

Communication-based Approach to Improvement of Old Industrial and Commercial Areas

Regional Authority FrankfurtRheinMain
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„Services to Member Municipalities“

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Members – territory of the Regional Authority

75 members

members include Frankfurt, Offenbach, Hanau, Rüsselsheim and Bad Homburg

uniting Frankfurt (700.000 inhabitants) with cities as well as small rural communities

average levy paid to the association: €5.66 per capita

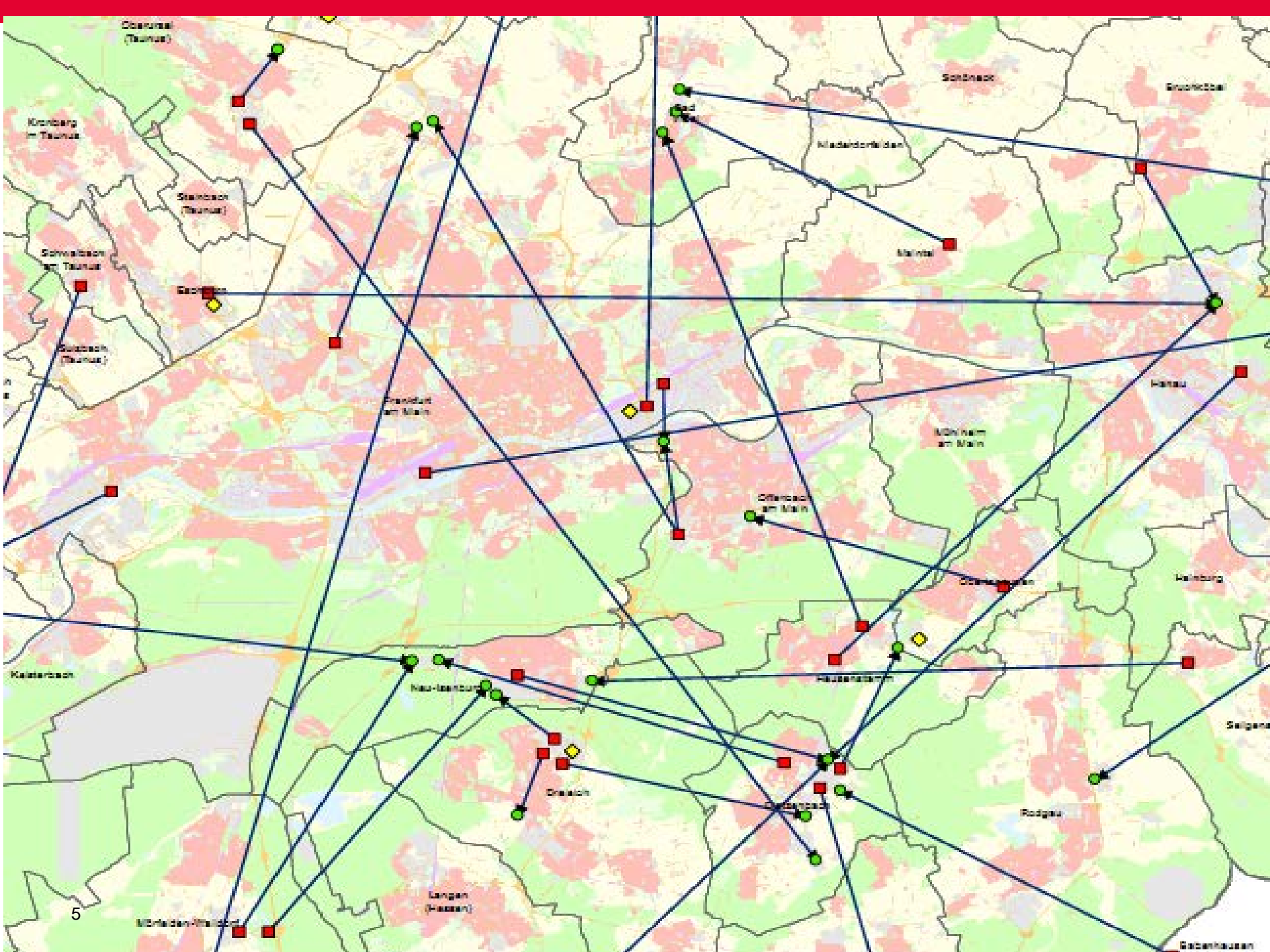


Tasks

- elaboration and update of the regional preparatory land-use plan
- controlling and coordination of the regional development
- platform for the strategic alignment of regional associations
- development of a joint identity and profile for the region
- regional monitoring
- advisory service for subsidies
- municipal services

Which role does the Regional Authority FrankfurtRheinMain play in regional planning cooperation?

