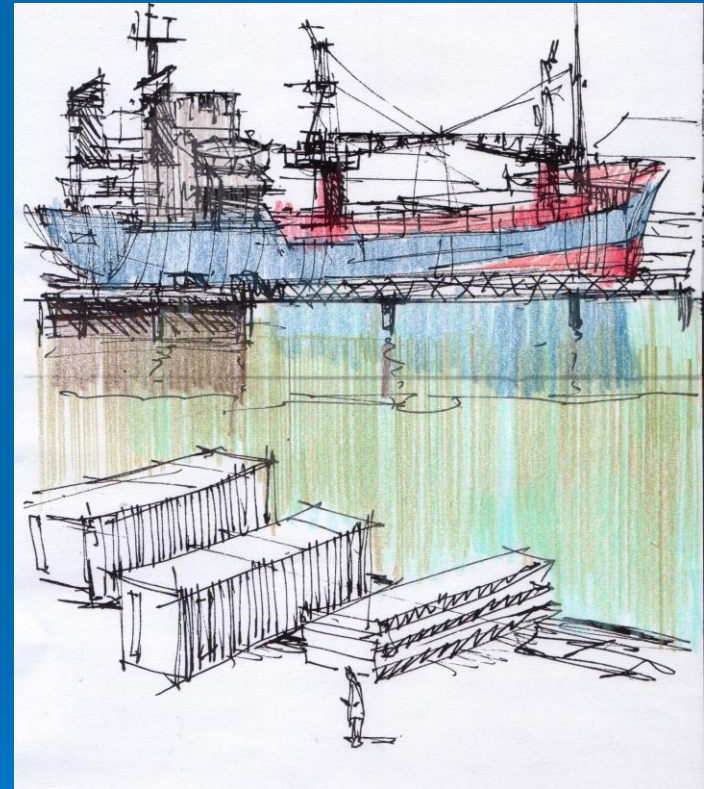


Regaining the edge

Participatory process and
socio-economic dimension
of waterfront development

Kevin Murray
Director, KMA





Content

- Waterfront typologies
- Socio economic context
- Waterfront social context
- Approach to community & stakeholder participation
- Some tools & lessons

Experience drawn from....

- Aberdeen, Bowling, Dumbarton, Dundee, Edinburgh, Glasgow, Inverness, Renfrew
- Newcastle, North Shields, Wallsend
Birmingham, Nottingham, Chatham
Grimsby, London Docklands, Salford
Southampton, St Helier
- Antwerp, Barcelona, Copenhagen,
Gothenburg, Hamburg, Malmo, Oslo

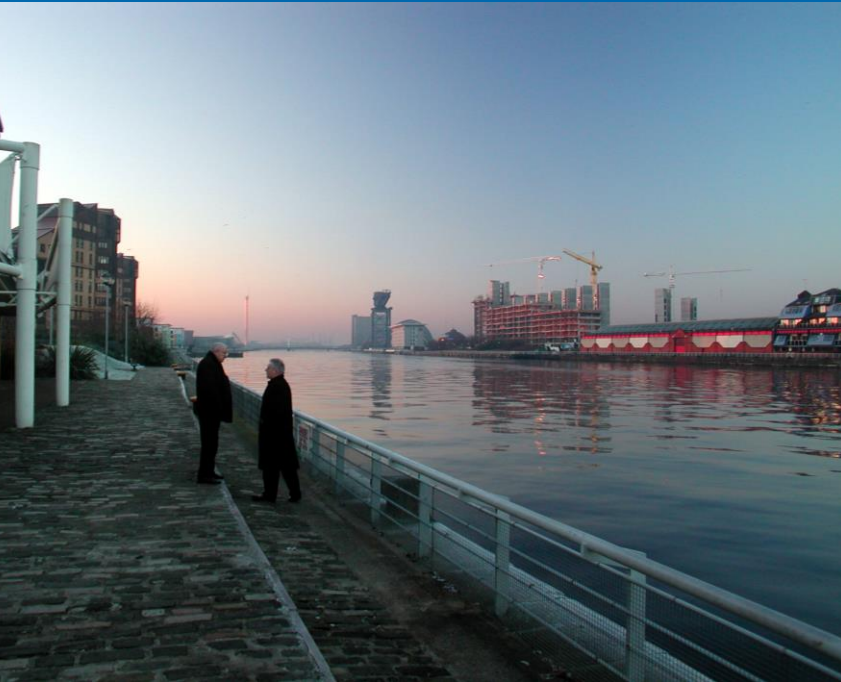


Typologies

- Trading ports
- Shipbuilding
- Fishing ports
- Canal zones
- Industrial zones
- Visitor leisure destinations
- Waterfront communities



Meta challenge



- Finding viable, sustainable new uses for former port or industrial areas
- Addressing environmental, economic, spatial & policy issues
- Creating a place that has sense of inclusion, fairness, social equity ?

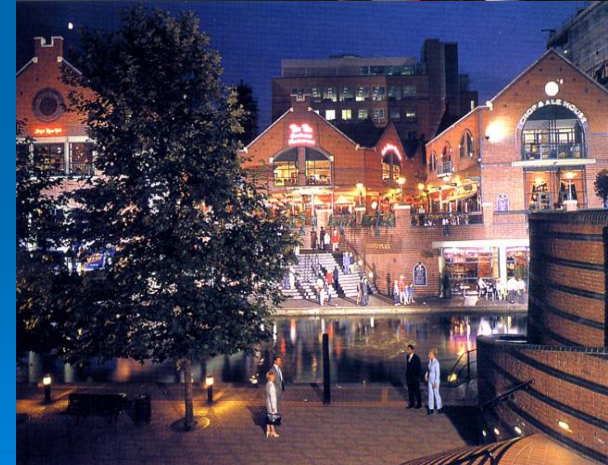
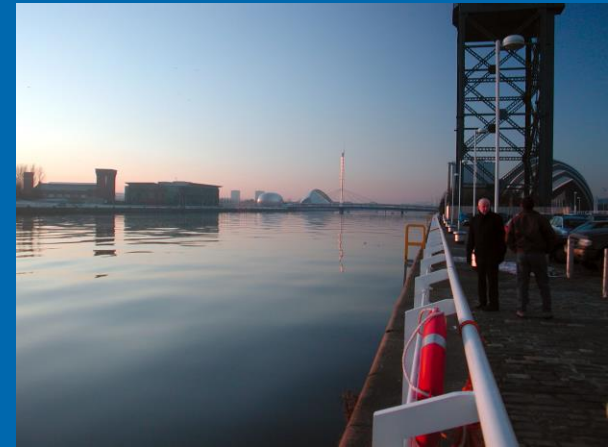
Drivers: Why do it?

- New economic rationale
- Address dereliction
- Sustainable resource recycling
- Reconnect surrounding areas
- Identity & place (re)creation
- Strategic role - new uses, sectoral activities, investment & jobs
- Political commitment
- Create value



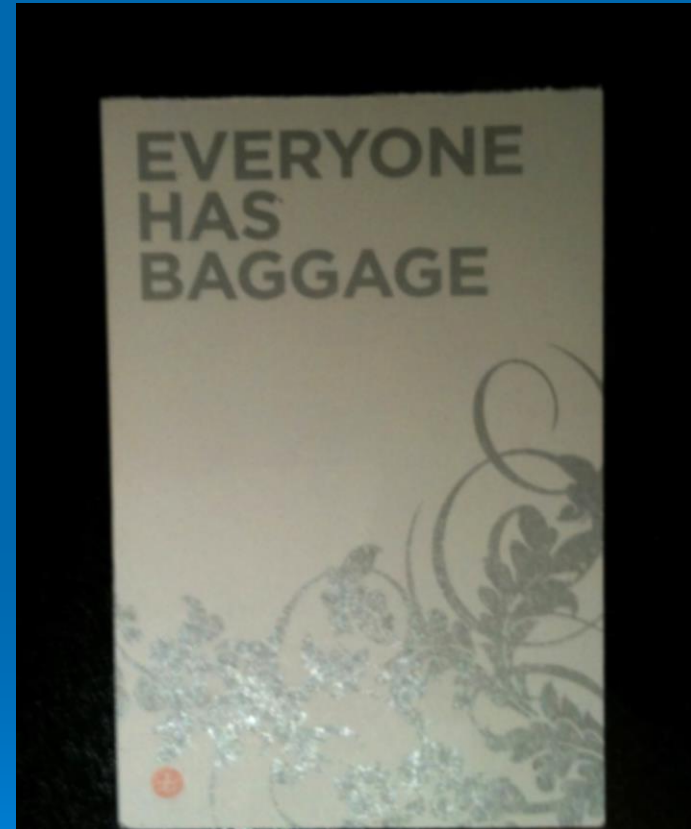
Economic conundrum

- Old (or filled) docks, basins, quaysides
- Scale, cost, value
- Integration and connectivity
- Non-contiguous grain
- Heritage assets
- Waterfront views & barriers
- Visitor & recreation opportunity?
- Community role – who benefits?



The social palimpsest

- Layers of history
- Different perceptions of 'reality'
- Positive, negative relationships
- Emotional - sense of loss
- Sense of entitlement
- Fixed personal views
- Backward looking
- Difficult to envision change
- Community access controversies !



Contested...

- Views on water
- View of history
- Cause of decline
- Future aspirations
- Legitimacy of 'rights'
- Perception of power & beneficiaries

- *Need to move from 'zero sum' binary 'blockage' contest*



A strategic approach



- Why are we consulting?
- Who are we consulting?
- What background & context?
- What venues & preparation?
- What style, skills & techniques?
- What happens next?

Empowerment
Engagement
Consultation
Communication



Hierarchy (from Arnstein)

- 
- Empowerment & control
 - Partnership
 - Collaboration
 - Engagement
 - Consultation
 - *Tokenism*

Approach

➤ V

➤ O

➤ C

➤ A

➤ L



Approach

- Vision
- Ownership
- Commitment
- Action
- Looking after, long term

Who to engage?

- Whole community or reps? Usual suspects & activists
- Business stakeholders and/or residents
- Hard to reach groups, children or older people
- Link with policymakers or waterfront interests?



Particular audiences

- Minority ethnic, in-migrant communities
- Young people, Older people
- Disabled, access impaired
- Gypsies/travellers/Showpeople
- Asylum seekers/refugees
- Boat-builders/sailing groups
- Fishermen/anglers
- Built/natural heritage enthusiasts





How – approach

- Open and honest
- Build trust
- Address rumours
- Remove fear
- Build credibility
- Transfer ownership
- *Gradual process*



