

**Городское планирование и Развитие**  
**Чему стоит поучиться,**  
**а чему нет**  
**в других местах**

**Urban Planning & Development**  
**What to learn and**  
**what not to learn**  
**from elsewhere**

Markus Appenzeller  
**MLA+**

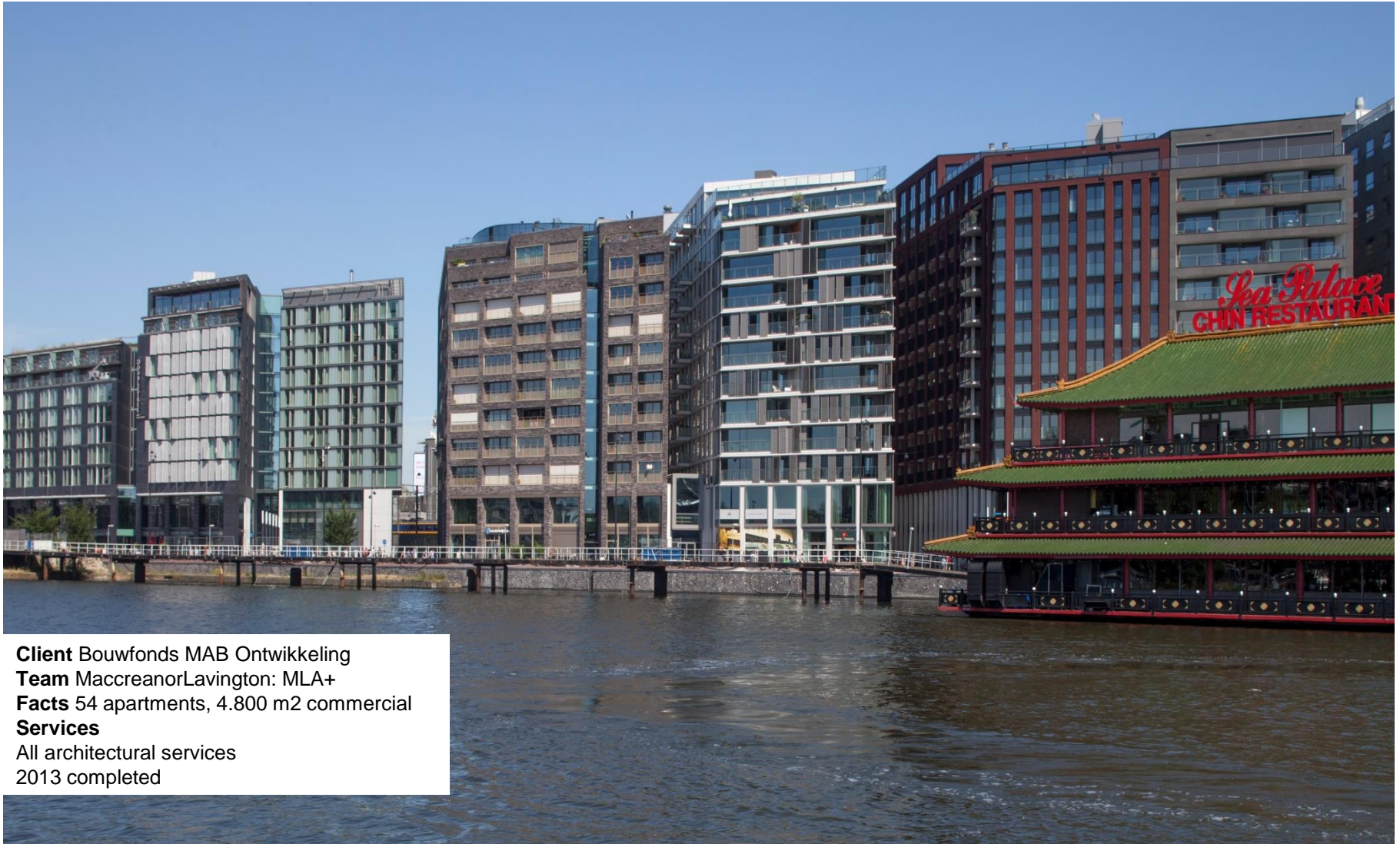






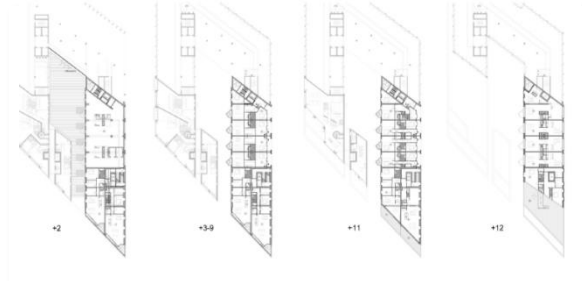
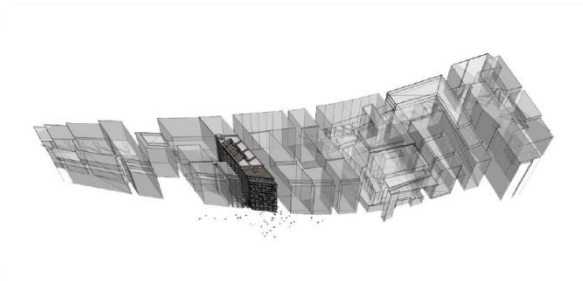
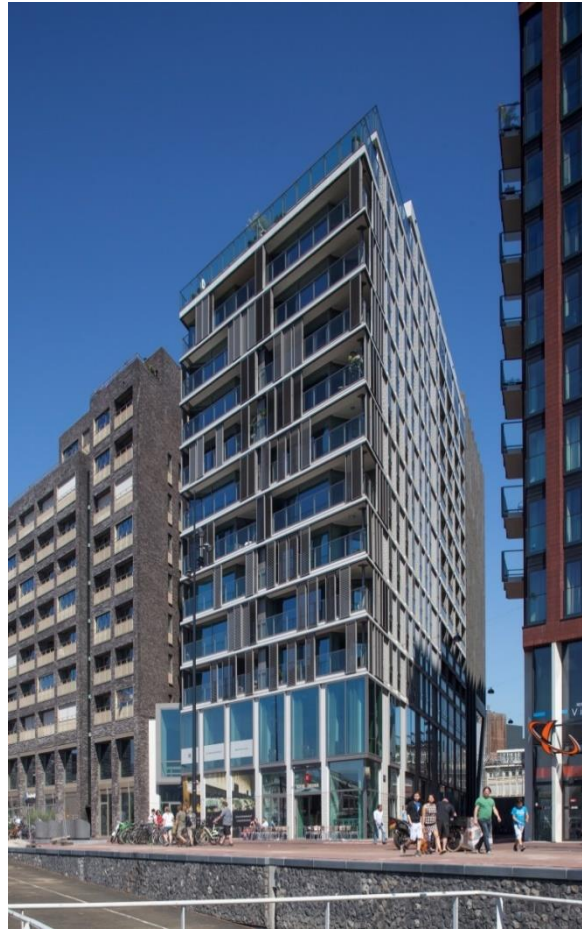
# Oosterdokeiland, Amsterdam, NL

Urban residential in a harbour transformation area next to Amsterdam Central Station



**Client** Bouwfonds MAB Ontwikkeling  
**Team** MaccreeanorLavington: MLA+  
**Facts** 54 apartments, 4.800 m2 commercial  
**Services**  
All architectural services  
2013 completed





The gable treatment uses decorative concrete panels, careful detailing and crisp windows create a striking building - the building balances individuality and uniqueness within the common context of a strongly regulated urban development plan.





