

## The new Kornmarkt square in Bregenz Country

Citizen participation

Bregenz – Austria

### → Context, objectives and target group

More than 350 citizens of Bregenz (Vorarlberg, Austria) were involved in the redesign of the “Kornmarkt” square in the city's cultural district. The renewal of Kornmarkt square contributes to the SUMP objective of recovering public space for pedestrians, in this case replacing surface car parking. The measure has been carried out in the framework of implementing Bregenz' SUMP (adopted in 2014) and has been accompanied by an intense and successful citizen participation process.



### → Description of the activities

The citizen involvement into the redesign of the Kornmarkt square built on the experiences gained in previous participatory processes. Participation methods such as interviews with different stakeholder groups and workshops for the general public have been retained based on their proven effectiveness in earlier participation processes for the redesign of the surroundings of the Bregenz Festival Hall and the harbour area. The activities involved the municipal planning department, a team of architects and landscape planners, local interest groups, the citizens of Bregenz and two facilitators. The process was divided into the following phases:

- 1) Analysis, stakeholder interviews (1–4/2010)
- 2) Masterplan phase with two participatory workshops (150 participants each) (5–9/2010)
- 3) Detailed planning phase: three participatory workshops with a core group of 30 actors (11/2010–5/2011), presentation of the results to the general public (6/2011)

The results of the process were adopted by the City Council in July 2011. The implementation started in Autumn 2011 and the new square and the surrounding public spaces were opened in May 2013.

### → Citizens were reached through

Key messages: “Your opinion counts!” and “The citizens of Bregenz co-design the new Kornmarkt”. We mainly used face to face communication in larger (150) and smaller (35) groups as well as daily newspapers and regional TV for media communication.

## → Costs and who paid them

Total costs: approximately €2 million, financed by the City of Bregenz

## → Project objectives, indicators, data and impact/results

OBJECTIVE	INDICATOR	DATA USED	IMPACT/RESULTS
Create a new public space which is robust and highly accepted	Intensity of use, feedback of citizens	Number of citizens using the square, talks with restaurant owners	The new square is highly accepted. The added value of restaurants increased by 25%.

There were no major changes, no local elections etc. during the process.

## → Barriers

Lack of confidence in the beginning of the process because two similar participatory processes had already failed in previous years. This barrier was overcome by confidence-building measures such as interviews and talks with key actors, a clear process design and professional communication.

## → Drivers

- The clear commitment of the City Council that they would implement jointly developed measures, if a consensus on the key issues is achieved
- A clear distribution of roles and tasks during the process
- A good participation methodology
- The conception of the architects and planners: they translated the proposals of the citizens into a robust and clear design of the public spaces
- The great support of the team of the municipal planning department
- Professional facilitation of the whole process and the participatory events

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## → Details

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Thomas Klagian (2013): Kornmarkt Bregenz  
Bertolini Verlag Bregenz  
<http://www.partizipation.at/kornmarktplatz.html>



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