CHAPTER 06
APPENDICES
# APPENDICES

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A. Publicity & Communications

A1. Flyer advertising Stage 1 public exhibitions

A2. Flyer advertising Stage 2 public exhibitions
A3. Flyer advertising Stage 3 public exhibitions

Please come see the detailed plans for the first two buildings of UCL East, view a physical model, meet the project teams and share your feedback. The design team will be on hand to answer questions.

**GET INVOLVED**

1. **ORCHARD ACADEMY**
   - West 14 March
   - 2pm - 5pm
   - Stratford Library

2. **STRAFFORD LIBRARY**
   - East 16 March
   - 2pm - 6pm
   - The Fodium

3. **THE FODIUM**
   - West 17 March
   - 11am - 7pm
   - Pool Street West

**INDICATIVE TIMELINE**

**UPDATE 2021**

- Pre-submission consultation
- The local designs and opinions of the community will be online for public engagement east@ucl.ac.uk

**SUMMER 2022**

- Planning application
- The detailed proposals will be online for public engagement

**AUTUMN 2022**

- UCL East
- UCL East
- UCL East

**JOIN US AT THE UPCOMING EXHIBITIONS**

14 - 17 MARCH 2018

To stay connected on public and community engagement in UCL East, sign up for UCL East’s newsletter by emailing engagement-east@ucl.ac.uk

**ABOUT UCL EAST**

UCL is creating a vibrant new campus on Queen Elizabeth Olympic Park that will sit alongside great academic institutions, including the Victoria and Albert Museum, UAL’s London College of Fashion and Sadler’s Wells. This new cultural and educational district is part of a major regeneration project that will bring educational, cultural and economic benefits to local communities.

In November 2017, the masterplan and sub-plot planning applications received resolution to grant permission. UCL will submit planning applications for the detailed design and implementation of Phase 1 this summer.

**POOL STREET WEST**

Opened in 2021, Pool Street West follows Sadler’s Wells, the future home of the Royal Institute of British Architects. Designed by a team led by Lifschutz Davidson Sandilands Architects, Pool Street West will house the future home of a major new performing arts and education institution, bringing together researchers across the following areas:

- Culture Lab
- Robotics and Autonomous Systems
- Global Disability Innovation Hub
- Nature-Smart Centre
- Global Future Cities

The design of Pool Street West will foster creative academic programming, with a series of interconnecting spaces, a range of retail and food and drink outlets, and performances, workshops and lectures that will contribute to a lively and creative learning atmosphere.

**MASHGATE 1**

Marshgate makes up the rest of the first phase of UCL East. It is being designed by Sadler’s Wells Architects.

Marshgate 1 makes up the rest of the first phase of UCL East. It is being designed by Sadler’s Wells Architects.

It will serve as the centre for the UCL East academic core, of which the lower levels will feature a range of academic, retail and community engagement spaces. The design of Marshgate 1 will foster innovative academic programming, as well as a range of events and activities.

To find out more, please visit ucl.ac.uk/a3

**STAY INFORMED**

For questions or information on how to get involved, please contact:

UCLEast@soundsofqueenelizabetholympicpark.co.uk

To find out more about the development, visit:

ucl.ac.uk/ucl-east

**UCL EAST AT QUEEN ELIZABETH OLYMPIC PARK**

Find out about UCL East, a new campus for UCL University College London in Queen Elizabeth Olympic Park, the largest single expansion of UCL since this university was founded nearly 200 years ago.

**VIEW THE EXHIBITION ONLINE**

www.ucl.ac.uk/ucl-east/getting-involved

PROVIDE FEEDBACK ONLINE

Submit your form by Friday 23rd March: www.tinyurl.com/UCL-East

**CONTACT US**

UCL East East

For questions or information on how to get involved, please contact:

UCLEast@soundsofqueenelizabetholympicpark.co.uk

102 7729 1705

www.tinyurl.com/UCLEast

**UCL EAST WEBSITE**

To find out more about the development, visit:

ucl.ac.uk/ucl-east

Find out about UCL East, a new campus for UCL University College London in Queen Elizabeth Olympic Park, the largest single expansion of UCL since this university was founded nearly 200 years ago.
A4. Flyer distribution boundary
A5. Website features (UCL East, UCL and Queen Elizabeth Olympic Park websites)
B. Exhibition Materials

