



INFO-BURST: GROW WITH WARSAW

About Grow with Warsaw

- Open exchange of ideas
- Discussion on the:
 - current and future spatial policy for Warsaw
 - needs of the companies looking to invest
 - Need to create resident-friendly spaces
- Six workshops with six key themes:



We would like to use the experience and ideas of investors and to develop recommendations and systemic solutions for the city's retail strategy."

— **Michał Olszewski**, Deputy Mayor of Warsaw

Partners for Grow with Warsaw

- Architecture and Spatial Planning Department
- Economic Development Department
- City of Warsaw



Universal challenges for cities

Governance framework	Competitive climate	Agglomeration	Attractiveness to talent
Vision, strategy, and coordination Land use, planning system, and density Infrastructure and services	Costs and business investment Tax and regulatory framework Geopolitical risks	Size and scale of internal market Clustered specialisations Institutional engagement	Human capital, liveability, and opportunity Innovation, technology, and enterprise Brand, identity, and destination

Governance framework

- Clear commitment to longer-term development plans
- Co-operation with private investors on infrastructure
- More flexibility in planning and change of use
- Consider value capture models

Governance framework

Vision, strategy, and
coordination

Land use, planning system,
and density

Infrastructure and services

“EDD will form a team that will support investors and lead them through the administrative path, as it is already happening in other cities. Each supported project should have its own official manager.”

Competitive climate

- Speed up processes and partnerships
- Provider “investor-safe” ways of gauging market appetite

Competitive climate

Costs and business investment

Tax and regulatory framework

Geopolitical risks



“The demonstrated capacity of a city to prime itself towards the needs of external investors, by providing a credible and efficient framework and process for external investment, coupled with a development pipeline of bankable propositions and opportunities that meet the specific process, asset, scale, and risk management requirements of the investors.”¹²

Agglomeration

- Models of co-operation for regeneration areas
- Consider the PPP model

Agglomeration

Size and scale of internal market

Clustered specialisations

Institutional engagement

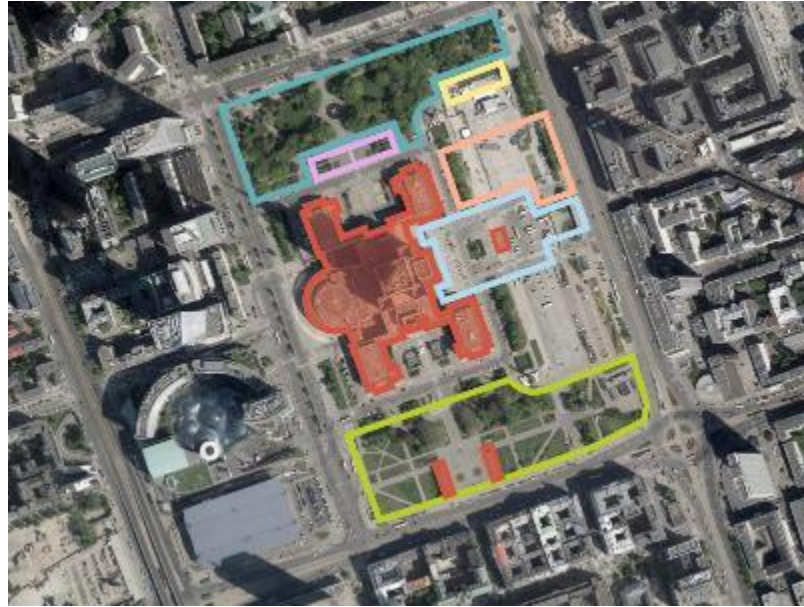
“Urban revitalisation is not only about renovating historic monuments and erecting new buildings, but it also involves building a sense of unity between the local community, entrepreneurs, and the city. Without this unity, the entire urban revitalisation process is likely to fall through.”

— **Marlena Happach**, Director of the Architecture and Spatial Planning Department



Attractiveness to talent

- Revitalisation of retail
- Quality of public space
- Revitalisation of Plac Defilad
- Uses for flexible working



“It seems that the inhabitants of Warsaw are ready for profound changes in the space of the city centre.”

Attractiveness to talent

Human capital, liveability, and opportunity

Innovation, technology, and enterprise

Brand, identity, and destination

Conclusions

- Workshops an effective way to raise critical issues and look at the competitiveness of a city
- City has declared an openness to various co-operation tools
- Pilot programme on a selected part of the revitalised area of Praga Północ
- Defining an action plan that brings together public and private

