

**Urban design considerations and components –
Aspetti e componenti dell'urban design**

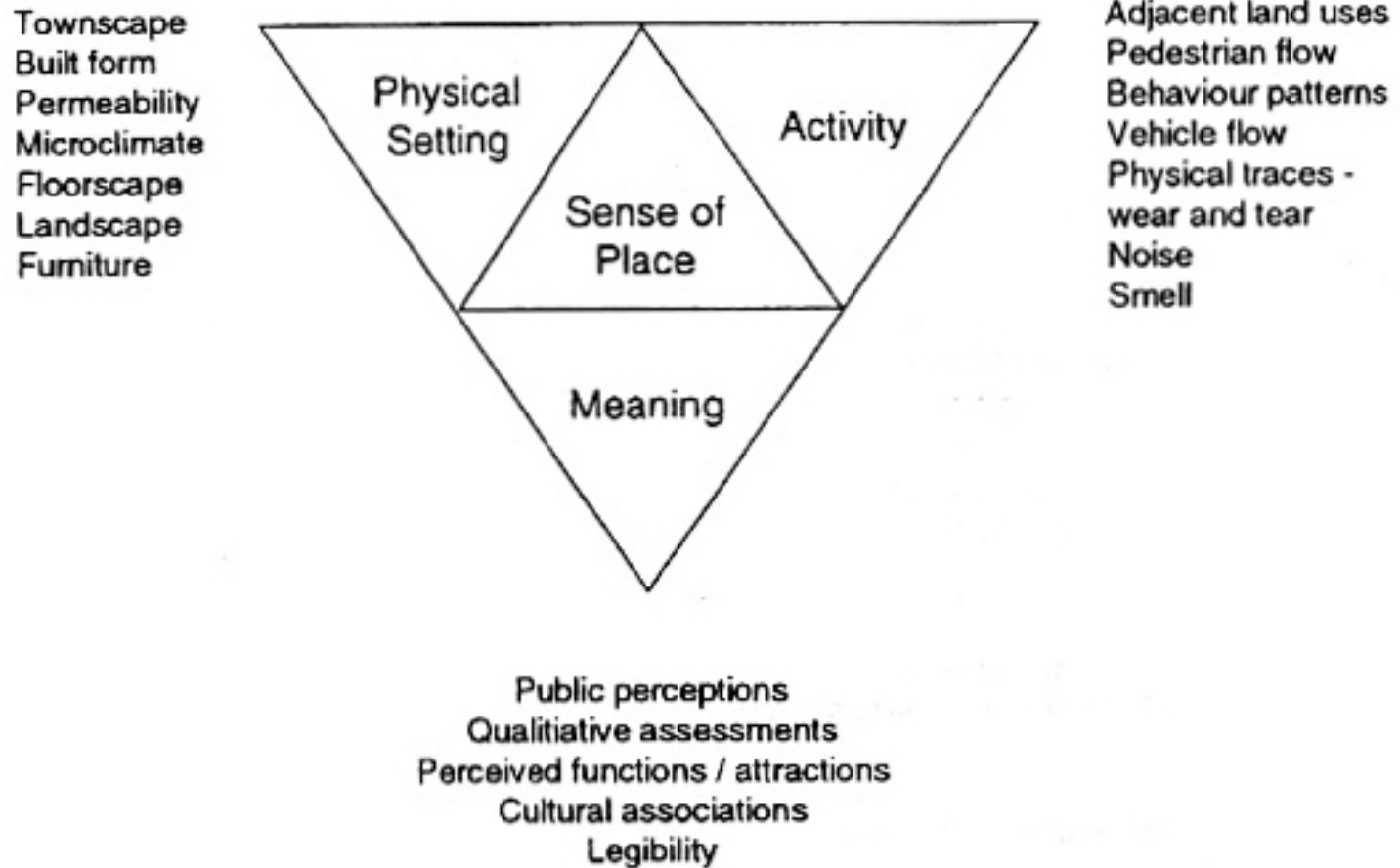


Fig. 1

Urban Design Group “Manifesto”

II “Manifesto” dell’Urban Design Group

THE URBAN DESIGN GROUP

The forum for debate, ideas and action for civilised places

1. OBJECTIVES OF THE URBAN DESIGN GROUP

The Urban Design Group (UDG) promotes the creation of high quality urban environments. Seeing beyond the narrow perspectives of individual disciplines, agencies, ideologies or styles, it demonstrates practical alternatives to the type of design that pays no regard to context, and decision making which is driven by bureaucracy. The objectives of the UDG are:

- To promote the understanding and appreciation of cities and towns and how they work (urbanism).
- To promote and engage in research, debate and collaboration between citizens, professions and institutions.
- To influence and guide decision-makers at all levels, and to educate both practitioners and the public.
- To encourage best practice in urban design.

2. GUIDING PRINCIPLES FOR URBAN DESIGN

The UDG promotes principles of:

EMPOWERMENT: building the sense of identity of the people who live and work in a place, and their involvement in caring for or changing its fabric or character.

