

138 URBAN DESIGN

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**INDUSTRY AND
URBAN DESIGN**



**URBAN
DESIGN
GROUP**

VIEW FROM THE CHAIR

I have a particular interest in Environmental Psychology which stems from my BA (Hons) in Landscape Architecture at Leeds Metropolitan University (now Leeds Beckett University). There I spent a module exploring the theories of geographer Jay Appleton and psychologists Rachel and Stephen Kaplan about humanity's relationship with nature. Appleton's theory considers why people feel safe in certain environments and not in others, whilst the Kaplans undertook research on restorative environments, through investigating the effects of the natural environment.

When reading their research and theories they seem so obvious, that it is

surprising they are not applied more often in designing places. Appleton's 'prospect-refuge' was discussed in his book *Experience of Landscape* (1975) where he argued that the majority of people feel comfortable in a defensible space that provides the ability to see (prospect) without being perceived (refuge). I also recently came across an article that summarises the findings of Sidney Brower's 1988 book *Design in Familiar Places: What Makes Home Environments Look Good*. The aim of his book was to help to create successful residential developments through the consideration of residents' perspectives and priorities. He also looked at the same study area through the eyes of tourists and designers. Here are some of Brower's guidelines for bringing a place to life:

- Keep the street-front alive
- Give residents things to do and places to be

- Reduce the speed and number of cars
- Residences should open to the street, not from some central courtyard
- Make parks more attractive to adults.

These guidelines have stood the test of time and should be, but are not always, applied. The article reflected on urban environments having so many rules relating to safety that the psychological cost of constant alertness is overlooked. Defensible space, combined with a familiar awareness of the place can reduce this stress.

For an urban design practitioner this and other research validates the decisions made when designing a place, and I would be interested to know what research you rely on when you make your day-to-day decisions? ●

Katy Neaves

THE DIRECTOR'S NEWS

Over one hundred issues of Urban Design produced over the past 30 years are now available for you, and anyone, to download free of charge. The work of digitising our back catalogue was finally completed by volunteers over the Christmas period. The collection is a rich record of the urban design movement. The earliest editions are passionate and visionary. The people writing the papers saw that all was not well with the urban world, and that things could and needed to be different.

Issue 1, in 1980 carries a paper *Roads v Towns - The Role of the Urban Designer in the Process of Designing High Capacity Urban Roads*, and the author John Evans commented: 'the process of road design as it has developed over the last 20 years has tended to substitute an administrative formula for creative analytical thought by means of the introduction of procedures, codes of practice, guidelines and standard components. This has engendered an attitude amongst the people involved that is more akin to that of a specialist technical administrator rather than a designer.'

Even though 36 years have elapsed,

unfortunately, there are places where these observations still hold true. In issue 11 Philip Cave reports on a speech given by Kevin Lynch at the Urban Design Group's 1983 conference *Mending the City*. Who would have guessed that issue 13 would contain Kevin Lynch's obituary? Some issues overflow with a fascination with and genuine love of towns and cities; the winter 1990 issue *There are no Urban Designers* in *UDQ33* edited by Bob Jarvis, is an explosion of ideas and illustrations, some bordering on the edge of reason which, if the world only realised it, is exactly where we are today. It includes poetry, cartoons and a paper *Big Nancy is Watching You* by John Furse. On a calmer note there is a review of Christopher Alexander's book *A New Theory of Urban Design*. Incidentally Christopher Alexander's Kevin Lynch Memorial Lecture can be viewed on UrbanNous.

These early editions of *Urban Design* are a product of the time, when there were committed individuals such as Francis Tibbalds and many others, drawn from right across the built environment, who were determined to bring about change. By the 1990s change was on its way. In England, success came in 1994 with the publication of *Quality and Town and Country* by the Government (available on the UDG website) and in 1999 with the foundation of CABE, the

Commission for Architecture and the Built Environment.

But where are we now, 32 years after the first issue? Some feel that the planning system has been reduced to a site-planning exercise, driven by free market capitalism, rather than the overall interests of cities or towns and their inhabitants. At the street level, the vision of streets and settlements designed around people, in many instances has not been carried through into technical guidance and standards, preventing aspirations from becoming reality.

John Peverly wrote of Kevin Lynch 'clarity and unpretentiousness was evident in his attitude to life, as well as in his work, teaching and writing'. We need clarity on what is and is not good urban design so that everyone can understand exactly what we mean. We should resist pretentiousness, highfalutin language and professional arrogance which are the enemies of urban design. Urban design is something in which everyone has an interest and should hope to play a part, no matter how small. We owe it to all the people who have contributed to the journal to continue their work. We owe it to the billions of people who live in urban areas. ●

Robert Huxford

DIARY OF EVENTS

Unless otherwise indicated, all LONDON events are held at The Gallery, 70 Cowcross Street, London EC1M 6EJ at 6.30 pm.

Note that there are many other events run by UDG volunteers throughout the UK. For the latest details and pricing, please check on the UDG website www.udg.org.uk/events/udg

APRIL

Housing for London
(with Transport Planning Society)
Visit to Nine Elms

TUESDAY 15 MARCH

Latin America

MAY

100 years of Jane Jacobs

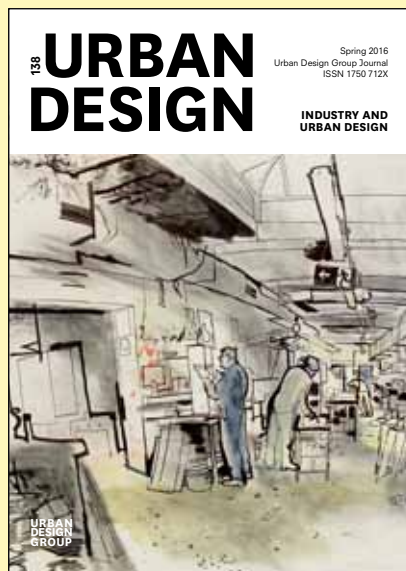
JUNE

Kevin Lynch Memorial Lecture and AGM

JULY

Industrial Urban Design

As this programme is currently in development, please visit the UDG website for specific dates, venues and timing.



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Location, location, dislocation,
Joe Holyoak

Changing Cities, Changing Work



In this issue we focus on the role of industrial activity in towns and cities, and how they work today. L S Lowry's scene of *Coming from the Mill* is of workers, heads bent, trudging home from their long day in poor conditions, and for little pay. This issue discusses a range of approaches to retaining or adapting industrial areas, given pressures to provide more housing. As David Rudlin writes, this is an often overlooked aspect of urban areas, and yet as the articles show, these unglamorous and peripheral locations play a fundamental role in making cities work. In the drive to provide more homes, we are in danger of pushing these less compact, grubby and lower tech areas into unsustainable locations, or assuming that the quality of the work setting for many people does not matter at all.

In reflecting on past issues of the now digitised archive of *Urban Design* journals, Robert Huxford questions whether town planning is now so dictated by capitalism and market forces that planning and urban design have lost their way. In many ways, this topic adds to this feeling of a reversal of fortunes. Have the historic capitalist mill bosses been replaced by small scale, virtual and hi-tech entrepreneurs, who are now finding new uses for the redundant buildings once controlled

from the top? There are echoes of the grass-roots urban reclamation projects described in issues UD122 on *Temporary Urbanism* and UD106 on *Creative Cities*, where urban design-related ideas start small and become bigger and more ambitious with time. There is a real contrast to be seen between the top-down development masterplan or regeneration programme, and the 'move in, inhabit and grow' model; which makes for better, more legible, sustainable, inclusive urban design?

We also include two fascinating viewpoints on how to make today's family homes more responsive to society's changing needs, and both describe strategies and housing typologies for adapting existing homes in suburban areas.

With urban designers very much back in demand and graduates being snapped up by growing companies, it is clear that confidence has returned to the property market, and, as a consequence, neighbourhood planning is growing too. It is time to revisit those early campaigning ideas to see where urban design needs to influence others, and represent the best ideas, not just grease the wheels of a bigger machine. ●

Louise Thomas, independent urban designer

HOW TO JOIN

To join the Urban Design Group, visit www.udg.org.uk and see the benefits of taking out an annual membership.

Individual (UK and international) £50
UK student / concession £30
Recognised Practitioner in Urban Design £80
Small practice (<5 professional staff) £250
Large practice (>5 professional staff) £450
Education £250
Local Authority £100
UK Library £80
International Library £100



Improving the Quality of New Housing

The Gallery, London, 11 November 2015

Two speakers shared the platform for this event focussed on delivering quality. First Andy von Bradsky, former chair of PRP, concentrated on affordable housing and started by attempting a definition of this term and its objectives. He lamented the near-collapse of real social housing and the decline of subsidies to both local authorities and housing associations, emphasising that the supply of affordable housing is consistently below the

level of need. Section 106 seems to be one source. After suggesting the main aim should be to achieve sustainable and balanced communities he presented some exemplars at Derwenthorp in York, Portobello Square in South Kensington, Kidbrooke and others, with housing for old people, tenure blind developments and mixed tenures.

A few local authorities are using their own land to build a mix of housing, subsidising affordable with the sale of market housing. Furthermore local authorities and housing association are being more imaginative to find ways of providing new forms and new typologies of affordable housing. However Andy regretted that changes in the pipeline may be very challenging, making the viability of affordable housing doubtful.

Next Amy Burbidge, Design Manager at the North Northamptonshire Joint Planning

Unit (JPU) explained that her job's aim is to improve the design quality of development in the four local authorities (Kettering, Corby, Wellingborough and East Northants) which form the partnership and share a core strategy, and are experiencing massive population growth. Having just one person to deal with design over a large number of schemes, the JPU organises surgeries that include the various disciplines involved, and focus on pre-applications. They organise regular training for the officers, visit and monitor past schemes, share their experiences and publish the lessons they have learned. There are seven urban extensions in the area and they have adopted design codes for them. Amy showed some results of their work, emphasising that these may not win awards but do deliver basic good quality housing. They are preparing a place-shaping document which they hope to adopt as an SPD. She advised that being realistic is important.

A lively discussion followed during which questions were asked about how to involve house builders, what the future of housing associations may be, how to resolve the inconsistencies between and within local authorities, and how to educate councillors. ●

Sebastian Loew, architect and planner, writer and consultant



Film night: Brooklyn Farmer

The Gallery, London, 13 January 2016

Paul and Elizabeth Reynolds hosted the now traditional January film night and their choice was *Brooklyn Farmer* – a short film about urban agriculture in New York, preceded by a useful introduction on the scope of urban agriculture by Paul.

The film itself is an inspiring piece, following the beginnings of the Brooklyn Grange farm in New York. It follows the trials of Ben Flanner and his crew looking to establish a new farm on top of an industrial building in Brooklyn Navy Yards. It is an engaging film, drawing you in and willing the team to succeed against the odds (and the weather). Despite the predictable delays, the team succeed and the extent of what is possible in urban farming today was shown in all its glory. The project differs from many of its comparators in that the growing medium is soil, as opposed to the water used in the

hydroponic and aquaponic farms that have proved popular in the last decade. This difference is crucial to what can be grown and therefore achieved as outputs. This is not a rooftop production limited to salad leaves, it could actually feed people, and properly.

The film is less than half-an-hour long, and it sparked a lot of questions. Elizabeth Reynolds gave a highly informative presentation as a global tour of urban agriculture examples and had a wealth of knowledge to answer questions on the film, which informed a great debate. It is clear that there are lots of examples of what could be achievable here in the UK, and indeed a number of groups trying hard in London itself. The big questions focus around the structural capability of potential roof spaces and the viability of financial models which could underpin urban farms. Brooklyn Grange may succeed in part due to a very helpful drainage tax which makes greening roofs very attractive, but the absence of this in the UK should not stop us looking to replicate the outputs. As the Brooklyn team show, where there's a will there's a way. Food for thought indeed. ●

Jane Manning, Associate at Allies and Morrison, Urban Practitioners



Public Space or Public Corporate Space

Argent Offices, London, 10 February 2016

Arriving at Argent's offices, everyone was greeted by a recently updated masterplan model of the King's Cross site, highlighting exciting plans for the future, including Heatherwick's Coal Yard shopping centre.

The presentations chaired by Philip Cave started with Anna Strongman, Partner at Argent, explaining the developer's history with the King's Cross (KX) site as well as her personal story of involvement with increasingly interesting roles. She raised an important issue, which Argent support, that good public realm is very good for business. Indeed the KX development is testament to this:

Argent built the public realm first to generate excitement, and 40 per cent of the site is dedicated to public realm.

Speaking second was Victor Callister, formerly Assistant Director of Environmental Enhancement for the City of London, and now Deputy Director at Design Council Cabi. He described his experiences of the corporate realm in the City. Through a brief history of the City, he illustrated how the early corporate realm was a reaction to circumstances of the time: for example Broadgate was designed to reject its surroundings, turning its back to degraded car-dominated streets, making it an attractive place to work in the eyes of big business. It now faces difficulties as it tries to open itself to the newly affluent surrounding neighbourhoods.

Important changes followed in the City, opening new opportunities for the public realm. With the introduction of the 'ring of steel' in the 1990s, fewer vehicles were allowed onto the City's roads, encouraging and indeed forcing people to start focusing on place, and not solely on movement. It was these first developments that opened developers' eyes to the financial benefits that a good public realm could deliver. It quickly became the norm for developers to pay for the improved public realm themselves, as well as for the cost of maintaining it for 20 years.

The City has not looked back from this, increasingly embracing the idea of place,

and reaping the financial rewards associated with delivering high quality public spaces and improving air quality. Despite this however, the City is not without its challenges. Tall buildings, which will become increasingly prevalent, are problematic where they meet the ground. They often create stagnant spaces around them, due in part to the design and management of that space, but also because of the shade pollution and increased wind they cause. The public spaces delivered within them were also cited as a particular failing, with Victor Callister identifying that the Walkie Talkie's Sky Garden 'is about as public as the aisle of a 747'.

The City of London has shown us the importance of public space financially, but also physically in terms of health and well-being, and it should be considered a clear success story. Callister illustrated this with a final slide showing that life and activity on the City's streets is (nearly) back to what it was in the 1910s. ●

Chris Martin, urban designer and planner, Urban Movement



The Festival of The Future City

Watershed Bristol, 18–20 November 2015

Bristol has been hosting a series of events as part of being European Green Capital 2015 with The Festival of The Future City being the culmination of the Bristol Festival of Ideas. Supported by organisations including the Arts Council, InnovateUK, Bristol West, Bristol City Council, the National Lottery, the Universities of Bristol and the West of England together with private sponsors, over 50 events were held on 18–20 November, and were based at the Watershed Centre, part

of the line of renovated warehouses fronting Bristol Docks.

This review concentrates on the launch of the *InnovateUK Future Cities Demonstrator Project Report*. As part of InnovateUK's Urban Living Programme, a two stage competition invited cities to bid for feasibility study funding to show how they could work with local businesses and partners to improve urban living and working, using new technologies. The premise of the study is that cities are engines of innovation and growth, so how do we plan, design and manage cities with pressures on resources and increased waste?

Of the 50 cities who submitted proposals 30 were selected. Following a video outlining the projects, there was a panel discussion and audience participation chaired by Dr Mike Pitts, Head of Urban Living at InnovateUK, who noted that Future Cities is the preferred term rather than Smart or Digital Cities, as it is not just about the technology. The panel consisting of Lee Omar, CEO of Red Ninaj, Jay Amin of Foresight for Future Cities, Steve Bowyer, Head of Opportunity Peterborough, Caroline Twigg, Head of International Partnerships at Future Cities Catapult and Gary Walker, Project Leader of the winning Glasgow City Council bid.

INNOVATIVE IDEAS

Mike Pitts described how each city had used the £50k award to investigate innovative

ideas and to come up with proposals for a follow-up large-scale demonstrator project. These showed how different systems in a city could be integrated and how new technologies could be used to deal with challenges in areas such as transport, housing, health, energy and pollution. The winning authority Glasgow City Council which secured an extra £24m to implement technology that can make life in the city smarter, safer and more sustainable, focussed on four areas: cycling and walking, energy, social transport and public safety. Bristol, Belfast, London, and Peterborough and Milton Keynes each won £3m to progress with their proposals, while most of the other bidding cities had also taken forward aspects of their bids. Panellists felt that the projects had acted as catalysts to break down silo-thinking, create new partnerships and overcome the risk-averse attitudes, with the councils giving them permission to think differently. City councils were described by a panellist as being a 19th century model that would benefit from digital help to deliver better outcome-based services to its citizens. Improving the delivery of resources to citizens was a recurring theme, which presumably will entail the overhaul of the local government system.

All of the projects clearly demonstrated potential benefits to urban living but the limited use of visual imagery reinforced the impression that these were technology and management driven initiatives, which had by-passed our more design centric approach to urban regeneration. During questions panel members emphasised their commitment to good design and Caroline Twigg explained how InnovateUK's Catapult Network draws on experienced design expertise including urban designers. The Catapult has established a network in seven high-tech areas, including Future Cities, to support innovation by UK business by providing access to expert technical capabilities and resources to take innovative ideas from concept to reality.

DESIGN AND TECHNOLOGY

Reflecting on the event afterwards it is clear that urban designers need to fully understand how digital technologies can influence urban change, and how citizens will increasingly interact with their environment through technology. There is no denying the benefits of smart transport management if it results in more sustainable travel patterns and reductions in congestion, while also saving public funds no longer needed for major road improvements. There are also benefits in switching to energy-saving street lights that brighten when activity is detected, saving energy and making streets safer for pedestrians and cyclists. Whether these technologies are implemented incrementally or through city-wide contracts run by large high-tech firms from centralised control rooms, the implications for urban planning are enormous. Running parallel to big-data technology are ever more sophisticated smart phone apps being adopted. Grassroots citizens'



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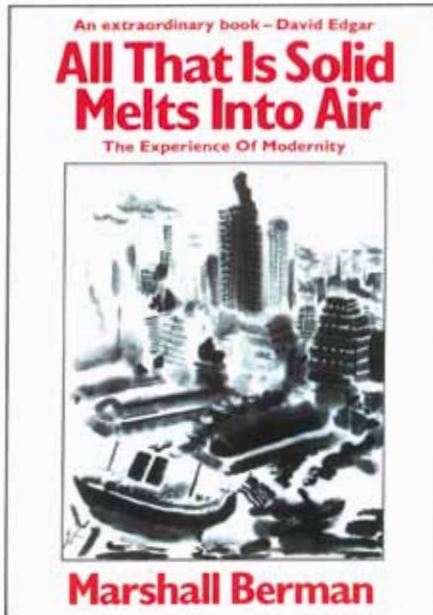
initiatives were cited by panel members as helping to fix local problems via smart phones, and initiating changes in perceptions that may radically influence behaviour and use of the city, its streets and services.

The Demonstrator Projects clearly helped to break down the silos between urban managers and technologists, but there may be an unnoticed gap emerging between these new initiatives which are attracting substantial public investment and designed approaches to urban regeneration. A new round of Demonstrator funds could look at hands-on masterplanning projects incorporating these innovative technologies into the design process; this could establish new working methods for planning teams creating plans to cope with this anticipated pace of change in both urban form and in the way that smart cities function now and how they could evolve. ●

Malcolm Moor, architect and independent consultant in urban design; co-editor of Urban Design Futures

1 Glasgow's operations centre
Photographs by
JonCraig.co.uk





The Urban Design Library #17

Marshall Berman: *All that is Solid Melts into Air, The Experience of Modernity*. Verso 1982

This is an extraordinary book with an extraordinarily broad scope, which is why *All that is Solid Melts into Air* has made a remarkable contribution to many fields, including urban design. It explains what modernity is and how it feels to be modern.

The book begins by explaining what Berman calls modernity and why it is important to think about it. To be modern is a spatial experience: it 'is to find ourselves in an environment that promises us adventure, power, joy, growth, transformation of ourselves in the world- and at the same time, that threatens to destroy everything we have, everything we know, everything we are'. Berman conceptualises the dramatic changes of the world during the last few centuries as modernisation. Thinking about it is important because it is an experience that we all have been through, it explains why we desire progress and how progress always 'is pregnant of its opposite'. Ongoing change happens everywhere and at any time, but it is more apparent in cities.

The first two chapters are about the philosophical concept of modernisation. Drawing upon Goethe's *Faust*, the book explains how a man turns into a developer when dreams and love come together in him, exactly as it happened to Faust. The Faustian model of modernisation in the second chapter meets Marx. Berman elaborates on Marx's theories in order to connect the individual Faustian model of modernisation to socio-cultural issues. Marx explains how industrialisation destroyed the fixed systems of values, relationships between people,

and how new relationships quickly 'become antiquated before they can ossify. All that is solid melts into air, all that is holy is profaned, and men at last are forces... the real condition of their lives and their relations with their fellow men'. This is the context in which rapid urbanisation emerged.

The rest of the book closely examines the relationship between the built environment and people's experiences, perceptions and dreams. Chapter three focuses on 19th century Paris, where Baron Haussmann made dramatic changes in the city by building boulevards. Boulevards have been reflected in many masterpieces of art and literature particularly by Baudelaire. Two poems by Baudelaire manifest what Berman defined as 'modernisation in street'. *Loss of a Halo* is the first poem. It is about a meeting between an artist and a holy man in a brothel. The artist asks the holy man what happened to his halo and the holy man replied that it slipped off his head into the mud in the street, and due to the fast traffic he wasn't able to pick it up. This rather strange dark comedy describes how people in big cities are ordinary. If Marx explained how values are removed from societies, Baudelaire's work poetically resembles how it feels. *The Eyes of the Poor* is the second poem that is set just few feet away from the *Loss of a Halo*, in the same Haussmannian boulevard. Boulevards are places for both the rapid movement of vehicles and people walking, strolling and looking at shops. *The Eyes of the Poor* is the story of those who can merely look at the shops but cannot afford their services. The family with poor eyes perhaps used to live in the same area in a rundown building, but that was demolished during regeneration. This poem symbolically represents those who lose out in the process of urbanisation. Representing people by their eyes is not just a synecdoche. This figure of speech resonates how rapid urbanisation reduces people to their effect in numbers on maps....

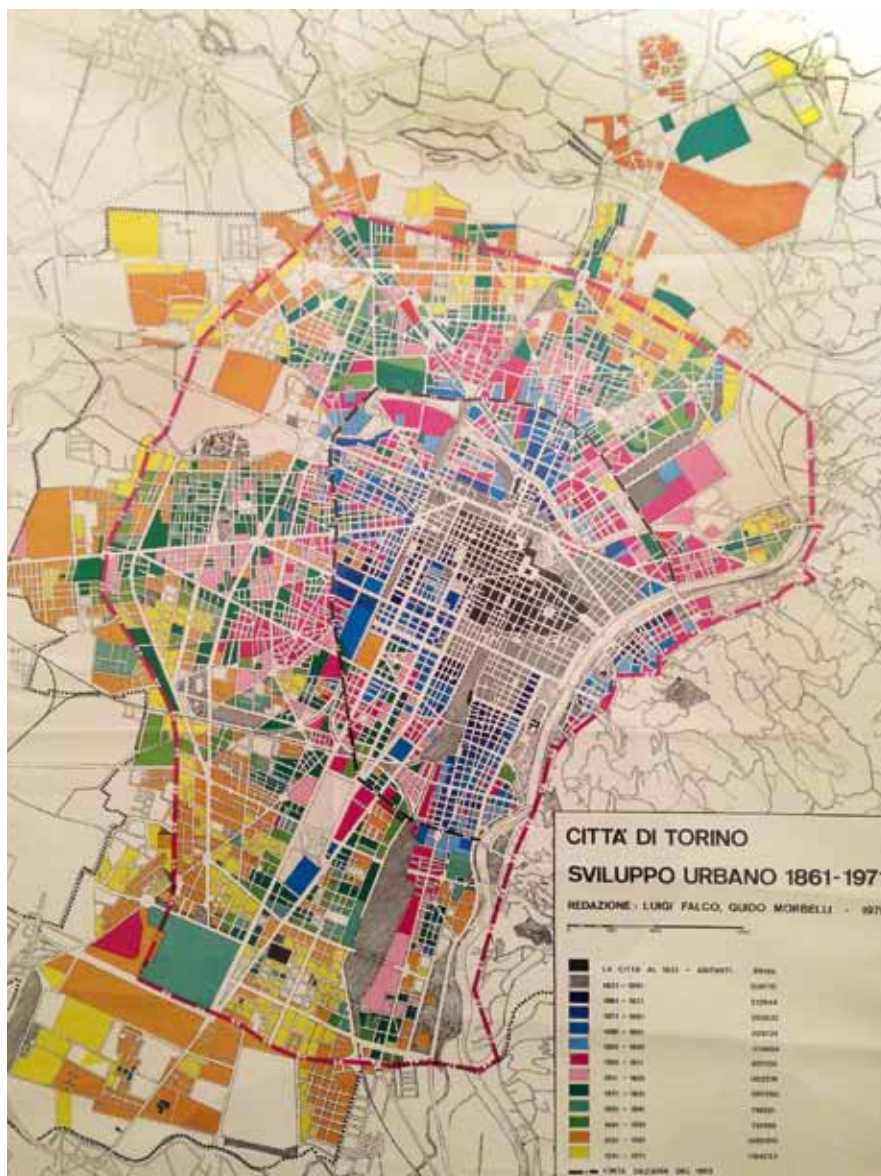
The leitmotif of the book is how form follows fiction and fiction follows form. Many examples of the 19th century Russian literature can be symbolically categorised in relation to two cities: St Petersburg, associated with modernisation and Moscow, with tradition. Imitating Paris, St Petersburg was a window on modernity. St Petersburg's new boulevards made for new experiences, new behaviours and perhaps new man. So, it is not a surprise that St Petersburg plays an active role in many Russian art works. Although St Petersburg would never be similar to Paris, remaking environments and experiences have always been an aspiration in developments.

