REIMAGINING URBAN EXPERIENCES AND SPACES POST-PANDEMIC

Wednesday 16 February | Webinar A

C40 Webinar - Co-organized by:
New Economies and Innovation Forum & Zero Carbon Development Team
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COVID-19 impacts on high streets, retail and business centres |
| **Mark Cochrane-Holley, Manager City Economy and Business Concierge at City of Melbourne**  
Develop new functions in city centres and revitalise high streets |
| **Q&A** |
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| **Hélène Chartier, C40 Head of Zero Carbon Development**  
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Q&A

Q&A 15’
RETHINKING CITIES
between speculation and mission

C40 Reimagining Urban Futures Workshop
Virtual Session, 16 February 2022

Philipp Rode, LSE Cities / Urban Age Programme
London School of Economics and Political Science
an attack on urban logic
what we think may happen?
WORK PLACE DENSITY

Source: Rode et al 2012
Critical Advantages of Knowledge Work in Cities
What do you believe to be the most critical advantages of urban settings for knowledge work in the future ranked most important (1) to least important (8)?

- Developing networks of trust and collaboration
- Informal access to knowledge and ideas
- Access to amenities and services (business and personal)
- Unexpected encounters and knowledge
- High levels of innovation
- Competition for talent
- Large labour pools
- Increased productivity

Based on a global survey of 800 urban professionals from 70 countries conducted between October and December 2020
Two Macro-Scenarios for the Future of Knowledge Work

Which of the following two macro-scenarios do you consider more likely?

Scenario A: The COVID-19 crisis will induce a major restructuring of knowledge work locations with hyper-density in primary cities being less relevant and access to high-speed and reliable internet the most important factor.

Scenario B: Once/if COVID-19 is no longer a major threat, knowledge work locations will once again follow pre-crisis trends (increasing attraction of urban/inner-city settings for office locations).

61%
Scenario A: Major Restructuring

39%
Scenario B: Business-as-usual

Based on a global survey of 800 urban professionals from 70 countries conducted between October and December 2020.
LONDON TRIP RATE BY JOURNEY PURPOSE | 2006 – 2019

Source: Transport for London 2019
LONDON PUBLIC TRANSPORT RIDERSHIP DURING COVID-19

Source: UITP 2022
VIENNA PUBLIC TRANSPORT RIDERSHIP DURING COVID-19

Source: UITP 2022

Wiener Linien, Vienna, Austria
what should happen?
WHOSE CITY ??
OUR CITY!!

THE BROOKLYN ANTI-RENTALE NETWORK
The best way to predict the future is to design it.

- Buckminster Fuller
MARIANA MAZZUCATO
MISSION ECONOMY
A Moonshot Guide to Changing Capitalism
21st Century Green City Models

liveable cities  15 min cities
regenerative cities
sustainable cities
climatropolis
low carbon cities
post kyoto metropolis
eco2 cities
transition towns
compact cities
smart cities
resilient cities
circular cities
healthy cities
green cities
eco districts
CLIMATE EMERGENCY | URBAN OPPORTUNITY

Source: Coalition for Urban Transitions 2019

**Priorities for National Action**

**Priority 1:** Place Cities at the Heart of a National Strategy to Deliver Shared Prosperity While Reaching Net Zero Emissions.

**Priority 2:** Align National Policies Behind Compact, Connected, Clean Cities.

**Priority 3:** Fund and Finance Sustainable Urban Infrastructure.

**Priority 4:** Coordinate and Support Local Climate Action in Cities.

**Priority 5:** Proactively Plan for a Just Transition to Zero-Carbon Cities.

**Priority 6:** Build a Multilateral System that Fosters Inclusive, Zero-Carbon Cities.

**Laying a Strong Foundation**

**2.1** Remove National Land Use and Building Regulations that Prohibit Denser, Mixed-Use Urban Development.

**2.2** Reform Energy Markets to Decarbonise the Electricity Grid by 2050.

**2.3** Introduce Net Zero Carbon Building Codes for All New Buildings and Reach Net Zero Operating Emissions in All Public Buildings by 2030.

