





ALT/BAU

ALTERNATIVE BUILDING
ACTIVATION UNITS

**EXPERIENCES FROM CHEMNITZ'S HOUSING AGENCY
TO IDENTIFY, ACTIVATE AND SUPPORT OWNERS**

FINAL CAPACITY BUILDING WEBINAR, 19 APRIL 2021

OWNERS ARE KEY



MS. G.

- / inherited the building from her husband
- / only person living in a house with 12 flats, precarious living conditions

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- / owner living at the other end of Germany
- / just bought building before agency came into play
- / partly naïve ideas and conflicting statements

BASICS



WHAT OWNERS WANT

- / **renovate and use**
(within individual time frames)
- / **wait**
(for personal or financial reasons)
- / **unclear**
(often linked to absence and structural decay)
- / **get rid of the building**
(with or without speculative interest)

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WHAT WE CAN OFFER

- coordinate and support through consultation and networking, where necessary
- stay in touch, communicate, suggest steps
- publication of building and search for a new and capable owner, site visits

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WHAT WE CAN OFFER

incentives:

- / free of charge
- / informal, free of obligations
- / solution-oriented, out of the box, bigger picture
- / growing network of stakeholders
- / ideas and options for financing (grants etc.)

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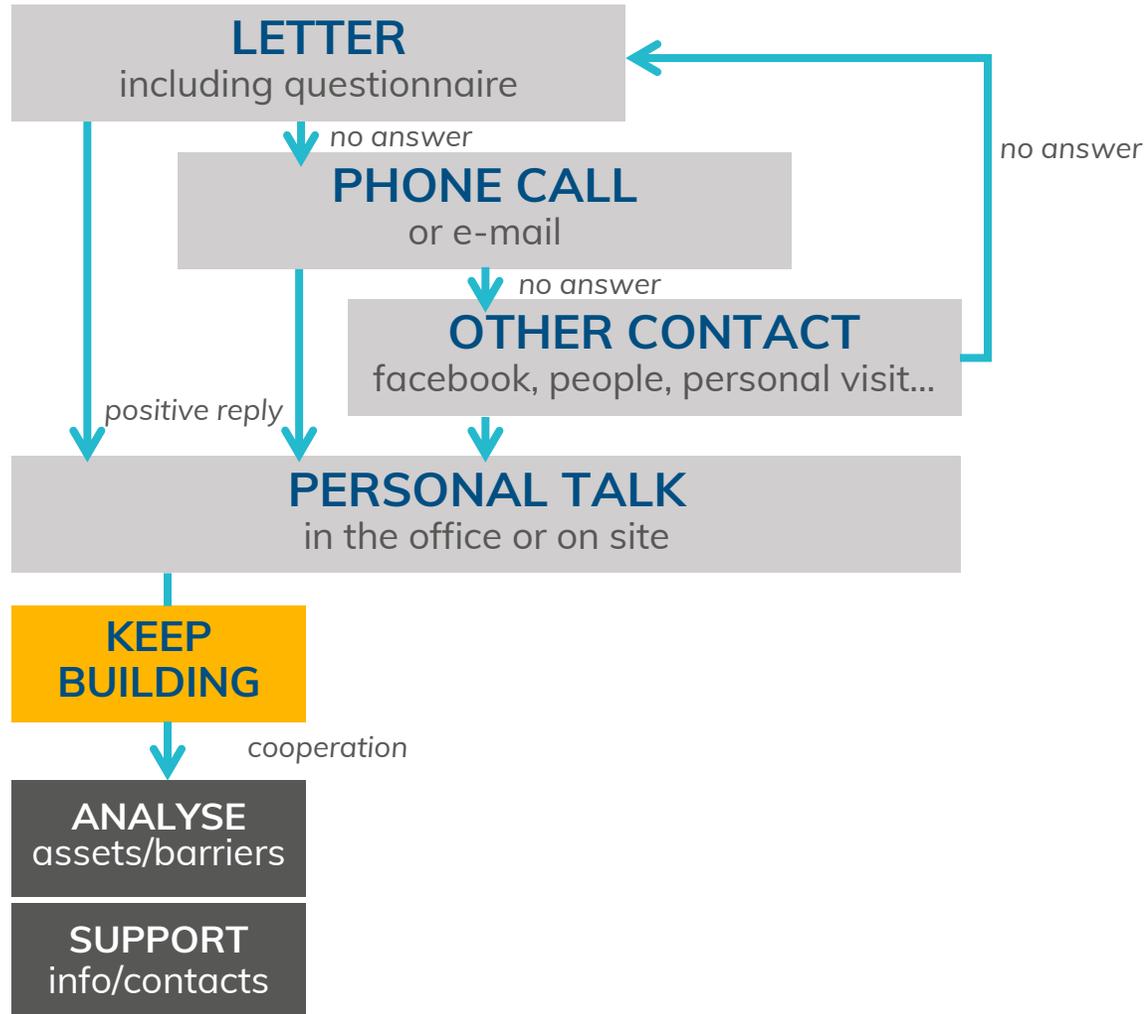
WHAT WE **CANNOT** OFFER

