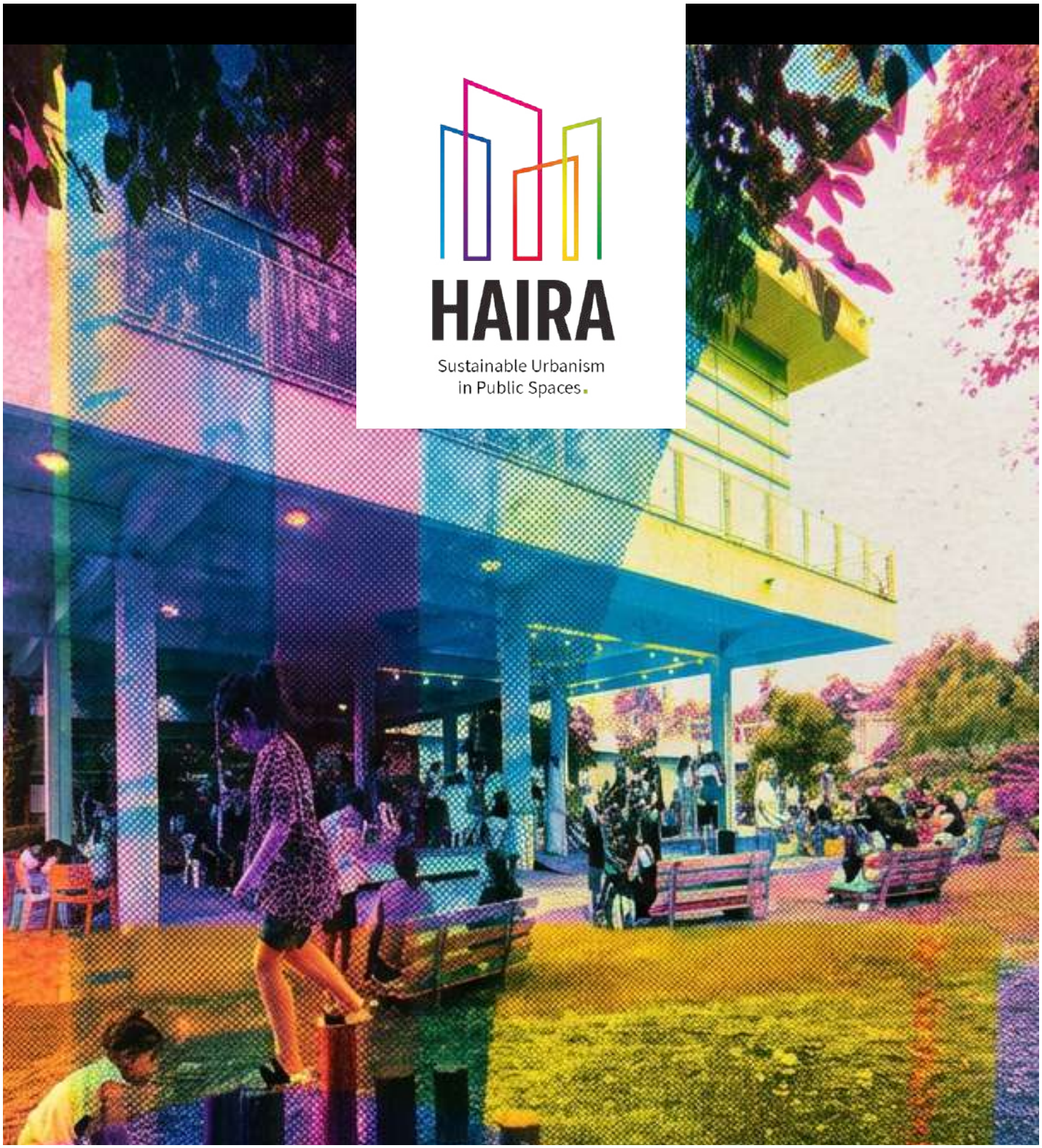

HAIRA

Sustainable Urbanism
in Public Spaces.

Annual Report 2025

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Dr. Tali Yariv-Mashal, Chair of the Board of Haira, Founder

Haira's activities are grounded in a deep, relevant understanding of the vital link between public space and the need to strengthen the climatic and social resilience of our urban environment.
The broad diversity of fields and modes of action demonstrates that Haira's vision provides a genuine response to needs emerging from the field. Simultaneously, the organization's flexible and creative character enables it to combine the capacity to be reactive, responding swiftly and precisely to evolving needs and challenges, with the capacity to be proactive, initiating, innovating, and diversifying methods of practice.

This past year's activities reflect the organization's continued growth and its ability to strengthen organizational resilience while maintaining creativity and an innovative spirit, alongside professional practice that establishes a stable, clear foundation.
The range of new partnerships, the development of new tools, and the expansion of the professional team all reflect organic growth and an organizational culture that embodies its values: collaboration, creativity, freedom of thought and action, and professionalism.

I am proud of the work of the team members, who demonstrate daily how real change can be created and how an organization can be led through vision and passion for action. I wish us all a continued fruitful and inspiring shared journey, in the years ahead.

Liron Dan, CEO of Haira

In 2025, we strengthened Haira's organizational infrastructure and led the development of five sustainable public spaces across Israel. Concurrently, we formulated two strategic masterplans and facilitated comprehensive participatory processes that advance a vision of sustainable urbanism.

Despite our specialization in developing sustainable public spaces, our partners stand at the heart of our work. These are the people who dream, initiate, act, and realize together the possibility of better urbanism.

I wish to thank our partners in local authorities, communities, and organizations for their commitment, partnership, and courage to act even during this challenging period of ongoing conflict. Thanks to you, we will continue to develop optimal public spaces that improve our quality of life.

Ariel Dloomy, CEO of the Beracha Foundation

The summary of Haira's current-year activities demonstrates the consolidation of a robust, professional approach within the organization, alongside its practical implementation to create better urban spaces amid accelerating climate change.

Haira's team members not only bring spaces to life but also ignite a spark among professionals in various local authorities, prompting them to think more deeply about planning processes and community-environmental interventions in cities. This represents a long-term change with significant ripple effects for additional processes in each city.
Climate change intensifies each year and becomes more present in our lives, yet some choose to ignore it and push the issue to the bottom of the priority list.

Haira's ability to combine interventions that create welcoming, pleasant spaces for residents with measures to mitigate climate change impacts is a smart, effective way to drive change that benefits all stakeholders.
Haira's methods of action should serve as a model for national policy in Israel to improve public spaces and address the climate crisis.

Noa Yovel Maoz, Gandyr Foundation

Haira is a source of joy and inspiration for me, thanks to the unique connection between content and form, between deep thinking and action grounded in reality. I believe that high-quality living environments are built by listening to needs, considering natural resource constraints, planning for quality, ensuring implementation capacity, and engaging the local community. Through a creative, professional, and committed team of women, Haira brings these together to create a unique combination that is refreshing and full of hope.
In this way, Haira improves planning processes, strengthens the quality of work and relationships with local authorities, and operates consistently through partnership, respect, and trust in professionals and local knowledge.

In the words of Donella Meadows: "The future can't be predicted, but it can be envisioned and brought lovingly into being." It is a great honor to serve on the Board of Directors and to contribute to our shared path.

We thank the philanthropic foundations for their support and deep, meaningful partnerships.

Founding Team

Liron Dan, CEO

Liron Dan is a product designer by training with a master's degree in interdisciplinary environmental studies from the Porter School at Tel Aviv University. She brings years of experience in managing innovative projects for sustainable development and orchestrating broad, cross-sector partnerships.

"I wake up every morning with a sense of fulfillment. The public spaces in our historic city centers are full of potential, and we have the privilege to realize it, thereby improving the quality of life in the city for many."

Einat Aroch, Deputy CEO

Einat Aroch holds a BA in Product Design and an MBA. She's a mindfulness instructor and ceramicist, with a background in social entrepreneurship and organizational leadership development.
She was a member of the founding and management team of Mifras, an organization promoting entrepreneurship in the education system, and led a department at the Joint (JDC), where she developed entrepreneurship and employment programs for at-risk youth.

"I believe that multidisciplinary and creative work with diverse partners is our way to ensure better, more beneficial cities, through genuine connection to people and their everyday lives."

Architect Hila Lothan

Hila Lothan is an architect and urban planner, and co-Manager at Publica. Her expertise focuses on leading strategic processes from initiation to implementation, developing knowledge and tools, and creating connections between people, places, and partnerships. Lothan is the founder and co-editor of the online magazine Sfat Rehov (Street Language), which addresses urbanism, and lectures in the master's program in Planning at the Hebrew University on the topic of multigenerational public space.

"I believe that good urbanism is the way a city becomes a healthy, joyful, and equitable infrastructure that encourages meetings, connection to nature and culture, a sense of belonging, and initiative at every age and in every place."

Core Team

Meytal Amir Sheffer

Sustainability Development and Digital Communications Manager.
Meytal Amir Sheffer is a project manager specializing in environmental and social projects, combining community work, broad partnerships, and digital communication. She holds a master's degree in sociology with a focus on organizations for social change, serves as co-chair of the Green Course organization, is a graduate of the Heschel Center for Sustainability Fellows Program, and lives and is active in an ecological community in a building in the city of Harish.

