



## SITE1.2

# Influence on the district



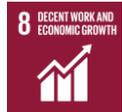
## Objective

Our objective is to use the building to provide a boost to the site and exert a positive influence on the district.

## Benefits

The image of a site has a significant influence on how the building and its environs are received by its users and visitors, and on the building's ability to play a productive role in the district. In terms of a building's economic and social quality in particular, it is therefore vital that it not only satisfies functional requirements, but also that it conveys a positive image.

## Contribution to overriding sustainability goals



### CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS (SDGS) OF THE UNITED NATIONS (UN)

### CONTRIBUTION TO THE GERMAN SUSTAINABILITY STRATEGY



Moderate

- 8.2 Economic productivity through diversification and innovation
- 8.3 Fostering of productive activities and innovation



## Outlook

The site on which a building is constructed will always play an important role. Its image is subject to a variety of different influences. These factors will always remain a focal point.

## Share of total score

	SHARE	WEIGHTING FACTOR
Office		
Education		
Residential		
Hotel	1.1%	2
Consumer market		
Shopping centre		
Business premises		
Logistics		
Production		

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## EVALUATION

The evaluation assesses the results of a site analysis, the qualitative impact of the building on the site or the district, the potential for synergy and whether the building will provide a boost to the local area/be an attraction. In this criterion, a maximum of 100 points can be awarded.

NO.	INDICATOR	POINTS
<b>1</b>	<b>Site analysis</b>	
1.1	<b>Site classification and evaluation</b>	<b>Max. 15</b>
	Expert, reasoned evaluation of whether the public perception of the site will allow the planned project to be used sustainably or whether it detracts from this ambition.	
	<ul style="list-style-type: none"> <li>■ Site with a neutral image and secondary location in the district; impact neither positive nor negative: Acceptable image for the intended use/for the building/site impact is neutral and multipurpose. <span style="float: right;">5</span></li> <li>■ Site has positive local impact and/or exposed location in the district as a whole: Positive image of the building/site due to its location/"address" in the district is the basis for high-quality architecture and use. <span style="float: right;">10</span></li> <li>■ Site has positive impact regionally and nationally; alternatively/in addition: The site is a landmark and desirable address within the district: Very positive image for the intended use/for the building. The site has a special status due to its location or history. <span style="float: right;">15</span></li> </ul>	
<b>2</b>	<b>Image and site value appreciation</b>	
2.1	<b>Influence of the building on the site or the district</b>	<b>Max. 15</b>
	<ul style="list-style-type: none"> <li>■ Building has a neutral image; impact neither positive nor negative: Acceptable image for the district. The building and its use fit into the existing structure. <span style="float: right;">5</span></li> <li>■ Building has a positive local impact: Positive image for the district. The building and its use enhance the district with a unique impact and character; the building has a regional pull. <span style="float: right;">10</span></li> <li>■ Building has a positive impact regionally and nationally: Very positive image for the district. The building and its use make the district a desirable area. National pull due to use or building. <span style="float: right;">15</span></li> </ul>	



### 3 Potential synergy

#### 3.1 Potential synergy due to clustering Max. 40

- Building with neutral, integrated use and impact on the surrounding area 5
- Building/use with at least two synergistic effects at technical or economic, use or social level that form a cluster configuration that is highly attractive to customers and users, who are therefore near to associated companies or even competitors. 10
- Building/use with at least three synergistic effects at technical or economic, use or social level that form a cluster configuration that is highly attractive to customers and users, who are therefore near to associated companies or even competitors. 20

For each additional synergistic effect +10

Examples:

- **Technical:** Smart grid
- **Economic:** Suppliers, after-sales, attractive for other uses or to other companies, etc.
- **Mixture/use:** Supermarket, office, business, symbiotic relationship (e.g. academy – hotel, business park – boarding house)
- **Social:** Day nursery, leisure (restaurant, fitness, etc.)

### 4 Boost/attraction

#### 4.1 Boost due to use 15

There is a new use/a new building for the district, which adds a unique feature to the region/attracts people from around the country and/or attracts new uses/employers/leisure attractions (e.g. outlet centres, experiences, etc.)

#### 4.2 Boost due to spatial and design aspects 15

Building/use as a unique building project that makes the district a desirable area and "stimulates" the district (e.g. 50Hertz building in Berlin) or Building/use after which the district is named (e.g. Alnatura Campus, Ricola Kräuterzentrum, Torre Agbar, Kulturbrauerei Berlin, ZKM Karlsruhe, etc.).

#### Re 4. INNOVATION AREA

Explanation: If this building gives an exceptional boost to the district/site that goes beyond the scope of the aspects defined above, this can also be credited. This can include, for example, architectural or civil engineering innovations.



