

School of Architecture



REGENERATION OF INDUSTRIALISED AREAS



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Portsmouth Historic dockyard UK

STOA workshop

EU ERSC- Brussels 26.02.19

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2. Brownfield potential – regeneration
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1 Industrialised sites- urban design considerations



Belfast redevelopment plans Broadway Maylan architects

Urban design is a necessary and distinct feature of Regeneration effort
(Hubbard 1996) Important role of urban design in a regeneration context

Hard Branding- tactics such as flagship development of museums theatres and redeveloped public spaces (Evans 2003) -Entrepreneurial governance and urban design practice is necessary for successful regeneration

1 Industrialised sites- urban design considerations



Portsmouth Historic dockyard a mixture of an industrialised and a heritage site

Heritage can also be commodified– **place marketing** – architecture and urban design strategies are aligned with place marketing to attract tourists

(Griffiths 1998) Urban design can be seen as a mechanism to attract certain social groups back to a devalorised city space as manufacturing has moved out of city centres

1 Industrialised sites- urban design considerations

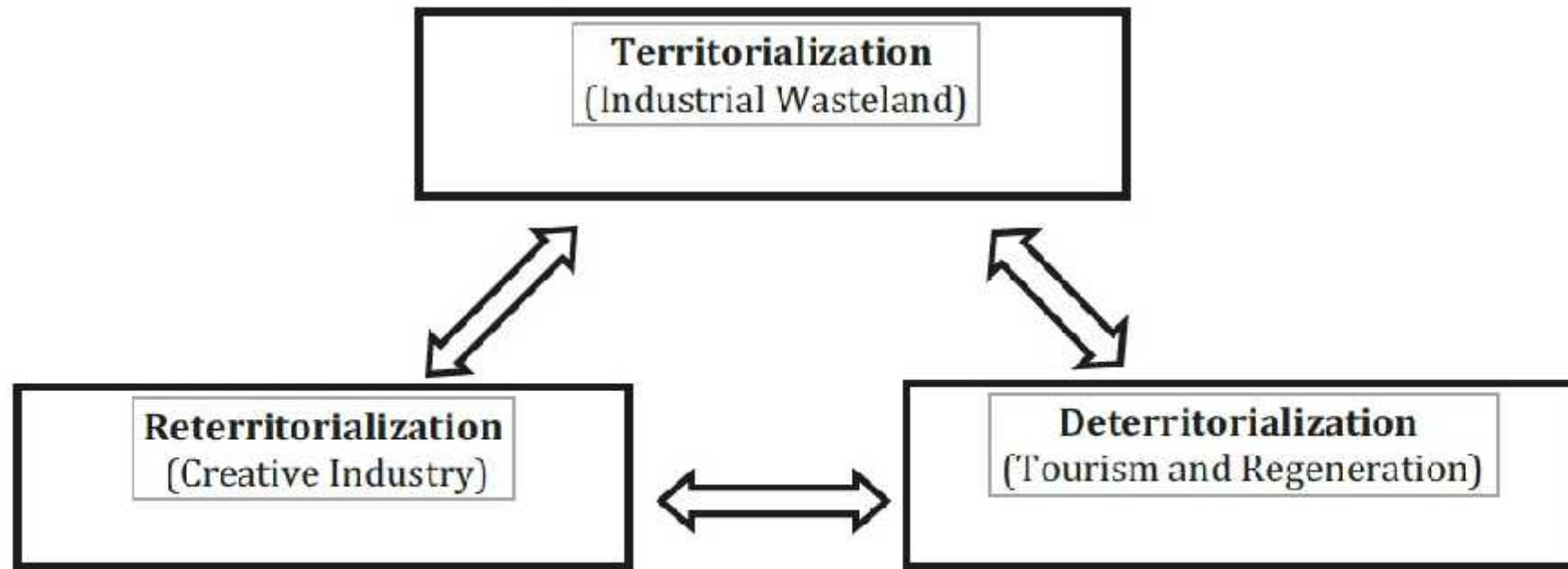


Fig. 1. The life cycle model of industrial heritage development.

