



REPORT OF THE NATIONAL MISSION ON THE FUTURE OF LOCAL COMMERCE

in **city centers** and
urban priority neighborhoods

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Coopérative 





RAPPORT DE LA MISSION NATIONALE SUR L'AVENIR DU COMMERCE DE PROXIMITÉ

dans les **centre-villes** et les **quartiers prioritaires**
de la politique de la Ville



RAPPORTEURS

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Methodology

Nearly 50 hearings of qualified representatives from:

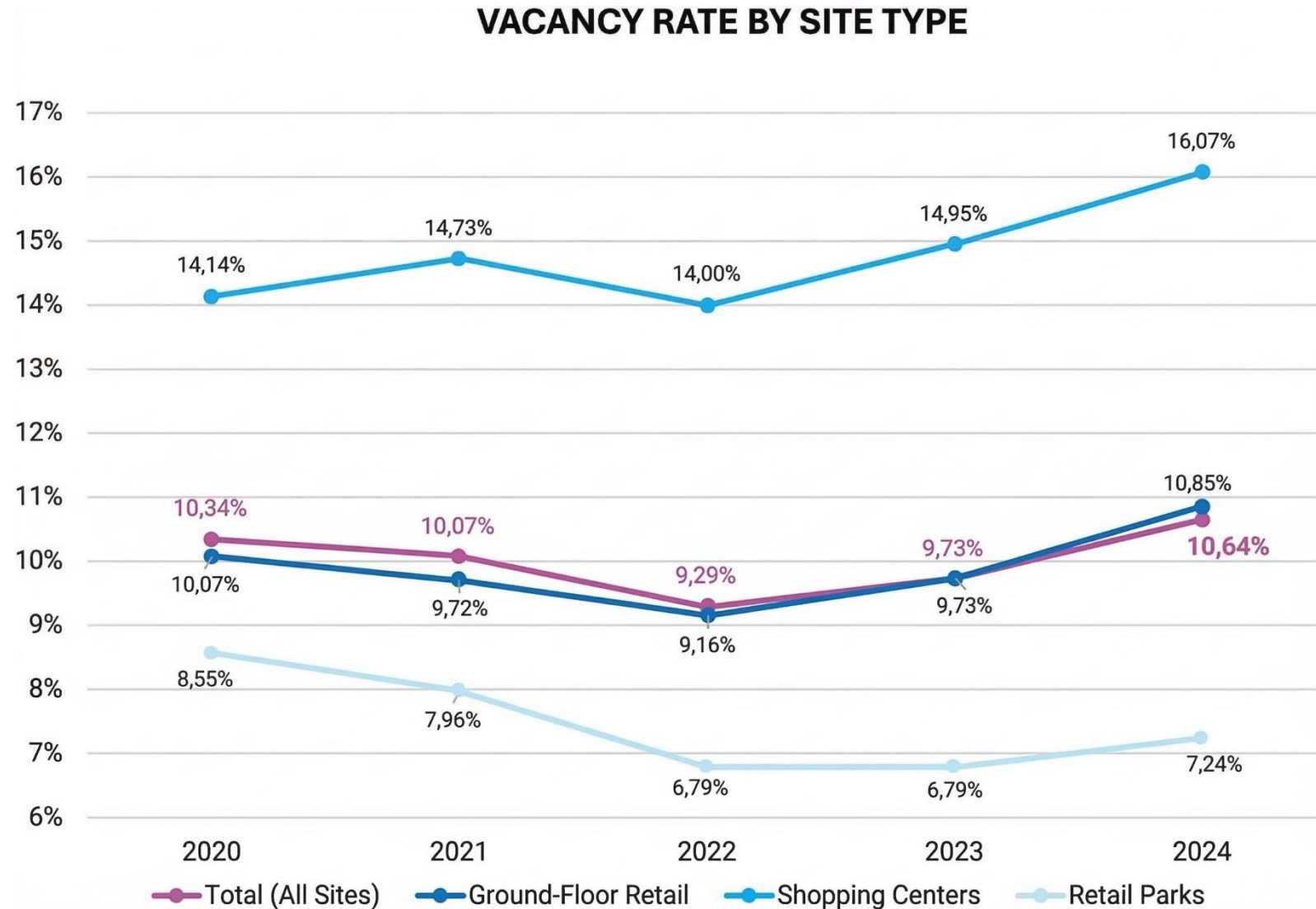
- Associations of elected officials
- Representatives of professional sectors in trade, distribution and crafts
- Representatives from the entrepreneurship support sector
- Representatives of the urban and housing policy sector
- Experts and researchers in the field of local economy.

An interview guide was given to the interviewees beforehand (large opportunity to send written contributions to the rapporteurs as well)

A vast documentary corpus of more than a hundred documents

Field visits (Toulon, Hyères, Val de Reuil...)

