



Guiding Principle and Guidelines of the Perspective Munich



Perspective Munich is the strategic city development concept of the Bavarian state capital. It has continuously been updated since 1998 and forms with its guiding principle, its guidelines, projects and action areas the orientation framework for Munich's future development. The Urban Development Report now appears in the form of a magazine for the first time. This supplement is inserted for all those looking for more detailed information.

Guiding Principle and Strategic Guidelines

The overall system of Perspective Munich

As a long-term obligatory orientation or target framework for urban policy, the urban development guidelines form the core of the Perspective Munich. The overall system of the Perspective Munich is composed by the interaction of guiding principle, strategic and thematic guidelines, lead projects and action areas.

The latest updates of the Perspective Munich aim at establishing a new strategic level with the guiding principle and the strategic guidelines that are to supplement the existing subject-specific thematic guidelines by additional superordinate and control-relevant guidelines. They integrate and bundle the central statements and goals regarding Munich's urban development policy. The existing 16 thematic guidelines continue to function as subject-specific target frameworks for the crucial topical areas in urban development.

The new guiding principle of urban development

The designation "City in Balance" ties in with Munich's long-standing principle of "reconciliation", which successfully contributed to the stability of urban development and many subject-specific policies in Munich. This concept of balance must not be understood statically, however. The dynamics of modern urban cultures in particular require that the core statements of the guiding principle should be weighted and put in relation to each other again and again, in the sense of a "flowing balance". A sustainable dynamic balance between the attractiveness of the city, the variety of urban life and the desire for social reconciliation must here be found – always within bounds of the ecosystem and considering global responsibility. Within these complex relationships the challenges of socio-demographic change, of integration, economic prosperity, globalisation and urban quality must be calibrated anew time and again.

Munich – City in Balance

Munich as a city stands in a double-bind relationship, between outward orientation and internal effect, between the variety of urban life and the desire for reconciliation. Within this coordinate system of urban development policies, the city expresses its identity with the following eight core statements:

Individual evolution and living environment

Munich strives to create an environment worth living in, guaranteeing every individual's personal evolution. The city supports its inhabitants in their autonomy to act, allowing them to exploit their potentials and seize opportunities.

Limits of growth and global responsibility

In structuring the living conditions of its citizens, Munich takes into account the global ecological system and accepts responsibility for maintaining the natural fundamentals of life.

Centre of a strong and attractive region

Munich is the heart of a strong and attractive region. The city responsibly uses its means to develop partnerships with regional administrative bodies, both in the closer vicinity as well as in the region and the metropolitan area.

The overall system of Perspective Munich



The new Guiding Principle



Exchange and solidarity

Munich provides contributions to managing global challenges in solidarity and in this context seeks to set up cooperation and exchange projects with cities and regions, both at a national and an international level.

Variety, creativity and innovative strength

Munich values its social, economic, cultural and local variety. This contributes substantially to the quality, atmosphere and creativity of the city and secures the long-term basis of its innovative strength and developmental dynamism.

Integrational strength and reconciliation

Munich ensures the integration strength needed to act against existing or increasing inequalities. It stands for reconciling the various and often contradictory interests of its citizens in the sense of a future-oriented development of the city as a whole.

Openness, adaptability and spirit

Munich deals with its history and preserves its tradition. The city is both open to learning from others and has the spirit to accept new challenges.

Identification, commitment and equal rights

Munich is supported by the identification of its inhabitants with their neighbourhoods, their districts and the city itself. Munich ensures that all of its citizens have the possibility to participate on an equal footing in the development of the city and encourages citizen commitment.

1. Foresight and Cooperative Management

The city of Munich maintains an integral way of viewing things as well as an understanding of development and planning based on dialogue and cooperation that focuses on the various needs of its citizens. With the Perspective Munich the city contributes to implementing the goals of the "Leipzig Charter for a Sustainable European City" (2007) and supports the integrated urban development in Europe. The city of Munich ensures controllability of urban development in the future and relies on its long-term capacity to act. In open cooperation with the surrounding area and as a partner in the metropolitan region, Munich reinforces controllability beyond its administrative city boundaries.

Uncertainties and early recognition

Munich learns dealing with increasing uncertainties due to global dependence, technological developments and social processes. The city of Munich detects changes systematically and early, along with any potentially positive or negative effects on urban development, in order to recognise new potentials and challenges.

Global responsibility and climate protection

Munich makes its own contribution to the solution of global challenges. The city takes its orientation from the sustainability of the global ecosystem, the requirements of a comprehensive climate protection concept and from the fair distribution of resources, as well from local ecological meanings and responsibilities. In these activities, Munich considers the basic needs and growth potentials of the people in other regions worldwide and, with regard to an urban development focused on equality and integration, aims at an international pioneering role.

Cooperation in local development

By its cooperation in local development, Munich makes an effective contribution to sustainable development and to a fairer world. The aim of the city is to cooperate with other internationally active municipalities by staunching the worldwide flow of refugees through improved local living conditions.

National and international exertion of influence and cooperation

Munich exerts its influence in the Free State of Bavaria, the Federal Republic and the European Union when organising those frame conditions that are relevant for sustainable urban development. In this respect, Munich represents the interests of the entire region. The city seeks solidarity with national and international local associations and contributes to the future viability of these cities worldwide via an exchange of experiences.

Regional cooperation

Munich understands itself as an integral part of the region. The city of Munich enhances its open cooperation based on partnership with the cities and municipalities of the surrounding and the metropolitan area in favour of an overall regional view. This contributes to gradually strengthening a culture of cooperation and communication in the region. Munich understands itself as a driving force in this process and cooperates with partners on an equal footing.