Boulevards were places for rapid movement and walking. But later, the single-use highways of post-war New York embodied Le Corbusier's dream of rapid movement and mechanistic life. New York's modernisation during the 1960s is the last part of Berman's tour of the experience of modernity. Robert Moses' urbanisation is a perfect example

of the Faustian model, yet as everything 'is pregnant of its opposite' a return to street life emerged in New York. This movement is best represented by Jane Jacobs' prophetic book *The Death and Life of Great American Cities*. Berman considers Jacobs to be one of the key writers of modernisation yet he, at times, harshly critiques her work. Returning to the street can also be seen in Pop Art and the events of 1968. In fact, many urban design values emerged in line with 1960s modernisation.

All that is Solid Melts into Air is an inspiring text. It reminds us to see cities in relation to imagination and representation. It offers an alternative lens with which to conceptualise urbanisation, something different from the dark lens of Marxist political economy. It also encourages us to find inspiration from a wide range of references, somewhere other than, for example, the overused concept of Garden Cities. After reading the book we may find *The Eyes of the Poor* around us, or find ourselves aspiring to make new environments, new behaviours and a 'new man'. ●

Hooman Foroughmand Araabi, PhD student,
Bartlett School of Planning



and forms, from the grandeur of the Savoia's layout, to the busy pre-industrial quarters around water streams, to the workers' quarters around the large Lingotto and Mirafiori factories, which made Torino famous the world over.

Development in Torino, at least until the point represented in this map, had been relatively uniform over time, with speculative development or comprehensive development post-World War 2 not altering the overall image of the city. Whichever quarter one walks through retains a degree of intrinsic legibility; architecture and public space also follow urban transitions, but throughout retain a distinctive character that makes Torino a city of both representational and domestic elegance.

What to learn from it

Professors Falco and Morbelli undertook a sensational task when they produced this document (originally at 1:25,000); it is an effort in learning historic transitions that marked development, their relationships, and importantly a lesson in how to understand the present as a phase in a much more complex process of change.

This is how we teach students to design cities: a detailed study of their historic evolution and their form is as important as the understanding of the future ambitions stakeholders might have for them and of the values they ought to embed.

My Favourite Plan – Ombretta Romice

Torino, Sviluppo Edilizio 1861-1971. By Guido Morbelli and Luigi Falco. Politecnico di Torino, Facoltà di Architettura. (With permission from the authors)



Why I like it....

I have always loved this map. It has accompanied me around the world and now sits comfortably in my living room, in between an axonometric of Pienza, a medieval map of Casale Monferrato and a modern 3D map of Glasgow.

It was produced in 1975 by two professors of urban planning in the Faculty of Architecture where I studied; at that time my school was very well known for planning theory and a forward-looking interest in international debates, for its real estate expertise as well as very strong tradition in architectural history and conservation. I guess my interest in urban design, urban morphology and environmental psychology comes from this background and could be summed up by this map.

I feel this map joins the theoretical clarity of planning and the concrete dimensions of architecture into a structure of real places, where ideas and character change from one block to another but still contribute to a city, which is ultimately so unique, rich and legible that I have hardly found elsewhere in the world. This map overcomes abstraction and brings into one view so many traditions

Current position

Senior Lecturer, Department of Architecture, University of Strathclyde
Course Director, MSc Urban Design and MArch in Advanced Architectural design, Part 2 RIBA.
Past President of IAPS, Environmental Association of People Environment Studies.

Education

Masters in Architecture, Torino (1997); PhD in architecture and urban design, Strathclyde University (2000); Post Doc in housing regeneration (2003).

Specialisms

urban design, environmental psychology, community participation, masterplanning and urban morphology.

Ambition

to continue to graduate students who truly enjoy urban design and manage to make a positive difference to everyday lives, wherever they will end up working. ●

A Bright Grey Future

Simone Gobber looks at how housing an ageing population is an opportunity for urban renaissance



one of the practices appointed in 2012 with Levitt Bernstein and PRP to deliver the *Housing our Ageing Population: Panel for Innovation* (HAPPI) report. Establishing guidelines to enhance the quality of housing for the elderly, the report is part of several initiatives on the issue, in line with the Age Friendly Environments Programme being promoted globally since 2007 by the World Health Organisation. The programme sets goals and principles for making the urban environment more open and accessible to an older population.

NEW MODELS

Co-housing is one of the many solutions that have been developed to accommodate the needs of today's generation of elderly people, in a context where conventional care and nursing homes – often considered as the only option – provide accommodation in the UK to just 10 per cent of people in their 70s, and 2 per cent of over 80s. The continuous improvement of living conditions combined with progress in medical research has resulted in more and more people living healthily and longer, and demanding new models of living that take into account the challenges of ageing and the expectations and desires of such a conspicuous and increasingly active part of the population. It is therefore crucial for the built environment to address ageing, to accommodate people's changing abilities over time and, equally important, to support society in its transition to a future where older people will account for a substantial proportion of the population.

In the UK, one of the ten 'oldest' countries in the world, 30 per cent of the population is expected to be over 60 in ten years' time, with an estimated public expenditure on social care services for older people projected to double by 2030. Therefore, designing environments which enable healthy and independent living will substantially mitigate its impact on the overall economy. The market has enthusiastically embraced the challenge of an ageing population, following the increasing demand and most importantly the spending power represented by this age group, i.e. 40 per cent of consumer spending, 60 per cent of savings, and 80 per cent of UK wealth. Despite the diverse offer provided by the market, 'ageing in place' is the most common option, a choice that is proven to have important psychological and social benefits, but represents a challenge for how to deliver age-friendly living environments with a mostly unfit-for-purpose housing stock.

A CLASSIC TOWN

How can the existing urban environment respond to the needs of an ageing population, and is it viable to seek to transform places and create an opportunity for urban regeneration? This design research question has been applied to the market town of Princes Risborough in Buckinghamshire. Currently in the process of defining a new Local Plan for Wycombe District, the town is balancing a substantial demand for new homes juxtaposed to an increasingly older population and a local economy likely to require radical redefinition in the next future. The town has many characteristics in common with other towns in the UK making it an ideal testing ground for a strategy to be applied elsewhere.

Different housing scenarios were assessed on three urban typologies: the back-to-back terraced house, a cluster of semi-detached houses and the high street. Designed to work independently, when combined the three design typologies could also form a holistic town regeneration programme.

Tea is handed out to warm up the open event hosted in the unheated barn to celebrate the planning permission granted to Cannock Mill, the first co-housing project in Colchester, with works expected to begin in Spring 2016. 'It was not intentionally meant to be exclusively for old people' says one of the future residents, the many grey-haired heads sitting around nodding. It took more than a decade for the self-constituted group – most of whom are now retired – to see their dream realised. The process was slowed down by the lack of a specific planning and delivery tradition in the UK, as well as the notorious scarcity of self-build sites. This piece of land on the outskirts of Colchester was finally the perfect fit. Close enough to the town centre and within commuting distance to London, it combines the dream of living in the countryside with easy access to services and amenities. Most importantly it features an imposing 18th century mill that will become the heart of the scheme, hosting the communal activities that are a prerequisite of co-housing.

A long-established and cost-effective alternative to more traditional forms of housing for the elderly, senior co-housing made its appearance in the UK only recently with the Older Women's Cohousing Group in London, which, supported by the UK Cohousing Network, managed to secure a site in Barnet; May 2016 is their expected moving-in date. The 25-unit scheme is the result of a collaborative design project led by Pollard Thomas Edwards architects,

1 Mixed-Age co-housing with a range of residents
 2 Sample block for Mixed-Age co-housing
 3 Active Retirement Centre – view of the future high Street

4 Active Retirement – better facilities in the town centre
 5 Sample block for an In-Place Retirement Village
 6 In-Place Retirement Village – adapting local roads and buildings for other uses

MIXED-AGE CO-HOUSING

Tackling some of the issues of ageing in place, such as living in an under-occupied property, social isolation and the difficulty of managing household tasks, the first scheme tested is the retrofitting of a multi-generational co-housing scheme in a typical terraced housing setting. A rear extension allows the existing terrace house to be split into two units at different levels, each of them benefitting from a smaller private open space, yet overlooking a bigger communal garden as a result of joining up different gardens. While making separate units more suitable to an older household, it creates a setting that fosters social interaction, and provides affordable accommodation for younger people and, most importantly, potential carers.

IN-PLACE RETIREMENT VILLAGE

In the second scenario a similar approach is applied by transforming conventional semi-detached houses. Rather than relying on physical proximity, the linking model between the separate homes is predominantly operational, based on a network of units close to communal facilities and making use of an improved public realm. Rather than being purpose-built on a self-contained site, like a conventional retirement village, the suggested scheme is retrofitted into existing buildings within an established neighbourhood, with similarities to the model of a 'diffused hotel'. This is a concept developed in Italy where a conventionally-run commercial enterprise (the hotel) relies on accommodation that is located in different buildings with different owners, making use of otherwise under-occupied units, and guaranteeing a vital integration between facilities, residents and the existing community.

ACTIVE RETIREMENT CENTRE

All over the UK, market towns are struggling to keep up with economic, social and demographic changes. As a strategic market segment, older people can play an important role in reinventing the local town centre as a hub not only for shopping, but also for leisure, recreation and new forms of business. This can be achieved by improving the quality of the existing public realm, enhancing public transport, favouring walking, and promoting segment-oriented quality services and commercial activities. Better outdoor spaces designed according to Lifetime Neighbourhoods principles have a positive effect on interaction, resulting in a more time being spent in the area and with an overall positive contribution to the local economy.

DRIVER FOR CHANGE

Together the proposed schemes form a wider strategy that disputes the axiom of an ageing population being seen as a symptom of decline, and turns it instead into a driver of urban regeneration. As demonstrated by similar existing projects with similar approaches, the benefits of age-oriented development include not only enhancing older people's lives and their participation in the community, but also boosting the local economy, attracting new residents, optimising the use of the existing social and built assets, and reducing the need for costly care solutions.

In order to address the challenges of an ageing population, it is therefore fundamental to rethink the way that people live, especially in suburban environments. The UK has cultural concerns about models of development which undermine the concept of the individual house in favour of more shared living solutions; nevertheless pioneering projects have already started to challenge this common



thinking, setting precedents in terms of planning and delivery. As the next generation of older people is likely to be radically different from the current and the preceding ones, planning and design must take that into account. If radical solutions are not easily accepted today, they could become viable options in the long term. It is therefore vital to start introducing innovative elements now, as changing cultural settings takes longer than building cities. Even if a proposed strategy is beneficial for today's elderly people, it is future generations that will require a radical, bold rethinking of their living environment too. ●

Simone Gobber, urban designer

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Supurbia: Intensifying London's Suburbs

Ben Derbyshire and Riette Oosthuizen outline a strategy for making better use of land



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Supurbia is a strategy for intensifying London's suburbs that balances their inherent advantages with higher density and amenity value. Its approach is twofold: redeveloping local main streets and parades as mixed-use places with increased housing, improved service and amenity provision; and, enabling owner-occupiers to develop their land, creating rich diversities of housing.

TRANSFORMING METROLAND

This vision for intensifying suburban London with high quality development is about local planning authorities and local residents within a neighbourhood working together, with a facilitator, to draw up suitable options for the redevelopment of privately owned properties, and for the public realm in the wider neighbourhood area. These would then be adopted as a Local Development Order (LDO). LDOs

are a mechanism by which this range of standard design solutions can be pre-approved (i.e. granted planning permission) and from which householders can select their preference, without having to apply for planning permission at a future date – more or less equivalent to permitted development. LDOs are typically applied to a defined area such as a neighbourhood or block. Neighbourhood plans themselves could also be the route to the designation of such areas within Local Plans. For neighbourhood planning a group would have to be formally established and the neighbourhood boundaries approved by the local authority. Aside from the potential cost of extensive consultation, the neighbourhood plan would have to be approved via a neighbourhood referendum. Local planning authorities could proactively encourage the formation of such groups. Nevertheless the costs of these processes could be met by the promoters of redevelopment or by those with major regeneration schemes seeking to engage with the surrounding neighbourhoods.

The process of creating a Local Development Order would create a range of 'plot passports' (a form of permitted development) for all homeowners within the neighbourhood. Plot passports would be a menu of redevelopment options available to all homeowners within the neighbourhood to redevelop their property or land. They could choose to exercise these options, or opt out entirely. One homeowner opting out would not prevent another homeowner from going ahead, although this would prevent collaborative options with immediate neighbours.

Initially the Supurbia policy would be about focused area-based schemes near under-developed transport hubs where urbanisation could create increased values, like ripples in a pond, triggering intensification in a variety of typologies. This could transform the poorer, often suboptimal areas of London's heavily concreted and low density suburbia into a vision of thriving, vibrant and sustainable place-making – the Supurbian vision.

FINANCIAL INCENTIVES FOR HOMEOWNERS

We have evaluated the likely increase in value as a consequence of development by individual homeowners, after development costs, and any value reductions due to reduced garden sizes. The results indicate a realistic level of financial incentive for homeowners to exercise their redevelopment options in most cases. Our preliminary studies show that homeowners may benefit from net development profits of £110,000-210,000 per household, depending on the redevelopment option and typology adopted.

CHANGES TO PLANNING

Back garden land is generally protected, but not all London boroughs take an entirely protectionist approach. Backlands have been given added protection in the National Planning Policy Framework (NPPF) when it was reclassified from brownfield to formerly undeveloped land. However, the NPPF makes it clear that the key consideration should be whether new development would harm local character. We believe that a carefully considered design-led and consultative approach would improve the character of certain suburban areas.

Householders already have a wide range of permitted development rights, such as the ability to extend their homes by up to 50 per cent of the curtilage of the original house; back or side extensions of up to 6 metres in the case of semi-detached and terraced homes (or 8 metres in the case of detached homes); and, loft extensions by up to 40 cubic metres for terraced homes and 50 cubic metres for

- 1 Rear access transformed into mews, maximising private amenity
- 2 A typical low density suburban block in outer London
- 3 Greening of previously car dominated public realm

detached homes. However, the current permitted planning rules do not allow for buildings to be constructed within land that surrounds a house for the purpose of being lived in (i.e. having a plumbed-in and self-contained bathroom and/or kitchen).

Back gardens are widely valued because of their contribution to biodiversity. The development of back gardens does preclude equal or increased amounts of biodiverse rich landscaping being put back – particularly with the use of living roofs. So permitted development rules could be changed to allow self-contained homes to be built on land surrounding an existing house, where the design specification has been agreed with the neighbourhood, most probably through a neighbourhood plan.

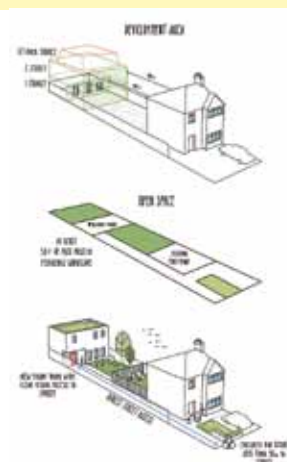
FUNDING PLOT PASSPORTS

Outer London is now peppered with an increasing array of housing zones, opportunity areas, local authority estate redevelopments and major brownfield developments, particularly around new transport infrastructure investment. Many, if not most of these appear to be

incongruous islands of high-density housing threatening to overbear the surrounding suburban neighbourhoods. It is not uncommon for densities in such projects to rise to 350 homes per hectare – i.e. superdensities which exceed the density of surrounding neighbourhoods by ten times or more.

We envisage that the joint venture partnerships formed by local authorities, developers and housing providers to deliver these gargantuan projects may see the virtue in engaging with residents of the surrounding suburban hinterland, and many of whom might otherwise be in entrenched opposition to what are seen as interloping alien developments. In our experience opposition and support are opposite sides of the same coin, and one can turn to the other if there is appropriate incentive.

Therefore these development consortia may be willing to sponsor neighbourhood planning in the interests not only of quelling potential opposition, but also because participation in urban intensification around their projects would add value to their investments. If so, we foresee that suitable pilot areas could be identified, and



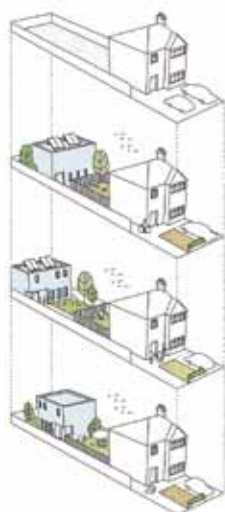
PLOT PASSPORT

The plot passport concept is drawn from our experience of the emerging custom build market, applicable because of the generic standardisation of the 1930s semi-detached type.



EXAMPLE 2 – SELF BUILD DOUBLE/FACING PLOT INTENSIFICATION

The double plot intensification of facing homes, which share a driveway, enables the creation of a third plot at the back that utilises a portion of garden space from each of the two main homes. The illustrated options show a double storey mews house, a flat above garages (one for each of the existing and new dwellings) and a single storey accessible dwelling. The options range in size from 72 to 90 sqm. The range of options create one additional home and a typical profit of £110,000 for the homeowners.



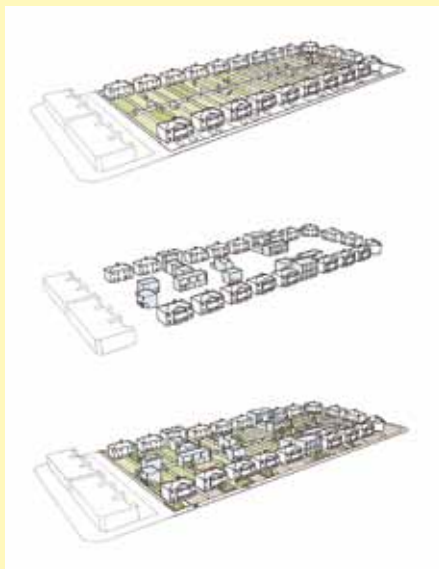
EXAMPLE 1 – SELF BUILD SINGLE PLOT INTENSIFICATION

This single plot intensification retains the main house garden up to 10m or 12m. Options show a new 2-storey, 2 bedroom mews house averaging 72sqm. Depending on the context and relationship to the main house the new mews houses are sited to the rear or front of the new plot with their private amenity space taking up the remainder. The range of options illustrated create one additional home and a typical profit of £140,000 for the homeowner.



EXAMPLE 3 – SELF BUILD DOUBLE/PAIRED PLOT INTENSIFICATION

The double plot intensification of paired homes enables the replacement of the two existing dwellings with an entirely new development that can provide a new block of flats or townhouses fronting the streets, with new garden houses to the rear overlooking the amenity spaces. The options present a range of shared or private amenity space arrangements and parking solutions. These examples illustrate either four or five new homes (with a net gain of two to three homes) and a typical profit of £210,000 for the homeowners.



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- 4 Supurbia transformation of a typical suburban block
- 5 New family homes accessed from existing frontages designed to maximise the private amenity, and eliminate overlooking
- 6 Supurbia will be a more socially inclusive and convivial environment



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new financial gain into improving the environmental efficiency of their own home. Tax Increment Financing could become a method for funding improvements to neighbourhood energy systems and area improvements to the public realm to accompany the investment in individual and groups of private homes.

Overall this process enriches our limited suburban housing stock with a spectrum of options. Instead of the undifferentiated one and two bedroom homes that dominate many large scale developments, this would include family homes with gardens, investor Private Rented Sector schemes, accessible ground floor older people's accommodation (bungalows), and affordable starter houses for new households. Plot passports would enable local authorities to agree parameters on the range of sites within a neighbourhood, optimising the quantum and mix of development, and promoting investment by custom builders, small investors and builders.



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HIGH QUALITY OFFSITE MANUFACTURING

The plot passport menu of options would comprise online design catalogues for homeowners to choose high quality, pre-manufactured yet durable housing options exceeding London standards. Groundwork can be minimised through the use of lightweight prefabricated structures and the experience of construction using pre-manufactured structural insulated panels (SIPS) is that disruption is minimal. These techniques would maximise speed and minimise inconvenience, helping to preserve existing communities and taking full advantage of existing infrastructure.

CONCLUSION

As well as increasing housing supply and improving London's suburbs, the Supurbia concept has the capacity to liberate equity locked up in relatively poor quality private housing stock by facilitating home owners to participate in profitable development, which will also increase supply and improve neighbourhoods. The design-led approach, based on Local Development Orders and approved plot passports would guarantee a high quality outcome.

Starting with pilot studies in the hinterland of large scale urban regeneration schemes in London would enable local people to participate in the betterment of their neighbourhoods and thus become advocates for, rather than opponents of, urban intensification and new housing development, turning NIMBYism on its head or turning NIMBYs into YIMBYs (Yes – in my back yard!). ●

Benjamin Derbyshire, Managing Partner, and Dr Riette Oosthuizen, Planning Partner, HTA Design LLP

local authorities could collaborate with residents and sponsor community advocates to undertake neighbourhood planning exercises designed to nest suburban improvement areas within Local Plans.

THE DESIGN-LED APPROACH

The next stage is the development and testing of the designs for the range of typologies in more detail. This is a design-led and technical process in which procurement and construction issues would be worked through. The premise is that the standardised nature of semi-detached suburbia is such that this exercise will produce a range of solutions capable of meeting the regulatory challenge in most circumstances. These solutions would therefore become standard templates within the framework of Local Development Orders – enabling the rapid adoption of pre-approved typologies in a wide range of settings.

An analysis of plots would produce sets of suitable solutions for the intensification of back garden land and the redevelopment of existing buildings, as indicated on plot passports and comparable to outline planning permissions. These would incorporate planning considerations such as sunlight, daylight, back-to-back distances, the retention of valuable trees and suitable amounts of open space, and could give guidelines on how to reinvest some of the home owner's

Industry and Urban Design

A sustainable and enjoyable city should be truly mixed-use with homes, jobs and recreation, and yet it can be a challenge to include industrial activities - an essential part of a city's economy and vitality. They are often depicted as being noisy, polluting, sometimes dangerous and requiring vast tracts of land, all incompatible with housing. However, strategies and solutions do exist to create inspiring urban spaces, as this issue reveals.

The integration of industries within the urban fabric is a multi-scale matter covering numerous topics: the modernisation of vast ageing industrial areas, the creation of heavy industry-based new cities, emerging creative clusters in trendy parts of cities, and the transformation of valuable industrial buildings. Here we look at trends and case studies that encompass these challenges of keeping, transforming, improving and mixing industrial areas with housing.

Firstly we consider at how industrial activities can shape cities while creating enjoyable and sustainable places to live. Tim Catchpole starts by looking at the components of historic industrial model towns in England and their philanthropic approaches. In a second article he examines the ingredients for successful modern industrial cities, while Richard Alvey presents the new settlement of Panama Pacifico, on a large former industrial site. We explore the issue of city regeneration and the successful transformation of areas impacted by the loss of industrial activities. Martin Aarts reviews current planning and design approaches in Rotterdam, a port-city, and the evolution in their thinking. Darinka Golubovic Matic and Rob Van Der Wijst explain how Eindhoven has transformed itself from a declining city to a vibrant centre of technology and innovation, through bottom-up developments, intense collaboration and innovative crossovers. Kai Dietrich

demonstrates the need for long-term strategies and the real value of combining public and private resources in Hamburg.

Furthermore we investigate new trends and the evolution of industrial activities within urban areas. Jessica Ferm explores the impact of the loss of industrial land in London and the need for more innovative solutions to safeguard traditional and new forms of industrial activities. Juliana Martins demonstrates how the relationship between creative industries and places can make successful and integrated neighbourhoods, such as London's Silicon Roundabout area. Biljana Savic reports on the *Reviving Places by Reusing Industrial Heritage* conference in Manchester in December 2015, where discussions focused on the indisputable value of industrial heritage and the need for better funding systems and clarity of vision to establish the long-term viability of reusing cherished industrial buildings.