DIVERSITY: encouraging the variety that enlarges the interest or choices a place can offer.

EQUITY: making places (and their facilities and amenities) accessible to people beyond the owner and immediate users.

STEWARDSHIP: taking a broad and long term view of the costs and benefits of any change.

CONTEXT: building on the best of what already exists.

3. APPROACHES TO URBAN DESIGN

The UDG believes that successful urban design depends on:

IDENTIFYING COMMON INTERESTS: taking account of the interests of the city as a whole, not just a development's immediate client or users.

COLLABORATION: bringing together a wide range of disciplines, expertise and experience throughout the design and development process.

CREATIVE THINKING: drawing on the creativity and imagination of professional and citizen alike.

SHARING VISIONS: using graphic, written and spoken media as well as three dimensional design to communicate and share ideas.

LEARNING: making the shaping of the environment a learning process for everyone, from school children to communities and decision-makers.

5. PROCESSES OF URBAN DESIGN

The processes of successful urban design include:

ANALYSIS: understanding and defining the character of a place, its history and development, its physical and social structure, its routes and landmarks, its strengths and weaknesses.

VISION: setting goals for a place that relates to its three dimensional form and planning objectives.

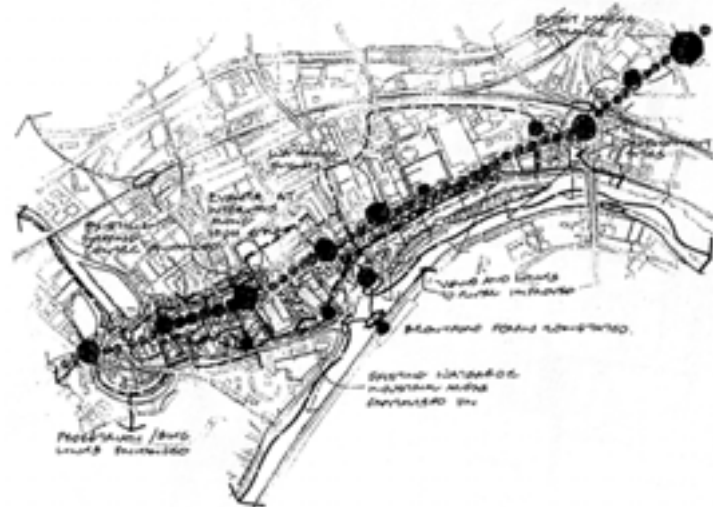
STRATEGIES: developing urban design strategies for cities or areas, establishing principles on which local design decisions can be taken in the wider context of issues such as transport, the public realm, building heights and the location of landmarks.

GUIDELINES: drawing up urban design guidelines to show how local action can support strategic policies. The guidelines will cover issues such as building heights, principles of frontage design, access points, open space, tree planting, street design, floorscape, safety and security.

BRIEFS: drawing up more detailed urban design briefs for particular sites.

Fig. 2

**Brentford, West London. Concept and objectives, opportunities for the enhancement of the riverfront –
Brentford, West London. Concept e obiettivi, opportunità per la riqualificazione del lungofiume**



CONCEPT & OBJECTIVES

Regeneration

The creation of a regenerating element in Brentford

Consolidation

Consolidation of established character and diversity of uses

Creation

Creation of new identity and possibility

Integration

Integration of renewal proposals

Implementation

Implementation to secure objectives

OPPORTUNITIES

LINKS & ROUTES

The Brentford High Street as main connector.

Riverside towpath as continuous route.

Thames used to full potential with Brentford Ferry and Thames Riverbus incorporated into transport network.

Connect north - south routes across High Street.

Improved public transport connections via existing bus station.

SPACES & EVENTS

Develop sequence of stimulating urban incidents along High Street to mark / herald links, views and activities.

Improve public realm, create new spaces to help bridge the divide between town and river.

DEVELOPMENT SITES

Integrate within framework currently identified sites and meet objectives relating to Brentford High Street, its townscape and the riverside. Identify new leisure, community and arts development along river as magnets.

Enhance appearance and setting of Watermans Arts Centre.

EXISTING HERITAGE

Rich local heritage of waterside activity and adjacent magnets of Kew, Syon Park and Chiswick.

Fig. 4

**Portland (Oregon). Central City design review. Goals and objectives –
Portland (Oregon). Revisione del progetto per il centro città. Intenti e obiettivi**



Central City-wide Fundamental Design Guidelines

The goals and objectives of Central City Design Review are:

- Encourage urban design excellence in the Central City.
- Integrate urban design and preservation of our heritage into the process of Central City development.
- Enhance the character of Portland's Central City districts.
- Promote the development of diversity and areas of special character within the Central City.
- Establish an urban design relationship between the Central City districts and the Central City as a whole.
- Provide for a pleasant, rich and diverse pedestrian experience in the Central City.
- Provide for the humanization of the Central City through promotion of the arts.
- Assist in creating a 24-hour Central City which is safe, humane and prosperous.
- Assure that new development is at a human scale and that it relates to the character and scale of the area and the Central City.

