

THE ROLE OF THE
**ARCHITECTURAL
PROFESSION**
IN DELIVERING
**RESPONSIBLE
DESIGN**
2014

Architects' Council of Europe



The ARCHITECTS' COUNCIL OF EUROPE (ACE) is the representative organisation for the architectural profession at European level. It represents the interests of Architects in 47 organisations in 33 countries.

**THE ACE BELIEVES THAT
CITIES ARE KEY TO ALL OUR
MAJOR SOCIETAL CHALLENGES
SUCH AS:**

- ECONOMIC GROWTH
and JOB CREATION
- SOCIAL INCLUSION
and QUALITY OF LIFE
- SUSTAINABLE DEVELOPMENT
and CLIMATE ADAPTATION
- SUSTAINABLE LAND USE MANAGEMENT
and SOIL SEALING REDUCTION
- HERITAGE CONSERVATION
and GREEN INNOVATION



THE ACE WORK GROUP URBAN ISSUES ACTS TO ENSURE THE CONTRIBUTION OF THE ARCHITECTURAL PROFESSION TO THE URBAN DIMENSION OF EU POLICIES IN A BROAD NUMBER OF SECTORS AS FAR AS REGARDS:

- High quality Architecture as a key tool for effective, integrated and holistic sustainable urban regeneration policies
- The urban dimension of the 2020 Strategy for a Smart, Inclusive and Sustainable Growth of European cities
- Promoting innovative and smart solutions for Sustainable Urban Development at EU level
- Promoting European urban heritage as a resource for economic development, social cohesion and quality of life

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“ We also need to be more aware of our responsibilities in terms of providing better urban environments. And better urban environments start from better streets. And better streets start from better homes. ”



11 WHY THIS PUBLICATION?

Europe is undergoing manifold changes, often happening together in a very short timespan. The recent economic downturn and the environmental imperative have had significant repercussions on the way urban societies are developing, with consequent implications in socio-cultural terms. This follows decades of economic growth and prosperity that have very often been prioritised over social and cultural specificities, manifesting themselves in design schemes that are insensitive to individuals.

This is a timely publication. As we enter a new era of economic rebuilding and restructuring and new societal challenges, it would be opportune to re-evaluate our position as architectural professionals, and to remind ourselves of our central contribution in forming and establishing well-designed societies that increase the well-being of individuals.

As the complexities of our urban structures increase, as our cities become more and more urbanised, and as broad overarching objectives dominate urban and political agendas, we must not forget that at the heart of these phenomena lies the individual, living within the basic societal unit that is a home, which in turn comprises the elemental unit of a street, a neighbourhood, a city.

We also need to be more aware of our responsibilities in terms of providing better urban environments. And better urban environments start from better streets. And better streets start from better homes. Well-designed places are designed around people. People must first be happy with their own individual spaces, their streets and their neighbourhoods. This is where the profession comes in, as architecture

affects people's feelings and behaviour. If we get these immediate environments right, we could then aim to achieve bigger objectives – such as strong community ties and community involvement and participation. We cannot simply assume that active communities or public participation form by default.

Strictly speaking, these are not new ideas. We are aware of the fact that these basic principles have long been established, within a myriad of professional and academic literature as well as within some





salient European charters and policies, briefly outlined in Part (3) of this document. We are not questioning the need for these principles – rather, we would like to address them within a renewed approach that translates these principles into tangible deliverables for our urban environments.

We therefore feel that there is a need for the ACE to disseminate such a vision in order to help professionals understand better the EU policies that affect the urban environment, notably the EU's Urban Agenda, and also in order to make the most effective use of the EU's funding programmes, notably the ERDFs.

And now is the time to do it.


We contend that the renewed focus of the profession should be on **responsible design** – design that is, yes, quality-oriented and geared at the production of sustainable, accessible, environments, but we would like to frame these concepts into targets that may be achieved. First, small interventions may also go a long way in achieving bigger targets and sparking off broader regeneration processes; second, the existing building stock is an important asset that may be rethought with

environmental targets in mind to offer viable alternatives for reuse; third, the design of robust (meaning flexible) spaces that adapt themselves in the face of changing realities and requirements with minimal effort – all three illustrations of simple principles that manifest themselves in small, physical interventions, really, but that together can start making a big difference.

