

# PLACE LED DEVELOPMENT



REAL ESTATE DEVELOPEMENT  
AROUND COMMUNITY AND PLACE

A QUICK GUIDE FOR:

- MUNICIPALITIES,
- PROJECT DEVELOPERS
- INVESTORS

The background of the entire slide is a close-up, top-down view of a physical city model. The model is constructed from numerous small, rectangular blocks of two colors: a light cream or off-white, and a pale sky blue. These blocks are arranged in a dense, irregular pattern to represent buildings and urban structures. The lighting is soft and even, highlighting the three-dimensional nature of the model.

What

is

A way of Project Developing that uses the aims, the tools and knowledge of placemaking throughout the whole development process.

# PLACE LED DEVELOPMENT ?

It inserts **life** into the **ground floor** and **public space**. It encourages **social interaction** by incorporating five crucial qualities:

- Creativity & Innovation;
- Community Building;
- Healthy Environments;
- Climate Resilience & Nature;
- Child Friendly Design;

# INTEGRATION OF:

## **Hardware:**

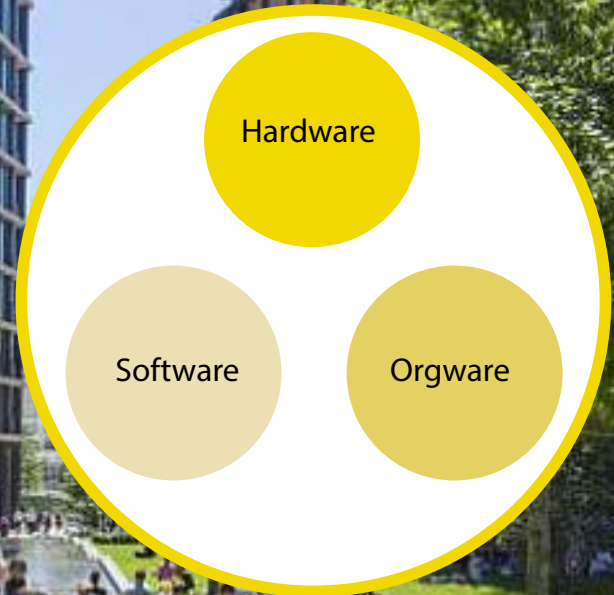
The shaping of buildings and publicspace.

## **Software:**

The usage of the buildings and publicspace such as daily social life, events, commercial and cultural businesses.

## **Orgware:**

The daily management of groundfloors and publicspace.





# PROSPEROUS PROCESS



By developing from the perspective of creating pleasant and inviting places for people, the values and skills of placemaking should be incorporated throughout the whole development process.

The benefits of this approach are: a **smoother process**, **higher revenue**, **better insight** in the local real estate market, a diversified **long term investment**, **stronger neighbourhoods** and **happier people**.





# Longterm VALUE CREATION

A property in a nice, interesting and friendly neighbourhood is worth more than the same property in an unattractive area. It is valued higher.

Example  
Buildings adjacent to the High Line are an average of **51 % higher** [in property value] than comparable buildings one block away.  
(Cohen et al. 2018)  
High Line, New York






# PULL FACTOR

Nowadays people are more mobile than ever. They move to places where life is most attractive. Previously people moved to where there was work. Now work moves to where people are. In deciding what an attractive city is, people look at liveness and the quality of the public space. Exactly the aims of placemaking. By using placemaking you create a pull factor from which cities, citizens and businesses benefit.



The image is a collage of three photographs. The top left shows a dense urban skyline with various skyscrapers. The top right shows a park area with many green trees and a city street in the background. The bottom half of the image shows a stream flowing through a park, with people walking along the banks and colorful lanterns hanging over the water.

# RESILIENT

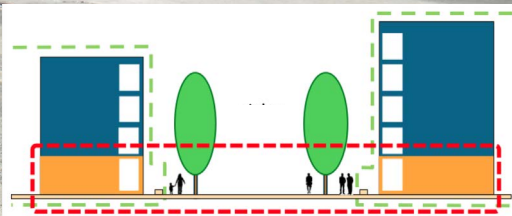
Times change, populations change, the climate changes. Cities have to respond to these changes. Place Led Developed neighbourhoods have built in flexibility. They are good at adapting, which makes them resilient.



# ACTIVE GROUND FLOORS

NIEUW  
SUSANBOD  
OF JE NU IN!  
» SKVR.NL

A good city is designed for pedestrians. Pedestrians need good places to walk but also interesting places to see and to stay. A good sidewalk thus also includes an active ground floor.