"I believe that real nature - wild, inviting, and accessible - should be part of the city and our daily lives. An experience of inspiration, health, and magic."

Architect Shahar Haskell

Urban Planning Lead and Spatial Metrics Developer.
Shahar Haskel is an architect and urban planner engaged in applied research and urban development. She combines experience in urban planning with the development of tools and methodologies for understanding the relationship between physical and social space. She works in the 3S Research Lab at the Technion and at the Haira Association, at the intersection of data, policy, and action in space.

"The city is my home, a space of life, culture, and people, and nature is where I find freedom and peace. The connection between them is the balance that nourishes my path."

Dr. Inbal Linchevski

Dr. Inbal Linchevski is the Expert Advisor for Assessment and Measurement at Haira. She holds a postdoctoral position in brain magnetic resonance imaging, with a focus on mind-body connections, and lectures in the Department of Psychology at Reichman University. Previously a veterinarian, she currently specializes in accompanying systemic change processes in local authorities and multi-stakeholder partnerships.

"In my view, public space is a fundamental component of quality urban life: an accessible, safe, and inviting place that enables natural movement, daily encounters, and a community experience for children and adults."

Board of Directors

Dr. Tali Yariv-Mashal - Chair
Noa Yovel Maoz
Hagit Cohen Fox
Adv. Nisan Ben Hamo
Architect Maya Halevy
Itay Tsachar
Architect Merav Battat
Noa Asher Berkeley

Advisory Team

Keren Schvetz, Strategic Process Advisor, Author
Keren Lehmann, Social Media Manager, Poet
Ido Levit, Expert Advisor for Culture in Local Authorities, Yogist

Special Thanks

Adi Bril, Grants Operations Manager, Beracha Foundation
Mor Dar, Program Manager, Gandyr Foundation

Strategic Process Summary
2025-2030

Strategy

Haira's Action Model

Haira's overarching goal is to advance public space as urban infrastructure for climate and social resilience.
To realize this overarching goal, Haira has developed a unique action model based on two main pillars that mutually reinforce each other:

1. Working with local authorities - Collaborating with a multidisciplinary municipal team to advance sustainable public space through innovative organizational practices, unique tools and mechanisms, and community engagement.

2. Research and development of applied knowledge - Learning through field practice and developing tools and mechanisms that can be replicated in additional spaces, such as spatial analysis tools, mapping the needs of residents, integrating local knowledge, data-driven planning, developing mechanisms for activating a space, ongoing management and maintenance mechanisms, and more.

In the cities where Haira operates, projects are developed with consideration for all stages of development, implementation, and activation:

From needs mapping and planning through field implementation to space maintenance and activation. All of this is accomplished through resource pooling and forging strategic partnerships that ensure project feasibility and realization in the immediate, medium, and long term.

Overarching Goal

Public space as urban infrastructure for climate and social resilience

Nature - Community - Culture

Enhancement of green and blue infrastructure (rehabilitation of urban streams, walkability, trees) | Development of spaces that encourage people to linger, connect, and engage in local community and cultural activities.

Method of Action

Working with Local Authorities

Working in three spheres:
Physical-Organizational-Communal

In-depth work in Haira's cities

Thematically focused initiatives with broad reach

Guidance and implementation of climate- and resilience-focused urban plans

Method of Action

Research, Development, and Dissemination of Applied Knowledge

Development of tools and mechanisms from work with local authorities, making them accessible and disseminating them.

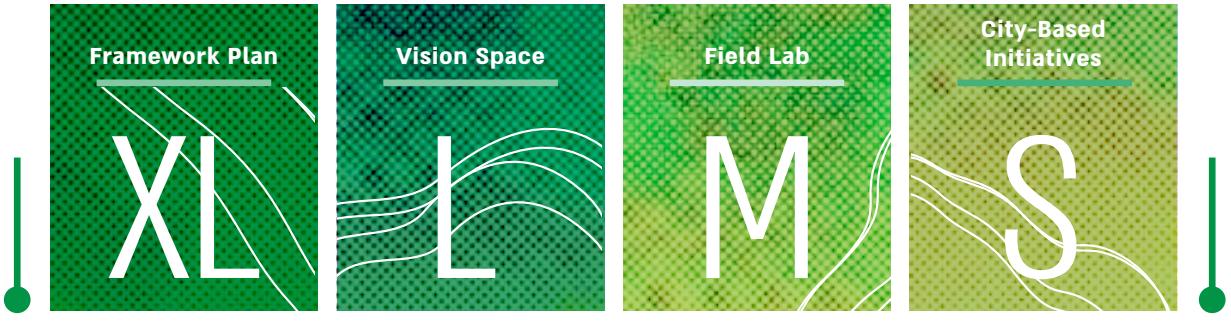
Tools for spatial analysis to support learning and field experience for planning and evaluating spaces.

Development of organizational and community mechanisms for ongoing, optimal management (such as sustainable gardening, cultural and activity routines, monitoring, space trustees).

Making applied knowledge accessible to diverse target audiences to support sustainable planning and development (such as practical training, field tours).

Method of Action

Spatial Interventions at Varying Scales



XLMS

Spatial Interventions at Varying Scales

Haira operates at varying scales, to establish a long-term and comprehensive vision for urban public space and work toward its realization. Haira focuses on four main work outputs:

XL Framework Plan

A comprehensive and inclusive planning vision for long-term urban development of sustainable public space.

Based on a holistic, long-term vision developed with the municipality and broad stakeholders to improve public spaces, the approach views the entire urban area as a green network that enables access to green space for the entire population, encourages walkability, and strengthens the municipality's preparedness for climate change.

L Vision Space

Planning and implementation of a small-scale space that demonstrates the vision of the master plan.

Advancing the planning and implementation of a space within the Framework Plan in a short timeframe, transforming the vision into action in the urban space.

M Field Lab

Research and learning from interventions in public spaces to generate models for planning, maintenance, and activation, as well as tools for spatial intervention based on field experience.

The research and development unit tests on-the-ground interventions to support Haira's work with municipalities, model successful practices, and inform the work in local authorities.

S City-Based Initiatives

Tactical interventions that build trust between the municipality and the community and generate quick wins and infrastructure for broad collaborations.

Street art, planting events, and local community initiatives that motivate action and connect the community to the place.

Haira's Theory of Change (Draft in Progress)

The Goal

Advancing and developing vibrant and sustainable public spaces as a response to urban, climate, and social challenges in a changing reality.

Ecosystem

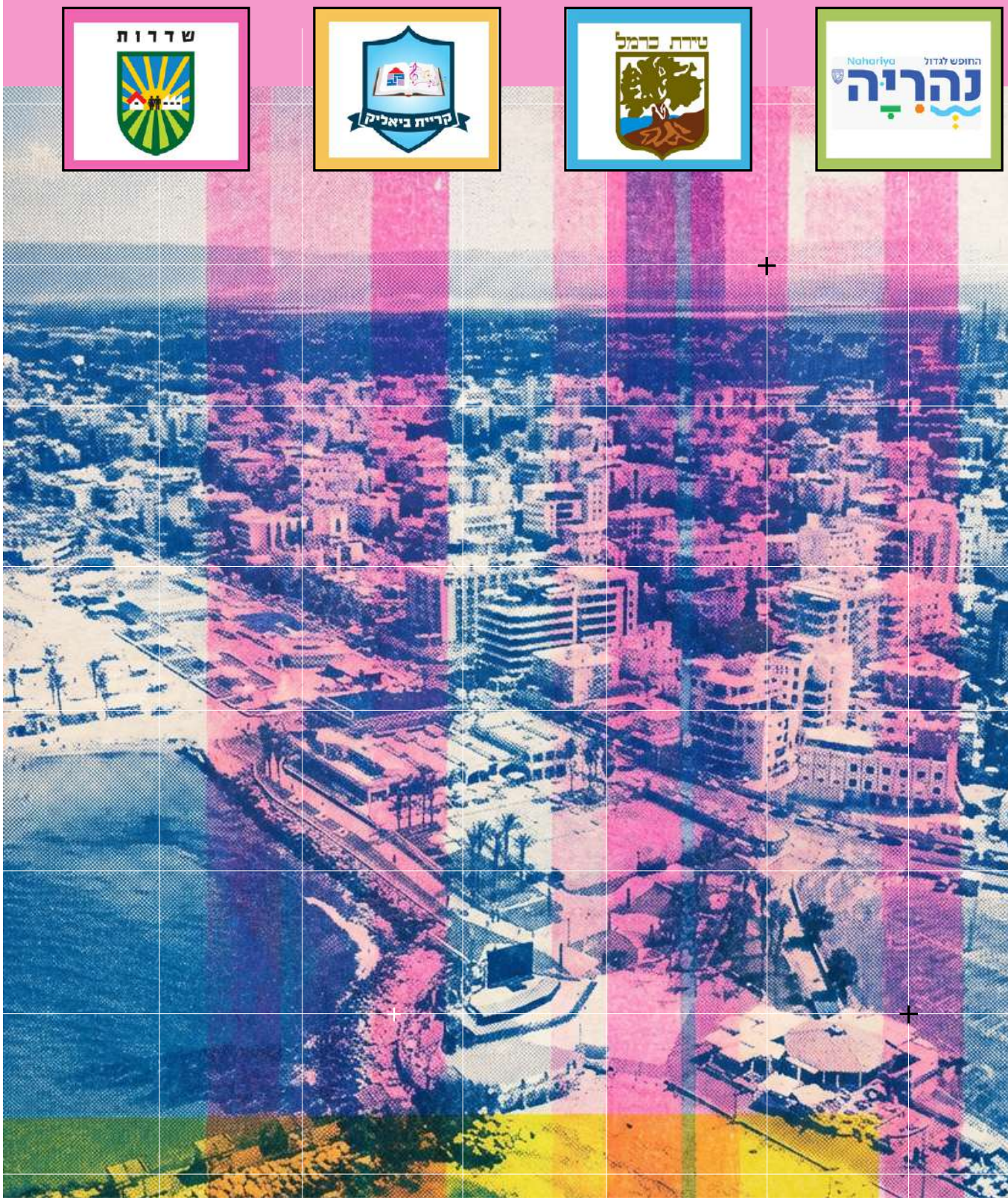
Municipalities, cross-sector organizations, and professionals.

