European placemaking
directions for early 21st century urbanism

20 October 2011
Wayne State University, Detroit
Europe – as seen by the Swiss
Europe – as seen by the English
Italy – Verona: 2000 years of urbanism
Italy – Verona: 2000 years of urbanism
Italy – Genoa: 2000 years of urbanism
Italy – Genoa: 2000 years of urbanism
Italy – Genoa: 2000 years of urbanism
Italy – Naples: 2000 years of urbanism
what’s happening in European placemaking?

“.....the strategies for establishing territories or places are the same irrespective of the scale at which you are working...”

• Florian Beigel, Architecture Research Unit, London
what are the main themes?

**regional planning**

- infrastructure
  - growth poles
  - city connections

- high speed rail
  - TGV in France
  - ICE in Germany

- cities
  - local transport
  - public realm
  - sustainability and heritage
  - maintaining the urban fabric
what’s happening in Europe?

sustainable cities: retrofitting

• Bordeaux and France
  – turning a city around
  – structuring the city
  – looking after heritage

• Helsinki
  – ambition
  – achievement

• Freiburg
  – achievement
  – an exemplar, but...
Bordeaux: infrastructure creates place
Bordeaux, France

- Centre is a World Heritage Site
- New tram system has completely solved city centre traffic issues
- Tram routes act as development corridors
- Tram stops are places, termini are growth poles
- Riverfront revitalisation has changed perceptions of the city
- Using top landscape architects such as Michel Corajoud and Michel Desvigne
- Underground car parking beneath road junctions
- Tram system due to expand over next 12 years – long term thinking
- Very strong civil service and local leadership - Alain Juppé
Bordeaux: infrastructure creates place
Bordeaux, France
Bordeaux, France
Bordeaux, France
Bordeaux, France
Bordeaux, France
Bordeaux, France
Bordeaux, France
Bordeaux, France
Toulouse, France
Toulouse, France
Toulouse, France
Marseilles, France
Marseilles, France
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Marseilles, France
Marseilles, France
Marseilles, France
Marseilles, France
Helsinki, Finland
Helsinki, Finland

context
• Finland has almost the same population as Scotland
• Helsinki has the same population as Edinburgh
• over 75% of land area of the city owned by City Council

ambitions
• building a fast rail link to St Petersburg
• constructing a 80 km rail tunnel under the Gulf of Finland to Tallinn
• constructing a 20 km fast rail link to Vantaan Airport
• promoting Helsinki Airport as a European hub to China

reality
• extensive district heating system
• property development industry under control
• a vacuum powered district waste disposal scheme that eliminates bin collections
• extending its tram based public transport system with six major new lines over the next few years
• 2 new metro lines under construction
Helsinki, Finland
Vousaaari, Helsinki, Finland
Voussaari, Helsinki, Finland

- conventional street blocks
- district heating system
- vacuum refuse disposal system – waste to heat
- metro station to city centre
- short walking distances to local amenities
- local shops, health centre, library
- beach, water sports, landscape – green and blue networks
Rieselfeld, Freiburg, Germany
Rieselfeld, Freiburg, Germany

- conventional street blocks
- strong design codes – but not style related
- strong ethos of building by housing co-ops
- tram link to city centre
- short walking distances to local amenities
- local shops, health centre, library, non-denominational church
- most houses have underground car parking
- integrated SuDs and green space throughout layout
- easy access to countryside
Rieselfeld, Freiburg, Germany
Rieselfeld, Freiburg, Germany
Rieselfeld, Freiburg, Germany
Herinneringspark, Flanders, Belgium
StossLU, 2010 ongoing

• Middle East – Masdar – Doha – Dubai
• Pacific Rim – China – Korea
• United States – New Urbanism – Landscape Urbanism – Ecological Urbanism
Herinneringspark, Flanders, Belgium
StossLU, 2010 ongoing
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- Middle East – Masdar – Doha – Dubai
- Pacific Rim – China – Korea
- United States – New Urbanism – Landscape Urbanism – Ecological Urbanism
what’s happening in Europe?

icons:
• the aestheticisation of urbanism and the public realm
• form over content
• shape-making instead of place-making
FIAT’s Lingotto factory, Turin
FIAT’s Lingotto factory, Turin

by young architect Matté Trucco, was unusual in that it had five floors, with raw materials going in at the ground floor, and cars built on a line that went up through the building. Finished cars emerged at rooftop level, where there was a rooftop test track.
FIAT’s Lingotto factory, Turin

- re-purposing: car factory becomes conference centre, retail, offices and theatres
what’s happening in the UK?

