

Outcomes from the METREX Marseille Conference Knowledge Day

Wednesday 30 May 2012

Overall Conference theme

Renewal and Regeneration - The Marseille/Provence Territory

Introduction

The METREX Knowledge Day format was introduced by colleagues from the Netherlands and used at the 2011 METREX Athens and Hamburg Conferences. The idea is that 90 minute Workshops of small groups of colleagues, from varied metropolitan areas across Europe, should all join in a rapid conversation on themes chose by the Conference hosts. The outcomes are in the METREX spirit of "metropolitan exchange" with Workshops providing a snapshot of the knowledge and experience around the table.

The Workshops were chaired by Members of the METREX Managing Committee and Roger Read, Tim Page and Judith Bornhorst acted as Rapporteurs. There was an overall reporting back session on the outcomes of the individual Workshops at the close of the Knowledge Day.

This note provides brief summary of the outcomes. It gives an indication of some of the key points made during the Workshops and those interested can follow these up with contacts with the colleagues concerned. The Workshop participants are shown in the Appendix.

The note provides an "aide memoire" for those attending and information for the use of the host authorities.

Marseille Knowledge Day Workshops

Sub theme 1 - Urban Regeneration

WK1 Wastelands and real estate management

- What arbitrations/decisions?
- What uses (housing, economic, cultural and commercial activities)?

WK2 Urban Renewal

- What policies?
- What generates these? (For example, large events)
- What balance to be struck between heritage, the public realm, transport, housing and other activities?

WK3 Governance and funding to decide on, initiate and lead large projects

- Public, private and public/private partnerships
- European funding and others

Sub theme 2 - Realizing the potential of Culture and Tourism

WK 4 How to sustain the positive effects once large events are over and large infrastructure has been completed?

WK 5 Governance and funding to decide on, initiate and lead large projects

- Public, private and public/private partnerships
- Sponsoring

Workshop outcomes

WK1 Wastelands and real estate management

Overview

This Workshop was enjoyed by all the participants because all brought some special experience to the table. The Workshop epitomised the METREX dictum of "learn from experience. ...learn from one another". The Knowledge Day format can work well when this happens.

The key outcome was the insight that the financial value of public goods (environmental assets, open space, access to public transport etc.), and quality, can be measured (Stockholm) and used in discussion with private sector financiers or developers to give a return to the public sector.

Public funding can be put on the table at the outset of discussions with developers and development competitions can be arranged on the basis of the best return for the public good (Rotterdam). Developers have realised that investment in public goods can give greater and more sustainable financial returns over longer periods.

Financiers and developers are not necessarily needed if builders and users are available (Berlin). Direct negotiations can take place.

Planning standards for public goods can come under pressure to be relaxed in difficult times (Madrid). Stockholm, Rotterdam and Berlin experience shows how the financial value of standards can be shown and used in public/private negotiations.

Some key discussion points

- Boom and bust - different possibilities
- Rich and poor – Stuttgart and Leipzig
- Long term public /short term private interests
- Public and private funding and cooperation
- Public interest in quality - Private interest in profit

- Boom – planning control problems and calculating added value and public share of this
- Bust – Maximising added value of public investment or private investment in quality
- Stockholm - Calculation of added value to property values of quality
- Proximity to open space of public transport

- Berlin - Negotiate with builders and users
- May not need developers

- Rotterdam – Public investment on the table
- Maximising quality
- Builders chosen for quality
- Builders continued investment over 20 years for quality
- Interested in financial security of a long term project

WK 2 Urban Renewal

Key discussion points and concerns of members.

Energy efficiency of urban heritage without losing character

- Hamburg: Renewal of urban heritage has to consider energy efficiency. Inventive solutions have to be found especially to isolate the fronts of urban heritage. Hamburg participates in the Interreg-Project Co²olBricks which deals with the energy efficient renewal of red bricks.

Mobility: New public transport in (historical) city centers, Connectivity

- Naples: The city centre has been closed for motorized individual transport (cars) for one year now. The challenge is to get used to the restriction.
- Sofia: Sofia has a lot of cultural heritage, so that building a new metro line or even bikeways is a huge challenge. Discussions in the public are the result.

