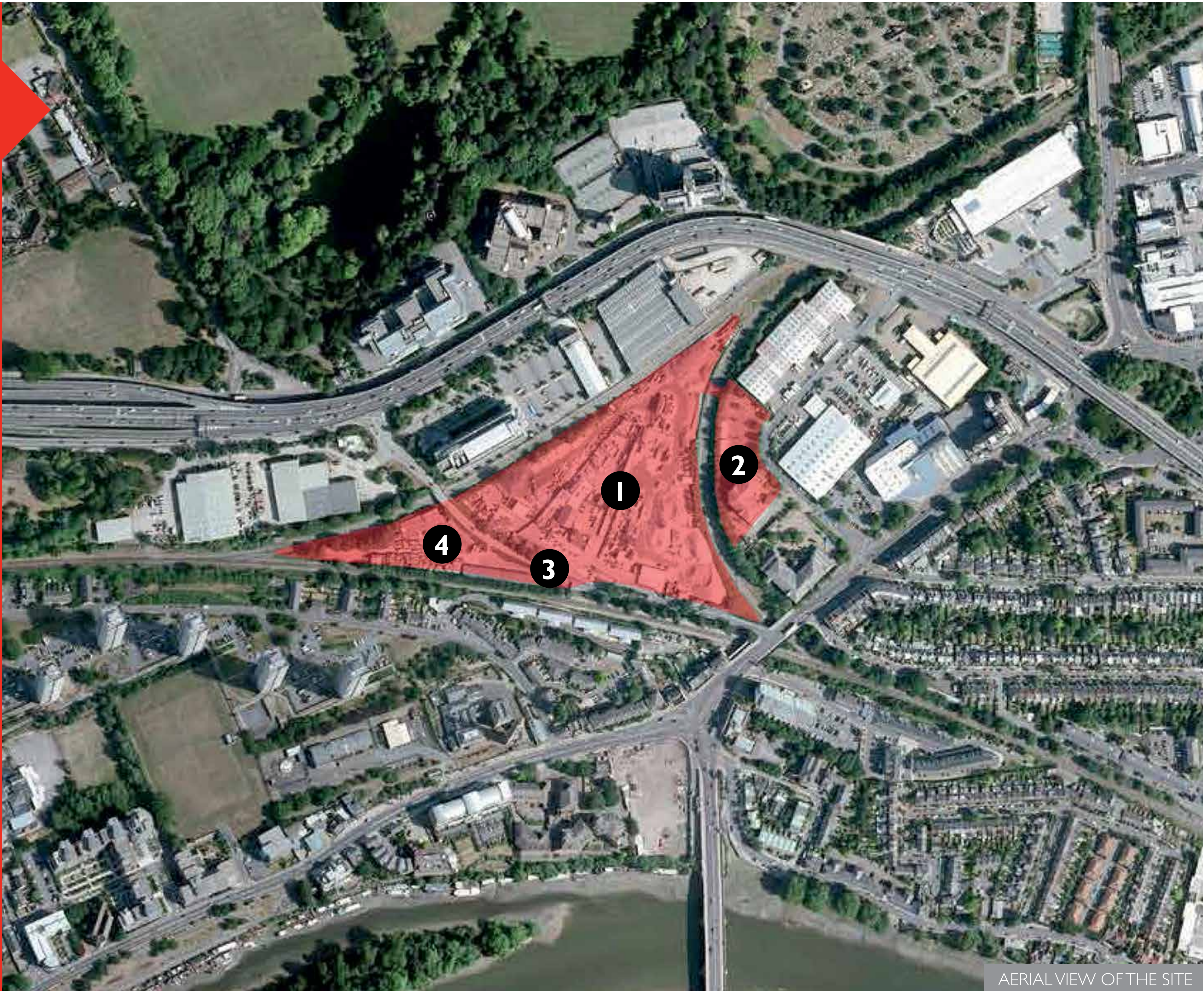


WELCOME

WELCOME TO OUR PUBLIC EXHIBITION TO EXPLAIN OUR PROPOSALS FOR LIONEL ROAD SOUTH

- As you may know, Brentford Football Club will be relocating to a new, purpose-built site at Lionel Road South in the near future.
- This new Community Stadium is part of a wider masterplan that the club has established by working closely with Prime Place and be:here.
- Last year Brentford FC received detailed planning consent for the new stadium and outline consent to develop the remainder of the site to include new homes, shops and a hotel.
- The following exhibition boards explain the planning application process and show some indicative images of 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.



AERIAL VIEW OF THE SITE

THE EXISTING SITE

The Lionel Road South Site currently comprises four distinct areas:

1. Central Site

This site currently has several tenants but is principally used for waste transfer.

Apart from the old stables most of the structures in this area are of little architectural merit. Some elements of the stables buildings will be preserved and re-used in the new proposals.

The Central Site will accommodate the new stadium, and two residential sites (Central Eastern and Central Southern).

2. Capital Court

This area is currently occupied by a vacant four storey office building and associated car park.

This site facilitates the provision of the new east bridge access, which is essential to support the 20,000 capacity stadium, parking, and new public and vehicular access route through the site.

Capital Court will comprise one of the residential sites accommodating three buildings.

3. Lionel Road South

The road is a single carriageway one way flow from south-east to north-west. This provides a key access artery through the site presently serving both the Central and Duffy sites. Lionel Road South also connects the Kew Bridge junction through to the A4 / M4 motorway. Upgrade works to this road are proposed to create a safer environment for pedestrians and cyclists, and to improve access to the development site and connectivity through the site.

4. Duffy Site

This area is currently used as a builder's yard and has a number of temporary and industrial type buildings around the yard. The Duffy Site is separated from the Central Site by Lionel Road South.

The proposals for the Duffy site will be the subject of a separate reserved matters planning application which will be submitted after the current reserved matters application.

THE PROPOSED DEVELOPMENT

The proposed development will be delivered in a number of phases.

Phase 1 will comprise the construction of the new stadium and 634 of the total 910 residential units located on the Central Site and Capital Court.

