



Rathenow

town of optics

inner city transformation – involving citizens



content

- Data & Facts
- Impressions from Rathenow
- Urban Development
- Participation as a part of it



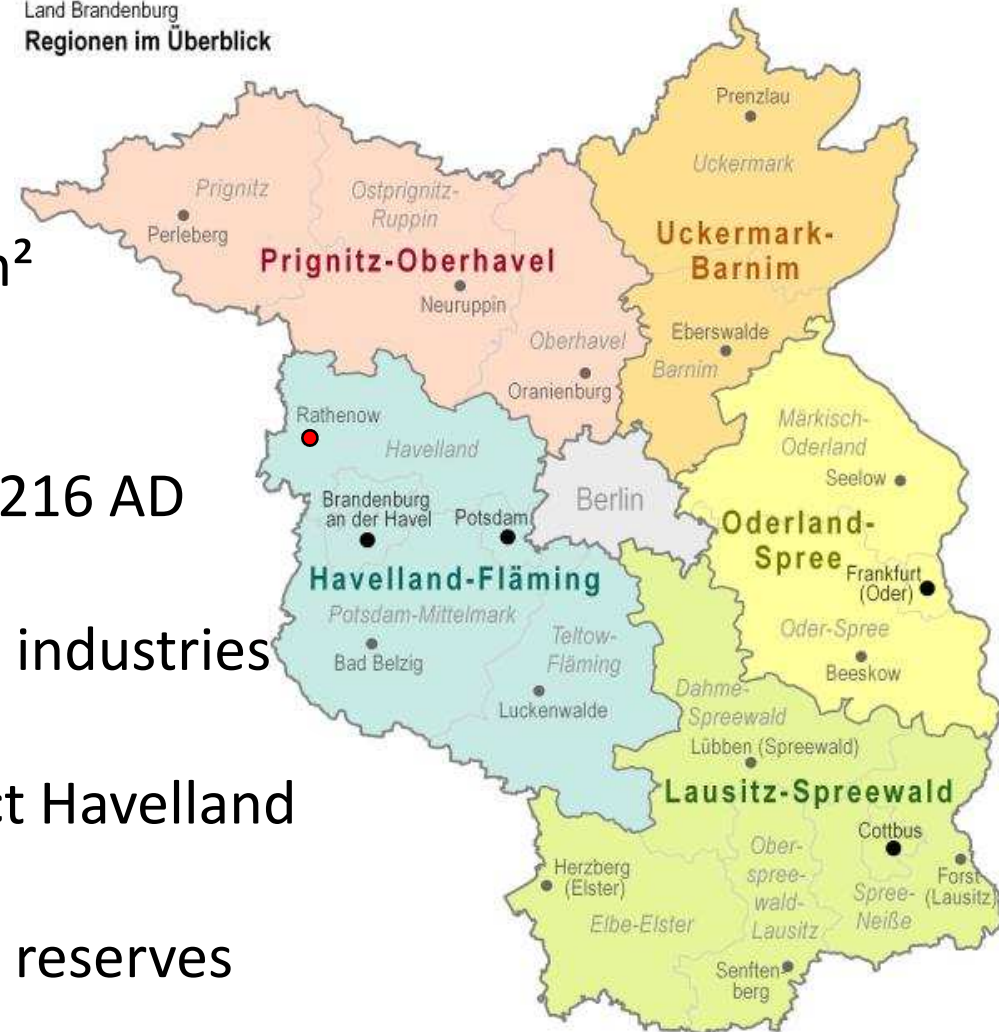
Data & Facts



Data & Facts

- 24.757 Inhabitants
- Municipal Area 111,7 km²
(town and its 5 villages)
- First written naming in 1216 AD
- Cradle of german optical industries
- Centre of western district Havelland
- Surrounded bei 7 nature reserves

