Направление «Градостроительство»

Профиль:
«Городское и транспортное планирование»   **КОД - 040**

Время выполнения задания – 180 мин.

Выполните __два__ задания (__одно__ из Блока 1 на русском языке и __одно__ из Блока 2 на английском языке).

Блок 1. Выберите одно задание (тему эссе или описание кейса) из данного блока и напишите эссе или дайте аргументированные ответы на вопросы к кейсу. Ответ должен быть написан на русском языке. Максимальный балл за выполнение задания из данного блока – 50.

Тема 1.1. Общественный транспорт. Тарифы

В некоторых крупных городах действуют тарифные зоны на общественном транспорте. Стоимость проезда не фиксирована, а зависит от комбинации факторов – дальности поездки (пересечение границ тарифных зон) и/или временных ограничений, либо ограничений по расстоянию. В большинстве случаев билет действителен на все виды городского и пригородного общественного транспорта (метрополитен, автобус, трамвай, электрички и т.д.) в пределах определенной зоны (подробнее см. примеры в таблице 1.1.1 ниже).

Система тарификации состоит из трех взаимосвязанных элементов: уровней тарифов, тарифной структуры и технологии сбора. Многие города в настоящее время имеют зональную тарифную структуру как компромисс между слишком простой платой за проезд и слишком сложными тарифными комбинациями, основанными на расстоянии.

Независимо от конкретной реализации тарификации (тарифные зоны, временные ограничения, ограничения по расстоянию или числу пересадок), в основе лежит идея оплаты за проезд, пропорциональной объему потребленной услуги мобильности. Т.е. чем дальше (или дольше) едет пассажир, тем больше он платит (либо, в случае тарифных зон – чем дальше друг от друга зоны начала и конца поездки, тем дороже поездка).

Таблица 1.1.1.

Пространственная структура тарифов между городами по «Оплате по мере потребления» (англ. pay-as-you-go)

