



# Urban redevelopment, participation & neighbourhood management in Magdeburg - Neu Olvenstedt / Germany

// MAPPING OLVENSTEDT

// Integrated urban development concept, urban location and Local Action Plan (LAP)

// ReBlock-Project, EU-URBACT II Programme: REviving high-rise Blocks for cohesive and green neighbourhoods

// Kunst Neu Olvenstedt (art) + projects

# // MAPPING OLVENSTEDT



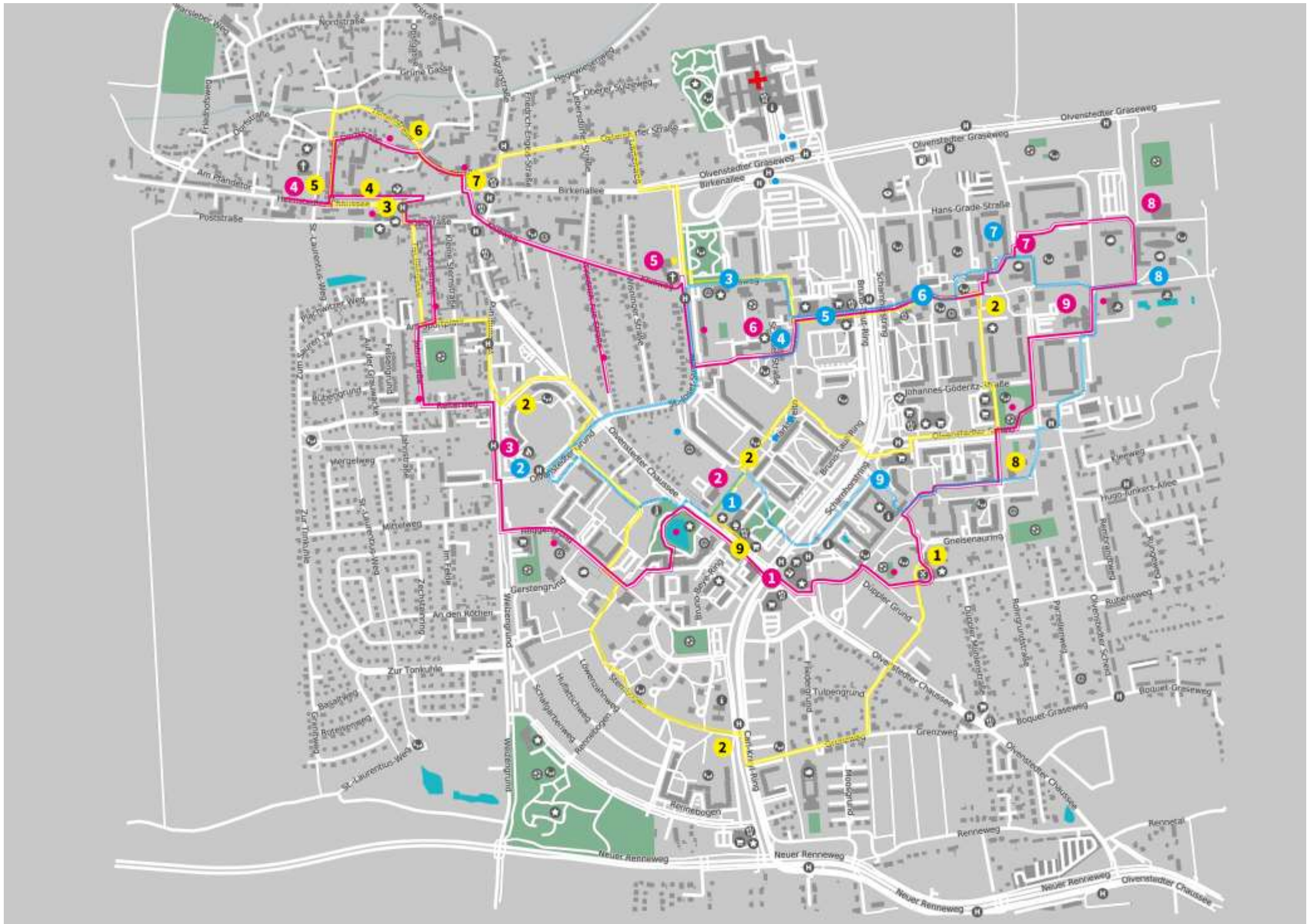


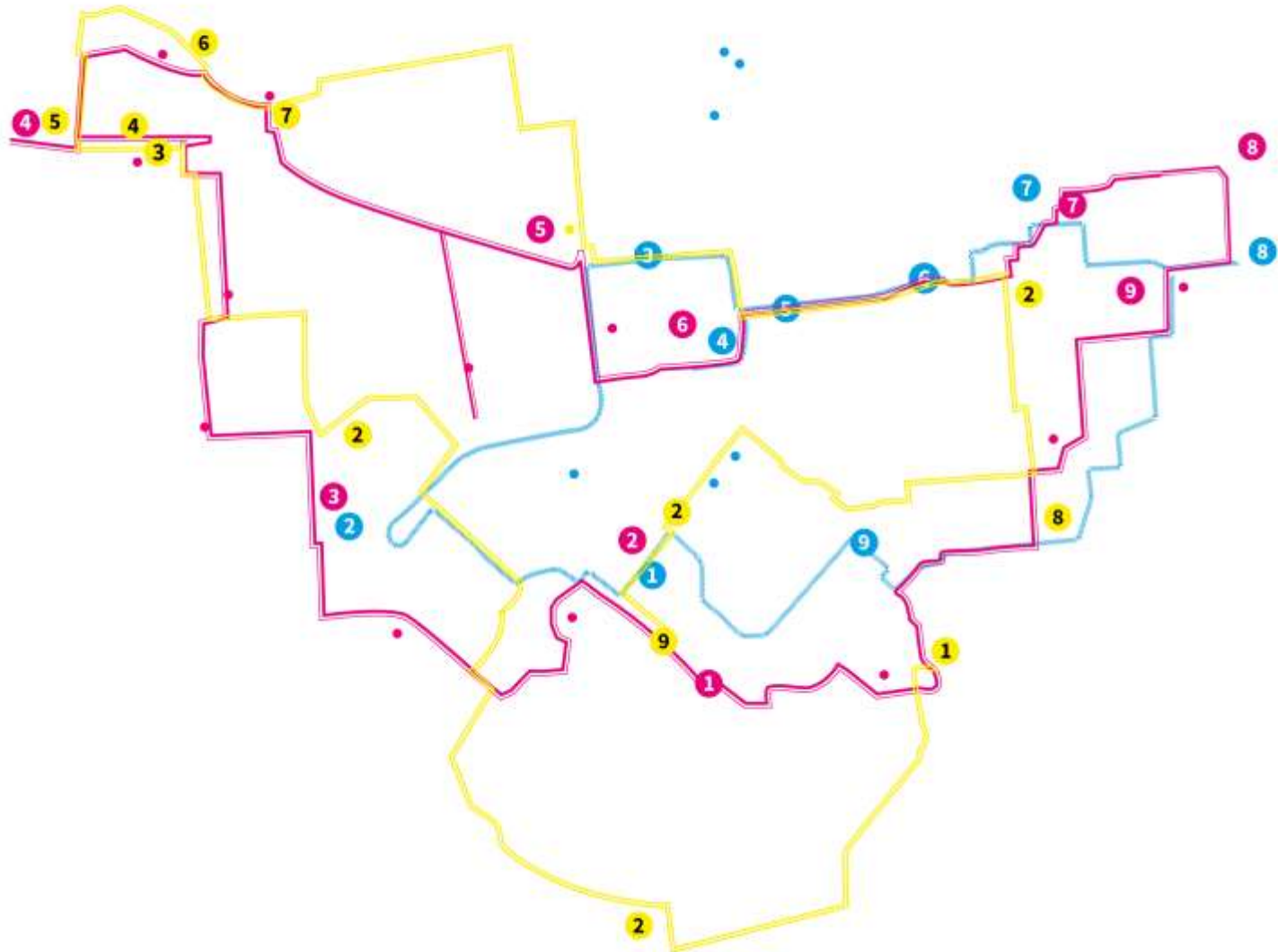
**...an invitation for you ;- ) to discuss and exchange:**

**Which association and ideas do you have with our today's topic  
„participation, problems and opportunities in a high-rise building estate“?**

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# BAUGESCHICHTE ARCHITEKTUR KUNST FREIZEIT

## DIE IDEE „MAPPING OLVENSTEDT“

... Ist ein Gemeinschaftsprojekt kreativer Menschen in und um Neu Olvenstedt, die dem Stadtteil zu mehr Aufmerksamkeit verhelfen und informieren möchten. Die einstige Großwohnsiedlung Neu Olvenstedt hat durch konsequenten Stadtbau deutlich an Lebens- und Wohnqualität gewonnen und ist zum Zuzugsgebiet für viele junge Menschen, Eigenheimbewohner\_Innen und Familien geworden. Zu dieser Entwicklung tragen auch die vielen Grünräume sowie Einrichtungen für FREIZEIT, Jugend und Soziales bei. Auch durch die kontinuierliche Modernisierung und Aufwertung der Wohnblöcke durch die Wohnungsunternehmen sowie Prozesse von Quartiersvereinbarung und aktiver Stadtteilarbeit entwickelt sich der Stadtteil wieder leicht wachsend und lebendig.



