

The background is a detailed architectural wireframe sketch of a modern building's interior. It shows a large, open space with a complex, grid-like ceiling structure and multiple levels of walkways or balconies. The lines are thin and black, creating a sense of depth and structure.

# Hello!

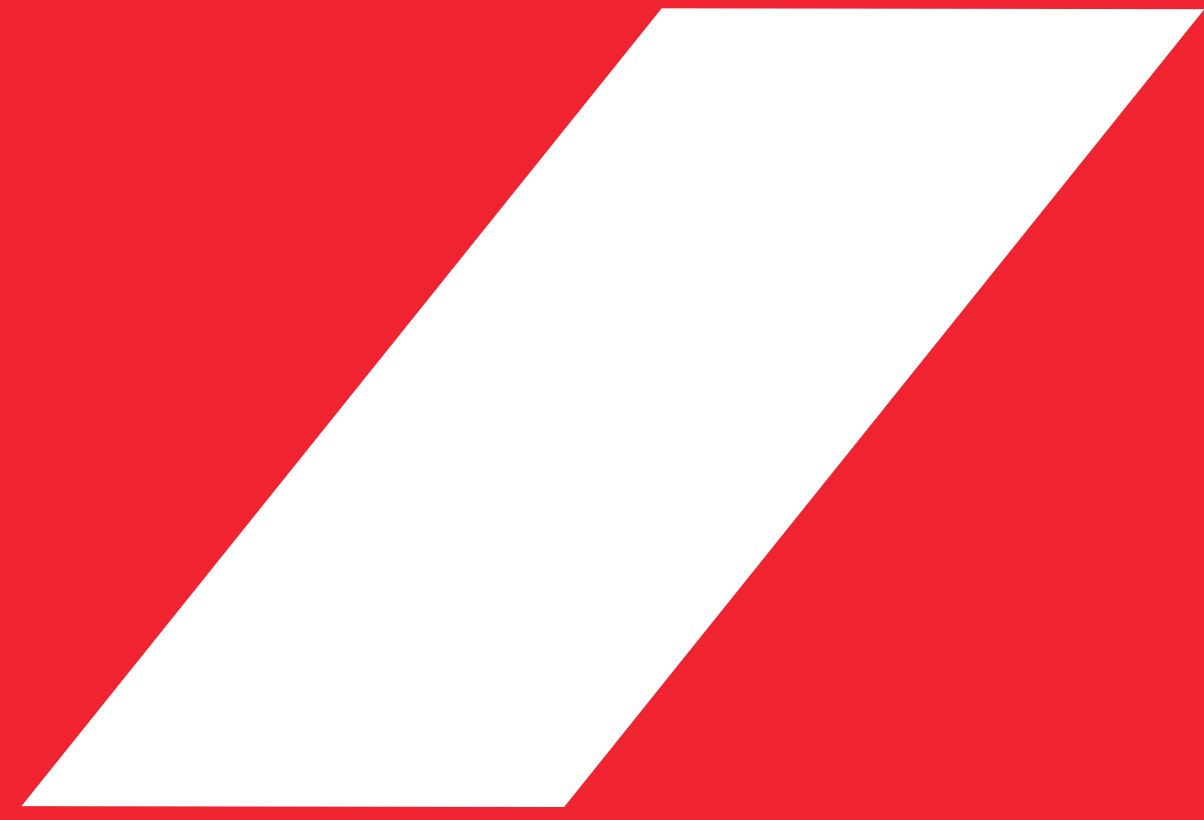
Can a city's district  
perception affect  
real-estate prices?

December 2018

# hiring data

A large, bold red asterisk is positioned in the bottom right corner of the slide, partially overlapping the word "data".





Our mission is to  
transform space  
into a unique  
experience.



District



1980-1990





















HOXTON  
SQUARE N1

ANNEXED

THOMAS FOX & CO  
PROPERTY & SAFE ENGINEERS  
& WOODWORKING  
100-102 BARNHURST  
LONDON E6 3JG  
TEL: 020 7736 1111







Today





# WILLIAMSBURG



# HARLEM







# SHOREDITCH



# РЕСКНАМ







# KREUZBERG



# PALERMO SOHO





Some of the  
most expensive  
real-estate in  
the world



Gentrification



# What is gentrifi- cation?

The process of repairing and rebuilding homes and businesses in a deteriorating area (such as an urban neighborhood) accompanied by an influx of middle-class or affluent people and that often results in the displacement of earlier, usually poorer residents.







## Cheap living

The obvious benefit to living in a gentrifying neighborhood is that land values are depressed and affordable to people who might otherwise be shut out of the property market.

