

# **PRODUCTIVE CITIES**

**EUROPAN 14 THEME**



## **1- THEME DEFINITION**

## **2- SITES CRITERIA**

BETWEEN MICRO AND MACRO  
PROGRAMMATIC FRAME  
MULTIPLE ACTORS  
IMPLEMENTATION IN TIME

## **3- POINT OF VIEW**

"THE PRODUCTIVE METROPOLIS", DJAMEL KLOUCHE, L'AUC

## **4- REFERENCES OF TYPES OF CONTEXTS**

- 4-1 FROM MONOFUNCTIONAL RESIDENTIAL AREA TO PRODUCTIVE DISTRICT
- 4-2 FROM BUSINESS ZONE TO LIVING AREA
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- 4-5 URBAN AGRICULTURE
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# 1 - THEME DEFINITION “PRODUCTIVE CITIES”

During the last decades a lot of urban renewal has been taking place in Europe. Organizations like Europan have been promoting the idea of the mixed-city, and we could now say that the ideology of the mixed-city is generally shared.

But how mixed is this mixed-city actually? In many urban development projects of the post-industrial era, housing is the main program. We wisely add some office places and public amenities, but remain especially keen on stimulating bars, shops and restaurants because we want every new district to be a “genuine vibrant urban neighbourhood”. Looking back at how we organized this wave of urban regeneration, we can see how we have systematically excluded one program: the productive economy. Every warehouse has become loft apartments, every industrial shed an arts or leisure centre, every brownfield a fresh residential neighbourhood. The productive economy has left the city to the periphery, whether it is on the outskirts of the same city or to another end of the world.

There is now in many European cities a spatial and social mismatch between living and working conditions. The city provides high-skilled professionals with many working possibilities while a large part of low-skilled workers live in the city with no work opportunity. This mismatch generates many problems with regard to economy, mobility and sociality.

The urban renewal we have been developing under the auspices of the ideology of the mixed-city is less mixed than what we pretend. Productive economy, manufacturing, maintenance and repair jobs... make part of city life as well. Our contemporary city is not a complete city.

Of course, we should not bring back steel factories to the city centre. But we are already welcoming all kinds of small-scale urban manufacturing. We are accommodating more and more of the new recycling industry within the city itself. We could systematically save some space in our programs for redevelopment areas for small and medium enterprise's. We should avoid that the plumber who lives in the city and repairs our houses in the city has to drive out of the city to find available storage space. Production should be encouraged in the city, be part of the fabric, be allowed to be seen, connected to shared daily life, nurtured and celebrated.

Which alternatives to produce for such a city? Instead of productivist programs based on separation and unlimited resources, the challenge is to reinvent proactive proximities, close circular economies, new alternatives of co-production and eco-sharing.

Mixing living and working again could be a way to improve the process of hybridization between local and global economies, macro and micro strategies. And by introducing the production within the city, we therefore create new opportunities for more recycling, social interactions and urbanity. The goal is a more sustainable city.

1- How to integrate some of the production activities in the city –such as the production of food, energy, low skilled services, new industrial products– to enhance new relations between citizens (to assist integration, confront gentrification, create new modes of learning and working)?

How to take social embedment into account? How to involve the actors?

2- How to live in productive fields and to produce in living environment?

How to manage the tensions emerging from the new relations between producing and living, such as the contamination affecting life quality?

3- How to integrate all the production cycles considering distribution, waste and consumption?

How to encourage a diversity of (shorter?) cycles, anchor them in local contexts (the last mile) and articulate them to a larger eco-scale?

The challenge for European 14 is to generate new kinds of proximity by connecting the living and the producing.

## 2 - SITES CRITERIA

### **1- Site Characteristics between Macro and Micro**

To present the specific characteristics of the site both on the local scale as well as on its actual or potential relation to ecological and urban systems.

### **2- Programmatic Framework**

To formulate a program that promotes new kinds of proximity between producing and living.

### **3- Multiple actors**

To describe the actual actors of the site and those to be engaged in its transformation.

To make explicit the emerging public actors, the actors with common interest across scales.