- new urbanism
- cars and people
- city rebuilding (halted)
- urban renaissance (halted)
- localism
- austerity
- decline of planning and public services
- community initiatives
New Urbanism, Scotland
Duany, Plater-Zyberk, 1982 - ongoing
Knockroon, Scotland - Traditional Urbanism
The Prince’s Foundation for the Built Environment - ongoing
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The Prince’s Foundation for the Built Environment - ongoing
Poundbury England - Traditional Urbanism
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Netherlands: Traditional Urbanism
Haverleij near Den Bosch
Netherlands: Traditional Urbanism
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Netherlands: Traditional Urbanism
Haverleij near Den Bosch
Netherlands: Traditional Urbanism
Brandevoort near Helmond
Netherlands: Traditional Urbanism
Brandevooort near Helmond
Netherlands: Traditional Urbanism
Brandervoort near Helmond
Netherlands: Traditional Urbanism
Netherlands: Traditional Urbanism
Cars and people, Scotland and England increasingly influential - ongoing
Cars and people, Scotland and England
Kilmarnock – now
Cars and people, Scotland and England
Kilmarnock – proposed
Cars and people, Scotland and England
Kilmarnock – proposed
Cars and people, Scotland and England
Kilmarnock – before
Cars and people, Scotland and England
Kilmarnock – after
Cars and people, Scotland and England
Kilmarnock – before
Cars and people, Scotland and England
Kilmarnock – before
Cars and people, Scotland and England
Maryhill – before
Cars and people, Scotland and England
Maryhill – after
Glasgow, Scotland
Rebuilding the Workshop of the Empire – Part 1 Clyde Corridor
Glasgow’s Riverside Museum shed, historic environment or icon
Glasgow, Scotland
Rebuilding the Workshop of the Empire – Part 2 East End
some local experience

sustainable approaches:
- Energetica Design Guidance
- a regional design guide
- breaking away from traditional object oriented guidance
Energetica, Aberdeen City to Peterhead
Energetica, Aberdeen City and Shire – what is Energetica?

- home to the second age of energy
- it is a place as well as an attitude to doing things and a way of thinking
- a unique business environment based on the principles of low carbon dependency
- attracting businesses founded and inspired by the energy industry
- designed using sustainability principles and with low energy requirements
- radically improved transport arteries
- development that enhances the natural environment
But in reality, Energetica has few of these qualities – so what could it be about?

• transition from oil to post oil
• radical carbon / waste reduction and biodiversity retention
• self-sufficiency where possible
• a culture of innovation
• talent attraction
• learning, distribution of skills, knowledge and capacity to act
• readjusted urban-rural balance

and Place Quality matters to all of these
But Place is a deeper set of parameters then ‘buildings’ hence design guidance for Energetica should be about:

- **place performance** – exchange, learning, social capital, energy reduction and personal experience
- **landscape** – experience, energy and food
- **process** – institutions, co-production, governance, engagement
- **core infrastructure** – energy, transport, food
- the urban-rural balance
A traditional ‘design code’ would not produce anything like that because:

- it would be unable to channel these aims productively
- design guides are already ineffective in achieving more modest ‘design quality’ aims
- design guides are about efficiency of process and reduction of design risk...
- ...but distract from exploring value creation
- they do not encourage diversity, innovation or creativity
- instead they are an adversarial model based on distrust
- they are litigious rather than ambitious – lowest common denominator
So the characteristics of a more effective set of design guidance principles would include:

- avoiding overly prescriptive control
- enabling **process** rather than fixing **micro-place outcomes**
- permit development based on **performance** rather than **conformance**, investment criteria, **content** rather than **form** and **performance** not **aesthetics**
- dealing with **relations** rather than **objects** – eg building interfaces with the public realm, landscape experience linked to food and energy
- environmental performance embracing **energy, biodiversity, food, waste** and **water**
The emerging design guidance is based on improving the quality of life, environmental performance and setting the conditions for economic growth:

01 - Settlement structure:

1 – a positive relationship to landscape
2 – a legible/ permeable movement framework
3 – a green settlement pattern
4 – a well considered density pattern
5 – a positive relationship with existing centres and facilities
6 – a deliberate (co)location of new facilities
7 – designing for mixed communities
8 – the integration of working environments
9 – the integration of non-industrial working environments
10 – innovative enabling infrastructure
The emerging design guidance is based on improving the quality of life, environmental performance and setting the conditions for economic growth:

02 - Environmental performance:

1 – energy
2 – sustainable construction
3 – movement and transport
4 – local food infrastructure
5 – integrated recycling and waste
6 – an integrated approach to water
The emerging design guidance is based on improving the quality of life, environmental performance and setting the conditions for economic growth:

03 - Built form:

1 – streets as places
2 – an active public realm
3 – a positive interface between public and private space
4 – managed communal space
5 – adaptability and flexibility
6 – heritage and reuse of assets – genetic material
7 – housing size and space standards
Sports & Leisure >
Shared facilities as buffer between residential and industrial; sheltering rather than hiding.

