

ADT  
ATO.



**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 changes 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 NEW URBAN DEVELOPMENT TOOL FOR BRUSSELS

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

- improve knowledge and understanding of the city;
- facilitate the development of the key strategic zones;
- contribute to the territory's harmonious development for the benefit of its inhabitants, businesses 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;

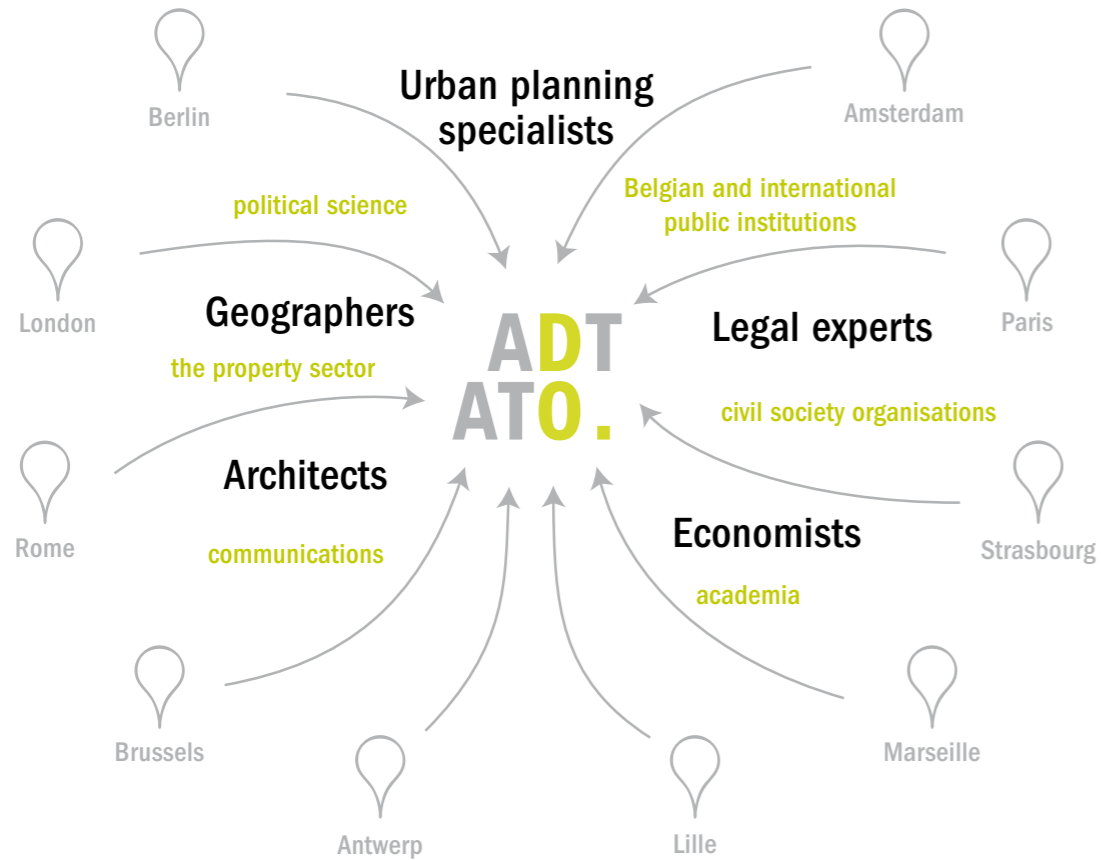
through :

