

## **CONTACTpunkt 2017**

### **Focus Future Bad Homburg 2030 -Joining forces to create the future of Bad Homburg**

*Summary: Joining forces to create the future of Bad Homburg: 12 years from now, residents will enjoy the living conditions we design today. Planning is based on an integrated concept with various dialog forums aiming at the inclusion of all those who reside and live here. The completed concept will be introduced in summer 2018.*

Little more than 12 years from now, residents will enjoy the living conditions they are currently designing together, in a joint process. This is the basic idea of the integrated development concept, which aims at the inclusion of all those living in Bad Homburg. "Bad Homburg's citizens know best what's good for their town. And if you're included in the planning process, you'll be so much more supportive of the results," as Lord Mayor Alexander Hetjes sums up the concept. "This applies to individuals and companies alike," he emphasizes.

**FOCUS FUTURE BAD HOMBURG 2030** is the title of this dialogue aimed at co-creating the town's future. The kick-off "*Stadtforum*" at the end of last August was held at the Bad Homburg Kurhaus. All those who had accepted the invitation were involved in imagining the future, and in envisioning ways in which Bad Homburg's strengths and special qualities could be maintained and even enhanced. An online digital map allows participants to add their suggestions and comments. The map includes remarks such as: "The spa gardens should definitely be maintained and tended!" or "Affordable rentals are vital!", and various wishes relating to public transport: "Low-noise and low emission." The website also allows residents to read up on the entire time-scale and content-related process of the city dialogue.

This new approach to planning for and with residents was initiated by Lord Mayor Alexander Hetjes; the process will be steered and coordinated by the Urban Planning Department. Urban planner Holger Heinze adds: "Bad Homburg 2030 is a really intensive project, with which we're trying to address a great variety of subgroups. It's about economic as well as cultural aspects, quality of life and mobility, social issues and the overall attractiveness of this town as a business location." The agenda includes land development, infrastructure and the situation of retail trade, all equally important.

**Complex projects do require** monitoring by an uninvolved party. This is why the City contracted planning agency AS+P-Albert Speer+Partner GmbH from Frankfurt/Main, to provide support for content-related questions, as well as on an expert planning level. Implementation and mentoring for citizen participation is conducted by IMORDE Projekt-& Kulturberatung GmbH, Berlin, in collaboration with KOKONSULT – Kristina Oldenburg, also based in Frankfurt.

"The exploratory phase is completed. We will now conduct special expert-citizen dialogues focusing on the sectors of mobility, living, the cityscape, working and shopping, as well as environment and surrounding landscape, and of course we will also talk about Bad Homburg's role in the entire region," Svenja Knuffke, urban planner for Albert Speer + Partner, explains. "In addition to identifying guiding principles and primary objectives we will also need to define concrete measures and projects." The completed concept should be available by the summer of 2018, and will serve as a guideline for policy makers and administration.

**The communication offices** have once again taken to the road, with dialogue-mobiles traveling through the various districts. The idea is to directly contact various target groups, senior citizens, youngsters and migrants, and to invite them to share their ideas and wishes. Alexander Hetjes: “We are extremely pleased with the interest people take in the future of the town they live in. This could already be felt at the kick-off event, and it has continued all through the dialogues in the individual districts.”

The so-called expert dialogues, to which the City invites 30-40 participants, are conducted simultaneously. Participants include experts from different fields, such as mobility and housing concepts, in addition to local business representatives. “I really like this concept,” says Fabian Maurer, Executive Director of Ringspann GmbH, a company that in the summer of 2017 opened a new manufacturing facility including administrative building on a newly developed site. “This will clarify the future options the manufacturing industry will have in Bad Homburg. To us, it is really valuable to know where we are heading.”

This is also true for Kawasaki Gas Turbine GmbH. Marketing Director Stefan Paul: “We really appreciate Bad Homburg as a location for business, but we will have to relocate, medium-term, as we’re hitting capacity limits. Our activities have been moving abroad, as we need to expand. We’d really be interested in finding an adequate location with development potential, right here in Bad Homburg.”

**The 2<sup>nd</sup> public *Stadtforum*** is scheduled for 2 December, and will already focus on concrete scenarios and visions of the future. Interested residents and local businesses and their staff are invited to participate; the online-discussion will be open until the beginning of January. All comments and ideas will be evaluated, and will be taken into consideration during the 3<sup>rd</sup> *Stadtforum*, mid-January. This event will focus on concrete strategies and measures.

The complete integrated urban development concept BAD HOMBURG 2030 will be introduced in late summer 2018, at the 4<sup>th</sup> and final *Stadtforum*. The next step is implementation, in order to transform this vision into positive impulses for the town’s spatial, economic, structural and social development. Of course it won’t be possible to satisfy each and every wish; the objective is to create a broad consensus on future development. Spending time on finding out what people really need is time well spent – it’s an investment in our future.

## **INFO**

### **Bad Homburg 2030**

#### Three-phase development project

**Exploration – already completed:** Between October and August 2017, the town’s potentials were analyzed and discussed, based on available data and a current view of Bad Homburg’s urban society.

**Focus – until the end of 2017:** First scenarios are designed. What is important for Bad Homburg’s future, and why? Which issues need to be pursued? This will generate concrete measures and strategies.

**Results – until summer 2018:** A finalized vision serves as a binding guideline for administration and policy makers.

**TIP****Participate online**

What do you envision for Bad Homburg's future? What kind of environment will you need for your business? Share your ideas and comments on our online-platform. Here you can also find dates of future events and lots of information regarding the *Stadtforum*.

[www.badhomburg2030.de](http://www.badhomburg2030.de)