To show the complexity of the project by documenting different points of views of actors

### **4- Implementation**

To define what kind of initial part of the project will be implemented (i.e. a building, a public space, an infrastructure)

### 3 - POINT OF VIEW: BUILDING THE PRODUCTIVE METROPOLIS

A text by Djamel Klouche, architect at l'AUC, former European winner  
*Or how to reconcile housing and economic activity in the same space,  
at the heart of the metropolis.*

“We find [in the metropolis] many spaces, with large areas, abundant infrastructures, vast and generous programs at once, where we must now seek a new form of development articulated to new social and economic expectations (more environment, more exchanges, more proximity, more sharing, for more efficiency, etc.).

The ‘productive city’ would be this space that –without denying the quality of the inherited spaces– would open the way for a more unusual territorial organization that mixes the inhabitants’ singular conditions, the working conditions and any kind of productive activities (commercial, crafts, production, logistics, stores) within a resilient, welcoming and open urban space.

We need to go into action all together; public and private actors as well as populations to build productive metropolitan areas that also draw a metropolis bottom-up.

Productive metropolitan districts that give a true and rightful place in productive activities in the city, and where the inhabited metropolis and the productive metropolis draw new spatial alliances incarnating into ambitious local projects, from the short and circular circuits of which to draw profits.

Productive metropolitan districts that allow the emergence of resolutely contemporary architectural typologies, and making social and functional mix a necessary condition for living together.

Productive metropolitan districts that create the conditions for new proximities between workers and residents, between knowledge and production, between public and common space; productive metropolitan districts resolutely focusing on co-production of the agents in the city.

The Productive Metropolis is a hybrid space, a space of differences, a space where each part is increased, where the sum of the differences creates the attractiveness...”



## **4- REFERENCES OF TYPES OF CONTEXTS**

References of urban projects –classified by theme– to illustrate the various applications of the topic in mutating contexts:

### **4-1 FROM MONOFUNCTIONAL RESIDENTIAL AREA TO PRODUCTIVE DISTRICT**

The issue is to transform monofunctional districts –and more specifically large housing districts similar to “bedroom communities”– to give them some urban dimension through multiple programs at different scales. Some productive uses can come under the notion of proximity – craftsmen, small traders and service providers, and work related to habitat.

This scale can be extended with productive facilities and venues that are compatible with the residential character. Non-resident citizens also contribute to the district life according to the different rhythms of the day.

### **4-2 FROM BUSINESS AREA TO LIVING NEIGHBOURHOOD**

Zoning planning created many “activity” or “industrial zones”, where the dynamics lies on working hours and some activities have to evolve to minimize urban nuisances. If new working forms can lead to regeneration, so can the installation of housing and facilities. The issue is to restructure them around public or shared areas, often absent from those territories.

### **4-3 PRODUCTIVE STREET**

The city has traditionally mixed working places to other uses around structuring streets. Yet, those were transformed by modern planning –designed around motorisation (cars, trucks...)- into non-attractive nuisance roads.

Maintaining production spaces around those axes whilst playing the card of the diversity of uses also involves rethinking those streets in an urban way and provide them with a planning that allows the compatibility of different uses and mobilities.



#### **4-4 MULTIFUNCTIONAL BUILDING**

The issue of the mixed city can be interpreted at different scales, among which the scale of the building. Making the districts more dynamic again also means designing “multi-mix buildings” able to host different functions and integrating their management to make them compatible with the different use rhythms. Those buildings also have to integrate the mutation of uses through time.

This adaptability of the building implies considering the relation to its urban environment through the integration of shared spaces, but also opening it up to the outside contributing to urbanity at a larger scale.

#### **4-5 URBAN AGRICULTURE**

The separation between city and countryside is slowly fading away in favour of hybrid suburban territories mixing urban and agricultural fragments. Yet, urban extension tends to “consume” more and more fields to build housing estates. Sustainable development forces us to change point of view and reverse our angle. Rural areas within the urban tissue can become productive spaces serving the surrounding city while the districts grow on the edge. We therefore have to consider the interface between both, acknowledging the substitution of diffuse housing areas for built densification, leaving the possibility for local “bio” agriculture within a short distribution circuit and articulating itself to the inhabited districts.

