



Reading FC



Madejski Stadium Expansion





Introduction



"Thanks to the team's success we are now able to regularly attract capacity crowds to Madejski Stadium, and this expansion would give more people the opportunity to support their team as we attempt to become an established force in the Premiership."

"We believe that the Stadium has an important role to play as one of the focal points of the local community, and we are therefore very keen to hear the views of the people who will use and be affected by the expansion. If people tell us what they think, we will be able to incorporate the public's views and opinions into our designs before the planning application is submitted."

A handwritten signature in black ink, which appears to read 'Nigel Howe'.

Nigel Howe
Chief Executive, Reading FC





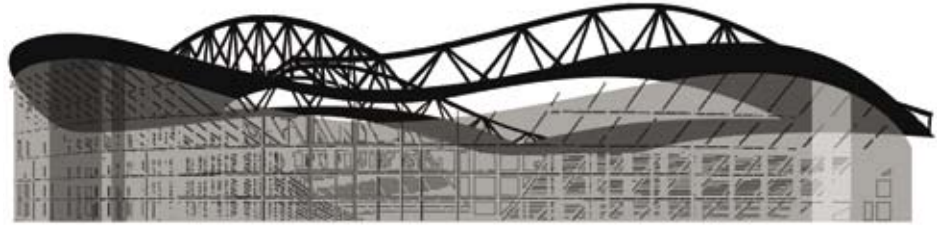
Contents



Contents Page

Club Ambitions	1
Your Views Count	2
History	3
The Vision	4
Transportation	8
The Environment	9
Programme	10
Summary	11

Club Ambitions



Reading FC plan to expand Madejski Stadium to host the demands of top flight football.

Currently, the vast majority of the Stadium's 24,500 capacity is filled by season ticket holders, leaving less than 3,000 seats available for matchday sales. This means that thousands of local football supporters have little opportunity to experience the thrill and excitement of watching their team at a live match.

The Stadium must expand so that more people from the local community can share in the Club's success and play a part in our continued development. Reading Football Club has serious ambitions to become one of the leading forces in English football – this goal can not be achieved in a 24,500 seater stadium.

Madejski Stadium is a focal point at the centre of the local community. It has quickly become an instantly recognisable symbol of Reading, and is far more significant than just a venue for football matches. With the hotel, Conference Centre, indoor football centre, rugby matches, international football fixtures and music concerts, it is an all-purpose facility that plays a key role at the heart of Reading's community.

For thousands of local children, Madejski Stadium is an inspirational place of dreams. They dream of one day being able to set foot on the hallowed turf, dribbling skillfully past three defenders and scoring a brilliant goal in front of their adoring fans. The larger and more impressive the arena, the greater those dreams.

The Stadium's success also has great benefits for the local business community. By hosting prestigious events such as top flight football and rugby, internationals and music concerts, the venue provides the local economy with a huge boost and creates hundreds of jobs. Enhancing Madejski Stadium will aid the continued development of Reading and its surrounding communities.

It has helped regenerate the south of Reading into a successful commercial, leisure and residential district.



How complete is the proposed design?

The proposals for expanding Madejski Stadium are at an early 'concept' stage. This allows you the opportunity to influence what the new extension may look like, the proposals for transport to and from the stadium, how potential impact on the surrounding environment and construction issues are addressed.

Why consultation?

In July 2006, Reading Borough Council adopted their Statement of Community Involvement. This requires prospective developments to engage the community, businesses and interest groups that may be affected by the proposals.

The proposal to extend Madejski Stadium falls within the category of applications in which the local authority encourage pre-application consultation.

What will the consultation involve?

To engage as much of the community as possible, various media and events will be used for the consultation:

- Key interest groups will be invited to discuss the proposals with the club on 16th October.
- Local press
- The proposals and questionnaire may be viewed and downloaded from www.readingfc.co.uk
- The proposals will be displayed in the reception of Reading FC from the 17th to the 20th October.

Who will be consulted?

The consultation is aimed at a broad spectrum of businesses and communities. The open evening held at the club on the 16th October is aimed at local businesses, residential groups, and statutory consultees such as the Environment and Transport agencies. The club and its design team will be on hand to answer detailed questions.

In addition, comments from the broader community will be collated through the media described above.

How will your comments influence the proposals?

All comments and views on the proposals will be collated, assessed and presented to Reading Borough Council as part of the planning application. The design submitted to planning will address, where feasible, the comments received during this consultation. Where suggestions cannot be adopted in the new extension the planning application will include an explanation why.

