

# INTEGRATIVE URBAN DESIGN IN REGENERATION - PRINCIPLES FOR ACHIEVING SUSTAINABLE PLACES

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*Urban design is nowadays challenged by contemporary concept of regeneration. Regeneration means creating sustainable places, with specific identity, protection and promotion of cultural values, social cohesion and economic prosperity. The aim of the paper is to discuss a role of urban design as a transformative instrument in the regeneration process. It will question the possibilities of urban design to provide strategic framework for regeneration through the process that enable creative milieu for integration of different developmental aspects and interests in plural society. The scope of the research is bounded by the urban design process in line with rational and collaborative approach in urban decision making. The theoretical and conceptual framework will be elaborated on the case of Plan of tourist valorisation of Golubac fortress in Serbia, as a place of great cultural importance and as a generator of socio-economic development in Municipality of Golubac. Describing an integrative model for urban design as an instrument for regeneration is a main contribution of the paper. Expected results of the research are definition of basic principles for achieving sustainable places in regeneration.*

*Key words: Urban design, Regeneration, Sustainability, Urban decision making.*

## INTRODUCTION

In line with contemporary dynamic relations in the process of globalization the identity and quality of places is crucial factor of place recognition in global network [1]. The competition for global recognition opens many chances to local cultures for socio-economic development, developing new relations in global networking. According to Castells local community and local cultures becomes core factor in cultural identity [2],[3]. Globalization as complex process carries plurality of cultures, interests and needs that should be recognized and accepted in urban development process. The plurality carries conflicts and contradictions that are balanced by concept of sustainability.

Sustainable development<sup>2</sup> is a process of balancing plurality of cultures, interests and needs, integrating them into coherent whole [4],[5] {<sup>2</sup> Concept of sustainability has evolved from the study "Limits of growth 1972" and represent rational paradigm in managing resources systematically through feedback on the effects of growth using technology (according to op-

timistic and pessimistic estimations on future development of renewable and non-renewable resources) [46]. After the study, sustainability is supported and developed through various documents on UN and EU level, such as [44] [43] [42] [41] [4] [38] [39], [40], [47]. Authors in Serbia puts focus on managing resources in sustainable manner, in such a way Brković emphasize 3E concept [45], and Janić managing resources in integral manner [48]. Baker recognizes four models of sustainability according to their philosophical orientation: anthropocentrism and eco-centrism. The models are defined as ideal (which is on the extreme position of eco-centrism, where nature is intrinsic value), Strong model of sustainable development (which is between eco-centrism and anthropocentrism), Weak sustainable development, and Pollution control (which is on the outermost position of anthropocentrism) [6]. This paper will stand for the models that are more on the side of anthropocentrism, as culture is a product of civilization, taking into account environmental and ecological problems through integrated approach.

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Integration of sectors of sustainability - economy, society, environment (both built and natural) is conceptualized through different diagrams (models): The Venn Diagram, The Nesting model, The Mercury model and The Swedish prism model. The last takes into account institutional development as fourth dimension of sustainability [7]. Serbia has adopted National strategy of sustainable development where it defines three pillars for sustainability in domestic context: 1) Intensive care for environment (built and natural), 2) Knowledge economy which means innovation, education and "software economy" that is oriented towards commerce, tourism, information society, 3) Social solidarity<sup>3</sup> [5]. The concept gives new meaning to regeneration. {<sup>3</sup> Also, the strategy lean on Venn diagram of integration economy, society and environment (Image 1 in Annex) in a way that economic growth is possible if it has positive effects built natural environment and social justice [5]. Therefore, in practice in Serbia it means gradually implementation of concept starting from "pollution control" towards Venn diagram}

Taking into account sustainability as a global concept, contemporary approach to regeneration means creating sustainable places, integrating different developmental sectors, identities and interests into place creation through decision making process [7],[8], providing quality of life for citizens {Which is in line with the concept of New Urbanism, (49)} . In Serbia regeneration is, according to Bazik: "Process of defining integral policies that integrates global and local level, through inter-sectoral relations between economic, social, environmental and institutional development" [9]. Also, Vaništa Lazarević says that regeneration in Serbia needs multidisciplinary approach, which bounds architects, urban designers and planners, landscape architects, spatial planners, economists, financial experts, sociologists, marketing experts. Apart from interdisciplinarity, regeneration needs participation, wider social inclusiveness as well as public-private partnerships that contribute to active regeneration [10]. This also, puts forward urban decision making process as a carrier of quality of regeneration.

