

# Tools for Creative Urban Revitalisation (CUR Tools)

CUR Tool description (WP T2)

<b>Project group</b>	<input type="checkbox"/> Empty Floor Space <input checked="" type="checkbox"/> Revitalisation of Retail and Small Businesses <input type="checkbox"/> Establishment of a CI Support Centre
<b>Pilot location</b>	Kamnik, Slovenia
<b>Editor</b>	Grit Ackermann/ CCIS

<b>1. Name of the tool</b>	<b>Empty Floor Spaces for Creative Businesses</b>
<b>2. Aim of the tool</b>	<p>To identify strategic important empty floor spaces for revitalisation in inner city centres to keep or improve the liveability and attractiveness of the city.</p> <p><b>Further goals that will be addressed:</b></p> <ul style="list-style-type: none"> <li>• identify empty floor space that is of strategic importance for the revitalisation of the city centre/ quarter</li> <li>• to prepare an analysis of concrete vacant retail or business outlets, which can serve as basis for further revitalisation measures</li> <li>• reach an agreement with the landlords about cooperation in revitalisation measures and activation of house owners and building of trust towards new revitalisation project</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• raise attractiveness for talented creatives</li> <li>• promote settlement of retail &amp; small businesses</li> <li>• improve liveability of the city</li> </ul> <p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• address individual interests and expectations of floor space owners</li> <li>• process of building trust towards new revitalisation projects could take some time</li> <li>• convincing municipality to support the initiative in the selection process of empty floor spaces</li> </ul>

<h3>3. Tool description</h3>	<p><b>Short description:</b></p> <p>Many city centres have floor spaces that are empty for a long time, even in best locations. These spaces are not in the active offer at the market for various reasons. With this tool we will identify locations that are</p> <ul style="list-style-type: none"> <li>• in locations that need revitalisation to keep or improve the liveability and attractiveness</li> <li>• attractive for retail and small businesses</li> <li>• owned by landlords willingly to actively market the space and do some necessary adaptations to bring the floorspace on the level necessary</li> </ul> <p><b>Main activities:</b></p> <p><i>1. Identification:</i></p> <p>With the tool we identify a number of empty locations that are of strategic importance for the revitalisation of the city centre (in cooperation with key stakeholders/ municipality):</p> <ul style="list-style-type: none"> <li>• the manager of the floor space analysis defines the exact locations of strategic importance that shall be subject of the analysis with the municipality, the city manager or other key actors in city development</li> <li>• define the criteria or features of the vacant floor spaces (size, suitable for what type of activities,...) depending on the planned revitalisation project</li> <li>• acquire the contact details of the owners of the selected locations</li> <li>• prepare information leaflet for the owners informing about revitalisation plans or other further measures, potential benefits, contact details</li> </ul> <p><i>2. Arrangements:</i></p> <p>Reach an arrangement with owners of the empty spaces to have the space filled with a business</p> <ul style="list-style-type: none"> <li>• arrange meetings with the owners to learn more about why the space has been empty for a longer time, present the revitalisation project and the potential benefits for the owner</li> <li>• get some type of commitment from the owner for collaboration</li> <li>• make a thorough analysis of the space and agree with the owner about possible repair or renewal</li> </ul>
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	<p><i>3. Presentation:</i> Present the characteristics of the space in greater detail (pros and cons), visual presentation</p> <ul style="list-style-type: none"> <li>• the presentation for the target group depends very much on the planned revitalisation project; in our case, the target group are potential entrepreneurs in retail and small businesses looking for floorspace</li> <li>• there should be a comprehensive description of the available floor space with the possible usages (available for retail, retail for food, suitable for gastronomy etc.) with excellent pictures</li> <li>• presentation of the floor space should be integrated in the revitalisation measures, e.g., the presentation is promoted with start-up incubators or hubs in the area or other counselling points for start-up companies</li> </ul> <p><i>4. Contact for entrepreneurs:</i> A contact person for the potential entrepreneurs (e.g. city manager) knows the floor spaces/ micro locations, can arrange visits, can give additional information (about support or subventions available) and helps the entrepreneur in making a decision</p> <ul style="list-style-type: none"> <li>• the manager of the floor space analysis is the contact point for the follow-up revitalisation project</li> </ul> <p><b>Recommended methods to be used:</b></p> <ul style="list-style-type: none"> <li>• e.g. some Design Thinking tools (see “Add-on”)</li> <li>• the floor space analysis needs to be fully aligned to the revitalisation project it serves for, in this context we recommend the use of the Context Map Canvas</li> </ul>
<p><b>4. Expected results</b></p>	<p><b>Direct effects:</b></p> <ul style="list-style-type: none"> <li>• identification of floor space in strategic locations that can be activated for the market</li> <li>• educated person that helps potential tenants/ businesses to make a decision</li> <li>• visual presentation of the identified spaces</li> <li>• analysis as starting point for targeted actions to revitalise these long-term empty floor spaces</li> </ul> <p><b>Side effects:</b></p> <ul style="list-style-type: none"> <li>• communication of idea/ pilot project</li> </ul>

