

A young woman with long brown hair, wearing a brown knit beanie, a green scarf, and a brown jacket, is smiling and looking down at her hands. She is surrounded by a large number of colorful, iridescent bubbles that are floating in the air around her. The background is a blurred crowd of people, suggesting a public event or festival. The overall atmosphere is bright and joyful, with sunlight filtering through the scene, creating a warm and vibrant feel.

# **UNLOCK THE FULL POTENTIAL OF AREA DEVELOPMENT**

A go-to guide for real estate developers and investors to co-create vibrant and inclusive public spaces through Place-Led Development, that brings long term value to your urban project.

# placemaking

## europe

Place-led Development practices are supported by a network of urban changemakers around the world.

This brochure was prepared by the Place-led Development Working Group, an active initiative facilitated by Placemaking Europe. Placemaking Europe is a non-profit foundation and network of more than 10 000 participants that connects practitioners, academics, community leaders, market players and policy makers across the field of placemaking.

For more information, visit [placemaking-europe.eu](https://placemaking-europe.eu).

Title page photo by [Alex Alvarez](#) on Unsplash

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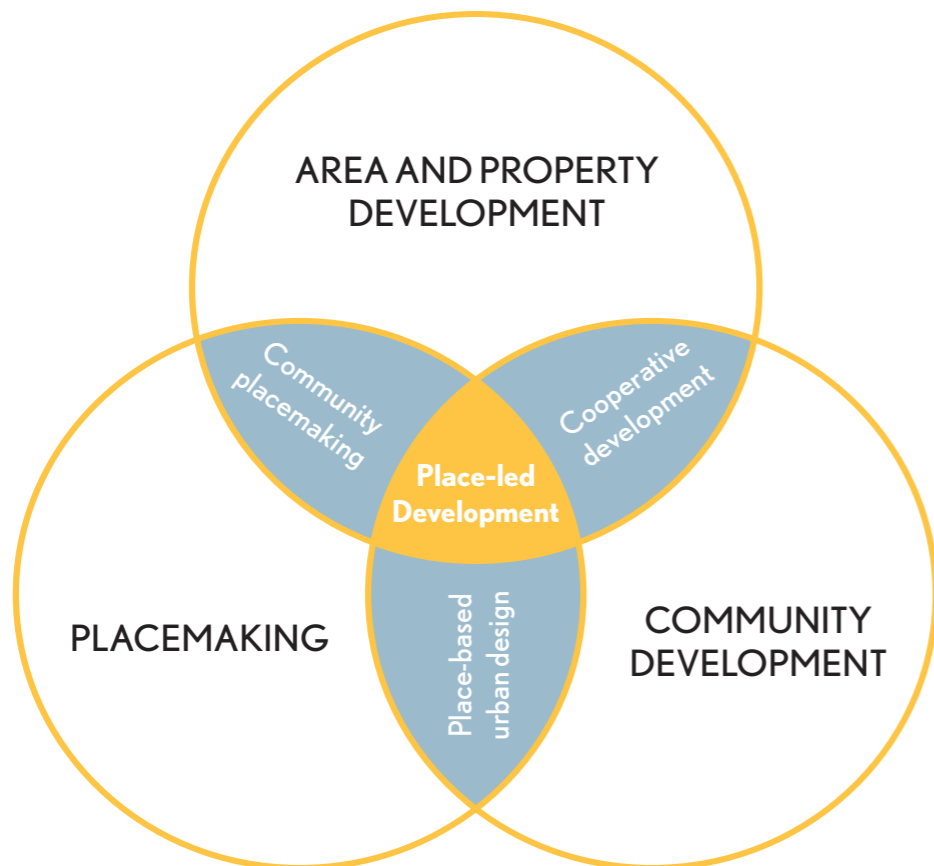


# WHAT IS PLACE-LED DEVELOPMENT?

## A Better Approach To Real Estate and Area Development

In co-creation with the local communities, Place-Led Development takes the principles of placemaking, human scale, social life and the city at eye level and uses them as a fundament for the entire real estate or area development.

In doing so, Place-Led Development generates social, economic, cultural, physical and property value on the short term, as well as on the long term for its different stakeholders.



