Proposals for the Policy Study on Urban Planning

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www.urbasofia.eu / ISOCARP VP *AWARDS MARKETING COMMUNICATION*

Geneve 15/12/2014 – UNECE WORKSHOP

Identifying sustainable projects

- To link planning priorities in the city , or in a part of the city, to multi-actor led planning process.
- To define always a local strategic framework (plan, agenda, agreement, pact…) for the area of intervention.
- To create/to work on in all planning phases (design, implementation, use…) a sense of ownership in the citizens: local rooted projects are sustainable and prepare the ground for resilience mechanisms

Involving communities in decision making

- To enlarge the domain of urban policies design. The proper design is in between the:

1. Politicians indications and strategies/demand coming from urban communities/stakeholders

Design of policies look for:

1. Defining methodologies for urban dialogue: providing knowledge to manage complex processes in the/for the city
2. Contemporary issue for local policy in many EU cities:
3. Giving room to re-use of vacant land and buildings: providing second life for abandoned assets in the cities (temporary uses as generator of new economies)

Complex/integrated tools place based

- Integration among policy sectors (horizontal, in terms of policies constructive interactions), harmonizing the diverse policies domains
- Integration among neighbouring municipalities/neighbouring regions (territorial, cross-scalar), promoting cooperation among diverse territorial scales (from neighbourhood, to metropolitan to inter-regional scale)
- Integration among different levels of government (vertical, in terms of governance tiers/horizontal in terms of stakeholders), allowing for multi-level governance
- Integration among projects in operational phases of urban transformation

Public spaces

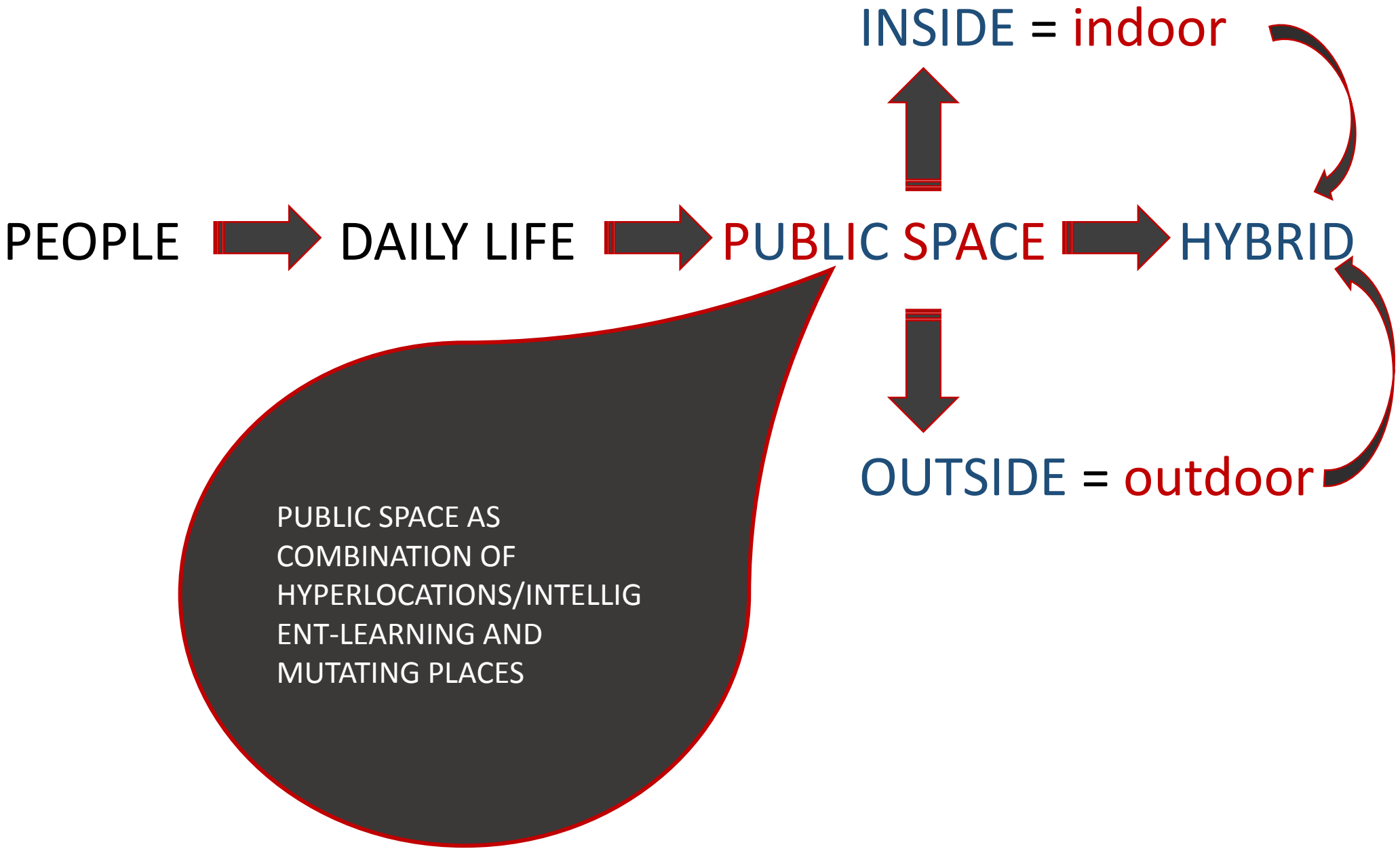
- Public spaces – including streets – are, and must be seen as, multi-functional areas for social interaction, economic exchange and cultural expression among a wide diversity of participants.

