

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

Stage 1

Consultation report

Soundings
November 2017





UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

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CHAPTER 01

SUMMARY

UCL EAST PHASE 1 | MARSHGATE 1

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CHAPTER 1

SUMMARY

1.1 Introduction

UCL East and Marshgate 1

UCL (University College London) is working in partnership with the London Legacy Development Corporation (LLDC) to establish UCL East, a world-class cultural and education destination within Queen Elizabeth Olympic Park (the Park) as part of the Cultural and Education District (CED), an overarching development proposed by LLDC within the Park.

UCL East will establish a new university campus for UCL. The Cultural and Education District will form part of the legacy transformation of Queen Elizabeth Olympic Park into a new, diverse and vibrant part of London which includes UCL East and the Stratford Waterfront development.

The consultation on the masterplan process for UCL East commenced in 2015 and the outline application was submitted in May 2017. UCL and the design team are in the process of developing detailed designs for the first phase which includes the Marshgate 1 and Pool Street West sites.

Separate planning applications will be made for Mashgate 1 and Pool Street West which form the two components of Phase 1.

Community consultation

Soundings have been appointed by UCL to carry out community consultation to inform development on Phase 1 of the UCL East. The aims of this process are to:

- Raise awareness of the project and design development.
- Gather aspirations and understand key issues with regard to the UCL East Phase 1 - both for the local community and the UCL student and staff community.
- Be inclusive, accessible, transparent and engaging.
- Facilitate a variety of different ways for people to get involved.
- Clearly communicate the feedback from the community to UCL and the design team.
- Inform the design development.

Stage 1 consultation process for Marshgate 1 was held jointly with Pool Street West, presenting the first phase of UCL East.

This report documents the activities, findings and outcomes from the first stage of the consultation process for Marshgate 1 and will inform the Statement of Community Involvement to be submitted as part of a future planning application.

1.2 Summary of events & involvement

The first stage of public consultation activities took place in October 2017, by raising awareness and presenting the initial design for Marshgate 1. Feedback was gathered from both the UCL community and local community to gain an understanding of views, issues and aspirations.

Findings from engagement will test the early design concepts and help inform the developed design, which will be consulted upon next.

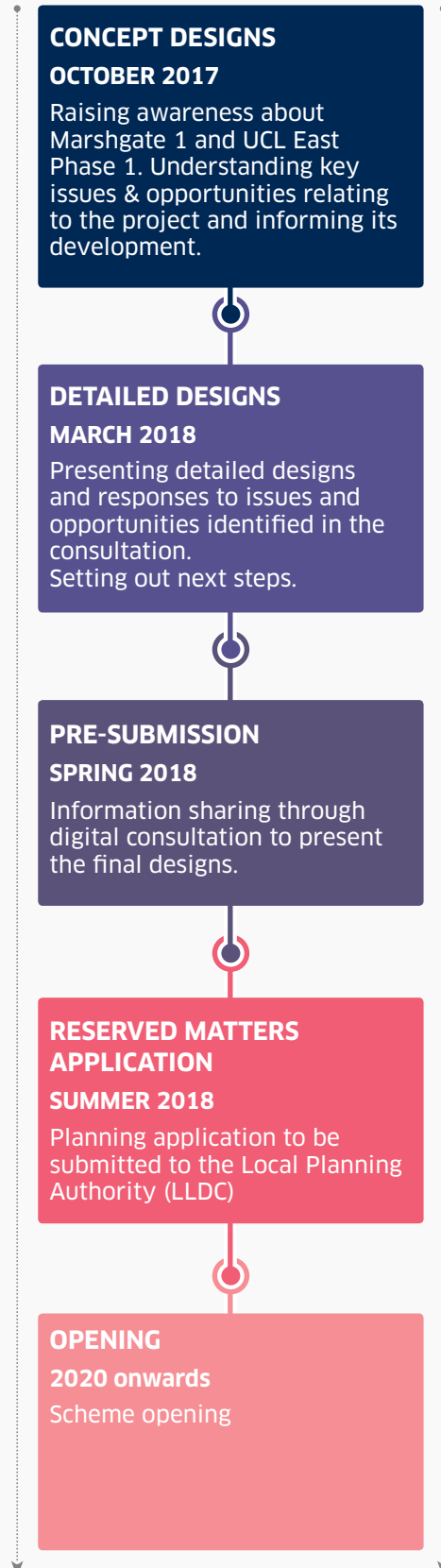
During the first stage of consultation, there were seven different events involving and engaging over 365 people through public exhibitions and outreach sessions.

Event information was circulated to over 21,000 local residents, businesses and contacts from the masterplan stage, alongside information available on the project web pages.

Thank you

We would like to thank all who have participated in the consultation process to date and given their valuable input, ideas and time. We look forward to continuing conversations during the next stage of the consultation process.

Consultation timeline



Feeding into the detailed design

Findings from the consultation have been regularly discussed with UCL, LLDC and the design team to help inform the thinking and design development.

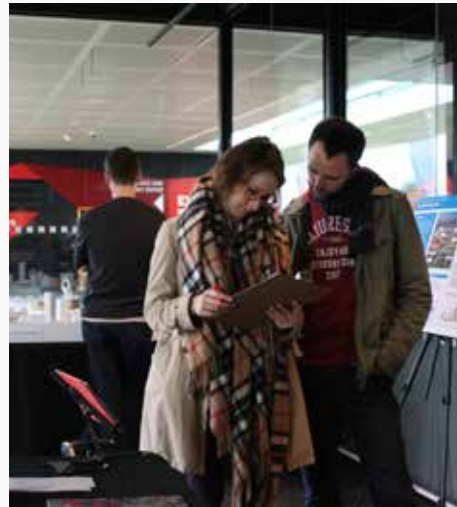
Below is an overview:

- Members of the project team attended all consultation events to discuss the project and hear feedback first-hand.
- Initial findings from events are also fed-back to the wider team shortly after.
- Dedicated sessions with the project team to present and discuss consultation findings.
- This report is a record of the process which will ultimately inform the Statement of Community Involvement as part of the planning application.

Over the course of the consultation the project team will listen to and wherever possible respond to the views expressed through this consultation, alongside those of key stakeholders and Statutory Consultees.

As the design develops we will track how community feedback has influenced the design. See Chapter 5 Tracking Changes for more details.

Stage 1 consultation statistics



Synopsis of responses

Altogether, there has been a very positive and enthusiastic response to the proposals for UCL East and Marshgate 1. Feedback forms at the exhibitions provided an opportunity for consultees to answer tick-box questions and leave comments.

All 252 written comments received during Stage 1 public exhibitions have been considered and catalogued both by response types (see bottom of page) and by topics discussed (see below). Analysing in this way enables a consistent and transparent process to discover particular themes where there is greater interest.

Over 85% of comments discussed one of the following three topics:

- 56% design, scale and identity
- 17% community benefit
- 12% open and public spaces

All topic categories are further described on page 27.

Following these topics, to the right is a summary of the key messages regarding Marshgate 1 arising through the first stage of consultation; alongside pie charts on the following page showing the quantitative responses to the tick-box questions.

SUMMARY OF RESPONSES

Design, Identity, Scale and Architecture:

When asked about UCL East, 80% of respondents selected feeling 'excited' and 'generally positive' on the designs for Marshgate 1 and Pool Street West (recorded in the first question – see page 9).

Comments received were positive, finding Marshgate 1 to be open and modern, fitting well into the surrounding developments, and a good use of a currently empty space. A dozen responses also refer to Marshgate 1 as too big and modern to blend into the Park, as well as "rough", "inorganic", and "unexciting". Suggestions were made for more green and shared spaces for public use.

Through community outreach sessions, the UCL Sabbatical Officers showed support of the Fluid Zone, also requesting to see more on its character and identity, currently presenting itself as a corporate building. The Legacy Youth Panel and Youth Board members were excited about the glass frontage as inviting, bringing vibrancy and people to the internal 'street' spaces.

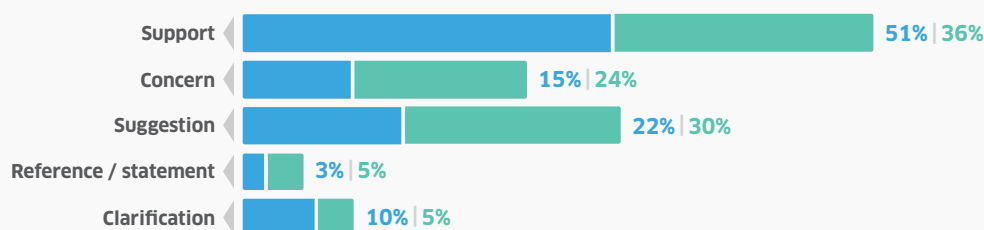
Community Benefit, Facilities and Involvement:

There was prevalent appreciation of the building's openness to the public. This was valued as relevant to the locals, stimulating for the area, and as a potential tourist attraction. A recurrent concern around public involvement was the lack of clarity on the public and private divide, with suggestions to advertise the use of the open spaces and activities both online and locally.

Open and Public Spaces:

All consultees were encouraged by public use of external spaces, animating the landscape. Certain concerns were that the campus may be isolated, or that public activity may disrupt studying. Although there was very little concern over loss of the currently empty plots, significant focus was expressed on integrating as much green space as possible – a vital quality of the area. Suggestions were made for additional seating, planting and colour around Marshgate 1.

Response types*



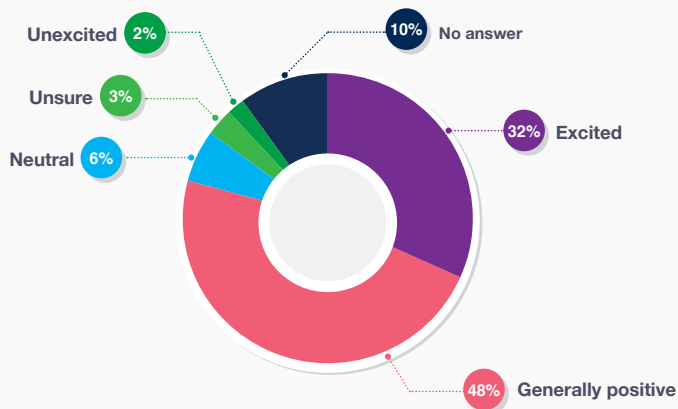
KEY

- Percentage of local community comments
- Percentage of UCL comments

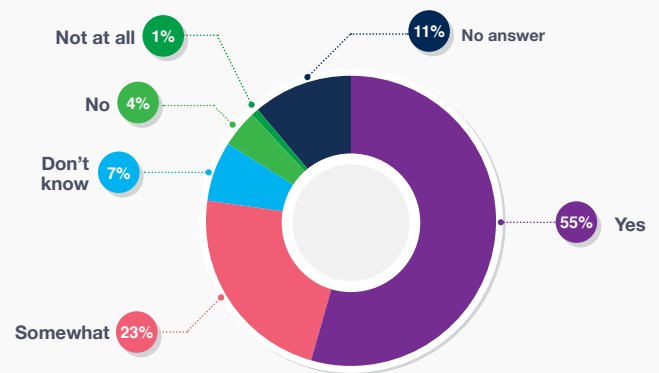
*Data is based on a total of 252 comments gathered through the 104 feedback forms from Stage 1 public consultation events. Response types are further discussed on page 27.

