

BRICKS ABROAD

International Business Intelligence For Urban Development

CHANGES IN DEVELOPMENT PROCESSES & URBAN PLANNING

AFTER the Financial Crisis of 2008/2014!!!!

PROGRAM

A MARKET SHIFT

THE OLD SCHOOL THEORY

6 CASES

THE NEW SCHOOL THEORY

9 CASES

Residential and Leisure Diversity

End user involvement

Inner city heritage conversions

Affordable housing

Office conversions

Sustainable experiments

MARKET SHIFT:

The End User as **initiator**

Government & Developer as **facilitator**

Fear to lose control over concept, finance and demographic trends

MARKET SHIFT:

Before the financial crisis: **supply driven**

After the financial crisis: **demand driven**

End users **demand concept diversity**

Successful urban historical developments are composed of **independent initiatives** with **strong identities.**

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LONG BEFORE 2008 *in theory*

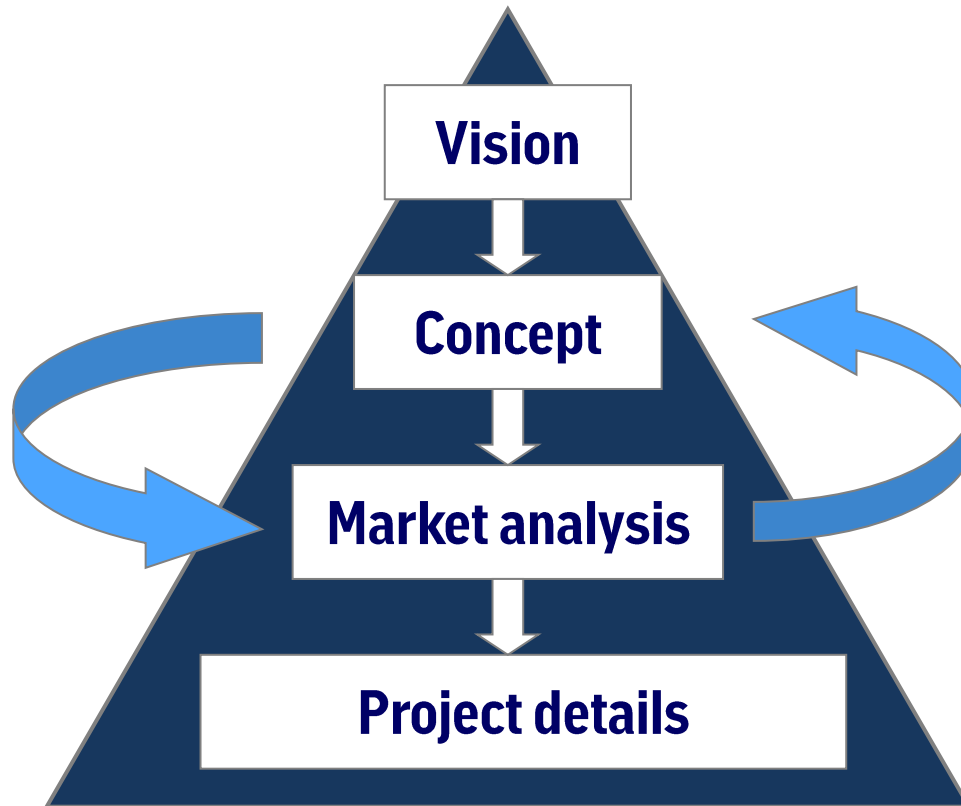
AUDI MODEL RANGE 1971



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PROCESS FROM VISION TO PRODUCT



STAGE 1: VISION

Definition of abstract project features and it's ambitions

First research into market potential

Vision is expressed in qualitative aspects

No calculations or sketches yet

STAGE 2 CONCEPT

Opportunities and spatial limitations

Project specifications on a first, basic level

First rough sketches

Which spatial solutions fits best with the location

STAGE 3 MARKET ANALYSIS

Underpinning of the concept: match between market and concept:

Market dynamics

Competition

Target group(s) definition

Timing/phasing

Link with concept as basis of market analysis

Iteration with target groups

STAGE 4: PROJECT FEATURES

First stage of design

Functions

Experience

Functions versus shapes

Start up of communication to users, buyers, investors and stake holders

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LONG BEFORE 2008 *in practice*

LOOKING BACK IN HISTORY

What makes an urban area successful?

