

Making an urban regeneration plan in the Netherlands



Project phasing, 9 steps towards an urban regeneration plan

Phases in the making of an urban regeneration plan

1. Initiative
2. Project definition
 - ❖ Identification of stakeholders
 - ❖ Organizational structure
 - ❖ Decision to start the project
 - ❖ Information of stakeholders that project starts
3. Investigation, collection of information
 - ❖ Ends with an intermediate report
4. SWOT-analysis
 - ❖ Starting point for stakeholder discussion

Phases in the making of an urban regeneration plan

5. Elaboration of possible future development scenarios
6. Discussion on pro's and contra's
7. The choice of the most favourable scenario(s)
8. Elaboration of measures, programmes, cost calculations, etc.
9. Writing everything down, final decision

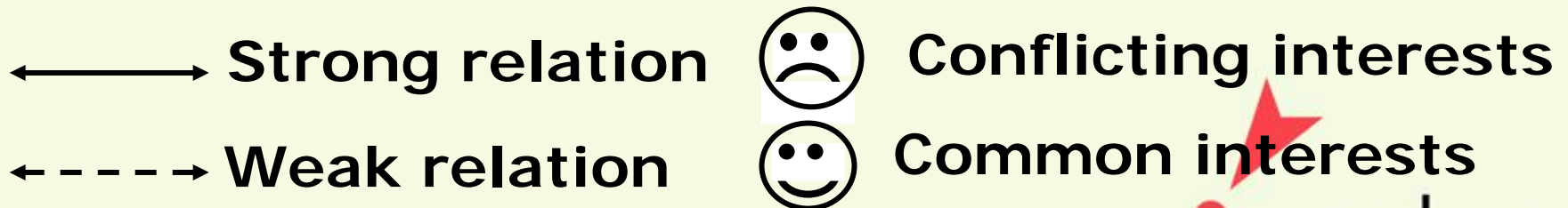
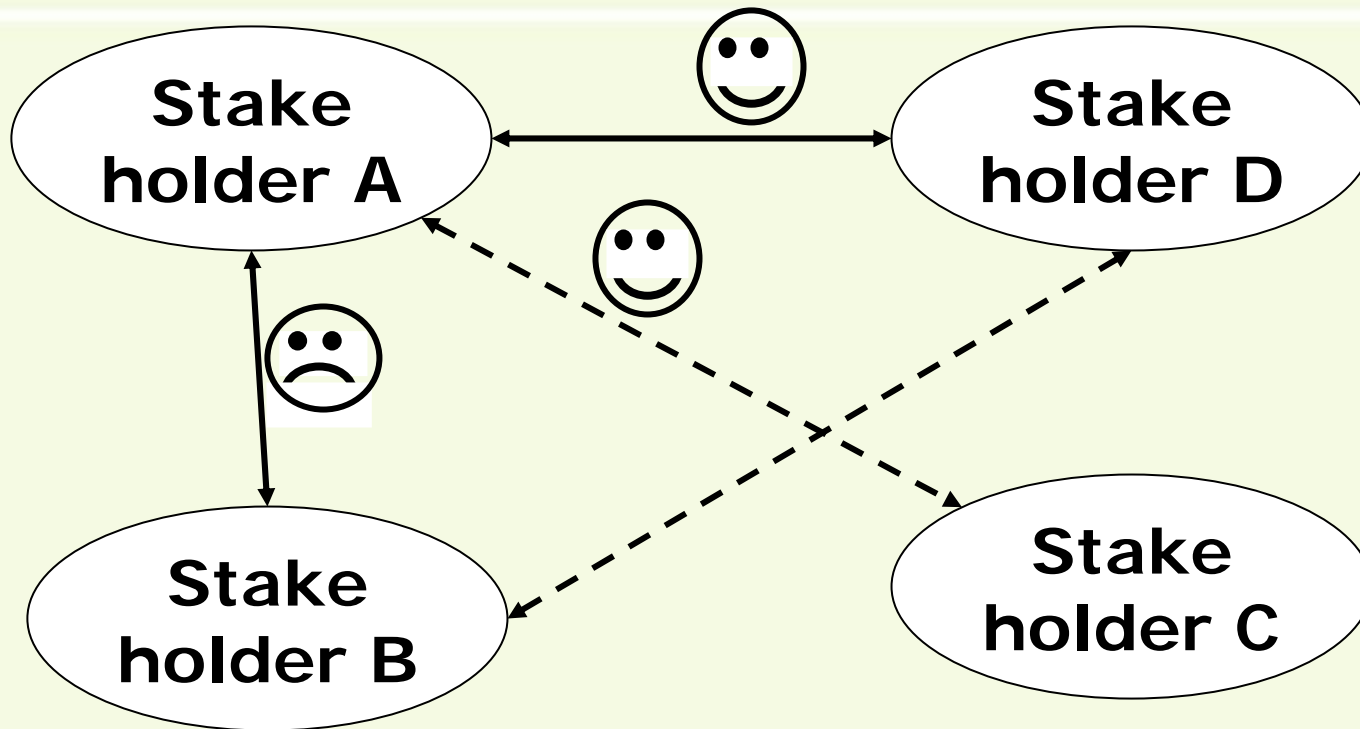
Step 1 - Initiative

- “Someone” notices that an area needs an urban regeneration approach
 - Social problems
 - Economic problems
 - Housing problems
 - Traffic problems
- This “someone” can be the (district)municipality or the housing association
- But also residents
- If there is consensus that there is a problem.....

Step 2 – Project definition

- Which problems will be the focus of the project?
- Who are the stakeholders?
- Who will have to participate to find solutions?
- In what way can people and organizations best work together?
- Who will coordinate the project?

Step 2 – Stakeholder diagram



Step 3 – Investigation

- Collect all the information that is relevant to understand the problems
- Collect all the information that might be relevant for the development of possible solutions

Step 4 – SWOT-analysis

- Most important step in the process, never to skip
- A SWOT-analysis provides you with the:
 - Strong characteristics of the area
 - Wweak characteristics of the area
 - Opportunities for the area
 - Threats for the area
- With a good SWOT scenarios for future development can be elaborated

Step 5 – Elaboration of possible future scenarios

- The SWOT-analysis identifies the most urgent problems, sets priorities and gives help in identifying possible solutions
- Creative process
- Thinking in scenarios means “What if?”

Step 6 – Discussion on pro's and contra's

- Stakeholder discussion
- Different interests, different solutions
- First moment in the process that stakeholders have to commit to possible solutions
- First moment that stakeholders have to acknowledge that they too have to manage an effort to improve the situation

Step 7 – The choice of the most favourable scenario(s)

- Preparation by project team
- First choice between interests, first choice of solutions
- Discussion in steering team about choices, directions for step 8

Step 8 – Elaboration of the most favourable scenario(s)

- Elaboration of measures to be taken, programmes, cost calculations, etc.
- Stakeholders are consulted to be sure of their support

Step 9 – Writing everything down

- Formal approval by council