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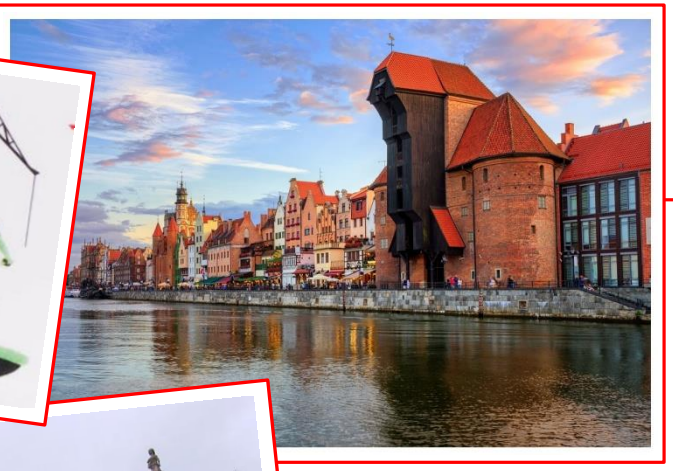
touristification: *gentrification caused by tourism*

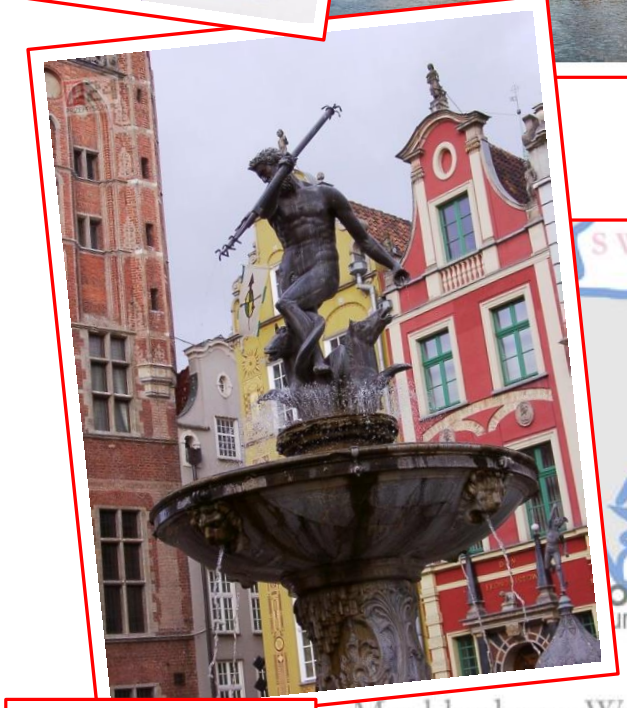
Planned touristification (?)
Waterfront Areas Development in the city of Gdansk

