

UCL EAST PHASE 1 | POOL STREET WEST AT QUEEN ELIZABETH OLYMPIC PARK

Stage 2 Consultation report

Soundings
November 2017





UCL EAST PHASE 1 | POOL STREET WEST AT QUEEN ELIZABETH OLYMPIC PARK

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CHAPTER 01
SUMMARY

UCL EAST PHASE 1 | POOL STREET WEST AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 1 SUMMARY

1.1 Introduction

UCL East and Pool Street West

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 Pool Street West and Marshgate 1 sites.

Separate planning applications will be made for Pool Street West and Marshgate 1 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 2 consultation process for Pool Street West was held jointly with Marshgate 1, presenting the first phase of UCL East.

This report documents the activities, findings and outcomes from the second stage of the consultation process for Pool Street West 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 second stage of public consultation activities took place in October 2017. The first stage of consultation in May/June sought to raise awareness and present the initial design for Pool Street West. The second stage aimed to provide further background, feedback on the findings from Stage 1, explain current thinking, and gather feedback on the emerging proposals.

Findings from this stage of engagement are being used to inform the next stage of the development and the preparation of a final design early 2018.

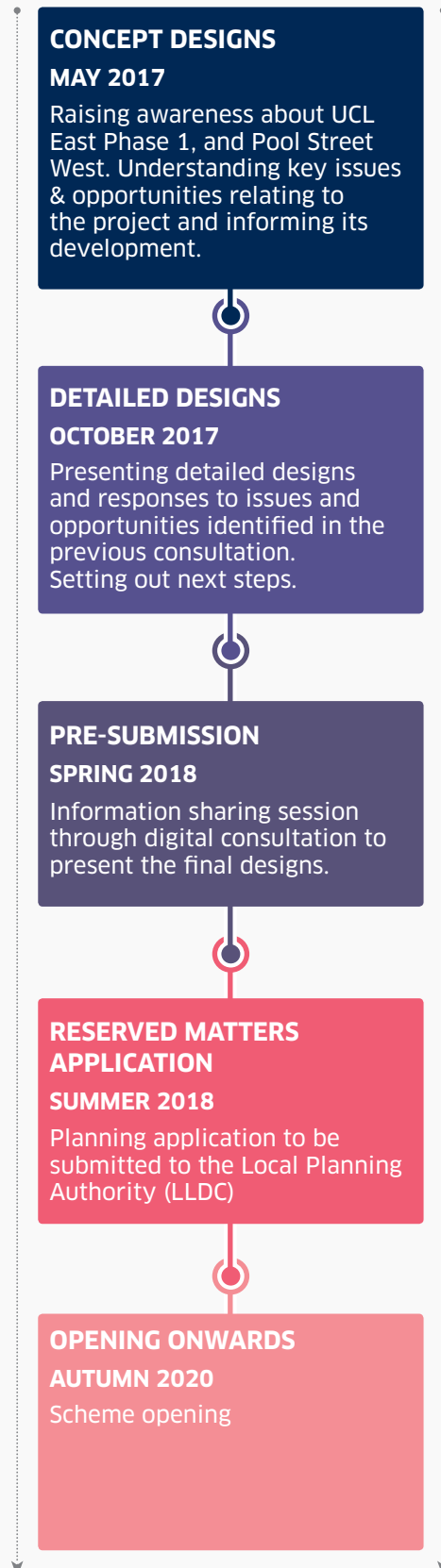
During the second stage of consultation, there were seven different events involving and engaging over 365 people, with four public exhibitions and three targeted outreach sessions. Including consultation events from Stage 1, over 475 people have been involved in and consulted on UCL East's Pool Street West.

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.

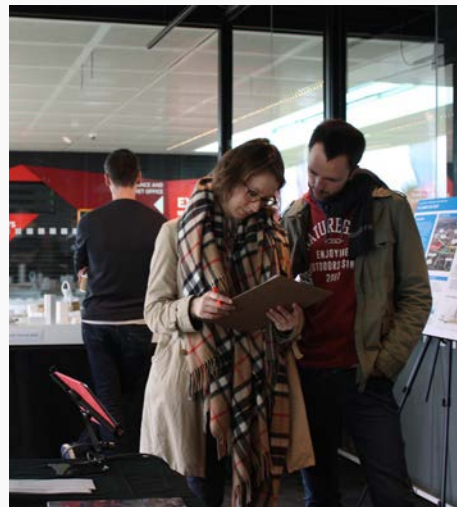
Below is an overview:

- 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 2 consultation statistics



1.3 Synopsis of responses

Altogether, there has been a positive response to the proposed design for Pool Street West. Feedback forms at the exhibitions provided opportunity for consultees to answer tick-box questions and leave comments.

All 252 written comments received during Stage 2 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 Pool Street West from Stage 2 October consultations; alongside pie charts on the following page showing the quantitative responses to the tick-box questions.

SUMMARY OF RESPONSES

Design, Identity, Scale and Architecture:

The general feedback on the building's design was mixed, ranging from positive support for its modern aesthetic to concern over height and dullness. The public approved its environmental initiatives and wanted to see more on sustainability. The terrace provided positive feedback regarding potential views and animated space.

A workshop with UCL's Sabbatical Officers provided positive feedback on the overall design and use of internal communal spaces for students. The Legacy Youth Board expressed concern and requested to see more evidence of interactivity of the Fluid Zone during their outreach session.

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).

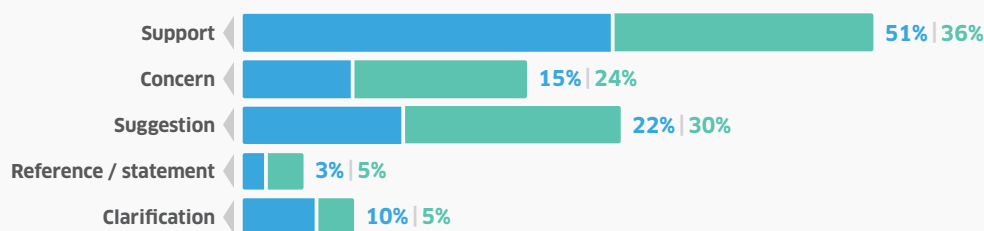
Community Benefit, Facilities and Involvement:

Similarly, comments were shared between consultees finding the public entrance and atrium permeable, open, bright and welcoming, and those finding it cold and intimidating to visitors. In line with this, suggestions were made to have clear signage and advertising spaces and activities open to the public. The Making Yard provoked very positive responses, comments finding it engaging for the public.

Open and Public Spaces:

The Fluid Zone was well received, with additional seating and planting suggested. Consultees responded positively to the terrace, referring to benefits of activity, animation and mental health, as well as its importance to tie in with the park.

Response types*



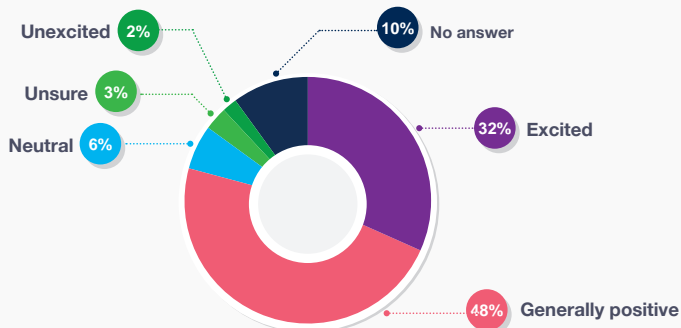
KEY

- Percentage of local community comments
- Percentage of UCL comments

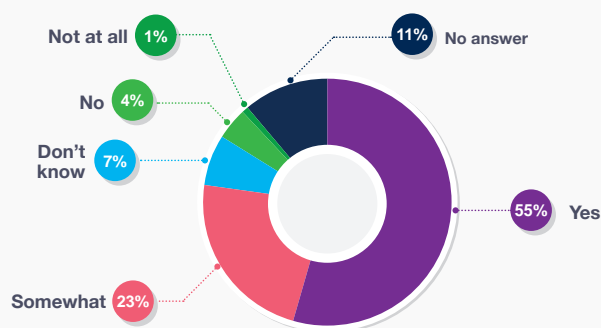
*Data is based on a total of 252 comments gathered through the 104 feedback forms from Stage 2 public consultation events. Response types are further discussed on page 27.

RESPONSES TO PHASE 1

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

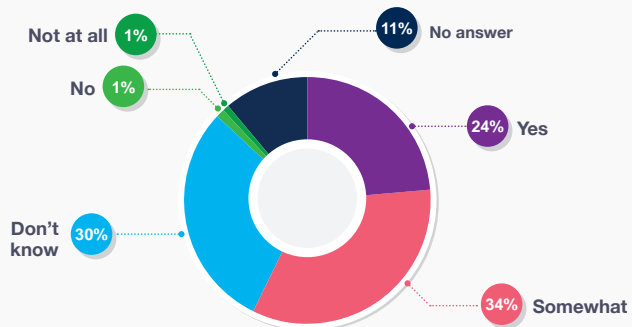


Do the designs work together and provide a strong presence?

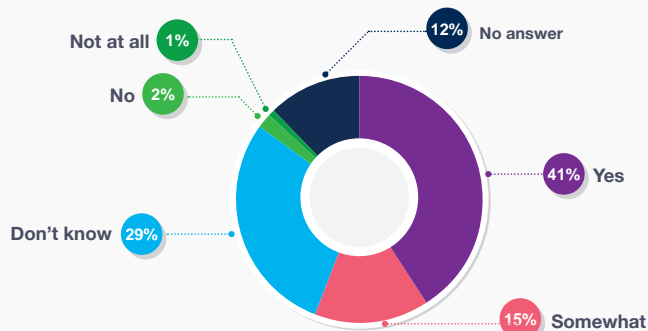


RESPONSES TO POOL STREET WEST

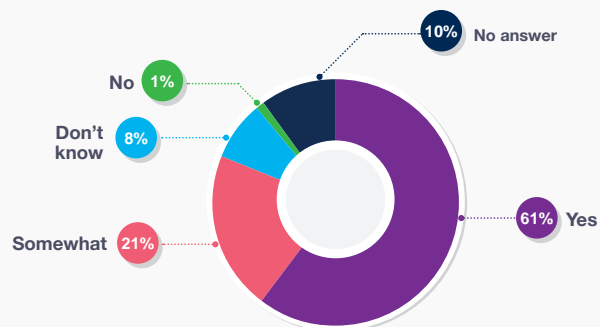
Do you think the environmental approach is reflected in the design?



