WHAT'S HAPPENING?
This is the third in a series of public consultation events helping to shape the development of UCL East, a new UCL campus in Queen Elizabeth Olympic Park, as part of the Cultural and Education District. This exhibition follows on from the Emerging Masterplan events in February 2016.

The exhibition presents the illustrative draft masterplan. It revisits the key aspirations and issues that have arisen from community consultation to date and provides responses from the masterplanning team on how this feedback has helped to inform the plans.

The masterplan will form the basis of a planning application submitted to the local planning authority LLDC, in winter 2016.
SUMMER 2016

02 | THE UCL EAST VISION

ABOUT UCL EAST
A new UCL campus on Queen Elizabeth Olympic Park will be the largest single expansion of UCL since its foundation in 1826. The first phase is expected to have up to 3,000 students and 625 staff, including academics and researchers, on site alongside other users and visitors.

• The UCL East campus will encourage curiosity, learning and scholarship for all its users: students, staff, collaborators and the public.

• UCL East will focus on cross-disciplinary UCL expertise across four key themes: Experiment, Art, Society and Technology (EAST).

• It will look to create a more open environment than the traditional university campus, radically reinventing the way UCL connects with the public.

Examples of the thematic areas to be explored can be seen on the top right.

FUTURE GLOBAL CITIES
Long-term interactions between built and natural environments and information technologies.

EXPERIMENTAL ENGINEERING
Open innovation at the intersection between humans, their social interactions and technology.

CREATIVITY AND MATERIAL CULTURE
The relationships between humans and the things we create.

EDUCATION AND RESEARCH THROUGH PUBLIC SERVICE
Initiatives such as the UCL Centre for Access to Justice or community social history libraries.

OVERVIEW OF THE PROCESS
In 2015 UCL staff, departments, faculties and the students’ union were asked to bid for teaching, research, support and public engagement space in UCL East. All of the proposed activities had to be articulated around the four themes of Experiment, Art, Society, and Technology (EAST).

More than 60 bids were submitted by UCL Staff. A board made up of academic leaders and relevant professional services staff reviewed the proposals and reworked, fine-tuned and combined the ideas into the four merging thematic areas above.

The next step is for UCL East to develop the mix of new academic activities, including some preparatory research activities, to engage discussions with potential partners, to write the content for new courses, and develop recruitment plans for hiring new staff. In particular, as the design of the buildings is developed, we will flesh out the detailed facilities needed to support our pioneering programmes. Further information will be available in autumn 2016.

BACKGROUND
UCL was founded in 1826. The first English university established after Oxford and Cambridge, UCL was the first to open up university education to those previously excluded from it, and the first to provide systematic teaching of law, architecture and medicine. As London’s Global University, UCL is among the world’s top universities, as reflected by performance in a range of international rankings and tables. UCL currently has over 35,000 students from 150 countries and over 11,000 staff.

UCL’s Bloomsbury campus in central London has limited room for growth and UCL East presents a unique opportunity to build an open and accessible new campus pioneering a radical approach to cross-disciplinary working, partnership, collaboration and public engagement.

UCL Bartlett and UCL Engineering Sciences are to establish a collaborative space at Here East, the emerging technology hub at the Park. The UCL base at Here East is set to open in 2017 and admit its first students in September that year.

UCL IN THE COMMUNITY
UCL is working with a range of community organisations across London, looking at broadening community access, building links and sharing resources and expertise.

UCL’s engagement strategies
Widening participation - 20,000 young people engage every year to raise aspirations and demystify university life.

Student volunteering - 1,700 students every year volunteer with local charities.

Public engagement - Commitment to engage the wider public with our world leading research through exhibitions, activities and events that bring our work to life and show how it affects the lives of everyday people.

Museums and collections - UCL will open up our extensive historical collections for all to explore, enjoy and learn. Important collections include mummies from Egypt, skeletons of long extinct animals and beautiful art.

The Quad at the UCL Bloomsbury campus
Working with young people, UCL’s Spark Festival
NewYVC choir at UCL’s pop-up museum in the Park
UCL Careers Day
Since summer 2015, an intensive consultation process has raised awareness about the project and engaged with both the local community and UCL communities.

The first stage ‘Planting Ideas’ aimed to gather aspirations and key issues about the project with UCL staff, students, local stakeholders and the local community across the four boroughs, including key groups such as young people.

The second stage of consultation on the emerging masterplan in February gathered feedback to help develop and deliver a masterplan that is fine tuned to both local aspirations and UCL’s masterplan objectives.