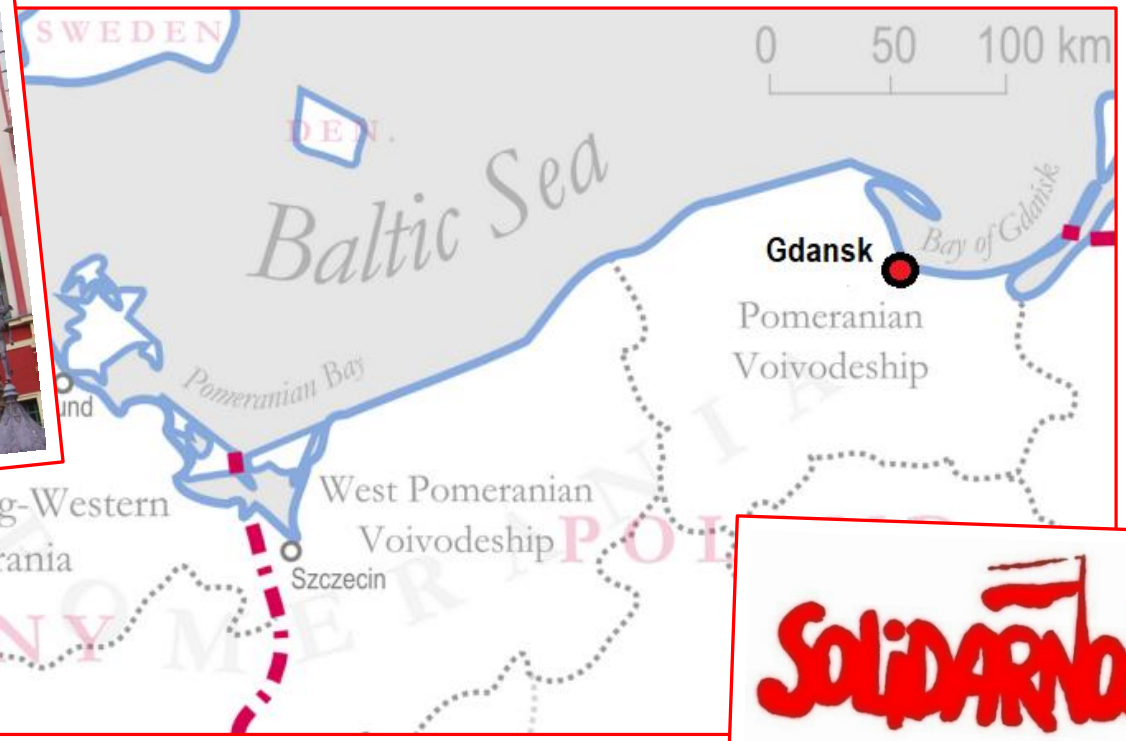
Klaudia Nowicka, Katarzyna Barańczuk



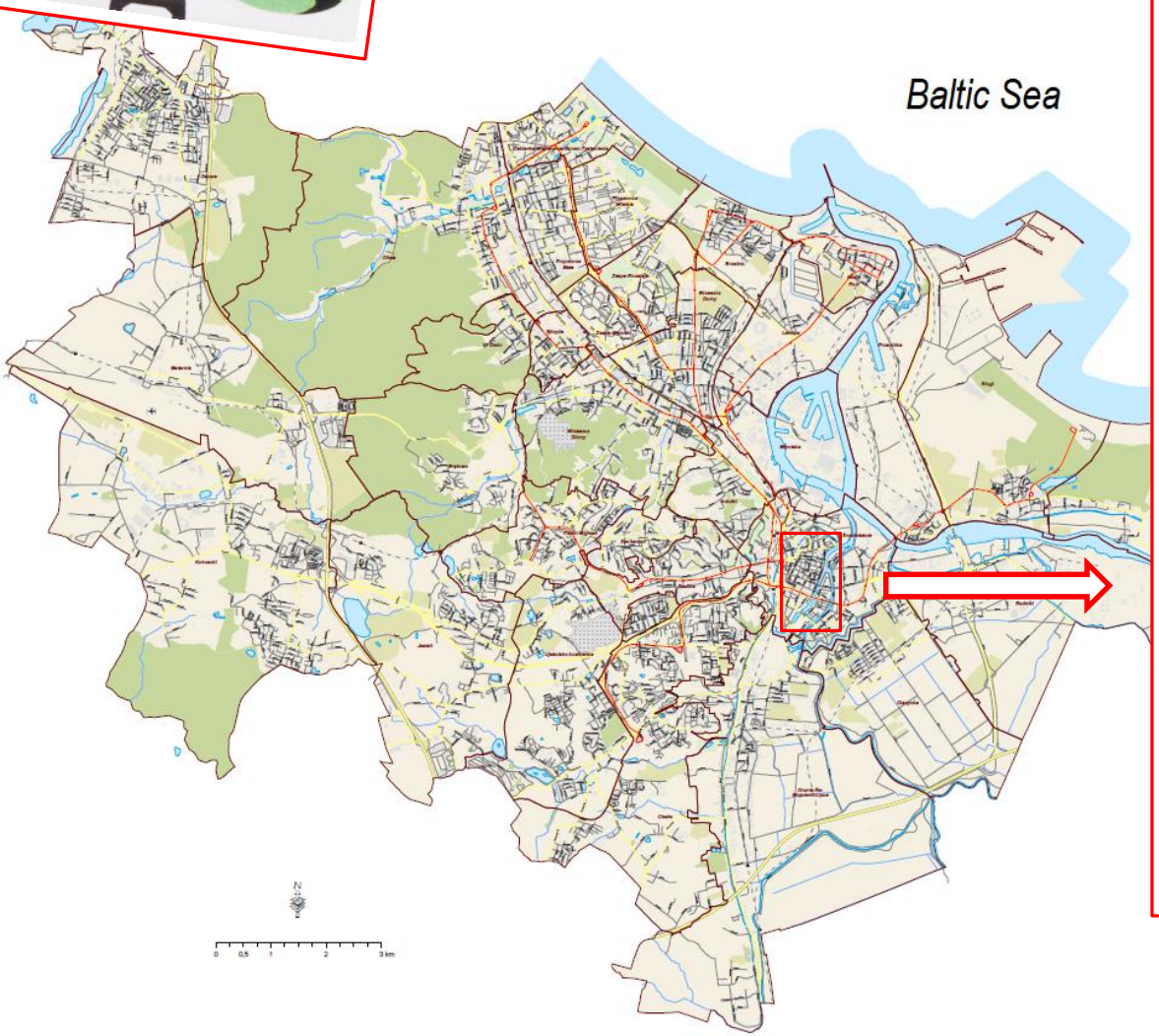
Gdańsk: Introduction

