



TACKLING THE HOUSING CRISIS IN TERRASSA



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Who are we?



UNIVERSITY
OF TRENTO



kaunas
university of
technology



TUHH
Technische
Universität
Hamburg



OVERVIEW OF THE PRESENTATION

00. INTRODUCTION

- Methodology.
- General data on Terrassa's situation.

01. URBAN GENTRIFICATION

- Data on Terrassa demarcation and current crisis.
- SWOT analysis and solutions.

02. YOUTH EMANCIPATION

- Overall challenge and definition of YE.
- Social co-housing Proposal.
- Methodology Proposal.

03. RENTAL MARKET

- Trends and comparison with similar cities.
- Analysis of the potential target audience and strategic plan.
- Social housing suggestions.
- Strengthening social policy making.
- Sustainability assessment.
- Terrassa 2.0, an alternative proposal.

04. CONCLUSION

- Conclusion, greetings and final remarks





INTRODUCTION

METHODOLOGY AND OVERALL DATA



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Methodology

01. ACTION RESEARCH

designed and implemented collaborative research with different stakeholders.

02. COLLABORATIVE AND INTERDISCIPLINARY WORK

collaborated with students from different backgrounds and developing an interdisciplinary approach.

03. FORMULATION OF LOCAL POLICIES

gained experience in formulating solutions for local housing problems.

Pre-mobility online **meetings with experienced faculty members**

Mobility week at UAB:

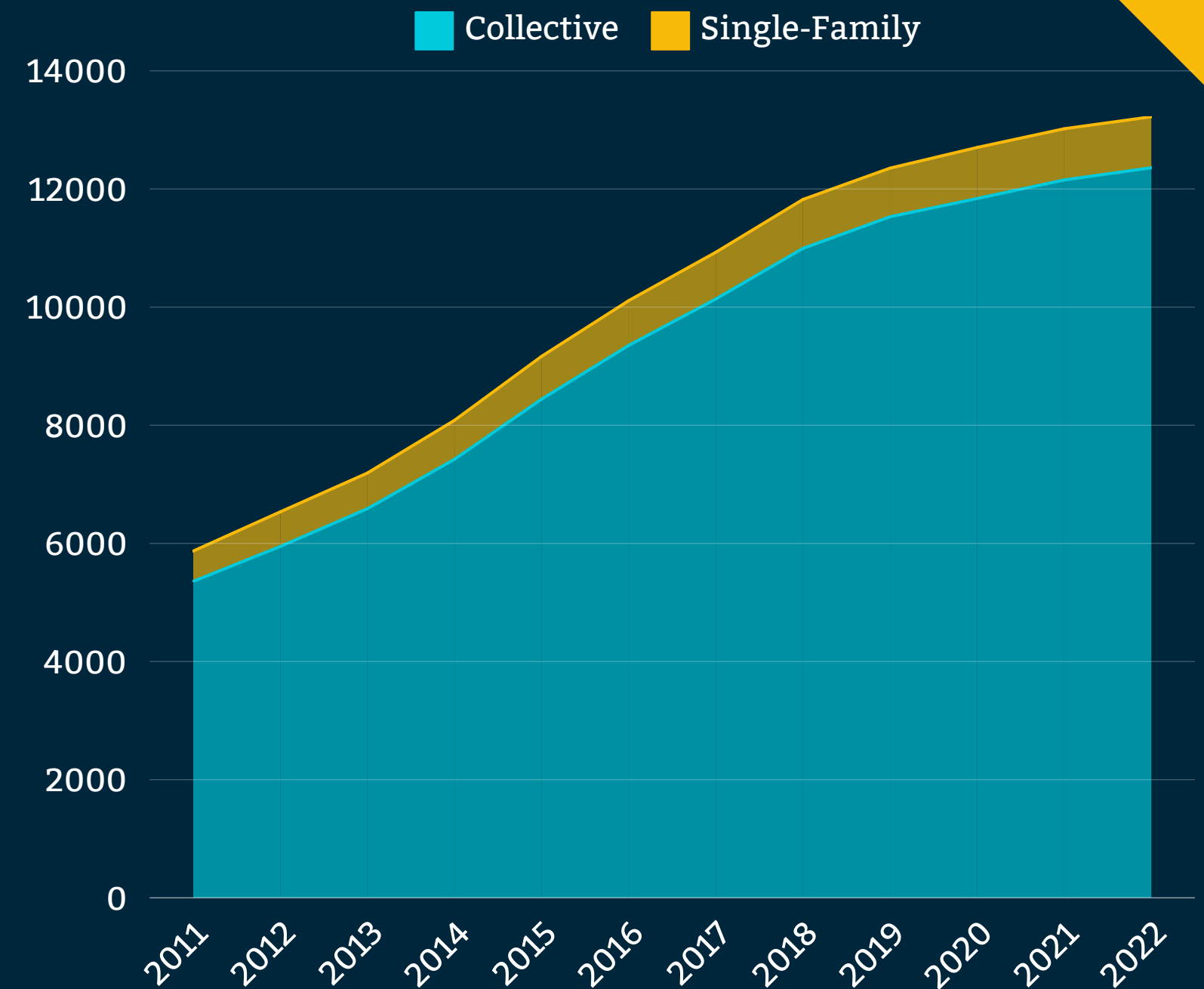
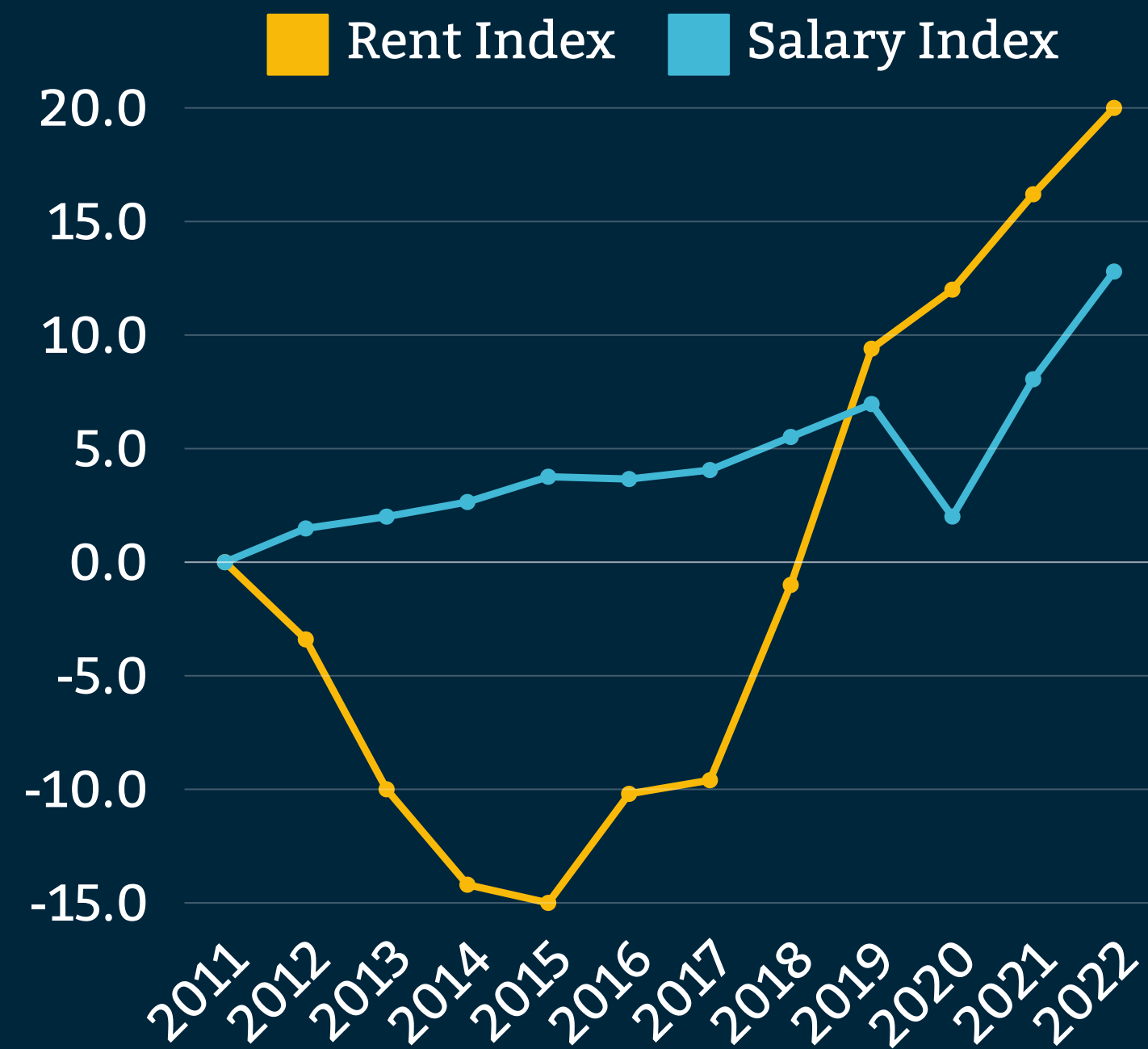
- **closely worked with Terrassa's representatives** to gather data on housing situation in Terrassa
- group work on **three different issues**:
 - urban gentrification
 - rental market
 - youth emancipation

Mobility week final group-presentations at **Diputació de Barcelona**

Online meetings to further develop proposals and design the final presentation and report

