

Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description (WP T2)

Project group	<input checked="" type="checkbox"/> Empty Floor space <input type="checkbox"/> Revitalisation of Retail and Small Businesses <input type="checkbox"/> Establishment of a CI Support Centre
Pilot location	Herrenberg, Germany
Editor	Margit Wolf/ WRS, Viktoria Heinzl/ HdM

1. Name of the tool	Homeowners & Landlords Consultation Package
2. Aim of the tool	<p>To consult homeowners and/ or landlords on new floor space in collaboration with local creatives and convince them of potential of Creative Industries.</p> <p>Further goals that will be addressed:</p> <ul style="list-style-type: none"> • improved clarification of homeowners and/ or landlords about the potential of the Creative Industries (CI) and innovative floor space concepts • targeted consulting to homeowners & landlords on the use of their premises through floor space concepts to promote CI and its benefits in doing so • simplified convincing of homeowners & land-lords to invest in cooperations with CI and entrepreneurs <p>Opportunities:</p> <ul style="list-style-type: none"> • address and solve an important hurdle to the implementation of new floor space concepts in vacant spaces • promoting the potential of cooperation with CI • raising awareness among citizens (= property owners) on the relevance of the CI <p>Challenges:</p> <ul style="list-style-type: none"> • address individual interests and expectations of homeowners and/ or landlords • establishment and application of convincing business models of new floor space concepts • estimation of duration of consultation and persuasion, as is tolerance for somewhat more demanding formats

<h3>3. Tool description</h3>	<p>Short description:</p> <p>Many town centres, especially in suburban and rural regions, consist in large parts of historic buildings that are worthy of protection. The development of new creative floor space concepts encounters corresponding difficulties, which many house and property owners shy away from. With a view to further densification of the business stock and, if necessary, the creation of suitable creative space for younger age groups, it would certainly be interesting to put together special consulting packages for homeowners and/ or landlords willing to invest.</p> <p>Main activities:</p> <p><i>Step 1 – development of floor space concept</i></p> <ul style="list-style-type: none"> • brainstorming session with stakeholders on the competences and the potentials of cooperation with (local) CI, as well as • joint development of a sustainable business model for creative floor space concepts to be implemented in the pilot project <p><i>Step 2 – elaboration of „consultation packages“</i></p> <p>Before starting with the development of the consultation package, the selection of a second empty space (2nd pilot) for the revitalisation and reuse through especially local creatives needs to be done.</p> <p>Development of consultation package in four steps:</p> <ul style="list-style-type: none"> • development of one factsheet on the (a) potentials of collaboration with CI, (b) the potential of the establishment of an empty space for creatives and (c) the potentials of designing a space for creatives • development of a sustainable business model with the help of the Sustainable Business Model Canvas (SBMC/ Design Thinking Method) for the targeted long-term implementation of the “Chamäleon Spaces” concept • conduction of 3-5 qual. interviews with homeowners and/ or landlords in Herrenberg • establishment of the consultation package incl. all created artefacts (factsheet, SBMC, key results from interviews) and an additional hints for regional/ local experts
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	<p>who could support the process (e.g. project/ real estate developer, financial consultant, architect, marketing)</p> <p>Recommended methods to be used:</p> <p><i>Context Map Canvas</i></p> <p>To promote and establish a deeper understanding of the context of the planned pilot project the “Context Map” can help providing a closer look on several current trends as well as the pilot project environment. Also, important drivers outside the pilot project can be identified that (could) shape the direction of the project now and in the future.</p> <p><i>Sustainable Business Model Canvas (SBMC)</i></p> <p>The SBMC supports the development of an idea into a viable business model and follows a holistic approach regarding the relationships within and outside the business. Besides economic criteria it focusses on ecological and social consequences of the activity. Therefore, sustainability is integrated into the core business. The visualisation on the canvas may foster coherence of the concept and promote clarification for homeowners and/ or landlords. It may also support the consultation process by showing important revenue streams as well as cost structure.</p>
<p>4. Expected results</p>	<p>Direct effects:</p> <ul style="list-style-type: none"> • selection of spaces to implement creative floor space concepts to promote CI • creation of suitable working, living and event space for CI, as well as all interested parties e.g. from cultural institutions, retail, gastronomy and the citizens • awareness raising for local heroes especially from CI <p>Side effects:</p> <ul style="list-style-type: none"> • communication and promotion of the CINEMA project and it’s objectives and values • awareness raising for possible funding partners • awareness raising for further interested user, supporters and cooperation partners of the project
<p>5. Key roles</p>	<p>People/ organisations that should be involved (incl. roles):</p> <ul style="list-style-type: none"> • 1-2 project managers (coordinator and communicator) of CUR tool development • relevant stakeholders (city, industry, education) as idea providers and supporter of development

	<ul style="list-style-type: none"> • local homeowners and/ or landlords as interview/ discussion partners as well as floor space providers • city government as general partner (experts in local laws) • external expert with deep knowledge on the CI as well as different creative floor space concepts
6. Timelines	<p>Duration of key activities in total (estimation): The development of the CUR method (steps 1-2) should take 3 months. The duration of the application of the CUR tool is difficult to estimate and can vary depending on how successful the persuasion/ consulting work is.</p>
7. Link to other tools	<p>Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools: <i>Combination: "Storytelling for New Floor Space Concepts"</i> This CUR tool can be combined with the "Storytelling for New Floor Space Concepts". Here, representatives of the CI are essential for the revitalisation of city centres, but municipalities often lack instruments to promote the potentials and competencies of their local creatives as well as the opportunities that result through the collaboration with regional/ local creatives. The use of the storytelling approach in urban revitalisation projects is intended to counteract this problem. The methodology helps to draw attention to the potentials and possibilities of the future creative location as well as their talented users from the CI by impressively telling and visualising a story.</p>
8. Good practices	<p>References to comparable practical experiences: <i>ImmoUp Ried (Austria)</i> ImmoUp Ried is the first project of its kind to revitalise vacant buildings in Ried's city centre. Because only a lively city centre ensures sustainable revitalisation, strong economic power and value retention of real estate. The goal of the multi-stage project, which will last for about 10 months, is to revitalise properties that are currently vacant and to put them to new uses. ImmoUp is initiated and implemented by ARGE Stadtmarketing Ried in close coordination with the municipal building department and co-financed by LEADER funds. ImmoUp Ried - Standortservice - Kontakt & Service - Ried im Innkreis - Treffpunkt Innviertel</p>
9. Cost factors & recommendations	<p>Possible cost factors: media production/ design, documentation, event cost, external expert in Storytelling, optional: researcher</p> <p>Recommendations for piloting the CUR tool:</p>

	<ul style="list-style-type: none"> • search for & early collaboration with experts in the field of economic viability potential analysis of real estate • early exchange with implementors of comparable revitalisation projects <p>conducting a first short pilot project of developed creative floor space concept to be able to better collect relevant data on actual space utilisation, visitor frequency, combinability of different space uses (e.g. retail + new work), generated revenues, etc.</p>
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Add-on: Which Design Thinking tools could support this CUR tool?

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