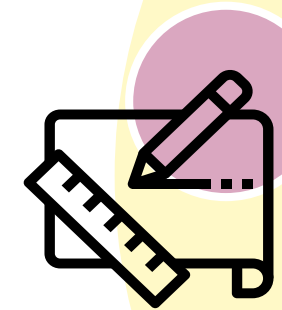


# THE EVOLUTION OF THE O2 CENTRE MASTERPLAN



## What are our architectural influences and what other developments nearby have we looked at?

During the consultation process we have been encouraged to come forward with architectural proposals that are in keeping with the local area and helps to create a clear identity and sense of place for the site.

West Hampstead has a rich and diverse set of buildings with many local heritage assets and varying Conservation areas with their own identities.

The proposals we are bringing forward seek to draw on the local architectural material palette, which is characterised by red brick, white stucco / stonework and London stock brick. We envisage brick being the dominant material within the masterplan.

We intend to complement the brickwork using a variety of accent materials, colours and textures to create variety and points of differentiation.

The architecture forms will also draw on some of the local architectural features such as the curved corners of St John's Court, the expressed gables of terraces on Finchley Road, the bay windows of Arkwright Mansions and the arches of the railway infrastructure.

These local influences will form the basis of the design code to ensure that the development fits in seamlessly to the local area, whilst also creating it's own identity as a new place in between West Hampstead and Finchley Road.

June 2019



**Our first proposals for the O2 Centre site comprised just the current car park and explored the potential for:**

- A raised podium concealing the existing car parking to the O2 Centre, with homes built on top.
- A small green located at the heart of the site, on top of the podium and linked by a raised central public route.
- A small square located to the rear of the O2 Centre.

This iteration looked at a 3.25 ha site and proposed c.950 new homes. This masterplan option had several limitations;

- Poor use of a well connected site
- Priority for cars over pedestrians
- Poor ground level activation and interaction
- The retention of the O2 Centre would act as a major physical barrier into the site
- Driven by the operational requirements of the O2 Centre

**We held one phase of early consultation on this in the summer of 2019.**

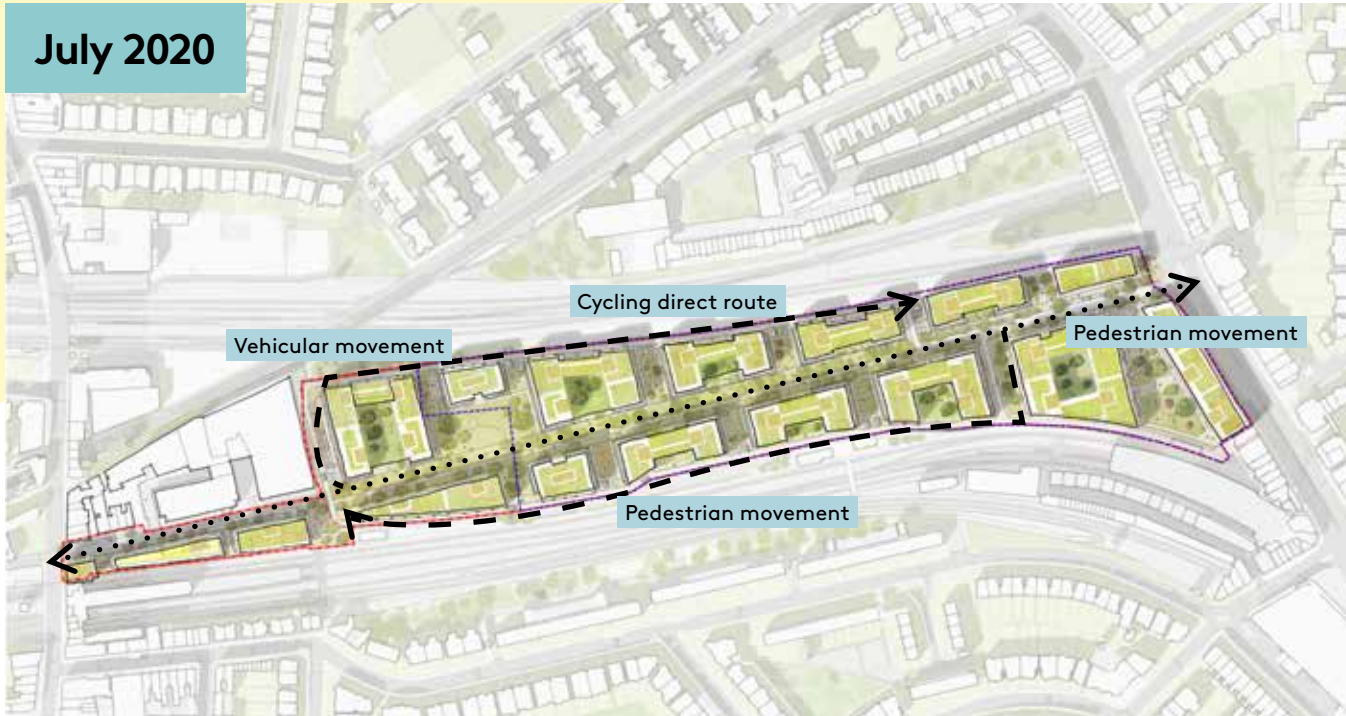
We then spent some time looking at the feedback we received and also started to think about the future of the O2 Shopping Centre itself – which has seen an increasing number of empty units as a result of changes to the retail market.