- Cities that improve and sustain the use of public space enhance community cohesion, civic identity, and quality of life. The liveliness and continuous use of public space as a public good leads to urban environments that are well maintained and safe, making the city an attractive place in which to live and work.

- Urban planning is not about images, but it is a way to make a difference; it is a framework that transforms a vision into reality using space as a key resource for development and for engaging stakeholders along the way.

A number of examples

- The *i-locate* projects
- The URBACT *TUTUR* project
- The URBACT *Re-block* project


INSIDE = indoor
PEOPLE
DAILY LIFE
PUBLIC SPACE
HYBRID
OUTSIDE = outdoor
PUBLIC SPACE AS COMBINATION OF HYPERLOCATIONS/INTELLIG ENT-LEARNING AND MUTATING PLACES

…TOWARDS HYBRID SPACES

The most obvious sign of this change is that in many Western countries, it no longer makes perfect sense to speak of being online or offline. When the internet was young and just beginning to be a part of our daily lives, it required a certain portion of will to go on the web.

slow internet connections with expensive minute rates

90's

social media and web 2.0

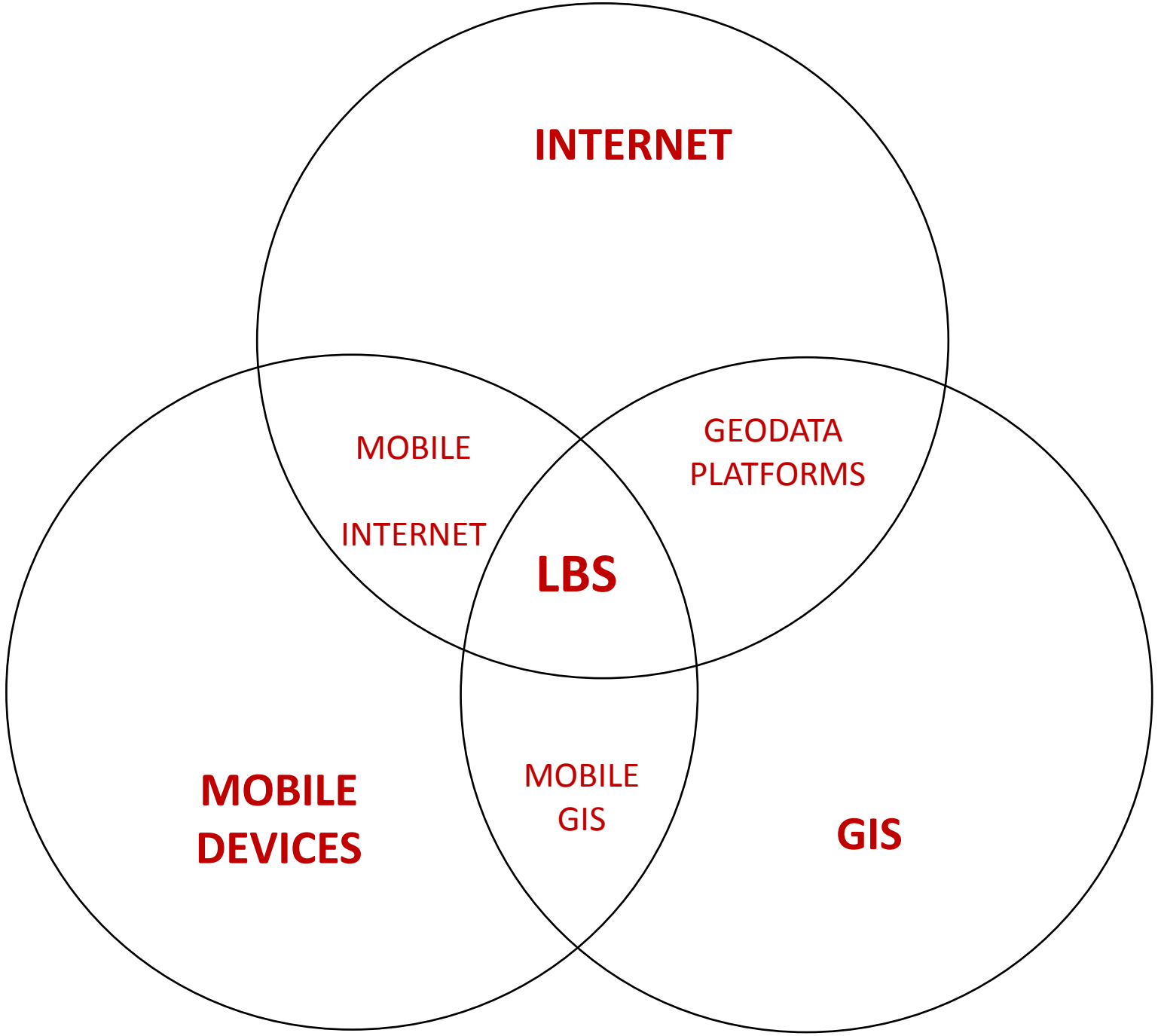
First 10 years of XXI century

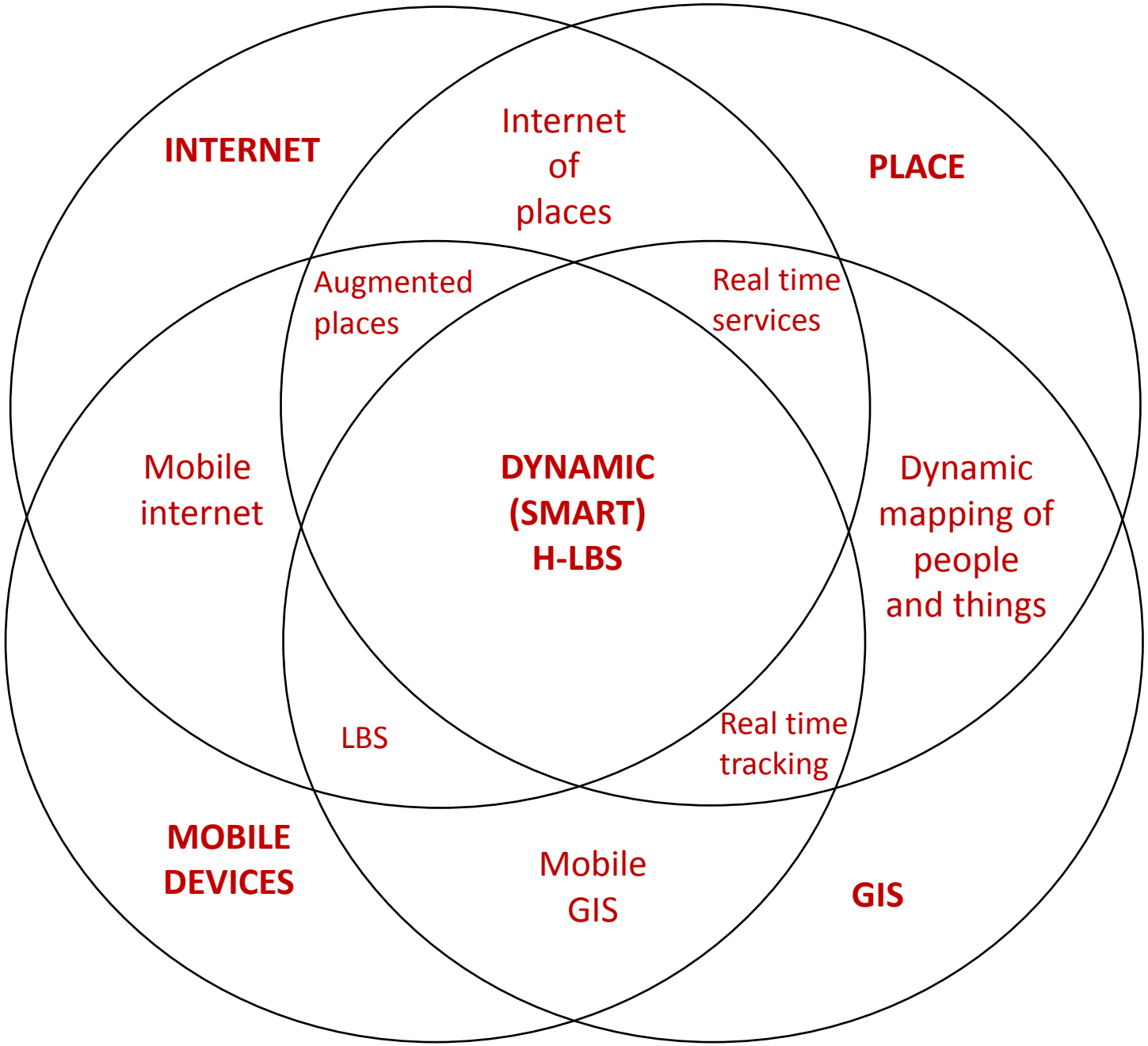
HSs?

Even with your mobile phone turned off and your laptop shut down, you still leave digital footprints that other can follow