Fig. 5

Glasgow. Urban design framework

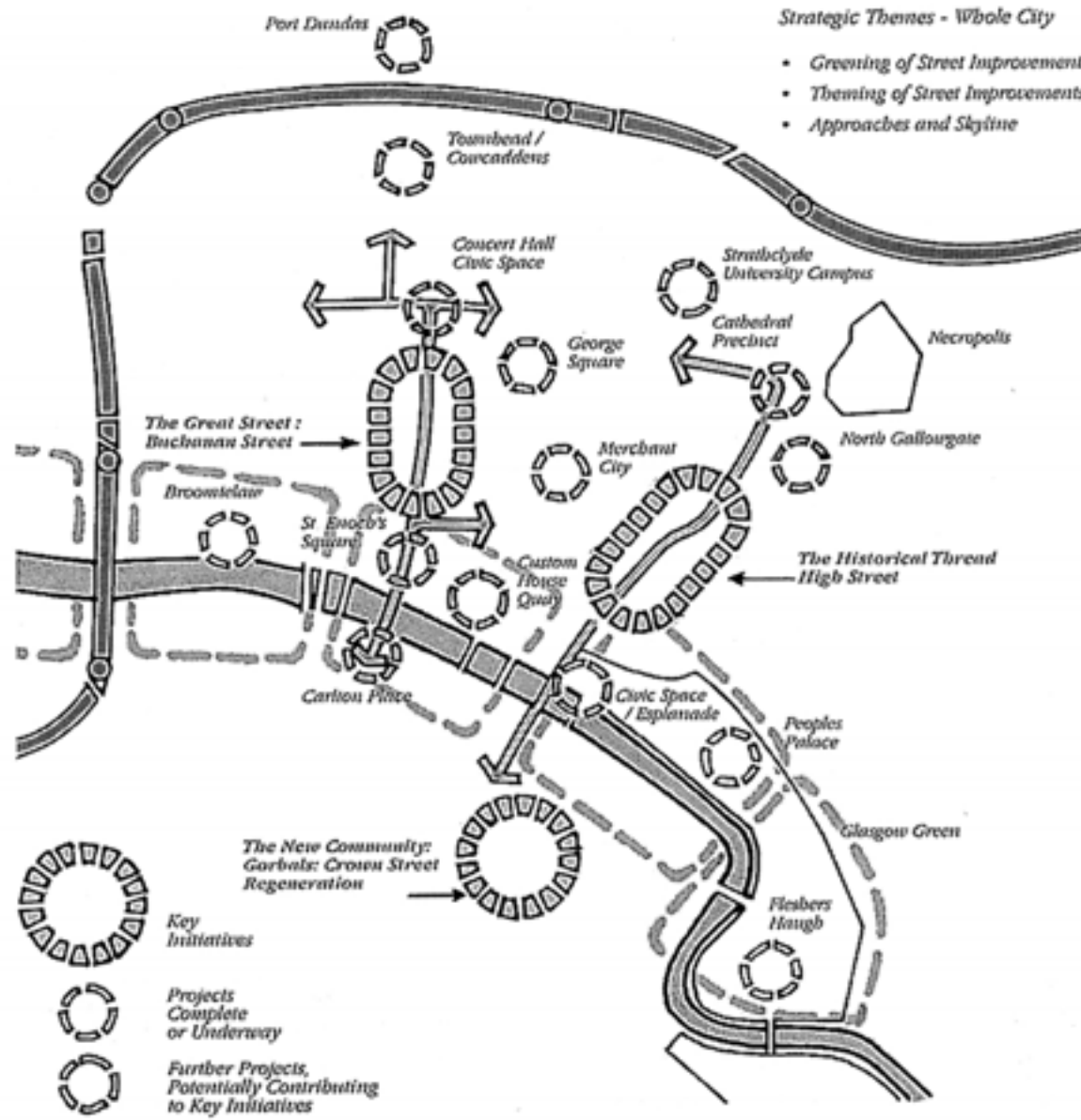


Fig. 6

Birmingham, Jewellery Quarter. City Centre Design Strategy. Townscape relations and opportunities - Birmingham, Jewellery Quarter. City Centre Design Strategy. Relazioni tra gli spazi urbani e opportunità