Вход  
без магнитных  
карт с  
ул. Калганская

Вход  
без магнитных  
карт с  
ул. Калганская

не сигнальте!

VinoSfera

ВИНОТОРГ







+



+







Политика и система планирования все еще на этапе перехода  
 A policy and planning system still in transition

Социалистическая политика  
и планирование  
Socialist policy and planning

Постсоциалистическая политика  
и планирование  
Post Socialist policy and planning

Общество  
Society



Планирование  
и Политика  
Planning  
& Policy



Создание равных условий  
для каждого  
Creating the same conditions  
for everyone

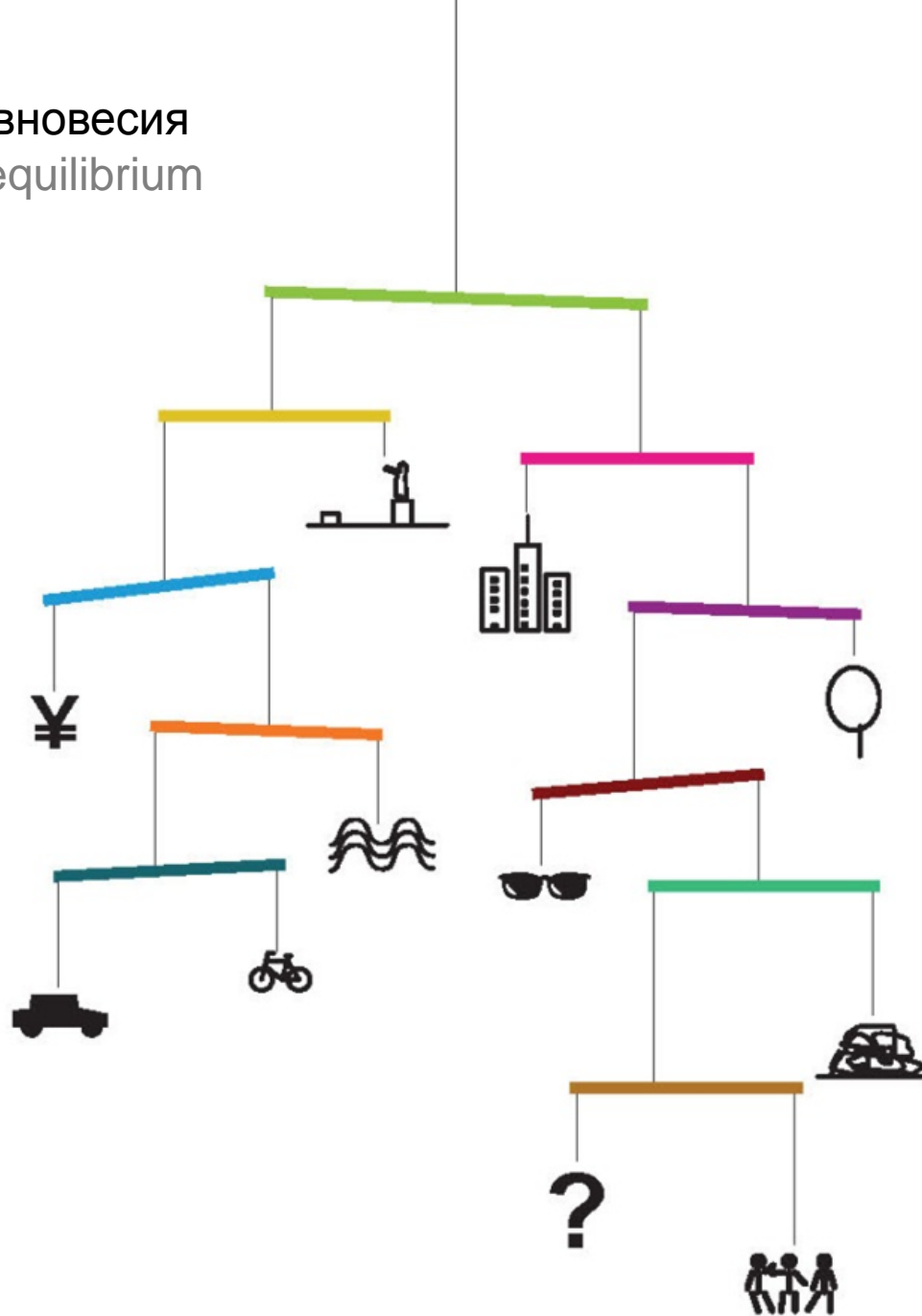
Увеличение разнообразия, позволяя людям делать  
свое дело  
Accommodating increasing diversity and enabling people  
to do their own thing

**Показатели**  
**Numbers**

**Показатели и Качества**  
**Numbers and Qualities**



Поиск нового равновесия  
Finding the new equilibrium







# Barrier Park East Phase 2, London, UK

First of two blocks to complete development round Barrier Park in the London Docklands

**Client** Barratt East London

**Team** MaccreeanorLavington:MLA+

**Facts** 156 apartments and 11 town houses,  
350m<sup>2</sup> commercial space

**Services**

All architectural stages

2012 completed

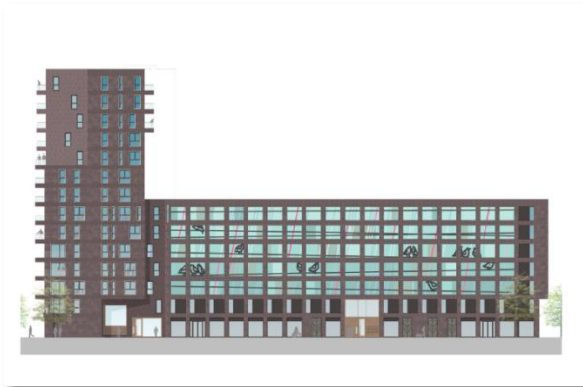




We believe that the overall success of the development relies on maintaining the continuity of the masterplan whilst providing enough variety to characterise each building. Based on the masterplan guidelines our design focused on the articulation and enrichment of the basic buildings form, a coherent strategy for the northern gallery facing onto the DLR and clear articulation of entrances and the relationship between the ground floor of the building and the public realm.







