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   Altri autori (Persone) TiesdellSteven
                           AdamsDavid <1954->

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   Nota di contenuto   Urban Design in the Real Estate Development Process; Contents; Preface; Acknowledgements; Contributors; 1 Real Estate Development, Urban Design and the Tools Approach to Public Policy; Introduction; Real estate development; Opportunity space theory; The tools approach to public policy; Shaping instruments; Regulatory instruments; Stimulus instruments; Capacity-building instruments; Developers' decision environments; 2 Masterplanning and Infrastructure in New Communities in Europe; Introduction; Differences between the UK and Europe; Challenges for sustainable development
                       European success storiesJoined-up planning in the Randstad; Conclusion: lessons for the UK; 3 Design Coding: Mediating the Tyrannies of Practice; Introduction; The three tyrannies; From development standards to design codes; The research findings; Conclusion; 4 Proactive Engagement in Urban Design - The Case of Chelmsford; Introduction; Making the turnaround; The need for negotiation; Two examples; Reflections on the developers' response; Conclusion; 5 Plot Logic: Character-Building Through Creative

Parcelisation; Introduction; Setting the rules; Parcelling and subdivision strategies

The primacy of the urban realmThe pitfalls of flexibility; Economic viability of low-scale, densely distributed buildings; Alternative models; Conclusion; 6 The Business of Codes: Urban Design Regulation in an Entrepreneurial Society; Introduction; Zoning America; Developing America; Designing the American future; Conclusion; 7 Good Design in the Redevelopment of Brownfield Sites; Introduction; Redeveloping and reusing brownfield sites: the policy and regulatory context; Stimulus instruments in practice; Conclusion; 8 Competitions as a Component of Design-Led Development (Place) Procurement

IntroductionThe place promoter; The deliverer and competition participant; The (end) place matters most; The competition; Conclusion; 9 Design Review - An Effective Means of Raising Design Quality?; Introduction; Origins, emergence and critiques of design review internationally; The typology of design review in England, Scotland and Wales; National design review: the genesis of CABE's procedures and processes; How design review can increase the opportunity space for design; The effectiveness of design review; Conclusions: design review and the quality of development control

10 'Business as Usual?' - Exploring the Design Response of UK Speculative Housebuilders to the Brownfield Development ChallengeIntroduction; The design debate around speculative housing development; The conventional approach to design and construction in speculative housebuilding; Responding to the challenge of brownfield development; Conclusion; 11 Physical-Financial Modelling as an Aid to Developers' Decision-Making; Introduction; Design quality and development viability; Visualisation and financial appraisal; Conclusion; 12 Design Champions - Fostering a Place-Making Culture and Capacity Introduction

| Sommario/riassunto | Urban design enables better places to be created for people and is thus seen in Urban Design in the Real Estate Development Process as a place-making activity, rather than the application of architectural aesthetics. Urban design policy can change the 'decision environment' of developers, financiers, designers and other actors in the real estate development process to make them take place-making more seriously. This book reports diverse international experience from Europe and North America on the role and significance of urban design in the real estate development process and explore |