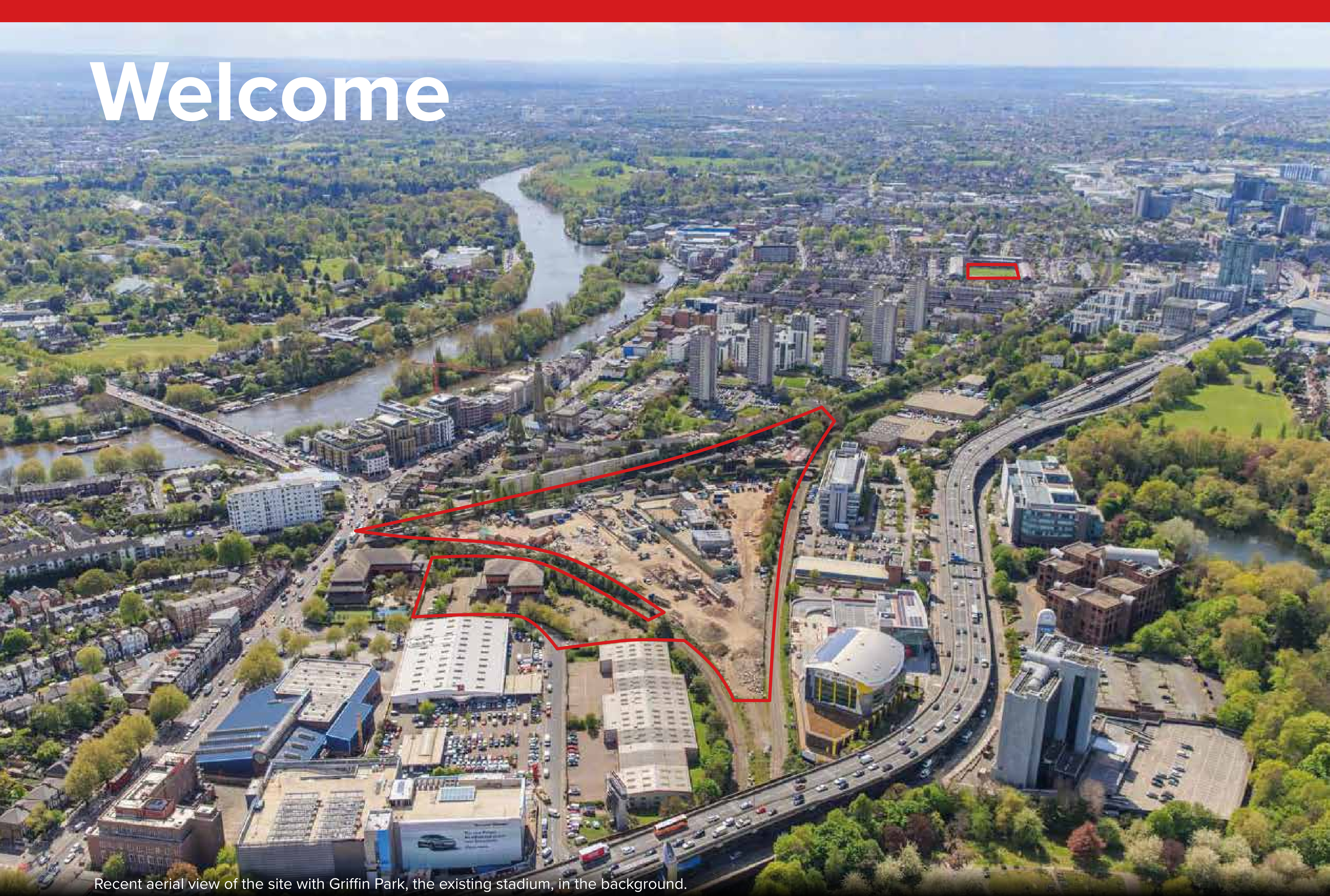


Welcome



Recent aerial view of the site with Griffin Park, the existing stadium, in the background.

Welcome to our public exhibition which explains our proposed changes to the Brentford Community Stadium development, at Lionel Road South.