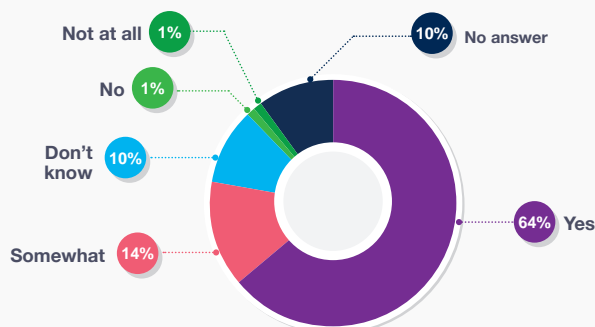
Are the materials and forms used in the building design successful?



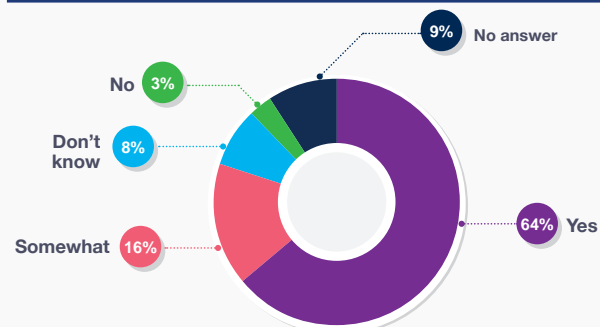
Do you like the approach to the terrace landscaping and uses?



Is the public entrance and atrium space attractive and welcoming?



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



CHAPTER 02

BACKGROUND

UCL EAST PHASE 1 | POOL STREET WEST 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.

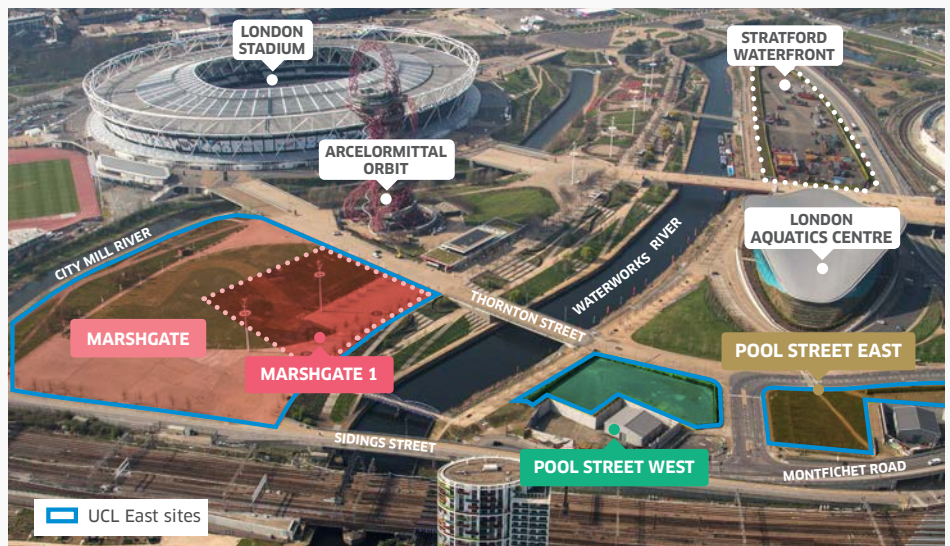
The UCL East Site is envisaged as a new model of how a university campus can be embedded within the local community, as an inviting and inclusive institution. It will also provide world-leading research and education accompanied by entrepreneurship and innovation, fostering new opportunities for the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

Pool Street West makes up part of the first phase of UCL East, along with the Marshgate 1 building. Pool Street West will feature a range of uses, including student accommodation, academic, retail, community and engagement uses.

The design of Pool Street West will foster innovative academic programming, as well as a range of events and activities. Performances, exhibitions, workshops and lectures will contribute to a lively and creative learning atmosphere.

The lower levels of the building will also feature a range of retail and food & drink units to cater to both the public and UCL students and staff.

OBJECTIVES

Pool Street West will seek to:

- Be distinct and confident, providing an appropriate identity for UCL on the Park.
- Provide an outstanding environment for learning and scholarship for students, staff, collaborators and the public.
- Build on and develop the idea of the 'Fluid Zone' on lower levels to encourage the public to access the building through active frontages, a range of activities and events.
- Encourage approaches from all directions around the site to connect the building to its context and provide navigation.
- Provide new high quality residences for students.
- Provide interactive public engagement and exhibition spaces.
- Achieve long term adaptability, while accommodating the requirements of the first generation of users.
- Encourage chance interactions of people working in the building to increase social and academic exchange.
- Accommodate facilities expected to operate on a 24/7 basis.
- Provide high standard sustainable design throughout the development – in social, economic and environmental aspects.



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.



IQ, Shoreditch

Lifschutz Davidson Sandilands (LDS)

Role: Design team lead

LDS focuses on ways of bringing buildings and spaces together to become successful environments. It has gained an international reputation for the quality of both its architecture and its completed projects in a wide variety of sectors - from residential to workplace, urban design and masterplanning, interior design, retail and restaurants as well as education and community buildings.

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

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CHAPTER 3 CONSULTATION PROCESS

3.1 Overview

Consultation on UCL East Phase 1 Pool Street West 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 public consultation stages 1-3. This chapter presents all activities and detailed feedback received during Stage 2 consultation.

Stage 1 | Issues, opportunities & design principles

- The first stage, conducted over summer 2017, 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 is focused on gaining an understanding of both UCL and local issues and aspirations for UCL East.
- Findings from engagement were fed back to the design team to test the early design concepts and help inform development of the developed design.

Stage 2 | Design Development

- Stage 2 consultation presented the developing design approach. The design team also aimed to 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 were 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 information sharing event, 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

STAGE 1

The first stage of consultation aimed to engage as many people as possible through road shows and group outreach sessions.

02 - 04 MAY

Door-to-door flyer distribution



21,000 flyers plus emails

10 MAY

Youth Board meeting



7 attendees

18 MAY

UCL Bloomsbury Main Quad



31 attendees

20 MAY

Queen Elizabeth Olympic Park At Waterworks Place



20 attendees

17 MAY

UCL Bloomsbury South Quad



37 attendees

19 MAY

Stratford Broadway



27 attendees

31 MAY

UCLU Sabbatical Officers Walkabout & discussion



5 attendees

03 JUNE

Legacy Youth Voice workshop



29 attendees

ROAD SHOWS

OUTREACH SESSIONS

COMMUNICATION

2017

MAY

JUNE

STAGE 2

The second stage of consultation further involved accessible events, engaging various stakeholders of the project through exhibitions and a continuation of the group outreach sessions from Stage 1.

23 SEPTEMBER

Door-to-door flyer distribution



21,000 flyers plus emails

07 OCTOBER

The Podium, Queen Elizabeth Olympic Park



69 attendees

17 OCTOBER

Youth Board meeting



7 attendees

05 OCTOBER

UCL Bloomsbury Main Quad



79 attendees

11 OCTOBER

UCLU Sabbatical Officers Walkabout & discussion



4 attendees

06 OCTOBER

Stratford Library



67 attendees

28 OCTOBER

Legacy Youth Voice workshop



29 attendees

04 OCTOBER

UCL Bloomsbury Main Quad



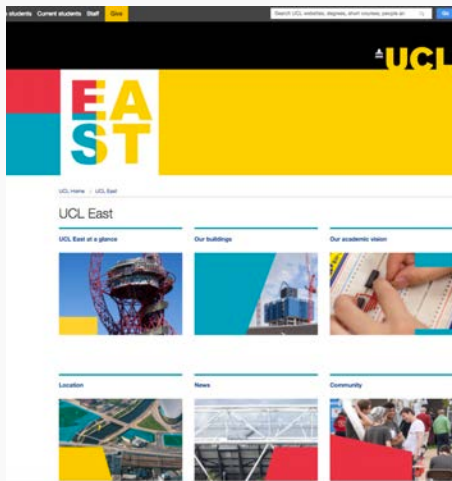
111 attendees

PUBLIC EXHIBITIONS

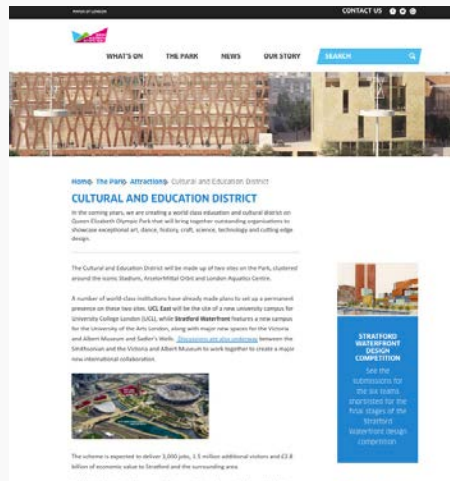
COMMUNICATION

OUTREACH SESSIONS

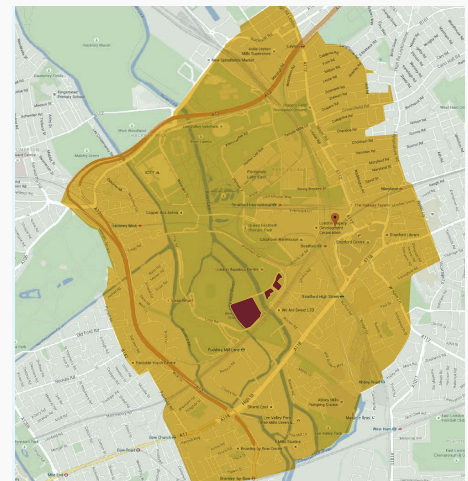
3.3 Communication & promotion



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 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: Nine boards covered the academic vision, design objectives and developed designs for Pool Street West, 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 first stage of 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 Pool Street West and Marshgate 1, 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.

