



# Establishing the Special Purpose Association „Südliches Oberallgäu“ on commercial land use management

Final Conference  
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Inter-municipal cooperation for Strategic Steering of  
SME-oriented Location Development in the Alpine Space

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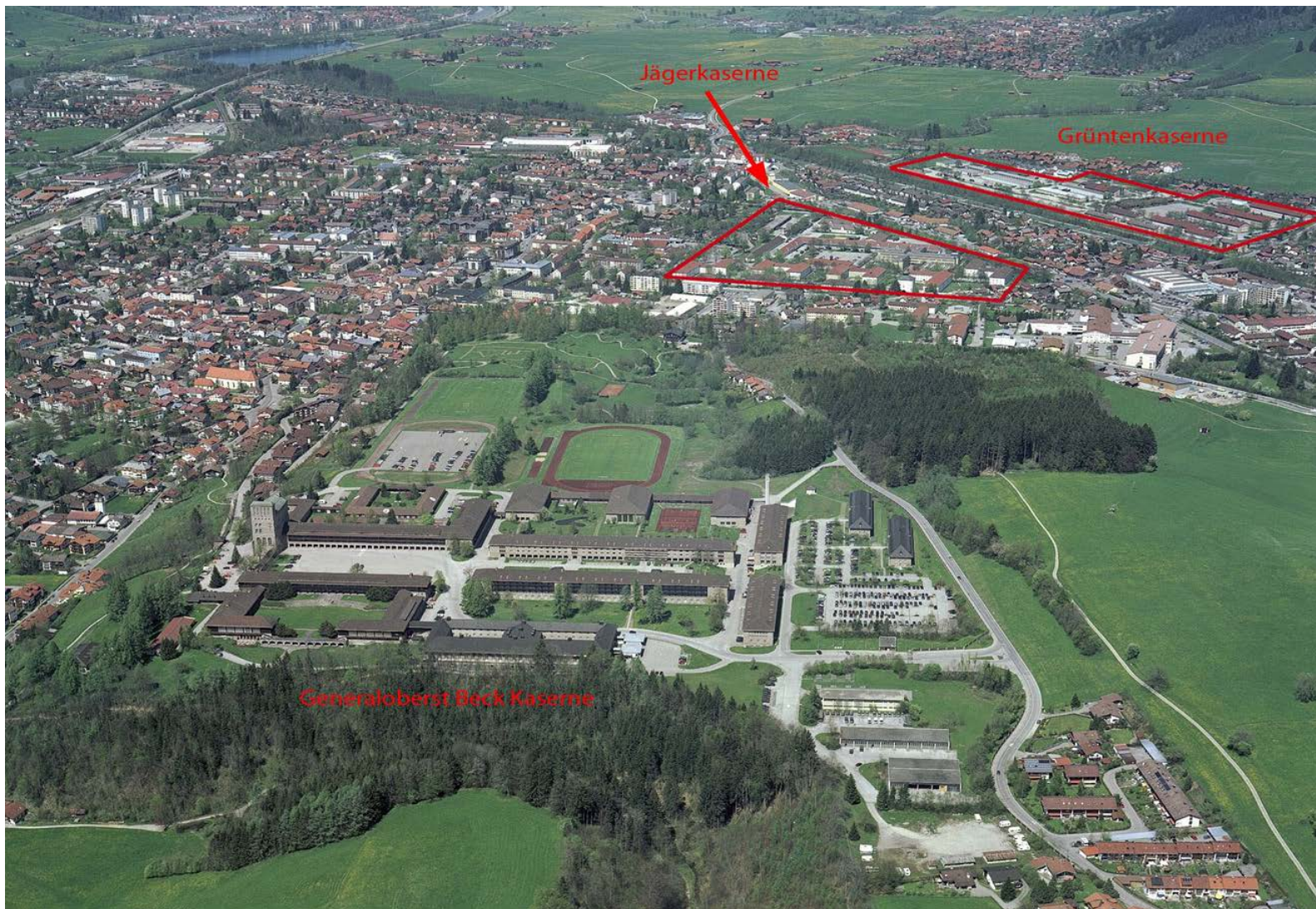


