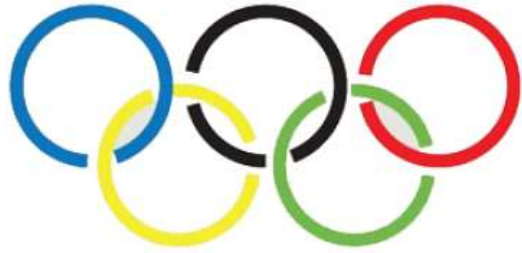


Planning the Big Event

Jason Prior
Chief Executive
Buildings + Places

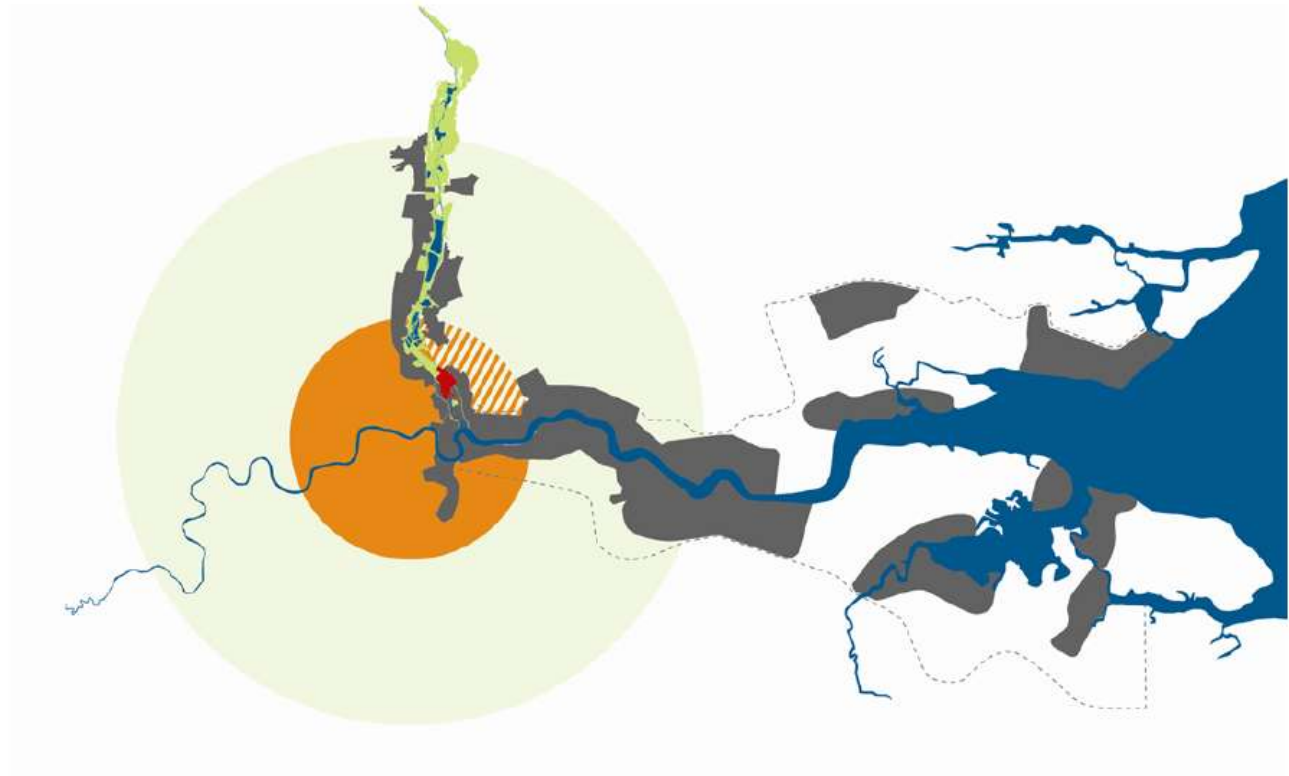




World event + World city

The success of big-scale projects
rests on setting out to
achieve the extraordinary,

The strategic
context:



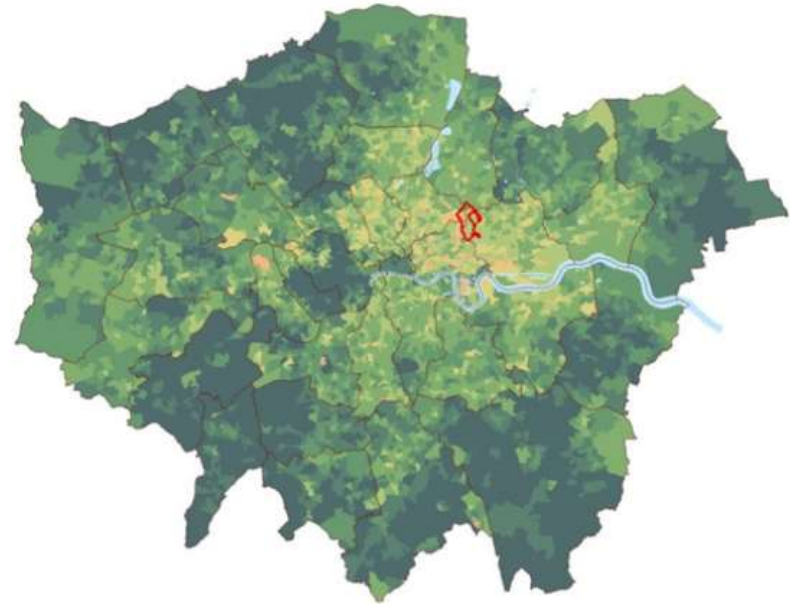
A world city's
post-industrial
backwater.



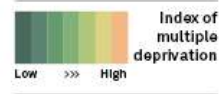
Polluted



Polluted
Poor
Overlooked
Bleak
High crime
Unhealthy



Health Rank
2007





A substantial
segment of East
London.

