

Marketing Approaches in Planning of the Compact City

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Abstract

The paper presents an attempt at assessment of marketing values of the structure of the compact city in the context of current tendencies in the development of cities and self-governmental activities. Inward urban development involves the accumulation of many urban factors and possibilities of solving the existing spatial problems. The objective is to search for complex urban planning solutions permitting the coexistence of common benefits. The features of the functional spatial structure of a compact city were analyzed in terms of the marketing value of urban space. The objective of the article is to verify the potential marketing value of the compact city, i.e. its offer. The comparative analysis of the definition, targets, attributes, tools, and products of the idea of the compact city and urban marketing leads to the ability of distinguishing potential opportunities in the process of spatial planning and urban design. The result is the countercheck of impact factors on the value of urban space as marketing products, the distinction of potential products at every stage of the planning process, and the attempt to include marketing approaches in urban planning. The research showed that the that evident relations between spatial planning and urban marketing offer possibilities of integration of both areas and achievement of quantifiable advantages.

Keywords: compact city, urban planning, urban marketing, urban products

JEL: M38, O18

Introduction

The analysis of the compact city concept leads to the determination of potential benefits resulting from the implementation of marketing approaches in the process of spatial planning, urban design, and urban space usage. The implementation of marketing techniques as an integral element of the planning and urban design process reveal a new approach to the quality and value of urban space. The relations of both fields of study are clearly visible in common objectives—namely to satisfy social needs and to stimulate economic growth. Constantly growing social awareness contributes to an increase in the expectations in terms of the quality of life, work, or services and complex satisfaction of needs. One of the elementary factors reflecting the level of quality of life is the quality of the built environment—the logic of the form, accessibility of functions, and comfort of use, as well as the quality of the natural environment—access to nature, open landscape, and biodiversity.

Due to the dynamic development of cities, constantly growing mobility, and commercial competitiveness, cities attempt to increase their ability to compete effectively (Florek 2007) by offering increasing possibilities in terms of choice of the place of residence, education, job offers, running a business, and tourist attractions. Cities undertake measures aimed at retaining the present and attracting future inhabitants. The city and urbaneness—in various aspects and interpretations, have become attractive products of territorial marketing, and urban space and planning activity—products of urban marketing.

Contemporary cities are facing the challenge of determination of priorities of spatial development and creation of a uniform vision of urban development. In the era of dynamic transformations of urban structures, it is worth emphasizing the role of marketing approaches in the process of spatial management, building competitiveness, increasing quality of life, strengthening the identity of cities, and creating an authentic marketing product. Urban densification based on coherent spatial

development plans can contribute to the protection of cultural heritage and the natural environment as well as improvement of the quality of space and quality of life. It can contribute to reviving the lost identity or development of a new identity of modern cities (Pluta 2012). Therefore, inward urban development provides a chance for strengthening or changing the image of cities, and creating new urban products (Paddison 1993).

The observation of planning processes of European and other cities more and more frequently shows an increasing tendency for consistent urban development based on long-term values of sustainable development, efficiently applying the process of spatial planning as a marketing tool and product. Promotion, which earlier concerned “icons” (historical sites, museums, stadiums, events), was particularly directed at building the image of a tourism and business brand. Today it focuses more on social and ecological aspects, stressing the promotion of the sustainable, accessible, creative, and community friendly city as well as being an attractive city for tourists and investors. Creating quality place-products should be based on the actual needs and values, namely the social and spatial potential. Striving for better quality of life is gradually becoming a driving force of development of cities in the era of arising awareness that ergonomic, efficient, multifunctional, and most importantly accessible space should provide residents with comfort (usability), attractiveness, and possibilities of development (Sawicka and Filipowicz 2014).

The challenge for spatial policy is generating possibly high benefits through provision of favorable living conditions and development perspectives that override inconveniences (building and population density, spatial planning and social conflicts, pollution, urban noise, public health). Due to the complexity of the planning conditions, needs, and chances for development, the development of optimum solutions requires complex analyses and integrated planning. Roychansyah, Ishizaka and Omi (2005) points out the necessity to consider the certain city attributes to determine an easier manageable city where certain number of population, activities, and physical pattern of the city can provide a harmonized interaction. How to plan and design cities to minimize inconveniences and maximize benefits then? This article states the following thesis and addresses the following problem questions:

- What is the role of urban marketing in the times of dynamic transformation of cities—reurbanization, revitalization, and revival of urbaneness?
- Does compact urban structure translate into an increase in the marketing value of urban space?
- Can the implementation of marketing approaches in planning and design of cities contribute to an increase in spatial planning and development of urban planning standards?

1 Concept of the compact city

According to Zuziak (2007), the essence of urban design is the improvement of urban spatial structures, improvement of spatial order, spatial logic of the urban form and quality of urban life. For this purpose, we strive for obtaining urban planning order defined by the relation between models of urban life and logic of urban form. The objective of urban planning is to harmonize urban structure in the following criteria: sustainability, longevity, coherence, and legibility. The rules provide the basis for the development of the compact city concept, constituting a response to the accumulating problems and challenges of urban development. This concept constitutes a strongly developed doctrine based on reurbanization responding to the civilizational needs of modern cities. The concept is based on the efficient use of resources, improvement of the quality of management and quality of life. It propagates development towards a low-emission, competitive economy, and recovery of the lost spatial, environmental, social, and economic values through consistent “return to the city.” It is worth emphasizing that the concept of sustainability for cities should be not simply the conservation or the preservation of the conditions of the reproduction of what it is, but an expanded reproduction, if you wish, that addresses the issues of the new aspirations and corrections of illnesses of cities as they are today (Castells 2000).