## Pilot region Alpsee-Grünten

- 4 municipalities (173 km<sup>2</sup>) with 34.101 inhabitants
  - Surrounded by the Allgäuer Alps
  - Popular tourist destination (winter/summer)
  - Economic structure: Retail trade, craft trade, building and construction industry, engineering industry, agriculture, tourism, public authorities (location of the district administration, German military)
  - 3 barracks (65 ha) in the city of Sonthofen
- => from 2016 the 2 barracks and the administrative building are available for civil use and development.









# Initial situation

## *Limited scope for developments*

- Region „südliches Oberallgäu“ is more or less „planned out“, partly due to severe geographical restrictions
- High land prices – difficult land securing
- Great scarcity of available land
- Commercial land developments are barely profitable
- Supply oriented land development is linked with a lower accuracy and with higher risks
- Commercial land developments are less a securing revenue source for a municipality, than a necessary municipal business promotion to keep companies and to secure work-places





# Objective

## *Developing a common economic area*

- Diverse connections in a narrow area
- Previous settlement policy is mainly characterized by relocations of companies within the region.
- The crucial point is not in which location a workplace is being created, but rather, that regional employment opportunities in the course of an inter-municipal division of functions can be secured.
- Pooling of financial and administrative resources – greater exchange and utilization of business potentials
- Image strengthening internally and externally (i.a. towards companies)



# Strategy

## *Common, efficient commercial land use management*

- Accurate and demand oriented commercial land development: Avoidance of bottlenecks and oversupplies
- Demand comes mainly from within the region → Avoidance of unnecessary competitive situations and undesirable developments (choice of location, oversupplies, costs...)
- Demand and quality oriented; to be able to react flexibly to the demand of companies
  - optimal conditions for the different branches of industry
  - Consideration of landscape and urban development qualities
- Requirements are clear agreements and rules



## Previous Steps (1)

- Spring/Autumn 2009: **Resolution of city councils** to implement a common commercial land use management and to participate in COMUNIS
- Sept. 2009: Start of COMUNIS in the Alpsee-Grünten region
- Jan. 2010: Survey to analyse the local commercial land demand
- Febr. 2010: Field trips to municipalities in Bavaria and Baden-Württemberg cooperating in the field of commercial land use management
- March 2010 – Aug. 2011: 7 workshops with mayors and representatives of the district and municipalities to clarify frameworks and to develop a suitable CLD model



## Previous Steps (2)

- Aug. 2011: Withdrawal of the city of Immenstadt, to use a potential development of the area „Seifen“ for their own municipal interest.
- Sept./Oct. 2011: Meetings with mayors of the southern part of the district → Sincere interest in a cooperation from the municipalities Bad Hindelang, Ofterschwang, Bolsterlang and Fischen.
- Nov. 2011: „Constituent“ meeting with new partner municipalities.
- Nov. 2011 – Febr. 2012: Development of a draft statute and clarification of potential areas for an initial development.
- Constantly, there was and is a close coordination with Sonthofen's Integrated Town Development Concept (ISEK) with regard to the perspectives on the conversion of the military barracks.





# Questionnaire 2010

## *Content of the questionnaire*

- Availability of land
- Demand of land / properties
- Distinction between short- (1-2 years) / medium- (2-5 years) / and long-term (> 5 years)
- Distinction by type of use

## *Response rate of questionnaires*

- 3144 questionnaires sent out
- 701 questionnaires received, response rate 22,3%