Financial and economic framework

By acting responsibly, Munich secures its long-term financial and economic scope of activity in its urban development policy. The city is committed to a financial reform that makes work easier and shows the real cost of utilising resources. It supports innovative approaches to a viable way of business and life, for example by strategic employment of gender budgeting, and gives a good example in local procurements.

Variety and equal opportunities

Munich recognises and considers the various ways of life, needs and abilities of its citizens. The city relies on gender mainstreaming, inclusion, intercultural orientation and openness as well as active support of anti-discrimination and anti-racism.

Gender Mainstreaming

Equality between women and men is an express goal of the city of Munich, and its implementation a cross-sectional task of all agencies and staff of the city administration. Each urban development policy unfolds its effects over time and space. They are to be implemented in the context of needs-based planning and in view of the expected effects of demographic change on the variety of social roles and life patterns in appropriate projects and measures. This includes that girls and boys, women and men are considered in their different life situations and take part in planning processes and decisions on a basis of equality.

Inclusion

Inclusion ensures that each individual with or without handicap from the start has the possibility to participate in all domains of society without restrictions. In order to accelerate the process of inclusion, the UN Convention on the Rights of Persons with Disabilities is being implemented. The goal is an inclusive community.

Intercultural orientation and openness

The intercultural integration concept embodies intercultural orientation and openness as a strategy of local integration politics. Further obligatory key points of the

Foresight and Cooperative Management



integration concept are the vision of equality in social participation, the definition of integration, and the eleven principles of the integration policy of the state capital of Munich.

Participation and cooperation

Munich engages in an intensive and open dialogue with all people concerned by and involved in urban development and organisation. Local expertise and constructive commitment are being mobilised and employed. Cooperation on a partnership basis takes place at all political levels and especially with the parties involved locally: with private and public enterprises, social services, initiatives, associations and citizens. The city enables and encourages obligatory cooperation and joint decision-making at all levels and for all groups, particularly also for young people. It further develops existing methods and structures and ensures furthermore transparent administrative action.

Learning administration

Munich supports its administration as a learning system and improves the staff's reactivity and flexibility. The city relies on the qualifications and potentials of its staff, continually submits the organisation and processes of the administration to examination and is ready to make any necessary adjustments. The city administration remains an attractive employer.

Inter-departmental cooperation

Munich's administration co-operates across sectors and departments and includes non-urban services. Munich develops appropriate structures, committees and methods for an integrated urban development policy. It supports these in cross-departmental projects, especially in the local boroughs. The administrative structures of the city of Munich are arranged such as to correspond with the principle of subsidiarity and to live up to the complexity of the tasks at the respective local, regional and international levels.

Handling conflicts of interests

Munich's administration engages in a culture where emerging conflicts of interest are presented transparently, regularly and in a cross-sector perspective. Munich is prized for its application of co-operative and creative solution strategies in cases of conflicts of interest.

2. Open Atmosphere and Attractive Appearance

Munich engages in an intensive and open exchange with cities and city regions in Germany, Europe and worldwide. The city possesses a well-defined presence, both at national and international level. Munich continues to develop its high attractiveness as a lovable and safe place to live in, a competitive enterprise location, and an efficient site in terms of knowledge, culture, creativity and innovation. Munich pays attention to the long-term viability of its economic development, secures the bases of its high quality of life for the well-being of all its citizens and takes measures against negative short- and long-term growth effects.

Openness and exchange

Munich is marked by a spirit of openness, mutual exchange and solidarity. In dialogue with national and international partners Munich engages in the future-oriented development of cities and city regions in Germany and worldwide. The city of Munich is valued for passing on experiences and learning from good examples.

Open Atmosphere and Attractive Appearance



Appeal and sustainability

Munich provides for a safe as well as economically, socially and culturally attractive environment, which supports the further development of companies in this location and remains attractive for new and innovative establishments. By offering a high quality, future-oriented infrastructure, Munich secures its place as an internationally competitive business location and banks on a broadly diversified economic structure. The long-term ecological and social viability of economic development here defines the limits of further growth.

Quality of life and development

Munich protects its high attractiveness as a residential location, living area and cultural city for all types of citizens. The city minimises the negative and strengthens the positive side effects resulting from the growth of the city. Thus it secures long-term for its inhabitant the bases of a high quality of life. It offers spheres of activity that allow newcomers to develop in line with their abilities and potentials and to contribute to the enrichment of the city. The recognised high safety level as an important component of the quality of life is to be maintained in the future, together with all people and institutions involved within and outside of the city administration.

City of culture, knowledge, creativity and innovation

Munich offers latitude for artistic creativity and promotes a variegated cultural landscape. It strengthens actively the exchange between culture and creative economy and thus boosts their innovative strengths. Munich improves its knowledge base in education and research and creates the necessary latitude for the development of creative forces and for the stabilisation of innovative potentials. The city uses the chances resulting from changes in the economic structure towards knowledge-intensive and creative activities, and banks thus purposefully on the potentials of all able women and men.

Attractiveness and attention

By broad, variegated and innovative cultural offers, as well as sports events, trend-setting architecture and innovative urban development projects Munich boosts its attractiveness. At the same time, Munich maintains traditions and historically grown structures that give the city its distinctive feature and charm. This results in both regional and highly international presence and attention.

3. Caring and Committed Urban Society

Munich recognises the potential of a growing and more variegated urban society. The city encourages mutual responsibility and unity within society and promotes equality of opportunity and participation options for all of its citizens. It actively counteracts any polarisation tendencies at all levels of society and champions social justice.

Social reconciliation

Munich continues its politics of social reconciliation. The city supports a responsible communal atmosphere and a society in which social and cultural mobility continues to be possible, and where disadvantaged groups are being supported and furthered in line with their specific potentials and situations in life. It actively works against any exclusion of these groups.

