



Bundesministerium
für Verkehr, Bau
und Stadtentwicklung



NATIONALE
STADT
ENTWICKLUNGS
POLITIK

National Urban Development Policy

A joint initiative by the federal, state and local governments



BAUMINISTERKONFERENZ
KONFERENZ
DER FÜR STÄDTEBAU, BAU- UND WOHNUNGSWESEN
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What is urban development? A joint undertaking.



How should we describe the city, and its development?

For thousands of years it has been the large and small decisions made by each individual resident that make our cities; make them different from one another and as such constitute their respective peculiarity and special quality. There are the big decisions regarding railway stations and airports, city tunnels and high-rise projects. They have an enduring impact and ought to be given joint consideration. The small decisions – taking a right through the popular student district and going to the organic store there or taking a left in the car to do your main shop at the discount store just to save a few Euros – are made quickly yet have a huge impact on the constantly changing urban structure. Keeping your child at home or sending them to kindergarten? Meeting in a local cafe or going to the opera or a club? These things also shape a city. Every single day. Every day you are out and about in the public space, see less of your friends and more of unknown urbanites. You make yourself visible or want nothing to do with other people. You write an open letter to the newspaper and trigger discussion across the entire city.

An ordinary day in the city. Leave the apartment, greet a neighbour, go down the stairs, out of the house, turn right, run to the baker for bread rolls and coffee, the neighbour's bicycle trailer nearly catches my leg, jump on the bus to catch the train, then off to the office in the city. Another 87 mails since yesterday. Lunch break, a short walk through the park, then meetings until the end of the day. Collect my son from kindergarten. That'll take a while too. The boy will probably stop at every building site. OK, can I write a few text messages. There's traffic everywhere. The bus crawls along. And will shopping have to wait yet again? Is it like this everywhere?

All of these decisions constitute the city

The sum of the individual decisions made by each individual with their individual backgrounds and cultures shape the atmosphere of a city. Creative skills influence economic power and vice versa. Decisions shape beauty and spaces, public and private, often frequented by some while avoided by others. In addition to public and local spaces, global social networks provide another forum for social relations. But that will not suffice in the future because we are human beings: „*Sensuality guarantees the survival of the real city vis-à-vis the virtual one*“ (Hanns Adrian).

Decisions made by property owners shape the face of a city. The political desire to shape things influences local urban policy. All of this in combination forms an image. Personal or joint decisions and strategies for action determine the course of urban energies, the dynamics within urban society. Urban development is a communal undertaking – conscious or unconscious, planned or spontaneous. Urban development policy has both a private and public impact. What it should be not matter what? Cooperative and full of energy.



Great challenges. For strong partners.

Great challenges. For strong partner.

Urban development is first and foremost a task for the people in their cities, districts and regions. It is local and is connected to competition. Given the increasing pace of globalization, the fact that we likewise live in one world is something that we are aware of even in daily life. Competition also calls for close collaboration. Not just since the financial and sovereign debt crises has it been clear just how strongly interlinked we all are. We will exploit the opportunities and at the same time have tackle the tasks at hand.



Cities in global competition: high qualities in residential areas and public space make the difference: Hamburg Hafen-City

Cities, local authorities and regions face a major challenge: to hold their own economically on both the regional and global stages, to master the difficulties of climate change, demographic trends and ensure urban development that is socially just, while also reducing regional disparities. Inclusion in urban development is no longer just a nice buzzword. It must be anchored in local urban policymaking. What people expect of their immediate surroundings is likewise rising. The quality of life in cities and communities is not least a reason for businesses to relocate there.



Challenges of demographic change: between growth and decline



Energy policy change



Challenges of resources' efficiency



Challenges of an energy-efficient and a citizen-friendly mobility



Challenges of a knowledge-based society



„Effizienzhaus Plus“ in Berlin: produces more energy than it consumes

Germany is entering the age of renewable energy and is opting out of nuclear power. With this policy change, Germany is consistently championing the long-term clear reduction in greenhouse gas emissions – among other things by expanding the reliance on renewable energy sources, greater energy efficiencies, and smart networks. Now how can buildings and transport remain affordable for all the citizens and nevertheless be ecologically friendly? How we can design things such that the policy change benefits everyone?

Local authorities, the federal states and central government are all concerning themselves with these issues. At one and the same time. A major challenge that calls for strong partners and extensive collaboration if the cities and local authorities are to remain viable entities in the future.

Leipzig Charter and National Urban Development Policy



In 2007 the European ministers responsible for urban development passed the “**Leipzig Charter on Sustainable European Cities**”. It contains two key messages:

1. We need to strengthen integrated urban development policy all over Europe.
2. Disadvantaged urban districts do fulfill important functions within the overall urban context. They should therefore be accorded greater political attention.

In response to the Leipzig Charter, in July 2007 the Federal German Ministry of Transport, Building and Urban Development began to draft the “**National Urban Development Policy – a Joint Initiative of the federal, state and local governments**”. The National Urban Development Policy is a joint project by the Federal German Ministry of Transport, Building and Urban Development, German Association of Cities, German Association of Towns and Communities and the Conference of Building Ministers and therefore offers anyone with an interest the opportunity to make a contribution to the topics of city and region, living together in the city, urban qualities and good urban planning. A board of over 40 people represents the diversity of social structures and advises ministers on the implementation of national urban development policy.

