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

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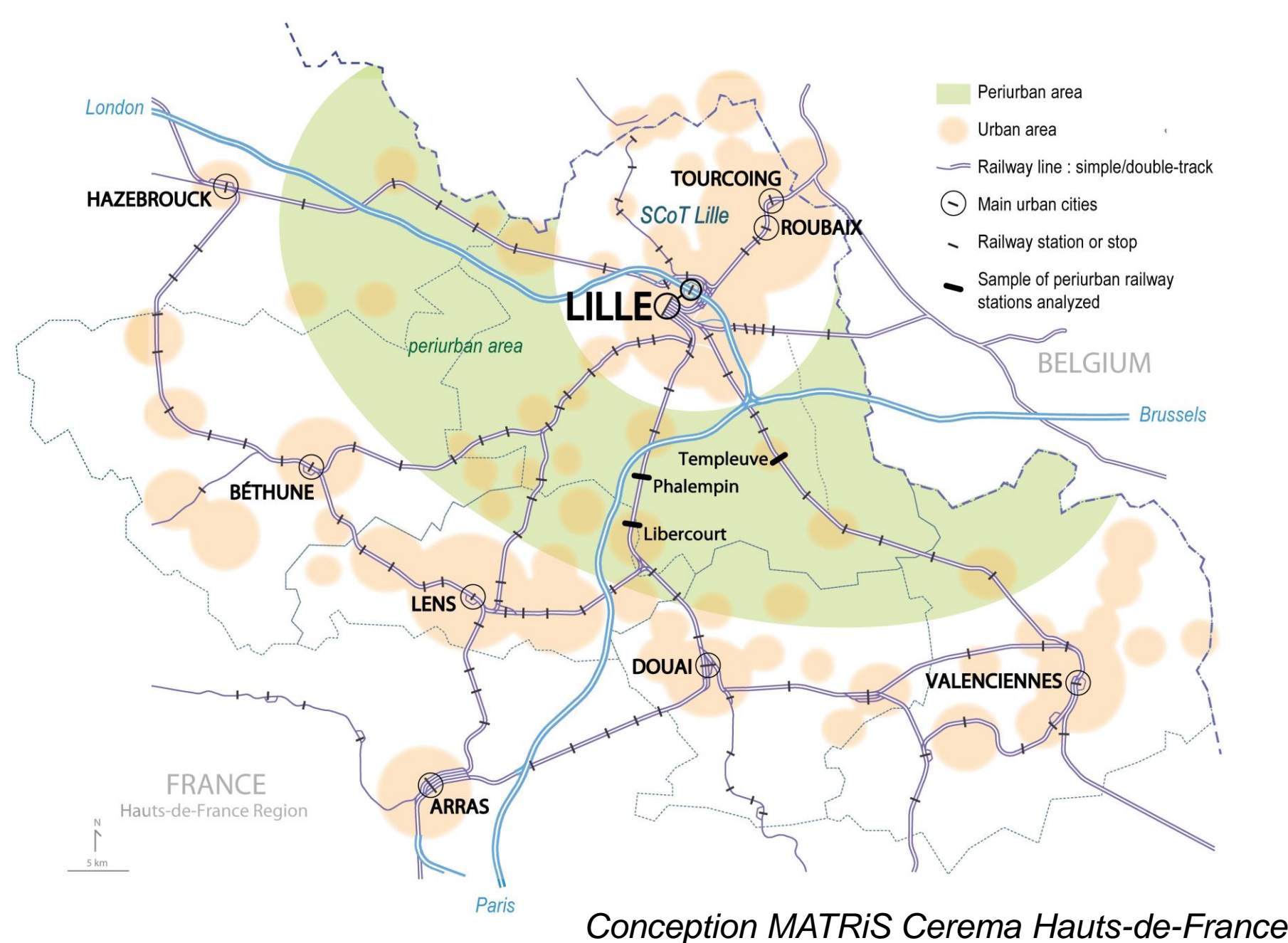
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Context: Valuation of Regional Railway System

