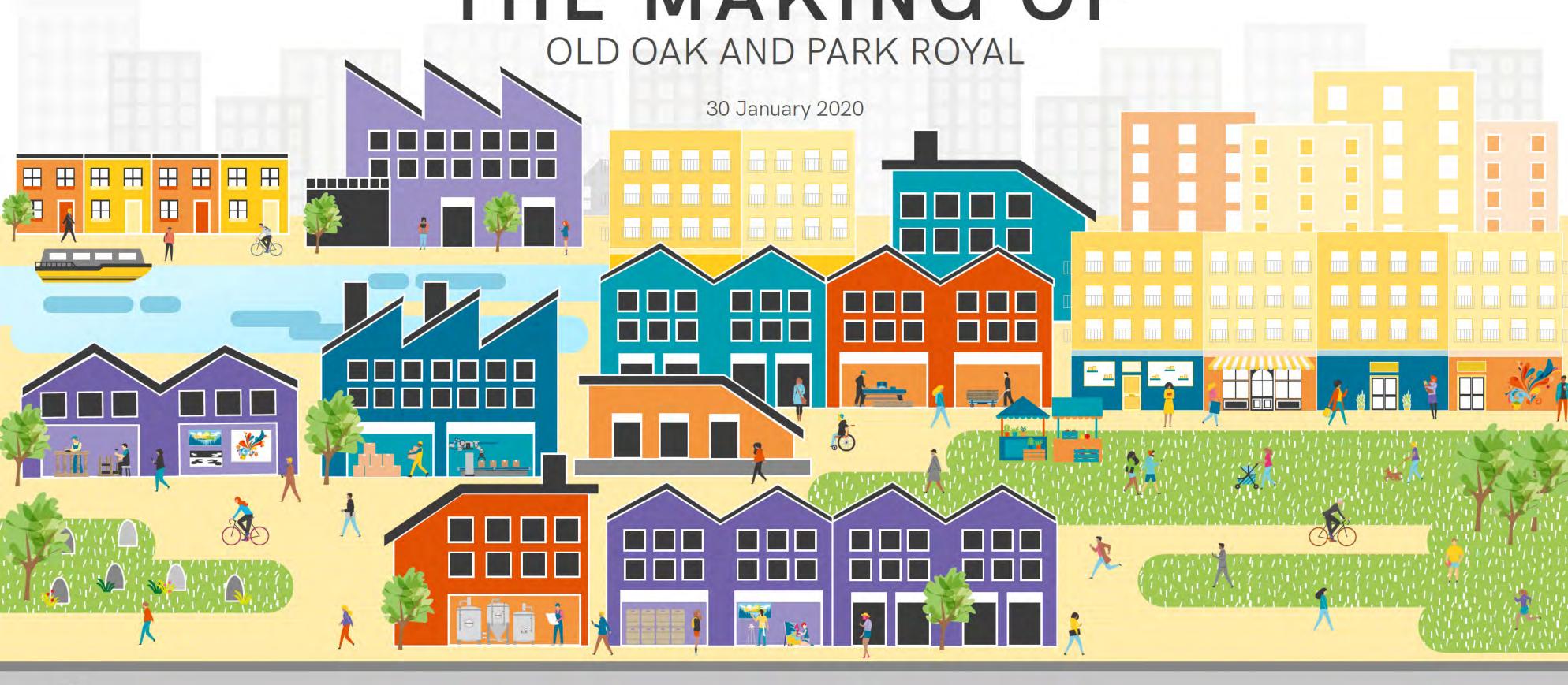


THE MAKING OF



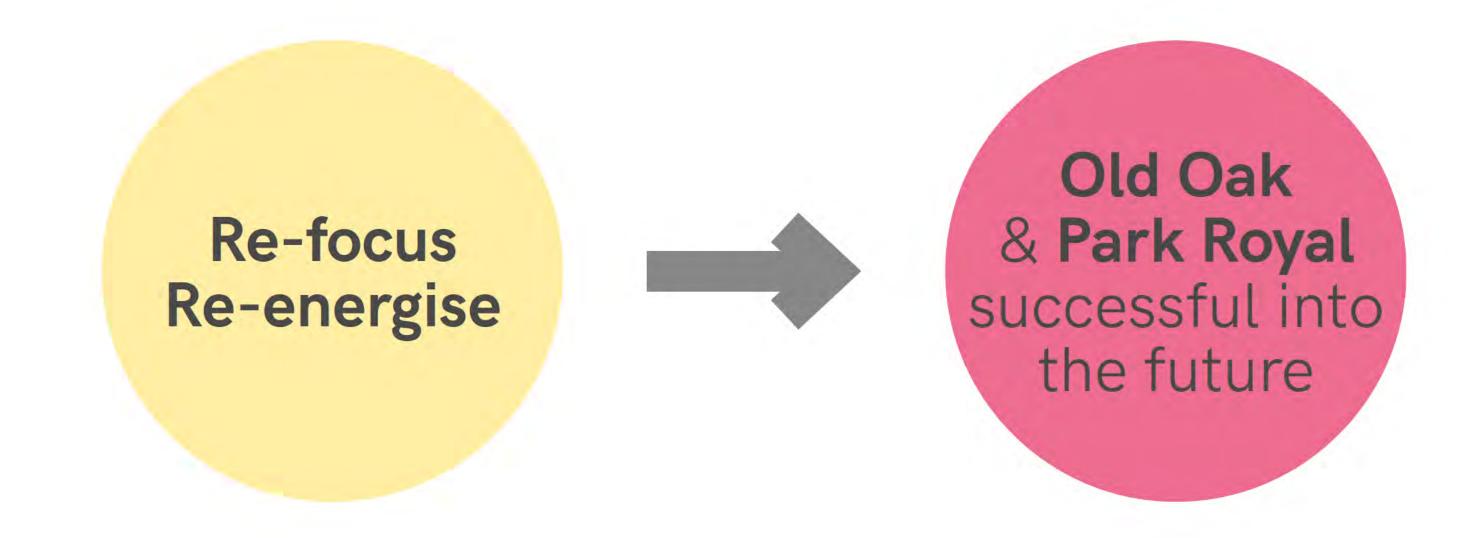
OLD OAK COMMON

AGENDA

- 1. AIMS AND OBJECTIVES
- 2. WHY OLD OAK & PARK ROYAL?
 - 3. SCALE OF OPPORTUNITY
 - 4. PROPOSED APPROACH



WHAT ARE WE SEEKING TO ACHIEVE?





WHAT DO WE WANT TO GENERATE?

Ambition Inspiration Momentum Political Support Investment Catalytic Change Public Engagement

RESONATING AT ALL LEVELS





WHY HERE?



