

2015

Stadt der Zukunft
Heidelberg

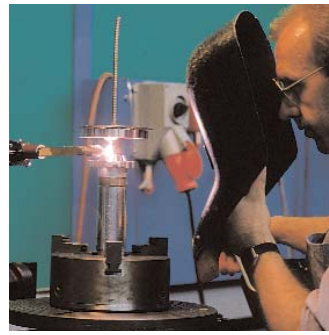


Heidelberg City
Development Plan 2015
Guidelines and Goals





Contents		4
1. Preliminary Remark		6
2. Initial Situation	The 1974 key objectives: Why new guidelines? Temporal perspective until 2010 The Aalborg Charter Planning as a process, maintaining the freedom of choice	7
3. Preamble for a New Vision Important cross-section concerns	A sound budget management for the future Community involvement and participation Facilitating diverse lifestyles Gender equality Migration and intercultural orientation The University as an important partner	11
4. Target Area: Key Objectives in Urbanism Variety through unity, City on the River	Preserving Heidelberg's uniqueness Economic use of building land Preserving the unity of cityscape and landscape Preserving and developing the essential large and small open spaces of the City Respecting urban qualities characteristic of small areas Strengthening the district centres Avoiding building barriers More mixed-use and living-quality	13
5. Target Area: Regional Cooperation and Regional Development Safeguarding the balance of interests through new forms of regional cooperation	Why stronger regional cooperation? Right sense of cooperation	15



<p>6. Target Area: Employment Striving for full employment</p>	<p>Opening paths out of the crisis Using structural change positively Supporting new forms of gainful employment Expanding the advantages of location as the Science City Preventing destructive competition Strengthening medium-sized enterprises and manual trade Strengthening the position of women in the labour market Reducing the use of land Supporting reintegration into gainful employment Strengthening ties between local and regional promotion of economic development</p>	<p>17</p>
<p>7. Target Area: Housing Creating and preserving affordable dwellings</p>	<p>Dwellings for all Preventing displacement Low-cost housing Decelerating the use of land Accounting for different phases of life and lifestyles Lively living environment Promoting ecological building projects 8,000 to 10,000 additional dwellings Planning regional provisions Regional housing market balance</p>	<p>21</p>
<p>8. Target Area: Environment Improving the environmental situation and permanent protection of our natural resources: water, soil, air, nature, and landscape</p>	<p>Fostering the protection of the climate and clean air Introducing environmental quality objectives Environmental budgeting to promote annual balance sheet Counteracting the trend towards the destruction of the landscape by development Municipal concept for open spaces required Promoting environmental awareness Opportunities for a more healthy childhood</p>	<p>24</p>
<p>9. Target Area: Mobility Promoting environmentally compatible mobility through improved transportation offers, reducing pollution caused by motorised individual traffic</p>	<p>Key objectives of the new Transport Development Plan Environmental quality objectives and traffic Increased mobility without increasing motor traffic City of Short Distances</p>	<p>27</p>



<p>10. Target Area: Social Matters City of Social Balance</p>	<p>Preventing marginalisation Promoting solidarity and own initiatives From target group to quarter work Supporting reintegration into gainful employment Starting the "between generations" with adolescents Learning how to deal with each other If-determination for handicapped persons Self-determined life until very old age Offering assisted dwellings in all districts Health care Sports and recreation</p>	<p>29</p>
<p>11. Target Area: Culture City of Cultural Variety</p>	<p>Communication and meeting place Proper understanding of cultural variety</p>	<p>33</p>
<p>12. Target Area: Demographic Change Making the most of opportunities</p>	<p>Starting point for the partial update in 2006 Heidelberg—a family-friendly city Improve Heidelberg as a residential area Lifelong learning City of fairness Getting old in a young city—creating a culture of ageing Integration is a task for everyone Building bridges with culture New partnership between citizens and town Allowing an active and supportive life in city districts Position Heidelberg as an attractive location for business and science Heidelberg as a strong partner in the region City Administration as a model employer and innovative service provider Mobility for all age groups Public space as a meeting place Flexible construction The Bahnstadt as a key city development project</p>	<p>34</p>
<p>13. Summary</p>	<p></p>	<p>42</p>
<p>Annex</p>	<p></p>	<p>47</p>

Preface



Heidelberg has had a local agenda since 1997—the 2010 City Development Plan (STEP). STEP is the pioneering guideline for an urban policy that takes responsibility for social co-existence and the preservation of an environment with a high quality of living in an economically successful community. A host of decisions and concrete projects have been drawn up and successfully realized in recent years as part of the implementation of STEP.

After almost ten years, the City Development Plan was given a new chapter and a new focus of activities—demographic change and its challenges and opportunities for urban policy. In August 2006, the local council unanimously agreed to update the STEP and actively develop the demographic change with adequate targets and measures. The preamble of the City Development Plan was adapted accordingly and the term extended from 2010 to 2015. Chapters 1 through 11 remain unchanged. The guidelines and targets specified there still apply except where they have already been implemented. Chapter 12, “Target Area Demographic Change”, is a completely new addition. Its core message: “apart from being a family-friendly city, Heidelberg’s character as a lively, creative and tolerant city for all generations must be maintained”.

Central objectives of the City Development Plan of 1997 are the preservation and development of Heidelberg’s strong points, full employment and the promotion of small and medium-sized enterprises, trades and retail. We are aiming for a “city of short distances”, an increase in civic participation, acceptance of a variety of lifestyles, equal opportunities for men and women, cultural diversity and the permanent protection of natural resources. In the City Development Plan, solidarity refers to the shared responsibility for social equality and the underprivileged and for future generations. The focus is on stable economic development, close cooperation in the region and with the university, the utilization of internal development resources and the efficient use of space. It is our task to provide sufficient and good-value accommodation, cultivate innovative business sectors and ensure a traffic situation compatible with urban life.

The guidelines in this new chapter on demographic change focus on creating a city that is attractive to families. The framework conditions for family-friendly housing and employment, childcare and education are to be improved. Senior citizens have far-reaching life experience that should be put to better use in society.

Integration is underlined as a task for all citizens of Heidelberg. Language and education barriers must be broken down and intercultural dialog promoted. The various districts are places where different cultures and generations meet and broad civic commitment should be supported. This requires closer attention in the future. Consulting and service offers must be tailored to people's needs on the basis of demographic development. Major importance is also attached to promoting Heidelberg as a location for business and science. This includes affordable housing with social qualities.

The City Development Plan and its update have been prepared in cooperation with citizens. Consultations, public involvement via Internet and the local paper and discussions with the Liga der Freien Wohlfahrtspflege (League of Voluntary Welfare Work) and the Ausländerrat/Migrationsrat (Foreigners'/Migrants' Council) provided a host of ideas of which the majority have been incorporated.

It is now a matter of putting an infrastructure in place in the various districts together with the people living there and the institutions based there that meets the challenges of demographic change. This exciting develop-

ment relies on creative cooperation between the city and its citizens. I would like to express my deepest thanks for the commitment of all those that participated in STEP and its new chapter.

The guidelines and targets of the City Development Plan will continue to point the way forward far beyond this decade. We are committed to sustainable development based on Heidelberg's strong points. We are standing by our global responsibility and showing ourselves to be an open-minded and tolerant city. Heidelberg is taking responsibility for the future!



Dr. Eckart Würzner
Lord Mayor



Preliminary Remark

1

The chances of a global sustainable development policy are mainly determined in the cities, which concentrate housing construction, manufacturing and transshipment of goods as well as energy consumption and transport. At an early stage Heidelberg committed itself to goals which were later laid down in Agenda 21 by the Conference on Environment and Development in Rio de Janeiro. What is meant here is an urban development policy which aligns human living and working conditions with the carrying capacity¹ of the natural environment.

The measures leading to this goal must be defined and verified on a continuous basis. The present Heidelberg City Development Plan 2010² shows the catalogue of objectives envisaged for the next 13 years. A broad public process of discussion took place (November 1995 to September 1996) before the binding goals were finally adopted.

The City of Heidelberg adopted several fundamental resolutions and planning decisions (i.a. the guidelines on tourism, transport development plan) and thus initiated a development which is to preserve and improve the quality of life in the City itself and in the region through the careful utilisation of the existing resources.

Initial Situation³

2.

The previous urban development scheme dating from 1974 was committed to moderate development. It attributed great importance to the aspects of the quality of life, cityscape and landscape, traffic burden and the orientation of the job structure towards the future.

These objectives aim at a future-oriented structural development "which preserves the unique character of Heidelberg" and which should be based on the preservation and improvement of the quality of life of its inhabitants.⁴

The statements made concerning Heidelberg's uniqueness, the cityscape and the recreational value of its surroundings concentrate to a large extent on aspects of preservation and burdens. The danger that the characteristic features of Heidelberg are in danger of loss if certain limit values are exceeded is seen quite clearly.⁵

The unmistakable quality of the City is determined not only by its surroundings and the City itself, but also by the "features merely perceivable by intuition"⁶ which make up its special fabric. Without becoming a museal rigid structure, the uniqueness of Heidelberg should be „a chance and opportunity for the City's inhabitants to identify themselves with their community". Its individuality and uniqueness must be preserved. What is unique of Heidelberg are its surroundings, its city features, the student atmosphere,

its smallness, unobtrusiveness and cosiness, but also the mixture of urban and rural uses. The innovative atmosphere characterised by the University and other education and research institutions, its open-mindedness and tolerance towards strangers and new experiences as well as a broad range of cultural activities are additional aspects. The Heidelberg urban development scheme from the year 1974 thus expresses a general guideline which could be summarised as: Economic and spatial growth are favoured, but only to the extent that the problems of dwelling, the labour market, the environment, local recreation and traffic can be solved.

Many of these objectives are still valid. The key objectives of the former city development scheme listed below demonstrate the desire of the City of Heidelberg for a moderate development achieved in cooperation with its neighbours.

¹ Taking account of the carrying capacity means making sustainable use of the environment, i.e. preserving nature's capital assets. Consumers must not use up renewable raw material, water and energy resources faster than they can be renewed, and non-renewable resources must not be consumed faster than they can be replaced by durable, renewable resources. Pollutant emissions must not exceed the capacity of air, water and soil to bind and decompose these substances. (See Aalborg Charter, p. 2)

² The term was extended until 2015 by the decision of the local council adopted on 02 August 2006. (DS 0233/2006/BV = number and year of submission)

³ The data of this chapter refer to the starting point in 1996

⁴ Heidelberg City Administration, Heidelberg City Development Plan, Overall City Variant D, Heidelberg 1974, foreword.

⁵ I.c., p. 10, pp. 31 ff, p. 34, pp. 64 f.

⁶ I.c., p. 9.



The 1974 key objectives:

The following were the key objectives⁷ of the City of Heidelberg:

- to improve the conditions of individual and social life (housing, work, education, recreation),
- to preserve the uniqueness of Heidelberg in its future development,
- to safeguard and promote the community as a regional centre with special emphasis on education and science as well as other public and private institutions which supply the citizens of the City and the region with goods and services,
- to solve the problems associated with Heidelberg and its surroundings as a uniform area of living and of business through a neighbourhood approach,
- to ensure the adequate participation of all districts in urban development.

Despite some errors in a few points, Heidelberg has continued its historical social and urban development in the 20th century, with the effect that for many people inside and outside of Germany, the City has become a symbol of urban quality of life. This also applies to the self-awareness of our citizens.

Why new guidelines?

Meanwhile more than 20 years have passed and the limits of growth are becoming increasingly evident. Compared to 1974 the number of jobs in the City has increased by 20,000 and

the number of dwellings by 16,000 although the number of inhabitants has only slightly risen. The number of people unemployed or in search of housing has sky-rocketed despite improvements in supply.

Suburbanisation has continued and the number of incoming commuters has sharply risen. The separation of housing, work, shopping and recreation has led to more "forced" mobility. The transformation of family and household structures, diverse lifestyles and a multicultural inhabitant structure are characteristic of major social changes.

It is becoming increasingly evident that planning must be preventive rather than reactive. Many European cities and municipalities meanwhile strive to launch such a development and initiated a sustainability campaign for this purpose. The City of Heidelberg joined this campaign in signing the Aalborg Charter.

Urban development⁸ as meant by the new Guidelines is considered the design of future co-existence among

⁷ Heidelberg City Administration, Heidelberg City Development Plan, Overall City Variant D, Heidelberg 1974, p. 4.