| Город	Фиксированный тариф	Тарифные зоны (менее 2 часов)	наличие ограничения по времени	Тариф, основанный на расстоянии
Амстердам	✓		✓	✓
Афины	✓		✓	
Барселона		✓	✓	
Берлин-Бранденбург		✓	✓	✓
Будапешт	✓		✓	
Хельсинки		✓	✓	
Лондон	автобус	метрополитен	✓	городские электрички
Мадрид		✓		✓
Регион Монреаль	✓	✓	✓	
Осло		✓	✓	
Прага		✓	✓	
Стокгольм		✓	✓	✓
Турин		✓	✓	✓
Вильнюс			✓	
Варшава		✓	✓	
Киото	автобус, городской центр			метро, автобус, пригородный транспорт
Москва	✓		✓	
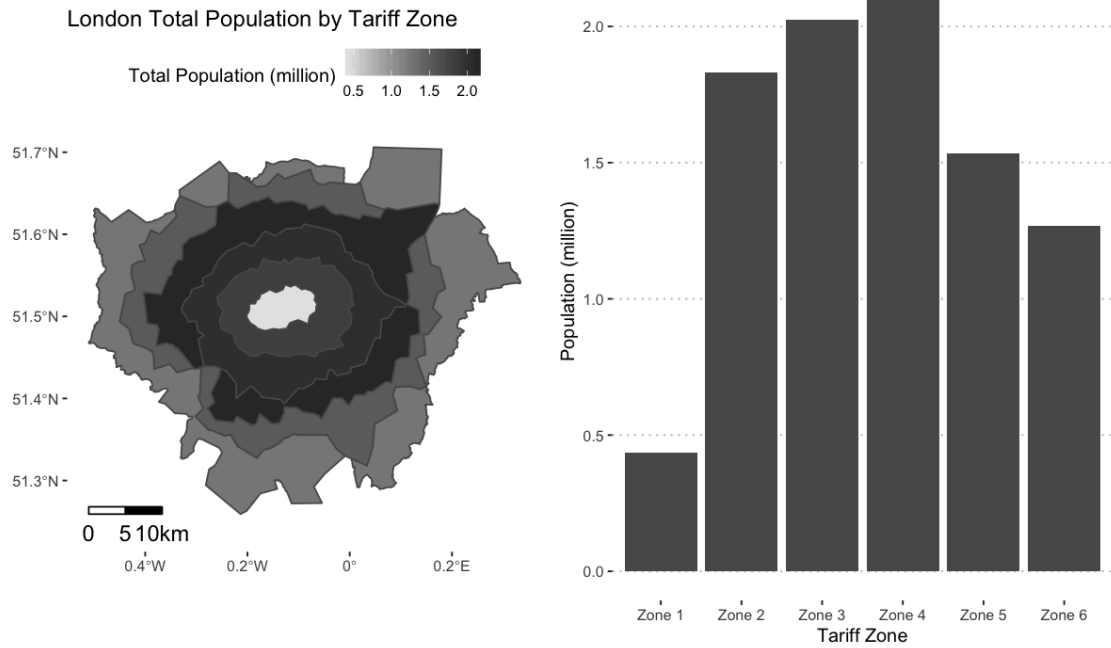
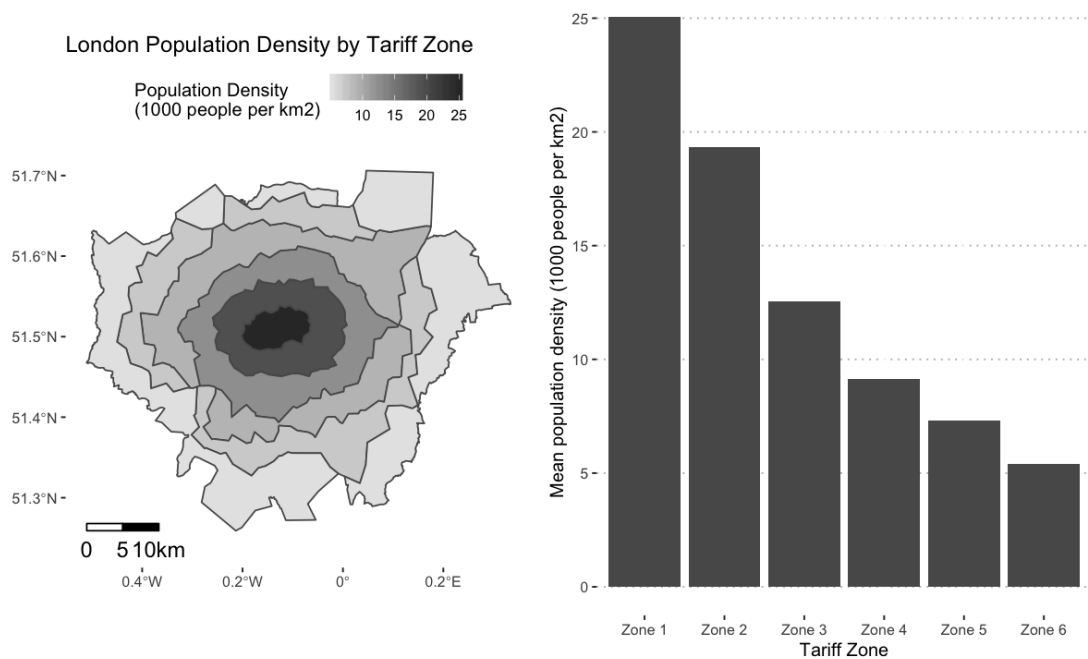Рисунок 1.1.1. Численность населения в Лондоне по тарифным зонам

Рисунок 1.1.2. Плотность населения в Лондоне по тарифным зонам

Задание по теме 1.1
Сравните системы тарифов на общественном транспорте с фиксированной стоимостью проезда и с оплатой пропорционально объему потребленной услуги мобильности (отдельно для зональных тарифов, тарифов, основанных на расстоянии и времени, числе пересадок). Вы можете воспользоваться данными о плотности и численности населения в Лондоне (см. рис. 1.1.1 и 1.1.2 выше) в качестве примера, либо можете использовать любые другие примеры. Также сравните эти две системы с полностью бесплатным общественным транспортом (например, такая система введена для жителей Таллина и ряда других городов). В ходе сравнения рассмотрите системы с точки зрения социально-пространственной справедливости и трудоемкости администрирования систем расчета и взимания тарифа (в т.ч. с учетом современных технологий).

Тема 1.2. Управление землепользованием

> *The larger problem in land use is to balance the competing goals*
> *of people in urban areas or, as Robert Frost put it in the poem*
> *"America Is Hard to See," "how to crowd and still be kind."*
> *Fischel W. A. Zoning rules!: The economics of land use regulation.*
> *– Lincoln Institute of Land Policy, 2015.*

Система градорегулирования позволяет городам создавать правила, ограничивающие или разрешающие функциональное использование участков. Чаще всего такие правила включают в себя виды разрешенного функционального использования, показатели плотности, этажности, возможности для смешивания функций или ограничение этих возможностей, показатели обеспеченности парковочными местами и прочие параметры.