In discussions with Camden Council, they expressed their view that any proposals for the O2 site should address the regeneration of the wider area, and that any proposals should demonstrate how the site could link with the surrounding communities.

**The June 2019 option was therefore discounted, for a number of reasons:**

- It failed to deliver the potential transformative regeneration and place-making benefits that a more comprehensive approach would achieve
- It failed to optimise the potential for a well-planned and comprehensive redevelopment of a brownfield site
- It failed to optimise the development (including the numbers of new homes and affordable homes) that the wider area was capable of delivering
- It failed to maximise daylight and sunlight to the new homes and public open spaces
- It failed to create an attractive east-west route through the site, and therefore did not improve east west connectivity and the site's permeability
- It could have created an unwelcoming and undesirable new place that prioritised the car and O2 servicing above the pedestrian and cycling routes

July 2020



We took time to respond to the Council's feedback and looked at different ways in which we could bring the entire site into the proposals and what a masterplan for this might look like. You can see from the above how our thinking had evolved by July 2020:

- Bringing the buildings to ground level allowing activation and permeability
- The opportunity to create an attractive pedestrian entrance into the site from Finchley Road.
- The concept of a central avenue running through the middle of the site, connecting two public spaces and different pocket landscapes between buildings.
- The idea of a new access point for vehicles and pedestrians.
- A one-way route around the perimeter for vehicles.

This masterplan option considered the entire site of 5.7 ha and proposed c.2,100 much-needed new homes, including affordable homes, which far better optimised the site's potential. All subsequent masterplan iterations are based on the same site area.