Hennekijnstraat  
Jan Hennekijn (1871-1944)  
geboren in Hennekijn (nu Hennekijn) (1871-1944)

WWH  
WILHELM WILHELM

PLANET





# SOCIAL COHESION

Strong neighbourhoods have a strong social cohesion. People care about where they live. By involving (future) citizens, an ownership and a feeling of responsibility of the development will be created.





People take good care of what they love. Do they love their neighbourhood, then they will tend to it. By creating good neighbourhoods, ownership is also automatically created.



# OWNERSHIP



# HAPPY

# PEOPLE



Abraham Maslow developed a classification system to demonstrate the universal needs of human beings. Shown in the pyramid on the left.

To move upwards in the pyramid it is necessary to satisfy the needs of the level below. One needs to feel safe first before one can feel loved. The top of the pyramid is where people reach their full potential.

Through Place Led Development, cities play a positive and active role in helping citizens to attain the tip of Maslow's pyramid. Place led Development makes people happy.

# PLACE LED DEVELOPMENT

# BUSINESS MODEL CANVAS

## PARTNERS

- municipality
- investor
- developer
- community
- placemaker

## CUSTOMERS

- (future) citizens
- local businesses

## PRODUCT

- project development with:
- inviting public space
  - human scale architecture
  - interesting plinths
  - ongoing management
  - placemaking
  - community building

## ACTIVITIES

- development
- urban & architectural design
- community building
- activation & programming

## INVESTMENTS

- HARDWARE: public space, land, buildings
- ORG WARE: management
- SOFT WARE: mix of functions, events

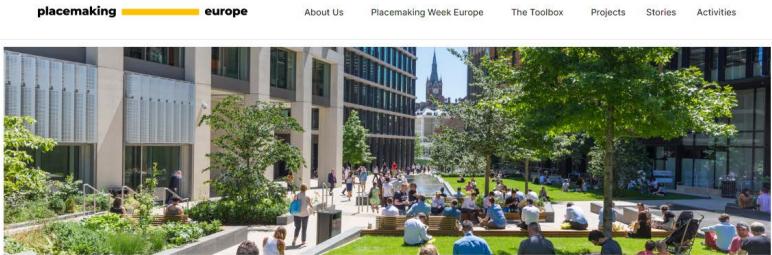
## PROFITS

- quicker process, higher sales per m2, quicker sales and rent, less throughput, stronger community, less vandalism, happy people



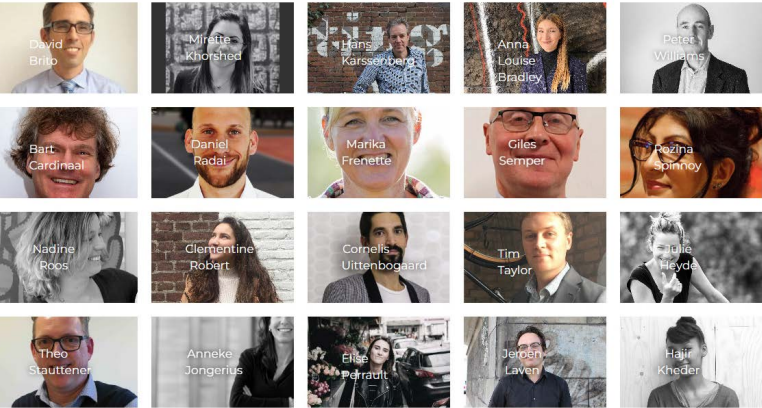
This Quick guide is put together by **Bart Cardinaal (HUNC)** based on the insights and knowledge accumulated during our Place Led Development Working Group Sessions 2019-2022

More info and downloads:  
<https://placemaking-europe.eu/pe-working-groups/place-led-development-management-working-group/>



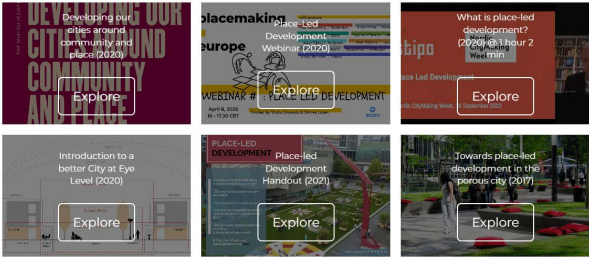
# Place-Led Development Working Group

## Working Group Leaders & Active Participants



We'd love to welcome you to our working group

### What is Place-Led Development?



### The Value of Placemaking



### Tools

