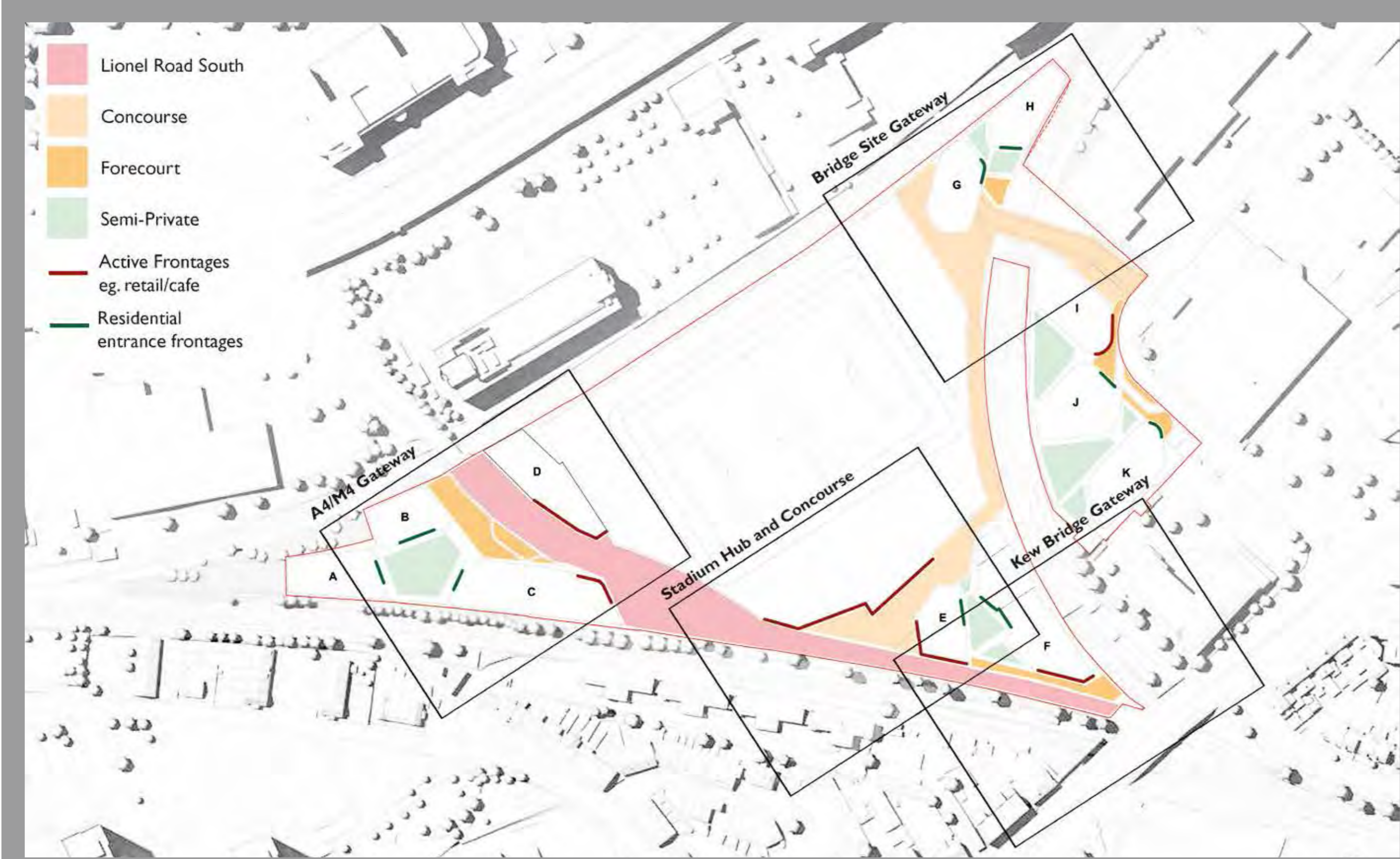


THE PUBLIC REALM PLACES & SPACES



A key benefit of the regeneration of the Lionel Road South triangle is the opportunity to create a series of places and spaces to encourage pedestrian and cycle movement, amenity for residents and the wider community. This will act as a catalyst for the wider regeneration of the area between the Thames Riverside and Gunnersbury Park.

The diagram adjacent identifies key areas of the public realm which are presented in more detail below.



A4/M4 GATEWAY

The north west end of the Lionel Road South development will enclose a widened threshold space as an arrival point from the west. Around this space will be sited active frontages and residential entrances.