Final work presentation to Terrassa's City Council

GENERAL HOUSING AND AFFORDABILITY TRENDS IN TERRASSA



ACTORS AND THEIR ROLE IN THE RENTAL MARKET



594

housing units owned
by Banks

MOST

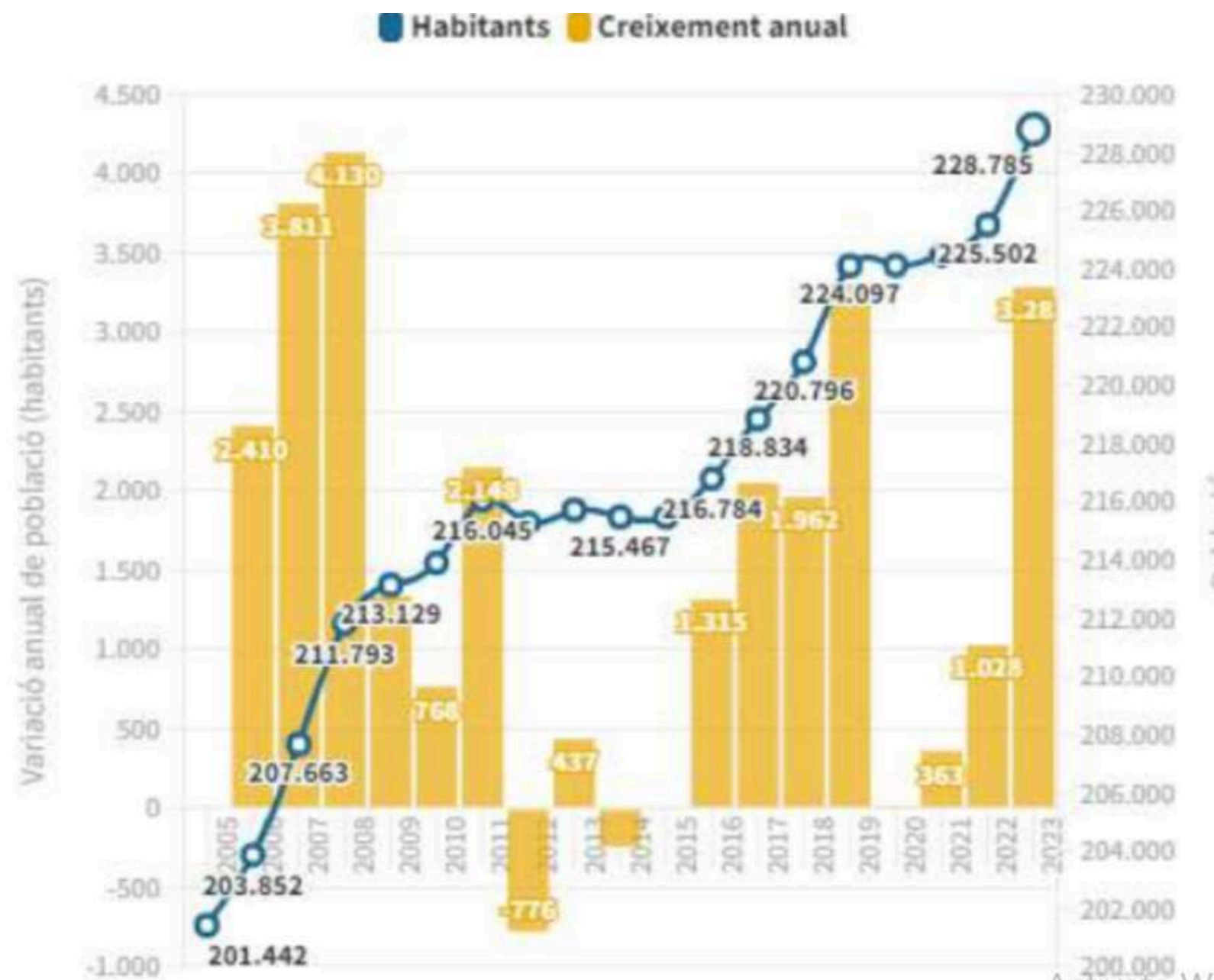
of them are located
around city centre

AS A RESULT:

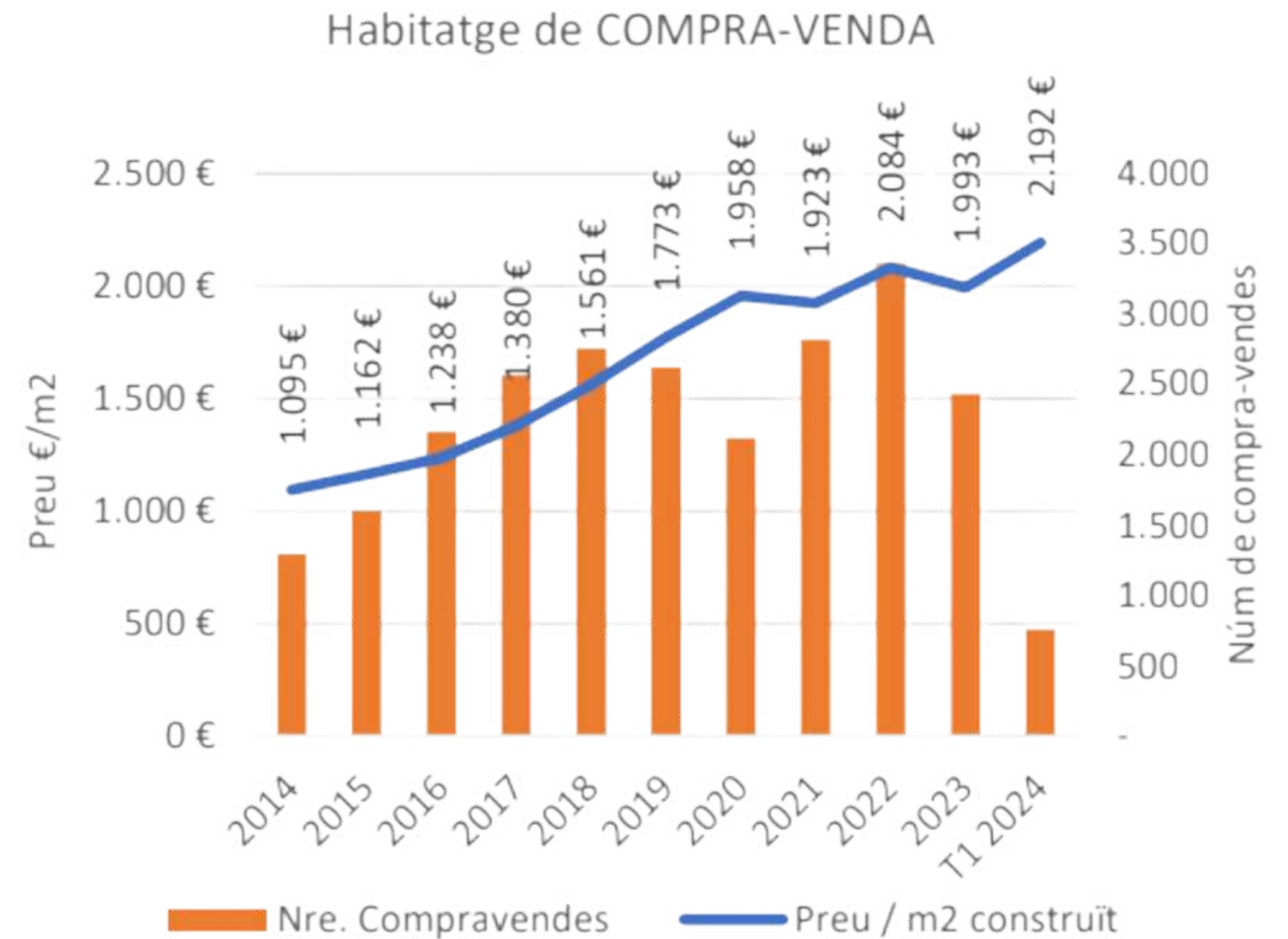
Banks are largest property owners and key actors in the post-crash housing market [4 YE].

Low-quality housing that continues to deteriorate limits the effective use of the land, driving up property prices.

