

**CHAPTER 06**  
**APPENDICES**

# UCL EAST PHASE 1 | POOL STREET WEST

## AT QUEEN ELIZABETH OLYMPIC PARK

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### CHAPTER 6

## APPENDICES

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## A. Publicity & Communications

### A1. Flyer advertising Stage 1 public exhibitions

UCL EAST

AT QUEEN ELIZABETH OLYMPIC PARK

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

CONCEPT DESIGN ROAD SHOWS

Following consultation on the UCL East masterplan, the UCL East team is now presenting the concept designs for Pool Street West. Pool Street West makes up part of the first phase of UCL East and will feature student accommodation, academic, retail, community and engagement uses for UCL students and staff and the public. Please join us at the road shows to see the initial ideas, meet the project team and share your feedback.

DATES AND LOCATIONS

STRATFORD BROADWAY

Friday 19<sup>th</sup> May  
11am - 2pm

In the public space adjacent to St John's on Stratford Broadway

QUEEN ELIZABETH OLYMPIC PARK

Saturday 20<sup>th</sup> May  
11am - 2pm

Waterworks Place Adjacent to the play fountain

For more information on UCL East please visit [ucl.ac.uk/ucl-east](http://ucl.ac.uk/ucl-east)  
For more information on the Cultural and Education District please visit [queenelizabetholympicpark.co.uk/ced](http://queenelizabetholympicpark.co.uk/ced)

To get in touch please contact Soundings at:  
✉ [UCLeast@soundingsoffice.com](mailto:UCLeast@soundingsoffice.com) | 02077291705

### A2. Flyer advertising Stage 2 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

STRATFORD LIBRARY

Friday 06 October  
3pm - 7pm

3 The Grove  
E15 1EL

THE PODIUM

Saturday 07 October  
12pm - 5.30pm

5 Thornton Street  
Queen Elizabeth Olympic Park  
E20 2AD

CONTACT US

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

To get in touch please contact Soundings at:  
✉ [UCLeast@soundingsoffice.com](mailto:UCLeast@soundingsoffice.com) | 02077291705

A3. Flyer advertising Stage 3 public exhibitions

GET INVOLVED

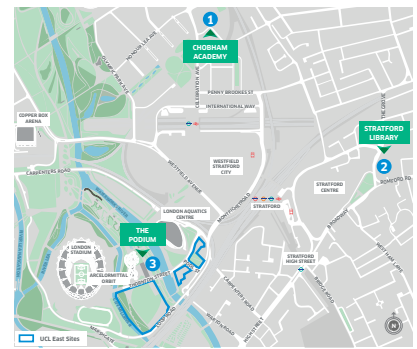
Please come see the detailed plans for the first two buildings of UCL East, view a physical model, meet the project teams and share your feedback. The design team will be there to answer questions.

**1 CHOBHAM ACADEMY\***  
Wed 14 March  
6.15pm – 9pm  
40 Cheering Lane  
E20 1BD

**2 STRATFORD LIBRARY**  
Fri 16 March  
3pm – 7pm  
3 The Grove  
E15 1EL

**3 THE PODIUM**  
Sat 17 March  
11am – 3pm  
5 Thornton Street  
E20 2AD

\*Stall at 'Your Neighbourhood Talks' event with Queen Elizabeth Olympic Park



STAY INFORMED

**VIEW THE EXHIBITION ONLINE**  
[www.ucl.ac.uk/ucl-east/getting-involved](http://www.ucl.ac.uk/ucl-east/getting-involved)

**PROVIDE FEEDBACK ONLINE**  
Submit your form by Friday 23rd March:  
[www.tinyurl.com/UCLEast](http://www.tinyurl.com/UCLEast)

**NEWSLETTER SIGN-UP**  
To stay updated on public and community engagement in UCL East, sign up for UCL Culture's newsletter by emailing: [engagement-east@ucl.ac.uk](mailto:engagement-east@ucl.ac.uk)

INDICATIVE TIMELINE

SPRING 2018	SUMMER 2018	AUTUMN 2021
PRE-SUBMISSION CONSULTATION	PLANNING APPLICATION	UCL EAST OPENING
The final designs will be online for public consultation. View the last stages on the UCL East website.	Detailed designs and Reserved Matters planning applications submitted to the local Planning Authority - view these on the LDC's online Planning Register.	Scheme inauguration: opening of Pool Street West in 2021 and Marshgate 1 by 2022.

CONTACT US

For questions or information on the public consultation, please contact the Soundings team:  
[UCLEast@soundingsoffice.com](mailto:UCLEast@soundingsoffice.com)  
020 7729 1705

UCL EAST WEBSITE


To find out more about the development, visit:  
[ucl.ac.uk/ucl-east](http://ucl.ac.uk/ucl-east)  
[queenelizabetholympicpark.co.uk/ced](http://queenelizabetholympicpark.co.uk/ced)

UCL EAST | UPDATES


JOIN US AT THE UPCOMING EXHIBITIONS

14 - 17 MARCH 2018

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



UCL EAST AT QUEEN ELIZABETH OLYMPIC PARK




ABOUT UCL EAST

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

There will be academic facilities across the site, complemented by student accommodation, retail and community and engagement uses for UCL students, staff and public.

In November 2017, the masterplan outline planning application received resolution to grant permission. UCL will submit planning applications ('Reserved Matters') for the detailed design of buildings and landscaping of Phase 1 this summer.



Aerial view of future UCL East sites in the Park

POOL STREET WEST

Pool Street West makes up part of the first phase of UCL East. It is being designed by a team led by Lifschutz Davidson Sandilands Architects.

Pool Street West will house the Future Living Institute, a multi-disciplinary home of discovery, bringing together researchers across the following areas:

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


Pool Street West will also provide student accommodation, with around 520 rooms for the University. It will feature a range of academic, retail and community 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 will also feature a range of retail and food and drink units to cater to the public and UCL.

To find out more, please visit: [ucl.ac.uk/ucl-east/buildings](http://ucl.ac.uk/ucl-east/buildings)



Illustrative view of Pool Street West and Marshgate 1 from Stratford Walk F10 bridge, looking south

MARSHGATE 1


Marshgate 1 makes up the rest of the first phase of UCL East. It is being designed by a team led by Stanton Williams Architects.

