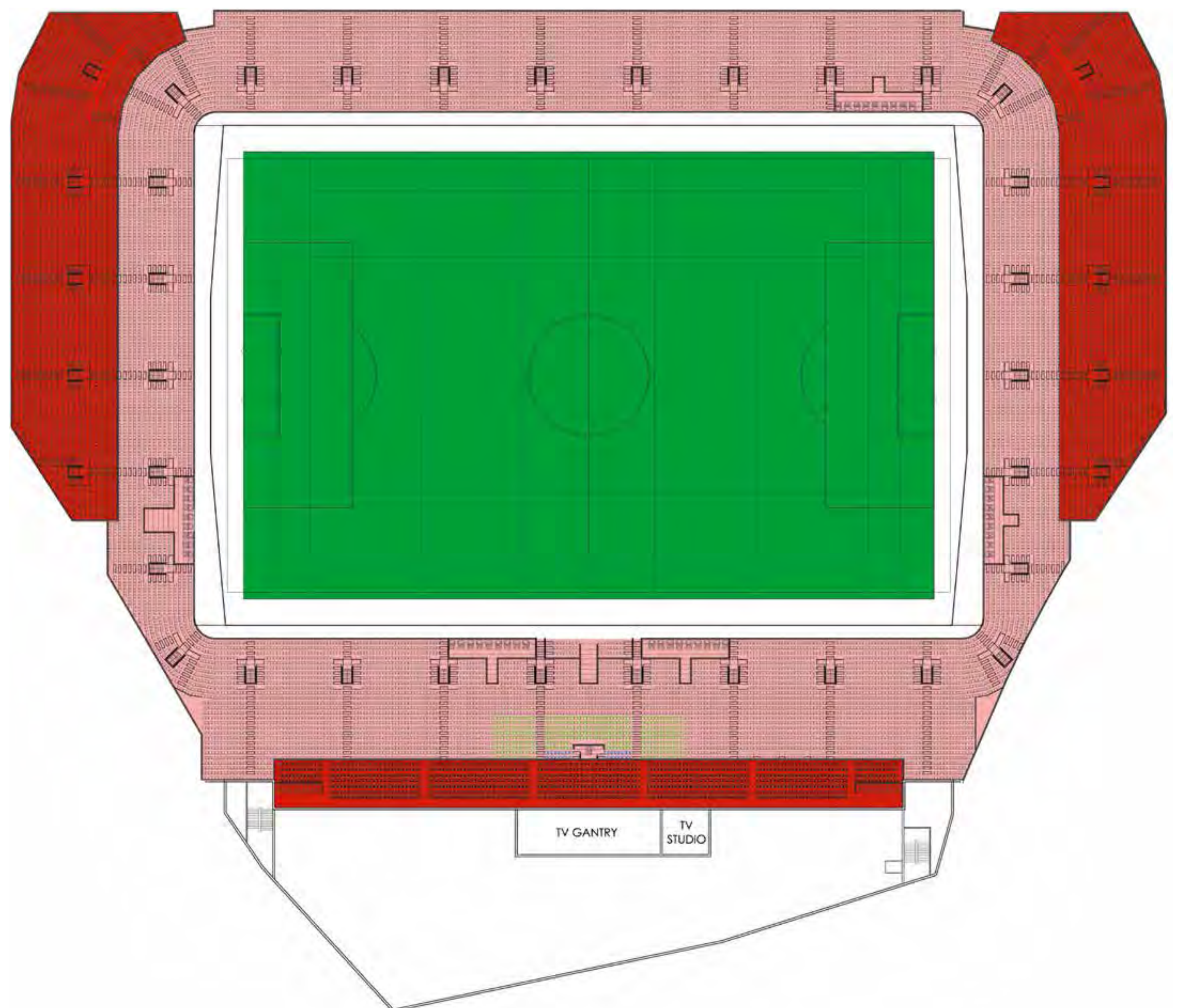


Brentford Community Stadium has been designed to:

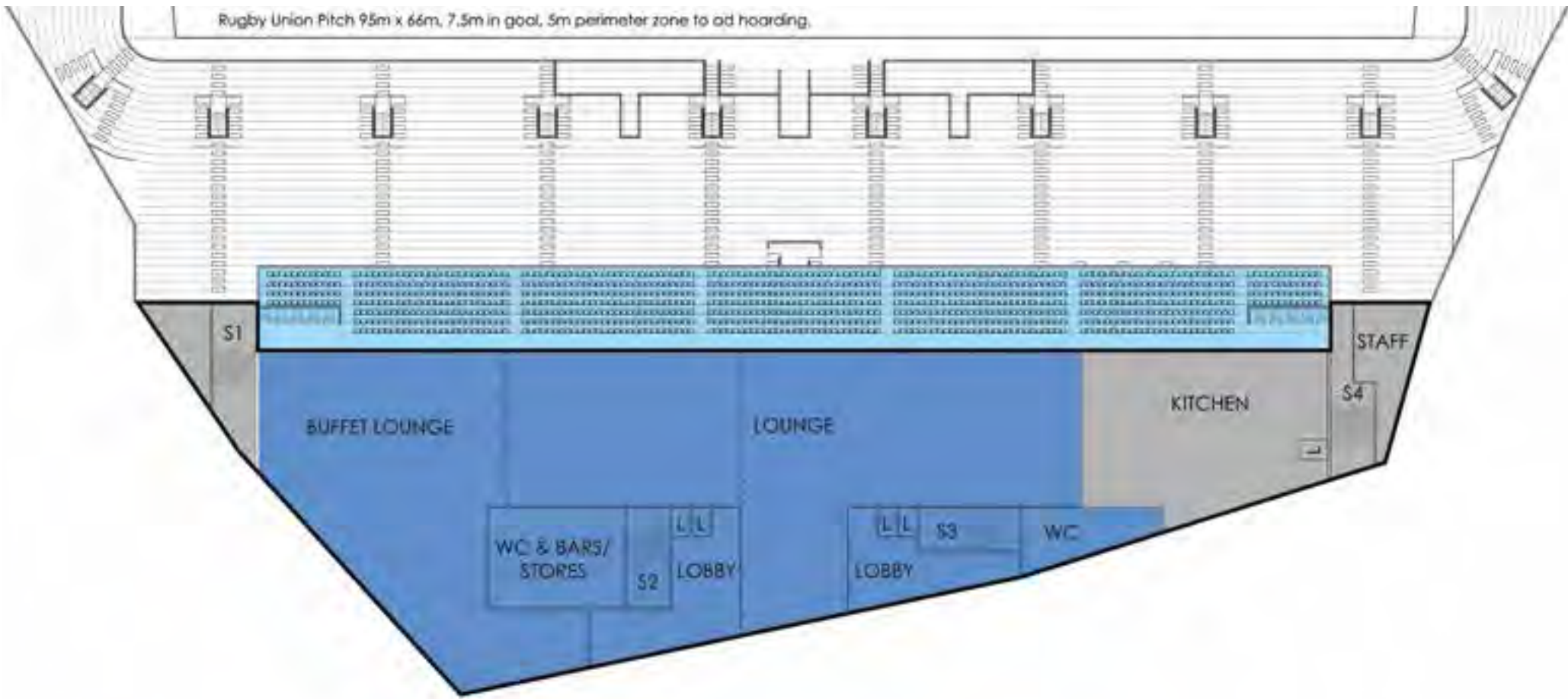
- Accommodate 20,000 sports spectators and a conference and banqueting facility which will benefit the local area.
- Provide various types of hospitality accommodation space for over 1,500 spectators.
- Provide spaces for the Club's offices, shop and ticket office.
- Give wheelchair spectators a choice of locations from which to view.
- Be the home of the Brentford FC Community Sports Trust Charity and the Learning Zone.