The Need

1. Climate change in Israel is characterized by rising temperatures, declining precipitation, rising sea levels, and more frequent extreme weather events.
2. Population growth in cities and increasing density. Approximately 90% of Israel's residents live in urban areas.
3. Increased social alienation, feelings of loneliness, and declining mental resilience.

Action Strategies	**Working with municipalities In-depth and broad work in Haira's cities**	**Research and development of applied knowledge**
Physical-Community-Organizational Activities	• Building capacity among municipal staff • Building local partnerships • Planning, implementing, and sustainably managing public spaces in cities: enhancing green and blue infrastructure, pedestrian-oriented spaces, and more • Development of spaces that encourage people to linger, connect, and engage in local community and cultural activities	• Evaluation and measurement of activities in municipalities • Extracting practical knowledge and conceptualization • Development of municipal tools and mechanisms for advancing public space • Dissemination of knowledge and tools
Outputs	• Vibrant public spaces • Professional municipal teams in the field • Connections and collaborations to strengthen the ecosystem	

Our Work in Haira's Cities 2025



Haira Cities

Sderot

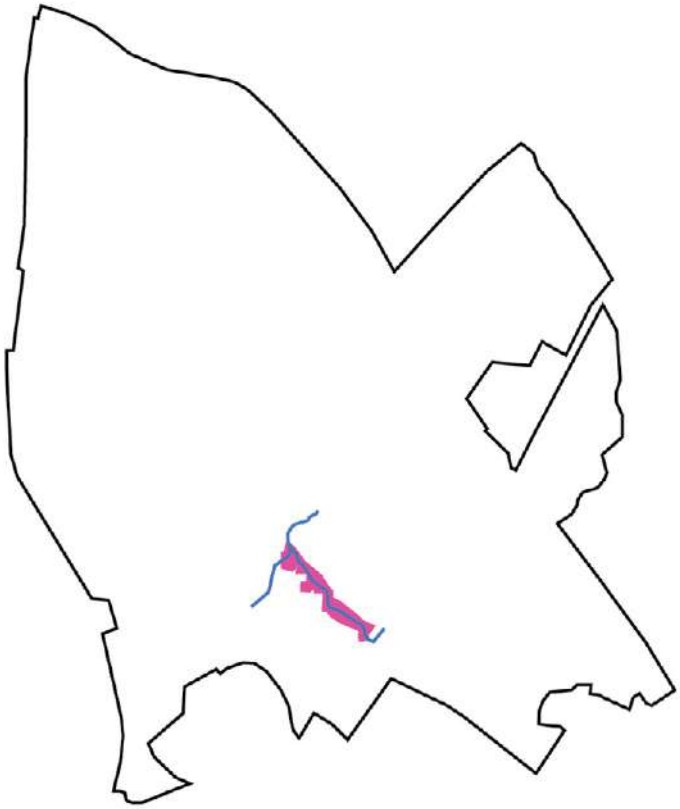
Area: 6.34 km²

Population: 37,468

Socioeconomic index: 5 out of 10

Region: Western Negev

Source: Central Bureau of Statistics 2025



What We Did in the City

Azrieli Park Framework Plan (XL)

Nir'am Stream Restoration (XL)

Activity Timeline

October 2024

Mapping existing conditions
Ecological-hydrological-spatial-communal

Azrieli Park Framework Plan

Roundtable
Nir'am Stream restoration

Detailed design for park core construction

December 2025

Fundraising for the development of the Upper Stream section

Azrieli Park Renewal: Nature and Culture in the Heart of Sderot

Working in Broad Partnership | Azrieli Park Framework Plan

Municipal Team

Alon Davidi - Mayor, **Limor Cohen** - CEO, **Hagai Cohen** - City Engineer, **Gal Yad'ai** - Director of Environmental Quality and Infrastructure Department, **Elad Hajbi** - Director of Community Services Department, **Li Ivgi** - Community Unit, Welfare Department, **Albina Marcus** - Community Unit, Welfare Department

Partner Organizations

Sderot Community Center, Sderot Young Adult Center, Shufuni, Umm Culture, Sderot Cinematheque, Sderot Development Foundation, Sapir Academic College

Planning Team

The Commons – Landscape Architect Tali Dinur, Danya Selinger, Dr. Daniel Metcalfe
Moran Development and Consulting Ltd. – Ori Moran, Segev Tamir

Nir'am Stream Restoration Roundtable

Sderot Municipality: Limor Cohen - CEO, **Hagai Cohen** - City Engineer, **Gal Yad'ai** - Director of Environmental Quality and Infrastructure Department, **Shimon Edri** - Industrial Zone Manager, **Ami Buchris** - Economic Recovery and Business Coordinator.
Sderot and Sha'ar HaNegev Water and Sewage Corporation: Rami Omid, CEO; **Shai Tamir,** Ecologist
Shikma-Besor Drainage Authority: Dr. Nehemia Shahaf, CEO; **Uriah Shabbat,** Deputy CEO and Authority Engineer
Ministry of Environmental Protection, Southern District: Renana Ilan, Director of Local Government Department; **Elizaveta Sandlerski,** Industrial Zone Manager; **Dan Ish Shalom,** Head of Natural Resources Department; **Tamar Amir,** Acting Coordinator of Water and Streams
Nature and Parks Authority: Amnon Gorochanski, Water and Streams Inspector
Union of Cities for Environmental Quality, Ashkelon District: Nitzan Ben Tal, Director of Education Department; **Guy Zigelboim,** Supervision and Enforcement
Sha'ar HaNegev Regional Council: Moshe Zohar, Water and Sewage Infrastructure Manager
Shikma Stream Authority: Anat Haas, Director
Professional Guidance for Stream Restoration: Ori Moran, CEO; **Segev Tamir,** Ecologist, Moran Development and Consulting Ltd.

Kickoff tour with municipal stakeholders. Photo: Liron Dan

Sderot

Azrieli Park Renewal: Nature and Culture in the Heart of Sderot

About the Space

Azrieli Park is located in the center of Sderot, in an urban district expected to add thousands of housing units in the coming years.
Around the center of the park are numerous public and community buildings, including the Sderot Cinematheque, the Young Adult Center, the Umm Culture Center, the Rimon School of Music – Sderot Campus, kindergartens, and more.
Nahal Nir'am flows along the entire length of the park, and the upper stream has the potential to become a unique and central natural area in the city.

Spatial Advantages

The park's location in the city's historic center

At the center of future urban renewal districts

Numerous cultural institutions feed into the park

Diagram: The Commons

Nir'am Stream Over the Years

1931
Wadi Itzbah, a winding route, in clay soil

1931-1958
Paving of Route 232 and construction of an underground water crossing, straightening of the stream route, and establishment of Sderot

1958-2024
Establishment of Sappirim Industrial Zone in the upper drainage basin, expansion of Sderot city, planting of eucalyptus trees, and establishment of Azrieli Park

Source: Hydrological survey, Moran Development and Consulting Ltd.

Sderot

Azrieli Park Renewal: Nature and Culture in the Heart of Sderot

Data-Driven Planning

To advance place-responsive planning and in response to field-based needs mapping, several actions were taken to gather local knowledge.
The variety of actions included: a resident survey; dozens of in-depth interviews with municipal stakeholders and residents; roundtables; field tours; and the deployment of two of Haira's measurement and assessment tools. Additionally, cameras were installed to map biodiversity in the upper stream.