- 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

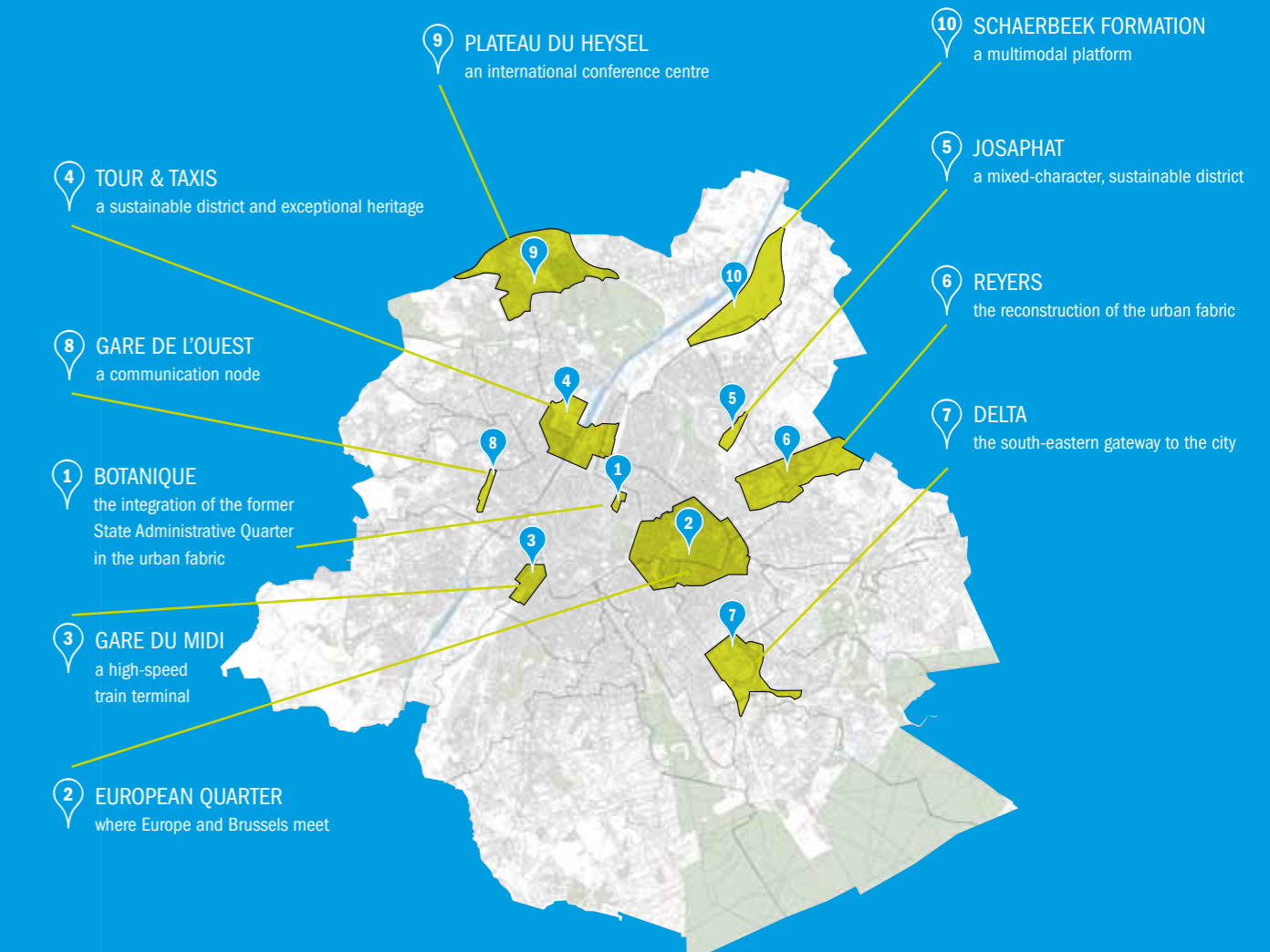
The ADT-ATO coordinates the development of regional strategic areas as a matter of priority (Tour & Taxis, the European Quarter, Botanique/former State Administrative Quarter, Reyers, Josaphat, etc.). The Agency ensures that the decisions made by the executive are implemented, in particular within the framework of the master plans. These master plans are intended to bring together different parties' interests and aspirations around a high-quality urban development vision.

