YOUNG PLANNING PROFESSIONALS WORKSHOP
НАЦИОНАЛЬНАЯ ШКОЛА МОЛОДЫХ ПЛАНИРОВЩИКОВ
Workshop organization

**Russian Urban Planners Association (RUPA)**

Aimed to create an urban planning knowledge network, improve planning education, implement professional standards, and engage the best international practice into Russian planning process. Consolidates experts in architecture, geography, transportation, environment, and other fields related to urban planning.

**International Society of City and Regional Planners (ISOCARP)**

A global association of experienced professional planners from more than 80 countries. A non governmental organization, established 1965, recognized by the UN, UNESCO, and the Council of Europe. Encourages exchange of professional knowledge between planners, promotes the planning profession, stimulates research, training and education, and enhances public awareness to planning issues. Has an International annual conference, and organizes planning workshops for experienced planners (UPAT), and young planners (YPP).

**Ulianovsk region**

Ulyanovsk is a city in Russia, an administrative center of Ulyanovsk region was founded in 1648 as a fortress Simbirsk. The city is standing on Privolzhskaya hill, on the banks of the rivers Volga and Sviyaga where they come closest to each other. Main industries are machine-building and metal processing. Ulyanovsk has the population of 639,000 (2012),
Workshop tutors

Piotr Lorens
Poland

Education and academic research in Spatial planning and design, Strategic urban planning, Land use development planning

Gijs Wolfs
The Netherlands

Architect and urban planner, founding partner of wUrck private company

Agatino Rizzo
Italy

Education and academic research in Spatial planning and design, Strategic urban planning, Land use development planning
Workshop support

Dimitry Narinsky
RUPA
Moscow, Russia

Alexander Antonov
RUPA
Moscow, Russia

Tatyana Tarasova
Ulianovsk region administration
Russia

Alexander Kapitonov
Simbirskproject
Ulianovsk, Russia
“COMPREHENSIVE PLANNING FOR URBAN DEVELOPMENT CAPITALIZING THE POTENTIALS OF FIFA WORLD CUP 2018”
Ulyanovsk

Goals
Strucuture
Urban analysis
SWOT analysis
Visions
Strategic projects
Strategic Goals of the Workshop

• The Ulyanovsk YPP workshop aims to link up-coming projects and strategic planning for the future.
• The main questions we will explore are: Where is Ulyanovsk going? Where does Ulyanovsk want to be in the future (2050)? How do we get there?
• The workshop could be exemplary for planning urban interventions in other Russian cities.
• The workshop will provide indications for successful and sustainable event planning in Russia (e.g. FIFA 2018).
Tactical Goals on the way to FIFA 2018

The city may be considered as:

- Host for 1-2 football teams
  - Sport base in the city – 3 locations
  - Sport base out of the city
- Cultural capital for nearest FIFA cities
- Transportation Hub for Saransk
- Fan’s accommodation for Saransk
- Touristic destination for fans living in Saransk, Kazan, Samara
- Attraction point for Volga ship cruises
Methods and Results

Goals

Structure

Urban analysis

SWOT analysis

Visions

Strategic projects

City tour, field work
Lectures and reports

Urban Analysis:
The Layers Approach

Pre-SWOT Analysis

SWOT Analysis

SWOT Matrix

Spatial Vision 1

Spatial Vision 2

Spatial Vision 3

Spatial Vision 4

S-Project

S-Project

S-Project

S-Project

S-Project

S-Project

S-Project

S-Project

Subsoil

Land Use

Networks

Trends & Policies

Stakeholders

City tour, field work
Lectures and reports

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Trends & Policies

Stakeholders
City guided tour and lectures

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THE LAYER APPROACH

Trends
Steakholders
Networks
Subsoil
Land Use
Urban analysis

Networks
Urban analysis

Goals

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Stakeholders

Subsoil
Urban analysis

Industry and investment
- 435 large and medium industrial enterprises
- 62,000 people occupied
- Vostochnyi Special Economic Zone to be expanded from 120 to 640 hectares
- "Aviastar" is the key enterprise, forming the avia-industrial cluster
- Zavolzhie industrial zone - 500 hectares
- Increasing demand for storage and logistics

Main fields:
- Technical industries
- Electronics
- Research
- Construction
- Retail

Innovation projects
- About 140 investment projects in different spheres
- Rapid growth and investment stimulation 30,000 perspective vacancies

Main investment projects:
- BAW motors
- Hempel paint and chemicals
- Hilton garden Inn
- Haitech Aviocomponents
- McDonalds
- Simbirsksk harbor

The city is transitioning from stagnating post-soviet industrial town to rapidly developing industrial centre

Economy is diversifying in basic industries

Population is more likely to be permanent and to stay

Trends

Average citizen portrait
- Average salary ~18,300 r.
- 28% chance to work in trade and services, 25% in either government sector or industry
- Local citizen, relatively low number of immigrants
- Either a teenager or a person above 40
- More likely to be a woman

Average living space ~25 m² per person

Housing market
- Housing market recovered from crisis and rapidly growing, 350,000 m² built in 2012
- Prognosed to intensify
- Internal demand stimulated by government programs
- Low demand for rental housing
- Mass construction of "social" affordable housing and complex development for housing construction

What could be the outcomes and potential threats?
Urban analysis

Objects of “Soviet museum”

City center

Cultural center

Museum

“Motherland of Lenin”

Goals  Structure  Urban analysis  SWOT analysis  Visions  Strategic projects
Urban analysis

Goals

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Strategic projects

SWOT analysis
SWOT analysis

**STRENGTH**
- Robust manufacturing
- Seed - investments in Cultural/Creative Industry
- Centrally located between FIFA-playing cities
- Rich landscape diversity
- Functional Public Transport network

**OPPORTUNITY**
- Ulyanovsk as a hub of Cultural Tourism
- Creation of a Special Economic Zone
- Volga as recreation/tourism/landscape infrastructure
- Vacant space for urban regeneration
- Drive for innovation (IT, education)
- Big Events in the region (FIFA, Kazan 2013, etc.)

