

‘How do universities mobilise support for campus development in urban contexts?’
the imagery of university place-making in
an era of public funding cuts

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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

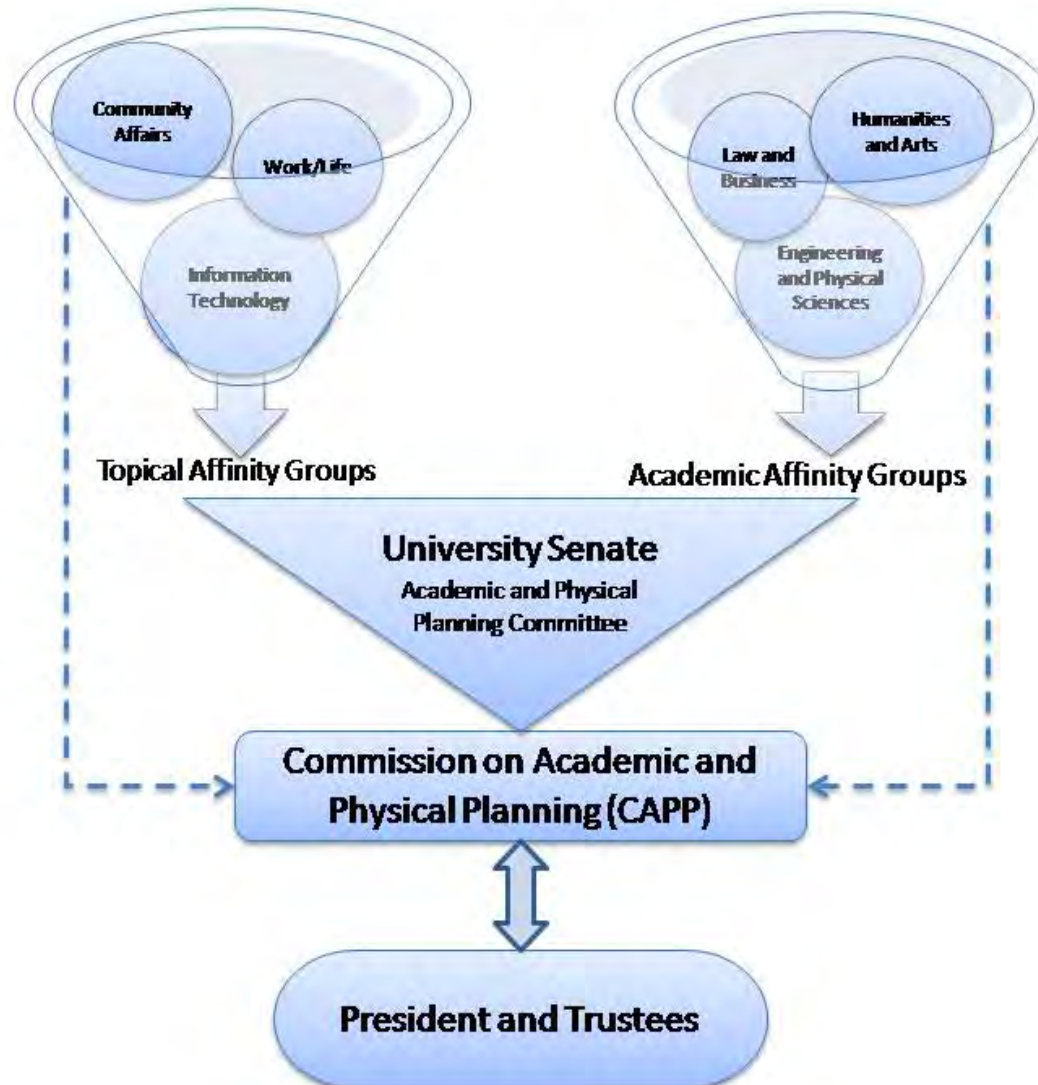
3. University visioning and imagery



external communication

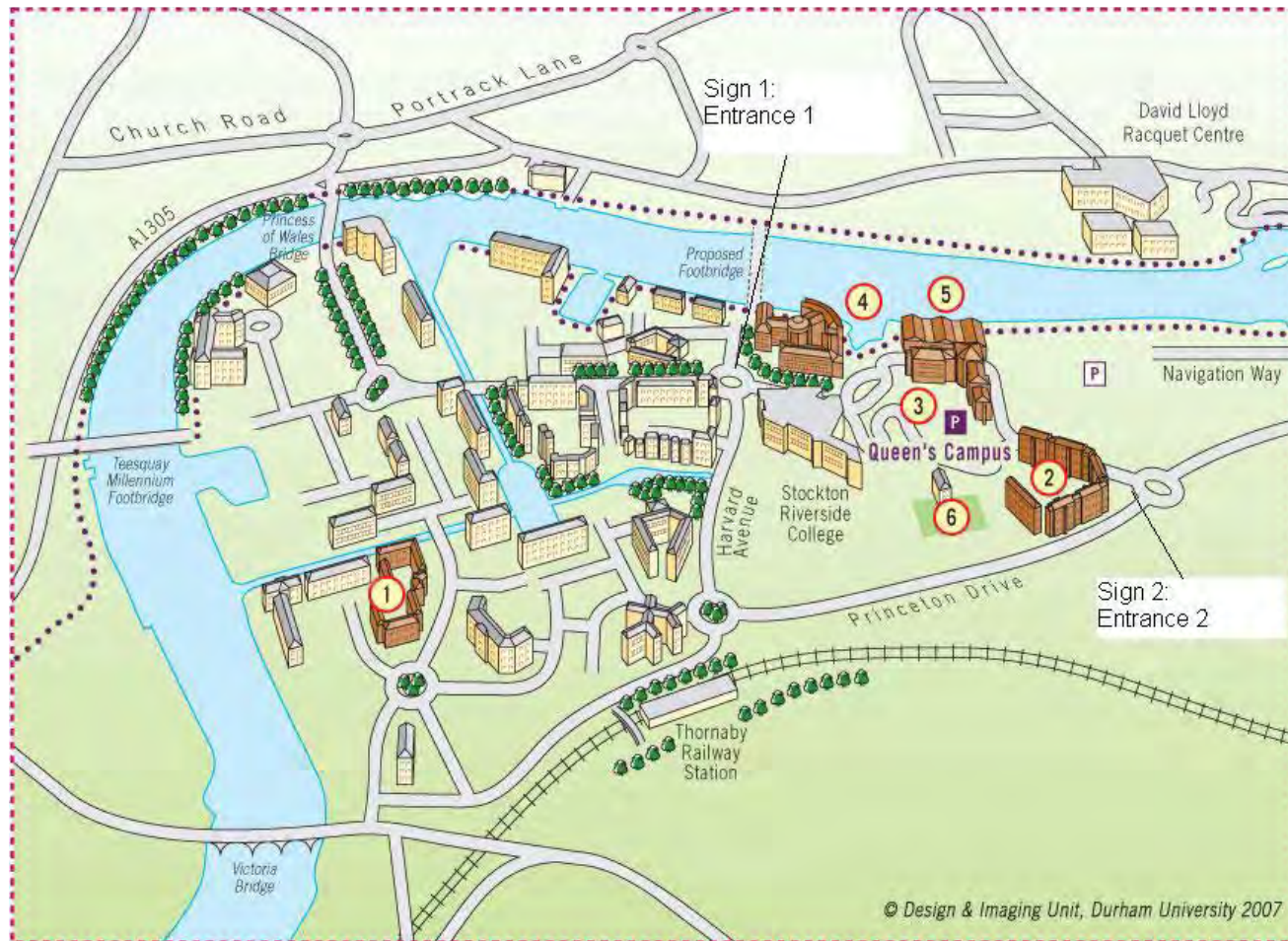
Columbia University: internal communication

Exhibit 5: Governance Structure



4. Two scenarios

a. Durham: Queen's Campus at Stockton



‘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 Shephard, Shephard 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

b. University Newcastle at Science Central

‘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’

Science Central

Newcastle Science Central

Urban Sciences building

Core building



‘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

Life

A Centre for world - class science

Science Centre

(visitor attraction-admission charges apply)



Shop and Café

(non paying visitors welcome)



Lifelab Education Centre



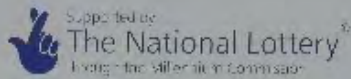
Conference and Banqueting



Biomedicine West Wing



Biomedicine East Wing



welcome trust



‘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)