

(Front cover)

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J Ö N K Ö P I N G

-The city and the lakes

Urban Development Vision 2.0
"From thought to action"

Urban Development Vision 1.0 – The City Centre
Urban Development Vision 2.0 – The Urban Regional Core

URBAN DEVELOPMENT VISION 2.0 – Jönköping - The city and the lakes

Our goal is that **Jönköping shall have the most attractive city centre of its size in Scandinavia.**

This document concerns the important future development of Jönköping! It is about the visualisation and realisation of how we can succeed in implementing our goals for the future of our city based on our Urban Development Vision!

Jönköping should become a living city having a central area which attracts residents as well as visitors. We want to improve our city by offering good residential environments and good public services. Our city should in future be able to offer even more choices and an even wider variety of events and experiences, commercial as well as cultural.

We feel that Jönköping should offer something for all. It is well established as an important regional centre; it has a strategic geographical location; and it is situated in surroundings of outstanding natural beauty. This means we have the necessary requirements to be able to meet the demands of the future.

Naturally, we are aware that decisions made today may influence development for a very long time to come. Therefore, we must plan carefully and wisely, taking into consideration climate-smart solutions. Our Urban Development Vision will expand and develop as part of a mutual dialogue and open process including many different participators. It is of the utmost importance that as many different aspects and perspectives as possible are regarded and taken into consideration.

You are most welcome to participate in the formation of our Urban Development Vision! It is our goal to be able to develop the Jönköping city centre into one of the most attractive of its size in Scandinavia. We are confident that we will be able to attain this goal!

Ann-Mari Nilsson
Local Government Commissioner (c)

Elin Lagerqvist
Local Government Commissioner (s)

From thought to action

Urban Development Vision 1.0

Work on the first version of the Vision was mostly concentrated on suggesting ways of improving and developing the city centre. This consisted of a number of different projects for improving accessibility, the selection and supply of services, the content of the central areas; as well as the development of the urban environment, its architecture, organisation, care and maintenance aspects etc. The successful work methods based on the concept "From thought to action", which has been guiding the process - from the original ideas to their implementation – have been based on an holistic approach and intimate cooperation with all the different parties involved. The entire process has been supported throughout by an extensive consultative and information procedure.

The city centre

Leading principles

The following principles, which were adopted by the Municipal Council in 2000, shall continue to provide guidance for the development of the city centre.

- The city centre shall be socially, environmentally and economically sustainable;
- The city centre shall be the obvious meeting place and "living room" for all, irrespective of sex, age or ethnic origin. People shall feel safe and secure to go there at any time of the day or night;
- The city centre shall offer a diversity regarding residential areas, working places, education, cultural events, trade and commerce, entertainment and recreation, as well as many other activities;
- The public spaces of the city centre shall maintain a high architectural standard and design;
- The city centre shall be accessible and available for all;
- The city centre shall offer the prospect of long-term sustainability and rewarding economic conditions for the development and operation of its various activities.

Further actions

The initial renewal and renovation work must proceed in order to be able to develop and increase the attractiveness of the city centre. Various projects concerned with the development of the east and west parts of the city centre will be included in the development area "Renewal projects within the city centre".

New considerations

One vital factor for the continual positive development of Jönköping must be the definition and acceptance of a number of standpoints concerning sustainable urban densification and compaction; and which assume a continuous implementation of the Urban Development Vision: How can the development of residential areas, activities, trade and commerce etc. take place after 2010, i.e. when the present plans and projects decided have been completed? Which changes in infrastructure will benefit the city structure in the future? How can Lake Munksjön and all its resources be utilised in the best possible way?

The city and the lakes

Urban Development Vision 2.0

This extended concept entails intimately connected measures to be undertaken based on an holistic approach, and concerning a number of different aspects in the ongoing urban development of Jönköping. The 2.0 Vision is concerned with the areas surrounding Lake Munksjön, located between Lake Vättern and the E4 motorway; i.e. the urban regional core, which will shape and mould development during future decades. Not only the physical environment of new residential and working areas, but also considerations concerning the provision of care and maintenance, accessibility, as well as city life and its content. This involves many different actors and important cooperation partners, interacting and working together to ensure the implementation of commitments and actions in the promotion of the positive and attractive future development of Jönköping.

The growing city and its urban core

Leading principles

- The urban regional core shall be the subject for long-term and sustainable development – socially, environmentally and economically. Children’s needs as well as aspects of good accessibility must always be given a high priority.
- The development of the regional core shall include the development of attractive residential areas with the availability of services and places of employment.
- For the regional core to become as attractive as possible, the content of its south areas must interact with the city centre, as well as with other parts of the municipality, and its surrounding rural areas.
- City life and content shall be characterised by aspects reflecting creativity, openness and tolerance.
- The urban structure will be designed on a scale which allows the creation of attractive and safe areas, experiences, as well as including areas for recreation, and green spaces.
- An urban city structure, offering the necessary conditions for sustainable traffic systems shall be designed.

Further actions

In order to succeed with this development plan based on an holistic approach, new initiatives are required within four main development areas:

- City life and content,
- Renewal of the city centre,
- Renewal around Lake Munksjön,
- Sustainable traffic systems.

The Vision’s leading principles and proposed actions provide a clear direction for the continual work together with the various sub-projects, whether great or small, to be completed, based on our overall concept “From thought to action”. It is of the utmost importance that the Urban Development Vision 2.0 be considered – not as a proposal or an investigation – but rather as a project approach for the continual development of Jönköping.

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URBAN DEVELOPMENT VISION 2.0 - **FUNDAMENTAL CONSIDERATIONS**

The city as a development factor

Jönköping is an acknowledged regional centre, and its development influences the entire region. Cities of our size are in competition with each another to attract residents, activities, students and tourists, and encourage the establishment of industry and commerce, local government and educational institutions, and to locate new or to expand their existing facilities. This competition will probably increase. An important element in this competition is the urban environment, its content and life.

As researched and concluded by Professor Börje Johansson and Lars Petterson, Doctor of Economics, at the Jönköping International Business School, Jönköping has all the necessary qualities for a positive development because of its size, its geographical location, its University, its active and vibrant trade and industry culture, and its beautiful surrounding areas. Urban life and environments are now being given increasing importance regarding factors such as the quality of life, future development prospects, and aspects of sustainability.

Urbanisation provides economic growth

One of the important considerations in modern urban planning is the link between economic growth and urbanisation. In the service society, it is becoming more and more evident that demographic development and regional attraction to a great extent explains the reasons for economic growth. As early as the end of the 1960s, Jane Jacobs stated that jobs will follow and grow in the footsteps of people. The driving force behind this development is the increase and spread of the service industries which dominate the employment market (75% of all jobs).

The attractive city

The city centre must be filled with people. Wherever there are people, there is also basic attraction. Crowds create their own attraction, and at the same time give a customer base for the city's range of goods and services. Dense environments offer a wealth of possibilities in the form of employment opportunities, together with shopping and recreational activities. The urban environment is created by combining proximity and diversity, through the help of densification and infrastructure development. The focal point for such diversity is the city centre. Density combined with infrastructure (street blocks, streets, squares, etc) creates a two-way accessibility for many parties, ranging from households to companies and administrative functions. This resource can be fully exploited when the regional centre acts as a common asset for all the local authorities in the urban region. Important factors concerning the development of the entire region are the availability of attractive residential areas, well established educational institutions, and an attractive city centre in the regional urban centre.

Population growth and/or urban densification offer opportunities for new openings and opportunities. Diversification in the provision and supply of goods and services are positive features which attract new households. In the following stage, this leads to an expanding and stronger market as regards conditions for new business establishments etc. However, the state of positive development can not be taken for granted, but assumes an ongoing positive spiral of development. Therefore, it is vital that urban development strategies are based on strong platforms of growth in order to best use and actively embrace the life patterns of new and coming generations, which will demand new strategies concerning the availability and supply of

care services, education, cultural and recreational activities, as well as other various support services.

It is becoming increasingly important to be able to offer diversity and a richer urban life. The city as a living environment also assumes the development of well-functioning and responsive traffic systems. New transport technologies and a new generation of green vehicles contribute to a clean environment, and comply with new safety and accessibility regulations, which are necessary to maintain urban attraction. Another vital factor is the integration of different functions (housing, workplaces etc.), as opposed to separation/zoning of functions. The visitor experiences the urban environment primarily as reflected in its public spaces: streets, squares, parks etc., as well as indoor environments. The availability of public transport is another essential aspect of the public environment. For provincial cities to become attractive to visitors, their public spaces and environments must be wisely and carefully considered. Consideration for impressions given to the visitor in the physical urban environment must include overall perceptions as well as the appreciation of details. When these requirements have been fulfilled, visitors will have a more memorable and rewarding experience, and thus a more positive attitude. As the visiting industry is becoming of increasing importance to local as well as national economies, it is essential that these questions are carefully considered.

The accessible city

The urbanisation process today is characterised by population changes deserting small rural locations and moving to larger towns and cities. Many of the areas surrounding Sweden's major urban regions, one of which is Jönköping, have thus been the subject of a strong increase in development. One of the major contributory factors in this is the larger towns, cities and urban regions which have dense and diversified economies. Improvements in infrastructure such as roads, rails and other transport structures have contributed to this development, which is also characterised by a self-reinforcing course of development. The resultant winners have been shown to be Sweden's major urban regions, and those towns and cities which are capable of sustaining and enhancing their accessibility, as well as achieving a denser and more diversified economy.

The manufacturing industry is both a strong asset and a development factor in our region. The transport and communication infrastructure is thus of vital importance offering opportunities for further industrial development. In this respect, it is also vital that the obvious advantages of Jönköping's geographical location can be supported by the availability of a modern communication and transport infrastructure. Jönköping's logistics sector has already experienced a strong development, and is expected to be able to maintain this position in the future. However, the logistics industry is dependent on regional infrastructure investment, and competition from other similar logistics nodes.

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Upon the implementation of the Götaland and European rail corridors

The service industry sector is expected to grow stronger. The ratio of important knowledge-intensive professions also needs to increase in our region. Therefore, it is important to be able to plan ahead for the continual development of the post-industrial society. These include professional categories which are prepared to commute and thus attracted by improvements in infrastructure, such as offered by the Götaland and European rail corridors. The high-speed railways offer new possibilities for integration with other municipalities which are important in this planning. These represent a very strong development factor and present new demands on an integrated and coordinated planning system, including the bordering municipalities. Jönköping will have the role as being the natural central point. The Götaland corridor, for example, will connect towns and cities between Stockholm and Gothenburg; and will allow and open new conditions for regional competition, as well as for cooperation.

Important considerations:

- **Jönköping is now an established regional centre influencing development within the whole of the region.**
- **The realisation of the Götaland and European rail corridors with a joint station located within the urban core is vital in order to ensure the attractive and sustainable enlargement of the region.**
- **The city's size, density, and diversity of residents, and the increasing supply of goods and services, contribute to economic growth.**
- **The inner city centre must be filled with people who can all contribute to its vibrancy and content.**
- **Accessibility to our city is an important development factor.**
- **To be able to attract many different people to our city and region is important to trade and industry.**
- **Diversity/variety creates new combinations of ideas which can be of social and economic long-term value.**

(Insert Figure)

The economic cycle

Attract people of various backgrounds to move here.

High productivity and profitability.

Faster economic growth and higher tax revenues.

More funds for the improvement and beautification of public spaces.

Increased cultural diversity and an improved quality of life.

Creativity as a development factor

A living city with a vibrant city centre is an important factor of attraction. How the city functions, its content and characteristics are becoming increasingly important in the competition between towns and cities. Urban spaces offer a wide variety of activities in which direct contacts between people is essential.

These theories have been examined and researched by Charlotta Mellander, Jönköping International Business School. The idea that creativity plays an important role in the development of a city is not a new one. Traditionally, there has been a tendency to only focus on the city as a location for industrial production, and much energy has been devoted to creating attractive conditions for company investment and establishment. However, today, when the service sector is the one showing the fastest growth rate, the creation of features which are attractive to people should also be given a greater focus.

The service sector requires buyers and sellers to meet in person for any purchase, consumption and production to take place. Market as well as buyer proximity is therefore of great importance for service companies. One characteristic of these companies is that their greatest production asset is their employees. That the region should be able to attract differently skilled individuals thus becomes even more important.

People choose locations which offer great diversity and variety, which means there must be room available for meeting places. The city must also offer cultural and other forms of events and experiences. A city which is alive during most hours of the day and night is seen as more attractive than one which only comes alive during the opening hours of the shops.

