

# WELCOME



AERIAL VIEW OF GRIFFIN PARK

## WELCOME TO OUR PUBLIC EXHIBITION TO EXPLAIN THE FUTURE OF GRIFFIN PARK.

As you may know, Brentford Football Club will be relocating to a new, purpose-built site at Lionel Road South in the near future, so Griffin Park will no longer be used as a football stadium.

Prime Place will be the new owner of the site and will be submitting a Reserved Matters Planning Application to provide new family homes in place of the stadium.

The following exhibition boards explain what this means and show how we expect the new development to look.

Members of the team are available to answer any questions you may have. Please fill out a feedback form before you leave, to help us understand what you think of our plans.



# THE TEAM



A PRIME PLACE DEVELOPMENT



A TATEHINDLE DESIGN



BRENTFORD FOOTBALL CLUB

## PRIME PLACE

Prime Place is part of Willmott Dixon, a family-owned property and construction company with over 160 years' experience in delivering residential schemes.

The scope and scale of what we do reaches all areas of society, with over 90% of the population never more than a mile from a Willmott Dixon project.

Being a responsible business underpins everything we do; since 2012 we have been carbon neutral and were the only company from our industry to receive a Queen's Award for Enterprise in Sustainable Development in 2014.

## BRENTFORD FOOTBALL CLUB

Founded in 1889 Brentford FC have played their home fixtures at Griffin Park since 1904. This year Brentford FC is celebrating its 125th anniversary and is challenging for promotion to the FA Premier League for the first time.

Brentford FC has a proud reputation as a family club rooted in the heart of the community it serves. This is best exemplified through the work of the Brentford FC Community Sports Trust, which engages with under-represented groups across three Boroughs. In recognition of their pioneering engagement in the community the Trust has won numerous awards, including most recently the Football League Community Club of the Year award in 2014.



BBUK LANDSCAPE - VILLA ATALAIA, PORTUGAL

## TATEHINDLE

TateHindle is an established practice of architects and designers who thrive on providing design solutions through a unique combination of design and commercial understanding. They work with high profile clients and have completed many interesting and challenging projects across a variety of sectors, consistently on time and to budget.

Founded in 1992 by Andrew Tate and James Hindle, the practice has designed and delivered a large number of innovative, cost-effective buildings in the UK which bring optimum value to their clients.

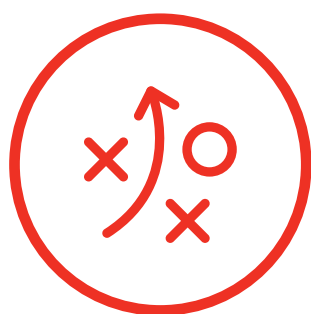
## BBUK LANDSCAPE ARCHITECTURE

Led by Harriet Bourne, BBUK is an award winning landscape practice established in January 2002. From inception the practice has taken on a wide range of projects ranging from Streetscape Design Guidance, Public Parks and Open Spaces through to private gardens for individual and commercial clients.

They do not have a typical style, tailoring each project to suit the site and the client. The results are a sensitive and beautifully crafted range of projects that work on many levels, from setting the new design within the existing landscape through to immaculate detailing.



# THE FUTURE OF GRIFFIN PARK



Brentford FC has played at Griffin Park since 1904, but in recent years has been planning to relocate to a purpose built community stadium at Lionel Road South.



At that time details of access to the site were approved, with vehicular access to remain from Braemar Road. All other matters including the siting, design and landscaping were **reserved**, with details to be submitted for approval at a later date.



In 2006 the club was granted more time to identify an appropriate scheme for a new stadium, so these details were not submitted.



In May 2014, Prime Place asked TateHindle Architects to review these details and develop the final scheme.

1904

1904



**Outline planning permission** for the redevelopment of Griffin Park, to provide housing, was originally granted on 11 April 2005.



This meant that the final number of homes, the amount of car parking and area of open space would be the subject of further applications for approval.



As proposals for the Lionel Road South site began to progress, in 2012 the club was granted a second extension of time to provide these details.



We are now preparing to submit a **reserved matters application** to establish the appearance, landscaping, layout and scale of the development. The principles of residential development and access from Braemar Road have already been approved.