How to create liveliness in an industrial-urban surrounding? With natural elements that are found in this environment: birds on wires industry/urbanity

**Birds on Wires**  
**Art on site**

by Sabine Heine 2011  
[www.heinewelt.de](http://www.heinewelt.de)



# Saxon Court and Roseberry Mansions, London, UK

A mixed tenure urban block setting the standard of the King's Cross Redevelopment



## 2014

UK RIBA National Award  
UK RIBA London Award  
UK RIBA National Award  
UK Camden Design Award  
UK Civic Trust Awards

## 2013

UK New London Award

**Client** King's Cross Central Partnership  
and Argent St. George

**Team** MaccreeanorLavington:MLA+

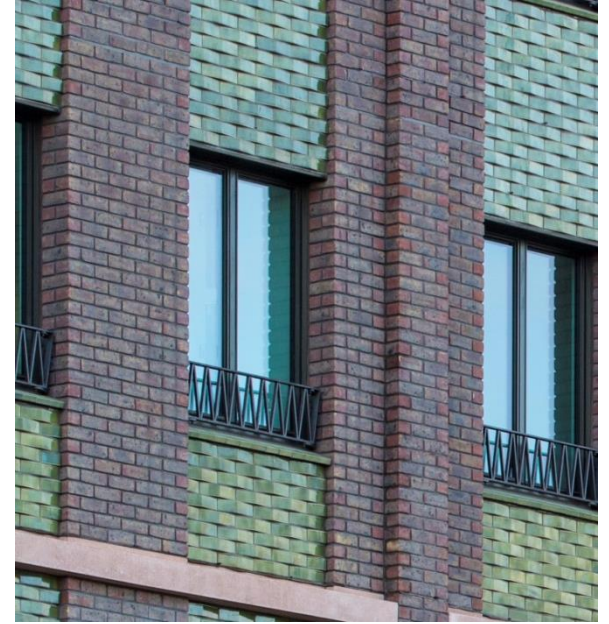
**Facts** 38.000m<sup>2</sup> residential, 8.300m<sup>2</sup>  
commercial

## Services

All architectural stages

Completed 2013

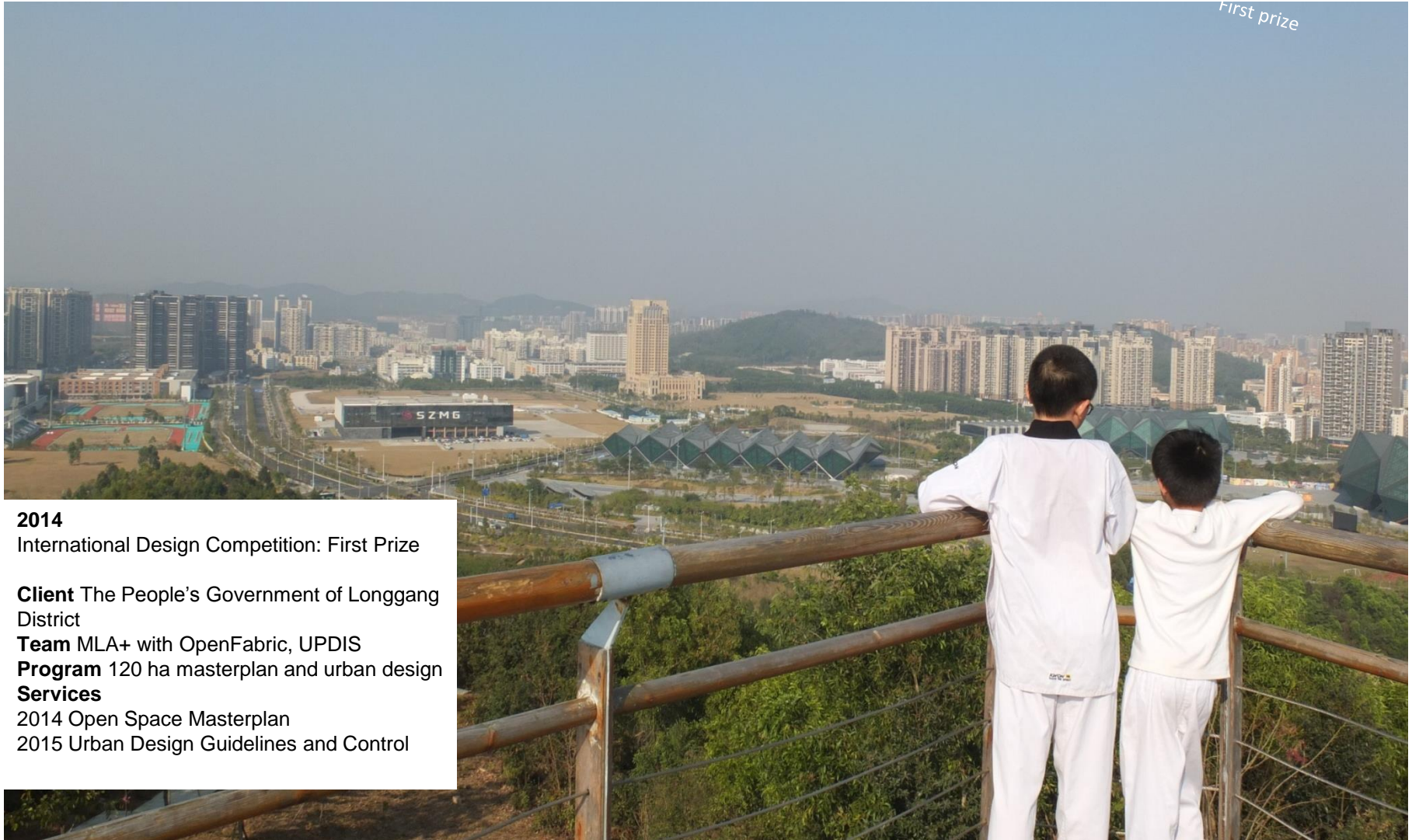






# Dayun New Town, Shenzhen, China

Guiding the future development of the Shenzhen 2011 Universiade Park



**2014**  
International Design Competition: First Prize

**Client** The People's Government of Longgang District

**Team** MLA+ with OpenFabric, UPDIS

**Program** 120 ha masterplan and urban design

**Services**

2014 Open Space Masterplan

2015 Urban Design Guidelines and Control





设计理念  
These principles

**健康**  
HEALTHY

健康是城市发展的基石  
promoting active life for a better environment



通过提供步行和骑行友好的环境，鼓励居民进行日常锻炼。健康的生活方式是城市可持续发展的基石。通过提供步行和骑行友好的环境，鼓励居民进行日常锻炼。健康的生活方式是城市可持续发展的基石。