- we promote regional interaction and exchange of ideas concerning planning issues
- our main concern: to curtail urban sprawl
- we advocate a „brownfields-first approach“
- various projects since 2009, concerning residential development
- project “Innenentwicklung in bestehenden Gewerbegebieten/ intensification of existing enterprise zones” (PIG) has been set up 2012, adopting the idea of urban containment to commercial areas dating from the 1960’s
- 13 councils have partnered with the scheme, mostly small and medium towns (10,000 to 50,000 inhabitants)
- various planning consultancies as project partners



Why should we grapple with problems of old enterprise zones?



Issues that have to be tackled trying to upgrade these areas:

- preliminary considerations before embarking on a change process
- standardised work stages leading to individual results
- stepstones: finding answers to important questions along the way
- forming realistic expectations towards short-term results
- How to ascertain long-term success?

Issues that have to be tackled trying to upgrade these areas:



crumbling infrastructure
(broadband!)



lack of parking spaces
messy public realm



derelict properties,
contaminated sites



influx of retail parks,
gambling hall



conflicts between
residents and businesses



unused land, empty sites,
vacant buildings



multi-ethnic businesses,
seen as sign of decline



outdated logistics
buildings



outdated retail sites

Preliminary considerations before embarking on a change process

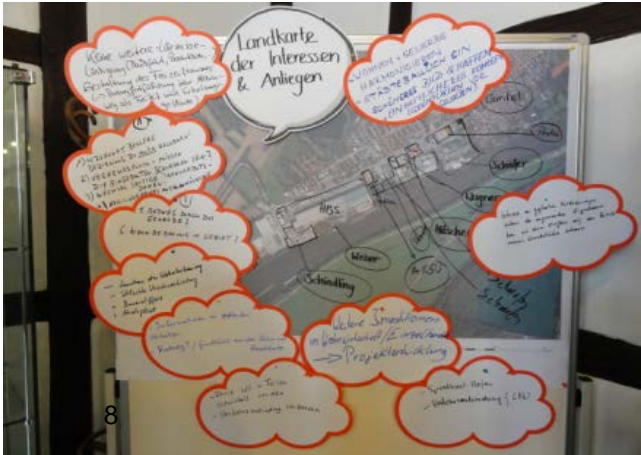


- design schemes will only provide superficial improvements
- major drawbacks of the area must be mitigated by landowners and occupiers themselves

- nuisances are results of behavior, action or inaction of occupiers, owners and municipalities
- communication is the key of change



- „The map is not the territory.“
- local businesses have a far more positive view on their enterprise zones that are otherwise considered derelict



Standardised work stages ...

Projekt „Innenentwicklung in bestehenden Gewerbegebieten“
2. Hj. 2013/ Zeitplan (Entwurf)