To the right is a summary of consultation feedback grouped under the three key themes that relate to the planning process: Access & Inclusion, Form & Identity and Sustainability.

To find out more about previous consultation events and findings, please see copies of our Stage 1 and Stage 2 Reports in the library area.

**STAGE 2 EVENTS OVERVIEW**

600+ people engaged in total

**CONSULTATION TO DATE**

**ACCESS & INCLUSION:**
Q: How well do you think the emerging masterplan will deliver an open & accessible campus?

- Very well: 70%
- Fairly well: 17%
- Not really: 8%
- Not at all: 5%

**Movement & connectivity**

Many people consider the safety and quality of the routes to the campus, including from Bloomsbury, for public transport, pedestrian and cyclists to be a key issue, needing improvement.

A flexible environment that can accommodate matchdays is important; consider closing some points, using alternative routes and avoid landscaping that restricts pedestrian flow.

**Public space & activities**

There is a lot of excitement about the open and accessible public spaces proposed, both outdoor and indoor, that will flow through the campus.

Coordinate a Cultural and Education District strategy for activities and programming within the public realm to complement Park uses and future planned space to avoid duplication.

**FORM & IDENTITY:**

Q: How well do you think the emerging masterplan could deliver a place that fits its surroundings but also creates a distinctive and memorable place?

- Very well: 77%
- Fairly well: 11%
- Not really: 4%
- Not at all: 8%

**Layout, scale & form**

The proposed height, scale and massing was generally well received and felt to fit with the local context. Some were concerned that the building heights felt ‘reserved’; others suggested that the proposed heights might compete with ‘landmarks’ in the Park.

**Character, look & feel**

The principles of complementing the surrounding context were supported but more information is needed on the architectural distinctive character.

Many agree that the identity of the campus will be established through UCL’s excellence in learning and through the approach to openness and the way it connects to its surroundings and edges.

**SUSTAINABILITY:**

Q: How well do you think the emerging masterplan supports and enhances local natural assets, ecology and diversity?

- Very well: 63%
- Fairly well: 25%
- Not really: 4%
- Not at all: 8%

**Environment & ecology**

Encourage biodiversity and create outdoor learning spaces for future occupants and local young people to use. Create healthy environments through design and technology that encourage healthy behaviour. Learn from past successes and failures within the Park and address environmental factors particular to the local area.

**Social & economic sustainability**

Set-out programmes linked to the local skills gap. Reflect ages and cultural diversity of the local area. Ensure local jobs. Provide free and affordable spaces and events. Continue outreach with local residents and businesses and make sure that the campus always remains open and accessible.

**STAGE 2 HEADLINE FINDINGS**

**Q: How well do you think the emerging masterplan will deliver an open & accessible campus?**

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**Q: How well do you think the emerging masterplan supports and enhances local natural assets, ecology and diversity?**

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The Final Draft Masterplan presents the latest design proposals for UCL East. Since the Stage 2 consultation in February, the masterplanning team have been developing the masterplan proposals further and looking at how the key issues raised through consultation can be addressed or responded to.

There are a number of important changes that have been made which we hope to discuss and gather your feedback on.

To the right an overview of the key elements and changes to the proposals is presented. The bottom border outlines the masterplanning themes and where further information can be found in this exhibition.

### Student residences on Marshgate
Student residences introduced on Plot 3 will increase activity on Marshgate after hours, positively influence the character of Sidings Street, and provide the residents with a good connection to Pudding Mill Local Centre.

### Changes to the public realm
A level change between the Plaza and the Terrace will provide a clear definition for both spaces, and transform the Western Bank into a more accessible and usable space.

### Changes to massing on Plot 3
A change to the massing configuration creates an animated edge along the railway and allotment. It also accommodates student residences whilst offering flexibility in the future.

### Changes to layout
There have been changes to the layout of the Marshgate site to create better definition of external spaces. The resulting plots are also more regular in shape, making better use of the site.

### Changes to massing strategy
The aim is to form a coherent skyline across the Cultural and Education District with markers to help encourage views into the Park.

### Key Themes of the Masterplan
The masterplan has been presented under three key themes that relate to the planning process and the strategic objectives of LLDC and UCL. The key themes also reflect the issues raised by the community in the previous stages of consultation.

#### ACCESS & INCLUSION: MOVEMENT & CONNECTIVITY
See board 05

- New and enhanced pedestrian and cycling connections between the Park, surrounding developments and the community through the UCL East sites.

