



*Integrated Planning and Partnership Model
for Brownfield Regeneration*

Making the most of brownfield sites in the Baltic Sea Region

– lessons learned from the Baltic Urban Lab project

Maija Rusanen, Project Coordinator,
Union of the Baltic Cities Sustainable Cities Commission



Union of the Baltic Cities Sustainable Cities Commission

Working together to foster sustainable, smart and safe cities

Satelliitti



1991

Since

10

Countries

90

Cities

7

Commissions

Sustainable Cities

Commission's focus areas:

- Sustainability management
 - Local climate work
 - Water management (waste water, storm water)
 - Energy management and energy efficiency
 - Sustainable urban mobility
 - Integrated urban planning
 - Maritime policies
-
- UBC SCC operates since 1997
 - Is hosted by the City of Turku
 - International team of around 20 professionals

www.ubc-sustainable.net

UBC | UNION
OF THE BALTIC
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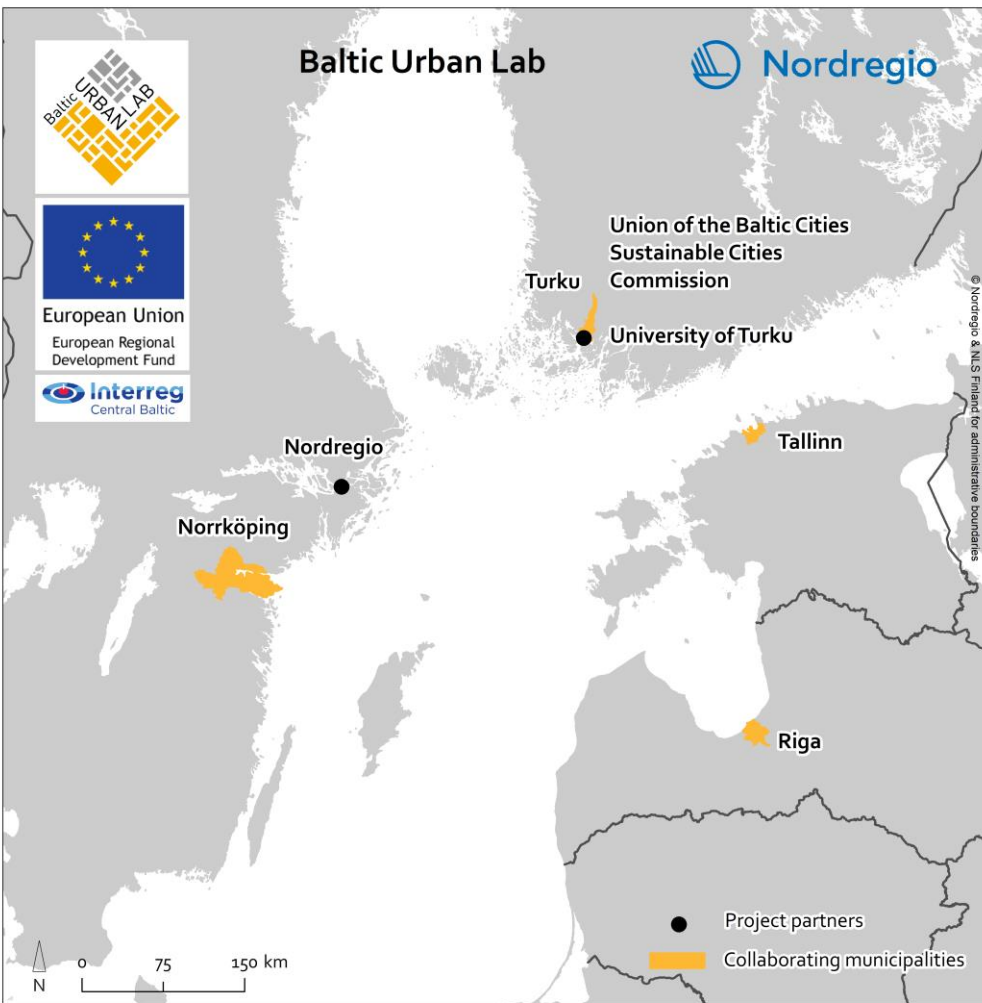
SUSTAINABLE CITIES
COMMISSION



