

**ADT**  
**AT0**. brussels 

**THE URBAN  
DEVELOPMENT AGENCY**  
FOR THE BRUSSELS-CAPITAL REGION

## PREFACE

For the development of a Region and the challenges this involves, effective operational tools are required. This is why the Government of the Brussels-Capital Region has set up the Urban Development Agency, to which two main areas of responsibility have been entrusted: territorial development and a detailed knowledge of the territory's characteristics.

These two roles are indispensable and complementary. Collecting, using and disseminating data about social and urban change and the functioning of the territory and its urban environment is a vital precursor to identifying strategic approaches for the Government.

Likewise, it is indispensable to translate spatial planning into urban development planning. We know that major urban projects tend to involve a large number of actors from both the public and private sectors, and can take a long time to complete. A facilitator that brings the actors together and takes charge of the timing and the phasing of investments is vital to ensure success.

For large urban projects to run smoothly, the various actors' interests and aspirations need to be reconciled throughout the process. The Agency has the necessary expertise to support and facilitate the concrete implementation of these strategic projects. It is here to serve all who wish to be involved in the development of our Region.

**Charles PICQUÉ**

Minister-President of the Brussels-Capital Region



## A URBAN DEVELOPMENT TOOL FOR BRUSSELS

The aim of the Urban Development Agency (ADT-ATO), which was created on the initiative of the Government (political executive) of the Brussels-Capital Region, is to facilitate:

- understanding of the territory;
- urban development.

Working with the various public and private stakeholders, the ADT-ATO seeks understanding, anticipates, advises, builds consensus and acts on behalf of the Region for the benefit of its inhabitants and users.

### MAKING TERRITORIAL PLANNING POLICY MORE COHERENT

The ADT-ATO functions as a working platform and knowledge exchange forum, with Board members representing:

- at the level of the Brussels-Capital Region:
  - the political executive;
  - the administrative authorities;
  - the public bodies;
- at the local level:
  - the City of Brussels;
  - five municipalities of the Region.



In connection with its work, the ADT-ATO belongs to numerous networks and partnerships at both local and international level.



OUR PRIORITIES:

- to reinforce coherent governance and development in the territory;
- to identify, observe and analyse urban change processes;
- to coordinate the development of strategic areas;
- to listen to and inform actors in the public and private sectors;
- to facilitate exchanges between these actors.

HOW WE ADD VALUE:

- by providing expertise and advice;
  - by coordinating and implementing development policy;
  - by pooling knowledge and good practices;
- through :
- an integrated and sustainable approach that takes account of local social, economic and environmental issues;
  - dynamic, flexible and open working methods;
  - due consideration for the various actors' interests in a manner consistent with the general interest;
  - citizen participation.

VALUES AND COMPETENCIES

The ADT-ATO team combines a wide range of professional expertise and experience. It draws on its membership of international networks and its knowledge of major urban projects in Europe to enhance development processes in the Region.

A MULTIDISCIPLINARY TEAM:







## TERRITORIAL DEVELOPMENT

The ADT-ATO coordinates the development of regional strategic areas as a matter of priority and implements the major urban projects with a regional character that are located there.

