

Alternative approaches to place-making from around the world

Norfolk Trust Fellows 2010/11
Patsy Dell & Sarah Longlands



Norfolk Charitable Trust



Centre for Local
Economic Strategies

Objectives of the 2010/11 Research

- To identify exemplars of planned communities internationally and unpack the drivers for these new communities
- To understand more about the role of the private, public and social sectors in the planning, design and implementation of a planned community
- To capture examples of transferable practice in the development of planned communities, particularly in relation to renewable energies, low carbon transport, community participation, social enterprise, effective governance, high quality design and alternative economic growth models.
- To gather perceptions of what professionals from a variety of contexts understand as the ingredients for a resilient and successful community



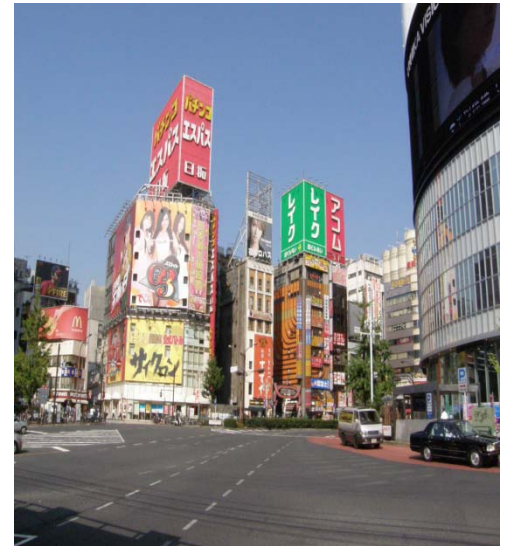
Better places in Europe...

- Localised energy supply, particularly solar energy – part of the design process
- Public transport
- Integrated land use
- Stronger public sector technical and political leadership - sets the framework within which the private sector operates
- Closed loop resource management
- High quality public realm and shared space
- Economic and environmental symbiosis

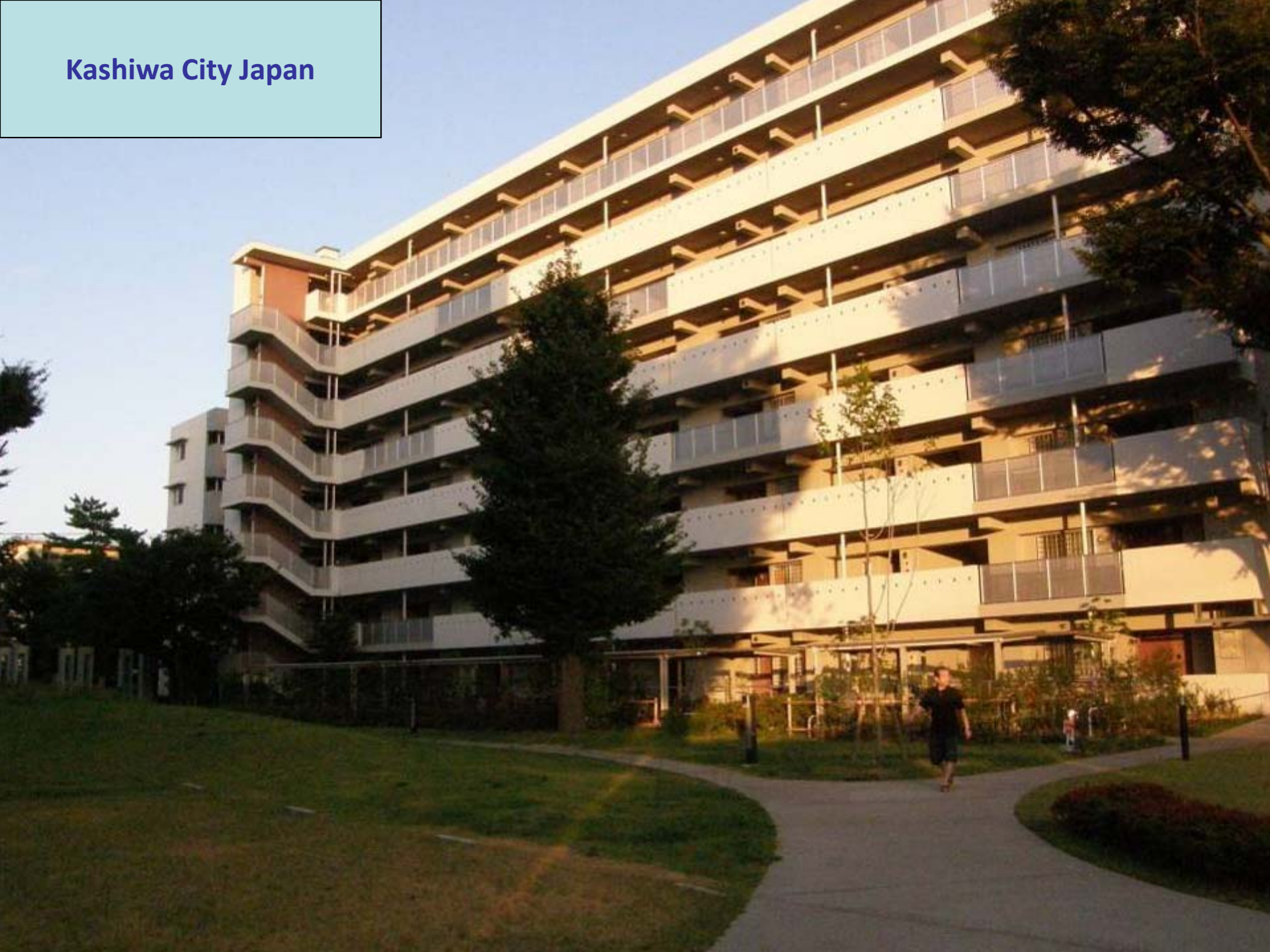


Better places in Asia...

- the 'U'City – ubiquitous technology – do everything at the touch of a button!
- Civic pride - being the most ambitious, the biggest, the best the most futuristic
- What makes places 'better' or resilient is a moving target – changes all the time
- Convenience 'benri' in order to access services
- Planning for demographic change – for an ageing population, creating mixed communities for the whole community



Kashiwa City Japan



Better places in South America...

- Seeing those who are poor as part of your area not peripheral or a problem to be dealt with
- Good quality information and data about the areas you are trying to support
- Quality infrastructure and access to services
- Importance of genuine community engagement
- Security and safety
- Communities need a strong sense of purpose
- Return to socialist utopia – (Venezuela)



Urban Acupuncture in Sao Paulo



A different approach in Barrio cities of Venezuela?



Curitiba – ‘the world’s most liveable city’ ‘A city designed for people not planners’



International place-making findings

- **Trying something, taking the risk, tackling the challenges** e.g. key focus on design quality in the UK, carbon shift in Sweden, convenient living in Japan,
- **Universal desire for communities to be engaged** in the planning of their neighbourhoods – localism in the UK, machizukuri in Japan, door to door in the favelas of Sao Paulo and the barrios of Caracas
- **Universal keys to success** – strong planning system and visionary political and technical leadership. Successful placemaking is the responsibility of the public, private and civil sectors working together
- **Resilient communities need long term planning** at the outset and anticipation of the life cycle stages and maturation of its residents – need to ensure diversity of households in all communities at all times
- **Changing the mindset about the purpose of planning as the deliverer of placemaking** – a creative, functional and competent process
- **Symbiotic relationships** - need for greater symbiosis between planning, economic development and the environment