

REDEVELOPMENT STRATEGIES FOR URBAN LANDSCAPES IN DANGER



KARL KUPKA

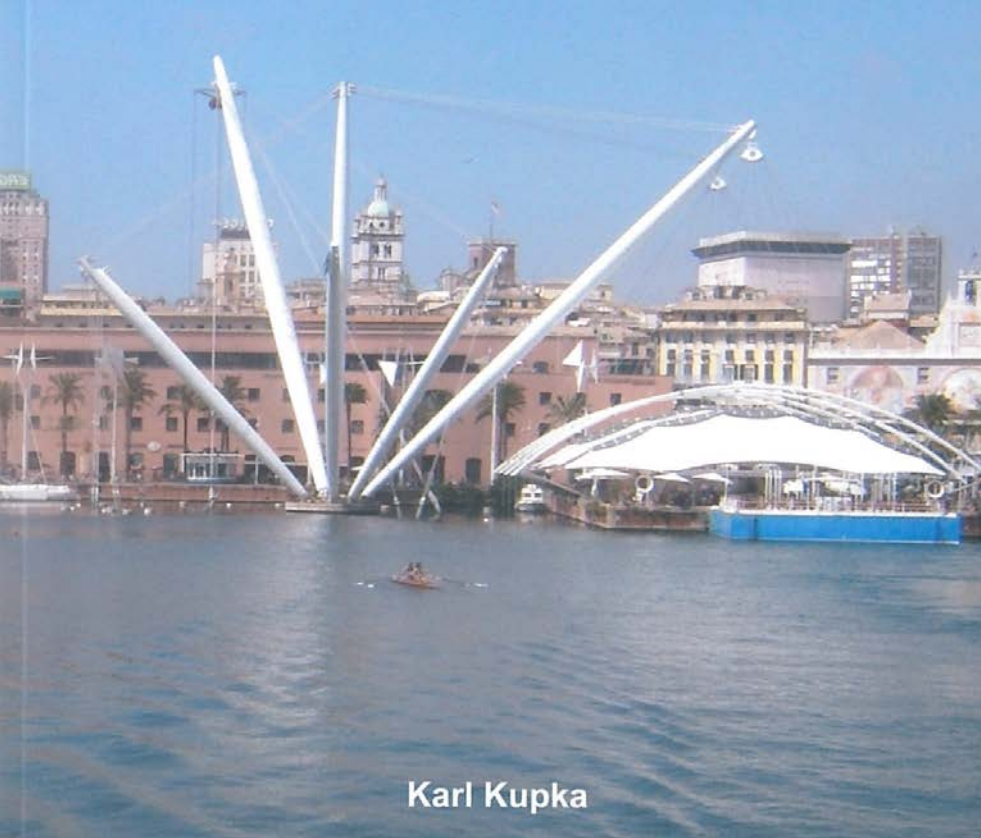
*Amsterdam University
NL Home Office / BZK*



FLORENCE, MARCH, 3-4 , 2016

REDEVELOPMENT BY TRADITION

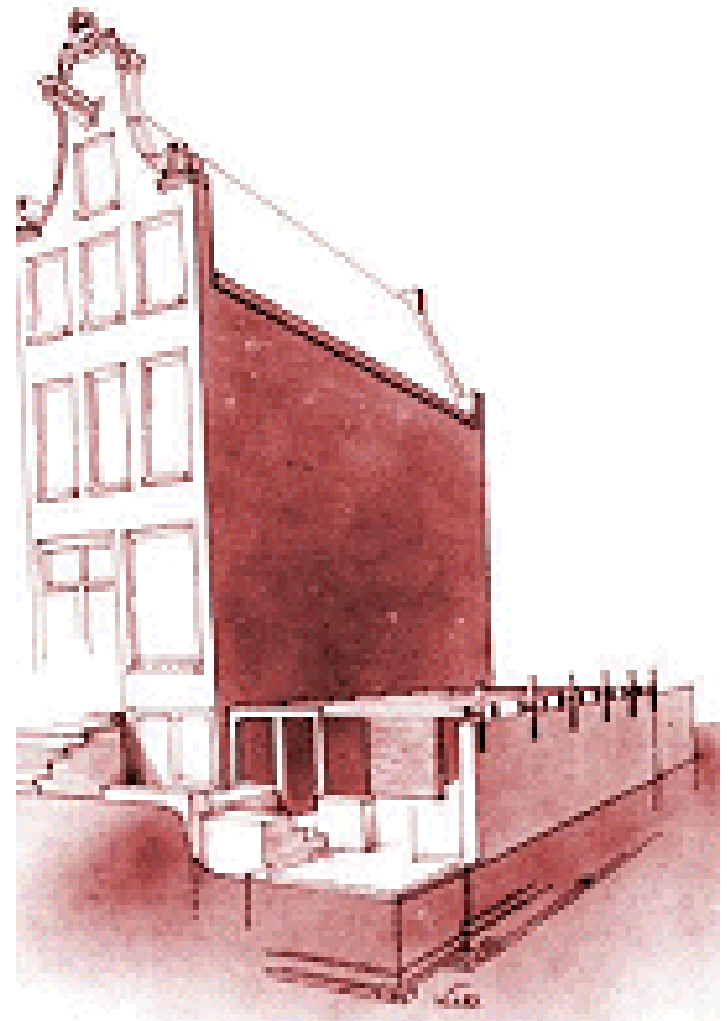
Urban Renewal in World Heritage Cities



Karl Kupka

Urban Planning: Research
& Project management

Redevelopment versus
(World) Heritage ?



REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities



George Steinmetz



© 2008 National Geographic Society. All rights reserved.

Karl Kupka

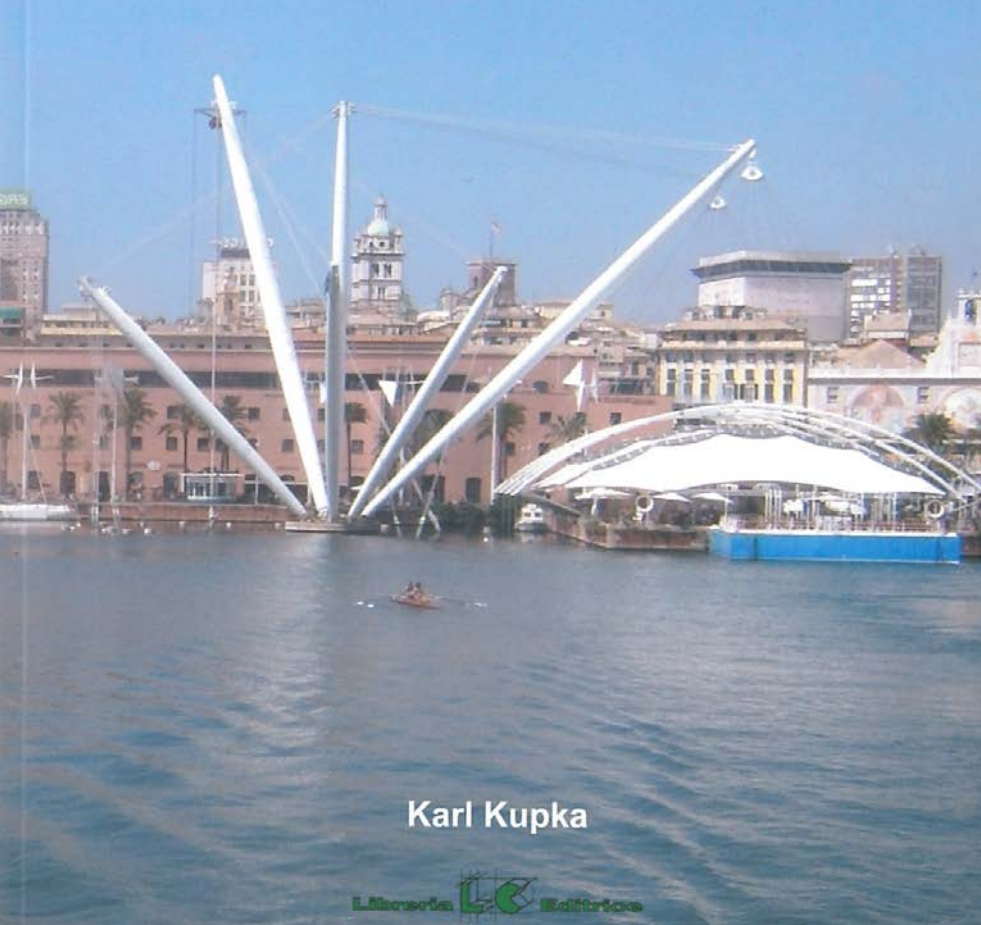
Contents :

1. Italian Traditions
2. Heritage in danger
3. District branding
4. Struggle for housing
5. Historic Landscapes
6. Conclusions

How can Urban Planning lead to a piece-by-piece redevelopment by which historic characteristics in physical properties and social composition of neighbourhoods are preserved?

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities



1/. Italy: Research and Creativity on *Genius Loci*



Genova & Venezia: re-use of the Arsenals for cultural tourism

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities

1/. Italy: Flexibility of the Users generates surprising solutions



Firenze & Perugia: new infrastructures in historic properties and cities

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities



Shibam Hadramout

2/. Heritage (still) in Danger



Genova Madre di Dio

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities

3/. Holland: Signage remembering the Past



The Hague Ghetto: Urban Signage and reality (CBD and Highway)

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities



3/. Holland: Sinage by 'faith'



The Hague New Centre: CBD 'signage' with new skylines (100m)

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities

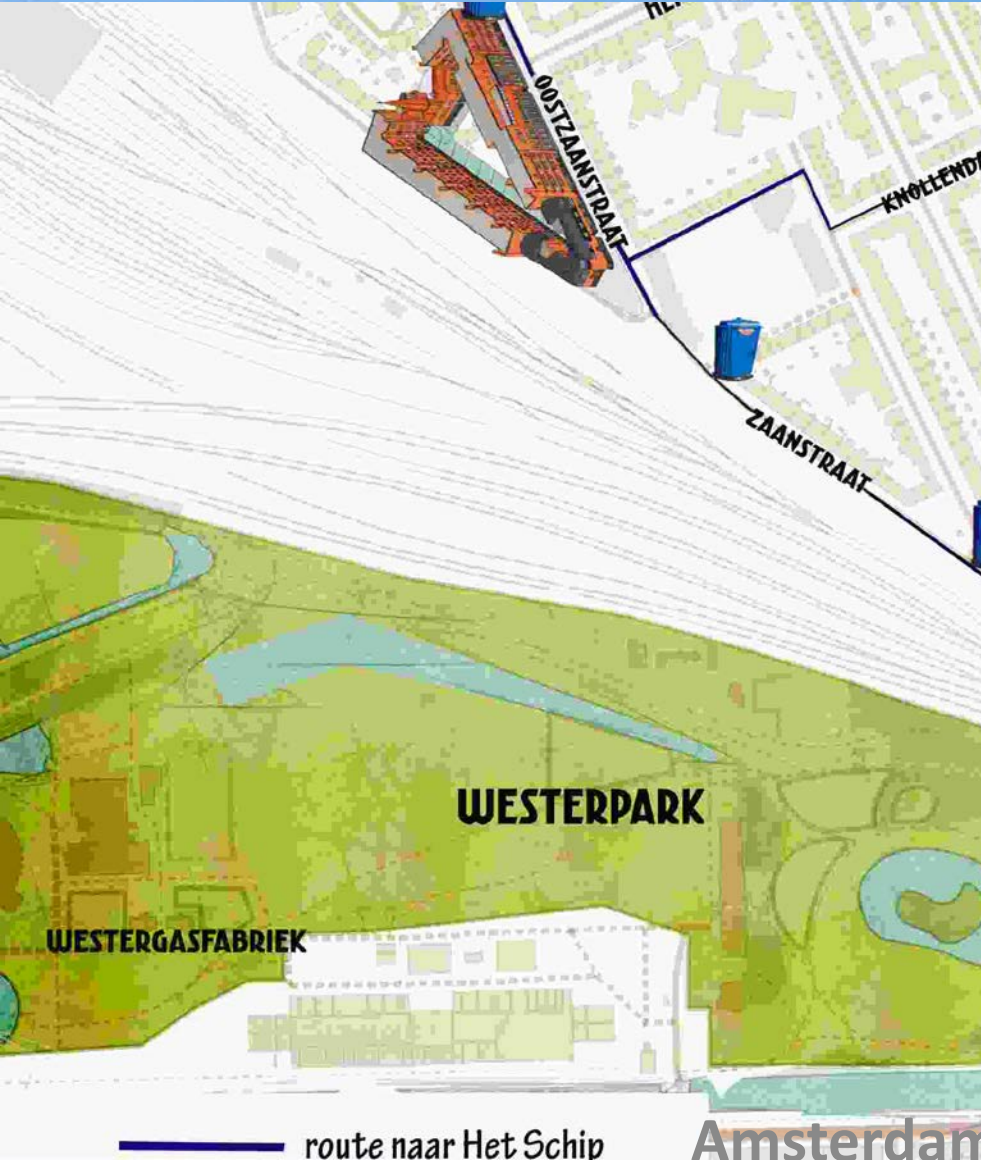
4/. Holland: Signage of the Housing Struggle