THE STADIUM BOWL

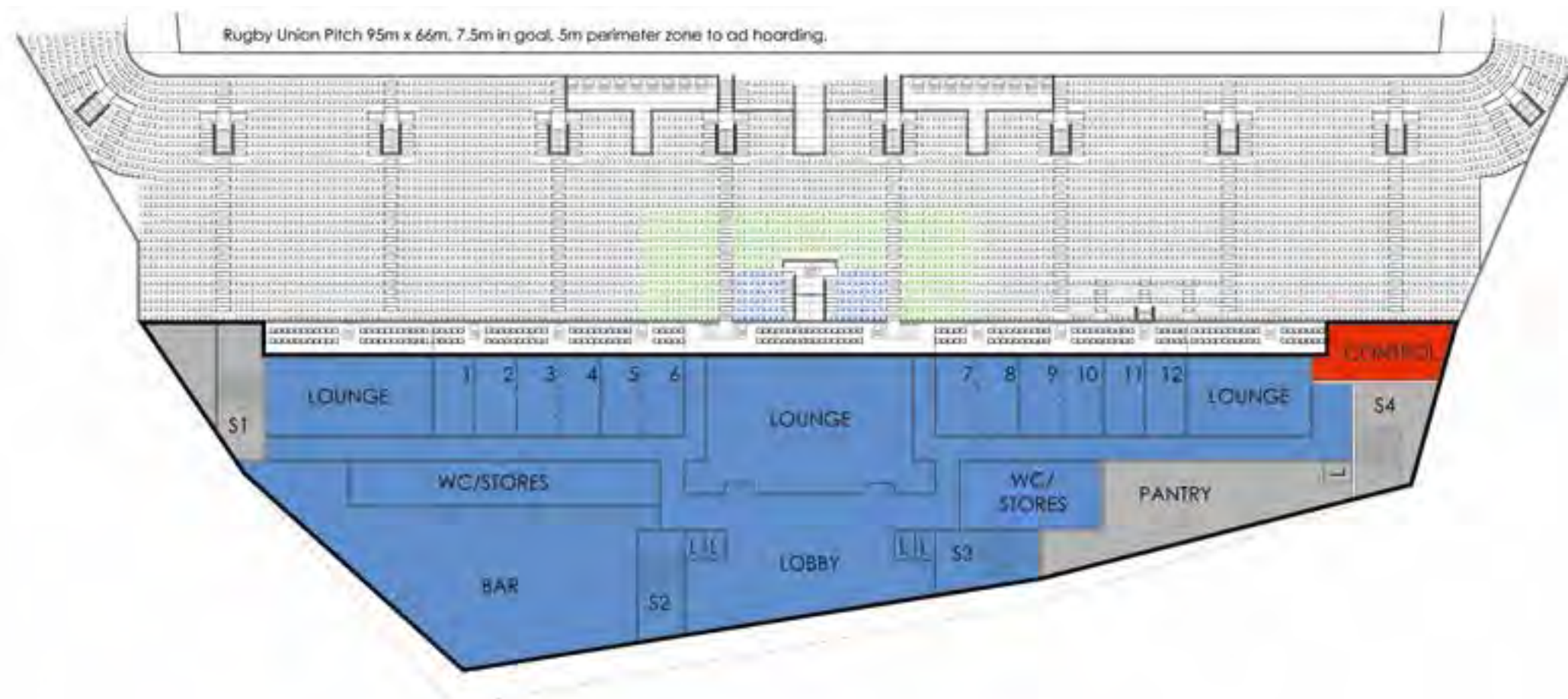
- The stadium bowl design aims to create an atmosphere at least as good as that at Griffin Park, with spectators being located as close as possible to the field of play.
- The pitch has been sized for both Football and Rugby.
- It will provide for an all seated covered bowl over two tiers, in the west, south and east stands and a single tier north stand. All seats are being designed to the latest comfort and safety standards, providing uninterrupted views of the pitch.
- The stadium will be designed to provide access for all.
- The stadium will include dedicated family areas.
- The roof design will unify the stadium bowl, which provides varying heights of accommodation, and respond to the context of the site and the technical sightline requirements of both football and rugby. This is achieved using a series of folded planes to create one roof.
- The match day hospitality spaces allow for adaptability for a number of various non-match day functions, including conferences and entertainment events.
- The potential for a hotel linked to the West Stand is also being investigated.
- Consideration is being given to provision for areas of potential future safe standing in the terraces.