# // Integrated urban development concept, urban location and Local Action Plan (LAP) with the ReBlock-Project, EU-URBACT II Programme



## 1. Introduction ReBlock, EU-URBACT II Programme

### 2. Neu Olvenstedt

#### 2.1 Urban location

#### 2.2 Development phases in the district .....

+The 1980s – a model socialist-era residential estate .....

+The 1990s – a declining population and segregation .....

+The new millennium – urban redevelopment .....

#### 2.3 Overall planning framework /strategic instruments

+‘Urban Redevelopment East’ development area .....

+Neu Olvenstedt District Agreement .....

+MD 2025: integrated urban development concept

+Art in Neu Olvenstedt .....

#### 2.4 Currently challenges / district development .....

+Strengths – Weaknesses – Opportunities – Threats .....

## 3. The RE-Block project in Neu Olvenstedt - Transnational exchanges / Involvement of the ULSG .....

## 4. The Local Action Plan (LAP)

#### 4.1 Vision and objectives of district development .....

#### 4.2 Measures, Implementation and monitoring .....



# // ReBlock= REviving high-rise Blocks for cohesive and green neighbourhoods

## 1. Introduction

ReBlock: 3 years programme - with the sustainable reviving of large housing estates in European cities. The URBACT programme of the European Union generally supports the knowledge exchange between cities.

Local Action Plan (LAP): Many stakeholders, help to set up this plan and to qualify in a critical discussion: individual citizens, stakeholders and initiatives, housing companies and actors of the social economy, the city administration and the district management. The result is a new, contemporary perspective on the strengths and weaknesses of Neu Olvenstedt

...integrated and district-wide approach, in combination with the neighborhood agreement further profit: the self reflection of the existing and achieved by the confirmation of the international partners and the possibility of comparison.

The city conversion experiences in Magdeburg in general and in the special case of Olvenstedt were - at least in their dimension - a unique situation in the project family and stimulated many discussions.

A city reconstruction contract (QV!) with private sector stakeholders in the development of a district, a little-regulated Fund for civil activities - the GWA funds or the building playground of the 'Spielwagen e.V.' received much praise and attracted curious interest.

## 2. Neu Olvenstedt

large housing estates in Magdeburg + one of the most serious urban development challenges faced by the state capital since German-German reunification in 1990

Neu Olvenstedt : Roughly thirty years of its existence, has evolved ...

from a model of socialist-era residential construction with more than 32,000 inhabitants to a run-down district with image problems whose population had continued to decline to ca. 12,000 inhabitants by the close of 2017.

many stakeholders have endeavoured to halt, or at least put the brakes on this downward slide.

change of image and social environment does now appear to be within our grasp: RE-Block make Neu Olvenstedt a stable, integrated district of the state capital with a good social mix.

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### 2.1 Urban location

The need for housing which resulted from the wartime devastation suffered by the City of Magdeburg resulted in the construction of a whole succession of new industrially-built housing estates during GDR times.

### 2.2 Development phases in the district

#### The 1980s – a model socialist-era residential estate

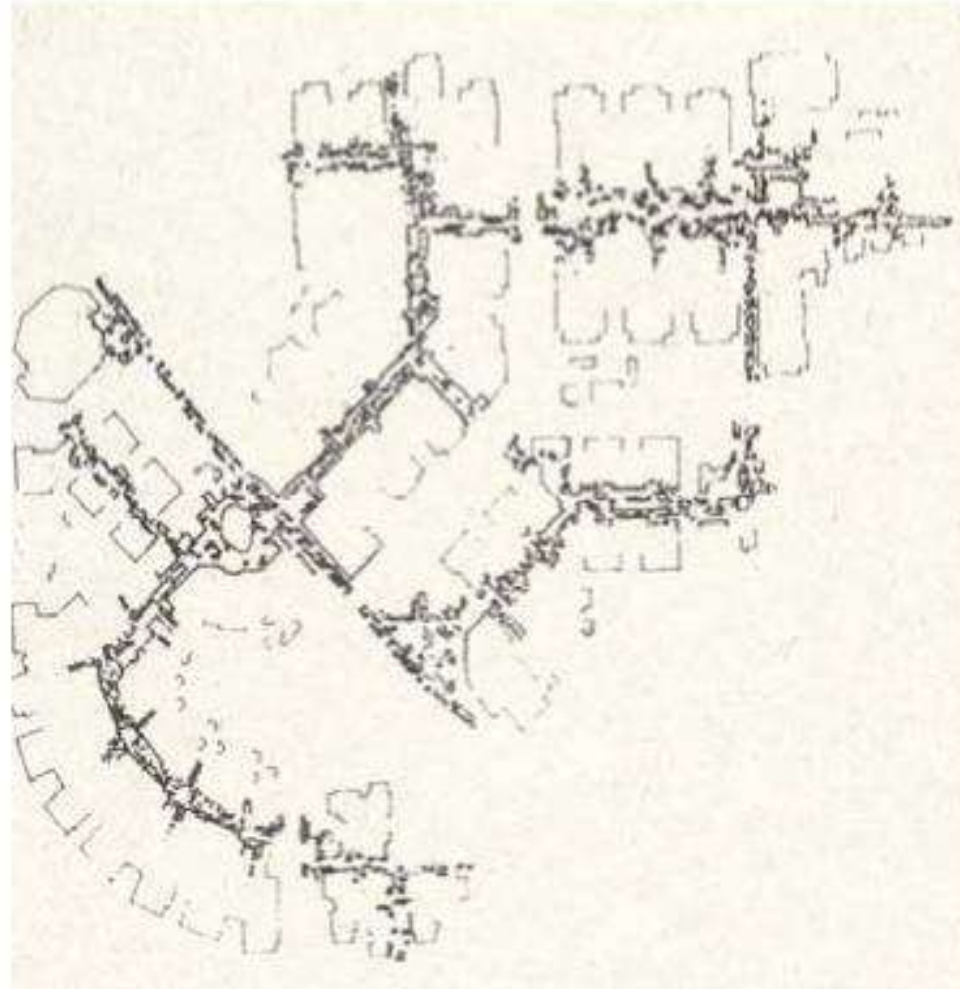
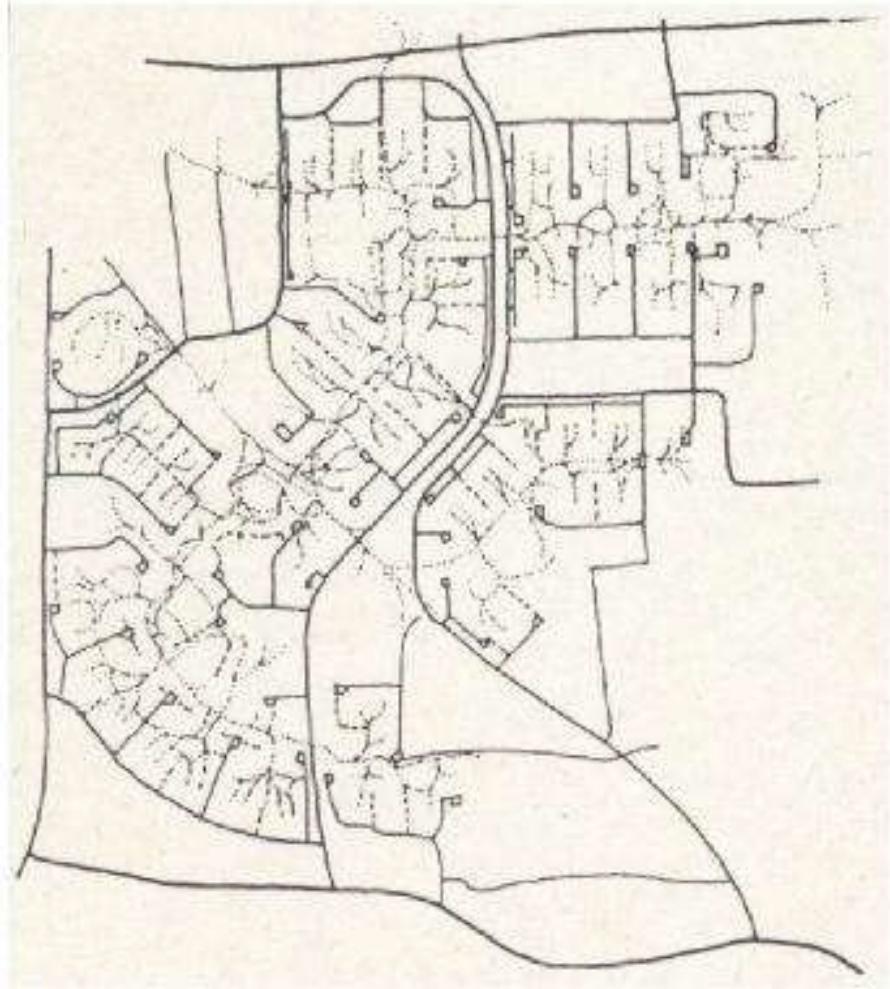
The governments of East Germany and the USSR each passed resolutions to construct their own 'experimental complexes' in the 1980s, as they sought to create the 'homes of the future'.