- 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 metropolis 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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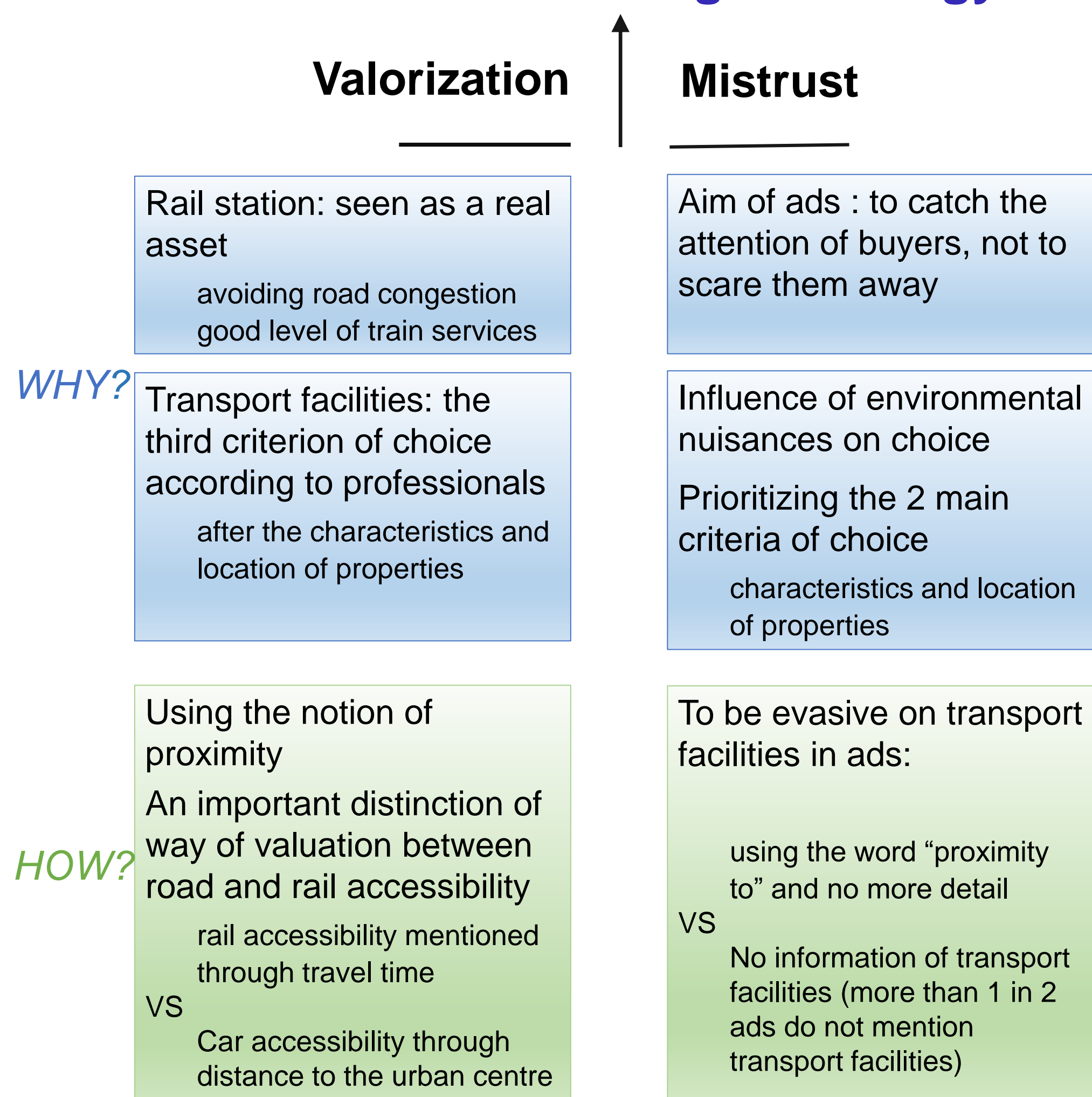
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Photo credit S. Hasiak

Main results: a double-edged strategy



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 the crisis due to the Covid-19: questioning dependency to public transport?

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