With this short publication we would like to encourage professionals, at whatever project scale they are working on – from the individual home to the city spatial plan – to acknowledge their important role in making better places that address the manifold challenges European cities are currently facing. We wish for it to be a brief collection of contemporary thoughts, grounded in both research and practice, which addresses the current realities and looks ahead in a hands-on, realistic manner. In formulating these thoughts, we are aware that there are important cultural specificities within each individual Member State. Cultural diversity is a valuable asset in striving to achieve common goals at a EU-level, but it equally requires the establishment of common visions that transcend national borders and subsequently adapt themselves into national standards and objectives that are specific to the local contexts.

Finally, we also wish to remind professionals of their much-needed diverse skills that may address current and future urban challenges effectively, while creating added value in an integrated and holistic manner. At the same time, however, we must not forget that these skills must be refined and updated on an ongoing basis in our ever-changing and volatile urban environments, wherein new forces of change (such as the more active role of ICT) are further challenging the workings of our cities and their citizens.



An aerial photograph of a city skyline, likely San Francisco, showing a dense cluster of skyscrapers in the foreground and a vast, sprawling urban area extending to the horizon. The sky is clear and blue. A semi-transparent dark grey box is overlaid on the left side of the image, containing a quote in white text.

“ A single-minded view of urban development has failed cities, both socially and environmentally. ”


|2| WHAT ARE OUR CHALLENGES?

The urban challenges we currently face may be explained in different terms (economic, social, environmental and cultural), although of course these never occur in isolation.

The current economic environment provides us with an opportunity to reassess our strategies. A single-minded view of urban development has failed cities, both socially and environmentally. In social terms, it has created fragmented societies that are characterised by increased polarisation. New developments have been created at the expense of social exclusion and gentrification, increasing spatial segregation and forcing the formation of deprived neighbourhoods, which are furthermore often disconnected and hampered by issues of accessibility to basic services. There have also been serious issues with regard to the provision of affordable housing; when available, it has often happened at the cost of good quality design and detailing. Numerous inner settlements have been characterised by mass outmigration, due also to the proliferation of newer, inward-looking and often gated communities, which create further social segregation. All these conflicting realities have today become exacerbated as a result of the economic crisis.

Unfortunately, many planning strategies have been directed at facilitating further urban development, in order to attract investment within cities. All-too-often they have been reactive towards the formation of such phenomena rather than being forward-looking strategies that try to anticipate and address them.

There have been various environmental repercussions of urban development. Urban sprawl has occupied land wastefully, resulting in soil sealing and significantly impacting on cities' natural resources and ecosystems. Emission levels have had a marked impact on air quality, with resulting detrimental consequences to our health. However, there have also been serious socio-economic consequences, the most pressing of which is most certainly that of fuel poverty. There is an urgent need to reduce families' energy bills and to involve citizens in energy-saving measures by re-designing user behaviour, encouraging the reduction of excessive heat gains and losses in buildings. Tackling environmental challenges in an integrated manner implies the involvement of different professionals who may deal with different spatial scales in a holistic manner.



“Sustainability’ is often seen as a long-term objective, the targets of which are difficult to achieve within one’s lifetime. As a result it has remained a somewhat intangible term that means different things to different people. ”

13 | WHERE ARE WE COMING FROM, WHERE HAVE WE ARRIVED AT?

In its salient publication, *Architecture and Quality of Life* (ACE 2004), the ACE discussed the intrinsic, delicate and fundamental, two-way relationship between the quality of the built environment and wider quality of life considerations, which in turn have always featured prominently within the EU's territorial cohesion policies. It also highlighted the positive contribution of the architectural profession in achieving quality in the built environment. In recent years a number of planning systems have included important design quality targets as an integral part of their planning policies and also introduced separate architectural and urban design structures to accompany their regulatory planning frameworks, in recognition of the indissoluble relationship between the two.

In spite of all this, however, quality has not permeated enough within public and private procurement processes. There is a need for all stakeholders, including decision-makers and politicians, to place quality on their agendas and this may come about most effectively if, in the first instance, procurement processes are based on quality selection criteria.

