

# Placemaking

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# Placemaking: People, Properties, Planning

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INVESTOR IN PEOPLE

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## About the Editors

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**David Higgins** was Professor of Real Estate at Birmingham City University, and he is now a Real Estate Consultant, has founded Higgins Research, and is a Visiting Academic at several universities. He is a Fellow of the Royal Institution of Chartered Surveyors, and his research interests include property marketing, the role of space and place in the future of the office, property forecasting, and extreme risk events and their impact on real estate markets.

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## About the Contributors

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# Preface

In recent years, anyone with a professional interest in the built environment will have become aware of the idea of “placemaking” – particularly in town planning, urban design, or property development. It has become prominent in planning education and academic research, where it has also spread into other disciplines. So, when the “property, planning and policies” academic team at Birmingham City University was considering how to reposition our work to engage interest – with colleagues at BCU and other universities, with practitioners, and with current and prospective students – placemaking became a useful focus on which most of us could agree most of the time. We initially collected our thoughts, drawing on our interests and knowledge, and produced a short illustrated booklet aimed at a professional readership. This has been the nucleus of the current book: much extended and updated, with an interdisciplinary focus, seeking to extend placemaking ideas – but still the product of the BCU team.

David Higgins  
Peter J. Larkham  
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