

O2 Centre Consultation Update

Thank you for taking part in our latest consultation

Throughout May and June, we held our third phase of consultation on the latest designs for the O2 Centre site.

We're really grateful for everyone's feedback and wanted to share this snapshot on how many people spoke to us, what we learnt and some key commitments we're making as a result of your feedback and comments.

Don't forget you can read our latest news as well as summaries of our previous consultations [here](#).



Around 1,900 new homes for sale and rent, in blocks from 3-16 storeys in height, with a target of 35% affordable homes.



50% of the site dedicated to publicly accessible open space for all.



A long-tree lined park connecting West Hampstead and Finchley Road.



A safe, secure, outdoor neighbourhood, with play spaces for families.



New shops, including a new supermarket, leisure spaces, cafes and restaurants for all to enjoy.



New community facilities, such as a community centre and a health centre, as well as workspaces for local businesses.

A reminder of how the proposals have changed so far

Since we started consulting on this scheme late last year, we have made a number of important changes in response to your feedback. These include:

- ✿ Creating an additional **green public space** in the centre of the masterplan.
- ✿ Creating space for a **supermarket at the Finchley Road end** of the site.
- ✿ Ensuring we include **flexible retail and leisure spaces** that cater for a variety of needs and spreading these across the site at street level.
- ✿ We have committed to undertake a series of detailed technical studies to assess our impact on local services, and are working with TfL to explore the potential for **improved access to local stations**.
- ✿ Ensuring we prioritise **affordable homes for all types of living arrangements** including families, single people and sharers.

May – June in numbers:

333

total responses to our survey

Around 400

people registered for Camden Council's Development Management Forum

Over 820

pdf downloads of our materials

Over 60

community groups written to

67 people attended

public webinars with Q&A sessions

68

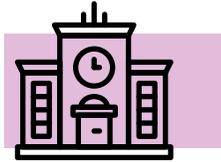
emails or calls with consultation feedback received

The headlines from this consultation:



- * You are concerned about the heights of some of the buildings, the scale of the development and how this will fit into the local character of the area.
- * 53% of you felt we hadn't got the balance right between affordable homes, green space, community facilities and building heights. 30% of you felt neutral and 17% felt it was right.
- * You want us to carefully consider our impact on transport facilities, health services and schools.
- * You want us to ensure that the new homes are affordable to current residents.
- * 50% of you think the new town square is the most important area of this site.
- * 58% want us to prioritise wild biodiverse gardens, and 42% also want to see a community garden as part of the landscaping.
- * You think the current site is uninviting, and welcome the idea of better signposting and lighting to make the area a safe place to visit.

What you told us about each character area



The New Town Square

- Over **70%** of you told us a new supermarket should be a priority.
- **48%** also asked for a cinema and **45%** a café.
- Almost 40% of you felt that it is important that this is a welcoming, safe, pedestrianised space.
- You asked us to provide spaces for a gym, community shops, and incorporate green spaces into the landscaping.
- You are concerned about a lack of parking around the square.

The New Community Green

- **67%** of you liked that the new green will be public and open to all.
- **46%** also appreciated the amount of sunlight it will get.
- **39%** said they like the size of the space.
- **25%** said we should include space for a community centre.
- **21%** asked for a health centre.



Summer 2021

The New Residential Neighbourhood

- 52% of you liked that we are including shops, community and leisure uses throughout the site.
- 50% also liked the courtyards and green spaces, and 47% welcomed the addition of the new central green space.
- 38% wanted us to prioritise affordable homes, 22% homes for families, and 20% homes for first time buyers.



Our key commitments

We've made a number of further commitments following the feedback we received in May and June.

- * We are working with TfL to explore the potential for improved access to local stations.
- * We are actively exploring the provision of a significant new health centre.
- * We've committed to including spaces for the amenities prioritised by local people in the survey; Cinema (48% of survey responses) Café (45% of survey responses) Gym (38% of survey responses).
- * We are undertaking a series of detailed studies to assess our wider impact on other local services and whether we need to invest in these.

We'll continue to look at everyone's feedback in detail over the summer months and we're planning a next round of consultation in September. We will show how the designs have progressed and responded to your feedback, and provide more detail on how the scheme will look and feel.



Summer 2021