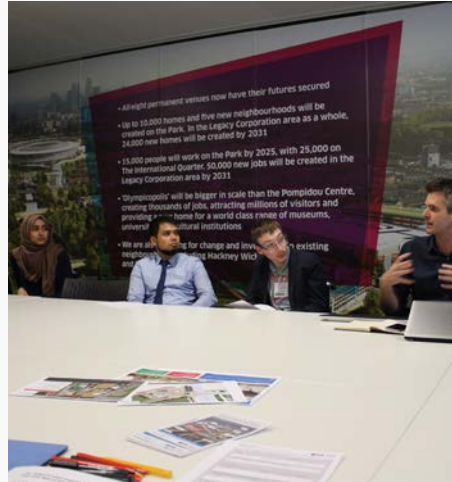
Approximately 136 people were engaged and 41 feedback forms received on Phase 1 of UCL East, relating to both Pool Street West and Marshgate 1 plots.

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

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 and Pool Street West Stage 1 consultation.

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 38 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 (LYV); 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 developed design for Pool Street West alongside initial proposals Marshgate 1, followed by a group discussion with the Youth Board. For more details please refer to page 36.

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 37.

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

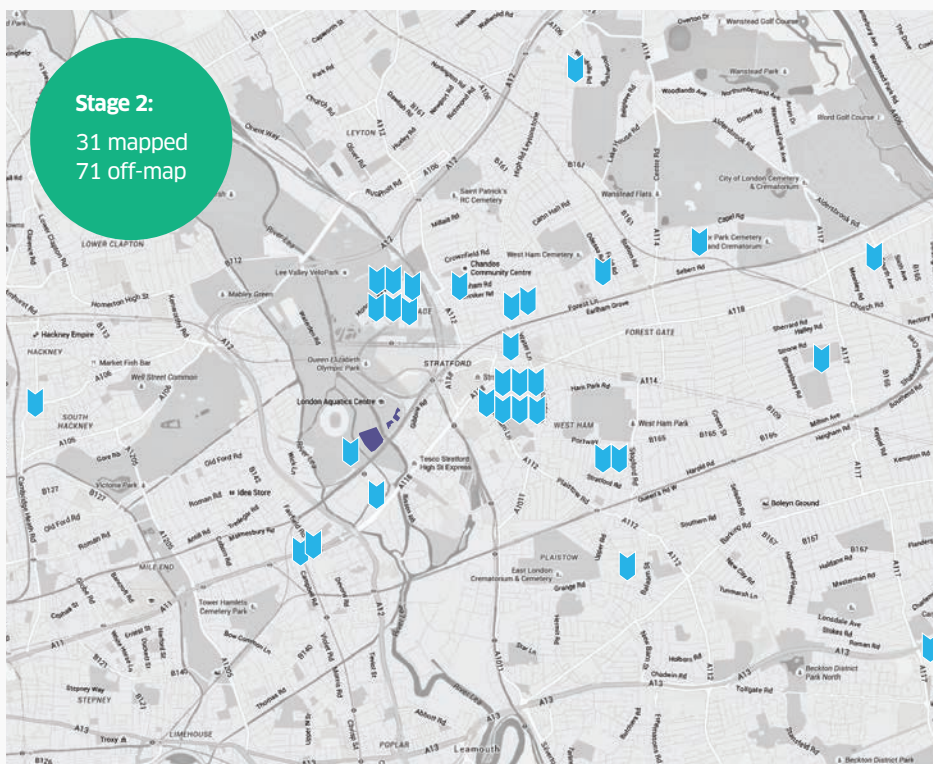
To the right is a mapping of people who gave written feedback at the public exhibitions. This gives a broad indication of where those engaged live in relation to the project. As UCL participants are a community of interest rather than of proximity to the site, they have not been included on the map.

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 2 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 Stage 2 exhibitions events, with UCL consultees representing the majority of the "off-map" participants.

	PUBLIC EXHIBITIONS				
	UCL Bloomsbury Exhibitions	Local Exhibitions	Average from all Stage 2 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 36-39.



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

CHAPTER 04

FINDINGS

UCL EAST PHASE 1 | POOL STREET WEST AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 4 FINDINGS

4.1 Overview

Stage 2 consultation events have continued to raise project awareness, feeding Stage 1 findings back to the public, identifying key issues and challenges and gathering feedback to test, support and inform development of the design proposal.

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

The following materials were used to collect feedback:

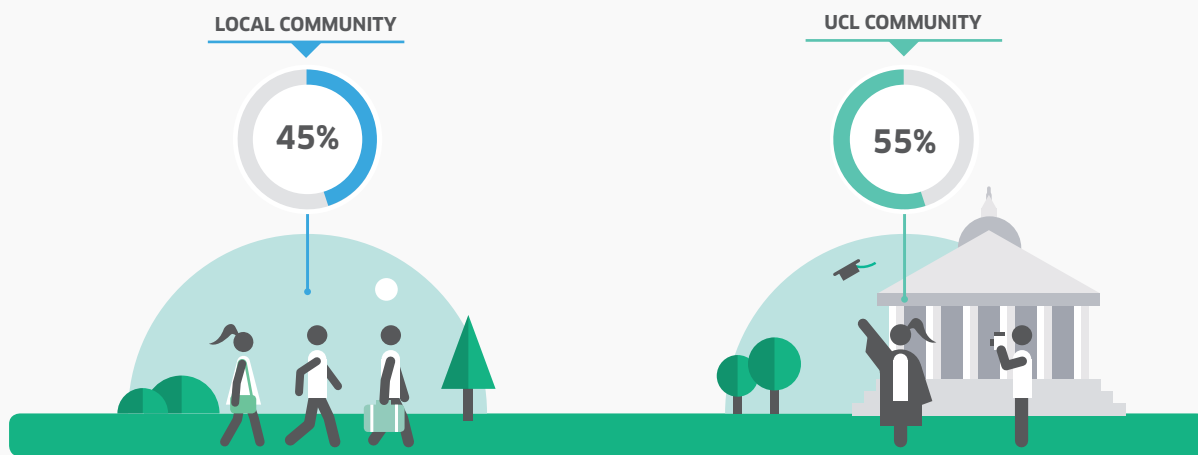
- **Feedback forms**
- **Outreach session tablesheets and recordings**

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. Of those, 55% were from the UCL community and 45% from the local community.



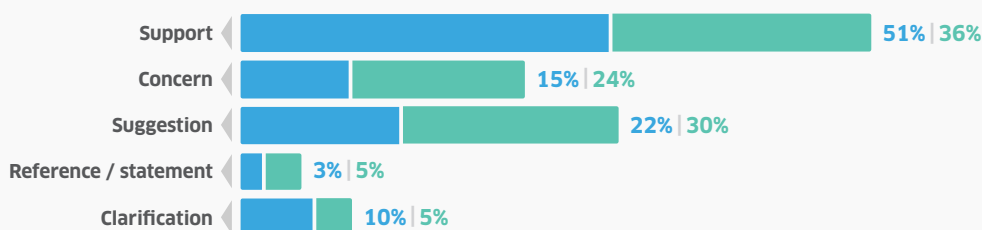
*Percentage of feedback forms received at Stage 2 public exhibition consultation events.

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

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.



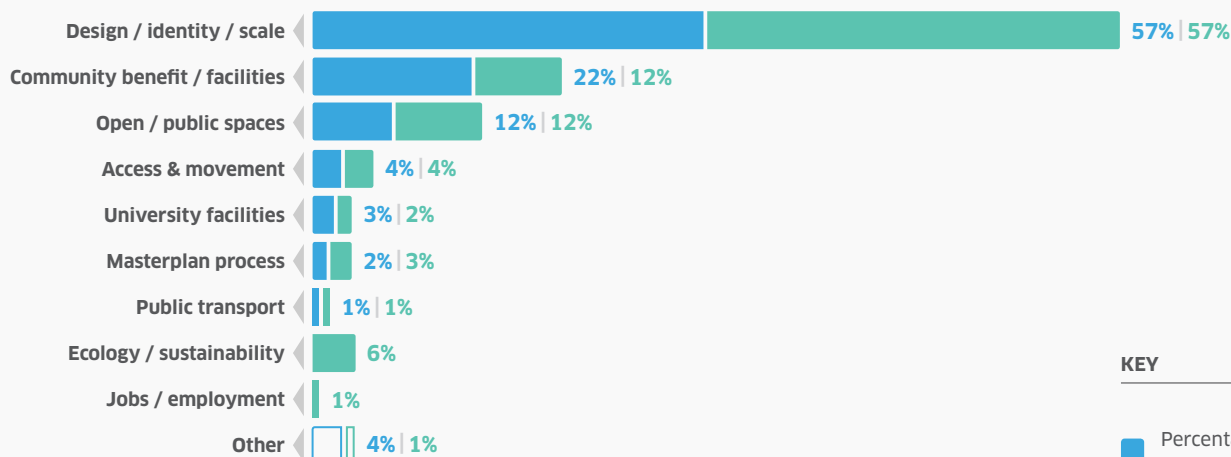
*Databased on a total of 252 comments gathered through the 104 feedback forms.

Topics most discussed during Stage 2 of consultation

Below are the topics under which the 252 written comments 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.

