



Upstream participation: Public-private partnership

Kevin Murray

Chairman, Academy of Urbanism

Director, Kevin Murray Associates

consultation: good or bad experience?













presentation

Strategic approach: 'upstream'

1 Public led

2 Public, anticipating private

3 Private, alongside public

4 Public, private together

Summarise key lessons

constant change

Technology + Design

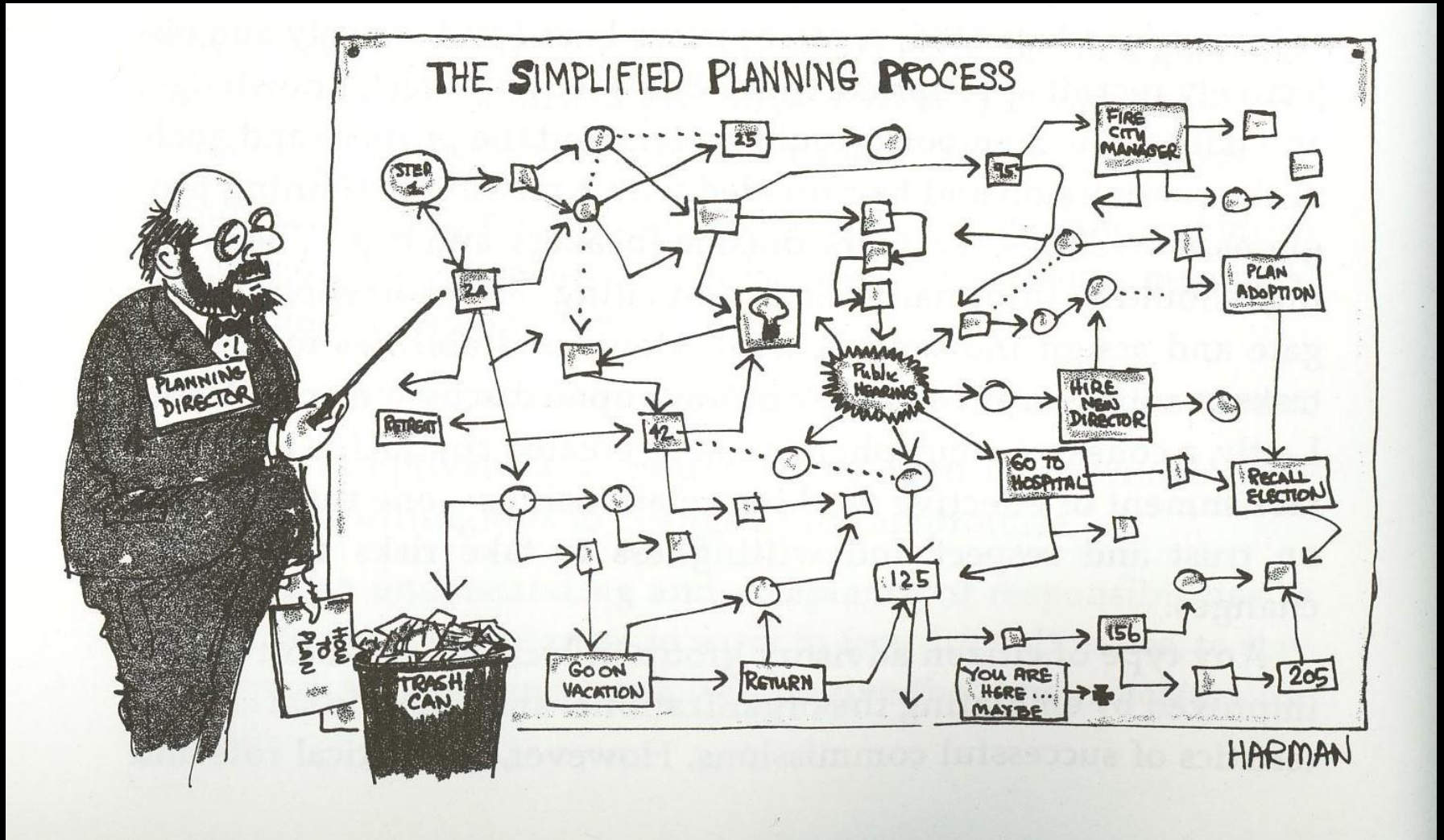
Lifestyle, expectations

Legislation + Policy

Personnel, politicians



overwhelmed by complexity



don't assume others
see things exactly the
same way....



**EVERYONE
HAS
BAGGAGE**



how we see things



how we see things



'Community Maslow'

