

Shop range standardization and **visual uniformity** in the Herestraat, Groningen

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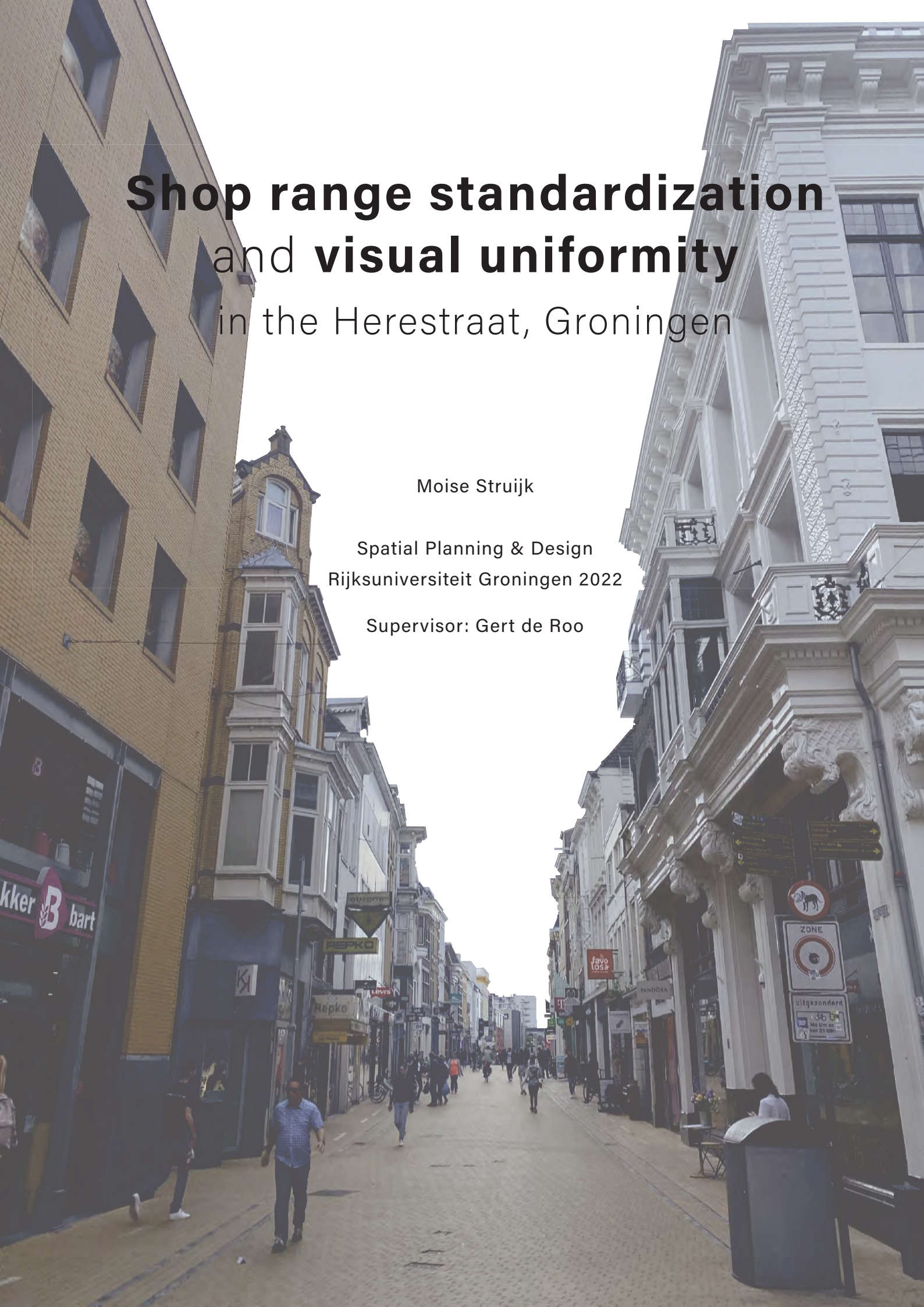


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Summary

A relatively standardized set of chain stores is present in A1 shopping streets in Dutch inner cities. Uniform streetscapes arise because chain stores tend to apply brand identity to facades across locations. This research aims to illustrate how the Herestraat in Groningen obtained functional and visual resemblance to other A1 shopping streets and answers the following research question: *What processes have caused the Herestraat to resemble other A1 shopping streets in Dutch inner cities and in what ways do people professionally associated with the functions and appearance of the city respond to the phenomena of standardization and uniformity in this street?*

Consumers from the Northern Netherlands rely on the presence of large fashion chains in the inner city of Groningen. Rent prices are high in the Herestraat and it remains difficult for independent retailers to bear the cost of this location, resulting in a high franchise degree. Owners of commercial real estate are aware of the resilience of (inter)nationally operating brands and tend to favor leasing to chains. The municipality of Groningen aims for more control over which stores locate where, but their influence extends to the allocation of retail zones.

Characteristic to the A1-streetscape are harsh divisions between floors, with neutralized plinths with applied brand identities and upper floors that retain the original facade. Influence over the appearance of shop facades in Groningen extends to the rejection or approval of a permit when one is applied for. Retroaction is only possible with severe exceedances. Most responsibility over the appearance remains with the owner and the retailer, but applying for changes is not attractive due to the lengthy procedure of approval.

It is difficult to determine if the current streetscape is desirable due to changes in the value attached to design control, changing conceptions of beauty and limited possibilities for the municipality to retroact. Attention to the shop range and appearance of the Herestraat is lacking in policy. The street is encompassed in meso-scale spatial zones, but is not specifically mentioned. If a change in appearance is desired, the Herestraat could benefit from acceleration of procedures of permit approval. This can be achieved by integrating regulations (to give clarity on the assessment) and composing a visual quality plan (to give clarity on aspired appearances). Both would steer permit applications towards direct approval. If assessing bodies could also propose alternatives, a back-and-forth of propositions and rejections could be prevented. Increasing the capacity of assessing bodies and their legal possibilities to retroact would allow for enforcement on compliance with current criteria (also for buildings that do not apply for a building permit), compliance with the approved permit (interventions are not always carried out as permitted) and the addressing of maintenance deficiencies.

Introduction

Almost 25% of stores in the Netherlands belong to a chain (Van der Hout, 2021). A relatively standardized set of chain stores can be found in streets the highest number of passer-bys (A1 locations) (Van de Wiel, 1993; Karsemeijer *et al.*, 2007; Nozeman *et al.*, 2012). The similarity of facades of chain stores across locations results in visually uniform streetscapes (Spierings and Van Houtum, 2006).

Retracing causes of standardization and uniformity in shopping streets could reveal the weigh-offs that have determined their shop range and appearance. The increasing engagement of city councils in city branding; striving for image, uniqueness and authenticity to distinguish the city from others (Ashworth, 2009) contradicts this visual uniformity. Critics state that this shift results in loss of identity (Bongenaar, 2019). However, the comfort of predictability (Neles, 1996) and the popularity of large fashion chains might have been considered more important than the uniqueness of the streetscape (Evers *et al.*, 2014).

What is considered important changes through time. The increasing popularity of online shopping causes speculations regarding the future of retail. Between 2015 and 2020, the percentage of the Dutch population over twelve that frequently shopped online has increased from 54% to 71.2% (CBS, 2020). Many expect to continue shopping online after COVID-19 (McKinsey and Company, 2020). Physical stores will have to find ways to remain competitive with the online market. Urban planners and store owners turn to increasing the attractiveness of the shopping environment and the experiential value of shopping (Van der Hout, 2021). In this regard, the desirability of uniform streetscapes could be questioned.

Additionally, (inter)nationally operating fashion brands are prevalent in main shopping streets. These formulas often have large collections (L'Ortye, 2011), requiring an amount of shop floor space frequently exceeding the capacity of buildings in historical inner cities (Nozeman *et al.*, 2012). If these formulas wish to move out of the inner city (and are allowed to do so) and establishing physical stores is no longer attractive due to online shopping, other functions might make an entrance in inner city shopping streets (Butink, 2015). The current appearance of these streets might not be suitable for anticipated functions like restaurants, residences or non-retail services.



Image 1: *Uniform streetscapes*. Up left to bottom right: Sikkom (2015), Sluiter (2020), Burgers (2021), ANP (2017).

Research aim

This research aims to provide insight into the processes that have caused A1 shopping streets in Dutch inner cities to resemble each other in shop range and appearance. Using a case study A1-street (the northern section of the Herestraat, Groningen) will generate in-depth insight into how the phenomena of standardization and uniformity are viewed and approached by people who are professionally associated with the appearance of the city.

The following research question will be answered:

What processes have caused the Herestraat to resemble other A1 shopping streets in Dutch inner cities and in what ways do people professionally associated with the functions and appearance of the city respond to the phenomena of standardization and uniformity in this street?

The following sub-questions are posed.

SQ1.1: Which of the **processes** drive the phenomena of standardization and uniformity?

SQ1.2: Which of these are relevant for the Herestraat?

SQ2: Which **actors** condition the functions and appearance of the Herestraat?

SQ3: Are there **regulations** present to steer, prevent or stimulate changes in the functions and appearance of the Herestraat?

SQ4: What **visions** for the Herestraat are present?

SQ5: How do professionals associated with the functions and appearance of the city respond to the appearance of the Herestraat?

Background

Standardization regards the ratio between chain stores and local stores in a range of shops (the franchise degree). In 2020, the franchise degree in inner cities in the Netherlands was 38% (Locatus, 2019). Standardization can be attributed to a combination of consumer preferences, market forces and governmental steering. Uniform streetscapes arise when a standardized set of shops applies the same brand identity to facades across locations. Theoretical causal chains behind these phenomena supplement this chapter.

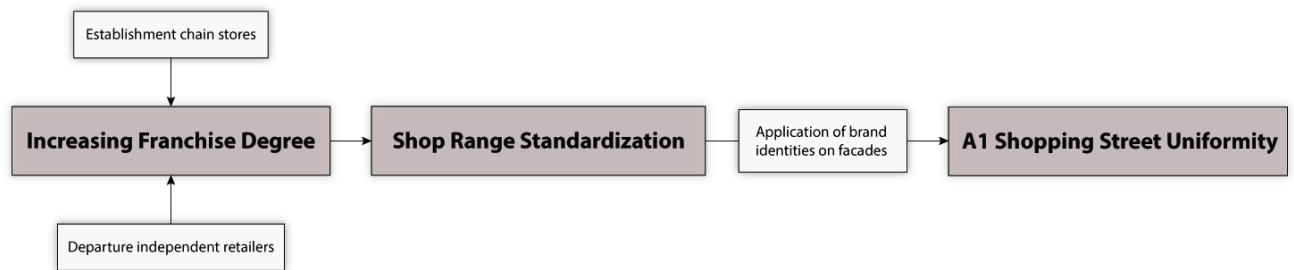


Figure 1: *The franchise degree, standardization and uniformity.*

Explaining standardization

Consumer preferences

Consumers expect certain stores to be present in inner cities (Neles, 1996). To an extent, consumers determine demand (L’Ortye, 2011). A survey conducted by NVM (2004) shows that consumers have a neutral stance regarding the franchise degree (Evers *et al.*, 2014). Other research shows that recreational shoppers prefer lower franchise degrees, while this relation is inverse for goal-oriented shoppers (Van der Hout, 2021). The preferences of recreational shoppers are especially relevant for inner cities, where the degree of recreational shopping increases twice as much as outside of it (Evers *et al.*, 2014).

Rent prices and commercial real estate market forces

Economic crises have previously caused increases in franchise degrees (departure of independent retailers, establishment of chain stores). When less disposable income is spent, it is more challenging for retailers to raise the rents of favorable locations. Because of large-scale purchasing, quickly changing collections and strong marketing, (inter)nationally operating brands tend to survive in the face of economic crises (L’Ortye, 2011).

This resilience could cause commercial real estate owners to prefer leasing to franchisees, thereby increasing certainty of rent received in economic crises. Traditionally, independent retailers owned the buildings that housed their shops. Today, ownership and business are mostly uncoupled. Real estate investors are likely to rent to companies who can afford high rents (Van de Wiel, 1993; Neles, 1996).

The disappearance of independent retailers from A-locations can be largely attributed to free market dynamics. The highest turnovers can be reached at locations with the highest foot-fall. Popularity of these streets drives up the rent prices and smaller businesses are pushed out without a counterforce of governmental restrictions (L’Ortye, 2011).

Governmental steering

Post-war population growth caused the Dutch government to focus mainly on suburban developments, which often included small shopping centers. When many inner cities started to deteriorate, the government feared that all activity would shift to the outskirts, causing inner cities to become irrelevant (Evers *et al.*, 2014; Nozeman *et al.*, 2012). Relocation of shops towards peripheral zones was restricted (Van der Post, 2004), aiming to protect the retailers that remained in the inner city by ensuring that consumers would not find everything they needed in the suburbs. This restriction caused pressure on commercial real estate markets. Rent prices increased nationally and many independent retailers could no longer afford rent (Boekema *et al.*, 2000).

The allocation of retail zones gives Dutch municipalities an extent of power over the size of the commercial real estate stock and resulting rent prices (Evers *et al.*, 2005). In zoning plans, specific branches can be excluded but specific companies *within* a branch cannot, meaning there are no legal instruments available to influence the franchise degree (if desired) (L'Ortye, 2011).

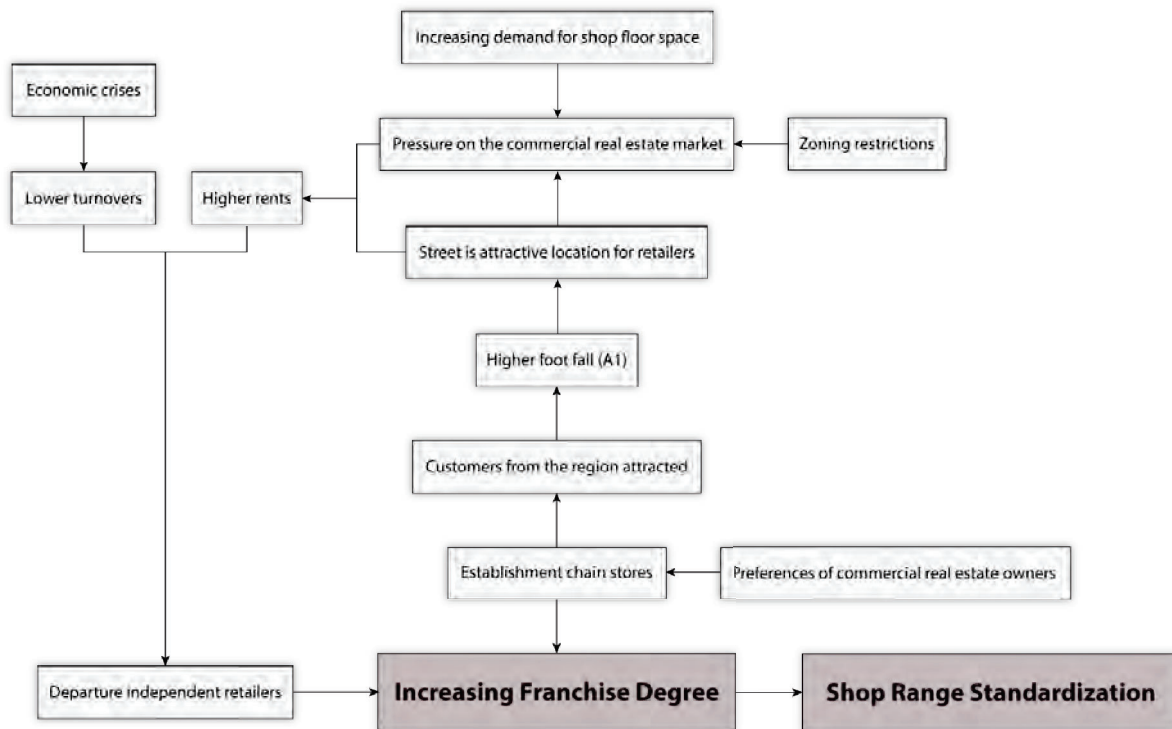


Figure 2: Constructs (theoretically) explaining standardization.

