



# Mannheim

Towards a more livable city  
August 2018

Gehl

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Specific themes  
Pilot projects - just do it



# Resume

Gehl has conducted a “health check” or a preliminary public space and public life analysis of the central areas of Mannheim, primarily focusing on the “Quadrat”.

The approach to this has been to walk, cycle and drive around Mannheim and to observe city life. It has been to study existing planning documents and earlier inputs to the city on related matters, to undertake workshops with stakeholders and to talk with city staff and politicians.

Based on this and Gehl’s work in many other great cities around the world Gehl has identified 5 key moves towards making Mannheim an even better city to live in and an even more attractive city to visit and invest in.

The 5 key moves are:

- Upgrade and activate Mannheim’s public spaces with a respect for the different needs of visitors and residents, of young and old etc. And think the public space as a network, not as individual streets or squares.
- Create better access to the water. Mannheim has an unique location between the Rhine and the Neckar, this should be celebrated much more through good access for walking and cycling, attractive riverfronts and more “waterplays” in the city.
- Ensure a more balanced mobility concept. Mannheim is a walking city and with good public transport, though today cars take up much of the public space in the central areas. Some of this space should be prioritised for public space, for walking and for cycling. An important part of this would be to formulate a parking strategy both to free up attractive surface space for other uses and to ensure efficient use of the remaining parking capacity.

- Strengthen the link between the sister cities. Ludwigshafen is there, just on the other side of the river. The link between the cities should be improved both physically by a walking and cycling bridge and institutionally.
- Keep the identity of Mannheim. Mannheim has a unique location and architectural heritage, Mannheim center is not a museum but a living part of the city, Mannheim has an open, diverse, innovative, not-too-polished character. All this is a treasure and should be used as building blocks when working with the other key moves – or in other words “Keep Mannheim weird!”

In this presentation Gehl expand on the 5 key moves including how they can be realised in a Mannheim context and how other cities have worked with similar themes.

At the end of the presentation possible next steps in realising the key moves are described. A red thread is to involve the citizens of Mannheim, whether it is through discussion and debate, a prototyping festival or through a pilot project programme where new ideas can be tested quickly or a mix of all these approaches.

It has been a pleasure working in Mannheim, All the best for the future,

The Gehl team;  
Lisa, Birgitte and Andreas  
July 2018

# ① Introduction



## Background – why this project

The aim of this project is to work strategically with the city of Mannheim to **highlight both potential s and challenges in Mannheim.**

Gehl has been involved in this process as a partner with **an outside perspective** and with focus on bringing the people dimension in planning more into play in Mannheim, for example by improving the public space.

In **this presentation, the findings are summarised** for future reference. The recommendations are presented in a format that aims to present concrete suggestions for future work – some are long term suggestions; others could be implemented in the near future. The main reasons for this project

to be carried out now are:

- how to **retain a strong position** in the region as shopping patterns change?
- how to **accommodate all and meet new needs** with a growing, diverse population?
- how to reflect **Mannheim's identity** in a post-industrial society, but still living with industry?
- how to create **traffic in balance** with room for all with changes in use and demand?

This document will feed into these overall discussions about Mannheim's future. It will hopefully be a source to understand the current state and get inspiration for the future development of Mannheim.

# Cities for people – why Gehl

The **ambition** of the work of Gehl is to **improve the quality of life in cities** for people. This people focused approach has also been the point of departure for our work in Mannheim. Since 2000, Gehl has worked in more than 250 cities with the research of Jan Gehl from the School of Architecture in Copenhagen as the foundation.

This project has been carried out by Gehl's Cities team where we work with strategic work for cities. Team members are Andreas Røhl, Lisa Müller and Birgitte Svarre.

We hope this is a **first step** in a long term collaboration on strengthening Mannheim's position as a liveable city.



Lisa Müller, Architect



Andreas Røhl, Associate, M.Sc.  
project manager



Birgitte Svarre, Associate, PhD,  
MA Modern Culture



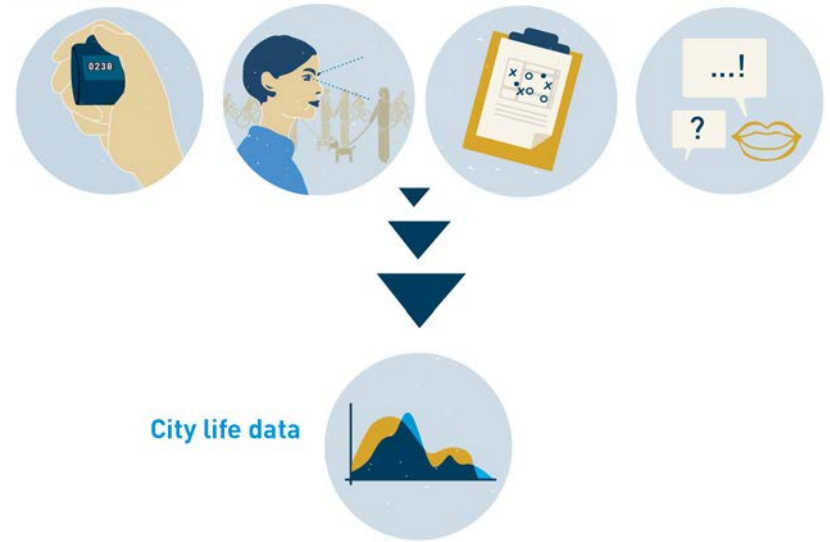
# Method – how we do it

The intention of this project has not been to go in depth with technical questions, but to get a **broad analysis** as well as give **recommendations**. These are based on **first impressions** and **sample registrations**. To develop the themes further, more detailed analyses must be carried out.

## Elements for this analysis and recommendations:

- key documents provided by the City of Mannheim
- presentations by key staff members from the City of Mannheim
- on site visits to different neighbourhoods
- sample registrations
- workshop with stakeholders

### Survey tools



### Sample registrations

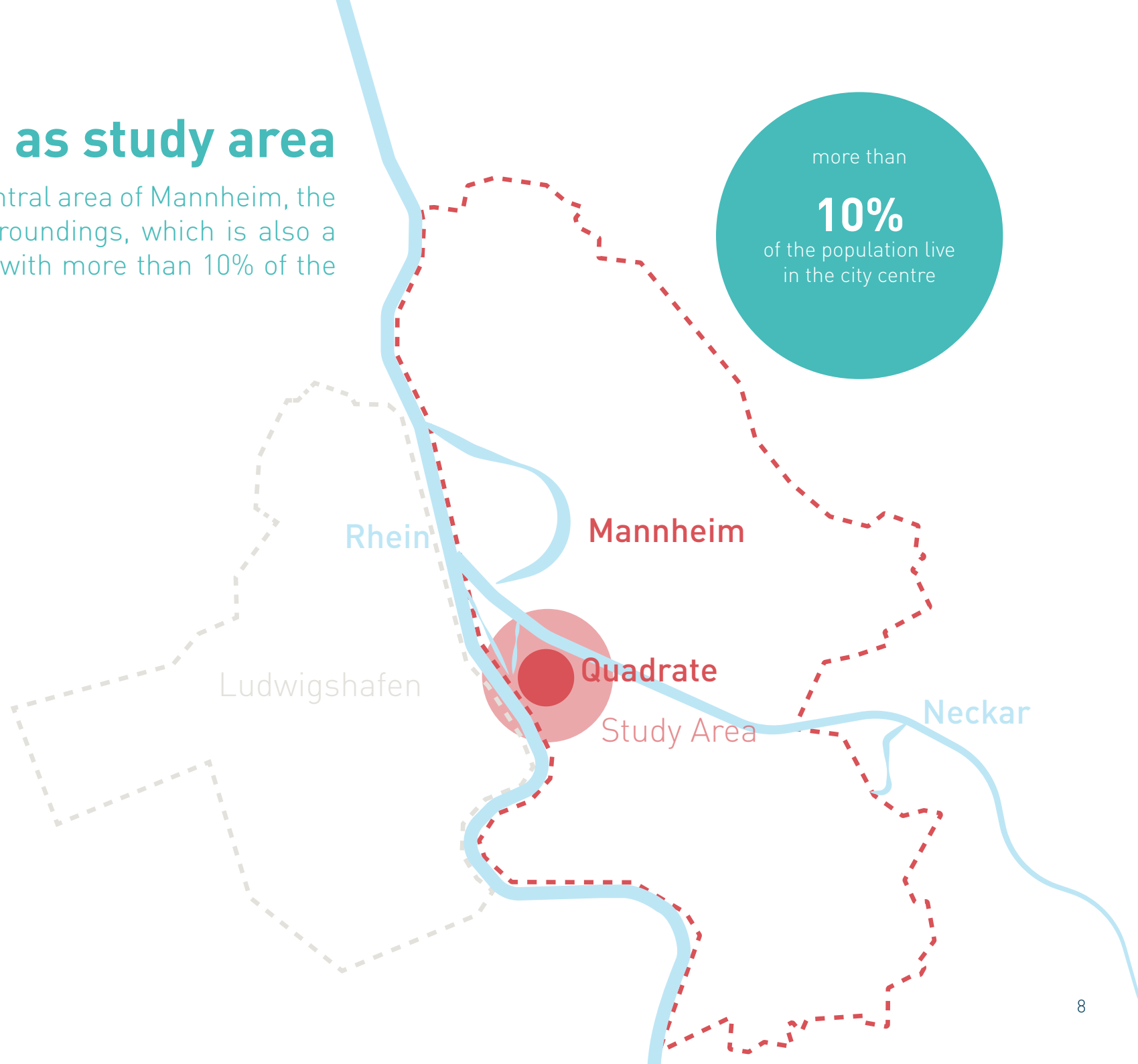
Left: Counting pedestrians passing by on Planken

Right: Registration of staying activity on Paradeplatz - number of people and type of activities

## Introduction

# Central area as study area

Our study area is the central area of Mannheim, the Quadrate and their surroundings, which is also a dense residential area, with more than 10% of the population living there.





Introduction / Process

# Mannheim by foot, bike, car and public transport

During a three day workshop in April 2018, Gehl visited Mannheim and was shown around by Mr. Elliger and his team as well as stakeholders. Getting around on foot, by bike, car and public transport, the Gehl team could explore the city by different transport modes.



# Presentations by key staff members

On the first day, staff members from the city of Mannheim presented key information on Mannheim to inform the analysis. The presentations took place across departments. To create cities for people, cross-departmental planning is crucial and this was an occasion for colleagues across departments to hear other perspectives on the city development.

Some of the themes covered at the presentation:

- general introduction
- history of Mannheim
- key planning documents
- statistics (demography)
- mobility
- area planning
- open space planning
- marketing (meeting at Stadt-Marketing day two)

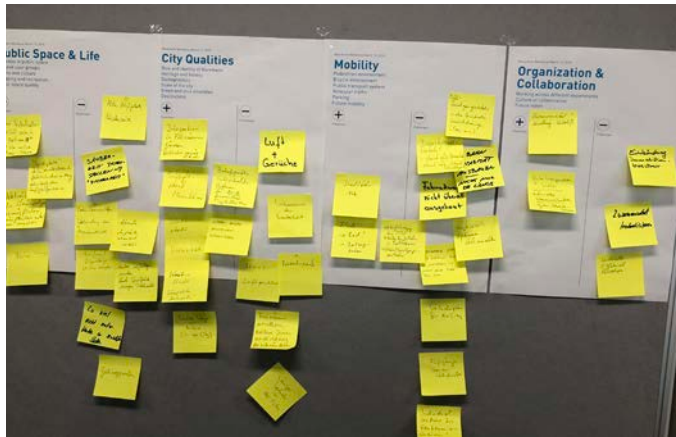


EKI - Entwicklungs-konzept Innenstadt is one of the key planning documents.



# Workshop with stakeholders

Local stakeholders from diverse backgrounds, such as local shop-owner association, chamber of commerce, city marketing and the urban planning department gave nuanced input on both challenges and potentials at a workshop facilitated by Gehl on day three.

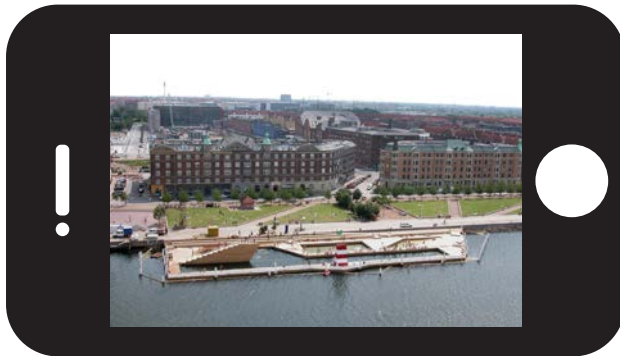


# Mobile Visions

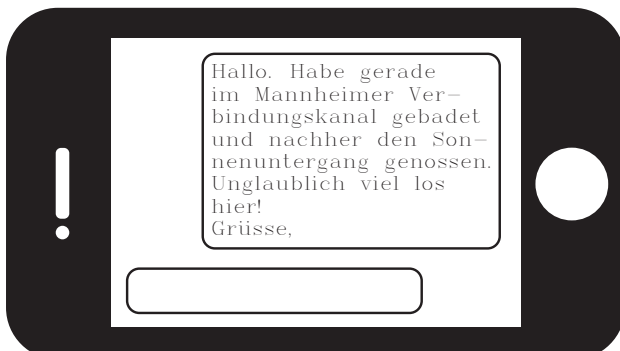
In the vision workshop, people selected a reference image and wrote a message from 2025. The following themes came up the most. This has informed the selection of themes.

1. **Water** - both getting into and to the water and using it on squares

Mach' einen Schnappschuss aus dem Jahr 2020...



...und sende eine Nachricht an Familie oder Freunde!

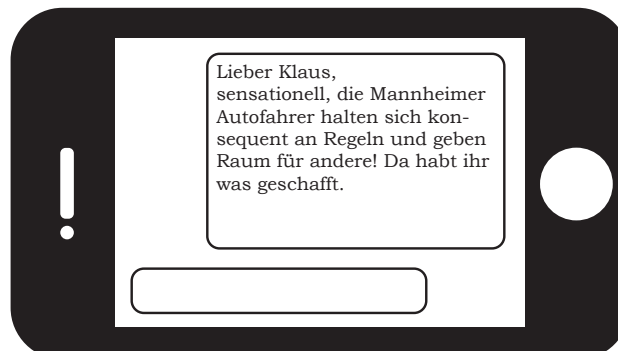


2. **Mobility** - bicycles, better transport interchange, parking,...

Mach' einen Schnappschuss aus dem Jahr 2020...

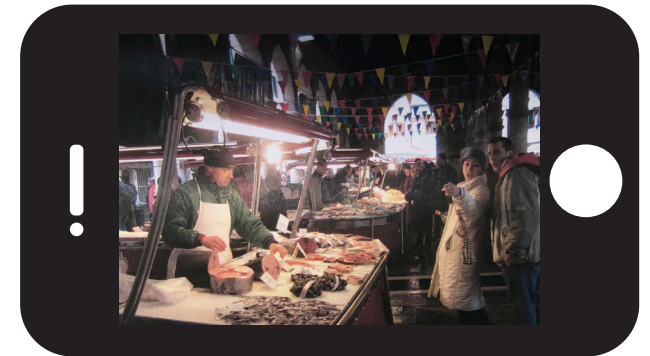


...und sende eine Nachricht an Familie oder Freunde!



2. **Activation & new programme** - market, ...

Mach' einen Schnappschuss aus dem Jahr 2020...



...und sende eine Nachricht an Familie oder Freunde!





# Strengths & Weaknesses map

Conclusions on strengths and weaknesses:

## Public Space

- ! more staying quality, activities at different times of the day, diverse and flexible use

## City Qualities:

- + shopping, diversity and openness, culture and creativity
- ! should be cleaner, better air quality

## Mobility

- + short distances, flat – suitable for cycling (which could still be better), parking garages as potential for freeing up public space
- ! too much through traffic in inner city, deliveries, public transport (capacity, hubs), on street- and kerb parking

## Organization and collaboration

- + fast, positive climate
- ! cross-regional & interdisciplinary collaboration



## ② Key Moves



## Key Moves

To prioritise our recommendations, we identified 5 Key Moves, areas we find crucial for Mannheim to focus on as part of the effort to make Mannheim an even more livable city. The 5 key moves are:

- 1 Keep Mannheim weird!**  
Keep Mannheim weird! Emphasize Mannheim's unique, open, innovative, not-too-polished character
- 2 Ensure a more balanced mobility concept**  
Create a better balance of traffic modes the Mannheim way
- 3 Upgrade and activate public space**  
Activate Mannheim's public spaces to make the city more lively and attractive
- 4 Create better access to the water**  
Celebrate Mannheim's unique location at two rivers
- 5 Strengthen the link between the sister cities**  
Connect more across the river and create a stronger region

# Why those moves?

**Mannheim identity** A city that needs to find the right balance between the industrial past and a 21st century city.

**Strong regional position** - it has a unique position with Ludwigshafen as sister city and part of a dynamic region. In order to emphasise this, shopping and cultural attractions should be boosted and physical connections created.

**Mobility** - Mannheim is a walking city, but you cannot see it as it is dominated by parking and cars - it is about finding the right balance also with the increased number of bicycles. As Mannheim is the cradle of modern mobility, the time seems ripe to take mobility to the next level.