Integrated Zoning >
Business & light industrial units carefully placed within residential settlements to both reinforce local economy and also provide beneficially secure boundaries to properties.

Social Entrances >
Rethinking the archetypal business park architecture to aggregate active entrances and maximise potential for social exchange.

Shared Allotments >
Encourage community participation and generate local produce.

Public Facing >
Buildings contribute to an active streetscape, with parking at the rear - a shift away from typical ‘ringfenced’ layout model.

Residential adjacency >
Provides passive surveillance of public space to increase security and reduce crime.

Open relationship between places of work / business and residential areas.

Socialising through everyday facilities.
04 SETTLEMENT STRUCTURE

01.1 - A POSITIVE RELATIONSHIP WITH LANDSCAPE

**JUSTIFICATION**

The key principle is that whenever possible, settlements should have a positive relationship with the landscape and natural heritage so that:

1. Planning design of the development in the countryside is implemented through development of public greenspace networks combining cycle paths, coastal footpaths, recreational facilities and managed habitats.

2. The development contributes to landscape improvements that maintain and enhance the landscape character area in the corridor, i.e. through shelter belts, new broadleaved hedgerows and maintenance particularly around settlements.

3. The development achieves a score of 75% or better in the Eco-Homes BRE: Ecological Valuables Checklist (very good or excellent) in order to encourage development of land that already has aligned value to wildlife and to discourage the development of ecologically valuable sites.

4. The developer will undertake additional works on site in an agreed location or make a financial contribution to the Energetica Development Trust if it is not possible to achieve the maintenance or enhancement of habitats onsite.

**ECONOMY**

- Supporting the local economy through food production and fuel crops
- Retaining skills in agriculture, forestry and related countryside activities
- Contributing to the landscape as an asset instrumental in defining the character of the Energetica corridor

**ENVIRONMENT**

- Enhancing the character and landscape zones within the corridor
- Improving opportunities for outdoor recreation close to homes, decreasing the need to drive
- Enhancing biodiversity profiles throughout the corridor and maintaining and enhancing the complex mosaic of natural and manmade habitats

**QUALITY OF LIFE**

- Encouraging involvement with the landscape by visiting actively through care and production or passively through education and community projects
- Creating opportunities for public occupation and process driven greenspace development
- Improving access to the countryside and encouraging active lifestyles and promoting schemes that enhance the character and identity of the corridor.
04 SETTLEMENT STRUCTURE

01.7 - DESIGNING FOR MIXED COMMUNITIES

M - SETTLEMENT

New developments should be designed for mixed communities and should:

- meet a minimum score in Building for Life for categories 2 (i.e., accommodation mix that reflects the needs and aspirations of the local community) and 3 (tenure mix that reflects the needs of the local community), and are fully compliant with PAN 78 Inclusive Design
- contain a minimum number of units of identical size and tenure that can be delivered by one developer within one development

JUSTIFICATION

Neighbourhoods are more successful when they avoid large concentrations of housing of the same type and the Government attaches high importance to the development of mixed, sustainable communities with a range of housing types and tenures which can share community and other facilities (PAN 07).

In particular, a good mix of housing types, sizes, tenures and procurement routes is important in creating a basis for a balanced community where different income groups and generations can live together and where people's evolving housing needs can be accommodated. The key principle is that Energetic places are to be distinguished not only by having lifetime neighbourhoods in terms of housing type and tenure mix, but also by providing a richness of places of social exchange where different people can meet and socialise.

RANGE OF HOUSING TYPES AND TENURES

MIXED COMMUNITY

The potential benefits of this requirement include:

ECONOMY
- A well-designed neighbourhood will provide accommodation that meets the needs of single person households, small and large families as well as offering live-work possibilities, providing choice and lowering the cost of living across the lifetime of families and individuals
- Self-build and collective self-build can enable a lowering of build cost enhancing affordability of homes for all

ENVIRONMENT
- Mixed communities can adapt to changing circumstances without having to be completely rebuilt, reinforcing lifetime of neighbourhoods
- A mix of housing types, use and procurement types can create more attractive residential environments with greater diversity in building forms and scales and writing a specific Energetic identity
- A variety and mix of demographics will help the neighbourhood support different types of activity at different times of the day
- A mix of accommodation provides opportunities for communities where people can move home without losing a neighbourhood

QUALITY OF LIFE
- A mix of housing types, use and procurement types can create more attractive residential environments with greater diversity in building forms and scales and writing a specific Energetic identity
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04 SETTLEMENT STRUCTURE

01.09 - THE INTEGRATION OF NON-INDUSTRIAL WORKING ENVIRONMENTS

**SETTLEMENT**

We will encourage developments which help to provide integrated non-industrial working environments.

