

ALT/BAU
ALTERNATIVE BUILDING
ACTIVATION UNITS



RIGA:
SOCIAL TEMPORARY USE AS
CO-DEVELOPMENT TOOL
FOR LARGE SCALE ILLIQUID
PROPERTIES



MĀRCIS RUBENIS
SOCIETY "FREE RIGA"



URBACT
Driving change for
better cities

THESIS:

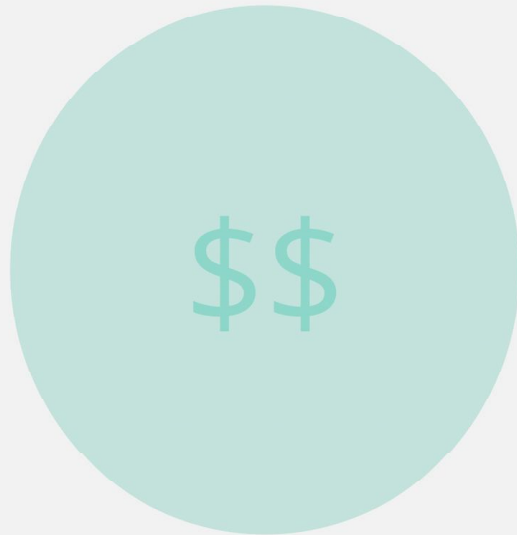
SOCIAL TEMPORARY USE AND URBAN COMMONS CAN BECOME "THE NEW NORMAL" FOR DEVELOPMENT OF ILLIQUID PROPERTIES TO MAKE CITIES MORE AFFORDABLE, RESILIENT AND CREATIVE

ILLIQUID BUILDINGS



ILLIQUID BUILDINGS

Problem



ILLIQUID BUILDINGS

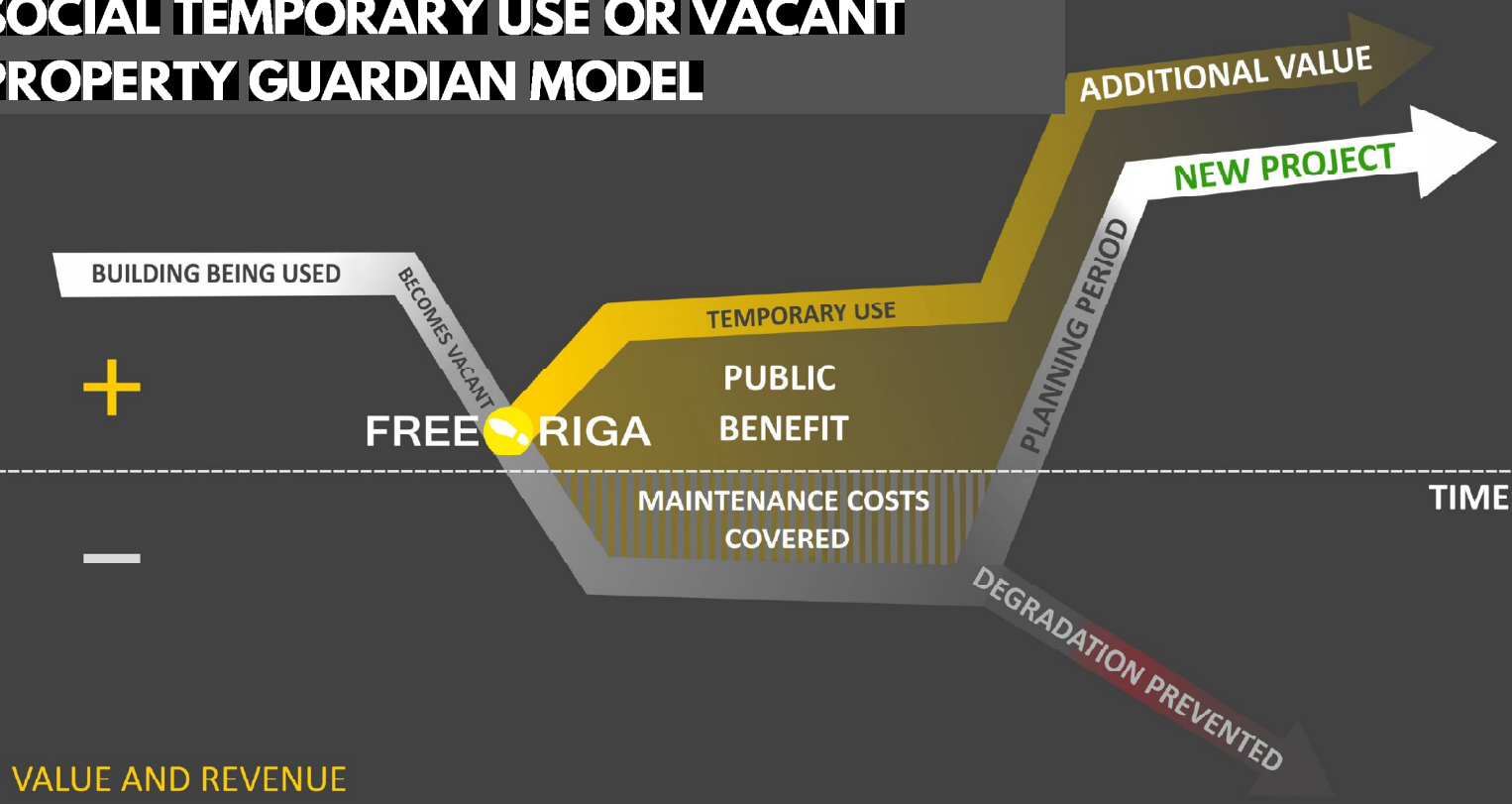
People with social & culture related motivations see potential in spaces that are not interesting in the property market