#### **4-6 PRODUCTIVE URBAN TRANSITION**

Making the city on the city and regenerating built fragments to consume less territory is a challenge for most European cities. But the mutation / regeneration of large obsolete wastelands –industrial sites, barracks...– can take time, depending on the site scales but also on the necessary change of image to become attractive. It is this “in-between time” that can lead to innovative urban practices filling up spaces in a transitional way. Cultural, but also productive activities can develop there in favourable economic conditions and for a limited time, and participate to the evolution of the identity.

# FROM RESIDENTIAL MONOFUNCTIONAL AREA TO PRODUCTIVE DISTRICT

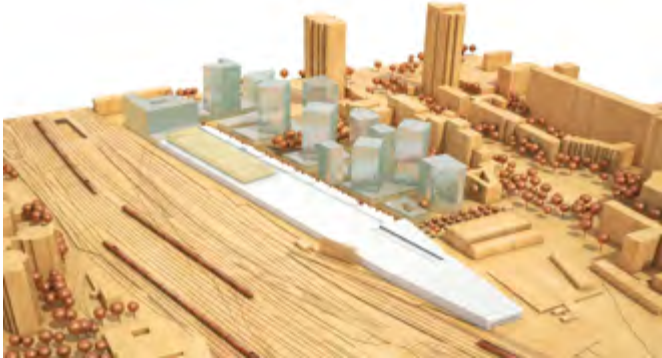
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This scale can be extended with productive facilities and venues that are compatible with the residential character. Non-resident citizens also contribute to the district life according to the different rhythms of the day.

## 1/ PARIS (FR) CHAPELLE INTERNATIONAL

## FROM MONOFUNCTIONAL AREA TO PRODUCTIVE DISTRICT

### 1/ PARIS (FR) CHAPELLE INTERNATIONAL



The contemporary metropolis should be able to accommodate both a head office of an international company and a back-office, a service company, a startup, a factory or a creative workshop / production. Unlike classic business logics, entrepreneurs of the new productive economy indeed work on logics of projects, of teams, of temporary groups or collectives that are often little institutionalized. They are looking for locations in the city, in adaptable, flexible places, and above all at much lower rents than the conventional office products indexed on the so-called “normal” market.

Experiments are emerging here and there, but they remain too silent. We are currently developing, in Northern Paris, near the Porte de la Chapelle, the project Chapelle International, a project that combines family housing in height benefiting from the views of Montmartre, with premises put in the base of the building ...on two levels and that we called “SOHO” – small office home office: programs combining work and residential places and an urban logistics hall linked to the Northern railway network.

*Extract from the study by AUC Architects, Paris*



# FROM BUSINESS AREA TO LIVING NEIGHBOURHOOD

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**1/ GENEVA - CAROUGE - LANCY (CH)**

**SITE OF LA PRAILLE-ACACIAS-VERNET (PAV)**

**2/ REFLECTION ON THE GRAND PARIS (FR) AIGP**

## FROM BUSINESS AREA TO LIVING NEIGHBOURHOOD

### 1/ GENEVA - CAROUGE - LANCY (CH) SITE OF LA PRAILLE - ACACIAS - VERNET (PAV)



The review of the status and assignment of the site is a priority for the State of Geneva. To ensure the living conditions corresponding to the aspirations of residents and citizens and support the local economy, we must attract those who create wealth by their work and investments.

In housing, the government intends to promote faster feasible projects on the site of La Praille-Acacias.

The municipality intends to create a lively quality district thanks to enough public, social, sports and cultural facilities. The district should also integrate generous green spaces, among which a 6.7 ha public park and the uncovering of the Drize River.