Strong identity & big diversity

Scale & easy walkability

Accessibility

More than local attraction (regional, (inter)national)

Mixed use or closely connected with other functions

Popularity = long term ROI

AMSTERDAM

An aerial photograph of Amsterdam, Netherlands, showing a dense urban landscape with a complex network of canals and streets. The city is built on reclaimed land, and the canals are a prominent feature of the city's infrastructure. The buildings are mostly multi-story, and the overall appearance is that of a well-developed, historic city.

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AMSTERDAM

An aerial photograph of Amsterdam, Netherlands, showing a dense network of canals and buildings. The canals are arranged in a grid-like pattern, with some larger, winding waterways. The buildings are mostly multi-story, light-colored structures. The overall scene is a mix of urban development and water infrastructure.

17th Century circular canal system for cargo distribution

No initial city supervision (market driven development)

Evoluated into mixed use city centre

Most expensive residential area, more than € 7,5K/m²

Strong heritage protection

CINQUE TERRE



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CINQUE TERRE

Composition of 5 11th Century villages

Terrain hardly allows car-roads

Naturally grown into walkability of amenities

No modern developments permitted

Strong tourist economy

MARRAKECH

A vibrant, narrow market street in Marrakech, Morocco. The street is filled with colorful goods, including pottery, textiles, and jewelry. The architecture is traditional, with a high, vaulted ceiling made of wooden beams and a floor paved with cobblestones. Sunlight filters through the ceiling, creating a pattern of light and shadow on the ground. A woman in a black headscarf is visible on the right side of the street.

MARRAKECH

The 'ultimate' shopping mall:

Numerous UNESCO protected architectural objects

Hundreds of diversified small shops

Strong tourist economy

No car access

Centrally located

Limited city supervision

CAPE TOWN



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CAPE TOWN

A street scene in Bo Kaap, Cape Town, showing colorful buildings and a white Volkswagen car. The street is paved with cobblestones and lined with multi-story buildings in various colors like red, blue, and yellow. A white Volkswagen car is parked on the right side of the street. In the background, a hillside with more buildings and trees is visible under a clear sky. A few people are walking on the sidewalk.

Bo Kaap: 19th Century Malaysian residential area

Close to Cape Town

Grown heritage awareness in post-apartheid SA

Preservation of Bo Kaap

Transformed into fashionable area for residential and small business use

ATHENS



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ATHENS

Purpose built object in 1886

Single profession concentration despite competition

Natural purchase location for consumers and restaurants

Refurbished for 2004 Olympics

High additional tourist attraction

SEVILLA



SEVILLA

Main city artery since 11th Century

**Access way to many historical, commercial
and religious amenities**

Car free since 2004

Main tram line with connection to all city areas

Natural main shopping and tourist center

MARKET SHIFT



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THE REALITY OF 2015 *in theory*

AUDI MODEL RANGE 2015



PRODUCT DEFINITION

Prioritise!!!!

over!

~~Matching demands~~ of (end)users of an urban development ~~with~~ objectives and ambitions of governance and developers

Product market combinations

Market -product

Process of market research and match ~~starts earlier~~
during! ~~in~~ development process

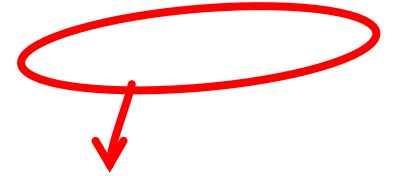


PRODUCT = REAL ESTATE

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PRODUCT ^{was!!} REAL ESTATE



But Real Estate is no typical consumer good *or becomes a car without wheels??*

no longer always

Real Estate is attached to locations

Unique product with a fixed set of characteristics in a unique combination

Location has underestimated emotional experiences

and expressive

CONCEPT DEFINITION

"all inclusive"

~~Search and find ideal real estate solutions for a specific location and prevent you put the wrong space on on the wrong place~~

include!!!

~~Monitor~~ general trends and developments that also influence the real estate industry

POSITIONING

unique!
Define a ~~clear and plausible~~ proposition of your product in the perception of users and investors stand out above existing or new products (of your competitors)

Outstanding Positioning leads to successful developments for target groups and developer and prevents ~~failures~~

nobody can afford those anymore!!!!