Nowadays

http://www.cifs.dk/scripts/artikel.asp?lng=2&id=2022


INTERNET
MOBILE
INTERNET
GEODATA
PLATFORMS
LBS
MOBILE
DEVICES
MOBILE
GIS
GIS



PLACE AS ENVIRONMENT OF DYNAMISMS

Movement of people

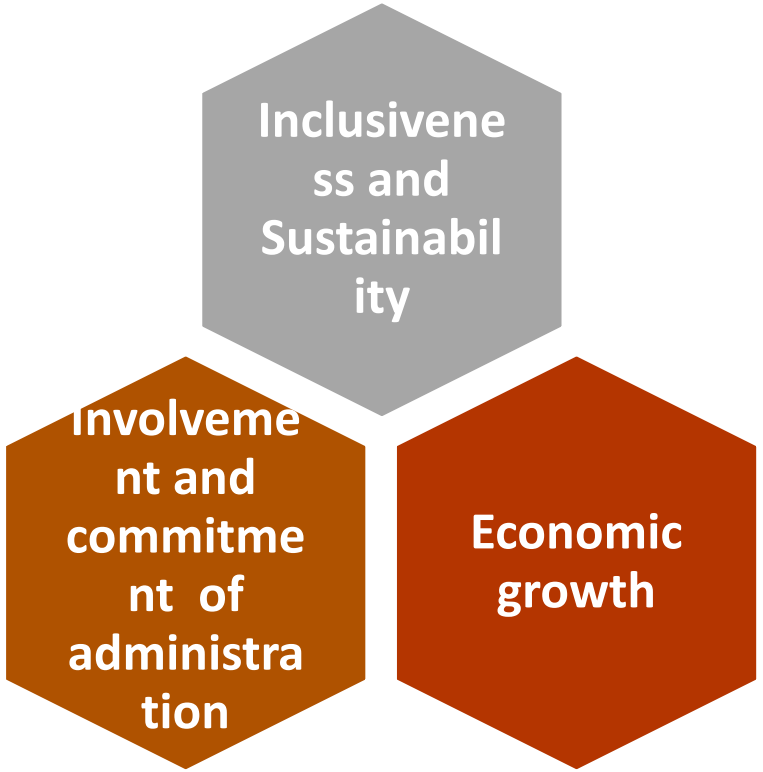
Interaction of things/devices

Interaction with other tracking technologies

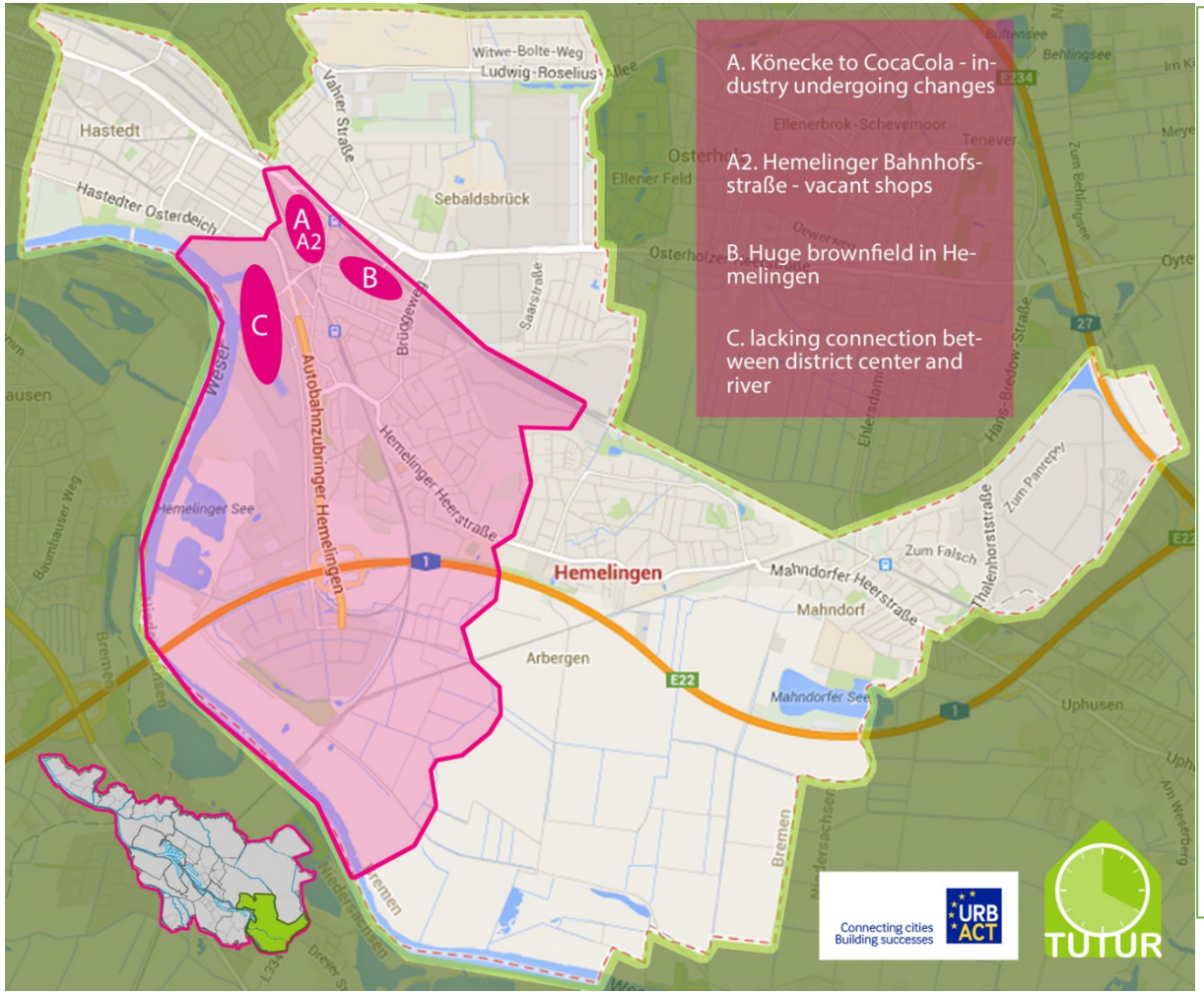
…

1st PART – State of the Art

- **TUTUR:** Introducing the Bremen/ZZZ method of temporary use in urban regeneration for Rome and Alba Iulia by addressing:
  - **The transferability of the practice**
  - **The identification of stakeholders and management methodologies**
  - **The organization of the Local action plan objectives**



STÄDTENETZ “TUTUR”
Das Viertel hemelingen in Bremen, running project:
FIRST SKETCH of LOCAL ACTION PLAN



Problems:

-> big change of urban structure in the centre of the district

-> empty shops and vacant industrial building in the centre

-> bad social indicators

-> weak reputation of the neighborhood

-> lack of connections to the river

strength / arguments for temporary use activity:

-> good connection (via tram) to the innercity

-> good qualitity of vacancy (?)

