

Cambridgeshire Horizons
Quality charter for growth
Cambridge 17th September 2009

DEVELOPMENT OF THE EAST OF ENGLAND

*How can we avoid throttling
the goose?*

John Worthington

Founder DEGW

Graham Willis Professorship - University of
Sheffield

Professorial Fellow - University of Melbourne

Visiting Scholar - Pembroke College, Cambridge

www.degw.com



GIVING PLANS MEANING – STRATEGIC URBAN DESIGN?

CABE: Defining StrUD

- Focus on the activity of design
- Evidence based linked to analysis and evaluation
- Synthesis of spatially led, but socially grounded city creations
- Quality of the environment linked to economic advantage
- Measurable

URI: Characteristics of StrUD

- Articulates a story of change
- Results orientated
- Presents connections & opportunities
- Works across a range of spatial forms & time horizons
- Small and large scale
- Shows infrastructure opportunities
- Marries specific place potential with generic targets

CABE Think Tank 4 (May)

University of Greenwich: Urban Renaissance Institute Final Report

“Creative, collaborative process of imagining the right physical, social and economic basis for a functional urban region.”

THE COMPONENTS OF StrUD

Design thinking

“Enhancing the character and qualities of an area through the meaningful & elegant allocation of resources”

Visualising

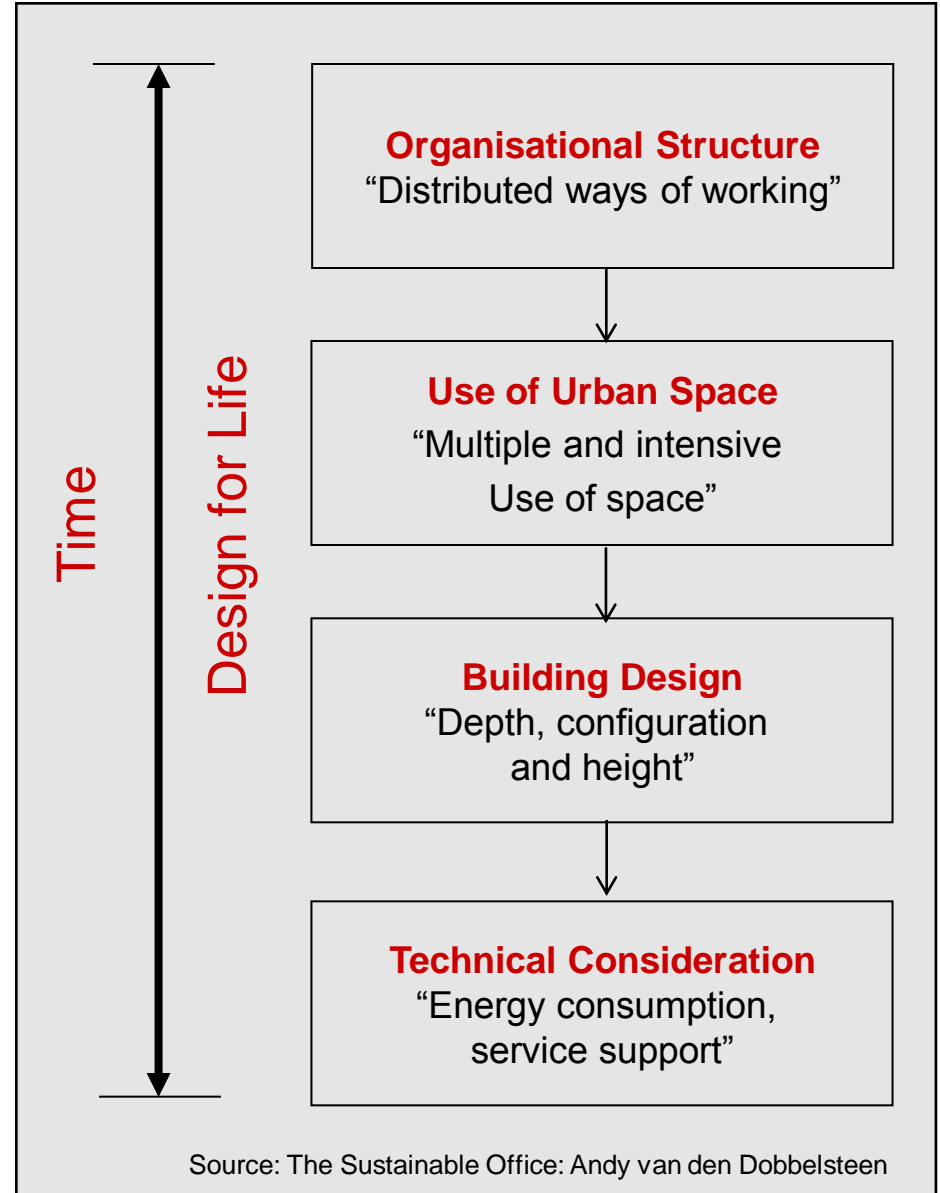
Measurement & learning

Managing growth & moderating decline

“Layered decisions & improvement by feedback through time”

Iterative Process

“Allowing for programmes and projects to be reconsidered in the light of changing conditions”

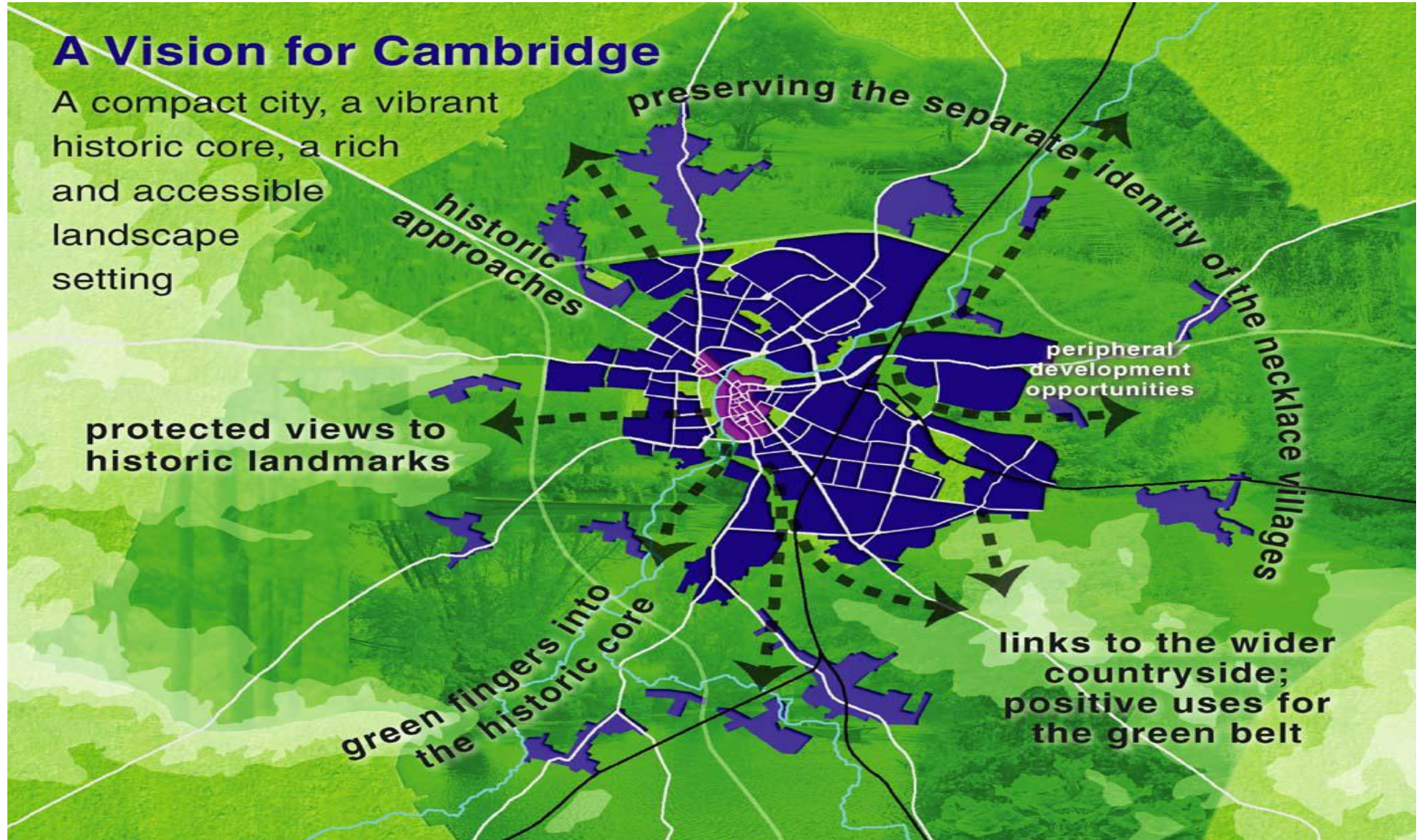


Urban Sustainability Through Intensification – by Appropriate Use of Space, Time, Technology