The concept of the compact city (Jenks, Burton, and Williams 1996; Saaty 2013; Williams, Burton, and Jenks 1996) focuses on efficient use of urban space in opposition to the increasing phenomenon of suburbanization. Concentration of building development is strongly related to the

economy—it causes an increase in land efficiency, and reduction of costs of infrastructure and public transport. However, the success of this idea was determined by a considerably wider spectrum of benefits, including the reduction of land absorption, high functionality of urban structures, composition and quality of built environment, and social values. According to Jenks and Burges (2000) the way of shaping the form of the city should aim at concentrating urban programmes for obtaining the benefits of sustainable development. Stangel (2013) presents a comprehensive analysis of the compact city concept and summary of its features (tab. 1). The assumptions of the compact city aim at limiting the effect of urbanization on the natural environment through the maximum use of brownfields and considerable limiting of allocation of greenfields for building development. A coherent ecosystem based on internal and external connections should balance the compact urban tissue and permit the preservation of open areas with high ecological, landscape, and recreational values. Access to greenfields contributes to an improvement of the quality of life and increase in the value of built-up areas. The strong point of this idea is community-oriented urban planning bringing ecological and economic advantages. It presents an image of a city based on a social equity sharing the interests and needs of different groups of users, minimizes conflicts, and ensures quality of life while providing opportunities for growth.

Tab. 1. Features of the compact city

Functional-spatial structure	Urban form	Transportation system	Quality of life
<ul style="list-style-type: none"> • coherent and connected structure • polycentric development • intensification and density • fine grain pattern of land use • mixed-use and proximity of services • definite built-up area boundary • natural environment priority 	<ul style="list-style-type: none"> • compact urban form • concentration along district and local centers and transport corridors • qualitative neighborhood units • creating and retrofitting of public spaces • clear and continuous urban space • accessibility of green spaces and nature • human scale design 	<ul style="list-style-type: none"> • priority of sustainable transport • efficient public transit connection • integration of various forms of transportation • mobility • quality of public transport • sustainable urban design and commuting forms • attractive pedestrian areas and cycling paths • safe and friendly urban space 	<ul style="list-style-type: none"> • community-oriented urban planning • local business activities • rebuilding of social life • public health • work & life balance • integrated and functional urban solutions • variety of lifestyles • human wellbeing

Source: Own elaboration based on Stangel (2013), and Jenks and Burges (2000)

The functional-spatial structure of the compact city is based on the polycentric system of interconnected district and local centers ensuring possibly uniform access to diverse commercial and public services, and public spaces. The intensification of building development is related to the possibility of efficient land use, efficient service of public transport, development of attractive urban spaces, and supplementation of the functional programme (McLaren 1992; Newman and Kenworthy 1999). Fine-grained pattern of land use, small walkable blocks, and overlapping of functions aim at the development of accessible, multifunctional, valuable spaces allowing for satisfying needs by minimizing the necessity of movement (Burton 2002; Thomas and Cousins 1996).

The concentration and density of building development aims at the development of urban structures at a human scale, reduction of distances, improvement of the quality of space, stimulation of local entrepreneurship, and the revival of social life. Compact urban structure and coherent transportation system contribute to efficient service of public transport, as well as cycling and pedestrian traffic. Barrett (1996) mentions strengthening and competitiveness of public transport as the key attribute potentially solving transportation issues. The integrated transport system minimizes the need of use of private means of transport for economic and practical reasons. Attractive urban space encourages to move on foot or bicycle. The idea postulates the transformation of roads and urban routes into fully accessible, multifunctional, and attractive streets and boulevards.

The spatial composition of the urban structure consists of the maximization of urban density in the region of the strategic center, local centers, and main transport corridors and nodes (Nijkamp and Rienstra 1996). The objective is to obtain attractive public spaces and high quality management of open spaces. The priority importance is ascribed to functional design solutions which extract the essence of urbaneness through stimulating economic, cultural, and social activities. Public spaces provide the basis for social interaction, development of local entrepreneurship, development of innovativeness and creativity (Stangel 2013). They develop a transparent and legible structure both in terms of transport service and perception of space. The key role is played by the neighborhood characterized by livability, walkability, proximity, integration of local communities, and access to services, education, work places, and recreational areas. Crookston et al. emphasizes that the essence of the quality of urban life involves the provision of favorable conditions of life, work, and recreation, and life chances substantially overriding the inconveniences related to intensive urbanization (Crookston, Clarke, and Averley 1996).