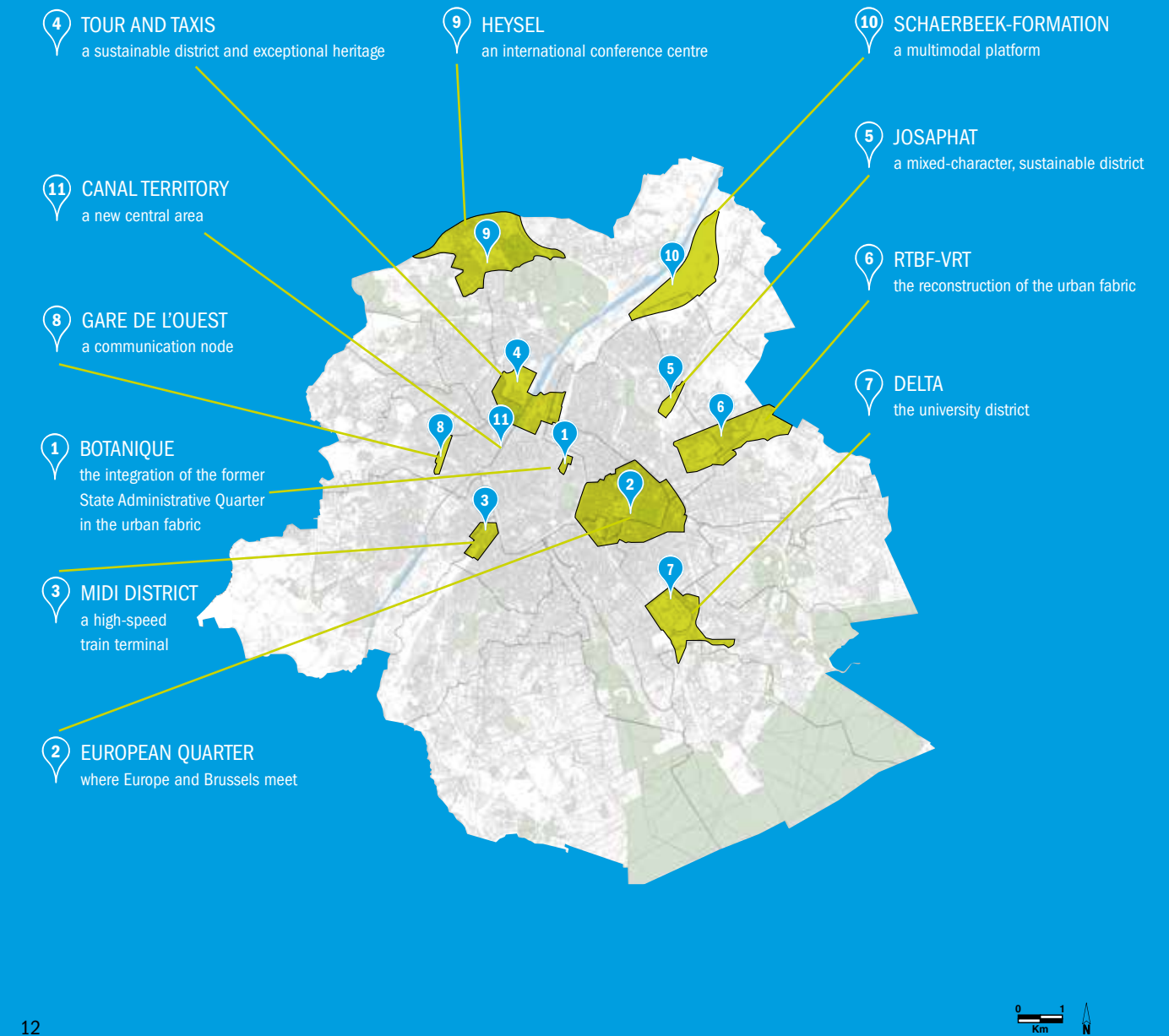
The Agency ensures that the decisions made by the executive are implemented, in particular within the framework of the master plans (Tour and Taxis, the European Quarter, Botanique/former State Administrative Quarter, RTBF-VRT, etc.). These master plans are intended to bring together different parties' interests and aspirations around a high-quality urban development vision. It also conducts studies of and provides support for areas which are not yet part of such a scheme (such as Heysel, the Midi district, the Canal territory, etc.).

## SUPPORTING URBAN PROJECTS

The ADT-ATO acts as an interface between all the parties from the public and private sectors that are involved in the development of a strategic area.

In this role, it is required to:

- facilitate the concrete execution of projects;
- monitor each partner's commitments and the associated deadlines;
- identify opportunities and difficulties;
- devise operational scenarios (mixed investment companies, public-private partnerships, etc.);
- participate in the search for investors and the formation of partnerships between the stakeholders;
- ensure that the projects are in line with sustainable development principles;
- ensure the quality of the projects, in conjunction with the Chief Architect of Brussels (bMa);
- ensure communication and participation.







