

# Our consultation at a glance

## Your feedback on the emerging vision for the O2 Centre site.

In December 2020, we launched a second Commonplace survey on the new vision and emerging masterplan for the O2 Centre site. We've had some really detailed and useful feedback and discussions with local groups over recent months. The survey is now closed but this e-newsletter provides a snapshot of who spoke to us and what they said, as well as some useful FAQs, which we hope are helpful.



**If you have comments or questions**

Email us at: [blackburnroad@landsec.com](mailto:blackburnroad@landsec.com)  
 Call us freephone: 0800 307 7961  
 Visit our website: [blackburnroad.co.uk](http://blackburnroad.co.uk)

### December 2020 – January 2021 Consultation

**6,538**

Visits to our Commonplace website

**799**

People provided feedback

**16,565**

Flyers posted advertising our consultation

**271**

New subscribers signed up to our Commonplace website

**2,812**

Contributions to the survey

**6,223**

Newsletters sent to local people

**Around 28,000**

People reached on social media

**Over 100**

People attended our webinars on 26<sup>th</sup> and 28<sup>th</sup> January

## What you told us

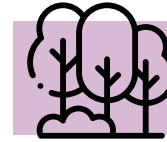


### VISION & APPROACH:

Overall, you welcomed **key elements of the masterplan**, particularly the new town square, new green and long-tree lined park.

Some people are apprehensive about the scale of such a large new development.

Nearly two thirds of you identified this area as being part of **'Finchley Road'** (as opposed to West Hampstead, or South Hampstead).



### PUBLIC SPACES:

We know from previous surveys that there is a desperate need for new public spaces and this time you told us to prioritise creating **open green areas, spaces to sit and relax, and wild gardens**.

Around two thirds of you think that the new tree-lined park would encourage you to walk and cycle more locally. You want to see **cafes** (22% of responses), as well as maybe a **health centre** (22%) and a **community centre** (20%) here.

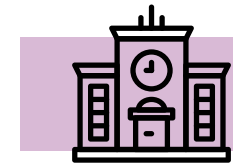
Overall, there is excitement and support for the new green but around half of responses want to make sure it is **managed well, safe and secure**.

### NEW TOWN SQUARE:

You would like to **keep some retail here** and, in particular, to have a Sainsbury's like you have now.

Lots of you want to see more **independent retailers** (47% of responses), as well as maybe a **book shop** (41%), **cinema** (41%) and **family restaurants** (37%).

When it comes to workspace, 31% of you said we should prioritise **cafes and community spaces**, 23% of responses said **co-working spaces**, and 17% said **workshop or maker spaces**.

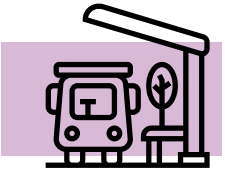


### TRANSPORT & OTHER FACILITIES:

More than two-thirds of you told us that you don't often use the bus services to travel directly to the site.

You were positive about more **pleasant and accessible walking and cycling** but local residents don't want shoppers or residents parking on nearby roads.

You are **concerned about local transport infrastructure** and in particular whether new residents will mean more congestion and queuing at local stations.



### NEW RESIDENTIAL NEIGHBOURHOOD:

You felt that the **new courtyards and green space, linear park and good walking routes** were the most important features of the new neighbourhood.

Local people want to be sure that the existing services and infrastructure can accommodate lots of new residents.

For the new housing, 42% of respondents said that **affordable homes** should be prioritised, while 32% said **family homes** and 31% also saying they would like to see **homes for first time buyers**.

In general you want to see larger family homes, including **two beds** (46% of responses) and **three and four beds** (46%).

## What happens next?

The design team are now considering your feedback and are keen to continue conversations with the community as they develop the masterplan for the site. There will be a number of opportunities to feed into the evolved proposals before a planning application is submitted towards the end of this year. We will keep in touch via newsletters like this but in the meantime please contact a member of the team by using the contact details on the front page if you have any questions.

\*The figures are based on the number of respondents who selected each option. Respondents were able to select more than one option.

# Your most frequently asked questions

Please see a list below of some of the most frequently asked questions alongside some more information.

## THE SHOPS



### 01 What is going to happen to the Sainsbury's?

We know how important the Sainsbury's is to the local community and we are in discussions with them about having a new store within the transformed site.

