

WELCOME



AERIAL VIEW OF THE MASTERPLAN

INTRODUCTION

Welcome and thank you for taking the time to attend this third public exhibition showing the proposals for a regeneration project based on the relocation of Brentford Football Club to a site in Lionel Road South. This third exhibition provides key information from the planning application and highlights the changes made as a result of the extensive public consultation exercise the Club has organised over the past 8 months

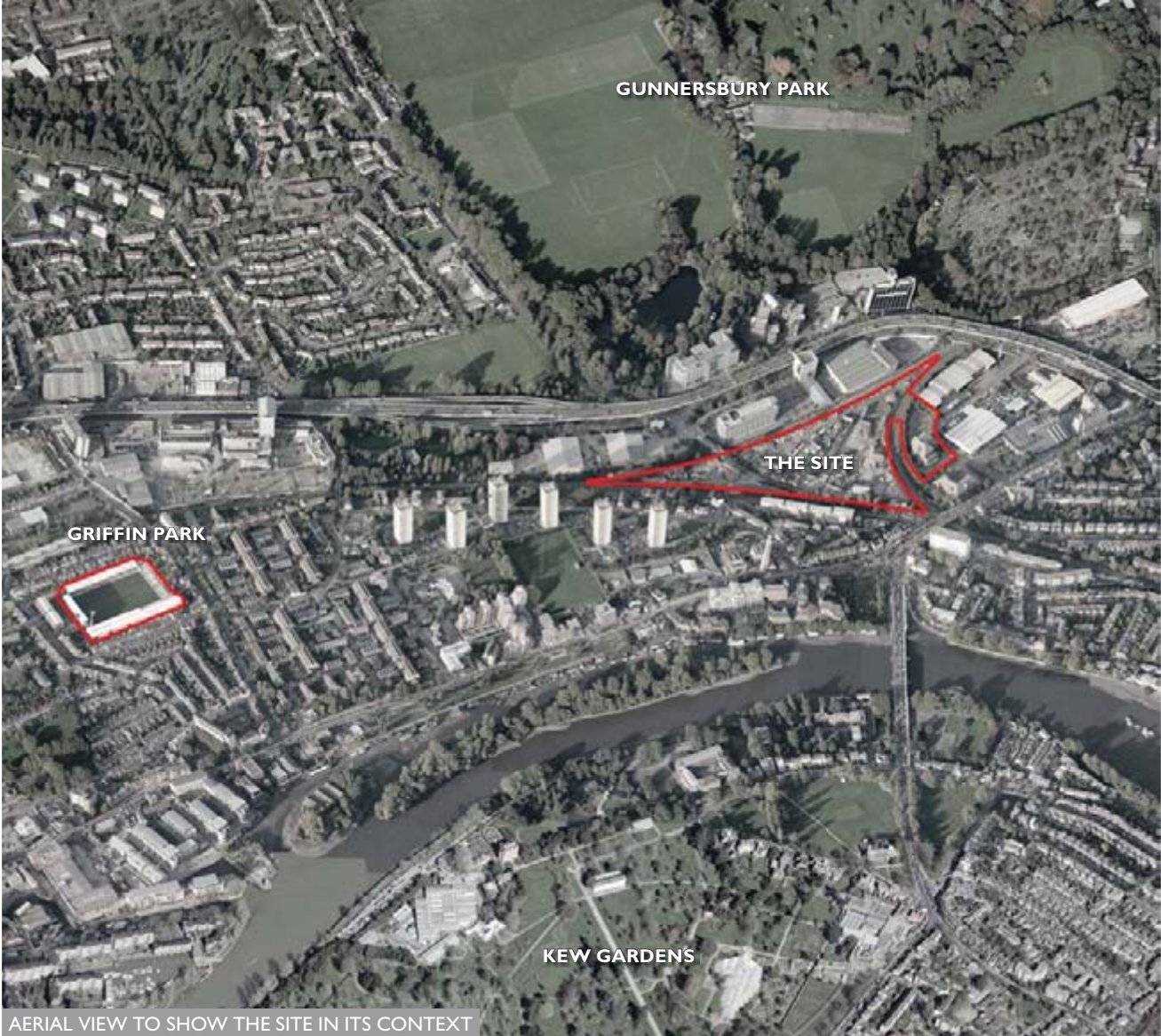
As you probably know by now Brentford Football Club is planning to move from its existing site at Griffin Park to a new purpose built community stadium at a site in Lionel Road South.

This exhibition is part of our commitment to keep you informed on what is happening and to continue to hear your views. At the end of your visit we would be grateful if you could take the time to complete the questionnaire to let us know your views.

On the following boards, we are outlining the many benefits we think this relocation will bring to the area as well as the Football Club. The Club has played at Griffin Park for over 100 years but, as everyone knows, the stadium is run down and not fit for purpose in the 21st Century. It is in a tight residential area and therefore redevelopment and expansion there is not possible. Also, these proposals will bring the Brentford FC Community Sports Trust and the Club back together. The Brentford FC Community Sports Trust outgrew the old stadium many years ago and is based in an office building with no community facilities and unsuitable storage. Some of its work takes place at the Brentford Boating Arch at Kew Bridge and Gunnersbury Park and this site will bring them closer to that.

The stadium is to be part funded by the sale of Griffin Park and the residential sites adjacent to the new stadium. Thus the project will bring regeneration to the area and will replace brownfield industrial land with a new community hub and improve the public realm creating a strong link between Kew Gardens and Gunnersbury Park via the Thames riverside.

Members of the development team are on hand to answer any questions you may have regarding our application.



AERIAL VIEW TO SHOW THE SITE IN ITS CONTEXT

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.

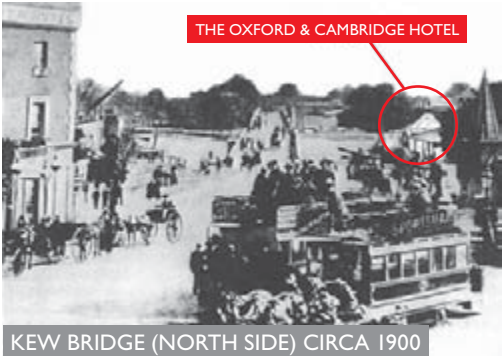
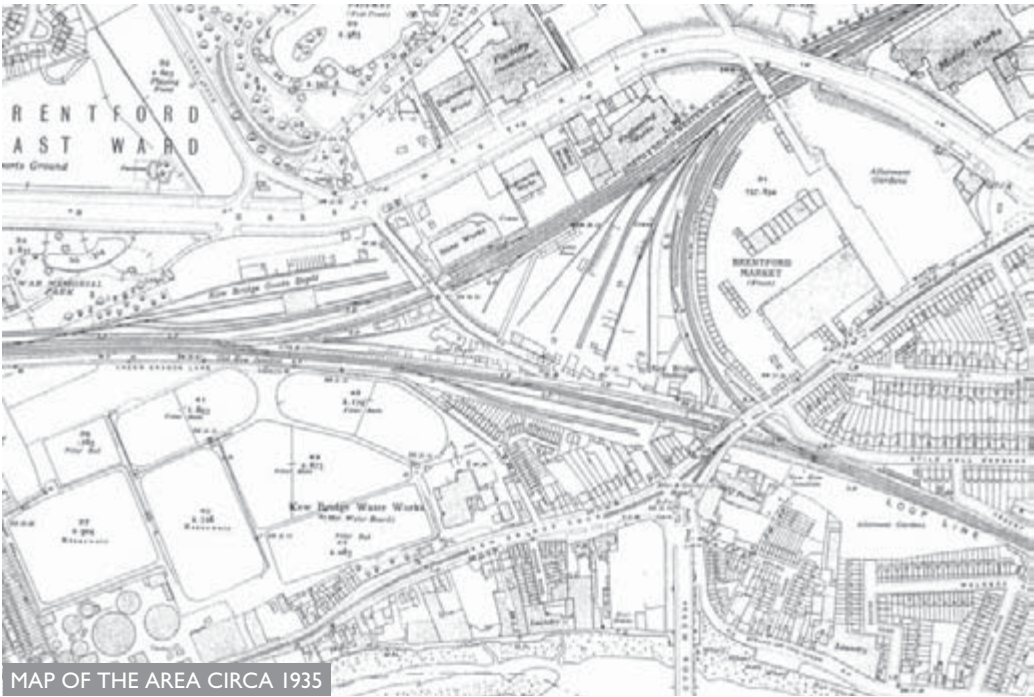
Firstly it is worth noting that the area generated great wealth through the richness of the soil and the fresh water streams (most significantly Spring Grove) which created an area of market gardens. The Duke of Devonshire saw the potential and in 1822 let out 33 acres to the Royal Horticultural Society 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 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 delivering over 7,500 sessions annually
- Delivering 27 different sports in 4 London Boroughs
- Also regenerating sports facilities e.g the Brentford Boating Arch at Kew Bridge
- Turnover of circa £1.3m 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
- Focussing on literacy, numeracy and information technology.