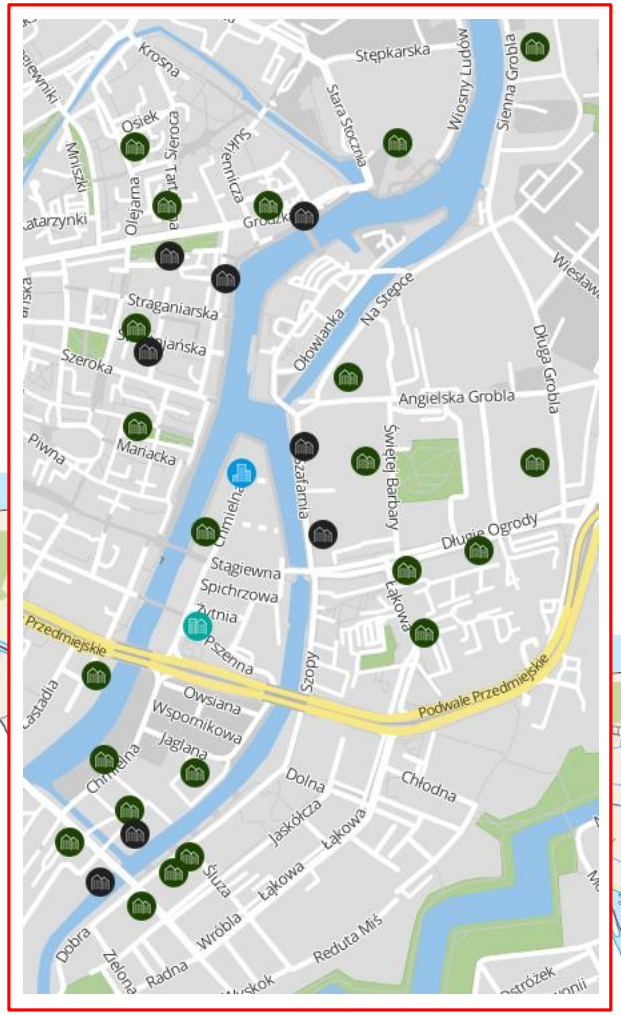
established:	10th century
city population:	464 thousand (2017)
city area:	262 km^2
metropolitan area population:	1,5 million (2017)