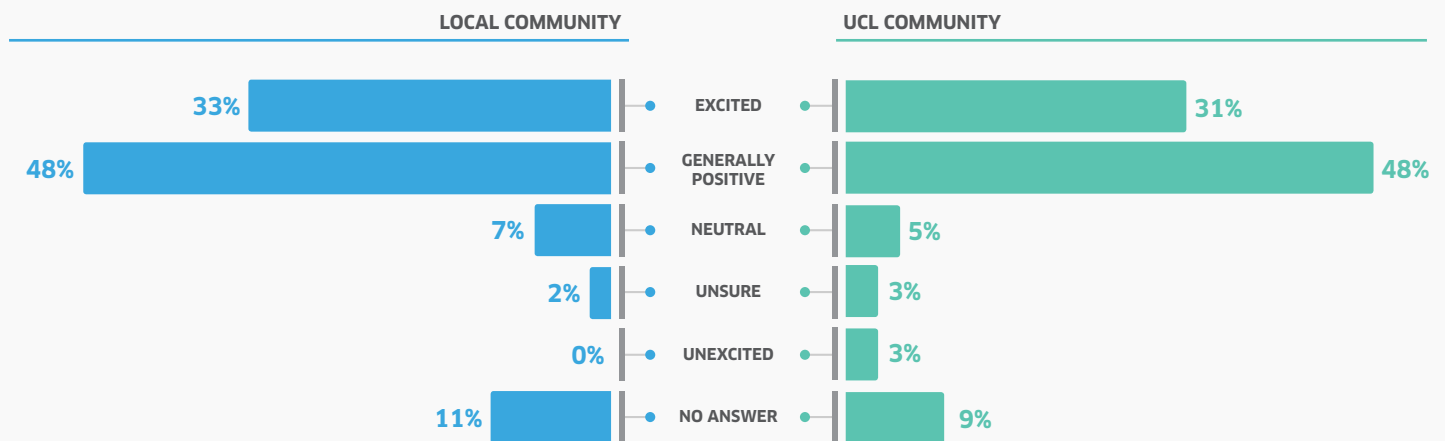
Of the 252 comments received at Stage 2 exhibition events, Pool Street West received nearly 100 on its building-specific questions, with the highest number concerning the terrace and the integration of environmental elements into the design, further discussed in the following pages.



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.

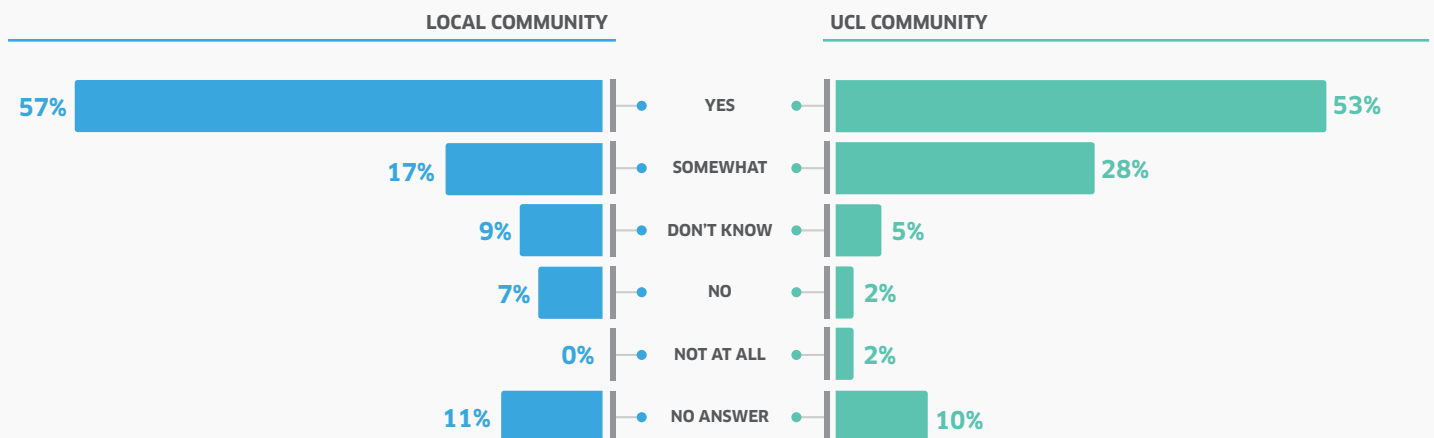
A tenth of each stakeholder group did not answer.

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 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.

*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 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.

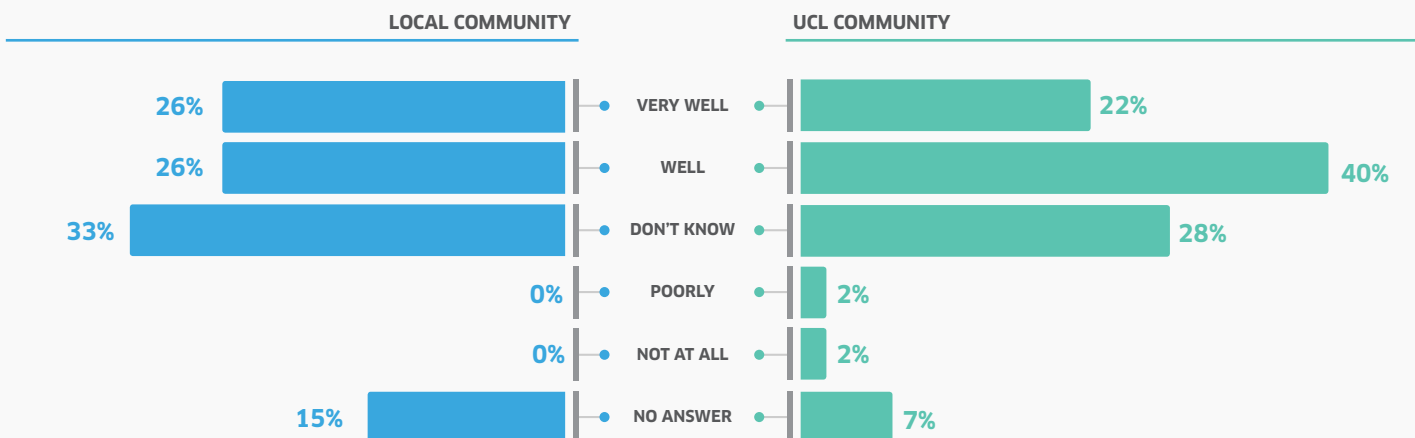
A tenth of each stakeholder group did not answer.

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. 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?



Analysis*:

From the checkbox feedback received, more than half of both the local and UCL communities found that Pool Street West integrates its environmental approach ‘well’ or ‘very well’ into the design.

The tick-boxes show that a third of respondents answered ‘don’t know’, revealing a lack of information on the environmental approach in the design. A further tenth of the stakeholders did not answer.

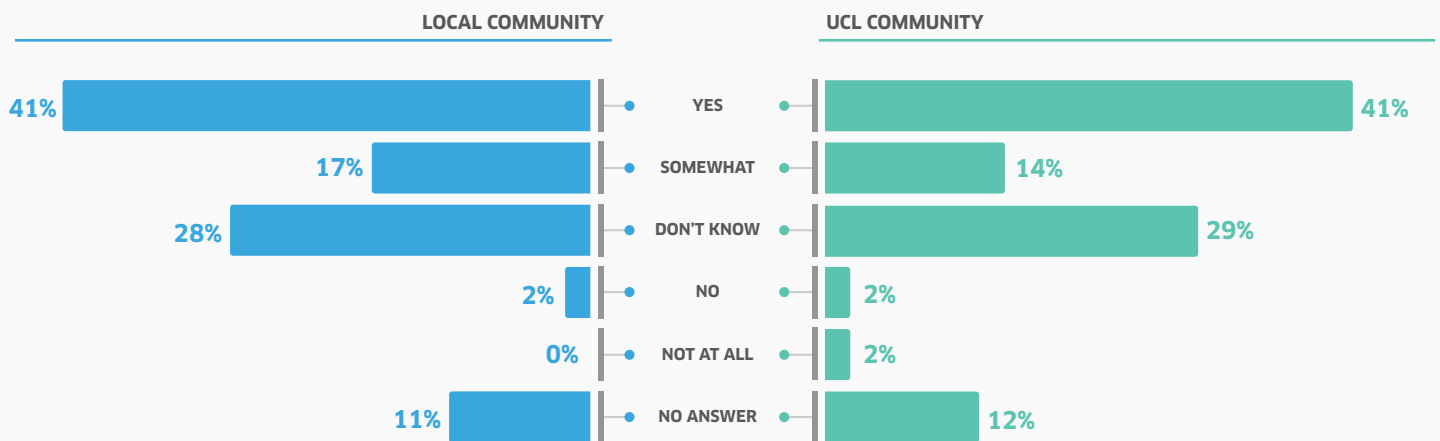
4% of the UCL community found the integration of these into the design as ‘poor’ or ‘not at all’ reflected.

From the 20 written comments received, an equal amount of respondents found the environmental elements well reflected in the design as those who did not see them.

Nonetheless, all respondents showed encouragement for environmental initiatives, with certain comments indicating they do not see this but support it – with one consultee saying “I do not know, but that would be very good”, for example.

*20 respondents left written feedback; a total of 6 comments were collected from the local community and 14 comments from the UCL community.

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



Analysis*:

Overall, a majority of the responses found the materials and forms used in the building design to be successful, with over 40% of both communities answering 'yes'. However, almost as many consultees responded that they did not know, with a minor portion finding that 'no' or 'not at all'.

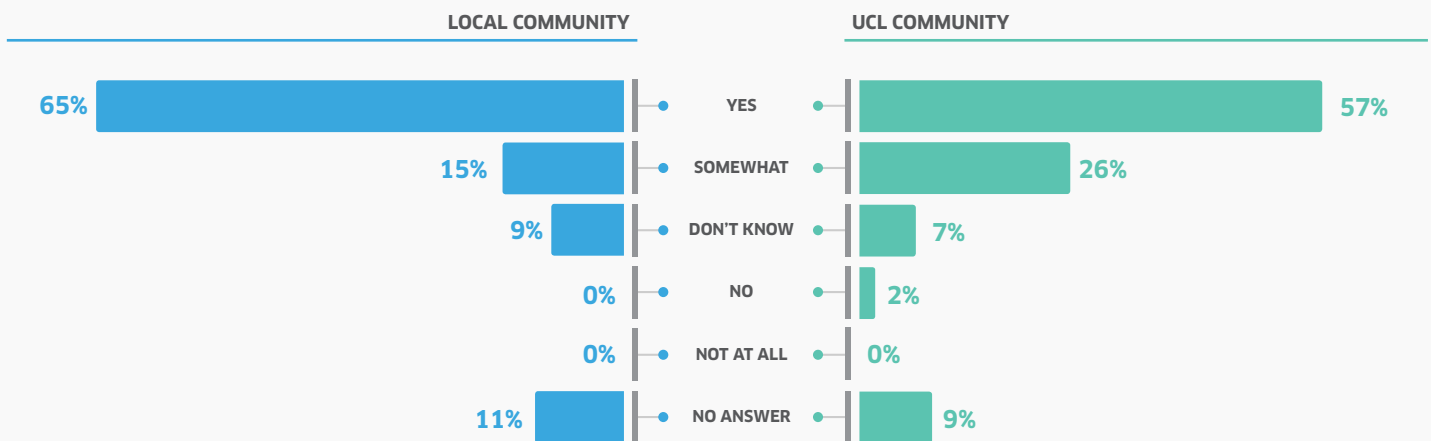
Over a tenth of the consultees did not answer.

