

## DESIGN AMBITION

The significant changes proposed to the Strand-Aldwych gyratory and the highways network in the area are aimed at addressing the poor air quality in the area and improving the public realm. The public space created as a result of these changes is at the heart of a potential “global cultural thinking quarter” for London.

The vision for this public space finds its roots in two parallel thought processes - one around the cultural aspirations from the space (*refer document Exhibit B Aldwych\_workshop\_write Up*) and the other around the urban design framework for the area (*refer document Exhibit C\_Strand Aldwych\_Design Strategy*). The result is the potential to deliver an exemplar public space which is at the forefront of design excellence and cultural vitality. A space where art is made, not displayed, performances are rehearsed, not performed - whilst being a space for the everyday - creating moments of calm, reflection, delight and surprise in a new sanctuary for city dwellers.

This paper provides an overview and update on the first stage of the design process (RIBA Stage 2) for the public space at Strand Aldwych.





THE DESIGN PROCESS

The combination of the two parallel thought processes around programming and design overlapped with the practicalities of engineering, traffic studies and deliverability to result in the creation of a unique design process for the concept design of the public space at Strand Aldwych.

The process combined visioning and delivery expertise across project design and delivery teams, WCC departments and stakeholder groups (Figure 1) to create an ambitious and collaborative creative process. This process was led by WCC and created in collaboration with the Northbank BID and Strand Aldwych Project Board.

The process was an effective overlap between the selected consultant's (LDA

Design) creative process and engagement with a wide range of stakeholder groups across this process to effectively inform the design.

The purpose and constitution of the various review groups and the governance structure for the concept design (RIBA Stage 2) process is shown on Figure 2.



Figure 1: Strand Aldwych Project and review teams

STAKEHOLDERS & PARTNERS

**Local Stakeholder Group**

Stakeholders and partners who will continue to shape the vision for the area and review the design at key stages against its implication to their respective estates.