POPULATION GROWTH AND HOUSING MARKET



Population of Terrassa [1 UG]



Housing for buy and sale [2 UG]

TRENDS IN RENTAL PRICING



Escalating Rental Costs



Housing Supply Shortfall



Rising Homeownership Costs



Increasing Evictions



Public Housing Initiatives



Short term Rental Challenges



FOCUS: URBAN GENTRIFICATION



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Our Team Members



**Muhammad Shuaib
Khalid**

Tampere University, Finland



Intizar Hussain
Tampere University, Finland



Nangyal Khan
Tampere University, Finland



Fengjuan Ji
Tampere University, Finland

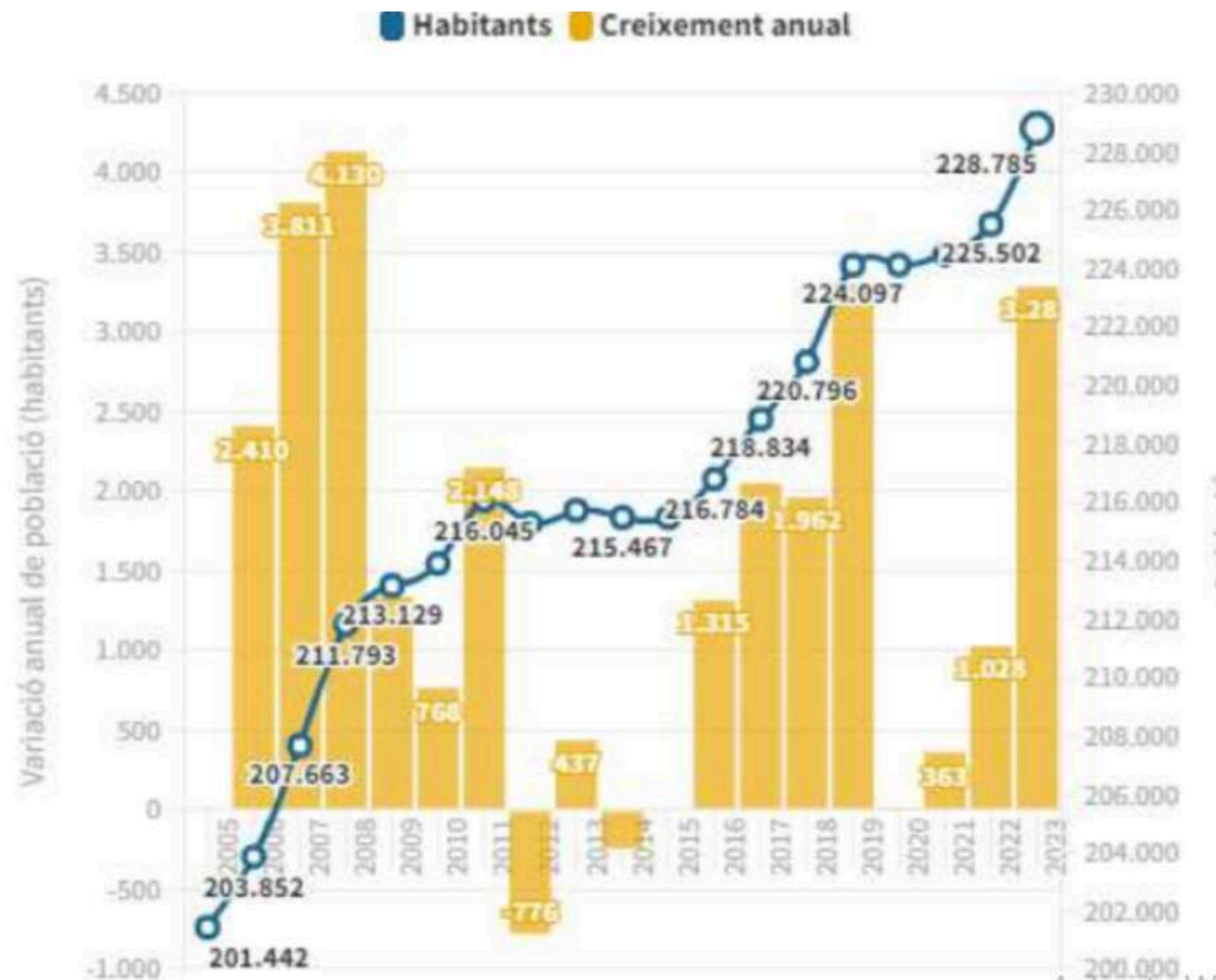


Urban Gentrification

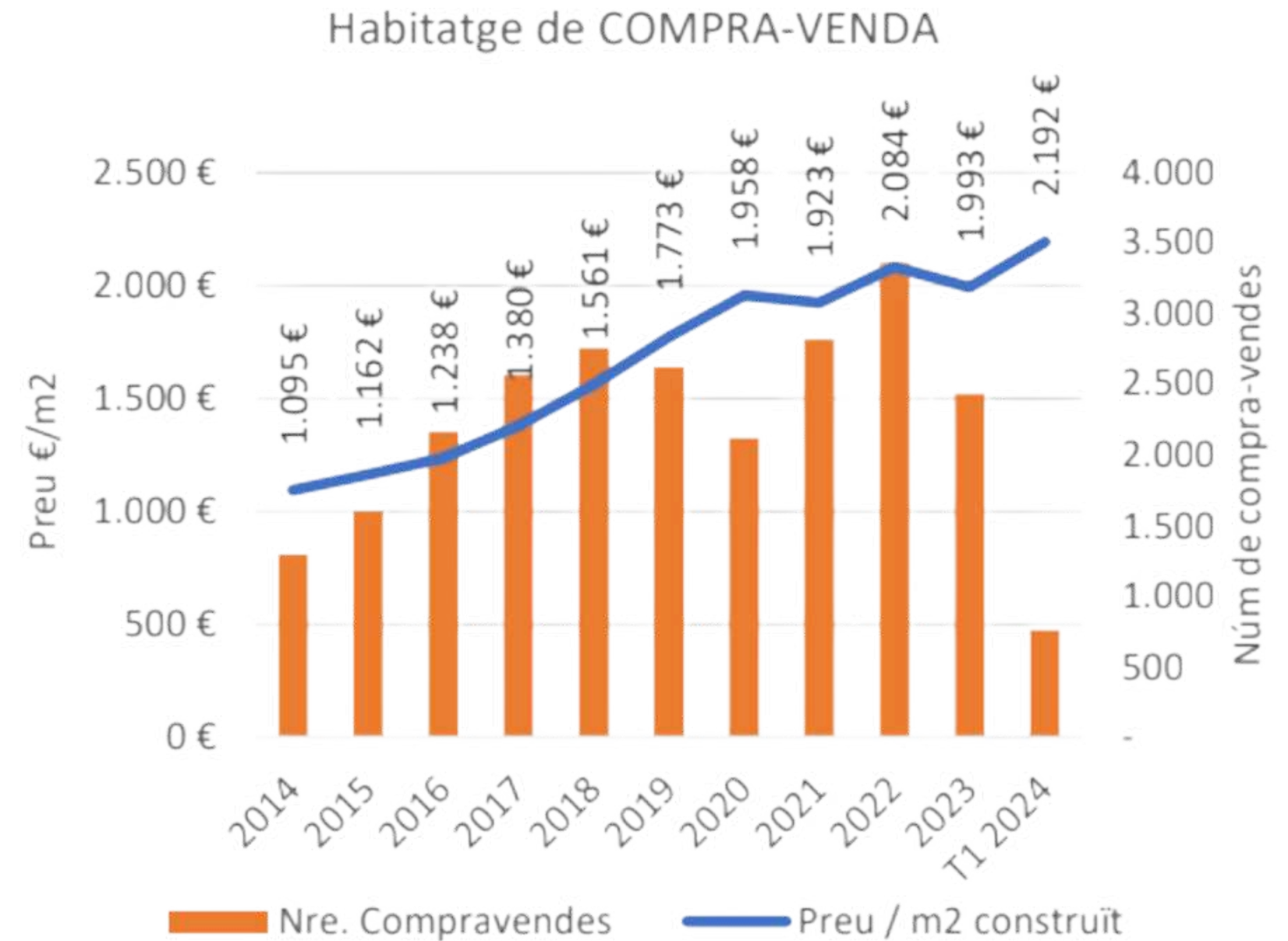
TERRASSA'S DEMARCATION



THE CRISIS (1/3)