Kickoff tour with municipal stakeholders. Photo: Hila Lothan

Visioning session with community and cultural stakeholders. Photo: Hila Lothan

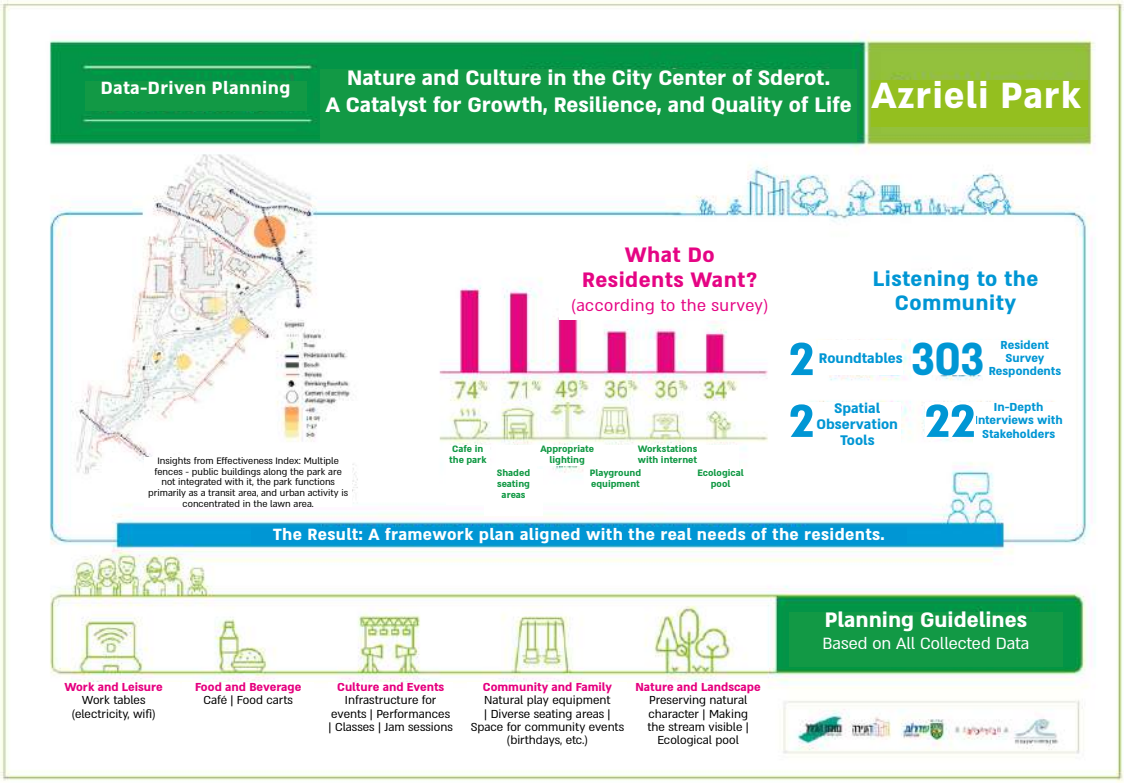


Diagram design: Yariv Yochai

Sderot

Azrieli Park Renewal: Nature and Culture in the Heart of Sderot

The Vision

The renewal of Azrieli Park offers an opportunity to advance a unique urban space rooted in nature and culture, and to drive the growth of a vibrant, resilient community life.

Nature: Nahal Nir'am restoration, shaded relaxation areas, walking and jogging paths surrounded by vegetation, picnic spots, a community garden, a food forest, and an ecological pool.

Culture: Connecting cultural institutions that feed into the park, a gathering space for diverse cultural activities, performances, classes, sports activities, and physical infrastructure for events.

Community: Recreation and play areas, a space encouraging resident initiatives, a bonfire area, food zones and food trucks, a shared learning hub, work environments, and a venue for community events.

Framework Plan Azrieli Park

Framework Plan. Planning: The Commons, Moran Development and Consulting

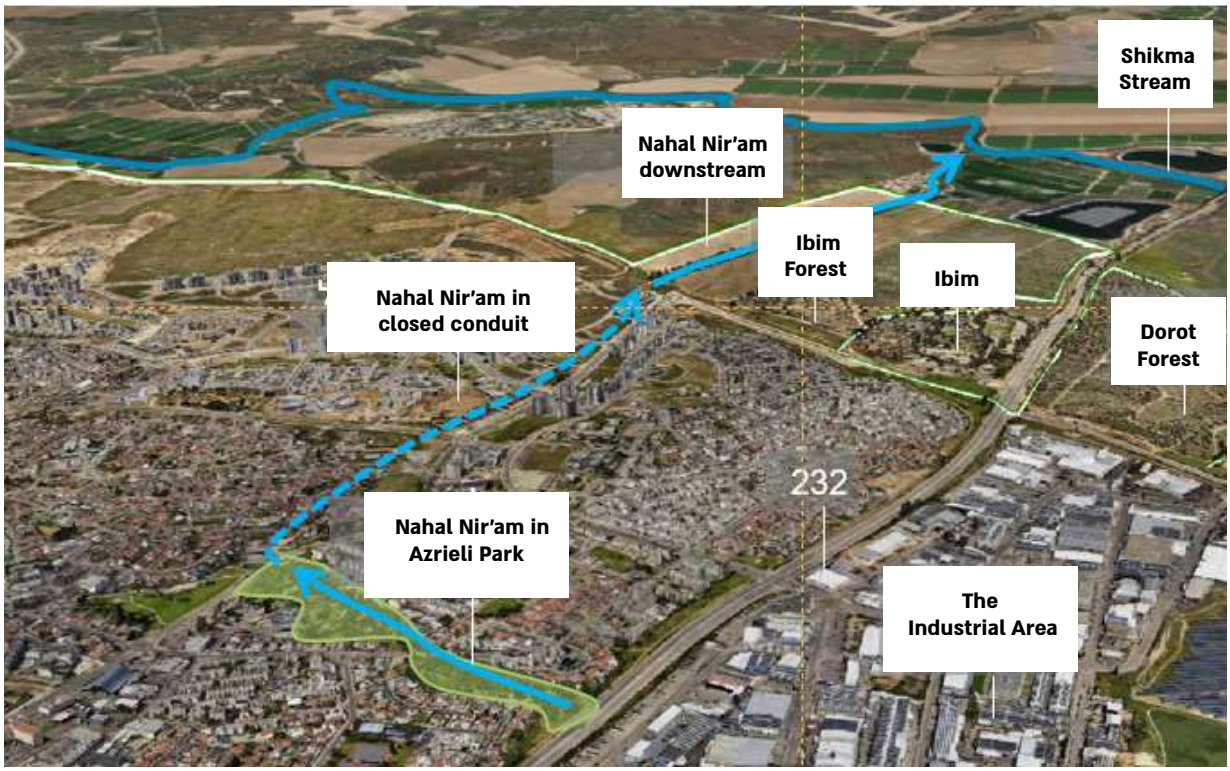
Nahal Nir'am Restoration

The Vision

Restoring the stream and transforming it into a regional attraction for residents, visitors, and biodiversity by fostering collaboration among diverse stakeholders and developing a shared work plan.

Current State, Threats, and Hazards

Stream pollution comes from the industrial zone and local sewage overflows. This pollution affects the park experience and the flora and fauna in and around the stream.



Waste of various types is scattered throughout the area; concentration points are near the stream. From the existing conditions survey. Diagram: The Commons

Drainage channel outlet discharging industrial effluent to the stream. Photo: Segev Tamir, Moran Development and Consulting

Waste in Nir'am Stream. Photo: Segev Tamir, Moran Development and Consulting

Sderot

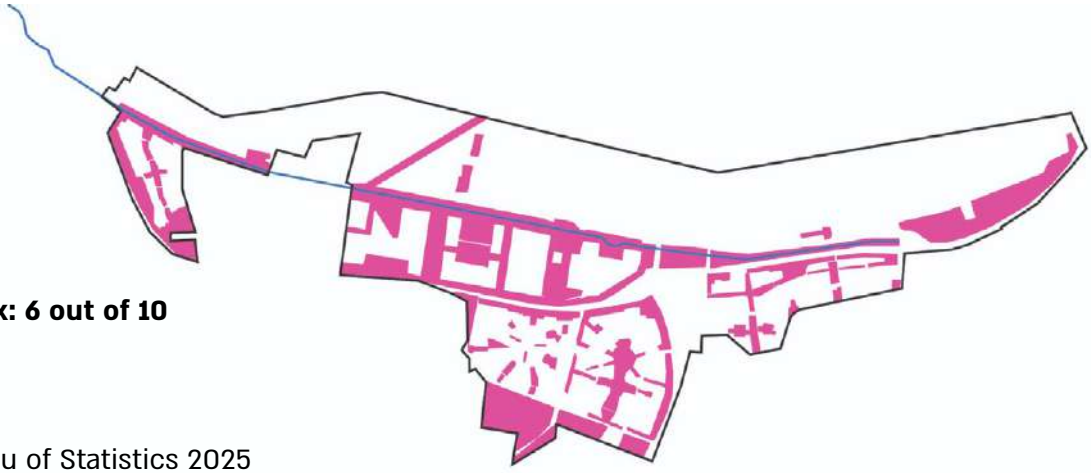
Nir'am Stream Restoration

Nir'am Stream. Current State: Neglected, waste dumping site, illegal construction.
Photo: Liron Dan