Housing: Densification and polycentralisation, regeneration of (social) housing projects, linkage with transport (sustainability)

- Cologne/Bonn: The development of housing is a topic for the region, since sub- and reurbanization are taking place. The challenge is to improve urban-rural relations and initiate cooperation in terms of housing.
- Stockholm: Housing is a challenge in Stockholm. Therefore the region has to be densified by the development of brownfields and former harbour and airport areas. Regional cores have been identified where development is also concentrated.
- Helsinki: The places with the most need of urban renewal are the residential areas of the 1960ties. The simultaneous realization of a sustainable development of the neighbourhoods and affordability is a challenge.

Social Infrastructure and social strategies

- Vienna: In Vienna, funds for different aspects of urban renewal can be found, but not for the financing of public schools and campus for under 15 year-old kids. In this regard they are looking for creative ideas.

Public participation: Information and participation of public gain in importance, bottom-up-processes

- Stuttgart: The railway project Stuttgart 21 is known for the citizens' protest. But the project has a lot of positive effects. Plenty of land development opportunities for investments and open spaces come along with it.
- Grenoble: The enlargement of the historical city centre is linked with the regeneration of social housing projects. Citizens have to be involved in development processes.

Governance: question of competencies of regional co-operations, foster urban-rural relations to face challenges

- Akershus/Oslo: Due to the expected population growth, the region aims to face the challenges in transport and spatial planning with an intercommunal organization. Science parks play an important role as well.

Projects: From larger projects to smaller ones...

- Amsterdam: Large scale developments of urban renewal stopped due to the markets. Many smaller projects are realized now characterized by bottom-up processes.

Politics and funding

- Vilnius: Many projects of urban renewal are similar in the European Union. The challenges are to safe the regional identity and try to be more specific.

WK3 Governance and funding to decide on, initiate and lead large projects

Overview

Most large projects are currently funded through city municipalities and national governments. There was agreement that more projects funded through public/private partnerships would be welcome however, these are hard to find due to a lack of tradition. Another major obstacle in achieving public/private partnerships is the concerns of corruption within the tendering system.

Competition for partnerships is often driven by price, these are not always realistic and can result in funding gaps resulting in delays or unfinished projects. Proper systems of appraisal need to be put in place to ensure all aspects of a project are appropriate and meet the requirements of the project before the partnership is agreed.

When funding projects through public/private partnerships private investors must have a social responsibility. There must be benefits to the local area in terms of infrastructure along with the participation of the local population.

- Governance often a confrontation between institutions - rules of negotiation and arbitration.
- Private funding difficult to find, politicians wary due to legal issues of legitimacy.
- The private tendering process is often long and expensive.
- There is a risk of corruption with close public/private partnerships.
- There can be a lack of assessment with new project and their management.
- Private contractors assessed on price – we need to validate that bids are realistic.
- The ownership of land is a critical issue.
- The giving of planning rights must have a public benefit when given to private development.
- Projects need to have integration and participation with the local inhabitants.
- Private investment can disappear during long projects if economic situations change.

WK 4 Realising the potential of Culture and Tourism Strategies

Many metropolitan regions and areas have experiences with large events, especially sports and cultural events. Relating the effects of these events, the participants agreed that there are differences between the specific types of events (e.g. Olympic Games in summer or winter) and the circumstances of the regions hosting the events (e.g. developed or non-developed countries).

Strategies of sustaining the positive effects once large events are over start elementary.

- Use existing buildings
- Plans for new infrastructure after event (e.g. mixed-used arenas (Vienna), public transport for tourists (Athens), housing (HafenCity Hamburg), other purposes...)
- Reusage of mobile buildings (Oslo)
- Cooperation with other regions and cities (Share infrastructure temporarily) (Helsinki)

Positive effects of large events are recognized as follows.

- The marketing effects of such large events are different for each region and find their expression directly or indirectly (taxes, tourism, attractiveness for young talents and professionals etc.). The chance to change the region's image or to show prosperity and dynamism is obvious.
- But internal effects of the events also occur, for instance a higher sense of community between different nationalities within the city (integration). (Paris, Vienna, Germany)
- In preparation for the event, urban regeneration can be promoted in neglected districts which are sites of the event (synergy effects) (Paris).

Additionally risks are existent as well.

- If planning isn't successful, extra efforts mean extra expenses.
- Large events pose a risk for the region: What happens if the event fails? Does that mean image damage? What happens if the effects cannot be sustained? Deconstruction of buildings? Visible decline?