large-scale estates were designed independently of one another, and testify to the very different approaches taken to constructing socialist housing and urban planning. Soviet experimental complex in Gorky (present-day Nizhny Novgorod): Partner City

**Examples of the 'new approaches' adopted in Neu Olvenstedt included:**

Completely separate transport infrastructures for motorised and non-motorised users.

Development concept for motorised (left) and non-motorised users (1987)



## **More 'new approaches' adopted in Neu Olvenstedt included:**

- Relatively low-rise construction of between three and six floors. Only three 10-storey buildings were constructed as dominant landmarks accentuating the heart of the large estate.
- Completely separate transport infrastructures for motorised and non-motorised users.
- An art and design concept which played an integral part from the outset of the planning stage, with each of the six sectors having an individual theme, reflected in sculptures in the 'public' areas, façade ceramics, individual house signs, signposts, street furniture and plant holders.
- Community pavilions: initially every courtyard was to have one, but this project was scaled down dramatically for reasons of cost as construction proceeded. These were available for use both by residents for private celebrations as well as for neighbourhood gatherings, working groups, etc.

## **The 1990s – a declining population and segregation (...)**

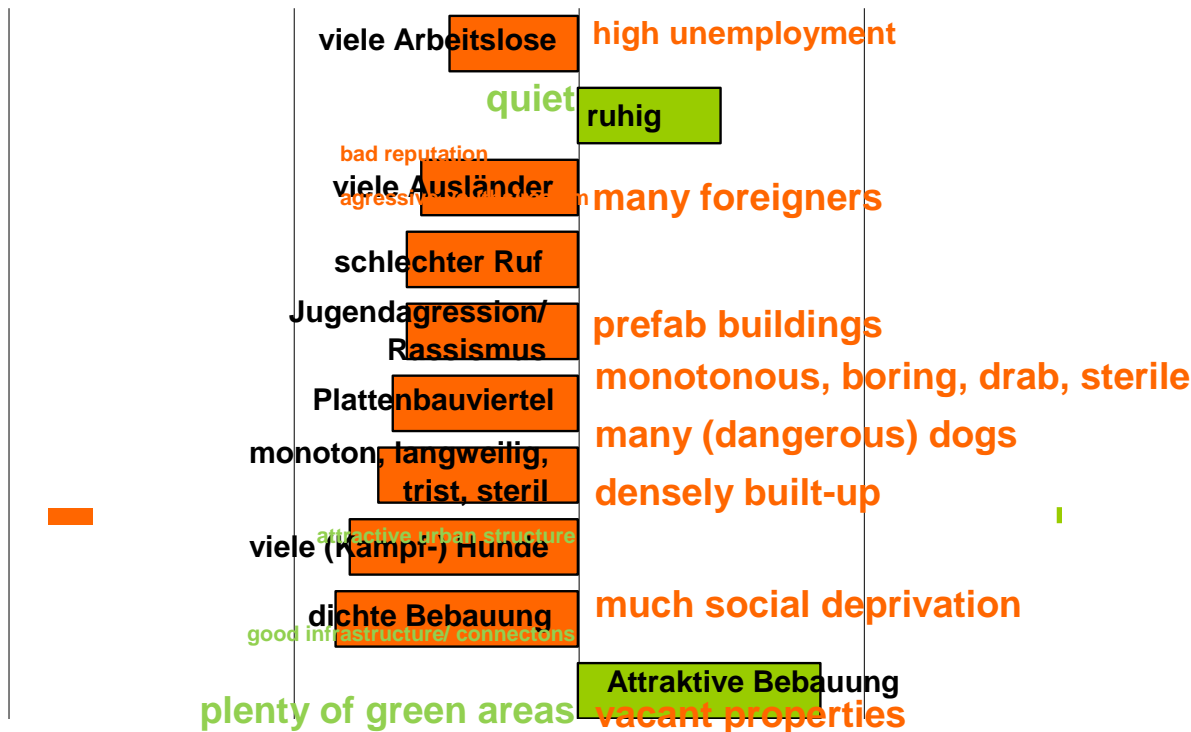


General urban plan for Neu Olvenstedt, 1998, StadtBüro Hunger, Berlin 1998, and ...



... Certificate of Special Recognition presented at the German national urban planning

In the year 2000, a representative survey was carried out of households in Neu Olvenstedt which went to the heart of the problems continuing to affect the locality despite every effort that was made: actual quality of life on the large urban estate continued to contrast starkly with its image among its inhabitants and their self-perception



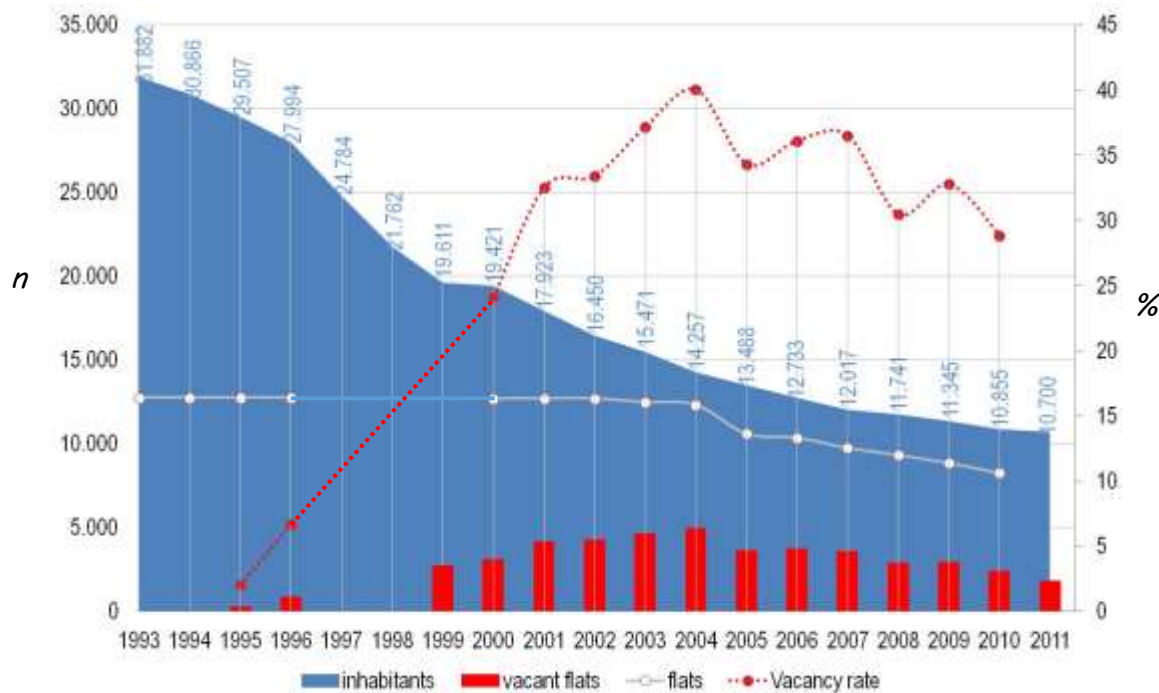
“How does Olvenstedt differ in comparison with other residential districts of Magdeburg?” (open question; a survey of 410 households). Source: Representative household survey by StadtBüro Hunger, Berlin 2000



The new millennium – urban redevelopment

There was no stopping the drastic decline in the population. In the first decade of the new century, Neu Olvenstedt suffered net losses of a further 8,000 people.