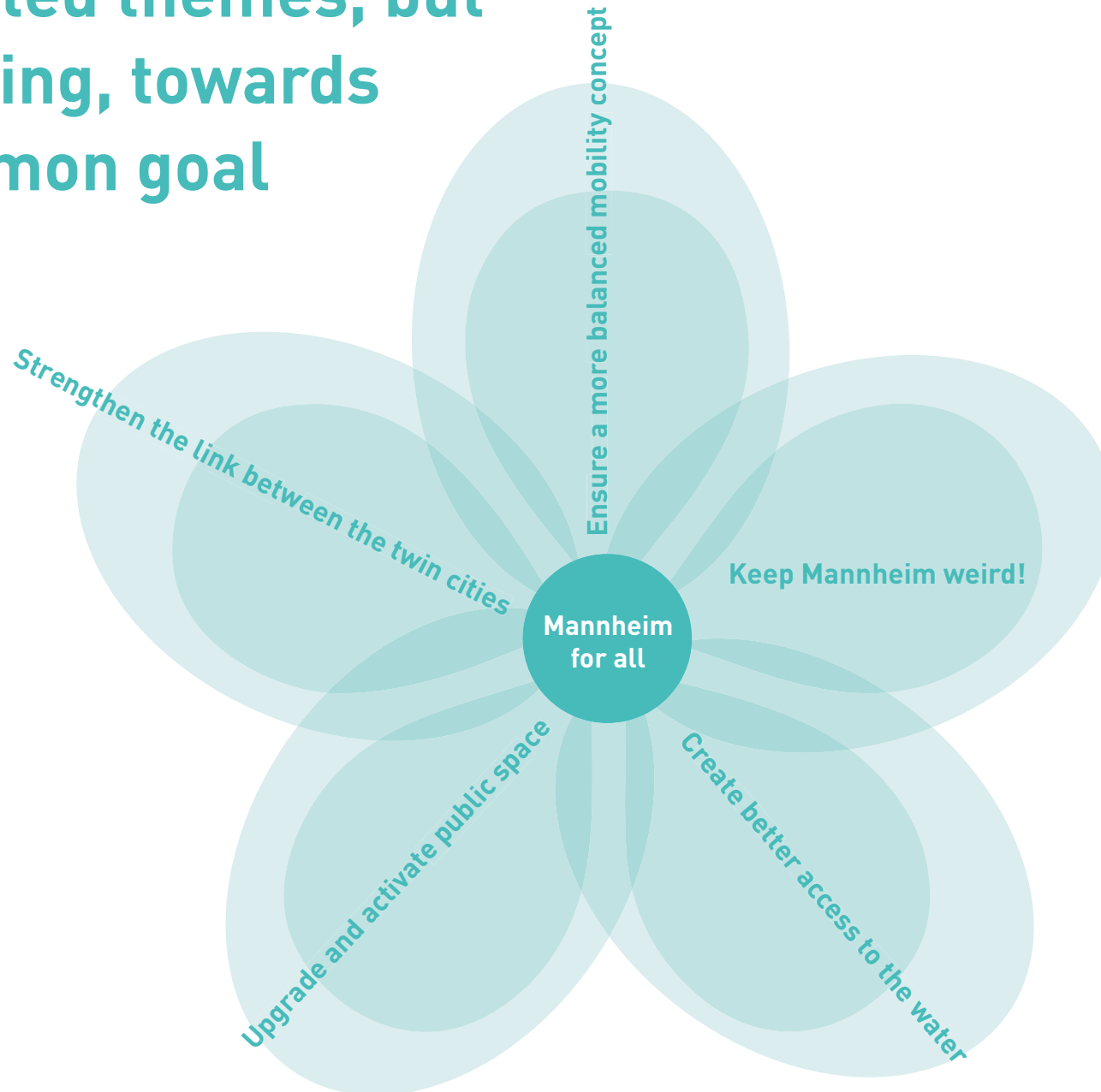
**Public spaces** are the outdoor living rooms for people in their everyday life day and night and all week. Furthermore, Mannheim is already a regional shopping destination, but to be a shopping destination in the future, there is a need to create more experiences, and the quality of the public spaces are vital in order to do so.

The **water** is everywhere and nowhere - because you can rarely get to it and don't see it. The water is one of the most prominent assets of Mannheim, but not at all used to its full potential.

# You are already working with the themes!



# Not isolated themes, but overlapping, towards one common goal





Key Moves

## Keep Mannheim weird!

Mannheim is a **city of contrasts** - the hippest bar can be next to a desolate building, there's industry and housing side-by-side and many different decades of history are visible in its urban fabric. It's a very **open city** which is proud of its' multi-cultural population. Despite improvements and new developments, the key is to keep Mannheim's identity and keep it as special and diverse - weird - as today.



# Mannheim identity

- Centre of the region
- The city grid
- The rivers - the harbour
- A lively city - people living in the centre, not a museum
- Music as part of the DNA
- The industrial and raw character
- Inventor of all mobility modes
- a mild climate - the most sunshine in Germany
- constructive dialogue between public and private partners

“Ich bin geborene  
Mannheimerin und  
liebe meine Stadt!”

Workshop participant



Keep Mannheim weird!

## Why?

- because Mannheim is a **city of contrasts** with industry and culture, with Michelin and döner side by side. This creates the energy in Mannheim. The city should not be too polished, but needs care to find the right balance
- there is more to shopping than shopping – especially in the future. Emphasising Mannheim's many facets will create **a more dynamic city** strengthening the position as future regional shopping/experience destination
- because it is **one of the most innovative places in Europe** - with global companies as well as start-ups and a vivid music and fashion scene - but the thinking out of the box nature could be more visible
- because its multi-cultural, open and diverse - the city has a **welcoming nature that is not visible** in the public space
- the city has a **unique structure** - even Google cannot figure it out - this compact structure could be celebrated much more

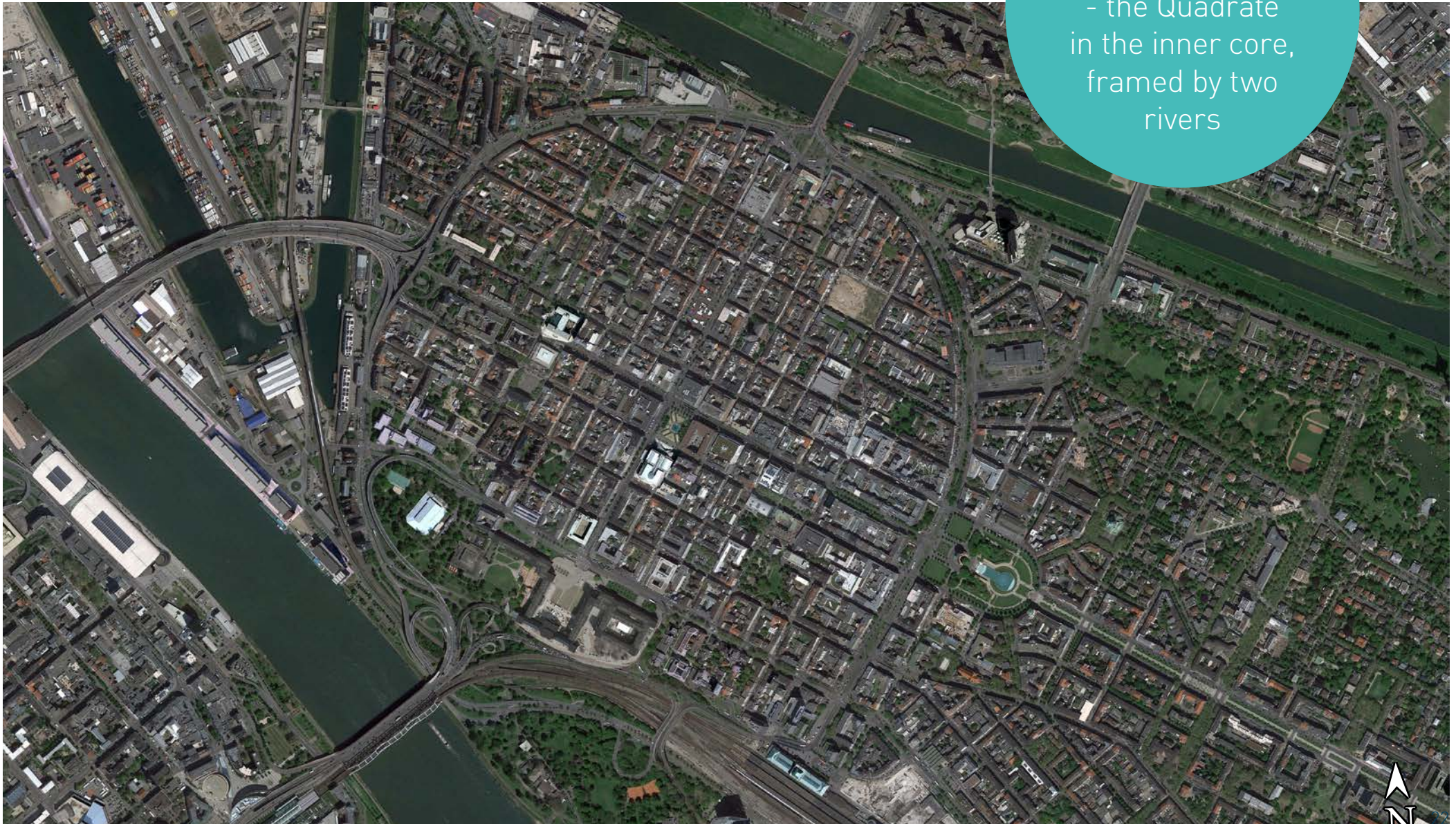


Keep Mannheim weird!

# “Die Quadratestadt”

**A unique city  
structure**

- the Quadrate  
in the inner core,  
framed by two  
rivers

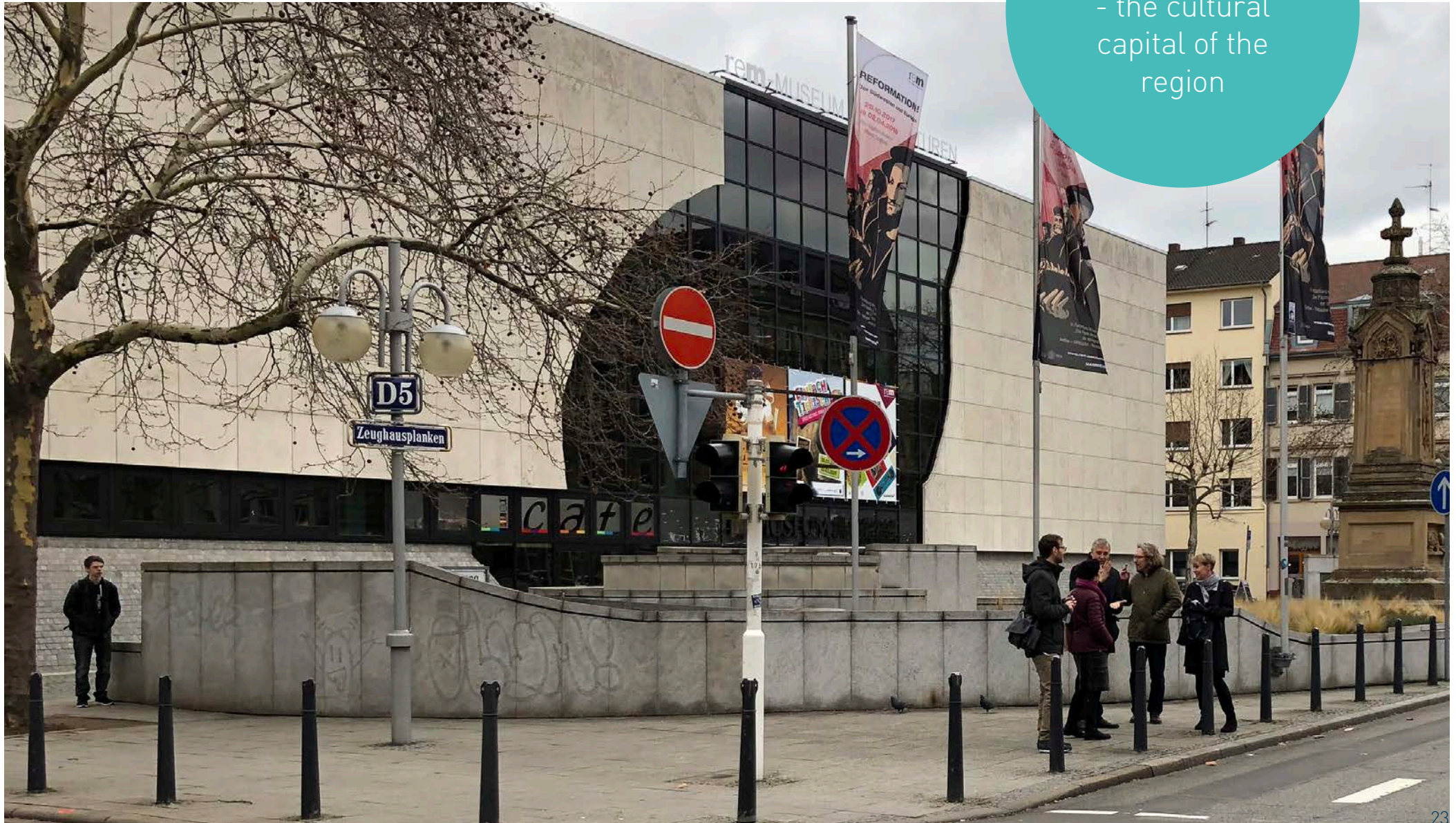




Keep Mannheim weird!

## From pop to high culture

**“Kulturelle  
Leuchttürme”**  
- the cultural  
capital of the  
region





Keep Mannheim weird!

# Industry in the backyard

**A city of contrasts**  
industrial heritage  
next to housing





Keep Mannheim weird!

# Diversity as part of the DNA



A great diversity  
of people - ages,  
nationalities and  
cultures





Keep Mannheim weird!

# Döner and Michelin side by side



**Diversity**  
- also in terms  
of shopping  
experiences





Keep Mannheim weird!

# Hidden treasures

**Iconic buildings  
from different  
times** - which are not  
supported enough by  
surrounding public  
spaces





Keep Mannheim weird!

## 5 To do's

1

### Emphasise the unique character and history of the city

- **Keep the unique industrial character** that Mannheim has, due to its role as a harbour city and industrial center, even if moving the harbour.
- **Be proud of your history** and **showcase** it! From emperor city to destruction from war, to reinventing itself as a hub of innovation, music and culture.
- The centre's **Quadrate structure** is very special - ensure to make the most of it and be mindful about its future development.

2

### Highlight Mannheim's innovative character

- The **unique music and start-up** scene is not that present in the city and should be more visible.
- **Create a strategy for activating empty ground floors** with start-up offices, galleries and pop-up shops.

3

### Strengthen the shopping magnet status – in a wider sense

- **Create new experiences** in the city, which attract people to the city: attractive public space with high staying quality, non-commercial activities.
- **Establish a well-connected network** of shopping streets with good wayfinding, which invite people to stroll, rather than ONLY shop.

Keep Mannheim weird!

## 5 To do's

4

### Underline the great diversity of people and cultures

- Diverse neighbourhoods side by side - think about how to **support the identity of each area** - this should also be reflected more in the identity of public spaces.
- **Plan for the user groups** - think about the needs of people of different ages.
- People really live in the centre - ensure to **plan for the needs of residents**, as well as tourists.

5

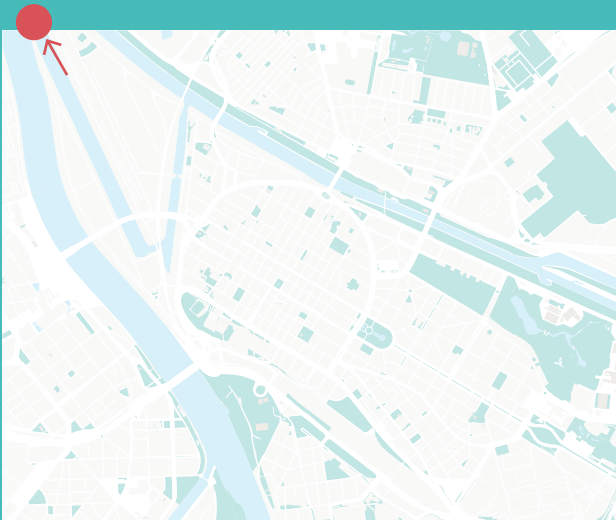
### Highlight Mannheim's cultural treasures

- Ensure **higher visibility** of the many museums, theaters, music venues - they should be more visible in public space and have activities happening in front of them.
- **Public space in front of cultural venues should invite for staying** without having to pay, and could turn the buildings inside out.

Keep Mannheim weird!  
**Neckarspitze**

## From undiscovered potential...

The Neckarspitze is a hidden spot at the meeting point of the Rhine and Neckar, where the industrial surroundings and the powerful rivers can be observed.

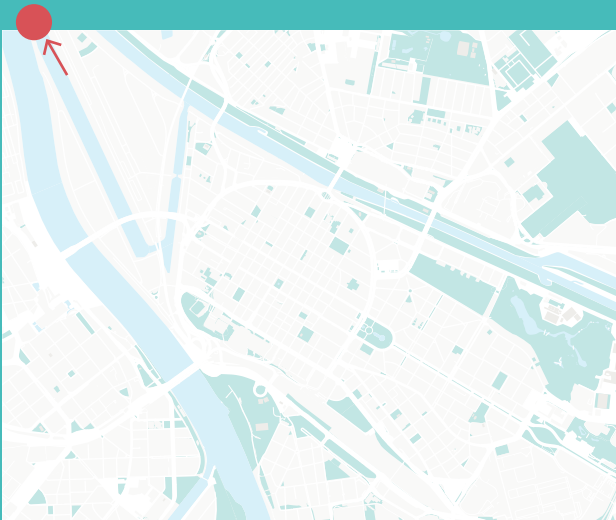




Keep Mannheim weird!  
**Neckarspitze**

## ...to a spot underlining the city's character

A sculptural seating element, which does not interfere too much with the current character, offering views to the surrounding industry and a place to experience the two rivers.





Keep Mannheim weird!



## Highlight Mannheim's innovative character!

### Glasgow's "People Make Glasgow" campaign

Glasgow - known for edgy music, world-class art, Charles Rennie Mackintosh, poor outlying estates, a ruined shipbuilding industry. The city's arts culture is strong, proud, and fiercely devoted to keeping Glasgow weird. Most importantly, the city is proud of what it is, and especially proud of its inhabitants, just like Mannheim - hence the slogan "People Make Glasgow".

Glasgow - often called Edinburgh's ugly sister, but has enough culture & personality to make it a worthy contender  
[https://www.photoscotland.net/ngg\\_tag/clyde-arc-glasgow/](https://www.photoscotland.net/ngg_tag/clyde-arc-glasgow/).



The 'People Make Glasgow' campaign

<https://toky.com/journal/2017/02/26/place-branding-examples/>



PEOPLE  
MAKE  
GLASGOW  
HOME

1.



2.



3.

SOURCES: 1. <http://www.glasgowcityfc.co.uk/latest/2015/9/9/city-shortlisted-for-people-make-glasgow-award>, 2. <http://www.geograph.org.uk/photo/4393551>, 3. <http://www.thedrum.com/knowledge-bank/2013/11/08/it-s-people-make-it-how-glasgow-positioned-itself-dynamic-destination>



Keep Mannheim weird!



# A new market hall celebrating the food culture of Mannheim

## International Examples

Celebrating Mannheim's mixed cuisine - Döner and Michelin stars side by side. Food can play a more prominent role in the public spaces with market halls that are also meeting places.

Local produce from the region combined with the growing restaurant scene could infuse the city center with sensory experiences.

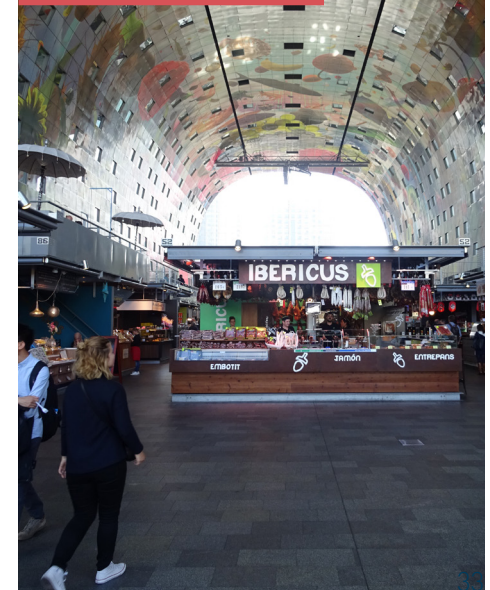
Outdoor Market on Carlsplatz in Düsseldorf



Torvehallerne Market Halls in Copenhagen - combining indoor and outdoor space



Multifunctional: market combined with housing, Rotterdam





Keep Mannheim weird!



