



BECOMING LOCAL

The atomising society and public space - the case of post-socialistic territories

June 2014

A dark grey world map composed of small white dots, serving as a background for the main text.

**The value of public space in the context of urban regeneration
process of destructured industrial urban areas**

**Sustainable reclamation of industrial urban areas in Bucharest City
for creative connections**

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What is the role of public space in fostering strong local identity?

2

Can (and should) urban regeneration process of destructured industrial urban areas provides quality public facilities?

1

CONTEXT

URBAN REGENERATION of *destructured industrial areas*

Urban regeneration, also called urban revitalization, urban renewal and urban renaissance, is the field of public policy that addresses such urban issues as economic decline, environmental decay, community dereliction, growing unemployment and social problems caused by these urban issues.

five different roles which physical (urban) regeneration may play

- 1. removing constraints;
- 2. leading the change;
- 3. building on opportunities;
- 4. supply side investments;
- 5. integrated socio-economic and physical renewal.

Urban regeneration is concerned with

- regrowth of economic activity
- the restoration of social functions
- and the restoration of environmental quality

It requires an integrated vision and action which leads to the resolution of urban problems and which seeks to bring about a long-term improvement in the economic, physical, social and environmental condition of an urban area

Reasons for the city's success in regenerating itself can be identified in:

- a. the creation of an Development Agency;
- a. a stable (and strong) local (government) administration;
- b. the ability to create partnerships;
- c. a strategic approach.



STRATEGIES → traditional approaches of urban regeneration

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Urban regeneration STRATEGIES

Flagship projects / Prestige developments

Flagship projects
prestige development

It was usually an exceedingly large mixed-use scheme, with a commercial emphasis and bringing with it major infrastructure and land reclamation benefits.

Community empowerment

popular mechanism for empowerment is through the development of local enterprises that employ people (local labor preferable) so that they can gain from their participation in the local economy and develop skills for the future

Partnerships

Public organizations
For-profit private sector organizations
Not for profit private sector organizations

BIRMINGHAM Brindleyplace (early 1990)

LIVERPOOL the Albert Dock development

ROTTERDAM the Kop van Zuid key-project

Beurstraverse

Wilhelmina Pier project

local authorities have teamed up with private actors such as the ING bank in the redevelopment of public space.

acknowledged the importance of public space, but also acted on this notion by regarding the redevelopment of public space as an essential part of their urban regeneration strategy rather than performing a secondary or supporting role

DUBLIN

O'Connell Street

investment in the public realm was used in an attempt to entice further investment from private sources

THE RUHR REGION Duisburg Inner Harbour

Emscher Park IBA

KARLSRUHE the Center for Media Technology and the Arts



Next THE FRAMEWORK —> Institutional and financial condition for urban regeneration projects

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Urban regeneration STRATEGIES

Institutional and financial condition for urban regeneration projects

The formula - national or regional level + set of policies = the strategic context (in which a more local, metropolitan or municipal authority has an equal will and power to create and use a specific mechanism)

ROTTERDAM	Kop Van Zuid	Docklands / Residential / Industrial / Commercial Docks	Mixed commercial / Residential / Leisure / Recreational Waterways
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The plans for and the implementation of the strategy are undertaken by the city council
 The partnership that runs the project is made up almost exclusively of public sector bodies

Lille	Euralille	Gardens / Coach Station / SNCF land	Offices / Retail / Hotel / Leisure
	Haute Borne	Greenfield	Science Park
	Site de L'Union	Industrial	Housing / Culture / Leisure
	Euratechnologie	Industrial	Technology Center
	Eurasanté	Hospital land	Higher Education

The main organisation for the management and delivery of both the Euralille and Roubaix-Tourcoing Grand Project Urbain has been a *société d'économie mixte*

The partnership that runs the project is made up of representatives of all government agencies that have an interest in the project, local companies and organisations such as the chamber of commerce