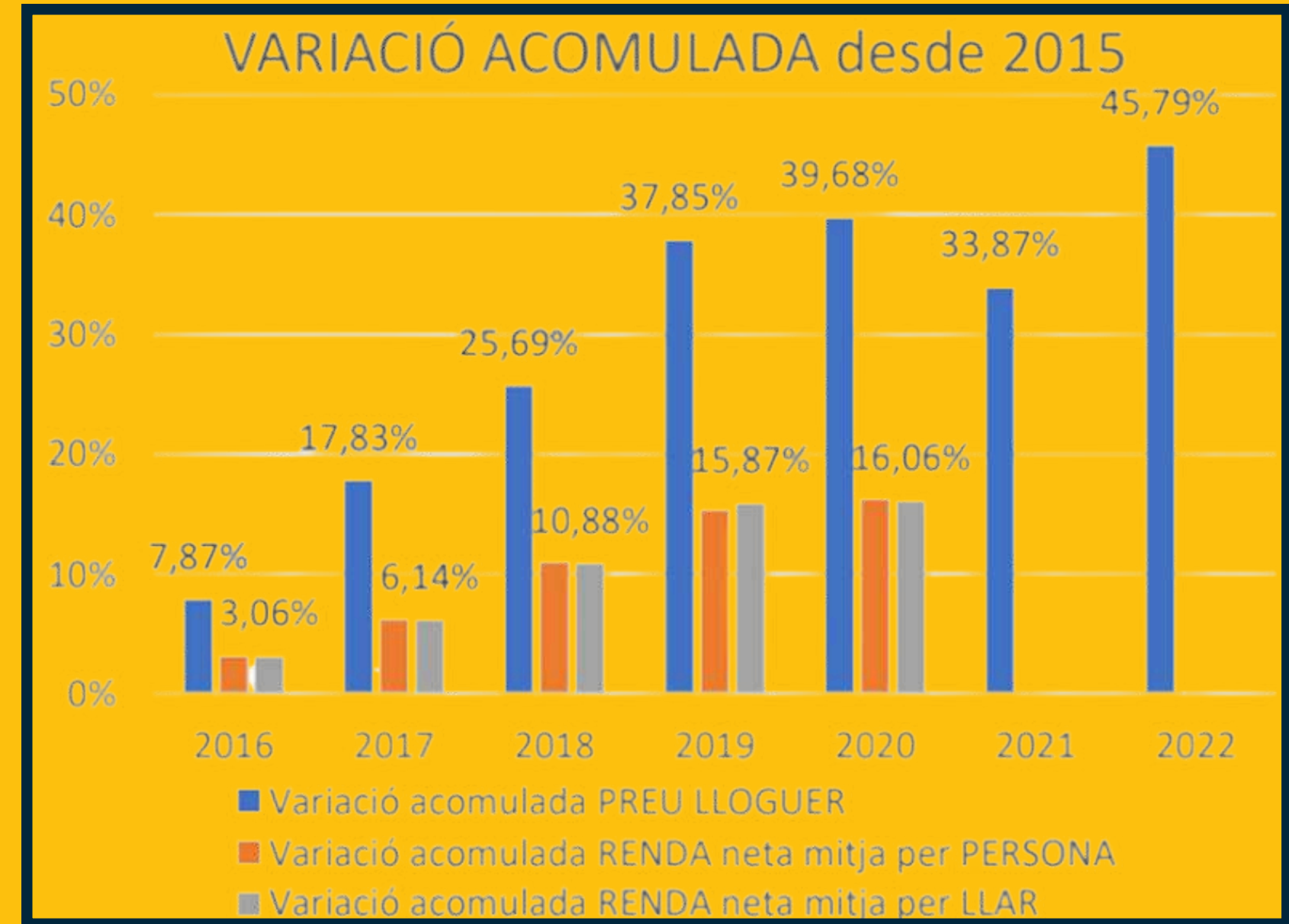
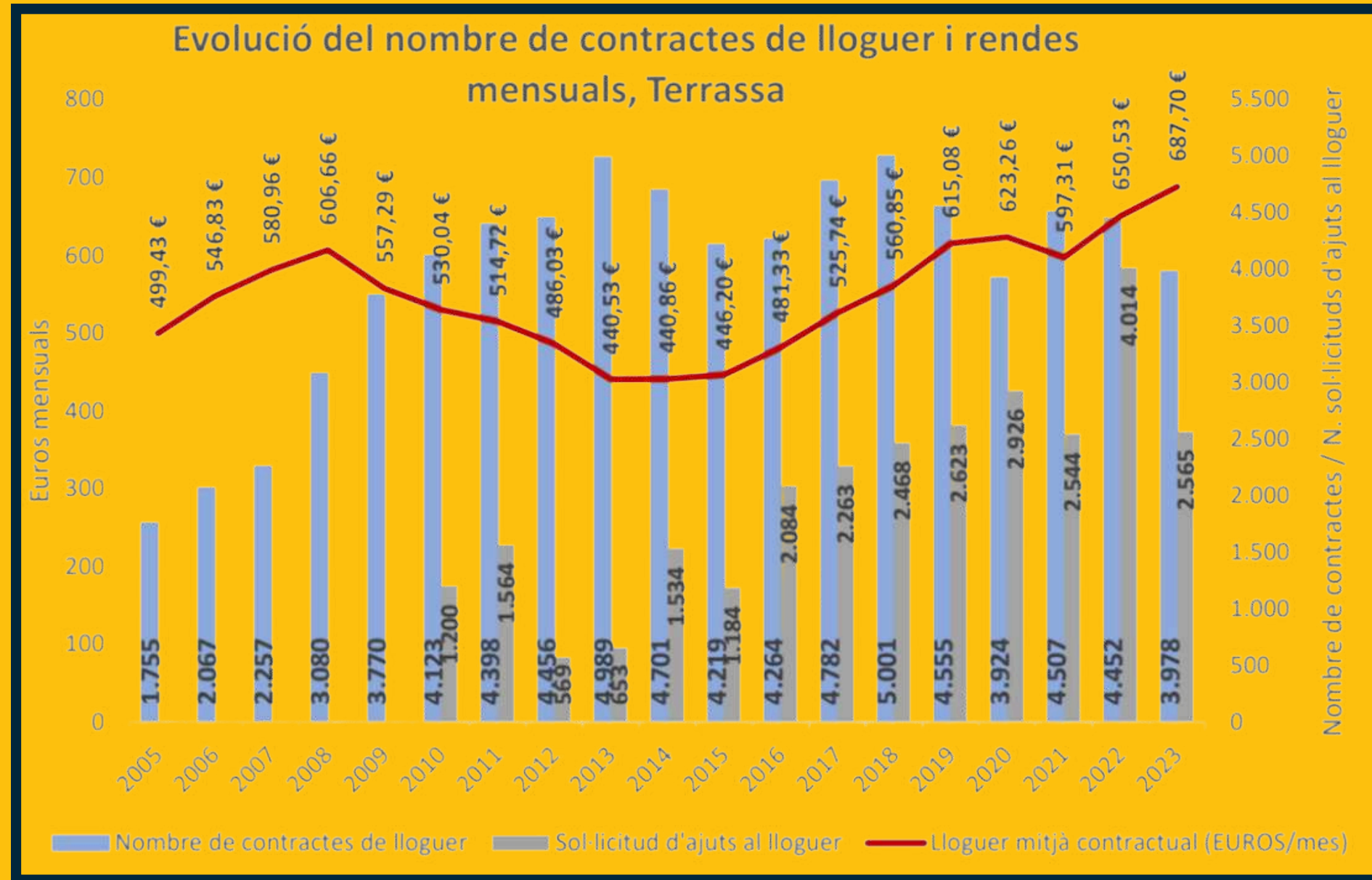


Population of Terrassa [1]



Housing for buy and sale [2]

