Pushing the Envelope: Density and Quality Issues for Taller Buildings and the Alternatives

Conference
Thursday, 12 October 2006
9.00 am – 4.15 pm
The Town Hall, Blagrave Street, Reading RG1 1QH
As the Government’s policies for greater development densities mature, many towns and cities beyond London have seen a rapid rise in the number and scale of proposals for taller buildings, often without local precedents.

This conference is aimed at developers, architects, urban designers, planners, local authority officers and councillors who want to understand more about the benefits and impacts of taller buildings and the potential alternative ways of achieving higher densities.

The intensification of development often means not just towers, but buildings that push beyond the current height norms to achieve higher plot ratios.

The speakers will present different ways to deliver more homes and workspaces, enhance our townscapes, support public transport viability and make more liveable places.

Workshops will explore the benefits that taller buildings and higher densities can bring to economic development, landmark locations, local microclimates, street life and the investor’s demands.

This conference will provide design recommendations for taller buildings and higher densities, developing guidance, making the arguments for and assessing the quality of proposals.

There will be the opportunity to explore many of the themes and practice the necessary skills in a series of follow-on workshops later in 2006 and 2007.
9.00 am onwards  Registration and refreshments

9.30 am  Welcome and Introduction – Prof Richard Hayward, Chair
Head of the School of Architecture & Construction, University of Greenwich

9.45 am  Managing urban growth – the role of taller buildings in planning
David Breeze, Planning Manager, Reading Borough Council
Julie Witham, Urban Designer, Bristol City Council

10.30 am  Tall Building Strategies and their alternatives – setting out a strategic approach to taller developments
Lora Nicolaou, Director of Urban Strategies, DEGW, and Head of Research, URI

11.15 am  Break and refreshments

11.45 am  Design opportunities - robust urban design rules
Martin Aarts, Head of Urban Design, Municipality of Rotterdam

12.30 pm  Taster Workshop Sessions
A: A perspective on users: demand, precedents and needs
Steve Watts, Davis Langdon

B: Delivering policies for taller buildings: hands on assessment
Lora Nicolaou, DEGW/URI

C: Understanding the impacts: microclimate, street life and movement patterns
Dr Joana Gonçalves, University of São Paulo

1.15 pm  Lunch and networking

2.30 pm  Understanding the impacts: daylight and environmental appraisals – methodologies explained
Klaus Bode, Director, BDSP

3.15 pm  Landmarks or taller buildings? Understanding townscapes, context and urban grain - English Heritage’s new guidance
Steve Bee, Director of Planning and Development, English Heritage

4.00 – 4.15 pm  Close and tea
Booking Form

Delegate Information

Delegate 1:  
Delegate 2:  
Delegate 3:  
Organisation:  
Address:  
Postcode:  
Email address:  
Telephone number:  

Please indicate any access, dietary or special requirements:  
(by 30 September 2006)

Workshop Choice

Delegate  
1  2  3

A: A perspective on users: demand, precedents and needs  
B: Delivering policies for taller buildings: hands on assessment  
C: Understanding the impacts: microclimate, street life and movement patterns  

Please indicate if we may send you more information on future URI events  
(continued overleaf)

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**Booking Form** Page 2 of 2

**Payment**

Delegate rate is £170 including VAT

Discounted rate for students and registered charities is £75 including VAT

☐ Cheque enclosed for £________ made payable to “Waterloo Brown Limited”

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*Please note all invoices due for payment within 14 days.*

**Contact and invoice address if different from overleaf:**

Confirmation of your booking and a map will be sent in due course.

*Any cancellation made within 10 days of the event will be charged in full. You are however welcome to send someone in your place.*

**Exhibition Opportunities**

This is an opportunity to showcase your organisation, products and services to developers, architects, urban designers, planners, local authority officers and councillors.

For more details please contact Catherine Moutell on 01664 454 270 or email uri@waterloobrown.co.uk

*Please return to:*  
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What is the Urban Renaissance Institute?

URI is part of the SEEDA Regional Centre of Excellence – South East Excellence – and has been established at the University of Greenwich. Its purpose is to enhance the quality of the built environment in the South East, through training, research and consultancy.