⁸ "Urban development planning can generally be described as the systematic and continuously developed approach to intentionally control the development of the City according to political objectives and taking into account the ecological, social, economic, cultural, financial, and spatial factors. It comprises the entire range of daily needs to be provided for by the municipality and furthermore includes financial, temporal, and spatial data concerning its future development." Source: Schultis, J.B. Entwicklungstendenzen kommunaler Planung. Materialien zu einer Einführung in die Stadtentwicklungsplanung. Nagold 1984, p. 10 f.



humans and thus more than just mere spatial development planning: an urban development policy also has a social dimension and incurs a social obligation. The question is always whether the desire to satisfy individual concepts of life should be less important than an ever more necessary sustainable and ecological way of living in a social and equitable society. Economic and environmental policies therefore directly affect social co-existence and must be part of a comprehensive, balanced urban development policy.

Temporal perspective until 2010⁹

The objective of the urban development concept is to create framework conditions for a social and diversified cultural life. It is designed to offer room and perspectives for economic activities which create a broad and lasting range of jobs and promote the preservation of our natural resources. The envisaged social balance and regional cooperation shall eventually account for a sustainable and equitable social economic and spatial development in which Heidelberg testifies to more co-responsibility for regional development. The time frame until 2010 comprises 13 years and is thus well comprehensible.

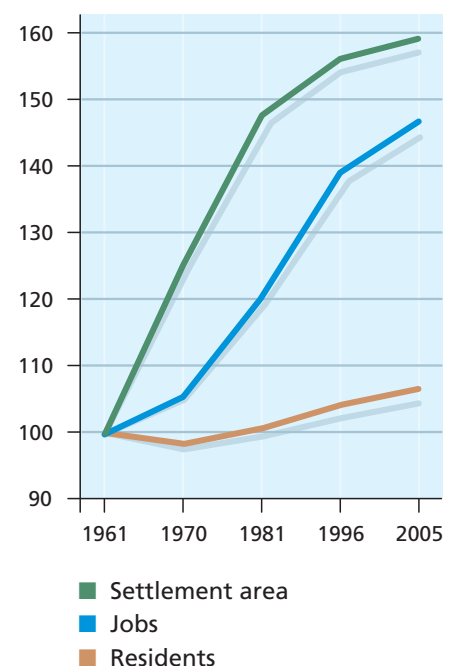
The Aalborg Charter

The Aalborg Charter¹⁰ is one of the commitments endorsed by the City of Heidelberg. This means that in accordance with the aim of sustainable development it strives to achieve a lasting balance between the conflict-

ing demands of preserving the existing natural resources and taking account of the requirements of settlement structures in this area. One basic prerequisite is to respect the social balance and to preserve or establish job security. The City promotes an urban development which aligns all city functions with the requirements of social and environmental compatibility. Since a more equitable and lasting development cannot be achieved without direct citizen involvement, the City supports citizen commitment for such a development at the local and global level. The shaping of the City's relations with its external partners is geared to the goals of a more equitable and sustainable development. It is intended to put the local Agenda 21 process on a broad societal basis. In order to promote the participation of all social actors it is planned to facilitate coordination and create operational structures. The objective is to support autonomous activities and to develop and implement joint targets and action options in a social dialogue between all actors.

Planning as a process, maintaining the freedom of choice

There are considerable uncertainties concerning the future economic development and the success of the strategies aimed at limiting the consumption of free space and the accompany-



Development of settlement area, jobs and residents of Heidelberg (index: 1961=100)

⁹ The term was extended until 2015 by the decision of the local council adopted on 02 August 2006. (DS 0233/2006/BV)

¹⁰ City Council Decision adopted on 24 November 1994 (DS 679/94).

ing planning requirements or provision of spaces. Development planning should therefore always be organised in the form of a process. It is subject to continuous change. This means that planning must be open and free to revision. Options for new developments and planning ideas must be held in reserve as long as these are ecologically and socially justifiable. The generations to come must be left with sufficient scope for their own concepts. A reporting and monitoring system¹¹ which takes social developments as well as women-specific data into account is to ensure that the achievable targets are actually achieved, that the objectives which need modification are adjusted in time and that their implementation is adapted accordingly.

11 See publication concerning the city development plan since 1997 at the end of the brochure



Preamble for a New Vision

3.

Important cross-section concerns

Heidelberg is striving to achieve a socially responsible, environmentally friendly and economically successful future development while at the same time it wants to retain its unique character. In doing so Heidelberg is guided by the goal of regional and global responsibility according to the Aalborg Charter. The effects of demographic change are being viewed as an opportunity and shaped actively. Apart from being a family-friendly city, Heidelberg's character as a lively, creative and tolerant city for all generations must be maintained. The key objectives of the 1974 Urban Development Scheme serve as a basis.

All three goals are of equal importance: they are objectives and prerequisites in one. The preamble places the preservation of the unique character of Heidelberg first, emphasises social responsibility, including gender equality, and points out the global responsibility for the environment and development according to the sustainability target. The desire of the City to attain the goal of a sustainable development in an alliance with other cities is manifested in the support for Agenda 21 and the Aalborg Charter. The references to the former key objectives from the year 1974, which have retained their importance as an orientation, demonstrate the commitment to continuity, which also became obvious in the public debates entitled "Responsibility for the Future" on the urban development objectives.

A sound budget management for the future

The chances for political impact largely depend on the City's financial situation and on the willingness of the Heidelberg population to support the transformations required to advance the aim of building a society characterised by sustainable management and social equity. Before undertaking any financial investment it is necessary to check whether it is in line with the goal of sustainability and social compatibility. Therefore, all measures to be adopted must be designed so as to avoid detrimental effects on the City's income status.

In the medium and long term the structure of the City budget should be oriented towards an intergenerational equity balance, i.e. each generation bears and finances its share of resource consumption. The administrative reform is to be continued.

Community involvement and participation

Another important concern of the Heidelberg urban development policy is the promotion of an open structure for discussion and dialogue. Taking everyday needs of people seriously means giving them the possibility to influence political and planning decisions. Any form of community participation requires a considerable amount of time and readiness for communication, conflict and cooperation. Any well-ordered urban development must follow the principle of facilitating an

accommodation of interests of all those involved and considering community welfare. The City of Heidelberg will continue to tread new paths in integrating people in the decision-making process on political and planning matters. It is particularly important to improve access for women and to mobilise those population groups which have hitherto stayed out of politics. This involves the timely and systematic involvement of women experts during the planning stages.

Urban development planning based on participation can only be put into practice if foreign residents are considered to be Heidelberg citizens with equal rights.

For this purpose, the organisations dealing with foreigners must be strengthened by the institutions and integrated into the structures of urban development.

Facilitating diverse lifestyles

We consider it to be one responsibility of an urban development policy to promote the freedom of choice of all citizens by taking into account their everyday needs and the most diverse ways of life as long as they are socially responsible and environmentally sound. The conditions for those whose chances for a self-determined lifestyle had so far been limited or who are being increasingly restricted by growing burdens and marginalisation shall be improved to the largest extent possible.

Gender equality

Urban development must contribute its share to making equal rights in the City a reality, to enhancing the freedom of choice in the distribution of roles and to expand the scope for a self-determined life in the framework of community welfare.

The core concern of women is to safeguard the possibilities of participation and co-determination in all important urban development decisions on an equal rights basis. Furthermore, coping with the various demands of the job, family and household must be facilitated for all citizens.

Social standards and role clichés need to be questioned in the public in order to bring about a change in the relevant framework conditions.

The design of the dwelling profiles and their orientation towards the actual living conditions and income situation of women plays an important role in this context. Furthermore, the development of an adequate social, cultural, supply and recreation-related service infrastructure is of utmost importance. The living environment, and public spaces in general, must be usable, and their safety and liveliness are a prerequisite for higher-quality life in the City.

Migration and intercultural orientation

Heidelberg is confronted with manifold tasks due to migration, a consequence of the development of the

north-south and west-east relations. The City of Heidelberg wants to bear responsibility for a constructive design of intercultural life. Migration is a cross-section task touching on all administrative areas. This is why it requires consistent and continuous coordination. All planning activities shall take the ethnic and religious heterogeneity of our society into account.

The University as an important partner

Another important partner of the Heidelberg urban development policy is the University. It does not only leave its mark on the intellectual, cultural and social life of the City, but also characterises the cityscape with its buildings. Due to the high number of students and being the main employer in the City, the University moreover has an important impact on the economic development, the volume of traffic and the housing demand in and around Heidelberg. The intense cooperation shall be expanded in the future. Giving impulses to a science-induced economic development, the significance of the University will continue to grow in the "information society". Consequently the City supports close cooperation between the science and business sectors.



Target Area: Key Objectives in Urbanism

4.

Variety through unity,
City on the River

Preserving Heidelberg's uniqueness

Heidelberg is world-famous for its unique geographical location, its open-minded, University-oriented flair and its cultural monuments and mindful of its cultural heritage. For many visitors, it is a synonym of Romanticism in Germany.

Heidelberg's image may be romantically transfigured, however, it reflects the image of "achieved harmony" and "urban quality of life". This image is to be complemented by the "City of Science" which results in a special obligation for its further urban development.

The point is to preserve the (historical) identity and the independent character of all districts, not only the old City centre. The District Outline Plans* and protective statutes for the old village centres must contain relevant statements in this respect. However, their contents should be based on the City Development Plan and implement its objectives.

Despite many restructuring processes, the appearance of the "inner City" (old City centre, Bergheim, Weststadt, Neuenheim) is largely homogeneous. The real problematic areas of urban development are concentrated in the outer City and the periphery. Especially in these areas, settlement concepts* will have to be implemented in the future which contribute to a re-determination of the partly "lost

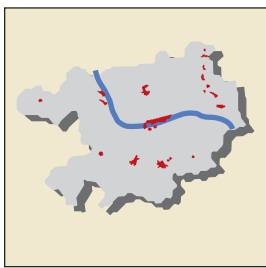
structure" of the City. This applies even more so as the increasing scarcity of land raises the pressure on the inner City as well as on the outer City and will aggravate the target conflicts.

Economic use of building land

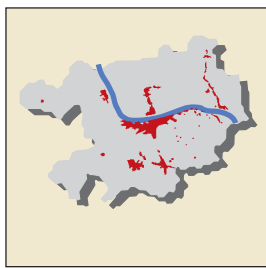
The mobilisation of the potential for infill development is of central importance. However, this target meets with limitations especially in the sensitive landscaping areas, so that capitalising on conversion potentials within the City, and especially in Bergheim and the Bahninsel ("railroad isle")¹² will gain in significance, in addition to a careful consolidation of surfaces. New settlement areas shall be primarily used to build affordable dwellings with a sufficiently mixed building structure. In order to keep the increase in the settlement area as low as possible, a more intensive utilisation of spaces must be promoted. A moderate infill development through post-compaction is to be aspired according to an urban density plan* to be established under the aspects of social compatibility, maintenance of the cityscape, and observation of the city climate.

The areas closest to the City centre and along the routes of public transport facilities will be given priority for building activities.

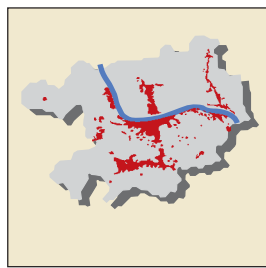
¹² Following a name contest among the citizens of Heidelberg with almost 800 replies, the local council on 09 April 2003 decided to call the new city district "Bahnstadt" *.



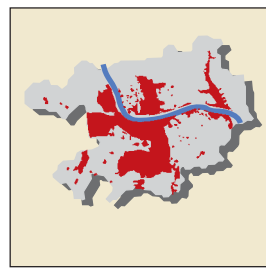
until 1838



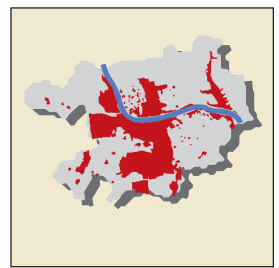
until 1906



until 1938



until 1980



until 2005

Settlement development of Heidelberg

Preserving the unity of cityscape and landscape as an important structural feature of urban development

Due to its special location in the Neckar valley, the appearance of the City is permanently influenced not only by the quality of the historical cityscape*, but also by the surrounding landscape. This existing potential must be safeguarded in the long run under cityscape and landscape design points of view as well as under the aspects of an ecologically sound further development. City planning interventions into the City core must be subjected to the "City on the River" key objective. The landscape should be treated gently and carefully by the planning in the form of building prohibitions laid down in urban development plans.

Preserving and developing the essential large and small open spaces of the City

Here, the dependencies between the qualities of the landscapes and settlement structures are to be kept in mind. The open building structure largely typical of the cityscape with large green spaces mostly prevents additional buildings in the City; this is especially true for the sensitive slopes on both sides of the river Neckar and the fresh-air aisles vital for the exchange of air.

Despite the compaction and consolidation of the built-on city spaces, Heidelberg must maintain its character as a green City with high-quality recre-

ation areas and an intact natural balance. These existing qualities must be strengthened by urban/landscape planning. For this reason, a concept covering the open spaces* of the whole City needs to be established.