The number of vacant apartments increased accordingly. In 2004, 40 % of flats in Olvenstedt stood empty.



Inhabitants, number of flats and vacancies in Neu Olvenstedt between 1993 and 2011

In 2002, the Federation and the federal states implemented the urban development funding programme 'Stadtumbau Ost' (Urban Redevelopment East), which paid the housing companies to tackle what had become a widespread problem by demolishing excess housing stock. The momentum created by this programme has since resulted in the demolition or reduction in height of more than 6,000 industrially-built apartments.

## 2.3 Overall planning framework and strategic instruments

### 'Urban Redevelopment East' development area

At the end of 2013, 6,700 industrially-built apartments were to be found in Neu Olvenstedt, almost exclusively in the rental sector:

### Neu Olvenstedt District Agreement (QV- Quartiersvereinbarung)

The most recent planning strategy to date was initiated in 2008. Pursuant to Art. 171 c of the Federal Building Code (BauGB), binding agreements in the form of an urban development contract were made with the leading companies which owned buildings and open spaces in Neu Olvenstedt regarding the concrete measures and consensual options to be implemented by 2020.

The contractual partners – the organised housing sector, the public utilities, the transport authorities and the urban administration – undertook to adopt a coordinated approach in order to:

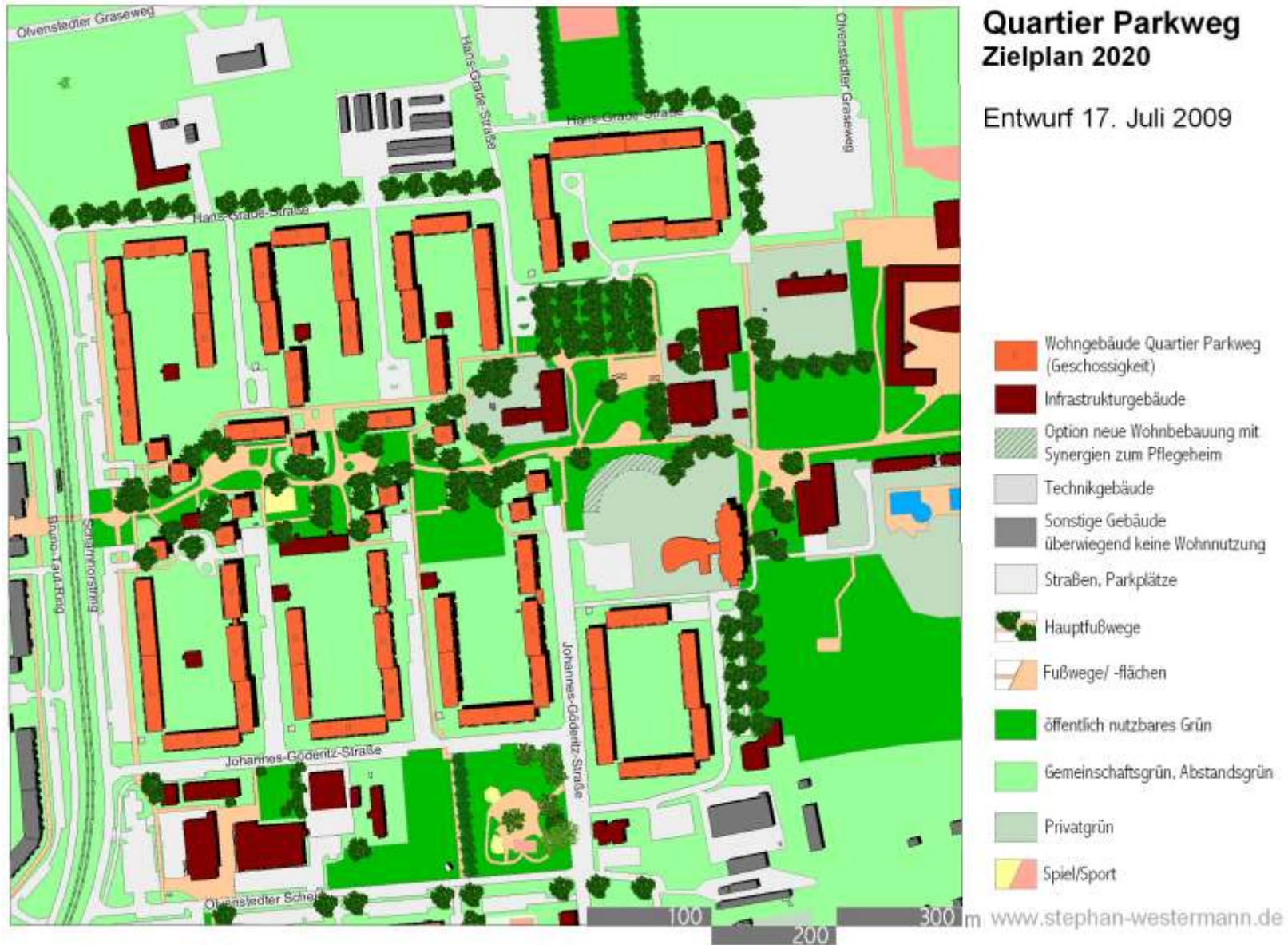
- ensure long-term value creation from previous and future investments,
- win the trust of local inhabitants by demonstrating commitment and transparency,
- prove to political agencies at municipal and state level as dependable district redevelopment partners.

1. Workshop discussion with public and private companies which own land and buildings to clarify individual interests and objectives  
→ First draft of a general urban development plan
2. Workshop discussion with wider groups (citizens' initiatives, community facilities) to develop a SWOT analysis and planning details  
→ Second draft of a general urban development plan
3. Public meeting with presentation and discussion of the draft general plan; walk through the local area to explain individual projects in situ.  
→ Final general urban development plan



Local meeting to discuss the second draft of the plan ... ... Explanation of individual measures

... and draft plan for the 'Parkweg' sector, July 2009



## Magdeburg 2025 integrated urban development concept

As part of the integrated urban development concept adopted by the city council in 2013, two perimeters were created around Magdeburg city centre ('Old Town'). This zoning served fundamental strategic objectives.

