





ALT/BAU

ALTERNATIVE BUILDING
ACTIVATION UNITS

**EXPERIENCES FROM CHEMNITZ'S HOUSING AGENCY
TO IDENTIFY, ACTIVATE AND SUPPORT BUYERS/INVESTORS**

FINAL CAPACITY BUILDING WEBINAR, 19 APRIL 2021

BASICS



WHAT INVESTORS WANT

- / renovate and keep for self-use
- / renovate and keep for rent (developer)
- / renovate and sell (developer)
(complete or individual flats)

- / wait and/or speculate



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WHAT WE CAN OFFER

- find a building
- coordinate and support
(consultations, discussion of options, networking)

- stay away, avoid contact and sale

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WHAT WE **CANNOT** OFFER

- / pass on owner contacts or bypass owner's will
- / bypass formal procedures
- / preparation of expert reports (market value/calling price, structural analysis etc.)
- / financial and structural planning
- / suggestion of planners and construction companies

-
- / support for speculators

INVESTOR/USER COMMUNICATION

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COMMUNICATION CHANNELS

- / Project's website (www.stadtwohnen-chemnitz.de)
- / Real estate websites
- / Word-of-mouth recommendations
- / Newsletter
- / Press releases, articles
- / Flyer
- / Events
- / On-site information
- / ...

AUGUST-BEBEL-STRASSE 10		KAUFPREIS 100.000 € (VB)	
Grundstückfläche:	589 m ²	Denkmalschutz:	Ja
Gebäudegrundfläche:	340 m ²	Bausubstanz:	unsanziert, Sicherung durchgeführt
Wohnheiten:	ca. 10	Handlungsbedarf:	komplette Modernisierung
Wohnfläche:	1120 m ²	Gebaudeyp:	Eckhaus
Gewerbefläche:	1120 m ²		

Agentur StadtWohnen Chemnitz – Wohn- und Geschäftshaus auf dem Sonnenberg	
Kaufpreis:	15.000,00 EUR
Zimmer:	20,00
Wohnfläche ca.:	400,00 m ²
Haustyp:	Mehrfamilienhaus
Grundstücksfläche ca.:	220,00 m ²
Stagenanzahl:	5

INVESTOR/USER COMMUNICATION



photograph

Data on the Building

typology, year of construction,
number of floors, compass direction

number and size of residential and
commercial units, present use

owner's plans, price called




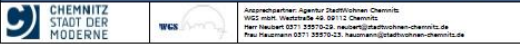
Location

context of building and location
(macro and micro scales)

Options for development

prospective uses, demand structure

options for grants and subsidies

GEBÄUDESTECKBRIEF		Stand: Mai 2017
 		
GEBÄUDEDATEN Reihenhäuser, erbaut: 1891, 1949 Teilwiedermstellung nach Kriegsschaden, 5 Vollgeschosse Straßenseite nach Westen, Hof nach Osten		
ECKDATEN Grundstück: 330 m ² Grundfläche: 166 m ²		
NUTZUNG Wohnen: ca. 9 Wohneinheiten, ca. 600 m ² , Komplettierstand Gewerbe: – Gewerbeeinheiten, – m ²		
DENKMALSCHUTZ Mietshaus in geschlossener Bebauung mit Vorgarten; gründerzeitlicher Etagenwohnbau mit bemerkenswerter Gestaltungsqualität, weitestgehend original; in Backstein ausgeführter Bombenschaden am rechten Fassadenrand ist Teil der Zeugnisraft des Gebäudes		
SUBSTANZ unsaniert		
HANDLUNGSBEDARF umfangreiche Rekonstruktions- und Modernisierungsmaßnahmen erforderlich		
EIGENTÜMERABSICHT Zwangsversteigerung am 29. Juni 2017, Verkehrswert 23.000 €		
STANDORT		
MAKROSTANDORT – Städtteil Schlosschemnitz, Wohnlage Kütz- und Zöllnerplatz – gute Lage hinsichtlich Bildungseinrichtungen (Rosa-Luxemburg-Schule (GS), Josephinenschule (MS), Nähe zum Innenstadtcampus der TU) – Nähe zur Schwimmhalle an der Mühlenstraße, zu kulturellen Einrichtungen am Theaterplatz und auf dem Schlossberg (Opemhaus, Museen u.a.) – gute Versorgungslage (Supermärkte, Sacconellie, Nähe zur Innenstadt) – Nähe zum Schlosserpark, Schönherpark, Kuchwald und Schillerplatz – gute Anbindung (Straßen, Hauptbahnhof, Omnibusbahnhof, Stadtbusse)		
MIKROSTANDORT – Lage an einer belebten Verbindungsstraße – unmittelbare Nähe zu den Grünflächen des Zöllner- und Josephinplatzes – Vorgarten – Einkaufsmöglichkeiten in fußläufiger Entfernung – Nachbargebäude links saniert, rechts saniert		
ENTWICKLUNGSMÖGLICHKEITEN		
NUTZUNGSPERSPEKTIVE Wohnen, Gewerbe		
NACHFRAGESTRUKTUR kommunikativ-dynamische und einfach-funktionale Wohnkonzepte (Studenten, kreatives Milieu, Familien, junge bis mittelalte Hausarbeit, einfache bis mittlere Wohnkraft)		
ZU ERWARTENDE MIETEN mittelpreises Segment, ca. 4,50-5,50 €/m ² , Tendenz gleichbleibend		expected rents
FÖRDERMÖGLICHKEITEN förmlich festgelegtes Sanierungsgebiet, Stadtumbau Ost (SUG-Aufwertung), Wohnungsauförderprogramme (KfW, SÄB), Denkmalschutzabschreibung		