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



THE BUSINESS CASE

INTRODUCTION

Business planning for a new Community Stadium for Brentford FC started ten years ago. The plans have evolved but all have been driven by the need to achieve a sustainable operating plan for the Club and thereby secure the long term future of the Club and its community activities.

EXISTING GROUND - GRIFFIN PARK

Griffin Park has been the home of the Club for in excess of 100 years and has a current capacity of 12,300. It is hemmed in by residential housing and not capable of being redeveloped. Its major weaknesses comprise:

- The stadium is showing its age – toilet and concourse facilities are poor making it difficult to attract new fans and in particular women and families.
- A lack of space and facilities to provide matchday hospitality to local businesses.
- A lack of office space which has resulted in the Brentford FC Community Sports Trust having to move away from Griffin Park.
- Lack of facilities such as conferencing and banqueting to generate non-matchday income, making the club over reliant upon generating revenue from some 25 matchdays per annum.
- If the Club was to achieve promotion to the Championship, it would be forced replace two terrace areas with seating, thereby reducing capacity to 11,000 at a minimum cost of £0.5 million.



BRENTFORD FC STRATEGY

The club's owner (Matthew Benham) and board are focused on a strategy of investing in the Club's infrastructure in order to achieve promotion to the Football League Championship by 2016. This strategy has incorporated investment in :

- Enhancing the clubs training facilities.
- Recruitment of a first class player support team including investment in the player management, medical, physiotherapy and training staff team.
- Development of the Club's academy operations including building a new indoor academy at a cost of £2.5m due to open in late 2013.

This investment is beginning to be reflected in the Club's on field performance with Brentford (having finished third in League 1) narrowly missing out on promotion and having achieved a strong run in the FA Cup in the 2012/13 season.

A new Community Stadium with a capacity of 20,000 forms the largest component of this investment strategy and represents the most important factor in addressing the Club's current unsustainable level of annual losses.

CAPITAL COSTS AND RECEIPTS

- The cost of building the stadium and associated infrastructure is in the order of £55m.
- In addition the Club needs to cover land costs, fees, and certain other costs.
- Receipts from the enabling development and sale of Griffin Park currently result in a funding shortfall.
- This shortfall will be covered by the current owner who is prepared to underwrite a substantial sum, from construction cost savings and a potential increase in enabling receipts.

NEW STADIUM IMPACT AND REQUIRED 20,000 CAPACITY

Significant improvements in revenue and profitability are forecast from a new Community Stadium at Lionel Road based on:

- Increased attendances of circa 50% based on results achieved by other clubs in new stadia.
- The ability to provide high quality hospitality facilities via corporate boxes and premium seats.
- Improvement in commercial revenue including stadium naming rights.
- Significant non-matchday revenue from conference/banqueting and a potential rugby club partnership.

In the most recent season Brentford's home attendance averaged just over 6,000, although it achieved two capacity attendances when over 12,000 tickets were sold. The 20,000 capacity is based on the Club's ambition to achieve promotion to the Championship and provide a long term home for the Club for future decades. The 20,000 capacity compares with an average capacity in the Championship of 27,500 and average attendance of over 17,000.

For the play-off final at Wembley on 19th May the Club sold over 22,000 tickets to Brentford fans.

FOOTBALL LEAGUE CHAMPIONSHIP DIVISION 2012/13 STADIA CAPACITY AND ATTENDANCES

Rank	Club	Stadium	Capacity	Attendance
1	Sheffield Wednesday	Hillsborough	39,812	23,751
2	Leeds United	Elland Road	39,460	21,526
3	Middlesbrough	Riverside Stadium	34,988	17,123
4	Derby County	Pride Park Stadium	33,597	23,117
5	Leicester City	King Power Stadium	32,500	21,708
6	Wolverhampton Wanderers	Molineux	31,700	21,687
7	Blackburn Rovers	Ewood Park	31,154	14,785
8	Brighton & Hove Albion	The AMEX	30,750	25,949
9	Nottingham Forest	City Ground	30,602	22,857
10	Ipswich Town	Portman Road	30,311	17,077
11	Birmingham City	St Andrew's Stadium	30,079	16,548
12	Bolton Wanderers	Reebok Stadium	28,723	17,750
13	Charlton Athletic	The Valley	27,111	18,451
14	Cardiff City	Cardiff City Stadium	26,828	22,475
15	Crystal Palace	Selhurst Park	26,309	16,987
16	Hull City	KC Stadium	25,586	17,003
17	Huddersfield Town	John Smith's Stadium	24,000	14,923
18	Barnsley	Oakwell	23,009	10,027
19	Burnley	Turf Moor	22,546	12,917
20	Bristol City	Ashton Gate	21,497	13,430
21	Millwall	The Den	20,146	10,596
	Brentford	Lionel Road	20,000	
22	Watford	Vicarage Road	17,477	13,270
23	Blackpool	Bloomfield Road	16,223	13,851
24	Peterborough United	London Road Stadium	15,460	7,769
	Brentford	Griffin Park	11000*	
		Average Stadium Capacity	27,495	
	Average Attendances	2012/13 season (to April)		17,316
		Last Full season 2011/12		18,824

* based on current capacity of 12,300 reducing to 11,000 with all seater stadium

FINANCIAL FORECASTS - TRADING

- Brentford FC lost £5.1m in the year to May 2012 after academy costs of circa £1m
- In the year to May 2013 a loss of just under £5m is expected after academy costs.
- Income generated from the new stadium is forecast to more than double the club's turnover.
- Profitability in Year 1 in the new stadium improves by between £2.1and £3.2 million depending upon the playing division level.
- Looking further ahead the Club is forecast to reach breakeven before academy costs on average crowds of circa 15,000.
- To achieve an average of 15,000 requires a greater capacity (20,000) to compensate for the below average crowds for less attractive fixtures.
- The forecasts assume first round cup exits.



STADIUM PROPOSALS I



STADIUM MAIN ENTRANCE

The design and layout of the stadium has been significantly developed over past weeks as a result of the comments the design team had from the previous two Public exhibitions. AFL Architects have also had numerous consultations and feedback from:

- Brentford FC
- Brentford FC Community Sports Trust
- The Learning Zone
- Lionel Road Liaison Group
- Brentford Independent Association of Supporters Fans Forum
- Level Playing Field (disabled supporters)
- London Borough of Hounslow
- Brentford FC Safety Advisory Group
- Sky Sports
- Greater London Authority
- Local Amenity Groups

The 20,000 capacity stadium now represents the aspirations of Brentford FC and their fans. As a result of the fans feedback the stadium has an identity unique to Brentford FC. We have aimed to keep the terracing as close as possible to the football pitch whilst maintaining the required distances for any Rugby partner.

The enclosed terrace bowl and roof will create a great atmosphere for the teams and fans.



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

All seats will have an unobstructed view of the playing surface.

Wheelchair spectators have the ability to watch the game from various sections of the stadium without obstruction.

Spectator comfort is above the required minimum UK standards. For example, seat widths and terrace depths are upto 10% above minimum dimensions.

All public concourses are under cover and designed with toilets and kiosks within easy reach distances from the terracing. Spectators will be encouraged to enter the stadium early and stay after a game in order to enjoy the facilities on offer.

There is approximately 130m of total bar and food counter length for the general spectator compared to 30m at the existing Griffin Park.

In all the public consultations spectators expressed their requirement for the new stadium to maintain the 'Pub on every corner' feature of Griffin Park. The design plans have areas identified for Future Fit Out to both the West and East Stands, these, subject to funding, could be places for pubs, also an area in the South Stand has been created as a pub. This, together with the adjacent club shop, will create a hub on non-matchdays and will become a focal point. Further hospitality bars and lounges are located on level 3 and level 4. These have views of both the pitch and rear south-west facing views. The matchday lounge for 1,000 fans on level 4 will be a conference and banqueting facility on non-matchdays.

As well as a Hospitality bar facility and function room for 380 people for both match day and non, on level 3, there will be 15 Executive Boxes for a total of 150 spectators.

The main South Stand will also be home to Brentford Football Club offices, the Learning Zone, Brentford FC Community Sports Trust, Club Shop and the players changing facilities. First and Second floor levels have space for future internal expansion of the Club.