how we see things



how we see things



Community Maslow

➤ Hierarchy of aspiration

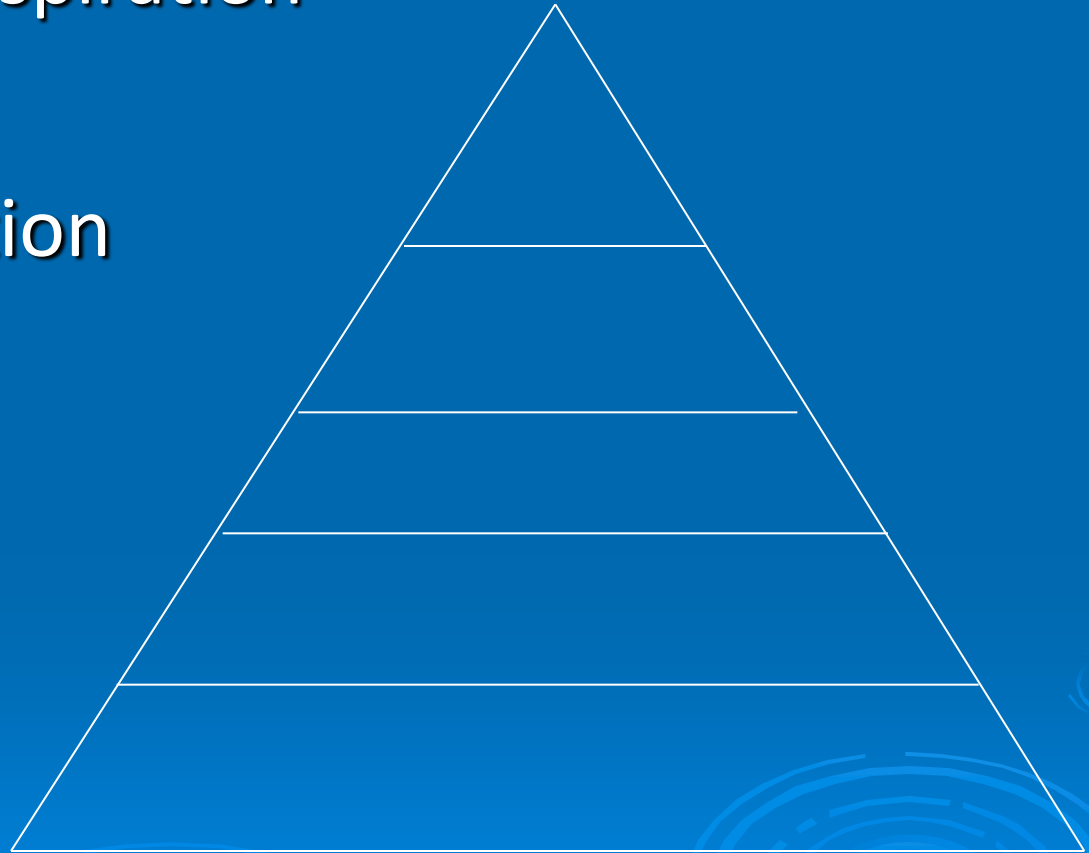
1 Self actualisation

2 Esteem

3 Belonging

4 Safety

5 Physiological



Community Maslow

➤ Hierarchy of aspiration

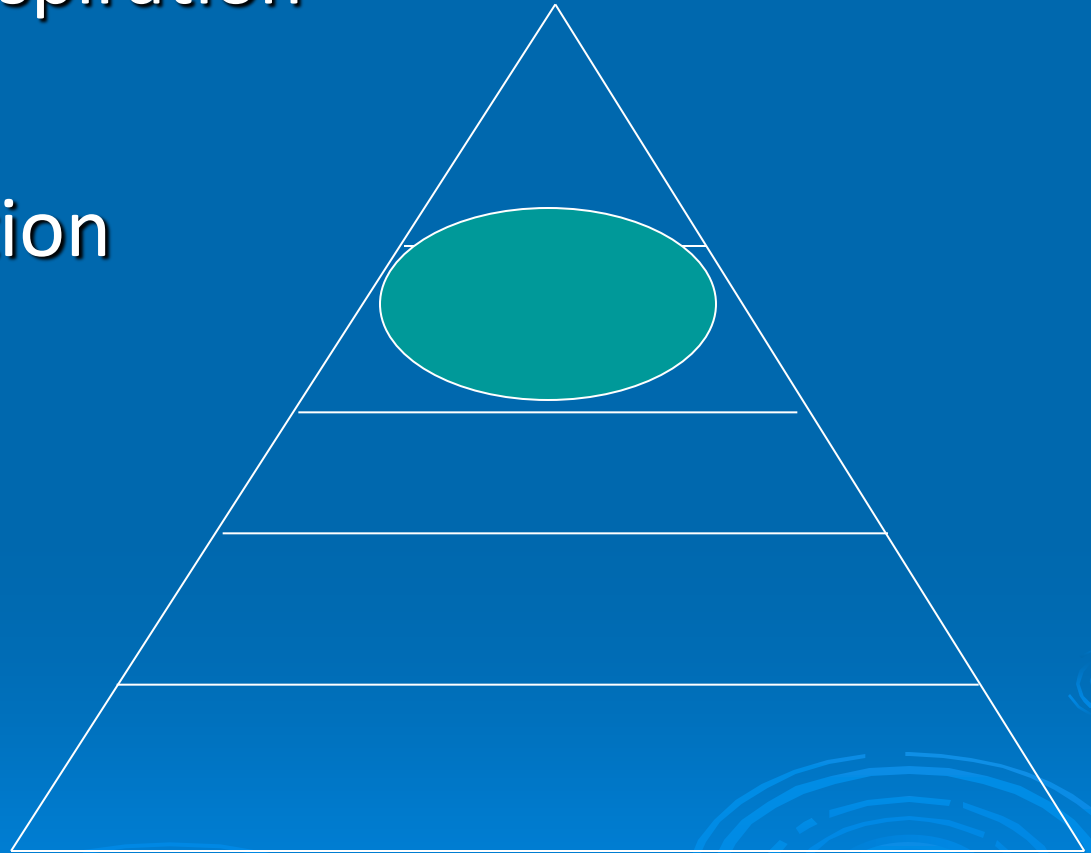
1 Self actualisation

2 Esteem

3 Belonging

4 Safety

5 Physiological



Community Maslow

➤ Hierarchy of aspiration

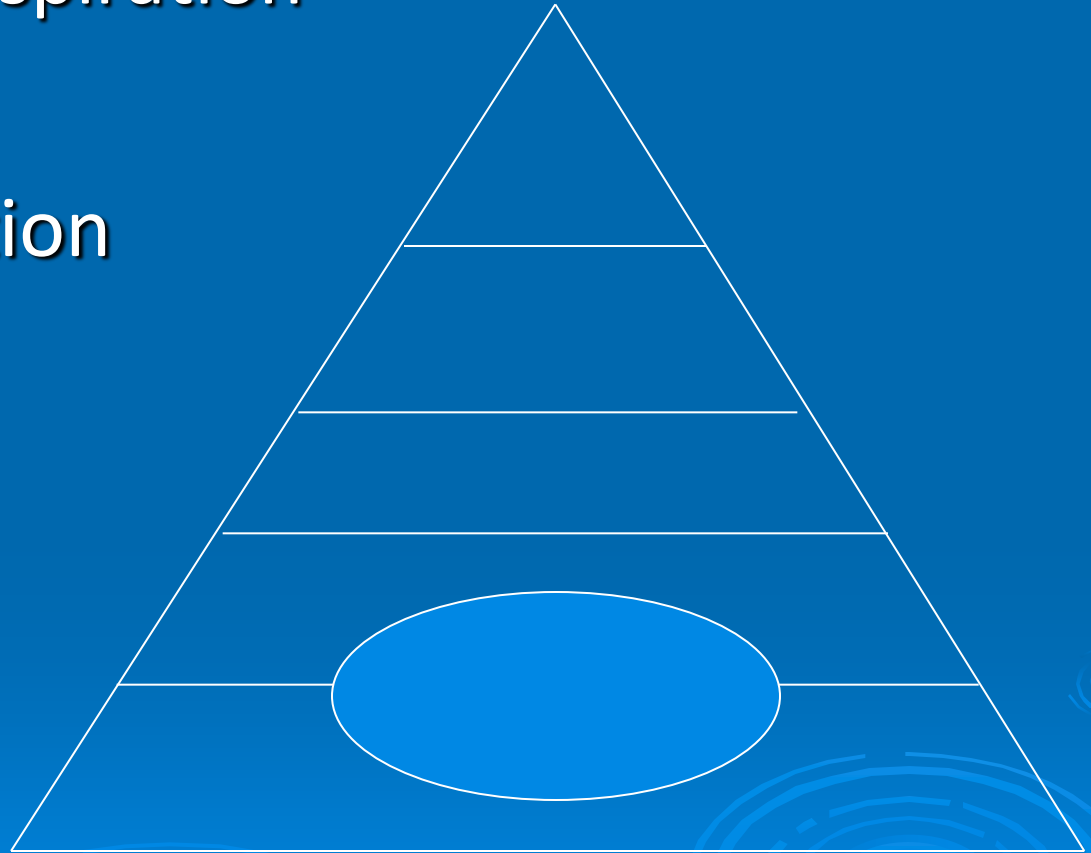
1 Self actualisation

2 Esteem

3 Belonging

4 Safety

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Community Maslow

➤ Hierarchy of aspiration

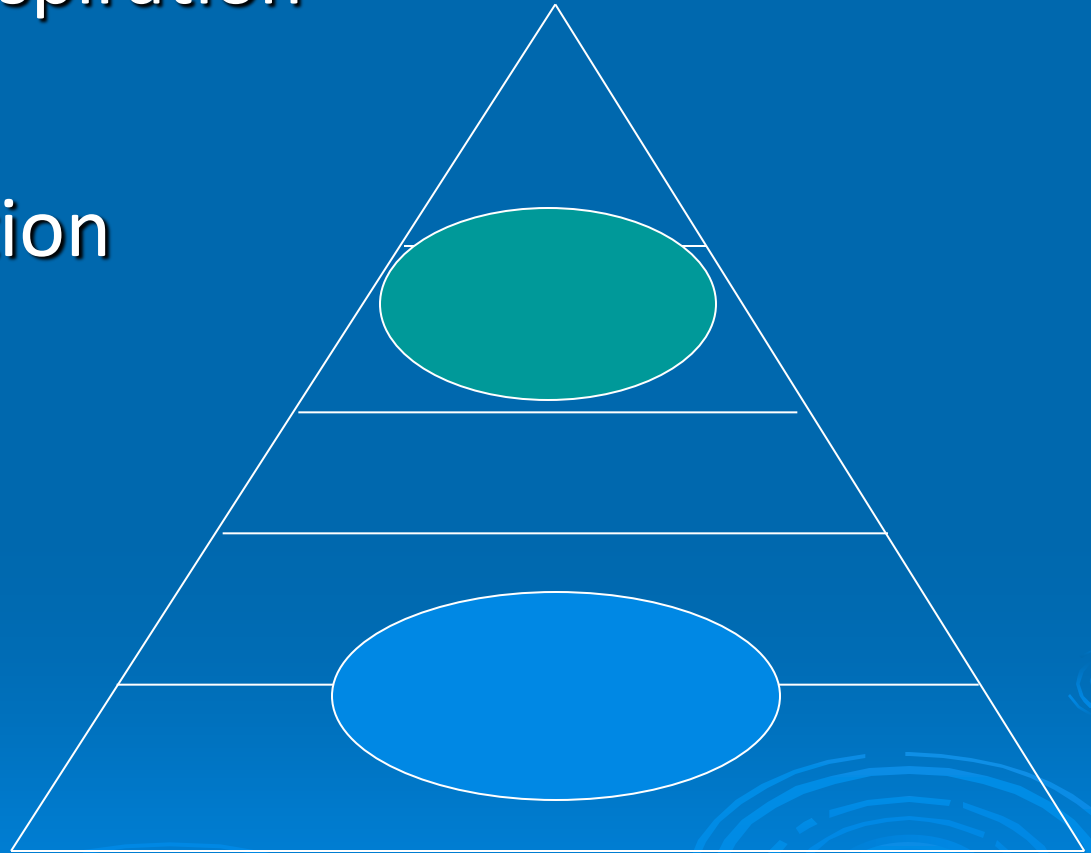
1 Self actualisation

2 Esteem

3 Belonging

4 Safety

5 Physiological



Community Maslow

➤ Hierarchy of aspiration

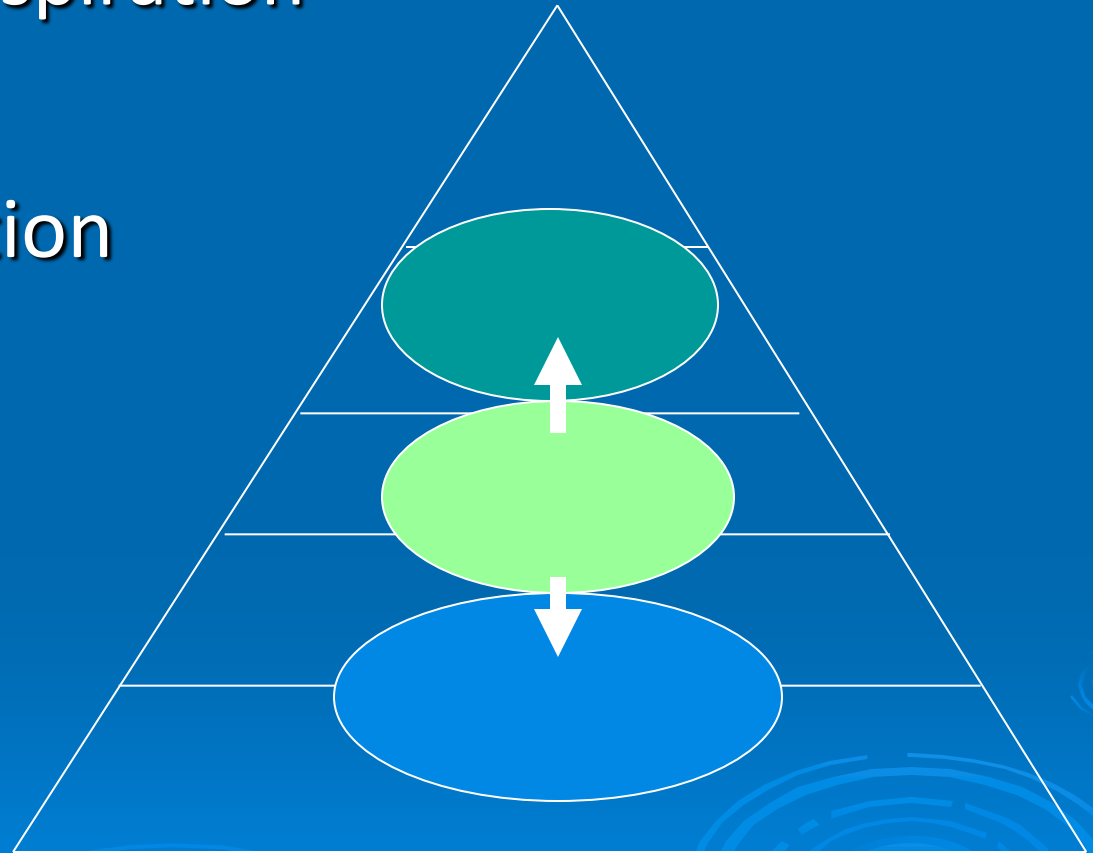
1 Self actualisation

2 Esteem

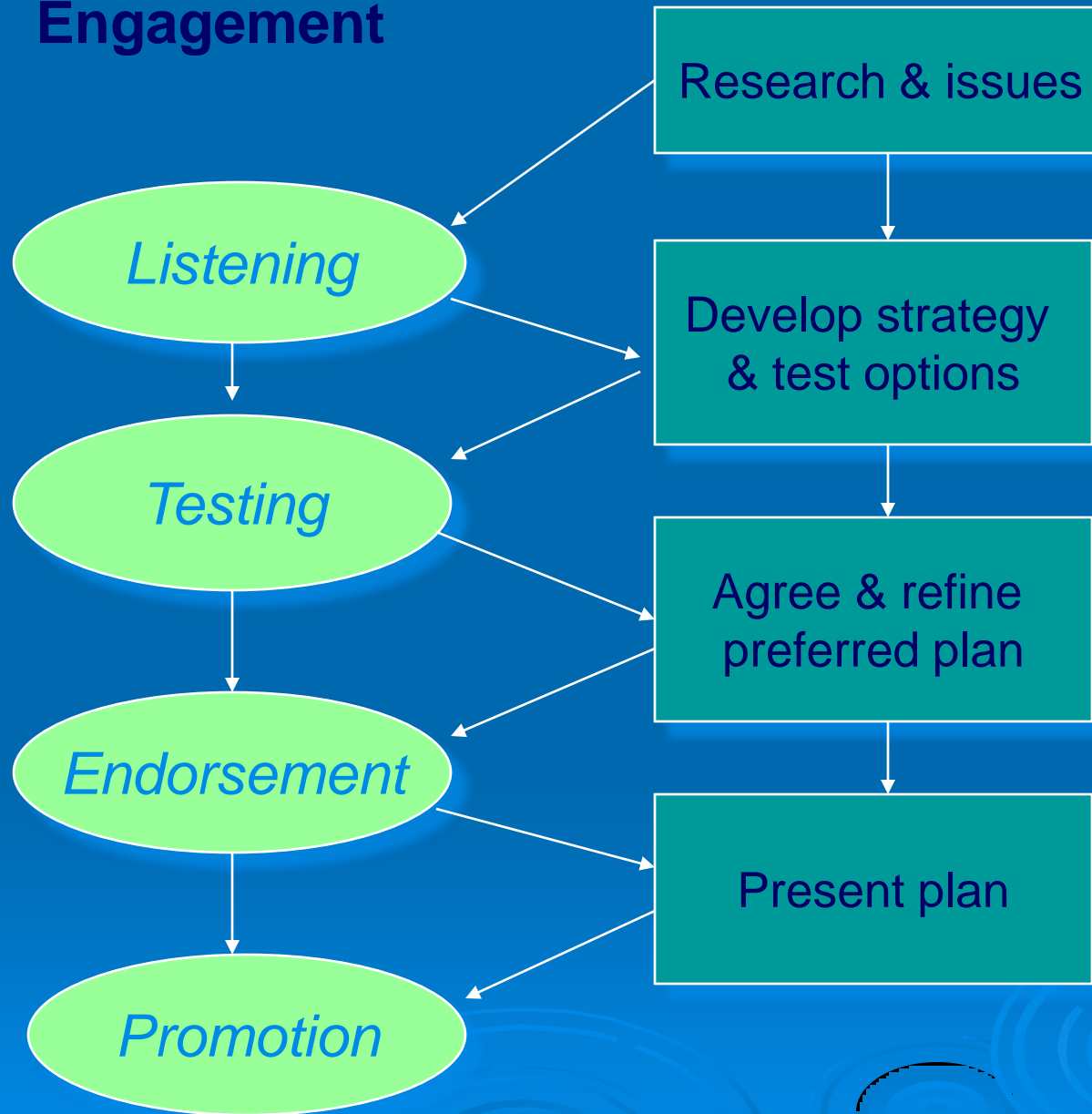
3 Belonging

4 Safety

5 Physiological



Engagement



Risk

➤ D

➤ E

➤ C

➤ E

➤ D



Risk

- D istrust
- E ngagement
- C redibility
- E xpectations
- D elivery or Distrust

process techniques

for thinking
envisioning
analysing
reconciling
designing
testing
delivering



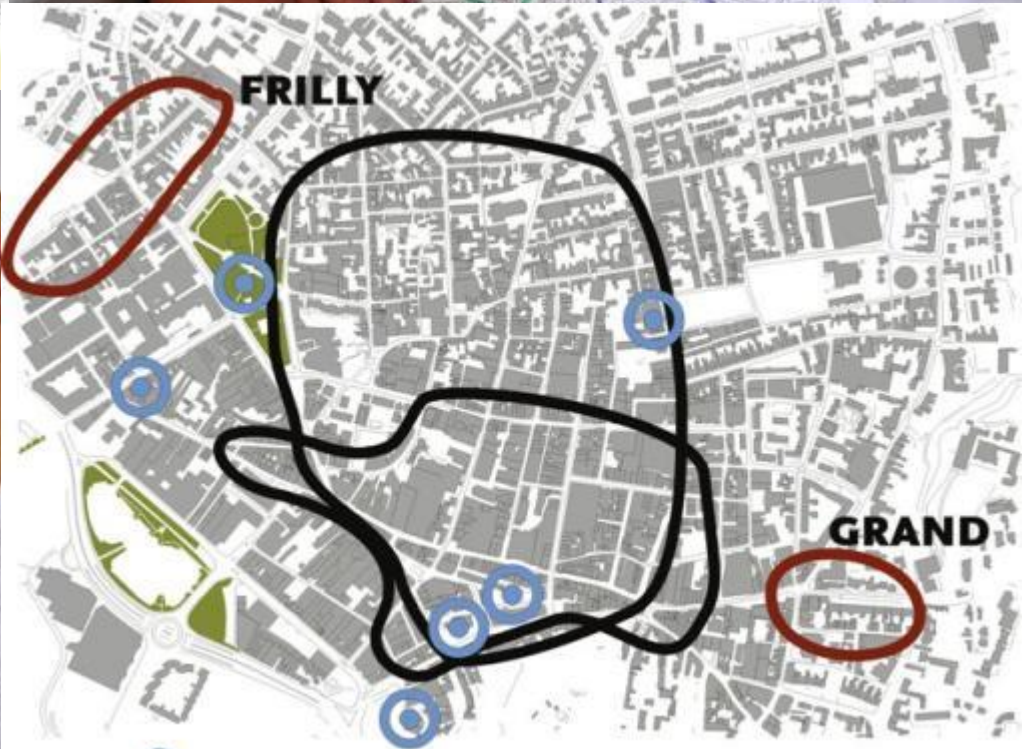


Site visit/walkover
seeing is believing



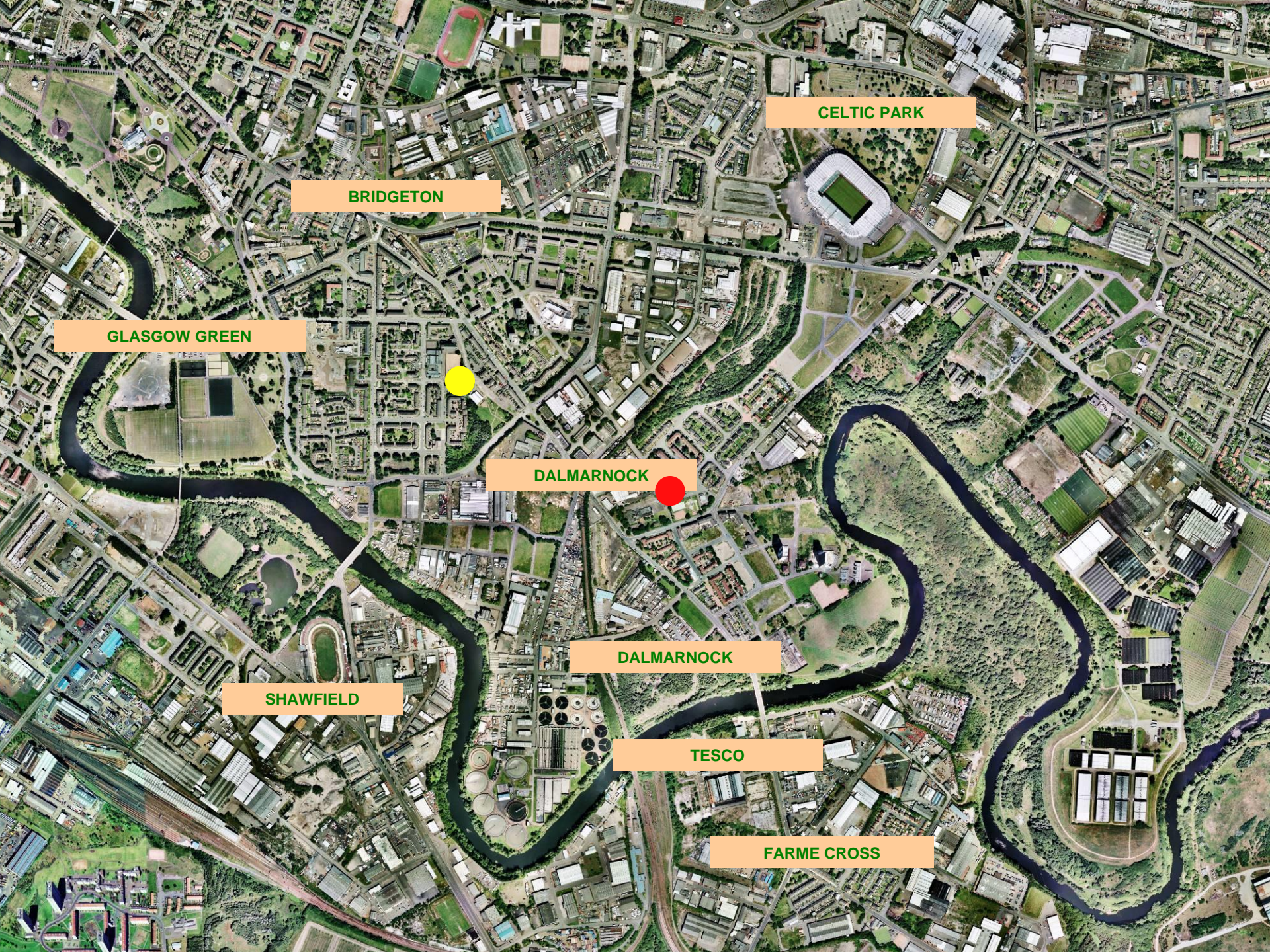


Shared analysis



issues and ideas