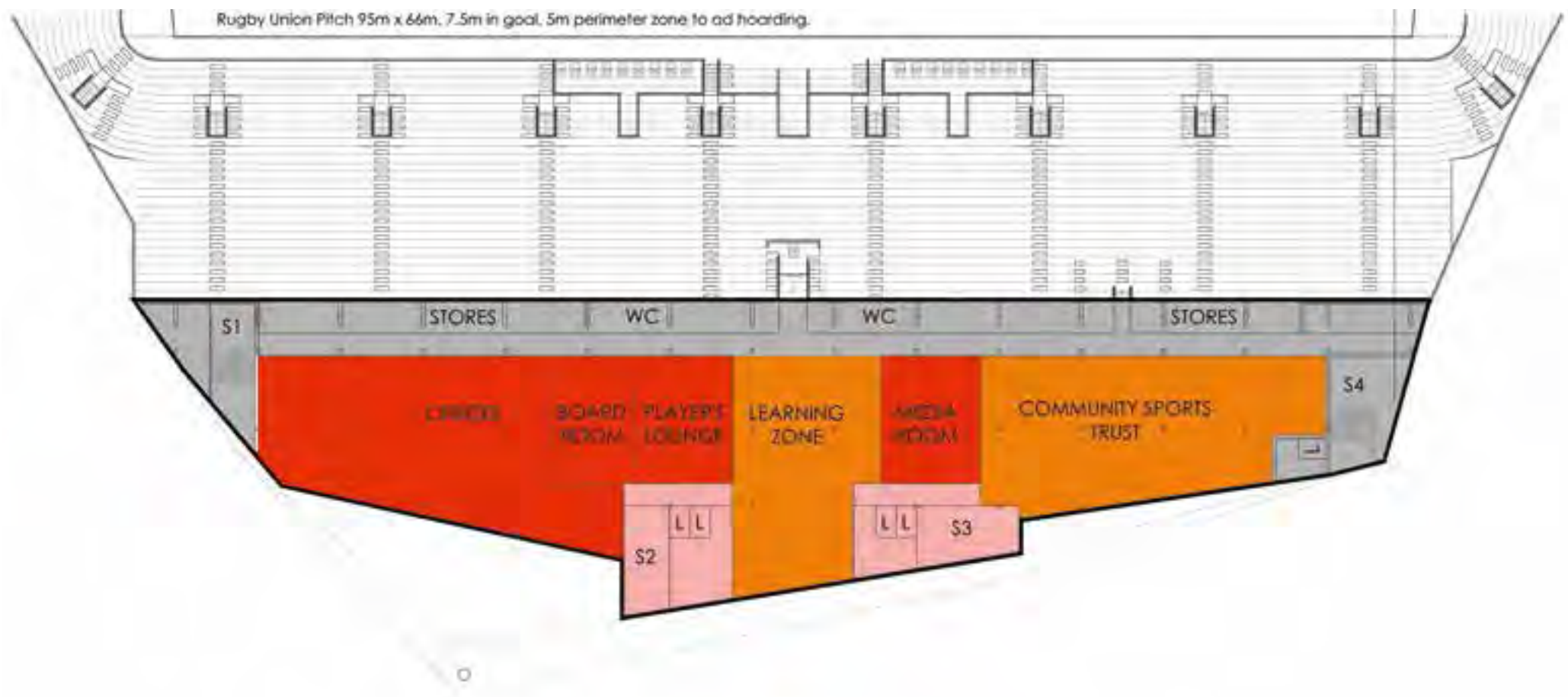
STADIUM PROPOSALS 2



FOURTH FLOOR



THIRD FLOOR



SECOND FLOOR



GROUND FLOOR

FLOOR PLANS

Fourth Floor

- Hospitality lounges
- Lounge bar
- Access to upper level seating

Third Floor

- Hospitality lounges
- Hospitality boxes
- Lounge bar

Second Floor

- Club offices
- Community Sports Trust offices
- Learning Zone
- Multi-functional press facilities

First floor

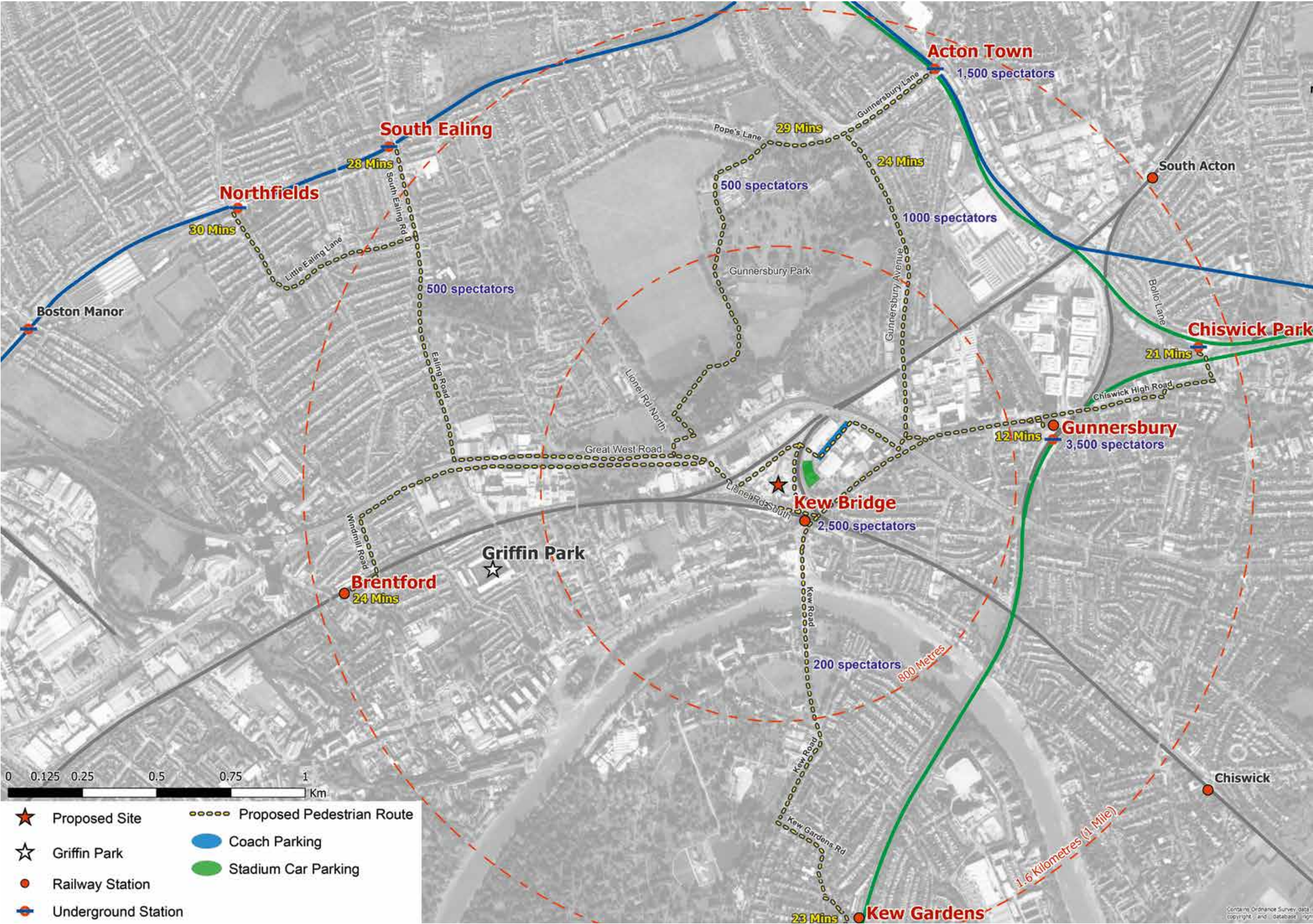
- Future fit out space

Ground Floor

- Concourses
- Players' accommodation
- Medical facilities
- Press Conference room
- Club Shop, Ticket Office and Café/bar