People having various backgrounds also contribute in the creation of diversity. Statistics show that people are considerably more prone to move before they marry and settle down. To remain attractive, the city must also be able to offer opportunities for young people to find their future partners, as well as a variety of cultural experiences and entertainments, i.e. places and events offering opportunities for people to meet. High diversity also entails an openness and tolerance for young adults, which during the past few years has increasingly been the focus of research. A city which is tolerant and open-minded is regarded as positive for creative individuals. Diversity creates new combinations of ideas which may be pursued. A tolerant and open climate means that more feel free to express their opinions. Taken together these aspects contribute to create considerably more opportunities for innovations and urban development.

Changing life patterns

Modern society is in a state of constant change and development. The research project “Young people in Jönköping: their values and future plans”, conducted in 2006 by Jönköping International Business School, together with D Andersson and I Holmberg, shows that life patterns change and that the new emerging generations embrace new values. Demographic structures change, one example of which are the larger groups of people of foreign origin, as well as the increasing elderly population. Among those born during the 70s and 80s, their contrasting life patterns and values have been the subject of several research studies. How people regard their work and careers differs to some extent – the younger generations seem to place more value upon their personal development and the fulfilment of their life dreams. This, in turn, means they set up house at an older age, an increasing number of small households, a larger demand for mobility etc. Typically, the individual average working time is successively

decreasing, at the same time as some individuals work excessively long hours. Of the average individual's total life time budget, less than 10 percent is used for working, while almost half of their life time is leisure time. Time used for leisure and studies are those two areas of time use which show the fastest growth.

Demographical changes and new emerging life patterns create new ways of spending time. These are important basic prerequisites in community and social planning, and also, not least, for the urban service market.

Residents comments on Jönköping

In their responses to different questionnaires, young people living in Jönköping stated that they value the availability of a rich and diversified urban environment. Regarding questions concerning the future, they stated the importance of the availability of housing near and access to green environments. These studies also show that the choices and selection within the retail and service sectors are important competitive factors for Jönköping, together with its location, and the availability of cultural and sports events. Other important considerations are the design of the city centre so that it is experienced as safe and secure.

The University's expansion from the mid 1990s has turned Jönköping into something of a "student city". The wide variety of educational courses and opportunities is, together with, for example, the availability of creative meeting places, flexible communications, a wide selection of experiences etc. important in order to attract young adults.

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According to the results of the young people's questionnaire 2006, the best is Jönköping's location on Lake Vättern, its location in Sweden, and its size. However, the city's religious atmosphere, the availability of housing, market supply and public entertainments were found to be wanting. The reasons why young people move away are related to finding work and wanting a change of place.

In the summer of 2007, the Development and Traffic Unit of the Town Planning Department conducted a questionnaire regarding the central areas of Jönköping. According to the results of this, most people choose to go by bus to the city centre, or as a second alternative, preferred to use their car or cycle. Most respondents found that the recent development of the city centre including a wider choice of shops and changes in the physical environment etc. is very positive. Easy reach is the prime reason why people choose to shop in the city centre. Most people buy their clothes in the city's east centre, or as a second alternative, at the A6 shopping mall.

In 2007, the marketing company På Stan i Jönköping AB, now Jönköping City AB, conducted their own investigation. The following is a summarised version of interviews conducted with people visiting the city centre during the past 12 months. As regards accessibility, the main problem is to find parking spaces as these are usually always occupied, and that the parking charges are too high. The interviewees also commented on the traffic congestion. This investigation also showed that the most special thing about the city centre is its location between the three lakes - Vättern, Munksjön and Ricksjön. Jönköping was regarded to be a very beautiful city in close proximity to areas of outstanding natural beauty. The negative replies received mostly concerned the rail and road traffic situation. The city centre was given both positive and negative comments. Some thought that the city centre was well structured and that everything could be found within easy reach; however, others felt that the city centre was too linear or "elongated", and that the east and west areas are not sufficiently connected. This also applies to responses regarding the availability of shops and eating places, which some felt were not enough, while others think they are quite sufficient. Asked about what would make them spend more time in the city centre, they suggested the increased availability of parking areas, free parking, a wider choice of specialist retailers, more events and extended opening hours, but also better public transport to and from Jönköping.

Principles for the creative city

Professor Richard Florida at the University of Toronto formulated the following principles for the encouragement and support of regions in their ambition to be able to fully utilise their creative power.

1) *Cultivate and reward creativity.* Everyone is part of the value chain of creativity. Creativity can happen at anytime, anywhere, and it's happening in your community right now. Pay attention.

2) *Invest in the creative ecosystem.* The creative ecosystem can include arts and culture, nightlife, the music scene, restaurants, artists and designers, innovators, entrepreneurs, affordable spaces, lively neighborhoods, spirituality, education, density, public spaces and third places.

3) *Embrace diversity.* It gives birth to creativity, innovation and positive economic impact. People of different backgrounds and experiences contribute a diversity of ideas, expressions, talents and perspectives that enrich communities. This is how ideas flourish and build vital communities.

4) *Nurture the creatives.* Support the connectors. Collaborate to compete in a new way and get everyone in the game.

5) *Value risk-taking.* Convert a "no" climate into a "yes" climate. Invest in opportunity-making, not just problem-solving. Tap into the creative talent, technology and energy for your community. Challenge conventional wisdom.

6) *Be authentic.* Identify the value you add and focus on those assets where you can be unique. Dare to be different, not simply the look-alike of another community. Resist monoculture and homogeneity. Every community can be the right community.

7) *Invest in and build on quality of place.* While inherited features such as climate, natural resources and population are important, other critical features such as arts and culture, open and green spaces, vibrant downtowns, and centers of learning can be built and strengthened. This will make communities more competitive than ever because it will create more opportunities than ever for ideas to have an impact.

8) *Remove barriers to creativity,* such as mediocrity, intolerance, disconnectedness, sprawl, poverty, bad schools, exclusivity, and social and environmental degradation.

9) *Take responsibility for change in your community.* Improvise. Make things happen. Development is a "do it yourself" enterprise.

10. All people have a creative potential.

URBAN DEVELOPMENT VISION 2.0 – CITY LIFE AND CONTENT

Jönköping is the city of the lakes. It is characterised by its surrounding areas – the great Lake Vättern, the hillsides, the beautiful scenery and magnificent views. In our future planning, the city's unique attributes and assets, physically, socially as well as culturally, should be carefully considered. As regards the selection and choice of, for example, sports activities, meeting places, cultural events, clubs and societies, commerce and public transport, Jönköping should be able to match those of a large city, while at the same time retaining its small-town atmosphere which conveys to its residents and visitors a feeling of safety, security, and participation. In order to qualify as "Scandinavia's most attractive city centre of its size" we also need to embrace new ideas, openly and with tolerance, bringing out people's creative sides to produce more new ideas, innovations and entrepreneurial ventures. We should always be good ambassadors for our city in order to attract more visitors. We also need to attract and arrange a wider range of events and experiences, preferably of a high international standard.

Destination development

Our city should be attractive to both its residents and visitors. This calls for an urban environment which is safe and tolerant, but also has features which create an interest, and makes our residents feel proud of their city. Jönköping should have a profile which intrigues and attracts both Swedish and international visitors. The new central theatre and concert hall is one example of this. Several other interesting activities, including new buildings and projects around Lake Munksjön also contribute to the image of Jönköping as an attractive destination. How Jönköping should be marketed as a major destination on the E4 motorway, and how visitors can find their way into the city centre, are important questions for further consideration. More aggressive marketing initiatives are called for in order to profile the city. Place Marketing is the overall concept for this process. Local interest groups working together with Place Marketing will be coordinated in the form of a Convention Bureau, specialising in outreach projects concerning conference and congress arrangements in which Jönköping is able to offer special advantages. Financing of these operations will be supported by the municipal authority, as well as local trade and industry.

Cultural vitalisation

Cultural activities and events are important features of a living and vibrant city. Cultural institutions have an obvious role, because of the content they offer, but also as a reflection of the whole physical urban environment. Concerts, theatre and dance performances, festivals and street and market arrangements form a whole which contribute to the way people experience our city. By offering a diversity of high-quality activities and events, Jönköping aims to become an international experience destination. To support the vitalisation of our city, there is a need for more cultural activities, such as more outdoor events of different kinds, and a wide variety of actors. Having an open mind regarding the acceptance and implementation of new ideas and suggested activities in different parts of the city will also contribute to create an experience of creativity and tolerance. Each city square and other open spaces offer opportunities and possibilities for vitalising cultural activities. It is therefore of great importance that such areas are created in the future urban structure which will be built around Lake Munksjön.

Public safety

To feel safe and secure and to be able to visit the city centre during any time of the day or night – is of the utmost importance in the attraction and development of the city. Feelings of safety and security are experienced differently by different groups and individuals, and this should be taken into consideration. By showing tolerance and respect for each other we also create a form of safety and security. It is important that there are people present in the urban environment to establish an atmosphere of safety and security, which is improved by a more compact urban structure and short blocks. In order to encourage people to visit the city centre at any hour of the day or night, irrespective of the season, a variety of activities and attractions should be available. Extended retail opening hours also increase the probability of a more bustling life in the city during various hours of the day. Alternative routes and transport possibilities are needed to reach different points of interest in the city – not least safe school routes – as well as creating attractive environments along these routes. Street lighting is very important and should be designed so that people feel safe in any city environment.

The lakes

There are unique possibilities for the development of the three central lakes, each of them in their own particular way. The vast Lake Vättern attracts visitors from far and near. By extending the marina and building open-air swimming-baths within a close distance from the city centre, the experience of the lake as an inland sea would be enhanced. The Harbour piers may be further developed through providing a wider choice for an extended public base to include young people, and such facilities as ice cream bars and cafés. Lake Munksjön is in the process of being developed into an urban lake and an exciting arena for many different activities, such as swimming, boating, competitions, e.g. rowing, and festivals and cultural events. Our vision includes waterfront deck cafés, open-air dances and in summer, boat fairs; and, in winter, artificial freezing which would perhaps allow skating. The path around the lake - Hälsans stig (*Sli na Slainte*) – should in future run close to the waterfront all around the lake. Aesthetic lighting could be used to create exciting effects linking the different blocks and buildings around the lake. A boat shuttle service could connect the west and east shores. A passage which could facilitate boat connections between the lakes Munksjön and Rocksjön would increase accessibility even more. Rocksjön and its unique lakeside areas may well, in future, become a natural centre for urban recreation offering canoeing, walks and fishing etc. The new youth hostel on the east shore will be a great asset in the area and will also include a café, public toilets and changing rooms for swimmers.

Content of the urban regional core

The buildings in the regional core area should initially be regarded as micro-centres or multi-functional nodes in the future and growing urban fabric. Residential areas in and close to the regional core are important to create life and movement even when the shops are closed. Various forms of living accommodation will promote meetings between different groups of people and contribute to an increasing openness and tolerance. The development of each such urban node should include a pathway which may eventually become a "main street", and which is connected to the central grid system, thereby creating a coherent new structural grid around the lake. Therefore, there should be a mix of residential and commercial buildings. At least 50 percent of the ground floors on the major urban pathways should be premises for public, commercial or social operations and activities. This requires new approaches from developers

who may prefer not to mix different functions. The municipal authority should also initiate public activities and services located around appropriate nodes in the new urban structure around Lake Munksjön. Following the construction of a deck over the Simsholmen sewage treatment plant, new possibilities will emerge which will increase the attraction of this area, e.g. a new multipurpose arena for outdoor sports and events. This urban area will also include meeting places and green spaces suitable for spontaneous sports activities, for example. Local clubs and associations, and non-profit organisations, may become involved in the creation of activities which would contribute to the further vitalisation of the city centre.

The city and the welfare society

How central and municipal authorities choose to locate public sector operations may be decisive in the development of the urban structure. In order to secure a mix of functions in new areas, and create the kind of street life which is required in order for new retail establishments to gain financial strength, there is need for a strategic localisation of public functions which can attract people. The transformation of the city which is about to take place around Lake Munksjön presupposes an investigation of the establishment of public operations and services within this area. These may be service functions which people need to visit, but also other attractions which people choose to visit. What are the future needs and requirements in the regional core of facilities and premises for young people, exhibition areas, pre-schools, schools, health care institutions, sheltered living for the elderly etc.?

