

# Week 10

## Development Process

박소현

- Three parts of this book:
  - Part 1: Contexts of UD
  - Part 2: Dimensions of UD( 6 dimensions)
  - Part 3: Implementation of UD( 3 processes)
  
- Development Process
  - Role of UD and Urban Designer
    - 1) Principles of Property Development and Development Process
    - 2) ‘pipeline’ model of the development process
    - 3) Roles and relationships
    - 4) Design quality

- Land and Property Development
  - Equilibrium model
  - Event–sequence model
  - Agency model
  - Structure model
  - Institution model
  
- 4 p : player, policy, process, product
  
- “Pipeline” model – Box 10.1 p. 214
- Development process and urban designer (Table 10.1 p. 215)
  - Acting for developer vs. Acting for public sector

- Risk vs. Reward (profit)
  
- Development feasibility:
  - Ownership constraints
  - Physical conditions
  - Public procedures
  - Market condition
  - Project viability
  
- Implementation

## – Development roles

- Financial objectives
- Time-span
- Design-functionality
- Design-external appearance
- Design-relation to context

## – Development Actors:

- Developers
- Land owners
- Adjacent land owners
- Funders and investors
- Development advisors
- Builders
- Occupiers
- Public sectors
- General public

Supply and Demand sides' development actors  
(Henneberry, 1998, 재인용, Table 10.2, 10.3)

Powergram (McGlynn, 1994, Figure 10.3)

## – Development quality

- Producer–consumer gap
- Urban designer's role
  - Heroic form giver
  - Master and servant
  - Market signals
  - battlefield

Urban design quality

Beneficiaries of urban design quality (table 10.4)

## – Conclusion:

- 10 key ways for better urban design to add values to development
  - higher return on investment
  - Establishing new market (city center living)
  - Responding to a clear occupier demand (투자유인)
  - Delivering more lettable area
  - Reducing management
  - More productive and contented workforces
  - Supporting Life-giving mixed uses
  - Opening up new investment opportunities
  - Creating economic regeneration and place-marketing
  - Delivering viable planning gain