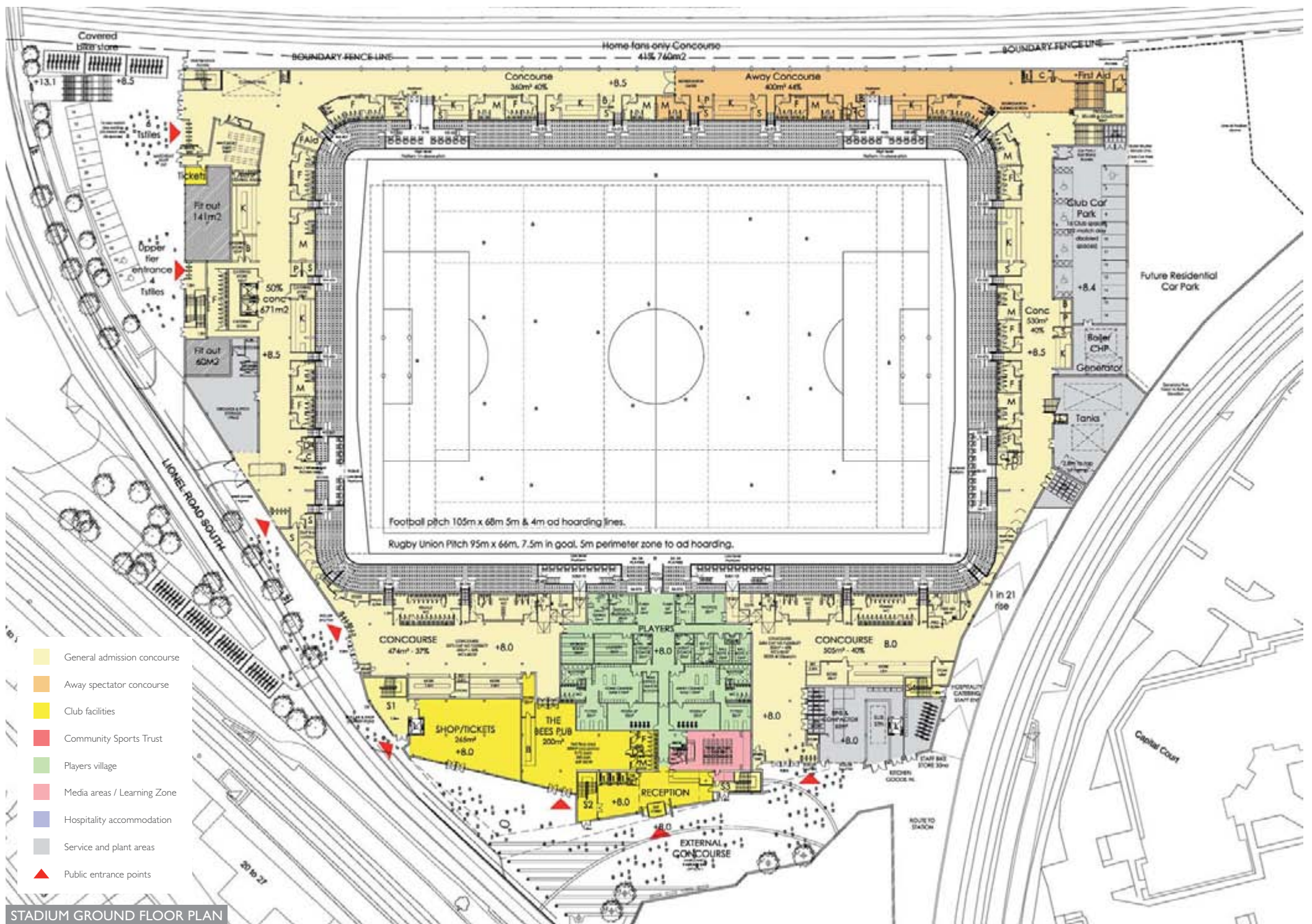
AERIAL VIEW OF THE STADIUM FROM THE SOUTH WEST

BRENTFORD COMMUNITY STADIUM

More than just a football club



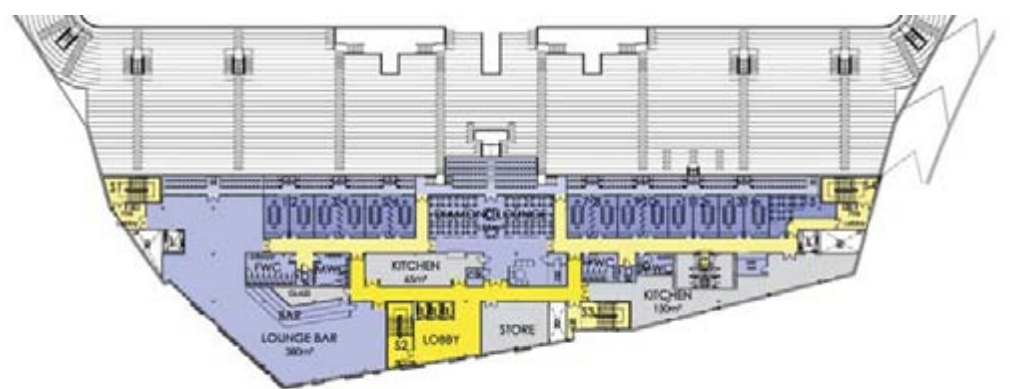
STADIUM PROPOSALS 3



STADIUM GROUND FLOOR PLAN



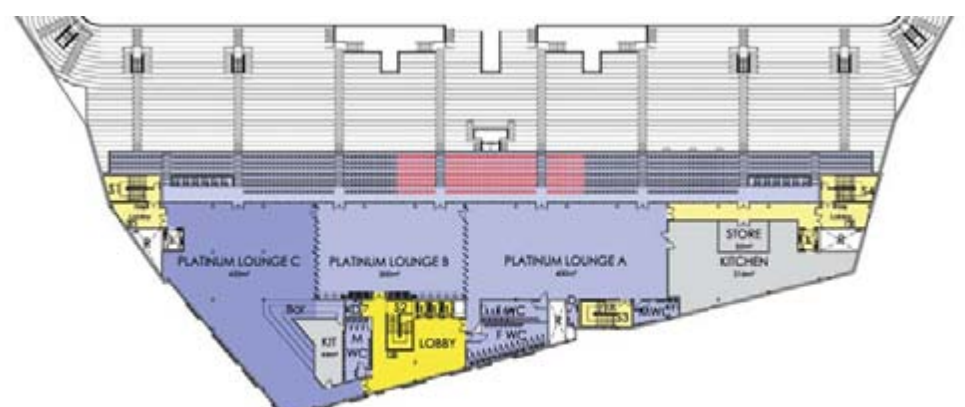
SOUTH STAND FIRST FLOOR PLAN



SOUTH STAND THIRD FLOOR PLAN



SOUTH STAND SECOND FLOOR PLAN



SOUTH STAND FORTH FLOOR PLAN

BRENTFORD COMMUNITY STADIUM
More than just a football club



STADIUM · COMMUNITY USES

Here are a selection of examples of how the Football Club will continue to put its policy of being a good neighbour into practice on a daily basis.

Brentford Community Stadium has been designed to incorporate a range of non-match day activities and a plethora of reasons to visit the stadium.

Brentford FC Community Sports Trust were so successful that they outgrew the facilities at Griffin Park and had to move out in 2006. The new community stadium enables Brentford FC Community Sports Trust to come home and expand on their work with improved facilities and opportunities to use the stadium for community activities and events.

The stadium provides community and public facilities for people from all walks of life, from children to the elderly, from local residents to visitors from further afield:

We have also set aside space for the Hounslow Interim Education Centre, which is currently located at Griffin Park.

Brentford Community Stadium can be a focal point for everyone to improve and enjoy life.

