

Regeneration, Business Strategies and Urban Competitiveness

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ABSTRACT

Certain cities have competitive advantage and capture the opportunities for growth and development while others continue to negotiate their position in an increasingly competitive global economy. The less competitive cities are struggling to employ effective urban regeneration strategies and property linked business strategies. In context this paper evaluates the importance of various 'factors' of urban regeneration and the property-linked business strategies that are considered to be essential in promoting urban competitiveness. The methodology employed for research consists of examining various regeneration and property linked business strategies being adopted by urban centres, developing a framework of key factors from regeneration and business perspective that contribute for urban competitiveness, and testing the framework through expert opinion as a prelude to the application of Delphi approach. The paper presents key findings from research based on the review of literature and expert opinion and provides an overview of the approach to be employed by obtaining stakeholder consensus for regeneration and business strategies linked to urban competitiveness.

Key Words: urban competitiveness, regeneration, property