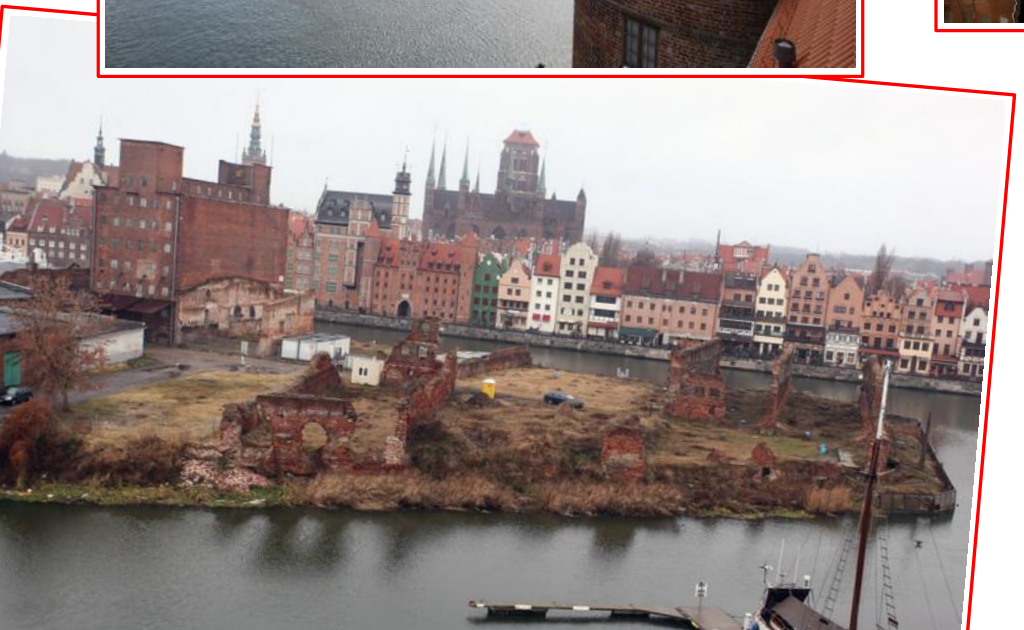


Waterfront: the case of Granary Island



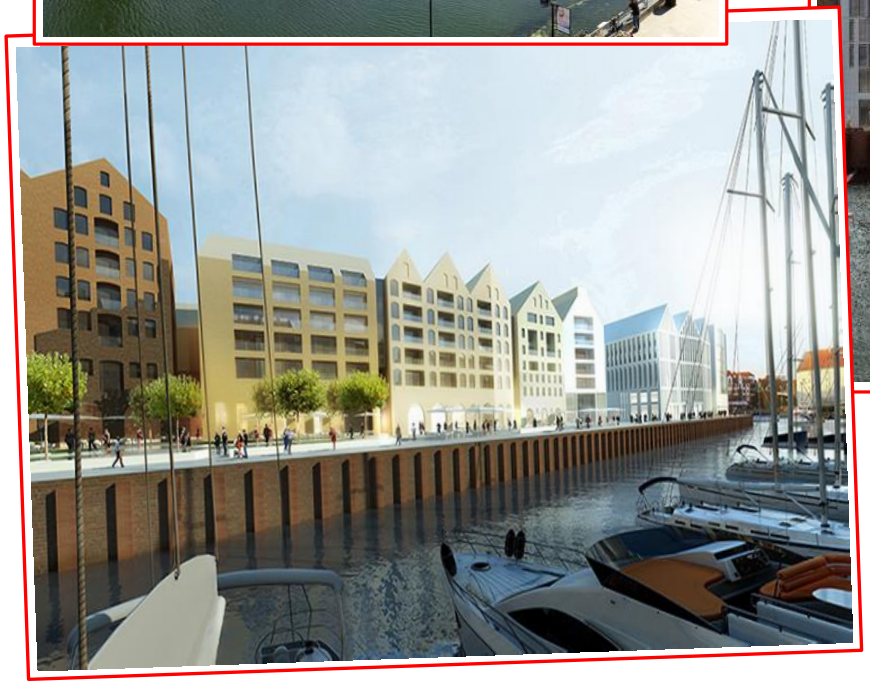


Waterfront: the case of Granary Island – the past – 2 years ago

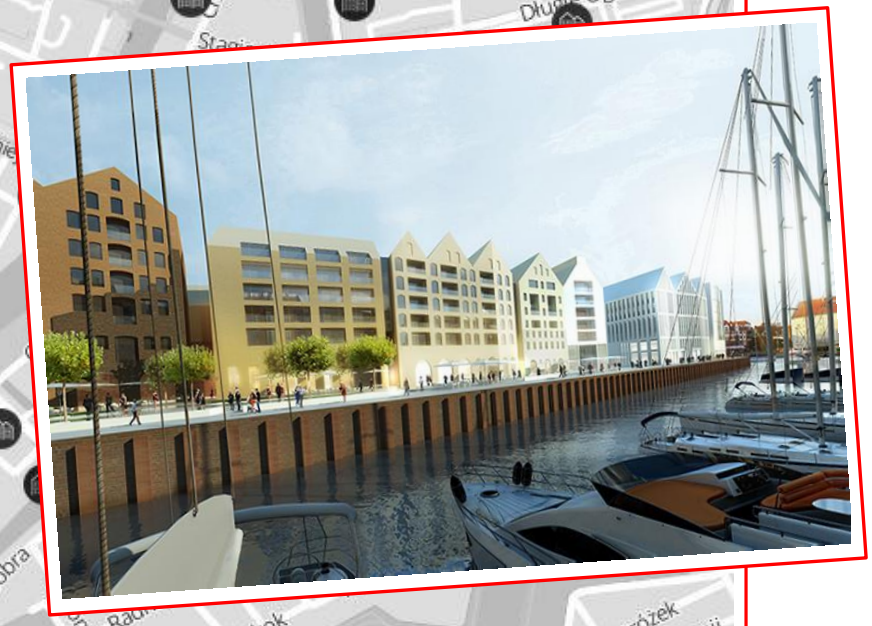


Waterfront: the case of Granary Island – nowadays

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.