From the 15 written comments received, an equal amount felt positive about the aesthetics of the materials and façade, as did those who felt the materials were unclear.

Three respondents found the design too tall or unattractive. A couple comments from both UCL and Stratford pushed for local use of materials, given the history of plastic creation in the area (i.e. Parkesine in Hackney Wick).

*15 respondents left written feedback; a total of 8 comments were collected from the local community and 7 comments from the UCL community.

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



Analysis*:

From the tick-box answers, the terrace was well received, with over 60% of consultees liking the approach to its landscaping and uses. The local community likes the approach to the terrace landscaping more than the UCL community does, with 2% of the latter answering 'no'.

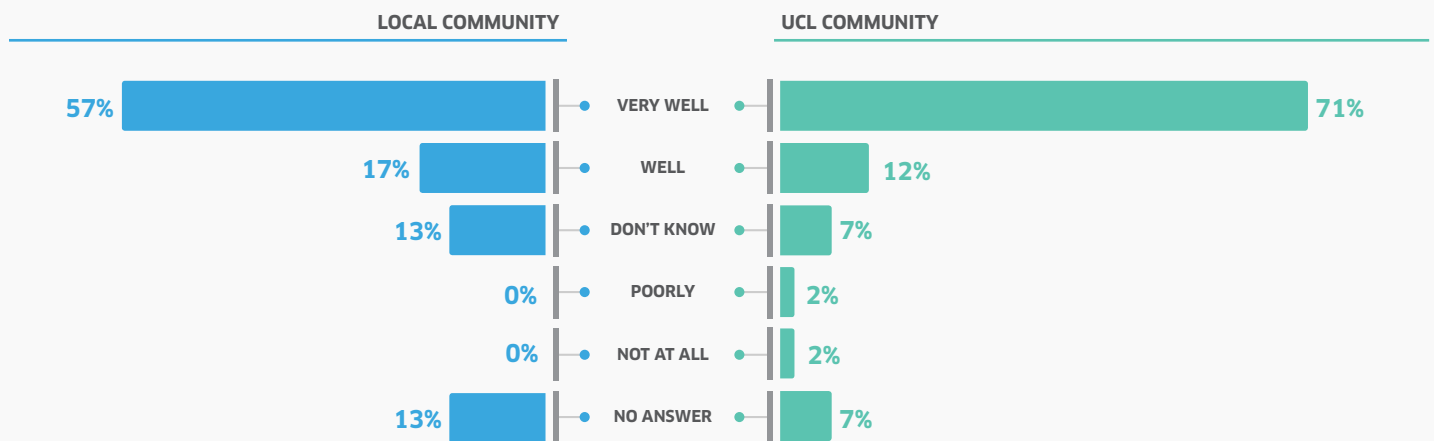
A tenth of each stakeholder group did not answer.

Of the 20 respondents leaving written comments, half supported the terrace as positive, referring to benefits such as mental health, local animation and its importance to create harmony with the Park.

The predominant suggestions focused on needed sheltered outdoor space and wind mitigation. Certain comments felt unclear on the users of the terrace and the extent to which the local community could access it, with one consultee explaining that green spaces are incredibly important, questioning if the terrace is for students only.

*20 respondents left written feedback; a total of 11 comments were collected from the local community and 9 comments from the UCL community.

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



Analysis*:

The tick-box feedback reveals the entrance and atrium were well perceived throughout the consultation, with over 70% of the UCL community finding it attractive and 57% of the locals agreeing. Nonetheless, the Stratford community thinks the public entrance and atrium space are less attractive and welcoming than the UCL community does, reflecting how the public would feel intimidated to enter a space that is not evidently public or private.

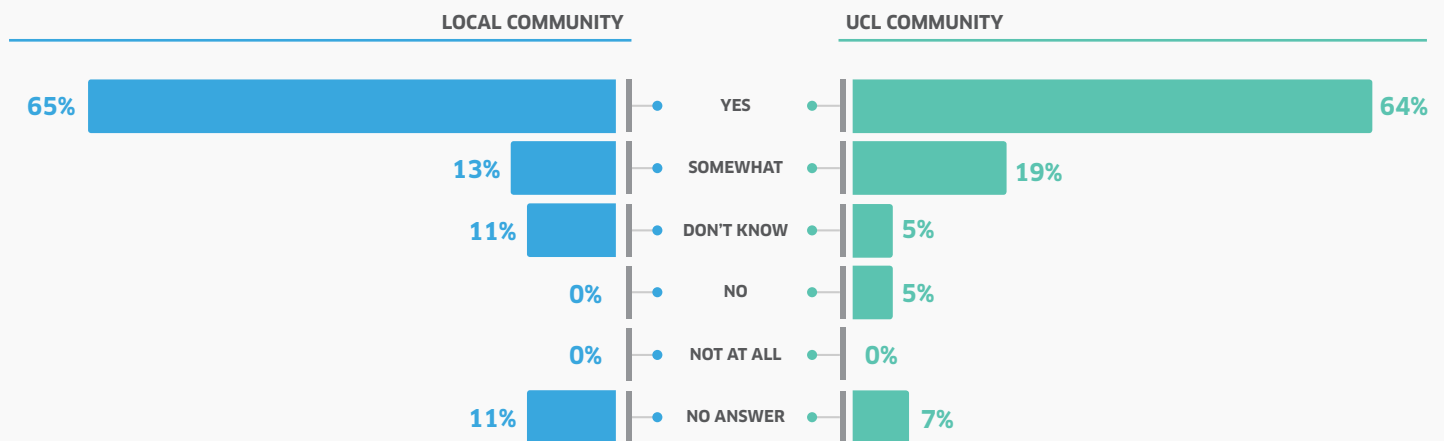
A tenth of both stakeholder groups did not answer.

In fact, the 16 written comments received were equally shared between consultees finding the entrance and atrium permeable, “open”, “airy”, bright and welcoming, and those describing it as “vast and looming”, or “uniform, cold and lifeless.”

Further suggestions placed emphasis on a required strategy for advertising public spaces and activities.

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

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



Analysis*:

From the answers received in the feedback forms, an overwhelming amount of respondents like the Making Yard being visible from the street. It should be noted however that 5% of the UCL community responded 'no'.

A tenth of consultees did not answer.

Of the 16 written comments received, ten comments resonated with this space positively engaging the public and animating the area. A couple comments questioned if this would distract the residents or student activity.

There was nonetheless a lack of clarity on the name, with five consultees enquiring on what the 'Making Yard' was.

Two concerns were expressed over the scope for public involvement and how this will be promoted, a recurrent comment regarding the Fluid Zone.

*16 respondents left written feedback; a total of 10 comments were collected from the local community and 6 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 following groups were involved in the masterplan and Stage 1 consultation process, and there is a desire to continue to engage with them throughout the final pre-application consultation.

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 of the two buildings as being open to the local community. 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 highlighted the importance of sustainability and integrating environmental measures early on in the designs.
- The Board highlighted a dislike of the black strips on lower floors of Pool Street West, as not fitting into the Park.

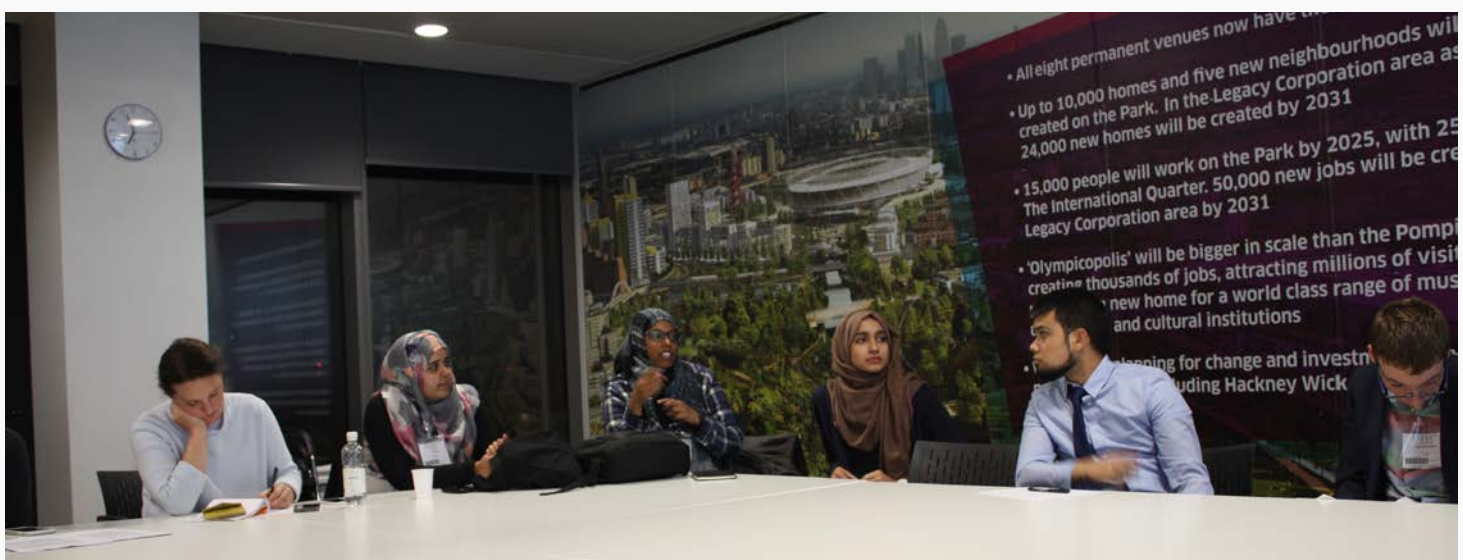


Photo from the session

Legacy Youth Voice

The session started with presentations from UCL, giving an overview on the UCL East vision and recapping what was discussed at the previous session in May.

