

Promenade California

SCHÖNBERG



POBA

The Beach in Town

Kalifornien, a district of the municipality of Schönberg in Schleswig-Holstein, is transforming! Based on the 2016 local development and tourism concept „Schönberg 2030,“ the central town center is being redesigned into an attractive seaside destination across an area of 9,400 m². The transformation includes a complete renewal of Verwellengrund Street into a traffic-calmed inner promenade and an enhancement of the central beach access in Kalifornia.

To extend the maritime beach atmosphere beyond the dike into the town center and strengthen Kalifornien's identity, artificial dunes with the region's characteristic beach vegetation will be created. This will create the impression that these dunes have been carried over the dike crest by the wind onto the street. As a result, the Baltic Sea will seem to begin just beyond the town entrance. By calming traffic and creating the dunes, motorized traffic in the area will be reduced, increasing both the perceived and actual safety of visitors to Kalifornien.

The currently inconspicuous yet central beach access will soon be distinguished by a unique landmark alongside a spacious staircase and terraced seating platforms. Extending over the dike crest, this landmark will mark the transition to the Kalifornien inner promenade and serve as an identity-establishing point of orientation for the many cyclists and pedestrians along the coast. The landmark is a six-meter-high, wood-clad pillar with a square base, featuring an all-around display in its upper third that presents real-time and forecasted weather data in subtle colors and gentle animation. The weather data is collected by measuring instruments in the top section of the pillar and nearby sensors, accurately reflecting the actual conditions on-site. During nighttime, the display brightness will be dimmed to a soft glow to minimize light pollution and prevent disturbances to insects.

The transformation of Kalifornien in Schleswig-Holstein into an attractive seaside destination is an impressive example of modern, innovative urban development, where creative revitalization harmonizes with the gentle integration of both traditional, character-defining elements and modern technologies.

„Where's the way to the beach? I'm in a hurry!“

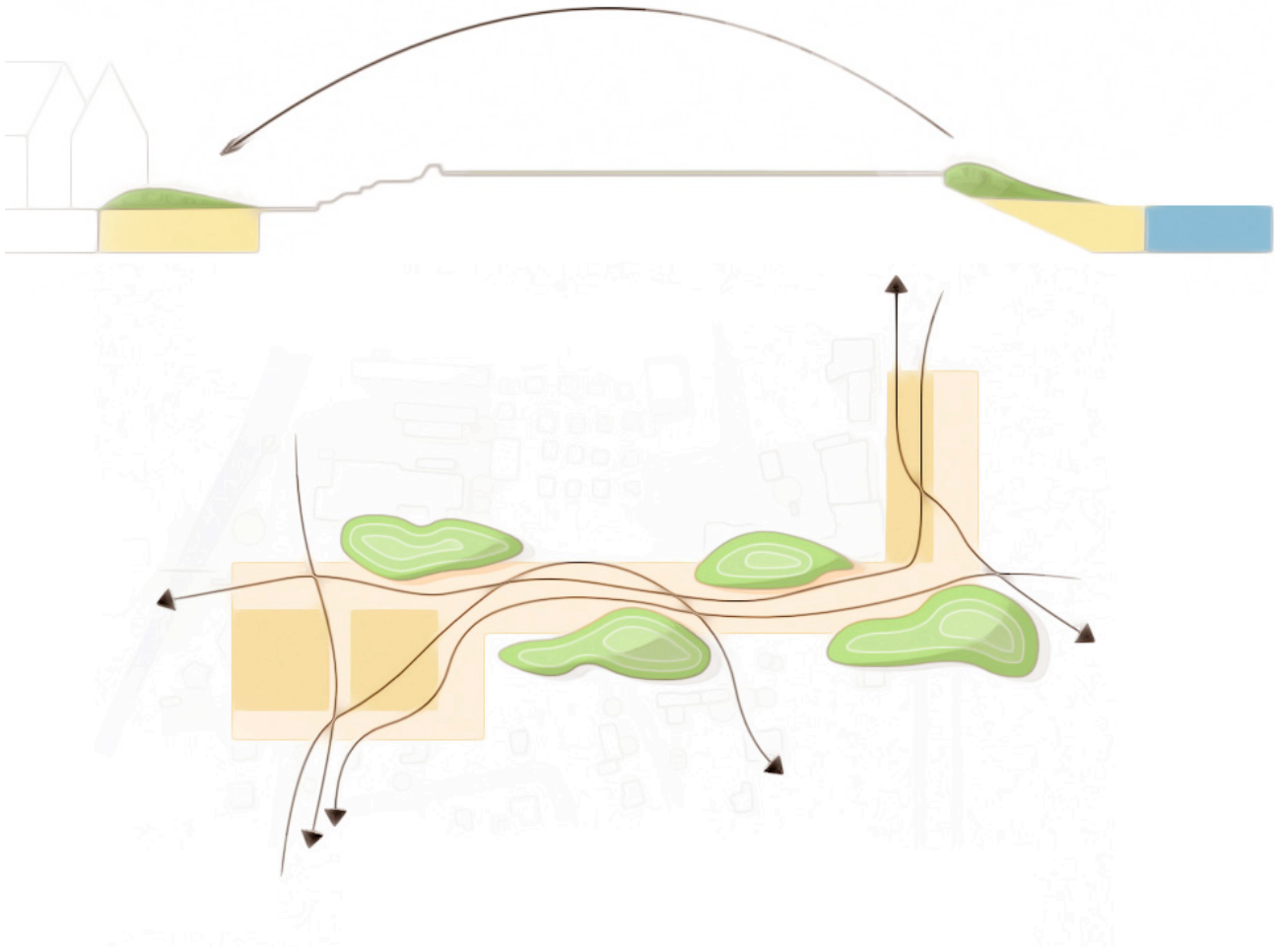
„Ah, you're chasing that sun, a good Sunday to nourish your winter skin.