#### ACCESS & INCLUSION: PUBLIC SPACE & ACTIVITIES
See board 06

- Public realm that offers an exciting and attractive opportunity for the creation of engaging spaces with the potential for learning, innovation and enterprise to occur.

#### FORM & IDENTITY: LAYOUT, SCALE & FORM
See board 07

- Layout, scale and form that embraces connections, views and the context surrounding the site to deliver human-scale and inviting public-facing buildings.

#### FORM & IDENTITY: CHARACTER, LOOK & FEEL
See board 08

- The character of the site is derived from the openness of the proposals. The academic offering and future events and activities will help shape UCL East’s identity.

#### SUSTAINABILITY: ENVIRONMENTAL, SOCIAL & ECONOMIC
See board 09

- At the heart of the UCL East Sustainability Vision is a desire to create a great place for students, staff and the wider community.
CREATING A CONNECTED PLACE

The site is not on any natural movement routes or part of a typical urban structure of streets and blocks, this is due to severance by the railway line and the surrounding area still being redeveloped.

Improving connections which lie outside of the boundary of the site is a challenge and not something that the project can deliver directly.

The masterplan explores options to create a connected place to, from and through the campus by setting out key arrival points, building markers and ensuring that UCL’s buildings do not generate barriers but are open and encourage views into the site.

CONNECTION THROUGH THE PROMENADE

Pedestrian connections between the Park, surrounding developments and the community are integrated and enhanced through UCL’s East sites where possible.

Active frontages which engage the public, enliven adjacent public spaces and provide natural surveillance are provided along primary pedestrian routes and public spaces.

Cycling is encouraged as a sustainable mode of transport that helps connect with the surrounding area.

Short stay cycle stands are strategically positioned next to arrival points and key buildings. Long stay spaces are to be incorporated within the buildings.

PEDESTRIAN MOVEMENT AND PERMEABILITY

CROWD FLOW (CLICK TO SEE)

CYCLE MOVEMENT AND PARKING

VEHICULAR ACCESS (CLICK TO SEE)

This diagram indicates the connections within and around the site that people feel could be improved or made into better routes.

SUGGESTED IMPROVEMENTS DIAGRAM

KEY POINTS AND SUGGESTIONS (CLICK TO SEE)
RANGE OF PUBLIC SPACES
A range of distinct and different public open spaces will provide for a variety of uses and activities. They will link to public spaces and facilities on the ground and first floors within the buildings to encourage access for the whole community.

CONSULTATION FEEDBACK
The accessible and open qualities of the proposals were widely supported by those who gave feedback in the Stage 2 events. Many supported the concept of having a wide and inclusive range of activities, events, services and outreach in order to attract the public and connect to the local community.

Concerns were made that the site currently feels isolated and not safe at night and that the plan must address balancing openness and accessibility with safety.

Creating a safe and comfortable environment is one of the objectives of the masterplan. The masterplan team have designed the site to meet Secured by Design criteria that will help to prevent crime and promote safety.

ACTIVITIES KEY
- Concerts / festivals
- Socialising
- Lounging / sitting
- Exhibitions
- Performances
- Sport / play
- Study
- Events / pop ups
- Food vendors
- Outreach

Please click the drawings for more information on the public spaces.
CREATING AN APPROPRIATE SCALE

With reference to London’s urban parks, the masterplanning team proposes a coherent scale shared between UCL East and Stratford Waterfront to define an urban amphitheatre around South Park, which has become an important destination in the Park.

At the previous consultation, the proposed height, scale and massing was generally well received and felt to fit with the local context. However there are contrasting opinions where some felt the heights looked ‘reserved’ whilst others thought the taller buildings would compete with the surrounding Park and built environment. The masterplanning team has designed it to fit comfortably within the wider context.

CREATING A LEGIBLE PLACE

Along river corridors and arrival gateways, marker buildings are proposed to go a bit taller than the general scale. These visual markers encourage movement into and around UCL East and the wider Cultural and Education District from surrounding neighbourhoods.

A variety of corner conditions define the edges in the masterplan and allow the ground floor to pull back or push forward so that views can be emphasized, buildings can feel human-scaled and public space can blend into the interiors, for example.

