BroadwayMalyan BM
Pride of Place:
Building Healthy
Communities.
Dinner B
Food
Danny Crump - Director or Urbanism

We are Broadway Malyan.

City urbanists
City architects
City place-makers

We create:

Integrated cities and places, unlocking lasting value...

Value:

Economic;

Social &

Environmental

We work at all scales:

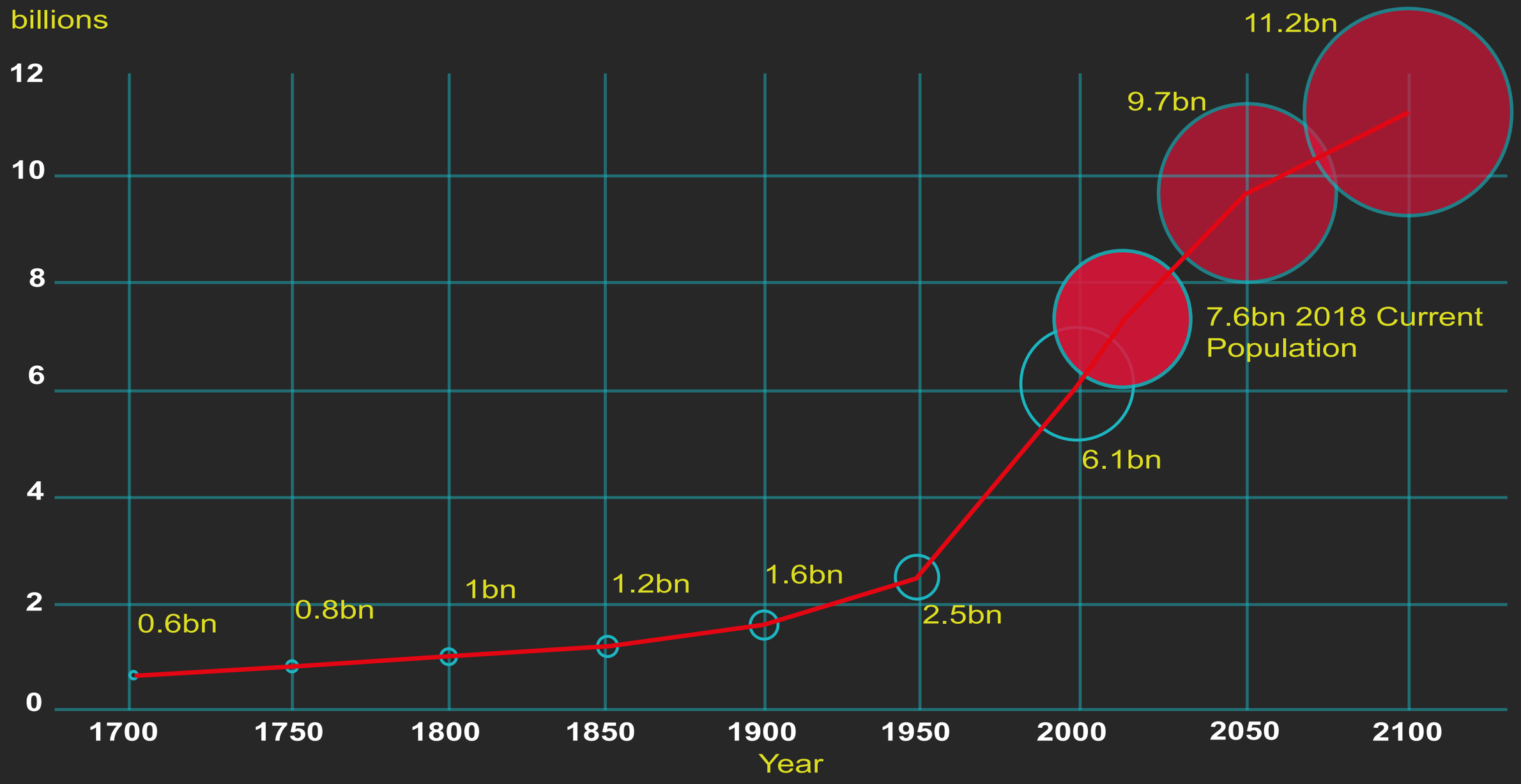
We work globally:

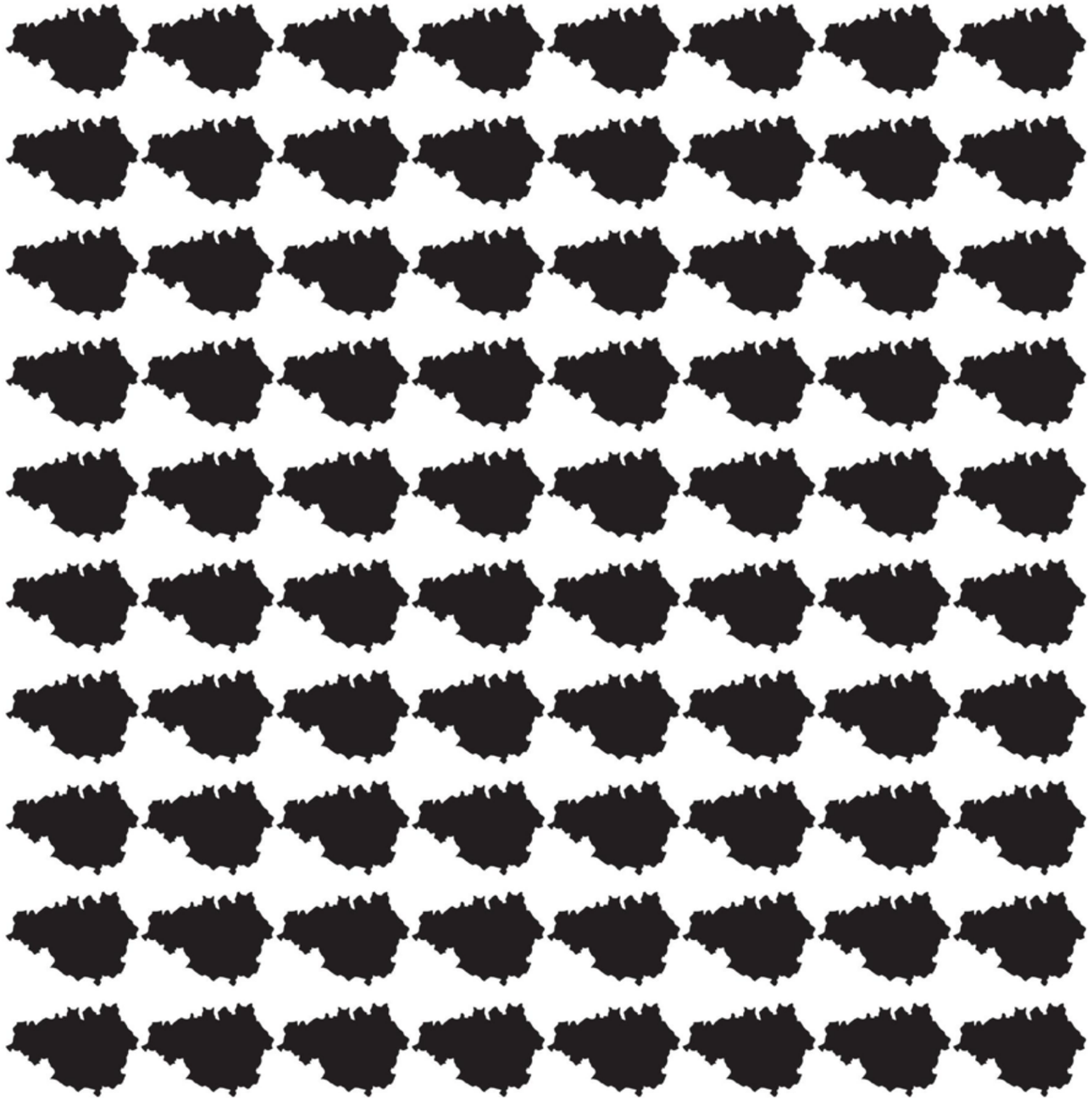
Albania
Angola
Argentina
Armenia
Australia
Azerbaijan
Bahrain
Bangladesh
Brazil
Canada
Cape Verde
Chile
China
Colombia
Denmark
Egypt
France
Germany
Ghana
Gibraltar
Hong Kong
India
Indonesia
Iraq
Italy
Kenya
Korea Republic (South)
Libya
Malaysia
Malta
Mauritius
Monaco
Morocco
Mozambique
Netherlands
Nigeria
Oman
Paraguay
Peru
Philippines
Poland
Portugal
Qatar
Romania
Russia
Saudi Arabia
Singapore
Spain
Tanzania
Thailand
Tunisia
Turkey
Ukraine
United Arab Emirates
United Kingdom
USA

City Futures.

Where Next.....

World population ‘to hit 9.7bn by 2050’





The world urban population in 2050 could grow by

2.1 Billion

The same as building Manchester

925 times

More People

More Old

More Young

More Homes

More Needs

More Urban

More transit, more infrastructure, more places, more of this everywhere….

By 2040 the population of Greater Manchester will exceed

3 Million

A further

200,000 homes will be needed & over

180,000 new jobs created

The Future is:

Less about power of nations; More about the power of Cities & Metro regions.

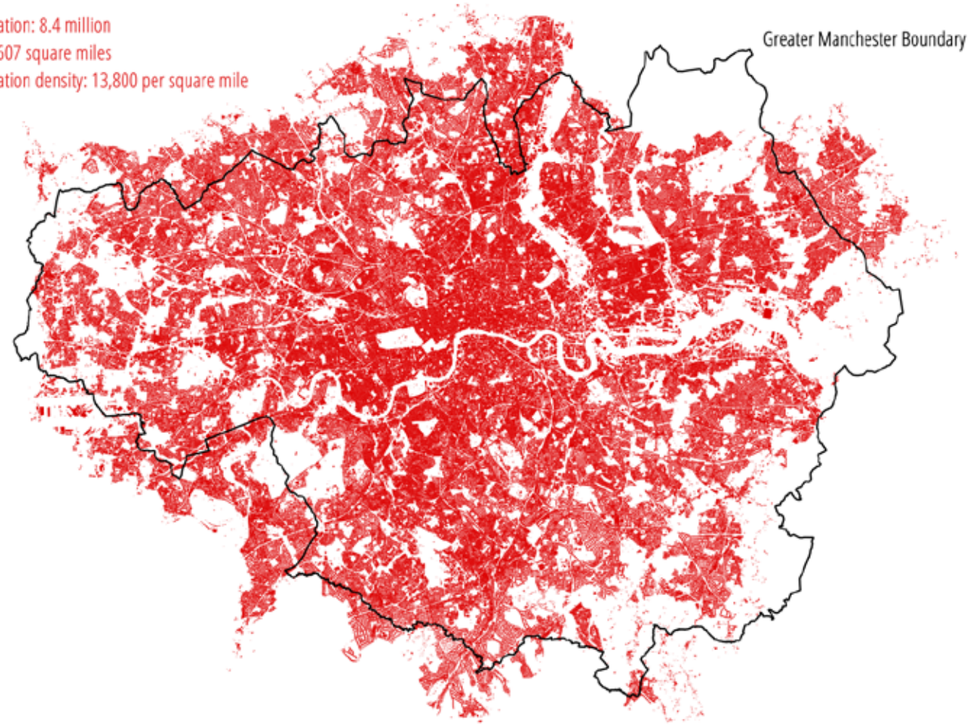
Competitive Metro Regions

Manchester: A Spacious Metropolis

Cities are mapped at the same scale

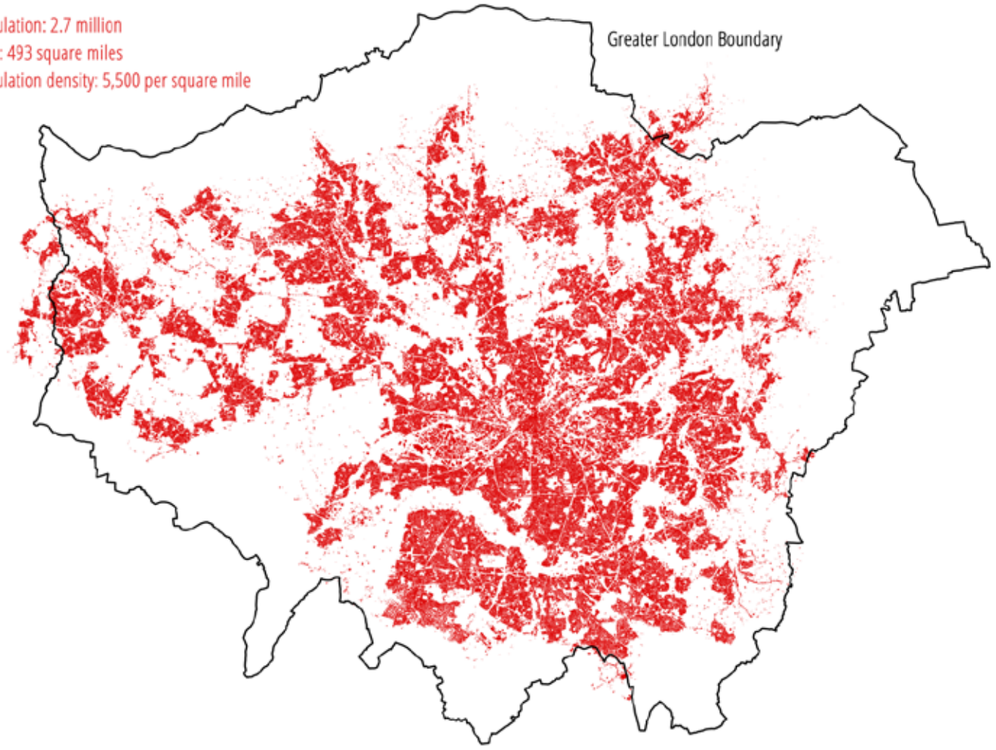
Greater London

Population: 8.4 million
Area: 607 square miles
Population density: 13,800 per square mile



Greater Manchester

Population: 2.7 million
Area: 493 square miles
Population density: 5,500 per square mile



10 miles

Competitive Cities

Evaluating Successful Places

pwc

Success Criteria for Great Cities

	Average correlation	Grand total	Intellectual capital and innovation	Health, safety and security	Ease of doing business	Technology readiness	Demographics and livability	Lifestyle assets	Economic clout	Transportation and infrastructure	Cost	Sustainability
Average correlation	55%	74%	70%	67%	61%	60%	57%	53%	50%	48%	43%	27%
Grand total	74%	100%	94%	91%	83%	81%	76%	71%	67%	65%	56%	32%
Intellectual capital and innovation	70%	94%	100%	87%	69%	81%	69%	63%	54%	60%	55%	36%
Health, safety and security	67%	91%	87%	100%	78%	65%	84%	46%	47%	46%	68%	30%
Ease of doing business	61%	83%	69%	78%	100%	69%	67%	51%	47%	37%	62%	6%
Technology readiness	60%	81%	81%	65%	69%	100%	43%	63%	52%	63%	35%	5%
Demographics and livability	57%	76%	69%	84%	67%	43%	100%	28%	27%	30%	67%	38%
Lifestyle assets	53%	71%	63%	46%	51%	63%	28%	100%	76%	62%	11%	9%
Economic clout	50%	67%	54%	47%	47%	52%	27%	76%	100%	68%	-5%	15%
Transportation and infrastructure	48%	65%	60%	46%	37%	63%	30%	62%	68%	100%	-6%	3%
Cost	43%	56%	55%	68%	62%	35%	67%	11%	-5%	-6%	100%	24%
Sustainability	27%	32%	36%	30%	6%	5%	38%	9%	15%	3%	24%	100%

The Future is about:

Power of Cities.
Cities working harder.
Making Cities better.

The Future is about people:

Quality time.
Quality connection.
Quality place.

Great places

- Place led
- Integrated placemaking
- Healthy streets
- Connected environments
- Urban smart
- Active and vital

Place Led

Context Driven, locally referenced and distinct.

Genius Loci – understand the context, establish a local narrative, define a sense of place

Anchor proposals into existing built/ lived environment

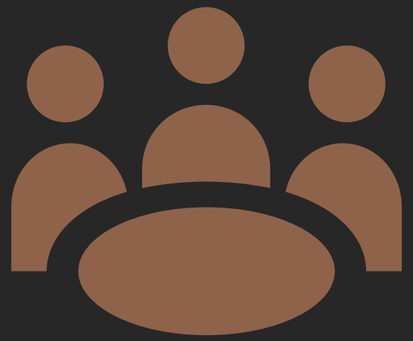
Community focus and
defined character –
strong sense of purpose

Distinct attractive and
appealing places

Integrated Placemaking

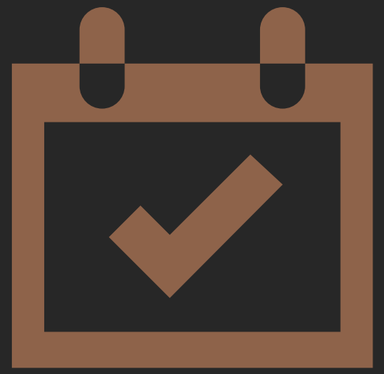
An collaborative approach to design.

To achieve highest quality of place:



Be truly collaborative

Deep understanding of issues and opportunities



Deliverability – aspirations and performance

Healthy Streets

Safer, easier and appealing environments,
encouraging physical and mental wellbeing.

1 in 6

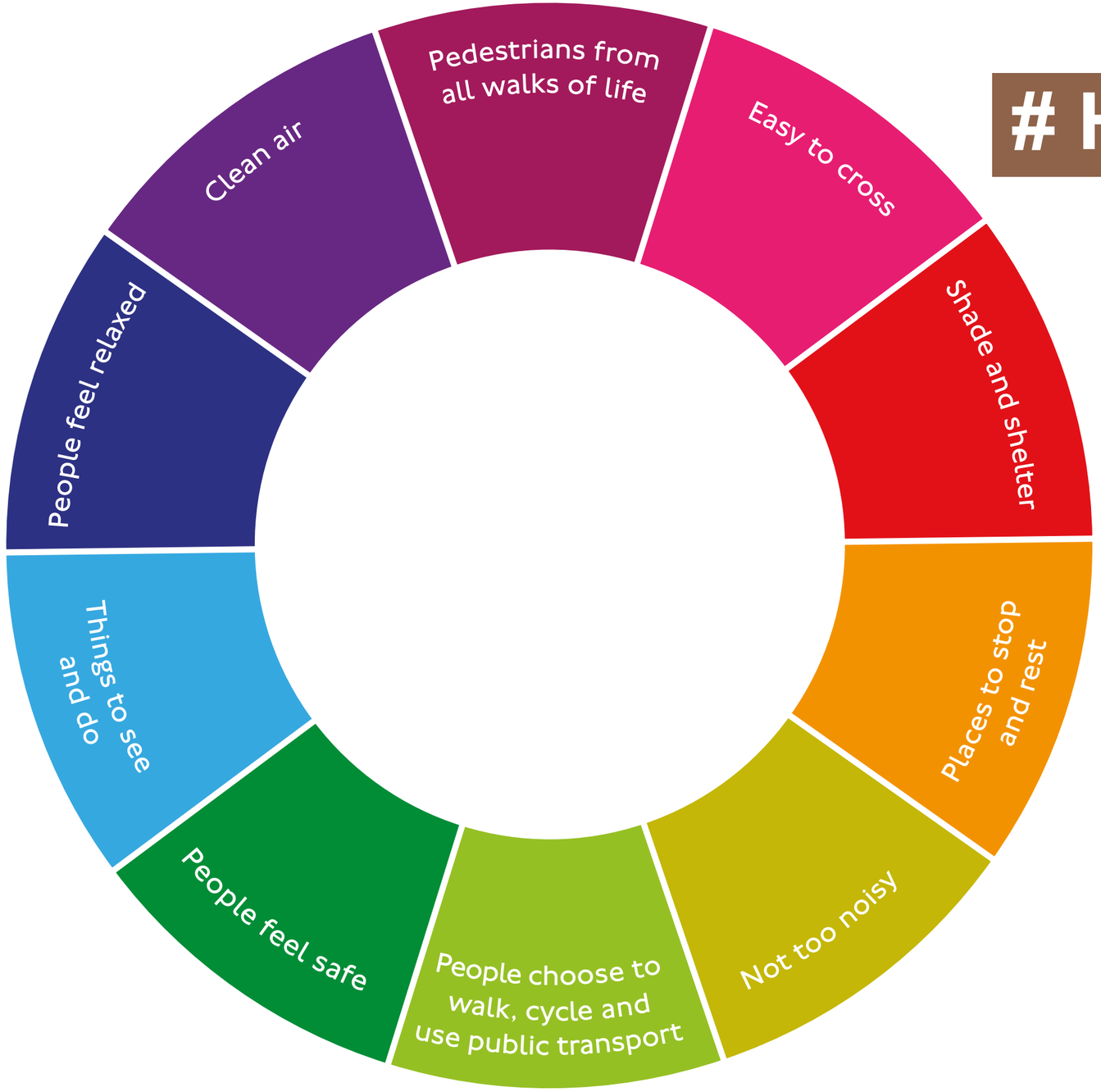
1 in 6 Londoners don’t leave the house on any given day

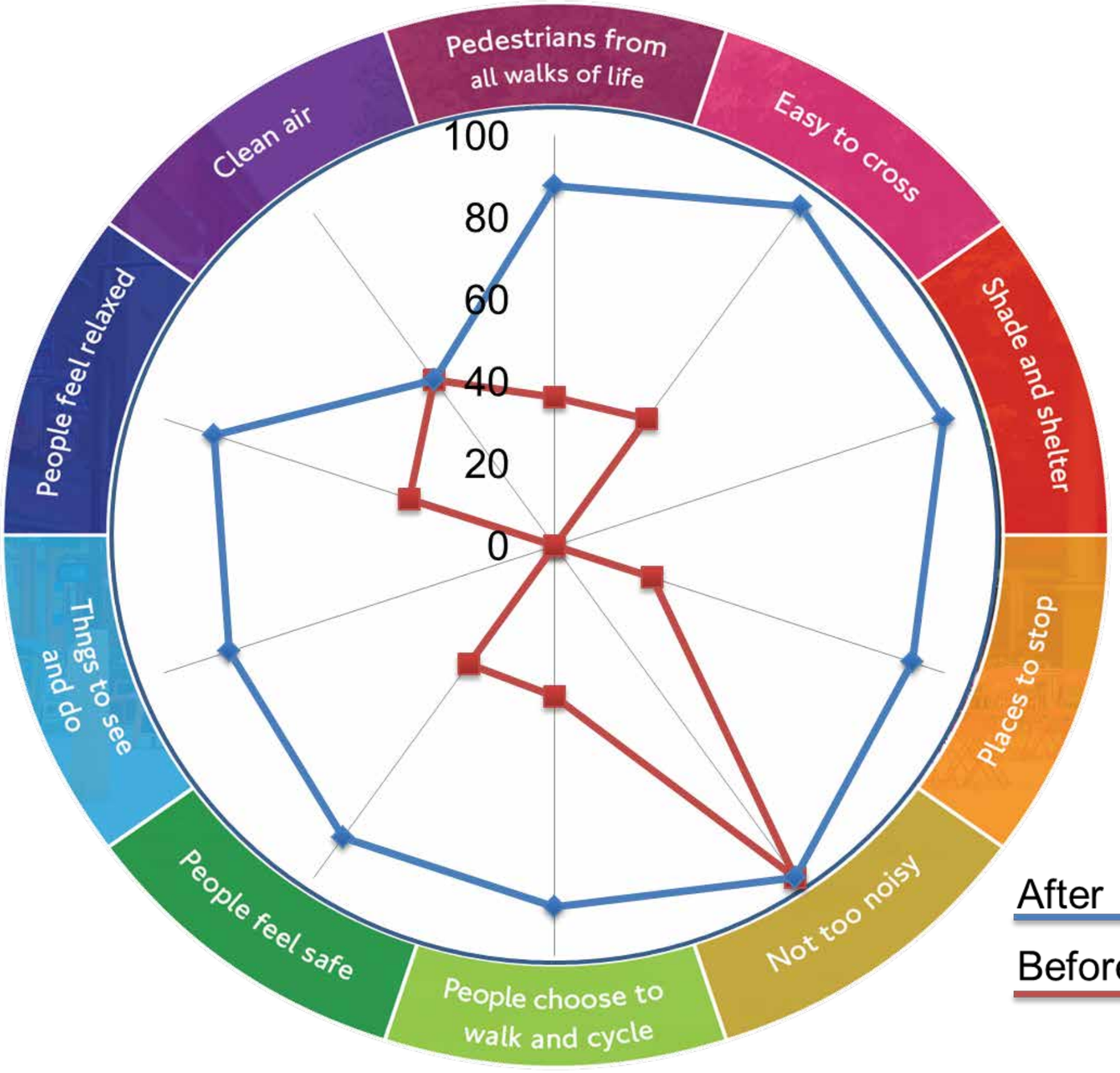
8 in 10

8 in 10 children not meeting minimum activity requirements

Source: Healthy Streets for London - TFL

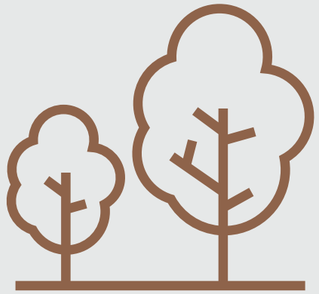
Healthy Street Checklist



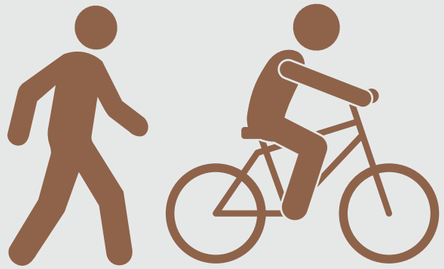

Pedestrians from all walks of life
Easy to cross
Shade and shelter
Places to stop
Not too noisy
People choose to walk and cycle
People feel safe
Things to see and do
People feel relaxed
Clean air
100
80
60
40
20
0
After
Before