# Highlight Mannheim's innovative character

## San Francisco Market Street Prototyping Festival

A yearly festival connects designers, artists and makers with the diverse neighbourhoods along Market Street and encourages them to develop and test ideas to enliven the sidewalks.

Could this be something emphasizing Mannheim's innovative character?





Key Moves

## **Ensure a more balanced mobility concept**

The fact that Mannheim is a walkable city with short distances forms a very good base for future development. Additionally, there is a growing number of bicycles. Overall cars are very dominant, not only moving cars, but especially parked cars.

Ensure a more balanced mobility concept

## Why?

- accessibility – **good accessibility is key to secure and strengthen Mannheim's role as a regional hub**
- space – high quality of public space is key to make Mannheim an **even more liveable city**, and a city you wish to visit. The way the transport system is designed is closely linked to the quality of public space that Mannheim can provide.
- **much more to transport than transport** – Transport options providing everything from short travel time and flexibility to exercise to a chance to work or meet friends or to experience the city is part of what defines our quality of life.

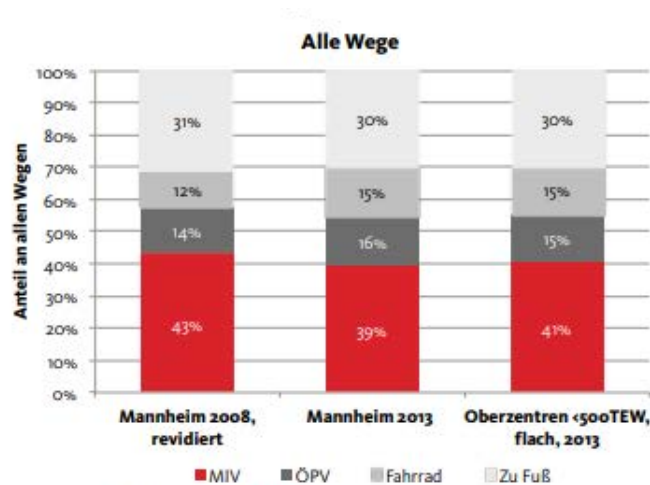


Ensure a more balanced mobility concept

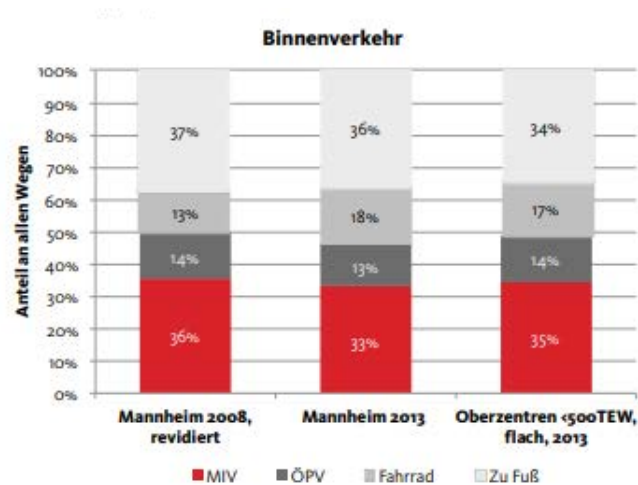
# Modal Split

As many  
pedestrians  
as cars

Importance of  
accessibility



Summen ergeben rundungsbedingt nicht 100.



Summen ergeben rundungsbedingt nicht 100.

Studie zur verkehrlichen Erreichbarkeit  
der innerstädtischen Wirtschaft anhand  
ausgewählter Ober- und Mittelzentren  
der Region Rhein-Neckar



**STADT+HANDEL**

Neue Wege. Klare Pläne.

“Mobilität in Städten - SrV 2018”

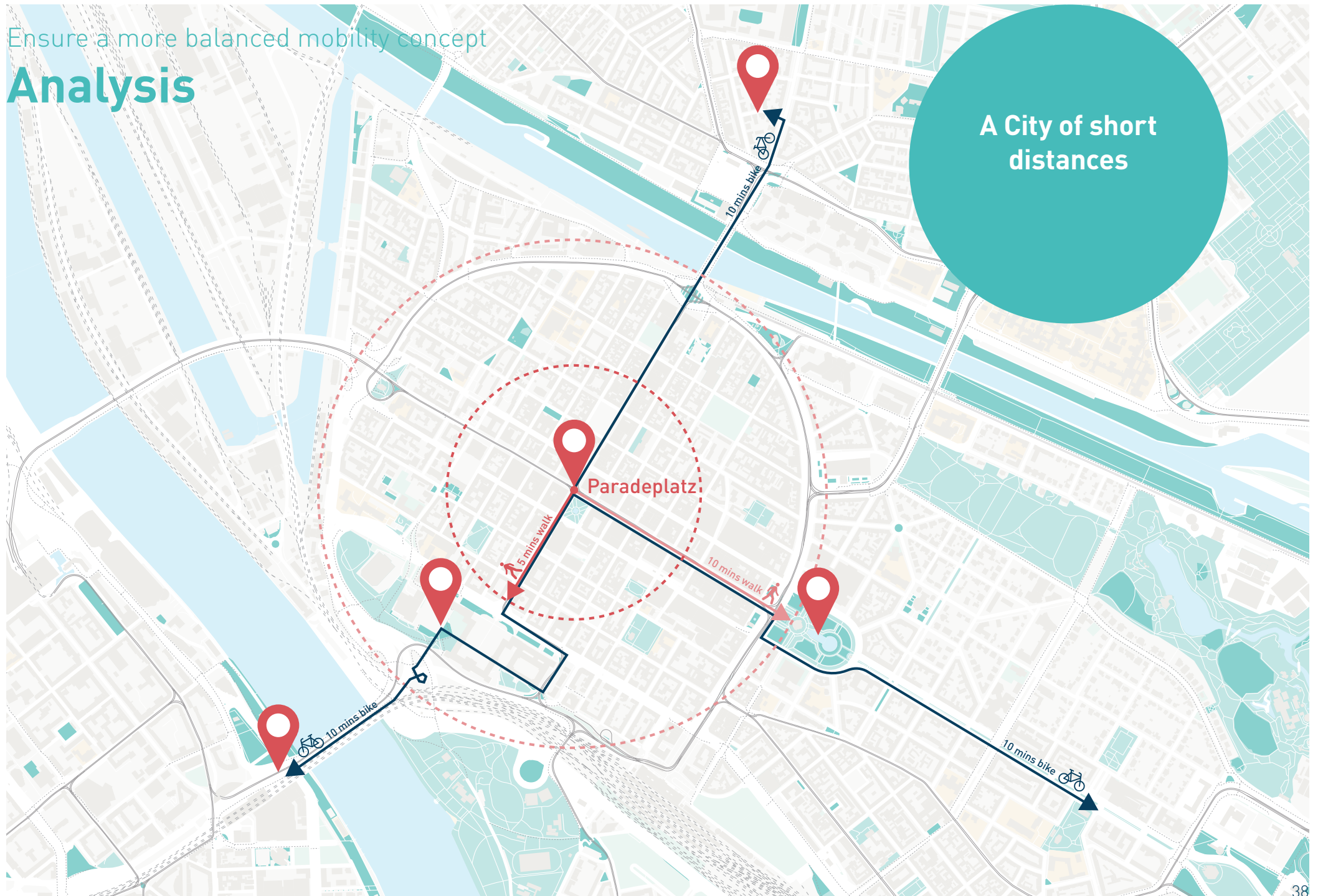
Source: <https://www.srv2018.de>

“Studie zur verkehrlichen Erreichbarkeit der innerstädtischen Wirtschaft anhand ausgewählter Ober- und Mittelzentren (...)”

Source: [www.rhein-neckar.ihk24.de/](http://www.rhein-neckar.ihk24.de/)

Ensure a more balanced mobility concept

# Analysis





Ensure a more balanced mobility concept

# Analysis

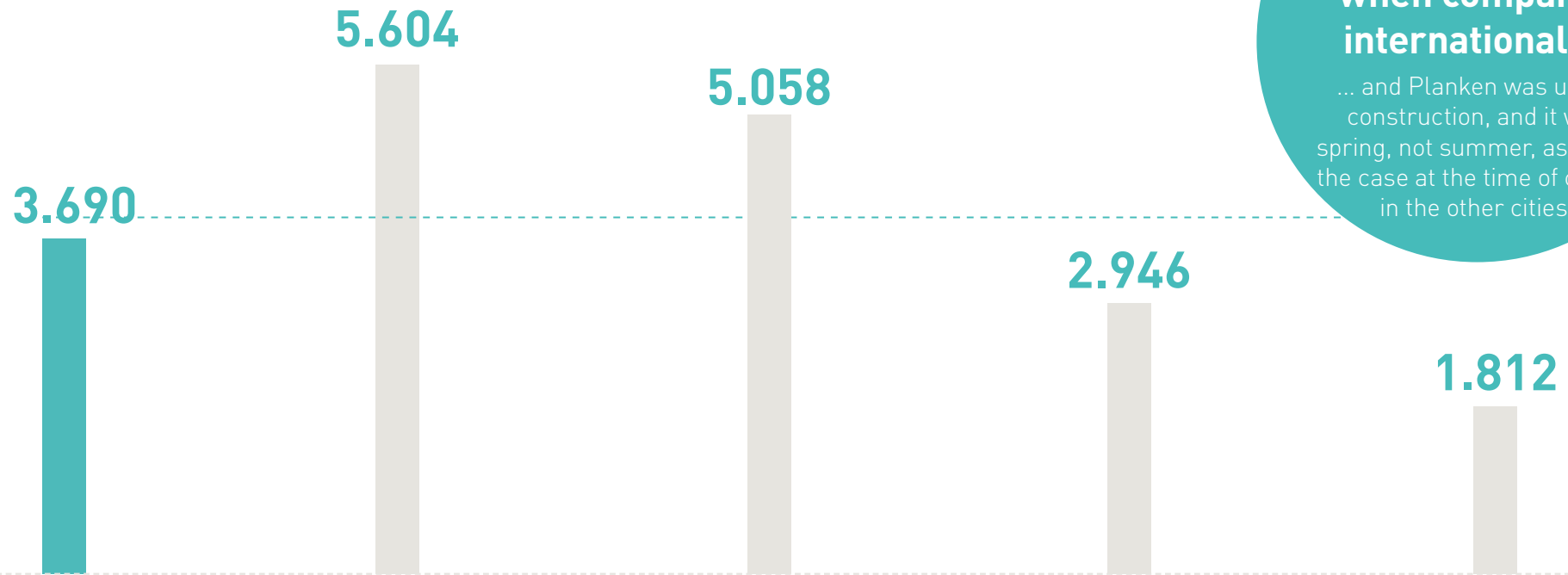
A bustling city  
centre, busy with  
pedestrians





Ensure a more balanced mobility concept

## Pedestrian counts in comparison



**Busy with pedestrians - also when compared internationally!**

... and Planken was under construction, and it was spring, not summer, as it was the case at the time of counts in the other cities!

**Planken**  
17:00-18:00 on a Wednesday



Mannheim: 299.000 inhabitants

**Regent Street, London**  
17:00-18:00 weekday



! London: 8 mio. inhabitants

**Marktgasse, Bern**  
17:00-18:00 weekday



Bern: 130.000 inhabitants

**Vestergade, Odense**  
17:00-18:00 on weekday



Odense: 200.000 inhabitants

**Karl Johans Gate, Oslo**  
17:00-18:00 on weekday



Oslo: 634.000 inhabitants



Ensure a more balanced mobility concept

# Analysis

**Pedestrians are prioritised in some places** - like here on this corner.





Ensure a more balanced mobility concept

## Analysis

**The large  
amount of on-street  
parked cars**

causes challenges  
for quality of the  
walking experience  
through the inner  
city





Ensure a more balanced mobility concept

# Analysis

Auslastung der Parkhäuser in der Mannheimer Innenstadt am Sa, den 28.05.2016 um 17:00

FID	Betreiber	Anzahl_PI	Freie_PI	in %	Namen
0	MPB	495	315	63,64%	Collini-Center Tiefgarage
2	MPB	260	0	0,00%	Parkhaus N2 Stadthaus
3		200	90	45,00%	Parkhaus S6
4	MPB	431	2	0,46%	Parkhaus N1
5	MPB	345	198	57,39%	Tiefgarage D5 Reißmuse
7	MPB	373	229	61,39%	Tiefgarage D3
8	MPB	212	54	25,47%	Parkhaus C1
9	MPB	514	102	19,84%	Parkhaus N6
15	MPB	161	124	77,02%	Parkplatz Nationaltheater
16	MPB	328	136	41,46%	Tiefgarage Hauptbahnhof P1
17	MPB	323	234	72,45%	Parkhaus Hauptbahnhof P2
18	MPB	161	-47	-29,19%	Parkhaus Hauptbahnhof P3
20		201	135	67,16%	Tiefgarage Wasserturm (Maritim)
21	B+B Parkhaus GmbH & Co.	525	76	14,48%	Parkhaus R5
23	Contipark Interparking Group	170	63	37,06%	Fina-Parkhaus
28	Kaufhof	269	172	63,94%	Parkhaus Kaufhof
29	Q-Park	410	157	38,29%	Parkhaus Kaufhof N7
30		161	86	53,42%	Parkhaus K1
32		390	71	18,21%	Wasserturm Tiefgarage
33		327	0	0,00%	G1 Markt
Summe		6256	2197	35,12%	

Parking garages -  
potential for more  
efficient use

Auslastung der Parkhäuser in der Mannheimer Innenstadt am Sa, den 28.05.2016 um 17:00

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8	MPB	212	10	4,72%	Parkhaus C1
9	MPB	514	100	19,46%	Parkhaus N6
15	MPB	161	120	74,53%	Parkplatz Nationaltheater
16	MPB	328	119	36,28%	Tiefgarage Hauptbahnhof P1
17	MPB	323	239	73,99%	Parkhaus Hauptbahnhof P2
18	MPB	161	-50	-31,06%	Parkhaus Hauptbahnhof P3
20		201	87	43,28%	Tiefgarage Wasserturm (Maritim)
21	B+B Parkhaus GmbH & Co.	525	105	20,00%	Parkhaus R5
23	Contipark Interparking Group	170	63	37,06%	Fina-Parkhaus
28	Kaufhof	269	117	43,49%	Parkhaus Kaufhof
29	Q-Park	410	136	33,17%	Parkhaus Kaufhof N7
30		161	8	4,97%	Parkhaus K1
32		390	64	16,41%	Wasserturm Tiefgarage
33		327	0	0,00%	G1 Markt
Summe		6256	2060	32,93%	



Ensure a more balanced mobility concept

## Analysis



**A good public transport system -**  
with new tram station design along Planken  
+ 30min by train to Frankfurt airport





Ensure a more balanced mobility concept

# Analysis



A growing number  
of bicycles - but  
still room for  
improvement...





Ensure a more balanced mobility concept

## Analysis

**Delivery and parking in 2nd row causing challenges**

- especially for bicyclists, whose lanes are blocked





Ensure a more balanced mobility concept

# Analysis

Infrastructure providing **good car access** to the city, but forming **barriers**





Ensure a more balanced mobility concept

## Analysis

M1: a lot of pedestrians, **but only 26% space for people** - the rest for parked or driving cars





Ensure a more balanced mobility concept

## Analysis



Ensure a more balanced mobility concept

## 4 To do's

1

### Enhance the conditions for pedestrians

- **Create a network for walking.**

Streets in general don't have to be purely pedestrian, but quality and space for pedestrians should be prioritised.

- **Identify nodes and connect them** (squares, green areas, playgrounds, public transport hubs, shopping streets, cultural attractions and river fronts).

- **Use standard design** such as pulling sidewalks across side-streets and make crossings more direct – no “Z’s”.

- **Avoid mixing people walking and cycling** unless volumes and space are right for it – or in other words, do not do it just because it is the easy solution.

2

### Continue to improve the bicycle infrastructure

- **Traffic calming** in the “Quadrat”, not just signed speeds but also the visual impression of the streets and measures to reduce car volumes (“It is not about the bike”).

- **Physically separated cycle tracks on busy streets.**

- A **high quality regional cycling** network integrated with riverfronts and green corridors.

- A **focus on short cuts**, both smaller ones such as bike access on street sections where cars cannot go through or large ones such as new pedestrian and bicycle bridges.

- Involve stakeholders such as large workplaces, health and tourism organisations in the work on promoting cycling.

3

### Develop a more efficient parking strategy

A parking strategy should focus on:

- How to **make the parking spots work harder**: Make the most of the existing parking garages, focus on-street parking on short term parking and goods delivery, improve information on where to find spots, test dynamic pricing, all to increase convenience for car drivers and to limit resources spent on parking (space and investment).

- How to minimize **illegal parking** and parking in the 2nd row.

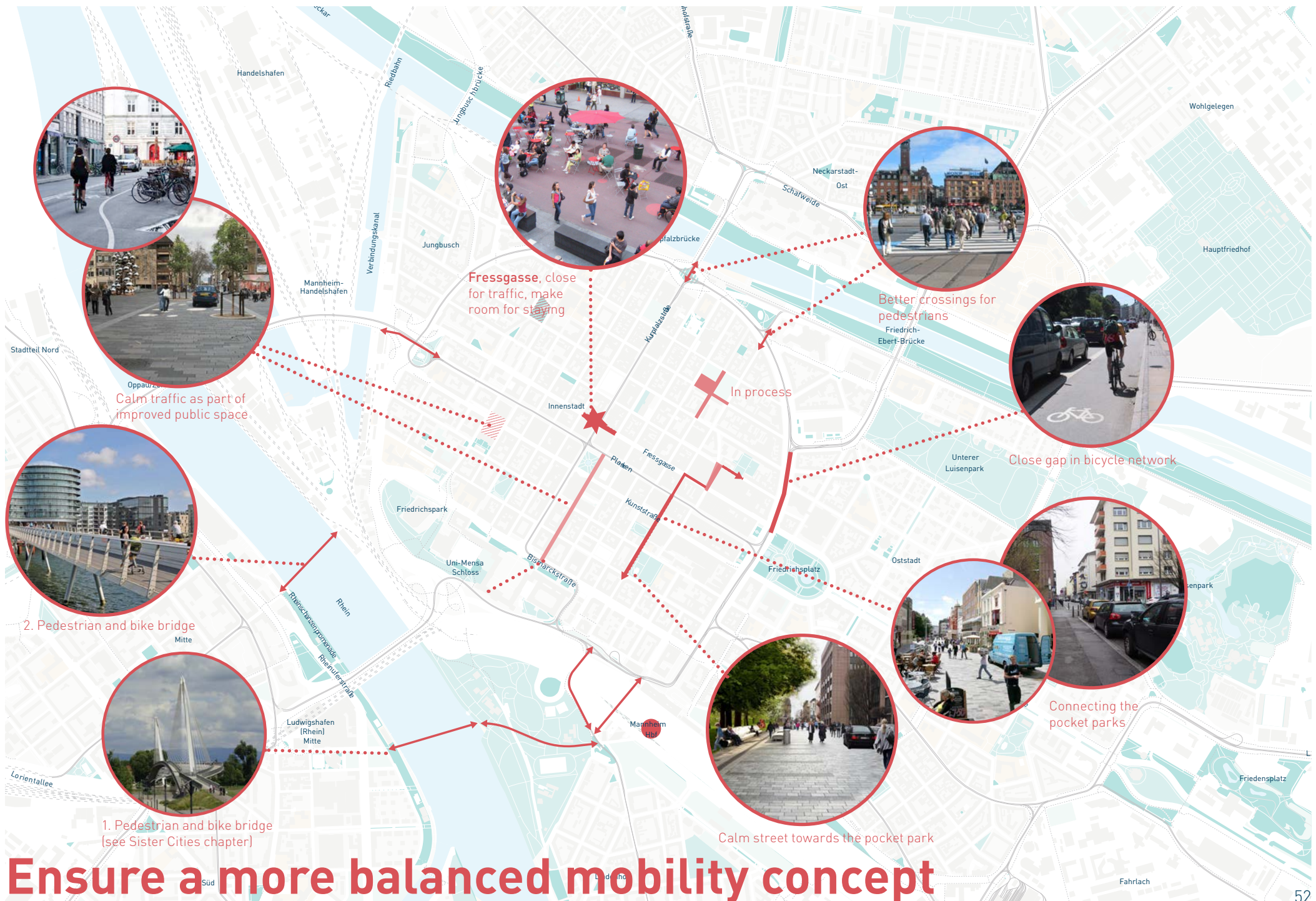
- **How to prepare for emerging transport technologies**, how for example will self driving vehicles affect parking demand.