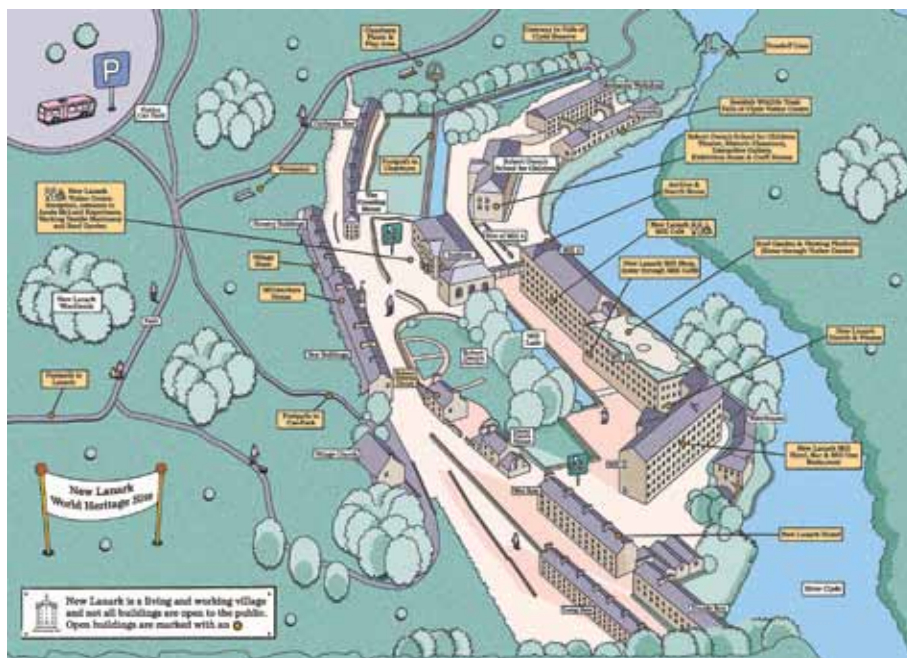
Finally we review innovative ways of mixing industrial activities with classic urban developments. Jeremy Hernalesteen presents several ways in which industrial activities could be integrated within the urban fabric, urging fellow urban designers to be more proactive. David Rudlin explains how to transform ageing industrial estates into innovation districts by generating a greater intensity of activities. I report on the work of the Société du Grand Paris to integrate industrial buildings associated with the new orbital metro system within the urban fabric.

Articles therefore cover diverse themes and start by tracing the historical and political contexts of change, moving on to ways of transforming how existing industrial areas are seen, and how to plan new industry-led cities. ●

Emilie Leclercq, Associate Urban Designer, Barton Willmore

Industrialisation in the Old World

Tim Catchpole looks at early models of industrial urban design



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THE NEW JERUSALEMS

In 1808 William Blake wrote a poem regretting the 'dark satanic mills' of the Industrial Revolution and urging that we build 'Jerusalem in England's green and pleasant land'. Was he aware that a New Jerusalem had already taken root up north in Bonnie Scotland? New Lanark was founded in 1786, and the first New Jerusalem of note in England did not take root until 1851, and this was Saltaire.

Blake's concerns were understandable. The Industrial Revolution in Britain had been triggered by technological innovations in the textile industry in the 1760s together with the availability of raw materials and of a workforce displaced by the removal of common land by farm enclosures. As France was hit by a political revolution in the ensuing years, and Germany and Italy were still collections of small states, Britain was able to forge ahead and become the world leader in the industrial sphere. Britain had never had it so good.

But at what cost? The workforce operated the textile mills and also built the towns, improved the roads, constructed the canals and later the railways, mined the raw materials needed and operated the steel works. The working conditions were harsh, the housing was poor, public health problems were serious and the social divide was omnipresent. Charles Dickens wrote about it, and L S Lowry painted it albeit a century later. The first New Jerusalem of note in England in 1851 was Saltaire. Several others followed including notably Bournville in 1879 and Port Sunlight in 1888.

NEW LANARK

New Lanark was founded by David Dale in partnership with the inventor of the cotton spinning frame, Richard Arkwright. Dale built cotton mills alongside a sinuous stretch of the River Clyde together with housing for the mill workers in a linear layout in the lee of the prevailing wind. In 1800, Dale sold

his development to a partnership that included his son-in-law Robert Owen.

Owen ran the mills for the next 25 years and continued his father-in-law's philanthropic approach to industrial working. New Lanark at that time had a population of 2,500 including 500 children. Owen added a school, bakery, co-op store and workers' institute, and the provision of these facilities, without doubt, helped to increase the happiness – and thereby the productivity – of the workforce. Nevertheless his partners on the board were concerned about the money being spent on such additions. Owen bought them out and replaced them with a new board that included Jeremy Bentham, the social reformer. The industrial model town became celebrated throughout Europe and was visited by many royals, statesmen and reformers.

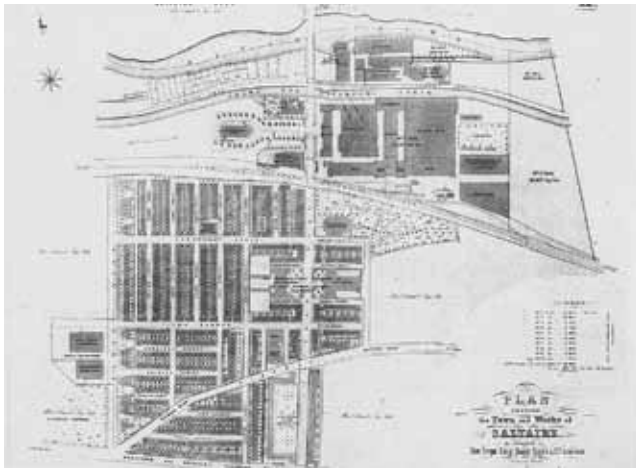
The mills were eventually closed in 1968 and began to deteriorate. They were rescued by a compulsory purchase order in 1983 and are now controlled by the New Lanark Trust which restored the whole village to make a major tourist attraction. It has been designated a UNESCO World Heritage site.

SALTAIRE

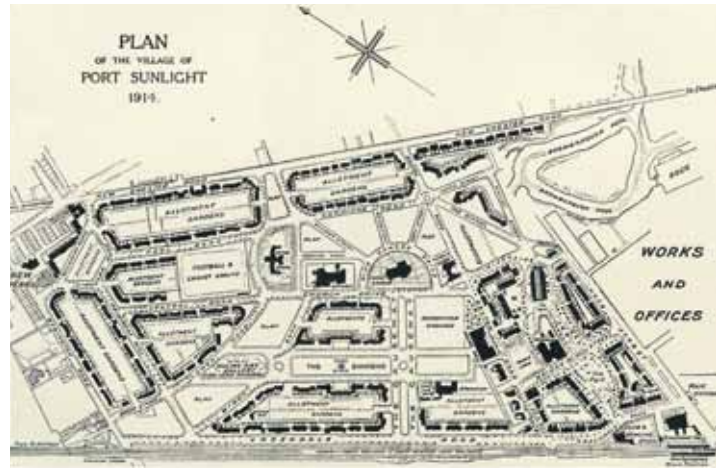
The founder of Saltaire was Sir Titus Salt who decided to move his textile business from five separate mills in Bradford to a new single mill on a site wedged between the Leeds and Liverpool canal and the railway near Shipley. The site was located just to the south of the River Aire and the model town took its name from both this river and its founder.

Like Owen, Salt believed that better living conditions and facilities would lead to happier workers and increased productivity at the mill. Separated from the mill by the railway and in the lee of the prevailing wind, the town was laid out on a rectilinear grid and provided 820 terraced houses for the workers plus wash houses and bath houses, alms houses, a school, cottage hospital and an institute building which included a library, concert hall, billiards room, science laboratory and gymnasium. Located opposite the mill was a Congregational Church (which might have been better located within the town than separated from it by the railway). To the north of the canal were allotments and beyond the river was a park.

1 New Lanark: a linear layout. Plan courtesy of New Lanark Trust



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The mill was eventually closed in 1986. It has since been renovated and now accommodates a mix of business, commerce, leisure and residential uses. The leisure component includes an art gallery featuring permanent works by Bradford-born David Hockney. The mill and town buildings are all listed Grade II and the Congregational Church Grade I. Like New Lanark, Saltaire is now a UNESCO World Heritage site.

BOURNVILLE

In 1879 the Cadbury brothers decided to move their cocoa and chocolate factory from central Birmingham to a new site on the urban fringe. As at Saltaire, the site had to be close to a canal and railway and the brothers took advantage of the planned development of the Birmingham West Suburban Railway which would extend southwards alongside the Worcester and Birmingham Canal.

The town was laid out to the west of the factory in the lee of the prevailing wind. Unlike the rectilinear grid of Saltaire, the town was given a more fluid street layout based on the close, cul-de-sac and crescent. By 1900, the town included 313 houses and cottages in Arts and Crafts style architecture, at low housing densities with generous gardens. There followed schools, hospitals, museums, public baths and reading rooms.... but no pubs, the Cadburys being Quakers. Today the town comprises more than 6,600 homes and there is still no pub, albeit there is a licenced members' bar at the Rowheath Pavilion.

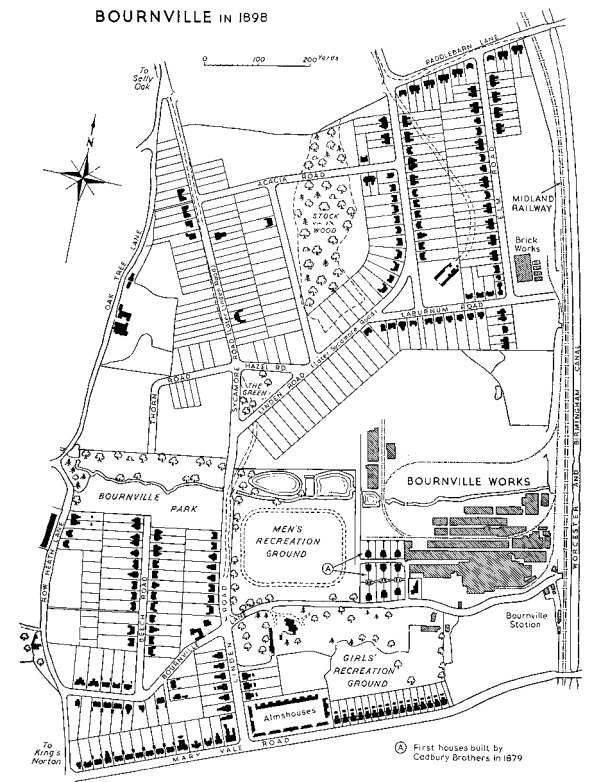
The Cadburys were particularly concerned with the health and fitness of their workforce and incorporated parks and recreation areas with provision for walking, swimming and other outdoor activities plus playing fields in a buffer area between the town and factory. The town was designated a Conservation Area in 1971.

PORT SUNLIGHT

In the wake of Bournville came Port Sunlight founded in 1888. William Lever decided to move his soap factory in Warrington to a larger site in order to expand, and he chose a location on the Wirral peninsula on Merseyside opposite Liverpool. The town grew westwards in the lee of the prevailing wind and the layout differed from both the grid of Saltaire and the fluidity of Bournville by being vista-driven with the church at its centre.

Port Sunlight also differed from its two previous models, Saltaire and Bournville, in terms of its architecture which was not uniform. Lever employed over 30 architects and each street block was given a different architectural style, thus contributing to a considerable variety of aesthetic interest. Between 1899 and 1914 some 800 houses were built to accommodate a population of 3,500. Lever also provided schools, a cottage hospital, concert hall, art gallery (the Lady Lever Gallery), an open air swimming pool, church and a temperance hotel.

The town contains 900 Grade II listed buildings and was designated a Conservation Area in 1978. It has been informally



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suggested for UNESCO World Heritage status but has not yet made it onto the current tentative list.

CONCLUDING COMMENT

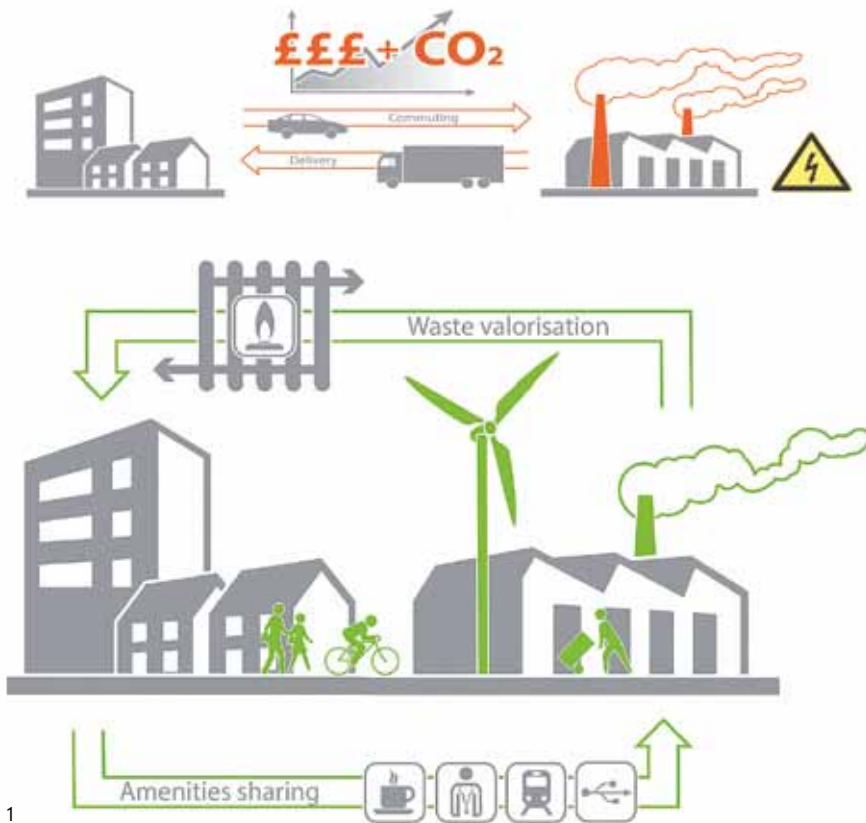
No examination of industrial city planning would be complete without inclusion of the New Jerusalems of 19th century Britain. The quality of the environment and facilities were essential to the welfare and thereby the productivity of the workforce, and it is interesting how the layouts of the four model towns differ. These projects went on to have a major impact on town planning in the 20th century: they were the forerunners of the Garden City movement in the early part of the century and influenced New Town planning in the post war era. ●

2 Saltaire Plan of Town & Works – W & R Mawson 1881: a grid layout. Courtesy of Bradford Libraries
3 Port Sunlight: a vista-driven layout. Image from The Victorian Web (victorianweb.org)
4 Bournville: a fluid layout. Image from Bournville Village Trust, ©www.bvt.org.uk

Tim Catchpole, master planner specialising in industrial development, formerly with consultants Halcrow

The Industrious City

Jeremy Hernalesteen invites us to rethink industries in the city



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Hopefully, there is no need to convince urban designers of the benefits of mixing uses. To some extent the concept, when applied to commercial and residential uses, is known and accepted by the public as well. With the dramatic devaluation of commercial floor space, the latest financial crises almost over, and the move away from the land use zoning practices of the last century, decision makers, developers and investors now understand the benefit of diversifying their investments through mixing commercial and residential uses.

Now well into the 21st century, it may be time to recognise new opportunities, incentives and the actual need to take yet another step away from zoning. It is time to welcome back industrial and the vaguely entitled employment uses into our cities, towns and villages.

The 'industrious' concept aims to identify and highlight the opportunities as:

- Not all but many industrial facilities today are good neighbours as they comply, regardless of their location within the EU, to the strictest environmental and safety standards in the world
- There are opportunities and a growing experience in the UK, thanks to the National Industrial Symbiosis Programme (NISP), for significant waste and energy savings through 'cascade management'
- There is a growing interest in further synergies through shared amenities and infrastructures (transport, healthcare, leisure...) as the idea of a work-life balance evolves.

Local authorities, including the Greater London Authority (GLA), are increasingly concerned by the necessity and challenge

of maintaining industrial activities to service cities, while answering the pressure to unlock land for housing. This has already led to the development of several studies including *Industry in the City* in 2006 for the London Development Agency (LDA) and GLA, and the 2014 *Park Royal Atlas* by the GLA.

Meanwhile, a growing number of businesses are investing in the savings enabled by 'cascade management'; more of them understand the benefit of inspirational environments to support performance and retain high skilled employees, and others of exploring the communications potential to showcase their facilities to increasingly curious or concerned customers. Beyond these financial, functional and strategic considerations, we are a step forward towards the 'richness', advocated in 1985 in *Responsive Environments*.

INDUSTRIOUS PLACES

Industrious neighbours, buildings, streets and districts should be considered as valuable, rediscovered components towards creating vibrant and resilient communities. It is a rediscovery, or at least an acknowledgement, when we consider:

- These are not new; they were the norm before the 1950s when we moved from walkable communities towards an automotive-based society
- These are not a thing of the past or limited to deprived and informal settlements. In its 2011 *Made in Tokyo* study, Atelier Bow-Wow detailed seventy fascinating combinations 'born of a functional need rather than aesthetic ideal', locally called *Yaba Kei* or bad architecture
- These are not only to be found in hyper-dense cities where scarcity and land value are major factors. They can be anywhere when it is considered practical, causes little or no disruption and escapes planning officers' attention or control.

However, such industrious mixes have been, until recently, mostly overlooked or considered awkward by architects and urban designers alike. This is a missed opportunity, as these could be interesting additions to our toolbox to define exciting places – places that could host a wider diversity of uses. Provided activities are selected with care, they could be

1 From automotive-based segregation... to walkable symbiotic industrial neighbours. Images by Jeremy Hernalesteen, *Industrious Cities*

complementary and take advantage of infrastructure and amenities at different times of the day to local residents' needs, and support 24 hours-a-day, 7-days-a-week, activity and availability of services. These complementary uses could also take advantage of spaces underused in residential or commercial developments like basements or rooftops.

DIVERSITY OF USES

Data centres are a good example of uses already found in basements. While unfamiliar to many architects and urban designers, data centres tend to be close to or within cities for technical reasons. They require no natural lighting or views but medium to large space sufficiently secured and protected from natural disasters as well as a robust power supply. All of these are compatible with residential developments. Furthermore, the excess heat from servers could be used to heat houses, businesses or other facilities located nearby.

As an example, since April 2010 the Telehouse West data centre in the London Docklands, supplies a district heat network with up to nine megawatts of power for the local community while reducing the facility's carbon footprint by 1,110 tons.

Despite the potential for such win-win configurations, data centres are today seen as competing with other uses rather than complementing them. Pushed out, they locate increasingly in the clusters emerging on the outskirts of major cities, like Hayes, Slough and Kent for London, or the periphery of Leeds. Those clusters could still be a foundation for new towns. However this potential is rarely considered.

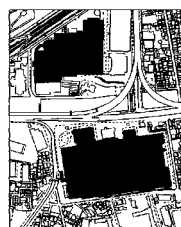
There is already a growing trend towards making the most of rooftops, with applications ranging from energy generation to leisure, such as the numerous London pop-up cafés competing every summer. While many rooftops invested with urban agriculture can be found in the UK, Brooklyn Grange in New York is still one of the most exciting examples of a fiscally sustainable model for food production. Each year it produces more than 200,000 kg of vegetables sold through restaurants, cooperative members and local markets. In addition to the egg-laying hens and apiary kept there, it hosts educational tours and workshops for New Yorkers, serves as a corporate retreat, hosts events, dinner parties, wedding ceremonies and yoga classes, but above all it has become a cherished symbol for the community.

At a bigger scale, Farrells has explored the potential of such combinations as part of several masterplans, anticipating developments above industrial infrastructures such as logistics or train maintenance depots. To promote continuity with the surrounding areas, the Brent Cricklewood masterplan proposes to create a vast podium elevating the public 'ground-floor' above the rail tracks and major highways bordering the site. The large area of floorspace created below, inappropriate for most uses, is still perfect for IT, transport and logistics served by their own access routes, independent yet also servicing the development above. This approach improves the land configuration for the residential and commercial development. Unlike massive terracing and embankment works, the area's basement finances itself in the long term. However this requires significant early investment and a long term vision with substantial design, phasing, accessibility and interface challenges to overcome.

CONCLUSIONS

The *Industry in the City* report shows industrial intensification and mixed uses related challenges. It identifies seven constraints to overcome: planning, environmental, urban integration, access, business operation, dwelling type considerations and investment. It also details precedents, delivery themes and recommendations most of which still apply after a decade. However, to conclude with a much less detailed and more down-to-earth way forward:

1. First keep an eye open for industrious projects. A growing number of them are now appearing in architectural media.

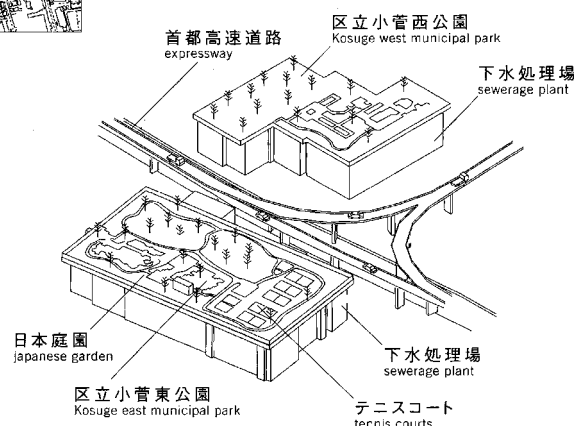


機能＝下水処理施設＋公園

場所＝葛飾区小菅

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It is rather encouraging to see new typologies being tested, each creating new precedents and strengthening the evidence base to do more;

2. Consider integrating such uses into your own projects, identify the opportunities and benefits to do so, and submit them to your clients;
3. More importantly, engage pro-actively in projects relating to industrial facilities, business clusters and employment, not only where meaningful improvement could take place, but also where there could be an interesting market for architects and urban designers to expand; and
4. Finally, support public initiatives like those led by the Greater London Authority or collaborative initiatives like *Industrious Cities* by the Urban Design Group. ●

Jeremy Hernalesteen, architect and urban designer, Farrells

2 Twin deluxe sewerage garden.
Image from Atelier Bow Wow's *Made In Tokyo*
3 Brent Cross Cricklewood Masterplan.
Image by Farrells



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London's Loss of Industrial Land

Jessica Ferm reviews the implications for planning, urban design and the management of the built environment

In the last fifteen years, since 2001, London has lost more than 1,300 hectares of industrial land (equivalent to about 1,800 football pitches), mostly for housing redevelopment. It is generally assumed that this loss is simply a reflection of the ongoing decline of industrial jobs since the middle of the 20th century, a symptom of the city's transition from an industrial to a post-industrial economy, or from a manufacturing to a service based economy, as production has moved to cheaper locations elsewhere.

Indeed, the Mayor of London has been planning for a transfer of industrial land to other uses since the first London Plan was produced in 2004. Boroughs are classified according to the extent of transfer that is planned for, either restricted, limited or managed, each has a numerical target and London as a whole has a cumulative target or annual benchmark. But herein lies the problem. In reality, London lost approximately double the planned target between 2001 and 2011 and this has risen to three times the planned target in the last five years (2011-2015), according to the Greater London Authority's most recent study undertaken by consultants, AECOM. In other words, two thirds of the actual loss was not anticipated in the London Plan, and the figures do not take into account further loss that is already in the development and planning pipeline.

This might not be such a worry if redevelopment was indeed addressing problems of vacancy and dereliction on industrial sites, but the emerging evidence suggests otherwise. For many years now, local boroughs have been required to review their employment land in order to understand the balance of supply and demand. These employment land studies reveal that in boroughs close to the Central Activities Zone (CAZ) – where there is the greatest concentration of businesses in London – vacancy rates are low and supply is not able to meet demand from a range of occupiers that require a central London location. In boroughs

further from the CAZ, such as Lewisham in south east London, vacancy rates are higher than the optimum, but the consultants report a mismatch between what the industrial stock offers and what occupiers demand.

This lack of choice for growing companies, or companies locating from elsewhere, leads to a spiral of decline, which then makes sites ripe for redevelopment. It is this process that leads to property speculation on sites that are still viable for employment. In New York, there is already plenty of evidence that the ongoing loss of industrial sites and premises is primarily a result of real estate speculation, not de-industrialisation. The evidence emerging in London seems to suggest the same.

DOCUMENTING SPACE

London's larger industrial areas have been the subject of more detailed surveys in the last few years. Foot soldiers from the Mayor's regeneration team, students from Cass Cities at London Metropolitan University and UCL, and teams of volunteers working for community and voluntary groups within the independent Just Space network, have painstakingly documented what is going on behind the often blank façades of industrial sheds. This work has revealed the vibrancy and diversity of activities in industrial areas.