CLIMBING WALL OVER 3 FLOORS



Enjoy a supervised session on the climbing wall

CONCOURSE USE FOR INDOOR CYCLING PROFICIENCY TRAINING



Learn cycle proficiency in the concourse

CONCOURSE USE FOR EXHIBITIONS



attend a business conference or exhibition

FOURTH

THIRD

SECOND

FIRST

GROUND

BRENTFORD FC
COMMUNITY SPORTS
TRUST MEETING ROOMS

BRENTFORD FC COMMUNITY SPORTS
TRUST OFFICES

NORTH STAND
EAST STAND
WEST STAND
SOUTH STAND

LIONEL ROAD SOUTH

MULTI-USE SPACES



Have a wedding reception, birthday party, dinner or anniversary in one of our lounges

MULTI-USE SPACES



EXPANDED LEARNING ZONE



Improve literacy, numeracy and IT skills in our larger Learning Zone

SPACE FOR HOUNSLOW INTERIM EDUCATION CENTRE



EXCERCISE CLASSES



Join in an exercise class or walking group

LECTURE THEATRE



attend a seminar or conference in our lecture theatre

CLUB SHOP



Buy a match ticket or merchandise in the larger and better stocked club shop

PUB

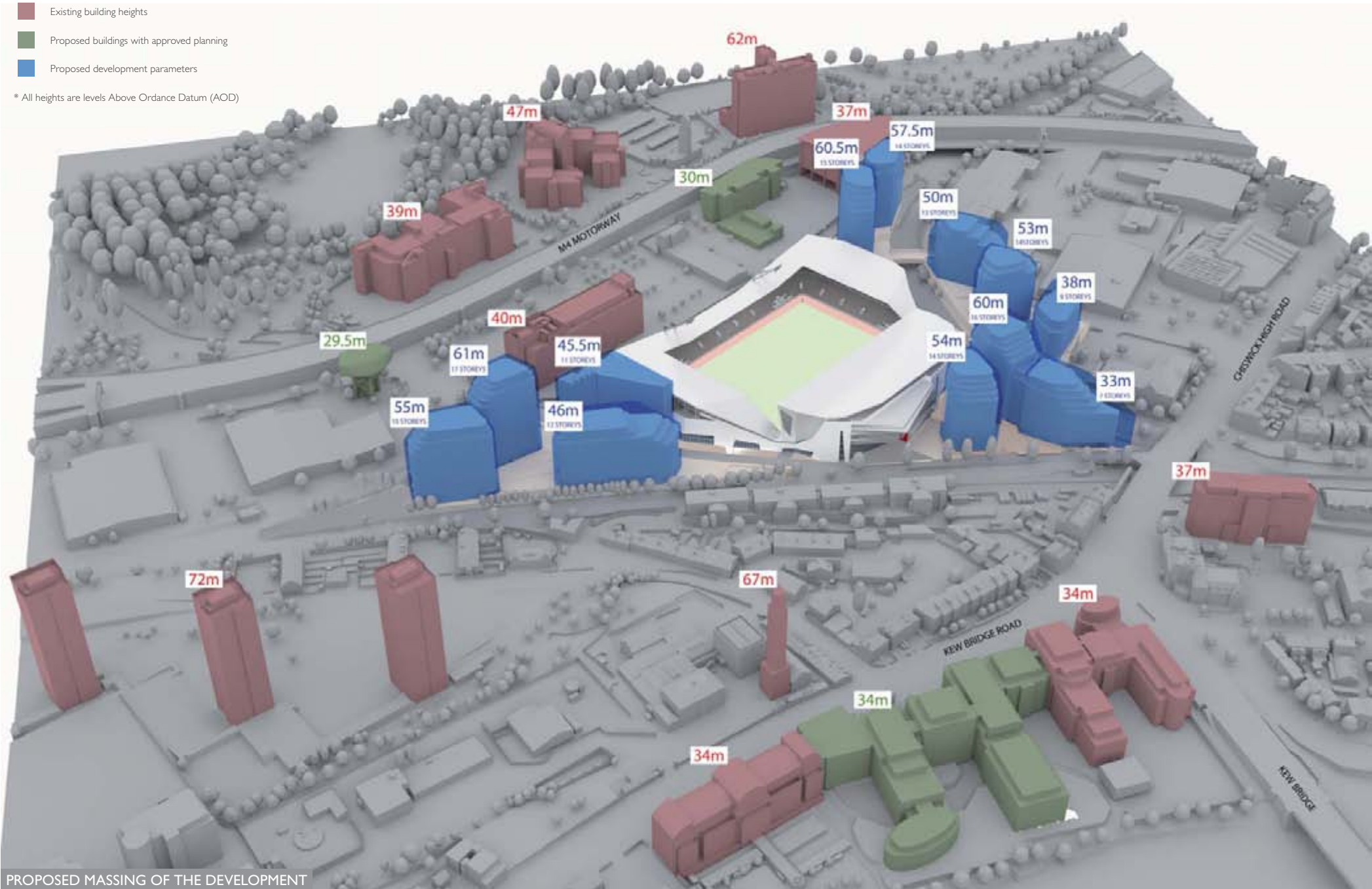
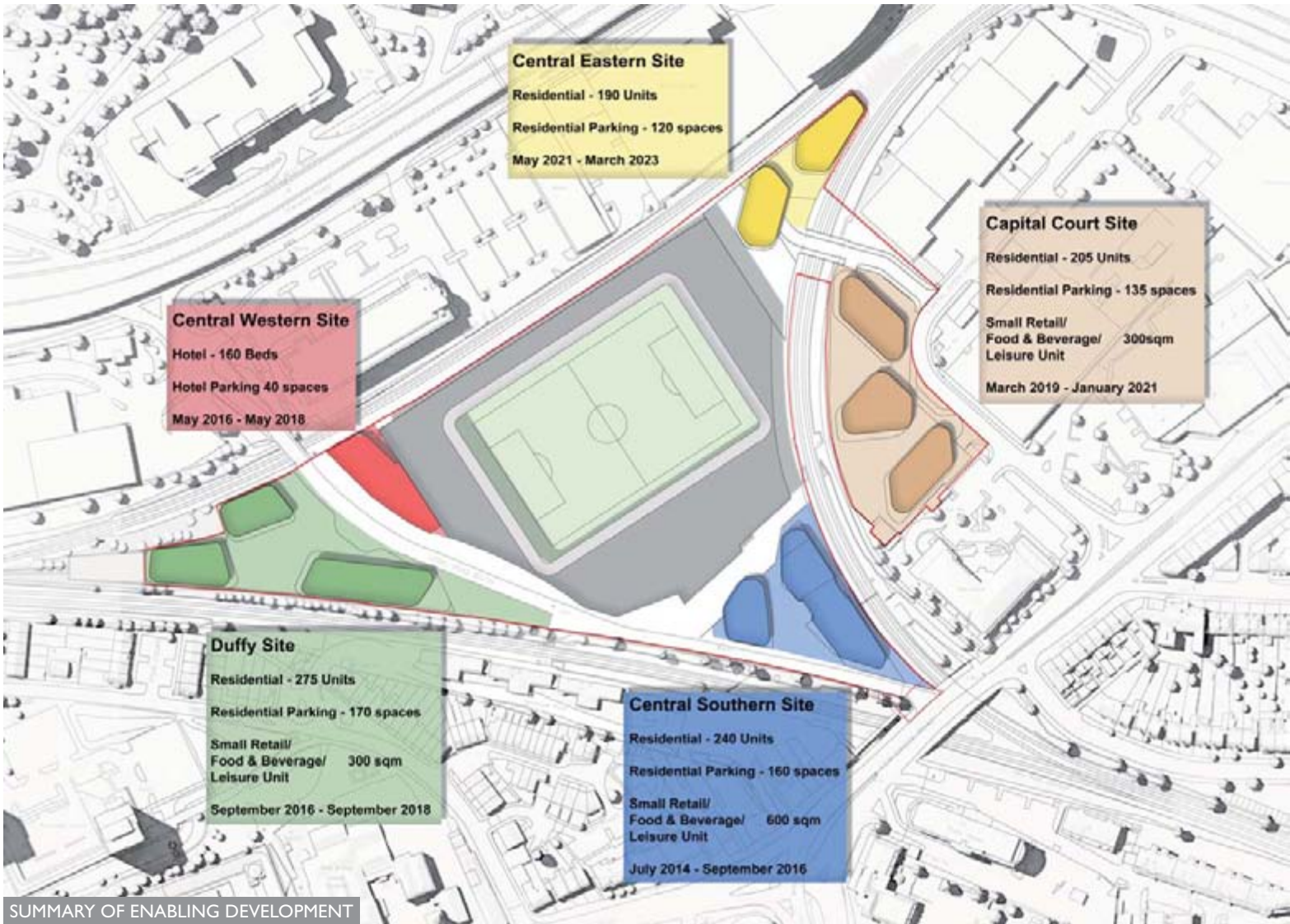


Visit the new Bees Pub or café

THE ENABLING CASE

At the first two exhibitions we presented the principle that the stadium would be part funded by residential development on the surrounding sites. This is referred to as the enabling development. A hybrid planning application is being made which seeks a detailed approval for the stadium and supporting infrastructure and an outline approval for the enabling development. Following feedback from the last public consultation the proposals have been amended to reduce the number of units and height and change the shape of enabling development and so reduce the impact of the proposals in key views. This has been a finely balanced exercise as the club must ensure that the project remains financially viable. Overall apartment numbers have been reduced from 980 to 910 and most of this reduction has been focussed on the site to the south of the development adjacent to Kew Bridge Station.