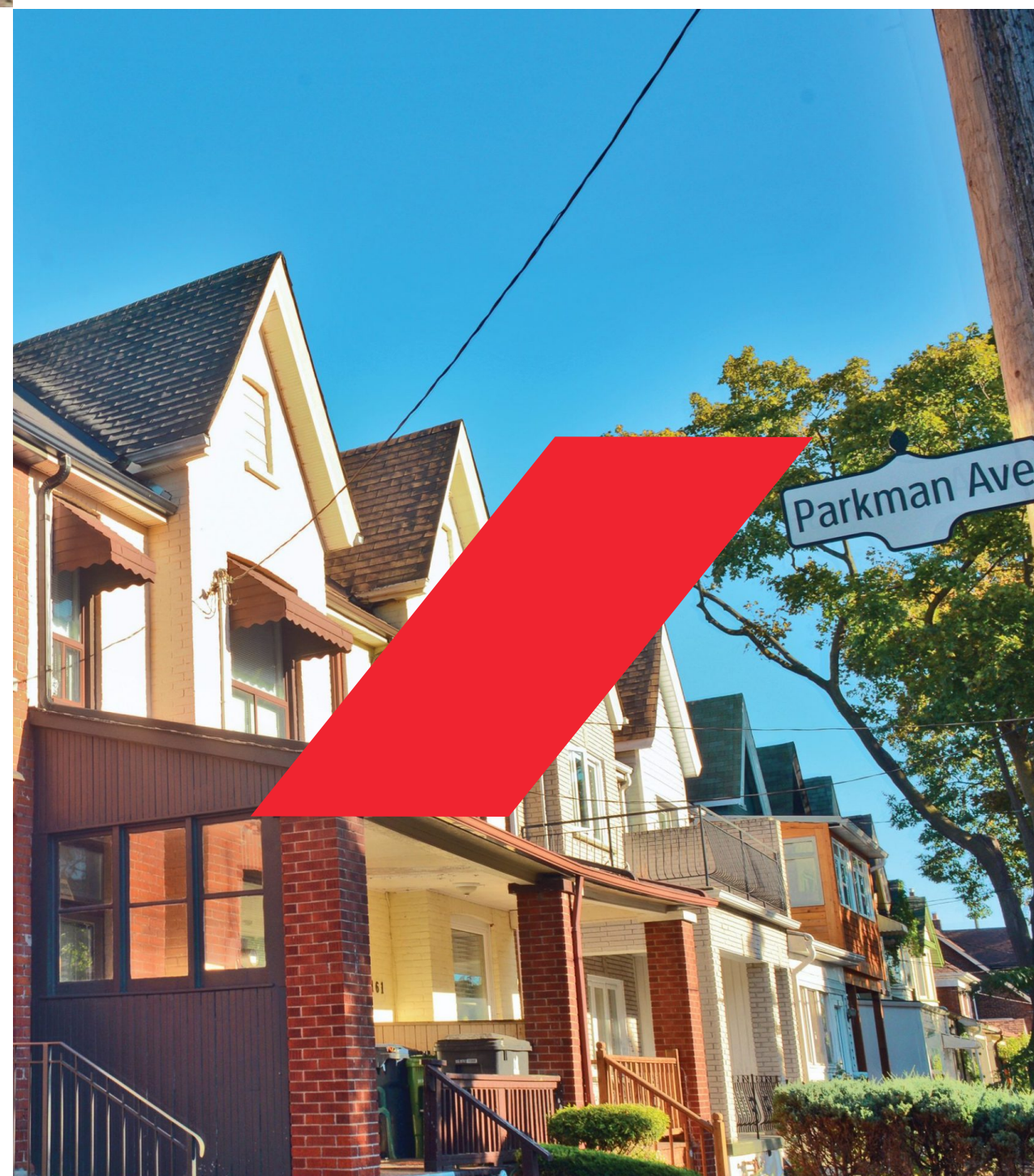


## Quality of life

Inexpensive rent also bring the creative people to the neighborhood, as well as small businesses, before Starbucks opens a location, and marks the neighborhood's complete gentrification.

## Convenience factor

Living near the urban core means being able to walk or bike most places, a shorter commute and easier access to services like doctors and specialty stores.



## Investment potential

In the process of gentrification, rents will go up, and soon a low-cost investment can yield double-digit returns.





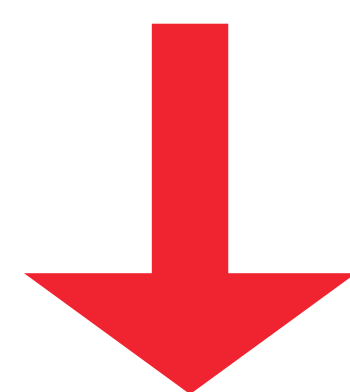


A new study of gentrification shows that the addition of a coffee shop or restaurant in your neighborhood could be an early indicator that housing prices are about to spike.





Big data



Social data





Yelp measures of local business activity, such as prices and user ratings, provide a new way of studying the economy. This data can provide indicators that gentrification is occurring, **forecast an increase in housing prices**, and shed new light on the evolution of the local economy at the neighborhood level in **close to real time**.



# NEW YORK





# Williamsburg 2000-2018

Brooklyn is a well-known hipster hot spot full of trendy neighborhoods, the most hipster of which is Williamsburg.

Bedford Avenue has Williamsburg's main stretch of artisan shops and restaurants.





# Williamsburg 2000-2018

During the past 8 years, average home prices have jumped from a low \$269 to a soaring \$736 per square foot (a **174% increase**)! One of the biggest home sale in the neighborhood is a condo unit at 22 North 6th Street which sold for a whopping \$2,840,918.







LONDON



# Peckam 2016-2018

**Peckham Levels** was once a gloomy multi-storey car park, but has undergone a magical metamorphosis.

Before





# Peckham 2016-2018

**Peckham Levels** now stands tall as a hub of food, music, and culture.





An aerial photograph of a city street in Zagreb, Croatia. The image shows a wide street with several cars parked and driving. On the left, there is a large, multi-story building with a light-colored facade and many windows. In the background, there are more buildings and a clear blue sky. The word "ZAGREB" is overlaid in large white letters across the center of the image.

# ZAGREB



# Trešnjevka 1990-2010

Traditionally neglected Zagreb neighborhood, built mostly as illegal slum at the turn of the last century.

Before





# Trešnjevka 1990-2010

From the beginning of the nineties, square meters of living space and real-estate speculations rule over the urban quality of life.

After





# Sigečica 2014-2018

Post WWII workers  
neighbourhood planned with  
basic quality socialist real-  
estate.





# Sigečica 2014-2018

In the past few years clear signals of social transformation are evident in a rising number of new additions to the social landscape.

After





Branded district



# How to brand a district?

Consistent promise connected to the branded district image has to be clear and without diversions. The more simple and creative the brand promise is, the clearer the message that reaches people will be. Greedy additions to the initial success story can be fatal in the long run.





# NEW YORK







# NOLITA

## **N**Orth of **L**ittle **I**Taly

Most of the longtime (Italian) residents despise the transformation that was forced on the neighborhood by the real estate conglomerates and the media.