1 Railway arches, typical industrial buildings in Southall, London

Only a third of jobs on industrial land are in manufacturing, and the sheer variety of other activities emphasises the futility of arguments that point to the loss of manufacturing jobs as justification for the continued loss of industrial land. There are a variety of businesses servicing the city: couriers, office supplies, commercial cleaning companies, security firms, catering companies, food processing, lift repair, photocopier repair, and car repairs. There are waste recycling businesses, utility companies, there is land for transport, distribution and warehousing. There are small (often creative) firms and people – model makers, theatre set designers and prop makers, photographers, musicians, and artists – who need either large, flexible or affordable workspace, difficult to find elsewhere. Without a stock of unoccupied industrial buildings in London, we would not have ‘secret cinema’, artists’ collectives, informal events spaces, or opportunities for film production. Industrial buildings are also increasingly providing a home for voluntary and community organisations, charities, churches and other faith organisations.

MAKER SPACES

Then, of course, there are still many manufacturing companies and maker spaces occupying space where people are making things. Lots of large manufacturers have moved elsewhere, but many others remain, and there has been a proliferation of smaller manufacturers serving niche markets. Food and drink manufacturing has seen particular growth in London – the large bakeries such as Warburtons, Allied and Hovis have all expanded and been joined by micro-companies making baklava pastries, artisan bread, organic juice, sushi and specialty beer. In Park Royal, northwest London, the concentration of food and drink manufacturers, and supporting firms such as wholesalers and cash-and-carries, mean it is now known as London’s Kitchen.

Many of these companies also have public-facing food and drink outlets. For example, the Middle Eastern bakery and sweets wholesaler Patchi, has an attached cafe which is open 24-hours a day in the month of Ramadan, serving a wide customer base and benefiting from the flexibility of opening hours made possible by the lack of nearby residents. A sushi production company runs a chef training school on site. Here the distinction between manufacturing and services blurs. There has also been a revival of traditional craft-based or artisanal manufacturing, including bespoke furniture makers, handbags and clothing, wood carvings, luxury and bespoke fashion. Other companies are using the latest technology in 3D printing to make customised products ranging from toys and jewellery to medical devices.

London continues to be of importance to manufacturers seeking to tap into the broader national and international market. London’s goods exports represent about 13 per cent of national exports and growth sectors include medicines, telecommunications, food and drink, and clothing. The nature of manufacturing is certainly changing in London, but it is not dead.

SUPPORTING ROLE

The majority of businesses occupying industrial premises are critical to keeping our city functioning at a very basic level. As our economy and population grows, and people become increasingly focused on convenience and quality, there will surely be more demand for such space, not less. Assuming these businesses can be pushed further out of London ignores the impact this will have on carbon emissions and congestion, and the evidence that these businesses tend to be locally dependent and part of a delicate local industrial ecology, where suppliers, customers and employees rely on a network of interdependent relationships. Relocation may turn into business closure.

The broader economy is not only dependent on the variety of businesses occupying industrial premises; these businesses directly contribute to the resilience of the economy, provide a range of good jobs, and opportunities for what economists call upward mobility. Such jobs are few and far between, these



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days. Finally, the mere existence of these activities contributes to a more interesting, more vibrant city. It breaks up the homogeneity of modern development, it creates a bit of noise, provides an element of surprise in the urban landscape, creates some mystery, and provides opportunities for the unexpected.

SHIFTING PRIORITIES

This all adds up to a convincing argument for the continued need for industrial space in our city. But all of these arguments are being dwarfed by the bigger problem of a shortage of housing. In other words, relatively speaking, and in political terms, it is seen as a much smaller problem. The population projections prepared for London’s 2050 Infrastructure Plan predicted that there will be a growth of 3.5 million people – a rise of 37 per cent – between 2011 and 2050. Translated into housing targets in 2015, this means an annual target for Greater London of

2 Upholsterers in Calvert Street, Shoreditch, London
3 Making dresses for River Island at Santwynn garment manufacturers, drawings by Lucinda Rogers



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Politicians who have made the case for simply protecting industrial land in London have been derided as providing an obstacle to solving the housing crisis

42,400 homes per year, representing a 31 per cent increase since previous targets were prepared in 2011. To help local authorities deliver these ambitious targets, the Mayor identified a number of Opportunity Areas and Areas for Intensification in the London Plan, and with each iteration new ones are added.

Most recently, the delivery of homes has been further facilitated by the designation of Housing Zones, where planning processes are streamlined and local authorities receive grants to facilitate delivery. Many of these were previously protected industrial sites, but their release has been justified by these areas' proximity to public transport (industrial sites were historically located near railways) and the fact that they are being released in a coordinated, rather than a piecemeal way. Boroughs often further justify redevelopment on the basis that the industrial land is of poor quality.

In the face of such ambitious housing targets, a U-turn on Opportunity Areas and Housing Zones is unlikely. Indeed politicians who have made the case for simply protecting industrial land in London have been derided as providing an obstacle to solving the housing crisis. This conundrum has led to a new interest – amongst politicians and public sector officers in London, as well as architects, urbanists and industrial developers – in thinking outside the box to find a solution where we can effectively tackle both problems together. Some of what takes place on industrial land still produces noise and dirt to the extent that it is not compatible with housing. But improvements in technology mean that many manufacturing and industrial processes are cleaner and quieter than they once were, certainly no worse than a supermarket or restaurant. And, as described, there are lots of business activities on industrial land that cannot be described as either manufacturing or industry.

In design terms, it must be possible to reconcile these activities and integrate space for industry and housing in a way that works, and creates a more interesting, integrated and lively city

than we currently experience. This would certainly meet aspirations of achieving more mixed and compact cities, but it would also help residents to come into contact with, and better appreciate London's diversity of economic activity. This must be a good thing.

MIXED USES

However, achieving it without diminishing the overall supply or impacting on the affordability and suitability of workspace for a range of occupiers is our biggest challenge. So far, planners have tried to lead the way on achieving a more mixed city, by giving parcels of land, that were previously protected for industrial use, a new mixed use designation, where integration of housing and employment uses is encouraged. The problem is that, in practice, this has rarely led to any significant employment coming forward on these sites, and where it does, industry is rarely part of that mix.

Although planning policy could do a better job of prescribing the mix that is required and expected on the site, we need better urban design solutions to come forward, which could demonstrate the opportunities and possibilities to developers. This could be done through public sector-led demonstration projects. It might even come from the so-called grassroots. For example, on the Cedar Way industrial estate north of Kings Cross, a coalition of businesses and residents are resisting the Council's sell-off of their industrial estate for residential development. Instead, they are developing an alternative community-led delivery model, which would retain all existing industry on the site, but deliver the Council's housing targets.

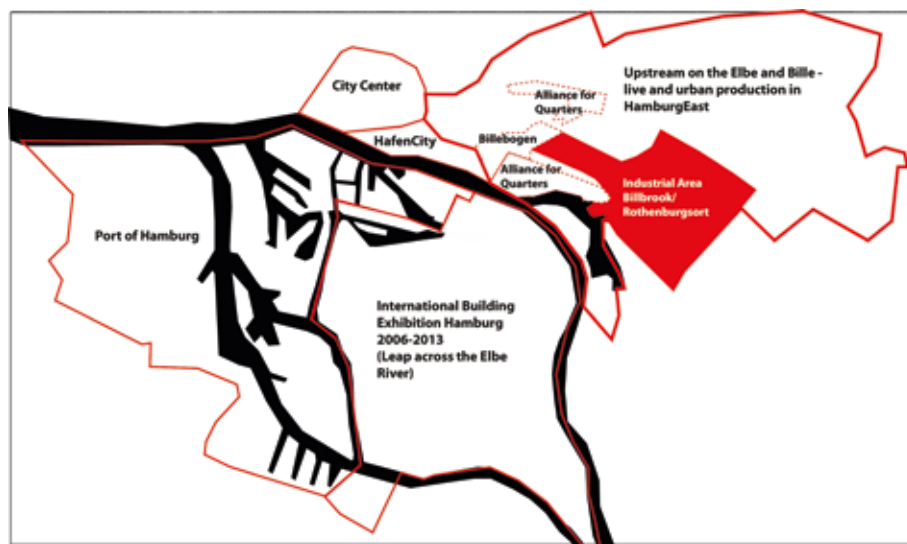
Once workable design and delivery solutions have been found, strong leadership and partnership working will be required if change is to be implemented on a scale and at a speed that will prevent irreversible damage to the industrial economy. ●

Jessica Ferm, Lecturer, Bartlett School of Planning, UCL

4 The Building BloQs pay-as-you-go workshop in Enfield: 11,000 sq ft of space with equipment

Places to Work vs. Places to Live

Kai Dietrich describes the issues concerning an industrial area in the growing city of Hamburg



HafenCity and the Leap across the Elbe projects executed by the International Building Exhibition (IBA) are two well-known examples of urban development (see issue UD132 Hamburg: Growing with Vision). Hamburg's authorities are now focussing on the eastern boroughs. The Upstream on the Elbe and Bille project (2015) includes the intensification of residential neighbourhoods through a coalition between the central district and 14 private real estate agencies called Alliance for the Quarters (*Bündnis für Quartiere*). This is a new area providing land for vertical non-emitting light industries (*Billebogen*) and is a concept to modernise and revitalise a 100-year old operating industrial area, some 770ha in size, dedicated to work places.

BILLBROOK-ROTHENBURGSORT

At the beginning of 2015 the Ministry of Economy, Transport and Innovation gave the Hamburg Business Development Corporation and IBA Hamburg the role of developing an action plan for the modernisation and revitalisation of the industrial area Billbrook-Rothenburgsort. The aim is to improve the potential for existing manufacturing industries and make it more attractive for new job-creating enterprises. The qualitative and functional improvements needed for public spaces and better connectivity are major urban design challenges in the project. The analytical phase of the action plan has been used to identify the different interests for residential and industrial development in an urban context.

AN ACTIVE INDUSTRIAL AREA

Dedicated to enterprises in the manufacturing industry sector, Billbrook-Rothenburgsort is located close to the city centre and the port of Hamburg. Connected by highways and federal streets, it plays an important role in the overall economy of the city. It hosts approximately 1,200 companies and 22,000 jobs. Logistics enterprises handle consumer goods, parcel services manage day-to-day deliveries, groceries are produced or refined before they are sold in shops, and recyclables and waste collected in the city are processed here.

Industrialisation in the early 19th century brought Hamburg and London great economic profitability. Their booming industries created thousands of jobs, and migration accelerated; growing markets and diversifying enterprises increased the demand for services, and high fiscal income meant that money was invested in the transport, supply and disposal infrastructures. Today some of these investments remain as monuments of an innovative and prosperous time. But this industrialisation also caused problems, including air and water pollution.

The development of the manufacturing sector, both in the past and today, shows several parallels between both cities: today just 6 per cent of the population works in productive industries (manufacturing and construction/ wholesale and retail/ transport and storage) in London, and 11.8 per cent in Hamburg. Changing employment trends and demand have led to the transformation of central brownfield land. Residential and commercial projects like HafenCity in Hamburg, or the Royal Albert Docks in London, are good examples of this. The projected demand of around 45,000 new apartments/year in London and 6,000 new apartments/year in Hamburg points to the permanent change of land use in these city centres.

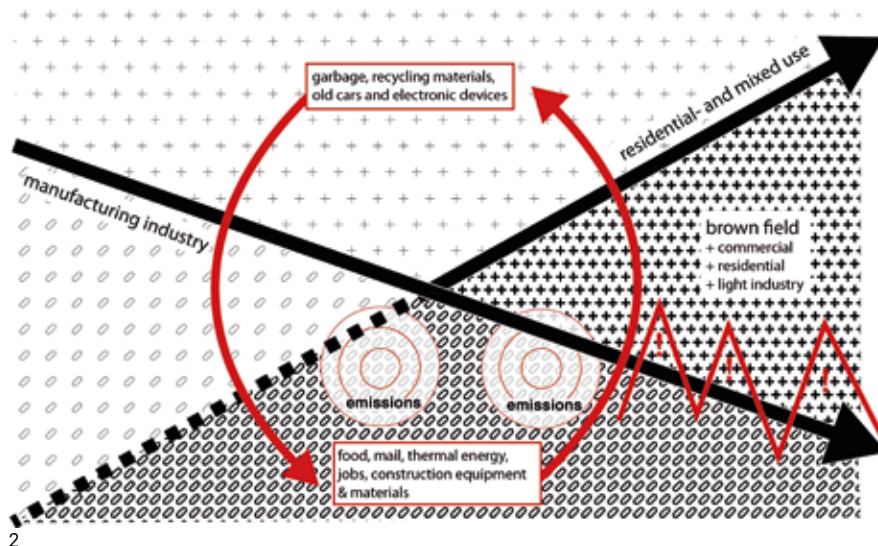
Given this structural change some questions arise: what is the role of the production industries within the city boundaries? Which essential services are they delivering to the population? How can we achieve greater compatibility between residential and industrial developments?

HAMBURG'S INITIATIVES

The city of Hamburg has outlined several concepts setting out overarching goals for the development of urban land. In 2014, the Free and Hanseatic City of Hamburg's Ministry of Urban Development and the Environment stated:

'Hamburg is committed to sustainable urban development. That means making more efficient use of the spaces within the existing built environment and not encroaching on precious swathes of landscape to create new building areas.'

1 Large scale planning concepts and the location of Billbrook-Rothenburgsort within the city



The development of the surrounding residential areas is seen as a threat by the local enterprises, especially manufacturing industries operating with chemicals or higher emissions which rely on certain separation distances to residential neighbourhoods to ensure their future growth or even maintain their present state. With separation distances being reduced, some politicians expect that smaller companies will relocate from the residential areas immediately surrounding Billbrook-Rothenburgsort to provide more apartments next to it. However, the possibility of the vacated space having contaminated soil and the scarcity of land for companies to move to makes this undesirable.

SOLD OUT, PRODUCTIVE AND PARTLY RUN DOWN

Billbrook-Rothenburgsort's central location and designation as an industrial area means there is a high demand for land. An analysis of the property market and interviews with companies operating there show that for empty sites, or even sites occupied with rundown warehouses, land owners can expect excellent prices. The demolition and modernisation of their estates is generally unprofitable for them.

However, the streets were built to 1960s standards. Back then most commercial transport was handled by industrial railways or ships on canals. The shift to trucks and the increase in private vehicle trips now causes major traffic congestion. The lack of space on individual plots means that 'just in time' deliveries are common, putting further pressure on the streets. This increasing supply by road, meaning more time is spent on deliveries with a greater risk of accidents due to the number of stationary vehicles, is causing incalculable economic disadvantages.

Even the public enforcement bodies like the police and the city cleaning and maintenance teams do not have enough capacity to look after the rundown infrastructure in Billbrook-Rothenburgsort. Furthermore the public spaces do not provide any inviting places for visitors, employees and service providers to have a break locally.

THE POTENTIAL

The high percentage of privately owned land, complex organic development, different stakeholders and scarce public funds are the challenges in modernising and revitalising the industrial area of Billbrook-Rothenburgsort over the next few decades.

The development of an action plan, the setting up of an onsite office to analyse and support different interests as well as the physical structure, are the first steps towards the improvement of the area. Today there is an advisory committee consisting of representatives from the ministries, the chamber of commerce, industry associations, local stakeholders like the CEOs of two large companies, and urban designers from the IBA Hamburg GmbH and the Hamburg Business Development Corporation.

2. Places to work vs. places to live

Classic urban design approaches learned in crowded city centres do not apply here

STRATEGIES FOR MODERNISATION AND REVITALISATION

The last major investments in space and public infrastructure were made in the 1960s. Today we have to fill the investment gap of the last 50 years with long term strategies combined with key short-term investments. Classic urban design approaches learned in crowded city centres do not apply here; the simultaneous testing of new public space typologies and the implementation of innovative technologies have to be considered and made possible through clever funding tactics. Therefore our analysis points to the need for the following strategies:

- **HotSpots** – areas of special importance. These are located on major traffic arteries or are highly visible due to their location on the canals. They have the potential for archetypal industrial architecture and modern streetscapes. The challenge here requires excellence and seamless collaboration between public and private stakeholders in planning and implementation. To improve the whole process, design guidelines have been drawn up.

- **Streetscapes** – the biggest asset within the control of the public sector is the wide streetscapes, in which major improvements could have a direct impact on traffic flow and attract new modern enterprises. Transforming most of the privately owned sites, optimising businesses processes, actively renovating and expanding premises, using residual spaces, and purchasing small additional sites are essential for the future appeal of the public realm, especially when compared to new industrial areas.

- **Alternative Mobility** – motorised individual transport (MIT) accounts for approx. 75 per cent of trips. The lack of cycle lanes, poor quality walkways and infrequent public transport services are reasons given by interview partners for this high percentage. The reduction of MIT and the related improvement in traffic flows will have to be achieved by the



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improvement of existing infrastructure and the implementation of new services like shared bike and car pools as well as new public transport services.

- **Parking** – parked cars take up large amounts of land. The analysis shows that stationary traffic occupies at least 44.55ha of land. This does not include the cars and trucks of service providers waiting to deliver or in company fleets, due to a lack of statistical data. Funds raised through a public parking space management scheme and paid for by companies needing to expand should be invested in multi-storey car parks, which serve alternative modes of mobility too. The bundling together of stationary traffic is one of the few ways to create considerable additional land for economic growth and releases pressure on the streets.

- **Infrastructure for social activities** – taking short breaks with opportunities to move around the workplace encourages more interaction and in turn decentralised local supply networks. The combination of comfortable, protected seating and small spaces for outdoor sports can create these synergies and improve the use of spaces.

- **Communication** – working in an onsite office has clarified the importance of permanent strategic communications. Creating trust and support amongst the enterprises is essential, and ensuring the ways of bringing together the different public bodies involved in the later implementation phase is another challenge. Internal communications strategies can inform the wider city's population about the activities of the manufacturing industry of Billbrook-Rothenburgsort and improve its image.

CONCLUSIONS

Apart from physical design solutions, operating and incentive models to cope with the restrictions described above have to be found. Public and private resources will need to be combined in order to realise the full potential of the manufacturing industries and the area itself. Well directed projects on the remaining sites, long term land management, interaction within the stakeholders, optimised traffic flows and mobility through micro-interventions are key steps in modernising and revitalising the industrial area of Billbrook-Rothenburgsort.

Digitalisation and automation (Industry 4.0) will change the future employment rate of the manufacturing industries. A recent study predicts that in the period 2014-2030 Hamburg will see a decline in industrial jobs of 14.5 per cent, with an increase in gross value added of 15 per cent. Spatially, this will mean an increase in commercial traffic and a growing demand for skilled workers in the industrial area. Under this assumption, the implementation of the longer term strategies is particularly relevant.



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In conclusion, Billbrook-Rothenburgsort makes a significant contribution to the quality of life in Hamburg, which is not known or valued by most of the wider city. As a growing city with a prosperous port, Hamburg will, to an even greater extent in the future, need companies for water supply, recycling, production, logistics, etc.. The success of the area through its revitalisation and modernisation as set out in the action plan, will be the starting point of a national debate about how to deal with central urban industrial areas. ●

Kai Michael Dietrich, Project Manager at IBA Hamburg GmbH
www.iba-hamburg.de/en
www.industriestandort-billbrook.de

3 Truck drivers having a break but nowhere to gather
 4 Low quality streetscape

Creative Production in the City: A Role for Urban Design?

Juliana Martins examines the practical needs of creative industries that urban design needs to address



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Since the mid-1990s, terms such as creative cities, creative clusters and creative industries have gained prominence in policy initiatives and academic debates. Despite the hype surrounding these concepts and their urban relevance, the field of urban design has been, until recently, surprisingly absent from these debates. The creative industries are an important component of the timely reflection on industrial urban design that this issue addresses; can urban designers make a contribution to the understanding and development of creative production in the city?

CREATIVE CITIES, CLUSTERS, AND INDUSTRIES

These terms emerged alongside broader processes that, since the 1960-70s, led to new growth sectors (e.g. cultural/creative sector), and changes in production processes, labour and firm organisation, and locational patterns of industrial activities. In parallel, a growing connection between cultural and local economic policy stimulated the development of cultural-led regeneration policies. During the 1980s, these focused on flagship cultural projects and city marketing, later developing into strategies to promote creative cities and clusters. Creative

industries – such as advertising, design, or new media – became increasingly recognised as a tool for urban regeneration and economic development.

These ideas had a massive impact with numerous cities worldwide aiming to foster creative production and consumption. There is compelling criticism of these initiatives (e.g. regarding their association with neo-liberal agendas and gentrification) but limited evidence about the impacts of creative cluster strategies. The subject is complex; there is a variety of policies related to culture and creativity, multiple approaches to creativity and the city, and some key concepts lack clear definitions: 'as these terms have filtered through to the popular media they have lost their precision and specificity (...) the notion of a creative city stands as political and social mantra, as an urban, social or

1 Urban environment of Shoreditch, East London. All photographs by Juliana Martins: Holywell Lane; Paul Street; Charlotte Road; Xoyo Club, Cowper Street; Cargo Club, Rivington Street; Electricity Showrooms Bar, Old Street; Shop, Redchurch Street; Clere Street; and Rivington Street

economic policy, or even an aspiration' (Pratt 2010).

Despite these contentious issues, the creative industries remain a focus of policy interest due to their economic significance; in 2013 the creative economy represented 2.6 million jobs in the UK and 15.5 per cent of London's workforce (Bakhshi et al, 2015).

THE ROLE OF SPACE AND PLACE

Creative industries are city industries; they tend to locate in urban areas, in small quarters of cities, sometimes only a few streets. An example of these micro-clusters is film industries in Soho, London. While traditional industries, to some extent, moved (and were pushed) outwards to suburban areas or other cities/countries, creative industries seem to thrive in inner-city locations, often appropriating and transforming ex-industrial or redundant areas, thus presenting a potential for urban regeneration, and job creation.

The proliferation of these organic clusters alongside academic research on agglomerations of economic activities suggested 'connections between the clustering of cultural industries and urbanity itself' (O'Connor 2010) fuelling the interest of politicians, consultants, and scholars in understanding place-based factors relevant to explain these patterns, and to nurture the creative economy.

There are several perspectives on the relationships between creativity and place. Arguably the most influential is Richard Florida's Creative Class theory that stresses the importance of quality of place attributes, such as amenities, diversity, or vibrancy of street life, in attracting creatives in the global battle for talent. This theory, however, focuses on consumption preferences of a diverse range of workers (mainly at region/city scale) and says little about the characteristics of places where creative industries concentrate and how these support their operation.

An alternative approach focuses on creative production stressing the role of proximity in supporting creative industries' production processes and their patterns of interaction. These studies examine how creative clusters relate to the character of place regarding factors that influence co-location and spatial characteristics of these urban areas, showing that place and specific spatial conditions matter for the operation of creative industries in material and symbolic ways.

The importance of place for creative production suggests that urban design plays a role in accommodating the creative economy in urban environments. Yet, only recently academic research in urban design and spatial planning started to further investigate the characteristics of the built environment that nurture creative clusters. Findings from an academic study that explores this line of enquiry focusing on creative digital production in Shoreditch, East London, illustrate how these industries use and transform space and multiple connections between place and creative production.

CREATIVE DIGITAL INDUSTRIES IN SILICON ROUNABOUT

Shoreditch is a typical example of post-industrial transformations of inner-city areas into creative industries' clusters. After the demise of the furniture/printing industries that thrived between mid-19th and mid-20th centuries and a period of decline, the area became popular with artists that moved in by the early 1990s. Later, it attracted new media industries and was its epicentre until the crash in 2000. The area continued to draw in a range of creative industries and is a hotspot of creativity in London.

Recently, an emergent cluster of tech and creative digital firms developed in the area which is now known as Silicon Roundabout (nickname coined by Matt Biddulph in 2008), and Tech City, since the British Government setup the Tech City Investment Organisation in 2010. Although creative digital industries (e.g. new media) would less likely be grounded in particular places, digital workers/firms seem to find Shoreditch



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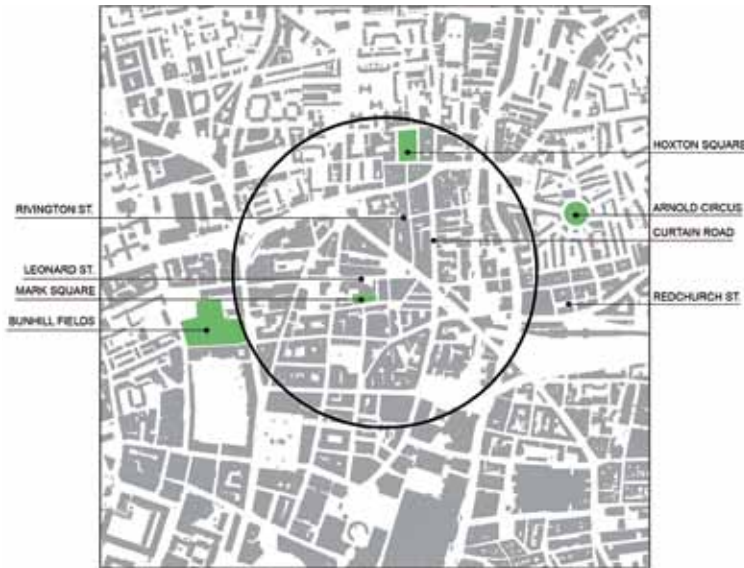
attractive and suitable for their production processes.

