



Baltic Sea Region
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Integrated Urban Development

From Master Plan Urban Regeneration to city and urban quarter

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Integrated urban development – who needs it ?

- Just an academic ideal ?
- Just a town funding policy tool?
> “bottom down”
- Or a necessary approach
for towns, stakeholders, users ?
> “bottom up”



Phases of urban development after the “Transformation”

- “from isolated to integrated strategies”

- 1989 →
after transformation
- 2000 →
demografic change
- 2006 →
in consolidation
on the integrated way

Development ?

Funding policy ?

Urban development strategies/planning methods ?

relevance energy efficiency ?

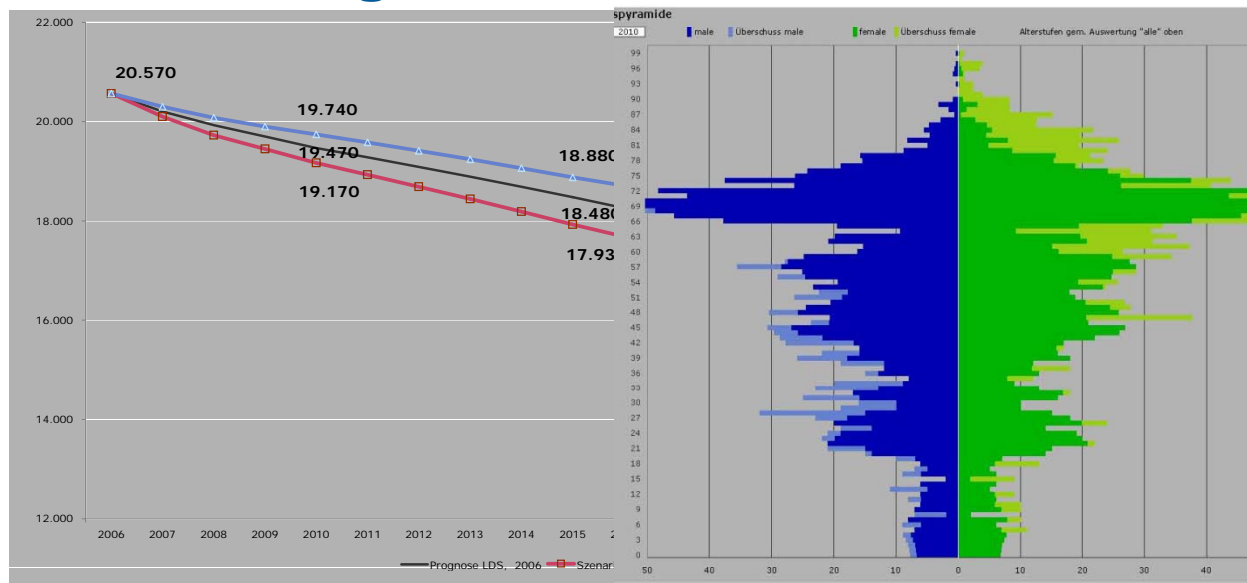
1989 ff. Towns after the „Transformation“

- Reactionary urban development policies, funding with wide focus
sectoral strategies – „no time for integrative strategies“



2000 ff. - towns in a state of „demographic change“

- demolition, upgrading and adaptation of the infrastructure in the residential areas
 - Urban development strategies strongly shaped by housing economics



2006 ff. - towns „on the path“ towards integrated urban development

- Evaluation of urban development processes
 - What has been achieved?
 - Realistic predictions
- Attitude change with respect to comprehensive strategic urban development
- Urban development as an „umbrella policy“ – INSEK as an „umbrella strategy“ from and for the towns



Dimensions of integrated urban development approaches

- **Horizontal/Spatial:** from a regional to a municipal to urban quarter
- **Vertical:** from policy to projects
- **Sectoral:** all departments
- **Participation:**
„don't forget the user“ !