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Implementing creativity in the municipal context

Much research has been conducted concerning the factors involved in the attraction of towns and cities. But the question is how to achieve change. A good point of departure is to analyse the current situation and compare it to that of other similar cities. A basic condition for the achievement of any change is to ensure a firm support base. Community projects is a concept used in several locations in the USA, based on the idea of working together to create increased participation, and to make many different interest groups work together towards the same goal. The basic idea is that everyone should participate and be able to express their meaning, and be given an opportunity to influence any development in their municipality. Community projects have been implemented in a number of different US locations, as well as in Australia. Jönköping may be the first municipal authority in Europe to carry out such a project in order to improve its creative situation. However, the project requires heartfelt commitment from several different participators, not least a driven project leader – and real enthusiast.

“Increasing city creativity” (a Community project) – a possible approach:

- 1.** Ensure the commitment of a real enthusiast who genuinely feels that municipal future development is of vital importance; and who is willing to invest one year of their time to achieve improvements. This person should firmly believe that municipal conditions can be changed and should also have a large contact network within the municipality.
- 2.** Appoint 10 – 15 key officials who would meet to discuss the current situation of the municipality. These should represent political life, trade and industry, cultural life etc. and be in close contact with and supported by their own networks. These representatives would meet to discuss their image and perception of the municipality, and what actions they think are required for growth. Having exchanged and discussed ideas, they would present these to those they represent, and be given a considered response.
- 3.** At their next meeting, they would discuss the response information given by their networks, and form a coherent view of the situation. At this stage, more representatives from each party would be added to the group, which means that almost 50 people would actively participate. In connection with this, statistical research and benchmarking is carried out concerning factors which may be of vital importance to the future municipal development.
- 4.** At this meeting, the entire background material is presented – its weaknesses as well as its strengths. An action plan is determined including those actions and activities which are considered to be of benefit and improve the creative situation in the municipality. These are actions which are projected to be implemented within the next few years. At this point, the person and/or group should be identified and appointed as being responsible for the implementation.
- 5.** A large public follow-up meeting is organised to which the local residents are invited. There is a presentation of what has been achieved during the past year, and those actions and activities which the municipality has been carrying out. The idea is, on this occasion, to ensure commitment from as many people as possible to take part in the future process.

Important tasks:

- Present an action plan of how we will actively work with questions of safety and security within the urban regional core.
- Present a strategy of what other functions, events and activities which may contribute to vitalise the regional core, and which may be located on and around the lakes Munksjön and Rocksjön.
- Investigate the need of public sector operations and services within the transformation area around Munksjön. Present a strategy of the localisation of these around Munksjön so that they are incorporated in the best possible way in the new urban structure.
- Encourage private initiatives in order to create popular activities in the regional core.
- Within the framework programme for the development of the lakeside areas, present proposals of how the waterfront areas surrounding Lake Munksjön may be shaped and constructed.
- Stimulate the international visiting industry by, for example, the establishment of a Convention Bureau, financed in cooperation with local trade and industry, which would work with outreach activities concerning the localisation benefits of holding congresses, conferences and other large events in Jönköping.
- Carry out the project "Increasing city creativity" during a little more than a year's time in order to improve the creative situation and implement the plan of actions and activities which, as a result, will have been concretized.

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URBAN DEVELOPMENT VISION 2.0 – RENEWAL OF THE CITY CENTRE

Urban Development Vision 1.0

The Jönköping Municipal Authority has been actively engaged in the renewal process of the city centre since the mid 1980s. In order to strengthen Jönköping's city centre, we need to maintain and increase this progressive renewal process, based on an holistic approach and in cooperation with property owners, trade and industry, as well as other interest parties. Various projects in the east and west parts of the city centre are part of the development area "Renewal of the City Centre".

Completed projects

Within the framework of the Urban Development Vision 1.0, the following projects have been completed from 2000 up to the present time:

Science Park

Jönköping's Science Park facilitates new entrepreneurs to gain access to a knowledge-intensive platform with the purpose of assisting in the creation of new business areas and operations. Opened in 2001.

The Harbour Piers

The old stone walls were renovated and extended to their present size. The bottom stone blocks were covered with protective concrete slabs, and a cobbled market square was created at the south end of the pier. This became the starting point for the establishment of new summer restaurants by some of the city's restaurant owners. These works were completed in 2000.

The Harbour Canal – the north area

This project was aimed at making the north canal area more easily accessible and turning it into a natural meeting place. In the square outside the hotel, parking spaces had to be sacrificed to allow the construction of a wooden pedestrian deck along the canal. On the west side of the canal, steps have been built to facilitate movements along the side of the canal. Completed in 2004.

The Travel and Service Centre

This project was aimed at increasing the attractiveness of public transport and included a new pedestrian bridge over the street Järnvägsgatan, as well as the building of the railway station, the bus terminal and a new pedestrian bridge over the railway to the shore of Lake Vättern. Physical improvements were undertaken during 2000-2001, resulting in new bus docking facilities, parking areas, a new passenger hall, and a new connection from the station to the Lake Vättern shore. Completed in 2001.

The Harbour Park

The aim of this project was to create an attractive and safe and secure meeting place in the inner city centre, and improve the connection between the east and west parts of the centre. Completed in 2001.

The Smedjan Multi-Storey Car Park

In order to increase the competitiveness and functionality of the inner city centre, ample parking space is required. The new Smedjan car park provides almost 500 new spaces for visitors to the east inner city centre, which corresponds to the similar number of former spaces on previous demolition sites which are today being developed. Completed in 2005.

Lantmätargränd

This small lane has had for many years vacant sites as a result of fires and demolitions. The new developments undertaken during 2004-2007 means that new premises for shops at street level and living apartments on the upper floors have been created. The result is a well-frequented pedestrian precinct in the east inner city centre, and new buildings which are well adapted to, and in harmony with the surrounding cultural heritage buildings and settings.

The Munksjön Bridge

The bridge was opened in June 2006 which created new possibilities to further strengthen the inner city centre and allow easier access and development possibilities on the north shores of Lake Munksjön, including some 120,000 square metres of former traffic areas.

The City of Light

A number of sub-projects have been completed in order to improve the central lighting environment, including street lighting as well as parks and public plazas. Examples of major projects which have been carried out are the parks Rådhusparken, Lasarettsparken, and the Hovrättstorget market square. Completed in 2007.

Rådhusparken

In order to increase the attraction and security of the park, a renovation and updating process was carried out in 2006-2007, including the removal of overgrown shrubberies and hedges. The most important paths were emphasised with suitable illumination, as were the adjacent house facades, the park fountain, as well as some of the larger trees.

Filmstaden

The development of the new multiplex cinema block and its architectural features resulted in the establishment of a new regional meeting place in the west part of the inner city centre. Completed in 2007.

Ongoing projects

The east city centre

Based on joint initiatives involving the municipal authorities, property owners and retailers, this project takes an overall cooperation perspective. The aim is to increase the power of attraction and the acknowledged status of Jönköping as the centre of the region, as well as enhancing the east city centre, creating a strong and attractive central area. This project contains sub-projects concerning the development of these areas as a visitor destination, cultural aspects and experiences, the development of sustainable traffic systems, goods distribution, coordination issues, public safety and security, with a view to achieving the desired mix of activities and functions, as well as aspects of physical design. Expected to be completed in 2010.

Ansvaret

This block in the city centre has long been a vacant demotion site used as a car park. Presently, it is being developed including a shopping arcade and office premises, which will contribute to the attraction and competitiveness of the inner city centre. Expected to be completed in 2010.

Diplomaten

This block, adjacent to the east market square, Östra torget, is the site of the projected new public records building complete with a car park having some 360 spaces. The building will be a joint resource for the City Library, the Municipal Archives and the County Museum with premises for activities as well as the museum's City Historical Exhibition. Expected to be completed in 2009.

The Harbour Canal – the south area

Access to this part of the canal will be improved following the removal of the bus lanes and the parking spaces farther away from the canal. This means the public will be able to experience the canal area and its mirror of water in a completely new way. Expected to be completed in 2008.

Bauer's Landing

In a sunny spot on the north waterfront of Lake Munksjön there will be a wooden landing and adjacent pedestrian paths. In conjunction with this, three lakeside "boathouses" will be built intended for meetings and mostly commercial purposes. Expected to be completed in 2009.

Atollen

This block is projected to be developed including facilities which will contribute to increase the attraction of the inner city centre. These plans include, among other things, a shopping arcade of some 14,000 square metres, as well as office premises and private apartments. Expected to be completed in 2012.

Östra kajen

The east quayside area will be developed with some 200 tenanted and privately owned apartments, which are erected in U-shaped units opening up towards the water to give a maximum feeling of presence and view of Lake Munksjön. Expected to be completed in 2013.

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Kålgården and Kålgårdsparken

This is a new urban area which is presently under development. In all, there will be some 1,200 new apartments available for either tenancy or ownership. A large park will be created within the area offering recreation within easy reach. Expected to be completed in 2013.

Södra kajen

The south quayside is the site of the new projected concert and theatre hall, which is expected to be completed in 2011. This area can also accommodate another building for cultural or recreational purposes.

Västa kajen

The development of the west quayside will consist of a mix of office space (a centre for legal agencies) and private apartments for either tenancy or ownership. The buildings will be located so that both the new ones and the ones behind will have a view of Lake Munksjön. The western quay will have two public spaces, the Magnus Ladulås square to the north, and another square in front of the old harbour railway station. Expected to be completed in 2011.

Magnus Ladulås plats

The area in front of the former land survey building will be developed into a new urban plaza and meeting place. In the centre of this, a fountain/basin will be surrounded by gradins, the idea being that the basin will also function as a skating rink in winter. Expected to be completed in 2009.

Lundströms plats and Juneporten

This project is aimed at developing this area in the west part of the city centre, becoming and acting as the city entrance and comprising a notable square. The adjacent streets, i.e. Skolgatan, FE Elmgrens gata, and parts of Trädgårdsgatan will be transformed into attractive pedestrian precincts. Juneporten will be rebuilt to reinforce the connection between the Travel and Service Centre and the new Lundström square. Expected to be completed in 2008.

Järnvägsgatan

The street Västra Storgatan and its high traffic density acts as a barrier, shielding off the former match factory area, from functions and urban life in the west part of the inner city centre. By rerouting the street Järnvägsgatan north of this area, the barrier effect will be minimised. Expected to be completed in 2010.

The former Match Factory area and its main entrance

This is a valuable cultural environment which needs to be given a wider content in order to be further developed as a natural meeting place. Its connection with the west part of the inner city centre will be improved, following the rerouting of Järnvägsgatan and the reconstruction of the main entrance area. Between the Match Factory area and the Hoven block, a hotel and parking establishment is projected, which will add a pulse and increasing accessibility. Expected to be completed in 2011.

(Photo captions from left to right): The north part of the Harbour Canal/Smedjan/The Harbour Pier/Hamnparken/Lantmätargränd/The Travel Centre/The City of Light – the City Hall/The bridge over Lake Munksjön

A strategy for the urban regional core

Jönköping and its surrounding regional area have all the requirements for an ongoing development as one of Sweden's most expansive urban regions. However, this development does not happen automatically. Development must be supported by an initial vision, and subsequent concentrated work, in which both large and small steps must be taken in an intimate cooperation between public and private interests. The Urban Development Vision 2.0 details the formation of a strategy for the development of Jönköping and its surrounding region – and is even more detailed than the Urban Development Vision 1.0, in the advancement “from thought to action”: The implementation of a vision in which the central core of the region plays a vital and prominent role.

Given the results and experiences gained from the implementation of Urban Development Vision 1.0, the time has now come to define new goals and frameworks as part of the new Urban Development Vision 2.0. Knowledge and experience gained from seminars and parallel commissions form the basis of this, together with the increasingly clarified goals for urban development and sustainable traffic systems, which were accepted by the Municipal Council in its endorsement of the Aalborg Commitments in October, 2007. This is not about having a choice of different future visions, as presented in parallel commissions, but, rather, is based on our amassed knowledge, define a long-term vision, and commit to the necessary decision-making and implementation of actions in the process of fulfilling this vision.

The regional core is of strategic importance in sustainable urban development

Urban development aiming to contribute to ecologic sustainability, nationally as well as globally, must be concentrated on the local and regional levels. Towns must become denser and less divided into separate areas having different functions. The different parts of a city should be characterised by a high degree of accessibility, so that walking, cycling and the use of public transport are encouraged.