The general public is to be made more aware of the topics affecting cities and towns, new alliances and greater participation are to be encouraged. Citizens are to be more strongly involved. To this end a number of events are on offer, which promote exchange and help find innovative answers. The following will assist in this initiative:



3rd Federal Congress 2009, Essen, Zeche Zollverein



Meeting of the Board of trustees 2011, Berlin



- “Good practice”, urban development promotion programmes,
- the “project series for cities and urbanity”,
- the general “platform” for urban development.

Successful politics relies on protagonists from the worlds of business, science, politics and civilian society becoming involved, contributing their expertise and skills. The National Urban Development Policy offers diverse opportunities for collaborative work on the future of our cities and communities.



Memorandum “Urban Energies – Urban Challenges”



Pre-conference debates the future's challenges of the cities.



State Secretary Rainer Bomba opens the conference for the civil society partners in Berlin.

Memorandum “Urban Energies – Urban Challenges”

Now that the Leipzig Charta is five years old and the National Urban Development Policy has been established, in 2012 the time is ripe to take stock and cast a glance at the future of cities. Against the backdrop of the goals and focus of the Leipzig Charta what are the most urgent tasks and suitable strategies for tackling the challenges cities and local authorities currently face? What needs to be more clearly formulated and up-dated?

In spring and summer 2012 international and national experts drew up a Memorandum on “Urban Energies – Urban Challenges”. It is the result of a comprehensive, multi-level collaborative and participative process that involved the local authorities and specifies the current key tasks of sustainable urban development:

- the cautious ecological renewal of buildings and neighbourhoods,
- the technological regeneration of urban infrastructures,
- developing a new mobility and
- social integration.

The Memorandum calls on the executives in cities, regions, governments and organizations, but also in the relevant umbrella organizations, corporations and initiatives to independently devise and realize their own programmes and projects for sustainable urban development. It is intended to be viewed as self-obligatory for future action.

The Memorandum emphasizes the need for active urban development policy on the part of all nation states – with the goal of bundling urban and regional activities to serve as a platform for urban development. It calls on everyone to expand and use their own potentials and to forge alliances with other partners and to continue bringing the diverse urban energies to bear in urban development – **“with a joy in shaping it”**.



Conference for the partners ...



... to engage them close into the process.



Working group at the pre-conference



Working on the draft of the Memorandum

“Good practice“: Urban development promotion programmes

“Good practice” is the long-term strategic element of the National Urban Development Policy.

Besides advancing legislation (especially urban planning legislation) relevant to specific areas and coordinating research projects on “city and space” (department- and university research) continued subsidization of urban development represents another main focus of “good practice”. It was born from the realization that the complex societal, ecological and economic challenges cannot be faced by the cities alone. Owing to their size and complexity many tasks must be addressed by the entire state. This is why ordinarily the federal government, the states and local authorities each contribute one third of financing required.

Subsidizing urban development is an important instrument of state structure and urban development promotion programmes.

Support is given not to isolated, individual projects but to comprehensive urban planning measures in spatially defined areas. Devising integrated urban development concepts is becoming increasingly important. In many places it is not only people from local administration and politics that are involved at the planning stage but local residents, business people, property owners, initiatives and associations, too. In addition, urban planning promotion programs make an important contribution to the

promotion of local economy. More recent studies conclude that urban planning aid from federal and state governments constitutes 7.8 times the amount that comes from private and public investments.



Since being introduced for the first time in 1971 the subsidization of urban development has been subject to continuous development.

It reflects the tasks currently facing urban policymakers and comprises the following programmes:

- Urban modernization and development measures (since 1971)
- Urban preservation of historical monuments (East) (since 1991)
- The Social City (since 1999)
- Urban redevelopment East (since 2002)
- Urban redevelopment West (since 2004)
- Active city- and district centers (since 2008)
- Urban preservation of historical monuments (West) (since 2009)
- Smaller towns and communities (since 2010)

Urban Preservation of historical monuments/ national UNESCO world heritage sites programme

Preservation of urban monuments/investment programme in German national UNESCO world heritage sites

After decades of neglect the urban fabric at the heart of many east German towns was characterized by vacant real estate and by signs of decay; there was a danger that important cultural ensembles would be lost. In order to save this endangered cultural heritage, in 1991 central government joined forces with local authorities to launch a special programme for the preservation of urban monuments. In 2009, this programme was also introduced in west German states. Here, too, the focus is on looking after the kind of important historical centers, buildings and ensembles will that it is in the public interest to preserve. Since then, the focus has not only been on historical town centers but also on other places that have defined the character of a town, suburban districts, areas with buildings dating from the Wilhelminian era and settlements dating back to the 19th and 20th centuries.



UNESCO world heritage Aachen Cathedral: reconstruction of mosaic



UNESCO world heritage Aachen Cathedral: reconstruction of mosaic



Urban preservation of historical monuments programme (East): listed buildings and ensembles shortly before total loss



Regained urban quality: example in Halberstadt (Saxony-Anhalt)

programme hopes to do is to transform them into living places, places that are equally attractive to live and work in, to enjoy culture and leisure activities in, places that will appeal both to residents and visitors. The programme contributes to bolstering the local SME economy, particularly small trade businesses.