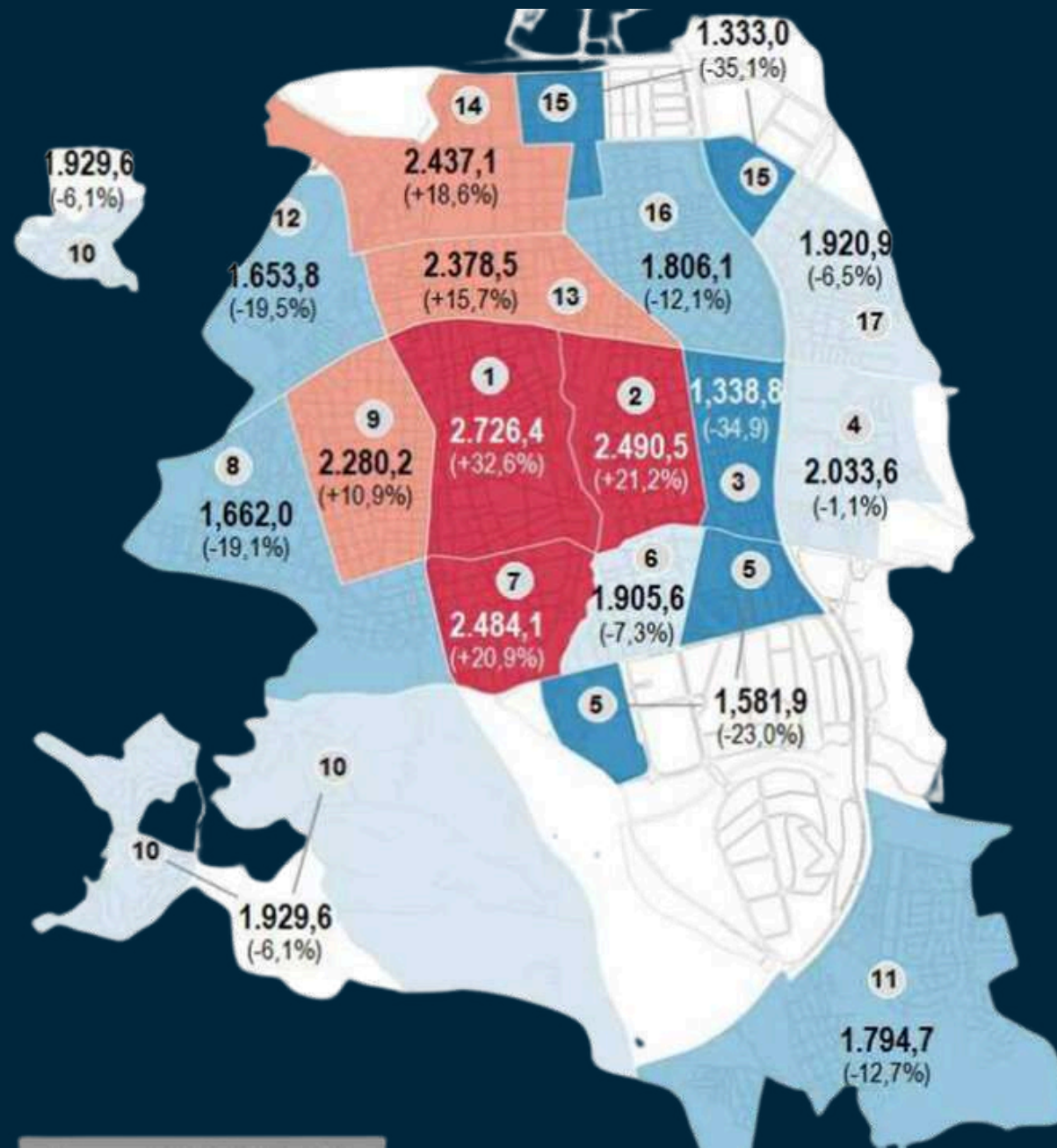
THE CRISIS 2/3



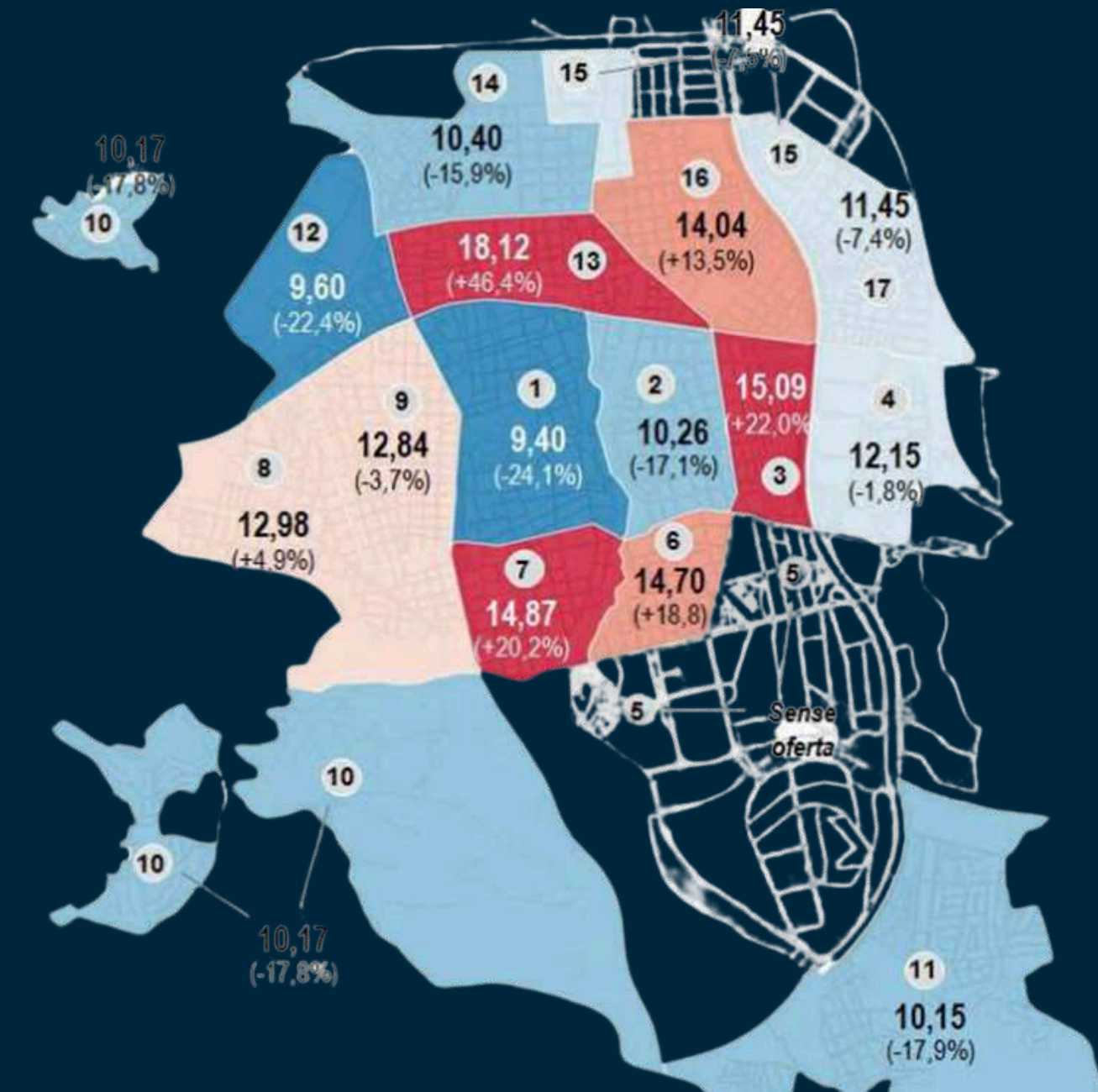
Number of rental contracts, request for subsidies, rent euros/month [3]

Variation in rental price, average variation in income per person, variation in income per house hold [3]

THE CRISIS (3/3)



Rental prices per zone [4]



Rental price per m2 per zone [4]

SWOT ANALYSIS

Strenghts

- Economic growth in the city
- Improved public services with time
- Prospects of investment in the area
- Enhancement of urban communities
- Increased tax revenue

Weaknesses

- Displacement of already settled residents
- Illegal flats for tourists
- Lack of implementation of law
- Increase in housing costs
- Social fragmentation

Opportunities

- State law about rental prices, 2023
- Development of sustainable urban design by UN and EU
- Strengthen community participation

Threats

- Rising Demand
- Inflation/Economic crisis
- Over-population and urban sprawl
- High Mortgages and less rent
(which made it hard for the people to pay back mortgagees they have received in previous years)
- Immigrants' population
- Increase in social inequality
- Immigrants rise
- Law protecting vulnerable family
- Delay in Justice

WHAT SHALL WE ADHERE TO?



Housing for sustainability and resilience [5]

PROPOSED SOLUTIONS

- Provision of affordable housing construction (as per the current's government vision)
 - Large scale reconnaissance for the registration, rental check and balances of the ghost houses
 - Introducing green renovation techniques ?
 - Subsidies to sustainable construction industry
 - Forming owner protection law
 - Public-private partnership
- Addition of penalties in the rental control policy
 - Promote co-living spaces (focusing on vertical construction)
 - Expansion of the transport system to far flung areas
 - Community participation and feedback mechanism
 - Community policing





FOCUS: YOUTH EMANCIPATION



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Our Team Members



**Segen Desalegen
Atewebrhan**

University of Trento, Italy



Illia Filipas

Kaunas University of Technology,
Lithuania



**Muruhaiya
Gunasekaran**

Hamburg University of Technology,
Germany



Andrea Ronzani

University of Trento, Italy



Anastasiia Ivanchenko

Kaunas University of Technology.
Lithuania

Contents

1.

UNDERSTANDING THE PROBLEM

- Official papers and articles, state websites
- Statistics extraction and trends definition

2.

BRAINSTORMING SOLUTIONS

- Identifying main principle
- Researching existing examples
- Collecting data



YOUTH **EMANCIPATION**

The ability of young people to establish themselves as independent self-sustaining adults.