WK 5 Governance and funding to decide on, initiate and lead large projects

Overview

There can be a debate, in principal, of the longer-term value of large projects. They can be a long-term financial burden of public finances if they are not successful in attracting tourists or providing a "legacy" from major events.

However, they can provide an impetus to a longer-term vision for a metropolitan area and contribute to its realisation. The important point is to have such a vision and to evaluate large-scale projects against it. A vision may be slow incremental change or rapid repositioning and rebranding.

An interesting concept is to make citizens ambassadors in the promotion of the vision for a metropolitan area. However, they must "buy in" to this.

Some key discussion points

- Haves and have not's and their different options
- Capitals and less recognised urban areas
- Tourism needed or not?

- Metropolitan vision – Exemplar of Barcelona
- "USP" (Unique Selling Point)
- Branding and marketing
- Longer-term view and identity
- Repositioning and perception – social and economic

- Make citizens ambassadors
- Recognition – tourism^[08]

- Connectivity

- Large projects to bring impetus to visions
- Even if do not materialise benefit from planning
- Legacy in facilities or activities for citizens
- Maintenance and future use
- Making quality of life
- Bring life to urban heritage

Appendix

Workshop 1 - Friday 1 June - 10.30-12.00

Urban regeneration - Wastelands and real estate management

What arbitrations/decisions?
What uses (housing, economic, cultural and commercial activities)?

1	Jessica	Andersson	Stockholm	
2	Irene	Aguilo	Madrid	
3	Ulrike	Assig	Berlin-Brandenburg	
4	Herbert	Bartik	Wien	
5	Silke	Boehringer	Rhein-Neckar	
6	Sylvain	Crespel	Marseille	
7	Dorothee	Eisenlohr	Stuttgart	
8	Douglas	Gordon	Helsinki	
9	Robert	Groeneweg	den Haag	
10	Reinhard	Henke	FrankfurtRheinMain	
11	Karol	Janas	Krakow	
12	Timucin	Kurt	Istanbul	
13	Alberto	Leboreiro	Madrid	
14	Rikhard	Manninen	Helsinki	
15	Aarts	Martin	Rotterdam	
16	Thierry	Petit	IAU-IDF	
17	Roger	Read	METREX Secretariat	Rapporteur
18	Michael	Rosenberger	Vienna	
19	Tomasz	Slawinski	Mazovia	
20	Claudio	Tolomelli	Emilia-Romagna	Chair
21	Reinhard	Woelpert	Central Germany	

Workshop 2 - Friday 1 June - 10.30-12.00

Urban regeneration - Urban Renewal

What policies?

What generates these? (For example, large events)

What balance to be struck between heritage, the public realm, transport, housing & other activities ?

1	Hélène	Balu	Marseille	
2	Magdalena	Belof	Wroclaw	
3	Judith	Bornhorst	ARL	Rapporteur
4	Genevieve	Danchin	Paris	
5	Marie-Anne	Gobert	Marseille	
6	Silvia	Grassi	Emilia-Romagna	
7	Julian	Jansen	Amsterdam	
8	Kurt	Mittringer	Wien	
9	Reiner	Nagel	Berlin	
10	Ulrika	Palm	Stockholm	
11	Hannu	Penttila	Helsinki	Chair
12	Kurt	Puchinger	Vienna	
13	Georgette	Rafailova	Sofia	
14	Miliza	Ryoti	Helsinki	
15	Rainer	Schepellmann	Hamburg	
16	Ralph	Schlusche	Rhein-Neckar	
17	Ahmet Turan	Sepetci	Istanbul	
18	Linas	Sinkevicius	Vilnius	
19	Valeria	Vanella	Naples	
20	Michael	Voll	FrankfurtRheinMain	
21	Johannes	Wingenfeld	Cologne / Bonn	

Workshop 3 - Friday 1 June - 10.30-12.00

Urban regeneration - Governance and funding to decide on, initiate and lead large projects