FAST CHANGING CONDITIONS

more often ALL!

Accommodating ~~multiple~~ functions in limited space

(in 2050 70% of the world population lives in cities)

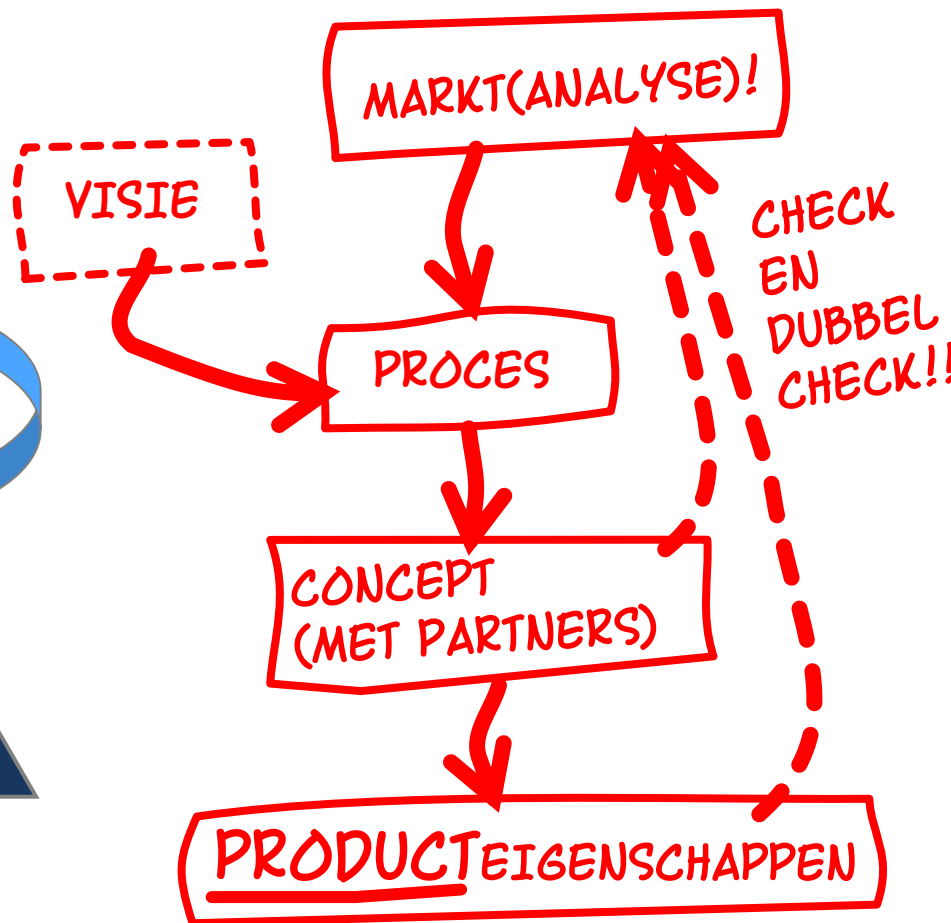
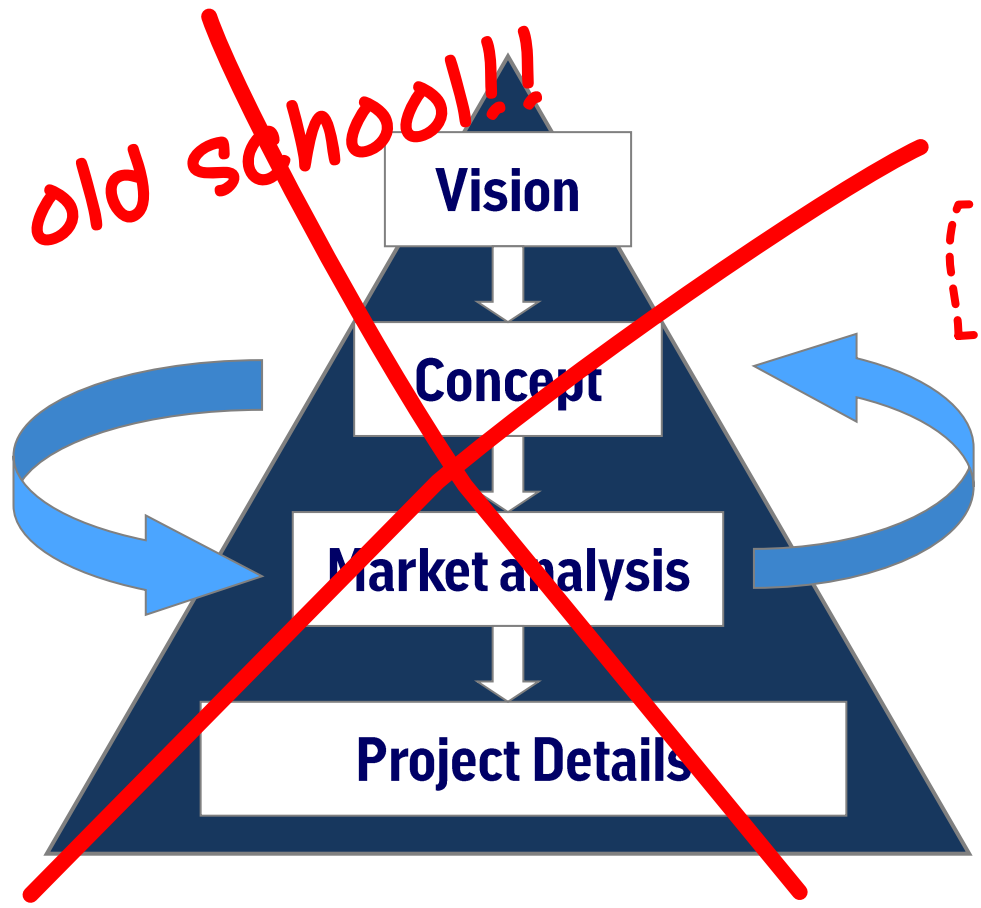
Meeting demands of people who are

