



*Integrated Planning and Partnership Model  
for Brownfield Regeneration*

*Wrap-up*

# Baltic Urban Lab Workshop #1

Designing integrated planning processes - towards more efficient cooperation and partnerships between cities and private sector

2 March 2017 // Tallinn, Estonia

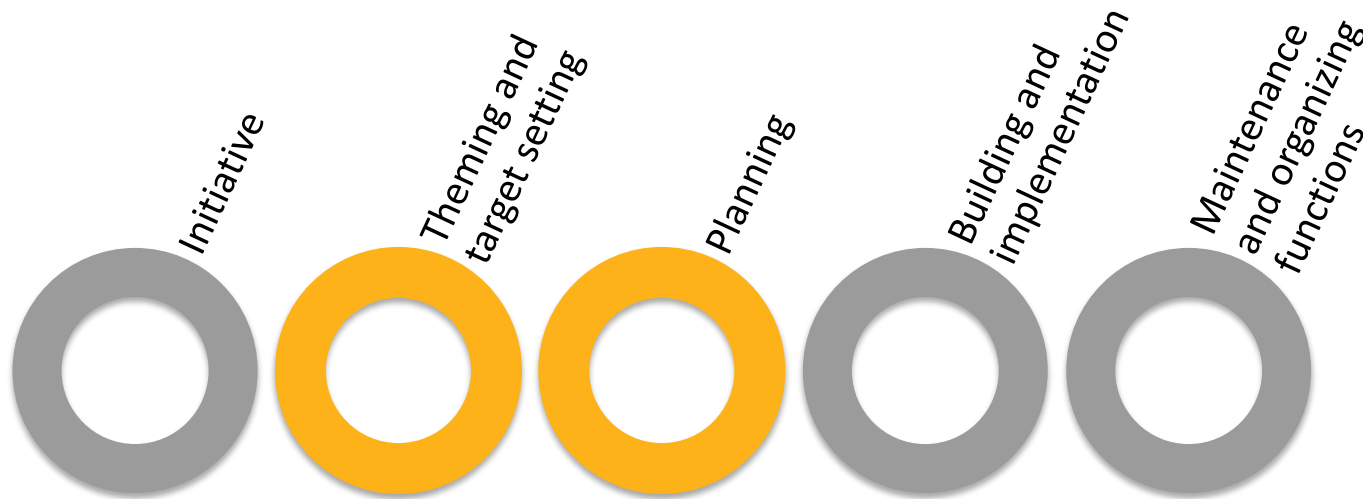




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## Towards strategic spatial planning process

– Focus of the day turned into municipal spatial planning process and sharing and also facing contradictory visions inside the city and with different interest groups.





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## P4 set-up of presentations // Central Baltic

**Nordregio, Stockholm, Sweden:** *"In the Baltic part of the Central Baltic region, more market-driven development, e.g. in Baltic Urban Lab the municipalities develop the ways to initiate and drive processes with private land-owners and developers."*

**\* Telliskivi Creative City, Tallinn, Estonia**

**\* Skoone Bastion Area, Tallinn, Estonia**

**Nordregio, Stockholm, Sweden:** *"In the Nordic countries, strong role of the public sector, but partnership models all the time developed to involve private sector."*

**\* Hiukkavaara, Oulu, Finland**

**Nordregio, Stockholm, Sweden:** *"In general, the citizens ("people") influence through elections and public participation, not binding, and generally later in the process. There can be limited information about what takes place between the public and private."*

*Combining efficiency goals with goals of democracy & livability."*

**\* Inre Hamnen, Norrköping, Sweden**





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# Theming and target setting // main discourses of Case Study Workshop

**Stakeholder analysis:** Define stakeholders and identify partnership models. Public-Private particularly used in brownfield redevelopment, e.g. because of fragmented landownership and high costs of land remediation.

**Decision making:** Provide sufficient decision support material and decide on decision points for politicians.

**Communication** (plan): Open dialogue from the beginning facilitates the implementation.

**Setting norms:** Instead of heading straight to one common solution - try to establish common values/needs guiding the process – easier to ensure wider support.

**Process design, also internal procedures:** Process, its timeline and needed resources must be clear for everyone involved. Effective cross-departmental cooperation within the city.

**Situation analysis:** Complexity of brownfields. Existing and new data needed.

**Participation plan:** Adjust involvement approach to every group.

**Target group identification:** Put people in the middle and think about how things impact different kinds of people?





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# Planning // main discourses of Case Study Workshop

**Process development:** Flexible structure of the plans – development in phases.

**Making visible and understandable:** Visualizing various ideas can effect how they are perceived. Need to ensure everyone has same level of knowledge and awareness.

**New ways or methods:** For example use of land allocation and idea competitions, block development model, steering group, neutral facilitator, eParticipation. Peer learning and good practices sharing – there are always ready solutions that can be modified and adapted.

**Diversity of developers:** To reach more diverse urban environments. Put them together.

**Setting norms:** Make agreements with developers.

**New planning realms:** Like IoT, autonomous transport, sell-by planning, value-based masterplan, from location into substance.





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# Recommendations to proceed within Skoone Bastion Area // Case Study Workshop

Recommendations to the City of Tallinn to work with the opposing views inside the city organisation centred into two main discourses:

**Improving the actual planning processes in the city:** for example using a neutral facilitator and setting a steering group for every bigger project that has representative from each departments, plan and develop in smaller steps and in phases.

**Making the plans more understandable and visible:** for example hiring a communication expert, using 3D visualisation of different planning alternatives, and taking care that everyone has a same level of knowledge and awareness. Have a stronger general strategy for the city that visions and plans can relate to.





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## Some missing parts during the day in relation to brownfield regeneration and private sector