*Not all in support of
the Games*



SUCCESSFUL REGENERATION

EARLY LEGACY CONSIDERATION

RAISE INTERNATIONAL PROFILE

SIGNIFICANT PUBLIC + PRIVATE INVESTMENT



BARCELONA.
1992

PROFIT

SECURITY ISSUES
PRIVATELY FUNDED
OVER COMMERCIAL



ATLANTA.
1996

LEGACY

DEVELOPMENT UNDERWAY

VISION FOR FUTURE
INTELLIGENT PLACE-MAKING
TOURISM PRIORITY
SUCCESSFUL GAMES



SYDNEY.
2000

MAJOR CONSTRUCTION DELAYS

STRINGENT SECURITY
EMPTY VENUES
MAIN OLYMPIC COMPLEX CLOSED



ATHENS.
1896, 2004

ECONOMIC RISE

OF CHINA
WORLD POWER
MULTI-FUNCTIONAL
LEGACY COMMUNITY

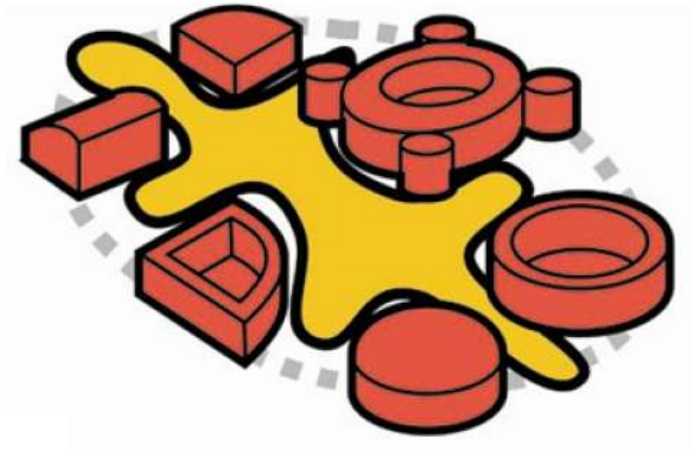


BEIJING.
2008

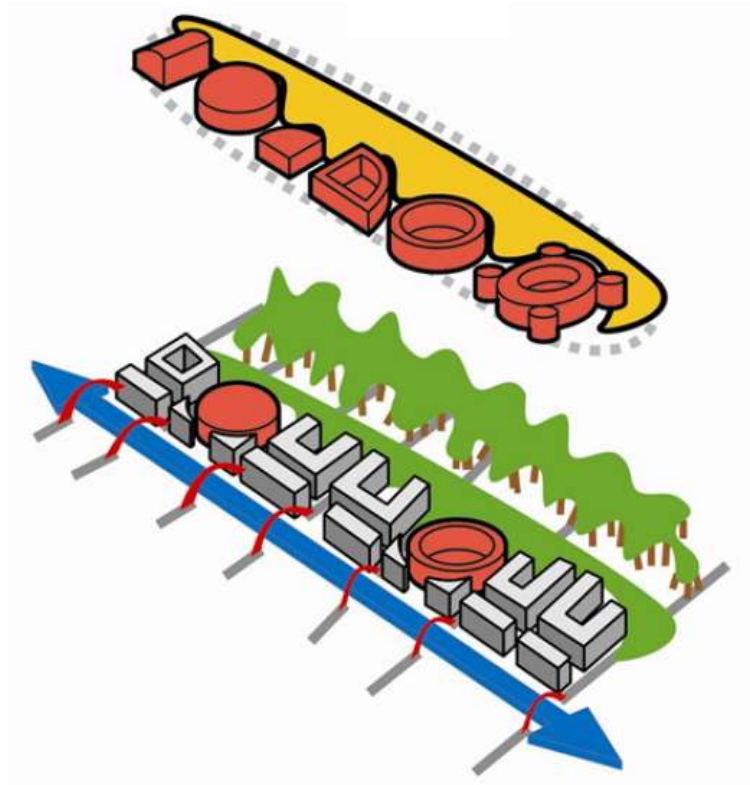
2012?



LONDON.
1908, 1948



Traditional events park



2012 concept

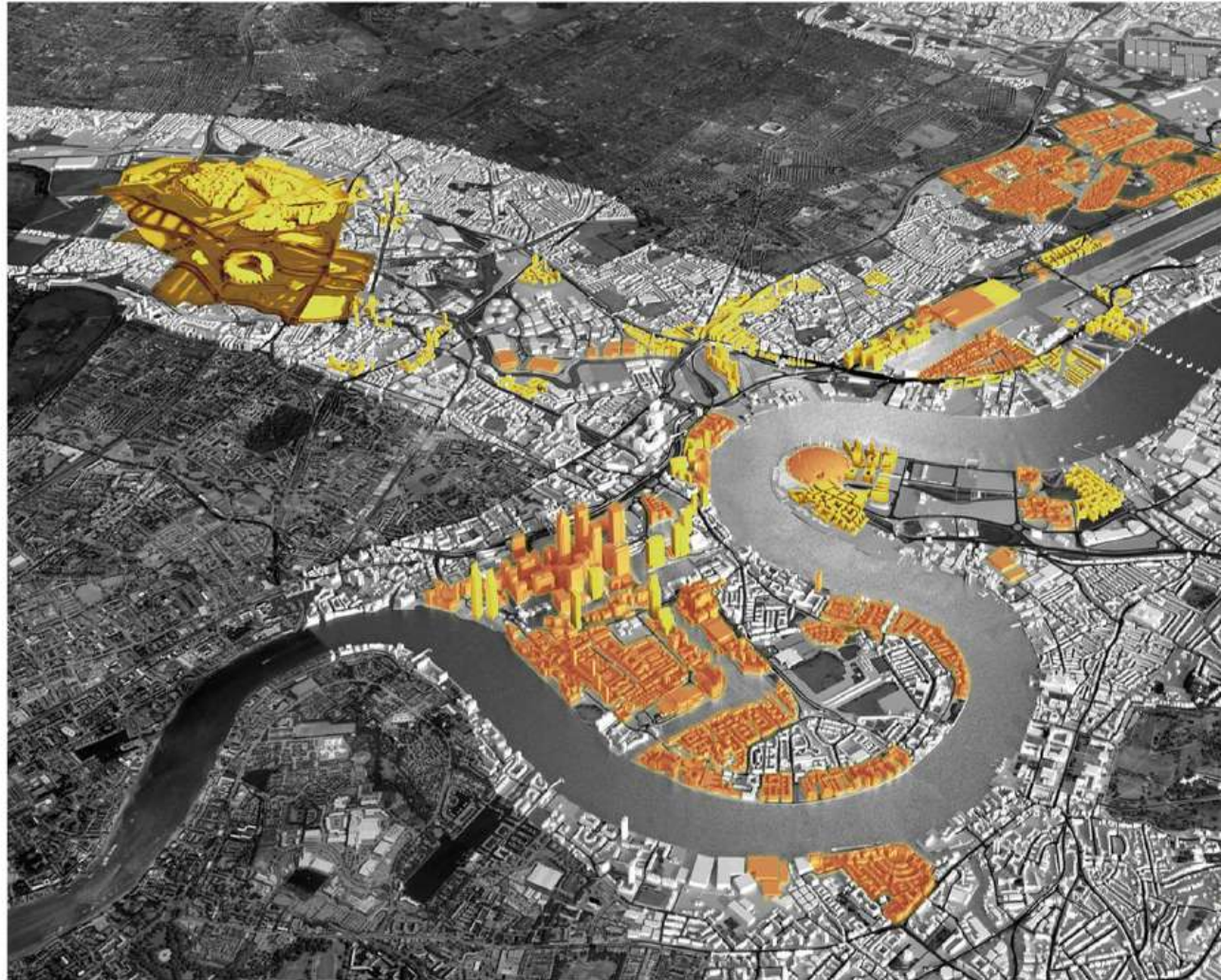
2006

London awarded
the 2012
Olympic Games
with a vision
that looked at
the bigger picture.



2012

London awarded
the 2012
Olympic Games
with a vision
that looked at
the bigger picture.



2026

London awarded
the 2012
Olympic Games
with a vision
that looked at
the bigger picture.

