

Seaside, is smaller than many of the precincts studied here. The cases cover a wide variety of product types and have been organized in approximately the same sequences as those in the previous chapter on total urban design.

A large number of projects on green-field and cleared brown-field sites in a number of countries have been included. Developed at various times during the past half-century they reveal a wide array of attitudes towards ways of life and aesthetics. The schemes are all well known. The two urban renewal schemes – Charles Center and Central Glendale – are fine examples of their type although many other projects in countries other than the United States of America could have been selected to demonstrate the same concerns. Two types of campuses – a university and a business centre – illustrate two very different aesthetic philosophies while the one housing case study – Stadtvillen an der Rauchstrasse – stands in strong contrast to both of them and to Pruitt-Igoe and Raleigh Park. The final case study included is an example of urban renewal but is classified here as an example of a festival market development. As such it is a descendant of Baltimore Inner Harbor.

## New Towns

Most new towns in capitalist countries have turned out to be a collage of all-of-a-piece and *laissez-faire* urban designs. The exceptions are those company towns that start off, as noted in the previous chapter, as total urban designs. The genuine all-of-a-piece new town designs are few in number and small in size. They do have the process of development and design in common. Most such new town design processes start off with some vision of how the city will function, instrumentally and symbolically. The question then, as in all all-of-a-piece urban designs, is: 'Once one has a guiding vision, how does one get it implemented?'

Case studies of all-of-a-piece new town design are difficult to construct after implementation in comparison to total urban designs. They tend to be long drawn out affairs involving many stakeholders. Each person involved remembers the process in a unique way, often highlighting his or her contributions to it. What might appear to be an all-of-a-piece design turns out to be either total urban design as in the centrally controlled Soviet new towns of the 1960s, 1970s and 1980s, or much more fragmented efforts focusing on the design of the infrastructure as an armature for development.

Seaside in Florida, small though it is, and followed by many other designs, is *the* exemplar of an all-of-a-piece new town design. The description of it presented here relies heavily on secondary sources and interviews. It is an important case study because it demonstrates the essence of urban design procedures. It also raises questions as to how far one should go in prescribing the design of individual buildings.