With the investment programme national UNESCO World Heritage sites, the central government in Germany is also, from 2009 through 2014, promoting the development and care of Germany's world cultural heritage and world natural heritage. The programme encourages investment measures and ideas of an exemplary nature for planning and developing these world heritage sites.



World Heritage Visitor Centre Regensburg



World Heritage Visitor Centre Regensburg

The goal of the programme: to preserve the integrity of historical town centers and urban districts, with their characteristic buildings, streets of houses and squares, to ensure their upkeep and to develop them. What the



Historical city center: World Heritage site Quedlinburg (Saxony-Anhalt)

The Social City – investments at neighbourhood level/BIWAQ



Construction project in Nuremberg district "Nordostbahnhof"

The Social City – investments at neighbourhood level/BIWAQ

In towns, growth and decline are often to be observed at close quarters. In a large number of large and small municipalities, districts exist where building-related, economic and social problems come together. In order to counter the threat of a downward spiral in these kinds of disadvantaged districts, in 1999, central and local governments launched an urban development programme, "The Social City". In 2012, this developed into "The Social City – neighbourhood-level investments".

The focus is on an integrative approach: the programme finances investments in buildings and apartments, living environments and the infrastructure at district level. These are complemented by and dovetail with measures in other areas of politics, for example, funding for education and employment, integration, health and the local economy. Accordingly, the Social City programme specifically targets cooperation between different departments and the pooling of resources in specific social environments. The joint objective is to stabilize and upgrade all aspects of these districts and thus to improve residents' quality of life, to encourage them to socialize and integrate with one another. An additional aim is to extend cooperation with

third parties in the district, for example, by getting companies and foundations more involved, but also by promoting voluntary work.

The joint basis on which the responsible parties become involved in such activities is the integrated development concept for the relevant urban district. Moreover, residents are included and involved in planning and implementing such measures at an early stage. A district management team coordinates and assists with the various processes locally.

Nationwide projects are financed, particularly in the areas covered by the Social City programme, with resources from the European Social Fund (ESF) and from the Federal Ministry of Transport, Building and Urban Development (BMVBS). These projects are aimed at improving the qualifications and the social situation of residents and thus at enhancing a sense of belonging in these districts. A wide range of different measures to improve education and the level of training, to bolster employment and to strengthen the local economy are promoted by BIWAQ.



Berlin, Kiezbüro Klausener Platz



"Please take your seats" campaign, Hamburg



elan GmbH events center, Fürth



Future Conference: "Boosting the South Side", Nuremberg - Galgenhof-Steinbühl



BIWAQ-Project Jobmobil Halle (Saale)



BIWAQ-Project "Integration by Education", Bremen-Gröpelingen

Urban Redevelopment East and West

Urban Redevelopment East and West

In various regions of east and west Germany, the changes in economic and demographic structures are becoming ever more obvious. Among other things, contracting populations spell new urban planning issues for municipalities. Solutions must be found to how municipalities can deal with high quantities of vacant real estate and how it can be guaranteed that inner cities will continue to function.

This is where urban redevelopment programmes come to bear: two programmes have been launched, the **urban redevelopment programme in the east** in 2002 and the **urban redevelopment programme in the west** in 2004. On the basis of holistic urban concepts, double strategies comprising measures for demolition and upgrading are being put in place. In east German municipalities the quantity of vacant real estate is being reduced in order to stabilize urban structures and to consolidate the market; the urban infrastructure is being adapted accordingly. At the same

time, inner cities, districts worth preserving and valuable old buildings are being upgraded.

In municipalities in west Germany the focus of activities is on the inner cities, on residential districts with building from different eras and on industrial, social and military wastelands. What they all have in common is the fact that successful urban restructuring requires an integrated strategic approach. Accordingly, integrative urban planning development concepts need to be devised and/or updated for regions participating in the program.

The urban redevelopment programmes contribute to an enhanced culture of cooperation between local authorities and the real estate sector. At the current stage of urban restructuring what is of outstanding importance is to offer support to inner-city districts and to preserve their old buildings. Recent years have seen consistently higher-quality urban design, a visible enhancement of districts, and the preservation of old buildings.



Urban redevelopment in Riesa (Saxony): Reshaping by reducing the number of storeys



Leinefelde (Thuringia): Restructuring to City mansions



Leinefelde (Thuringia): Restructuring for higher design quality



Chemnitz: ready to upgrade a "Gruenderzeit" area.



Focus residential areas in the integrated urban development concept Leipzig 2020



Urban Redevelopment programme west: development concept for the city centre, Pirmasens



Urban Redevelopment programme west: Velbert Nordstadt concept

Active city- and district centers



Berlin: Spandauer Vorstadt – Kunstthof



Hameln: Bäckerstraße



Bocholt: Market place, city centre



Hanseatic City Wismar: city centre



Cologne: Square An der Traubenbörse

Active city- and district center areas

Attractive CBDs and high standards of living in downtown areas in both urban districts and smaller communities are of outstanding importance for the future of our cities and smaller communities. With its integrated approach, the “center programme” supports the diversity of these centers, buttresses them as places to work and live, as business and cultural centers, the locations of shopping and leisure facilities – and, not least, places that people can identify with in their daily lives.