	Planungsbüros	Projektkommunen	Regionalverband
Aug. '13	Projektaufstart		
Sept. '13	Kontaktaufnahme mit Kommunen Klärung der Aufgabenstellung gemeinsam mit der Kommune im Rahmen eines Auftaktgesprächs Besichtigung des Projektgebiets Bestandsaufnahme im Gebiet	Benennung Ansprechpartner/-in Bereitstellung von Informationsmaterial und Daten Vermittlung der Vorstellungen der Kommune über Entwicklungs- perspektiven des Gebiets an die Büros im Rahmen eines	Unterstützung des Projektstarts Unterstützung von Bestandsaufnahmen Lieferung von digitalen Karten- grundlagen, Daten, Materialien Teilnahme an einzelnen Auftaktgesprächen
Okt. '13	Kontaktaufnahme mit Kommunen Unterstützung des Projektstarts Grundlagen der Bestandsaufnahmen Elektronische Daten und Materialien	Benennung Ansprechpartner/-in Bereitstellung von Informationsmaterial und Daten Vermittlung der Vorstellungen der Kommune über Entwicklungs- perspektiven des Gebiets an die Büros im Rahmen eines	Unterstützung des Projektstarts Unterstützung von Bestandsaufnahmen Lieferung von digitalen Karten- grundlagen, Daten, Materialien Teilnahme an einzelnen Auftaktgesprächen
Nov. '13	Dokumentation der Bestandsaufnahmen Erarbeitung von Organisations- ansätzen, Skizzen Lösungsmöglichkeiten	Präsentation der Problem- stellungen, Herangehensweise und Ergebnisse im Rahmen des Erfahrungsaustauschs Ausblick auf weiteres Vorgehen	Durchführung des Erfahrungsaustauschs zwischen den vier Projektkommunen und den Planungsbüros sowie interessierten Akteuren
Jan '14	Präsentation der Problem- stellungen, Herangehensweise und Ergebnisse im Rahmen des Erfahrungsaustauschs Beteiligung am Dialog	Präsentation der Problem- stellungen, Herangehensweise und Ergebnisse im Rahmen des Erfahrungsaustauschs Ausblick auf weiteres Vorgehen	Durchführung des Erfahrungsaustauschs zwischen den vier Projektkommunen und den Planungsbüros sowie interessierten Akteuren
	Projektabschluss Fertigstellung Dokumentation	Fortführung des begonnenen Dialogs Beginn der Umsetzung	Konzeption der Dokumentation der Ergebnisse (Gesamtdokumentation)

defined tasks for
planning
consultancies,
municipalities and
the Regional
Authority

identical 6 months schedule

three main components:

targeted assessment of the area to
identify need for action

6-8 interviews with local stakeholders

2 workshops:
„neighborhood conference“,
exchange of experiences between
partaking municipalities

communication process is to be carried
on in local responsibility

Regional Authority encourages, acts as
instigator and consultant

cost: €12.000, equally devided



... leading to individual results



Steinbach, Eppstein:
land owners and owners of
small businesses, meeting in
a warehouse



Groß-Gerau: casual round
tour with
the mayor,
open to the public,
including local press

Choose the type of
location and
workshop
which fits the area, its
challenges and its
stakeholders!

Hattersheim:
structured discussion,
intensive moderation in
the council hall



Dreieich,
Hattersheim:
only landowners
invited



Stepstones: finding answers to important questions along the way

first targeted assessment of the area to identify need for action

second 6 – 8 interviews with local stakeholders

third Workshop I: “neighborhood conference”
Workshop II: exchange between partaking municipalities

Forming realistic expectations towards short-term results

- make contact between council and other local stakeholders**
- create an opportunity for local stakeholders to get to know each other better, promote interaction**
- know more about local stakeholders' concerns, wishes and intentions**
- create a clearer understanding of causes and effects, providing insight and background information for local stakeholders**
- facilitate future contact between local stakeholders and council**
- raise awareness for personal responsibility of land owners and occupiers**
- exchange of experiences between project partners: regional knowledge management and learning, setting aside competitiveness between cities**

Mixed strategy keeps stakeholders interested



- coordinate speedy implementation of small improvements
- discuss long-term perspectives and measures to mitigate important challenges and to update infrastructure

How to ascertain long-term success?

- **unmistakeable and straightforward definition of goals by the town council: area will maintain its industrial character, conversion to residential or other use will be counteracted**
- **support by policy makers is mandatory: Mayor or high ranking council members have to attend the workshop! Results have to be communicated in town committees.**
- **make use of existing planning rules, seek cooperation with construction supervision agency**
- **show willingness to implement ideas presented by local stakeholders, preparedness to provide manpower and finances**
- **stay in touch with local stakeholders**
- **designate an „area caretaker“**

Outlook

- all member municipalities showing interest in our project have been attended (as far as proposed project areas were suitable)
- **Project references 2012-2014**
 - 1- Groß-Gerau, Kronberg, Rodgau
 - 2- Dreieich, Eppstein, Hattersheim, Steinbach
 - 3- Bischofsheim, Hainburg, Mörfelden-Walldorf
 - 4- Heusenstamm, Maintal, Oberursel
- future projects may focus on special topics requiring communication and cooperation with real estate owners and occupants: outdated retail parks, commercial zones along main thoroughfares

Thank you very much for your attention!



Beate Huf, Regionalverband FrankfurtRheinMain