

# Promoting the attractiveness of peri urban residential areas through public transport services: the strategy of French real estate professionals

Sophie Hasiak

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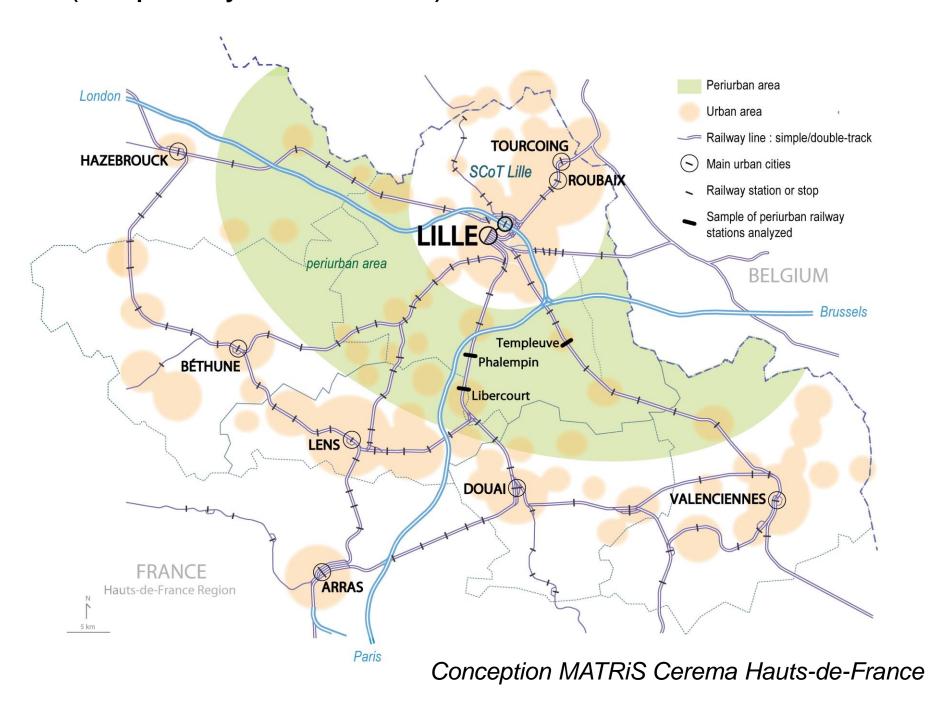
**LISBON** 2022

## **Context: Valuation of Regional Railway System**

- Challenge of both structuring periurban living and managing periurban mobilities through sustainable policies
- Territorial policies of valuation of railway stations (densification, urban re-conquest)
- 3 types of stakeholders involved: public stakeholders, individuals and the private sphere
- Few knowledge about strategies of the private sphere

## Focusing on periurban fringe of the metropolitan area of Lille (France): 3 communities (Templeuve, Phalempin, Libercourt)

- Under the influence of the metropolisis of Lille (1.72) millions of inhabitants), located 20km from Lille
- Attractive in terms of housing, high standard of living
- Low population density, a predominantly suburban fabric (more than 85% of individual houses)
- Multi-motorized population
- Attractive train services to reach the centre of Lille (frequency, travel time)



## Method: building up a specific corpus of data

- 600 property ads published on websites from April 2019 to March 2020
- 10 promotional leaflets of new properties
- 10 face-to-face interviews of real estate agents and notaries

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Photo credit S. Hasiak

## Main results: a double-edged strategy

## **Valorization**

## **Mistrust**

Rail station: seen as a real asset

> avoiding road congestion good level of train services

WHY?

Transport facilities: the third criterion of choice according to professionals after the characteristics and location of properties

Using the notion of proximity

An important distinction of way of valuation between road and rail accessibility

rail accessibility mentioned through travel time

Car accessibility through distance to the urban centre Aim of ads: to catch the attention of buyers, not to scare them away

Influence of environmental nuisances on choice

Prioritizing the 2 main criteria of choice

> characteristics and location of properties

To be evasive on transport facilities in ads:

using the word "proximity to" and no more detail

No information of transport facilities (more than 1 in 2 ads do not mention transport facilities)

## Conclusion

- Railway stations in periurban areas: an interesting and useful asset to promote periurban housing and residential attractiveness of periurban communities
- Real estate professionals: a player in the valorization of territorial opportunities to some degree
  - ✓ Aware of the need to adapt their economic strategy with the ecological transition issues
  - ✓ But in a specific way of acting
- Challenge of improving knowledge of people behaviors and their preferences for residence since crisis due to the Covid-19: questioning dependency to public transport?

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