

Project Maelbeek

Fonds Quartier Européen

ULI Advisory Services
Programme
15 – 18 May 2006



About ULI

- Research and education organisation
- 30.000 members world-wide
- Publish books and magazines, organise conferences
- District Councils
- Advisory Services Programme

About the Panel

- Michael Beyard
ULI – the Urban Land Institute
- Andrew Brooks
Grosvenor
- Paul Stasse
Altoon + Porter Architects

Acknowledgements

- Fonds Quartier Européen
Fondation Roi Baudouin
 - Alain Deneef
 - Yves Remy
 - Bernard Cardon de Lichtbuer
 - Maria-Laure Roggemans
- Interviewees

The Process

- Reviewed briefing materials
- In town for 3.5 days
 - Briefing and tour with the sponsors
 - Round table discussions
 - Deliberations
 - Presentation of findings and recommendations
- Draft report in 2 to 3 weeks
- Final report



Our Assignment

Strategy for creating a vibrant community in the European Quarter



Challenges and Opportunities

- ❑ Undeveloped environment for living in the European District
- ❑ Little integration of Brussels and the EC – physically, environmentally, socially, and culturally
- ❑ Emerging partnership among the players
- ❑ Competing agendas
- ❑ Development led by demand and not by a plan

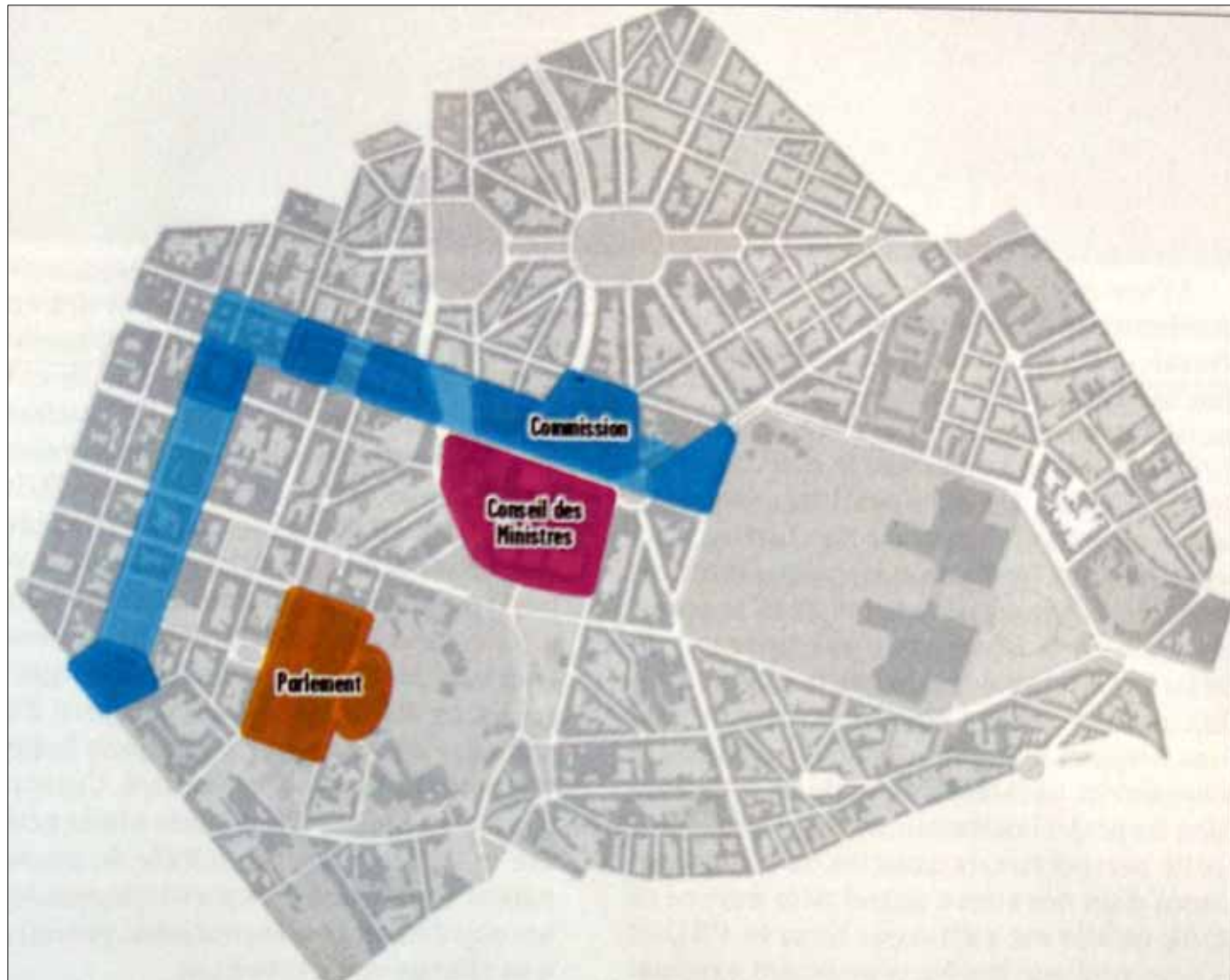
Challenges and Opportunities

- ❑ Erosion of civic identity and image in the European District
- ❑ Depopulation and loss of retail in the European District
- ❑ Security concerns
- ❑ Leverage the city's power, assets, and aspirations in the partnerships with the European Commission to reverse the negative trends
- ❑ Create entertaining, people-oriented, and human scale places to live, shop, play as a counterpoint to the grand spaces of the European District

The District 1950 and 1997



Europe in Brussels



Setting the Scene

The Role of the European Community in Brussels is Changing

1958 EXCLUSIVE PLAYER 2006 INCLUSIVE PLAYER 2026



Occupier of Space

- Unfocussed demand to build
- Loss of identity
- Planning led by development

Regenerator of Its Home

- Shared vision
- Collaboration
- Integration
- Contribution
- Rediscovery
- Connectivity



Joined up delivery
Renewed civic pride
Stronger image

Development led by
collaborative vision

Vision Statement

Consolidating and showcasing the capital of Europe through a public/private initiative that delivers a superb built environment and transit connections that enrich the environment for living, working, and visiting in the European Quarter