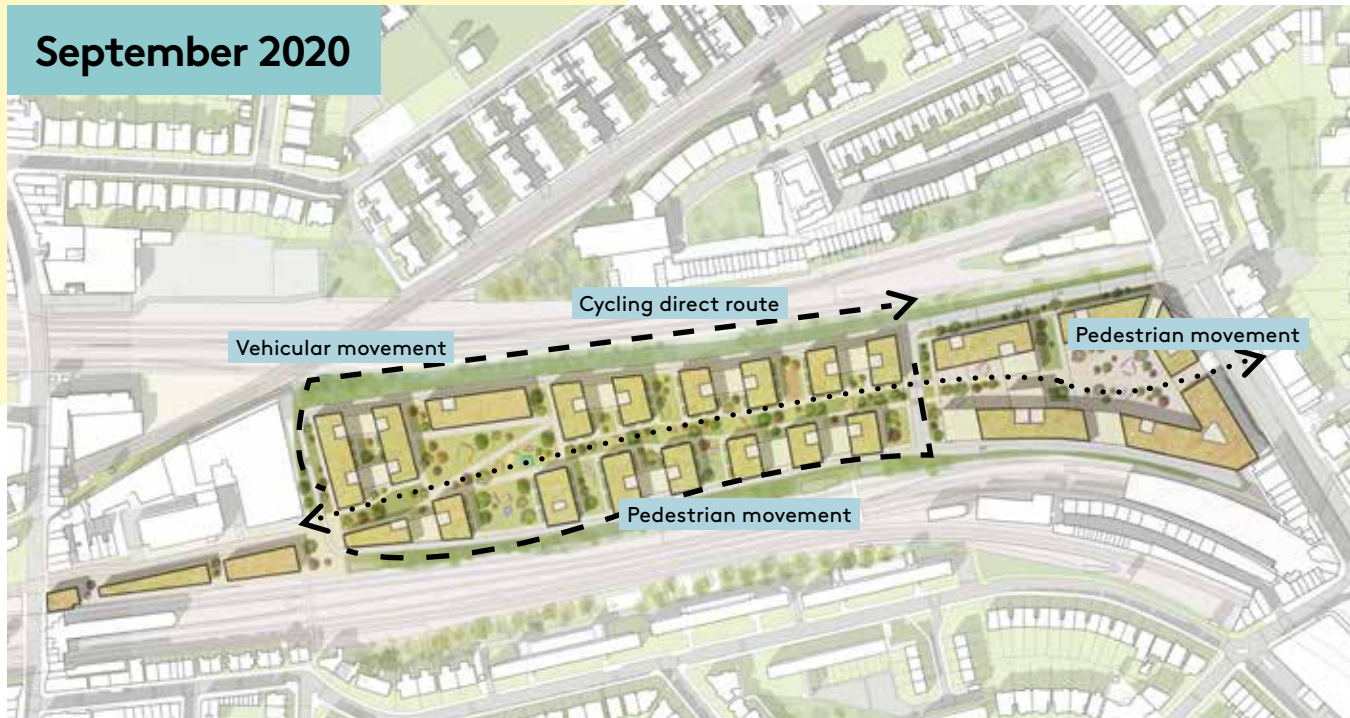
As part of this work, we spent time reviewing best in class examples of urban development and local architectural character. This included reviewing local examples such as the Alexandra Estate, drawing inspiration and lessons learnt from these to arrive at our own interpretation for our own masterplan.

Bringing the entire site into the masterplan allowed us to plan much more holistically about what we can deliver here. However, the central avenue created a number of problems. The new green spaces would be overshadowed, and we wouldn't be able to provide as much open and public space as we thought we could achieve and that we knew through our early consultations was important to local people.

**This option was therefore discounted because:**

- Lack of public open space
- Road/ car dominated approach to design
- Poor daylighting and sun lighting as concept didn't make the most of the sites orientation

September 2020



We continued to review and evolve our designs for the masterplan. In September 2020 when we asked local people what they want us to prioritise to better inform our thinking.

At this point, our architects, AHMM were exploring a number of different ideas, including arching the central avenue to follow the natural geometry of the site and allowing better orientation of the buildings. We also:

- Looked at retaining and enhancing the existing vehicle access from Finchley Road.
- Around 2,100 homes proposed.
- Looked at how pedestrians could be prioritised in the open spaces and separated from vehicular movements by using a dedicated green avenue.
- Started exploring a checkerboard approach to the massing to maximise sunlight and open spaces.

Whilst offering improvements, this option was discounted because:

- The southern buildings were still causing overshadowing to the central avenue and northern buildings
- Ability to create best in class public spaces were limited
- Limited ability to deliver architectural variety across the masterplan
- The car still dominated the dominant routes around the outside of the site

Consultation summary September 2020:

- 5,061 visits to our Commonplace website
- 847 contributions to the survey
- 55,500 + reached via social media
- 21,000 + flyers delivered

You told us:

- 29% of responses said they want more public and green space, and better places to sit and meet people
- 23% of responses said they want a better shopping offer, with more restaurants and cafes
- 16% of responses said they want more environmentally- friendly places, with better streets and waking routes
- 13% of responses said they want more community events, activities and leisure facilities