- Hierarchy of needs

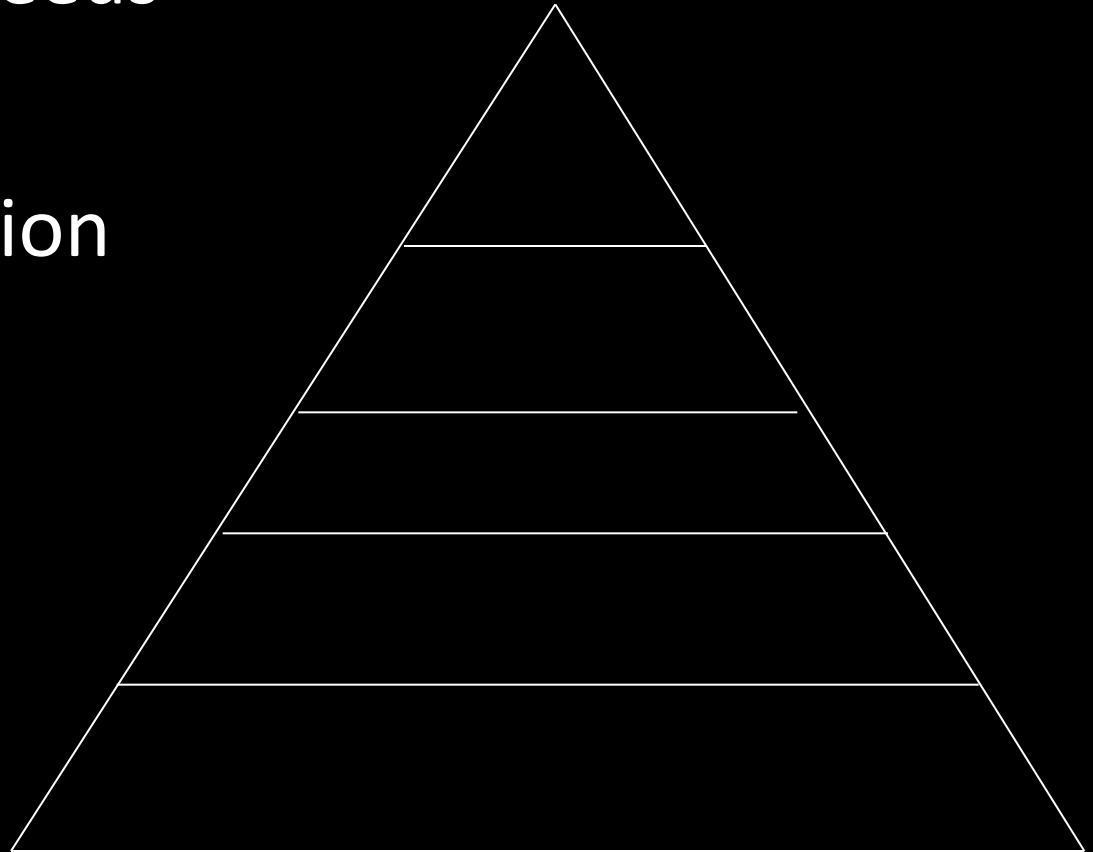
1 Self actualisation

2 Esteem

3 Belonging

4 Safety

5 Physiological



EcoTown Maslow

- Hierarchy of aspiration

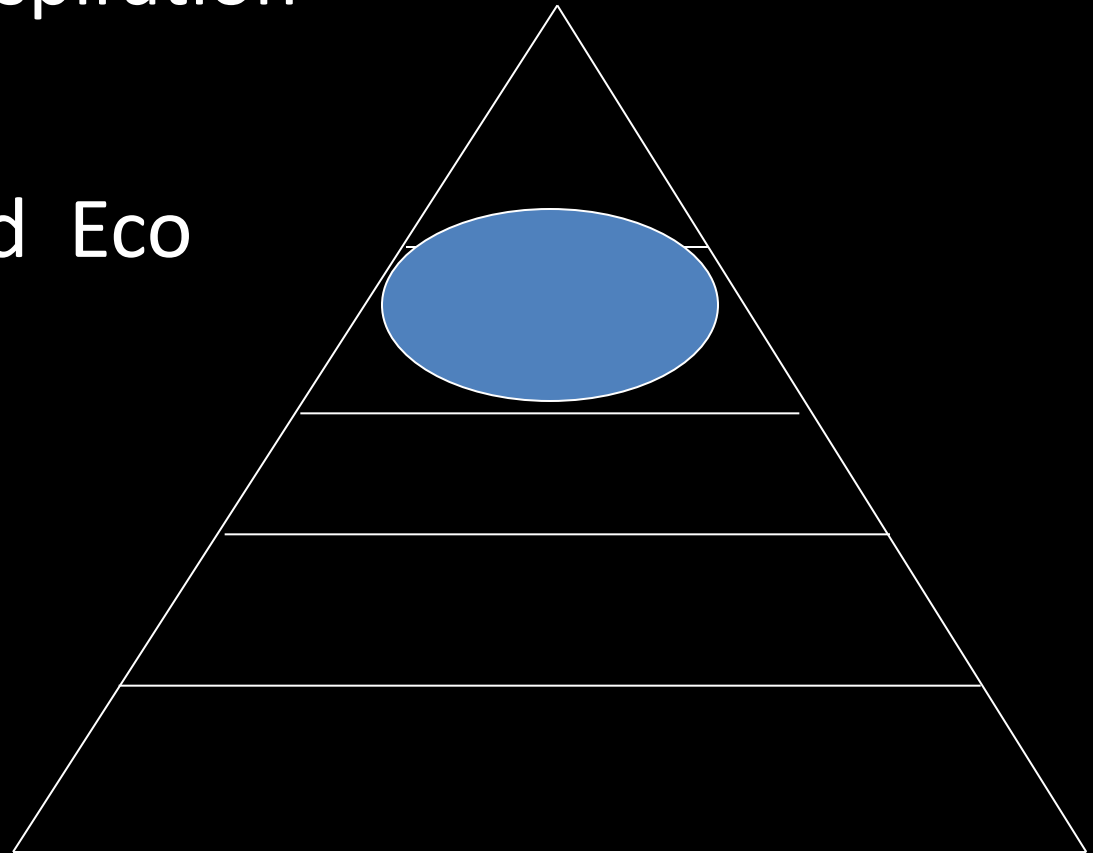
1 Mainstreamed Eco

2 Deep Green

3 Mid Green

4 Light Green

5 Grey-green



EcoTown Maslow

- Hierarchy of aspiration

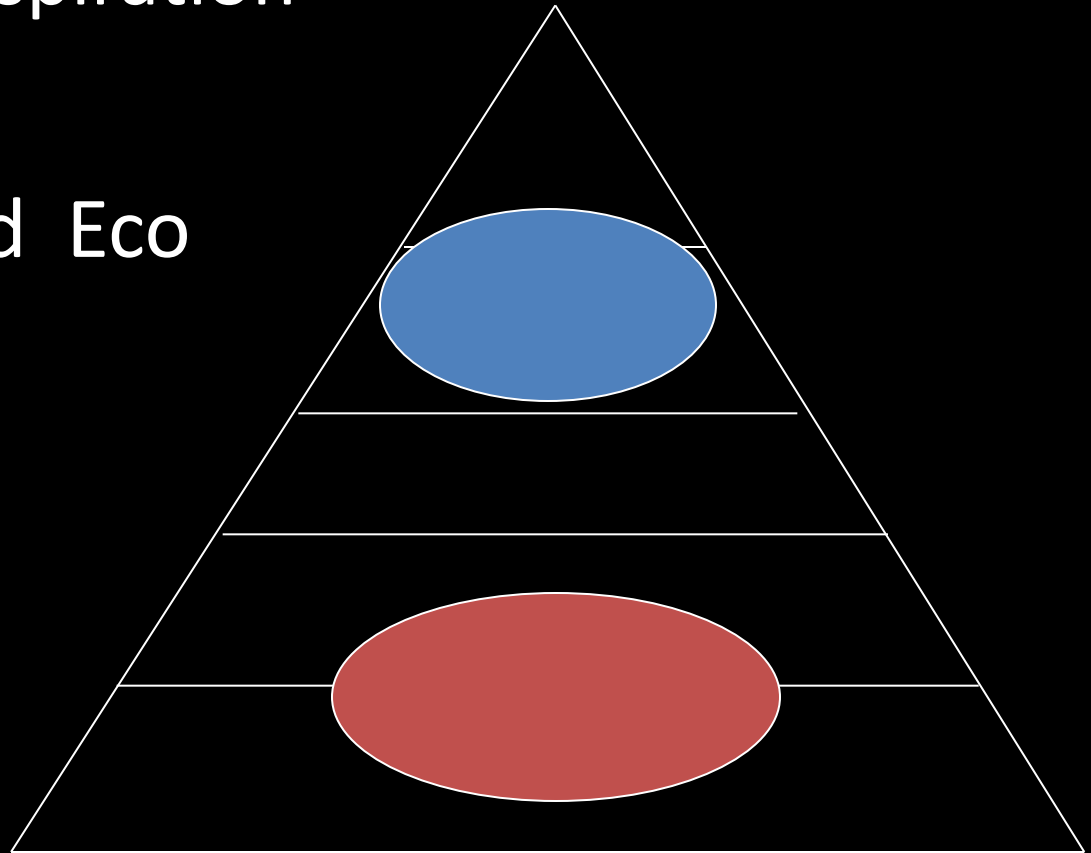
1 Mainstreamed Eco

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EcoTown Maslow

- Hierarchy of aspiration

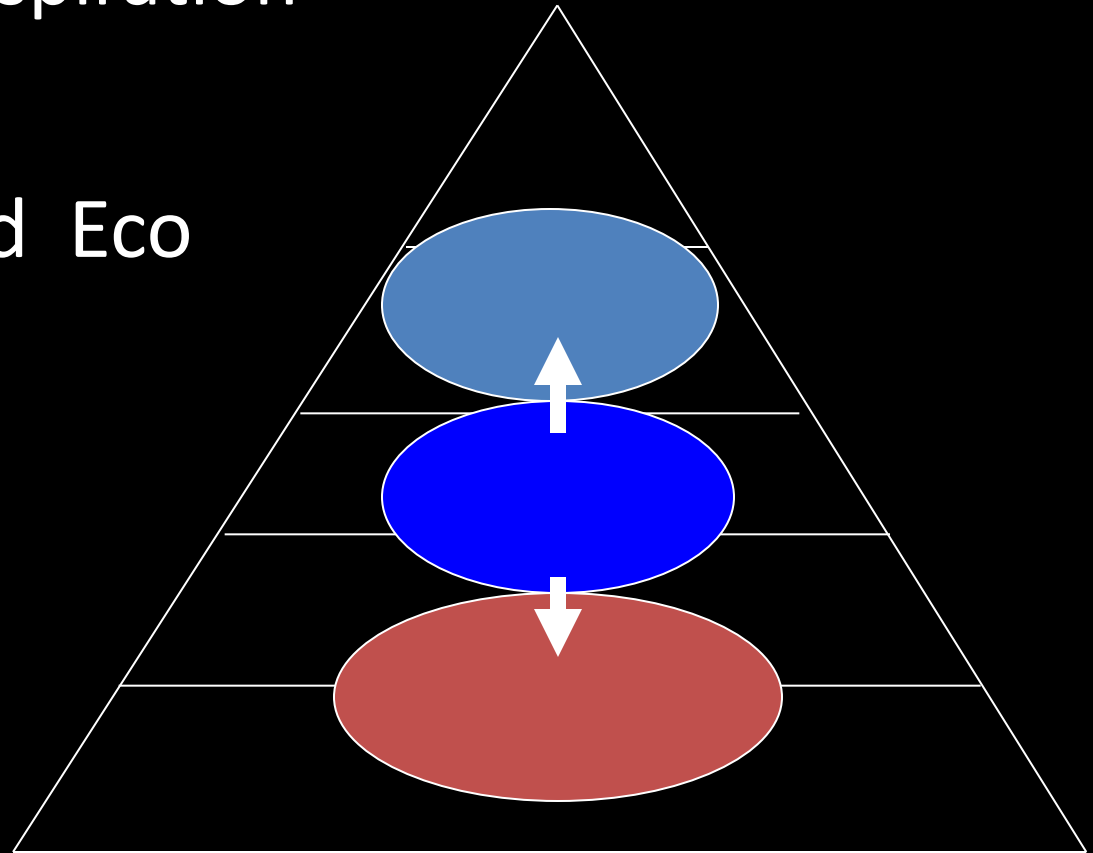
1 Mainstreamed Eco

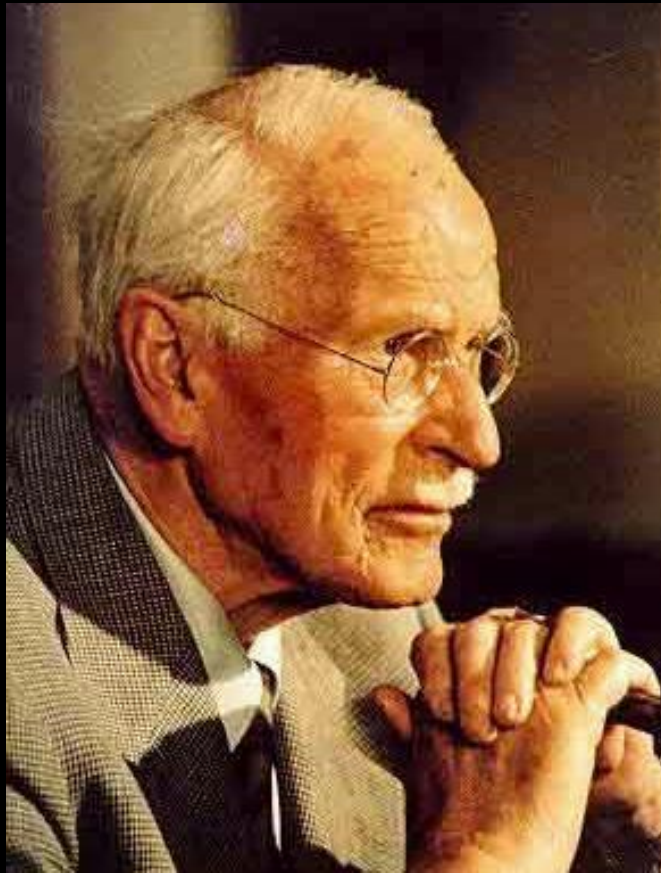
2 Deep Green

3 Mid Green

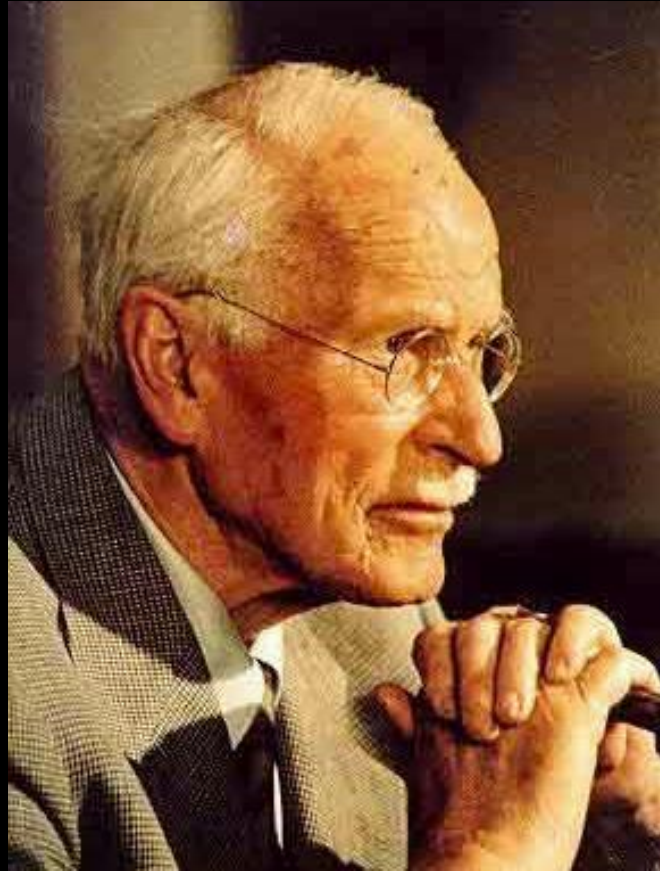
4 Light Green

5 Grey-green





Carl Jung





active imagination > *place momentum*

strategic approach



why are we engaging?

who are we engaging?

what background & context?

clear approach + programme

what style, skills & techniques?

what happens next?

why engage?



Empowerment

Engagement

Consultation

Communication

D istrust

I nterest & involvement

C redibility

E xpectations

D elivery

who to engage



who to consult?

whole community or representatives?

usual suspects & activists?

business stakeholders?

hard to reach groups?

children & young people?

policymakers?

engaging stakeholders

Listening stage

Testing/buy in

Endorsement

Advocacy/promotion

Early – before vision

Midway - options

End – preferred vision

Post - vision



techniques

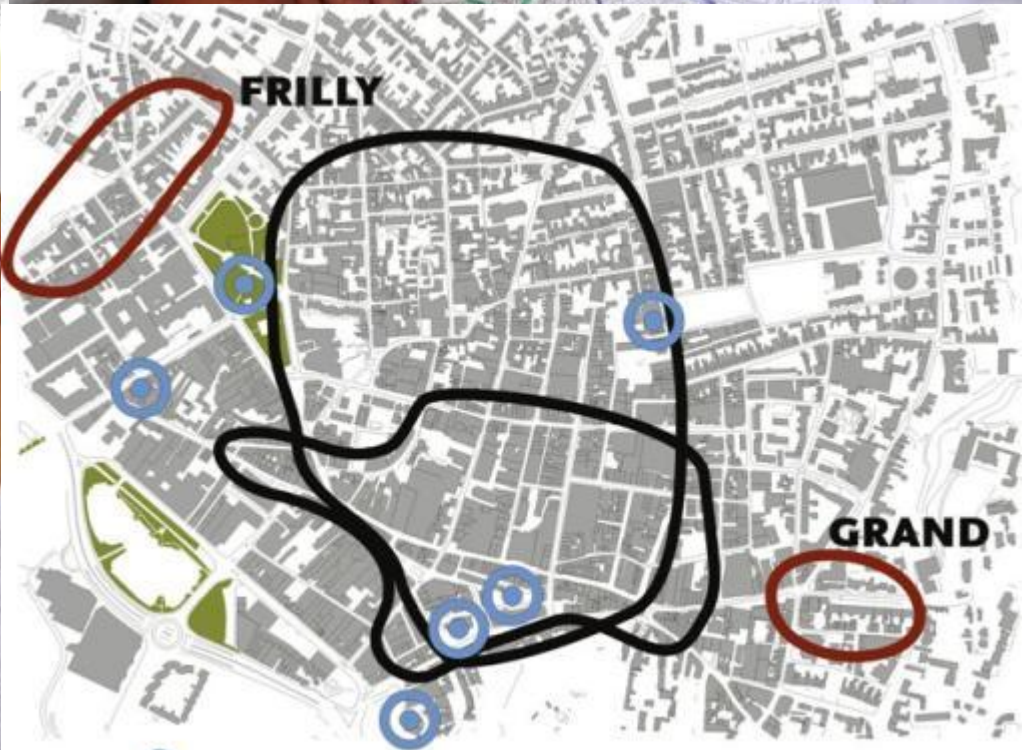
for thinking,
envisioning,
analysing,
reconciling,
designing,
testing,
delivering



site + study visits

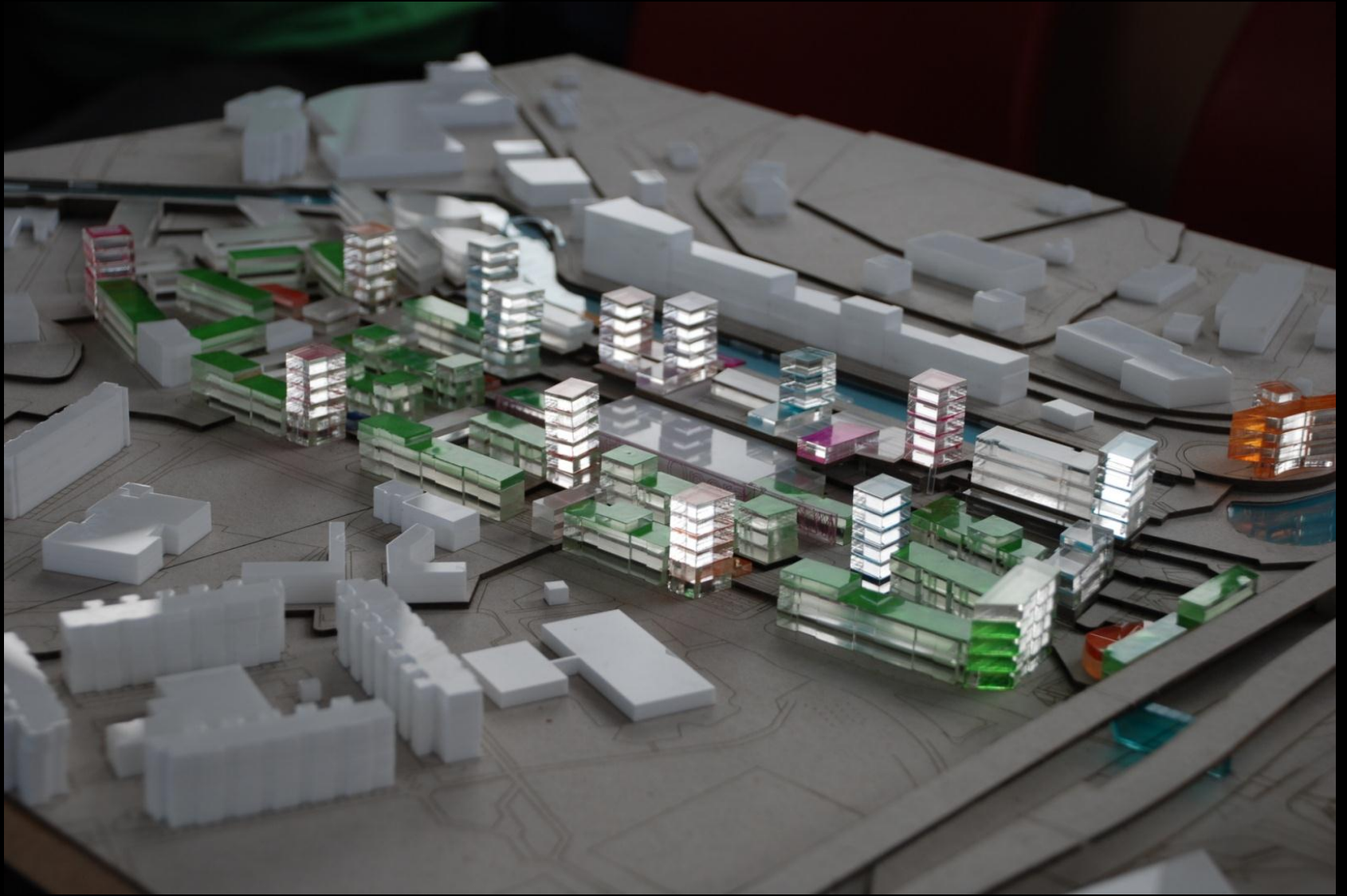


Seeing – and listening – is believing



ideas + issues workshops





changeyourplace

Discuss the issues affecting the places affecting you

Communicate with friends and professionals with a knowledge and interest in your area

Campaign for change with evidence for your arguments at your fingertips

place layers

[yourlayers](#)[rated](#)[latest](#)**CASA**

urban socio-economic and network analysis

**Space Syntax**

Spatial accessibility, route hierarchy, block size...

**SSTC**

socio-economic data on London suburbs

**CABE**

architecture and urban design best practice and research...

**your location**[search](#)

ballot box

vote of the week: How green is your place?
see all results now ...

- peruvian rainforest
- urban oasis
- semi arid
- an inconvenient truth
- armageddon

vote of the last weeks:

- How do you define your neighbours ?
- Which is the most dreadful place of the country

[see results](#)

learnyourplace

Explore data on your neighbourhood from top private and public organisations

Learn more about your local area and understand why your neighbourhood is the way it is

Submit your own place layer for inclusion in the place layers tab

place layers



yourlayers

rated

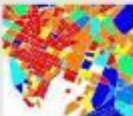
latest



CASA



urban socio-economic and network analysis



Space Syntax



Spatial accessibility, route hierarchy, block size...



SSTC



socio-economic data on London suburbs



CABE



architecture and urban design best practice and research...



your location

Elephant and Castle, London

Export to Google Earth

Export to Live Earth

Elephant and Castle regeneration

search



place view





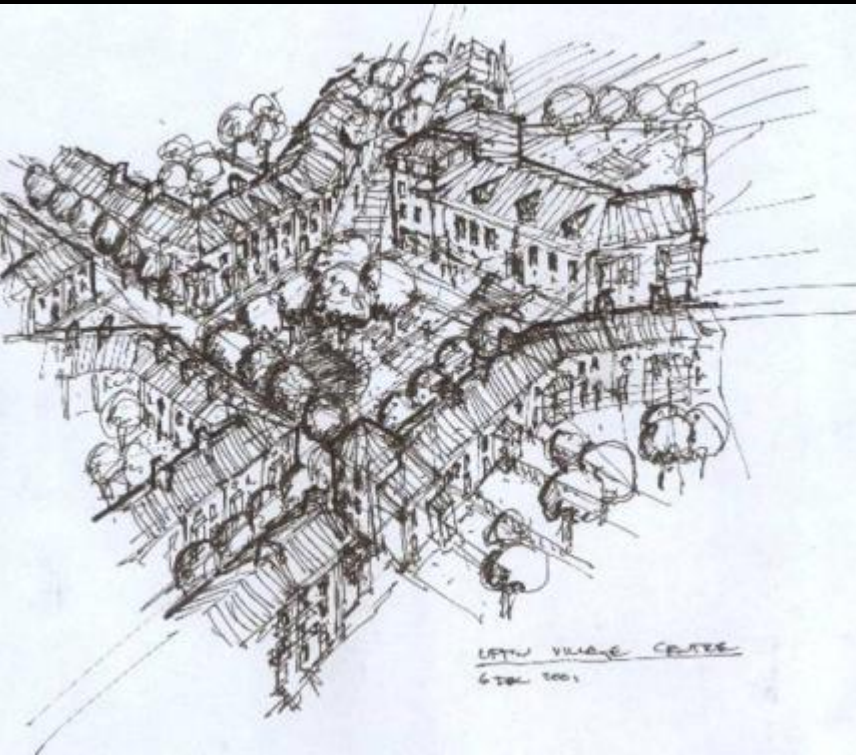


Public Consultation
on the future
of the former
of the Scottish & Newcastle
Brewery site.

Document with grid layout and images, featuring handwritten notes on yellow sticky notes:

- EARLY 0-2 YEARS
- LATER 6 YEARS
- CHRONIC IZDZ
- Other handwritten notes on sticky notes.