**Policy/
vision**

**Integrated urban
development concepts**

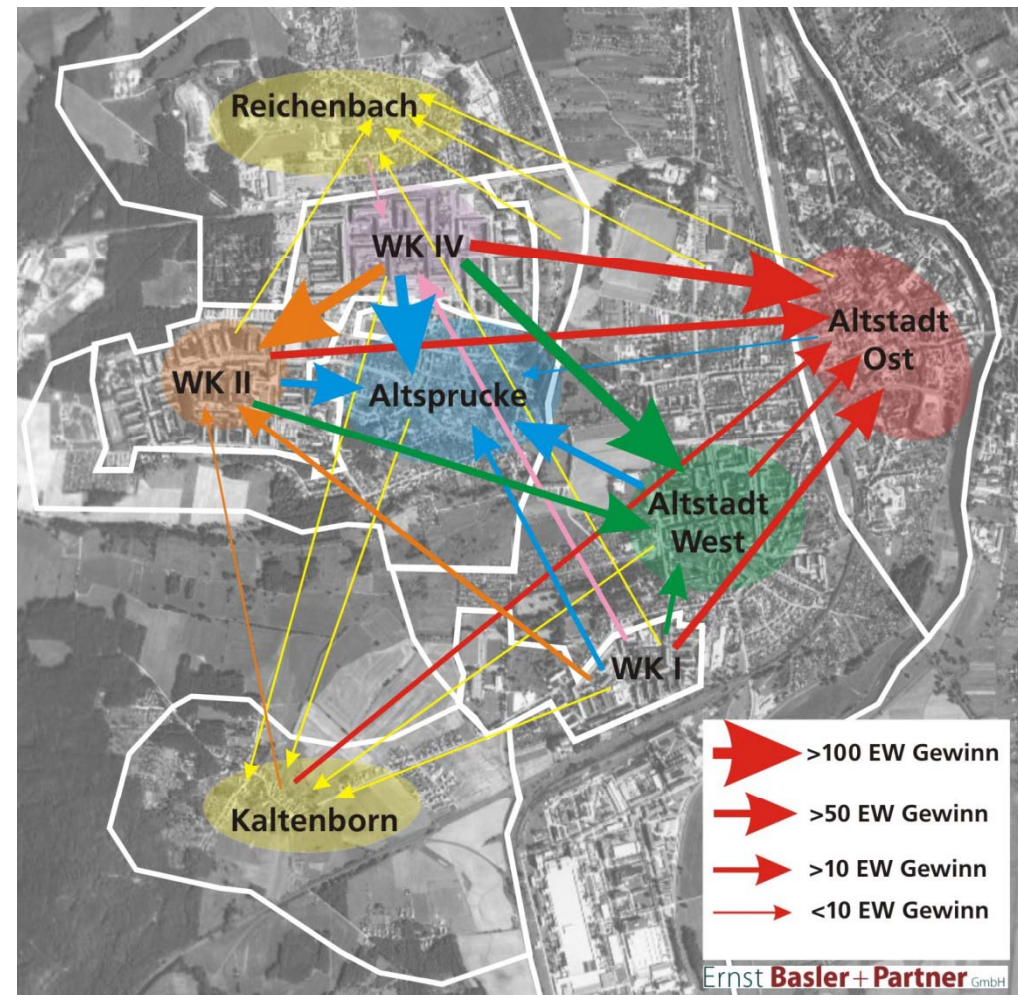
Implementation - projects



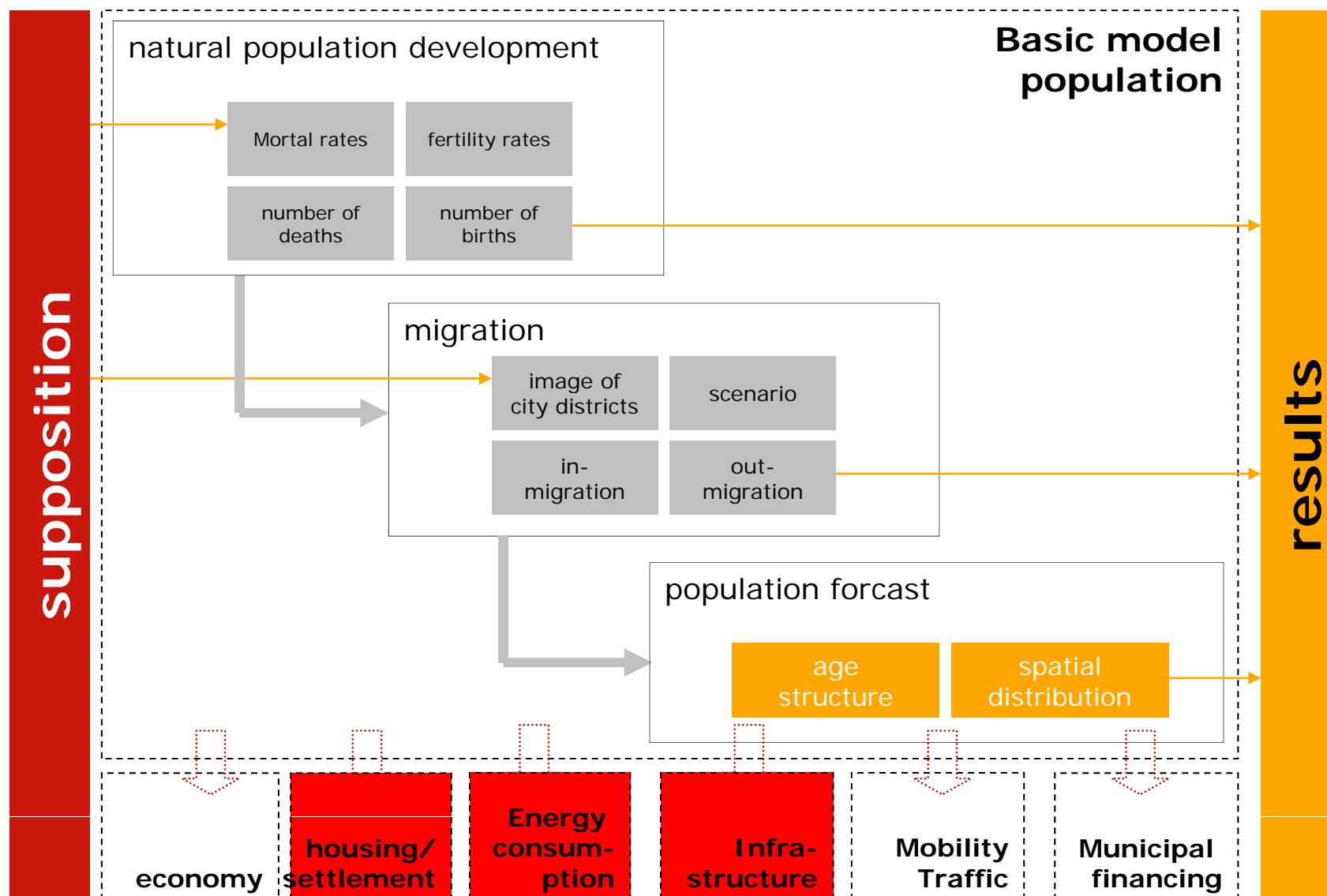
Key role: forecasts – for all departments Basic of integrated urban development

*It is easy to forecast
the worlds population
Why?*

*Because there is
no immigration
nor
emmigration*



Model of evaluation, forecast and presentation of urban development



Where will be in 2009 ?

- Establishment of INSEK
- New integrated thinking
- Realisation of integrated projects
- Before the first follow-up of INSEK
- The new question of climate protection and energy efficiency as an INSEK module and theme of the 2nd phase of urban renewal

... on the way ...