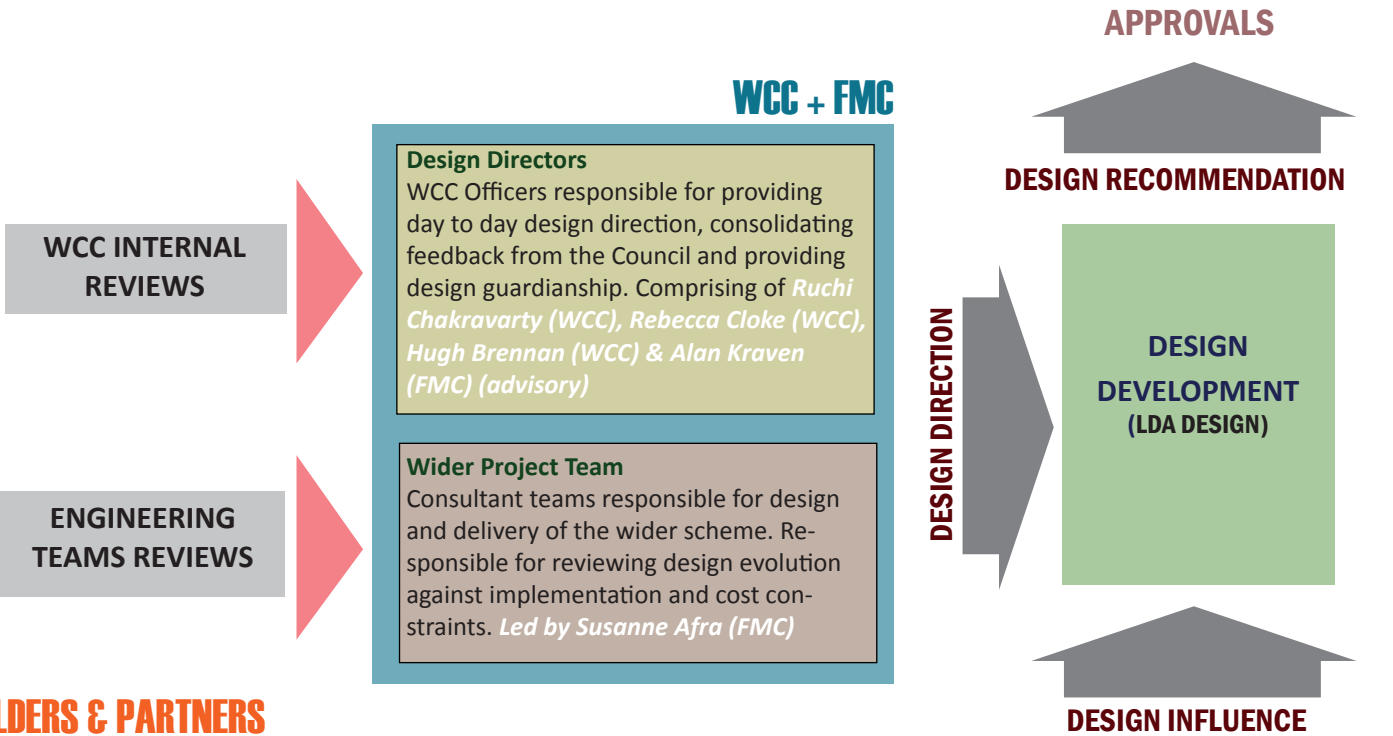
**Programming & Operations Group**

Influence the cultural strategy for this space and engage with the practicalities of management. Fulfil the long term function of being custodians of the identity and functionality of the space.

**Cultural Advisory Group**

Panel of experts who will review the design at two key stages provide an objective view and direction to ensure that the design solution is founded on strong design principles.

Figure2: Strand-Aldwych design process: Review, design and governance structure



The RIBA Stage 2 design process for Strand Aldwych also took into account the project delivery process as per WCC’s Highways term contract. The process was set out and executed to align with FMC’s stages of work and ensure integrated working between design and engineering teams have ensured that workability, execution and budget constraints have been considered at each stage of design.

Figure 3 alongside demonstrates the synergy between the RIBA Stages for landscape design and the FMC stages of project delivery.

Figure 4 below demonstrates the RIBA Stage 2 design process with various project and review stages.

*For details on the design process, please refer to Exhibit D\_RIBA Stage 2 Process*