# Results of the Questionnaire 2010

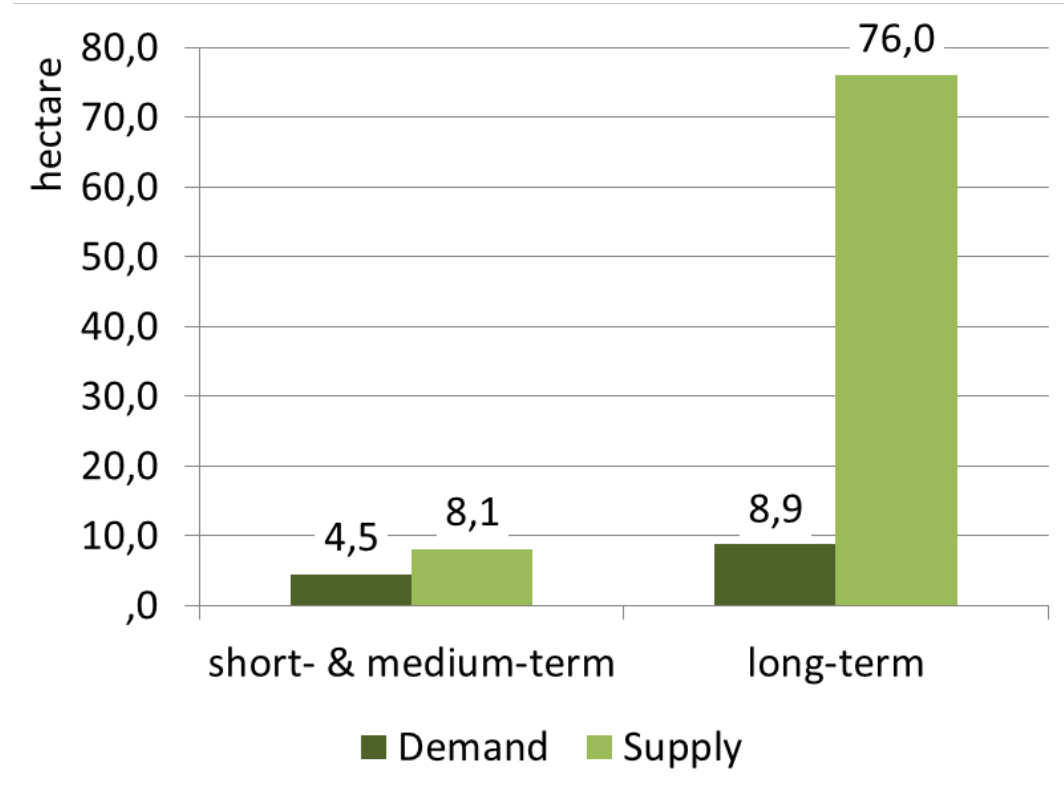
## *Findings*

- Positive response rate shows interest of companies to communicate with municipalities
- Positive feedback from companies to the COMUNIS project
- Descriptive data as a basis for further procedures
- Data updating and maintenance in the municipalities is partially necessary.



