The (Design Data) Planning School
Inter-actor design by means of data planning

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Introduction

- basis of “real estate management”:
  - real estate (INPUT)
  - adding value, positively or negatively, to
  - performance (OUTPUT)

- how to measure
  INPUT - OUTPUT

more info: http://managingtheuniversitycampus.nl
Origins of the **Data Planning School**

- 1993 Joroff
- 1994 / 1997 De Jonge
- 1999 Krumm
- 2002 Van der Schaaf
- 2007 De Vries

**Basic Data Planning School Model**

- foundation:
  - supporting the process of “adding value”
- see next slide
Adding value

Controlling risks
Decreasing costs
Increasing real estate value

Real estate projects

# users involved
Types of m²
Budget in euros
Quality ambition

CREM

Supporting user activities
Increasing user satisfaction
Increasing flexibility

Reducing footprint

Through functional goals

Performance (output)

Profitability

Decreasing costs
Increasing real estate value

Sustainable development

Productivity

Through physical goals

Performance (output)

Competitive advantage

Increasing flexibility

Through strategic goals

Source: Managing the university campus (Den Heijer, 2011)
performance criteria university

OUTPUT

competitive advantage

strategic goals to support, quality ambitions

financial costs, benefits, value

users, satisfaction, mix of functions / spaces functional

m², condition, location, quality physical

productivity

sustainable development

more info: http://managingtheuniversitycampus.nl

Den Heijer, 2011
Principle 1: Actors / stakeholders

- **strategic**
  - policy makers

- **functional**
  - users

- **financial**
  - controllers

- **technical**
  - managers

- **physical**
  - campus management

Source: Managing the university campus (Den Heijer, 2011)

stakeholders linked to input variables

- **strategic**
  - goals to support, quality ambition

- **functional**
  - users, satisfaction, function mix

- **financial**
  - costs, benefits, value

- **physical**
  - m2, condition, location, quality

Source: Managing the university campus (Den Heijer, 2011)

more info: [http://managingtheuniversitycampus.nl](http://managingtheuniversitycampus.nl)
Principle 2: Decision-making

figure 3.16: framework for generation of management information (Lohman 1999)

figure 3.17: ‘real estate’ adding value to ‘performance’ is the basis for collecting data to generate management information

more info: http://managingtheuniversitycampus.nl
Principle 3: the result, outcome

- campus project brief (“programma van eisen”)
- in m2, euros, #users, goals to support
- business case with effect on performance (operationalised)

- based on an inter-actor decision-making process
- making use of data planning
- data → management information (decision-support system)
More about this methodology:
“Managing the university campus”:
http://managingtheuniversitycampus.nl