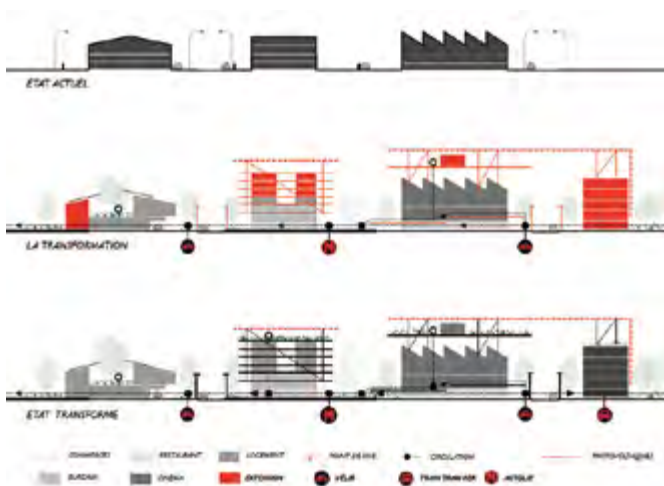
# Mixité de fonctions

**UNE CENTRALITÉ À EXPLOITER ET À VALORISER**

avec de nombreux aménagements sur les parcelles du périmètre tenant compte de l'existant. La requalification cohérente du site donnera une place réelle à tous les modes de déplacements et à un cadre environnemental de qualité.

## FROM BUSINESS AREA TO LIVING NEIGHBOURHOOD

### 2/ REFLECTION ON THE GRAND PARIS (FR) AIGP

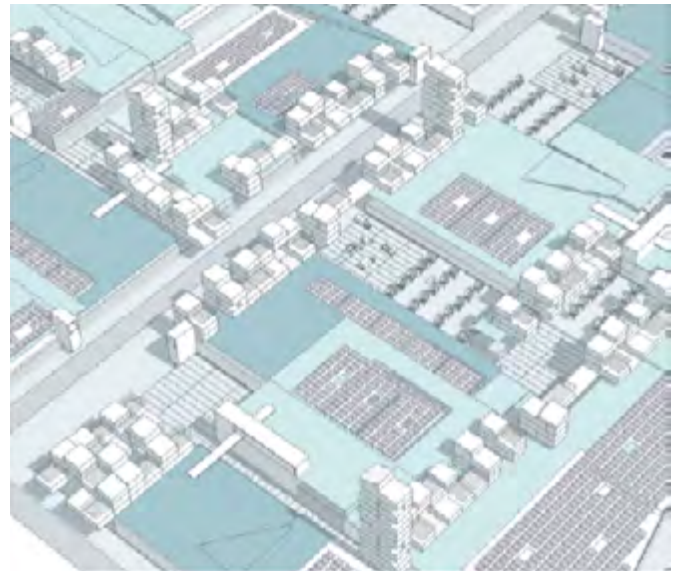


Possible mix of functions in industrial area  
Team Jean nouvel (AJN) Jean-Marie Duthilleul (AREP)  
Michel Cantal Dupart (ACD)

The areas of activities were for a large part created before 1980; two thirds before 1990. They no longer meet the users' expectations and need to be renewed. It should be noted that the territorial distribution of parks and activity areas is uneven on the metropolitan territory.

What to do ?

- Add housing to increase diversity and reduce commuting. The condition is to maintain or reduce the site's energy consumption. The facilities will be added to the existing one. The energy consumption and surface data of the activity areas show that we can build 1 million housing units on the territory of the Grand Paris by 2030, i.e. 60% of the recommended housing to build.
- Add appropriate services to promote the economic attractiveness of places and provide the future inhabitants with pleasant lifestyle conditions.
- Provide an efficient public transport connection to parks to optimize the link with other districts as well as the access conditions.



Example of densification of an industrial area  
Team Bernardi Secchi + Paola Vigano/Studio 08

# PRODUCTIVE STREET

The city has traditionally mixed working places to other uses around structuring streets. Yet, those were transformed by modern planning –designed around motorisation (cars, trucks...)- into non-attractive nuisance roads.

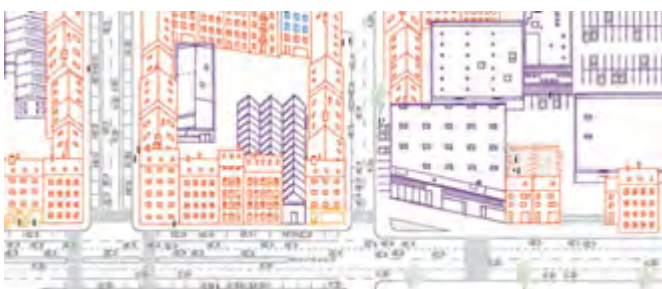
Maintaining production spaces around those axes whilst playing the card of the diversity of uses also involves rethinking those streets in an urban way and provide them with a planning that allows the compatibility of different uses and mobilities.