The programme encourages efforts to guarantee and expand the diversity of the facilities in downtown areas and the centers of small communities as well as promoting the meaningful layout of public places, initiatives for dealing with vacant real estate and measures for social stabilization.

One main aim of the programme is to really get civic bodies and the local business communities involved. The objective: to achieve long-lasting effects by encouraging local citizens, businesses and public authorities to work together.

In order to achieve this goal, a new tool, the Disbursement Fund has been put in place. This makes a contribution to accessing private financial resources, among other things, in order to strengthen such centers. Up to 50 percent of the fund comes from urban development funding put up by the central and state governments and the local communities and at least 50 percent is financed by private individuals or by additional community funds.



Idar-Oberstein: Hauptstraße

Rural infrastructure initiative: smaller towns and villages



Bischofsheim a. d. Rhön:
Enhancement of the city centre



Retail sale: important for an adequate supply in smaller towns and villages



Berching: city walks for inhabitants



Model region Southern Harz Mountains/
Kyffhäuser: "regions for the future"

Rural infrastructure initiative: smaller towns and villages

Declining populations and migration represent major challenges to rural regions. In order to safeguard services for the public and create perspectives for the future of rural areas, in 2010 an initiative, the **"Rural infrastructure initiative"** was set up. This initiative relies both on the strengths and on the ideas and cooperation of local populations.

One of the core components is the program **"Smaller towns and villages – inter-community cooperation and networks"** that was launched in 2010, together with the individual German states. The objectives of the programme are to strengthen small and medium-sized towns as business, social and cultural centers and to allow them to function as hubs, supplying services for the public in the future. The goal: to shore up their key local function in meeting social needs on a lasting, adequate basis and at a high level.

To this end, the programme supports active cooperation between the communities. Within the framework of integrated, inter-community development concepts strategies are devised for coping with the consequences of the shift in demographics and joint goals and focuses for development are formulated. On the basis of these jointly agreed concepts sustained investment in the needs-driven adaptation and modernization of community infrastructures is implemented. In this way, the programme contributes to developing and strengthening these centers as living places, places where people can both live and work.



Rural areas between important regional supply functions and challenges of demographic change



Award winners of the competition "people and success 2012" for innovative solutions for mobility and community infrastructures in rural areas

The KfW's Programme „Energy-efficient Urban Refurbishment“



Winner competition "Efficient Houses – Energy Efficiency and Good Architecture" in the Listed Buildings category, Hamburg



... in the New Detached Houses category: Langerringen



... in the Modernized Multiple-Owner Dwellings category: Mannheim



... in the New Multiple-Owner Dwellings: Berlin



Dena quality seal for energy-efficient houses: the modernized Munich house achieves the Effizienzhaus 100 standard. Meaning in terms of energy requirements it meets the standards set by the German Energy Savings Decree for a comparable new build.

The KfW's Programme „Energy-efficient Urban Refurbishment“

In its energy concept of September 28, 2010, the German government identified a course for a reliable, economical and environmentally sustainable energy supply. The key to more energy efficiency lies within the existing housing stock. This is where just under 40 percent of secondary energy is used. In future it will be even more important to give a higher priority to modernizing individual buildings on a large scale. In order to achieve this objective, the KfW's new sponsorship programme, "Energy-efficient Urban Refurbishment" is offering additional ideas for more energy efficiency at district level in all 12,000 municipalities in Germany.

The KfW's programme will trigger comprehensive measures to promote energy efficiency in buildings and infrastructures and secure their implementation. Among other things, there will be a special focus on wider uses for renewable energies in old downtown districts. The objective is to concentrate harder on getting different groups of owners and, in particular, private tenants more closely involved in the modernization process.



Speyer: Winner in the "Efficient Houses – Energy Efficiency and Good Architecture" competition in the Modernized Multiple-Owner Dwellings category

In the developed inner cities whose building fabric is worth protecting it is particularly important to carefully weigh up modernization in terms of energy use with historical building considerations. In such cases it is necessary to strike a balance between modernization measures, building requirements and the objective of preserving an existing cityscape. In combination with another **new financing tool**, "Efficiency house listed buildings", the programme "Energy-efficient Urban Refurbishment" will be of great importance in this, as part of a tried-and-tested KfW programme which also benefits from funding from the federal government "Energy-efficient modernization" (CO₂ building modernization programme).

At district level, it would be meaningful to combine the funding from existing urban development programmes with funding from the new KfW programme. The combination of a district-related approach for modernizing cities in terms of energy with intelligent building funding provides the best requirements for bringing all districts, housing stocks and urban infrastructures up to speed for the challenges of the future.