**2.4** Stop the Sale of Fossil-Fuel Powered Motorbikes, Passenger Cars and Buses from 2030.

**2.5** Adopt Alternatives to Conventional Steel and High-Carbon Cement by 2030.

**2.6** Shift Away from Building Detached Housing in Established Cities.

**Align National Policies Behind Compact, Connected, Clean Cities.**

**Raising the Ambition**

**Seizing the Opportunity**
better for the 2020s
NEW LAND DEVELOPED IN GERMANY, HECTARES PER DAY

Source: UBA 2020
Agenda

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Dr Philipp Rode, Executive Director of LSE Cities
COVID-19 impacts on high streets, retail and business centres

Q&A

Q&A
Revitalising the City of Melbourne
COVID-19 Impact on the CBD During COVID-19 Lockdown

1. BUSINESS CLOSURE
2. REDUCED PEDESTRIAN ACTIVITY
3. HIGH CONSTRUCTION ACTIVITY
4. VACATION OF STOREFRONTS
5. LOW VEHICULAR TRAFFIC
The Vision

1. BUSINESS GRANTS + TARGETED SUPPORT
2. BUSINESS CONCIERGE
3. VACANT SHOPFRONT + PRECINCT ACTIVATION
4. RESTORING CONFIDENCE
Policy Context

A Creative Resurgence

8. Support Melbourne’s creative industries through adaptive reuse and activation of precincts and vacant spaces throughout the city.

Major Initiative
Continue to strengthen Melbourne’s economic recovery, including through precinct and shopfront activation, delivery of an enhanced business concierge service and support for the night-time economy.
$100 million Melbourne City Recovery Fund was established to support reactivation and recovery of the City of Melbourne during and post the easing of COVID-19 restrictions.

- Stream 1 – Business and Precinct Support
- Stream 2 – Events and Marketing
- Stream 3 – Capital Works
Creative Shopfront Program
Shopfront Activation Program

• Partner with third-party providers to deliver innovative responses to vacancies in severely impacted areas of the municipality that are facing serious long-term economic challenges.

• Provide support to precinct associations, businesses, landlords, leasing agents and communities on bottom-up, community driven approaches to enliven parts of the city.

• Deliver activity that stimulates and promotes pedestrian traffic, visitation and spend in severely impacted precinct areas.

• Generates opportunity for new or expanded business growth in vacant or underutilised shopfronts.
More than just a facade activation….

• At least 75 vacant spaces will be activated across the three areas

• Targeting 3 of the most severely impacted areas in the city is being undertaken as a catalyst in the early stages of reactivation after multiple lockdowns.

• The program will not fill every vacant shopfront in the city.

• Provide confidence to visitors and consumers that City of Melbourne is an exciting, interesting and safe place to visit.
Types of Activation

Short Term Activity

Medium to Longer term Activity
How are we measuring success?

• Shopfront conversion from vacant to occupied

• Pedestrian traffic in targeted areas

• Feedback from local traders and Precinct Associations

• Feedback from workers, visitors, residents, and students

• Communications, Marketing and Media traction for the program and the participants
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**Q&A**

- **5’**
- **15’**
How to repurpose vacant offices and foster adaptable buildings?

Helene Chartier,
Head of Zero Carbon Development
C40

© George Pachantouris
Embodied emissions represent 11% of the global emissions

- Optimise existing assets
- Plan, design and build for the future
- Use materials efficiently and switch to low-carbon options
- Clean construction sites
Many buildings are vacant or underutilized, while construction continue to grow

1. monitor the vacancy rate of buildings
2. develop policies to limit buildings vacancy
3. Implement policies to facilitate repurposing of buildings
4. showcase inspiring examples of adaptive reuse of buildings
2021 Prizker prize

Lacaton & Vassal, pioneer in the art of repurposing buildings.

