

EDAW

Creating Success

**The Importance of the Public Realm in Making
Social, Economic and Environmental Success**

Joe Brown

President and CEO

Harbour Business Forum

13 July, 2005

EDAW

Design, Economics, Environments, Planning Worldwide



Creating Success

The Importance of the Public Realm in Making Successful Places

Our Own litmus test for making successful places is:

**People to Live
Culture to Celebrate
Visitors to Enjoy
Business to Invest
Nature to Thrive**

Creating Success

The Importance of the Public Realm in Making Successful Places

Centennial Olympic Park in Atlanta, USA

Manchester City Center in the UK

Wharf District Park in Boston, USA

San Pedro Waterfront, Port of Los Angeles, USA

Jinji Lake Masterplan, Suzhou, China

Marina Bay Promenade, Singapore

Suzhou Creek Masterplan, Zabi District, Shanghai

London Olympics 2012, Lower Lea Valley, UK



Centennial Olympic Park

Atlanta, USA





OLYMPIC CENTENNIAL PARK
TARGET SITE AREA

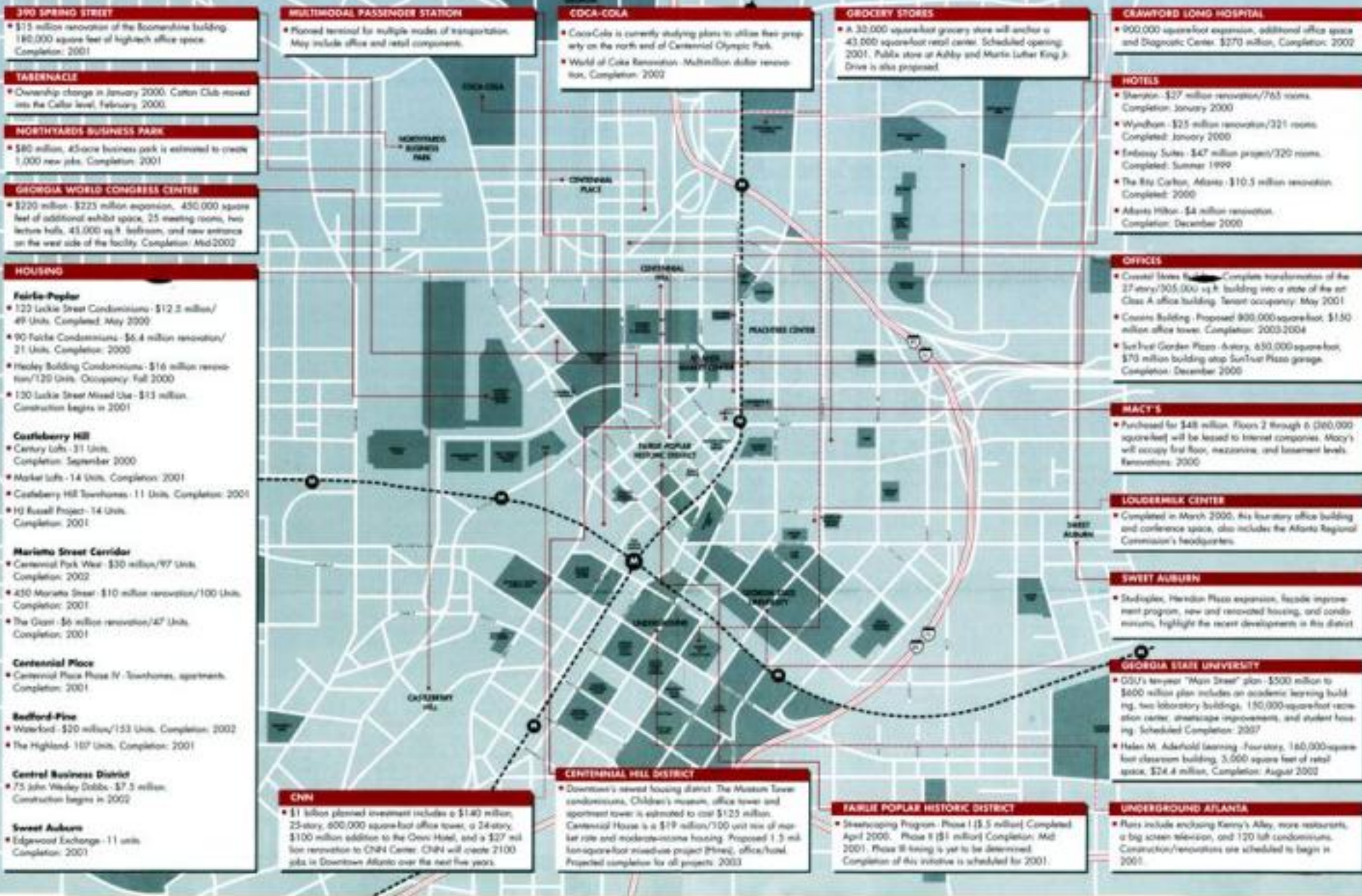
PROPOSED PERMANENT
LEGACY PARK



Centennial Olympic Park, Atlanta, Georgia



Centennial Olympic Park, Atlanta, Georgia



390 SPRING STREET

- \$15 million renovation of the Boonshoft building. 180,000 square feet of high-tech office space. Completion: 2001

TABERNACLE

- Ownership change in January 2000. Cotton Club moved into the Colfax level. February 2000.