RESPONSES TO PHASE 1

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

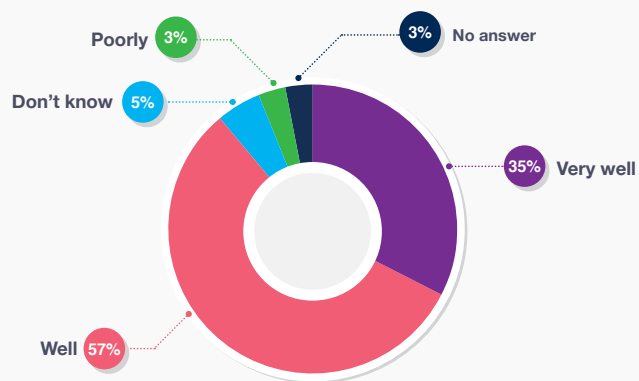


Q. Do the Phase 1 designs work together and provide a strong presence?

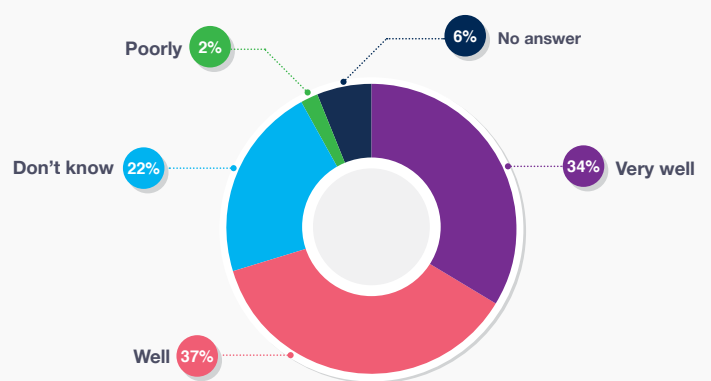


RESPONSES TO MARSHGATE 1

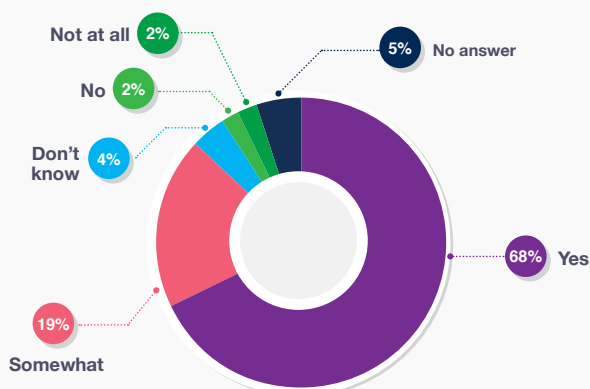
Q. How well does the look of the building fit in with the Park and the local area?



Q. How does the building connect the inside/outside & enable public to academic engagement?



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



CHAPTER 02

BACKGROUND

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 2

BACKGROUND

2.1 About UCL East

The vision

The UCL East Site, located on neighbouring sites to the south of the London Aquatics Centre and the ArcelorMittal Orbit, will provide a new campus for University College London, complementing its Bloomsbury Campus. This proposed development represents the largest ever single expansion of UCL since the university was founded nearly 200 years ago.

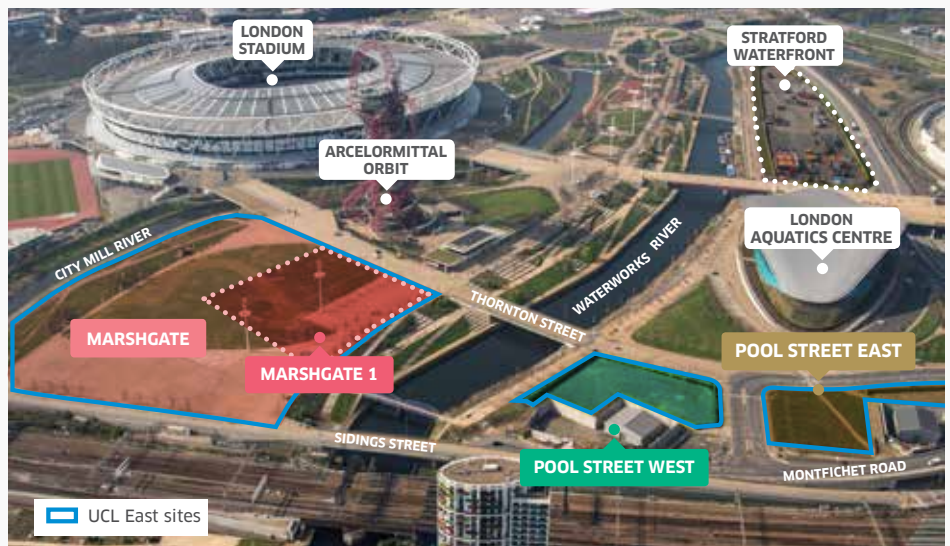
The UCL East Site is envisaged as a new model of how a university campus can be embedded within the local community, as an inviting and inclusive institution. It will also provide world-leading research and education accompanied by entrepreneurship and innovation, fostering new opportunities for the area.

The first phase of development is expected to have up to 3,000 students and 625 staff, including academics and researchers, on Pool Street West and Marshgate 1, alongside other users and visitors.

The new campus will bring together cross-disciplinary UCL expertise across four key themes: Experiment, Art, Society and Technology (EAST).

UCL East will:

- House new activity not currently offered at UCL's Bloomsbury campus.
- Serve as a model for a university campus of the future.
- Provide an outstanding environment for learning and scholarship for students, staff, collaborators and the public.
- Play a central role in the sustainable development of the Cultural and Education District and east London.



2.2 About Marshgate 1

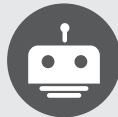
Marshgate 1 makes up part of the first phase of UCL East, along with the Pool Street West building. Marshgate 1 will feature spaces for workshops, labs and exhibition spaces with a series of interconnecting spaces for academic and public use, opening onto the riverside.

Much larger than Pool Street West, Marshgate 1 will serve as the centre for the UCL East academic vision.

ACADEMIC VISION



The **Culture Lab**, which will offer teaching, research and engagement spaces, underpinned by new educational programmes in making, media, conservation & heritage, and public history. Activities and facilities at Marshgate will include a media lab, an object-based learning laboratory, and a suite of conservation facilities.



The **Experimental Engineering Labs**, which will comprise new academic activities in innovative and multidisciplinary fields of study, including advanced propulsion, future manufacture, and applied imaging.



The **Institute of Making Big**, a multidisciplinary research club for those interested in the made world: from makers of molecules to makers of buildings, synthetic skin to spacecraft, soup to diamonds, socks to cities.



The **Global Future Cities Co-Labs**, which will be organised around a series of shared spaces, specialising in providing opportunities for collaboration and application of knowledge towards the improvement of human settlements worldwide, and the strategic use of ICT in sustainable, prosperous urban futures.



The **Academy of Innovative Applied Finance**, which will provide leadership and training for future financial and business leaders, enabling close collaboration between research, financial innovation, industry, and government.



Flexible workshop space



Café and social study space



Public uses and programme

2.3 Who is involved



UCL Bloomsbury campus

University College London (UCL)

Role: Long leaseholder, developer and future occupier

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 38,000 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 during 2017 and admit its first students in September.



Queen Elizabeth Olympic Park

London Legacy Development Corporation (LLDC)

Role: Landowner and developer

Formed in April 2012, LLDC's purpose is to use the once-in-a-lifetime opportunity of the Olympic Games and the creation of Queen Elizabeth Olympic Park to develop a dynamic new heart for east London, creating opportunities for local people and driving innovation and growth in London and the UK.

LLDC is responsible for delivering one of the most important Olympic legacy promises - the long-term planning, development, management and maintenance of the Park and its impact on the surrounding area after the London 2012 Games.

It is a Mayoral Development Corporation and works closely with a number of organisations including the Mayor of London, the Greater London Authority, central government, the east London Growth Boroughs, residents in neighbouring local communities, local organisations, businesses and regeneration agencies and national and international sporting, cultural and leisure organisations.



Central Saint Martins

Stanton Williams Architects

Role: Design team lead

Stanton Williams have extensive experience of working on complex and sensitive sites, and of working with clients to create spaces which promote interaction between building occupiers and the public: aspects of design which relate directly to the aspirations for Marshgate 1.

Soundings has been appointed to facilitate the community consultation process. There are also a number of other consultants involved in the project.

CHAPTER 03
CONSULTATION PROCESS

UCL EAST PHASE 1 | MARSHGATE 1

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CHAPTER 3

CONSULTATION PROCESS

3.1 Overview

Consultation on UCL East Phase 1 Marshgate 1 is a three-stage process, involving stakeholders and the community at each key stage of design development. The following is a broad overview of the aims of consultation stages 1-3. This chapter presents all activities and detailed feedback received during Stage 1.

Stage 1 | Issues, opportunities & design principles

- The first stage aimed to present the initial design of the proposal and its academic vision to UCL staff and students, local stakeholders and communities, including key groups such as youth.
- Consultation focused on gaining an understanding of both UCL and local issues and aspirations for UCL East.
- Findings from engagement will test the early design concepts and help inform development of the developed design.

Stage 2 | Design Development

- Stage 2 will present the developing design approach. The design team will also explore how it will connect and engage with the local area, what uses and activities there could be and its vision for sustainability.
- Key findings from the first stage of engagement will be presented back, alongside a clear explanation of how the design is responding to the feedback.

Stage 3 | Final Draft Proposal

- Stage 3 will present the final draft proposal through digital consultation, revisiting the key aspirations and issues that have arisen from community consultation to date and provide responses from the design team on how this feedback has helped to inform the plans.

3.2 Consultation diary

What has happened so far

The first stage of consultation on Marshgate 1 has aimed to involve as many people as possible through a variety of ways that are accessible and appropriate for the many communities and stakeholders linked to the project.