The compact city concept has evident relations with traditional urban planning workshops referring to the composition of spatial form and city-forming factors (represented by Tadeusz Tołwiński, David Lynch, Kazimierz Wejchert), but it is also supplemented by subsequent aspects resulting from contemporary needs—in particular economic, ecological, and social needs. Restoring the functionality and legibility of urban structures in the assumptions of the concept of the compact city involves building a core—a transparent functional-composition system in which properly developed functional-spatial structure provides appropriate dynamics of use of space. The return to classic elements of urban composition—i.e., multifunctional streets, squares, and city parks, compact frontages, commercial passages, or marketplaces, aims at the restoration of values of public space, and therefore constitutes an optimal solution for balancing economic and social benefits.

The idea does not represent universal models, or a single model of space development (Matsumoto, Sanchez-Serra, and Ostry 2012). Therefore, the key role in its implementation is played by case studies and individual analysis of local conditions for each city, district, or urban block. The essence of designing valuable and durable urban space is the determination of the optimum proportions for a given place between building development (density, height, and intensity) and open space (streets, squares, parks), constituting the resultant of the sum of potentials of the place, functions resulting from demand, and legislative and investment conditions. The scale and proportion of building development as well as functions and spatial relations of a given place determine its usability and therefore the level of living conditions, development of social bonds, dynamics of local crime, and investment and tourist attractiveness.

The assumptions of the compact city aim at satisfying social, economic, and ecological needs. They are based on long-term values of sustainable development. The idea focuses on obtaining multi-aspect benefits through the provision of favorable living conditions—development of the individual, society, and economy. In such terms, evident correlations are observed between spatial and urban planning and marketing approaches.

2 Urban marketing

Marketing is a social-management process in which the needs of users are satisfied through creating, offering, and exchange of valuable goods and services (Kotler, 1994). The task of the self-government authorities in the process is the implementation of the concept of management of a settlement unit aimed at the identification, prediction, and satisfaction of needs of users based on rational management of resources (Polska 2013). The model of marketing-mix—i.e., the complete process of marketing measures, proposed by Edmund Jerome McCarthy, involves four stages—concept 4P, and its enriched version seven stages—concept 7P. Robert Lauterborn proposed an alternative 4C formula of marketing-mix as an approach from the point of view of the customer. Only a complete marketing process can produce measurable results.

Concepts of marketing-mix:

4P: product → price → place → promotion

7P: product → price → place → promotion → people → process → physical evidence

4C: customer value → cost → convenience → communication

Urban marketing was designated as a specialized area of territorial marketing involving striving by the communes for the implementation of public tasks directed at satisfying collective needs of users of a given area (Jastrzębska 1999). The urban marketing determines urban structures as a specific product criterion, presenting the model of supplementation of traditional planning and urban design tools by marketing aspects (Zuziak 1996). It can be defined as the process of conducting spatial policy involving the diagnosis, forecasting, and satisfying needs of users in accordance with the rules of sustainable development and spatial order for the purpose of maximization of the quality of life and conditions of the socio-economic growth.

Tools of urban marketing (tab. 2) include standard planning and urban design tools—analyses, strategies, drafts of plans, implementation and monitoring, and assessment—supplemented by additional research and analyses, marketing record of visions and development plans, plans of action, programmes of events, and assessment of the effects of implementation (Zuziak 1996). Products of urban marketing can be elements of urban space with specified features of a place, defined as its socio-economic usability responding to satisfying material and intangible needs (Szromnik 2007), as well as diverse effects of the planning and urban design activity. Products accessible at the stage of planning are visions, strategies, plans, and concepts of management, design solutions, and any activities related to the process. A separate category of products are the existing spatial resources, including particularly: existing spatial structures, cultural heritage, elements of the natural environment, objects, services, culture, and image. In treating the city as a product (Ashworth 1994) one should consider its complexity and multiple aspects, and the related benefits as well as social conflicts (Corsico 1994). Self-governments acting for and on behalf of residents are obliged to conduct urban policy not resulting in conflict of interests between the authority and residents (Polska 2013). Next to the environment and economy, social needs and desires should constitute elementary guidelines for the development of the spatial policy of cities.

The competitiveness of an urban product is determined by the sum of its individual properties, such as functionality, quality, and uniqueness, whereas uniqueness is of particular importance (Polska 2013). Increasing competitiveness of cities constitutes the strategic objective of urban policy, and the subject of competition is attracting users (residents, specialists, tourists, investors) and capital (financial resources, organization of cultural and sporting events). In practice, however, building competitiveness largely focuses on direct benefits—i.e., attracting investors or tourists exclusively through promotion of point objects, several representative places, or single events. According to Szromnik (2007), promotion, not necessarily based on the quality of the product, is frequently the only applied marketing tool. Nowak (2015) justly points out the need of searching for mutual benefits in the problems of relations between local users (residents, entrepreneurs, local investors) and external users (commuters, tourists, business clients, incoming students, external investors). Effective promotion of existing urban and tourist products (Mazurek-Kusiak and Wojciechowska-Solis 2014) also plays an important role in the creation of a city-brand, however in the context of urban marketing it is only one element of the marketing-mix concept. Directing planning and marketing activities at satisfying needs of external users can magnify the disproportions of quality and access to spaces, resulting in local conflicts. Treating the satisfaction of the needs of residents as a priority can be valuable to strengthen local development as well as external promotion (tab. 2). Creating urban products should therefore be based on the development of egalitarian spaces which do not exclude any groups.