Their motto: ‘Never demolish, never remove – always add, transform and reuse’
Val Verde
Madrid

Reinventing Cities
Specialization & mono-functionality of buildings
Reversible in the long term...
... adaptable in the short term
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The Paris case

Marion Waller, Advisor to the Mayor of Paris in charge of architecture
Transforming a dense city

[Map of a dense city]
Post-pandemic situation

• Need to transform some office spaces

• Need to ensure a mix of functions in every neighborhood

• Need to transform public space rapidly
La ville du quart d'heure

- Bien manger
- Apprendre
- Travailler
- Partager et réemployer
- FAIRE DU SPORT
- 15mn
- FAIRE SES COURSES
- S'AÉRER
- CIRCULER
- 15mn
- SE SOIGNER
- SE CULTIVER, S'ENGAGER
- CHEZ MOI
- 15mn
Pre-pandemic learnings
« Morland »: From an office building to 12 different uses
Project : « Morland Mixité Capitale »
Project : « Morland Mixité Capitale »
Post-pandemics, using public buildings differently.

Schools:
Transforming office buildings into housing

« Reinventing Paris 3 »
Project « Grenelle »: former garage
Project « Tati »: former offices and shop

@Studio Belem / Fiction
Reinventing Cities – Porte de Montreuil / reversible buildings
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What is a complete neighbourhood approach?

Helene Chartier,
Head of Zero Carbon Development
C40
Compactness to make local services and transport viable

Cerdà compact urbanization in Barcelona
Mixed-use planning to avoid isolated and discrete ‘zones’ (residential area, business district, commercial zones)

Mixed-use from the neighbourhood-scale down to the building

Mixité Capitale project - Reinventing Paris winner: an office buildings transformed into an inspiring mixed-use project
Active frontage to attract footfalls providing flow of custom to local businesses and to foster pleasant streets to walk on.

Active Ground Floor Reform in San Francisco
Proximity and decentralization to bring key services, amenities and parks close to where people live

Policy driving proximity in Vancouver
City’s rezoning policy for large development require sustainable food assets
Temporary activation to support a dynamic, evolving place, with a strong identity

Tactical urbanism to inspire local communities while acting as a testbed for long term interventions.

Blue House Yard in London
Temporary planning permission for 5 years to provide affordable workspaces for small businesses together with community spaces
Good street design that makes walking and cycling the mode of choice

Reclaiming city spaces from private vehicles to develop other uses (green spaces, terrasses, sport facilities...)

Strategic planning for cycling in Copenhagen
Green and Thriving Neighbourhoods

A pathway to net zero, featuring the ‘15-minute city’
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LORETO OPEN COMMUNITY
C40 REINVENTING CITIES

REIMAGINING URBAN EXPERIENCES AND SPACES POST-PANDEMIC
16 FEBRUARY 2022
Loreto Open Community

THE TEAM

Ente Banditore

Sviluppatore e Co-Investitore

Nhood Services Italy SpA
Ceetrus Italy SpA

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Squadратi Srl
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Partner e consulenti

Starching Srl
Engineering

IGP Decaux SpA

Siemens SpA

Helexia energy services Srl

Miage - Watt Way

Alchema Srl - Co+Fabb

Nhood Services Italy SpA
Ceetrus Italy SpA
Urban Regeneration
A CROSSROAD OF PUBLIC SPACE
Human-centric design
LOC AS A PLACE FOR PEOPLE
LOC | attractor at urban scale
A CROSSROAD OF IDENTITIES
Piazzale Loreto
TODAY
LOC | Loreto Open Community
TOMORROW
The square: house of its community
BRINGING PEOPLE TOGETHER
A network of public space
WALKING THROUGH, BETWEEN, ABOVE

10k sqm OF PUBLIC SPACE
69% BIKE & PEDESTRIAN AREA IN THE SQUARE
-35% CO2 EMISSIONS
Openness and protection
A PUBLIC COMFORT ZONE
Loreto Open Community
FIND THE WAY HOME
Loreto Open Community

PLANT 500 TREES IN LOC GARDEN
Loreto Open Community
TAKE YOUR PLACE IN LOC COMMUNITY
Questa è una zona di Milano che ha numerose associazioni, una social street attivissima e tanti gruppi informali che creano socialità e coesione. Ci sono idee e energie, ma manca una casa che le riunisca, le accolga e le faccia crescere.

Collaboro con il Parco Trotter per portare avanti un iter sportivo e calcistico completo per le donne di tutte le culture e di tutte le età, dalle bambine alle adulto.