Sderot

Future vision, winter appearance, and summer appearance. AI renderings: Meytal Amir Sheffer

Kiryat Bialik



Area: 8.46 km²

Population: 46,116

Socioeconomic index: 6 out of 10

Region: Haifa Bay

Source: Central Bureau of Statistics 2025

What We Did in the City

Framework Plan - Bialik Park: The Green-Blue Lung of the Krayot (XL)

Vision Spaces - The Balcony (L) and The Ben Gurion Hangout (M)

Activity Timeline

October 2021

Community Mapping
Integrated Tools (City Center)

Spatial Mapping
Ecological-hydrological-landscape-historical (The Fuara space)

Urban Vision Formation
Connecting the City Center to Nature:
The Bialik Triangle

Vision Spaces
The Balcony
The Ben Gurion Hangout

City-Based Initiatives
Climate Forest, Neot Afek
PlaceMaking with Tzur Shalom Youth Club
Postcard Memories Project
Sustainable Gardening Pilot
Neighbors for Nature, Veterans' College

December 2025

Bialik Park Framework Plan
Detailed planning for implementation
Vision Space #2

Working in Broad Partnership

Broad Municipal Team

Eli Dukorsky - Mayor Taly Sukenik - Director of Leisure and Resource Consolidation Department **Or Shalev** - Deputy Director of Society and Community Department **Yossi Boukris** - Deputy CEO for Operations and Logistics **Dr. Alona Eisenberg** - Spokesperson Accountant **Chen Peretz** - Treasurer **Lior Taragan** - CEO of the Municipality **Igor Shimanivich -** City Engineer **Haim Elias** - Director of Community Department **Miri Klempner** -Volunteer Coordinator **Gur Gavish** - Director of Gardening, **Ilan Ginun** Gardening Company **Ami Reuven** - Director of the Education Department **Ortal Hadad** - Director of the Youth Department **Julie Felah** - (Former) Youth Department **Shay Danon,** - Director of Young Adult Center **Sima Hershman** - Director of the Kiryat Bialik Industrial Zone **Karin Cohen** - Assistant to the Mayor

Partners

The Balcony: Kiryat Bialik Municipality, Kishon Drainage and Streams Authority, Kishon River Authority, Beracha Foundation, and Agma.

Bialik Park: Kiryat Bialik Municipality, Open Spaces Fund, Kishon Drainage and Streams Authority, Kishon River Authority, Agma, Nature and Parks Authority, KKL, Zevulun Regional Council, Kiryat Ata Municipality, Haifa Union of Cities for Environmental Quality, Union of Cities for Sewage, Haifa Region, Ma'ayanot Hahof Water Corporation, Mekorot, Western Galilee Drainage and Streams Authority, and the Israel Land Authority.

The Ben Gurion Hangout: Kiryat Bialik Municipality; JDC Muni 100 Program

Planning and Implementation Team

Bialik Park: Sack and Reicher Architects, Moran Development and Consulting, Ecological Infrastructure Survey - Society for the Protection of Nature in Israel, Sustainable Gardening Consultation: Debbie Lehrer.

The Balcony: Planning: Sack and Reicher Architects, Moran Development and Consulting, Architect Yael Hamerman Solar.
City Planning with Kids: Architect Anat Horowitz Harel, Einat Berko, Head of Bialik School.
Sustainable Gardening: Debbie Lehrer - Sustainable Gardening Consultant **Ben Bekher** - Consulting, Landscape Project Planning and Supervision, Katalia **Gur Gavish** - Ilan Ginun, **Dafna Eshet -** Director of Community Gardens **Noam Rabin** - Harduf Nursery.
Implementation and Supervision: Kishon Drainage and Streams Authority, Doron Arish Holdings Ltd., Supervision: **Yuval Gonen.**

The Ben Gurion Hangout: Planning: Studio Oa - Architects, Facilitators of Public Participation Processes, Preliminary Strategic Process - Architect Oded Kotok, Urban Forestry Consultation, Landscape Architect Shahar Tzur, Implementation: Tash Metal, Development contractor: Ibraheem Khalil, Signage: MDV Michal Derhy Veiman, Ilan Ginun.

Community

Neighbors for Nature
Library Trustees
The Balcony Trustees

Kiryat Bialik

Bialik Park The Green-Blue Lung of the Krayot

A nature park in the city center that connects the western and eastern parts of the city and links Kiryat Bialik to its surroundings. The Bialik Park vision aims to preserve the city's significant natural areas while adapting them to climate change.

1930 The Fuara Wetland, view west. Courtesy of Yad Ben-Zvi

2025: The Balcony before intervention. Photo: Sack and Reicher

Bialik Park The Green-Blue Lung of the Krayot

The area is currently characterized as an open space with significant ecological and landscape values, including wetland habitats, native vegetation, and historic water bodies. Against the backdrop of accelerated construction, the park is intended to preserve a significant green lung and ensure high-quality nature in the city center.

Bialik Park Framework Plan. Planning: Sack and Reicher, Moran Development and Consulting Ltd.

AI renderings: Sack and Reicher

Kiryat Bialik

Vision Space

The Balcony

The Balcony is Bialik Park's first Vision Space. A neglected parking lot and area where construction waste was buried has been converted into an inviting space where nature, community, and urbanism meet, a living model for sustainable urbanism and nature-based planning.

Launch of The Balcony, May 2025.
In the photo from right: Yuval Gonen - Project Supervisor on behalf of the Drainage Authority Einat Aroch - Deputy CEO of Haira, Michal Derhy Veiman - Signage Designer, MDV, Ziv Altit - Landscape Architect, Sack and Reicher, Uri Tsemach - Supervisor, Haifa Bay Union of Cities for Environmental Protection, Liat Arbel - former Haira Core Team, Architect Matanya Sack, Sack and Reicher; Dr. Dan Gottlieb - Environmental Education and Sustainability, Haifa Bay Union of Cities for Environmental Protection, Debbie Lehrer - Sustainable Gardening Consultant, Or Shalev - Deputy Director of Society and Community Department, Kiryat Bialik Municipality, Liron Dan - CEO of Haira, Rafael Bariach - Engineer, Kishon Drainage and Streams Authority, Yossi Sorojun - Head of Planning Division, Kishon River Authority, Eli Dukorsky - Mayor of Kiryat Bialik, Haim Hami - former CEO of Kishon Drainage and Streams Authority, Uri Regev - CEO of Kishon Drainage and Streams Authority, Doron Arish - Development Contractor, Taly Sukenik - Director of Leisure and Resource Consolidation Department, Kiryat Bialik Municipality, Nir Inbar - Water Engineer, Moran Development and Consulting, Einat Barko - Head of Bialik School, Sara Bar Sheshet - Science Teacher, Hani Tzigelnik, Penina Yaniv - Balcony Trustees, Miri Klempner - Volunteer Coordinator, Ruti Saar - member of Veterans' Leadership Forum and leader of Library Trustees.
Thank you to all the many partners along the way who were not present at the launch. Photo: Shahar Tishler

The Balcony Vision Space

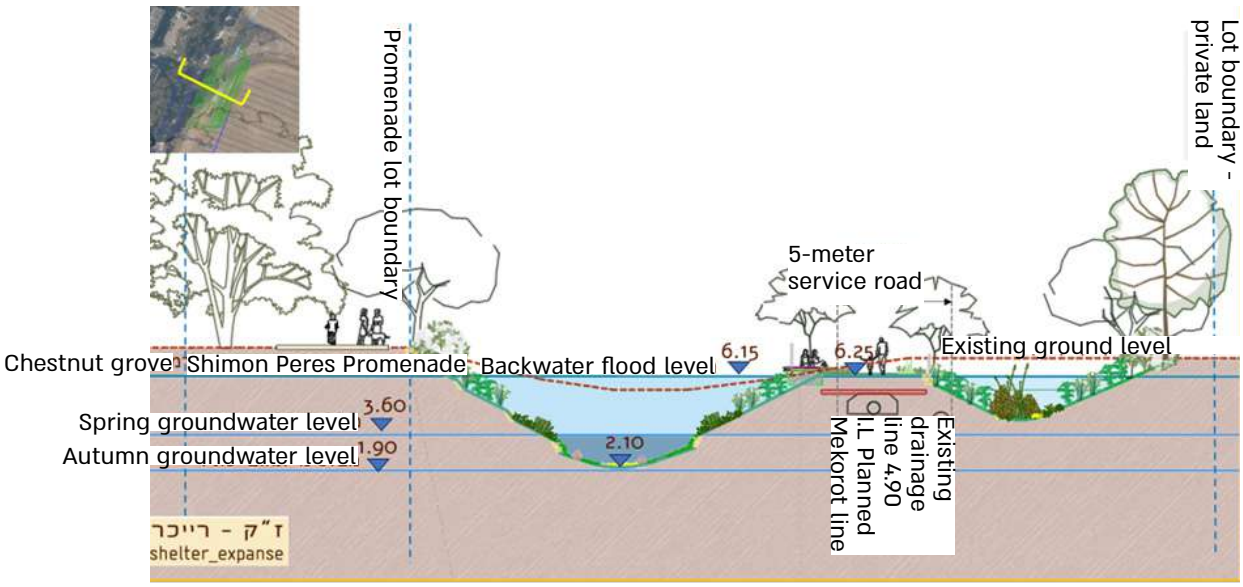
Before intervention, October 2024. As part of the project, 367 cubic meters of construction waste were treated. After cleanup and mapping, approximately 50% of high-quality soil was returned to the space. Photo: Shahar Tishler

After intervention, June 2025. The Balcony as a Vision Space, inviting community and biodiversity. Photo: Shahar Tishler

Vision Space #2

Detailed Planning for Implementation

The second Vision Space represents a significant leap and articulates the vision for Bialik Park in a broader, more comprehensive scope. The space has been planned for implementation and is currently in the fundraising stage.