A sustainable and growing urban region also stimulates the growth of an attractive core. A growth strategy formulated for the Jönköping region must be based on the role played by its core and its interaction with the entire regional area. The core is the most prominent reflection of collectively shared values concerning households and industries throughout the whole region. The region's common core is the most sustainable, and, from a socioeconomic point of view, the optimal location for all kinds of industries and operations which are able to economize on space, i.e. land areas and premises. The core is considered the best location because it is - on average - within close reach of all households in the region. Therefore, it becomes the primary location for operations and resources common to the region. For industries, the core is usually the best location to satisfy demands for labour.

For the Jönköping region to be able to grow and expand, become increasingly integrated and assert its role and importance in a national network of urban regions, the core area must be able to offer a wider selection of workplaces and qualified training courses. As such, the core is at the same time a living environment which tends to stimulate removals between close residential areas, work places and offer a wide variety of cultural and commercial choices. Therefore, it should allow sufficient space for those residents who wish to avail themselves of all its possibilities and opportunities.

Jönköping has very good possibilities to develop a strong and attractive core, which is more than the extent of the traditional city centre having a smaller area and less public life. The scope and intention of the Urban Development Vision 2.0 means that Jönköping's present city centre – consisting of an east and a west part – will in future become part of a larger urban context – “The city and the lakes” – which will form the central core of the entire Jönköping region.

This larger core cannot be based on the development and imitation of traditional city blocks. It will consist of different parts, each having unique urban values. These parts will be linked together through powerful and clearly defined urban interconnections.

The core areas around Lake Munksjön

These will, in future, consist of many different urban environments being interconnected around and across the lake. To create such a functioning entirety there is no question of using previous planning methods, specifying an ideal grid system over the entire area. Today this is primarily about identifying defining urban precincts which will serve to interconnect areas of different character and content.

The core areas around Lake Munksjön will thus include today's existing east and west inner city centre. The east city centre will be further developed as the main shopping area of the core with the development of the new Atollen and Ansvaret shopping gallerias. The west city centre will further confirm its position as the centre for administration, entertainments and education. Within both these areas their cultural features will be strengthened through the development of the Filmstaden multiplex and Smålands Musik och Teater (SMOT), the new concert and theatre hall.

To the west of Lake Munksjön, the urban structure in the south parts of the city will be further developed and strengthened through the city's successive spread towards the shores of Munksjön.

To the east of Lake Munksjön there will be a further development of residential and commercial areas, events and businesses along the street Herkulesvägen and towards Munksjön. The area of the sewage treatment plant will be utilised for some kind of public activities, such as an arena. The old airfield industrial estate area will be successively transformed to include a variety of residential areas as well as stronger interconnections to the inner town centre and the east centre area.

To the south of Lake Munksjön, new high quality residential areas will be developed allowing easy access to the lake.

The interaction of the core and its surrounding urban areas will be the subject of a special study. The entrance points to the core will be further examined and developed. The possibilities of locating the Götaland and European corridor main rail lines within the same station and junction point within the core area will be researched and investigated.

(Legend from top): Urban main pathways/Urban main pedestrian (g) and cycle (c) pathways /Important pathways/Station/Projected new station location/Connections to Lake Vättern

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/Text on map/: Munksjön Urban Lake. Connections to Lake Vättern. Rocksjön Urban Nature.

The city and the lakes

LAKE VÄTTERN – scenic views and urban regional identity

There is a complexity in the way Jönköping interacts with Lake Vättern. The region and the Jönköping-Huskvarna linear conurbation have a strong overall relationship to the lake. However, the real interconnections between the urban area and the lake are for the most part not very strong, because of the barrier effect created along the shoreline by the railway.

The Urban Development Vision 2.0 has the ambition to emphasise the interaction between the city and Lake Vättern. The railway's present route along the lakeside will probably not be changed, even if the Götaland and the new European rail corridors would have a different interconnection with the city. Thus, we must aim at a vitalisation of the possibilities for interconnections between the city and Lake Vättern based on the retention of the present railway route. Different traffic solutions, time and technical perspectives regarding the routing of the new railway should be studied and considered based on the assumption that Lake Vättern is destined to play a more distinct role in the development of the regional core. The waterside areas should be subject to further studies concerning the balance between urban and nature-oriented development. In some places, development could take place in those parts which are today water areas.

LAKE MUNKSJÖN – providing urban lake qualities and joining the different parts of the urban regional core

In the Urban Development Vision 2.0 the work, which was initiated in the 1.0 version, is being continued concerning the transformation of Lake Munksjön into an urban lake. This is one of the central features of the urban development plans now being implemented. From previously being regarded as a barrier, Lake Munksjön will in future become a uniting factor in the core. This is where urban development meets the water, this is where there are possibilities for water activities and a boat shuttle connecting the different parts of the core in an attractive and environmentally-friendly way. Lake Munksjön will become an active part of urban life surrounded by residential areas, workplaces and offer a range of recreational activities.

The Urban Development Vision 2.0 requires that actions are taken to ensure the water quality of the lake. Actions and initiatives are also required regarding the various activities, operations and structures around the lake, so that these may interact with urban quality development including the major development of residential areas.

LAKE ROCKSJÖN – providing urban ecological and nature qualities

The water in Lake Rocksjön is already of a good quality and the lakeside areas have high natural values. This is a resource of the utmost importance to life in the core area, whose parks and nature areas are an intrinsic part of the sustainable city. Residents and workers in the core shall be able to access these qualities and values without having to go outside the core. This is

important in the provision of good living conditions and a good environment for children growing up in the area.

The achievement of a well researched and agreed balance between park areas, urban nature and a preservation of the areas surrounding Lake Rocksjön, as well as the areas between Rocksjön and Munksjön, is an essential part of the Urban Development Vision 2.0. As regards the Lake Rocksjön area, this is intended to be designated as a municipal nature reserve.

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The settings of urban life

An overall and coherent vision of how the future townscape around Lake Munksjön should be organised and designed is of the utmost importance, especially as the development will probably be gradual and of a long duration. Thomas Hellquist, Professor in Architecture and Design at the Blekinge Institute of Technology, has stated the following urgent strategies for the implementation of the Urban Development Vision 2.0:

1. Make the city denser

- instead of allowing an urban sprawl

Identify the tears in the urban fabric. Make a special study of the seams between the existing, the newly built and the future planned blocks and areas. Concentrate on how to repair damage, and on creating new contacts. Before any new development is undertaken, the initial consideration should concern their immediate physical connection with existing city structures – starting from the inner city area and (going) proceeding outwards. Aim at close, frequent and natural contacts.

2. Build multi-functional nodes (centres)

- instead of housing areas

Building developments should, from the start, be regarded as multi-functional nodes (centres) as part of the future urban fabric. They will, in time, give rise to further developments and more building projects. Housing and business should always be mixed. Aim at making at least 50 percent of the ground floors of the buildings on the main pathways and streets available for public, commercial or community activities. Give each urban node a pathway or street which can grow into a “high street” linked to the existing web of city streets, thus creating a new coherent road network around Lake Munksjön. Municipal initiatives are required in order to locate public activities and services within each node.

3. Build urban rooms – instead of objects

Neither the size of our population nor our outdoor customs call for any enormous spaces between buildings. A more densely built city will increase the need for a careful planning and design, which will result in a higher degree of utilisation. Present observations indicate that urban spaces are more used if they are clearly defined. Aim at building rather small, well defined and varied sequential urban rooms. The traditional city comprises the urban space categories, such as streets, courtyards, squares and parks. All these categories may well be used in the future development of Jönköping.

4. Build more densely to encourage sustainability

- instead of wasting resources

Sustainability speaks in favour of building compact cities. Build short blocks. This creates a more intimate townscape, which promotes pedestrian and cycle traffic, which in turn

promotes interaction between different city districts and thus a busy street life generating customer potential. Reduce the dimensions of the urban spaces – the streets, the squares, the open places and the in-between spaces. In existing developments, restore the human scale by broadening pavements, by planting rows of trees or by adding new buildings to make the area more intimate. In new developments, choose the smallest dimension permitted, and avoid “to be on the safe side” spaces.

**5. Develop public transport and pedestrian and cyclist pathways
– instead of motor traffic**

In order to support from the start the establishment around Lake Munksjön of a townscape which is perceived as belonging to all, the new nodes must be connected in different ways. The size of the lake requires special initiatives in order to maintain the city’s quality “nearness”; for example tracked public transport with frequent services all around the lake, a ferry shuttle going both straight and diagonally across the lake during the summer months, and an attractive continuous pedestrian and cycle pathway along the waterfront.

**6. Scatter public services strategically
- instead of centralising them**

To make sure that new areas really get a mix of functions and the street life required for businesses to become financially viable, it is necessary to practise strategic location of public services which attract visitors other than just local residents; for example a care centre, a social insurance office, a tax office, a school, an employment agency, public swimming baths, a museum, a music stage etc.

/Photo captions from left to right/: Jönköping is growing – from the inner city centre outwards. Urban pathway with tramlines and workplaces located on the ground floors. Photo: Hammarby sjöstad. An increasing density provides sustainability and includes short blocks and clearly defined urban spaces. Photo: Malmö Bo 01./

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7. Let old buildings in new areas live on

- instead of creating uniform environments

A mixture of buildings of different ages and types promotes a mixture of functions, counteracts segregation and gives diversity to the environment. Existing buildings – such as industrial premises, boathouses, old residential buildings – should therefore as far as possible be preserved and integrated into the new planning. Different rent levels and “informal” premises of different standards give more people a chance to start activities or enterprises which create diversity and may contribute to economic growth.

8. Give shape to the shores of Lake Munksjön

In future, the shores of Lake Munksjön will constitute an important and vital part of the public urban spaces in Jönköping, which means that great consideration and care should be given to their design and development.

9. A sequence of green rooms

There should be a continuous pedestrian and cycle pathway around Lake Munksjön. It is important to create green urban rooms and parks along this path as a complement to new building developments, and thus have it pass alternately lakeside parks and embankments with rows of buildings. The pathway should be connected to other nearby green areas, such as Gräshagen, Lake Rocksjön and the Strömsberg nature reserve. Lake Rocksjön should be protected against any future development and being designated as a municipal nature reserve. A more significant amount of greenery should be added to the inner city centre.

Density and public identity in the urban regional core

Urban identity in the core is created by building densification and by ensuring a clear public image. The location of the core warrants a high degree of exploitation so that many residents as well as workplaces can be accommodated in this heart of the region. Lake Munksjön must be accessible from a regional aspect – and never be incorporated in any exclusively residential or office development plans. Urban public identity and access shall be retained here as well as in the main pathways and public plazas in the core.

The different parts of the core will become part of a new urban fabric with a clear identity within the core, confirming and announcing the existence of a strong and common recourse for the whole region.

The SpaceSyntax maps of Jönköping show in detail how the new network of urban main pedestrian and cyclist pathways may be developed over time, enhancing the existing city centre and expanding the inner-city urban areas. The east parts of the city centre including lakes Munksjön and Rocksjön will have possibilities to develop further as an extended inner urban area.

The SpaceSyntax analyses are graphical presentations of possible “degrees of integration”. The red grid represents a high degree of integration, i.e. it will be easy for pedestrians and cyclists to orientate on a red street. The blue grid, however, represents the opposite, i.e. streets which

are not integrated in an overall strategy but are more isolated in relation to other routes and streets.

Urban rooms which are well integrated with their immediate surroundings and within the overall city, offer the potential for a greater variety of retail establishments, as well as an increased level of safety and security for both residents and visitors.

/Photo captions from left to right/: Conception of the Lake Munkjön waterfront industrial area. Proposal by: Creacon/Trivector

/Right/:: Jönköping before the Urban Development Vision – SpaceSyntax analysis.

An urban fabric – SpaceSyntax analysis.

Example: Herkulesvägen – low integration value.

Example: Klostersgatan – high integration value.

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URBAN DEVELOPMENT VISION 2.0 – RENEWAL AROUND LAKE MUNKSJÖN

Commissioned projections

Three commissioned projections have been carried out within the framework of the Urban Development Vision 2.0, which may serve as an inspiration and illustration of central urban development. These proposals may differ to some degree; however, all of them include the ambition to utilise the unique possibilities for urban development of the regional core into a central resource for the entire region. Urban qualities, spaces and interconnections are highlighted as being the decisive elements in a successful development.

/Photo captions/: Perspective of the city and the lakes. Perspective of the Lake Munksjön urban area. Ongoing implementation of the Urban Development Vision 2.0.

TEAM **CREACON/TRIVECTOR**

VISION

- A new station location for the Götaland rail line which should become a junction and “motor” in a new urban quarter – the south Munksjön area.
- The waterfronts of the lakes should be made accessible and integrated in the urban environment.