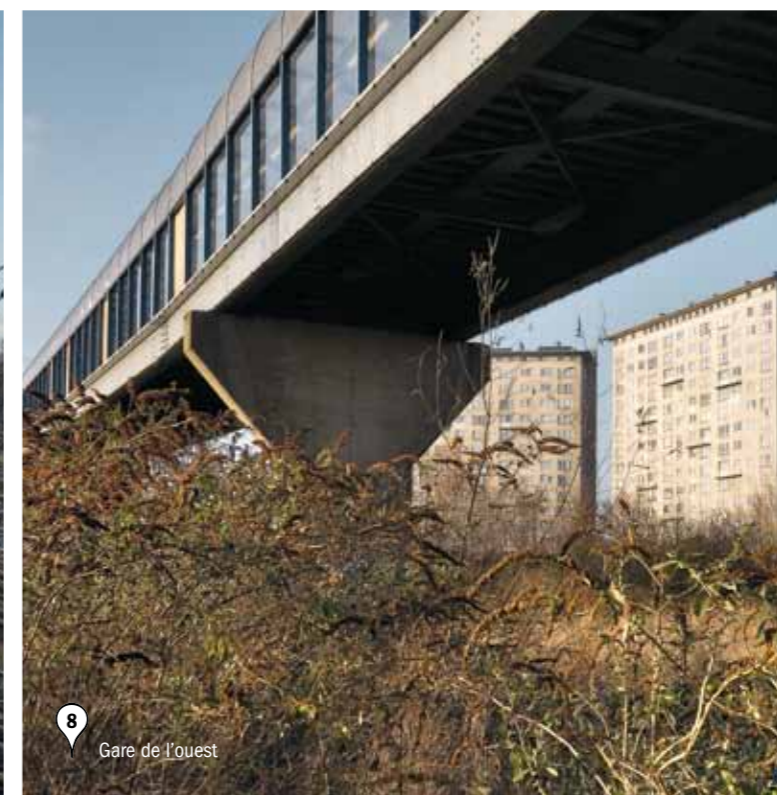
### SUPPORTING URBAN PROJECTS

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;
- ensure communication and participation throughout the process.







## KNOWLEDGE AND UNDERSTANDING OF THE TERRITORY

The ADT-ATO observes and analyses the territory and its socio-economic development in particular.

### 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 its Territorial Development Department to gain a better understanding of the territory and target action more effectively.

### DEVISING THE 2020 CITY PLAN

The Government (political executive) of the Brussels-Capital Region has asked the ADT-ATO to be one of the participants (in conjunction with the Research and Planning Department of the Administration of Urban Planning and Housing, AATL-BROH) in the definition of the Regional Sustainable Development Plan (PRDD-GPDO).