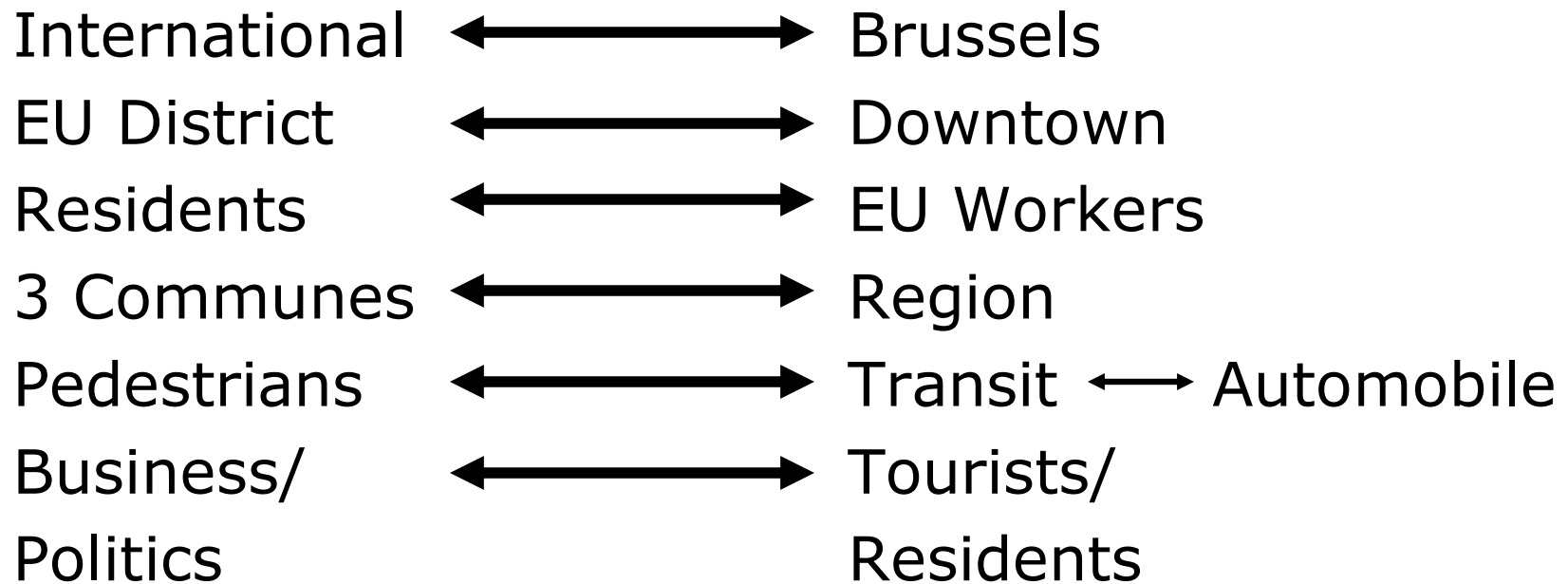


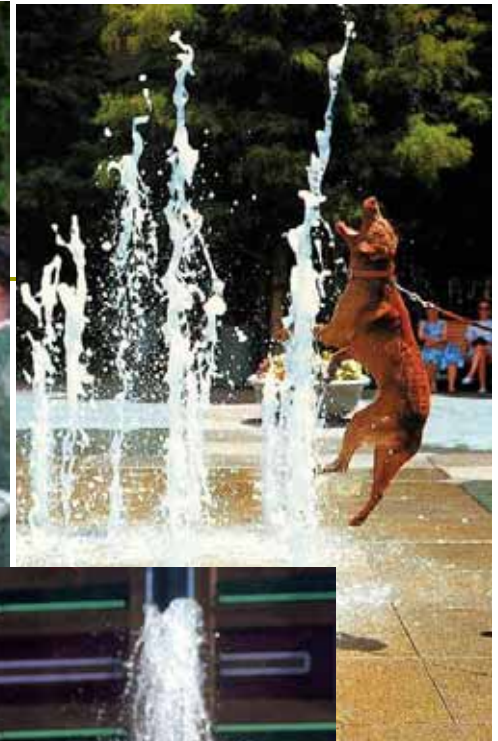
Vision - 2026

- ❑ 2008... 50 years as an EU capital
- ❑ From 2008... THE capital of Europe
- ❑ Opportunity to create the human face of the EU
 - Showcase for Europe – public
 - Icon Tower – private
- ❑ Activate and connect existing public spaces
- ❑ Capture the vision with a clear brand and strategy for implementation
- ❑ Achieve a critical mass of retail and residential development
- ❑ Build on the district's position as a strategic crossroads



Strategic Crossroads





It's the human face of the EU!

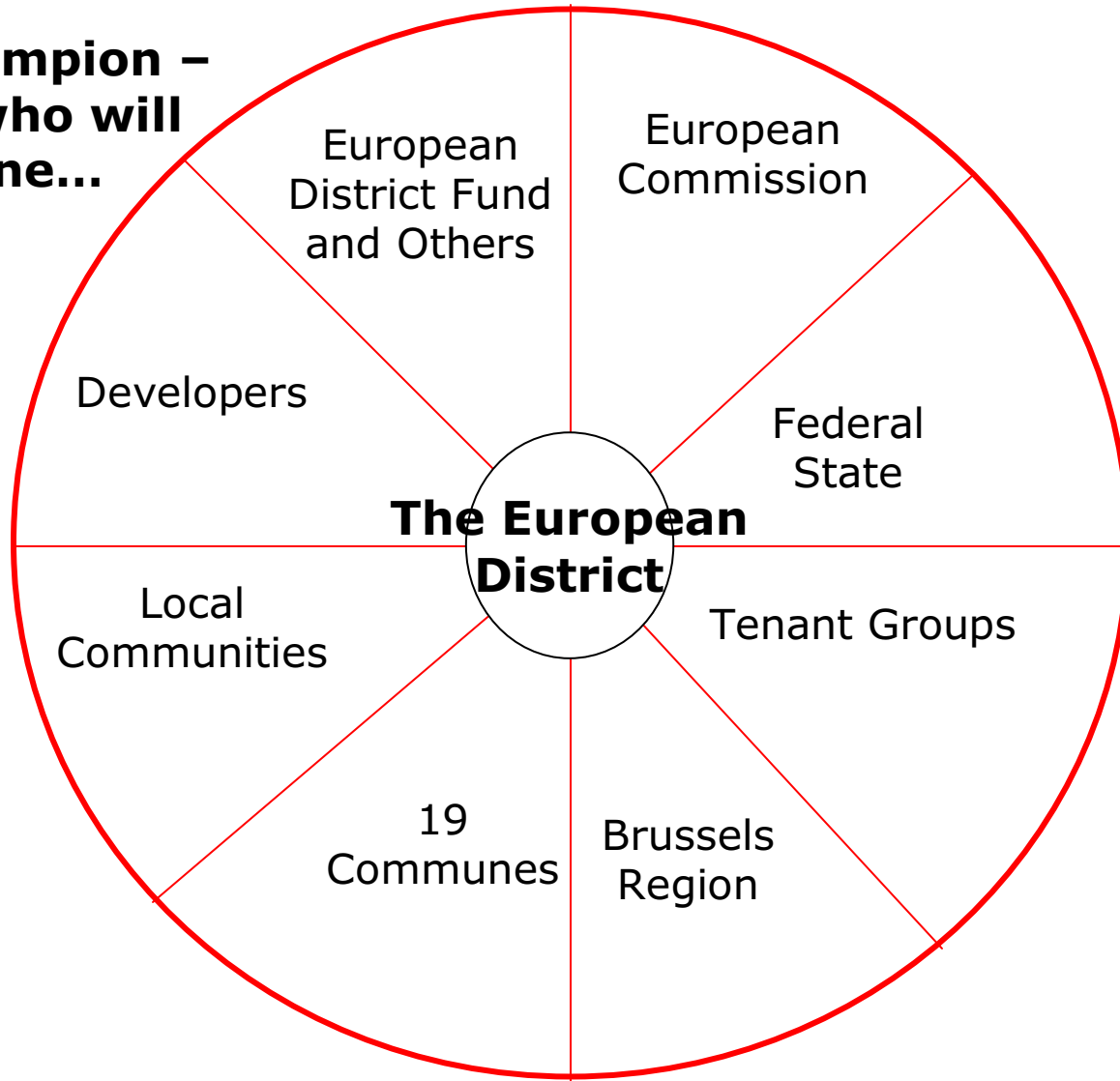
Guiding Principles

Creating the Destination

- ❑ Integrate European District into Brussels
- ❑ Capture and brand strong vision
- ❑ Align all agendas
- ❑ Establish a 2026 organisational framework
- ❑ Fill in the missing pieces of the district
- ❑ Create a public/private business plan
- ❑ Find an ongoing champion
- ❑ Provide integrated mobility
- ❑ Bring life with retail
- ❑ Deliver exciting living, working, and visiting environments and experiences

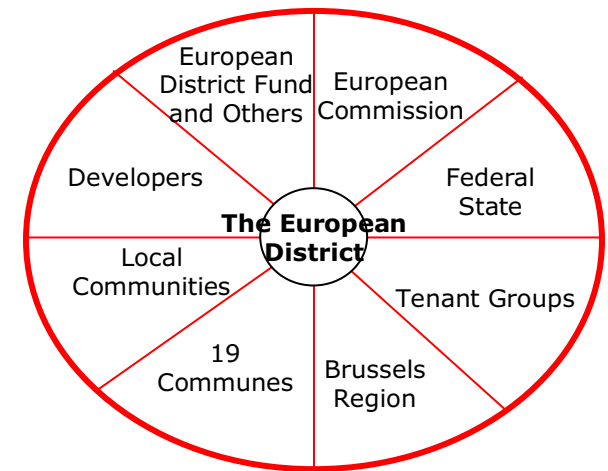
The Players Form a New Partnership

**Need a champion –
someone who will
get this done...**



Objectives of the New Partnership

- ❑ Setting the vision
- ❑ Agreeing to the plan and implementation strategy
- ❑ Agreeing the figures and contribution framework
- ❑ Closing the technical gaps in policy and permits
- ❑ Setting up the management framework
- ❑ Delivering an exemplary public/private partnership within an agenda of mixed-use regeneration worthy of the Capital of Europe
- ❑ Public realm guide – kit of parts
- ❑ Continual refinement