A life cycle model of industrial heritage development

Philip Feifan Xie *Annals of Tourism Research* 55 (2015) 141–154

2. Brownfield potential – regeneration



<https://theconversation.com/> Olympic park London

They are sites within cities and countryside that have had a previous economically viable use and are now vacated and can be contaminated by previous use- normally industrial use,
Defined as previously developed land – in the US contaminated land

2. Brownfield potential – regeneration

There are many examples in Europe where socio economic and political change has resulted in an increase in the number of brownfields also when there are changes around local policy decisions around land use and economic investment frameworks change. Baltic Urban Lab:



Pilot sites



Policy making



Integrated planning and partnerships

2. Brownfield potential – regeneration

- Baltic Urban Lab:



Inner harbour
Norrköping, Sweden



Itäharju-Kupittaa area
Turku, Finland



Skoone Bastion area
Tallinn, Estonia



Mūkusalas street
Riga, Latvia

2. Brownfield potential – regeneration

Social environmental and symbolic values of brownfield sites are important and the quality of life of the population.

Many communities have settled around these sites and the continuity of their community is important beyond the use of the site and its function as a place for employment



3. Industrial heritage- creating character



Industrial heritage:

“the development of touristic activities and industries on man-made sites, buildings and landscapes that originated with industrial processes of earlier periods” (Edward and Llurdes 1996)

Why is it relevant- to **create character which offers distinction** for future development.

These industrial landmarks represent **collective memory in contemporary society**

As tourist attractions they engender a useful tool to **educate tourists** in histories of economic production

They embody a distinctive **place identity** to shape the character of these former industry centres and can inform the future identity of post-industrial communities

3. Industrial heritage- creating character

The change of these sites leave behind a range of former industrial Buildings which offer a possibility for new attractions. This adaptive re use is sustainable – reusing old buildings and materials and offers an historic context and character for future use

The Tate Modern London –the former Bankside power station in 1996 became A Gallery transformed by Herzog De Meuron Architects as part of a redevelopment of the South bank with funding from the English Partnerships regeneration agency Since it opened in 2000 more than 40 Million people have visited

Photo © Marcus Leith, Tate Photography



3. Industrial heritage- creating character

Guinness factory Dublin Redevelopment planned St James gate Urban development



These sites vary from geographically isolated mines / quarries to distillery districts in inner city areas to manufacturing sites in Birmingham, to ship building sites along ports in the UK and Europe. They all have in common a change in manufacturing , use of more technology and machinery and relocation of these activities beyond city centres or in a global market to new locations.

3. Industrial heritage- creating character



Priorities of industrial heritage

1 Powerful advocacy in promoting the cause

2. Working with the voluntary advocacy organisations, supporting their campaigns, endorsing their visions

3. Securing the future of those sites pre- served by the voluntary sector

4. A focused programme to secure the future of those long-outstanding conservation conundrums, the key industrial buildings and sites at risk

5. A determined programme to designate the invisible industrial heritage

6. To press the case for designating post-war industrial buildings

Historic England conservation bulletin issue 67 autumn 2011

3. Industrial heritage- creating character

- **Adaptive re-use** has been the salvation for many redundant industrial buildings. It must be underpinned by a proper historical understanding of the site and its contribution to the overall character of its surroundings and its future contribution to the sustainable development of that area and community Hamburg concert hall – a cocoa factory reinvented- Herzog and de Meuron



3. Industrial heritage- creating character

Images : http://www.999photos.com/uk/custard_factory.php



Research undertaken as part of the **Industrial Heritage at Risk** project has identified that one of the best ways to retain the character of former industrial buildings is to start to make them structurally sound and weather tight. At Birmingham's Custard Factory and the Bristol Paintworks this minimalist approach has encouraged enlightened developers to refurbish significant groups of Victorian buildings rather than sweep them away- Architect Glenn Howells
(Heritage at Risk- survey by Historic England)