- / make decisions for the owners
- / preparation of expert reports (market value/calling price, structural analysis etc.)
- / financial and structural planning
- / no suggestion of planners and construction companies
- / bypass formal procedures
- / tax incentives
- / solve private ownership issues

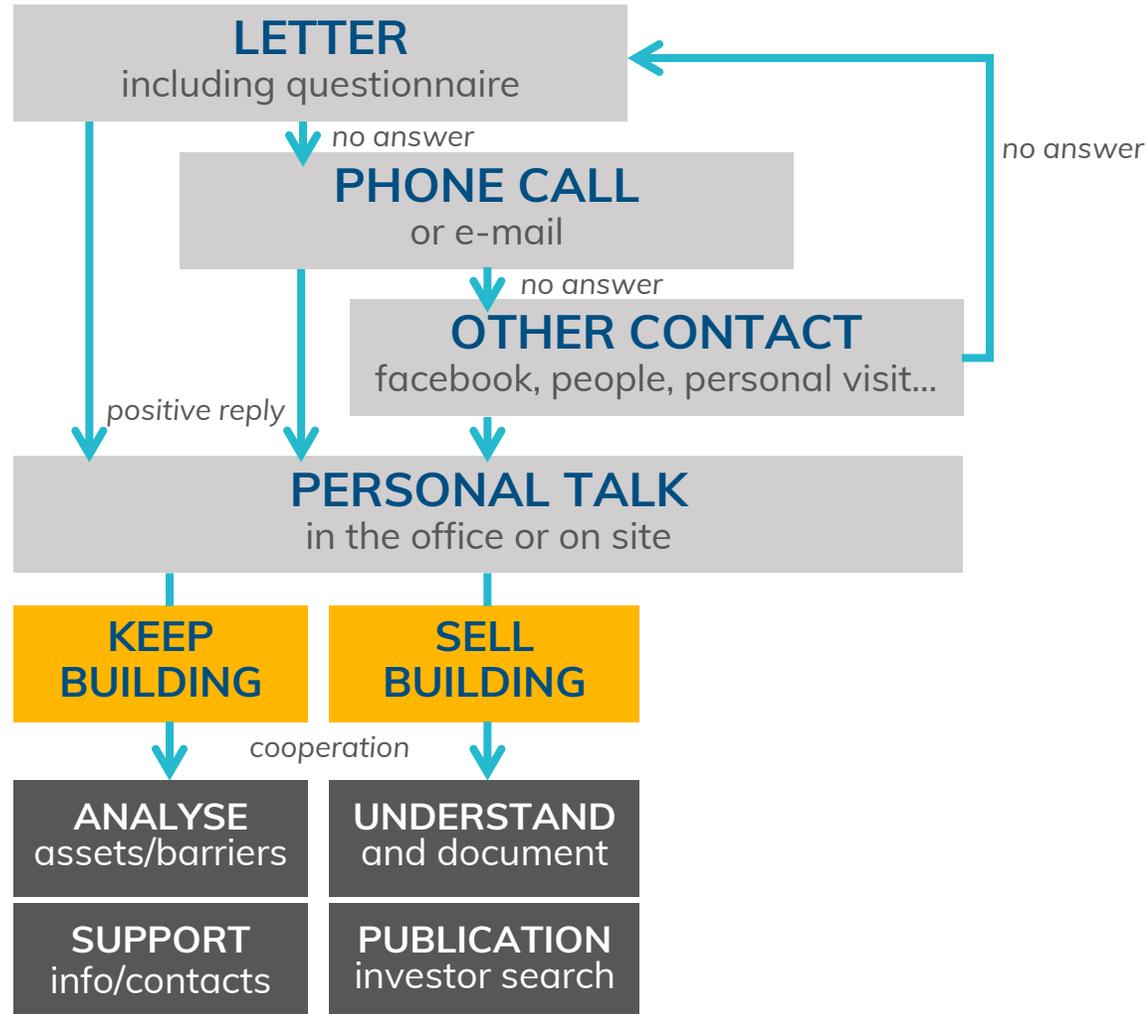
CONTACTING OWNERS



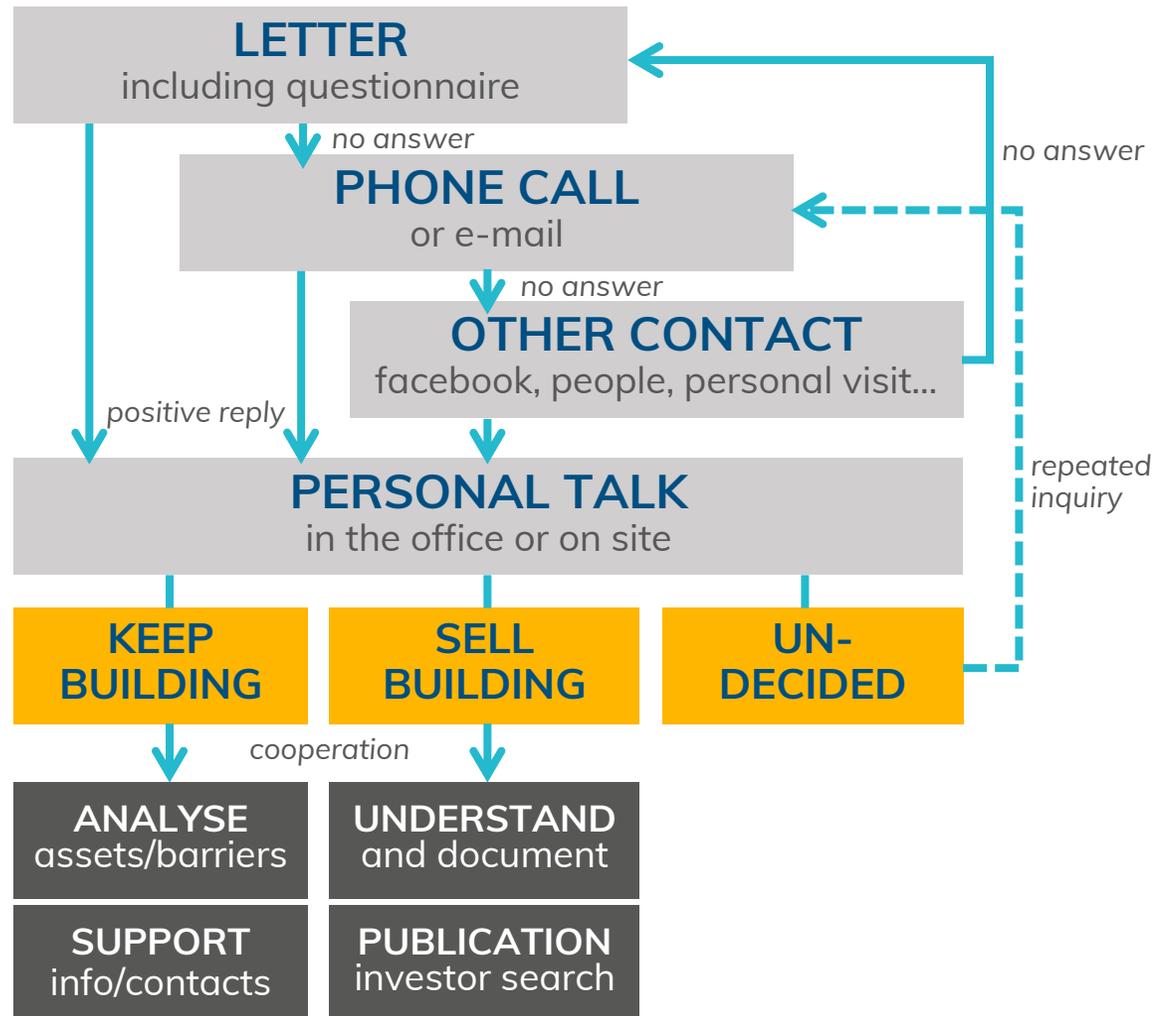
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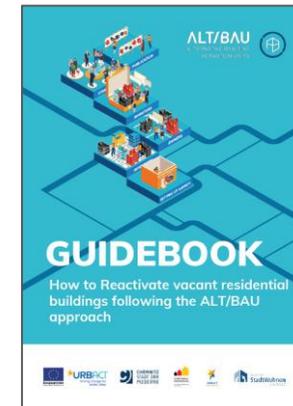
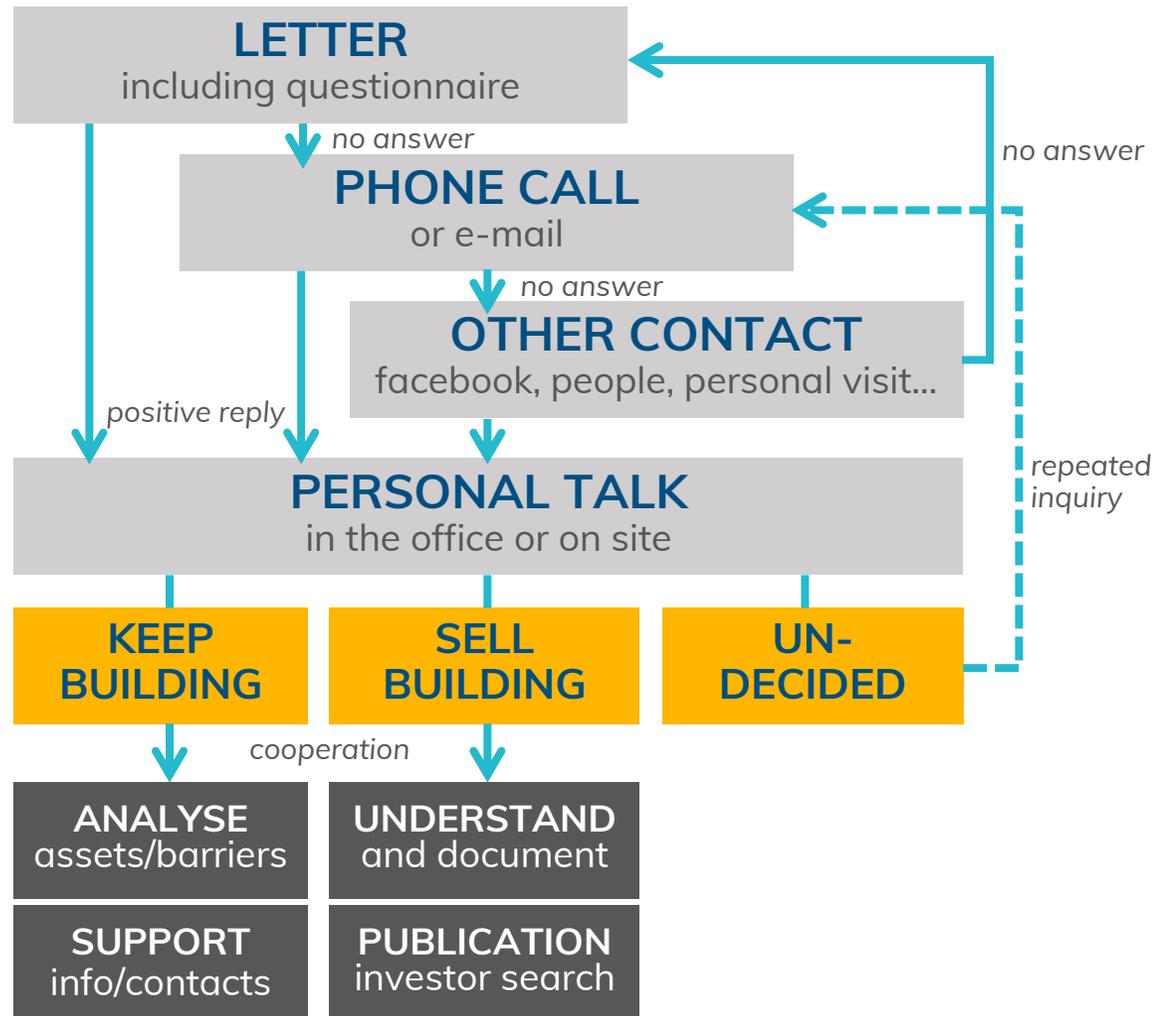
CONTACTING OWNERS



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CONTACTING OWNERS



**MORE IN THE
GUIDEBOOK
AND IN THE
NETWORK
DOCUMENTS.**

CONTACTING OWNERS



AGENTUR StadtWohnen CHEMNITZ Beratungsangebot der Stadt Chemnitz in Trägerschaft der WGS mbH

EIGENTÜMERFRAGEBOGEN

1 TEIL 1 – RAHMENDATEN ZUM GEBÄUDE
Straße, Nummer: _____
Eigentümerkontakt: _____ Telefon: _____
Gebäude erbaut (ca.): _____ mit _____ m²
Wie viele Wohnungen befinden sich im Gebäude? _____ mit _____ m²
Wie viele Gewerbeeinheiten befinden sich im Gebäude? _____ mit _____ m²
Wo sehen Sie den größten Handlungsbedarf am Gebäude? _____
Welche Standortvorteile sehen Sie? _____
Welche Standortnachteile sehen Sie? _____
(Lage, Umfeld, Parkplätze etc.)

3 TEIL 2 – ABSICHTEN
Planen Sie kurz- bis mittelfristig Veränderungen an Ihrem Gebäude?
 Verkauf (Preis: _____ €, Anmerkungen: _____)
 Gebäudesicherung Sanierung (Art und Umfang: _____)
 Abriss Vermietung
 andere: _____

4 Sie suchen...
 Käufer Nutzer Informationen zu Fördermöglichkeiten
 Investoren andere: _____

5 EINVERSTÄNDNIS
 Ja, ich bin einverstanden, dass das oben genannte Gebäude im Rahmen der Arbeit der Agentur StadtWohnen Chemnitz in den Gebäudepool aufgenommen und angeboten wird.
Gebäudespezifische Rahmendaten dürfen in diesem Zusammenhang veröffentlicht werden.
 Ja, ich bin einverstanden, dass die Agentur StadtWohnen Chemnitz mit Interessenten Besichtigungen durchführt. Ich ermögliche der Agentur den Zugang zum Gebäude zu diesem Zweck.
Andere Festlegungen bitte unten vermerken.
 Ich möchte bei Anfragen zum Gebäude ausschließlich von der Agentur kontaktiert werden.
 Ich bin damit einverstanden, dass die Agentur die gegenseitigen Kontaktdaten übermittelt.
Andere Kontaktwünsche bitte unten vermerken.

Datum: _____ Unterschrift: _____

Erläuterung: _____ bitte ausfüllen, Zutreffendes bitte ankreuzen (B)
Die Daten und Informationen dieses Fragebogens werden nur für die Arbeit der Agentur StadtWohnen Chemnitz, einer Initiative der Stadt Chemnitz, durch das bearbeitende Büro, die Westsächsische Gesellschaft für Stadtentwicklung mbH Chemnitz, verwendet. Die Angaben können jederzeit widerrufen werden.

CHEMNITZ STADT DER MODERNE

QUESTIONNAIRE

- / **1** contact data of the owner
- / **2** interesting information on the building (number and size of residential and commercial units, structural situation etc.)
- / **3** owner's plans and objectives (sale, renovation, demolition etc.)
- / **4** interest of owner to find buyers, users, investors, information etc.
- / **5** agreement for further cooperation with the agency and publication of buildings

CONTACTING OWNERS



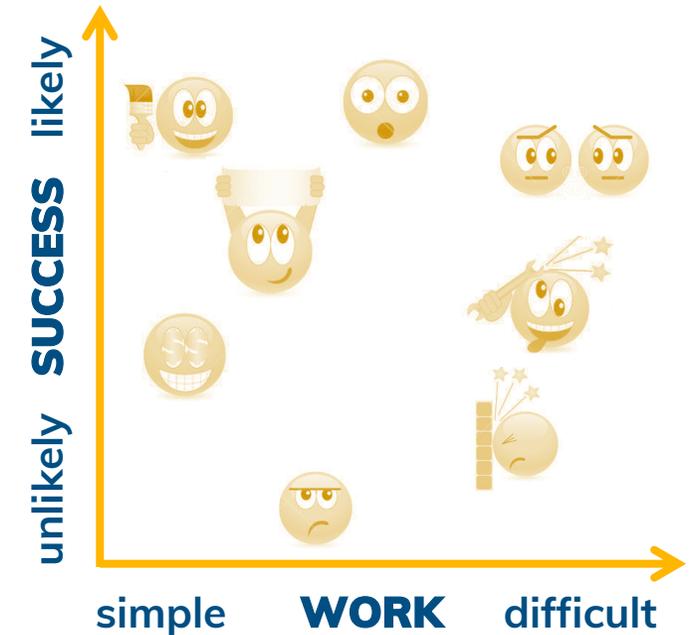
PARAMETERS FOR OWNER CONTACTS

- / 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 insistent (keep regular contact, don't avoid difficult topics)
- / be polite (maintain patient and friendly attitude, don't take sides)

OWNER TYPOLOGIES



- / typology as a (subjective!) categorisation from the experiences of the agency in Chemnitz
- / the positioning in the chart on the right shows:
 - the amount of work needed to reach the agency's goals
 - the likeliness to reach a success or positive results
- / more on: <https://urbact.eu/typology-house-owners>

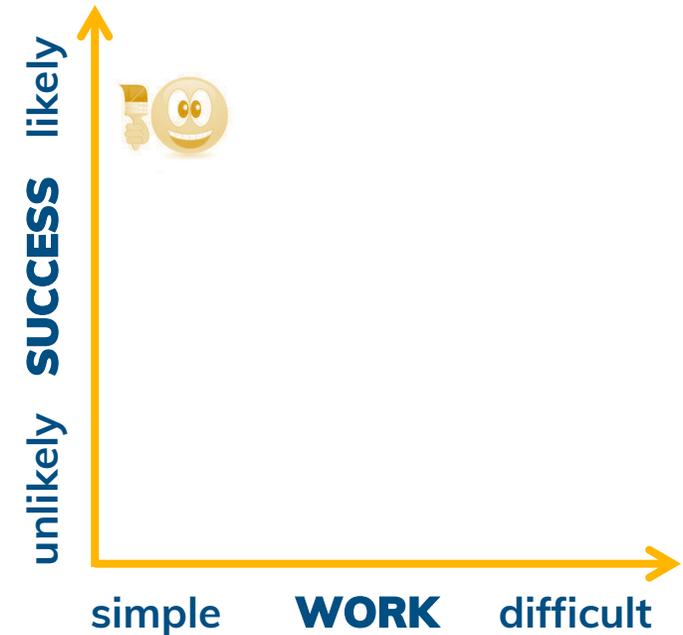


OWNER TYPOLOGIES



MR. DO-IT-YOURSELF

- / usually owned the building before the agency came into play
- / short to medium-term plans for renovation
- / possible support by agency to take the next steps

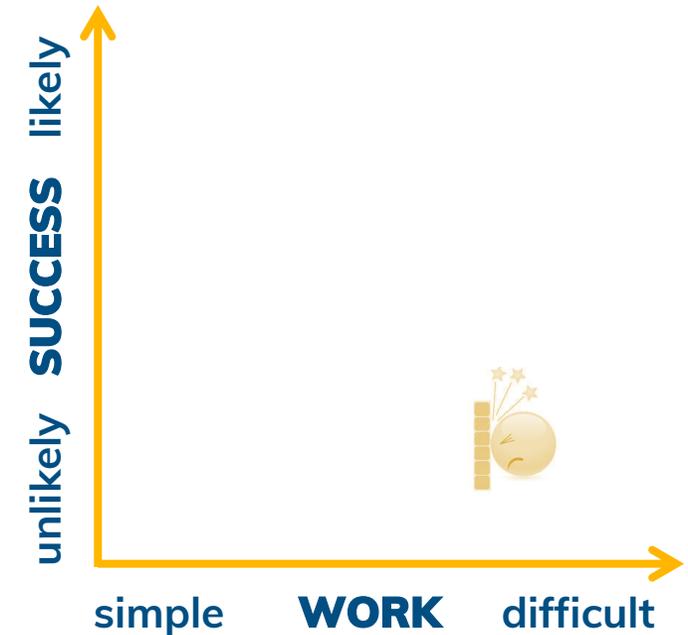


OWNER TYPOLOGIES



MR. DON'T-DO-IT-YOURSELF

- / repeated expressions of concrete plans and the upcoming start of construction works
- / no noticeable activities
- / wants to keep the building
- / only few options for the agency to take issues further, regular approach
- / successes are rare



OWNER TYPOLOGIES



MR. W.

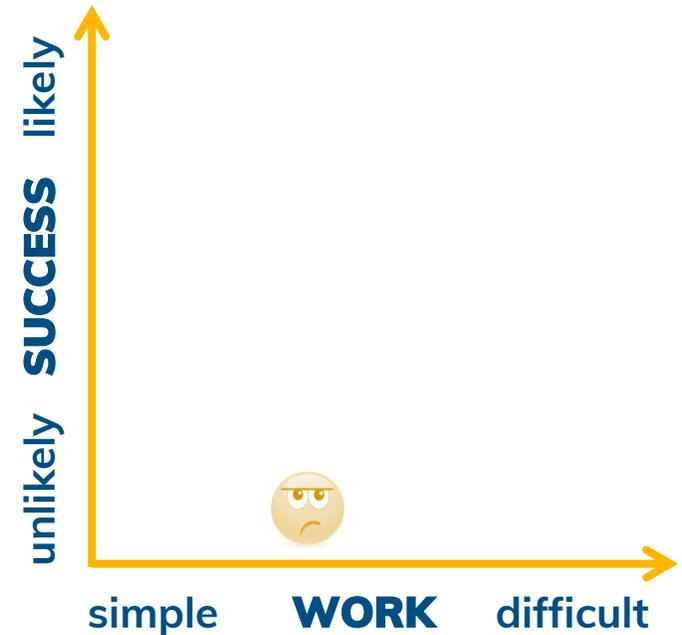
- / owner living at the other end of Germany
- / just bought building before agency came into play
- / partly naïve ideas and conflicting statements
- / communication and setting up contacts with city administration, neighbours, potential investors etc.
- / first meeting with the owner inside the building after 4 years
- / management of safeguarding funds and final application
- / now slow renovation

OWNER TYPOLOGIES



MR. OBSCURE

- / contact possible but often unavailable for personal or substantial talk
- / inconsistent information
- / usually neglected buildings
- / **no fruitful approach possible by agency**



OWNER TYPOLOGIES



MR. Ö.

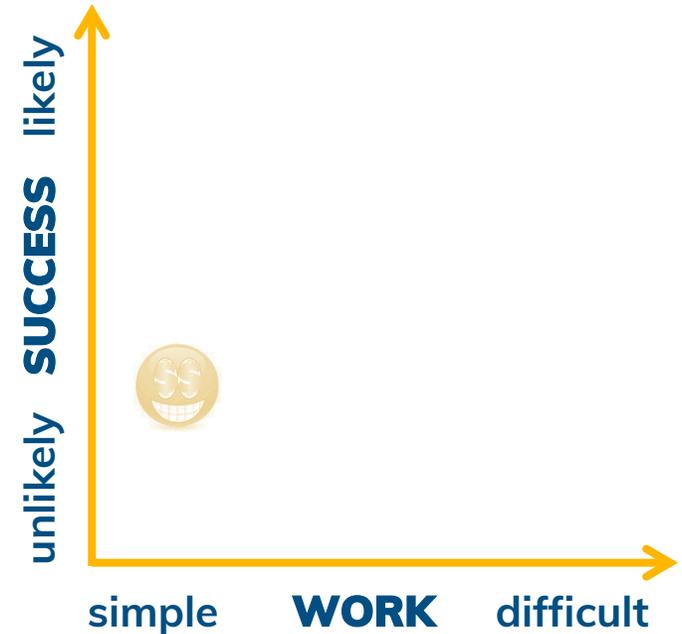
- / owner from outside the EU, bought building at an auction
- / requests by neighbours
- / substitute measures by city administration, visit of the building with building control department
- / finally contact through Facebook, but no concrete results
- / foreclosure in 2017

OWNER TYPOLOGIES



SPECULATION INTERNATIONAL LTD.

- / acquisition for resale at a profit
- / no or only limited maintenance
- / difficult to reach
- / very cautious communication by the agency, but option to set up contact with a more competent investor

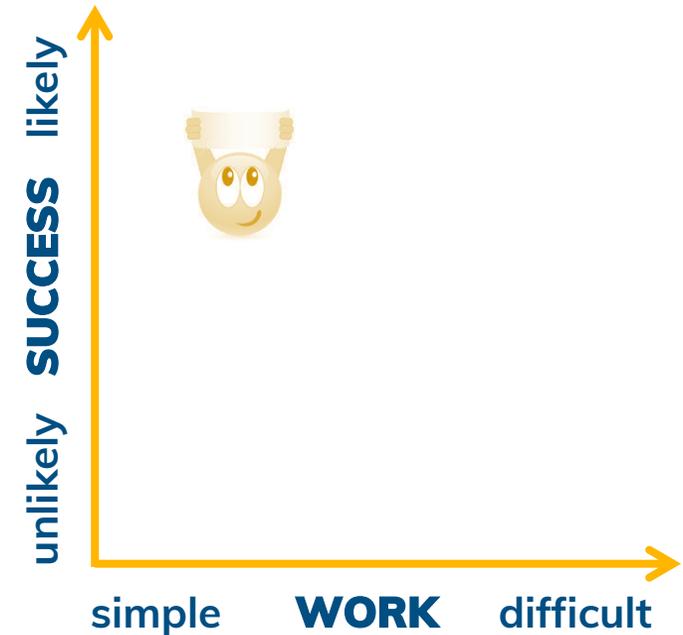


OWNER TYPOLOGIES



PROJECT LTD.

- / development of one or more larger projects
- / sometimes social or creative focus
- / often more than one building in the works
- / long-term working relationship with the city administration and partners
- / usually little need for support by the agency

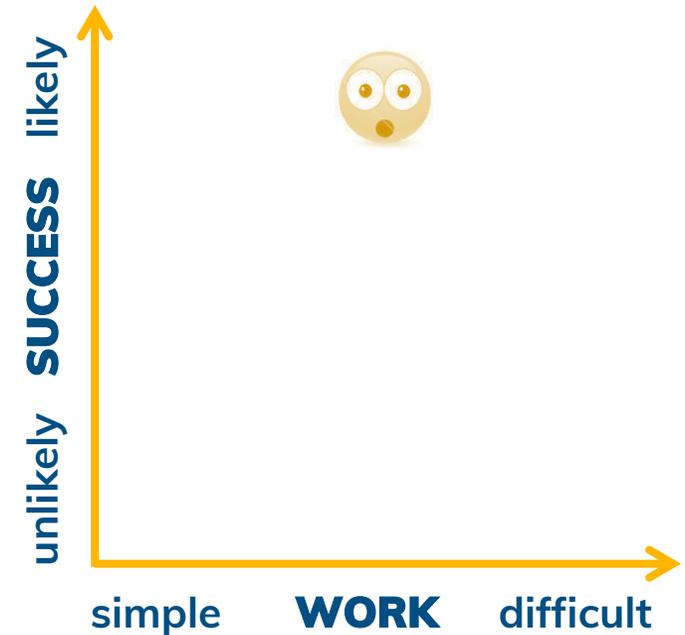


OWNER TYPOLOGIES



MS. OVERWHELMED

- / often “passive” way of gaining ownership (inheritance, bankruptcy of partners)
- / difficult setting, missing financial options
- / readiness to sell
- / primary buildings for the agency’s platform



OWNER TYPOLOGIES



MS. G.

- / inherited the building from her husband
- / only person living in a house with 12 flats, precarious living conditions
- / no reaction to letters, personal visit
- / contact with a trust person of the owner
- / conflicting wishes of the owner, overwhelmed with the scope of the decision
- / agreement to search for a new owner, definition of a fixed price through expert report
- / very careful and transparent strategy by agency, no publication
- / finally sold for the wished price



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