Explaining uniformity

A1-streets across Dutch cities are marked by facades that seem to function foremost to increase the recognizability of chain stores (Zukin, 1998). Streetscapes become visually uniform because a standardized set of brands is present in A1-streets and their stores look similar across locations (Image 2, 3) (Spierings and Van Houtum, 2006).



Image 2: *SNIPES* across A1 locations. Author (2022).

The facades that comprise these streetscapes frequently have neutralized plinths, making the building suitable for any brand, in order to prevent vacancy due to mismatches between potential renters and buildings. Brand identities are applied using colors, signage and materials. The upper floors tend to retain the original facade, resulting in a harsh division between floors in design and materialization (Gemeente Groningen, 1989).



Image 3: *Neutralized plinths, VERO MODA* brand identity, monumental upper floors. *Vismarkt-Noord* and *Herestraat*. Author (2022).

Design control allows for an extent of control over the appearance of individual facades. Design control committees are present in most large municipalities (Federatie Ruimtelijke Kwaliteit, 2016), providing advice on the application of qualitative and aesthetic standards in building propositions (Nelissen and De Vocht, 1994). The safeguarding of visual quality is thus translated to the assessment of building propositions (Research Instituut Gebouwde Omgeving, 1976). Criteria capturing standards for the built environment are formulated to increase the objectivity of assessments (Gommer, 2007). Although design control could prevent exceedances to what is perceived as visual quality, it is important to consider that excessive application of design control can lead to uniformity if similar criteria are applied across cities (Nelissen and

De Vocht 1994). The value attached to design control has differed through time and across cities, causing variations in the tasks and influence of design control committees (Research Instituut Gebouwde Omgeving, 1976). This makes it complicated to determine if the appearance of main shopping streets is desirable, or if control was lacking.

Several of the constructs that could explain standardization have spatial outcomes characteristic to the uniform streetscape of A1 shopping streets. Retailers cluster in favorable locations, where rents tend to be higher. Clustering could cause a battle for attention of the passer-by. Obtrusive signage and recognizability could help retailers in this competition. Retailers in these streets might also be necessitated to pull the customers' attention towards them to reach the turnover needed to bear the cost of their location (Nozeman *et al.*, 2012).

Additionally, consumer preferences are likely to change with increased online shopping. If there is little need to visit physical stores anymore, it has to distinguish itself to retain its right of existence (Nozeman *et al.*, 2012), explaining the tendency to use remaining physical stores as showrooms or brand-stores, functioning to familiarize the passers-by with the brand (L'Ortye, 2011). Historical facades have nothing to do with these brands, necessitating customization of the facade to increase brand-experience.

Restrictive policies and resulting scarcity on the commercial real estate market also have a significant spatial outcome. Many Dutch inner cities do not have favorable length-depth dimensions for retail formulas with high demand for shop floor space. Merges of the plinths of historical buildings (horizontal breakthroughs) amplified the uncoupling of the ground and upper floors (Nozeman *et al.*, 2012).

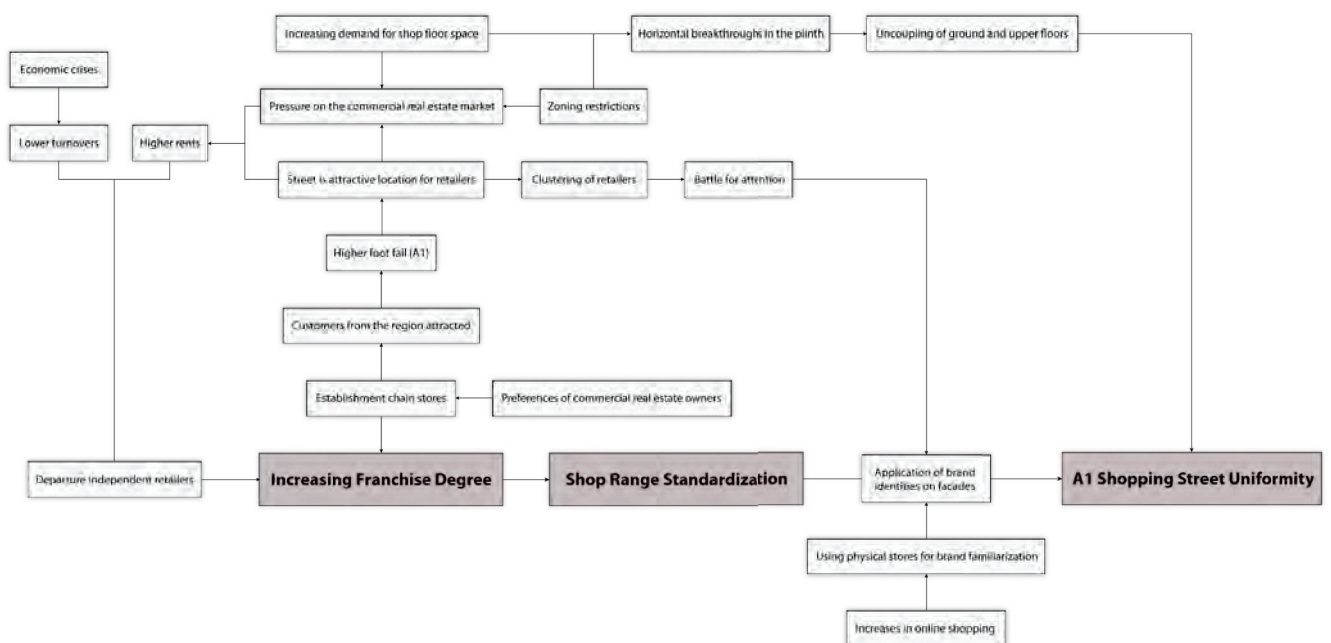


Figure 3: Theorization of constructs explaining standardization and uniformity in A1 shopping streets.

Methodology

The research question will be answered using semi-structured interviews and desk-research. Constructs explaining standardization and uniformity are addressed in the previous chapter (*SQ1.1*). Discussing these in relation to the case study street in interviews will allow for a more specific illustration of explanations and reveal which are regarded most relevant for the Herestraat (*SQ1.2*). The 9 cells model (De Roo and Voogd, 2021) is used to identify actors who condition the functions and appearance of the Herestraat (*SQ2*), subsequently allowing for an overview of documents capturing relevant regulations and visions (*SQ3, SQ4*). Interviews will give further insight into the responses of conditioning professionals to the appearance of the Herestraat and its adherence to policies and criteria (*SQ5*).

Data collection

Interviews are recorded, transcribed and processed in forms (Appendix 1.1). Interview guides were prepared (Appendix 1.2), deviations brought forward what was deemed important by the interviewee. Actors were analyzed using the 9-cells model and embedded in a framework of interactions (Appendix 2). Relevant documents are processed in forms, allowing for an overview of relevant regulations and visions (Appendix 3).

Supplementing material is used in the interviews (Appendix 4).

- An overview of processes behind standardization and uniformity (in Dutch) aids the interviewee to indicate which are most relevant for the case study street and its context (*SQ1*).
- A photographic assessment of the plinth and separate facades in the Herestraat allow for easier reflection on the current state of the street (*SQ5*).

Data quality

The phenomena of standardization and uniformity are often displayed in media as negatively affecting spatial quality. The focus of this research will be on perceived causes, conditioning actors, imposed regulations, and future visions for the case study street. Although an exploratory assessment of standardization, uniformity and their causes and results is strived for, responses to these phenomena and the current appearance of the case study street could entail judgment.

The case study street functions to illustrate the theoretical causal chains as well as area-specific characteristics that influence standardization and uniformity. A sound dissection of general and area-specific causes can only be made after other A1-streets are similarly researched.

Ethical considerations

Interviewees were introduced to the topic and purpose of the research. Transcripts (Appendix 5) of the interviewees that have agreed to recording are handed in separately from the final research. Interviewees are anonymized in the thesis.

Results

In this chapter, the constructs behind standardization and uniformity are discussed in relation to the Herestraat, followed by insights into its conditioning actors, imposed regulations, guiding visions and reflections on its current appearance.

Explaining standardization and uniformity in the Herestraat

The franchise degree in the inner city of Groningen is 20%. Chain stores occupy around 46% of the total shop floor space.

The Herestraat has a franchise degree of 63% and 83% of the shop floor space is occupied by chain stores (Locatus, 2022).

This data includes the southern section of the Herestraat, where fewer chain stores are present. This section is not included in this research because it is not deemed A1 by Locatus (2012).



Figure 4: Independent retailers (green), national chains (light purple), international chains (purple) and vacant properties (gray). Author (2022).

Groningen is the largest city in the northern Netherlands. Consumers from this region rely on the presence of brands that are solely located in larger cities (R1, R2) and the competitive position of Groningen could weaken without them (R3, R4). Chain stores with fewer locations in the Netherlands have a more positive impact on the competitive position of the city

than a store that can also be found in smaller shopping centers in the region (R2). Popular brands cluster in the Herestraat, where shop floor space productivity and rent prices are high (Gemeente Groningen, 2016). In the 90s, rent prices in the Herestraat were the highest among Dutch shopping streets. It became unaffordable for independent retailers to locate here (Nieuwsblad van het Noorden, 1993) and they have steadily left the Herestraat (Gemeente Groningen, 2011). Vacancy in 2020 is attributed to the departure of independent retailers due to the height of rent prices (Schaank, 2020) as well as the departure of large fashion chains closing down physical locations due to increases in online shopping in the COVID-19 crisis (Brouwer, 2020).

Independent retailers have difficulties raising high rents and often need more support from the commercial real estate owner (co-financing, discounts on the rent in first months) (R5). A few interviewees confirm that renting to larger companies is preferred because these are more economically resilient and tend to cover the cost of renovations (R5, R9). However, it remains difficult for the municipality to get a grip on arrangements that are made between chains and commercial real-estate owners (R2). The influence of the municipality remains limited in Groningen. Retail zones are allocated, but there is no control over which companies establish where within this zone (R1, R2, R6).

The responsibility to compose retail policy was decentralized with the national Spatial Planning Act of 2004 (Evers *et al.*, 2014). The municipality of Groningen barely relaxed restrictive policies, aspiring to keep shops in the inner city (PBL, 2011). In 1989). Locations in the close vicinity of the city were allocated for retail formulas that demanded more shop floor space than the inner city had to offer (*Sontplein, Hoendiep, Peizerweg*). The fashion branch was kept in the inner city (R1). The current aspiration to retain a concentrated (comprehensible) shopping experience (R6) and the limitation on peripheral establishments (Gemeente Groningen, 2021b) causes an amplified bidding war on the limited number of larger shop units available in the narrow structure of the inner city, often won by (inter)nationally operating brands (R2, R5).

The appearance of the facades in the Herestraat can be regarded as a side-effect of the presence of chain stores. The desirability of regulation is questioned by multiple interviewees (R3, R4, R9). Adherence of shop facades to the historical context could improve the quality of the streetscape, but uniformity across locations is stressed to be of importance to chains (R6) and Groningen depends on their establishment to retain its competitive position (R3).

Actors Conditioning the Herestraat

The visual quality of the built environment has long been regarded as different from functional zoning (Gemeente Groningen, 1989). However, qualitative aspects are increasingly prevalent in policies, necessitating cooperation of the urban planning department (composing zoning plans and sectoral policy) and the design control committee (translating visions to criteria). Within the urban planning department of Groningen, an atelier of urban designers (*Atelier Stadsbouwmeester*) is concerned with the spatial effects of developments. They additionally assess building propositions that do not comply with the local zoning plan (R8). The design control committee (*Welstandscommissie*) assesses all other building permits on their compliance with design control criteria. The monument commission is involved when changes to a monument are proposed (R7). Most responsibility over the appearance and maintenance of individual buildings lies with the owner and the business owner it rents to (R1, R2). Business owners of the inner city assemble in the Groningen City Club. Only 12 out of the 98 retailers in the Herestraat have joined its street association (Schaank, 2020). Franchise managers often do not join because they have no power to make decisions for their location specifically (R6).

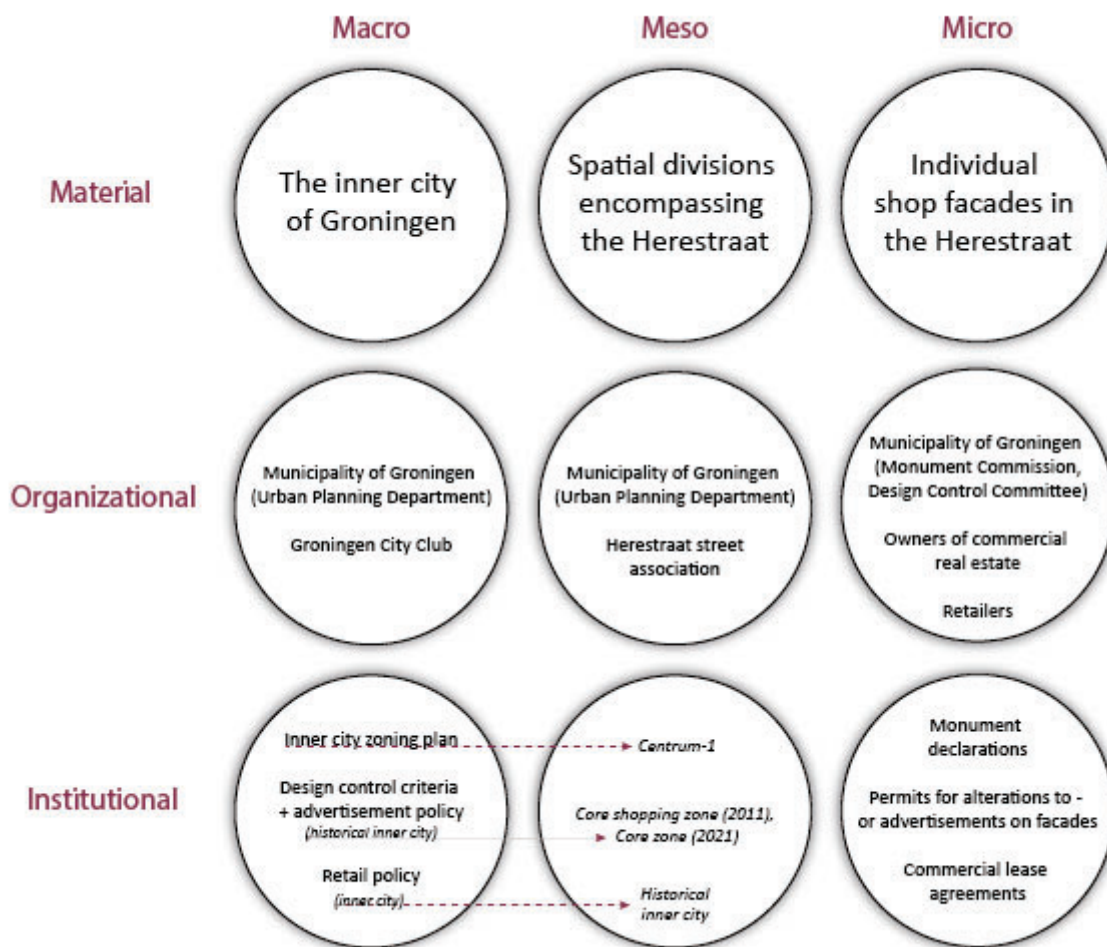


Figure 5: 9 Cells model (Voogd and De Roo, 2021). Application (author): conditioning actors and policies (Herestraat).

Regulations Conditioning the Herestraat

Although numerous sectoral policy documents address topics relevant to standardization and uniformity (retail, advertisements, visual quality), the Herestraat is not specifically addressed but encapsulated in meso-scale zones along with other (non-A1) streets (Figure 5).

The local zoning plan

The local zoning plan determines that retail remains the main function in the plinth in the Center-1 area (*Herestraat, Grote Markt, Vismarkt Noordzijde*). Exceptions are made, but it remains difficult to reach the turnovers needed to bear the cost of an A1-location with non-retail formulas (R6). Aside from functional compliance with the zoning plan, building propositions have to strive for coherency in the streetscape. Developments that negatively affect coherence can be opposed by the College of Mayor and Alderman (Gemeente Groningen, 2016). The zoning plan also legally protects conservation areas. The small-scale urban structure in the historical city center is protected by the restriction on merging buildings. Deviations have to be approved by the College of Mayor and Aldermen and cannot exceed 4 buildings (or a facade width of 30 meters) (Gemeente Groningen, 2016). The local zoning plan leaves much room and specification of the desired Herestraat streetscape could prevent unwanted developments and give guidance to propositions (R8).