# Results of the Questionnaire 2010

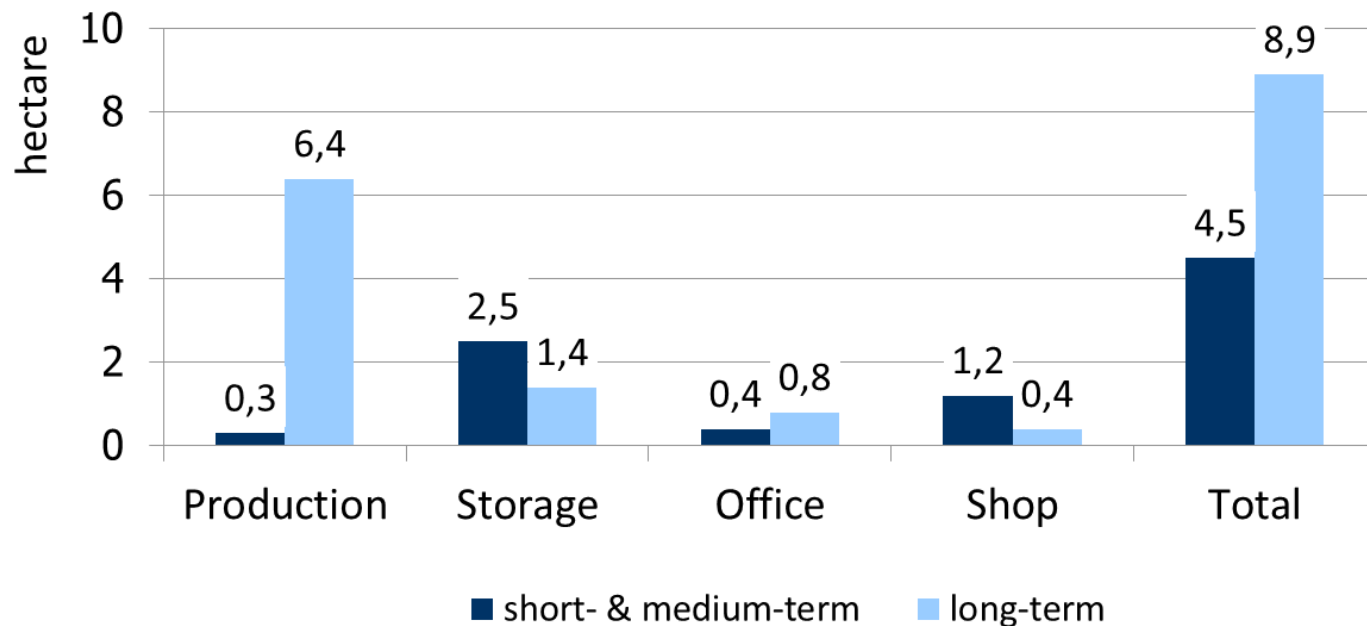
***Comparison of demand and supply in total***





# Results of the Questionnaire 2010

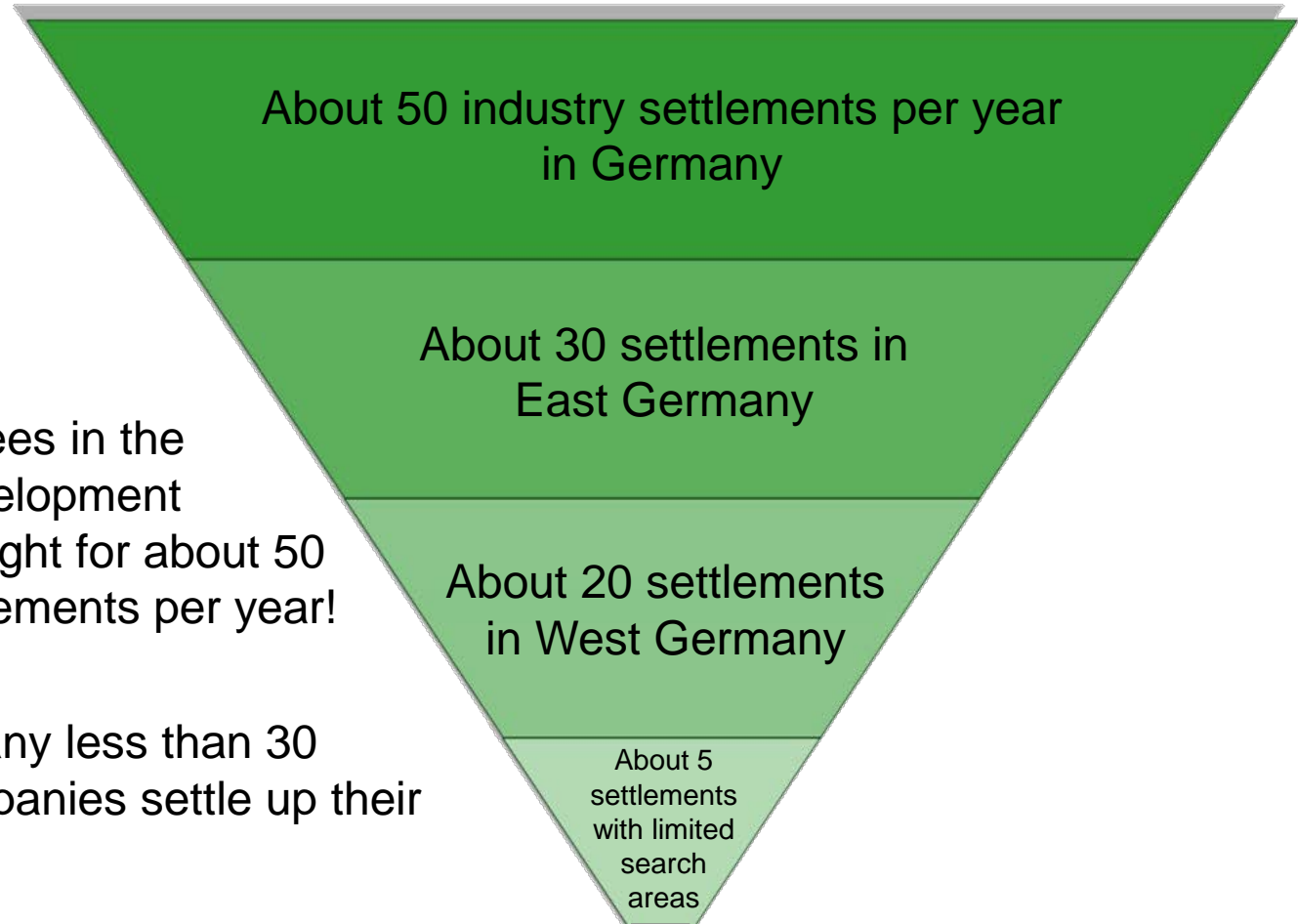
## Categories (short- and medium-term, long-term)