Amsterdam Nieuwmarkt: protests against clearance for infrastructure

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities



4/. Holland: Signage
towards new Monuments



Amsterdam School: tourist attraction outside
the Historic Centre

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities

5/. Randstad Holland: around a Landscape



United Nations
Educational, Scientific and
Cultural Organization



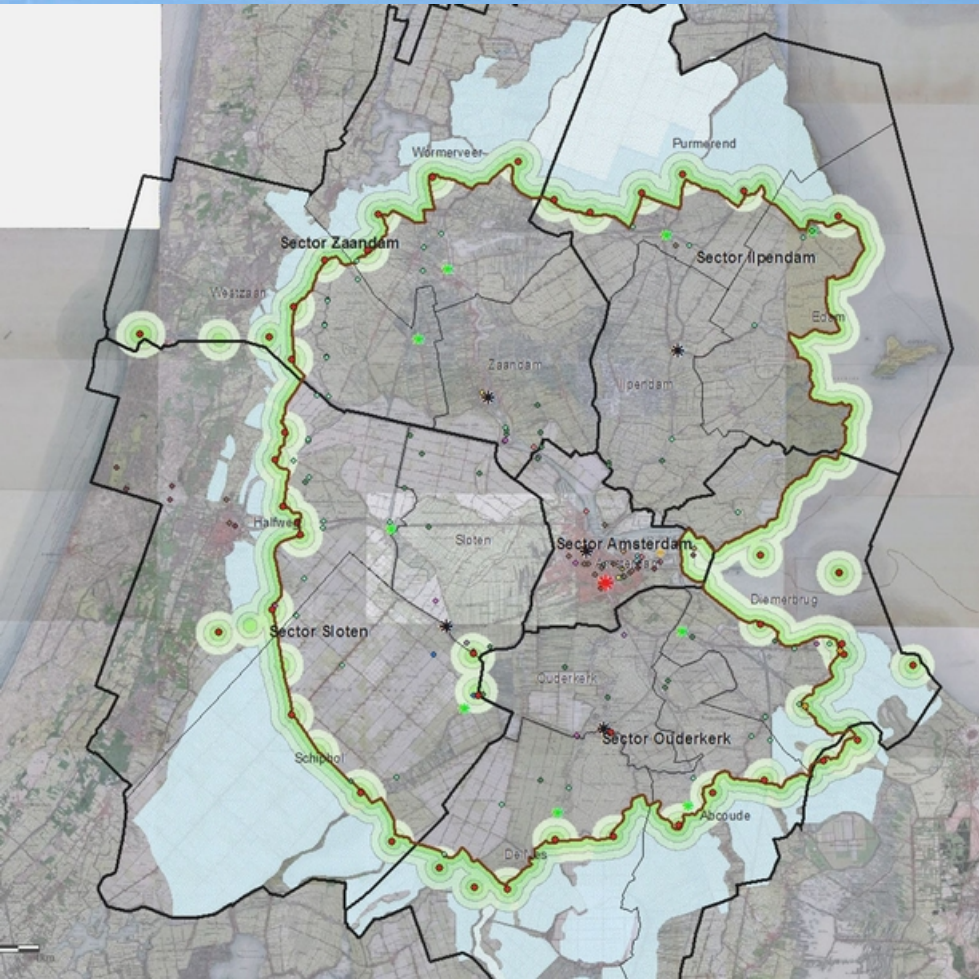
Stelling van Amsterdam
• Werelderfgoed
• sinds 1996



Green Heart of Holland: 'Central Park' (1.000 km²) or Suburbia?