BRIDGETON

CELTIC PARK

GLASGOW GREEN

DALMARNOCK

SHAWFIELD

DALMARNOCK

TESCO

FARMER CROSS

South Dalmarnock masterplan





The knowledge
- that is crucial
to the future

It's not a help
for the local
community

It's not a help
for the local
community

The knowledge
- that is crucial
to the future

The knowledge
- that is crucial
to the future

The knowledge
- that is crucial
to the future

The knowledge
- that is crucial
to the future

Don't build
from the waste
cycle

The knowledge
- that is crucial
to the future

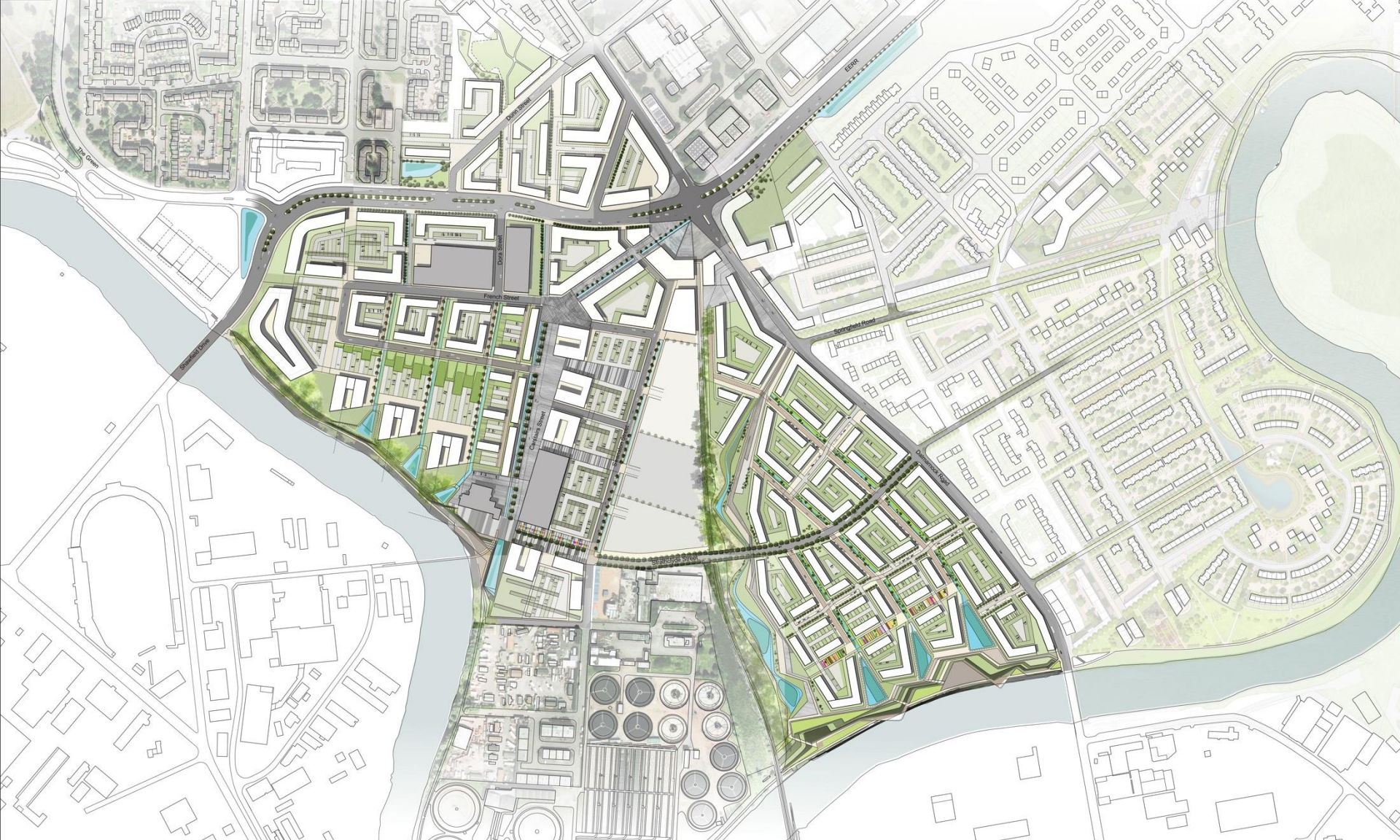
The knowledge
- that is crucial
to the future

The knowledge
- that is crucial
to the future

The knowledge
- that is crucial
to the future

The knowledge
- that is crucial
to the future





South Dalmarnock masterplan

Riverside Park with flood attenuation



Shared briefing



- Scale of dereliction/contamination
- Type & cost of treatment
- Current, emerging policy
- Market trends & scenarios
- Infrastructure & transport needs
- Assisted activity & fundability
- Open space/greening



Appreciate historic evolution



This stretch of water, which was later filled in, was known as the Pudzeoch. The meaning of the name was the subject of a great debate in the *Herald* a few years ago, although I was brought up to believe that pudzeoch meant frog.