Culture



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SOCIAL TEMPORARY USE OR VACANT PROPERTY GUARDIAN MODEL



#1 AFFORDABLE SPACE FOR CULTURE / SOCIAL



RESPONSIBILITIES: USERS VS SOCIAL TU OPERATORS

USERS

LOW COST TEMPORARY USE
CONTRACT

ADAPT THE SPACE FOR THEIR
NEEDS

PARTICIPATE IN THE COMMUNITY

INVEST TIME IN SOCIAL / CULTURE

OPERATOR

AGREEMENT WITH THE OWNER

VACANT BUILDING GUARDIAN
SERVICE - RENOVATION & UTILITY
MANAGEMENT

COORDINATE COMMUNITY

SUPPORT USER INITIATIVES

#2 CRITICAL MASS AND COMMUNITY FOR SOCIAL ACTIVITIES





**SOCIAL IMPACT
ORIENTED PEOPLE**

+



**INTERESTING
VACANT SPACE**

=



**TEMPORARY
URBAN
COMMONS**

FROM VACANCY TO GENERATIVE SPACES = "URBAN COMMONS"

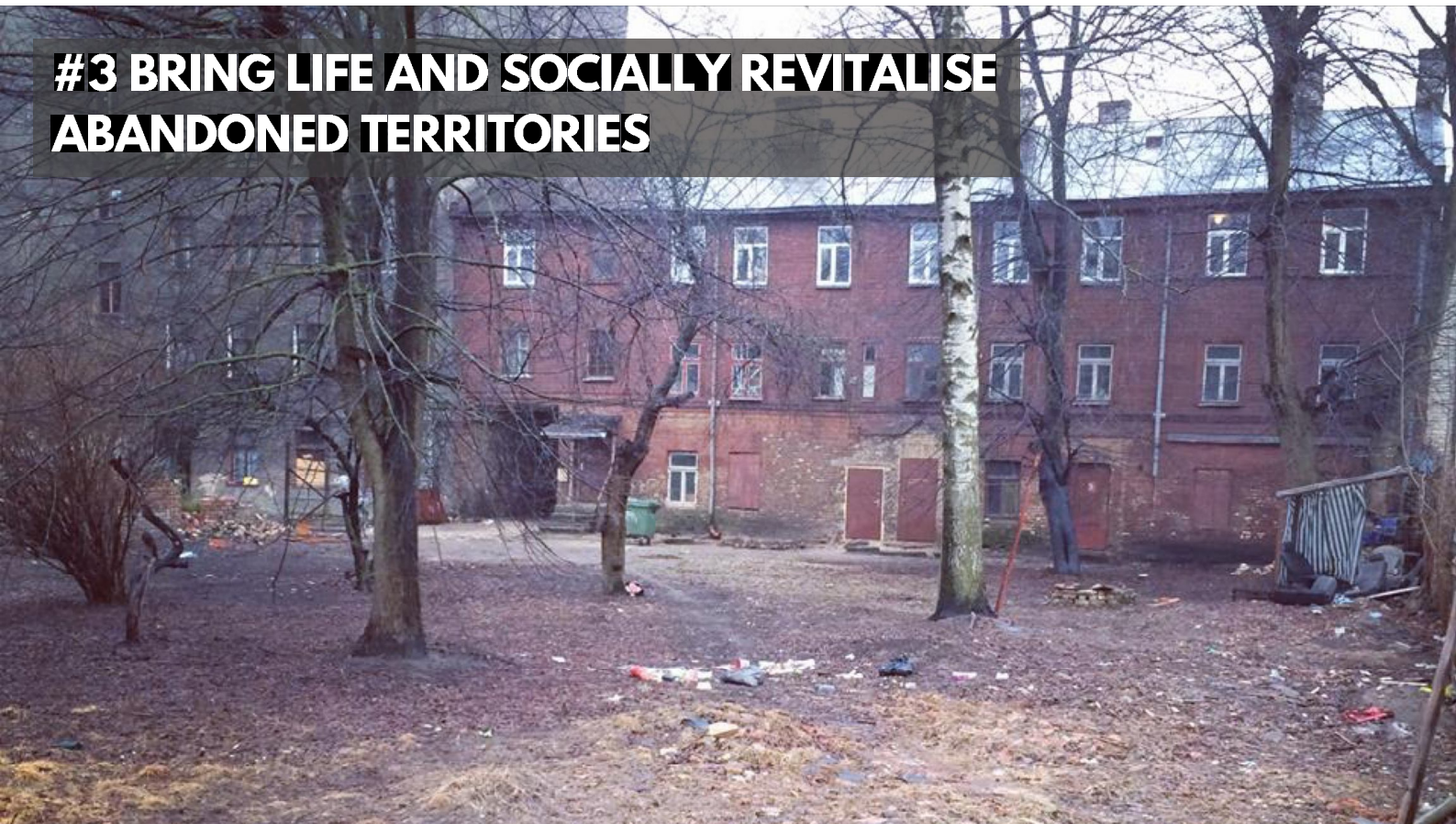