**1/ BRUSSELS (BE) PRODUCTIVE AVENUES**

**2/ LONDON (GB) HARROW CITY CENTER**

## PRODUCTIVE STREET

### 1/ BRUSSELS (BE) PRODUCTIVE AVENUES



VOOR / AVANT



NA / APRÈS

In Brussels and the Periphery, large infrastructure axes are the historical memory of urbanization. These axes are now almost entirely adapted to car traffic. Along these axes, the economy is grafted on to the good accessibility, while productivity is often away from the streets.

#### DNA OF THE PRODUCTIVE CITY

With the decline of activity in the parts of the historic city, it is the roads and the Canal Zone that hold the DNA of the productive city. If, after the decline of the public space quality, productive spaces also disappear from this backbone, we are only left with a hollowed out collective space that only ensures traffic flows without remaining a destination in itself.

#### MAIN AXES FOR PUBLIC LIFE

We need more space for public amenities for mobility along major roads and a new strategy for public transport on roads. The stops for the (new) trams and bus lines must ensure the mandatory frequency to the collective road junctions along the traffic axis, a project challenge for the public space.

#### READABILITY AND ANCHORAGE

Productive streets give a face to the urban infrastructure and productive activities. Knowledge and visibility of available equipments contribute to develop an attractive investment framework and links with existing local businesses. Furthermore, we must pay attention to the quality of business architecture to create a positive dynamic around an attractive urban project for the productive city. Finally, the reinforcement of productive streets must be related to other infrastructure networks, such as bike paths and railway network.

This is how we can anchor the productive fabric in the metropolitan area.

*Extracts from the work of PRODUCTIVE BXL workshops*



## PRODUCTIVE STREET

### 2/ LONDON (GB) HARROW TOWN CENTRE



The area has struggled to compete with several new shopping mall developments nearby. In response, streets have been redesigned and the overall environment has been improved with new pavements and surfaces, benches, planting, signage and lighting.

## ANIMATING PLACES

Despite its prime location, Lowlands Recreation Ground is an underused and unloved green space. This important community resource is being remodelled according to designs by architects Adams & Sutherland. Planting, play areas and a cafe are helping to create a pleasant leafy environment which complements the town centre's buzz.

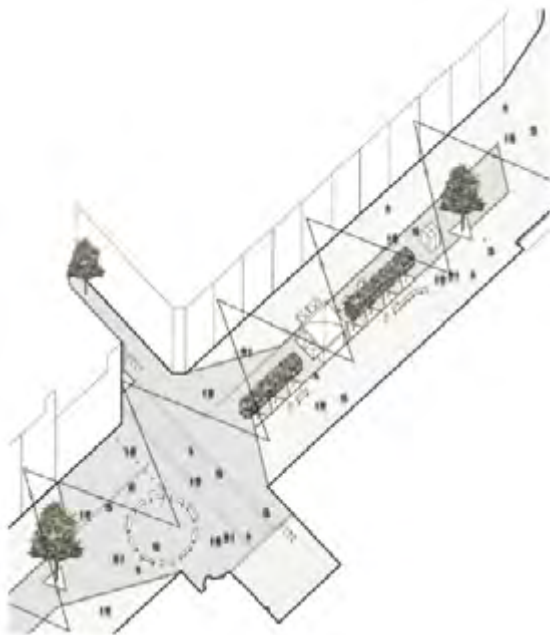
A new, flexible performance space which can be used for major open-air events and more intimate musical concerts, tea dances, comedy or cabaret shows.

## REDESIGNING PUBLIC SPACE

St Ann's Road is Harrow's most important shopping street. This pedestrianised route is used to access two indoor shopping centres and features kiosks and barrow pitches. David Kohn Architects are reinvigorating its appearance and giving it a stronger identity, helping it to compete with nearby shopping areas.