2015

2005

2005

2005

2006

2012

2014

NOW



# BRENTFORD FC'S MASTERPLAN



BRENTFORD FC'S MASTERPLAN

- Brentford FC has been at Griffin Park for over 100 years but the existing stadium is antiquated and lacks the facilities necessary to generate revenue from hospitality on match days and other uses on non-match days, which the Club needs to become viable.
- The club has therefore developed a masterplan for the delivery of a new 20,000 capacity community stadium at Lionel Road South, which received planning consent last year.
- Alongside the stadium at Lionel Road South will be 910 new residential apartments which have outline planning permission.
- This new stadium represents an opportunity to create a well - designed series of places and spaces and transform the site.
- Until the move, the club will retain the Griffin Park grounds and upgrade facilities for players and supporters as needed.



A NEW COMMUNITY STADIUM

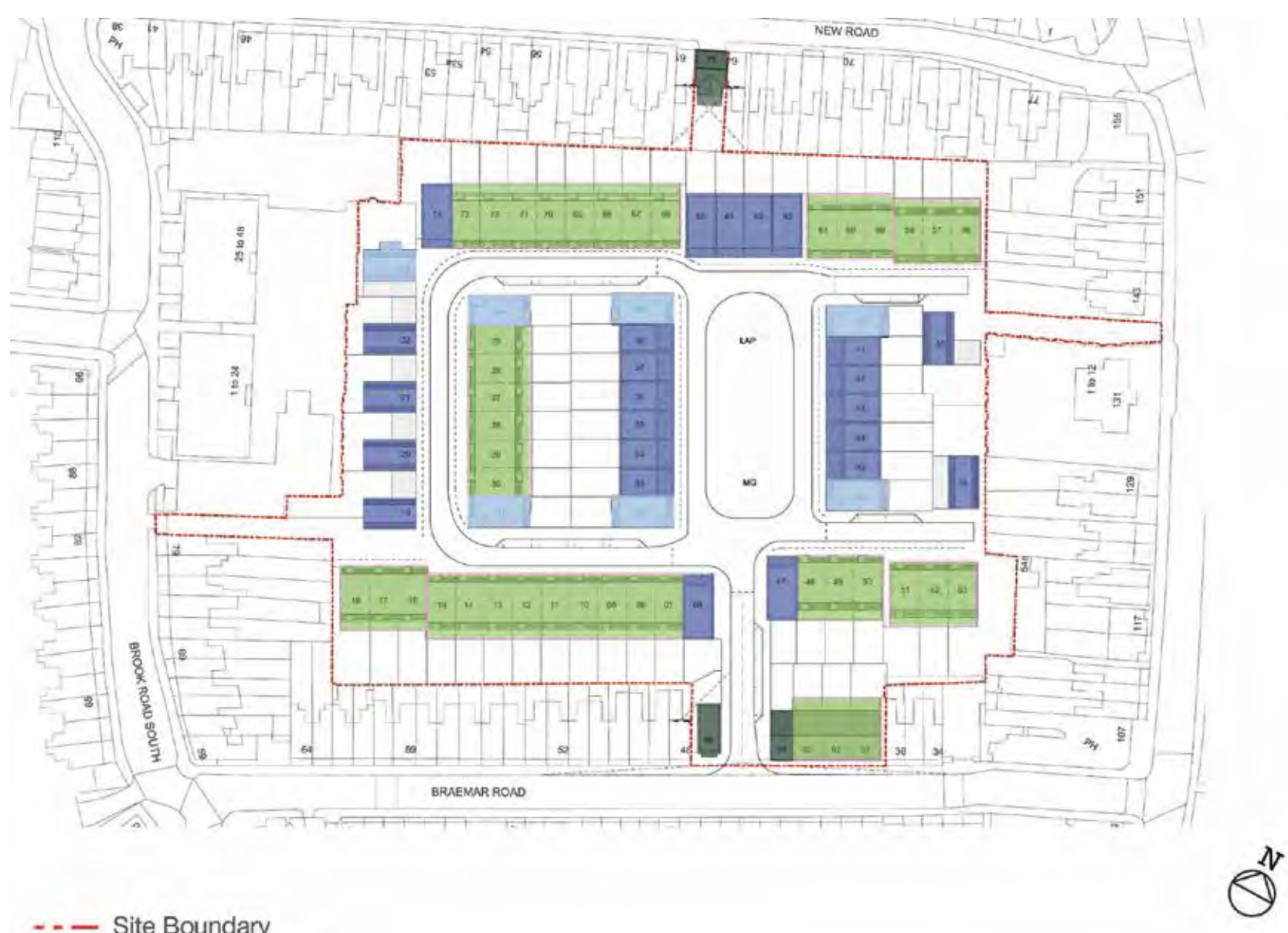


# DEVELOPING THE DESIGN



- Site Boundary
- 4 storey dwellings
- 3 storey dwellings
- 2 storey dwellings

SCALE PLAN



- Site Boundary
- 5 bed dwellings
- 4 bed dwellings
- 3 bed dwellings

NUMBER OF BEDROOMS

- When designing the new homes, TateHindle considered how best to sensitively reflect the surrounding context and historical importance of Griffin Park.
- This led to four different styles of homes being designed for the site, to provide variety and visual interest.
- The majority of the homes are two or three storey to reflect the surrounding existing housing, with some four-storey homes to be provided at the centre of the development which reflects traditional urban design principles.
- In addition, key 'marker' buildings, with a bespoke design, will be created at each corner of the development. This will also assist with navigation.