Branding and Image Building

- ❑ Vision needs to be clearly understood by all partners
- ❑ Branding has sufficient time to launch in 2008 – 50th anniversary of EU
- ❑ Fantastic opportunities for Brussels as a genuine tourist destination - USP
- ❑ True integrated public/private partnerships to demonstrate united approach
- ❑ Strength of vision – depth of brand
- ❑ Requires close working partnership among all primary partners

Context Issues

- ❑ Delivery framework needs to show how public spaces work together to establish a unified area
- ❑ Car parking – shared spaces
- ❑ Public art programme linked to European 'walk of art'
- ❑ Lighting schemes – buildings and along Chaussée
- ❑ Opportunity spaces
 - Observation deck
 - New park connections
 - Redundant EC buildings – opportunities for redevelopment to residential or mixed use

Capitalize on Stepping Stones and Public Rooms



Create Human Scale Promenades and Cross Roads



Vision:

Ch. d'Etterbeek = Vallée de l'Europe

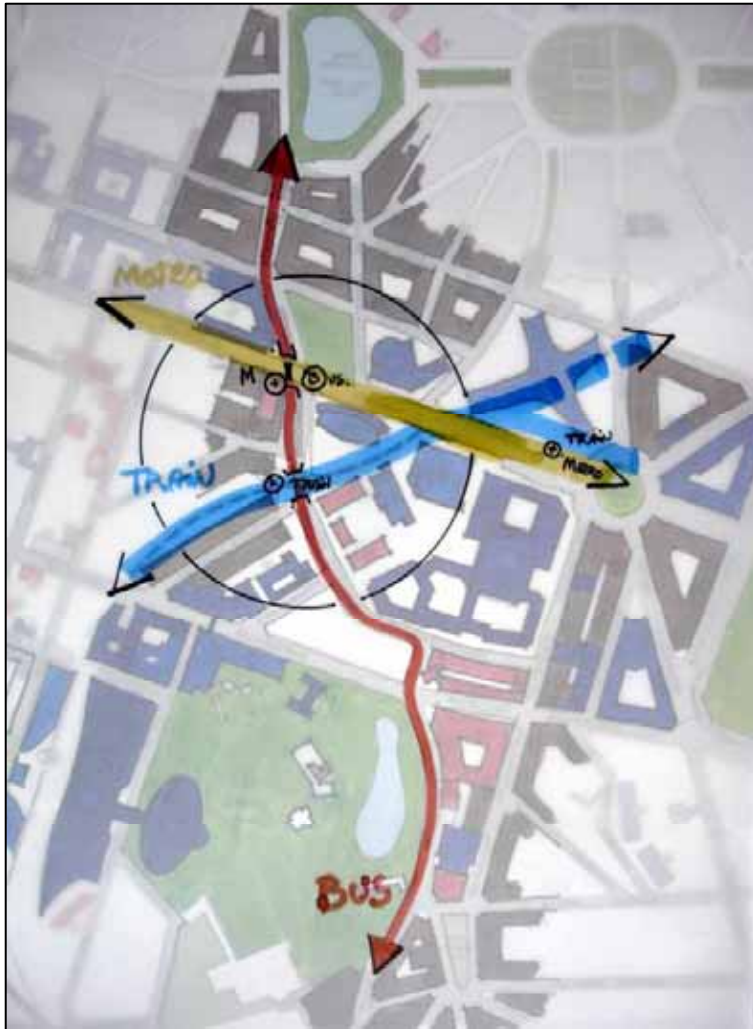
- Human link between Europe and Brussels
- Green link between the public spaces to the north (Square Marie Louise) and the south (Square Forti Dei Marmi)
- Tame the traffic
 - Narrow the street
 - Convert to 2-way traffic
- Reinforce four neighborhoods of Chaussée d'Etterbeek
 - Marie-Louise District
 - Downtown Europe
 - Park District
 - Café District



Chaussée d'Etterbeek

- Create “stepping stones” along the Chaussée
- Support two anchors for Downtown Europe
 - Showcase of Europe
 - Iconic tower
- Public infrastructure investment to create the environment for retail and residential
- Public guidelines to shape underutilised buildings for residential, retail, restaurants, and services
- Explore opening the stream