It will serve as the centre for the UCL East academic vision, of which the core themes are: making, originating, connecting and living. Marshgate will include academic activities across the following research areas:

- Culture Lab
- Global Future Cities
- Experimental Engineering
- The Institute of Making Big
- The Academy of Innovative Applied Finance

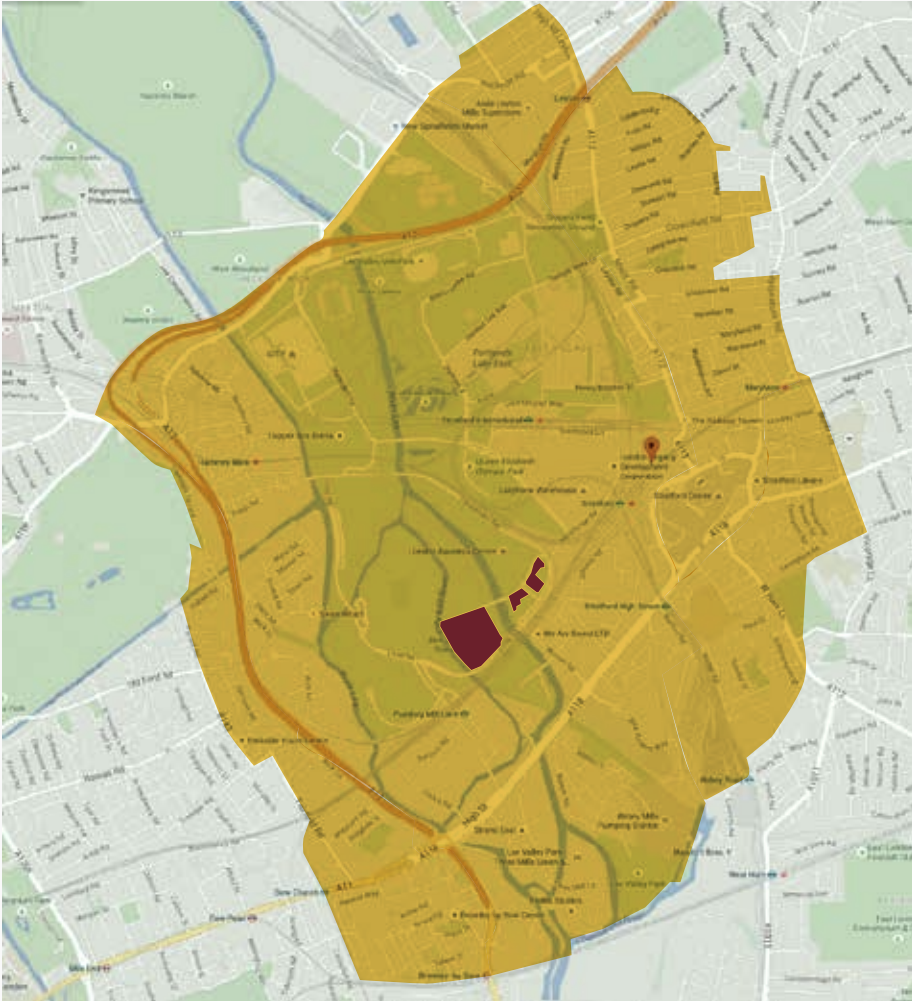
There will mainly be academic space, including lecture rooms, but also workshops, labs and exhibition areas, with a series of interconnecting spaces accessible to the public, opening onto the riverside.

At the heart of the building is a central atrium that will be open to all, to encourage inclusivity and community engagement, with public areas at ground and first floor levels.

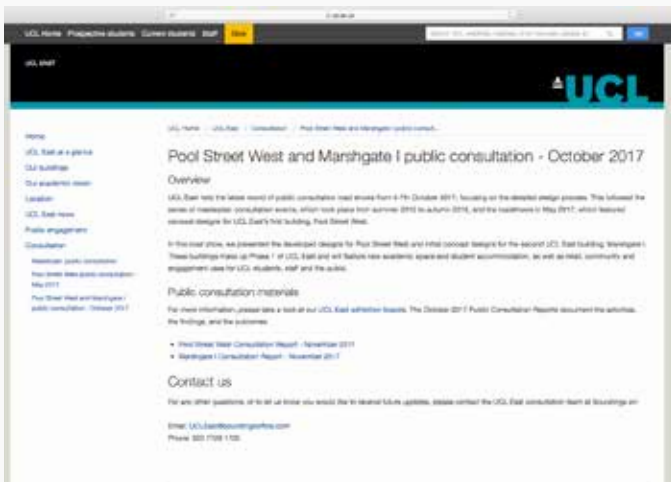
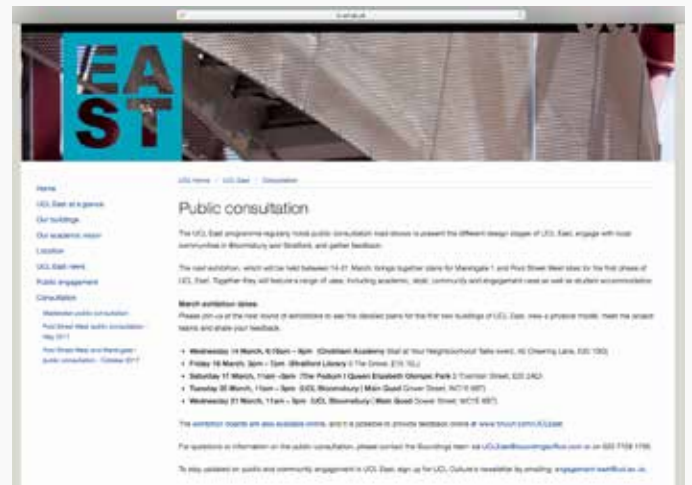
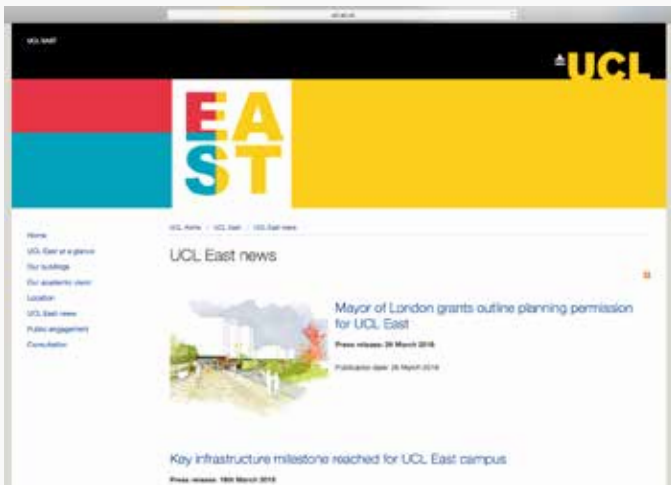
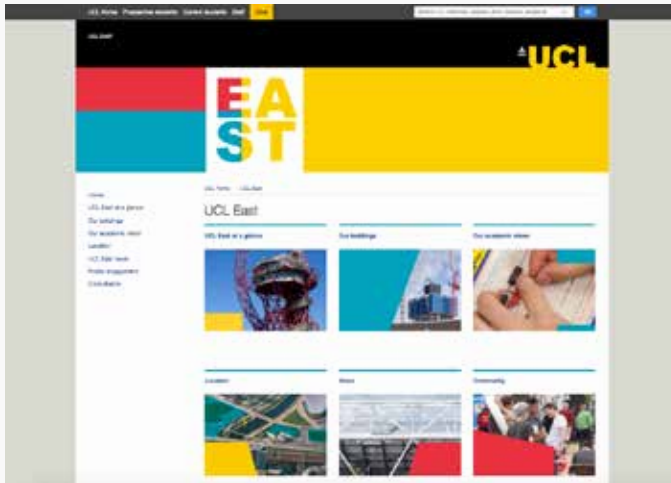


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#### A4. Flyer distribution boundary



A5. Website features (UCL East, UCL and Queen Elizabeth Olympic Park websites)



B. Exhibition Materials

B1. Stage 1 exhibition boards


**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**01 | WELCOME TO THE ROAD SHOW**

**WELCOME TO THE CONCEPT DESIGN ROAD SHOW**

This exhibition presents the initial ideas for the detailed design of Pool Street West.