UNIT TYPE	UNIT QUANTITY
2 Bedrooms	3
3 Bedrooms	41
4 Bedrooms	23
5 Bedrooms	8
Total units	75



# NEW FAMILY HOMES



CREATING NEW FAMILY HOMES

- Griffin Park provides an excellent opportunity to provide new homes in an area already characterised by a strong residential community.
- 75 much-needed family homes will be provided, with a mixture of two, three, four and five bedrooms.
- These homes will be for private sale.
- Some homes will have terraces, adding visual interest to the roofline, and providing additional amenity space for residents.
- The new homes will be arranged such that the gardens will back on to the existing homes around the site, minimising any sense of overlooking or enclosure for these neighbours.
- Thoughtful landscaping and greenery will be incorporated throughout the site to provide a pleasant 'garden' feel.



THE PROPOSED DEVELOPMENT



NEW FAMILY HOMES



# COMMUNITY CONTRIBUTION



- Just like the existing Griffin Park, we want our new development to complement and contribute to the local community.
- As part of the previous planning application, we committed to making contributions to the community, including:
  - Providing a new play area for children;
  - Funding towards improving local transport;
  - Funding towards education;
  - Funding for new open space; and
  - Local employment and training initiatives.
- We will also continue to work with Brentford FC's Community Sports Trust, including advertising construction jobs and apprenticeships in match-day leaflets.
- Willmott Dixon has an active community programme which will provide structured training for young people, locals and apprentices to help them into the construction industry.