Pedestrian First

Reconcile traffic and pedestrians / cyclists

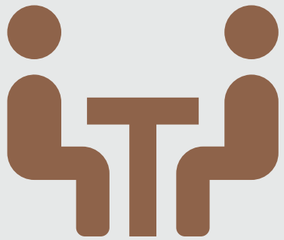


Provide increased & improved public realm



Space to be active – walking and cycling

Stimulate curiosity & encourage exploration



Opportunity for human interaction

Spaces for communities to connect

Save £1.7bn

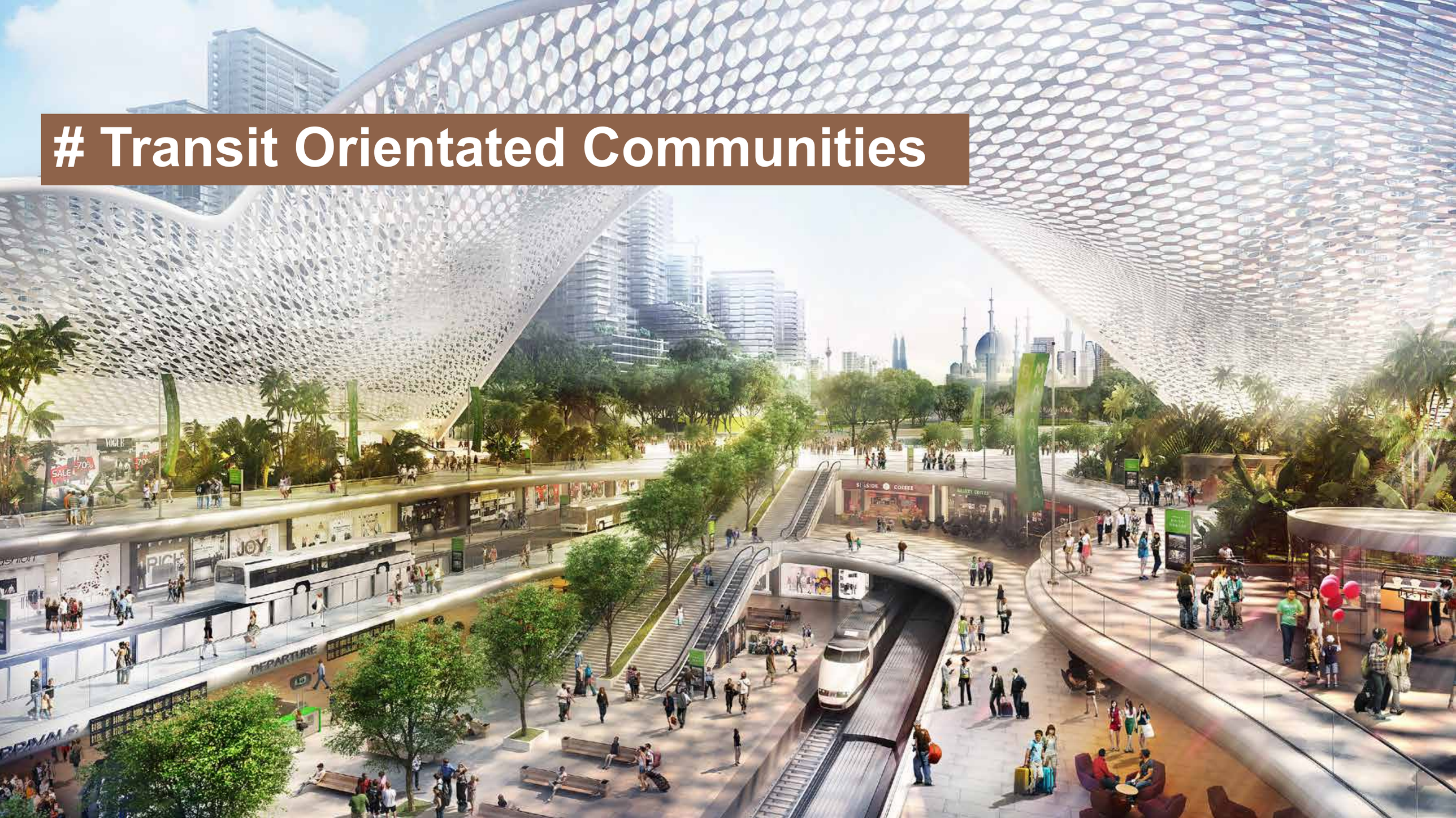
If all Londoners walked or cycled for 20 minutes a day, this would save £1.7bn in NHS treatment costs over 25 years

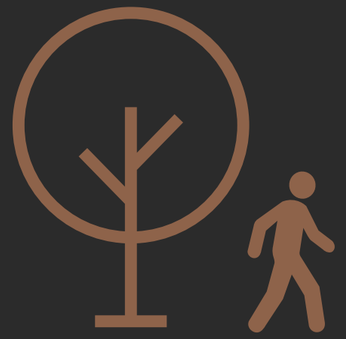
Type 2 diabetes	Depression	Hip fracture	Breast cancer
35-50%	20-30%	36-68%	20%
Coronary heart disease	Alzheimer's disease	Death	Colon cancer
20-35%	20-35%	20-35%	30-50%

Source: Healthy Streets for London - TFL

Connected environments
All development is Transit Orientated.

Not this anymore
Help-Link


Transit Orientated Communities
SALE
70%
JOY
DEPARTURE



High Quality pedestrian focused public realm

Optimised interchange between transport modes

150+ People per HA

Supporting increased destiny + of transit hubs & promotion of brownfield sites

Cascading social and economic benefits. Catalysts for regeneration

Source: UN Habitat recommendation for sustainable urban communities

Urban smart

Connecting Technology and Design to improve liveability.

Pedestrian friendly streets

Bus stops

Encourage electric car

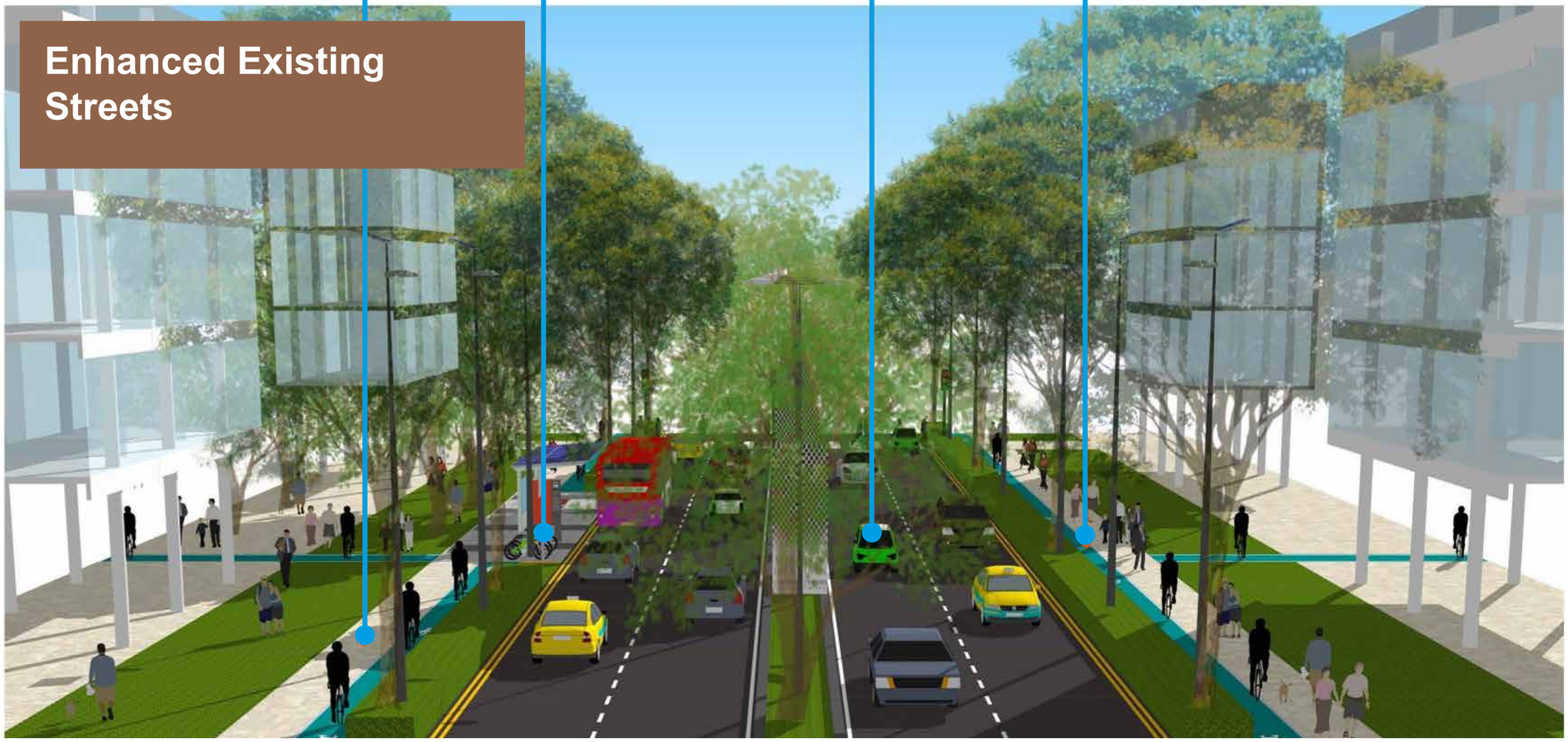
Dedicated cycle lanes

Reduce lanes widths.

Improve pedestrian environment.

Add green infrastructure.

Improved wayfinding.



Shuttle Bus stops converted to AV stops

Dedicated lanes for AV

Introduce Automated Vehicles.

Reduced congestion and smoother traffic flow.

Reduce private parking requirements in city core.

Increased Public Realm

Single lane carriageways

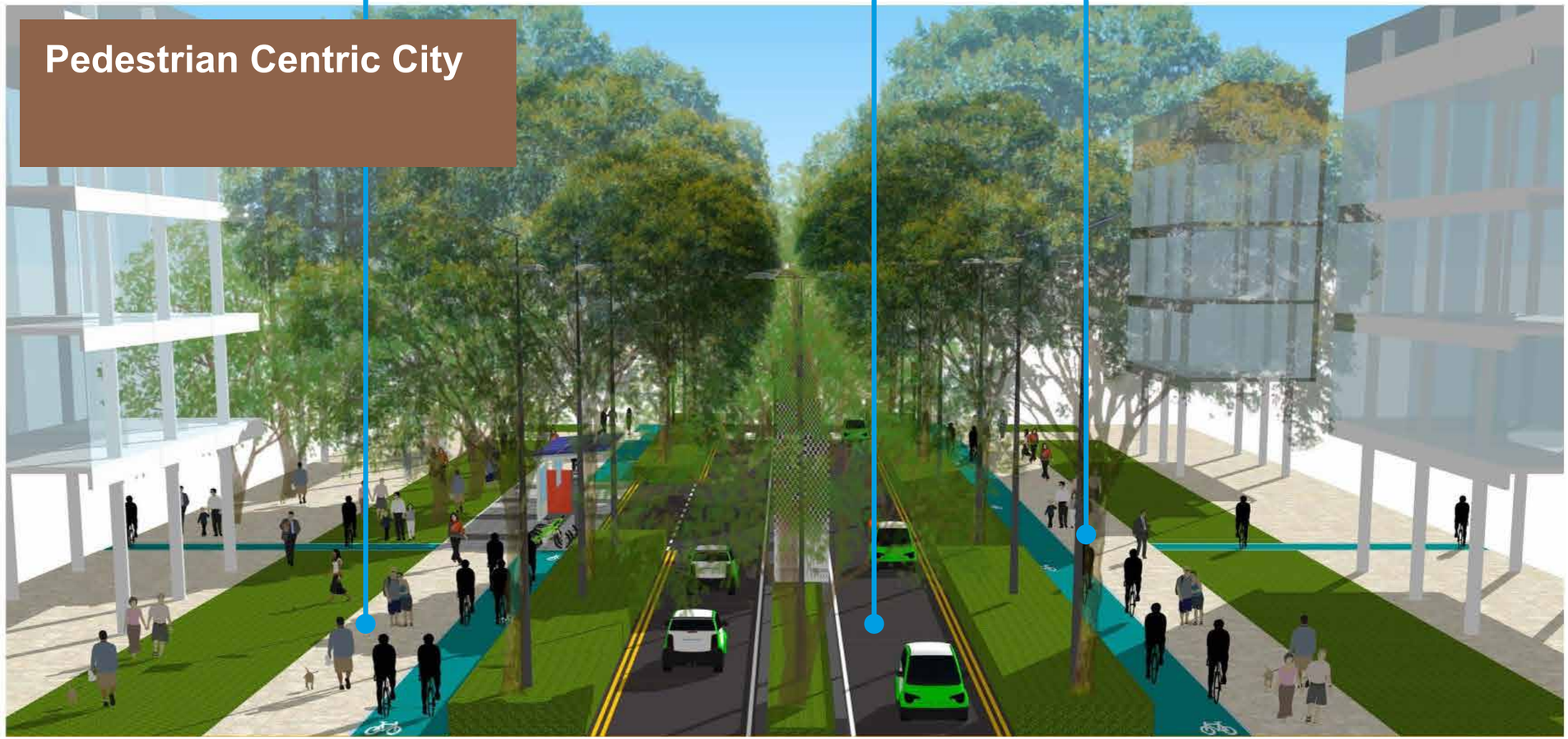
Further improved cycle facilities

Shared lane for AV and cars.

