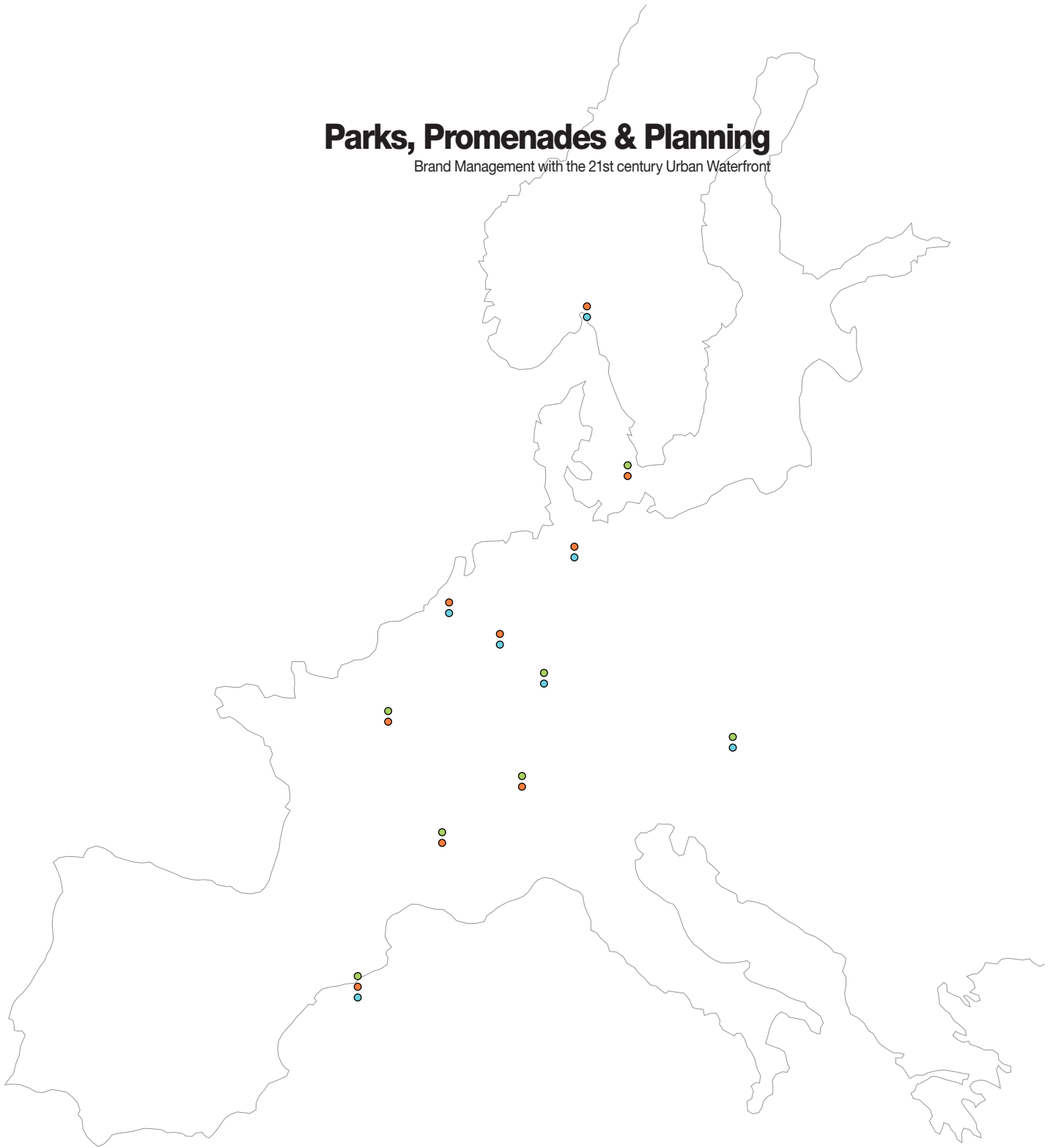


Parks, Promenades & Planning

Brand Management with the 21st century Urban Waterfront



Chris Shusta

2010 Rotch Travelling Scholarship Research Agenda

Parks, Promenades & Planning

Brand Management with the 21st century Urban Waterfront

Waterfronts are attractors. Their generous scale, dramatic geography, and prime location in many cities give them an obvious urbanistic prominence. When an urban waterfront is revitalized, everyone notices. When it is left to decline, everyone does too. For this reason, a city's waterfront is intertwined with its brand, the constructed identity embodying the qualities, potentials and speculative future of a city.