Globalization and sustainable regeneration frame new context for urban design and its relation to development. Theories of urban design vary in line with different socio-economic context and it is seen more as a product or process. In line

with complexity of regeneration and its focus on decision making, I would say that urban design is a process of integration rational and collaborative paradigm of decision making, mediating different realities through communicative action. Therefore, the hypothesis is that urban design is the field where this integration is possible to achieve, developing "hard" and "soft" infrastructure<sup>4</sup> for cultural diversity, diversity of needs and interests. {<sup>4</sup> According to Healey "hard" and "soft" infrastructure are necessary preconditions for urban creativity, where "hard" mean rules, procedures, protocols, and "soft" social networking based on trust and reciprocity} Seen as a process of place creation, urban design integrates different dimensions of space production [34].

Seen as a process of decision making, urban design can provide sustainable framework for regeneration considering main principles of sustainability. EU recognizes need for developing European methodology for managing cultural heritage in the frame of sustainable development, creating an instrument for qualitative and quantitative assessment of public and private investments on developing cultural heritage, defining the role of cultural heritage in providing new jobs, creating preconditions for sustainable development through partnership between public, private and civil sector [11]. Serbia is in the process of expert and public discussion on the model of integration that is appropriate for domestic context.

## **ROLE OF URBAN DESIGN IN REGENERATION**

This chapter will discuss the role of urban design in regeneration in line with different sectors and dimensions that should be integrated in sustainable development. According to Bazik conditions for regeneration in domestic context are extremely specific. In relation to socio-economic transition, process re-affirms urban design as an initiator of regeneration, that is on the way towards approach in developed countries where urban design practice is an integrative process of urban production [9].

On the other hand, the need for innovative and integrative approach in regeneration questions possibilities of urban design to become an integrative instrument<sup>5</sup>. The discussion will be led by the thought that urban design as multidimensional process can provide creative solutions for dif-

ferent developmental sectors of sustainable regeneration: economy, society and environment, overcoming problems of rational and collaborative paradigm in urban decision making through communicative action. This position should give a holistic answer to the problems that stand against sustainable regeneration in Serbia, both in theory and practice. {<sup>5</sup>After many years of so called “rational” or functionalistic urban planning”, after decades of a kind of naïve and aggressive radicalism in the field of cities, after so many of “original” concepts and “new” options concerning urban milieu and fabric – time is coming to remake and reconstruct the whole body of urban philosophy and kind of “recycling urban process” not only of spaces, but also of ideas and principles, is becoming obvious. I promote, in this sense, a kind of “sensitive urban planning”, taking care of all dimensions and interests in urban matters, trying to combine the pragmatic realities and high ideals together, and developing pluralistic, complex and integrated thinking of the urban functions as of the urban spaces.” [35]}

The holistic thought of urban design integrates different crosscutting dimensions where it is produced. Firstly, it is a space of imagination and creation of urban designers when it is subjective-expressive process of creating specific identity of places. In the context of social production of space it is more objective-rational or socio-communicative process of creating new socio-spatial relations and its visual artifacts. Thirdly, it is an interdisciplinary process as a field for communication of different expert’s view points through argumentation. Fourthly, urban design can be seen as a technical process that represents politics and regulation form higher level [12].

On the other hand Tošković and Petrić emphasize different theoretical orientations (TM: I would say dimensions) of urban design that are mutually exclusive<sup>6</sup> (functionalists, systematic, humanistic, formalistic) {<sup>6</sup>TM: these orientations are mostly correlated to the urban design dimension of socio-spatial practice}. Authors open inspirational questions<sup>7</sup> for urban designers in search for an integrative instrument of positive aspects of each theoretical approach [13]. According to Živković urban design in Serbia is reduced to designing large scale designs and focuses on physical space and its esthetical dimensions. In contrasts, she points out that contemporary tendencies lead towards fusion of different dis-

ciplines and different dimensions of space production, and urban design as follows [14]. {<sup>7</sup>“In that manner, in attempt to understand different theoretical orientations, researcher should answer to the following questions: 1) How cities are versioned in each?, 2) How each of the orientation is proofed in the process of urban design and planning decision making?, 3) What factors are instruments in achieving quality of urban space?, 4) On which methods each of the orientation lean on?, 5) What is their relation to the past?, 6) What are the attitudes of proponents towards urban centers?, 7) What are their typical critiques?”(13)}. In general this position holds Nikezić, when he elaborates different instruments<sup>8</sup> for territorial development in Serbia. His observation is focused on the need for creating and defining wide range of instruments<sup>9</sup> that will enable horizontal and vertical integration of territorial governance<sup>10</sup> [15]. {<sup>8</sup>TM: Concept of territory integrates all factors of its integrative development, including also disciplines such as urban design is. <sup>9</sup> Nikezić makes distinctions between three types of instruments that should be developed: (1) Universal instruments, covering the whole territory of Serbia, (2) Particular instruments, covering undeveloped or endangered parts of the country, (3) Specific instruments independent from spatial scale, but in relation to the specific public interest that should be protected or promoted. (15) For this research the relevant is last mentioned. <sup>10</sup>TM: institutional development towards multi-level governance is fourth dimension of sustainable regeneration Swedish prism model.}

