



## MaxiGreen Conference, De Schorre- Boom, Belgium

### WP1 Congres “Planning our Green Heritage”

27<sup>th</sup> March 2012

This conference aimed to build shared knowledge about “green heritage”: natural landscapes with a significant presence of historical remains.

### Goal and Programme

The Goal and Programme is described in the flyer, in annex 1.

### Summary of the Presentations

The presentations in pdf-format (majority in English) are available in annex 2.

#### 1) Theoretical framework: integrating landscapes, heritage and spatial planning.

Prof. dr. Hans Renes, University of Utrecht en Free University Amsterdam

In spatial planning concepts such as heritage and identity became more and more important. They are used to improve the quality of plans.

At the same time, especially by using identity as a concept, it clarified how the world of heritage has changed, from a field that was dominated by a small group of experts, especially archaeologists and art historians, to a field in which more people claim a role in society.

*Prof Renes recommends for the Rupel region:*

*“For the future of this area it seems important that the local population can play a role in the future destination of de region. Heritage can no longer just be an area for experts and the government. Therefore it is important to give physical and conceptual place to stories. Maybe the region is too much taken from the population by the deposits and other large-scale plans. But what there is now is the living environment of this population.”*

#### 2) Spatial Planning on a the scale of Green heritage landscapes

Hans Leinfelder, Head of department, Department of Spatial Planning and Urban Policy, Flemish Government

As head of the Flemish department Spatial Planning, Hans Leinfelder gives his idea of integrating green heritage and landscape as instruments of special planning. Three points of view:

##### 1. Forgotten landscape in spatial planning

Landscape and heritage are hardly taken in account into spatial planning, with is dominated by economic and ecological goals. His proposal is to find allies and work together on a planning strategy with landscape, heritage and (dominant) economic and ecological approach.



## 2. "Open and public space" as promising alternative

I can stand where they stood and experience common space from the same perspective, even though my experience may be completely different (Madanipour, 2003).

In the planning discourses there is a dominant separation between city and countryside. Hans Leinfelder does not want to see diversity no longer an absolute urban issue! Public space is a spatial expression of diversity in the city and countryside.

He gives three chances to be successful with public open space:

- Open space with sufficient surface and permanent status
- Built-up areas around open space with people who (really or visually) use this open space
- Peripheral attractor in the open space

## 3. To a spatial planning on "landscape scale"

There is a growing dissatisfaction with functional zoning in spatial planning in Flanders. It is a challenge to evaluate towards a social-cultural inspired spatial planning of open space with a leading role for landscape and heritage.

### 3) "De Merode, princely countryside", good practice

An integrated, area-specific approach to heritage sites; Olga Jongenelen, project leader "de Merode"

De Merode is a very green area on the border of three provinces. Lots of forest and castles were once in hand of a noble family. When they were given to the government, the Flemish society of landscape (VLM) started to build a partnership in the region. The project was built on three goals:

- call attention to and discuss rural themes
- setting up rural initiatives
- support and implement area-specific actions

Project De Merode is an area-specific collaboration between local and regional government, who wants to bundle the efforts and financial capacity. Their mission is: the rural project is a partnership that develops the environmental quality of the project area de Merode on a sustainable, area-specific and coherent way.

This means that the partnership wants to:

- indulge the core qualities of the area
- strengthen regional economy
- distinguish themselves by cooperation with inhabitants
- consolidate a sustainable future



## Field visits and workshops

### 1. Field visit: Walking Through Historic Landscapes

*By Fried Happaerts (Environmental officer, municipality Rumst)*

This excursion leads you through the clay excavation area in Boom and Rumst and the history of the Rupel region. History is stated as one of the guidelines for the future development in the Strategic Project Rupel. The people may give their ideas on the ongoing special vision.

These projects were visited:

- De Schorre as a successful reconversion project
- The quarter 'Bosstraat', the transition area between agriculture and excavation (i.e. regeneration of the Molenbeek-valley)
- 'Het keibrekerspad', walking path through the excavation area, with pools for natterjack toad and great crested newt

### 2. Field visit: Noeveren: future of a protected townscape

*By Gilles Facon (TouriNov@)*

Noeveren is a quarter of Boom, situated alongside the river Rupel. It contains many sites of great historic value, and is protected as a townscape. On the other hand it also offers possibilities for future developments? How can we combine those? The diversity of the participants (planners, heritage specialists ...) is reflected in the discussions.

After the explanations the participants agreed that clear matching is missing into the design and plan initiatives in the past and present. This alignment must be between the different towns and cross- sectorial: industry, living and mobility and ecological values. Most of the group sees big potential on both districts. Especially the heritage element and the nature value can be driving forces. This particular character of the areas may not be affected with expansion for living, industry, mobility. According to participants is coordination and alignment necessary to make this area a nice place to live, work and enjoy the environment.