Priority objectives of urban marketing and spatial planning include orientation to the needs of possibly many groups of users, and obtaining accumulated benefits through complex, qualitative, and continuously improved solutions leading to long-term and sustainable development of the city. The planning process should be efficiently used as a tool and marketing product at all stages, namely forecasting, planning, design, implementation, and use (fig. 1). The city should develop a

Tab. 2. Common goals of spatial planning and urban marketing

Recipients	Priorities	Tools	Products
<ul style="list-style-type: none"> • community (the quality of life) • entrepreneurs (business attractiveness, development conditions, potential clients) • investors (investment conditions) • tourists (the functionality, quality, uniqueness and atmosphere of urban space) • professionals (possibilities, life chances, quality of life) • students (the quality of education, labour market offer, life satisfaction) 	<ul style="list-style-type: none"> • orientation on user (community) and its needs • striving for constant and sustainable development of the city • ongoing monitoring of the urban market and competitiveness of the city • constant improving of urban solutions and products • analysis of the effects of marketing activities • coordination of spatial planning in the marketing context 	<ul style="list-style-type: none"> urban planning tools complemented by marketing elements: • diagnosis and forecasts • strategy/vision of spatial development of the city • projects: masterplans, site plans, architectural projects, public places and landscape • implementation of projects • monitoring plan and impact assessment 	<ul style="list-style-type: none"> • existing urban structures • elements of urban space and architectural objects • elements of the natural environment • planning and design concepts • public and commercial services

single integrated strategy of development based on the hierarchy of objectives, long-term character and effect, strongly based on the vision—i.e., an ordered system of objectives (Polski 2009). The author distinguishes six rules of marketing urban planning:

- the rule of diversification—the diversity of user preferences
- the rule of specialisation of the city—the search and consolidation of leading products
- the rule of continuity—the continuity and consequence of implementation in urban planning
- the rule of flexibility—the adaptation to changing planning conditions
- the rule of planning selectivity—the selection of priority urban functions
- the rule of integration—the internal cohesion and effectiveness of marketing activities

The image of a given city or place is the tool, as well as product of urban marketing (Polska 2013). Benefits obtained from conscious and consistent creation of a good image include recognizability, increase in popularity, as well as satisfaction of residents and strengthening of identity. The issue of image was discussed by Boulding (1956) and Martineau (1958) who stated a thesis that the perception of a place does not only depend on the actual state, but largely also on the imagery. The image of the city can be defined as a mental, subjective, and individual image of the city created based on perception, emotions, and depictions. The image does not always reflect the existing state (Łuczak 2002), therefore the essential issue is the relevant approach of self-government by building a strong and authentic image (Mazurek-Kusiak 2010). The confrontation of marketing actions undertaken by cities with reality reveals a considerable discrepancy between the created image of the city as a product and the authentic urban space. Marketing activities limited only to promotion, cultural events, and single investments, is a quite superficial promotion of the image of the city, not coherent with the actual state. In many cases, urban space is not composed as a whole, coherent structure, but only single districts or areas dispersed in the city between car-priority routes. The urban space becomes excessively fragmentary, making it difficult to use and perceive. The result is weakening of the image of the city and its marketing value. This basic difference provides the basis for the designation of two types of image:

- existing—(real) developed by the majority of residents; persons in direct contact with the city
- stereotypical—(illusory) created for persons who have had no contact with the city; simplified, subjective, deforming the reality (Dudek-Mańkowska 2011)

The key product of urban marketing and the basis for creating the real image of the city should be competent and authentic urban space. Referring to the typology of elements of urban landscape by Wejchert (1974), public spaces fulfil the function of elements crystallizing the plan. Main streets, alleys, squares and parks represent the image of the entire city, make the city plan explicit and functional, and create a strong functional and spatial urban core.