Pool Street West makes up part of the first phase of UCL East, the largest single expansion of UCL since its foundation. UCL East will be an inclusive world class university campus, breaking down traditional barriers to inspire the free exchange of ideas and knowledge.


Pool Street West will feature a range of uses, including student accommodation, academic, retail, community and engagement uses.



Architectural rendering of a building that the customer cover of the site.

Pick up a feedback form to share your views on what you've seen. Please return this form to a member of the team if it is the best provided.

Alternatively, submit your completed feedback form via email or post by **Friday 26 May 2017**. For contact details, please see board 12.



**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**02 | THE TEAM**

**UNIVERSITY COLLEGE LONDON**

UCL was founded in 1826 and was the first to open up university education to those previously excluded from it, and to provide 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 1,000 staff.

**LONDON LEGACY DEVELOPMENT CORPORATION**

LLDC seeks to use the opportunity of the London 2012 Games and the creation of Queen Elizabeth Olympic Park to change the lives of people in East London and drive growth and investment in London and the UK, by developing an inspiring and innovative place where people want – and can afford – to live, work and visit.

**LIFSCHUTZ DAVIDSON SANDILANDS**

Lifschutz Davidson Sandilands (LDS) have gained an international reputation for the quality of both its architecture and its completed projects in a wide variety of sectors. LDS have designed buildings of a similar nature to Pool Street West, including: W3, an award-winning community centre in London; University of Birmingham Indoor Sports Centre, and 43 Chesham, a multi-use scheme of student housing, hotel and offices. LDS have worked with the Coin Street Community for 30 years to build affordable housing and public amenities.

**SOUNDINGS**

Soundings led community engagement on the UCL East masterplan process and will continue their role as public engagement consultants into Phase 1 of the detailed design stage. The company has worked on a diverse range of projects in the built environment, including the Olympic Park Masterplan, the Canada Water Masterplan and Kings Cross Central. Soundings will continue to be an integral member of the team, working with the local and UCL community on the design proposals as they evolve to ensure the best fit possible.

A number of technical consultants are also involved in the project, including:

<b>ATELIER 10</b> Sustainability / fire / services	<b>TYRENS</b> Transport consultants	<b>KIM WILKIE</b> Landscape architect	<b>AECOM</b> Civil engineering	<b>WSP</b> Project management
<b>PEOPLE FRIENDLY DESIGN</b> Accessibility consultants	<b>DELOITTE</b> Planning consultants	<b>AKT II</b> Structural engineer	<b>THE ECOLOGY CONSULTANCY</b> Ecologist	

**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**03 | ACADEMIC VISION & ACTIVITIES**

**OFFERINGS AND ACTIVITIES**

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 environment.

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.


**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 meet their environments.
- The Global Disability Innovation Hub**, which will bring together cutting edge technology and lived experience. Academic, innovator, 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 Room**, as part of the **Global Future Cities Co-Labs**, which will be a major public and community space, hosted by urban academics from across London for activities 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.



**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**04 | ABOUT THE SITE**


**A HISTORY OF THE AREA**

In 1858 the area was largely agricultural. Adjacent uses included a gasworks, brick field, spinning mill and nearby railways on the embankment. By 1893 a number of light industrial premises (Victoria Oil and Caudle Works, Varnish Works, Oil and Chemical works and Hudson's Bay Fur and Skin works) occupied a vacant area of land to the south including the UCL East site. From the end of the 20th century until the early 2000s the site was used as a scrap yard.

The wider site was developed prior to 2012 for the London 2012 Olympic and Paralympic Games. Immediately to the south is the head house for the National Grid transmission tunnel, enclosed by a concrete wall. Two deep tunnels containing power lines cross the site and these contain the foundations to a large extent.

The Legacy Communities Scheme (LCS) planning application, which was approved in September 2012, is the overarching scheme developed to guide the long term development of Queen Elizabeth Olympic Park and its neighbourhoods after the London 2012 Olympic and Paralympic Games.

**THE CURRENT SITE**



**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**05 | INVOLVING THE LOCAL COMMUNITY**

**CONSULTATION TO DATE**

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

The four stages of consultation helped gather opinions and understand key issues – both for the local community and UCL students & staff – and respond accordingly in the masterplan.

Since summer 2015, over 4,800 people were engaged in total through 49 events including public exhibitions, pop-up events, local schools & youth workshops, public workshops, stakeholder events and outreach sessions.

**OVERALL IMPRESSION OF THE MASTERPLAN**

82% of the 159 people who attended were excited or positive about the plans.

**HEADLINE FINDINGS FROM THE MASTERPLAN CONSULTATION 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 academic 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 waterway and green landscape are the site's strongest assets. How does UCL East connect 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 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**06 | THE MASTERPLAN**

**MASTERPLAN PRINCIPLES**

The UCL East masterplan has informed the outline planning application which sets a framework for the overall distribution of building heights and blocks, the amount of floorspace, building uses and links to spaces.

An overview of the key elements of the masterplan is presented below:

- The concept of the Fluid Zone on the lower level (see orange-green gradient tone on the image to the right) will seek to encourage movement through the buildings, inviting the public into the campus. Active frontages along key routes will connect UCL East to Carpenter's Road and the south of the Park.
- Throughout the public realm, seek to ensure a safe and secure environment which is promoted via lighting, visual connectivity, overlooking from active areas and strong sightlines.
- The Promenade will form an arrival space for UCL East and help promote connectivity within the Park.
- The Plaza will be a vibrant public space and the heart of UCL East, defined by the buildings around it and linked to the Promenade and the Terrace.
- Both Pool Street sites and the southwest of Plot 3 on Marshgate will include student accommodation above the lower levels.



B1. Stage 1 exhibition boards

**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**07 | POOL STREET WEST DESIGN PROCESS**

**THE DETAILED DESIGN PROCESS**  
Following the submission of the outline planning application, UCL intend to submit planning applications for the detailed design of buildings and landscaping associated with the various phases of the masterplan. These are called 'Reserved Matters' applications and will be formally submitted following the determination of the Outline Planning Application for the masterplan (see phasing diagram on board 12).

The first 'Reserved Matters' application to be submitted will be for Pool Street West, anticipated early 2018.

**PHASE 1 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 building, including social, economic and environmental aspects.

**RESPONDING TO THE OBJECTIVES**  
Pool Street West complies with the Fluid Zone principles on the lower levels (represented in yellow and red tones below) with academic and public functions.

The building is activated by the showcasing of work, interactive spaces, retail areas and inviting landscapes in all directions to avoid creating a traditional back and front to the building.

**LAYOUT AND USES**

**FACTS & FIGURES**

- Academic floorpace of circa 5000 m<sup>2</sup>
- Student residential floorpace of circa 13,000 m<sup>2</sup> with about 440 to 460 student study bedrooms (including wheelchair accessible and adaptable rooms)
- 3 levels of academic space at the lower levels, terrace level and up to 14 storeys of residential space above
- Provision of shared amenity space, community and engagement uses and retail and commercial spaces
- Flexible, adaptable and sustainable design that achieves a minimum a rating of BREEM+ Excellent

**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**08 | CONCEPT DESIGNS**

**FROM MASTERPLAN TO CONCEPT STAGE**  
The initial concept studies on this board show how the design team has interpreted the parameter plans of the UCL East masterplan. For example, the eastern tower of Pool Street West has been rotated to create a stronger streetscape edge along Thornton Street and give a sense of enclosure to the south of the Park.