Phase 2 will comprise a separate planning application for the development of the Duffy Site and the subsequent construction of the remaining residential units located on this part of the site.

There will be a separate phase which will comprise the construction of the new hotel, and the timing of this will be determined at a later date.

THE TEAM



DEVELOPER



DEVELOPER



DEVELOPER



ARCHITECT



PLANNING CONSULTANT



THE SITE HISTORY

1

In May 2013 Brentford Football Club submitted a hybrid planning application

2

This application was for a new stadium and homes on land adjacent to Lionel Road South, to the north of Kew Bridge railway station

3

The application was split into two portions covering:

An application for Full Planning Permission to replace existing buildings on site with a 20,000 capacity stadium with ancillary accommodation, 60 car parking spaces, 400 cycle parking spaces and landscaping



6

The application was then granted permission following the signing of a legal agreement in June 2014

5

In December 2013 Hounslow Council's Planning Committee resolved to grant permission

4

7

Following this, Prime Place and Brentford FC signed a Development Agreement. This means that Prime Place is responsible for submitting a reserved matters application, containing details of exactly how the residential scheme will look and what it would provide



An Application for Outline Planning Permission to replace all existing buildings with up to 910 residential units, up to 1,200sqm retail and other commercial floorspace, a hotel of up to 60 bedrooms, up to 775 car parking spaces, cycle parking, associated landscaping and open space.

8

We are now consulting our neighbours on the details of the first phase of residential development comprising the Central Site and Capital Court



9

When we have received feedback and finalised the scheme, we will submit a planning application to the London Borough of Hounslow for approval

10

In the future we will confirm details of the second phase of homes – at the Duffy site to the south-west of the stadium

THE COMMUNITY STADIUM

BRENTFORD FOOTBALL CLUB

Founded in 1889, Brentford FC has recently celebrated its 125th anniversary having played their home fixtures at Griffin Park since 1904. After securing promotion to the Football League Championship in 2014 the Club is now 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.



AERIAL VIEW OF THE SITE



THE BRENTFORD
COMMUNITY
STADIUM WILL
BE A CATALYST
TO CREATE
A STRONG
SPORTS AND
RECREATION
CLUSTER

PROJECT 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 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.

PROJECT INFORMATION

- The Brentford Community Stadium will be a 20,000 all seat stadium with improved facilities for supporters including a range of catering, hospitality and premium seat offerings to enhance the match day experience for the fans.
- The stadium will also include high quality conference, meeting and events facilities available for commercial and community use on non-match days.
- The stadium will be home to the Brentford FC Community Sports Trust, who will have access to a purpose build Learning Zone, climbing wall and a 70-seat lecture theatre which will be available for their sport, education, employment and social inclusion programmes.
- The Club will also provide a new home for the Hounslow Interim Education Centre and has agreed to reserve space for the relevant authorities to provide a NHS GP surgery at the stadium.
- The south stand will also be home to the Brentford FC Club offices, a Club Shop and Bar.
- Outline planning permission has been granted for a 160 bedroom hotel to be built alongside the stadium on Lionel Road.