# DUMBO

Short for **D**own **U**nder the **M**anhattan **B**ridge **O**verpass, used to be known as Gairville. **B**rooklyn's most expensive neighborhood, as well as New York City's fourth-richest community overall.

# SOHO

## **S**outh **O**f **H**ouston stret

In recent history came to the public's attention for being the location of many artists' lofts and art galleries, but is now better known for its variety of shops.



# TRIBECA

## **T**Riangle **B**elow **C**Anal street

One of Manhattan's most fashionable and desirable neighborhoods, well known for its celebrity residents.





# ZAGREB





# DISTRICT

The newest addition to the Zagreb urban map, uniting the blocks around Marticeva street into a cohesive area. Started as a design store turned into a yearly open air event and almost immediately became a branded district of its own.





Airbnb



# Neighborhoods

[Austin](#)[Bangkok](#)[Barcelona](#)[Berlin](#)[Boston](#)[Buenos Aires](#)[Lake Tahoe](#)[London](#)[Los Angeles](#)[Melbourne](#) NEW[Mexico City](#)[Miami](#)[New York](#)[Paris](#)[Rio de Janeiro](#)[Rome](#)[San Francisco](#)[Seoul](#)[Sydney](#)[Tel Aviv](#)[Tokyo](#)[Venice](#)[Washington DC](#)