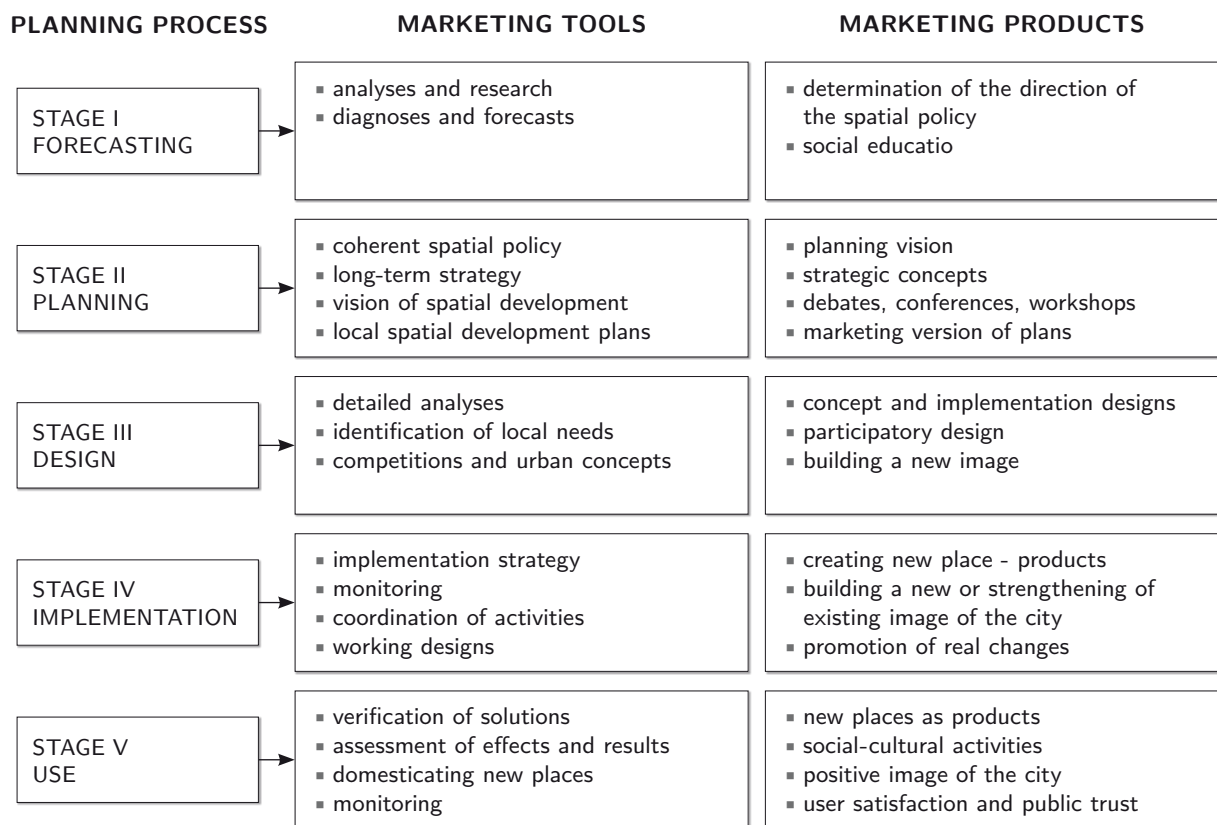


Fig. 1. Tools and products of urban marketing accessible in the process of spatial planning

The marketing process requires the estimation of the value of the product—its ability to satisfy human needs through the determination of obtained benefits. It is important for the product to offer its user benefits experienced in the real world (Tkaczyk 2011). First of all, the basis of marketing success is to create a strong core value of the city-product (quality of urban space, high functionality and attractiveness) which can then be complemented by added value (services, events, activities). User experience is becoming increasingly significant and exceeds artificial promotion of cities based on pure superlatives. There are many factors creating the existing image of the city and therefore quality of the product of urban marketing. The marketing value of urban space is closely related to urban planning value and depends on numerous material and immaterial factors (fig. 2).

3 Helsinki vision 2050

An example of the introduction of a marketing approach to the planning process is the long-term spatial development vision of Helsinki in Finland. Helsinki City Plan. Vision 2050⁽¹⁾ presents a concept of a green, compact, vibrant and sustainable city. The general development target of this vision is to create a rapidly growing rail transit network city with expanding central areas coupled with other developing centers (tab. 3). Current development problems are especially decentralization of regional community structure, increasing traffic congestion, ballooning of housing prices beyond the reach of average citizens, climate changes, life quality, and ageing population. The main premise of this vision is to create a coherent urban ecosystem, to densify the existing built-up area, and to connect dispersed districts by strengthening and expanding the urban core. Forming a district and local centers that serve as a vibrant and multifunctional public space is to provide a comprehensive functional and easily-accessible program for districts and neighborhoods (fig. 3). The urban infills are based on masterplans and leads to the reconnection of separated districts (fig. 4).

1. See: Helsinki City Plan. Vision 2050. Urban Plan — the New Helsinki City Plan. Reports by the Helsinki City Planning Department, General Planning Unit 2013:23. City Planning Department of Helsinki 2013, [@:] https://www.hel.fi/hel2/ksv/julkaisut/yos_2013-23_en.pdf.