The diagram (top right) illustrates the amount of development included in the planning application. Below this, the proposed massing envelopes, within which subsequent detailed designs must remain, is illustrated. In this revised massing all buildings are lower than Vantage West and the development remains significantly lower than the towers on Green Dragon Lane and the Pump House Tower of the Steam Museum.



GRIFFIN PARK SITE

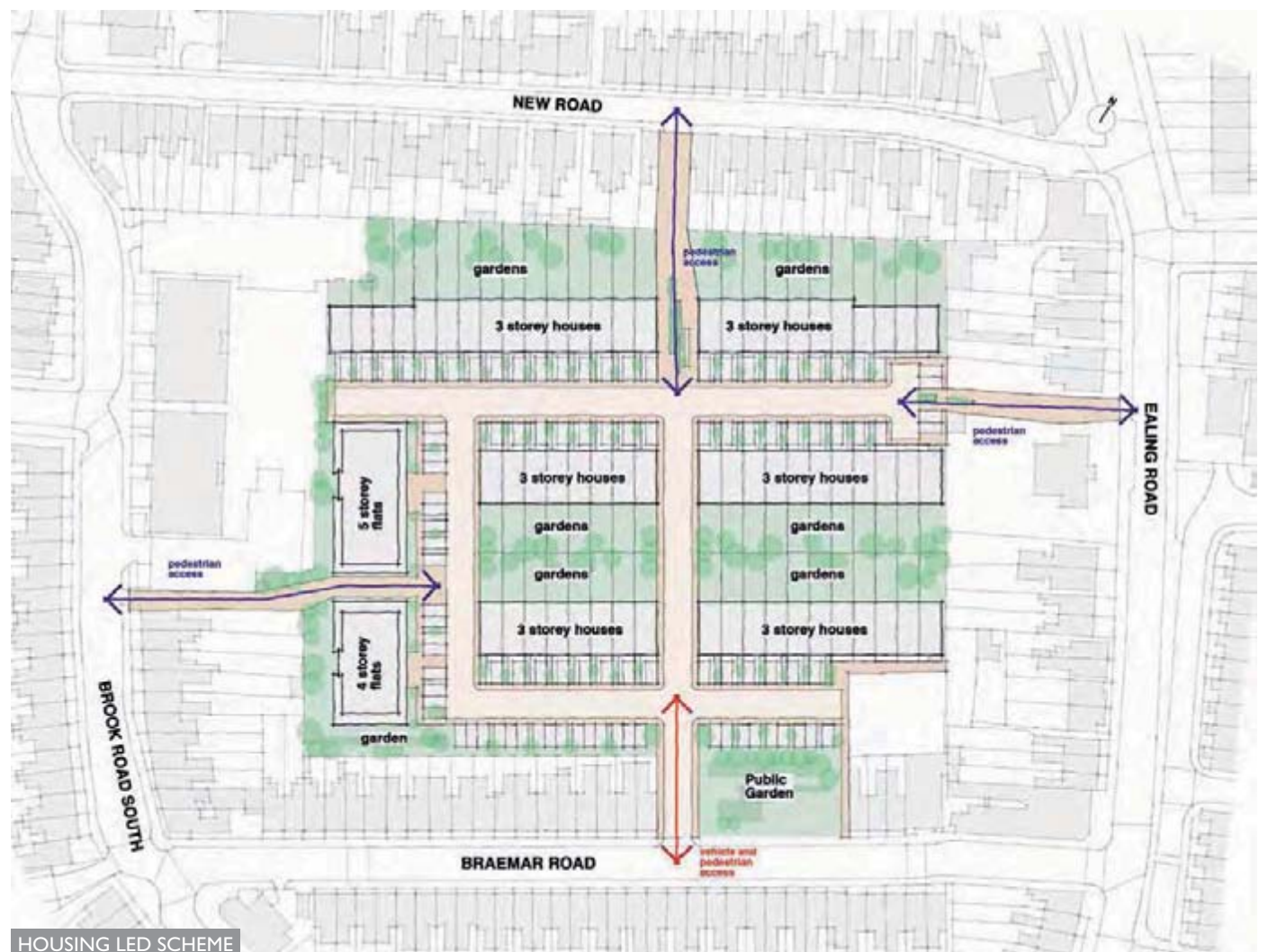
Part of the enabling development for the new stadium includes redevelopment of the existing ground at Griffin Park.

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

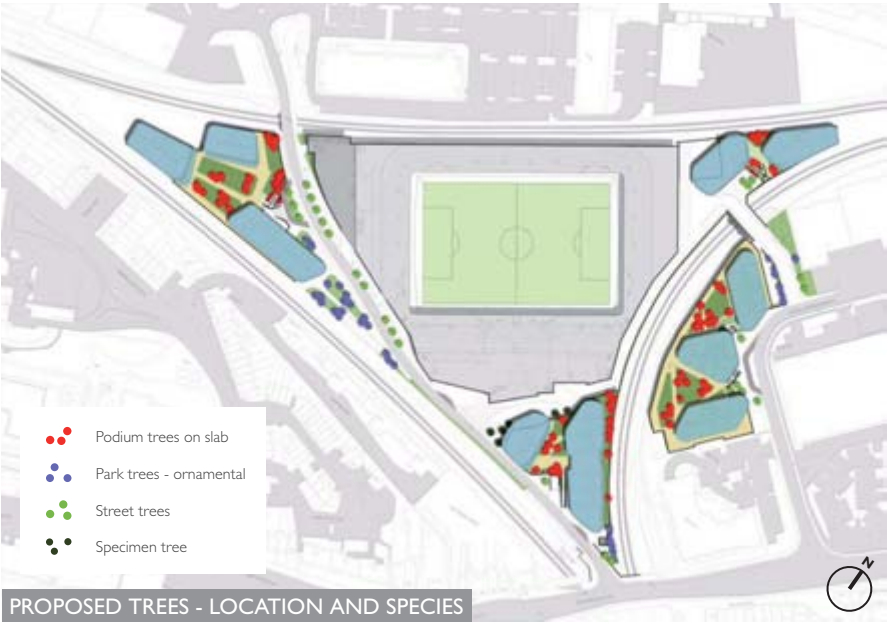
The Club will sell this site and a detailed planning application will be submitted.

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 re-provision 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.



THE MASTERPLAN AND PUBLIC REALM



Podium trees
(18-20cmg)



Park trees - ornamental
(30-35cmg)



Street trees (30-35cmg)
Specimin trees (40-45cmg)



Typical Native buffer planting
(to boundaries)



Typical planting to pocket park on
Lionel Road South



Typical Herbaceous planting
within residential courtyards



COMMUNITY BENEFITS

A modern, strikingly designed sports stadium which will act as a vibrant community hub at the centre of a revitalised part of Brentford

The work of Brentford FC Community Sports Trust charity will flourish and contribute to sports participation, education, health and social inclusion

Education Support

- A new, larger, purpose built Learning Zone
- A 70 seat lecture theatre
- Space to relocate and expand the Hounslow Interim Education Centre
- Brentford FC Community Sports Trust has 50 projects in local schools

Health and Wellbeing

- Sports and physical activity programmes
- Public health initiatives (awareness and screening programmes)
- A comprehensive sports coaching and participation network which links participants with learning and physical disabilities.