LEADING PRINCIPLES

- The development of lakes Munksjön and Rocksjön into “urban lakes” offering activities and attractions both on the water as well as on the waterfront.
- A new north-south route – the Herkulesvägen – having the required traffic capacity should combine and integrate the south areas with the regional core and thus strengthen the inner city centre.
- The buildings, streets and plazas will contribute to a considered and designed urban environment, replacing traffic routes, i.e. the creation of structures having a living interaction with streets and having street-level entrances.

STRATEGY

- Create and maintain areas close to nature.
- Built-up areas having a good proximity to public transport.
- Create an urban pathway which connects the fringe areas with the urban core.

TEAM **SWECO FFNS**

VISION

- To reinforce the role of Jönköping a regional core and “motor” for its surrounding areas.
- To create a national and international meeting place for trade and industry, education, research and development in Jönköping.

LEADING PRINCIPLES

- To safeguard local networks and develop good meeting places in an attractive city which offers its residents a good living environment.

ALTERNATIVE STRATEGIES

Vätterstaden

- Densify the city centre, and use the present location of the railway station as the junction for the new Götaland rail line.

- Structures extending into Lake Vättern with premises for high-profile national/international functions giving a high degree of accessibility.
- New waterfront developments around Lake Munksjön.

Munksjöstaden

- Concentration adjacent to a new station location for the Götaland rail line.
- Urban densification along accessways leading to the city centre.
- New waterfront developments around Lake Munksjön.

TEAM **WHITE/TEMAPLAN/RAMBÖLL/SPACESCAPE**

VISION

- Maintain the existing structure of the city and locate any new developments from the city centre outwards.
- Build a city within the city – no further development of residential or office areas.
- The Götaland rail line can contribute to develop the city's natural interaction with Lake Vättern.
- Shopping malls and other retail and service facilities to be developed along the E4 motorway – having good contact with the city centre.

LEADING PRINCIPLES

- To re-create the city's south areas and their particular identity in the east part of the city.
- To create urban waterfronts and city parks.
- The urban landscape having lakes, parks and green pathways interacts with surrounding large green areas.

STRATEGY

- To create urban growth within the city; to create a network of urban main pathways forming the backbone of the renewal of the city.
- To create a game plan for the development of the city. It is impossible to forecast and determine what the city will look like in 20-30 years' time. The development game is always ongoing; but by having and determining clear rules the city will certainly benefit.

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/Photo captions/: Creacon/Trivector: In the coffee shop of the Götaland railway station, passengers can enjoy the water mirror of Munksjön, reflecting the silhouette of the city centre.

SWECO/FFNS: Proposed development of the south shores of Lake Munksjön.

White/Temaplan/Ramböll/Spacescape: Allowing free scope of future urban development.

The Aalborg Commitments

European local governments united in the European Sustainable Cities & Towns Campaign, assembled at the Aalborg+10 Conference, confirm our shared vision of a sustainable future for our communities.

Our vision is of cities and towns that are inclusive, prosperous, creative and sustainable, and provide a good quality of life for all citizens and enable their participation in all aspects of urban life. .

In order to fulfil this Vision, 10 Commitments, each including 10 sub-commitments, have been identified. These were adopted by the Municipal Authority of Jönköping in October 2007, and provide a framework for the future development of our city. Our urban development planning is mainly concerned with the **5th and 6th Commitments, as follows:**

5 PLANNING AND DESIGN

We are committed to a strategic role for urban planning and design in addressing environmental, social, economic, health and cultural issues for the benefit of all.

We will therefore work to:

- 1. re-use and regenerate derelict or disadvantaged areas.**
- 2. avoid urban sprawl by achieving appropriate urban densities and prioritizing brownfield site over greenfield site development.**
- 3. ensure the mixed use of buildings and developments with a good balance of jobs, housing and services, giving priority to residential use in city centres.**
- 4. ensure appropriate conservation, renovation and use/re-use of our urban cultural heritage.**
- 5. apply requirements for sustainable design and construction and promote high quality architecture and building technologies.**

6 BETTER MOBILITY, LESS TRAFFIC

We recognise the interdependence of transport, health and environment and are committed to strongly promoting sustainable mobility choices.

We will therefore work to:

- 1. reduce the necessity for private motorised transport and promote attractive alternatives accessible to all.**
- 2. increase the share of journeys made by public transport, on foot and by bicycle.**
- 3. encourage transition to low-emission vehicles.**
- 4. develop an integrated and sustainable urban mobility plan.**

5. reduce the impact of transport on the environment and public health.

In order to be able to realise these commitments, actions are required with support this development. Accessibility is the key word for our future development of our traffic systems. The urban regional core must be accessible from a national, regional as well as local perspective. Accessibility is explained as “the ability to reach locations where one wants to go”. Since the documentation of the Aalborg Commitments, accessibility has become the term which best describes the sustainable methods used in the development of a traffic system.

Research has shown that accessibility and mobility are planning opposites. High accessibility presumes lower mobility, and vice versa. Urban density is an important factor as it promotes less traffic on an overall perspective, and thus more pedestrians and cyclists. Urban planning, i.e. where we choose to localise and inter-relate different activities and operations, is of the utmost importance to the need for motorised traffic.

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Accessibility of the regional core from a national perspective

Jönköping's location south of Lake Vättern means that the city has for a long time been a natural communications node for passengers as well as for goods transports. The road network has been expanded, which has contributed to Jönköping's present position as an important communications hub, which is today illustrated by the rapidly expanding logistics centre at Torsvik. The increase in national road traffic has resulted in the successive development of the E4 motorway, which means that Jönköping now also has a high-grade access road system for local traffic. National through traffic passing Jönköping on the E4 currently only amounts to some 20 percent.

During peak times, the local traffic situation can hinder the flow of long-distance through traffic. If Jönköping shall be able to live up to the Aalborg Commitments, we must reduce the usage of local private driving on a per capita basis.

Jönköping's role in the national railway network will also become of increasing importance. Concerning goods traffic, this will be achieved by the development of a new strategically located combiterminal, the logistics centre LogPoint South Sweden, and a new railway spur to the Torsvik Logistics Park. Regarding passenger traffic, the Götaland and European corridor rail line will allow the introduction of high-speed trains between Stockholm and Gothenburg, as well as between Stockholm and Helsingborg, which means that Jönköping will become an even more important junction in the national rail network. A crucial question, yet to be resolved, is the location of the new station which will service the Götaland/European line. This will most probably be located in the core area; however, whether it should be in the north or south part is still to be determined.

Accessibility of the regional core from a regional perspective

Jönköping's position and role as a regional centre involves new challenges for the traffic system. The roads connecting to the E4 have, at times, some capacity problems because of the importance of this major highway. To extend the road capacity cannot be considered as any sustainable solution as this will reinforce the problem by the generation of new traffic in the city. It is now an acknowledged fact supported and confirmed by many research findings that new roads generate new traffic. Other solutions are therefore required.

To increase the attraction and accessibility of public transport, substantial improvements in standard and capacity are required, which is often suggested as the introduction or development of tramline systems. However, continued work within Mobility Management, i.e. soft actions concerning how to influence journeys before they start, also plays an important part. Mobility Management is today a well established approach in all larger municipalities, and the cost effectiveness of this method and approach has been well substantiated.

Many workplaces and service facilities are located and will continue to be located to the east and west parts of the city centre. Therefore, it is of the utmost importance that regional public transport can offer good connections to the north parts of the core area. This means that both regional bus and rail traffic should continue to have their main junction point at the present location of the railway station. This is irrespective of where the Götaland/European railway station will be located. The new rail lines mean increased accessibility to and from the whole region surrounding Jönköping. This accessibility will be further strengthened in that regional rail traffic will as far as possible stop at more stations within the municipality.

Regional public transport, principally rail traffic, is very important in the future growth of Jönköping. If rail traffic will be developed, it will contribute to road traffic not being increased; this, however, depends upon an increase in the capacity and frequency of rail services. This will obviously involve an increased pressure on the rail network, and investment in some extensions consisting of double tracks will be necessary. This certainly applies to the rail track connecting Jönköping C to the vast A6 shopping centre. If regional rail traffic should be able to develop, Jönköping must have a contingency plan formulated for the expansion of the existing single track system into a double track system.

Accessibility from a local perspective

The capacity of public transport may be increased by using tramline solutions. Because of its geographical location, Jönköping is a linear city in which effective catchment areas are possible. "Think tramlines – drive buses" already applies to the present base line system in which buses are given priority over other vehicles.

It is important to be able to create good connections between the core and the routes to Bankeryd, east Jönköping, and Huskvarna. Possibilities must be created in the east corridor to increase public travel which may relieve the E4 motorway from local traffic pressure, as well as increasing the accessibility and flow of national motor traffic.

Following the development of the new goods railway between Torsvik and Tenhult there will be new possibilities for improved tracked passenger traffic in the Tabergsdalen valley, possibly with a continuation westwards to Bankeryd and beyond, in the long-term perspective, perhaps even to Habo and Mullsjö, in the form of a suburban line, offering fast and frequent connections to and from the city centre. By a redirection of the tracks more residential areas will have access to, and may prefer to use this attractive public transport alternative, which in turn will allow increased access to the core.

New initiatives for improving the pedestrian and cyclist infrastructure, as well as Mobility Management, may result in further synergies in combination with extended public transport. When more people use public transport, cycle or walk, the street system will be less congested which will be of benefit to any remaining motor traffic.

Accessibility within the urban regional core

An attractive core area must have a traffic system which supports and promotes its attractiveness, and does not cause any problems in the form of high noise levels, congestion and air pollution.

Jönköping is growing which places new demands on the city centre. In order to meet and respond to future challenges, the city centre must be able to retain its high accessibility for all kinds of traffic (motor traffic, public transport, pedestrians and cyclists).

However, in order to be implemented, this requires limiting the accessibility and adaptability presently seen for motor traffic. For people to be able to avail themselves of the range and variation of the city centre, public transport, pedestrians and cyclists must be given increased attention so that there are no negative effects, and the city will retain its attractiveness.

Regarding motor traffic, parking areas must be created just outside the city centre with attractive walkways leading to the centre. The growth of job opportunities in the city's central areas for the most part comprises knowledge-intensive industries and service professions. These companies do not require high car accessibility in the same way as do engineering

industries etc. On the other hand, the large retail establishments located, for example, on the streets Herkulesvägen and Solåsvägen generate a great deal more traffic.

It is of the utmost importance that we continue our work to strengthen commerce and services offered in the core area in order to retain its attractiveness. Considering the rising prices of fuels, any such development will certainly increase the city's competitive edge.

The future traffic structure will be very much dependent on the location of the new station for the high-speed trains. If this will be in the south area of the core, any accessways between the present and the new station could become an attractive north-to-south main axle for residents, workplaces and commerce, on which the two stations would form distinctive terminal points. The greatest challenge in the creation of a well functioning regional core will be to ensure east-to-west connections, in which, today, Lake Munksjön is an obvious barrier. The need for a link over the Lake Munksjön is not influenced by the future location of the new station. However, the south part of the core may become somewhat weakened if the new station complex was built and coordinated together with the present station.

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The work conducted within the Mobility Management project is essential in order to ensure the best possible effects of an increase in public transport, as well as those for pedestrians and cyclists, and is also a precondition for many of the planned initiatives. A clear connection to these initiatives also provides opportunities for Mobility Management to proceed from project to process.

This is how we intend to proceed

One effective way in the establishment of a future attractive and sustainable public transport system is to base this work on a communication strategy, as stated in the Aalborg Commitments. The European term is SUTP – Sustainable Urban Transport Plan – already applied in many Swedish towns and cities.

A communication strategy will determine the way forward in the creation of Jönköping's future traffic system, and provide possibilities for linking the intentions of growth and sustainability into concrete actions. Experience shows that a communication strategy is essential as being a signpost towards the future.

Such a plan should address and consider issues such as residents' travel needs, their choice of means of conveyance, principles for future public transport, and the development of the infrastructure for not only motor vehicles, but public transport, pedestrians, and cyclists.

In line with any new communication strategy, there must be a study of where to locate the station for the new high-speed trains. The result of this investigation is of the utmost importance as a point of departure for the ongoing work with both the communication strategy and urban development around Lake Munksjön.

The capacity and role of the E4 motorway as it is linked to the city's expansion must also be investigated. Improved tracked public transport between Huskvarna and Jönköping will probably relieve the E4 from much local traffic. In order to strengthen regional development, sustainable traffic systems must be supported and promoted by a further development of regional train traffic. In this respect, the realisation of a double track between Jönköping C and the A6 shopping centre is of the utmost importance.

