



ALT/BAU

ALTERNATIVE BUILDING
ACTIVATION UNITS

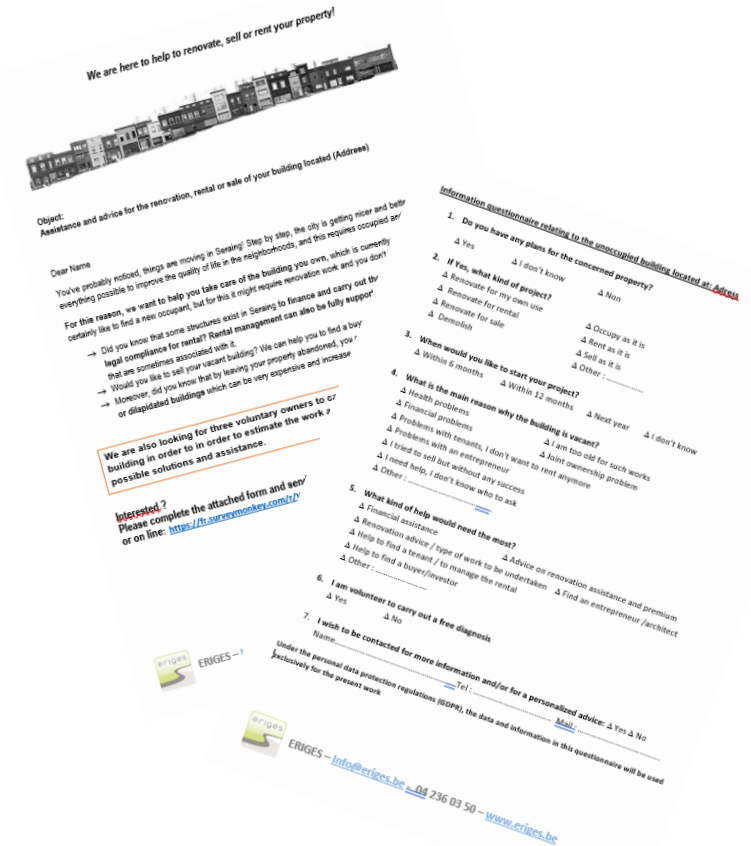
Contacting owners
ERIGES - City of Seraing
Bénédicte Borckmans



1. Letter + questionnaire



- / First contact with owners
 - / Letter + questionnaire sent to owners of completely vacant buildings (124)
 - / Owners of partly vacant buildings will be contacted later on. Mostly commercial ground floors
 - / +/- 15% responses
- / The objective:
 - / Support oriented: together let's try to find a solution to the vacancy problem.
 - / Let them know that there are existing services to help them to renovate or to find an occupant for their vacant house.
 - / Let's avoid the tax on vacant buildings that increases over time
 - / Let us understand your situation / reason of vacancy
 - / Tell us about your potential project: renovate, sale, rent,
 - / What kind of help would they need most: financial, technical, renting management..
- / This first letter to owners was also an opportunity to launch a call for three volunteers to make a renovation diagnosis on their vacant building
 - / 5 volunteers



2. Renovation diagnosis



- / The 3 volunteers for a renovation diagnosis of their building received the visit of our architect for a complete inventory of the condition of the building interior, exterior
- / After a study of the building situation, the architect was able to provide a list of the different renovation works and their priorities:
 - / Urgent works due to potential problems such as humidity, stability, etc., that might require urgent conservatory measures
 - / Necessary works to meet healthy, safety measures or energy efficiency regulation imposed by the municipality or the region
 - / Standard renovation works for the comfort of occupants and the esthetic of the building
- / An estimation of the necessary budget to carry out the works
- / Information relating to municipal and regional regulations applicable to housing renovation, as well as possible premiums and tax reductions.
- / These 3 pilot diagnosis will be useful for other owners to initiate their own diagnosis and to guide their future choices

3. Personal contact



- / Owners who had completed the questionnaire and expressed their interest, were contacted thanks to a phone number or mail address they had left us.
- / Some people expressed their interest for potential future advice but did not want to be contacted back.
- / A personal contact was established with some 15 owners. They were able to express themselves on their problems and the help and advice they hoped to obtain from us.
- / Most people asking for help already had a project to sell, rent or renovated their house, but encounter difficulties or financial barriers.
- / Due to sanitary condition, contact remained mainly by to phone though in normal condition we would have organized meetings with owners and some people of our ULG