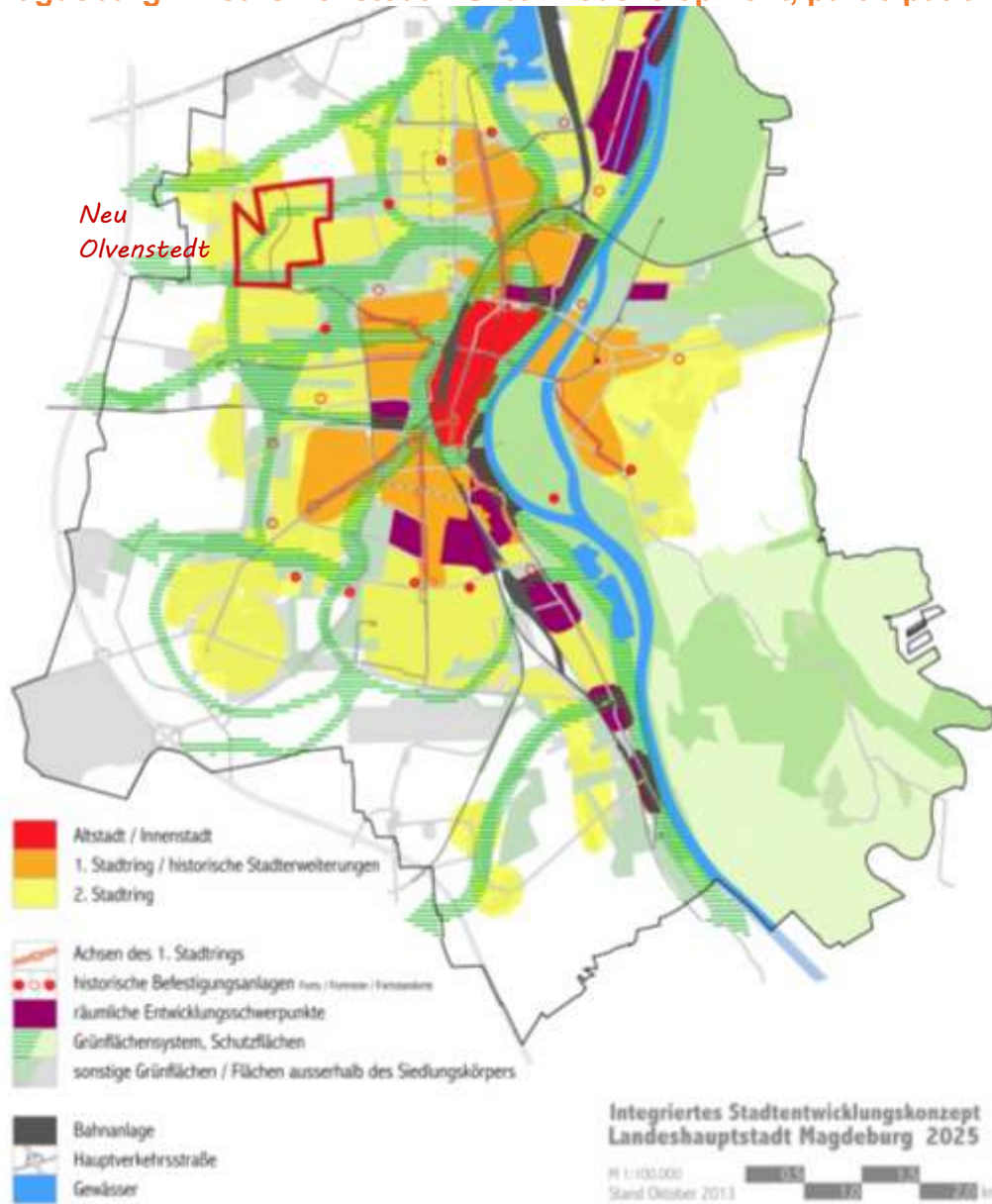
- "Old Town/inner city (in map red district): regional centre for tourism, culture, services and commerce, with a large residential population. New housing to be built on gap and brownfield sites, with a large proportion being experimental in nature.
- Within the 1st perimeter, historic expansion of the city (in map orange areas): urban area, high housing density. Location for infrastructural and supply facilities of wider importance; new housing on gap and brownfield sites.
- Within the 2nd perimeter (in map yellow areas): low-rise, quieter housing in the outskirts with suitable infrastructure for local shopping. Villages inside the 2nd perimeter are identifiable as spatially separate within the landscape.

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*Neu Olvenstedt falls within the 2nd perimeter zone. The corresponding target statements establish the framework for the urban development of Neu Olvenstedt.*

*The city planning office is currently preparing the second part of the integrated urban development concept. Vol. II adds detail to the city-wide statements which apply to the forty districts which have more than 500 homes. The LAP statements will feed into the formulation of goals for Neu Olvenstedt.*



## Art in Neu Olvenstedt

The large number of objets d'art in Neu Olvenstedt – authentic representative artworks of their time – are a unique selling point of the district (cf. Section 2.2), and capable of generating a sense of identity and belonging, interest from outsiders, and a positive image.

In 2013, the city planning office commissioned a report on art in Neu Olvenstedt ('The outlook for art in public spaces in Magdeburg - Neu Olvenstedt').<sup>2</sup> As certain works of art had been lost during demolition work, three goals were to be pursued:

- Firstly, existing works were to be exhibited and maintained. The artworks have since been listed online systematically in text and image form.<sup>3</sup>
- Secondly, new ideas were developed about how to handle this art legacy.
- Thirdly, the use of 'new', contemporary art was discussed locally as a way of improving the environment of the district.

'Schreitender' ('Striding man '), Klaus Messerschmidt, 1992, Olven 1 market square; Photo: Dagmar Schmidt



<sup>2</sup> 'KUNST NEU OLVENSTEDT - Perspektiven für die Kunst im öffentlichen Raum in Magdeburg - Neu Olvenstedt', Dagmar Schmidt, ([www.dagmarschmidt.eu](http://www.dagmarschmidt.eu)), commissioned by the City of Magdeburg / City Planning Office, Halle (Saale) 2013.

<sup>3</sup> [http://de.wikipedia.org/wiki/Neu\\_Olvenstedt](http://de.wikipedia.org/wiki/Neu_Olvenstedt)

## 2.4 Challenges currently being faced by district development

### Two key problem areas can be defined for Neu Olvenstedt<sup>4</sup>:

How can the future of the district and its high-quality infrastructural facilities be secured in the long term in the face of and/or with a much smaller population...?

How can the district be made more attractive for new housing developments on large vacant sites created by urban redevelopment?

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<sup>4</sup> cf. *'Reviving High-Rise Blocks for Cohesive and Green Neighborhoods - Baseline Study'*, ...



## Strengths – Weaknesses – Opportunities – Threats

Strengths	Weaknesses
High-quality infrastructure (transport, education and care, sport and play ...)	Social segregation which has persisted for twenty years
Inexpensive, modern homes and successful renovation of buildings/quality upgrading	Image of the past is changing only slowly
Green living environment and two parks	Some breakdown of urban structures and empty public spaces
Neighbourhood Agreement	Empty residential and non-residential buildings
Local community working groups	Loss of importance of the market place as a district center
Art in public spaces	Public functions disappeared (library, community center, etc.)
Opportunities	Threats
New structure of districts housing market (New single-family homes and other types of newbuild construction) to complement multi-storey residential buildings	Surviving multi-storey buildings with uncooperative owners block spatial renewal
... will add something new to the social mix	Continuation of social segregation
... and ensure there remains a demand for the high-quality infrastructure	Oversized and inefficient urban and technical infrastructure
Integrated effort based on long term concept and strategy	Continuing loss of multifunctional rooms (public service, business)
RE-Block and other projects create positive public news and enhance the opportunities for funding	
Renewal of public spaces	
Positive change of the image	

**;-) again to discuss and exchange:**

**With these rough informations and images you have now about Neu Olvenstedt, do you have (other) ideas or visions for this topic:  
„How going further with projects for participation and empowerment in such a high-rise building district“?**

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### 3. RE-Block

#### 3.1 The RE-Block project in Neu Olvenstedt

The initiator and Lead Partner of the URBACT project is the 18<sup>th</sup> District of the Hungarian capital, Budapest. I invited four other towns to become involved, namely Komotini (Greece), Iasi (Romania), Gelsenkirchen (Germany) and Malaga (Spain). usually involve 10-12 cities Salford (Great Britain), Vilnius (Lithuania), Södertälje (Sweden) and the University of Tor Vergata in Rome (Italy) also joined the project. For financial reasons, one of the original partners, Komotini, had to drop out, and was replaced by the Greek region of Eastern Macedonia and Thrace, with its administrative centre in Komotini.

#### **Project support group (ULSG – URBACT Local Support Group):**

- between about 4 and 6 local inhabitants from the district
- Youth Welfare Office
- Wohnungsbaugesellschaft Magdeburg mbH, housing associations 'Die Stadtfelder', 'Otto von Guericke', 'Magdeburg von 1954', 'Post und Energie', 'MWG'.
- Spielwagen e.V. (Kinder- und Jugendtreff Mühle, construction playground)
- Die Brücke gGmbH youth welfare agency
- KinderJugendHaus Kümmelsburg children's and youth centre
- Büro für Stadtteilarbeit Neu Olvenstedt (IB), district management
- Artists
- OlvenTV (open channel)
- Spokesperson for the community working group
- Bürgerinitiative Olvenstedt (BI) citizens' initiative
- Mill Association
- Catholic community
- Local traders

### **3.2 Links and involvement of the ULSG**

The work of the local support group is coordinated, moderated and recorded by the planning department of the municipality.