# THE BEE GARDEN

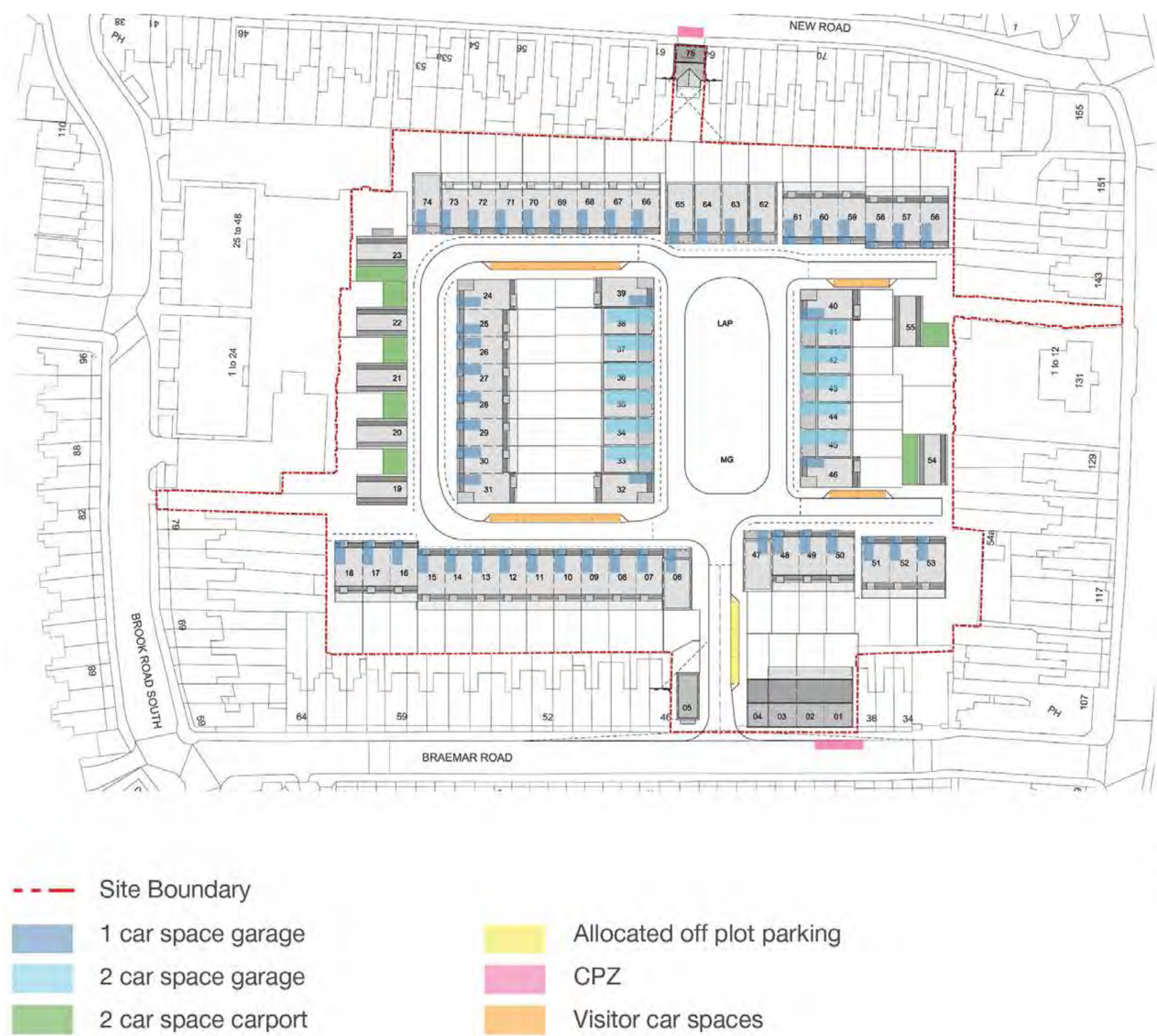


- We are committed to safeguarding Griffin Park's proud sporting heritage and important place in the community.
- Over the years, some Brentford FC supporters have chosen Griffin Park to be their final resting place and we are keen that their families always have a place to visit to remember their loved ones.
- We will therefore be including a garden at the heart of the scheme, which will honour the past of Griffin Park and its loyal supporters.
- Our landscape architects at BBUK have collaborated with Cleve West, a garden designer and life-long Bees supporter, to deliver a fitting tribute to the club.
- The garden will resemble a Georgian square with landscaped gardens, to include blossoming trees, lawns and flowerbeds.
- A children's play zone will also be provided and could be designed with bee-themed play equipment.
- Other features could include memorial benches or bricks.
- We would like your feedback on how we could make the most of this space.