basic information (name and location), date

site map

size of plot and building

description of heritage value

status of the built structure

need for renovation and modernisation

aerial view

expected rents

logos contact details

INVESTOR/USER COMMUNICATION

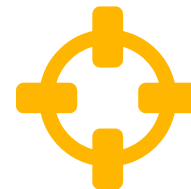
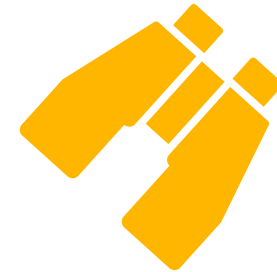
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HOW WE FIND POTENTIAL BUYERS AND INVESTORS

- / wait for reactions to published buildings
- / contact through recommendations
- / contact of obviously capable investors/developers in Chemnitz
- / contact through events (especially in the beginning)

- / **more active search/events** for groups interested in cooperative housing



INVESTOR/USER COMMUNICATION



INVESTOR/USER COMMUNICATION



PARAMETERS FOR INVESTOR CONTACTS

- / first and foremost aim: the public interest to get buildings from vacancy to use and from decay to renovation
- / be solution-oriented (take steps towards the common goal, point out opportunities)
- / be transparent (communicate cause and aim of project)
- / be consequent (forward promising contacts, drop dubious contacts)
- / be polite (maintain patient and friendly attitude, don't take sides)

CASE STUDY I



EASY LTD.

- / 09.09.14 first contact, real estate company in search for buildings for investments in Chemnitz (for rent and for sale of renovated flats)
- / first year: several site visits, a few purchases
- / agency cautious because the purchased buildings were in particular bad shape – waiting for results
- / over the years continuous development of buildings in good quality
- / several buildings on stock (today 12 and a half in the agency's focus areas, 5 finished, 4 in progress, 3 and a half in preparation)
- / cooperation with agency, expertise also to take on difficult cases
- / communication on development issues (safeguarding grants for one building and funds for clearing of plots)

CASE STUDY II



DR. B. + MR. H(YDE)

- / 17.09.2014 first contact through agency's website, information
- / 08.10.2014 eight site visits (all buildings with too much damage), contradictory objectives, partly awkward communication
- / Purchase of several cheap buildings in Chemnitz, search for a larger portfolio
- / end of active contact
- / monitoring of progress on buildings, some minor renovation works and publications for re-sale at much higher price
- / publications and rumours on dubious practices elsewhere
- / by now re-sale of most buildings to solvent developers (agency in contact with several of them)

CASE STUDY III



LA STRASBOUGEOISIE

- / group of friends who will have to move out of their house
- / November 2018 search for support of the agency in the decision making process for a specific building
- / January 2019 decision against this building and start of the search for another building; several site visits in Chemnitz with agency
- / participation in “Cooperative Housing Chemnitz” events
- / Since Summer 2019 in cooperation with Chemnitz’s public housing company (GGG) for the joint renovation and community-use of the “Projekthaus”

PARTNER PROJECT

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“COOPERATIVE HOUSING CHEMNITZ”

- / target group: people interested in cooperative housing, existing and potential groups
- / series of events on relevant topics since spring 2018
- / one-to-one consultations on legal, financial and technical issues



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**THANK YOU! GRAZIE! VIELEN DANK! PALDIES!
MULTUMESC! MERCI! GRÀCIES! DZIĘKUJĘ!**