More space for pedestrians.

More space for commercial/Leisure/ retail activity.

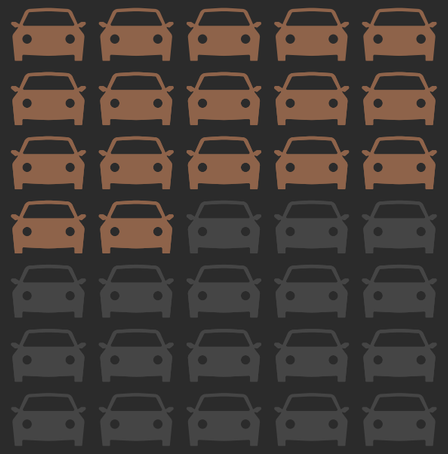
Further reduce parking requirements in city core.



1000 Ha

used by parking in Manchester

Introduction of AV to Manchester could generate:



50%

50+% reduction in city parking spaces

10k

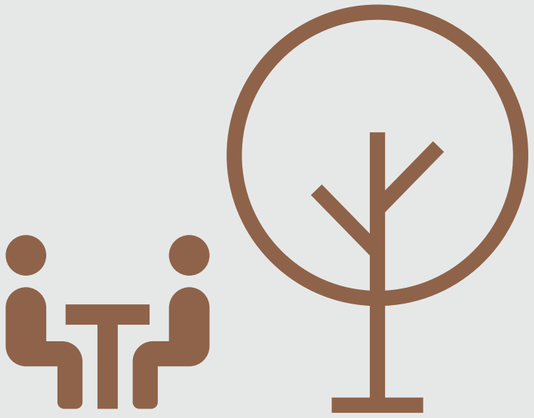
Potential for 10's of thousands of new homes + new city squares, parks and playgrounds in Manchester

Active and vital

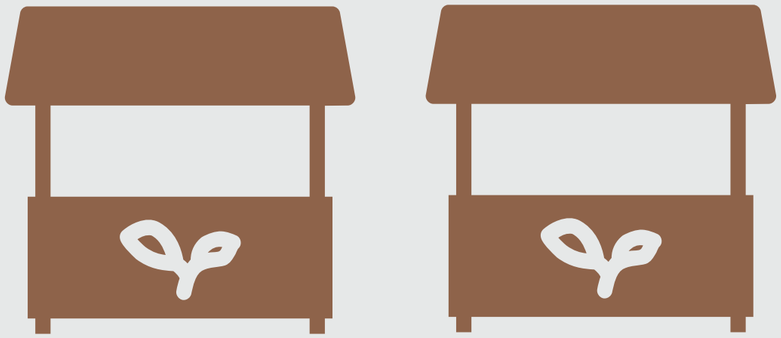
Economic and Social Capital.

Vibrant Community Spaces

Flexible Environments



Vibrant spaces for users to experience face to face interaction



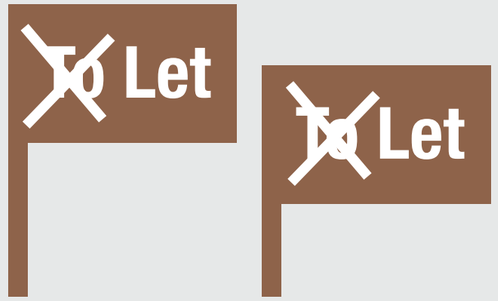
Adaptable, ‘with purpose’ spaces for community use

Public Realm to support mixed-use regeneration with retail, social and health infrastructure incorporated

+40%

increase in footfall

-17%



reduction in empty units

+60%

increase in spend when walkable environments instigated

+30%

30% increase in property prices and rents

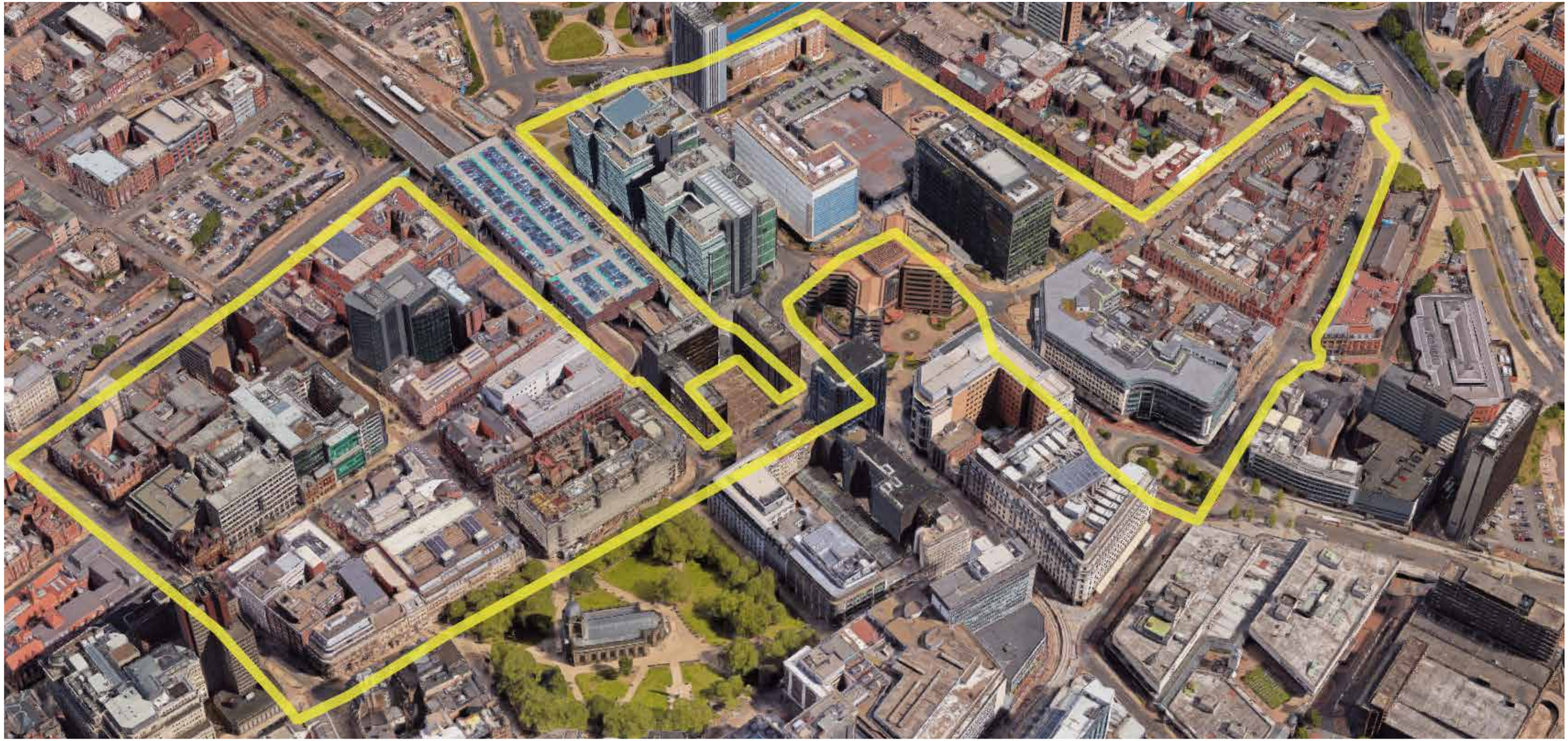
Source: UCL for TFL & Just Economic for Living Streets

Healthy Communities

- Place led
- Integrated placemaking
- Healthy streets
- Connected environments
- Urban smart
- Active and vital

Snow Hill Urban Realm Masterplan: An Urban Community

Snow Hill Urban Realm Masterplan: 4000 Residential units proposed

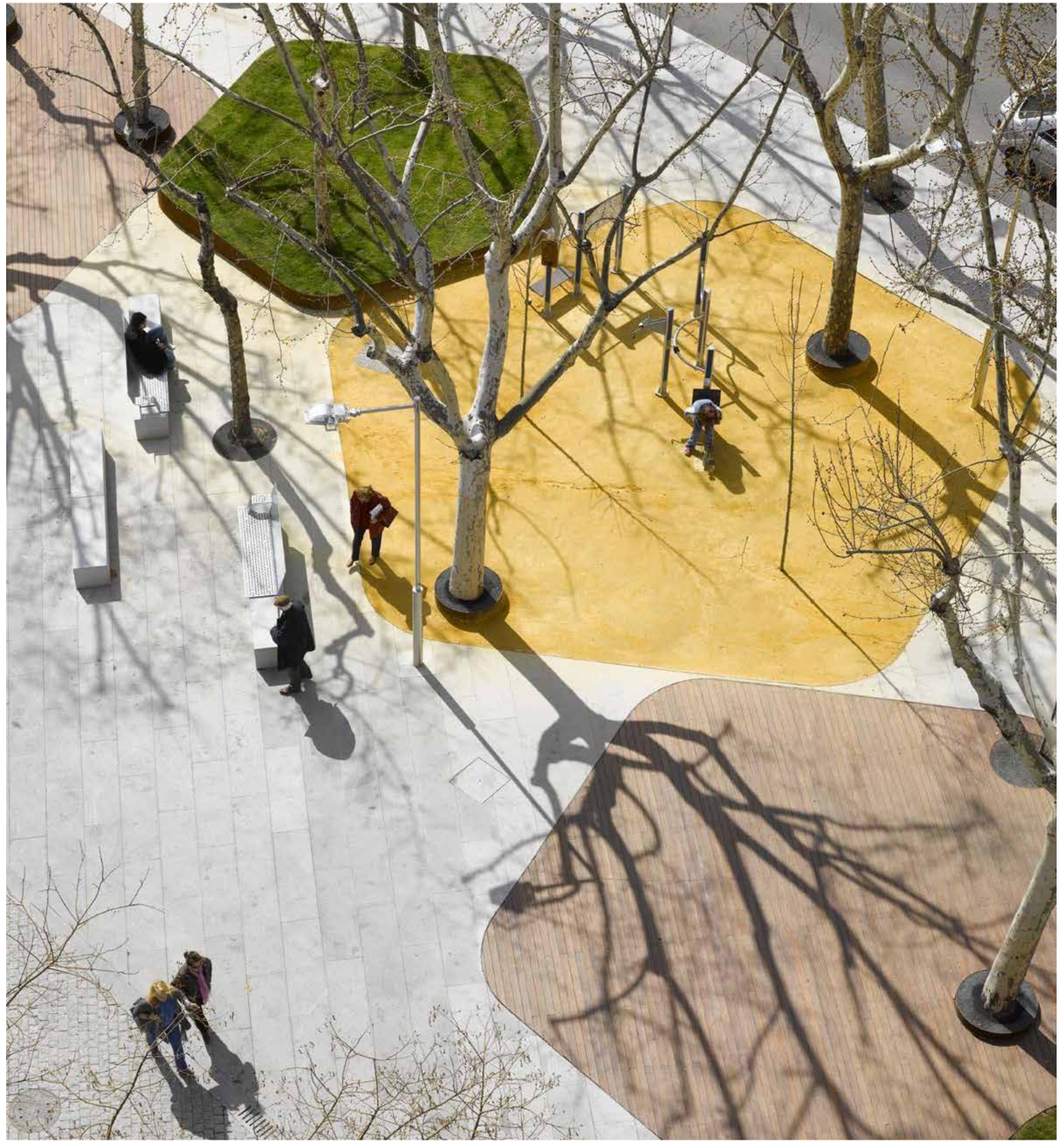


Snow Hill – The Brief

- Respond to changing urban lifestyles.
- Significant enhancements to public realm.
- Refined vehicle movements in the area.
- Enhanced public transport interchange.
- Add Value.
- Attract Inward Investment.

