



45 Welbeck Street  
London W1G 8DZ

[hghconsulting.com](http://hghconsulting.com)

Mr David Fowler (Case Officer)  
Planning Solutions Team  
London Borough of Camden, 2<sup>nd</sup> Floor  
5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

By email to: [david.fowler@camden.gov.uk](mailto:david.fowler@camden.gov.uk)

11 March 2022

Dear Mr Fowler,

**Representations on the O2 Masterplan Outline Planning Application (LPA Ref: 2022/0528/P)**

On behalf of our client, Stadium Capital Holdings, we write to express our support for the proposed comprehensive redevelopment of the O2 Centre on Finchley Road (application ref: 2022/0528/P). Our client owns the land to the north of the O2 Centre, comprising the site of the former Midland Crescent station and a long triangle of land between two railway lines. The site benefits from an extant planning permission (ref: 2014/5527/P) granted in March 2015 for a part 3, part 4 and part 5 storey building with a double level basement comprising flexible commercial space (Use Classes A1/A2/A3/A4/B1/D1 & D2) at lower basement and ground floor levels, 60 student bedrooms with communal kitchen, lounge and common room areas, and 9 residential dwellings (Class C3). However, due to the challenging economic circumstances since the permission was granted, the site has not been redeveloped.

Our client strongly supports the principle of the redevelopment of the O2 Centre in recognition of its potential to deliver major public benefits and kickstart regeneration for other sites coming forwards in the surrounding area. Like Midland Crescent, the site is within a designated Town Centre and Growth Area and has excellent public transport connectivity. It is, therefore, considered to be within one of the most sustainable locations for economic growth and new housing, according to national planning policy. The O2 Centre site is clearly underutilised in its current form and the proposed comprehensive masterplan will seek to ensure that the site's potential is optimised.

The following aspects of the proposed masterplan are particularly welcomed:

- The delivery of an east-west pedestrian and cycle friendly link between West Hampstead and Finchley Road;
- The newly created public realm (equating to over 50% of the site) in an area of open space deficiency;
- The variation in building heights with the taller elements (12-16 storeys) positioned to the north in the least sensitive part of the site;
- The delivery of up to 1,800 new homes, including 35% affordable homes; and
- The provision of a large quantum of town centre uses coupled with community facilities, which we understand to include a healthcare centre and community centre, adding to the vitality and vibrancy to the area.

**Planning, Environment &  
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In summary, Stadium Capital Holdings support the proposed O2 Centre redevelopment in recognition of the fact that it represents a highly sustainable development and accords with the London Borough of Camden's regeneration aspirations and planning policy objectives for the area.

Yours faithfully,

Elizabeth Woodall  
**Associate**