THE NEARBY FLOWERBED, THE NEIGHBOURHOOD GARDEN, THE SQUARE, THE SCHOOL YARD, ABANDONED PLACES - AS WELL AS INTANGIBLE ASSETS: THEY BECOME URBAN COMMONS WHEN CITIZENS AND THE PUBLIC ADMINISTRATION RECOGNIZE THEM AND TAKE ACTION TO REGENERATE, CO-MANAGE AND TAKE CARE OF THEM.

THE BASICS OF THE GOVERNANCE OF URBAN COMMONS ARE ACCESSIBILITY, SHARED MANAGEMENT AND PARTICIPATION IN DECISION-MAKING PROCESSES.

TURIN CITY COUNCIL APPROVED REGULATION ON GOVERNING THE URBAN COMMONS IN THE CITY OF TURIN

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**#3 BRING LIFE AND SOCIALLY REVITALISE
ABANDONED TERRITORIES**



#3 BRING LIFE AND SOCIALLY REVITALISE ABANDONED TERRITORIES



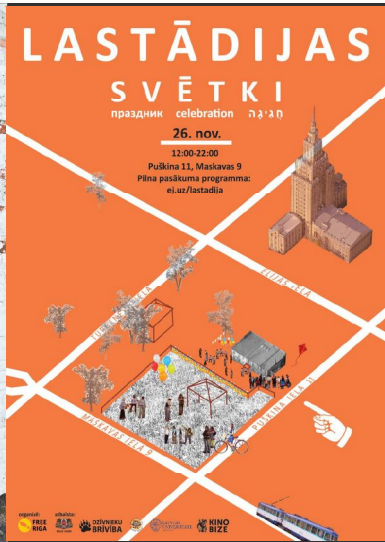
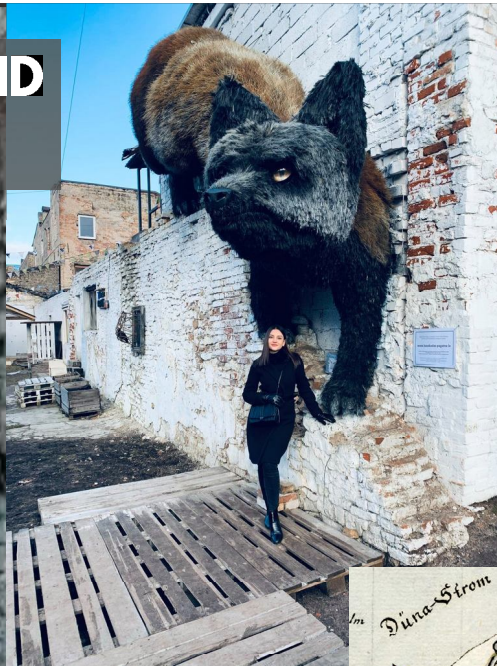
#4 NEW PUBLIC SPACE AND PLACEMAKING



