



From now to then - bridging activities in regeneration programmes

- **Make visions clear to everybody.** The city's vision for regeneration must be clear and widely accepted both by stakeholders and ordinary citizens. The vision has to be specific both on which city-wide goals it aims to fulfil and on the objectives for urban life in the area.
- **Formal plans are not enough.** The municipality needs to implement a wide range of strategies even in small scale regeneration areas in order to achieve its goals. If the aim is to create a vibrant new "mixed use" area, the vision has to be followed up with action-oriented strategies.
- **Uncertainty given by rapidly ongoing markets.** What is forecasted to be a long-term economic process may suddenly change to a short term process and vice-versa. Strategies need to cope with this.
- **Pollution and sustainable development.** Regeneration of inner-city harbour areas and brownfield sites is a sustainable way of city expansion. But environmental pollution can hinder that. Odense has pushed for a change in the Danish National Environmental Legislation, now adopted, to make it possible to start the regeneration process step by step - e.g. by ensuring that noise levels from nearby existing industrial companies are reduced over time.
- **Dialogue with existing companies.** It is important to make companies in the area aware that reducing environmental pollution will bring a positive outcome for both the company and the development of the area. It is also important to involve existing companies in the harbour area, either to remain locally or to relocate productively.
- **Use temporary activities as part of the process.** Harbour areas may be virtually unknown to the city's residents, who would have been discouraged or even forbidden in the past to access the area. To redress the situation, people need to be 'lured' to the waterfront via lively, temporary activities, such as concerts, markets and fairs. This can help find the potential for more permanent activities.
- **Think twice before tearing down abandoned industrial buildings.** Historical and architecturally-interesting buildings ought to be reused. This is a way of bringing the past into the future. Even industrial buildings of less architectural interest are worth considering for reuse. They can be an invaluable resource for a wide range of future use, especially activities which demand huge interior spaces that would be expensive to build as new.
- **Make active use of evaluation.** Evaluation is essential, especially in long-term regeneration. The world is changing quickly, so strategies and plans have to be revised in order to secure objectives in a changing environment.