Educational landscape

Education is understood as a comprehensive process, including cultural educa-

Caring and Committed Urban Society



tion, education for sustainable development and the way to get there, further training and lifelong learning. Munich develops a fair and flexible educational landscape, striving for dovetailing the activities of the different participants in the spirit of a responsible community, and adjusts existing deficits. This enables the personal development of each individual as well as economic innovative strength and contributes to social integration.

Enabling and individual involvement

Munich promotes the action autonomy of its citizens. The city supports them in strengthening their social and cultural capabilities and in making work and family life compatible. It provides for creating and upholding opportunities for individual development and initiatives as well as for cultural participation and creative work. The city enables its citizens to bring their interests to the fore in a responsible and self-determined way and thus contribute to the atmosphere of the city.

Communal commitment

Munich promotes and recognises communal commitment. As a fertile soil for active participation in urban development, Munich strengthens the identification and involvement of its citizens with the city and its topics as well as its rootedness in the individual districts of city. The city maintains an open attitude with regard to the cooperation of citizens in dealing with topics of urban development.

Healthy city

Munich protects and promotes health and well-being of the urban population by combining individual and local responsibility. Together with other participants in health care, Munich strives for a needs-based health care system for its citizens, where individual access to health care services is ensured for each person and the requirements of specific target groups are made allowance for.

Participation and equal opportunities

Munich promotes participation, equal opportunities and anti-discrimination action for all people living in Munich, independent of their age, sex, cultural or social origin, handicap, sexual identity, world view or religion.

4. High Quality and Characteristic Urban Spaces

Munich offers its inhabitants needs-based qualities and infrastructures in various facets that can be experienced in their living environment. The city maintains its urban traditions, which are located somewhere between the priorities of continuous quality and daring innovation. In its spatial development, the city follows the principle of "compact, urban, green". The existing qualities of variety and interpenetration are developed further. For that, Munich uses its scarce land reserves and the public area creatively and responsibly, i.e., mindful of the quality of life and reconciliation of interests. In its structural development the city attaches importance to balanced interaction between formative qualities and variegated, flexible use of potentials, urban density and urban retreat areas, an efficient infrastructure and ecological operability. The individual parts of the city maintain and accentuate their characteristic profiles as residential or work locations for their specific blend of population.

Utilisation variety and blend

Munich secures and increases today's utilisation variety and blend in the city and in its individual quarters and thus allows satisfying most diverse user needs. The

city pays attention to flexible utilisation possibilities and to the adaptability of structural and spatial structures.

City centre and functional quarters

Munich strengthens its attractive city centre. At the same time, it develops its network structure of multiple centres in diverse viable quarters with different profiles, offers and qualities. The city provides room for the most diverse forms of life and work as well as for people from different income brackets.

Housing and a blend of social contexts

Munich strives for a balanced housing market pursuing the principle of a blend of social contexts in a socially integrated city. Under consideration of the increasingly differentiated demand, the city creates the preconditions required by planning and building laws for a qualitatively and quantitatively adequate housing supply.

Residential and work environment

With attractive parks and public areas, Munich creates a residential and work environment worth living in for all of its inhabitants, culturally attractive, safe, barrier-free and beneficial for their health. The city ensures that air and noise pollution are kept to a minimum. It secures the citizen-oriented supply of health care, social services, sports, educational and cultural facilities in near proximity and promotes the provision of facilities for goods and services of daily need in all neighbourhoods.

Qualities concerning city construction

In all parts of the city, Munich attaches importance to high quality in urban construction and free spaces. These qualities are based on historic forms, uses and scales, and are being further developed with new and courageous impulses. By competitive procedures and a pronounced public discourse a quality level above average is ensured, also including consideration of the requirements of climate protection. Special attention is paid to designing the outskirts. They are enhanced by promoting urban structures and high-quality city planning as well as by increasing the attractiveness of the landscape. The outskirts are boosted as recreational regions within walking distance and reachable by bicycle.

Public areas and parks

Munich maintains and strengthens its public areas in their diverse functional and aesthetic qualities. Attractively arranged and inviting parks, squares and street areas strengthen neighbourhood identification. They permit flexible utilisation for diverse needs and offer room for lingering, exercising, recovery or meeting people, and they open opportunities for participation and creation. The city administration contributes in cooperation with others involved in resolving any conflicts between users.

Qualified internal development

Munich creates sufficient possibilities for long-term housing development and gives priority focus to high-quality internal development. This ensures an attractive offer of free spaces even under increasing urban density, a healthy blend of residential and work environments as well as cultural and leisure facilities for the population. The city undertakes a very careful and comprehensive consideration of all arguments in deciding on housing development, observing the grown urban structures and identities, the viability of infrastructures and the need for sufficient parks and free areas.

High Quality and Characteristic Urban Spaces



City and climate-compatible mobility

Munich promotes a city and climate-compatible mobility for the city and the entire region. It considers the mobility needs of all social and age groups as well as of business traffic. The city prepares itself in the long run for post-fossil transportation forms and promotes the necessary conversion and new development in its traffic infrastructure, e.g., by extension of electrical mobility, both in the form of motorized and public individual traffic (car and/or bike sharing) in combination with a well-developed public transportation system, pedestrian walks and bicycle paths.

Housing structures and landscape areas

By means of prudent structural renewal of the existing city, Munich promotes housing and building construction that is harmless to climate, resources and the land, and provides for a healthy urban climate. The city promotes valorisation, inter-connection and expansion of the landscape and recreational areas in the city and the entire region.