#4 NEW PUBLIC SPACE AND PLACEMAKING



#4 NEW PUBLIC SPACE AND PLACEMAKING



#5 DEVELOPING SOCIAL SERVICES

FREESHOP open hours: every THURSDAY from 15:00 to 19:00

Everything for FREE
SUPER SALE

FREE
RIGA

100% OFF

SUPER SALE

Everything for FREE

100% OFF

FREE

100%
100%
100%

BRĪVBODE atvērta katru **CETURTDIENU**

no 15:00 līdz 19:00

Everything for FREE

SUPER SALE 100% OFF SUPER SALE

Turgeneva 13

ФРИШОП открыт каждый ЧЕТВЕРГ с 15:00 до 19:00



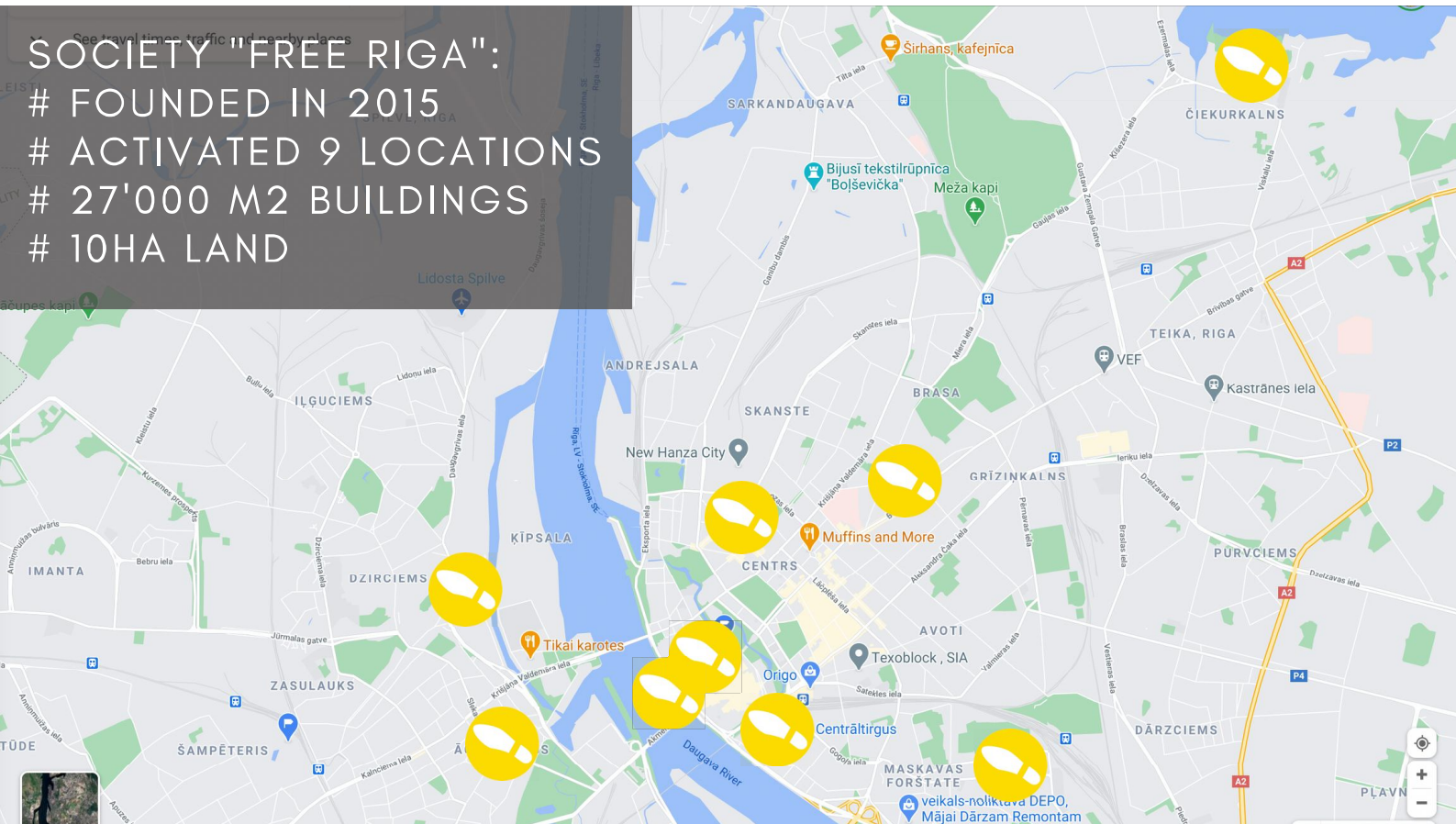
#5 DEVELOPING SOCIAL SERVICES



See travel times, traffic and nearby places

SOCIETY "FREE RIGA":