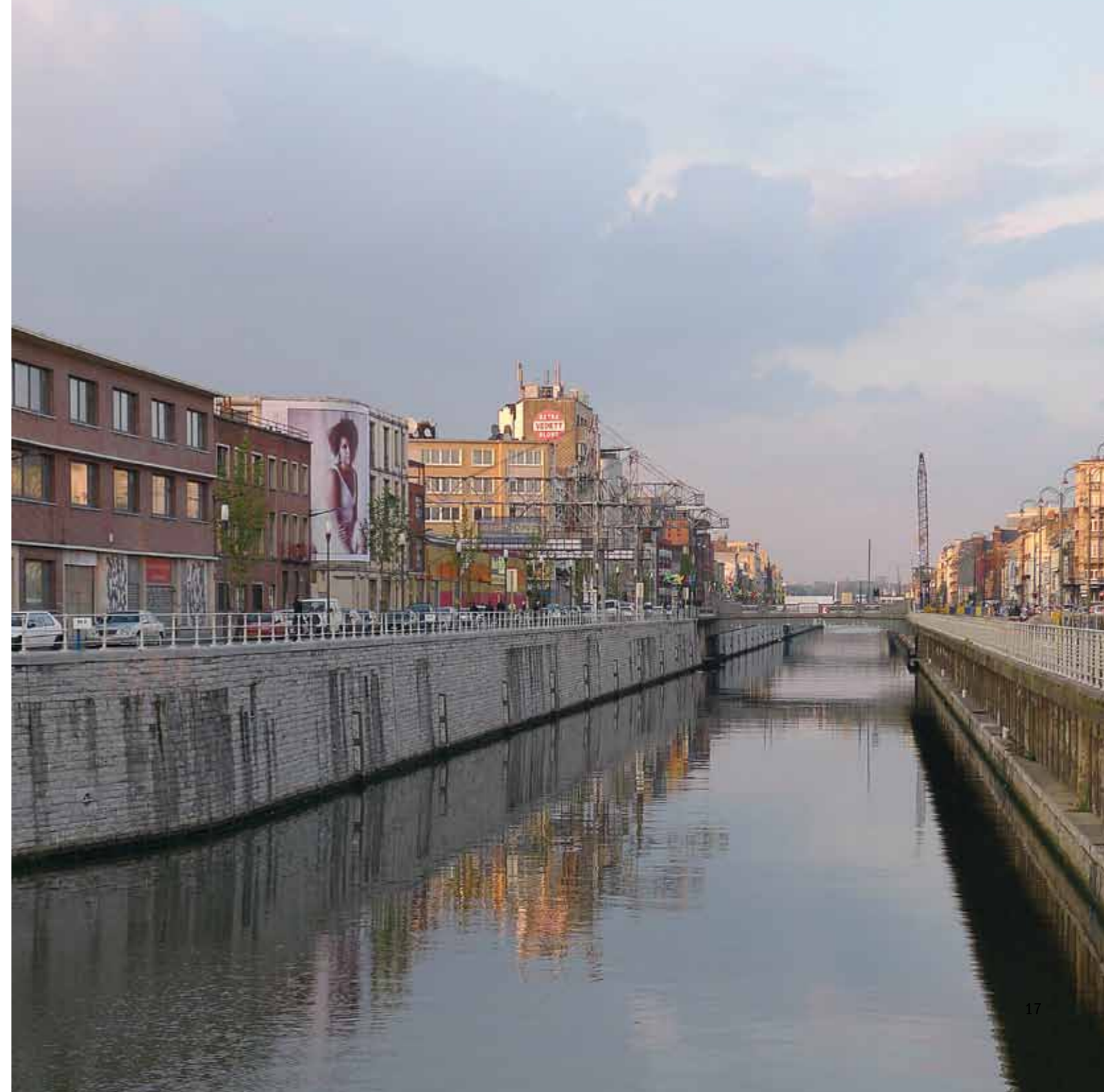
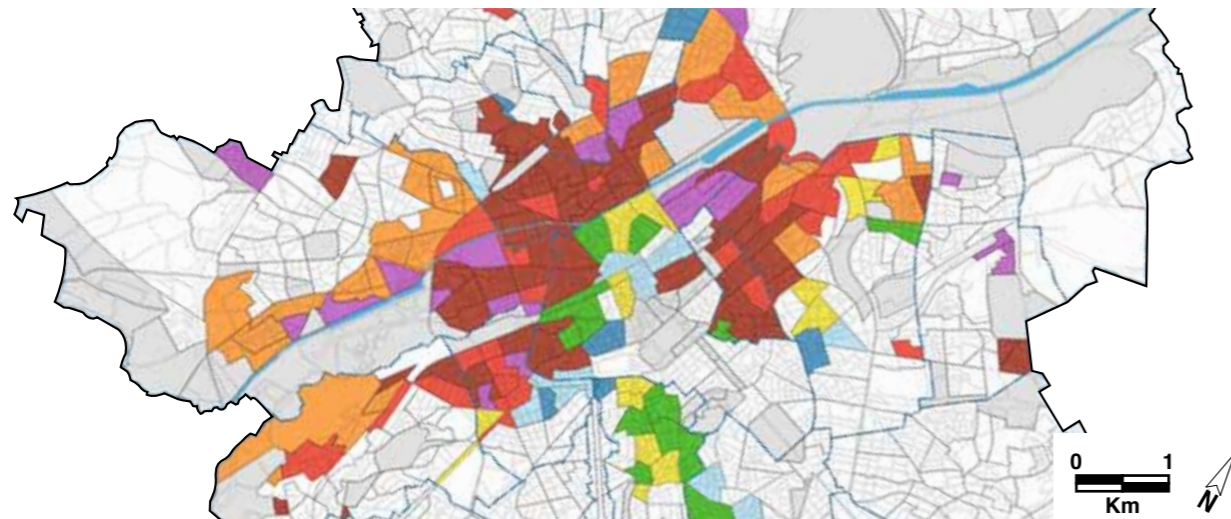
The PRDD-GPDO will set targets and action priorities aimed at increasing the availability of jobs, housing and facilities, defining the direction of new urban regeneration programmes, enabling businesses to develop, etc. These targets and priorities are defined in conjunction with key public- and private-sector players in Brussels.