The discussion about what constitutes 'quality design' has often overlapped significantly with the achievement of 'sustainable communities', the cornerstone of the Bristol Accord (ODPM 2005). The Accord was an important milestone that was built on previous EU initiatives including the *Aalborg Charter* and *Agenda 21*. It defined

'sustainable communities' as "attractive places [...] where people want to live and work" (ODPM 2005, p4) – a statement that has direct, physical implications for the profession and its deliverables. We would also add, however, that while this is a fundamental aspect lying at the basis of good communities, we need to move beyond the aesthetic and visual qualities of places. Indeed, in focusing on the 'sustainable' part of this term, we risk forgetting that the success of sustainable communities equally relies on the strong formation, and development, of the second half – 'communities'.

Having established, over the past decades, such a broad and overarching principle as 'sustainability' we also risk reducing it to a mere buzzword without truly capturing its spirit. 'Sustainability' is often seen as a long-term objective, the targets of which are difficult to achieve within one's lifetime. As a result it has remained a somewhat intangible term that means different things to different people. Indeed, the complexity of sustainability results from the intricate relationships among the social, economic, environmental, cultural and political pillars that define it. Although in theory this suggests the need for an integrated approach, all too often the attention has been on the attainment of economic targets at the expense of the other pillars, or on reaching quantitative targets without studying the qualitative (often social) implications of such interventions.



The *Bristol Accord's* definition of sustainable communities as active, inclusive, safe, well connected, well served, environmentally sensitive, well designed and built (ODPM 2005) – all have direct implications on the architectural profession. It boils down to the creation of environments within which cities may be thriving, well managed and fair for everyone. This also implies an environment that fosters the creation of a 'sense of community'. The formation of a community suggests that the neighbourhood scale becomes a central spatial scale wherein a number of urban design concepts (for instance, accessibility, local distinctiveness, the application of the walking distance model and mixed-use strategies) may be implemented. In developing a strategy for sustainable, self-sufficient environments and communities, however, let us not forget that these form part of a bigger whole to which they must relate, connect and reach out.

We therefore opt to refine the notion of 'sustainable design' to what we feel could be a more appropriate term – **responsible design**. Responsible design means accepting the broad influence design has on socio-cultural, economic, environmental, planning and political spheres – all of them being important components of societies and key contributors to the urban transformation of our cities.

Central to the achievement of such an approach is the ability to address current urban challenges in an integrated and holistic manner and the need to adopt a long-term urban policy perspective, while simultaneously thinking about the short- and medium-term targets that may be achieved and that in turn contribute to the long-term visions. Integrated urban development is a key objective of the *Leipzig Charter* (German Federal Ministry of Transport, Building and Urban Affairs, 2007). The architectural profession offers a key contribution in achieving this objective, not least through its multidisciplinary nature. The Charter's Strategies for Action also have direct implications for the profession. First, architects, together with urban designers and planning professionals are, de facto, key actors in creating and ensuring high-quality public spaces – the 'Baukultur'^[1]. The latter is dependent on modern infrastructural services and energy-efficient solutions – with implications on both the day-to-day architectural design decisions and the longer-term planning strategies. 'Integration' also implies that a forward-looking approach to spatial planning is required – one that looks beyond land-use distribution, which traditionally fostered the creation of disconnected and self-contained enclaves.

The Leipzig objectives were subsequently reiterated in the *Toledo Informal Ministerial Meeting on the Urban Development Declaration* (EU 2010), which endorsed the need for a "more sustainable and socially inclusive model in the whole built environment and in all the social fabrics of the existing city" (EU 2010, p4). More recently, URBACT has produced seven thematic reports that further develop the EU's *Cities of Tomorrow* strategy – here the city model becomes the basic structure lying at the centre of the EU's Urban Agenda (URBACT 2013).

[1] 'Baukultur' is defined in the Leipzig Charter as "the sum of all the cultural, economic, technological, social and ecological aspects influencing the quality and process of planning and construction" (German Federal Ministry of Transport, Building and Urban Affairs 2007, p3).



A photograph of a modern, multi-story building with a distinctive perforated facade. The building is composed of several interconnected volumes, with the most prominent one featuring a grid of rectangular openings. The facade is a light blue-grey color. The building is situated in a busy urban plaza with many people walking, some on bicycles. There are trees and a clear blue sky in the background. A large, dark red speech bubble is overlaid on the right side of the image, containing a quote in white text.