Important tasks:

- **Investigate the future station location of the Götaland/European rail lines.**
- **Investigate the capacity and role of the E4 motorway.**
- **To further develop regional rail traffic.**
- **Present a communication strategy to determine a sustainable traffic solution within the core area.**

The strategy includes:

- a description of the present situation
- a description of aims
- an analysis of tracked and other types of sustainable public transport solutions
- an analysis of a pedestrian and cycleway system
- an analysis of the need for, and the availability of, parking spaces

- how to achieve increased efficiency of the motor traffic system through actions taken at strategic points
- an analysis of an east-to-west link over Lake Munksjön
- a continuation of the traffic behaviour and influence work within the Mobility Management project
- an action programme for continued work.

/Photo caption/:

A Vision for 2020: In the future, bicycles will be the main mode of conveyance within the regional core, at the same time as there will be a new transversal link across Lake Munksjön. For any longer journeys within the urban areas there will be high-capacity and very frequent tram services to Taberg, Bankeryd and Huskvarna.

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Inspirational models

There are many towns and cities around the world which have, for a long time, been actively involved in creating long-term sustainability regarding their urban areas, urban development and traffic systems. The following are some examples which may serve as models for Jönköping.

Europe can show many examples of cities having previously had more or less deserted centres, but in which purposeful urban renewal projects have led to the creation of attractive central areas with a great deal of content variation. In many cases this urban renewal has been supported by a determined investment in the improvement and expansion of public transport systems. This has been considered as extremely important as being a vital element of urban revitalisation and to create more room for people in city centres. In order to create more space for pedestrians and cyclists, you must reduce the space presently given to motor vehicles. The revitalisation of urban centres requires a high degree of accessibility, and this may only be achieved by connecting the outer areas and suburbs to the centre by offering a high-quality public transport system. There are several examples of this model, particularly notable in France, where Grenoble was the first to achieve this in 1987. Some well-known following examples are Strasbourg (1994), Valenciennes (2006) and Mulhouse (2006).

These urban projects usually comprise new water infrastructure and sewage projects, traffic rerouting which opens up for more pedestrian precincts in the centre, multi-storey car parks on the outskirts of the inner city centre, and, not least, renovation of all the buildings located along the public transport routes. The results show themselves very soon – the urban central areas flourish, and there is a dramatic increase in the use of public transport.

Parla

This trend has now reached Spanish Parla (20 km south of Madrid; pop. 100, 000) where the first part of a new 10 km long tramline was opened in 2007. The motto for Parla has been: urban development, creation of green zones in the city, prioritizing a space-efficient public transport system, new pedestrian precincts, and a new order and priority for all types of traffic in the city centre. Tramcars were chosen based on the motivation that they are fast, comfortable, green, easily accessible, on time, as well as intermodal (connecting with commuter trains in an efficient way).

There are also examples in which urban renewal is backed up and provided by high-quality bus transport, i.e. in Oberhausen (Germany), Rouen (France) and Nantes (France). Also in Utrecht, in the Netherlands, giving priority to buses in the city centre has been part of a successful revitalisation.

Karlsruhe

In Karlsruhe, Germany, work has been in progress since the early 1980s, aimed at catering for the entire anticipated traffic increase in the city with public transport, cycle and pedestrian precincts. This has meant a substantial development of public transport since the mid 1980s, mainly the city's network of tramlines. All residential areas should have close access to high-quality tramline services. This initiative gave an immediate positive response, and between 1985 and 2006 public travel has increased by 100 percent. During this period the city's

population has increased by 7 percent. An even more interesting fact is that car ownerships, during the same period, increased from 495 to 630 cars per thousand residents. During the period 1990 to 2002, street repair work only increased by 2 percent. This example shows that given the prerequisites of careful and purposeful planning it is feasible to develop a city based on the Aalborg Commitments using public transport, cycle and pedestrian traffic to obtain increased accessibility.

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It is very important that future public transport in Jönköping is given a structuring effect. The following transport alternatives which fulfil these requirements are:

- **Tramlines**, which are the ideal and convenient public transport system having a large capacity and structuring urban characteristics.
- **Duo track railway**, i.e. the combination of trams which are able to run on railway tracks which contributes a high degree of flexibility to the existing system.
- **System-guided buses**, (e.g. in the city centre) allowing buses to be driven entirely or partly in dedicated lanes, separated from other traffic, i.e. having full or partly structuring characteristics.
- **Trolley buses**, which are powered through overhead trolley wires, i.e. a bus service having totally structuring characteristics.
- **Track taxis**, i.e. track-bound cars on light automatic lines which give structuring effects as long as the system does not take up any ground space.

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Lund

Lund is a very successful Swedish example. For the last ten years, the city has implemented a sustainable traffic strategy, the "LundaMaTs". This consists of a large number of different physical improvements to public transport and cycleways, as well as a dedicated work within several Mobility Management projects. The results have been very positive. Of all Swedish towns and cities, Lund presently shows the highest percentage growth rate. It has, however, based on their strategy, been able to reduce per capita driving, while at the same time increasing cycling and public transport.

Rent-a-bike systems

These systems which are currently becoming increasingly available in many places around the world, is another idea which is well worth testing. Rent-a-bikes may, for example, be available at public transport main nodes, as well as at car parks on the outskirts of the city centre. There are some good examples, in Lund, Copenhagen, Lyon, Zürich, Paris and Stockholm.

Jönköping – The Good Town for Public Transport

"The Good Town" is a national project in which three selected cities, Jönköping, Uppsala and Norrköping, initiate and implement their own projects in cooperation with the National Rail Administration, the National Board of Housing, Building and Planning, the National Road Administration, and the Swedish Association of Local Authorities and Regions. Within the project the cities work together with urban development and traffic planning in order to create the best possible conditions to develop and grow, corresponding to the needs of their residents.

The following four major themes have been identified within the national project:

- **Overall urban development**
- **Public transport**
- **Sustainable travelling**
- **City centre development**

"Jönköping – the Good Town for Public Transport" is a sub-project within the framework of the national project "The Good Town". The work has resulted in a document: the vision and implementation in Jönköping of a long-term and sustainable public transport system. There are also separate sections within the project which apply to Norrköping and Uppsala.

A vision for a long-term sustainable public transport system

Jönköping faces the prospect of great changes because of its positive development. An increasing number of companies are declaring an interest in establishing themselves in our municipality, to a large degree decided and influenced by the excellent strategic location of the city centre concerning most kinds of communications. However, in order to respond to these requirements and create a good future living environment in Jönköping, its traffic systems must be further developed.

A cohesive structure and a united vision

Developments in the urban regional core will take place over a long time, covering many different areas, and engaging many different interest parties. Existing operations and activities will continue during longer or shorter periods of time. It is therefore impossible to determine any resulting representation of the area. However, development is proposed to take place as part of a game plan guaranteeing the development of the positive urban qualities previously determined under “Renewal around Lake Munksjön”.

The municipal authority is responsible for the establishment of public urban rooms and pathways. It can plan and implement public transport facilities and public functions, and influence the establishment of retail operations which support and complement the life and content in the core area. The municipal authority will present a framework programme based on the overall planning structures as stated in the Urban Development Vision 2.0. This programme will form the structural backbone, which will create possibilities for the development of areas and sub-areas in different stages, while also guaranteeing basic urban qualities.

The base of the structure is the development of Lake Munksjön as an urban lake area, offering facilities for recreation, cultural activities, and connections across the water. The lake will play a unifying role and become an urban room within the core. The structure will be further defined by a number of distinct urban pathways and street rooms connecting the various parts around Lake Munksjön to the east and west parts of the city centre. These street rooms will be designed and given a defining public content to make them attractive as being accessible and close connections to and within the city.

Within the framework of the game plan guidelines, and as stated in the municipal structural programme, private interest parties may cooperate with the municipal authority in the development of sub-areas within the core. Development within different sub-areas may be undertaken at the same time or individually, in a shorter or longer time perspective.

1. The west city centre

This has a many-faceted character, including a travel centre for bus and train passengers, the university campus, several buildings housing government agencies etc. The area also has many restaurants, cafés, and places of entertainment, now also including the new Filmstaden multiplex cinema. The industrial heritage site, i.e. the former match factory area, Tändsticksområdet, has considerable value, and may also add new qualities as part of the development of the west city centre. The interconnection to this area will be improved following the rerouting of the street Järnvägsgatan, and the conversion of the main entrance to the match factory area. Between the match factory complex and the Hoven administration block, plans allow for the development of new hotel and parking facilities which will add an increased pulse and vibrancy, and allow better access to the whole area. The aim should be to continue work which will improve and enhance the attractiveness and competitive edge of the entire area.

2. The east city centre

This part of the inner city centre with its pedestrian precincts has a distinct commercial and retailing profile, which will be further enhanced following the development of the new

shopping arcades, Ansvaret and Atollen. The presentation of an integrated survey and business plan are of immediate interest in order to increase the area's attractiveness and competitive edge. The commercial profile of the area will be complemented by a cultural content in the form of the new theatre and concert hall together with public meeting places on the new quaysides along Lake Munksjön.

3. Kålgården

The structure of this area is such that its west parts consist of mainly residential areas, while the east parts are business areas, presently mainly car repair facilities and dealerships. With regard to its central location, it is important to achieve an increased variation throughout the whole area. In the south part, a public park will be established which will include the nature area surrounding Lake Rocksjön. The area adjacent to this park and the nature area should be developed with housing and/or public activities in order to increase safety and security, at the same time as the nature area is protected against any exploitation. In order to enhance and improve the connections between the east city centre and the Kålgården area, including the former airfield site, and considering any urban development which may take place there, a proposal for a new north-to-south pedestrian and cycle pathway must be considered and developed.

4. Söder/Torpa

The south parts of the city are today densely built-up areas having a large element of residential buildings, and retail and service establishments. The future conversion of the industrial site will allow the south central area to expand eastwards towards Lake Munksjön. This development should be given a varied content having a large element of residential buildings allowing close access to the waterfront. Older buildings should be converted, enhancing the typical identity of the area. The new and old parts of the south central area will be joined together through east-to-west routes and pathways, at the same time as there will be an obvious contact to the proximity of Lake Munksjön, and its presence felt throughout the area. The conversion of the former industrial area allows the creation of pedestrian and cycle paths along the waterfront. Future possibilities of building a new bridge over Lake Munksjön must be guaranteed. Furthermore, the whole area should be designed to allow the implementation of new public transport systems and solutions.

/See also pp. 12-13 – Legend/: Urban main pathways/Urban main pedestrian (g) and cycle (c) pathways/Important pathways/Station/Projected new station location/Connections to Lake

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5. Station location for the new Götaland/European main rail lines.

Alternative A: Present location.

In order to be able to develop a regional track-bound traffic system, double tracks are required between Jönköping C and the major A6 retail complex. Should the Götaland and European high-speed trains stop at the present station, further planning actions are required. The aim of strengthening the interconnections between the city centre and the shores of Lake Vättern, and any development of this area, must be closely examined, taking into account different operational alternatives, as well as all possible technical solutions. Facilities for recreation and leisure, such as a marina and open-air swimming baths should be considered. New railway tracks and a further development of station functions may highlight both possibilities and restrictions concerning the future development of the Lake Vättern waterfront.

6. Station location of the Götaland/European main rail lines.

Alternative B: South of Lake Munksjön.

Considering the possibility of an alternative location of this railway line south of Lake Munksjön, the location of the station in the area between the old airfield site and the Kabe Sommarland pleasure park should be examined. Within this zone, different station locations should be examined and considered together with the potential for future development of the surrounding areas. The idea is to create some scope of action concerning possible locations of the station, as well as ensuring a strong urban development close to the station. The development of buildings and facilities in areas within this zone must depend upon the results of the investigation, before any subsequent planning strategies are proposed.

7. Simsholmen

Today, this area contains several environmental impacting facilities which means that there are restrictions concerning any new establishment and usage. The Simsholmen sewage treatment plant has a central and attractive location within the core area; therefore, following a gradual transformation, this area should be given an urban character with a varied content. Restrictions concerning any establishment of high-volume retailing should be implemented. The waterfront areas should mostly consist of new housing projects. The existing plant will be upgraded and rebuilt to allow new development in proximity to this facility.

