






2 UBC Commissions and Interreg Project Network JOHANN Invite to Rostock



A JOINT APPROACH TO GUIDE A GROWING BALTIC CITY INTO A GREAT BALTIC CITY

	<p>urban planning & development process management</p> <p>front: UBC planners commissions general thematic: smart, charming city</p> <p>backbone: (JOHANN: work package 5)</p> <p>focus: planners toolkit</p>	<p>economy/tourism & development process management</p> <p>front: UBC smart&prospering cities commission general thematic: smart grows by talents and excellence</p> <p>backbone: (JOHANN work package 3,4)</p> <p>focus: economist's and managers toolkit</p>
<p>MAKRO scale (entire knot-band-city)</p> 	<p>Dürten Schölens, city admin:</p> <ul style="list-style-type: none"> • How to structure the entire “city overall concept 2050” along the Warnow river? • What makes the entire knot-band-structured city to an excellent development affine one? • Which urban structure fractures are obviously? How and where should be intervened or pre-served? • What creates vibrant community life along and at the river? • Which “links” to the river have to be set, to improve the heritage Inner City port area to a “must to experience area”? • Approaching the Inner City by water: why the Inner City is a must to experience from the waterside? • How we make citizens, tourists, all kind of actors contributing to an appeal of a flowing Inner City heritage harbour area; a soft location factor for entire city? <p>Location: Neuer Markt 1, Town hall building consultation room 2 in the old city hall</p>	<p>Dr. Andreas Schubert, city admin:</p> <p>Joint workshop with Dürten Schölens team, separate excursion on Monday after lunch</p> <p>Focus to key development factor: High potential milieu development in medium sized European city Rostock: job creation, upturn of local economy with impact to comprehensive urban development; caused by settlement of pioneers of new work- and lifestyles</p> <ul style="list-style-type: none"> • How to continue economic transformation of entire city into excellence? • What all has to take in account to make Rostock attractive for high potentials? How to foster talent, excellence, high potential, new life – and working styles in different sectors and districts? • How to create the critical mass? • How to target the right persons and institutions? • How to find the appropriate operational and business models?

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<p>MESO scale (Inner City and its heritage harbour area)</p> 	<p>Leo Dainat, urban renewal Ltd.:</p> <ul style="list-style-type: none"> • How to create the heritage harbour area to the functional and emotional heart of the city? • How to effect a quantum jump for "Inner City 2050 overall concept" by 2 oval city areas and the river axis? • What makes the intervention area to an excellent one? • Which urban structure fractures are obviously? How and where should be intervened or preserved? • Urban renewal district and Inner City heritage harbour area: integration or separation? • Entire Cities identity: given by the Inner City and future by integration of the Inner City heritage harbour area? • What creates and how to create the new heart of the City? • What makes the new city heart distinctive feature? • How to separate and to integrate specific appeals and functionalities between Inner City and waterfronts and Inner City heritage harbour area? <p>Location: Hausbaumhaus, Wokreuter Strasse 40</p>	<p>Dr. Robert Uhde, spirit of the time development agency Rostock/Berlin, requested:</p> <ul style="list-style-type: none"> • How to integrate the heritage harbour area to functional and emotional heart of the city? • How to effect a quantum jump for "Inner City 2050 overall concept" by locking economic potentials of 2 oval city areas and the river axis? • How to continue economic transformation of intervention area into excellence? • How we make citizens, tourists, all kind of actors contributing to an appeal of a flowing Inner City heritage harbour area; a soft location factor for entire city? • How to continue economic transformation in intervention area into excellence? • How to foster talent, excellence, high potential, new life – and working styles in different sectors and districts? • How to separate and how to integrate specific appeals and functionalities between Inner City, its waterfronts and Inner City heritage harbour area? • How to make heritage harbour area's zones attractive and accessible for different addressees? • Which specific infrastructural (hard and soft) preconditions requested from small cruise liner business? <p>Location: Hausbaumhaus, Wokreuter Strasse 40</p>

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<p>MIKRO scale (central zone of city port for small cruise liners)</p> 	<p>Anke Grewe, city admin:</p> <ul style="list-style-type: none"> • How to develop this spot of the historic city harbour site successful in terms of a functional and vivid heart of Inner City waterfront? • What makes the intervention area to an excellent one? What makes it unique? • Which urban structure fractures are obviously (What are the shortcomings / urban deficiencies of the area?), how and where should be intervened or preserved? • What is needed to create vibrant community life along and at the river? • What can be successful solution for the (reception building as the) core area /centre of the city harbour? What kind of functional mix and architectural design qualities can make this zone/building to a heart of the inner city port <p>Location: Altes Hafenhaus, Warnowufer 65</p>	<p>Gunnar Platz, JOHANN project:</p> <ul style="list-style-type: none"> • How to make the harbour side area to the functional and emotional heart of the Inner City waterfront? • How to separate and how to integrate specific appeals and functionalities between Inner City, its waterfronts and Inner City heritage harbour mooring area (for small cruise ships)? • Which functional mix must be served from a completing tourism service centre for cruise season and for whole year? • Which specific infrastructural (hard and soft) preconditions requested from small cruise liner business? • Which effects for functional completion from small cruise lines business foreseeable? <p>Location: Altes Hafenhaus, Warnowufer 65</p>