NORTHYARDS BUSINESS PARK

- \$80 million, 45-acre business park is estimated to create 1,000 new jobs. Completion: 2001

GEORGIA WORLD CONGRESS CENTER

- \$220 million - \$225 million expansion, 450,000 square feet of additional exhibit space, 25 meeting rooms, two lecture halls, 41,000 sq ft ballroom, and new entrance on the west side of the facility. Completion: Mid-2002

HOUSING

Fairlie-Poplar

- 122 Luckie Street Condominiums - \$12.3 million/49 Units. Completed: May 2000
- 90 Fairlie Condominiums - \$6.4 million renovation/21 Units. Completion: 2000
- Hesley Building Condominiums - \$16 million renovation/120 Units. Occupancy: Fall 2000
- 120 Luckie Street Mixed Use - \$13 million. Construction begins in 2001

Castleberry Hill

- Century City - 31 Units. Completion: September 2000
- Market City - 14 Units. Completion: 2001
- Castleberry Hill Townhomes - 11 Units. Completion: 2001
- 10 Russell Project - 14 Units. Completion: 2001

Marietta Street Corridor

- Centennial Park West - \$30 million/97 Units. Completion: 2002
- 430 Marietta Street - \$10 million renovation/100 Units. Completion: 2001
- The Green - \$6 million renovation/47 Units. Completion: 2001

Centennial Place

- Centennial Place Phase IV - Townhomes, apartments. Completion: 2001

Bedford-Pine

- Waterford - \$20 million/153 Units. Completion: 2002
- The Highland - 167 Units. Completion: 2001

Central Business District

- 75 John Wesley Dobbs - \$7.5 million. Construction begins in 2002

Sweet Auburn

- Edgewood Exchange - 11 units. Completion: 2001

MULTIMODAL PASSENGER STATION

- Planned terminal for multiple modes of transportation. May include office and retail components.

CDCA-COLA

- Coca-Cola is currently studying plans to utilize their property on the north end of Centennial Olympic Park.
- World of Coke Renovation - Multibillion dollar renovation. Completion: 2002

GROCERY STORES

- A 32,000 square-foot grocery store will anchor a 43,000 square-foot retail center. Scheduled opening: 2001. Public store at Aubrey and Martin Luther King Jr. Drive is also proposed.

CRAWFORD LONG HOSPITAL

- 900,000 square-foot expansion, additional office space and Diagnostic Center. \$270 million. Completion: 2002

HOTELS

- Shelton - \$27 million renovation/765 rooms. Completion: January 2000
- Wyndham - \$25 million renovation/321 rooms. Completed: January 2000
- Embassy Suites - \$47 million project/320 rooms. Completed: Summer 1999
- The Ritz Carlton, Atlanta - \$10.5 million renovation. Completed: 2000
- Atlanta Hilton - \$4 million renovation. Completion: December 2000

OFFICES

- Crested States Building - Complete transformation of the 27-story/305,000 sq ft building into a state-of-the-art Class A office building. Tenant occupancy: May 2001
- Coats Building - Proposed 800,000 square-foot, \$150 million office tower. Completion: 2003/2004
- SunTrust Gordon Plaza - 6-story, 650,000 square-foot, \$70 million building atop SunTrust Plaza garage. Completion: December 2000

MACY'S

- Purchased for \$48 million. Floors 2 through 6 (200,000 square feet) will be leased to internet companies. Macy's will occupy first floor, mezzanine, and basement levels. Renovations: 2000

LOUDBERMILK CENTER

- Completed in March 2000. Its four-story office building and conference space, also includes the Atlanta Regional Commission's headquarters.

SWEET AUBURN

- Studiosite, Herndon Plaza expansion, facade improvement program, new and renovated housing, and condominiums. Highlight the recent developments in this district.

GEORGIA STATE UNIVERSITY

- GSU's ten-year "Main Street" plan - \$500 million to \$600 million plan includes an academic learning building, two laboratory buildings, 150,000-square-foot recreation center, groundscape improvements, and student housing. Scheduled Completion: 2007
- Helen M. Adair Hall Learning - 4-story, 180,000-square-foot classroom building, 3,000 square feet of retail space. \$24.4 million. Completion: August 2002

UNDERGROUND ATLANTA

- Plans include enclosing Kenny's Alley, more restaurants, a big screen television, and 120 loft condominiums. Construction/renovations are scheduled to begin in 2001.

CHN

- \$1 billion planned investment includes a \$140 million, 25-story, 600,000 square-foot office tower, a 24-story, \$100 million addition to the Omni Hotel, and a \$27 million renovation to CHN Center. CHN will create 2100 jobs in Downtown Atlanta over the next five years.

CENTENNIAL HILL DISTRICT

- Downtown's newest housing district. The Museum Tower condominiums, Children's museum, office tower and apartment tower is estimated to cost \$125 million. Centennial House is a \$19 million/700 unit mix of market rate and moderate-income housing. Proposed 1.5 million-square-foot mixed-use project (theater, office/hotel). Projected completion for all projects: 2003

FAIRLIE POPLAR HISTORIC DISTRICT

- Streetscaping Program - Phase I (\$5 million) Completed April 2000. Phase II (\$1 million) Completion: Mid 2001. Phase III timing is yet to be determined. Completion of this initiative is scheduled for 2001.



