

EDITORIAL

Business property: understanding so as to act more appropriately

Aware of the importance of the strategic role of businesses as partners in urban planning, the Region is bringing their representatives into the thinking process for drawing up the regional economic development plan.

It is essential for the economic players, and in particular the players in the business property market, to be considered as dynamic vectors of urban supply.

These players contribute to narrowing disparities between the various territories of the Region, which is a central part of the Île-de-France Regional Master Plan, by facilitating creation of wealth, of jobs, and of territorial identity.

For the metropolises of Western Europe, the challenge today is to reclassify industrial property sites, to reclaim brownfield and wasteland sites, and to design new districts and neighbourhoods that comply with the requirements of urban density, of mixed-use, and of sustainable development.

The Region intends to meet the three requirements of improving the quality of life and the mobility of its residents, of being watchful to ensure that land resources are used sparingly and sustainably, and of developing the architectural, environmental, and landscape quality of business property.

Resources management requires approaches that are negotiated between the public and the private, and between the regulatory and the voluntary. It is also necessary to enable craftspeople and tradespeople, who are players in social cohesion, to remain in the dense areas, where property prices have risen sharply.

That is why, hearing the needs of Île-de-France residents, I would like to sustain lastingly the partnership with the economic players that is already under way through support for centres of competitiveness which are job creators and factors of attractiveness.

Working with the players from the economic sector, IAURIF gives a diagnostic on the changes and trends, and assists the Region in defining its policies. Alongside the drawing up of the Regional Master Plan (SDRIF) and of the Regional Economic Development Plan (SRDE), this issue of Les Cahiers brings together the elements of analysis and of reflection that are necessary for “understanding so as to act more appropriately.”

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