In many ways, Shoreditch's characteristics resonate with those found in other creative clusters, namely an edgy character, industrial heritage, overall small grain development, concentration of cafes/bars, and vibrant nightlife activity. Its distinctive features include: a compact but fragmented urban structure with large busy roads defining intimate areas of small streets; a diversity of building types encompassing post-war redevelopments and recent projects; and a low quality public realm with few green spaces and parking lots, derelict buildings, and railway infrastructure that impacts on the street level experience.

The study shows that characteristics of the area's built environment, at several scales, are important for creative digital production. Three findings are worth highlighting:

- First, office space is essential for digital firms. As noted in other clusters, former industrial buildings seem particularly suitable offering flexible and large spaces and an aesthetic that workers appreciate. But digital firms in Shoreditch occupy a wider range of building types and innovative models of workspaces. Informal shared offices are common because these firms tend to be small, especially start-ups. Co-working spaces, which grew significantly in the past few years, are crucial for providing affordable desk-rental options appropriate for creative micro-firms and freelancers. These highly curated offices aim to provide additional services, and opportunities for interaction and collaboration between businesses. Google's Campus London

2 Examples of buildings where workspaces are located: Tea Building; Techhub in the Tea Building; and The Trampery
3 Wall drawing at Google's Campus, London



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for instance includes events' spaces, social areas, and a free co-working-café, operating as a hub for creative/digital industries.

- Second, digital workers use spaces outside of the office for work-related practices in what can be defined as an 'extended workplace' (Martins 2015). Creative work is characterised by a mix of work and play and social practices such as networking or socialising are an important part of work. In Silicon Roundabout, creative workers use cafes and bars for several work activities, but also members clubs and even public spaces. The extension of work into the semi-public and public realm seems to instigate the adaptation of some spaces (e.g. Ozone Coffee offers a proper meeting room to let). Additionally, industry events such as parties are pivotal to support digital production, especially some forms of interaction. These organised and temporary gatherings are paradigmatic of how creative digital industries appropriate and adapt existing spaces for their activities and needs. These patterns of space use reveal interdependencies between the area's night economy that sustains an offer of appropriate venues, and creative practices.

- Finally, characteristics at the neighbourhood scale are relevant to support digital industries. Factors include location/accessibility, mix of uses and their combination in a compact area, and the type/scale of buildings. The look and feel, in particular the industrial heritage, grit streetscape, and street art, are praised by workers and contribute to the area's appeal. Interestingly, legibility and quality of the public realm, often associated with good urban environments, do not seem important for digital production; instead, the lack of these spatial qualities seems to create more secluded and suitable urban spaces for these industries.

In sum, digital workers have work patterns that make particular spaces and spatial characteristics important, and display new ways of using and transforming the existing urban fabric.

A ROLE FOR URBAN DESIGN?

Factors relevant for creative production are not solely spatial (e.g. availability of skills or funding) but characteristics of place(s) – which are intrinsically connected to urban design practice – also matter. As Drinkwater and Platt (2015) say: 'although there is little that urban design itself can do to initiate clustering, once the conditions favouring clustering have developed organically, then urban design, stewardship and coordinated action between the urban actors all have a role in supporting (...) these clusters'.

It is problematic, however, to provide clear guidelines for designing, planning, and managing such complex and inherently dynamic productive urban contexts. Hence, perhaps the main task ahead is to further explore how urban design can

contribute to delivering and managing spatial environments that accommodate these forms of production and their successful integration with other urban dynamics. Design itself can be a tool to question, investigate, and develop solutions for these challenges. Some insights for further explorations can be drawn from Silicon Roundabout and existing literature:

- **Focus on production, not solely consumption:** to understand relationships between creative industries and place it is paramount to focus on production, to appreciate what these industries are, and how they are organised and operate in space. Critically, a distinction needs to be made between cultural quarters with tourist and cultural activities and creative industry clusters where production takes place.

- **Diversity of patterns/needs:** although there is no agreed definition regarding which industries are part of the creative sector, it includes quite different activities (e.g. film, fashion) that may have distinct patterns of space use, and spatial needs; there is no one-size fits all answer in this context.

- **A multiscalar and multidimensional understanding of place:** relationships between creative production and place operate at several scales and need to consider functional aspects (e.g. suitability of building types), social dimensions (e.g. opportunities/support for social interaction), and symbolic associations (e.g. place attachment and character).

- **Creative industries do not operate in isolation:** these industries thrive in locations with a rich set of residential and other economic, social, and cultural/leisure activities. Thus overlaps with other uses of urban space(s), their competing needs, and potential conflicts must be considered to support this mix and manage the impacts on pre-existing and of new activities. This includes preserving the conditions that allow creative firms to operate, particularly when there is pressure for change, as in Shoreditch where the scale/type of redevelopment impacts on affordability and availability of spaces for creative work.

Local creative economies could be further nurtured if a deeper understanding of creative industries' spatial practices and needs was available; urban design can make a contribution here expanding its role in contemporary urban development. These industries' new forms of using and shaping urban space(s) also offer opportunities for urban design to test and rethink its principles. ●

4 Shoreditch figure-ground and 400m or 5 minutes' walking area: public spaces and streets used by digital workers for work or socialising. Source of Base Map: ©Crown Copyright and Database Right 2015. Ordnance Survey (Digimap Licence)

Juliana Martins, Teaching Fellow in Urban Design, The Bartlett School of Planning, University College London (UCL)



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How to Develop an unprecedented Port-City Synergy

Martin Aarts, Menno Huijs and Isabelle Vries describe Rotterdam's new initiative

Like most big cities in the Netherlands, Rotterdam has a long tradition of planning. But the planning paradigm that predicts the future - blueprint planning - is now long gone, and new plans have been increasingly interpreted in a flexible manner. The disadvantage of this relaxed attitude to planning, however, is that we thought that the predictive quality of our plans was accurate. Therefore, questioning the efficiency of this approach simply did not happen. It was only with the financial crisis of 2008, and the fact that it lasted so long, that we noticed that our planning approach had never taken the economic dynamism of the port region seriously. The notion that an attractive city with a large port could be considered entirely independently of this latter activity shows that port-city planning in Rotterdam, and in other port cities, has to be reconsidered.

NEVER WASTE A GOOD CRISIS

Given this realisation about our port-city status, examples from the USA provided inspiration for the initial redevelopment of our former dock areas. In 1985 it was unthinkable that an urban designer or planner would not have visited Baltimore. At the time, it seemed that there was just one goal: to transform former dock areas into urban tourist destinations. In many cases, this was killing two birds with one stone. Cities could clear away their ugly industrial areas and seize the opportunity to put the city centre back on the map as an attractive place for business and tourism. It was the era of the 'port out - city in' model.

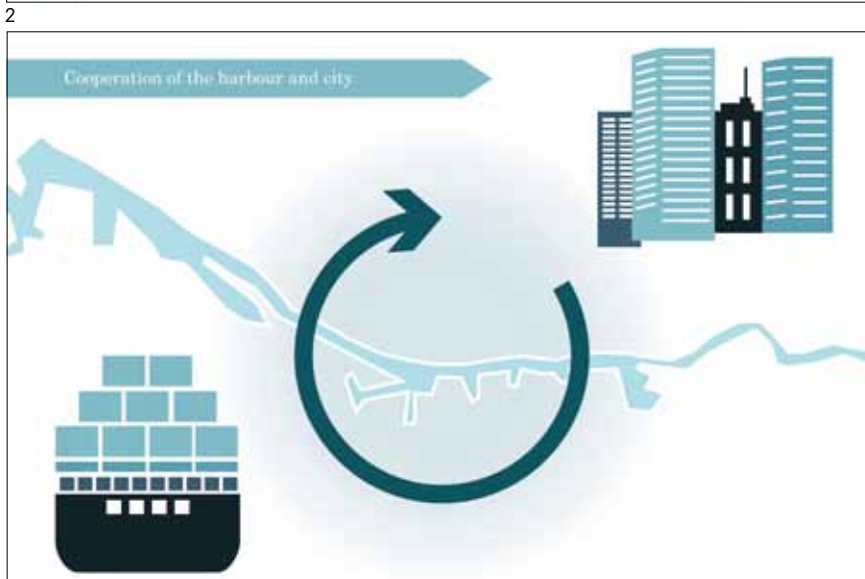
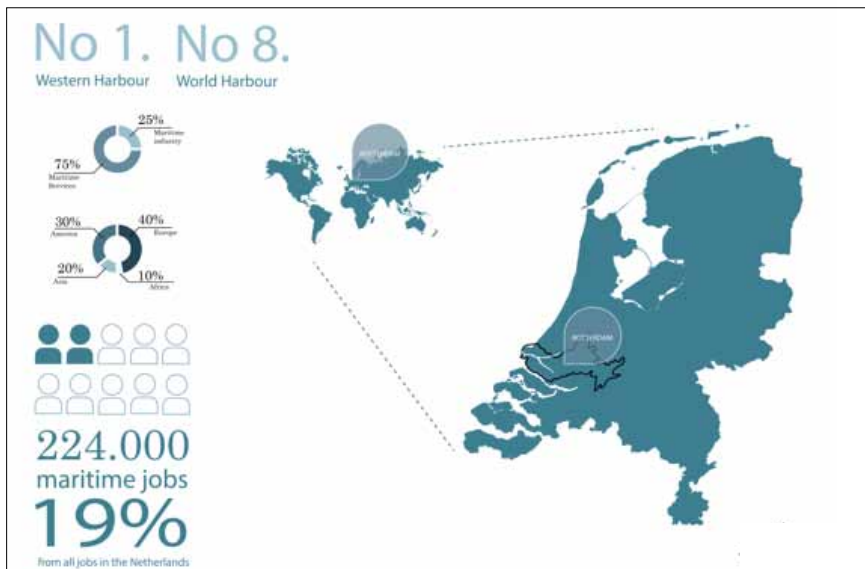
In theory, this ambition was very sensible. The abandoned docks in city centres offered opportunities to deliver new urban ambitions. A successful example in Rotterdam was the transformation of the Kop van Zuid district. Here it was possible to convert an abandoned area of docks into an extension of the city centre. This required investment in a bridge, which extended the city's main thoroughfare across the river, and the initial idea was to offer a prime location for new office development. When this

did not happen, because companies actually preferred to be located in the existing centre, the focus effortlessly shifted to a strategy that emphasised housing and urban amenities such as a theatre, cinemas, hotels and the accompanying cafés and restaurants. Looking back, this was fortunate, because today the former dock areas have not turned into a business district but a genuine part of the city centre. Thus far, a fine example of flexible planning...

But what this story does not reveal is that even before it proved so successful, people wanted to replicate the idea for Kop van Zuid in other dock areas far from the city centre. Even in dock areas that were still operational, Kop van Zuid was regarded as the blueprint approach for port-city development.

However, in 2008 with the financial crisis, housing schemes could no longer be funded, developers and housing associations pulled out of land deals, and people realised that buying out local port-related companies was unrealistic. For most local authorities, it was a hard confrontation with reality. After a period of adjusting the financial plans, came the realisation that companies based in the dock areas generated employment and could play a role in the future of those areas. In Rotterdam, the notion of the port as a driving force for jobs was recognised once again. The

1 Kop Van Zuid district, Rotterdam - the success story



port and maritime cluster were and still are amongst the most important economic motors of the region.

So, the potential of existing port-related business became the subject of a new study, and with that, developing a better understanding of how the port economy works became a core concern for the port-city's planners.

CHANGING CONTEXT, CHANGING STRUCTURES

The context of the port-city has completely changed over the past decade. Apart from the financial crisis, the exponential growth in the flow of goods financed in the first decade of this century has ground to a halt. And it will probably never happen again to quite the same extent.

Large scale change occurs rapidly and can alter the global playing field suddenly. For example, the disaster in Fukushima triggered a very different energy policy in our neighbouring country of Germany. The rapid increase of cheap shale gas in the US and its effects, such as the historically low price of oil, have taken many people in the energy and port sectors by surprise. But there has also been huge investment in the port. With its recently constructed Maasvlakte 2 industrial area, Rotterdam can boast to having the most modern container terminals in the world, but that alone is not enough.

The challenge is to develop further efficiency, sustainability and security in logistical chains through automation, which make clever use of data and applications. Perhaps an even bigger challenge is to set in motion the transition from being a port and industrial area (one of the biggest in the world) based on fossil fuels, to an area based on renewable raw materials. That

Instead of aiming for certainties, planners must focus on identifying opportunities that present themselves unexpectedly

is to say: the development of sustainable, flexible energy production and energy infrastructure, the production of biofuels and biochemicals, and full recycling of by-products.

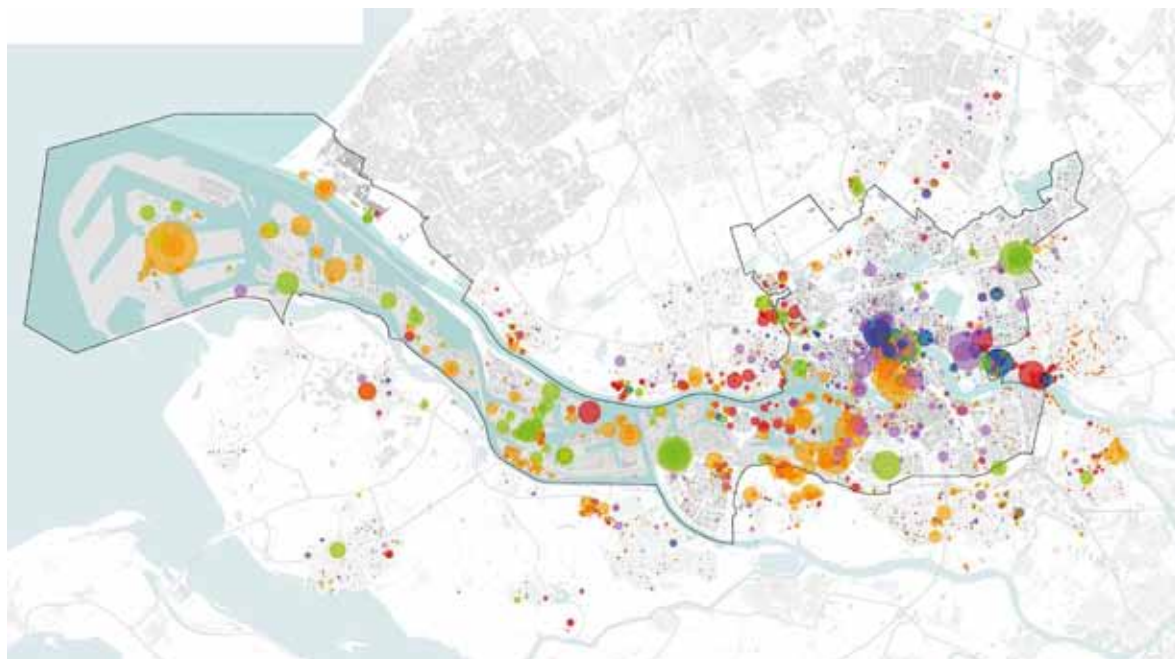
Besides these globally driven advances, the port's relationship with the regional urban economy is becoming increasingly important. Strengthening this will widen its scope to include new services and manufacturing, with new technologies playing a key role. Consequently, both the urban economy and the port economy will become more diverse and resilient.

It is now widely accepted that the local authority or port authority no longer determine what happens in the area. Rather, local players who rapidly introduce new concepts for energy production, internet and data applications, determine the economic dynamism and accompanying area development. A consequence of this, however, is that a concerted effort by the port and city is required if the port is to continue to play a significant role. This calls for intensive networking, because the cross-fertilisation between knowledge in the various economic sectors in the city is crucial to sustaining the vitality of these sectors.

REINVENTING PORT-CITY PLANNING

If port-city planning is to remain relevant, it will need to accept that the complexity of the world does not mean simply directing the course of development. Instead of aiming for certainties, planners must focus on identifying opportunities that present themselves unexpectedly. This demands new competences such as being curious, listening, and being willing to let go of principles and long-held views. In the current context, this is perhaps more important than traditional design and predictive skills. The economic crisis has

2 The importance of the port and maritime cluster in the Rotterdam region. Source: Municipality of Rotterdam, 2015
3 Perspective on economic synergies in port and city development in Rotterdam. Source: Municipality of Rotterdam, 2015



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turned this attitude into state-of-the-art thinking in Rotterdam. Since then, Rotterdam has lacked the necessary funds for local authority investments, and efforts have gone into looking at places where there is a sense of energy and urgency. As a result, economic dynamism has become a key principle in Rotterdam's planning practice.

This accounts for our ambition to view the port and city as one system. It is also why we are mapping which companies and knowledge institutions are active in Rotterdam, what relationships they maintain within the cluster, and what future plans they may have. These maps then function as the basis for discussions with stakeholders about future developments. The ultimate aim is to arrive at common proposals for spatial developments. An important task for planners in this regard is around reframing the various perceptions and interests into common projects. This approach is determining how we tackle the redevelopment of the former dock areas.

The Stadshavens area covers 1,600 hectares and is divided into smaller parts – the circles. Each of these has an identity of its own and a distinctive development path. Instead of employing the 'port out, city in' model, today we look at these transformation areas from an economic perspective in order to enhance the development and innovation strengths of each. Our work mostly involves creatively managing and facilitating developments. One example is the development of the RDM Campus (a former shipyard) with training institutes and many knowledge partners and businesses. Proximity is proving to be a huge benefit for companies in deciding to locate there, because innovation occurs as a result of local interaction (or local buzz). Moreover, relationships within the knowledge sector are of great importance. In

Rotterdam, for example, we work with 'communities of practice' where researchers, policy-makers and marketers meet to share expertise and knowledge about the latest developments (see www.smart-port.org).

With these new planning practices, we think that Rotterdam can take more advantage of what will undoubtedly be an uncertain future in port-city development. If we know the ambitions of our partners we, as planners, will be better prepared to answer the question: 'How must the port and city act to create jobs and a meaningful life in the next economic cycle?' ●

4 Organisations within the maritime cluster, in the Rotterdam region, 2015. Source: www.maritimecluster.org

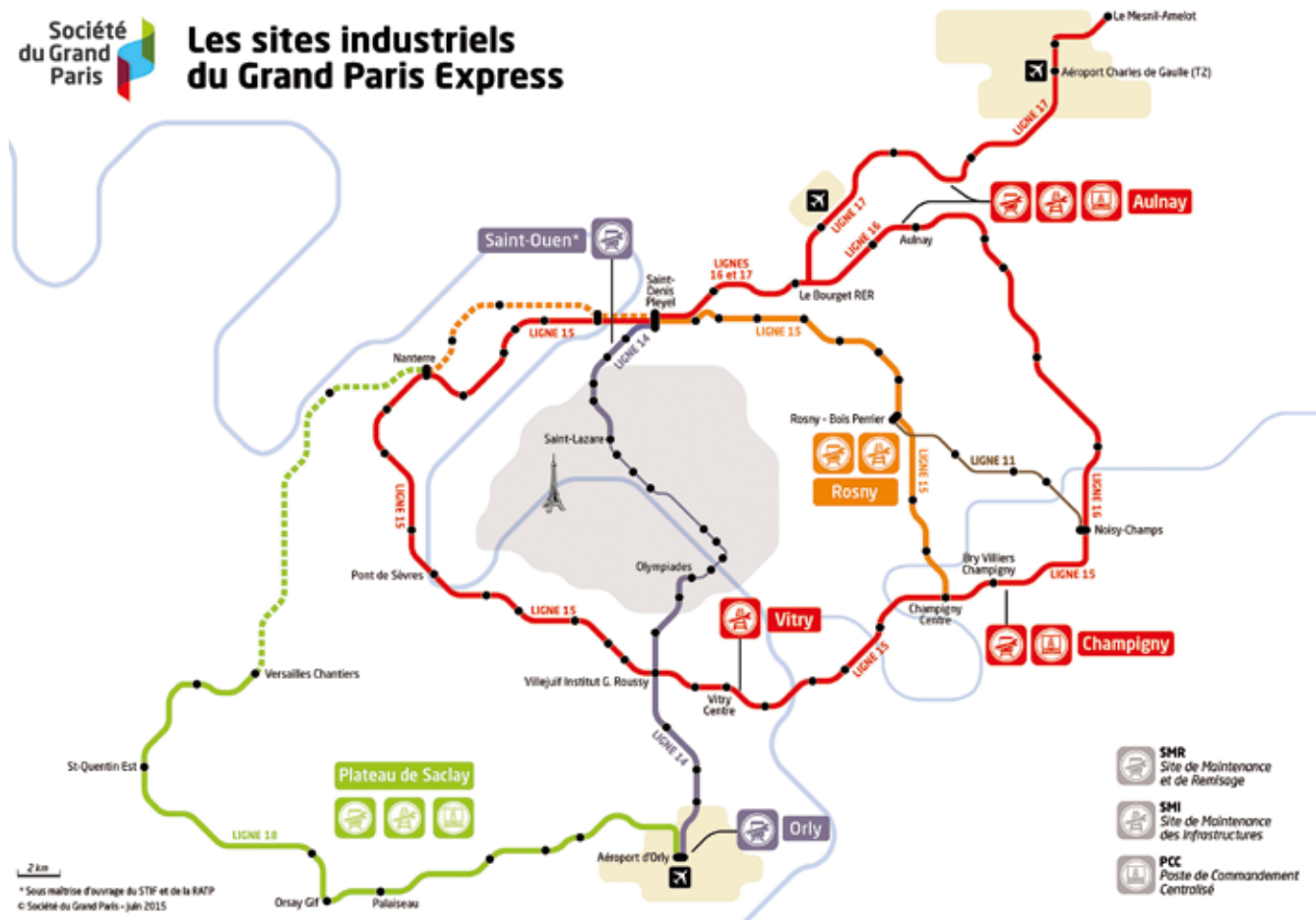
5 The networks and statistics gathered about the maritime cluster

6 The Stadshavens redevelopment area and smaller parts. Source: Municipality of Rotterdam/ Port of Rotterdam, 2015

Martin Aarts, spatial planner and strategic advisor at the Municipality of Rotterdam, Menno Huijs, programme manager and strategic advisor on port and maritime development at the Municipality of Rotterdam, and Isabelle Vries, programme manager and strategic advisor on corporate strategy at the Port of Rotterdam Authority



Les sites industriels du Grand Paris Express



The New Face of Industry

Emilie Leclercq reports on an innovative approach to transport infrastructure in Paris

Paris, like London, is building a major new metro. The project involves three new lines in a loop around the city of Paris, and 68 new stations. It also comes with five new maintenance facilities distributed around the capital. These very large-scale buildings are not easy to fit within the Parisian cityscape, and although sufficiently large sites adjacent to the tracks of the future loop have been identified and secured, the issue of how to integrate them in the local neighbourhoods requires careful consideration.

The Société du Grand Paris (SGP) in charge of the delivery of new public transport, is committed to lifting the image of these generally anonymous buildings through better integration with the urban fabric and a strong emphasis on quality and sustainability. Just as trains and stations are emblematic of a metro line, these industrial buildings need to reflect the attractive and innovative image of the new infrastructure.

In order to respond to this challenge, the SGP commissioned Barton Willmore to produce a design code that sets out design principles that will ensure that the industrial structures sit well within their urban environment, and minimise inconvenience for residents. It also makes sure that the design reflects the quality of the network while adopting a comprehensive environmental approach to architectural design.

INDUSTRIAL SITES

The Grand Paris Express, like Crossrail which is already boosting the London economy, will help local communities within

Greater Paris by improving transport in the most remote areas of the metropolis and bringing new jobs and activities. The project will soon provide a new public transport network with more than 200 automatic trains each day covering 200 kilometres of track. Its associated industrial facilities, alongside the network, will ensure that the line can operate properly and guarantee the long-term viability of the service. They host activities essential to maintaining the quality, cleanliness and safety of the rolling stock and infrastructure. Covering about 8ha each, these are very large-scale buildings.

Traditionally, these industrial buildings would have had a simple utilitarian architecture. They would have enclosed sites and provide very specific services that until recently presented very little interest to the general public. In areas with no planning and visual constraints such as large industrial areas on the outskirts of urban areas, they have tended to disappear within the mass of sheds and large roads.

1 Grand Paris Express network and location of the industrial sites



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However, today we care more about architecture and urban integration. The global competitive context for companies, the rejection by local communities of invasive buildings, and the need for better transparency and communication, make these large projects more difficult to overlook. In the context of Greater Paris, they need to be incorporated into extremely varied urban, social and environmental contexts, ranging from densely populated cityscapes to agricultural fields, by way of industrial areas and airport complexes. While each building should respond to its specific context and provide an attractive design to enhance its setting, it should also enhance the SGP brand, show innovative solutions for sustainability, and interact with its surroundings.