THE RESIDENTIAL SITES

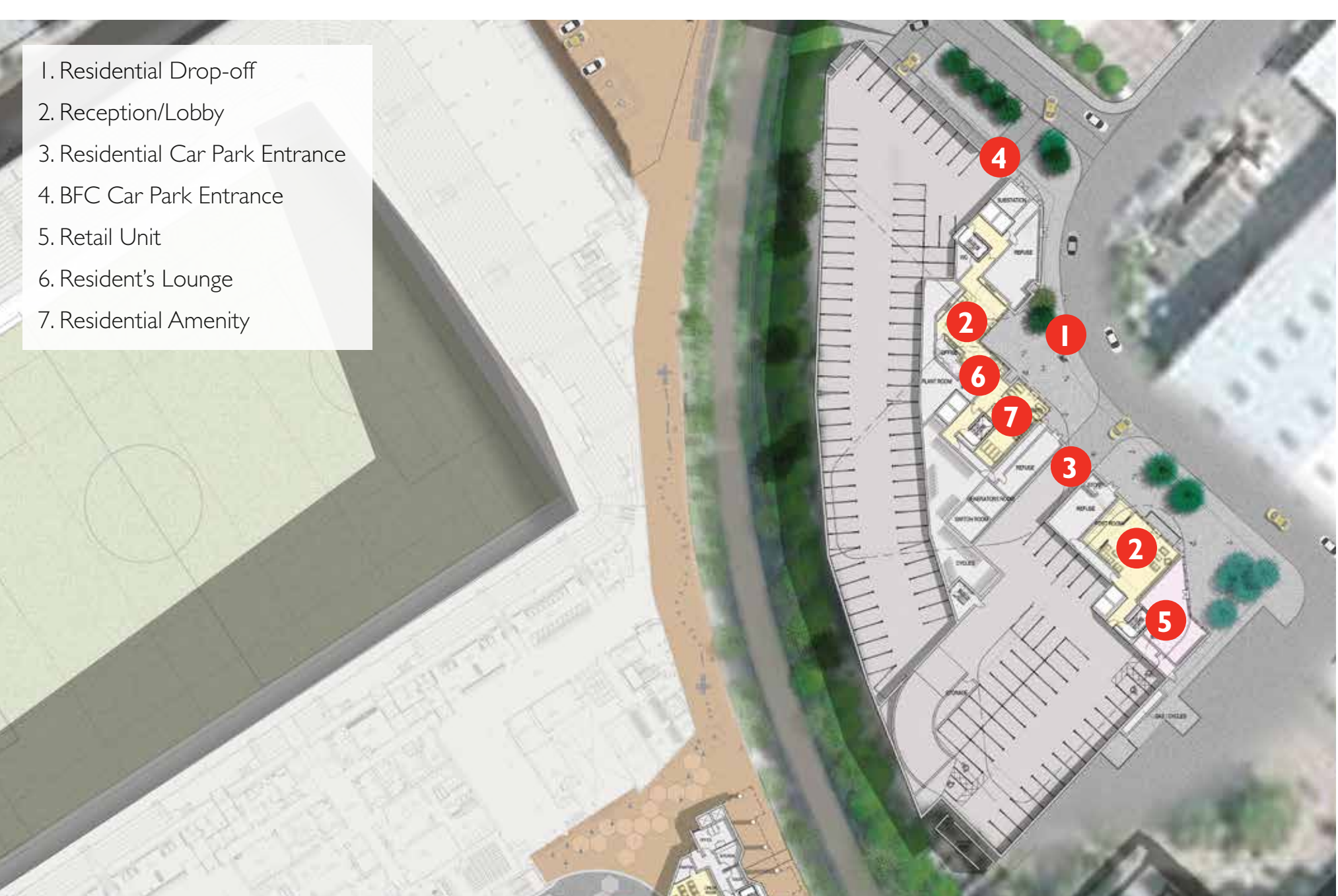
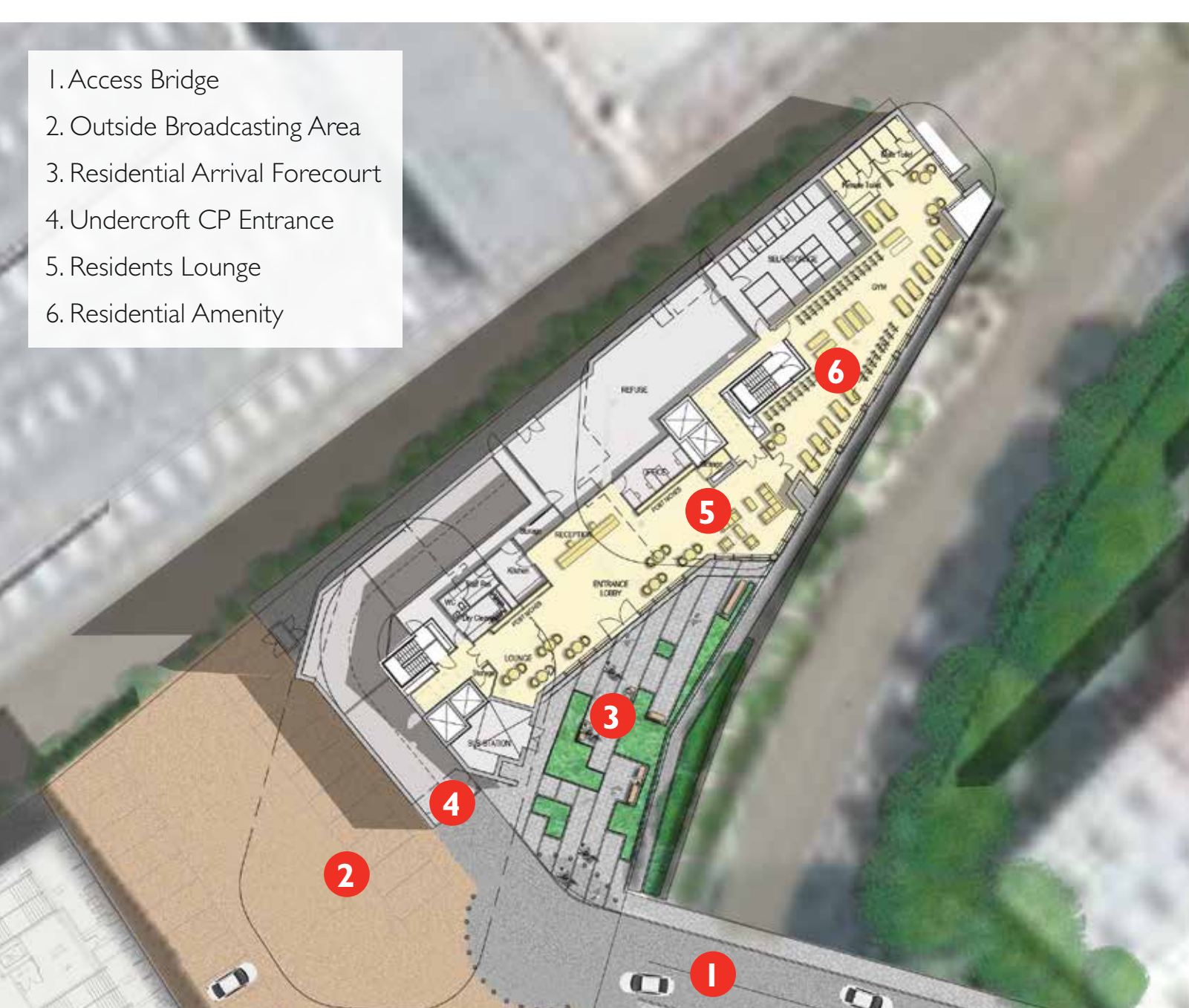
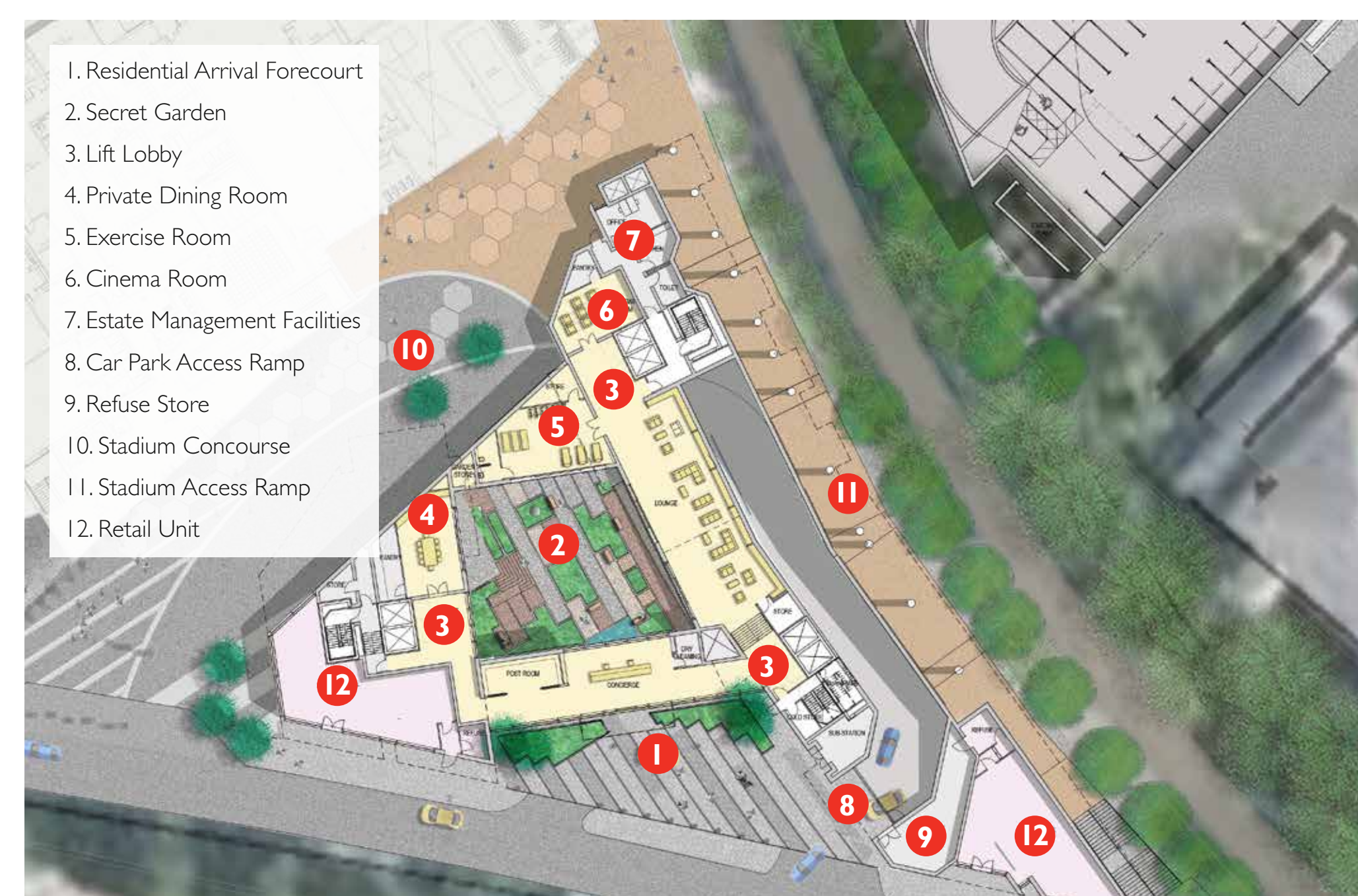