„New“ issues – climate protection and energy efficiency

- **Between adaptation and manipulation**
- **Topics:**
 - **Living / habitation**
 - **Public buildings**
 - **Industry / trade: energy production**
 - **mobility**
 - **Sensitisation**



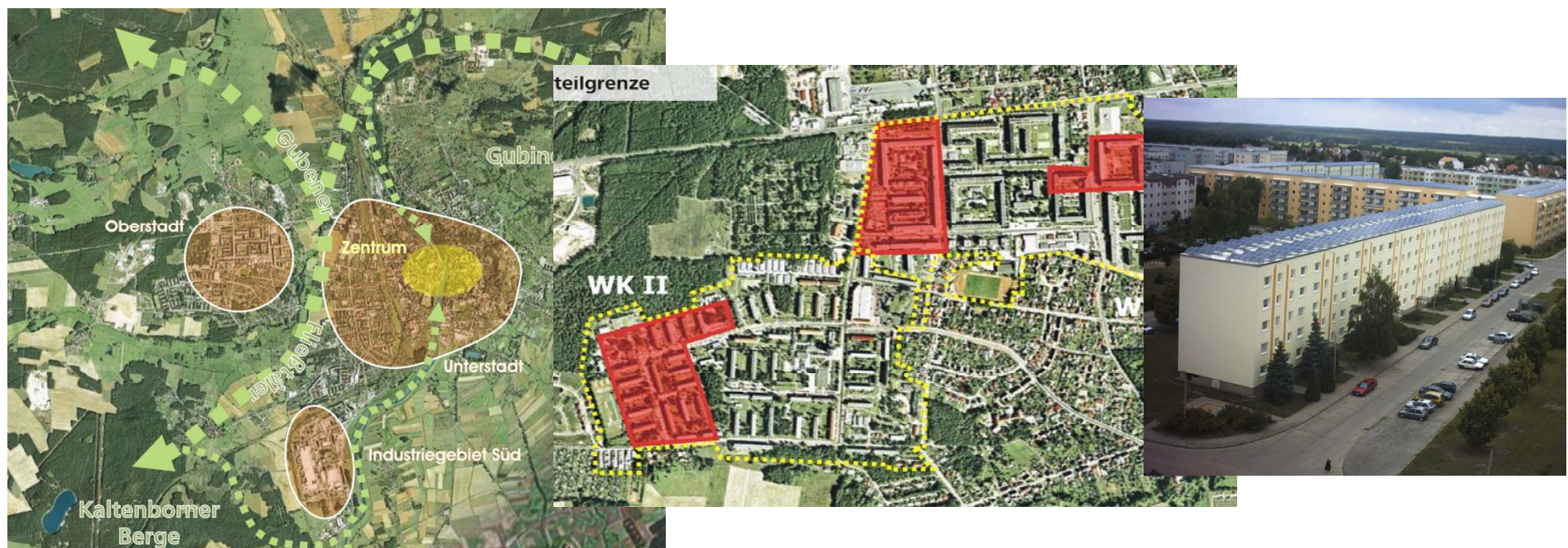
Towns and residential areas in contest

- An environmentally friendly / energy efficient image as a marketing strategy
 - Energy regions
 - Energy saving towns – climate friendly towns – sustainable towns
 - Energy saving housing – zero emission housing



Example: Pilot towns on the path - Guben

- Municipal energy concept
- Linking urban renewal, industrial policy and energy efficiency
→ „prospective corresponding partner“ urb.energy



Example: Pilot Networks



städtekranz
BERLIN-BRANDENBURG



ARGE REZ- Arbeitsgemeinschaft Regionale Entwicklungszentren des StädteKranzes im Land Brandenburg



- Joint town co-operation
BraNEK - „Brandenburg Town Network for Energy Efficiency and Climate Protection“
- Strategies, Methods, Participation, Structures, Projects
- → developing solutions for mid-sized towns in a workshops 2009 – 2011
- → „prospective corresponding partner“ urb.energy