These amendments have been submitted to Hounslow Council for their consideration. The following boards explain the proposed changes and show new images of how the improved development will look. Members of the project team are available to answer any questions you may have.

If you have any comments on the applications you can make these on the Council's planning portal at www.hounslow.gov.uk/planning. Search for the applications using the reference numbers **P/2017/3891** and **P/2017/3892**. Comments cards are also available for you to record your feedback which will be included in a report to the Council.

Background

In June 2014, planning permission was issued by the Council for a new 20,000 seat Brentford Community Stadium and 910 homes (to help fund the stadium) at Lionel Road South.

Since then work has started on site with the demolition of the old stable block and preparation is underway for the future demolition of the Capital Court building, and for enabling works on the stadium site, before construction begins in early 2018 (subject to planning approval).

Against the background that the original scheme was conceived several years ago, Brentford FC and its development partner Be Living Ltd (formerly known as Willmott Dixon Residential) have been reviewing the approved scheme and wish to make a number of changes to the stadium and first phases of residential development.



Brentford
Community
Stadium

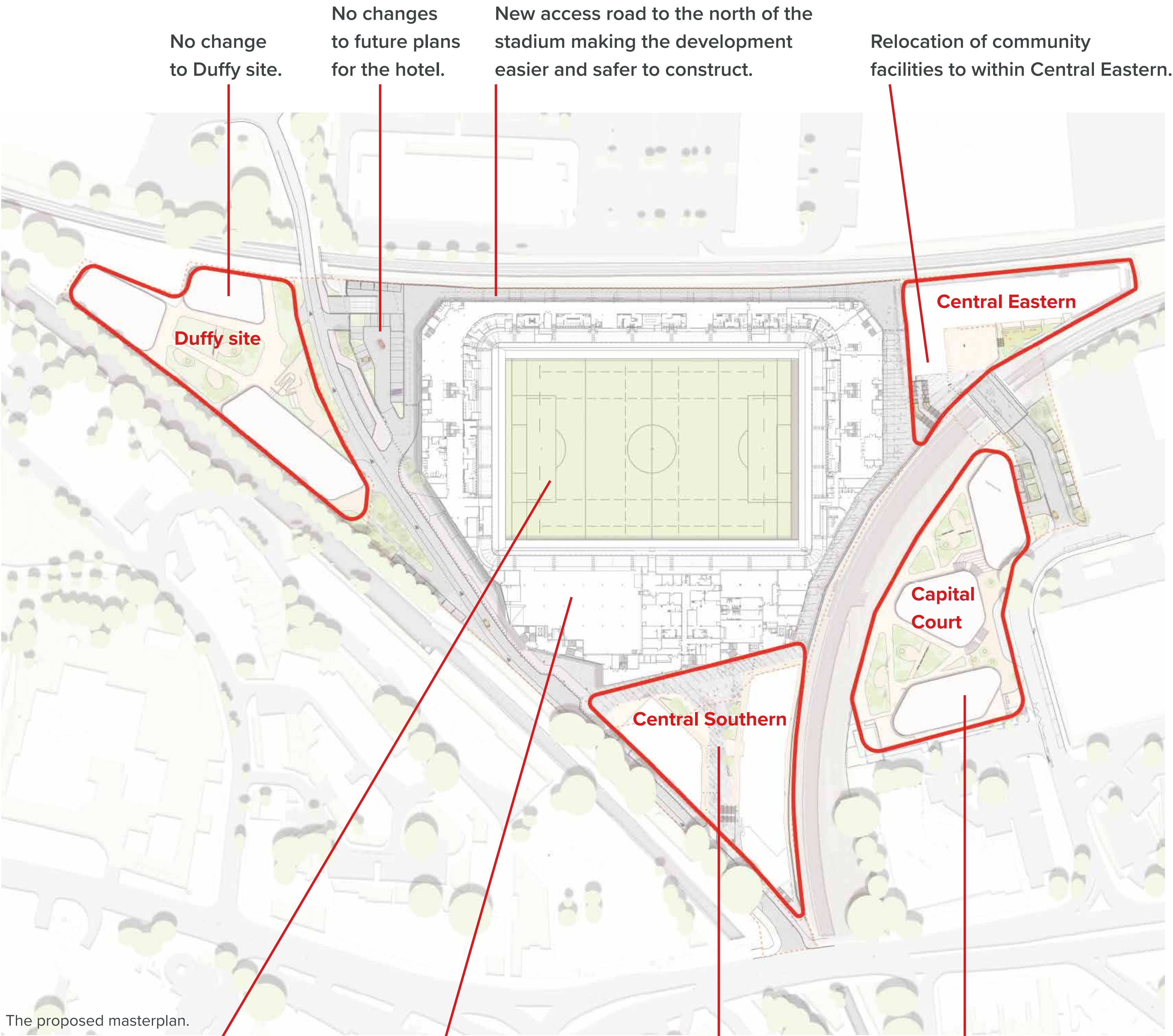


Improving the overall masterplan

These proposals continue to provide an important opportunity to regenerate a site that has been predominantly used as a waste transfer station for many years, and create instead a thriving new sporting, residential and leisure quarter within Brentford.

At the heart of this is the creation of a new ‘stadium campus’ bringing together the development’s sports, educational, residential and commercial uses.

Whilst the changes proposed deliver an improved development and help to financially protect the Club and its development partner Be Living Ltd, the scheme is fundamentally the same as the one consented with no additional homes overall, no change to the maximum heights of the buildings and no new uses.