В существующей мировой практике система градорегулирования, то есть регулирования частных интересов собственников территорий в отношении развития территорий и обеспечения прав и законных интересов правообладателей, может основываться на разной логике.

Первая предполагает наличие департамента или любого другого регулирующего государственного органа, разрабатывающего правила, по которым происходит регулирование градостроительной деятельности в городе. В российском законодательстве это правила землепользования и застройки (ПЗЗ, ГрК РФ Статья 30). Собственники территорий обладают инструментами для участия в обсуждении регламентов на этапе их разработки и утверждения (в частности, публичные слушания), однако, взаимодействие происходит между собственником участка и государством. Разработанный документ правового зонирования обычно общедоступен, в том числе в сети интернет (см. рис. 1.2.1 ниже).
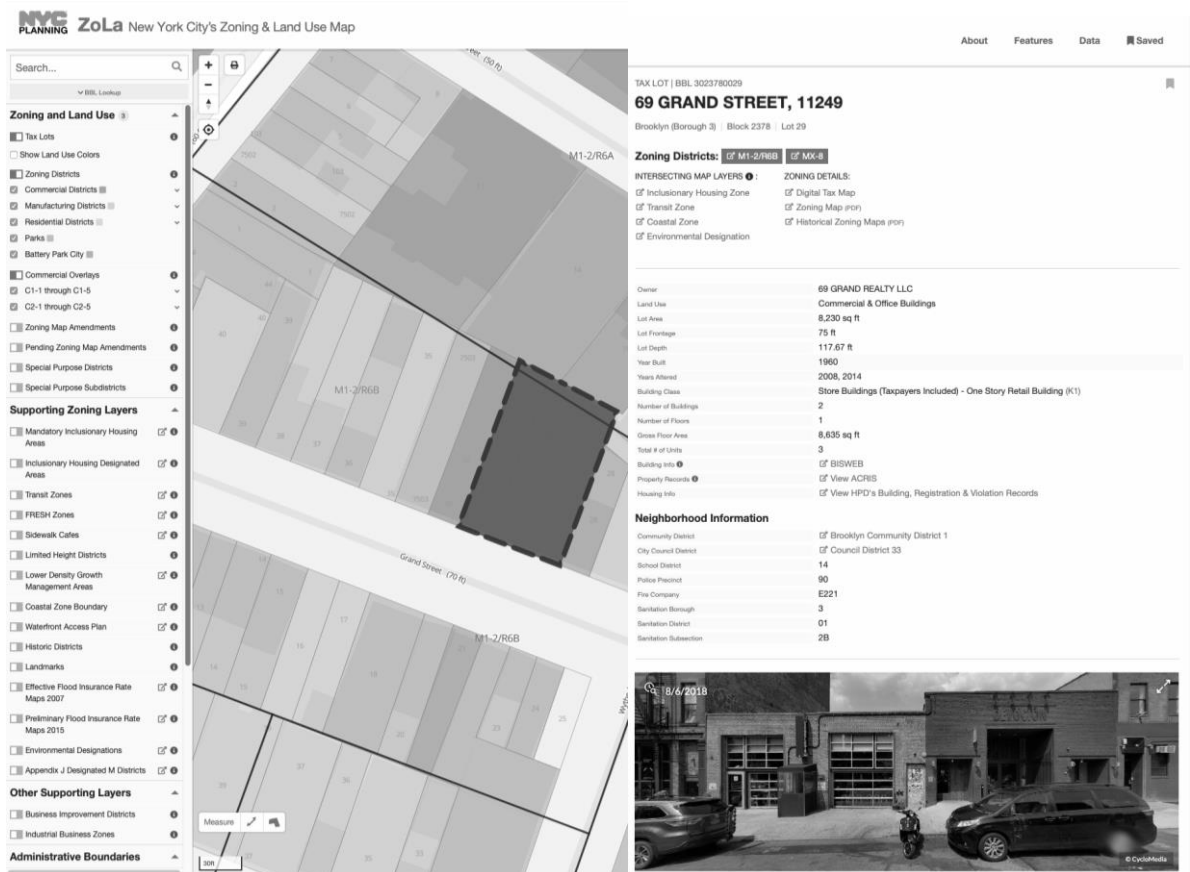
Рисунок 1.2.1. Пример опубликованных правил землепользования и застройки (общий вид карты, а также информация по выделенному пунктиром участку, изображение черно-белое, но на самом деле разные типы зон с разными регламентами обозначены разными цветами)