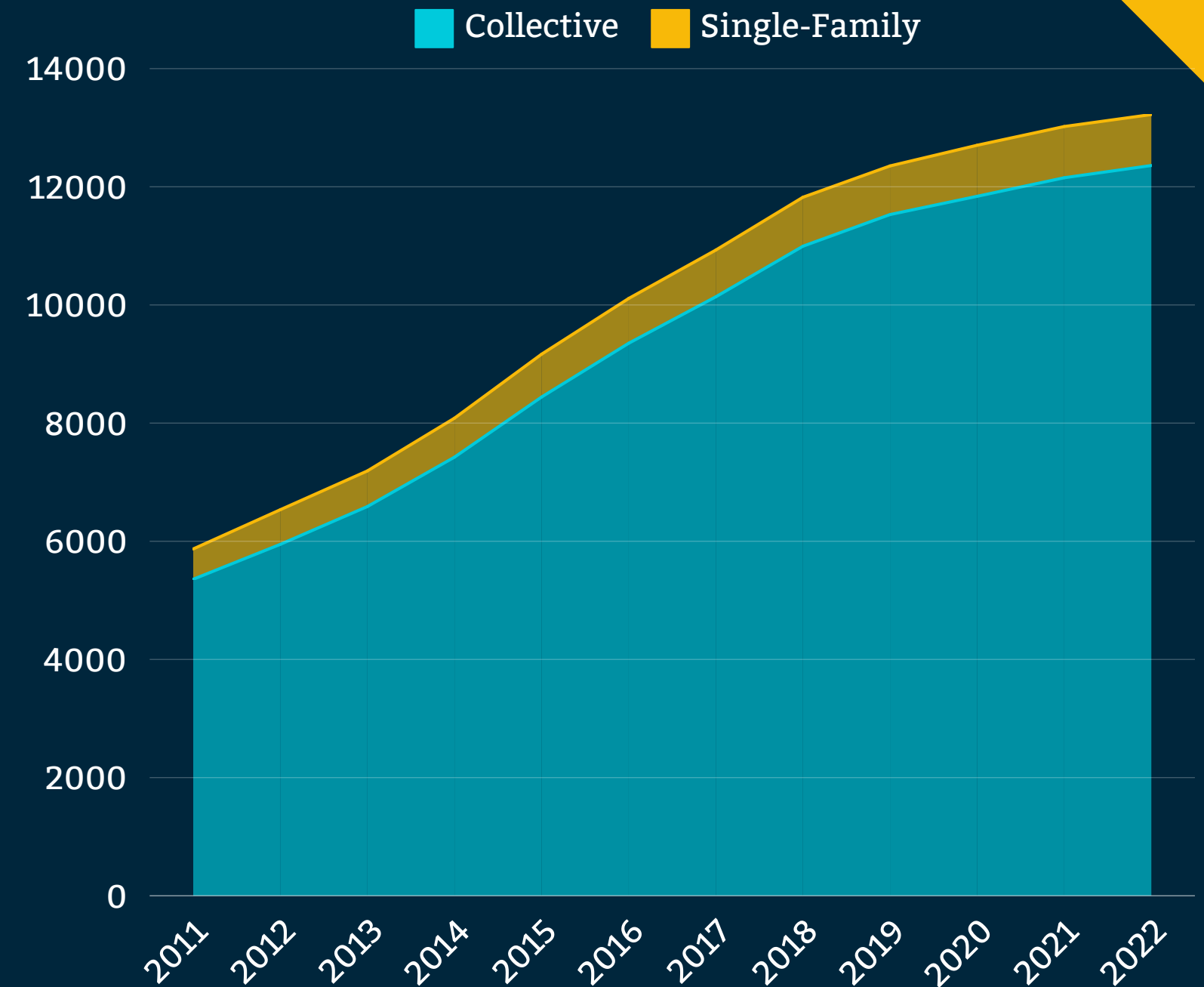
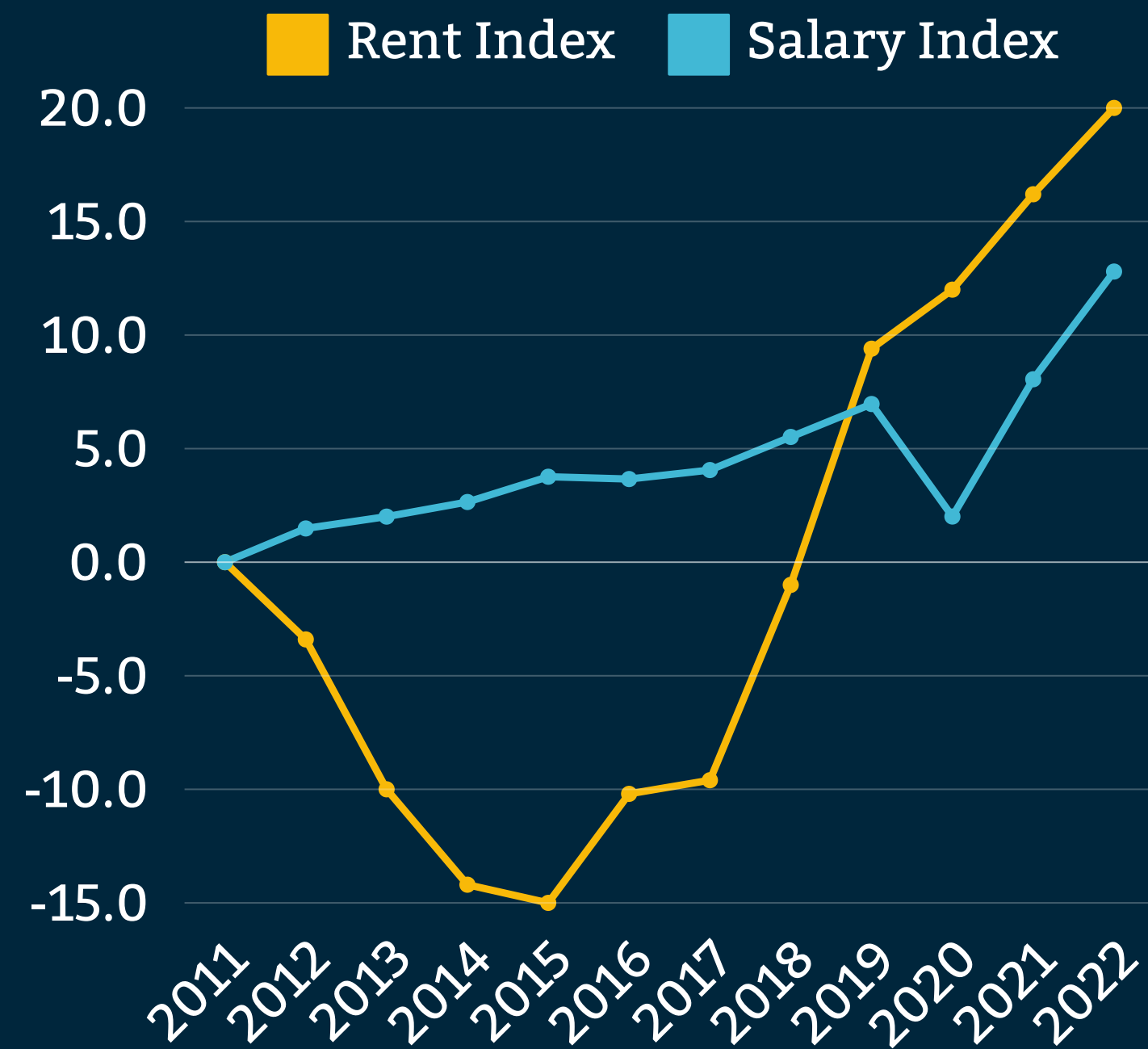
To achieve this objective:

- securing stable employment
- affordable housing
- opportunities to maintain that independence

CHALLENGE:

Delayed youth emancipation due to high rental costs and low entry-level wages.

GENERAL HOUSING AND AFFORDABILITY TRENDS IN TERRASSA



ACTORS AND THEIR ROLE IN THE RENTAL MARKET



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AS A RESULT:

Banks are largest property owners and key actors in the post-crash housing market [4].

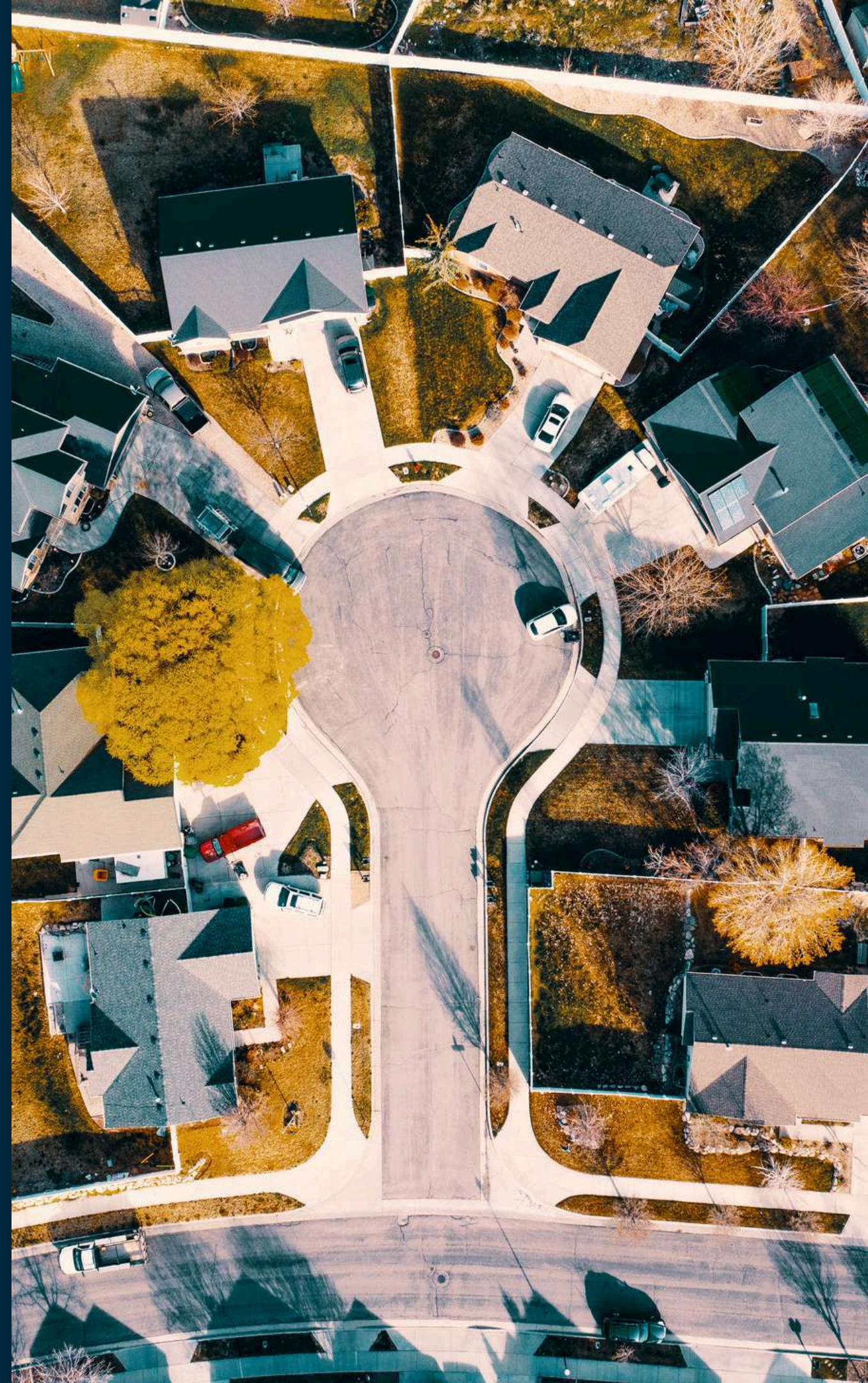
Low-quality housing that continues to deteriorate limits the effective use of the land, driving up property prices.

PROPOSED SOLUTION: SOCIAL CO-HOUSING

What is it?

“Cohousing **combines** the autonomy of **private dwellings** with the **advantages of community living**:

- It has **private units**, together with **communal space**
- It is built in a **variety of layouts** and locations;
- The design and processes operating in cohousing encourage a “**collaborative’ lifestyle**” (Williams, 2005)



Key principles

Social cohousing is based on the following key principles:

01. COMMUNITY & COLLABORATION

Shared decision-making and mutual support.

02. INTENTIONAL COMMUNITY BUILDING

Regular social events and group activities.

03. PARTICIPATORY DESIGN

Residents co-design the community layout.