8. The area south of Lake Rocksjön

This area, which includes parts of the old airfield, is today a typical industrial area. The existing street grid may be extended, and land use may gradually become more varied with a higher urban density. The north parts of the area, closest to Lake Rocksjön, and the nature area, could be developed with housing projects, at the same time as the nature area is protected from any exploitation.

9. The area south of Lake Munksjön

This area, which is a part of the core, is at some distance from the city centre. However, its location on Lake Munksjön gives it a special relationship to, and an open view of the city centre. The area is very attractive for future housing development on the waterfront. The

urban structure and density concerning its future usage will be determined by the location of the Götaland and European corridor rail lines and their connecting station. Any planning and development projects should therefore await final decisions concerning the location of the new railway station. Both with and without the location of the railway station within this area, it should be developed to allow the waterfront to have a high degree of public access, and that the entire area is in contact with and has both a view of Lake Munksjön and the city centre on the other side of the lake.

10. Solåsen/Fridhem

This is a large commercial area consisting mainly of high-volume retail outlets. The area's location on the fringe of the core, with direct access from the E4 motorway, motivates the extended development of high-volume retail outlets. Traffic issues and problems should be given detailed consideration, for example, the extension of the street Barnhemsgatan and the connections to the E4 motorway and the Rv40 national highway. Large retail establishments which generate a lot of traffic should be located in the areas closest to the E4. However, problems concerning traffic capacity must be solved in order for this projected development to be fulfilled.

The nature and development of this area should be closely examined in the municipal investigation concerning the development of trade and commerce. This should take into consideration that the development of the consumer cyclical retail will not pose a risk to the ranges or profiles of established businesses in the city centre. As regards convenience goods retail, the aim should be to obtain a balance between the large-scale outlets in the area and the smaller retail services which are still preferred in various areas within the core, as well as in other outlying parts of the municipality.

11. Survey area: the Kabe Sommarland pleasure park

The area north of the stream Tabergsån is, in the comprehensive survey, proposed as a future housing development area. The area's location within the core means that it should be considered as a potential development area, and that any possible future uses for its different parts should be investigated.

Important future tasks:

- **To carry on with the renewal of the city centre, aiming to form a cohesive whole integrating the east and west parts of this area. The work should aim at achieving a densification of the city centre including a variation of housing, retail outlets and workplaces; which will extend and widen the overall attractiveness and diversity, and thus increase competitive and marketing factors.**
- **To present a framework programme for the long-term development of the areas surrounding Lake Munksjön, describing the interconnecting pathway structure as well as the overall spatial vision, as a basis for future local planning.**
- **To investigate alternative locations for the station of the Götaland/European rail lines, and to analyse any possible urban development projects adjacent to these alternatives.**
- **To revise the present policy for the development of trade and commerce, including, among other things, an impact assessment concerning different development scenarios.**

- To investigate the possibilities of cleaning up Lake Munksjön.
- To complete the investigation concerning the conversion of the Simsholmen sewage treatment plant.

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City life and content

Develop an atmosphere of safety and security in the city

Present an action plan of how to actively work with issues of safety and security in the urban regional core. Based on such a plan, work continuously with the implementation of actions and measures concerning safety and security.

Develop Lake Munksjön into an "urban lake" offering water quality aspects and attractions

Present a strategy of any further functions, events, arrangements and activities that may contribute to the vitalisation of the core area, and which may be located on/around the lakes Munksjön and Rocksjön. Develop the walkways running from Lake Vättern to Lake Munksjön and Lake Rocksjön, and the waterway connection between Munksjön – Rocksjön.

Develop the life and content of the city to allow the creation of further diversity

The aim should be to be able to create a great variety of content, such as education and research, commerce and service establishments, cultural events, entertainments and tourism, housing and workplaces. Investigate the need for and possible localisation of public operations and services, i.e. "urban welfare institutions" (social services, pre-schools, schools, homes for the elderly, community health centres etc.) within the renewal area around Lake Munksjön, so that these institutions can be integrated in the best possible way in the new urban structure. The key figure and business ratios regarding the need for public premises is 5 m² per person, based on a distribution of premises for schools (40 percent); pre-schools (10 percent); after-school and recreation facilities (10 percent); care facilities for the elderly (20 percent); and other housing (20 percent). Stimulate and develop private initiatives to create public activities in the core. Develop activities which may encourage creativity, openness and tolerance. Continue the project "Increasing city creativity" during more than one year in order to provide a long-term perspective on the improvement of the creative climate and, confirm and further implement those actions and activities which are shown to be concretised as a result of the project.

Take advantage of the city's special and unique character

Increase both residents' and visitors' knowledge about Jönköping, for example by coordinating or creating new collaboration between those functions which help in the creation of the image of the city, such as the marketing association and the city centre development company, FMJ and Jönköping City AB. Stimulate and develop the international visiting industry, for example by the establishment of a Convention Bureau, co-financed together with local trade and industry, and actively working to establish and locate new events in Jönköping, such as congresses, conferences and major trade shows and entertainment events.

Renewal of the city centre

Continue the renewal of the city centre, based on a cohesive whole and cooperation between its east and west parts.

Enhance and develop the urban block structure and urban rooms. Aim to ensure a comprehensive content of the various blocks. Increase densification within by the

development of housing projects, retail outlets and workplaces, and extend this variation so that attractiveness and diversity will become a competitive factor. Enhance and develop interesting meeting places, pathways, and plazas etc.

Encourage the creation and development of opportunities given by Jönköping University and the diversity of student life

Develop the initial ideas concerning – among other things - "A Centre for Inspiration"; and the street Munksjögatan.

Maintain the development of efficient and coordinating organisations for the marketing and development, as well as the management and utilisation of the city centre.

Strengthen cooperation with Jönköping City AB, etc.

Improve accessibility

Improve accessibility and usability of the city centre in cooperation with the OAP associations and the Swedish Disability Federation, among others.

Carry on the work of illuminating landmarks and meeting places – confirming Jönköping as "The City of Light".

Improve the quality of the outer environment as well as the experience of the city through light and lighting.

Implement the sub-projects of the Urban Development Vision 1.0, see p. 11.

Meeting places and pathways

A number of these have already been identified, and design ideas and future content have, for some of them, been discussed and sketched. However, more such spaces may become the subject of improvement. Some of these projects require the participation and co-financing together with other parties:

- The Lake Vättern harbour: the development of the marina and its possibilities.
- The Lake Vättern waterfront: development of the shore areas so that they are considered as both attractive and safe.
- The street Norra Strandgatan: conversion of the rail line into double tracks offers opportunities to create an urban boulevard as well as improving contact with the lakeside areas.
- The street Östra Storgatan, east of the Hovrättstorget square: Improve the street environment and reduce traffic speed.
- The street Västra Storgatan, from Kapellgatan to the Harbour canal: create a pleasant urban living area along the street which would include open-air cafés and restaurants, as well as park settings. Some improvements concerning access for public transport and goods distribution vehicles must be made.
- The street Klostergatan: create a more distinct and quieter street environment, mainly for pedestrians wanting to cross the street. Some improvements concerning access for public transport must be made.
- The west part of the city centre: implement a business plan including an investigation of trade and commerce, the availability of parking spaces and a traffic analysis. Create a more viable city environment around, among other places, the streets Barnarpsgatan and Trädgårdsgatan, and the Sofiaparken.

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Renewal around Lake Munksjön

Compact the town and strengthen its position as a regional centre by urban densification of the areas around the south part of Lake Munksjön

Present a framework programme for the long-term development of the areas around Lake Munksjön, detailing coherent pathways and routes, and an overall description of the urban room structure. This programme will, among other functions, serve as an initial planning programme, and form the basis of future local plans. The framework programme will be coordinated with the overall municipal communication strategy in order to determine and implement a sustainable traffic solution for the development area. The framework programme also includes the following:

- **Quality compliance:** An appropriate and sustainable quality compliance programme should be presented, which guarantees the observance of the strategies formulated in the Urban Development Vision concerning urban life environments.
- **Green urban structure and recreation areas:** Among other submissions, proposals for the development of the urban gestalt of the waterfront and pathways around Lake Munksjön. The aim is to be able to create interesting and a variety of environments: green rooms, parks and valuable nature areas allowing access by walking and cycling paths; and spaces for recreational activities and physical exercise.
- **Cultural settings:** Carry out a survey of any valuable buildings within the development area.
- **Implementation analysis:** An investigation should be initiated concerning the administration of both existing and future local plans, contracts and economy, land ownership, rate of progress, and the various stages involved. Pre-requisites for any planning permission and development, if required, should be the availability of ground floor premises and the preservation of any existing buildings in order to ensure architectural quality standard, a good life environment, and the encouragement of business competition.
- **Aspects of sustainable development:** An investigation should be made concerning the environmental situation with regard to any possible soil contamination, aspects of groundwater and noise levels, air quality, and risk of flooding and sustainable building technologies.

Trade and commerce:

A revision should be made of the current commercial and retail policy including a consequence analysis based on the different development scenarios.

Simsholmen:

The investigation work and the conversion of the Simsholmen sewage treatment plant should be completed, together with a further development of any possibilities available as a result of the enclosure and coverage of the plant.

The future of Munksjön as an urban lake:

It is the aim of the municipal authority that the lake should be restored to its former condition. The initial investigation work concerning this should be completed. The future of Munksjön as an urban lake and the possibilities this may give should be then further investigated.

Lake Rocksjön:

Investigate the nature reserve area adjacent to Lake Rocksjön including the creation of any north-to-south pathways, recreational areas, and the interconnections between urban blocks and the possibility of increasing contracts with the surrounding areas.

Sustainable traffic systems

Develop the opportunities given as a result of the Götaland and European corridor high-speed rail lines:

Investigate the possible alternative locations of the Götaland/European corridor rail line including a pre-study and a consequence and impact analysis. Analyse the possibilities of urban development adjacent to any of the alternative locations. The result of this study will form a very important point of departure for the continued work with both the municipal communication strategy, and the future development of the town around Lake Munksjön.

Further development of the regional trains:

This concerns the completion of the investigation work and the implementation of a railway plan for the double track line. There should be a further development of the work concerning Logpoint South Sweden, including the strategic combiterminal. There should be an increase in capacity of the regional trains between Jönköping - Nässjö and Jönköping - Värnamo.

Develop the city's sustainable traffic systems:

In order to find a sustainable traffic solution for the development area, a communication strategy should be presented, which should be the basis for any improvements in the transport system within the core area. This strategy should be coordinated within the framework programme describing the overall urban room structure. The strategy makes it possible for the intentions of sustainability and growth to be implemented as concrete actions. The plan should address questions regarding residents' travel needs and their preferred choice of transportation, principles for future public transport (buses, trams, and trains), development of the infrastructure for motor vehicles, public transport, pedestrians and cyclists. All these aspects should be combined together to form an action programme for future work.

In order to encourage the use of public transport and decrease environmental impacts, an action programme should be presented for the future of public transport within the municipality of Jönköping.

Develop a tramline system along the Tabergsdalen valley.

Determine the capacity and the role played by the E4 motorway in connection with the expansion of the city.

Further develop the work with "Mobility management", i.e. the project concerning mobility behaviour, its consequences and impact.

Continue to participate in the national urban development project "The Good Town".

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URBAN DEVELOPMENT VISION 2.0 - DEVELOPMENT AREAS: PROJECTED SCHEDULE AND ACTION PLAN

In order to be able to develop our city as detailed in the Urban Development Vision – "From thought to action" – the following investigations and projects should be initiated.

Development areas

- **Sub-projects**

Investigation	Implementation
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City life and content

- **Public safety project**
- **Action strategy for Lake Munksjön and Lake Rocksjön and surrounding areas**
- **Investigation of the need for public services around Munksjön**
- **Increase and develop the marketing of Jönköping**
- **Implementation of the project "Increase urban creativity"**

Renewal of the city centre

- **Completion of the sub-projects stated and defined in the Urban Development Vision 1.0**
- **Västra centrum, i.e. the west part of the city centre**
- **The street Västra Storgatan**
- **The street Klostergatan**
- **The street Östra Storgatan, east of the Hovrättstorget square.**

Renewal around Lake Munksjön

- **A framework programme concerning the areas surrounding Lake Munksjön**
- **Investigation of the Lake Rocksjön nature reserve**
- **Completion of the Simsholmen treatment plant project, its conversion and future uses**
- **Investigation concerning the restoration of Lake Munksjön**
- **A revision of the current trade and commerce investigation.**

Sustainable traffic systems

- **The Götaland/European corridor rail line and the future station location**
- **Double railway tracks – a rail communications plan**
- **A communication strategy**
- **An action programme for public transport within the municipality of Jönköping.**

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Urban core development is a continuous and ongoing process, which must be based on the particular possibilities and current life within the area. Departing from a base structure of urban pathways, routes, plazas and points of reference, such renewal may be implemented successively, yet should always be target-oriented and goal-directed. All the sub projects should be characterised by considerations of sustainable development.