“The architectural profession has a key role in turning the current urban challenges into opportunities.”

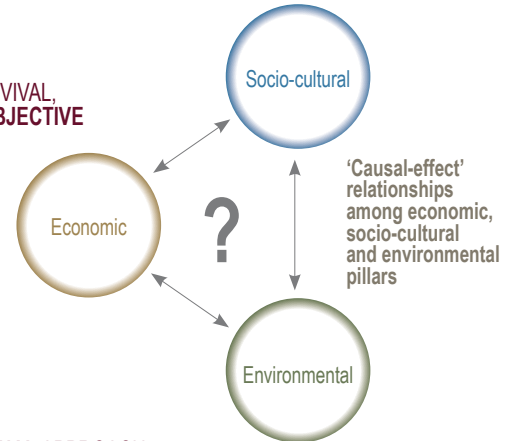
14 THE CONTRIBUTION OF THE ARCHITECTURAL PROFESSION

In the recent decades, cities have focused their strategies on economic growth and, in the more recent past, on economic revival. We now have first-hand experience of the pitfalls of this traditional approach that relied on economic models at the expense of social and environmental outcomes. Furthermore, in today's volatile markets, cities can only partially rely on economic models to finance their social and environmental objectives [Figure 1].

Fulfilling the *Leipzig Charter's* concluding statement that "Europe needs cities and regions which are strong and good to live in" (German Federal Ministry of Transport, Building and Urban Affairs 2007, p7) requires a renewed focus on the environmental and socio-cultural dimensions of design, which in turn may create the context for better economic fulfilment. Simply stated, economic growth requires a sound social and environmental context for it to flourish, and cities are today acknowledging the important contribution of 'social capital', even more than 'investment capital' (EC 2011). Such context must be a cohesive and inclusive urban environment, not one that has been designed for a select few. In the words of *Cities of Tomorrow*, "[p]eople form the core of cities; cities need to be designed for all citizens and not just for the elite, for the tourists, or for the investors. People should be regarded as the key city asset and not as a demographic or social problem" (EC 2011, p34) [Figure 2, page 16].

Figure 1

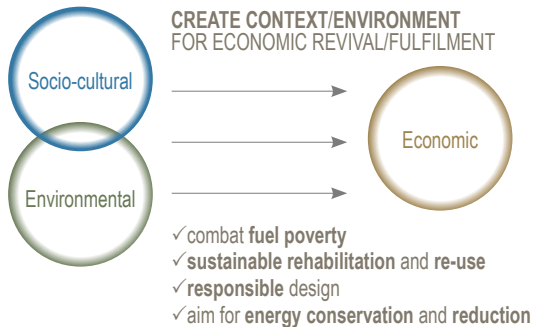
ECONOMIC REVIVAL,
A CENTRAL OBJECTIVE



THE TRADITIONAL APPROACH



Economic models at the expense of social and environmental outcomes
Today's volatile markets = Cities can only partially rely on economic models

Figure 2**A NEW APPROACH: SOCIAL CAPITAL + FOCUS ON ENERGY DEMOCRACY**

The architectural profession has a key role in turning the current urban challenges into opportunities. It may do so in three tangible manners:

[1] Through the design of urban environments, starting from the basic home structure, design professionals shape individuals and their behaviour. They therefore directly influence the process of community formation that in turn lies at the basis of broader, inclusive governance structures.

The formation of a community as a societal unit is an important starting point in order to achieve the multi-scalar governance framework that is typical of contemporary cities and that operates on different levels, including both formal and informal structures. Indeed, before we may talk of bottom-up engagement and participation in such structures and in policy-making (or policy-shaping) processes, we must depart





from what makes individual citizens and what forges them into communities. In design terms, urban interventions may go a long way in knitting different communities together and promoting integration. For instance, we need to move away from the design of disjointed social housing enclaves that are separated from the rest of the urban fabric and instead seek to design low-cost, flexible housing layouts for a diversity of prospective residents and socio-economic realities that may adapt to changing needs as they arise. At the same time, design has an important role in promoting diversity of place in terms of local distinctiveness by contributing to, and reinforcing, the larger context within which interventions occur rather than seeking to dilute it through either anonymous designs that could be located anywhere or designs that compete with existing contextual assets. At each of these scales, accessibility becomes a key asset – both in terms of ensuring that developments are designed in a fully accessible manner, and in terms of providing good connectivity to the surrounding urban context, its amenities and services of a socio-economic nature, as well as public transport.

