



*Changes and conflicts in using public spaces*

## **Baseline study**

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## **Annex**

- Letter of Barakaldo
- Preparing the Site Visit
- Guidelines for the partner profile
- USER agenda for implementation Phase
- USER experimentation roadmap
- USER graphic charter
- USER Newsletter



**Mr. Guillaume TOURNAIRE**

Chargé de mission Europe / European programs manager

**Grenoble Alpes Métropole**

Le Forum - 3, rue Malakoff  
38 031 Grenoble cedex 01 - France

15<sup>th</sup> October 2012

Dear Mr. Guillaume,

We regret to inform you that Barakaldo is leaving the USER network after the works carried out during the Development Phase. This decision was made shortly after Éric Ruiz and Fernando Barreiro came to Barakaldo for the setting up of the USER Focus and it became evident the objectives differed from the general plan.

Barakaldo needs to reconsider its working plan –also- since it was impossible to formalize a partnership with the CONSTRUCTION CLUSTER of the BASQUE COUNTRY for the coordination of the URBACT projects we had got involved in (USER & USE ACT).

In these circumstances, we do not think we will be able to accomplish the works in both networks and we have opted for USE ACT because it is closer to the objectives of Barakaldo urban planning.

We would beg you to communicate our decision to the rest of the municipalities associated. We hope all those who have undertaken the Implementation Phase will achieve the success such an excellent team deserves.

We also expect the network of the URBAN method will, in any case, allow us to join forces.

Yours sincerely,

**Luis Rodríguez Ortiz de Zárate**

Urban Planning Information and Management  
BARAKALDO City Council  
**URBACT Networks Local Coordinator**





## VISIT OF USERs LEAD PARTNER AND LEAD EXPERT TO EACH CITY DURING THE DEVELOPMENT PHASE

### 1. Objectives of the visit:

- ✓ Introducing USERs aim and strategy at local level (among main stakeholders)
- ✓ Preparing the "Partner profile"
- ✓ Defining the Local Support Group membership and the main orientations of the LAP
- ✓ Clarifying and sharing the participation of the host city in USER.

### 2. Preparing the visit (previous activities)

- Agreement on the Agenda between the partner and the LP/LE. The host city has to complete the agenda taking into account these guidelines.
- A questionnaire/guide sent by the Lead Expert to the local coordinator with guidelines for the "Partner Profile" document. (to help the partner to collect the required data for the Partner profile document)

### 3. Duration of the visit: 2 days

### 4. Participants:

- Lead partner
- Lead expert
- Coordinator/s of USER at local level
- Elected representatives of the city council (councillors) able to be involved on USER
- Staff of other City Council departments involved in the USER theme
- Staff of City Council in charge of the selected neighbourhood
- Others Public / Private / social stakeholders concerned with the theme of USER

### 5. Activities to be included in the visit:

1. Presentation of the USER purposes to the city council representatives. Highlighting the significance for URBACT of political and institutional involvement.
2. Meeting of the LP and LE with the local coordinators of USER to discuss on the local problem-challenges of the regeneration process in the selected area/neighbourhood in the partner city. Completing the "Partner Profile" document.
3. Meeting of the LP and the LE with the local coordinators of USER regarding:
  - The ULSG membership and the way the group is going to be launched.
  - The basic ideas of the LAP
4. Extended meeting with the staff of those city council departments concerned with the theme, the problem, the area. Explanation and exchanges on how USER is going to work in the city.
5. Short visit to the area/neighbourhood
6. Interview with some local actors (NGOs, Enterprises, Public services, etc.) involved in the USER issue and that will become members of the ULSG.
7. Conclusions and agreements. (Final session with the local coordinators).

Taking into account these 7 Activities that should be included, the host city has to send previously to lead partner and lead expert an AGENDA proposal, (at least a week before the visit starts). Obviously, activities 2 and 3 should take more time.



## **USER - BASELINE STUDY THE PARTNER PROFILE**

***It provides an analysis of the state of play in the participating cities including the existing needs and expertise relating to the specific issues that USER addresses.***

The size of the Partner Profiles document is around 5-6 pages. The partner profiles are structured as follows:

### **1<sup>st</sup> SECTION. OVERVIEW OF YOUR CITY (1 page)**

The *first section* should use available data to provide details of the city's starting point in relation to the network theme, giving an objective description of the position.