3. Industrial heritage- creating character



Source: <http://science.howstuffworks.com>

The Eden project Cornwall in an area suffering from high unemployment after loss of mining industries regionally inspired by Tim Smit and designed by Architects Grimshaw- a project that reused a redundant quarry , used an innovative idea for a business to develop a tourism and a new eco environment with an innovative design. There are new Eden sites now in China in Qingdao

3. Industrial heritage- creating character

Adaptive re-use

Cell Block studios Historic Dockyard Portsmouth – re use of a redundant listed prison- partnership between University + Regional development policy + Dockyard to create new employment opportunities in redundant buildings



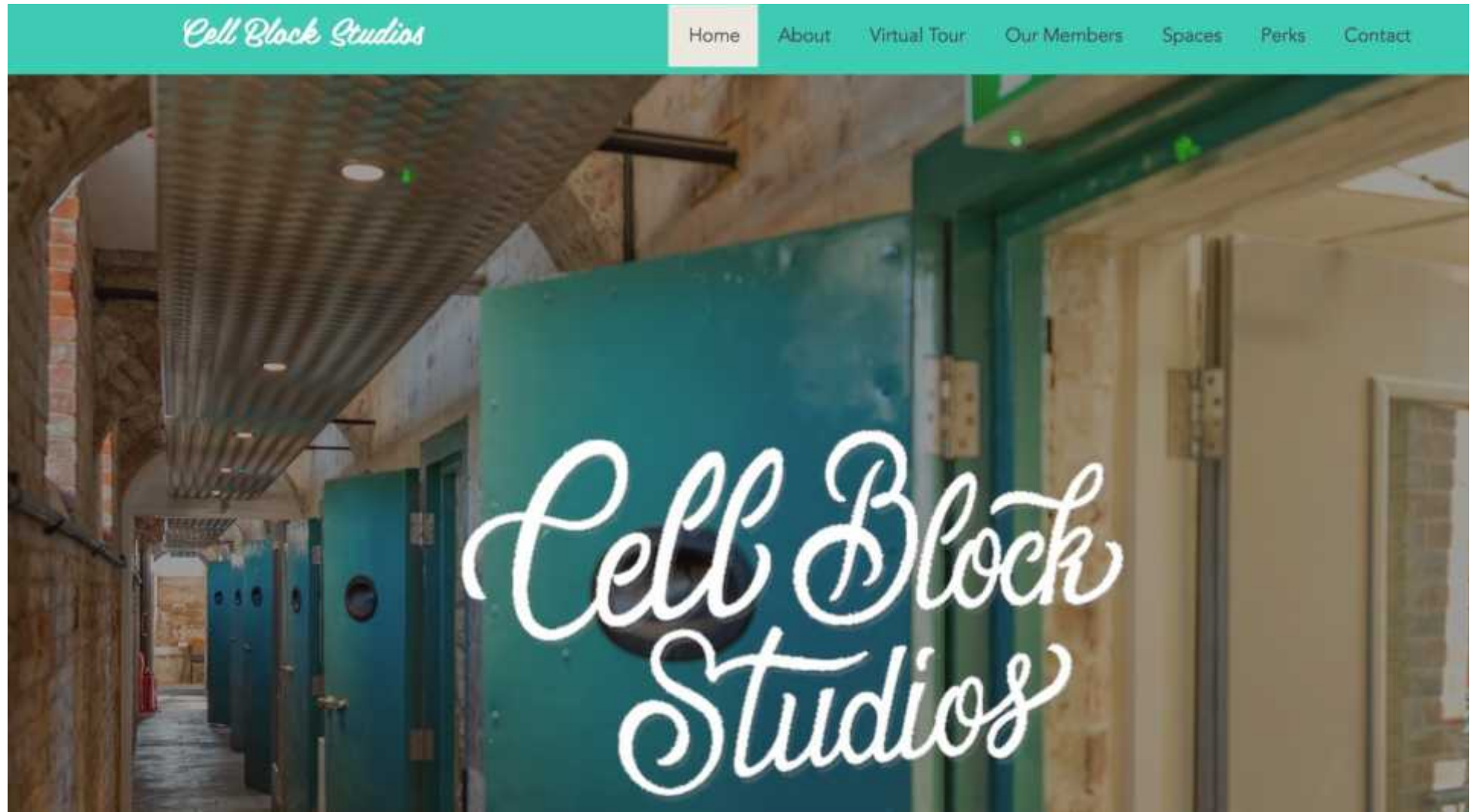
3. Industrial heritage- creating character