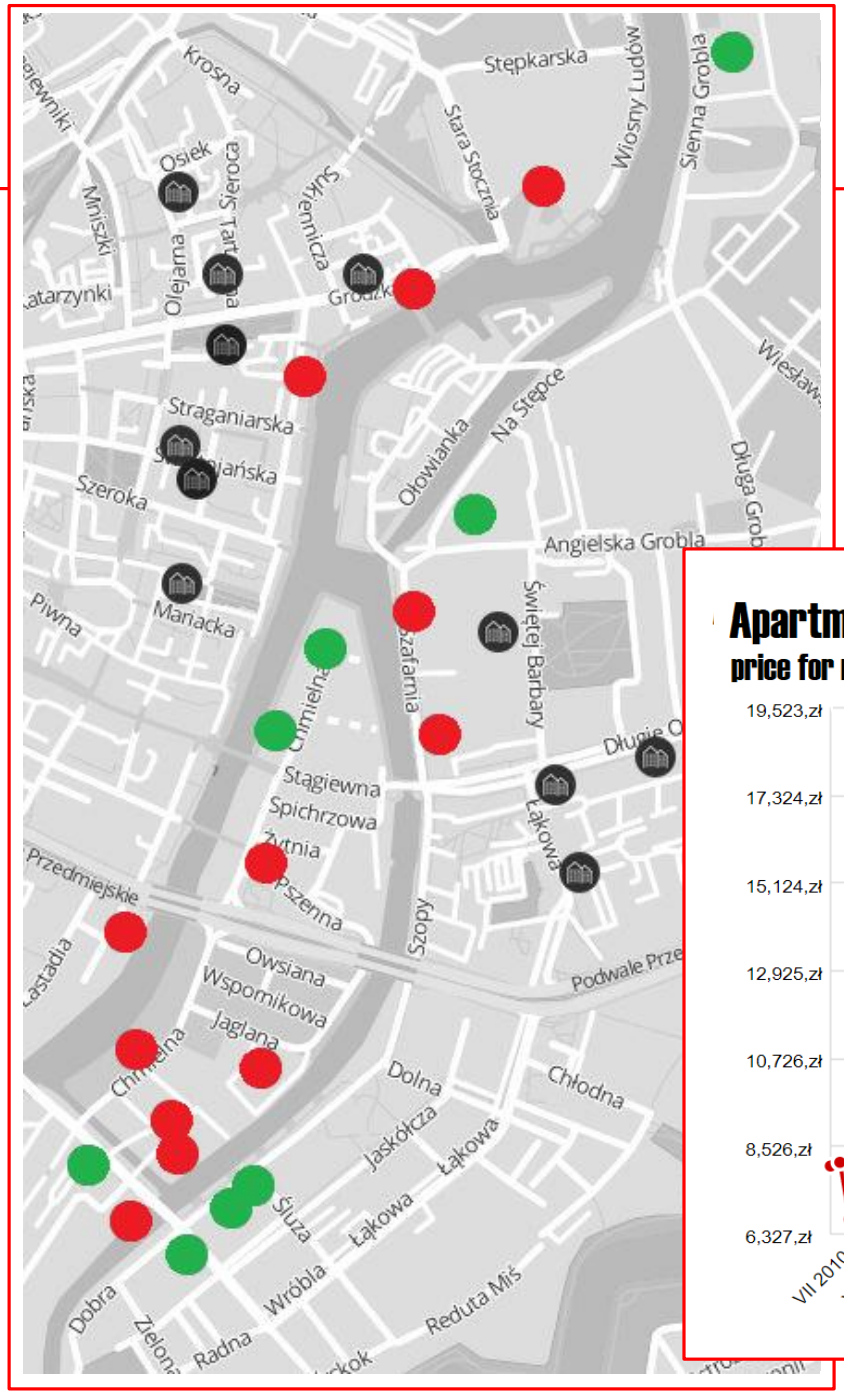
Several of the projects' names include terms like „river" or „waterfront": Riverview, Waterlane, Riverfront Apartments.