-> existing partners in the district (? neighbourhood management)

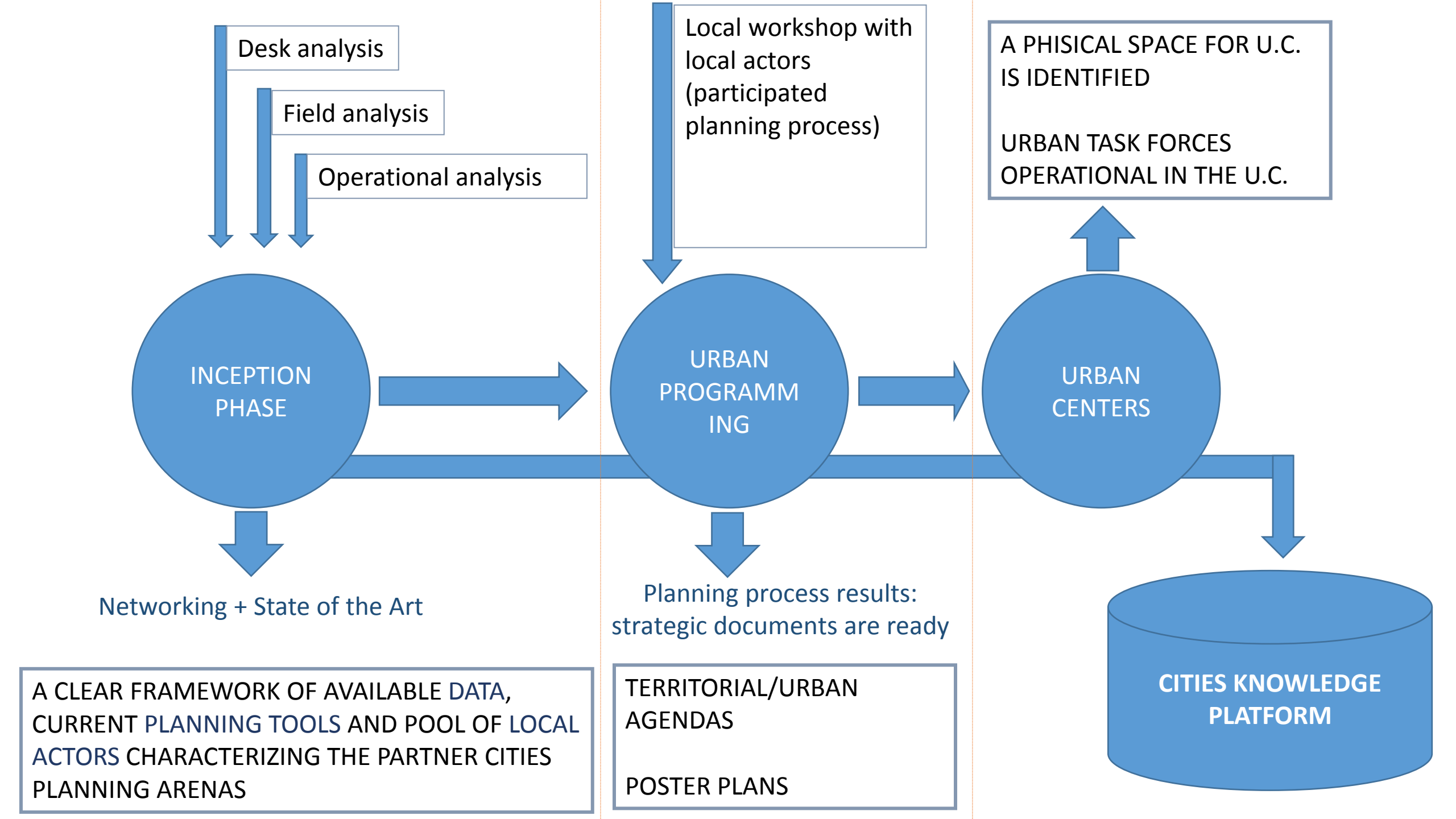
-> will of the local politics to support temporary use projects

2nd PART – Bremen Good Practice

- **BREMEN ZZZ**:
  - "Soft urban policy" in under-used/abandoned areas;
  - Policy cross cutting other planning instruments, while building synergies on specific projects;
  - Promoter of socio-economic and cultural instances within the city, which could not arise in normal free market rules/behaviours;