## CREATING NETWORKS

A new Business Improvement District for Harrow is bringing together local traders to make a tangible difference to how the town centre is managed. The organisation galvanises all those who rely on the town centre for their economic wellbeing, encouraging them to collaborate on projects that improve the town centre while boosting their own bottom line.



# MULTIFUNCTIONAL BUILDING

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**1/ BERN (CH) EUROPAPLATZ CENTER**

**2/ MIAMI (US) PARKING 1111 LINCOLN ROAD**

## MULTIFUNCTIONAL BUILDING

### 1/ BERN (CH) EUROPAPLATZ CENTER

Occupying Bern's Western part Ausserholligen developed as an attractive area offering all the benefits of proximity urban life and corresponding to the will of a mobile and networked life.

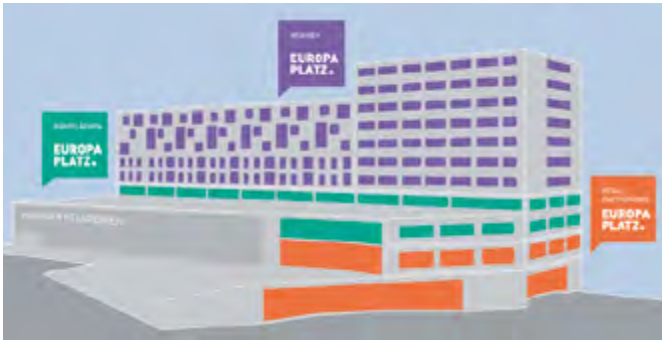
URBANOFFICE Architects, Amsterdam, was rewarded for this project at the European 5 competition; the project was built by URBANOFFICE Architects, Amsterdam, and Bauart Architekten und Planer, Bern.

Since December 2014, EuropaPlatz brings a diversity of functions in a multifunctional building between road and railway; it includes:

- Housing;
- Office spaces;
- Retail trade and catering;
- A House of Religions and Dialog of Cultures.

Housing not only meets modern living and lifestyle, but is also accessible from all directions. The Europaplatz center is a lively place of exchange - a hub of opportunities. House of religions and Dialog of Cultures, workrooms, offices, shops and residences create a new meeting space.

*URBANOFFICE Architects, Amsterdam  
European 5 winner*



## MULTIFUNCTIONAL BUILDING

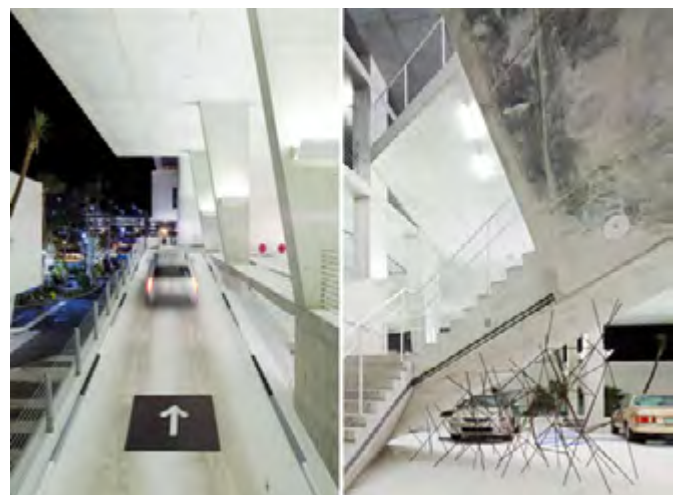
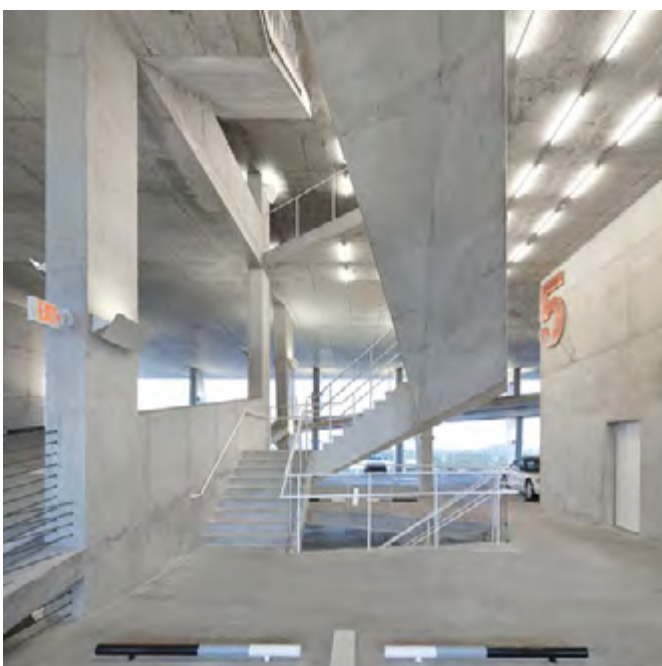
### 2/ MIAMI (US) 1111 LINCOLN ROAD