**DESIGN EVOLUTION**  
The below 3D diagrams show how the concept designs have developed over time. Changes have been influenced by continued understanding of the academic requirements, climate change mitigation and adaptation measures, and in response to feedback from UCL's Built Environment Access Panel (BEAP) and Quality Review Panel (QRP).

Design team meetings have been regular, and joint meetings have been held with the Marshgate Phase 1 architect team, led by Stanton Williams, in order to achieve coherence within the wider UCL East development.

**FAÇADE TREATMENT**  
The towers are composed of textured precast concrete in two colour tones, white and grey (refer to image on the bottom right). Metal screens to the windows provide additional layering and articulation to the glazed bands. The underside of the projecting concrete elements is textured for visual interest when viewed from below.

Vertical and horizontal grids reflect the room sizes behind the facades. The glazing increases where there are communal kitchen/dining/living rooms on the ends of the towers so that views from these spaces are maximised.

**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**09 | DESIGN DEVELOPMENT**

**DESIGNING SPACES**  
The building design of Pool Street West takes inspiration from the fluid form of its surroundings, including the London Aquatics Centre and the natural landscape of the Park.

Further detail on the fit-out of the interiors will be available at the next stage of consultation.

**STUDENT LIVING**  
Study bedrooms are arranged in clusters around communal kitchens / living / dining areas. Communal spaces are placed at each end of the towers and are a wide aspect, offering views across the Park and London.

A proportion of rooms are designed especially for wheelchair users. The design team are very aware of the need to create flexibility in the configuration of these clusters to accommodate different sizes of groups, to meet individual students' needs and to allow for adaptability in the future, in line with UCL's Inclusive Design Standards and in the spirit of the Paralympic Legacy.

**TREATMENT OF THE LOWER LEVELS**  
A key design aspiration is to maximise permeability of ground floor level to activate the public realm around the building. The main entrance on Thornton Street is recessed forming a canopy and highlighting arrival.

Horizontal bands in the lower level facades indicate the floor levels inside and emphasise the fluidity of the lower level form.

**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**10 | ACCESS AND CONNECTIVITY**

**AN INVITING BUILDING FOR ALL**  
The public realm design at ground level 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 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 visitors, the local community and UCL students and staff to enter and spend time in the building.

**KEY APPROACHES TOWARDS THE SITE**

**KEY FACTS**

- The site is a world a 10 minutes walk from Stratford station and Stratford High Street and Pudding Mill Lane DLR stations.
- Cycle parking will meet London Plan standards with generous provision for students, staff and visitors.
- There will be blue badge parking and access to dedicated vehicle drop-off points.
- The existing bus stop is located adjacent to the site.
- The southeast corner of the site will be brought to life by the Mallina Yard, where students can make models and hold experiments. This will help to engage people coming from the south of the site with Pool Street West.

**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**11 | TOWNSCAPE AND LANDSCAPE**

**SUPPORTING A RANGE OF ACTIVITIES**  
The Pool Street West scheme provides amenity space in the form of a terrace garden above the lower levels. This will be a place for learning and a space for relaxation. Part of the garden could also support a programme of events, for example outdoor screenings of lectures.

More detail on the public realm of Thornton Street will be available at the next stage of consultation.

**ILLUSTRATIVE TOWNSCAPE VIEWS**  
The configuration of Pool Street West is intended to draw people in and serve as a marker to aid wayfinding in the Park. The design allows for framed views of surrounding landmarks.

**LANDSCAPE INSPIRATION**  
Landscape architect Kim Wilkie has developed concept ideas for the terrace, inspired by the surrounding landscape of the Park and the soft, fluid shapes within it.

**EXPERIENCING THE TERRACE LEVEL\***  
Landscape architect Kim Wilkie has developed concept ideas for the terrace, inspired by the surrounding landscape of the Park and the soft, fluid shapes within it.

Balcony overlooking the river  
Events and spill out space  
Pop-ups  
Green spaces for study and leisure  
Colour and biodiversity

**UCL EAST PHASE 1 | POOL STREET WEST CONCEPT DESIGN STAGE** MAY 2017  
**12 | NEXT STEPS**

**THANK YOU**  
Thank you for coming to the first exhibition on the detailed design of Pool Street West. The proposals shown are revised concept designs and will continue to be developed and evolve in the coming months.

Please pick up a feedback form to share your views on the concept proposals. All written feedback will be entered into a database, analysed and reported back to the design team to help shape the detailed designs and will be available to the public.

**GET IN TOUCH**  
For any queries, please contact the UCL East team at Soundings on:

020 7729 1705  
UCL East@soundings.giffice.com

Soundings  
148 Curran Road  
London  
EC2A 3AT

You can also keep up to date on the web by visiting [ucl.ac.uk/east](http://ucl.ac.uk/east)  
Queen Elizabeth Olympic Park website [QueenElizabethOlympicPark.co.uk/ucl-east](http://QueenElizabethOlympicPark.co.uk/ucl-east)

**PHASING OF UCL EAST**  
The first phase of UCL East will focus around the Waterworks River helping to establish a strong presence within the Park. Phase 1's location away from Silldigs Street ensures that future development and construction will not impede concurrent operation and University life.

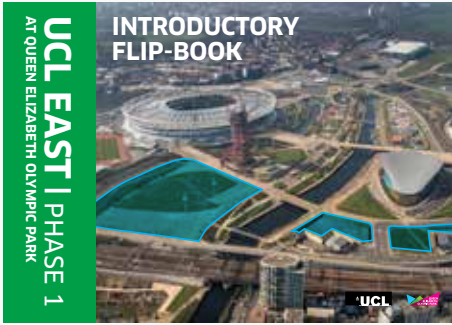
**PHASE 1 POOL STREET WEST TIMELINE**

- CONCEPT DESIGN CONSULTATION** MAY 2017
- DETAILED DESIGN CONSULTATION** AUTUMN 2017
- PRE-SUBMISSION CONSULTATION** EARLY 2018
- RESERVED MATTERS APPLICATION (RMA)** EARLY 2018
- OPENING** AUTUMN 2020

Pool Street West is set to open for the academic year of 2020/21.



**B2. Introductory flip-book present at exhibitions**



**THE PHASE 1 TEAM**

**UCL**  
LONGLEASHELDER, DEVELOPER AND FUTURE OCCUPIER

**LIFSCHUTZ DAVIDSON SANDILANDS (LDS)**  
POOL STREET WEST DESIGN TEAM

**STANTON WILLIAMS**  
MARSHGATE DESIGN TEAM

**LONDON LEGACY DEVELOPMENT CORPORATION (LLDC)**  
LANDOWNER

**SOUNDINGS**  
COMMUNITY CONSULTATION FACILITATORS

There are also a number of other consultants involved in the project.

**INTRODUCTION**

As part of a world-class cultural and education destination within Queen Elizabeth Olympic Park, UCL (University College London) will establish a new university campus, UCL East.