**野生**  
WILD

自然景观是城市的重要组成部分  
natural landscape as integral part of the city



保留和恢复自然生态景观，是城市可持续发展的关键。自然景观是城市的重要组成部分。保留和恢复自然生态景观，是城市可持续发展的关键。

**多元性**  
DIVERSE

创建一个充满活力的全球城市  
creating a vibrant global city life



多元性是城市活力的源泉。通过提供多样化的居住、工作、休闲和娱乐选择，吸引不同背景的人才。创建一个充满活力的全球城市。

我们的设计旨在通过提供步行和骑行友好的环境，鼓励居民进行日常锻炼。健康的生活方式是城市可持续发展的基石。通过提供步行和骑行友好的环境，鼓励居民进行日常锻炼。健康的生活方式是城市可持续发展的基石。

保留和恢复自然生态景观，是城市可持续发展的关键。自然景观是城市的重要组成部分。保留和恢复自然生态景观，是城市可持续发展的关键。

多元性是城市活力的源泉。通过提供多样化的居住、工作、休闲和娱乐选择，吸引不同背景的人才。创建一个充满活力的全球城市。

街区、社区和街道规划  
Urban, neighborhood and street scale

我们的设计旨在通过提供步行和骑行友好的环境，鼓励居民进行日常锻炼。健康的生活方式是城市可持续发展的基石。通过提供步行和骑行友好的环境，鼓励居民进行日常锻炼。健康的生活方式是城市可持续发展的基石。



城市尺度  
Urban scale



街区尺度  
Neighborhood scale



街道尺度  
Street scale



Dayun Urban New Town is not a typical city extension project in Shenzhen. Rather than developing at the edges of the city, the city has started to redevelop already urbanized areas. The renown Shenzhen architects Urbanus developed the original masterplan of small scale blocks for the Universiade Park. Our project has added the missing open space masterplan and quality guidelines to the existing plan.





大运创新园区-设计规范-中期汇报稿 03  
Dayun Innovation Campus - Design Code -

为了给予未来的开发商最大的自由度,此《设计规范》只包括了最小限度的设计规定。由于林荫大道是大运新城最重要的开放空间之一,这也是“必须遵守”的规则之一。

**不允许建筑退线**  
林荫大道两边的建筑都必须建在红线之上,无论底部是塔楼都不允许建筑退线。这将为林荫大道创建一个强有力的框架。

**作为“主楼层” (Piano Nobile) 的第二层**  
公共空间建筑的楼层非常大。为了在较低楼层内创建一个更加紧密的区域,第二层得到了特殊处理。二层必须建造成最智慧的结构,必须包括有活跃的地面区域:城市街道带、办公室、会议室、小卖部或类似的公共开发设施。

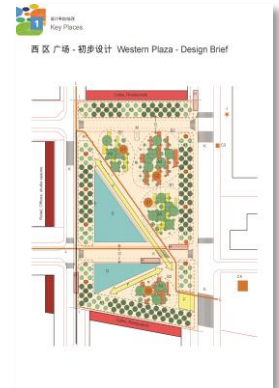
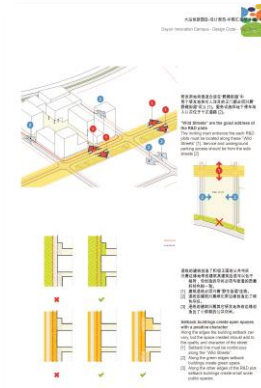
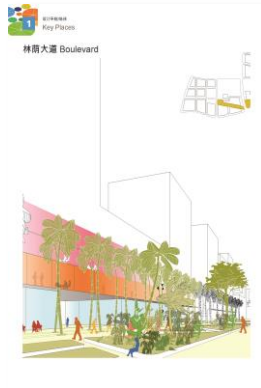
这将创建一个每层的“主楼层”以经典的欧洲建筑形式和建筑学为灵感,所有的关键设施和区域都位于这第二层上。

This Design Code only includes minimal design fixes, because it wants to give maximum freedom to the future developers. Because the Boulevard is one of the key open spaces of Dayun New Town, this is one of these MUST DO rules.

**No setbacks allowed**  
All buildings along the boulevard MUST be built on the red line. No setbacks are allowed for base and tower. This will create a strong framing of the Boulevard.

**Second floor as "Piano Nobile"**  
Public space and buildings have a very big scale. To create a more intimate zone of lower floors, the second floor is treated specially. IT MUST be a continuous carliener and it must include active uses, either as retail frontage, or as communal R&D uses such as conference rooms, canteen or similar functions. This will create a special floor = "Piano Nobile" based on a classic European building and palazzo typology, where the important functions are located on this second floor.

The public space masterplan makes minor adjustments to this original plan and introduces a connecting boulevard around which quarters with different open space programming emerge. A large park and green streets connect the urban fabric with the surrounding landscape. The Design Code focusses on controlling the interface between open space and buildings.







# Qianhai Exchange Plaza, Shenzhen, CN

The central plot of Qianhai Shenzhen-Hong Kong Cooperation Zone



## 2015

International Design Competition, 2nd price

## Client

Authority of Qianhai Shenzhen- Hong Kong  
Modern Service Industry Cooperation Zone

**Team** MLA+ with Arup, Urban Agency

**Facts** 80.000m<sup>2</sup> total land area  
270.000m<sup>2</sup> office space, 30.000m<sup>2</sup>  
commercial space, 50.000m<sup>2</sup> hotel, 50.000m<sup>2</sup>  
serviced apartments, 200.000m<sup>2</sup> underground  
program (including parking and commercial)