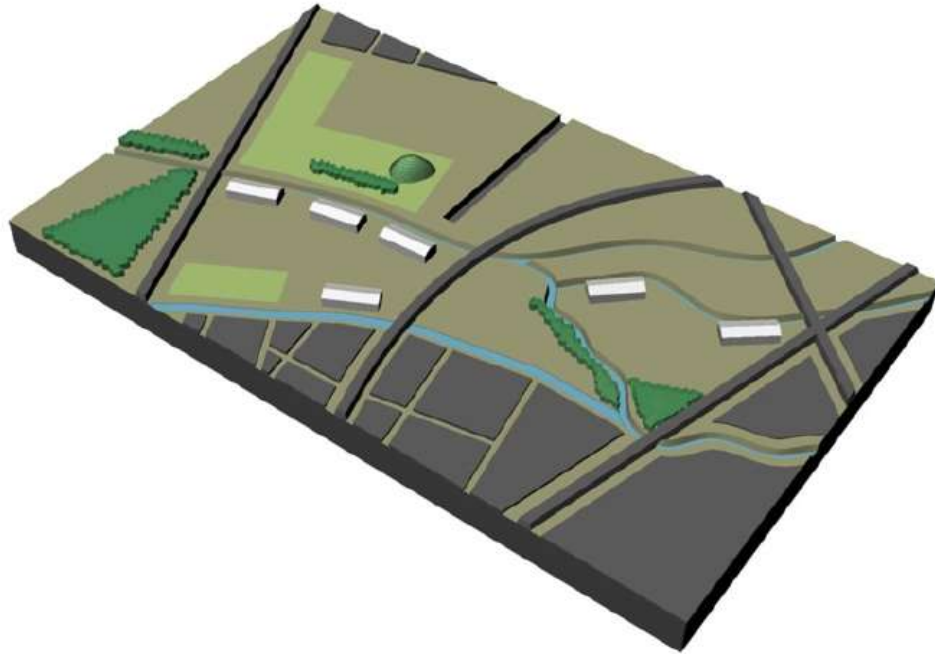




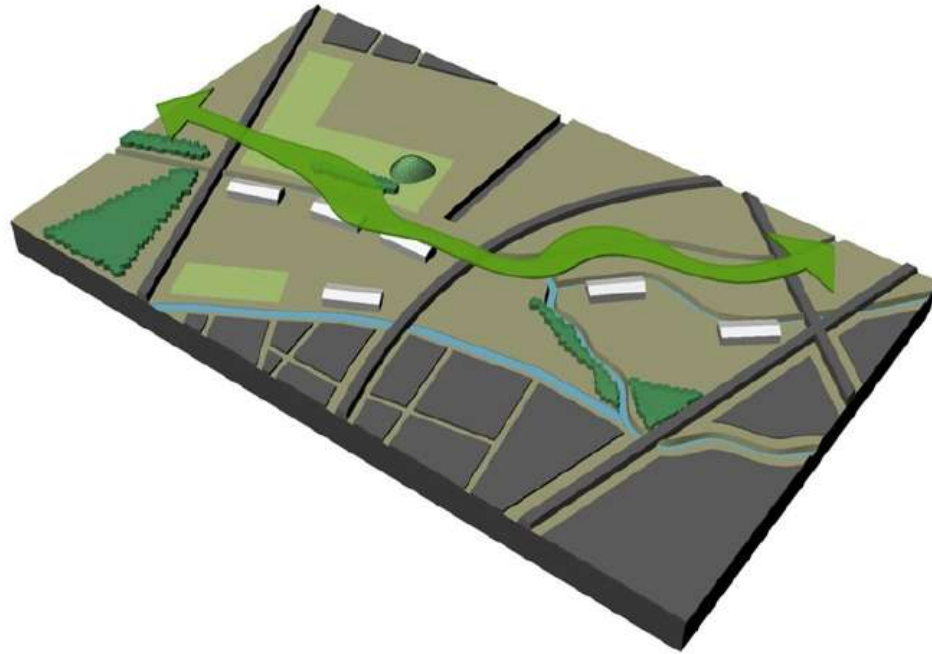
Sir Patrick Abercrombie - social and functional analysis of London 1943



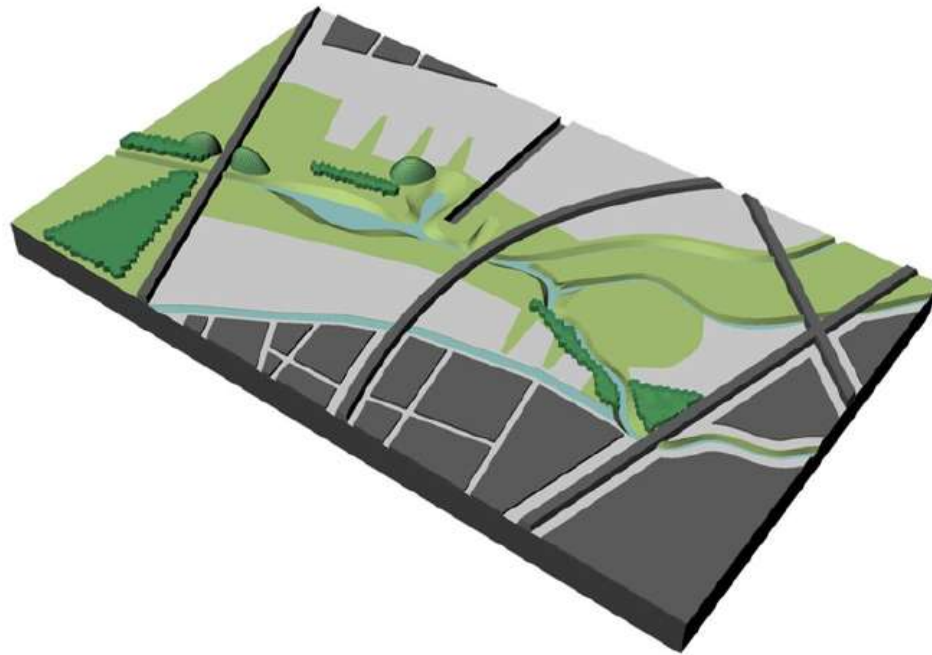
Sir Patrick Abercrombie - social and functional analysis of London Revised