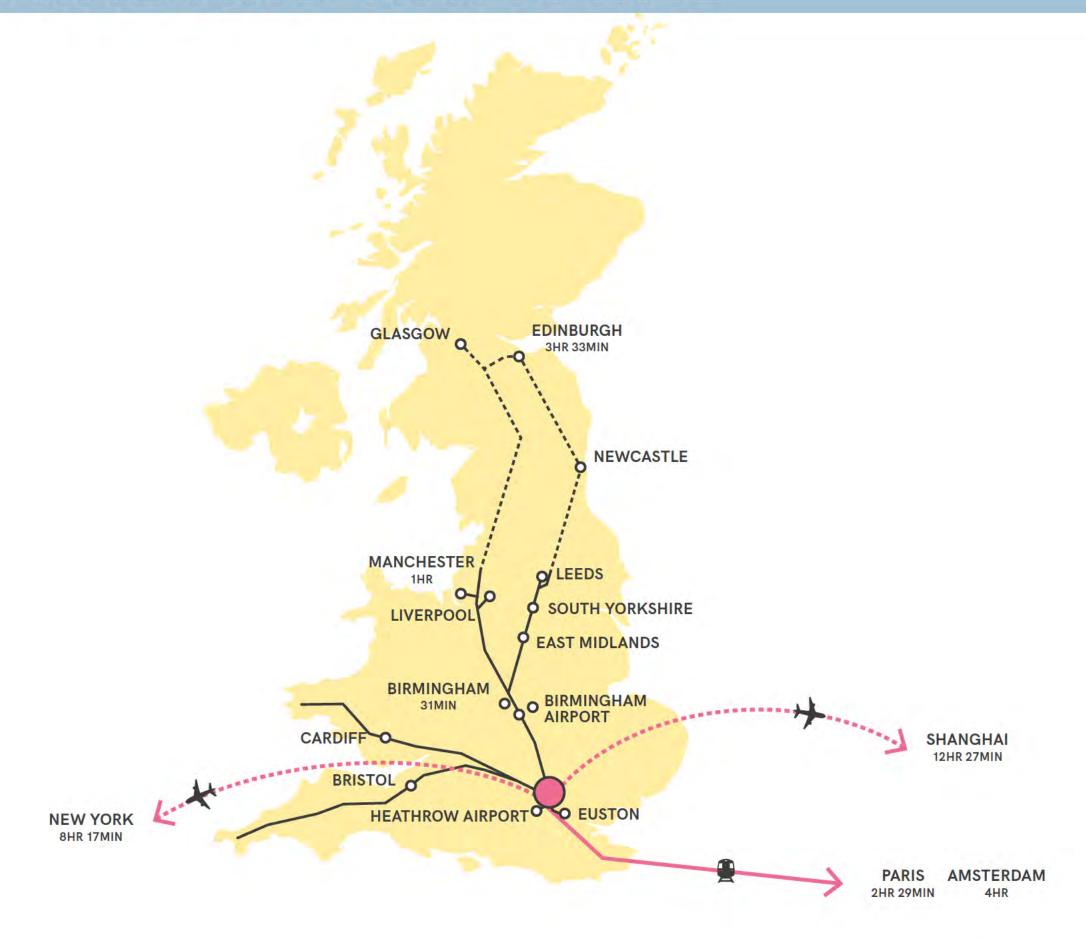


PROXIMITY



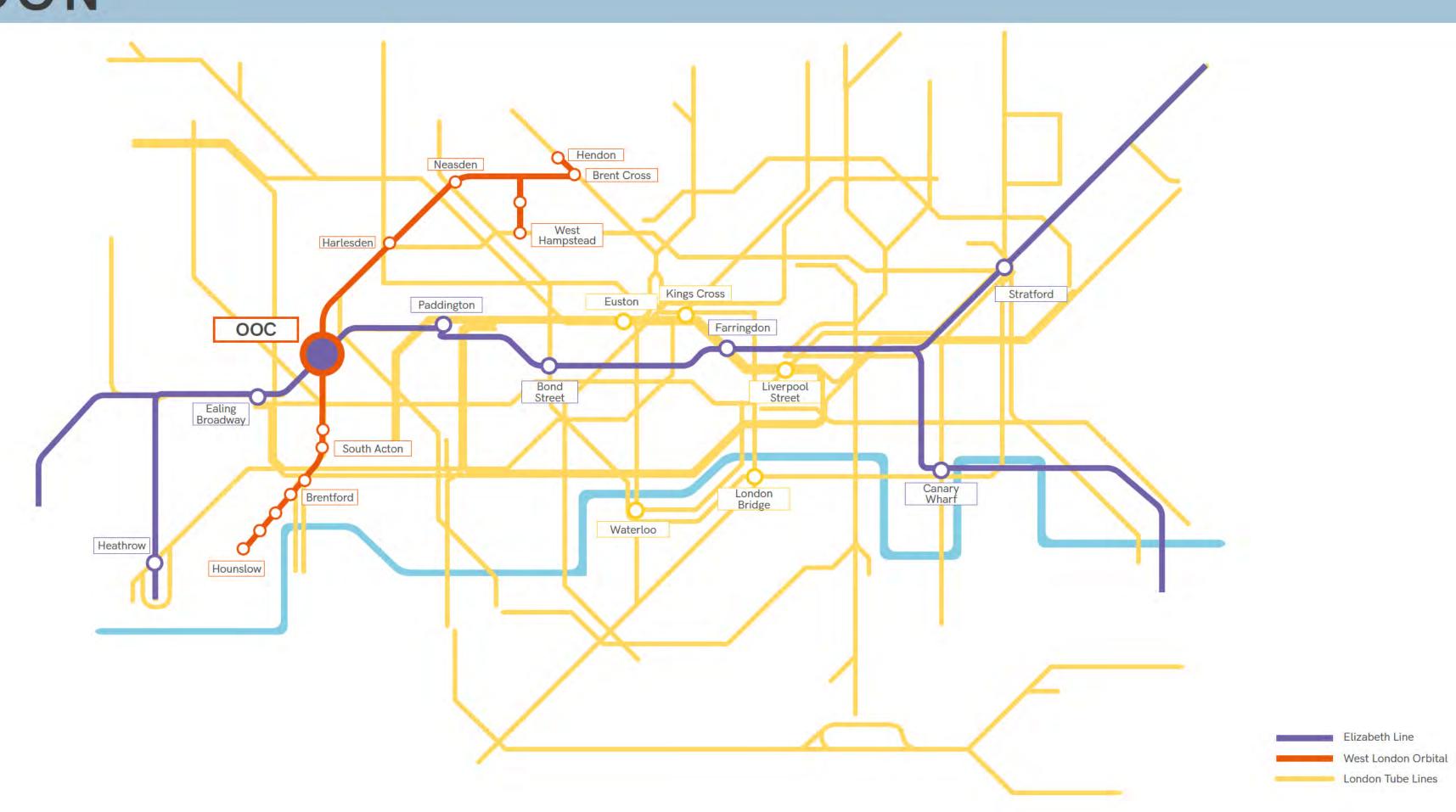


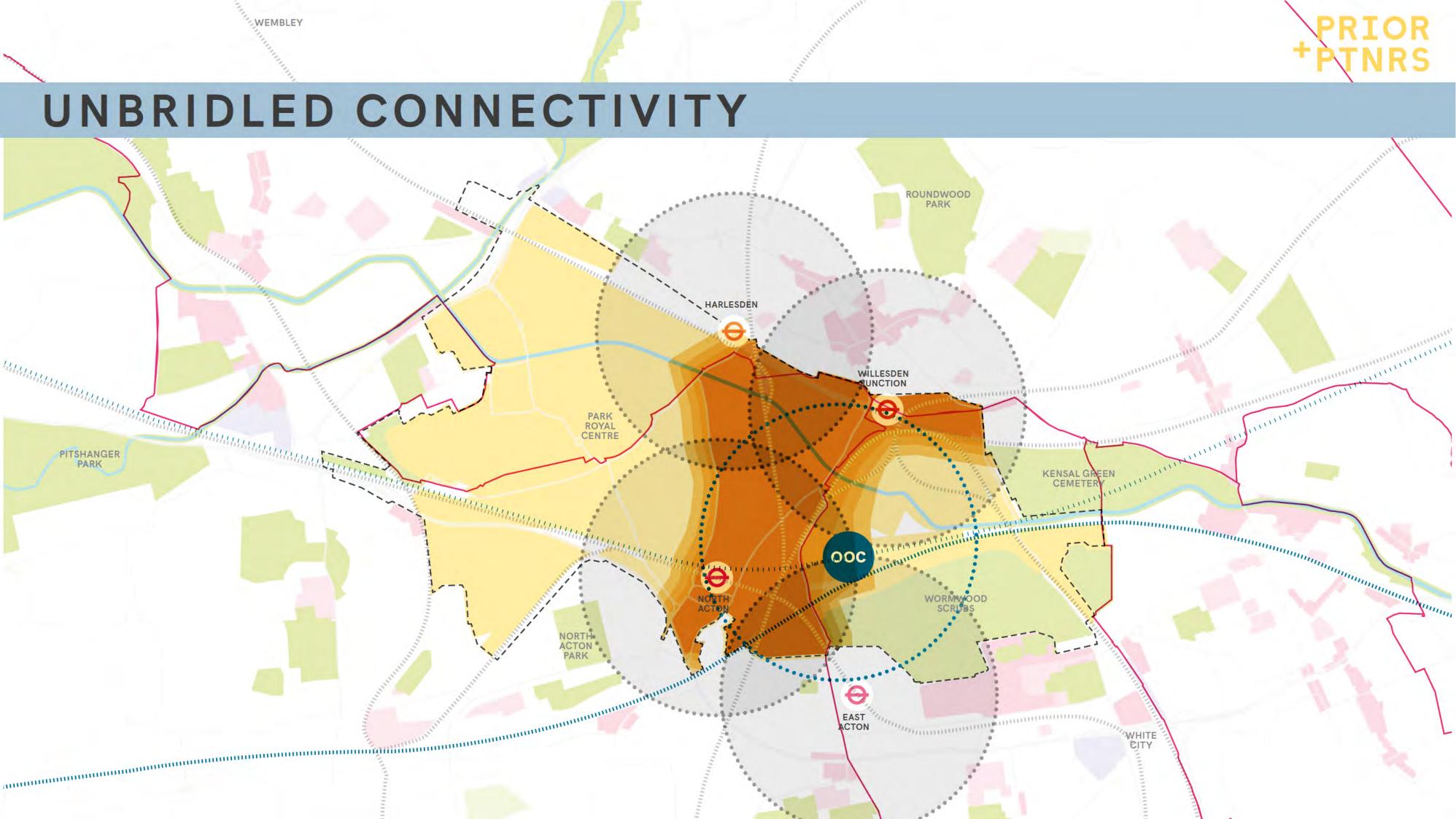
INTERNATIONAL AND NATIONAL





LONDON





PRODUCTIVITY