- Demographic Characteristics of the City
- Location & population size:
- Strategic importance
- Short historic & economic overview
- Key business & employment sectors
- Briefly describe the key challenges that need to be solved in order for your city to enjoy successful and sustainable development
- Description of existing strategies and plans that guide the urban regeneration processes in your city
- Briefly explain the decision-making and regulatory framework concerning the development and delivery of urban regeneration projects in your city

### **2<sup>nd</sup> SECTION. USER IN YOUR CITY (4-5 pages)**

The *second section* will focus on the relevance of USER in each partner city. This will provide important information about the relationship of each partner to the project. It will set out their expectations, concerns and needs. It will also describe the nature of the problem in each city, and previous local experience in tackling it. So this section may provide the focus of the city's Local Action Plan and describe the stakeholders who will participate in the process.

- 1. How your Municipality is organised to implement "urban services" (list of main services ...): internal organisation ? External ? Diagnosis of the capacity of changing processes ?**
- 2. Proposed neighborhood (s) as focus area to participate in the USER project. Short description of its main features. (include key statistics)**
- 3. Describe the nature of problems/challenges in the neighborhood(s) you want to develop a Local Action Plan for in the framework of USER.**

Note: You have to address an operational and very concrete problem/challenge linked with neighborhood management and "proximity" issues.

Taking into account USER approach, please try to highlight mainly the following aspects:

- Describe the evolution of urban changes regarding uses of the area (changes that are taking place and those that can be foreseen). Describe the nature and dimensions of urban changes.
- Which are the main topics that are challenged: housing, mobility, public spaces (which ones?)
- What are the main weaknesses of your urban planning system regarding regeneration processes?
- Which are the new needs of inhabitants and users of the city regarding the topic?
- Which are the potential or current conflicts among inhabitants, users and other actors and with the local authority?
- Which Department lead the urban regeneration strategy ? Wich others are concerned ? How do they cooperate ?

#### **4. Current status of the regeneration in this neighborhood: what activities have already been undertaken and what remains to be done**

- Describe the design of the regeneration strategy
- Describe the management of the regeneration strategy
- Which are the main obstacles of the regeneration process?
- Who is involved in the regeneration process?
- Is there a clear and engaged local policy focused in the regeneration strategy?

#### **5. Describe the topics you want to address and the outputs you want to achieve with your Local Action Plan**

Note: **USER** is focused on the neighbourhood management (related to changes in uses in the city and in the local area) by incorporating the knowledge and ideas of USERS as a strategic component. This experiment should provide clues & ideas to design a new way of conceiving the city and regeneration strategies.

USER provides a sequence: "local management requirements => implication of users => effects on urban design projects" that all partners have to follow in its Local Action Plan.

In the Partner Profile each city has to advance previous or initial ideas that should be developed during the next steps of the project.

#### **6. Who should be involved in the Local Support Group**

Note: The LSG should be constituted by all those neighborhood users that can provide knowledge to observe and to anticipate urban changes. The main component of the USER action is the incorporation of knowledge provided by all of those who use the city and who can inform us on the needs generated by the new changes of use.

The manner in which this practical knowledge is incorporated and how this users knowledge is mobilized is a crucial aspect of the USER project. That means that the members of the ULSG should be a representative sample of the city users.

We can imagine a core LSG composed by the main authorities and decision makers and a wider LSG composed by the different types of users.

Please, provide a list of the foreseen members that will take part of the core group and a list of those members of the wider group. Try to provide a short description of each one and the reasons to choose them.