## MONITORING POLICY

The ADT-ATO is responsible for accumulating up-to-date knowledge about the territory and evaluating implemented policies in the light of that knowledge. In consultation with the political executive, it defines new issues and the adaptations that need to be made to respond to the challenges they present.

Firstly, the Agency monitors developments in specific districts 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.



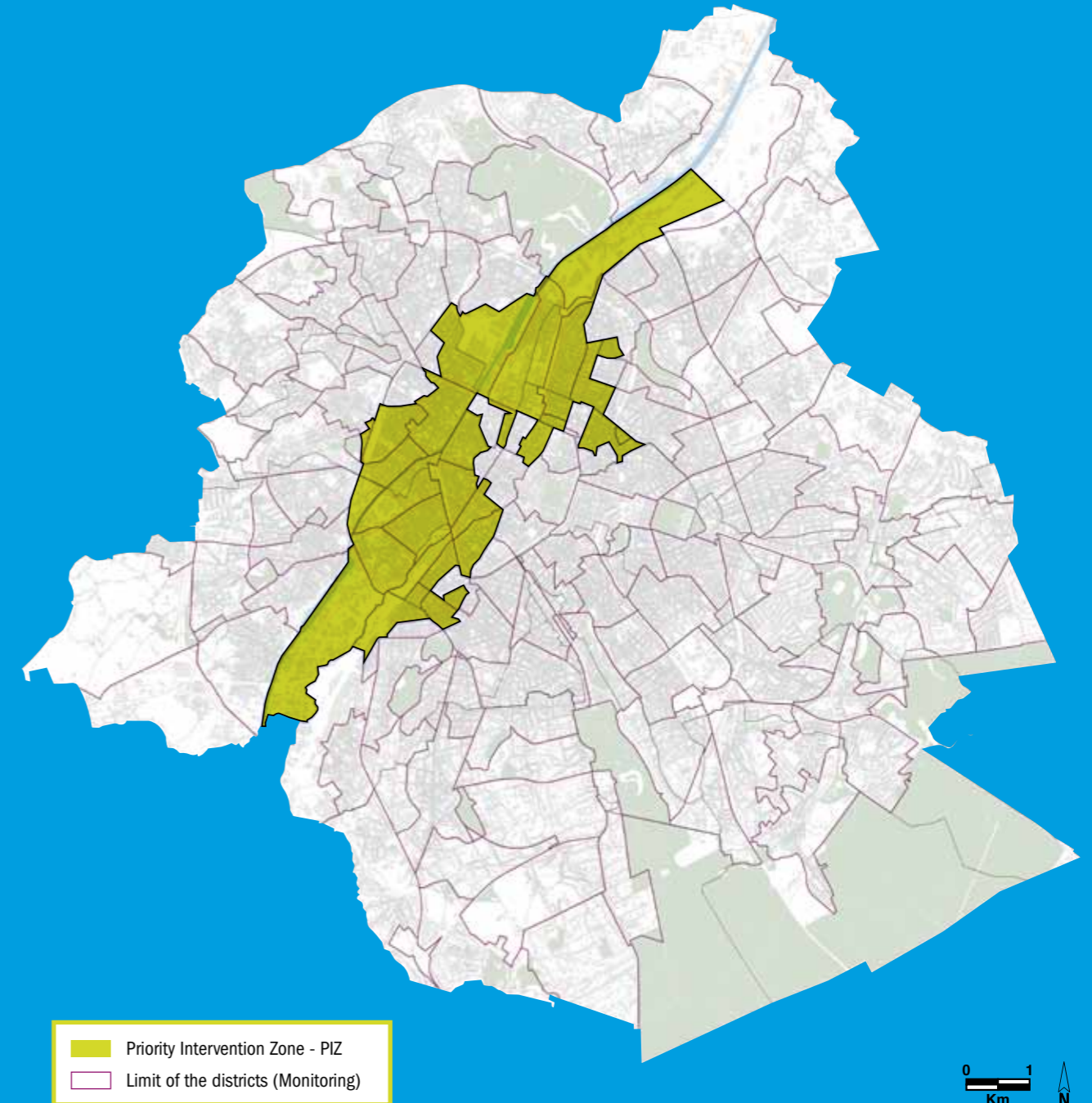
## URBAN MARKETING

For the period 2007-2013, Europe and the Region have decided to invest 160 million euros in those neighbourhoods whose socio-economic situation is the weakest. Together, these constitute the 'Priority Intervention Zone' or PIZ.

