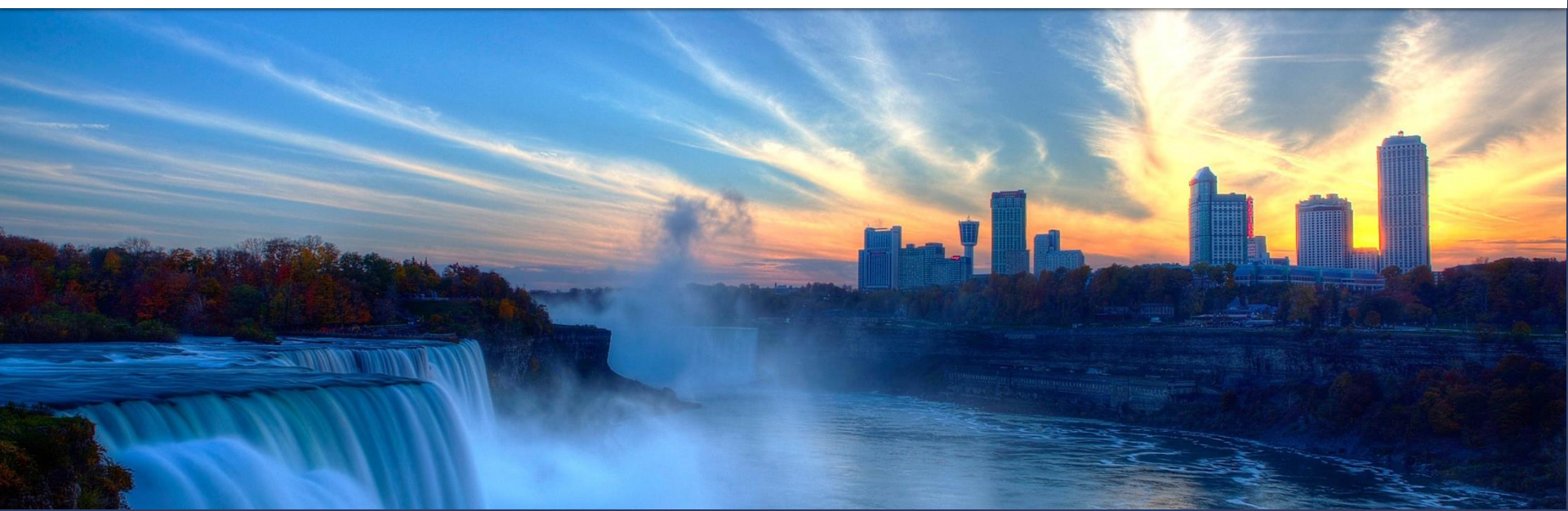


The Power of Value in Urban Development: A Case Study

Dorine A. Cleton, President Cleton&Com, The Netherlands



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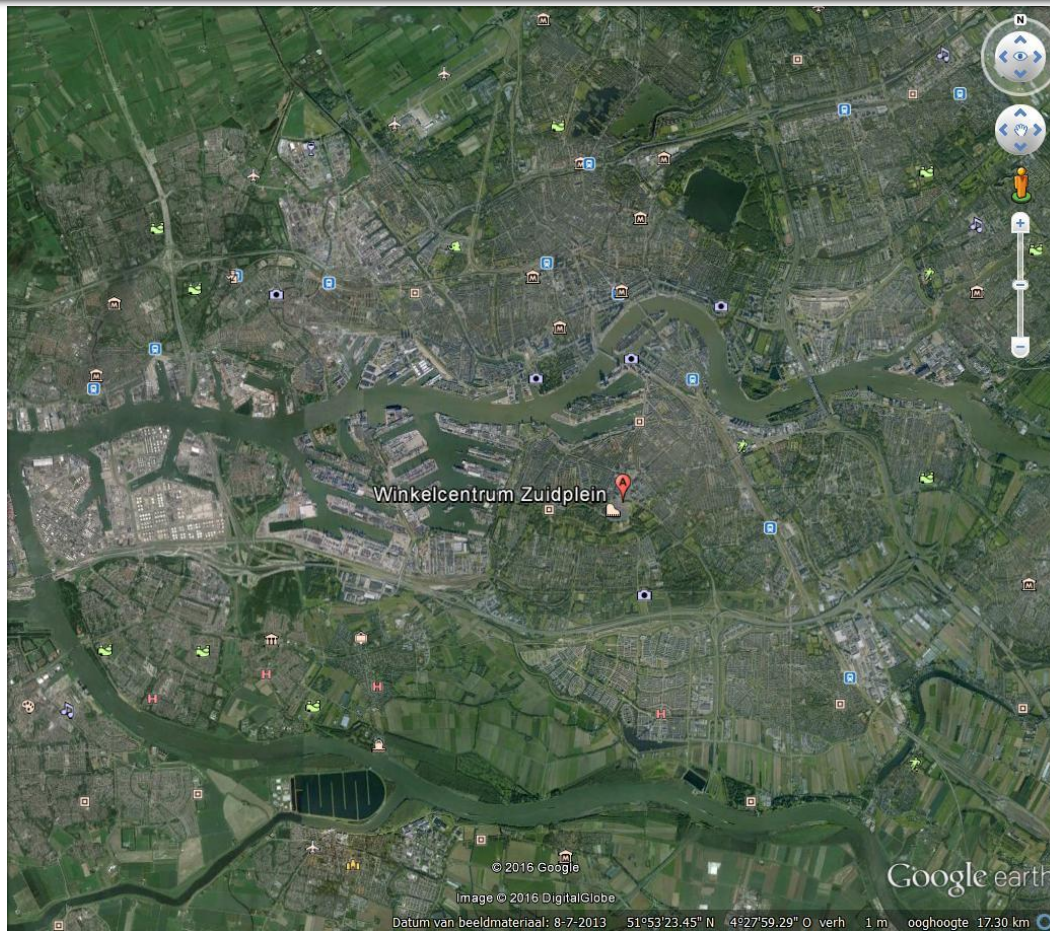
SUMMARY

How Cleton&Com used Value Engineering to improve a large scale redevelopment plan for an area which is densely populated and crowded with activities.

SUMMARY

- Project area
- Challenge
- Approach
- Outcome
- Advantages
- Power of Mediation and VE
- The Future?
- Questions?