A prominent waterfront molds a city's image. It is no accident that this is often the same image that frequents the glossy fronts of postcards. A waterfront is often asked to speak for a city, to be its face to the world. The regeneration of urban waterfronts over the past half century has had an exceptional ability to guide the perception of many cities. When a city undertakes the redevelopment of its industrial embankments into new public space, it is a directed attempt to shape its identity. There is an understanding that the world is watching.

Whether an attempt to be perceived as "romantic," "visionary" or "leisurely," the brand of a city has direct effects on international status, potential to draw in tourism, ability to act as a magnet for businesses, and the daily life of its residents. The efficacy of building and guiding this image is of great importance to the success of a city.

This project will investigate the methods major cities have employed to shape their own brands over the past few decades. It will explore interventions to further existing positive identities or reshape negative ones. It will examine the correlation between the constructed waterfront and the trajectory of the city that claims it.

TOPICS TO EXPLORE:

Branded

A TRANSFORMED EDGE

Technological evolution leads to heavy investment then abandonment of the urban waterfront
(LONDON)

INFRASTRUCTURAL BARRIERS

Highways line the water when cheap continuous land availability coincides with an expanding interstate system
(PHILADELPHIA)

DEFENDING THE RIVER

Taking the long view in the short term
(SAN ANTONIO)

A NEW MARKET

A social victory in shared space or the grip of consumerism masked in stone?
(QUINCY MARKET)

CAPTURING ATTENTION

Icon as content. Cities uplifted with new symbol to bolster perception as center for culture
(BILBAO GUGGENHEIM, SYDNEY OPERA HOUSE)

Branding

TO MASTERPLAN OR NOT?

Exuberant individualism versus integral whole. Trademark buildings versus regional brands.
(PERLENKETTE, KOP VAN ZUID)

CONCENTRATING IDENTITY

Strength in numbers brings international attention and respect
(MEDIENHAFEN)

BURYING THE PAST

Forcing infrastructural barriers underground to reunite pedestrian with waterfront
(RHEINUFERPROMENADE, PARC ANDRE-CITROEN, PARQUE LITORAL, KULTURINSEL GESSNERALLEE)

OLD IS NEW

Introducing change without disintegrating character
(HARBURGER BINNENHAFEN, KULTURBUNKER SCHMICKSTRASSE, SPITTELAU HOUSING, OBERER LETTEN)

EMPHASIZING PLACE

Going to great and not so great lengths to tie a site to its ecology
(LOBAU, MAINUFERPARK)

PROMENADES TO SEE AND BE SEEN

Using the natural edge of the water as a billboard for city life
(JUNGFERNSTIEG, RAMBLA DEL MAR, AKER BRYGGE)

AVOIDING MONOCULTURE

Vibrant areas created by safely mixing development to ensure diversity in use
(WESTHAFEN, BERGES DU RHONE)

LIFE ON THE WATER

Residential development invades industrial territory
(SILODAM, EASTERN DOCKLANDS)

SMARTER DEVELOPMENT

Rethinking the process of funding and sequencing large scale development
(HAFENCITY)

CELEBRATING WATER

Identifying the edge as a place of leisure
(PARIS PLAGE, BADESCHIFF WIEN, COPENHAGEN HARBOR BATH)

THE CAR

Integration or negation? Atmosphere or convenience? Both and?
(LIMMATQUAI)

LANGUAGE OF THE EDGE

The manner in which water and land meet informs it users' attitude toward it
(OSLO OPERA HOUSE, WIPKINGERPARK)

PROJECTS TO EXPLORE:

Parks

MAINUFERPARK
PARQUE LITORAL
PARIS PLAGE
PARC ANDRE-CITROEN
PARC DE GERLAND
BADESCHIFF WIEN
LOBAU
KULTURINSEL GESSNERALLEE
OBERER LETTEN
WIPKINGERPARK
COPENHAGEN HARBOR BATH

Promenades

RHEINUFERPROMENADE
JUNGFERNSTIEG
RAMBLA DEL MAR
QUARTIER DE LA GARE
BERGES DU RHONE
LIMMATQUAI
SCHOUWBURGPLEIN
NYHAVN
AKER BRYGGE

Planning

MEDIENHAFEN
WESTHAFEN
KULTURBUNKER SCHMICKSTRASSE
HARBURGER BINNENHAFEN
HAFENCITY
PERLENKETTE
PORT VELL
SPITTELAU HOUSING
KOP VAN ZUID
SILODAM HOUSING
EASTERN DOCKLANDS
BJORVIKA

PROJECT DETAILS:

1 OF 4

Dusseldorf

RHEINUFERPROMENADE

SINKS ROAD IN TUNNEL AND CONNECTS CITY CENTER TO RIVER
GRAND BOULEVARD ON THE WATER
KUNST IM TUNNEL EXHIBITS YOUNG ARTISTS' WORK

MEDIENHAFEN

REDEVELOPED PORT FOR CREATIVE PROFESSIONALS
BRANDING A CREATIVE CLUSTER FOR POSITIVE IMAGE

Frankfurt

MAINUFERPARK

OVER 4 MILES OF UNINTERRUPTED PARK ON RIVER
DESIGN ALLOWS PARK TO FLOOD EVERY YEAR

WESTHAFEN

VIBRANT REDEVELOPMENT OF AN URBAN QUARTER
LANDMARK TOWER ON WATER'S EDGE
MIXED USES ENSURE DIVERSITY IN ACTIVITY

KULTURBUNKER SCHMICKSTRASSE

REUSE OF COASTAL WWII AIR-RAID SHELTER TO CULTURAL CENTER
BEGINS PROCESS OF CONVERTING ABANDONED DOCKLAND INTO URBAN CENTER

Hamburg

JUNGFERNSTIEG

MOST PROMINENT WATERFRONT IN HAMBURG, PREVIOUSLY A BOULEVARD
EDGE CONVERTED TO STEPPED PUBLIC SQUARE ORIENTED TO WATER

HARBURGER BINNENHAFEN

INTENTIONAL LACK OF MASTERPLAN
INLAND PORT REDEVELOPMENT WITH NO BUILDINGS TORN DOWN
OLD AND NEW COEXIST, HETEROGENEITY DEFINES CHARACTER OF DISTRICT
DAS SILO, A CONVERTED GRAIN SILO NOW WITH OFFICE SPACE

HAFENCITY

DEVELOPMENT STRATEGY USHERS SUCCESSFUL WATERFRONT INVESTMENTS TO PLAY OUT
"HAND-OVER" PROCEDURE ALLOWS FOR MORE PLANNING TIME UPFRONT
NEW MAGELLAN-TERRASSEN MULTI-LEVEL EMBANKMENT SQUARE

PERLENKETTE

TRANSLATES TO "PEARL NECKLACE", REFLECTING PLANNING INTENTION
SELECT INDIVIDUAL SPECTACULAR PROJECTS, RATHER THAN COMPREHENSIVE MASTERPLAN
PROJECTS THEMSELVES SHAPE IDENTITY OF WATERFRONT DISTRICT

Barcelona

PARQUE LITORAL

NEW PARK TO RECONNECT CITY TO SEA
INTEGRATES INDUSTRIAL POWER STATION
ARTIFICIAL BEACH EXTENDS COAST

PORT VELL

"OLD PORT" AT THE TERMINUS OF LA RAMBLA, THE CITY'S MAJOR PEDESTRIAN PROMENADE
ROADWAYS WERE REORGANIZED TO AID NON-INDUSTRIAL TRAFFIC TO VIEW AND ACCESS THE SEA
HIGHWAY IS MAINTAINED WHILE WATERFRONT IS RECLAIMED FOR PEDESTRIAN USE
PEDESTRIAN AND TOURIST USES, INCLUDING LARGEST AQUARIUM IN EUROPE