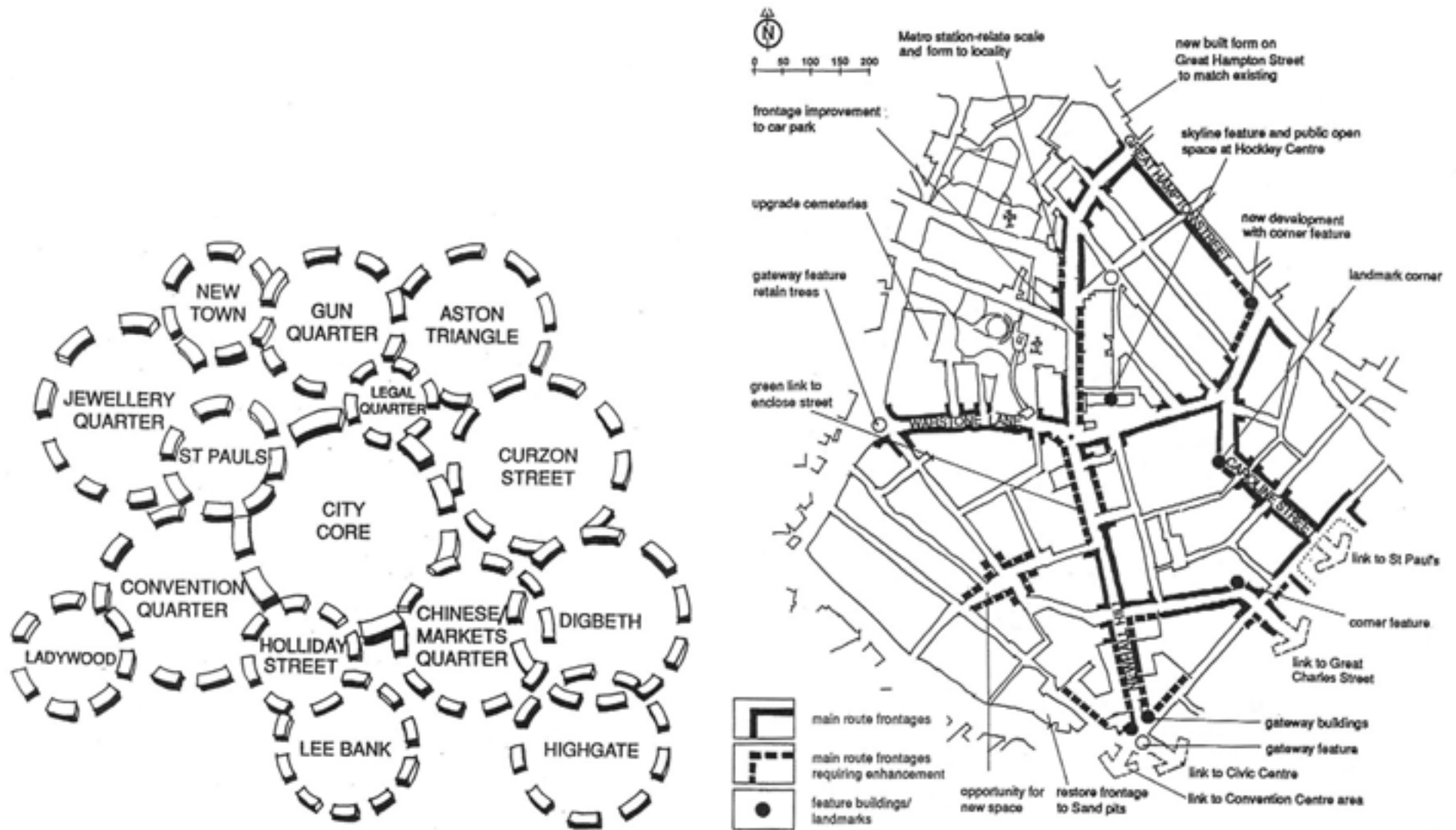


Fig. 7

**Portland (Oregon). Urban design concept for the Downtown area –
Portland (Oregon). Urban design concept per l'area della Downtown**

