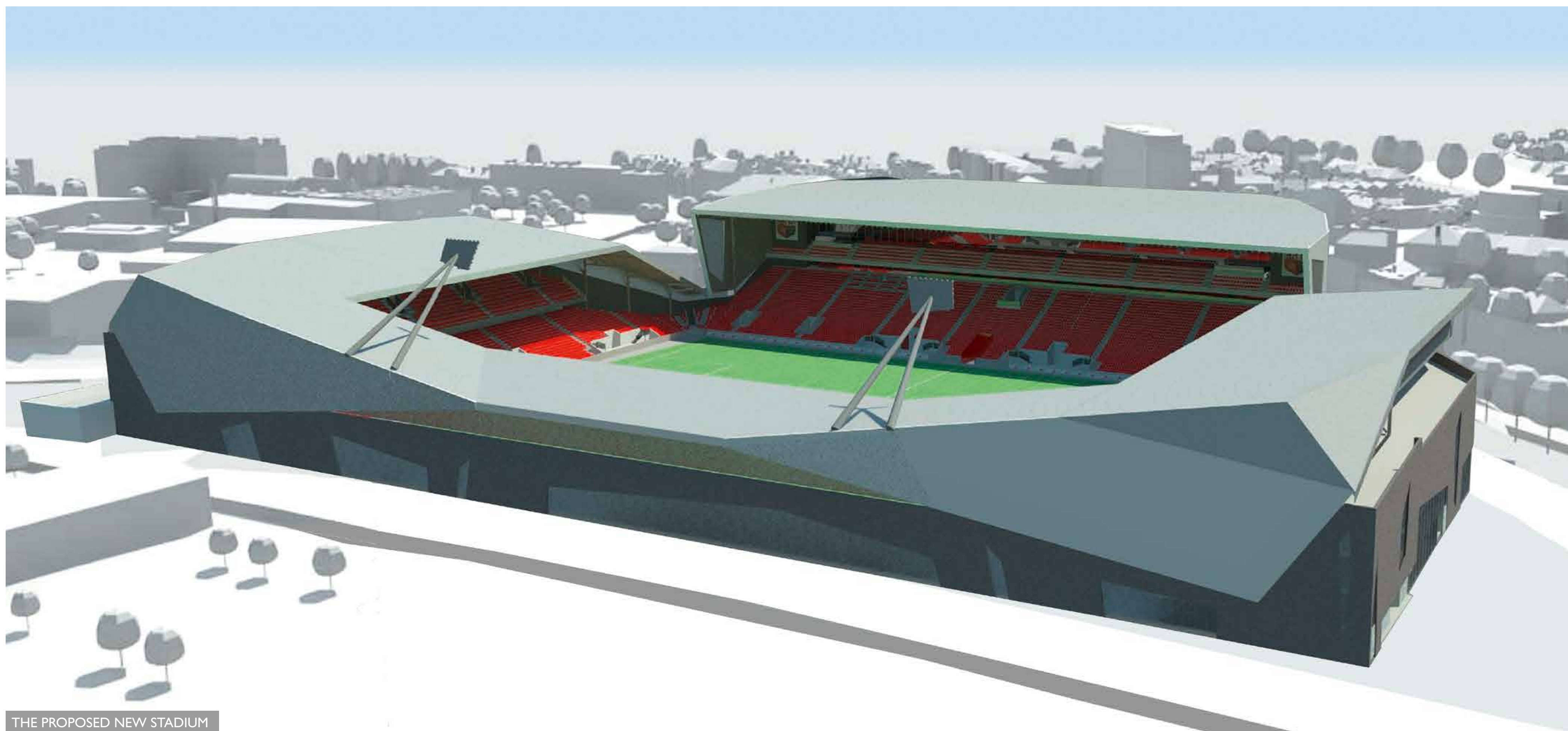


WELCOME



THE PROPOSED NEW STADIUM

INTRODUCTION

Welcome to the second 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 seat stadium for first class, professional football and rugby with 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;
- 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 an enhanced learning zone for educational activities. The site is a 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 CURRENTLY USED FOR WASTE RECYCLING

BRENTFORD COMMUNITY STADIUM

More than just a football club



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 27,000 young people every year.
- Delivering 27 different sports in 4 London Boroughs.
- Also regenerating sports facilities e.g the boating arch at Kew Bridge.
- Turnover in excess of £1.2m per annum.

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.
- Reaching over 2,500 students each year

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 - current membership in excess of 2,000.
- 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.

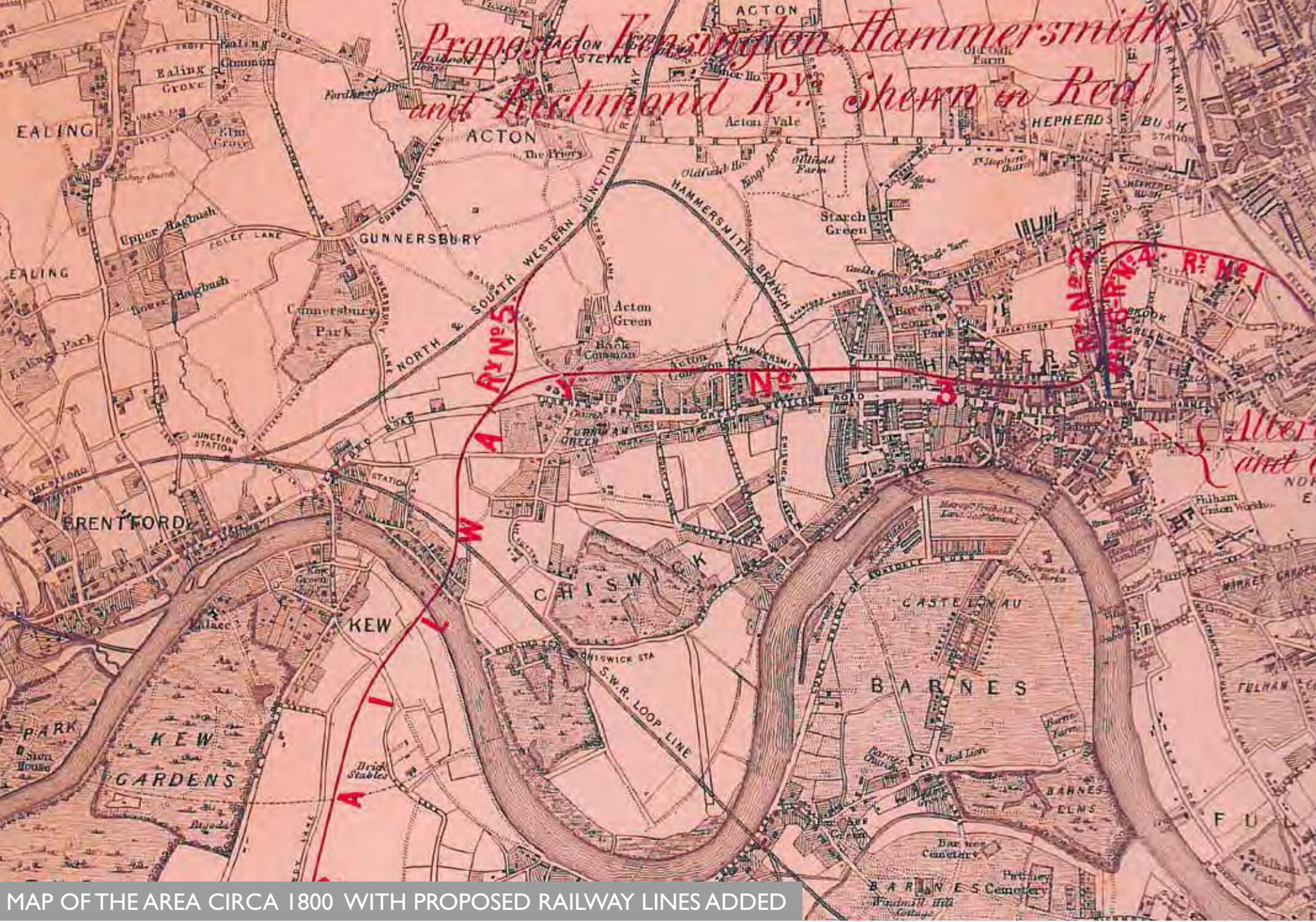
Bees United, a Community Benefit Society, passed the majority shareholding to long term Brentford supporter, Matthew Benham, in June 2012, and still retains a Golden Share and two seats on the Board of the Club. Matthew Benham is currently funding the Club's annual deficits pending a move to the new stadium and the resultant improvement in trading.



