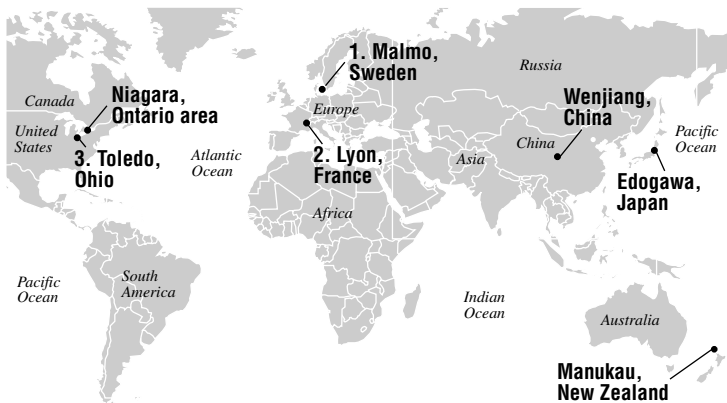


# WORLD'S MOST LIVEABLE COMMUNITIES

The city of Toledo received third place among seven cities in its category in an international competition that selects the most liveable cities in the world. Malmo, Sweden, was first, while Lyon, France, came in second. Toledo faced competition in the 200,001- to-750,000 population category of the International Awards for Liveable Communities 2007.



THE BLADE

## THE TOP 3 CITIES' PRESENTATIONS

Here are synopses of each of the top three cities' presentations in Toledo's category as provided by the staff of the International Awards for Liveable Communities.

### ■ 1. MALMO, Sweden

The former industrial city of Malmo in Sweden is in the process of rapid change, which is now in its second phase.

The first phase lasted until 2000 and involved one enormous project, building the Oresund bridge between Malmo and Copenhagen.

The second phase, begun in 2001, addresses future issues in a more long-term and sustainable way. Malmo sees itself as a young city for the young but also encompasses "Welfare for All — The double commitment."

This mix of combining the needs of the old and vibrance for the young echoes some of the practical aspects of regeneration in the city.

The green heart for the people of Malmo is Crown Princess Margaretas Floral Street. Malmo hosted the Baltic Exhibition in 1914, which attracted almost a million visitors before closing prematurely as war broke out. Many of the buildings were damaged around Sweden. As a heritage project, many of these have been returned and refurbished.

Delegate Trevor Graham, replying to a judge's question as to how Malmo balanced its heritage responsibilities with its renewable energy program, mentioned a very "in-your-face" solar energy roof panel at Sege Park. While admitting the aesthetics were controversial, he remarked that this was deliberate, to encourage public debate.

### ■ 2. LYON, France

The beautiful southern French town of Lyon is situated in a United Nations Educational, Scientific, and Cultural Organization world heritage site, one of only five urban sites in the world. The rivers Rhone and Saone meet there.

By day, the subtle palette of colors of the buildings range from the warm ochre colors on the Saone side to the predominant blues by the Rhone. In a desire to preserve its identity, the city of Lyon has produced a color plan. Developed by both the public and private sectors, the plan allows owners to renovate facades in keeping with the building and the immediate environment. No regulatory palette has been set, only an overall philosophy with mention of colors, shadows and lights, shades and pigments.

The objective is a city which will stay beautiful over the long-term by marrying tradition with modern amenities.

On the modern front, back in 1989 Lyon introduced its first Lighting Plan, which was a political, technical, and artistic step all at once. When the first 250 sites were completed, it literally showed the city in a new light. Lyon has become a world leader in the area of public lighting. A new lighting plan was initiated in 2006 with multiple ambitions: open the field to creation, integrate new technical possibilities, use the light better as regards to urban or social development, prevent lighting clashes, reduce the energy consumption of the lamps, and nocturnal light pollution.

By day the color heritage of Lyon is assured, and by night a modern color wonderland is created.

### ■ 3. TOLEDO

Toledo is the birthplace of the legendary Jeep Overland car. The Willys-Overland Co. began operations in 1909. The original Jeep plant was demolished in 2005, but as a memento a lone smokestack bearing the Overland brand still stands at the site.

As this introduction would indicate, Toledo, which was founded in 1837 where the Maumee River connects with Lake Erie, serves as a manufacturing center and a transport hub. It is the model Midwestern city combining a high quality of life with a low cost of living.

With this industrial heritage, environmental concerns at the start of the 21st century have become an important issue.

The most significant enhancement of the city's landscape is under way on the east bank of the Maumee River near downtown Toledo. The Marina District is a 200-acre development to mix retail, residential, and recreational opportunities in an urban setting.

As part of this project, more than 200 acres of commercially dormant, polluted land along the shores of Lake Erie was remediated and will be put to use. A municipal marina was completed in 2007 and construction of a passenger terminal was recently completed.

Toledo was the winner of the U.S. EPA Region Five Phoenix award for its work to take more than 400 acres of polluted land and restore it to productive use as the site of the new Jeep production plant.

Creative ideas for brownfield site clean-ups, a broad range of funding sources, and a hands-on demonstration of community support led to Chrysler's decision to remain within Toledo. The business, which employs 5,000 people, had considered relocating outside the city.