23 SEPTEMBER

Door-to-door flyer distribution



21,000 flyers
 plus emails

05 OCTOBER

UCL Bloomsbury Main Quad



79 attendees

04 OCTOBER

UCL Bloomsbury Main Quad



111 attendees

COMMUNICATION

PUBLIC EXHIBITIONS

2017

SEPTEMBER

OCTOBER

07 OCTOBER

The Podium,
Queen Elizabeth Olympic Park



69 attendees

17 OCTOBER

Youth Board meeting



7 attendees

06 OCTOBER

Stratford Library



67 attendees

11 OCTOBER

UCLU Sabbatical Officers
Walkabout & discussion



4 attendees

28 OCTOBER

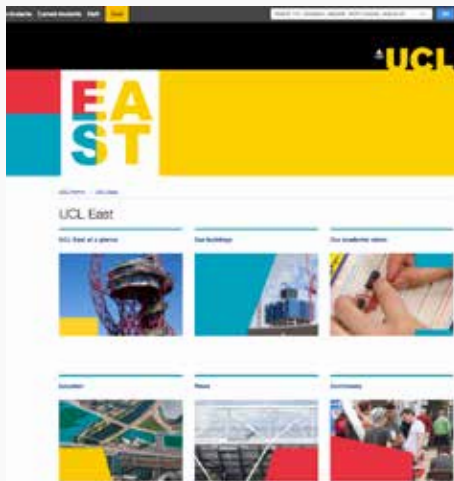
Legacy Youth Voice
workshop



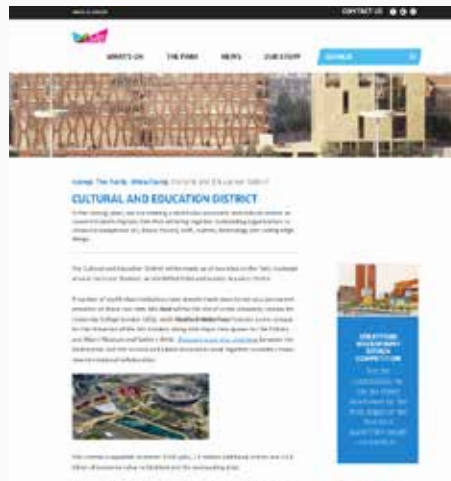
29 attendees

OUTREACH SESSIONS

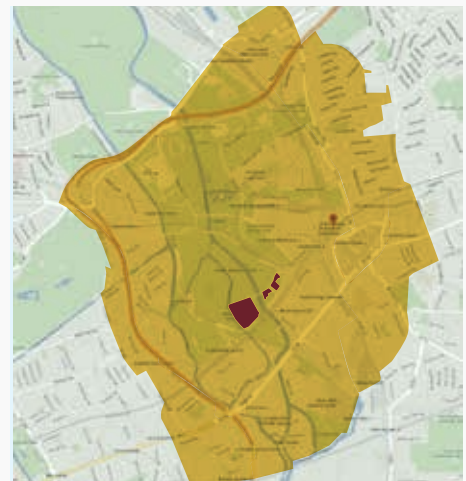
3.3 Communication & promotion



UCL website



Queen Elizabeth Olympic Park website



Event flyer distribution area

Keeping in touch

Websites

UCL East has a dedicated web presence within both UCL's and LLDC's websites. Content is regularly updated to inform people about UCL East, latest developments, news, and how to get involved. All public consultation materials were made available online.

UCL website:
ucl.ac.uk/ucl-east

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

Emails & flyers

In September, approximately 21,000 event flyers announcing the public exhibitions were delivered to households and businesses surrounding the site. In addition, approximately 600 people who were previously engaged in the masterplan process, including local groups and stakeholders, were emailed a copy of the flyer.

UCL communications

UCL has used a range of communication channels to raise awareness of the programme and promote how people can become involved. These have included using the UCL e-newsletters (including TheWeek@UCL to all c.14,000 UCL staff), the main UCL website, the UCL East website, internal events and face-to-face meetings and presentations.



Event flyer



Public exhibition, Stratford Library, 6 October 2017



Public exhibition, Stratford Library, 6 October 2017



Public exhibition, UCL Bloomsbury, 4 October 2017

3.4 Activities & events



Exhibition at Stratford Library, 6 October 2017



Exhibition at UCL Bloomsbury, 4 October 2017



Exhibition in Queen Elizabeth Olympic Park,
7 October 2017

Exhibitions

Public exhibitions were held in both UCL Bloomsbury campus and Stratford in October 2017. The events aimed to present first stage concept designs for Marshgate 1 and second stage detailed designs for Pool Street West, and understand a cross-section of local and UCL views on the proposals. The events took the form of public exhibitions, presenting design boards, and allowing those who stopped by to speak with the project team and leave feedback.

Exhibition materials included:

Introductory flipbook: This provided background information on UCL East Phase 1, covering the context of UCL's project and site area, with an overview of the consultation process.

Exhibition boards: Eight boards covered the academic vision, design objectives and concept designs for Marshgate 1, as well as general information on the project.

Feedback forms: Visitors to the exhibition were given a feedback form to complete and write any comments on the proposal.

UCL Bloomsbury Exhibitions

Two exhibitions were held in the UCL Bloomsbury Main Quad, on Wednesday 4 and Thursday 5 October. Visitors included UCL students and staff as well as the occasional visitor to the campus.

The UCL Bloomsbury events were communicated through emails to consultees from the masterplan consultation who wished to remain informed, as well as through UCL e-newsletters and updates on the dedicated UCL East webpages and UCL homepage.

Approximately 190 people were engaged and 63 feedback forms received on Phase 1 of UCL East, relating to both Pool Street West and Marshgate 1 plots.

Event details

1. UCL Bloomsbury, Main Quad
Wednesday 4 October | 11am – 3pm
2. UCL Bloomsbury, Main Quad
Thursday 5 October | 11am – 3pm

Stratford Exhibitions

Local exhibitions were then held at Stratford Library on Friday 6 and in Queen Elizabeth Olympic Park on Saturday 7 October. These raised further awareness of UCL East's Marshgate 1 and Pool Street West, as well as allowed for local feedback.

These events were communicated through 21,000 flyers distributed within the consultation boundary, emails to existing consultees and updates to UCL East webpages.

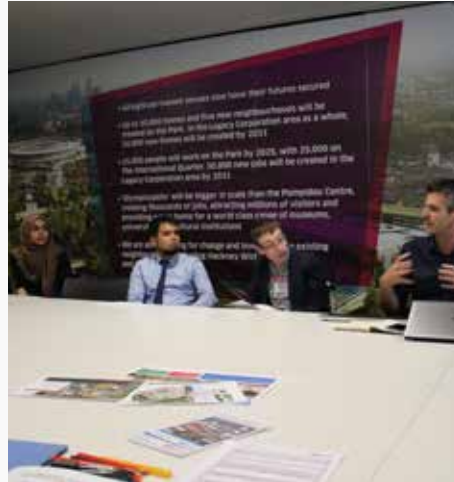
Approximately 136 people were engaged and 41 feedback forms received on Phase 1 of UCL East, relating to both Pool Street West and Marshgate 1 plots.

Event details

1. Stratford Library
Friday 6 October | 3pm – 7pm
2. The Podium, Queen Elizabeth Olympic Park.
Saturday 7 October | 12pm – 5:30pm



UCLU Sabbatical Officers walkabout,
 11 October 2017



Youth Board session, 17 October 2017



Legacy Youth Voice session, 28 October 2017

Outreach Sessions

Targeted outreach sessions facilitated in-depth discussion with local youth and UCL student groups.

Previous contact had been established with these groups as part of the UCL East Masterplan consultation process.

UCLU Sabbatical Officers session

UCLU Sabbatical Officers are elected to lead the Union (representative body for UCL students) on a full-time basis.

The project team took the Sabbatical Officers on a walk around the site, followed by a review of the proposals shown at the exhibitions and a group discussion. See page 36 for further details on their views.

Event details

Wednesday 11 October 2017 | 11am - 1pm
 Location: Queen Elizabeth Olympic Park

Attendees:
 4x Sabbatical Officers
 1x UCLU Chief Executive Officer
 5x project team members

Youth Board session

The Youth Board represents and makes decisions on behalf of the Legacy Youth Voice (LYC); advocating on behalf of the LYV at a strategic level to ensure that the voices of young people are heard, by engaging with and giving feedback to LLDC.

Members of the project team presented the initial proposals for Marshgate 1 alongside Pool Street West developed designs, followed by a group discussion with the Youth Board. For more details please refer to page 34.

Event details

Tuesday 17 October | 6pm - 7pm
 Location: LLDC, 1 Stratford Place, E20 1EJ

Attendees:
 7x Youth Board members
 7x project team members

Legacy Youth Voice session

The Legacy Youth Voice group is a panel of young east Londoners working alongside the team delivering Queen Elizabeth Olympic Park. Formed four years prior to the London 2012 Games, the project harnesses young people's interest and enthusiasm, and enables them to make a valuable contribution to the regeneration of east London.

The outreach session began with presentations of Marshgate 1 and Pool Street West, followed by group workshop sessions and a collective discussion. Findings are discussed on page 35.

Event details

Saturday 28 October 2017 | 1pm - 3pm
 Location: LLDC, 1 Stratford Place, E20 1EJ

Attendees:
 29x LYV members
 6x project team members

Community involvement

Local attendance mapping

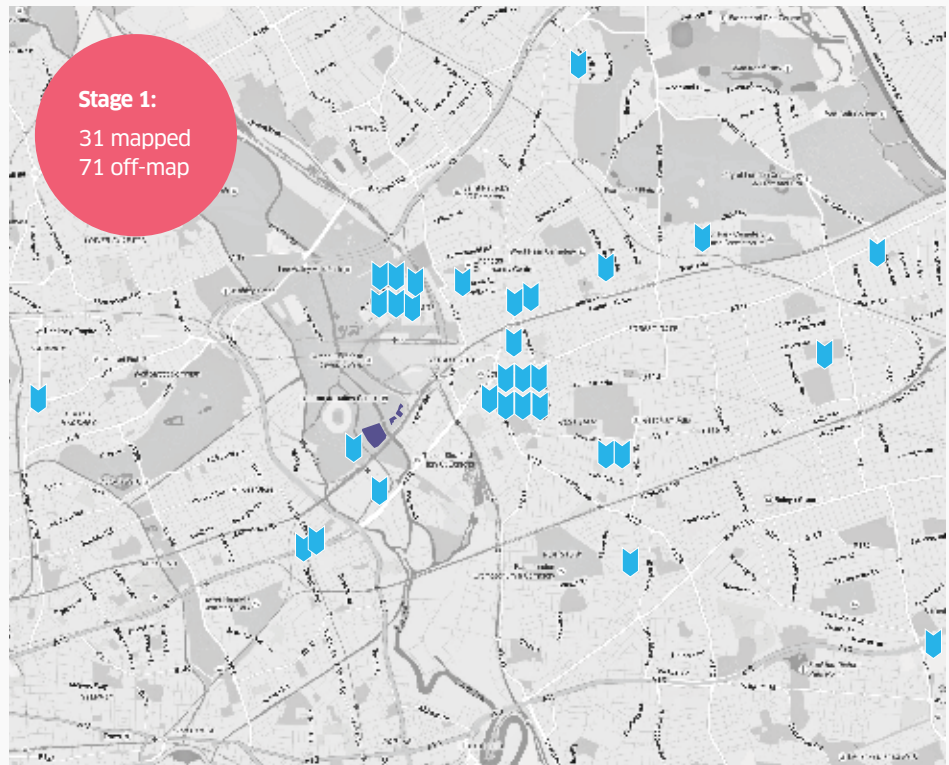
To the right is a mapping of people who gave feedback at the public exhibitions. This gives a broad indication of where those engaged live in relation to the project. As UCL participants are a community of interest rather than of proximity to the site, they have not been included on the map.