The design control criteria

The design control criteria could function to safeguard the architectural quality of separate facades. Firstly, building propositions are assessed on the basis of suitability within the context, architectural quality of the intervention and the extent to which a design is a materialization of the idea or concept (Gemeente Groningen, 2020). Suitability within the context is not evident due to the disconnection of lower and upper floors.

In the area-specific design control criteria for the inner city, the suitability within the narrow urban structure is stressed again (Gemeente Groningen, 2020). The narrow urban structure is largely retained and horizontal breakthroughs are rare (Image 4). Criteria regarding materialization and detailing are mentioned, but subjective notions (qualitative, resilient) lack clarification. A visual quality plan (specification of the aspired situation in a specific area or street) is not present for the Herestraat (R7), but could supplement criteria to prevent faulty interpretations leading to exceedances (R8).



Image 4: *Retained narrow urban structure.* Author (2022).

The third set of criteria is composed to fast-track the approval of smaller interventions and advertisements (sizes and rules regarding alignment of signage, posters and digital advertisements). In protected areas, advertisements need to be optimally adjusted to the streetscape and architecture (Gemeente Groningen, 2021b); to the size, composition and layout of the facade or plinth (Gemeente Groningen, 2020). Interviewees point out that the Herestraat is gradually improving with regards to obtrusive advertisements (R7, R8) and restrictions on perpendicular signage imposed in 1993 (*Ruimte voor Ruimte*) mitigated a chaotic streetscape (R1). This set also encompasses the precedent regulation, which entails that a comparable intervention on a comparable building that has been approved forms a precedent for the application of the next. This regulation could lead to a domino-effect of questionable interventions.

Excess regulations are in place to intervene when interventions that have already been built *heavily* exceed the design control criteria. These are mainly applied in the face of extreme deterioration or excessive use of color, negatively influencing the visual quality of the environment (Federatie Ruimtelijke Kwaliteit, 2016). This regulation is also mentioned to apply to cases where the detailing of window frames, doors or applications to the facade are too big of an encroachment to the original character of the facade (Gemeente Groningen, 2020).

The capacity of the design control committee is limited and the abundance of criteria used in the assessment lengthen the process of approval. For a retailer waiting to open a store, doing nothing might be more financially attractive than applying for an improvement of the facade (R9). Situations that don't comply with new regulations but were allowed in the past can remain until changes are applied for (Gemeente Groningen, 2021b).

The retail policy implementation plan

The department of spatial economics strives for a more active role in the arrangement of shopping environments. The municipality is researching what room to intervene is available in current regulations (Gemeente Groningen, 2021c). The allocation of a municipal realtor is considered, linking commercial real estate owners and businesses looking to establish or relocate, in order to steer suitable retailers towards profiled shopping environments with distinct identities and differentiated shop types (Gemeente Groningen, 2022). A reduction of the franchise degree and increased attractiveness of plinths is mentioned as desired (Gemeente Groningen, 2021b), but practical elaboration and legal instruments are lacking.

Visions for the Herestraat

Aside from being the core shopping center in the region, the aspiration to make the inner city of Groningen a '*place to be*' is present (Gemeente Groningen, 2016) and stressed to be of importance to keep the inner city relevant in the face of increased online shopping (Gemeente Groningen, 2021b). The inner city has to become more than a '*place to buy*' (Van Hofslot, 2020) and this ambition is materialized in various projects improving the quality of public spaces in the inner city (*Ruimte voor Jou: Grote Markt, Schuitendiep, A-Kerkhof*). The Herestraat is not on the agenda. Interviewees stress the likeliness of the Herestraat to retain a volatile character (R4, R6).

The Herestraat is indicated to no longer be the '*place to be*' (R2) and B- and C-environments are targeted to contribute to the image of the inner city of Groningen (Gemeente Groningen, 2016). These attract above-regional visitors, whose visit depends upon the image they have of the city. The lack of area-specific characteristics and local pride attached to the Herestraat is confirmed by interviewees (R2, R3, R4). The Herestraat is not mentioned in the ambition to attract visitors, possibly because it is excessively visited '*no matter what*' (R2, R3), dispensing the need for branding.

In the ambition to create various shopping areas with distinct identities, the core shopping zone (encompassing the Herestraat) is allocated to provide familiarity and security to local and regional visitors (Gemeente Groningen, 2021b). Although a reduction of the highly franchised fashion branche is desired within the core zone, there are no legal tools yet to achieve this (Gemeente Groningen, 2016). Lack of attention to the appearance of the Herestraat can be explained by the regardless popularity of the street (R2, R3, R4, R8) and the focus on shopping environments that are targeted to contribute to the image of the city (*Oosterstraat, Folkingerstraat*).

With regards to the future of the physical store, interviewees do not expect radical changes. Around 88% of the shops in the Herestraat are in the fashion branche (Locatus, 2022) and interviewees expect these stores to remain despite increased

online shopping (R1, R3). High vacancy rates are not perceived at A-locations (Gemeente Groningen, 2016, 2021b). Stores that can easily locate elsewhere (Kruidvat) or sell products that don't need live reviewing (Blokker) might disappear from the expensive Herestraat (R1, R2) but episodes of vacancy in the Herestraat have been brief (Brouwer, 2020).

Reflections on the appearance of the Herestraat

The visions expressed in policy documents mostly address the functions in shopping environments. Instruments to steer specific retailers towards specified areas are sought after (Gemeente Groningen, 2021c). Influence over the appearance of facades would be obtained only if a municipal realtor would acquire real estate. Increased control could be desired since facades are continuously stressed to be influential to the quality of public spaces (Gemeente Groningen, 2020, 2021a).

It remains difficult to retrace what appearances the Herestraat has had over time. Alterations are indicated to have been easier before the 70s, before design control and monumental status gradually obtained importance (R1, R8). At this point, many facades had been altered (R1, R5). Due to the changing value attached to design control, it is additionally difficult to retrace which developments were desirable and which were not. For some buildings, the process of change has been accepted. Others (Image 5) have always been deemed monumental enough over time to keep the plinth intact (R1).



Image 5: Monumental building with ancillary position of the shop window. Oogst (2020).

Interventions are difficult to carry out due to lengthy procedures of permit approval. The capacity of the design control committee is limited (R7). One interviewee mentions that interventions in a monumental building require thorough assessment of monumental values that should be retained, stretching the duration of application even more (R5).

Interventions with historical references (Image 6) are indicated to obtain a permit faster (R5).



Image 6: Vismarkt, facade renovated to resemble historical situation. Jacobs (1910-1915), Wutsje (2012), author (2022).

The loss of historical fabric is highlighted in the Herestraat by the contrast between the ground and upper floors. Some upper floors are used for storage, but an estimated 25% of upper floors are vacant (R5). A few are inhabited, but this option depends on the presence of an alley at the back. Retailers do not want to trade in valuable window space to make way for entrances to the upper floors. The narrow urban structure provides limited shop window width to begin with (R2, R5, R8).

Many upper floors are kept intact (R3, R4). A distinction is identified between shops where the plinth shows visual linkage to the upper floors (Image 7) due to continuation of the pennants (R8) and cases where the plinth is disconnected (Image 8) due to a large contrast in materializations. If a building permit is applied for by the retailer, propositions tend to regard the floors belonging to the shop only (R7) and retailers tend to prefer large windows and dark materials to highlight logos (R2, R3), which is not characteristic to historical facades.



Image 7: Plinths showing visual connection to the upper floors. Author (2022).



Image 8: Plinths without visual connection to the upper floors. Author (2022).

Although design control might have been less strict in the past, it is likely that changes of the past 50 years have been assessed by the design control committee (R1). Some buildings still have appearances that would not be approved if applied for today (Image 9). In this regard, four notions should be considered. Firstly, the initial situation matters in the assessment. Even though a proposition might not comply with the criteria entirely, it could still have been permitted as an improvement (R1). Secondly, conceptions of visual quality change over time, influencing what is approved and rejected (R1, R4, R7). Thirdly, if no building permit is applied for, change can not be forced upon retailers (R1). Retroaction is limited to the exceptions that fall under the excess criteria (Gemeente Groningen, 2020). Lastly, not every intervention is executed the way it has been approved. This explains the presence of more recently constructed roller shutters and usage of questionable materials (Image 10). Strict enforcement is difficult due to a shortage of employees (R7) and an assessment of compliance for the entire street might be needed (R8).



Image 9: Closed roller shutters, large perpendicular sign. Image 10: Wood beam print at Børgør. Author (2022).

Some interviewees deem thorough improvement of the appearance of the Herestraat unrealistic (R6). Others vouch for restoration and claim that it is deserving of a better look and attention to maintenance deficiencies (Image 11) (R2). Applications for changes are brief windows of influence over the appearance of facades. However, the design control committee does not propose alternatives and can only approve or reject propositions (R7).



Image 11: Stickers and graffiti at passage towards Vismarkt (left), roller shutters with graffiti (right). Author (2022).

Conclusions

Consumers from the Northern Netherlands rely on the inner city of Groningen and expect larger chain stores to be present. The position as the shopping street of the Northern Netherlands makes the Herestraat an attractive location for retailers. Shop floor space productivity and rents are high and moments of vacancy tend to be brief. There is little time in between retailers to upgrade facades. Applying for changes when a new retailer is waiting to open is not attractive due to lengthy procedures of assessment and approval.

Ground floors of shop buildings tend to reflect the preferences of retailers, with large shop windows (visibility) and signage and materials displaying the brand identity (familiarity across locations) as well as the strategy of commercial real estate owners to neutralize the facade (making the building suitable for any brand). Monumental buildings often retain the original facade on the upper floors. The narrow urban structure has been safeguarded and restrictive policies have kept the fashion branche in the inner city. Because the Herestraat has a few larger units for retailers with larger shop floor space demands, horizontal breakthroughs rarely occur. The vertical breach (between plinth and upper floors) in design and materialization is evident. Retailers in narrow units have limited window space, realizing an entrance to upper floors would leave them with too little. Because of a lack of back entrances in the densely built inner city in Groningen, a breach in liveliness arises, where the shop occupies the ground floor but upper floors are vacant or used for storage (because residential use requires an entrance).

In the ambition to create variety in shopping areas with distinct identities, more influence over the shop range is desired by the municipality, which is currently not able to differentiate *within* branches in allocated retail zones. The responsibility over the appearance of facades lies mostly with the owner of the building and the retailer. The influence of the municipality extends to restrictions on sizes and merges in the local zoning plan, the rejection or approval of a building or advertisement permit if changes are applied for (only on the basis of preformulated criteria) and the withdrawal of a permit with severe exceedances of the design control criteria (Figure 6). The capacity of the design control committee is limited and enforcement of adherence to the criteria (and the permit) and maintenance is lacking.

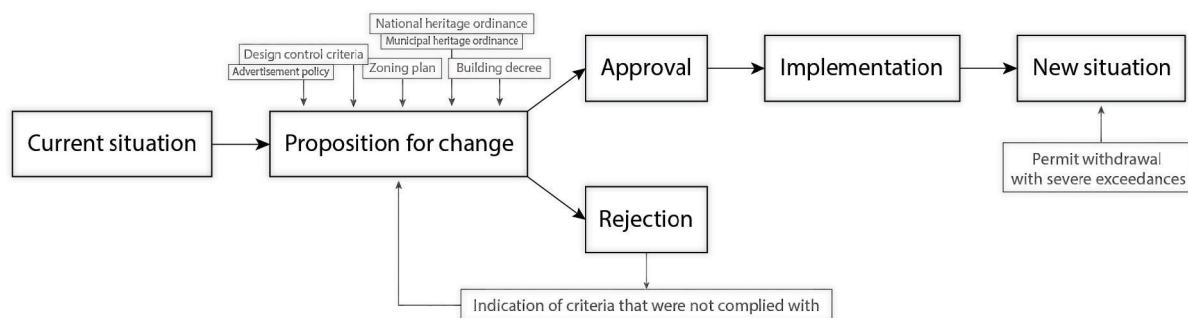


Figure 6: Current procedure of change and windows of influence.

The Herestraat is not mentioned specifically in policy documents and visions, but encompassed in meso-scale subdivisions. Because of its shop range (larger fashion chains aiming for uniformity across locations), its appearance might be regarded as inevitable. The popularity of the street could dispense the need for questioning its appearance. However, the ambitions to obtain more control over shop ranges and the quality of plinths in shopping streets are present. Steering instruments to achieve the former are currently being developed. The latter lacks practical elaboration but indicates that increasing the quality of facades is desirable (Figure 7).

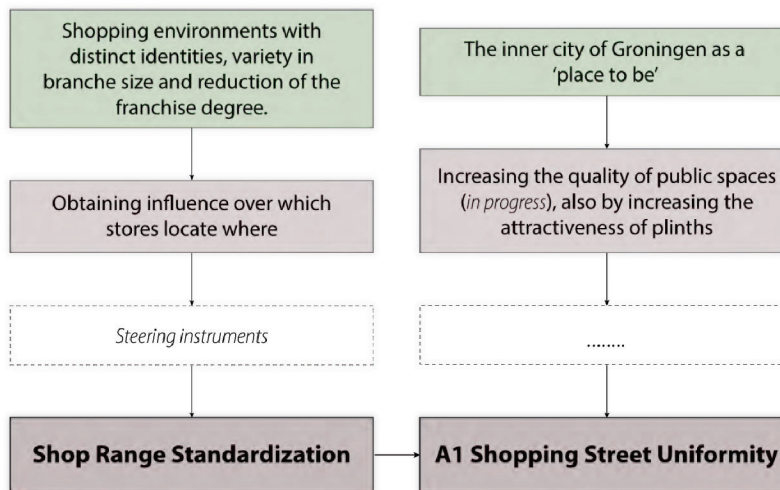


Figure 7: Connecting municipal aspirations to mitigation of standardization and uniformity.

Policy advice

To transport conclusions to policy, the extent to which uniformity is considered to be of negative impact to the streetscape should be researched. This research concludes with the identification of moments in the process of facade alteration in which acceleration of the process of permit approval, retroaction and enforcement could increase the quality of the streetscape (Figure 8). Increasing the responsibilities, influence and capacity of design control committees is key in all propositions.

First, the assessment of compliance with conditioning regulations and criteria (many exceed the scope of this research) should be accelerated. Currently, applying for changes is not attractive and a streetscape whose desirability is questionable is relatively frozen. Integration of regulations that interventions have to comply with and expansion of the bodies that assess compliance could speed up the process of approval of building permits, possibly causing simple improvements to occur more often. Integration and simplification of conditioning regulations will provide clarity to the applicant of the building permit too, increasing the likeliness of approval after the first assessment.

A visual quality plan for the Herestraat specifically is not present, but a specification of the desired streetscape and individual facades appearances can further guide propositions before assessment, increasing changes of direct approval. A visual quality plan with appealing options can also inspire retailers and owners to apply for changes. If mitigation of uniformity is desirable, the concept has to be further unpacked. Establishing what causes us to experience streets as uniform would help substantiate the aspired streetscape laid down in a visual quality plan.

Rejection of applications could become an exception in the face of clarity of assessment and a guiding visual quality plan. More municipal influence over the appearance of facades could be obtained if rejected building propositions could be responded to with alternatives (on which the applicant then has to agree), preventing propositions from going back-and-forth between applicants that do not grasp the design control criteria and the committee.

If no change is applied for, facades can forever retain an appearance that is no longer compliant with the current design control criteria. Additionally, interventions are not always carried out like they were permitted. Capacity to enforce

adherence to the permit in the execution of interventions is lacking and retroaction is limited to permit withdrawal in case of severe exceedances to the criteria (Figure 19). An assessment of compliance to the current criteria (as well as maintenance deficiencies) for all facades in the Herestraat, possibly combined with a subsidy for facade improvements, could result in an upgrade of the entire streetscape. Change can only be forced upon owners and retailers if excess regulations (the ability to retroact) are broadened.