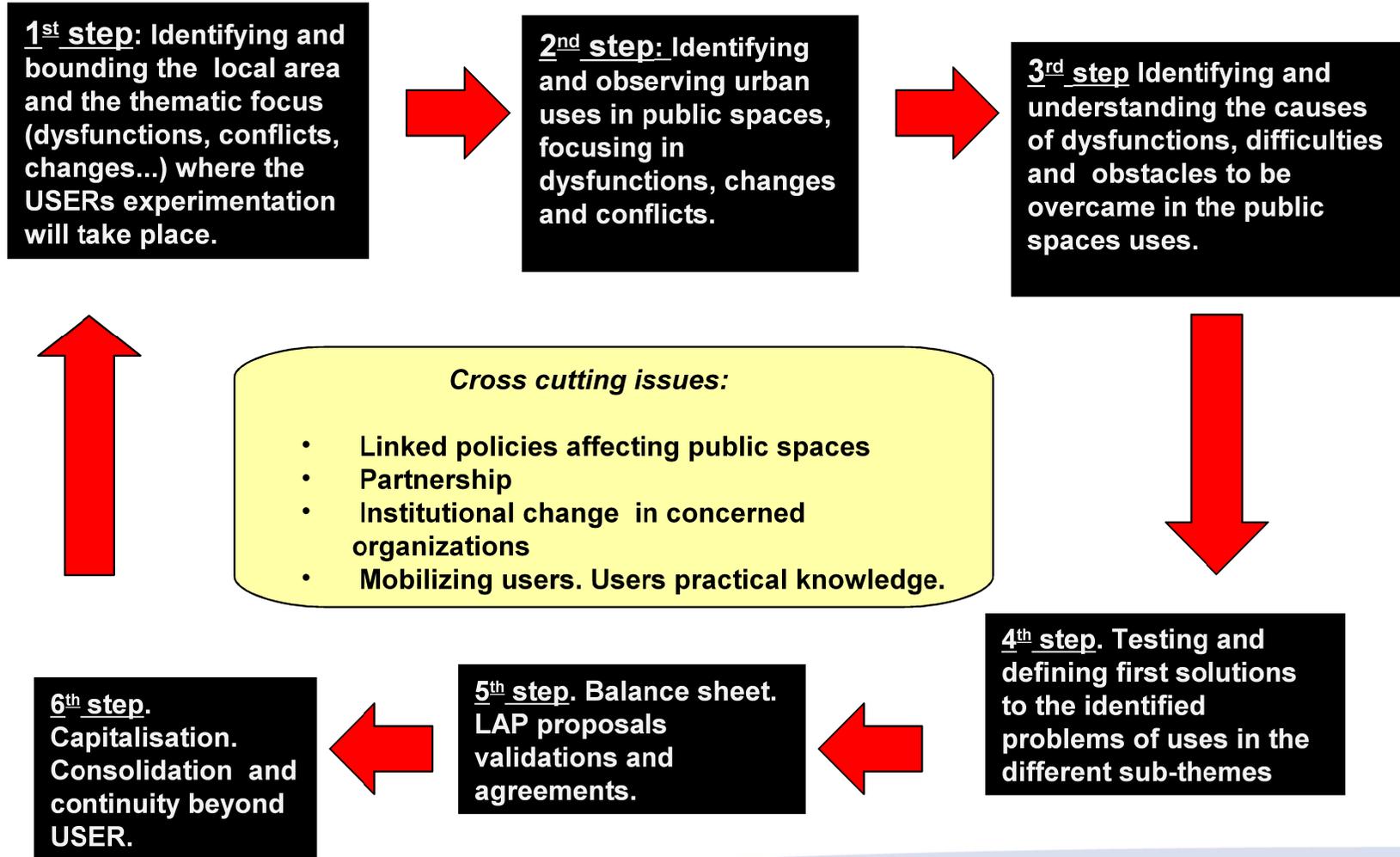
Please highlight how you will incorporate your "local users" on ULSG and define what you mean by USER in your City.



## USER – PREVISIONAL AGENDA FOR IMPLEMENTATION PHASE (2013-2015)

| Agenda                | Step 1 : Deepening<br>the thematic<br>Focus | Step 2 :<br>Experimentations | Step 3 :<br>Consolidation &<br>Capitalization | Place(s)   |
|-----------------------|---------------------------------------------|------------------------------|-----------------------------------------------|------------|
| March 2013            | Seminar 1                                   |                              |                                               | Copenhagen |
| July 2013             | Seminar 2                                   |                              |                                               | Riga       |
| October 2013          |                                             | Work Shop 1                  |                                               | 3 Cities   |
| January 2014          | Seminar 3                                   |                              |                                               | Lisbon     |
| April 2014            |                                             | Work Shop 2                  |                                               | 3 Cities   |
| July 2014             |                                             |                              | Seminar 4 : 1 <sup>st</sup><br>results        | Krakow     |
| November 2014         |                                             | Work Shop 3                  |                                               | 3 Cities   |
| February 2015         |                                             |                              | Seminar 5                                     | Paris      |
| April 2015            |                                             |                              | Final seminar +<br>Final Conference 6         | Grenoble   |
| Number of<br>meetings | 3                                           | 3                            | 3                                             | <b>9</b>   |

# USERS strategy and methodology at local level : Roadmap and steps.





USER

Changes and conflicts  
in using public spaces



- 3 - Minimal size & protected area
- 4 - Typographies & Colours
- 5 - How to use the logo
- 6 - Unacceptable usage
- 7 - USER<sup>+city</sup> logo's variation
- 8 - Minimal size & protected area
- 9 - How to use the logo
- 10 - Unacceptable usage

**CONTACT :**

For any question about the graphic identity of USER, or to get all the execution files, please contact :

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Graphic design & implementation : [www.la-mine.com](http://www.la-mine.com)

## Minimal size & protected area



To guarantee the readability of USER logotype, please ensure :

- The **minimum clear space around the logo** is respected. It is an area designed to protect the logotype in which no other graphic or textual element should appear.
- The required **minimum size of the logo** is respected.