04. AUTONOMY & RESPONSIBILITY

Private life autonomy with shared responsibilities.

05. INCLUSIVITY & DIVERSITY

Welcomes people of different backgrounds and abilities.

06. SUSTAINABILITY

Eco-friendly practices and shared resources.



Why is it relevant **for young people?**

Social cohousing is relevant for young people because:

01. AFFORDABLE LIVING

Reduces housing costs through shared resources.

02. COMMUNITY SUPPORT

Built-in support network; combats isolation. Especially for young families with no family network.

03. SHARED AMENITIES

Access to communal spaces (kitchens, workspaces, gyms, etc.). This is more appealing than traditional housing units.

04. CULTURAL & SOCIAL ENRICHMENT

Diverse community; builds social capital.

05. SUSTAINABILITY

Appeals to eco-conscious values.

06. LIFE SKILLS DEVELOPMENT

Promotes responsibility, collaboration, and independence.



OTHER EXPERIENCES

CATALUÑA AND ITALY



LA MOLA - TERRASSA



LA BORDA - BARCELONA



URBAN VILLAGE BOVISA - MILAN, ITALY [3]



**Kaohsiung,
Taiwan**



**Cenni di
Cambiamento,
Italy**



**Le Murate,
Florence**



**Città dei Sassi
di Matera, Italy**



METHODOLOGY

PARTICIPATORY APPROACH

- **Collecting** data about public opinion
- **Building** a work group
- **Detecting** the principal issues
- **Building** the community





COMMUNITY NEEDS ASSESSMENT

- **Systematic process** that helps to identify and evaluate the needs, issues, and strengths of a specific community.
- **Data** collected through surveys, interviews, focus groups, or public records.
- This process helps **to develop specific interventions**, allocate resources efficiently, and create programs that address the community's specific needs.



SCAN ME



Future steps

1.

RELEVANT DATA COLLECTION

- Challenges and limitations due to reliance on outdated data.

2.

CONTACTING CO- HOUSING PROJECTS

- Information about processes, expenses and experience

3.

EFFICIENT AND BALANCED IMPLEMENTATION

- Best location, type of cohousing, area, common spaces



FOCUS: RENTAL MARKET AXIS



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Our Team



TRENDS IN RENTAL PRICING



Escalating Rental Costs



Housing Supply Shortfall



Rising Homeownership Costs



Increasing Evictions



Public Housing Initiatives

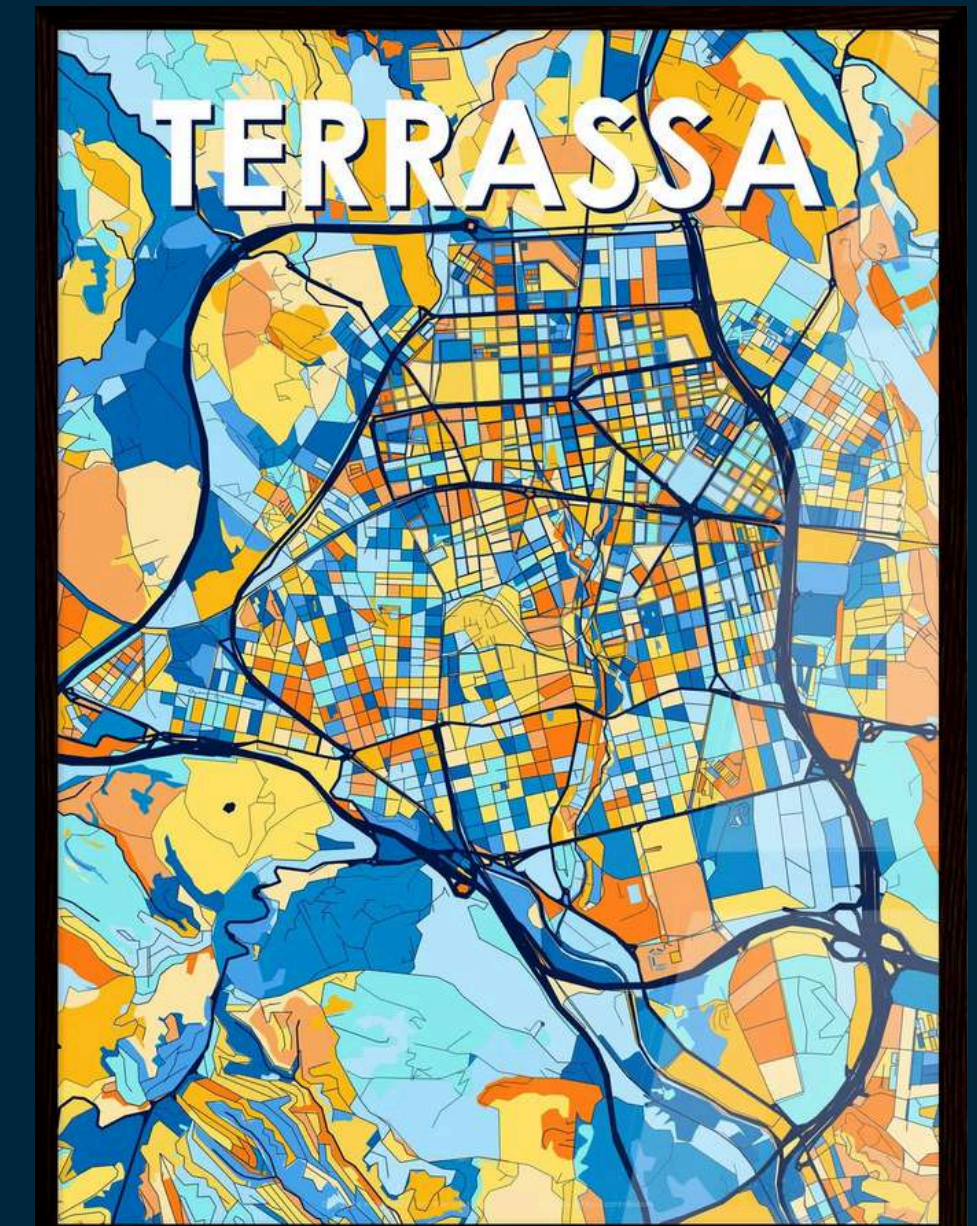


Short term Rental Challenges

SOLUTIONS FOR TERRASSA BASED ON SIMILAR MUNICIPALITIES

We can look at the housing policies in other Spanish cities with similar challenges, such as Sabadell, Valencia, and Palma de Mallorca. Here are some policies and practices implemented in these areas that could offer insights for Terrassa:

- Expanding affordable housing through public-private partnerships, as in Sabadell.
- Adopting stricter tourist rental controls, like those in Valencia and Palma.
- Implementing first refusal property acquisition for social housing, a strategy used in Valencia.
- Offering tax incentives for long-term rentals, following Palma's approach.



Potential Target Audience

Specialized and Niche Landlords

Community or Cooperative Landlords

Landlords Focused on Student Housing

Short-Term Rental Landlords

Local Landlords

Domestic Investors

Domestic Landlords and Property Owners

Local Homeowners Renting Out Extra Properties

Landlords with Inherited Properties

Resident Tenants and Housing Seekers

Migrants from High-Demand Cities

Students

Social and Affordable Housing Seekers

Immigrants

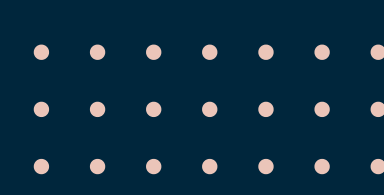
Aging Population from 70s

Landlords with Specific Financial or Lifecycle Goals

Landlords with Plans to Sell in the Near Future

Landlords Preparing Properties for Retirement Income

Renting Landlords (International)





PERSONAS FOR TARGET AUDIENCES

Marta and Juan: Low-income family needing stable housing



Ahmed: Immigrant worker struggling with rental discrimination

Carlos: Young professional seeking urban housing



Strategic Plan

to Address Housing Needs in Terrassa
based on Target Audience Analysis

01. LOW-INCOME FAMILIES

- Partner with private developers via public-private partnerships (PPPs).
- Offer tax incentives and streamlined permits to accelerate construction.
- Prioritize building homes near schools, parks, and healthcare facilities.
- Design new neighborhoods that support community living and child safety.

02. IMMIGRANT WORKERS

- Conduct regular audits and impose penalties for discriminatory practices by landlords.
- Ensure equal access to housing resources for immigrant families.
- Provide guidance on building rental histories and improving creditworthiness.
- Partner with employers to secure affordable housing options near job sites.

03. SOCIAL AND AFFORDABLE HOUSING SEEKERS

- Digitize applications and increase transparency in housing allocations.
- Establish clear communication channels to reduce applicant frustration.
- Invest municipal resources and secure EU funding to expand housing stock.
- Implement incentive programs for developers to build affordable units.
- Ensure affordable housing is evenly distributed across neighborhoods to avoid segregation.
- Develop mixed-income housing projects to foster social integration.



Strategic Plan

to Address Housing Needs in Terrassa
based on Target Audience Analysis

04. YOUNG PROFESSIONALS

- Promote Urban Regeneration:
 - Support mixed-income housing developments to maintain affordability in urban areas.
 - Offer tax breaks and expedited permits to developers building affordable, modern units.
- Encourage Co-Living Spaces:
 - Foster development of co-living housing with shared amenities to reduce costs.
 - Introduce flexible lease terms tailored to the needs of young professionals.
- Improve Accessibility:
 - Prioritize housing near transport hubs, workplaces, and lifestyle amenities.
 - Design urban housing projects that integrate sustainability and modern infrastructure.

