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*Ruimtelijk economisch advies
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How to transform and compact your retail areas

Hoogeveen

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Why *now* compacting?

- Economic recession and decline of population (in some areas)
- Growth of internet
- High level of vacancy
- Special position medium sized cities



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Purpose of compacting

Making the city center attractive again:

- For own inhabitants
- For the people in the region
- For others/tourists

For now, but most of all: for the future



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What do you want to achieve?

- The centers being more compact
- Less square meters of retail
- Transformed functions in centers
- Professionalized entrepreneurship
- Making use of the own quality of the centers: the DNA



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Basic conditions

- Clear strategy and vision for the center
- Know what entrepreneurs want or plan
- Who are the structuring/deciding parties/real estate owners
- Facilitate an open process
- Take care of custom made instruments
- Find some short term successes
- Communicate very well



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Vision on retail

- The way it used to be: government makes a plan or vision and informs parties
- The way it is nowadays (in NL): consultation of all involved parties and finding commitment by working together



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Involved parties

Everyone being present in and with a responsibility in the center:

- (Local) Government
- Entrepreneurs
- Real estate owners
- Cultural and social organizations
- Food & drinks sector
- Services
- Citizens



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How and where to start

1. Make a good strategy, write a clear vision on the center; dynamic
2. Make choices
3. Set up a set of projects
4. Communicate
5. Make use of ambassadors



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Projects

- Responsibilities
- Involved parties
- Time lap
- Priorities
- Projected goal
- Finance





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Entrepreneurs

- Retail, but also others
- Invest in consultation
- What are the plans/situation?
 - Quit (age, economically)
 - Relocate
 - Moving out
- Get confidence by good information



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Decisive parties

- Who owns what and where
- Where are the most important locations?
- Which interests do these parties have
- What are they capable of or willing to?



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Instruments

Custom made:

- Transformation to other functions
- Re-location to the city center
- Temporary uses of vacancies
- Think about compensation, also financial
- Set up an incentive scheme
- Training of entrepreneurs
- Monitoring the retail in this city or region



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Communication

- Communication is 50% of every success
- Cooperate with all parties in an open process
- Be honest and do not overestimate
- Use all means of communication



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Successes

- Short term, medium and long term
- Make a realistic planning
- Make successes clear, celebrate them
- Successes are needed, communicate



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Questions?

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