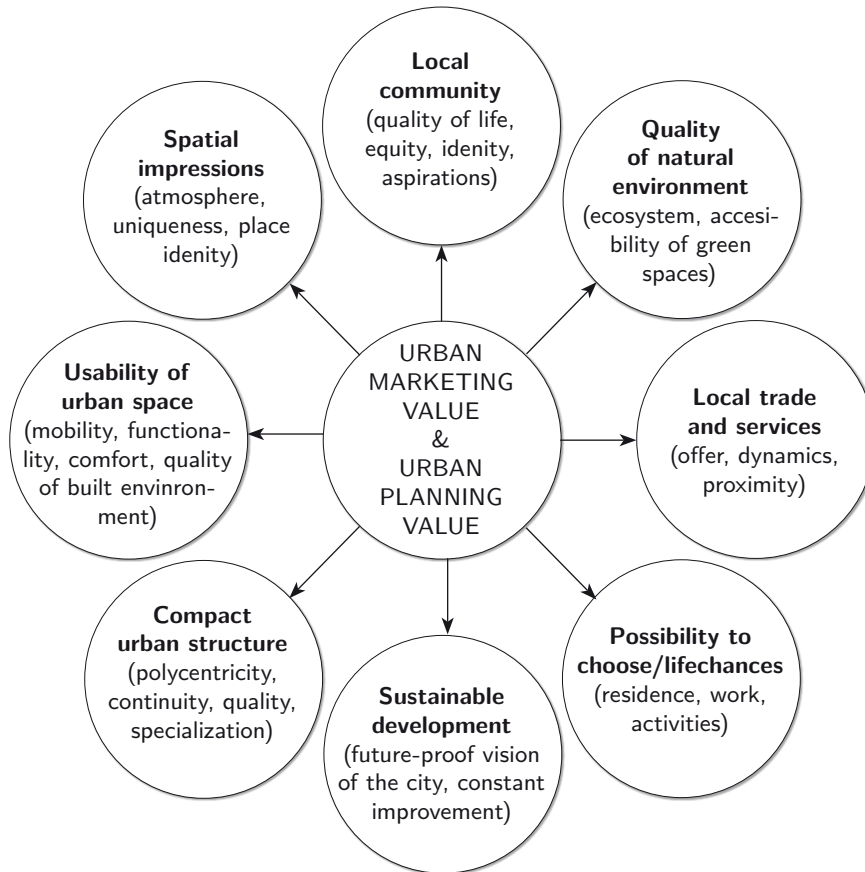


Fig. 2. The factors that impact the urban planning value and urban marketing value of urban space

Tab. 3. General development targets according to the Helsinki City Plan. Vision 2050

<p>Priority of public transport:</p> <ul style="list-style-type: none"> • fast rail connections with light rail highly efficient network • bicycle quality passageways • transformation of routes into multifunctional urban streets • wider range of services can be reached in little time by public transport
<p>Multi center community structure:</p> <ul style="list-style-type: none"> • dense and functionally versatile city with connected districts • concentration along the routes and the expanding centers • proximity and accessibility of schools, workplaces, everyday services, and larger district centers
<p>Competitive vibrant metropolis:</p> <ul style="list-style-type: none"> • numerous housing options and attractive living theme • conditions of industry and commerce • high quality bussines centers, creative thinking, new tecnologies • diversity and mobility of work, city incentives to work and be an entrepreneur
<p>Qualitative urban space as a centre of urban life:</p> <ul style="list-style-type: none"> • city with a human scale; urban space that suits pedestrians • attractive urban area, friendly neighborhood and proximity of see and green spaces • active life with range of opportunities; easy access to recreational services and leisure
<p>The sustainable environment and community:</p> <ul style="list-style-type: none"> • ecologically balanced city, significance of green spaces is heightened in an compact city • natural environment preservation; life in harmony with nature • socially balanced community • ethical consumerism and health awareness

Source: Own elaboration based on Helsinki City Plan. Vision 2050, op. cit.

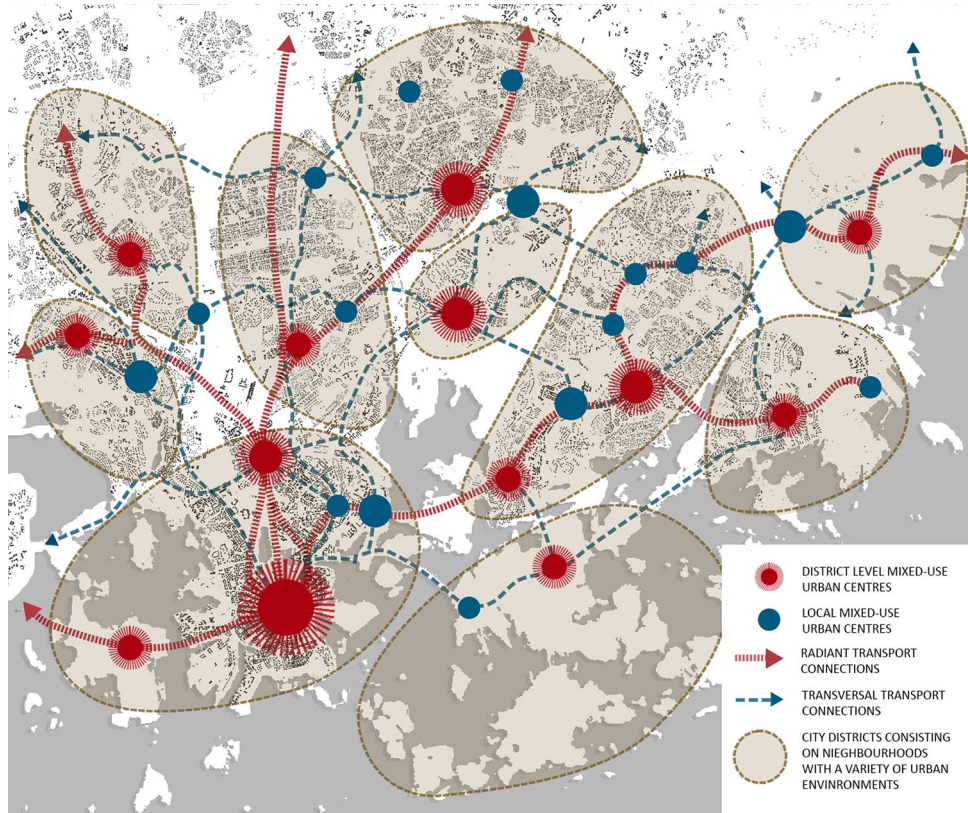


Fig. 3. Planned functional-spatial structure of Helsinki

Source: Own elaboration based on Helsinki City Plan. Vision 2050, op. cit.