Garngad/Royston 1912



1925



1938



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

Arthur C. Clarke



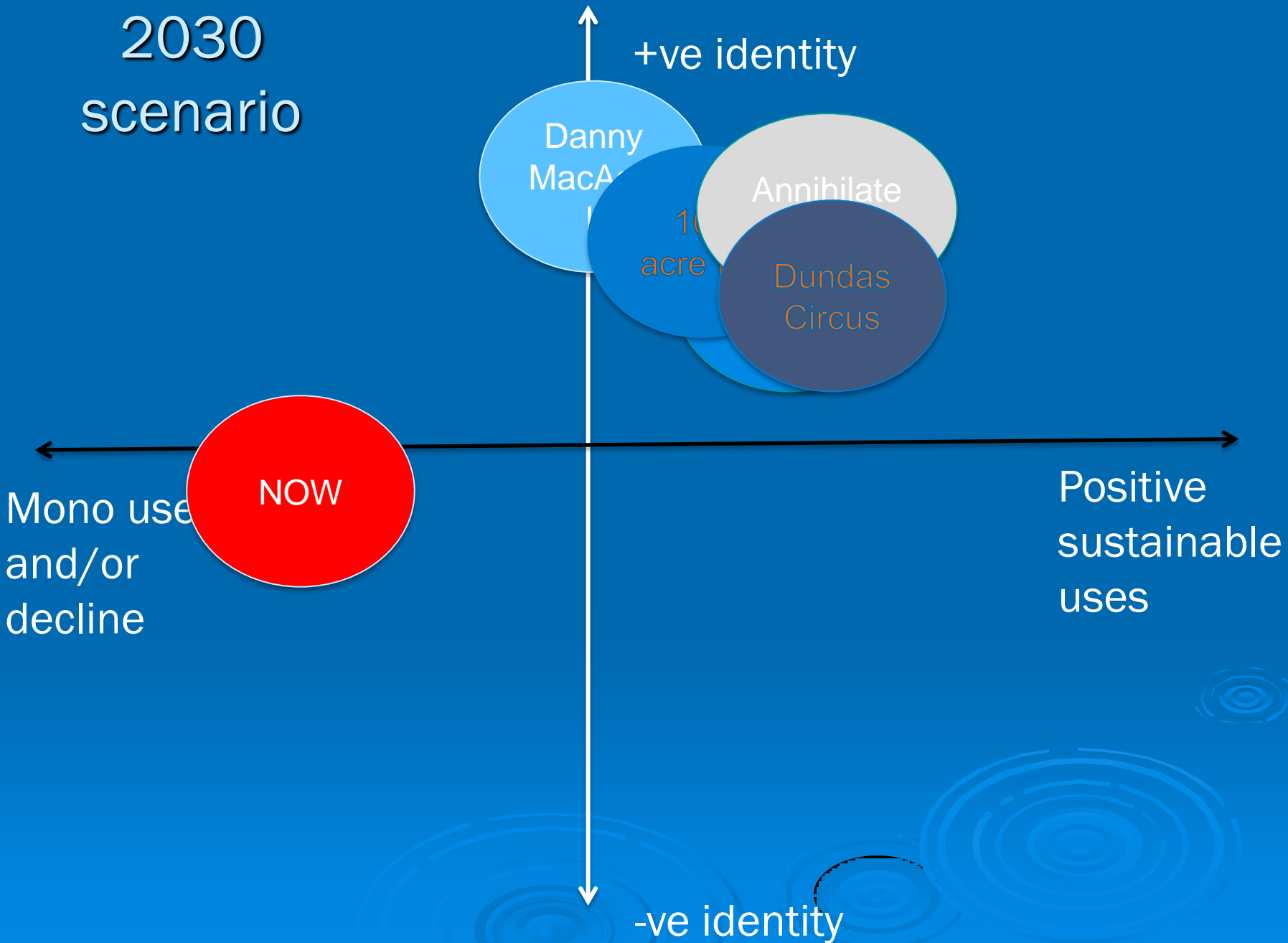
Developing the vision

- Clear vision & strategic role(s)
- Break down scale
- Compatible mixed use & tenure
- Optimise access & views
- Prioritise sites & phasing

- Enable people to see themselves in it



2030 scenario



2030
scenario

+ve identity

Danny
MacA

Annihilate

10
acre

Dundas
Circus

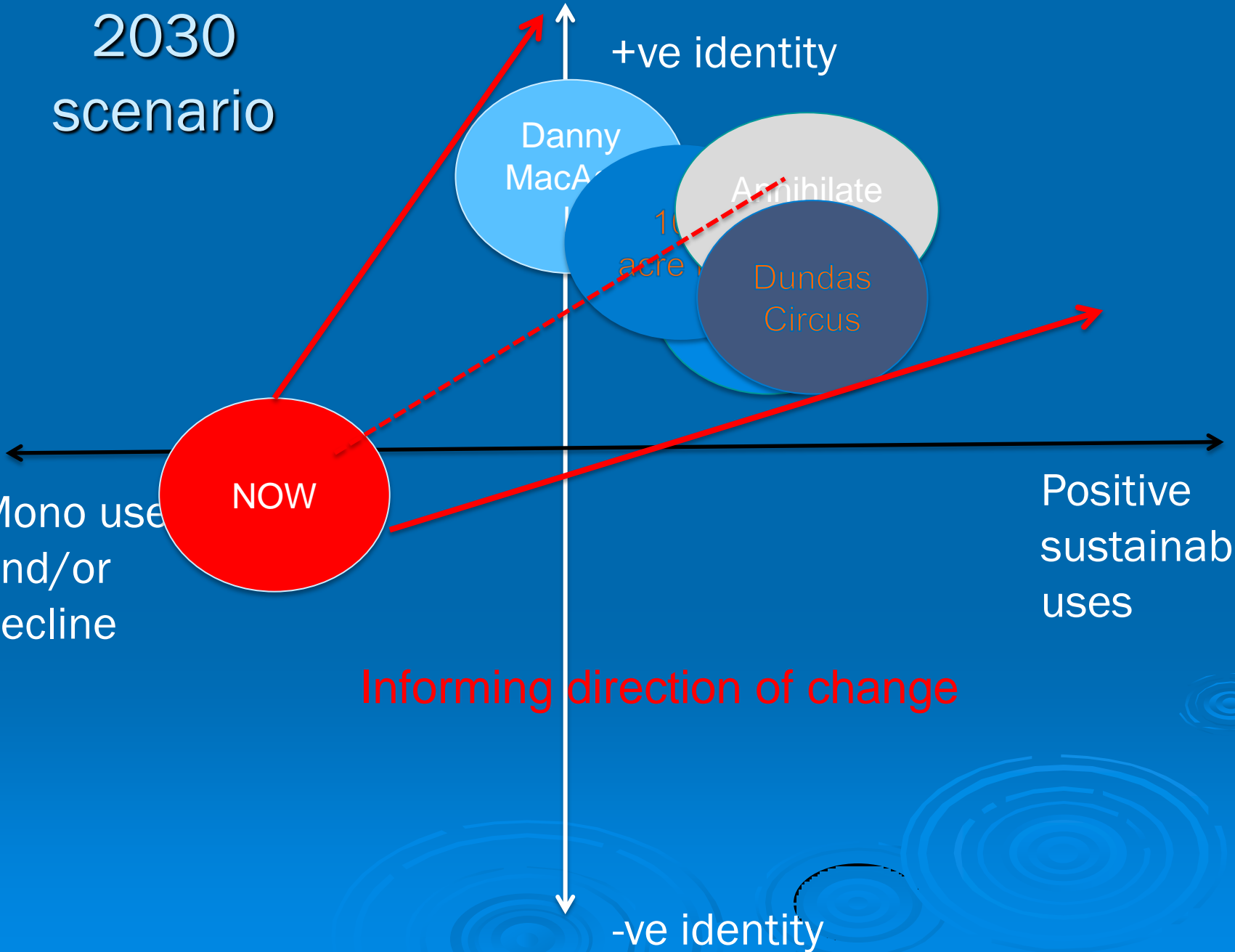
NOW

Mono use
and/or
decline

Positive
sustainable
uses

Informing direction of change

-ve identity

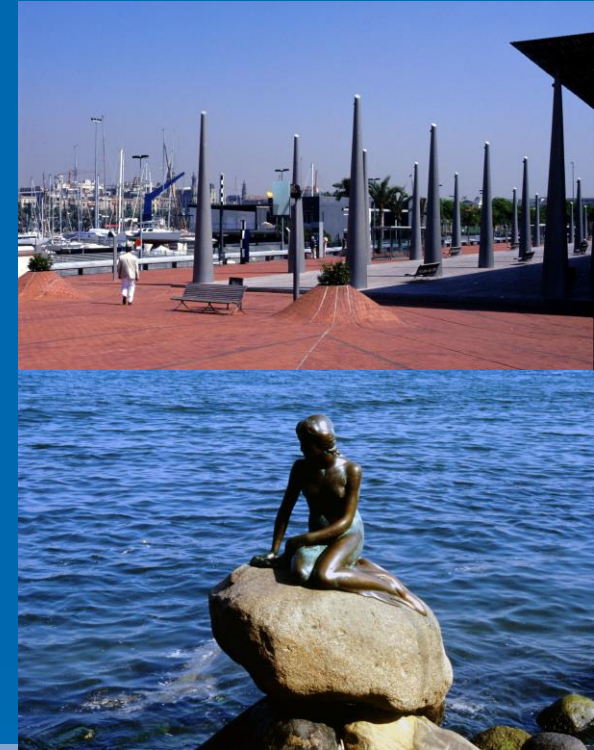


Agree framing 'place' principles

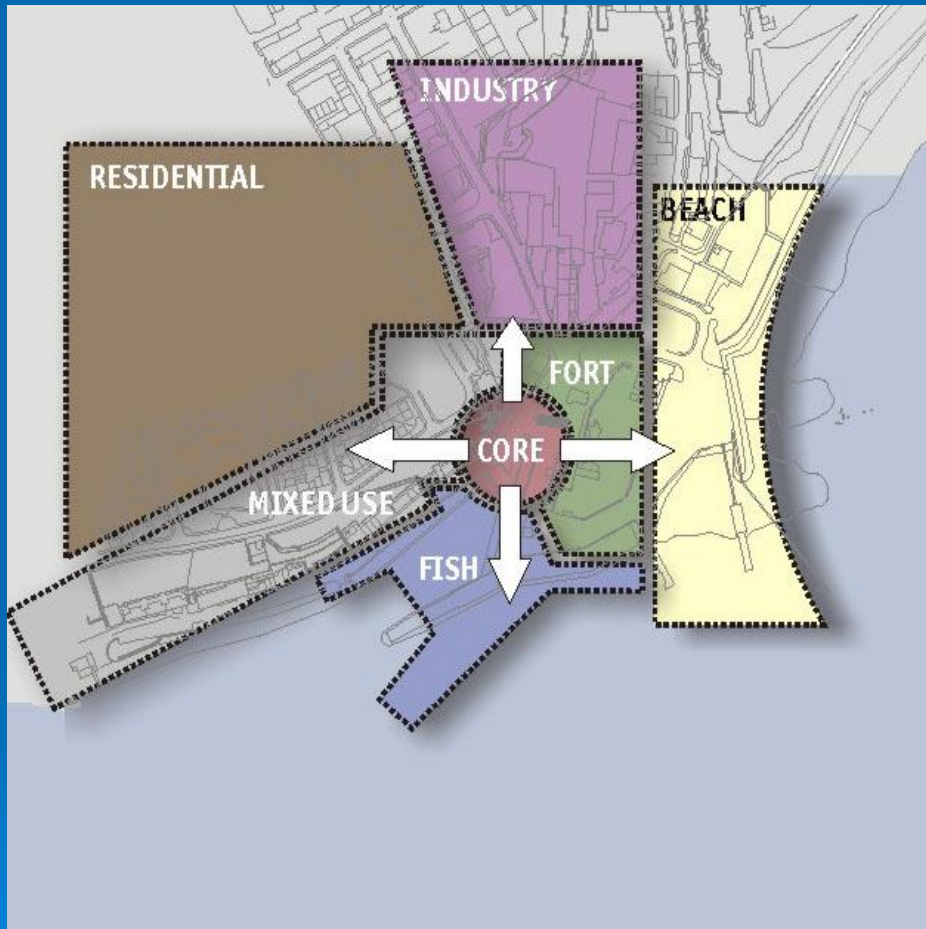
- Activities + uses
- Ground floors
- Destinalational attractions

- Artefacts + structures
- Boats, barges, ferries
- Landmark achitecture
- Background + skyline
- Lighting

- Access people + vehicle
- Minimised barriers
- Ped access, spaces + shelter
- Choice of activity routes