The local support group for the RE-Block project sees itself as a temporary spin-off of existing district bodies and steering institutions, namely:

- the 'Bürgerinitiative Olvenstedt e.V.'
- the two local community working groups (GWAs),
- the district management body, 'Büro für Stadtteilarbeit Neu Olvenstedt', which was set up in mid-2011 and run by the 'Internationaler Bund' (IB) ([www.neu-olvenstedt.de](http://www.neu-olvenstedt.de)).

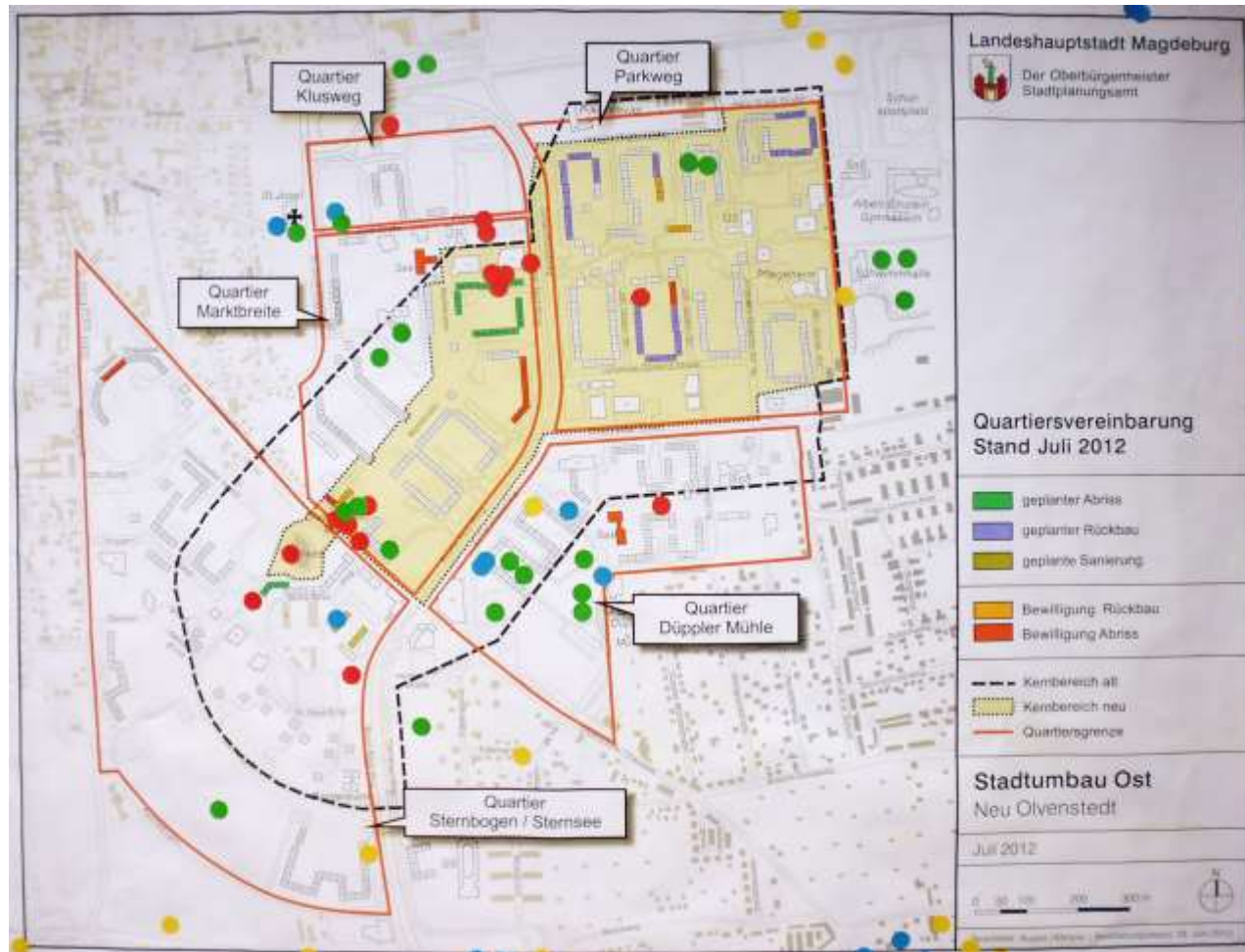
One special feature of which the Neu Olvenstedt district can boast is its own TV studio: 'OlvenTV' on Magdeburg's open channel. Its broadcasts can be viewed once a month on television, or at any time online. Local resident Harald Kattein has provided a professional standard of technical and editorial expertise for many years. OlvenTV has already reported on the RE-Block project.

ULSG meetings and main content:



*Impressiones from the first ULSG meeting*

*To get the discussion going, participants placed four stickers on a map of the local area: Where do I work? (blue)  
Where do I live? (yellow)  
What do I like about Neu Olvenstedt? (green)  
What problems remain in Neu Olvenstedt? (red)*



7x ULSG meetings, 2013- 2015:

+Establishmen +Discussion of five key areas for the Neu Olvenstedt LAP to consider: Spatial development / use of space in the district; Participation of residents + activation + PR work; Art in Neu Olvenstedt; Development of Olven 1, Sternsee and the environs; Social issues and social development

+The number of key areas discussed for the LAP increased to seven: Integration of densely-populated and less densely-populated areas; Integration of traffic planning + local agreement + integrated urban development concept + all other (overall) planning strategies in the LAP

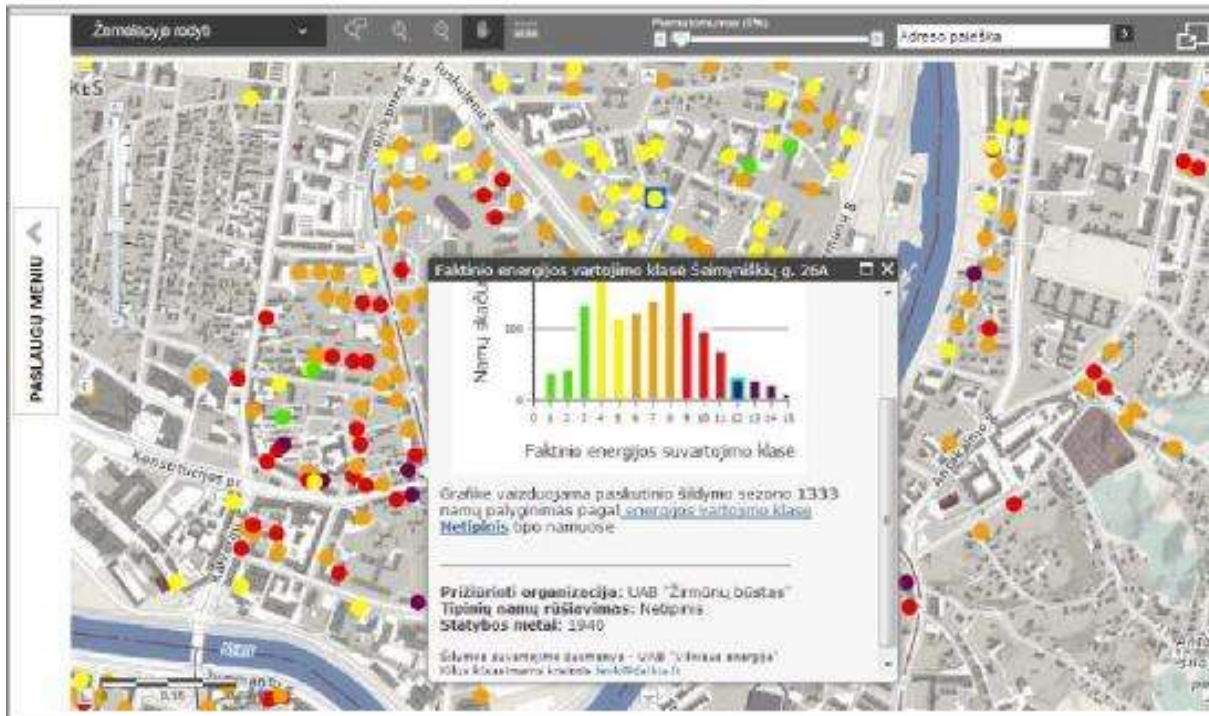
+Discussion about progress on the LAP, points for discussion and supplementary matters; presentation of the mid-term newsletter. + Feedback to the LAP draft, discussion and consideration of the comments of the international partners. + concretion and new measures. +discussion about asylum seekers in Neu Olvenstedt

### 3.3 Information acquired from transnational exchanges

Interactive energy efficiency map, Vilnius: The interactive energy efficiency map produced by the urban administration of Vilnius can be a useful tool for encouraging housing companies to compete in improving energy conservation through renovation; locations with an otherwise poor image can be compared favourably with rival locations. (Stephan Westermann)

Two other projects deserve a decision-making abilities.