7 Delta



9 Heysel



2 European Quarter



1 Botanique



4 Tour and Taxis



3 Midi district



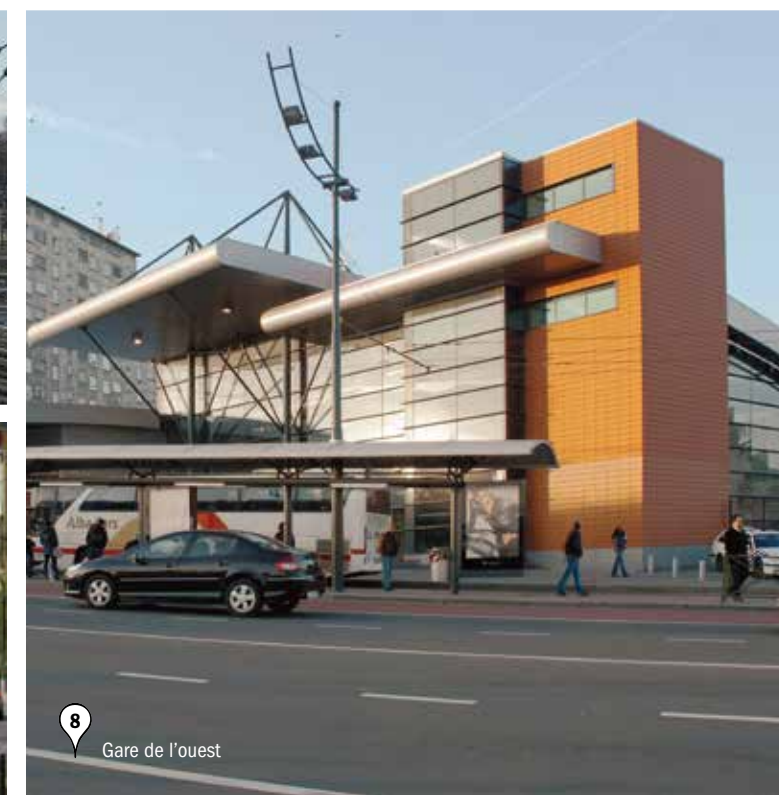
5 Josaphat



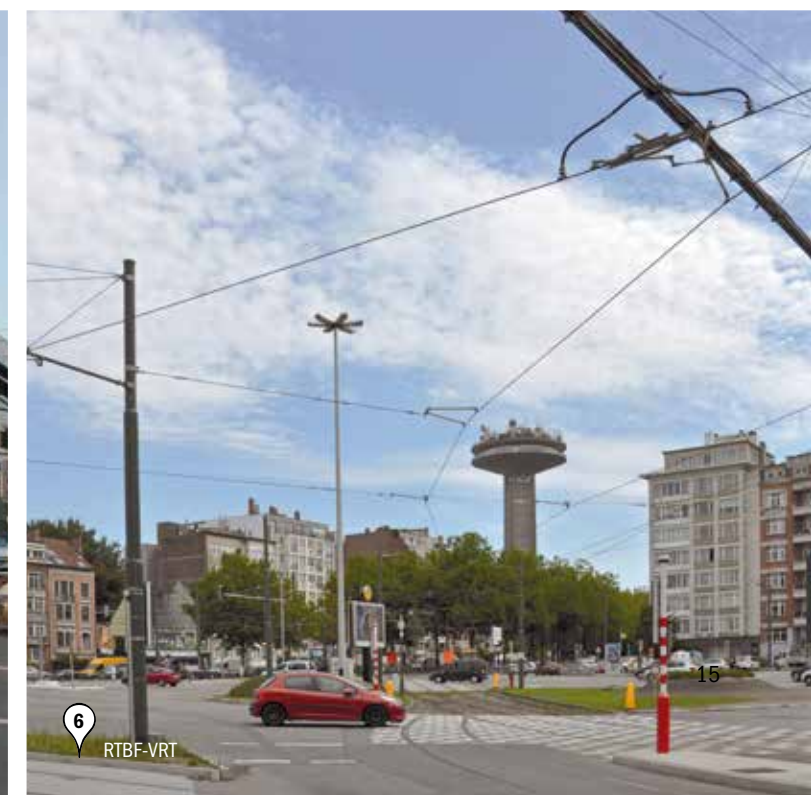
10 Schaarbeek-Formation



11 Canal territory



8 Gare de l'ouest



6 RTBF-VRT





## KNOWLEDGE AND UNDERSTANDING OF THE TERRITORY

The ADT-ATO observes, monitors and analyses developments in the territory. It provides support with the implementation of projects and assistance with decision-making in the short, medium and long term. Thus, it acts as a consultant to the regional Government.

## SHARING KNOWLEDGE

The ADT-ATO seeks to pool together the knowledge acquired by all public- and private-sector actors in order to put forward a shared vision of the territory.

This analytical work enables the Agency to gain a better understanding of the territory and target the actions to be taken in the strategic areas.

## DEVISING THE 2020 CITY PLAN

At the request of the Government (political executive), the ADT-ATO (in collaboration with the regional administrative authorities) is participating in the elaboration of the Regional Sustainable Development Plan (PRDD-GPDO).

The purpose of the Plan is to meet the major challenges that the Region currently faces: demographic growth, social and spatial polarisation, employment, environmental management, internationalisation and urban mobility. It is also intended to create a vision for the territory which integrates all different levels from the metropolis to local communities, and presents a new multi-centric interpretation of the region's space.