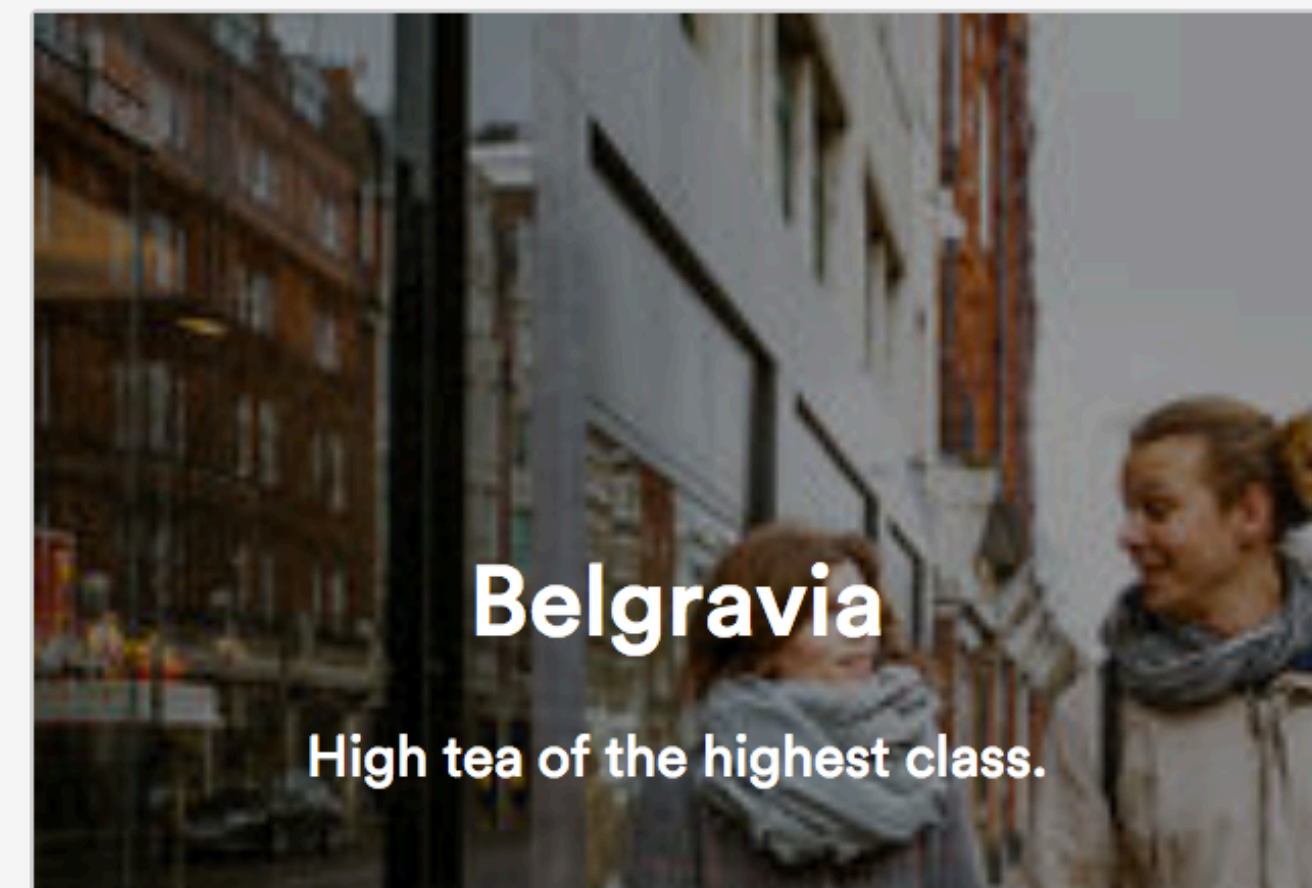
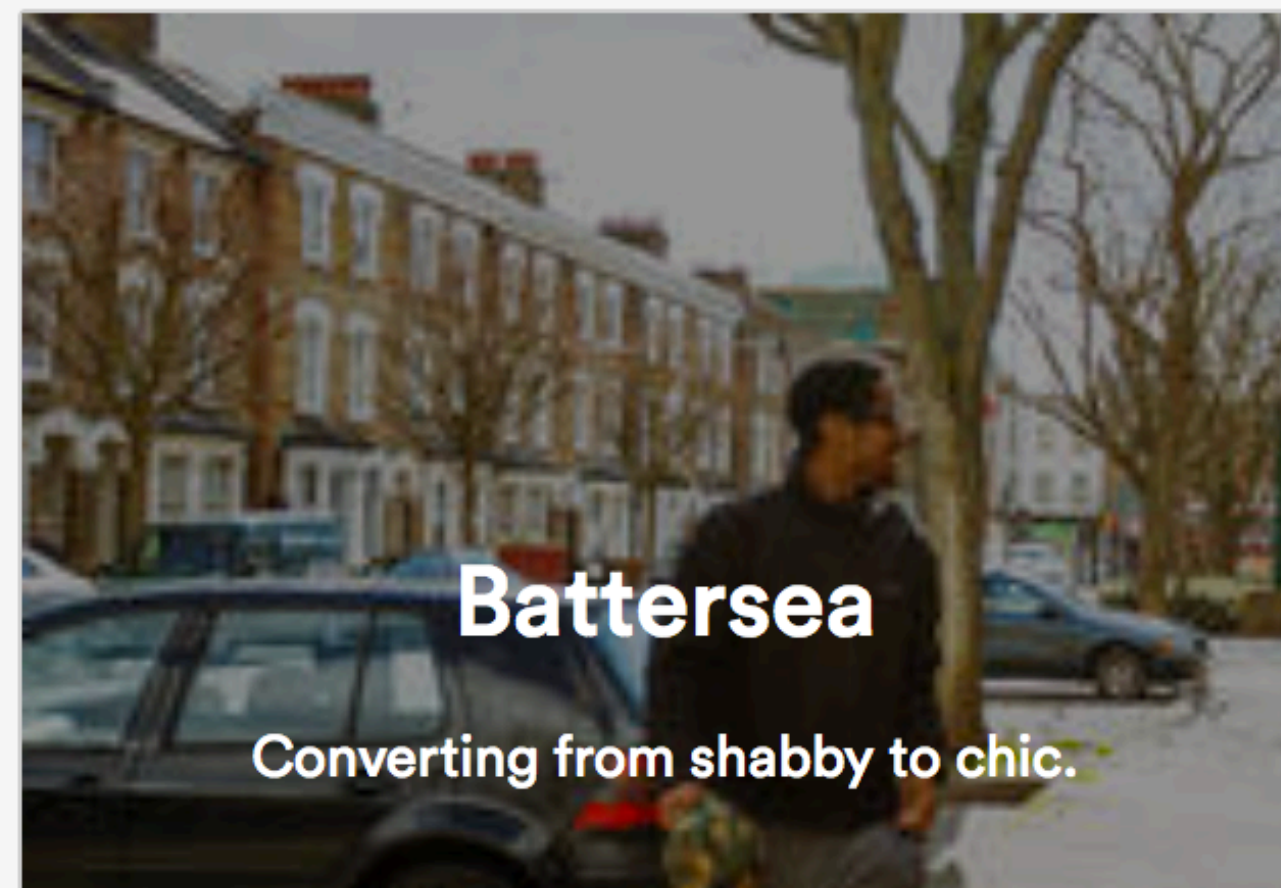
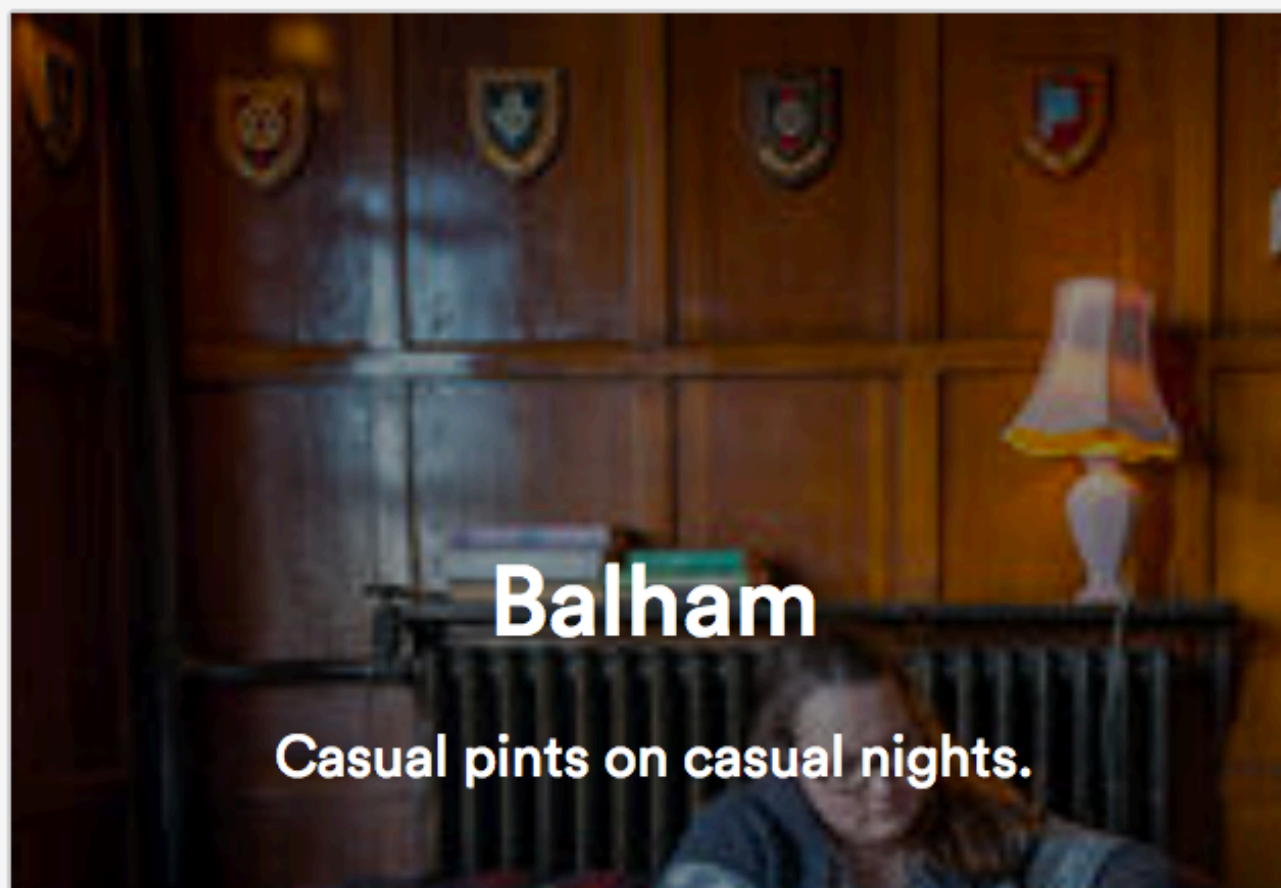