B1. Stage 1 exhibition boards
B1. Stage 1 exhibition boards

UCL EAST PHASE 1 | POOL STREET WEST
STATEMENT OF COMMUNITY INVOLVEMENT

MAY 2017

07 | POOL STREET WEST DESIGN PROCESS

THE DETAIL DESIGN PROCESS

- Detailed design is in progress to make the concept designs presented in the Masterplan Design Process and the detailed design of the UCL East Business Incubator.
- The building will be the first phase of the UCL East site, designed to provide a range of spaces for academic research and teaching.
- The design is informed by feedback from the public consultation and will be refined in consultation with the local community.

RESPONDING TO THE OBJECTIVES

- The building will be an active part of the Queen Elizabeth Olympic Park.
- The design will respond to the objectives and principles of the London Plan.

LAYOUT AND USES

- The building will house a combination of lecture theatres, offices, and retail spaces.
- The design will provide a range of facilities to support academic and public events.

EXHIBITION MATERIALS

- Exhibition boards will be displayed at the exhibition.
- The boards will provide information on the design process and progress.

MAY 2017

08 | CONCEPT DESIGNS

FROM MASTERPLAN TO CONCEPT DESIGN

- The building is designed to provide a range of spaces for academic research and teaching.
- The design is informed by feedback from the public consultation and will be refined in consultation with the local community.

DESIGN EVOLUTION

- The building will be the first phase of the UCL East site, designed to provide a range of spaces for academic research and teaching.
- The design is informed by feedback from the public consultation and will be refined in consultation with the local community.

MAY 2017

09 | DESIGN DEVELOPMENT

DESIGNING SPACES

- The building will be the first phase of the UCL East site, designed to provide a range of spaces for academic research and teaching.
- The design is informed by feedback from the public consultation and will be refined in consultation with the local community.

MAY 2017

10 | ACCESS AND CONNECTIVITY

ACCESS AND CONNECTIVITY

- The building will be the first phase of the UCL East site, designed to provide a range of spaces for academic research and teaching.
- The design is informed by feedback from the public consultation and will be refined in consultation with the local community.

MAY 2017

11 | TOWNSCAPE AND LANDSCAPE

TOWNSCAPE AND LANDSCAPE

- The building will be the first phase of the UCL East site, designed to provide a range of spaces for academic research and teaching.
- The design is informed by feedback from the public consultation and will be refined in consultation with the local community.

MAY 2017

12 | NEXT STEPS

NEXT STEPS

- The building will be the first phase of the UCL East site, designed to provide a range of spaces for academic research and teaching.
- The design is informed by feedback from the public consultation and will be refined in consultation with the local community.
B2. Introductory flip-book present at exhibitions
B3. Stage 1 Feedback Forms

Please tell us your thoughts on the concept design proposals for Pool Street West and help inform the next stage of detailed design.

Name: ______________________ Postcode: ______________________

Are you a...

[ ] Local resident [ ] Part of an organisation: ______________________

[ ] UCL student [ ] UCL staff [ ] Visitor

To be kept informed about UCL East, please fill in your details below:

Email: ______________________ Telephone: ______________________

Address: ______________________

We will not give your personal information to others. Your feedback will only be used for the purposes of this consultation.

Q1. How well do you think the look and feel of the building fits in with the local area?

[ ] Very well [ ] Well [ ] Don’t know [ ] Poorly [ ] Not at all

How would you describe its identity? How well does it express itself as part of a university in the Park?

Q2. Do you think the building is inviting?

[ ] Yes [ ] Somewhat [ ] Don’t know [ ] Not at all

The building is designed to provide active frontages with the university activities visible from the streets to inform and engage people. How well does it achieve this?

Q3. Do you like the approach to the external spaces / landscaping?

[ ] Yes [ ] Somewhat [ ] Don’t know [ ] No [ ] Not at all

The design seeks to provide space for outside activities and green areas. How well does the building achieve this?

Q4. Overall what is your impression of what you have seen today?