Memorandum “URBAN ENERGIES – Urban Challenges”

I. Preamble

(1) The LEIPZIG CHARTER on Sustainable European Cities was adopted five years ago. It builds on the results of the Global Conference on the Urban Future URBAN 21 held in 2000. The **challenges** identified at the time are still valid today: demographic change, social inequality and integration, shortage of affordable housing as well as environmental and traffic problems. Since then, climate change has become more serious and its impacts more significant, the era of cheap fossil energy is nearing its end, food production has become more vulnerable to crises, and the financial system’s turmoil has not only burdened public finances but is also a threat to social peace. These developments affect cities, but increasingly also rural areas.

(2) Policy makers, the civil society and the private sector must provide answers to these challenges – international, national, regional and municipal answers. Cities of all sizes

hereby have a particular responsibility and obligation. The major strategic task for the future is **the local and regional implementation of the energy transition**. Only with greater energy efficiency and the use of renewable energies can the era of cheap fossil energy be left behind. And only by doing so will an effective contribution be made to fight climate change. Being both the problem and its solution, cities are once again called upon. The Energiewende (energy transition) can only be successful if it is not considered as an isolated task but rather if it is embedded in integrated urban development strategies. This requires extraordinary economic, social, ecological and cultural sensitivity.

(3) In many states, drastically reducing greenhouse gas emissions and energy consumption is a stated objective. In Europe, the housing stock should be almost climate-neutral by 2050. In Germany, withdrawing from nuclear energy and enacting the energy transition has created a new framework and imposed new constraints. In addition to increasing

energy efficiency, an extensive conversion to renewable energy sources is essential. **The use of regenerative energy resources** will not only change urban utilities infrastructures but also affect buildings as well as city- and landscapes. With its enormous dimension, the form of this change brings new tasks in the renovation and new construction of buildings and neighbourhoods as well as in urban, transport and landscape development.

(4) European cities provide good conditions to address these challenges. Cityscapes, public spaces, streets, green spaces and buildings offer a sense of local identity and homebuilding in times of accelerated globalisation. Their respective singularity must be considered. Thanks to their architectural and social qualities, cities can make a significant contribution to the implementation of the energy transition.

(5) The social energies for a sustainable urban development are concentrated

in cities. Urban energies come first and foremost from creative people, their skills and commitment to accompany sustainable urban renewal, but also from education and science institutions. Cities are “energetic catalysts” of key social, economic, ecological, technological and cultural innovations. They concentrate initiative and willingness to participate as well as committed and competent citizens. Regarding foreigners and minorities, the vast majority of citizens is tolerant and shows solidarity with social issues.

(6) This memorandum coins requirements for political inspiration, innovation, creativity and civic engagement to ensure an environmentally responsible, socially balanced and economically robust – in short, a sustainable urban development.

Complete text to be found after resolution by the participants in the “International Conference on Urban Energies” (Oct. 11-12, 2012 at:

www.nationale-stadtentwicklungspolitik.de

“Project series for cities and urbanity”

The large social policy challenges are concentrated in cities (demographic change, social cohesion and integration, economic development and stability, climate protection and the move towards alternative energy sources). In order to tackle these complex tasks we not only require tried-and-tested methods but must also embark along new paths. In the sciences and medicine new solutions are often found in the laboratory. In biology or chemistry experiments are performed; in urban development pilot projects are launched. They allow new methods and approaches to be tested in practice.

In order to pursue this approach the National Urban Development Policy 2007 launched the “project series for cities and urbanity”. They give cities and towns the opportunity to try out new methods and to secure new experts for the urban development tasks facing them. The insights from the pilot projects are also taken into account in “good practice”, whereby practical approaches are considered when advancing legislation and subsidizing urban development. To date, over 100 pilot projects have been implemented under the umbrella of the National Urban Development Policy.



Presentation of the Church and City pilot project at Federal Ministry of Transport, Building and Urban Development



Wanfried Houses project: specimen half-timbered house



Nexthamburg in the Museum für Hamburgische Geschichte



www.citybahnhof.ulm.de platform



“Thinking the Street as Free Space” project – Grebenstein

Funding is given to approaches relating to specific districts, schemes and concepts developed for whole cities and regions as well as various topical urban networks. What all projects have in common is that they meet the criteria set out in the National Urban Development Policy:

- The projects are innovative, i.e., they are instrumental in embracing new ways of solving complex challenges within their field.
- The projects are exemplary, i.e., they address challenges that will also define future urban development in other cities.
- The projects operate as partnerships involving as many people as possible from a variety of different disciplines.



Projects under the aegis of the National Urban Development Policy

Projects Participation

DIY St. Pauli

New methods of motivation and participation are being used in order to respond together with citizens to the urban challenges of increasing gentrification. Alongside the use of a central point of contact and information office (the GWA St. Pauli), **public design advice** is offered, “**district shelves**” assembled and stacked with current information on the particular district’s development, a website with an interactive district blog set up, and district meetings and open panel discussions held.



Specimen half-timbered house, Wanfried



Call to encourage participation



Potential conflict: affordable housing vs. high-end new builds



St. Pauli undergoing change

PR work by the Citizens’ Group to Preserve the “Wanfried Houses”

The intention behind the devised PR modules is to render the free-of-charge brokering and advice of potential house buyers more efficient and diversify it. To this end, design and use of the presentation space, the expanded website, the flyer, exhibition materials and the export of the “**Wanfried model**” have all been subsidized. Linking and fostering civil society initiatives and architectural aspects are thus supported in a small structurally weak region hard hit by demographic change and make the results especially interesting for National Urban Development Policy.