Community Cohesion and Safety

- Sport and physical activity projects contribute to reducing crime rates and anti social behaviour, particularly amongst young people
- Recent crime statistics indicate that crime is lower in the area around Griffin Park than the area around the current Lionel Road South site

Volunteering

- In total, 238 people were recorded as volunteers in 2012
- It is estimated volunteering opportunities will increase by 50% in the new stadium



Economic regeneration and growth

New Homes

- Up to 910 new homes over the next 10 years

New Jobs

- 200 construction jobs per year for the next 9 years
- Over 230 new full time and part time jobs in operation
- Over 650 long term full and part time jobs in total

Substantial increased expenditure into the economy

Professional football and rugby

- Modern, comfortable and attractive to watch with friends, family and neighbours
- A stable long term future for Brentford FC as a community focussed club
- Opportunity to attract a Premiership rugby club

The word cloud below shows words Brentford supporters choose to describe what the club 'means' (the larger the words the more frequently used):



A catalyst to create a strong sports and recreation cluster

Sport and physical activity

Linking the community stadium with;

- Gunnersbury Park (to promote regeneration of sports facilities)
- Brentford Boating Arch at Kew Bridge
- Fountain Leisure Centre
- Syon Park

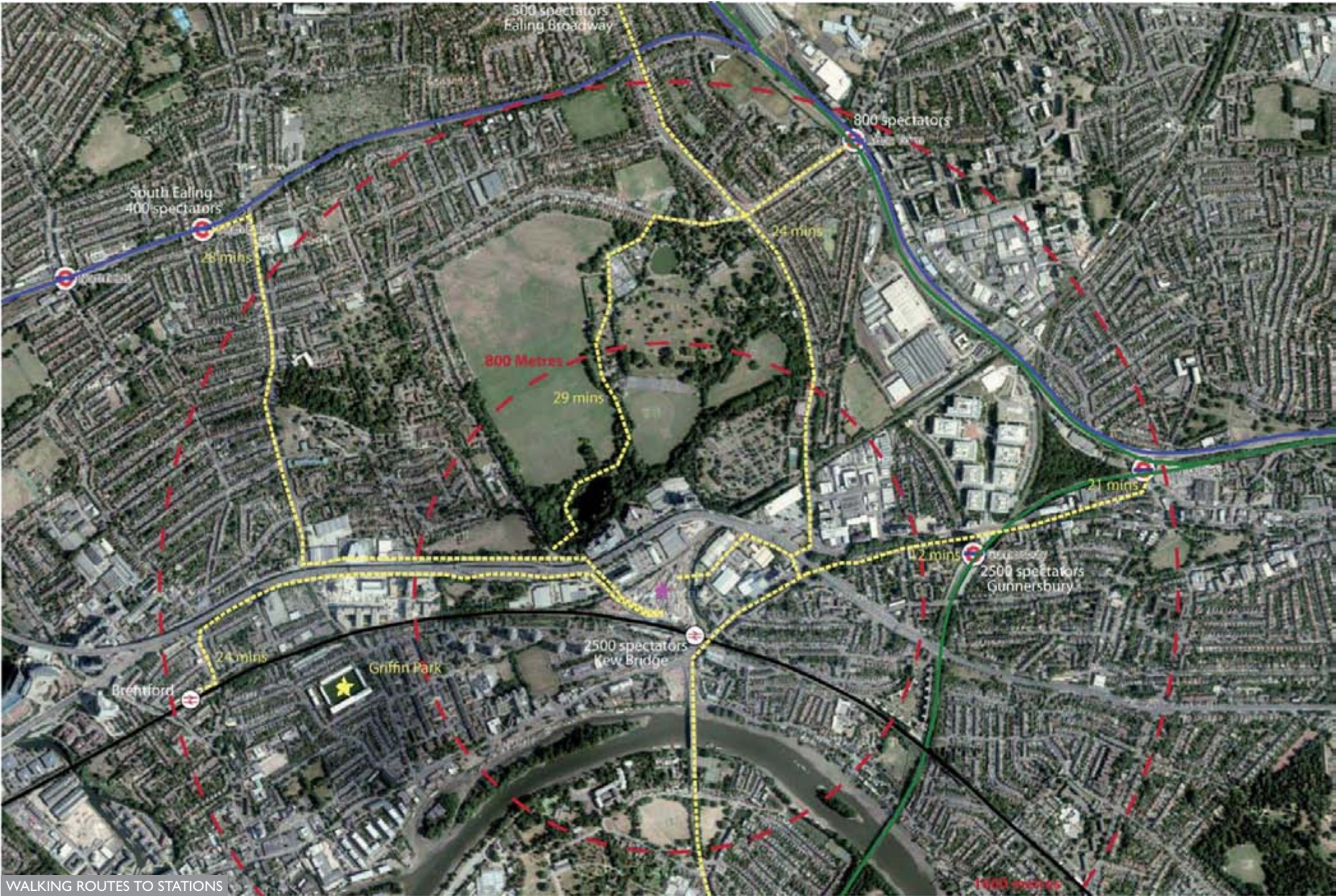
Cultural and heritage assets

Stimulating visitor growth to local attractions;

- Gunnersbury Park gardens, mansions and museum
- Kew Bridge Steam Museum
- Music Museum
- Kew Gardens
- Chiswick House



TRANSPORT · MATCH DAY



Since our last exhibition we have now finalised our Transport Assessment and can confirm the following key matters.

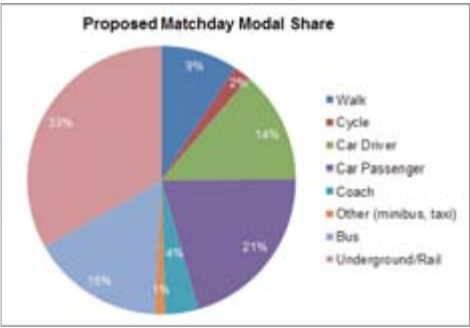
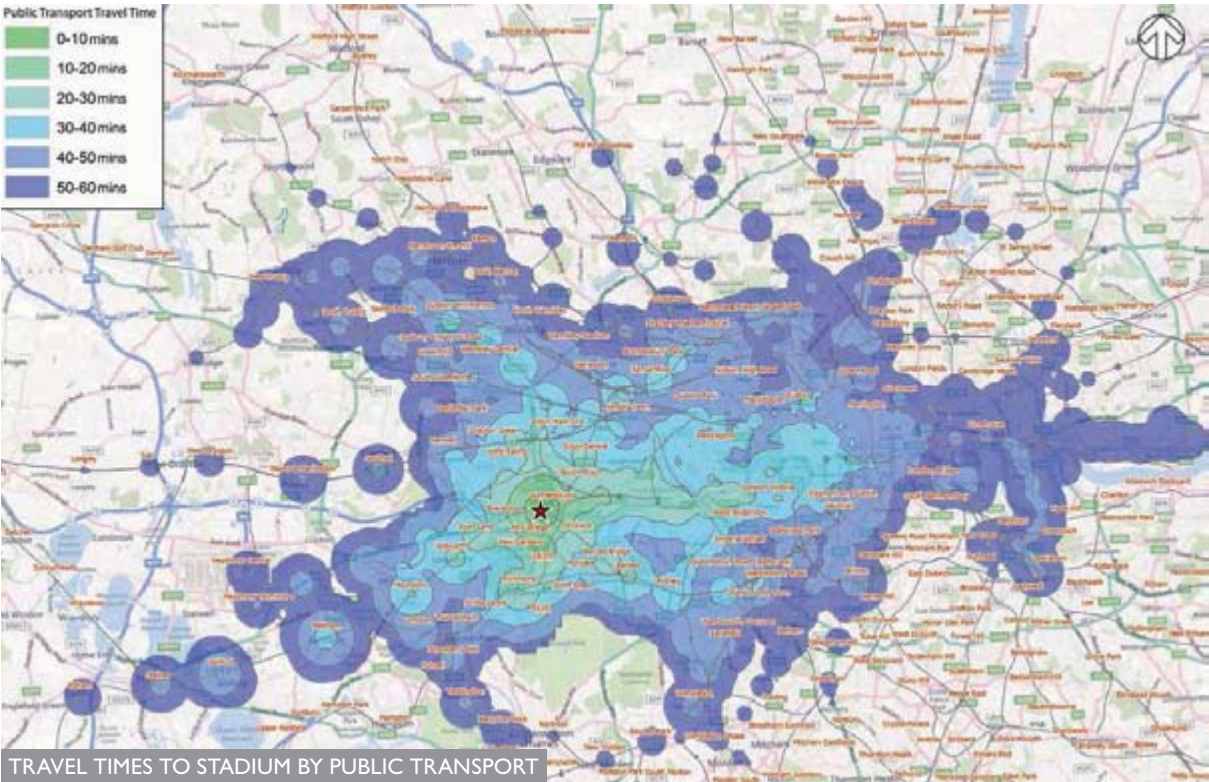
The Football Club has always sought to act as a good neighbour and is very proud of its reputation with residents around Griffin Park.