History



Elm Park

From the beginning...

1871 – The formation of Reading Football Club after a meeting at the Bridge Street Rooms. Reading were the first winners of the Berks & Bucks Cup in 1878, beating Marlow in the final.

1896 – The opening of a new stadium, Elm Park, which was regarded at the time as one of the most luxuriously appointed grounds in the country. The Club had adopted professionalism a year earlier.

1920 – The Club takes the major step of joining the Football League for the first time, and before long gain their first promotion with a Division Three (South) title success in 1926. The following season saw Reading's best-ever FA Cup campaign, reaching the semi-final.

1946 – The postwar years are ushered in with the biggest victory in the Club's history, a 10-2 thrashing of Crystal Palace at Elm Park.

1988 – Reading's first appearance at Wembley. 35,000 supporters make the journey to London and see their team earn a brilliant 4-1 victory over Luton in the Simod Cup Final.

1995 – The Royals come desperately close to reaching the Premiership, suffering a dramatic 4-3 playoff final defeat to Bolton Wanderers at Wembley.

Premiership-bound...

1998 – The Royals move to a new home, the superb Madejski Stadium in south Reading. The new stadium boasts facilities that offer potential for growth that would have been impossible at Elm Park.

2002 – Promotion to Division One as striker Jamie Cureton scores a dramatic final day equalizer at Brentford to secure second spot.

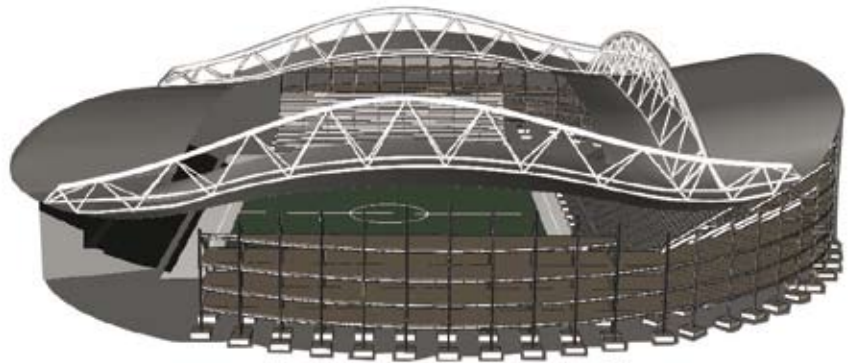
2006 – After 135 years of trying, the Royals roar into the top flight of English football for the very first time. The team secure their place in the Premiership in emphatic style, recording a record 106 points as they win the Football League Championship.



The Vision

Madejski Stadium was developed with the clear aspiration to reach the Premiership and then add extra seating that would be needed. This expansion is not a new idea. It is the fulfilment of a vision shared with the community of Reading to elevate the status of Reading and to provide high-class facilities that compliment the town's aspirations.

4 Whilst the shape and layout of the new extension was not cast in stone then, provision was made within the existing stadium to make expansion as easy as possible. Access and egress points were planned so that stadium construction would not hamper the existing seats. Spectators will be able to attend all matches and enjoy all facilities throughout the planned construction period.



South view

What will be the new capacity?

The seating capacity will be increased from 24,500 to about 38,000. The final number will be influenced by the design that will continue to evolve from now until construction starts on site.

Will the seating be single or double tier?

So that spectators have the best possible views, there will be no additional corporate boxes. The new seating will continue along the 'single tier' profile of the existing seats and accessed through a new upper level concourse.

Where will the seats be?

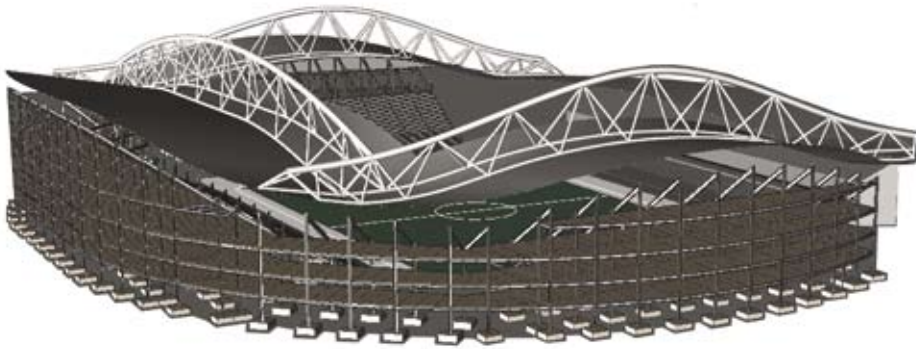
The new seats will be added onto the North, South and East stands. Further addition of seats onto the West stand is restricted by the Hotel.