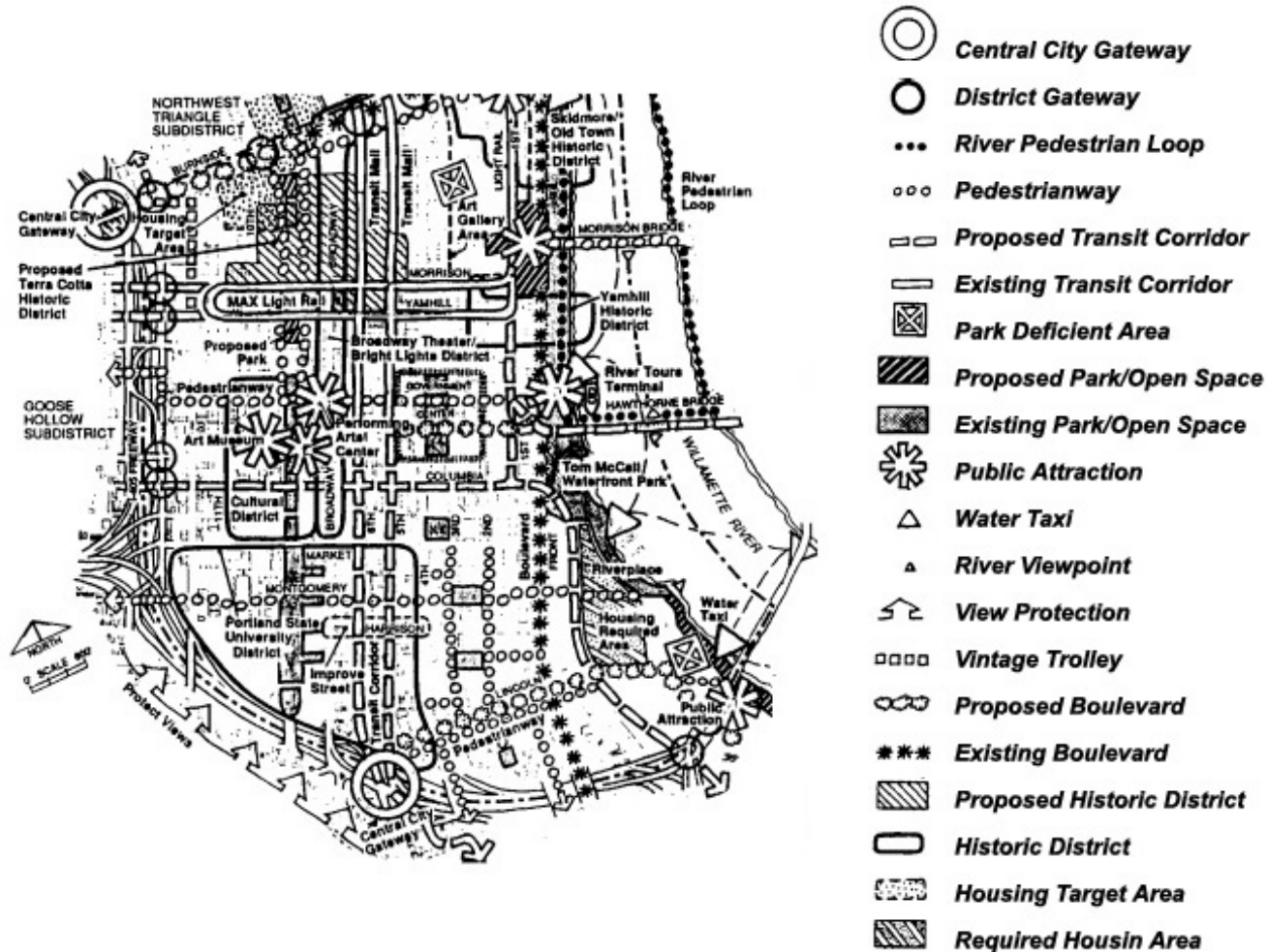
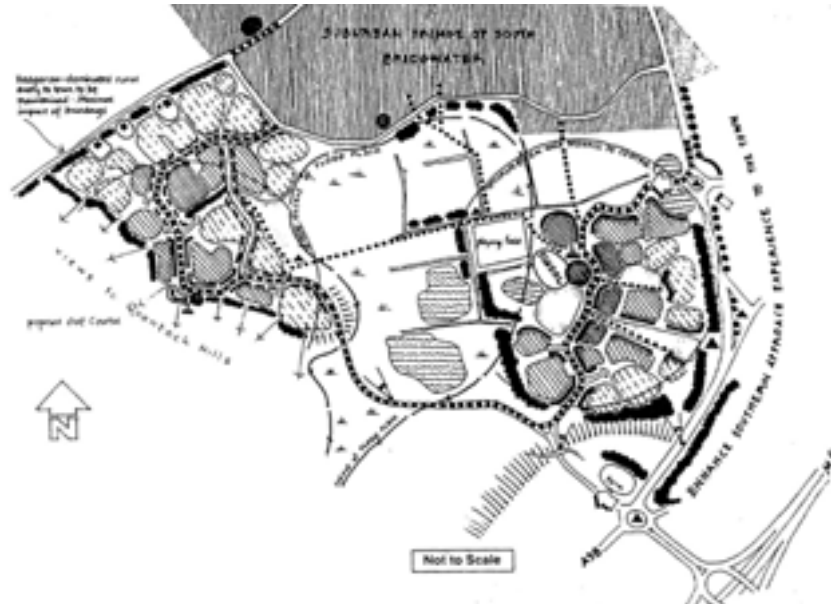


Fig. 8

South Bridgewater. Urban design strategy

- The Development comprises 2 'arms' extending from the southern fringe of Bridgewater, separated by a flood plain.
- The western arm, Willstoke Village, is a low density development - rural in character - of about 650 Houses.
- The eastern arm, Stockmoor Village, is more urban with a range of densities and some mixed uses, with about 750 Houses.
- Both arms are bounded by approach roads to Bridgewater, each of a different character. The developments are designed to create an edge to the town & each arm has a centre which is the focus of the road & footpath system.