It is worth noting that contact details could not always be collected as many people looked through the exhibition materials without filling in forms or leaving their details.

Exhibition demographics

To verify consultation with a representative cross-section of the local community, the team kept an observational record of broad age groups, ethnicity and gender at the exhibition events. This provides a reference of the groups that have been engaged, and allows for comparison against local census data. It is important to note that the demographics data does not include those engaged with during outreach sessions, and is therefore not representative of the overall Stage 1 process. Below are some key observations.

- There has been a slight over representation of people under 25 (by 11%) and shortfall of those 25-35 (by 17%) at the exhibitions. This may be due to high student feedback received while on UCL's campus.
- There is an under representation of BME groups (by 14%), however there has been 20% increase of BME group representations compared to Stage 1 events in May 2017.
- Disability was not assessed, however dedicated disability groups are being specifically consulted in the wider process.



Note: These figures are taken from the total people that filled in feedback forms at the exhibitions events, with UCL consultees representing the majority of the "off-map" participants.

PUBLIC EXHIBITIONS					
	UCL Bloomsbury Exhibitions	Local Exhibitions	Average from all Stage 1 Exhibitions	Ward average	Exhibitions to Average comparison
Gender					
Male	61%	59%	60%	52%	+8%
Female	39%	41%	40%	48%	-8%
Age					
Under 25	62%	21%	45%	34%	+11%
25-35	16%	19%	17%	34%	-17%
36-55	17%	44%	29%	21%	+8%
Over 55	5%	16%	10%	11%	-1%
Ethnicity					
White	55%	56%	55%	41%	+14%
BME	45%	44%	45%	59%	-14%

Note: Categories and Ward data taken from UK Census Data, 2011, Stratford and New Town ward (Age by single year QS103EW; Ethnic Group QS201EW; Sex QS104EW). All figures rounded to the nearest whole number, as such there may be a small discrepancy of 1%.

*The demographics table does not include those we engaged with through outreach sessions. For more information on the outreach sessions please refer to pages 34-37.



View towards the UCL East site, looking north over Queen Elizabeth Olympic Park

CHAPTER 04

FINDINGS

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 4

FINDINGS

4.1 Overview

The first stage of public consultation events on Marshgate 1 have displayed the UCL East project, aiming to raise awareness on the detailed design process, introduce the design principles and initial concept designs for the building and gather feedback from both the local and UCL community.

The public exhibitions introduced the project team and presented the academic vision, history and context of the site, community involvement from the masterplan process, how the masterplan shaped the concept designs and finally the concept designs and plans for the building. Outreach sessions featured presentations and walkthroughs from the team followed by in-depth discussions with local youth and UCLU Sabbatical Officers.

The public exhibition events displayed designs for both Marshgate 1 and Pool Street West.

The feedback and findings on the following pages have been gathered from the exhibitions, outreach sessions with the Youth Board, Legacy Youth Voice and UCLU Sabbatical Officers.

The following materials were used to collect feedback:

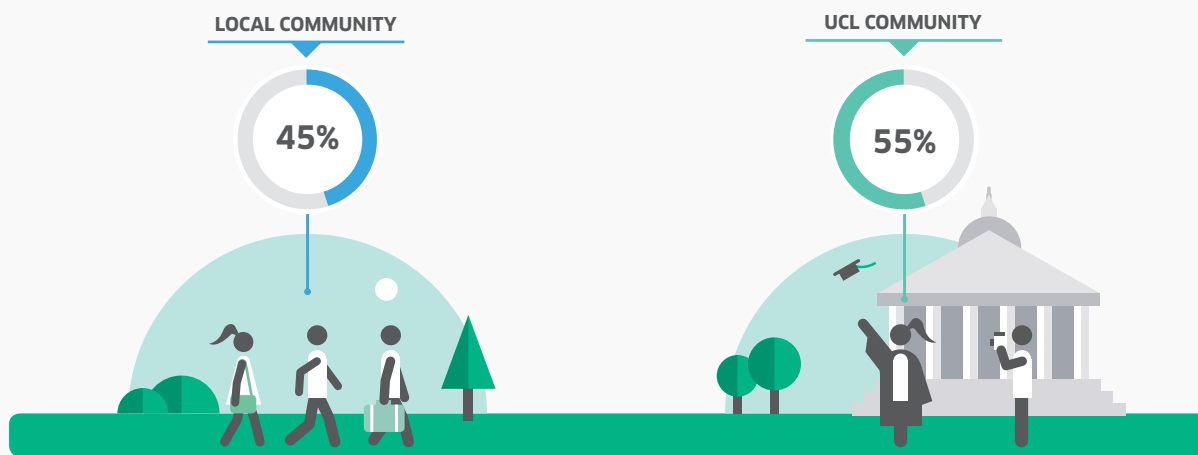
- **Feedback forms**
- **Outreach session tablesheets and recordings**

4.2 Exhibition feedback

Stakeholder category*

Across all four exhibition events, 326 people attended. Of those, 58% attended events at the UCL Bloomsbury campus, and 42% attended events local to Stratford, at the Stratford Library and at the Podium, on the Park.

104 feedback forms were received in total, answering the checkbox questions; space was also provided for written comments. Of those, 55% were from the UCL community and 45% from the local community.



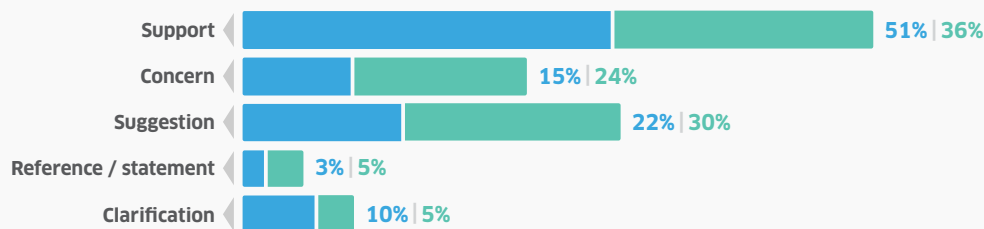
*Percentage of feedback forms received at Stage 1 public exhibition consultation events.

The following pages provide details on the tickbox feedback and comments left by consultees on UCL East Phase 1 and Marshgate 1.

Response types*

Of the 252 written comments received on feedback forms, Stratford respondents expressed more support for the scheme than UCL staff and students; conversely, the UCL community provided relatively more suggestions and concerns on UCL East than locals did, as depicted below.

This can be due to the fact that local residents are generally excited about having a new university in the area, whereas the UCL community may focus more on the campus and internal buildings' details.



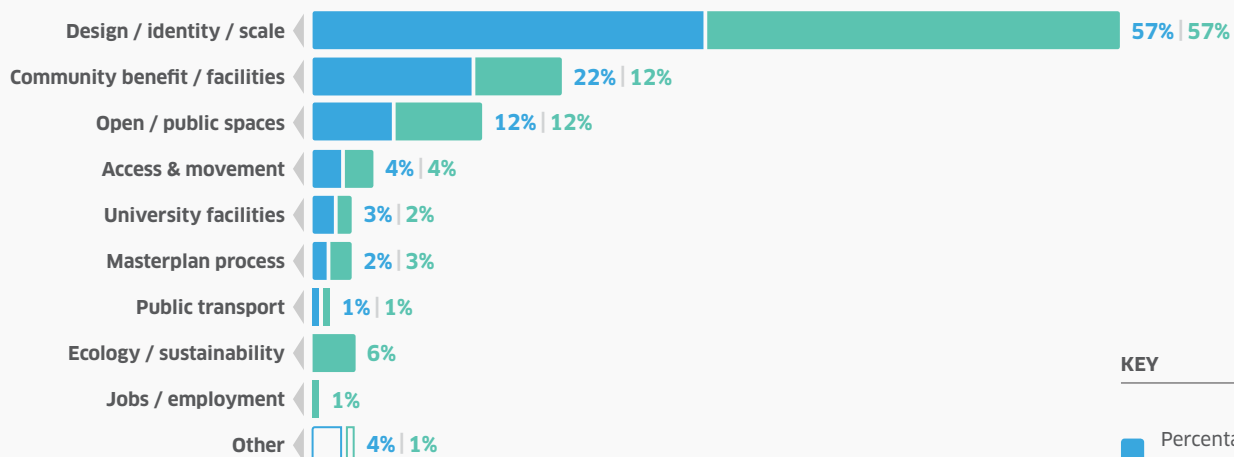
*Data is based on a total of 252 comments gathered through the 104 feedback forms.

Topics most discussed during Stage 1 of consultation

Below are the topics under which the 252 written comments from stage 1 were categorised by, illustrating the most recurrent themes discussed during consultation.

In addition to this feedback, three workshops were held with UCL and local Youth groups to further discuss the project with both stakeholder communities involved.

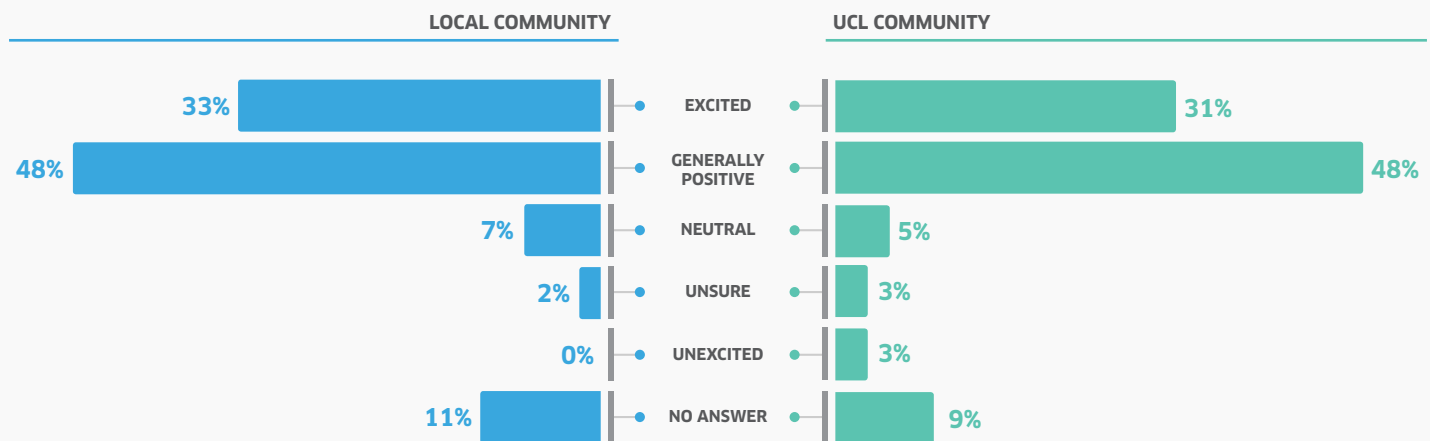
Marshgate 1 received nearly 100 comments left by individuals at exhibition events, with most comments discussing the look of the building and how it fits in Park and local area.