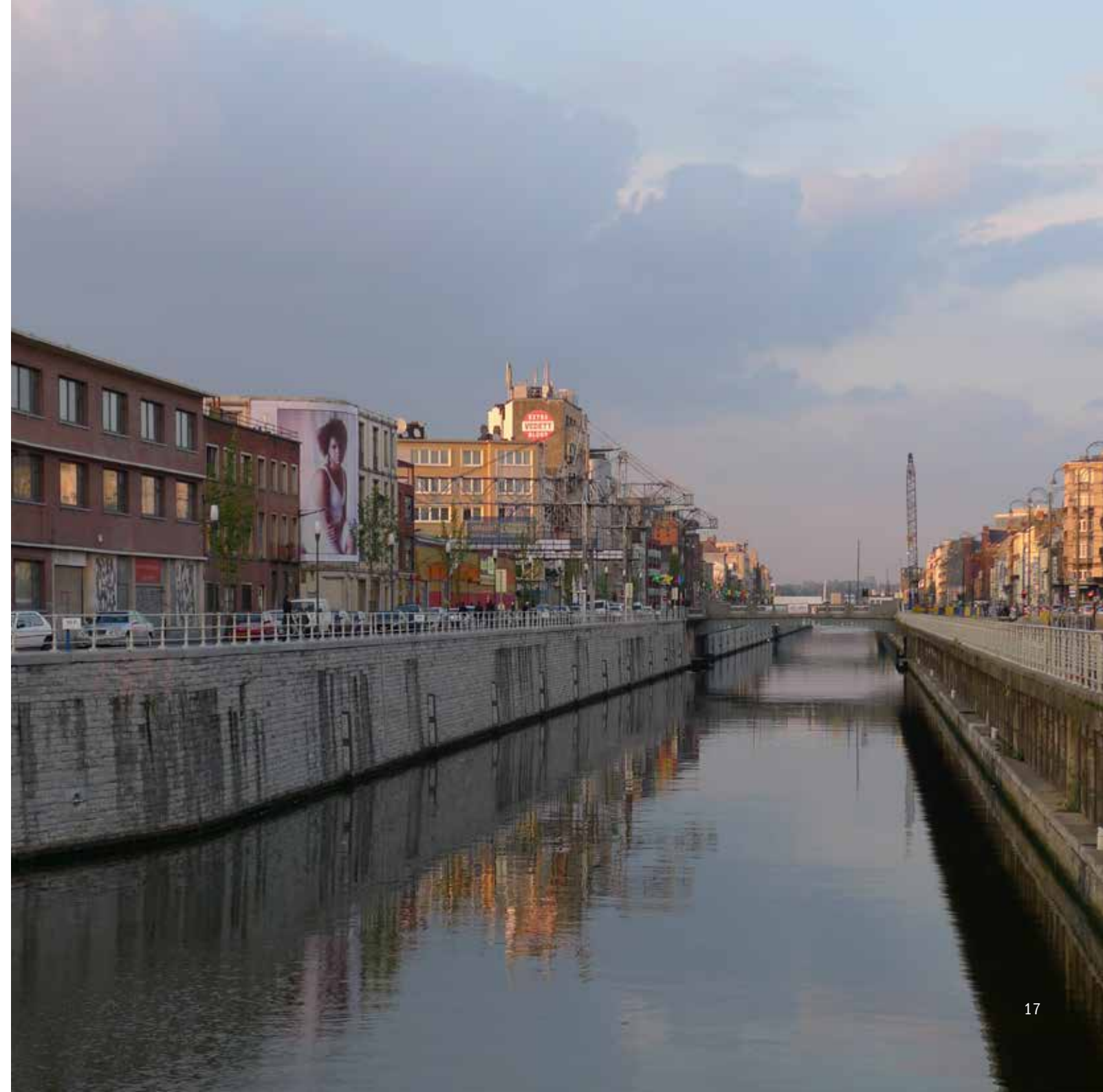
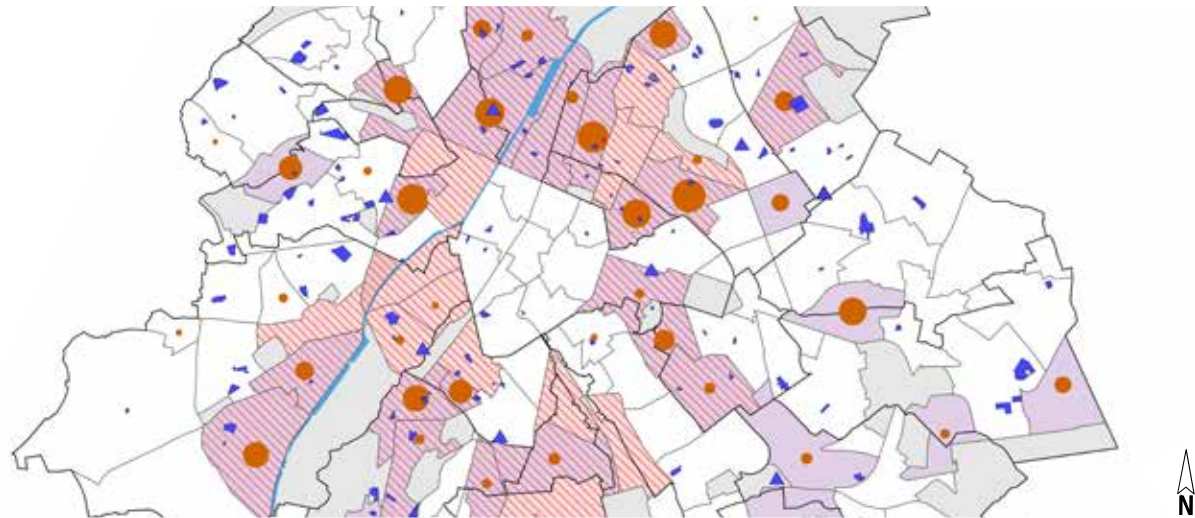


## MONITORING POLICY

The Agency is responsible for promoting the accumulation of up-to-date knowledge about the territory and evaluating implemented policies in the light of that knowledge. It identifies challenges and the required adaptations that they entail.

Firstly, the Agency monitors developments in specific districts, in the strategic areas and in the metropolitan area. It analyses their causes and alerts the authorities to the changes that need to be made in priority development areas.