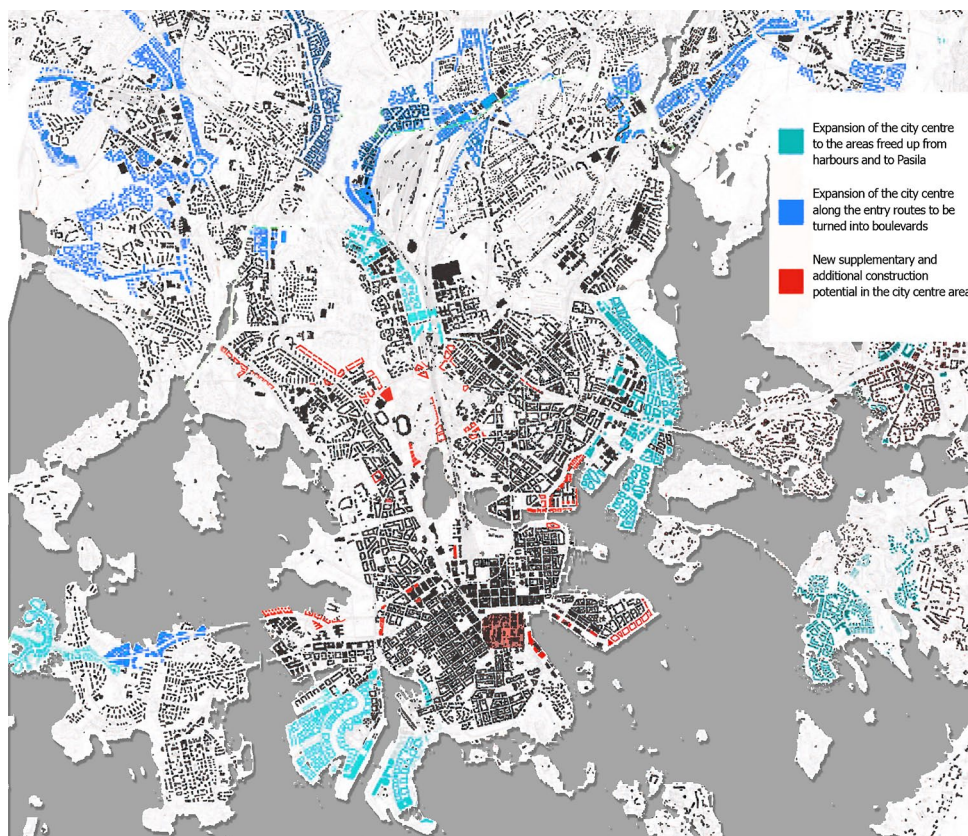


Fig. 4. Planned infill of urban structure of Helsinki

Source: Own elaboration based on Helsinki City Plan. Vision 2050, op. cit.

The strong determinants of economic development are complemented by “soft” features such as comfort, pleasure, urban lifestyle, choice, access to nature, health, wellbeing, satisfaction, stimulation of creativity, or unique atmosphere. The marketing form of the urban plan was a tool of long-term social participation and the marketing product promoting Helsinki as a promising and friendly city. The planning process involved many years of participatory and marketing activities directed primarily at residents but also other interest groups. The activities of urban marketing include: arranging theme-specific seminars, discussion events, displaying the city plan at exhibitions during the preparation process, organization of the city plan coffee meeting to present and discuss theme maps, complete and clear-presented online information. In the case of Helsinki, the marketing approach has been skillfully integrated into the spatial planning process, but certainly the key stage will be the implementation of the vision — masterplans, site plans, urban design solutions, architecture projects, and then final products and the use of particular spaces and places.

4 Planning the compact city from the perspective of marketing approaches

The marketing approach and spatial planning are based on common objectives. The implementation of the concept of the compact city can contribute to an increase in the useful standards of the urban environment, and increase its marketing value. The assessment of the core value of urban space as a product — the simplest, undisputed functionality, is the key stage of the marketing process (Tkaczyk 2011). The polycentric and multifunctional structure of the city aims at providing possibly uniform access to services, education, transport, public spaces, and green areas for all users. Due to the fully-valuable programme of urban districts, they become friendly neighborhoods for residents, as well as interesting space for external users. The diverse character of particular districts strongly affects the perception of the city as a complex structure — not only as a single symbolic historical center, but also as the attractive image of a contemporary city. Then, the dissonance of the value of space decreases with a benefit for all users – residents, tourists, and business. Only the efficiently functioning city and its existing image provide the basis for efficient promotional measures, and lead to the obtainment of measurable effects.