The proposed masterplan.

No change to Duffy site.

No changes to future plans for the hotel.

New access road to the north of the stadium making the development easier and safer to construct.

Relocation of community facilities to within Central Eastern.

Reduce project risk to the Club and Be, by creating a more commercially sustainable scheme.

Make the stadium Premier League football and Premiership rugby compliant from day one by improving the outside broadcasting, lighting and media facilities.

New public square in Central Southern creating a better sense of place and enhanced public realm.

No change to Capital Court.



Brentford Community Stadium



Proposed changes to the stadium



Computer Generated Image (CGI) of the proposed approach to the stadium from Central Southern location.



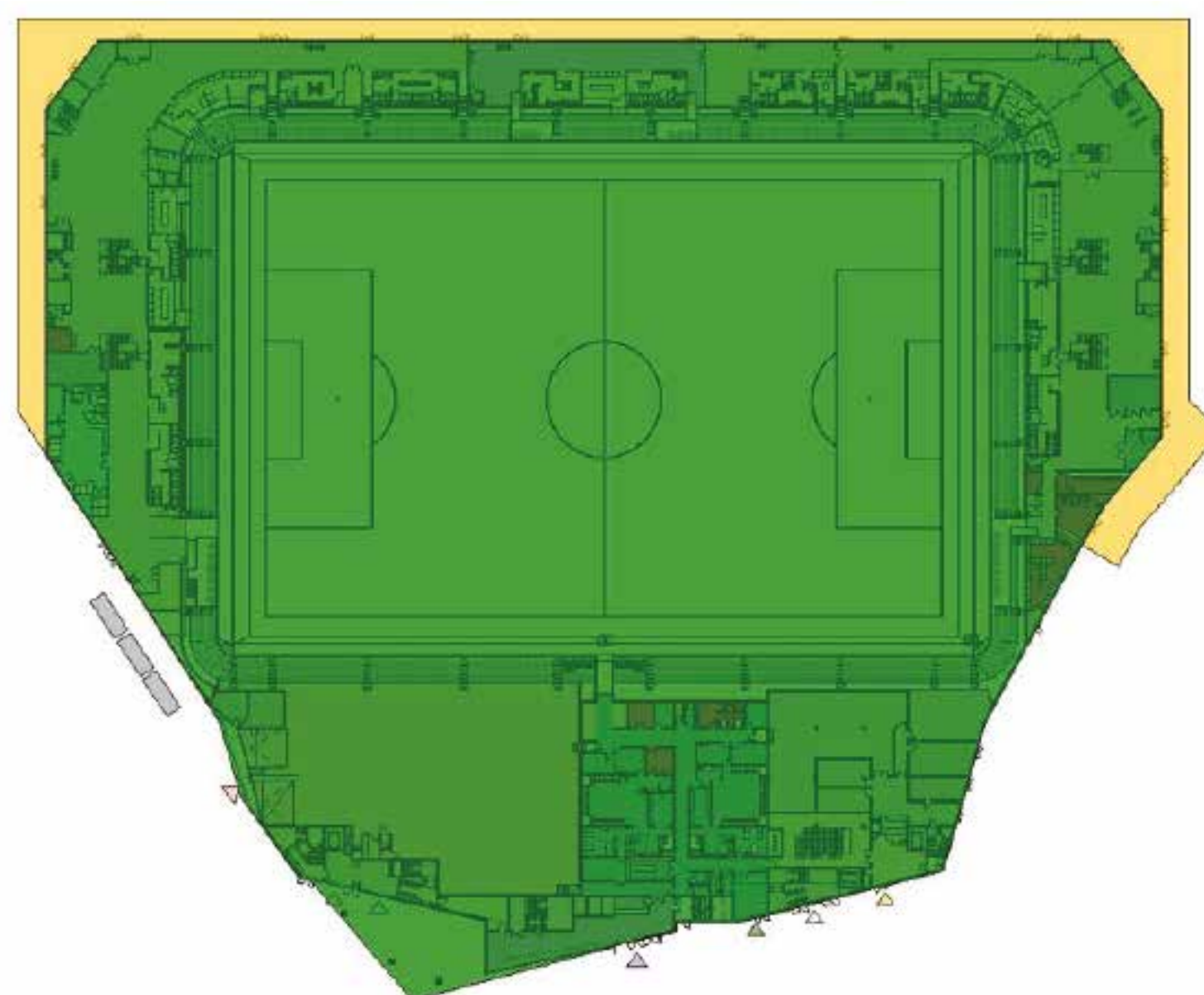
CGI of the proposed south west corner of the stadium.

