

Urban Design Conceptual Development

The Egyptian General Authority for Urban Planning, and Ministry of Housing and Urban Communities has released in October 2020 a detailed development vision for the city of Sharm El-Sheikh.

This vision aims at making Sharm El-Sheikh a destination for safe, green global tourism, with diversified economic activities. Additionally, the vision positions Sharm El-Sheikh as sustainable center for environmental, recreational and cultural tourism. This is to be achieved through four main development goals:

- 1- Becoming a global tourism destination that offers multiple economic activities
- 2- Providing world class sustainable tourism
- 3- Improving quality of life and sustainable environment
- 4- Providing sustainable growth with leading projects

For this phase of the project we will begin to develop conceptual and schematic approaches to the design for Sharm El-Sheikh that includes all central core areas and the relevant adjacent surroundings. As part of your conceptual development you will provide detailed concepts, design strategies, and proposed program based on one of the suggested conceptual approaches below. Each student/group will select one topic for their conceptual design approach. For purposes of this course we describe sustainable tourism as tourism that respects local people and tourists, place, cultural heritage and the environment. For purposes of this class, please research and consider design ideas based on minimal fossil-fuel energy use, minimal waste and emissions, efficient environmentally low impact development. Also please consider environmental factors, ecological restoration and revitalization which has the ability to restore ecosystem services, local and tourist communities, flash flooding, desalination of sea water, high-performance landscapes and built environments.

Student/group will provide an overriding concept capable of capturing the world's and our studio partners' imagination, that is sufficiently grounded in the site's context as to support conceptual land use and circulation programs, that addresses the site's strengths, weaknesses, opportunities and threats, that considers similar precedent sites, that considers our earlier theory, research and analysis works.

Conceptual approaches

- **Sustainable Tourism -- Sustainable Development**
- **Ecological City—Eco-tourism**
- **Multifunctional Environment & New World Space**
- **Sustainable Development & Community Vibrancy**
- **Sustainable Community**
- **Sustainable Healthy Development**

Group presentations should include;

- Images and diagrams to support and illustrate your concept boards based on studio precedent studies, urban studies, and case studies
- Concept boards that address the whole site and include conceptual diagrams and schematics for systematic and specific components
- Written notations that verbally support your broader and specific concepts

After the presentation we discussed potential approaches to conceptual design, addressing issues of flooding and the “Sponge City” concept, ecological restoration, green infrastructure, agro-villages, air pollution mitigation and urban “Heat Island Effects”

Discussion further addressed conceptual integration with the broader urban design and planning concepts that emphasized Wuhan’s: a) “green/ecological belt” with its “radial fingers” connecting its urban edge to the surrounding regional landscape, b) our site’s relationship to the “New City Plan,” and the other “Edge Cities;” the need to establish a “New City Urban Identity” unique to its context; and the need to address Wuhan’s development principles in combination with public health considerations.

This parallel concept development process allows continuous development and assessment of “best fits” between existing landscape conditions, site design concepts, and broader urban design conceptual narratives.

Conceptual narrative development will begin with the idea of a “New Urban Ecological Agricultural Healthy City.”

Conceptual approaches

- **Sustainable Tourism -- Sustainable Development**
- **Ecological City—Eco-tourism**
- **Multifunctional Environment & New World Space**
- **Sustainable Development & Community Vibrancy**
- **Sustainable Community**
- **Sustainable Healthy Development**
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This phase of the design process will include the following:

- 1- Detailed research of selected conceptual approach illustrated with text, notes, diagrams, images and charts.
- 2- Explain using diagrams how these might relate to our site, suggest and describe design strategies and benefits for our sites.
- 3- Case studies of designed and built landscapes that are exemplary of your selected conceptual approach illustrated with text, notes, images, diagrams and charts.

In addition, please address the following in your final presentation of the conceptual approach phase:

- Draft rendered concept plan for the entire design area.
- Context maps showing the design area and adjacencies
- Context diagrams showing master plan land uses including; transportation, open space, figure ground, green strategies
- Images representing specific desired views and preliminary sections of the detailed design areas
- Supporting images of case studies
- Schematic design of the areas in plan view
- Digital massing models
- Concept statements for the master planned areas and the entire master plan

Concept Presentation in digital format on Wednesday March 8.

Conceptual Development for CU-ICAR



For this phase of the project, we will develop conceptual approaches for the design of our larger CU-ICAR site. Working in teams of four, you will provide an overriding idea capable of capturing our CU-ICAR clients' imagination, that is sufficiently grounded in Greenville and CU-ICAR campus' context as to support conceptual land use and circulation programs, that addresses urban analysis and campus' strengths, weaknesses, opportunities, and threats, and considers community engagement mapping exercise, feedback and surveys.

Your conceptual approach will address and focus on developing urban design ideas and proposals for the five technology neighborhoods of CU-ICAR to present ideas for research, innovation, collaboration, growth, and vibrant community. Specifically, the proposal for CU-ICAR will take into consideration ideas gleaned from examining cutting edge innovation hubs, high-profile firms and company headquarters studied during precedent studies phase.