	<ul style="list-style-type: none"> <li>• more knowledge about the reasons why retail and business outlets are empty for a longer period, data for political decision-makers</li> </ul>
<p><b>5. Key roles</b></p>	<p><b>People/ organisations that should be involved (incl. roles):</b></p> <ul style="list-style-type: none"> <li>• municipality (or other key actor in the pilot location): key importance is the involvement of the municipality in the selection process of empty floor spaces</li> <li>• floor space owners: important is that the floor space owners have a trusted contact person, either at the project partner or at the municipality or another actor in the pilot location</li> <li>• this contact person is the expert for the empty floor space and should be involved in any tools or measure to revitalise these empty floorspaces</li> <li>• further project partners</li> <li>• city manager or urban planner, or someone from the tourist board of the city</li> <li>• maybe: a real estate expert, either an architect or an agency working with the real estate in the location</li> </ul>
<p><b>6. Timelines</b></p>	<p><b>Duration of key activities in total (estimation):</b></p> <ul style="list-style-type: none"> <li>• identification of strategic empty floor spaces with municipality or real estate agency or other actors in the pilot action – 1 month</li> <li>• contacting of the landlords and reaching an arrangement with them about cooperation for revitalisation – 1-2 months</li> <li>• description and visual presentation of floor spaces for further revitalisation activities – 1-2 months</li> </ul>
<p><b>7. Link to other tools</b></p>	<p><b>Integration in a leading tool concept or pilot phase:</b></p> <ul style="list-style-type: none"> <li>• this tool can be combined with a communication campaign about the available floor spaces and an invitation to potential entrepreneurs to discover the potential of the locations</li> <li>• there could be also special support or subvention programmes for businesses settling in these floor spaces</li> </ul> <p><b>Recommendations for combinations with other CUR tools:</b></p> <ul style="list-style-type: none"> <li>• the tool can be embedded in an existing or new support programmes and tools such as a voucher or subvention programme for entrepreneurs (“Open Call for City Business Starter”) settling in these locations</li> </ul>

8. Good practices	References to comparable practical experiences: no comparable example found
9. Cost factors & recommendations	<p><b>Possible cost factors:</b> Expert for empty floor space, optional: architects/ agency</p> <p><b>Recommendations for piloting the tool:</b></p> <ul style="list-style-type: none"> <li>• the analysis is a complementary tool to any other measures to revitalise empty floor space</li> <li>• a risk in the implementation is surely that the landlords are not interested, because they would need to invest in the floor space to turn it into a space suitable for the market; it is therefore important to give the owners a benefit for investing</li> </ul>

### Add-on: Which Design Thinking tool could support this CUR tool?

- Empathy Map Canvas
- Value Proposition Canvas
- Team Charter Canvas
- Golden Circle
- Interviews: users, stakeholders, etc.
- Assumption grid
- Persona
- Context Map Canvas
- Sustainable Business Model Canvas
- Persona description
- Storytelling Canvas
- Hero's Journey Canvas
- Coverstory Canvas
- Storyboard