Land Brandenburg
Regionen im Überblick





Impressions



Impressions





Impressions



Old haven, church hill



Impressions



Old haven



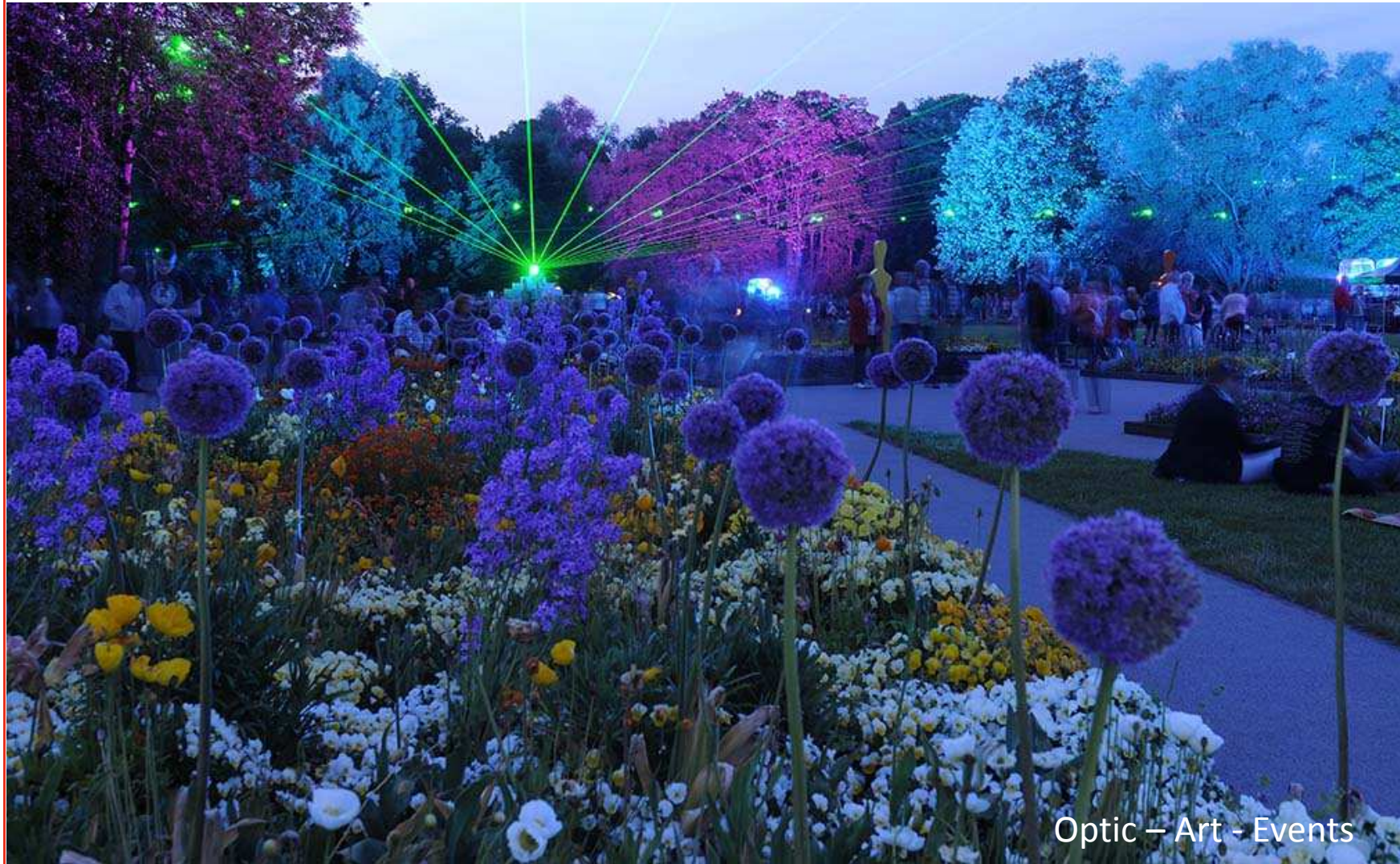
Impressions



Vineyardbridge since 2014



Impressions



Optic – Art - Events

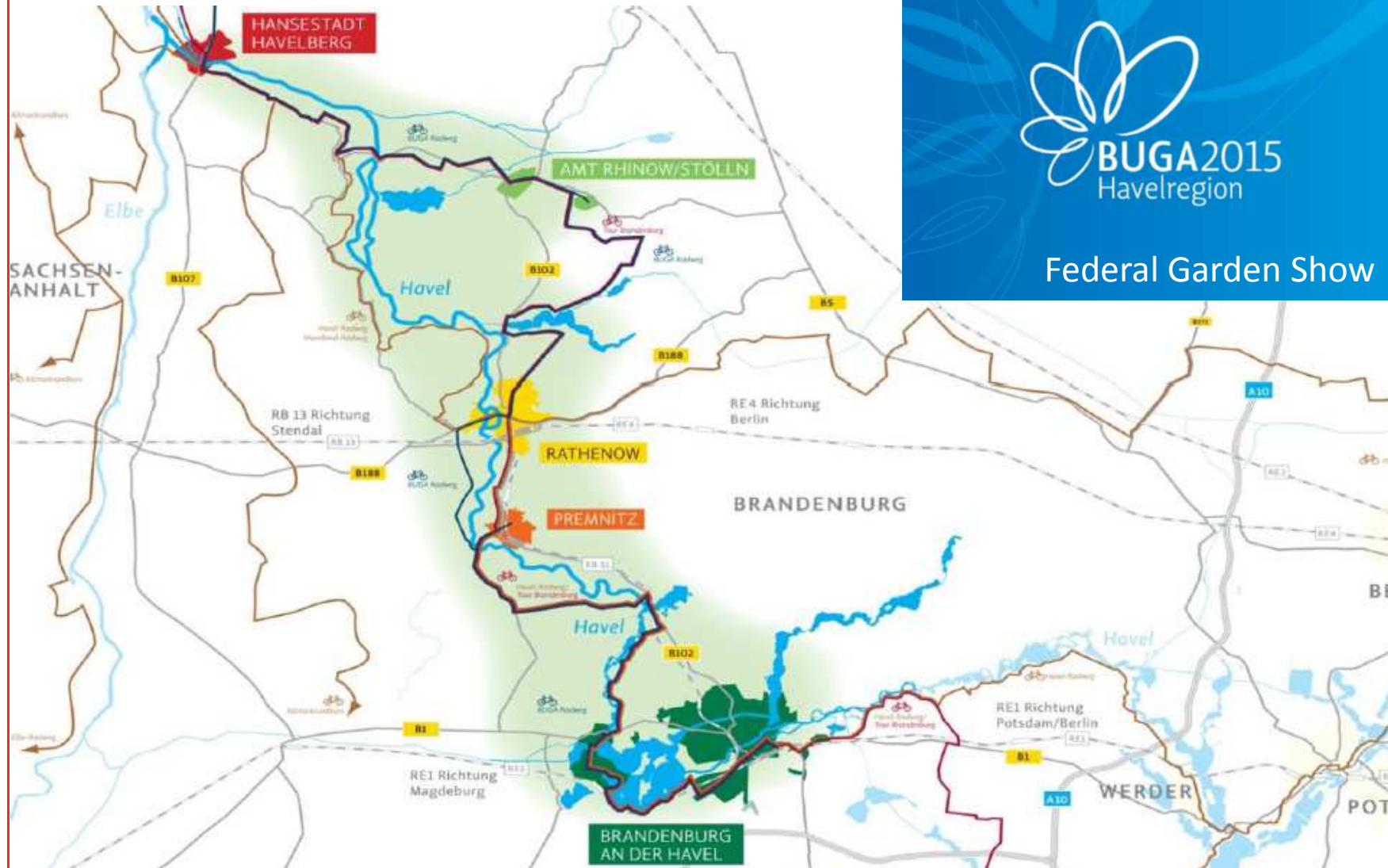


Impressions





A region introduces itself





Urban Development



Urban Development

- Depopulation - 20% since 1991
(current trend reversal in 2015 +114 Inh.)
- Increased demographic change
- Above average proportion of children in poor households
- 50 minutes drive to Highway
- 10% of the urban area was a military zone