Brentford FC plans to deliver a high quality stadium that safeguards the Club's sporting and commercial future and continues to build its presence in Brentford.

The main changes to the stadium from the original planning consent are to:

- 1. Reduce the capacity of the stadium from 20,000 to 17,250 spectators** – this retains enough capacity for an increase in fans (attendance currently averages around 10,000, including the 6,000 season ticket holders).
- 2. Reduce the stadium footprint and height** – the overall footprint has been reduced as well as the internal floor area.
- 3. Compress the stadium approximately 3m to the south** – to create a new access road along the north façade. The footprints of the east and west stands will also be reduced by 4m. This will improve access around the whole stadium and help to speed up construction by several months.

- 4. Increase the amount of premium seats from 1,800 to 2,930** – strengthening an important revenue stream for the Club.



The image above shows the proposed scheme in green. The reduction on the north, east and west stands is shown in yellow.



Brentford
Community
Stadium

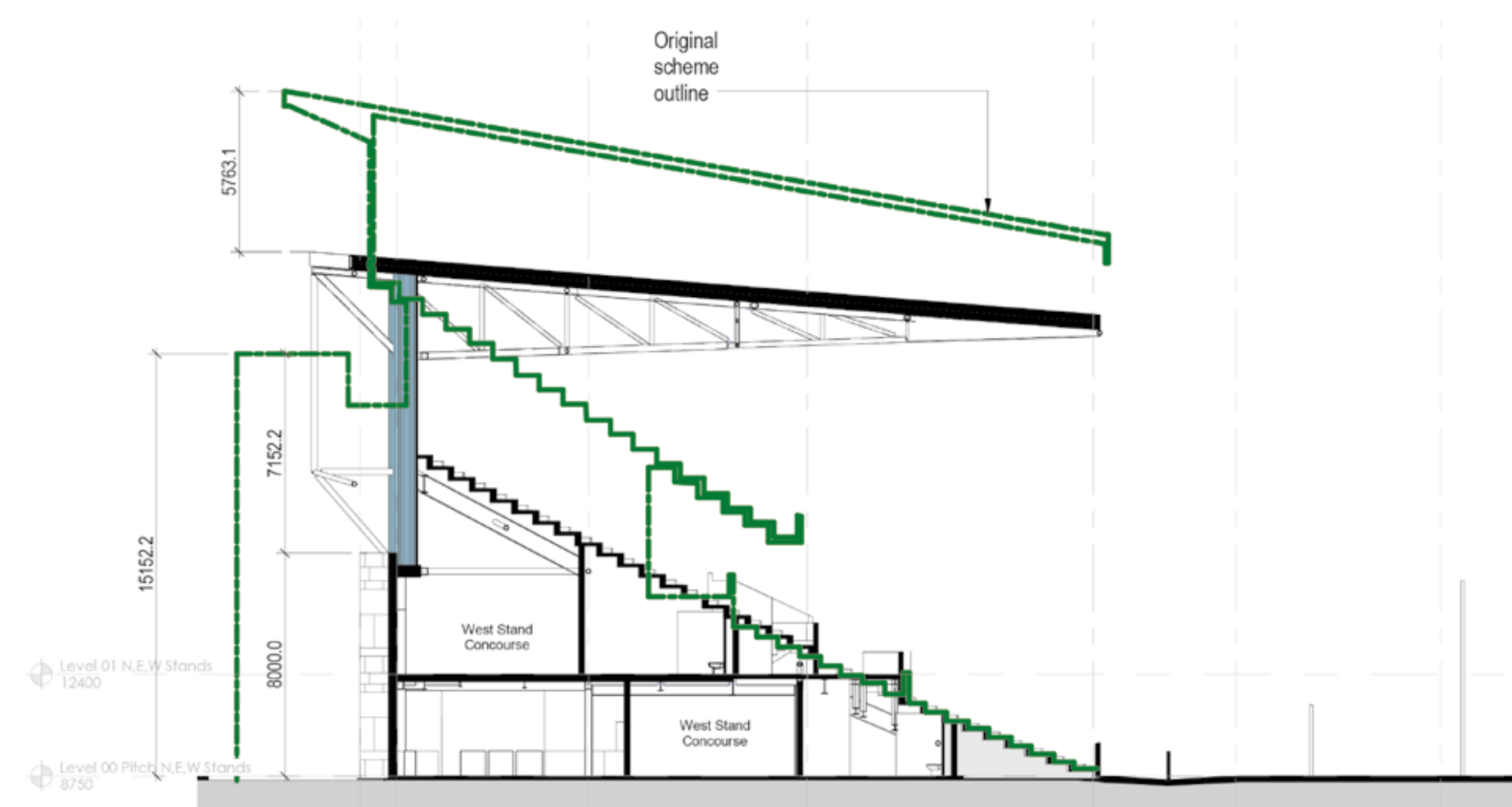


Proposed changes to the stadium (continued)