Next - THE ROLE OF PUBLIC SPACE

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PUBLIC SPACE & URBAN REGEN

FOSTERING STRONG LOCAL IDENTITY

Public spaces (including high streets, street markets, shopping precincts, community centers, parks, playgrounds, and neighborhoods spaces in residential areas)

.... are places where people can display their culture and identities and learn awareness of diversity and difference; opportunities for children and young people to meet

connection between entrepreneurial approaches to urban regeneration and the privatization of public space

Public facilities for creative connections in the city

Research and education capacities

Information resources and communication channels

Cultural facilities

artists as regenerators

Promoting neighborliness and social inclusion

public space as a venue for social events as a 'social glue'

Public space generates (strong) community cohesion

The urban policy implemented in Barcelona in the 1970s also demonstrated the importance of public open space in urban regeneration process

THE ROLE —————> public space can act as a "social glue"



Next - THE VALUE OF PUBLIC SPACE

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THE
VALUE
OF
PUBLIC
SPACE

THE VALUE OF PUBLIC SPACE

Public spaces play a vital role in the social life of communities

the (social) value of public space is wide ranging and lies in the contribution it makes to
“people’s attachment to their locality and opportunities for mixing with others, and in people’s memory of places”

Public facilities for creative connections in the city

Places can provide opportunities for social interaction, social mixing and social inclusion, and can facilitate the development of community ties

Cities and neighborhoods could not survive without spaces in which all kinds of personal, cultural and economic exchanges occur

Local (high) streets in areas outside town centers

generally found to be inclusive places, serving a wide range of their communities in surrounding residential areas

any people coming on foot to buy goods and access facilities as well as meet friends

Neighborhoods spaces and market areas

Some places are especially important for particular groups within the community

Public spaces facilitate the exchange of ideas, friendships, goods and skills

The urban policy implemented in Barcelona in the 1970s also demonstrated the importance of public open space in urban regeneration process



Next - THE BUCHAREST CITY ISSUE (promoting and capitalizing the existing industrial heritage)

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BUCHAREST
CITY
ISSUE

SUSTAINABLE RECLAMATION OF INDUSTRIAL URBAN AREAS IN BUCHAREST CITY

METHODS FOR THE IMPLEMENTATION OF URBAN REGENERATION IN DESTRUCTURED INDUSTRIAL URBAN AREAS

Urban regeneration of destructured industrial urban areas can have various possible effects

- ❑ development of economic activities
- ❑ transforming those areas into quality public spaces
- ❑ or may be retained only as land reserve for future development of the city

Bucharest Municipality problems and challenges

PUBLIC SPACE

perceived in many cases as a "no man's land", on which no one has any responsibility, and worse, abusive and intensely disputed by different individuals

DEROGATORY URBAN PLANNING

LACK OF COORDINATION

diffuse competencies and legislative contradictions

number of **factors** and **key elements** in the planning and implementation of urban regeneration of industrial areas

public space can act as institutional and spatial correlation of the principles

creating a clear operational framework and specific planning instruments

Integrated development assessment through the industrial area capability to join in a functional network at municipal or metropolitan level



Differences in development potential between various industrial sites →

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Bucharest City INDUSTRIAL HERITAGE