Respecting urban qualities characteristic of small areas which are worth preserving in the future settlement development

Urban structures worth preserving must be protected through planning measures in order to guarantee the development of small-space identities. With the exception of areas with urban deficiencies, the current characteristic building structure of the individual areas is the decisive key objective. The present appearance of the "quarters characteristic of the cityscape" is to be safeguarded in the long run. Due to their design elements, i.e. the outline of the quarter and its building and free space structure, they are characterised by a comparatively homogeneous scale. They are typical examples of a specific architectural and urban concept subject to the respective Zeitgeist. An advisory committee* for urban design and cityscape maintenance should be instituted as soon as possible.

Strengthening the district centres as central points of supply and as places of identification with the districts

The historical settlement cores of the individual districts, which are still visible in the City structure, have developed into local centres whose signifi-

cance will increase with the implementation of the principle of the "City of Short Distances". However, today they are more in danger of losing their function as supply centres to competitors in the periphery than ever. This loss in function must be avoided. The importance of the City centre as the superordinate centre should nevertheless be safeguarded in compliance with its historical structure.

Avoiding building barriers

It is the objective of urban planning to design the entire building structure in Heidelberg without any barriers*, to enable all persons to reach the entire range of living opportunities in the City without any obstacles and to largely use them without assistance. This is the basis for an independent lifestyle and daily interaction among people of diverse ages and races (cf. Policy Decision adopted by the City Council on 28 September 1995).

More mixed-use and quality of sojourn

The central issue of urbanism is the reconstruction of the public space, the streets and squares. This requires a consistent mix of functions in compact spaces—living, jobs, recreation, etc.—to achieve urban qualities. More compact housing styles, complex utilisation structures, the recovery of the street as a living space, reduction of frightening spaces and a balance between private and public spaces are the underlying principles.

* More details on that in the annex

Target Area: Regional Cooperation and Regional development

5.

Safeguarding the balance of interests through new forms of regional cooperation

Why stronger regional cooperation?

The intense links between Heidelberg and the region, the complexity of social, economic and ecological problems require an urban development policy approach which is not limited to the City itself. The urgency of the imminent tasks, such as the coordination of land, housing and job markets in cooperation with the region, makes increased coordination within the region seem more appropriate than ever before. The urgent problems, including traffic, dwellings, economic development, and the protection of our natural resources*, can only be solved through a cooperative* agreement between neighbouring communities. The urban development policy of Heidelberg must be aware of its responsibility for the region and consider itself as part of the whole.

Right sense of cooperation

In the future, an urban development will be required which strengthens inter-community cooperation and defines quality of life at the regional level. Therefore, an approach for an inter-community co-operation on the basis of partnership and co-operativeness shall be striven for.

In more concrete terms, this means: The tasks Heidelberg can manage on its own should be managed by itself, whereas the duties which can better be solved in cooperation with other municipalities should be solved jointly. The City of Heidelberg develops open concepts for this purpose and

approaches the municipalities in the region with these concepts.

For the implementation, this means that a better coordination with the surrounding municipalities concerning economic, housing, traffic, infrastructure, ecological and cultural issues is aimed at through inter-community agreements.

Heidelberg participates in the implementation of the objective to provide a sufficient number of dwellings regionally which is efficiently used and allocated taking social criteria into account.

For the acquisition of new jobs (replacement jobs) a closer cooperation will be necessary in the future in order to optimally utilise the respective locational potentials within the region.

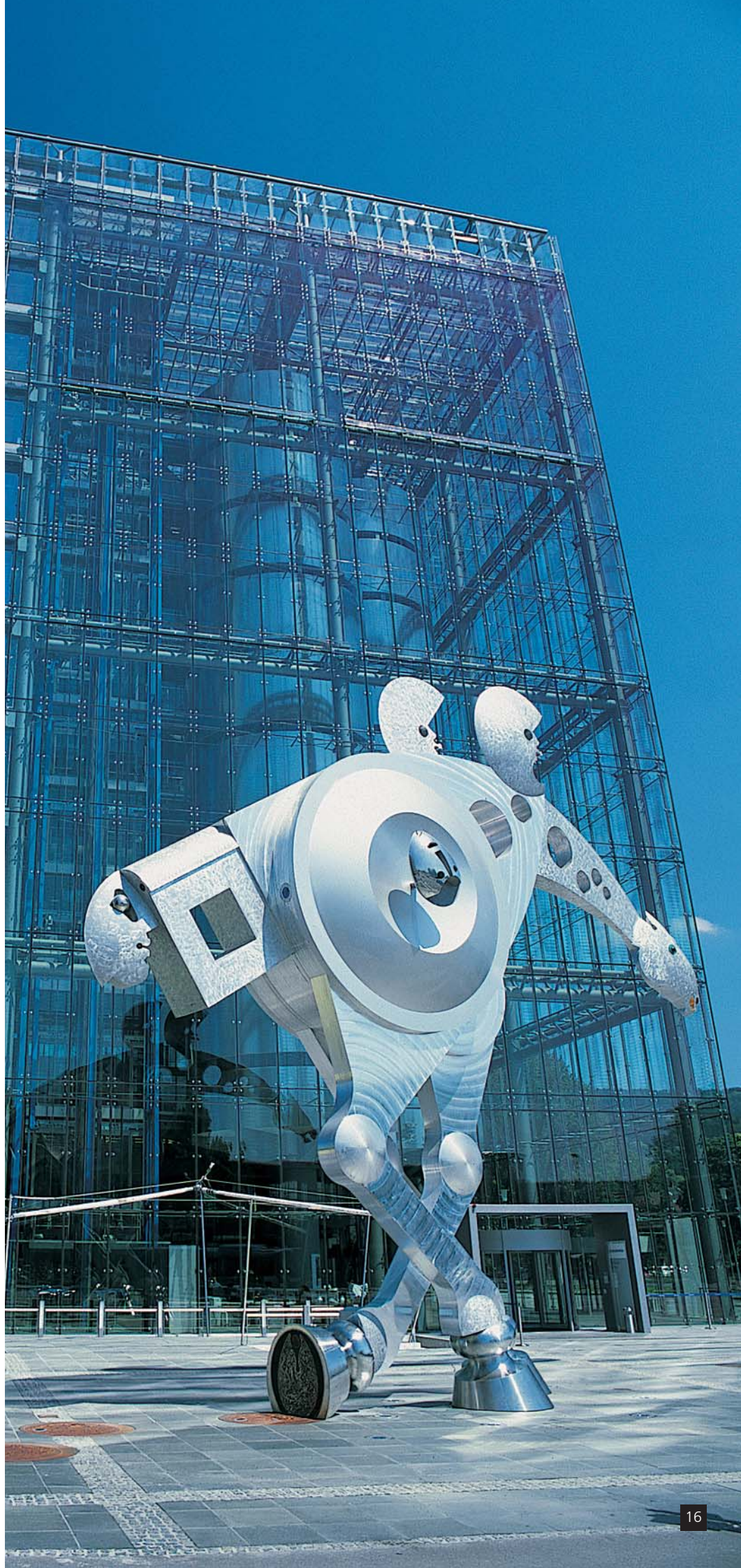
Cooperation with the cultural institutions of the Rhine-Neckar Triangle¹³ should also be enhanced while underlining the specific features of Heidelberg.

Regional cooperative structures are also aimed at for the solution of social matters.

¹³ On 24 May 2005 the Rhein-Neckar region was included in the circle of European Metropolitan Regions. The "Verband Region Rhein-Neckar" (VRRN), regional planning and development authority, has been existing since 01 January 2006.

* More details on that in the annex





Target Area: Employment

6.

Striving for
full employment

Opening paths out of the crisis

The City of Heidelberg strives to influence the economic development within the scope of its possibilities so as to largely attain the social and ecological objectives stated in the Key Objectives.

Using structural change positively

The uppermost goal of the City of Heidelberg is a stable economic development which guarantees a broad range of jobs in the long run and is economically successful. The economic structural change must be supported so as to generate socially and ecologically sound employment opportunities together with a stronger regional flow of goods, reduce the utilisation of space and improve the spatial coordination of living and working.

The existing production facilities are to be retained. Innovative enterprises, especially in the field of environmental research and technology*, are to be attracted to Heidelberg. In order to achieve the most constant economic development possible in the City, a good mix of industries should be aimed at.

In total, the development opportunities of the Heidelberg companies must be safeguarded by appropriate framework conditions, and new companies must be promoted if they are compatible with the objectives of urban development. If this cannot be achieved without sacrificing spaces, sufficient areas* must be provided. This must be accounted for in time.¹⁴

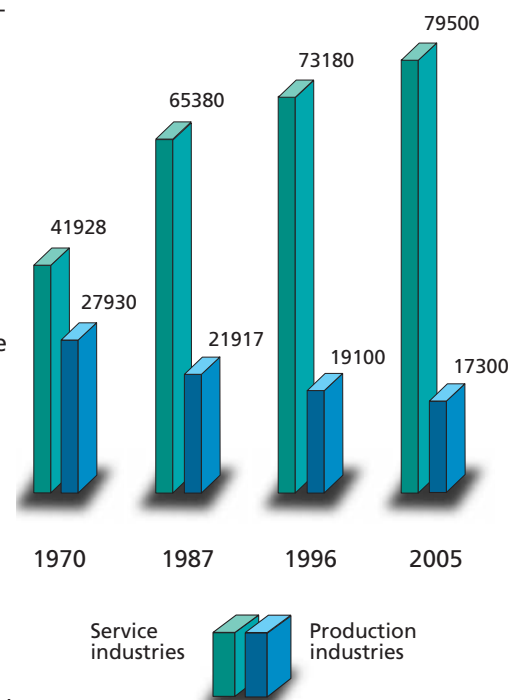
The City Administration promotes taxable employment with compulsory insurance under all rights and provisions of collective agreements and laws by awarding contracts and in its employment policy.

Heidelberg will be "healthy" when there is the largest possible synthesis of diverse employment opportunities. In parallel to highly qualified jobs, the industrial-technical sector including manual trade, commerce, and service shall be further developed.

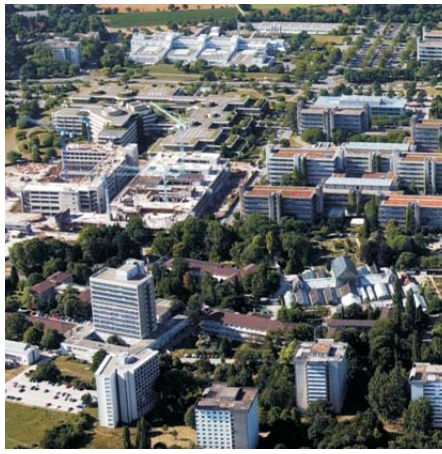
Supporting new forms of gainful employment

Since full employment will not be attainable for a number of reasons, new forms of socially valuable work and new forms of protecting the subsistence must be promoted at the local level. This also includes the equitable redistribution of ecologically and socially sound gainful employment. Models for part-time work and for reducing individual working hours must be promoted. An important model role is played by the City Administration and the City-owned enterprises. Furthermore, the City of Heidelberg promotes novel projects for an active, sustainable employment policy as well as projects for economic self-help and generally strengthens the self-help potentials.

¹⁴ Deviant vote of the GAL group of the City Council: The last two sentences "If this cannot be ... in time." are to be replaced by: "In the long run, sufficient reserves in space will be available if abandoned trade and traffic spaces are recovered in order to protect the development opportunities of industry through locations with good traffic links. This must be appropriately accounted for in the density plan."



Places of employment in
Heidelberg by economic sectors



Expanding the advantages of location as the Science City

The University of Heidelberg contributes considerably to the international diversity of our municipality. Being one of the oldest universities in the world, it is world-wide renowned for its intense international scientific exchange. A closer cooperation with the University and the research institutions should be striven for in order to maintain and expand international scientific exchange.

The City supports close cooperation between the science and industry sectors. The main objective is to achieve a revitalising effect on jobs in manufacturing, provided they meet the criteria of a sustainable economy.

For this purpose, a close cooperation with the University and the existing research institutions should be striven for. In the future, scientific findings will play an ever more important role in the economic development of Heidelberg.

The promotion of the culture of innovation is a fundamental contribution towards the protection of the future. What counts is to strengthen the innovative power in the industrial locations of the City of Heidelberg and the Rhine-Neckar Triangle¹⁵. The synergies of the manifold economic and university structures shall be made use of by means of the initiative Future Forum¹⁶ of the Rhine-Neckar Triangle.

The City sees itself as a moderator in the expansion of the cooperation between science and industry. A particularly obvious task for the City of Heidelberg, and an equally important one, is to promote the transfer of university knowledge to industry, and thus to contribute to innovative developments. The Technology Park is an interesting approach in this direction which should be supplemented by promoting risk assessment.