RAMBLA DEL MAR

EXTENSION OF AXIAL PROMENADE INTO WATER AND CONNECTS TO HARBOR PLAZA IN PORT VELL
WOODEN FOOTBRIDGE SUSPENDED ABOVE THE WATER

Paris

PARIS PLAGES

ANNUAL SUMMER FESTIVAL GEARED TOWARD WATER
TEMPORARY ARTIFICIAL BEACHES PLACED ALONG SEINE

PARC ANDRE-CITROEN

CONVERTED SITE OF CAR FACTORY, EXPRESSWAY PUT IN TUNNEL
PLAYFULNESS FOUND IN GARDENS, MOAT, AND HOT-AIR BALLOON
ONLY PARTIALLY CLOSED AT NIGHT, RIVERSIDE EMBANKMENT STILL ACCESSIBLE

QUARTIER DE LA GARE

RIVERBANK ADJACENT TO NATIONAL LIBRARY
STEPS AND PROMENADE ORIENT LIBRARY TOWARD RIVER
DISTINCTIVE PEDESTRIAN BRIDGE CONNECTS ACROSS RIVER AT MULTIPLE ELEVATIONS

Lyon

BERGES DU RHONE

PAVED ROAD AND PARKING LOTS CONVERTED TO WATERFRONT PROMENADE
CARS BARRED FROM EDGE, GIVEN UNDERGROUND PARKING
SIGNIFICANT PUBLIC SPACES BOLSTER CITY'S IMAGE AND QUALITY OF LIFE
DIVERSE AMENITIES INCLUDING FLOATING CLUBS AND RESTAURANTS

PARC DE GERLAND

RECREATION SPACE ALONG RIVER AND ADJACENT TO STADIUM
RECOVERED PRIVATE LAND USED TO CONNECT PUBLIC SPACES
ARTIFICIAL CANAL CUT THROUGH PARK

Vienna

BADESCHIFF WIEN

BATHING SHIP MOORED IN THE CENTER OF THE CITY
TWO BOATS CONVERTED TO SWIMMING POOL, LOUNGE AND RESTAURANT

LOBAU

"WATER FOREST" HAS SERVED AS RECREATION FOR CITY FOR ALMOST A CENTURY
WALKING DISTANCE FROM CITY, "GREEN LIVING ROOM" FOR CITY'S RESIDENTS
FLOODPLANES KEPT WET THROUGH HUMAN INTERVENTION

SPITTELAU HOUSING

HOUSING DEVELOPMENT LOCATED ABOVE PROTECTED VIADUCT ALONG WATER
NEW CONSTRUCTION WRAPS OLD TO PROTECT, NOT MODIFY
MASSING CUT APART TO MAINTAIN VISUAL CONNECTION TO WATER FROM CITY
RESIDENTS RESTRICTED TO 24 MONTH RENTAL PERIOD

Zurich

KULTURINSEL GESSNERALLEE

UNDERGROUND CAR PARK ALLOWS SPACE ON THIN "ISLAND OF CULTURE"
WATER LEVELS DETERMINE WHICH PATHS ARE ACCESSIBLE AT DIFFERENT TIMES

LIMMATQUAI

TRAFFIC HEAVY ROAD REDUCED TO ONE THIN LANE SANDWICHED IN PEDESTRIAN PROMENADE
RESULTING SURGE IN CUSTOMER FREQUENCY HAS GIVEN THE AREA AN ECONOMIC BOOST

OBERER LETTEN

FORMER RAIL LINE AND TUNNEL HAD BECOME CITY'S CENTER FOR DEALING DRUGS
TUNNEL BACKFILLED AND SITE REDEVELOPED INTO RECREATIONAL SPACE
SITE SHARED AS RESERVE FOR INDIGENOUS ENDANGERED REPTILE SPECIES