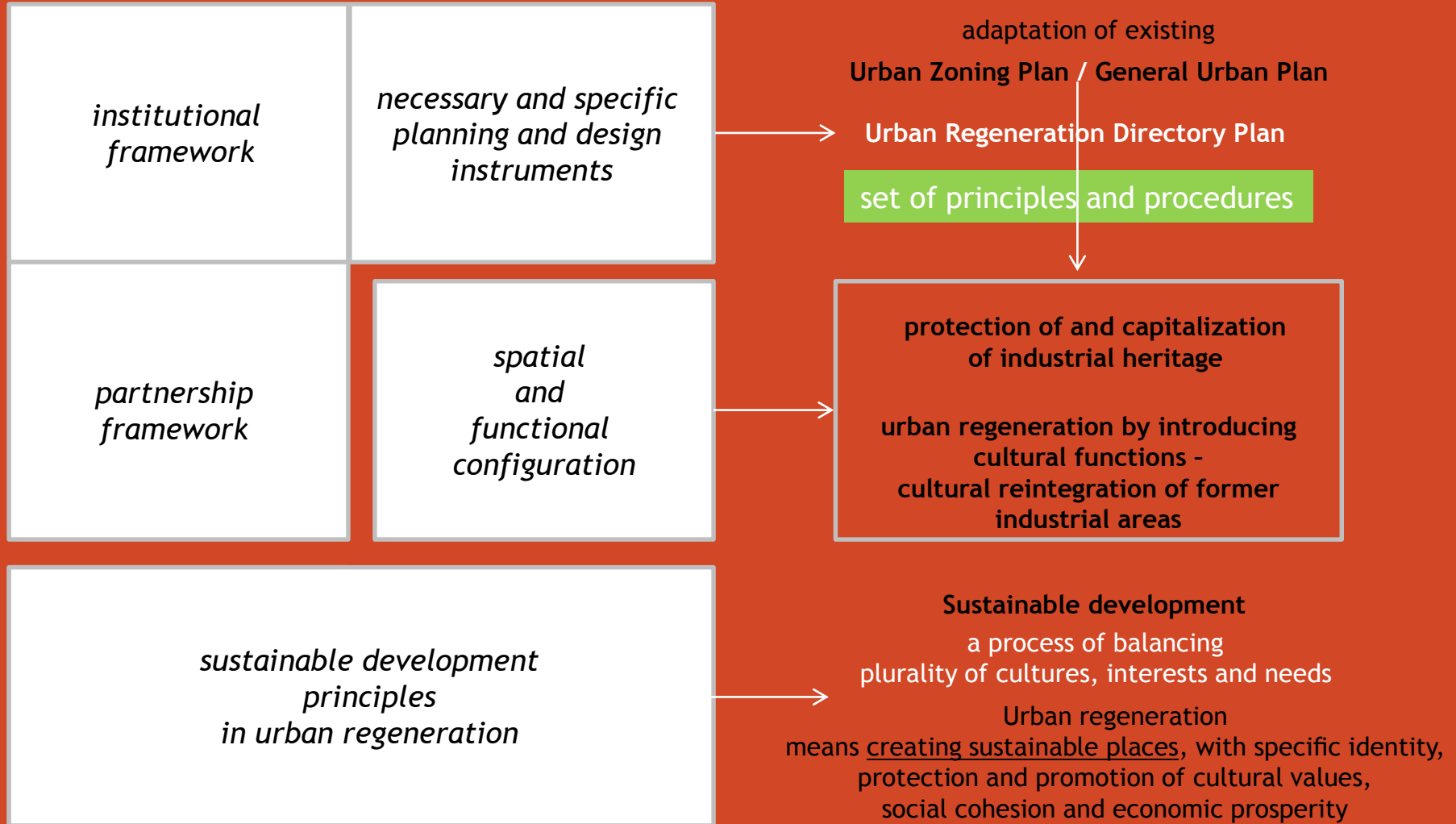


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RECOMMENDATIONS regarding the methods of implementing the urban regeneration of industrial areas in Bucharest

Outlining the framework for actions on industrial areas of Bucharest



Next - IDENTIFYING THE PRIORITY CATEGORY OF INDUSTRIAL URBAN AREAS

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Next - SUSTAINABLE DEVELOPMENT - positive re-use of redundant buildings



Conservation

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! access and availability - good physical access, welcoming spaces

! invitations by peers and others - embedded in social networks to encourage use

! choreography of spaces by discreet good management while also leaving room for self-organisation

! moving beyond mono-cultures - encouraging diverse groups and activities to share common spaces; and

! avoiding over-regulation of design and space, as security and well-being are more likely to grow out of active use