- Lean thinking through the reduction of waste
- Intensification through the overlapping use of space
- Improved Use of Resources by Building Re-Use
- Integrated thinking to establish synergies
- Hybrid solutions balancing economic, social and environmental demands
- Changing perceptions and behaviour
- Appropriate hybrid solutions economic, social and environmental



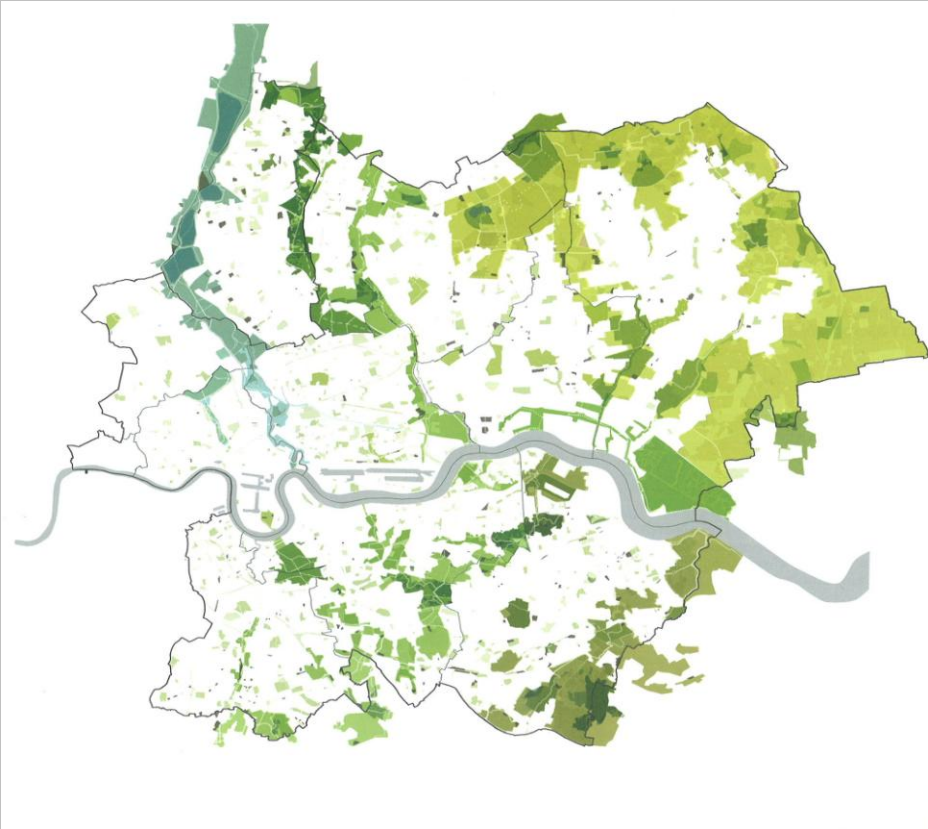
CHALLENGE : CREATE A VISUAL CLARITY



LDADesign

EAST LONDON GREEN GRID

GIVING MEANING TO A COLLECTION OF PLACES



“The East London Green Grid will offer scope for solitude and sociability, physical activity and engagement with nature. By catering for a range of expectations and by addressing the environmental challenges ahead, it will grow to become the living thread that weaves together the communities of East London – new and old.”

Ken Livingstone, Mayor of London

MANAGE THE PROCESS OF CONTINUOUS CHANGE



“The model becomes the icon for moderating change”

5 Themes for the Sustainable City

- **Intensification:** Use what we have more efficiently
- **Innovation** in both building form and organisational structure
- **Synergy** of overlapping uses
- **Changing behaviour** – rethink the paradigm
- **Iconography** – Communicate this message through design