Overcome the Negatives



Opportunities



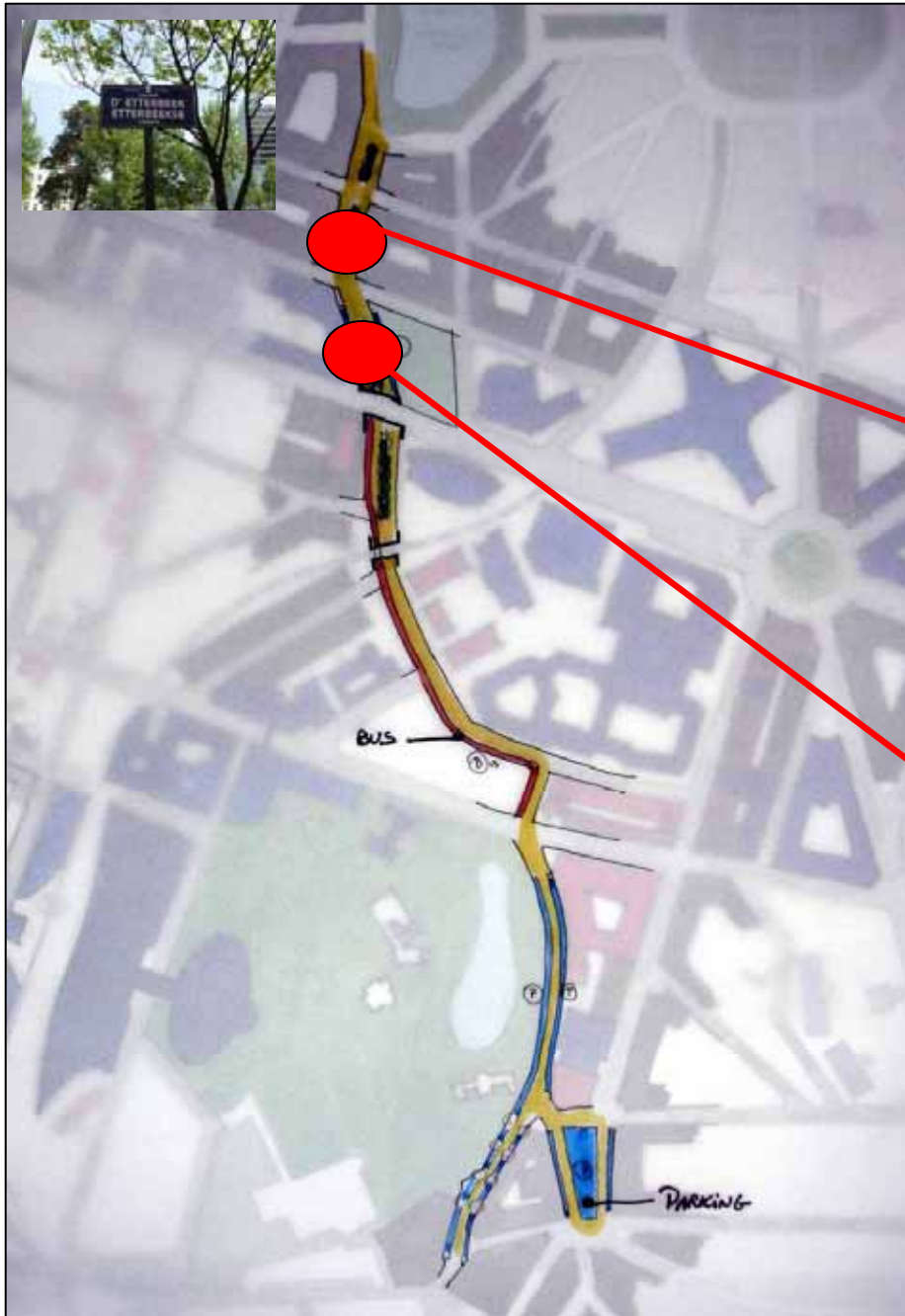
Buses & Metro



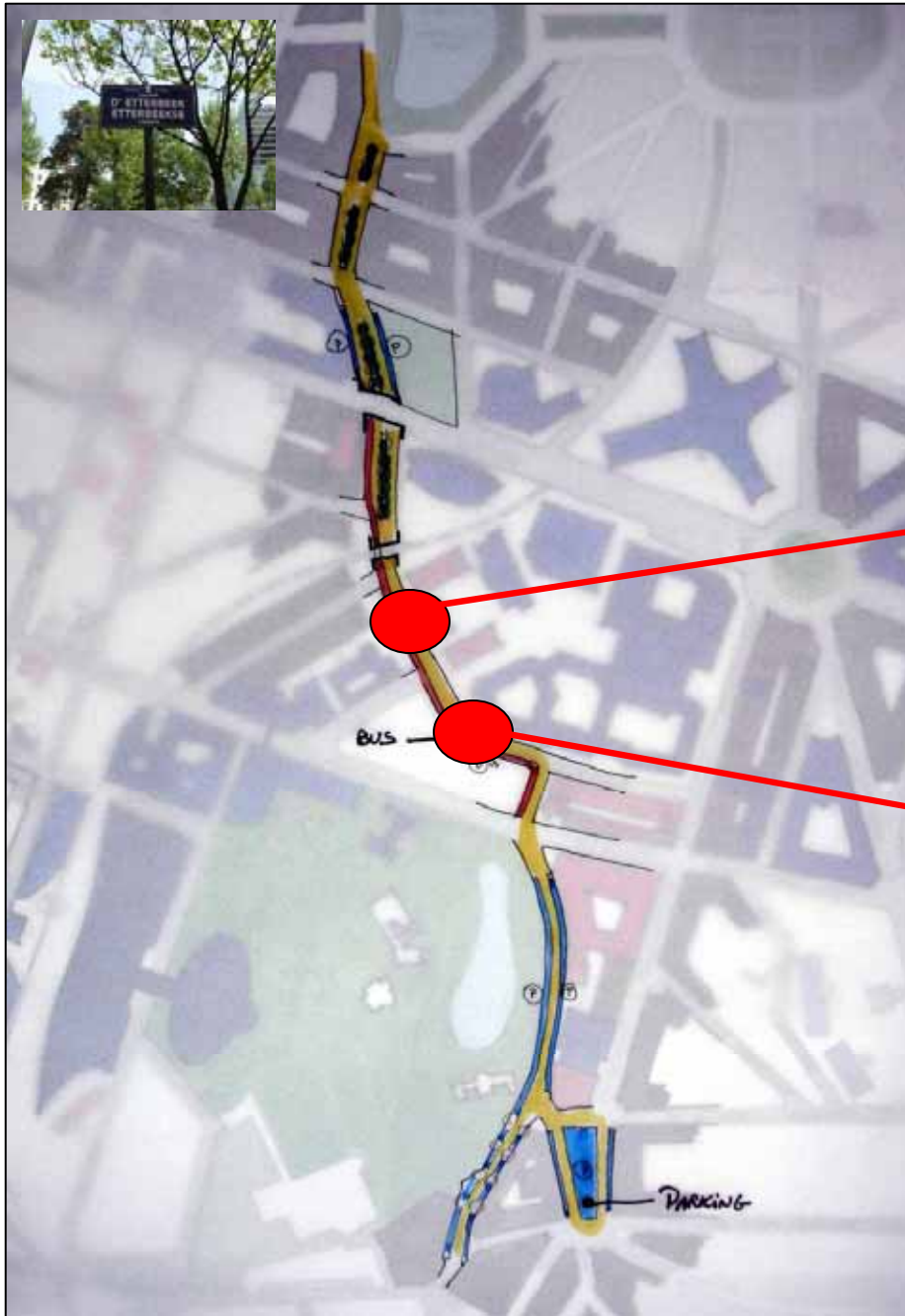
Train

Issues

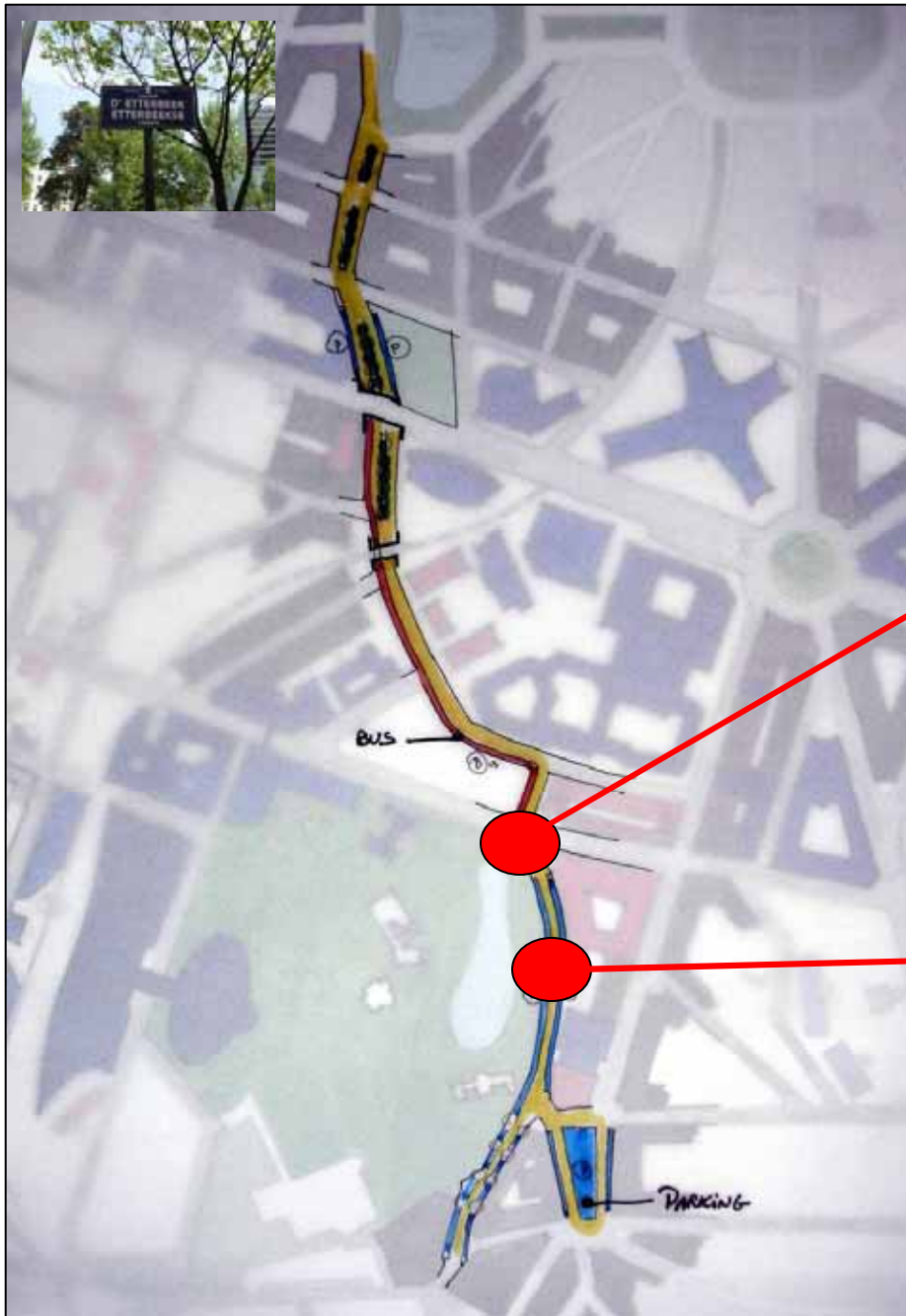
Overcome the Negatives



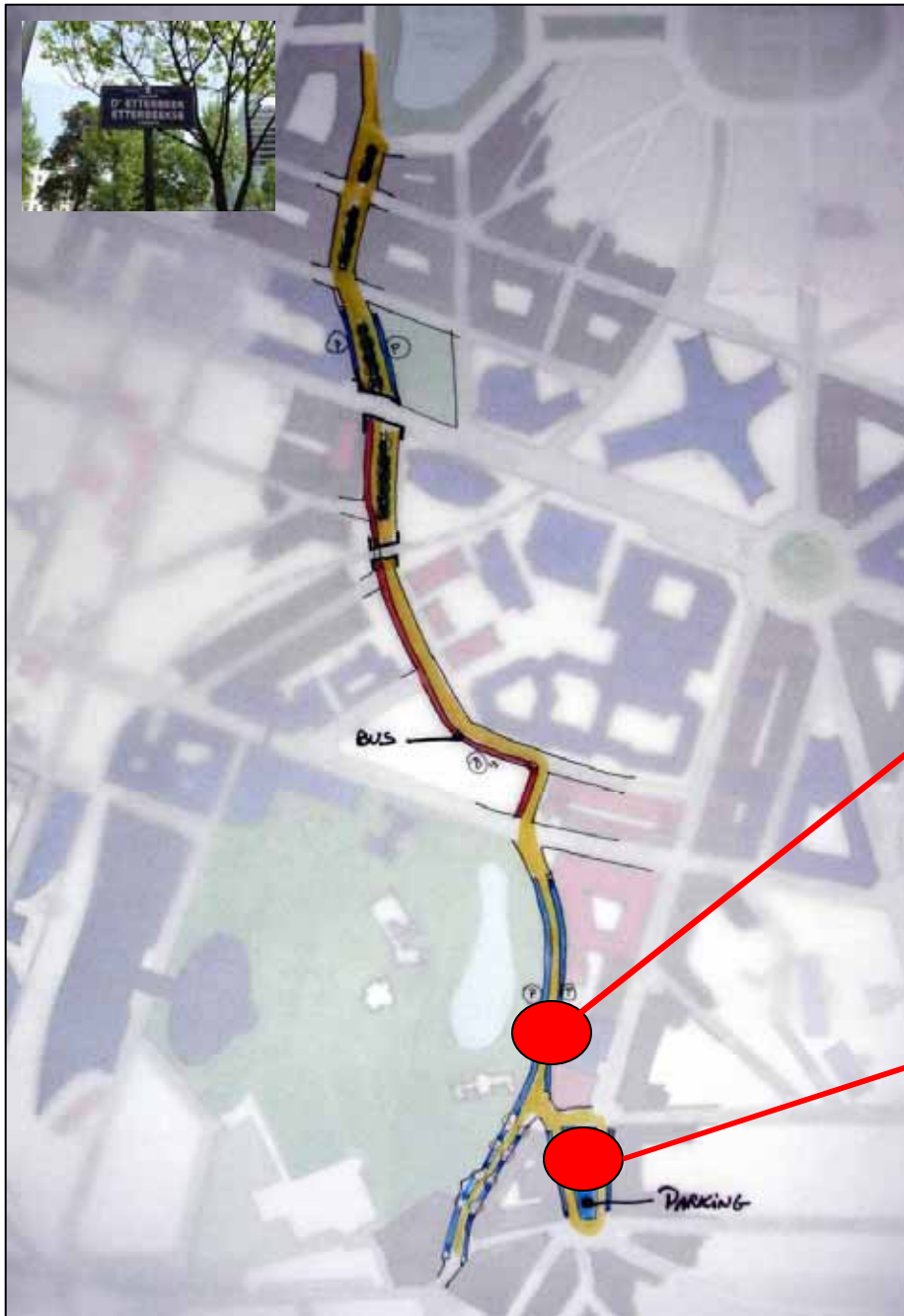
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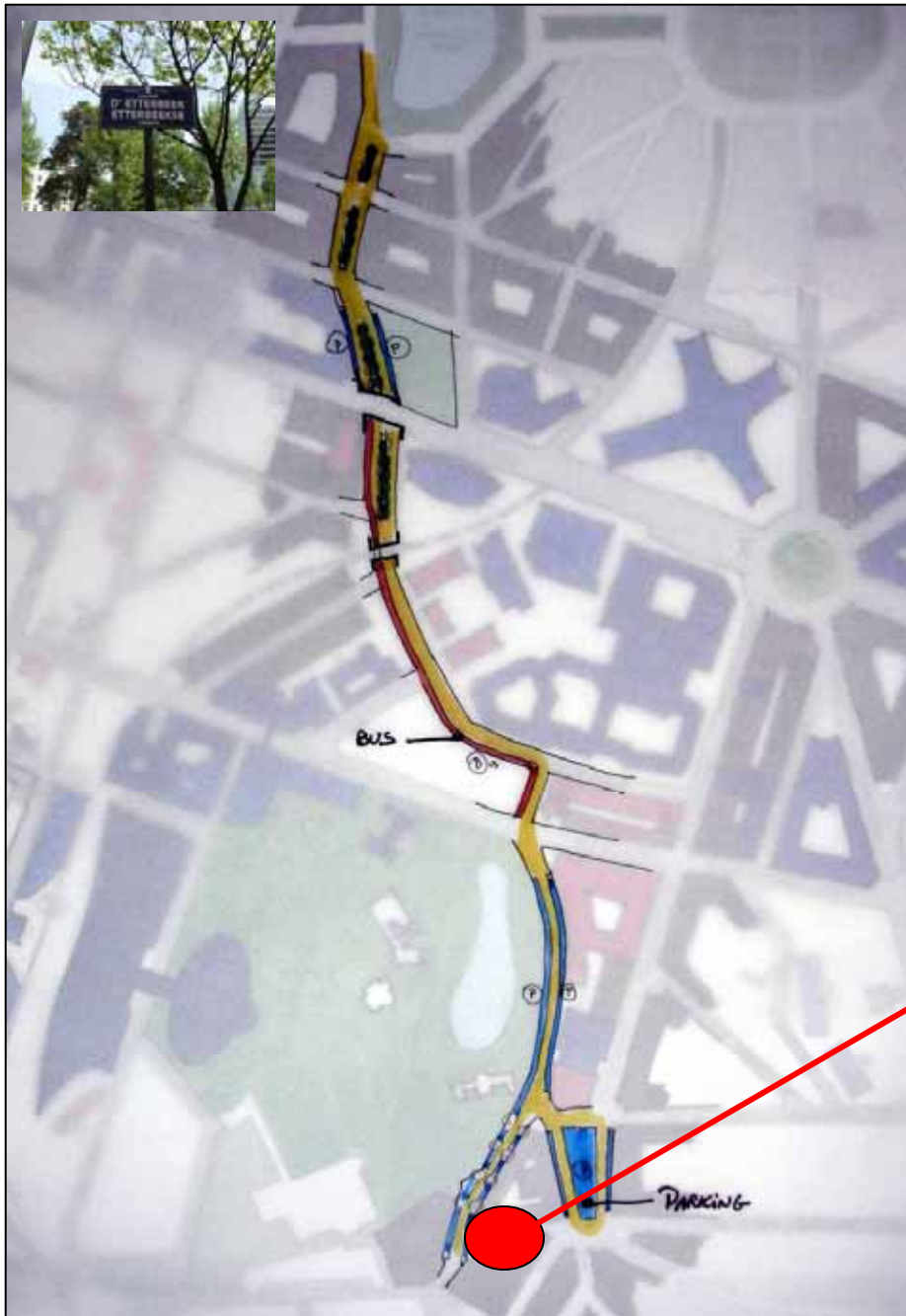
Overcome the Negatives



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Overcome the Negatives

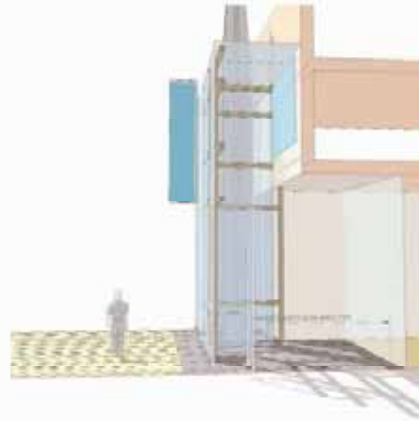
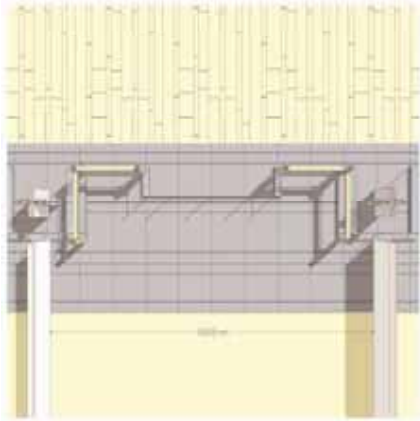


Creating the Environment

- ❑ Key to success in the district
- ❑ More than retail services, transport, infrastructure
- ❑ 'Tout ensemble' is important
- ❑ Design for people
- ❑ Reinforce pedestrian itineraries
- ❑ Create "stepping stones" that draw people through
- ❑ Plan for continuous activity
- ❑ Human-scale details at pedestrian level are important



Create a sense of place, identity; Control shop front criteria



subtle graphic pattern.