The composition of a visual quality plan and integration of regulations requires effort once every few years (depending on changing visions and regulations). Proposition of alternatives to building propositions, assessment of the current situation on compliance with current criteria (and enforcing change), addressing maintenance deficiencies and enforcement of adherence to building permits requires structural capacity increases of the design control body.

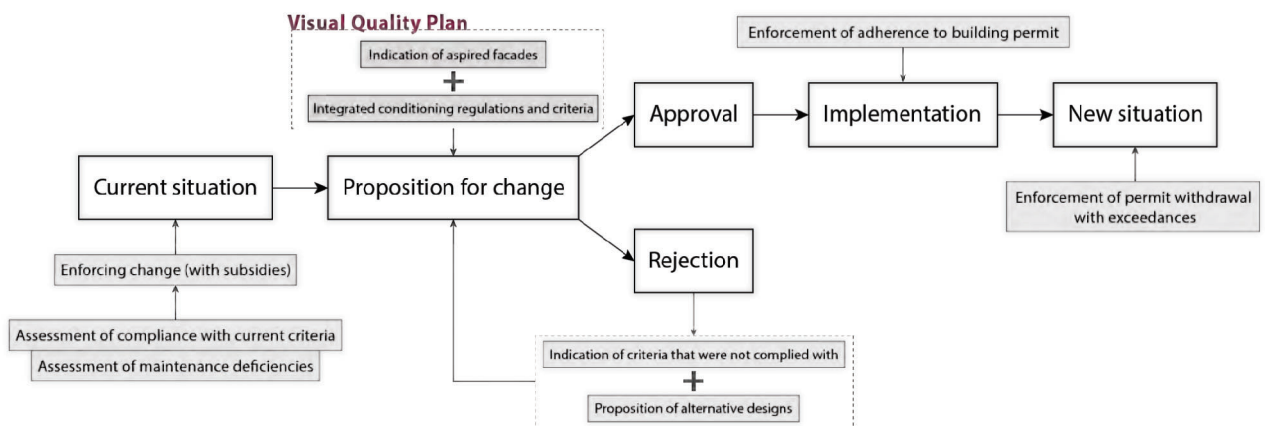


Figure 8: Proposed procedure of change with additional and broadened windows of influence.

Further research

This research could benefit from a more extensive historical perspective. An overview of functional and visual changes in the Herestraat could reveal when changes have occurred that determine its current appearance. It is possible that the initial appearance of the street was deemed uniform in a different way or not worthy to sustain. If inner city shopping streets always resembled each other, no authenticity was eroded with facade alterations. If the facades in an A1-street were not qualitative to begin with, interventions might have been permitted as improvements. Additionally, changing conceptions of visual quality could be detected. An overview of regulations and visions conditioning the Herestraat over time could give insight into the effects of different approaches to the streetscape appearance.

Historical insights could be supplemented with comparative research. Two cities that have the same policies regarding zoning, design control and monument preservation can still look different depending on their initial appearances, the size of shop units available, the qualities that were deemed necessary to retain and the amount of monumental buildings in the street. Comparing cities with different policies could give insight into the effectiveness of certain approaches on the quality of streetscapes.

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Appendix 1.1: Processed Interviews

R1: Rob Van Vliet	Zelfstandig adviseur ruimtelijke kwaliteit bij Weusthuis Associatie, voormalig directeur beleidsontwikkeling (1990-1998), directeur ruimtelijke ordening (2000-2007), projectleider ruimtelijke ontwikkeling (2007-2012)	02/5/22	Live
R2: Jeroen Berendsen	Beleid & Ontwerp Stadsontwikkeling (Gemeente Groningen)	03/5/22	Live
R3: Sara Polfliet	Traineeship Stadsontwikkeling (Gemeente Groningen)	29/4/22	Live
R4: Stijn Ringnalda	Beleid & Ontwerp Stadsontwikkeling (Gemeente Groningen)	4/4/22	Live
R5: Wouter Krielen	Bulten Vastgoed	12/5/22	Telefonisch
R6: Joke Sissing & Doortje Vos	Gebiedssecretaris en afgevaardigde Economische Zaken bij Gebiedsteam Binnenstad (Gemeente Groningen)	6/4/22	(Online) Teams
R7: Siert Helder	Architect (welstandstoetsing) Atelier Stadsbouwmeester (Gemeente Groningen)	2/6/22	Live
R8: Jaco Kalfsbeek	Senior Landschapsarchitect/Gebiedsstedenbouwer Binnenstad Atelier Stadsbouwmeester (Gemeente Groningen)	2/6/22	Live
R9: Igor Feenstra	Kooistra Feenstra Bedrijfsmakelaars. Did not agree to a recording (no transcript present).	3/6/22	Live

R1: Rob Van Vliet

Used Interview Guide: Stadsontwikkeling

Q1 Oorzaken

Van Vliet directly points towards restrictive policy to be determining for Groningen especially. He explains how little relaxation of the former national policy that limited peripheral retail locations occurred after decentralization. In other cities, large peripheral locations (shopping malls) arose, but the province of Groningen adopted the former national policy for the greater part (*so municipalities would not all try to reel in their own IKEA*). Even establishments that absolutely did not fit in the inner city (electronics, white goods) were limited to locations bordering the inner city that were allocated in 1989 (Sontplein, Hoendiep, Peizerweg). It is important to note that the demand for more shop floor space came from existing formulas, but even more so from new formulas who expressed the aspiration to locate in the city, but needed larger units to do so. Van Vliet explains that the municipality had the decision to either reject these formulas and endanger the competitive position of the city, or allocate a location where larger units could be constructed.

Van Vliet explains that clothing is always kept in the inner city (Bijenkorf and V&D were of importance). Primark was actually not allowed to locate at Westerhaven, but their establishment would give the impulse that this area needed so an exception was made.

Van Vliet expresses the difficulties of managing retailers (who strongly oppose peripheral locations), the government and the market forces (amongst which the trend of scaling up in shop floor space). Later in the interview (in the section Toekomstbeelden), Van Vliet addresses the limited influence of the municipality over the specific functions that are located in retail zones and the quality of the buildings.

He also states that there are specific target groups pulled in by streets like the Herestraat (A1) (*maybe not from Amsterdam, but definitely from Uithuizen*).

Van Vliet additionally mentions the post-war attitude of cleaning up the city, which didn't slow down until 1975. After this, he explains, people started to appreciate the old (*mooi-oud*). This was a turning point where people started to perceive the shops in the city differently. We already had a list of monuments, but this allocation didn't have the same meaning it has now. Around 1975, an attitude change was noticeable.

- The department of monumental conservation grew ten times its size in employees.
- Alongside national monuments, municipal monuments were allocated.
- In line with this newfound re-appreciation, design control was taken more seriously.

Q2 Stand van zaken & Criteria

Van Vliet elaborates on his explanation of the change in attitude towards monuments and states that a lot of buildings had been ruined already at this point. And at some point, you also accept that things have changed and will change. He expresses discontent about some buildings and points at the Faun (H&M) as a building where monumental value was considered important enough for the plinth to have been sustained intact.

He additionally indicates that the starting situation differs for each building. Some changes are improvements from the former situation, possibly explaining that they were granted a building permit. Van Vliet states that every change in the past 50 years is likely to have been assessed by the design control committee. He adds that the design control committee is also likely to advise upon the grantal of a building permit if something is an improvement (instead of on the basis of beautiful or non-beautiful).

Van Vliet does not think anything will happen in retroaction. He explains that a building permit is granted after a process of evaluation, conversations about the original state of the building, discussion of alternatives, and that anything that has passed that process is a given. After that, the owner of the building is in charge.

Van Vliet is presented the design control criteria and states that he finds most of them well-achieved in the Herestraat. He affirms a controlled and coherent set of measurements across buildings, a non-screaming streetscape and a good balance between the aspired liveliness and the quality of the advertisement. He additionally affirms that the majority of advertisement is on the plinth and advertisement perpendicular to the facade is limited. He deems the criteria suitable, but

also notes again that the starting point matters (an intervention might not comply with criteria but still be a significant improvement).

Q3 Toekomstbeelden

Van Vliet indicates that he does find it important that the Herestraat contributes to the image of the city. But he also expresses that it is extremely difficult for a municipality to obtain (and retain) influence over the quality of the separate buildings. Any influence happens via the building permit and after that, the influence is severely limited.

Van Vliet also addresses the functional side (standardization) as being difficult to influence as a municipality. He acknowledges that the functions are exactly the same as in other cities, but you can only determine what zones are allocated for retail, not what kind of retail locates there.

The atmosphere is more what draws in people, Van Vliet states. People are not visiting Groningen to look above the plinth, people don't generally do that. They are drawn to the city because of several qualitative environments (Martinikerkhof, Kijk in 't Jat). This does not connect necessarily to the functions in these environments.

When the topic of the prevalent ambition to create qualitative environments is mentioned, Van Vliet addresses the changing way of how the inner city is a pull-factor. It was always a shopping center, but now it also becomes an area to visit because it is fun to go here for whatever reason. He additionally mentions that they already made steps with the *Binnenstad Beter* program, where they decluttered the inner city (limitations on signage, prohibition of clothing racks in front of the shops in some streets, kiosks on the Hereplein). He therefore expresses that he does not expect that there will be elements added again (to retain the spaciousness that is valuable for the Herestraat).

Van Vliet expects no decrease of physical stores in the face of increased online shopping (if things would disappear, it would not be clothing and shoe stores). He illustrates how young people still want to visit the physical store (keeping up with quickly changing trends, anticipated by retailers by having quickly changing collections). Aside from younger people, there are other target groups that you want to pull towards the city, Van Vliet elaborates. His age group is not interested in the stores or ambiance of the Herestraat, they prefer the restaurants, the bars, the historical ensemble.

He elaborates by explaining that certain stores that can be found in local shopping centers or in other streets in the inner city will disappear from this expensive location (Kruidvat) and other products can easily be bought online (BLOKKER).

He does think that facades will change, but not necessarily due to functional changes. Conceptions of beauty will differ over time (influencing decisions over building permits). However, Van Vliet stresses again that if nothing changes, no building permit will have to be applied for and no change can be enforced (this was the same for roller shutters that are now not allowed anymore).

Q4 Concluderend

The starting point is extremely important. If two cities have the same policy regarding monument conservation, but one A1 street has many monuments and the other doesn't, it can already affect the appearance of the overall street. If the starting situation is not very qualitative to begin with, interventions are more likely to be improvements.

R2: Jeroen Berends

Used Interview Guide: Stadsontwikkeling

Q1 Oorzaken

Berends indicates the difficulties experienced by the municipality to get a grip on arrangements that are made between chains and commercial real-estate owners (*geruchtencircuit*).

A lack of attention is additionally mentioned as a possible cause for the current appearance of the Herestraat (which Berends strongly expresses discontent about). He explains how areas that are doing economically well (most money is still made here) are not discussed frequently. The media is more expressive about it. After the V&D left, a few other chains did as well and a fear of deterioration was expressed, but Berends tells how he spoke to commercial realtors who were directly approached by other companies who were interested in settling in the newly vacated buildings.

The lack of power of the municipality is also addressed as a viable cause for standardization and uniformity. Berends explains how in his department (spatial economics) there is discussion about the function of the Herestraat, specifically how to give the Herestraat some differentiation, and how to get retail to a higher level, but these things are difficult to compose policy for (they are looking for tools to regulate, without locking everything down). When it comes to the appearance of the facades, Berends states that there is probably not much discussion about this aside from those involved with monument conservation, because this is the responsibility of the owners of the buildings.

Berends indicates how strong the preferences of consumers for certain chain stores can be by briefly talking about petitions that were signed vouching for the establishment of certain chains (Primark, Starbucks, Dille & Kamille). Berends also mentioned the line in front of the Zara after lockdown (indicating popularity of the physical store too).

Restrictive policy is also indicated to matter, since the high demand for shop floor space and the (by the local zoning plan) limited units that offer enough create a game between companies and real estate owners.

Q2 Stand van zaken & Criteria

Berends' first comment on the booklet regards the section encompassing the Kruidvat, stating this part could be found in Hoogeveen too, lacking any kind of grandeur that Berends states the Herestraat once had and deserves to have again.

He is not in favor of adding elements, but the quality of the plinth of the facades concerns him. In his opinion, the old facades should be restored, alongside the love of window-dressing.

Berends says that he thinks the focus has been too much on the yellow streets in previous programs to improve the inner city, too little on the connection to the facade. He also thinks that eventually, these are not the stores that people would want to visit anymore, even those who love these brands. He stresses this as the source of his worries for the herestraat.

Berends also refers to the unsafe atmosphere of the street at night, caused by the mono-use of the plinth. He states that he knows no other street in Groningen where this is so extreme.

Berends is presented the design control criteria and does not affirm achievement of a controlled and coherent set of measurements across buildings, stating that this is mainly because the visual connection of levels of the facade is destroyed. He does directly acknowledge that all interventions are probably assessed and granted a permit once. He would have found it ideal if the building would have to be restored when vacated.

He does not think the streetscape is calm right now, but indicates that major improvements were made, especially regarding advertisements perpendicular to the facade (*woud aan borden*).

When presented with the criteria stating that the function of the building is represented by the facade, Berend mentions that it does look like a shop, but not how a shop had looked before. He briefly elaborates on differences in signage between most cities and München (many aesthetic restrictions).

He does not agree that the historical facades have been retained sufficiently and expresses the wish for stricter enforcement. The fact that people mostly look at the plinth is used as an argument for restoration of exactly this layer. Overall he finds the presented criteria suitable for the street, but poorly enforced/achieved.

Berends indicates that retroaction can be beneficial (*poetsbeurt*) and points out a lot of maintenance deficiencies as well.

Q3 Toekomstbeelden

Berends states that the popularity of the Herestraat is likely to remain, but the street is no longer the 'place to be', which is becoming more important. He does think that it is important that the Herestraat contributes to the image of the city, because it is iconic. He adds that this iconic status also means it deserves the right look and feel.

The focus on B-, and C-locations in the ambition of city branding is explained by the fact that there is little influence of the municipality over market forces that dominate the Herestraat (the focus might as well be in other areas first). However, tourists are only visiting when locals are proud. There is a lot of pride in Groningen, Berends states, but this is not a word that pops up when looking at the Herestraat.

He does expect an increase of food formulas in the Herestraat. They tend to occupy the buildings with lower rents (smaller buildings), except when it regards concepts from large real-estate players (Cappuvino, CECILE). The placement of food formulas can influence what the core shopping area is and what areas the visitors want to be in a little longer.

Groningen has a few improvements to make when it comes to local retailers, which Berends does believe will become more important in the future (pulling the chart in attractive above-regional visitors).

He also vouches for a mix of functions, but expresses curiosity regarding what kind of shops will come forward. There is no possibility to lock down what locates where, but the department of spatial economics does want to engage with the sector to discuss what the city is still missing and what could add value where (soft approach). He also mentions the ongoing discussion about the municipality purchasing buildings to obtain more control.

He additionally vouches for the spreading of chains, which would invite the visitor to stroll. He expressed doubt as to whether the modern consumer still does this, seeing that browsing options before going shopping makes the activity more goal-oriented.

Berends stresses the importance of preventing deterioration (*ordinair, verschraalt*) and also expressed this (and the need for increased attention to the plinth) in the retail vision. He additionally vouches for new legislation regarding the appearance of the plinth and states to prefer imitation (*nabootsing, historicisme*) over something ugly.

He mentions what happened at the NewYorker as a good example, hoping it would set a trend (restoration after vacancy, before establishment of a new formula). The Dille & Kamille and the H&M also expressed the preference to locate in a more beautiful building. Others are less occupied with these requirements.

A relevant development Berends' mentions is that many stores just want to go back to having a ground floor only. The upper floors of smaller buildings in the street are mostly storage, because the buildings cannot be accessed from the back and residences would need an entrance at the Herestraat side, meaning that shop windows would need to make way for doors. Berends also informs that this is why buildings in side streets of the Herestraat are desired objects, because entrances could be realized via these buildings.

Q4 Concluderend

It is important to note that there is a distinction between chain stores to be made. There are certain chains that can also be found in smaller shopping centers (VERO MODA, ONLY). Others only have a few locations in the Netherlands or are only located in larger cities (Monki, Pull & Bear, Stradivarius) and will contribute much more with regards to visitor amounts.