Thematic Guidelines



Nº 1

Safeguarding and promoting employment and economic prosperity



1. Safeguarding and promoting employment and economic prosperity

Munich's diversified economic structure, the so-called "Münchener Mischung" which proves to be a stability factor, especially in economically difficult times, is to be preserved and further developed, in particular by promoting new industries. Special significance is here attributed to small and medium-sized craft businesses, but also to promising high-tech enterprises.

In line with the concept of sustainability, which aims at making economic, ecologic and social stability permanently compatible, the promotion of innovative and, in particular, ecologically progressive business activity is of great importance. Priority is given to exemplary projects of the city administration itself, as well as consulting, informing and supporting smaller enterprises on introducing environment- and resource-friendly production techniques and on the development of appropriate products.

In the coming years as well, the expansion of economy-promoting infrastructure has high priority. For urgent projects in the field of superordinate transportation infrastructure (after re-locating the airport, now mainly investment in road and rail), for the new exhibition grounds, the expansion of research and university facilities and the implementation of an efficient communications network, a large part of public investment resources of the city, the Free State of Bavaria and the federation will be required in future as well.

To promote the city as a place of business and industry, adequate commercial locations continue to be planned. The state capital of Munich intends to live up to its designation as the "production location Munich". A budget-compatible lowering of fees and charges is to be aimed at. Commercial areas and housing sites and are to be co-ordinated and allocated continuously with the aim of creating a poly-centric settlement structure by building and maintaining integrated retail and supply locations in the city. Sponsorship models favouring the location are to be further developed on basis of new possibilities given by the urban land-use plan, among other things for public-private partnerships. For example, the drafting of project-related development plans is to be facilitated, among other things, by a flexible, balanced development from the zoning plan. Reliability and computability of the outlines of intended urban construction developments represented in this plan are to be considered an important investment criterion, just like the needs of the enterprises.

Image advertisement and aggressive location marketing for the economic area of Munich are to be stepped up. Next to promoting Munich as a business and production location, promotion of Munich as a cultural city standing out among European metropolises must be put to the fore in the image campaign. The advantages of the location must be highlighted convincingly, and the forms of cooperation between public and private actors of the entire marketing area of Southern Bavaria must be intensified. The process of a common identity formation (MAI - Munich, Augsburg, Ingolstadt) must be promoted. For all appropriate conceptions and activities, close cooperation with trade associations, the chambers and trade unions is to be aimed at.

In the course of an active labour policy, the Munich employment and qualification programme and the programme Assistance for Work should be developed further. Both in preventive re-education measures as well as with the efforts for reintegration into the job market, a closer cooperation with the economy is to take place.

Nº 2

Cooperation and competitiveness



2. Improving cooperation in the region – strengthening the competitiveness of the economic area

On the part of the state capital, the dialogue and cooperation between municipalities, other regional administrative bodies and further participants (for example churches, business, and research) will be intensified. Based on concrete projects, partnership concepts (for example for specialized markets, commercial trade or free space development) are to be developed.

The possibilities of a regional area management on partnership basis are to be developed and tested with interested municipalities. The advantages of common co-ordinated location politics are to be tested and obtained in concrete projects.

3. Safeguarding social harmony through social local government policies

Securing adequate housing supply, in particular through maintenance and new construction of inexpensive residential space a priority for families with children remains an urgent task of the city, be it only to avoid homelessness. Especially when planning new housing areas, community-friendly, barrier-free building and living structures must be promoted next to the regular variety of residential and property types.

The views and interests of women will be integrated more often in urban development. Security, liveliness, communication and usefulness of public areas influence women's quality of life especially and should therefore be promoted accordingly. This applies to mobility opportunities just as for the organisation of housing options and the offer of suitable jobs.

To all foreigners living permanently or for a longer period in Munich, integration, i.e. equal participation while maintaining cultural identity, is to be made possible. Supporting measures should focus on the integration of children and young people.

Urban cultural policy is to create the elementary preconditions for letting the cultures of all people and population groups unfold at their different levels of quality.

City health is an important task of the future. It is therefore important to further the interlinking of provision of health services and preventive health care, of health-related work in neighbourhoods and for target groups as well as the development of health promotion, prevention and rehabilitation.

Decentralising the educational system and strengthening individual educational facilities are to be furthered in the course of the administrative reform. In cooperation with the economy, trade unions, universities and social institutions, concepts are to be developed for "life-long learning".

The existing good offer of small local social infrastructure features is to be developed further and to be improved in terms of quality. In view of limited resources, utilisation of the locations is to become more flexible.

Nº 3

Social community politics



Nº 4

Strengthening neighbourhoods by developing districts



4. Strengthening neighbourhoods by developing districts

On basis of a close cooperation between private and public participants at local level, integrated neighbourhood concepts are to be developed. Especially in areas with high action requirements in terms of social context, resources are to be bundled and development potentials in the neighbourhood are to be activated.

Next to Munich's top culture, local culture in the individual neighbourhoods gains extraordinary importance. Institutional professional adult education, work with children and young people, cultural work with foreigners, musical education and the library sector are to be developed further.

The regionalization of social work and neighbourhood-related health promotion are to be developed further with the existing institutions as well as necessary supplementing projects in the sense of an integrated, people-oriented neighbourhood development. As with the promotion of self-help potentials, social networks and existing institutions, the principles of economic efficiency must be considered.

Continuous citizen participation is an indispensable element in the context of an open, socio-compatible planning. The different participation forms and methods are to be purposefully developed further. Employing "new media" should also be tried out in this context.

Nº 5

Sustainable housing structures



5. Creating future-oriented residential structures through qualified inner-city development – "Compact, Urban, Green"

In the spirit of sustainability, using up vacant, unsealed surfaces must be strongly reduced in the housing development process. The spatial development of Munich should therefore be concentrated on areas within the municipality. The focus lies therefore on concepts of re-purposing and restructuring existing building sites and traffic areas such as former commercial space, army barracks or railway territories.

