

REVIT News

Special Issue: 2d International Conference on Managing Urban Land

Editorial



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Mr. Patrick Rimbart
Vice-President
Nantes Métropole

This fifth REVIT newsletter coincides with the first deliveries of our urban redevelopment projects. In the heart of Nantes conurbation and surrounded by the river Loire, the île de Nantes (Nantes island) is one of the largest urban renewal projects in France. With the Shipyards and the Alstom site currently under conversion, the western part of the island is the industrial district. The île de Nantes project offers an alternative to urban sprawl and consists of re-inventing and developing the city. It is also a great opportunity for urban regeneration as new inhabitants, activities and attractive areas are being created on the island, while at the same time preserving ways of life and memories of places inherited from the past. The former Shipyards, symbolic site that resonates with Nantes' shipbuilding and industrial history, is being given a new lease of life this summer by urban developments, tourist facilities and cultural initiatives. After a year of work, the reconverted site on the waterfront has delivered its first results: landing stages, quays, jetties and pontoon offer a

new view across the Loire; a place to take a leisurely break at only a stone's throw from the historic city centre.

Reinventing the city through this kind of large scale project necessitates a close collaboration with all parties, including local inhabitants, remaining open to initiatives developing well-adapted partnerships and having in place a clear marketing strategy. Our work on these issues have been considerably enriched thanks to the REVIT cooperation project.

The diversity of approaches and of urban projects highlighted by the "International Conference on Managing Urban Land" held in Stuttgart in April 2007 bore witness of how much we can gain in exchanging our experiences and practices.

Exchanges of know-how, transfer of experiences, site visits, international events, pilot projects: these are opportunities to share our resources, re-question our practices in order to formulate the "good questions" and build shared solutions together with our European colleagues. In short, to jointly remain upfront on an issue that is becoming a key challenge in Europe: the city, its development and its renewal.

The conference was jointly organised by REVIT and CABERNET



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This project has received European Regional Development Funding through the INTERREG III B Community Initiative

The Conference Summary Report

With more than 550 participants from Europe, Mexico, Brasil, USA, Asia and Africa as well as 44 Exhibitors the 2nd Conference on managing urban land was a big success. But not only these figures show that the issue of land regeneration is of growing interest. There was also a strong political aspect on the conference.

The Mayor of the City of Stuttgart Dr. Wolfgang Schuster, Prof. Dr. Danuta Hübner, Member of the European Commission and responsible for Regional Policy, and Dr. Annette Schavan MP Federal Minister for Education and Research took over the patronage of the conference. "We need a reorientation that follows guiding principles", so Mr Schuster, "In Stuttgart these are urban, compact, green." Mrs Hübner lauded the REVIT project as an outstanding one in her funding area. She placed emphasis on the fact that, while working together in an international consortium dealing

with local investment projects brings people together and intensifies the exchange of experiences. "The most innovative ideas were often developed in such working teams."

Dr. Lütke Daldrup, State Secretary at the Federal Ministry for Transport, Building and Urban Affairs referred to the informal EU meeting on May 24th 2007 in Leipzig where the European building ministers meanwhile signed the "Leipzig Charter". With the "Leipzig Charter on Sustainable European Cities", 27 ministers responsible for urban development in the EU member states agreed, for the first time, on common principles and strategies for urban development policy. This again demonstrated that the main issues of REVIT&CABERNET 2007 are of high political up-to-dateness.



This is what the local and national press said!



Baden-Württemberg, Woche 18



Immobilienmarkt, Stuttgarter Zeitung, 14.04.07



Stuttgarter Amtsblatt



Stuttgarter Zeitung, 26.04.07



Stuttgarter Nachrichten, 26.04.07

The Mayors Round

Expectedly the mayors of the REVIT partner cities complimented their cities and the programme. But even without these “compliments on duty” a lot of positive effects resulting from the participation in EU funded projects remain: REVIT raised the awareness of the politicians and planners that in our days growth itself cannot be the only intention moreover modern town planning has to consider social integration, creation of new jobs and issues of environmental protection to gain the main targets of sustainability. Revitalising inner urban brownfield sites contributes to the reduction of urban sprawl, preservation of industrial heritage and an upgrading of underdeveloped city districts.