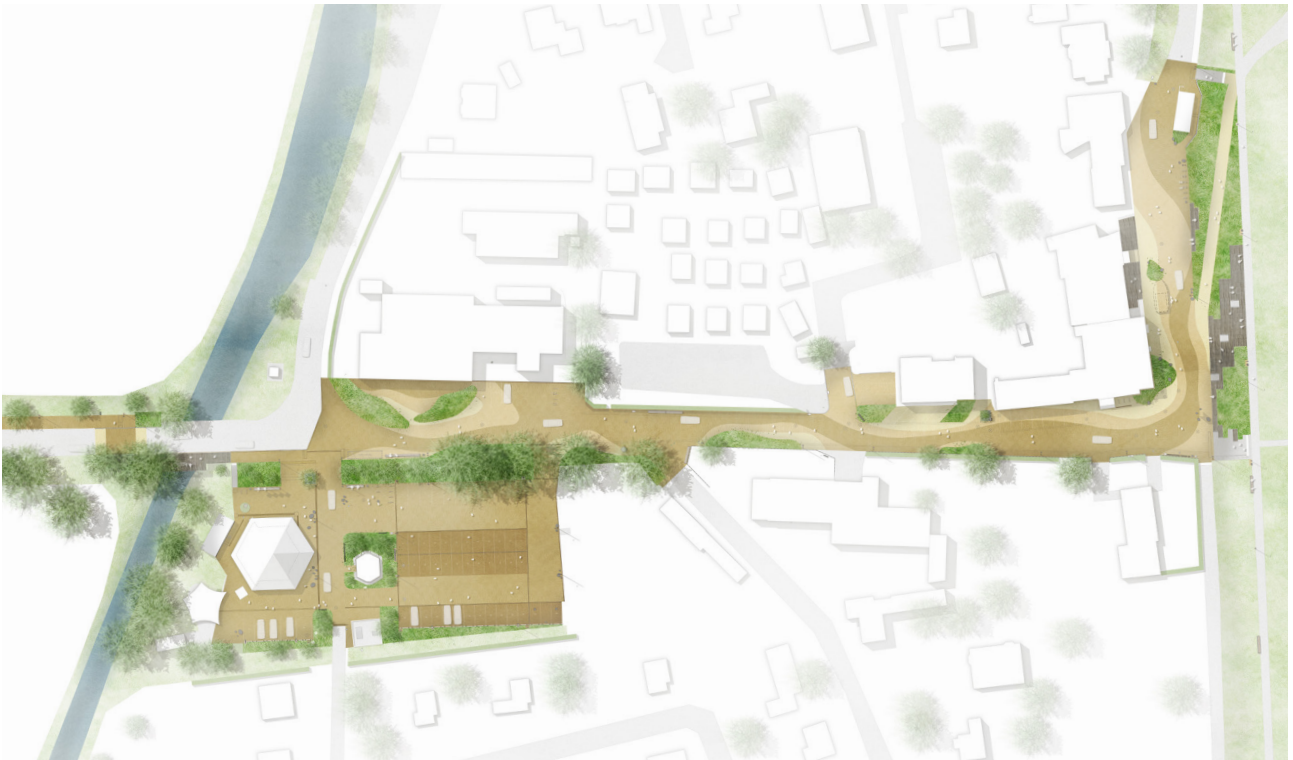
Just follow the sand here on the road.“

„Is this already the beach, with all these dunes here in the village? I imagined it differently“

„Behind the dyke, that's where the sea begins, or ends... It already smells of the sea. We should take our shoes off on the street.“

„Who wants an ice cream?“





Project data

Project Maritime Experience Spaces Schönberg

T-Concept Inland Promenade California

Location Municipality of Schönberg, Schleswig-Holstein, D

Client Municipality of Schönberg

Planning period 2019-2025

Construction period 2025-2026

Completion 2026

Services Planning and construction management, phases 1-9

Sizes 9.400 m²

Costs 5 Mio. € net

Commissioned 2018

Images POLA

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