PROJECT AREA IN ROTTERDAM



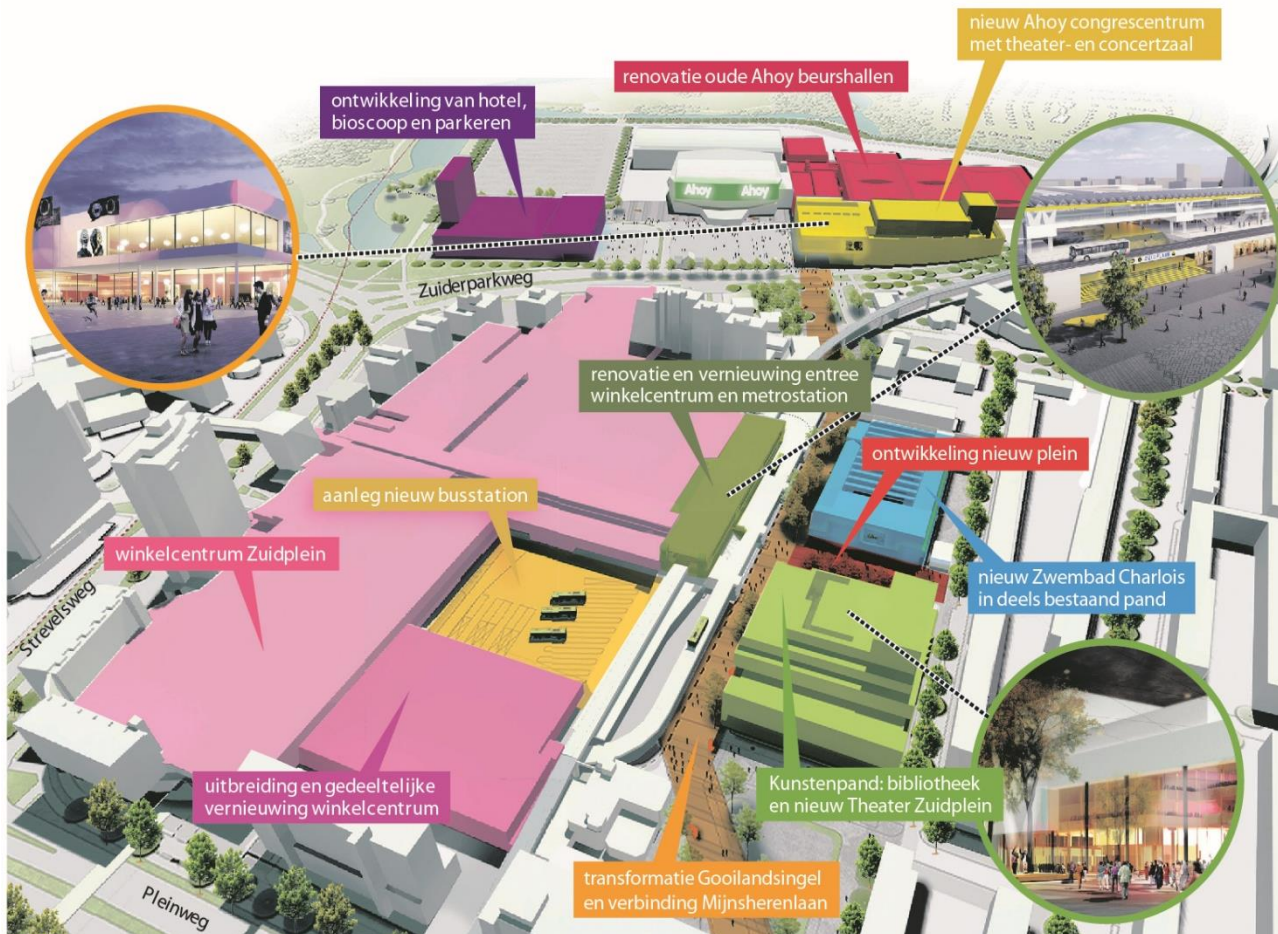
PROJECT AREA



THE PROJECT AREA

- 1 – Bank
- 2 – Theater
- 3 – Swimming pool
- 4 – Bus station (31 platforms with 4000 busses passing every day)
- 5 – Subway station
- 6 – Shopping mall with underground parking facilities
- 7 – High school (Hoorndieck college)
- 8 – High school (Wartburg college)
- 9 – Tennis courts
- 10 – Ahoy: sports- and concert hall

THE CHALLENGE



THE CHALLENGE

Heart of the South

- Public Private Partnership
 - Short time to start building
- Changing the Zoning Plan
 - Environmental Impact Study
 - Public Complain Procedures
- Creating a new City Development Vision
- Stakeholders involvement is required

THE APPROACH

Proactive + Interactive + Multidisciplinary

- Proactive team of civil servants
 - New approach: more room for expertise of project developer
 - Requirements and cooperation in stead of strict orders
- Interactive
 - Participation of residents and stakeholders is essential
- Multidisciplinary
 - Complexity calls for multidisciplinary approach
 - Issues: air and noise pollution, water, traffic, parking, cultural heritage, (social) safety, economy, landscaping, etc.
 - Challenge: turn opposition into integration of ideas and solutions

THE APPROACH: PPBS + VE

PPBS (=PPNP)