THE ARCHITECTURAL DESIGN CODE

The tool chosen by the SGP to create the structure for its industrial sites was an architectural, urban design and landscape code. Its aim is to guide and support the design studies for each site and ensure a harmonious and consistent approach to the architecture, the operational features and the environmental attributes. It coordinates the key design elements in a series of buildings without being too restrictive and allowing architects to be creative. The design code is an evolving document that will be adjusted over time to reflect factors such as changes in approach, the practicalities of construction and the political environment. The code forms part of the brief given to architects bidding to design the new buildings, and as such they are expected to incorporate the code's key elements into their proposals.

Given the size of the project as a whole and of the individual buildings and sites, it was clear that several stages of consultation would be necessary to explain to local residents and partners the qualitative approaches that would be undertaken to ensure the best possible integration of these 'monster' buildings within the cityscape. An important decision that needed to be taken was whether to hide the buildings and blend them into the urban fabric, or whether to make a statement and celebrate their presence and the new metro. Our consultation process was central to exploring what would be the right strategy. As such, a collaborative approach to the process of design was a core part of the code's evolution.

THE PROCESS AND THE DESIGN PRINCIPLES

A three-stage consultation process was undertaken using

An important decision that needed to be taken was whether to hide the buildings and blend them into the urban fabric, or whether to make a statement and celebrate their presence and the new metro

workshops that enabled us to engage and interpret the ideas of numerous stakeholders involved in the delivery of the buildings. In the first workshop, we explored the nature of industrial buildings and what they represent to different stakeholders. The second workshop focused on how a building can portray an ethos and carry a brand, while the final workshop explored people's perceptions of industrial sites within urban areas. With these findings, our own expertise and a best practice review of similar industrial buildings, we developed the following principles for the urban integration of the buildings:

- The industrial buildings need a proper dialogue with their surroundings - They should relate to the adjacent existing buildings and open spaces, and take account of the scale, assets and environmental constraints of the area. Specific rules were developed on the location of access points, the provision of new public spaces (at the main entrance, on the roof, along the access road, etc.) or new pedestrian connections. While the size of the buildings is a major constraint to local pedestrian movement, potential new links should be explored and created wherever possible.

2 The industrial building in Champigny will become a new landmark in a changing landscape

3 The industrial building in Vitry will reinforce the urban feel of this dense neighbourhood



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● The facilities should be considered as urban landmarks - The industrial buildings should be exemplary and provide high quality architecture that can be a catalyst for local development. The buildings should be built with sustainable materials and reflect the best available technology. Additionally, the roof (known as the 5th façade as it will be visible from taller buildings or planes) is to be used when possible either as an accessible green space or to generate energy (such as green roofs and photovoltaic cells). A good example is the Parisian site of Ladoumègue where an industrial building for trams has been covered by sports pitches, a new sports centre and photovoltaic cells, and is bordered by new student accommodation. While the building itself is entirely hidden, it is a well-known landmark representing a fully integrated and sustainable block that greatly improves the setting of the neighbourhood.

● The industrial buildings should be communicative - Modern industry is moving away from enclosed and secret spaces that it once used, to be more open and communicative. While the buildings are highly secure, transparency should be provided to allow glimpses of industrial processes and moving trains. Understanding the activity taking place within the buildings is very important for local people. Visits from the general public should also be programmed and properly designed for at an early stage, as

part of a greater communication strategy. There are many great examples of open factories such as Autostadt (Volkswagen) in Wolfsburg, Germany where visitors interact with employees, learn about production and see the inside of the site.

● The industrial buildings should project a new positive image - Industrial buildings are too often considered to be 'the back of house' space; however, they can have an impact on how people feel about a place or a brand. When buildings project the image of an efficient and effective service, it can only help to improve an organisation's reputation, as well as the quality and attractiveness of its location, which is what the SGP is seeking to achieve.

● The industrial buildings need to create a strong urban transition - Frequently, industrial buildings are the first in designated regeneration areas and they should act as a bridge between existing and future uses, by promoting a more sustainable type of city.

Further principles were outlined on other topics to ensure the best outcomes for the industrial buildings, such as access to the sites, appropriate external materials, preferred interior design and functionality, and efficient signage and pedestrian connections strategies.

Following the completion of the code, a number of industrial buildings of the SGP are at an advance stage of conception. The code has been very useful in coordinating and evaluating the quality of the work on each site. Some prescriptive parts have been added or modified to allow greater flexibility or to align with the evolution of technology. The code has also improved the quality of communications between the SGP and their multiples partners, such as the local authorities and the different teams charged with delivering the stations and the metro lines. It is a great tool to achieve common goals and also raise potential conflicts, such as security breaches given the transparency of activities, the provision of an accessible roof or pedestrian links. Great design can be achieved with great architecture but common goals and a long-term investment from stakeholders are also needed. Good communications are essential to ensure the best possible response by local residents.

With these new high quality landmark buildings, local residents will have access to new jobs and services, and a step towards a more sustainable city will have been made. These are achievement to be proud of. ●

Emilie Leclercq

4 Workshop: post-it exercise on people's perception of the industrial sites
5 The fully integrated block of Ladoumègue, in Paris

From Industrial Estates to Innovation Districts

David Rudlin draws on traditional ways of designing for industrial uses



little attention to their factories. Nor do we study the great business parks built a little later such as Speke in Liverpool, Trafford Park in Manchester, Park Royal in London or Team Valley in Newcastle. Instead we build industrial estates on the edges of our cities set within a sea of parking and lollipop landscapes, accessible only by car and cut off from the creative exchange, innovative workforce and inter-trading networks on which business thrives. Urban design apparently doesn't apply to industry. Making things is a practical no-nonsense activity and the frivolities of design (other than the landscaping of roundabouts for some reason) are of no relevance.

INNOVATION AND LOCATION

The economic impact of urbanism on business was the main focus of Jane Jacobs' work. Much of the *Death and Life of Great American Cities* and all of her subsequent book *The Economy of Cities* are concerned with business and urban economies. She argues that a healthy economy needs a constant injection of new ideas and products, without which it atrophies. These new ideas almost never arise in large corporations once they have moved their operations to a corporate campus on the edge of the city. New ideas need the intensity of activity and interchange that can only be found in cities. Big business feeds off this creativity through the acquisition of smaller companies and by poaching creative staff, and they cannot survive without it.

This was Bruce Katz's theme last year when he visited the Advanced Manufacturing Park between Sheffield and Rotherham. He talked about his book written with Julie Wagner *The Rise of Innovation Districts: A new geography of innovation in America*, in which they describe a new type of business park that is 'physically compact, transit-accessible and technically wired', offering a mix of housing, office and retailing alongside large-scale industrial and business uses. His point is that even traditional manufacturing needs to be linked into innovation networks for research and development, design and marketing. No business can afford to cut itself off from the creative people that supply this innovation and these creative people are now overwhelmingly urban in their outlook.

What are we to do with the industrial estate? How can we reform a collection of crinkly tin sheds, surrounded by roundabouts, loading bays and car parks that can be found on the edge of every city, town and even many villages? Are these places beyond the reach of the urban designer, governed by function and practicality rather than the frivolities of place making?

Call yourself an urban designer? This probably means that most of your work involves housing, maybe with a smattering of other uses so that your scheme can be called mixed use, but mostly housing. Towns and cities, of course, are made up of more than just housing and, as urban designers, we do sometimes get to work on retail quarters or business districts. But what we do not do is work on the other parts of the settlements, the bits that make up the majority of the urban fabric – the malls and business parks, leisure complexes and industrial estates. These are the unreconstructed parts of the city that we rail against, the dark side of car-dominated, 'nowhereville' that the urban design profession exists to reform.

We may argue that retailing, leisure and office uses should be brought back into the urban fold and designed as street based layouts, but what about industry? Ever since Josiah Wedgwood moved his porcelain factory from the centre of Stoke to his model factory at Etruria in 1769, the Lever Brothers moved their soap factory to Port Sunlight or the Cadbury Brothers decided that the polluted streets of Birmingham were no place to make chocolate, there has been a realisation that some types of industry might be better outside cities. Today we continue to draw inspiration from the residential neighbourhoods that these industrialists and others built for their workers, but we pay very

1 A detail of Trafford Park

Where it is not possible for companies to locate in central areas, they must create environments that promote this innovative milieu, even in peripheral locations. Large tech companies like Apple or Google may be able to do this on their own, but for most companies the solution is an Innovation District, focused around a local centre with some good bars and coffee shops, strong links to an academic institution, with a range of business accommodation from start-ups to factories for multi-nationals, apartments, hotels and serviced accommodation for workers and a convenient tram service into a really good city centre.

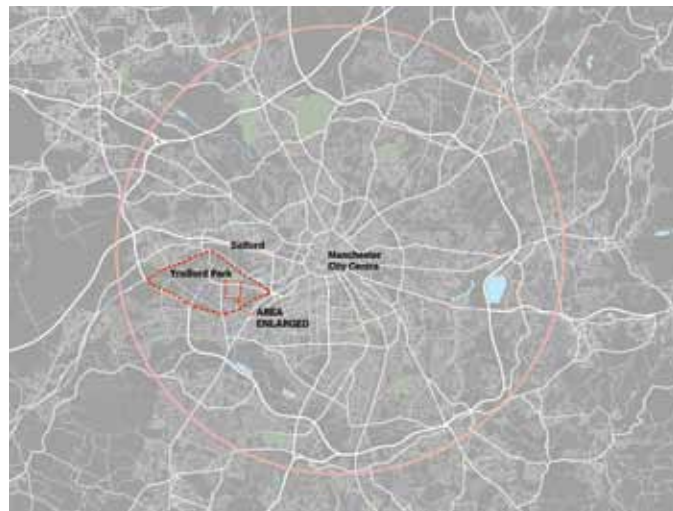
Recently URBED has been asked to masterplan two such innovation districts. The first is a scheme in the Midlands called Brookhay Waterside and the other is an International Advanced Manufacturing Park outside the gates of the Nissan car factory in Sunderland. In both cases the brief has been to develop something more than an industrial park. We have therefore turned for inspiration to the original industrial estates mentioned above, particularly Trafford Park and Team Valley.

STRUCTURED INDUSTRIAL ESTATES

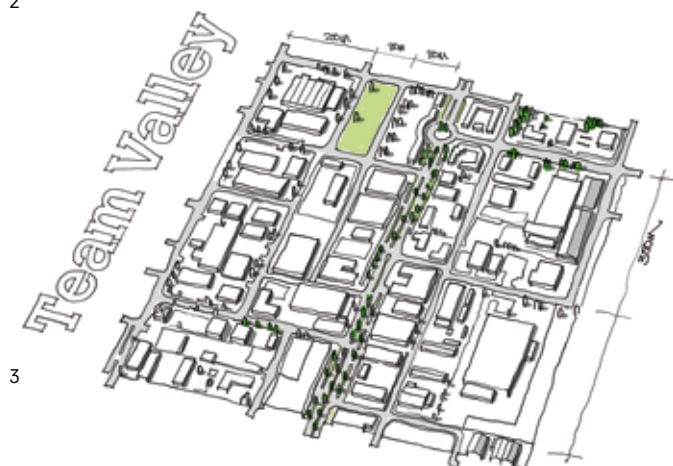
Trafford Park in Manchester was the first modern industrial estate. Indeed, having originally been a deer park owned by the De Trafford family, it might be the first industrial area to be called a 'park'. In the 1890s the family watched the construction of the Manchester Ship Canal along the northern edge of their 'beautifully timbered deer park'. Once it opened and industry started to spring up around the new docks, they decided that the time had come to sell. There were moves by one of the potential buyers to turn the estate into a municipal park, but these were outbid by London financier Ernest Tresh Hooley who paid the family £360,000 and established Trafford Park Estates Ltd in 1896 with the aim of creating what he billed as the 'world's first industrial estate'. He had overstretched himself financially and within a year bankruptcy had forced him to step down, but the company continued and within a few years industry had started to develop there. This was given a boost in 1911 when the Ford Motor Company chose Trafford Park for its first factory outside the US, introducing the revolutionary concept of the production line simultaneously in Detroit and Trafford. The park would also become home to the Rolls Royce factory making Merlin engines for Spitfires and was a major centre for wartime production during both world wars.

In the very early days, a tract of land was sold for Trafford Park Village in the centre of the park. This was masterplanned with an American grid of avenues numbered 1-4 and streets numbered 1-12. By 1907 the village was home to 3,000 people and was entirely surrounded by industry so that it became a self-contained island with pubs and shops, three churches, a school and community halls. By the 1930s the wider park provided 75,000 jobs and its private railway system handled 3 per cent of the UK's freight traffic. In the interwar years it was a phenomenon, making Manchester an industrial powerhouse long after its textile industry had started to decline. In the 1970s the park hit the skids, losing much of its employment and seeing the village demolished by Stretford Council as a slum. In the 1980s it was designated one of the UK's first Development Corporations and saw widespread environmental improvements. Today it is once more a successful employment location as well as being home to the Trafford Centre shopping mall, the Daniel Libeskind-designed Imperial War Museum of the North, Old Trafford Football Ground and a new set of terraced streets – the relocated studio set for the TV soap opera *Coronation Street*.

Team Valley on the edge of Newcastle and Gateshead has a slightly different history. This was an initiative of Stanley Baldwin's Tory Government in the mid 1930s as part of the economic strategy following the Great Depression. They set up the North East Trading Estates Company in 1936. The contract to lay out the estate was let soon after and within a year the first factory had been let to the haulage company Messers Orrell and Brewster Ltd to be followed within 12 months by a further 75



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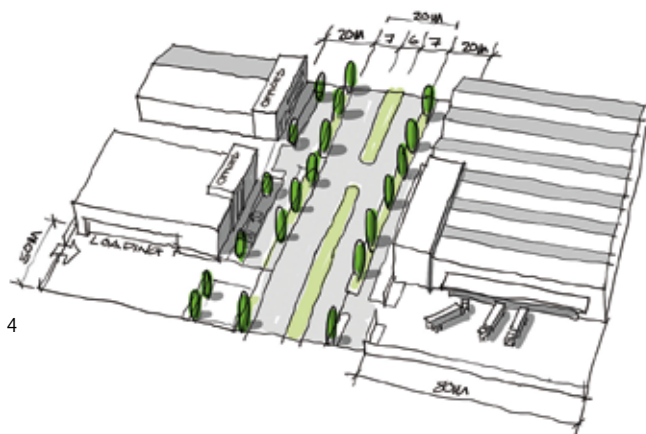
companies. Today the estate remains in public ownership, having passed through the hands of English Partnerships and the Regional Development Agency. It is now home to 700 businesses employing 20,000 people.

Because of their ages, the design of these estates is very different to modern industrial estates. It is true that in both areas much of the development is pretty functional and not at all attractive. However, they are both structured in such a way that they create some sense of place and a degree of identity. This is more evident in Team Valley where the central boulevard, Kingsway, is still lined with factories. In the centre of the street is a roundabout with the crescent shaped offices built for the North East Trading Estates Company and now occupied by the Homes and Communities Agency. In Trafford Park the sense of place is harder to see because many of the original buildings have been demolished including the village; however even this retains hints of its former identity, particularly the areas refurbished by Urban Splash as a location for smaller companies.

NEW INNOVATION DISTRICTS

The underlying design structure of each of the estates is in fact very similar. At URBED we have been analysing this

2 Trafford Park in context
3 A detail of Team Valley's layout



The aim is to create a flexible open grid that can accommodate companies of different sizes with a coherent and legible street network

structure in an attempt to reconstruct an urban design language for the design of industrial areas. From this we have drawn the following six principles that we are applying in our industrial masterplans:

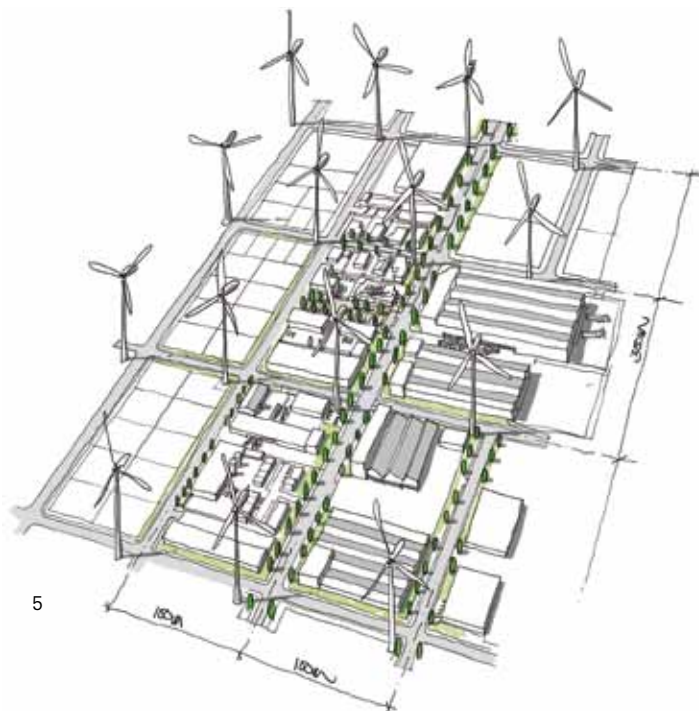
1. Grid: There is an open grid rather than a closed set of cul-de-sacs. This has a certain logic since factories are generally orthogonal and fit best onto rectangular sites. In both cases the grid is based on a module of roughly 100m by 300m (measured to the centreline of the streets). At the centre of the estates these blocks might be further broken down as they are in Trafford Village. Towards the edge of the estates the blocks are combined to larger plots accommodating larger companies.

2. Hierarchy: There is a hierarchy to the streets of the grid. Team Valley has a central boulevard while Trafford Park has a series of primary routes. Traditionally these were the 'shop windows' of the estate with companies building their offices to line the street with their administrative functions and visitor entrances (although this has sadly been lost in much of Trafford Park). The streets parallel to these 'front of house' streets are much more business-like providing servicing, loading bays and employee access. The streets of the grid tend to alternate between 'front of house' and service streets, like a terraced housing layout but on a much larger scale.

3. Plot Divisions: The development blocks are broken down to create a huge variety of plot sizes. A 100m deep block may contain a single company or could be divided into two 50m deep plots or further broken down into smaller trading estates. Elsewhere blocks are combined to accommodate much larger companies. Generally the plots are smaller towards the centre and larger on the edge of the estate.

4. Orientation: Traditionally factories have had a front, designed for appearances, and three elevations that are purely functional. In these estates the fronts all face onto the main streets and the loading and other functional operations happen around the back. In the past the front would include the board room and offices with the flag flying proudly over the main entrance and the chairman's Jaguar parked outside. Modern factories have much smaller front-of-house operations and are less concerned about making a corporate statement with their buildings. Nevertheless orientation is important.

5. Building line: On the 'front of house' streets, factories all tend to follow a common building line. The illustration shows a cross section of the Team Valley boulevard with 20m wide street and 20m front lawns on each plot which includes parking, corporate branding and landscaping.



6. Centre: Finally both estates originally had local centres, including pubs, shops and local facilities, as well as bus stops, and central administrative offices. The clearance in Trafford Village has largely seen this disappear but it still exists to an extent in Team Valley.

We have combined these elements into an idealised layout for a new industrial estate or innovation district. This combines our six principles into a framework for industrial urban design that we are working to apply, particularly in the International Advanced Manufacturing Park in Sunderland. The aim is to create a flexible open grid that can accommodate companies of different sizes with a coherent and legible street network with the plots becoming smaller at the centre to create a local heart that would be linked to the wider city by public transport.

ANOTHER LOST ART

We have spent the last 20 years rediscovering the lost art of designing residential neighbourhoods, and there is a similar job to be done with industrial areas. As with housing estates, we need to challenge the car-dominated, cul-de-sac based layouts that have dominated in recent years by reaching back to an earlier tradition. We will not succeed if these grid layouts are viewed as being uncommercial or impractical, which is how some will regard them. However it is hard to see how there can be anything more practical than an open grid and we believe that this type of approach is required to turn today's industrial estates into the innovation districts required by tomorrow's economy. ●

4 Team Valley
Boulevard Section
5 A Model for an
Innovation District

David Rudlin, Director, URBED

Eindhoven: From Ugly Duckling to Vibrant Hotspot

Darinka Golubovic Matic and Rob van der Wijst describe this industrial city's transformation



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What makes Eindhoven the Design City of the Netherlands? What happened after a 1997 survey by a television station voted it the most boring city in the Netherlands? In 2013 a festival called The Miracle of Eindhoven was organised in Amsterdam, declaring Eindhoven the most dynamic and vibrant city in the Netherlands. In October of the same year, Dezeen editor-in-chief Marcus Fairs, on his return from the Dutch Design Week in Eindhoven stated: 'something special is happening... I've seen the future and it's a small, ugly town in the south of Holland... the energy, creativity and imagination I've come across has been a revelation. Not only designers but entrepreneurs, civic leaders, restaurateurs and musicians are buzzing with an excitement and optimism that is both rare and genuine'.

Design and creative industries have been important in boosting Eindhoven's transformation, but the role of high-tech industries should not be underestimated. The Intelligent Community Forum (ICF) declared the Brainport Eindhoven region, the Intelligent Community of the Year 2011, and the World's Smartest Region.

EINDHOVEN'S LEGACY

Eindhoven had been an important industrial city since the 1920s, as the home of Philips Electronics, one of Europe's largest companies, and the car and truck manufacturer DAF (Van Doorne's Automobielen Fabriek). This two-pillar model economic environment spread across the city-region but experienced a dramatic crash at the beginning of the 1990s, when the sweeping reorganisation of Philips Electronics and the bankruptcy of DAF caused 36,000 job losses, out of the city's former 110,000 jobs. Eindhoven's economic model proved very vulnerable, but now there are 150,000 jobs in the city.

The ruin of Philips was not only an economic shock given that it had built and managed the city and its society. When Anton Philips made its first light bulb in 1891 Eindhoven had the status of a city, but was just a village of about 4,500 inhabitants. The growth of Philips worldwide influenced the development of Eindhoven and its inhabitants. Philips built large industrial sites in Eindhoven, new neighbourhoods and parks, and looked after the wellbeing of its labour force by organising social infrastructure (e.g. sport clubs, schools, theatre and other facilities). The loss of jobs, moving of factories to low labour cost countries, relocation of the headquarters to Amsterdam, and more recently the sale of the lighting division were seen at first as a complete disaster for the city. But now, after analysing the long term results, the overall conclusion is that Eindhoven, its whole region, and even the country have benefitted from the former gigantic company's reorganisation. This reorganisation has spawned many new big and small companies, which are more dynamic and sustainable, and which give the city greater industrial and technical diversity for the future. Consequently it is less vulnerable.

SUBTLE INTERVENTIONS

So how did Eindhoven revitalise itself in such a short period? The reinvention was partly a designed process, planned and organised by the municipality. It might seem that some developments occurred by coincidence, but a closer look reveals that those changes happened because the municipality deliberately decided not to act. At one point, there was even an informal team of municipality officers who called themselves the 'naughty officers club'. They offered advice on how to bypass their own rules and laws, and stimulated bottom-up development in order to enrich the cultural, economic and social diversity of the city.

BRAINPORT'S TRIPLE HELIX

Becoming the smartest region in the world was a result of a programme called the Triple Helix. The three strings were formed by the local government, the Universities of Eindhoven, Tilburg and

1 High Tech Campus.
All photographs by Rob
van der Wijst



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Maastricht and the main high tech companies of the region, with the aim of intense collaboration. This collaboration not only resulted in the prize of Brainport being recognised as the smartest region, but also in the number of patents per inhabitants, or patent density (one of the most commonly used metrics for mapping the geography of innovation): according to the Organisation for Economic Co-Operation and Development (OECD) in 2013, Eindhoven produced 22.6 patents per 10,000 residents. Therefore in 2013 Forbes named Eindhoven 'the world's most inventive city'.

The physical result of the Brainport success can be seen at the High Tech Campus, which is more than just a collection of companies sharing the same discipline. The former Philips physics laboratory has been expanded to become a successful campus with more than 135 high-tech companies, institutes and start-up firms, and 10,000 researchers, developers and entrepreneurs working to develop future technologies and products. The collaboration between the different inhabitants of the campus is enforced by the rule that the companies are not allowed to have their own canteens, but employees are encouraged to meet and eat together in several restaurants at the central building called The Strip. In this iconic building at the central lake, there are restaurants and conference facilities available for all users of the campus. The idea is that people from different disciplines and researchers can come together to reinforce, stimulate each other and achieve innovative crossovers. The basis for the

2 The Light Tower
3 Trudo's former warehouse, now a food court in Strijp-S
4 Area51, Strijp-S, Eindhoven

The municipality and housing corporations reacted well by renting the big open floor spaces at low rates, which stopped the brain-drain of graduate designers out of Eindhoven to bigger cities like Amsterdam and Rotterdam



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master plan of the High-Tech Campus designed by Inbo and Juurlink [+]. Geluk was the existing landscape, ranging from relatively high and dry moorland, to lower wetlands around the river De Dommel. By providing parking for cars in garages, the landscape of the Campus offers greenery to stroll around in order to clear the mind and encourage free thinking. The symbiosis between buildings and the landscape makes it a perfect atmosphere and the best environment for success. With the success of the High Tech Campus, Eindhoven Campus City was established with plans for adding five additional campuses around the city, connected by Brainport Avenue and a slow lane for bikes, with supporting facilities.