# Find a Neighborhood in London

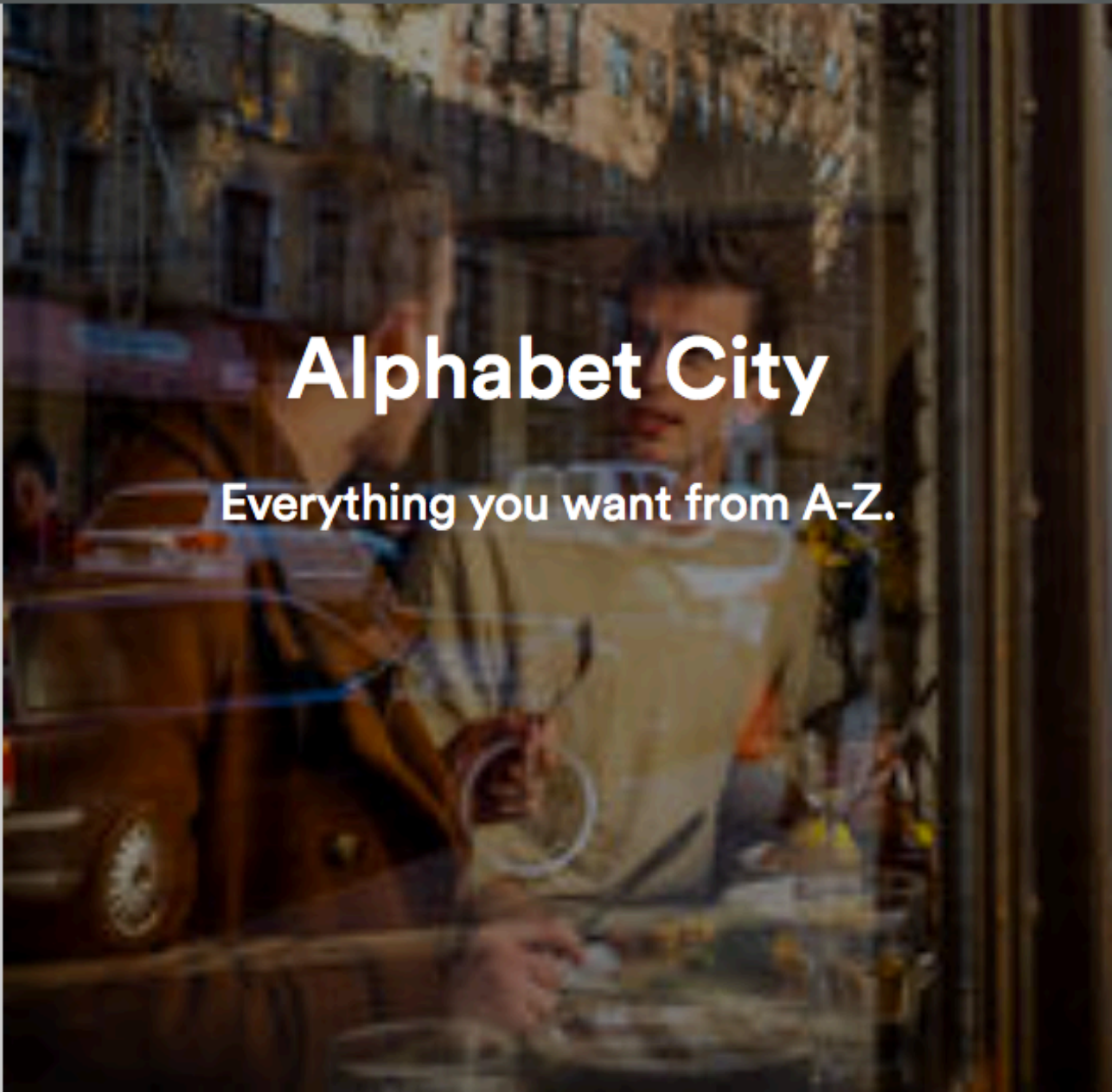
What kind of neighborhood are you looking for?

[Museums & the Arts 15](#)[Shopping 19](#)[Touristy 20](#)[Peace & Quiet 13](#)[Loved by Londoners 18](#)[Dining 23](#)[Great Transit 28](#)[Artsy 12](#)[West End 9](#)[Nightlife 13](#)[Along the River Thames 13](#)

47 neighborhoods. [See all listings](#)







# Alphabet City

Everything you want from A-Z.

Fun • Hip • Trendy • Tompkins Square Park



# Astoria

The king of Queens.