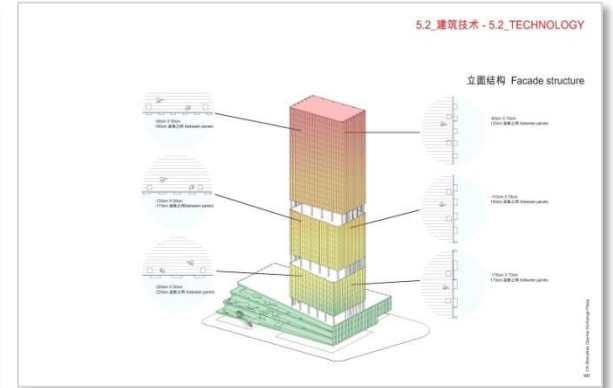
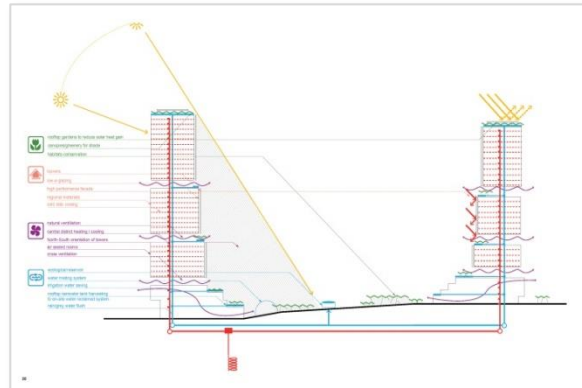
## Services

2015 Concept Design



Qianhai Exchange Plaza will be a place for economic exchange. But it has the potential for much more. It can become the place for exchange on many different levels – a place of a holistic identity of what Exchange means in the 21st century:

- + Social Exchange
- + Cultural Exchange
- + Exchange of goods
- + Transport exchange
- + Spatial exchange

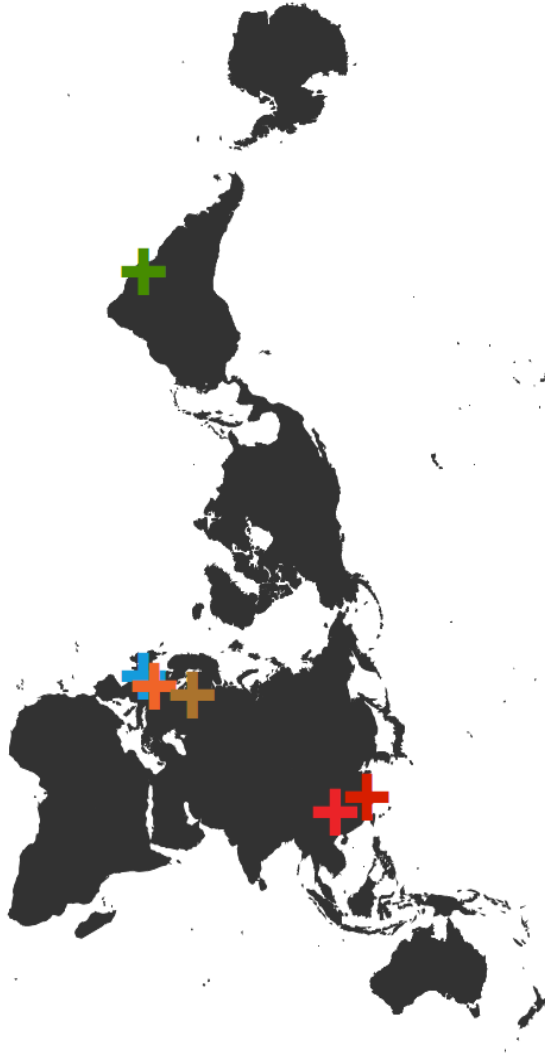








## Multiple views for a better understanding of our times



**MLA<sup>+</sup> Rotterdam**  
+31 (0)10 443 90 60  
Vijverhofstraat 47  
3032 SB Rotterdam  
The Netherlands

**MLA<sup>+</sup> London**  
+44 (0)20 733 673 53  
19-21 Nile Street  
London N1 7LL  
United Kingdom

**MLA<sup>+</sup> St. Petersburg**  
+7 921 770 2671  
Московский пр. 220-366  
Санкт-Петербург 196 066  
Россия

**MLA<sup>+</sup> Shanghai**  
+86 (0)21 638 188 52  
西苏州路71号407室  
上海市 200041  
China

**MLA<sup>+</sup> Rio de Janeiro**  
+55 (21) 3042 5524  
Rua Francisco Sá 95 /Lj.H  
Copacabana  
CEP 22080-010  
Rio de Janeiro  
Brazil

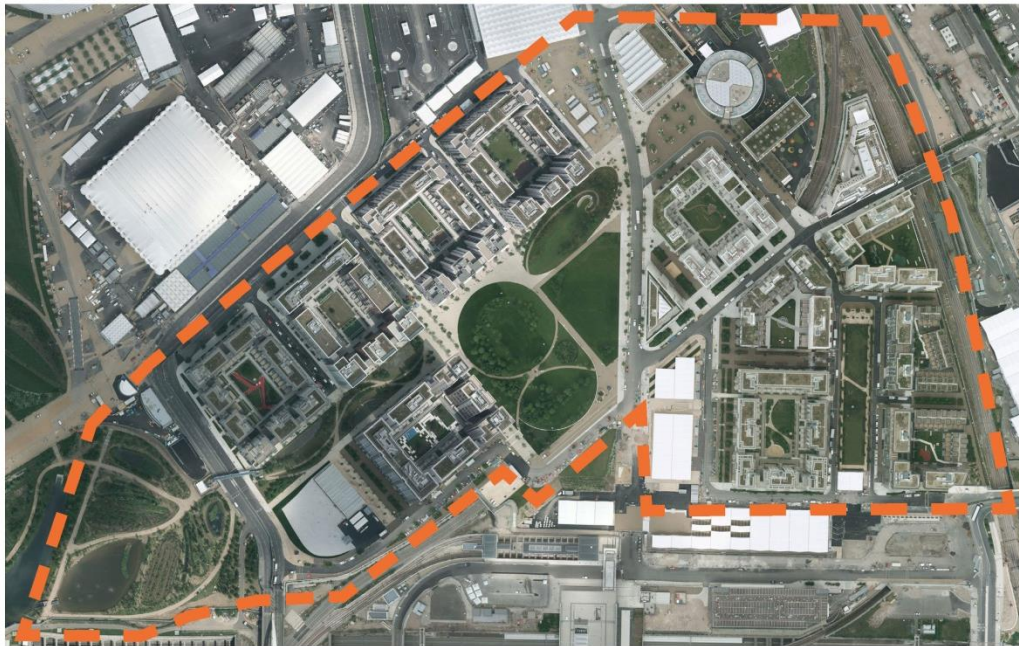




Ингредиенты успешных проектов, исследование  
Ingredients of good places, research

### East village, London Ист-Виллидж, Лондон

area 27 ha  
площадь 27 га



50 m

**Information:**  
The lower three floors are devoted to "townhouse" maisonettes, whose first floors open on to private back gardens and a shared courtyard to the rear, while apartments are stacked above, each enjoying an unusually large balcony. This arrangement allows for front doors on to the pavement, with parking concealed beneath the podium courtyards, and goes some way towards making proper residential streets.  
Spaces for corner shops and other essential facilities are also provided, strategically placed facing main routes and squares.