The contributions from the REVIT partners, representatives from organisations and governance to the lively discussion show, that EU funds for planning projects have a high impact to sustainable city development projects even without long term support for investments. The exchange of experiences between the REVIT partners regarding their problems in respect to town planning show a lot of similarities but the methods and processes to overcome these problems are manifold. By sharing these experiences a toolbox was filled which is helpful also on local level.

During his presentation of the local REVIT project in Stuttgart on the former freight depot Bad Cannstatt, mayor Matthias Hahn worked out how those outstanding projects can be integrated perfectly in the ensemble city development. Within this project a series of informal working meetings were held to involve inhabitants, associations, city planners, architects, investors and local politicians. Together they developed a paper of 10 principles for future planning which is now basis of the discussion for the final political decision.

The development from brownfields to greenfields, so the consensus of the



Mayors of the REVIT partner cities discussed with representatives from governance and EU commission.

mayors' round is both long-term and costly but on the other hand beneficial because inner urban brownfield sites are often well connected to infrastructure, are better to develop than greenfields in the outskirts of a city. The positive aspects of redeveloped brownfield sites are manifold and hopefully the private investors will also recognise their advantages because without private participation the realisation of highly ambitious plans will fail.

All participants in the mayors' round agreed that in our days it is a matter of fact that town planning is not an isolated issue but an integrating process which needs to involve social, economical, ecological and cultural aspects.

What is not surprising: the REVIT partners strongly recommend to the EU, to proceed with the funding of those projects, for example in regions with decreasing population to support the exchange of experiences and therefore raise the quality of urban planning.

*Peter Conradi,
Chair of the Mayors round session, Stuttgart*

The Exhibition



Overview of exhibitors which were present at the conference.

The Conference was accompanied by a trade exhibition with 45 local and international exhibitors representing developers, consultants, contractors, financial services, research organisations, and environmental laboratories as well as public bodies and municipalities. This broad spectrum demonstrates the high diversity of working fields in land management and brownfield revitalisation.

In densely populated conurbations as the region of Stuttgart and in Baden-Württemberg in general brownfield revitalisation already plays a major role in everyday business. The high significance and the regional relation were emphasized in a particular Baden-Württemberg Session on Friday 27th April

“Inner urban development chances for Brownfield sites by urban development and regeneration“ and the presence of the Environment Minister of Baden-Württemberg Tanja Gönner at the conference.

Thus the conference formed an excellent framework for the exhibition. The

close contact of research, authorities and business boosted exchange and transfer of knowledge.

For the consultants, developers and contractors among the exhibitors REVIT & CABERNET 2007 was an ideal opportunity to present what they can contribute to successful and efficient land management. This applies in particular to consulting engineers acting in environmental protection. Experts in risk assessment of Brownfields, the examination and remediation of contaminated sites, they are capable to overcome one of the most common obstacles in Brownfield revitalisation and to clear the way for a sustainable inner urban development.

Moreover the combination of conference and exhibition gave a chance to find out more about the different stakeholders needs and to get a better knowledge for future projects.

Conclusion: The combination of conference and exhibition at the 2nd International Conference on Managing Urban Land in the Theaterhaus allowed very fruitful exchange which was intensified by the adequate venue, a former Brownfield itself.

Christian Kiffer,

UW Umweltwirtschaft GmbH, 70499 Stuttgart



Brownfield Redevelopment - Now for Something Complete Different!

How many seminars and conferences have you been to watch a play, especially a play about sustainable brownfield site redevelopment? If you had come to the REVIT final conference in April 2007 you would have witnessed an extraordinary event. At the REVIT final conference in Stuttgart on the 25th April 2007 project staff, from 4 different countries and 5 partner areas played out respective roles in an hour long “mock up” of a TV show.