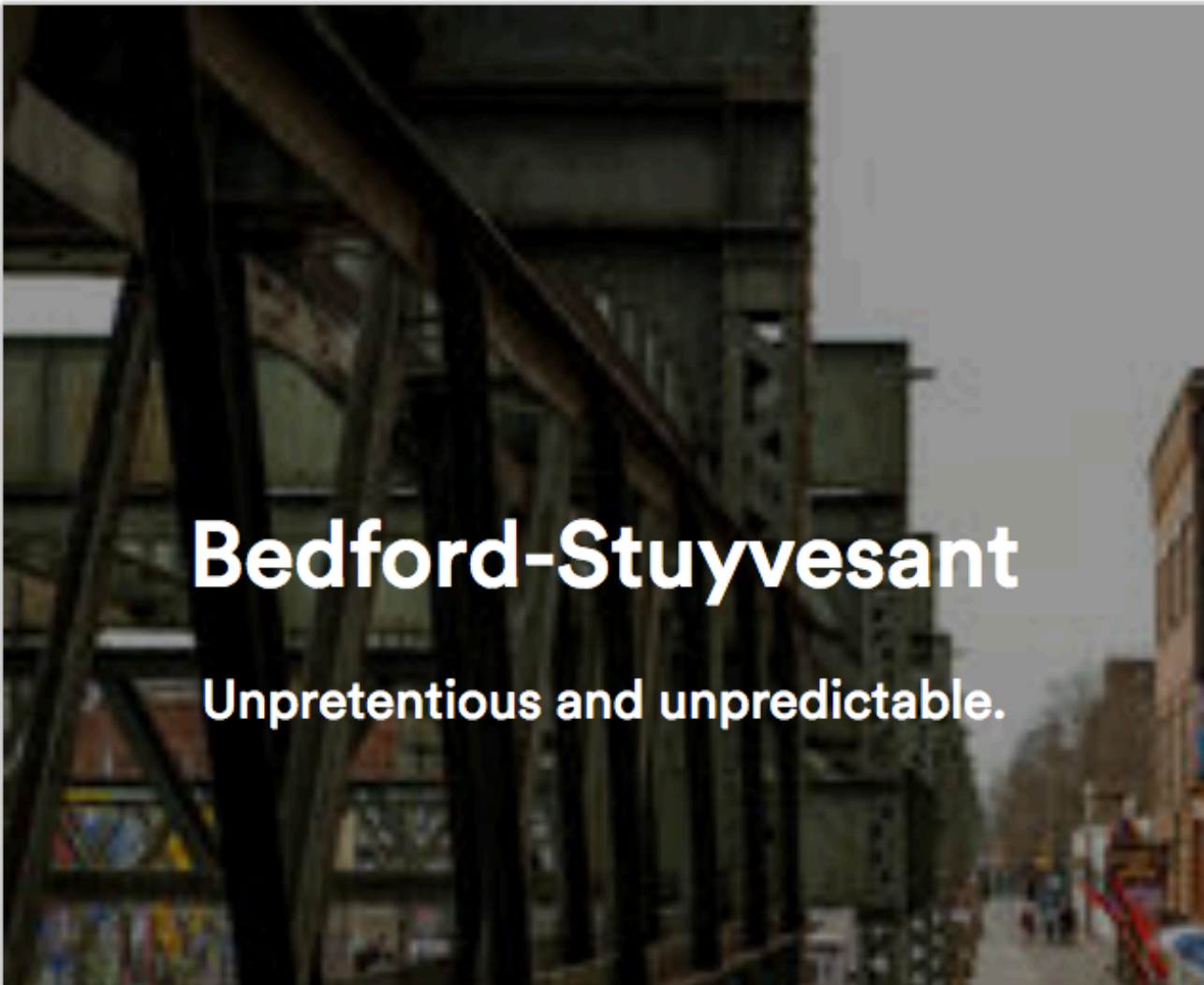
Little Athens • Good Beer Garden •  
Greek Food • Diverse



# Battery Park City

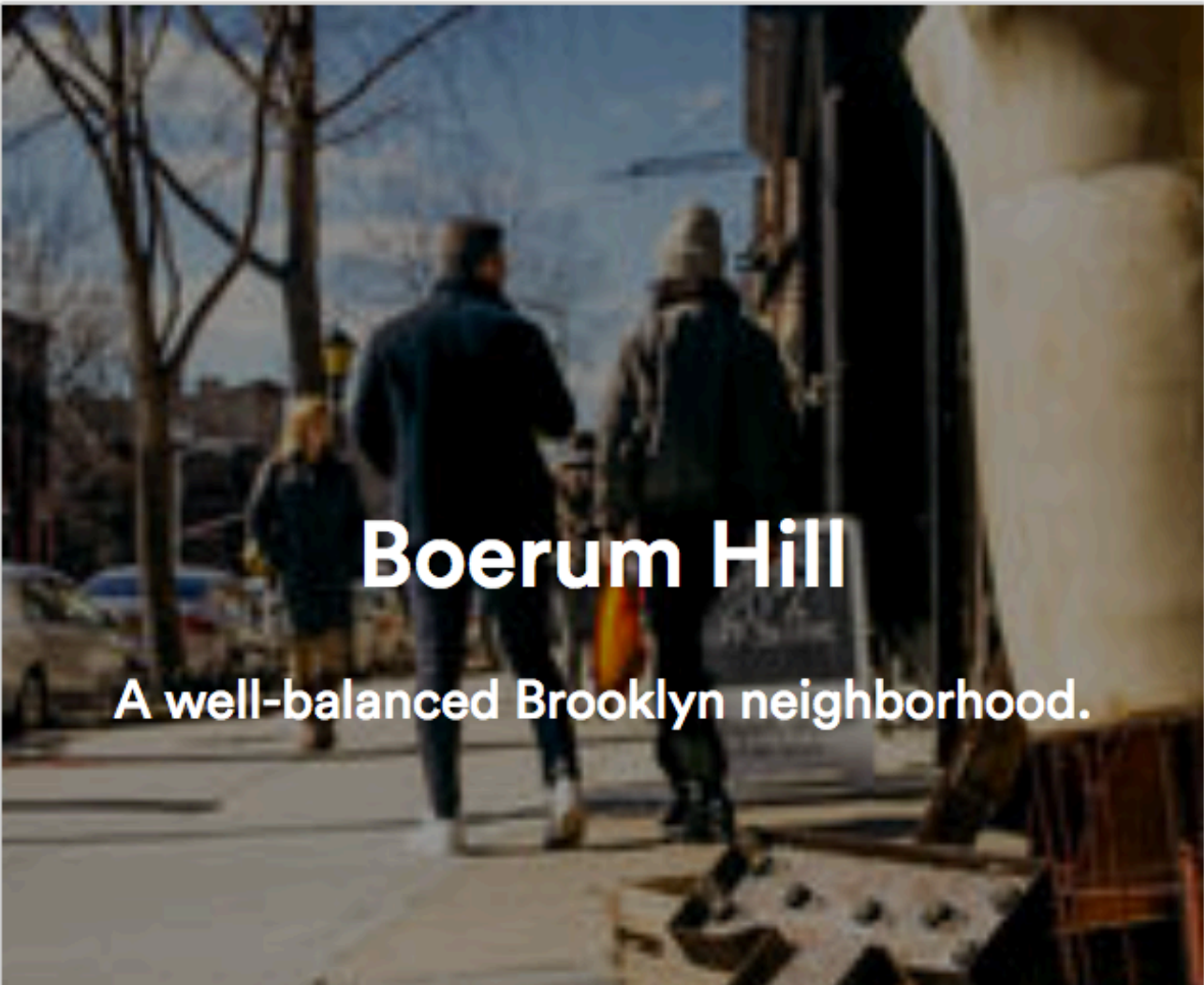
Behold, it's the Statue of Liberty from  
your high-rise's rooftop.