Associated development

- ▶ **Phillips Arena- \$206M**
- ▶ **Georgia World Congress Center Phase 4-\$220M**
- ▶ **Apartments and condominium--\$600m**
- ▶ **CNN Office--\$150M**
- ▶ **Mixed Use office--\$400M**
- ▶ **CNN Center--\$50M**
- ▶ **Hotel--\$110M**





Manchester City Centre

Manchester, England











EDAW



the triangle

EDRAW





Wharf District Park

Boston, USA



Before



After







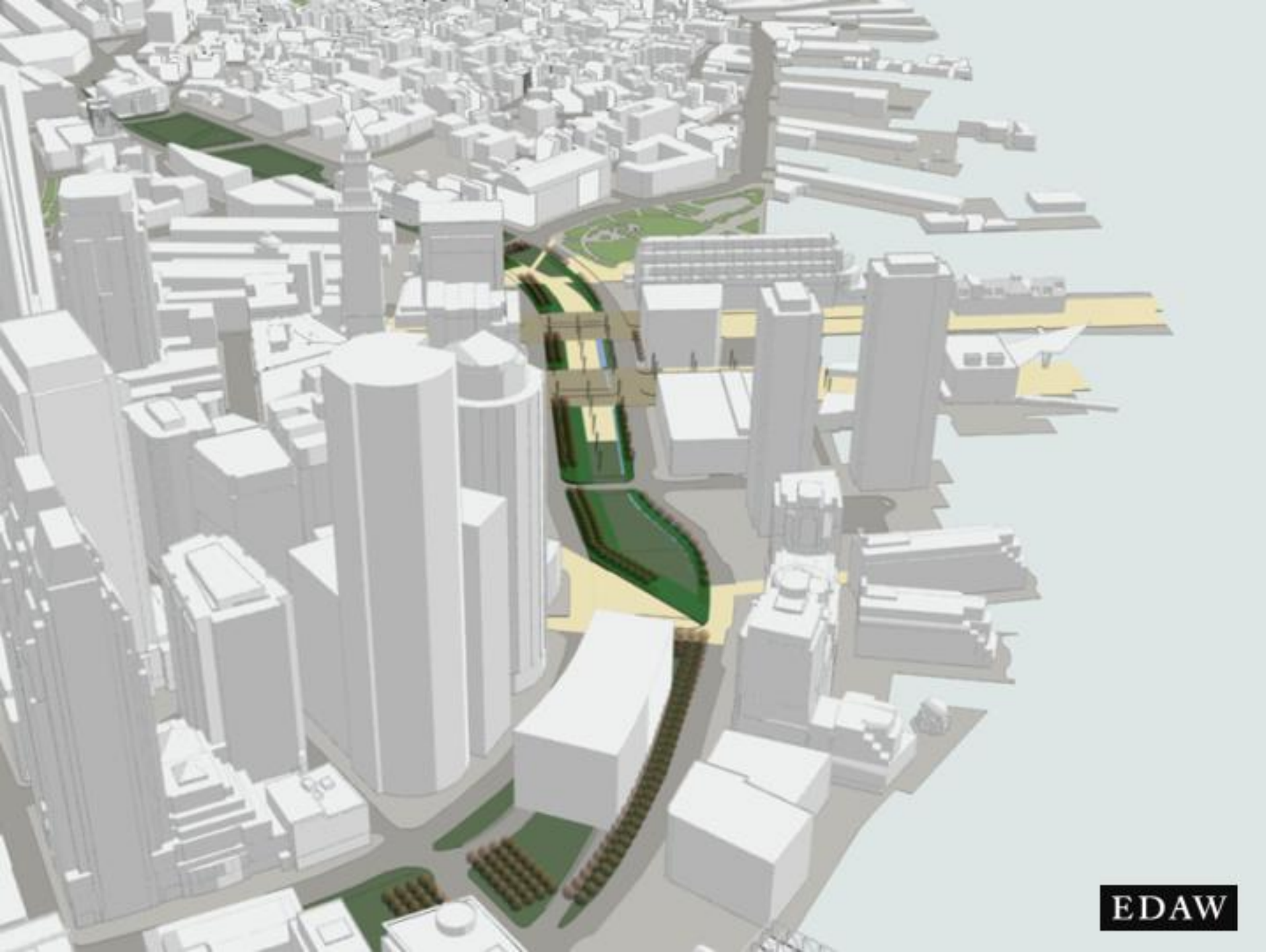
1728 Bonner Map overlaid upon 2006 Big Dig Parcels