Vilnius: The project in the 'Zirmunai' district



*Interactive energy efficiency map.  
Source:  
Vilnius urban administration*



Urban renewal

### 3.4 'Peer Review Session' in Magdeburg (24-25/10/2013)

Article from the 'Magdeburger Volksstimme' on 26 October 2013: "Olvenstedt an international role model? Participants in an EU project

At the peer review session (PRS) held in Magdeburg – an exchange of ideas between the experts delegated by the partner cities – the discussions held by the international experts boiled down to the following:

Neu Olvenstedt was described as a district undergoing transformation. The earlier urban structure of Neu Olvenstedt has disintegrated into smaller subdivisions. Public and private spaces, green areas and wasteland, town squares and access roads are juxtaposed or flow into one another without any recognisable structure. At the same time, there is no indication as yet of

the new uses or urban structures which might develop positive synergies for the entire district, and a concept has not yet been formulated for those areas most seriously affected by urban redevelopment.

## Olvenstedt als internationales Vorbild?

### Teilnehmer eines EU-Projektes ließen sich inspirieren

Neu-Olvenstedt (mp) • Als Teil des Europäischen Austausch- und Lernprogramms zur Förderung einer nachhaltigen Stadtentwicklung „Urbact“ ist der Stadtteil Schauplatz einer Erkundung von internationalen Gästen gewesen. Vertreter der Urbact-Partnerstädte Salford (England), Vilnius (Litauen), Rom (Italien), Malaga (Spanien) und Budapest (Ungarn) fanden sich ein, um mit Stadtteilmanager Stefan Köder und Mitarbeiter des Stadtplanungsamtes einen Streifzug durch Neu-Olvenstedt zu unternehmen. Denn die Partnerstädte eint der Prozess des Stadtumbaus als Folge eines Bevölkerungsschwundes.

Im Mittelpunkt der Führung standen Kinder- und Jugendeinrichtungen sowie für den Stadtteil typische Wohnungen von Gebäuden im Industriebaustil „WBS-70“ sowie



Stadtteilmanager Stefan Köder (rechts) führte die internationale Gruppe durch den Stadtteil Neu-Olvenstedt. Foto: privat

ein Fachvortrag von Stadtplaner Stephan Westermann, ehe Kunstkuratorin und Künstlerin Dagmar Schmidt den Gästen die sogenannte Kunst am Bau vorstellte, die bei der Errichtung der Quartiere in den 1980er Jahren integriert wurde. Vertreter von Wohnungsbau- und Baugesellschaften, welche Wohnraum in Neu-Olvenstedt anbieten, informierten über Arbeitsschwerpunkte und Erfahrungen, die während des

seit dem Jahr 2002 laufenden Umbaus des Stadtteils gesammelt wurden. Neu-Olvenstedt hat in den vergangenen Jahren eine Neustrukturierung erfahren: Wohnblöcke etwa am Roggenrund sind komplett abgerissen, Mehrgeschosser zurückgebaut und Ein- und Zweifamilienhäuser (Beispiel Olvenstedter Chaussee) errichtet worden. Von der Vielfältigkeit des Stadtteils waren die Gäste angetan.





## 4. The Local Action Plan

### 4.1 Vision and objectives of district development

▪

Targets set for the year 2020:

1. Completion of urban redevelopment.
2. Spatial renewal.
3. Reinforcement of the social network.
4. Change of image.

The central market place 'Olven 1' and the Sternsee lake opposite

## 4.2 Measures - Measures for immediate implementation (up to the end of 2015)

	Social									
1	High turnover and social segregation	Reinforce social network	Continuation of activities of 'Community' working group	Community involvement		Residents, community and economic stakeholders	Continuous	Dept. V	'Community' working group	City of Magdeburg
2	High turnover and social segregation	Reinforce social network / preserve identity	Support for / cooperation with citizens' initiatives	Community involvement		Residents, community and economic stakeholders	Continuous	'Community' working group District manager	'Community' working group District manager	-
3	Radical changes to the district	Coordinated approach	Continuation of activities of district management	Community involvement, more effective transformation		Residents, community and economic stakeholders	Annually until 2020	City planning office	International Confederation	City of Magdeburg, Urban Redevelopment East
4	High turnover and social segregation	Reinforce social network, preserve identity	Establish a local newspaper	Community involvement and creation of a sense of identity		Residents, community and economic stakeholders	From 2014 Continuous, 2-3 times p.a.	Neu Olvenstedt citizens' initiative	Neu Olvenstedt citizens' initiative	Sponsor-ship, advertising revenue
5	High turnover and social segregation	Reinforce social network, preserve identity	Information brochure 'Was ist Wo?' ('What's where?')	Community involvement and creation of a sense of identity		Residents, community and economic stakeholders	2015	District management	District management	Sponsor-ship, advertising revenue
6	Radical changes to the district, high turnover	Reinforce social network, preserve identity	Walks through the district	Community involvement		Residents, urban administration, city councillors	From 2014 Continuous	District management	District management	-
7	Radical changes to the district, high turnover	Reinforce social network, preserve identity	Retain Olven TV	Community involvement and creation of a sense of identity		Residents, community and economic stakeholders	Continuous	District management, Olven TV	Olven TV	Sponsorship
8	Small areas of wasteland in residential areas	Renewal	Socio-cultural measures to improve the	Increase residents' appreciation of nature,	Parcel exchange, temporary usage	Residents, especially children and young people	Details of the project and of the precise	District management	Social economy stakeholders	

			residential environment , e.g. <ul style="list-style-type: none"> <li>▪ Orchard</li> <li>▪ Bee pasture</li> <li>▪ Neighbourhood garden</li> <li>▪ Creative garden, etc.</li> </ul>	strengthen the feeling of community			locations to be finalised			
9	Social segregation	Reinforce social network	Natur-Kindergarten	Social mixture and integration of the new residents	Redevelopment	Young families	2016	Spielwagen e.V.	Spielwagen e.V.	Own resources, sponsoring, endowments
10	Energy-poverty in private households.	Enhance energy efficiency for low-income families.	Competition for energy-saving, different forms of intervention, and public discussions.	Awareness rising to the topic of energy efficiency	Broader efforts about sustainable development (community gardens, low energy mobility, etc.)	Low-income families; all in energy saving interested households.	Energy saving competition December 2014- April 2015	"Forschungs-gruppe Umwelt-psychologie" , district manager	"Forschungs-gruppe Umwelt-psychologie" , district manager, housing cooperative OvG, social department in the city administration	Sponsored by the Federal Ministry of Education and Science
Structural										
11	Infrastructure inappropriate given the reduction in occupancy	Renewal	Transport study	More effective traffic organisation	Redevelopment	Residents, customers of local businesses, investors	Up to late 2015	City planning office	Unidentified planning agency	City of Magdeburg, Urban Redevelopment East
12	Urban redevelopment / Shaping the contraction process	Completion of urban redevelopment	Updating / monitoring of local agreement	Measures to be binding, transparency for local citizens	Urban redevelopment in the sense of contraction and renewal	Residents, local politicians, funding bodies, all interest groups	Annually until 2020	City planning office	City planning office	City of Magdeburg
13	Loss of artworks in	Preserve identity	Incorporation of a new	Preservation of local	Location marketing	New and existing	May 2014	City planning	City and private land	-

	the course of redevelopment		paragraph on treating local artworks with respect	identity		residents		office	and building owners	
14	Large areas of wasteland in residential areas	Renewal	Convert 'Westlicher Rennebogen' urban redevelopment wasteland for residential use	New users for high-quality infrastructure, social diversity		Young families, 50 homes	Ongoing	City planning office	Developed by the civil engineering authority, private-sector residential builders	-
15	Large areas of wasteland in residential areas	Renewal	Convert 'Carl-Krayl-Ring' urban redevelopment wasteland for residential use	New users for high-quality infrastructure, social diversity		Young families, 28 homes	Ongoing	City planning office	Private sector	
16	Large areas of wasteland in residential areas	Renewal	Convert 'Düppler Grund' urban redevelopment wasteland for residential use	New users for high-quality infrastructure, social diversity		Young families, 51 homes	Ongoing	City planning office	Developed by Wobau, private-sector residential builders	
17	Small areas of wasteland in residential areas	Renewal	Parcel exchange	Sites which can be used to good effect for existing stock and new developments		Property owners	Ongoing	City planning office	Property owners	-