THERE ARE FOUR RESIDENTIAL SITES ACCOMMODATING 10 NEW RESIDENTIAL BUILDINGS.

Our current proposals for the first phase of the residential development include three of these residential sites – Central Southern, Central Eastern and Capital Court, accommodating seven of the ten buildings.

The Phase I residential proposals include:

- Three new shop units fronting onto Lionel Road South and Capital Interchange Way.
- 634 new homes across seven new residential buildings;
- Substantial public realm improvements, including new pedestrian and cycle routes;
- Landscaping and greenery across the site to improve views and sustainability;
- A new urban route for pedestrian and cycles through the site over the east bridge to Capital Interchange Way facilitating greater integration with the local community
- On-site car parking and cycle parking;
- The reopening of the Kew Bridge Station north platform underpass and pedestrian connection to Lionel Road South and the stadium concourse.



NEW HOMES



PROPOSALS FROM KEW BRIDGE

Our new homes range from one to three bedrooms. An indication of the number of each units is provided below.

Number of bedrooms	Quantity
1 bedroom	290
2 bedroom	289
3 bedroom	55

- The 634 new homes are proposed within seven new buildings in Central Eastern and Central Southern (Central Site) and Capital Court sites.
- 295 of the homes will be for private sale by Prime Place.
- 339 of these homes will be for private rent and will be managed long term by be:here.
- All of the units will have a balcony or terrace, ample storage space, and large sized rooms. They will all be finished to a high standard.
- All of the units will be designed to lifetime home standards, with 10% being suitable for wheelchair users.
- The ground floor areas will provide residents facilities such as a cloistered garden, reception area, gym, dining room, cinema room and lounge.
- be:here is a part of Prime Place that has been specifically created to provide a new approach to the private rented sector, aimed at creating communities and providing long term rental agreements.

- As a minimum all units are designed to meet the GLA's space standards.
- Unlike conventional residential developers, be:here will maintain and manage the completed apartments once they are constructed.
- As such, our approach is centred on creating homes where people love to live.
- At Lionel Road South we will create a vibrant community which will act as a catalyst for local regeneration and help support local shops, restaurants, bars and other businesses.



TYPICAL 1, 2 AND 3 BEDROOM UNITS

PUBLIC REALM IMPROVEMENTS

- The key aim of the masterplan is to open up the site and connect the areas around it.
- New routes through the site, including a bridge over the railway and access to the station, will have far reaching community benefits.
- More detail on our plans to improve the paving and landscaping throughout the site can be seen on the 'Landscaping' board.

THE DESIGN

An important part of developing the design has been to incorporate active frontages at street level, which make the site more inviting and help to distinguish the public and private buildings and indicate how the site should be navigated by the public.

All shops will therefore have full-height glazing.



