



Press release

Title	Landsec submits plans for the O2 Masterplan site to Camden council
From	Landsec
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Landsec has submitted a major planning application for the O2 Centre Masterplan Site as it looks to grow its mixed-use urban neighborhood portfolio.

The proposal, which was submitted to the London Borough of Camden, will see the site transform into a landscape led development that will connect the communities of Finchley Road and West End Lane. Landsec has been working with the local community and the London Borough of Camden to develop the new masterplan.

The site will deliver 1,800 new homes, 35% of which will be affordable, and will provide a variety of amenities and leisure facilities, including a town square with a variety of shops, restaurants, supermarket, gym, and cinema.

As a new green space, the entire site will have improved pedestrian links and half of the 14-acre space will be dedicated to public and green spaces that will be open and accessible for all. This includes a new community green, linear park and a community garden, where people can visit, exercise and socialise in.

The development is aligned with Landsec's focus on developing and investing in mixed-use urban neighbourhoods, a key pillar of its growth strategy.

David Heaford, Managing Director – Development at Landsec: *“We are delighted to submit our final proposal for the O2 Centre after receiving valuable input from the local community. At Landsec, we believe in the power of building communities, workforces and improving lives. The O2 Masterplan Site represents our vision of creating a vibrant place to live, work and enjoy, shaped by local identity and designed to serve the needs of all in the community whilst providing access to open green space.*

More broadly, we remain excited by the huge growth potential of these urban opportunities and believe regeneration is key in offering sustainable urban neighbourhoods right across the UK.”

-ENDS-



Notes to Editors:

About the Site:

- The Site extends from Finchley Road to West End Lane and includes the O2 Shopping Centre, the 520-space car park (which takes up over half of the site), the car showrooms and the builder's yard. It is approximately 14 acres in size in total.
- It is identified in local and regional policy as an appropriate place for redevelopment, with taller buildings and a significant number of new homes to meet the urgent need both in Camden and London.

About the consultation:

- Four phases of consultation, undertaken between September 2020 and October 2021.
- Nearly 110,000 flyers and newsletters delivered to local homes and businesses
- 32 workshops, meetings and events held with local people
- Nearly 35,500 visits to the consultation website
- Over 2,600 survey responses collected over 18-months.

About Landsec

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a £10.8 billion portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

Find out more at [landsec.com](https://www.landsec.com)