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

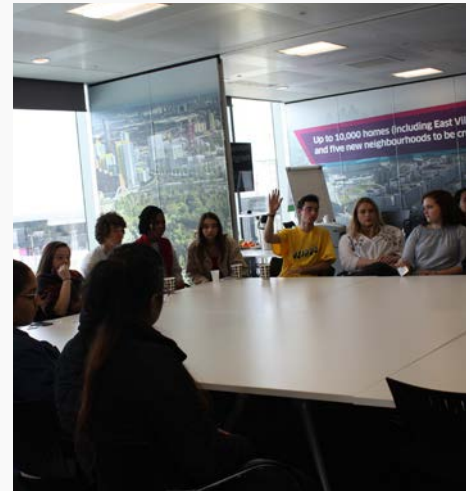
Event details:

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.
- Support for the transparency of the Fluid Zone was expressed, although being careful not to distract residents.
- 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 outdoor spaces for the public, being mindful of the seasons.
- The consultees showed interest in the potential for learning and experimenting around urban agriculture. The interactive areas for residents were supported, with encouragement for the planting scheme and versatility of common rooms for activities.
- The members showed intrigue in the extent of environmental initiatives.
- They expressed enthusiasm for the opportunity to see the robotics lab and student activities from the entrance. They also voiced concern over how visitors would know those spaces are public considering its residential appearance.



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:

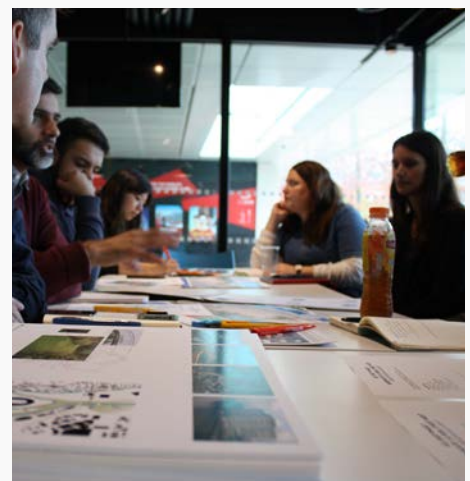
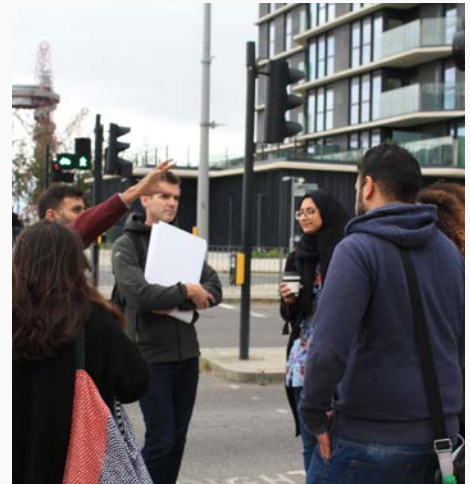
Date: Wednesday 11 October 2017
Time: 11am - 1pm
Location: Queen Elizabeth Olympic Park

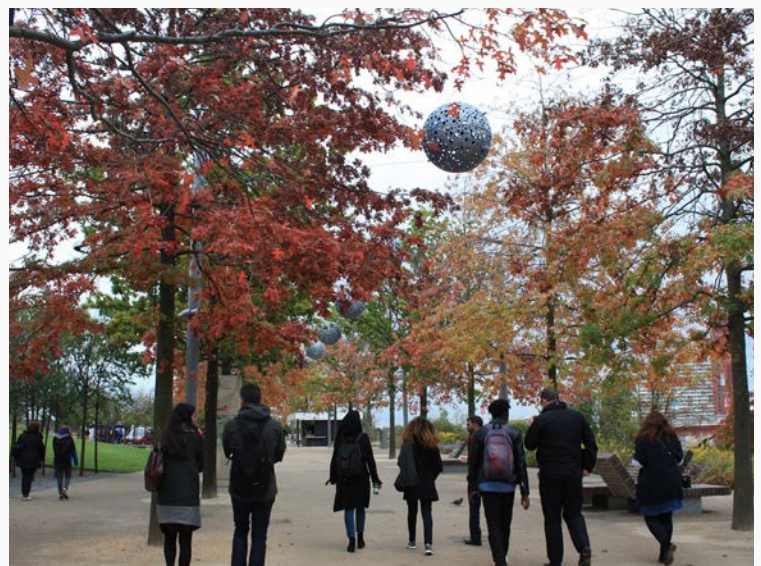
Attendees:

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 about the Fluid Zone, where the building is open and fits in the Park landscape.
- 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).
- They gave supportive feedback on the building's interior design, highlighting a positive use of the communal student spaces.
- They agreed that the scheme will increase UCL student experience as currently a "culture does not exist" in the existing student halls.





Photos from the outreach sessions, October 2017

CHAPTER 05
TRACKING CHANGES

UCL EAST PHASE 1 | POOL STREET WEST AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 5 TRACKING CHANGES

5.1 Introduction

Over the course of the consultation, the project team listens and wherever possible responds to the views of local and UCL communities.

The second stage of consultation has provided more insight into key issues and aspirations, as well as gathered UCL and local community responses to the emerging design.

The following page tracks the design development alongside the feedback received to show how the proposals are responding to public consultation.

5.2 Responding to feedback

This section provides a response from the design team to some of the issues and suggestions from the written comments on the feedback forms received in the second stage of consultation.

The comments below represent specific issues that came up through individual written comments from this stage; they should not be taken as a representation of the overall feedback from the public consultation.

STAGE 2 RESPONSES	
Comments & suggestions	Team response
Emphasise the outdoor aspects of activities and ensure indoor and outdoor spaces work together.	Noted – details of this will be addressed in later design stages through material finishes, glazing and appropriate openings in the façade to allow the indoor and outdoor spaces to flow and have a good relationship.
Provide cycling / walking / public transport plans for students to get around the area and between campus.	The Phase 1 scheme will safeguard an area for TfL's cycle hire scheme. Short and long stay cycle parking is provided across the yard, along with shower facilities to encourage students and staff to cycle. The site enjoys a very high PTAL (public transport accessibility level) with very good links to buses, trains and the underground.
Need more information on sustainability. Details on solar shading to be provided and how it will reduce the wind impact.	The horizontal concrete projections on the façade provide solar shading to the south-facing rooms, vertical fins provide solar shading to east and west facing rooms, when the sun enters the spaces at a lower angle. Horizontal concrete projections of varying depths on all façades help to break up the wind down draughts created by the building and provide a more comfortable pedestrian environment at ground floor level.
Consider use of materials referencing the local heritage e.g. approach to sustainable plastics given the history of early plastic invention in the vicinity.	The team are currently exploring the use of felt made from recycled PET plastic in the interior fit-out design. The design team are also working to understand and learn more about the significance of plastic in the area and how this can be integrated into the design.
It was suggested that a gradual change in terraced levels (from the ground floor to the proposed terrace) could be considered to combat perceived sparseness.	As you approach the building from the south along Pool Street there is already a gradual change in terraces/ green roofs – the small one storey plant building in the yard has a green roof and will be planted and used by Nature Smart Cities as a living lab; they may grow vegetables or other plants and grasses. The main terrace at third floor sits above this green roof but is visible from street level as multi-stem trees of approximately 4 meters high, and green hedges line the terrace. The multi-stem trees along with the larger groups of 7-12 meters high lime trees positioned centrally on the terrace provide more dense clusters of green so that the planting, when viewed from the ground or experienced at terrace level, does not feel sparse.
Unclear if the terrace level is only accessible for UCL students and residents above, or to the public as well.	The terrace is for use by all users and visitors of the building including UCL staff, students, residents and visiting members of the public.
Ensure the public feel they are welcome to see and get involved in the academic activities through clear wayfinding, advertised signage, etc.	Noted – this is currently being developed by the design team.
Including a colour scheme, lighting path or similar planting throughout the campus was a recurrent suggestion to creating a link for the campus, as well as safety at night.	Noted – this is currently being developed by the design team. Vogt Landscape architects are designing the spaces between Marshgate and Pool Street to ensure a consistent approach between the two buildings. More detail will be available at the next exhibition.
Consider balance of visibility from Makers Yard as not all makers would like being visible to the public.	Noted – the yard design and the gates are currently being developed by the design team.



Public exhibitions, UCL Bloomsbury, 4 October 2017

CHAPTER 06

NEXT STEPS

UCL EAST PHASE 1 | POOL STREET WEST 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 second stage of consultation on the Pool Street West detailed design process.

The findings are now being used by UCL and LDS to help inform the proposals.

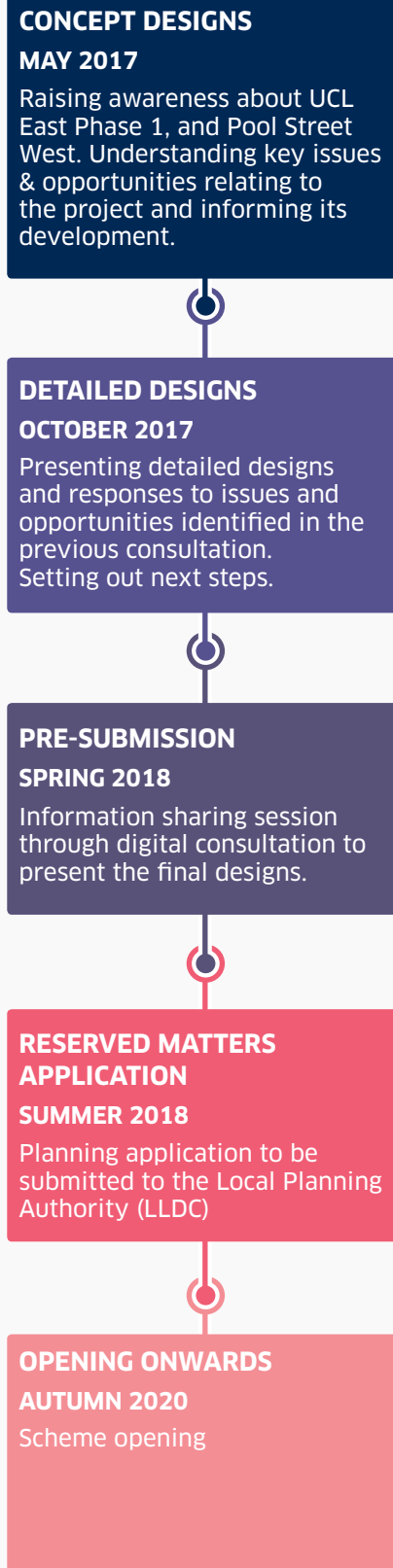
Full details of the next stage of consultation are still to be finalised. As soon as they are known we will update the websites and all project contacts.