BRENTFORD COMMUNITY STADIUM
More than just a football club



HISTORY



Since Roman times and long before Kew Bridge or any of the current housing was built the Lionel Road site and the area to the south has been a key location and seen an enormous amount of change. The few maps selected here give a brief glimpse of those changes and the dramatic regeneration story that has unfolded over the centuries.

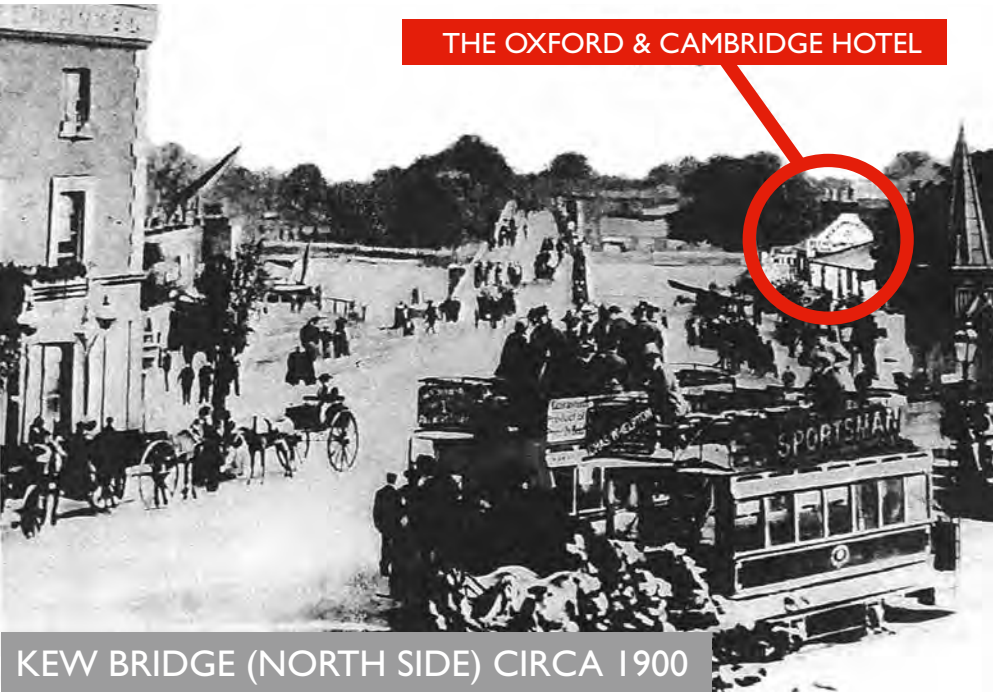
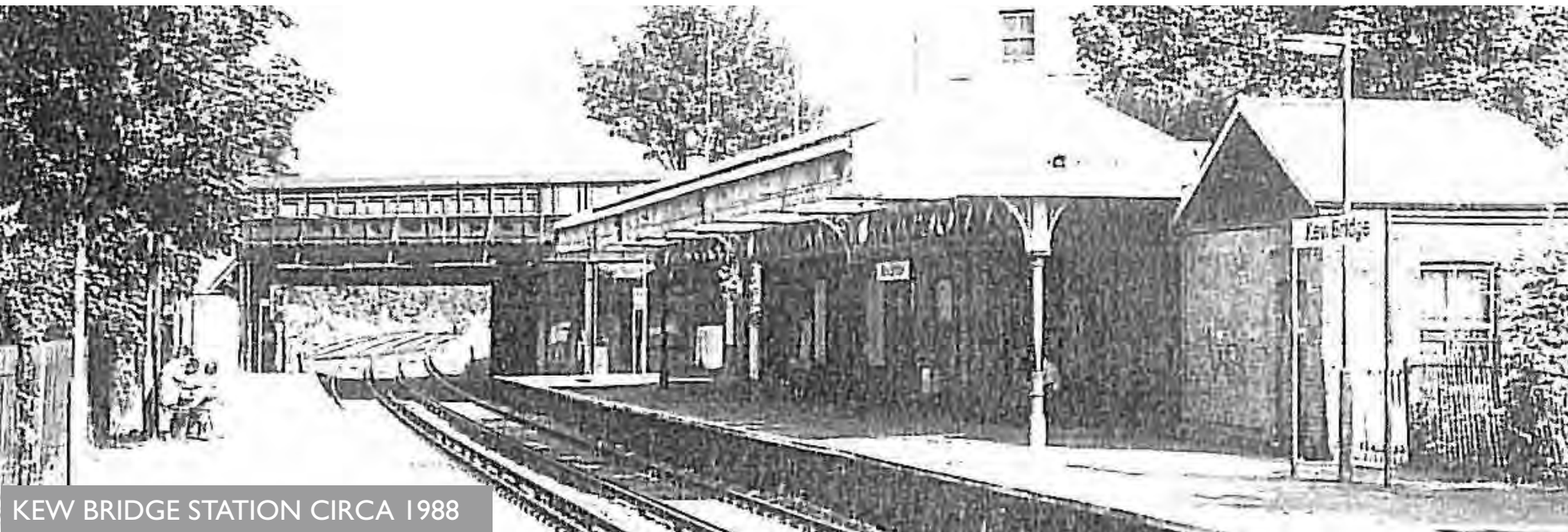
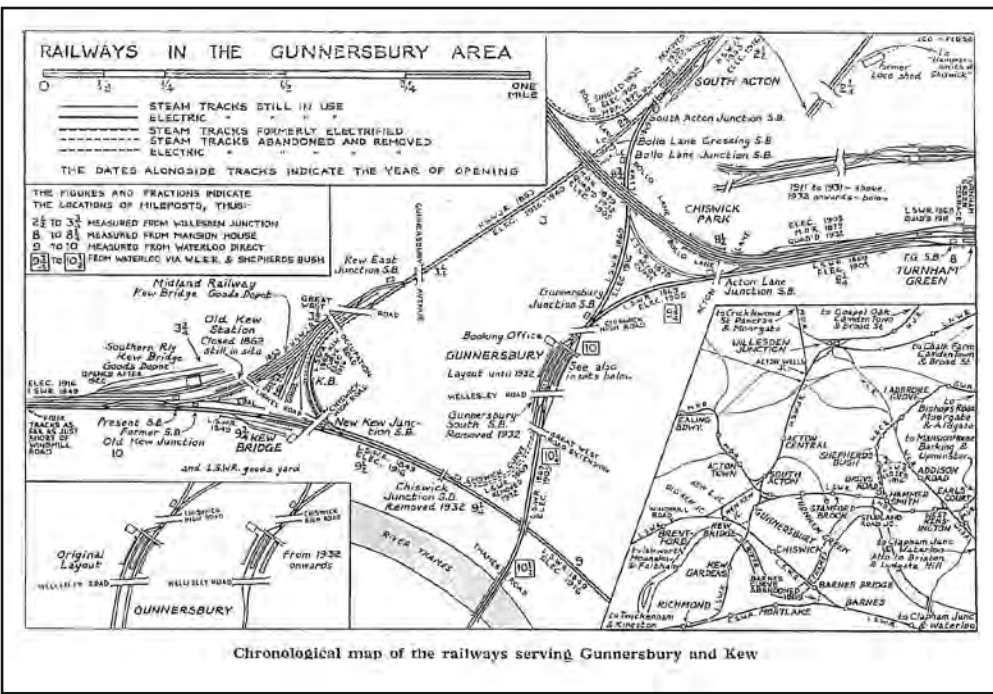
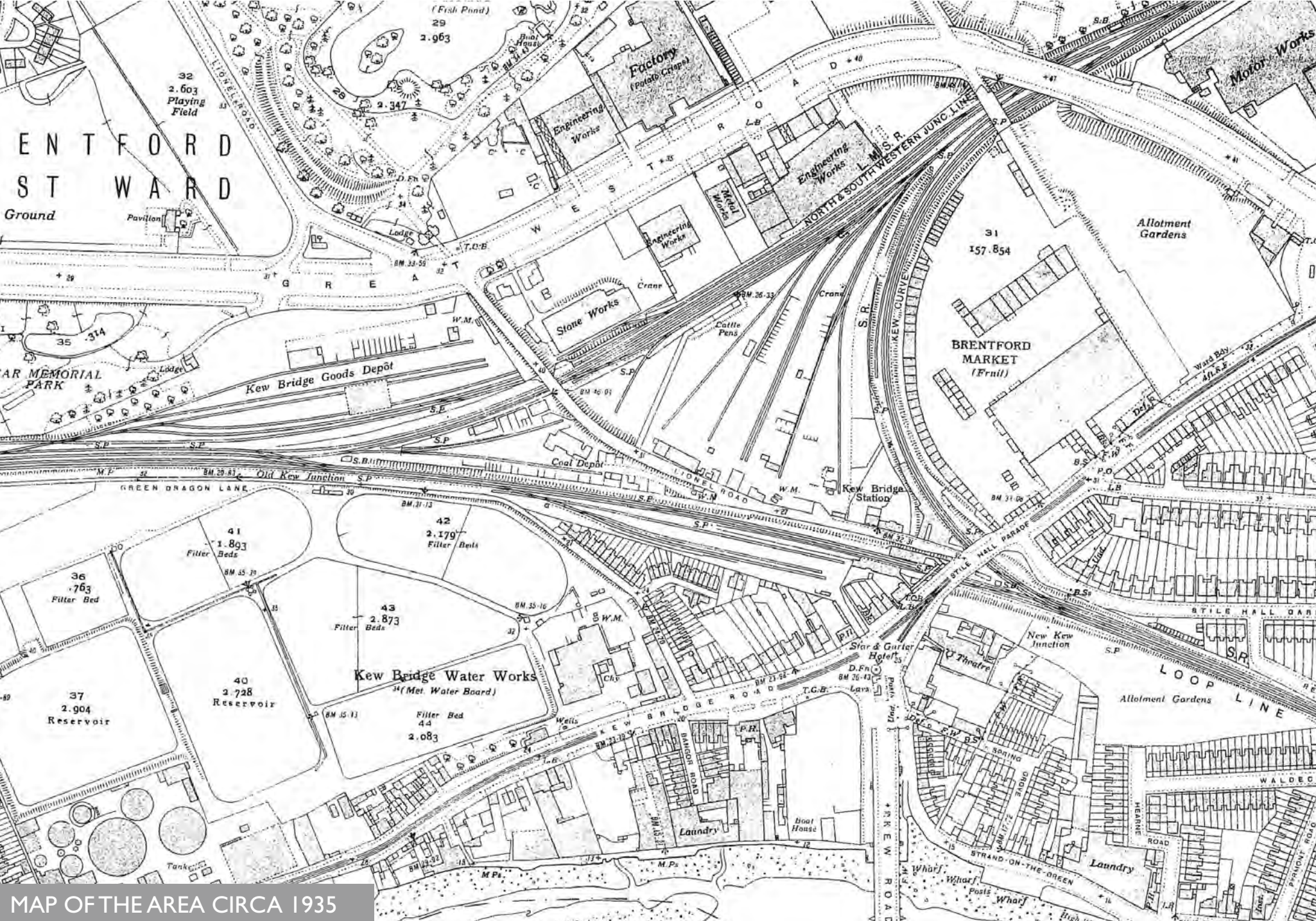
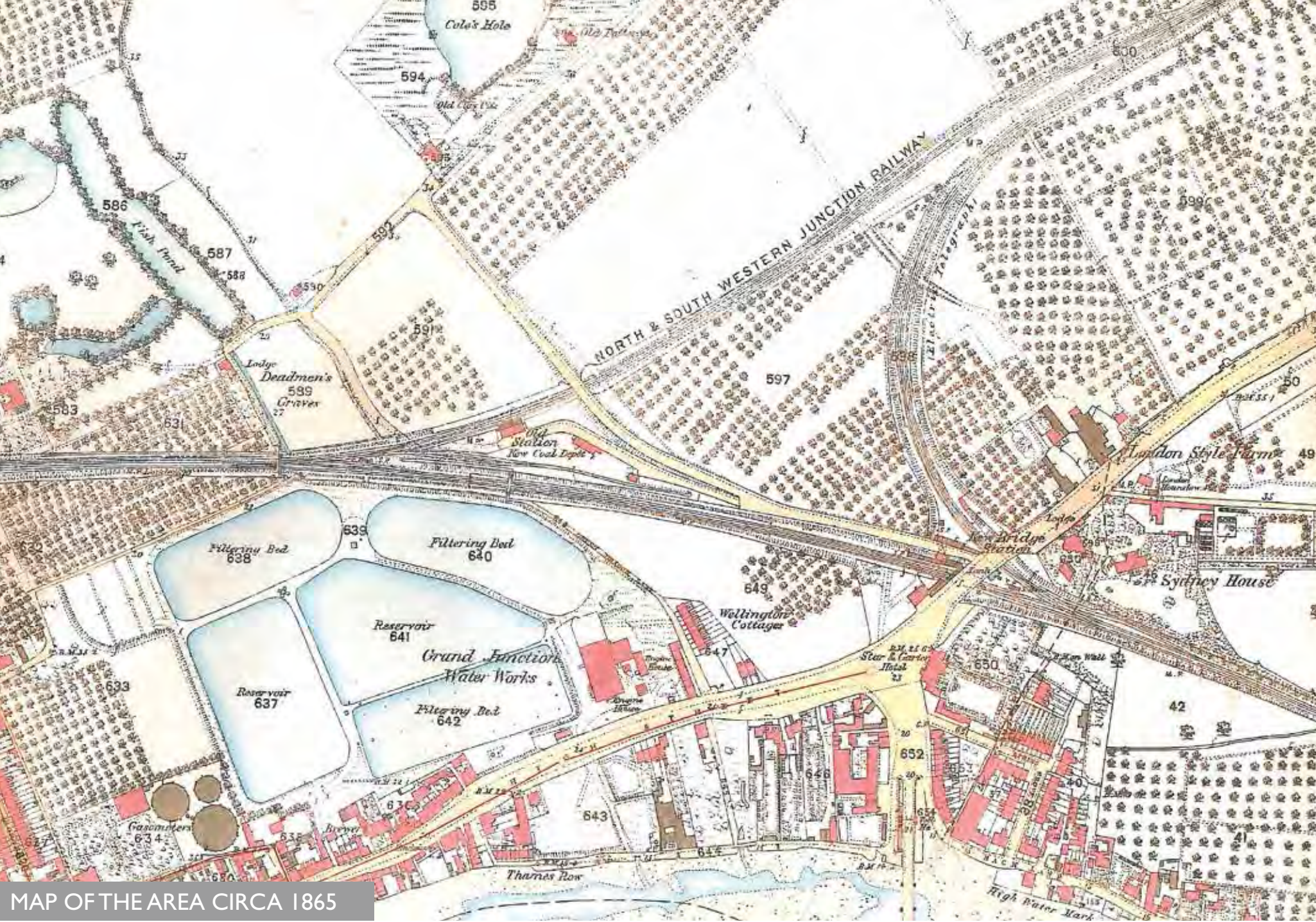
Firstly it is worth noting that the area generated great wealth through the richness of the soil and the fresh water streams (most significantly Spring Grove) which created an area of market gardens. The Duke of Devonshire saw the potential and in 1822 let out 33 acres to the Royal Horticultural Society for experimental gardens. Particular strawberries and the Williams pear were all created here. The Parish boundary of Ealing and Chiswick ran through the middle of the site. The latter is a parish peculiar of St Paul's Cathedral and from the late 10th Century its lands paid for the building and running of the Cathedral. London Stile Farm, located near the western end of Wellesley Road, and Clay Pond Farm, just a little further west were good examples of buildings that developed during the 17/18th Century.