[ ] Excited [ ] Generally positive [ ] Neutral [ ] Unsure [ ] Unexcited

Q5. Do you have any further comments or suggestions?

Q6. Were you involved in the previous rounds of consultation (including viewing any online materials) for the UCL East masterplan?

[ ] Yes [ ] No

Q7. Have you found this event informative?

[ ] Yes [ ] No

THANK YOU FOR COMPLETING THE FORM.

Please return this form to a member of staff or in the box provided. Alternatively please submit your form by FRIDAY 26TH MAY 2017 via post or email:

Soundings
148 Curtain Road
London
EC2A 3AT

UCLEast@soundingsoffice.com
B4. Stage 2 Exhibition boards

**UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST**

**01 | WELCOME**

**INTRODUCTION**
Welcome to the UCL East Phase 1 Exhibition. This exhibition brings together plans for Marshgate and Pool Street West sites for the first phase of UCL East, a new campus for UCL University College London within Queen Elizabeth Olympic Park. Together they will form a campus for teaching, learning and research, incorporating spaces for public use and engagement.

**MARPHEGATE 1**
Marshgate 1 will be an academic building opening onto the Maurice Wilkes Building, incorporating spaces for public use and engagement.

**POOL STREET WEST**
Pool Street West will be a mixed use commercial hub, bringing together academic and public spaces with student accommodation.

**SEE BOARDS 05 - 08**

**UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST**

**02 | ABOUT UCL EAST**

**BACKGROUND**
In partnership with manner London (LLDC), UCL has submitted an outline application for the development of Marshgate 1 and Pool Street West within Queen Elizabeth Olympic Park. The Park is a major civic and cultural complex, founded nearly 250 years ago. UCL East will be part of a cluster of top universities located within East London, an area of excellence for education, research and development. UCL East will be a campus for teaching, learning and research, incorporating spaces for public use and engagement.

**UCL EAST SITES**

**THE ILLUSTRATIVE MASTERPLAN**

**ACTIVE STREET LEVELS OF THE ‘FLUID ZONE’**

**OUTLINE APPLICATION**
The outline application for UCL East was submitted jointly by UCL and LLDC to the London Legacy Development Corporation (LLDC) in November 2016. The outline application was submitted in accordance with the Planning and Compulsory Purchase Act 2004 (Planning Act 2004). The outline application was subject to public consultation, and a draft outline planning permission was obtained. The outline planning permission was issued by the London Legacy Development Corporation (LLDC) on 15 October 2017.

**PHASING OF UCL EAST**
The illustrative masterplan for UCL East phasing 1 is presented, establishing a masterplan that responds to existing buildings and spaces within the Park. The phasing 1 masterplan is based on an illustrative masterplan produced by LDA Design on behalf of UCL and LLDC. The illustrative masterplan was subject to public consultation, and a draft illustrative masterplan was obtained. The illustrative masterplan was issued by the London Legacy Development Corporation (LLDC) on 15 October 2017.

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B4. Stage 2 Exhibition boards

IN VolVING UCL & THE LOCAL COMMUNITY

Consultation on the masterplan started in October 2016, and the project was engaged with the local community.

The consultation process helped gather suggestions and preferences about UCL East, and the results were incorporated into the final design. Over 4,800 people were engaged in total through events, workshops, pop-up events, local schools and youth centres, workshops, exhibitions, and local outreach sessions.

The consultation and the results of the consultation were then incorporated into the final design.

FEEDBACK FROM THE MASTERPLAN CONSULTATION STATE

OVERALL IMPRESSION OF THE MASTERPLAN*  
Ensure there is good wayfinding from key locations and activities to local community, UCL students and staff.

HEADLINE FINDINGS*  
Ensure there is good wayfinding from key locations and activities to local community, UCL students and staff.

B. Exhibition Materials

BACKGROUND

Following the submission of the outline planning application, UCL will develop designs for the site and will engage with the local community to understand their aspirations and expectations for the development.

The Phase 3 buildings will comprise a mix of academic and public spaces, including lecture theatres, seminar rooms, and student living, and a high-quality public realm.

UCL appointed architects Lifschutz Davidson Sandilands and Grafton Architects to lead on the detailed design for the Phase 3 buildings. The masterplan team will work closely with the local community to ensure the final design meets their expectations.

