

## SECTION 1: FOR NON CITIES PROGRAMME STUDENTS ONLY:

### **Guidance for the critique of design briefs, masterplans or call for proposals**

You are expected to critique in 5,000 words any one of the seven design briefs/ master plans/ call for proposals presented in the second half of each of our sessions. For submission, format, word count and referencing guidelines please see the attached guidelines.

Choose from any of the following projects:

1. King's Cross Regeneration
2. Kartal Pendik Proposal
3. Shanghai Expo 2010
4. Mumbai Concept Plan
5. Hamburg Hafen City
6. Caterham Barracks Village
7. Masdar Eco City

#### Part 1: Developmental Priorities (1500 words)

You are expected to show skills in developing an independent list of indicators at the city or project area level that may include a selection of the following; Population; population growth; levels of migration; key economic sectors in the economy; sectoral distribution (i.e. % services sector, % manufacturing sector); GDP per capita; GDP growth rates; % growth in specific sectors; income inequality in terms of GINI coefficients; employment numbers in specific sectors; % of informal sector jobs; any multiple indexes of deprivation at the city level which may include housing conditions. You may tabulate your results to keep a low word count and include footnotes for referencing purposes.

We are not expecting you to have a full list of indicators. Part of the problem with working at the metropolitan level is a lack of data gathering. You will find useful sources for city level data on our websites.

<http://www.citymaking.com/?cat=34>

<http://www.citymaking.com/?cat=36>

<http://www.urban-age.net/publications/cityProfiles/>

Using the indicators that you have collected and using any secondary literature, what are the key challenges in your city of choice or the project area? From the identification of these key challenges what do you think are the developmental priorities? These priorities should be listed in order of importance. Why have you prioritised one over the other? Approaches may include value for money; greater return on investment; opportunity costs etc.; For example you may want to concentrate on education first and the development of an economic sector second. Why?

#### Part 2: Presentation of the Design Brief/ Master plan/ Call for proposals (500 words)

This is a brief presentation and description of the key purpose behind the project/ master plan and its key characteristics (e.g. number of new jobs; housing levels; floorspace; use etc.). You may use the set documentation available on the city making website and any other literature as long as this is referenced.

### Part 3: Critique of the Design Brief/ Master plan/ Call for proposals (3000 words)

This part is divided into two sections.

The first section (500 words) should start with a brief assessment of how you think the project/ master plan/ brief may deal with the developmental priorities of your city/ area. Does the master plan/ project/ brief accentuate/ deal with the specific challenges and developmental priorities? If it does not deal with your developmental priorities, what are the main drivers behind the development? You may find that the project briefs are not specific enough. In this scenario you will need to identify what is missing from the brief.

The second section (2500 words) may use any one or more of our evaluation techniques to assess the project/ master plan/ brief. It is entirely up to each candidate to either use the more practical evaluation tools (e.g. Cost Benefit Analysis, Stakeholder Analysis, Sustainable Livelihoods Framework, Social Capital Indexes) or the more theoretical development ideas (e.g. Utility, Equity, Capabilities) to assess the impact of the project in your area/ city. We do not expect you to be experts in monetizing costs or benefits nor to give us exact values for levels of social capital. We do however want you to identify and speculate what each evaluation method may show you or tell you about the project. For example a CBA of the Masdar Project may ask questions on the borders/ boundaries of where the accounting of the costs of carbon starts. Another example may use the Sustainable Livelihoods Framework to identify that a master plan may have greater negative impacts on financial capital poverty than on social capital poverty and that this is not addressed in the brief/ project/ master plan.

### SECTION 2: FOR CITIES PROGRAMME STUDENTS ONLY:

#### **Guidance for drawing up the Haydarpasa Design Brief**

You are expected to write up in 5,000 words a design brief for the future development of the Haydarpasa Port in Istanbul. For submission, format, word count and referencing guidelines please refer to the separate documentation sent to you last week. It is highly advisable not to complete and submit this work prior to your site visit in Istanbul in March. Examples of design briefs including possible layouts prepared by previous Cities Programme students may be used for reference purposes only and accessed via:

<http://www.citymaking.com/?p=778>

#### Part 1: Introduction (200 words)

Purpose of the brief and your target audience/ profession or collaboration of professions that will respond to the brief.

#### Part 2: Developmental Priorities (1500 words)

You are expected to show skills in developing an independent list of indicators at the city or project area level that may include a selection of the following; Population; population growth; levels of migration; key economic sectors in the economy; sectoral distribution (i.e. % services sector, % manufacturing sector); GDP per capita; GDP growth rates; % growth in specific sectors; income inequality in terms of GINI coefficients; employment numbers in specific sectors; % of informal sector jobs; any multiple indexes of deprivation at the city level which may include housing conditions. You may tabulate your results to save on the word count and include footnotes for referencing purposes.

We are not expecting you to have a full list of indicators. Part of the problem with working at the metropolitan level is a lack of data gathering. You will find useful sources for city level data on our websites:

<http://www.citymaking.com/?cat=34>

<http://www.citymaking.com/?cat=36>

<http://www.urban-age.net/publications/cityProfiles/>

You may also refer to our Istanbul Bibliography and specifically the OECD's report on the city:

<http://www.citymaking.com/wp-content/uploads/2009/02/istanbul-presentation-bibliography.pdf>

Using the indicators that you have collected and any secondary literature, what are the key challenges in Istanbul and/or the the Haydarpassa area? From the identification of these key challenges what do you think are the developmental priorities? These priorities should be listed in order of importance. Why have you prioritised one over the other? Approaches may include value for money; greater return on investment; opportunity costs etc.; For example you may want to concentrate on informal housing first and the development of an economic sector second. Why?

Part 3: Relationship between Haydarpassa Site & development priorities (1000 words)

You will need to identify why this site is of metropolitan significance and list the opportunities and threats that this site offers to deal with one or more of your developmental priorities. Why do you think that this is a specifically good site to achieve these developmental goals? If you believe that the site cannot deal with your wider developmental priorities, where should the focus be based? For example you may want to address more local based priorities. What are these?

Part 4: Identification of key stakeholders in the project & their roles (500 words)

List the key stakeholders that will be involved and should be consulted in the project. Who has overall responsibility? What possible coalitions may be formed in the project?

Part 5: Identification of the relevant planning framework, planning laws or government policies relevant to the site (500 words)

You should develop a list of relevant laws and existing metropolitan plans applicable to the area based on the presentations & seminars that you will hear in Istanbul. It is important that you ask the relevant questions during this seminars to get the information that you need. Relevant planning laws may be found on pages 10-11 in this document but this list will need to be updated by yourselves:

<http://www.citymaking.com/wp-content/uploads/2009/10/nisha-mistry.pdf>

Part 6: Strategic Framework (1000 words)

In bullet point format what are the key economic, spatial & social strategies that the respondents need to explore or test in their proposals. It is up to the discretion of each candidate to lay out a specific vision for the area or leave this more open to the submitting parties.

Part 7: Key deliverables (800 words)

A list of what will need to be submitted by each team in terms of drawings, assessments (e.g. sustainability etc.) attached to their proposals.