Вторая логика (в частности, в Хьюстоне, США) не предусматривает заранее разработанных и опубликованных правил землепользования. Вместо этого предоставляются широкие возможности для собственников участков договариваться о предельных параметрах использования участков и функциональном наполнении напрямую между собой. Город регулирует минимальный размер участка, нормативы внеуличных парковочных мест, ширину дорог и отступ застройки от границы участка. По функциональному наполнению, плотности и этажности собственники договариваются напрямую, заключая так называемые deed restrictions или restrictive covenants (ограничивающие соглашения). Это соглашения между собственниками, регулирующие, как они могут и не могут использовать свою собственность. В соглашении может быть широкий список правил: от архитектуры и стандартов проектирования, ограничений использования, до требований к обслуживанию территории. Затем стороны подписывают договор, соглашаясь соблюдать эти правила и вносить средства в фонд для их исполнения.

Задание по теме 1.2
Рассмотрите возможные преимущества, недостатки, выгоды и риски этих двух систем регулирования в аспектах экономического развития города, возможных социально-пространственных проблем, городского и транспортного планирования и транспортного обеспечения, иных аспектов.

Блок 2. Выберите одно задание (тему эссе или описание кейса) из данного блока и напишите эссе или дайте аргументированные ответы на вопросы к кейсу. Ответ должен быть написан на английском языке. Максимальный балл за выполнение задания из данного блока – 50.

1. **Topic 2.1. Night mayor's role in the city**

A new trend to create a night mayor is taking hold across the world's major cities. First Amsterdam has appointed a night mayor to oversee the city after dark, and then other cities in Europe, North and Latin America followed suit. The idea was to foster 24/7 economic activity while also increasing safety. The office of a nighttime mayor varies in its appointment and structure from city to city, but the goal is largely the same – to convene and better coordinate a city's nightlife.

The idea has caught on. For example, just weeks into his mayorship in 2016, London's Sadiq Khan had promised to introduce a Dutch-style 'night czar' in the City Hall to champion the capital's night time economy and bring together its numerous actors, from music venues to the police, transport and borough planning authorities. Conveniently at that time, London was preparing to introduce 24-hour running of its underground system, the 'night tube', from 2016 summer.

In early 2016 the first annual event 'Night Mayor Summit' was held in Amsterdam, attracting international interest. Cities with night mayors, as well as those working in the cultural industries, entrepreneurs, researchers, and cities considering appointing night professionals, attended to discuss the economic and cultural value of the night. The conference followed the regularly held gathering of EU mayors, demonstrating how the position of night mayors is becoming more common worldwide.

Below are interviews of the first night mayor Mirik Milan and an excerpt from an article in the New York Times about the night mayor of New York City Ariel Palitz.

Life after dark. Interview with Mirik Milan from Amsterdam[1]
Does your city need a Night Mayor? Mirik Milan, the first ever Night Mayor and founder of the Night Mayor Movement, might argue yes. Mirik inspired a movement— Night Mayors and Night Tsars are now popping up in cities all over the globe.
During reSITE 2018 ACCOMMODATE we interviewed Mirik Milan, the original 'Night Mayor' of Amsterdam talks about how nightlife is more than just dancing and drinking in this telling interview. Mirik is the Creative Director of the 'Creative Footprint'— a global, non-profit initiative that measures the amount of creative space in cities, particularly concerning music venues. He discusses his role and life as Night Mayor, the need for a culturally diverse nightlife, the issue of light pollution, and how to combat gentrification in relation to nightlife.

reSITE: When you go to a nightclub is it work, or is it fun?

Mirik Milan: When I go to a nightclub, I am there to really experience it. A nightclub is really a social space, and I think we also have to be honest that every person has his own moment or time of the day when he socializes. Some people don't see the value in socializing after midnight, but that doesn't mean it's not important.

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reSITE: What time do you wake up in the morning?

Mirik Milan: People always ask me 'do you work all night or do you work during the day'. I think I can honestly say, I was more times awake at 7am than waking up at 7am. I really come from the nightlife scene, I was a nightclub promoter for many, many years. It's really difficult to penetrate a city's nightlife from an office in city hall. That is why we function as this liaison, as this go-between, between both sides, so that we can have vibrant, inclusive nightlife cities.

reSITE: You're the original 'Night Mayor' of Amsterdam — the first of its kind in the world. What do night mayors do, who are their constituents, and how has the role evolved since you started?