Adaptive re-use

Cell Block studios Historic Dockyard Portsmouth –

re use of a redundant listed prison- using historic character as branding



3. Industrial heritage- creating character

Adaptive re-use

Reading gaol- re use of a historic building with restrictive re- use – to create new employment and cultural opportunity and revive a part of the town centre



3. Industrial heritage- creating character

Adaptive re-use

Reading gaol - Theatre and mixed use proposed development

The story of the past informing future distinction of Place



Plans to turn the prison where playwright Oscar Wilde was an inmate into a theatre have received financial backing by Arts Council England (ACE).

KEY DEVELOPMENT QUESTIONS



- How should the Gaol integrate with the rest of the historic context - Abbey Quarter –urban design, key views, pedestrian access routes, signage?
- What opportunities are there to improve the Goal's setting and to link to wider regeneration plans?
- What uses would best fit with the Abbey Quarter vision and make sense of the site's rich heritage?
- How can we ensure that proposals are distinctive and respond to the site's unique character and history?
- How can public interpretation and understanding of the abbey archaeology and the prison heritage be developed for the Gaol?

4 Future use- visioning

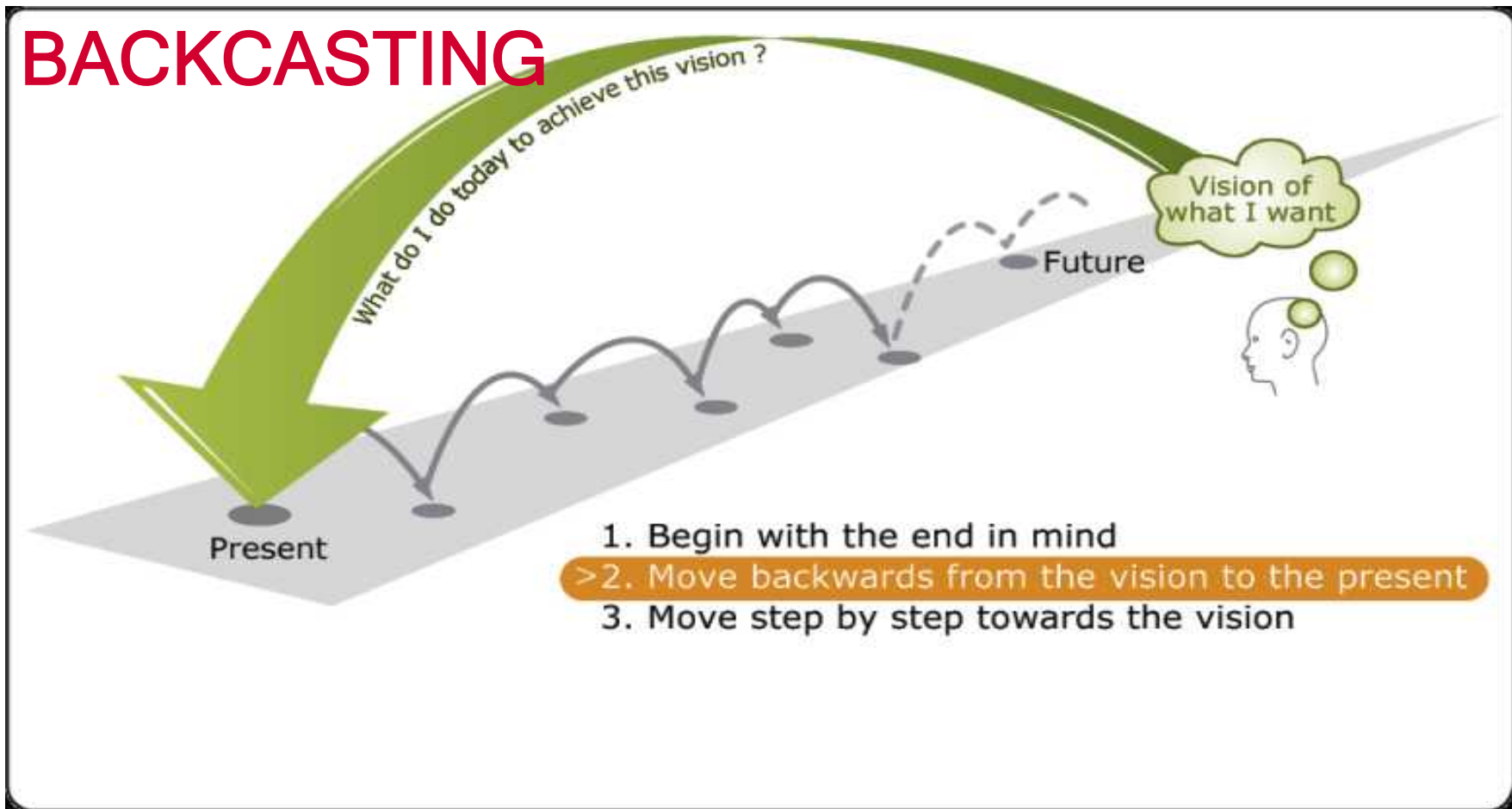
QUADRUPLE HELIX': URBAN INNOVATION

“Open Innovation 2.0 (OI2) is a new paradigm based on a Quadruple Helix Model where government, industry, academia and civil participants work together to co-create the future and drive structural changes far beyond the scope of what any one organization or person could do alone. This model encompasses also user-oriented innovation models to take full advantage of ideas’ cross-fertilisation leading to experimentation and prototyping in real world setting.” (EU, 2018)

(<https://ec.europa.eu/digital-single-market/en/open-innovation-20>)



4 Future use- visioning



