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**Sent:** 10 June 2021 10:06  
**To:** o2centreconsultation@landsec.com  
**Cc:** Planning Planning; West Hampstead NDF; Cllr Flick Rea  
**Subject:** O2 Centre Consultation

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Good Morning

My comments on the revised O2 Centre proposals:

The development now appears to have taken on a whole new dimension in height, mass and quantity, all of them unwelcome and inappropriate for this site and more particularly for the wider area.

I cannot now find reference to the number of dwellings that were encapsulated in the initial designs, but the quantity of 950 dwellings comes to mind, certainly a considerably lower density and massing, marrying the open space proposals with a human scale. The introduction of tall blocks, up to sixteen storeys. on the pretext of responding to consultation requests for more open space is an appalling excuse for over development and should not go unchallenged. Requests for more open space, from the public consultation, could just as well be justification for reduced density, rather than an increase to 1,900 units. The adverse impact of the height and massing of the blocks will actually discourage use of the 'green spaces' in my opinion and bring with it problems of wind funnelling and more extensive shadowing between the blocks.

The key to any redevelopment of this site has to be linked to improvements to the broader infrastructure, particularly the Local Tube Stations. Whilst I realise that the developer cannot provide this directly, it should be a condition precedent that a detailed proposal from TfL for serious improvements to the Stations, providing step free access, heavily funded by contribution from the developer, must be a twin track approach that is considered in parallel, one dependent on the other. The two already heavily utilised Underground Stations, West Hampstead and Finchley Road, have no step free access. Increasing the use of these transport links, with whatever number of new dwellings on a car free development, without addressing the inadequacies of access to the stations, is a strategic matter for all stake holders, including the Planning Authority, TfL and the Developer.

It is not clear from the information currently available how a replacement large supermarket will be incorporated into the development. Apart from the floor space required, the servicing and car parking necessary for such a retail outlet, similar to that currently on site, is not apparent. I am not sure how this fits with a car free development, but assume this is only in relation to residents. It is a supermarket equivalent to the current size that is required, not a curtailed larger convenience store.

The drawings available to date appear to have flattened out the site instead of illustrating the storey height difference between the main site level and the Finchley Road. Accessibility for all is yet to be demonstrated, which will have a major impact on any scheme, unless the matter is a pre-condition of the design, rather than an afterthought.

I am still of the view, despite enclosing the eastern area more, that a new 'town square' is in any way viable, or desirable facing onto the Finchley Road. The current O2 building manages to achieve this because it fronts the busy traffic route

with a barrier and encourages entry into internal spaces and facilities, filtering out some of the pollution and noise. A 'new town square' will not do that and is an unwelcome, impractical idea.

Kind regards

Keith Cowell