KEY

- Percentage of local community comments
- Percentage of UCL comments

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



Analysis*:

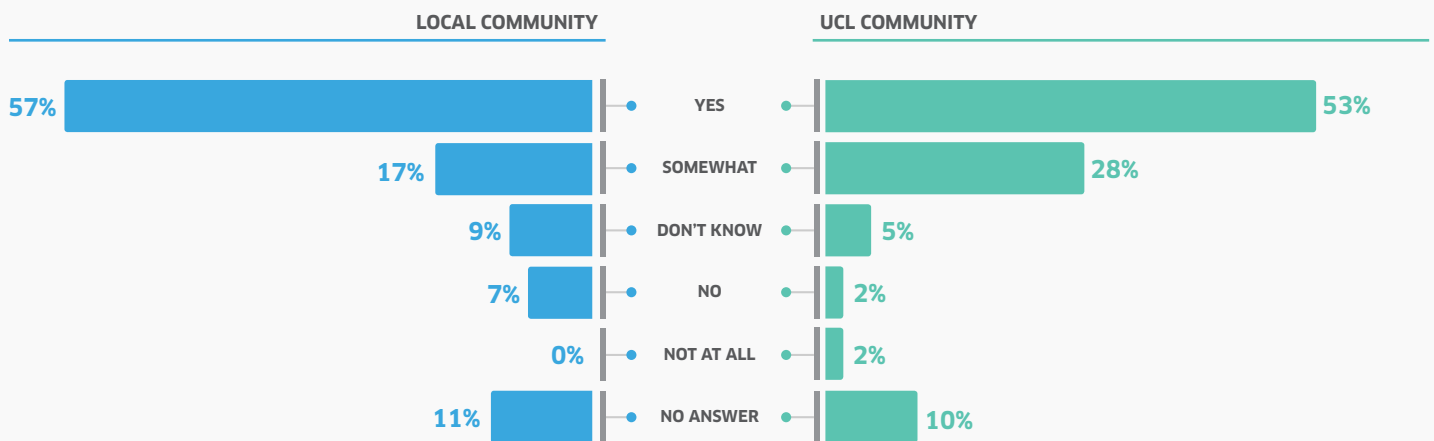
Feedback regarding the first stage of UCL East was positive, with 80% of respondents selecting 'excited' and 'generally positive' on the designs for both Marshgate 1 and Pool Street West. The local and UCL communities felt similarly excited about the overall designs of the project. Over 10% of the UCL consultees felt neutral, unsure or unexcited about it, with a comparable 9% from the Stratford community.

Of the 18 written comments received on the designs, seven expressed concern, finding the designs "unattractive" or "dull" for a university, with a reference to a lack of residential or affordable housing for locals. The additional remarks support the designs as putting the community forward and revitalizing the area through the great change a university will bring.

A tenth of each stakeholder group did not provide feedback.

*18 respondents left written feedback; a total of 7 comments were collected from the local community and 11 comments from the UCL community.

Q. Do you think the Phase 1 designs work well together and provide a strong presence in the Park?



Analysis*:

The majority of responses found the two designs for Marshgate 1 and Pool Street West to work well together and provide a strong presence. Nonetheless, 7% of locals disagreed and 4% of the UCL community said 'no' or 'not at all'. As such, the Stratford residents think the two designs work better together and provide a stronger presence in the Park than the UCL community does.

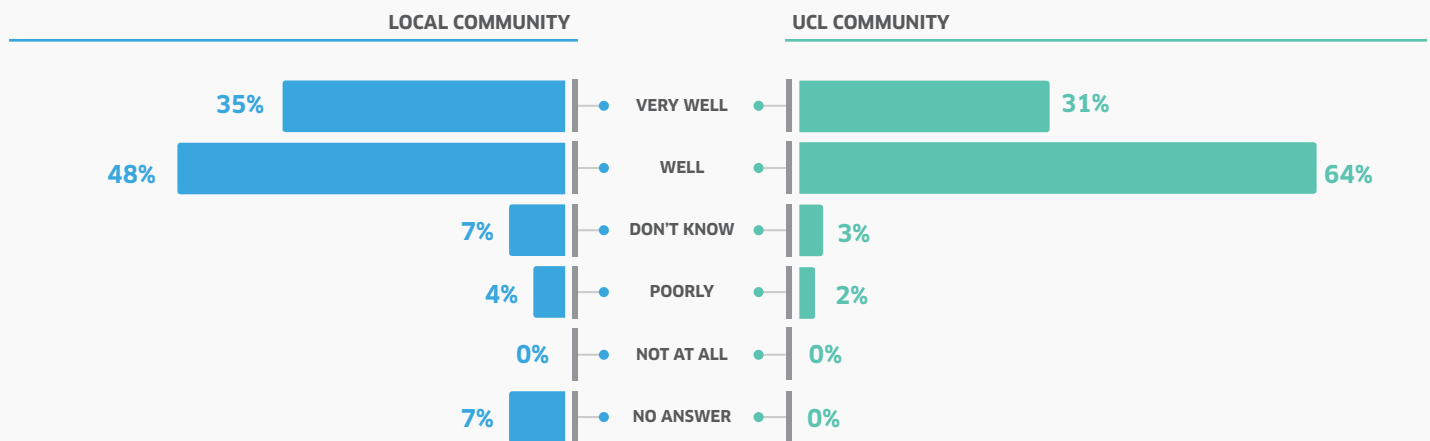
A tenth of each stakeholder group did not provide feedback.

In terms of harmony of the two buildings, the 17 written comments were mixed. Feedback ranged, with 10 comments agreeing on them being similar in modernity, and the remainder finding them similarly "unexciting" or simply "not harmonious".

Generally, comments from the public were that the two provide a strong presence, through bold designs and a valuable use of space – regardless of this being positive or negative, or of them being harmonious. They were also described as complementing the Park.

*17 respondents left written feedback; a total of 8 comments were collected from the local community and 9 comments from the UCL community.

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



Analysis*:

From the tick-box answers, the local community finds Marshgate 1 to fit within the Park less well than the UCL community does. Nonetheless, the majority of respondents find that the look of the building is appropriate in the Park and local context, with 83% of the local community and 95% of the UCL community selecting either 'very well' or 'well' on the tick-box question.

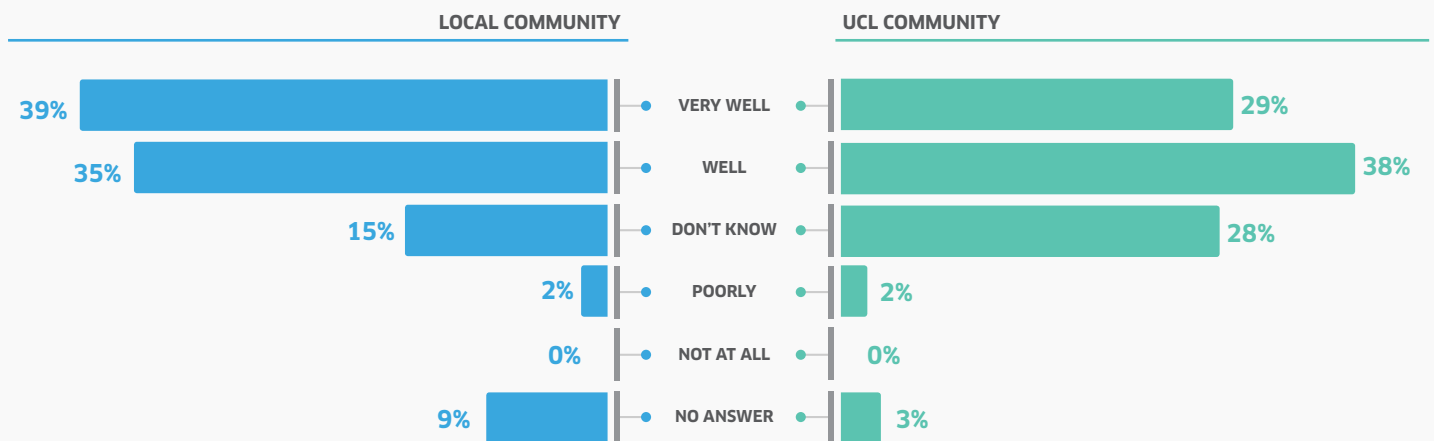
Only 4% of the locals and 2% of the UCL community considered that the building would fit 'poorly' within the area.

The written comments received were positive, expressing more support than concerns. Of 37 comments, 24 found the design to be modern, fitting in the area and surrounding developments. Further, it was found that Marshgate 1 does not compete with the Park and provides a beneficial use to a currently empty space. Enthusiasm was expressed about it presenting a local and tourist attraction, as well as relevance to Stratford residents with its open spaces.

Nonetheless, around 10, or a fourth of the written comments, also refer to Marshgate 1 as being "rough", "tall", inorganic, and "not exciting", as well as a "reminder of 1960s and 70s", and too big or modern to blend in with the Park. Suggestions were made for more outdoor seating, green and shared spaces.

*37 respondents left written feedback; a total of 18 comments were collected from the local community and 19 comments from the UCL community.

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



Analysis*:

The tick-box feedback reveals that locals find Marshgate 1 to connect the inside/outside and public/academic spaces better than the UCL community does. This could be due to the particular interest and appeal the Stratford community has in these spaces, as opportunities for local regeneration and community animation.

The prospect of Marshgate 1 connecting the inside to the public realm was considered positively, with 74% of the local residents and 67% of the UCL community selecting either 'very well' or 'well' on the question.

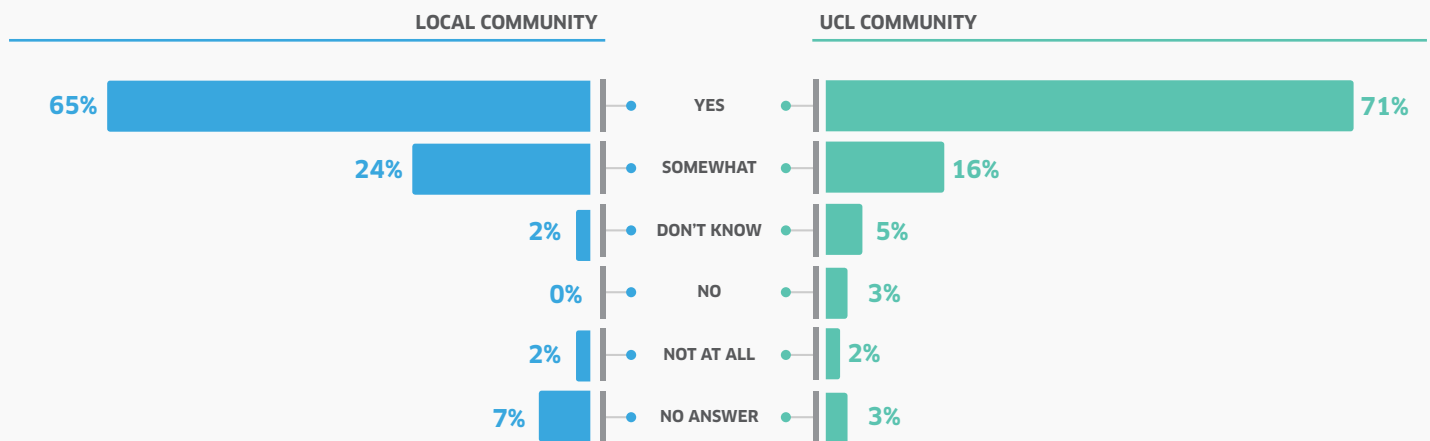
The opportunity for future public engagement was very well received, with feedback referencing UCL's ethos of being open to all.