Subsequently, the rich pastures made a major contribution, through barley, to the development of many Maltings (breweries) in the area. Kilns were built to make tiles and clay pots for brewing and horticulture.

The coming of the railways from the mid-19th Century transformed the area. Individual operators saw the enormous potential profit to be gained from this key site and a 'rail rush' proceeded apace with numerous competing lines created by individual Acts of Parliament. The mainline from Waterloo to Staines and the Kew Curve were created. As well as beginning to distribute produce to London and beyond hops were brought from Kent for the brewers. The railways that form the Lionel Road South triangle provided connections to central London, Clapham Junction (and then all places south), Willesden Junction – and then all places north. The railways (and latterly the tram in the 1890s which terminated at Kew Bridge) brought people from far and wide. This became a key and fashionable leisure destination with the delights of Gunnersbury Park, Kew Gardens, the RHS show grounds and Chiswick House easily accessible. Chiswick House was built between town and country and the name 'suburb' originated at this place.

The further key development on the site and to the immediate east was Brentford Market (Fruit & Vegetables) - the wholesale market. Retail stalls spread all along Chiswick High Road. Crowds would throng to the area for trade and leisure.

Finally, it is worth noting the key taverns/pubs and inns that sprouted in the area and were connected by Jupp's Malthouse: The Bulls Head (from the 17th Century), The City Barge, the Bell and Crown and Express Tavern still exist. But the Wagon and Horses, Star & Garter Inn and Oxford & Cambridge Hotel are long gone. The latter (formerly The Poplar Inn) is particularly significant as it was here (it was located on the north west corner of Kew Bridge next to the Plough) that Brentford FC was created by Archer Green, the Secretary of the Brentford Rowing Club, together with Bill and Frank Dodge at a meeting held on 10th October 1889. (Bill Dodge went on to serve the Club as player and President for over 70 years.) The first match was held on 23rd November – a friendly against Kew which finished 1 – 1. The gate receipts amounted to half-a-crown (12.5p).