New priorities are applied to designating housing areas and land development. Only 15 years ago, it was expected that housing space was going to run out within a few years. In the meantime, the situation has changed decisively.

By privatising the railway and postal service, by converting areas formerly used by the German Armed Forces, and by economizing land consumption of public and private institutions, Munich has obtained new areas to use, e.g., for housing construction, in the coming years. These areas have the advantage of being fully developed and that their infrastructure only needs to be brought up to new standards.

To achieve continuity in construction, and in view of the target number of 6000 (increased to 7000 by city council resolution in 2001) finished dwellings per year, the currently planned core development themes obtain increased importance, since only they can form the essential continuous basis for building construction activity.

Beyond that, further housing construction in well-developed city locations is to result from higher density and a new blend. With the designation of new building rights for residential housing, priority must be given to development within the city. On the outskirts of city, planning for new building rights continues as a rule

only for those areas already designated in the zoning plan to the extent that this is necessary for supplying land to secure needs-based housing under consideration of the temporal availability of areas within the city.

Landscape areas and parks within the city are to be secured and developed. This refers not only to adherence to maintaining the extensive free spaces and landscape parts, and their wide-area interlinking in the spirit of resolution "Sequence of Large-spaced Park Development Measures" but also to the small-scale interlinking and supply within the individual neighbourhoods, which are in need of improvement in many places.

Areas available for re-structuring often provide the last opportunity to reduce deficits, especially in the outskirts of the inner city.

Within the closer commuter belt serviced by the efficient public transportation system, the possibilities of higher housing density should be fully utilised. Suitability and compatibility examinations are to be made in each individual case, under consideration of all aspects of the townscape, compatibility and ecology. Appropriate compensation measures must be pointed out where necessary, in order to ensure compatibility.

Apart from continued activation of housing area potentials, the possibilities of furthering living in the city are to be tested as a priority in the future by different forms of utilisation blends. Thus, locations which were reserved so far for commercial use are increasingly also to be used for living.

The goal of poly-central development continues to be very important for Munich. Improvement and further development of supply and infrastructure offers in the neighbourhoods relieves the inner city and is a precondition for the development of a decentralized metropolis.

6. Preserving Munich's cityscape – promoting new architecture

Preserving and improving the appearance of the city is to be ensured by further developing the cityscape in its traditional historic form and scale. Within these primary city-spatial structures, however, new architecture and exemplary city construction projects are to be promoted. The dynamics of social modernization processes can express themselves in this way and, at the same time, the high quality of life within the city can be maintained and improved. In this context, art in the public domain contemporary art in particular gains an increasingly important meaning, not least for the ambient quality of public areas. This applies especially for planning essential construction projects by public and private building contractors.

7. Maintaining and improving mobility for all – city-compatible traffic management

For providing city-compatible mobility necessary for economic and social reasons all measures undertaken for reducing and shifting traffic to more environment-friendly means of transportation have the highest priority. This priority is the basic precondition for the planned density increase in housing which can only be realised in a city-compatible way by sufficient capacity and attractiveness of the public transportation network.

Nº 6

Promoting new architecture



Nº 7

City-compatible traffic management



To further the image of the economic area of Munich, an improvement of the traffic conditions for trade is indispensable. Next to sensible expansion of the road system, the establishment of goods traffic and goods distribution centres, and the implementation of a co-operative concept for a city logistics centre, upgrading the public transportation network is imperative, especially for freeing the roads of unnecessary automobile traffic.

In order to keep the roads as unencumbered by traffic as possible, the necessary automobile traffic must be organised in a way compatible with the city. Next to the support of car sharing projects, driving communities and taxi traffic, this includes traffic-steering measures for supra-regional and inner-city connections, or increased use of telematics applications for better traffic control.

Nº 8

Local safety, social, education and cultural policy



8. Securing social cohesion and citizen safety through local security, social, educational and cultural policies

A peaceful environment and social solidarity in the city is to be secured primarily by preventive measures. These must be provided above all from the social, education and cultural policy of the community that deals sensitively with the needs of different population groups.

Special efforts are required in the following areas:

- ❑ Early prevention of social problem situations, such as poverty or homelessness;
- ❑ Guaranteed access to education and training for all;
- ❑ Cultural projects create the room for different subpopulations to retain their own identity and, at the same time, introduce others to their culture;
- ❑ Male aggression of any type against women and children must be prevented;
- ❑ Migrant men and women must be offered more integration-promoting initiatives. Exclusion and ghetto-forming must be forestalled at all levels. Programs must be made available to the majority population that allow acquisition of intercultural competency. Migrant men and women are to be integrated in the structures of the quarter.

If disturbances of public security and order arise despite these measures and offers of help, the available repressive means must, however, be employed deliberately and consequently, always respecting constitutional principles – especially the principle of reasonableness.

Special attention is to be paid, among other things, to the following areas:

- ❑ Preventing open drug scenes
- ❑ Fighting against tendencies to neglect
- ❑ Keeping vandalism down
- ❑ Preventing loutish behaviour and assaults
- ❑ Protection from negative side effects of prostitution

An essential task of the local security policy is ensuring that no legal vacuum develops, so that law and justice always reign in the city.

Co-operation between the security authorities, the professional medical, psychological and social services and education and training facilities must be further

developed, since only an overall strategy can successfully secure internal peace in the long term, where prevention, assistance and repression go hand in hand.