STRENGTHENING OLD OAK & PARK ROYAL













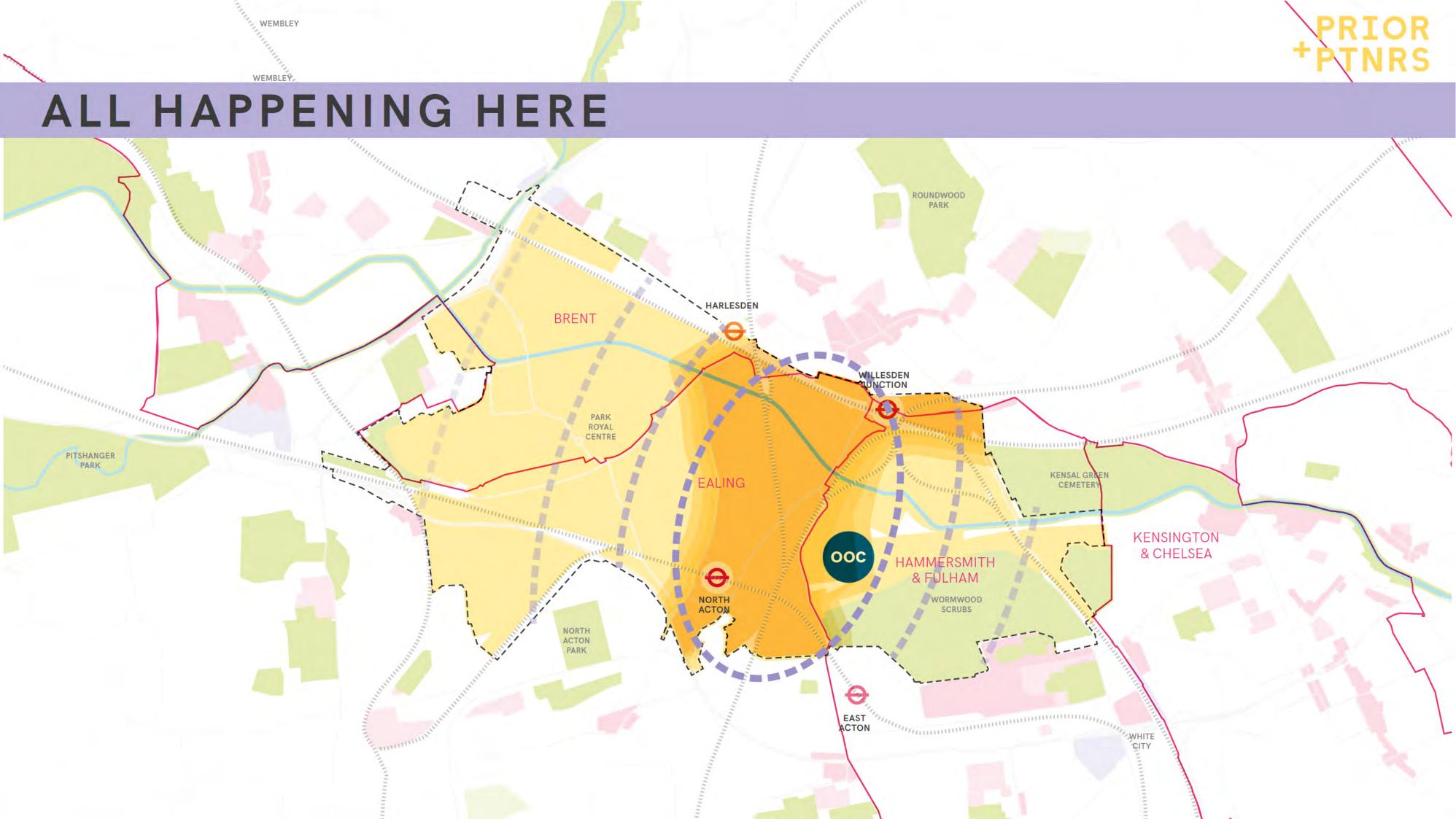
"Old Oak and Park
Royal is on the threshold
of regeneration and
change. Change that will
celebrate its heritage as
well as tell a new story."