TRANSPORT AND PARKING 1



From discussions with local residents over many years we are aware

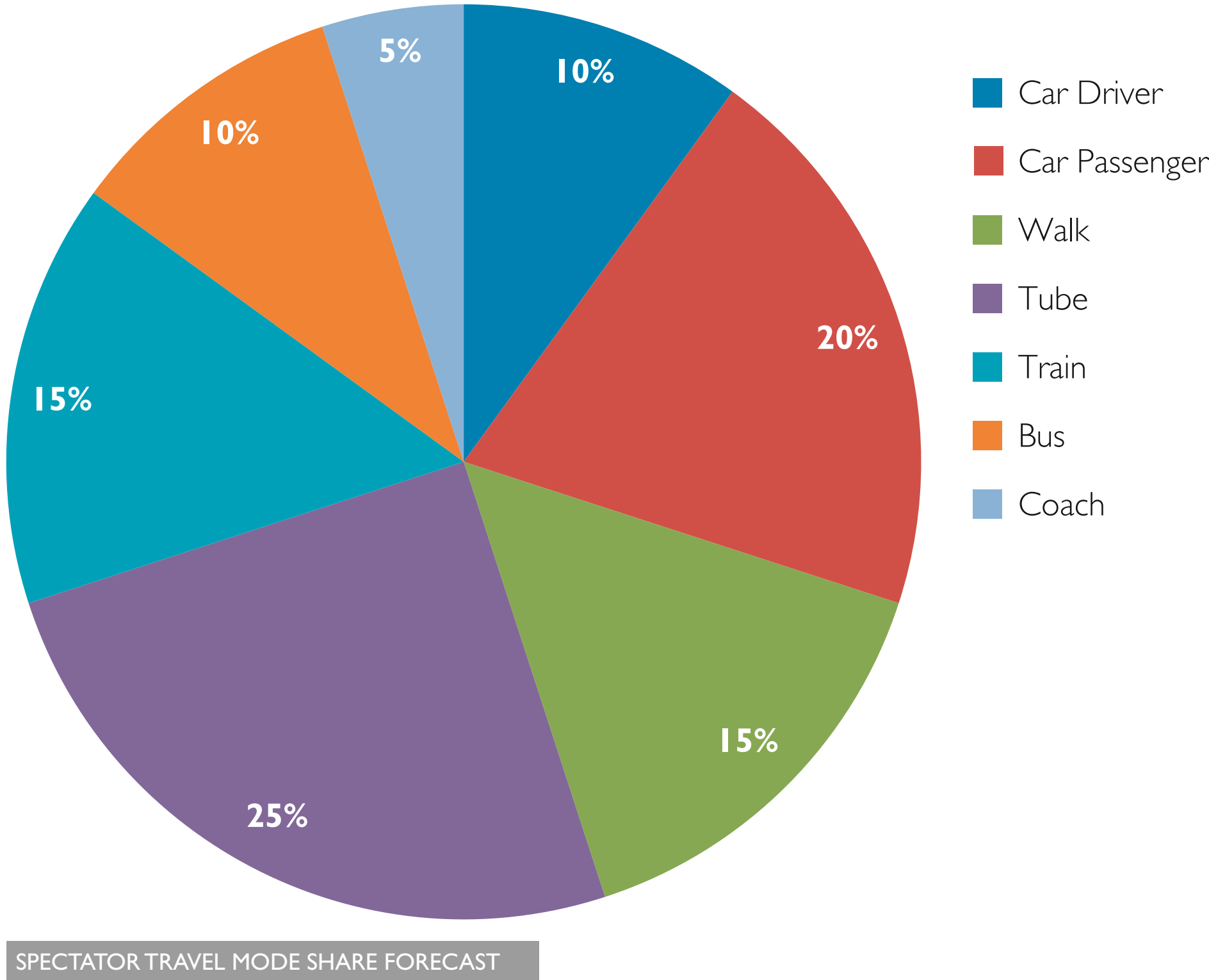
of the following concerns:

- How supporters come to and leave the stadium on match days.
- The consequences for traffic congestion on surrounding roads and parking in nearby residential streets on match days.

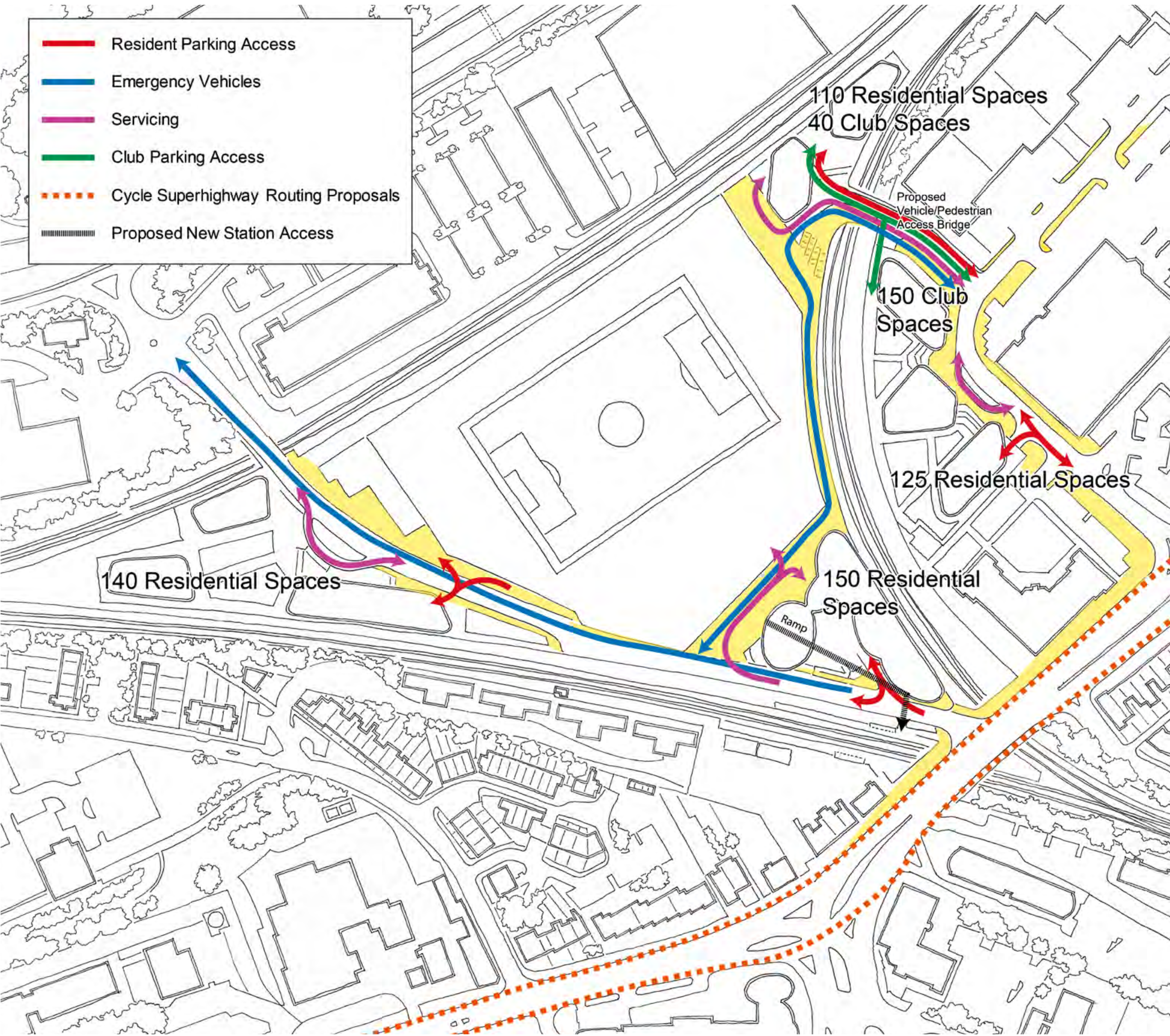
The Football Club has always sought to act as a good neighbour and is very proud of its reputation with residents around Griffin Park. It is working hard to do all it can to deal with the above concerns and continue to act as a good neighbour with the nearby residents and others.