- Pubic Private Neighborhood Partnership
- Mediation-method



THE APPROACH: PPBS + VE

VE as part of the PPBS

- First PPBS session: open workshops, yielding 175 ideas
 - Establishing the do's and don'ts for the project
- From ideas to criteria and functions – small team effort
- Fast diagram – small team effort
- First VE session - study
 - Homework
- Second VE session - study
 - Homework
- Second PPBS session: evaluation of VE results, detailing
- Basis for a Environmental Impact Study

THE APPROACH

P+P+BS
(Publiek + Privaat + Buurtsamenwerking)

cleton  com

Spelregels worden aan het begin van het proces
aan alle belanghebbenden bekend gemaakt.

Informatieavond

Plenair deel en workshops

4 workshops

*Tijdens de informatieavond kunnen belanghebbenden zich opgeven
voor de plangroep. Deze zal bestaan uit omwonenden, gemeente,
ontwikkelaar, enz.*

VE Study

Informatieavond

Terugkoppeling, plenair deel en workshops

Plan

Plan overeenkomst

Plangroep X

Plangroep Y

Vervolgoverleg, uitwerking, ed.

THE APPROACH



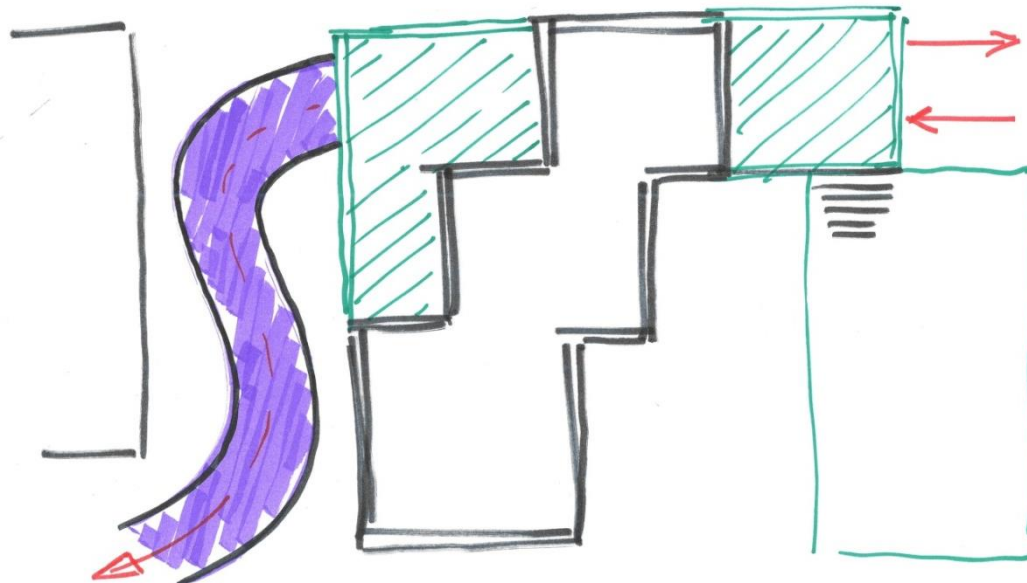
THE APPROACH

Idee ①

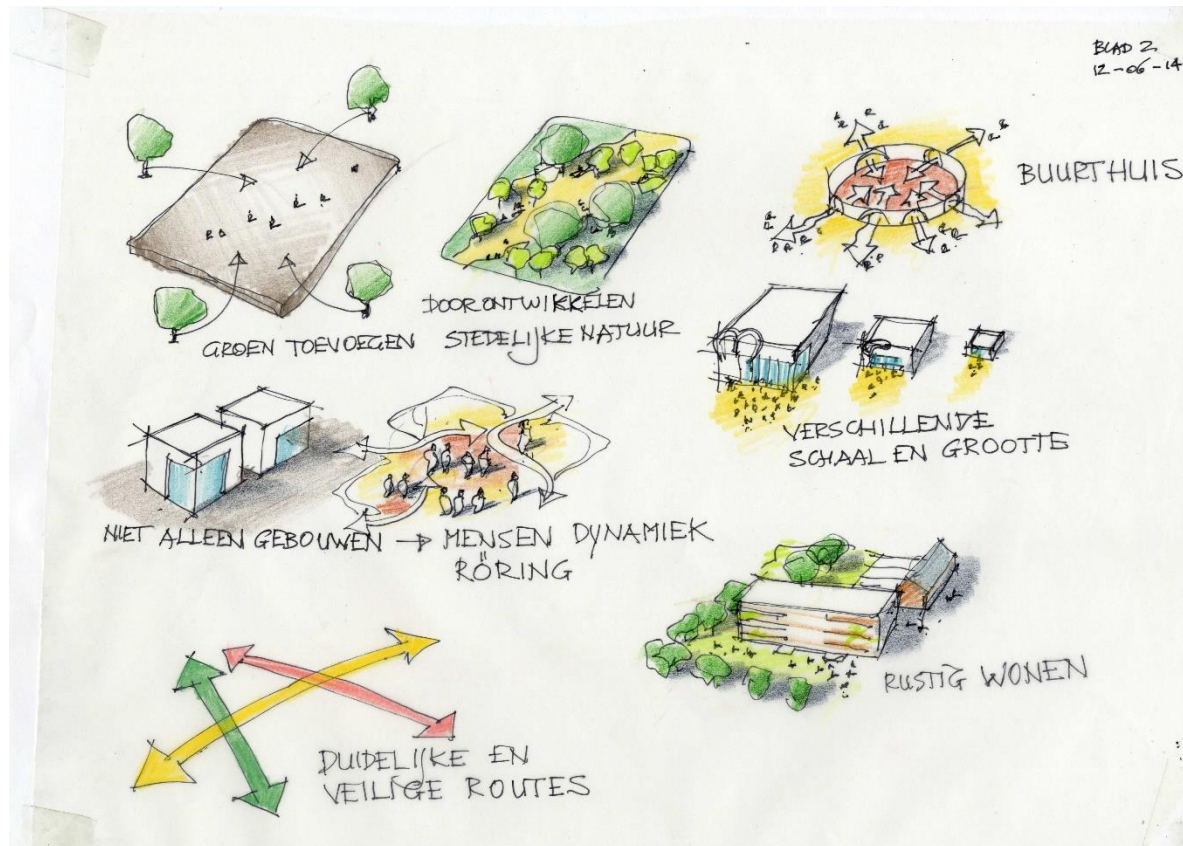