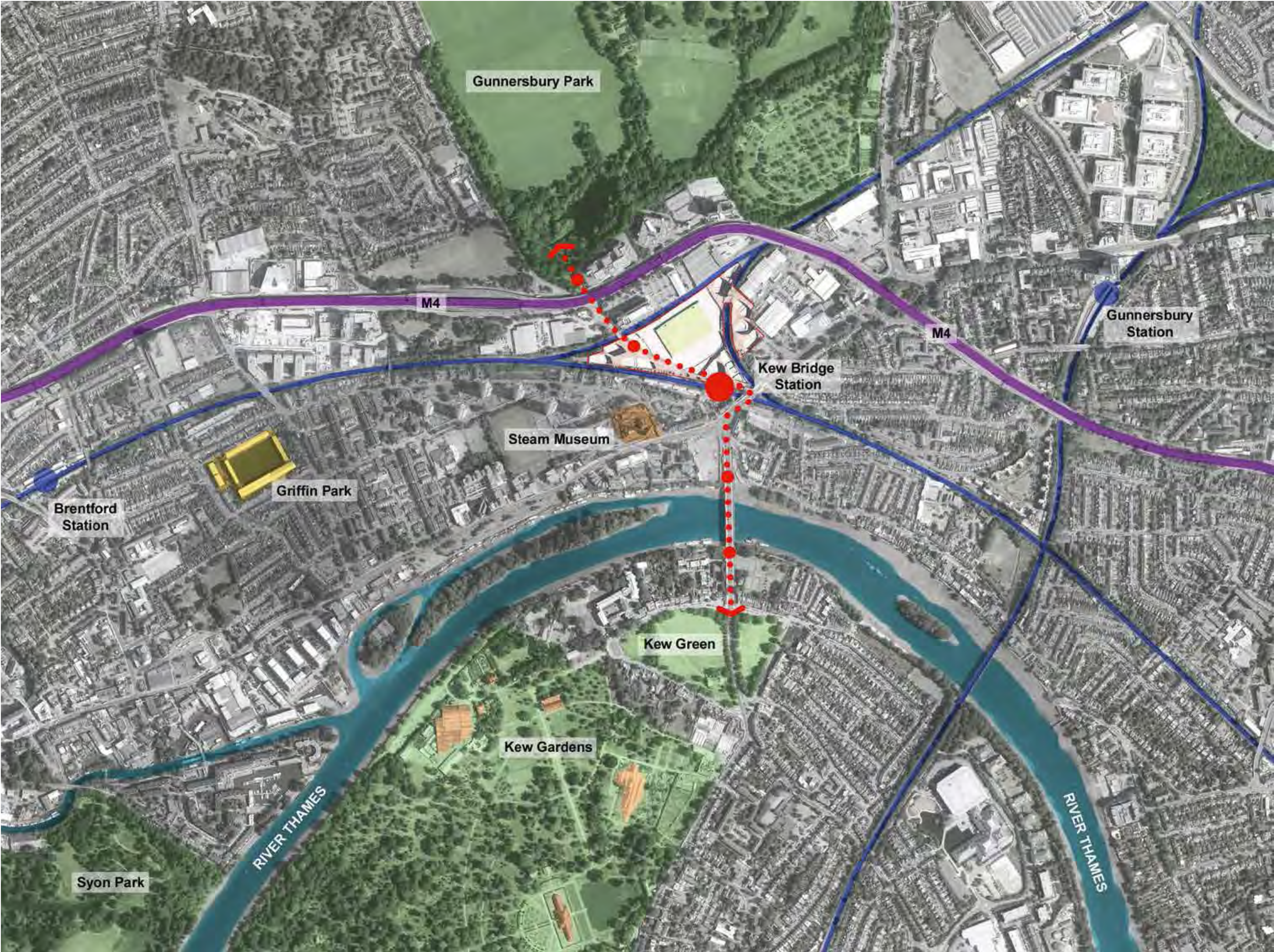




THE SITE AND CONCEPT



A KEY URBAN CONNECTION

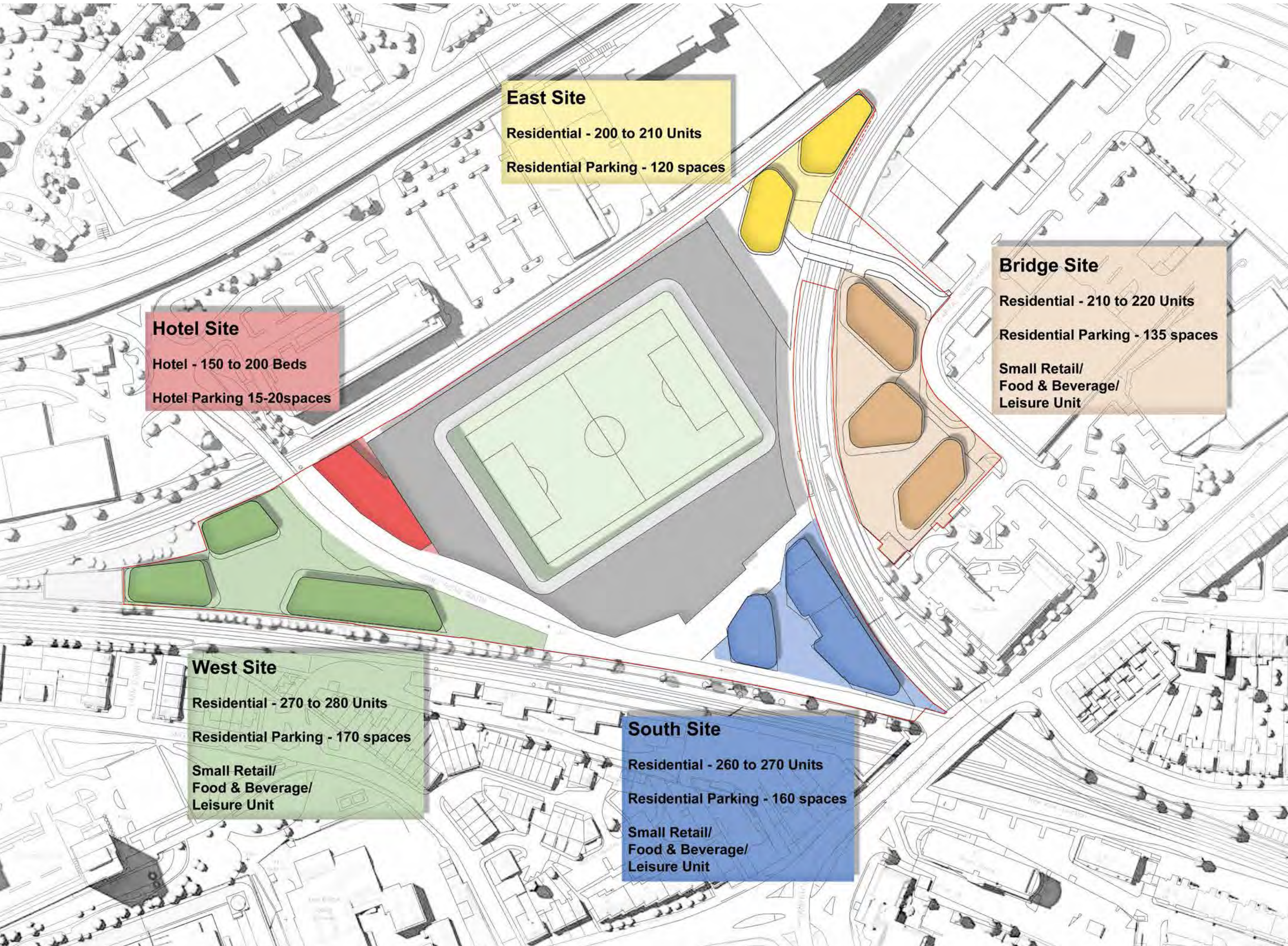
The masterplan is structured around the creation of an attractive and vibrant link between the amenity spaces of the Thames Riverside and Gunnersbury Park. The stadium is seen as a catalyst for this key connection. This connection will form an attractive axis, easily accessible on foot, linking open 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.



- 1 Potential café and terrace
- 2 South residential entrance court
- 3 Potential restaurant / retail / leisure unit
- 4 Stadium gateway space
- 5 Stadium shop & tickets
- 6 Stadium bar
- 7 Main stadium reception
- 8 External concourse
- 9 Internal concourse
- 10 Bicycle Parking
- 11 Potential retail or café
- 12 Western gateway space
- 13 West residential entrance court
- 14 Hotel
- 15 Eastern gateway space
- 16 East residential entrance court
- 17 New bridge connection
- 18 Bridge Site drop-off
- 19 Bridge Site landscaped gardens
- 20  Club parking entrance
-  Residential entrances



ENABLING DEVELOPMENT



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.

Currently the site hosts a waste recycling unit and other, largely motor related operations.

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 residential housebuilders 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 numbers of apartments, cark parking spaces and uses are given at this stage.

The Football Club will seek to sell the enabling development sites over time to fund the stadium. 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.

The diagram above contains additional detail with respect to parking parameters. In all cases the residential mix is assumed to be between a range of 940-980 apartments.



STADIUM PROPOSALS 1



STADIUM MAIN ENTRANCE

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.



AERIAL VIEW OF THE STADIUM FROM THE SOUTH WEST



AERIAL VIEW OF THE STADIUM FROM THE NORTH WEST

BRENTFORD COMMUNITY STADIUM

More than just a football club



STADIUM PROPOSALS 2



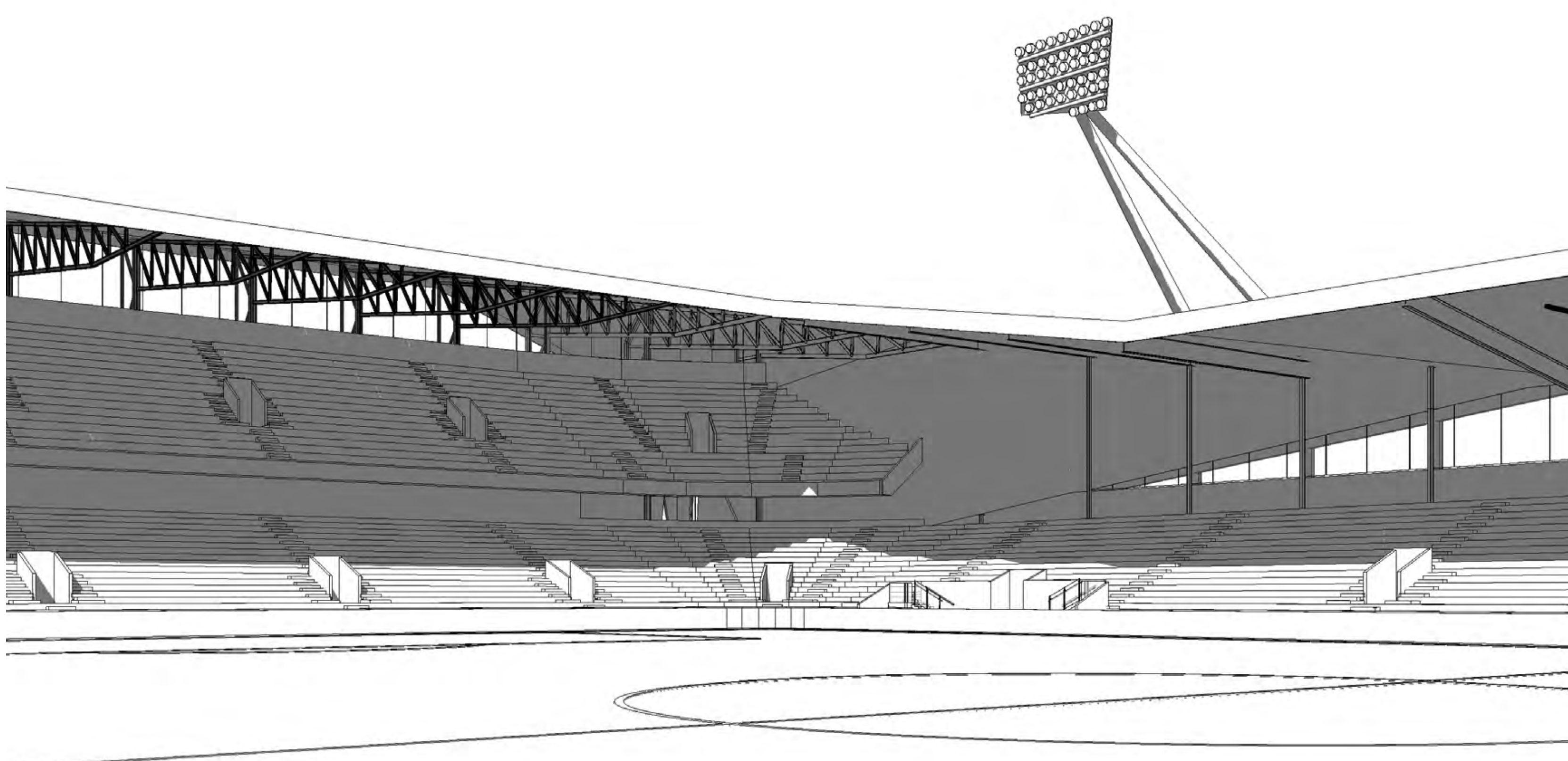
THE MAIN SOUTH STAND WITH HOSPITALITY BOXES AND LOUNGES

THE STADIUM BOWL

- The stadium bowl design aims to create an intimate atmosphere 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 lounges and facilities will provide a flexible space for conference and entertainment events, including use by local business and voluntary organisations.
- 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.