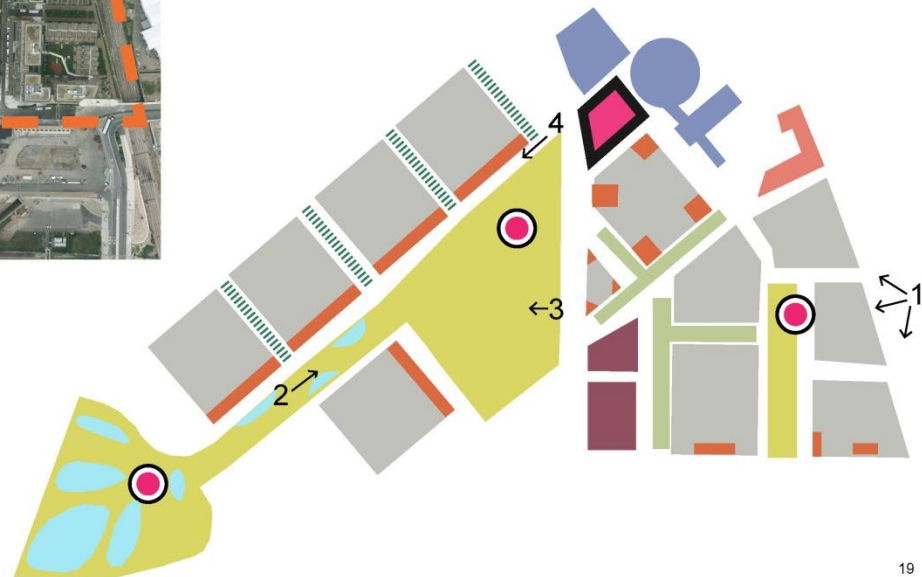
-  public park 5,4 ha.  
общественный парк 5,4 га.
-  green boulevards 0,6 ha.  
озелененные пешеходные бульвары 0,6 га.

 Parking under residential blocks  
парковка под жилыми блоками

legend:  
условные обозначения:

functions  
функциональное использование

-  site boundary  
границы участка
-  residential block  
жилой квартал
-  retail  
торговые помещения
-  recreation park  
прогулочные парки
-  commercial  
торговые площади
-  education  
образовательная функция
-  medicine  
медицинское обслуживание
-  parking  
парковки
-  green boulevards  
зеленые пешеходные бульвары
-  main streets  
основные улицы
-  attractive places  
места притяжения
-  public spaces  
общественное пространство
-  water places  
водные бассейны







Ингредиенты успешных проектов, исследование  
Ingredients of good places, research

Arabianranta, Helsinki  
Арабианранта, Хельсинки, Финляндия  
area 35 ha  
площадь 35 га

50 m



legend:  
условные обозначения:

functions  
функциональное использование

site boundary границы участка	residential block жилой квартал	retail торговые помещения	recreation park прогулочные парки	education образовательная функция
parking парковки	water place водные бассейны	library библиотека	green boulevards зеленые пешеходные бульвары	offices офисы
sport спорт	the main roads основные дороги	attractive place места притяжения	kindergarten детский садик	home for the elderly дом для пожилых
public space общественное пространство	tramways трамвайные пути			

public park 5,5 ha.  
общественный парк 5,5 га.

green boulevards 0,8 ha.  
озелененные пешеходные бульвары 0,8 га.

Parking under residential blocks  
парковка под жилыми блоками

Information:  
Arabianranta is a residential part of Helsinki, Finland. It is home for 10,000 people, a workplace for 5,000 and a campus for 6,000 students and know-how professionals. With different types of housing: modern loft buildings, city villas, homes for groups with special needs such as community housing for active elderly people, residence for mentally disabled juvenile and for people with P.C. Arabianranta is a home to over 300 enterprises and 4,000 employees. Creative industries develop together with the local educational institutes.







Ингредиенты успешных проектов, исследование  
Ingredients of good places, research

Messestadt Riem, Munich  
Жилой район "Мессе" Мюнхен  
area 40 ha  
площадь 40 га.

legend:  
условные обозначения:

functions  
функциональное использование

- site boundary / границы участка
- residential block / жилой квартал
- recreation park / прогулочные парки
- commercial trading areas / торговые площади
- parking / парковки
- school / школа
- green boulevards / пешеходные бульвары
- the main roads / основные дороги
- attractive places / места притяжения
- public space / общественное пространство
- kindergarten / детский садик

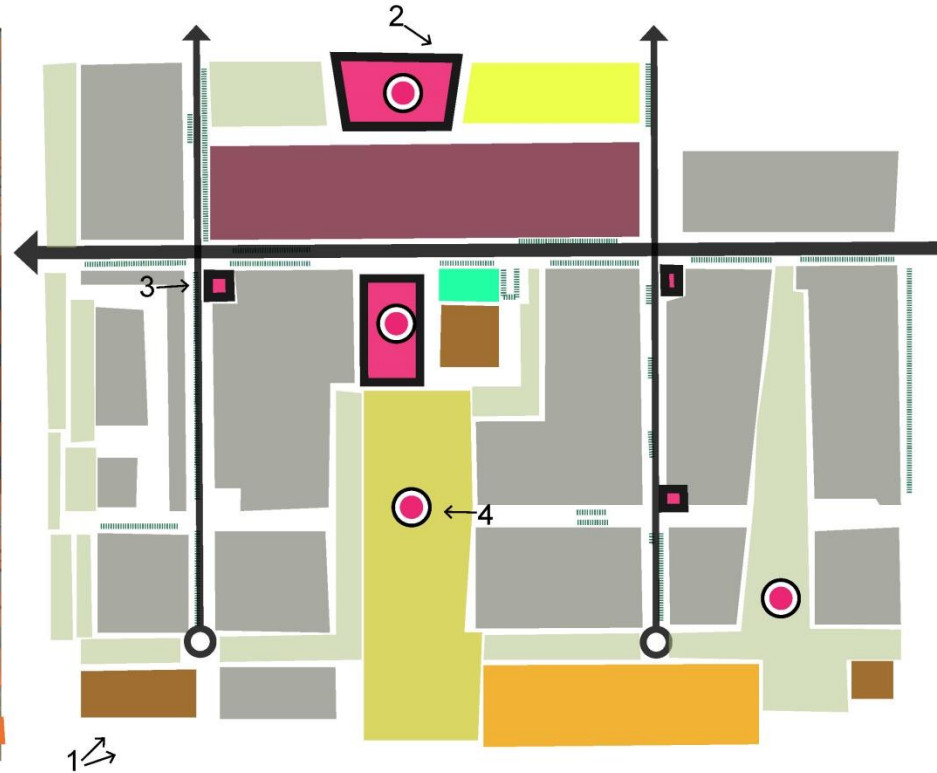


50 m

The Riem, about seven kilometers from the city center of Munich, is one of the largest urban development areas in Europe.