NEW BRIDGE APPROACH TO THE CENTRAL EASTERN SITE AND BRENTFORD COMMUNITY STADIUM



VIEW LOOKING NORTH TOWARDS NEW ARRIVAL PIAZZA AT CAPITAL COURT

- These proposals provide an important opportunity to regenerate a site currently used as a waste transfer station and create a thriving new sporting, residential and leisure quarter within Brentford.
- The design has been carefully developed to respond to nearby architecture, which includes large modern buildings to the north and smaller terraces to the south east.
- Careful consideration has been given to views of the site from far away and close up.
- Many of the buildings have been made thinner than the outline planning permission to improve their appearance on the skyline.
- The residential buildings have also been designed to complement the consented ten-storey Community Stadium.
- The design of the new residential buildings has also been influenced by the historic use of the site as a rail yard and the adjacent railway lines that still exist. This history provides a linear dynamic which has been reflected in the buildings.
- This has resulted in strong horizontal lines in the proposed façades.
- A neutral palette of materials has been chosen for the main façade material, with carefully considered aluminium detailing.
- This palette makes reference to the heritage of the railway, as well as the consented stadium design, while providing a contemporary and attractive finish.
- Glass balustrades will punctuate the façade, fronting residents' balconies.
- Subtle changes in building form and materials between each building will provide variation in design, adding visual interest to the architecture.

LOCAL VIEWS



EXISTING VIEW LOOKING NORTH WEST FROM WELLESLEY ROAD



PROPOSED VIEW LOOKING NORTH WEST FROM WELLESLEY ROAD



EXISTING VIEW LOOKING EAST ALONG KEW BRIDGE ROAD



PROPOSED VIEW LOOKING EAST ALONG KEW BRIDGE ROAD



EXISTING VIEW LOOKING NORTH OVER KEW BRIDGE



PROPOSED VIEW LOOKING NORTH OVER KEW BRIDGE

- When outline planning permission was granted for 910 homes across the site, planning officers and the planning committee at London Borough of Hounslow agreed the height and mass of buildings that would be suitable for this site.
- The proposals have subsequently been designed within these parameters, to respect strategic views from the surrounding area.
- The proposals are significantly smaller in volume than the consented parameters, which reduces their impact on local views.

LANDSCAPING

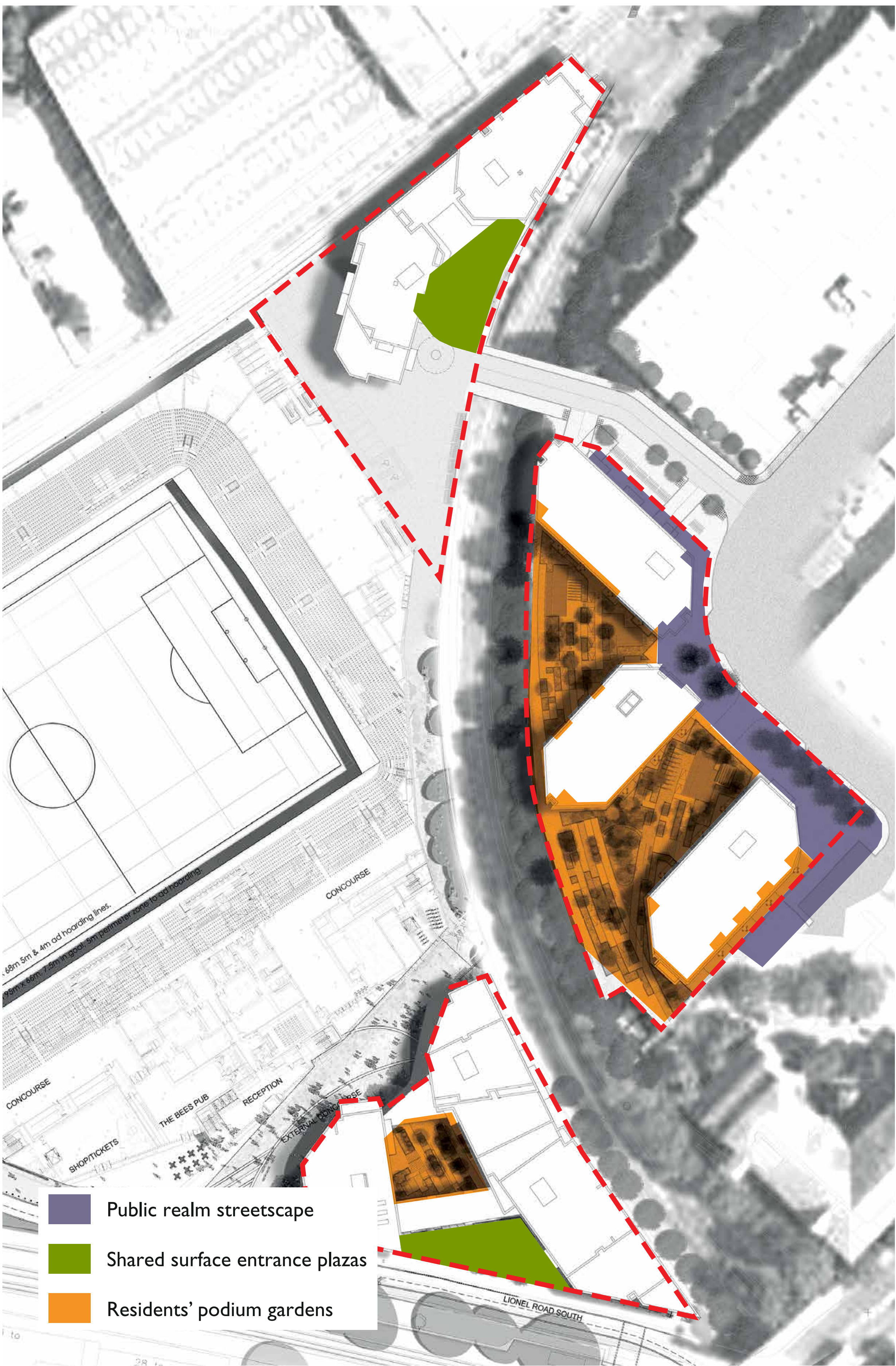
WILDLIFE CORRIDOR

The existing site is considered to be of low nature conservation value.

We have carried out all necessary surveys to establish how we can enhance wildlife value and the wildlife corridors around and in to the site.

Our improvements will include:

- Planting such as flowering plants and plants with berries, that encourage wildlife in to the site;
- Bat and bird boxes on trees towards the south of the site, or at positions furthest away from human activity;
- Where possible, maintain piles of deadwood adjacent to the railway lines on site to provide habitat for invertebrates; and
- Providing a range of plant species, including areas of native shrub planting integrated with tree planting.