in one location to live, work, shop etc. *learn, eat, meet, relax ..*

Development process takes at least 5 years but
needs to take less time

much, much

PROCESS FROM VISION TO PRODUCT



NEW STAGE 1: MARKET ANALYSIS *school!!*

Maintain overall view of markets

Identify qualitative and financial niches

Start specific research to fill niches with virtual project simulations

NEW STAGE 2: PROCESS DESIGN **SCHOOL!!**

Identify relevant parties: ‘new school’ designers, new co-developers (leisure, energy, IT, care, education, transportation), authorities, sponsoring agencies, on line focus groups (tenants, buyers, investors)

Create flexible legal project structure

No ‘life time’ partners but in/out when needed

NEW STAGE 3: CONCEPT school!!

Outcomes of new Stage 1

Create flexibility in concept for later adjustments

Go back to target group(s) to check feasibility (and adjust concept)

NEW STAGE 4: PROJECT FEATUTURES **school!!**

Design in different versions

Co-create more details with target groups

Simulation of virtual project (physical and experience)

Be brave enough to start over

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THE REALITY OF 2015 *in practice*

STOKERKADE, AMSTERDAM



STOKERKADE, AMSTERDAM

60 individually built dwellings

**Limited restrictions, only in height and plot, some
esthetical supervision**

List of 'preferred' architects

Current resell prices up to € 1,3 mio euro

Internationally known and must see for study tours

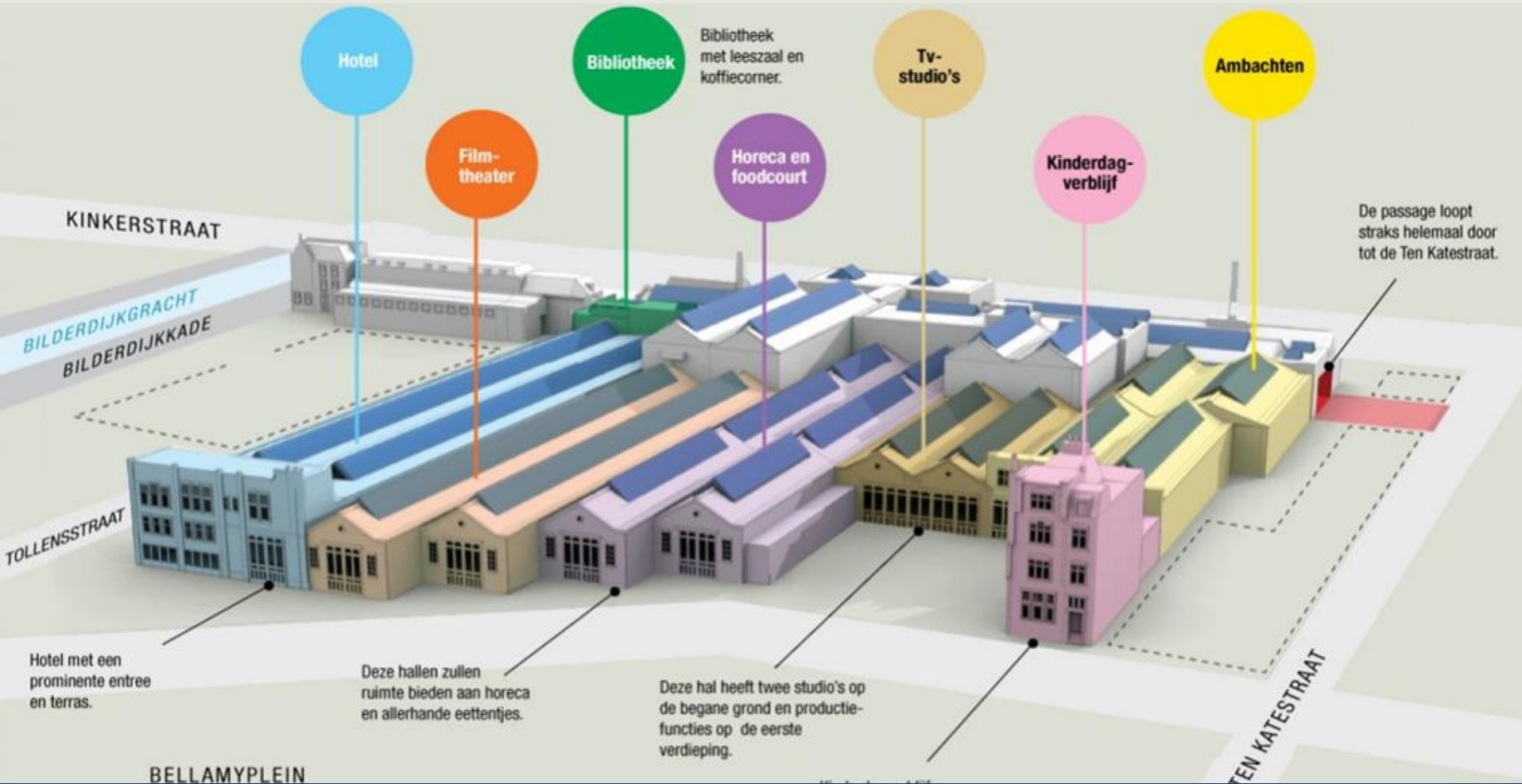
DE HALLEN AMSTERDAM



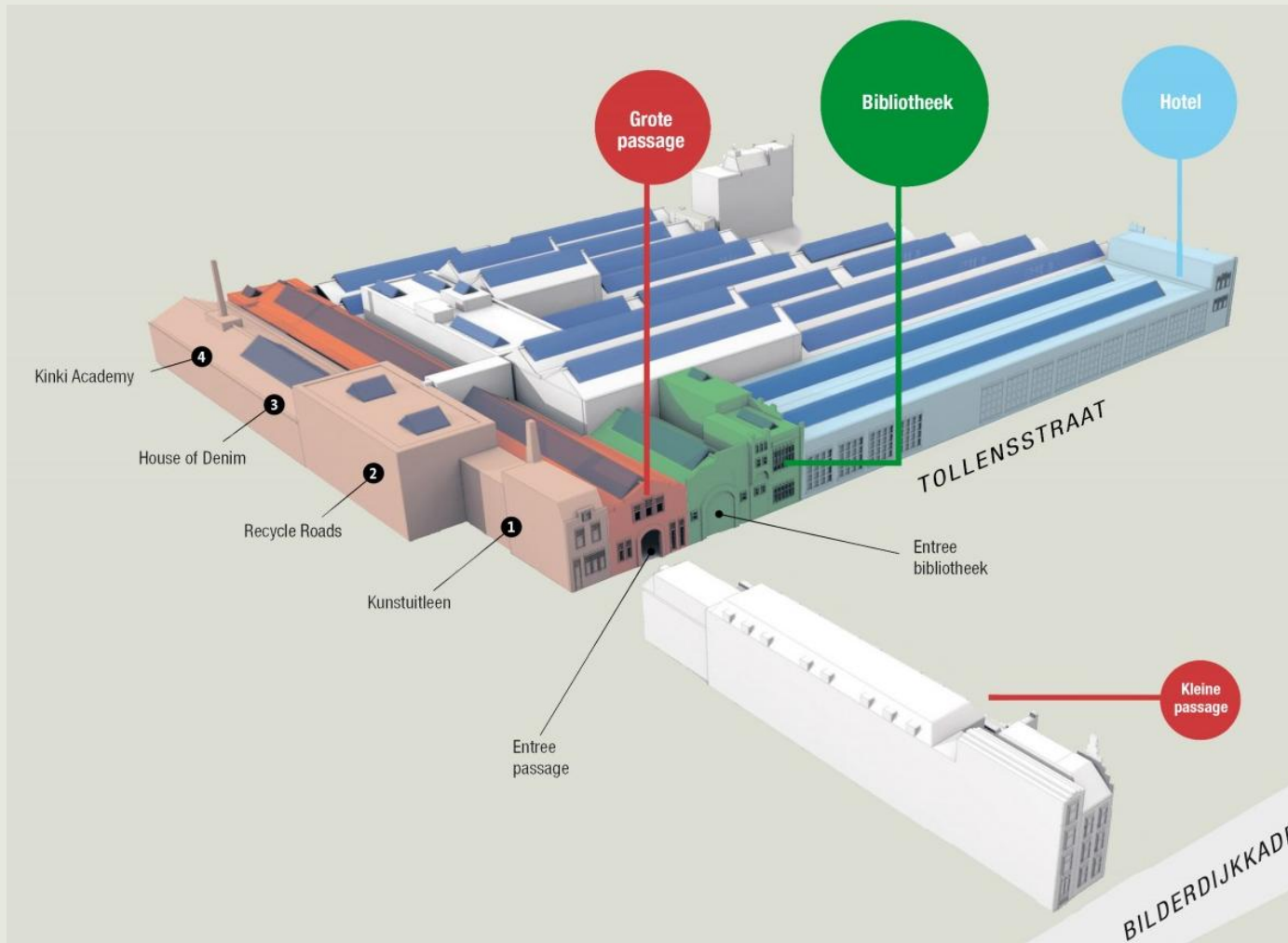
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DE HALLEN AMSTERDAM



DE HALLEN AMSTERDAM



DE HALLEN AMSTERDAM

Former 19th Century 22,000 m² tram depot

Located in middle low income residential area without real centre.

Renovated into multi use building with tv studios, child care, library, shops, restaurants, hotel and small business units.

Local and National attraction

LANDSTRAAT, BUSSUM



LANDSTRAAT, BUSSUM

130 dwellings on existing canal in own centre

Standardised constructional design

Individual floor plans and exterior design by

retro architect / neo classical Rob Krier

Reference to Amsterdam canal look

HOTEL ZAAANSTAD



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HOTEL ZAAANSTAD

160 room newly built hotel, 12 floors, highly individualised room.

Reference to main international tourist attraction, rural canals north of Amsterdam.

Main eyecatcher and landmark of redeveloped town centre of Zaanstad.

CITY CENTRE CHRISTCHURCH



CITY CENTRE CHRISTCHURCH



CITY CENTRE CHRISTCHURCH

City centre destroyed by 2 earthquakes in 2010 – 2011.

Christchurch is capital of New Zealand's South Island.

Time is paramount to rebuilt of city centre.

To be completed in 2017 with shopping centre, education, medical, sport, public transportation facilities and new residential areas, budget € 20 bio.

Civic involvement, strong governmental orchestration.