### 3. Workshop: Project Ferme des Aigrettes, Marck-en-Calais (MaxiGreen Project)

*By Clovis Sabeau, Project Manager Maison pour la Nature et l'Environnement - Ferme des Aigrettes*

In Marck-en-Calais, the town is developing an innovative vision for an old neglected farm area, finding the right balance between conservative Heritage and economic potentials. As a result, a renewed House of Nature and Environment will have a central position for which will help to create a vast natural and recreational area and maintain a natural wooded quality in the area.

### 4. Workshop: Raversijde, provincial Domain (MaxiGreen Project)

*By Peter Norro (provincie West-Vlaanderen)*

The provincial domain Raversijde includes several features: park area, open air museum Atlantikwall, archaeological museum, Prince Charles Memorial and the bird shelter of Ostend. The domain has a number of problems such as no clear profile; the representation of heritage is to static, limited promotion, three counters, etc... The opportunities on the other hand are the Central coastal location, unique valuable heritage, nature reserve on the edge of Oostende...



The province of West-Flanders organized a planning process. At the end of January 2012 they made a concept for developing the domain. This concept was discussed at the workshop. By developing a coherent vision and a sustainable and aesthetic face-lift, the Province of West Flanders will develop the “Raversijde” area to create a public friendly heritage site with maximum opportunities for nature development. The development of a “non -infrastructural” adventure park will be one of the highlights in the park.

### 5. Workshop: Parklands, Essex (MaxiGreen Project)

*By John Meehan (Essex County Council)*

Essex Country Council is preparing a vision for the whole of South Essex, highlighting the main Green Heritage sites and their relationship to the train line and the Thames Estuary Path. Several projects will link up to numerous other greenspaces, cycle ways, footpaths, nature reserves, heritage sites and marshlands in what is called the “South Essex Greengrid”. This is a project linking all the open spaces throughout South Essex from Thurrock to Southend.

### 6. Workshop: Art in public landscapes

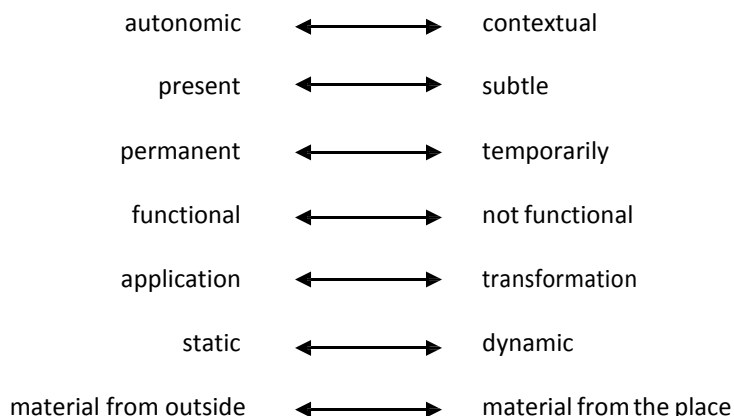
*By Berno Strootman (Strootman Landscape architects, Amsterdam)*

In several project art is used to contribute to an intensified experience and perception of landscapes. How can it highlight the historic value and therefore help to raise public awareness? And can it be contribute to a merging of the spatial planning, the landscape development and the significance of heritage sites?

#### Introduction of Berno Strootman

Art in public space is a way of making the area/landscape more interesting and historically more important. In the Rupel Project they’re looking for the particular identity and vision of the area. Art can help in this discussion.

For choosing the right kind of art in public space, you can use various criteria or variables.



During the workshop different cases from the Netherlands are discussed, as examples for the different criteria.

Behold some points that were raised during the discussion:

- Municipalities or regional authorities have little policy on art in public space.



- Working with a curator for your art project is a good idea. It is useful to involve him/her in an early stage so they can determine the architecture of the space.
- You can organize a competition for a work of art.
- You can involve an artist from the beginning. The work of art is created during the process (Artist in residence).
- Participation can, but mainly about the function of art and not about the result.
- 1% of a cost of the project goes to art.
- Art can be functional: toys, sofa, toys were you can hang on for youth ...
- Art should not be interpreted too much, it speaks for itself.
- Art has to be vandal-proof (e.g. sculpture of bird in concrete construction).
- Sometimes people need some time to accept a work of art. Common citizens' questions are "what does that cost?"

## 7. Workshop: Importance of regional branding and local embedding

Project "De Merode , princely countryside"

By Olga Jongenelen (VLM)

See above for explanation of the project under Presentation three.

## Conclusions

The common theme throughout the conference was the importance of green heritage landscapes to be incorporated into spatial planning from the beginning and to engage key stakeholders (including residents and experts). This will ensure safeguarding the quality of the living environment and will play an increasing important role in keeping a region attractive and competitive. It can help to attract and retain businesses, draw in visitors and contribute to the overall quality of life and wellbeing of communities.