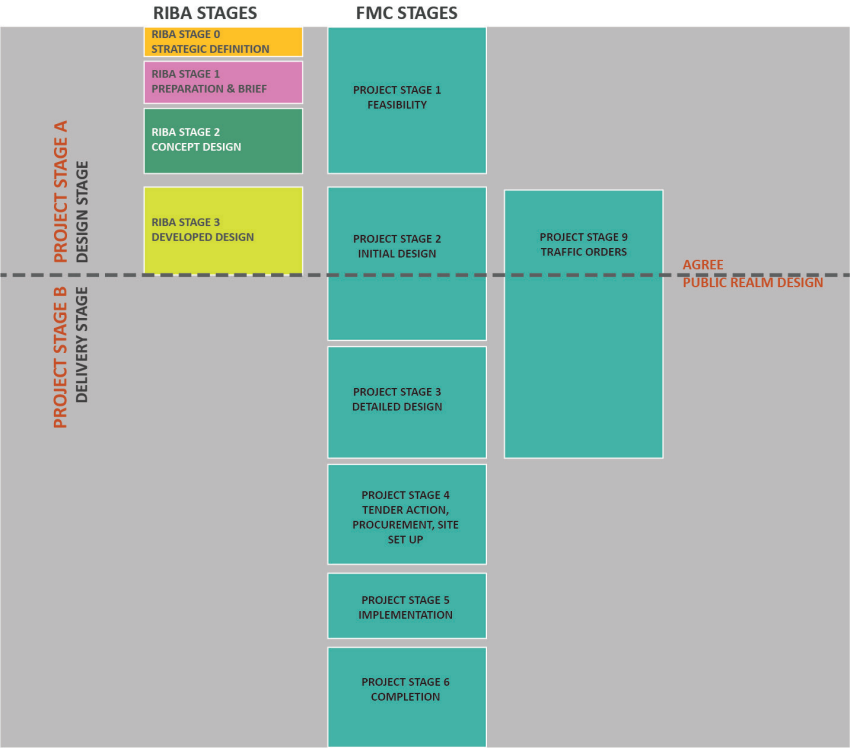


Figure 3: Comparison and overlay of RIBA design stages and FMC work stages

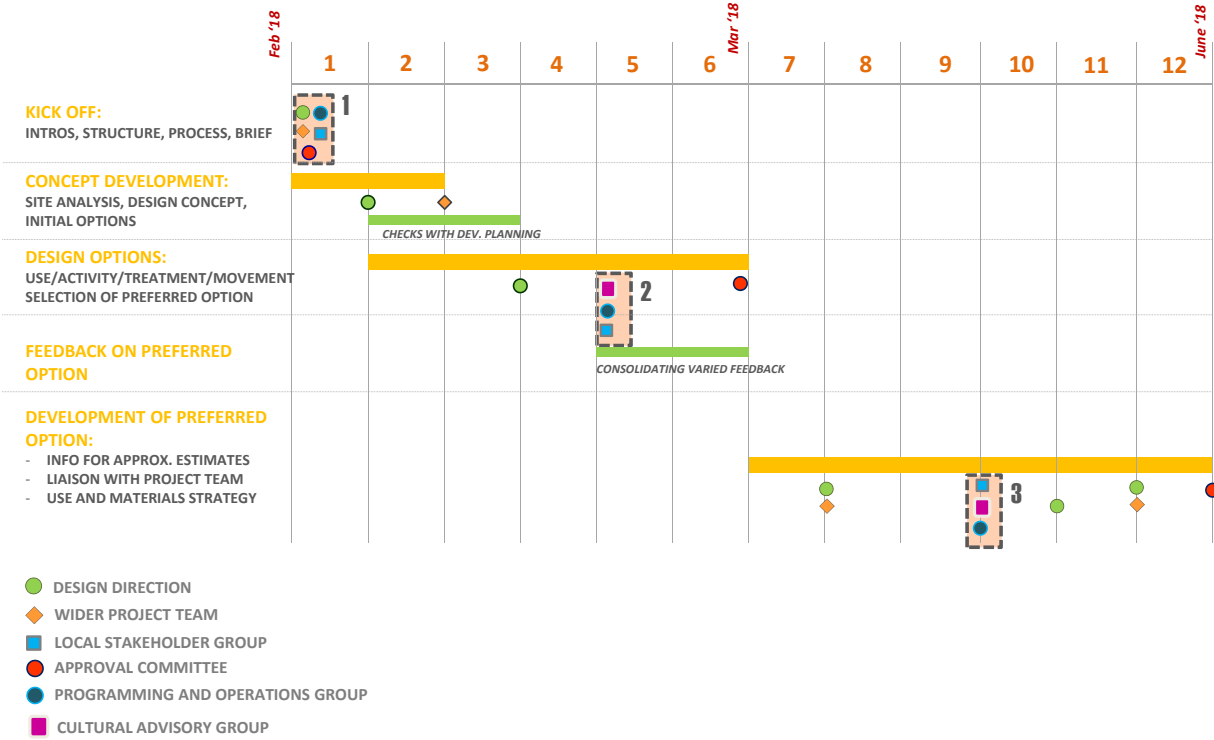


Figure 4: RIBA Stage 2 Design Process for Strand- Aldwych

RIBA STAGE 2: TIMELINE AND OUTCOMES

These pages demonstrate the chronology of design development for the concept design for the public space at Strand-Aldwych.



Publica study around Vision for Aldwych and notes from Programming workshop (Exhibits A&B)

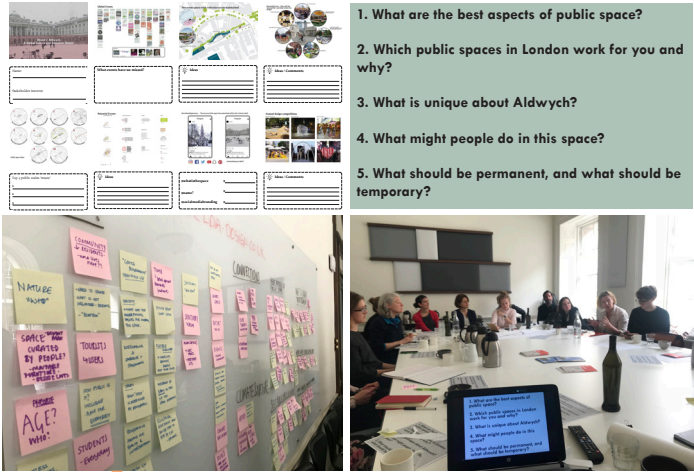
April 2017  
BACKGROUND

The Publica study around a Vision for Aldwych and the paper from the stakeholder programming workshop in 2017 formed the basis of the design explorations that followed later in the year.

