



AtAdlerAdvisory

Appraisal La marina de Valencia

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Executive Summary

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Strengths

- Strategy – Aim, scope, novelty, pillars of direction (maritime, business, public use and knowledge)
- Flexibility from short-term contracts
- Harbor management tendering – lean business focus
- Stringent and conservative financial forecast

Strengths

- Recent projects & media attention
- Resources – stakeholders EDEM, Bankia, Heineken, built environment, the harbor
- Partnership with unorthodox stakeholders such as local, national and international universities

Improvable aspects

- Communication – English, Executive Summary, key numbers, communication as a neighborhood, transparency
- Time-tables and prioritization
- Public space – size, use, barriers, management, missing illumination: no connection, car dominance, no designation areas

Improvable aspects

- Stakeholders synergies plan – organization provides stakeholder groups with the chance to actively participate in development, involves outside stakeholders of neighborhood association
- Public access from the outside
- Parking space monetarization
- Transparency and knowledge creation

Suggestions

- Focus on sustainability – Partnership with Solar and Wind-power providers to create renewable energy, battery storage

Suggestions

- Nemo's Garden - underwater food production with the oceanographic as a partner institute
- Alternative inclusive finance projects, e.g. Getho and kickstarter
- Zoning changes to increase density
- Pedestrian crossing Vels-i-Vent
- Active knowledge creation and transparency

Transparency and use-of-knowledge

- Limited scientific knowledge about waterfront renewal
 - Known pitfalls: transport access, large-scale, long-term projects
 - Impact on productivity of firms, tourism revenue, city visibility, wellbeing of neighborhoods and housing prices unknown
- Observations crucial

Transparency and use-of-knowledge

- Theory, Pareto improvement for stakeholders
- Data sources – conventional from pedestrian counting, survey data from all stakeholders, media coverage, tourism and firm statistics
- Open data access
- Build knowledge network with knowledge institutions
- Feedback to local business stakeholders and prospective clients