Parks • Waterfront • High-rise •  
Kid-friendly



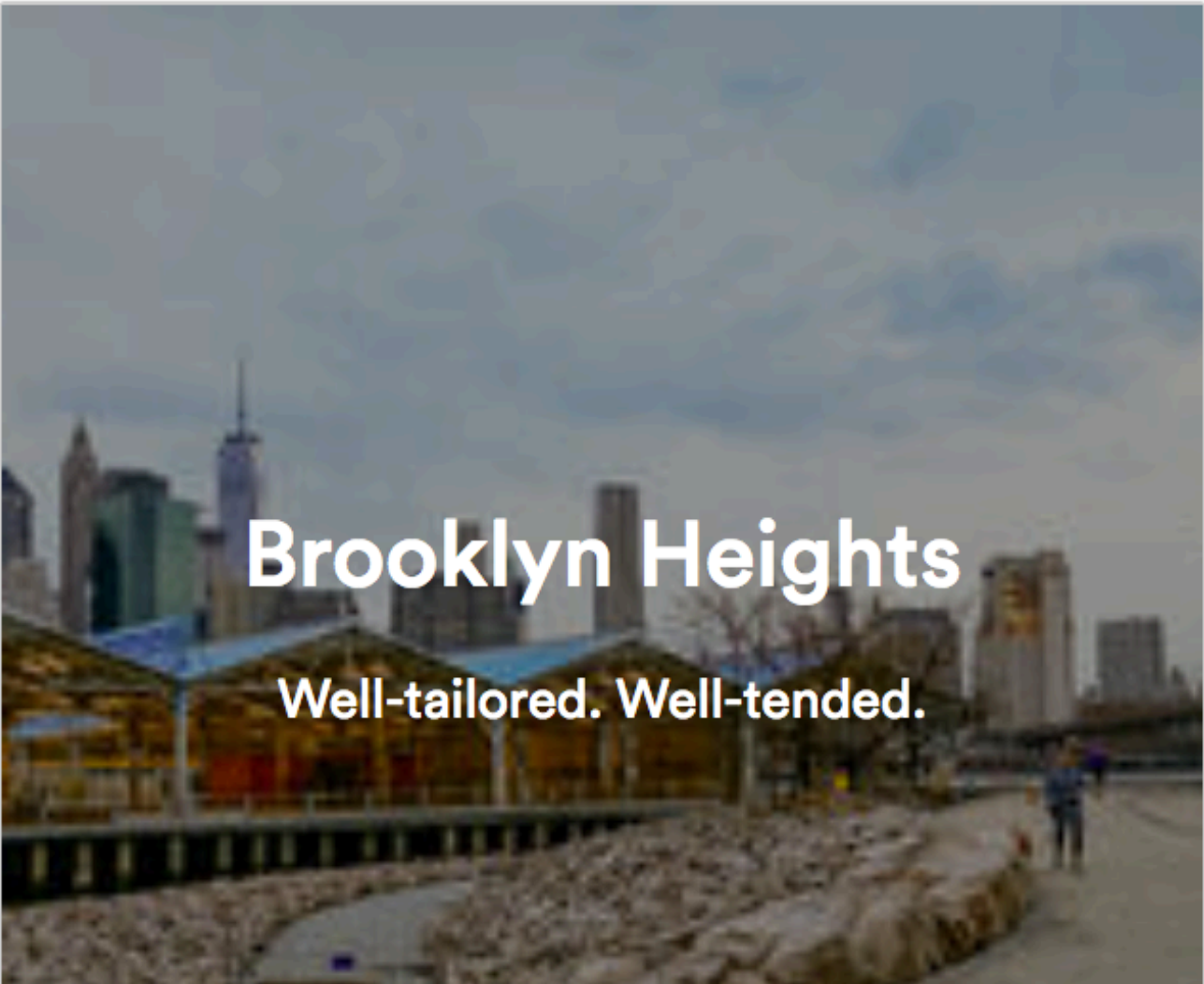
# Bedford-Stuyvesant

Unpretentious and unpredictable.



# Boerum Hill

A well-balanced Brooklyn neighborhood.



# Brooklyn Heights

Well-tailored. Well-tended.





European cities are imposing increasingly draconian restrictions on Airbnb rentals, accusing the US home-sharing platform of exacerbating housing shortages, undermining hotel regulations and encouraging tax evasion.