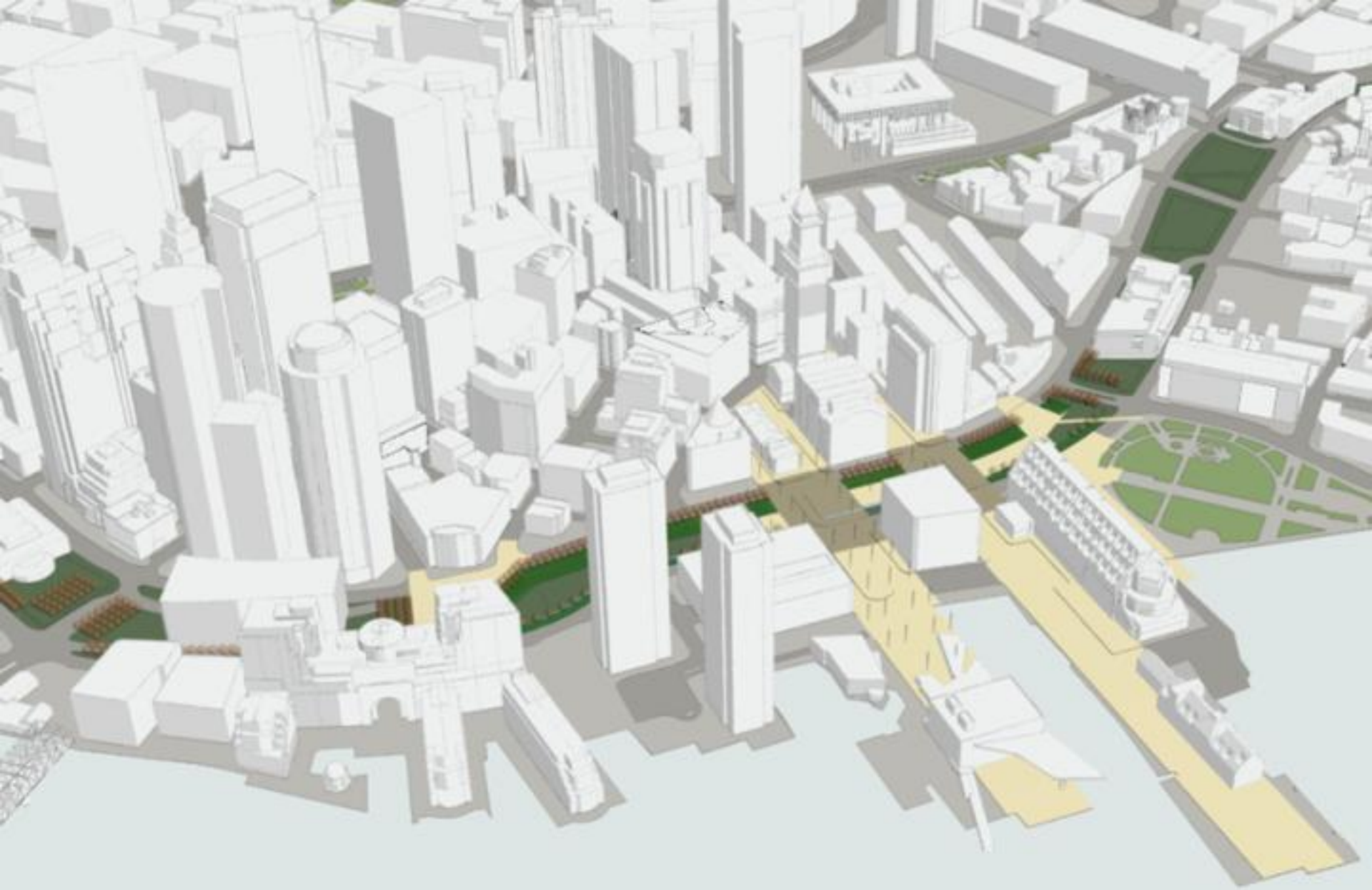
EDAW



EDAW









EDAW







THE FULL MARK
KALAMAZOO COLLEGE

EDAW



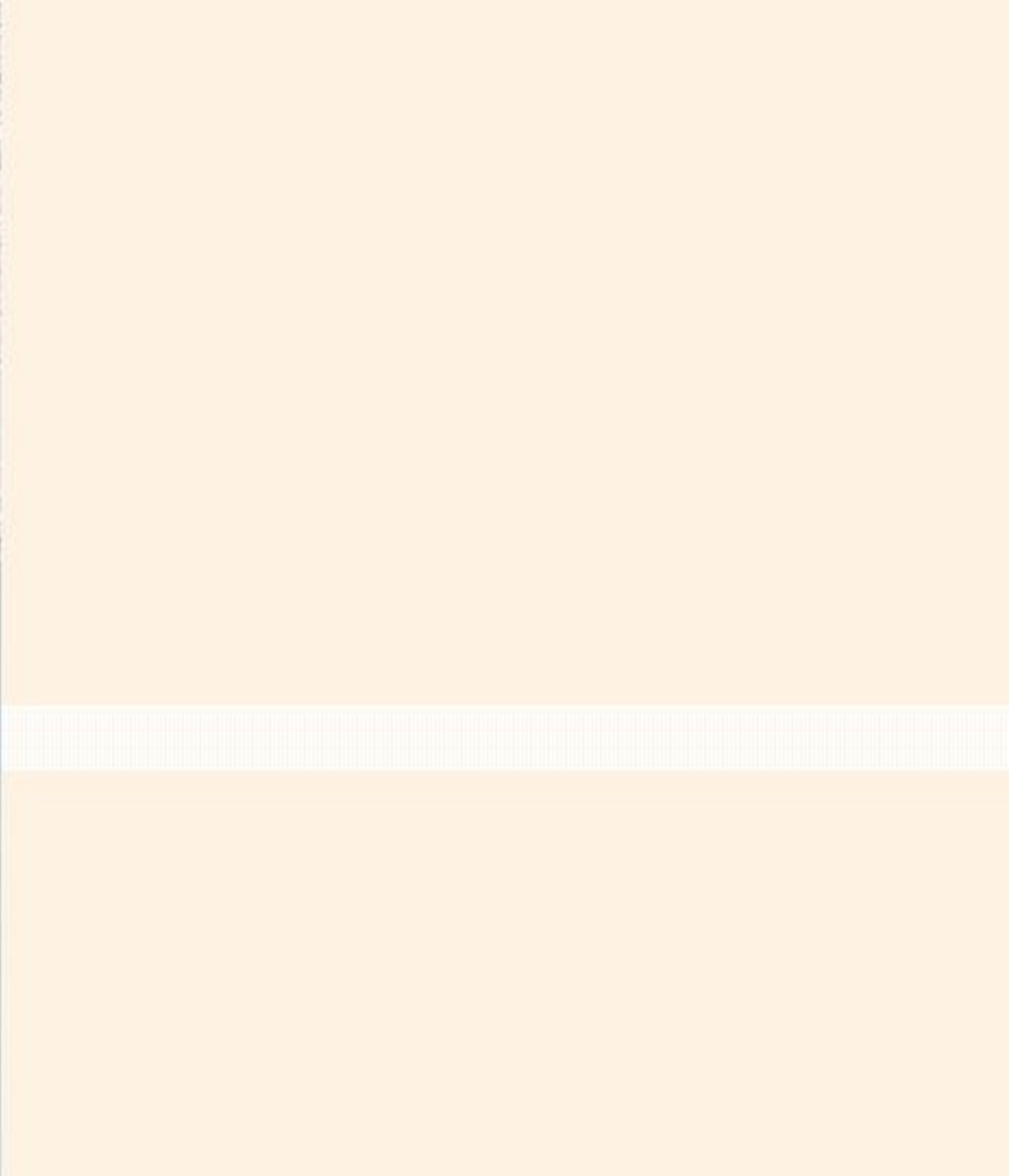


EDAW



San Pedro Waterfront

Port of Los Angeles, California





framework study - C

EDAW



Cruise Ship Promenade

Gateway Plaza

Harbor Blvd Parkway



EDAW

NO. 384 TIMMS' POINT AND LANDING - In 1852 German immigrant Augustus W. Timms obtained Sepúlveda's Landing on the mudflats near here. He built a wharf, added a warehouse, corral and other facilities to service shipping and the running of stages to Los Angeles. Timms was a pioneer in the development of the harbor and for over fifty years this area was known as Timms Point.

Location: Sampson Way at Southern Pacific Slip, San Pedro