Secondly, it anticipates emerging trends in Brussels, drawing inspiration from good practices used in other European cities.





## URBAN MARKETING

Europe and the Region have decided to invest some 160 million euros in the development of the Canal territory\*, via around thirty projects implemented over the period 2007-2013.

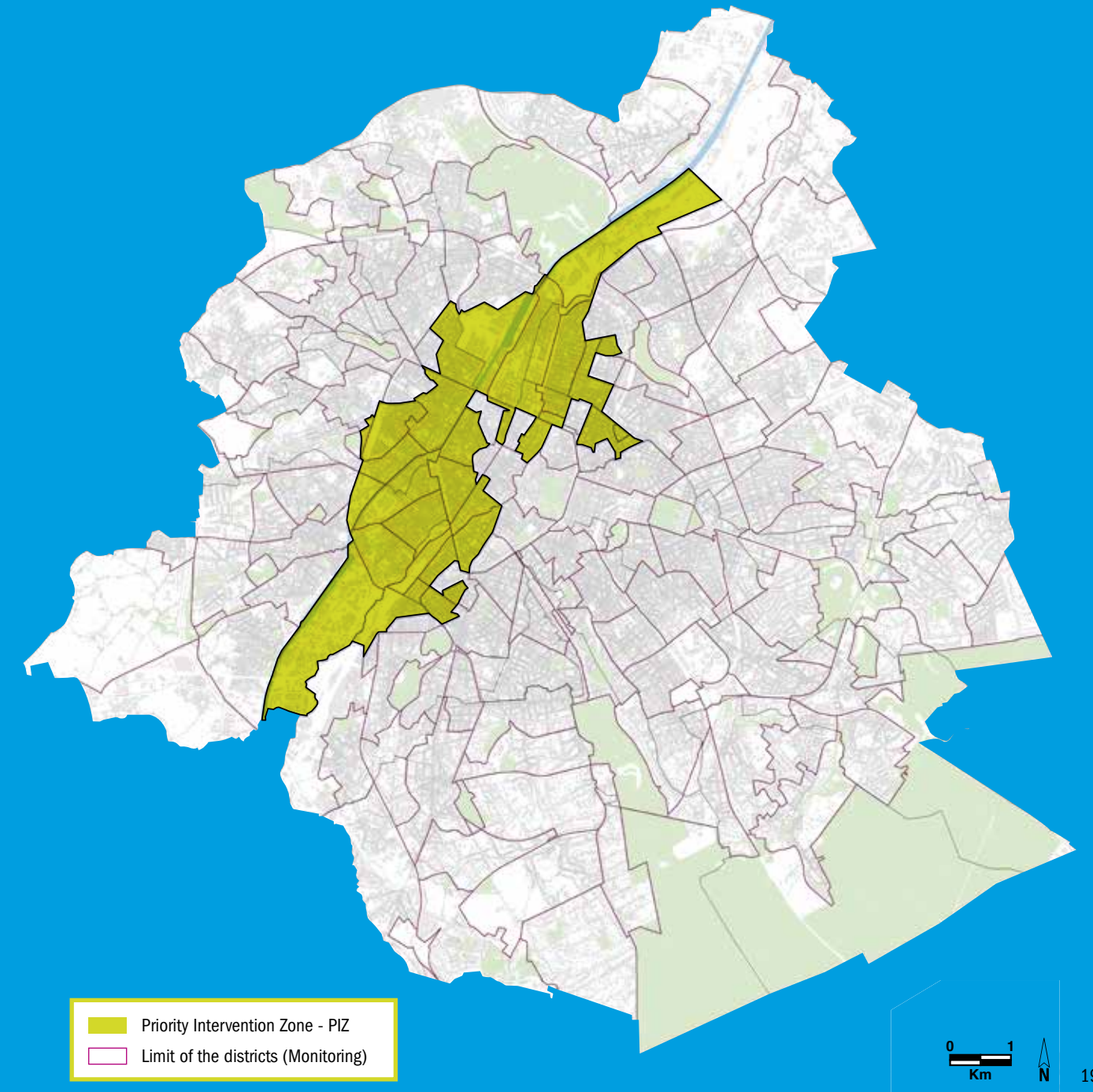
### THE CANAL TERRITORY: NEIGHBOURHOODS IN THE HEART OF THE CITY

The ADT-ATO is coordinating the Urban Marketing project, which aims to showcase the territory. In particular, the project involves publicising the Canal territory's potential and its current strengths, as well as the various public- and private-sector initiatives involved in its development in the past, now and in the future.