And should include a **parking inventory** to provide a good foundation for decisions on parking.



### Define the role of the car

- The car will continue to play a role in accessing the Quadrate.  
**Select sites in the perimeter where access with cars is prioritized and simultaneously implement further traffic calming and restrictions** on car access through the Quadrate in line with the overall goal of improving the public space and the conditions for walking, cycling and public transport.
- Parallel with this, **contingency P&R facilities** in the surroundings should be implemented for use in relation to Christmas peak shopping, large events and other peak demand situations.

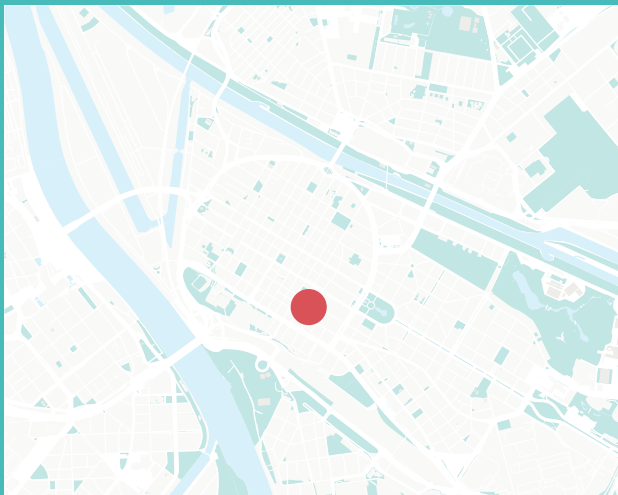




Ensure a more balanced mobility concept | **Lauersche Gärten / M6**

## From highly dominant cars on street level...

Generally the streets of Mannheim are packed with parked cars and accessible for all traffic. Start by improving the public space quality of the streets at key locations - like at this park.

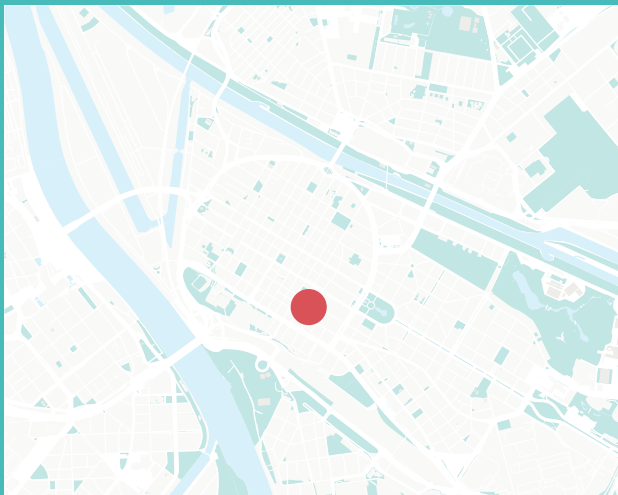




Ensure a more balanced mobility concept | **Lauersche Gärten / M6**

## ...to calmer streets at key locations.

An indirect way of traffic calming at key locations - does not have to mean getting rid of cars completely, but prioritising people and forcing cars to slow down and eventually deciding to choose another route.





Ensure a more balanced  
mobility concept



# Parking strategy

## Copenhagen Parking Inventory

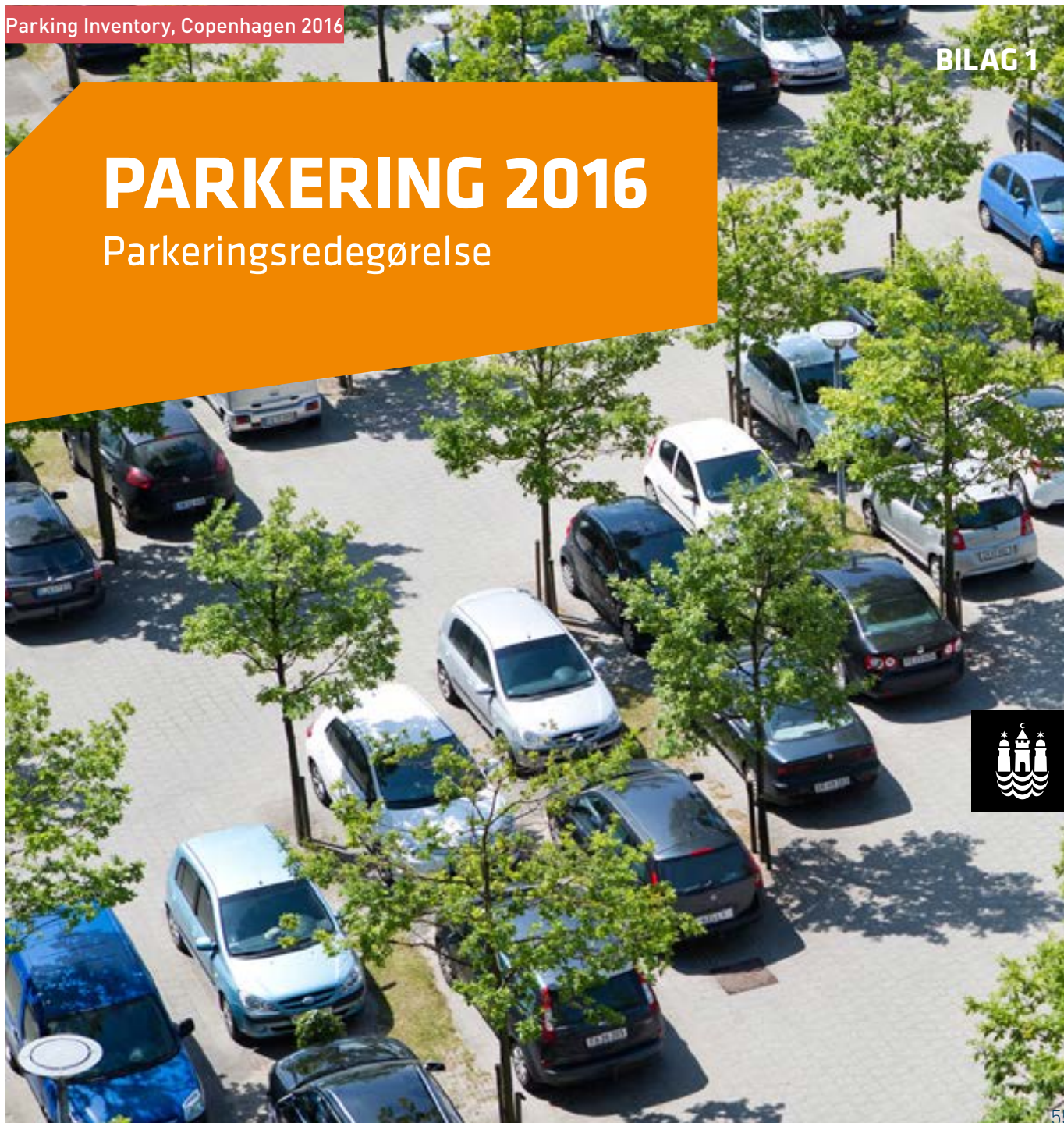
The inventory provides facts on parking and discusses current themes related to parking as the foundation for discussion and political decisions on parking. The parking inventory has been done yearly since 2015.

Parking Inventory, Copenhagen 2016

BILAG 1

# PARKERING 2016

Parkeringsredegørelse





Ensure a more balanced mobility concept



## A fine grain network

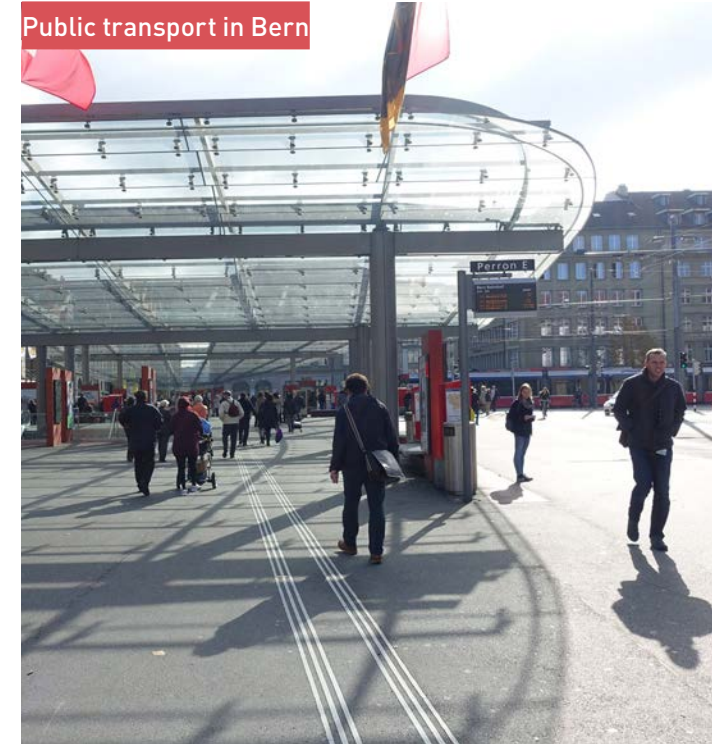
### Maximise the effect of public transport

A city for walking and cycling is also a city for public transport. Good walking and cycling conditions integrated with public transport are a prerequisite to provide attractive door to door trips. Bern and Strasbourg are examples of cities that have successfully combined modern tram services with a focus on high quality public spaces and fine grain networks which support cycling and walking.

Tram station at Strasbourg Square,  
<http://mapio.net/pic/p-54668029/>



Public transport in Bern



A good city for walking and cycling  
is a good city for public transport,  
Bern







## Green cycle routes

Copenhagen's network of green cycle routes and cycle super highways connects the city with the surroundings. All in all, 23 municipalities and the Capital Region are part of the project which is closely coordinated with both larger workplaces and DSB S-train (regional train services).

A green bicycle route in Frederiksberg





Key Moves

## **Activate and upgrade public space**

Mannheim's unique city structure, its dense and urban city fabric, as well as diverse public spaces form a fantastic base for future improvement and strengthens Mannheim's role as a regional center for both commercial and cultural activities. A higher staying quality of public space will help to attract more people to come more often and stay longer in the city.



## A diverse and young population

The city of Mannheim has an open, inclusive history. As a German city, 400 years makes it a quite young, modern city. This young character is also reflected in its inhabitants - there is a large number of young people living in the city, and 60% of them were not born in Mannheim.

**18%**

of the population living in the inner city are between **18-24 years** old.

**52%**

of households only have **one person** – underlining the need for common public spaces.

**60%**

of the population are not from Mannheim ( they are from other cities in Germany or abroad)

**44%**

with migration background

**56%**

without migration background

**10 %**

Living in the city center  
Creating a lively inner city

Sources: Stadt Mannheim,  
Kommunale Statistikstelle +  
Statistikatlas Mannheim + Die  
Seele Mannheims

# Why?

- **There is more to shopping than shopping!**  
In times, when future of shopping is unclear, it is key to provide a whole city experience, rather than only a shopping experience. A good public space network will make the shopping streets, such as the Planken, more attractive as it is embedded in a wider network of functions and offers
- **Make the most of existing m2**  
Mannheim is such a dense city - it needs to use every m2 with care
- **A living city**  
People are really living in the centre - high quality public space can increase their quality of life
- **Diverse user groups with different needs**  
There's a mix of people of different ages and backgrounds in the city - tourists, locals, students, workers, people shopping - they all move around and stay in the city and have different needs



Activate and upgrade public space

## A mild climate

**The California of Germany** - mild temperatures and lots of sun - a great base for people staying





Activate and upgrade public space

## Pocket parks lacking love

Small-scale pocket parks in the dense urban fabric - but a lack of activation and programme





Activate and upgrade public space

# Potential for more pockets of life

.. and there could  
even be more  
**pocket parks**—  
parking not best  
use of m2 in dense  
urban fabric





Activate and upgrade public space

# Public seating in high demand

A lack of non-commercial seating in public space - but there is demand!



Public benches  
**112 %**  
occupancy

Marketplatz, 14.03.18 - 18.00  
8 seats in total

Café seats  
**14%**  
occupancy

Marketplatz, 14.03.18 - 18.00  
162 seats in total



Activate and upgrade public space

## From street to fine grain network

**Planken** - a key shopping destination in the city's public space - but not part of a network





Activate and upgrade public space

## Already activating

**Great initiatives to  
activate the streets**  
- parklets in  
Fressgasse





## 3 To do's

1

### Create a public space network

This will help to define a clear hierarchy of public spaces and will emphasise the unique city structure

- The **Planken**, for example will be a lot more attractive if clearly **embedded in a network of diverse public spaces**.

- Make **key links between important public spaces more attractive**  
- reduce parking, generous space for pedestrians and seating along the way, good wayfinding and lighting at night.

2

### Strengthen each places' unique identity

- **Clear role** in terms of programme, user groups, and reflecting the functions in the surrounding buildings.
- **Emphasise every space's unique assets** and qualities even more.

3

### Activate public space!

- A **higher number of public seating possibilities** - not just cafés, for example on Marktplatz.
- A **greater diversity of seating** in general - social seating, group seating, reading, ...
- **Introduce activities for all ages** in public space. Mannheim is lacking playgrounds for older children, outdoor sports facilities, ...





Activate and upgrade public space  
**N2 Square**

## From a space with a lack of programme...

Today, the N2 square is already quite popular due to its restaurants with outdoor serving, but there is a lack of public seating and a lack of non-commercial functions. The parking garage meets the square with a dead facade.





Activate and upgrade public space  
**N2 Square**

## ... to a lively library square for all ages.

The parking garage is replaced by a new library, activating the square with its active ground floor. Non-commercial seating with the option to bring a book from the library activates the space by people of all ages.





Activate and upgrade public space  
**C5/D5 Square**

## From a barrier...

Today, the Museumsplatz hosts two museums, but they are divided by a street and there are very few things indicating, that two major cultural institutions are located there.



Activate and upgrade public space  
**C5/D5 Square**

## ... to a museum square of clear identity.

More seating opportunities, a cooling water basin invite people to stay after a museum visit. Art installations and sculptures also help to activate the square.





Activate and upgrade public space  
**C5/D5 Square**

## ... to a museum square of clear identity.

By leveling the surface of the square, a better connection between all museums can be achieved. Reducing the number of traffic signs already clearly shows that people, and not cars, come first on this square.





Activate and upgrade public space  
**C5/D5 Square**

## An active edge towards the square - a museum shop.

The square will get another activator as well as a connecting element between the museums by implementing a museum shop and a cafeteria in the ground floor.

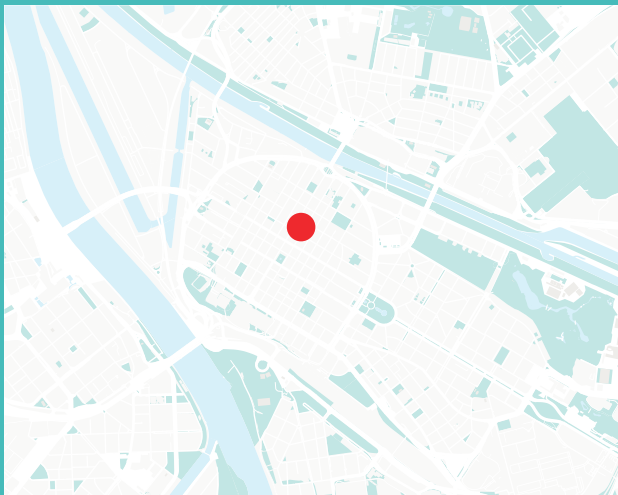




Activate and upgrade public space  
**Marktplatz**

## From a square without public seating...

Marktplatz has a significant lack of public seating - making it a square for transit rather than staying.





Activate and upgrade public space  
**Marktplatz**

## ... to a central meeting place.

Adding public seating will add more life to the square - also on the days and times of the day when there is no market - this could be movable chairs or water play, which can be constructed so it does not obstruct the market when turned off.