The plan above indicates the routes to and from local public transport facilities.

All supporters will be encouraged to use public transport facilities.



TRANSPORT AND PARKING 2



There will be limited parking on match days (see above plan).
Detailed studies are being undertaken to provide local residents with further information on these matters at future exhibitions and briefing meetings.
All spectators will be encouraged to travel by public transport.



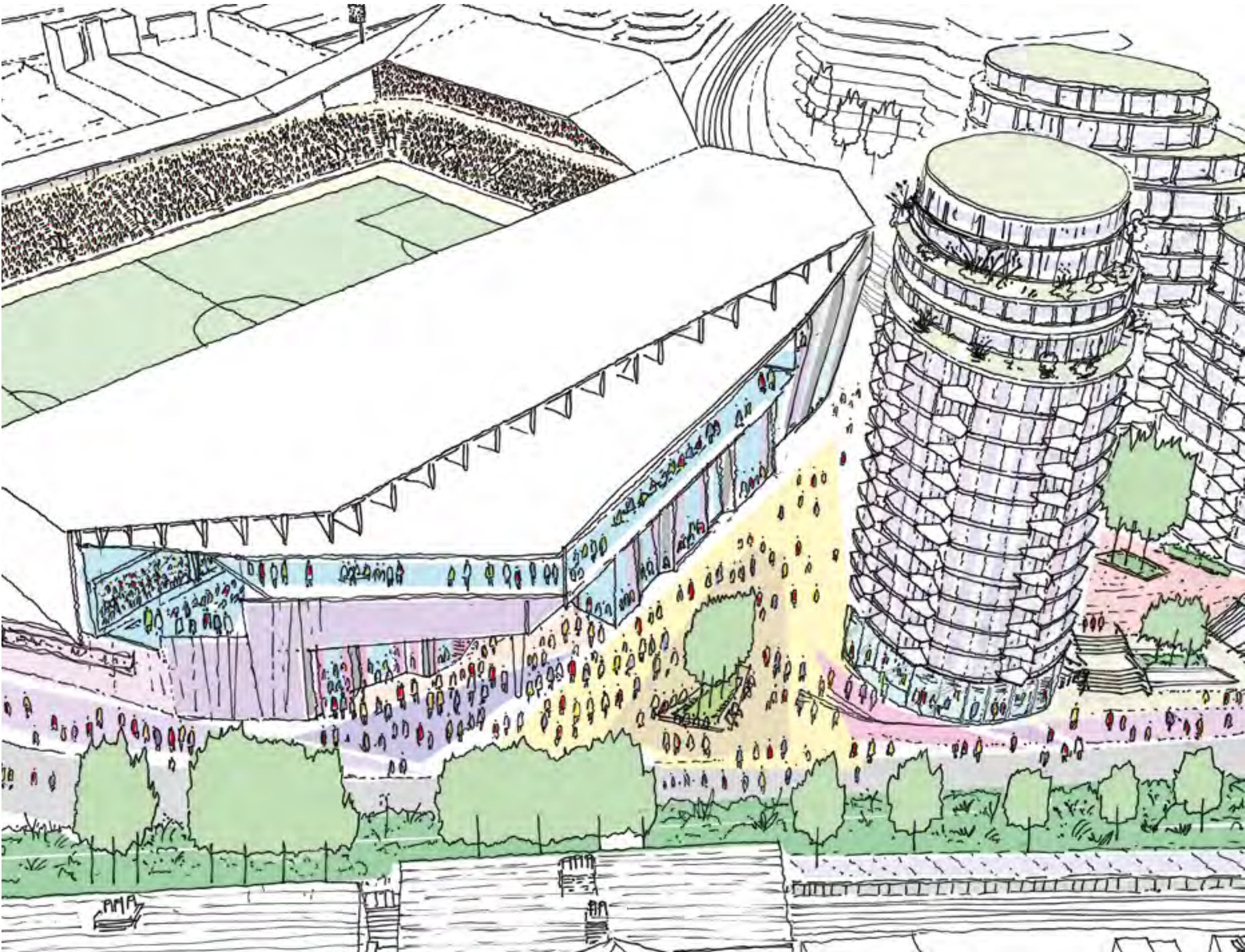
MASTERPLAN PLACES AND SPACES

ALL THE IMAGES ON THIS AND THE NEXT TWO BOARDS ARE ARTISTS' IMPRESSIONS OF WHAT THE ENABLING DEVELOPMENTS MIGHT LOOK LIKE. THE FOOTBALL CLUB WILL BE SELLING THE SITES THAT ARE GRANTED OUTLINE PLANNING PERMISSION



