Putting Good Design in Place

Lessons from Scotland

ICLRD, Sligo
February 9th, 2017

Our purpose is to promote the value good architecture and sustainable design adds to everyone’s lives.
Question: Why do places matter?
Answer: Coherence
Place based approaches:
- Targeting interventions in a geography to meet local need and maximise benefits

Place shaping
- Co-ordinating services, programmes and organisations across localities to promote wellbeing of citizens

National Place:
- Representing the uniqueness of the nation on an international stage: reputation building

Placemaking:
- Collaborative process combining organisational and spatial actions over time, spanning masterplanning and economic development
Outcomes enabled by design:

- Conditions
- Components
- Leadership
- Timing
<table>
<thead>
<tr>
<th>Strategy</th>
<th>Characteristics</th>
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<tbody>
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<td>Manage place</td>
<td>Typically, this relates to major infrastructure projects with the potential for significant local environmental impacts. The placemaking strategy would be to manage or mitigate the effects of the project informed by the sense of place that exists locally.</td>
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<td>benefits</td>
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<td>Intentionally</td>
<td>In placemaking terms this is about setting out to intentionally shape placemaking outcomes. Typically the relates to the deliberate briefing and designing to create a specific kind of place, which drives the objectives and criteria for all investment, by all decisionmakers in that place.</td>
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<td>place</td>
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<td>innovation</td>
<td>In placemaking terms this is about recognizing that some national projects or actions have a role to play in promoting or extending a wider placemaking ethos, culture, or narrative on place.</td>
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**Architecture & Design Scotland**

Ailtearachd is Dealbhadh na h-Alba

[Map Image]

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Immediate locality: this is the environment within and immediately surrounding the project. A project could be a piece of infrastructure or a whole settlement.

Wider locality: this is the wider catchment surrounding the project where the main direct project effects are visible and measurable.

Strategic: most national projects impact several places in multiple ways. For example, the Forth Road Bridge will have specific local effects at the bridgehead locations, but will also influence impacts on places across the national road network and in specific places like Aberdeen as competitive urban places.

- Major cities
- 20 towns – under the microscope
- 50 towns – an hamn

town locations
A whole place approach: making more of what we have

outcomes

- Lifelong learning
- Confident contributors
- Active citizens

[Curriculum for Excellence]
A whole place approach: making more of what we have

A SCHOOL - A BUILDING?
This programmatic architecture is then effectively wrapped in a brand new institutional building, conceived as a bubble, one-off capital investment. This requires a large amount of up-front capital expenditure, both in terms of finance and in terms of embedded carbon.

REDUNDANCY
One of the inherent problems with this model, is that after completion the asset is heavily under-used. Factoring in school holidays, evenings and weeknights, a typical school building may be empty for 85% of the year.

URBAN ReDUNDANCY
At the same time, most buildings in city and town centres are unused, or under-used for many hours. Particularly those places facilities used primarily at evenings or weekends times (such as religious buildings, bar and venues, leisure-related spaces and public parks).
A whole place approach: making more of what we have

Place: needs and services

Assets and resources

Outcomes

School = neighbourhood
Housing is in between
A whole place approach: making more of what we have

Architecture + Design Scotland
Ahrends, Burton and Koralek

DUNOON
Strategic Placemaking diagram

1. Depot and response
   Integrated depot efficiencies linked to employment and training opportunities

2. Community and wellbeing hub
   Integration of community, health, learning and leisure, with enterprise as a campus

3. Civic hub
   Integration of public facing public services with civic amenities and landscape

4. Arrival
   Enhanced gateway experience with improved local transport connectivity
Mixed community services cluster, anchored by school/sports/mixed use, supported by multiple modes of transport
Southern fringe, medium density residential defining new urban edge to Elgin
West village with future school, framing new blue/green parkland, bounded by low density in landscape setting linking to golf club
East village, low to medium density protecting and enhancing existing landscape assets, with some business uses

1. Linear park over gas main
2. Protect tree lined avenue: create curved street
3. Enhance eastern landscape edge
4. Define southern urban edge
5. Maximise blue/green infrastructure
6. Protect landscape assets/enhance with allotment provision/business uses
7. Strategic sports
8. Maximise connections to existing communities
New forms of collaborative leadership:
• Active
• Intergenerational, plural
• Effective

Frameworks not rules:
• People at the heart
• Language
• Inclusive, fairness
• Adaptable

Recognise realities of modern economy:
• Networked regions
• Competitiveness
• Place purpose: diversity

Platforms to share practice and skills:
• Matching places
• Shared problems and skills
• Best practice