ATLANTIC YARDS NEW YORK



ATLANTIC YARDS NEW YORK

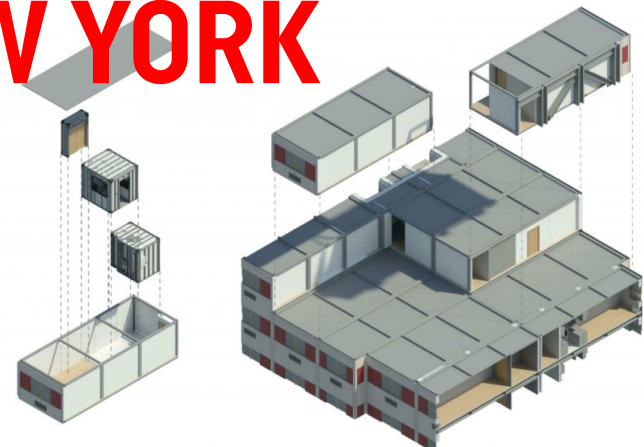
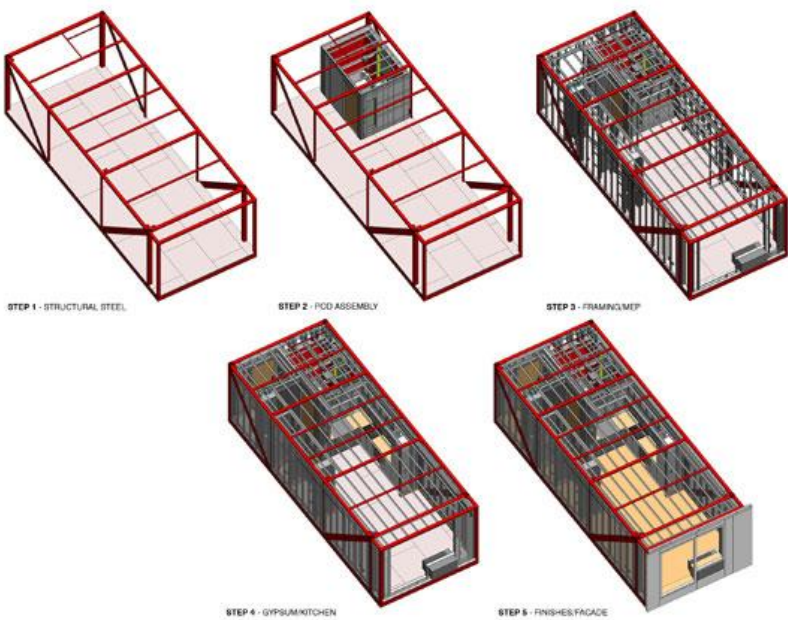


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ATLANTIC YARDS NEW YORK



ATLANTIC YARDS NEW YORK

Initially developed as high end residential project in central Brooklyn.

As a result of very strong civic opposition, redeveloped into large affordable housing project.

Largest project in the world of modular building, 6,400 units, 32 floors high.

Nearby produced by produced by Skanska in derelict train depot, to minimise carbon footprint.