*Designing models for brownfield development
with a public-private-people partnership approach*

Baltic Urban Lab Project

- ❖ Three year cooperation project funded by **Interreg Central Baltic Programme (2015-2018)**
- ❖ Aim: Develop and test **integrated planning and partnership models** for the development of **brownfield sites**
- ❖ **Four Brownfield Pilot Sites in Estonia, Finland, Sweden, Latvia**



Map by Eeva Turunen, Nordregio

Cities in our region share common challenges

- 
- The background image shows a group of about a dozen people standing in a large, open, paved area that appears to be a former industrial or contaminated site. In the background, there is a long, low wall or fence covered in graffiti. Several tall, thin metal towers or cranes are visible against a blue sky with scattered white clouds. The ground is paved, and there is some debris scattered around.
- fragmented land-ownership
 - the large amount of stakeholders involved
 - the lack of a common vision for development
 - technical, geological, legal and financial challenges of remediating contaminated land

Urban Planning Pyramid

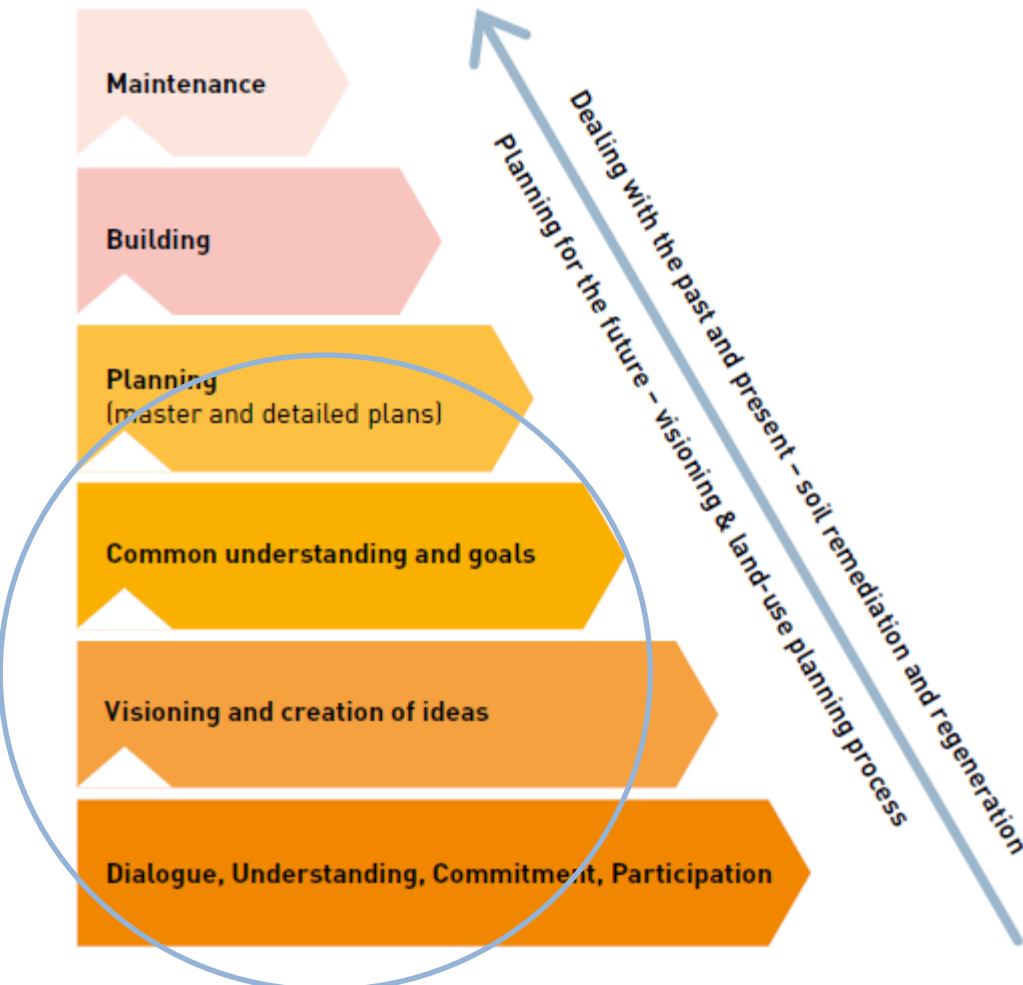


Figure 1. Urban planning pyramid

Source: Based and elaborated on City of Oulu, Detailed planning department (2013)

Close cooperation and partnerships between different actors from the beginning of the redevelopment process are **key to tackling challenges**.