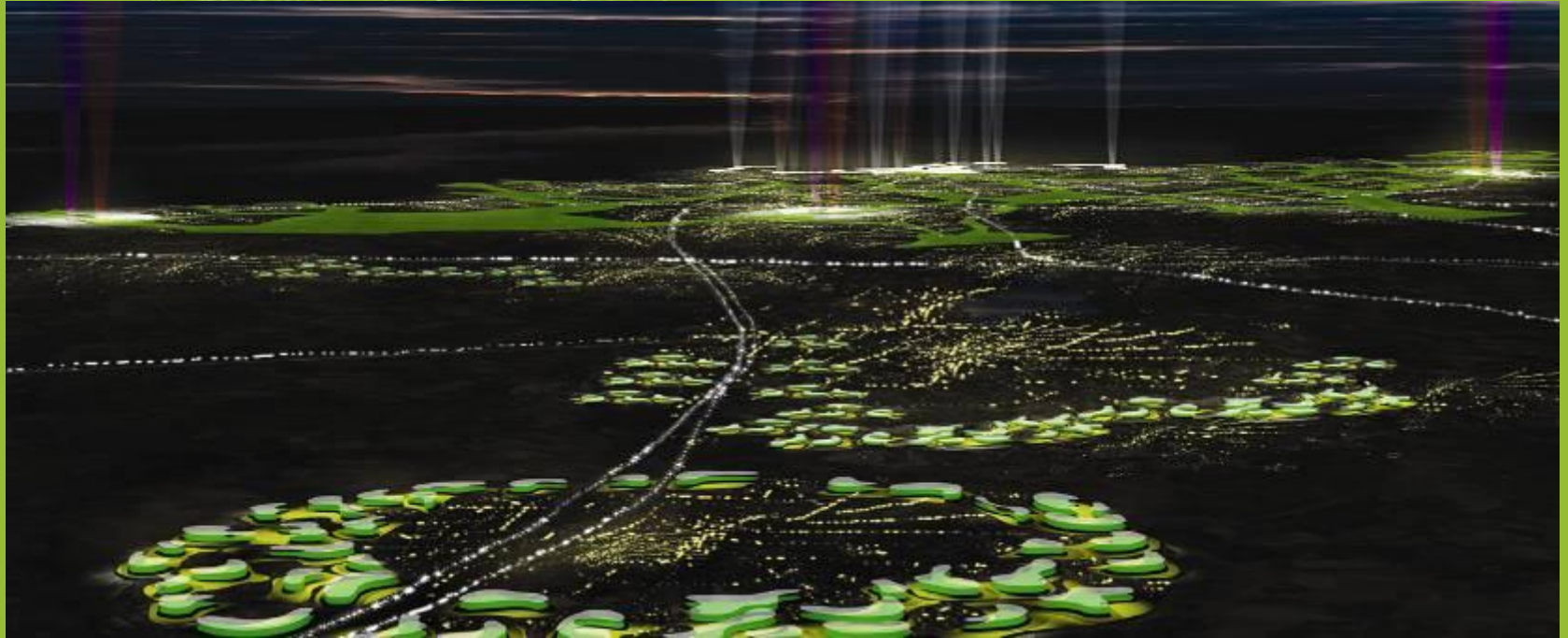
charrettes



Dream no small dreams
for they have no power
to move the hearts of men.

Johann Wolfgang von Goethe

1 Public – to community, business – pre-design
Future Glasgow, Scotland



Greater Helsinki Vision 2050

VIEWPOINTS TO THE REGIONAL VISION

Presentation in Urban Visions, Florence 10.7.2009

Ilona Mansikka, Architect, Project Coordinator, WSP Finland Ltd
Mikko Mälkki, Architect, Researcher, CUR/Helsinki University of Technology

The best way to predict the future
is to invent it.

Alan Kay, computer scientist

FUTURE GLASGOW

CITY VISION



business, resident, agency consultation



THEMES

- Neighbourhoods and communities
- Governance and relationships
- Transport and movement
- Learning and education
- Jobs and economy
- Health and well-being
- Recreation and leisure
- Sustainability and green issues
- Streets, parks and public spaces
- City centre

2 Public – for private investment - with design

South Dalmarnock, Glasgow

Filwood Park, Bristol

Upton, Northampton

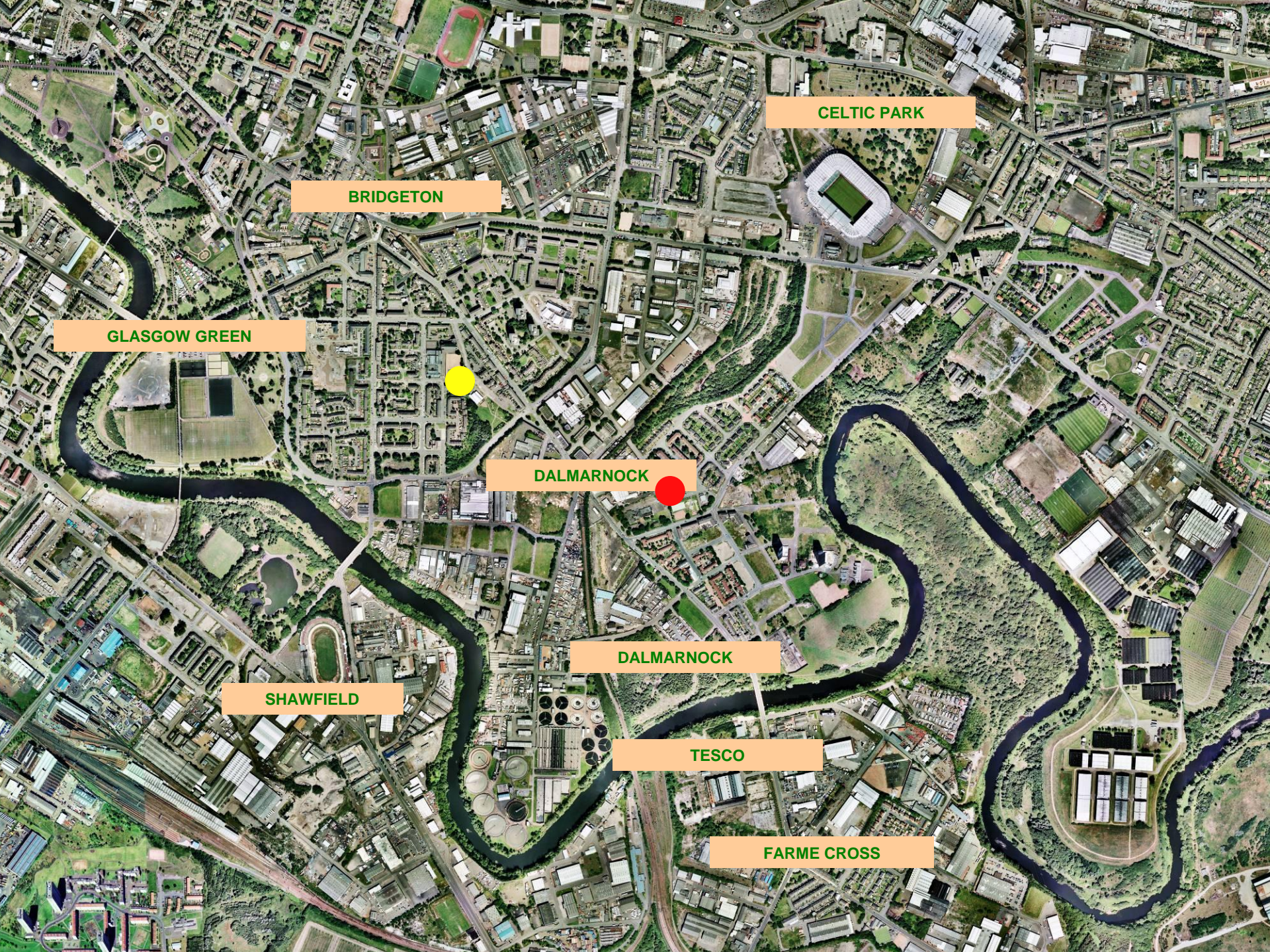
Newcastle Science Central

design vision workshops



South Dalmarnock masterplan





CELTIC PARK

BRIDGETON

GLASGOW GREEN

DALMARNOCK

SHAWFIELD

DALMARNOCK

TESCO

FARMER CROSS

South Dalmarnock masterplan





Art installation
- lot of people
looking at it

looks like it's
in the community

The Games is
an excellent project
it's not to help
the local
community

It's a great
idea

It's a great
idea
to have
a community
center
in the
center
of the
city

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Don't build
new
waste
sites

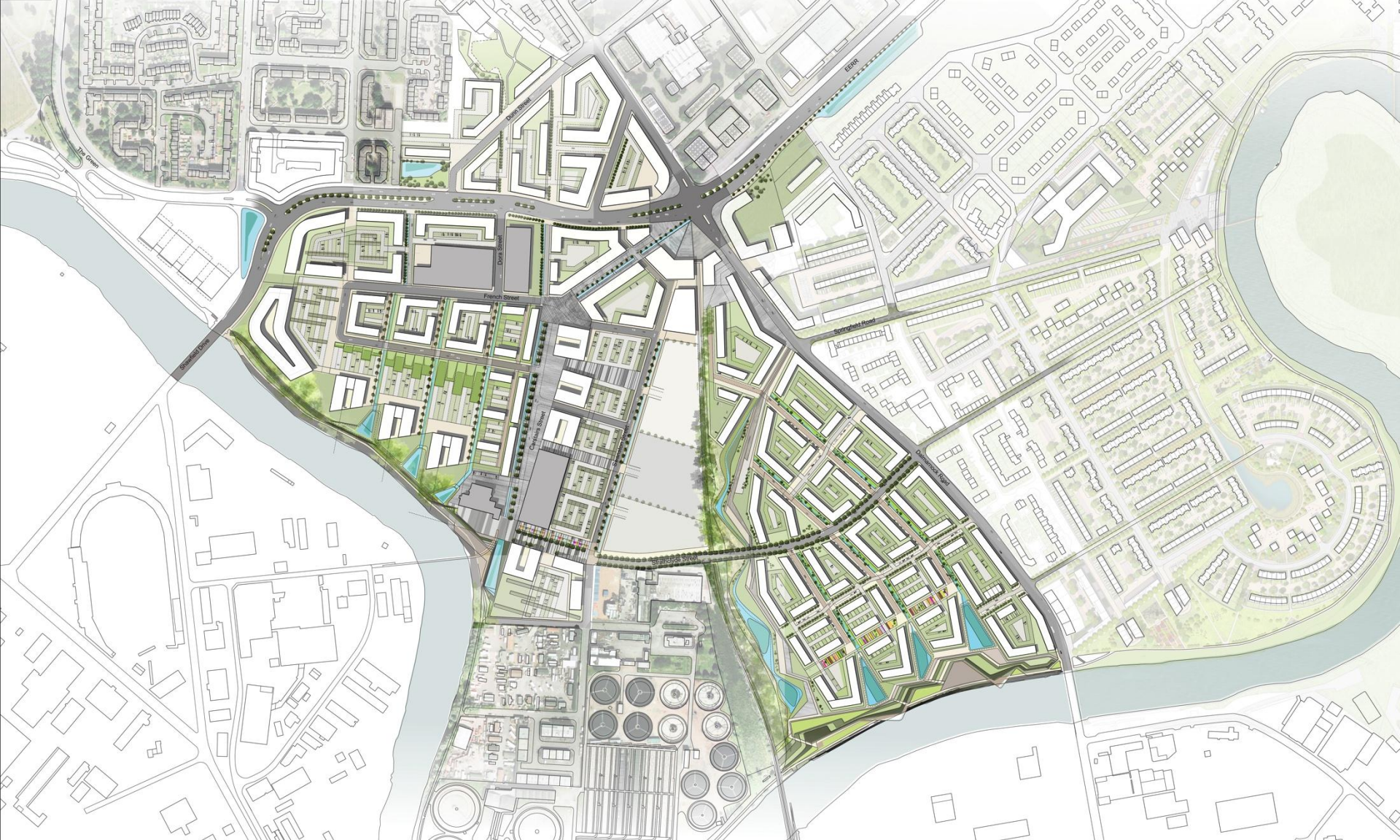
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The masterplan