1910, Southern Pacific Railroad completed its first major wharf in San Pedro, allowing railcars to efficiently load and unload goods simultaneously.











EXPERIENCE

CELEBRATE

NEANE VICTORY

EDAW



Jinji Lake Masterplan

Suzhou, China



金雞湖

MIRROR'S CROSSING NEIGHBORHOOD

THE ARTS AND ENTERTAINMENT DISTRICT

DISCOVERED ISLAND

REFLECTION POINT

REFLECTION GARDENS

SIDE FOR

THE GRAND PROMENADE

ORHOOD

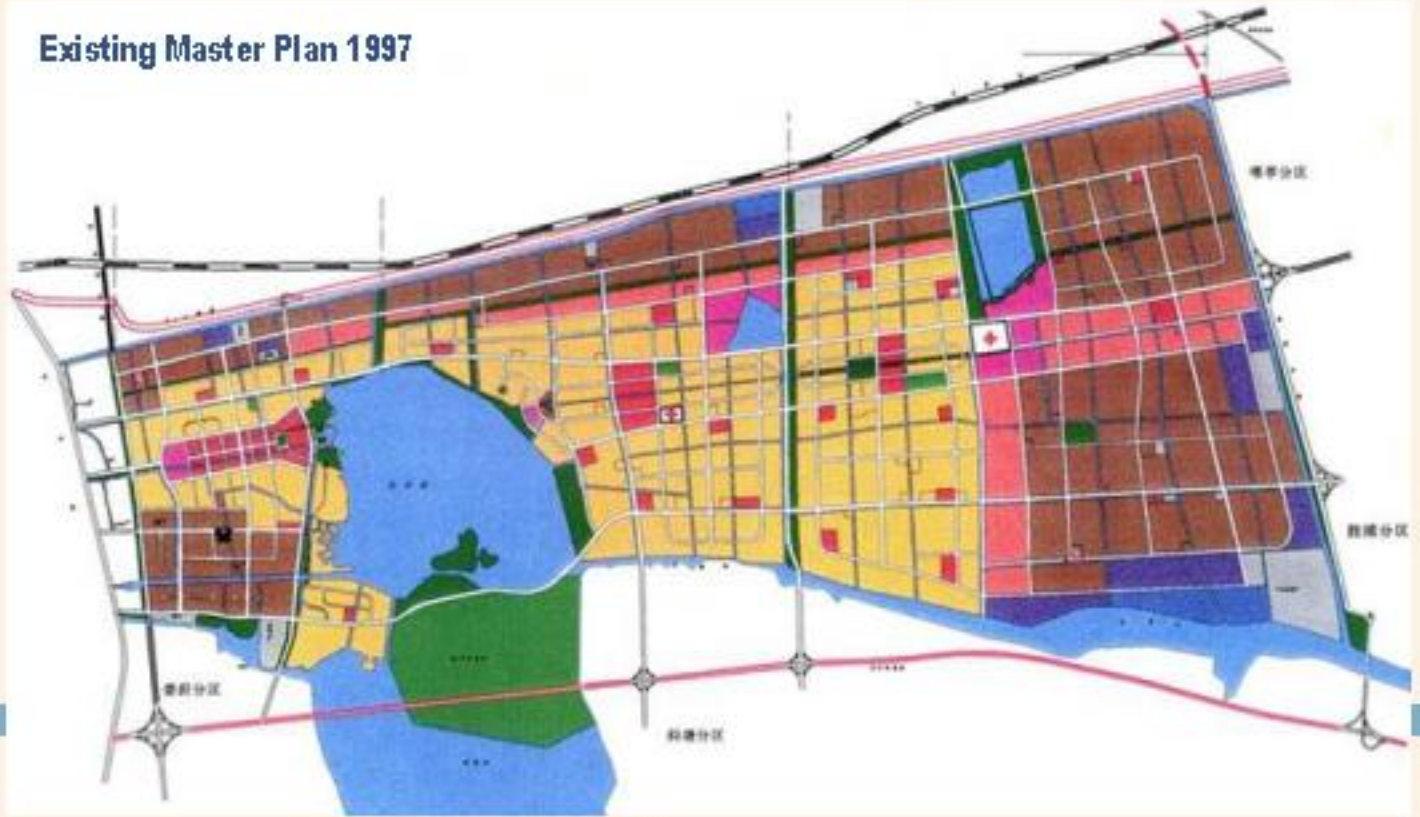


SCALE 1:20000



金雞湖

Existing Master Plan 1997



STUDY AREA

- The Jinji Lake Waterfront District is one of several districts that make up the entire development of New Suzhou.
- Encompassing 515 hectares of land, the waterfront district provides a regional recreational resource to a projected population of 600,000 people.