In terms of layout, scale and form, the level of detail which is presented here reflects what will be submitted as part of the outline planning application. These proposals set out the framework for the design team to follow at a later stage.
EMERGING IDENTITY

The open and accessible character of UCL East will provide a variety of interconnected external and internal spaces which blur the public and private, inside and outside, delivering a concept of fluidity at the heart of UCL East’s emerging identity.

The academic offering and public facing events and programming will also help strengthen the identity of the area.

From the previous consultation stages, there is general support of the design and belief that UCL East will fit in with the local environment. The designs need to be innovative to fit the spirit of the iconic buildings surrounding the site; another view was that the buildings shouldn’t be overbearing but complementing the rest of the Park.
A SUSTAINABLE CAMPUS

Sustainability is a key principle informing the UCL East masterplan and will continue to be developed as the plans are progressed into detail.

A guiding principle for this stage of the design is that buildings need to be adaptable for the long-term and that the masterplan should promote biodiversity. This approach to sustainability can promote innovative, flexible and energy efficient development that relates well to the landscape of the Park and improves the wellbeing of UCL students, staff and the wider community.

The project is currently at the masterplan stage. A sustainability strategy has been developed outlining approaches that should be considered in the building design and operation stage. More details on a comprehensive approach to sustainability within the building fabric and operations will come forward when the design team is appointed in the summer.

Stage 2 consultation feedback addressed: the loss of green space, links to canals and waterways for access and movement, promoting biodiversity through outdoor learning environments and living green roofs, noise issues, danger of creating wind tunnels, supporting the local economy and links to local businesses and the community as well as affordability. Many people asked whether green roofs would be incorporated.

The response to comments from Stage 2 consultation events are outlined on the right and the diagram shows some of the sustainability aspects in place and in connection to the waterways.

RESPONDING TO FEEDBACK

Provision of green space
The three sites of UCL East have always been identified for development. We believe the open outdoor space proposed in the masterplan is an improvement in terms of quality and accessibility compared to that originally proposed in the Legacy Communities Scheme plans.

Links to canals and waterways
The redevelopment of the area that is now Queen Elizabeth Olympic Park has allowed the reopening of the waterways, making them much more accessible and a part of the pedestrian network of the Park.

To use the canals and waterways to provide water-based movement will require further discussion with the Canal & River Trust and other parties.

Noise constraints related to study space and residential uses
By siting the academic and residential spaces above the ground floor levels, uses sensitive to noise will be lifted up from the noise sources and from railway, vehicle and pedestrian activities. Further considerations will be given in the design brief / building design stage.

Wind tunnels
The masterplan has been tested in terms of prevailing wind and microclimate. The design has been adapted in response to create a comfortable environment.

Green roofs
Green roofs are anticipated wherever possible, with the drop down areas providing accessible terraces that can be integrated with living roofs and sustainable energy sources.

Better local economy and job opportunities
UCL East aspires to attract investment to the neighbourhoods around the Park and the wider East London Area. The development will be a centre for excellence for education, research and innovation. UCL will plan for this as part of UCL East programme.

Links to local businesses and community
One of the core aims of UCL East is to ensure social sustainability, for example by integrating with local communities both formally through academic offer and less formally through community outreach initiatives and programming of floorspace and the public domain.

SUNLIGHT AND SPACES

• The masterplan is designed to ensure that the spaces created are inviting at various times of day and through different seasons.
• East facing spaces like the Promenade will encourage morning activities as this is the first space people encounter as they arrive from Stratford station.
• West facing spaces like the Terrace, Western Bank and the promenade of Pool Street West will cater for a wide range of evening activities.

PROVISION FOR A SUSTAINABLE CAMPUS

The objectives of the UCL East sustainability strategy are to provide a healthy and comfortable environment and a world-class, climate resilient and low environmental impact development.

Soft landscaping, living roofs that promote biodiversity, and solar PV panels for renewable energy are proposed to help achieve these goals.

LINK TO WATERWAYS

• The masterplan proposes bringing development closer to the river bank of the City Mill River.
• This will provide animation, better access, and useable open spaces along the river.
• The masterplan is flexible to accommodate uses that can be directly related to the waterways.
FUTURE GROWTH

There is no set time frame within which the masterplan will be fully built out and it could take as long as 20 years. However the masterplan is flexible enough to accommodate a range of options.

To provide minimal disruption, the site should be built out from north to south on Marshgate to utilise Sidings Street for construction access.

PHASE ONE

The first phase includes plot 1 on Marshgate site, the Pool Street West site and the surrounding landscape. Phase one will provide academic facilities, student accommodation and commercial spaces. The design team for phase one will be appointed in August 2016 and more details on the academic programme will follow. The first phase will open in the 2019 / 20 academic year.