ENHANCING THE OFFER



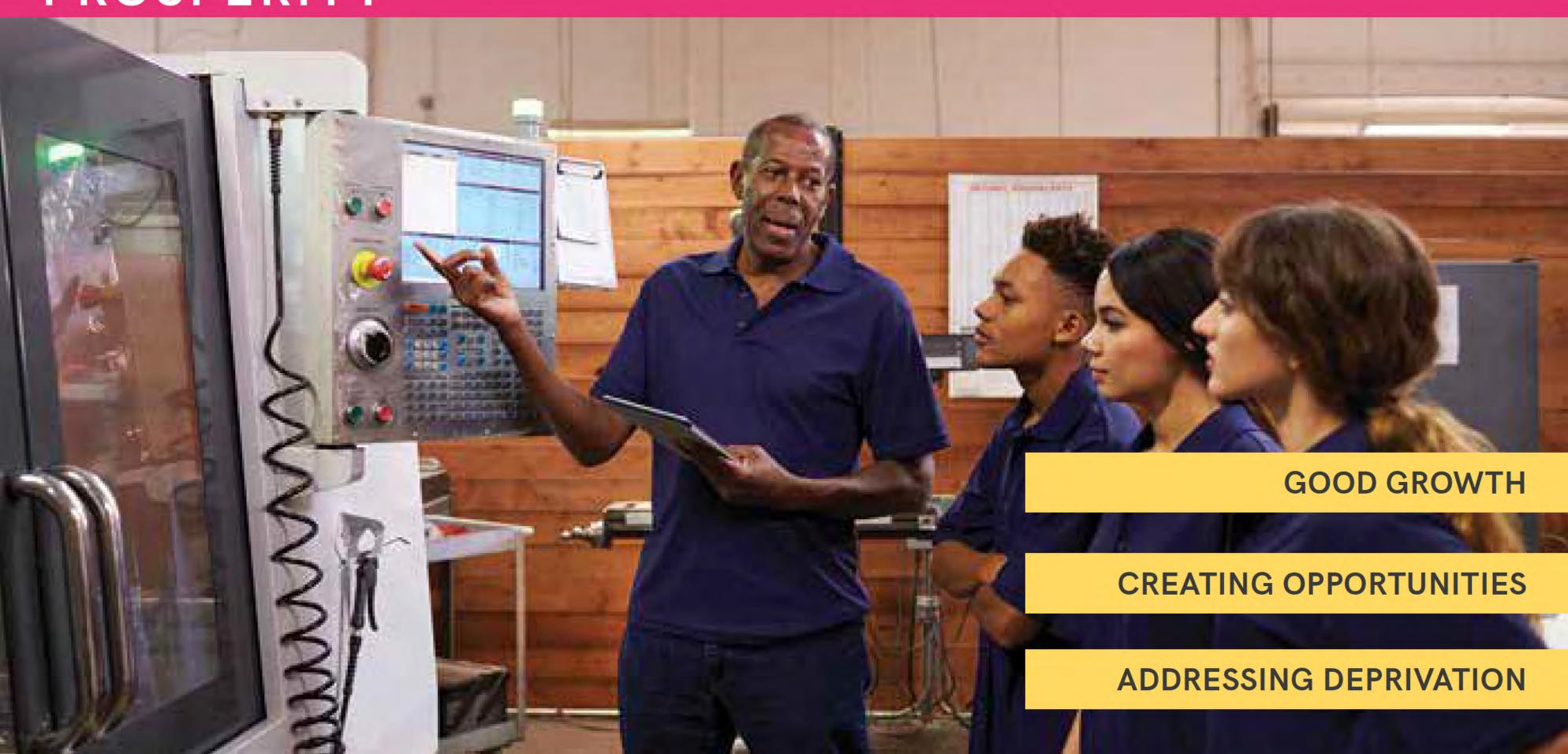
FUTURE ECONOMY

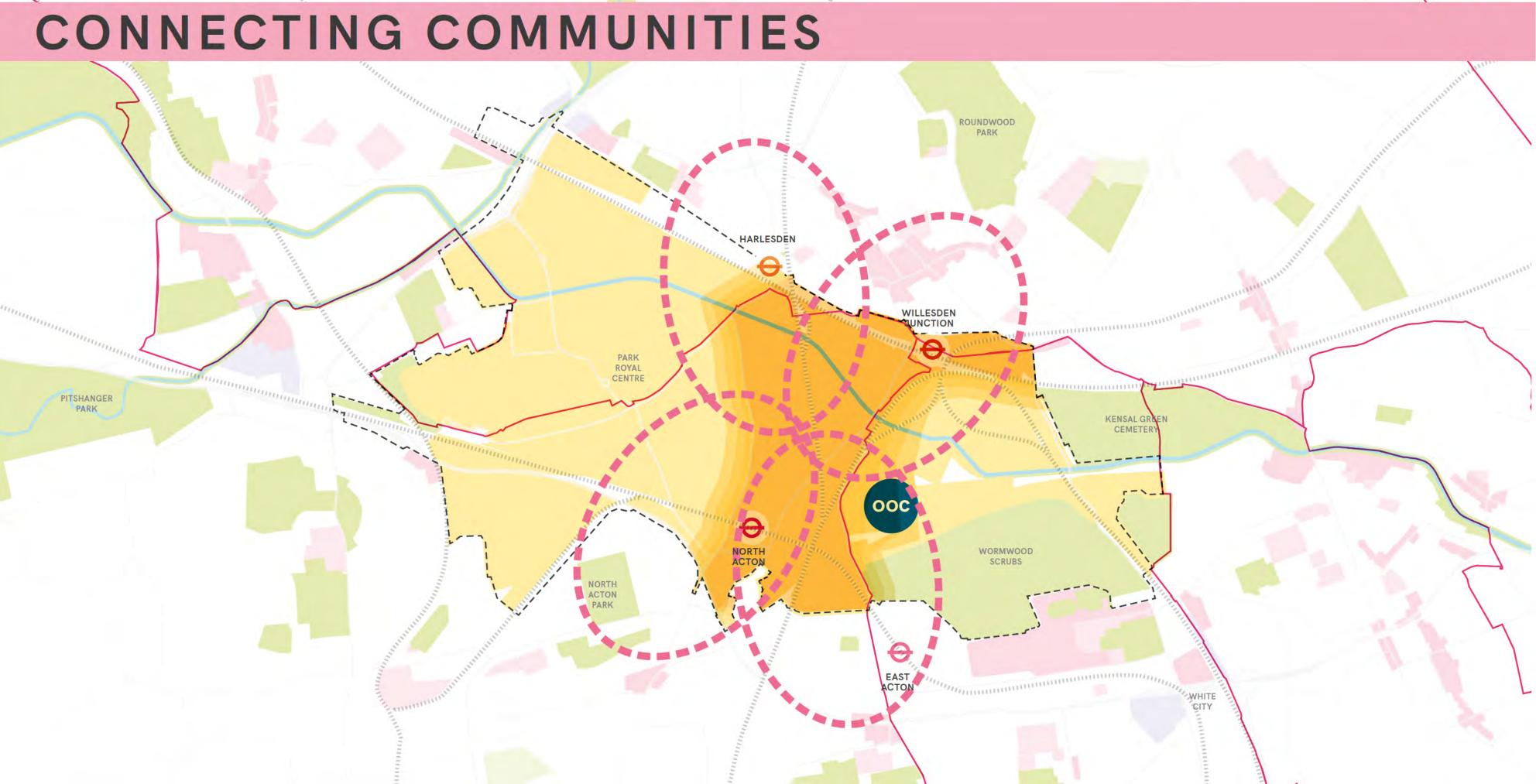






PROSPERITY

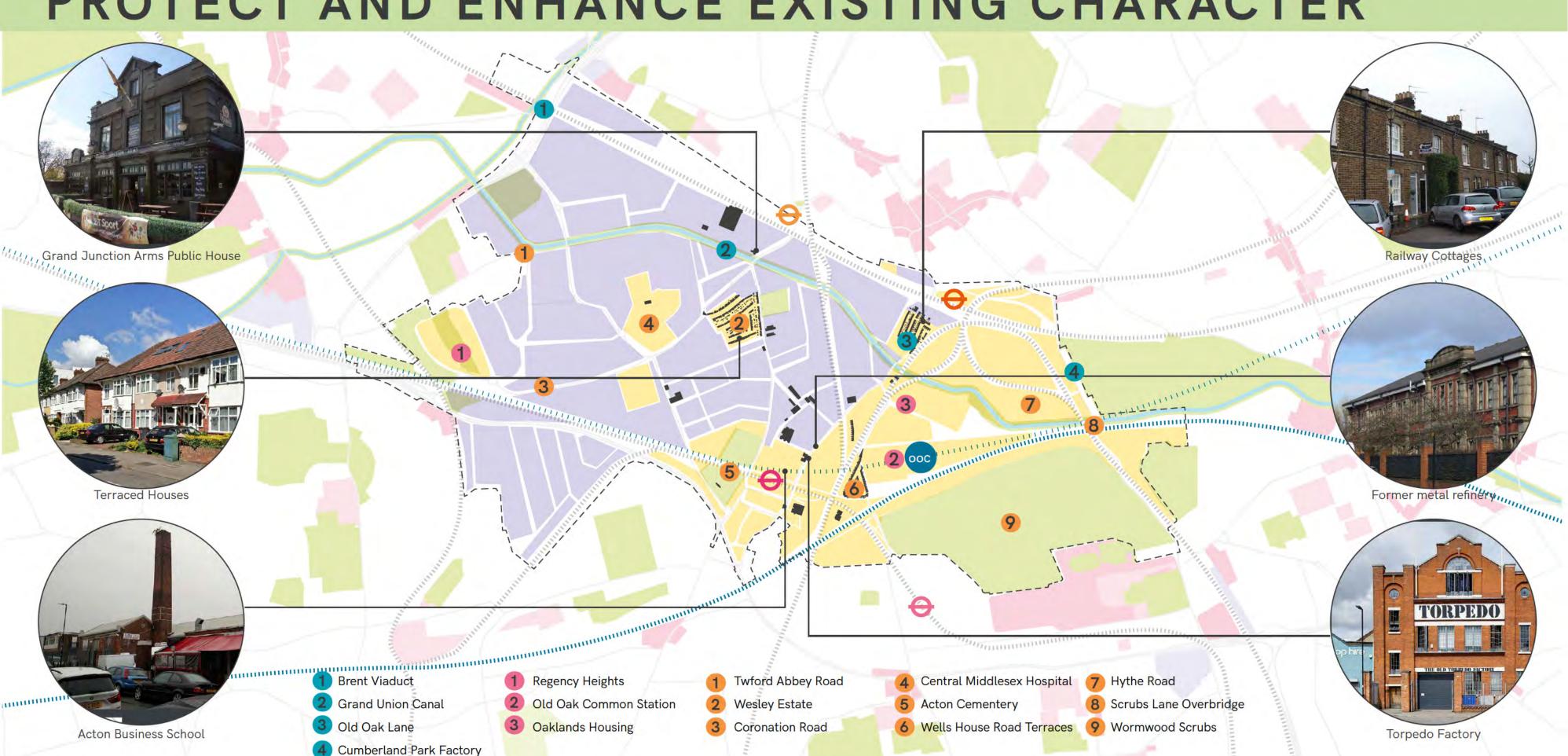