More and more it is being recognised that the quality of the landscape and accessibility in which we live and work in makes a difference to the quality of the lived experience. Through integrating these concepts of landscapes, heritage and identity, along with the management of economic growth and development at a spatial planning level will strengthen economic, ecological and social value of these plans.

The workshops shared experiences and good practice in delivering the environmental, social and economic benefits of improved accessibility to multifunctional landscapes and green heritage, through a landscape scale partnerships and projects.

The theoretical aspects that were explained in the presentations, you can find in the examples given in the workshops.

A good project needs communication between all kinds of sectors, in all levels:

e.g.

- Vision makers talk with participants
- Local government talks with the national level.
- History and landscape talk with special planning



- **Arts talks with the goal of a project.**

**On this way you can become an integrated project with a sustainable functionality.**

**Through taking into consideration the messages raised by the speakers at the conference will help to ensure the future value and delivery of the overall vision for a region to create places that offer optimal potential for improved quality of life.**

Annex 1: Conference Flyer

Annex 2: Conference Presentations

# Practical information

## When?

Tuesday March 27th 2012 9.00h to 17.00h

## Where?

“Congrescentrum de Pitte”  
Provincial domain “de Schorre”  
Schommelei 1, B2850 - Boom, Antwerp  
Belgium

Info and accessibility: [www.deschorre.be](http://www.deschorre.be)

## How to book/register?

The Conference is free of charge.  
Please register before before March 20, 2012.  
Online on [www.provant.be/rupeel](http://www.provant.be/rupeel).

## For further information, please contact

Tom Dumez  
T +32 3 240 56 64  
Email : [Tom.Dumez@admin.provant.be](mailto:Tom.Dumez@admin.provant.be)

Translation English – Nederlands - Français will be provided.



“The landscape has an information value as it contains elements and structures of earlier, lost and forgotten practices of how related to and organized his living environment. Landscapes are the scene or the setting for human activities, so that certain landscapes are claimed for certain activities and social sectors. Urban and rural areas are clearly two different fields of action. There for; the landscape is increasingly multifunctional. This is especially true for the “open space” landscapes . Different activities should exist in the same space and a good mix of functions is necessary”

*European Landscap convention*

# CONFERENCE Planning our Green Heritage

March 27, 2012  
De Schorre - Boom

This conference is part of the European Interreg Iva – 2 seas project Maximising Our Green Heritage (MaxiGreen) and therefore aims to **build shared knowledge about “green heritage”: natural landscapes with a significant presence of historical remains**

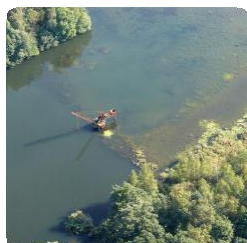
The conference aims to provide the participants with new insights on today’s approaches and future possibilities for dealing with heritage landscapes. The interaction between heritage, landscape and planning will be the main focus of the conference.

How can we develop spatial plans so that the proposed multifunctionality of the landscape can be guaranteed, including the protection of heritage and the use of historical traces as a guideline for spatial development?

How is this interface between landscape, heritage and planning in practice addressed? Is their commonality in the approaches and processes? Are there any good examples of an optimal balance between heritage, landscape and planning in spatial developments?

With this conference were aiming on bringing together experiences and practices from the different perspectives for further mutual learning and a search for possible common approaches.<sup>2</sup>

Therefore, it is a conference with a wide appeal, but it will be particularly useful to professional planners, heritage specialists, landscape professionals, ...), in Flanders and in the whole the 2 seas region.



## Conference programme

- 8:45 Coffee and Registration
- 9:00 Welcome
- 9:30 **Introduction and introduction to the strategic project: Rupel**  
Rik Röttger, deputy province of Antwerp
- 9:50 **Theoretical framework: integrating landscapes, heritage and spatial planning.**  
Prof. dr. Hans Renes, University of Utrecht en Free University Amsterdam
- 10:20 **Spatial Planning on a the scale of Green heritage landscapes**  
Hans Leinfelder, Head of department, Department of Spatial Planning and Urban Policy, Flemish Government
- 10:50 Break
- 11:20 **"De Merode, princely countryside", good practice**  
**An integrated, area-specific approach to heritage sites**  
Olga Jongenelen, project leader "de Merode"
- 11:50 **Debate; moderated by Prof. em. Marc Antrop, Ghent University**  
Participants:  
Prof. dr. Hans Renes, University of Utrecht  
Hans Leinfelder, Flemish Government  
Serge Migom, province of Antwerp, Cultural Department, Provincie Antwerpen  
Geert De Blust, Researche Institute for Nature and Forest  
Berno Strootman, Strootman landscape architects
- 12:40 Lunch
- 14:00 Field visits and Workshops
- 16:00 Conclusion
- 16:15 Drinks reception and networking