## Sustainable Development Goals Contribution

Place-Led Development is a fundament for incorporation Environmental, Social and Corporate Governance (ESG). It leads to greener and socially stronger areas. By creating more inclusive, resilient and sustainable urban areas in collaboration with all the stakeholders, Place-Led Development contributes to all of the Sustainable Development Goals, with emphasis on:



*“Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value.*”

*More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.”*

Project for Public Spaces

# PLACE-LED DEVELOPMENT: SHORT-TERM WINS AND LONG-TERM IMPACT

## HOME VALUE

In 2011, the Stockholm County Council together with six municipalities conducted a survey of the link between the real estate market and city living.

*“There was found to be a 90% correlation between walking distance to shops, restaurants, culture, parks, water and public transport, a coherent street grid for pedestrians and cyclists, and the price of homes”*

Stahle 2016

## The Benefits Of Place-Led Development For Real Estate Developers

### Increased attractiveness of the project

A project that better meets the needs and expectations of its inhabitants and users:

- Increased positive relationship and public support for the project
- Greater sense of belonging among residents
- Higher demand for properties
- Increased occupancy rates

### Time saving

A project that it is delivered faster:

- Faster approval processes
- Shorter sales cycles

### Increased property value

A project with a higher return on investment due to the attractiveness of the project and area:

- Higher demand for properties
- Increased occupancy rates
- Increased economic vitality in the area:
  - ◊ Attraction of businesses, tourists and investments
  - ◊ Stimulated local economies
  - ◊ Creation of new job opportunities
  - ◊ Increased tax revenues for municipalities

## Sustainable and resilient communities

A project that is collectively adaptive to environmental changes for long-term impact

- Promotes environmental sustainability and resilience to climate change
- Enhances energy efficiency
- Explicitly contributes to the S in ESG, the social sustainability
- Contributes to long-term sustainability goals for both developers and municipalities.

## Cost saving

A project that optimizes its expenses into qualitative and valuable investments

- Decreased costs linked to more secured time and risks for the project
- Smarter use of marketing budget linked to the already effective attractiveness of the project
- Creation of a “place led development” budget that is not a cost but a valuable investment

## Differentiation and competitive advantage

A successful project co-created with all its stakeholders that will be displayed as a reference:

- Creation of a distinct identity and appeal that sets the project apart
- Clearer contribution to the full ESG goals and to long-term sustainability goals
- Development of a public oriented project that wins political support
- Better relationship with local governments and stakeholders
- Better image for the social and green quality of delivered projects

## Risk reduction

A project that goes easier thanks to the public approval:

- Decreased risks of appeals
- Secured programming of the project and area
- A broader range of funding

## MORE INCOME

*“A place with good walkability generates 80% more in retail sales as compared to the place with fair walkability.”*

Leinberger and Alfonzo 2012

## LESS VACANCY

The redevelopment of the High Line, New York, had measurable impacts on its surrounding neighborhood.

*“Only a 4% vacancy in buildings adjacent to the High Line, compared to 21% one block away”*