Living, working and nature are closely linked: in the territory were designed a diverse supply of housing for 16,000 inhabitants different income groups kindergartens and schools, shopping center, commercial land, the New Munich Trade Fair Centre, where 13,000 people will work and a nearly 200-acre landscaped park with toboggan hill and lake, which over Greenways is linked to the residential areas.

- private gardens / личные сады
- public park 5,5 ha. / общественный парк 5,5 га.
- green boulevards 0,8 ha. / озелененные пешеходные бульвары 0,8 га.
- Parking under residential blocks / парковка под жилыми блоками





Предложение по функциональному наполнению  
Programming proposal

legend:

условные обозначения:

- |   |   |   |   |   |
|---|---|---|---|---|
|  |  |  |  |  |
| residential block<br>жилой квартал  | recreation park<br>прогулочные парки  | parking<br>парковки   | school<br>школа   | kindergarten<br>детский сад   |
|  |  |  |   |   |
| attractive place<br>места притяжения  | sport<br>спорт  | dog walking<br>разрешен<br>выгул собак  |   |   |
|  |  |  |   |   |
| bike path<br>велодорожка  | public space<br>общественное пространство   | green boulevards<br>зеленые пешеходные бульвары                                   |   |   |



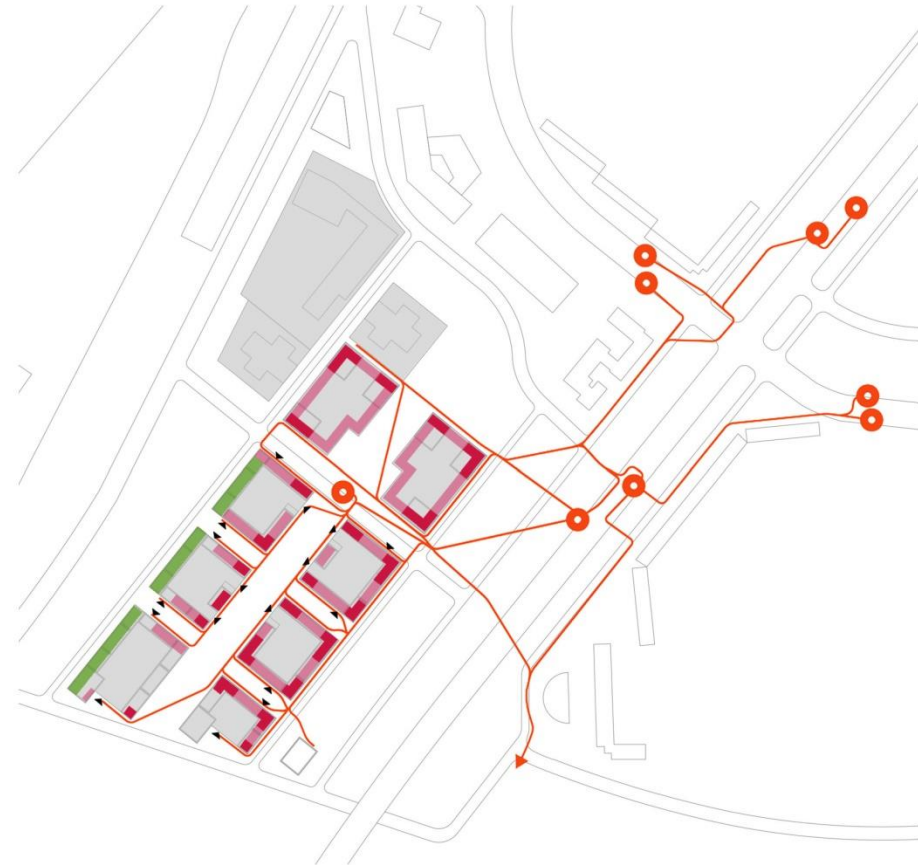





site zoning based on transit flows



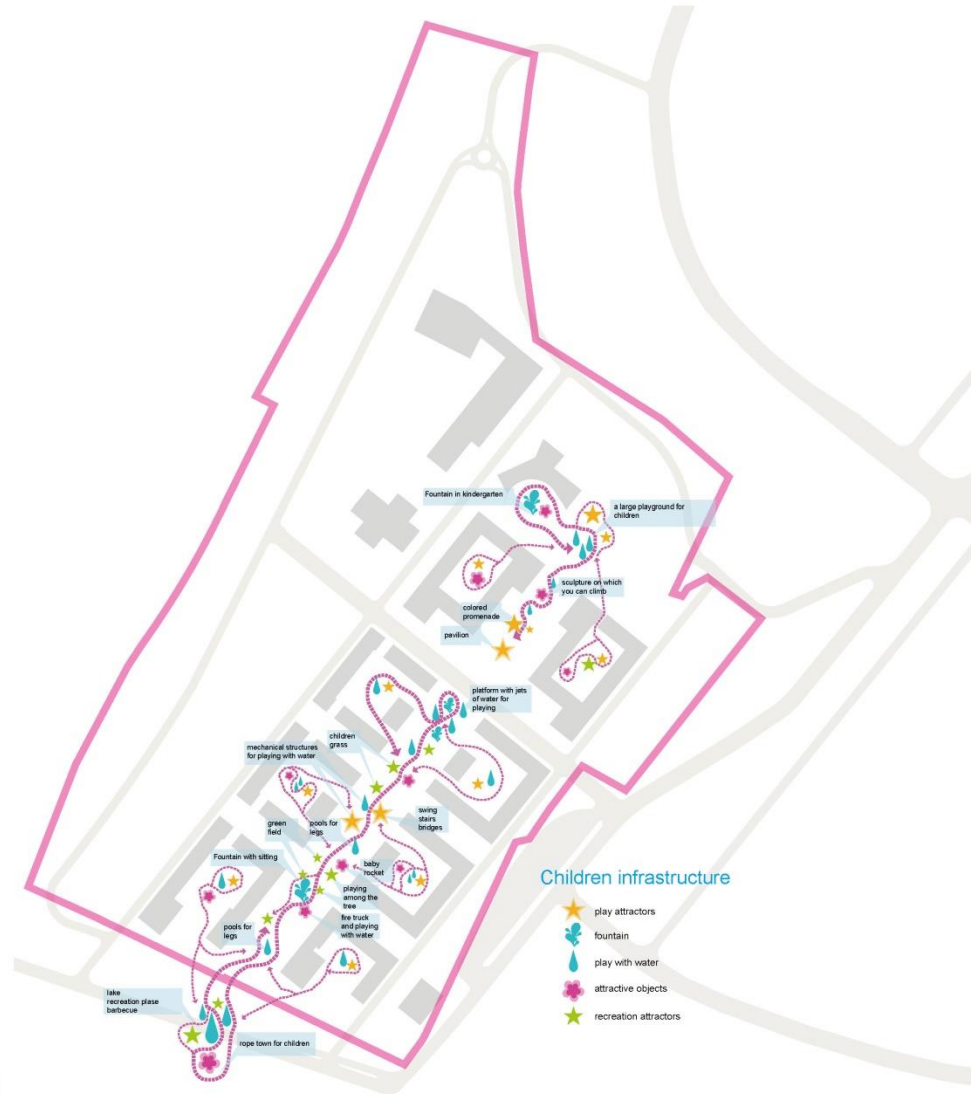
Zones on main transit pedestrian routes



Legend:

-  Pedestrian routes
-  Public transport stop
-  High transit traffic
-  Moderate transit traffic
-  Low transit traffic

To correctly locate services on the ground floor we have analyzed main pedestrian flows, defining three different zones.



Map of play infrastructure  
= exploration and fun for all