2012 concept
The site

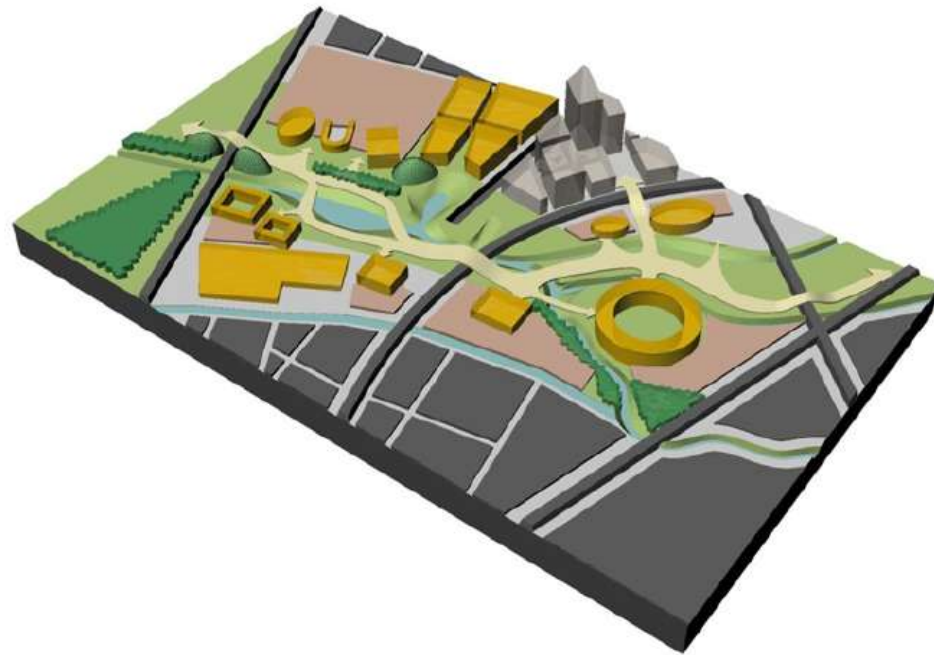


2012 concept
Connecting the valley

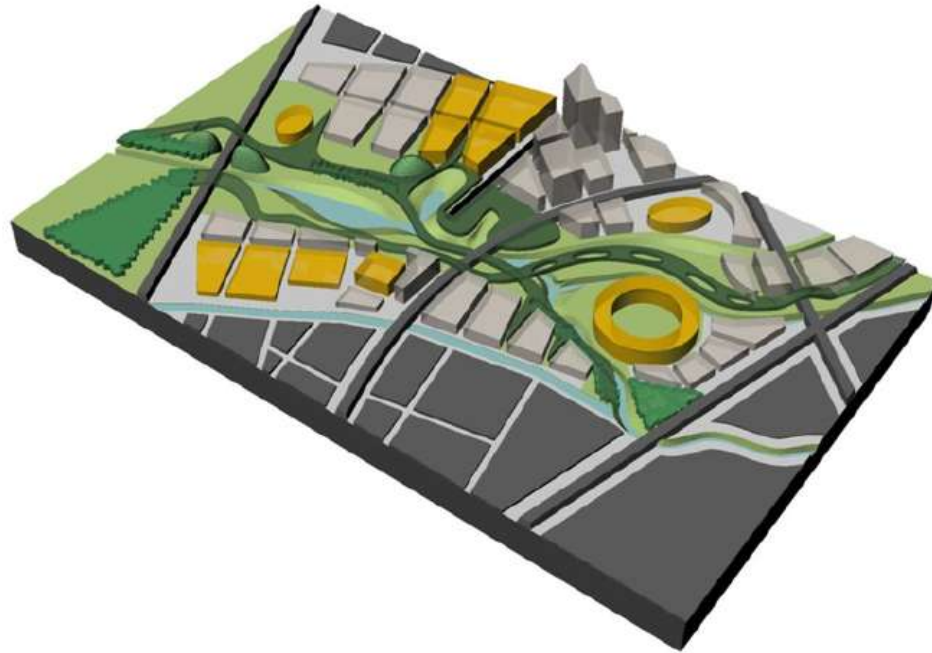


2012 concept

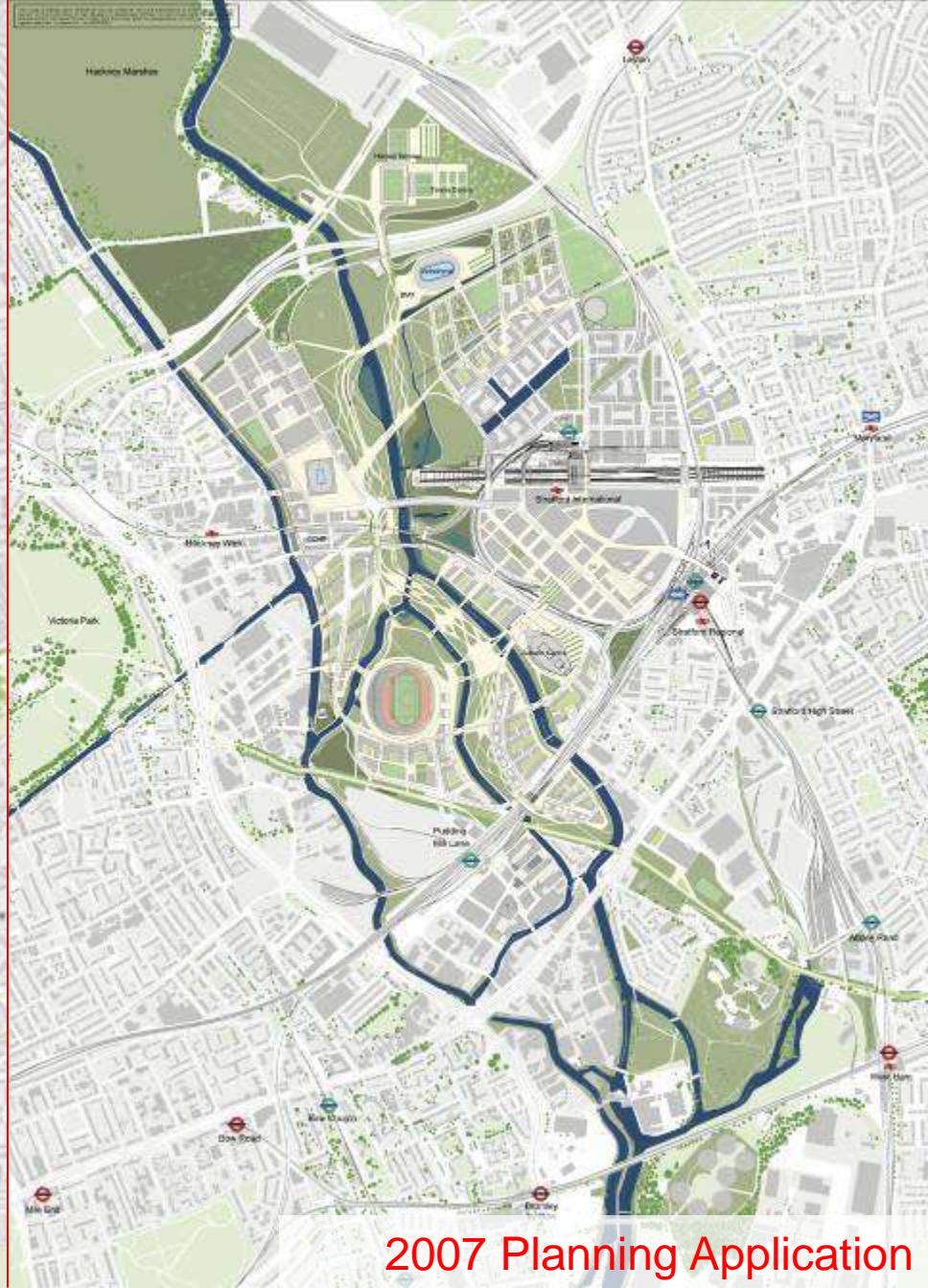
Revealing the waterways



2012 concept
Delivering the Games



2012 concept
Defining the legacy



2007 Planning Application







Olympic Village

Water Polo

Fencing

Olympic Stadium

Handball

Hockey

IBC

MPC

Aquatics Centre

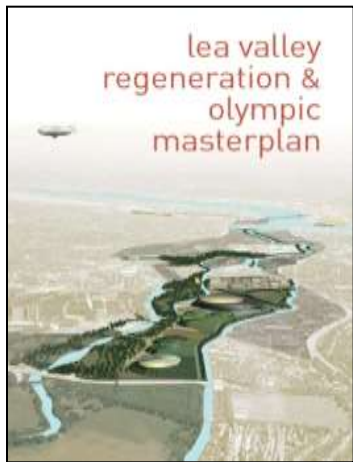
BMX

Athlete's Training Area

Hockey

Velodrome

Basketball



JULY 2003

AECOM (EDAW) Allies and Morrison, FOA, H Happold Win competition to design the Olympic and Legacy Masterplan