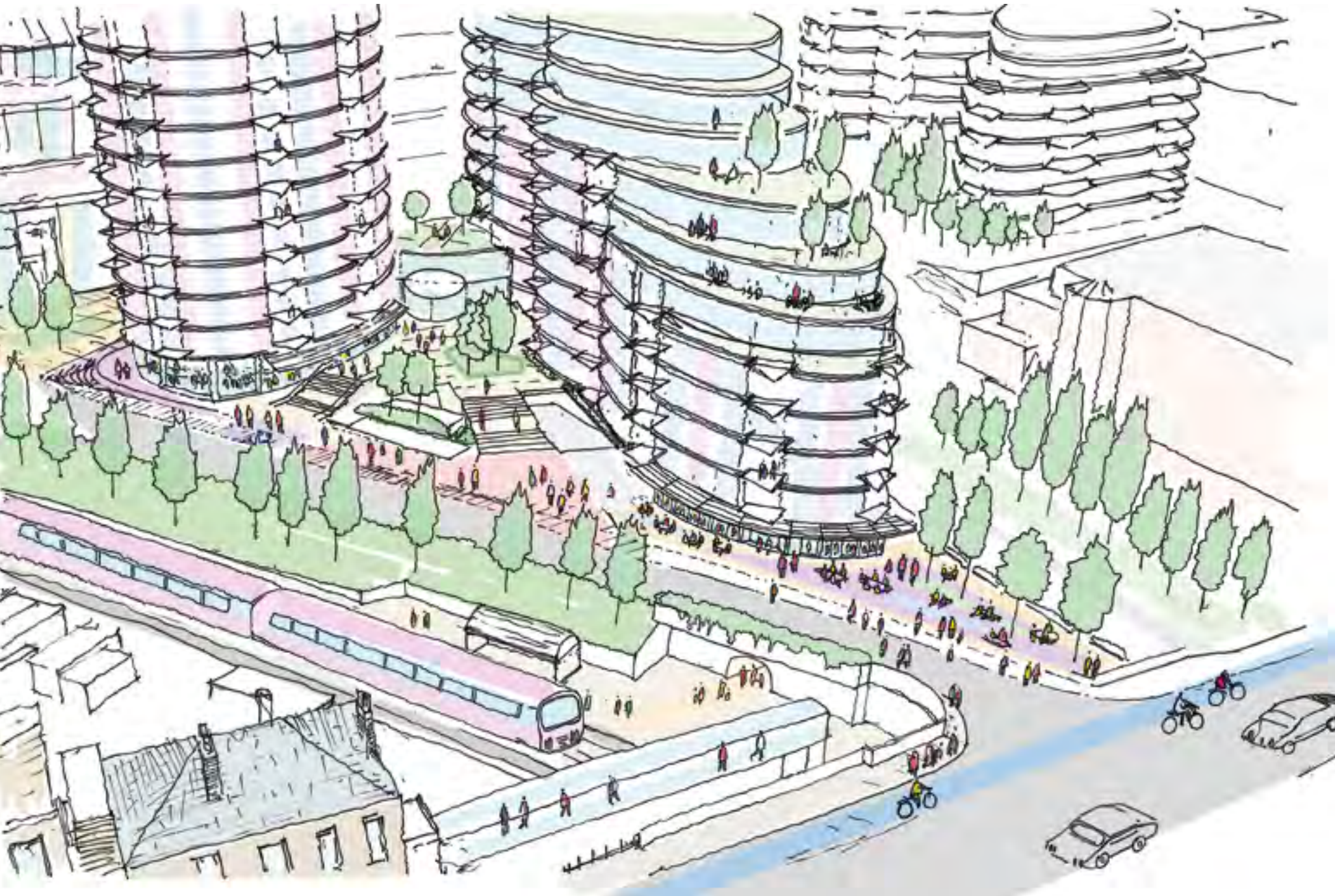
THE MASTERPLAN

The masterplan is structured around a sequence of new public spaces. The diagram above identifies the location of these spaces. On this panel we illustrate the nature of some of the key spaces of the masterplan to give an indication of our emerging proposals.



THE STADIUM MAIN ENTRANCE

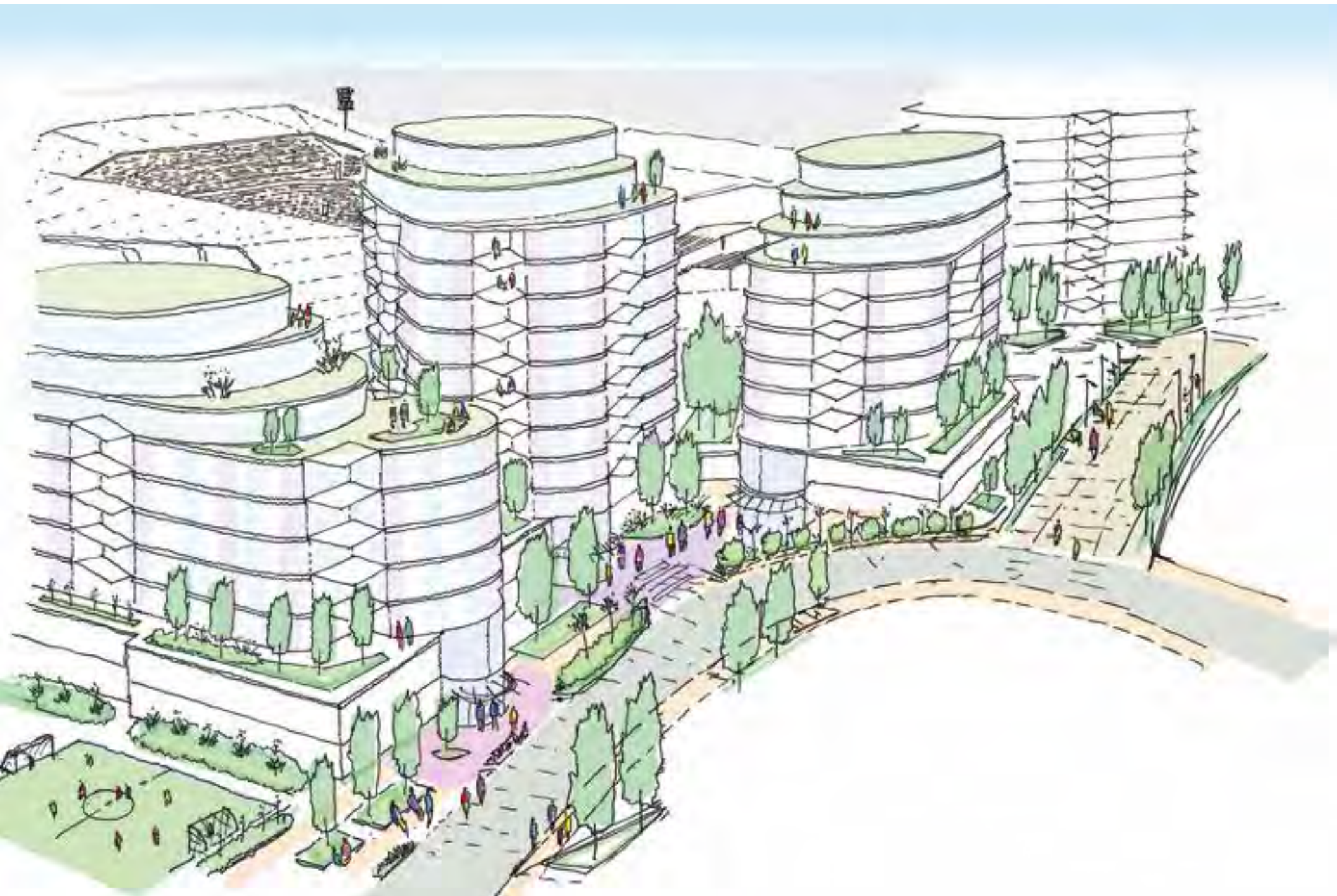
This space represents the focal point of the masterplan and is sited on the key connection and sports axis described and illustrated on a previous panel. It is where the stadium meets the public realm with its main entrance, club shop and café/bar. To the south of this space the ground floor of the enabling development is also a restaurant/bar unit so that this space is surrounded by active uses.