金
雞
湖

金雞湖





金
雞
湖

金雞湖

金雞湖



金雞湖





金雞湖





Marina Bay Promenade

Singapore











EDAW



EDAW





Parc Diagonal Mar

Barcelona Spain





EDAW







EDAW











Suzhou Creek Regeneration

Shanghai, China





都市设计策略 Urban Design Strategy

- 确认 过程开发地块及其开发项目计划，是需求立竿见影的开发模式

Location strategy high profile pilot projects in consideration with the understanding of existing conditions and other approval planning projects

- 在开发中注重全新项目与旧建筑改造的平衡，并确保此一地区人口的多样性和创造优质的就业机会

Maintain a good balance between old and new developments to attract gentrification and create employment opportunities

- 创造一个强有力的开放空间结构，使其不仅能提供市民休憩的环境，更藉此全新的“绿色动力”来促进周边开发的潜力

Create a strong open space framework that not only provide leisure opportunities, but also Green Energy to promote development potential

- 鼓励都市的多样性与复杂性，注重河岸周边环境的比例尺度和处理自然与建筑沿河环境个性上的协调量度

Encourage urban diversity and complexity that combine to the shared city scale and texture along the river, and coordinate good project architecture

- 藉街道的格局和配置而反映著个体的建筑来构成河岸地区的城市结构

Create an urban framework that emerges from the pattern of streets rather than relying on architecture of individual buildings

- 以公私合营的手法为旧建筑提出创造性的再利用，以此强调苏州河丰富多采的历史、文化与人文魅力

Optimize the rich historic and cultural background and enhance through appropriate reuse forough public / private partnership whenever possible

- 将沿河各个地区的特色特征在各个地区原有的个性与特征之上构建城市的框架，根据不同的区域

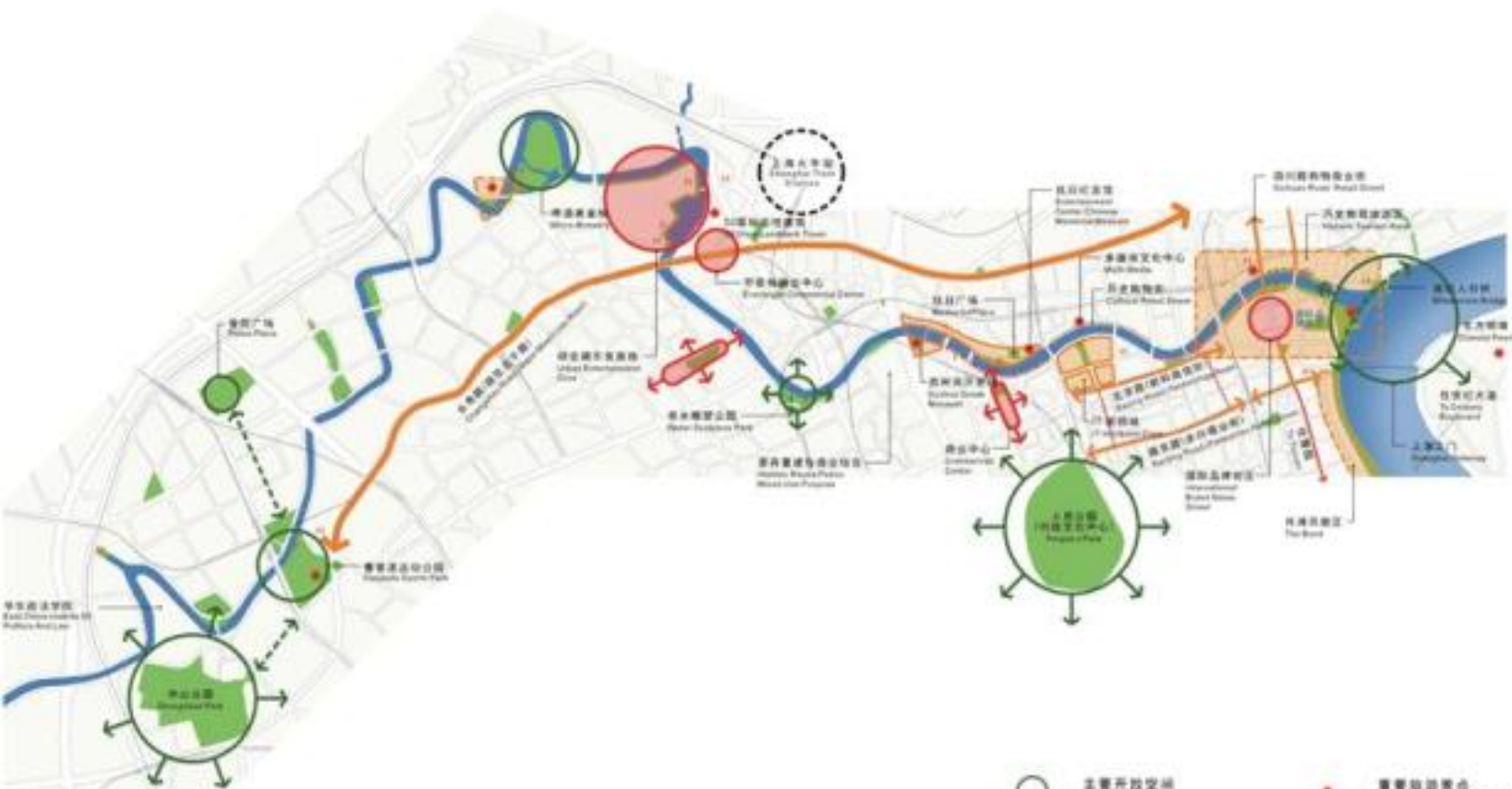
Build the urban framework according to the inherent character of each district