Of 27 comments, 10 consultees highlighted the logistics and importance of clarity regarding the public/private divide, and when these spaces are open. Five written suggestions were made for the public spaces and activities to be advertised on UCL's website, as well as signposted locally and from public transport links, in addition to this being evoked during the outreach sessions.

Three of respondents expressed concern around potential disruption of academia by the animation.

*27 respondents left written feedback; a total of 9 comments were collected from the local community and 18 comments from the UCL community.

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



Analysis*:

From the checkbox feedback, it can be seen that the UCL community likes the approach to the building's external spaces and landscaping more than the locals do. Nonetheless, the overall response to the outdoor spaces was well received, with 71% of UCL respondents and 65% of Stratford respondents ticking 'yes' to liking the landscaping.

Through written feedback, it was clear that the consultees were very encouraged for the public to use the external spaces and animate the landscape, with a dozen supportive comments. There was very little concern over loss of empty development plots, although ten comments focused on keeping as much green and quality outdoor space as possible, as a key trait of the area.

A further dozen suggestions from the public were made for additional seating and colour around Marshgate 1 to encourage vibrancy.

*30 respondents left written feedback; a total of 12 comments were collected from the local community and 18 comments from the UCL community.



Public exhibitions, UCL Bloomsbury, 4 October 2017

4.3 Outreach sessions

A number of outreach sessions were held during the consultation process. These were targeted towards groups who may not otherwise engage in the general consultation process, including youth groups and the 'student body'. The groups were also involved in the masterplan consultation process and there is a desire to continue to engage with them throughout the next detailed design process.

To the right and on the following pages is a summary of the key findings from these sessions.

Youth Board

The session started with an overview of UCL East Phase 1 developments of Pool Street West and Marshgate 1. The project team introduced the academic vision of UCL East and explained the proposal and progress thus far to the Youth Board members. The presentations were followed by Q&A and group discussion. Key points are summarised on the right.

Event details:

Date: Tuesday 17 October 2017
Time: 6pm - 7pm
Location: LLDC, 1 Stratford Place, E20 1EJ

Attendees:

7x Youth Board members
5x project team members

- The Youth Board was supportive of the overall design as being open to the local community, specifically of Marshgate 1's glass frontages, providing opportunity for permeability. They were very positive on the Fluid Zone as interactive, inspiring and motivational to local children.
- They expressed support of the campus adding to the area, as beneficial use of empty land.
- The Board was concerned over the link between the buildings not being clear; the physical relation between Marshgate 1 and Pool Street West was described as not working well, with a lack of public interactivity highlighted at Pool Street West, being residential.
- It was highlighted that the UCL signage could be bigger to create presence/unity of campus.
- They found the building to be inviting to the public and felt this was key in a smooth integration within Stratford.
- They found the design to mirror that of the London Aquatics Centre.



Photo from the session

Legacy Youth Voice

The session started with presentations from UCL, giving an overview on the UCL East vision and the concept design for Marshgate 1.

The group got into smaller workshops to discuss and feedback on the proposal. The comments were shared to the whole group at the end of the session.

Event details:

Date: Saturday 28 October 2017
Time: 1pm - 2.30pm
Location: LLDC, 1 Stratford Place, E20 1EJ

Attendees:
29x LYV members
5x project team members

The following is a summary of the main areas of discussion:

- The members were very excited by the overall designs. They highlighted the modernity of the scheme as fitting into the Park and area, an aesthetic link between the buildings, and them not competing with each other. They have a strong presence through size, although it was debated if this would be attractive or intimidating.
- The members expressed concern over how to advertise the spaces open to the public, and the need for these to be marketed and promoted.
- Having a colour scheme (e.g. on Fluid Zone windows), lighting path, or matching planting throughout UCL East, was a recurrent suggestion to link the campus and encourage safety at night.
- The members suggested having more greenery to match the Park, and additional outdoor spaces for the public, being particularly mindful of the seasons.
- The group viewed bringing the outside and the people to the internal 'streets' as very attractive, providing more vibrancy to the design.
- Marshgate 1 was considered as potentially bland and intimidating, with suggestions for window colours or exposure of the raw construction materials for additional texture.



Photos from the session

UCLU Sabbatical Officers

The project team took the Sabbatical Officers on a walkabout from Stratford tube station to UCL East site, stopping at key points to explain the proposal. After the site visit, the team went through the proposals followed by Q&A and group discussion.

Event details:

Date: Wednesday 11 October 2017
Time: 11am - 1pm
Location: Queen Elizabeth Olympic Park

Attendees:

4x Sabbatical Officers
1x UCLU Chief Executive Officer
6x project team members

Key discussion points are summarised below:

- The Sabbatical Officers were generally supportive of the proposals, especially of the Fluid Zone, as a chance to showcase UCL East's work and demonstrate how it fits within the area.
- There was concern over division and competition between the Bloomsbury and UCL East campuses in terms of funding and modernity of facilities prioritised to Stratford, without alleviating Bloomsbury stresses.
- The Sabbatical Officers found the physical relation between Marshgate 1 and Pool Street West to work well, both being modern.
- The Sabbatical Officers were very positive on the Fluid Zone, where the building is open and fits in the Park landscape. They suggested that Marshgate 1 needs to build on its character and identity, expressing concern over a potential lack of vibrancy for its students and it looking corporate.
- It was highlighted that the UCL Student Union should be actively involved in development and operation once opened, specifically with regards to support & wellbeing and student employment within the facilities, as they currently are in Bloomsbury (e.g. student bars).





Photos from the outreach sessions, October 2017

CHAPTER 05

TRACKING CHANGES

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 5

TRACKING CHANGES

5.1 Introduction

Throughout the Marshgate 1 detailed design consultation process, the project team listened to, recorded and wherever possible responded to feedback from the local and UCL community. Alongside the public consultation process, the project team will also be consulting with key stakeholders (such as LLDC's BEAP and Quality Review Panels), as well as Statutory Consultees (such as National Grid).

The first stage of consultation in the detailed design process has provided an initial understanding of particular interests and concerns, however it will be necessary to continue gathering feedback in the subsequent consultation stages in order to form a more coherent picture of the key views and issues from a wide cross-section of the local community and UCL students and staff. As the design develops, future reports will track the design development alongside the feedback received to show how the proposals are responding to consultation.

5.2 Recommendations

The following points are recommendations for the next stage of detailed design and consultation to help address some of the key comments gathered from Stage 1:

- Consider the design of the building in terms of scale to better fit into the local area. Add more colour for vibrancy.
- Provide more details on the later phases of the development and ensure clear communication on the construction plans.
- Provide more information on opportunities for the public to feel welcomed and get involved in the Fluid Zone, and how these will be advertised.
- Explore the balance between private spaces for students and public access.
- Provide more information on the approach to sustainability and the integration of ecology and biodiversity.
- Encourage more outdoor spaces and landscaping.
- Provide detailed access plans following suggestions for cycle, pedestrian and public transport, to get around the area and between the campuses.

Full details of the next stage of consultation are still to be finalised. As soon as they are known we will update the websites and all project contacts.

If you would like to be directly informed as the project progresses, please contact us using the details on the next page.

CHAPTER 06

NEXT STEPS

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 6

NEXT STEPS

6.1 Overview

This report provides a summary of events, findings and community involvement from the first stage of consultation on the Marshgate 1 concept design process.

Early on in the concept design process, UCL and project architects Stanton Williams Architects reviewed relevant feedback from the masterplan stage to help inform the Stage 1 concept proposals. The project team will continue this approach to help shape future iterations of the detailed designs, and will respond to feedback where appropriate.

6.2 Consultation timeline

Soundings are working to help ensure that the consultation process is inclusive and open to all. The next stage of the consultation will present back the consultation findings to date and developed designs before the planning submission. We will continue to raise awareness of the project and ensure we can keep all interested parties informed and involved.

At each stage of consultation, we will identify any sectors of the community who may not have engaged fully and will carry out dedicated outreach to ensure these groups have an opportunity to be involved.



6.3 Contact us

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

Soundings
148 Curtain Road
London
EC2A 3AT

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



Public exhibition, UCL Bloomsbury, 4 October 2017

APPENDICES

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

APPENDICES

A.	Publicity & communications	46
B.	Exhibition Materials	49
C.	Workshop Materials	55

A. Publicity & Communication

A1. Flyer advertising public exhibitions

UCL EAST PHASE 1 | PUBLIC EXHIBITIONS

Join us this autumn to find out more about the first phase of UCL East, a new campus for UCL (University College London) within Queen Elizabeth Olympic Park. The exhibition brings together plans for Marshgate 1 and Pool Street West sites featuring a range of uses from academic to community activities.

06 & 07 OCTOBER 2017 (TURN OVER FOR MORE DETAILS)

UCL EAST AT QUEEN ELIZABETH OLYMPIC PARK

GET INVOLVED

Following consultation on the UCL East masterplan, the UCL East team is now presenting the concept designs for Marshgate 1 and developed designs for Pool Street West. Marshgate 1 and Pool Street West make up the first phase of UCL East and will feature a range of uses, including academic, retail, community and engagement uses as well as student accommodation.

Please join us at the public exhibitions to see the current design schemes, meet the project teams and share your feedback.