PLACE



PROTECT AND ENHANCE EXISTING CHARACTER



GRAND UNION CANAL

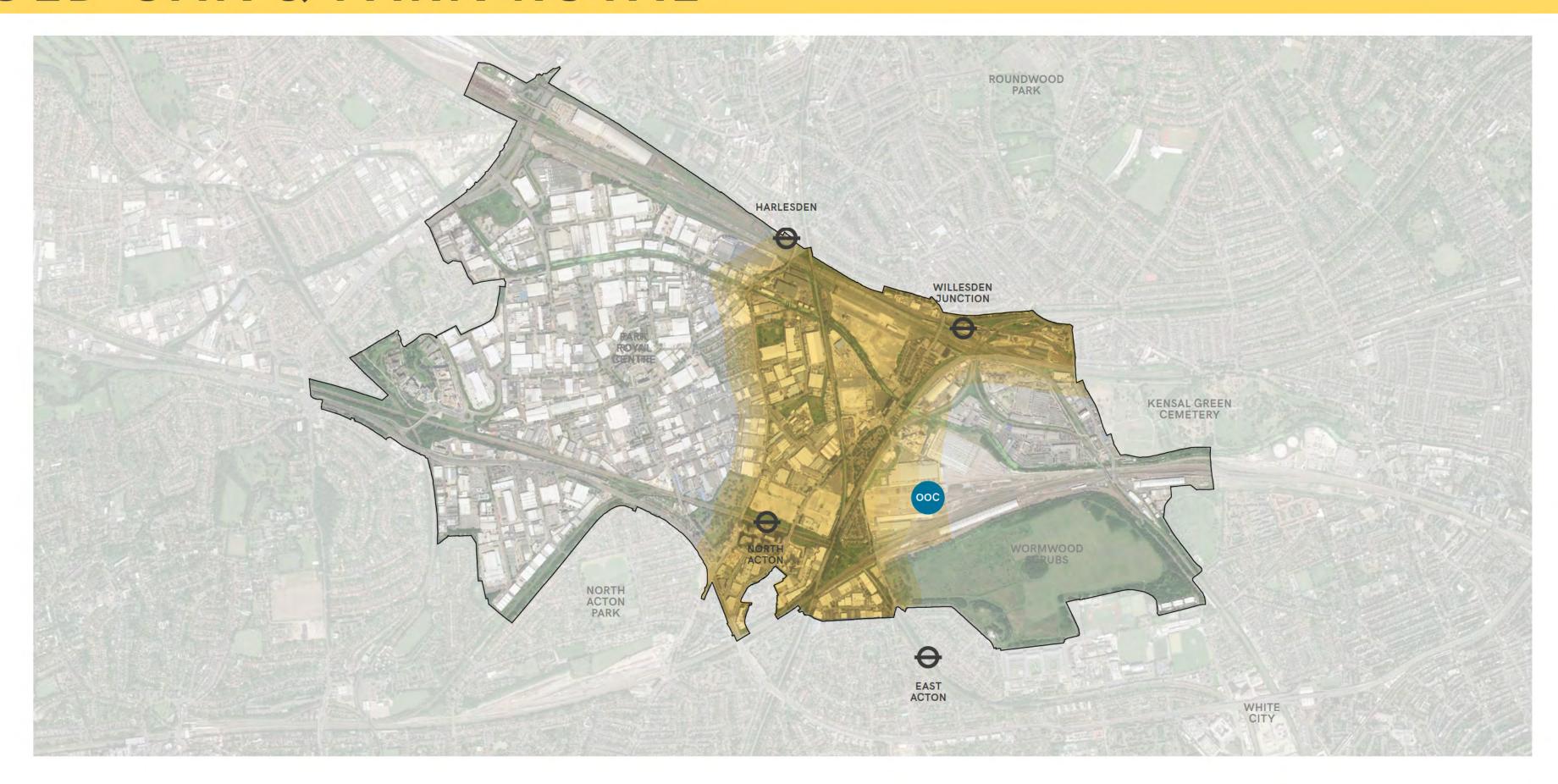




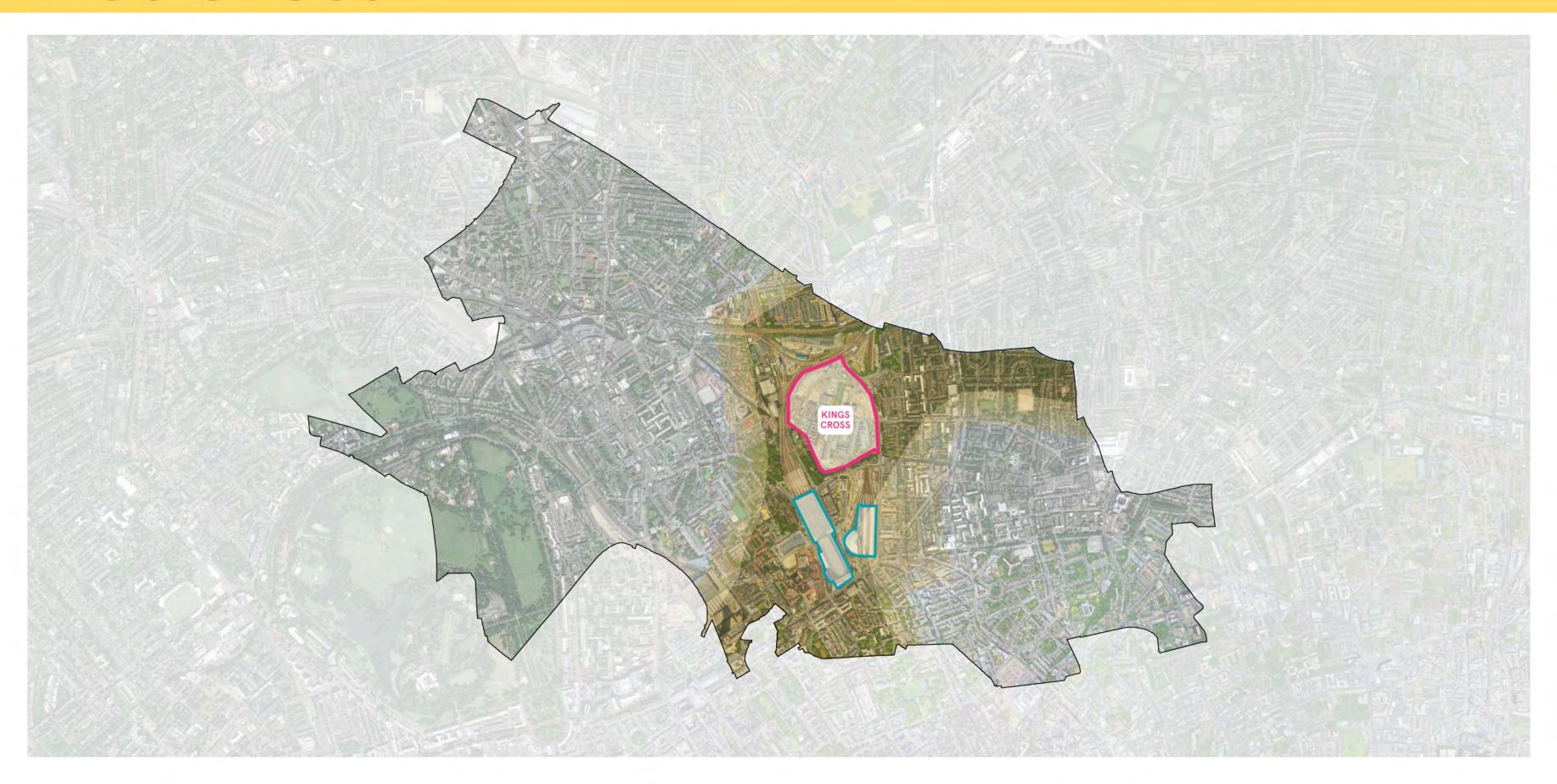