Lighting - Column Mounted: Just below the knuckle of the spaced column and the umbrella support beams.

Lighting - Bulkhead Mounted: Located above the bulkhead and not visible from the common area, nor seen by reflection.

Lighting - Ceiling Hung: Establishing a "second layer" that lets the observer realize just how high and grand the conservatory is.

Lighting - Floor Mounted: much more intimate in scale, it provides task light to critical areas of the space and defines paths of movement and activity areas as well.

STOREFRONT

Provided by: Owner

Neutral Surround: Glass neutral pier up to terra cotta bulkhead. Glass fin terminating demising wall. 150mm stone curb at base of storefront.

Projection: A 1.8M projection from the face of bulkhead.

Materials: Frameless glass over wood and metal frame with stainless steel pin connectors.

Height: 7.2M

Transparency: Full transparency with the exception of top/roof of storefront that is 25% transparent and 75% translucent bands.

Closure Type: Frameless glass out-swinging doors with offset pivot.

Closure Placement: Recessed so that open door does not extend beyond plane of storefront.

Placement of Roll Up Shutters: Recessed within ceiling of Design Control Area.



Design Review

- ❑ Strengthen existing design review
- ❑ Stress continuity of the pedestrian experience
- ❑ Encourage design of spaces suitable for retail
 - Access for services and utilities
 - Large window displays
 - Varied store sizes

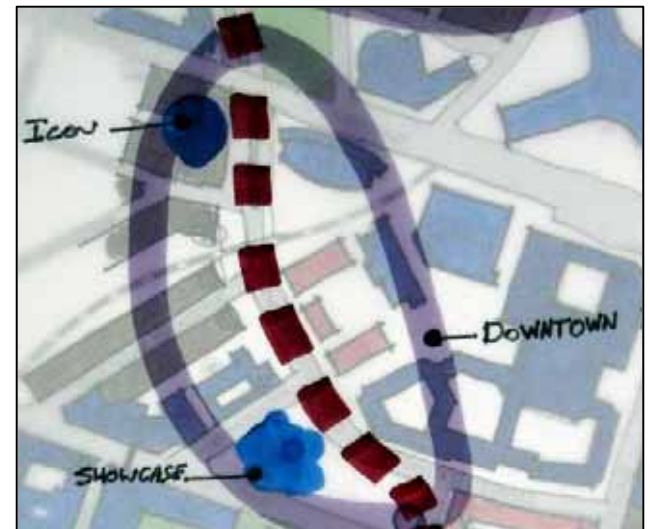


Design Review

- ❑ Require ground floor with flexible designs to accommodate retail – 4 meter minimum height
- ❑ Designate two pedestrian promenades where retail nodes are required
- ❑ Permit optional retail as supported by the market on other streets
- ❑ Create design guideline document for public spaces
- ❑ God is in the details

Neighbourhood Focus: Downtown Europe

- ❑ Densest and most important part of Chaussée
- ❑ Opportunity for vertical mixed-use
- ❑ Highest density residential uses
- ❑ Continuous retail frontage
- ❑ Anchored by an iconic mixed-use tower to the north and a mixed-use cultural and entertainment showcase to the south
- ❑ Need enhanced entry points from the metro, train, Rue de la Loi, and the Chaussée d'Etterbeek

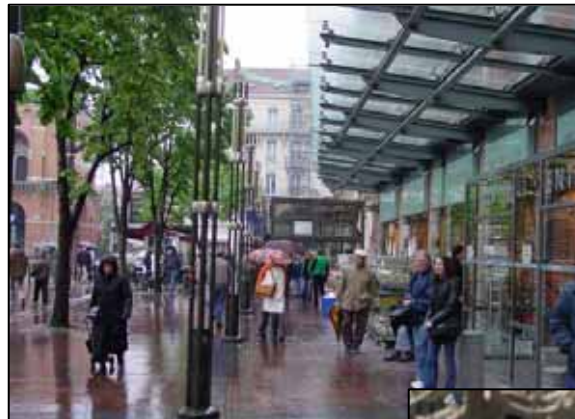


Neighbourhood Focus: Downtown Europe

- ❑ Narrow the Chaussée; widen the sidewalks
- ❑ Two Chaussée crossroads – grand and formal (at Rue de la Loi) and human-scaled and fun (at Rue Belliard)
- ❑ Requires special attention under the Rue de la Loi and the train tracks
- ❑ Enhance pedestrian links to surrounding neighbourhoods



Key Project #1: Cultural and Entertainment Showcase



Showcase of European Culture and Entertainment

- ❑ The living room of Europe: accessible, open, fun, engaging
- ❑ Celebrates Brussels as the capital of Europe
- ❑ An entertaining place for residents, tourists, and employees of the EC and other businesses in the area
- ❑ Showcase for European culture and entertainment
- ❑ European foods, products to buy, performing and visual arts, children's arts, and community meeting places



Showcase of European Culture and Entertainment

- ❑ Constantly changing information and exhibits from all 232 regions of Europe
- ❑ Anchors the new pedestrian cross roads of the European District
- ❑ Open, transparent, and engaging street presence along the Chaussée and Rue Belliard
- ❑ Extension of Parc Léopold with an animated fountain
- ❑ Integrate Parc Jean Rey with the showcase for outdoor activities and dining
- ❑ Combined with high density residential uses
- ❑ Potential for significant retail must be confirmed by a market study
- ❑ A publicly-owned site = Great opportunity for public/private partnership with the EC

Key Project #2: The Skyline Icon: Downtown Europe



The Icon on the Skyline

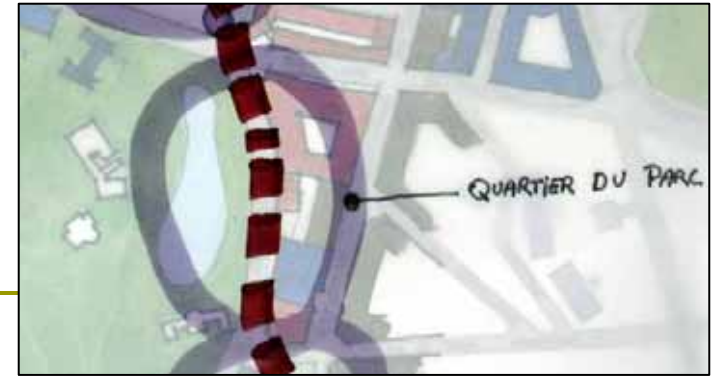
- ❑ Proposed signature, mixed-use tower at the intersection of the Rue de la Loi and Chassée d'Etterbeek (Crowne Plaza)
- ❑ Opportunity to link upper level (Europe) with lower level (Brussels)
- ❑ Should include residential, office, and retail



The Icon on the Skyline

- 5.000 to 10.000 m² of specialty shopping opportunities must be linked between levels and have true transit-related retail connections
- Physical improvements needed under the Rue de la Loi and the train tracks
- Wider sidewalks lined with retail kiosks
- Better lighting, murals, glass noise barriers
- A continuous and enjoyable experience for the pedestrian