A Place Led Agenda

- A project about community.
- A project about streets.
- Streets = 80% of public space in our cities.
- Move away from vehicle focused to ‘pedestrian first’ streets.
- Creating a public realm that responds to the demands of a modern city.



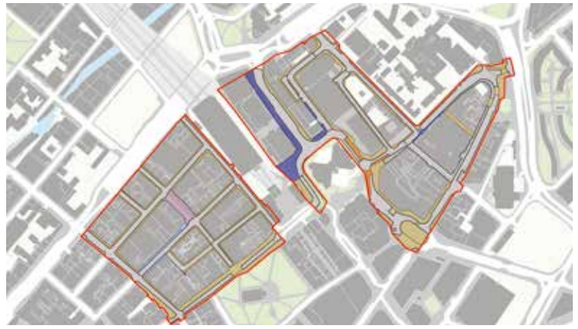
Spaces for a community...

- Walkable and safe.
- Accessible to everyone.
- Places to stop, gather & connect.
- Referencing local physical, cultural and social identities.
- Enhances local economic development.

and accommodate city traffic.

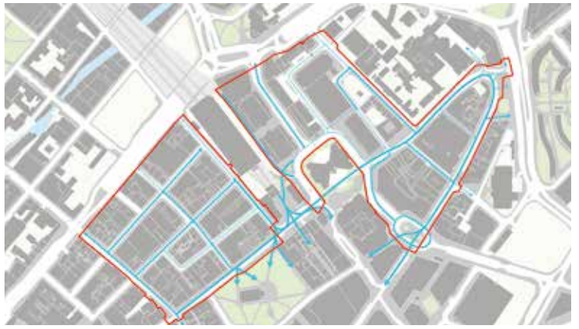
Understanding the Place

Street Width

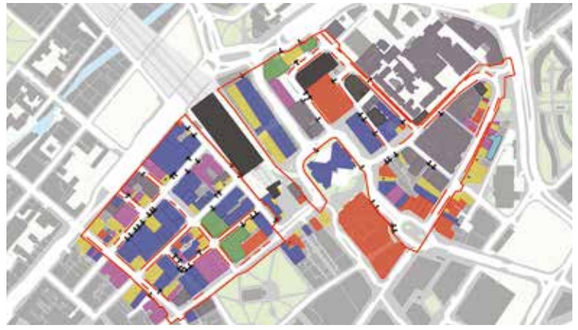


Street Surface Material

Green Infrastructure

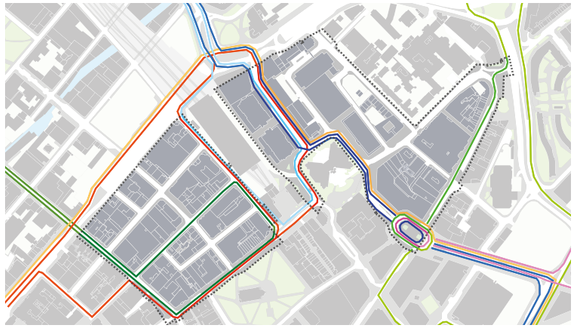


Pedestrian Movement

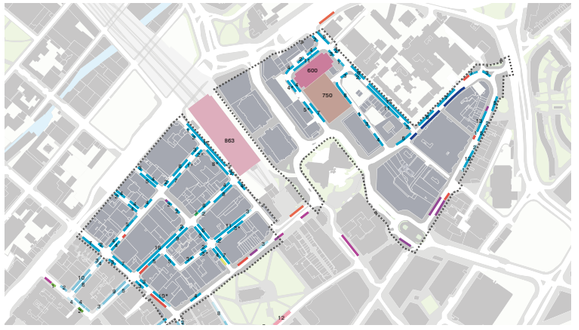


Street Use

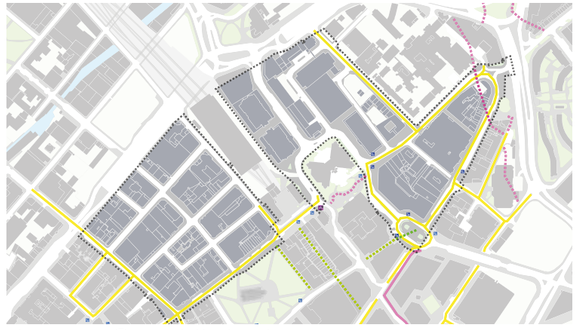
Footways



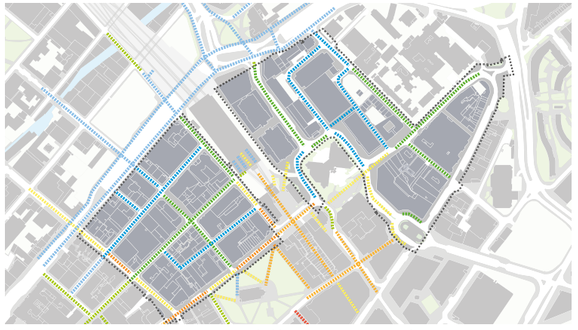
Bus and Sprint 3 Existing Bus Routes



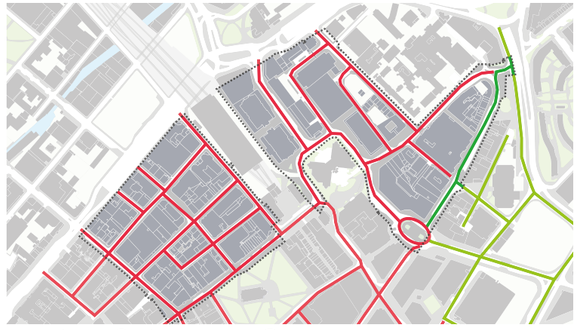
Parking



Bus and Sprint 2 Route



Pedestrian Movement 2 Movement



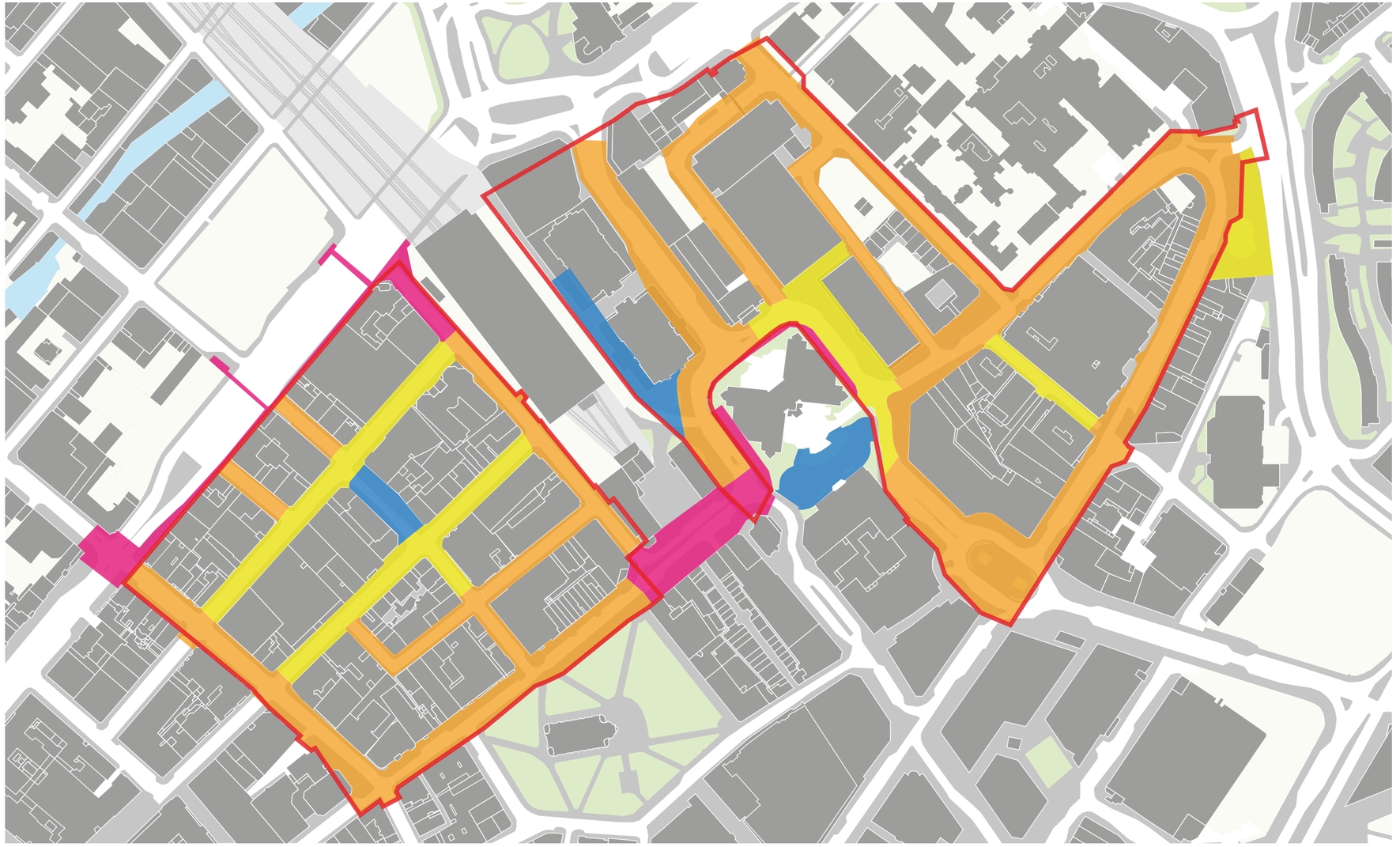
Existing & Proposed Speed Limits

Heritage

What we found

- Highways character dominant - pedestrians marginalised.
- Very limited ‘staying/stopping’ spaces.
- Traffic and parking dominates.
- Movement for cyclists poor.
- No commercial use of street.
- Devoid of Green Infrastructure.

How it made us feel: Emotive Heatmapping



Key:

- Feels unsafe/unpleasant/ physically difficult to access
- Can be uncomfortable/ feels safe away from conflict points
- Feels safe and comfortable
- Pleasurable, attractive environment
- High quality - space is a draw in itself

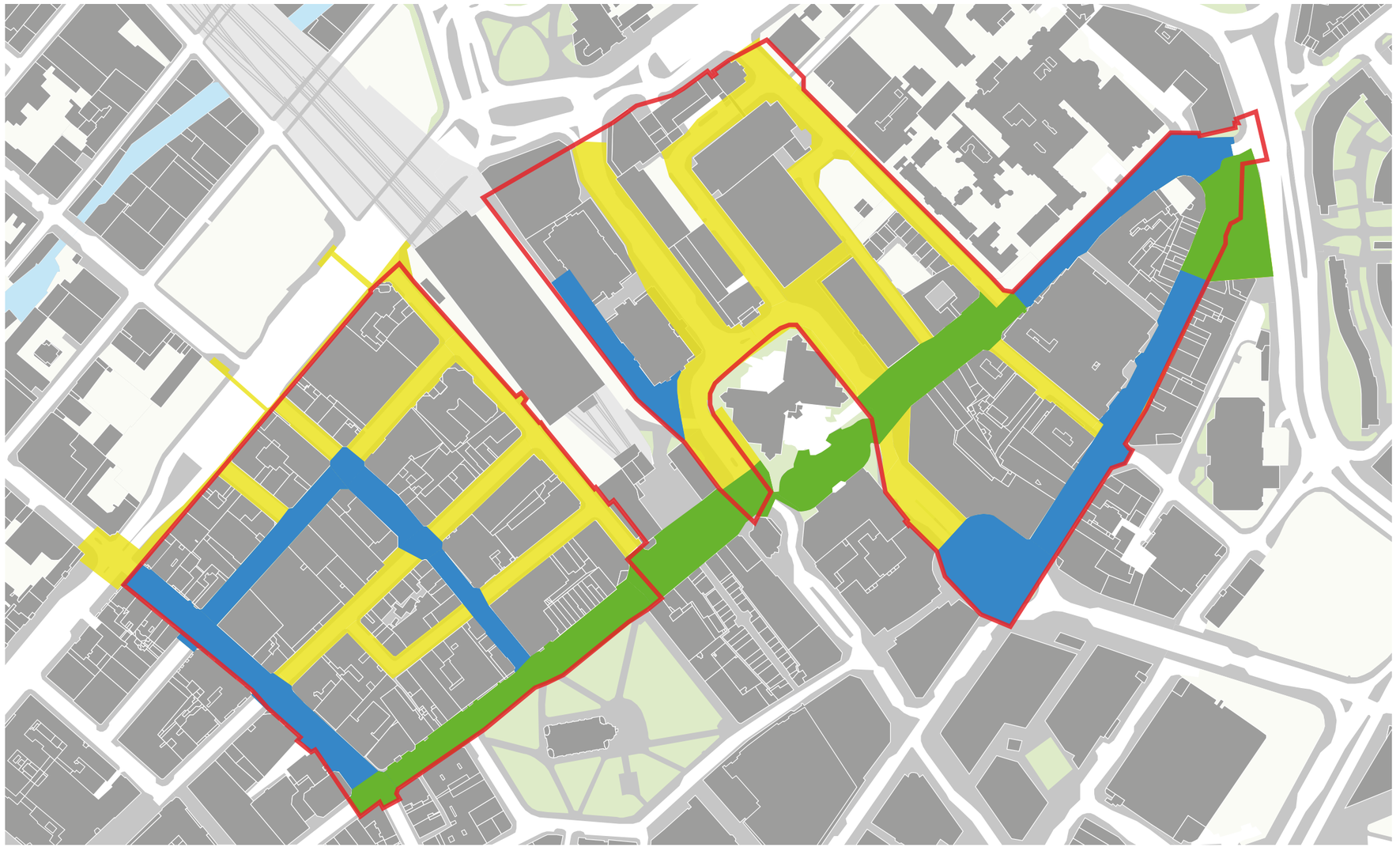
Findings:

Generally perception is of uncomfortable quality.