OCT 2004

2004 Games and Legacy Planning Permission



JULY 2005
London Wins the Bid



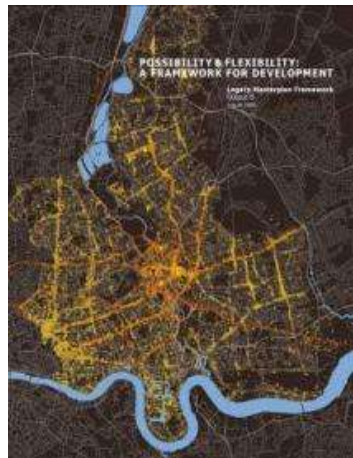
SEPT 2007

2007 Games, Paralympics and Legacy Transformation Planning Permission



NOV 2007

LMF – Evolution Phase



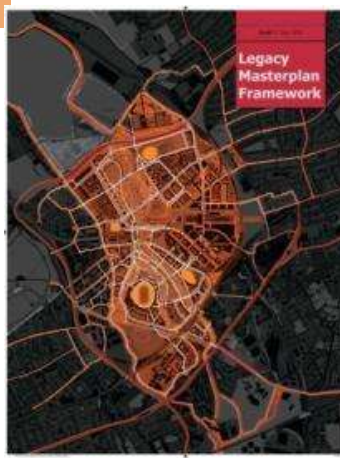
AUG 2008

LMF Output B – Possibility & Flexibility: A Framework for Development



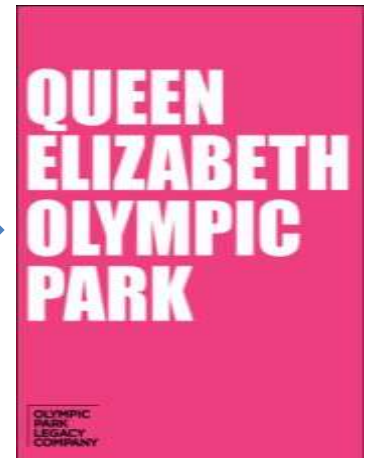
DEC 2008

LMF – Preferred Option for Consultation



AUTUMN 2009

Legacy Masterplan Framework



OCT 2010

Queen Elizabeth Park

2011