September - December 2017  
DESIGN BASIS



WCC's Design Strategy for the area and paper setting out the RIBA Stage 2 design process (Exhibits C&D)



Visioning Workshop  
March & April 2018

DESIGN DEVELOPMENT

The RIBA Stage 2 design process for the public space at Strand-Aldwych was initiated with visioning sessions in March and April. These sessions were attended by the various stakeholder groups in March and the creative community in the area in April. The purpose of these workshops was to establish design principles for the look and feel of the public space and explore activities that could take place in the space.

**Format:** Feedback from the stakeholder workshops was gathered in handouts which were distributed at the start of the session and collected after. Input at the creative community workshop was sought around the following five questions:

1. What are the best aspects of public space?
2. Which public spaces in London work for you and why?
3. What is unique about Aldwych?
4. What might people do in this space?
5. What should be permanent, what should be temporary?

**Outcome:** Combined feedback from both workshops set the basis for design principles that informed the design process going forward.



The design principles and direction established in the Visioning Workshops were used to create three distinct design options for the public space at Strand - Aldwych. These were presented to the various stakeholder groups to gather reactions and feedback.

The three options explored the look and feel of the space, the ratio of hard to soft, permanence and temporary overlays and ways in which the space can be used and occupied by people visiting the area.

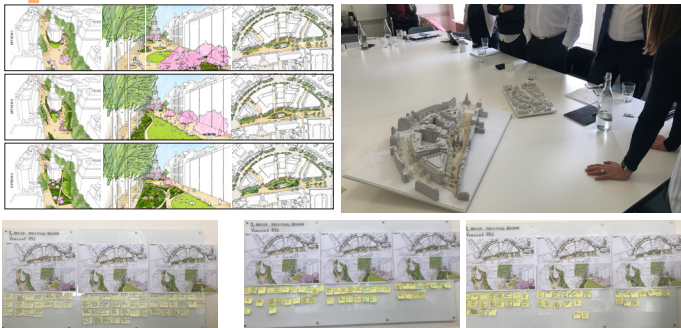
**Outcome:** Feedback from the optioneering workshop was used to generate the preferred concept design for the public space at Strand Aldwych.



**Preferred Design Workshop**  
17th May 2018

The design team for the public space at Strand Aldwych consolidated feedback from the preferred design option and the design was taken through checks with the engineering team. The design team then addressed all comments from the stakeholder groups, engineering teams and WCC officers to update the concept design, produce the RIBA Stage 2 report and provide updated cost calculations. These will form the basis of future work at RIBA Stage 3.

**Optioneering Workshop**  
26th April 2018



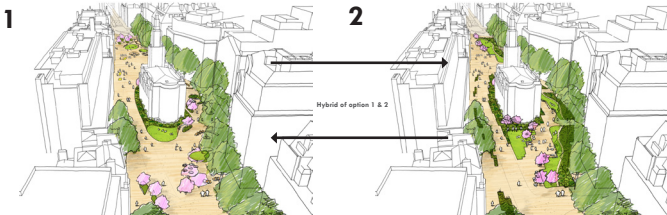
The feedback on the three design workshops indicated a spatial preference for the concepts demonstrated in Options 1 and 2 in the Optioneering workshop. It also established components of all three options that would be desirable on the site.

All of this feedback was consolidated to create the preferred design - which is a hybrid of Option 1 and Option 2 and brings desirable components from all three workshops.

The preferred design was presented to all stakeholder groups on 17th May 2018 and was well received.

June 2018

## CONSOLIDATION AND PREPARATION FOR RIBA STAGE 3







## NEXT STEPS

Following the completion of RIBA stage 2 for the public space at Strand Aldwych, the project team is now consolidating input across various workstreams and ensuring effective integration of engineering and public realm design. It is intended that the developed concept design will be taken to public consultation (pending Cabinet approval)

Given the success and popularity of the design process for RIBA Stage 2, a similar process is being formulated for RIBA Stage 3. It is intended that like the previous stage of work, the next stage will combine creativity across various areas, engineering expertise and design innovation with a transparent process of design development that capitalises on the intellectual offer in the area to deliver an exemplar public space and neighbourhood in the heart of London.





View of the public space at Strand-Aldwych looking east