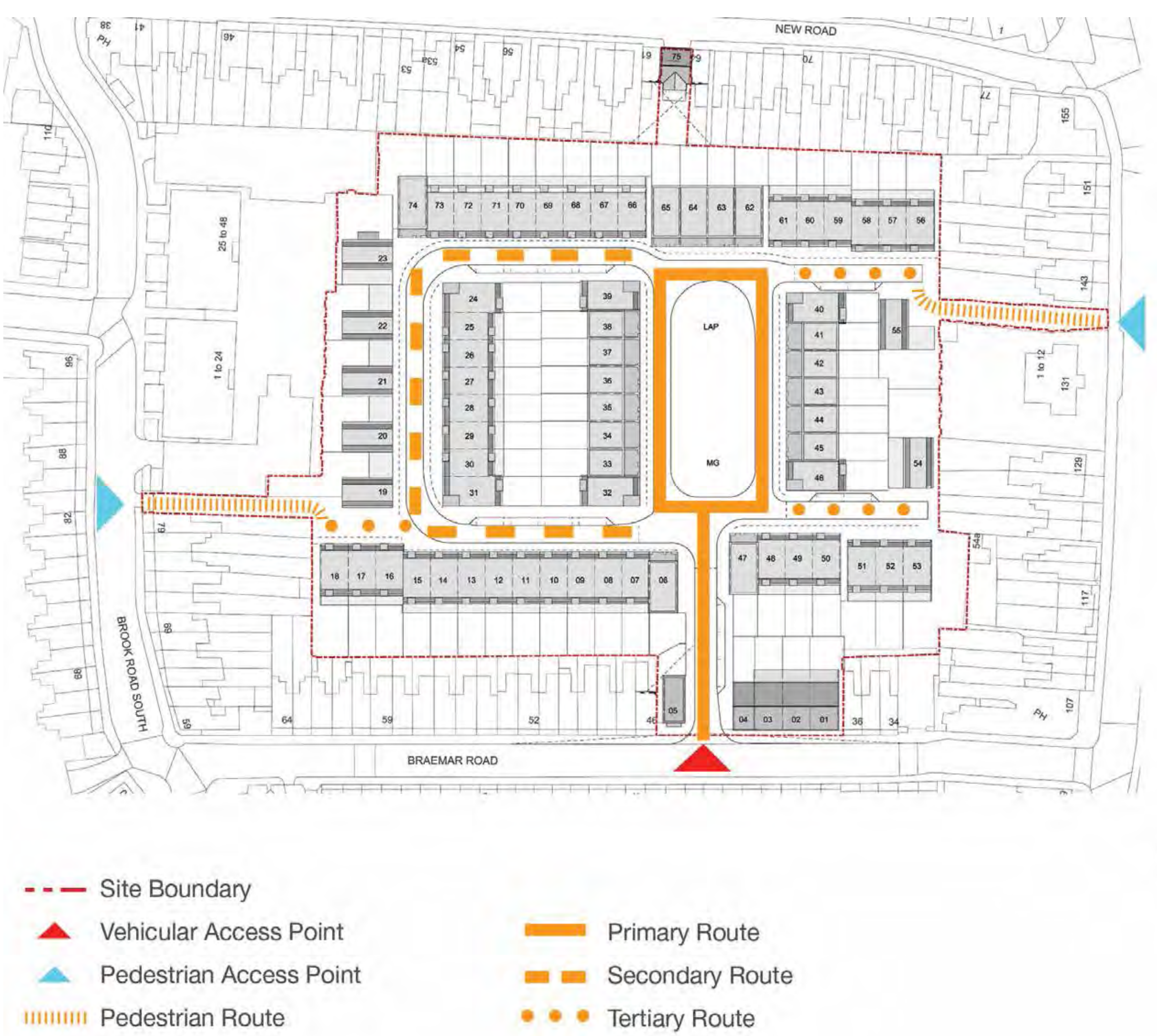




# TRANSPORT AND ACCESS



- We know that parking provision is important to neighbours and we have made substantial efforts to ensure that pressure on local parking is not increased.
- We will be providing 90 resident's car parking spaces on site, with larger homes allocated two spaces.
- In addition, there will be twelve spaces on site for visitors.
- We anticipate that three of the proposed houses will be able to apply for a residents parking permit, however we will be creating two to four additional parking spaces on Braemar Road due to the removal of the stadium entrance, and one additional space on New Road.
- All homes will have dedicated cycle storage and there will be space allocated for visitor cycle parking.
- Access around the site will be via traffic calmed, landscaped, shared-surface roads.
- Dedicated pedestrian and cycle routes will be provided on three sides of the site.
- There will only be one vehicular entrance to the site, to prevent the local road network being used as a short cut through the neighbourhood.