- 重视苏州河南北两岸的内街发展

Balance development on both sides of river to improve the urban principles of the upstream side of the river

- 创建一个合理的步行系统，连接重点地区和地铁站

Create an appropriate pedestrian system in proximity to focal destination and subway station throughout different places



○ 主要开放空间
Focal Open Space

● 主要商业区
Focal Commercial Area

— 主题街区
District or Road with identity

- - - 步行街区
Pedestrian Area

● 重要旅游节点
Focal Tourist Destination

⌘ 酒店
Hotel

⊖ 码头
Ferry Pier

— 地铁
Subway

总体城市设计概念 URBAN DESIGN CONCEPT





图例

Legend

- | | | |
|---|---|--|
| ① 福新居河畔
Fuxin Riverside Community | ⑩ 商业
Commerce | ⑱ 地铁站出入口
Subway Entrance |
| ② 福新公园/地下停车
Fuxin Park / Underpass | ⑪ 酒店
Hotel | ⑲ 慎余艺术画廊
Shenyu Arts Gallery |
| ③ 曲阜商业城
Confucius Commercial Complex | ⑫ 鲁元公园
Luyuan Park | ⑳ 慎余里弄公园
Shenyu Linyong Park |
| ④ 博物馆社区混合商业/零售
Museum District Mixed Use | ⑬ 闵行抗战博物馆
Minhang War Museum | ㉑ 北站社区中心
North Station Community Center |
| ⑤ 混合商业/零售/住宅
Commercial / Retail / Residential | ⑭ 商业
Commerce | ㉒ 天后宫住宅
Tianhou Residence |
| ⑥ 国庆公园
Guqing Park | ⑮ 零售/娱乐/商业/美食
Retail / Entertainment / Commerce / Restaurant | ㉓ 新上海总商会
New Shanghai Commerce Club |
| ⑦ 商业/零售
Commercial / Retail | ⑯ 娱乐广场/酒店
Entertainment Plaza / Hotel | ㉔ 闸门
Tidal Control Gate |