Activate and upgrade  
public space

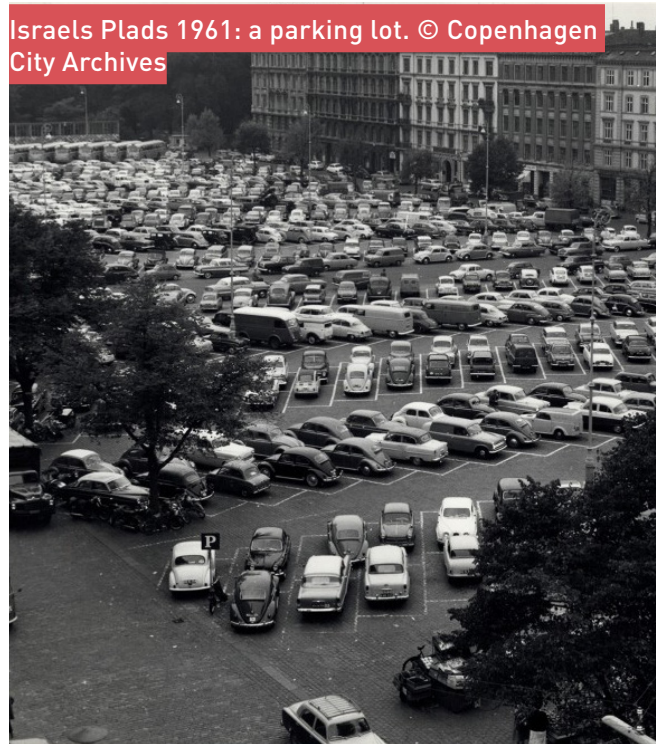


# Activate Public Space

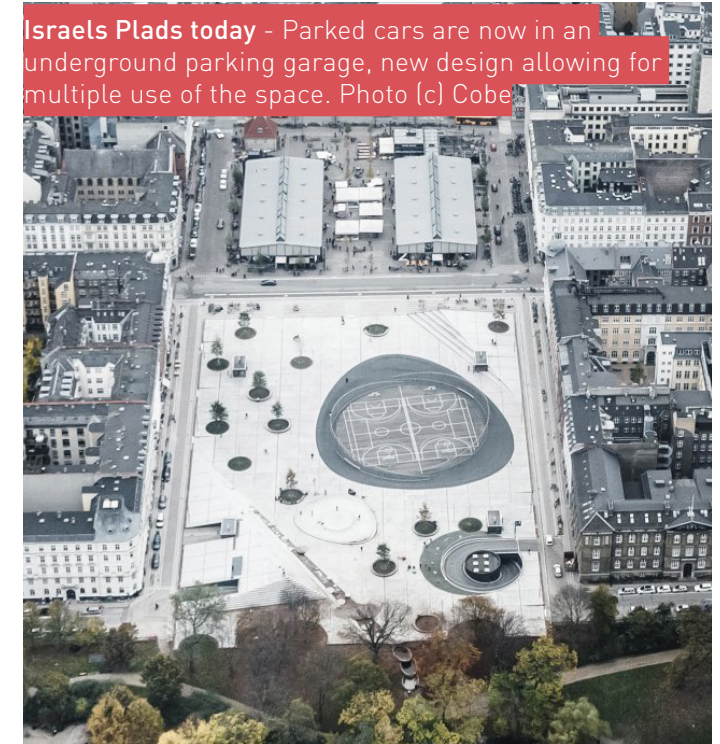
## Israels Plads & Torvehallerne Market Hall in Copenhagen

What used to be a surface parking lot has become an active square in the city center of Copenhagen, adjacent to the busiest station in Denmark. There is still parking underground. Above ground, the parking lot has been transformed into a square with facilities for play and recreation and is by locals, tourists as well as a neighbouring school. The food halls offers food inside as well as places to sit outside.

Israels Plads 1961: a parking lot. © Copenhagen City Archives



Israels Plads today - Parked cars are now in an underground parking garage, new design allowing for multiple use of the space. Photo (c) Cobe



Torvehallerne Market Hall



Market outdoor serving



Seating & Sports





Activate and upgrade  
public space



# Introducing water to the city

## Waterplay on Bundesplatz, Bern

In front of the Bundeshaus in Bern, a waterplay has been installed, which invites young and old to play and offers a welcome refreshment in the hot summer months. During events, the water can be turned off and markets, demonstrations or festivals can take place.



A flexible space: the water can be turned off for the  
market or other special events





Activate and upgrade  
public space



## More & more diverse seating

Today there is a lack of public seating in central squares. As the numbers from Market Platz suggest, the public seating is overbooked.

Add more seating opportunities and more flexible seating for when you are alone, in a bigger group, need a table, a movable chair etc.

Playful Porch Swings  
Philadelphia



Courtyard City Hall, Poland



Public Seating on a long bench  
New Road, Brighton



Round bench with water element  
Kulturvet, Copenhagen



Movable chairs  
Bern, Switzerland



Activate and upgrade  
public space



# Clear identity

## A clear furniture and pavillon strategy

A way to achieve a coherent identity can be to introduce a specific design or kiosk style, that comes in a range of scales – so that kiosks can give a coherent identity but still have different functions inside them.

### XXS – XS

Size

Small	a small pavilion
X Small	a small kiosk a cupboard
XX Small	a piece of furniture

Hotdog stand – Vienna Austria

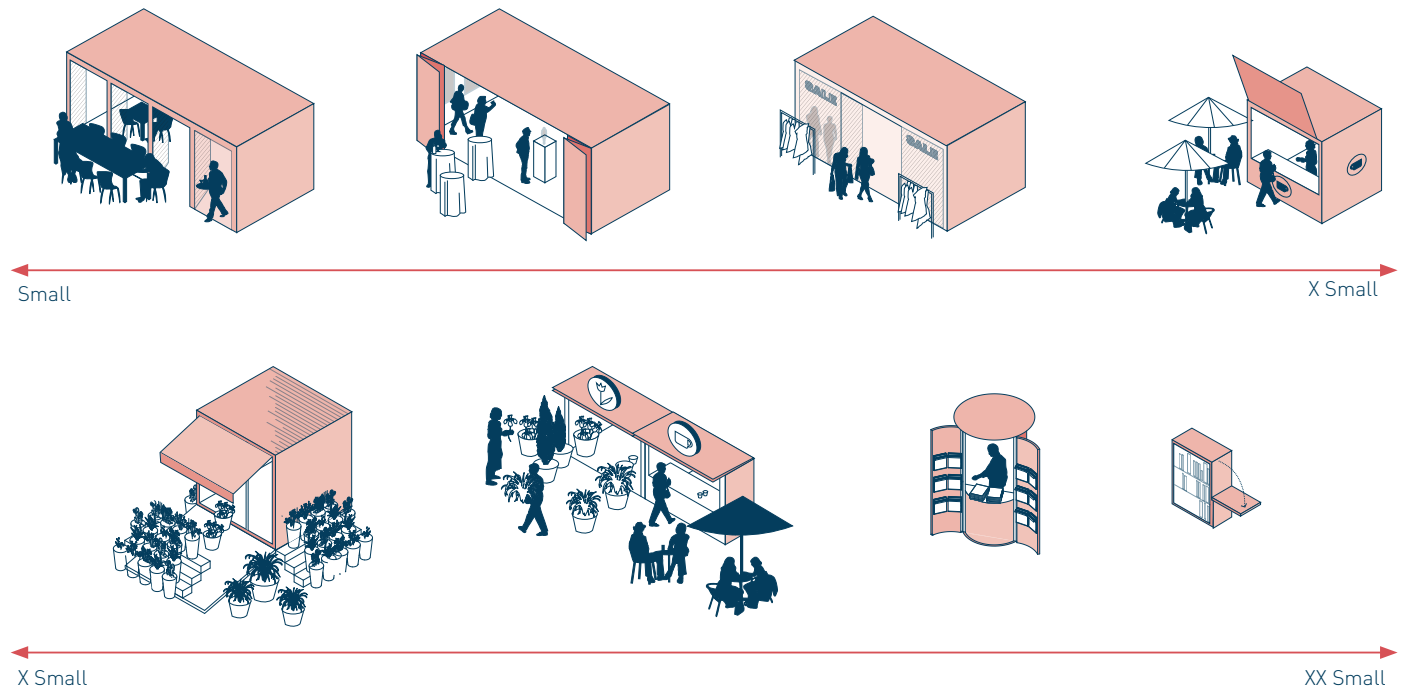


Source – wikimedia.com

Florist – Madrid Spain



Source- lucasgalanlubascher.com





Activate and upgrade  
public space



# Better staying quality increasing the turnover of shops

## Times Square, New York

- **11%** increase in pedestrian numbers
- **84%** increase in stationary activity - more people are lingering
- **72%** increase in area employees satisfied with the Times Square experience
- **42%** of NYC residents shop in Times Square more often

Times Square before



Times Square after



Times Square after - more people are lingering





# 4

Key Moves

## Create better access to the water

Mannheim is **surrounded by water** and has a **truly unique position** between the two rivers Rhine and Neckar. This is also underlined in the plan, Blau-Mannheim-Blau. Experienced at eye-level by foot and on bicycle, the water is hard to get to. **There are few places with access to the water – both physically and visually.** This seems to be one of the big untapped potentials in Mannheim, but also where there are not always easy solutions. Combining a working harbour with accessible public spaces along the rivers can be a challenge.

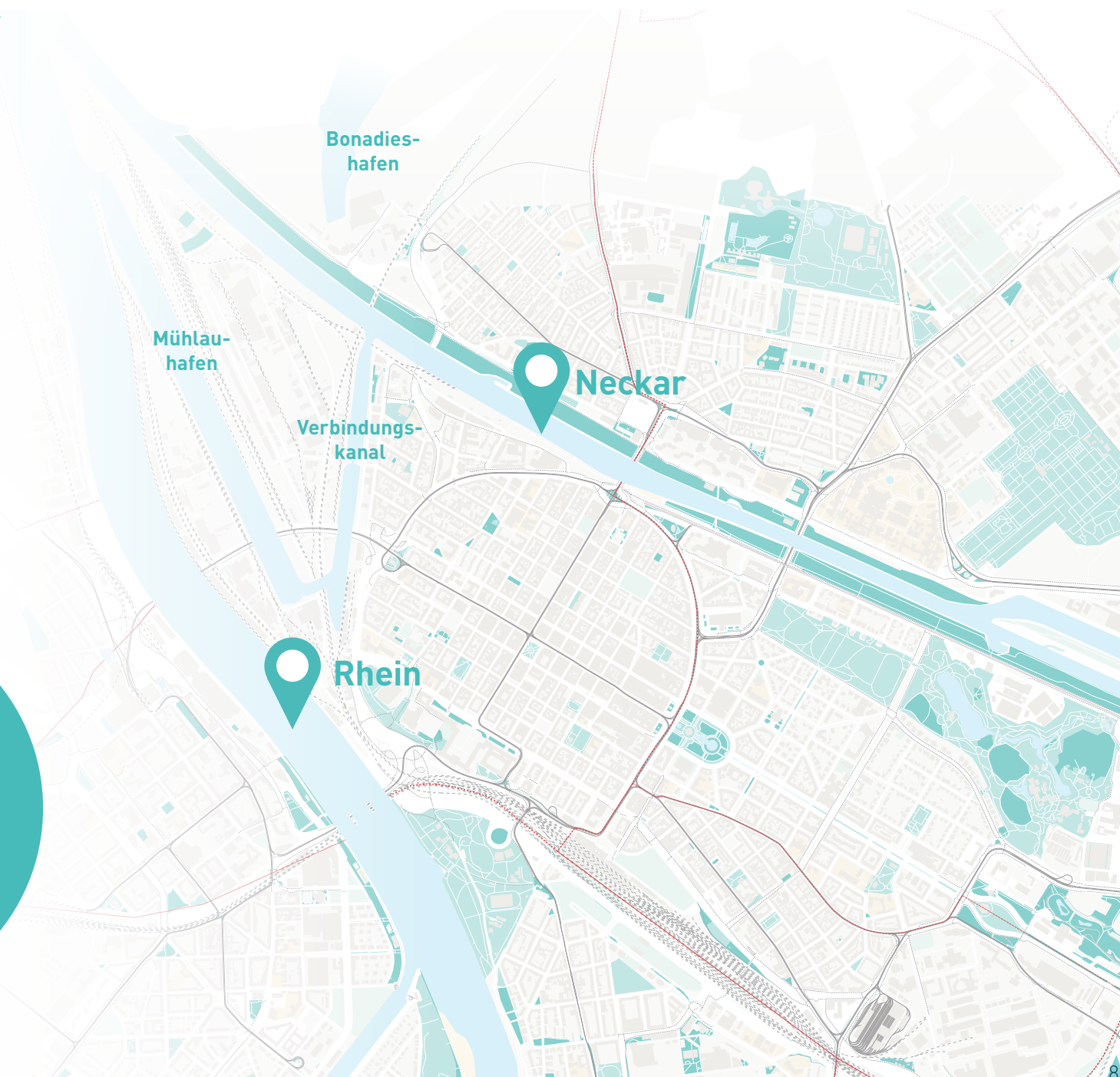


# Why?

- **Water as a huge recreational potential**  
In many cities (parts of) harbour areas are transformed into areas for new development as well as recreation. Whether this will be the case in Mannheim is an open question, but a question that should be addressed.
- **Opportunities for recreation in a dense city**  
Mannheim is a very dense city and have few big, open spaces in the city center. These are found along the rivers.
- **Relinking to amenities**  
Huge traffic barriers have over time made it difficult to access the water. It is time to relink the city to the water.
- **Strengthening the green and blue structures**  
The green and blue belts are part of the green structures in Mannheim that development puts under pressure. It is vital for people as well as for the biodiversity to preserve and improve green corridors - also to minimise effects of climate change such as heat islands etc.

Create better access to the water

# Rhein Neckar

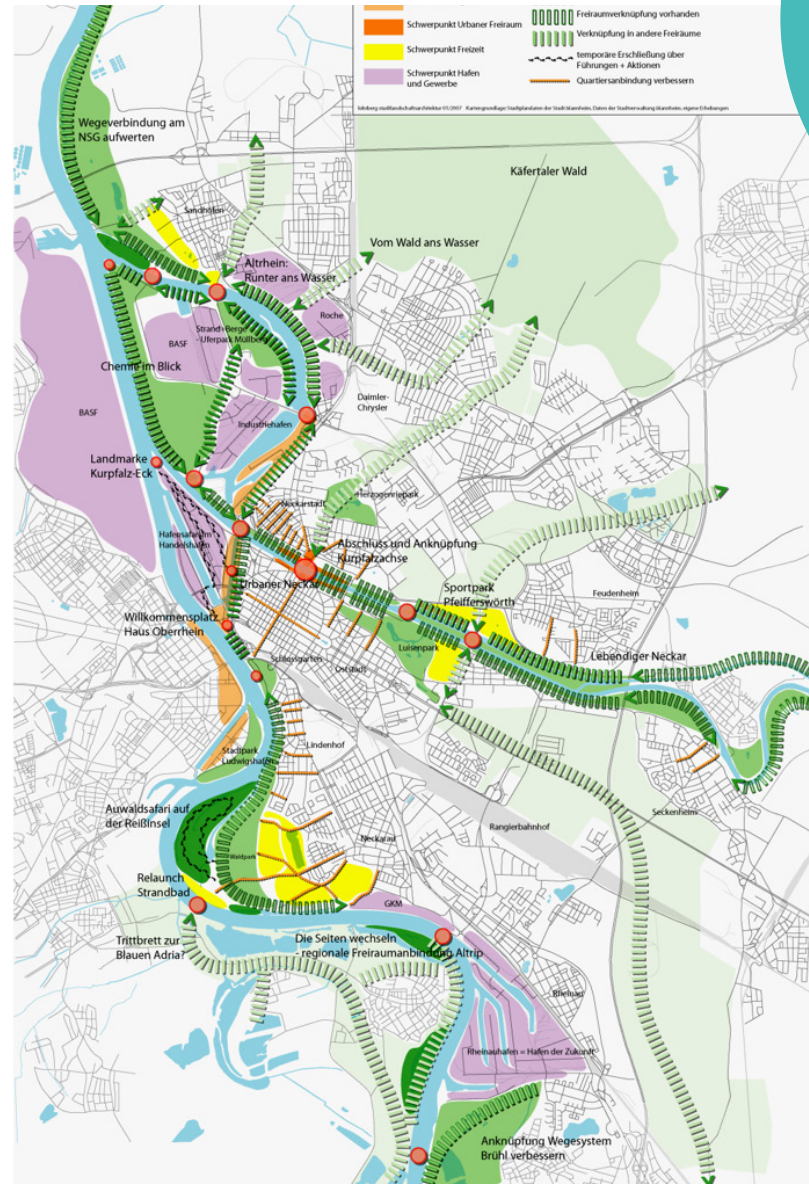




Create better access to the water

# Blau - Mannheim - Blau

The  
**blau\_Mannheim\_blau**  
plan is already thinking  
about how to connect  
to the water