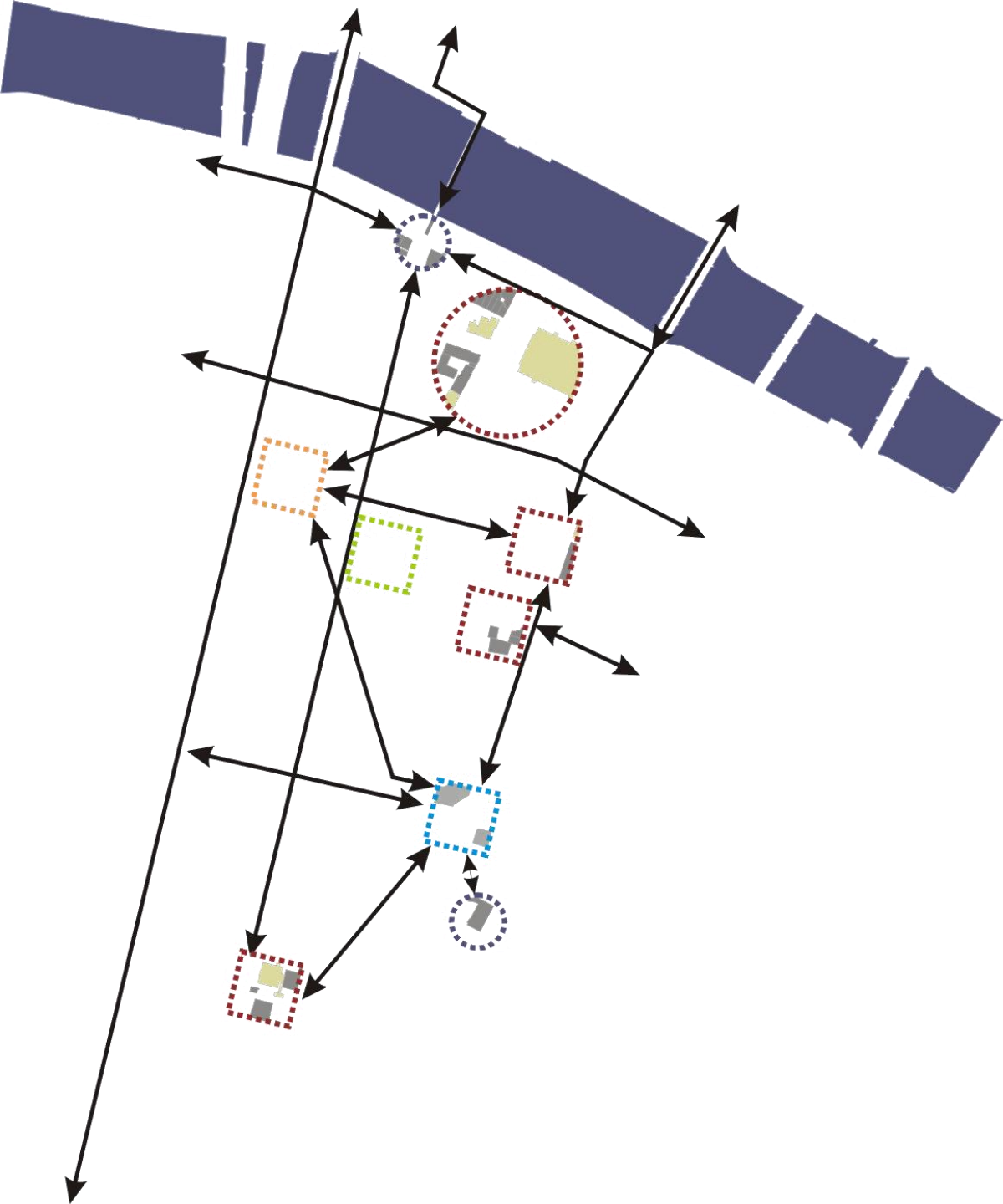
ideagrams

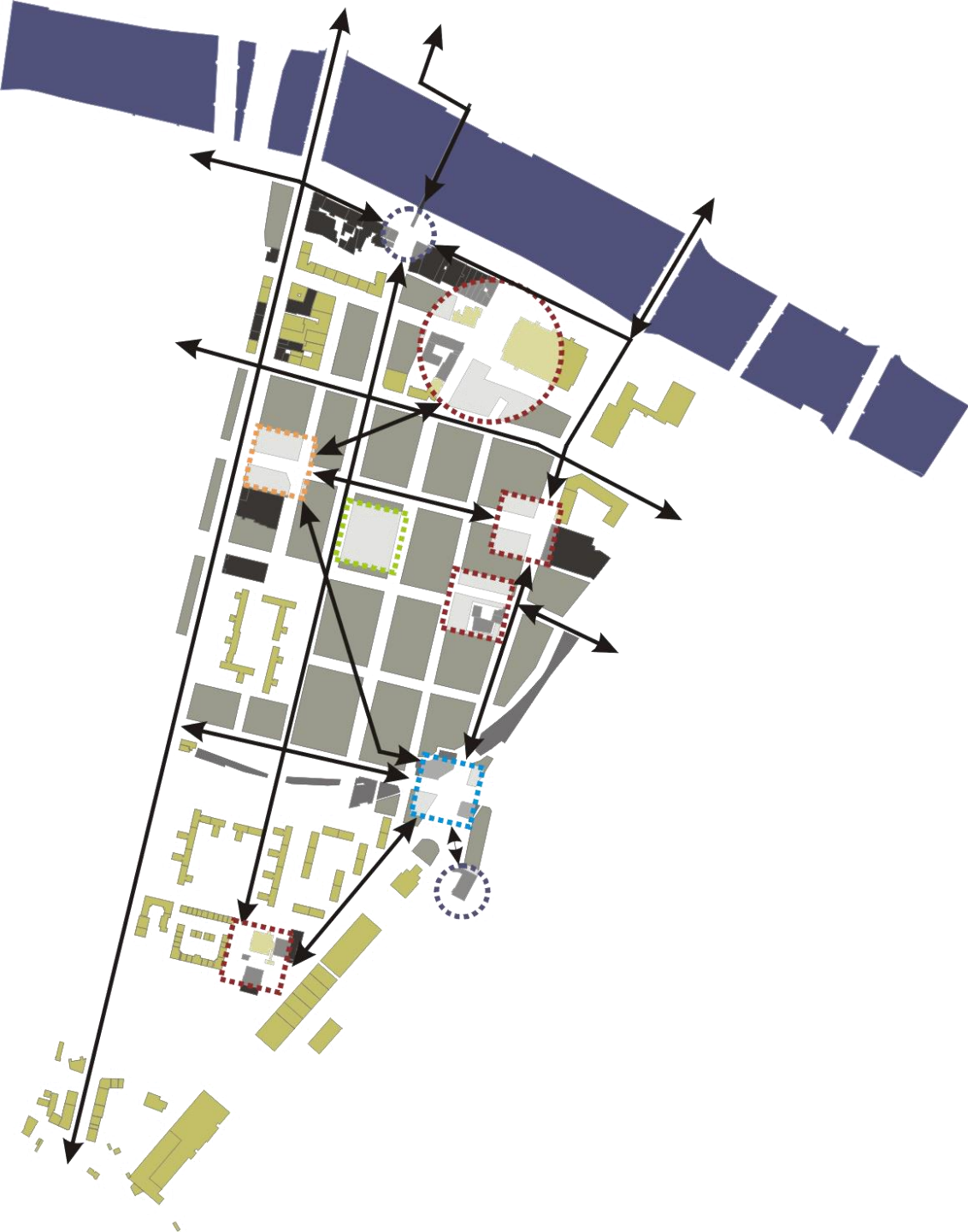






















EXISTING WATERFRONT



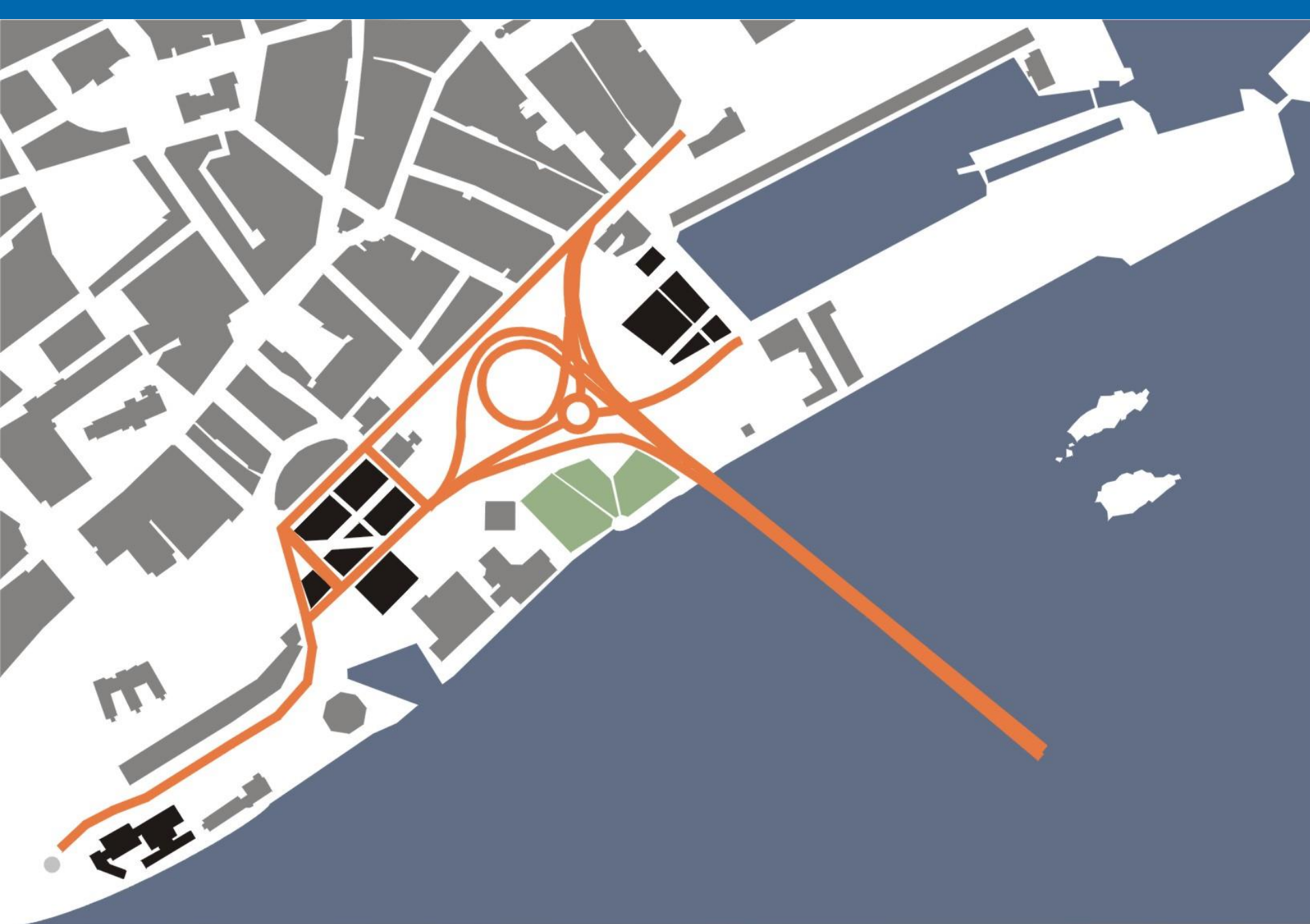
CENTRAL LINK



ESTUARY





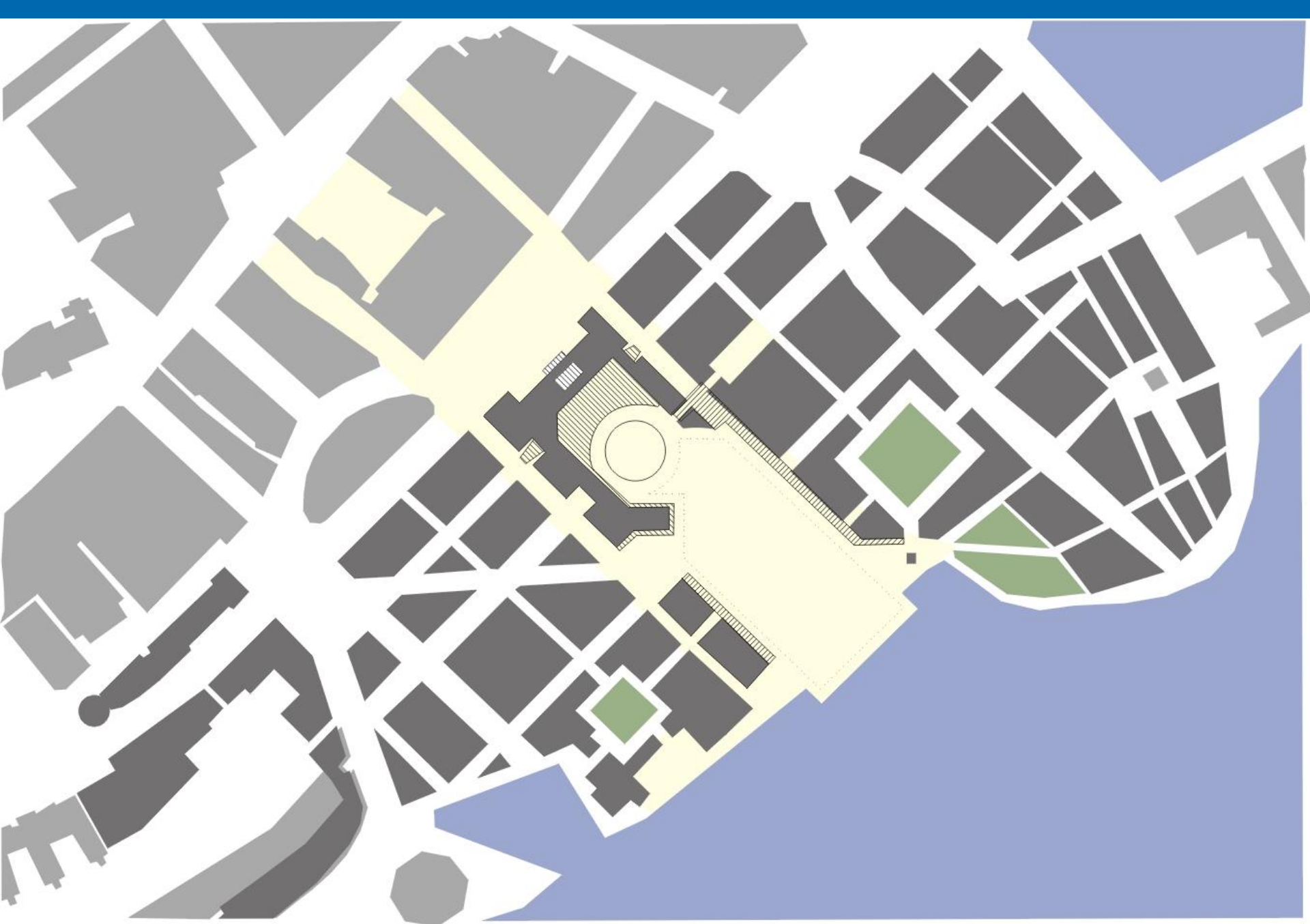


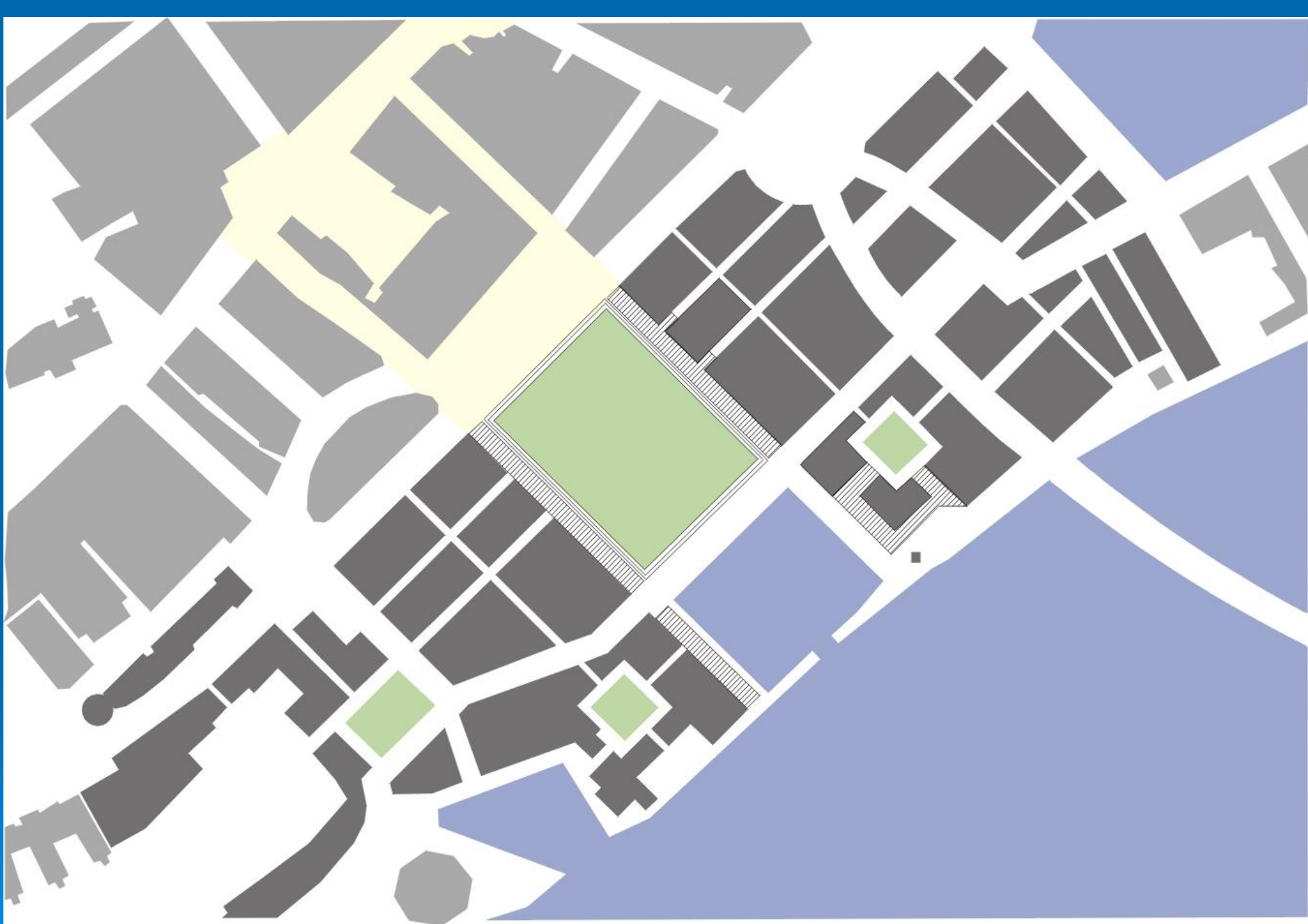






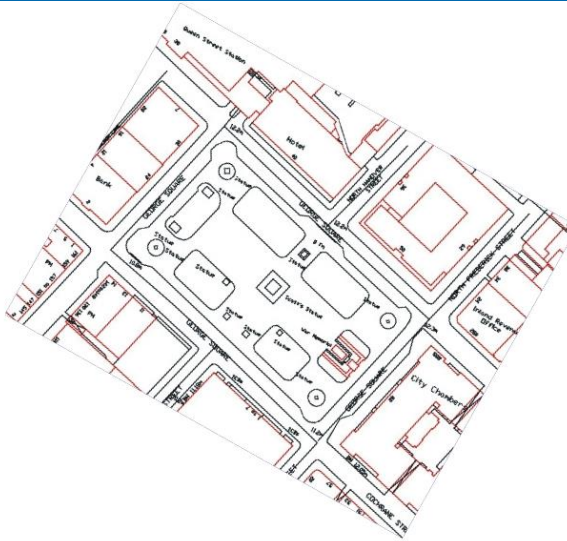








CIVIC SPACE A



icon building links Shore Terrace to Waterfront Square
civic/events space

canopies





- icon building links Shore Terrace to Waterfront Square
- civic/events space
- canopies and curve of building give protection from prevailing wind