Additionally, Berends indicates that different functional areas (with different atmospheres and different target groups) arise. The ambition is to cater to the needs of as many target groups as possible, but every group desires authenticity and an attractive inner city.

R3: Sara Polfliet

Used Interview Guide: Stadsontwikkeling

Q1 Oorzaken

Polfliet foremost states that the presence of these stores is essential to retain the competitive position of the city. If chain stores would not be able to establish here, they might do so in other cities in the northern Netherlands. Independent retailers in B-, and C-location could also benefit from the amount of visitors from the region pulled in by an A1 street who decide to take a turn. It is additionally confirmed that many of these smaller businesses did not survive the economic decline of the COVID-19 crisis. Larger companies are stated to be (more) resilient to these fluctuations.

Q2 Stand van zaken & Criteria

Polfliet expresses her personal opinion on the street. Avoids it and assumes other people who live in the city do so as well. This is attributed to the extreme crowdedness and visual stimuli. Also expresses the preference to shop at smaller businesses and beliefs they contribute more to the city when it comes to experiential value and safety (because there is a better mix of functions in B-, and C-locations).

Acknowledges the need to be recognizable as a chain store, but points out a lack of city-specific characteristics (*iets Gronings*).

Polfliet describes the plinth as fragmented but does recognize coherency and historical context on the upper floors, which have not been conserved sufficiently. Polfliet does not think the criteria regarding advertisement respecting the architecture and not becoming part of the facade are achieved.

The facade is acknowledged to indicate the use of the building well.

To the question of whether or not the criteria are suitable for this type of street, Polfliet answers the position of dependence that we have towards chain stores. Of course it would be ideal if every large brand would adhere to the existing building and the historical context of the inner city, but we also depend on their presence.

Q3 Toekomstbeelden

The Herestraat is foremost mentioned not to need city branding. The street is frequently and excessively visited '*anyhow*'. However, the absence of the street in branding strategies is explained by a lack of pride. If you want to show what Groningen is, the Herestraat should not be visited (Folkingestraat and Oosterstraat are mentioned as characteristic).

Polfliet states what characteristic elements (public art, showing the history) could be added to remind the visitor of the street with the fact that they are in Groningen. Acknowledges again the dependency on chain stores (familiar brands). States that providing security is important, but being unique is too. Uniqueness is approached as a layer added to the base that is constructed by the presence of familiar brands (*that you need*).

Expects no decrease of physical stores in the face of increased online shopping. Does expect more mixing of functions in the future, also inside the stores so various concepts can strengthen each other when online shopping does cause a decrease in turnover in the physical store. Mixing of functions is also relevant because of increasing combined visitation motifs (people increasingly visit the inner city not just for purchasing retail goods but for the complete experience).

Polfliet mentions a certain trust that the Herestraat will turn out fine in the face of any changes because so many people visit this street.

Visual changes to the facades are not expected, at least not initiated from the side of the stores. Adding functions might make the streetscape more chaotic and cause additions (terraces, signs) in the public space.

Q4 Concluderend

Additionally mentioned is a desire for broadening the shopping environment. While this desire is expressed Polfliet also mentioned that geography does not work that way.

R4: Stijn Ringnalda

Used Interview Guide: Stadsontwikkeling

Q1 Oorzaken

Ringnalda explains that the homogenized image is clearly linked to economic forces. Recognizability (and familiarity) is stated to be of importance for the consumer.

Ringnalda additionally mentions that the Herestraat is meant for the greater public and attracts more visitors than any other street. This is also linked to chain stores selling products that are financially more accessible for a larger target group.

Ringnalda states that the municipality should not determine what a commercial party can do with the interior of their stores. The market is said to fill in what the majority wants. Companies should have the freedom to compose their formula, they will respond to the preferences of their consumers.

Although design control might have been present, Ringnalda expresses the expectation that many facades have passed the building permit application because of different (than the current) conception of beauty in architecture.

Q2 Stand van zaken & Criteria

Ringnalda has a rather positive view on the street, pointing out the fact that there is no traffic other than pedestrians allowed in the street. He additionally points out the diversity in shop range (fashion stores, telephone services, opticians, candy stores, other foods).

He also points out how well the first and second floor (most facade above the plinth) remained intact. He does point out the distinction between facades where the plinth shows some visual relation to the floors above and others where the shop facade of the plinth is stuck in front of the building.

Only a few design control criteria were discussed and deemed too subjective by Ringnalda. The perceptions of certain indicators ('*schreeuwerig*', '*samenhangend*') would then need to be exactly the same for owners of properties and those composing the criteria and assessing building permits on the basis of them (*a tight line in perception*).

Q3 Toekomstbeelden

In the face of the frequently expressed ambition to retain visitors in the inner cities by increasing the quality of the environment, Ringnalda points out that the absence of cyclists and vehicles in the Herestraat already brings the street up to a sufficient level. Other additions (benches or greenery) would contradict the passing-through character of the street and obstruct the stream of passengers. The Herestraat will retain its volatile character.

In the face of city branding, Ringnalda mentions that although cities are not judged based on their A1 shopping streets but on their 'best' shopping streets, many can summon the names of A1 shopping streets across cities, perhaps indicating some sort of familiarity or contribution to city branding. Ringnalda expresses that it could be interesting to add characteristic elements that could remind the visitor of the street with the fact that they are in Groningen.

Ringnalda additionally mentions that the public spaces and commercial spaces have to be approached with increased flexibility to be in concordance with the pace of this time and day (temporary uses are encouraged). He does not expect a decrease in clothing stores due to increased online shopping, but does express the possibility that the nature of these stores will change: the purpose of testing or viewing products before purchasing online).

Q4 Concluderend

R5: Wouter Krielen

Used Interview Guide: Eigenaren Commercieel Vastgoed

Q1 Afspraken/Reglementen

Krielen explains that owners of commercial real estate are uncoupled from commercial realtors, but Bulten both owns and leases the buildings.

He explains the preference of commercial real estate owners to lease to chains in a few ways.

- Larger companies often knock on the doors of known commercial real estate realtors/owners, who connect them with other large parties in other regions (Kooistra Feenstra is mentioned).
- He adds that (inter)nationally operating companies are also more economically resilient and independent retailers often need support (co-financing, discounts on the rent to start up in the first months).
- He expresses that it is beneficial when you are approached by a chain, also to prevent frequent turnover of those leasing a building (also because of the vulnerability of independent retailers to economic fluctuations).
- Larger companies also tend to be easy in business (picking up the key, renovating themselves).

Krielen mentions that many of the buildings in the Herestraat are monumental. If something would be changed to the facade, getting the permit could take up to three or four months. His company does however make a lot of interior changes when a retailer leaves the building. They make it more spacious and visually neutral for the next retailer (whether than be an independent retailer or a chain store).

They do change the facades when possible. It is key for them to apply for a permit as soon as possible (they have a restoration architect who knows how to present changes to get them through the design control committee quite fast). They consult the archives to see how the building used to look for this. The municipality often agrees with these types of changes (back to the old situation).

He explains that normally, all renovations or changes are done (and paid for) by the retailer. Nine out of ten times, the retailer gets the key and that's it. They are more active, they 'neutralize' their building also to prevent temporal vacancy (*breed inzetten*).

When asked about the functions of the floors above the plinth, Krielen explains that pension funds (former owners of many buildings in the Herestraat) just made enough profit from the shop in the plinth and let the upper floors be vacated. This is still the case with about ¼ buildings, or one of the floors is used as storage and the rest is empty. It depends on the situation behind the building. The facade of the shop cannot lose 1,5 meters for an entrance to access the upper floors, because the urban structure is already quite narrow (*fijnmazig*) and there is little shop window to begin with. So whether or not the upper floor is used often depends on the presence of an alley in the back, or ownership of buildings next to each other so break-throughs can allow access. It is specifically the structure of Groningen, having the buildings back to back, instead of being surrounded by two streets (*kont-aan-kont*).

Q2 Stand van zaken & Criteria

Bulten owns a lot of buildings in the Herestraat (6 to 19, Faun).

Krielen explains that if a facade changes every 10 years to adapt to a new retailer, you end up with nothing that is monumental and the process of change is amplified. This lack of monumentality gives the design control committee less influence.

Krielen stresses that the general trend amongst commercial realtors is to be flexible towards retailers. Because Bulten also owns the buildings, they are a bit stricter. However, it remains a puzzle as to what improvements you make to the building before renting and what will be done by the retailer (saving costs for the owner).

Krielen explains that the retailers just prefer as much glass (visibility) as possible. Bulten tries to aim at a combination of monumentality, neutrality (*breed inzetten*) and visibility.

Q3 Toekomstbeelden

Krielen states that there was a lot of vacancy during COVID-19. This changed the position of the owner. Retailers had a choice in where they wanted to locate and this made them motivated to make their buildings more attractive. When demand exceeds supply again, he expresses the expectation that this position might change again.

Krielen mentions a preference for the best locations (A). However, anticipation is important. Some locations might become more relevant in the face of developments (Brugstraat with the increasing importance of Westerhaven). It is important to add that you are also dependent on what buildings become available.

Q4 Concluderend

In a few concluding remarks, he mentions that he finds it important that additions seamlessly add on to the building (Amsterdam) and criticizes the former town architect (*stadsbouwmeester*) as a head of the design control committee because every proposition for an addition (*optopping*) had to be contrasting.

R6: Joke Sissing & Doortje Vos

Used Interview Guide: Gebiedsteam

Q1 Werk & betrokkenheid

In the area-team, delegates of different municipal departments collect to discuss ongoing and ad-hoc problems that are (often) brought up by inhabitants or business owners. Contact is made through the municipality, the area-team should not be regarded as a separate body.

Q2 Contact onderling

The Groningen City Club (GCC) is mentioned as the voice of business owners in the inner city. They also have direct contact with the area-allocated alderman (Roeland van der Schaaf). The GCC can introduce ideas to increase the attractiveness of the shopping environment or solve certain problems, but they have to initiate (towards the alderman) themselves.

Sissing and Vos mention that the street association of the Herestraat is less active than others. Chain stores often do not join these associations. Nationally operating stores sometimes do (HEMA), but internationally operating stores do not. When asked for an explanation of their absence, it is specified that managers of chain stores are not free to make decisions anyways. They are also not profiting from better turnovers (which is indicated to be the motivation of independent retailers to propose improvements to the shopping environment).

Q3 Toekomstbeelden

In the face of the frequently expressed ambition to retain visitors in the inner cities by increasing the quality of the environment, Sissing and Vos respond that the passing-through character of the Herestraat foremost needs to be retained. This also connects to the ambition to keep the shopping experience comprehensive and cluster the familiar retail formulas in a compact area in the inner city. Within this area (indicated in the local zoning plan), it cannot be determined which store locates where. Café's that open during the day solely can locate anywhere in the inner city, but high turnovers are needed to bear the cost of a location like the Herestraat.

The prevalence of chain stores is addressed as making it unlikely that the facades will change. It is stated that the environment or the aesthetics of the facade are less important to these types of stores, since they are successful enough with their existing formula and uniformity across stores is more important to them.

It is additionally mentioned that the Herestraat is doing economically well (*having its own dynamics*) and faces relatively low degrees of vacancy because of their powerful position in the northern Netherlands.

Q3 Concluderend

It is deemed important to mention that there are certain expectations with regards to the inner city. Business owners know there are a lot of bikes on the streets, inhabitants know that there will be supply trucks in the morning if they live above a shop or in a street with shops.

R7: Siert Helder

Used Interview Guide: Medewerkers Atelier Stadsbouwmeester

Q1 Oorzaken

Helder expresses that processes are similar in every A1 street, because chain stores desire to display their identity on the facade, no matter what kind of building houses them.

He mentions the limited influence of the design control committee. Only once a permit is applied for (so when a significant change occurs), there is some influence. He tries to tempt the owner or renter (it differs from whom the application comes from) to look at the entire facade, except for just the plinth, but the advice of the design control committee does not entail proposed alternatives. Criteria are used as guidance for a second proposition, but clear-cut designs are not made by the control committee. Additionally, the renter of the store is likely to propose a change to the plinth. The rest of the building is outside of their control (and interest).

The design control committee is not concerned with the interior of buildings. When changes are applied for on a monumental building, the monumental commission takes a closer look at the interior as well. Even when the ground floor has nothing monumental left, the entire building receives monumental status if there is something left above it worth sustaining. This careful look at monuments has not always been present, explaining the breach between lower and upper floors (*een soort huls waar een winkel ingeschoven wordt*).

Q2 Stand van zaken & Criteria

Helder uses an example of an application to show how the criteria are used to guide a second proposition. The current application does not comply with a few criteria (roller shutters are used). The current situation is strange (EUNOIA), a dissection in three where only the top floor remains historical. Because the second floor belongs to the shop, the interested chain is asked to have a look at the strange second floor as well (their proposition solely regards changes in the plinth).

At some places, bringing back the fine historical structure (*fijnmazigheid*) is not realistic, Helder explains. He does stress that horizontal breakthroughs are not as easily allowed as they used to be (enforced by the monument commission).

The most obvious cases where that would not comply with the current design control criteria entail roller shutters and the closing of windows with stickers. This does not only regard cases that haven't changed since the criteria have prohibited this, these are also cases where something different is built from had been permitted (Borgor). Enforcement is difficult and lacking (few people, priorities are elsewhere).

Other cases just raise a feeling of misunderstanding (*waarom is dit ooit goedgekeurd*). When asked if this is the case due to changing trends or lack of control, Helder answers that the view of the design control committee also changes over time. Openness of shop windows and sides is now strived for (Aktiesport).

Helder indicates gradual improvements with regards to cohesion, the non-obtrusiveness of advertisements and the state and visibility of monumental buildings.

Q3 Toekomstbeelden

Helder explains that retroaction is a time consuming and difficult process because so many real estate owners would need to be involved in such a process. The participation of street associations is also necessary, but these are more active in other streets (although their initiatives regard the public space, not the individual buildings).

If other functions make an entrance in the Herestraat, Helder expects the transition from building to public space to become less harsh (more gradual).

Q4 Concluderend

Plans to develop a vision quality plan are not present, as far as Helder knows. Focus is elsewhere.

R8: Jaco Kalfsbeek

Used Interview Guide: Medewerkers Atelier Stadsbouwmeester

Q1 Oorzaken

Kalfsbeek refers to the initial situation when talking about causes that are relevant for the Herestraat. The amount of monuments is substantial, which should mean that the streetscape is not uniform. He questions how it did happen. He mentions working on the Kalverstraat, where there was newfound attention to the facades because the street was so desolated at night (also because of roller shutters). There were a lot of old structures found behind the facades, but Kalfsbeek also acknowledges that in a lot of cases, nothing is left of the ground floor.

The changing attitude towards monuments and design control is difficult to pinpoint, Kalfsbeek thinks this has been a gradual change. The changing position of the design control committee and the department Atelier Stadsbouwmeester is relevant. Currently, this department is small and Natalie de Vries (*Stadsbouwmeester*) is not willing to join the committee because of its ill functioning. She is now head advisor of the inner city together with Kalfsbeek. Bigger developments are assessed by them (attached to written advice). Only building propositions that deviate from the local zoning plan are viewed by them, the rest goes to the design control committee directly (*verdwijnt: alleen als er echt iets aan de hand is kom ik in beeld*).

He additionally mentions the lack of attention and focus to this street to matter (little vacancy, economically successful). The changing of pavement is stressed to be a missed opportunity to additionally look at the facades, according to Kalfsbeek.

The local zoning plan gives a lot of room, Kalfsbeek stresses the need for something more specific, an urbanistic framework to work in so unwanted developments are prevented. The position of the Herestraat has changed due to the importance gained by the Brugstraat, the loss of popularity of C&A, and the disappearance of V&D. The Herestraat is endangered by this shifting focus. Kalfsbeek now stresses that we are not sure what kind of street it is. A development framework would establish this (and give direction). The specification or profiling of different areas could be useful in that sense.

It is additionally dependent on the political orientation of the college, according to Kalfsbeek. The right-wing college tended to give a lot of freedom to the market, the current left-wing college has a focus on retrieving public space.