Preventing destructive competition

A single-sided development with predatory effects for the manufacturing sector must be prevented.

Shopping centres and large-scale retail shops* in the suburbs which offer a product range already provided in the City are to be judged negatively if they impair the attractiveness of the inner-City commerce and its function as a centre of communication and tourism.

All measures must be taken to maintain the Heidelberg retail trade structure and thus to protect the existing jobs most of which are held by women.

¹⁵ On 24 May 2005 the Rhein-Neckar region was included in the circle of European Metropolitan Regions. The "Verband Region Rhein-Neckar" (VRRN), regional planning and development authority, has been existing since 01 January 2006.

¹⁶ Now "Zukunft Metropolregion Rhein-Neckar e.V. (ZMRN)" and "Metropolregion Rhein-Neckar-GmbH"*



Strengthening medium-sized enterprises and manual trade

Small and medium-sized enterprises* - especially in manual and retail trades for local supply - should experience special protection of their location. For this purpose, award guidelines should be developed taking social and ecological aspects into account which strengthen local craftshops through the preferred award of public contracts. Craft quarters shall be established in central locations.

Strengthening the position of women in the labour market

The aim is to achieve equal participation of women and men in paid and unpaid work. The economic independence of women must be improved. Gainful employment should be more compatible with the education of children and care for others and must be facilitated for all workers.

It is important to exhaust all scopes of action in order to protect and promote women in the labour market. This requires the consequent implementation of the Plan to Promote Women by the City Administration. Current disadvantages for women in the labour market must be balanced at all political levels.

Reducing the use of land

In order to uncouple economic development from the amount of land used by industry, measures including the mobilisation of low-use land and a highly compacted industrial building

activity shall be taken. Additional land for industrial use will be provided only if a higher utilisation rate is not sufficient to achieve the economic objectives of city development. On principle, the City strives to link the local management of industrial land to the regional management efforts.

In general, land must be used more economically in view of the general scarcity of resources, and this requirement also applies to industrial uses. The selection of locations must be optimised, taking into account the growing traffic load in the region.

A functional mix should be harmonised with other social interests and the natural requirements in a more compatible way than before. Small-scale and decentralised solutions as well as the recovery of land, higher densities and mixed structures (mixture of functions) also have to be considered to a greater extent.

Supporting reintegration into gainful employment

Especially under the aspects of employment policy, the reintegration of persons into active employment has a high standing. Measures to this effect will continue to be promoted specifically.

The City of Heidelberg will link expenditure of its investment funds to the efficient protection of local jobs. In the interest of an active labour market policy, the award of some public orders will

be tied to the employment of long-term unemployed persons and people with a reduced earning capacity.

The employment of handicapped persons is given special attention in Heidelberg by promoting projects aimed at this effect. Orders placed by the City bind these projects to the fulfilment of the statutory employment rate of the contractor.

The City has recognised a high demand for social and ecological work and neighbourhood help initiatives. The City will support initiatives by and for people who do not find a job in the primary labour market.

The apprenticeship market in Heidelberg and the region also requires improvement.

Strengthening ties between local and regional promotion of economic development

The successful local promotion of economic development must be based on a regional trade monitoring system to be developed. Thus, the acquisition of new jobs requires more inter-municipality cooperation if measures are to reach beyond replacing existing jobs in Heidelberg. All measures must take the socio-economic and ecological consequences into account.

In cooperation with other municipalities in the Rhine-Neckar Triangle, Heidelberg should prepare new forms of promoting economic development.

Of special interest is the provision of inter-municipality trade zones. In the industrial sector, regional structural management is the most urgent requirement. However, maintaining existing local companies is equally important. An appropriate information system for the targeted promotion of economic development must be established.

Quantitative framework (1996):

At the moment, there are 94,000 jobs¹⁷ in Heidelberg. It is our express intention to maintain this level. This requires great efforts. The structural change towards a service-oriented society must be actively utilised. It is very likely that an increase in the number of gainfully employed persons can only be achieved by converting full-time jobs into part-time jobs.

¹⁷ Due to the high number of part-time jobs the number increased to 97,000 in 2005.

* More details on that in the annex





Target Area: Housing

Creating and preserving
affordable dwellings

7

Dwellings for all

The human right to dwellings is to be ensured.

The City of Heidelberg strives for a sufficient supply of dwellings, especially for households whose income is at or below average and for other persons at disadvantage in the housing market and who live and work in Heidelberg. The regionalised housing market of today should become more operative in the future in order to enable larger groups to help themselves in the housing market.

A concept for the supply of dwellings according to need must be prepared for Heidelberg. Affordable dwellings must also be created in the historically grown districts, including the City centre.

Preventing displacement

Processes of displacement and segregation affecting the groups mentioned above shall be avoided. The process of upgrading districts should not be at the expense of social compatibility. Social hardships must be avoided by all means.

Low-cost housing

This can only be achieved if the City has more access to building land*. For this purpose, a municipal land fund must be established. "Urban Development Measures" and low-cost building opportunities in the City centre must be reviewed.

Co-operative building societies with the participation of future tenants should be considered to reduce cost. The opportunities for low-cost building must be thoroughly examined. Reducing the development cost and utilising streamlining reserves in building planning and the handling of building projects may result in other potential savings. Spaces for building affordable dwellings for various groups of the population must be created in districts with good public transport links.

Like most other cities, Heidelberg faces the problem that occupancy restrictions on publicly assisted housing are coming to an end. The City intends to secure the present number of dwellings with occupancy restrictions not only by building new dwellings, but also by purchasing existing ones.

Furthermore, it is the objective of the City to provide dwellings to all those who cannot satisfy their demand even under improved market conditions by creating or securing occupancy restrictions.

Housing construction and employment policies shall be linked, i.a., by supporting co-operative ownership models of self-help initiatives. The Housing Development Programme shall be supplemented accordingly.



Decelerating the use of land

In housing construction, the unnecessary consumption of land shall also be avoided. Therefore, an average minimum density shall be maintained for new dwellings, and the general trend towards larger housing surface areas per person shall be decelerated. The growing consumption of housing space shall be counteracted by a detailed and differentiated municipal package solution, such as district-related exchange of flats. The City of Heidelberg is developing suitable offerings and development concepts for this purpose.

Accounting for different phases of life and lifestyles

The City strives to promote and support new forms of living which account for the changing living and working situations and meet the varying demands of different age groups and lifestyles.

Elderly people often continue to live in the former family homes/houses even after their children have moved out and the spouse has died. For them, the large unused spaces often become a burden, and they are generally prepared to move into something smaller. However, certain conditions must be met. The City of Heidelberg should utilise this potential by trying to offer elderly people opportunities for moving within their district in order to maintain social relations. Thus, large family homes could be made available to subsequent generations and the demand for new dwellings could be reduced. In general

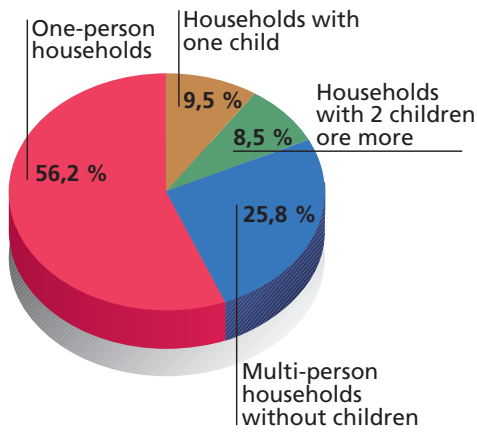
strategies must be developed to promote voluntary reductions in the demand for housing space.

Lively living environment

The living environment must be designed so as to promote a self-determined life in lively social relations through a quantitative and qualitative service infrastructure. The needs of children shall be considered more strongly (e.g. through the recovery of playing areas). The creation of an adequate social infrastructure is attributed special importance. All planned urban and infrastructure measures (roads, playgrounds, kindergartens, etc.) should be examined for their suitability for families and children. The planning of dwellings and living environments must take family- and women-specific needs into account.

Promoting ecological building projects

The City especially promotes energy-saving, ecological building and refurbishment projects and strives for a high building density while maintaining a humane structure. What counts is to safeguard ecological interactions and requirements, the application of resource-saving and environmentally compatible processes as well as the observation of self-regulating circular processes. Ecological and energy-saving building standards laid down in development plans not only contribute to the protection of the environment, but also help to reduce the utilities of housing.



Household structure in Heidelberg (31 Dec. 2005)



8,000 to 10,000 additional dwellings¹⁸

The City strives to safeguard the supply of dwellings in the spaces earmarked in the relevant Programmes by concentrating its efforts on the construction of low-cost leasehold buildings. These spaces will be sufficient for building approximately 8,000 to 10,000 dwellings for a total of approximately 143,000 inhabitants.¹⁹ The number of dwellings to be built shall be adapted to need and to demand. The details will be specified in the amendments to the Housing Development Programme. It is intended to limit the increase in housing space consumption to 2.5 sqm per capita (on average in 2010: 37 sqm/inhabitant²⁰). The aim is to reduce this increase through suitable measures.

Planning regional provisions

If there are indications that these assumptions are not applicable, and that a building volume of a maximum of 10,000 dwellings by the year 2010 is not sufficient to cover the demand, even if clear social preferences are made, the region should be offered a financial participation in the provision of dwellings. In return, the City of Heidelberg should be granted access to dwellings which are preferably allocated to young families and socially oriented building sponsors. In the region, Heidelberg will only support the development of dwellings with good access to public means of transport and to employment centres.

Quantitative framework (1996):

The number of inhabitants in Heidelberg will increase to about 143,000 persons by the year 2010 according to the mean development variant. This results in a demand for 8,000 to 10,000 dwellings.¹⁹ This figure presupposes that the measures for reducing the per capita increase in housing surface are successful in limiting the per capita increase in consumption to 2.5 sqm.

Regional housing market balance

In total, the operativeness of the housing market must be improved at the regional level, and all opportunities for better utilising spaces and dwellings must be exhausted. The fundamental prerequisite is to cooperate with the region in terms of creating new jobs (replacement jobs) and the spatial distribution of jobs. In the medium term, a regional settlement framework concept must be developed.

¹⁸ Deviant vote of the GAL group of the City Council: Cancel "to 10,000" in the headline, the text and the quantitative framework or replace these words by "8,000".

¹⁹ Updated information can be taken from the new Land Use Plan 2015/2020. The housing development program (DS 74/2005) of 2005 is based upon a housing demand by 2020 of 8,000 dwellings, i.e. 500 dwellings per year. See also chapter 12 on the population trend.

²⁰ With respect to all inhabitants (so-called inhabitants entitled to accommodation = inhabitants with main or secondary residence in Heidelberg).

* More details on that in the annex



Target Area: Environment

8.

Fostering the protection of the climate and clean air

Due to the emission of carbon dioxide (with fossil fuels), energy consumption is the main source of the global threat of a climatic catastrophe. The protection of the climate* and clean air as well as the conservation of our natural resources require effective measures for saving energy and reducing the carbon dioxide emissions. The City of Heidelberg committed itself to reducing the carbon dioxide emissions by at least 20% by the year 2005²¹ (with respect to the 1987 values). The measures introduced so far (slowing down traffic, promotion of public means of transport, use of regenerative energies, technical consulting, etc.) have already produced visible improvements, however, they are not sufficient. The Heidelberg Concept for the Protection of Climate²² still has to be gradually implemented to achieve this goal. This concept provides for, i.a., energy-saving measures in municipal buildings, initiatives to reduce energy consumption in private buildings and road traffic. These initiatives will be supported by appropriate information and motivating campaigns.

Introducing environmental quality objectives

Furthermore, in the scope of the Clean Air Plan for the larger Mannheim/Heidelberg area, a number of environmental quality objectives were adopted for reducing the air pollutants nitrogen dioxide, benzene, diesel soot and ozone. With the help of these

Improving the environmental situation and permanent protection of our natural resources: water, soil, air, nature, and landscape

already adopted objectives which basically relate to energy consumption and air quality, the City of Heidelberg also wants to ensure a reduced consumption of natural resources* in the fields of soil, water, and landscape and thus contribute to the protection of biotopes and species*. Therefore, environmental quality objectives must be formulated for the other environmental media which are to be subjected to a regular review within the scope of an "Environmental budgeting scheme".²³ The formulation of environmental quality objectives must take economic compatibility and reasonableness into account.