Retail: Evolving, not dying



Findings and Challenges of Commercial Revitalization in City Centers

From mass-market destination shops to strolling and looking for leisure and services in city centers:

- From destination to experience: reinventing city center retail
- Towards a city center of strolling, leisure and services
- A strategic opportunity for Priority Neighborhoods: to build an attractiveness that emanates from the resources and needs of the territory

30 Recommendations, 12 High-Priority Actions

5 THEMES

1. Fighting against unfair competition
2. Fighting the shadow economy and money laundering
3. Develop a clear and inclusive business strategy
4. Steering the policy for the development of local commerce and the social and solidarity economy in the City's Priority Districts
5. Boosting real estate and land transformation tools for an effective commercial policy



THEME 1

Combat Unfair Competition

- 01 **!!!** Combat Competitive Distortions
- 02 Reinforce Compliance with Promotion and Sale Regulations on Online Sites
- 03 **!!!** Establish a Deterrent Tax on Digital Purchases



THEME 2

Combatting the underground economy and money laundering

- 04  Reinforce controls over the underground economy, an indispensable prerequisite for developing commerce
- 05 Develop fitness and propriety tests before the creation of commercial activities (combatting money laundering and terrorist financing)
- 06 Create a conducive commercial environment



THÈME 3

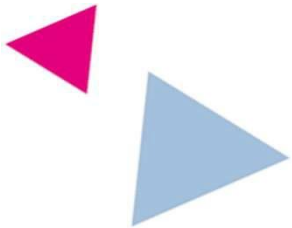
Develop a clear and inclusive commercial strategy, expand Mayoral powers and local authority steering capability, notably the framework of the 'Action Cœur de Ville' (Core City Action) and 'Petites Villes de Demain' (Small Towns of Tomorrow) programs

- 07  Extend the 'Action Cœur de Ville' (Core City Action) and 'Petites Villes de Demain' (Small Towns of Tomorrow) programs beyond 2026 by integrating a robust local proximity economy component
- 08 Establish or update local authority commercial strategies, articulated through a commercial master plan
- 09  Expand Mayoral powers regarding commercial installation in priority territories (ORT, QPV, FRR, AFR Zones)
- 10 Convene dedicated steering committees for the activation of commercial premises to design a shared strategy among various commercial premises owners to ensure territorial coherence
- 11 Create training programs for elected officials and technicians on retail mutations and mobilizable tools
- 12 Prolong and amplify support programs for enterprise creation in fragile territories
- 13  Dynamize the commercial management of social landlords
- 14  Support the sustainment and professionalization of retail managers
- 15 Develop the professional competencies of retailers
- 16 Reinforce the animation of city centers

THEME 4

Drive the policy for developing local commerce and the social and solidarity economy in Priority City Districts

- 17 Extend and expand programs supporting business creation in fragile territories
- 18 Ensure the deployment of commerce project managers in city contracts
- 19 **!!! Encourage the setup of innovative activities that contribute to strengthening social bonds**
- 20 Support the development of solidarity funds and solidarity land trusts for activities relevant to the social economy

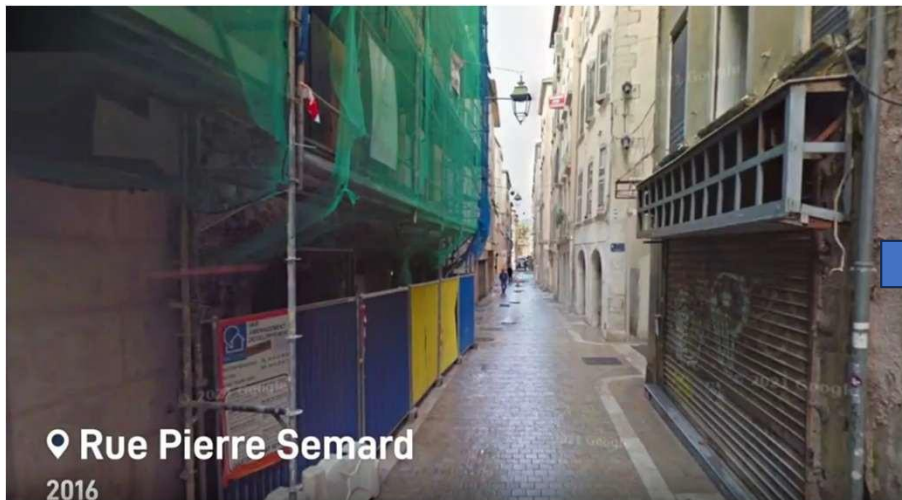


THEME 5

Revitalize real estate and land transformation tools to support an effective commercial policy

Real estate tools

- 21 Support the development of the ANRU / Banque des Territoires land trust in the Priority City Districts
- 22  Continue the development of revitalization land trusts
- 23  Create a mechanism to facilitate the change of use for obsolete commercial premises
- 24 Make commercial planning studies mandatory in urban and real estate projects
- 25 Facilitate options for the acquisition of commercial premises by local authorities - Acceleration of pre-emption mechanisms for vacant heirless property



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Aujourd'hui

Real Estate Taxation

- 26 **!!! Reform the counterproductive nature of the deficit property mechanism for commercial units voluntarily left vacant**
- 27 **!!! Reform taxation on vacant commercial premises**
Extend the measures planned under the simplification bill and the local commerce and economy roadmap.
- 28 Extend the Dutreil Pact to takeovers by employees with knowledge of the business and clientele (to facilitate business succession)

Commercial Rents

- 29 Control commercial rents and their charges
- 30 Promote the creation of a commercial lease of social utility to cap rents in distressed areas





Merci !

Contact

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