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities



5/. Holland: Signage by Housing



United Nations
Educational, Scientific and
Cultural Organization



Stelling van Amsterdam
• Werelderfgoed
• sinds 1996



Amsterdam Defence Line: new Housing referring to fortresses

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities



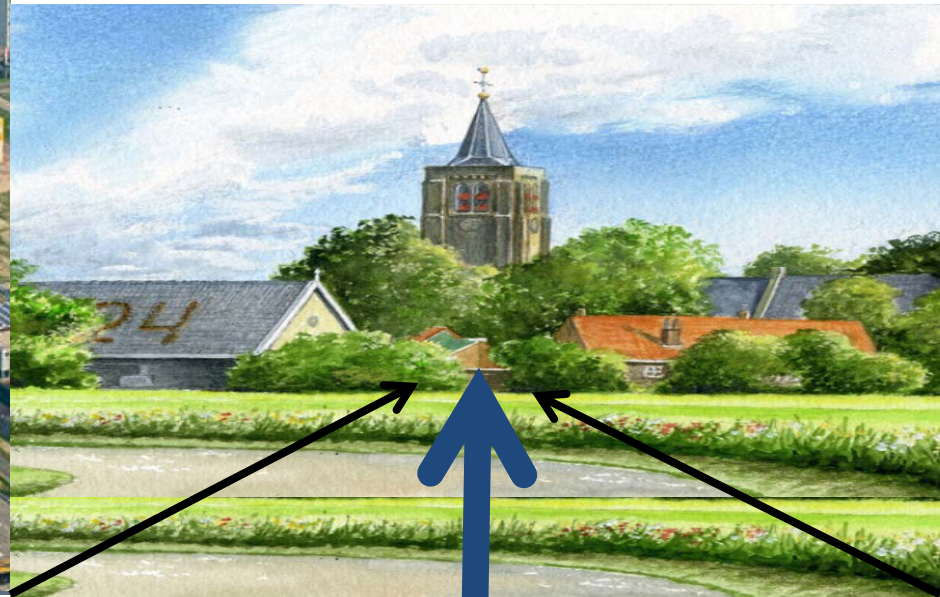
5/. Holland: Signage by Contrast



United Nations
Educational, Scientific and
Cultural Organization



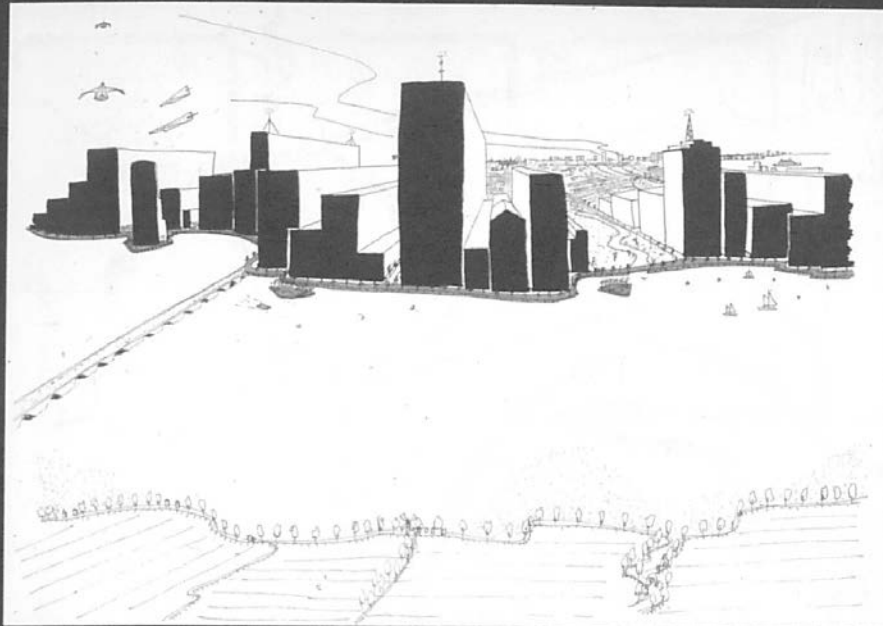
• **Stelling van Amsterdam**
• Werelderfgoed
• sinds 1996



Defence Line: station/business park with Sight Axis to Aalsmeer

REDEVELOPMENT BY TRADITION

Urban Renewal in World Heritage Cities



6/. Conclusions:

- a. Strong Urban Planning ('signage') supports even "bad" Architecture; Good Architecture gets lost in Urban Chaos;
- b. Sustainable assets (following Vitruvius: structure + functionality + aesthetics) can promote 'heritage' status
- c. Strategic Signage: tourist routes + planned urbanisation can stimulate investments in conservation of heritage

Amsterdam Airport City as border of the Green Heart