SCALE OF OPPORTUNITY



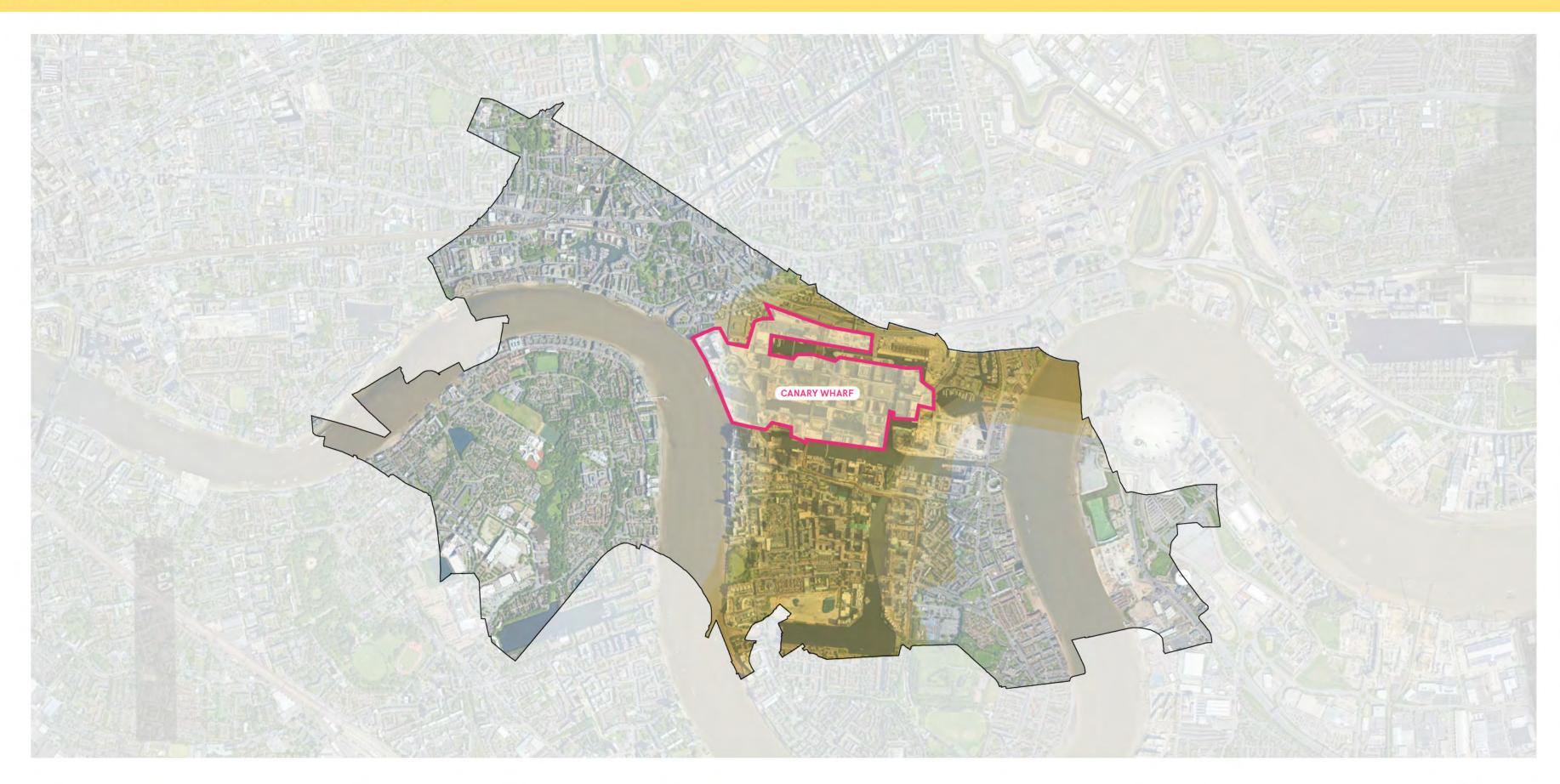
OLD OAK & PARK ROYAL



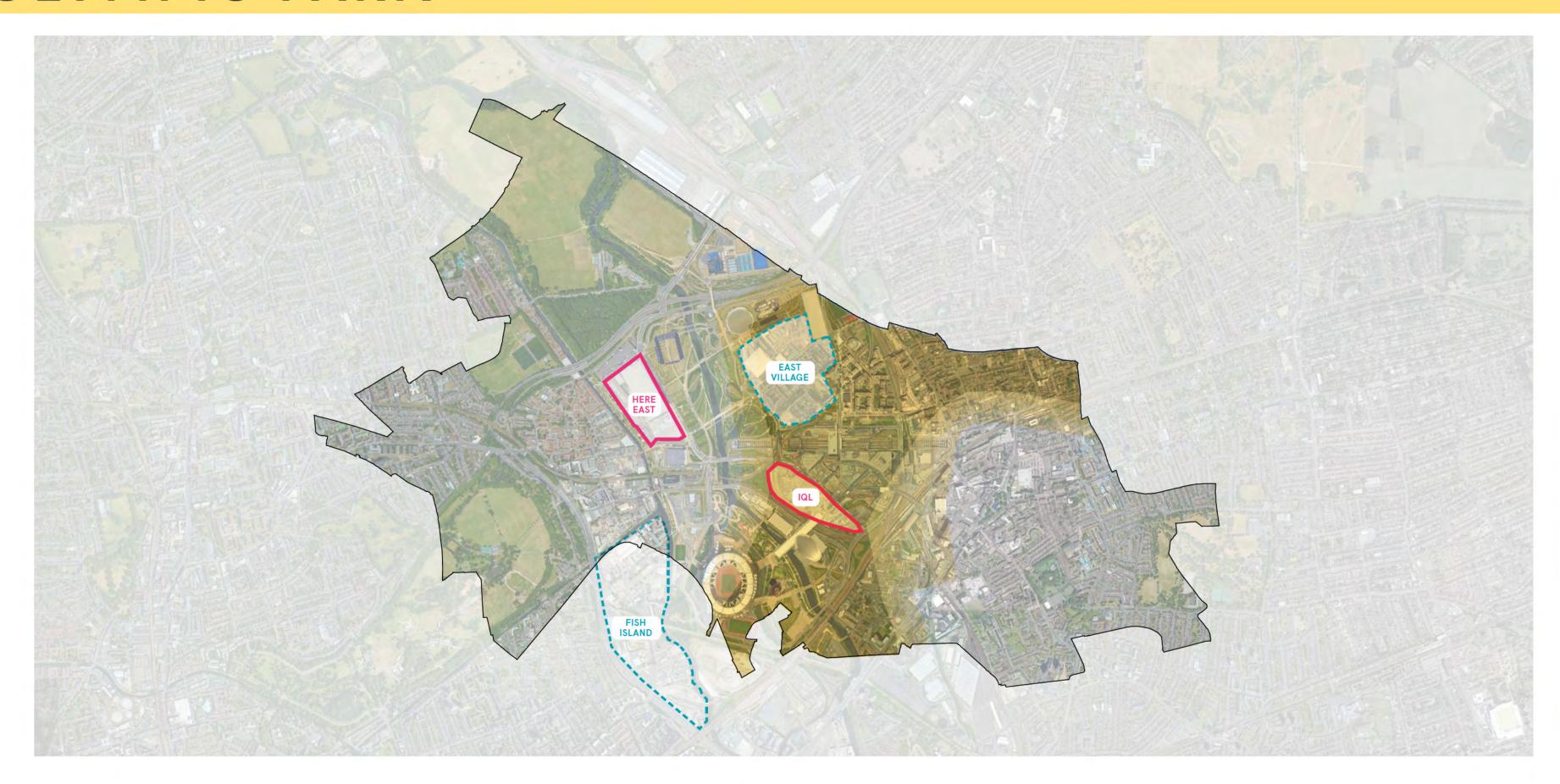
KINGS CROSS