The club wanted to maintain the same intimate atmosphere that has made Madejski Stadium so popular. The seating 'wraps-around' the corners maintaining a seamless bond between all stands. This avoids creating isolated 'stand-alone' stands as has been commonly the case with many other stadium expansions. When viewed from above the seating will be curved creating a bowl-like theatre.

Proposed new seating
Existing seating



South East view



North East view

What other accommodation will be provided?

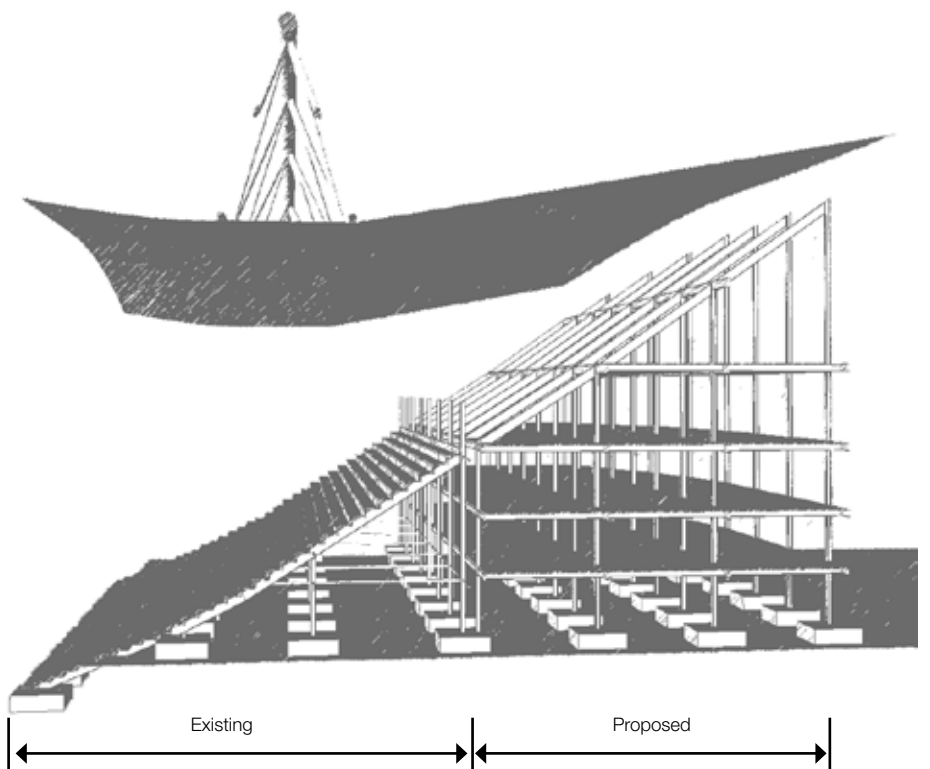
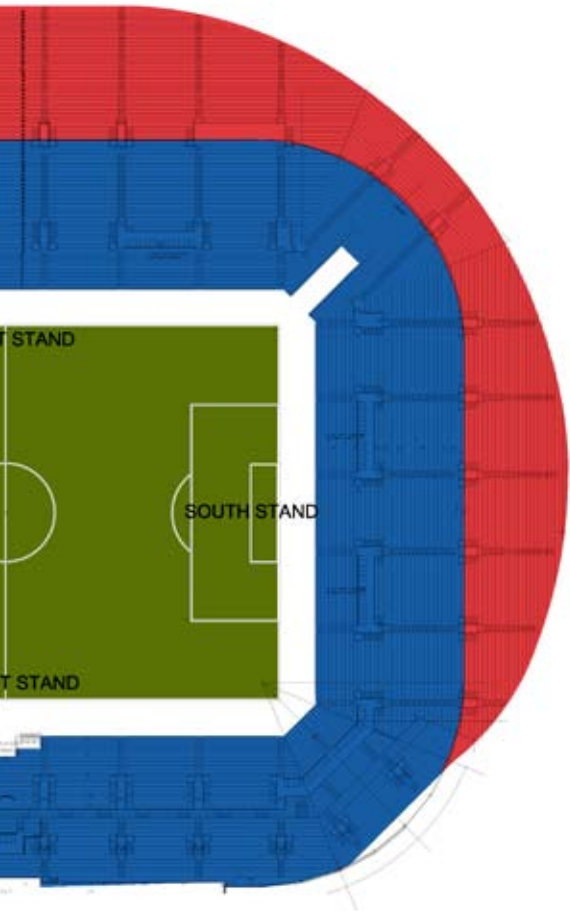
The accommodation will be scheduled to satisfy both FA and UEFA guidelines for stadiums. New toilets, shops, bars and restaurants will be provided for spectators. Further accommodation, such as restaurants and offices, will be placed below the seating. The full allocation is not yet decided but some function areas will have spectacular viewing galleries onto the pitch.