VIEW OF THE NORTH STAND FROM THE HOSPITALITY LOUNGES



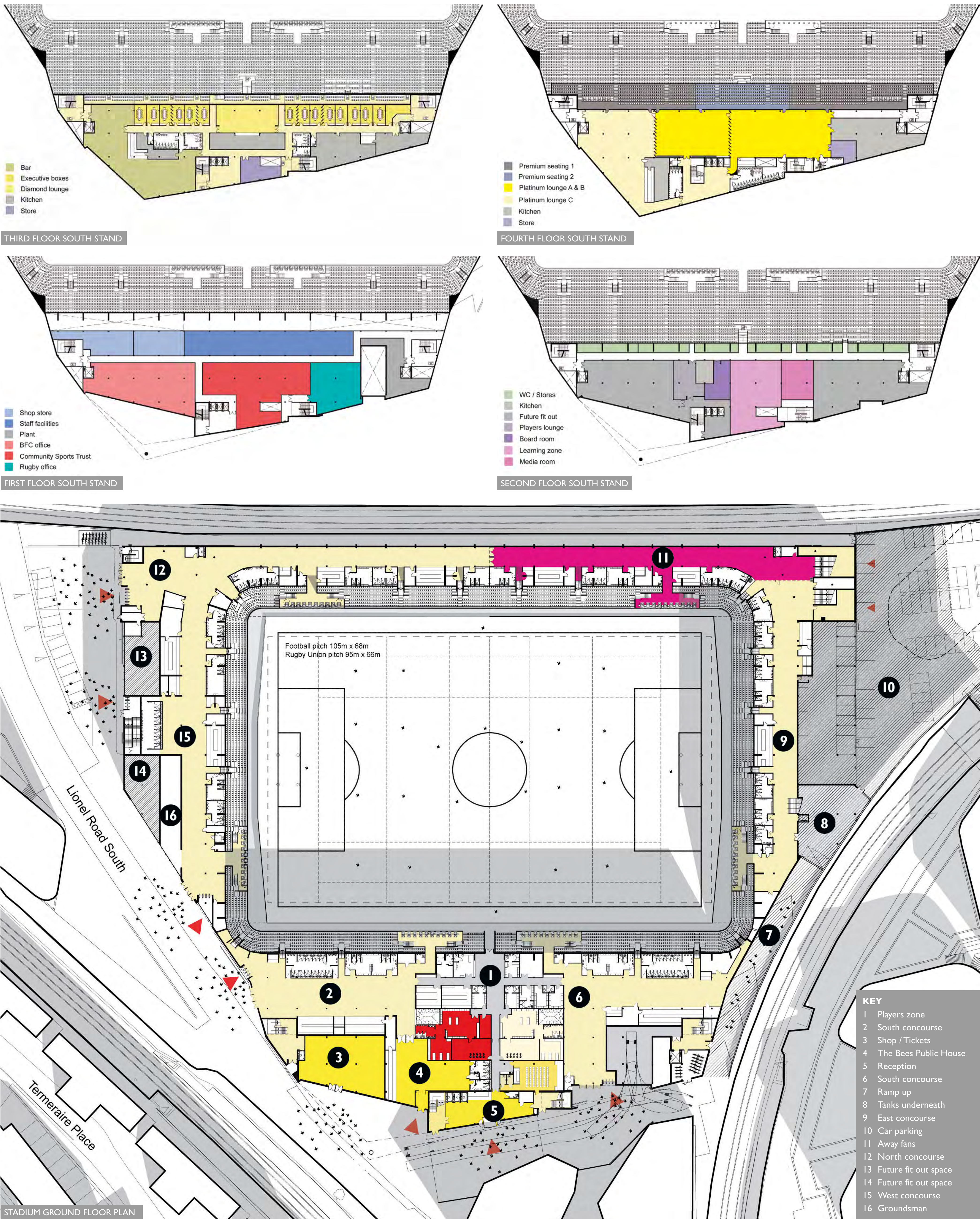
NORTH WEST CORNER OF THE STADIUM

BRENTFORD COMMUNITY STADIUM

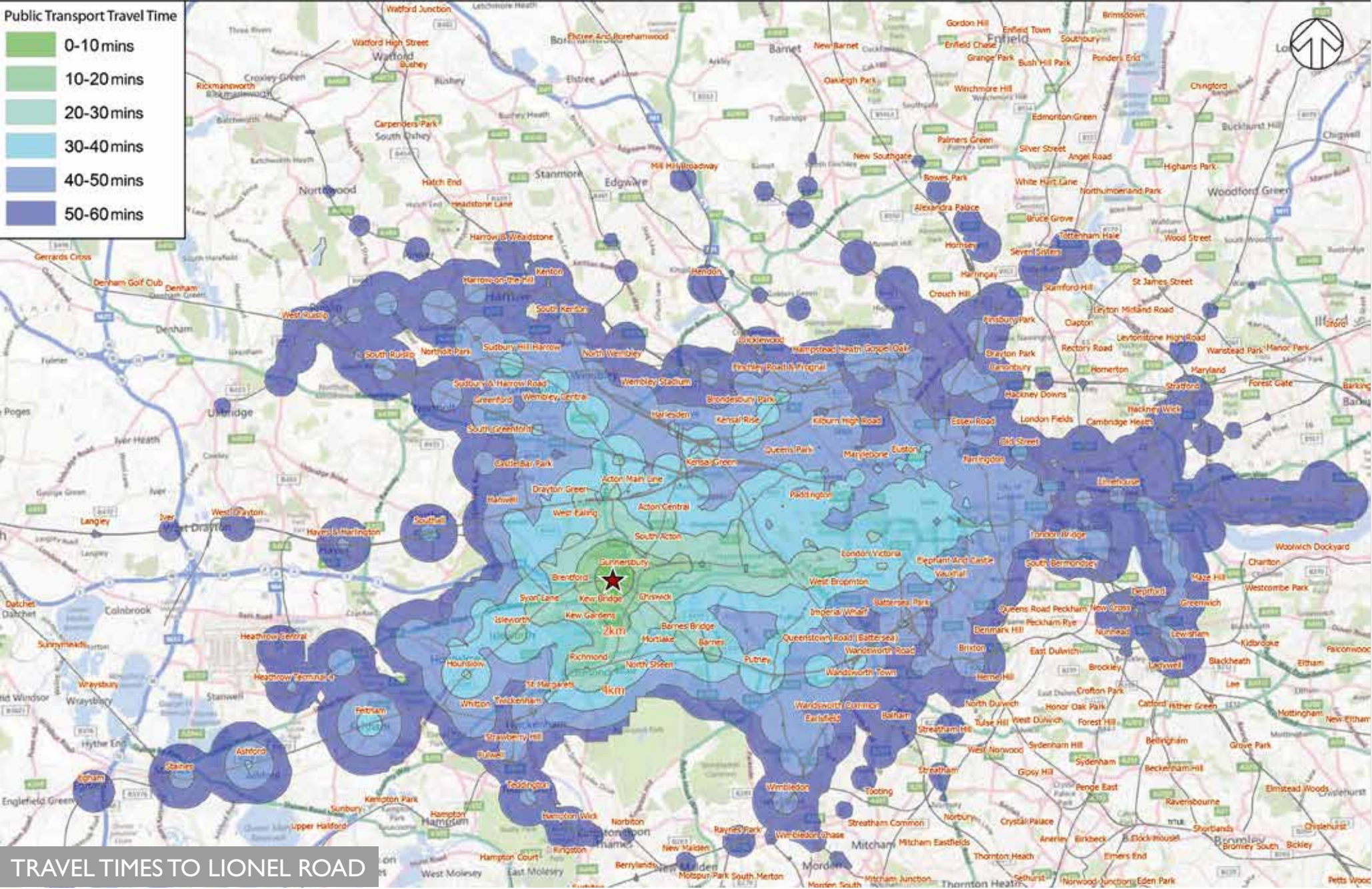
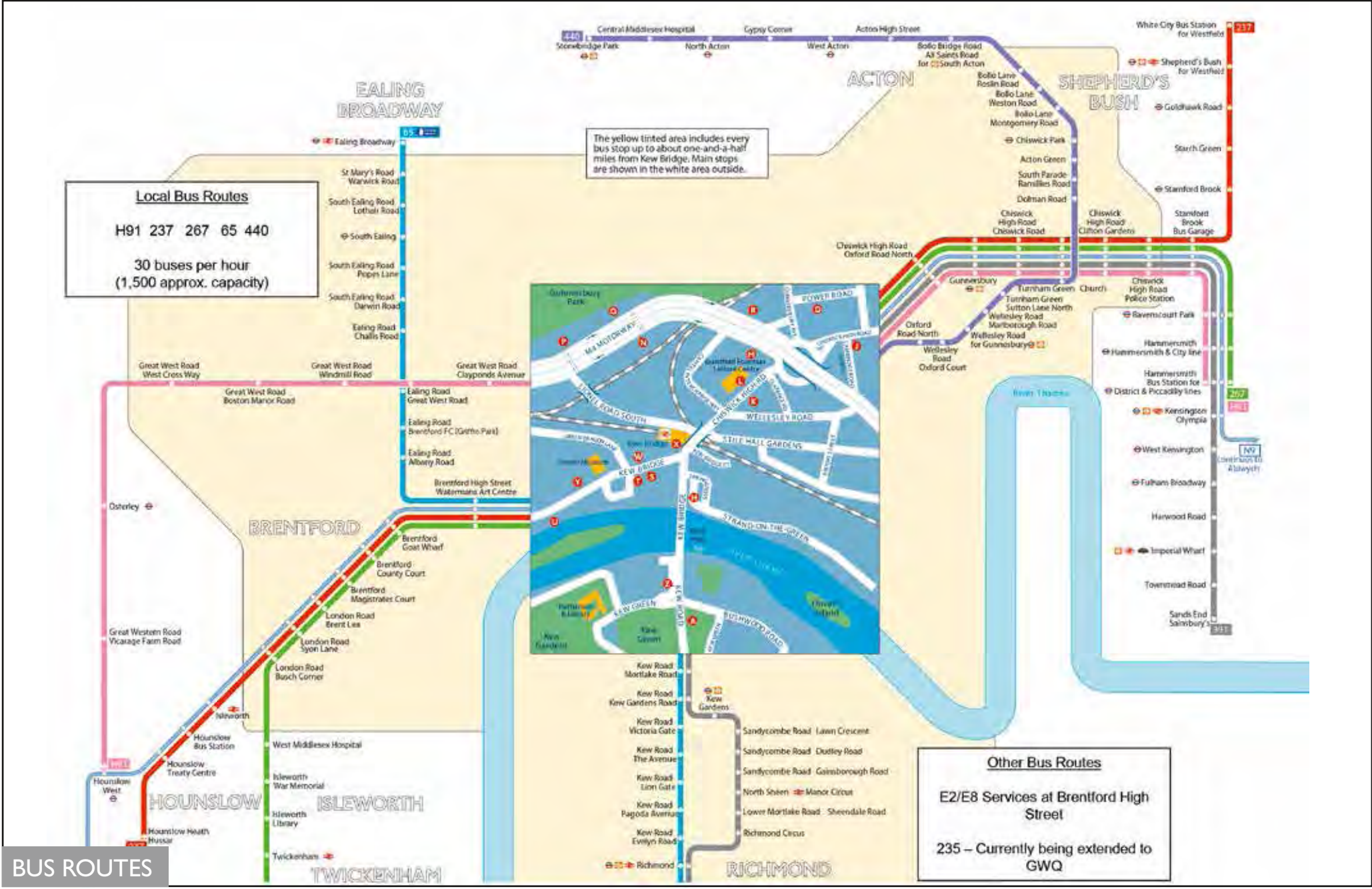