Herzog & de Meuron's 1111 Lincoln Road is a multi-storey car park in Miami Beach, but the building also hosts different activities, explains proprietor Robert Wennett.

The concrete building with floor slabs supported on wedge-shaped columns was completed in 2010 to offer naturally lit parking levels that can also be used for other activities above a row of shops and restaurants.

"I had the opportunity to change people's perception of what parking is and to build a type of building that becomes a social gathering space and a public space" says Wennett. "Everything we do in the garage is not what you expect in a parking garage."

He goes on to explain how the building contains "a grand central staircase" rather than an enclosed stairwell. "To want to go to a parking garage, versus wanting to exit it as soon as possible becomes a new paradigm," he declares.



# URBAN AGRICULTURE

The separation between city and countryside is slowly fading away in favour of hybrid suburban territories mixing urban and agricultural fragments. Yet, urban extension tends to “consume” more and more fields to build housing estates. Sustainable development forces us to change point of view and reverse our angle. Rural areas within the urban tissue can become productive spaces serving the surrounding city while the districts grow on the edge. We therefore have to consider the interface between both, acknowledging the substitution of diffuse housing areas for built densification, leaving the possibility for local “bio” agriculture within a short distribution circuit and articulating itself to the inhabited districts.

**1/ MONTPELLIER (FR) AGRIPARC**

**2/ NEW YORK (US) BROOKLYN CULTIVATED ROOFS**

## URBAN AGRICULTURE

### 1/ MONTPELLIER (FR) AGRIPARC



A former winery of the 17th cent., a 25 ha area – the domain of Mas Nouguier– was converted from 2007 on into a public Agriparc connecting two recent districts. The city wanted to develop agricultural activities in the park to offer a new park concept with 3 vocations: production, education and recreation.

#### The AGRIPARC CONCEPT

An Agripac is defined as a multifunctional space that must balance urban and agricultural functions in a win-win strategy.

The PRODUCTION FUNCTION as economic and human activity.

The CONSUMPTION FUNCTION providing citizens with quality local food products through short distribution channels (markets, baskets, home gardens) or catering.

The ENVIRONMENTAL FUNCTION of the agricultural areas as heritage and landscape value and their contribution to biodiversity.

The SCOT Scheme of territorial coherency determines clear and sustainable limits to urbanization. It allows designing the development of agriculture valuing the proximity of the city by relying on short circuits distribution.

The combination of urban and agricultural uses is the base of the Agriparc concept. The challenge is therefore to design urbanization limits that value urban-rural relationship, views on the great landscape and access to nature.

URBAN AGRICULTURE

2/ NEW YORK (US)  
BROOKLYN GRANGE FARM



Farm 1, Flagship Farm, Queens NY (Long Island City, NY)



Farm 2, Brooklyn Navy Yard Farm, Brooklyn NY

Brooklyn Grange’s farms include two rooftop vegetable farms, totaling 2.5 acres and producing over 50,000 lbs of organically-grown vegetables each year. Is also operated an apiary, with over 30 naturally-managed honey bee hives, located on roofs throughout NYC.