This paper will be led by holistic approach to urban design where it is seen as a process of communicating its different dimensions leading to integration of multilevel governance as well as different developmental sectors when it can become specific instrument for regeneration. Therefore, the process of urban design can provide positive atmosphere for communicative action negotiating different viewpoints and interests into coherent whole, becoming an integrative, specific instrument for different theoretical orientations, sectors of sustainability, urban design dimensions. I would say that key words for urban design process as are creativity and communication through argumentation.

Seen as a communicative process it is strongly related to the traditions of urban decision making when it is more rational (“top-down”) or col-

laborative (“bottom-up”) process. The key factor in this dilemma is the type of rationality that is practiced in wider social context. Rational paradigm is based on objective rationality and positivistic approach to development. It means setting and evaluating all possible solutions and forming defined scope of action.”It is based on instrumental rationality, namely on expert’s analysis which enables setting of goals, identification of alternative courses of action, evaluation of the means by which the goals would be achieved and the creation of systems of implementation”[16]. In urban planning and design theory it is mostly supported with Faludi’s model of planning agencies where they practice systematic and rational approach to urban development integrating different levels of governance into coordinated multi-planning system [17].

The main critique to rational paradigm comes from Simon’s rational constraints where it is not possible to generate and evaluate all possible alternatives because of constraints of human thinking. On the other hand Lindblom in his theory of “muddling through” says that rational approach to development is not realistic in the real politics with complexity of different interests and stands for generating solutions in incremental approach [18]. Both systematic and incremental approaches have their positive and negative side. We can’t for sure perceive reality in positivistic manner, and on the other hand if we lean on incremental approach we can be in situation without any developmental options.

Healy in theory of collaborative planning sees urban development as putting fragments of viewpoints and interests into common picture through communicative process of bottom-up participation in different social arenas. She argues rational paradigm saying that it is not applicable in plural society and its complexity of different interests and thoughts. On the other hand, Bajec identifies main risks for collaborative/communicative paradigm, especially in domestic context. The risk is that participants can be in situation when they do not decide based on their interests [16], when collaborative decision making becomes a field for manipulation, or as Vujošević and Petovar say “an arena for organized mobilizing biases” [19]. According to Habermas it means instrumental action that focuses of gaining success of individuals in contrast to strategic and communicative action that<sup>11</sup>

are socially oriented [20], [21] providing developmental social capital [22] in process of strategizing development. {<sup>11</sup>*Habermas make differences between instrumental and communicative action in relation to effects that they have to further social processes. The further provides consensus and win-win solution in development. [20]*}

Healy stands for Habermasian communicative action through argumentation and sees strategic development as defining framework for action, more than defining final set of actions. She says that process of urban decision making should frame development through socio-sensitive decision making, developing “hard” and “soft” infrastructure as a base for creative milieu [23]. “A creative milieu is a place...that contains necessary preconditions in terms of “hard” and “soft” infrastructure to generate flow of ideas and inventions. Such a milieu is a physical setting where a critical mass of entrepreneurs, intellectuals, social activists, artists, administrators, power brokers or students can operate in an open-minded, cosmopolitan context and where face to face interaction creates new ideas, artifacts, products, services and institutions and as consequence contributes to economic success.”[24].

Creative milieu can be an arena that makes preconditions for communicative action, integrating actors from different developmental sectors, as well as from public, private and civil sector through building bridges and partnership in fragmented societies. By my opinion both paradigms rational and collaborative are in line with sustainable and integrated development in plural society. Rational paradigm provides vertical and systematic integration while collaborative horizontal mediating different pictures of reality into coherent whole. Also, in plural society where interests should be recognized at all levels, integrated approach in urban decision making integrates positive factors of rational and collaborative paradigm, providing sustainable framework for development.