- on the assumption that environmental resilience factors do not dictate otherwise, mixed-use functions should be encouraged, integrating office workspace and certain light industrial/warehouse functions with uses such as retail, healthcare, education, leisure, sports, and residential into the everyday fabric of the city through a good quality public realm.

**JUSTIFICATION**

The integration of working environments into the fabric of places in the Energetica corridor can make a valuable contribution to the quality and distinctiveness of the area. Apart from industrial uses with significant environmental constraints (noise, smell, dust, and traffic) that give rise to a need for segregation from residential accommodation, there is no strict requirement to limit employment uses to "business parks" that are separated from the everyday environment of settlements. Instead, mixed-use employment and residential zones can be created within the fabric where a balance is achieved, and this approach is particularly relevant for the restructuring of older business parks and their progressive integration into settlements. The key principle is that wherever possible, working environments should be integrated in the fabric of settlements.

The potential benefits of this requirement include:

**ECONOMY**
- better facilities for employees & visitors through better working conditions & productivity
- distinctive & better environment for investment & attraction of companies
- creating the conditions for innovation
- better safety
- more efficient use of land will improve values

**ENVIRONMENT**
- better integration can reduce the need to travel
- conditions for biodiversity improved
- efficient land-use will reduce land-take

**QUALITY OF LIFE**
- industrial areas can avoid being no-go zones & instead be part of positive identity
- efficient land-use will reduce land-take
03 ENVIRONMENTAL PERFORMANCE

02.6 - AN INTEGRATED APPROACH TO WATER

M - SETTLEMENT, P - PLOT

We will encourage developments that make a significant contribution to limiting increase in demand for potable water and to eliminating potential flood and flooding problems arising from new development proposals:

- contribute to the Energetica water strategy
- include a comprehensive SUDS plan
- include a potable water minimisation strategy and firm proposals for the inclusion of water efficient fittings in all properties including the provision of water meters

JUSTIFICATION

The key principle is that water is a precious resource and as far as possible developments will limit any increase in demand for water and minimise the need for additional resources.

Cost effective measures for reducing potable water use are available and all new buildings should be fitted with water efficient fittings and construction should be given to the use of rainwater harvesting and the supply of water efficient appliances where relevant.

New development also has consequences in terms of run off from hard surfaces and potential increases in localised flood risk so all new developments will require, in liaison with the appropriate suppliers, regulators and local authorities, to minimise any existing flood issues and prevent new issues arising by incorporating comprehensive SUDS strategies

THE POTENTIAL BENEFITS OF THIS REQUIREMENT INCLUDE:

Economy

- reduced need to build and operate new water and sewage treatment plants
- potential reduced expenditure on flood prevention measures through the use of SUDS systems for all new developments
- potential savings to developers and contractors from use of cost effective SUDS and local drainage solutions
- potential business and employment opportunities arising from the supply installation and maintenance of rainwater recycling systems
- potential cost savings to residents and businesses from reduced water consumption if meters fitted

Environment

- reduced need to provide new reservoirs and energy intensive treatment plant from reductions in use of potable water through recycling and water efficiency measures
- increasing the amenity and biodiversity value of land on site through the use of SUDS
- protecting and improving surface water quality through the use of SUDS approach
- reducing the likelihood and adverse impact of flash flooding caused by run off in heavy rain through a SUDS system

Quality of life

- more opportunity to enjoy biodiversity in the public realm through well planned and managed SUDS
- raised awareness of ecological and environmental benefits of water resource efficiency
03 BUILT FORM

03.2 - AN ACTIVE PUBLIC REALM

M - SETTLEMENT, S - PLOT

We will encourage developments that facilitate a positive and active public realm for a wide range of uses not only in everyday use but also through creating support and facilities for events in:

- Development proposals clearly demonstrate and identity how public spaces provide a positive experience in everyday use and how they can also support a range of events.
- The detail of the street design in each neighborhood and plot creates places that can be used for internal social contact, play, and community events.

JUSTIFICATION

The public realm gains meaning and value through its active use in everyday life. Hence the key principle and overriding ambition is that the public realm should facilitate a wide range of activities including formal and informal, everyday and special events. At a settlement level this means that a wide range of spaces that can undermine a large variety of activities must be included in masterplans: small squares that can accommodate events, eating areas, spaces that accommodate sport and play, and a learning management policy that enables street parties and other locally organized events.

THE POTENTIAL BENEFITS OF THIS REQUIREMENT INCLUDE:

Economy
  - by setting a clear identity, character and quality of life, Energetic town, villages, neighborhoods and places can attract the benefits of talented people

Environment
  - by creating a high quality daily living environment, reducing the need to travel and giving preference to sustainable transport modes

Quality of life
  - creating the conditions for social community life, improving neighborhood social contact and perceptions of safety
  - facilitating active and healthy lifestyles
  - establishing an identity for the corridor
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