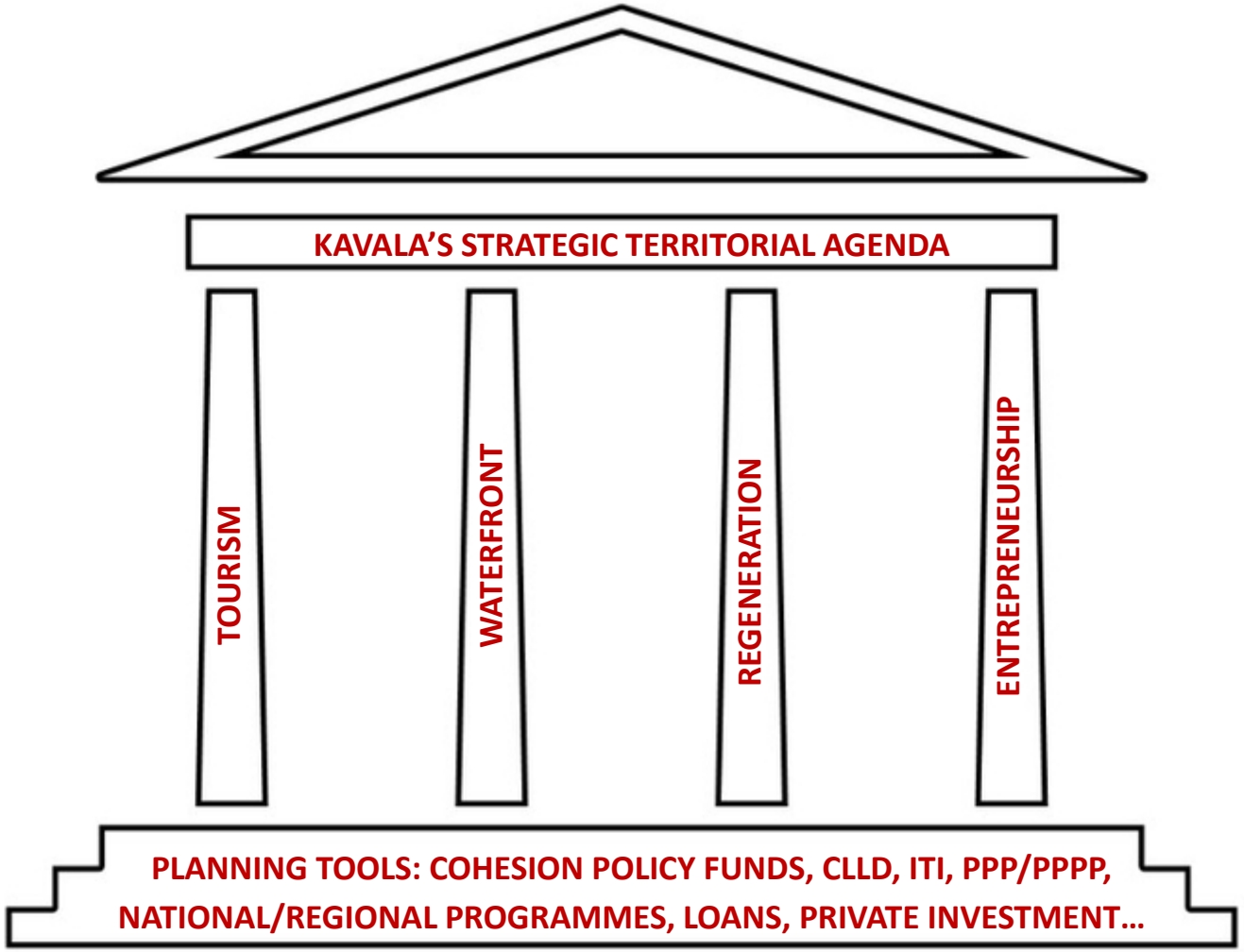
- **SUCCESS FACTORS: Openness, Presence, Local and Planning Knowledge, Multiple Roles, Diversity of the Projects, Structure of the ZZZ Agency.**

European Union
European Regional Development Fund
Connecting cities
Building successes
URBACT
ROMA CAPITALE
ALBA IULIA
WFB Wirtschaftsförderung Bremen GmbH
Wir schaffen Perspektiven


Desk analysis
Field analysis
Operational analysis
Local workshop with local actors (participated planning process)
A PHISICAL SPACE FOR U.C. IS IDENTIFIED
URBAN TASK FORCES OPERATIONAL IN THE U.C.
INCEPTION PHASE
URBAN PROGRAMMING
URBAN CENTERS
Networking + State of the Art
Planning process results: strategic documents are ready
CITIES KNOWLEDGE PLATFORM
A CLEAR FRAMEWORK OF AVAILABLE DATA, CURRENT PLANNING TOOLS AND POOL OF LOCAL ACTORS CHARACTERIZING THE PARTNER CITIES PLANNING ARENAS
TERRITORIAL/URBAN AGENDAS
POSTER PLANS