Together with Stratford Waterfront, UCL East forms the Cultural and Education District, a development which will form part of the legacy transformation of Queen Elizabeth Olympic Park into a new, diverse and vibrant part of London.

An outline planning application is due to be submitted for the UCL East masterplan. In parallel UCL and the design team are in the process of developing detailed designs for the first phase.

**UCL EAST VISION**

UCL is in partnership with the London Legacy Development Corporation (LLDC) to establish UCL East, the first expansion in 1826.

The first phase is expected to have up to 3,000 students and 825 staff, including academics and researchers, on site alongside other users and visitors.

**MAKING**  
We're focusing on 'learning by doing', built on teaching and research, research training, training and manufacturing. We'll have flexible project spaces, workshops and specialist teaching laboratories.

**CONNECTING**  
We're connecting the way UCL connects with the public, creating shared academic and public spaces which are exciting and accessible. We're providing access to learning and research through through cultural and social programmes, outdoor and indoor.

**ORGANISING**  
We'll be a hub for interdisciplinary activities, focusing on the integration of research, research, research and technology - ranging from robotics, heritage and culture to future manufacturing and global cities. We're creating new courses for students in these areas and encouraging the ecosystem.

**LIVING**  
We're engaging Queen Elizabeth Olympic Park and the surrounding area as a living laboratory, engaging people with their natural environment and creating the space to explore the present and future of London. We'll have residential for students, promoting an approach to business proximity the '15-minute' work day.

**PHASING STRATEGY**

The first phase will focus around Waterworks River. At each phase of development there will be a coherent and functional campus, enjoyable and accessible to UCL students, staff, the local community and visitors.

**OVERVIEW**

- The Cultural and Education District will be established in a long-term and quality of UCL East from day one.
- The existing 2013 Olympic and Waterworks River provides an opportunity and high quality setting from the outset. The location offers advantages of the highest quality location in this part of the Park.
- Phase 1 location offers the highest quality setting for the future development and construction will not impact on the existing Olympic Park and Waterworks River.
- It is anticipated that during the planning of the UCL East development, a number of historic and residential uses will be considered.

**PHASE 1 - KEY PRINCIPLES**

**OBJECTIVES**

- Phase 1 of UCL East will seek to be distinct and confident, providing an appropriate identity for UCL in the Park.
- Provide an outstanding environment for learning and teaching for students, staff, collaborators and the public.
- Build on and develop the idea of the 'First Zone' - an open and accessible public space to access the building through active frontages, a range of outdoor and indoor spaces.
- Encourage approaches from all disciplines around the site to connect the building to its context and public.
- Provide high quality residential for students, academic spaces.
- Active living, including, active, accompanying the requirements of the first generation of users.
- Encourage chance interactions of people working in the building to increase social and academic activity.
- Accommodate facilities expected to operate on a 24/7 basis.
- Provide high standard sustainable design throughout the development - in social, economic and environmental aspects.

**UCL IN THE COMMUNITY**

UCL is working with a range of community organisations across east London, looking at broadening community access, building links and sharing resources and expertise. As development progresses, UCL East's dedicated public engagement team will explore future opportunities for local community, business and cultural links.

**UCL'S ENGAGEMENT STRATEGIES**

- WIDENING PARTICIPATION**  
UCL has a commitment to widening participation in higher education. Every year they work with 20,000 young people to help them progress and attend university.
- STUDENT VOLUNTEERING**  
UCL's University College London Living Volunteering Service Unit is one of the largest university volunteering departments in the UK. It supports over 17,000 students a year in their volunteering activities.
- PUBLIC ENGAGEMENT**  
UCL's Public Engagement Unit addresses modern world problems, and through its Public Engagement Unit is committed to opening up its research to create a vibrant community, creating a culture of two-way engagement between researchers and the public.
- MUSEUMS AND COLLECTIONS**  
UCL has three museums open to the public, which share their extensive and important collections through a wide-ranging programme of exhibitions and workshops.

**COMMUNITY ENGAGEMENT SO FAR**

The first stage consultation process for the masterplan aimed to involve as many people as possible through a variety of events and activities that were accessible and appropriate to those involved.

Events from each stage of engagement were used to inform the first masterplan. The timeline below is a summary of the public and community engagement during the masterplan stage.

**UCL EAST MASTERPLAN: ACTIVITIES & EVENTS OVERVIEW**

**4,800+** people engaged in total

**12** public exhibitions  
**18** pop-up events  
**10** pop-up events

**49** events in total including:

- 3 local schools & youth workshops
- 4 youth workshops
- 2 public consultations
- 1 public consultation & community workshop

**21,000** people engaged in total

UCL East Masterplan: Activities & Events Overview (Jan 2015 - Nov 2016)

**SITE CONTEXT**

As part of Queen Elizabeth Olympic Park, the site is part of a significant area of change in one of the most exciting and fastest-growing areas in London.

**GETTING INVOLVED**

The public consultation process will involve local and UCL communities at each stage of design development, enabling UCL and the local community to explore a range of themes together such as access and inclusion, public engagement and developing a sense of place. There is a separate ongoing process at UCL to determine the core academic activity that will take place at UCL East.

**PHASE 1 INDICATIVE TIMELINE**

**GETTING INVOLVED**



The public consultation process will involve local and UCL communities at each stage of design development, enabling UCL and the local community to explore a range of themes together such as access and inclusion, public engagement and developing a sense of place. There is a separate ongoing process at UCL to determine the core academic activity that will take place at UCL East.


**GETTING INVOLVED**

The public consultation process will involve local and UCL communities at each stage of design development, enabling UCL and the local community to explore a range of themes together such as access and inclusion, public engagement and developing a sense of place. There is a separate ongoing process at UCL to determine the core academic activity that will take place at UCL East.

### B3. Stage 1 Feedback Forms

**FEEDBACK FORM**  
UCL EAST PHASE 1 | POOL STREET WEST  
CONCEPT DESIGN ROAD SHOW

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

Name: \_\_\_\_\_ Postcode: \_\_\_\_\_

Are you a...

Local resident     Part of an organisation: \_\_\_\_\_  
 UCL student     UCL staff     Visitor

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

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Address: \_\_\_\_\_

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

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

Very well     Well     Don't know     Poorly     Not at all

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

\_\_\_\_\_

**Q2. Do you think the building is inviting?**

Yes     Somewhat     Don't know     No     Not at all

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

\_\_\_\_\_

PLEASE TURN OVER

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

Yes     Somewhat     Don't know     No     Not at all

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

\_\_\_\_\_

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

Excited     Generally positive     Neutral     Unsure     Unexcited

\_\_\_\_\_

**Q5. Do you have any further comments or suggestions?**

\_\_\_\_\_

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

Yes     No

**Q7. Have you found this event informative?**

Yes     No

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

Soundings  
148 Curtain Road  
London  
EC2A 3AT

UCLEast@soundingsoffice.com

B4. Stage 2 Exhibition boards

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

**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

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**.

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, Reserved 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**  
Aerial map showing the locations of Marshgate 1, Pool Street West, Pool Street East, and Marshgate 2 within the UCL East sites.