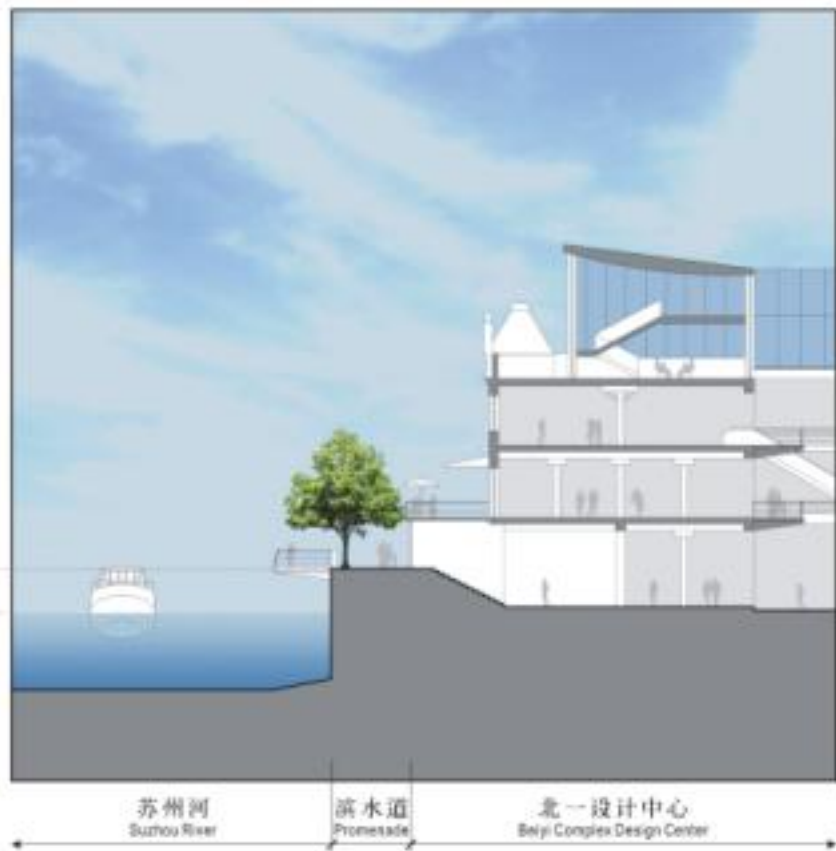




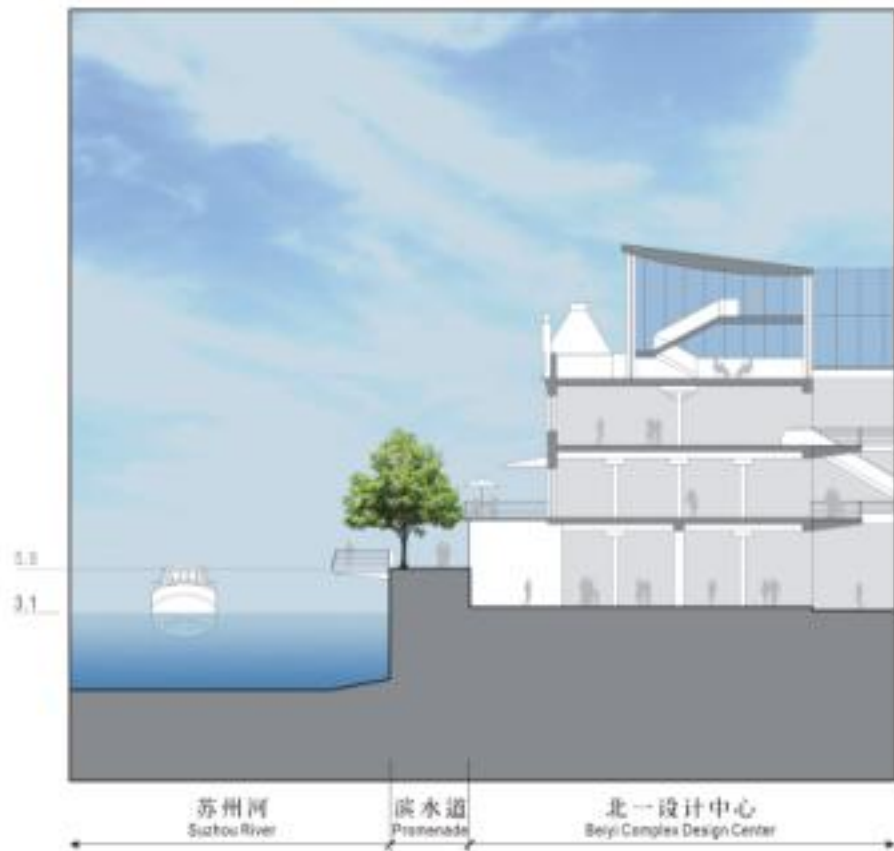








剖面图 2-2
Section 2-2



剖面图 1-1
Section 1-1





EDAW



London 2012 Olympic Games

Lower Lea Valley, London

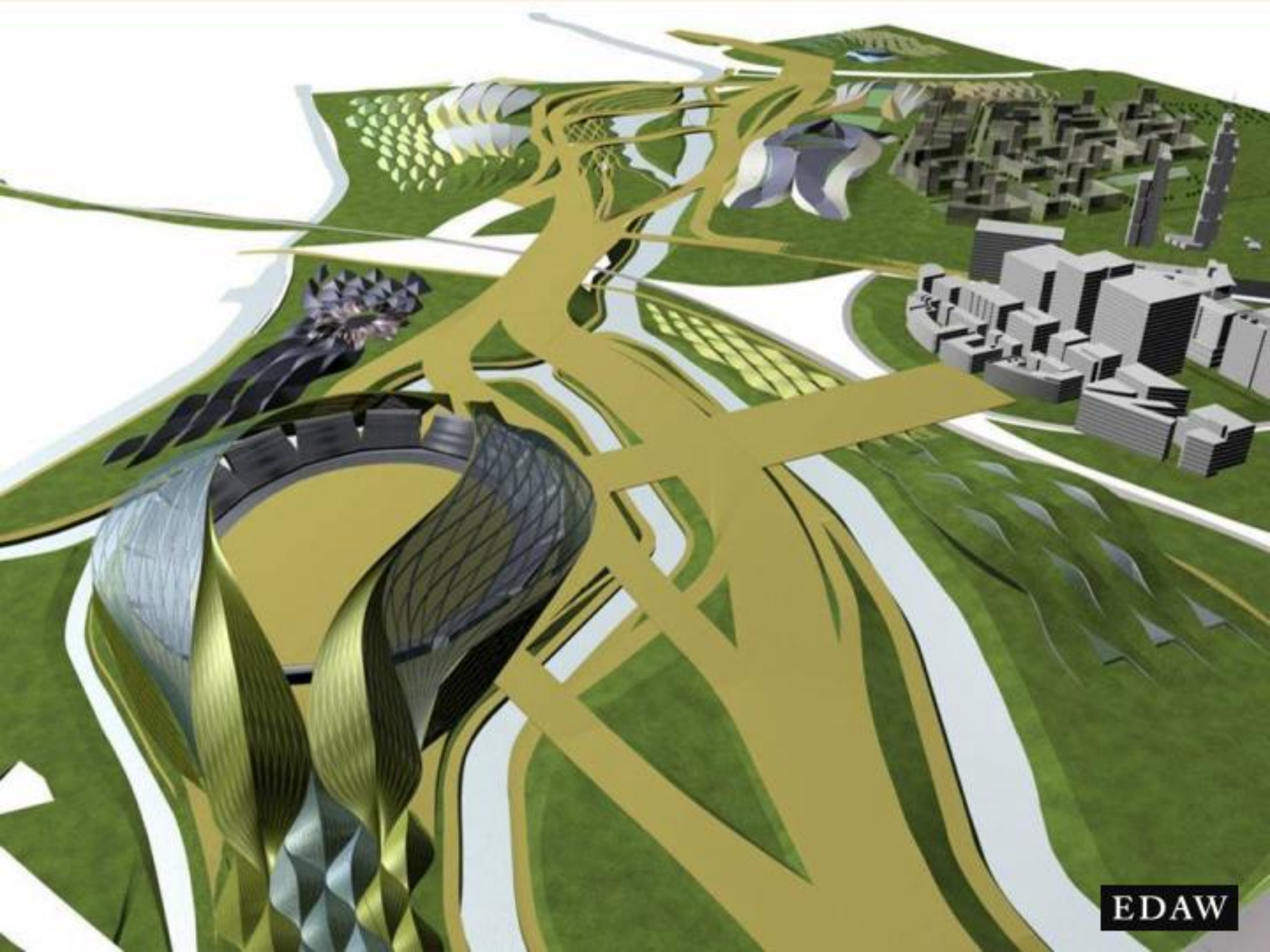


Legacy Master Plan



Olympic Master Plan







Largest urban regeneration project in the UK and involves massive infrastructural, physical, social, environmental and economic development initiatives - essentially to recast the communities of Homerton, Bow, Bromley, Poplar, South Bromley, Canning Town, North Plaistow, West Ham, Stratford Market, and the Stratford New Town in the East End of London.



London Post - Olympic Games

Lower Lea Valley, London

THANK YOU!
谢谢！