Areas of unsafe quality identified.

No areas of high quality identified.

How we see the future



Key:

- Feels safe and comfortable
- Pleasurable, attractive environment
- High quality - space is a draw in itself

Aims:

Ensure minimum safe and comfortable

Key spine is:

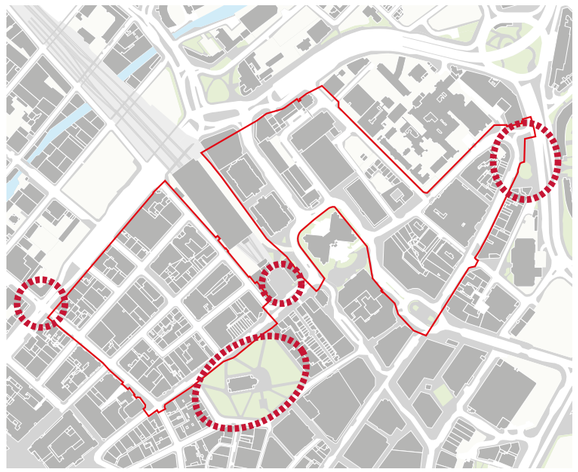
Minimum pleasurable/attractive

+50% High quality

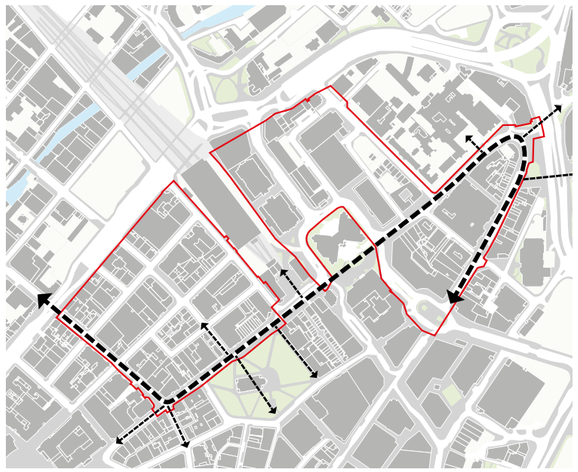
Design Goals

- A place for the community.
- Prioritise pedestrians.
- Introduce ‘staying/stopping’ spaces.
- Consider street usage and provide more space & comfort for pedestrians.
- Reduce on-street parking.
- Better movement for cyclists.
- Provide setting for commercial street use.
- Green every street.