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

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 | POOL STREET WEST AT QUEEN ELIZABETH OLYMPIC PARK

APPENDICES

A.	Publicity & communications	50
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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

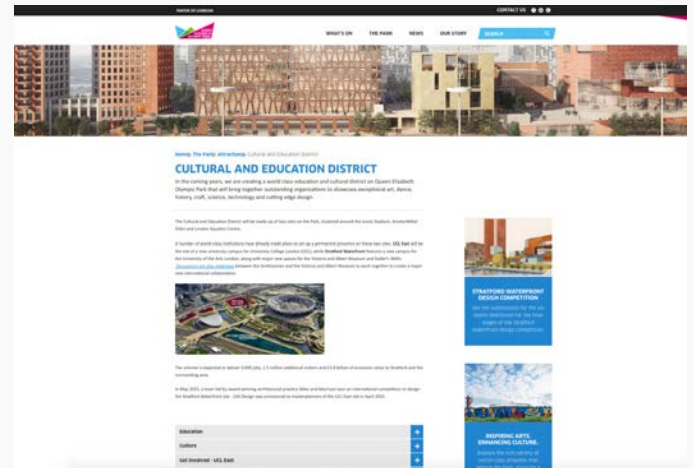
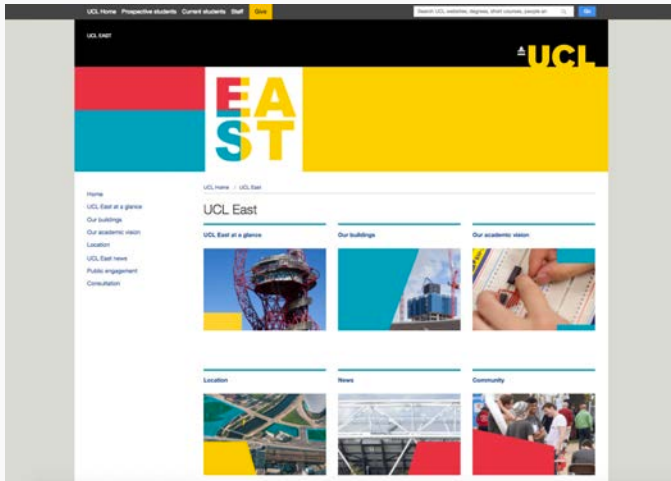
<p>STRATFORD LIBRARY Friday 06 October 3pm - 7pm 3 The Grove E15 1EL</p>	<p>THE PODIUM Saturday 07 October 12pm - 5.30pm 5 Thornton Street Queen Elizabeth Olympic Park E20 2AD</p>
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CONTACT US

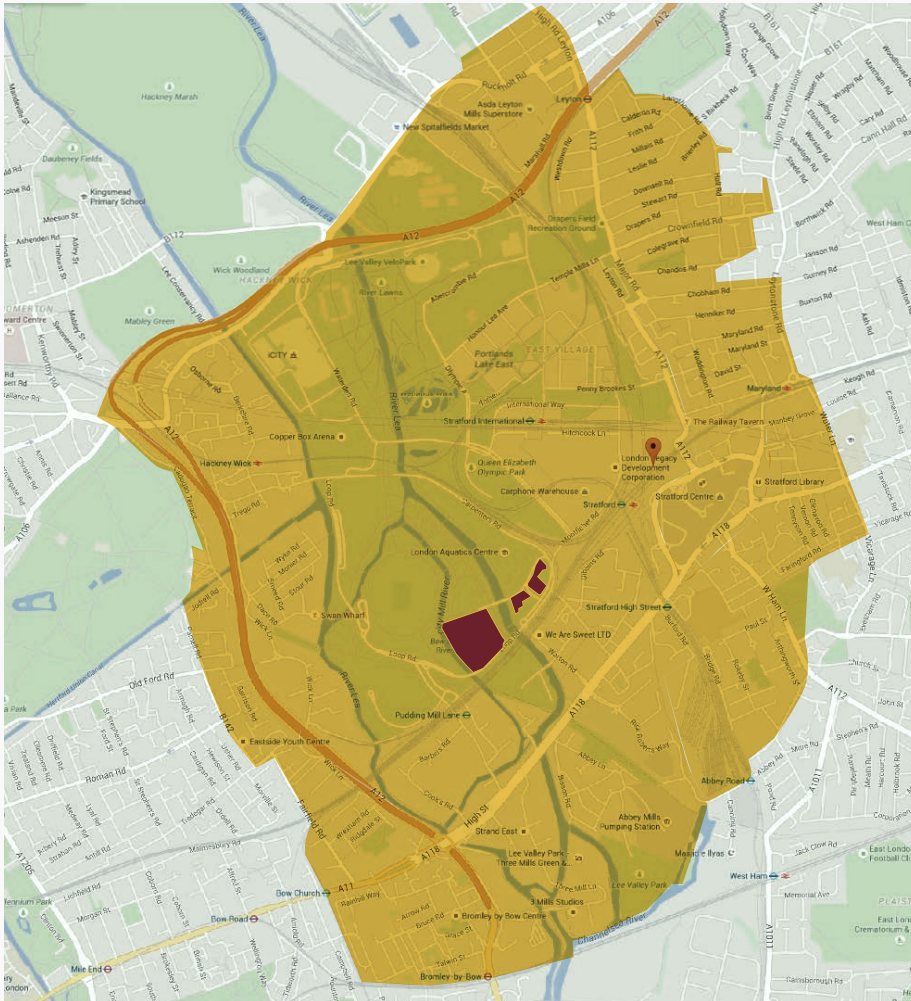
For more information on UCL East please visit our websites:
ucl.ac.uk/ucl-east
queenelizabetholympicpark.co.uk/ced

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 PPD), 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.

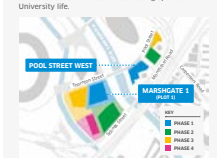
It is anticipated that following the determination of the outline application, Revised Matters applications will be submitted to provide further detail on the proposals for each phase. These details will be within the parameters established in the outline application.

UCL EAST SITES



PHASING OF UCL EAST

The first phase of UCL East will focus around Waterside River, helping 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 Western Bank connects the site to City Mill River and contributes to the natural landscape along the waterway.

The Terrace located from the Plaza down to City Mill River, offering green space for recreational and community 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 help provide connectivity within the Park. It can support shops as well as the food market area and will connect to the 2012 Gardens and Waterside River.

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

The Fluid Zone plan for the two floors will seek to encourage movement through buildings, inviting the public into the campus. Active promenade, such as Slingsby Street, will connect UCL East to the Promenade and the south of the Park.

The Plaza will have an arrival space for UCL East and help provide connectivity within the Park. It can support shops as well as the food market area and will connect to the 2012 Gardens and Waterside River.

ACTIVE STREET LEVELS OF THE 'FLUID ZONE'



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

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 satisfied 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 biotech 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 (Pool Street West)

UCL EAST PHASE 1 | POOL STREET WEST DEVELOPED DESIGN STAGE
OCTOBER 2017

09 | POOL STREET WEST

INTRODUCTION
This is the second in a series of public consultation events helping to shape the plans for Pool Street West. This set of exhibition boards presents the developed design following the first consultation events in May 2017. It also revisits the key aspirations and issues that have arisen from the consultation and provides responses from the design team on how this feedback has helped to inform the plans.



QUICK FACTS & FIGURES

Pool Street West will bring together academic spaces, student accommodation and local amenities, including:

- Academic floorspace of circa 5,000 m²
- Student residential floorspace of circa 13,000 m² with up to about 500 student study bedrooms (including wheelchair accessible and adaptable rooms)
- 3 levels of academic space at the lower levels, terrace level and residential space in two towers above this
- Provision of shared amenity space, community and engagement uses, retail and commercial spaces
- Flexible, adaptable and sustainable design that achieves at a minimum a rating of BREEM Excellent

LEAD ARCHITECTS

Lifschutz Davidson Scollard's LDDs have gained an international reputation for the quality of both its architecture and its completed projects in a wide variety of sectors. LDDs have designed buildings of a similar nature to Pool Street West, including an award-winning community centre in London and IQ Shoreditch, a mixed-use scheme of student housing, hotel and offices.

There are a number of technical consultants involved in the project from sustainability to planning consultants.

UCL EAST PHASE 1 | POOL STREET WEST DEVELOPED DESIGN STAGE
OCTOBER 2017

10 | ACADEMIC VISION & ACTIVITIES

DESIGN APPROACH
UCL East has established some clear objectives through earlier consultation on the illustrative masterplan. Providing interactive spaces for exhibitions, and public engagement with the academic activities taking place is a key objective. This idea has been developed through the 'Fluid Zone', which encourages the public to access and make use of the academic building through active frontages, activities and events.

Since the last consultation in May / June 2017, changes have been made to the structure and the lower levels of the building. There will now be more academic activities taking place on the ground floor that are visible from outside to enhance the concept of the 'Fluid Zone' to encourage people inside.

BRINGING THE ACADEMIC VISION TO LIFE

The academic vision for UCL East is deliberately innovative and ambitious. Pool Street West will house the **Future Living Institute**, which will explore global challenges such as planetary sustainability, understanding nature, environment and urbanisation, global communications, and social inclusivity. It will be truly multi-disciplinary and the first time UCL has created an institute cutting across five faculties.