DEVELOPING THE ACADEMIC VISION

The UCL East team has been working closely with UCL students, staff, and the local community to develop an academic vision for UCL East, which will be integrated into the final design. This process has been driven by the local community's aspirations and expectations for UCL East, and the final design will reflect these aspirations and expectations.

PHASE 1 INDUCTIVE TIMELINE

Phase 1 involves the design of the temporary facilities and the Phase 1 buildings, which will be completed by 2020 onwards. The design will be informed by the feedback from the consultation and the aspirations of the local community.

PHASE 1 PROPOSED PLAN

The Phase 1 buildings will be designed to accommodate the academic activities and the Phase 1 developments, which will be completed by 2020 onwards. The design will be informed by the feedback from the consultation and the aspirations of the local community.

BRINGING THE ACADEMIC VISION TO LIFE

The Phase 1 buildings will be designed to accommodate the academic activities and the Phase 1 developments, which will be completed by 2020 onwards. The design will be informed by the feedback from the consultation and the aspirations of the local community.

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B4. Stage 2 Exhibition boards

UCL EAST PHASE 1 | POOL STREET WEST | DEVELOPED DESIGN STAGE

**STAGE 1 CONSULTATION**

The first stage of public consultation took place between May and June 2017. Over 153 people were engaged through a variety of consultation methods gathered from both the UCL community and the local community in particular. The feedback gathered from the consultation showed an awareness of thought, issues and aspirations.

### TRACKING CHANGES

The following sections offer key changes:

- The design team have mapped out the areas for further consultation.
- The exhibition materials have been developed to take account of the feedback.
- The team have considered the feedback and have developed the design to take into account the feedback.
- The exhibition materials have been updated to reflect the changes.
- The design team have considered the feedback and have developed the design to take into account the feedback.

### QUICK FACTS & FIGURES

- **13,000 m²** of floorspace of circa 5,000 m²
- **13,000 m²** of floorspace of circa 5,000 m²
- **5,000 m²** of floorspace of circa 5,000 m²
- **5,000 m²** of floorspace of circa 5,000 m²
- **5,000 m²** of floorspace of circa 5,000 m²
- **5,000 m²** of floorspace of circa 5,000 m²

### DESIGN APPROACH

The approach has been to integrate academic vision and research into the design of the building. This has been achieved by incorporating the latest technologies and sustainable practices into the design.

### BRINGING THE ACADEMIC VISION TO LIFE

- **The Urban Room**, which will be a new space for the UCL community to come together in a supportive and inclusive environment.
- **The Culture Lab**, which will be a new space for the UCL community to come together in a supportive and inclusive environment.
- **The Global Disability Innovation Hub**, which will be a new space for the UCL community to come together in a supportive and inclusive environment.
- **The Future Living Institute**, which will be a new space for the UCL community to come together in a supportive and inclusive environment.
- **The Co-Labs**, which will be a new space for the UCL community to come together in a supportive and inclusive environment.
- **The Engineering Labs**, which will be a new space for the UCL community to come together in a supportive and inclusive environment.

### LEAD ARCHITECTS

**Lifschutz Davidson Sandilands (LDS)** have been appointed as Lead Architects and for the design of the building. This has been achieved by incorporating the latest technologies and sustainable practices into the design.

### TRACKING CHANGES

The following sections offer key changes:

- The design team have mapped out the areas for further consultation.
- The exhibition materials have been developed to take account of the feedback.
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**STAGE 1 EVENTS**

- Exhibition and engagement spaces
- Workshops and programming for all ages
B4. Stage 2 Exhibition boards

**KEY FEATURES**

The public realm design of the Fluid Zone on the first two storeys aims to enhance the existing routes and better integrate with the wider context. Active frontages will be maximised at ground floor level.

A key part of the Fluid Zone design concept is the development of a public entrance foyer at the centre of the building with an atrium above. Shared facilities and amenities will surround the atrium, helping to create a lively public space that is welcoming to both visitors and the local community. An external and internal space on the building images on the right show illustrative views along the key routes and access points.