Public, private and public/private partnerships
European funding and others

1	Peter	Austin	Oslo	
2	Anne-Marie	Chavanon	IAU-IDF	Chair
3	Hans	Brattstrom	Stockholm	
4	Gianfranco	Fiora	Torino	
5	Rolf-Barnim	Foth	Hamburg	
6	Tor	Bysveen	Askerhus	
7	Loïc	Giraudon	Marseille	
8	Ihsab	Ilze	Istanbul	
9	Ugur	inan	Istanbul	
10	Donal	Keller	Zurich	
11	Thomas	Kiwitt	Stuttgart	
12	Jan Willem	Kooijmans	den Haag	
13	Natalia	Korwin-Piotrowska	Westpomeranian Region	
14	Aigars	Kuskis	Riga	
15	Olli	Lahtinen	Helsinki	
16	Tim	Page	METREX Secretariat	Rapporteur
17	Priscilla	de Roo	DATAR	
18	Jean-Louis	Reiffers	Marseille	
19	Jakob	Richter	Hamburg	
20	Julia	Sauskojus	Wien	
21	Peter	Schirmer	Berlin-Brandenburg	
22	Claudio	Tolomelli	Emilia-Romagna	

Workshop 4 - Friday 1 June - 13.30 -15.00

Realising the potential of Culture and Tourism - How to sustain the positive effects once large events are over and large infrastructure has been completed?

1	Peter	Austin	Oslo	
2	Ulrike	Assig	Berlin-Brandenburg	
3	Silke	Boehringer	Rhein-Neckar	
4	Judith	Bornhorst	ARL	Rapporteur
5	Hans	Bornhorst	Stockholm	
6	Tor	Bysveen	Askerhus	
7	Genevieve	Danchin	Paris	
8	Gianfranco	Fiora	Torino	
9	Rolf-Barnim	Foth	Hamburg	
10	Loïc	Giraudon	Marseille	
11	Marie-Anne	Gobert	Marseille	
12	Robert	Groeneweg	den Haag	
13	Reinhard	Henke	FrankfurtRheinMain	
14	Julian	Jansen	Amsterdam	
15	Karol	Janas	Krakow	
16	Donald A.	Keller	Zurich	
17	Thomas	Kiwitt	Stuttgart	
18	Natalia	Korwin-Piotrowska	Westpomeranian Region	
19	Timucin	Kurt	Istanbul	
20	Aigars	Kuskis	Riga	
21	Olli	Lahtinen	Helsinki	
22	Tim	Page	METREX Secretariat	
23	Hannu	Penttila	Helsinki	
24	Priscilla	de Roo	DATAR	
25	Kurt	Puchinger	Vienna	
26	Jakob	Richter	Hamburg	Chair
27	Jean-Louis	Reiffers	Marseille	
28	Julia	Sauskojus	Wien	
29	Rainer	Schepellmann	Hamburg	
30	Peter	Schirmer	Berlin-Brandenburg	
31	Ahmet Turan	Sepetci	Istanbul	
32	Linas	Sinkevicius	Vilnius	

Workshop 5 - Friday 1 June - 13.30-15.00

Realising the potential of Culture and Tourism - Governance and funding to decide on initiate and lead large projects

Public, private and public/private partnerships Sponsoring

1	Jessica	Andersson	Stockholm	
2	Irene	Aguilo	Madrid	
3	Hélène	Balu	Marseille	
4	Herbert	Bartik	Wien	
5	Magdalena	Belof	Wroclaw	
6	Anne-Marie	Chavanon	IAU-IDF	
7	Sylvain	Crespel	Marseille	
8	Dorothee	Eisenlohr	Stuttgart	
9	Douglas	Gordon	Helsinki	
10	Silvia	Grassi	Emilia-Romagna	
11	Ihsab	Ilze	Istanbul	
12	Ugur	inan	Istanbul	
13	Jan Willem	Kooijmans	den Haag	
15	Alberto	Leboreiro	Madrid	Chair
16	Rikhard	Manninen	Helsinki	
17	Aarts	Martin	Rotterdam	
18	Kurt	Mittringer	Wien	
19	Reiner	Nagel	Berlin-Brandenburg	
20	Ulrika	Palm	Stockholm	
21	Thierry	Petit	IAU-IDF	
22	Georgette	Rafailova	Sofia	
23	Roger	Read	METREX Secretariat	Rapporteur
25	Michael	Rosenberger	Vienna	
26	Miliza	Ryoti	Helsinki	
27	Ralph	Schlusche	Rhein-Neckar	
28	Tomasz	Slawinski	Mazovia	
29	Claudio	Tolomelli	Emilia-Romagna	
30	Valeria	Vanella	Naples	
31	Michael	Voll	FrankfurtRheinMain	
32	Johannes	Wingenfeld	Cologne / Bonn	
33	Reinhard	Woelpert	Central Germany	