MEANWHILE USE

While other areas are undeveloped surrounding Phase 1 on Marshgate, there will be a provision of meanwhile uses to utilise the space in a meaningful way. It is envisioned that the lawn and adjacent hard standing provides a perfect location for UEL to promote innovation, community engagement and outreach.

FUTURE GROWTH

Future growth centres around Waterworks River to create a coherent place that takes advantage of its surroundings.

MEANWHILE USE

A regular programme of events and activities will ensure the presence of UCL East in the Park and in the community and will animate and give life to the space. What would you like to see?

- Gallery and exhibition spaces
- Special talks and open lectures
- Pop-up markets and other events
- Informal study and working hubs

**WHAT WOULD YOU LIKE TO SEE?**

Phase 1 will connect academic and residential functions together while promenades along the river will stitch UCL East into the wider context.

**WHY THIS PHASING OPTION?**

The preferred phasing option will maximise activity and University life across Waterworks River and facilitate each phase of UCL East as an enjoyable place for UCL students, staff and visitors.

The following issues have been considered in determining the preferred option:

- The phasing strategy will have a continuous effect on enhancing the presence and identity of UCL East within the Cultural and Education District and in the Park.
- New phases will make the best use of the exceptional Park and riverside setting to ensure UCL East is an enjoyable place as the campus continues to grow.
- The phasing sequence will help create a coherent place that can standalone in each of its phases.
- The phasing sequence will facilitate UCL East’s growth so that future development and construction doesn’t impede University life and day to day operations.

**WHAT’S YOUR IDEA?**

Use the post it note below or add your ideas on the UCL East notice board next to the library in the exhibition space.

Place stickers here: Tell us your ideas here:

**PREFERRED PHASING OPTION**

The preferred phasing option will maximise activity and University life across Waterworks River and facilitate each phase of UCL East as an enjoyable place for UCL students, staff and visitors.

Please choose one space for each of the following with the stickers provided (and/or add your ideas above): 1st choice 2nd choice
SUMMARY

We hope you found the exhibition useful and informative. Please explore the rest of the exhibition through the interactive model and library of reports (see map on the right).

The exhibition boards and feedback sheet can be downloaded using the website links below; please complete and return your feedback by SUNDAY 14 AUGUST.

All feedback will be entered into a database, analysed and reported back to the masterplanning and client teams (LLDC and UCL) and will be used to inform the final stage of development.

We will be back again in the autumn to present the Final Masterplan.

FIND OUT MORE

To ask any questions or to let us know you would like to receive future updates, please contact the UCL East team at Soundings on:

020 7729 1705
UCLEast@soundingsoffice.com

You can also keep up to date on the web by visiting either:

UCL website
ucl.ac.uk/ucl-east

Queen Elizabeth Olympic Park website
QueenElizabethOlympicPark.co.uk/ucl-east

SUMMER 2016

EMERGING MASTERPLAN
FEBRUARY 2016
Presenting the masterplan and how this has responded to consultation. Setting out next steps.

FINAL DRAFT MASTERPLAN
SUMMER 2016
Responding to the previous consultation and presenting updates to the masterplan. Continuing to discuss ongoing opportunities.

PRE-SUBMISSION CONSULTATION
AUTUMN 2016
Information sharing session to present the final masterplan.

OUTLINE PLANNING APPLICATION & STATUTORY CONSULTATION
WINTER 2016
Combined Cultural and Education District Outline Planning Application(s) submitted to the Local Planning Authority (LLDC).

EXPLORE THE UCL EAST EXHIBITION

Sign in and feedback forms
Please pick up your feedback form at the sign in desk and post your completed form in the return box.

Exhibition boards

Fluid zone
Enjoy sitting on the steps and beanbags to imagine the future of UCL East.

Virtual reality
Experience what UCL East will look like in the future. You can also view the interactive videos here:
www.youtube.com/channel/UC8i-fn64HxvV0Q2hKskc88g

Library
Take a seat and see stage reports from previous consultations, or fill in your feedback form.

Notice board
Post your comments, ideas and aspirations for UCL East.

Young people
See the visions of local young people.

EXPLORE THE UCL EAST EXHIBITION

Model

Entrance

Library

Notice board

Sign in and feedback forms

Fluid zone

Virtual reality

Young people

Notice board

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Entrance

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