LANDSCAPING

- The concept for the landscape design follows on from the architectural concept linking to the sites heritage and adjacent railway.
- Shapes and abstract patterns formed by railway lines have been included throughout, particularly in the use of feature paving.
- Some of the street furniture will also act as interactive play equipment for children.
- Native species woodland trees and planting will enhance the existing wildlife corridors of the railway verges increasing their impact and diversity.
- Integrated up-lighting will be included in this planting to provide security, as well as some lamp posts around the periphery of the site.
- Roof terraces and brown roofs will be integrated across the site, providing more opportunity for greening of the area.

- There will be three types of landscaped areas across the site

1. Shared surface entrance plazas – these areas will have a shared surface to allow vehicles to drop-off by the residential buildings. They will be planted and decorative, including high-quality paving. Fencing will be incorporated amongst planting to ensure that these areas can be cordoned off during match days.

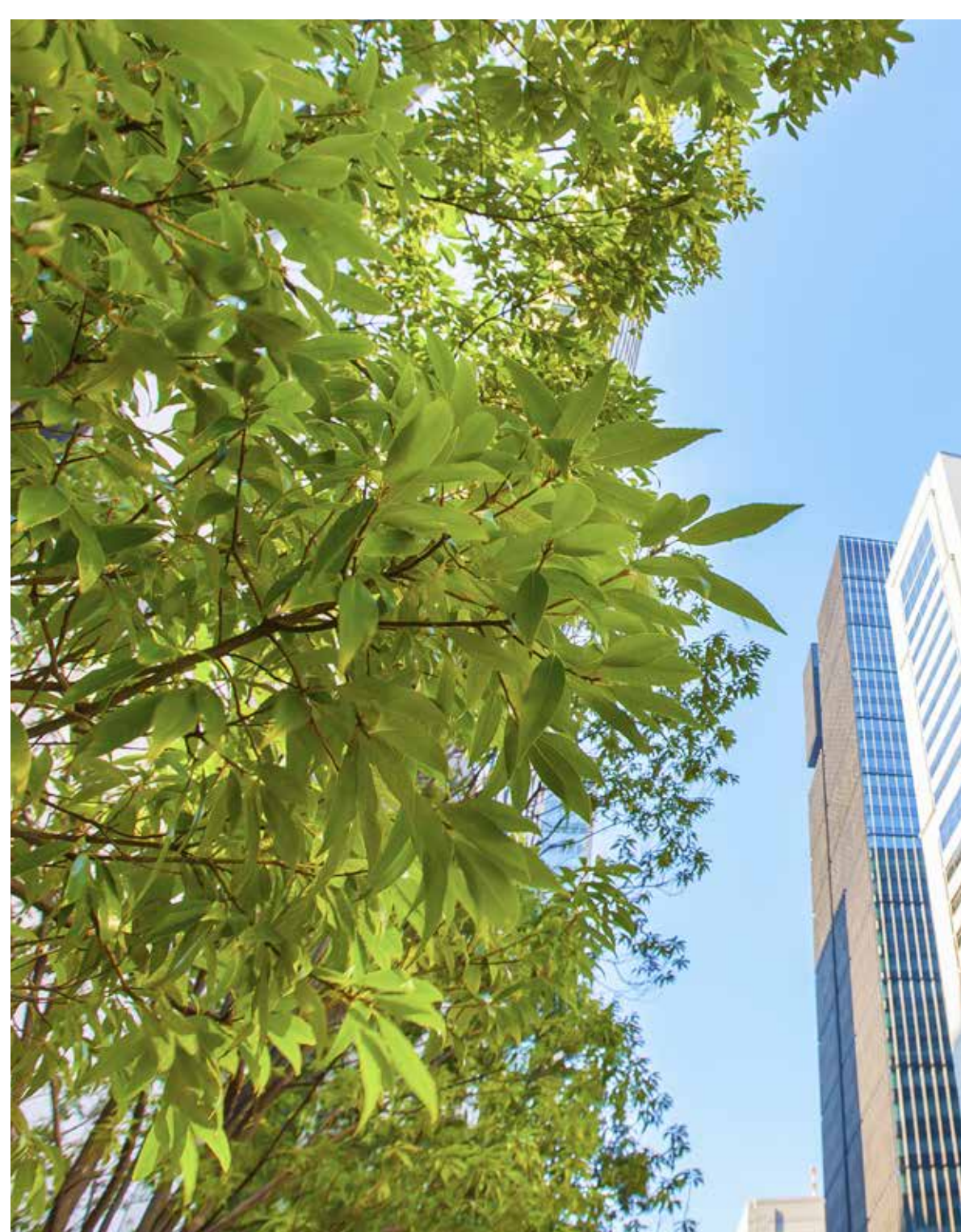
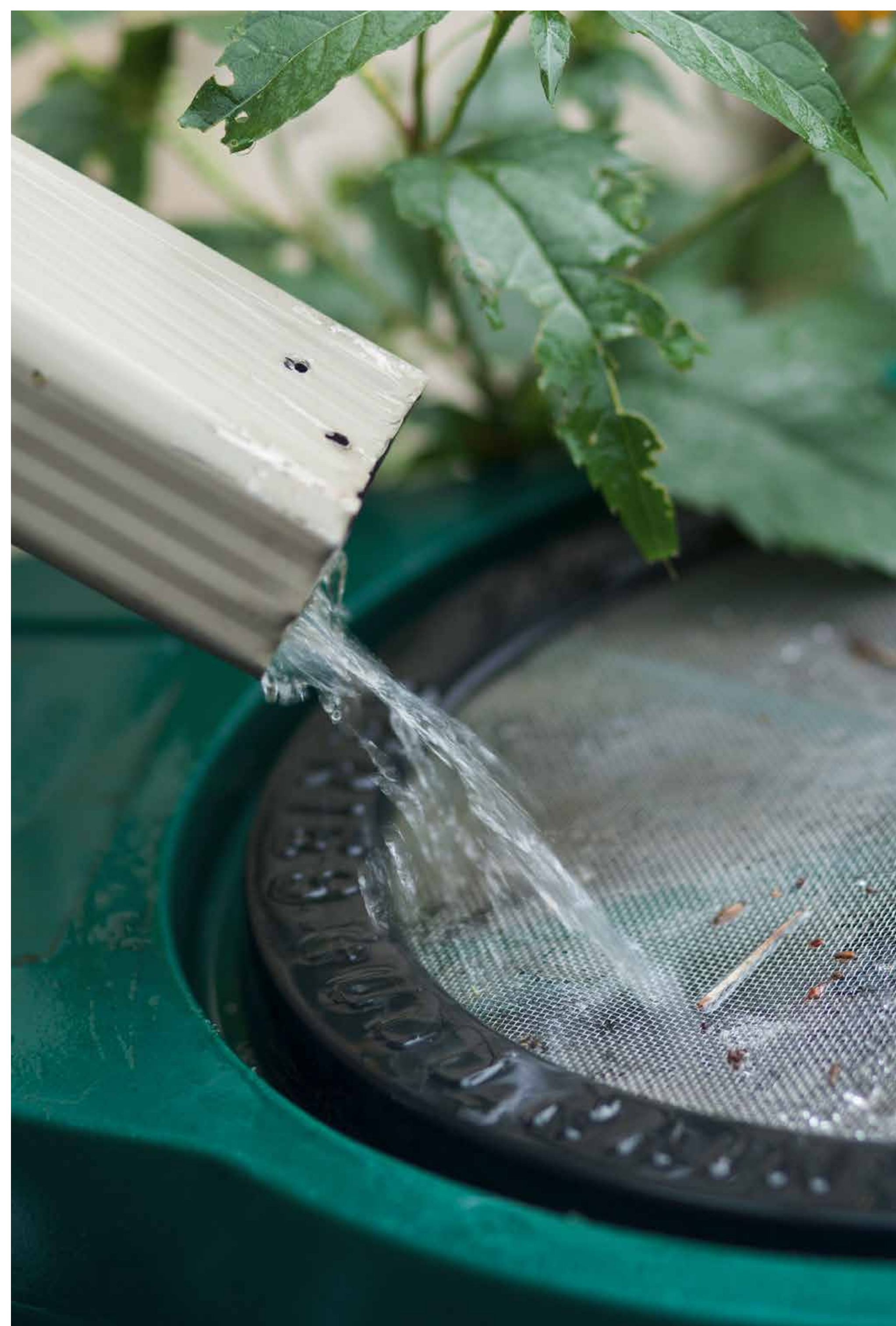
2. Public realm streetscape – this area, adjacent to Capital Court, will form part of the route for 'away' fans to access the new stadium.