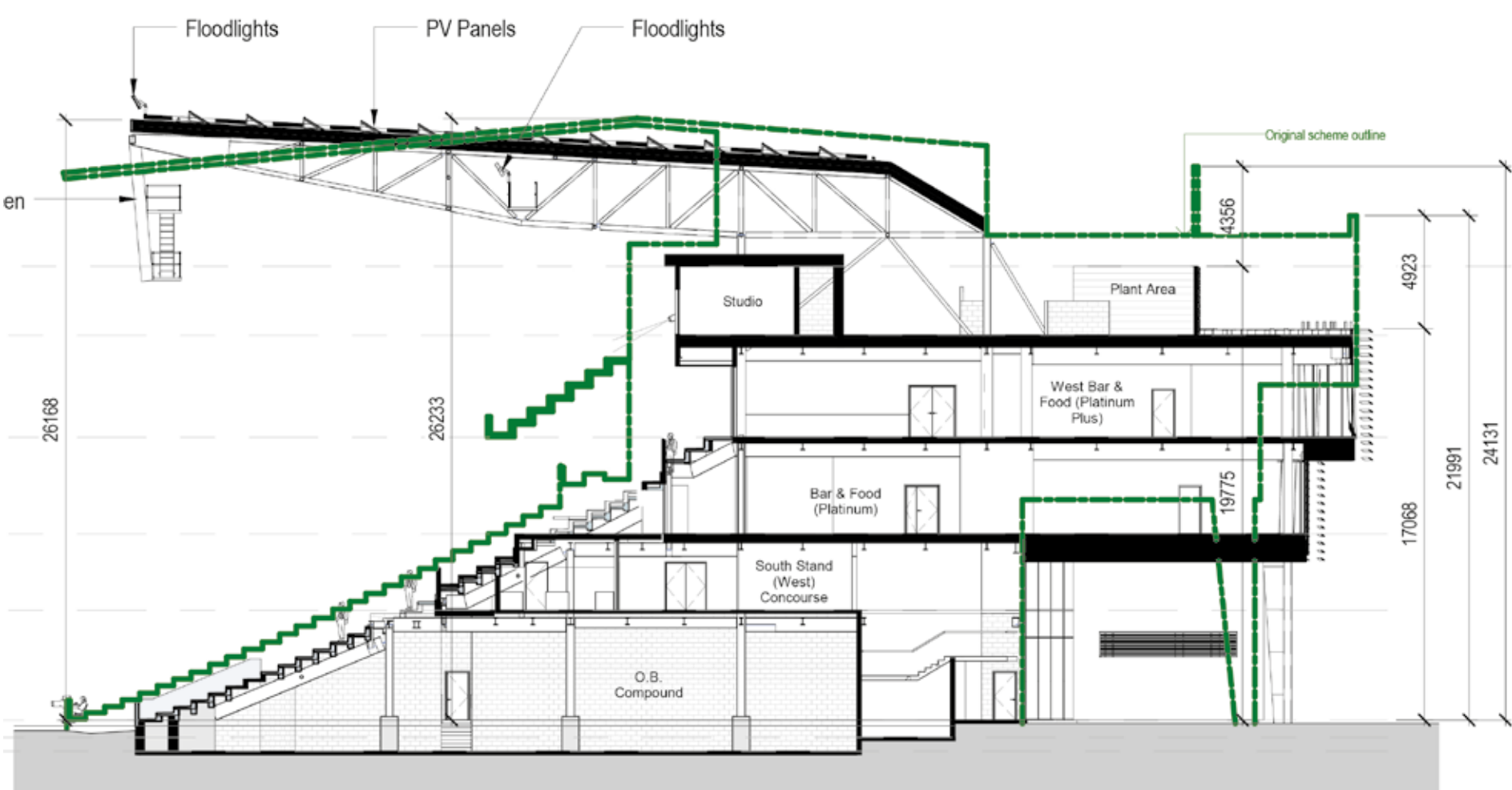
CGI of the main south stand.

5. Convert the east and west stands to a single tier – which simplifies the design and reduces the height and massing of the stadium.

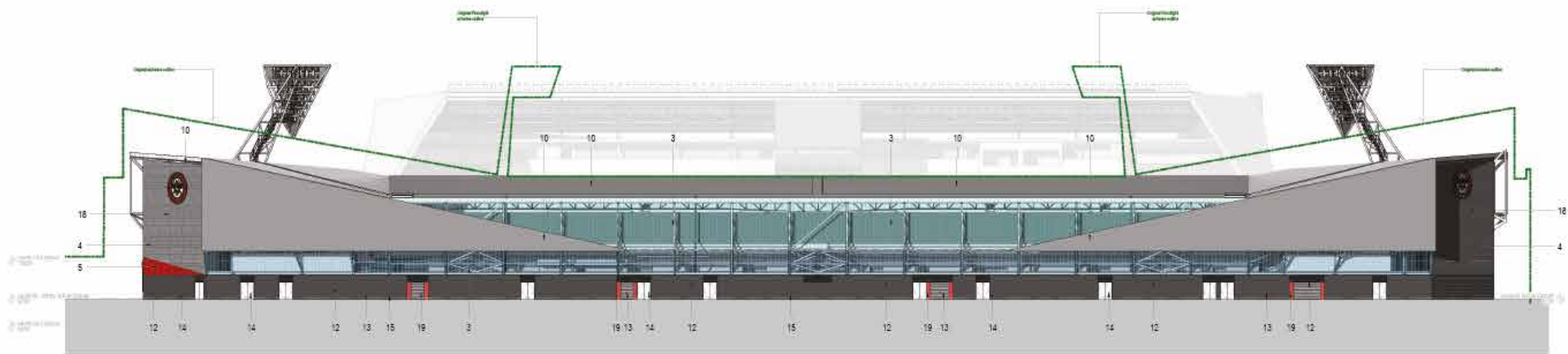


Proposed stadium section of the west stand – the green line shows the consented scheme.