Environmental budgeting to promote annual balance sheet

The establishment of an environmental budgeting scheme plays a vital role for the initiation of a sustainable development. Through the deliberate orientation towards the municipal (financial) budget, a budget is to be drawn up for natural resources and environmental quality which is to be adopted by the City Council and implemented in the course of a budget year to be specified. The aim is to treat the natural resources – such as human health, landscape, climate, air, soil, water, flora and fauna – with the same budgetary care as the artificial resource of money. Under such a budget, the City Council and the Administration should define clear and understandable municipal standards and objectives and implement them in practice.

Counteracting the trend towards the destruction of the landscape by development

The future development of settlements within the region should be built on a compact, well-mixed structure of new buildings guided by ecological criteria. The current trend towards dispersion must be stopped. Decisive importance is attributed to controlling the choice of the location of dwellings and to influencing the demand. A concept aimed in this direction requires a co-ordinated approach within the region. Locations of urban development must be sufficiently accessible by public means of transport. Therefore, Heidelberg should exert its influence in the region and advocate an association²⁴ which combines the competencies for land use planning, promotion of economic development and traffic planning. Furthermore, a regional land provision policy should be established. A moderate density increase (concentration of settlements and infill development) can be achieved if climatic and ecological requirements are observed.

Municipal concept for open spaces required

In order to meet the spatial demands of nature in the City itself, a concept for open spaces is to be developed which also includes the agricultural and forest areas. The concepts for open spaces, settlements and traffic form the joint basis of the spatial structural concept for the City as a whole.²⁵

Settlement and open space planning must cover the entire system of the interrelated open spaces if the limited spaces available inside the City are to be optimally used. The most important external design element will be a network of biotopes or the creation of a compound system of biotopes. The aim is to preserve and promote biological variety of the landscape and its basic ecological scheme and to improve the landscape image.

21 By updating the Heidelberg Concept for the Protection of Climate on 16 December 2004 the time schedule 2015 was determined (DS 0237/2004/BV). The quantitative directives remained unchanged.

22 Also compare: City of Heidelberg (editor), Klimaschutz Heidelberg (Climate protection in Heidelberg – Action-oriented municipal concept for the reduction of climatically relevant spurious gases for the City of Heidelberg), established by the ifeu-Institut für Energie- und Umweltforschung Heidelberg GmbH (Institute for energy and environmental research), Heidelberg 1992.

23 These could include:

- Reduction of the per capita freshwater consumption
- Reduction of the pollutant content in the waste water
- Percolation of rain water
- Opening of paved areas
- Reduction of exhaust gases
- Reduction of the amount of waste
- Protection and expansion of biotopes in open spaces and forests
- Promoting the conversion of Heidelberg farms to ecological methods
- Design of the Heidelberg forest management according to the principles of Natural Forestry
- Support of the Heidelberg companies and authorities in the establishment of an environmental management system

24 On 24 May 2005 the Rhein-Neckar region was included in the circle of European Metropolitan Regions. The "Verband Region Rhein-Neckar" (VRRN), regional planning and development authority, has been existing since 01 January 2006.

25 We refer to the landmark decisions in the target area "Key Objectives in Urbanism" (see annex).

The cold and fresh air aisles (valley exits, small valleys, slope notches) as well as all the slope areas of the City, which serve as fresh air conveying surfaces, must be kept free from buildings and designated as “climatologically preferred areas” by urban planning.

Promoting environmental awareness

The objectives of a sustainable City development cannot be achieved without the massive support by the citizens. Therefore, a very broad range of information and communication opportunities must be offered to promote environmental awareness. The fundamental objective of the promotion of environmental awareness should be to encourage people's own initiative.

Opportunities for a more healthy childhood

For the development of children and adolescents, a “healthy” living, playing, working and dwelling environment is an important prerequisite. When planning measures for the design and preservation of the urban environment care must be taken to enable children and adolescents to gain practical experience with nature in their living environment.

* More details on that in the annex



Target Area: Mobility

9.

Promoting environmentally compatible mobility through improved transportation offers, reducing pollution caused by motorised individual traffic

Key objectives of the new Transport Development Plan

The Heidelberg City Development Plan 2010 and the statements on traffic development and environmentally compatible mobility contained therein mainly refer to the key objectives of the new Transport Development Plan adopted in 1994. The detailed assessment of the traffic situation in Heidelberg and the associated environmental burdens given in this Plan shall not be dealt with again. The new Transport Development Plan* also emphasises the principle of global responsibility.

The City of Heidelberg wants to promote traffic concepts compatible with the environment, urban and social issues, i.e. a type of mobility²⁶

- which reduces environmental burdens,
- which creates and preserves liberties,
- which restores spaces for urban life where the various means of transportation have the same rights,
- which grants the same mobility opportunities to everyone and accounts for the special situation of persons with mobility handicaps,
- which reduces dangers and impairments

The promotion of local public transport without barriers and other environmentally compatible types of transport has priority. All districts should become equally and primarily accessible by tram connections. The aim is to reduce environmental burdens, improve the urban situation (City of

Short Distances), render the traffic situation in general more relaxed, business traffic more efficient and road traffic more safe. Job-related and recreational individual motor traffic is to be reduced and replaced by the environmental compound. The promotion of ecologically and socially compatible forms of mobility which accounts for the specific everyday routes and usage demands of the non-motorised participants in traffic is to be intensified.

The existing traffic infrastructure must be further enhanced and improved. Access to the City centre must be ensured by a sufficient number of parking lots, the establishment of a traffic and hotel management system, the expansion of public local transport and measures for relieving the traffic burden.²⁷

Links to the public city transport system (including OEG) must be provided at the planned S-Bahn* (city and suburban train) stops. The main railway station must offer optimal conditions for changing between long-distance, regional and local transport systems. Fast train connections for commuters travelling outside the public local transport are required.

²⁶ Cf. also: City of Heidelberg, Verkehrsentwicklungsplan Heidelberg 1994, Heidelberg 1994, p. 6.

²⁷ Deviant vote of the GAL group of the City Council: The sentence "Access to ... traffic burden." is to be replaced by "Access to the City centre is to be ensured by the extension of public local transport."



A City logistics concept* for Heidelberg should be developed which includes the existing industrial railway tracks. Heavy-duty lorry traffic must be bundled by logistic measures. At the same time, generous park-and-ride solutions for municipal day commuters and visitors should be planned and implemented.²⁸

Environmental quality objectives and traffic

It is not by chance that the environmental quality objectives already adopted refer exclusively to the air quality, energy consumption and thus to possible changes in the global climate. As industrial and power plant emissions have clearly declined, the growing motor traffic has become the most serious environmental problem of the region with a dispersed development of settlements. Road traffic as a source of pollution accounts for approx. 65% of air-polluting emissions. Furthermore, motor traffic is the main cause of noise.

One of the focal issues of an environmentally, but also socially and economically sound urban development policy therefore is the traffic sector. The Transport Development Plan adopted in May 1994 provides a detailed, enforceable plan for action (subdivided into four implementation stages) for the traffic sector and is committed to the objectives mentioned above.

Increased mobility without increasing motor traffic

In addition, a strategy for unlinking mobility and motor traffic is to be striven for in order to also save energy and time in the traffic sector. What counts is to reduce traffic to the largest extent possible (avoiding traffic) and to use more environmentally and city-compatible means of transport instead.

City of Short Distances

The decision concerning the development of settlement areas, the allocation of new building spaces to existing districts and the degree of mixing of different uses and functions also determines to a large extent the future amount of traffic. The same applies to the present situation. A City of Short Distances (greater function mix) is desirable not only for the supply infrastructure, but also for recreational activities. The development of settlements also exerts a strong influence on the choice of the means of transport. Therefore, mixed, compact structures shall be striven for which offer a large number of potential walking and cycling distances. These structures provide numerous job and service opportunities within a confined space, thereby opening the chance to bundle traffic. A more compact building structure along the rail-bound local traffic with a high population density, and especially the development of urban and suburban spaces, form the basis of an attractive supply with public transport.

28 Deviant vote of the CDU group of the City Council: The entire section "Key objectives ... municipal day commuters and visitors should be planned and implemented" (pp. 19-20) is to be replaced by: "The City of Heidelberg wishes to promote a traffic concept compatible with the environment, urban and social issues, i.e. a type of mobility - where the individual types of traffic have equal rights, - which reduces environmental burdens, - which grants equal mobility opportunities to everyone, - which reduces dangers and impairments. Managing the problems associated with traffic requires the partnership of all traffic participants, however, it must not be denied that the automobile will remain the most important means of transport also in the future. Improved supply has priority over bans. Public local transport shall be served by the tram on the main lines, and by buses on other lines. The line network shall be primarily expanded for job and training commuters. Motor traffic on the south side of the Neckar shall be led through a tunnel. The Rittel and the Neuenheimer Feld shall be linked by a bridge or tunnel. Bicycle routes shall primarily be led along low-traffic roads. Restrictions of the traffic flow by imposing so-called "traffic restraints" with the consequence of an energy-consuming, polluting, slow-moving traffic and traffic jams are to be avoided. In order to prevent pollution, unnecessary travelling should be avoided for motor vehicles by appropriate traffic control."

* More details on that in the annex

Target Area: Social Matters

10.

City of Social Balance

Preventing marginalisation

Heidelberg wishes to be a City of Social Balance which fights poverty, prevents marginalisation and overcomes social-spatial splitting tendencies. To achieve a socially compatible urban development, social groups requiring protection, such as children, adolescents, handicapped, foreigners, and elderly people, are accounted for. The co-existence of people of different ages, different origins, and different interests shall be promoted. The emergence and practice of discrimination and violence must be counteracted. Persons affected by violence need protection. Preventive and protective measures require special promotion as cross-section tasks.

Heidelberg wants to promote co-existence of all inhabitants of the City and their mutual tolerance. Heidelberg would like to introduce a development that offers all its inhabitants the opportunities of an open society and supports all those at risk of falling victim to social change.

The tendencies in the past few years have mainly promoted a large-scale development towards social segregation which extended beyond the city limits of Heidelberg and which must be prevented. However, there are some areas within the City which must be protected against being further downgraded and renewed with social orientation by means of a broad range of measures. It is the responsibility and duty of the urban society to

develop social awareness for “people at the margin of society” among all citizens and thus to prevent their marginalisation and social decline.

Promoting solidarity and own initiatives

Urban development planning is supposed to support own initiatives (communitarianism), cooperation, and neighbourhood spirit and to promote help for self-help or self-organisation. The large number of private and church organisations for neighbourhood assistance and self-help activities in social welfare and health care in Heidelberg have a model function in this respect. They contribute to the individual management of problems and articulation of social policy concerns. Heidelberg promotes the cooperation and participation of those concerned on an equal-rights basis and supports practical and political action of self-help and civic involvement as a means of active subsidiarity. The City of Heidelberg aims at giving spirit and strength to solidary neighbourhood networks which combine professionalism and volunteer spirit on a complementary basis. These efforts for an integrative neighbourhood culture are not only to the benefit of certain groups of people suffering from special handicaps, but can also enrich the life of all. The City of Heidelberg wants to contribute to the equal recognition of family work and gainful employment in Heidelberg. The right of men and women to actually live both spheres of life regardless of



times of high or low economic activity is beyond doubt. For this reason, services and self-help activities relevant for women require special attention.

From target group to quarter work

District- and public welfare-based projects of social work will have to replace target group approaches if sustainable urban development is to be attained. Social and local economic concepts will be of special importance in these projects. They offer socially sound, paid work in the local environment with the purpose of eliminating structural deficits and link these to concepts of social work for adolescents, for elderly people, etc. The interfaces between urban development and social policy shall be equipped with specialist bodies. In the future, social work will be financed through allocation and performance contracts and shall be subject to quality assurance and control.

Supporting reintegration into gainful employment

Unemployment has become one of the main causes for entitlement to social welfare.²⁹ Heidelberg has also recorded a continuous increase in social welfare expenditure in the past few years. The programme "Assistance for Work" therefore must be expanded in terms of quantity and quality under the motto "Reintegration into gainful employment through employ-

ment opportunities limited in time" and monitored for its success.

Starting the "contract between generations" with adolescents

Heidelberg's path towards a "City friendly to children and adolescents" requires the efforts of many people in the City, especially where needs are in conflict with the interests of other groups of the population. In order to meet this responsibility, young people must be given more room in many respects. The interests and concerns of (non-handicapped and handicapped) children and adolescents must be accounted for more strongly in urban planning and development through:

- more room for playing and moving as well as meeting places in streets and squares in the living environment,
- allowing a say for adolescents in certain matters,
- the early participation of children in the relevant planning projects,
- the consistent review of projects for their suitability for children,
- safe pedestrian walks and bicycle paths within the district,
- more and better playgrounds and playing areas,
- a need-based expansion and substantial thematic development of the open activities of child and youth welfare offered in the districts,
- the need-based expansion* and flexible design of services offered by day care centres, day nurseries, all-day schools, day homes for school chil-

²⁹ today basic social benefits are received according to the code of social law II (Hartz IV).



dren, and recreational activities for adolescents at the district level,

- the integration of handicapped children and adolescents into all areas specified above as well as specific activities wherever necessary.