# Donetskaya Residences, Moscow, Russia

A new urban housing type for Moscow



**Client** PSN Group, Moscow

**Team** MLA+

**Program**

5.075 residential units in a 265.000sqm scheme

**Services**

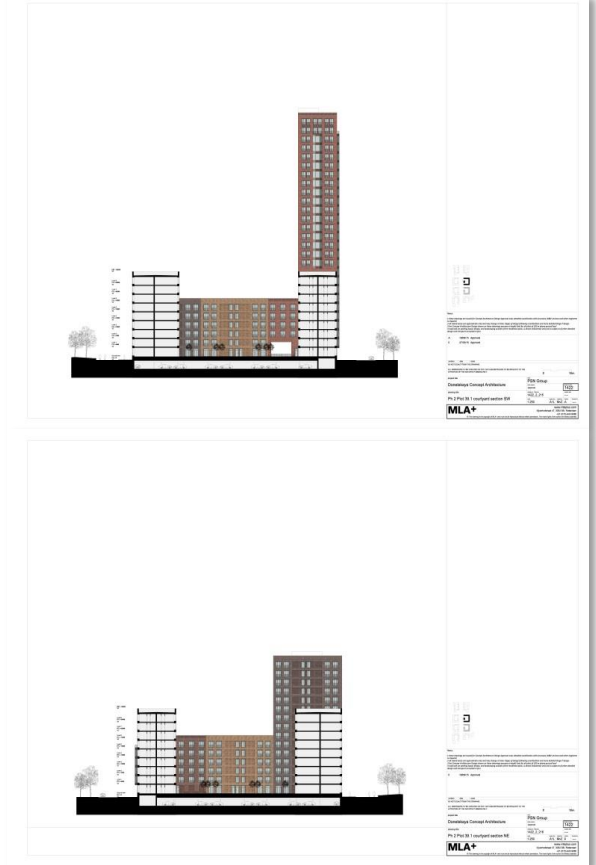
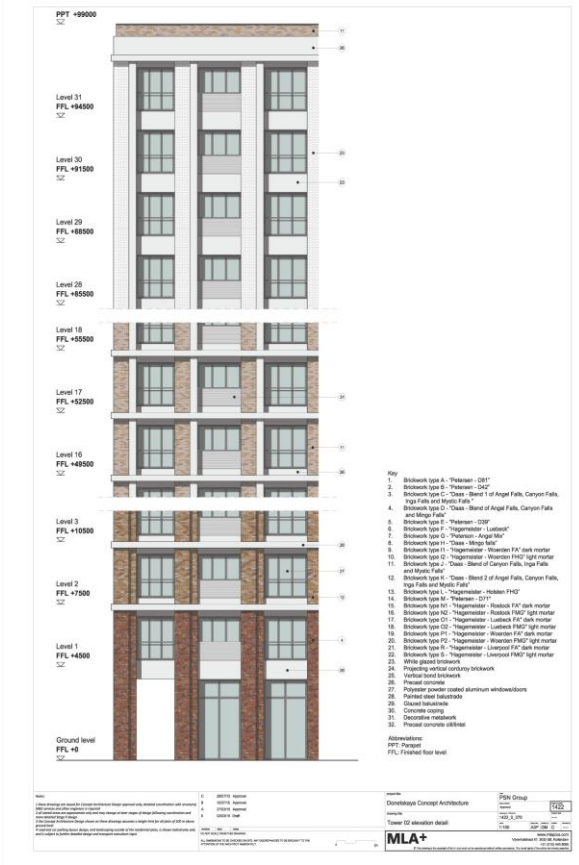
2014 Masterplan + Architecture Concept

2015 - 2016 Architecture SD and DD









MLA+ is responsible for the architectural design from floorplans to facade design and construction supervision. Efficient planning allows to deliver a high standard for Moscow 'economy class housing'. The sales of Phase I has started in the last quarter of 2015 under the name "Home", symbolizing the concept of a complete and convenient residential neighbourhood.













ДОМЭШНИЙ

Заходи на форум - <http://forum.nmaryno.ru>





## Conclusions Заключение

### Что НЕ следует делать What NOT to do

- Копирование концепций из других мест  
Copying concepts from elsewhere
- Рассматривать проект только в качестве зданий  
Seeing projects as buildings only
- Экономить на общественных пространствах  
Saving money on open space
- Всегда повторять только проверенные рецепты  
Ever repeating proven recipes

### Что следует делать What to do

- Учиться, но при этом быть самым изобретательным  
Learning from elsewhere but being inventive
- Создавать интегрированные проекты  
Creating integrated places
- Создавать качество вокруг зон первых этажей  
Creating quality around ground floor zones
- Новые идеи под стать изменившемуся рынку  
New ideas since the market changes



**Спасибо за внимание!**

**Если Вы хотите узнать  
больше об MLA+:**

**[www.mlaplus.com](http://www.mlaplus.com)**

**facebook: MLA+**

Markus Appenzeller

ma@mlaplus.com

**MLA+**