Church and City

In this project the Protestant and Catholic churches and their respective charitable organizations seek to explore and advance their role as players in integrated urban planning. The approach relies on reference sites and regional nodes defined on the basis of a nationwide poll, and different **events** on topics such as “**local authorities and the church in the urban space**” or “**the linkage of church activities and social spaces**”.



Church nearby Hof (Bavaria)

Multimedia Participation as part of the Future Conference 2012 in Ludwigsburg

The Ludwigsburg pilot projects is a prime example of how durable forms of inclusion can be created, and new media and urban planning communications forms can be tried out. **The Web-based participation platform “MeinLB.de”** has been developed as a continuation of the integrated urban development process initiated in 2004. The goal: to expand the elements of integrated sustainability management to include innovative forms of inclusion. The platform is the basis of an ongoing discussion on urban planning and is designed to deliver ideas and feedback from the citizens on a regular basis.



Future Conference Working Party



“MeinLB.de” participatory platform”

Projects Innovative urban development/architectural culture

Trial Residences Görlitz

The idea behind the Trial Residences project was to enable different inhabitants to experience living in the stately quarters dating back to the Wilhelminian era. Together with the inhabitants, the City Planning and Zoning Office and the Housing Association, Görlitz Kompetenzzentrum Revitalisierender Städtebau explored concepts for enhancing the status of the Wilhelminian era quarters in cities in east Germany and to reduce prejudices against them. The period during which the pilot project came under the auspices of the National Urban Development Policy was used to test the idea as a trial experience and fine-tune it. The project was then successfully placed on a private financial footing.

Thinking the Street as Free Space / Grebenstein Construction Academy

The “Thinking the Street as Free Space” challenges citizens of Grebenstein to engage in a new debate on the future of the old town and the overall development of their town. Events, campaigns and innovative concepts to design urban free spaces and transportation were jointly developed, all destined to strengthen the old town. The project triggered the follow-up idea of “Grebenstein Construction Academy”, which is meant to constructively continue the inclusion of civil society and familiarize citizens with the ways of modernizing houses.



Project team: the red sofa as part of the “Wandering Living Room” campaign



Appealing Wilhelminian apartment blocks for trial living in Görlitz



“At the Construction Academy, anyone can learn practically what he or she can personally do.” (Danny Sutor, Mayor of Grebenstein)



Your Place – project in Hamburg-Wilhelmsburg in cooperation with IBA

Nexthamburg – the best ideas for the future of the city

Nexthamburg is Hamburg’s independent and open future lab for the city of tomorrow. Nexthamburg involves the public in developing visions, strategies and real ideas for future urban planning and puts these up for public debate – in this way stimulating Hamburg’s urban development. The public is invited to think about tomorrow’s city will look like – online and during the regular “Nexthamburg Sessions”.

Bildungs- und Kompetenzzentrum HausHalten Leipzig

As early as the end of 2004 the non-profit association HausHalten e. V. collaborated closely with the City of Leipzig to try out its “Guardians House” model. The initiative seeks to carefully secure endangered old buildings in significant locations and preserve their values by addressing users with good ideas and a need for a lot of space. The goal of the subsidized project was to advance the Leipzig Guardians House initiative and transpose the model onto other cities.



Guardians' House East Leipzig

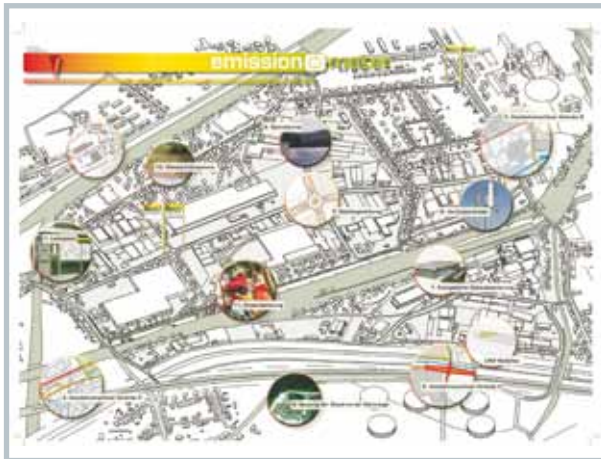


Information event for the Preserving Houses project in Görlitz

Projects Climate

Zero Emission Parks

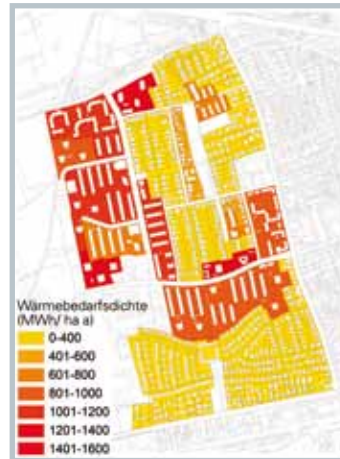
As part of the project, a **zero emission concept** has been devised and realized together with local players. Here, experiments were made to see how commercial and industrial estates can be sustainably developed by reducing CO₂ emissions and thus counteracting global warming. At pilot test sites in Bottrop, Bremen and Kaiserslautern the key idea was adapted to the respective project locations, with the overall goal of reducing emissions by 40 percent by 2013.