**THE ILLUSTRATIVE MASTERPLAN**  
Detailed site plan showing building footprints, streets, and green spaces. Key features include:  
- Both Pool Street sites and the south west of Plot 3 in Marshgate will feature academic buildings with publicly accessible spaces at the ground-floor level.  
- The Fluid Zone (on the first two floors) will seek to encourage movement through buildings, inviting the public into the campus.  
- Rooftop gardens across both Marshgate and Pool Street sites will provide views into the Park, enhance biodiversity, and provide 'sanctuary' from busy spaces.  
- The Promenade will form an arrival space for UCL East and help promote connectivity within the Park. It can support pop-up events like food markets and will connect to the 2012 Gardens and Waterworks River.  
- The Plaza will be a vibrant public space and heart of UCL East, defined by the buildings around it and the Promenade and the Lane. The Plaza can support a range of events including possible meanwhile uses as well as everyday activities.

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

**ACTIVE STREET LEVELS OF THE 'FLUID ZONE'**  
Illustrative view of UCL East in section from the south (the yellow and red tones represent the 'Fluid Zone').

## B4. Stage 2 Exhibition boards

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 49 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.

Masterplan Stage 1 'Pop-up' event, Pool Street, summer 2015

Masterplan Stage 2 public exhibition, summer 2016

### FEEDBACK FROM THE MASTERPLAN CONSULTATION STAGE

#### OVERALL IMPRESSION OF THE MASTERPLAN\*

\*SUMMER 2016

82% of the 159 people who left feedback were excited or positive about the plans.

#### HEADLINE FINDINGS\*

\*RELEVANT TO THE DETAILED 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 faculties 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
- PRE-SUBMISSION OF RESERVED MATTERS
- SUBMISSION OF RESERVED MATTERS APPLICATION
- OPENING

## B4. Stage 2 Exhibition boards

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 m<sup>2</sup>
- Student residential floorspace of circa 13,000 m<sup>2</sup> 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 a minimum a rating of BREEAM 'Excellent'

**LEAD ARCHITECTS**

Litvischutz Davidson Sandilands (LDS) have gained an international reputation for the quality of both its architecture and its completed projects in a wide variety of sectors. LDS have designed buildings of a similar nature to Pool Street West, including JVA, an award-winning community centre in London and 10 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

### 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 spaces, some cited 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.

**STAGE 1 EVENTS**



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 experiences. 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 Room**, 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.




## B4. Stage 2 Exhibition boards

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**

1

View from Moorfields Road

2

View from Sidings Street, along Waterside River with cafes and retail

4

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

3

View from the north on Thurston Street facing the main entrance

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**

Communal living space

**OVERVIEW:**

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

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

**TERRACE**

Illustration of how the terrace level is occupied. The terrace layout has a series of garden spaces to provide a sheltered and intimate 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:**

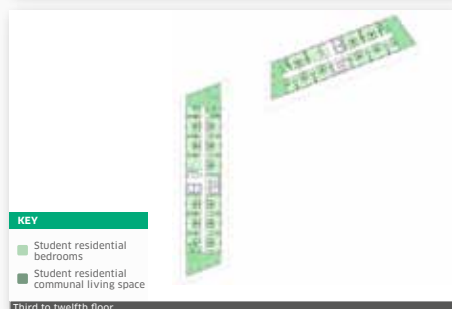
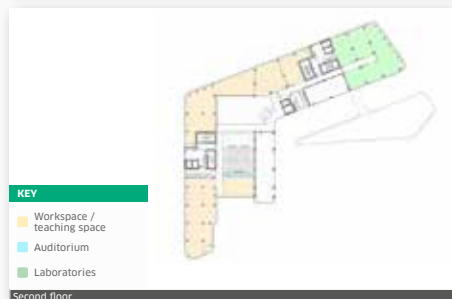
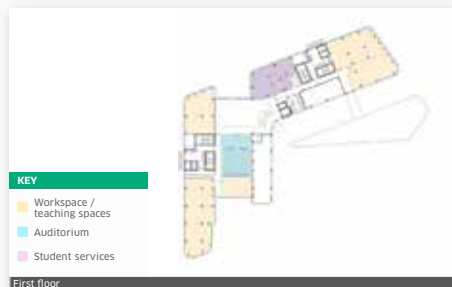
Ornamental planting will articulate this space with aromatic and seasonal flowers. Students will have the opportunity to grow their own herbs.

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

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

**B4. Stage 2 Flip book pages (Exhibition board 13)**

Flip book A:





Flip book B:



**B5. Stage 2 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.**  
 Please return this form to a member of staff or in the box provided.  
 Alternatively please submit your form by **FRIDAY 13TH OCTOBER** via post or email:

Soundings  
 148 Curtain Road  
 London, EC2A 3AT     UCLEast@soundingsoffice.com



B6. Stage 3 exhibition boards

**UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST**  
**01 | WELCOME** MARCH 2018

**INTRODUCTION**  
Welcome to the UCL East Phase 1 Exhibition. This exhibition brings together plans for Pool Street West and Marshgate sites of the first phase of UCL East, a new campus for UCL (University College London) within Queen Elizabeth Olympic Park (the Park). It is the largest single campus within Queen Elizabeth Olympic Park (the Park). It is the largest single campus within Queen Elizabeth Olympic Park (the Park). It is the largest single campus within Queen Elizabeth Olympic Park (the Park).

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

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

Take a feedback form to share your views on what you've seen. Alternatively, submit your completed feedback form via email or post by Monday 26 March 2018.

**UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST**  
**02 | ABOUT UCL EAST** MARCH 2018

**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 campus within Queen Elizabeth Olympic Park (the Park). It is the largest single campus within Queen Elizabeth Olympic Park (the Park).

**UCL EAST SITES**  
UCL East together with Stadium Waterfront, will form a cluster of high-impact, cultural, educational, enterprise and organisations which will increase and generate outstanding art, dance, history, craft, science, technology and design.

**BRINGING THE ACADEMIC VISION TO LIFE**  
This process has culminated in the creation of an ambitious academic vision for UCL East, developed from the ground up.

**PHASING OF UCL EAST**  
The first phase of UCL East will focus around the Pool Street West and Marshgate 1 sites, bringing away from the existing UCL East campus and connecting with the existing UCL East campus and connecting with the existing UCL East campus.

**OUTLINE APPLICATION**  
The outline application is based upon an illustrative masterplan produced by UCL Group on behalf of UCL and LLDC. The outline application was submitted jointly to UCL and LLDC in May 2017 to the Local Planning Authority. The LLDC Planning and Development Team (LLDC P&D) in November 2017, the outline planning application involved resolution to grant permission.

**PHASE 1 OUTLINE TIMELINE**

PHASE	START	END	KEY MILESTONES
POOL STREET WEST	SEP 2017	DEC 2017	CONCEPT DESIGN, DEVELOPER DESIGN, COMMUNITY DESIGN, COMMUNITY DESIGN, COMMUNITY DESIGN
MARSHGATE 1	SEP 2017	DEC 2017	CONCEPT DESIGN, DEVELOPER DESIGN, COMMUNITY DESIGN, COMMUNITY DESIGN, COMMUNITY DESIGN

**UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST**  
**03 | CONSULTATION TO DATE** MARCH 2018

**OVERVIEW**  
Between summer 2015 and autumn 2016 over 4,000 people were engaged on the UCL East masterplan consultation to help gather aspirations and understand key issues.

