

SF 48: Development and implementation of market and centre concepts

Fr	B	C	NY	S	T	Total
7	7	2	1	2	2	21

Beispiel:

Freiburg has had a market and centre concept since 1989. Freiburg city centre performs the task of the regional management area and the Freiburg city planning department follows the principle of decentralized urban development, i.e. concentrating on the neighbourhood centres. It sees to a reduction in private transport, short (supply) routes, the preservation of valuable resources and the design of lively individual areas and spaces for communication and thus for social integration ({Freiburger Verwaltung #73} {Freiburger Verwaltung 2013 #74}).

Freiburg is one of many cities that have implemented such a concept in Germany, e.g. Mainz.

1. Differentiated description of the key field

Many cities are familiar with the trend that car-friendly retail locations are becoming increasingly attractive – above all through the growth of retail space and new forms of distribution. The number of parking spaces they offer is also not least an important argument.

In the process, inner cities lose important providers, the modal split shifts in favour of motorised traffic, the attractiveness of city centres declines and land prices in commercial areas rise disproportionately.

The aim of a market and centre concept is to secure and strengthen the good starting position of the traditional retail location over the long term. With the aid of an appropriate concept, urban spatial categories are formed in which different regulations regarding the settlement of retail types and range of goods take effect. This enables the targeted control of the retail trade in terms of urban planning.

The concept does not yet have any direct legal effect as an urban development master plan. Only when development plans are effected do location decisions become binding. The retail trade in the city centre (as well as in the town and village districts) is supposed to have a nuclear and magnetic function that helps to retain and boost the centres as far as urban development and functionality are concerned. City, town and village centres enable the local population to be – as far as is possible – within walking distance of basic and local amenities. This complies with the principle of „decentralized urban development“ and the „city of short distances“. Reducing motorized shopping traffic constitutes a major goal. Restricting rents and the price of land development and thus reducing crowding in the commercial areas serves to maintain a vibrant mixed-use development in the city. This is supplemented by controlling and restricting re-

tail trade in all commercial areas (industrial and commercial estates and mixed areas dominated mainly by commercial enterprises) ({Freiburger Märkte- und Zentrenkonzept 2013 #89}).

The following objectives can be pursued within the framework of a market and centre concept:

- Identification of and distinction between product ranges that are relevant and not relevant to centres
- Ranges that are appropriate for centres are excluded from industrial estates,
- The drawing up of expert opinions regarding the development of purchasing power,
- The updating of all building plans for commercial uses with regard to the latest land use ordinance,
- Timely provision of a location analysis for all product ranges in locations suitable for urban planning,
- Coordinating the concept with neighbouring communities,
- Informing citizens, investors, neighbouring communities and the administration by means of a brochure,
- Regular updating of the concept. (cf. Friedrich Ebert Stiftung (2001): Planung und Aufbau eines neuen und gewachsenen Zentrums im Rahmen des Zentrenkonzepts für die Stadt Freiburg).

2. Reference to sustainability:

Through instruments such as the market and centre concept, building land policy principles, etc., a city can pursue long-term strategies to enable sustainable development beyond various political interest groups. Markets and centre concepts are important management tools to help create a city of short distances.

Risk if ignored:

Market and centre concepts are in opposition to unplanned retail development according to the criteria of profit-maximizing urban design principles and regulation in the interests of the common good. If a city does without these instruments and relies on the market to regulate itself, it runs the risk of its centres becoming less attractive and less lively and, at the same time, of losing important business tax revenue to neighbouring municipalities.

3. Relevance to industrial sectors?

Mobility:	Medium
Energy:	Medium
Production & logistics:	High
Security:	Low
ICT:	Low
Water infrastructure:	Low
Buildings:	Low
Governance:	High

Brief description of the high level of importance:

Logistics concepts have to be adapted to provisioning over shorter distances. Decentralised systems are gaining in importance.

4. Impact (positive & negative)

- Attractive centres with a high level of mixed use
- New business areas and jobs for residents of the neighbourhoods may arise
- Conscious promotion of inner-city trade, recovering the magnetic function of the inner city
- Preserving the appeal of individual central sites
- Demand for retail locations in commercial areas or migration is countered and thus also the increase in land prices
- Criticism of the markets and centre concept: difficult to enforce or persevere with ({Acocella 2003 #90}).

5. Implementation measures:

- 1) Definition of various focal areas for local shopping in the city
- 2) Definition of types of control
- 3) Distinguishing between a centre-relevant range and a non-centre-relevant range of goods.
- 4) Transferring the concept to the town planning plan
- 5) Transferring the concept to the development plans and urban development contracts.

6. Actors: Who can shape things?

As a rule, the city planning department is in charge of designing and implementing the market and centre concept.

7. Prerequisites:

8. Obstacles/barriers:

Consistent enforcement (those affected by it actively seek loopholes)

9. Indicators:

What information must be collected to identify the key field in a city? If necessary, establish a reference to the existing City of the Future indicators

- Is there a breakdown of the urban structure according to retail-related types of control? (y/n)
- Is this incorporated into the town planning plan? (y/n)
- Are these the types of regulation mandatory components of development plans and urban development contracts? (y/n)

Further indicators:

- Retail sales in the centres
- Retail sales in the periphery

10. Special features/remarks:

Further information:

{{Freiburger Verwaltung 2013 #91}}, {{Freiburger Verwaltung 2012 #92}}, {{Freiburger Verwaltung 2009 #93}}.