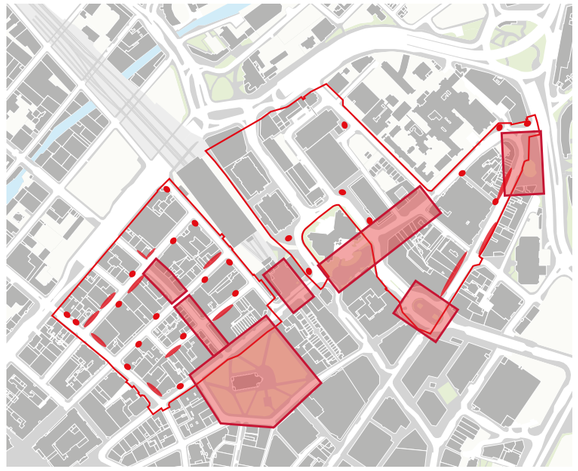
Collaborative Concepts



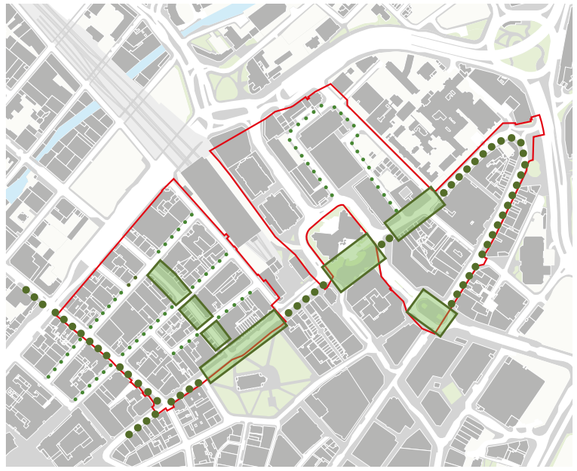
Gateways



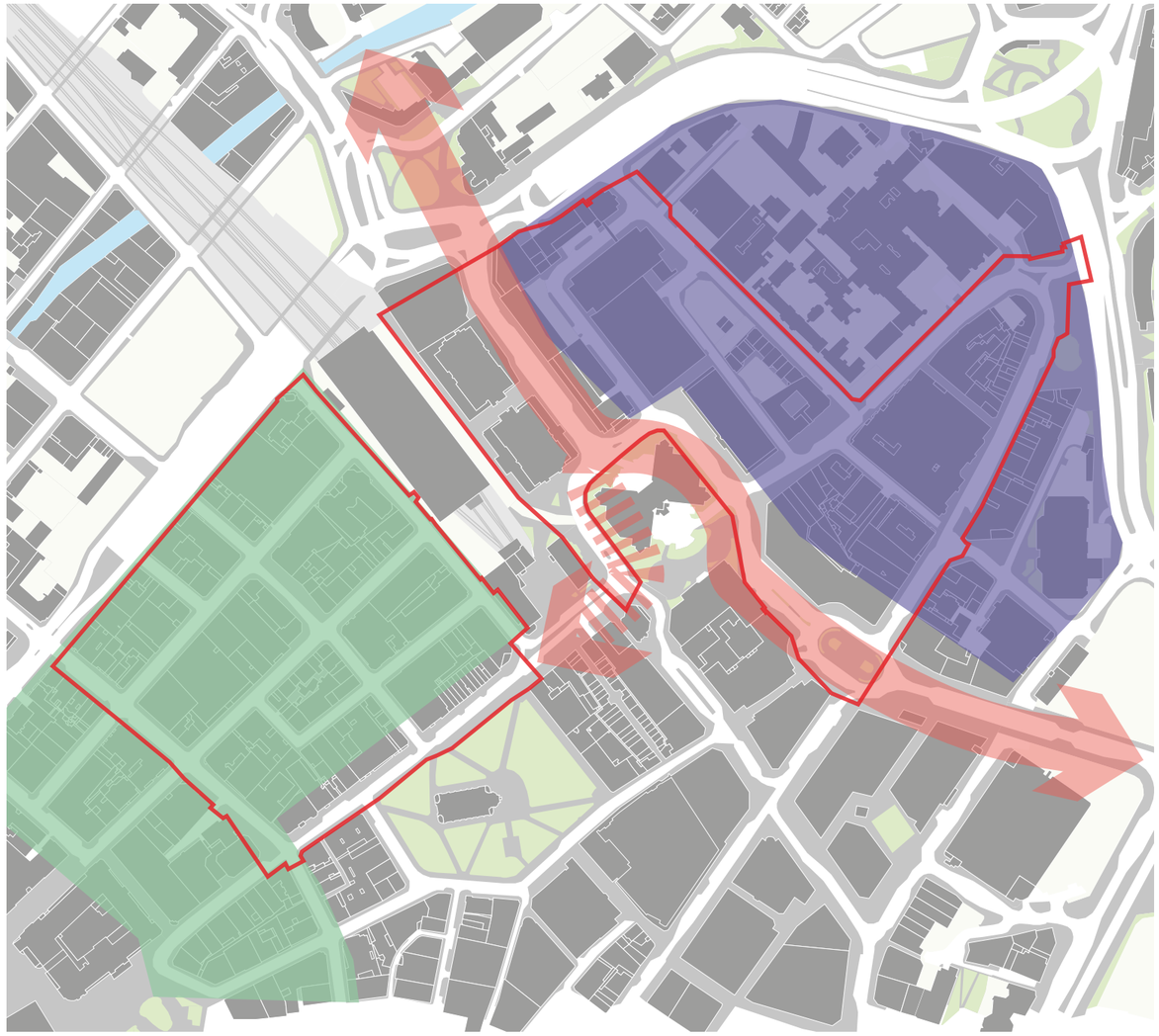
Key Pedestrian Movement



Pedestrian Stopping

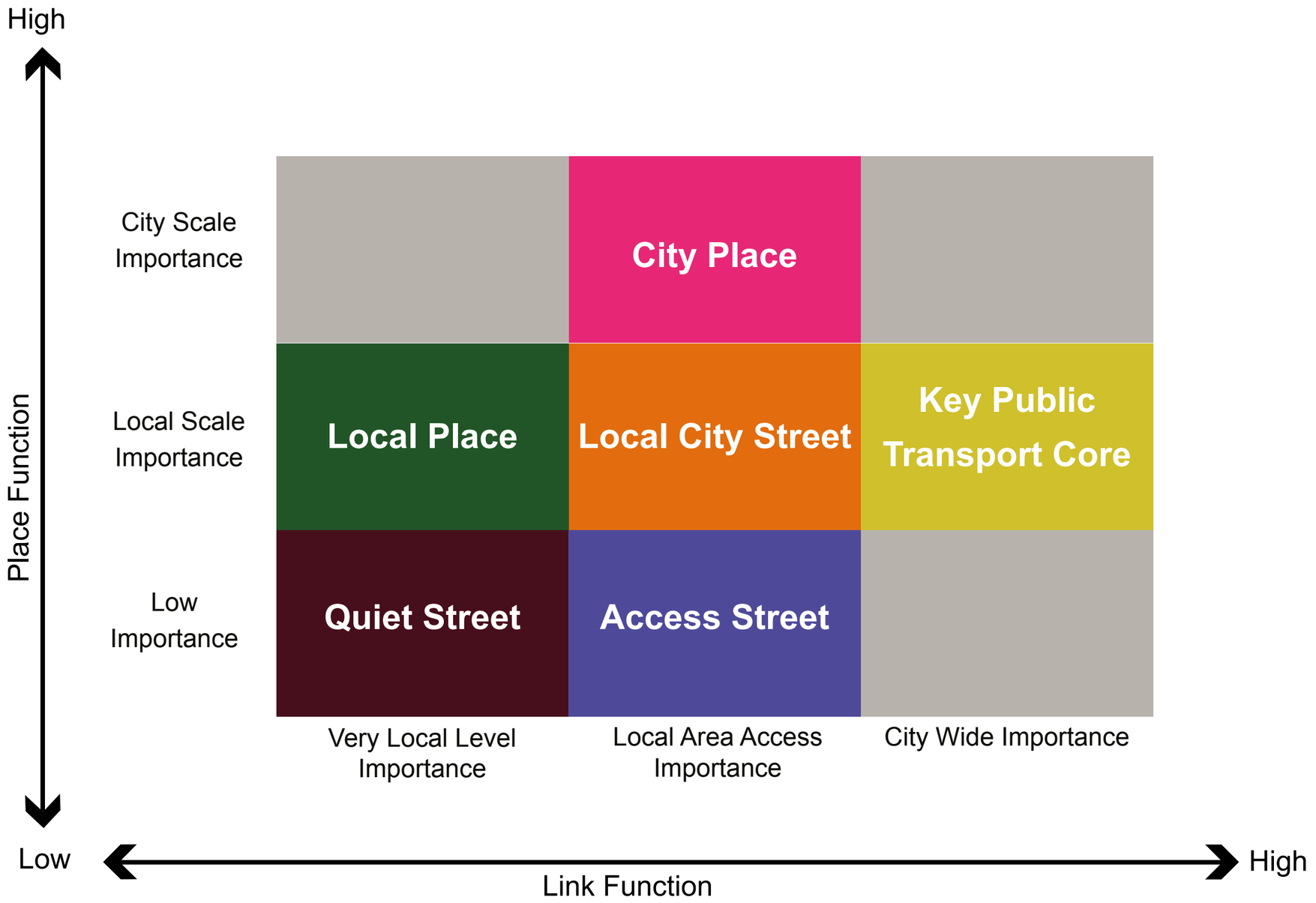


Green Infrastructure

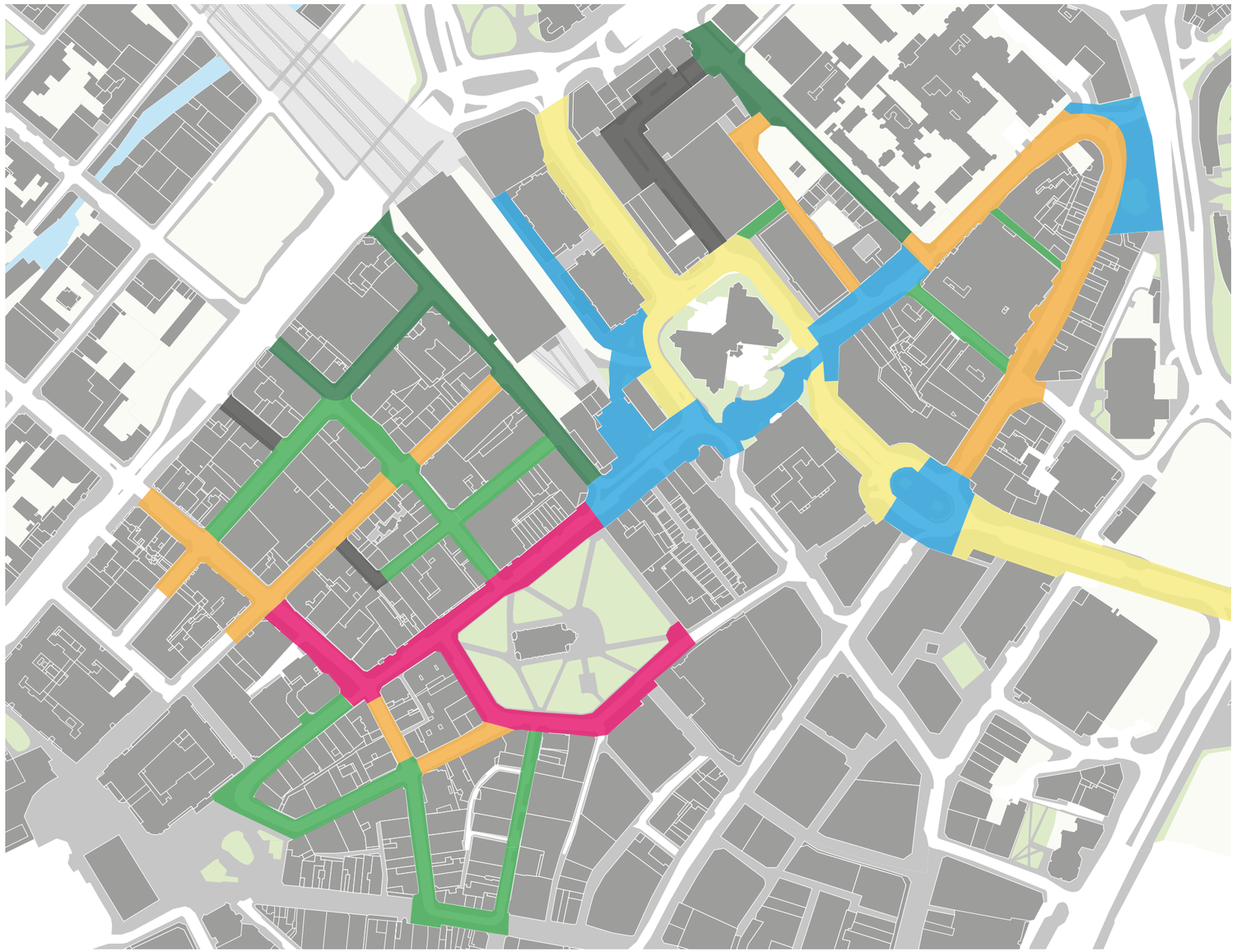


Traffic Management

Typologies: Role and Categorisation



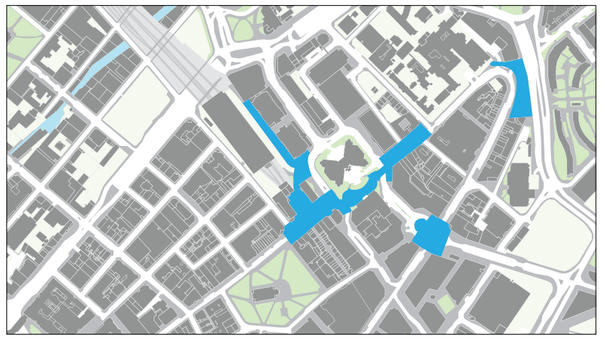
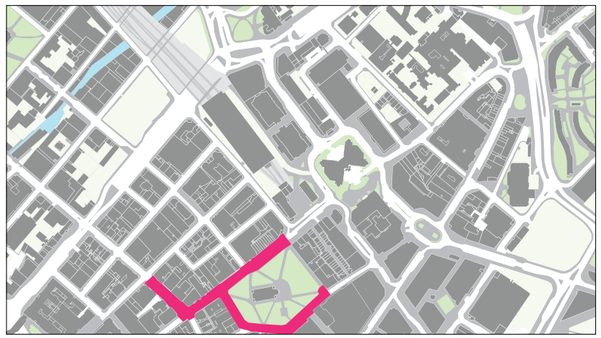
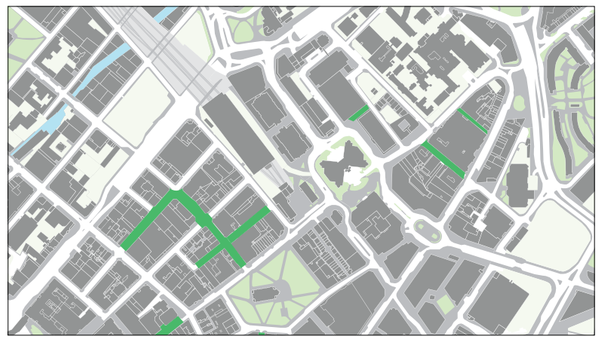
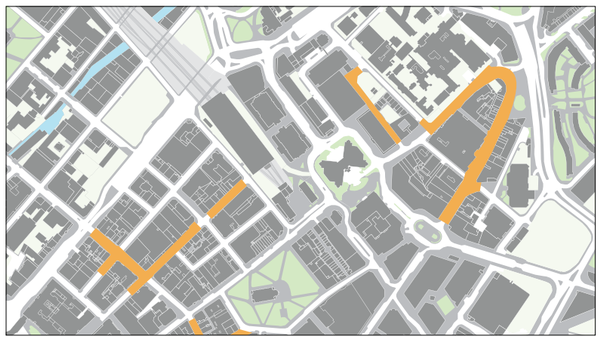
Typologies: Public Realm Structure and Hierarchy



Key:

- City Square
- City Place
- Local Place
- Local City Street
- Access Street
- Quiet Street
- Key Public Transit Core

Typologies: Brief and Character

Attributes

Place

- The space is delightful and has the highest quality public realm including features and activity that make it a city destination.

Link

- Key pedestrian and cycle hub within the city linking several through routes as well as being a destination to meet and gather.

Place

- Exemplar civic locations - unifying pattern/ materiality creates a single space

Link

- Key corridor for public transport.
- Key pedestrian and cycle links that are direct and good quality.

Place

- Pedestrian Priority Street is high quality, attractive, pleasant and comfortable to walk and cycle in, with wayfinding made easy.

Link

- Vehicle volumes and speeds are very low (10 to 20mph) limited and designed out by street activity.

Place

- Street use is carefully considered to ensure redistribution towards pedestrians.

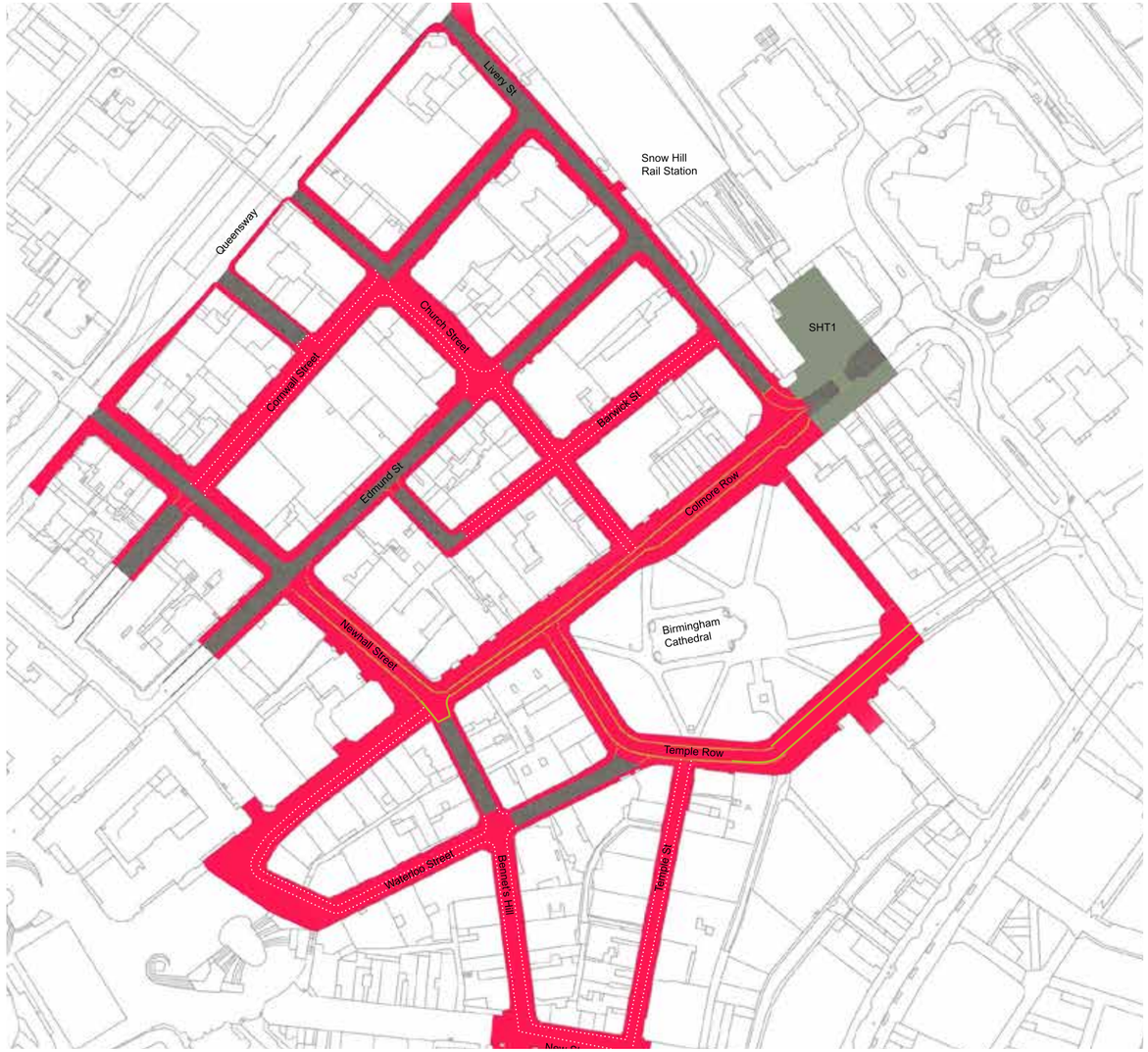
Link

- Private vehicle access is permitted at all times.
- Vehicle speeds are self-enforcing 20mph.