The Urban Marketing project brings together the 19 main public-sector local and regional actors working on urban renewal and economic development of the Canal territory. Together, they form a platform with a shared vision of the introduction of a new dynamism in this territory. The project is also mobilising private operators, civil society organisations and local people.

For more information: [www.bruplus.eu](http://www.bruplus.eu)

\* To be more precise, the Priority Intervention Zone (PIZ), see map, p.19.





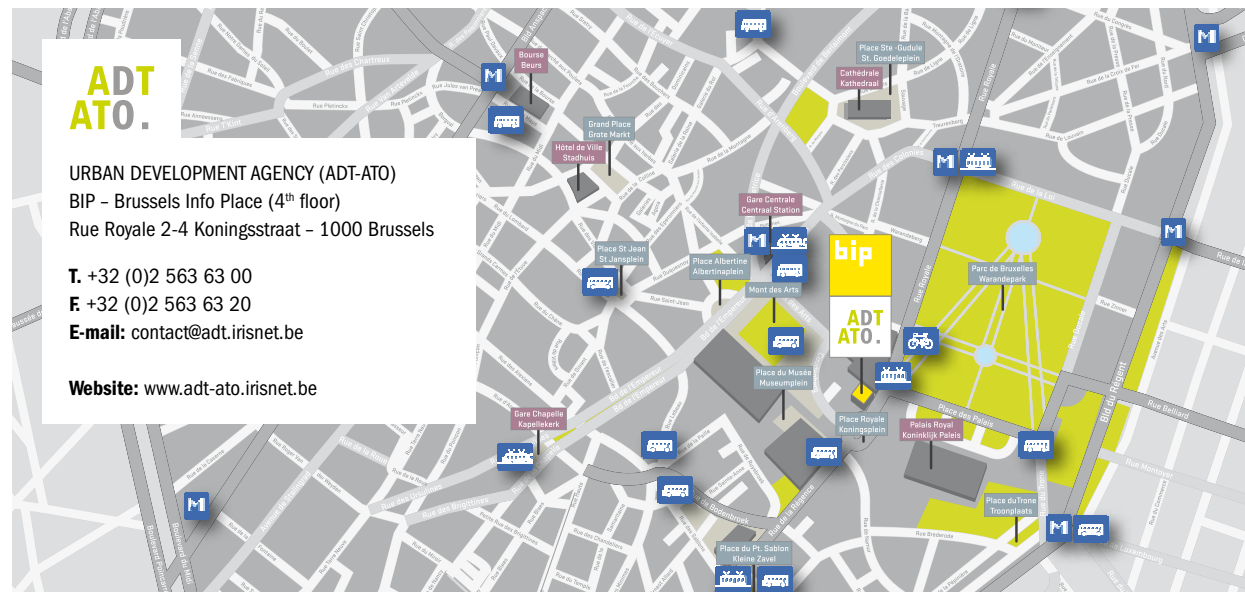
## DYNAMIC COMMUNICATION

As a resource and expertise centre, the ADT-ATO informs the decision-makers and a broad public. It organises exchanges of views and reflection at events such as study mornings, colloquia, lectures, and so on.

The ADT-ATO has an extensive readership for its work and publications:

- via its newsletter
- on its website, [www.adt-ato.irisnet.be](http://www.adt-ato.irisnet.be)

## OUR PREMISES: LOCATED AT THE HEART OF THE REGION



## REGION DE BRUXELLES-CAPITALE

An initiative of the Government of the Brussels-Capital Region

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## NOTES





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