Maribor Cyclists Network - MKM
Maribor: Revitalize it!

The story about Maribor’s empty spaces

// video: 50-90s //

1. Who we are

We are Maribor Cyclists Network (Mariborskakolesarskimreža in Slovene), shortly MKM. We are cycling advocacy group which develop cycling as one of the most sustainable way of living and moving. Our main goal is to develop conditions for everyday cycling, better transportation system, more livable streets and joyful living.

2. Define the users, people affected by your product/service

We are addressing all present and future cyclists. The groups which we address the most are local authorities, city government, mayor, police, tourist organizations, small businesses and media.

3. Define the problem

The old historical city centre of Maribor has much potential, but there are still many empty buildings and spaces, which prevent city to become more attractive. In the last 20 years many new shopping malls were constructed on the outskirts of city centre, which became more attractive for consumers and businesses. This led to gradual degradation of the city centre. With the emergence of economic crisis the process of exodus of small businesses continues. Now everybody can see many empty shops in the city centre, with the typical announcements like: “We have moved”, “For sale”, “We are renovating for you”.
The challenge: The city center of Maribor is one of the oldest historical city centers in Slovenia. Most of the city centre is covered with pedestrian zone. At the moment many empty spaces are pushing city centre in the further degradation. We would like to find out the ways, how to stop this and which local businesses could be more resistant to those processes.

4. What are the current solutions to it (if any)

There are already few project prepared for the revitalization of the Main Square (Glavni trg) and Koroška street, with the goal to change traffic priorities and give more space to non-motorized users (pedestrians, cyclists…). Still this projects are only ideas and city authorities still don’t have financial sources for it.

There is also one good example of city center revitalization in recent history. Poštna Street with its bars and cafes is attracting many people during the whole week and especially young people during the weekends.

Also other solutions were mentioned from time to time, such as lower rent for space users.

5. The challenge

We would like to find solutions which could help to prevent further degradation of the city centre and will not be based on any form of exclusion. The solutions should not be too expensive but be rather based on smart small scale approaches which could be widely used later, in the case that they prove to be successful.

Special focus should be based on Main Bridge (Glavni most) which connects left and right bank of River Drava, and to Koroška Street, which is one of the oldest streets in Maribor, with many centuries tradition of craftsman shift.

We need help with:
- Setting ideas for traffic calming regimes on Main Bridge and Koroška Street,
- Listing the possible small businesses activities which could sustain longer, is more resistant on economical crisis and attract people to the city centre,
- Listing the business and activities which are not attracting people and are even helping city centre to degrade more,
- Shaping possible public policies which could be helpful to city centre revitalization.
Document Brief template

Max.: 1500 words

Use the same structure as for the Video brief.

Add:

- Additional important materials to provide deeper understanding of the domain you are operating in
- Any informational documents that may be of value
- Organizational structure (if relevant)
- Any other material you recognize as essential