Cross-section of Vision Space #2. Sack and Reicher, Moran Development and Consulting

Conceptual rendering of the space: AI Nano Banana, Meytal Amir Sheffer

Vision Space

Ben Gurion Hangout

Along Ben Gurion Boulevard, a multigenerational gathering space has been created, inviting residents of all ages to stop, linger, and meet in the city center. The space includes a community outdoor library operated by volunteers from the Veterans' Leadership Forum, new seating areas that encourage conversation, and two Five Senses pathways for children, curiosity-sparking spaces that connect play, movement, and nature. The vegetation planning also emphasizes sustainable gardening, with expanded shade areas and new plantings of culinary and medicinal herbs. The process included partnerships among municipal departments, visioning and planning workshops with residents, and training for community Library Trustees.

Ben Gurion Hangout, Kiryat Bialik. Rendering: Studio Oa

Kiryat Bialik

Vision Space

Ben Gurion Boulevard. Before intervention. A transit space with no lingering. Photo: Adi Segal

Five Senses pathway at the Ben Gorion Hangout. Photo: Liron Dan

A meeting with the poet Haya Ron for the city's veterans. The library at the Ben Gurion Hangout. Photo: Shahar Tishler

Partners of the planning and development of the Ben Gurion Hangout. Photo: Shahar Tishler

Tirat Carmel

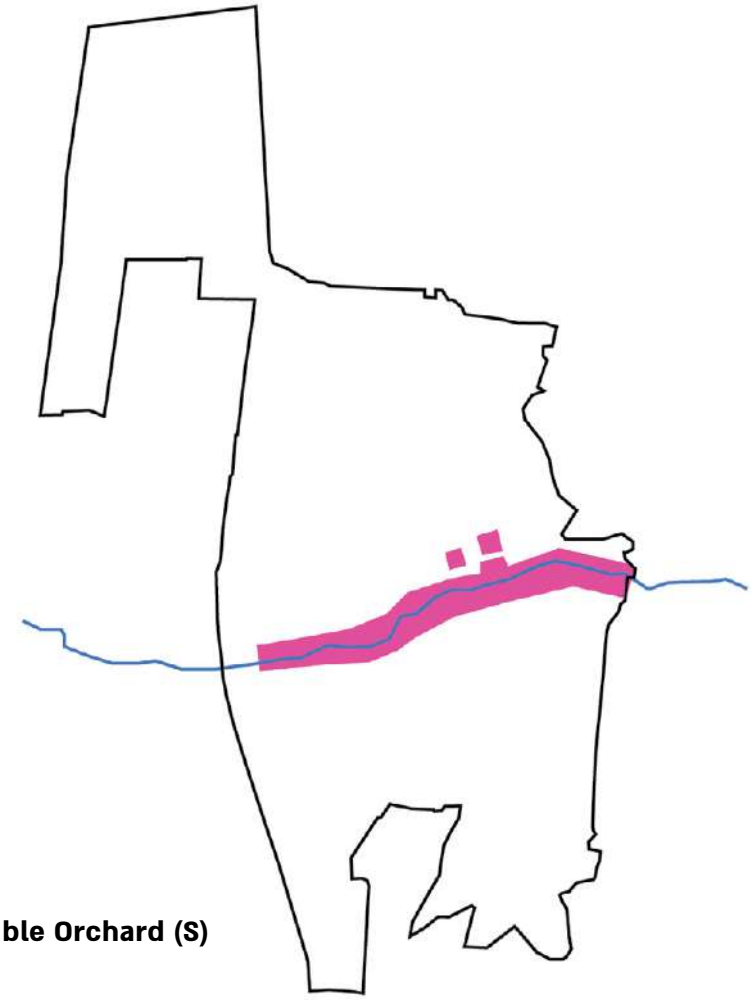
Area: 6.71 km²

Population: 31,374

Socioeconomic index: 6 out of 10

Region: Haifa Bay

Source: Central Bureau of Statistics 2025



What We Did in the City

City-River Urban Vision (XL)

Vision Spaces - The Streamside Library (L)

City-Based Initiatives – Climate Forest and Edible Orchard (S)

Activity Timeline

February 2024

Joining the City-River Urban Vision

Community-Spatial Mapping

City-Based Initiative
Climate Forest and Edible Orchard

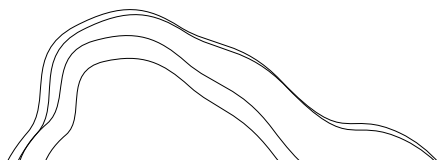
Vision Space
The Streamside Library

December 2025

Public Life - Educational and cultural community pulse program

Guiding the development and rehabilitation of the stream

Connecting the library area to the stream



Working in Broad Partnership

Broad Municipal Team

Dudu Cohen - Mayor **Amy Apomado** - Deputy Mayor **Noga Nahum Dahan** - CEO **Arie Wagner** - Head of the City Visual Department **Lena Oster** - City Engineer **Dorit Haim** - Director of Coordination and Planning **Dor Alkalay** - Director of the Culture Department **Liron Evgy** - Assistant to the Mayor **Danny Pessler** - Director of the Education Department **Zion Sudri** - Deputy Director of the Education Department **Fani Zaguri** - Director of the City Library **Rinat Lapidot -** Director of the Youth Unit **Dr. Anat Bar** - Director of the Early Childhood Department **Michal Alef** - Director of Hapaot Center **Michal Rosenzweig** - Director of the Municipal Forum for Language Advancement in Early Childhood **Mika Ribak** Shevchenko - Director of Development and Resources at Hapaot Center **Dorit James Binyamin** – Director of the Interdisciplinary Campus for the Sciences and Arts in Tirat Carmel **Hagit Liberman** – Educational and environmental program development **Yael Michal Schwartz** - Community Center **Maggie David** – Director of the Municipal Volunteer and Community Resilience Unit; Municipal Health Coordinator **Efrat Sommer** - Director of extracurricular activities in the community center **Eran Golan** - Director of Gardening **Vera Geilis** - City art initiatives

Partners

The Climate Forest and Edible Orchard
Tirat Carmel Municipality, Climate Forest Good Energy Initiative

The Streamside Library

Tirat Carmel Municipality, Carmel Drainage and Streams Authority, Urban95 Israel
Integrated Planning: Architect Shahar Haskell

Tirat Carmel

Adoption of the City-River Urban Vision

Based on the 2035 Framework Plan:
"The city of Tirat Carmel is blessed with an abundance of natural landscapes: the Carmel slopes, the Mediterranean coastline, and streams flowing from the Carmel to the sea within its boundaries. These shape the city's landscape and urban character, and offer strong potential to develop a unique identity that extends from the mountains to the sea.
...A network of streets and a green network of streams, promenades, and green corridors will make the richness and diversity of its mountain-to-sea location accessible to the city's residents and visitors alike."

Within the green network, Nahal Galim will be accorded a unique, important place as a green expanse that will serve as an urban park.

Planning and design: Keshet M.K. Project Management Ltd.
Photo: Alon Amir Sheffer

Cultural and community institutions along the Galim Stream corridor (from the Galim Stream Framework Plan. Planning: Lygm Environmental Projects.

The Vision Space

The Streamside Library

A space demonstrating the City-River Urban Vision.
Galim Stream as an ecological-community-cultural corridor connecting the mountain to the sea, linking public and community hubs with nature. The City Library courtyard is a first step demonstrating this vision in practice.
In 2025, the City Library courtyard space was developed through an extensive participatory process in partnership with Urban95 Israel.
In 2026, rehabilitation of the stream section connecting the library courtyard and Galim Park to the Galim Stream is planned, led by the Carmel Drainage Authority, with planning by Lygm Environmental Projects.

The city library courtyard **before** the development. Photo: Shahar Tishler

The city library courtyard **after** the project's completion. Photo: Hila Lothan

Tirat Carmel

The Vision Space

The Streamside Library

Platform and deck for cultural and community events. Photo: Kwindy

A sensory path. Photo: Amir Sheffer

The Streamside Library offers a range of experiences for all ages. Photo: Hila Lothan

The Streamside Library: A program woven from community needs

Meeting with veteran city residents to share thoughts and ideas | Photo: Shahar Tishler

The project was built through mapping and listening to public needs.
Approximately 300 residents participated in surveys and meetings, including young families, longtime residents, and cultural and community entrepreneurs, who helped plan a place-based cultural and community infrastructure in the City Library courtyard.
The project was developed based on mapping and listening to public needs.