Urban Development

- Strengthen the city center



- Public spaces inclusive and attractive design
- Retail development plan fully
- Modernization of the stock of flats



Urban Development

- Transformation as an opportunity
- Public pulses set so follow private investment

Fill vacant lots

Create Space



Open towards the water





Urban Development

- Resident participate



- Planning for Real
- Workbook Method
- Meetings !
- Image surveys, citizen surveys, activating surveys
- Infotainment



Urban Development

- Stage & Celebrate

City-Beach-Party



Dredger Ballet

Theme party's



Example Workbook Method

- Cross-checking the work of the working groups



- 40 proposals of the thematic working groups clearly illustrated with the possibility to assess
- 1.000 copies distributed, response rate 50%



Example Workbook Method

- Cross-checking the work of the working groups

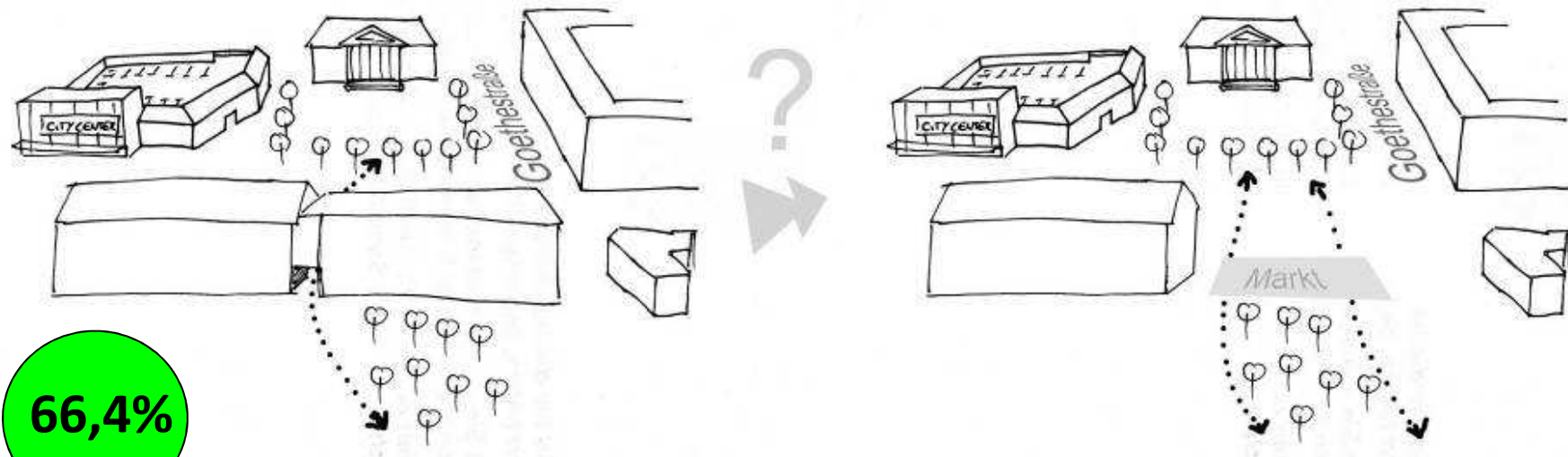


- clearly illustrated with the possibility to assess
- distributed by volunteering in schools, clubs, at private, shops and public facilities

Example Workbook Method

Question 14:

building on the market square - demolition or renovation?



66,4%

renovation!