Learning how to deal with each other

In the past few years, a number of complex economic and social developments have given rise to new demands especially in schools. Central issues include the co-education of handicapped and non-handicapped children, strengthening second level primary schools, the expansion of the time frame of part-time care for school children, and the introduction of all-day schools. These keywords demonstrate that the existing school system is undergoing changes. For this reason, a school development plan* worked out by the school administration is under discussion which is to take all basic concerns of the changing school situation into account.

The issue of training and qualification of young people must be a permanent component of future planning. Existing training opportunities must be maintained, and new ones must be created. Within the scope of its competencies and possibilities, the City shall undertake all efforts to cause the vocational training schools to offer the most diverse range of courses and to receive the optimum building and technical facilities.

Self-determination for handicapped persons

Heidelberg wants to enable mentally, physically and psychically handicapped and ill persons to lead a self-determined life and ensures a diversified, demand-oriented infrastructure based on the needs and desires of those concerned.

Self-determined life until very old age

The aim of assistance to elderly persons in Heidelberg is to enable the largest possible number of elderly people to lead a self-determined, independent life and to participate in society. This means that the gerontopsychiatric assistance and the inpatient care facilities have to be considerably improved. In the field of enabling the elderly, Heidelberg has developed a high-quality model initiative which is to be maintained and supplemented by the social centres* for the elderly. The infrastructure of any district must be suitable for the integration of elderly people.

Offering assisted dwellings in all districts

Special emphasis will have to be placed on assisted dwellings within the quarter or district. In combination with dwelling consultation and adjustment as well as assistance for moving, the optimum living situation in the familiar environment has to be found for all elderly people and at the same time dwellings have to be used more efficiently.



The living-saving model for a self-determined life at old age should be examined.

Health care

The focal issue of municipal health care policy is to promote health and preventive measures. The City of Heidelberg supports the efforts of the hospital sponsors (University, etc.) to ensure the further development of in-patient and part-time in-patient health care according to need. The City wishes to create healthy living environments³⁰, support health-related community activities and strengthen personal competence and responsibility for one's own health.

Health-related self-help activities are promoted by the City as an important supplement to the professional health care system. It contributes to the infrastructural and financial support of self-help and its networking with professional services.

It is indispensable for our City to ensure pluralistic consultation services for all age and target groups. This includes independent consultation and advice concerning various questions in the following areas:

- medical and health issues as well as prevention,
- marriage, family, educational and life issues,
- various social matters.

Sports and recreation

Sports are a social link, an outstanding opportunity to integrate all parts of society (foreigners, handicapped persons, etc.) that links generations. The amount of leisuretime is constantly increasing, sports activities will therefore further gain in importance: For all age and target groups, a wide range of contemporary sports activities must be offered in all districts with special regard to the demographic development.

30 Cf. decision adopted by the City Council on 10/07/1991: The City of Heidelberg joined the "Healthy Cities" network.

* More details on that in the annex

Target Area: Culture

11

City of cultural variety



Communication and meeting place

Urban development influences the ways of living together, it may promote or impede them. Being the place where people live closely together, the City can be organised in such a way that this living together may result in a series of stimulating effects, contacts, mutual support and enrichment.

An urban development that creates opportunities for communication and meeting other people at the same time forms an optimum background for special cultural activities stemming from close relations between the citizens and their City. Urban life comprises the most diverse cultural forms of expression which must be given enough scope with the funds available. The City is aware of the fact that urban development and urban culture are part of a context in which lifestyles cannot be reduced to mere purpose and commercial terms.

Proper understanding of cultural variety

In the future, urban development will strive to preserve and further develop the unmistakable uniqueness resulting from the historically grown City. Heidelberg's many centuries of tradition in music and literature and its spiritual, liberal and democratic heritage constitute a self-commitment and stimulus. The objective is a rich, sophisticated cultural life that represents the variety of Heidelberg. Therefore, it is necessary:

- to create a good cultural climate for everyone in the City, for creative artists and their audience,
- to ensure and further develop high-quality activities and to open up for new initiatives,
- to account for the special features of Heidelberg,
- to promote cultural life in the districts and their independent profile, i.a. by building meeting centres, making sure that existing establishments are used for a variety of purposes before building new ones,
- to further extend cooperation with the cultural institutions of the Rhine-Neckar Triangle³¹ with special emphasis on the unique features of Heidelberg,
- to win the media as partners in the discussion phase,
- to intensely use the Castle for cultural events.

Urban culture is synonymous to coming together and communication. For the future urban development, culture is must therefore be characterised by:

- the special promotion of non-institutional cultural groups and associations, of free artists and socio-cultural centres,
- the creation of "scopes" for coming together, for free development and design of all citizens, i.e. communication-promoting rooms and spaces not allocated to a specific purpose,
- the improvement of access to cultural life and socio-cultural co-experience.

In order to gain a precise, comprehensive overview of the cultural development in Heidelberg, a Cultural Development Plan* shall be established.

31 On 24 May 2005 the Rhein-Neckar region was included in the circle of European Metropolitan Regions. The "Verband Region Rhein-Neckar" (VRRN), regional planning and development authority, has been existing since 01 January 2006.

* More details on that in the annex

Target Area: Demographic Change

12.

Making the most
of opportunities

Starting point for the partial update in 2006

All prognoses on demographic change in Germany agree that sooner or later there will be radical changes in the population and age structure depending on the region. On a nationwide basis, the future is mainly characterized by a decline in population, a higher proportion of elderly citizens, ethnic and cultural diversity, different household and family structures and various lifestyles. However, the development that can be summarized as “less, older and more colorful” is not the same everywhere.

The marked increase in population expected in the near future means that Heidelberg will have slightly more time than other cities to prepare for the consequences of this shrinking process. The process of a drastically increasing population in the initial phase, stagnating from 2020 and declining after 2030 requires a more differentiated policy that takes both phases into account. The integration tasks to be done during the growth phase and the housing and labor market requirements cannot be pushed aside by pointing the distant future, but must be resolved to prevent

³² See City of Heidelberg, Office of City Development and Statistics: Population trend in Heidelberg according to city districts 2003 - 2020, Heidelberg 2004 as well Statistisches Landesamt (Statistical Office of Baden Württemberg), several reports on the expected population trend in Baden Württemberg and in the communities from 10,000 inhabitants as well as Landesinformationssystem (Land Information System - LIS), Prognosis Data Sheet for Heidelberg, September 2003.

unwanted and promote desired developments.

This university town is one of the few big cities in the Federal Republic of Germany where the number of inhabitants will drastically increase in the coming years due to its favorable location, provided that the city can provide an adequate housing offer. In 2004 the future-proofness of 439 municipal and rural districts was rated by Prognos AG. Heidelberg was ranked 6th, Heidelberg holds a top position. A city that is dominated by dynamic economic development runs the risk, however, of poverty, isolation, inadequate integration only occurring in a few areas of the city and thus being perceived when it is too late.

Of all municipal and rural districts in Baden-Württemberg, Heidelberg will have the youngest average population. The coming years are characterized less by an increase in the number of elderly people and more by a decline in the number of children and young people.³²

- A high level of immigration means that the number of inhabitants in Heidelberg will increase by 6,400 (+4.3%) by 2020.
- The birthrate will remain extremely low at 0.9 (Federal average: 1.4), life expectancy will continue to rise. Immigration overcompensates the negative annual birth rate until 2020.
- The proportion of children, young persons and young adults (0 to



under 20 years of age) will decline by 2020 far more drastically than in Germany or Baden Württemberg. The positive population trend is mainly determined by the age group between 18 and 30.

- The ratio of employable persons will not decrease by 2020, but the age structure will substantially shift to the upwards.
- The number of older people from the age of 65 will increase drastically, especially the 80 plus group.
- An increasing proportion of foreigners is expected (rise to approx. 20%). In particular the proportion of older foreigners above 65 will significantly increase.

The near future in Heidelberg will therefore be concerned – more so than anywhere else – with the integration of migrants and a strong family policy. The childcare situation in Heidelberg ranks among the best in West Germany communities. The number of childcare places must be increased continuously to make the city climate even more family friendly.

The changing family and household structures, diverse lifestyles and multicultural inhabitant spectrum already evident in the Heidelberg 2010 City Development Plan adopted in 1997 have continued during recent years and will continue in the future.

Various targets have been described in the previous chapters that absolutely must be implemented, particularly with regard to meeting the require-



ments of demographic change. Together with other targets set by urban development policies, they remain an ongoing task and therefore continue to be valid. They are therefore not repeated in this chapter. They are only included if they are of particular importance when in terms of demographic change and are seen in a new or extended context.

In addition to ensuring continuity in the implementation of the City Development Plan, it is also necessary to come back to other target statements for the coming years in terms of demographic change.

The guidelines in this chapter

- apply the term “family” under the motto “family is where children are” so that all households with children are included regardless of lifestyle or family bonds.
- call for greater effort from everyone to create equal opportunities for men and women,
- emphasize the growing importance of city districts and immediate living environment as a place for identifying with the community,
- emphasize the necessity of cross-generation, inter-cultural and human-rights-oriented approaches,
- differentiate the needs of the elderly,
- develop a new role for the City Administration,
- work on the basis of the principle of subsidiarity, and

- understand integration policy as a cross-sectional task for all political fields and society in general given the expected pluralisation.

The continuity of the measures already initiated and the following guidelines open up excellent opportunities for Heidelberg through demographic change that should be used to create a lively community. The targets specified in the previous chapters remain valid.

Heidelberg - a family-friendly city

Heidelberg does its utmost to enable a work-life balance to be found. The city considers children, young people and families in all phases of their lives to be an important social asset for who it provides a positive climate. People should find it easy to choose to have children and work and live with children in Heidelberg. The city intends to strengthen and focus commitment in all areas to achieve this. The framework conditions for child-care activities, raising and educating children are also being improved along with the framework conditions for caring for family members. Neglect and impoverishment are avoided by systematic preventative measures.

Improve Heidelberg as a residential area

Heidelberg intends to set new standards in urban housing that is suitable and affordable for families, elderly and handicapped persons. Attractive



housing offers in line with demands is of particular importance in promoting Heidelberg as location for business and science. At the same time, social qualities that take the new ways of living together into account are becoming increasingly important. They are to be developed through community-oriented, cross-generation projects and flexible, barrier-free construction activities. A housing environment that allows neighbours to meet and children to play without being affected by traffic in particular helps to achieve this target. Housing hardships should be avoided. Heidelberg's homeless are to be giving help to return to a regular life.

Lifelong learning

Living and educational areas, such as day-care centers, schools and private learning locations are to be cultivated. All children will receive the professional advancement they need to prepare all young people for education. The educational institutions in Heidelberg must adapt to the new lifestyles of children and families and see people as a whole. More and more education takes place outside of schools, in leisure time, within the family, in day-care centers, youth centers, apprenticeships and further education as well as when older. It is a challenge for each age group and all institutions in Heidelberg. Heidelberg contributes to the fact that the principles of sustainable development can become firmly rooted in education. In doing so, the

city supports the United Nations Decade of Education for Sustainable Development (2005-2014). In addition, it introduces young people, in particular young women, to professions in scientific and technical fields.

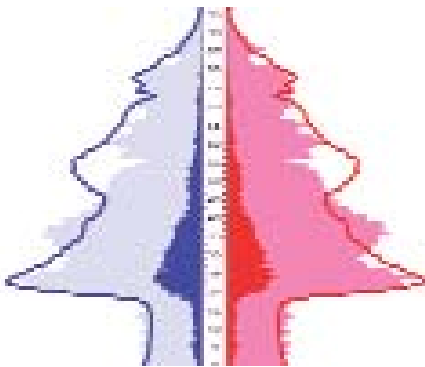
City of fairness

The changed roles of women and men is considered an invitation to build on the work done so far for equal opportunities between men and women. The citizens of Heidelberg must carry particular responsibility for children and care of elderly people and the framework conditions for this required improvement. Heidelberg is a city of fairness for children, equality between women and men, immigrants, the handicapped, different generations and people with problems. Equal opportunities in education are a matter of course.

The low level of community debt and sustainable use of resources provide a suitable basis for living and for development possibilities for the younger generation, thus contributing to solidarity between the generations.

Getting old in a young city - creating a culture of ageing

The life experience of our senior citizens is an important resource that should be put to better use in society. Each generation, each age group has its strong and weak points and its own value. Community activities must therefore show a much more varied



interest in these differences and meet the various needs with forward-looking, open-minded and flexible planning. Relationships and solidarity between the generations and honorary posts are to be improved. Both the needs of younger senior citizens, older senior citizens and dementia patients will be taken into account as well as those of older foreign citizens when developing the offers to be provided by the city districts. Flexible supply networks take priority and greater specialization is required.