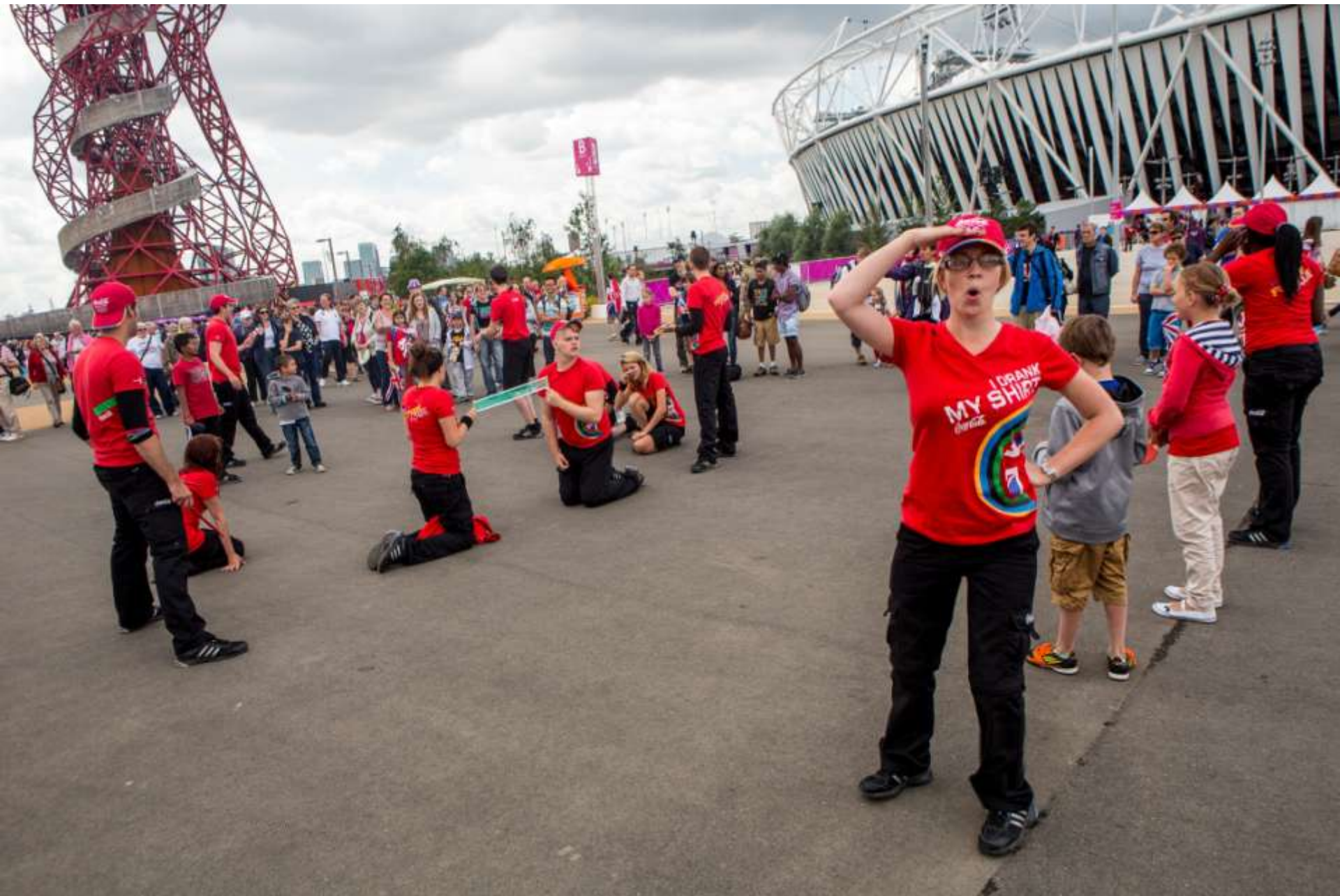
2011















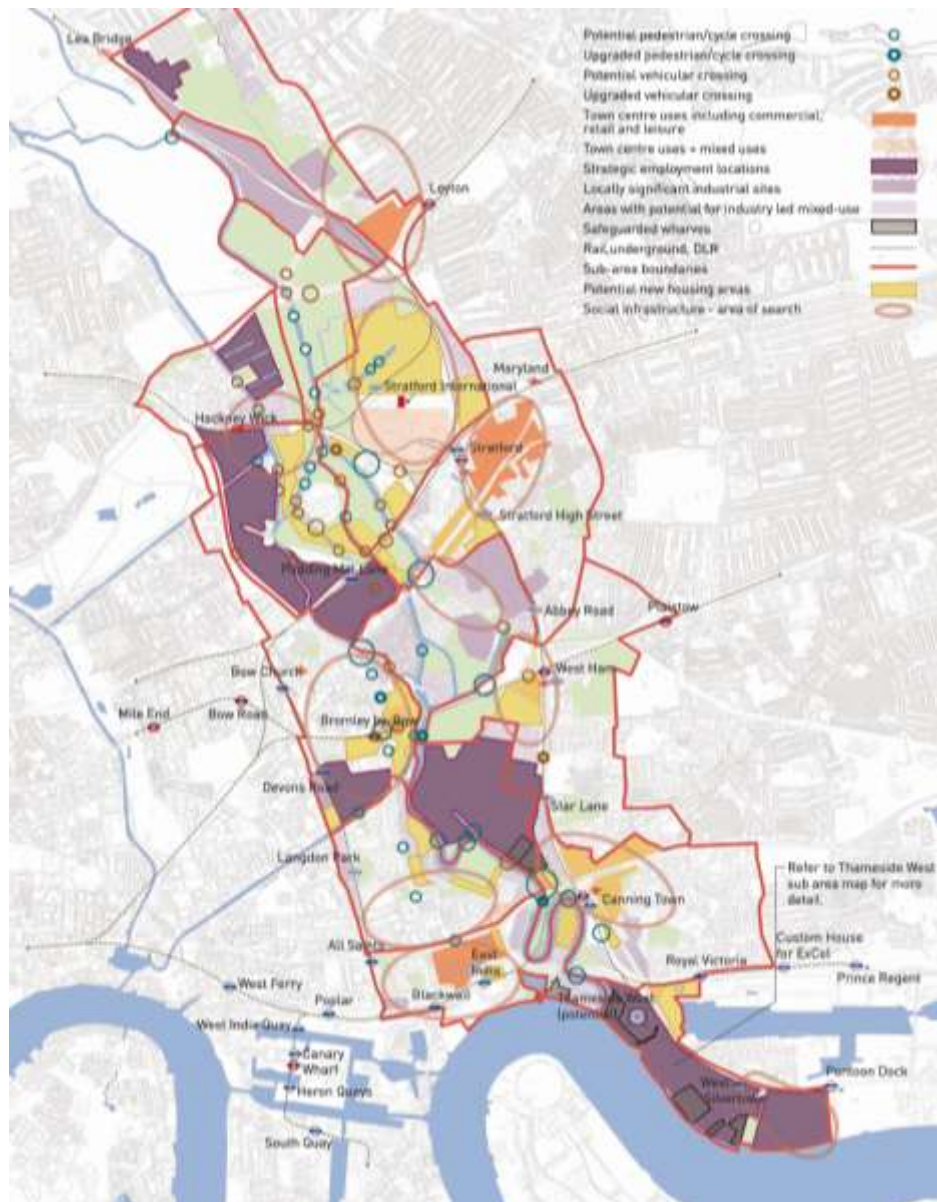




Legacy principles

Olympic Legacy Masterplan Framework

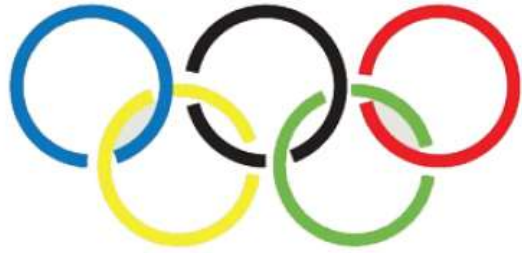




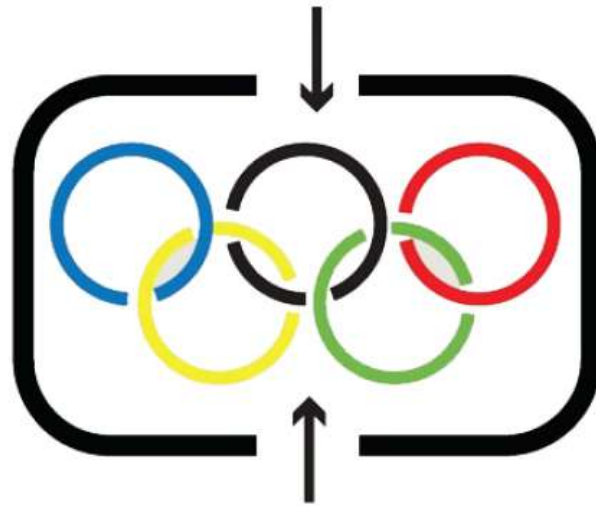
East London Regional Development Framework



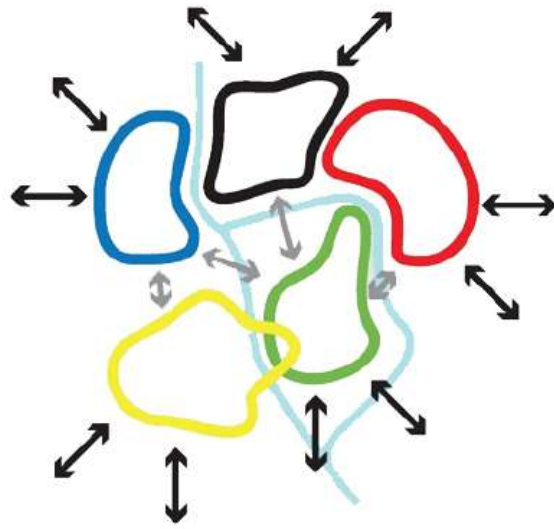
Londoners look east



World event + World city



World event + World city
Controlled event



World event + World city
Open legacy event

Create mixed-use
and balanced
communities.



A complex
piece of city.