EVENT DETAILS

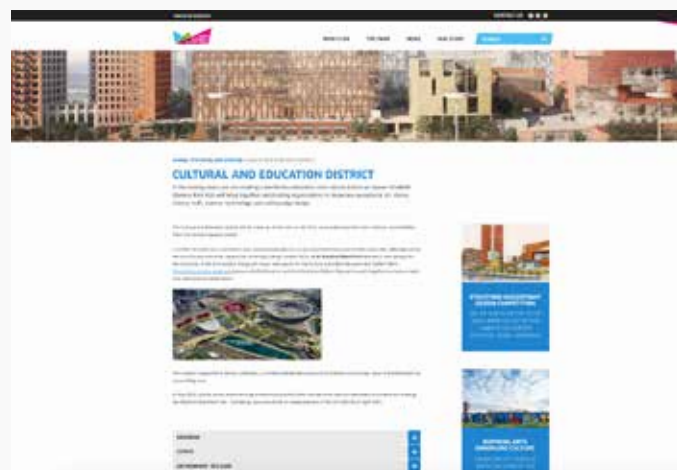
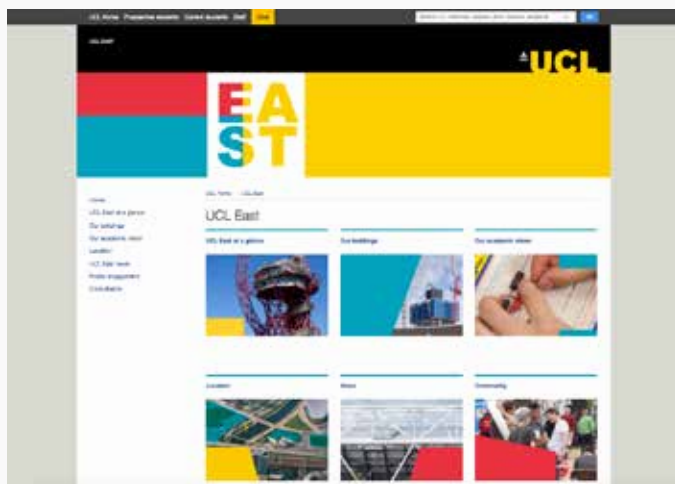
<p>STRATFORD LIBRARY Friday 06 October 3pm - 7pm 3 The Grove E15 1EL</p>	<p>THE PODIUM Saturday 07 October 12pm - 5.30pm 5 Thornton Street Queen Elizabeth Olympic Park E20 2AD</p>
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CONTACT US

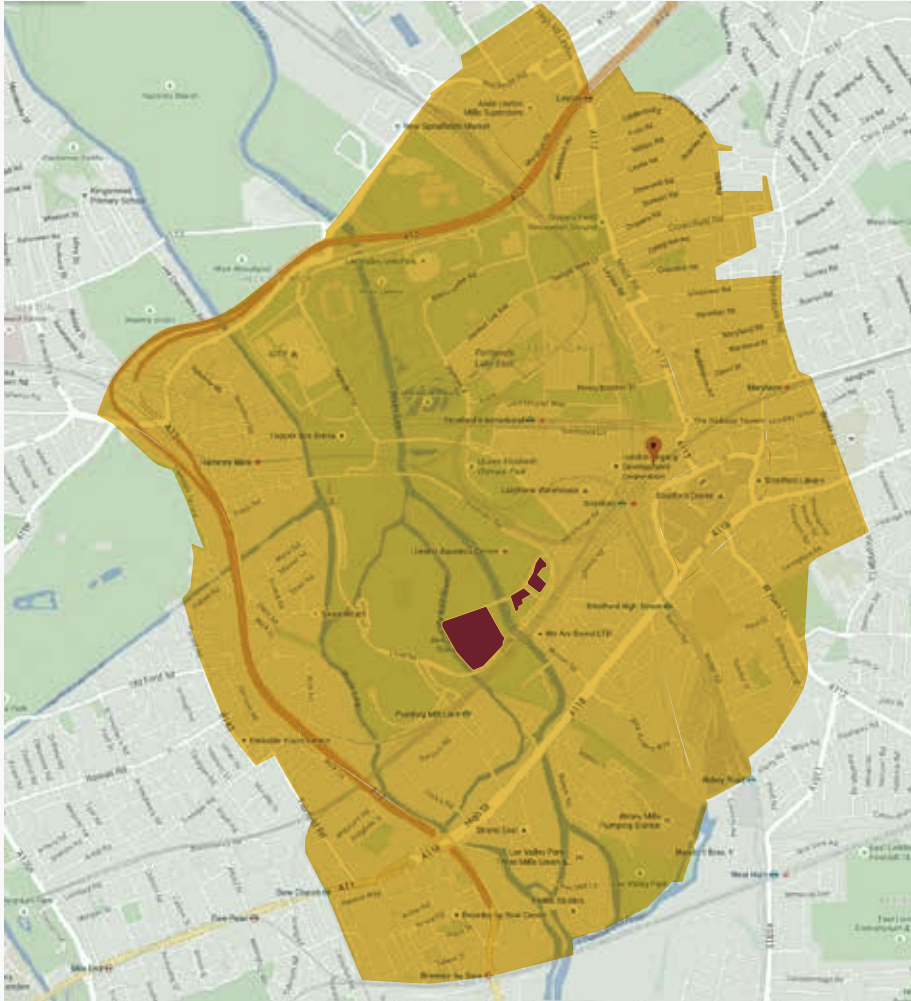
For more information on UCL East please visit our websites:
ucl.ac.uk/ucl-east
queenelizabetholympicpark.co.uk/ced

To get in touch please contact Soundings at:
 ✉ UCLEast@soundingsoffice.com | 02077291705

A2. UCL East website feature



A3. Road show pop-up event flyer distribution boundary



B. Exhibition Materials

B1. Exhibition boards (Phase 1)

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
OCTOBER 2017

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 feature a range of uses, including academic, retail, community and engagement uses as well as student accommodation.

[Pick up a feedback form to share your views on what you've seen. Alternatively, submit your completed feedback form via email or post by Friday 13 October 2017.](#)

MARSHGATE 1

Marshgate 1 will be an academic building opening onto the riverside, incorporating spaces for public use and engagement.

[SEE BOARDS 05 - 08](#)

POOL STREET WEST

Pool Street West will be a mixed use university building, bringing together academic space and amenities with student accommodation.

[SEE BOARDS 09 - 13](#)

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
OCTOBER 2017

02 | ABOUT UCL EAST

BACKGROUND

In partnership with London Legacy Development Corporation (LLDC), UCL is establishing UCL East, a new university campus within Queen Elizabeth Olympic Park (the Park). It is the largest single expansion of UCL since the university was founded nearly 200 years ago.

UCL East together with Stratford Waterfront will form a cluster of top universities, cultural institutions, enterprises and organisations which will showcase and generate outstanding art, dance, history, craft, science, technology and design.

Alongside other projects at the neighbouring Stratford Waterfront site, including UAL's London College of Fashion, V&A East and Sadler's Wells East, UCL East will help deliver the legacy transformation of the Park.

OUTLINE APPLICATION

The masterplan for UCL East sets a framework for the overall distribution of buildings, heights, the amount of floor space, building uses and phasing. The outline application is based upon an illustrative masterplan produced by LDA Design on behalf of UCL and LLDC. The outline application was submitted jointly by UCL and LLDC to the LLDC Planning Policy and Decisions Team (LLDC PPD7), the Local Planning Authority, in May 2017. The decision notice is expected by the end of the year.

An overview of the key elements of the illustrative masterplan is presented on the far right.

"It is anticipated that following the determination of the outline application, Revised Matters applications will be submitted to provide further detail on the proposals for each phase. These details will be within the parameters established in the outline application."

UCL EAST SITES

PHASING OF UCL EAST

The first phase of UCL East will focus around Waterworks River. Intentions to establish a strong presence within the Park. By keeping away from Slingsby Street, it also ensures that future development and construction will not affect existing operation and University life.

THE ILLUSTRATIVE MASTERPLAN

Both Pool Street West and the south west of Pool 2 on Marshgate will feature academic residential towers with publicly accessible spaces at the ground level.

The buildings' mixed use quality will help to ensure activity throughout the day and night and provide local opportunities within the South Park.

Green space and development that respects and celebrates the historic setting will help embed UCL East into the Park. The Masterplan connects the site to City Mill Street and continues the natural landscape along the waterway.

The Terrace located from the Plaza down to City Mill Street, offering green space for recreational and landscaped space for small events.

Through the public realm, lighting, natural surveillance through mixed-use developments, street lighting and visual connectivity will ensure a safe and secure environment. Further safety strategies will continue to be developed in the detailed design stage.

The Plaza will be a vibrant public open area near UCL East, defined by the buildings around it and the Promenade and the Lane. The Plaza can support a range of events including creative, recreational uses as well as everyday activities.

The Plaza will have an arrival space for UCL East and will provide connectivity within the Park. It can support a range of events, the food market and will connect to the 2012 Gardens and Waterworks River.

The first phase of the first two floors will look to encourage movement through buildings, inviting the public into the campus. Active Promenades, such as Slingsby Street, will connect UCL East to the Promenade and the south of the Park.

Rooftop gardens across both Marshgate and Pool Street sites will provide views into the Park, promote biodiversity, and provide secondary from body spaces.

ACTIVE STREET LEVELS OF THE 'FLUID ZONE'

Illustrative view of UCL East in section from the south (the yellow and red lines represent the Fluid Zone)

49

B1. Exhibition boards (Phase 1 continued)

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
OCTOBER 2017

03 | CONSULTATION TO DATE

INVOLVING UCL & THE LOCAL COMMUNITY

Consultation on the masterplan started in summer 2015 to raise awareness about the project and engage with the local community.

The consultation process helped gather aspirations and understand key issues – both for the local community and UCL students and staff – and respond accordingly in the masterplan.

Over 4,800 people were engaged in total through 48 events, including exhibitions, pop-up events, local schools and youth sessions, workshops, stakeholder events, and local outreach sessions.

For a consultation summary on the Pool Street West concept design stage in May / June 2017, please see board 11.

FEEDBACK FROM THE MASTERPLAN CONSULTATION STAGE

OVERALL IMPRESSION OF THE MASTERPLAN*

October 2016

82% of the 159 people who left feedback were locked or positive about the plan.

HEADLINE FINDINGS*

RELATIVE TO THE DESIGN PROCESS

- Ensure there is good wayfinding from key access routes and strong gateways to mark entrances. Members of the public coming from any direction should feel empowered to walk into the university buildings.
- Activate the site with events and activities for both the local community and UCL students and staff.
- Make public areas distinct from the private student and staff areas. Access should be balanced with security needs and the expectations of students and staff.
- Connect UCL East academics and activities to the local environment and provide opportunities for young people studying around the site to access. Have inclusive, involving and inviting public spaces that embrace learning and exchange for all.
- The waterways and green landscape are the site's strongest assets and needs to consider how UCL East connects to these features.
- Have high standards of design for the buildings and landscape. It's important to merge with the rest of the Park and its naturalistic expression. The architecture should stand out without competing with the surrounding built environment.

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
OCTOBER 2017

04 | UCL EAST PHASE ONE

BACKGROUND

Following the submission of the outline planning application, UCL will submit planning applications (known as Reserved Matters*) for the detailed design of buildings and landscaping associated with the various phases of the masterplan. The first Reserved Matters* applications to be submitted will be for Pool Street West and Marshgate 1.

The Phase 1 buildings will come together to form a coherent environment with academic facilities, student living, and a high-quality public realm.

UCL appointed architects Lifschutz Davidson Sandilands and Stanton Williams to lead on the detailed design for the Phase 1 sites of Pool Street West and Marshgate 1, respectively.