Considered as decision making and communicative process, as well as creative and imaginative, urban design can provide framework for sustainable regeneration. In relation to urban<sup>12</sup> planning urban design as a creative process makes crucial difference to planning in terms of regeneration. I would say that seen as a communicative process of integrated decision making, it can provide strategic framework for regeneration. Hildebrand Frey defines role of urban de-

sign as strategic process of framing places on different spatial levels with emphasis on identity as a core factor of integration [25]. Brković, gives high importance to definition of adequate strategy for regeneration of devastated urban spaces in Serbia over past decades. As Hildebrand, she stands for the strategy that should provide a framework for activation of multilevel urban potentialities, defining both stimulus for its development, lining on specificities and special Serbian identity [26]. {<sup>12</sup>Uskokovic defines planning as “open system with adaptive factor that manages and directs activities.” [36]}

Seen as a strategic process, providing framework for action, urban design is composed of different phases in urban decision making. (P) Preparing, (V) Visioning, (A) Analysis of present conditions, (S) creating aims, objectives, alternative scenarios as strategies defined through different programs, projects and activities and (I) Implementation. The ways of the travel through phases differ according to specific context and are given in the figure 1:

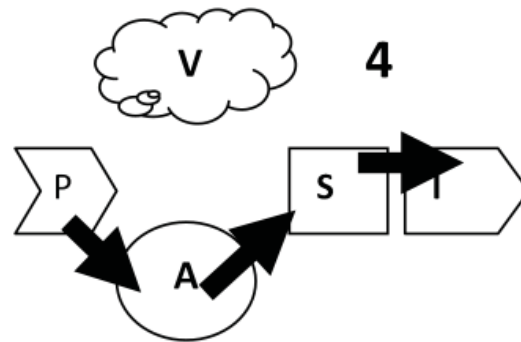
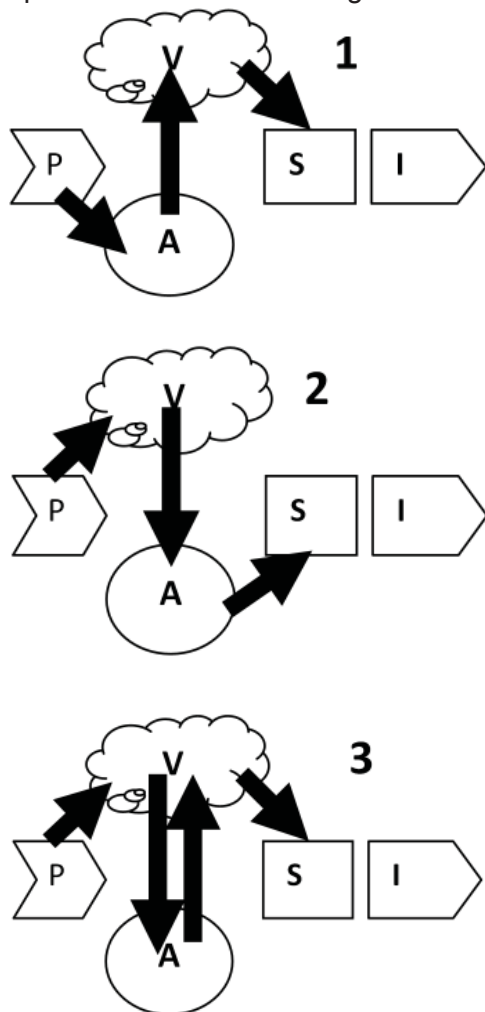


Figure 1. Different ways of travel through strategic process in integrated urban design (UN-Habitat & SIRP, 2005)

(1) is applied in situations when there are urgent problems that should be solved, (2) is applied in situations when desirable future is clear, (3) is applied on bigger spatial areas and includes long term development, (4) is applied on mid-term development [27]. In line with sustainable regeneration, integration of rational and collaborative paradigm should be practiced in each of the phase, considering specific context and situation. For this to be achieved necessity is to describe an integrative model of the process of urban design decision making.

### INTEGRATIVE MODEL FOR URBAN DESIGN PROCESS

This chapter will give an integrative model for urban design process as a theoretical and methodological support to regeneration. The model should enable creating quality of urban spaces that both protect specific values and enable development towards sustainability and creating “collective form”<sup>13</sup> that is founded on collective/collaborative good reasoning. The model will be elaborated on the case in next chapter, when the hypothesis of the research will be proofed or refuted. The model and the case will be a base for generating principles for sustainable places in regeneration. {<sup>13</sup>the problem of wrong reason (TM: related to collective form) has its own history. Its fragments are found in modern urbanization of the cities in Serbia, at the neighborhood level – shaped by the tension between power directives and the desire of ordinary people.” [54]}

Discussion on type of rationality that is adequate in crating sustainable places for regeneration of urban areas of cultural importance led research to the concept of integrated development, that make linkages between different sectors of sustainability and levels of governance. Folić under-

lines need for integrative strategies in Serbia that will harness economic, social and environmental sectors of sustainability in regeneration. She believes that only in this manner urban areas can develop towards provision of quality of life for its citizens [28]. Here, we come again to the need for describing integrative model in regeneration using rational and collaborative approach.