- Pros & Cons shown in words and pictures
- Decision Option and excitation field

Example Workbook Method



- The worst rated proposal still had 66% approval rating!
- Reviews and suggestions in public workshops incorporated



Example: the slightly different town meeting



- Time travel to year 2020



Example townhall meeting



Time tunnel



Example townhall meeting

The spokesmen of the 5 workgroups presented their results themselves like Interviews in the future





Example townhall meeting



a newspaper from the future was distributed



city council has the mission statement of all work results decided

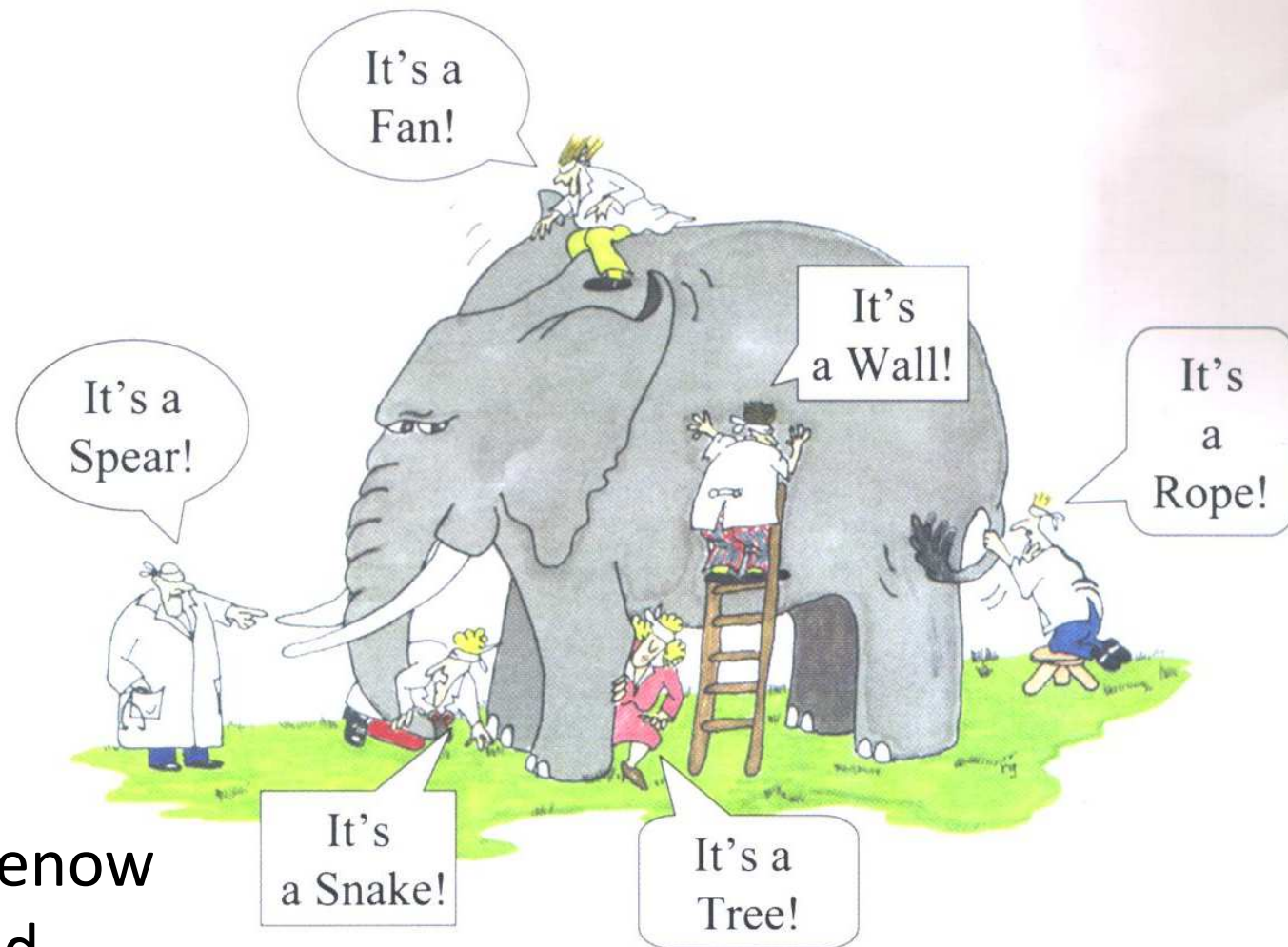


70% of the proposals
are implemented or
already in implementation



the best motivation is to see
that participation makes sense

and is not only a PR-Show...



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