The Future Living Institute aims to overcome the conventional barriers between research, education, enterprise and public engagement.

It will comprise:

- The Experimental Engineering Labs**, which will provide new academic activities covering a wide range of unique and innovative fields of study. A Centre for Robotics & Autonomous Systems will offer the opportunity to build robots from the nano to large scale and model their environments.
- The Global Disability Innovation Hub**, which will bring together cutting edge technology and lived experience. Academics, innovators, corporates and the local community will explore disability from a new perspective.
- The Culture Lab**, which will offer teaching, research and engagement spaces, underpinned by new programmes in making, media, conservation & heritage, and public history. Facilities at Pool Street West will include an object-based learning laboratory and a London Memory Archive.
- Nature-Smart Cities Labs**, which will be a research and teaching centre, focusing on three key themes: enhancing biodiversity of cities; understanding urban ecosystem services & wellbeing benefits; and engaging urban populations with their natural environment.
- The Urban theme**, as part of the **Global Future Cities Co-Labs**, which will be a major public and community space, hosted by urban academics from across UCL, for debating the past, present and future of London. The Co-Labs will provide opportunities for the application of knowledge towards the improvement of human settlements worldwide.



Section through the future living institute



Flexible spaces for performance, screenings and lectures



Cafes, common and social study areas



Workshop and programming for all ages



Exhibition and engagement spaces

B1. Exhibition boards (Pool Street West continued)

UCL EAST PHASE 1 | POOL STREET WEST DEVELOPED DESIGN STAGE OCTOBER 2017

11 | CONSULTATION TO DATE

STAGE 1 CONSULTATION

The first stage of public consultation activities took place between May and June 2017. Over 150 people were involved through road shows and outreach sessions. Feedback was gathered from both the UCL community and the local community to gain an understanding of thoughts, issues and aspirations.

Feedback showed:

- Many respondents were excited about the opportunities for engagement and the potential for events and programming to encourage both the UCL community and members of the public into the building.
- While the majority of respondents were positive and excited about the provision and quality of green space, some did feel that they could not tell if there would be enough biodiversity and outdoor activities.
- There was a general appreciation that the building would be inviting and accessible. Many of the comments expressed that the design approach to provide active frontages, presenting university activities and engaging passers-by would be well achieved through the proposals.
- Generally the building and approach to the identity is innovative and transparent. However some felt that the building seemed generic and corporate in its look and feel.

TRACKING CHANGES

There have been a number of changes and developments to the proposal since the previous exhibition, considering some of the feedback gathered.

The following captures some key changes:

- The design has been developed to increase active uses around the perimeter of the buildings at the ground floor. Plant rooms have been relocated to a basement level and workspaces positioned opening on to the making yard off Pool Street.
- The facade design has evolved to include coloured glazed panels. The tower design has been developed further to refine the solar shading elements and concrete texture / colour.
- More detail provided on biodiversity and outdoor spaces.

See board 13 for more information.



View of the residential tower

STAGE 1 EVENTS



UCL EAST PHASE 1 | POOL STREET WEST DEVELOPED DESIGN STAGE OCTOBER 2017

12 | ACCESS AND CONNECTIVITY

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 an open and accessible entrance foyer at the centre of the building with an atrium above. Shared facilities and amenity space will surround the atrium, helping to create a dynamic and welcoming environment that encourages UCL students and staff, visitors and the local community to enter and spend time in the building.

Images on the right shows illustrative views along the key routes and access points.

KEY ROUTES AND VIEWS



UCL

- Workshops
- Retail
- Amenity space
- Cycle
- Students & staff access
- Residents (outside entrance)
- Cycles
- Shared vehicles /
- Shared parking



View from Moorfields Road



View from Goding Street, along Waterworks River with cafe and retail



Key approach from Pool Street / Moorfields Road intersection towards the Making Yard



View from the north on Thomson Street facing the main entrance

B1. Exhibition boards (Pool Street West continued)

UCL EAST PHASE 1 | POOL STREET WEST DEVELOPED DESIGN STAGE
OCTOBER 2017

13 | DESIGN DEVELOPMENT


KEY FEATURES

The terrace amenity space provides a range of outdoor areas for all building users to enjoy.

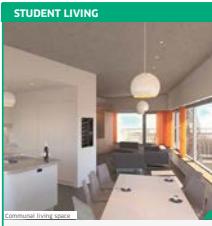
Planting and trees have been carefully located to mitigate wind and provide biodiversity. The aspect of the terrace will result in a warm microclimate and a considerable amount of heat will be generated from the building. The planting palette is simple and a strong emphasis will be placed on a selection of plants that will ensure a successive flowering between Spring and Autumn. At this elevated level, views to the north of the Park will be spectacular.

The student accommodation, which is accessed via the terrace, will include a spacious communal living space with access to the terrace.

LAYOUT AND USES



STUDENT LIVING



OVERVIEW:
Student residential accommodation arranged in clusters of 8-10 students including:

- Self-catered, ensuite bedrooms with generous shared kitchen / 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

TERRACE






Illustration of how the terrace level is occupied. The terrace level has a series of garden spaces to provide a sheltered and private space for people using the building.


ACTIVITIES & USES:




Balcony overlooking the river



Events and spill out space




Pop-ups




Green spaces for study and leisure


LANDSCAPE & BIODIVERSITY:



Ornamental planting will surround the space with aromatic and seasonal flowers. Students will have the opportunity to grow their own herbs.



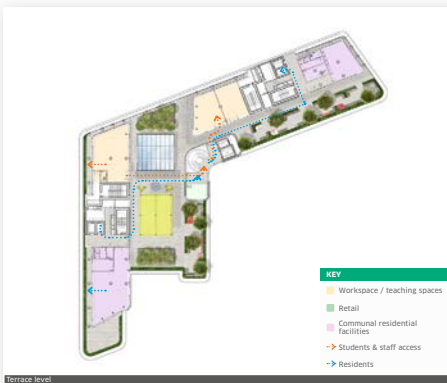
Formal hedge planting enclosed the space. This hedge is fast growing, wind tolerant and has attractive foliage.



A selection of Mediterranean trees will be planted to reduce the effects of the wind and visible from the building attracting people outside.

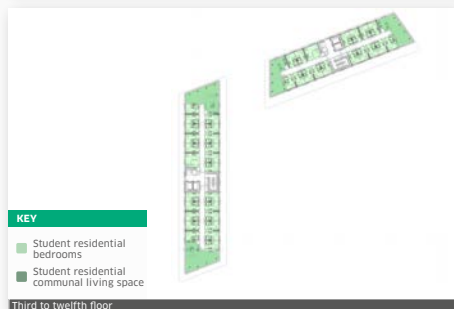
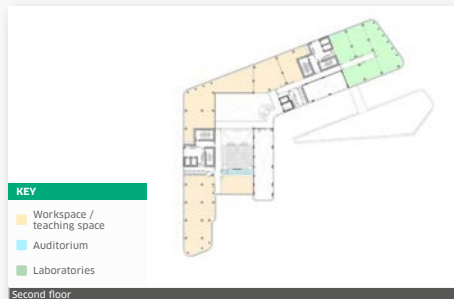
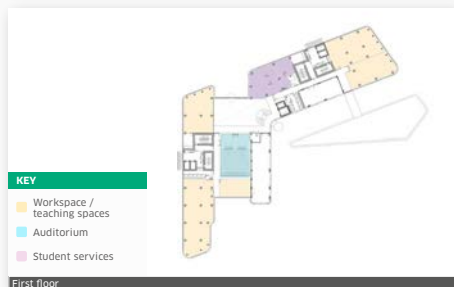
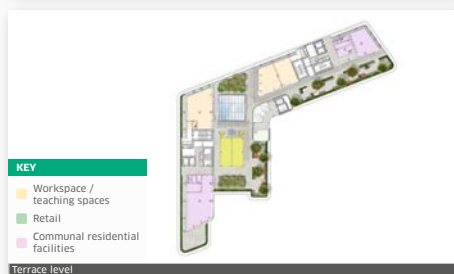
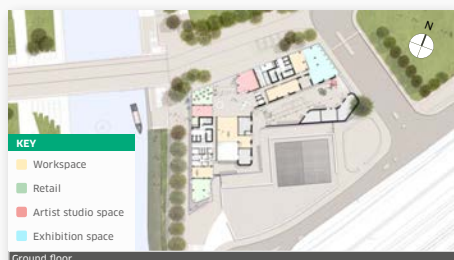
B2. Flip book pages

Exhibition board 12:



B2. Flip book pages (Exhibition board 13)

Flip book A:






Flip book B:



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. Soundings

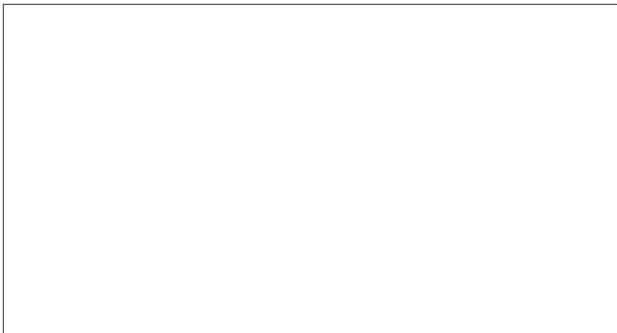
C. Workshop Materials

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

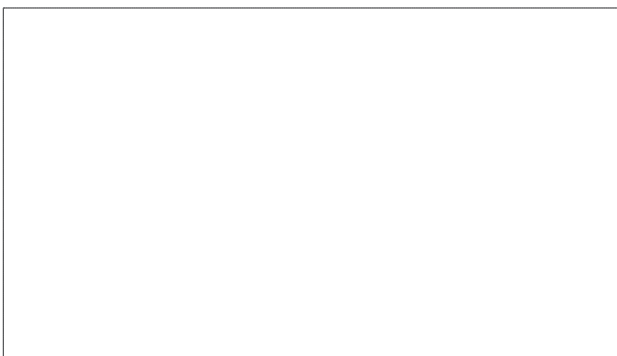
UCL EAST



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

Yes Somewhat Don't know No Not at all

UCL EAST



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