Theoretical discussion, in previous chapter, emphasized positive and negative sides of rational and collaborative paradigm in urban decision making. It is said that each of them can have developmental characteristics, gained through different practice of rationality. According to Bajec, Serbia is in the position of two processes: (1) reevaluation of socialist and post-socialist rational approach, and (2) introducing, mostly by international organizations, collaborative model through different non-salutatory documents and strategies [16]. My opinion is that this trend can branch in two alternatives as final outcomes. The first, I would say negative one, will lead to the confusion in choosing adequate approach in regeneration which will stop or slow development. The second, optimistic one, will develop innovative theory and instruments for regeneration in Serbia towards collective action.

Position that I stand for is optimistic one, based on the assumption that communicative action can integrate positive and overcome negative aspects of each the paradigm, using creativity as a mean for open communication, flow of ideas and thoughts.<sup>14</sup> Therefore argumentative approach use creativity to make linkages in strategy making crosscutting both paradigms providing particular identities, interests and needs to be recognized as well as having an ideal picture of development as a coherent whole (see Table 1). {<sup>14</sup>According to Foresters's "designing as making sense together" [31]}

Space for integration is achieved though different social arenas as spaces for divergent communicative networks enabling creativity and argumentation, together providing innovative and realistic development. Therefore, we can develop Faludi's model of multi-planning agencies by providing social arenas where diversity of interests and conflicts are present, which is in line with Healy's theory. It will provide an integrative model for the urban design process in regeneration. (see Figure 2).

Table 1. Creating strategies in rational and collaborative manner, T. Mrdjenovic according to Healey

	CREATING STRATEGIES	
	RATIONAL PARADIGM	COLLABORATIVE PARADIGM
Type of strategy	Definite set of action	Framework for action
Type of knowledge	Positivistic	Social
Type of connections	Rules, procedures, web	Social networks
The role of urban designer	Consultant to decision makers	Facilitator of in the process of consensus building
Role of the strategy	Rational assessment of in the way of setting the goals and means for the implementation	Creating strategy means building up hard and soft infrastructure
Pristup	Problems, facts and values are positivistic.	Problems, facts and values are in social knowledge.
Type of space and place	Institutional space	Shared place
Place where strategy is created	Public agencies	Social arenas
	Space for integration through communicative action through different social arenas	

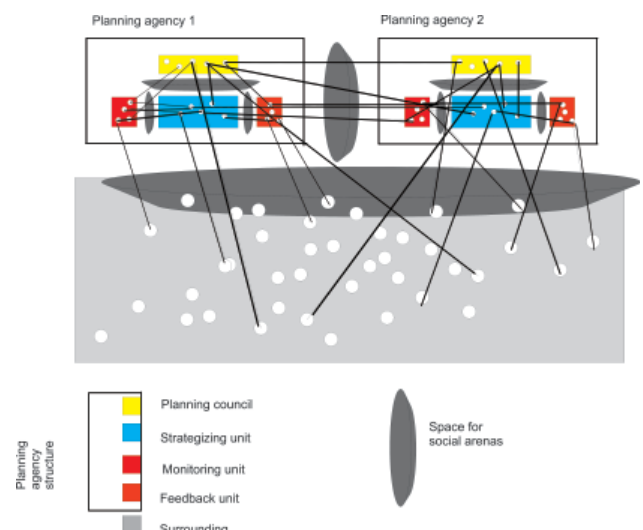


Figure 2. Integrative model for urban design process in regeneration, T. Mrdjenovic

The Figure 2 shows different types of social arenas according to their position, inside or outside the agency. Their purpose is to gather various formal and informal communicative canals. Social arenas inside the agency are oriented towards building capacities through trainings on different topics relevant to governance (such as better communication, participatory planning, conflict management, etc). The second type supports solving complex public problems, like regeneration is, that goes beyond the boundaries of one organization or institution. This type can be in two positions, where the first is in between two agencies, and the second is in between multi-planning agencies and surrounding. The forms of social arenas vary according to their position and phase of developmental process. They can be organized through different workshops, round tables, public discussions, trainings, or presentations.