STADIUM HUB AND CONCOURSE

This space represents the focal point of the masterplan and is sited on the Key Urban Connection. It is where the stadium meets the public realm with it's main entrance, club shop and bar. To the south of this space the ground floor of the enabling development is also a retail or cafe unit so that this area is surrounded by active uses.



KEW BRIDGE GATEWAY

This space is the threshold to the masterplan and gateway from Kew Bridge Road. The junction to Lionel Road South will be improved and the development will be set back to create a new south facing space. The ground floor of the enabling development will be a retail or cafe unit at this point.



BRIDGE SITE GATEWAY

This image shows the development suggested off Capital Interchange Way. A new bridge over the railway is provided.



HYBRID PLANNING APPLICATION

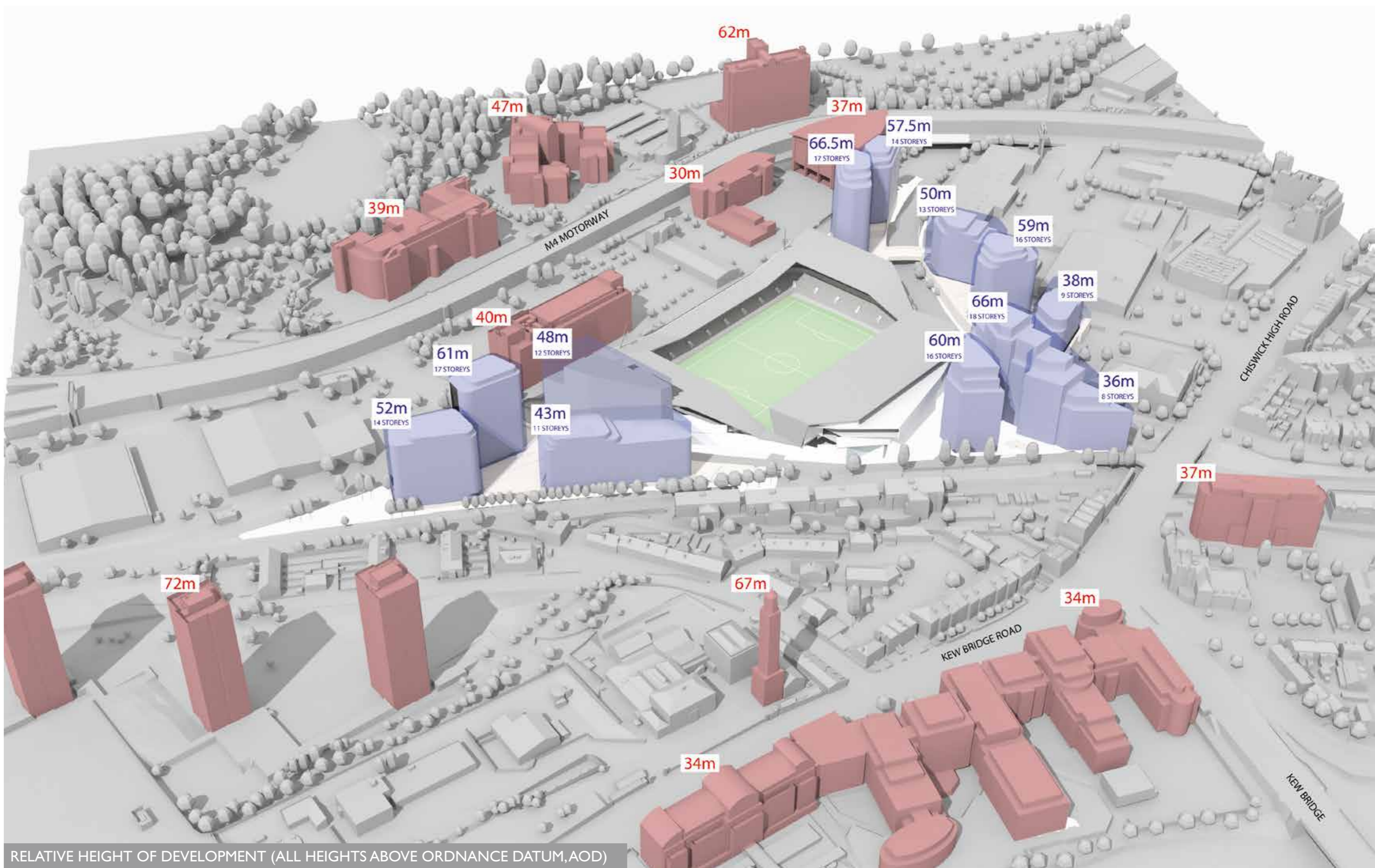
As described, the masterplan comprises both the stadium, its infrastructure and the enabling development land.

