

“How can we (re)build sustainable historic cities with quality housing and living environments, Cities with a renewed appeal as potential living environment?”

Brecht.Vandekerckhove@sum.be



“How can we (re)build sustainable historic cities with quality housing and living environments, Cities with a renewed appeal as potential living environment?”

- Building with stone bricks
- Building with social networks



# 0. Content

1. How do people want to live?

2. How we can learn to know what they want?

3. What do we want?

→ Who do we want?

→ How do we want/expect people to live?



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# 1. How do people want to live?

Different phases in life

→ different housing aspirations

Cities usually appeal to young people



family forming

family expansion

Suburbia usually attracts families with kids



# 1. How do people want to live?

The choice of living location is subject to **different parameters**

- The house
- The residential environment
- The location



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(Mobility on a regional scale)



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+ Objective parameters often have a **subjective** interpretation



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+ Objective parameters often have a **subjective** interpretation

+ **houseshopping**: in function of **priorities**:

availability and affordability = market competition



# 1. How do people want to live?

## Priorities ?

the house (incl outdoor space)

the residential environment:

- the aesthetic qualities
- facilities and services
- security
- social relations

The location

- distance to their work

The subjective elements

- appreciation of city life

availability and affordability



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# 1. How do people want to live?

## Priorities ?

the house (incl outdoor space)

Outdoor space (courtyard, balcony, garden)

The surface or number of rooms

Modern comfort (bathroom and kitchen)

Good condition of the house (humidity, heating, ...)

Sustainability and Energy Efficiency

Property Status: owner or tenant (private or social)

Garage / Parking



# 1. How do people want to live?

## Priorities ?

the residential environment:

### **the aesthetic qualities**

quality of streets and sidewalks

beautiful buildings in the neighborhood

presence and maintenance of green (trees, playground, fields, ...)

neatness



# 1. How do people want to live?

## Priorities ?

the residential environment:

### facilities and services:

Supermarkets, (grocery)Shops, ...

Restaurants, bars and pubs

Social Services

cultural facilities

Games, sports and meeting facilities

public transport

childcare & education facilities



# 1. How do people want to live?

## Priorities ?

the residential environment:

### **security:**

sense of security or insecurity

crime

vandalism

### **social relations:**

proximity to family and friends

Neighborhood life: relationship, trust,...

demographics, ethnicity



# 1. How do people want to live?

## Priorities ?

### **availability and affordability**

-> What kind of houses do we want (to be build)?

-> Are we willing to pay for this?



1. How do people want to live?

2. How we can learn to know what they want?

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## 2. How we can learn to know what they want?

### Participation techniques/Contact/Encounters ...

#### A. Meetings or Hearings

#### B. Quantative research

- Survey and opinion polls
  - Postal/Telephone/Drop-off
- Structured interviews

#### C. Qualitative research

- Semi-or unstructured Interviews
- Street-Visits
- Focusgroups
- Workshops
- Open House – Neighborhood presence (Fairs)
- Visual techniques
- ...

#### D. Application in examples



## 2. How we can learn to know what they want?

### Participation techniques/Contact/Encounters ...

#### A. Meetings or hearings

Very traditional method of participation

The **tight structure** often does not allow much time for discussion.

In most cases, **only the most aggressive** will participate in the discussions and often dominate them.

→ Information meetings

→ Can however be the kickoff for a participation process



## 2. How we can learn to know what they want?

Participation techniques/Contact/Encounters ...

### B. Quantative

Survey and opinion polls: Post/Telephone/Drop-off/face-to-face

Difficult

- Tends to miss many people (at work, no telephones, speak other language)
- Many people are unwilling to participate in opinion polls
- Pollers may often receive superficial responses to pacify or get rid of them

This method is best used if there is a need for easily quantified and rapid results (not in depth)

- Data-collection
- Statistical relevant data-processing: Large numbers
- Open and closed questions
- Non-respons (degree varies: Postal/ Telephonic/Drop – Off/face-to-face)



## 2. How we can learn to know what they want?

### Participation techniques/Contact/Encounters ...

#### C. Qualitative research

- Unstructured Interviews (guided by a selection of themes)
- Street-Visits
- Focusgroups
- Workshops
- Open House – Neighborhood presence (Fairs)
- Visual techniques
- ...