Social arenas should support different dimensions of urban design process like creativity, social and interdisciplinary communication, imagination and argumentation using appropriate methods and techniques. Methods and techniques of integrative urban design process can be grouped in three types: 1) disciplinary, 2) interdisciplinary, 3) collaborative. In each of the phase of the urban design process they support different expertise, creativity, raising awareness, argumentation, and collaboration. Some of them are Morphological studies<sup>15</sup>, Art workshops, Space syntax analysis [51], Planning for real, Urban design workshops, Urban design games, Systematic assessment of urban space, Digital maps, Thematic workshops [52], [53], Diagrams like SWOT, Problem tree, Objective tree [52], [53]. {<sup>15</sup> *Morphological studies are very important for defining identity of place as one of the dimensions of sustainable regeneration. "The second principle of morphological researchers in architecture and urbanism is the principle of identity, so that for morphological researchers it is necessary to make corresponding adjustments of the objectives and instruments to each individual situation."* [50]}

In general, they should provide a space for communicative action leaning on creativity as a mean for overcoming obstacles for open communication. In that manner it integrates categories showed in Table 1. Also, my position is that the model is base for creative milieus were different social arenas stands for "soft" and planning agencies for "hard" infrastructure. The

model will be elaborated on the example of Plan for tourist valorization of the Golubac fortress.

### **INTEGRATIVE URBAN DESIGN STRATEGY FOR TOURIST VALORIZATION OF GOLUBAC FORTRESS**

This chapter will present a Plan for tourist valorization of Golubac fortress<sup>16</sup> as an integrated urban design development strategy. The strategy will be discussed from the point of creating framework for development, using integrative model for regeneration. The purpose of the plan is to provide flexibility in regeneration in relation to available financial, organizational and legislative resources. In that manner plan treats different dimensions of sustainability: protection and promotion of cultural heritage and place identity, development of social capital in inclusive manner and economic development<sup>17</sup> that is sensitive to natural resources in near surrounding Danube river and National park of Djerdap. The main aim of the strategy is to activate tourist potential of the fortress in short period of time. {<sup>16</sup> *The plan was done in collaboration with GTZ, Faculty of Architecture University of Belgrade, Stefan Krell consulting and Municipality of Golubac. Authors of the plan are: Uroš Radosavljević, Tatjana Mrđenović, Stefan Krell, Jovana Pavić* <sup>17</sup> *In line with sustainable regeneration Nikolić identifies preservation of authentic of place, that is guaranteed by The Nara document of authenticity (37), as one of main problems for economic development, as well as identification of contemporary functions inside historical sites. [55]}*

Methodological approach considered different developmental sectors of sustainability through wide participation: (1) Improvements of organizational and governance capacities on local level, through trainings, (2) Improvements of legislative framework, producing relevant statutory plans, (3) Improvement of mobility, (4) Improvements of stability of the fortress, (5) Visual identity and character of place, (6) Promotion and information, (7) Development of tourist infrastructure in surroundings. Also, the process flowed through different phases of the strategizing showed in the Figure 3. This way was chosen as appropriate one as it was related to mid-term development, where focus was on defining sustainable measures that should activate tourist potential of the Fortress in short period of time.

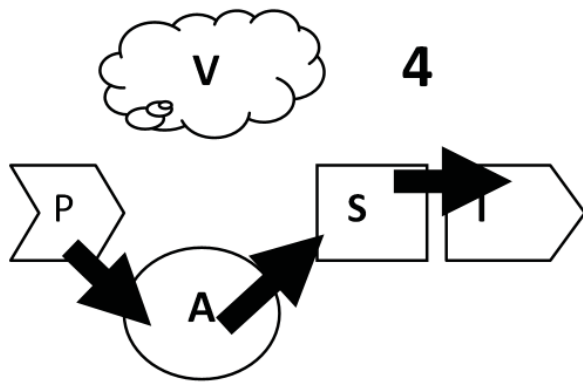


Figure 3. The process of strategizing applied to the case of Golubac

Participation included rational and collaborative approach in which “hard” infrastructure was provided by inclusion of organizations and institutions from local, regional, national and supranational level. Complex issues of the Fortress regeneration, that crosscut different developmental sectors of sustainability, were communicated in “soft” spaces using different types of social arenas as well as appropriate methods and techniques. Therefore, plan used integrative model of urban design process to achieve sustainability in regeneration setting up creative milieu for development.

Creative milieu provided open dialogue and flow of ideas, information and communication towards identification of main problems and developmental potentials for regeneration. Each developmental sector was considered through discussion of problems, opportunities, developmental alternatives, strategies and measures in forms of workshops, round tables, meetings, public presentations. Therefore, second type of social arenas was established using imaginative/creative, collaborative and rational methods and techniques. Social arenas that enable building organizational capacities were recognized as specific measures to be implemented in future.

