

City in Partnership Stockholm Ten statements for the city center

Many postcards from Sweden bear motives of Stockholm. A lot of boardrooms in which decisions are made on Sweden's political and economic future have a view towards a Stockholm street. For tourists, Swedes and "stockholmers", the city center is a natural meeting point and a symbol for our nation.

A concentration of forces, to create a lively and safe city is therefore of national interest and benefits as well retailers, property owners and inhabitants. An attractive city center, open for all, is an important factor for growth and competition as well as a way to foster integration and meetings. In July 2009, Sweden takes on the chairmanship of the European Union – a perfect occasion to strengthen the brand of Stockholm, towards inhabitants, visitors and international media.

City in Partnership Stockholm (City i Samverkan) is a cooperative effort, supported by the city of Stockholm, property owners, retailers and other actors in the city. In this document we present three main goals for the City – a **beautiful**, **safe** and **active** urban center.

The goals are clarified with ten programmatic statements, with examples on implemented, ongoing and possible actions, as well as inspirational references from other cities. With this document we want to highlight possibilities and discuss a common action plan. Implementation and financing requires a broad cooperative effort from all involved actors and partners.

A BEAUTIFUL CITY

A good looking city center

The first impression can be improved. A cohesive program for flowers, light, benches, paper baskets and information signs to attractions and squares gives a lot of urbanity for very little money.

Example: Debris and scribbles can be counteracted in a positive way, with well placed and free of charge poster walls for cultural activities. Beautiful and identity creating pavilions and kiosks for small scale retail – as in Rome – can improve the cityscape and strengthen the brand of the city.

A common city map

The urban environment can be improved gradually, with smaller cooperative projects that can be realized with simple means and limited resources. We can start with creating a common check list for the improvement of the city, with proposals from all actors – from hotels and taxi companies to the alternative city movement and banks.

Example: Clarion Sign Hotel and the ongoing refurbishment of Norra Bantorget is right now creating a new meeting place in the city. We can learn from positive examples abroad – such as the miniature parks of Barcelona or the old covered walkable streets in Brussels.

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World class shopping

Swedish designers and fashion companies today compete successfully in the world market. Make this visible in the city landscape with new showrooms, arenas, clusters of shops and fashion streets. More “twinkle and glamour” and well designed bill boards – in the right spot and place – can support the experience of Stockholm as a fashion metropolis. Conversion of “dead bottom floors” for retail can simply for new actors to establish in Stockholm.

Example: The fashion area around Drottninggatan, with SOUK as a new and strong actor and the renewal of Gamla Brogatan are examples on recent improvements. In the city of Malmö, the Swedbank office has recently rebuilt its premises along the Gustav Adolf Square, to give more place for shopping and meeting places. Carnaby Street in London has retained it's strong brand for a long time, by adjusting to shifting trends and spirits of time.

Welcome to Stockholm

A safe and inviting urban environment is positive for tourists, business travelers and attendants to conferences – as well as for the inhabitants of Stockholm themselves. Develop signage, advertising, welcoming places and “showrooms” where information and advice is easily obtained. Add to that inviting and lively urban environments such as parks, benches and lighting.

Example: “Stockholmspanelen” the interactive information station, will in three years time be available at 500 destinations in Stockholm, with access to the digital visitors guide www.stockholmtown.com. Visit Skärgården, the new travel agency and information center for the archipelago has recently opened in the newly refurbished “glass house” at Key 18 along Strandvägen. In 2009 Swedish industry opens up the “Sweden Clean Tech Building” just opposite Åhléns department store – to inform and exhibit sustainable technology during the Swedish presidency of the EU.

A SAFE CITY

Order in the streets

The center of Swedens capital should feel safe and inviting. Develop the present system with street managers that can give information to tourists, prevent pick pockets and keep contact with the police. We should totally get rid of illegal street gambling and educate shop personnel on safety issues. Cooperation to improve safety can be viewed as an investment – not a cost.

Example: The mobile Police Offices at Stureplan och Medborgarplatsen has improved safety in the city. In the summer of 2007 property owners in the city center financed public guards at Sergels Torg, which reduced crimes with 25 per cent and gave a more inviting square. In other cities special “tourist police forces” are present in public areas.