4. Promotion campaign



- / The contact with owners was also established thanks to a communication campaign to inform owners on the existing services to support their renovation project or to assist them with the rental management of their building
 - / Facade poster on degraded houses
 - / Flyers and Press release
 - / Creation of a new web site: <https://conciergerieasbl.be/>
 - / Services to owners: support for basic renovation and rental management
 - / List of public houses /apartments available for rent

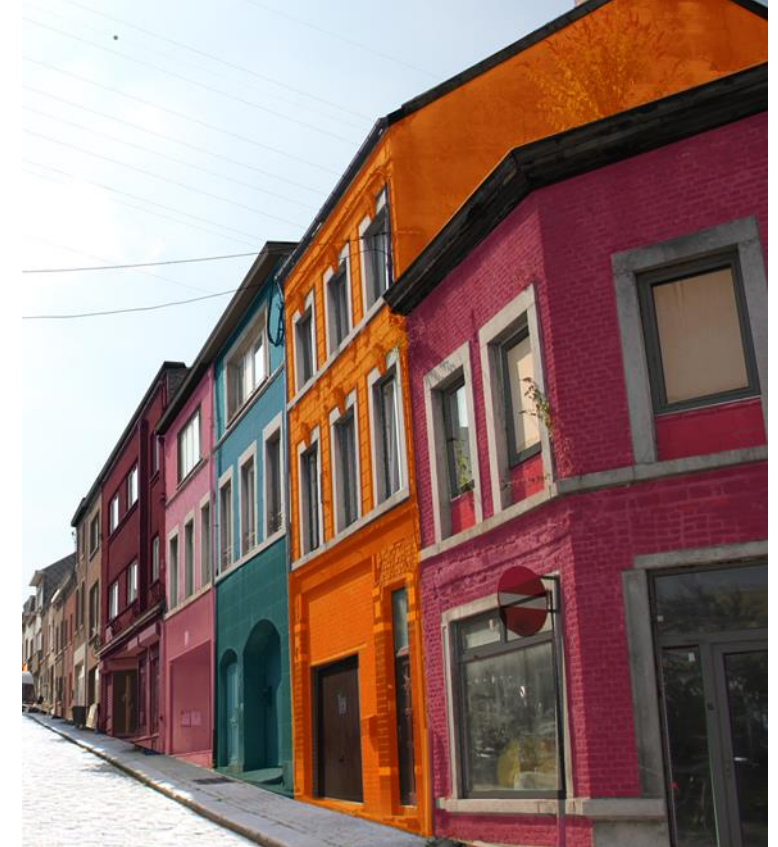


5. Letter + Agreement contract



Project of facade painting

- / Funded and implemented by the city. Painting offered by a local company
- / Letter sent to owners explaining the project and asking for their agreement
- / Field visit to try to meet the owners or occupants of the houses
- / Signature of an agreement contract between the city and the owner including:
 - / A servitude agreement to allow the use of public funds for projects that are of public interest but on private property
 - / An obligation to maintain the façade clean (every 10 years)
- / It was not easy to start but after painting a few houses as an example, most owners gave their agreement



6. Evening meeting



Project of stickers on empty commercial ground floor's window

- / Funded and implemented by the city.
- / Evening meeting with shop owners and neighborhood association
 - / Invitation sent through neighborhood association and Facebook
 - / Explaining / exchanging about the project
- / Letter sent to owners.
 - / Asking for their agreement
- / +/- 20 % owners participated to the project



7. The Housing Agency



Creation of an all-in-one service to help and support owners in their renovation / rehabilitation project

- / Providing a close, accessible and local service, located in the city center, with accessible opening hours
- / Creation of a proper identity with logo, graphic design, ... independent from the city services
- / A place to meet owners, to create a personal contact
- / Organization of evening information sessions: renovation, energy savings, ...
- / Communication on existing opportunities for potential buyers/investors
- / Funded and implemented by the city with the support of Eriges and several local partners active in real estate, renovation, energy efficiency, etc.
- / Opening in May 2021





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Thank you for your attention
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