Maximising Olympic investment

Bridges, utilities and infrastructure



Olympic mode bridges and parklands

Maximising connections

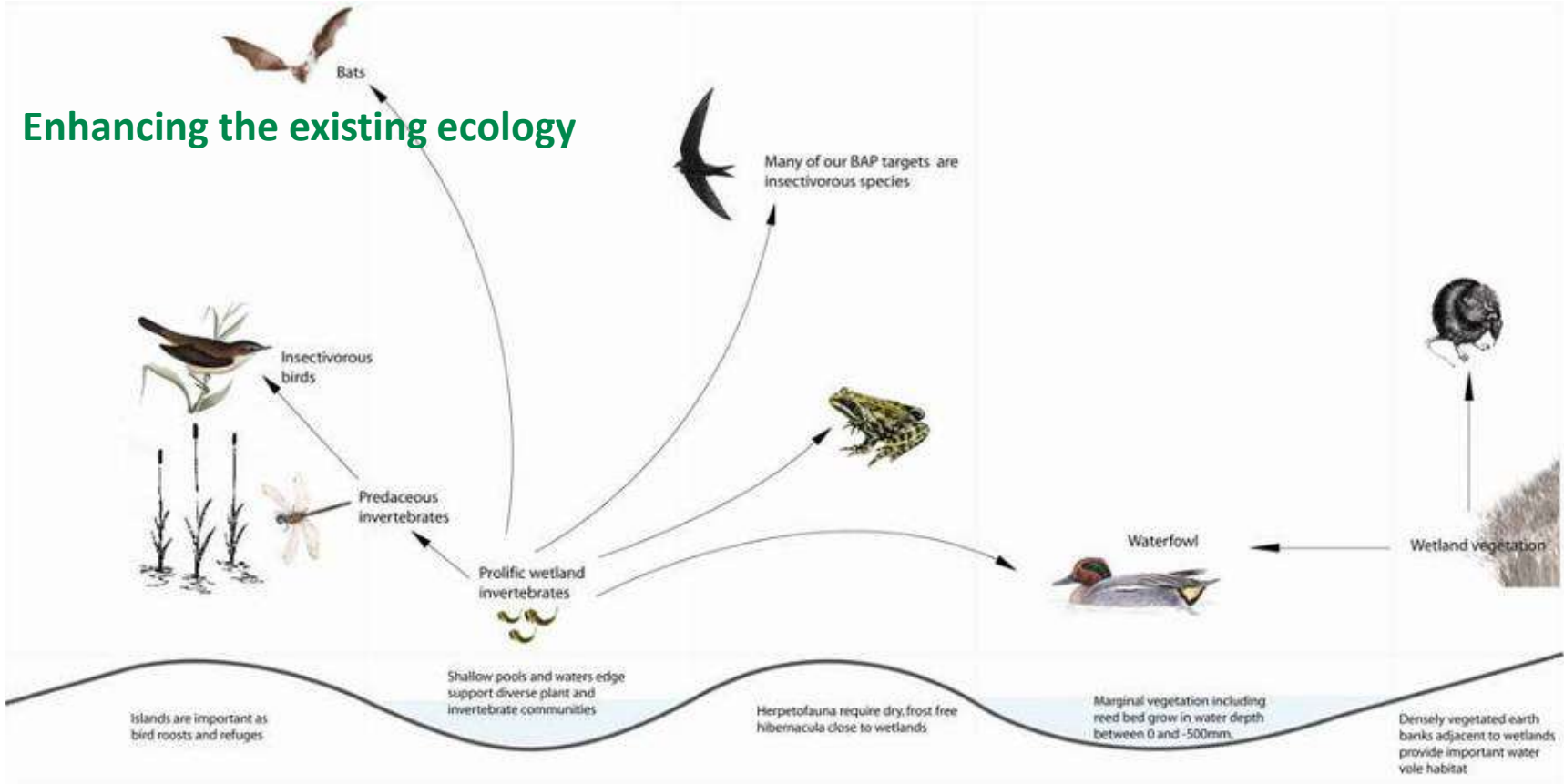
Severance and isolation



Promote
healthy
lifestyles



Enhancing the existing ecology



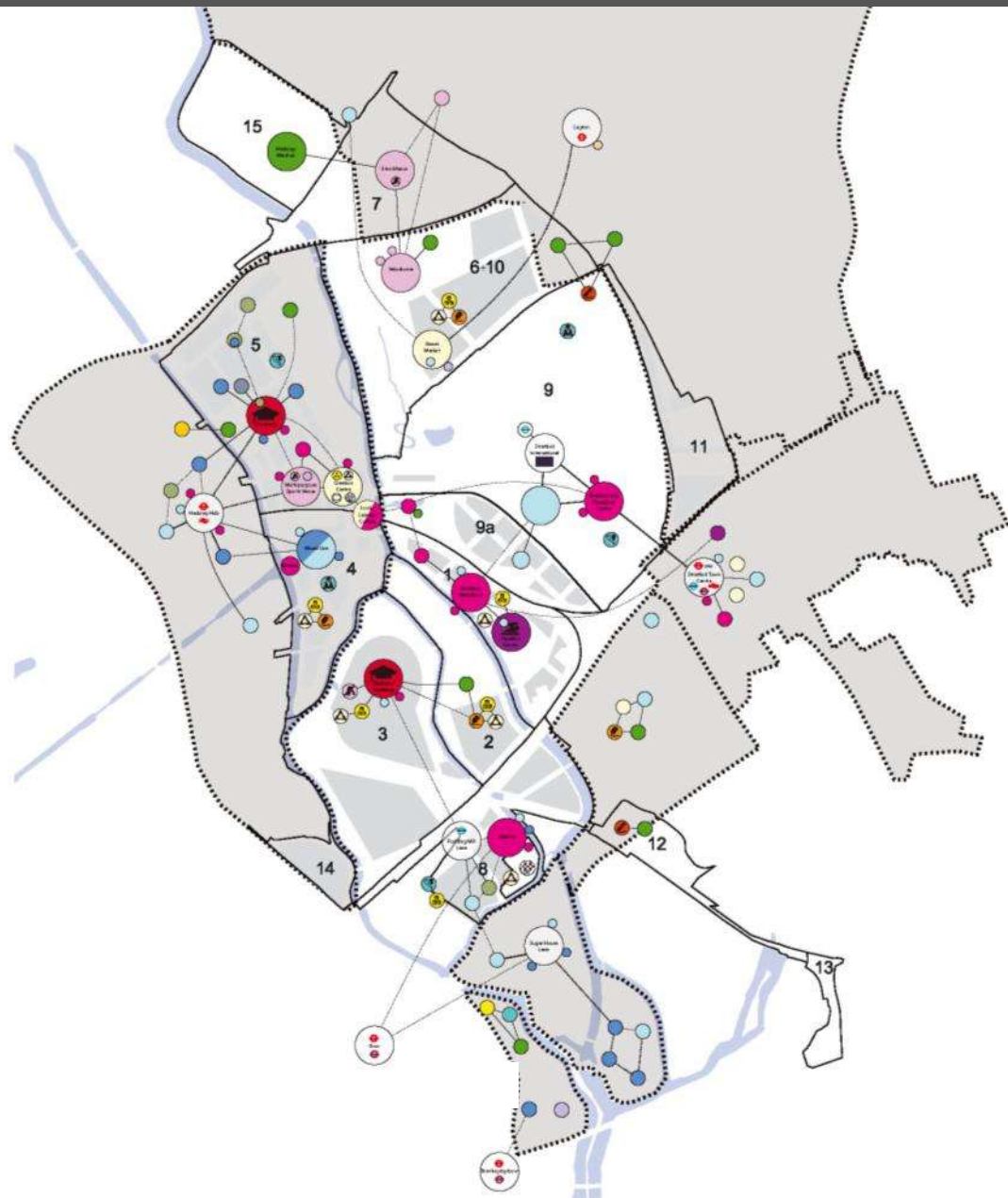
Reedbed, attenuation ponds and marginal vegetation



Neighbourhoods and centres

New ways of delivering services

- Social Infrastructure
 - Zonal Driver
 - Integrated uses
 - Co-location uses
 - Beneficial relationship
 - Spin-off use
 - Fringe masterplan
- Living**
- Live / Work
 - Halls of residence
- Open space**
- Green Space
- Education**
- Nursery
 - Primary
 - Secondary
 - Higher Education
- Sport & Leisure**
- Sports Centre
 - Swimming Centre
 - Leisure / entertainment / culture
- Working**
- Creative industry
 - Business
- Community**
- Polydric
 - Walk in Centre
 - Safer Neighbourhood Team
 - Library
 - Community Space