Ciò che servirebbe in questa zona è rallentare, ridurre il caos, la confusione e lo smog, per potersi riappropriare degli spazi e consumarli come aree a disposizione delle persone, in particolare delle famiglie con bambini.

Se le persone imparassero a muoversi attivamente per la città, sarebbero più incoraggiate a prendersene cura. La mobilità lenta di biciclette, monopattini elettrici e pattini a rotelle mette in diretto contatto con la realtà urbana e spinge a impegnarsi per mantenere una città a misura d'uomo.

Interviews to stakeholders
Thanks for your attention
Agenda

Please type your questions in the Q&A box as speakers present

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Yann Follain, Managing Director & Head of Design at WY-TO
Good Food Good Life, Reinventing Cities project in Singapore

Q&A 15’
“Good Food, Good Life” brings design with an empathy for nature and is built around the concept of a food cycle where the site will initiate, transform, share, and recover. It is a mixed-use development that is both educational and entertaining. Rooted in the concept of the Virtuous Food Cycle, our proposal brings an integration of farming, well-being and nature-based programmes and activities, situated in lush, green environments.
DESIGNING WITH EMPATHY FOR NATURE - WITH NATURE, FOR NATURE
The site is at the foothill of Bukit Timah Hill, the highest natural point in Singapore, at 182m above sea level. A secondary forest lush with mature tropical trees surrounds the site. An existing nature trail wends its way across the property. BTFS will be a pitstop for rest and relaxation for the future Rail Corridor. Our plan is to embrace the existing green surroundings, with minimal intrusion on existing flora and fauna.
Our vision for BTFS is to be the **gateway for bridging the gap** between people and nature. It is an exceptional point of confluence for nature-loving, adventure-seeking and wellness-abiding Singaporeans of all ages. “Good Food, Good Life” is built around the **concept of a food cycle** where the site will initiate, transform, share, and recover. It is a mixed-use development that is both **educational** and **entertaining**. Rooted in the concept of the Virtuous Food Cycle, our proposal brings an integration of **farming, well-being and nature-based programmes**, situated in lush, green environments.
CONCEPTS AND THEMES
TOWARDS ZERO WASTE

CIRCULAR ECONOMY OFFERS AN ALTERNATIVE TO THE CURRENT LINEAR ECONOMIC BUSINESS MODEL
VIRTUOUS FOOD CYCLE FOR THE PEOPLE

01 INITIATE
- Seeding
- Fertile soil

02 TRANSFORM
- Growth
- Harvesting

03 SHARE
- Cooking
- Consumption

04 RECOVER
- Organic fertilizer
- Waste management
COMMUNI-TRAIL: BTFS'S GREEN SPINE

Central to the spirit of BTFS will be community-making, which will serve as the guiding principle for the design of space and programme. The most prominent change made to the site is the requirement of a 600 sqm community space which is to be allocated along the area from the fire station leading up to the new Visitor Centre. We call this the Communi-Trail. We are proposing to parcel out the trail into four exciting nodes, based on the concept of Virtuous Food Cycle.
FORGING A COMMUNITY ALONG OUR GREEN SPINE
OVERALL APPROACH TOWARDS NATURE
CREATING A HOLISTIC APPROACH

WIDE RANGING ECO-FOOD OFFERINGS

HEALTH AND WELL-BEING

NATURE BASED EDUCATION
ZONING & TENANT MIX

GOOD FOOD GOOD LIFE
CREATING A SUSTAINABLE COMMUNITY
BTFS ROUND-THE-CLOCK ENGAGEMENT

Neighborhoods within 15-minute radius to BTFS will also make up a segment of the community. These residents, students and office workers will become an integral part of BTFS’s live-work-play lifestyle. Amenities such as F&B outlets, stalls retailing fresh produce, a pre-school and shared office spaces at the wellness center will draw people to the venue, day and night.
ACTIVITIES WILL BE PLANNED ALL YEAR LONG AT THE BTFS CENTRAL CIVIC PLAZA
BTFS ALL-YEAR-LONG ENGAGEMENT

Radial Chart for all activities year-round, according to the Months, Weeks and Days.
Fostering future generations of green-conscious people, farmers and conservationists
THANK YOU
Thank you!

New Economies & Innovation Forum
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Reinventing Cities
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