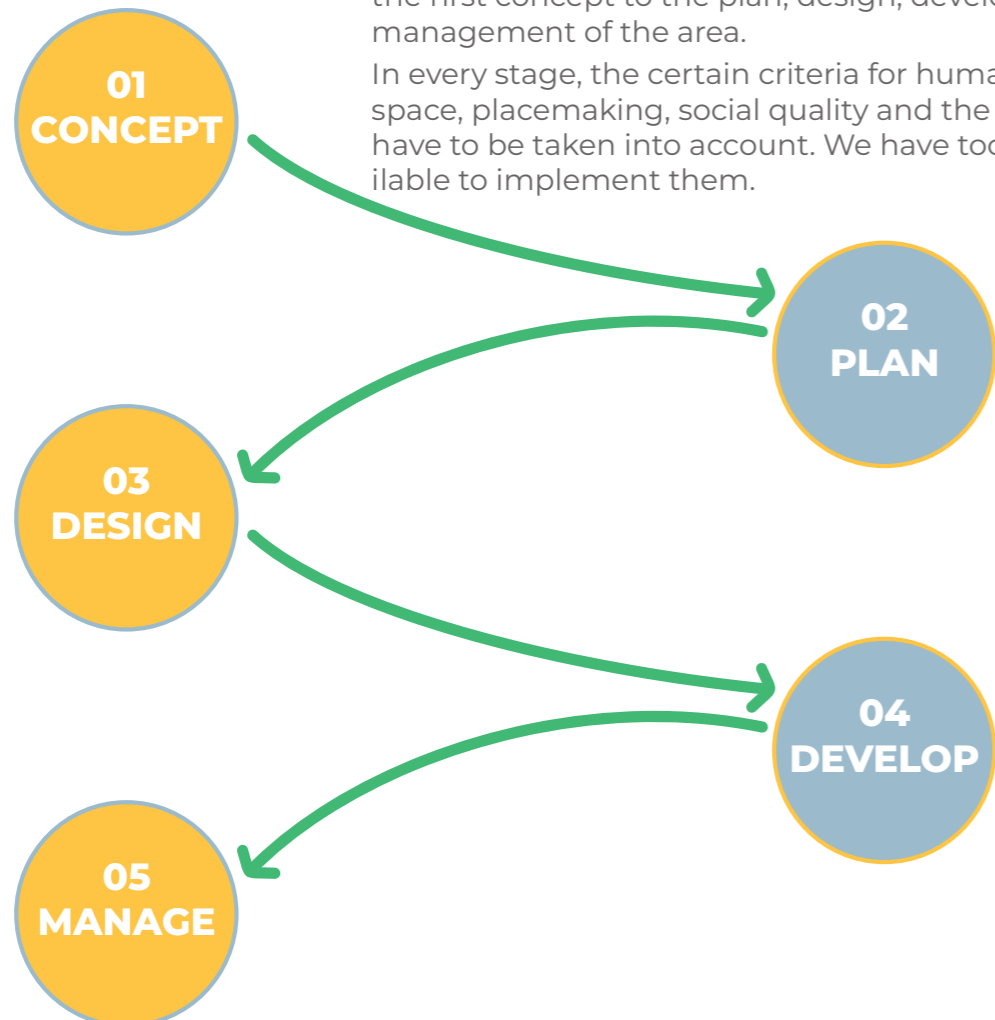
Cohen et al. 2018

# TWO FUNDAMENTALS TO SUCCESSFUL PLACE-LED DEVELOPMENT

## I. Place-Led Development Applies To All Stages Of Area Development

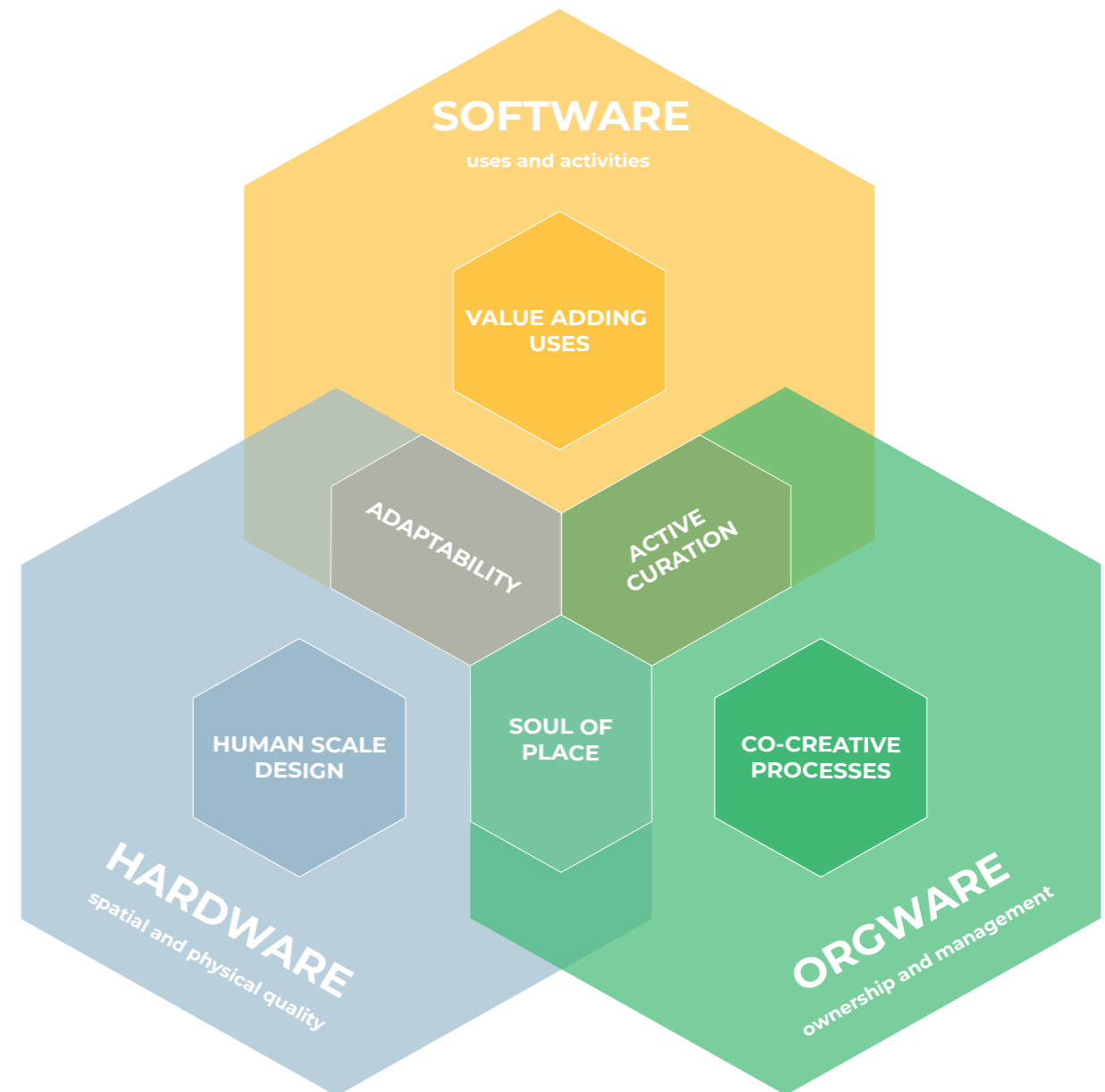
Place-Led Development runs through all the traditional stages of real estate and area development projects, from the first concept to the plan, design, development and management of the area.

In every stage, the certain criteria for human scale, public space, placemaking, social quality and the city at eye level have to be taken into account. We have tools already available to implement them.



## II. Software, Hardware, Orgware

New or existing, street or city, shopping or residential; however different these situations are, creating a great place-led developed area is always dependent on the triangle of use (software), built environment (hardware) and management (orgware).



# THEMES OF INNOVATION FOR PLACE-LED DEVELOPMENT



1

## Inclusive processes with people

Design new inclusive processes that integrate the local communities at the earliest stages of the urban project.

2

## Opportunities for social & creative businesses

Create opportunities for social & creative businesses to access and/or remain sustainably in the newly developed projects.

3

## Place management & orgware

Invest in the orgware of urban projects and anticipate their governance models with the local communities and businesses.

## Financial models

Develop sustainable financial models allowing placemaking to happen at the area scale and demonstrate the benefits of investing in it.

4

# PLACE-LED DEVELOPMENT IS ALREADY HAPPENING ACROSS EUROPE

## Key Of Success From Four Case Studies

All the following examples show how different public and private area developers managed to implement a place-led development approach, therefore disrupting the traditional models of area development in four of the above themes of innovation. This is not an exhaustive listing of their accomplishments, but more some specific highlights of their particularly successful approach.

### Nantes Island Renewal

by SAMOA (France)

# PublicAreaDeveloper

#### Project

Renewal of the 337ha of the former industrial land of the Nantes island since 2000. This massive urban renewal is designed to welcome around 32 000 inhabitants, 35 000 workers and 12 000 students by 2040.

#### Innovations

- Creation of **the public area developer SAMOA with two mandates**: to orchestrate the renewal of the island (since 2003) and to promote the economic development of cultural and creative industries in the Nantes Metropolis (since 2011).
- A strong political commitment and **an open attitude towards projects and innovation**.
- **Citizen participation as part of the design method**.
- **Public spaces as levers of urban transformation**.