‘Generating a desirable future, and then looking backwards from that future to the present in order to strategise and to plan how it could be achieved’ (Vergragt & Quist, 2011)

SMART AND SUSTAINABLE READING 2050

- Started in 2013
- Builds on previous work (Reading 2020 and 2030 visions)
- Environment, economy and lifestyle
 - How could Reading be smart and sustainable?
 - What would low carbon living look like?
- Physical infrastructure, growth and development
 - What will be the key urban growth areas?
 - What are Reading's key infrastructure requirements?
- Partners: Barton Willmore, University of Reading, Reading UK
- BIS Future Cities Foresight Programme (2065 City Visions)



READING (GREATER READING)



- Geographic focus & varying definitions
- Reading/Wokingham Urban Area (plus Arborfield, Woodley, Theale, Crowthorne, & Earley)
- Population: 318,014 (2011)

PUBLIC AND COMMUNITY PARTICIPATION IN VISIONING



‘...DRIVEN BY THOSE WHO LIVE, WORK AND SHAPE OUR CITY...’



Since then we have engaged with a broad spectrum of people and businesses, to develop and test ideas, consulting over 21,000 members of the local community, some 350 local business representatives and hosting 15 events to discuss and shape the opportunities for Reading.

21,000
MEMBERS
OF THE LOCAL
COMMUNITY

15
EVENTS

350
LOCAL
BUSINESSES



THE CIVIC UNIVERSITY

Reading 2050 image Barton Wilmore



LIMITLESS POTENTIAL | LIMITLESS OPPORTUNITIES | LIMITLESS IMPACT

A City of Culture & Diversity

A city that delivers heritage, arts and cultural opportunities which are accessible to people of all ages/backgrounds and supports the evolution of stronger communities with a clear sense of place, city-wide.



CONCLUSIONS

- Role of innovative urban design
- Opportunity of Industrial Heritage and tourism
- Partnerships – stakeholders- community- investors- regional and local policy makers
- Complements existing plans and strategies
- Engage communities in the process
- Establishing a Vision for investment- Continuing process...

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THANK YOU



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