overkapping

Bovenaanzicht

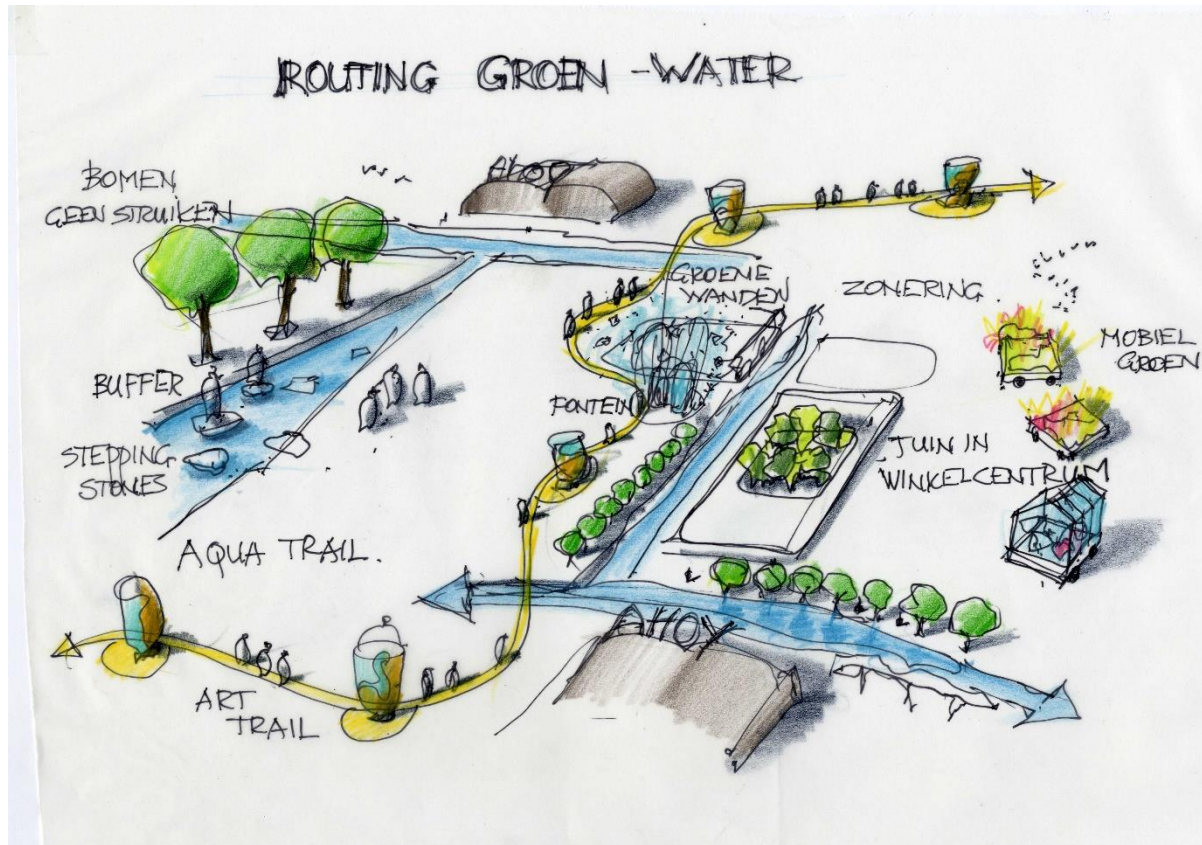
aan zij
Route bus



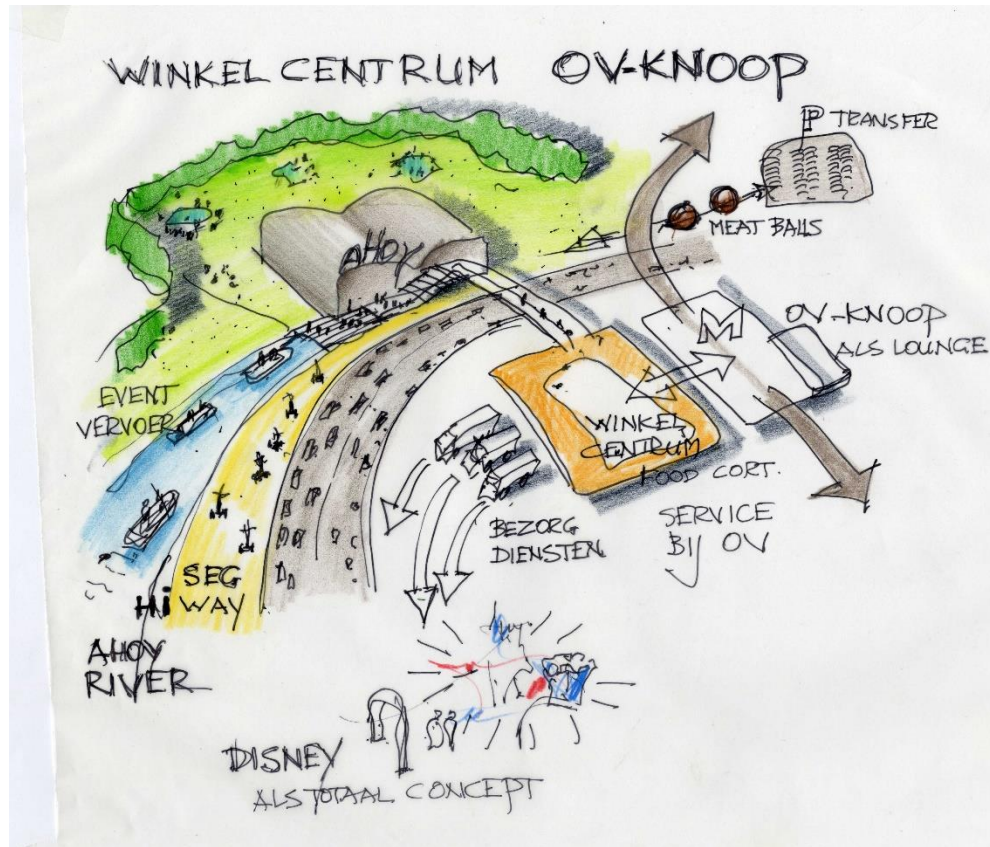
THE IDEAS



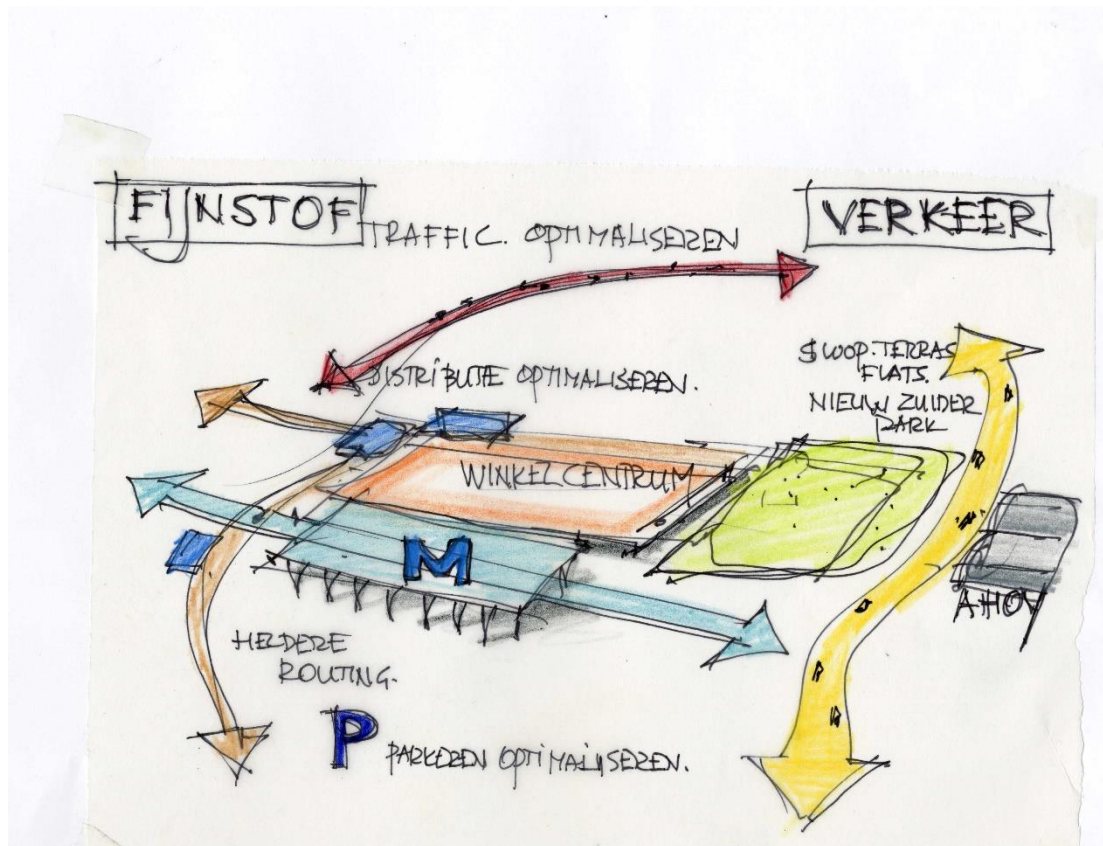
THE OUTCOME



THE OUTCOME



THE OUTCOME



THE OUTCOME



Routing buses at bus terminal at ground level. The blue line for inbound buses, the red line the outgoing buses