Highways Goals

- Two way = 6.0m (Bus – 6.5m)
- Level surface areas - segregated with corduroy & no formal segregation.
- Kerbed areas = kerbs 65 mm.
- Kerb lines set to reflect carriageway width - parking / planting / seating in paving zone.
- Decluttered - every piece of street furniture needs to be justified. ***If in doubt leave it out…***

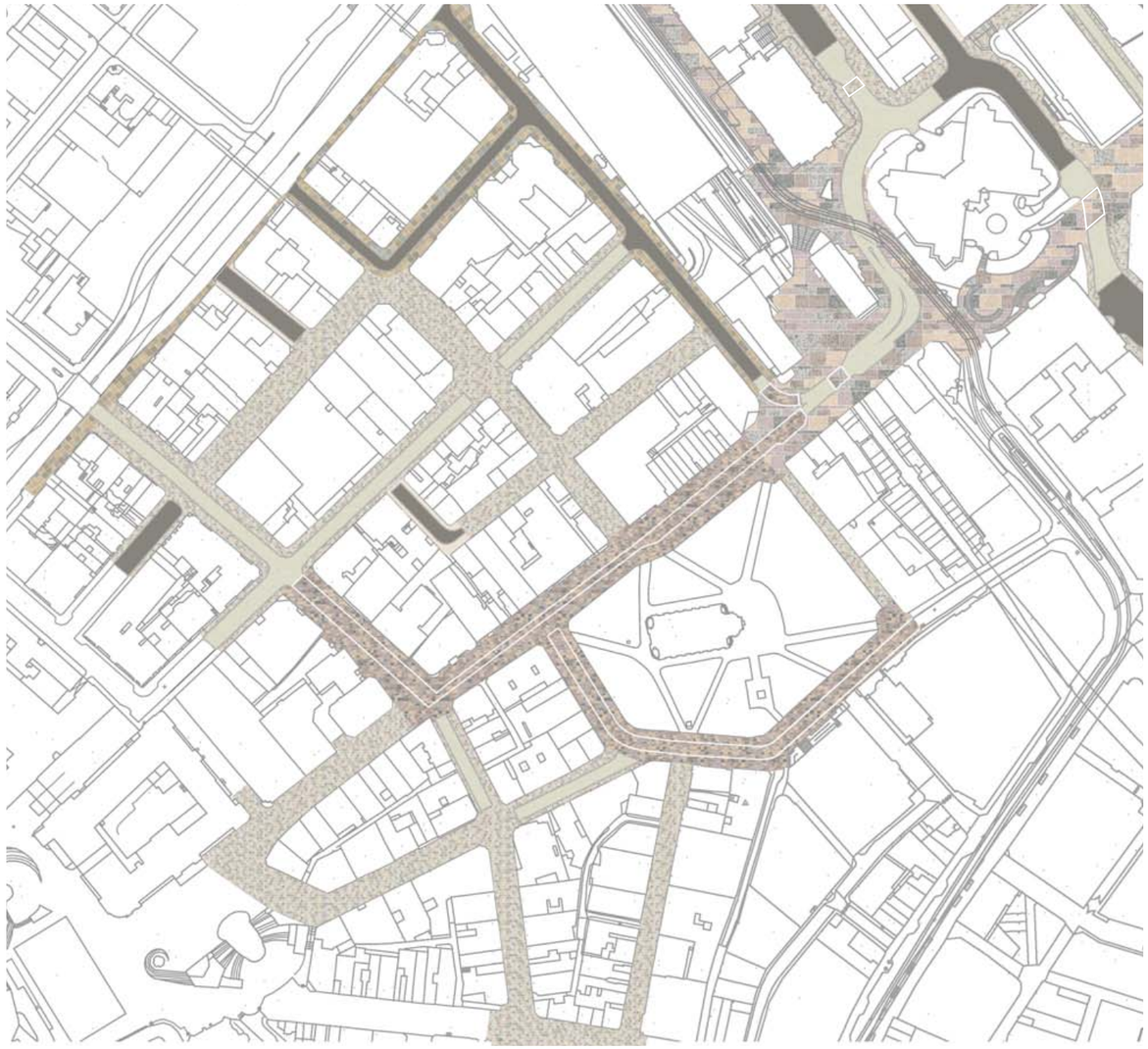
Process: Technical Parameters



Key:

- City Square - Pedestrian Priority
- City Place - Level with Segregation
- Local Place - Level Pedestrian Priority
- Local Street, Access Street and Quiet Street - 65mm Kerb

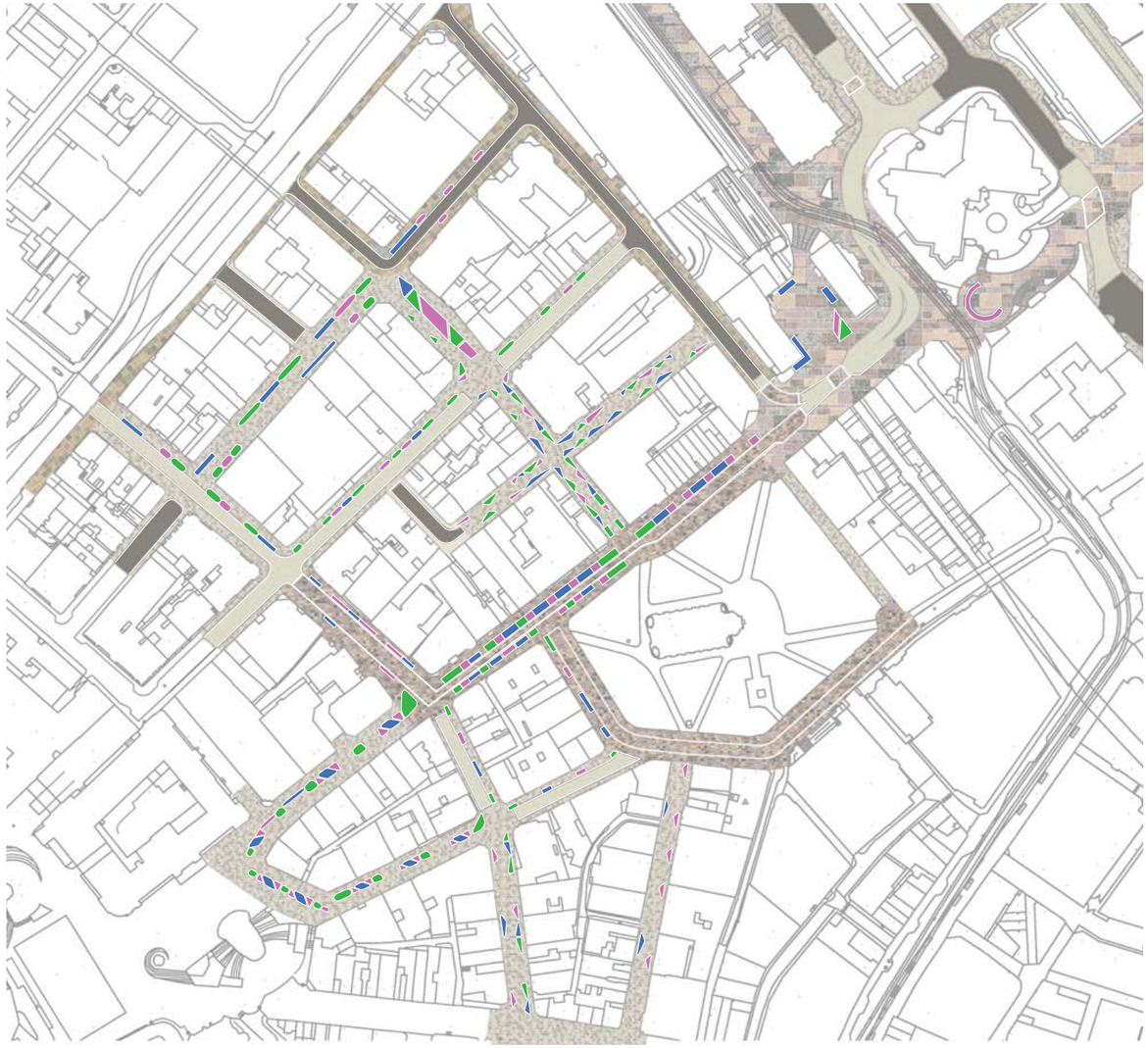
Process: Materiality



Key:

- City Square - Pedestrian Priority
- City Place - Level with Segregation
- Local Place - Level Pedestrian Priority
- Local City Street - 65mm kerb/high place
- Access Street - 65mm kerb/high link
- Quiet Street - 65mm kerb
- City Square/Local City Street - 65mm kerb with Buff Tarmac

Process: Street Scene Components



Key:

- City Seating/furniture
- City Greening
- Spill-out opportunity

Process: Proposed Primary GI

Key:

- Existing Trees
- Existing Vegetation
- Primary proposed trees

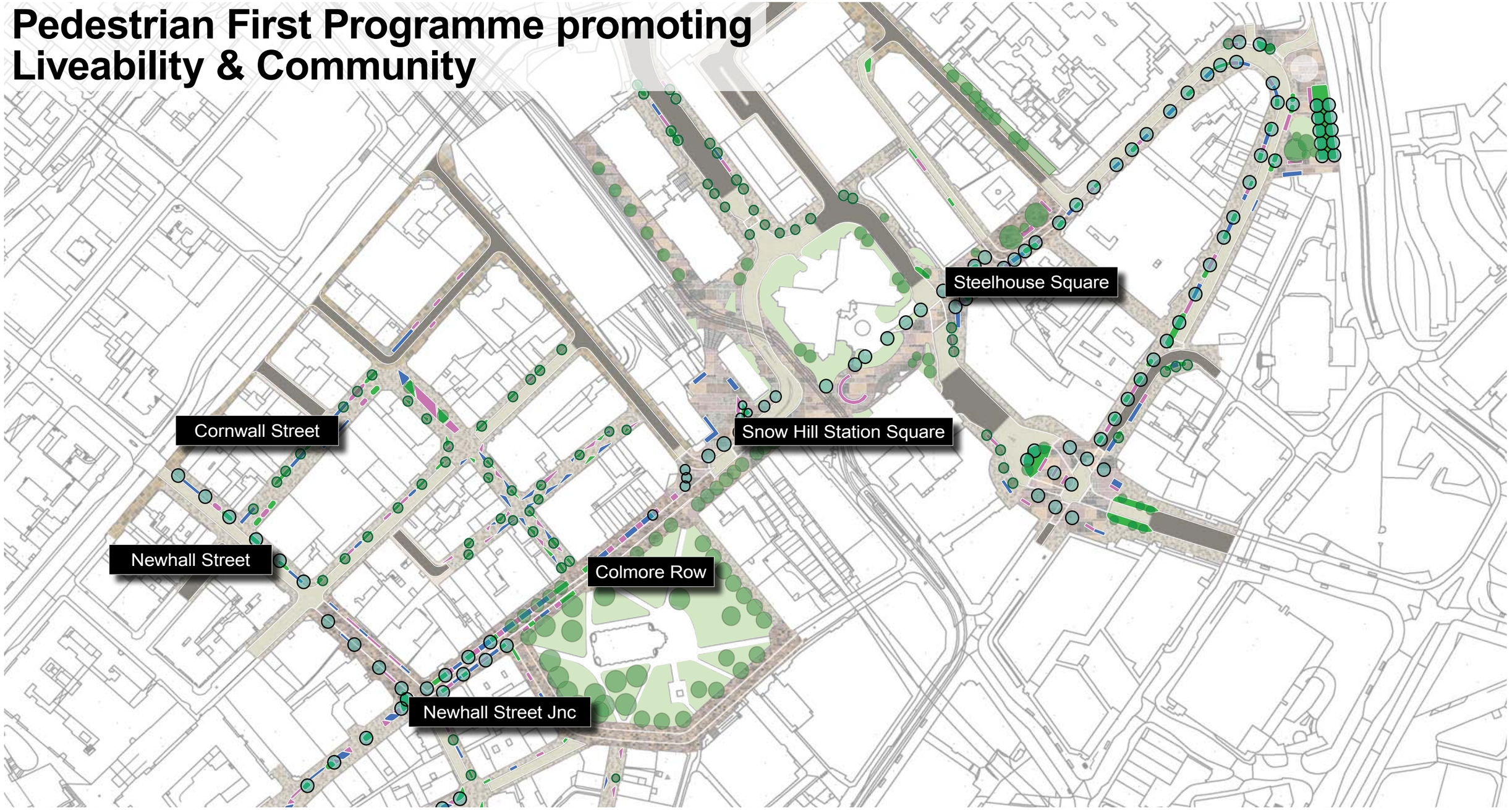
Process: Proposed Secondary GI

Key:

- Existing Trees
- Existing Vegetation
- Primary proposed trees
- Secondary proposed trees

Spatial Masterplan

Pedestrian First Programme promoting Liveability & Community



Connect People

- Pedestrian First.
- Public Realm with purpose.
- Spaces for sitting.
- Human Interaction.
- Combat Social Isolation.

Promote Active Travel

- Easiest option to stay healthy.
- Encourage physical activities.
- Activity releases endorphins.

Promote Active Minds

- Vibrant Spaces.
- Visually Stimulate.
- Change across day and season.
- Kindle curiosity.
- Encourage exploring.

Promote Occupation

- Support activativation of the public realm.
- Fill streets with people.

Promote Community

- Create conditions for smiling at strangers.

BroadwayMalyan BM

Creating Places. **Together.**