CIVIC SPACE B





CIVIC SPACE C

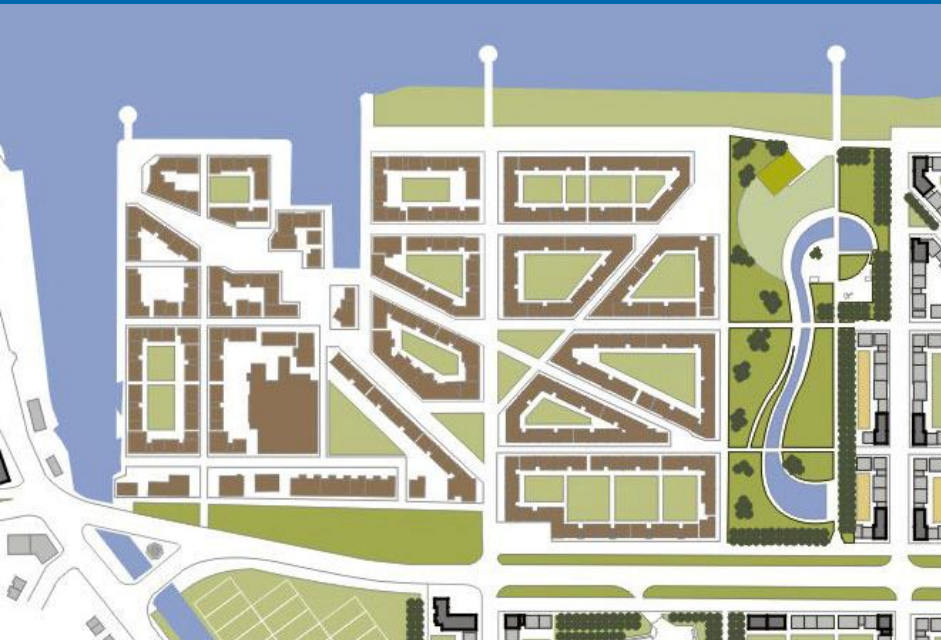


CIVIC SPACE D

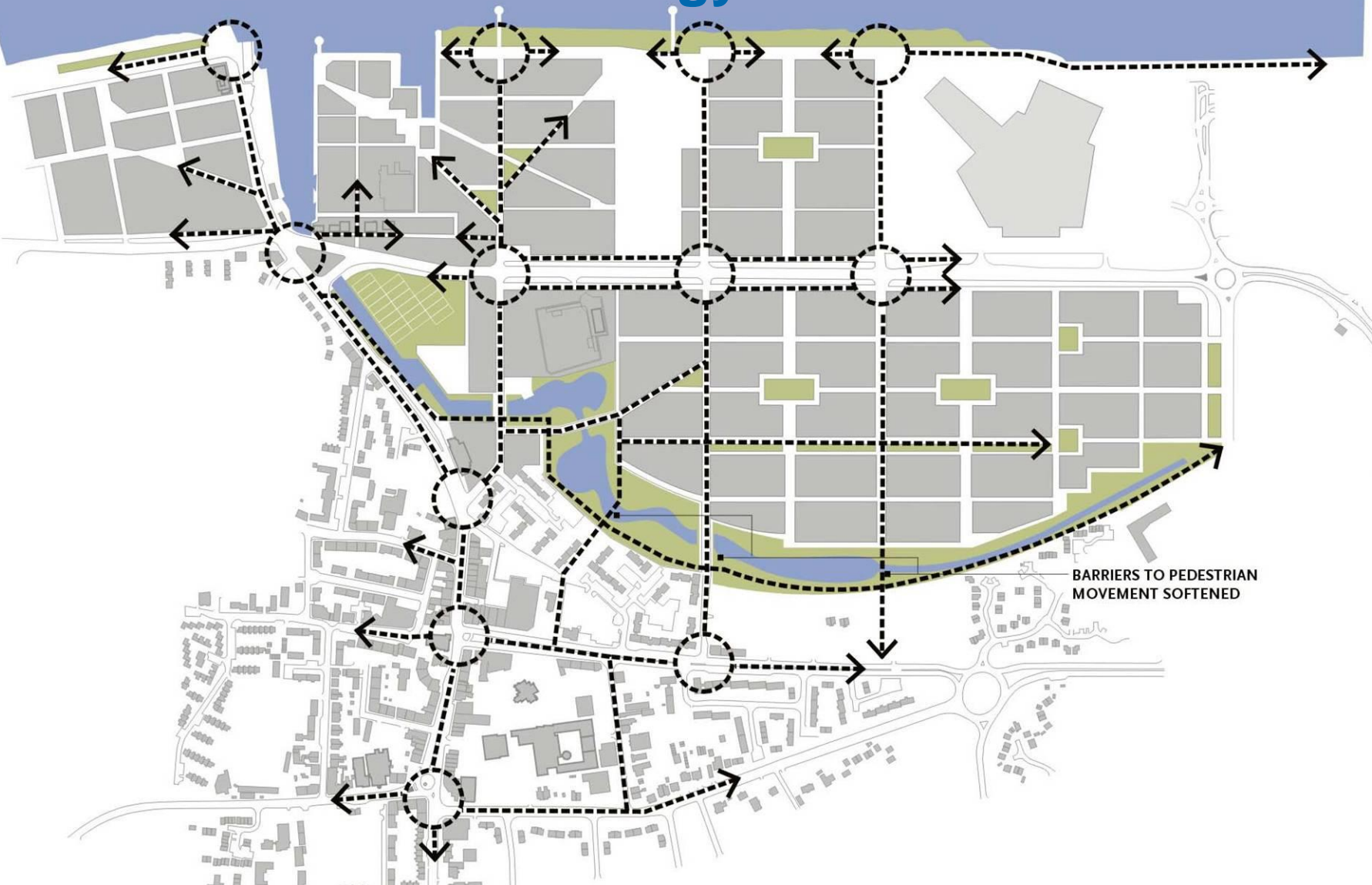
Renfrew town centre – riverside connection



comparative frameworks mono and mixed use



movement strategy - vehicular



movement strategy - pedestrian



Play distribution



Edges + Links





FERRY VILLAGE

XSCAPE

BREAHEAD SHOPPING CENTRE

KINGS INCH ROAD

ALLOTMENTS

ELECTRICITY SUB-STATION

PUDZECH CORRIDOR

HIGH STREET

INCHINNAN ROAD

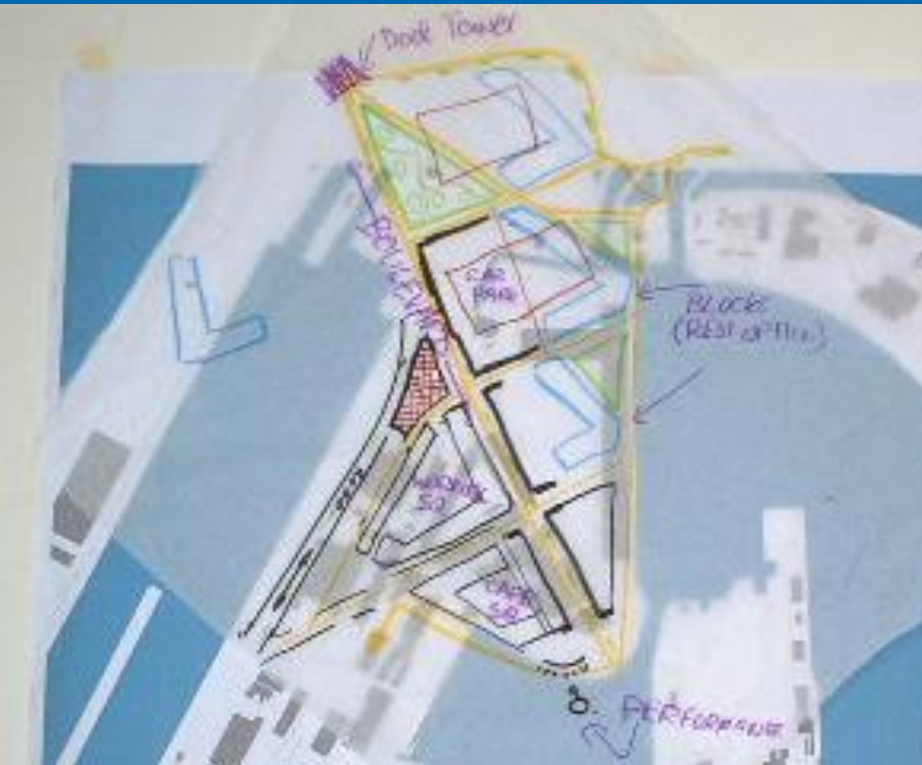
GLEBE STREET

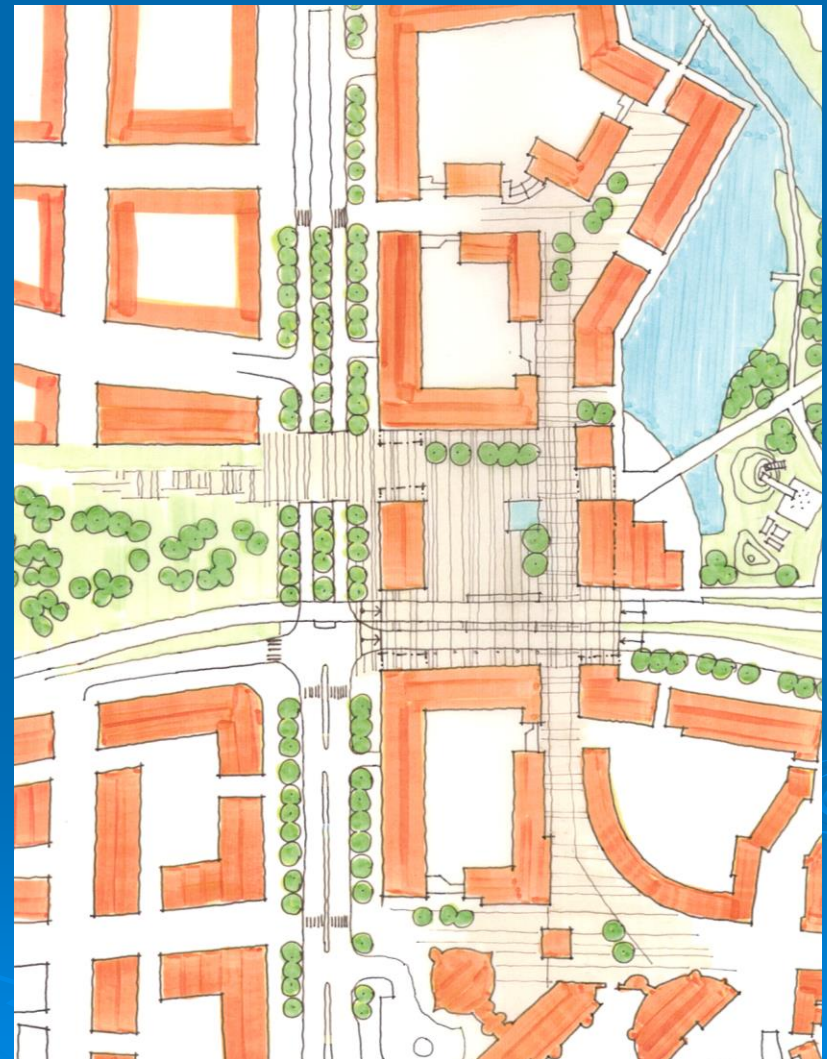
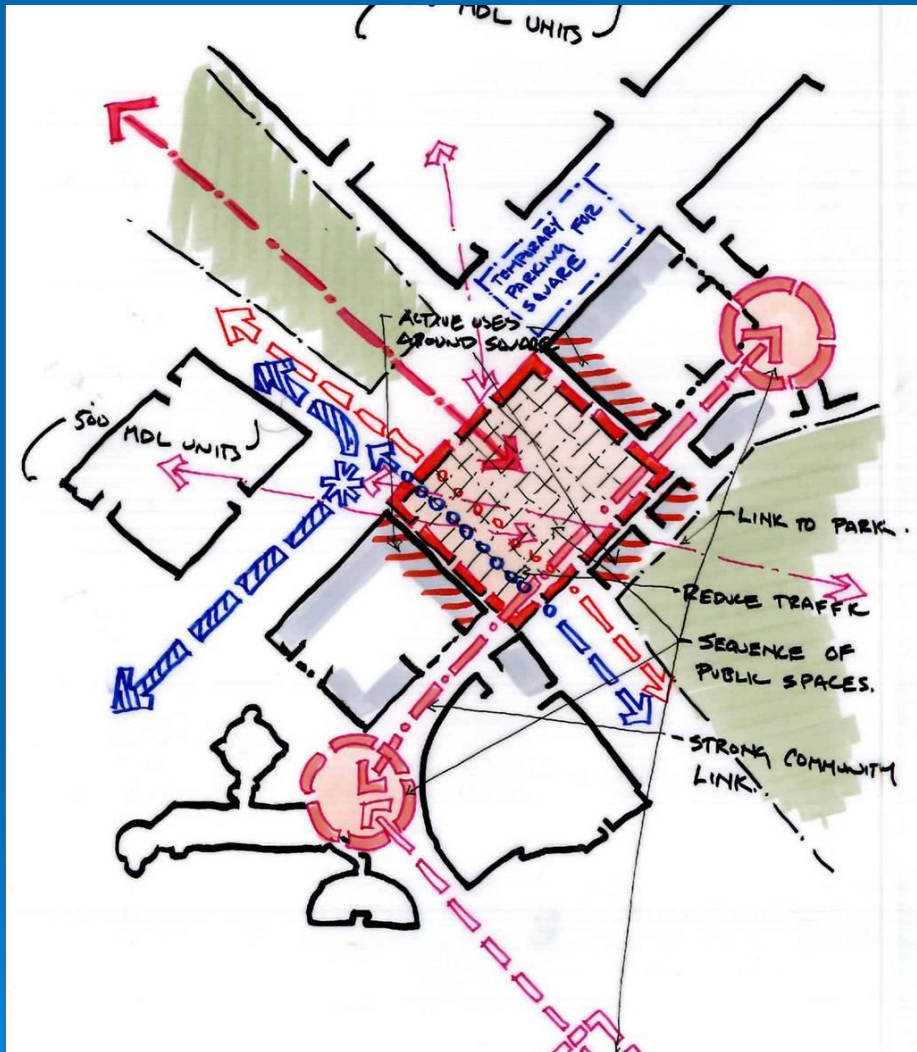