- # FOUNDED IN 2015
- # ACTIVATED 9 LOCATIONS
- # 27'000 M2 BUILDINGS
- # 10HA LAND



#AIATTISTÄMISÖSIAALIOSPAKALPOJUMUS

BENEFITS OF SOCIAL TU

CITY

SUPPORT FOR
CULTURE & ARTS &
SOCIAL

DEGRADATION =>
PLACEMAKING

STRENGTHENING
NEIGHBORHOODS

BOOSTING SOCIAL
ENTREPRENEURSHIP

MORE ADAPTIVE
PLANNING
APPROACH

INITIATIVES

AFFORDABLE AND
INTERESTING SPACE

CREATIVE
COMMUNITY

OWNERS

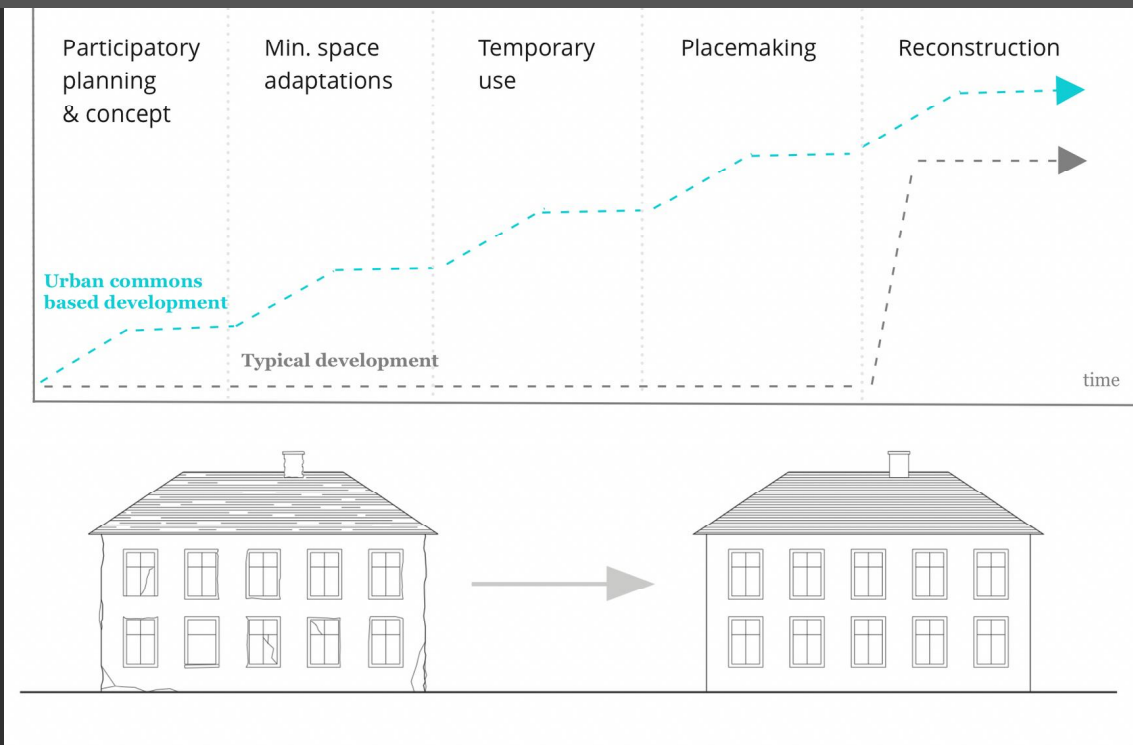
MAINTENANCE

COST REDUCTION

DEVELOPMENT
OPPORTUNITIES



SOCIAL TEMPORARY USE / URBAN COMMONS BASED PROPERTY DEVELOPMENT APPROACH



CASE STUDY: TALLINN STREET QUARTER



Tallinn street creative quarter