**CONSULTATION SUMMARY**  
Over what is your impression of the design you have seen today? Do the designs work together and provide a strong presence?

**UCL ENGAGEMENT**  
UCL is an open, socially engaged university. We value collaboration, partnership and dialogue to maximise our collective impact in research, teaching and in the future.

**STARS AT A GLANCE**

- 475+ people engaged
- 136 community design sessions
- 190 community design sessions
- 21,000 community design sessions
- 250+ community design sessions

**UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST**  
**04 | ACCESS & LANDSCAPE FEATURES** MARCH 2018

**BACKGROUND**  
Following the submission of the outline planning application in May 2017, UCL will submit planning applications for the detailed design of buildings and landscaping associated with the various phases of the masterplan. The first RMA applications to be submitted will be for Pool Street West, Marshgate 1 and the proposed public realm.

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

**LANDSCAPE FEATURES**  
The teams have considered the landscape between the two buildings carefully, considering the local context and landscape strategy for Phase 1 to create character, identity and activities. Key features are illustrated on the right.

**Public realm**  
The public realm will form a key gathering space on campus for events and areas to congregate, connect and relax. The public realm is designed to be pedestrian-led, as in the rest of the Park.

B6. Stage 3 exhibition boards

UCL EAST PHASE 1 | POOL STREET WEST DEVELOPED DESIGN STAGE MARCH 2018

**05 | POOL STREET WEST**

**INTRODUCTION**

This is the third and last public consultation event helping to shape the plans for Pool Street West prior to submitting the Proposed Matters Application to the Local Planning Authority later this spring.

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



**LEAD ARCHITECTS**

Urbanised Development Consultants (UDC) have gained an international reputation for the quality of both its architecture and its environmental services in a range of sectors. UDC have designed buildings of a similar scale to Pool Street West, including an award-winning corporate office in mixed-use scheme of student housing, retail and offices. UDC is working with a wider range of national consultancies including theatre, laboratory and sustainability consultancies.

**DESIGN UPDATES**

Here are the latest design updates since the last consultation events in October 2017:

- Ground floor is planned with more active uses to permeate of yard.
- Additional balconies added to each tower for fire safety.
- Additional balconies added to each tower within the existing building height, to accommodate more residential rooms.
- Academic spaces developed in tandem with UCL user requirements, such as the design of future Smart Laboratories and research facilities within the Study Studio.
- Material strategy for facade refresh and developed base sections on the right.

**ACADEMIC VISION**

The academic vision for UCL East is deliberately innovative and ambitious. Pool Street West will house the Future Living Institute. It will feature ground-floor studios, such as laboratory sustainability, understanding nature, environment and education, global opportunities and social innovation. It will be truly multi-disciplinary and the first step UCL has created an incubator culture across the faculty.

The Future Living Institute aims to accelerate the commercialisation of research, innovation, education, enterprise and public engagement.

It will bring together researchers across the following areas:

- **The Experimental Engineering Labs** which will provide new student activities covering a wide range of on-site 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 lead researchers, academics, entrepreneurs, corporates and the local community will explore disability from a new perspective.
- **Culture Labs** which will offer teaching, research and engagement spaces, underpinned by new programmes in making, media, digital culture, language and public history focused on Pool Street West will include an object-based learning laboratory and a children's library.
- **Nature Smart Cities**, which will be a research and teaching centre focusing on the key understanding urban ecosystem services & benefiting benefits and engaging urban populations with their natural environment.
- **The Urban Room**, as part of the **Global Future Cities** a major public and community space, hosted by urban academics from across UCL, will explore the past, present and future opportunities for the application of knowledge towards the improvement of urban settlements worldwide.

**MATERIALS**

A range of bricks provide contrast to the different facade components, with selected architectural terracotta and lighter natural stone, used to clad at lower levels. The core has a more terracotta coloured pre-cast fins which emphasize the verticality of these elements.



**SUSTAINABILITY**



UCL EAST PHASE 1 | POOL STREET WEST DEVELOPED DESIGN STAGE MARCH 2018

**06 | PUBLIC ACCESSIBILITY & INCLUSIVITY**

**PUBLIC ACCESS & DESIGN**

UCL East has established some clear objectives through earlier consultation on the illustrative masterplan, one of these is to provide interactive spaces for public engagement with the academic activities. This area has been developed through the Fluid Zone which encourages the public to access and engage with the academic building through active frontages, visible academic activities and events.

The public realm proposals aim to enhance the existing routes and better integrate with the wider context. Active frontages will be maximised at ground floor level - large glazed windows will allow views into the Study Studios to see artists at work or exhibitions taking place in the Urban Room. There is direct access to the cafe and the convenience store from the public realm. The cafe and convenience store will serve the wider community as well as the UCL staff and students.

A key part of the Fluid Zone design concept is an open and accessible outdoor space with an art installation shared between the university spaces and around the atrium, helping to create a dynamic and engaging environment that encourages UCL students and staff, visitors and the local community to enter and spend time in the building. The atrium space will host public exhibitions and events. Large glazed screens to the Riverside laboratory will allow visitors to see the UCL scientists building and testing robots.

**LAYOUT AND USES**



**MAIN ENTRANCE**



**RIVERSIDE**



**ACTIVE FRONTAGES**



**ACCESS FOR ALL**

- Level access throughout the scheme
- Lifts distributed throughout the building
- Elevators lifts in case of emergency
- 4 Blue badge parking spaces, with an additional 2 spaces for use during the Stadium match and event days
- Clear and intuitive wayfinding throughout the scheme, including tactile and visual signage
- Tactile paving included within the yards in order to aid those with sight impairments
- Acoustic panelling throughout, adding those with hearing impairments. Reception is large
- Building spaces have hearing loop systems
- A Changing Places facility is provided
- Wheelchair accessible showers and UCL, UCL East UCL are provided
- A multi faith quiet contemplation room
- Wheelchair accessible student accommodation provided

**PUBLIC ENTRANCE & ATRIUM**



UCL EAST PHASE 1 | POOL STREET WEST DEVELOPED DESIGN STAGE MARCH 2018

**07 | ACADEMIC & STUDENT USES**


**KEY FEATURES**

Pool Street West provides circa 5,500m<sup>2</sup> of academic space, commercial and engagement uses, retail and commercial uses. There are 3 levels of academic space at the lower levels. A terrace shared between academics, science and residents and student residences arranged over the two towers. The student accommodation, which is spread over the terrace, will include spacious communal spaces.

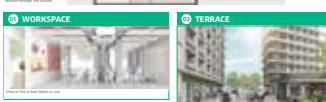
The terrace on the third floor will form the key external space for the use of building users and residents, and will provide a distinctive character.

The terrace will provide an intimate and flexible gathering space that will facilitate various activities. Its landscaping consists of a series of sheltered interconnected garden rooms, framed by formal hedges and timber seating. Flower beds punctuate the garden rooms throughout. In more open areas of the terrace, large raised timber decks act as versatile platforms that students can interact with in a number of ways. Trees are planted from the raised decks in order to reduce the amount of noise. The terrace is paved with large granite stone slabs.

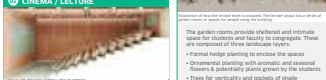
The terrace amenity space provides a range of outdoor areas for students to enjoy with views to north of the park.