LIONEL ROAD SOUTH SITE

This space is the threshold to the masterplan and gateway from Kew Bridge Road. The intention is to improve the junction to Lionel Road South and the development will be set back to create a new south-facing space. The ground floor of the enabling development will be a café or restaurant unit at this point. The image suggests a widened pavement over the station which may result from improvements associated with the Cycle Super Highway.

(As a point of interest the image also shows the tunnel from the station platform from the stadium external south concourse).



CAPITAL INTERCHANGE WAY

This image shows the development suggested on Capital Interchange Way. A new bridge over the railway is indicated to the right of the image. An arc of building frontages and entrances reinforces the street edge of Capital Interchange Way.

KEY VIEWS 1



INTRODUCTION

On this and the next panel there are indicative sketch images of the enabling development from four significant view points. During the next stage of design development we will commission photorealistic verified views which will then be formally assessed for their visual impact. A key part of this exercise is identifying the views to be tested. Preliminary scoping suggests some 15 to 20 views may be used to assess the impact of the development.

The masterplan represents a significant development and will not only change the appearance of the immediate area but be visible from a number of locations beyond the site and from significant distances. The masterplan seeks to deliver a viable development efficiently so that building heights are as low as possible. Furthermore the resultant forms of development are sited and sculpted to mitigate the visual impact of the development.

VIEW FROM KEW BRIDGE LOOKING NORTH

The view is framed by the Kew Bridge House to the west and Rivers House to the east.



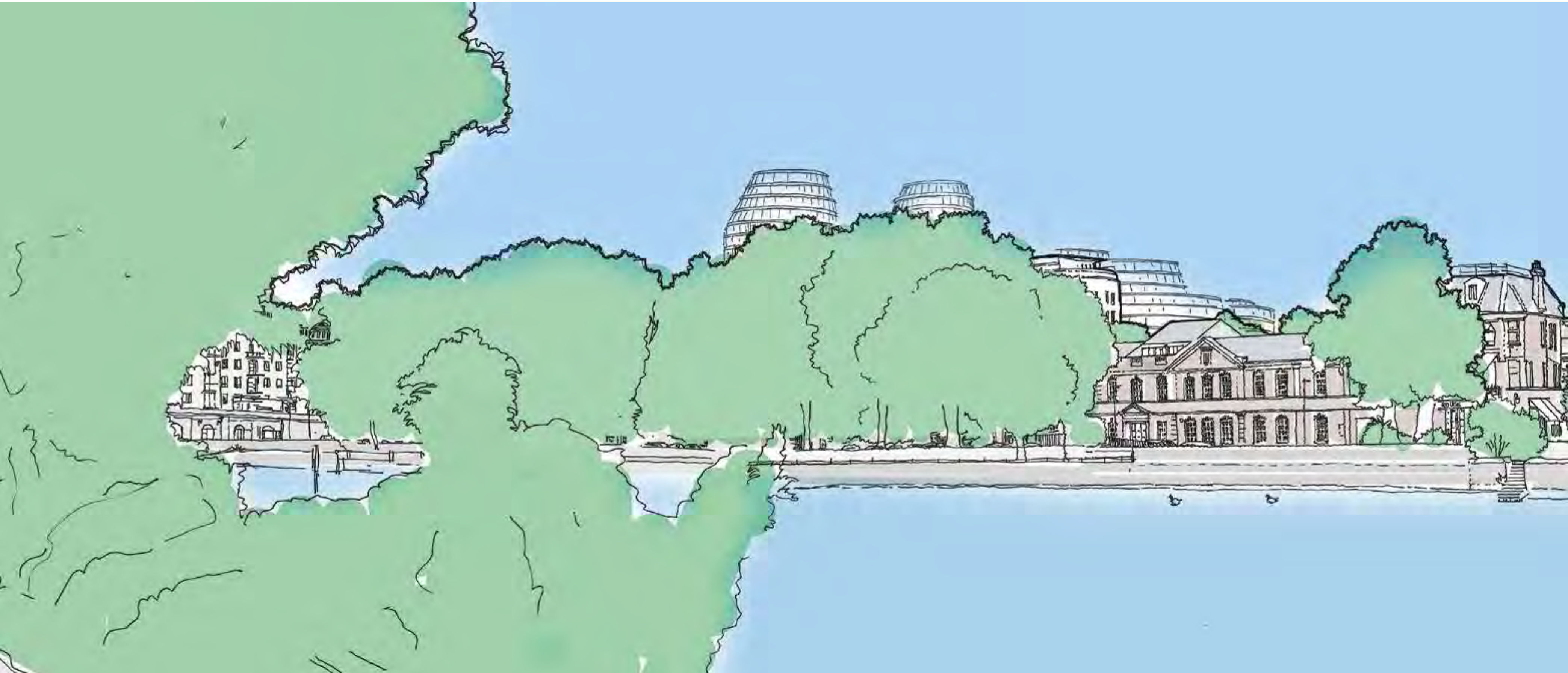
VIEW FROM GUNNERSBURY PARK LOOKING SOUTH

Existing development on the M4 and the eastern most block of the Brentford Towers on Green Dragon Lane are visible above the long horizontal foreground of the park and tree canopy in the middle distance. The proposed development is visible above the tree canopy, but is broken so that the relationship of sky to tree canopy, though reduced, is maintained in part. The Water Tower remains visible as an orientating feature.

