

Dear consultee,

## West End Lane to Finchley Road - Principles for a new place: Have your say on the future of the O2 Centre area

Significant development is being considered in the West End Lane to Finchley Road area around the O2 Centre. Landsec, the O2 Centre and Homebase site owners, are planning to bring forward comprehensive development proposals for their land and adjoining sites. The owners of other sites on Blackburn Road are also at different stages in bringing forward redevelopment plans. You may have already been involved in the local consultations carried out on some of these sites by their owners.

With significant development now being considered, the Council has prepared planning guidance to ensure that these proposals can deliver a range of public benefits.

We would like to get your views on this guidance to help shape a potential new neighbourhood that could be created here.

We would like to hear from local residents, businesses, workers, community groups, visitors and anyone else with an interest in the area and we would particularly like to hear from different age groups, including young people.

**Public consultation on the draft document will run until Tuesday 6th April 2021**

Find out more and give us your feedback by visiting:

<https://westendlanetofinchleyroad.commonplace.is/>

You can also find out more on our website at:

<https://www.camden.gov.uk/west-end-lane-to-finchley-road-draft-planning-guidance>



### Need assistance, have a question or want to join our mailing list?

Email us at [regenerationandplace@camden.gov.uk](mailto:regenerationandplace@camden.gov.uk) or call us on 020 7974 4703

As part of the Council measures to manage the impacts of coronavirus we are not able to hold any face-to-face public meetings or events. We are however happy to answer questions over the phone or attend meetings remotely where possible. Please let us know.

### Help us to reach as many people as possible

Please share this information with your households, friends, neighbours, and any of the local groups / organisations you are involved in and its members. You can also share the flyer attached below.

## What happens next?

Responses to the consultation will be considered to revise a final version of the draft planning guidance document, which the Council is intending to adopt as a Supplementary Planning Document in Summer 2021

Yours faithfully,

The Regeneration and Place Team  
London Borough of Camden

[Consultation Flyer](#)