Meeting with parents and children in partnership with Urban95 Israel and Hapaot Center. Photo: Kwindy

Tirat Carmel

City-Based Initiatives

The Climate Forest and Edible Orchard
In partnership with The Climate Forest, Good Energy Initiative

Project goal: Revitalizing an exposed public space and transforming it into a climate-adapted shaded space, reducing heat loads, enriching biodiversity, and integrating community gathering opportunities.

The initiative: In the open area adjacent to Galim Park and the City Library courtyard—a space that previously served mainly as an exposed thoroughfare—a community climate forest was established. As part of this initiative, more than 75 native shade trees were planted, three picnic tables were installed, and a heritage orchard was established in the courtyard of the nearby historic synagogue.
The plantings took place at a large community event, strengthening residents' connection to the place and deepening their sense of shared ownership of the space.

Systemic value: This tactical project served as a milestone for building trust and familiarity with municipal stakeholders, and provided a professional and community foundation for advancing the broader planning and development of the library courtyard.

Planting the climate forest together with the community. Photo: Shahar Tishler

The mayor planting the community orchard in the synagogue courtyard. Photo: Shahar Tishler

Photo: Shahar Tishler

Nahariya

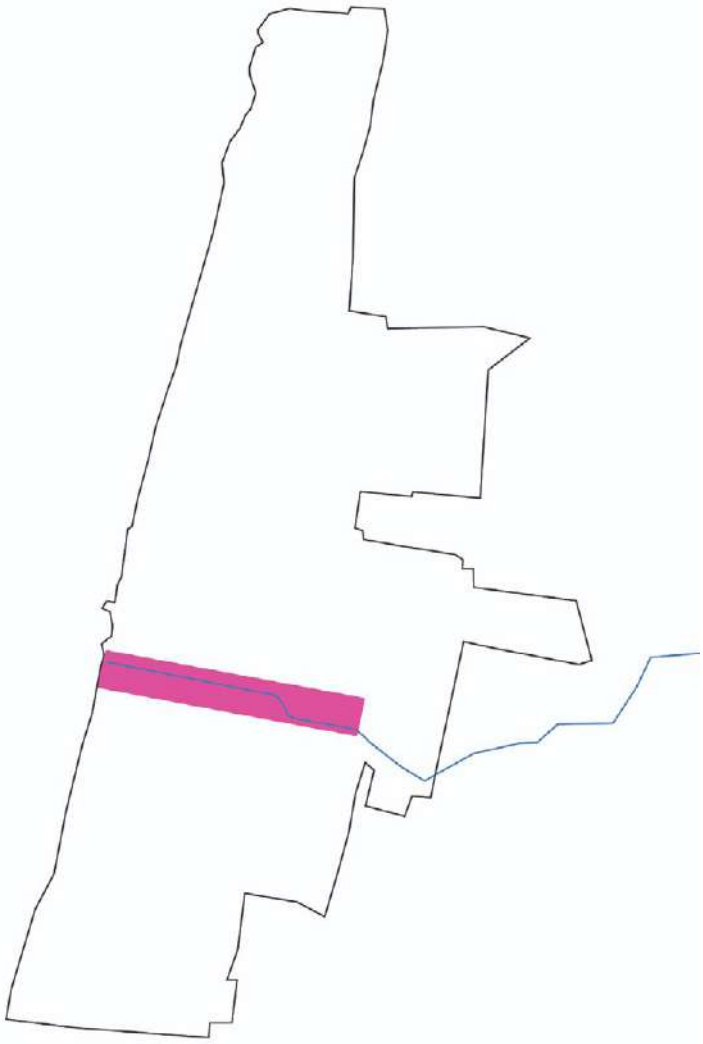
Area: 13.47 sq. km

Population: 68,954

Socioeconomic Index: 6 out of 10

Region: Western Galilee

Source: Central Bureau of Statistics 2025



What We Did in the City

City-Based Initiatives (S)

Postcard Memories: Stories from the railway

Railway Park - An Educational Initiative

Activity Timeline

January 2024

Community and spatial mapping

Development of a vision for the city center through the City–River Encounter competition

City-Based Initiatives
Youth Center Courtyard
Yama Gallery
Ein Sarah Climate Forest
Urban tours
Postcard Memories
Railway Park

Participation in steering the planning of the Ga'aton city center

December 2025

Resource mobilization to enable implementation of the City Center Vision

A Collaborative Work Structure

Broad Municipal Team

Ronen Marelly - Mayor **Tal Almog** - Assistant to the Mayor **Adv. David Elchiany** - CEO of the Municipality **Tal Chemi** - City Architect **Ronny Levy** - Head of the Planning Department; **Ilan Vaknin** - Head of Education and Community Administration **Dana Winstein** - former Manager of the Youth Center **Moshe Ben Shushan** - former Director of Sanitation and City Improvement **Maor Turgeman** - Head of the Urban Renewal Authority **Maya Prat and Stav Even-Zahav** - Curators, Artists, Social Activists, and Co-Founders of the Tarbut Movement, Co-Founders and Associate Curators of Yama Gallery - Yama Center for Art and Culture in the Public Space **Chen Haroush** - Permit Reviewer and Information Specialist, Planning Department **Shani Hazan** - Manager of the Youth Center **Limor Ben-Haim** - Head of the Culture Department **Ruth Nahum** - Assistant to the Head of Education and Community Administration and Budget Analyst **Ofir Bar** - former team member of the Youth Center; **Noam Halevy** - Intern and former Assistant to the CEO of the Municipality **Taly Rachmian** - Plans Examiner **Keren Atias** - Advisor to the Mayor **Ronny Peled** - Tour Guide **Ruth Naomi Hazan** - Director of the Pedagogic Center for Teacher Training **Liat Bodenstein** - Deputy Director of the Pedagogic Center for Teacher Training **Liat Tzur** - Head of the Local City Initiatives Program.

City-River Competition

The Nahariya Municipality, Ministry of Construction and Housing, Ministry of Agriculture and Rural Development, Agma Center for Basins and Streams, Western Galilee Drainage and Streams Authority, in collaboration with the Association of Architects and Urban Builders in Israel and the Israeli Association of Landscape Architects.

Winners of the City–River Competition:

Studio Sabra: Dr. Arch. Gabriel Schwake and Arch.Rotem Shenitzer Schwake
Teo Landscape Studio: Landscape Architect Roni Goren and Architect Nicolas Petchersky;
Levant Architects: Architect Roei Tal
Water Management: David Ramirez Infante.

Ga'aton City Center Renewal Project Management:

Ethos Architecture Planning and Environment.

Nahariya

Background

Haira operated in Nahariya from 2020 to 2024. As our work period concluded, we understood that to ensure the long-term vision we developed would be realized, we needed to continue tracking processes in the city and remain involved in the tactical projects supporting it.

The City–River Revitalization - Development of a City Center Vision

Rehabilitation of the Ga'aton River, using a watershed-based approach and nature-based solutions to support sustainable public space renewal in the city center

Rendering credits:
Studio Sabra: Dr. Arch. Gabriel Schwake and Arch.Rotem Shenitzer Schwake | Teo Landscape Studio: Landscape Architect Roni Goren and Architect Nicolas Petchersky | Levant Architects: Architect Roei Tal | Water Management: David Ramirez Infante.

City–River Revitalization site tour with participants, partners, and jury members. Photo: Adi Segal

City–River Revitalization competition: Judging panel meeting. Photo: Adi Segal

City-Based Initiatives - 2021–2023 Activities

Youth Center Courtyard, Yama Gallery, and the Climate Forest

Youth Center Courtyard: Removal of the perimeter fence, creation of a street-facing seating area, and community-created street art, alongside the development of ongoing programming.
Street art: Erezoo | Table design using recycled materials: Molet | Photo: Liron Dan

Ein Sarah Climate Forest
Developed in partnership with the Good Energy Initiative, as part of the Climate Forest project.
Photo: Sara Wilhelmsson

Yama Gallery
A community gallery in a public space, developed in partnership with the Tarbut Movement.
Photo: Shahar Tishler

City-Based Initiatives 2025

Postcard Memories – Stories from the Railway, Nahariya

The Initiative's Purpose:

- To link Nahariya's past, present, and future through the stories of the historic railway line that once connected Haifa, Beirut, and Tripoli.
- To strengthen local identity and a sense of belonging among long-time and newer residents of all ages, through childhood memories, local culture, and the urban landscape.
- To reinforce personal and communal connections to the space through public art and personal narratives shared by veteran Nahariya residents.
- To promote walking and cycling as part of a sustainable urban culture rooted in public spaces.