Q2 Stand van zaken & Criteria

When the breach between vacancy in the upper floors and shop on the ground floor is mentioned, Kalfsbeek stresses the lack of front doors that would solve vacancy but cost too much shop window. Residences also require some internal planning so inhabitants are not bothered significantly by the distributive activities of a shopping street.

Important to retain, according to Kalfsbeek, is the rhythm of the pennants, which is often not retained. He states that the design control criteria should be more about building in the context, not just horizontally but also vertically.

Adherence to design control criteria is largely perceived, structure is retained as much as possible and advertisements are not obtrusive. However, Kalfsbeek finds the relationship with the top floors to be lacking. The plinth forming one horizontal band should also be prevented. It is important that criteria are supplemented with visuals, so interpretation will not result in exceedances.

Q3 Toekomstbeelden

Retroaction is not realistic, but some cases exceed the regulations. Kalfsbeek expresses that enforcement is not sufficient. This can result in the abolishment of a project. He stresses the need for an assessment of compliance of the whole street.

Kalfsbeek explains how some stores have specific preferences regarding their location (H&M). Other cases would require more force. A visual quality plan is again addressed by Kalfsbeek as a potential means of persuasion for owners to make improvements to real estate. Kalfsbeek states that it is important to first identify which values need to be retained. A visual quality plan could clarify this. A historical perspective is important in that matter, so there is a grip on how the street has changed over time.

R9: Igor Feenstra

Used Interview Guide: Eigenaren Commercieel Vastgoed

Feenstra did not agree to a recording. Transcripts are therefore not processed into a form.

The increasing amount of regulations and their specifications were discussed. Feenstra is in contact with retailers who experience the procedures of building permit approval as exhausting because of the duration and required additional research. A situation is frosted, changes are not applied for because it is not financially attractive (postponing the opening of a store, paying for research and new designs).

Appendix 1.2: Interview Guides

Vorbereiding Interview Medewerkers Stadsontwikkeling

Uitleg onderzoek: Ik probeer in dit onderzoek een beeld te krijgen van hoe het komt dat A1 winkelstraten (de koopgoten) in historische binnensteden zo op elkaar zijn gaan lijken, terwijl we in Nederland zo veel controle uitoefenen op de indeling en kwaliteit van de (bebouwde)ruimte.

Ik probeer er achter te komen wat voor afwegingen er zijn gemaakt omtrent het uiterlijk van onze winkelstraten waardoor die er eigenlijk overal vrijwel hetzelfde uitzien door het gestandaardiseerde aanbod van ketens die hun huisstijl op de gevel dragen.

Uitleg benadering: Ik neem deze interviews af om te kijken wat voor ideeën en meningen er over dit fenomeen van uniformiteit cirkelen in het werkveld.

Uitleg gang van zaken (formaliteiten): opname voor transcript, positie van onderzoek (bachelorthesis universiteit, faculteit ruimtelijke wetenschap), geschatte duur van het interview (30 min).

Ik heb een aantal materialen meegenomen. Eerst gaan we kijken naar de oorzaken van visuele uniformiteit (**Q1**), vervolgens wil ik u graag laten reflecteren op de staat/uitstraling van de Herestraat (**Q2**). Dan schakelen we om naar het toekomstbeeld (**Q3**) en ronden we af (**Q4**).

Q1 Oorzaken

Supplement: raamwerk processen achter uniformiteit.

1.1 Deze processen heb ik tot dusver gelinkt aan het fenomeen van uniformiteit, waarbij het aanbod van winkels de hoofdoorzaak vormt, maar daar zitten ook heel veel processen achter. Daarbij kan het natuurlijk wel verschillen per stad welke heel relevant zijn en welke misschien minder meespelen. Zijn er bepaalde oorzaken die je als specifiek belangrijk acht voor het uiterlijk van de Herestraat?

1.2 Zijn er bepaalde oorzaken die je mist op deze kaart?

Q2 Stand van zaken & Criteria

Supplement: foto booklet Herestraat.

2.1 Ik heb een fotoserie meegenomen om te laten zien hoe de Herestraat er momenteel uitziet. Zou u kunnen omschrijven wat u van deze gevels vindt?

Zou u pleiten voor verandering en waarom wel/niet?

Zo ja, op welke manier?

2.2 Er een aantal onderwerpen die aan bod komen in mijn onderzoek die het huidige uiterlijk van de Herestraat in kwestie stellen. Ten eerste zijn heel veel steden bezig met *city branding*, wat eigenlijk het streven naar onderscheiding is. Momenteel wordt er in het bestemmingsplan aangegeven dat kleinere winkelstraten (*dwaalmilieu*) de stad uniek maken. De Herestraat wordt helemaal niet genoemd in deze ambitie. Vind u het belangrijk dat A winkelstraten een uniek karakter hebben of bijdragen aan de stad in dat opzicht?

2.3 Een ander relevant proces is natuurlijk het toenemen van online winkelen, waardoor de fysieke winkel misschien een andere rol krijgt in de toekomst (wellicht gebonden aan een ander uiterlijk). Wat zou je zeggen dat de Herestraat te bieden heeft in vergelijking met de online winkel-wereld?

2.4 Ik vind in de reclamenota, de welstandsnota een scala aan criteria over het uiterlijk van de binnenstad, en ik wil graag testen in hoeverre u vindt dat die ambities behaald zijn in de Herestraat.

“Bouwwerken beschikken over een beheerst, weloverwogen en samenhangend stelsel van maatverhoudingen” (Welstandsnota, Algemene Groninger Criteria).

“Ondanks de reclame-uitingen is er sprake van een rustig, niet schreeuwerig straatbeeld” (Welstandsnota, Beleidsuitgangspunten Sneltoetscriteria Binnenstad en Reclamenota 2021).

“Het ontwerp van de gevel legt een relatie met het gebruik van het bouwwerk. De gevelcompositie representeert kortom de functie van het bouwwerk” (Welstandsnota, Algemene Groninger Criteria).

“Reclame-uitingen moeten het gebouw in architectonische zin respecteren. Reclame moet geen onderdeel van de gevel worden” (Welstandsnota, Beleidsuitgangspunten Sneltoetscriteria Binnenstad).

“De historische gevels blijven zo veel mogelijk zichtbaar” (Welstandsnota, Beleidsuitgangspunten Sneltoetscriteria Binnenstad en Reclamenota 2021).

“Er is een goede balans tussen de gewenste levendigheid en de kwaliteit van de reclame-uitingen aan de gevels” (Reclamenota 2021).

“Reclame-uitingen zijn vooral aangebracht op de plint. Reclame die haaks op de voorgevel staat is beperkt” (Reclamenota, 2021).

2.5 Veel aantal van deze criteria hebben betrekking op het gebied binnenstad, niet op de Herestraat specifiek. Vindt u dit passende criteria voor een straat (koopgoot) zoals de Herestraat?

Q3 Toekomstbeelden

3.1 Denkt u dat de functie indeling van de Herestraat gaat veranderen in de komende decennia?

3.2 Los of verbonden aan die ontwikkelingen, denkt u dat het uiterlijk van de gevels in de Herestraat gaat veranderen?

Q4 Concluderend

4.1 Bedanken voor het deelnemen

4.2 Vragen naar eventuele toevoegingen

Voorbereiding Interview Medewerkers Atelier Stadsbouwmeester

Uitleg onderzoek: Ik probeer in dit onderzoek een beeld te krijgen van hoe het komt dat A1 winkelstraten (de koopgoten) in historische binnensteden zo op elkaar zijn gaan lijken, terwijl we in Nederland zo veel controle uitoefenen op de indeling en kwaliteit van de (bebouwde)ruimte.

Ik probeer er achter te komen wat voor afwegingen er zijn gemaakt omtrent het uiterlijk van onze winkelstraten waardoor die er eigenlijk overal vrijwel hetzelfde uitzien door het gestandaardiseerde aanbod van ketens die hun huisstijl op de gevel dragen.

Uitleg benadering: Ik neem deze interviews af om te kijken wat voor ideeën en meningen er over dit fenomeen van uniformiteit cirkelen in het werkveld.

Uitleg gang van zaken (formaliteiten): opname voor transcript, positie van onderzoek (bachelorthesis universiteit, faculteit ruimtelijke wetenschap), geschatte duur van het interview (30 min).

Ik heb een aantal materialen meegenomen. Eerst gaan we kijken naar de oorzaken van visuele uniformiteit (**Q1**), vervolgens wil ik u graag laten reflecteren op de staat/uitstraling van de Herestraat (**Q2**). Dan schakelen we om naar het toekomstbeeld (**Q3**) en ronden we af (**Q4**).

Q1 Oorzaken

Supplement: raamwerk processen achter uniformiteit.

1.1 Deze processen heb ik tot dusver gelinkt aan het fenomeen van uniformiteit, waarbij het aanbod van winkels de hoofdoorzaak vormt, maar daar zitten ook heel veel processen achter. Daarbij kan het natuurlijk wel verschillen per stad welke heel relevant zijn en welke misschien minder meespelen. Zijn er bepaalde oorzaken die je als specifiek belangrijk acht voor het uiterlijk van de Herestraat?

1.2 Zijn er bepaalde oorzaken die je mist op deze kaart?

1.3 Ik lees eigenlijk overal dat het takenpakket en de invloed van de welstands of schoonheidscommissie of in dit geval het Atelier Stadsbouwmeester nogal afhangt van de mate waarin het welstandswerk op waarde wordt gesteld door de gemeente. U heeft naast het toetsen van bouwaanvragen ook een adviserende rol. Ervaart u het takenpakket van het Atelier als toereikend genoeg om het uiterlijk van een straat te beïnvloeden?

Q2 Stand van zaken & Criteria

Supplement: foto booklet Herestraat.

2.1 Ik heb een fotoserie meegenomen om te laten zien hoe de Herestraat er momenteel uitziet. Zou u kunnen omschrijven wat u van deze gevels vindt?

Zou u pleiten voor verandering en waarom wel/niet?

Zo ja, op welke manier?

2.2 Zou u hieruit grote veranderingen kunnen uitwijzen van opvattingen over mooi of lelijk?

2.3 Wordt er binnen het Atelier veel gesproken over de staat van deze gevels?

2.4 Er een aantal onderwerpen die aan bod komen in mijn onderzoek die het huidige uiterlijk van de Herestraat in kwestie stellen. Ten eerste zijn heel veel steden bezig met *city branding*, wat eigenlijk het streven naar onderscheiding is. Momenteel wordt er in het bestemmingsplan aangegeven dat kleinere winkelstraten (*dwaalmilieu*) de stad uniek maken. De Herestraat wordt helemaal niet genoemd in deze ambitie. Ook heb ik het idee dat het vaker over functioneel-uniek gaat dan visueel-uniek. Vind u het belangrijk dat A winkelstraten een uniek karakter hebben of bijdragen aan de stad in dat opzicht?

2.5 Een ander relevant proces is natuurlijk het toenemen van online winkelen, waardoor de fysieke winkel misschien een andere rol krijgt in de toekomst (wellicht gebonden aan een ander uiterlijk). Wat zou je zeggen dat de Herestraat te bieden heeft in vergelijking met de online winkel-wereld?

2.6 Ik vind in de reclamenota, de welstandsnota een scala aan criteria over het uiterlijk van de binnenstad, en ik wil graag testen in hoeverre u vindt dat die ambities behaald zijn in de Herestraat.

“Bouwwerken beschikken over een beheerst, weloverwogen en samenhangend stelsel van maatverhoudingen” (Welstandsnota, Algemene Groninger Criteria).

“Ondanks de reclame-uitingen is er sprake van een rustig, niet schreeuwerig straatbeeld” (Welstandsnota, Beleidsuitgangspunten Sneltoetscriteria Binnenstad en Reclamenota 2021).

“Het ontwerp van de gevel legt een relatie met het gebruik van het bouwwerk. De gevelcompositie representeert kortom de functie van het bouwwerk” (Welstandsnota, Algemene Groninger Criteria).

“Reclame-uitingen moeten het gebouw in architectonische zin respecteren. Reclame moet geen onderdeel van de gevel worden” (Welstandsnota, Beleidsuitgangspunten Sneltoetscriteria Binnenstad).

“De historische gevels blijven zo veel mogelijk zichtbaar” (Welstandsnota, Beleidsuitgangspunten Sneltoetscriteria Binnenstad en Reclamenota 2021).

“Er is een goede balans tussen de gewenste levendigheid en de kwaliteit van de reclame-uitingen aan de gevels” (Reclamenota 2021).

“Reclame-uitingen zijn vooral aangebracht op de plint. Reclame die haaks op de voorgevel staat is beperkt” (Reclamenota, 2021).

2.7 Veel aantal van deze criteria hebben betrekking op het gebied binnenstad, niet op de Herestraat specifiek. Vindt u dit passende criteria voor een straat (koopgoot) zoals de Herestraat?

Q3 Toekomstbeelden

3.1 Denkt u dat de functie indeling van de Herestraat gaat veranderen in de komende decennia?

3.2 Los of verbonden aan die ontwikkelingen, denkt u dat het uiterlijk van de gevels in de Herestraat gaat veranderen?

3.3 Denkt u dat het uiterlijk van de straat anders geconditioneerd/gereguleerd moet worden?

Q4 Concluderend

4.1 Bedanken voor het deelnemen

4.2 Vragen naar eventuele toevoegingen

Voorbereiding Interview Gebiedsteam Binnenstad

Uitleg onderzoek: Ik probeer in dit onderzoek een beeld te krijgen van hoe het komt dat A1 winkelstraten (de koopgoten) in historische binnensteden zo op elkaar zijn gaan lijken, terwijl we in Nederland zo veel controle uitoefenen op de indeling en kwaliteit van de (bebouwde)ruimte.

Ik probeer er achter te komen wat voor afwegingen er zijn gemaakt omtrent onze winkelstraten waardoor die er eigenlijk overal vrijwel hetzelfde uitzien door het gestandaardiseerde aanbod van ketens die hun huisstijl op de gevel dragen.

Uitleg benadering: Ik neem deze interviews af om te kijken wat voor ideeën en meningen er over dit fenomeen van uniformiteit cirkelen in het werkveld.

Uitleg gang van zaken (formaliteiten): opname voor transcript, positie van onderzoek (bachelorthesis universiteit, faculteit ruimtelijke wetenschap), geschatte duur van het interview (30 min).

Ik zou jullie daarom graag wat vragen willen stellen over het functioneren van dit orgaan (**Q1**). Ook zou ik wat vragen willen stellen over het contact tussen inwoners en winkeliers in de Herestraat en het gebiedsteam (**Q2**).

Dan heb ik nog wat vragen over het behoud van leefbaarheid in de binnenstad (**Q3**), waarna we eindigen met wat concluderende vragen (**Q4**).

Q1 Werk & betrokkenheid

Supplement: Organogram, uitleg plaatsing.

1.1 Omdat er weinig over het gebiedsteam te vinden is, zou ik ten eerste willen vragen uit welke directies er leden in het team betrokken zijn.

Vragen naar verschillen met andere gebiedsteams.

1.2 Zijn bewoners en ondernemers naar jullie mening genoeg op de hoogte van de aanwezigheid van dit overlegorgaan?

1.3 Hoe wordt het contact gelegd tussen bewoners en het gebiedsteam?

1.4 U noemde in uw e mail dat er zowel lopende zaken worden besproken als dingen die op dat moment dringend zijn. Zou u voorbeelden kunnen noemen van zaken die worden er zoal worden voorgelegd?

Q2 Contact onderling

2.1 Hebben jullie voorbeelden van zaken die vanuit deze straat door bewoners en ondernemers worden voorgelegd?

2.2 Ik kan me ook voorstellen dat het 'grote spelers' zijn die panden bezitten in de Herestraat. Zijn deze partijen ook in contact met het gebiedsteam om eventuele problemen of ideeën voor te leggen?

2.3 Hebben jullie als team grip op hoe het contact verloopt tussen winkeliers en bewoners van bovenwoningen in de Herestraat?