Create better access to the water

## Large barriers



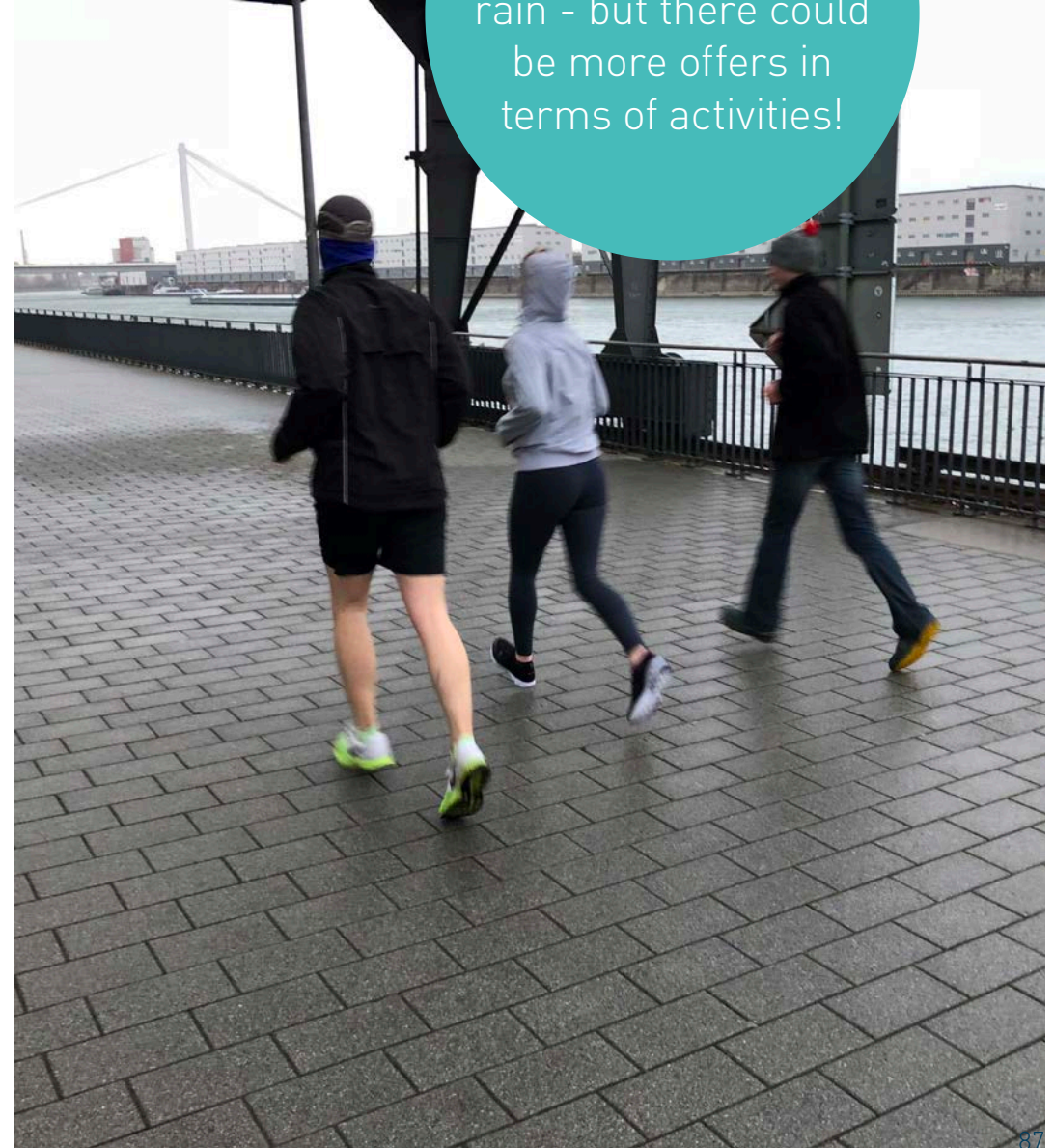
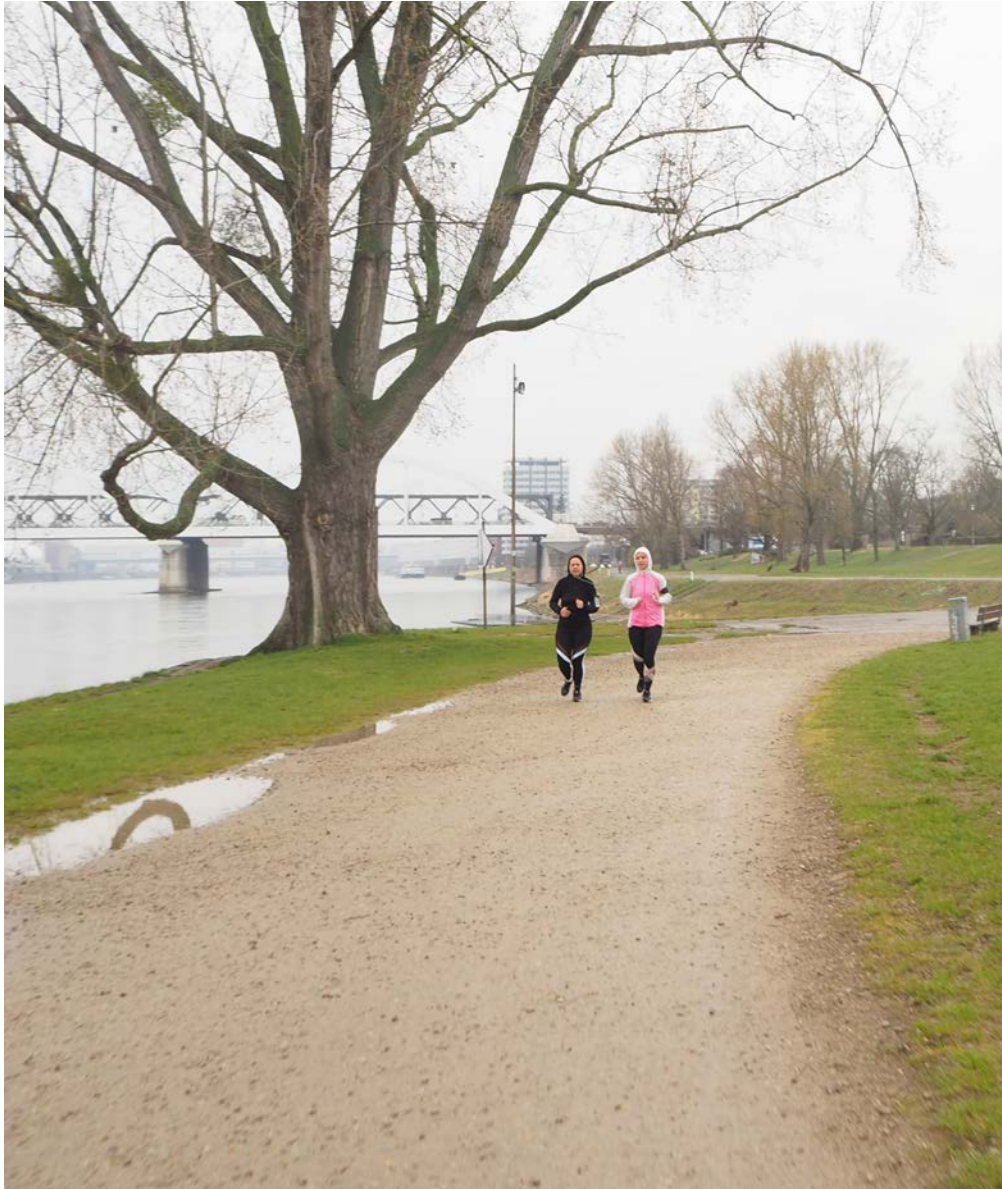
The access to the waterfront is dominated by large-scale infrastructure





Create better access to the water

## People welcome invitations for use



Active with people  
**jogging** - even in the  
rain - but there could  
be more offers in  
terms of activities!



Create better access to the water

## A unique landscape

**Neckar waterfront:**  
**wetland**, which is  
active in the summer  
months - but no  
activation due to  
flooding





Create better access to the water

## Invitations coming up

**Verbindungskanal:**  
some activation with  
benches and new  
buildings, but not  
yet part of a larger  
effort to activate the  
waterfront.



# Create better access to the water

1

## Improve the access to the water

- **Overcome barriers**, such as big roads and dark underpasses below highways.
- **Place or improve pedestrian and bicycle crossings at key locations**, which create a direct link from the city to the water.
- **Wayfinding elements** - from the city to the water, from one riverfront to another, - these can also be playful!
- **Accessibility of the waterfront on bike and foot**, as well as good bike lanes and paths along the water is key!

2

## Create more invitations for staying along - and in - the water

- **Introduce a diversity of programs and functions** for different times of the day and year - physical activities, cultural and social activities, commercial activities.
- **Provide multiple opportunities to get close - and into - the water!** Swimming in the water (harbour bath), and getting close to it (steps, platforms).

3

## Develop a harbour strategy for moving the industry out of the city

- Develop a **vision**, which involves key stakeholders and city departments.
- In the **short term, work on regaining key industrial land in the city** in order to ensure a continuous waterfront - start with moving key spaces outwards from more central locations.
- **In the long run, develop former industrial areas - but keep a balance** - the harbours and industry are part of Mannheim's identity.





# Create better access to water

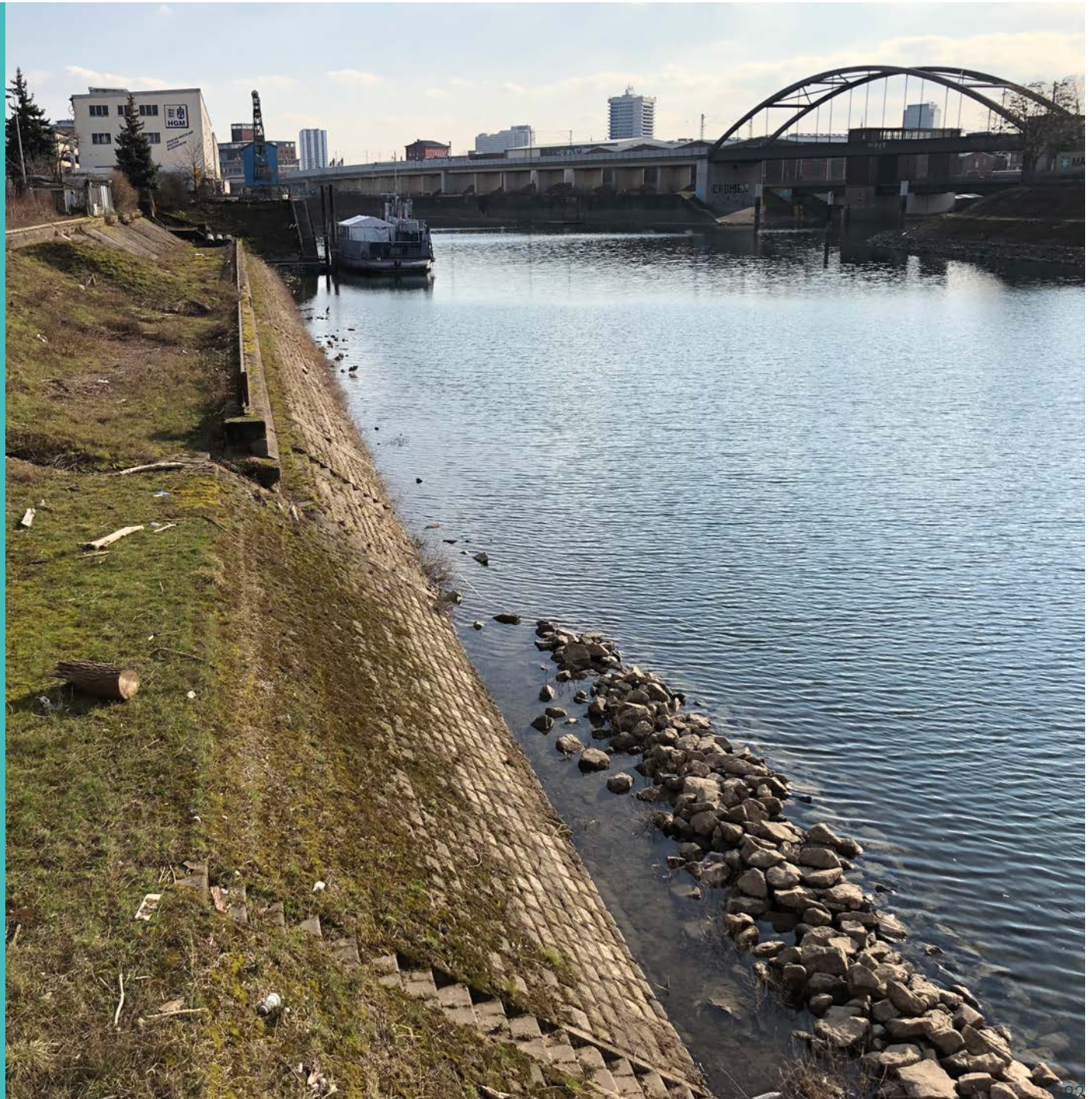
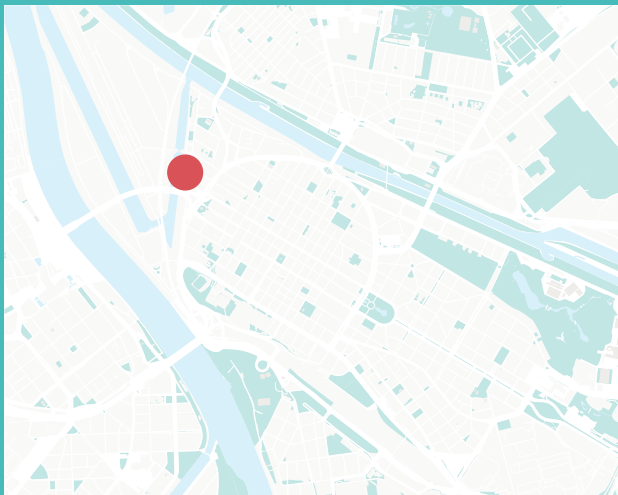
Examples of potential sites for intervention



Create better access to the water  
**Verbindungskanal**

## From an under-utilised waterfront...

The Verbindungskanal has great potential to be used even more - the water is calm and relatively clean, and there is no car traffic along the Eastern shore.

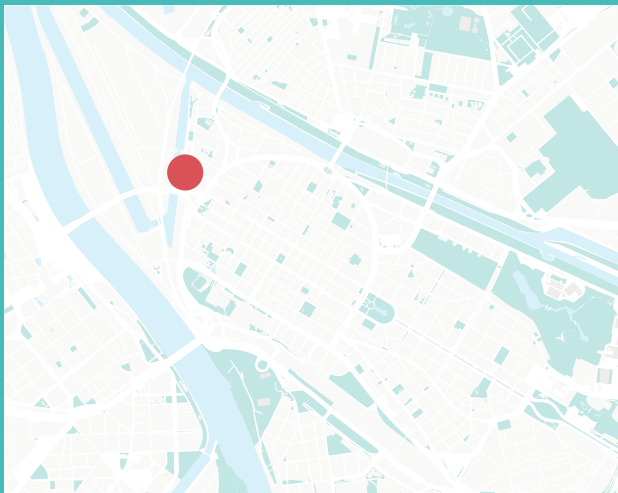




Create better access to the water  
**Verbindungskanal**

## ... to a new harbour bath - on the water

Create more opportunities to get close to the water! A “Badeschiff”, such as in Berlin or Vienna allows people to enjoy an after-work drink or take a dip in the floating pool.

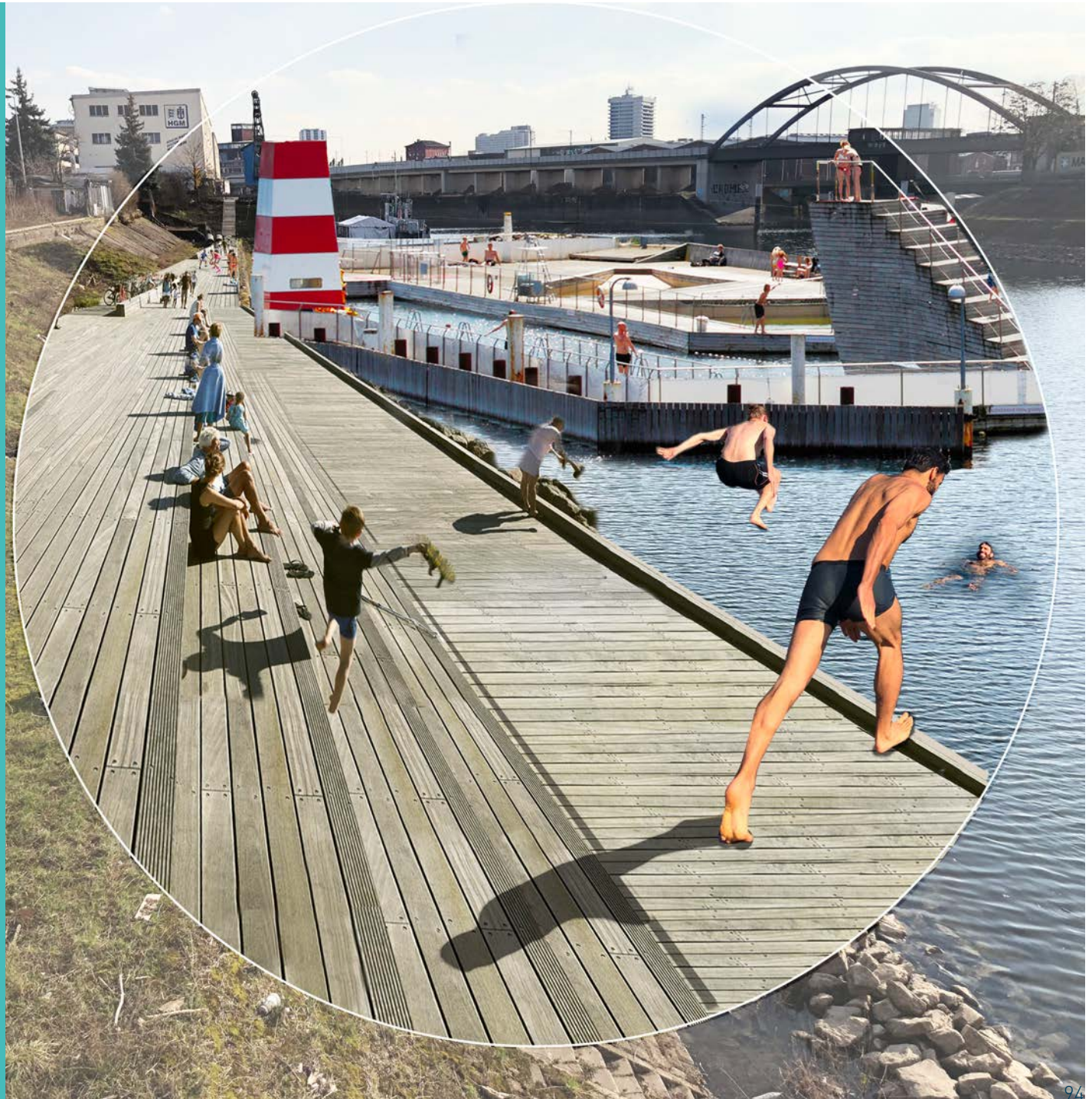
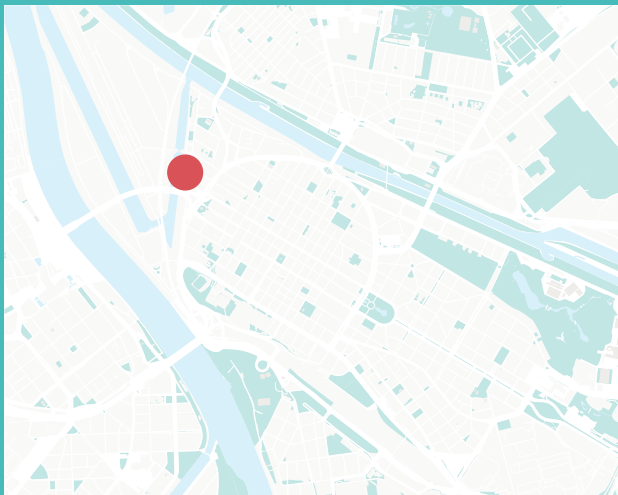




Create better access to the water  
**Verbindungskanal**

## ... to a new harbour bath - in the water

A more permanent solution could be to build a wooden harbour path, which consists of wooden platforms, pools and towers and invites people to swim directly in the water of the Verbindungskanal.