INCUBATION PERIOD 2017 - 2020

2013: TRYING TO CONVINCe THE CITY COUNCIL



For the street creative quarter
INNOVATION PERIOD 2017 - 2020

2013: TRYING TO CONVINCE THE CITY COUNCIL



Tallinn street creative quarter
INCUBATION PERIOD 2017 - 2020



2018-2020: ACTIVATION WITH A PRIVATE OWNER



Tallinn street creative quarter
INCUBATION PERIOD 2017 - 2020

2018-2020: ACTIVATION WITH PRIVATE OWNER



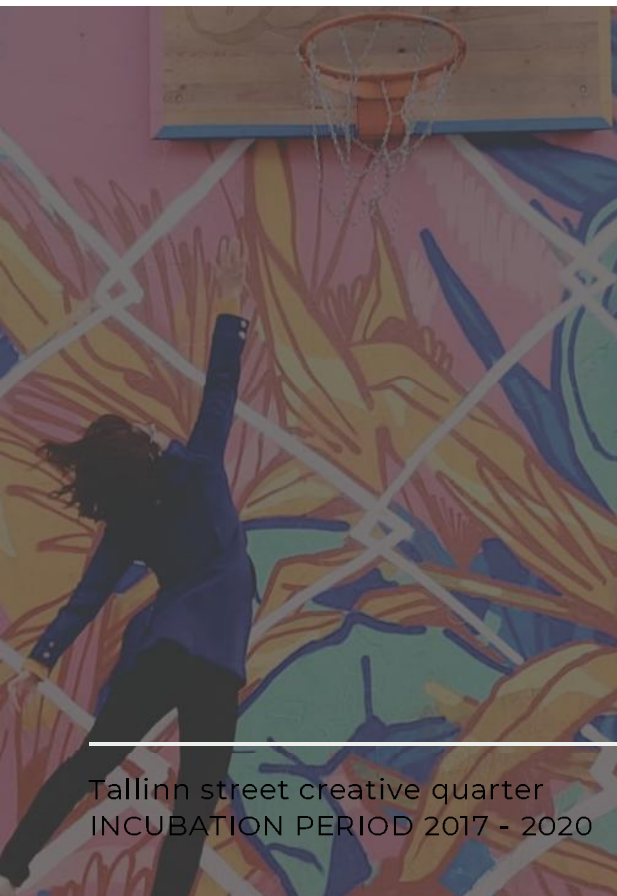
Tallinn street creative quarter
INCUBATION PERIOD 2017 - 2020



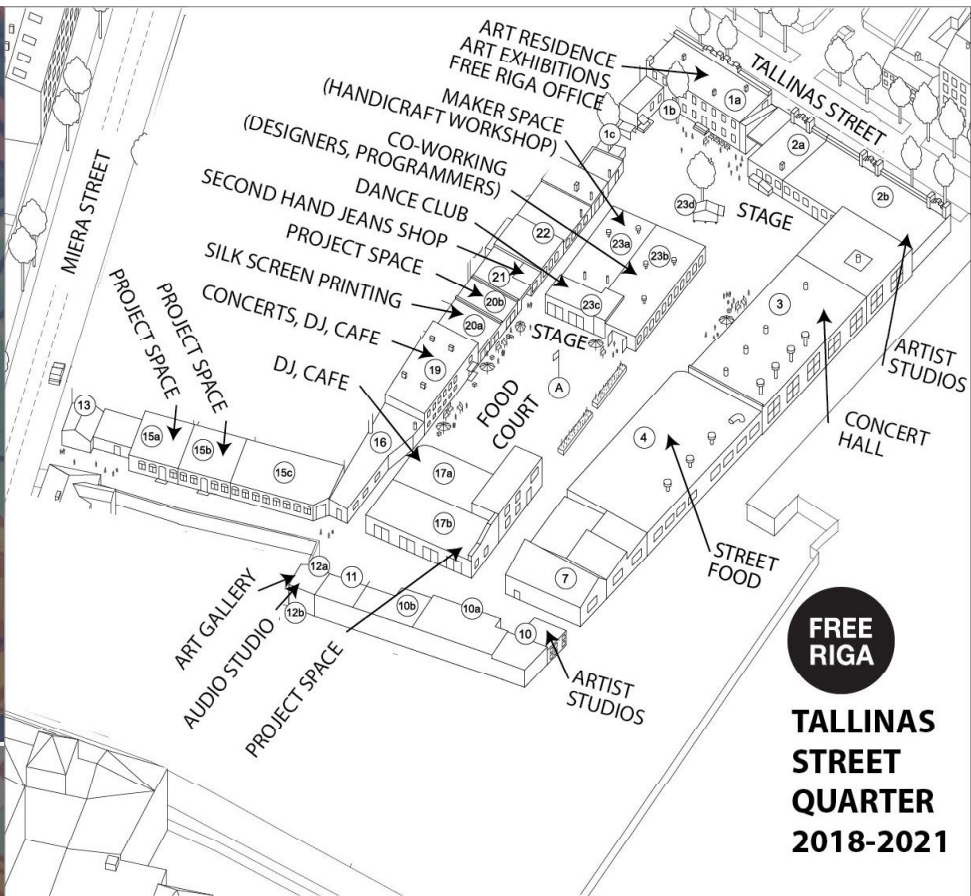
Tallinn street creative quarter
INCUBATION PERIOD 2017 - 2020