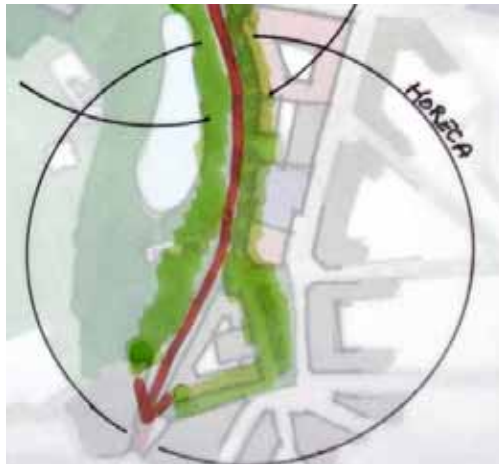
Neighbourhood Focus: Quartier du Parc



- ❑ Extend Parc Léopold to the east side of the Chaussée
- ❑ Intensively landscape the east side
- ❑ Possible location for small interactive monuments and memorials for those who have worked to create the idea of Europe
- ❑ Screen the backs of buildings and parking
- ❑ Few opportunities for retailing except for the property at the north end



Café District: Bars and Restaurants



Neighbourhood Focus:

Café District

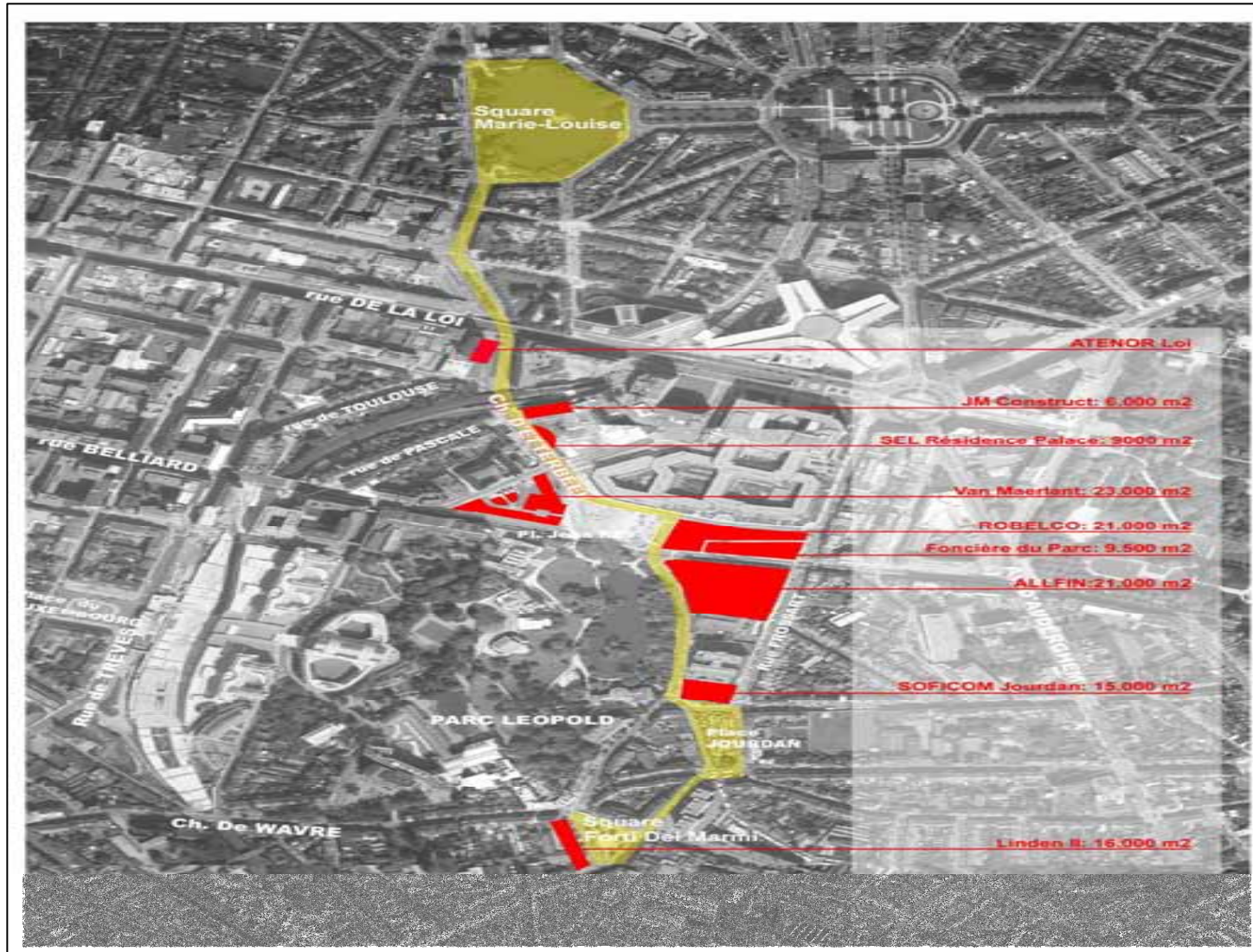
- ❑ Thriving café society around Place Jourdan
- ❑ Physical improvements will strengthen businesses
- ❑ Extend improvements along the pedestrian-oriented Chaussée de Vaure, which needs upgrading
- ❑ Encourage cafes to spread south to the Forti dei Marmi in line with demand
- ❑ Put the parking lot underground in the Place Jourdan covered by a park and market

Neighbourhood Focus: Le Quartier Marie-Louise

- ❑ Elegant residential quarter undergoing regeneration
- ❑ Magnificent formal park which needs to be brought to a higher standard
- ❑ Limited specialised retail as the market demands
- ❑ Future opportunity to create mixed-use residential/office/retail buildings across from the Crowne Plaza hotel and the Jardin de la Vallée de Maelbeek
- ❑ Physical enhancement will strengthen this residential location



Other Planned Projects



Types of Retail

- ❑ Complete a market assessment
- ❑ Preliminary judgment – neighbourhood-serving retail and restaurants throughout
- ❑ Downtown Europe = Mix of cultural retail, neighbourhood retail, office-serving retail, tourist retail, and transit retail; restaurants, quick casual food
- ❑ Café district = mix of cafés restaurants, bars, neighbourhood shops
- ❑ Marie-Louise District = limited specialty retail, restaurants, arts, and antiques
- ❑ Park District = few suitable sites for retail at all
- ❑ Potential regional retail...

The Chaussée d'Etterbeek Becomes the Vallée de l'Europe



Implementation

- ❑ Validate with data
- ❑ Create the delivery plan
- ❑ Delivery
- ❑ Key sites to deliver the vision



Validation

- Framework converted into a business plan
- Pool knowledge and research
- Series of workshops to encourage dialogue and exchange

Create the Delivery Plan

- Business plan – identify costs of delivering the vision and allocate financial responsibilities
- Formally commission new research as needed
 - Market needs
 - Environmental impacts
 - Traffic
- Public realm framework

