Proposals for the Policy Study on Urban Planning

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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
PUBLIC SPACE AS COMBINATION OF HYPERLOCATIONS/INTELLIGENT-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

social media and web 2.0

First 10 years of XXI century

Nowadays

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

HSs?
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 quality of vacancy (?)
-> existing partners in the district (?)
-> 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.
A CLEAR FRAMEWORK OF AVAILABLE DATA, CURRENT PLANNING TOOLS AND POOL OF LOCAL ACTORS CHARACTERIZING THE PARTNER CITIES PLANNING ARENAS

Desk analysis
Field analysis
Operational analysis

Local workshop with local actors (participated planning process)

Planning process results: strategic documents are ready

A PHYSICAL SPACE FOR U.C. IS IDENTIFIED
URBAN TASK FORCES OPERATIONAL IN THE U.C.

CITIES KNOWLEDGE PLATFORM

TERRITORIAL/URBAN AGENDAS
POSTER PLANS
Knowledge and Attitude to Valorizing Amazing Local Assets

Planning tools: Cohesion Policy Funds, CLLD, ITI, PPP/PPP, National/Regional Programmes, Loans, Private Investment...
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.