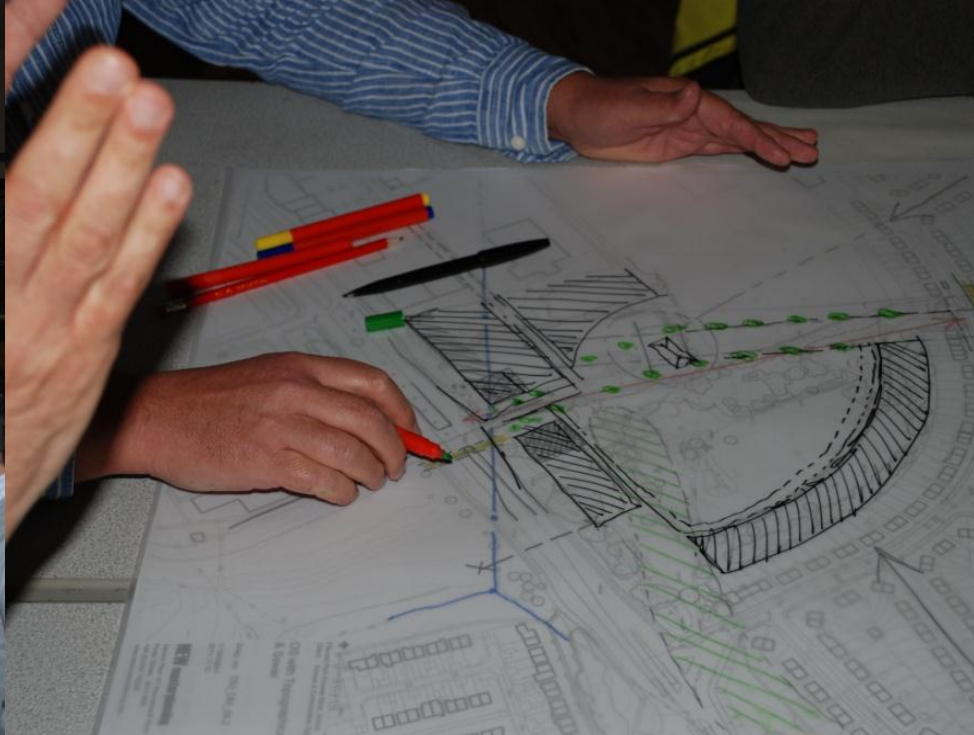
Riverside Park – flood attenuation



Filwood Park Enquiry by Design



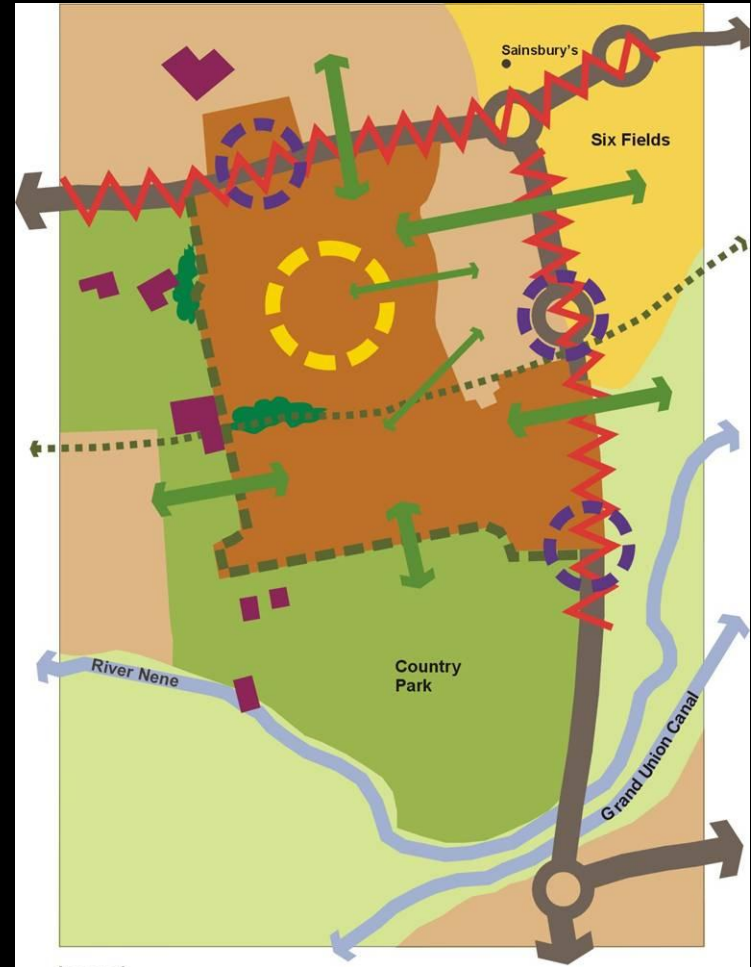
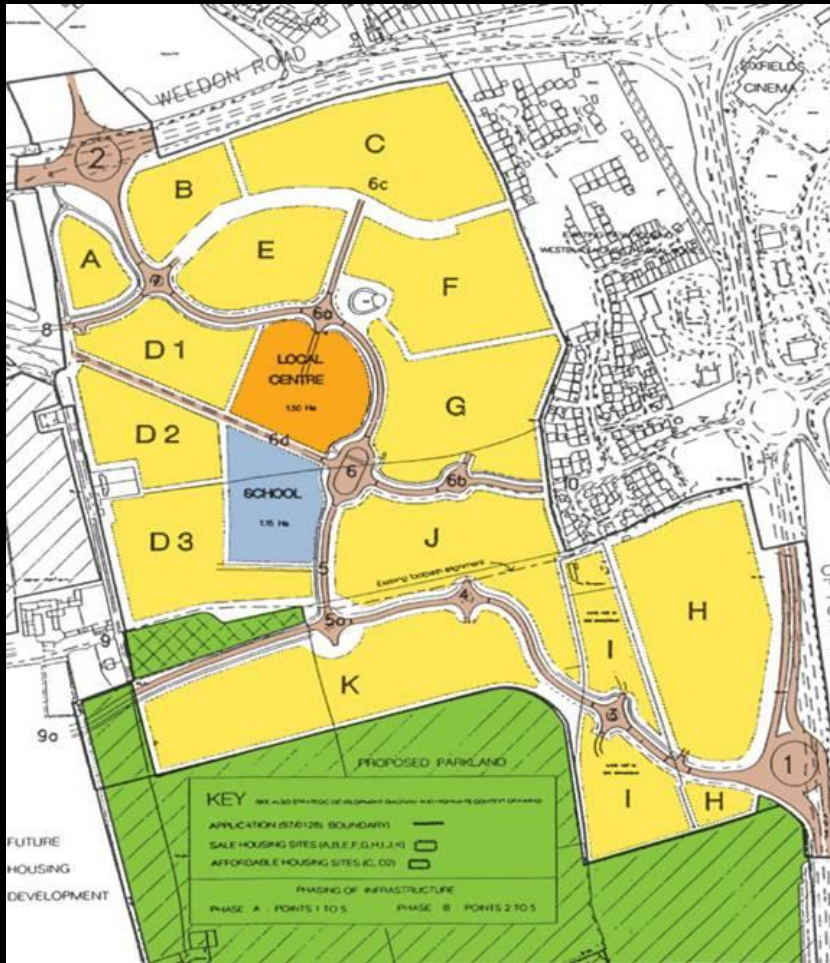








Upton, Northampton

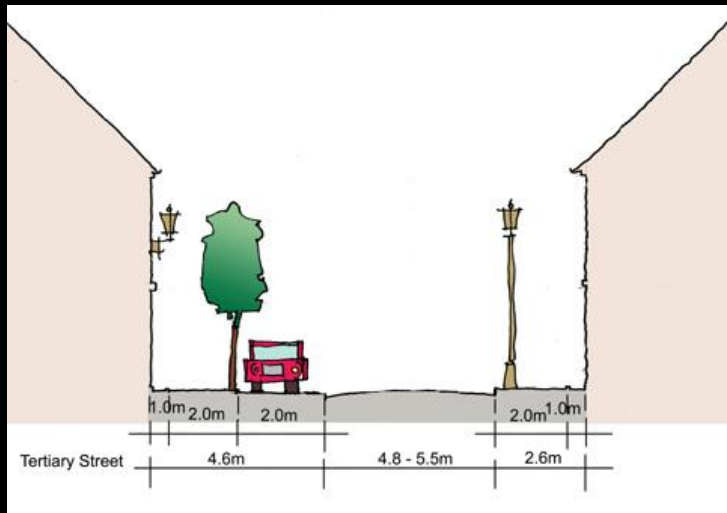
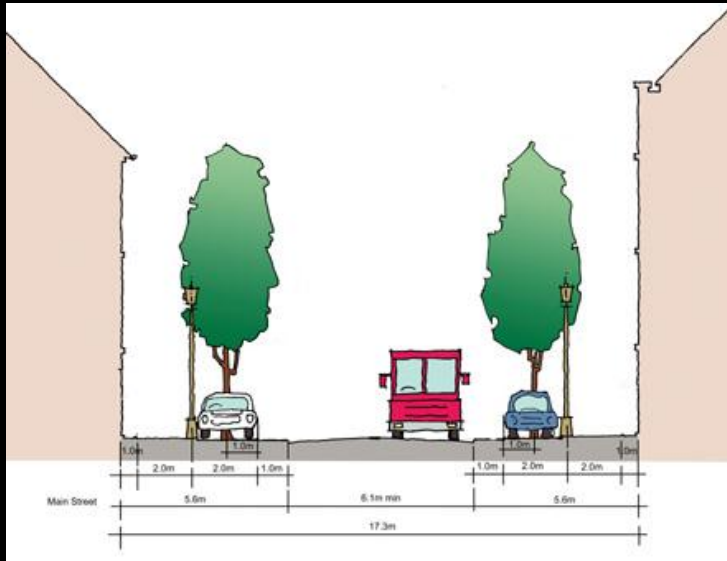


Upton, Northampton

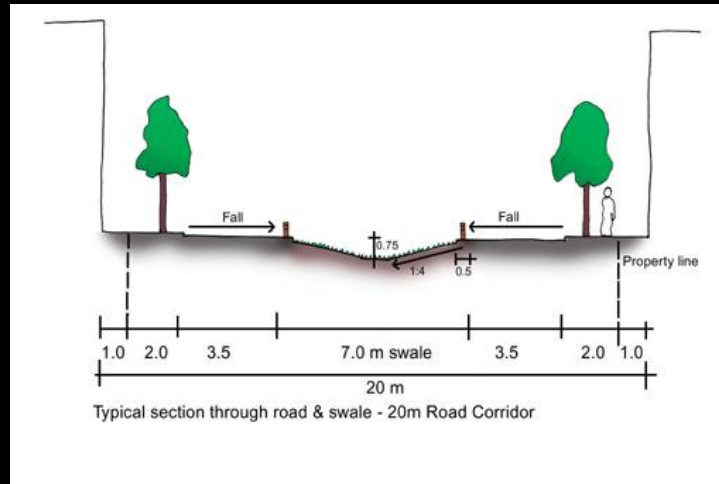




Upton charrette

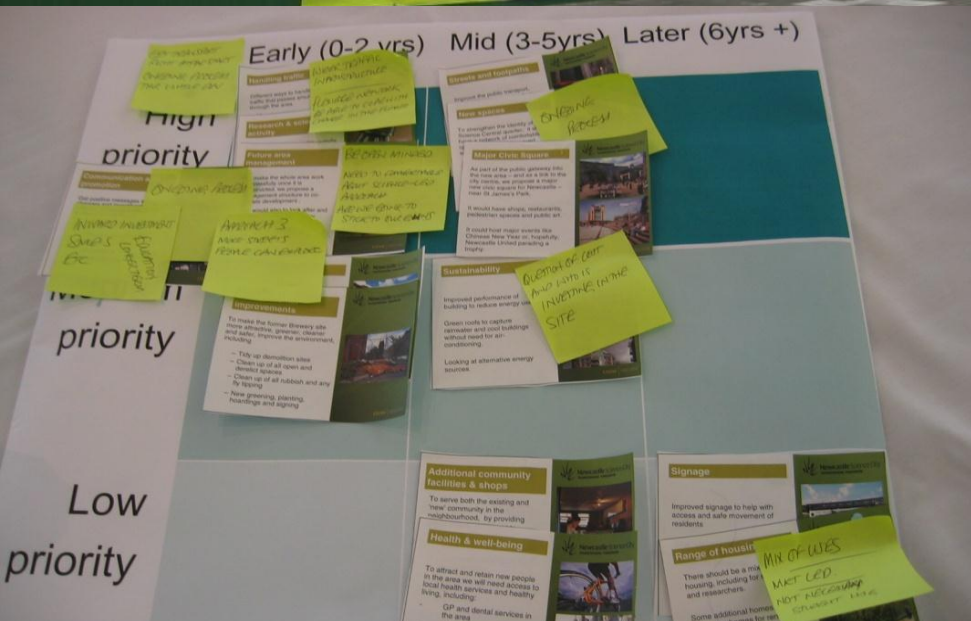


sustainability themes





Newcastle Science Central







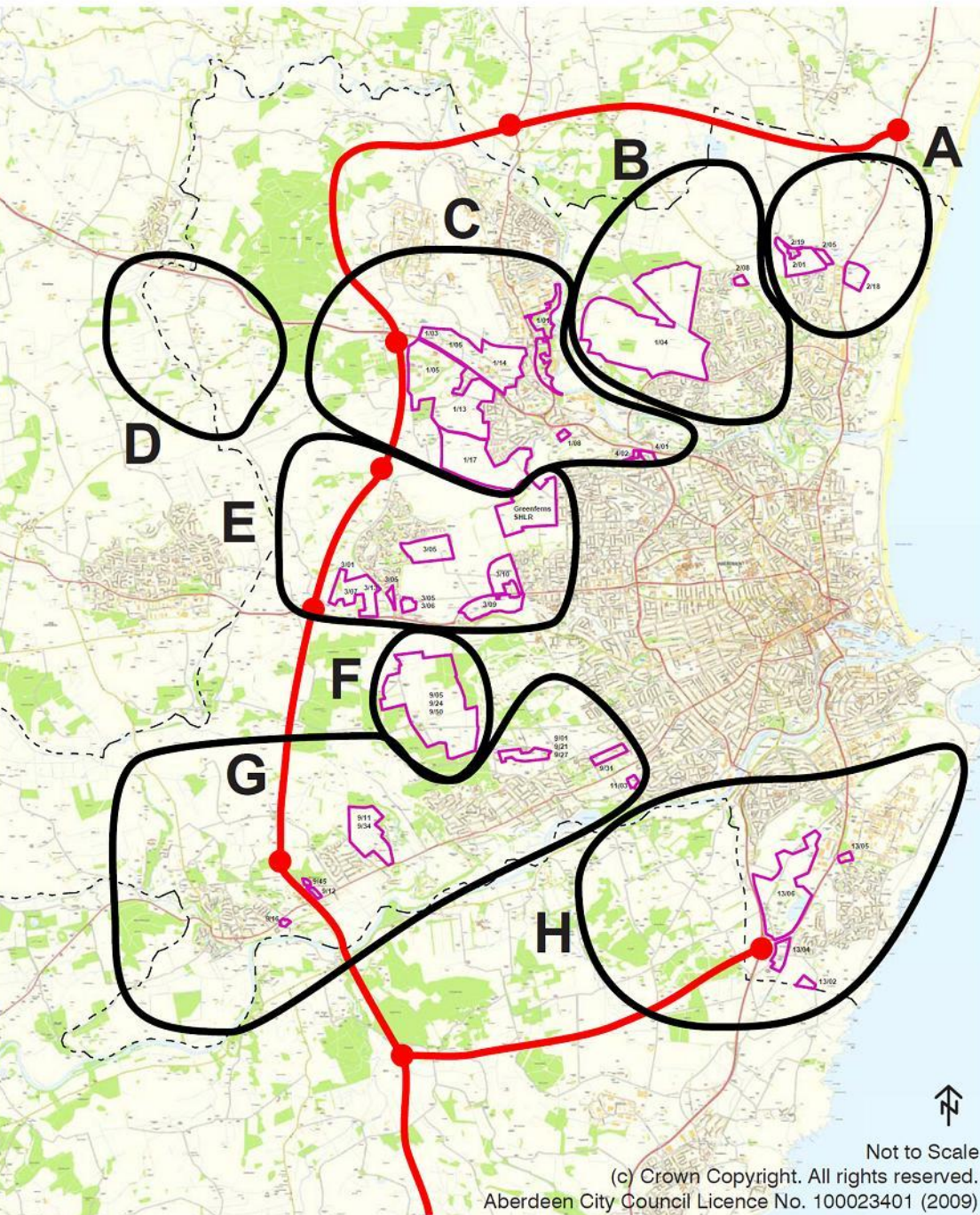
3 Private – public alongside – with design

Grandhome SSCI, Aberdeen

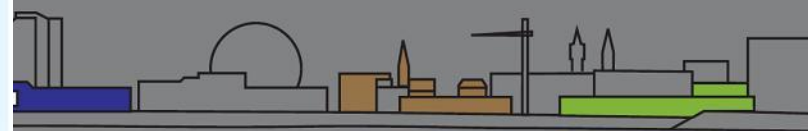
Ashford, Kent

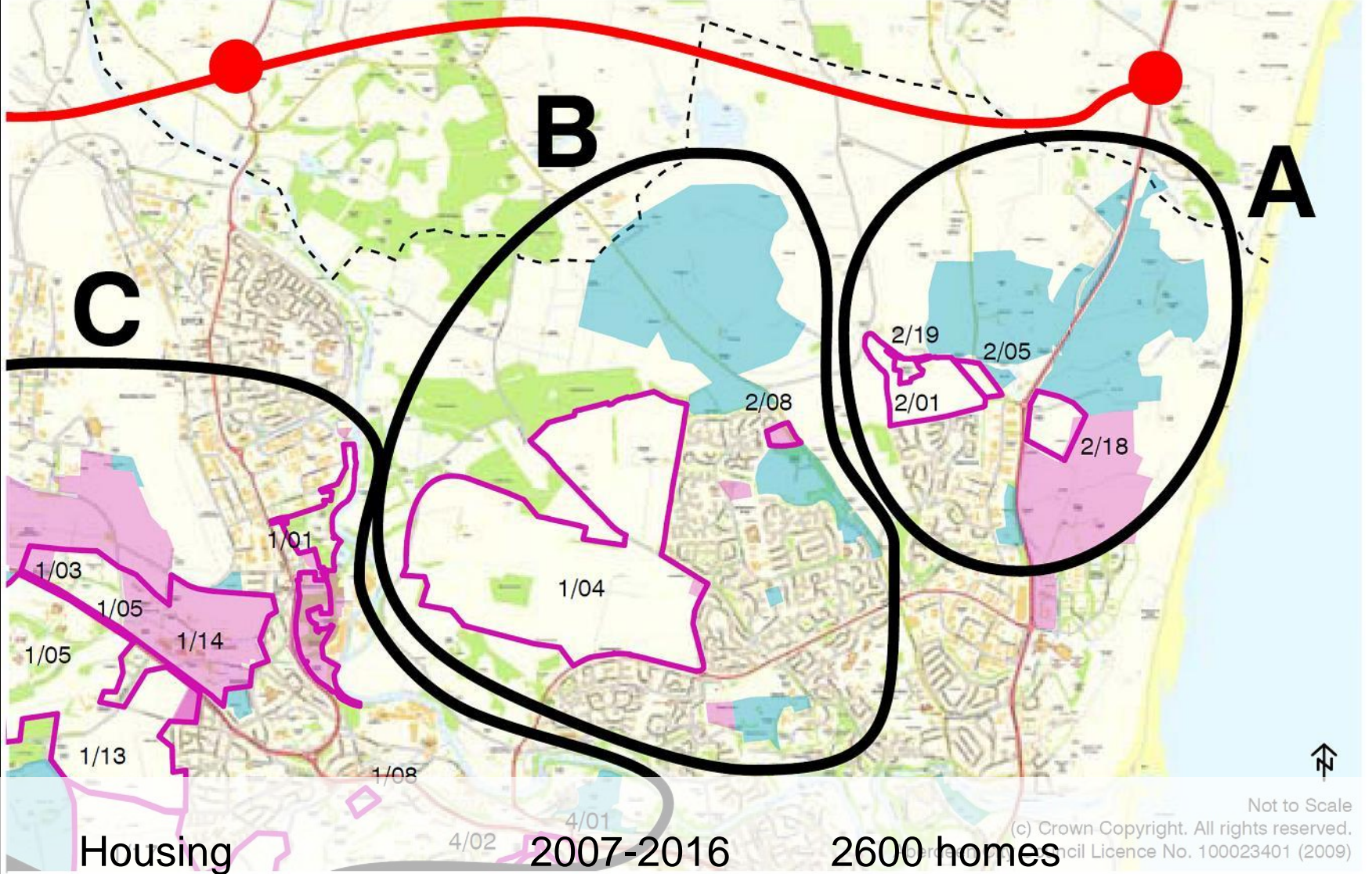
South west Bicester, Oxfordshire

Figure 2 – Sites identified under the Preferred Option



Aberdeen Local Development Plan
Main Issues Report





Housing

2007-2016

2600 homes

Housing

2017-2023

2100 homes

Housing

2024-2030

2300 homes

Employment Land

2007-2023

5 ha

Legend:

City Boundary

Proposed Route of AWPR

Proposed Junctions along AWPR

Preferred Options sites

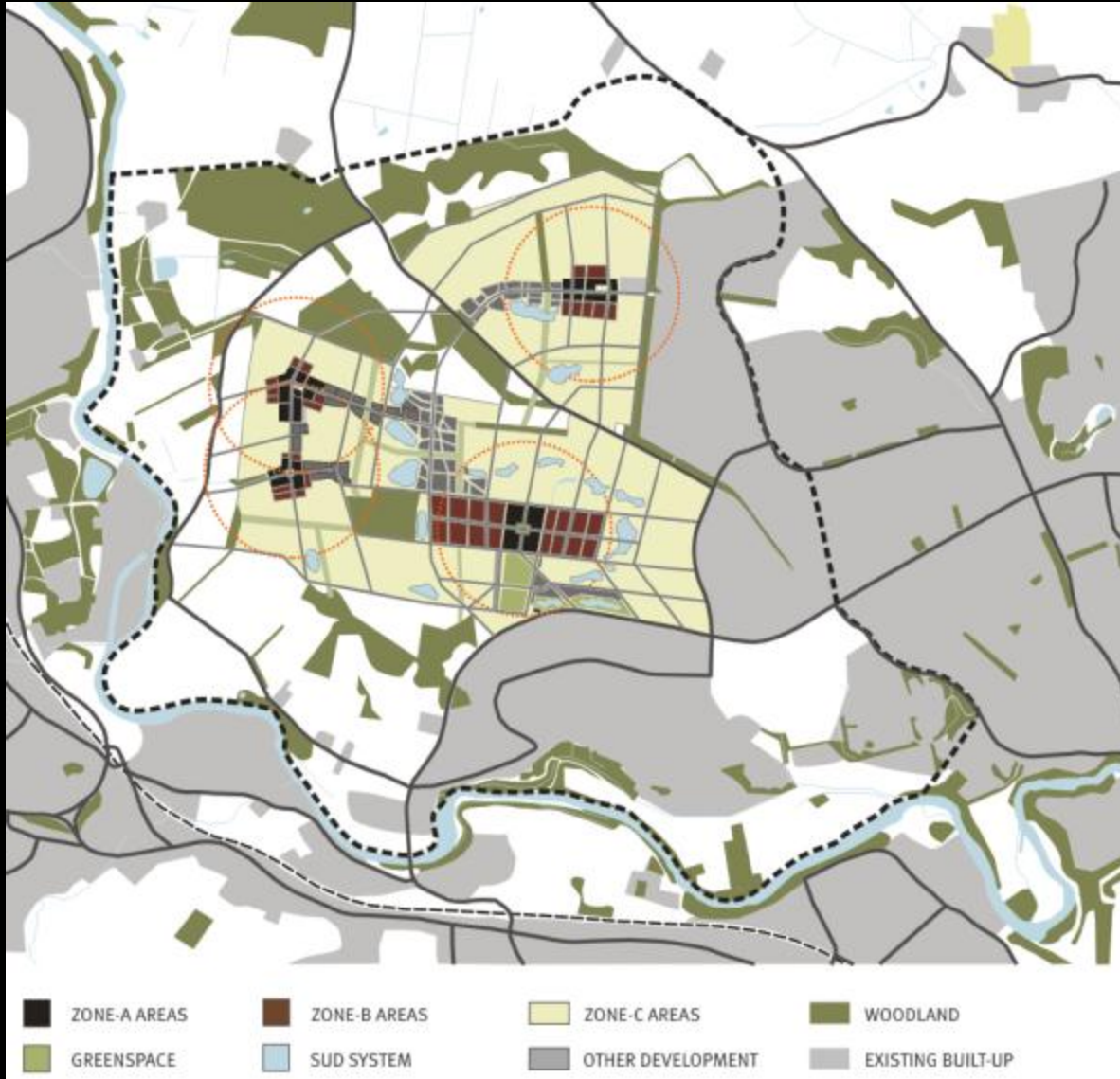
Sites allocated in the Local Plan

Development Options assessed as undesirable

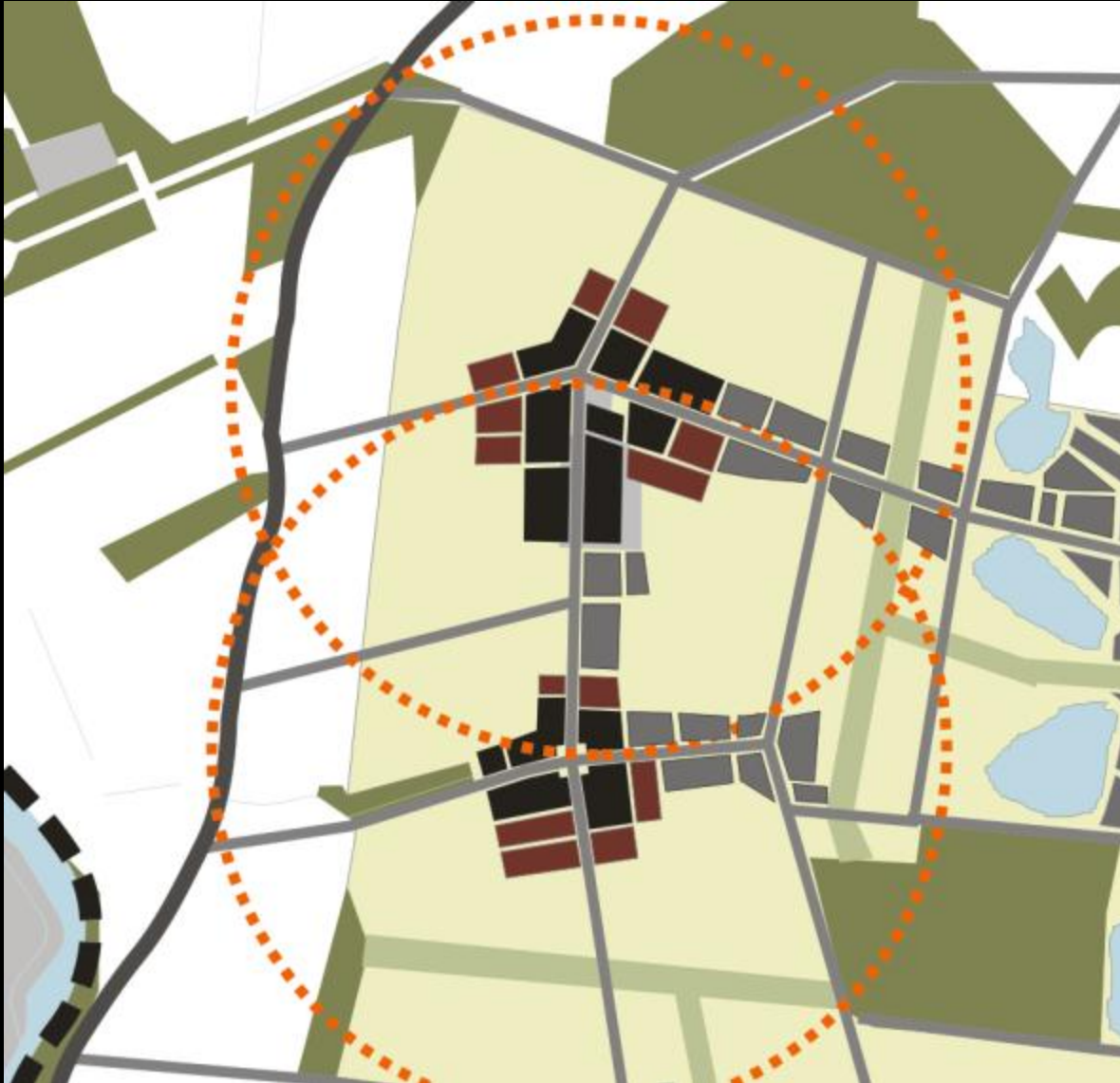
Grandhome SSCI



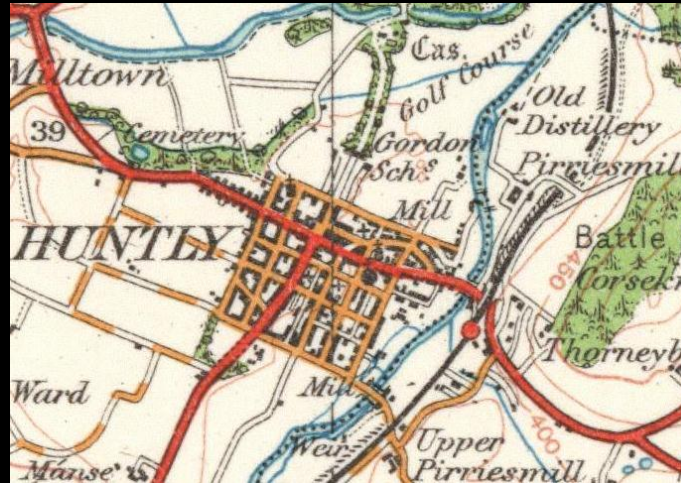
approach



neighbourhoods & centres



approach



process: appreciation



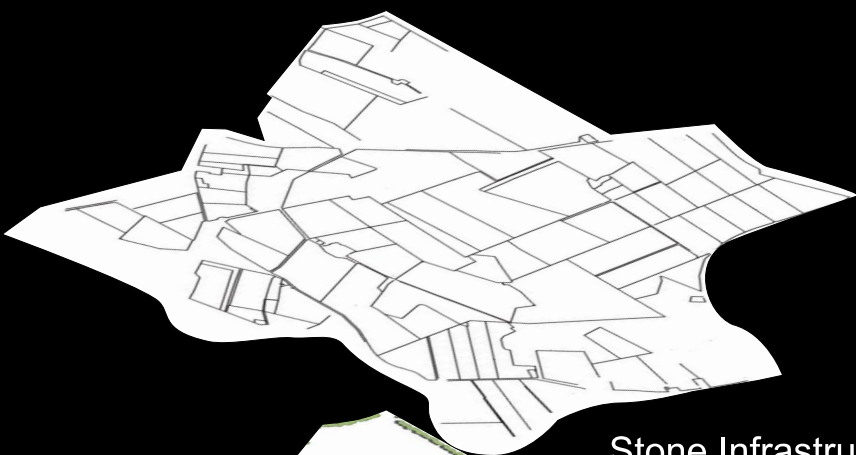
visits analysis: site



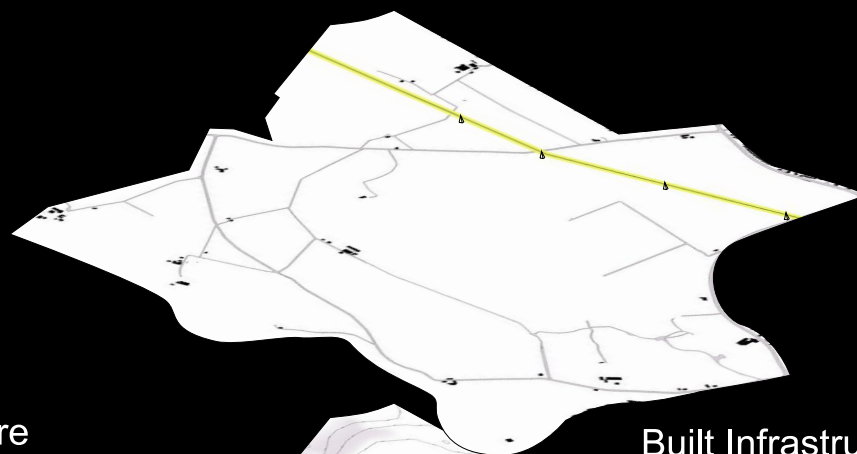


edges, boundaries





Stone Infrastructure



Built Infrastructure



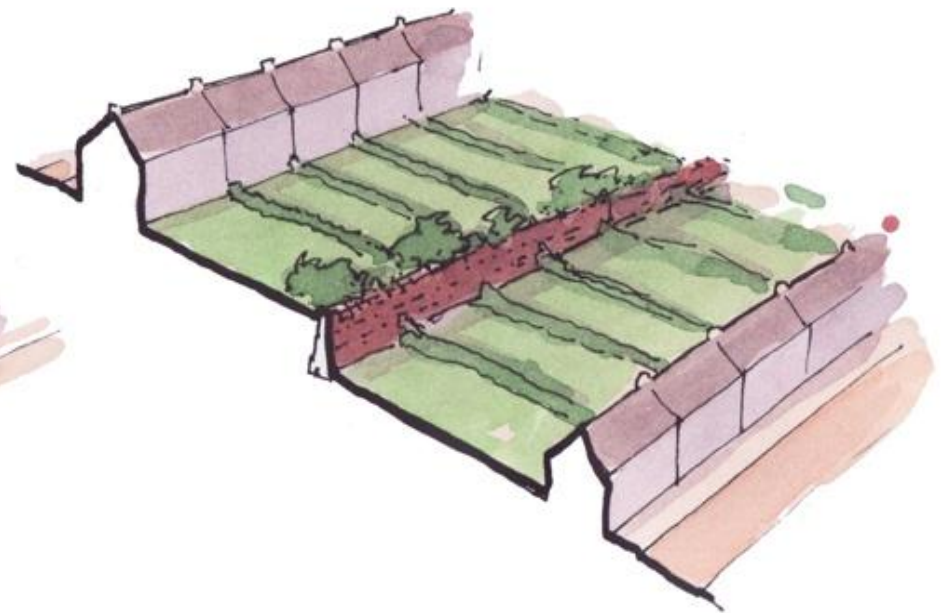
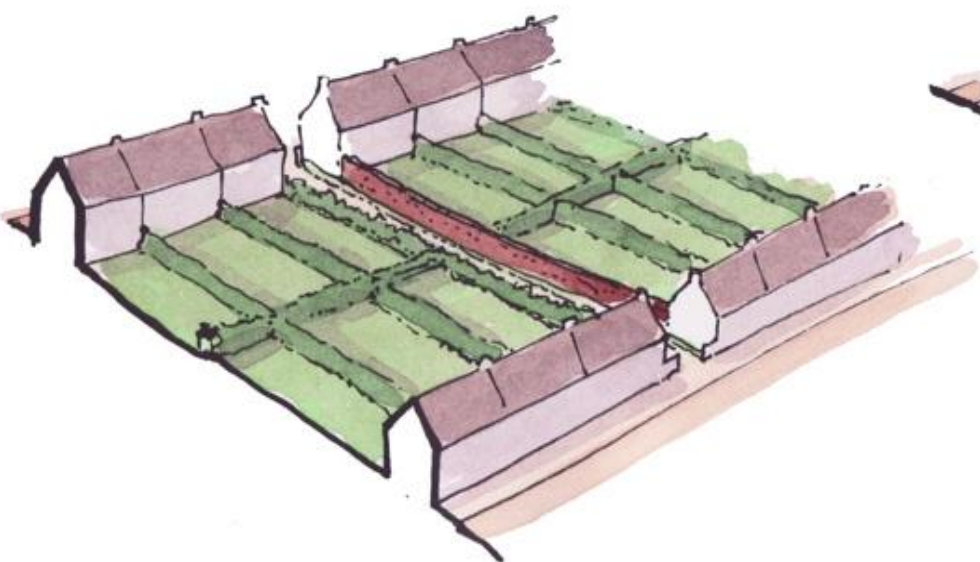
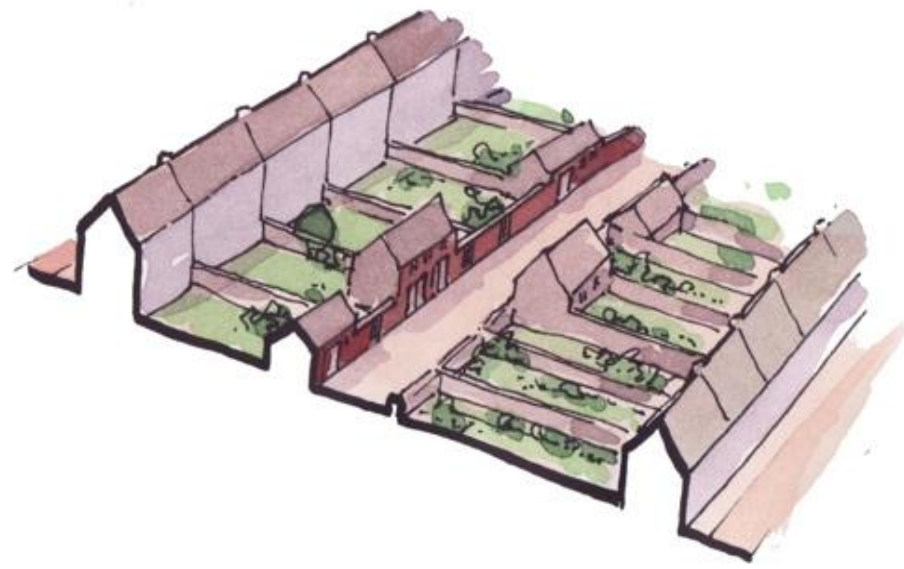
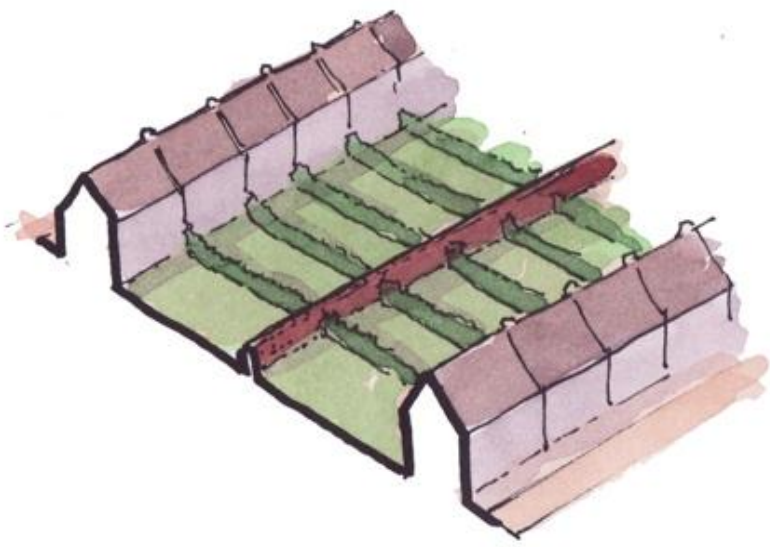
Tree Infrastructure



Slope Infrastructure



WALLS WITHIN THE BLOCK



presentation & discussion









'pin up' review stage

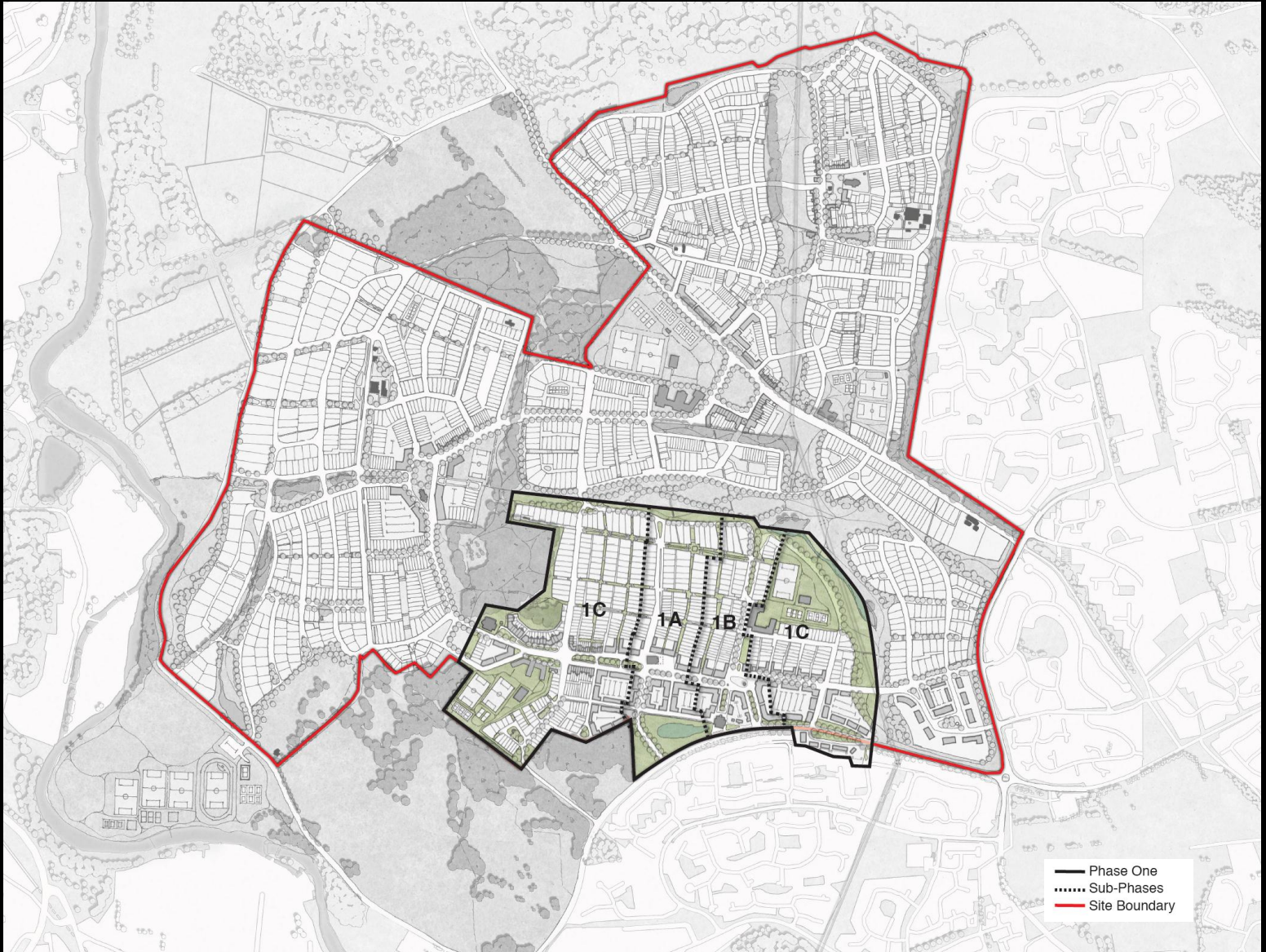


Grandhome Charrette Masterplan



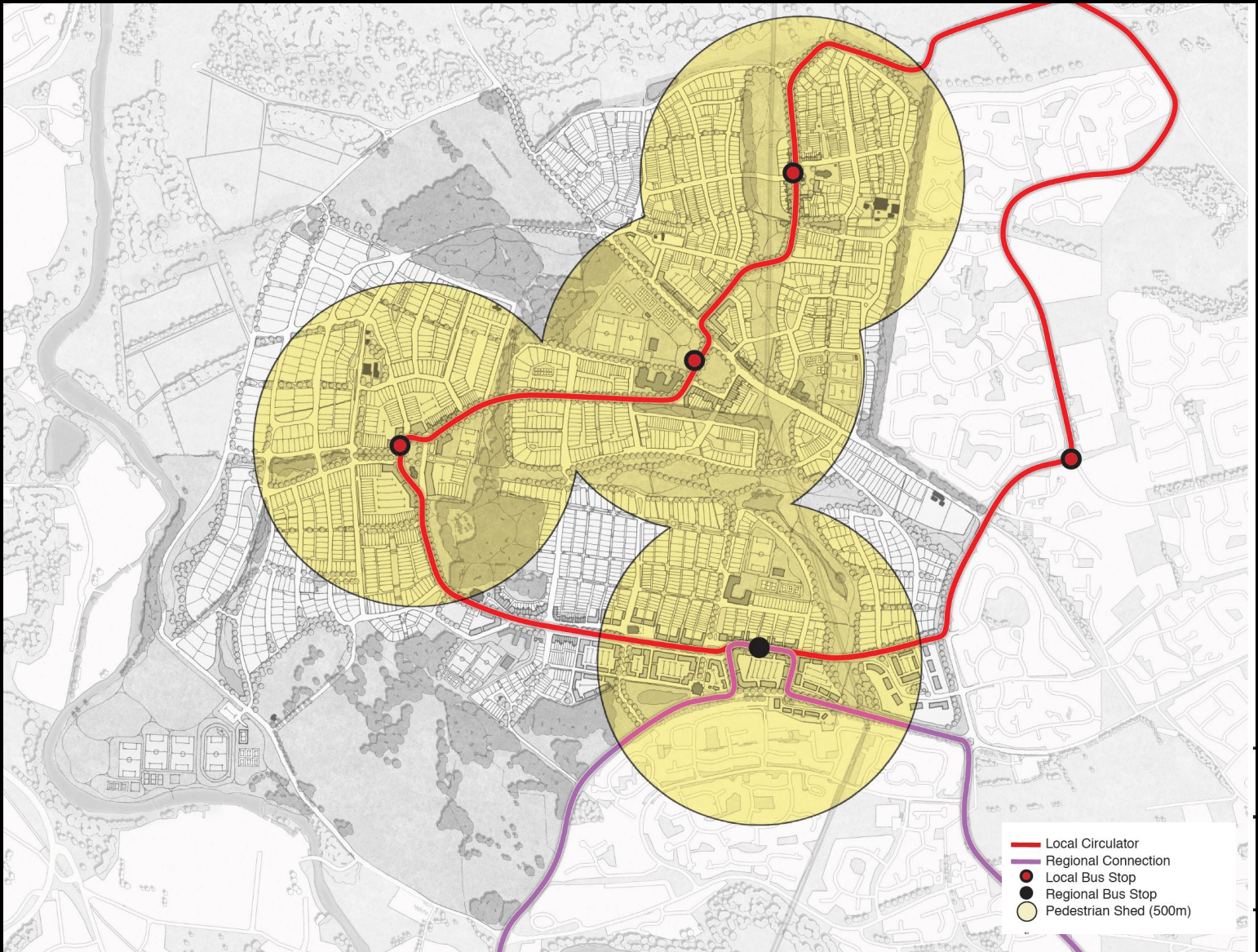


- Shops, Offices and Mixed-Use
- Civic Buildings
- Schools
- Existing Buildings
- Open Space
- SUDS
- Site Boundary

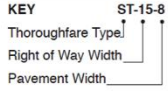




- Indicative Buildings
- Civic Buildings
- Schools
- Open Space
- SUDS



- Local Circulator
- Regional Connection
- Local Bus Stop
- Regional Bus Stop
- Pedestrian Shed (500m)



THOROUGHFARE TYPES

- Boulevard: BV
- Avenue: AV
- High Street: HS
- Street: ST
- Road: RD
- Wynd: WD
- Mews: ME
- Passageway: PA
- Rear Lane: RL

High Street
HS-30-10
HS-16-10

Square
SQ-16-V