KAVALA

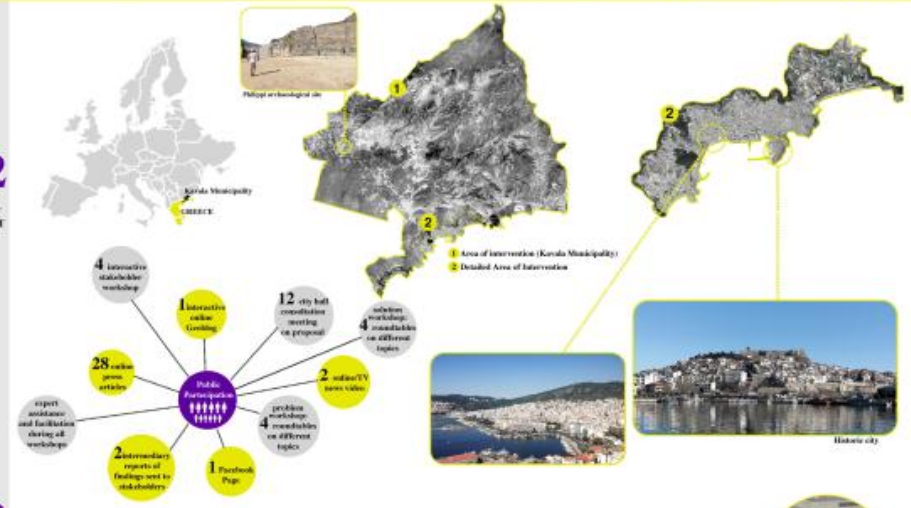
Knowledge and **A**ttitude to **V**alorizing **A**mazing **L**ocal **A**ssets



POSTER PLANS KAVALA

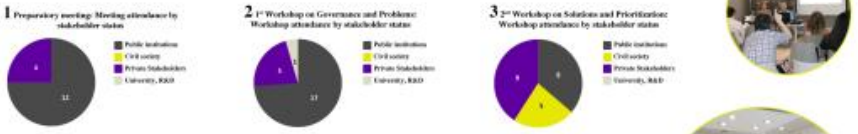
1 Strategic PosterPlan Kavala (GR)

2012
01 DECEMBER START DATE OF STATUS PROJECT



2013
8 OCTOBER PREPARATORY MEETING

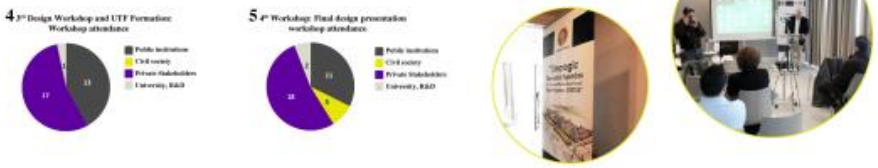
3 DECEMBER 1st WORKSHOP ON GOVERNANCE AND PROBLEMS



2014
18 MARCH 2nd WORKSHOP ON SOLUTION AND PRIORIZATION

19 SEPTEMBER 3rd DESIGN WORKSHOP AND UTF FORMATION

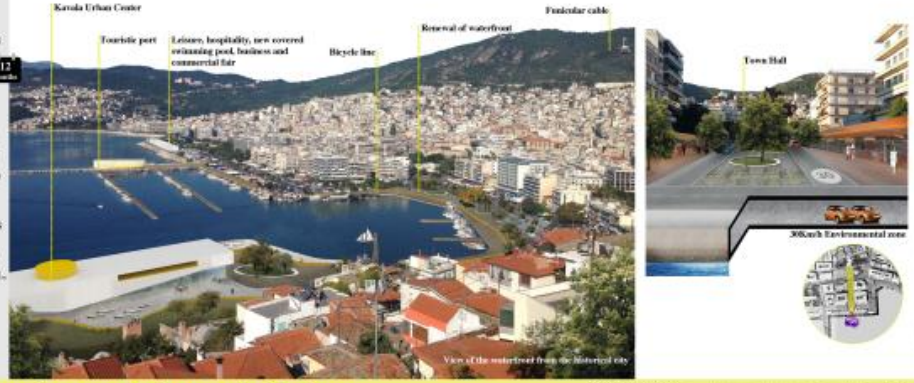
3 OCTOBER 4th WORKSHOP: FINAL DESIGN PRESENTATION



2015
KAVALA URBAN CENTRE

2016
RENEWAL OF WATERFRONT AND UNDERGROUND PARKING

2017
NEW BUILDINGS ON THE WATERFRONT (COVERED SWIMMING POOL, TRADE FAIR BUILDING, KAVALA BUSINESS SUPPORT CENTRE)



analysis and input datas

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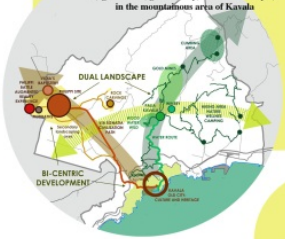
Strategic PosterPlan Kavala (GR) 2

Tourism and Heritage:
The Dual Landscape
- Structuring the agrarian landscape and connecting the touristic nuclei of European importance in the plain area
- Developing soft infrastructure for wellness, outdoor activities and Greek culture experience tourism (agritourism, gastronomy, authentic lifestyle) in the mountainous area of Kavala

Civilisation epicentre + Wellness and nature + Culture in the city



Development of Tourism
- Transforming seasonality into year-round attractively and expansion of the tourism period through flexible and innovative touristic products
- Upgrading, integrating and promoting the existing tourist services, through a common brand approach and the creation of targeted packages
- Expanding target markets through the development of creative alternative products and activities
- Developing sustainable tourism businesses through the exploitation of "distinctive competency" niches: cultural heritage, archaeology and religion, touring and path tourism, therapeutic and wellness, special group tourism

The Waterfront
- A different sustainable and responsible mobility model
- To improve the tourist port
- A new possible paradigm for the sea line use with underground parking platforms and liveable waterfront
- Continuous sea line and cycle line
- Building Kavala Urban Center

Continuous cycle line

Urban Regeneration
- To keep educated youth in town (housing, jobs)
- To diversify economy and stimulate local initiatives
- To connect to the surrounding region (markets and fair)
- To open waterfront (restaurants and leisure service)
- To create new attractions for tourism (public space)
- Renewal of tobacco warehouses in topical site (western and eastern access to city)
- Touristic temporary uses in tobacco warehouses (youth hostel)

Entrepreneurship
- Broaden the economic activities of Kavala based on present resource: tourism, agriculture, energy, health care and wellness, transport and logistic
- Cluster Development stimulate innovation and cooperation
- Stimulate creation of new business models especially for tourism
- Create smart communities: observatories would empower business environment and public intervention

Start incubators (focus on key industries: tourism, energy, food)

How?