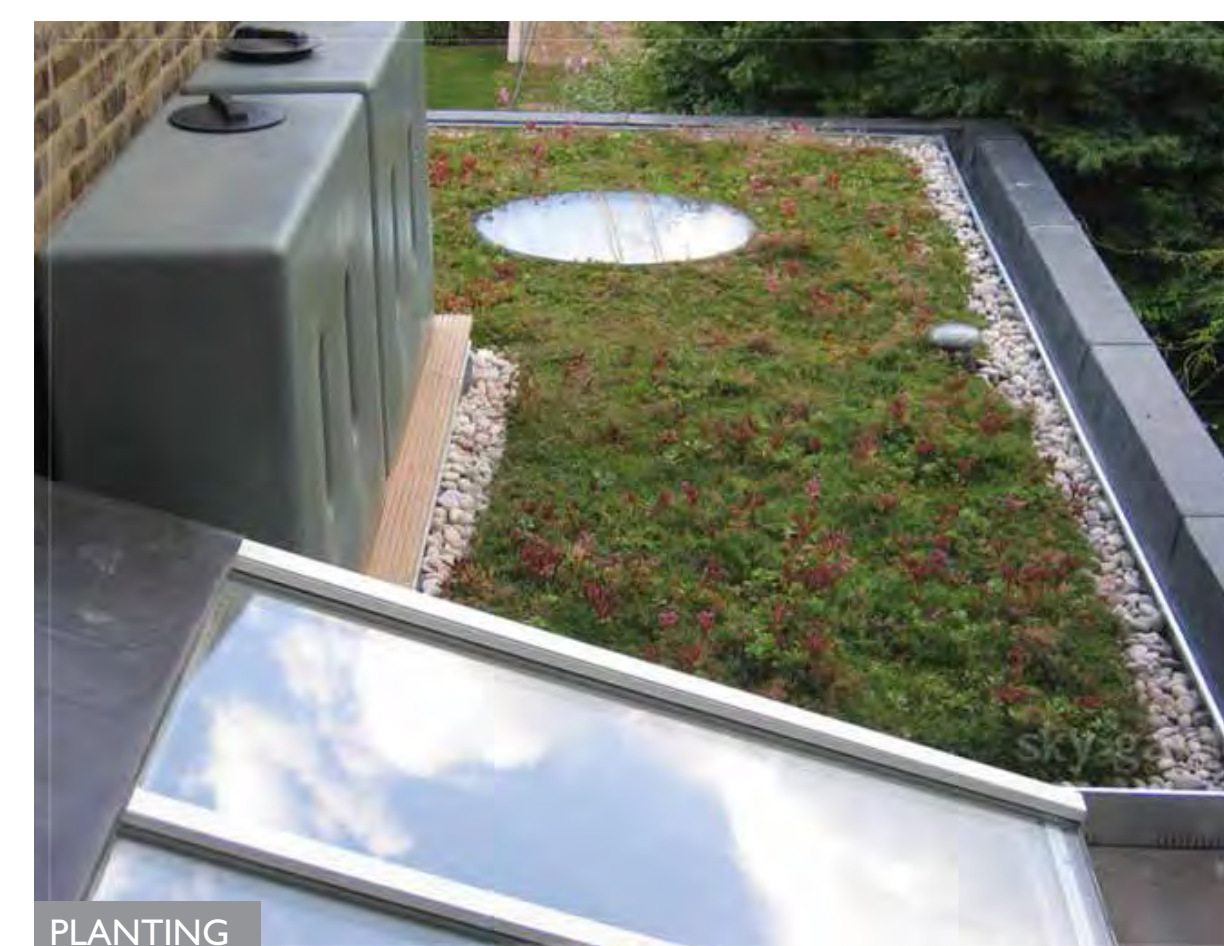




# SUSTAINABILITY



- We are committed to providing sustainable homes, in line with our company's credentials as one of the most sustainable developers in the country.
- Impact on the environment has been central to our design principals and has influenced:
  - The materials we chose
  - The orientation of the buildings
  - Insulation
  - Landscaping
  - Water use
- Our new homes will achieve Level 4 of the Code for Sustainable Homes and are likely to have:
  - Highly insulated building fabric
  - Improved air tightness
  - Materials with a BRE Green Guide A or A+ rating
  - Rainwater harvesting
  - Sustainable Urban Drainage System (SUDS)
  - Secure cycle storage
  - Low water flow plumbing fixtures & fittings
  - Good daylighting
  - Home office facilities
  - Low energy lighting





# NEXT STEPS



THANK YOU FOR TAKING TIME TO VIEW  
OUR PROPOSALS FOR THE REDEVELOPMENT  
OF GRIFFIN PARK.

- Please take time to fill out a feedback form so we can better understand your thoughts on the scheme.
- We are very interested in your thoughts on how the central garden should look, so please do take this opportunity to give us your ideas.
- The form can be filled out today and given to a member of the team, or returned to us using the Freepost envelope provided.
- We will then take some time to consider your feedback and finalise the proposals, before submitting the reserved matters application to Hounslow Council.