Student teams will provide detailed examination of their chosen concept presented as a narrative, guiding principles, and diagrams. You will develop design strategies and ideas and propose detailed program. For purposes of this studio, please research and consider design ideas based on minimal fossil-fuel energy use, minimal waste and emissions, efficient environmentally low impact development. Also please consider environmental factors, ecological restoration and revitalization which can restore ecosystem services, benefits to local communities, high-performance landscapes and built environments.

Please select from the following broader conceptual themes as an overarching basis for your project's conceptual development:

- **The Green New Deal**
- **Beyond Sustainability; Regenerative Design**
- **Eco Smart Vibrant City**

Your final deliverable in this important phase of design process work will include:

- Explanation of chosen concept with narrative, images, diagrams, and principles.
- Representations that address the entire site and include multiple conceptual maps and diagrams that support components of your concept.
- Images and diagrams to support and illustrate your concept based on site inventory and analysis (relate your concept to site factors from all groups).
- A site plan with the programmatic features arranged in a way that addresses analysis and concept (neighborhood program elements should be guided by concept, precedent studies, campus and community needs and feedback)
- A site plan that shows how the neighborhood concepts connect and support the function of the entire campus.
- Diagrams showing ideas for land uses, mobility, circulation, transportation, open space, water systems, and green strategies
- Case studies of designed and built landscapes that are exemplary of your proposed program illustrated with text, notes, images, diagrams, and charts.

Conceptual Development

New Yangzhou Grand Canal; Eco Regenerative Healthy Corridor



Background:

In the urban analysis phases of our studio, you worked in small groups or individually to research and report on historical and contemporary urban design aspects of Yangzhou, the Grand Canal, and their contexts.

Your presentations included analytical conclusions of the urban areas, strengths/opportunities, and weaknesses/threats with corresponding maps and diagrams supporting your conclusions.

Introduction to Conceptual Development:

Urban Design for Yangzhou and the Grand Canal needs to address major issues gleaned from our urban studies and urban analysis including ecological restoration, water edge revitalization, green infrastructure, agro-villages, air, water, soil quality and pollution mitigations, urban “Heat Island Effects”, flooding, “sponge city” and “green is gold” ideas, smart technologies, and development.

Our design needs to further address conceptual integration with the broader urban design and planning concepts that emphasized Yangzhou and Grand Canal’s: a) “green/ecological corridor” with “lateral fingers” connecting the water edge to the surrounding natural and built landscape b) the Grand Canal’s relationship to the “New City Plan,” and the “Historic City Core;” the need to establish a “New Grand Canal Urban Identity” unique to its context; and the need to address Yangzhou’s development principles in combination with public and environmental health considerations.

Our studio analytical research is organically bringing forward a conceptual development approach that combine “top-down narrative based” concept development with “bottom-up typological component development.” This approach enables parallel development of a primary conceptual idea with supportive narratives encompassing multiple sub-concepts, and site-specific landscape typologies capable of forming design concept “building blocks” to assemble larger design ideas. This parallel concept development

process allows continuous development and assessment of “best fits” between existing landscape conditions, site design concepts, and urban design conceptual narratives.

Conceptual development will begin with the broad idea of a “**New Yangzhou Grand Canal; Eco Regenerative Healthy Corridor**”. This new healthy corridor will serve as the connection to green ecological belt and lateral networks, a connection to Yangzhou’s other edge cities through the canals, river system, ring roads and supporting multimodal mobilities. The sub-narratives should be developed to integrate the city’s development goals identified in analysis and SWOT conclusions by each analysis group.

Your conceptual approach will address and focus on developing design proposals for Yangzhou and the Grand Canal to present urban design ideas for ecological restoration, revitalization, heritage preservation, and future smart technologies that enhance the city plan for growing a vibrant and healthy city.

As such, this conceptual approach will be applied to three main zones:

- 1- Eco-tourism zone (2 Group)**
- 2- Culture heritage protection zone (1 Groups)**
- 3- Science and innovation zone (1 Group)**

Working in teams, you will provide an overriding conceptual design ideas that are sufficiently grounded in research analysis, land use, circulation, and SWOT analysis.

Student teams will provide detailed examination of their chosen concept presented as a narrative, guiding principles, and diagrams. You will develop design strategies and ideas and propose detailed urban programming. For purposes of this studio, please research and consider design ideas based on minimal fossil-fuel energy use, minimal waste and emissions, efficient environmentally low impact development. Also please consider environmental factors, ecological restoration and revitalization which can restore ecosystem services, benefits to local communities, high-performance landscapes and built environments.

Conceptual Development Requirements:

Your final deliverable in this important phase of design process work will include:

- Explanation of chosen concept with narrative, images, diagrams, and principles.
- Representations that address the entire site and include multiple conceptual maps and diagrams that support components of your concept.
- Images and diagrams to support and illustrate your concept based on urban analysis (relate your concept to factors from all analysis groups).
- Diagrammatic plan with programmatic features for all urban and new land use proposals arranged in a way that addresses analysis and concept and reflect understanding of Kevin Lynch Image of the City.
- Diagrams showing ideas for land uses, mobility, circulation, transportation, open space, water systems, ecological revitalization and water edge naturalization, restoration, and green infrastructure strategies
- Diagrammatic plan that shows circulation and connectivity among proposed land use.
- Case studies of designed and built landscapes that are exemplary of your proposed programmatic land use illustrated with text, notes, images, diagrams, and charts.