### NEIGHBOURHOODS AT THE HEART OF BRUSSELS IN NEED OF PROMOTION

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

The Urban Marketing project brings together the 17 main public-sector actors working on urban renewal and economic development in the PIZ. Together, they form a platform on which to build a shared vision of the territory's development. The project is also mobilising private operators, civil society organisations and local people. It aims to spotlight and publicise the key drivers of development, involving all the stakeholders.



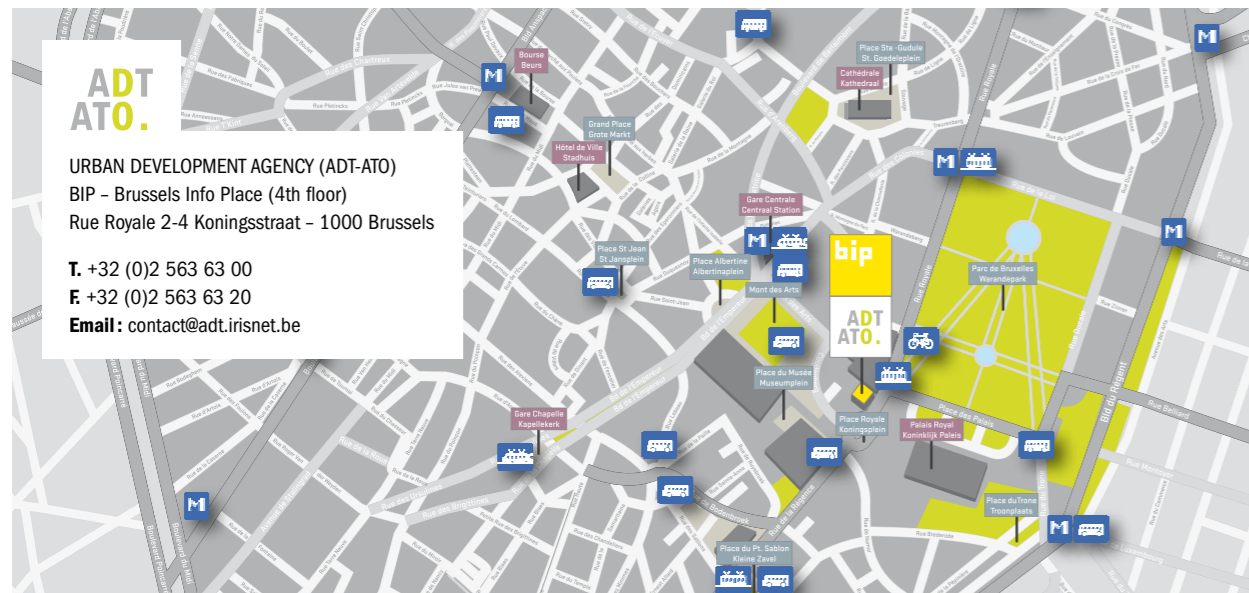
## DYNAMIC COMMUNICATION

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 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



an initiative of the Government  
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