Planned touristification (?)

Waterfront Areas Development in the city of Gdansk

Klaudia Nowicka, Katarzyna Barańczuk
Gdańsk: Introduction

established: 10th century

City population: 464 thousand [2017]

City area: 262 km²

Metropolitan area population: 1,5 million [2017]
Waterfront: the case of Granary Island
Waterfront: the case of Granary Island – the past – 2 years ago
Waterfront: the case of Granary Island – nowadays
Waterfront: the case of Granary Island – the future
**Delivery mechanism**

Most of the projects on Granary Island are implemented by private companies.

The only exception is **Granaria**.
Development framework
– is everything [really] planned?

*in blue:* areas covered with master plans

Granary Island
(master plans repealed)

Master planning in Gdańsk
The river, the value

The riverside location is vital part of marketing and promotion strategies.

Several of the projects’ names include terms like „river” or „waterfront”: Riverview, Waterlane, Riverfront Apartments.

„The places will double their value in a short time period.”

Marketing slogan: „Drop your anchor for years”.
Waterfront development leading to (re)creation of urban value

Real estate projects (since 2009)

- finished
- under construction or planned

Apartments in the Downtown
price for m²
Waterfront Areas Development
Outcomes: economic, urban, social

**Economic benefits:**
- for people owning old apartments in the areas which used to be neglected
- for the authorities – rent fees
- for developers

**Urban landscape:**
- new public spaces have emerged
- the new buildings do not disturb the Old Town traditional landscape

**Social dimension:**
- developing touristification: lack of new urban communities

*Protest against tourism in Barcelona in 2017*

Manu Fernandez/AP
Thank you.