9. Profiting from opportunities offered by new media – promoting basic services, public access, media skills and the media industry

The New Media guideline defines four principles:

- ❑ Ensuring comprehensive basic supply of information and public access to information
- ❑ Promoting media competence of the citizens in our knowledge society
- ❑ Promoting the media economy
- ❑ Managing urban tasks with the new media

These generally valid principles are realised in different action areas of urban development:

New city administration – E-Government

Digital city hall offers user-friendly, uniform standards of access to all information important for the urban population with a maximum of data security and data protection. Via “digital city hall” visits to public offices can be accomplished mainly electronically and without harm to the media.

Economic and employment policy for the media location Munich

The media location Munich takes a leading role in the field of information and communications technology and offers a variety of advanced training and qualification institutions in the areas of information and communications technology, media and telecommunications.

Education

Children and young people are introduced to new information and communication technologies and acquire the competences for selecting them critically and handling them in a meaningful, reliable, and controlled way. In this they are being supported by qualified instructors. In youth welfare, teaching media competence is an important cross-sectional task. Older citizens will be offered new ways of information access and education.

Sustainable urban development, city planning and housing construction

Sustainable urban development, city planning and housing construction are undergoing change by the new media. The increasing complexity of development is mastered among other things with the instruments of the new media.

Infrastructures – Munich as a central node in the global data network

Munich is a central node in the global data network (data, voice communication, and video). Citizens can access this network in various ways. The area of Munich, for example, is assuming a pilot role in the implementation of DVB (Digital Video Broadcasting) in Bavaria.

Integrative mobility management

The choice of transportation means becomes more difficult in times of increasing mobility. Integrative mobility management (parking information system, traffic control system) allows for city-compatible mobility in Munich.

Nº 9

Profiting from opportunities offered by new media (abbreviated version)



Cultural services

Citizen competence in communicating in the virtual world is existing or is being promoted. It facilitates the professional exchange between art, education, research and the economy. Media art and media literacy for broad levels of the population are being promoted.

Social services

For people with different handicaps communication is made easier. This includes both interpersonal communication and managing chores of everyday life (shopping, banking transactions).

Environmental and health services

Information about environment and health is provided interactively to the broad public and offers specialists comprehensive access to data on the state of the environment.

Nº 10.1**Developing ecologic standards**

(abbreviated version)

**10.1. Developing ecological standards and safeguarding natural resources**

The sustainability concept realises that economic, social, cultural and ecological development must not be split from each other and played out against each other, but must be regarded necessarily as a unit. Improving the economic and social living conditions of people is to be reconciled with long-term protection of the natural resources. Protecting the environment with its natural resources is the basis of any development, since serious damage to its efficiency and even a possible collapse could be the result of excessive exploitation of the ecosystem. So that sustainable development can be exemplified in daily life, appropriate social, cultural, economic and ecological goals and measures must be formulated. The Ecology guideline formulates statements on the respectful use of the natural resources land, water and air, on safeguarding biodiversity for animals and plants, on saving energy, on noise protection and avoidance of waste.

Principle goals:

Land

Permanently sustainable use of the resource land for protection and re-establishment of its ecologic capabilities

Water

Permanent regeneration and securing of natural groundwater resources, long-term protection of surface waters and economic use of drinking water

Air

Improvement and permanent protection of air quality by minimising all pollution and impairments

Flora and fauna

Long-term protection of biodiversity in wild plants and animals in their habitats by maintenance and support of a network of areas kept in a near-natural state in the entire urban area, both in built-up and vacant areas

Energy

Avoiding and minimising considerable noise pollution and interference to prevent health-impairing effects

Waste

Prevention, recycling and environment-friendly disposal of waste

10.2. Ecology – climate change and climate protection**Overall objectives**

The city community is aware of climate changes and is acting and prepared to face it. The share of renewable energies has been increased while being mindful of resources and compatibility with the landscape. By 2030, CO₂ emissions per head have been reduced by at least 50% compared to 1990. Energy consumption has been reduced by an increase in efficiency, sufficiency and consistency. The state capital Munich becomes a role model, and its climate protection policy is embedded in its environment.

Energy supply – objectives

Energy supply to all strategically important processes is secured. Dependence on imports in energy supply has been reduced and its sources have been diversified. The share of renewable energy has been increased to 20% in 2020, and the expense risks from the increase of energy costs for the municipal budget have been reduced. Supported by the state capital, SWM have adapted their energy production to the modified frame conditions. Munich is committed to a worldwide, fair distribution of energy.

Buildings – objectives

The level of energy consumption in municipal building is further reduced. The state capital encourages actively reduced energy consumption in private business buildings, as well as for using solar energy or other renewable energies in buildings, and for improved conditions in the area of climate-friendly private house construction. Specified objectives for climate protection are defined for awarding municipal building slots. Munich exercises its role model position in the area of real estate and does active public relations in this field.

City planning and mobility – objectives

Land and energy consumption are reduced as housing, free area and traffic development are coordinated at municipal and regional level. The traffic sector makes an important contribution to the overall objective of reduced greenhouse gas emissions by preventing, reducing and re-locating traffic. Mobility infrastructure and offers are focused on "post-fossil mobility".

Land use and ecosystem – objectives

The forests within the municipal area as well as city-owned forests outside of city including re-forestation and existing areas used for agriculture are being cultivated in a sustainable manner, compatible with the landscape, and show maximum stability with regard to CO₂ fixation. The share of locally produced foods consumed in Munich has risen significantly. Reusable energy sources are utilised to the extent that they are resource-friendly and compatible with the landscape. Fresh air supply to the city is improved. Free areas important for the climate have been maintained to an adequate extent and have been put under protection, linked with each other and functionally improved. All forms of land use have been adapted to climate change. In the Munich forests trees are being replaced by drought-tolerant species. Flood protection measures and the natural water balance are improved.