KEY VIEWS 2

VIEW FROM BRENTFORD HIGH STREET LOOKING EAST (NEAR WATERMANS CENTRE)

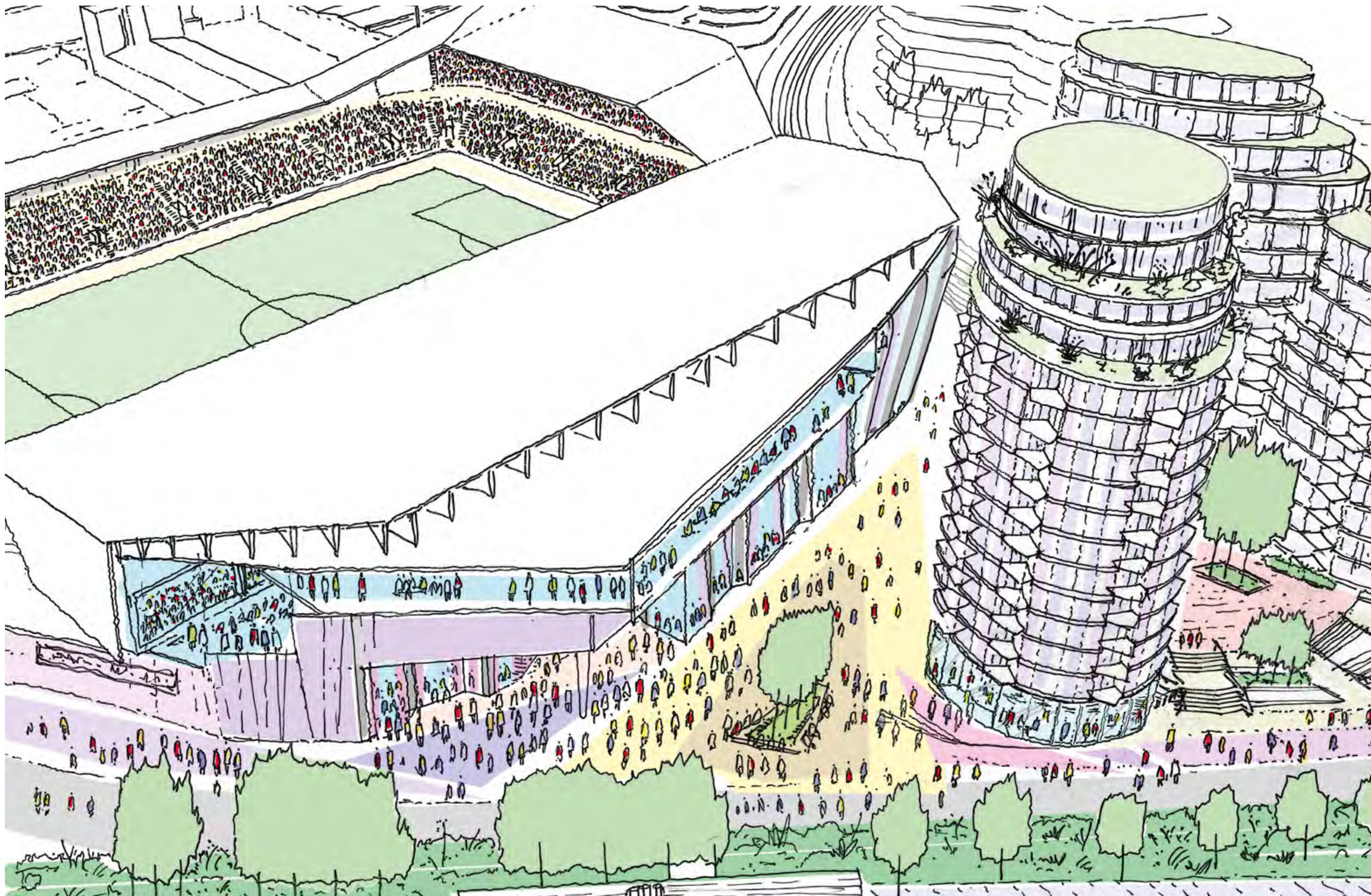
This image illustrates that the development seeks to step back from the Water Tower and maintain its prominence.



VIEW OVER STRAND ON THE GREEN FROM THE SOUTH BANK OF THE THAMES RIVERSIDE PATH LOOKING NORTH

In this image the proposed development is visible cascading down from the existing Rivers House. The development of the south site is also visible over the existing tree line on the north bank of the river.

THANK YOU



SUMMARY OF BENEFITS

We are bringing forward a complex and challenging scheme which we want to develop with local residents in order to achieve the following benefits:

- A sustainable stadium for Brentford Football Club, ensuring its continued existence as a community Football Club in the Brentford area.
- A stable platform for the Brentford FC Community Sports Trust, a charity, that contributes very significantly to the Borough by:
 - Reaching over 30,000 young people each year.
 - Delivering 27 sports in four London Boroughs.
 - Regenerating sport facilities such as the boating arch at Kew Bridge.
- The opportunity to maintain and develop the educational and training activities of the Learning Zone that have impacted on 2,500 young people per year.
- As a consequence of the above, continued employment of over 200 full and part time staff in Hounslow with the potential for the level of employment to grow further.
- The maintenance and potential expansion of the Club's spending on goods and services from businesses in the Borough and also the benefits that will accrue to commercial premises from greater footfall in the area.
- The opportunity for all these benefits to expand by attracting a Premiership rugby club additionally using the stadium.
- The regeneration of the Lionel Road area including:
 - Significant improvements to the public realm on and around Lionel Road itself.
 - Improved public realm and pedestrian links between the River Thames and Gunnersbury Park.
 - A catalyst for improvements to Kew Bridge station.
 - Displacement of a number of unattractive current uses and the HGV traffic they generate.
 - The replacement of an out-of-date office building with beneficial residential development.
- The comprehensive residential redevelopment of Griffin Park, providing over 100 new family homes.
- The provision of over 900 homes of varying sizes in the Lionel Road area.
- An opportunity to improve the traffic flows in the area.
- The opportunity to compliment the introduction of the Cycle Super Highway through the area.

INDICATIVE TIMETABLE

In summary here are the key dates for this project:

- | | |
|------------------------|--------------------------------|
| May 2013: | Submit application |
| September 2013: | Committee decision |
| June 2014: | Site clearance and preparation |
| Summer 2014 on: | Stadium construction |
| July 2016: | Stadium opening |

PLEASE GIVE US YOUR VIEWS

Sincere thanks for taking the time and trouble to visit this first exhibition. Please take a few minutes to fill in the feedback forms we have provided so we have your contact details in order to keep you informed and also give your views. It would help us if you completed a form before you left but you can take one away and send it into us using the Freepost address provided.

Given the point made previously about wishing to be a good neighbour, we will be talking in greater detail about how we will develop a considerate construction strategy with local residents.

BRENTFORD COMMUNITY STADIUM PROPOSALS

You can write to us at our FREEPOST address:

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