[2] Through the provision of expert knowledge in order to (a) champion good design and (b) empower individuals so as to facilitate bottom-up participation.

In the words of the *Urban Acquis* (EU 2004), “[c]itizens’ participation should be based on a dialogue with experts to stimulate citizens’ ownership of the urban living environment” (EU 2004, p2). The architectural profession may provide an expert role to guide individuals, empowering them through the dissemination of knowledge that may then enable them to participate actively within planning and design processes. In practical terms, expert knowledge is required for three specific purposes – interpretation, facilitation and support, and communication – in relation to design and planning policies, objectives

and targets. In a number of countries, including Germany, Austria, the Netherlands, France, Belgium and Slovakia, this expert role has further been elevated to the city level, with the institution of the City Architect as a design quality champion in the built environment.

[3] Through the production of integrated design interventions that address multiple requirements, notable of which are sustainable rehabilitation and renewal interventions. Even more specifically, the profession has a responsibility to promote 'energy democracy', with important environmental and social implications, particularly in order to combat fuel poverty.

The nature of the profession involves architects in a 'hands-on' manner that is directly in touch with physical considerations 'on the ground', placing them in the best position to tackle urban challenges in a holistic manner. Cities are complex entities and need solutions that may address, and resolve, multiple requirements from economic, socio-cultural, infrastructural, technological and environmental viewpoints. Such solutions do exist and a number of European cities have shown that it is indeed possible to address these multi-fold challenges in an innovative and design-conscious manner. This is evidenced by the success of (among others) mixed-use, walkable neighbourhoods; sustainable rehabilitation projects; and urban allotments within the city structure. In design terms, we may identify three levels of challenges for the profession:

- At the strategic level (the city scale) – dealing with the need to design for an inclusive society, by providing accessibility to services and establishing sustainable movement networks (permeability and connectivity should be starting maxim for any development, and medium- and large-scale developments should be exploited to increase





accessibility); aiming for CO₂ emission reduction and adaptation to climatic changes, sustainable land use management and soil sealing reduction. The profession must also be sensitive to the entire 'urban-to-rural' spectrum of settlement typologies, including also the important interfaces between settlement areas and the different challenges that these contexts offer. At the same time, the profession must embrace the new opportunities being offered by ICT and the creation of smart cities, also as a means of increasing societal inclusivity.

- At the more immediate level (the district/neighbourhood scale) – dealing with the creation of suitable microclimates within urban spaces and the manner with which built structures and urban spaces work together as an environmental system. The creation of local distinctiveness within neighbourhoods is also a key aspect, as long as they are nonetheless designed with good connections to the rest of the urban fabric, as opposed to disconnected, inward-looking enclaves.
- At the architectural level (the building scale) – dealing with sustainable rehabilitation of the built fabric (increasingly becoming a pressing need when considering the amount of vacant building stock that is available for potential re-use and re-adaptation); integrated energy conservation measures in new-build and retrofitting (geared towards achieving the EU's 2020 objective for nearly zero-energy buildings); and seeking tangible measures to redesign user behaviour and combat fuel poverty (moving beyond the attainment of quantitative energy targets).

This discussion is encapsulated in our understanding of responsible design.

“ Responsible design is a key determinant to achieving quality, robust and resilient urban environments that can face up to the manifold changes around us. ”



15 RESPONSIBLE DESIGN

The profession needs to focus all its energies on the production, and delivery, of responsible design [Figure 3], which we define as:

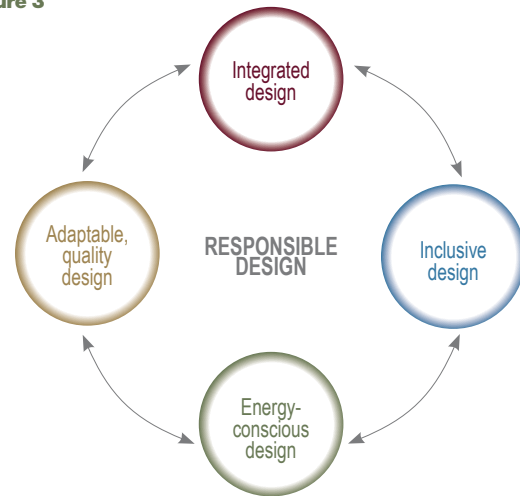
- **Integrated design** – that starts off by addressing its larger context; that seeks to relate to context; that aspires to improve context; and that treats different project components together in a comprehensive manner.
- **Energy-conscious design** – that establishes the need to control and minimise unwanted energy gains or losses as a leading design principle; and that focuses on sustainable rehabilitation and re-use strategies.
- **Inclusive design** – that is attained through democratic and participatory processes, aided by expert knowledge provided by professionals; that centres on accessibility as a central means to achieve greater inclusivity; and that also embraces the opportunities provided by ICT.
- **Adaptable, quality design** – that is flexible enough to adjust itself to changing individual and societal requirements with minimal intervention; and that does not neglect the indissoluble relationship between the creation of quality urban environments and our quality of life.

Responsible design also directly relates to the EU's 2020 objectives of smart, sustainable and inclusive growth. In order to achieve these objectives, however, we believe that there should be short- and medium-term targets in tandem with longer-term goals. While smart growth and the more over-arching strategies should still be envisioned, therefore, we should not underestimate the power of smaller initiatives,

which produce more tangible and visible outputs that people can feel the impact, and experience the results, of during their lifetimes. This is particularly relevant with regard to environmental issues.

The architectural profession needs to acknowledge its responsibility in creating better environments at different scales, starting from short-term deliverables – producing better buildings and streets that increase the

Figure 3



quality of life, pride and self-esteem of individuals. This sets the scene for interventions at the neighbourhood and district scales – helping in the formation of community ties that could lead to more active citizen involvement. In turn, this could lead to larger city-scale interventions geared towards the longer-term objective to create better European cities at the strategic scale [Figure 4].

In turn, this also implies that European funding mechanisms (specifically the ERDFs) should be utilised in favour of developments that are specifically directed towards the achievement of responsible design. In practical terms, we contend that such mechanisms should:

- [a] support the establishment of design quality champions within European cities; and
- [b] direct urban developments that promote bottom-up and quality-driven approaches – both in terms of inclusive and participatory planning and design processes as well as with regard to the organisation of design competitions.

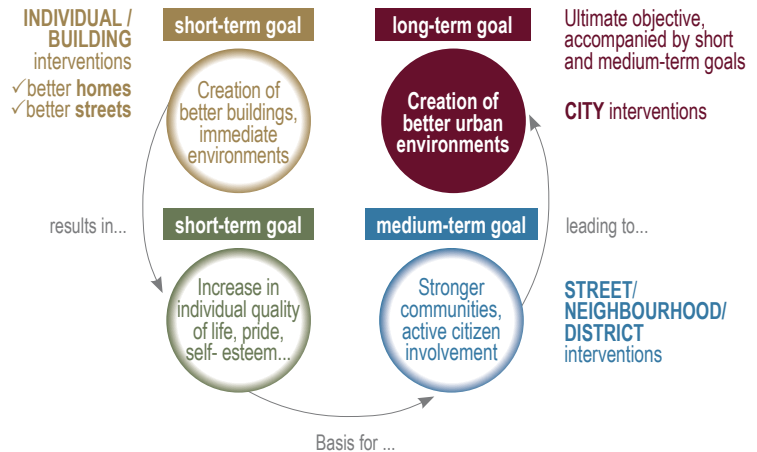
We contend that the notion of ‘responsible design’ encapsulates the spirit of ‘sustainability’ but gives it a more practical value. Inherent in this term is the notion of ‘responsibility towards future generations’ as defined within the 1987 Brundtland Report [2].

Equally inherent is the notion of ‘care’ – care in the stewardship of resources (both natural and man-made); care of the potential impact (in whatever shape or form) that could be caused through a development; and, finally, care of (that is, sensitivity towards) the context within which an architectural project is located.

Responsible design is a key determinant to achieving quality, robust and resilient urban environments that can face up to the manifold changes around us.

Our present and future societies are counting on it.

Figure 4



[2] The Brundtland Report, *Our Common Future*, defined ‘sustainable development’ as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (UN 1987).



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