Nº 10.2**Ecology – climate change and climate protection**

(abbreviated version)



Nº 11

Safeguarding Munich's recreational value (abbreviated version)



User behaviour, lifestyle and health – objectives

The city is a role model. It informs, motivates and links together. Inter-communal cooperation is extended. The city administration's expertise has been increased and bundled. The municipal climate protection policy runs in a coordinated manner, and climate concerns are being addressed comprehensively in the fulfilment of the tasks.

11. Safeguarding Munich's leisure and recreational value by offering varied facilities to different target groups

As a matter of principle, the recreational landscape of Munich provides for all kinds of wishes and requirements from its citizens, independent of their sex, age, nationality or income. A framework must therefore be created that allows all inhabitants to pass their spare time as near to their residence as possible and on a variety of diverse public and private offers. The public domain should be organised such that it is open to different interest groups and offers them room for development. The principle of sustainable development must be respected in the municipal leisure time policy as well.

These principles are made concrete by the following strategies:

Reduction of the dependence on motorized individual traffic in leisure activities. For this purpose, the urban recreational areas must be composed such that the incentive to visit recreational areas way out of city is as low as possible. Extension of the network of bicycle paths and tour tracks should be promoted for this reason alone.

Promotion of new developments and initiatives (e.g., for not established, innovative offers which are often developed and operated by private initiatives having few means and working capital at their disposal).

Controlling and avoidance of overload problems (for example by designating appropriate protected areas and of non-critical uses in the adjacent areas).

Compensation for specific disadvantages and deficits in recreational offers that interfere with the development of children and young men and women, particularly in their residential environment. This includes the interests of citizens with an immigration background.

Increased utilisation of a qualified internal development. Against the background of increased competition for land, all instruments of gaining space (for example in the context of small-scale utilisation concepts) and area management are to be employed, and intermediate use of properties and/or buildings should be facilitated.

Promoting neighbourhood-specific leisure activities by a network of diverse offers, improved co-ordination between the sponsoring organisations and better marketing of the facilities, reduction of deficits in the case of free areas, playgrounds and sports facilities, improved interlinking of pedestrian walks and bicycle paths and safe accessibility through public transportation. Including the citizens in the planning process and running of the facilities promotes their identification and satisfaction with the neighbourhood.

Verifying communal subsidies and their cost effectiveness. Public means are to be used more often for leisure activities serving integration goals and, above all,

improve the life situation of families with children, of young people and young adults, respecting gender differences.

Co-operation in the region is to be continued by locally and/or regionally co-ordinated concepts (for example, in the Recreation Area Association), and

12. Strengthening culture – creating scope for innovation and experimentation; dealing with our cultural heritage, cultural memory and international cultural developments

Essential components of urban cultural promotion are the promotion and production of innovative activities in discourse with our cultural inheritance, dealing with our specific history and the arising changes of urban society in Munich in the context of international and regional concerns as well as the promotion of creative and cultural artists working in this city, and imparting cultural achievements to the broad public. Beyond that, Munich culture must be brought forth into the world and the world into Munich culture.

Culture secures, shapes and rates our way of living together by social agreements and aesthetic forms. Art and culture are just as important for individual and everyday life as for the community as a whole. This is not only valid for active, creative cultural achievements. Cultural participation as well has many aspects and effects: enjoyment of art and joy of life, widening the horizon and perception change, further training and increased insight, social integration and identity formation.

Before this social and politico-cultural background, the Department of Arts and Culture sets the following priorities for the next few years:

- ❑ Optimising the instruments of promotion for artists
- ❑ Boosting international culture in Munich; boosting the international presence of Munich culture
- ❑ Further developing cultural memory and historic awareness
- ❑ Developing and applying criteria for cultural sustainability
- ❑ Preserving and promoting criteria for cultural variety in Munich on basis of the German constitution and its set values
- ❑ Up-to-date revision of the concept "Culture for all"
- ❑ Creating scope for innovative, cross-over and experimental art and culture
- ❑ Increased promotion of the discourse on identity and identities
- ❑ Increased orientation on the cultural understanding of the younger generation
- ❑ Increased orientation on urban culture
- ❑ Boosting the meaning of culture in public perception.

13. Supporting children and families – making Munich more family-friendly

Families obtain sufficient affordable, attractive and family-friendly housing in Munich. All children are offered sufficient child-friendly and safe room for playing, spending their spare time and learning as well as unhindered use of free areas. Families are offered the use of multi-functional rooms with flexible access and adequate space. A child-compatible traffic organisation supports all children in moving about safely and on their own in their residential environment.

A child- and family-friendly time policy creates more "time affluence" and quality of life for families and supports the compatibility of family life and work as well as

Nº 12

Strengthening culture (abbreviated version)



Nº 13

Supporting families (abbreviated version)



time slots for work and child-care. Families are supported in their endeavour to escape poverty and the marginalization created by unemployment. The objective is to facilitate the decision for a life with children and to promote the compatibility of family and professional life by family-friendly job market structures as well as a corresponding infrastructure of family-oriented services – child-care facilities in particular. A facilitating, region-oriented infrastructure for care and education supports families in giving their children a fair start in life.

Each child is has the possibility to obtain a qualified education, in line with its capabilities, and a corresponding professional training. Only thus can equality of opportunities be reached, and the social integration of children and young people, especially from migrant families, socially disadvantaged families and families with special requirements be successful. Munich develops a communal education landscape with sufficient needs-based education and learning facilities, oriented on the social context, for children and families. The state capital Munich protects and promotes the health of all families and organises their living conditions such as to facilitate and support a health-promoting lifestyle in everyday life. The health competences and resources of families are being boosted by target-oriented measures and offers. Health promotion and medical prevention measures focus especially on children and families affected by poverty and social discrimination, as they generally live with higher health risks.