Urban Center

Kavala busines support center

Kavala cooperation between: Public sector (city of Kavala, Port) Science (TEI) People (residents from Urban Center) Industry (chamber of commerces, technical chamber, egnatia aviation, banks)

2018
FUNICULAR CABLE

2030

agenda and output projects

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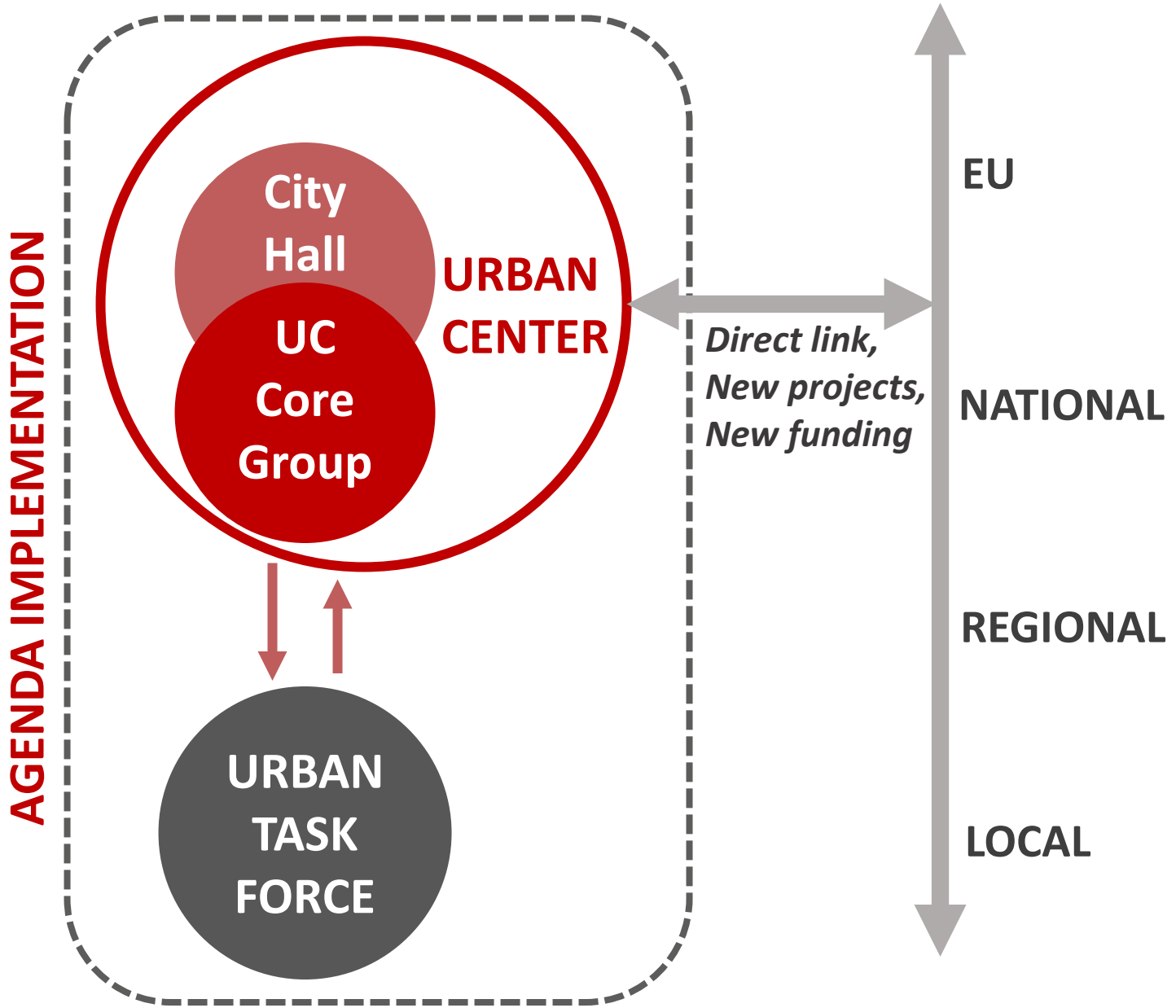
PRIORITY 0 – KAVALA URBAN CENTER

1. The Kavala Urban Center (KUC) is a tool for public participation and support to the local community (creating and implementing own urban development projects responding to the community's needs).

2. The KUC Core Group will coordinate with the UTF for the implementation of the Strategic Agenda of Kavala, but it will also develop new initiatives

3. The KUC will activate on an European level: it will be in constant contact and cooperation with all administrative layers, facilitating the link between local needs and European, national, regional and local funding and tools