Zero Emission Park: Overview Activities

Energy-appropriate urban planning – opportunities for existing buildings thanks to energy-innovative new zones, Munich

In order to implement the urban guidelines on “**energy-appropriate urban planning**” plans for the new Freiham residential estate will include renewing the existing buildings in neighbouring Neuaubing. By means of an energy-appropriate strategy plan, high urban design standards, energy-efficient building and the provision of energy from renewable sources will be linked to a concept for renewal in order to include inhabitants in the existing housing estate in socially just energy modernization.



Existing city quarters: calculation of heat requirement



Local presentation of the urban design concept, co-generating plant in the background



Project sequence plan

Social City goes mobile – Greifswald innovative mobility station

Environmental protection and lowering CO₂ emissions, rising oil prices, and changing life styles and mobility needs will in future all decisively influence traffic in cities. For the central Greifswald downtown and Fleischervorstadt districts a local, **integrated mobility concept** is being

developed that will reflect citizens' requirements and the acceptance of new services just as it does current user patterns. To this end, mobility stations will be “positioned” in the respective district in consultation with the citizens, whereby each station networks various transport services in the respective locality.



The Hanseatic City of Greifswald has one of the highest ratios of cycle users in Germany



Compact city and green belts: favorable for enhancing cycle traffic

Projects Business

Downtown campaign Neustadt an der Weinstrasse: deploying innovative instruments to network property owners and users (strengthening downtown Neustadt)

The **downtown campaign** aspires to strengthen the usages and density of housing, work, hospitality, shopping, education and cultural opportunities downtown. The focus is on using a holistic approach based on quality, usage and vacancies management to move the inner city forward. To this end, building-specific circumspect and individually viable solutions need to be developed. The campaign has three elements: property dialogue, property management and consultancy.



Parts of downtown are stable shopping areas.



Attractive public space and historical highlights exist, ...



... but some areas face severe development issues.

Dülkener Entwicklungs AG – private initiatives for downtown Dülken

Dülken's old down town has in recent years gone downhill in terms of the buildings and the social structure, triggering a change in retail patterns and denting its acceptance as a place to live. The project's main goal was to break the investment deadlock. A key role here is played by **the Dülken Entwicklungs AG, driven by private individuals**. A substantial six-digit figure has to date been raised by the 150-plus persons involved in the joint stock corporation. They are committed local citizens and seek to reverse the town's downward spiral by using private capital, too.



Downtown Dülken – impaired acceptance



DEAG tries to encourage investments and itself stimulate activity.



Development prospects for the Biotech Campus on the old Leipzig fair grounds

BioCity Campus Leipzig

Several major biotech R&D establishments have already set up shop on the grounds of Alte Messe Leipzig. With ongoing demand for properties, plans envisage a biotech campus evolving here in coming years, bringing together what were formerly spatially and organizationally separate research, development and production operations. As part of the **BioCity Campus pilot project** a concept study is being prepared studying the technological, functional, urban, architectural and property management feasibility of the planned campus.

Local initiative New Neckar Meadows Esslingen am Neckar (strengthening the commercial and trade hub)

The “New Neckar Meadows” commercial estate founded in the 1960s has become somewhat run down. The project therefore sets out to augment the region's competitiveness and its future sustainable development. By converting existing buildings, enhancing the estate's image, and a joint strategy by local companies, the plan is to transform the downtown commercial estate into a vibrant hub providing future jobs. Together with **“district management for working area improvement”** the local companies and property owners are devising strategies and projects to advance the estate.



“New Neckar Meadows” commercial estate

Projects Collaboration

Dialogue, the Future and the Region Hanover

The plan is to establish a new Regional Land Use Programme for the Hanover Region by 2015 on the basis of broad civic involvement. The project seeks to actively address groups of citizens, members of civil society and the world of politics. To this end, the Hanover Region will be deploying various real and virtual instruments that will render decision-making processes transparent despite the greater land use reference and also provide lively and interesting forms of civic involvement and information.



Opening of the Schloss Ricklingen-Horst Cycle Path



Enquiry at "Dialogue Forum"

koopstadt – a collaborative urban development project in Bremen, Leipzig, Nuremberg

Learning together and from one another, the three cities of Bremen, Leipzig and Nuremberg have taken to heart, and have jointly devised the "koopstadt" pilot project. Starting in 2007 and through 2015 the cities will interact closely in the field of urban development and test innovative solutions for the central urban development challenges of the day, in this way also enhancing the skills of all actors involved, both inside and outside their respective administrations.



The project's "family" met in Bremen.

INITIATIVE REGIONALMANAGEMENT Region Ingolstadt e. V. – regional development as an integrative task

INITIATIVE REGIONALMANAGEMENT e. V. aspires to bundle projects in the fields of business, education and science, quality of life, and the perception of the region. It will bring together regional players from the worlds of politics and business and members of civil society in order to include as many perspective and ideas and tie them into project work.



Presentation of an umbrella brand for the Ingolstadt region



Future Workshop 2009 on developing a CI and an overarching brand



Tourist development: all data on regional cycle tours as downloads for mobile phones

The “platform”: Exchange and transfer



2. Federal Congress 2008, Munich, Alte Kongresshalle



5th Federal Congress 2011, Kassel, Kongresspalais



Meeting of the Board of Trustees 2009

Architects, urban planners and transport experts, specialists and non-professionals, politics and business, science, churches, associations and initiatives all have an impact on the appearance of our cities – to name just a few key players and interest groups besides the residents. In order to pool their respective knowledge and skills, we must ensure continuous exchange and knowledge transfer. This is the only way to develop solutions that facilitate the implementation of integrated urban development in the spirit of the Leipzig Charter.

Since their start in 2007, the National Urban Development Policy has taken up this concept and developed it into a central forum for cities and communities in Germany. Since then, experts from the worlds of business, science and civil society have been working together with the federal government, the state governments and local authorities to find solutions for the future of our cities and communities.



3rd University Open Day 2012, Berlin



4th Federal Congress 2010, Nuremberg, Quelle Complex

There are a number of possible formats on offer to ensure as broad an inclusion as possible:

- Around 1,000 representatives from politics, administration, business, science, civil society, social and planning professions take part in the annual federal congresses. In addition to current urban development issues exemplary projects and approaches from Germany and abroad are presented.
- Over 40 key figures from politics, science, business and civil society belong to the board of trustees. Its members introduce current social impulses into the National Urban Development Policy, and contribute to widening the initiative in their respective specialist fields.
- Educators, researchers, young scientists and students regularly meet at the National Urban Development Policy university open days and other special events.. They help to provide a broad foundation for urban research and make the best possible use of the existing potential in the German research landscape.
- At a regional level the states and leading municipal organizations regularly organize specialized events. In addition, the project conferences help foster exchange between local authorities and those involved in projects at a local level.

The National Urban Development Policy Civic Foundation Prize 2011



Bronze Plaque for the 15 winners



Jury meeting

In recent years, Germany has emerged as a “nation of donors”.

In many places, citizens are doing voluntary work to the good of their towns, cities and communities. They develop new ideas on the future of their cities and realize these as non-profit projects. Civic foundations are increasingly important in this regard. As foundations “by citizens for citizens” they bundle energies committed actively to civic projects.

Civic Foundations are not meant to handle tasks that are tasks of the public sector. They do, however, of their own volition support communal structures. To strengthen the culture of appreciating such efforts in cities and communities and highlight the possible range of civic commitment, in 2011 the German Federal Ministry of Transport, Building and Urban Development, together with the federal states, the local authority umbrella organizations and the Federation of German Foundations (Bundesverband Deutscher Stiftungen) 2011 for the first time bestowed the National Urban Development Policy Civic Foundation Prize. The idea: to enhance the perception of civic foundations as a partner in urban development.



Awards ceremony at the 5th Federal Congress National Urban Development Policy 2011



Group photo with the prize winners (excl. Bürgerstiftung Kulturlandschaft Spreewald)

At the end of 2011 15 foundations were awarded the **National Urban Development Policy Civic Foundation Prize**. The foundations are actively committed in three selected areas of national urban development policy, namely:

- Proactive civic commitment – activating citizens on behalf of their town or city
- Social cohesion – creating opportunities and preserving integrity
- Architectural culture – improving urban design

University open days and research dialogue



2nd University Open Day 2010 held under the auspices of the National Urban Development Policy in the former...



... Berlin Kraftwerk Mitte at the same time as the realstadt exhibition



3rd University Open Day held under the auspices of the National Urban Development Policy in the...



Gasometer/EUREF-Campus in spring 2012



The University Open Days have become an established event...



Not least because of the strong student participations, e.g., with exhibitions and presentations.



Competition for course participants in mitMACHEN: "Fellbacher Planungsagenten" tested new methods of devising ideas on mobility

Germany has 415 universities (2010-11 winter semester) and thus a dense network of education and research establishments.

Countless institutes focus on current issues relating to cities. The National Urban Development Policy has undertaken to tap this existing potential and elaborate on urban issues together with representatives of the world of science and research.

The university open days organized by the National Urban Development Policy create the relevant framework for this. At the annual events, representatives of the federal and state governments, local authorities, science and research interact on current urban development research topics. In the accompanying dialogue with the universities, the discussion focuses on current methods, on aligning research projects, and on fostering interaction between the different disciplines and colleges. One key element of the university dialogue is to bring cutting edge research into contact with

young or trainee urban planners. The "Young Specialists Design the Future" is one such project offering students the opportunity to work on cross-university planning topics of the future in a sequence of summer schools. Moreover, under the heading of "Participate – New Ways to Involve the Public" young planners in four cities are given the chance to develop new ideas and concepts to involve the public in processes relating to public space.

The National Urban Development Policy runs a database on Ph.D. and research projects by young scholars and thus provides another element to strengthen close networking between policymakers and university researchers. The database gives an overview of current urban research in Germany and strongly helps the academics align their research work.

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