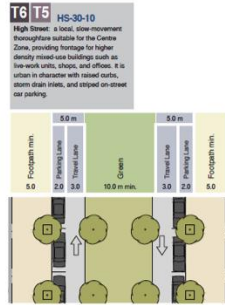
Street
ST-16-10

Road/ Drive
RD-16-7.2
RD-13-6

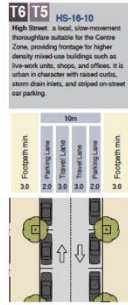
Discretionary
ME-8-4
PA-8-2

Rear Lane
RL-V-6

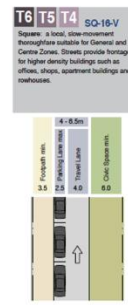
Planting Type
Tree Plots 10m or 15m o.c.
Planting Species
Single
Planting Arrangement
Regular
Kerb Radius
TBD
Kerb Type
0.1m Kerb
Design Movement
Slow
Notes
Shoofort and tree spacing should be coordinated



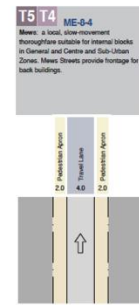
Planting Type
Tree Plots 10m or 15m o.c.
Plants optional when footpath exceeds 3.0m
Planting Species
Single
Planting Arrangement
Regular
Kerb Radius
TBD
Kerb Type
0.1m Kerb
Design Movement
Slow
Notes
Shoofort and tree spacing should be coordinated
Parallel parking may be placed intermittently



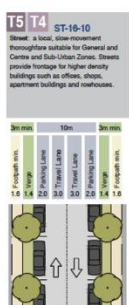
Planting Type
Verge
Planting Species
Single
Planting Arrangement
Regular
Kerb Radius
TBD
Kerb Type
0.1m Kerb
Design Movement
Slow
Notes
Tree Plots are optional
Parking shall be optional



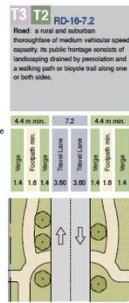
Planting Type
NA
Planting Species
NA
Planting Arrangement
NA
Kerb Radius
TBD
Kerb Type
0.1m Kerb
Design Movement
Slow



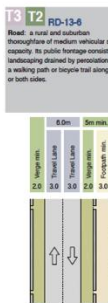
Planting Type
Verge
Planting Species
Single
Planting Arrangement
Regular
Kerb Radius
TBD
Kerb Type
0.1m Kerb
Design Movement
Slow



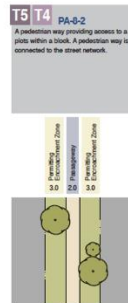
Planting Type
Verge
Planting Species
Multiple
Planting Arrangement
Cluster
Kerb Radius
TBD
Kerb Type
TBD
Design Movement
Free movement
Notes
Footpath shall be optional on one side