WIPKINGERPARK

LARGE RETAINING WALL ALONG WATER'S EDGE REPLACED WITH GENTLY STEPPED STONE EDGE
ACCESS AND ACTIVITY ARE COMPLETELY TRANSFORMED BY SIMPLE DESIGN MOVE AT EDGE

Rotterdam

KOP VAN ZUID

REDEVELOPMENT OF EUROPE'S LARGEST SEA HARBOR, IN THE WORLD'S LARGEST SEA PORT CITY
RIVER USED TO UNITE ROTTERDAM, WAS FORMERLY A DIVIDER (REFLECTED ECONOMICALLY)
BIG PROJECTS BUILT: ERASMUS BRIDGE, LUXOR THEATER, HOTEL NEW YORK
PLANNING PROCESS INVOLVES COMMUNITY HEAVILY
MASTERPLAN LEFT FLEXIBLE, ACKNOWLEDGING CHANGES DURING LONG-TERM INVESTMENT
ALLOWING TEMPORARY USES FOR FUTURE SITES BRINGS EXPERIMENTATION (PARASITE HOUSE)

SCHOUWBURGPLEIN

LARGE OPEN PLAZA ALONG CANAL IN THE CENTER OF THE CITY, BUILT ATOP PARKING GARAGE
UNPOPULAR AND DILAPIDATED UNTIL RECENT REDESIGN
LARGE INTERACTIVE CRANE LIGHTS RETAIN THE INDUSTRIAL CHARACTER OF THE SITE
LACK OF GREENERY HAS PROVEN CONTROVERSIAL, BUT STRENGTHENS SITE'S IMAGE

Amsterdam

EASTERN DOCKLANDS

INDUSTRIAL USE, THEN SQUATTER COMMUNITIES, NOW FOUR PENINSULA NEIGHBORHOODS
PIERS FILLED WITH HOUSING (BORNEO SPORENBURG)
MAJOR TWO DECADE REDEVELOPMENT PROJECT

SILODAM HOUSING

MVRDV FILLED A 1200 FOOT LONG JETTY WITH A SOLID MASS OF HOUSING AND COMMERCE
"INDUSTRIAL-SCALE WATERFRONT BUILDING THAT SERVES POST-INDUSTRIAL PURPOSES"

Copenhagen

NYHAVN

PROMENADE FLANKS OLD CANAL IN POPULAR ENTERTAINMENT DISTRICT
CONNECTS KONGENS NYTORV, A MAIN SQUARE OF THE CITY, TO THE SEA
A POPULAR CENTER FOR RELAXATION AND NIGHTLIFE IN THE CITY

HARBOR BATH

NEW RECREATIONAL PIER EXTENDS EXISTING PARK INTO THE RIVER
A WOODEN BEACH SKILLFULLY TRANSITIONS LAND TO WATER, FORMING POOLS ALONG THE WAY
RAMP CREATES A LOOKOUT POINT AND A PLACE TO DIVE INTO THE WATER

Oslo

BJORVIKA

REDEVELOPED PORT, INCLUDES ICONIC NEW OPERA HOUSE
PLAZA TILTS DOWN INTO FJORD (ARCHITECTURE, URBAN DESIGN AND LANDSCAPE ALL AT ONCE)
PEDESTRIAN ACCESSIBLE ROOF FOR GREAT VIEW ORIENTED OUT OVER WATER
LANDMARK BUILDING PUTS DRAMATIC EMPHASIS ON THE CITY CENTER AND WATERFRONT

AKER BRYGGE

PREVIOUSLY A DISTRICT OF SHIPBUILDING, NOW SHOPS, BARS AND RESTAURANTS
PROMENADE AROUND HARBOR KEEPS AREA PEDESTRIAN-FRIENDLY
ALTHOUGH RIGHT IN THE CENTER OF THE CITY, IT RETAINS A RELAXED ATMOSPHERE

DEC
2010

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG

VIENNA

FRANKFURT

DUSSELDORF

HAMBURG

BARCELONA

LYON

ZURICH

PARIS

ROTTERDAM

AMSTERDAM

COPENHAGEN

OSLO