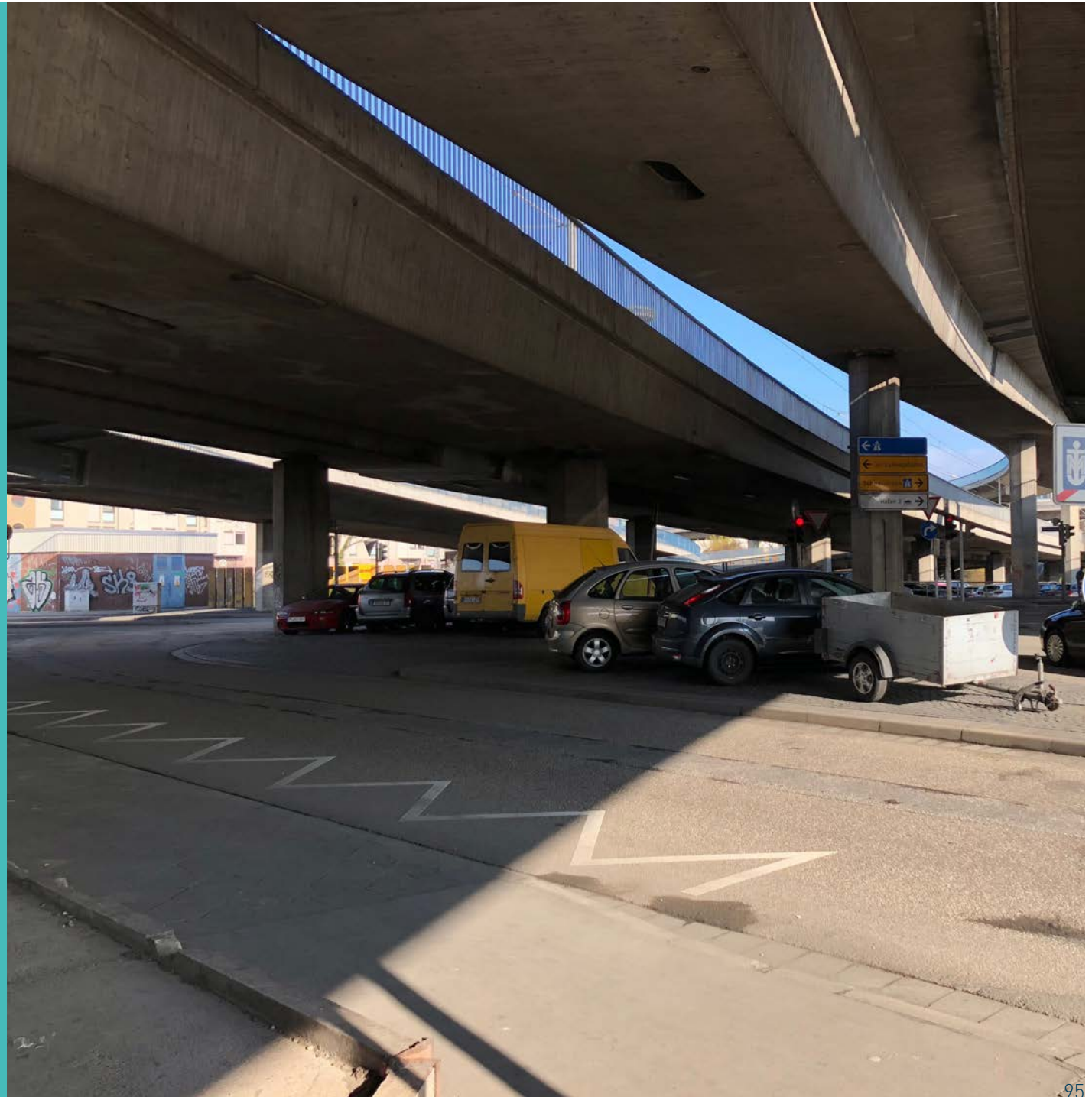




Create better access to the water  
**Underpass at Hafenstrasse**

## From a dark and unattractive connection to the water...

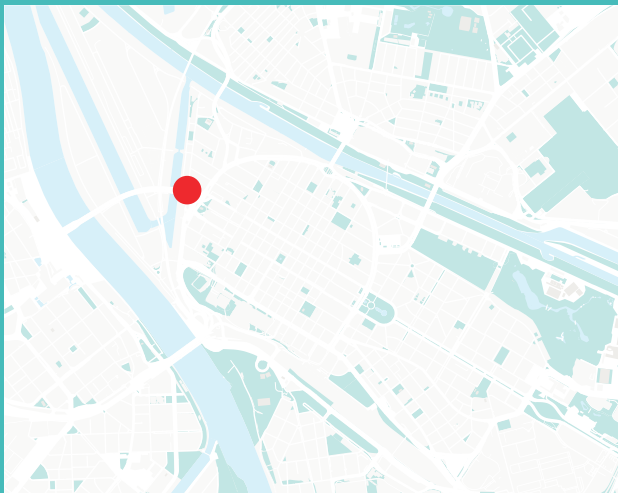
The connection from the city to the Verbindungskanal is below a highway bridge - dark and dominated by fast moving traffic.



Create better access to the water  
**Underpass at Hafenstrasse**

## ... to a playful and friendly link to the new Hafenbad.

Highlighting the link to the water with bright blue colour in a playful way. Additional functions, for example for skaters, will provide eyes on the street.



“Mann kommt jetzt  
richtig ans Wasser von  
der Innenstadt.”



Create better access to  
the water



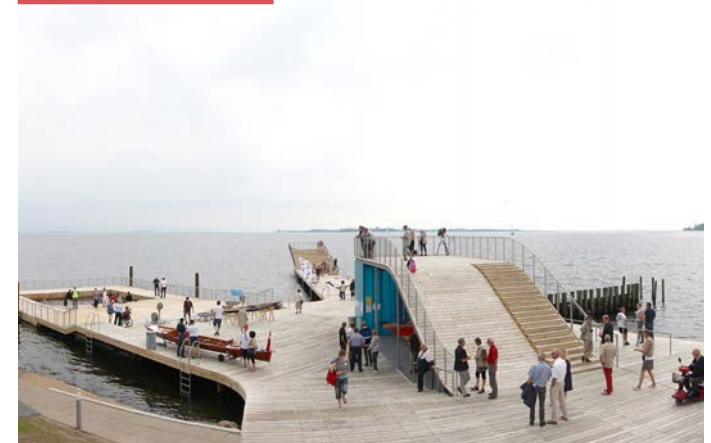
# Create more in- vitations for staying along - and in - the water

At the Western Harbour in Malmö, Sweden, with the development of a new neighbourhood, the harbour front has become a meeting place not only locally, but in the region. Many cities around the world create invitations to for staying along the water as well as to go into the water – and in more and more places all year round.

Sauna - a wintertime activity. Helsinki, Finland



Harbor bath, Faaborg



Getting close to the water. Bo01, Malmö





Access to water



# Improve the access to the rivers

The connection to the water can be strengthened with emphasised visual connections, such as in Bo01, but also with public spaces which are extended all the way to the riverfront. If there are streets forming barriers, good at grade crossings are key!

Public Space opening up to the water  
River Park, New York



Generous public spaces and promenades  
Barcelona



Good connection through clear visual connection.  
Bo01, Malmö





Access to water



# Long term harbour plan

The Copenhagen recipe for harbour development:

- a) agreement on development
- b) close collaboration between national, regional and municipal interests to meet needs of both harbour, industry and city
- c) make the development potential concrete by giving some of the gains to the harbour owner
- d) give incents for the relocation in form of good transport options and a stable plan framework for the development of new areas

New harbour developments in a private public partnership



New connections for pedestrians and bicycles



It has been a long journey, but the results have clearly benefitted Copenhagen as a liveable city





# 5

Key Moves

## **Strengthen the link between the sister Cities**

Mannheim is part of the dense metropole Region Rhine Neckar, and only divided from Ludwigshafen by the Rhine. Despite their proximity to each other, there is little connection between the cities and each city works quite individually. Strengthening the link between the cities can benefit both cities in many aspects.



Strengthen the link between the sister cities

## Why?

- **1+1=3**  
It may almost seem like a cliché, but together we are stronger. This is also the case for Ludwigshafen and Mannheim that could supplement one another to stand stronger in the region
- **Missing links for pedestrians and bicyclists**  
The connections across the Rhine constitute the main bottle neck for all traffic modes. The public transport network is well-working and the cars manage. By foot or bike it is hard or a harsh experience to cross the river despite the short distance.
- **Moving traffic will create more room on roads and new customers**  
Moving people from cars crossing the river to bicycles or by foot will create more room on the roads and also bring in new customers commuting more easily.

Strengthen the link between the sister cities

## Mannheim – potential on a regional scale

Located in the 10th largest region in Germany (2,5 million inhabitants), the Rhine-Neckar region is the largest technology cluster in Europe. Mannheim has both industry, but also culture and shopping. There is potential for more collaboration to strengthen the whole region and thereby also Mannheim.

**2,5 mill.**

inhabitants

in the region



- big, global companies + small start ups
- innovation and industry + shopping and culture



Strengthen the link between the sister cities

**Only 250 meter away**

**So close, yet so  
far away -**  
Mannheim and  
Ludwigshafen are  
only separated  
from one another  
by the Rhine





Strengthen the link between the sister cities

## Focus on the sister cities

Mannheim is located in a dense urban region in the Rhein-Neckar metropolitan area. Ludwigshafen and Mannheim are sister cities, located very closely to one another, but could profit much more from one another as sister cities with a population of half a million and a variety of offers within housing, industry, culture and shopping.

Inhabitants

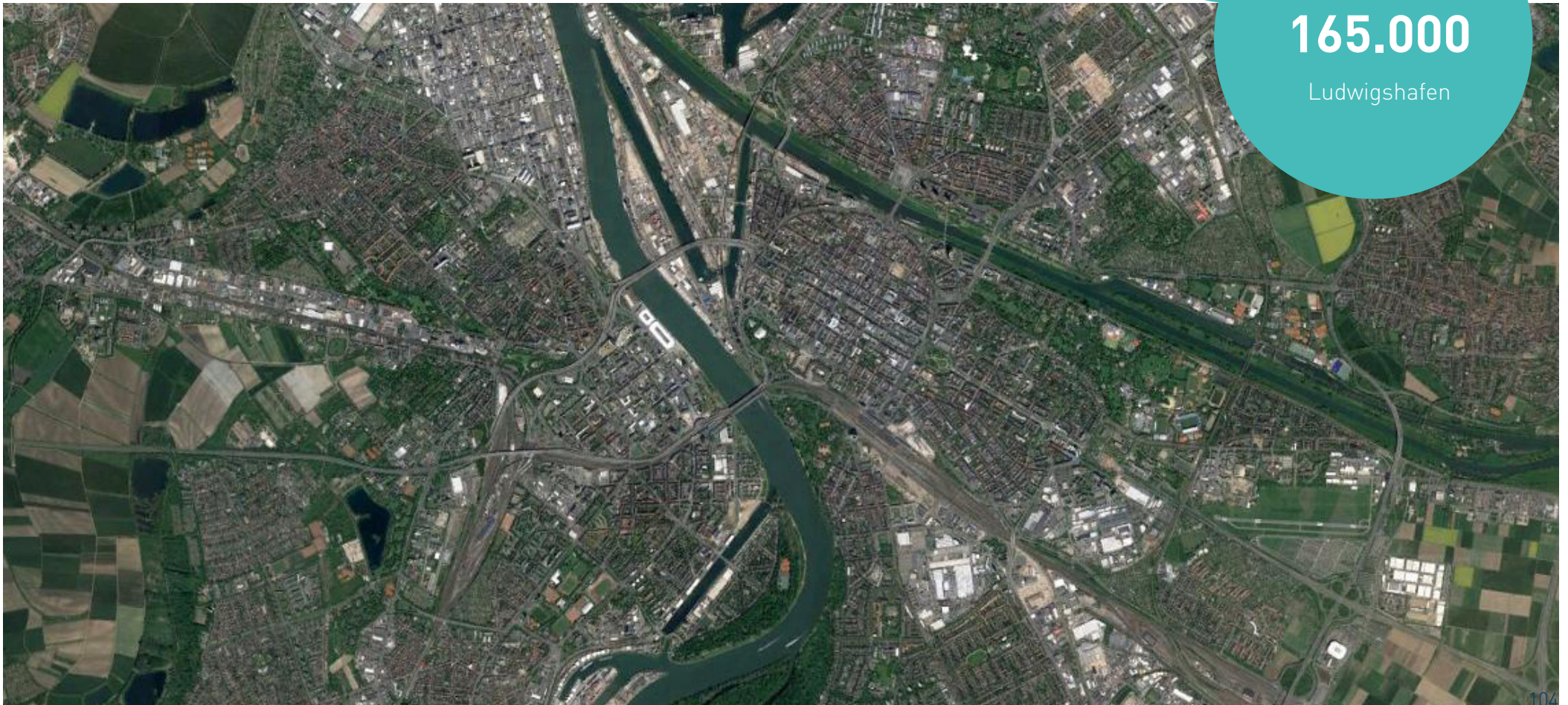
**300.000**

Mannheim

Inhabitants

**165.000**

Ludwigshafen



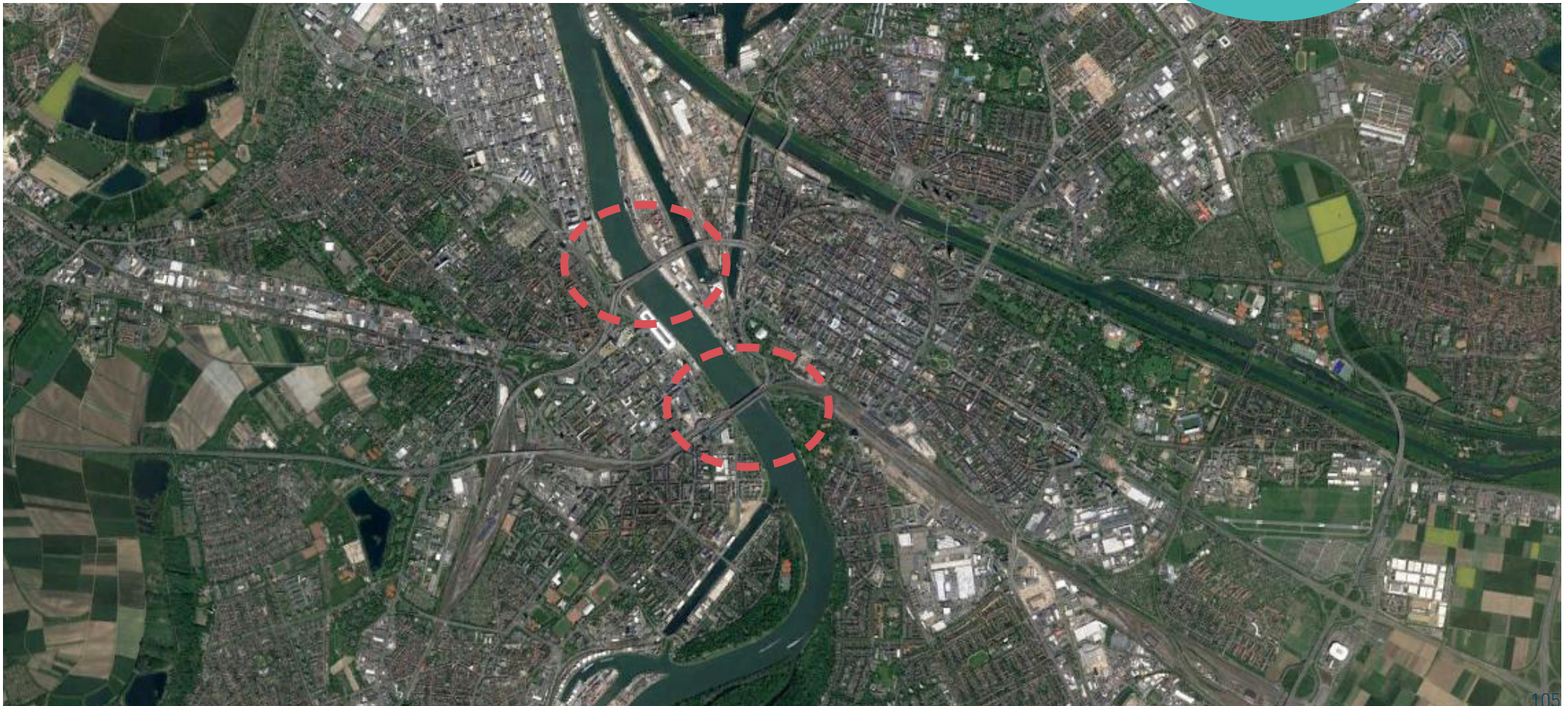


Strengthen the link between the sister cities

## A fragile situation

Many people commute every day between Mannheim and Ludwigshafen, goods and people are transported across the few connections whether by public transport, by car or in trucks. The two main connections make the transport situation fragile - fx when renovation is needed.

**A lack of existing connections...**





Strengthen the link between the sister cities

## A short distance that seems very long

...and existing connections are unattractive for pedestrians and cyclists





Strengthen the link between the sister cities

## Surrounded by borders



Strengthen the link between the sister cities

## 3 To do's

1

### **Improve existing links between the cities**

- Create better conditions for bicyclists by dedicated lanes with good buffers for (perceived) safety from fast driving cars.
- Ensure a better pedestrian environment both during the daytime and at night - wide sidewalks with benches to enjoy the view, good lighting at night for a high feeling of safety for pedestrians!

2

### **Create new pedestrian and bicycle connections**

- New pedestrian and bike bridges at key locations, which will make travel time shorter for cyclists and pedestrians and encourages the use of sustainable transport.

3

### **Establish more synergies between the cities and in the whole region - mentally!**

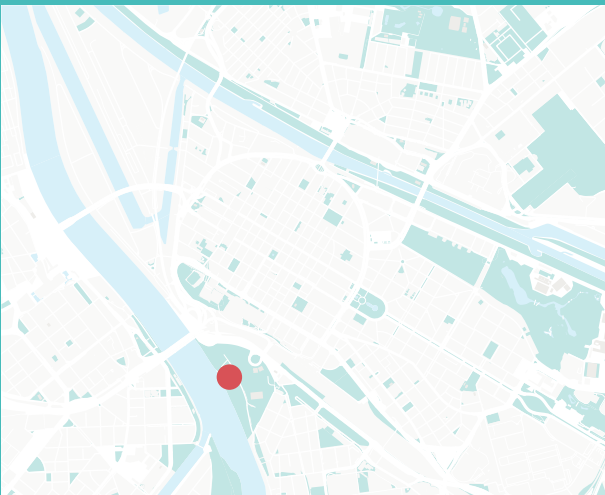
- A common online appearance, which lists cultural events and leisure activities happening in both cities for example, will make both cities benefit from it in the whole region.



Strengthen the link between the sister cities | **Rheinufer**

## From a lack of connections...

Today, when standing on the banks of the Rhine - Rheinufer, Ludwigshafen is visible from a distance, but difficult to reach. It can only be reached across two major bridges, which are very heavy in traffic and far away from another.

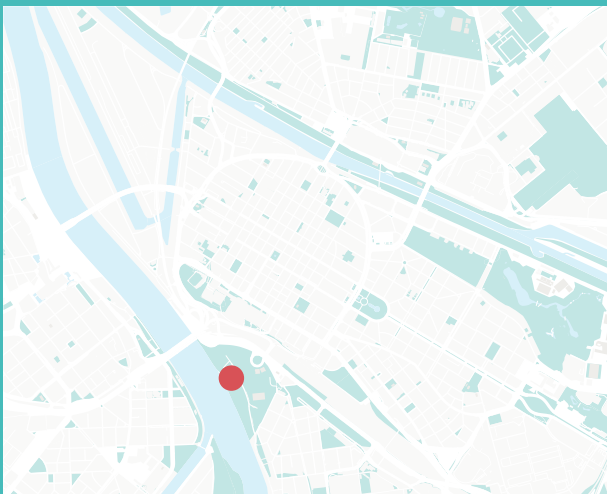




Strengthen the link between the sister cities | **Rheinufer**

## ...to a new link for pedestrians and cyclists

A new bicycle and pedestrian connection will strengthen the connection between both cities significantly, as it will decrease travel time significantly and encourage people to cycle and walk across.

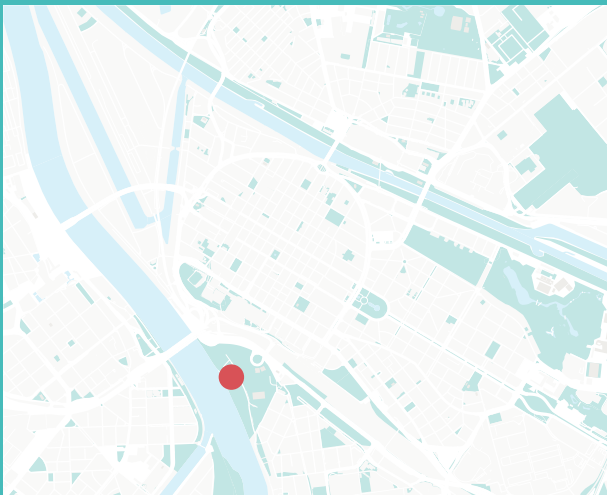




Strengthen the link between the sister cities | **Rheinufer**

## Shorter travel times

- 16 mins → 11.5 mins on bike
- 51 mins → 29 mins on foot





Strengthen the link between the sister cities

# Copenhagen's Harbour Circle

Historically, Copenhagen turned its back to its industrial harbour front. Within the last 15 years, Copenhagen has rediscovered the harbour and not only gradually built new architecture along the water, but also created a lot of new pedestrian and bicycle connections both across and along the water. This has led to the creation of a circular network around the harbour, the "Harbour Circle", which today offers 13 km of waterside experiences and is constantly extended and improved.