CREATIVE INDUSTRIES

Besides this innovative high-tech collaboration, another important motor in Eindhoven's success is its creative industries. There too the decline of Philips marked a surprising start, although the municipality initially misunderstood the potential of industrial heritage, as two iconic former Philips factories The White Lady and The Light Tower were nearly demolished. It took a minor revolt to convince policy makers that the industrial heritage had enormous appeal. Now The White Lady is home to the city library, Design Academy and several shops and restaurants. The



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Light Tower has a restaurant which is a popular place to hang out, known as Starbucks XL, with congress facilities and big loft spaces. The transformation of both factories surprised the policy makers and trendsetters, because designers suddenly began to recognise abandoned factories as ideal sites to start their businesses. The municipality and housing corporations reacted well by renting the big open floor spaces at low rates, which stopped the brain-drain of graduate designers out of Eindhoven to bigger cities like Amsterdam and Rotterdam, and initiated the start of a creative community. In the way that Philips gradually expanded from the centre of Eindhoven westwards, this transformational wave is also moving westwards.

STRIJP-S

Another success story is Strijp-S, a former Philips industrial site which used to be a 'forbidden site' fenced off from general access, but is now the hotspot of Eindhoven. Designers, entrepreneurs and pioneers moved into this 27-hectare brownfield area as soon as the fences were torn down. The municipality, housing corporation and developers drew up the masterplan for Strijp-S in 2002 and in 2004 an urban design plan was agreed. Although this plan allowed some flexibility, it was still a typical top-down blueprint. They understood the potential of the creative class to kick-start the revitalisation of the industrial area, and yet produced a plan with every centimetre designed and planned, leaving little to chance. It even stated the minimum height of front doors.

Fortunately the financial crisis froze its implementation forcing the landowners to become creative in finding temporary uses. Renting on short-term contracts and at low rents proved very successful, and all of a sudden everybody wanted to be a part of Strijp-S's vibrant development, giving Eindhoven a whole new dynamic identity. An unusual mix of different competences came together in this melting pot of entrepreneurs. As for the High Tech Campus, the magic formula which triggers innovation is in the connections between businesses and people. The success of the High Tech Campus and Strijp-S stimulated others to form new alliances, one of which was Collaboration O: a group of creative young people joined together in an ugly abandoned factory, in which nobody saw any potential. Now it is one of the hotspots of the Dutch Design Week.

CULTURAL TOURISM

Organising events is another of Eindhoven's successes. The nerdy, sleeping, ugly city which made it the most boring city of The Netherlands is now a popular destination for city breaks, especially during one of the many events and festivals. Some of those events attract even more visitors than Eindhoven has inhabitants. The two most popular events are the Dutch Design



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Week and Glow, together attracting almost one million visitors to the city. Those events are not important only in the sense of attracting tourism and boosting the local economy, but because former no-go areas are becoming meaningful places. Culture is very important for a city whose identity is dominated by the industrial and technological background of its citizens. Events like the monthly Feel Good Market at Strijp-S are important because they attract people and stimulate companies to move their businesses to this previously closed-off industrial site. During events visitors can experience the earlier industrial life of the area and learn about the DNA of the city.

Eindhoven, a medium-sized Dutch city, has proved to be one of the most interesting European post-industrial urban centres. In solving the problem of Eindhoven's socio-economic revitalisation, the integration of design and technology sectors and their synergies are enormous, as is the link with cultural development in general. According to Der Borg and Russo (2005) the redevelopment of the land left empty by Philips has a distinct cultural component; art and culture are reinforcing Eindhoven's economic potential. It helps to give the city its metropolitan allure, which is so desperately needed to attract people. Culture has been playing and will continue to play an important role. ●

Dr Darinka Golubovic Matic, Technical advisor in environmental planning and engineering, based in Belgrade, Serbia
Rob van der Wijst, urban designer and owner of NLUD Next Level Urban Design, Eindhoven, The Netherlands

5 Dutch Design Week 2015
6 Glow 2015



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New Life for Old Industrial Sites

Biljana Savic reports on leading case studies in the UK and Europe

In December 2015 three of England's leading heritage organisations – Historic England, Heritage Lottery Fund and The Prince's Regeneration Trust – brought together experts from the UK, Germany and the Netherlands to examine the re-use of vacant and at-risk industrial heritage and from regional areas to small buildings. The event took place at the Museum of Science and Industry in Manchester, the birthplace of the Industrial Revolution, and marked the end of the European Industrial and Technical Heritage Year.

Over the course of two days the focus shifted from the role of the public and commercial sectors to not-for-profit groups, community organisations and community-private sector partnerships. A number of key themes emerged, which can be summarised as the value of industrial heritage, funding challenges, and emerging new funding and delivery models, plus the continuous need to focus on creativity and long-term viability.

INDISPUTABLE VALUE

'The key selling point of industrial heritage is identity and authenticity – the relationship between people and their past. If we can capture that, it's a powerful reason for keeping these buildings and reinventing them' (Ian Bapty, Industrial Heritage Support Officer, Ironbridge Gorge Museum Trust).

Industrial heritage sites have strong connections with local communities' history, their sense of identity and pride. In many cases they are a key part of the fabric of the places within which they sit, and therefore are a link to the livelihoods of many current and past residents. The departure of the original industries

and subsequent decline of industrial buildings affects the morale of many communities. However their renewal can be a massive opportunity for renewed civic pride, as well as bringing about the economic recovery of places – a message that was reinforced by a number of examples at the conference.

Among the amazing case studies shown was Middleport Pottery in Stoke-on-Trent, a deprived area in the West Midlands marred by decades of social and economic decline following the closure of most of its potteries. Middleport Pottery was the last operating Victorian pottery but one that also reached the brink of closure due in large part to the mounting cost of the original buildings' restoration. The Prince's Regeneration Trust's intervention saw the built fabric saved and restored, and the Burleigh Ware pottery production retained on site, thanks to a cocktail of public grants and private donations, as well as the Trust's sustained and dedicated work. The restoration of factory buildings was delivered in phases while retaining and growing pottery production, and gradually bringing in a

1 A new cafe overlooks the Trent and Mersey Canal



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number of new uses and tenants. The impact of the regeneration project has already been significant – not only on the lives of retired potters who found their calling in volunteering for the newly opened heritage centre, or the unemployed who were trained during construction and obtained permanent jobs as a result – but on the surrounding community too. After a long period of time they could see tangible change on the ground and more positive perceptions of the area emerging in the media, boosting their own feelings of pride in the area and its identity.

Industrial heritage buildings can help cities to attract high value businesses and young talent, particularly in the technology and creative sectors because of their aura of authenticity and history. Creative companies largely want to work in premises near other like-minded enterprises, often in mixed use, adaptable spaces at low rents. This approach is embodied in places like London's Shoreditch and Manchester's Northern Quarter. Equally, industrial buildings can easily be converted to residential use, providing a different typology and identity. This is a great opportunity for local authorities trying to boost economic growth and for investors looking for a good return.

Former Special Adviser to the Prime Minister, Rohan Silva, who co-founded the Second Home office hub in east London, explained the appeal of industrial heritage buildings to young entrepreneurs. Such 'beautiful, flexible spaces' were the 'best kinds of hubs' for the new tech economy, he said, with inspiring stories that connect modern-day innovators with their Victorian predecessors. He said: 'Young people don't want to be in a glass box on a business park, they want to be in the middle of history'. The Second Home project exemplifies this well – as a creatively remodelled old carpet factory off Brick Lane in East London that is now home to a number of innovative, high return businesses,

and has already had a significant ripple effect on the surrounding area.

Revived industrial heritage buildings can also help declining areas become edgy and cool. Those leading regeneration projects should look for a 'game-changer', said Thom Aussems, Managing Director

When community groups act as the developer for regeneration projects, they can produce much better results, but often need property development expertise which private sector partners can bring

of Dutch housing association Trudo – a process or activity that can change perceptions of the area. His company's 'smart transformation' of three large redundant former Philips buildings in Eindhoven made them into desirable urban locations. What was striking was the unorthodox approach of testing ideas through a series of meanwhile uses and the process of co-creation; this unpacks and challenges existing, top-down proposals by the local authority that were seen by Trudo as being unable to achieve transformation at such significant scale, and at the same time as the financial crisis. Gradually changing perceptions of the area through a series of cultural events, attracting a younger crowd and a different population profile, while experimenting with options for the old industrial buildings' physical transformation, Trudo managed to socially and economically regenerate a large area and provide significant number of affordable homes without any public subsidy.

CLARITY OF VISION, CREATIVITY AND VIABILITY

What came across as key to the success of many industrial heritage projects was a strong vision, a coherent and consistent approach to its implementation, and creativity in thinking about re-use solutions and dealing with the physical fabric of old industrial sites.

Most impressive was the example of Emscher Landschaftspark regeneration programme which achieved the transformation of what was once the industrial heartland of Germany, and its most polluted part, into a regional landscape park. It now includes many repurposed industrial monuments, new employment and residential developments, as well as hundreds of miles of new public transport, cycling and walking infrastructure. The regional partners' unique and bold vision, translated into six strategic themes, has been implemented over the

2 The lovingly restored front facade of Middleport Pottery
3 The internal street provides access to the only remaining Victorian kiln and a number of factory buildings.
Photographs by Tim Crocker

last 30 years. So far over 400 projects have been completed, achieving structural change in the nature of economic activity in the region and turning the area into a major tourism hub attracting 6 million visitors per year. On behalf of the European and Regional Networks Ruhr, Michael Schwarze-Rodrian described how key industrial sites were transformed – from innovative lighting, architectural and landscaping schemes turning old steelworks and coking plants into events spaces, office complexes and cultural centres to the reuse of gasometers as diving training centres and exhibition halls, or turning spoil heaps into landmarks – all now forming part of the region's industrial heritage trail and its employment, leisure and cultural offer.

Long-term viability and the need to adopt a more commercially-minded approach to the regeneration of industrial heritage, particularly with projects led by community groups, was highlighted during the conference. As Karen Houghton, Chief Executive of Ancoats Dispensary Trust said 'It's not enough to save a building for its architecture and for what it was, it has to be about what it can be now in the 21st century'. And a profitable use can pay for what is often rather costly conservation work.

The Sellers Wheel project in Sheffield illustrated how the exploration of re-use options should not stop until a viable use is found. The site owners looked at a number of configurations for residential and work space, and eventually homed in on a mix of student accommodation, flexible work space and a cafe. This proved to be a sustainable mix that responds neatly to these specific accommodation needs, while ensuring adequate funds are in place for the restoration of one of the last surviving metalwork sites in the centre of Sheffield.

FUNDING CHALLENGES AS OPPORTUNITIES

Financial crises and austerity measures present major challenges but also offer opportunities to all those working to save and reuse industrial heritage. Central government spending cuts mean less funding, lower numbers of conservation officers and more heritage assets being sold off or disposed of by local authorities.

However, the good news is that there are still funding streams available for regeneration projects, though they are harder to find. The Heritage Regeneration Fund's Heritage Enterprise Grant, which helps developers carrying out conservation work, was described as a lifeline for a number of more recent projects with large 'conservation deficit' i.e. where the investment required to bring the historic asset back into use exceeds the value that it will have post-restoration. Project groups have also successfully raised funds through crowdfunding, community shares, social investment loans or by working in partnership with the private sector.

Another inspiring story is the successful cooperation between developer igloo Regeneration and the Ancoats Dispensary Trust in Manchester. After years of relentless campaigning to save Ancoats Dispensary from demolition, the Trust accomplished a feat when they successfully crowdfunded over £55,000 for their project. At the same time they formed a joint venture vehicle with igloo Regeneration which led to further successful funding bids and start of works on site. The funds raised to-date amount to around £800,000 including loans, a grant from Heritage Lottery Fund and crowdfunding.

Chris Brown, Executive Chairman of igloo, said that when community groups themselves act as the developer for regeneration projects, they can produce much better results, but often need property development expertise which private sector partners can bring. He likened the relationship between a community group and a developer to a marriage progressing through the 'dating-mating-translating-relating' phases, and suggested that independent 'couples counselling' may be needed along the way. For Ancoats Dispensary, independent facilitation helped to broker a positive working relationship and solicit a shared vision for the project between the community organisation and commercial developer. The partnership now serves as an example to



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other community groups trying to realise their projects with the private sector.

A BRIGHTER FUTURE

Despite the ongoing challenges faced by heritage regeneration projects, particularly in the context of public grant cuts and depleted technical support services, the conference ended on a positive note. As Carole Souter, Heritage Lottery Fund's Chief Executive said 'Historic buildings are the very places where new ideas and new growth are most likely to happen'. Regenerating industrial heritage can be very challenging, but we need to give it our best shot. ●

4-6 Essen, Germany:
Zollverein coking plant,
a World Heritage site,
now a place to visit,
reflect and play in

Biljana Savic, urban planner and architect,
Director, The Academy of Urbanism

Industrialisation in the New World: Jubail

Tim Catchpole explores ways to how to ensure a new industrial city is not a dormitory



The best example in my view is Jubail in Saudi Arabia which is on its way to becoming a complete city.

TWO-PHASE DEVELOPMENT

Jubail is located some 100 km north of Dammam on the Gulf Coast. Before the 1970s, Saudi Arabia saw its resources extracted and exported without industrial advantage. The Royal Commission for Jubail (and Yanbu) was established in 1975 to develop a petrochemicals industry on Saudi Arabia's doorstep. This 'doorstep', or major land reclamation area, was literally huge, requiring 370 million m³ of earth (about 10 million truck loads) in order to keep it 2.5 metres above the marine flood threshold, but the subsequent revenue far exceeded the capital costs.

Jubail's Industrial City, Port and New Town have been developed in two phases. Phase 1 of the Industrial City, covering about 100 km² on a vast grid, began in 1975 and within 30 years has become the world's largest petrochemicals zone. It has 30 primary (upstream) industries including an oil refinery and steel plant, 35 secondary industries and some 250 support industries (mostly service industries as distinct from downstream manufacturing utilising the upstream feedstocks and secondary products).

The New Town has been laid out on land to the north of the Industrial City with seafronts to both the east and north. As well as 17,000 housing units it provides numerous schools, medical facilities, university, shopping mall, sports facilities and beach park, all within an attractive, high quality landscape setting. The New Town is separated from the Industrial City by a 2 km wide buffer of open land. The Old Town lies to the south of the Industrial City, also separated by a buffer.

THE COMPLETE CITY

The Royal Commission's vision now is to consolidate Jubail as a complete city offering a full range of employment opportunities. Accordingly Phase 2, covering another 80 km², is attracting not only further secondary and support industries, but more extensive downstream manufacturing such as plastics, paints and nylons. Until recently the downstream activity had been firmly entrenched in Dammam,

In my 15 years of industrial city planning (1999-2014), I was often asked by clients to name a good, if not the best, example of a successful modern industrial city which they could visit and see for themselves. These clients were generally representative of 'upstream industries', i.e. oil, gas, petrochemicals, steel, aluminium and cement, as distinct from downstream manufacturing industries which utilise the feedstocks and products of the upstream, such as plastics, synthetic fibres, fertilisers, paints, pesticides, detergents, components for aircraft and motor vehicles, machine parts, and household appliances. The key issue often addressed was whether the upstream and downstream industries should be separated or brought together.

Traditionally upstream industries have located in remote places – e.g. at the nearest point of on-shore entry of oil and gas pipelines – while downstream industries have located in existing cities which have access to markets and to an existing workforce. There has been a logic in upstream industries being accompanied by dormitories, not dissimilar to that applied to the Welsh mining villages. Clients, however, are keen to know of examples of upstream industries being accompanied by complete cities which in turn can attract downstream industries away from existing cities.

1 Jubail Industrial City phases 1 and 2. All images by Royal Commission for Jubail and Yanbu

but Jubail has now come of age and reached a critical mass that can attract such industries. An aluminium smelter is being planned on a separate site to the north of the city alongside existing sand smelter operations. Jubail already has a steel plant and the addition of an aluminium works in the area will allow even greater diversification in potential downstream products.

Phase 1 has generated 35,000 direct jobs and many more indirectly, the direct jobs being accommodated in the New Town and the indirect largely in the Old Town. Phase 2, by contrast, with its greater emphasis on downstream industries, is expected to generate 55,000 direct jobs and 330,000 indirect jobs (many of these jobs would be based in Dammam and Riyadh). This has major implications for the expansion of both the Old Town and New Town (the master plan for expansion of the latter has now been adopted).

WORLD CLASS

From the beginning the Royal Commission has ensured that Jubail has provided high quality infrastructure and facilities within the park and high quality associated urban development in order to attract the international community and top investors. It has also adopted the world's best practice in environmental and safety management.

The urban development in the New Town comprises a number of self-contained residential districts, each equipped with its own commercial, medical, educational, religious and recreational centres that meet the needs and requirements of the city's population.

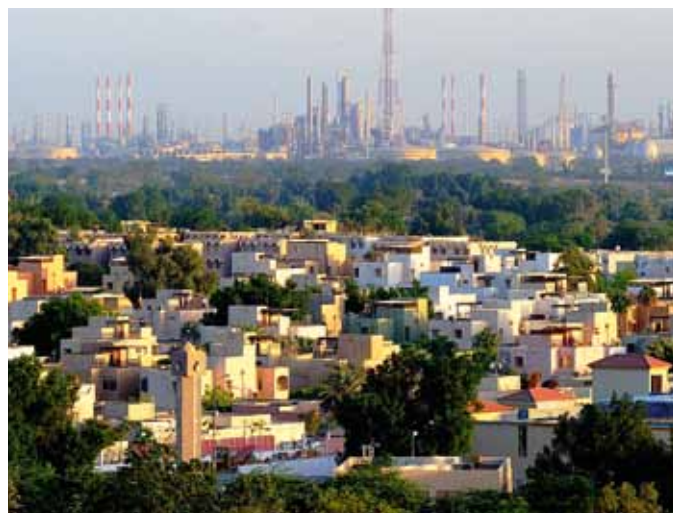
The Royal Commission takes its social responsibilities seriously. Jubail Industrial City is not a Special Economic Zone (SEZ) and the Royal Commission does not therefore undertake physical and social improvements in the Old Town as such but it does provide excellent employment opportunities and better livelihoods for the Old Town residents and has thereby raised their status and lifestyles. All revenue from Jubail Industrial City goes to the National Exchequer in Riyadh and the Old Town Municipality can apply for aid from the Exchequer for physical and social improvements as required. The New Town comprises a number of self-contained residential districts, each equipped with its own commercial, medical, educational, religious and recreational centres that meet the needs and requirements of the city's population.

The Royal Commission also takes its environmental responsibilities seriously. It has established a team that regularly monitors air quality, water quality and industrial waste. It has developed and refined environmental regulations which include rigid industrial-related local and international standards (such as the USEPA and EC standards), taking into account local and global environmental changes and the latest state-of-the-art technologies. The Royal Commission has ensured that the returned cooling water is cooled by natural methods before discharge into the sea in order to maintain marine life. The treated waste water is used to irrigate the landscape and parks. As in Dubai, a lake of treated wastewater has emerged which has attracted flamingos and the Royal Commission has recognised the importance of maintaining and enhancing this new habitat.

CONCLUDING COMMENTARY

The comment made in the article about Industrialisation in the Old World (early models, see p.14) applies here too in the New World (latest models). The quality of the environment and facilities are essential to the welfare and thereby the productivity of the workforce. The Royal Commission has invested heavily in the provision of such an environment and facilities at an early stage in their respective developments.

There is, however, one major difference between the old and new models. The old were at a small scale and all journeys were do-able on foot or by bike. The new model at Jubail is at a much larger scale and the urban settlement has had to be separated from the industrial site by an extensive buffer zone due to the



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hazardous nature of the industry. Thus journeys have to be made by bus and more often by car. The population of Jubail has not yet reached a critical mass to allow rail transport to become feasible – which is another reason why the city must double in size with its Phase 2 development.

The investment in the oil and gas industry is huge compared with the investment in the textile industry and thus the determination to build a complete city in order to attract downstream industries is of paramount importance. The dormitory option is not sustainable. ●

Tim Catchpole

2 The industry and residential areas seen together

3 A new habitat for flamingos in the treated waste water lake

4 Residential areas in Jubail



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Panama Pacifico

Richard Alvey outlines how a major industrial-led masterplan is being implemented

Located on the 1,500 hectare site of the former Howard U.S. Air Force Base, where the Panama Canal enters the Pacific Ocean and 15 minutes from Panama City, Panama Pacifico Special Economic Zone is not a traditional industrial area. Designed to be at one with its natural environment, it is a master planned sustainable city, and one of the largest industry-led, mixed use developments in the world. It offers a vibrant mix of enterprise, residential and recreational amenities, which is described as ‘...a place to live with meaning, work efficiently, and play safely and in an enjoyable environment, that respects nature and spaces...’

In 2009 it was named as one of the 17 large-scale urban developments (across six continents) selected by the Clinton Climate Initiative, in partnership with the U.S Green Building Council, to demonstrate that cities can grow in ways that are ‘climate positive’, striving to reduce the amount of on-site CO2 emissions to below zero. The total economic impact of the development is estimated at U\$4 billion, with one million square metres of commercial space and with the creation of 40,000 permanent jobs.

London & Regional Panama were awarded the redevelopment contract for the Special Economic Zone in 2007 and Atkins worked with them to develop the initial vision, designed the overall masterplan and obtained planning consent. Then a team of specialist consultants drawn from around the globe took over to deliver the scheme. However, even today, as the team develop the masterplan, they go back to the basic principles established in the original plan.

STRATEGIC LOCATION

Panama is a transcontinental nation positioned in a highly strategic location between two oceans. The presence of the Canal continues to be a key driver of economic growth, particularly given the recent expansion project which has significantly increased Panama’s trading capacity. Crossed by five

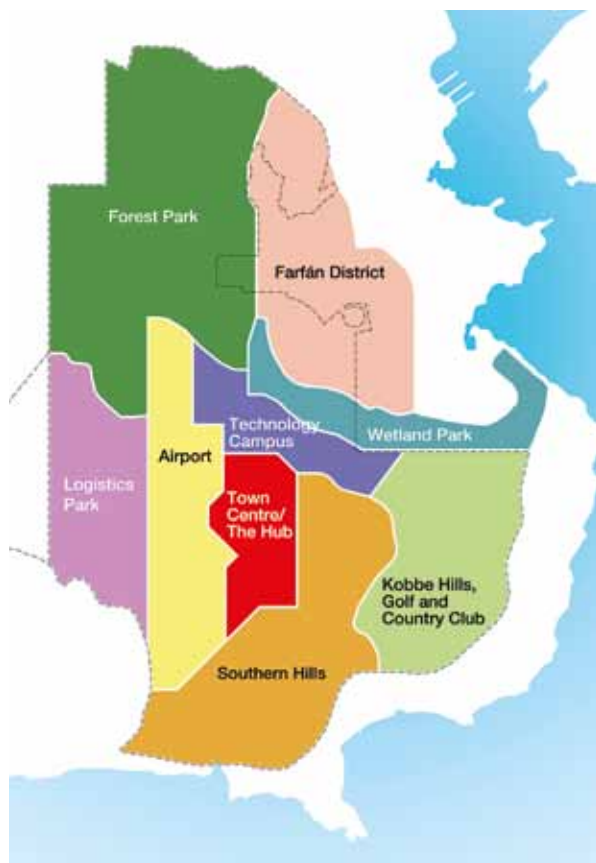
international fibre-optic lines, Panama enjoys a modern telecommunications infrastructure superior to that of other Central American countries.

Strong growth has also been facilitated by attractive tax incentives for international and indigenous companies seeking to establish businesses in Panama, coupled with relatively low labour costs. In addition to the general advantages offered by locating in Panama, Panama Pacifico benefits from its status as a Special Economic Zone.

It has also benefitted from growth in the tourism sector, particularly within the residential tourism market which has been driven by the favourable weather conditions, beautiful natural environment and a relatively low cost of living.

Panama Pacifico is particularly well placed to benefit from these competitive advantages. The site’s location at the crossing of key transport routes and infrastructure and its status as a tax-free zone make it particularly attractive for international firms. It offers business tourists proximity to Panama City and conference facilities, with the added benefit of an outstanding setting and extensive opportunities for leisure activities. For residents, the site offers easy access to a new commercial centre, a high quality of life, natural surroundings and a well-planned traffic system.

1 The former Howard U.S. Air Force Base is being transformed into the Panama Pacifico SEZ with the entrance to the Panama Canal and City in the distance



2



3

VISION

The vision for Panama Pacifico is of a world-class commercial and business hub and economic centre that will attract major inward investment, create jobs for Panamanians, satisfy the demand for employment space near Panama City and maximise its strategic location adjacent to the Panama Canal. The commercial space will be supported by mixed use development, including highly sought after residential areas and quality tourism and leisure facilities – all set within an ecologically inspired landscape of lush, tropical forest, hills, mangroves and wetlands.