As in 4.



# SUSTAINABILITY REPORTING AND SYNERGIES

## Sustainability reporting

The synergistic effects determined in indicator 3 are good key performance indicators (KPIs) to report.

NO.	KEY PERFORMANCE INDICATORS (KPIs)	UNIT
KPI 1	Synergy exists with the surrounding area	Yes/no

## Synergies with DGNB system applications

- **DGNB DISTRICT:** Indicators 1 and 2 have parallels to the content of criterion ECO2.4 Value stability of the schemes Urban districts (SQ16) [SQ = urban district] and Business districts (GQ16) [GQ = business district].



## APPENDIX A – DETAILED DESCRIPTION

### I. Relevance

Buildings with a positive image and varied uses for the public foster communication and a sense of community and, in turn, general acceptance. The image of a site depends on its use; however, the site's image also influences its subsequent use. A positive image plays a key role in ensuring that the building continues to be accepted in the long term by its users and visitors.

### II. Additional explanation

The building and its surrounding area are to be characterised according to their image and status, and evaluated according to their impact and influence (social, ecological, economic) on the district.

### III. Method

The criterion SITE1.2 describes the influence of the site on the building's commercial viability, as well as the influence of the building itself on the site. If this is positive, this has a critical impact on the evaluation.

The following parameters in particular play a pivotal role in ensuring that the site (and in turn, the building) is received positively by potential users:

#### Indicator 1: Site analysis

An analysis of the surrounding area is advisable here. Firstly, the location of the property in the district (500 m radius) must be considered (from secondary to exposed). Secondly, an analysis of the surrounding area with regard to uses must be conducted; this can include (but is not limited to) the following aspects:

- Evidence of integration
- Additional use
- New stimuli (headquarters, outstanding shopping facilities, facilities for art and culture, etc.).

#### Indicator 2: Image and site value appreciation

The focus here is on reactions as part of public perception. Publications in specialist magazines and press articles about the building and/or its users in connection to the site can be used (best case scenario: The district is named after the user or the district is identified by the user's name).

#### Indicator 3: Potential synergy

Synergy can occur on multiple levels. Possible examples:

- By means of material cycles (e.g. chemical industry business park: Businesses are integrated into the material cycle).
- Office buildings without a canteen (employees use canteens in neighbouring buildings or restaurants/sandwich shops are encouraged to move into the area).
- Office building uses waste heat from business in the vicinity to heat the interior.



#### **Indicator 4: Boost/attraction**

This indicator is used to award points for highly attractive buildings and uses with an impact that goes beyond the district. Possible examples:

- Building/use as a "place of pilgrimage" with documentation showing at least 15 tours conducted a month for interested parties from the fields of architecture, engineering, ecology, products, etc.
- Attractive shopping facilities that are not available further afield

#### General information:

If the building being evaluated will have a positive influence on the existing site, this must be evident from the analysis. The documentation listed below should be produced as required and where the relevant items are present. A clear relationship to the project must be demonstrated. Different synergistic effects are possible depending on the use. Clear evidence must be provided to demonstrate that the aspect "Building/use as a unique building project that makes the district a desirable area and 'stimulates' the district" in indicator 4.2 has been fulfilled.



## APPENDIX B – DOCUMENTATION

### I. Required documentation

A range of different forms of documentation is listed below. The documentation submitted must comprehensively and clearly demonstrate compliance with the requirements for the target evaluation of the individual indicators. The data used must be up-to-date or, if relatively old documents/content are/is used, it must be possible to demonstrate that they continue to be applicable.

#### Indicator 1: Site analysis

Excerpt from the written text and drawings defining the building's specifications, which clearly contain the following information: Expert, reasoned evaluation of whether the public perception of the site will allow the planned project to be used sustainably or whether it detracts from this ambition.

An analysis of the surrounding area with regard to the following aspects:

- Location of the property in the district (radius approx. 500 m)
- Uses in the district (radius approx. 500 m)
- Location of the building in relation to the surrounding area
- Information on the building's function, use and travel to the building

#### Indicator 2: Image and site value appreciation

Characterisation of the building according to its impact on the surrounding area. It can be classified using press articles, photos, plans, etc. that reflect public perception.

#### Indicator 3: Potential synergy

Documentation of the uses with additional synergistic effects that form a cluster configuration. Description and explanation of the synergistic effects.

#### Indicator 4: Boost/attraction

Description and explanation of the following:

- Unique features to the region,
- Attraction of people from around the country and/or
- New uses/employers/leisure attractions



## APPENDIX C – LITERATURE

### I. Version

#### Change log based on version 2018

PAGE	EXPLANATION	DATE
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### II. Literature

- Sustainable Development Goals icons, United Nations/globalgoals.org