Queen Elizabeth Olympic Park



2012

Queen Elizabeth Olympic Park



2031+



Queen Elizabeth Olympic Park






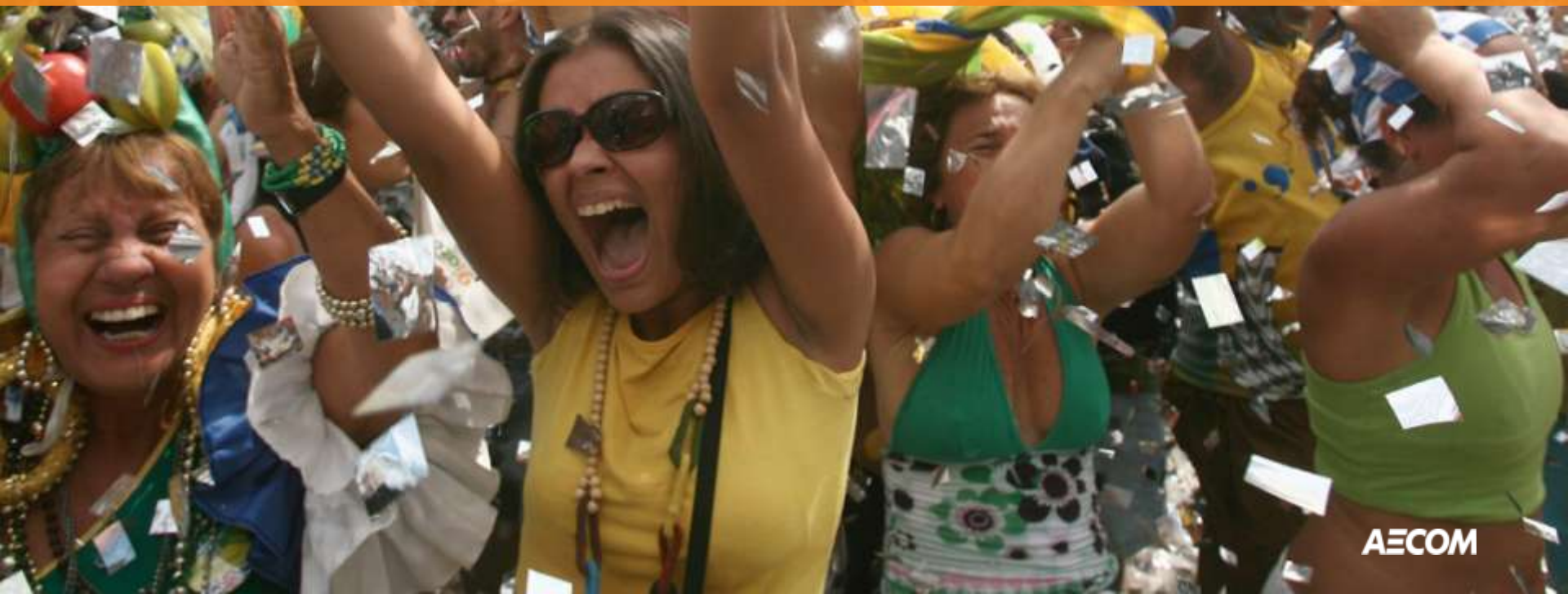


Queen Elizabeth Olympic Park





The movement of thousands of people.
The growth of an economy.
The future of a city.





DEODORO ○
VENUE CLUSTER

MARACANA ○
VENUE CLUSTER

NITEROI

RIO DE JANEIRO

○ RIO 2016 OLYMPIC PARK

○ COPACABANA
VENUE CLUSTER

BARRA DA TIJUCA ○

○ MACICO DA PEDRA BRANCA NATIONAL PARK

○ TIJUCA NATIONAL PARK

RIO CENTRO ○

OLYMPIC VILLAGE ○

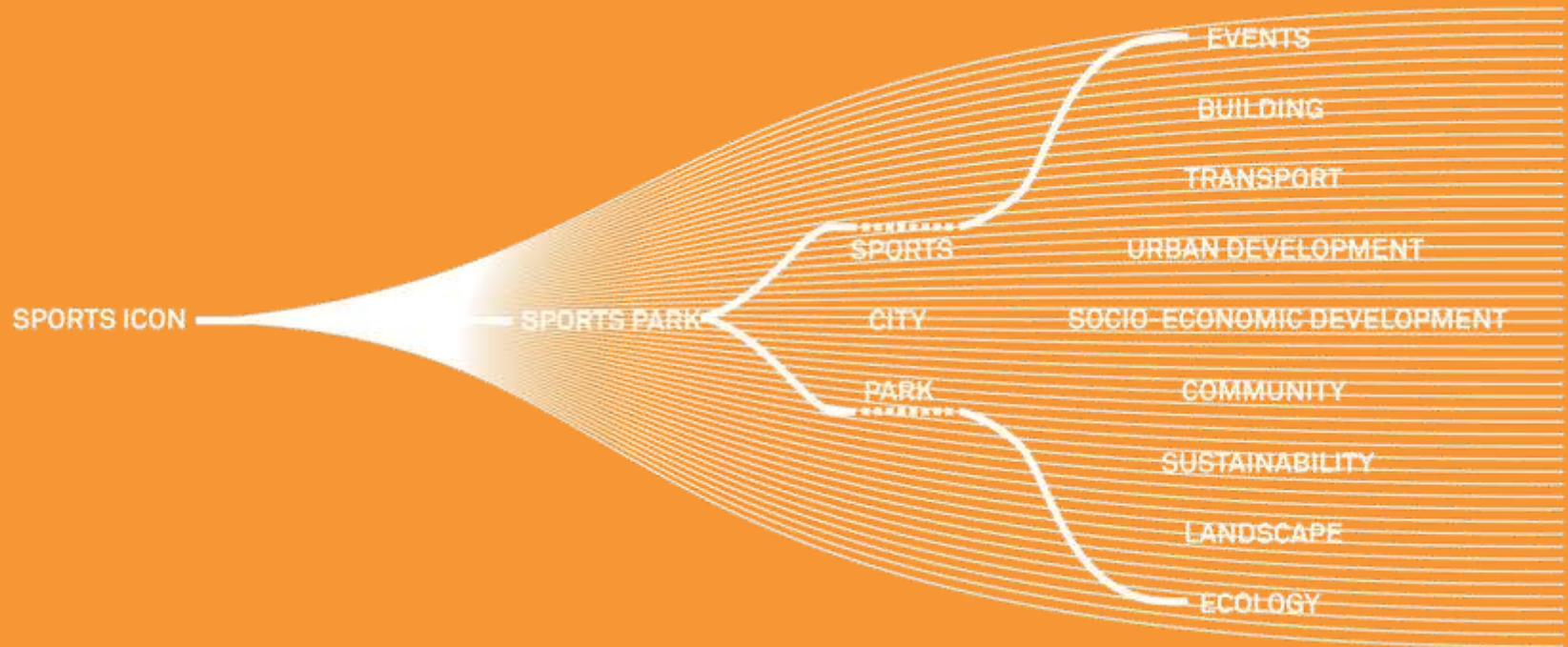
○ BRAZIL NATIONAL
FOOTBALL TEAM
TRAINING CENTRE

VIVO ○
SHOPPING

○ BARRA SHOPPING
○ BARRA CITY OF MUSIC



Placemaking + Citymaking



Selected experience

Major urban design, masterplanning and landscape urbanism





Common domain





2030

























AECOM

MORE THAN A GAME.