

# A better image!

## Possibilities and Challenges for Housing Estates

Branding Residential Areas  
Seminar 24 May 2013 in Helsinki



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# How do residential areas recreate their image?



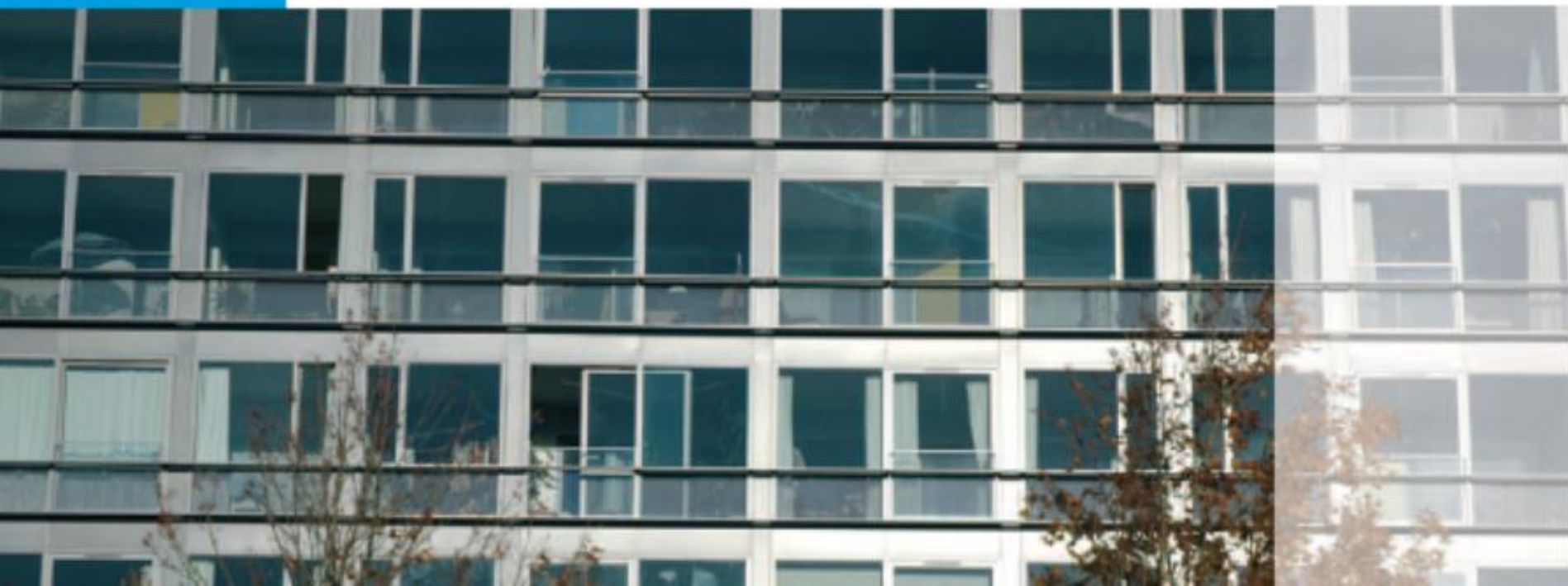
## Three cases

- Bispehaven in Århus
- Vejleåparken in Ishøj
- Tingbjerg in København

BYFORNYELSE

# ET BEDRE IMAGE

MULIGHEDER OG UDFORDRINGER  
I BOLIGOMRÅDER



# Measures

Comprehensive plans – year 2000

- Physical improvements
- Communication, a better image
- Residents with more resources!  
– new assignment rules
- Social activities
- Residents involvement



# Image – a definition

the way a housing estate is  
presented to or perceived by its  
residents and the public

# Theory about image

- Internal image and external image
- The role of the media
- The consequences of a bad image

FUCK ASI

# How can an image be recreated?

- Physical change/renovation of the built environment:
  - Inside the dwelling
  - Outside the dwelling
- Changing the views of residents and of people living in surrounding neighbourhoods
- Affecting media / Avoiding bad media coverage
- Changing the mix of residents!
- Communication



# Investments € per m<sup>2</sup>

➤ Bispehaven – 570

➤ Vejleåparken – 1.010

➤ Tingbjerg – 154



# Bispehaven - facts

- 891 dwellings
- Built during 1963-73
- Renovated first time 1986 - 1990
- Average dwelling size: 88 square meters
  