Planting will be robust and simple, with street trees lining the route.

3. Residents' podium gardens – residents will have amenity space in the form of podium gardens, which will have mature planting.



GREEN VALUES



WE ARE COMMITTED TO PROVIDING SUSTAINABLE HOMES, IN LINE WITH OUR CREDENTIALS AS ONE OF THE MOST SUSTAINABLE DEVELOPERS IN THE COUNTRY.

The 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 will have:

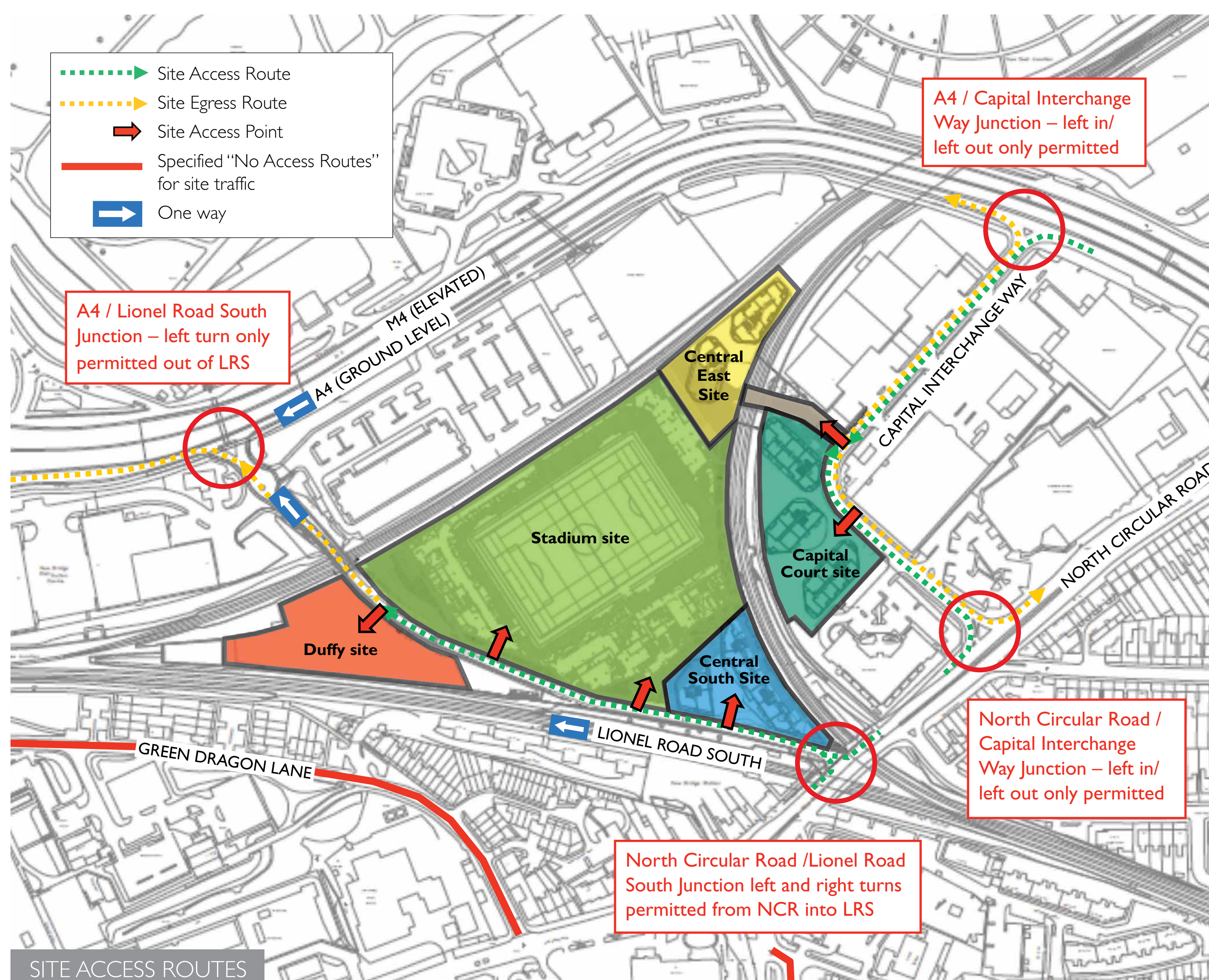
- A combined heat and power system
- Highly insulated building fabric
- Improved air tightness
- Materials with a BRE Green Guide A or A+ rating
- Sustainable Urban Drainage System (SUDS)
- Secure cycle storage
- Low water flow plumbing fixtures & fittings
- Good daylighting
- Home office facilities
- Low energy lighting