Argumentative approach was supported by using different diagrams like SWOT, Problem tree, Objective tree. The process led towards identification of problem causes to define specific measures that are appropriate and can be defined as separate pilot-projects. In that manner 11 measures were identified and cover all four dimensions of sustainability (Swedish prism model). The measures can be implemented separately and are base for application to national or EU funds. The structure of each measure is in line with its purpose and can be a project for

implementation. Therefore each measure has its objectives, three different developmental alternatives, and effects to socio-economic development, as well as costs of implementation of each measure. The process of creating the strategy had initiated different activities on local level, like providing necessary legislative documents and project documentation as well as improving organizational capacity. Strategy has positive effects on other programs and projects that are in line with Tourist activation of the Fortress. Expertise is included in preparing material for integrative urban design process and in its facilitation. Principles of the strategy are: (1) Integrating sectors of sustainable development, (2) Providing framework for action, (3) Openness and flexibility in implementation, (4) Inclusiveness through participation and collaboration, (5) Education and trainings, (6) Character and identity of place, (7) Improvement of mobility in the area, (8) Promotion of tourist attractions, (9) Diversity of activities, (10) Providing new jobs.

### CONCLUSIONS - PRINCIPLES FOR ACHIEVING SUSTAINABLE PLACES

Cultural heritage with its unique values is a crucial factor in European identity, based on tolerance and democracy. Wide knowledge of cultural diversity is a base for tolerance and respect, overcoming differences and building bridges between different cultures as a unique part of European identity. Cultural heritage is recognized as socio-economic potential and each country should develop alternative strategies for sustainable regeneration. (29)(30)(11). As regeneration crosscuts different sectors of sustainability in place creation it is best achieved through urban design process.

Urban design, considered as decision making and communicative process, as well as creative imaginative (Creativity promotes and develops special identity) and rational can provide framework for sustainable regeneration. Setting up a creative milieu it becomes an instrument for integration of plural identities, interests and needs into a coherent whole, incorporating different types of social arenas into multiplanning-agency system. Such a model provides social capital that has developmental characteristic enabling and facilitating partnerships between public, private and civil sector on local, regional, national and supranational level. Therefore, as