Tallinn street creative quarter
INCUBATION PERIOD 2017 - 2020



Tallinn street creative quarter
INCUBATION PERIOD 2017 - 2020



FREE RIGA

TALLINAS STREET QUARTER 2018-2021

SOCIAL IMPACT 2018-2019

415

culture, arts,
education
entertainment
events

13 +

festivals

hosted **41** artist residents

from **18** countries

Tallinn street creative quarter
INCUBATION PERIOD 2017 - 2020



INVESTMENT 2018-2019

2,101

renovated m2 out of
3404 m2 total

181,500 EUR

investment or
90 eur/m2

12

active residents

35 - 65

people employed

Tallinn street creative quarter
INCUBATION PERIOD 2017 - 2020



INVESTMENT

2018-2020

RENOVATION (PER USEFUL FLOOR AREA)

85 606

eur

62 606

EXTRA INVESTMENT

23 000

108
eur/m²

T13 & T15

eur/m²

AGREED IN 2017
IN EXCHANGE FOR
5 YEARS OF USE

TAX SAVINGS

18 900
eur

0

PLACEMAKING

15 000
in infra
~40 000
in events
eur

0

TOTAL (PER USEFUL FLOOR AREA)

~159 000

eur

204
eur/m²

eur/m²

ADVANTAGES OF THE APPROACH



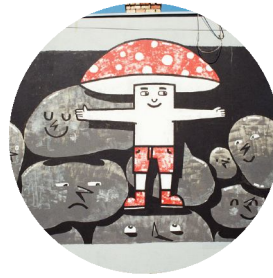
SOCIAL ECONOMY

not only financial, but also social returns



CO-CREATION

faster to reanimate - temporary use as prototyping and user lead design



COMMUNITY & ECOSYSTEM

more investment and more circular - working through existing communities and "using what there is"



INSTANT CITY

less investment risk and time pressure - the use is by design multifunctional and elastic to adapt + generates value increase and income right away

ILLIQUID BUILDINGS

People with social & culture related motivations see potential in spaces that are not interesting in the property market

Culture



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As space gets activated and commercially interesting, investors of cultural and social capitals often get pushed out and urban commons destroyed