# USER

Changes and conflicts  
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## Typographies used :

GOTHAM Book Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

GOTHAM Light Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Symbol's colours



## Text colour



# How to use the logo



USER

Changes and conflicts  
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Colour Version



USER

Changes and conflicts  
in using public spaces

Black & white Version  
(for photocopies only)

In priority, use the logo on white background.



In case of colour or picture background, use the logotype on a white square and respect the protected area.

# Unacceptable usage



Do not change the alignment



Do not move or scale elements separately



Do not change colours



Do not change typography



Do not add elements



Use the right version on backgrounds



Keep the homothety



Do not use the logo without baseline



Do not use the U alone



Do not place elements in the exclusion area



The logo can be associated to a city name.  
In that case, each city will have to choose her own colour in the available range of colours.

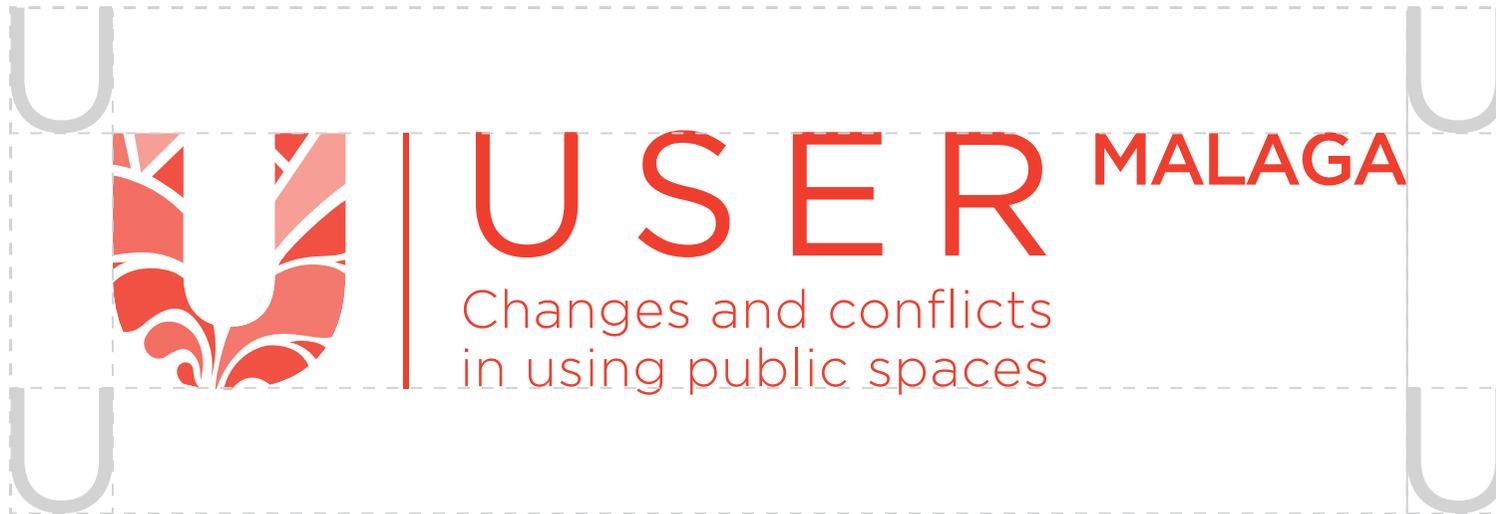


This logotype must be only used for local and instutional communnication.



**Available colours**





Mini 8mm

To guarantee the readability of USER logotype, please ensure :

- The **minimum clear space around the logo** is respected. It is an area designed to protect the logotype in which no other graphic or textual element should appear.
- The required **minimum size of the logo** is respected.

## How to use the logo

In priority, use the logo on white background :



Colour Version



Black & white Version (for photocopies only)

On picture or colour background use this version  
(Use the city colour) :





# Unacceptable usage



Do not change the alignment



Do not move or scale elements separately



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Do not change typography



Use the right version on backgrounds



Keep the homothety



Do not use the logo without baseline



Do not use the U alone



Do not place elements in the exclusion area

# USER Newsletter

- Main information tool to inform whether at transnational and at local (regional – national) level
- A mailing List linked
- 9 newsletters in 27 months
- Produced by Grenoble
- Written in English by a journalist
- A common frame to be translated in your own language
- Bottom part at verso for:
  - transnational institutional informations
  - local informations in your own language

Newsletter  
with network  
informations

Top:  
network  
informations

Bottom:  
- institutional info  
- local informations