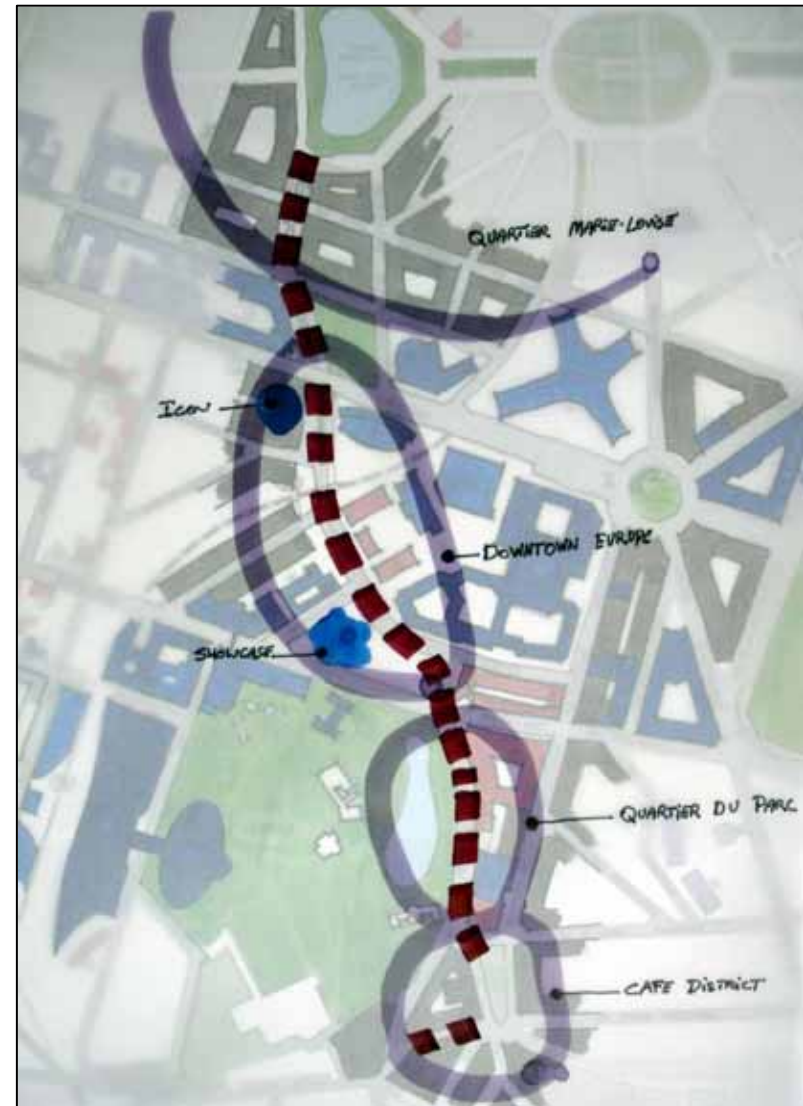
Delivery Framework

- ❑ Infrastructure needs to be addressed in order to prioritise development
- ❑ Vision and development needs to drive infrastructure solutions
- ❑ Public sector most likely to deliver infrastructure
- ❑ Kit of parts links all projects



Short-term Actions: Focus on Key Sites to Deliver the Vision

Four principal areas



Key Sites to Deliver the Vision



- Start at critical points
- Learn from initial projects and process
- Critical points – Where to start?

Key Sites to Deliver the Vision

- Public project – Van Maerlant
 - Do not sell – the only public chance
 - Best opportunity for joint initiative – EU/Federal/Region/Communes
 - Deliver a showcase of Europe – food, art, culture entertainment
 - Deliver 200+ residential units
 - Linked to Parc Léopold
- Private project – iconic tower (retail, office, restaurant, city viewing deck)

Other Short-term Actions

- ❑ Activate parks with reasons to stay and enjoy
- ❑ Public art to promote story and history
- ❑ Wayfinding and signage for the new district – brown signs, lighting throughout city
- ❑ Amend PRAS to allow more retail
- ❑ Progress EU design competitions for two projects



Medium-term Actions

- Major infrastructure – test with impact assessment – public funding
- Pedestrian infrastructure – paid from money from the management organisation
 - Signs
 - Pathways
 - Trees
- Explore canal possibilities



Long-term Actions

- ❑ Building flexibility for future uses to include ground-floor retail as new downtown neighbourhood emerges
- ❑ Chaussée d'Etterbeek becomes part of an urban neighbourhood of a mixed use urban neighborhood



Incentivise Development

- Development demand is changing and will continue to change
 - 10.000 m² now up to 100.000 m²
- 'Brussels Model' has been development-led, not plan-led
- Trust is eroding
 - Restrictive retail policies
 - Inflexible developer response
 - Single-purpose building designs
- Need to close the gaps
- Retail policy to reflect likely demand
- Developers need to develop loose-fit buildings
- EC needs to update Blue Book

Incentivise Development

- ❑ Incentives for converting abandoned EC offices back to residential quickly – Brussels-wide
- ❑ Prepare for anticipated residential demand as the district comes on line
- ❑ Change in profile of EC demand space - mega-buildings or more urban type of building? Need to decide...
- ❑ Development to contribute to cost of maintaining the new district

Create a Management District

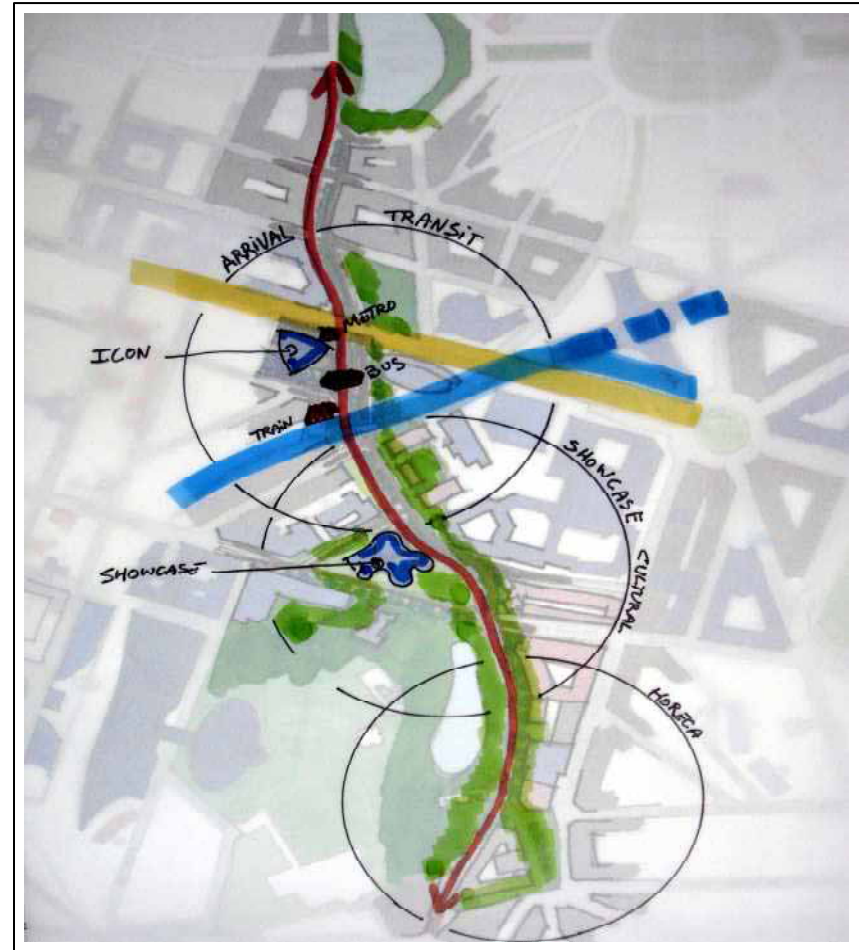
- What is it?



- High quality management of a specific area to deliver better than normal levels of service and user satisfaction

Management District

- Where is it



Management District

- What does it cover

- Security
- Cleaning
- Maintenance
- Lighting
- Landscaping
- Public art, exhibitions, events programme
- Development coordination

- Who participates

- Stakeholders
 - EC
 - Federal
 - Board of trustees
 - Occupiers

Management District

- Who contributes
 - Occupiers on a m² or unit basis
 - Commercial occupiers contribute principal costs

Management District

- Why is it essential



- Establishes standards of public space to glue regeneration projects together
- Sustains the built standard
- Overcomes fragmented developer involvement
- Exceeds 'normal' levels of public care
- Sets the benchmark for the city and exemplar template for EC to lead with their ongoing Europe-wide regeneration initiative

Benefits of Our Approach

- ❑ Puts people first
- ❑ Makes the European District more livable
- ❑ Creates a place people want to be
- ❑ Sets the framework for successful residential retail and services
- ❑ Achieves more sustainable real estate value
- ❑ Provides the design dividend: higher sales, higher rent, higher sale prices, higher real estate returns
- ❑ Creates dialogue between Brussels and the EC



Benefits of Our Approach

- ❑ An implementation strategy that is market-based and enlightened urban policies
- ❑ Achievable in phases beginning in the short-term
- ❑ Delivers real mixed-use integration
- ❑ A prototype strategy that can be extended in other parts of the district over time
- ❑ Takes advantage of the great opportunities you have to build on the presence of the EU and will help brand Brussels as THE capital of Europe

Questions and Answers



European Quarter

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