Cooperation on different levels

Local level



National level

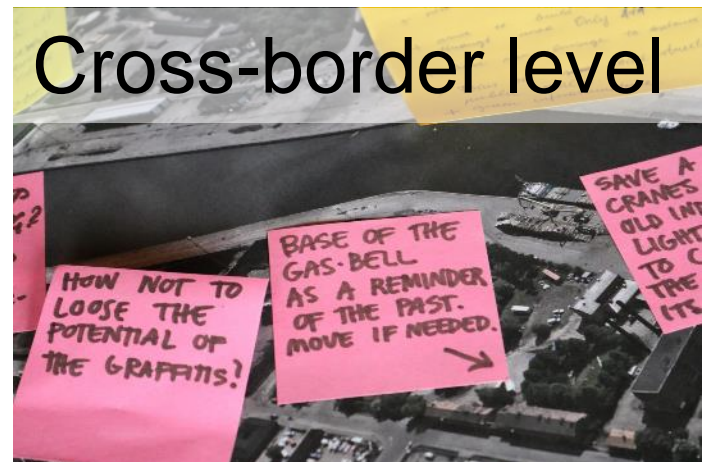


Planning Systems and Legislation

for Brownfield Development
in the Central Baltic Countries



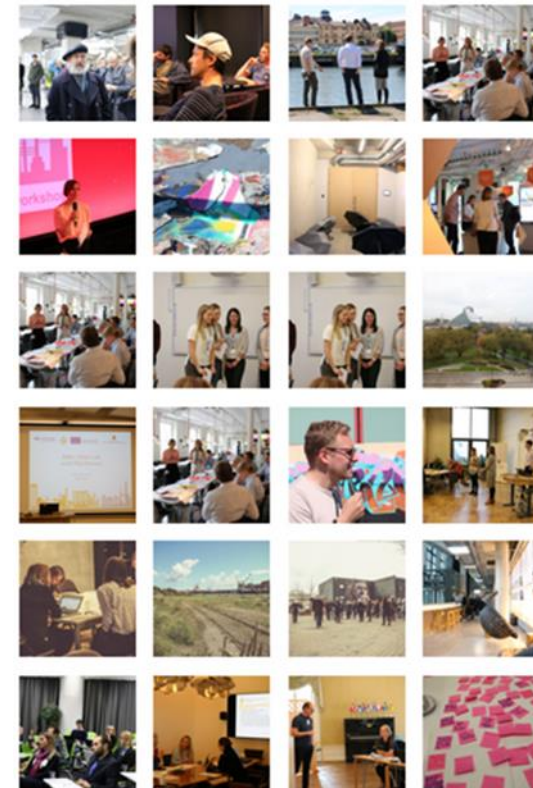
Cross-border level

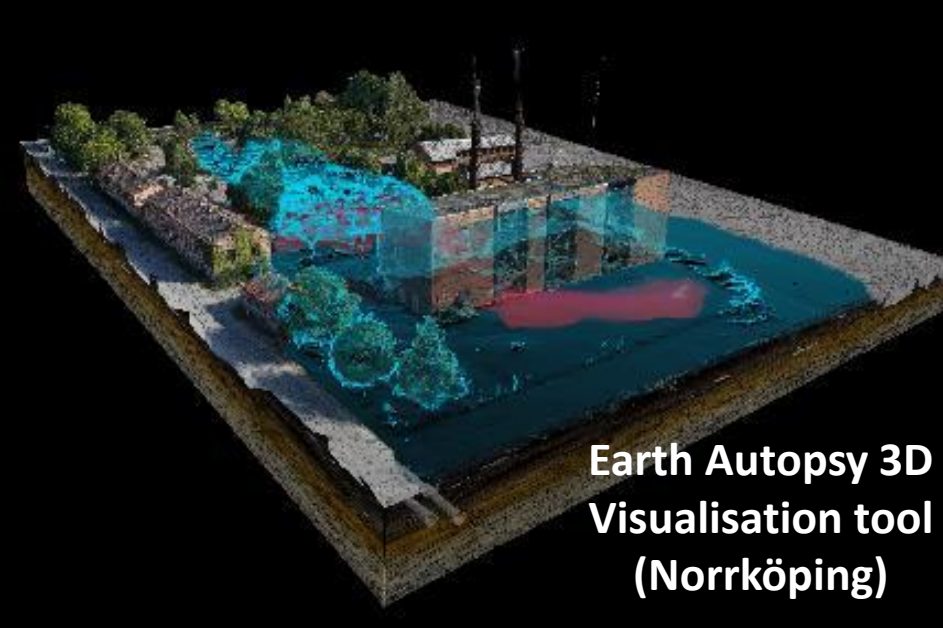




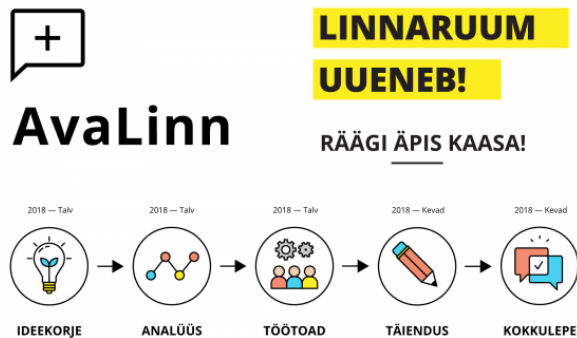
Exploring Public-Private-People partnerships- the 4P Approach in brownfield redevelopment

- Critique for Public-private partnerships for **lack of transparency** and **handover of planning and design to private developers**
- Adding the **4th P - people** & offering them **possibilities to participate**
- In Baltic Urban Lab, Norrköping, Turku, Tallinn & Riga **tested different 4P approaches** for planning their brownfields sites
- Result → **common vision & development plans** for brownfield sites developed in cooperation with citizens and other stakeholders





Novel & traditional methods combined



**AvaLinn
Urban
planning
app (Tallinn)**

Lae alla **TASUTA** rakendus:





Practical learnings from five set of methods...

1. Close collaboration with key stakeholders
2. Close collaboration with students
3. Digital tools for participation
4. Public activity in urban areas
5. Social media



... and different parts of the planning process

1. Information & idea gathering

- Smart phone applications
- Focus groups
- Seminars and workshops
- On-line web tools
- Visualization tools

2. Formulating visions & development plans

- Key stakeholder cooperation
- Processes with students
- Call for comments on the plans