The objective of the compact city concept is the restoration of the functional and therefore economic value of transport infrastructure. Current inefficient management of areas in urban road belts in Poland results from the inconvenient character of the function, and lack of complex design of transport infrastructure. Roads, now used simply by cars to pass by, are recommended for conversion into multifunctional, accessible, and vital streets creating the urban core and connecting the city districts. The areas constitute potential for the development of fully-valuable urban streets with a legible line of building development. The main transport routes and nodes should integrate transport, public spaces, services, and commerce, concentrating urban life and ensuring the dynamics of its use. Due to the limiting of the inconvenient character of roads and expanding the usability programme, the adjacent areas become attractive for the most profitable land uses in Poland — services, residential-services, and residential (Hermann 2013). Then, the market value, as well as the functionality and attractiveness of the areas in road belts, at transport nodes, and particularly at local centers, increases. The main urban streets develop an evident functional-composition core fulfilling the role of a system binding the city plan with a high strength of attraction, becoming a space of interactions and the scene of urban life. In addition to increasing the functionality and possibilities of satisfying needs, complex urban interiors cause the accumulation of spatial impressions (Wejchert 1974). The continuity of urban space increases the marketing value of single places, developing the image of the city as a whole structure. Each street can constitute a separate marketing product as the image of a given district of neighborhood, but also the space of identification of the entire city-product. The possibility of staying in place, free movement in urban space, and offer of urban services responding to the needs of users make the city attractive. Therefore, it is not single places, but a sequence of connected places (coherent structure) that makes the city a valuable and competitive product.

Products accessible in the compact city include the continuity of urban space, elements of cultural heritage, urban structures, architectonic complexes, urban streets, system of public spaces,

elements crystallizing the plan—main tracts and transport nodes, characteristic places, spaces of integration, recreational areas, natural environment, local centers, mobility, image of the city, and also its atmosphere. The competitiveness of the compact city is manifested in high functionality and attractiveness of space, and freedom of length of stay and freedom of choice.

The potential for creating quality products is provided by the following assumptions based on the idea of the compact city:

- sustainable development—maintenance of balance between the environment, economy, and social justice
- fully-valuable urban ecosystem—coherent urban ecosystem; access to recreational areas and natural environment
- cultural heritage—historical urban structure, architecture, landscape, identity of places, local materials
- community-oriented development—participatory planning, quality of life
- priority of public transport—competitive system of public transport; diverse forms of communication, mobility, and accessibility of places
- multifunctional transport infrastructure—eliminating the disproportions of roads and routes—transformation into streets and alleys accessible for various means of transport with the priority for pedestrian and cycling traffic and public transport;
- polycentric and multifunctional city—egalitarian character of urban space—equal access to transport, services and commerce, education, public space, green areas, recreation, culture; legibility and continuity of the urban form
- proportion of spatial form—ergonomic surroundings adjusted to human needs, fine grain land use, gradation of space (public, semi-public, semi-private, and private), proportion and composition of building development based on the rules of spatial order and urban standards
- quality of life—psychophysical comfort, usability, wellbeing, satisfying diverse needs, physical and mental health, possibility of choice of residential offers, work, lifestyle, forms and place of spending free time, means of transport; friendly neighbourhoods, and social relations
- atmosphere—extracting the identity of the place—uniqueness; creating authentic space, psychophysical comfort

Conclusions

Processes of dynamic transformation of cities create a chance for increasing standards of the quality of space, living conditions, and full use of the potential of cities. It is a possibility for strengthening, or even radical change of the image of cities. The basis is the determination of priorities of development and creating a long-term and sustainable vision of city growth. The concept of the compact city is based on the efficient use of land through limiting the use of space and application of high quality design solutions extracting multi-aspect benefits, and minimizing inconveniences while maintaining full functionality and spatial order. Superficial analysis of the assumptions of the idea can be at variance with its key principles, and lead e.g. to unplanned and chaotic densification and a low quality built-up environment. The basic importance during the implementation of the idea is the diagnosis of every particular case and design into local context. Therefore, masterplans and urban design projects are an essential stage in the spatial development process of cities. Compact urban form can contribute to increasing social, ecological, useful, aesthetic, and therefore marketing value of space. Creating quality products and satisfying social needs leads to the development of the authentic image of the city. The building development environment constitutes capital of local development bringing long-term benefits.

The incorporation of the marketing approach into the process of spatial planning and urban design in the form of additional spatial analyses, market research, SWOT analyses, or diagnosis of social needs can contribute to an increase in the quality of planning documents—study of the conditions and directions of spatial development and local spatial development plans, providing a new perspective of potential benefits. Moreover, the objectives of territorial and urban marketing justify the development of coherent long-term visions of spatial development of cities and urban

planning concepts. They should provide the basis for the development of coherent urban structure and solutions adjusted to local conditions, and simultaneously constitute marketing products. The activity of self-governments in the scope of marketing should take into account all elements of the marketing-mix with particular consideration of creation of high quality, useful, and unique products. Broadly defined city marketing should be based on strong pillars of urban marketing. Urban space as a whole constitutes the core value of the city-product, and all events, points, and iconic buildings constitute an added value.

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