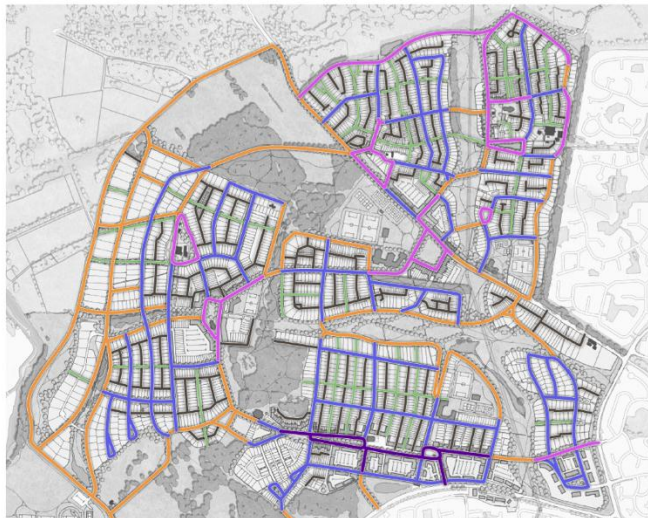
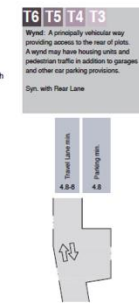
Planting Type
Verge
Planting Species
Multiple
Planting Arrangement
Cluster
Kerb Radius
TBD
Kerb Type
TBD
Design Movement
Free movement

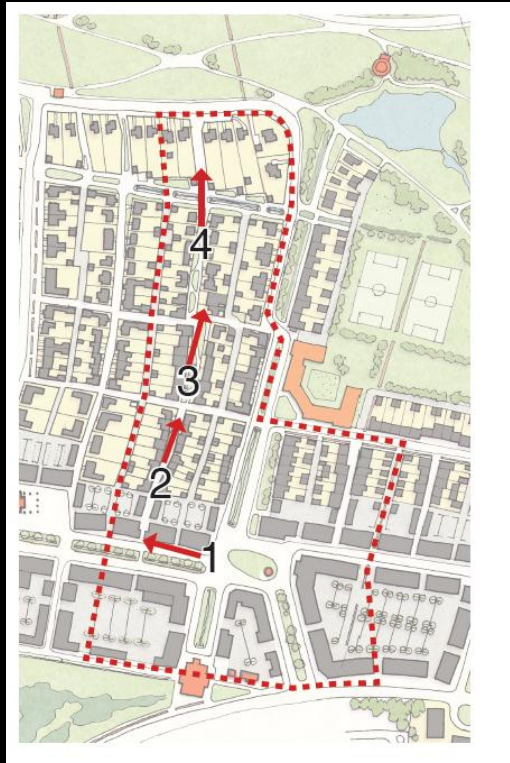


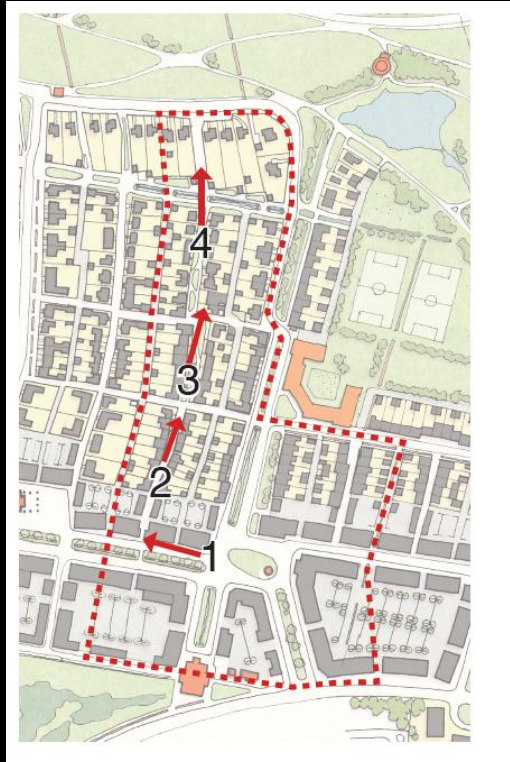
Planting Type
Verge
Planting Species
Multiple
Planting Arrangement
Cluster



Planting Type
1m Grass Verge Optional
Design Movement
Yield
Notes
Raised at the level of the footpath

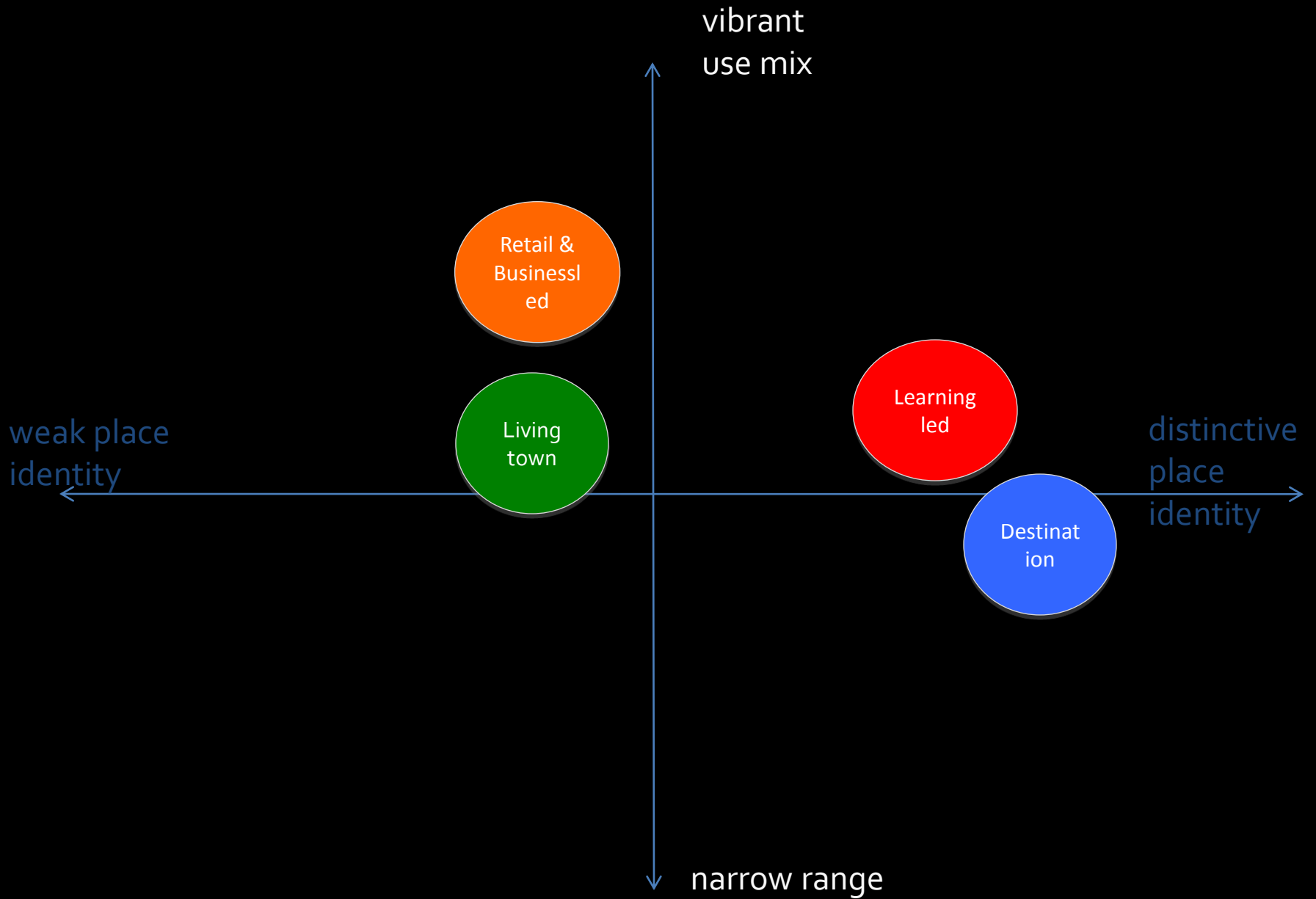


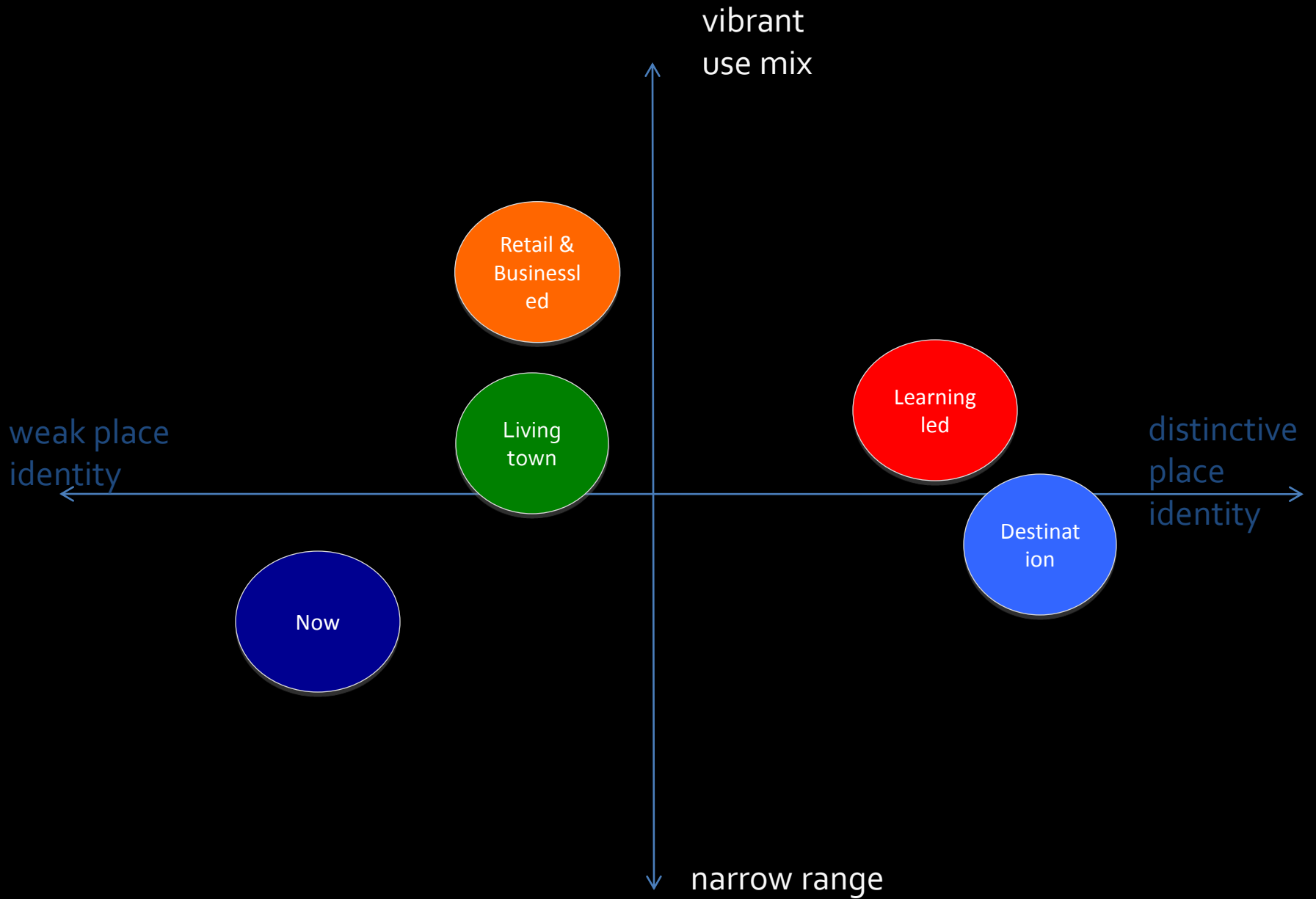




The only way to find the
limits of the possible is by
going beyond them to the impossible.