Integration is a task for everyone

Heidelberg will maintain its character as a lively and tolerant city where many different milieus and ethnic groups live together without social conflict. Integration requires commitment from everyone - it is a long-term process. Language and education barriers must be broken and intercultural dialog promoted. Migrants must be able to establish themselves on the basis of equal opportunities and independence. They must be equipped with knowledge and skills to ease their entry into a new social environment. The possibilities offered by the law concerning foreigners must be exhausted. The Heidelberg guidelines on social education care apply to foreign refugees.

Building bridges with culture

Culture is considered - just as sports - an important link between the gener-

ations and an opportunity for a dispute with other cultures. The offers must be expanded, mainly on city district level. The currently held culture-political discussion³³ shall result in principles and guidelines showing the further direction.

New partnership between citizens and town

Voluntary work will be increasingly supported and promoted. Supportive neighbourhood networks in which professional activities and civic commitment go hand-in-hand will be stimulated and intensified. Migrants and senior citizens shall be specifically targeted. Civic commitment will be considered a self-determined and target-oriented effort for improvements to both personal environment and community.

Allowing an active and supportive life in city districts

The city districts of Heidelberg are meeting places for cultures and generations. They are the main location for broad civic commitment. Therefore, it is important, to have the professional support required directly in those areas. It is a matter of becoming aware of social coexistence, strengthening attachment to the city district, fostering solidarity, opening up creative powers and promoting self-initiative and community involvement in the sense of active subsidiarity. Consulting and service offers in the city district mean quality of life and must be adjusted to inhabitants' needs according to demographic develop-

³³ See annex 1 to DS 0082/2006/IV Cultural Report 2006



ment. The possibilities for inter-cultural encounters and meeting others are very important there. City districts are also the places where risks of poverty are detected and social exclusion is effectively counteracted. Local networks, initiatives and institutions must be integrated.

Position Heidelberg as an attractive location for business and science

People are attracted to areas offering jobs that fit their qualifications. Positioning a location as a city for business and science is therefore extremely important. Heidelberg must be developed into a location that is highly attractive in terms of its internationality and openness, its living conditions and its quality of life not only for qualified and executive employees, but for everyone. This means making substantial efforts in all areas to ensure this quality of life. Further development as a city for science will give impetus to the labour market as a whole. Gender, ethnic and cultural differences are not only assets for the world of employment (diversity management) The existing community labour market and employment policy are to be continued systematically.

Heidelberg as a strong partner in the region

The city of Heidelberg contributes to positioning the region as an attractive location for investment and people. Coordinated action with neighbouring communities is more important than

ever when developing central facilities in view of demographic change. This also applies to new housing projects and the required expansion of local rail traffic between Heidelberg and the neighbouring communities. In addition, cooperation and coordination within the Rhein-Neckar metropolitan region will increase significantly in importance. The sustainable development guidelines are also pioneering in this respect.

City Administration as a model employer and innovative service provider

Heidelberg is expanding the communal labour policy for disadvantaged persons, in particular younger people and older unemployed people and aims at enabling young people to develop a future for themselves. The City Administration must set an example for other employers in Heidelberg in the face of demographic change. It is a role model in the way in which it treats its staff in terms of family, equal opportunities, older employees and the qualification of young persons and inter-cultural openness. It remains a "human administration" that gives nearby advice in a friendly, competent, interculturally trained, personal and comprehensive manner. It will continue to react in a flexible, adequate and timely manner to changes for public welfare and search for new forms of cooperation and organization both within and outside the administration to render local services efficiently and combine its technical skills across all departments. It is

increasingly important in this respect to initiate the appropriate processes, to organize and to gain allies instead of carrying out all the projects and measures alone. The local authorities will play a growing role in initiating, moderating and supporting processes.

Mobility for all age groups

The public transport system will face increased mobility requirements due to the extension of social possibilities and the activation of all age groups. It must therefore be adjusted to the changing requirements and extended further in the future. The aim is to provide the maximum number of direct rail links, adjust travel times to travelers' needs, ensure barrier-free access and safety even at night, establish good connections to hilly areas of city districts and provide suitable and safe paths and cycle routes beyond the immediate vicinity.

Public space as a meeting place

Nothing shapes a city's image and ability to integrate more than the way it creates public places. These are meeting places for people of all ages, cultures and needs. Particular attention must therefore be paid to high-quality design. Squares, green areas close to housing facilities and attractive playgrounds that are particularly important for children, young people and senior citizens must be well looked after and newly created.





**Development project "Bahnstadt":
model of the competition winner,
Trojan+Trojan, Darmstadt**

Flexible construction

New constructions, re-constructions and deconstruction projects must already provide for maximum structural flexibility and reusability. Considering the bigger picture of demographic change, changes in reconstruction work must be possible from the outset. Sustainability and free access should be taken into consideration here. The quality of buildings constructed is becoming more and more important, building art needs to be given more attention. In addition, social matters must be taken into consideration in construction and planning projects. Even more importance will be attached to networking competence in the various offices in the future, and this is already in the planning stages. In order to integrate social criteria in all new construction and planning projects in a more targeted way, the individual checklists (such as the review on child-friendliness) developed as part of the planning of residential areas should be converted into a social compatibility review that ensures quality for all.

The Bahnstadt as a key city development project

With commitment from the entire city to the new city district "Bahnstadt", these guidelines will be put into practice to create a new living experience. The Bahnstadt will not only be an important new job location, but is also a major contribution to coping with the challenges of demographic change. Families are particularly wel-

come in this new city district with its diverse social and age groups and affordable dwellings. The Bahnstadt is therefore to be developed rapidly in line with the principles of sustainability. Creative diversity, flexible and barrier-free construction and various forms of living that take into account new styles of living will result in lively neighbourhoods. Professional support will rouse citizens' enthusiasm from the outset, a wide range of services will be implemented and a feeling of solidarity and identity promoted. Various generations, cultures and religions will feel at home in this district. The Bahnstadt development will not be at the expense of any other city district.

Summary

13.

Heidelberg is striving to achieve a socially responsible, environmentally friendly and economically successful future development while at the same time it wants to retain its unique character. In doing so Heidelberg is guided by the goal of regional and global responsibility according to the Aalborg Charter. The effects of demographic change are being viewed as an opportunity and shaped actively. Apart from being a family-friendly city, Heidelberg's character as a lively, creative and tolerant city for all generations must be maintained. The key objectives of the 1974 Urban Development Scheme serve as a basis.

The goals are of equal importance. They are objectives and prerequisites in one. The City of Heidelberg thus wants to initiate a sustainable development. This presupposes that

- the financial scope of action of the municipal budget is retained,
- citizens participate actively in the political life in our City in a culture of open discussions and dialogues,
- the opportunities for self-determined, diverse lifestyles, as long as they are socially responsible and ecologically compatible, are improved for all citizens,
- the utilisation of our natural resources is reduced.

Quantitative objectives (1996)

According to the currently anticipated developments, the number of inhabi-

tants in Heidelberg will rise to a maximum 143,000 persons by the year 2010.³⁴ This fact and the expected socio-demographic changes will result in a demand for an additional 8,000 to 10,000 dwellings.³⁵ This presupposes that measures for reducing the per capita growth in living surface to maximally 2.5 sqm will be successful. The number of dwellings to be built shall be adjusted to need and demand. The details will be specified in the amendments to the Housing Development Programme.

At the moment, there are 94,000 jobs³⁶ in Heidelberg. The express aim is to at least preserve this level which requires great efforts.

With the Heidelberg Declaration, the City committed itself to reduce the carbon dioxide emissions by 20% by the year 2005.³⁷

³⁴ See also chapter 12 on the current population trend

³⁵ Updated information can be taken from the applicable housing development program. The programme of 2005 is based upon a demand of 8,000 dwellings by the year 2020. (DS 74/2005)

³⁶ Due to the high number of part-time jobs, it is 97,000 jobs in 2005

³⁷ By updating the Heidelberg Concept for the Protection of Climate on 16 December 2004 the time schedule 2015 was determined (DS 0237/2004/BV). The quantitative directives remained unchanged.



Focal issues

Preserving and developing the uniqueness of the cityscape and landscape, "City on the River"

Heidelberg wants to preserve its cultural heritage and the independent character of its districts with their small-scale, transparent structures. This aim is based on the density plan*, the Spatial Order Model*, and the district outline plans*. The unity of the urban area and the landscape as an important structural feature must be further developed. The high-quality green and recreational areas as well as an operative environmental budget are to be strengthened through a open space concept* which also includes agriculture and forestry.

More mixed use and living quality, "City of Short Distances"

The quality of life and of living is to be improved by more mixed use, more compact building styles, the recovery of streets as a living space, the avoidance of frightening spaces, and a design without barriers for all. In accordance with the principle of a "City of Short Distances", the district centres* must be strengthened as supply centres and spaces of identification, and their relationship to living, working and recreational environments must be improved.

Economic use of construction land, centre development has priority over suburb development

Heidelberg wants to reduce the consumption of land in all areas. The central issue is a moderate infill develop-

ment through a mobilisation of insufficiently used spaces, higher densities, mixed structures and land recovery. Urban consolidation must be carefully coordinated with natural environments. The provision of additional industrial spaces shall be reserved to situations where a higher utilisation of existing spaces or abandoned industrial land is not sufficient. Provisions* to this effect must be made in advance. The increasing consumption of dwelling space shall be counteracted by a differentiated package of measures promoting voluntary dwelling space savings.

Promoting the balance of interests through new types of regional cooperation

Heidelberg is planning to extend cooperation at the regional and municipal level. The aim is to achieve an improved coordination with the surrounding municipalities in terms of economy, dwellings, traffic policy, infrastructure, ecology, social and cultural matters. The fundamental basis will be a regional settlement framework concept with an appropriate land provision policy. Promotion of economic development shall be part of a regional cooperation while preserving the City's local competence.

Expanding the advantages of location as a "Science City"

Heidelberg intends to further develop its manifold potentials as a Science City together with the University and other research institutions. Synergies



between industry and science must be utilised in order to strengthen innovative potentials and to create sustainable jobs in the manufacturing industry also.

Striving for full employment, opening paths out of the crisis, securing the location

The City of Heidelberg is desirous of a stable economic development which secures a wide range of employment opportunities in the long run and is economically successful. The structural change towards a service-oriented society must be actively taken advantage of. Processes of change shall be supported in order to achieve socially and ecologically sound employment opportunities with a stronger regional flow of goods. The development opportunities of the Heidelberg companies shall be secured.

Preventing destructive competition, strengthening medium-sized enterprises and the crafts

The City of Heidelberg intends to provide special protection to small and medium-sized enterprises - especially the crafts and the retail trade - and open up development opportunities by creating favourable general conditions. Existing production facilities shall be retained.

Reintegration into gainful employment, supporting new forms of employment

The City will support prospective projects by and for marginalised persons

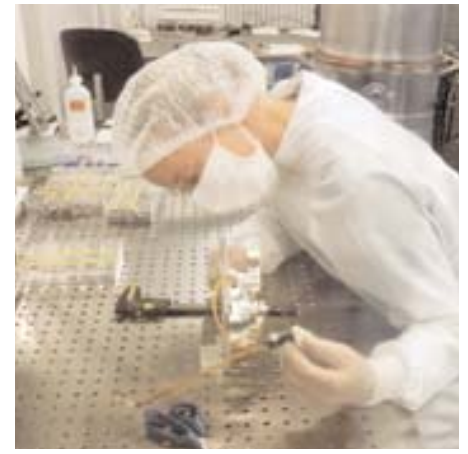
on the labour market by adopting an active employment policy. The employment of handicapped persons is attributed special importance in Heidelberg. The City will support new forms of socially sound work and of safeguarding subsistences.

Creating and securing affordable dwellings

The City of Heidelberg wants to protect the human right to dwelling. By concentrating its efforts on building affordable leasehold dwellings, it will secure the supply of dwellings* especially for those persons who primarily work and/or live in Heidelberg. This mainly applies to households with an average or lower income and other disadvantaged groups. Also included is the regional level. Upgrading processes in the districts should not have any detrimental effects on social compatibility. Social hardship must be avoided in any case.

Lasting protection of our natural resources

Within the scope of a sustainable development, the City of Heidelberg intends to reduce the consumption of our natural resources*. It will promote the protection of the climate* and clean air. In addition to the goals already adopted in this respect, the City of Heidelberg wishes to develop further environmental quality objectives which will be subject to regular review within the scope of an environmental budgeting scheme and contribute to the protection of biotopes



and species*. The City of Heidelberg will support ecological agriculture and adopt the principles of Natural Forestry for its municipal forest management.