It is essential that the sub-projects are cohesive and interactive, thus forming a common whole. In this work, the municipal authority has a great deal of responsibility in the creation of this totality, as well as in its implementation. Some projects are already in progress. New projects may be initiated in the spirit of the Urban Development Vision; projects which have not yet been detailed, as development is always in a state of constant change, determined by the many influences of the surrounding world.

There are many consequential sub questions which arise, and which need to be studied thoroughly, and solved in cooperation. Investigations and projects concerning the areas of the Urban Development Vision may therefore sometimes be implemented together with external cooperation partners. Work progresses in many small steps, as well as in strategic leaps, but all aim to enhance and confirm the status of the city itself and as a regional centre, as well as improving and increasing its attraction.

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URBAN DEVELOPMENT VISION 2.0 – **WORKING METHODS AND ORGANISATIONAL STRUCTURE**

THE MUNICIPAL EXECUTIVE BOARD

LOCAL GOVERNMENT COMMISSIONERS

AREA OF RESPONSIBILITY no. 3

THE TECHNICAL COMMITTEE

PROJECT STEERING GROUP

- The Strategist of Urban Planning
- The Environment Strategist
- The Director of the Environmental Department
- The Director of the Technical Services Department
- The Director of the Town Planning Department
- The Managing Director of the Social Welfare Department
- The Director of the Education Department
- Representatives from instances involved

Reference group

Group of interested parties

DEVELOPMENT AREAS

- Sub-projects
- Sub-projects

A process and project-oriented approach

Urban development processes involve long-term and highly qualified work input which should be based on a holistic view, working in intimate cooperation together with other concerned parties. The greater overall structure is larger than the sum of its individual parts, creating an optimism and vigour and instilling confidence in investors and other parties in society. Regarding the planning and implementation of the Urban Development Vision as a whole, the municipal authority should play the role of a coordinator, as far as possible in consultation with representatives of trade and industry. It is also necessary to be able to apply a project and process-oriented approach.

The Municipal Council determined on 5th December, 2007 the organisational and working methods to be applied in the continued work with the implementation of the Urban Development Vision 2.0. Strategic urban development issues are the responsibility of the Municipal Council and the Municipal Executive Board. Many questions are, however, of an overall and comprehensive nature, and require considerable coordination efforts between different municipal authorities. The overall competence required to conduct investigations and subprojects within the framework of the Urban Development Vision 2.0 is available from several different municipal departments. This know-how is required in the leadership of projects and processes. The role of the Strategist of Urban Planning will be to initiate, coordinate and pursue strategic issues concerning social structure and urban planning, infrastructure and traffic systems as a support for the Municipal Executive Board. The basic idea behind this way of working is to be able to take a holistic perspective of development issues, i.e. from the generation of new ideas, to planning and implementation. The Strategist of Urban Planning reports directly to the Director of the City Administration, who also participates in meetings with the Technical Committee concerning the Urban Development Vision.

Investigations and sub-projects to be conducted within the framework of the Urban Development Vision 2.0 are determined by the Technical Committee. The intention is that this work, to a great extent, should be carried out within the permanent municipal administration. This will assume an overall and wide perspective, under which the technical administration offices and the welfare administration have a mutual responsibility to implement and pursue the different processes. In the continued work of the Urban Development Vision, the Technical Committee will hold a number of consultative meetings together with the Social Welfare Committee in order to encourage the basic holistic perspective. Each investigation and subproject is given a project description concerning the work and staffing of the project. Feedback concerning the progress of each project is regularly reported to the project steering group. The Municipal Executive Board is responsible for the steering, division of responsibilities, allotment of investment and investigation funds concerning these issues.

In order to be able to apply the game plan under the Urban Development Vision in our current operations, it is essential that we all share a mutual visualisation of goals and objectives. For this purpose, a support function to the Strategist of Urban Planning is proposed, i.e. the formation of a small coordination group consisting of key members of the administrations involved, to emphasise the progress of sub-projects, other municipal projects, and projects of initiated by external interest parties which concern the game plan for the urban regional core area. The reason for this is to be able to obtain current information regarding any new situations occurring in the development area, and to be able to bring questions of principle to the attention of the project steering committee and the Technical Committee, to ensure that each individual step taken will benefit our overall aims and targets.

In connection with the continued investigations and projects, the costs for the different projects will be presented. Funds must be provided from exploitation revenues as well as municipal taxes, and be partly co-financed by other interest parties.

Cooperation with the city actors involved

To be able to realise and develop the concept of "the attractive city", there is also a need for stable, inventive and competent partner organisations in the continuous process of development and management. Therefore, this ongoing work presupposes a close collaboration between the Municipal Authority and the major actors in the city. One important company and organisation concerning development activities in the city centre is Jönköping City AB, which is jointly owned by the Municipal Authority, and local property and business owners. In the implementation of the sub-projects concerning the city centre, it is important to establish different forms of cooperation with the main parties involved, for example, to be able to reach a consensus, and be able to co-finance various projects.

Regarding the development projects to the south of Lake Munksjön, other forms of collaboration are needed in order to sustain a powerful and action-oriented urban development work. The working method initiated and used within the framework of the Urban Development Vision 1.0, was based on different forms of participation and involvement of major interest groups in society, together with other bodies and organisations. This interactive procedure is becoming increasingly important concerning the possibilities for the successful implementation of desired actions and measures. Therefore, there is an obvious need for a long-term and trusting cooperation between the Municipal Authority, the County Council, property and business owners, as well as involving other local trade and industry representatives. However, this cooperation may take different forms during different stages of development, and involve a wide scope of interaction ranging from new ideas and planning, to financing and implementation.

Based on the aims and intentions of the Urban Development Vision, a framework programme, among other things, will be presented concerning the long-term development of the areas around Lake Munksjön. This framework programme will constitute the basis for future local planning. Cooperation with the property owners concerned is proposed to be in the form of a mutual interest group. During this work and as it progresses, concurrent projections as well as the development of new ideas may be initiated concerning different sub-areas within the framework programme. When such areas are ready for development, cooperation agreements will be signed with those property owners who are most affected. Following the adoption of the framework programme by the Municipal Council, and when the process enters into the local planning stage, framework cooperation agreements will be drawn up and signed with developers concerning these local plans. Following the adoption of each individual local plan, development agreements will be signed with all the parties concerned.

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Information plan

Citizen influence and participation

Openness and clarity are the governing principles for all municipal information. The dialogue between the Municipal Authority and its residents is essential both for the decision-making process and the implementation of the Urban Development Vision. Information and discussion is a precondition for residents to feel that they can participate and confirm the changes which the city is undergoing. The dialogue with the citizens should be ongoing throughout the various stages of any development until the final implementation of the different sub-projects. Residents should be offered opportunities to influence this process; however, it is of great importance that they are given correct information highlighting the holistic perspective of the Urban Development Vision, and in which each individual investigation or subproject should be considered.

Target groups and information channels

Residents

This is a broad target group whose opinions and commitments are essential. A number of different communicative channels are required to ensure the best possible information.

- Public meetings

In order to create a dialogue as well as increase the feeling of participation, invitations to public information meetings, public lectures and seminars will be offered.

- Participation at events/activities

For example trade fairs/exhibitions and other large events, which offer possibilities to reach specific groups, depending on the aims and direction of such events.

- Questionnaires responses and public suggestion boxes

To increase participation and offer opportunities for people to express their views, questionnaires will be used. These will allow a good insight into how residents feel about the implementation of the Urban Development Vision, and the results may be used in the support of any future actions. When appropriate, suggestion boxes may be used, and residents given the opportunity to submit their views and opinions on the municipal website.

- Public planning exhibitions

An exhibition regarding the current implementation of the Urban Development Vision can be seen and inspected in the municipal showroom.

- Our website

This is an important tool for us to be able to present the latest updated information. New pages are continuously being created and developed with new information concerning the Urban Development Vision and its various subprojects.

www.jonkoping.se/stadsbyggnadsvisionen

- Printed information

A short version of this document will be printed and distributed to the public on different occasions. It will also be available in the municipal showroom. More information brochures concerning different parts of the Vision will be published as needed, and a newsletter may also be produced.

- Opening events

These occasions offer great possibilities for media coverage and increased public interest in the Urban Development Vision and its subprojects. Messages should be targeted to the individual circumstances.

- **Media coverage**

The various media outlets are important in order to quickly and effectively reach broad information target groups. If we initiate media contacts ourselves, the information will reach its recipients faster, and also reduce any risk of misunderstanding and misinformation concerning the course of events. Media contacts may be used, for example, at the commencement of building projects, openings, project presentations etc. Any such planned contacts should be in the form of press releases or conferences.

Interest groups and organisations

These target groups may, for example, be represented by focus and reference groups. Focus groups, which may involve children, young people, senior citizens, organisations for the disabled etc., will be heard as inspirational sources of ideas, visualising different questions and projects. Demand will, in part, decide when, where and how such information initiatives will take place.

Commissioned projections and investigations as a working method may be used to supply different possible approaches towards a successful urban development, both for larger sub-areas, and more defined local areas. Seminars discussing a number of matters of concern may be used to indicate directions and give a confirmative power to the instigation of different processes and projects. Vital questions of concern may thus be highlighted, and a consensus of views and opinions obtained from representatives of municipal administrations, national bodies, trade and industry, retail, NGOs and other associations. Other important tools may be trial illumination projects, security and town walks etc.

Municipal administrations and policy makers

Those colleagues who are not directly involved in the work of the Urban Development Vision should also receive current information, for example using the municipal website and staff magazine. Boards, committees and administrations may also be given targeted information if required. A good knowledge of the Urban Development Vision among both among municipal employees and elected representatives will make them good ambassadors of the Vision.

Information plans

Detailed information plans will be presented in future as required for coming and proposed larger investigations and sub-projects, including detailed descriptions of any information initiatives to be implemented, when these will take place, and who will have the ultimate responsibility.

URBAN DEVELOPMENT VISION 2.0 – PARTICIPATORS

Representing:

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Central Administrative Department	Sten Norinder, Head of Trade and Industry
Town Planning Department	Christer Centerhed, Security Services Coordinator Katarina Bröms, Director Helena Agerman, Assistant Director Ronny Steen, Head of the Town Planning Unit Christina Stenberg, Head of the Development and Traffic Unit
Technical Services Department	Linda Tubbin, Survey Planning Officer Lars Åke Holmqvist, Director
Environmental Department	Ewert Friberg, Head of the Land Development Unit
Leisure and Recreation Department	Rolf Erlandsson, Director
Cultural Services Department	Ylva Millback, Director
Social Welfare Department	Claes Rydberg, Director of Cultural Affairs
Education Department	Elisabeth Mejersjö, Managing Director
FMJ – Föreningen för marknadsföring av Jönköping	Stephan Rapp, Director Emil Danielsson, Director

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Supporting documents

"From Thought to Action" – an Urban Development Vision(Jan 2000)

The Town Planning Department, Jönköping Municipality

A programme for commissioned projections (Jan 2006)

Commissioned projections (May 2006)

The city and the lakes

Creacon, Trivector, May 2006

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Jönköping – a real city

WHITE in cooperation with Temaplan, Ramböll and SpaceScape, May 2006

Urban Development Vision – The city and the lakes (Sept 2007)

Assessment and evaluation of the commissioned projections, Jönköping Municipality

Young people in JÖNKÖPING: A survey of their values and future plans.

Questionnaire 2006

David Andersson, Leader University and Ingvar Holmberg, Göteborg University

City Centre Survey - PÅ STAN (June 2007)

På Stan i Jönköping AB

Questionnaire - JÖNKÖPINGS City Centre 2007

The Town Planning Department, Jönköping Municipality

"The Good Town": The city and the lakes.

The importance of urban development to the city and the region:

An intelligence and future analysis of the Jönköping region (Sept 2006)

Åke E Andersson, Börje Johansson, Charlie Karlsson, Lars Pettersson,

Jönköpings International Business School, 20-09-2006

The Simsholmen Sewage Treatment Plant: Final report (Spring 2007)

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"The Good Town" project as applied to Jönköping, Thomas Johansson, Thomas Lange

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