Arthur C. Clarke









4 Private-public partnering – with design

Speirs Locks, Glasgow

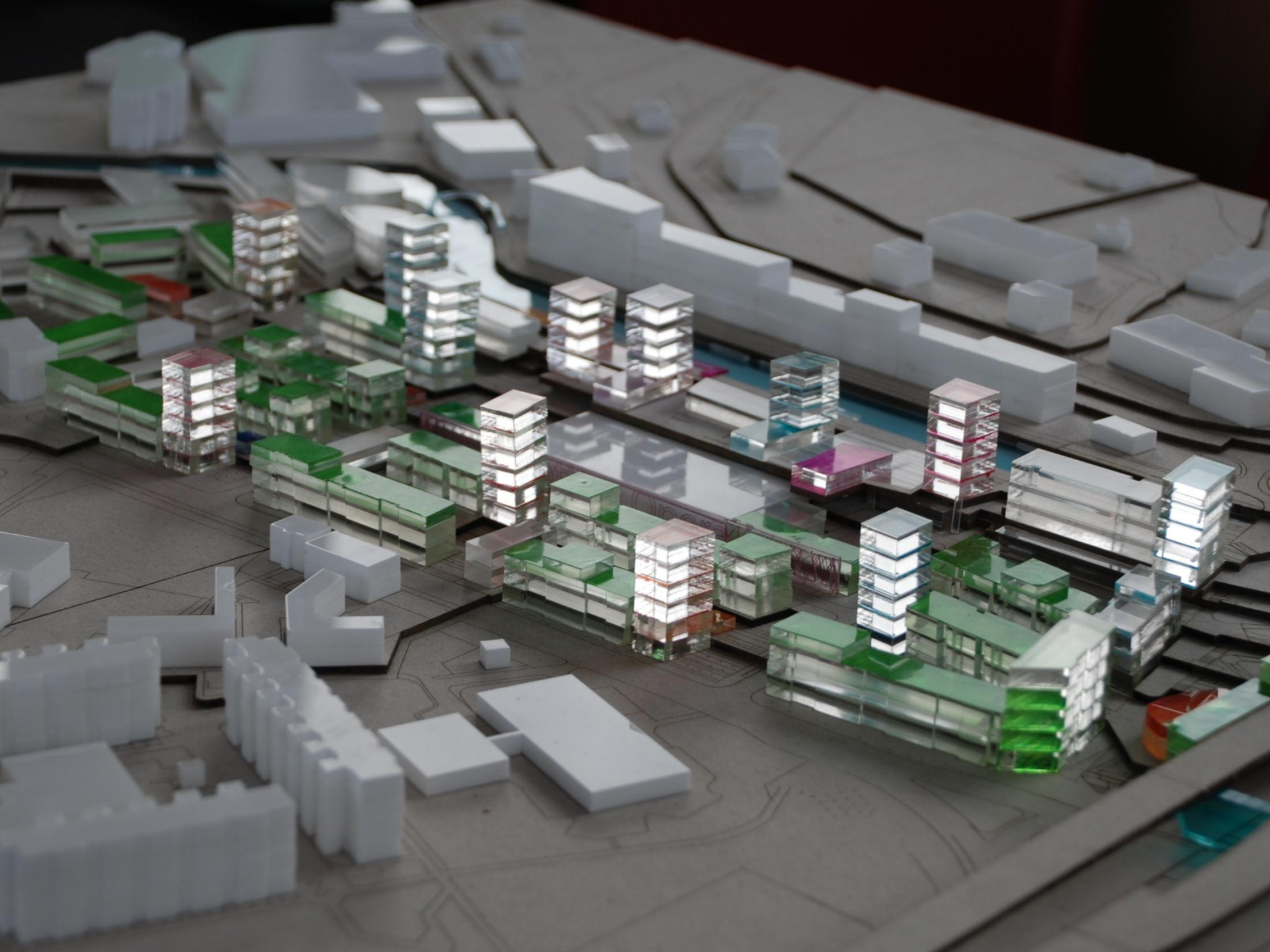
New Broughton, Salford

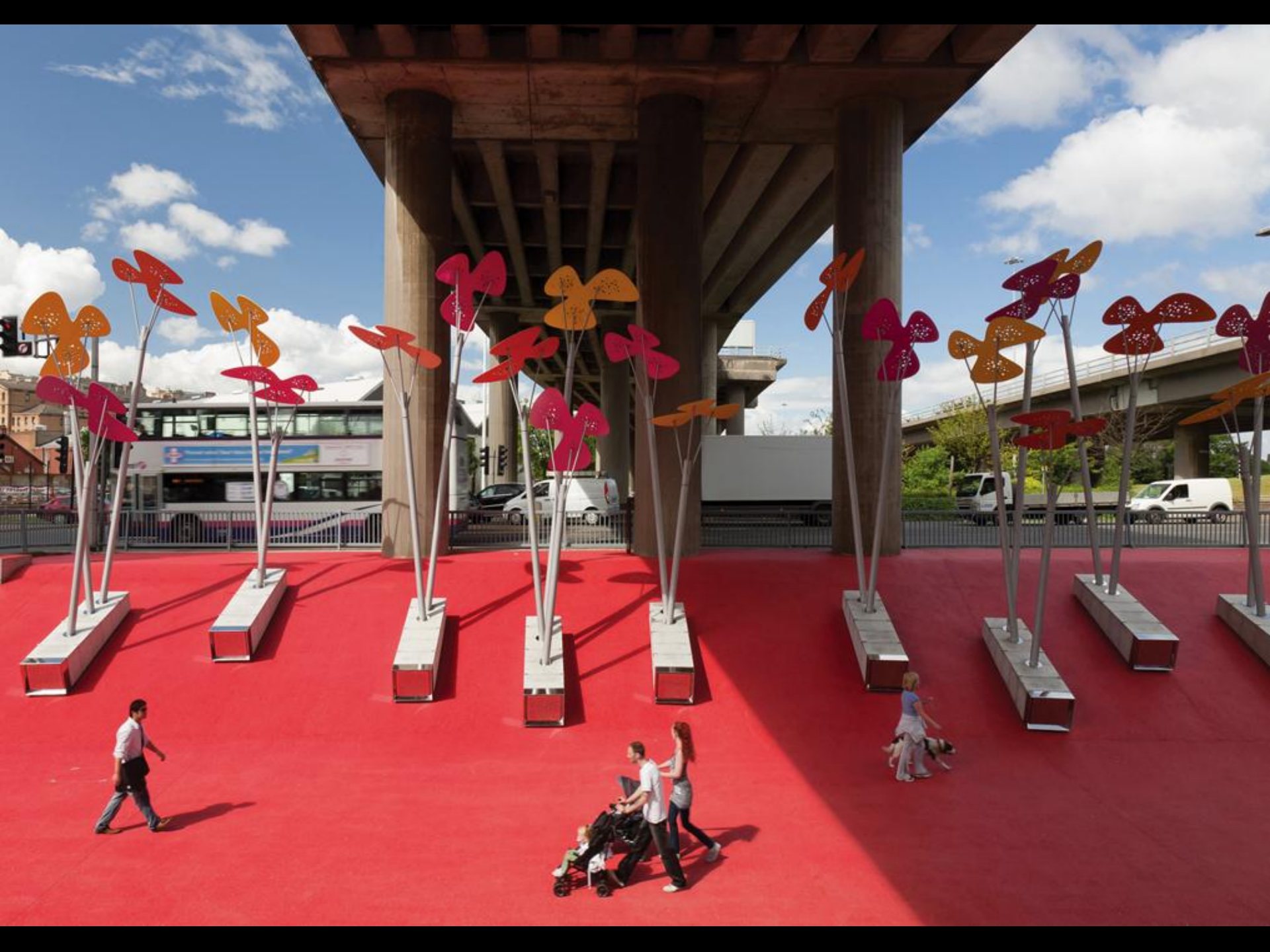
Kilmarnock Integrated Development Plan

Speirs Locks









Lower Broughton, Salford















Kilmarnock Integrated Urban Development Plan



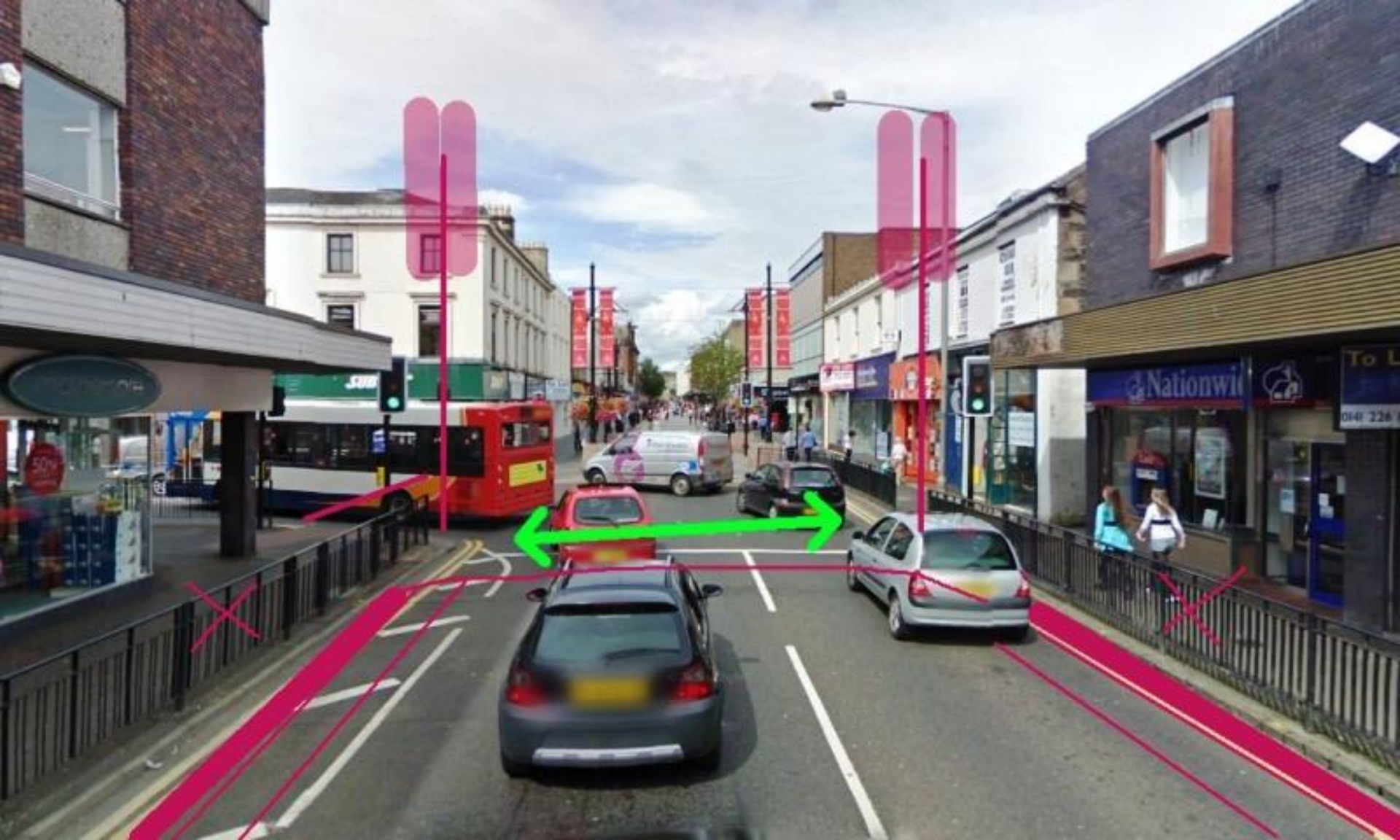






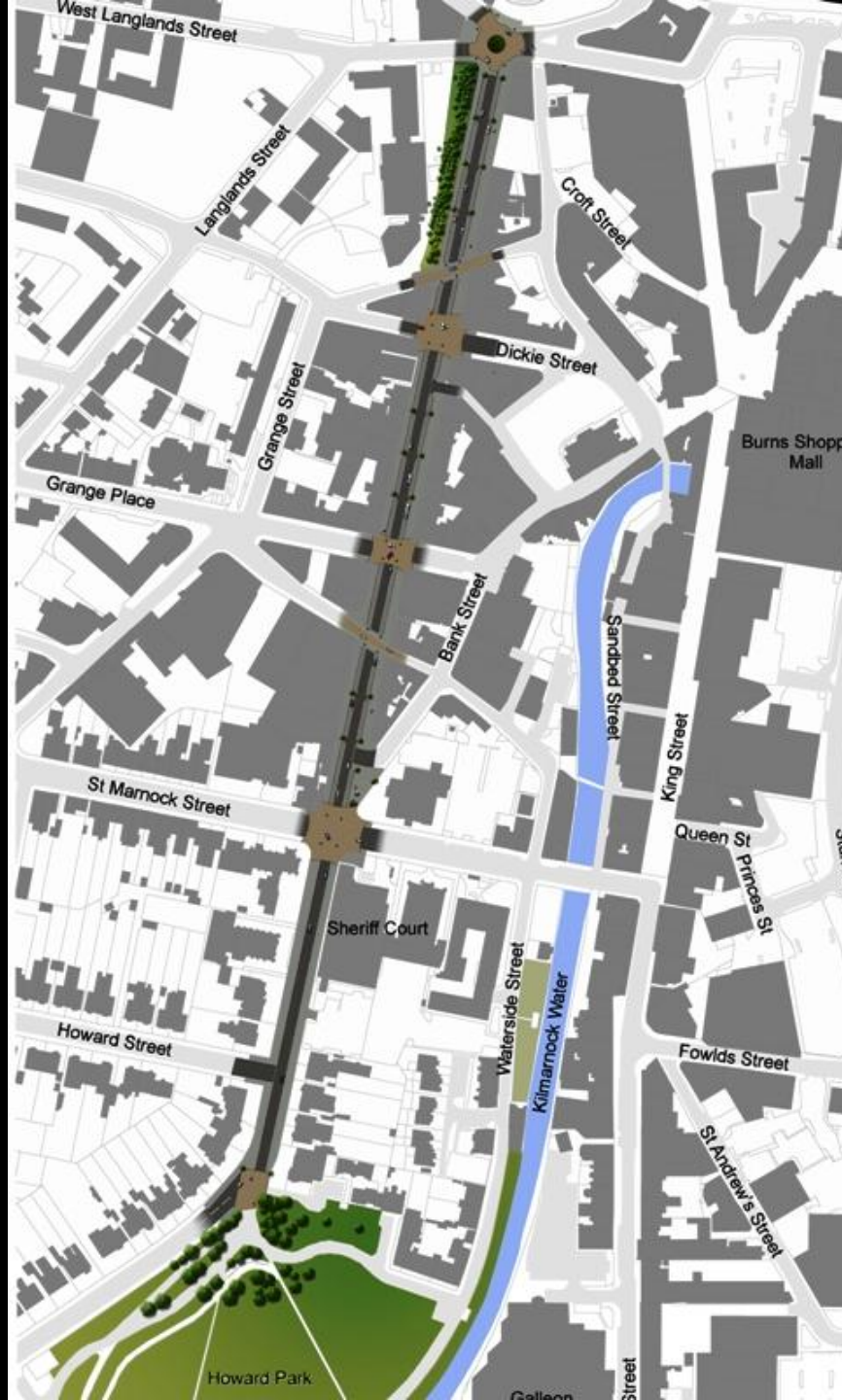
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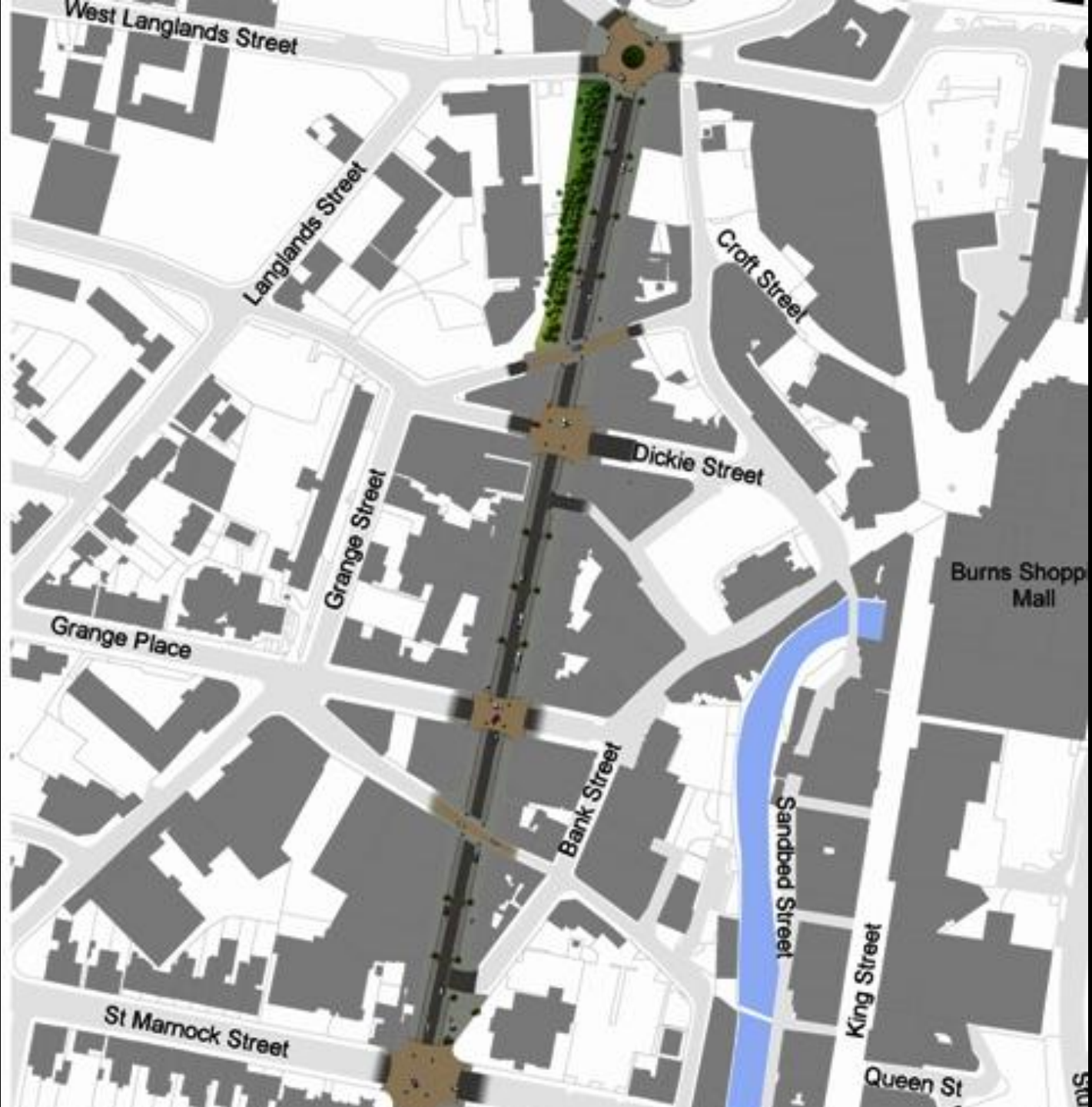


















what if no engagement?

risk – unknown views, responses

overlook key issues/objectives

possible opposition

rejection – abortive costs

lose a genuine project

key lessons

1. Strategic approach - participants, process
2. Share issues & learning
3. Active design- better outcomes
4. Several days/stages – builds trust
5. Ownership and commitment
6. Time, risk, finance benefits

Who is wise ?



**One who learns
from all people**

Make the children understand that together all things are possible.
Copyright © 1997, 2000 by the author. All rights reserved.

Revised from the original of the author, 1997.

create an intelligent process

A nighttime photograph of a city river scene. In the center, a bridge with a prominent arch is illuminated with purple light. To the left, a large industrial crane structure stands tall. The background shows modern buildings with lit windows and balconies. The sky is a deep twilight blue.

must

To accomplish great things, we
not only act, but also dream;
not only plan, but also believe.

Anatole Frances, French poet

Academy of Urbanism Congress 9-11 May

THE ACADEMY OF URBANISM

www.academyofurbanism.org



Kevin
Murray
Associates

www.kevinmurrayassociates.com

working with young people

- make it fun
- creativity
- pitch to their level
- clear with teachers
- link to parents