Mirik Milan: The night mayor is an independent, non-profit that helps ensure that the city of Amsterdam has a dynamic and vibrant nightlife. We really want to bridge the gap between the government (mayor and city councilors), small business owners (like nightclubs and festivals), but also city city residents. We always say that by having a dialogue, we can change the rules of the game.

reSITE: How can cities do a better job of becoming 24/7 places? It was only a generation ago that the cores of most cities were empty after dark. What are some of the best tools at cities' disposal to make themselves more vibrant around the clock?

Mirik Milan: Cities benefit from having a 24-hour economic system, from a social, cultural, and economic perspective. 24 hour cities are really leading the way. If 70% of people by 2050 will live urban areas, we need to rethink the way we use the urban space, and the public space. One of the tools to make cities more vibrant around the clock is really to focus on talent development and content. I always say that you can only influence people's behavior from the grassroots up, and that means that you need to make people engaged with their surrounding area. Content, music, and all cultural activities at night make people engaged, and when they are engaged they are more likely to behave better when they leave nighttime establishments.

reSITE: Jane Jacobs once said, 'When a city gets boring, even the rich leave'. How do we keep increasingly rich, boring cities interesting, especially when so many creative people are priced out of cities by unaffordable housing?

Mirik Milan: Jane Jacobs was a very influential person, to me as well. Nobody wants to live a monoculture society. That's why we need to protect these spaces; music venues, cultural spaces, and definitely also nightclubs-- the places that make our cities unique. They are often the first victims of their own success, but they are being pushed out because of gentrification. So I hope that we can create a form of integrity within city governments to protect these spaces for the long term.

reSITE: What is the role and responsibility of nightlife when it comes to gentrification? In many cities — New York being a leading example — nightlife helps brand a neighborhood as "cool," which eventually ends in the venue itself being displaced. Is there a way to stop this?

Mirik Milan: With our project, the 'Creative Footprint' we help cities measure the amount of creative space that a city has. In my opinion, a city's nightlife can be dynamic—you can have pockets that pop up somewhere, go away, and then come up somewhere else. But you

need to have legislation in place that makes sure that you always keep your same creative footprint.

reSITE: You've spent the last year working on the 'Creative Footprint' — a global civic initiative to measure and index creative space. What have you found, and how do you hope to use it to improve cities quality of life?

Mirik Milan: The 'Creative Footprint' is a way to measure the amount of creative space that a city has. When we say creative space, we often mean music venues because they are the venues that make the city unique. It is important to preserve and protect these spaces because they help to create an environment, because nobody wants to live in monoculture. This is why I always say that we need to serve people with facts rather than emotions. When it comes to nightlife, it's always "too much", "too loud", too much of everything. But what we really need to show people are the facts, and the facts are that creative spaces make our cities more livable.

reSITE: What do you think of light pollution?

Mirik Milan: Light pollution is definitely something you can look at, but it also always depends of the eye of the beholder. I personally think that we can create areas in which you have all of the vibrancy and all of the light that you need, while also having areas where it is more dark and where you can always sleep. But it's really about aligning all of the ideas, and aligning what everyone wants to balance this out, and to make cities with a high quality of life, with a rich cultural diversity, and which an equal share of resting hours and partying hours.

reSITE: Is the nightlife only about entertainment? What else can you find in the night?

Mirik Milan: What we do is not only about drinking and dancing. We need to understand that when there are a lot of people dancing, there are also a lot of people working. There is also a lot of creativity and innovation happening-- definitely in the creative industries. There is a lot of talent development there. This is something we need to nurture, and we need focus on keeping these spaces in our inner cities.

reSITE: Are there cities that are better designed for nightlife than other cities? Why?

Mirik Milan: A city that is well designed for its nightlife is a city where city government embraces and acknowledges the value that this subculture and nightlife brings to the city. In the history of the development of nightlife, you see that a city that has a lot of affordable space, that has a young population, and also has less restrictive rules when it comes to opening hours, is a fertile feeding ground of a vibrant and buzzing night time economy.

New York City Appoints Its First Nightlife Mayor[2]
<…> Since September, when Mayor Bill de Blasio announced he was forming an Office of Nightlife to promote the industry and soothe the strained relations between the city's night spots and the neighborhoods that complain about their merriment, the local demimonde has been wondering who might nab the glamorous position. Would Mr. de Blasio appoint a modern-day Tex Guinan, someone who would quaff champagne in the small hours of the morning under the trapezes of the erotic circus scene?