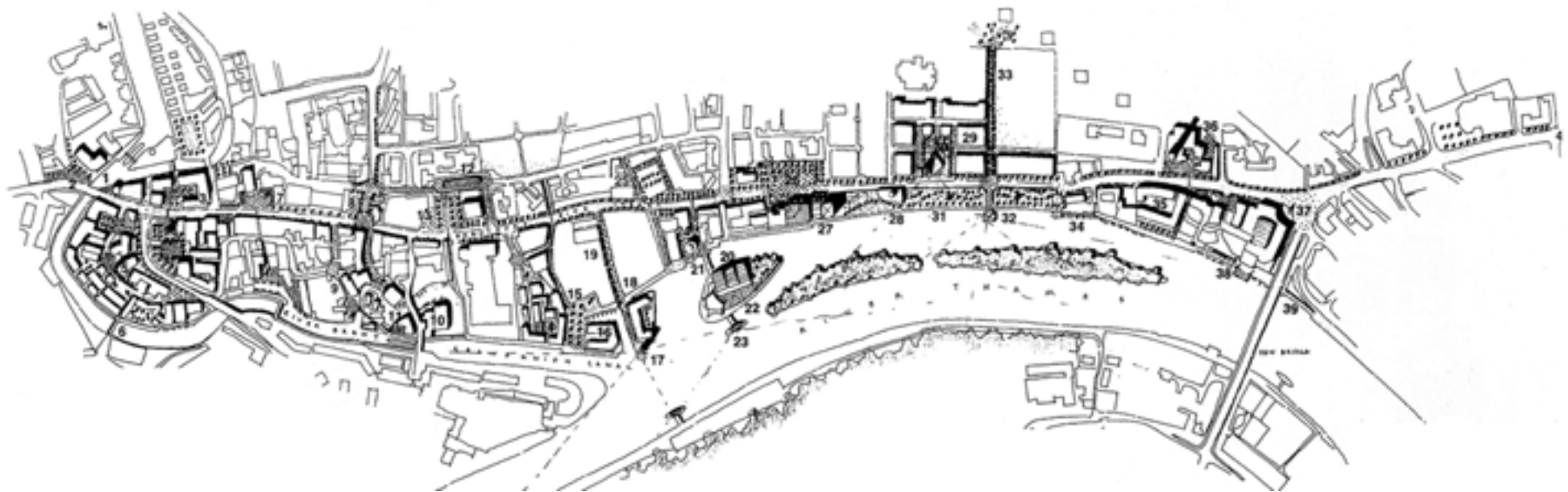


LEGEND

	Local Centre with basic facilities		Continuous frontages facing main streets & major spaces		Structure planting & shelterbelts providing strong edges & wildlife corridors		Major road access points for the development
	Higher density residential development including individual workspaces		Frontages alternating with walls & planting facing main streets.		New formal Avenue planting to enhance approach experience		Bus service extended to travel through & between the develop
	Medium density residential development		Potential skyline interest in built form.		Greens as public open space.		Main footpath/cycle routes permeating the developments
	Lower density residential development		Large scale Landmark sculpture		Existing drainage Rhynes giving structure to landscape.		Exposed Road framing & sheltering the development
	Existing building groups incorporated into the development.		Major approach views of the development.		Proposed lakes to improve drainage & balancing ponds.		Extent of Flood Plain - Not suitable for development.

Fig. 9

**Brentford, West London. Urban design framework for the enhancement of the riverfront –
Brentford, West London. Urban design framework per la riqualificazione del lungofiume**



URBAN DESIGN FRAMEWORK

- | | |
|--|--|
| 1 Landmark buildings 'gateway to Brentford' | 19 Ferry Lane mixed use development |
| 2 Canal Square | 20 The Brentford 'Thames Experience' |
| 3 Restaurant, hotel | 21 Brentford bridge |
| 4 St Laurence's theatre / arts studio | 22 River terrace |
| 5 The Hama 'live/work' small unit/studio complex | 23 Brentford pier and ferry to Kew Gardens |
| 6 Footbridge link to Syon Park | 24 Cafe / gallery space |
| 7 New Square | 25 Environmental improvements to car park |
| 8 Environmental improvements to Half Acre Road | 26 Watermans Square |
| 9 Incidental meeting/gathering spaces | 27 Expanded Watermans Arts Centre |
| 10 Boat repairs / canal holiday centre | 28 Musical museum |
| 11 Lock cafe 'gateway' to the canal | 29 Mixed use development on British Gas site |
| 12 Bus interchange | 30 Church Square |
| 13 Upgraded car park to address the public realm | 31 Upgraded Waterman's Park, planting, kiosks, etc |
| 14 Workshops / apartments and small squares | 32 Brentford Pier |
| 15 Ferry Lane Square | 33 New link to river |
| 16 Mixed use with ground floor 'river club' | 34 River walk incorporating new moorings for house boats |
| 17 The Brentford Beacon | 35 New office development on Telecom site |
| 18 Improved connections to river | 36 Steam museum |
| | 37 Landmark mixed use development at Kew Bridge |
| | 38 Rowing club, terrace and restaurant |
| | 39 Direct river walk link to Strand on the Green |
| | 40 Heralding Brentford on M4 |