Culture



CHALLENGE:
GENTRIFYING CULTURE OUT



ALTE MU

mun
com a



SOCIAL TEMPORARY USE NETWORK



YES
WE
CAMP



FACTOR



INSTITUT FOR



FREE
RIGA



retill

TEMPORARY USE - DYNAMICS FOR LIFE

EUROPEAN
PROGRAMME
FOR
SUSTAINABLE
URBAN
DEVELOPMENT



meanwhile
SPACE



entremise

DEGENTRIFY.europe network



+



+



=



**SOCIAL IMPACT
ORIENTED PEOPLE**

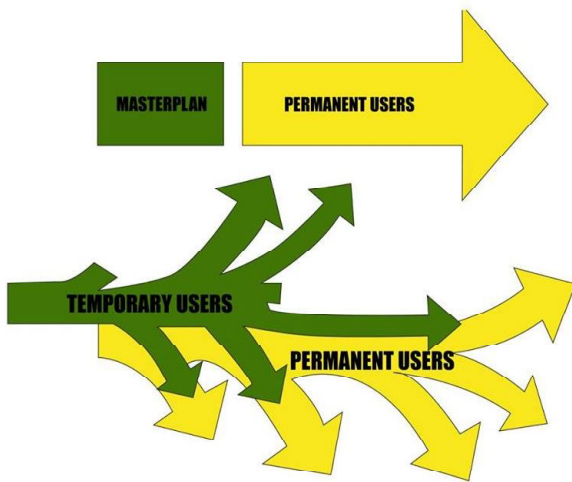
**INTERESTING
VACANT SPACE**

**RAISING
CAPITAL**

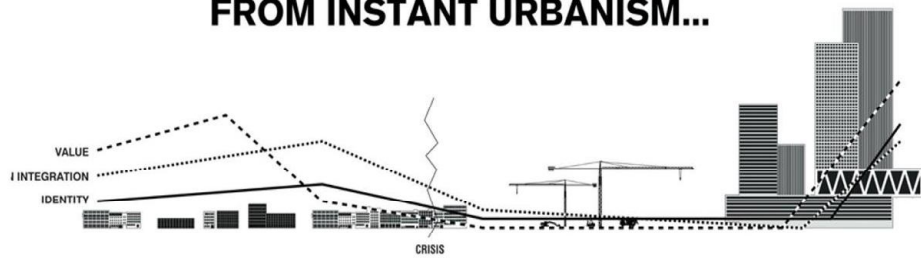
SOCIAL BANKS OR
STATE AS PARTNER

**PERMANENT
URBAN
COMMONS**

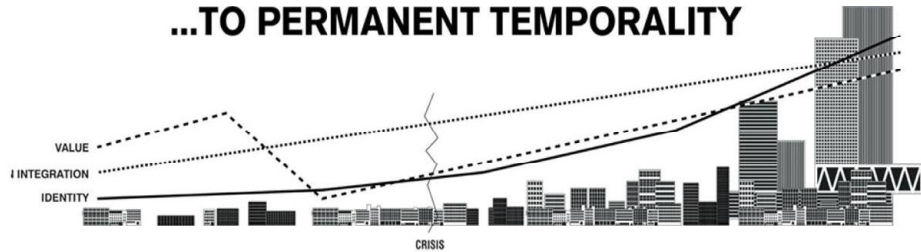
#HOW CAN URBAN COMMONS BE PRESERVED?



FROM INSTANT URBANISM...



...TO PERMANENT TEMPORALITY





1 PARTNERSHIPS WITH CITY / STATE

**PROJECT "LIFE QUALITY DESIGN
INSTITUTE"**

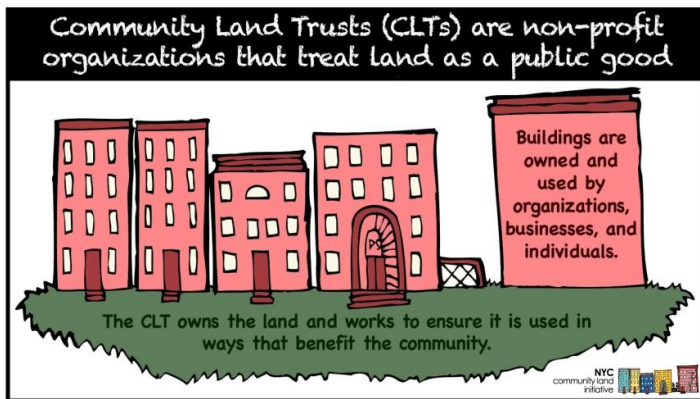
**25Y PROJECT IN PARTNERSHIP WITH RIGA
TECHNICAL UNIVERSITY FOR DEVELOPMENT OF
ABANDONED EX-FACULTY BUILDING**

1 PARTNERSHIPS WITH CITY / STATE



ACTIVATION OF THE SEMI-ABANDONED 2ND
LARGEST MARKET IN RIGA

2 MERGING CLT AND SOCIAL BANK MODEL TO BUY AND DEVELOP BUILDINGS



+ LOANS FROM SOCIAL BANKS



Thank you!

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ALTERNATIVE BUILDING
ACTIVATION UNITS



★URBACT
Driving change for
better cities