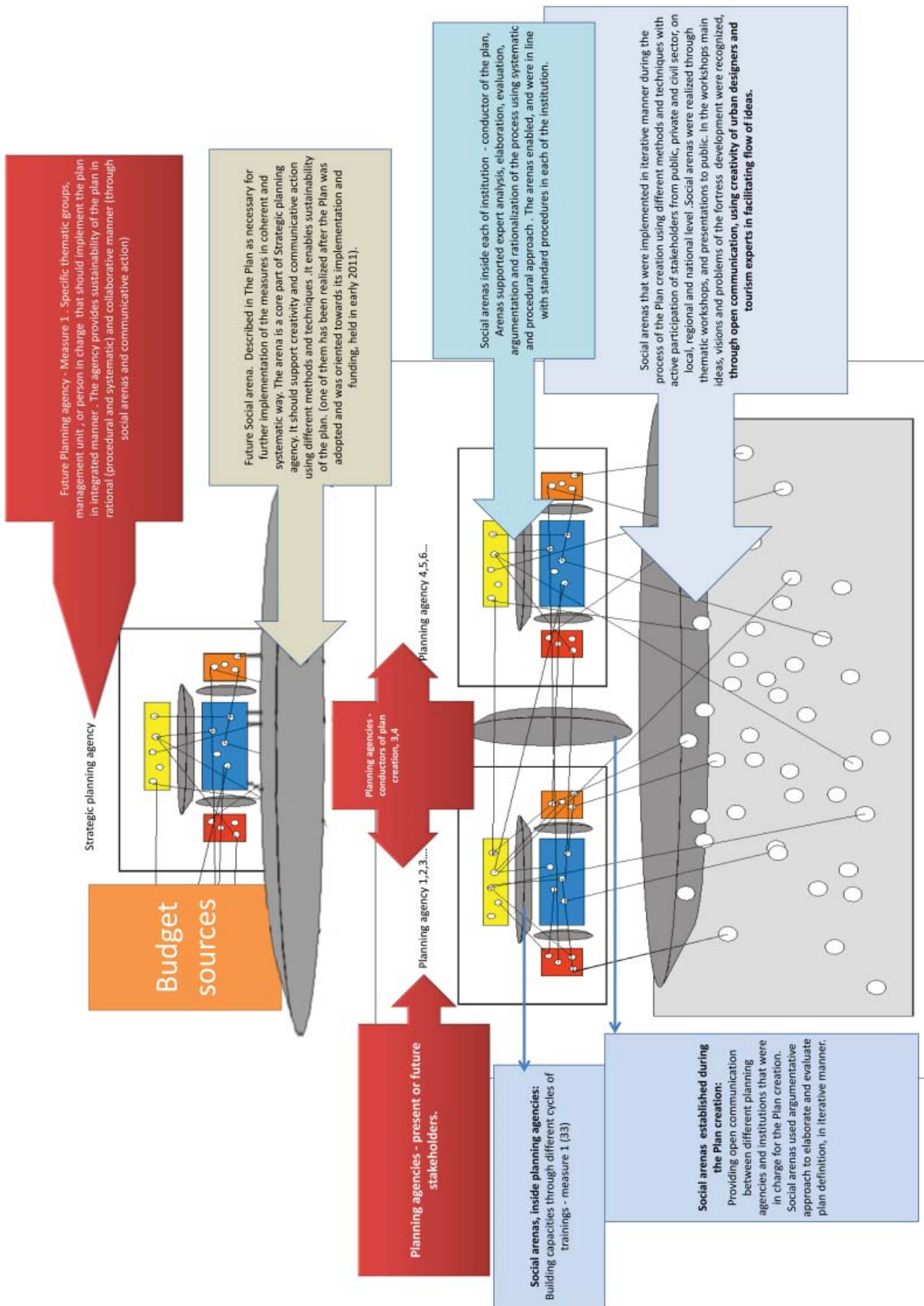


Figure 4. Integrative model of urban design process implemented on The Plan for tourist valorization of Golubac fortress, T. Mrđenović

a creative and communicative process it can be an instrument of integration, providing specific identity and framework for development.

The case of Golubac has two important dimensions. The first is creative milieu that was set up during the process of generating the Plan., using creativity of urban designers to define universal unity integrating bottom-up and top-down interests and needs, defining as Forester says “common meaning”(31)for overcoming differences. That meant establishing social arenas during the process, bounding stakeholders from different agencies, institutions and organizations, that come from public, private and civil sector and are on level, regional and national level.

The second dimension, enables sustainability of integration in further implementation of the plan establishing working group, management unit or person in charge as strategic planning agency attached with social arena for communicative action. The strategic agency should provide both rational and collaborative approach through procedural and systematic planning, also with discussing and collaboration within social arenas for creation new solutions to possible future problems and funding. Also, Measure participates social arenas within planning agencies, for building capacities through trainings, that will enable effectiveness and efficiency of the Plan implementation, it's possible reevaluation, or wider strategizing of the whole municipality of Golubac (which would need different process of integrative urban design, including visioning as well), in iterative manner. Therefore, the integrative model applied on the case develops “hard” and “soft” infrastructure, and is shown on the Figure 4 (see Annex): Integrative model of urban design process applied on the case of Golubac, T. Mrđenović.

According to previously elaborated I can say that the hypothesis of the research is proofed, meaning that creativity of urban design and urban designers can provide preconditions for communicative action, overcoming obstacles for open communication, facilitating collective objective reality and future through argumentation and good reasoning, neglecting individual or group “simulations and simulacrum” [32], main disadvantages of collaborative approach. In that manner process of urban design can provide an integration of rational and collaborative paradigm in urban decision making.

According to theoretical discussion, and its application on practical example I would define main principles for specific urban design integrative instrument in regeneration:

- It should provide strategic framework for regeneration in rational and collaborative manner,
- It should integrate different sectors of sustainability,
- It should integrate different levels of governance, policies and legislative,
- It should be inclusive for stakeholders on local, regional, national and supranational level,
- It should promote and develop specific character and identity of place.

## ANNEX

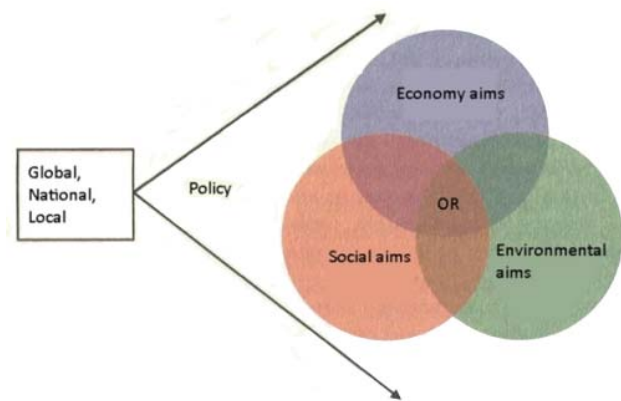


Figure 5. Venn diagram in National Strategy for Sustainable development in Serbia, (ВладаРС, 2009)

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