## October 2020 – January 2021



Following consultation feedback in September 2020 where the provision of better quality green spaces and improved access were key areas of concern, we made some big changes to our emerging masterplan. This included:

- Reducing number of homes to 2,000
- Moving the green avenue to the south of the site and widening it to become a new tree lined park. Somewhere which is open, provides the green space that residents told us we should prioritise in September, and better connects the communities of Finchley Road and West Hampstead.
- Adding in courtyard plots to allow for more opportunities to vary design and provide a mix of public and private spaces
- Moving taller elements of the scheme to the north of the site to allow lots of sunlight into the new green spaces and residential courtyards

We introduced this masterplan at a second phase of consultation in December.

We received lots of different ideas for what we should be delivering here. This included prioritising more public and green space in the early phases, ensuring we keep retail here (and particularly a supermarket), prioritising affordable homes and improving local transport infrastructure.

### Consultation summary October-January 2021:

- 6,538 visits to our Commonplace website
- 2,812 contributions to the survey
- 28,000 + reached via social media
- 21,000 flyers delivered
- 100 + attended our webinars on 26th and 28th January

### You told us:

- Around two thirds thought that a new tree-lined park would encourage you to walk or cycle more
- 46% of respondents said that affordable homes should be prioritised and 46% said larger three and four bed family homes
- 22% said a new health centre should be included
- 31% said we should prioritise cafes and community spaces, 23% of responses said co-working spaces

April – July 2021



As we continued to digest everyone's feedback from our consultation, we continued to develop and refine the masterplan. This included smaller more focussed workshops with the local community and resident groups in April.

In response to this feedback we have made some further significant changes to the masterplan

- A new large green space added to the centre of the site as part of the first phase
- 1,900 homes proposed
- A community centre adjacent to the community gardens
- A commitment to re-provide space for a supermarket and community facilities such as a health centre, gym and cinema
- A commitment to delivering 35% affordable homes here

We believe this scheme allows us to maximise the provision of public open spaces, daylight and sunlight to the new homes and green spaces, connect east and west along a long tree lined park and significantly increase permeability and connections with the existing surrounding communities.

We also committed to the delivery of new community facilities such as a community centre and a health centre, as well as workspaces for local businesses.

Vision to deliver a safe, secure and walkable outdoor neighbourhood with play spaces for families and a new large green, about 10 tennis courts in size for people to visit, socialise and relax.

#### Consultation summary April-July 2021:

- 333 total responses to our survey
- 400 + people registered for Camden's Development Management Forum
- 820 + PDF downloads of our materials
- 60 + community groups written to
- 67 people attended public webinars

#### You told us:

- 53% felt we hadn't got the balance right between affordable homes, green space, community facilities and building heights
- You wanted us to carefully consider our impact on transport facilities, health services and schools
- 50% of you think the new town square is the most important area of the site
- 58% want us to prioritise wild biodiverse gardens and 42% want to see a community garden as part of the landscaping

# WHAT'S NEXT?

We have been continuing to work on the masterplan proposals based on local feedback and are now holding a further round of consultation in October.

## 1 IN PERSON

- Thursday 14 October, 11am – 3pm
- Saturday 16 October, 11am – 3pm
- Tuesday 19 October, 4pm – 8pm

## WHERE:

O2 Centre Consultation Hub  
O2 Centre , 255 Finchley Road  
London, NW3 6LU

## 2 WEBINAR

- Wednesday 20 October, 6pm-8pm
- Register on our website or using the contact details overleaf.



## HOW CAN I HAVE MY SAY?

We are excited to share these latest proposals with you and to hear your thoughts and feedback. You can do so by:

Visiting us the **O2 Centre Consultation Hub**



Visiting the website and completing the **survey**



Emailing us at **[o2centreconsultation@landsec.com](mailto:o2centreconsultation@landsec.com)**



Calling us at **0800 3077 984**



Please get in touch if you would prefer to complete a paper version of the survey.



SCAN ME  
TO VISIT OUR WEBSITE