

THE LIVERPOOL DESIGN GUIDE

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**WHY
IS THE
CITY WE
ARE BUILDING
SO DIFFERENT
FROM THE
CITIES WE
LIKE?**

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Talent retention

Urban innovation

Connectedness

Distinctiveness



SOMEHOW THE MODEL DOESN'T GIVE ME CONFIDENCE THAT THE SCHEME WILL BE OF THE HIGHEST QUALITY OF DESIGN.



‘the city now is viewed as the primary arena for consumerism. Political and commercial expediency has shifted the emphasis of planning from meeting the broad social needs of the community to meeting the circumscribed needs of individuals. The pursuit of this narrow objective has sapped the city of its vitality’

Lord Richard Rogers, BBC Reith Lectures







Hornby St

CITY