DE CEUVEL AMSTERDAM

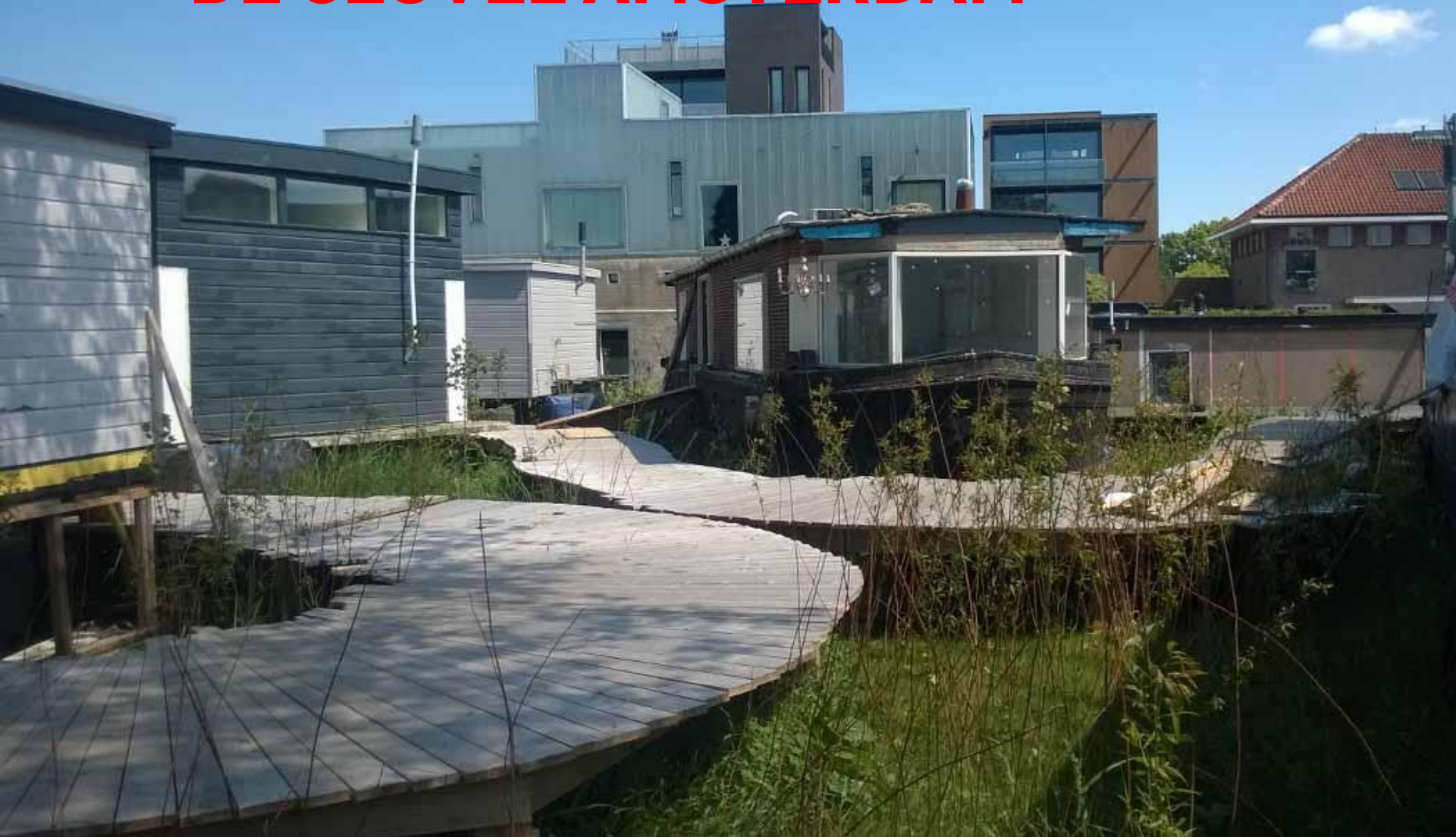


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DE CEUVEL AMSTERDAM



DE CEUVEL AMSTERDAM



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DE CEUVEL AMSTERDAM

Sustainability expert, supported by City & Water Company

Surplus houseboats re-used as office units

Independent water collection and waste recycling

Independent through geo-thermal and solar energy

Surplus energy delivered to public network

All re used construction material

Zero carbon footprint

MARKTHAL ROTTERDAM



MARKTHAL ROTTERDAM



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MARKTHAL ROTTERDAM

Landmark & architecture eye catcher in inner city

Indoor addition to adjacent outdoor market

228 residential units, 5,600 m2 market stalls

Inner wall covered with 11,000 art work

Business case insufficient: first businesses are leaving

Technical difficulties with water supply

THE STUDENT HOTEL



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THE STUDENT HOTEL

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THE
STUDENT
HOTEL



THE STUDENT HOTEL



THE STUDENT HOTEL

Re use of surplus office buildings, min 25,000 m²

Niche market for short and long stay affordable housing

Units of 20-30m², 400 - 550 euro p/m

Peripheral locations near universities

Rolled out in 4 Dutch cities

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THE REALITY OF 2015 *to sum it all up*

MAIN NEW SCHOOL CHANGES

Demand dominates, developer's vision is less important

Seek flexibility in process and concept

Repeat 360 degrees feed back checks with target groups

Dare to try new concepts in space, experience, process and partners

REAL ESTATE PRODUCT *from 2015!*