Services rendered by the families to the urban society will be recognised, and frame conditions will be established that will maintain, appreciate and promote the commitment to civil society and volunteer work of families and for families. In difficult life situations, appropriate consulting and help is provided for families. Appropriate frame conditions give families the possibility to organise themselves within their familial networks, particularly in their immediate social environment. More than before they are given the possibility to participate in planning and implementation of child- or family-related schemes.

Nº 14

Education in Munich
(abbreviated version)



14. Education in Munich – fair and future-proof, metropolis-oriented and cosmopolitan

In Munich, education is understood as a holistic and interconnected task. Local education management serves for systematically and continuously interconnecting the various municipal education participants in the metropolis as well as in the city districts (local education management) and to take on the pertaining complex control tasks. Central point of reference of the cooperation of different educational institutions is the educational biography of the individual person under consideration of his or her competences for social participation and organisation as well as the future qualification requirements by the economy.

The state capital Munich ensures providing an adequate, viable local and public education programme. To prepare for equal opportunity in education is a central concern of the city. Next to early support of children in day-care facilities, through which structural disadvantages are reduced and compensatory education is strengthened from the start, local education management concentrates above all on transition situations in education, crucial for educational opportunities. No child must be left behind. Our focus here lies on neighbourhoods where discrimination and social risks accumulate.

The city provides optimal education opportunities for all children and young people to unfold and develop their potentials, and commits to equal opportuni-

ty, integration and inclusion. The city maintains high quality both for school and professional education and engages in the development of a comprehensive strategy for the promotion of lifelong learning. This comprises attractive educational programmes for all age groups, especially also for retired seniors.

In all areas of learning, it is important to provide an education for sustainable development. In this respect, organisational competences are being taught with the aim of teaching sustainable thinking and acting as a cultural technique enabling participation in the necessary social decision-making processes.

Cultural education is understood as an indispensable part of general education from the start. Everybody is to have access to educational programmes and support with their cultural-artistic development. This includes also the area of intercultural opening of all educational programmes. Neighbourhoods and city quarters are to be more strongly involved than in the past, e. g., through local cooperation and network structures. For the independent development of culture(s) of young people, facilities and media are put at their disposal so that they can express themselves. In addition, encounters of youth culture and established culture are made possible.

15. Health – meeting challenges, creating perspectives, promoting quality of life

The state capital Munich protects and promotes the health of the Munich urban population in a cooperation of individual and communal responsibility and supports the population in improving their health competences and in leading a self-reliant and self-determined life. In this respect Munich orients itself on a holistic health concept including the physical, mental and social dimensions. All people living in Munich have access to comprehensive and adequate medical prevention and care, irrespective of their social status or their financial possibilities, and independent of cultural affiliation, minority status, age, sex and sexual identity. People affected by poverty and social disadvantage are purposefully supported through health promoting offers of the commune, with a special focus on children and young people. For elderly and old people as well, preventive measures are being extended.

The creation and preservation of environmental conditions favourable to health is an important communal task in order to reduce the exposure of the Munich population to environmental damages and to provide sustainably for a city environment favourable to health. This includes diverse aspects such as clean air, reduction of noise pollution, planning parks and green spaces, the extension of bicycle and pedestrian traffic, hygienic measures, etc. The city concentrates its measures, above all, on places where environmental pollution affects the population especially strongly and thus engenders health risks. It commits to creating and maintaining living conditions favourable to health and supports the initiatives of the population in organising their living environment in a manner favourable to health and in dealing with environmental impacts and dangers.

With its public health services and as a partner of the municipal clinical centre the city fulfils an important function in providing health care, in high-performance medicine as well as in primary health care for the Munich population. To ensure adequate care of people in need of medical treatment or help, the city develops furthermore with the local participants adequate sustainable supply concepts and contributes to these with own offers and subsidies. The focus lies

Nº 15

Promoting health
(abbreviated version)



mainly on geriatric care, critically or chronically ill patients, psychiatric patients and people with drug addictions.

Nº 16

Munich – city of knowledge



16. Munich – city of knowledge

Overall objectives

- ❑ Solidifying the knowledge base in the population. Approach of life-long learning from kindergarten, school/tertiary institution, professional training, in the profession and in retirement.
- ❑ Ensuring an adequate supply of professionals in Munich
- ❑ Maintaining the attractiveness of the location for creative and talented people
- ❑ Maintaining the economic basis through modern, innovative enterprises
- ❑ Strengthening the cooperation in the region between public administration, business and science

Infrastructure objectives

- ❑ Support in the creation of housing for students
- ❑ Creation of housing for guest researchers, talents, creative people and their families
- ❑ Establishing a House of Science in Munich
- ❑ Maintaining and, where appropriate, further development of the Clinical Quarter, with the main emphasis on knowledge and health
- ❑ Creation of a Science Park or Science Centres
- ❑ Needs-based extension of places to study

Public relations objectives

- ❑ Extension of scientific events for the public
- ❑ Increasing the number of international conventions and science events
- ❑ Seeing the individual city quarters as places

Cooperation objectives

- ❑ Increasing knowledge networking in the region; for that a report of the actual state of learning has to be put together for the Munich region and the European metropolitan area of Munich
- ❑ Intensifying the interconnections of the location factors knowledge and creativity
- ❑ Installing a municipal Science Commissioner as a central contact for all participants in the knowledge society, universities, research institutes and enterprises, but also for students and guest researchers.

Further information and publications on the guidelines can be obtained via

www.muenchen.de/perspektive

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