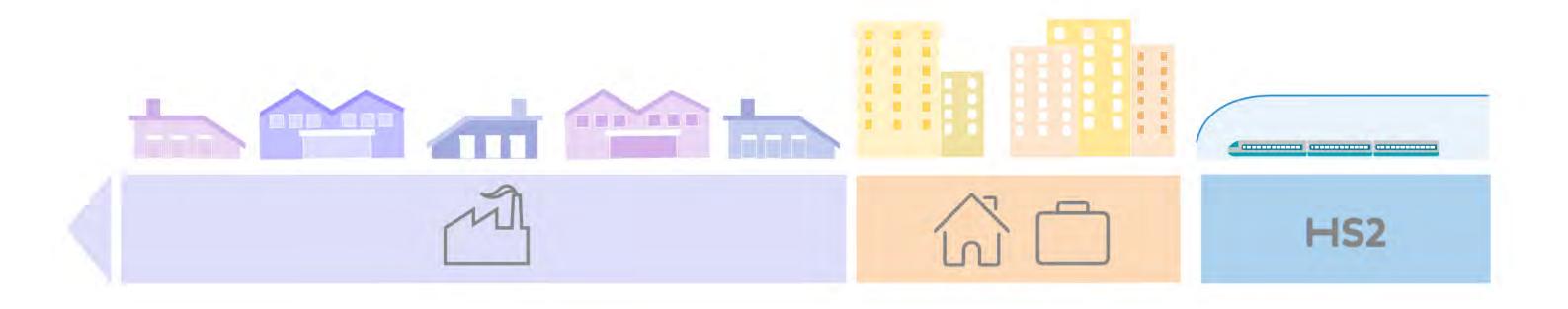
CANARY WHARF



OLYMPIC PARK



NEW FOCUS









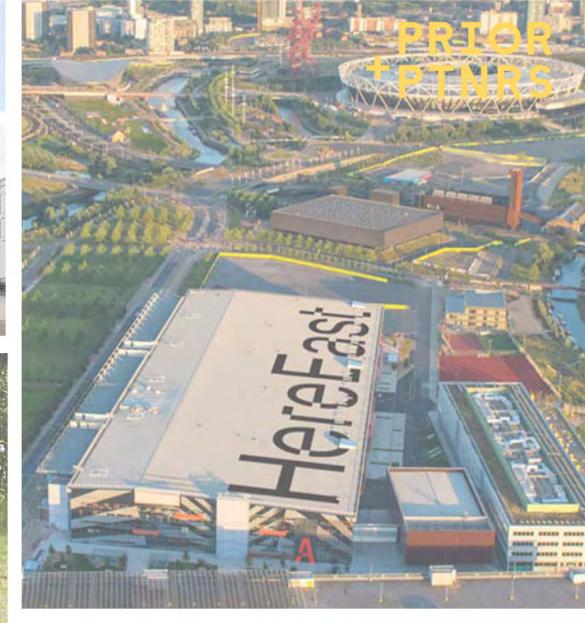








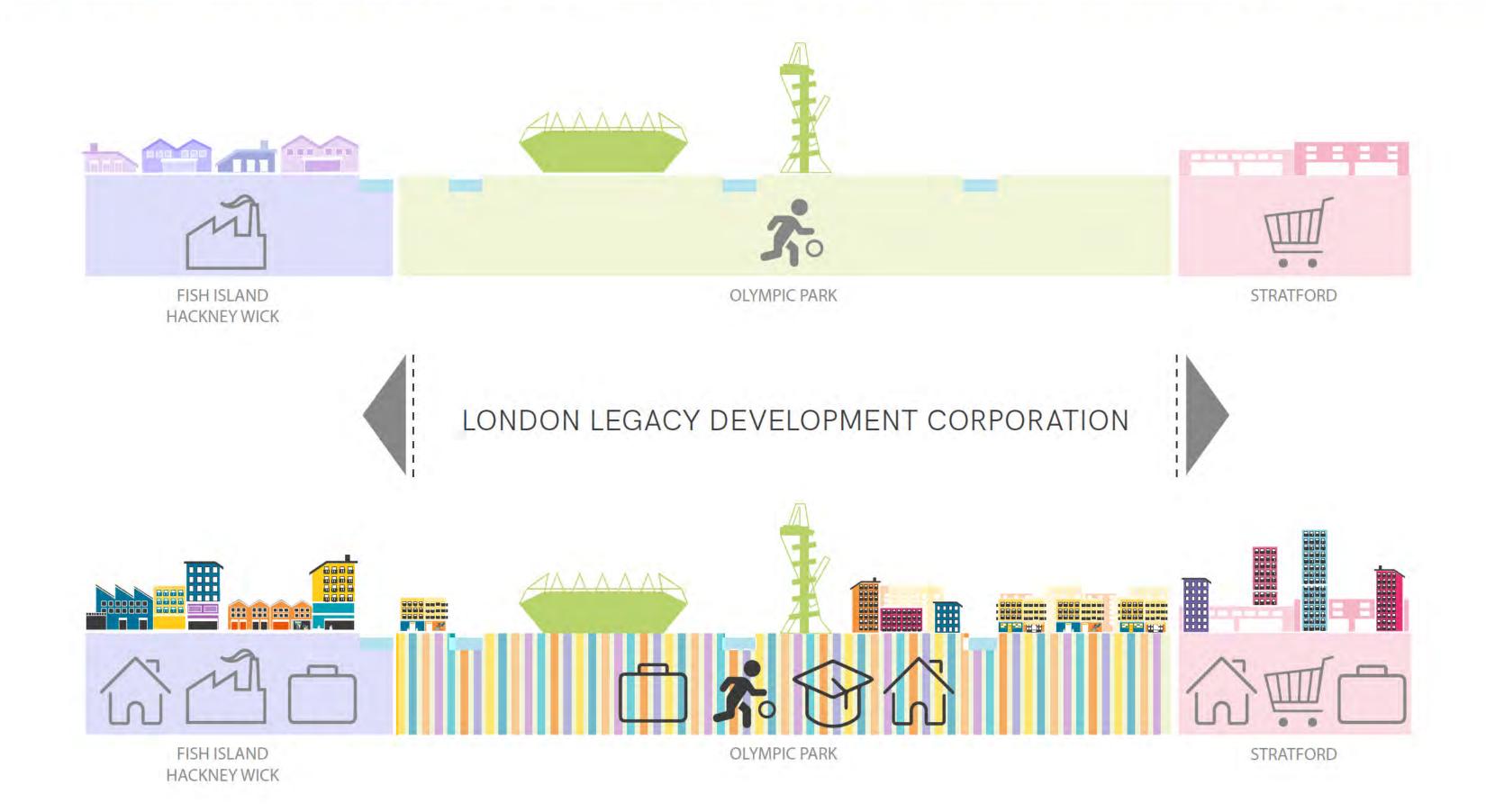








ROLE OF MAYORAL DEVELOPMENT CORPORATION











WHAT NEXT?



Ambition Inspiration Momentum **Political Support** Investment Catalytic Change **Public Engagement**