- The physical renovation 2003 - 10: facades, improved insulation, roofs, windows/doors, common house, pavements and green areas

# Bispehaven - agenda

- Stigma, poverty and social unrest
- Women, youth, children
- Active social worker
- Active management – communication and profile on social issues
- Stability

# In Århus



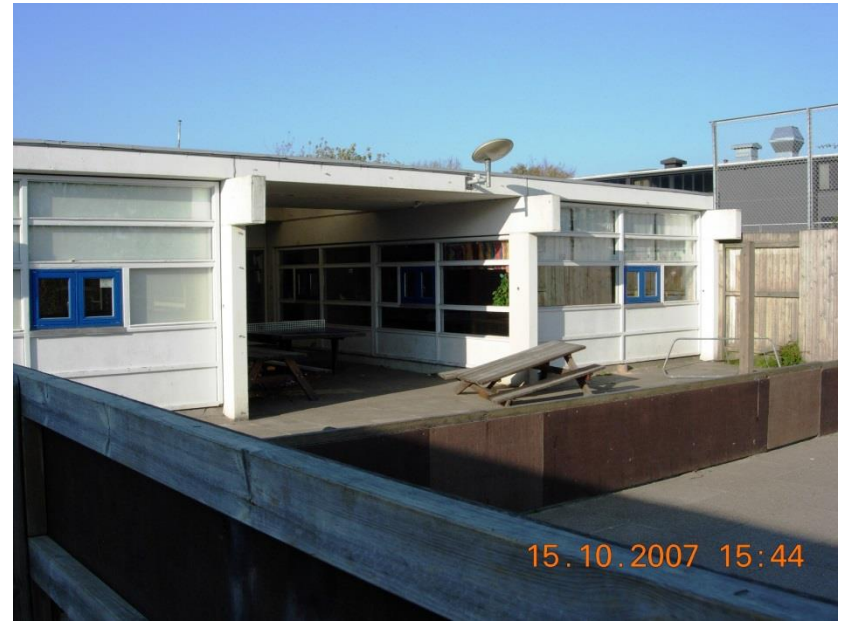
# The area



# Bispehaven from the outside



# Bispehaven from the inside



# Findings in Bispehaven

- Start: Set the target high!
- “The board of directors”
- Communication: Answer the phone when journalists call
- Be at the forefront of the situation
- Use in-house professionals
- Branding: professional communication consultants has to actually know the area well and also track it closely



# Tingbjerg in Copenhagen

- Built 1955 onwards
- 2200 flats, two orgs.
- Famous architects!
- Stigma, poverty and social unrest
- Gangs
- Active social work
- Three units of management
- Consensus, prolonged planning process



## Tingbjerg before and after









FUCK  
THE  
POLICE

GH MØRTEL

SCANTRUCK

MANITOU

1000 267  
- 190

# Findings in Tingbjerg

- A very long runway
- Bureaucratic management
- Unclear communication lines
- Not at the forefront of situations

# Vejleåparken in Ishøj

- Beginning of 1970's
- 2200 flats, two orgs.
- Stigma, poverty and social unrest
- Often not in employment
- No social worker
- Active day to day housing management
- Municipal involvement



# Vejleparken before and after





# Vejleparken before and after



# Vejleåparken from the outside



# Vejleåparken from the inside



# Findings in Vejleåparken

- A very long runway
- Bureaucratic management
- Unclear internal communication lines
- Not at the forefront of situations
- Incompetent PR
- The municipality takes responsibility

# Image: 10 important issues

1. There is no single formula for success
2. Build the local community
3. Back up the talk with action
4. Be special and innovative
5. Image overhaul takes time
6. Have a strategy
7. Effective organisation
8. Key persons with drive and decision-making competence
9. Professionals with knowledge of the area
10. Tell the good story keep one step ahead of the negative

# References

- [Vestergaard, H & Haagerup, CD 2010 \*Et bedre image: Muligheder og udfordringer i boligområder\*. Socialministeriet. \[Online\]. Available from: <http://mbbl.dk/publikationer/et-bedre-image-muligheder-og-udfordringer-i-boligomraader>](#)
- [Vestergaard, H 2009, \*Evaluering af virkninger af omprioriteringsloven fra 2000: Baggrund, indsatser og resultater i Bispehaven, Vejleåparken og Tingbjerg\*. 1 udg, SBI forlag, Hørsholm. SBI, nr. 2009:14](#)