**WEAKNESS**
- Low entrepreneurship of Ulyanovsk inhabitants, braindraining
- Environmentally fragile River bank (landslides in Volga’s right bank)
- Inefficient Land Use
- Lack of urbanity / Poor diversification of housing typologies
- Lack of intermodality, weak connections between river banks
- Poor connections to Rivers

**THREAT**
- Decision making not transparent / stable (how resources are allocated)
- Shift from Public to Private transport
- Ulyanovsk misses opportunities of upcoming Big Events
- Lack of investments and modernization of big factories (losing out competitively, environmental hazards)
- Lack of economic diversification (heavy industry Vs. Innovation Vs. R&D)
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## SWOT matrix

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**S**
- Exploitation opportunities optimally
- How do we minimize weak points or prevent that they frustrate opportunities

**W**
- Utilizing strong points and avoiding threats
- Getting insight in one’s own limitations

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**Urban analysis**
- SWOT matrix
- Exploitation opportunities optimally
- How do we minimize weak points or prevent that they frustrate opportunities

**Strategic projects**
- Utilizing strong points and avoiding threats
- Getting insight in one’s own limitations

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**Visions**
- SWOT matrix
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**Structure**
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**Goals**
- SWOT matrix
- Exploitation opportunities optimally
- How do we minimize weak points or prevent that they frustrate opportunities
Analysis is good for understanding, but it is not a vision

Vision depends on your ambitions
First you may define your goals for the future
And then look for spatial strategies that serves your goals
4 different visions

oneCITY
creative city

twinCITY
Self-sufficient city

networkCITY
Multichoice city

riverCITY
Landscaped city
OneCITY

Creative Ulyanovsk

• Bridging the spatial gap
• Create new common identity
• New urbanity provokes creativity

Darya Malyugina, Marina Nurgalieva, Natalya Kyzlasova, Alexander Lyubimov, Anna Vladimirova
Spatial Vision

Islands connect left and right banks

Dense urban areas are stretched along the main roads

Moveable bridge

Light rail trains with incentive parking

Mixed-use sector on the islands
Strategic Projects

Goals

Ulyanovsk

Urban analysis

SWOT analysis

Visions

Strategic projects

Moving River Port

New centre(s)

Sport school → FIFA

Motor Factory → Creative Factory

Moving the Main Train Station → centre
FIFA-2018 Project

Goals
Ulyanovsk
Urban analysis
SWOT analysis
Visions
Strategic projects
Visualisation

Danilovskaya Manufactury, Moscow

Cable factory, Helsinki

Tate Modern, London
TwinCITY
Self-sufficient Ulyanovsk

Olga Sarapulova, Ekaterina Kuricheva, Valeriya Sazonova, Maria Chirkina, Kseniya Chikrizova
Vision

- Two banks of equal opportunities
- Emancipation and sustainability through self-sufficiency
- Comfortable environment for every generation
- Two banks as two ways of development

Come to football, plunge into new city of Russia
Spatial Vision

Visions

Urban analysis

SWOT analysis

Visions

Strategic projects
FIFA-2018 Project

- Luxury housing
- Active sport zone for FIFA 2018
- Civic centre
- Cultural-educational centre
- New harbour
- Park
- Hotel

Goals | Ulyanovsk | Urban analysis | SWOT analysis | Visions | Strategic projects
Strategic Projects

Goals  Ulyanovsk  Urban analysis  SWOT analysis  Visions  Strategic projects
Network CITY

Multi-choice Ulyanovsk

Anastasia Dubova, Alexander Romanov, Nailya Sabirova, Artyom Tsariov, Olga Duplikhina
Multi-choice Ulyanovsk

- A polycentric city with many identities
- A network-integrated city
- A city you keep on choosing
- A city where you choose your lifestyle
Spatial Vision

Goals

Ulyanovsk

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Strategic projects

IT-Cluster

Diversification of industry

Tram to the left bank

New typology of housing

Culture and creativity

Integrated transport system

Living environment
Strategic Projects

Transportation hub
FIFA Fan-zone
Residential complex
Business district
City transportation hub
FIFA strategic project
FIFA-2018 Strategic Project

- Fan-zone on the Volga bank
- Residential complex to be used as a IT-cluster university campus
- Multimodal transportation hub
FIFA Strategic Project Visualisations

Goals
Ulyanovsk
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new typology of residential complex

2018

> 2018

fan accommodations

housing / campus / business
Multimodal Transport Hub
RiverCITY

Landscaped Ulyanovsk

Eugenia Kolesova, Maria Victorova, Ksenia Suchkova, Konstantin Klimkin, Anastasia Lukacher
AMBITION

- CREATE NATURAL / OBVIOUS / RELATION BETWEEN LANDSCAPE AND URBAN FABRIC
- CAPITALIZATION OF MAIN QUALITY ASSETS OF YLYANOVS
- GREEN NETWORK
- RIVERVIEWS AND LANDSCAPE PUBLIC SPACES FOR EVERYBODY
- IMPROVING QUALITY OF EVERY DAY LIFE
Spatial Vision

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THANK YOU FOR ATTENTION