### Club Rhijnhuizen

by STIPO and Vlieger Projecten for the City of Nieuwegein & Province of Utrecht (Netherlands)

#AreaCooperative

#### Project

Revitalisation of an outdated and fragmented area of 80ha in Rhijnhuizen since 2014, with about 40% of vacant office buildings at its beginning, turning into a mixed use area with 2,500 homes, a new park, work and amenities

#### Innovations

- Creation of **an area cooperative**, the Club Rhijnhuizen, for the governance and area management of the project, with residents, developers, owners and initiatives. Aim: creating quality together.
- Development of **a new financial model** for the management of the area:
  - ◊ Some kickstart money was first injected by the City of Nieuwegein and the Province of Utrecht for 6 months to help the cooperative find its own financial model.
  - ◊ A collaborative and sustainable financial model was implemented, involving a one time contribution from the developer (0,35xx% of the valueoperation), an annual subscription from the local businesses (500 à 2000€ per year). As they bring another kind of value, the residents do not have to pay, but they do have an equal voice in the governance.



## Bajeskwartier Amsterdam

by AM (Netherlands)

# PrivateAreaDeveloper

### Project

Urban transformation of 7,3 ha from 2016 to 2026 in south east Amsterdam for 1,350 homes, work and amenities in a low traffic neighbourhood.

### Innovations

- **Involvement of local communities** during the different stages of the project and collective celebration of milestones.
- **Integration of the history and local identity of the neighborhood within the DNA of the project** through 10 golden rules.
- **Allocation of a new budget for placemaking** thanks to time saving and risk reduction.



## King's Cross London

by Argent (England)

# PublicPrivatePartnership

### Project

Mixed-use urban regeneration project around the major transport hub of London, in King's Cross district. 40% of this 27ha redevelopment was dedicated to the creation of a new qualitative public realm, as part of the general central business district.

### Innovations

- **A participatory method** with 4 000 public meetings with over 30 000 people to associate people to the re-development of the area.
- **An attractive, walkable and human scale design** offering a great experience to the users.
- **A successful management and programming** of the area with a large diversity of activities, events and other possible uses to create a strong community.
- **A public-private partnership** to realize an ambitious project.



# GETTING STARTED WITH PLACE LED DEVELOPMENT

## TOOLBOX

Please check our website and toolbox for more!

<https://placemaking-europe.eu/place-led-development/>

or scan the QR code



## Online Resources

Do you want to implement Place-Led Development in your next real estate project? We've collected the best resources to get started.

- [Place-led Development - Creating vibrant communities & human scale areas](#)
- [Shaping Better Places Together](#)
- [Impact Measurement Tool for Placemakers](#)
- [Placemaking - What if we built our cities around place?](#)
- [Locally-led neighbourhoods: A community led place-making manual](#)

## Our Experts

Interested in diving deeper into Place-Led Development with an industry expert or join Place-Led Development Working Group? Please contact Clémentine and Hans at [pld@placemaking-europe.eu](mailto:pld@placemaking-europe.eu).



**Clémentine Robert**  
France



**Hans Karssenberg**  
The Netherlands

Other active members of the working group:



**Daniel Radai**  
Hungary



**Honorata Grzesikowska**  
Spain



**Kristen Zupancic**  
The Netherlands



**Bartek Schmidt**  
Poland



**Bart Cardinaal**  
The Netherlands



**Nadine Roos**  
The Netherlands



**Anneke Jongerius**  
The Netherlands



**David Brito**  
Spain



**Andy Starkie**  
UK



**Sandra Perez**  
UK



**Lucy Webb**  
UK



**Mirette Khorshed**  
Poland



**Alexandra Signer**  
Switzerland



**Giles Semper**  
UK



**Theo Stauttner**  
The Netherlands



**David Sim**  
Sweden



**David Partridge**  
UK



**Samuel Leder**  
Switzerland



**Ethan Kent**  
US



**Francesca Spigarolo**  
Italy



**Valentina Zaro**  
Italy

***“First life, then spaces, then buildings – the other way around never works.”***

Jan Gehl

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The brochure was prepared by the members of Place-Led Development Working Group: Bart Cardinaal, Hans Karssenbergh, Clémentine Robert, Bartek Schmidt, Kristen Zupancic