Outlining the framework for actions on industrial areas of Bucharest

Urban Zoning Plan / General Urban Plan

Urban Regeneration Directory Plan

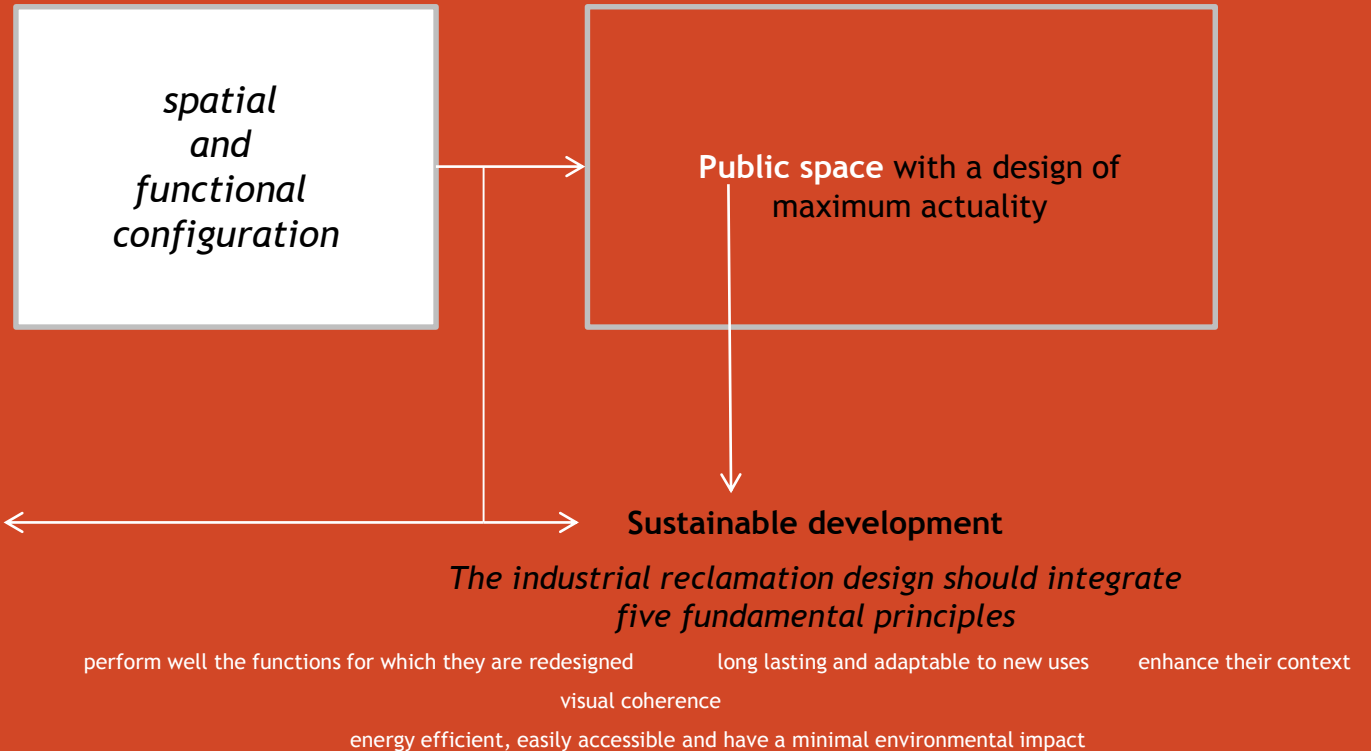
Social Directory Plan

Environmental Directory Plan

Urban Zoning Plan

The Design of Public Spaces Standard

urban design as a transformative instrument in the regeneration process



Inclusive design

Playful spaces

Self-regulation and respect

The industrial reclamation design should integrate five fundamental principles

perform well the functions for which they are redesigned

long lasting and adaptable to new uses

enhance their context

visual coherence

energy efficient, easily accessible and have a minimal environmental impact

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The Bucharest City success formula

regional strategic framework
+
strong local administration
(and use of partnerships)
+
coherent urban regulations
(through urban regeneration specific local instruments)
(urban design standards)
=
QUALITY PUBLIC SPACES in Bucharest

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