The enabling land will be sold to developers, who will bring forward detailed designs for residential schemes. This means that the planning application will seek detailed approval for the stadium and infrastructure and outline approval for all other land. This diagram illustrates which parts of the scheme will be included in the detailed application and which elements of the scheme will be included in the outline application.



AREAS OF OUTLINE AND DETAIL ELEMENTS OF HYBRID APPLICATION

The masterplan defines the extent, form and character of those elements in the Outline Application. It provides parameters for subsequent developers and design teams to work within. This is done by defining maximum building footprints and heights and number of residential units. A Design Code will also stipulate how the masterplan is to operate and what architectural character is to be adopted.



RELATIVE HEIGHT OF DEVELOPMENT (ALL HEIGHTS ABOVE ORDINANCE DATUM, AOD)



KEY VIEWS



The development represents a major regeneration opportunity to create both a fine public realm and impressive new buildings. However the project is significant and depends for its viability on the delivery of tall buildings that will bring change to existing views and vistas. Whilst we acknowledge the sensitivity of a number of important Heritage assets and conservation areas we believe this large site can accommodate the development. Working with Hounslow Council we have agreed to test the impact of the development from the 23 view-points identified on this aerial image. Here we present eight of the images (annotated in red) where the most significant change occurs.

The masterplan seeks to deliver a viable development in an efficient manner which restricts the building heights as far as possible. Furthermore the resultant forms of development are sited and sculpted to mitigate the visual impact of the development. The views presented here are current and are based on the plans parameters and heights presented in this exhibition.

The images are presented as existing and proposed. The proposed massing, which is seen as simple grey blocks illustrate a likely massing, anticipating the designs that the developers who purchase the sites may bring forward. The blue outline on the views titled 'Outline application envelope' indicates an absolute maximum volume within which development can take place. Where the proposals on the larger images show textures and colours this is an indicative elevational treatment applied to the likely massing to help give a sense of scale. Again these images do not represent concrete proposals as the designs of the buildings will be brought forward by the purchasing developer.

GUNNERSBURY PARK VIEW



KEY VIEWS: WELLESLEY ROAD



ILLUSTRATIVE SCHEME



VIEW LOCATION MAP



EXISTING VIEW (FEBRUARY 2013)



OUTLINE PLANNING APPLICATION ENVELOPE



ILLUSTRATIVE MASSING

KEY VIEWS: BRENTFORD HIGH STREET



ILLUSTRATIVE SCHEME



VIEW LOCATION MAP



EXISTING VIEW (FEBRUARY 2013)



OUTLINE PLANNING APPLICATION ENVELOPE



ILLUSTRATIVE MASSING

KEY VIEWS: STRAND ON THE GREEN



ILLUSTRATIVE SCHEME



VIEW LOCATION MAP



EXISTING VIEW (FEBRUARY 2013)



OUTLINE PLANNING APPLICATION ENVELOPE



ILLUSTRATIVE MASSING



KEY VIEWS: KEW PALACE & TOW PATH

VIEWS FROM THIRD FLOOR OF KEW PALACE



VIEWS FROM KEW TOW PATH



KEY VIEWS: KEW BRIDGE ROAD



ILLUSTRATIVE SCHEME



VIEW LOCATION MAP



EXISTING VIEW (FEBRUARY 2013)



OUTLINE PLANNING APPLICATION ENVELOPE



ILLUSTRATIVE MASSING

KEY VIEWS: KEW GREEN



ILLUSTRATIVE SCHEME



VIEW LOCATION MAP



EXISTING VIEW (FEBRUARY 2013)