# Berlin

Each district in the city has its own set of requirements for registration. As a result, only 760 of an estimated 25,000 Airbnb rentals have actually registered.

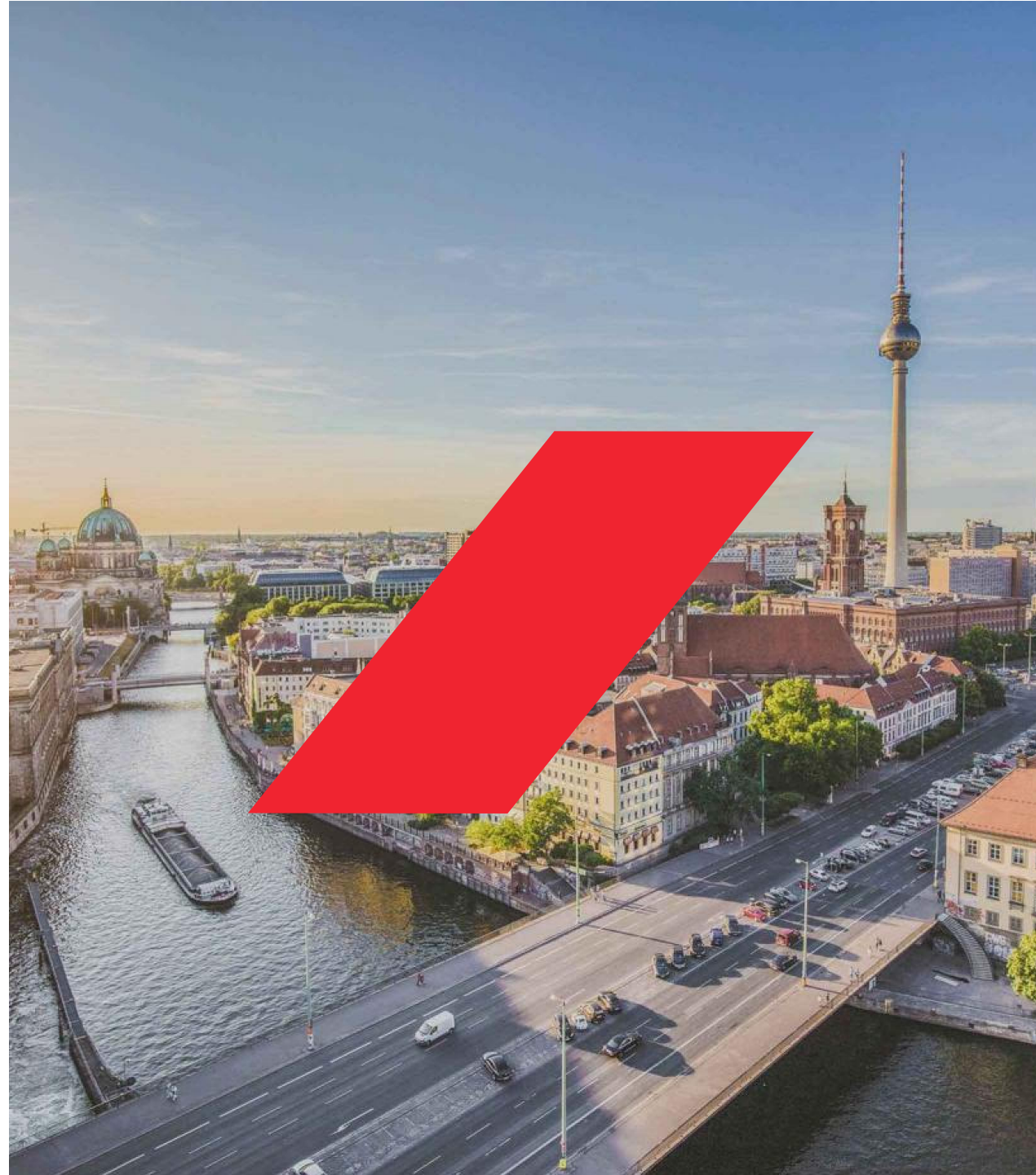


# Copenhagen

Passing on data about renters' revenue and limiting residences to a maximum of 70 days. In return, the Danish government exempts €3,700 equivalent in short-term rental income from taxes.

# Barcelona

Requiring flat owners to register and for Airbnb to provide information on the renters under penalty of a €600,000 fine.



# Amsterdam

Cutting its current maximum of 60 days in half at the turn of the year.





# Airbnb najavljuje sjajnu 2018. godinu: “Zagreb će biti jedan od najtraženijih svjetskih gradova”

Objavio Narod.hr - 10. siječnja 2018. u 22:57

4 0



Scena > Mozaik

ZATVORENO!

29.10.2018. | 20:06

I kulturna splitska konoba pala je u borbi s galopirajućim turizmom, a njezin vlasnik s tugom u glasu zaključuje: Sve je otišlo k vragu!





Branding Zagreb



# TREŠNJEVKA





# STARTUP DISTRICT

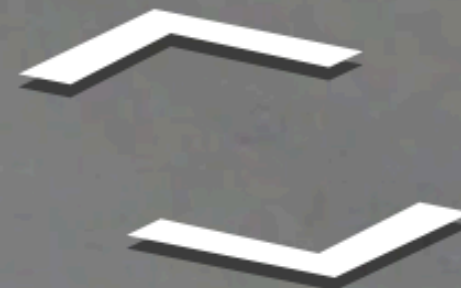
TRATINSKA /  
TREŠNJEVAČKI TRG /  
NOVA CESTA / FABRIKA /  
HUB385





# TRNJE

nska cesta





# ARTIST DISTRICT

TRNJANSKI NASIP /  
TRNJANSKA CESTA /  
SAVICA / MOČVARA /  
JEDINSTVO







WHAT'S NEXT?



# Thank You

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**brigada\***