## Industrial settlements in Germany



6.000 employees in the economic development departments fight for about 50 industrial settlements per year!

In East Germany less than 30 industrial companies settle up their plant per year!

Dynamic potential for East Germany about 25 per year.





# Planned Special Purpose Association

## *Foundations*

- Creation of sustainable frameworks for the economy to secure and create work-places within the common economic area.
- Pooling of existing strengths and qualities  
Common commercial land use management is focused on:
  - an inter-municipal division of functions,
  - a demand-oriented development
  - and from an economic, urban development and ecological point of view an increased efficiency of the land developments.



# Planned Special Purpose Association

## *Purpose/Objective*

- Common development and marketing of larger sites exceeding a size of 1 hectares.
- Consultation on binding priorities for use in the sense of an inter-municipal division of functions (spatially and temporally); dependent for example on availability, location factors and suitability of the site as well as the foreseeable demand.
- Members of the assembly share costs and risks as well as the achieved revenues.



# Planned Special Purpose Association

## *Special purpose association „Südliches Oberallgäu“ on land use management*

- Involved are the city of Sonthofen and 7 villages (Blaichach, Burgberg, Rettenberg, Fischen, Bolsterland, Ofterschwang & Bad Hindelang)

## *Organizational Structure*

- Article 17 KommZG (Bavaria, Germany)
- Assignment of various sovereign tasks (particularly administrative and fiscal sovereignty), but also non-sovereign tasks (e.g. land marketing) from the municipalities to the special purpose association.
- Content of the cooperation is set out in the association statute (organs, voting rights, tasks, financing, withdrawal).





# Planned Special Purpose Association

## *Main tasks*

- To buy the respective land or to acquire the option
- To plan and handle the infrastructural development of commercial areas
- To market and sell the developed commercial areas
- To carry out the distribution of costs and revenues (sales and tax revenues)



# Current status and Outlook

## *Current status of activities and planned milestones*

- Presently, an experienced law firm is developing a consistent draft of the statute.
- In addition, frameworks and possibilities of a suitable site for a first development are being checked.
- Resolutions of the city councils to participate in the special purpose association in May/June 2012.
- Foundation of the special purpose association by a resolution taken by the participating municipalities end of 2012.



# Thank you for your attention!