3. Solving problems

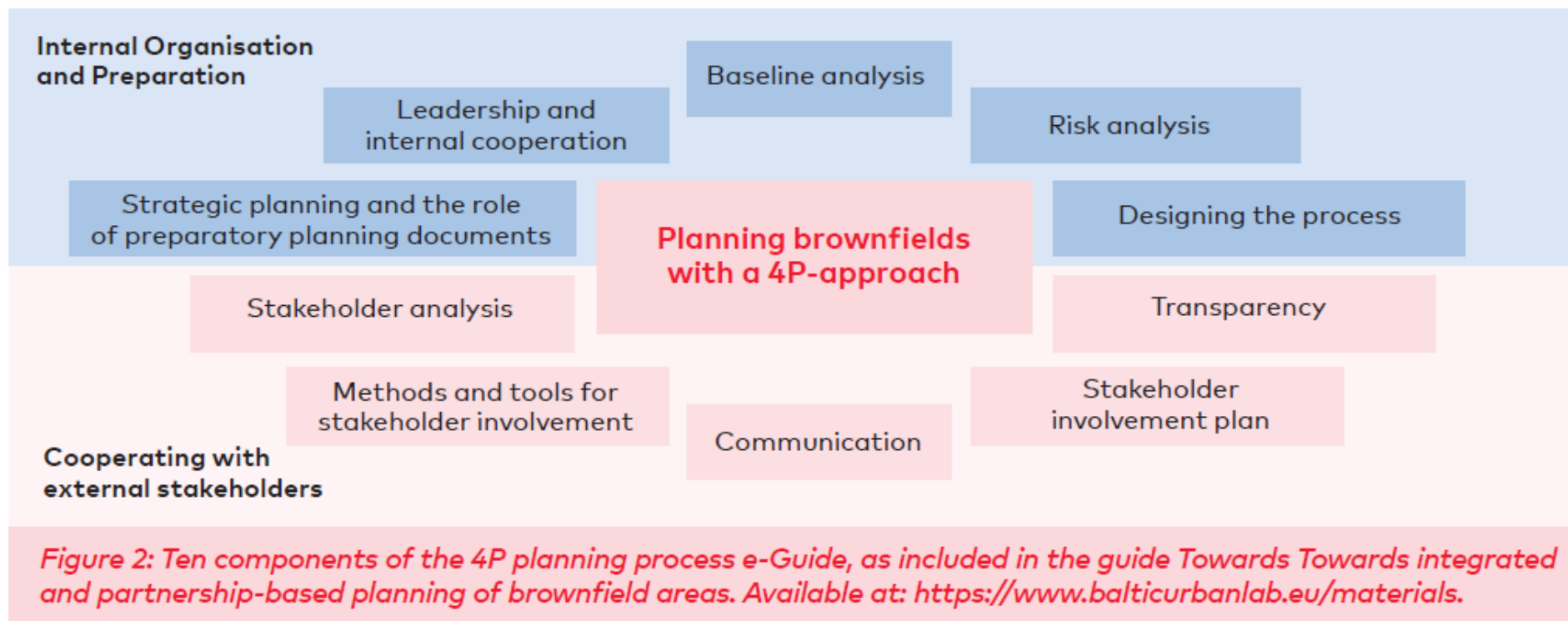
- Workshops on complicated issues (Traffic; Soil remediation)

4. Making place

- Events in situ
- Giving space to local associations
- Temporary solutions in place



10 components of 4P planning process





Get your guide!

Available in English,
Finnish, Estonian,
Latvian and Swedish
at balticurbanlab.eu



Towards

integrated and partnership-based planning of

brownfield areas

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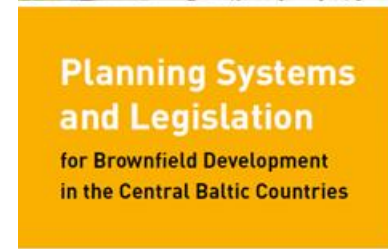
KEY RECOMMENDATIONS

- **The 4P approach** – cooperation from early on in the planning process & **variety of engagement methods**
- **Digital tools for citizen engagement & visualization** can make planning more equitable and transparent
- **Transparency & communication**



KEY RECOMMENDATIONS

- **Better integration of soil remediation** process in the overall **land-use planning process**
- **National level finance for soil remediation** & support for local cooperation as well as for **clarification of roles and responsibilities**.
- **European funding and support** provided for **European cooperation** between local authorities and experts in the field of **urban planning**.





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Thank you

Maija Rusanen

Project Coordinator

Union of the Baltic Cities Sustainable Cities Commission

maija.rusanen@turku.fi

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