

Modeling actor decisions in the context of Brownfield redevelopment
Brano Glumac (Eindhoven University of Technology)

Objective: Analyze and predict the occurrence of conflicting interests in redevelopment processes, and offer recommendations concerning process governance interventions.

Motivation: Accelerate Brownfield Redevelopment.

Data: On-line survey with experts.

Methods: In the first phase, we identified the most important REF by Fuzzy Delphi and create the utility functions for different developers in Conjoint Analysis. In the second phase, these utilities are used as an input for the auction in Game Theory environment. The conclusions that derive from the Game Theory analysis will advance a bidding protocol.

Expected Results: Design and select the most suitable bidding games (ex. war of attraction, dollar auction, vickrey auction) for urban development practice. The conclusions of the game selection and rules are used to advanced existing protocol thus making the research design operational.

Implications: Suggested bidding model eliminate long negotiation processes and involves more parties thus achieving the greatest value for the developed land. Servicing and reparcelling the land is done by private developers and/or end users. This more freedom in development is regarded as an additional incentive necessary for the Brownfield Redevelopment

Land development strategy	Initial situation on land market	Acquisition of a Brownfield	Servicing and reparcelling the land	Acquisition of building plots
(5) Bidding model	Original owner(s)	Municipality acquires all land	Private developers; end users	End users

Research Design:

