

Location Analysis Herrenberg



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1. Purpose of the location analysis

As part of work package 1, CIMA's task is to perform an initial, general location analysis in all CINEMA pilot locations.

The main aspects and objectives of this location analysis can be summarised as following:

- ▶ professional assessment of the economic and urban development structures in the city centres of the 8 pilot locations
- ▶ on-site visits including inspection of the micro pilot locations for creative industries development
- ▶ evaluation of the economic effects and interactions of the creative industry projects on the inner-city structures
- ▶ professional input or comments for the planned pilot model in the creative industries
- ▶ conception of accompanying measures to make inner-city areas more attractive

The site analysis is based on the following insights and results:

- ▶ results of the written surveys by CIMA, CIKE and HDS
- ▶ on-site visit or inspection of the planned micro-location in Herrenberg for pilot model implementation
- ▶ "city check" - economic and urban development on-site analysis of the city centre on the basis of a 23-part catalogue of criteria
- ▶ "trend check" - evaluation of the city centre of Herrenberg on the basis of 24 current trends in consumer- and location marketing, retail, gastronomy and residential sectors

- ▶ meetings with local decision-makers from the city politics and administration of Herrenberg
- ▶ CIMA's many years of experience in the economic and urban development assessment of city centres and corresponding location benchmarks

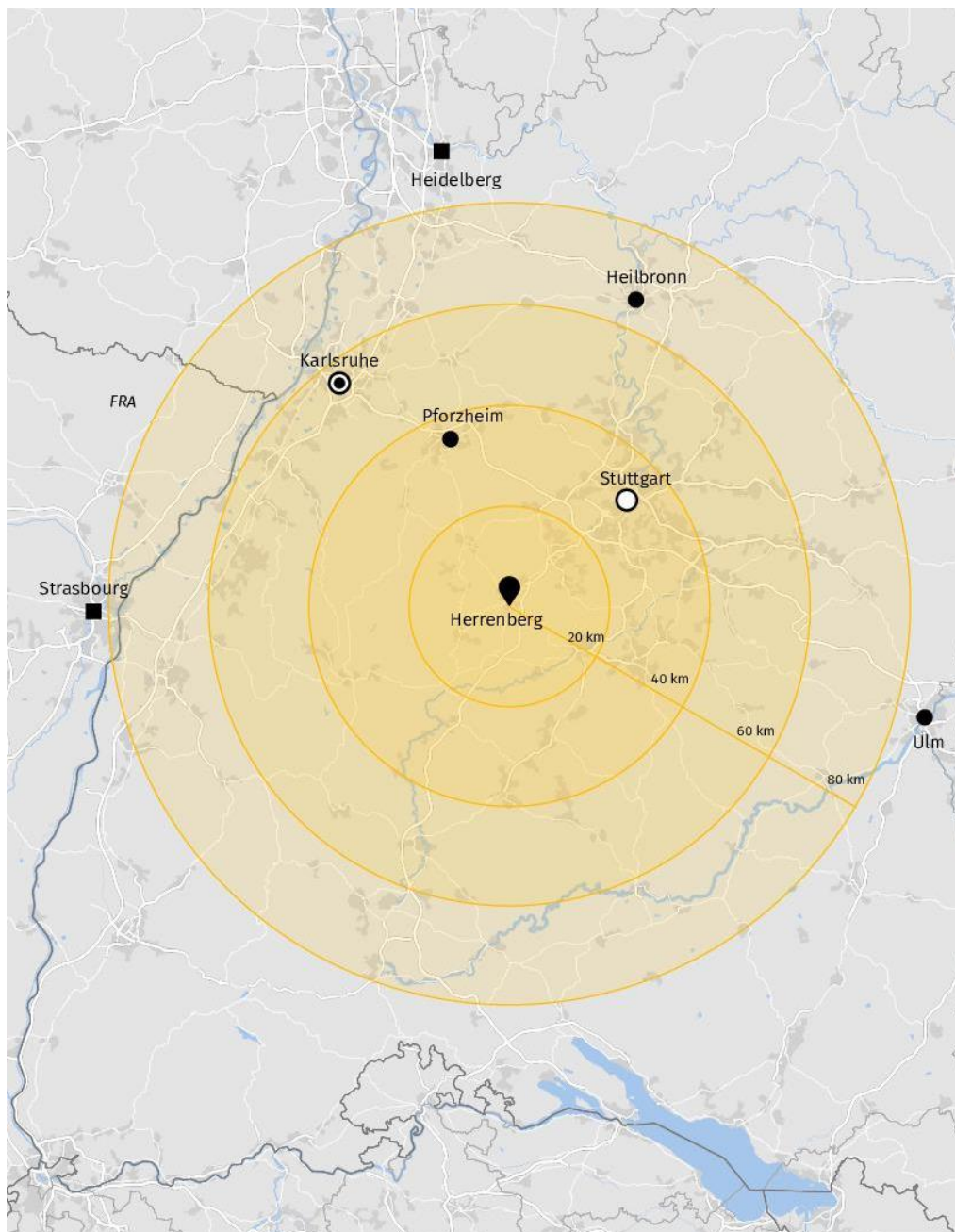
Due to the overall CINEMA project concept, the financial and time limits, this location analysis is a first orientation guide, but **not a complete** (inner) urban development concept.

The on-site analyses in Herrenberg were conducted by CIMA from **July 21st to 23rd, 2020**.

2. Facts and figures about Herrenberg

2.1. General description

Herrenberg is with approx. **31 800 inhabitants** the biggest city in the administrative district of Böblingen and situated at the foothills of the “Schönbuch” woodlands, 30 kilometres southwest of Stuttgart.



Source: mapz.com, adapted by CIMA, 2020

The city itself was founded in the 13th century. Herrenberg has a **well-preserved old town**, which consists of numerous half-timbered buildings from the 17th century (most of them were rebuilt after the big fire in 1635). The majority of these buildings are still used today and serve as a poster child of the city. The old town of Herrenberg, including the church, is also the main tourist attraction.

Due to the compartmentalised structure of the buildings, the options for use are **limited**, as are the ways of access to the old town.

Herrenberg is well connected to its surrounding areas by bus, car and train:



coming from Stuttgart (North): 30 mins. on B 14 and A81
coming from Tübingen (South): 25 mins. on B 296

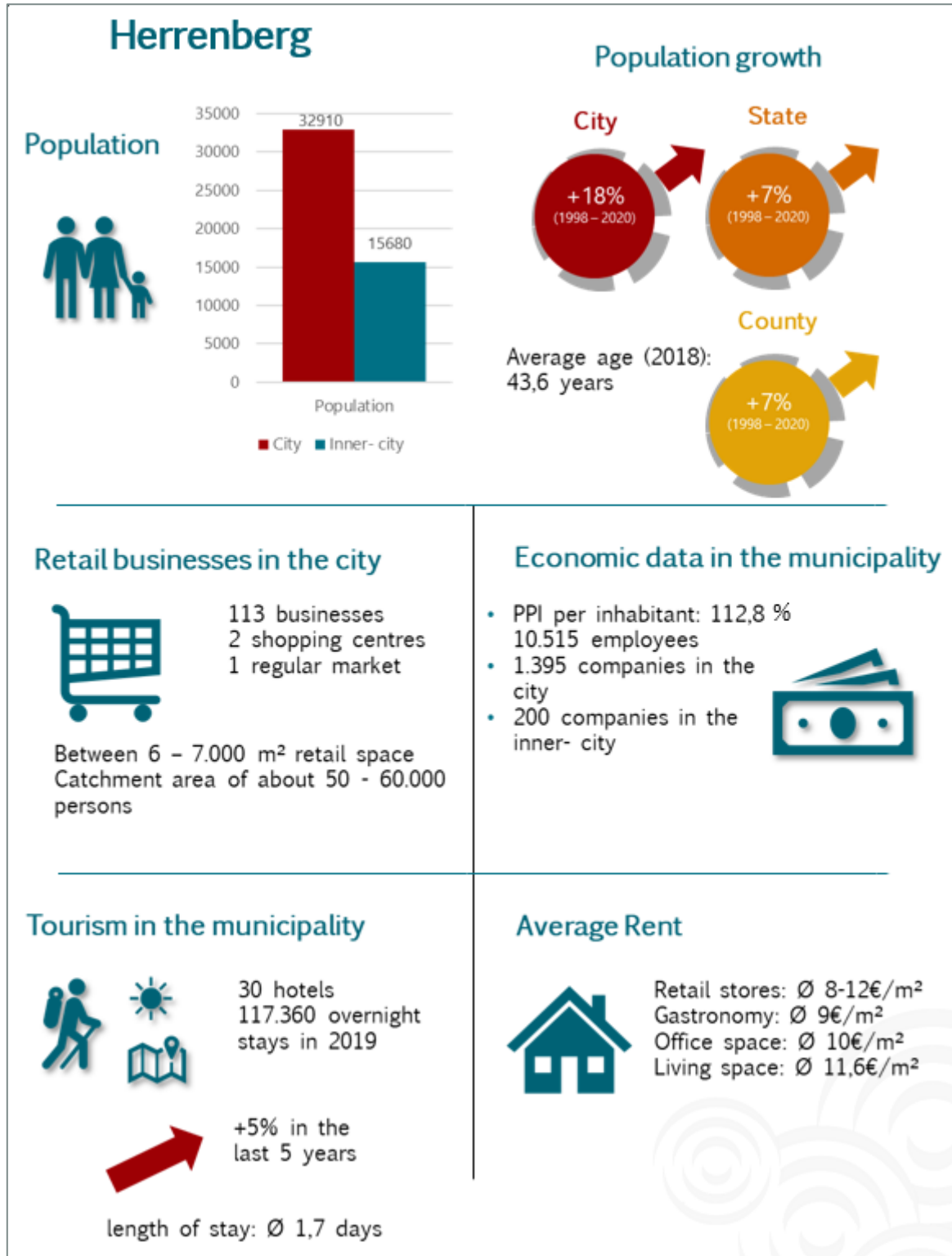


Stuttgart (30-40 mins), Horb (20-26 mins) and Tübingen (24 mins) in regular intervals



the closest airport is Stuttgart (33 kms)

2.2. General location data



Sources: Municipality of Herrenberg, CIMA Austria

2.3. Economic structure

2.3.1. Overview

In general, the city of Herrenberg is a **logistic hub**, **creative industries location** (Roman Klis Design) and is home to many **enterprise-oriented service providers** as well as **manufacturing businesses** and **craftsmen**. Many employees from the big companies in and around Stuttgart live in Herrenberg, which also means that a lot of people are outbound commuters.

Currently, a multi-functional project is being built behind the main train station, which will have living quarters, office spaces, parking, gastronomy and retail space, 5 minutes on foot from the city centre of Herrenberg.

2.3.2. City centre

The economic structure of the city centre consists of around 200 businesses, with commercial ones dominating.

The retail shops are mainly owner-led, there very little national and international chain stores. The sales areas are small to medium sized, they are designed with love and an eye for detail.

There are two inner-city shopping centres as well, **“Nufringer Tor”** and **“Bronntor”**, which contain a mix of service providers as well as retail shops in lower to medium quality (mainly discounters and franchisers). Close to the old town is the large department store **“Zinser”**, which offers fashion and accessories.

Empty spaces can be found here and there along the main roads of the old town, most of them are partly marketable and some are in need of renovation. The largest empty spaces are at **“Nufringer Tor”**, which is currently under construction and the pilot location in Spitalgasse (former Miller & Monroe).

The most frequented shops in the old town are the bakery **“Baier”**, which is an awarded, supra-regional chain, the cheese store **“Fromagerie Holzapfel”** and the winery **“Alte**

Brennerei”, which also offers some spirits and liquors. The named shops are all in very close proximity within each other in “Badgasse” and “Auf dem Graben”, both connected to the 1A location of “Bronngasse”.

The new development at the corner of “Bahnhofstraße” and “Horber Straße”, on the grounds of the old library, need to be taken into consideration. There, the real estate developer Marquardt is currently building a hybrid model of retail, gastronomy, offices, living quarters and parking on an area of approx. 3 600 m², which is only 5 minutes on foot from the old town.

The gastronomy mix is diversified with some ethno-restaurants, cafés, bars and restaurants with local kitchen. Most of them have outside sitting areas, which have a good, consistent design. The gastronomic offer is mainly located in the economic areas. Especially “Auf dem Graben” has a broad range of restaurants. There is no system catering and almost no cheap fast food in the old town of Herrenberg.

Regarding the service providers, there are mainly personal service providers and very little enterprise related service providers as well as craftsmen in the old town.

There are no education facilities directly in the old town. The social and cultural/leisure infrastructure is under-represented. The town hall and citizens registrations office are the main public facilities.

2.3.3. Expert remarks

The following expert statements can be made by CIMA, in particular on the basis of the data provided and the on-site visit:

- ▶ Similar to other (small) towns located in economically strong metropolitan regions and with top transport infrastructure, Herrenberg has experienced above-average population growth (compared to the federal state average) over the last 20 years. This strong growth has also generated corresponding additional purchasing power for the local economy.

- ▶ Particularly striking and very rarely found, especially in inner cities with predominantly historic buildings, is the fact that around 48 % of the total population lives in the central core areas of Herrenberg. However, the inner-city population has a very high age average.
- ▶ For a small town in the Stuttgart metropolitan area, the historic town centre of Herrenberg has an adequate and basically well-sorted economic and retail mix, which, despite some gaps at ground level, extends over the entire town centre. On the basis of the information received from the municipal economic development agency, the retail-related sector mix can also be classified as stable (only around 10% change in recent years).
- ▶ The two inner-city shopping centres are more like shopping arcades or larger department stores, but generally integrate well into the inner-city image.
- ▶ At the time of the visit in July 2020, the vacancy rate was classified as low or not economically threatening, also compared to other cities of similar size. Only in the "Nufringer Tor" shopping centre correspondingly larger vacancies were found - partly due to renovation work.
- ▶ The rents in the city centre - both in retail and gastronomy, are classified as appropriate for the location.
- ▶ The essential infrastructural and urban planning conditions for the local inner-city economy, such as accessibility, square/street design, available parking space, signage system, etc., are also rated as well designed or adequate.

2.4. Town centre marketing and city centre development

The town and location marketing competence in Herrenberg is divided between two units. While there is a department within the city administration called "Economic Development and City Management", which does "classic" city-wide location marketing for Herrenberg, there is also a separate city marketing association with a full-time city manager and two part-time employees.

Herrenberg's city marketing, which is supported and carried by the local trade association, the city of Herrenberg and other private individuals, can be described as "second-generation city marketing" due to its broad range of tasks. In addition to event marketing, customer loyalty campaigns and communicative and advertising measures, the core tasks of this unit also include vacancy management and the improvement of economic occupancy in the city centre.

CIMA considers the municipal economic development and city marketing departments to have sufficient competence and resources for a successful implementation of the local pilot measure within the framework of the CINEMA project.

2.5. Creative industries Herrenberg

The primary research from PP 3 HDM regarding the creative industries development at the pilot locations/pilot cities showed the following results:

- ▶ The creative industries are perceived as very present in Herrenberg.
- ▶ The art and cultural scene is better established than the start-up scene.
- ▶ The regional mentality in the creative industries is neither high, nor low.
- ▶ The connection (communication, cooperation) between the creative industries and the city marketing is quite low.
- ▶ The creative industries are averagely represented in the media/on social media.
- ▶ There is no regional or collaborative network, neither within the creative industries itself, nor with representatives of the economy, city, education or science.
- ▶ Regional companies and investors do not seem to be interested in a cooperation and/or promotion of the creative industries.
- ▶ The city offers a co-working space as a collaborative working space and there is an entrepreneur funding programme provided by the city. There are also some funding programmes on the national level.

A quote from the research template from PP 2 CIKE regarding the CI supporting ecosystem in the pilot cities can be given as follows:

“The City of Herrenberg is situated in the Stuttgart Region, an administrative and political entity in the heart of Baden-Württemberg. The Stuttgart Region is administered by the Verband Region Stuttgart, all activities on the economic development have been outsourced 25 years ago to the Stuttgart Region Economic Development Corporation (WRS). The regional strategy set up by WRS (which is currently under revision) states the Creative Industries as a major horizontal industry and field of action within the innovative regional industries.”

On a city level there exists at the moment only a “Guideline for the Support of Culture”. However, this Guideline needs to be revised and so far has a strong focus on the culture part of the CCI, such as music, theatre, arts, etc. A revised version would include also the creative industries as such.”



3. Herrenberg city check

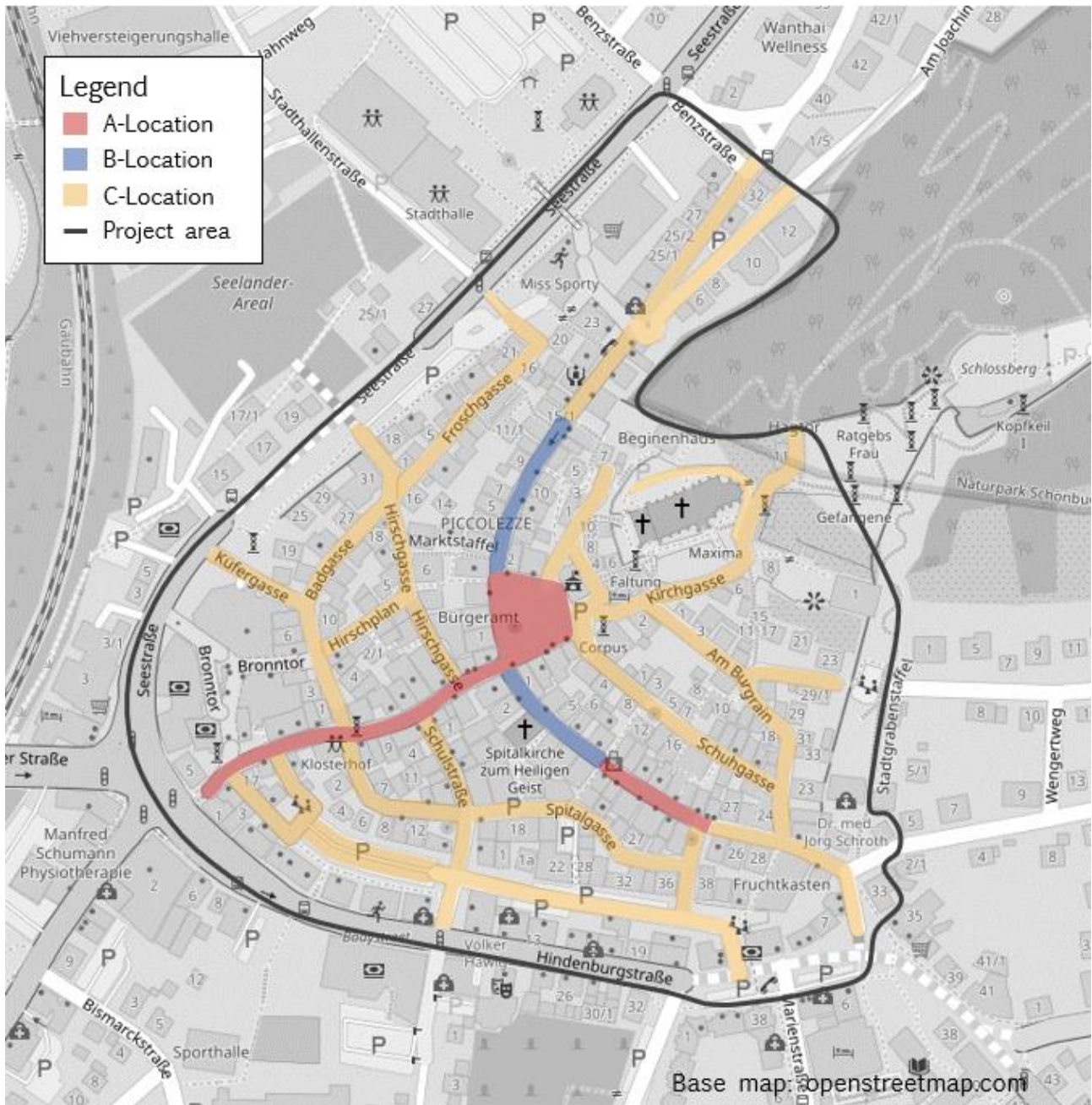
On the following pages you will find the main technical findings of the city check in Herrenberg, which took place from July 21st to 23rd, 2020. The city check was done by foot on the basis of 23 urbanistic, property and transport criteria.

3.1. Classification of the inner city areas

In a first step, the streets, alleys and squares of the city centre were examined according to the individual property-economic location qualities.

CIMA follows the classification criteria of the real estate industry and divides the city centre of Herrenberg into the following three location qualities:

location qualities in city centres	description
1A	<ul style="list-style-type: none"> ▶ main shopping area of the city centre ▶ high pedestrian flow ▶ continuous use of the buildings at ground level as commercial space ▶ diversified mix of retail trade, gastronomy and personal services enterprises
1B	<ul style="list-style-type: none"> ▶ significantly lower pedestrian flow ▶ visible gaps of business-oriented ground floor use
1C	<ul style="list-style-type: none"> ▶ low pedestrian flow ▶ frequently accumulation of empty spaces ▶ usually presence of retail companies with special product ranges and high percentage of repeat clients



Herrenberg has a historical town centre, which is partly accessible by car and has several pedestrian zones. The central locations “Marktplatz”, “Bronngasse”, “Stuttgarter Straße” and “Tübinger Straße” show a good mix of sectors, although some sectors are non- or under-represented (e.g. electric goods, furniture) in the old town of Herrenberg.

3.2. Assessment of the inner city quality

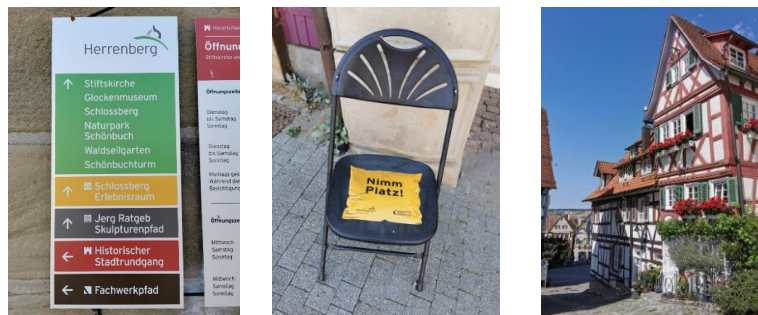
Based on the criteria set, CIMA assesses the inner-city qualities in the following way:

“city check” criteria	description
city greening	▶ “islands” of greenery and trees
illumination design	▶ partly illumination design in the inner-city areas ▶ street lamps and some illumination of buildings at night
city furniture	▶ fixed and flexible sitting possibilities ▶ fountains
cleanliness	▶ most inner-city areas of Herrenberg are very clean ▶ some graffities
surface design	▶ continuous surface design in the central pedestrian zones and core areas
house facades	▶ mostly renovated and in very good condition, very few need renovation
barrier free design	▶ partly barrier free ▶ some buildings are not barrier free
pavement width	▶ sufficient enough in most of the streets; exception for the small, historic alleys between the buildings
pedestrian safety	▶ most of the town is very safe for pedestrians (pedestrian zones, broad pavements, traffic-calmed areas etc.) ▶ main issue with bicyclers and deliverymen
parking facilities	▶ in the inner-city area (pedestrian zone etc.) no sufficient parking, but enough parking close to the centre available (surface parking, parking garages)
traffic and signposting	▶ very good signposting for pedestrians and tourists ▶ basic parking signposting
usability for events	▶ with some restrictions possible ▶ on a few places, like “Marktplatz” or “Auf dem Graben”

A final evaluation of the urban development structures of inner-city area shows the following result:

	1	2	3	4	5
overall impression of the city centre ambience		●			
quality and density of retail trade			●		
quality and density of gastronomy		●			
cleanliness		●			
city greening		●			
illumination design		●			
surface design & condition		●			
presence and condition of monuments	●				
house facades and building conditions	●				
density and condition of traffic/signposting	●				

(evaluation by school notes: 1 = very good; 5 = very bad)



3.3. Further comments to the city centre quality

The main centre of Herrenberg is the “**Marktplatz**” in the old town. This market square, which is situated on a slight slope, is surrounded by medieval half-timbered houses with a fountain as central element. The buildings are well restored and have beautiful facades with additional flower arrangements.

The town hall at the head of the square is opposite of the tourist office, which are two of the main frequency points. There are some trees and sitting possibilities in front of the town hall as well as semi-circular stone benches next to the fountain. There are a few retail shops with medium-term demand products as well, for example two fashion stores.

A new and innovative concept shop is situated at the corner for “Marktplatz” and “Stuttgarter Straße”: a store that sells unpacked food. The rest of the square is defined by the gastronomic offer which consists of some restaurants, coffee shops and ice cream parlours. Most of them have well designed outdoor sitting areas.

The entire “Marktplatz” shows a very high sojourn quality, it is clean and well structured. There is indirect lighting of the historic buildings at night. Different sign posts of city paths or general information are visible and there are some information boards on the historic houses as well that tell the story of the building. Besides the old toilet facilities, there are no visible empty spaces at “Marktplatz”.

Access by vehicle is only possible for suppliers, but bicycles are welcome and can be parked in front of the city hall. The square is a 1A location.



One of the main streets starting from “Marktplatz” is “**Stuttgarter Straße**”, which is also a pedestrian area until meeting “Am Joachimsberg” (approx. Stuttgarter Straße 23). Until

then, the street is part of the inner-city core zone with historical buildings, small, owner led shops that are mostly specialised (e.g. wedding store, frame shop) and some small gastronomic entities. Coming from “Marktplatz” until house number 11/13 it can be considered a 1B location; afterwards it is a 1C location until “Benzstraße”.

Also part of this area, between “Stuttgarter Straße” and “Seestraße” is the small shopping centre “Nufringer Tor”, which has a lot of empty spaces and is partly under reconstruction. The main shops in this shopping centre are EDEKA, Deichmann and Mrs. Sporty.

Besides the empty spaces at “Nufringer Tor”, the number of empty spaces on “Stuttgarter Straße” rises the further the buildings are located away from the city centre. Besides that, the street is characterised by some small design elements, like small fountains or benches. It is clean with a good building substance. Noticeable are the increasingly shortened opening hours of the shops.



Also starting from “Marktplatz”, but heading into southeast direction is “**Tübinger Straße**”. Together with “**Bronngasse**” westwards and “Stuttgarter Straße” to the north, those streets represent the three main entry points into the old town.

Most of “Tübinger Straße” is also a pedestrian area until “**Hasenplatz**” junction. The section between “Marktplatz” and approx. Tübinger Straße 9 is rated a 1B location due to occasional empty spaces and deserted ground levels. Afterwards, a dense, diversified branch mix can be found, which is partly mixed with gastronomic entities. The retail offer consists of mainly owner-led businesses with special assortments in medium and long term demands. There is a glass-ceramics shop, two shoe stores, some clothing stores, a optician etc. There are some service providers as well. Therefore, the stretch between Tübinger

Straße 9 and NKD (Tübinger Straße 25) can be considered a 1A location. Afterwards until the main road 296 it is a 1C location.

Most of “Tübinger Straße” is either a pedestrian area or traffic-calmed. The surface design is top and it is very clean. The (historical) house façades are well renovated, the entrances are well designed and there are flower arrangements on and in front of the buildings. The lighting system consists of simple street lamps which are partly in need of renovation. There are no parking lots along the street, it is partly possible to drive through.



“**Bronngasse**” is the third 1A location, connecting the main road 296 with “Marktplatz”. This highly frequented alley shows a mainly owner-led retail structure in the short- and medium-term goods (optician, butcher, book store, jeweller, mobile store, sports shop etc.) as well as some service providers (bank, key service, notary, alteration shop), especially towards the main street 296.



3.4. Trend check

City centres are - similar to companies - in a multifaceted competition for customers, tourists, investments in private and public infrastructures and projects, as well as companies willing to settle, and much more. Naturally, these inner-city economic areas are also subject to different developments. With regard to the most efficient and sustainable active location marketing and empty space management possible, this chapter of the location analysis highlights the most important current and future 24 European trends relevant to small and medium sized city centres. For the responsible decision makers in Herrenberg this “trend check” should be a quick and general orientation aid how “trendy” the city centre is.

Herrenberg's trend affinity is assessed using a simple traffic light system:

“trend check” colour	description
	<ul style="list-style-type: none"> ▶ no “trend affinity” ▶ (still no trend approaches visible)
	<ul style="list-style-type: none"> ▶ moderate “trend affinity” ▶ first trend approaches visible
	<ul style="list-style-type: none"> ▶ high “trend affinity” ▶ city centre is right on trend

location trends	trend affinity		
Trend 1 - Shopping experience The city as a networked experience shopping location (shopping, culture, gastronomy, services) with emotional stimulation	Green	Yellow	White
Trend 2 - Service as a chance to distinguish yourself Clear profiling of inner city retail via top service and specialist advice	Green	Yellow	White
Trend 3 - New city centre affine target groups Addressing new inner city target groups such as LOHAS, DINKs, silver surfers, etc.	White	Yellow	White
Trend 4 - Multi- & cross-channel Online and offline multi- and cross-channel strategies of local companies are considered a major competitive advantage of city centres	White	Yellow	White
Trend 5 - New retail city formats e.g.: convenience-shops (products to go) and sustainability-shops (e.g.: repairshops)	Green	White	White
Trend 6 - Worlds of food enjoyment High quality specialist suppliers in the food sector in combination with tastings	Green	White	White
Trend 7 - owner-managed flagships High-quality, interesting products combined with lifestyle and/or feel-good concepts	White	White	Red
Trend 8 - Digitalisation of sales areas Digital technologies and "location based services" determine shop concepts	White	White	Red
Trend 9 - Investment boom for city hotels New city hotel concepts contribute to the offer mix of a city or city centre	White	White	Red
Trend 10 - Alternative accommodation concepts e.g.: albergo diffuso for subsequent use of vacant residential and business units	White	White	Red
Trend 11 - Experience and theme gastronomy Food as an experience by involving the guests in the preparation as well as special catering locations	White	Yellow	White
Trend 12 - Urban gastronomy concepts Various food concepts such as. Infinite food, spiritual food, etc. reflect the lifestyles of various inner city centre target groups	White	White	Red
Trend 13 - Day Tourism - Positioning Clear, day-tourist positioning of city centres as a strategy for additional absorption of purchasing power	Green	Yellow	White
Trend 14 - Leisure structures in the inner city Sports and leisure infrastructures are returning to the city centres such as motor parks, amusement arcades, cinemas, etc.	White	White	Red
Trend 15 - Local quality labels Local quality labels strengthen competitiveness and help SMEs to position themselves	White	White	Red
Trend 16 - Co-working Alternative vacancy utilisation through co-working spaces and (ideally) simultaneous promotion of the creative industries	White	White	Red
Trend 17 - Educational institution as impulse generator Schools, nursery schools and universities are increasingly returning to the city centres	White	White	Red
Trend 18 - "one stop shop"- town centre marketing A professionalised town centre marketing with integration of location, tourism and cultural marketing agendas	Green	White	White
Trend 19 - Cultural sites as "landmarks" Architecturally sophisticated event locations or museums become inner-city magnet points	Green	Yellow	White

location trends	trend affinity		
Trend 20 - Image-shaping events The city as a stage or playground for new events in the leisure and cultural sector			
Trend 21 - Media libraries Increased development of municipal libraries in the digital field as a multifunctional educational centre			
Trend 22 - Digital city paths Communicating urban history and culture through "virtual" circular routes			
Trend 23 - Innovative forms of inner-city living New inner-city housing forms for different target groups such as: temporary housing, micro-apartments, modern heritage			
Trend 24 - Attractive "start up" scene The city centre as attractive location for young company founders			

Further comments

The trend check shows clearly the strengths of Herrenberg, which are a strong, innovative retail sector with a very good shopping as well as service experience and new retail formats, like zero waste shops. There are also highly specialised food and wine/liquor shops.

The positioning as a touristic day destination with digital city paths and cultural landmarks are further strengths that have been determined in Herrenberg. A “one stop shop” town centre marketing organisation has been established, which mainly deals with the economic development, but also culture and events.

There are first attempts to develop an attractive start-up scene, new experience gastronomy concepts as well as some multi- and cross-channel strategies in the retail sector.

There are some trends, in which Herrenberg has not engaged yet, for example regarding the digitalisation of retail floors, new city hotel concepts or alternative accommodation forms, local quality labels, co-working or leisure facilities and education camps in the inner-city area.

4. The pilot location/project - remarks and comments

As part of the CINEMA project, Herrenberg is focusing on a local pilot project in the field of **revitalisation of the inner-city core locations** through **retail** and other **smaller businesses**.

On the basis of the results and impressions of the on-site inspections, the data transmitted and the technical know-how of the CIMA, we would suggest to change the focus and join the **“empty floorspace”** group.

The main reasons for this proposal are:

- ▶ **Quality and density of the existing business mix**

Provided that the (economic) impact of the COVID19 pandemic does not cause major vacancies in the town centre, both the quality and quantity of the business mix, particularly in the retail sector, can be considered adequate or good. In view of the local and regional framework conditions (e.g.: size of the city; size of the catchment area; proximity to larger shopping agglomerations such as Stuttgart, Tübingen, Reutlingen; continuing strong boom in online retailing, etc.), it is, from a professional point of view, hardly possible to increase the density of the inner-city retail mix.

- ▶ **Structure and size of the existing vacant spaces**

According to CIMA's initial expert assessment, the vacant spaces available in July 2020 (see the following list) are only suitable to a very limited extent for the sustainable establishment of retail businesses. In addition to the mostly small-scale areas, some unused commercial areas are also in locations (1C locations) in which it will be difficult for retail businesses to establish themselves.

At the time of the location analysis, Herrenberg had not fixated a pilot location, yet there was already a favourite. Several buildings were analysed as potential pilot locations:



Source: adapted by CIMA, 2020



Schulstraße 2

- most promising premise for pilot location
- private property
- under monumental protection
- currently used for retail (interior and accessories)
- 123 m², 13,70 €/m² rent, 1A location
- special is the original interior design in neo-classical style from the 1920s



Spitalgasse 30 - 36

- medium sized empty space in several buildings
- former Miller & Monroe Fashion & Lifestyle
- estimated value approx. 650 000 €
- 1C location



Tübinger Straße 5

- small empty space with shopping windows
- strongly in need of renovation
- 1A location



Tübinger Straße 8-10

- shoe store with small shopping windows
- 1B location



Tübinger Straße 32

- small former retail shop with windows
- currently a second-hand/social shop (mainly for display)
- not accessible for disabled people
- in need of renovation
- 1C location



Stuttgarter Straße 8

- former interior shop (esp. woodwork) "Lieblingsholz"
- in very good condition with big shopping windows
- partly accessible for people with disabilities
- 1A location

In the context of the CINEMA guiding principle, an inner-city "empty floorspace" concept in Herrenberg should therefore focus on existing, or small start-ups in the creative industries as well as business-related service providers.

Due to its location within the economically strong Stuttgart metropolitan region, addressing this target group seems to be quite promising if the following Herrenberg positions - even more so than before - are brought to the foreground:

► **Highlighting the high quality of life and location**

In particular, start-ups and small businesses in the creative industries are less interested in being located in uniform office buildings in larger cities, but prefer locations with a high quality of life and location. Herrenberg can be plausibly positioned as a liveable, safe small town with good transport infrastructure, a historic ambience and a good retail and gastronomy mix.

► **Living and working in one location**

Another interesting positioning aspect could also be the offer to creative industry start-ups or SMEs to combine the work location with the residential location. In view of the existing vacant spaces, not only the adaptation of the vacant rooms is needed here, but also a consideration of the entire property and, if necessary, the creation/renovation of living spaces.

In order to be successful in the competition for such businesses, CIMA recommends that special "settlement incentives" or support programmes are developed by the town of Herrenberg or, if necessary, also with private partners (e.g.: provision of architectural planning services for the adaptation of empty spaces for office and, if necessary, residential space; coverage of relocation costs for existing businesses; temporary rent subsidies; providing of "business coaches", etc.)

5. Further measures and proposals for the city centre

A sustainable economic attraction of a city centre represents a concentrated development process over several years and is usually based on a combination of different property, urban planning and organisational measures.

To support the pilot project, CIMA recommends the following additional accompanying measures.

further measures	description
Digitalisation offensive in local city retail	<p>The COVID19 pandemic and the resulting business "lock downs" have clearly shown that especially the small-structured, owner-managed retail trade still has very little digitalisation competence. "Digitalisation competence" is not only understood as the existence of an own "online shop", but also an abundance of upstream measures such as search engine optimisation, social media presence, digital visibility, and much more.</p> <p>CIMA proposes to initiate appropriate joint training and further education programmes for Herrenberg's city centre retail trade and to gradually increase the digitalisation competence of the city centre retail trade.</p>
Real estate management consultations for inner city house owners	<p>Herrenberg's town centre consists in large parts of historic buildings that are worthy of protection. The development of new commercial and residential space encounters corresponding difficulties, which many house and property owners shy away from. With a view to further densification of the business stock and, if necessary, the creation of suitable living space for younger age groups (see also the strong overhang of</p>

	<p>older residents in the inner city), it would certainly be interesting to put together special consulting packages for homeowners willing to invest, such as: initial architectural consultations, real estate potential analysis, financing consultations, tax appraisals, etc.</p> <p>Examples from cities of similar size and structure, which have already implemented such advisory packages, demonstrated that this has encouraged a high number of homeowners to make investments and thus create more attractive spaces.</p>
Day tourism offensive	<p>Due to the cultural-historical infrastructures, the attractive city centre design and also the many small-scale, owner-managed shops, Herrenberg or the city centre - in the opinion of CIMA - already represents a multifunctionally attractive daytime visitor destination.</p> <p>With regard to the increasingly shifting purchasing power potential from the existing catchment area to online retail, the promotion of day tourism ("positioning as an attractive day trip destination" within a 100 km radius) could also generate new guest and buyer target groups for the local city centre retail trade.</p>

The measures presented here are initial, roughly sketched out proposals which can be further specified if the city of Herrenberg shows interest.