-  NEW DEVELOPMENT
-  CORNER EMPHASIS
-  PRIVATE GREENSPACE (INCL PARKING)
-  PUBLIC GREENSPACE
-  PARKING
-  TREES
-  RIVER + CANAL SYSTEM
-  RIVERSIDE PARK

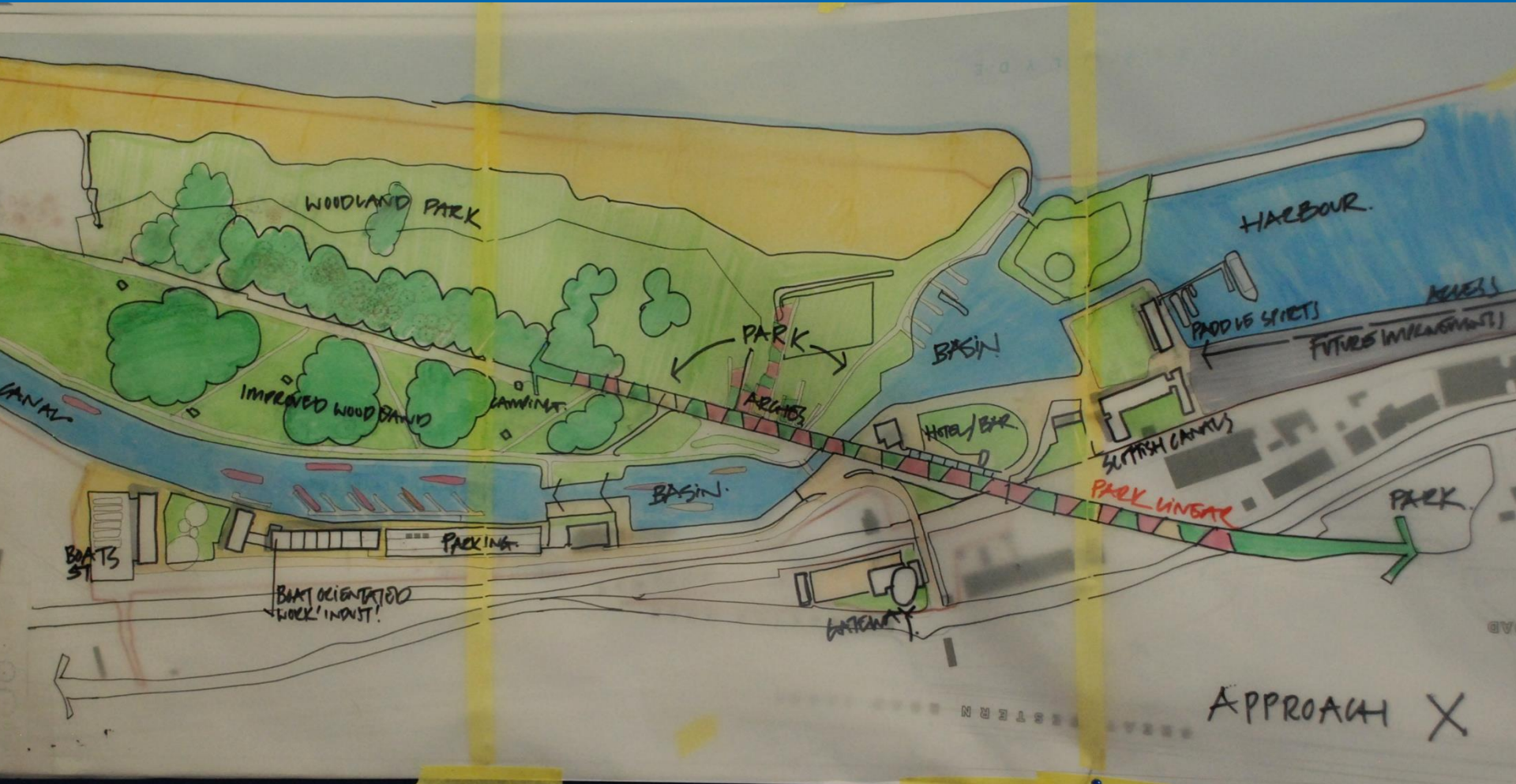
Charrettes as open dialogue







approach X



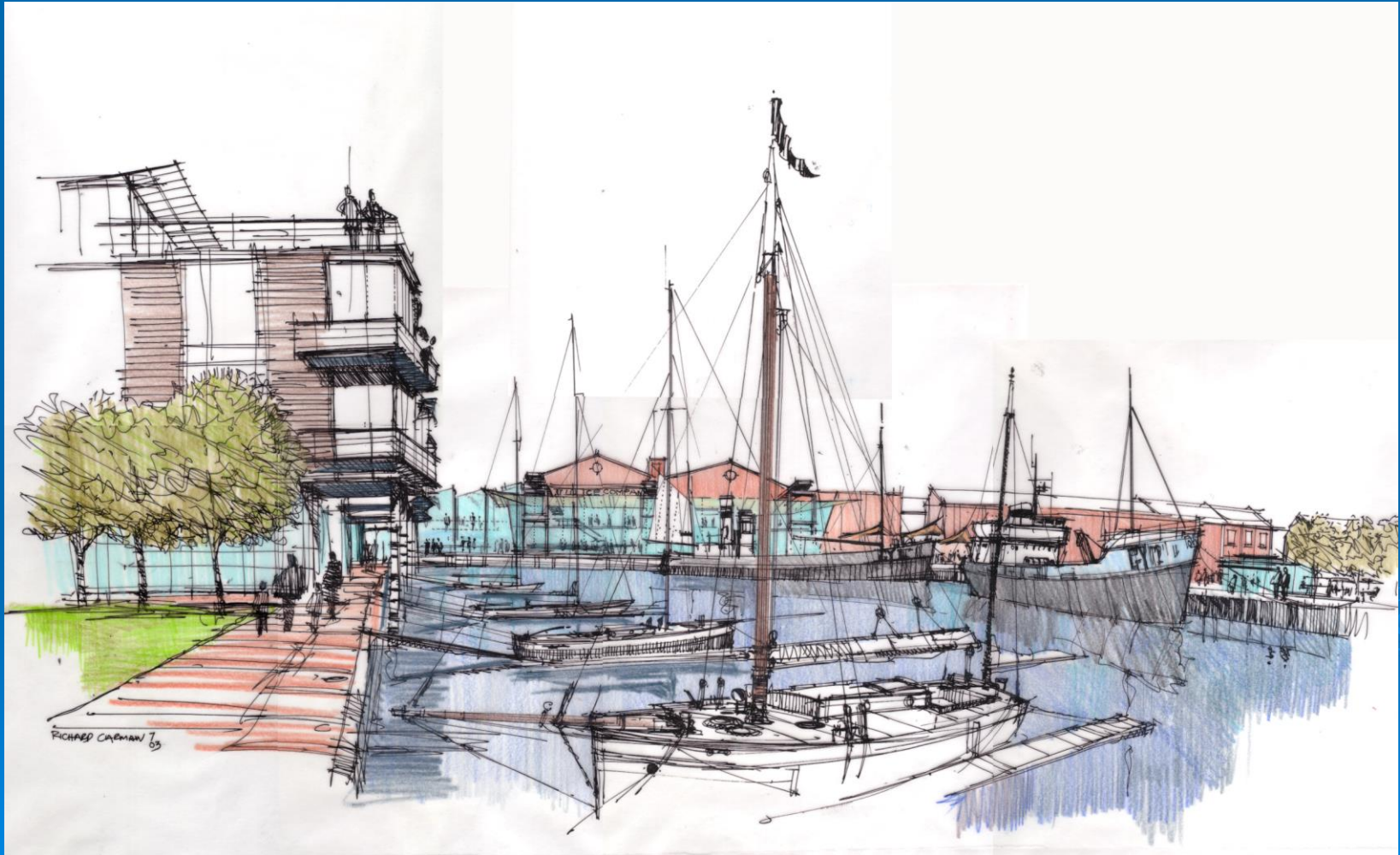
approach Y

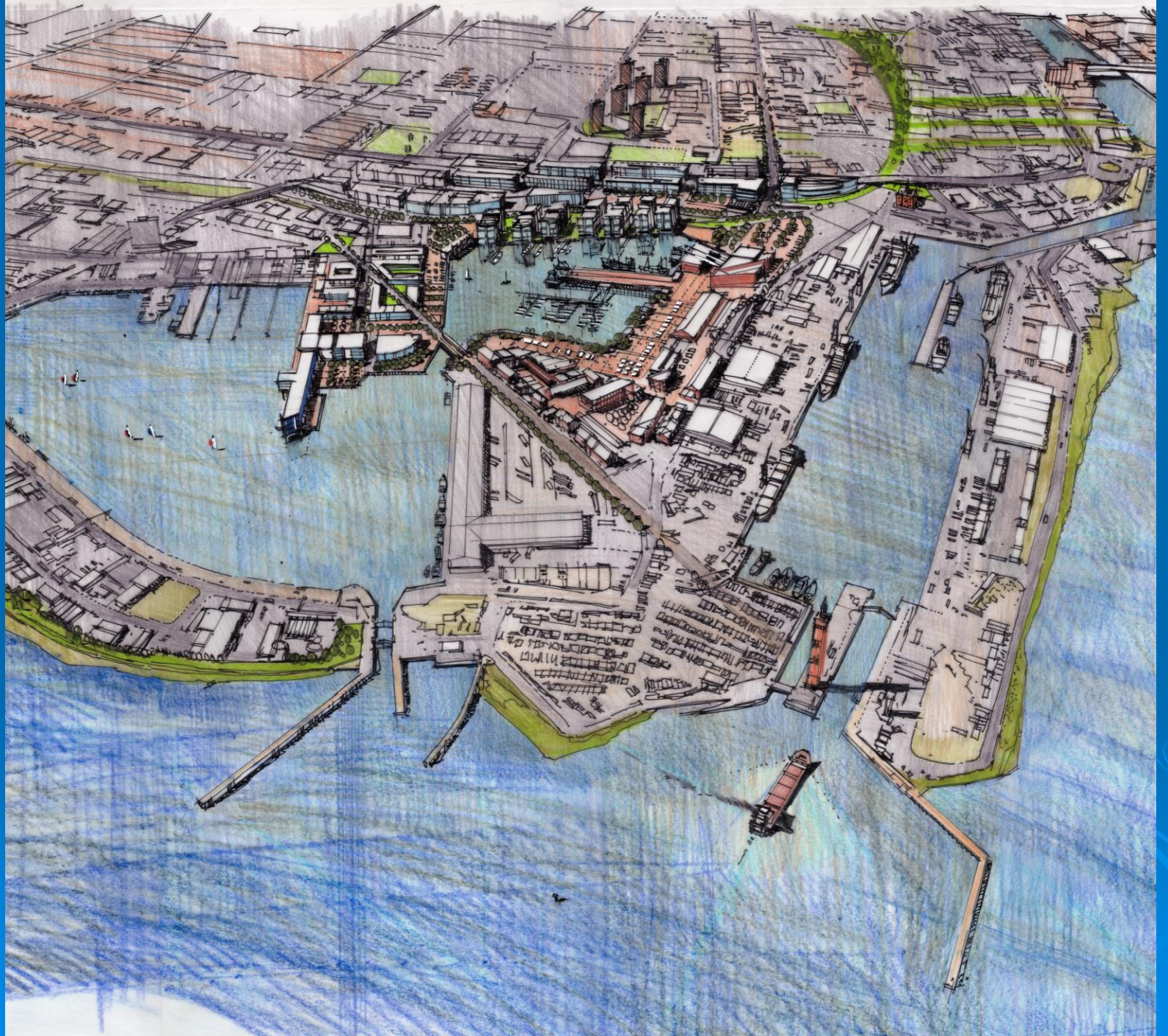


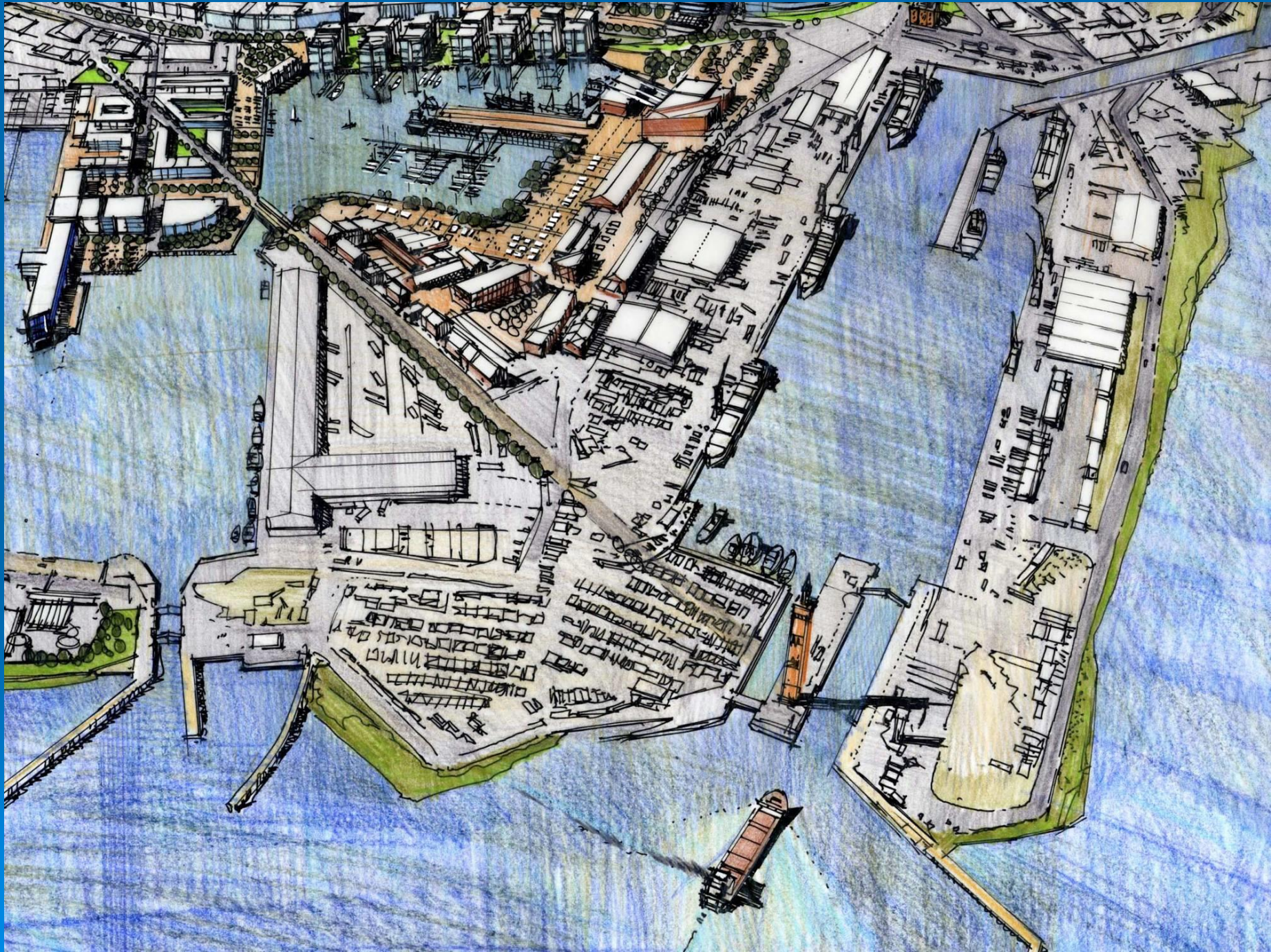
approach Z

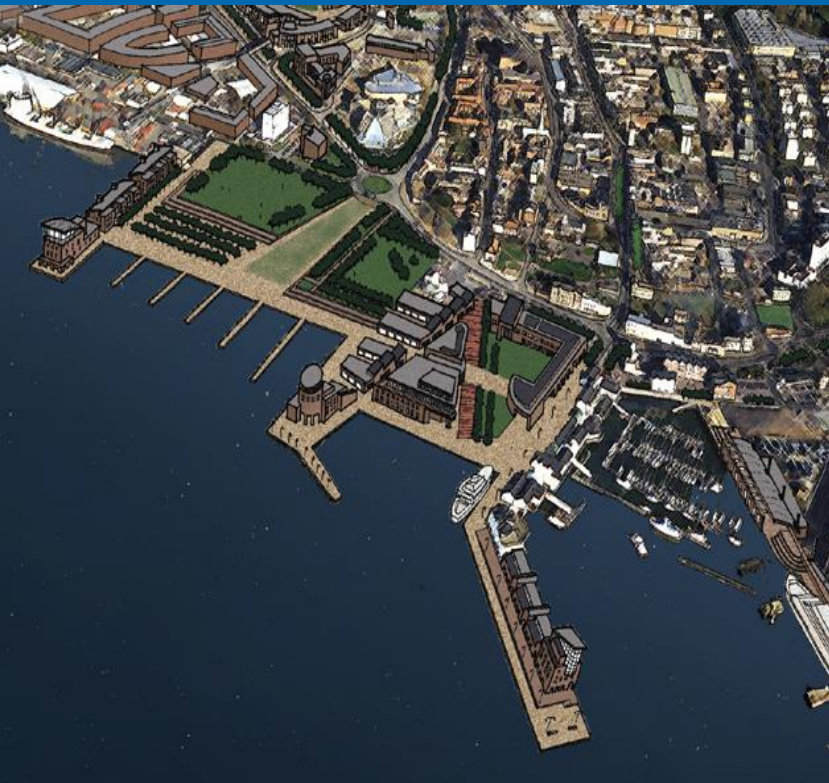


role of sketching

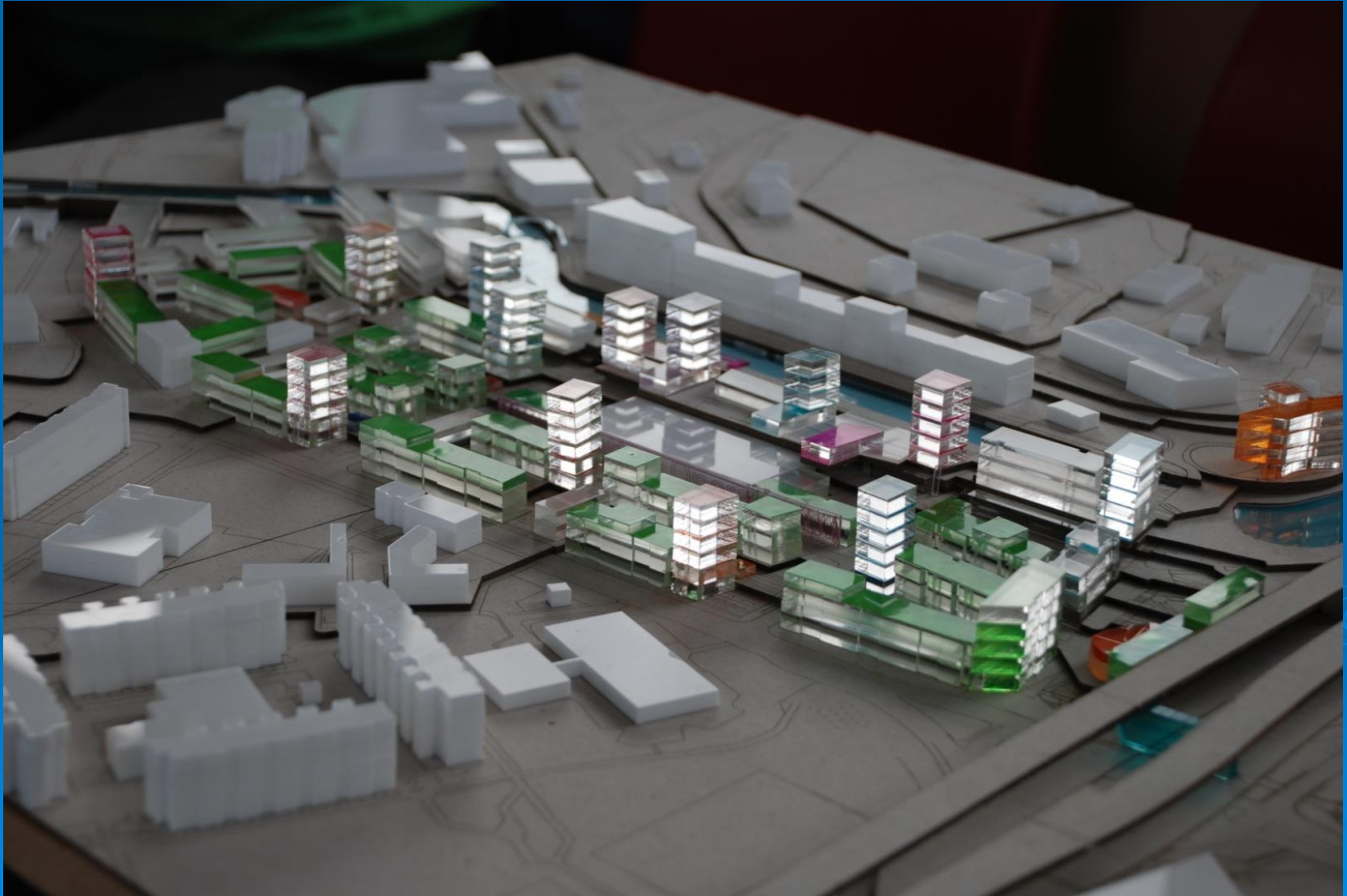








Models – better once ‘agreed’



Show comparators





8,9

FACONUS 1

FACONUS 1



BUT
images can also
be intimidating



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

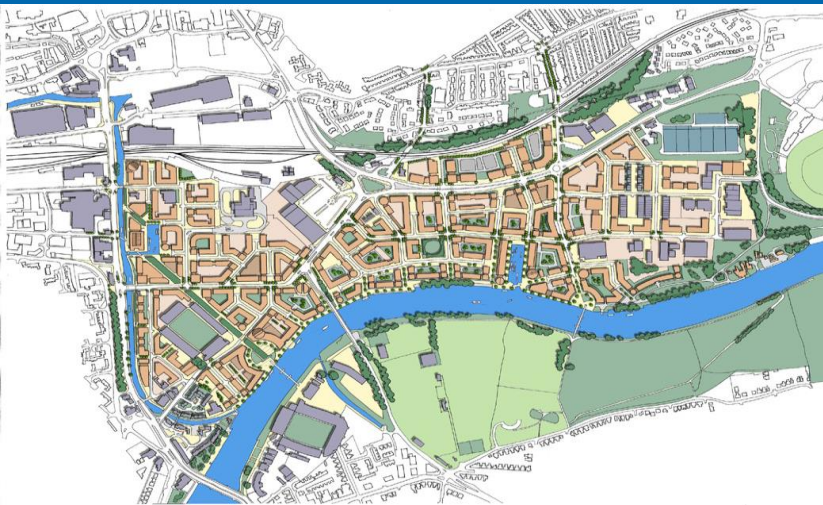


place view



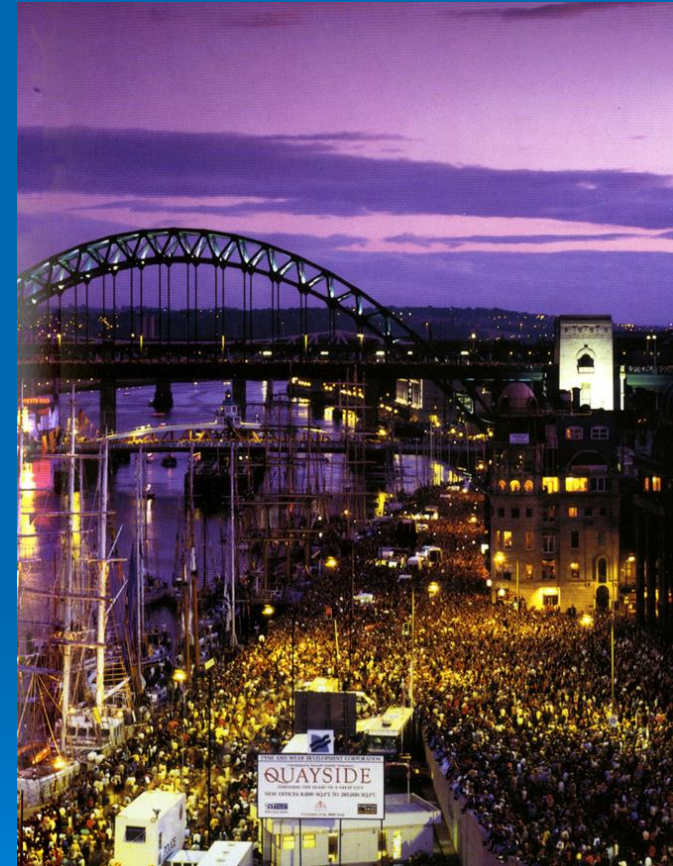
Linkages

- Wider economic roles
- Employment & training
- Sector mix
- Pacing of change
- Monitoring & evaluation
- Proactive management
- Maintaining momentum



Equity headlines

- Think about integration & access
- Think about mix of uses
- Address social housing and community composition
- Community facilities
- Events & festivals
- Visit other places
- Build a learning community
- Co-creation is the future, so...





Enable people to see themselves there

Co-creation approach

1. Strategic approach - participants, process
2. Share issues & learning
3. Active design together - better outcomes
4. Several days/stages – build up trust
5. Ownership and commitment long term
6. Open about time, risk, finance, benefits



Who is wise ?



**One who learns
from all people**

Make the children understand that respect is always important.
Copyright © 2005, 2007 by The McGraw-Hill Companies, Inc.

Revised from the original by the author, 1973

create an intelligent process

A nighttime photograph of a cityscape featuring a river in the foreground. A prominent bridge with a large, illuminated arch in shades of purple and pink spans the river. To the left, a tall, dark industrial structure, possibly a crane or bridge component, stands against the dark sky. The city buildings are lit up with various lights, and their reflections are visible on the water's surface. The overall scene is a vibrant urban night scene.

must

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

Anatole Frances, French poet