The “REVIT Story”, as it became known, aimed to convey the key messages of the project.

In the first “shoot” Mr Larry Wise, the TV anchorman, interviewed characters, drawn from Hengelo (NL), Nantes (F), Stuttgart (D) and Torfaen (UK) who described the importance of sustainable development and the need to preserve and promote industrial heritage when regenerating brownfield sites.

In the second mock up series, the audience were bemused when they saw the interview panel walk on with cardboard boxes on their heads. This series focused on the issues of setting up public private partnerships (PPP) and the need for those in the “real world” to “think out of the box” and shed their preconceptions of each other. The host, Mr Larry Wise made them take off their cardboard box heads so that the public and private sector could see each other and talk freely to one another!

The final episode ended in an uproar when one of the interview panel, representing the community interests, started to take off her “T” shirts, revealing the key messages of good stakeholder engagement in her campaign to be



“heard”. The other members of the panel, apart from a dogmatic developer, shared their views on the importance of identifying and developing robust processes for stakeholder involvement. The REVIT project has produced an easy-to-use tool kit on best practice for stakeholder engagement.

The hour long performance went without a hitch, despite the performers having had no previous acting experience and having only practiced the week before. The script was written by Andrew Gray of ERA21 Ltd and the production and guidance provided by the Natural Theatre Company.

A senior official from the Joint Technical Secretariat that manages the Interreg EU funding commented that “this performance just goes to show what a strong partnership this is and yes the messages and lessons learnt from this project came across clearly and in a way that is truly memorable”.

*Andrew Gray,
ERA21 Ltd., Buckland, Bwlch, Wales, UK*



EUBRA - The REVIT Spin-off



You may wish to download the Agenda from: www.eubra.eu

EUBRA aims at bringing together the multifaceted activities related to the topic of "Brownfields" from the several INTERREG co-operation zones and from the RDT Framework Programmes. During the REVIT&CABERNET 2007 Conference a second EUBRA workshop was held. This meeting was meant to be a marketplace for new project ideas, to bring new partners together and to share experiences and future needs. The results of this workshop together with the results from the kick-off workshop which took place in January 2007, were key input to the EUBRA Agenda.

The main objective of the Agenda is to support policy makers and programme managers in setting priorities in future national and international funding programmes. It is also meant to serve for potential project applicants as orientation guide in order to clearly determine the fields of action at project level and act as a basis for upcoming projects in order to streamline future activities as well as to avoid duplication of work. The Agenda delivered five key messages:

1. Professional stakeholder engagement in the western and eastern EU Member States may enhance the process of rethinking in daily practice, to reach a paradigm shift, where more and

more brownfield sites will be favoured over developments on greenfield sites.

2. Comprehensive data sets on brown-field land and other land uses would be useful to translate sustainable regeneration principles and objectives into actions at EU, national and regional level.

3. Alongside with any EU subsidy measures the know-how transfer from western to eastern countries in order to achieve effective capacity building as well as transfer from research to practice should be stimulated.

4. We should achieve an optimal capitalisation of knowledge gained with the support of public funds. The existing knowledge should be disseminated more effectively and in a well structured way. Demonstration projects are needed to enhance the application of innovative approaches.

5. There is a need for professional process management to develop and deliver opportunity plans and to steer revitalisation processes. Besides a thorough consideration of process management aspects, the issue of community involvement as well as new market instruments to facilitate the redevelopment of brownfield sites should be main objective of future research and pilot projects.