Immediately adjacent to the stadium, a secure zone will provide space for larger TV crews associated with Premiership games.

So what will it look like?

Design of the stadium is still at an early stage and is likely to change as the design develops and in response to your comments from this consultation. However, much work has already been carried out to determine the seating layout which in turn dictates the building footprint and much of its elevation. The curved seating also creates curved elevations that sweep up and down reflecting the viewing gallery within.

The curved profile is continued through into the roof. The roof is curved in elevation, following the seating profile, and dips down toward the pitch in section. It is high at the mid point of the stands and low near to the corners. In addition to creating a dramatic profile, the shape is also practical. It is engineered to shed water to the corners, dipped down to enclose and protect spectators from the elements and provide a pleasing profile on the skyline without creating unwanted glare from floodlighting.



The Vision

How you will view the stadium is important to us.

The images shown here indicate potential views from some key vantage points. The stadium is coloured red to emphasize its position on these images - we do not intend to paint the whole stadium red! In fact, we would like your suggestions on what colour we should use.

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Transportation



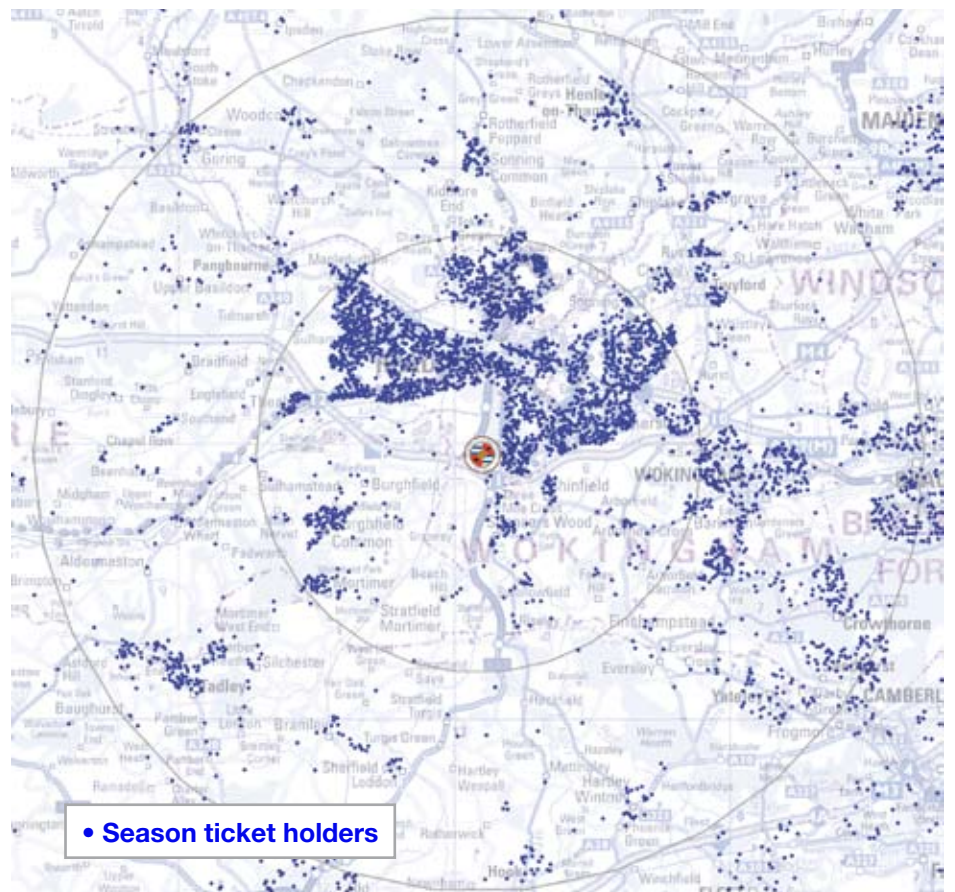
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The safe and efficient transport of spectators to and from the stadium is a key component of the new extension proposals. In particular increasing traffic immediately adjacent to the stadium is not feasible with the current capacity of the A33. Therefore the club, together with Reading Borough Council, have investigated other alternative 'greener' modes of transport so that no increased on-site parking will be required.

