



מצייעת כתכנון עירוני

Israeli Mayors' Institute on City Renewal

The inaugural session of the **Israeli Mayors' Institute on City Renewal** will take place on June 1-3, 2010, hosted by the mayor of Tsefat. Seven Israeli mayors (of **Bnei Braq, Ashkelon, Nazareth, Giv'at Shmuel, Qiryat Bialik, Mazkeret Batya** and **Hura**) and a similar number of urban planning professionals will come together to analyze projects and determine the best forms of development for the cities' long term economic development and urban quality of life.

These planning professionals include Architect Prof. Hillel Schocken, Transportation Planner Marc Render, Architect David Soket, Architect and Urban Planner Irit Solzi, Local Sustainability Advisor Orli Ronen Rotem, MIU Director Architect Dror Gershon, Economic Development Advisor Steven Zecher, Legal Advisor Dafna Carmon, Real Estate Assessor Moti Zeid, Organizational Consultant Yonit Smolash; and two guests from the US: **John Norquist, President & CEO of the Congress for the New Urbanism**, and mayor of Milwaukee from 1988 to 2004, and **Neal I. Payton, AIA**, Principal at Torti Gallas and Partners, Inc., of Los Angeles.

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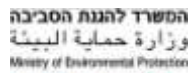
The aim of the Israeli Mayors' Institute on City Renewal, founded by **MIU - the Movement for Israeli Urbanism (Merhav)** and launched in November 2009, is to provide professional tools for Israeli mayors to promote sustainable urban renewal and local economic development (LED), through a series of intense workshops with the participation of an experienced, multidisciplinary professional staff.

This is a landmark project in Israeli urbanism, developed on the model of the US Mayors' Institute on City Design (www.micd.org). Over the 24 years since its foundation, the MICD has succeeded in influencing nearly 800 mayors of American cities. MIU sought to adopt this model based on an analysis which concluded that the most **effective** way to effect **real change** in Israeli urban development is **through mayors**. In both the US and Israel, **mayors** are the ones who lead the planning, building and development in their cities.

The primary tool of the Mayors' Institute that MIU is developing is to hold a series of intense 3-day workshop sessions in which a small group of mayors (8 in each session) and a similar number of professionals (in urban design and planning, architecture, local economic development, transportation, environment, law) analyze specific urban projects presented by each mayor. Through the sessions, the mayors undergo a significant learning process, open up to **new concepts** of urban planning, and come out with knowledge and **applicable tools** to help them promote the **best projects** for their community's long-term **economic development** and urban **quality of life**.

This initiative has been in preparation for more than a year. MIU Chair Irit Solzi, MIU Director Dror Gershon and Dafna Carmon from the Heschel Center embarked on a study trip to the US in October, 2009, to learn from the experience of the MICD directly, meet with mayors who took part in MICD and their staff, and see first-hand the kinds of changes that resulted from the program in Charleston, SC; Bethlehem, PA; Santa Barbara, CA; Spokane, WA; and Los Angeles, CA. This helped us understand how to work with the mayors and how best to adapt the model to Israel's planning systems, institutional reality and statutory system.

Fully 92% of the Israeli population lives in a total of 220 cities and communities defined as urban settlements. As a result of activities planned for 2010 and 2011 alone, the Institute will have the potential to influence the built environment inhabited by as many as 2,000,000 Israelis (and municipalities covering 700,000 dunams, about half the built area of Israel), as calculated on the basis of a sample of candidate cities targeted for participation in the first session.



שלום עם הסביבה