Q3 Toekomstbeelden

3.1 Het streven naar een *verblijfsklimaat* in de binnenstad werd veel genoemd in beleidsdocumenten, dit om meer bezoekers te trekken. Hebben jullie grip op wat de bewoners zelf zien als veranderingen die de leefbaarheid van hun woonomgeving zouden kunnen verbeteren?

Q3 Concluderend

4.1 Bedanken voor het deelnemen

4.2 Vragen naar eventuele toevoegingen

Voorbereiding Interview Eigenaren Commercieel Vastgoed

Uitleg onderzoek: Ik probeer in dit onderzoek een beeld te krijgen van hoe het komt dat A1 winkelstraten (de koopgoten) in historische binnensteden zo op elkaar zijn gaan lijken, terwijl we in Nederland zo veel controle uitoefenen op de indeling en kwaliteit van de (bebouwde)ruimte.

Ik probeer er achter te komen wat voor afwegingen er zijn gemaakt omtrent het uiterlijk van onze winkelstraten waardoor die er eigenlijk overal vrijwel hetzelfde uitzien. Kort gezegd komt dat door het gestandaardiseerde aanbod van ketens die hun huisstijl op de gevel dragen.

Een deel van de controle over het uiterlijk van de stad ligt natuurlijk bij stadsontwikkeling en de welstand, maar ook een groot deel is afhankelijk van de pandeigenaar.

Uitleg benadering: Ik neem deze interviews af om te kijken wat voor ideeën en meningen er over dit fenomeen van uniformiteit cirkelen in het werkveld.

Uitleg gang van zaken (formaliteiten): opname voor transcript, positie van onderzoek (bachelorthesis universiteit, faculteit ruimtelijke wetenschap), geschatte duur van het interview (30 min).

Ik heb een aantal materialen meegenomen. Centraal in dit interview staan de afspraken die u heeft met pand huurders en de verschillen tussen hen (**Q1**). Nadat we dat besproken hebben wil ik u graag laten reflecteren op de staat/uitstraling van het winkelvastgoed in de Herestraat en een aantal welstandscriteria (**Q2**). Dan schakelen we om naar een aantal vragen over de toekomst (en het toekomstige uiterlijk) van de fysieke winkel (**Q3**) en ronden we af (**Q4**).

Q1 Afspraken/Reglementen

1.1 Heeft u bepaalde voorkeuren als het gaat om wie uw vastgoed huurt?

Waarom?

1.2 Welke afspraken worden er met huurders gemaakt over eventuele verbouwingen of veranderingen aan het pand?

Betreffen die afspraken de gevel of het interieur?

Hoe bindend zijn deze afspraken?

Is er een onderscheiding te maken tussen ingrijpende veranderingen en nodige veranderingen?

1.3 Zijn de verdiepingen boven de plint ook in jullie beheer?

Hoe wordt er bepaald of dat opslag of woningen worden?

Q2 Stand van zaken & Criteria

2.1 Ik heb een fotoserie meegenomen om te laten zien hoe de Herestraat er momenteel uitziet. Zou u kunnen omschrijven wat u van deze gevels vindt?

Zou u pleiten voor verandering en waarom wel/niet?

Zo ja, op welke manier?

2.2 Hoeveel heeft u in uw werk te maken met de welstand?

Hoe ervaart u de opgelegde eisen van de welstand?

Vind u het belangrijk dat dit orgaan bestaat?

2.3 Ik vind in de reclamenota, de welstandsnota een scala aan criteria over het uiterlijk van de binnenstad, en ik wil graag testen in hoeverre u vindt dat die ambities behaald zijn in de Herestraat.

“Bouwwerken beschikken over een beheerst, weloverwogen en samenhangend stelsel van maatverhoudingen” (Welstandsnota, Algemene Groninger Criteria).

“Ondanks de reclame-uitingen is er sprake van een rustig, niet schreeuwerig straatbeeld” (Welstandsnota, Beleidsuitgangspunten Sneltoetscriteria Binnenstad en Reclamenota 2021).

“Het ontwerp van de gevel legt een relatie met het gebruik van het bouwwerk. De gevelcompositie representeert kortom de functie van het bouwwerk” (Welstandsnota, Algemene Groninger Criteria).

“Reclame-uitingen moeten het gebouw in architectonische zin respecteren. Reclame moet geen onderdeel van de gevel worden” (Welstandsnota, Beleidsuitgangspunten Sneltoetscriteria Binnenstad).

“De historische gevels blijven zo veel mogelijk zichtbaar” (Welstandsnota, Beleidsuitgangspunten Sneltoetscriteria Binnenstad en Reclamenota 2021).

“Er is een goede balans tussen de gewenste levendigheid en de kwaliteit van de reclame-uitingen aan de gevels” (Reclamenota 2021).

“Reclame-uitingen zijn vooral aangebracht op de plint. Reclame die haaks op de voorgevel staat is beperkt” (Reclamenota, 2021).

2.3 Vindt u dit passende criteria voor een straat (koopgoot) zoals de Herestraat of winkelvastgoed überhaupt?

Q3 Toekomstbeelden

3.1 Wat zou u zeggen dat het meest interessante gebied is om winkelvastgoed in te bezitten?

Denkt u dat dit hetzelfde is over 20-30 jaar?

3.2 Denkt u dat het aanbod aan fysieke winkels gaat afnemen in de komende 20-30 jaar?

Verwacht u veranderingen in functie of uiterlijk van het (over) blijvende winkelvastgoed?

Q4 Concluderend

4.1 Bedanken voor het deelnemen

4.2 Vragen naar eventuele toevoegingen

Appendix 2: Actor Analysis

Conditioning actors and policies (The Herestraat in the 9 Cells Model)

Actors embedded in a framework of interactions (Dutch)

Macro

Meso

Micro

Material

The inner city of Groningen

Spatial divisions encompassing the Herestraat

Individual shop facades in the Herestraat

Organizational

Municipality of Groningen (Urban Planning Department)
Groningen City Club

Municipality of Groningen (Urban Planning Department)
Herestraat street association

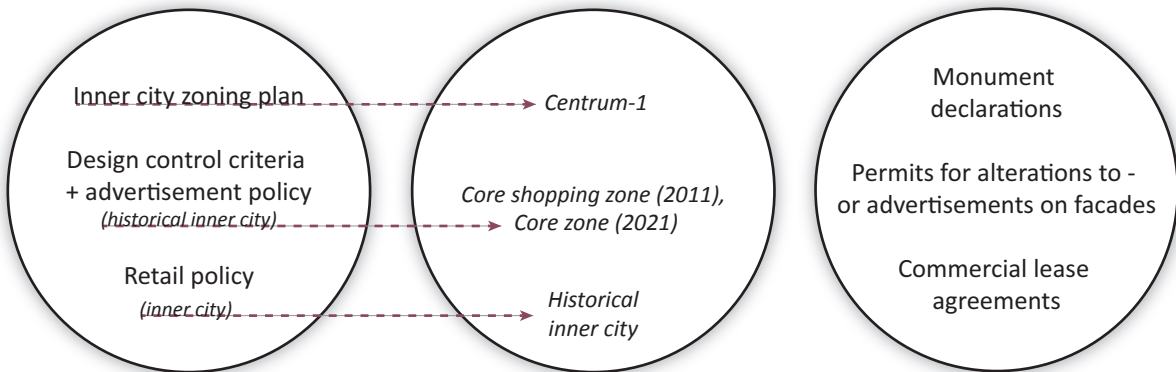
Municipality of Groningen (Monument Commission, Design Control Committee)
Owners of commercial real estate
Retailers

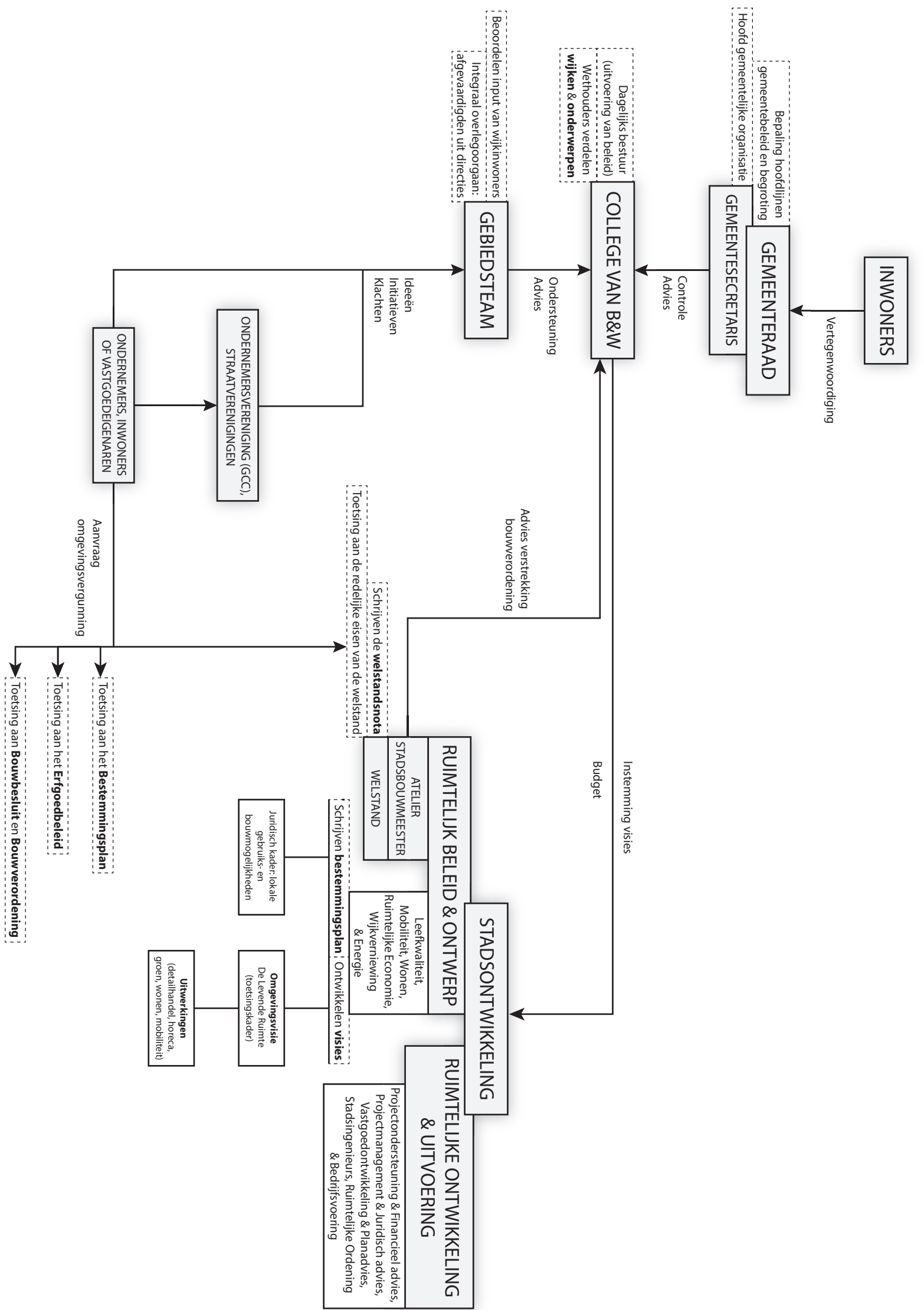
Institutional

Inner city zoning plan
Design control criteria + advertisement policy (historical inner city)
Retail policy (inner city)

Centrum-1
Core shopping zone (2011), Core zone (2021)
Historical inner city

Monument declarations
Permits for alterations to - or advertisements on facades
Commercial lease agreements





Appendix 3: Document Analysis

Bestemmingsplan Binnenstad (2016)	Local zoning plan (for the inner city).	https://www.ruimtelijkeplannen.nl/documents/NL.IMRO.0014.BP526Binnenstad-vg02/r_NL.IMRO.0014.BP526Binnenstad-vg02.html
Structuurvisie Detailhandel (2011-2020)	Policy for retail.	https://gemeenteraad.groningen.nl/Documenten/Stuuctuurvisie-Detailhandel-2011-2020-W-I-ian-2010.pdf
Ruimte voor Retail (2021)	Visions for retail (now also encompassing the catering industry).	https://gemeente.groningen.nl/sites/default/files/Ruimte-voor-Retail---Detailhandels--en-horecavisie-gemeente-Groningen.pdf
Ruimte voor Retail Uitvoeringsprogramma (2022)	Policy for retail (now also encompassing the catering industry)	https://gemeente.groningen.nl/sites/default/files/Uitvoeringsprogramma-Detailhandels--en-horecavisie-gemeente-Groningen.pdf
Reclamenota (2021)	Policy for advertisements.	https://gemeente.groningen.nl/sites/default/files/Reclamenota-2021.pdf
Welstandsnota (2020)	Design control criteria.	https://gemeente.groningen.nl/sites/default/files/Welstandsnota-gemeente-Groningen-2020.pdf

Bestemmingsplan Binnenstad (2016)

Local zoning plan providing an up-to-date and adequate legal framework for the management and development of the inner city on the basis of article 3.1 of the Spatial Planning Law (*Wet Ruimtelijke Ordening*). Successor of the local zoning plan from 1995 (which was deemed outdated and too global).

- Encompasses zoning and connected restrictions. Possible deviations are described (*afwijkingsbevoegdheden*).
- Building permits (*omgevingsvergunningen*) can be granted on the basis of the local zoning plan.

Spatial zone encompassing the Herestraat: **Centrum-1** (*Grote Markt, Vismarkt, Brugstraat, Folkingerstraat, Herestraat and Westerhaven*). The streets leading up to the core shopping zone are titled Centrum-2.

Relevant Trends

- Shifts in retail branches in the inner city are perceived (also resulting from increases in online shopping).
- Inner cities are seen as a *'place to be'*, the experience of a visit to the inner city becomes more important.
- Restoration of balance, coherency and livability in the inner city becomes more important.
- Large offices are disappearing from the inner city and a rise of independent retailers occurs.
- The A-locations (*Herestraat, Vismarkt Noord en Vismarkt Zuid, AKerkhof, Guldenstraat, Grote Markt, Waagstraat, Tussen beide Markten en Westerhaven*) are expected to retain their strong position (little vacancy expected).
- The demand for shop floor space (and rents) remain high. The trend of expansion in retail is continued nationally, but not significant in the inner city in Groningen. This is due to the historical structure of the inner city (buildings are rather small) and the ambition formulated in older zoning plans to retain the small-scale character of the urban structure. A lot of branches are established outside of the city center.
- There is a clear clustering of familiar retail formulas, which is supported.

Relevant Ambitions

- The inner city needs to gain more experiential value (*beleving*) and tempt the visitor to stay (*verblijfskwaliteit*) and residents to be content with their living environment.

Relevant Regulations

- In the Center-1 area, retail is the main function in the plinth. An exception is made for cafés or food services that open during the day. More functions are allowed above the plinth. In Center-2 streets, more functions are allowed. Relaxation of zoning is considered to prevent vacancy.
- The local zoning plan legally protects the inner city as a conservation area. Spatial developments in the inner city have to comply with the defined current qualities and use them as a starting point.
- It is not allowed to merge buildings (protection of small-scale character). Commercial functions do need space, so deviations are possible (provided the College of Mayor and Alderman allows this, still restricted to 4 buildings with a maximum facade width of 30 meters).
- Every proposition should comply with the zoning plan, but also should strive to retain or create a coherent streetscape (*straat- en bebouwingsbeeld*). This is suggested to be done by retaining balance between the built environment and open space and suitable height-depth dimensions across buildings (*een samenhang in bouwvorm/architectonisch beeld tussen bebouwing die ruimtelijk op elkaar georiënteerd is*). The college of mayor and alderman can oppose developments if they negatively affect the coherence of the built environment.

Structuurvisie Detailhandel (2011-2020)

Visions for retail. Encompasses general ambitions and trends. Successor of the Structural Vision for Retail of 2002.

Spatial zone encompassing the Herestraat: **A-environment** (*A-vestigings milieu*) and **core shopping area**. Areas that directly connect to these streets are the B-environment.