A Transport Assessment (TA) is currently being finalised for submission with the planning application. This will detail the proposals for encouraging alternative modes of transport that will include:

- Increased car sharing through incentivised ticket sales
- Increased park and ride services
- More match-day bus services targeted at areas of existing supporters
- Concessions on public transport for season ticket holders
- Improved accessibility to the site



Environment



Design and development of the stadium will be undertaken with a view to care for, and if possible, improve the surrounding environment.

An Environmental Impact Assessment is being carried out and will be submitted together with the planning application. Although this work is ongoing the following provides a brief summary of its findings so far:

Ecology - Site investigations have confirmed that there are no identified protected species or designated areas of conservation concern on the site or within the immediate area that would be affected by the proposed stadium

Townscape and Visual Assessment - The effects of the stadium expansion on areas of landscape value and visual receptors are being assessed against the Guidelines for Landscape and Visual Impact Assessment (GLVIA).

Light Pollution - The low roof profile will limit light pollution and prevent direct glare to sensitive receptors.

Soils condition and Contamination - Significant soils data collated when Madejski Stadium was first developed and continuous monitoring since has been assessed to determine any potential source-pathway-receptor risks.

Cultural Heritage and Archaeology - An assessment of cultural heritage has not identified any significant effect upon known archaeological resources.

Air Quality - Air quality objectives have been agreed with Reading Borough Council and models have shown that these will not be exceeded due to the development.

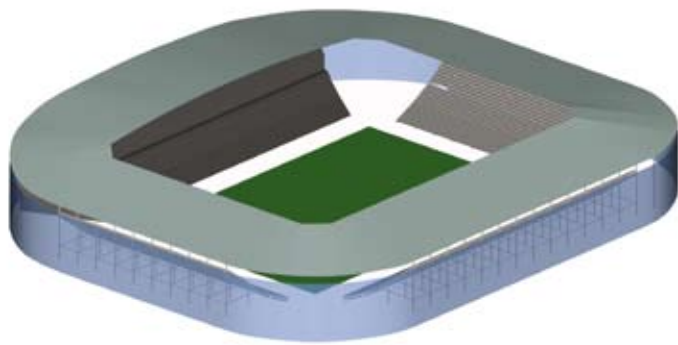
Noise and Vibration - Expected noise levels will be assessed against existing levels on match-day and non-match days. No traffic-related increases are expected close to the stadium and crowd noise during matches is expected to be minimal.

Water resources - A Flood Risk Assessment (FRA) has been carried out in full consultation with the Environment Agency. This examines potential increased risk to flooding on and off-site created by the proposals. As a result, extensive on-site attenuation of storm water will be constructed, some of which may be harvested for use in non-potable uses such as toilets and pitch watering.

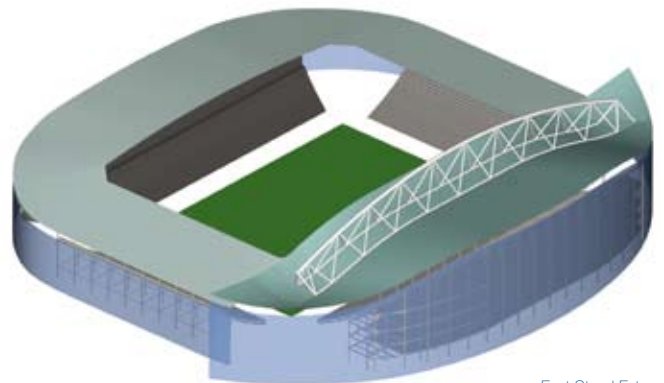
Programme

Construction will be spread over two summers to limit disruption during home games and safeguard the existing seating capacity.

We plan to construct the North and South extensions first, followed by the East. However, How the stadium looks with only part of the extension is important. The images above compare how it will look with the East Stand first or the North and South stands first. Your views would be much appreciated.