### 02 What other retailers might we see here?

Although this will not be for some time, we do think there is potential here for a great mix of local as well as traditional chains. The important thing for us will be to design retail spaces which are the right size, flexible and fit for the future and that the overall offer complements other local high streets. We're also very interested to know what kind of shops you would like to see here, and we asked this question in our last survey and would welcome further input on this if you have ideas. We'd also still love to hear from you what sort of spaces you would like to see here.

## THE SCALE OF THE MASTERPLAN



### 03 How tall are these buildings going to be?

We know that people are anxious to understand how tall the scheme might be. We do expect there will be some taller buildings, designed sensitively within the surrounding conservation areas. At the next stage, we will start to talk to local people about height and design in more detail. We want to have conversations about these elements of the masterplan and how we balance height and scale to create a really vibrant, mixed community. One which includes and prioritises affordable homes as well as the green spaces that the area needs.

### 04 What impact will this have on local schools and GP surgeries?



Any major transformation will require very careful assessment of the potential impact on local services like schools and healthcare and this will be no different. As our proposals evolve, we will test whether further investment will be needed to ensure that the new and existing communities have everything they need to live well. We are very open to providing space for things like community healthcare or childcare on site. As part of our consultation to date we have also been asking people to suggest what other community or social facilities might be needed. Some suggestions so far have included a community hall, GP Surgery, and creche.

### 05 Why now are you proposing 2,000 homes?



When we first started talking about the future of this site, we were considering a much smaller area, one focused on redeveloping the carpark behind the O2 centre. We're now looking at the majority of the area between Finchley Road and West Hampstead Lane, some 5.6ha in size and a masterplan which can deliver something much more exciting. At this time 2,000 homes is an estimate and we continue to work with our design team and Camden Council to develop this. We know the site is identified for a significant number of new homes and we are all acutely aware of the need for more housing and affordable housing in London. This site is the perfect location to deliver some of these homes, it is incredibly well connected with a tube station at each end, train stations and bus connections within minutes. But this is also about delivering much more than just homes. This is about creating a new place, brought to life by new and existing local residents enjoying new shops, leisure and lots of green and public spaces.

# TRANSPORT & SUSTAINABILITY

## 06 Why is this a car-free development?

Car free development is a requirement set by Camden Council and the Greater London Authority for major schemes in well-connected parts of London. Camden has also declared a climate emergency and the area around Finchley Road suffers from high pollution levels and low air quality. As a business, Landsec has set an ambitious target of becoming net zero carbon by 2030 and our developments are a hugely important part of this. Beyond this, we are seeing a shift away from private car use as people embrace more sustainable and healthier modes of travel. We are very excited about delivering a 'car-free' scheme which in practice means that people will be able to walk, cycle and enjoy the site much more freely and safely and that the only parking will be for bikes and blue badge holders. New residents will not be able to apply for local permits. However car club schemes will be available along with local taxi ranks.

## 07 How will you prevent people from parking on local roads?

We know from our webinars and consultation work so far that preventing on-street parking is a key concern. We will be working with Camden Council to look at the measures we can put in place to prevent this. This could include the introduction of local CPZ's but we are looking at all the options and will report back on this at a later stage.

## 08 Will local stations be able to cope with the new residents?

It is very important to the development that local public transport can serve new and existing communities well. We will be speaking to TfL and a number of other important transport authorities over the coming months.

## 09 What will you do to ensure this is an environmentally friendly development?

We are passionate about sustainability and the need to think big about addressing the climate emergency and reducing global emissions. As a business, Landsec has set an ambitious target of becoming net zero carbon by 2030 and we've brought all this focus and commitment to the O2 Centre site. We know already that we want to:

- \* Deliver a highly energy efficient development.
- \* Dramatically improve local biodiversity by creating more green spaces, planting more trees, and screening the railway lines - around half of the masterplan will be open space.
- \* Encourage sustainable travel by creating a place that is centred around people and space rather than cars.
- \* Give more people access to space and nature.
- \* Aim to re-use as much of the existing structures and materials on site as possible to limit the carbon impact from demolition and minimise the embodied carbon associated with the build.
- \* Create a smart servicing plan both for construction and long-term operation to limit vehicle movements.
- \* Deliver a masterplan resilient and adaptable to the impacts and risks that climate change poses.



We also received some more specific questions at our webinars at the end of January which we didn't have time to answer. For a full list of responses to these [please click here](#).