**KEY ROUTES AND VIEWS**

1. View from Sidings Street, along Waterworks River with cafes and retail
2. View from Montfichet Road

**LAYOUT AND USES**

- Students & staff access
- Cyclists
- Service vehicles / blue badge parking
- Residents (possible entrance)
- Retail
- Workspace
- Exhibition space
- Studio

**TERRACE**

- Activities & uses: Events and spill-out space, balcony overlooking the river
- Landscape & biodiversity: Green spaces for study and leisure
- Ornamental planting will articulate the space with aromatic and seasonal flowers. Students will have the opportunity to grow their own herbs.
- Formal hedge planting encloses the spaces. This hedge is fast growing, wind tolerant and has attractive foliage.
- A selection of Mediterranean trees will be planted to reduce the affects of the wind and visible from the building attracting people outside.

**STUDENT LIVING**

- Communal living space
- Self-catered, ensuite bedrooms with generous shared kitchen / living / dining facilities
- Wheelchair accessible rooms
- Further communal spaces at terrace level, including a study area, music practice room and lounge
- Generous views out
- Optimised storage

**OVERVIEW:**

Student residential accommodation arranged in clusters of 8-10 students including:
- Self-catered, ensuite bedrooms with generous shared kitchen / living / dining facilities
- Wheelchair accessible rooms
- Further communal spaces at terrace level, including a study area, music practice room and lounge
- Generous views out
- Optimised storage
B4. Stage 2 Flip book pages (Exhibition board 13)

Flip book A:

Flip book B:
Please tell us your thoughts on the design proposals for Marshgate 1 and Pool Street West to help inform the next stages of design development.

**Name:**

**Postcode:**

**Are you a...**
- Local resident / worker
- Part of an organisation:
- UCL student
- Visitor
- UCL staff

**To be kept informed about UCL East, please fill in your details below:**

**Email:**

**Telephone:**

**Address:**

We will not give your personal information to others. Your feedback will only be used for the purposes of this consultation.

**Q1. How well do you think the look of the building fits in with the Park and the local area?**

- Very well
- Well
- Don’t know
- Poorly
- Not at all

**Tell us more...**

**Q2. How well do you think the building connects the inside / outside and offers opportunities for the public to engage with academic activities?**

- Very well
- Well
- Don’t know
- Poorly
- Not at all

**Tell us more...**

**Q3. Do you like the approach to the external spaces and landscaping?**

- Yes
- Somewhat
- Don’t know
- No
- Not at all

**Tell us more...**

**Q4. As part of its environmental approach the building integrates elements to provide solar shading and reduce the effect of wind. Do you think these are successfully reflected in the design?**

- Very well
- Well
- Don’t know
- Poorly
- Not at all

**Tell us more...**

**Q5. Do you think that the materials and forms used in the building design are successful?**

- Yes
- Somewhat
- Don’t know
- No
- Not at all

**Tell us more...**

**Q6. Do you like the approach to the terrace landscaping and uses?**

- Yes
- Somewhat
- Don’t know
- No
- Not at all

**Tell us more...**

**Q7. Do you think the public entrance and atrium space is attractive and welcoming?**

- Yes
- Somewhat
- Don’t know
- No
- Not at all

**Tell us more...**

**Q8. Do you like the idea of the Making Yard being visible from the street?**

- Yes
- Somewhat
- Don’t know
- No
- Not at all

**Tell us more...**

**Q9. Overall what is your impression of the designs you have seen today?**

- Excited
- Generally positive
- Neutral
- Unexcited
- Unsure

**Tell us more...**

**Q10. Do you think the two designs work well together and provide a strong presence in the Park?**

- Yes
- Somewhat
- Don’t know
- No
- Not at all

**Tell us more...**

**Q11. Do you have any further comments or suggestions?**

**Thank you for completing the form.**

Please return this form to a member of staff or in the box provided. Alternatively please submit your form by FRIDAY 13TH OCTOBER via post or email:

Soundings
148 Curtain Road
London, EC2A 3AT
UCLEast@soundingsoffice.com
B6. Stage 3 exhibition boards
B6. Stage 3 exhibition boards
B6. Stage 3 Flip book pages

Board 06

Board 07
B7. Stage 3 Feedback Forms

FEEDBACK FORM
UCL EAST PHASE 1 | POOL STREET WEST & MARSHGATE 1
MARCH 2018

DATA PROTECTION
Soundings are appointed community consultant for UCLEast. They are collecting your data on behalf of University College London (UCL) for consultation purposes only. Your details will not be shared with any third parties.

