‘How do universities mobilise support for campus development in urban contexts?’

the imagery of university place-making in an era of public funding cuts

Dr Clare Melhuish
UCL Urban Laboratory
1. Regeneration context and narratives

international circulation of urban policy and masterplanning practice
2. Universities in regeneration processes

‘public open space with local retail and leisure’
3. University visioning and imagery

Building the Vision to attract the world's best external communication
Columbia University: internal communication

Exhibit 5: Governance Structure

[Diagram showing the governance structure with nodes for Community Affairs, Work/Life, Information Technology, Humanities and Arts, Law and Business, Engineering and Physical Sciences, Topical Affinity Groups, Academic Affinity Groups, University Senate, Commission on Academic and Physical Planning (CAPP), President and Trustees]
4. Two scenarios

a. Durham: Queen’s Campus at Stockton

Queen’s campus from Estate Strategy 2011 - 2020
‘There were times when success seemed highly unlikely, particularly in the early years. That was when the vision needed to be bolstered by determination, when the commitment needed political support, when the calculated planning needed good fortune. Despite broad ranging support, the development constantly needed to win over opposition both within the University and outside’

John Hayward 2002
former Provost Queen’s Campus
Two types of urban iconography

Queen’s campus, Holliday building, with Infinity bridge in background (above)

Durham cathedral (right)
'non-campus campus'  
John Hayward  

Birkbeck of the North  
Fred Holliday  

‘the sort of things that we develop there – a lot of them depend on links with the partnerships with local organisations – there isn’t the capacity to do that in Durham’  
Deputy Vice Chancellor 2014
‘The plan of a university, like that of a city, should be a mechanism for enabling things to happen, for the enhancement of life’

Sir Peter Shepheard, Shepheard Epstein Epstein Hunter
'When we started down there – September 1992 – all there was was the Holliday building and then industrial wasteland…. had you been here 20 years ago you’d realise just how much both the University’s development, but also the development around it, that was triggered by it, has come on’

Deputy Vice Chancellor
‘it is our vision that it will form a large part of the fabric of the city. It will be a vibrant quarter where local people can work, play and live, linking the West end to the city centre’
‘a living laboratory’

‘urban laboratory’

“Our vision on Science Central is to provide a unique environment where internationally renowned engineers and scientists can work together with Newcastle City Council, industry, communities and emerging technologies, to find solutions to global urban sustainability challenges’

Professor Phil Taylor,
Institute for Sustainability, Newcastle University
‘science village’ v. ‘city centre extension’
Through the development of ... urban sites, universities can contribute more widely to the physical and symbolic regeneration of cities, particularly when this regeneration is seen as part of a move towards a post-industrial knowledge-based economy and society’ (Goddard and Vallance 2013)

‘I think the dynamics on that piece of land will be interesting’ (Engagement Skills and Training Manager, Science Central)
Visioning the future science city

Knowledge Square

Science Central: CGIs 2013 (MAKE)