Fig. 10

**Bristol Harbourside. Ideas showing how the area could be developed in accordance with the Planning brief -
Bristol Harbourside. Idee di come l'area potrebbe essere sviluppata in accordo con il Planning brief**

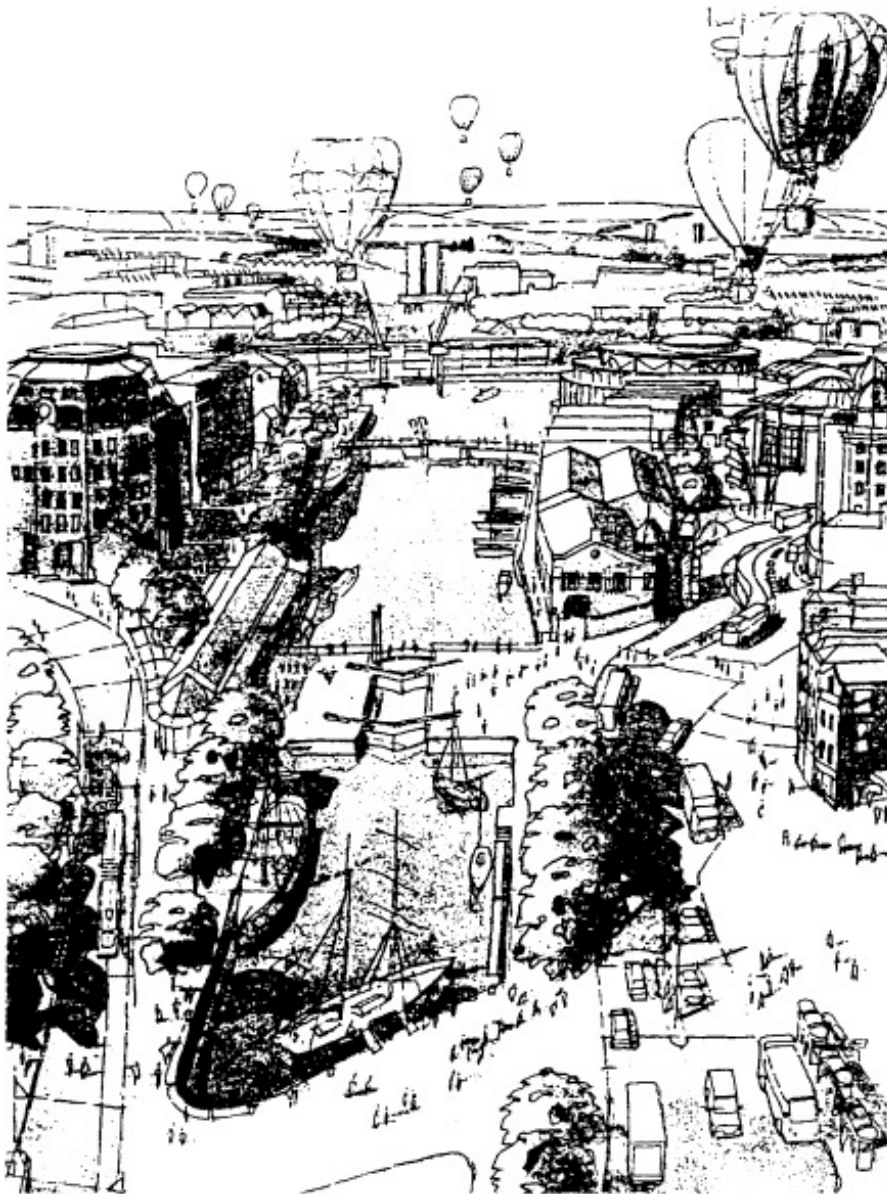


Fig. 11

Cardiff Bay. Concept
Greenwich Site, London. Vision

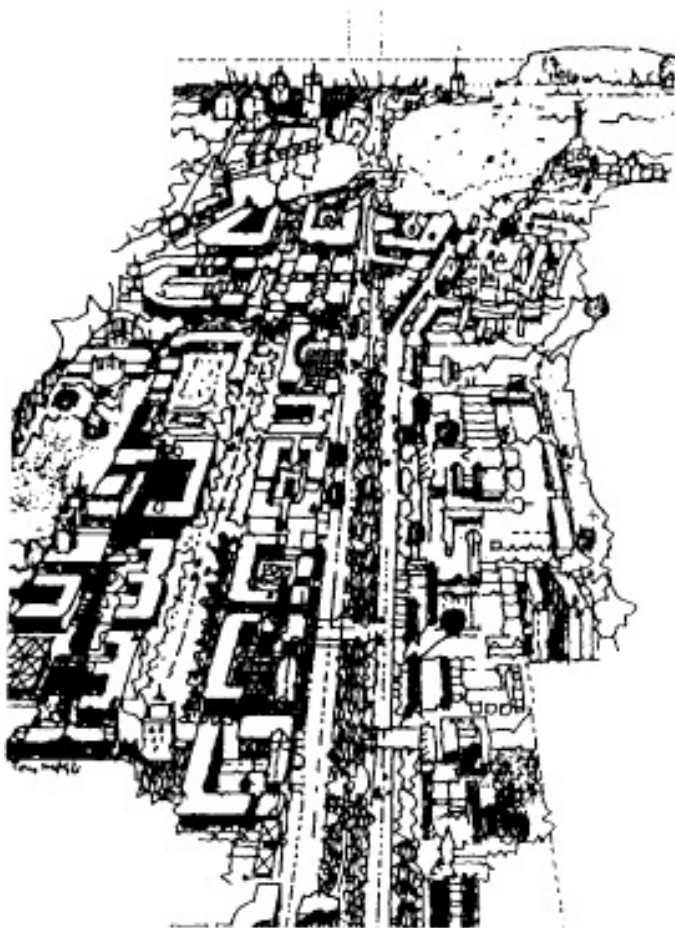


Fig. 12, 13

Roath Basin, Cardiff Bay. Design guidelines

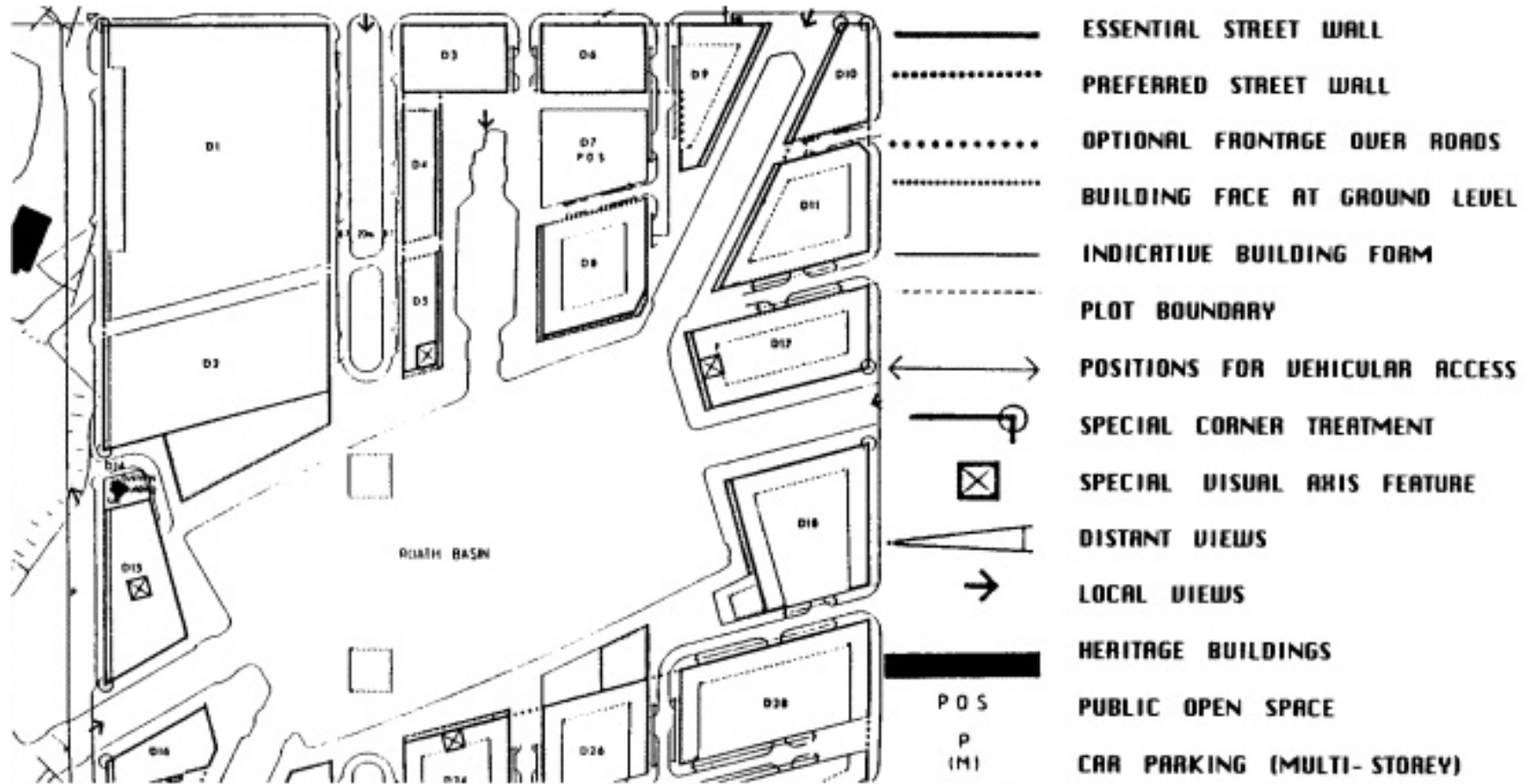


Fig. 14