6. Lower the south stand – from six storeys to five. The upper tier from the consented scheme would be removed to form a single tier, reducing the overall mass of the building.



Proposed stadium section of the south stand – the green line shows the consented scheme.



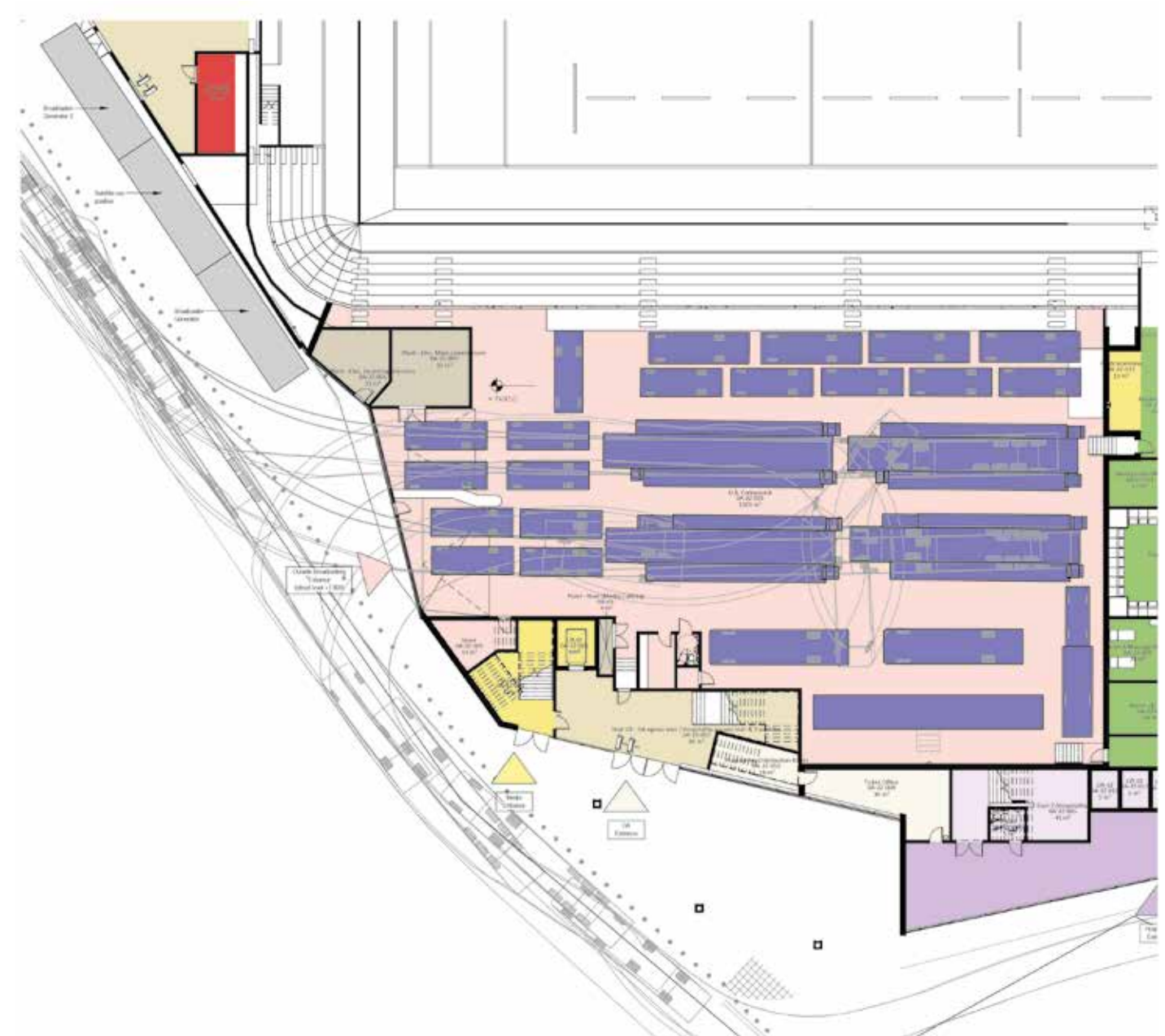
Northern elevation of proposed stadium – the green line shows the consented scheme