DEVELOPING THE ACADEMIC VISION

The UCL East team have been working closely with staff, students, LLDC, local communities, as well as designers, planners and other professional consultants, to develop the vision for what UCL East will be and what it will be home to.

This process has culminated in the creation of an ambitious academic vision for UCL East, developed from the ground up.

BRINGING THE ACADEMIC VISION TO LIFE

The facilities involved in Phase 1 have worked together to identify four themes, which bring together and integrate the various academic activities.

- Making:** We're focusing on "learning by doing": hands-on teaching and research around making, imaging and manufacturing. We'll have flexible project spaces, workshops and specialised teaching laboratories.
- Originating:** We'll be a hub for innovation activities, focusing on the intersection between humans, their social interactions and technology - ranging from robotics and cultural technology to future manufacturing and global cities. We're creating new courses for students in these areas and establishing new incubation facilities for start-ups.
- Connecting:** We're reinventing the way UCL connects with the public, creating shared academic and public spaces which are inviting and approachable. We're providing access to learning and to research findings through indoor and outdoor spaces for festivals, performances, collections and exhibitions.
- Living:** We're integrating the Park into the learning experience as a "living laboratory", engaging people with their natural environment, and creating the space to debate the past, present and future of London. We'll have residences for students, promoting a new approach to holistic university life.

PHASE 1 PROPOSED PLAN

PHASE 1 INDICATIVE TIMELINE

KEY

- CONCEPT DESIGNS
- DEVELOPED DESIGNS
- FREE SUBMISSION OF RESERVED MATTERS
- SUBMISSION OF RESERVED MATTERS APPLICATION
- OPENING

B1. Exhibition boards (Marshgate 1)

UCL EAST PHASE 1 | MARSHGATE 1 | CONCEPT DESIGN STAGE
OCTOBER 2017

05 | MARSHGATE 1

INTRODUCTION
This is the first in a series of public consultation events for Marshgate 1 to help shape the plans.
This set of exhibition boards presents the initial ideas for Plot 1 of the Marshgate site.
Marshgate 1 will feature spaces for workshops, labs, and exhibitions spaces.



Illustrative section of Marshgate 1

QUICK FACTS & FIGURES
Marshgate 1 has a series of interconnecting spaces for academic and public use, opening onto the riverside.
• Public space to occupy over 4,000m²
• Academic space, including a level dedicated to specialist labs
• Administrative space, supporting staff and academic functions
• Shared amenities, offering a cafe as well as community and engagement spaces
• Flexible, adaptable and sustainable design rated BREEAM 'Excellent'

LEAD ARCHITECTS
Stanton Williams have extensive experience of working on complex and sensitive sites, and of working with clients to create spaces which promote interaction between building occupants and the public, aspects of design which relate directly to the aspirations for Marshgate 1.
There are a number of technical consultants involved in the project from structural to lighting engineers and ecologists.



UCL EAST PHASE 1 | MARSHGATE 1 | CONCEPT DESIGN STAGE
OCTOBER 2017

06 | ACADEMIC VISION & ACTIVITIES

DESIGN APPROACH
In the summer of 2016, UCL appointed architects Stanton Williams to lead on the detailed design for Marshgate 1.
UCL East has established some clear objectives through earlier consultation on the illustrative masterplan.
A 'Flux Zone' is provided on the first two floors of the building, stretching out to the promenade, with academic activities and exhibition spaces accessible to the public.
The academic vision for Marshgate 1 including a summary of activities and uses are shown on the right.

BRINGING THE ACADEMIC VISION TO LIFE
Much larger than Pool Street West, Marshgate 1 will serve as the centre for the UCL East academic vision. It will feature:

- The Culture Lab**, which will offer teaching, research and engagement spaces, underpinned by new educational programmes in making, media, conservation & heritage, and public history. Activities and facilities at Marshgate will include a media lab, an object-based learning laboratory, and a suite of conservation facilities.
- The Experimental Engineering Labs**, which will comprise new academic activities in innovative and multidisciplinary fields of study, including advanced propulsion, future manufacture, and applied imaging.
- The Institute of Making Big**, a multidisciplinary research club for those interested in the made world: from makers of molecules to makers of buildings, synthetic skin to spacecraft, soap to diamonds, socks to cities.
- The Academy of Innovative Applied Finance**, which will provide leadership and training for future financial and business leaders, enabling close collaboration between research, financial innovation, industry, and government.
- The Global Future Cities Co-Labs**, which will be organised around a series of shared spaces, specialising in providing opportunities for collaboration and application of knowledge towards the improvement of human settlements worldwide, and the strategic use of ICT in sustainable, prosperous urban futures.



Workshop space | Library space | Cafe and social study space | Public area and promenade



East West section of Marshgate 1 and the promenade

B1. Exhibition boards (Marshgate 1 continued)

UCL EAST PHASE 1 | MARSHGATE 1 CONCEPT DESIGN STAGE OCTOBER 2017

07 | DESIGN PROCESS

KEY FEATURES

The key concept of the 'Fluid Zone' on lower levels encourages the public to access and make use of the academic building through active frontages, activities and events. Internal spaces are seen as an extension of the external public realm, blurring the boundary between external and internal as well as public and private space.

The approach to landscape will build upon established landscape of the Park as well as establishing the unique character of UCL East. Finishes will be explored that are appropriate and complementary to the setting but also have a strong relationship to the materiality and identity of the building.

The building massing responds to both the existing context and the masterplan. The strong sculptural form and primary openings can be clearly read from a distance, expressing the buildings 'neighbourhoods', primary collaboration spaces and terraces. These openings will be active and engaging. They will also create a visual connection to the wider Park internally and externally, including Pool Street, Waterworks River and promenade.

'FLUID ZONE' CONCEPT AND THE PUBLIC REALM

① Site plan showing the location of Marshgate 1 within the UCL East masterplan, highlighting its connection to the Waterworks River and Pool Street.

② Illustrative view of the exterior along Waterworks River, showing the building's integration with the surrounding landscape.

③ Concept sketch showing the continuity of Marshgate 1 and Pool Street west along the promenade.

④ View from East along Pool Street, showing the building's facade and its relationship to the street.

APPROACH TO MATERIALITY

Materials that give an opportunity to vary texture colour and show signs of the making processes.

UCL EAST PHASE 1 | MARSHGATE 1 CONCEPT DESIGN STAGE OCTOBER 2017

08 | LAYOUT AND USES

KEY FEATURES

The 'Fluid Zone' is made up of a publicly accessible ground and first floor. It aims to blur public and private boundaries and has a strong connection with the public landscape around the building.

Using the analogy of streets and courtyards a plan has been developed around a series of generous internal 'streets' and a central courtyard, all open and accessible from the external public realm and responding to the access and hierarchy of movement across the wider site.

These spaces are fully accessible and capable of supporting a range of different activities and events including, at the heart of the building, the potential for a central public space where vertical connections into the higher levels create glimpses of the academic neighbourhoods above.

LAYOUT AND ACCESS PLAN

① Accessible / workshop
② Café / equipment
③ Café
④ Public toilets & staff rooms
⑤ Academic & staff (open to level 1)
⑥ Car park
⑦ Access vehicle / also bike parking

① ② ③ ④ ⑤ ⑥ ⑦

⑧ ⑨ ⑩ ⑪ ⑫ ⑬ ⑭ ⑮ ⑯ ⑰ ⑱ ⑲ ⑳ ㉑ ㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘ ㉙ ㉚ ㉛ ㉜ ㉝ ㉞ ㉟ ㊱ ㊲ ㊳ ㊴ ㊵ ㊶ ㊷ ㊸ ㊹ ㊺ ㊻ ㊼ ㊽ ㊾ ㊿

INTERACTION SPACE

① Illustrative view of the atrium space (ground level).

OVERVIEW:

- The shifting, overlapping university building and atrium above is visible from the public realm at ground floor.
- The expression within the building of each university neighbourhood and its individual character is evident strengthening the connection between private and public space within the building.
- The atrium draws light down into the ground floor, whilst allowing the urban quality of the lower floors to extend upwards into the higher levels.

FLUID ZONE (INTERIOR)

① Illustrative view of the internal courtyard (ground level).

OVERVIEW:

- An open and accessible, internal 'courtyard' is animated by surrounding amenity spaces and visually exciting academic uses, encouraging public engagement with the building programme.

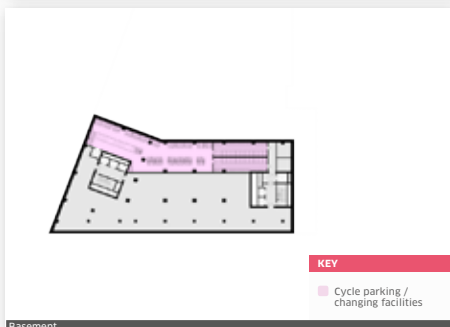
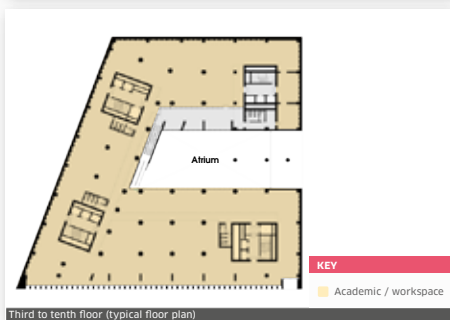
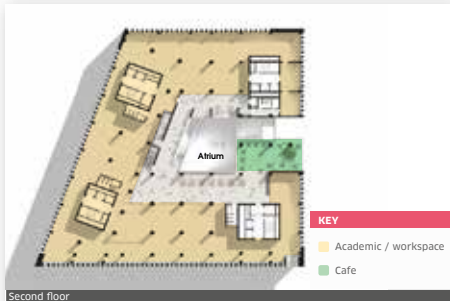
FLUID ZONE (EXTERIOR)

① Illustrative view showing the building's active frontages and public spaces.

OVERVIEW:



- The 'Fluid Zone' incorporates active frontages, highlighting the variety of publicly engaging uses within the building as well as publicly accessible, generous, inviting entrances/routes through the ground and first floor.
- The landscape around the building is designed to allow academic programme and meanwhile uses to occupy the external public realm.

B2. Flip book pages (Exhibition board 8)



B3. Feedback Forms

FEEDBACK FORM
 UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
 OCTOBER 2017

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 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.

MARSHGATE 1

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...

POOL STREET WEST

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...

PLEASE TURN OVER

POOL STREET WEST (continued)

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...

MARSHGATE 1 & POOL STREET WEST

Q9. Overall what is your impression of the designs you have seen today?
 Excited Generally positive Neutral Unsure Unexcited

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?
 Tell us more...

THANK YOU FOR COMPLETING THE FORM. Sounding

C. Workshop Materials

C1. 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

UCL EAST

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

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

Yes Somewhat Don't know No Not at all

UCL EAST

This consultation report has been produced by:

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