Do you agree that Soundings may collect your personal details?

Yes □ No □

Would you like to be on the UCLEast mailing list to receive project updates and notice of events?

Yes □ No □

ABOUT YOU
Name:

__________________________

UCL student □ UCL staff □
a local resident □ a visitor □
a local worker □ part of an organisation □

Relationship to the project:

__________________________

Email:

__________________________

Postcode:

__________________________

Gender: □ Male □ Female □ Other □

Gender:

__________________________

Age:
B8. Exhibition Signage

Please post your feedback form here.

Alternatively you can submit your form by Friday 23 March via post or email:

Soundings
148 Curtain Road
London EC2A 3AT

UCLEast@ soundings office.com

Welcome to the UCL East Public Exhibition
Showcasing designs for the largest single expansion of UCL since the University was founded nearly 200 years ago

www.ucl.ac.uk/ucl-east

View the latest model of the UCL East campus
A historic and transformative development for UCL

www.ucl.ac.uk/ucl-east
## C. Workshop Materials

### C1. Stage 1 Outreach session worksheets

#### 01. APPEARANCE & IDENTITY

How well do you feel the look and feel of the building fits in with the local area?
How would you describe its identity? How well does it express itself as part of a university in the Park?

- [ ] Very well
- [ ] Well
- [ ] Don’t know
- [ ] Poorly
- [ ] Not at all

#### 03. ACCESSIBILITY

Do you think the building is inviting?
Would the design proposals encourage you to enter the building? If not what would make you more comfortable entering the building?

- [ ] Yes
- [ ] Somewhat
- [ ] Don’t know
- [ ] No
- [ ] Not at all

#### 02. USES & ACTIVITIES

How well do you think the design proposal fits in with the surrounding streets and site edges?
The building is designed to provide active frontages with the university activities visible from the streets to inform and engage people. How well does it achieve this?

- [ ] Very well
- [ ] Well
- [ ] Don’t know
- [ ] Poorly
- [ ] Not at all

#### 04. ENVIRONMENT

Do you like the approach to the external spaces / landscaping?
The design seeks to provide space for outside activities and green areas. How well does the building achieve this? Would make you more comfortable entering the building?

- [ ] Excited
- [ ] Generally positive
- [ ] Neutral
- [ ] Unsure
- [ ] Unexcited

### SUMMARY

<table>
<thead>
<tr>
<th>LIKES</th>
<th>OPPORTUNITIES</th>
<th>CHALLENGES</th>
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C2. Stage 2 Outreach session worksheets

01. What is your overall impression of both designs? How well do you think the look and feel of the buildings fits in with the local area?

☐ Very well   ☐ Well   ☐ Don’t know   ☐ Poorly   ☐ Not at all

02. Do you think the two designs work well together and provide a strong presence in the Park?

☐ Very well   ☐ Well   ☐ Don’t know   ☐ Poorly   ☐ Not at all

03. Do you like the approach to the external spaces / landscaping?

☐ Yes   ☐ Somewhat   ☐ Don’t know   ☐ No   ☐ Not at all
C3. Stage 3 Outreach session worksheets

1. Do you feel the appearance of the two buildings (Marshgate 1 and Pool Street West) work well together?

2. Could you imagine yourself attending events held in Marshgate?
   What kind of events would you attend there?

3. What do you think of the outdoor spaces?
   Outline what you like & things you would like to see for on the campus of UCL East.
   For example: places to play, exercise, meet your friends...

4. How do you feel about the look and appearance of Marshgate?

5. Would you feel welcome at Marshgate? If you are walking past the building, would you enter to check out what’s on?

6. How do you feel about the look and appearance of Pool Street West?
This consultation report has been produced by:

**Soundings**

148 Curtain Road
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**UCL website**

ucl.ac.uk/ucl-east

**Queen Elizabeth Olympic Park website**

QueenElizabethOlympicPark.co.uk/ucl-east