SUSTAINABLE URBAN DESIGN

The masterplan relies on sustainable planning and urban design principles to create a self-sufficient mixed use community and responds to a wide range of local social, economic and environmental issues. In order to realise the vision for Panama Pacifico and achieve its objectives, a masterplan was needed that:

- Was an exemplar of best practice
- Had an element of flexibility and thus the ability to respond to unforeseen circumstances and the evolving needs of Panama
- Was capable of being implemented in such a way as to maximise the re-use of existing infrastructure, particularly during the initial phases of development
- Took account of environmental legislation
- Adopted a sensitive approach to the environment and in particular minimised the removal of forest
- Placed a strong emphasis on sustainability, taking into account key principles of sustainable urban design at a range of different scales.

LAND USES

A number of factors had a major influence on the proposed assignment of land uses:

- The desirability of retaining and improving key elements of existing infrastructure, including the airport, the public services network and many of the roads
- The need to retain and enhance a sustainable natural environment, as characterised by hills, forests and watercourses, and

- The provision of a wide range of sites for various types of commercial activities – aviation-related, logistics, media and technology based

- The benefits of concentrating the main community, commercial and transport services in a broadly central location

- The location of higher and medium density housing close to facilities in the town centre

- The location of high quality retailing, business uses and an educational campus close to the northern gateway to the site

- A mosaic of distinct communities or quarters, served by a hierarchy of community and commercial facilities

- The development of a hierarchical road network and a comprehensive system for private and public transport

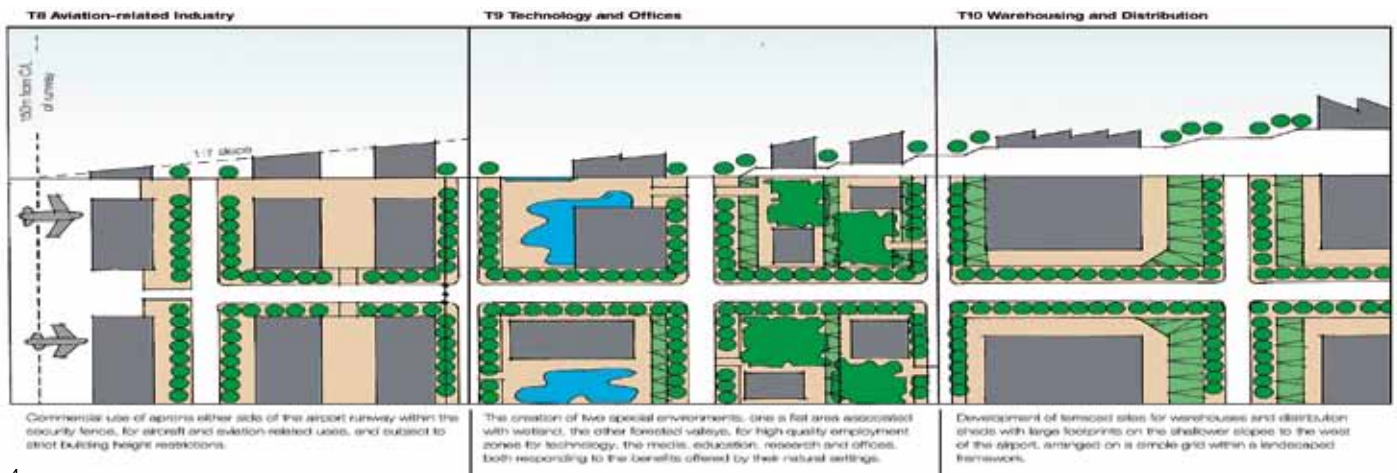
- The creation of a site-wide network of open spaces (embracing forested hills, wetlands and watercourses) providing a green setting to the new development.

CHARACTER AREAS

Part of Atkins' work included the formulation of design guidelines for the various character areas to be developed on the site. These guidelines were adopted by the Panamanian Government, alongside the masterplan, and formed the basis for a new urban zoning system for the area.

The masterplan subdivides the development site into eight broad zones or character areas:

2 The masterplan sub divides the SEZ into eight character areas
3 Masterplan for the 1500ha Special Economic Zone



4

- Town Centre – a mixed use area at the heart of the development
- Logistics Park – the main location for warehousing and logistics facilities
- Technology Campus – includes the University and business uses focusing on ICT
- Farfán District – a predominantly residential area which provides housing for key workers
- Forest Business Campus – accommodates high tech manufacturing, ICT and commercial offices near the main entrance to the site on Bruja Boulevard
- The Southern Hills – a largely residential development to the south of the site with outstanding views of Punta Brujas and the Kobbe Hills, Golf and Country Club
- Kobbe Hills – an exclusive neighbourhood with a high quality conference hotel, golf course and low density housing set in forest
- Airport – although not in the control of the master developer, land within the airport perimeter is zoned for aviation-related employment use.

The zoning code framework forms the governing development guidelines for the project area. These guidelines outline the intended character, primary and complementary uses, density, layout, scale, landscape and movement for parcels within the broad development areas identified on the Master Land Use Plan. The guidance used is that set out in SmartCode, a manual for the formulation of Smart Growth zoning codes developed in the US.

BRANDING STRATEGY

The branding strategy for Panama Pacifico was an important aspect of the overall design strategy. It had to highlight its proximity to the financial hub, labour pool and Canal-related activities in and around Panama City. However the strategy also

4 Extracts from zoning codes for employment land uses
5 More than 170 global companies now operate from Panama Pacifico.

emphasises the possibility of enjoying these advantages from within a carefully planned, modern, world-class city with an abundance of green open space and a high quality working and living environment. It builds on the sense of freedom and possibility that Panamanians associate with crossing the Canal. The brand positions the site as a global meeting point for value, information, ideas and people due to its location and unique transport and infrastructure connections.

SUCCESS SO FAR

Eight years into this 40-year project, around a quarter of the masterplan has been delivered and around U\$900 million invested by London & Regional and the government. It is estimated that Panama Pacifico has already boosted the national economy by U\$1,000 million and created nearly 7,000 jobs, in sectors including shared services, business process outsourcing, logistics services, value-added manufacturing and high-value services to the maritime and aviation sectors. Many of these industries are brand new to Panama and are creating new opportunities in the country.

The robustness of the original master plan is today allowing the client to weave in additional sustainable initiatives such as:

- Sustainable mobility initiatives, cycle paths and shaded sidewalks
- Integration of the future metro systems to the transport hub, parks and sport facilities
- District cooling
- Recycling programmes
- Central security monitoring systems
- Community activities linked to wellbeing and education.

Ultimately, it has created an environment where companies thrive, and has demonstrated the value of strong urban design principles in an industry-led masterplan. ●

Richard Alvey, Masterplanning Director, Atkins,
www.panamapacifico.com



5

Supporting Industry

Emilie Leclercq sums up the lessons learned from the previous articles

So, what is Industrial Urban Design? The subject is vast, complex, and constantly evolving. As urban designers, we should support industry in the city as it brings diversity and jobs, and reinforces the character of a place and its identity. In order to do so, we must understand the needs of entrepreneurs, creative industries and industrial production processes in general. We should facilitate communication, support new initiatives, and coordinate actions on the ground.

Achieving this is a challenge and the route to get there is not always clear. Our examples of industrial projects in cities here demonstrate there are common approaches to support well integrated industrial spaces:

THE NEED FOR AUTHENTICITY AND A STRONG IDENTITY

In London, Rotterdam, Hamburg, Stoke-on-Trent or Eindhoven, industrial sites and historic industrial buildings in particular play a major role in the history of local communities and form part of their identity. The renewal of these former industrial spaces is an opportunity not to be missed if we aim to revive civic pride and reinforce local identity.

Authenticity inspires creative people. The urban setting of the Old Street-Shoreditch area suits creative industries, while the symbiosis between the former Philips buildings and the green landscape on the High Tech Campus in Eindhoven creates the perfect atmosphere for successful innovative crossovers.

FLEXIBILITY ALL AROUND

Flexibility seems to be the key to industrial urban design. Former industrial buildings are adaptable, often low cost and therefore attractive to creative industries and small businesses. Flexibility also applies to the way that ideas and uses are tested on the ground. Spontaneous new uses and co-creation have been essential ingredients in the success of the former Philips buildings in Eindhoven, while a flexible approach to the port-city relationship in Rotterdam continues to support a successful transformation of the docks.

PROXIMITY IS KEY TO INNOVATION

Innovation occurs as a result of local interactions. In London, industrial areas and local businesses relate to each other, and form a delicate local industrial ecology. Innovative crossovers are possible at the High Tech Campus in Eindhoven or Silicon Roundabout because of the concentration of researchers, creative professionals and developers. This urban ecosystem is also recreated in emerging innovation districts and advanced manufacturing parks to provide the intensity of activities and interchange naturally found in cities.

MORE DIVERSITY AND RESILIENCE

While the latest financial crisis has been a barrier to the implementation of many major projects, it has in fact offered the opportunity to create new and innovative solutions for more flexible, diverse and resilient dynamics in former industrial areas. The inclusion of new services, the development of more flexible units, the intense networking and cross-fertilisation between businesses results in more resilient industrial areas. In London, new vibrant and diverse manufacturing companies are being created alongside new services for a more demanding



urban population. In Eindhoven, the dominance of Philips has been replaced by more dynamic and sustainable smaller companies.

TOWARDS MORE SUSTAINABLE CITIES

As seen with the SGP industrial sites in Paris, the recognition of the importance of industrial activities in the city highlights the challenge to develop further efficiency, sustainability and security by using all new technology and available data. Significant waste and energy savings are possible through cascade management and, further synergies should be created through shared amenities and infrastructure.

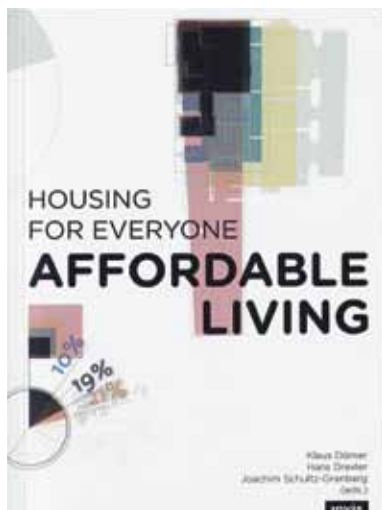
A STRONG VISION AND LONG TERM INVESTMENT

Long-term viability and a commitment to implementation are essential to the success of many regeneration projects. The commercial approach to the conversion of the Emscher Landschaftspark and Sellers Wheel industrial buildings demonstrates that it is essential to guarantee adequate funding for their transformation and a long-term profitable exploitation.

Looking ahead, it will be good to see how the ideas outlined here become more widespread, as we take up the challenges of integrating more industrial urban areas in our cities. ●

Emilie Leclercq

1 Aerial view of the port of Rotterdam, see 'How to Develop an unprecedented Port-City Synergy', p27

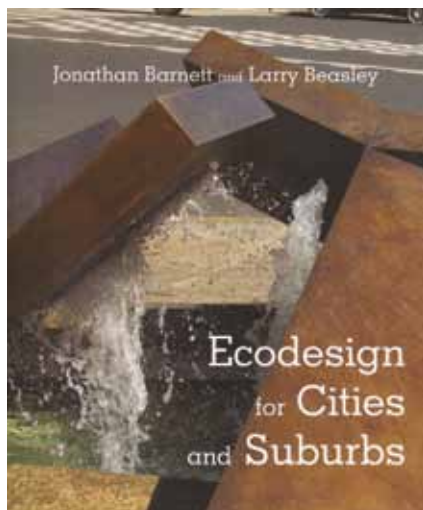


Affordable Living: Housing For Everyone

Klaus Dörmer, Hans Drexler, Joachim Schultz-Granberg (eds), 2014, Jovis Verlag GmbH, ISBN 978-3-86859-324-2

The starting point for this edited work on models of social housing is the ambitious aspiration which had inspired the Bauhaus of creating models for affordable housing for industrial workers during the Weimar Republic, where social justice and aesthetics were considered. The product of an initiative at the Münster School of Architecture in collaboration with the Harbin Institute of Technology this compact volume combines a number of essays on housing, with a compilation of architectural interpretations of affordable housing from many countries including Germany, China, Japan, Mexico, USA and India. This book's USP is its carefully set out methodology presenting the information on each project: Affordability, Area and Use Structure, and Cost Values, in a series of diagrams and checklists so that the main evaluation data can be easily digested. However we are warned not to take this as a comparative evaluation, due to the disparity in cultural norms between such widely different countries. If, like me, you think this rather defeats the point of an evaluation methodology then you will have to content yourself with the illustrations.

The figure-grounds, plans, sections and photographs are very clear, although no drawing scales are shown. I particularly like the new interpretation of a six-storey Chinese Hakka circular village and the project to create a helical one – three times the size. There are comparative densities and habitable spaces per person as well as comparative cost data and a baffling table showing Amplitudes of Qualitative Evaluation with black arrows facing one way and white arrows the other. I would have liked a larger format publication, bound with a ring binder so that I could keep a page



open long enough to read the minute text and examine the drawings but perhaps its pocket size has advantages for the housing architect on the go. Urban designers looking for that elusive pattern book of clearly codified housing typologies will have to keep up the search, because this is an academic work rather than a handbook. Although replete with digestible information and novel housing projects, the small context diagrams and the lack of common scales make this less useful than it could have been. ●

Malcolm Moor, architect and independent consultant in urban design; co-editor of Urban Design Futures

Ecodesign for Cities and Suburbs

Jonathan Barnett and Larry Beasley, Routledge, ISBN 978 1610913423

This book treads an increasingly well worn but nonetheless vitally important path that brings together the imperative of sustainability with that of urban design. The term chosen here to address these concerns is ecodesign, although many others are used elsewhere: sustainable urbanism, ecological urban design, environmental master-planning, and so on. The authors argue that ecodesign amounts to far more than a label and is no less than a new growth model being steadily adopted across the world.

For them ecodesign encompasses: 'a way of looking at cities and their hinterlands that integrates considerations of environmental soundness and resilience with human health and well-being. It is an attitude about how the city needs to be built or transformed, but also managed and operated, to find a harmony between urban systems and natural systems in a way that also contributes to human experience and social life. It embraces an ethical tenet that in our settlements, we hold responsibilities – not just for ourselves but also for our setting, with all the rich life

and patterns that exist there, and for all the people around us'.

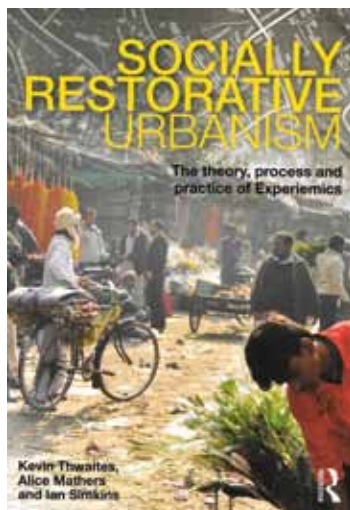
Underpinning the book is a key point made early on that the pursuit of ecodesign should be a pathway and not a prescription; although this is almost immediately countered by the authors offering six axioms of ecodesign that 'should underlie any urban and suburban development process'. These are:

- Embrace and manage complexity
- Make population and economic growth sustainable
- Make all design processes interdisciplinary
- Always require public involvement
- Respect both the natural and built context
- Draw on many design methods

For the authors, this implies four interrelated paths to an ecodesign framework, each of which is dealt with in a separate chapter. They are: adapting to climate change and limiting global warming; balancing cars and other transportation; making cities more liveable and environmentally compatible; and, developing and managing the public realm. A final chapter deals with larger questions of implementation by framing the discussion through a series of challenges for policy makers and practitioners. It argues that this is not just an ecological imperative but also a social one encompassed in the way we live our lives and questions of equity and engagement to which that gives rise.

Overall this is a practical book, not a theoretical one, a book filled with common sense ideas and examples that help to point a way forward towards ecodesign. There is not much in here that is really new, but it puts across what we already know in a very readable, logical and engaging manner. For any practitioner concerned for the environment beyond the red line boundary of their site, this book is undoubtedly an excellent read. ●

Matthew Carmona, Professor of Planning and Urban Design and Head of the Bartlett School of Planning, UCL



Socially Restorative Urbanism; The theory, process and of Experiemics

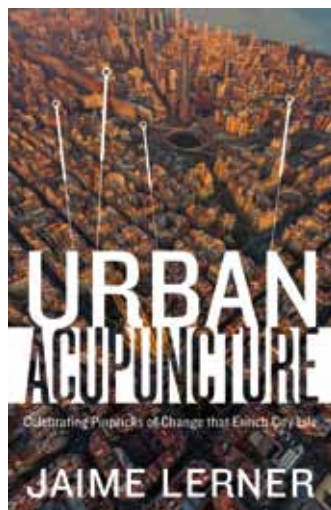
Kevin Thwaites, Alice Mathers and Ian Simkins, Routledge, 2013, ISBN 978-0415596039

At first glance this book would appear to relate to the recovery of urban environments in devastated third-world countries, but looks deceive. This thought-provoking, infuriating, compassionate and worryingly naïve book is an introduction to a fresh approach to analyse urban form and to involve all sections of society in the urban design process.

The book is divided into three parts but is really focussed on bringing two concepts together. The first part Beyond Boundaries, developing the concept of Socially Restorative Urbanism, seeks to find a more socially-orientated process for urban design. In subsequent parts of the book the authors seek to avoid jargon and emphasise the need for accessible language. Unfortunately this first part is densely written and in a manner that depends so much on the parenthetic use of commas that any thread of meaning is sometimes lost. This is a great pity as much of what appears to be said is important and refreshing. The help of a good lay editor would have been of great value.

Part 2 explores a new way of looking at urban form and develops the concept of 'transitional edges', and the accompanying notions of 'segments' and 'spatial porosity'. The authors consciously follow the trail blazed by Cullen and Lynch and in particular by Habraken. They recognise the need for spontaneity and for opportunities to create informal human activity. In effect this is a plea for a return to the informal hugger-mugger of undesigned places. Perhaps this is why the word Restorative is used in the title.

Part 3 explores the notion of Experiemics through a series of case studies that look at ways of involving all sections of society in small scale interventions in the urban form. The authors set themselves the challenge



of bringing people with learning difficulties and very young school children into the design process. This is a challenging and fascinating section. It is also troubling, as the authors recognise that to really involve all of these people requires considerable time and resources.

Who this book is aimed at is not clear. There is a danger that it will preach to the converted; it is unlikely to convince hard-nosed clients that time should be spent on more than token participation, and where, one wonders, are the social workers and sociologists in the process that the authors advocate we should follow? This is a challenging book and worth close consideration. ●

Richard Cole, architect and planner, formerly Director of Planning and Architecture of the Commission for New Towns

Urban Acupuncture, Celebrating Pinpricks of Change that Enrich City Life

Jaime Lerner, Island Press, 2014, ISBN 9781610915830

This slim volume takes the readers through many parts of the world where street life abounds and urban designers have pursued doable solutions for urban ills. Lerner's dual role as designer and politician gave him the opportunity to put into practice his ideas of how to make his city, Curitiba, more sustainable. It was a particular challenge to shift people from their cars to public transport in a city with a dominant car industry, and so his ingenious rapid transit system has been copied in many other places. However, such gains can be short-lived and the reversal from 70 per cent car users to 70 per cent public transport riders waned, which meant continuous integrated innovation - improving buses, using bio-fuel, adding digital information and a metro system.

This step-by-step approach underlies the

examples which Lerner experienced in the developing world, the USA and Europe. For him, sustainable development encompasses far more than transportation; it applies to ways of life, such as rescuing 24-hour shop-keeping in New York, creating the 24-hour use of parks in Santiago de Cali, Columbia, revitalising old movie theatres for contemporary uses in Morrete, Brazil, and connecting indoor activities like markets with outdoor spaces for slow movement and lingering. Sometimes 'doing almost nothing' can prevent the irremediable destruction of useful urban infrastructure, like the public lift in Lisbon or space for bicycles in the centre of modernising Beijing. Acupuncture interventions are small scale, and always in dialogue with users: encouraging diverse uses of the public realm for street musicians in Rome and tango dancers in Buenos Aires, revitalising tree-lined thoroughfares in Beijing, an abandoned river with public art in Seoul, pop-up stalls and places for quiet contemplation everywhere, improving the urban environment with visuals or sound. All of this is done at a fine grain, working with what is there and not being afraid of sheer embellishment, playing with light on buildings and bridges in Paris, Berlin, Amsterdam and Curitiba, or using water for 'aqua-puncture' interventions. His world is all about sustainable change for the better.

Lerner's approach to urban design is a far cry from grand masterplans with skyscrapers and windy streets. Potentially convivial urban spaces exist everywhere, he says, it is a matter of discovering and nurturing them. His is not a plea against modern interventions, be it buildings or transportation, but a case of creating synergy by enriching the existing with the new, as so vividly illustrated in the photographs in the book and his concluding poem.

Judith Ryser, researcher, journalist, writer and urban affairs consultant to Fundacion Metropoli, Madrid

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Location, location, dislocation

I have been reflecting on two French films, made in Paris in the mid-1960s. Among other things, they are both about alienation in the modern city, and in Paris in particular. *Alphaville*, directed by Jean-Luc Godard, was released in 1965, and is a dystopian science fiction thriller set in the future, in which the redemption of love overcomes the forces of authoritarianism. I have loved the film since I first saw it at the Cinephone on Bristol Street in Birmingham in 1966. *Playtime*, directed by and starring Jacques Tati, was released in 1967. It is a comedy, a satire on the sterility and dysfunctionality of the modern city, in which Tati's character, the hapless M. Hulot, stumbles from one misreading of place to another.

It had not struck me before how similar they are, despite their severe difference in tone. They both present a modern city which is oppressively corporate and anonymous, which the individual travels through without finding comfort or security. It is hostile and life-threatening in one film, eccentrically bonkers in the other. What is fascinating is the contrasting ways in which the city was constructed in the two films.

To create Alpha 60, futuristic capital city of a distant galaxy, Godard simply filmed Paris in 1965: mostly at night, with the camera lens partly closed to make it darker still. Illuminated office blocks, harsh fluorescent lighting, vehicle headlights, neon signs, long empty corridors – nothing is created specially for the film, just selected. The meta-narrative, if you look for it, is clear: modern Paris is a place of menace and alienation – *Capitale de la Douleur*, in the title of Paul Eluard's book of poems, which Anna Karina reads at one point in the film.

Alphaville was shot quickly and expeditiously, with a limited cast, in a couple of months. Tati's vision was grander. It took him nearly three years to film, and it bankrupted him. His ambition could not be accommodated on location in Paris, nor was there a studio lot big enough. So he built his own city, at vast expense, on the Plateau de Gravelle in Joinville, to the east of Paris. He constructed full-size buildings and streets, and also built 15m-high pictures of multi-storey office blocks, on wheels, which could be moved around to form very convincing townscapes, of depressing authenticity. In one of many good jokes, we see advertisements for travel to Mexico, Japan, USA and Stockholm, all featuring a photograph of the same stereotypical modernist office block. The buildings on wheels are indeed similar to the five office high-rises, built 1952-66, which are lined up next to Stockholm's Sergels Torg.

Both films draw attention to buildings with glass walls, and glass doors, and both demonstrate a paradox. Glass allows visual information to be seen, destroying privacy without allowing real communication or intimacy, but at the same time it forcibly separates spatially, either preventing movement or, at best, confusing it. In Godard's film the effect is threatening and sinister. The transparency enables surveillance: everyone in Alpha 60 is being spied upon. In Tati's film the effect is comic, although the implicit critique of architecture is a serious one. Hulot is repeatedly confounded by glass doors. At one point his confusion results in a restaurant door shattering into a heap of fragments. The doorman continues to usher customers in, holding the surviving door handle to open the non-existent door in a sweeping gesture of welcome.

Similarly, reflections in glass feature in both films. The reflections in the glass hotel lift in *Alphaville* are disturbing and confusing, expressive of the anxiety of living in a police state run by a malevolent computer. In *Playtime* the effect of the reflections is absurd – Hulot pursues a reflection of his quarry who is actually waving from behind him – or just playful – scaled-down pictures of the Eiffel Tower and the floodlit Basilica du Sacre-Coeur, built in Joinville, are seen momentarily reflected in glass doors as they swing open. One fictional city that is actually real, one real city that is actually fictional. They fit together like two sides of the same coin. ●

Joe Holyoak, architect and urban designer



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2



3



4

- 1 Still from *Alphaville*. Lemmy Caution and reflections in glass.
- 2 Still from *Alphaville*. Computer centre in Alpha 60
- 3 Still from *Playtime*. M. Hulot trapped behind glass.
- 4 Jacques Tati's scale models of office blocks on wheels.

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