Short term (up to the end of 2017)

Social										
19	Decline in the importance of Olven 1	Preserve identity	Special weekly market	Market to serve as a social meeting-place		All residents		District management	Weisse Flotte	
20	Declining awareness of the special historic status of Neu Olvenstedt	Preserve identity, change image	Workshop / symposium on old and new art	Neu Olvenstedt to retain its special role as a home for modern art		Existing and new residents, visitors, art-lovers		District management		
Structural										
21	Loss of identity	Preserve identity	Audio guide, leaflet, etc. 'Ein Stadtteil im Umbau' ('The redevelopment of a district')	Preservation of local identity	Location marketing	New and existing residents		City planning office	Contract award process	
22	Large areas of wasteland in residential areas	Renewal	Convert 'Sternsee' urban redevelopment wasteland for residential use	New users for high-quality infrastructure, social diversity		Young families	Development plan in the pipeline	City planning office		
23	Constraints to mobility	Completion of urban redevelopment	Pedestrian crossings <ul style="list-style-type: none"> <li>▪ Weizengrund at Roggenrund,</li> <li>▪ Bruno-Taut-Ring/ Scharnhorstring at Olvenstedter Scheid,</li> <li>▪ Am Stern</li> </ul>	Greater road safety and an improved pedestrian network	Based on the findings of the transport study, cf. No. 5	Residents, visitors to facilities and customers of local businesses	Prior examination as part of overall concept, cf. No. 5	City planning office	Civil engineering authority	Urban Redevelopment East

24	Incomplete cycle path	Completion of urban redevelopment	Complete the cycle path at Scharnhorst-ring	Greater road safety and an improved network for cyclists	see above	Residents, visitors to facilities and customers of local businesses		City planning office	Civil engineering authority	Urban Redevelopment East
25	Constraints to mobility on footpaths	Completion of urban redevelopment	Create a barrier-free environment	Greater road safety and improved pedestrian network	see above	Residents, visitors to facilities and customers of local businesses		City planning office	Civil engineering authority	Urban Redevelopment East
26	Loss of importance of the market place as a district center	Preserve identity	Benches	Support the function of the market as a meeting point	Qualified farmer's market	Residents and business customers	2015-2016	Planning department		Urban Redevelopment East

Complementary pool of ideas:

- Concept of 'shared spaces' for Olvenstedter Chausee at Olven 1
- Road safety at Am Stern, 30 kph limit around schools and day-care centres, routes to school, and throughout the Rennebogen area
- 'Multigenerational house' pilot project (housing and living)
- Computer game Neu Olvenstedt
- App Neu Olvenstedt
- Renovation of day-care centres

Medium term (up to the end of 2020)

Social										
27	Image of the past	Image-change	Research (survey, press review) about the image nowadays	Basic information for a positive image campaign	Public relation like audio guide, flyer etc.	Everyone	Till 2020	District manager	University?	Urban Redevelopment East. sponsoring
Structural										
28	Large areas of wasteland in residential areas	Renewal	Marketing of urban redevelopment wasteland at	New users for high-quality infrastructure, social		Young families	By 2020	City planning office		-

			'Mittlerer Rennebogen' for residential use	diversity						
29	Large areas of wasteland in residential areas	Renewal	Convert 'Olvenstedter Grund' urban redevelopment wasteland for residential use	New users for high-quality infrastructure, social diversity		Young families	By 2020	City planning office		
30	Poor signposting	Completion of urban redevelopment	System of signposting for cyclists and pedestrians	Greater road safety and an improved network of paths	see above	Residents, visitors to facilities and customers of local businesses		City planning office	Civil engineering authority	
31	Need for renovation of widely-used facilities	Improvement in image	Renovate the Mühle children's and youth club	Continue the work carried out by the facility		Children and young people		Youth Welfare Office?	Youth Welfare Office?	Urban Redevelopment East?
32	Dilapidation of city landmark	Preserve identity	Renovate the Döppler Mühle	Preserve and improve the profile of a city landmark		Residents, visitors to facilities and customers of local businesses		Mill Association	Mill Association once it becomes the owner	Urban Redevelopment East, Mill Association
33	Loss of local identity	Preserve identity	Circular art trail in Neu Olvenstedt, signage for the artworks	Increase awareness for the preservation of artworks, commemorate the area's history as a socialist model neighbourhood		Existing and new residents, visitors, art-lovers		District management		Urban Redevelopment East





## Intervention / street theatre group "Bürgerensemble - Die Stadtwandler" (urban wanderers) and their visit in Neu Olvenstedt:



## Poesie, Musik und Zukunft

Eine Reise per Rad zwischen Olvenstedt und Neustadt

14.00 Uhr

Start: Olvenstedter Markt (Olven 1)

15.00 Uhr

Zwischenstation

Moritzplatz/ Stadtlesen

17.00 Uhr

Ankunft Wissenschaftshafen

MAPPING OLVENSTEDT  
Projekt, Live-Musik mit  
„Herrn Semanski“

16.00 Uhr

Weiterfahrt in Richtung  
Wissenschaftshafen

**05. Mai** Tag der Städtebauförderung 2018

Beginn: 14.00 Uhr -17.00 Uhr

Start: Olvenstedter Markt (Olven 1)

# PLOGGING IN OLVENSTEDT

30.05.-10.06.  
Lange Woche der  
Nachhaltigkeit 2018  
Magdeburg & Umgebung

facebook.de/MappingOlvenstedt/  
kostenfrei & kinderfreundlich  
Refugees Welcome!

26.05.  
10:00 Uhr

SCHIRMHERRSCHAFT  
OBERBÜRGERMEISTER  
DR. TRÖMPER

Treffen vor dem  
„Fa Ju Kümmelsburg“  
Rennebogen 167  
39130 Magdeburg

Die Aktionen von

MAPPING  
OLVENSTEDT  
ARCHITECTUR  
KUNST  
REALISITÄT

Natur Im Fokus  
OUTDOOR FITNESS



# URBANE RADTOUR MIT INFO-VERANSTALTUNG

Freitag,  
08.06.2018  
16 - 19 Uhr

facebook.de/MappingOlvenstedt/  
kostenfrei & kinderfreundlich  
Refugees Welcome

„Die Stadt gehört uns Allen -  
Alter native Mobilität,  
ressourcenchonendes &  
gutes Leben und Spaß dabei!“

30.05.-10.06.  
Lange Woche der  
Nachhaltigkeit 2018  
Magdeburg & Umgebung

Die Aktionen von

MAPPING  
OLVENSTEDT  
ARCHITECTUR  
KUNST  
REALISITÄT

adfc  
Sachsen-Anhalt  
Das Netz der Radler

QR Code



# PARKOUR-TRAINING IN NEU-OLVENSTEDT

Treffpunkt: Bolzplatz neben dem  
Bauspielplatz, NEU-OLVENSTEDT

PARKOUR

WWW.SENSHI-PARKOUR.DE





**Stefan Köder - „Büro für Stadtteilarbeit Neu Olvenstedt“  
- Urban redevelopment / neighbourhood management-**

**Internationaler Bund (IB)**

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**Thank you! :-)**