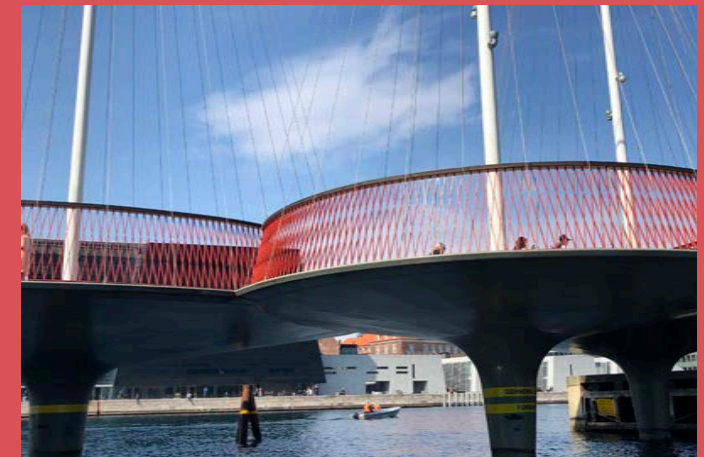
A recurring theme of the recent development is that all newly built pedestrian and bicycle bridges across the harbour have vastly exceeded the prognosis of use.



The Harbour Circle - Copenhagen's new bridges led to the creation of a closed, interconnected network.



Some connections are pure bicycle connections, like the Cykelslangen (Bicycle Snake) spanning across the harbour, though most are for both pedestrians and bicycles.



The bridges are both going across and along the waterfront, some of them are more functional, while others, such as this one by Olafur Eliasson are both functional and sculptural.



Strengthen the link  
between the sister cities



# Deux Rives Strasbourg

The Deux Rives-Zwei Ufer cross-border project, symbolises how Strasbourg is opening up to the Rhine and to its German sister city Kehl.

A **new tram line linking Strasbourg to Kehl, new bridges as well as a shared river park** with swimming and leisure activities has brought the two populations closer together, rendering the border invisible.

**Collaboration** between governance, cultural projects, business and Franco-German facilities, involving a range of stakeholders from the Rhine region.

The river park

<http://www.strasbourgcityguide.com/en/item/jardin-des-deux-rives-2/>



<http://www.anabf.org/pierredangle/dossiers/les-ponts/marc-mimram-une-architecture-de-raisons-un-art-de-la-transformation>



Top view of the development on 250ha

<http://strasbourgadeuxrives.eu>



“ And so the inhabitants of Strasbourg-Kehl are seeing their life, urban environment and mindsets gradually undergoing a significant transformation around the port and along the river, echoing Victor Hugo's words, *The Rhine for everyone*.

[Strasbourgdeuxrives.eu](http://strasbourgadeuxrives.eu)



Strengthen the link between the sister cities



## The Øresund region - a best practice example of regional collaboration

The Øresund Region is a prime example of European cross-border interdependence. The Region today is a **result of an intense co-operation between Sweden and Denmark** when deciding on and building the link between Copenhagen and Malmö - the Øresund Bridge. The Øresund Region became a hub for economic and cultural activity, and an area of quick growth and development, with Copenhagen as a natural capital. Swedes and Danes migrate or just commute over the border in order to work, study, shop or entertain themselves. Feeling the pulse, more and more leading international companies choose to settle down in the area.



The Øresund Bridge, which opened up in July 2000, is unique since it connects two countries, Denmark and Sweden. Now, it only takes 20 mins from Copenhagen to Malmö by train.

Since the Øresund Bridge opened in 2000, the Danish economy has received a substantial financial injection totalling 4.4 billion EUR through Øresund commuters.



# ③ Next Steps



Highlight the Neckarspitze



Activate area below underpass to link to water



Museum square: with art and waterplay



Harbour bath



Marktplatz - a new meeting place for all ages



Pedestrian and bike bridge



A new library and square

# Future development - where to start

Examples of potential sites for intervention



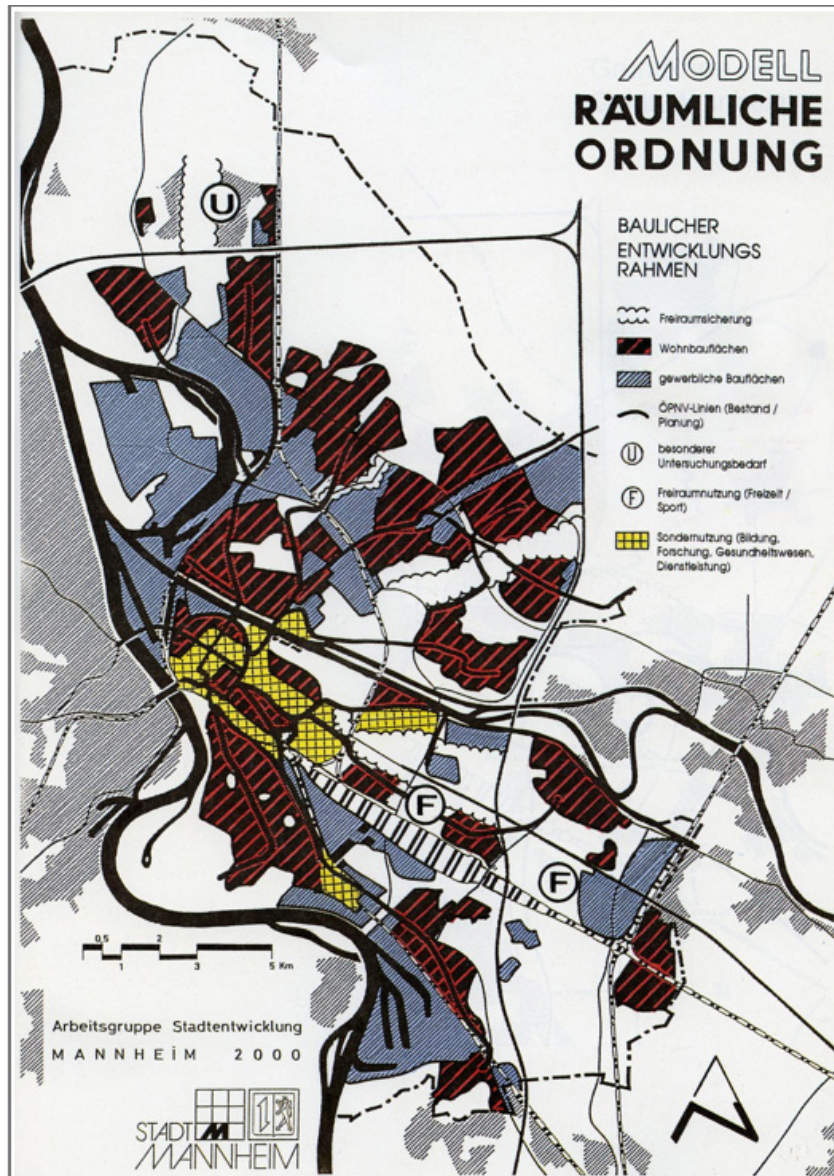


## Next steps

Next steps can take many shapes. A strong vision and an overall planning framework aligned with the key moves is one place to start. Another is to start with focusing on specific themes or key projects such as a parking strategy, a public space plan or a pedestrian and cycling bridge between Mannheim and Ludwigshafen. Yet another approach is to focus on low hanging fruits and to get going using pilot projects both as a concrete method to create change quickly and as a tool in a long term strategy for improvements.

Below we present some possibilities within these different approaches as inspiration for the discussion in Mannheim on what to do next.

# Time to update the overall plan



MRO from 1992 - still valid, but time for an update!

## then and now:

- population growth (refugees, city instead of rural area, birthrate)
- need for housing space
- need for industrial/trading space
- wish for alternative traffic concepts
- saving free space
- military areas conversion as potential for development
- internal development first

## changed mission statements and challenges (then vs. today):

- compatible mixture in use of space = smart, urban city
- industrial- and trade development = industry 4.0 / digitalization
- economizing (resources) = cluster & networks
- traffic concepts = employer-offered tickets for public transport / bicycle-friendly city
- open-space-development = environmental justice
- compatible mixture in social structure = social city

Source: Gehl MRO presentation





# A strong vision

## Copenhagen: A Metropolis for People

The climate vision and a Metropolis for people combined

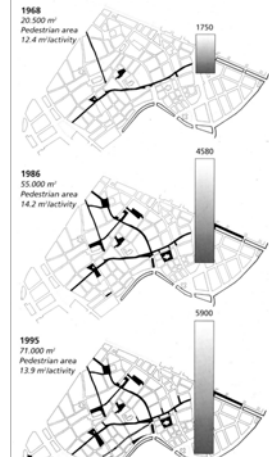
- Set goals
- More people walking
- More people staying
- Documenting the effects of the changes has been a strong political tool.

### A strong vision



### Document changes

- 4 x mehr Autofreier Raum
- 4 x mehr Menschen verweilen



### Creating direction

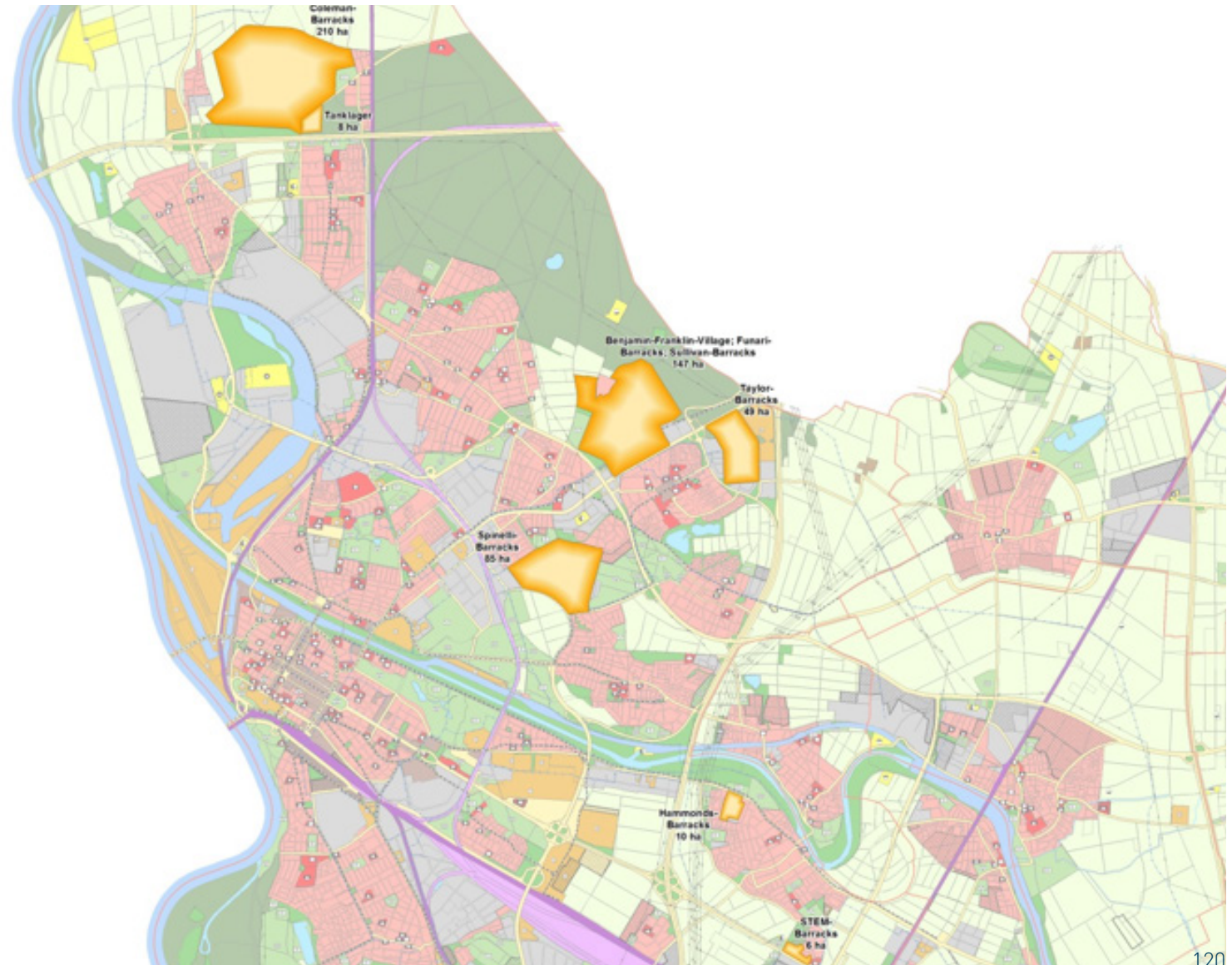


Specific theme

## Future development area

In the future, Mannheim's population is foreseen to grow and new areas are ready for development. The former military areas for development is a unique situation with large sites located within the city structure enabling growth without sprawling.

This is an opportunity to not only develop square meters, but to create new neighbourhoods of high quality and well-connected to the rest of the city.





Specific theme



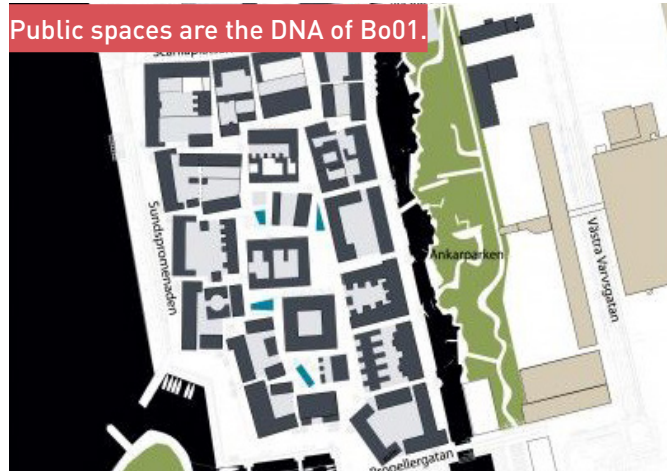
# A great new neighbourhood

## Bo01, Malmö

Around 2000, Malmö in the Southern part of Sweden was facing massive challenges after the closing of a large shipyard and loss of workplaces. Bo01 was established in 2001 as a national housing exhibition. Today, the neighbourhood is very popular for its inviting public spaces for everyone in the region as well as a great place to live.

Diversity is key in the plan – for public spaces as well as the buildings. Furthermore, the microclimate has been treated with care and despite strong western winds, Bo01 is a pleasant place to stay and spend time.

Public spaces are the DNA of Bo01.



A good microclimate



Diversity in the layout of the new neighbourhood. A wide variety in the public spaces – from the local corner to the big common park and riverfront.



Specific theme



# A public space plan

## Hamar: Connecting the pearls

In Hamar, Norway, a lot of pearls in the city were not connected. A public space plan has helped to see the public spaces as part of a public space network.

The plan points at connections to be improved and gives recommendations on what to do and where to start.

The public space plan has been a tool for steering and prioritising development of public spaces and to create synergy so Hamar can make the most of investments.



Selected overall principles public space plan, Hamar



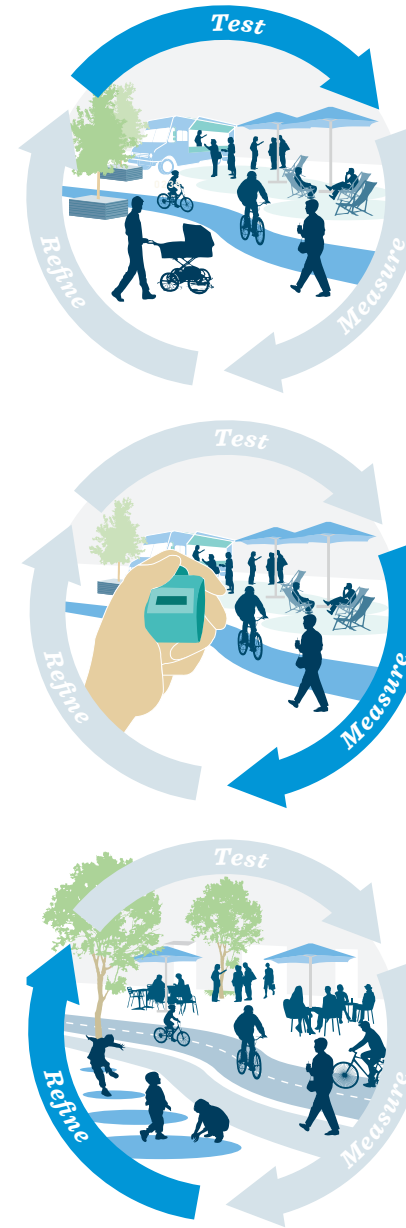
Pilot projects - just do it

## A pilot programme

Pilot projects – or temporary projects - are a quick and cheap way to test different ideas. The use of pilot projects should be part of an overall programme for pilot projects that is linked closely to the City's overall strategy. The pilot project in itself should be carefully considered; how should it be designed, what should be measured before and after, and what is happening after the pilot, what is the process towards a potential permanent design.

Furthermore, pilot projects are an agile approach to the design and a great way of involving citizens and other stakeholders in the design process, mainly for two reasons:

- 1) The citizens meet the idea on the street which means a broad variety of citizens will be exposed to the project and be able to offer feedback and
- 2) it is a lot easier to adjust and redesign pilots than it is to redo a permanent design.



Pilot projects - just do it



# Times Square, New York city - just do it

From 2007 and onwards, the city of New York worked on a strategic vision aimed at improving conditions for pedestrians and promoting a balance between modes of transportation. The strategy was based on a Gehl analysis and the vision manifested in a series of quickly implemented and affordable 'pilot projects' along the new Broadway Boulevard including projects on Times Square, Herald and Greenly Squares and Madison Square Park reclaiming nearly 500,000 ft<sup>2</sup> (45,000 m<sup>2</sup>) of public space alongside initiatives throughout the City's five boroughs.

Times Square, spring 2009, before pilot project, New York City. Photo: DOT NYC



Times Square, summer 2009, during pilot project, New York City. Photo: DOT NYC





## Key moves

- 1 Keep Mannheim weird!**  
Keep Mannheim weird! Emphasise Mannheim's unique, open, innovative, not-too-polished character
- 2 Ensure a more balanced mobility concept**  
Create a better balance of traffic modes the Mannheim way
- 3 Upgrade and activate public space**  
Activate Mannheim's public spaces to make the city more lively and attractive
- 4 Create better access to the water**  
Celebrate Mannheim's unique location at two rivers
- 5 Strengthen the link between the sister cities**  
Connect more across the river and create a stronger region



**Thank you!**