**WORKSPACE**



**TERRACE**



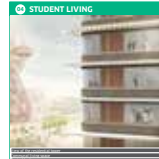
**CINEMA / LECTURE**



The garden rooms provide sheltered and intimate spaces for students and faculty to congregate. These are comprised of three landscapes:

- Formal hedge planting to enclose the spaces
- Groundlevel planting with ornamental and seasonal flowers & potentially plants grown by the students
- Trees for verticality and pieces of stone

**STUDENT LIVING**




**OVERVIEW:**

Student residential accommodation of circa 12,000 of about 22 student bedrooms (including wheelchair accessible and adaptable rooms).

Student residential accommodation arranged in clusters of 6-8 blocks including:

- Self-catered, en-suite bedrooms with generous shared kitchen / living / dining facilities
- Wheelchair accessible rooms
- Further communal spaces at terrace level, including a study area, music practice room and lounge
- Communal views out towards QEDP and Strand
- Submerged terraces

**LAYOUT AND USES**



**B6. Stage 3 Flip book pages**

**Board 06**





**Board 07**



B7. Stage 3 Feedback Forms

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

**DATA PROTECTION**

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

Do you agree that Soundings may collect your personal details?  
 Yes  No

Would you like to be on the UCL East mailing list to receive project updates and notice of events?  
 Yes  No

**ABOUT YOU**

Name: \_\_\_\_\_

Relationship to the project:  
 UCL student  UCL staff  
 a local resident  a visitor  
 a local worker  part of an organisation: \_\_\_\_\_


Email: \_\_\_\_\_

Postcode: \_\_\_\_\_

Gender:  
 Male  Female  Other

Were you involved in the previous consultation?  
 Yes  No

Age:  
 15 - 24  25 - 44  45 - 64  +65

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

**POOL STREET WEST**

**Q1. How do you feel about the design of Pool Street West, considering the materials, textures and colours? (see board 05)**  
 Excited  Positive  Neutral  Unsure  Unexcited

Tell us more...  
 \_\_\_\_\_

**Q2. Do you find Pool Street West's entrance and ground floor activities engaging? (see board 06)**  
 Yes  Somewhat  Don't know  No  Not at all

Tell us more...  
 \_\_\_\_\_

**Q3. Do you think Pool Street West will create a positive environment for building users and visitors? (see boards 06 & 07)**  
 Yes  Somewhat  Don't know  No  Not at all

Tell us more...  
 \_\_\_\_\_

**PLEASE TURN OVER**

**MARSHGATE 1**

**Q4. Do you consider the overall look and form of Marshgate to be successful? (see board 09)**  
 Yes  Somewhat  Don't know  No  Not at all

Tell us more...  
 \_\_\_\_\_

**Q5. Is the relation between the public and university space in Marshgate successful? (see boards 10 & 11)**  
 Yes  Somewhat  Don't know  No  Not at all

Tell us more...  
 \_\_\_\_\_

**Q6. Do you like the entrance and atrium space of Marshgate? (see board 10)**  
 Yes  Somewhat  Don't know  No  Not at all

Tell us more...  
 \_\_\_\_\_

**Q7. Could you imagine yourself attending public events held in Marshgate? (see board 10)**  
 Yes  Somewhat  Don't know  No  Not at all

Tell us more...  
 \_\_\_\_\_

**MARSHGATE 1 & POOL STREET WEST**

**Q8. Do you feel the designs of the two buildings work well together? (see boards 01-04)**  
 Yes  Somewhat  Don't know  No  Not at all


Tell us more...  
 \_\_\_\_\_

**Q9. Do you like the landscaping and outdoor spaces? (see board 04)**  
 Yes  Somewhat  Don't know  No  Not at all

Tell us more... (These will provide opportunities for public activities, exhibitions, student work displays, events etc.)  
 \_\_\_\_\_


**Q10. What is your favourite aspect of this project?**  
 Tell us more...  
 \_\_\_\_\_

**THANK YOU FOR COMPLETING THE FORM.**  
 Please return this form to a member of staff or in the box provided.  
 Alternatively please submit your form by **FRIDAY 23RD MARCH** via post, email or online: <https://tinyurl.com/UCLEast>

Soundings  
 148 Curtain Road  
 London, EC2A 3AT  
 [UCLEast@soundingsoffice.com](mailto:UCLEast@soundingsoffice.com)

B8. Exhibition Signage


**UCL EAST AT QUEEN ELIZABETH OLYMPIC PARK**  
PUBLIC CONSULTATION


PLEASE PICK UP A FEEDBACK FORM 

**PLEASE POST YOUR FEEDBACK FORM HERE.**

ALTERNATIVELY YOU CAN SUBMIT YOUR FORM BY FRIDAY 23 MARCH VIA POST OR EMAIL:

**Soundings**  
148 Curtain Road  
London  
EC2A 3AT

 UCLEast@soundingsoffice.com



**UCL EAST PHASE 1 | PUBLIC EXHIBITIONS**

Join us 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.







**Welcome to the UCL East Public Exhibition**

Showcasing designs for the largest single expansion of UCL since the University was founded nearly 200 years ago

[www.ucl.ac.uk/ucl-east](http://www.ucl.ac.uk/ucl-east)




**View the latest model of the UCL East campus**

A historic and transformative development for UCL

[www.ucl.ac.uk/ucl-east](http://www.ucl.ac.uk/ucl-east)

C. Workshop Materials

C1. Stage 1 Outreach session worksheets

**01. APPEARANCE & IDENTITY**

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

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

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**02. USES & ACTIVITIES**

How well do you think the design proposal fits in with the surrounding streets and site edges?

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

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

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**03. ACCESSIBILITY**

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

- Yes    Somewhat    Don't know    No    Not at all

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**04. ENVIRONMENT**

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

- Excited    Generally positive    Neutral    Unsure    Unexcited

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**SUMMARY**

LIKES	OPPORTUNITIES	CHALLENGES

UCL EAST

UCL EAST

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## C2. Stage 2 Outreach session worksheets

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

Very well    Well    Don't know    Poorly    Not at all

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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

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C3. Stage 3 Outreach session worksheets

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



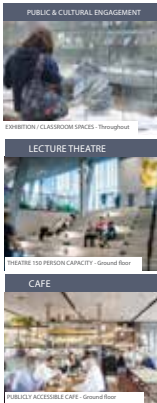
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**GROUP 2** What do you think of the outdoor spaces?  
Outline what you like & things you would like to see for on the campus of UCL East.  
For example: places to play, exercise, meet your friends...



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**GROUP 3** Could you imagine yourself attending events held in Marshgate?  
What kind of events would you attend there?



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**GROUP 4** Would you feel welcome at Marshgate? If you are walking past the building, would you enter to check out what's on?



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**GROUP 5** How do you feel about the look and appearance of Marshgate?



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**GROUP 6** How do you feel about the look and appearance of Pool Street West?



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This consultation report has been produced by:

## **Soundings**

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Any queries should be referred to the UCL East  
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### **UCL website**

[ucl.ac.uk/ucl-east](http://ucl.ac.uk/ucl-east)

### **Queen Elizabeth Olympic Park website**

[QueenElizabethOlympicPark.co.uk/ucl-east](http://QueenElizabethOlympicPark.co.uk/ucl-east)