REVIT Printed Products

REVIT & CABERNET 2007 Conference Proceedings

The proceedings are available as printed book at the German federal environmental agency: sabine.mahrle@uba.de or for download at www.cif-ev.de

The conference proceedings were produced in co-operation with and sponsored by REFINA. REFINA is a German Federal Ministry of Education and Research initiative in "research for the reduction of land consumption and for promoting sustainable land management" that funds projects providing a scientific basis for political decisions and measures. REFINA is part of Germany's national Sustainability Strategy to redu-

ce land consumption for settlement and transport to 30 ha per day by 2020. Our partners, the "CABERNETers" are a friendly generous group who realised, some to their surprise, that the giver of information and experiences often benefits as much if not more than the recipient. So we hope you will appreciate the wealth of information in this book as you apply it to your own circumstances.

The REVIT compendium Something to read and learn from and to work with

What is a EU funded project without a printed final report? But aren't there numerous reports with hundreds of pages never read?

REVIT chooses another way. The printed reports are meant to be real handbooks, comprehensive but not too theoretical. For each key issue of transnational cooperation we compiled a separate handbook and together with the REVIT brochure they are available in a slipcase system - the REVIT compendium.

Of course, all detailed reports compiled during the lifetime of the project are available. Not printed but online in the world wide web.

The internet-based REVIT Self-Guiding

Trail is designed to provide experts, practitioners and students with a guided route to access information from the experiences, recommendations, new findings and innovative methodologies of the REVIT project. The information has been structured in such a way that allows each visitor to find the appropriate detail of information they are looking for: through a tiered system of categorised information and links to documents, starting with simple recommendations and leading to more detailed documentation.

The trail starts at:

www.revit-nweurope.org/selfguidingtrail
It will be open autumn 2007!

Single handbooks and the REVIT compendium can be ordered for free from the City of Stuttgart:

thomas.zuegel
@stuttgart.de

REVIT Multimedia



You missed the conference? We tried to give all those of you an overview of the atmosphere and the most interesting speeches during this outstanding event. Of course, a summary of the REVIT story is also available. Just start the CD and you will be guided through the conference!

If you wish to receive the CD please write to thomas.zuegel@stuttgart.de

The REVIT Project in brief

REVIT Partner Consortium with particular Project Areas



In every country and in almost every city of North-West Europe, there are brownfield areas which need to be revitalised in order to preserve or improve the quality of urban living conditions. The revitalisation of brownfield sites may enhance coherent urban development, but can also create new employment and stimulate the local economy. Last but not least, revitalising brownfields for a variety of future uses preserves greenfield sites and prevents the growing consumption of land.

Six partners involved in the REVIT project confront problems in the context of brownfield regeneration that are in essence very similar and need to be tackled more effectively. To ensure the effective application of the new approaches the teams will be testing the new tools in each partner area before publishing final recommendations. So the work programme consists of both transnational and local activities.

In order to realise the overall project goal to increase the "efficiency" and "wider sustainability" of applied brownfield regeneration policies, the 6 partners will focus on 3 "Common

Co-operation Issues" (CCIs):

CCI 1: Formal and informal brownfield regeneration instruments and methods that stimulate participation and community involvement.

CCI 2: New financing techniques, public private partnership models and re-use marketing concepts in the context of brownfield regeneration

CCI 3: Multi-functional development, preservation and intelligent re-use of industrial heritage potentials and elimination of environmental damages as well as protection of natural assets.

Facts and Figures REVIT

Objectives	Develop best practice toolkits for community involvement, public private partnership, sustainable development and industrial heritage
Funding	ca. 11 million € 50% funded by the INTERREG IIIB NWE ENO programme
Organisation	Project partners: - City of Stuttgart (D) - Conurbation of Nantes (F) - City of Tilburg (NL) - City of Hengelo (NL) - Torfaen County Borough Council (GB) - Medway Council (GB)
Schedule	2004 to 2007

REVIT

Project Partners



Co-ordination & Contact



Dr. Thomas Ertel
Sachverständigen-Büro

REVIT Co-ordination team
Sachverständigen-Büro Dr. Ertel
Boschstr. 10
D-73734 Esslingen
REVIT@sv-ertel.de

Dr. Thomas Ertel
Tel: +49 711 93150 481

Dr. Bettina Schug
Tel: +49 761 5928 707