## 2. How we can learn to know what they want?

### Participation techniques/Contact/Encounters ...

#### C. Qualitative research

⇔ Quantative Research

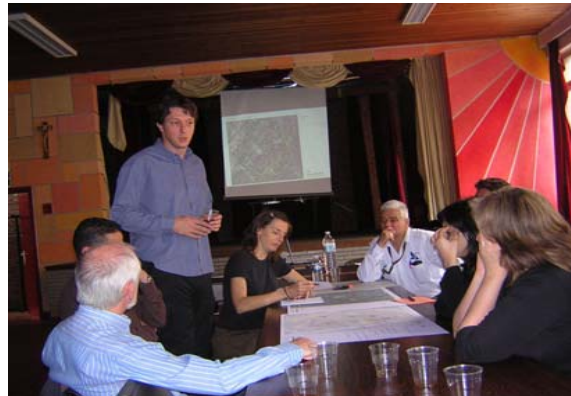
- Statistical irrelevant
- In depth information collection
- discussion of themes
- Open questionning/discussions/processes ...
- Complex processing
- Complex policy questions



## 2. How we can learn to know what they want?

Participation techniques/Contact/Encounters ...

D. Application in examples



## 2. How we can learn to know what they want?

Participation techniques/Contact/Encounters ...

D. Application in examples: Jourdansquare Brussels

Start: Information meeting

Information gathering:

Structured interviews with inhabitants (150)

Structured interviews with users (150)

Structured interviews commerces (50=all)

Feedback: Neighbourhood meetings



## 2. How we can learn to know what they want?

Participation techniques/Contact/Encounters ...

D. Application in examples: Policyplan Living for the elderly in Genk

Information gathering:

Structured interviews: 1000 face-to-face surveys

Semi-structured interviews: 30 elderly people who recently moved house

Semi-structured interviews: 30 elderly people can't move house because of finances

5 Focusgroups: elderly Marrocans, elderly Turks, elderly Spanish, elderly Russians, & elderly Italians (in their native tongue)

Participation in planning: Workshops

Feedback: Exhibitions, Publications, Meetings



## 2. How we can learn to know what they want?

Participation techniques/Contact/Encounters ...

D. Application in examples: Tower block renovation Saint-Omer

Start: Kick-off meeting/Information meeting

Information gathering:

Structured survey with inhabitants (150)

Several neighborhood walks

Visits of peoples home

Family Interviews

Feedback: Neighborhood exposition and Information meeting



## 2. How we can learn to know what they want?

Participation techniques/Contact/Encounters ...

D. Application in examples: Neighborhood regeneration process: Brussels

**Start:** Information meetings to kickoff the participation process

**Information gathering:**

Street visits – Neighborhoodwalks

Semi-structured interviews (10)

**Participation in planning:** Workshops

Neighborhood council board (inhabitants)

**Feedback:** exhibits with visual material and encouragement to give opinions, comments, and preferences to staff either orally or in writing



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### 3. What do we want?

Dynamic and sustainable historic cities with (3)  
quality housing (1)  
in quality living environments (2)  
at an affordable price (1)

$$1 + 2 = 3?$$



# 3. What do we want?

## (1) Starting point: The housing stock

- 3 main types:
- owner-occupier (incl. subsidised ownership)
  - privately rented
  - social rented

### Each type has its function!!!

- Owner-occupier: stability for households in an advanced stage of their lifes
- Privately rented: starters
- Social rented: a certain percentage of households will always be in need of assistance

➔ **Keep housing stock in Balance!!!**



# 3. What do we want?

## (1) Starting point: The housing stock

- 3 main types:
- owner-occupier (incl. subsidised ownership)
  - privately rented
  - social rented

Which social/demographical/economical/etnical mix?



➔ Keep housing stock in Balance

➔ demographical

➔ social/economical



# 3. What do we want?

## (2) Starting point: Neighborhood

- Living
- ~ Developing a social network
  - ~ Equipment (services, green spaces, ...)
  - ~ Mobility & Accessibility
  - ~ Sense of security ...



# 3. What do we want?

(1) Starting point: The housing stock

+

(2) Starting point: Neighborhood

=

(3) Dynamic and sustainable historic cities?

Housing aspirations can be fulfilled in the city, but often the city is still no match for suburbia

Are we in fact not asking people to forsake certain comforts and still opt for the city?

(1) What are their minimal aspirations?

(2) What alternatives can we offer them?



# 3. What do we want?

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# 3. What do we want?

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(1) What are their minimal aspirations?

(2) What alternatives can we offer them?

Proximity (of facilities and work)

No need for a car?

A vibrant city

An exciting environment?

A city with a identity?

A city with ambiance and festivities?

The city as a social network?

The city as a cultural melting pot?

...



... to be continued

## Dynamic and sustainable historic cities

Have a convincing and attractive offer to make

- (1) What are their minimal aspirations?
- (2) What alternatives can we offer them?

How we can learn to know what they want?