Environmentally compatible urban traffic

The City of Heidelberg will promote traffic concepts* compatible with the environment, urban and social issues. It advocates a type of mobility that reestablishes the scope for urban life, where the individual types of traffic have the same rights and hazards are reduced. This also includes on principle the provision of new building land along rail-bound public transport routes. The promotion of a public local transport system without any barriers and other environmentally friendly transport facilities has priority. Environmental burdens are to be reduced, the urban situation (City of Short Distances) improved, the traffic situation more relaxed, and industrial traffic more efficient.

City of Social Balance, preventing marginalisation

Heidelberg wants to be a City of Social Balance which fights poverty, prevents marginalisation and overcomes social-spatial splitting tendencies. The emergence and exercise of discrimination and violence shall be prevented. The City of Heidelberg strives to promote solidarity and own initiatives. It wants to promote the participation of those concerned on an equal rights basis and supports self-help and civic

involvement. To achieve a sustainable urban development, district and community-based social work projects will have to replace target group-related approaches in order to strengthen neighbourhood solidarity.

Gender equality

The City of Heidelberg considers the implementation of gender equality as a joint task which will materialise in the performance of all municipal tasks. We are striving to overcome the typical equal rights problems, especially in view of adequate participation opportunities, for securing one's own subsistence, the improvement of employment conditions, a more equitable distribution of paid and unpaid work and the safety and security of women.

Self-determined life, variety of lifestyles

The City of Heidelberg wants to ensure a variety of lifestyles which should be socially responsible and ecologically compatible. It is desirous of a manifold need-oriented infrastructure* based on the requirements and desires of those concerned.

The interests of children and adolescents must be taken into account more in urban planning and development. The issue of training and qualification of young people must meet new demands. Heidelberg wants to enable elderly people and mentally, physically, or psychically handicapped, ill persons to lead a self-determined



life and to participate in society. The City wants to create healthy living environments and promote responsibility for one's own health. It plans to ensure a broad range of up-to-date sports activities in all districts and for all age and target groups.

Migration and intercultural orientation

The City of Heidelberg wants to bear responsibility for a constructive design of intercultural life and recognise foreign inhabitants as citizens of Heidelberg with equal rights.

City of Cultural Variety

The City of Heidelberg wants to offer the most diverse cultural forms of expression, the freedom to develop with the funds available. The aim is diversified, sophisticated cultural activities which represent the variety of Heidelberg. For this purpose, a Cultural Development Plan* shall be established.

Actively shaping the demographic change

All target areas of the city of Heidelberg associated with its quality of living and future proofness are affected by the demographic change.

Heidelberg focuses its activities on being a family city. The framework conditions for family-friendly housing and employment, childcare and education are to be improved. Integration is a task for all citizens of Heidelberg, intercultural dialog must be promoted

further. Language and education barriers must be broken down and life-long learning enabled. The life experience of our senior citizens is an important resource that should be put to better use in society. City districts of Heidelberg are becoming increasingly important as a place with which to identify. They are meeting points for different cultures and generations and broad civic commitment is supported. Consulting and service offers must be tailored to people's needs on the basis of demographic development. Major importance is attributed to promoting Heidelberg as a location for business and science. This includes affordable housing with social qualities. The Bahnstadt is key city development project for Heidelberg.

The various approaches must be based on human rights. The principle of subsidiarity is still valid. Equal opportunities between men and women require greater commitment from all.

* More details on that in the annex

the greatest interior development potential in Heidelberg.

To preserve the **historic townscape** as an architectural ensemble of international reputation with its surrounding landscape, the Heidelberg Castle and Old Town shall be included in the list for registration as a **UNESCO World Heritage site**. A positive decision is expected in 2007.

As a basis for this, the local council adopted the **Overall Facility Protection Statute** (Statute on the protection of "old Heidelberg" as an overall facility) on 27 November 1997 according to § 19 of the Protection of Monuments Act that also covers the surrounding hillsides. In 1998 an **advisory council** for the overall facility protection statute was established.

Target Area: Regional Cooperation and Regional Development

On 24 May 2005 the Rhein-Neckar region was included in the circle of **European Metropolitan Regions**. The application was supported by the city. A new Agreement between the Federal States signed by Baden-Württemberg, Hessen and Rhineland-Palatinate on 26 July 2005 paved the way for transboundary, single-stage regional planning in the "**Verband Region Rhein-Neckar**" (**VRRN**), regional planning and development authority, that started its work on 1 January 2006.

The Rhein-Neckar region is supported by a new regional marketing organization that is comprised of the association "**Zukunft Metropolregion Rhein-Neckar e. V.**" (**ZMRN**) and the **Metropolregion Rhein-Neckar GmbH** (**MRN**). All important regional development partners from the spheres of business and science, and from the cities and rural districts cooperate in the committees of these institutions.

The foundation of the **Umweltkompetenzzentrum Rhein-Neckar UKOM e. V.** 2003 suggested by the city is a first step towards interconnecting, expanding and marketing the existing environmental competence centres of the metropolitan region on a combined basis.

Target Area: Employment

The **Gewerbeflächenentwicklungskonzept 2000** presents the industrial and commercial area supply and the major points of use (DS 40/2001). The

Bahnstadt is of major importance in this respect.

By adopting the **Centre Concept** based upon a **retail trade structural survey** on 19 June 1997 (DS 269/1997) retail trade was supported in integrated locations. The centre concept prepared by the association for market and sales research in 2006 look at these guidelines in more detail taking special account of possible large-area retail trade developments as well as local supply. (DS 42/2006/IV)

By setting up the **Technology Park Environmental Park** in Heinsteinwerk in 2005, the field of environmental expertise and consulting was added to the competences at the Technology Park.

The **sustainable management** project is a concrete measure in the area of promoting medium-sized companies. It supports small-sized and medium-sized companies during the introduction of an environment management system and the associated development of ecologic and economic savings potentials.

Target Area: Housing

As part of the **Housing Development Program**, a landmark decision was taken concerning the **building land management** on 2 June 2005 (DS 74/2005/BV).

A special department for **barrier-free building** and housing called "Housing Consult" was established at the Technisches Bürgeramt on 1 March 2006.

The new construction of approximately 2,500 dwellings is tied up with the adoption of the resolution on the development of the new **Bahnstadt** city district.

Target Area: Environment

The **environmental report 1999-2005** provides information about the protection of natural **resources** and all major environmental projects.

A **plan for the protection of species** has been available since 2001 that is intended to preserve biological diversity.

Updating the **Climate Protection Concept 2005** means that the measures that have been initiated so far will be continued and focus issues in local climate protection policy defined (such as the Bahnstadt, energy efficiency in industry). (DS 237/2004/BV)

Selected projects and decisions since 1997

Heidelberg local agenda is still flourishing. Since the local council's resolution in 1997 on the Heidelberg 2010 (STEP) City Development Plan, the city of Heidelberg has launched and implemented a variety of projects and resolutions. Be it employment, environment, housing, society or culture: concrete steps have been taken in all target areas of STEP to speed up sustainable city development and preserve and improve the quality of life for the residents of Heidelberg and the region. The following list shows selected projects and resolutions from the individual target areas of STEP:

Target Area: Key Objectives in Urbanism

Outline plans for all city districts of Heidelberg have been available since July 2006.

On 28 July 1999 the **Settlement Structural Concept** and the **Spatial Order Model** (Modell Räumliche Ordnung) was adopted in which an **Open Space Structural Concept** and the Environmental Plan were integrated (DS³⁸ 363/1999). A **Building Density Plan** and urban outline plan are part of the Settlement Structural Concept. The Spatial Order Model provides the basis for the new **Land Use Plan 2015/2020** of the neighbourhood association Heidelberg-Mannheim that became effective on 15 July 2006. The **Bahnstadt**, for which an outline plan has been available since 2003, offers

³⁸ refers to number and year of submission

The **environmental plan** describes ecologically sensitive environment sectors and makes suggestions on how to protect them (DS 363/1999).

Target Area: Mobility

The **transport development plan** was updated in 2000 (DS 218/2000).

On 14 December 2003 the **S-Bahn** (city and suburban train) was started.

A **city logistics** concept for parcel and package services has been realized in the Old Town since 2006.

The **tramway to Kirchheim** will be operating on 10 December 2006.

Target Area: Social Matters

The **demand-oriented expansion** of childcare centres meant that the legal entitlement to a kindergarten place was always met. The demand-oriented extension of childcare places for children under the age of 3 will be completed by 1 October 2010. Since school year 2000/2001 Heidelberg's primary schools offer care facilities for pupils and students until 3:00 pm.

On 2 August 2006 a **concept** was adopted for **developing second level primary schools** on the basis of the draft of the previous **school development plan** from 1995 (DS 215/2006/BV).

In autumn 2002 the last of a total of 10 **social centers for the elderly** was opened in Heidelberg.

2001: The northern part of Emmertsgrund was integrated into the **advancement program** of the Federal Government and the Länder "**Die soziale Stadt**" (The Social City).

Target Area: Culture

The original decision for preparing a culture development plan was turned down in 2000 by the local council. The 2006 cultural report included and put for discussion **cultural-political guidelines** together with a survey. (DS 82/2006/IV). The cultural report will be updated every 5 years.

Together with the "Kulturvision 2015" prepared by the representatives of the communes and the economy from the Rhine-Neckar triangle, the cultural report 2006 provides the basis for cultural development in the city and the region.

Publications

Publications on the City Development Plan since 1997

Office of City Development and Statistics

City of Heidelberg
City Development Plan Heidelberg 2010 Guidelines and goals
July 1997, August 2001

Stadt Heidelberg
Der Beratungsprozess zum Modell Räumliche Ordnung
Dezember 1999

Stadt Heidelberg
Modell Räumliche Ordnung
März 2000

Stadt Heidelberg
Wo stehen wir, was haben wir erreicht?
Erster Bericht zur Umsetzung des Stadtentwicklungsplans Heidelberg 2010
Langfassung
Mai 2002

City of Heidelberg
Where Do We Stand, What Are Our Achievements?
A First Report on the Implementation of the Heidelberg City Development Plan 2010
Summary
May 2002

Stadt Heidelberg
Heidelberger Nachhaltigkeitsbericht 2004
Indikatoren gestützte Erfolgskontrolle des Stadtentwicklungsplans Heidelberg 2010
August 2005

City of Heidelberg
Heidelberg Sustainability Report 2004
Indicator-based success rate of the City Development Plan Heidelberg 2010
March 2006

City of Heidelberg
Heidelberg City Development Plan 2015
Guidelines and goals
December 2006

Publications on demographic change

Stadt Heidelberg
Bevölkerungsentwicklung in Heidelberg
Bevölkerungsentwicklung in Heidelberg nach Stadtteilen 2003-2020
November 2004

Stadt Heidelberg
Demographischer Wandel
Bevölkerungsentwicklung, Einschätzung der Folgen und Konsequenzen, Zielentwicklung, Strategien und Maßnahmen
Heidelberg 2004

Stadt Heidelberg
Demographischer Wandel in Heidelberg
Ergebnisse einer Bevölkerungsumfrage
durchgeführt von der Forschungsgruppe Wahlen im Auftrag der Stadt Heidelberg im Januar 2006
März 2006

Stadt Heidelberg
Kommunale Strategien zur Bewältigung der Herausforderungen des "Demographischen Wandels"
Umfrage der Fachkommission Stadtentwicklungsplanung des Deutschen Städtetages im Februar 2006
Mai 2006

Stadt Heidelberg
Handlungskonzept zum Demographischen Wandel in Heidelberg
Dezember 2006

Editorial information

Published by

Mayor of Heidelberg

Preparation and Coordination

Amt für Stadtentwicklung und Statistik
(Office of City Development and
Statistics)

Postfach 10 55 20

69045 Heidelberg

Tel.: 06221 - 5821500



Pictures

Akademie für Ältere (Senior's
Academy): Page 32

Peter Dorn: Title top right, page 2
far right, page 31 right, 36 right,
37 right

Heidelberger Kongress- und Tourismus
GmbH (HKT):

Pages 6,16,43

Klaus-Tschira-Stiftung: Title top right,
page 2 - third from left, page 45 right,

Philipp Rothe: page 30 right

Franz Schlechter: Page 33

Universitätsklinikum Heidelberg –

Central photography department:

Page 18

Max-Planck-Institut für Astronomie:

Page 39 left

All others: City of Heidelberg

Design

komplus Heidelberg

March 2007



Amt für Stadtentwicklung
und Statistik
Postfach 10 55 20
69045 Heidelberg
Tel.: 06221 - 5821500

 **Stadt
Heidelberg**