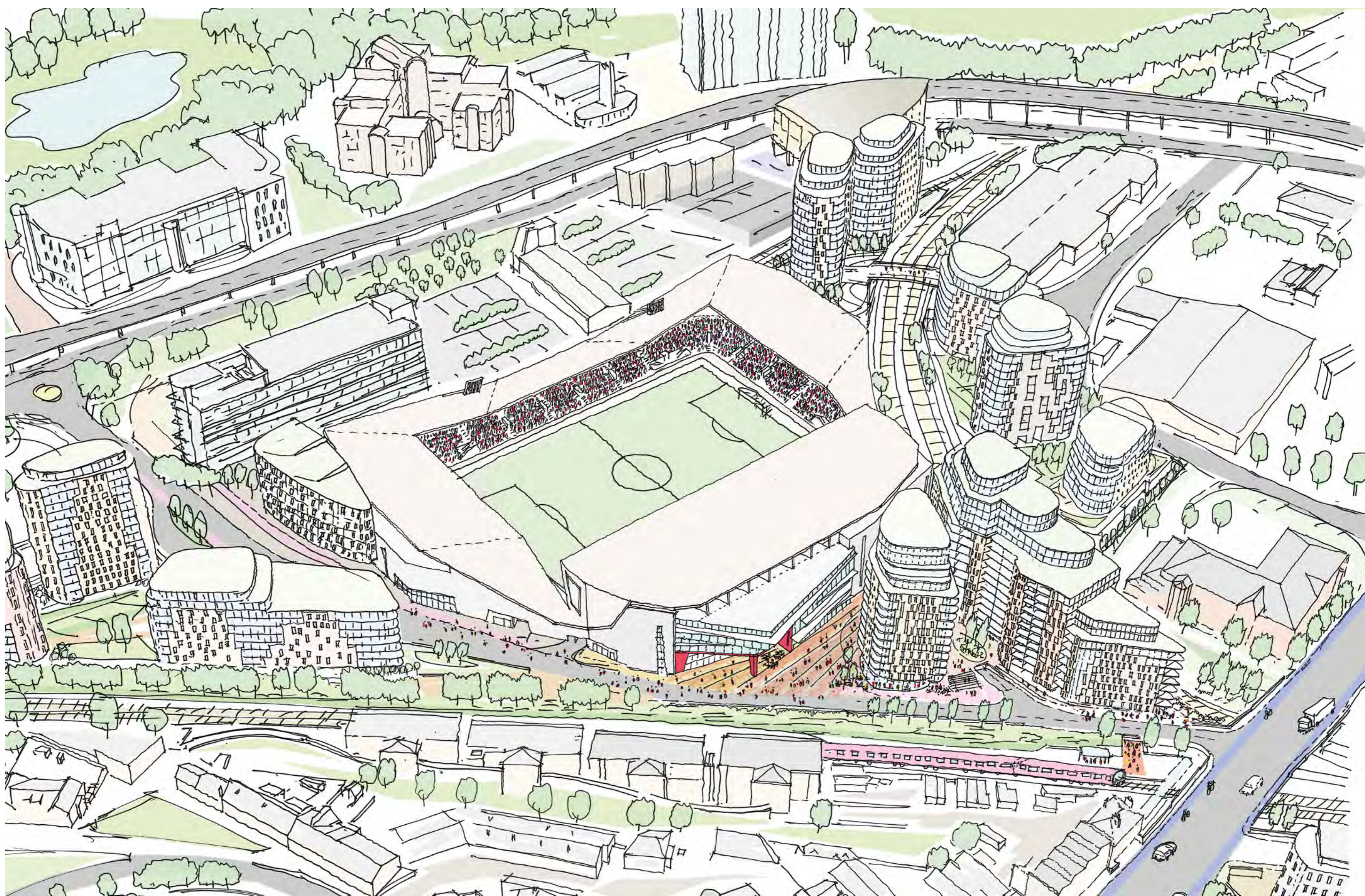
OUTLINE PLANNING APPLICATION ENVELOPE



ILLUSTRATIVE MASSING



THANK YOU



SUMMARY OF BENEFITS

We recognise we are bringing forward a complex and challenging scheme. We wish to engage with local residents and stakeholders in order to obtain feedback and maximise the benefits which can be achieved. We see these benefits as:

- A new modern stadium for Brentford FC capable of generating income to underpin its long term future as the community club in Brentford.
- A stable platform for the Brentford FC Community Sports Trust, a charity, that contributes very significantly to the Borough by:
 - Reaching over 27,000 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 300 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 940-980 apartments 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 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.

CONTACT US

You can write to us at our FREEPOST address:

Brentford Community Stadium
FREEPOST RLSX-KHXT-BGSR
C/o Four Communications
The Communications Building
48 Leicester Square
London, WC2H 7FG

T: Patrick Kinsella on 020 3023 9081

E: patrick.kinsella@fourcommunications.com

www.brentfordcommunitystadium.com