

## **ECOWEEK 2011: BRIAN MARK Workshop**

Whereas many elements of an urban masterplan such as low cost housing, commercial/ civic and leisure buildings etc can be incorporated into masterplans involving sustainable development concepts, often more suburban districts are resistant . This is because there are obvious commercial user advantages from adoption of sustainable design concepts i.e. Corporate Social Responsibility gain or lower operating costs. In the case of dense urban low cost housing, there is often an opportunity for the municipality to impose a spatial planning requirement for sustainable design.

But many older existing city masterplan designs such as Thessaloniki, incorporate suburban areas characterised by significant private outside space i.e. backyards, where the wealthier occupants do not as yet see the advantages to them of adopting a sustainable lifestyle supported by a sustainably designed home.

Yet if local spatial planning policies can be introduced to offer the "suburban" home occupants something which they desire (eg permission to extend to the rear or by additional stories etc) but in exchange requires provision of sustainable design features (eg renewable energy generation, adoption of passive cooling designs etc) then this "hard to sustainably convert" element of most cities, could use their wealth and influence to promote rather than deny the need for sustainable design.

The workshop will explore the concepts of what could be offered and expected back in return given the specific areas of sustainable suburban development which have to be addressed in Greece.