## Field visits and Workshops

- Field visit: Walking Through Historic Landscapes**  
Excursion through the clay excavation area in Boom and Rumst  
This excursion takes you on a walk through the history of the Rupel region, History is stated as one of the guidelines for the future development in the Strategic Project Rupel.  
*By Fried Happaerts (Environmental officer, municipality Rumst)*
- Field visit: Noeveren: future of a protected townscape**  
Noeveren is a quarter of Boom, situated alongside the river Rupel. It contains many sites of great historic value, and is protected as townscape. On the other hand it also offers possibilities for future developments? How can we combine those?  
*By Gilles Facon (TourNov@)*
- Workshop: Project Ferme des Aigrettes, Marck-en-Calais (MaxiGreen Project)**  
In Marck-en-Calais, the town is developing a innovative vision for an old neglected farm area, finding the right balance between conservative Heritage and economic potentials. As a result, a renewed House of Nature and Environment will have a central position for which will help to create a vast natural and recreational area and maintain a natural wooded quality in the area.  
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In several project art is used to contribute to a intensified experience and perception of landscapes. How can it highlight the historic value and therefore help to raise public awareness ? And can it be contribute to a merging of the spatial planning, the landscape development and the significance of heritage sites?  
*By Berno Strootman (Strootman Landscape architects, Amsterdam)*
- Workshop: Importance of regional branding and local embedding**  
Project "De Merode , princely countryside"  
How can you market a spatial project? How important is regional branding for the project success ? And which aspect can be used in this process?  
*By Olga Jongenelen (VLM)*



## Annex 2: Conference Presentations

Please click on the below links to view the presentations.

- ✚ Introduction and introduction to the strategic project: Rupel by Rik Röttger, deputy province of Antwerp (Dutch) - [www.slideshare.net/jaynerogers/1pr-conferentie-inleidingbis](http://www.slideshare.net/jaynerogers/1pr-conferentie-inleidingbis)
- ✚ Theoretical framework: integrating landscapes, heritage and spatial planning by Prof. dr. Hans Renes, University of Utrecht en Free University Amsterdam
  - Presentation (English) - [www.slideshare.net/jaynerogers/2-renes-maxi-green-27-32012](http://www.slideshare.net/jaynerogers/2-renes-maxi-green-27-32012)
  - Report (Dutch) - [www.slideshare.net/jaynerogers/3-oratie-renes](http://www.slideshare.net/jaynerogers/3-oratie-renes)
- ✚ Spatial Planning on a the scale of Green heritage landscapes by Hans Leinfelder, Head of department, Department of Spatial Planning and Urban Policy, Flemish Government (Dutch) - [www.slideshare.net/jaynerogers/4-maxigreen-leinfelder](http://www.slideshare.net/jaynerogers/4-maxigreen-leinfelder)
- ✚ “De Merode, princely countryside”, good practice; an integrated, area-specific approach to heritage sites; by Olga Jongeneelen, project leader “de Merode” (Dutch) - [www.slideshare.net/jaynerogers/5-olga-jongeneelen](http://www.slideshare.net/jaynerogers/5-olga-jongeneelen)

## Field visits and workshops - [www.slideshare.net/jaynerogers/6-di-rk2](http://www.slideshare.net/jaynerogers/6-di-rk2)

- ✚ Field visit: Noeveren: future of a protected townscape by Gilles Facon (Tourinov@)
  - Report (Dutch) - [www.slideshare.net/jaynerogers/7-eindrapport-masterplan-noeveren-hellegat-v20](http://www.slideshare.net/jaynerogers/7-eindrapport-masterplan-noeveren-hellegat-v20)
- ✚ Workshop: Project Ferme des Aigrettes, Marck-en-Calais (MaxiGreen Project) by Clovis Sabeau, Project Manager Maison pour la Nature et l’Environnement - Ferme des Aigrettes (French & English) - [www.slideshare.net/jaynerogers/9-clovis-sabeau](http://www.slideshare.net/jaynerogers/9-clovis-sabeau)
- ✚ Workshop: Parklands, Essex (MaxiGreen Project) by John Meehan (Essex County Council) (English) - [www.slideshare.net/jaynerogers/10-john-meehan-antwerp-parklands-pres-lores](http://www.slideshare.net/jaynerogers/10-john-meehan-antwerp-parklands-pres-lores)
- ✚ Workshop: Art in public landscapes by Berno Strootman (Strootman Landscape architects, Amsterdam) (Dutch) - [www.slideshare.net/jaynerogers/art-in-public-landscapes-by-berno-strootman](http://www.slideshare.net/jaynerogers/art-in-public-landscapes-by-berno-strootman)



“Investing in your future”  
Cross border cooperation programme,  
2007 – 2013 Part financed by the European Union  
(European Regional Development Fund)