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STADIUM PROPOSALS 3



TRANSPORT: GENERAL



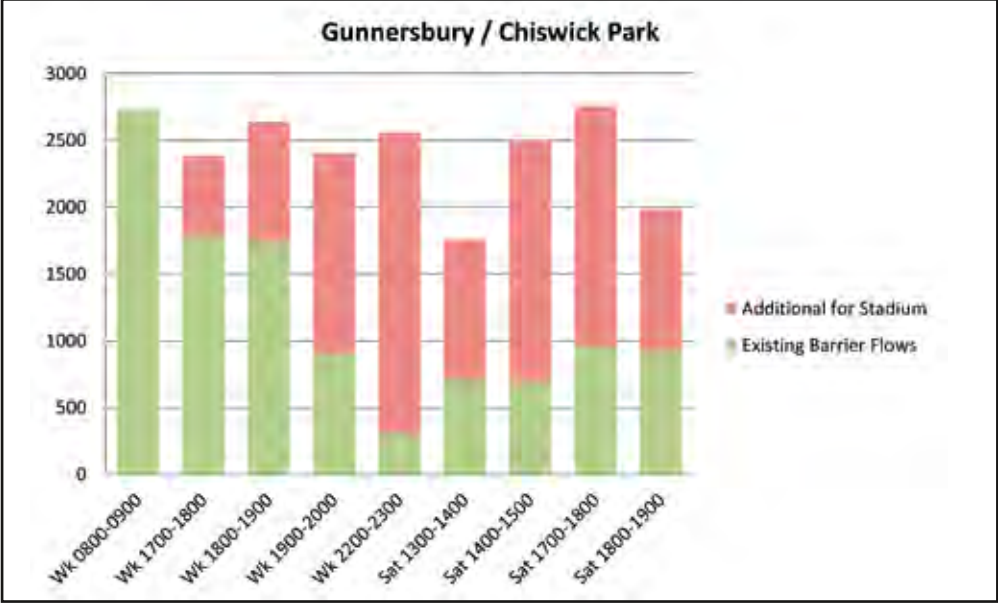
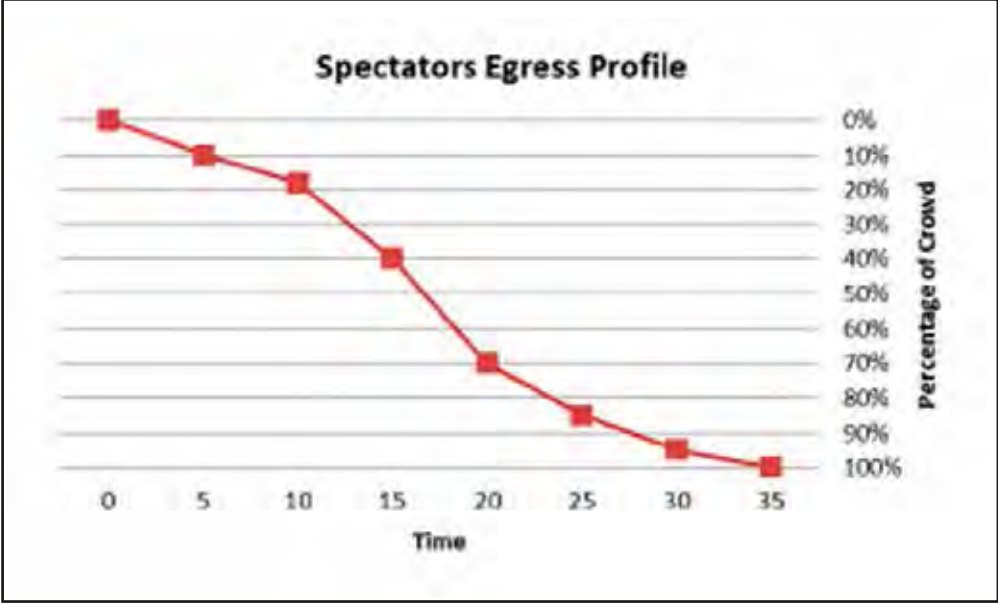
From discussions with local residents over many years we are aware of the following concerns:

- How supporters arrive and leave the stadium on match days.
- The impact upon local rail and underground stations and roads on match days.
- The impact upon local rail and underground stations and roads on non-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.

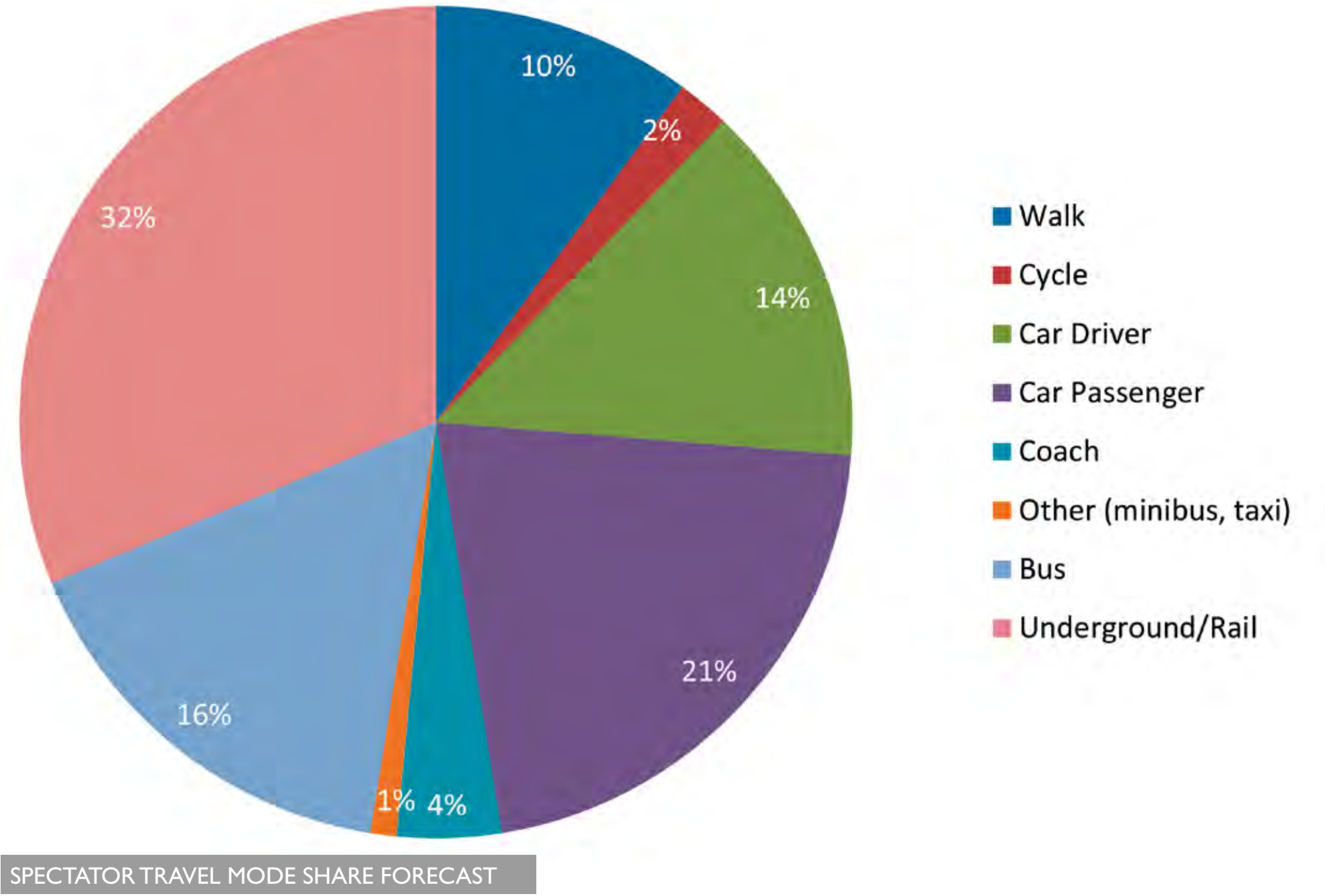
It is working hard to do all it can to deal with the above concerns and continue to act as a good neighbour with the nearby residents and others.

TRANSPORT: MATCH DAY



Since the last public exhibition we have undertaken new surveys of current club supporters including how they currently travel and intend to in the future. We have also assessed the locations of all Brentford fans who currently buy either Season or occasional tickets. The following are key issues the design is being developed to incorporate.

- A new pedestrian access from the stadium to the eastbound platform at Kew Bridge Station is proposed, with the pedestrian route passing under Lionel Road South. No queuing will be permitted on the internal footbridge, and non-football associated passengers will be permitted to enter via the current Kew Bridge Station access under manned conditions.
- Routes to Gunnersbury tube station will be marshalled with fans directed away from local residential streets towards Chiswick High Road. A Local Area Management Plan (LAMP) will be required to require marshalling of streets and review/mitigation of any anti-social issues.
- The maximum flows would occur following a match and it is proposed that the Transport Assessment will suggest management measures to alleviate congestion within the station including on-street marshalled queue management and the promotion of Chiswick Park Station.
- The use of parking on local streets would be monitored as part of the Travel Plan process (as the crowd numbers increase) in conjunction with the Local Authority, and CPZ's extended or introduced within this zone if required or agreed with local residents.
- The potential to use the car parks of local employers on the A4 corridor is being investigated by the football club. The current intention is to target up to a maximum of 1000 car parking spaces within this corridor for match-day parking.
- A minimum of 400 cycle parking spaces will be provided for visitors to the site.



TRANSPORT: NON-MATCH DAY

- Pedestrian, cycle and vehicle access to the ground is proposed from Lionel Road South and Capital Interchange Way. Step free pedestrian access is provided to the site from the surrounding public highway providing inclusive access, including via a new pedestrian/vehicle bridge (with low gradient) over the railway lines onto Capital Interchange Way. The provision of high quality pedestrian routes through the site will provide step free linkages around the stadium.
- We are currently investigating the creation of a northbound cycle route on Lionel Road South to connect with the Great West Road (A4) and a southbound route via the stadium perimeter onto Capital Interchange Way. Further details of this will be provided in due course.
- Around 6 car parking spaces will be provided for every 10 residential dwellings. These will be located within basements of the different residential sites. Around 10% of spaces would be designed for disabled users and 20% will provide electric vehicle charging points.
- Secure cycle parking will be provided (a minimum of one space for every apartment), with visitor cycle parking provided within the public realm.
- It is proposed that a 2 metre footway would be introduced on the south side of Lionel Road South in combination with the new signalised pedestrian crossing, to improve upon pedestrian links with Kew Bridge Station and associated bus stops at the junction of Kew Bridge Road with Kew Bridge for both everyday and match day conditions.