A Stadium Management Plan must be provided consisting of:

- An Event Management Plan, focusing on the management of the stadium
- Operations Plan, how the Police will control people and traffic
- Local Area Management Plan (LAMP), how the Club in association with key stakeholders will manage people and traffic
- Travel Plan, the document which outlines transport interventions which encourage the use of sustainable transport modes
- Monitoring Plan, describing the process of surveying activity associated with the stadium and feeds back to all the other plans'

The Club has worked hard to find acceptable solutions to the concerns raised, liaising with local residents and stakeholders, and will continue to liaise to clarify and expand upon the transport strategy for the new stadium and associated uses:

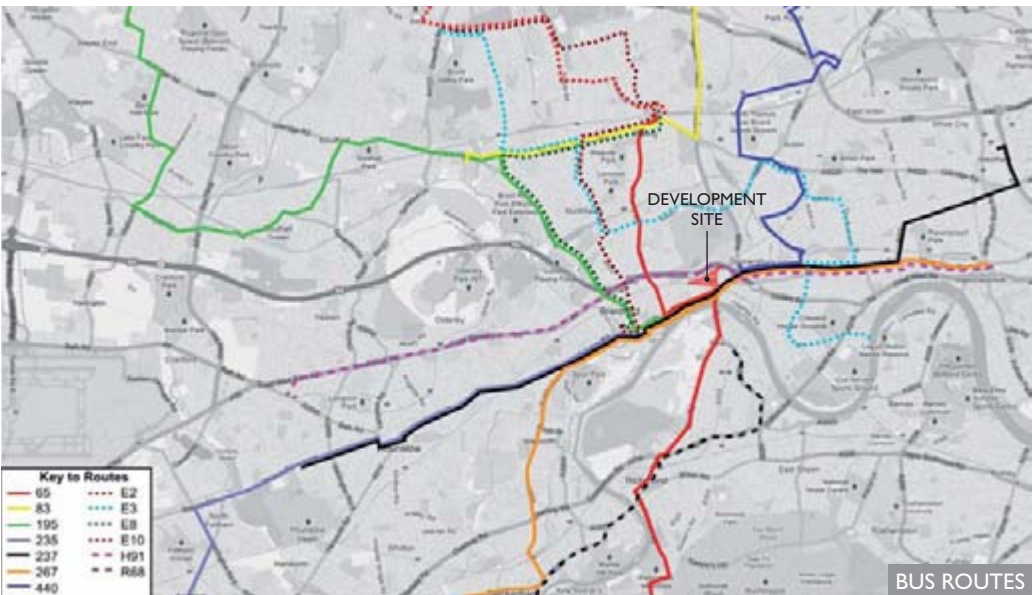
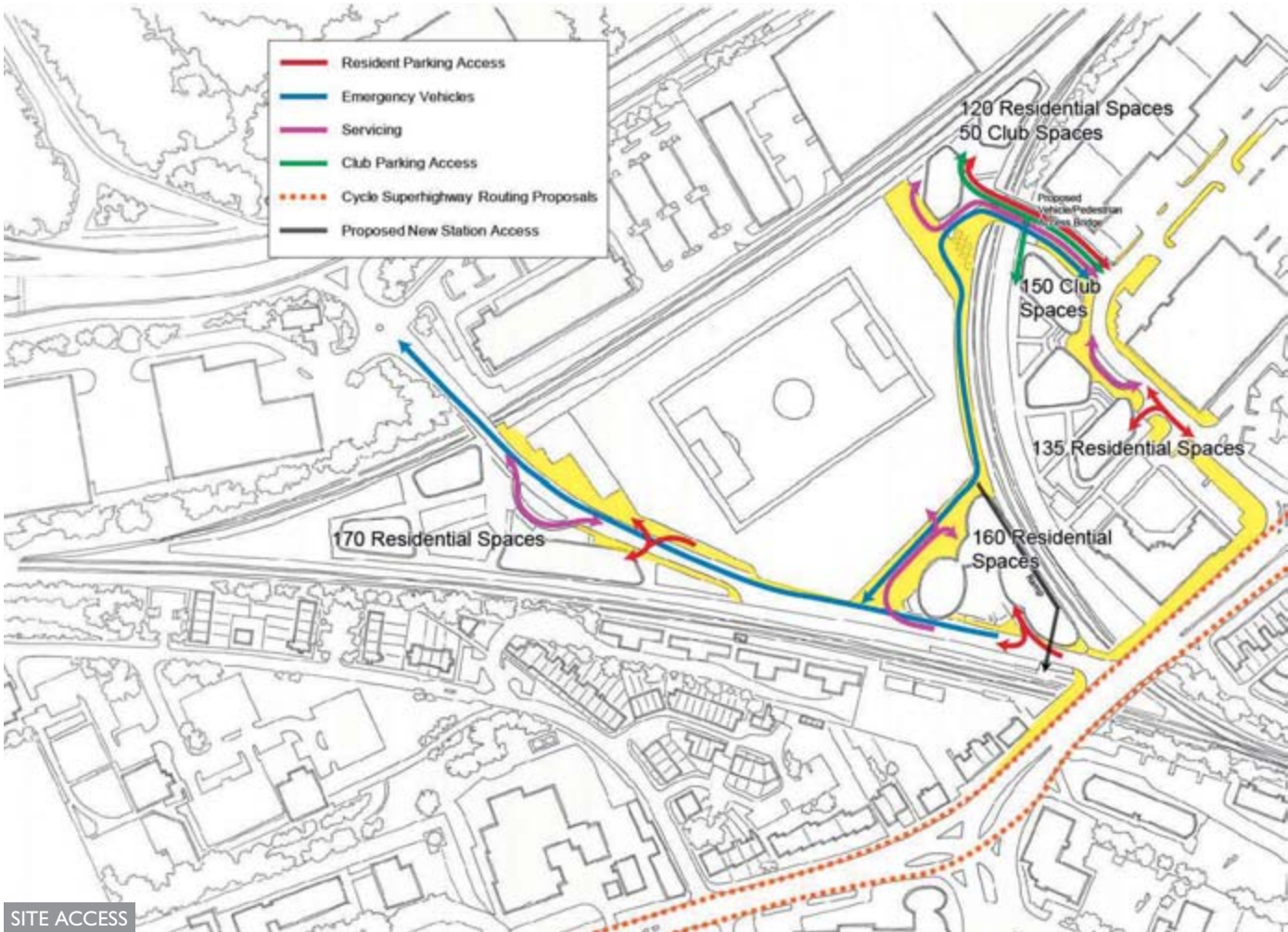
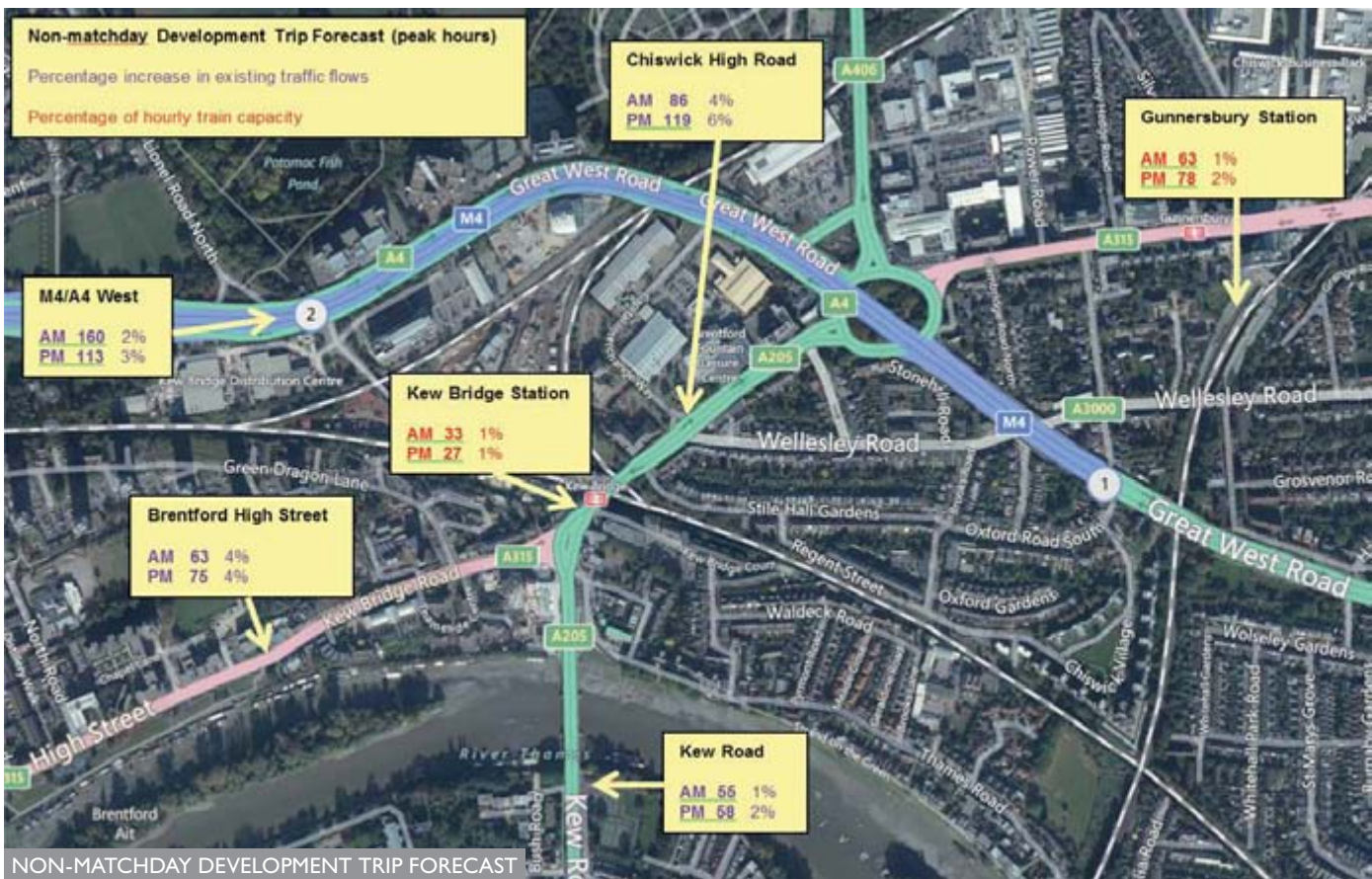
- A new pedestrian access from the stadium to the eastbound platform at Kew Bridge Station is proposed, with the pedestrian route passing under Lionel Road South. No queuing will be permitted on the internal footbridge, and non-football associated passengers will be permitted to enter via the current Kew Bridge Station access under manned conditions.
- Routes to Gunnersbury station will be marshalled with fans directed away from local residential streets towards Chiswick High Road. The Local Area Management Plan will describe how spectators will be marshalled on the streets and will be reviewed regularly.
- The maximum flows to Gunnersbury station will be following a match, with the Transport Assessment providing management measures to alleviate congestion within the station including on-street marshalled queue management and the promotion of Chiswick Park and Acton Town stations.
- The use of parking on local streets would be monitored as part of the Travel Plan process in conjunction with the Local Authority, and CPZ's extended or introduced within this zone if required and 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 upto 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.