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[2] Original source: https://www.nytimes.com/2018/03/07/nyregion/nyc-nightlife-mayor.html

In her first interview since accepting the post, Ms. Palitz suggested that her stint as the Nightlife Mayor would be slightly more sober and focus less on carousing than on conflict mediation. In today's New York, gentrification has pitted partygoers against the settled residents of neighborhoods like the Lower East Side of Manhattan and Williamsburg in Brooklyn. In her first official act, Ms. Palitz promised to hold a series of listening tours and entertain the gripes of those who are bothered by the vomit on their streets or the noise at 3 a.m.

'Both sides feel unheard', she said. 'Both sides feel that things are unfair. I think the grievances are almost the same but there haven't been any practical real-world solutions to address them'.

As a fifth-generation New Yorker, Ms. Palitz, 47, claims to be of a broad enough mind to discern those solutions and to ably serve as advocate for the after-hours set while remaining responsive to community concerns. Though she was raised on 86th Street on the Upper East Side, she moved to the East Village in 1996 and has lived there ever since — on three of the four different corners at First Street and First Avenue. In her early 20s, she took her first night life job, managing the guest list at the old Club Mars. Soon she was producing the 'Soulution Spontaneous Groove Open Jam' — a night of hip-hop, spoken word, gospel, rock and drag — at clubs like Nation, SOB's and the Tunnel.

Now in charge of a mayoral office with a 12-person advisory board, a $300,000 budget and a salary of $130,000 a year, Ms. Palitz seems to have realized that even a doyenne of New York night life must make a few concessions when joining city government. On her Tuesday evening drink, she was accompanied, for instance, by a minder from City Hall. While she admits that there were times in her career when she personified 'what the no-bar movement rejected', she also claimed that she has always tried 'to find solutions that work for everyone'.

Among those who will be watching her as she begins her job is Rafael Espinal, the Brooklyn city councilman who sponsored the law that created the position. Mr. Espinal, whose district includes the night life neighborhood of Bushwick, said he was excited by Ms. Palitz's appointment, but hoped that she would not be too Manhattan-centric. <…>

Task for topic 2.1
- **Read articles about nighttime mayors in Amsterdam and New-York above to get better understanding of their current roles and activities.**
- **Write an essay discussing the role of a nighttime mayor.**
- **Here are some questions to help you structure your essay:**
  - **What is the difference between the 'day' and 'night' mayor, in your opinion?**
  - **What should a night mayor do (especially in comparison to what he does)?**
  - **What kind of duties should be delegated to him?**
  - **Is a position of nighttime mayor really necessary or should these duties be fulfilled in a different way?**
  - **What are the advantages and disadvantages of dividing the position of the mayor into day and night?**
  - **Do the issues of night cities go beyond just bars or clubs and involve various social, urban issues?**

2. **Topic 2.2. Carsharing**

Carsharing has become incredibly widespread across the world. It has existed since 1970s in different forms, and first mentions date back even before that time. Modern information technologies significantly simplified the process of short-term car hire. This is probably one of the key reasons for such rapid growth of carsharing services and shaped the contemporary model for this service as we know it: a car that is nearby and that you can hire for a few minutes with a click of a button on a smartphone (often with a few prior registration steps, which may vary from country to country).

Carsharing profitability and success vary from region to region and from city to city. Over the last decade, it has mostly proven to be stable as a business. For example, more than 500 cities in Germany now have carsharing, Moscow and Tokyo are among the top 10 cities with the largest fleet of carsharing vehicles.

Task for Topic 2.2
Taxi is classified by most experts and researchers as public transport (in fact, it is one of the oldest forms of public transportation – it began with horse-drawn coaches for hire). Can we consider carsharing as a type of public transport or is it, in fact, a form of individual transportation? Does it depend more on the actual use patterns, or on the design of the service itself? Should the carsharing vehicles be allowed to use dedicated bus lanes and why? Should the carsharing operators be allowed to use the city's parking infrastructure with discounts or other policy favours? How may this change with the widespread adoption of driverless vehicles?

Some studies show that a carsharing vehicle can "replace" up to 13 individual cars, at the same time other studies show that carsharing vehicles increase the load on the street network. So overall it is currently unclear whether carsharing is more positive or more negative for cities and it is subject for further research. What external factors may be contributing to these two findings? What are the policies and areas of regulation that can indirectly influence the intensity of use of carsharing and the patterns of use?