Proposed changes to the stadium (continued)



CGI of the proposed Central Eastern building, with community facilities on the ground and first floor.

- 7. Make it Premier League football and Premiership rugby compliant from day one** – by increasing the size of the outside broadcast facilities to 1,500 sqm, relocating them into the south stand and improving the floodlighting and camera positions.
- 8. Relocate the Brentford FC Community Sports Trust offices, Learning Zone and the Hounslow Interim Education Centre into the ground and first floor of the Central Eastern building, immediately opposite the stadium** – providing dedicated purpose-built facilities that can be used 365 days a year.



The proposed outside broadcasting compound in the south stand. In purple are the potential media vehicles required to comply with Premier League standards.



Brentford
Community
Stadium



Proposed changes to Central Southern



CGI of the consented Central Southern buildings.



CGI of proposed Central Southern buildings from Lionel Road South showing the new public square and view of stadium between the buildings.



CGI of proposed new square at Central Southern.

- There is no increase in the maximum height for the two predominantly residential buildings within Central Southern.
- However the buildings have been re-orientated to create more space between them and a new public square replaces the private courtyard.
- This new public square will provide commercial and retail space on the ground floor to activate the area on both match-days and the remainder of the year.
- The square opens up views and access to the stadium, and provides access through a new pedestrian walkway (via stairs and lift) to the eastern platform of Kew Bridge Station.
- There will also be various areas for residents within the buildings, including a clubhouse that occupies the entire 12th floor of one the buildings, large roof terraces and individual balconies for most of the homes.

Proposed changes to Central Eastern



CGI of consented Central Eastern buildings.



CGI of proposed Central Eastern buildings with the stadium to the left of the picture.

- There is no increase in the maximum height for the two predominantly residential buildings within Central Eastern. The buildings have been re-orientated, the car park ramp has been removed and the Outside Broadcasting area has been moved within the stadium to create a welcoming residential forecourt in front of the bridge.
- The Brentford FC Community Sports Trust offices, Learning Zone and the Hounslow Interim Education Centre community facilities, which were previously within the stadium, are relocated to the Central Eastern building.
- A new bridge from Capital Interchange Way remains part of the plans. This will provide a new pedestrian and cycle route into the site as well as providing vehicular access to the podium level of the Central Eastern site.
- Residential parking for this site and access to the Brentford FC Community Sports Trust offices, Learning Zone and the Hounslow Interim Education Centre is now via a new road to the north of the stadium.
- The linkages between the different elements of the scheme will be enhanced, to improve the quality of the environment around the stadium and create a campus feel.



CGI of proposed roof terrace.



Brentford
Community
Stadium



Summary and next steps



Proposed CGI of the Brentford Community Stadium development.

It has been several years since the conception of the scheme and the Club and Be have spent the spring and summer months undertaking a detailed review of the development. The changes we are proposing look to create a more commercially sustainable and financially robust development without fundamentally changing the one currently consented.

As part of the planning submission, a suite of documents have been prepared that provide more detail on all aspects of the proposed changes. These documents are available to view on the Council's website.

As with our consented scheme, access to the site during construction will continue to be controlled by a Construction Management Plan.

If you have any comments on the applications you can make these on the Council's planning portal at www.hounslow.gov.uk/planning. Search for the applications using the reference numbers **P/2017/3891** and **P/2017/3892**. Comments cards are also available for you to record your feedback which will be included in a report to the Council.

If you would like to know more please speak to a member of the project team.

Next steps



Brentford
Community
Stadium

