

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

Sophie Hasiak

► To cite this version:

Sophie Hasiak. Promoting the attractiveness of peri urban residential areas through public transport services: the strategy of French real estate professionals. Transport Research Arena (TRA), Nov 2022, Lisbonne (PO), Portugal. halshs-03884848

HAL Id: halshs-03884848 https://shs.hal.science/halshs-03884848v1

Submitted on 5 Dec 2022

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers. L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



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 ullet

POSTER SESSION

Sophie HASIAK - MATRiS Cerema / FRANCE

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



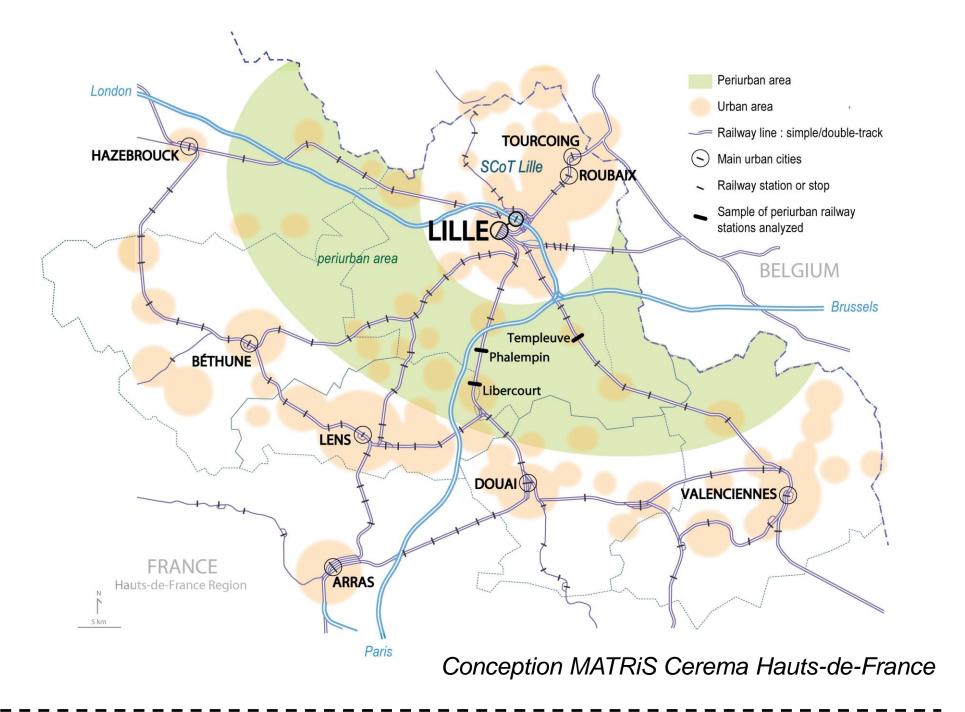
Photo credit S. Hasiak

Main results: a double-edged strategy

Valorization

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) ulletmillions 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 ۲
- Attractive train services to reach the centre of Lille (frequency, travel time)



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 HOW? road and rail accessibility rail accessibility mentioned through travel time VS

Car accessibility through distance to the urban centre

Conclusion

Railway stations in periurban areas: an interesting and useful asset to promote periurban housing and residential attractiveness of periurban communities

Mistrust

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

VS

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

IN COOPERATION WITH:

MOBILIDADE E DOS TRANSPORTES, I.P.

DE ENGENHARIA CIVI

OETRA

engenharia

magellan European Affairs Consultance

WATERBORNE

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 \bullet
- 10 face-to-face interviews of real estate agents and •

notaries





- 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
 - \checkmark 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 the dependency to public transport?