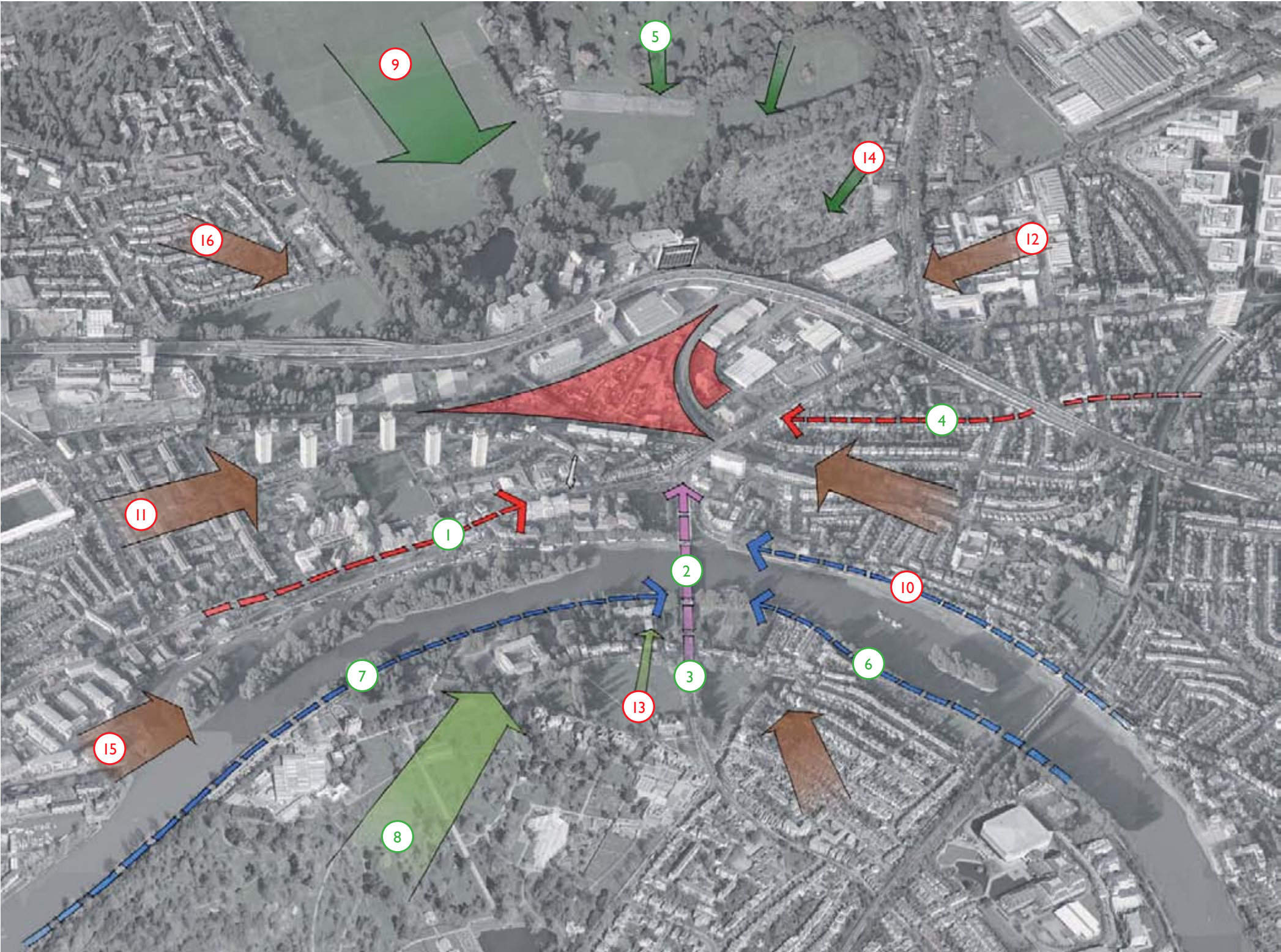
TRANSPORT · NON MATCH DAY

The detailed Transport Asseesment has studied the impact upon local rail and underground stations and roads on non-match days.

- Pedestrian, cycle and vehicle access to the residential units is proposed from Lionel Road South and Capital Interchange Way. Step free pedestrian access is provided to the site from the surrounding public highway, including via a new pedestrian/vehicle bridge (with low gradient) over the railway lines from Capital Interchange Way. The provision of high quality pedestrian routes through the site will provide step free linkages around the stadium.
- The proposals include 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.
- Approximately 6 car parking spaces will be provided for every 10 residential dwellings. These will be located within the 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. This will improve 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.



VIEWS OF THE DEVELOPMENT



- 00 Additional images
- 00 Images shown at March exhibition
- Sequence of views from river paths
- Sequence of views for approach by road
- Denotes views from Kew Gardens and Kew Green
- Denotes views from urban areas
- Denotes views from Gunnersbury Park
- Denotes views on approach via Kew Bridge

The diagram above provides a summary of our approach to determine the massing of the scheme and the visual effects of the proposal. On the following boards we present photomontages of accurate computer generated images of the Masterplan. The viewing points for the images are noted on the diagram above.

Green numbers represent images presented at the March consultation. For these images we present the photomontage based on the reduced scheme and which forms the basis of the planning application. Red numbers represent images which were not presented in March but which are presented here to give a more complete picture of the impact. By and large these images show lesser impact and on most we've labelled them to aid your understanding.



KEY VIEWS I



KEY VIEWS 2



An aerial architectural rendering of a proposed stadium and its surrounding urban development. The stadium, located in the center, features a green pitch and a red seating bowl, partially covered by a large, grey, angular roof structure. It is surrounded by several modern, multi-story buildings with curved facades and blue and orange accents. To the left, a highway runs parallel to the stadium. In the foreground, there are older, lower-rise residential buildings. The background shows more urban development and a body of water under a hazy sky.

- A modern, strikingly designed sports stadium which will act as a vibrant community hub at the centre of a revitalised part of Brentford
- A stringently designed stadium providing a focal hub for the area
- The work of Brentford FC Community Sports Trust charity will flourish and contribute to sports participation, education, health and social inclusion
- Economic regeneration and growth
- Professional football and rugby
- A catalyst to create a strong sports and recreation cluster

May 2013:	Application submitted
September 2013:	Committee decision
June 2014:	Site clearance and preparation
September 2014 on:	Stadium construction
July 2016:	Stadium opening

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.



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KEY VIEWS · MODIFICATIONS I

OLD SCHEME - NOW SUPERSEDED



PLANNING APPLICATION - PROPOSED SCHEME



KEY VIEWS · MODIFICATIONS 2

OLD SCHEME - NOW SUPERSEDED



PLANNING APPLICATION - PROPOSED SCHEME