Zero tolerance on debris

The city center should be cleaner and more tidy. Scribbles and debris creates a feeling of unsafety and shall be counteracted. Develop further the system with shop owners “sweeping the area outside the door step”. Cleaning should be done when and where debris is produced – in weekends, summer, christmas and along the most populated stretches.

Example: In 2009 Stockholm City will put an extra 40 million on cleaning activities. Parts of this budget could be used for specially assigned city center cleaners – to improve the milieu in

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the city center. The cleaning project in the summer of 2008 with 20 youngsters paid by the city, shop owners and property owners can be developed further.

Open for all

Stockholm city center should be accessible the year around and offer a nice living environment. New external shopping centers in the region function as a good compliment to city retail. Develop the center with positive offers: longer and coordinated opening hours, good public transport, easy parking, more public toilets, improved taxi areas and more efficient street repair works. Develop cooperation between retail and cultural institutions with new concepts and attractions.

Example: The new initiative from Stockholm Public Transport Company, SL, with the subway being open around the clock in weekends makes the city center more accessible. Already four out of five trips to the city center are managed by public transport. With safe waiting platforms, a strong system of bus lines and efficient rail traffic we can improve both accessibility and environment. Compare with Kista Galleria, which strengthened it's position with opening hours until 21 (9 pm) every weekday.

AN ACTIVE CITY

Lively retail in streets and squares

Out door shopping creates a lively atmosphere and is one of the competitive advantages of the city center. Well maintained and regulated out door retail activities can be viewed as a supplement to ordinary shopping. With more and safer places and with easy coordination of permits, out door retail can be improved with regard to content, quality and status. Unused and unsafe areas could be used for small scale and temporary shopping and give the multicultural population of Stockholm a chance to meet new customers.

Example: The market at Hötorget has been improved with better facilities, organization and cleaning. An interesting reference is the Borough Market in London with an open "farmers market" below what would otherwise have been an unsafe and noisy transport crossing close to the Thames.

Experiences around the year

Stockholm city shall always be worth a visit. Already today every second city visit is linked to the purpose of meetings and experiences. A wider range of events can strengthen both the tourism trade and the feeling of community among the population.

Example: The sports, cultural and youth events at Kungsträdgården, the cultural festival in august, the pride festival and the "pink october" campaign arranged by the cancer fund has strengthened the city centers role as a meeting place. The international food market at the Cultural House in September 2008, with food stands from most of Europe, could have new followers. Compare with the public life in New York during St Patricks Day and the Easter Parade.

The best Christmas in Sweden

Christmas is not only shopping and a time to rest, but also a time for coming together and travel. Well designed Christmas lighting, a spectacular

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Christmas installation and a high quality Christmas market at Sergels Torg can strengthen Stockholm's identity and attractiveness as a travel destination.

Example: The Christmas market at Liseberg amusement park in Gothenburg and the new years celebration at Times Square in New York are examples of identity creating events during the Christmas holiday. Every year the magnificent Christmas tree financed by the Stenbeck group creates headlines in the local newspapers. An upgraded Christmas market with a broader content and better design is being planned right now – a cooperative effort by Stockholm City, City in Partnership, Geraud International Markets and local retail companies.

FOR SWEDEN – IN THE CITY CENTER

Stockholm is the growth engine of Sweden and provides place for a substantial part of our population growth. A strong capital is a precondition for the development of the entire nation. Stockholm does not compete with Malmö and Luleå, but rather with cities like Frankfurt, Dublin and the growth economies of Asia and the former eastern European states.

Stockholm's Visitors Board has put a strong emphasis on marketing and information to promote the attractions and possibilities of Stockholm to a broader audience. During 2007 the tourism and visitors sector had a turnover of 22 billion Krona in the county and 15 billions in Stockholm city. The number of visitors increases every year – which generates employment and revenues. Inhabitants that are content with their city will stay and pay their taxes.

Investments in the Stockholm city center should be viewed in this perspective. To go forward there is a need for political decisions, that we prioritize between different options, realistic models for financing and a close cooperation between a number of actors and interests.

City in Partnership is presenting this program in order to contribute to a discussion on the future of the city center. We welcome all suggestions for projects and activities. The details are not as important as the general way forward: In less than a year the European Union will meet in Stockholm. Let us gather our forces for a world class city center – in Capital of Scandinavia!