The second farm, located atop Building no. 3 at the historic Brooklyn Navy Yard, is a massive 65,000 sq ft roof towering twelve stories over the East River. Installed in 2012, the farm is covered in 10-12” of Rooflite Intensive Ag blend,

The lion’s share of the financing for the installation of the Navy Yard farm was granted by the Department of Environmental Protection’s (DEP’s) Green Infrastructure Stormwater Management Initiative.

Are managed over one million gallons of storm-water each year, easing the burden on the over-taxed Red Hook Wastewater Pollution Control Plant, which services 32,000 acres of Northwest Brooklyn, and ultimately reduce the amount of waste water that overflows into the city’s open waterways. The Navy Yard is New York legend: ask any octogenarian in the area and they’ll tell you a story about a spouse or sibling who worked there way back when.

At present, the Navy Yard continues to encompass several fully functional dry docks as well as several dozen of New York City’s most exciting businesses, artists and innovators.



# PRODUCTIVE URBAN TRANSITION

Making the city on the city and regenerating built fragments to consume less territory is a challenge for most European cities. But the mutation / regeneration of large obsolete wastelands –industrial sites, barracks...– can take time, depending on the site scales but also on the necessary change of image to become attractive. It is this “in-between time” that can lead to innovative urban practices filling up spaces in a transitional way. Cultural, but also productive activities can develop there in favourable economic conditions and for a limited time, and participate to the evolution of the identity.

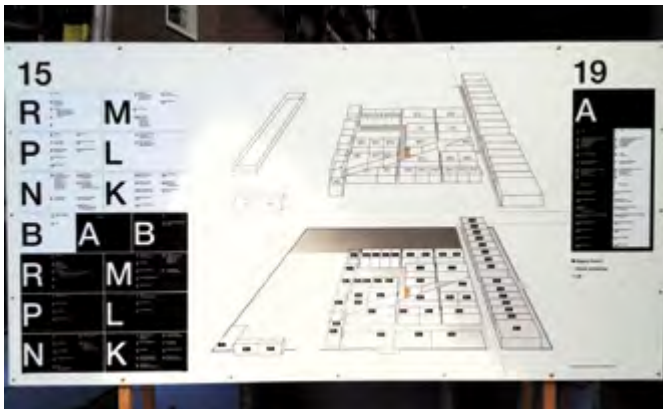
## 1/ AMSTERDAM (NL)

### NDSM, WASTELAND IN ACTIVE MUTATION



## PRODUCTIVE URBAN TRANSITION

### 1/ AMSTERDAM (NL) NDSM, WASTELAND ON CHANGING



NDSM, Kinetisch-Noord. The fabulous industrial site –Amsterdam’s former naval yard– was transformed into an 80,000 sqm Art-Factory – a place for culture, art and experimental expression.

The project objective is to create a functional and accessible workspace that is multidisciplinary and experimental. Place is given to younger and less younger artists of all kinds of disciplines, such as theater, street performance, design, sculpture, multimedia...

NDSM is a 24/7 city district with a vibrant mix of features; intense and highly contrasting, vivid and unique. A place for living, working, education, entertainment, food, hanging out and more. Both for trade and creativity. The old shipping industry and its monuments are the foundations. Carefully NDSM nourishes organic growth in urban space. A self-made city does not just exist, it arises.

A new building, which will accommodate the educational institute ROC TOP (vocational college), and 380 student apartments at NDSM, will rise at this location.

It is not only a new addition to NDSM, but also a revival of what has been. In the same area, at the top of the NDSM glory days, a large independent educational institute was located here, called “De Eenheid”. Many NDSM trades were taught there and now a new social function is realized for present-day forms of education.

The NDSM heritage is easily recognized; the combination of social, educational and laboring functions also used to be the thriving heart of NDSM.

A place on the move around art and shops as a transition towards other urban functions

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**European is a European federation of national structures that simultaneously organize two-year innovative competitions of urban projects followed by implementations for young under-40 professionals in architectural, urban and landscape design.**

**Every session, municipalities and public and private organizations offer competitors strategic sites related to the general theme.**

**The competition 14<sup>th</sup> session, will be launched early 2017.**

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