05. FAMILIES RELOCATING FROM HIGH-COST CITIES

- Create New Residential Zones:
 - Develop well-planned urban zones with green spaces and essential services.
 - Use brownfields and vacant lots for sustainable housing projects to expand capacity.
- Strengthen Connectivity:
 - Enhance commuter links between Terrassa and Barcelona to support relocating families.
 - Invest in public transport improvements to reduce travel times and costs.
- Focus on Family-Oriented Housing:
 - Build larger homes designed for families, close to schools, parks, and healthcare.
 - Provide incentives for developers to include family-sized units in their projects.



SUGGESTIONS FOR SOCIAL HOUSING

HOW TO IMPROVE THE EXISTENT SYSTEM

SOCIAL HOUSING



EVALUATION
(ADEQUACY, ACCESSIBILITY AND EFFICIENCY)

ESPECIALLY OF HABITATGE
TERRASSA AND OFIMEH-LL,
AND DISQUALIFICATION OF
BUILDINGS



**ENGAGE WITH LOCAL RESIDENTS
AFFECTED**

LEVERAGE SSCV AND
PRIORITIZE COMMUNITY
CONSULTATION



PROMOTE INNOVATION

ISSUE CALLS AND
FOSTER UAB ACADEMIC
RELATIONSHIP



SUGGESTIONS FOR SOCIAL HOUSING

HOW TO IMPROVE THE EXISTENT SYSTEM

SOCIAL HOUSING



POLICY REVIEW

ESPECIALLY SUBSIDIES
THAT ASSIST LOW-INCOME
RENTERS AND
BUREAUCRATIC
PROCEDURES



LOOK AROUND (CATALONA AND UE)

CATALAN GOVERNMENT
EXPROPRIATION OF
EMPTY HOMES, EU
FUNDINGS



STRENGTHENING SOCIAL POLICY MAKING

HOW TO IMPROVE THE EXISTENT SYSTEM

To Address the housing crisis it is needed to allow policy makers and social actors capacities of actions. To build those capacities we apply a combination of power building and community wealth building approach.



POWER BUILDING

DEMOCRATIC POLICY MAKING

COMMUNITY WEALTH BUILDING

STRENGTHENING SOCIAL POLICY MAKING

HOW TO IMPROVE THE EXISTENT SYSTEM

STRATEGY FOR PUBLIC POLICIES MAKERS AND SOCIAL COORDINATION

CITIZEN IMPLICATION

- Social economy and community wealth building
- Tools for democratic urban planning
- Raising of policy consciousness

SOCIAL SECTOR IMPLICATION

- Pushing and provide support for non-profit projects
- Push self-managed cooperatives and help their coordination
- Bring social actors together in a platform for addressing housing issue

RETHINKING PUBLIC ACTION

- Support extern initiatives
- Umbrella coordinator to address collectively the housing crisis
- Pressuring and lobbying
- Non monopoly of social action and web of actors

An aerial view of a modern city street. The street is wide and paved, with a green bike lane in the center. On the left side of the street, there are modern buildings with balconies and greenery. On the right side, there are older buildings with arched windows and balconies. The sky is clear and blue. The text "Terrassa 2.0: A New City Center for Growth and Affordability" is overlaid on the image in white, underlined font. Below the main title, the text "WITHIN RENTAL MARKET" is written in yellow, all-caps font.

Terrassa 2.0: A New City Center for Growth and Affordability

WITHIN RENTAL MARKET

CASE STUDY

KISTA SCIENCE CITY, STOCKHOLM, SWEDEN

Overview:

- Developed as an ICT hub 8 miles from Stockholm
- Now Europe's largest ICT hub, attracting giants like Microsoft, IBM, Apple, Intel

Impact on Economy:

- Directly employs around 25,000 professionals and supports 7,000 students [1]
- Significant economic growth driven by Ericsson's initial move, drawing other tech firms [4]

Key Takeaways for Terrassa:

- Attract a Major Corporation: Focus on bringing one large firm to anchor the area's growth
- Role of Public-Private Partnerships (PPPs): Stockholm's council played a pivotal role; Terrassa can replicate this by incentivizing companies and facilitating infrastructure



CASE STUDY

LA DÉFENSE, PARIS, FRANCE

- **Overview:**

- Developed to relieve the expensive rental market in Paris, constrained by strict architectural regulations
- Envisioned as a modern subcenter, it features 19 of France's 25 tallest buildings, despite Paris' height restrictions [2]

- **Urban Strategy:**

- Focus on High-Rise Modern Architecture for commercial spaces, allowing Paris to maintain traditional aesthetics in its core [3]
- Area designed to handle growing population and business demands

- **Key Takeaways for Terrassa:**

- Consider modern high-rise residential and commercial buildings in a designated area to preserve the city's traditional charm
- Planning for adaptable spaces allows room for future renovations or new developments as needs evolve



THE “WHY” OF NEW TERASSA HUB

- a solution to sustainably develop the outskirts
- the need to address the economic side of the affordability, by creating more opportunities
- new well-planned area will attract people to itself, lessening burden on the rental market
- efficient and well-connected transport in this new sub center will improve connections to cities like Barcelona
- will increase the housing stock, thereby positively influencing demand
- more economic and environmental development opportunities
- urban regeneration and diversified rental markets



IMPLEMENTATION

“LOW BUDGET STRATEGY”

- PPPs (tax incentives in housing projects, streamline the permits) to encourage investors
- start with a core phase (necessary infrastructure & housing units), add subsequent phases on evolving demand
- city can use brownfield sites, underutilized public spaces, and vacant slots to save costs and also promote sustainable land use
- collaboration with other local governments and seek EU funding
- effective public transport and green spaces: great image -> more investments
- give it a theme (e.g. art or technology center)
- provide easy permits to build high
- use of prefabricated housing to speed up the process
- commuter rail leading to Teressa and Barcelona (like Brampton-Ontario)



CONSIDERATIONS

Following considerations must be taken into account while adopting one the these strategies:

- Bureaucratic delays, funding shortages, or low private investment
- Poor planning risks underutilization or worsened issues

CHALLENGES

- Terrassa can customize the plan to align with local needs (e.g. no private investments)
- Combine this proposal with ideas like social housing or co-living solutions from other teams

FLEXIBILITY

- Proximity to Barcelona offers growth potential
- Through flexibility and collaboration, Terrassa can achieve its full potential

LOOKING AHEAD

SUSTAINABLE DEVELOPMENT IN TERRASSA (BARCELONA)

INNOVATION AND FUTURE DIRECTION

SUBTITLE: A PATHWAY TOWARDS RESILIENT URBAN LIVING

Definition of Sustainable development

- Key Idea
- Understanding Terraced Housing
 - Explanation
- Current Housing Problems
 - High Rent
 - Past Housing Choices
 - Old and Broken Infrastructures
 - Community gap
 - Non-Cooperation
 - Lack of Awareness

The Role of Terraced Housing in Sustainable Development

- Efficient use of land
- Prevents urban sprawl
- Helps People Together Nicely
- Shared energy sources (like solar panels)
- Green roofs and gardens
- Better isolation to save energy

Policies and Programs

- Projects that help make existing terrace homes more eco-friendly
- Policies made to increase affordable housing.
- Housing models where people work together.
- Projects led by the community to improve areas

COMPARISON

Amsterdam and Copenhagen have effectively tackled housing issues using sustainable strategies



Copenhagen & Amsterdam

- Permanent Supportive Housing
- Affordable Options
- Housing First Principle
- Land Ownership & Development Policies
- Creative Housing Ideas
- Focus on Sustainability Goals
- Involve Community
- No one Behind us

Terrassa City

- Old and Break Infrastructure
- No Principle
- Community Gap
- Lack of Nature
- non-equity
- Life Blur





FUTURE PLANS

Ideas for Eco-Friendly Living in Terraced Homes:

- o Using advanced technology (like smart homes).
- o Focusing on parks and shared community areas.

Steps to Make Progress:

- o Suggestions for better policies.
- o Working with residents to find new ideas.

Final Thoughts

Main Ideas Recap:

The need for sustainable development to solve the housing problem in Barcelona using terraced homes.

NEXT STEPS

- Urging everyone involved to focus on sustainable methods in future housing projects
- Green City Ideas
- Innovative Projects
- Social Housing Plan
- Student Involvement
- Rules & Guidelines
- Conference and Forums



GREEN FUTURE OF TERRASSA WITH SUSTAINABLE STRATEGIES

ABSTRACT

Terrassa shows how cities can balance preserving history with modern ideas to support sustainable growth. By focusing on green projects, cultural activities, and working with other countries, Terrassa is dealing with today's city problems and setting an example for a lively and sustainable future. As the city keeps changing, its methods could be a guide for other places wanting to reach the same goals in sustainability and innovation.

Conclusions and Greetings

01. MAJOR TAKEAWAYS

Complexity of the topics: importance of action research and innovation.

02. FROM NOW ON

You will receive this powerpoint, our notes and a final report which will sum up the research.

03. QUESTIONS AND ANSWERS

Do you have any question, doubt or comment?

04. FINAL GREETINGS

To the ECIU consortium, UAB university, to the professor Judith Gifreu and the UAB's ECIU team, to Terrassa's City Council and the Diputació de Barcelona.



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Illustrations from GPT-4 & Bing Images