„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

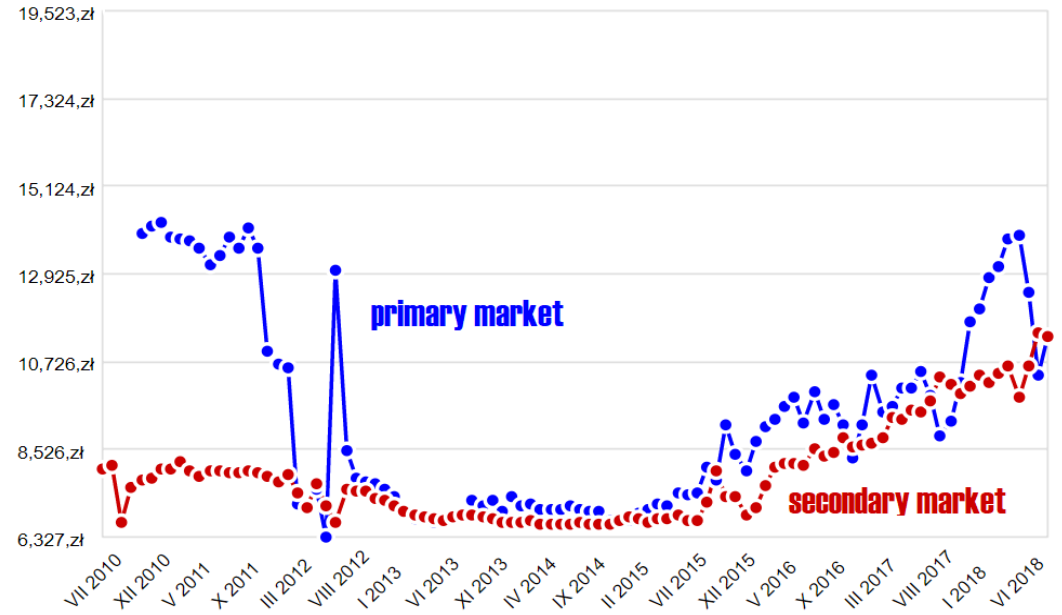


Real estate projects (since 2009)

- finished
- under construction or planned

Apartments in the Downtown

price for m²



Waterfront Areas Development

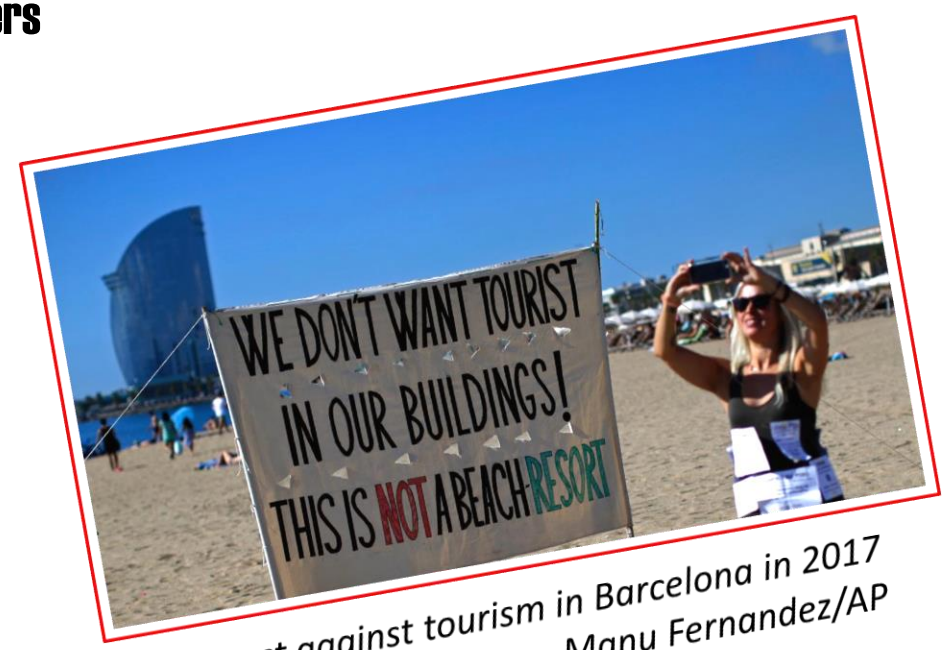
Outcomes: economic, urban, social

+ Economic benefits :

- for people owning old apartments in the areas which used to be neglected
- fot the authorities – rent fees
- for developers

+ Urban landscape:

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



Protest against tourism in Barcelona in 2017
Manu Fernandez/AP

– Social dimension:

- developing touristification:
/lack of new urban communities/

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Thank you.