TRANSPORT, ACCESS & LOGISTICS

CONSTRUCTION LOGISTICS

- Access to the site during demolition and construction will be strictly controlled by a Construction Management Plan.
- Traffic movements will be closely monitored to prevent vehicles waiting in roads around the site.
- Hoarding will be erected around the entire site to ensure that it is secure.
- The creation of dust and noise pollution will be strictly monitored and measures put in place to keep this to an absolute minimum in line with environmental requirements.
- Willmott Dixon is a member of the Considerate Contractors scheme and will manage this site accordingly.



TRANSPORT STRATEGY

- The site enjoys the highest public transport accessibility level in Brentford and benefits from its proximity to the high quality amenity spaces and environments of Gunnersbury Park to the north and the Thames river paths and parks to the south.
- The number of residents, employees and visitors likely to walk to/from the site to either their destination or a public transport interchange is likely to be significantly higher than many other locations within Hounslow.
- The significant improvements proposed to the Lionel Road South and Capital Interchange Way, the increased provision of public realm, and the new routes being provided across the site will be more than sufficient to cater for the increase in pedestrian trips.
- The increase in public transport use by new residents and visitors is forecast to have a minimal impact on local public transport services.
- 418 car parking spaces are proposed across the residential sites, with 161 of these allocated for Brentford FC parking.
- Club parking is provided in an under-croft arrangement on the Capital Court site and Central Eastern sites.
- 718 cycle spaces will be provided in the residential buildings, to encourage sustainable travel by new residents.



ACCESS ROUTES

- Lionel Road South will be upgraded to provide a new on-road cycle lane, a narrower main carriageway and widened shared footway for cyclists and pedestrians.
- The new northbound on-road cycle lane along Lionel Road South will be provided from its junction with Kew Bridge Road to the A4 Great West Road.
- The shared footway will be three metres wide, to improve the pedestrian links with Kew Bridge Station and bus stops at the junction of Kew Bridge Road.
- The footway will also provide pedestrian access to the Central Southern Site, Duffy Site, Brentford Community Stadium and Hotel.
- Lionel Road South will provide vehicular access to the Central Southern Site, Duffy Site, Brentford Community Stadium (for coach drop off), Hotel and emergency vehicle access to the stadium.
- Vehicular and pedestrian access will also be provided from Capital Interchange Way to the Capital Court Site.
- The new Capital Interchange Way bridge over the railway line will provide a new pedestrian and cycle route through the site as well as vehicular access to the Central Eastern Site and Brentford Community Stadium.

ACCESS TO KEW BRIDGE STATION

- A new pedestrian link from the Community Stadium to the eastbound platform at Kew Bridge Station will be provided as part of these proposals.
- This pedestrian route will start at the Stadium concourse, pass along the Central Southern Site and under Lionel Road South via the existing arch (which will be upgraded) and onto the eastbound platform, no internal changes to the station are currently proposed.
- The exact nature of the platform access is subject to agreements with Wessex Alliance (the joint Network Rail and South West Trains body).

CONTRIBUTING TO THE COMMUNITY



EMPLOYMENT

- Over 200 new jobs will be created in the demolition and construction process of this substantial site, which will include an investment in apprentices.
- In addition, permanent jobs will be available in the new Community Stadium and the retail units, with over 40 positions expected in the new stores alone.
- It is also estimated that additional spending in the borough by new residents will create an additional 141 full-time equivalent jobs.



FINANCIAL CONTRIBUTIONS

As part of both the planning consent for the new stadium and outline planning permission for the remainder of the site, there is already an agreement that the following financial contributions will be made to the council:

- Approximately £2 million covering projected school places and an Interim Education Centre;
- Transport Contributions of approximately £750,000 covering buses, other public transport and pedestrian networks;
- A Carbon Offset Contribution of approximately £120,000;
- Employment and Training Contributions of up to £900,000; and
- Requirement to endeavour to accommodate a GP Surgery or NHS Facility in the Stadium.

SUPPORTING THE COMMUNITY

- The proposals will improve links between the site and the surrounding sporting community, such as Brentford Boating Arch, Fountain Leisure Centre, and Gunnersbury Park.
- be:here runs regular events to ensure that residents are able to become part of the local community, where they meet neighbours and local businesses.
- 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.

NEXT STEPS



CONCOURSE AND ARRIVAL SPACE TO BRENTFORD COMMUNITY STADIUM WITH NEW RETAIL SPACE

THANK YOU FOR TAKING THE TIME TO VIEW OUR EXHIBITION MATERIAL.

- Please take time to fill out a feedback form so we can better understand your thoughts on the scheme.
- The form can be filled out today and given to a member of the team, or returned to use 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 London Borough of Hounslow Council. Depending on the feedback we receive, we aim to submit the application during the summer.