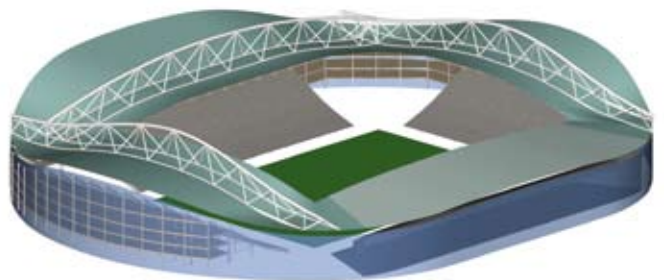
Existing Stadium



East Stand Extension



North and South Stand Extension



Completed North, South and East Stands

Task	Oct '06	Nov '06	Dec '06	Jan '07	Feb '07	Mar '07	Apr '07	May '07	Jun '07	Jul '07	Aug '07	Sep '07	Oct '07	Nov '07	Dec '07	Jan '08	Feb '08	Mar '08	Apr '08	May '08	Jun '08	Jul '08	Aug '08	Sep '08	Oct '08	Nov '08	Dec '08
Submission of Detailed Planning Application	█																										
Detail design		█	█	█	█																						
Formal Approval of Planning				█																							
Site enabling works							█	█																			
Construct major elements of the new North & South stands									█	█	█	█															
Fit-out North & South Stands													█	█	█												
Construct major elements of the new East stand.																					█	█	█	█			
Fit-out East Stand																									█	█	█

This programme sets out the club's ambitions for the new extension. There is much work to do before the designs are complete and actual dates may change.

Summary



Your views count

We hope that you have found this summary of the expansion proposals both informative and exciting. We would now like to hear a little from you.

Please take a little of your time to let us know what you think of the expansion proposals. To help you, we have prepared a short questionnaire. Please take one and let us have your comments. Members of the club and the design team are on hand to help with your queries.

If you prefer a little longer to collect your thoughts please post your questionnaire to Reading FC at the address provided on the leaflet or alternatively email to stadium@readingfc.co.uk. All we ask that you reply before Friday 20th October so that your views can be taken into account in our proposals.

And finally, we would like to thank you for your time and for your thoughts. Your views on the expansion are important to us. They will help us deliver the expansion proposals in the best way possible.

Further Information

More detailed information can be found at:
www.readingfc.co.uk

If you would like to share your opinions on the plans, please complete the questionnaire available on the Club's website.

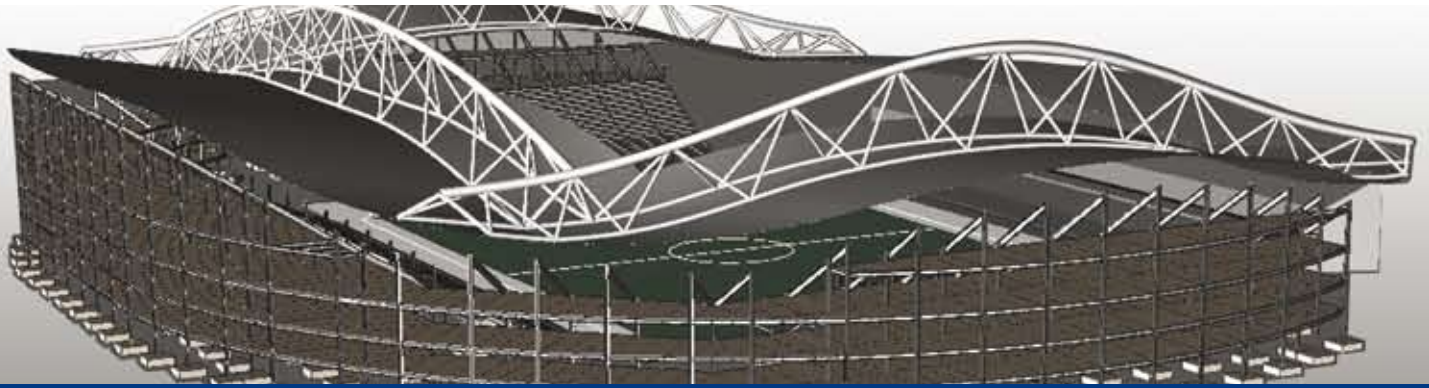
Alternatively you can contact:

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E: stadium@readingfc.co.uk

All correspondence must be received by Friday 20th October.

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www.readingfc.co.uk

