

## The immediate area

The site lies within a cluster of tall buildings in the Paddington Opportunity Area. It is immediately adjacent to the Grand Union Canal and the Westway flyover.

It's excellent public transport links - Paddington Station is just minutes away - make it convenient for almost every London university. In recent years, as the area has developed, a growing community has begun to take shape.

Although the site itself does not sit within a conservation area, it does neighbour the Paddington Green and Maida Vale conservation areas which include a number of listed buildings. The views from these conservation areas, along with the impact on immediate neighbours and making a positive contribution to the canalside setting, have been the guiding principles as the plans for redeveloping the site have evolved.

The proposals have also been influenced by a number of physical considerations including the proximity to the canal and the Westway and the fact that a number of underground lines run beneath the site.