THE OUTCOME



Routing buses patio variants A and B

THE OUTCOME



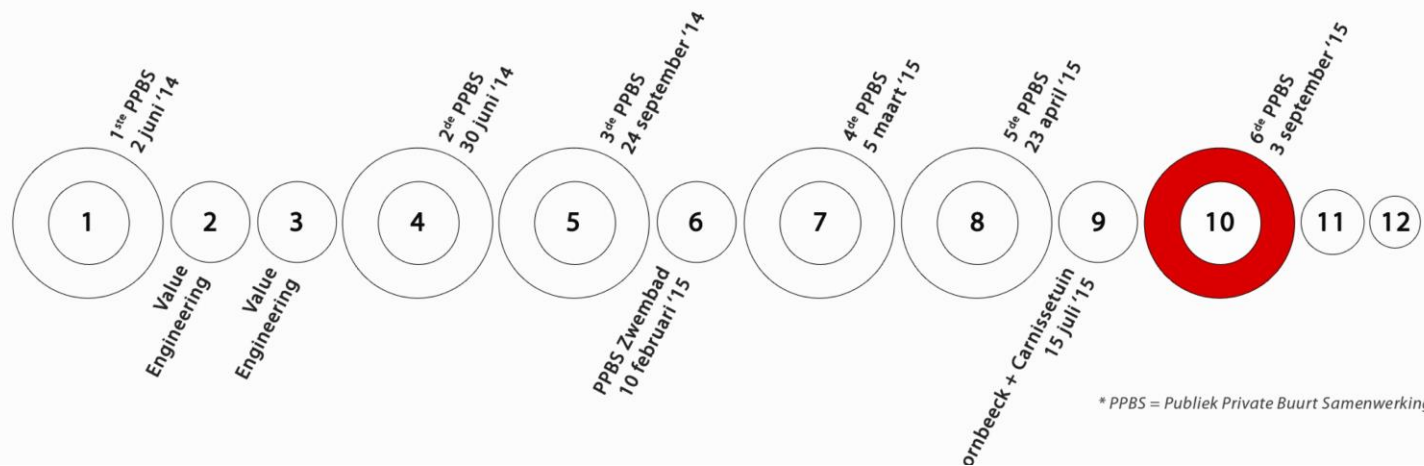
Visualization optimization variant 2

THE ADVANTAGES

True participation

- VE creates understanding between
 - disciplines, specialists, citizens and different approaches
- Residents devised some of the best solutions
- Enhancing involvement = more commitment and acceptance
- Complaints about the contents, not the process
 - Less complaints and appeals
 - Many complaints led to improvements of the plan
- Basis for long term cooperation (20 year project)

THE RESULTS



THE ADVANTAGES

Viable Alternatives for Environmental Impact Study

- Each promising alternative was investigated
 - Full information for City Council, EIP-committee and Court
- No need for additional environmental studies
 - Less costs
 - Faster process
 - Every demand of this complex project was met
- A better plan for a very complex situation

POWER OF MEDIATION AND VE

Real power in complex situations

- Power of translation
- Power of equality
- Power of multidisciplinary process
- Power of transparency
- Power of respect and bonding
- Power of a fast process
- Power of exploring the wisdom of the crowd for essential solutions



THE FUTURE?

Great need for Participation
and
Multi Disciplinary Tools

WE CAN OFFER THE SOLUTION!

QUESTIONS?