Relevant Trends

- Opportunities for establishment in the core shopping zone are limited (because few mutations are allowed and there are few larger units). Large chains are still looking for larger units in the inner city.
- Since 2002, shop floor area has increased. Many shops have expanded, sometimes in combination with establishments outside the inner city.
- Since 2002, A lot of new formulas have been established (Saturn, Zara, Bijenkorf, Jumbo) but the franchise degree has stagnated since 2002 (many chain stores have built a steady network of locations).
- Core shopping areas increasingly resemble each other (in shop range) and differentiation can be obtained by improving the shopping environment (qualitative).
- The inner city of Groningen has not seen a decrease in visitors (in contradiction to other inner cities in the Netherlands) (about 31 million each year, 47% from the city, 19% from the region and 28% from further away).
- Consumer behavior changes due to the economic crisis, increasing mobility and online shopping.
- The population of Groningen has increased (with 13.000 between 2002 and 2010).

Relevant Ambitions

- The ambition is to strengthen Groningen as the shopping center of the Northern Netherlands. This ambition will be achieved mostly by the inner city, where a broad variety of shops and a strong focus on recreational shopping will attract visitors from the region.
- The areas around the core shopping zone are targeted to contribute to the uniqueness of the city.
- Quantitative expansion of the shop range in the inner city is not aimed for (in the face of online shopping, peripheral retail development and economic crisis).
- Retail in the inner city cannot be harmfully affected by retail development in other areas (*winkelontwikkelingen buiten de binnenstad zullen gespiegeld worden aan hun effecten op de binnenstad*). There are certain formulas that attract goal-oriented shoppers and do not fit in the inner city, for whom exceptions are made.

Ruimte Voor Retail (2021) & Uitvoeringsprogramma (2022)

Trends in the retail sector necessitate a new vision on developments in the coming years. Successor of the Structural Vision for Retail 2011-2020. The term retail now unites retail, catering services (cafés, restaurants) and commercial services, so this vision document is more integral than the last and replaces the catering services vision as well. The implementation plan describes how visions from Ruimte voor Retail (2021) will become reality, including division of projects on the short-, medium-, and long-term and finances. This document is revised every year.

Spatial zone encompassing the Herestraat: **core zone** (*kernzone*), aside from the core exploration zone (*ontdekkings zone*) and the zone to stay (*verblijfszone*). This dissection is composed to attract and exclude certain functions from certain areas.

Relevant Trends

- Retail formulas combine more activities/products (*branchevervaging*).
- Retailers keep demanding more shop floor space, others rely more and more on online shopping environments.
- The amount of shops has decreased by 16% between 2011 and 2021, but the amount of shop floor space increased by 30% (because of developments in peripheral locations). In the inner city, the amount of shops has decreased from 650 to 470 in between 2011 and 2021. The amount of shop floor space has decreased from 125.000m² to 100.000m² in this period.
- Since 2015, consumers spent 8% less on luxury and fashion goods.
- Until 2019, vacancy had decreased because of transformations from shops to residences or cafés. In the face of COVID-19, an increase in vacancy is expected again.
- Multi-channel retail is expected (combination of physical and online shopping). The relevance of the physical store is expected to remain, provided it keeps adding value (service, quality, experiential).
- Buying locally is becoming more popular. Local retailers are therefore becoming more important in the attraction of visitors and shopping areas are expected to get an increasingly local character.

Relevant Ambitions

- The total experiential value of the inner city should be increased. Making the inner city more attractive is essential because visitors are expected to come for a combination of motifs (necessitating a mix of functions).
- Although the position of the city as the core shopping center in the region is good, it can still be more resilient. In addition to this, the position of the city as the '*place to be*' should be strengthened.
- The ambition is to enrich or modernize the current shop range and introduce new concepts.
- A compact shopping experience is strived for (concentrating shops), encompassing different functional (and atmospheric) areas that satisfy all target groups (local, regional and above-regional as well as goal-oriented and recreational).
- The narrow historical structure (*fijnmazigheid*) of the inner city has to be retained.
- In the core zone, large-scale retail and catering services concentrate, striving for a mix between segment, franchise degree and shop size. This balance is expected to provide quality, familiarity and choice options for most target groups. This balance also regards the proportion of important chains and local retailers.
- A reduction of the franchise degree is mentioned, but not further elaborated upon.
- Improving the attractiveness of plinths is mentioned, but not further elaborated upon.

Relevant Regulations (actions based on the retail vision)

- Conversations with partners from the catering industry are aspired in order to steer the quality of the range of restaurants and cafés.
- Projects from the Groningen Vooruit Agenda aim to increase the quality of public spaces. These include adding greenery, improving facades and developing profiled areas with distinct identities (to further guide development).
- Independent retailers will be supported (they contribute to a diverse shop range). Business advisors or start-up courses are considered.
- More grip on the interactions between commercial real estate owners and the companies they rent to is aspired. A municipal realtor is considered to be allocated to function as a link between the municipality, commercial real estate owners and entrepreneurs looking to establish or relocate. This would give the municipality steering control over what locates where.
- The public spaces in the inner city will continue to be improved. Streets where buses will disappear (Oosterstraat, Gelkingestraat, Oude Ebbingestraat) will provide additional opportunities for retail location.

Reclamenota (2021)

Harmonized and up-to-date advertisement policy. Central to this revised version is the prevalent ambition to improve the public space of the city (in the coalition agreement of 2019-2022 and the environmental vision *The Next City*).

Advertisements on facades or in public space influence the appearance and therefore the experience of the area.

- Encompasses the visions and connected regulations about advertisements in the municipality of Groningen.
- The basis of this advertisement policy is laid down in the APVG (incorporates the permit requirement) and the design control criteria (incorporates area-specific visual quality standards).

Spatial zone encompassing the Herestraat: **inner city and other protected ensembles**. In this category, an additional dissection is made between **shopping streets**, squares and streets with a broad profile and protected ensembles.

There is also a dissection made between **advertisements on the facade**, advertisements on own terrain and advertisements in public space. Note here that due to the subjectivity of the criteria, ambitions and regulations can somewhat overlap.

Relevant Ambitions

- Safeguarding the balance between the interest of the retailer and the quality and liveliness of the public space. Improving the latter is key in the environmental vision (*The Next City*) and the coalition agreement (of 2019-2022).
- Despite advertisements, there should be a quiet, visually peaceful streetscape.
- Area-specific approaches are necessary (the historical inner city demands a different approach than peripheral locations).
- The streetscape of the inner city is benefitted from limited perpendicular advertisements (blocking sight) and open facade sections (increasing liveliness also when shops are not open).
- Historical facades should be kept intact as much as possible.
- Facade advertisements have to be placed in one line as much as possible.

Relevant Regulations

- Situations that don't comply with the new vision but were allowed in the past can remain until changed.
- A permit is needed for most advertisements. In some cases, a notification is sufficient (specified in the APVG).
- In protected ensembles, advertisements need to be optimally adjusted to the streetscape and architecture.
- Advertisements need to be optimally adjusted to the size, composition and layout of the facade or the plinth.
- Advertisements are applied mainly on the plinth. Advertisements perpendicular to the facade are limited.
- Racks in the streets (*uitstallingen*) are not allowed in the Herestraat, Grote Markt, Guldenstraat, Waagstraat, Vismarkt and AKerkhof.

Welstandsnota (2020)

The design control criteria are used to assess building propositions and function to safeguard the quality and objectiveness of the assessment. The assessment of building permits and the use of design control criteria is legally embedded in the Housing Act.

Spatial zone encompassing the Herestraat: **inner city**. Note here that the criteria are quite subjective. They are not regulations necessarily, but they are assessment criteria that a proposition should comply with.

Relevant Regulations (assessment criteria)

The first set of criteria is used to assess any building proposition. The General Groningen Criteria (*Algemene Groninger Criteria*) are used to assess the proposition on the basis of unambiguousness, structure and logic.

- The first criteria regards context and assesses if the proposition has a positive relation with its environment. Illustration: *“Bouwwerken beschikken over een beheerst, weloverwogen en samenhangend stelsel van maatverhoudingen...ze sluiten aan op de schaal en schaalverhoudingen van de ruimtelijke context”*
- The second criteria regards the building and assesses if it is qualitative enough.
- The third criteria assesses the extent to which the design is a materialization of the idea/concept.

More specific criteria (*Verdieping: Legenda van de Stad*) can be divided into three sets:

- The area specific criteria encompass guidelines for each area (urbanistic and architectural characteristics that should be retained). For the inner city, the following three are relevant:
 - The building should be suitable within the narrow urban structure (*fijnmazigheid*) and fit within the urban pattern (road and lot structure).
 - The building should be suitable within the scale of the area (in both materialization and composition).
 - The building should have qualitative and resilient materialization and detailing.
- The inner city is also a protected ensemble. The specification of why the inner city is a protected ensemble describes qualities that should be retained. Nothing specific about the Herestraat is mentioned.
- Some areas have future-oriented visual quality plans (*beeldkwaliteitsplannen*), where the aspired situation is clarified and should be strived for.

The third set encompasses criteria for smaller, frequently occurring interventions (*sneltoets criteria*).

- Encompasses the precedent regulation, meaning that a comparable intervention on a comparable building that has been approved forms a precedent for the application of the next intervention.
- This set of criteria also encompasses the criteria for advertisement. Illustration: *“In beschermde stadsgezichten dient reclame optimaal afgestemd te zijn op het stadsbeeld en de architectuur van individuele panden”, “Reclame mag geen onderdeel van de gevel moet worden, het gebouw en de gevelopeningen niet mag afsluiten, maar als losse en ondergeschikte toevoeging moet worden gezien, afgestemd op de gevelcompositie en indeling passend bij de opbouw van de gevel of de plint”, “Ondanks de reclame-uitingen is er sprake van een rustig, niet schreeuwerig straatbeeld”.*

The fourth set of criteria regards interventions that have already been built, but heavily exceed the design control criteria.

Illustration: *“Architectonische bijzonderheden worden bij aanpassing van een bouwwerk ontkent of vernietigd”, “Het kleurgebruik van bouwwerken heeft een sterk negatieve invloed op het karakter van zowel de bebouwing als de omgeving”, “Wijzigingen in de detaillering van kozijnen, deuren en gevelgeleding vormen een te grote aantasting van de oorspronkelijke gevel karakteristiek”, “Reclame is zeer opvallend, opdringerig, or wordt veelvuldig herhaald, al dan niet op plekken die daarvoor niet geschikt zijn”*

Appendix 4: Supplementing Interview Material

Overview of constructs explaining standardization and uniformity (Dutch)

Photographic assessment (Stand van Zaken: Gevels in de Herestraat)

Moise Struijk

Supplementing material:

Photo assessment of the facades of the case study street - Herestraat, Groningen

april 2022



1:1500

Plint westzijde (zuid-noord)



P1

Plint oostzijde (noord-zuid)



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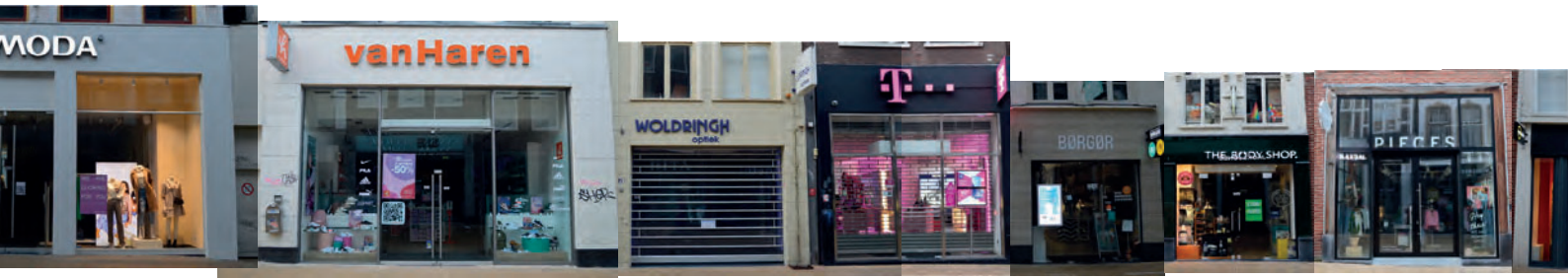
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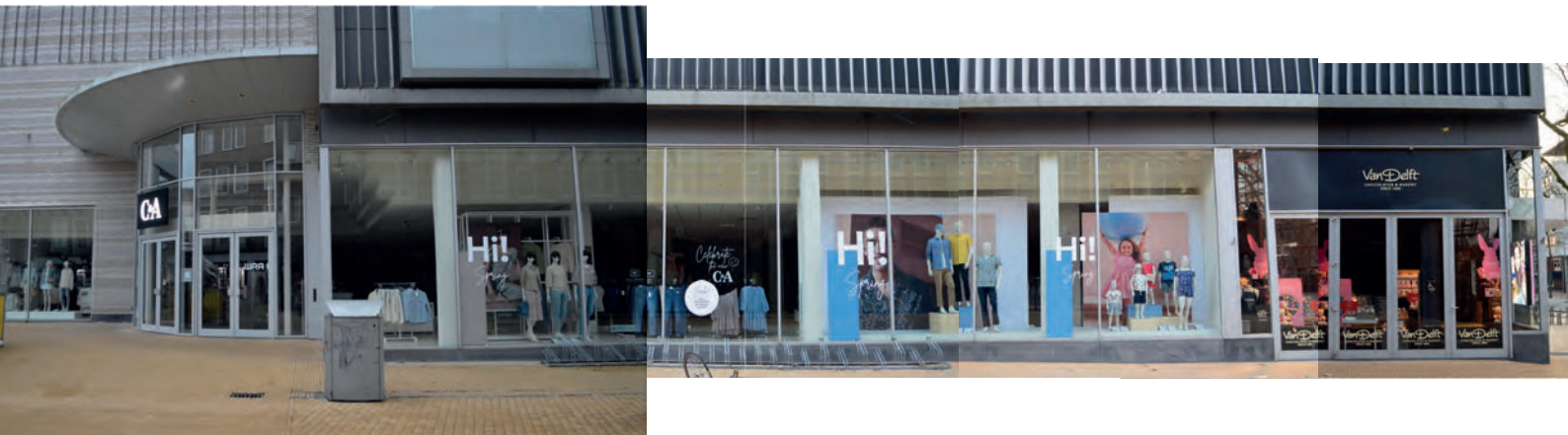
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Herestraat 83: H&M



Herestraat 79: G-Star RAW



Herestraat 75: SCAMM, KPN. Herestraat 73: Actiesport



Herestraat 69-71: The Cotton Club



Herestraat 67B: Snipes



Herestraat 63: King of Trainers



Herestraat 61: Hunkemöller



Herestraat 59: Leegstaand, voormalig Blokker



Herestraat 53: Kruidvat



Herestraat 51: Vodafone, Ziggo



Herestraat 47: Pull & Bear



Herestraat 43: Lucardi



Herestraat 41: Specsavers



Herestraat 39: Foot Locker



Herestraat 37: WE



Herestraat 35: Gerry Weber



Herestraat 33: OPEN32



Herestraat 31: Van Lier



Herestraat 29: Costes



Herestraat 21: Woldringh Optiek



Herestraat 19: T-Mobile



Herestraat 13: Pieces



Herestraat 7: Favolosa



Herestraat 5: Pindakaaswinkel



Herestraat 3: Pandora



Herestraat 2: KIKO



Herestraat 4: Juwelier Repko



Herestraat 6: EUNOÍA



Herestraat 8: SWAROVSKI



Herestraat 12: Merkenoutlet D&B



Herestraat 16: Holland & Barrett



Herestraat 18: WE



Herestraat 20: Etos



Herestraat 26: Tijdelijke locatie Schaap & Citroen



Herestraat 24: Superdry



Herestraat 28: P'Leisure. Herestraat 30: Van Arendonk Schoenen



Herestraat 32: Calzedonia



Herestraat 36: ASPACT



Herestraat 40: Chasin'



Herestraat 46: Siebel Juweliers



Herestraat 48: Leegstaand, voormalig Shoebly



Herestraat 52: McDonalds



Herestraat 54: GUESS



Herestraat 56: ONLY



Herestraat 58: Normal



Herestraat 62: Verbouwing Schaap & Citroen



Herestraat 68: VILA. Herestraat 70: van Delft. Herestraat 72: Leegstaand, voormalig Men at Work.



Herestraat 76: C&A. Herestraat 78: van Delft.