Project Description:
Postcard Memories is a community-based artistic initiative that focuses on the childhood memories of veteran Nahariya residents associated with the historic railway line. The railway, which once ran through the city and served as a regional link between Haifa and Tripoli, Lebanon, is currently undergoing renewal as part of the Nahariya Railway Park. The park is planned as a linear walking and cycling corridor, reconnecting the northern neighborhoods and the central educational campus (approximately 3,000 students) with the city center along Ga'aton Street.

As part of the initiative, artist Rotem Weinstein created five original illustrations based on personal stories shared by long-time residents. The works depict everyday, place-based moments from Nahariya's local history, enabling engagement with the city's past through an accessible and site-specific artistic language.

Partners: Veteran Nahariya residents - contributors of personal memories and stories, Nahariya Municipality, the Railway Museum, Haira.

Illustration: Rotem Weinstein

Photo: Liron Dan

City-Based Initiatives 2025

Railway Park - An Educational Initiative

Purpose of the Initiative:

- To develop an educational–communal initiative that promotes sustainability, a sense of belonging, and connection to the space, through broad partnerships.
- To strengthen civic and community engagement among students and educational staff through experiential learning and shared action in support of the urban public space and local community.

Description of the Space:
The historic railway line, which once ran through Nahariya and connected Haifa, Beirut, and Tripoli, Lebanon, now forms the backbone of a new urban development initiative: the Nahariya Railway Park. The park is planned as a green, accessible, and welcoming public space that links the northern neighborhoods and the city's large educational campus to the city center along Ga'aton Street, with walking and cycling paths set within a shaded tree network.

The Meyasdim–Ga'aton segment is the park's heart and soul, embodying values of heritage, landscape, and local identity. In this section, remnants of the historic railway have been preserved, the ficus tree avenue has been maintained, and local riverbank vegetation (such as blackberries and reeds) has been integrated. Together, these elements tell the space's story and serve as a starting point for connecting its past, present, and future.

Partners: The local authority – Municipal Education and Community Administration; City EngineerEngineering Department; PISGA Nahariya; post-primary educational institutions; and Haira.

Field tour to launch the initiative, in partnership with the city engineer and head of the Education and Community Administration

Tour with approximately 50 students from the film, art, and architecture tracks

City-Based Initiative Signage, Railway Park

Ronny Peled, local tour guide and member of the project leadership team, unveiling signage marking the historic railway line

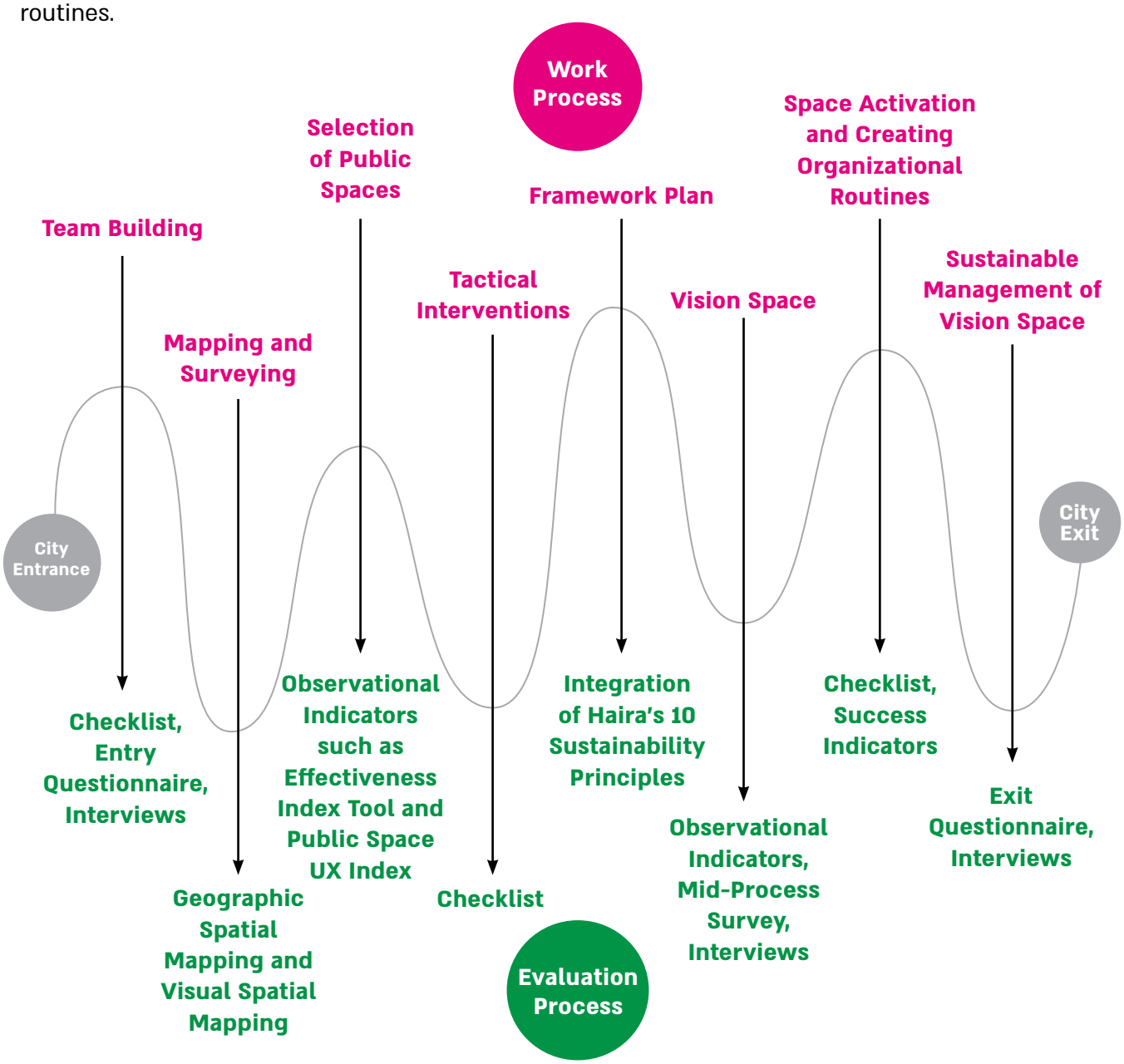
Evaluation and Measurement at Haira

Haira's Evaluation and Measurement Framework

Evaluation and measurement processes at Haira provide an in-depth understanding of the physical environment, residents' needs, and municipal working processes. They are an integral part of our practice, serving as a tool for shared learning, informed reflection, and the development of location - and data-based activities.

Evaluation helps us with:

1. **Evaluation as part of ongoing practices:** Evaluation processes are embedded in day-to-day work and support real-time decision-making, rather than functioning as a separate or retrospective activity.
2. **Painting a multi-dimensional picture:** Evaluation integrates physical, communal, and organizational data to create a systemic understanding of the space and municipal functioning.
3. **Strengthening partnerships and actions:** A transparent, shared evaluation process builds trust, establishes a common professional language, and supports the long-term integration of working routines.



Haira's Mapping and Evaluation Tools

At Haira, we develop and implement a set of innovative tools that address the three activity spheres: the physical, the organizational, and the communal. Together, these tools enable comprehensive, data-informed evaluations that directly support action.

The Physical Sphere

Experience Index - An index reflecting user experiences in spaces designated for development.
Effectiveness Index - A measurement tool for assessing the quality of public spaces.

The Organizational Sphere

Questionnaires - Used to assess motivation, perceptions, attitudes, work practices, and expectations.
Interviews - Conducted to deepen understanding, build trust, and further explore issues identified through the questionnaires.

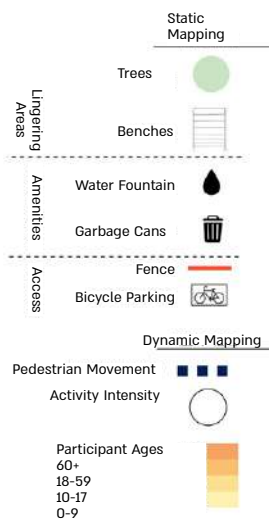
The Communal Sphere

Resident Surveys - Used to learn about patterns of space use and residents' needs.
Interviews - Conducted to deepen understanding of space use, needs, barriers, and motivations.
Visioning Sessions and Roundtable Discussions - Used to build a shared future perspective and to map needs, barriers, and motivators.

When Do Mapping and Evaluation Processes Take Place?
Mapping and evaluation are integrated as an ongoing part of the work process, beginning with initial mapping, continuing through planning, extending into on-site implementation, and into the public space launch and maintenance phases.

Parents and children participating in community engagement, City Library courtyard, Tirat Carmel
Collaboration between Urban95 Israel, Haira, HaPaot Center, the Municipal Library, and the Tirat Carmel Municipality. Photo: Abdallah Malham

Haira's Mapping and Evaluation Tools



Case Study:
Effectiveness Index Tool, The Streamside Library, Tirat Carmel
Architect: Shahar Haskell

Insights Before Intervention

- The space functioned primarily as a passageway.
- Limited pedestrian presence
- No physical or functional connection between the library and its surroundings
- No connection to the stream

Effectiveness Index diagram – The Streamside Library, before intervention.

Insights Following the Intervention

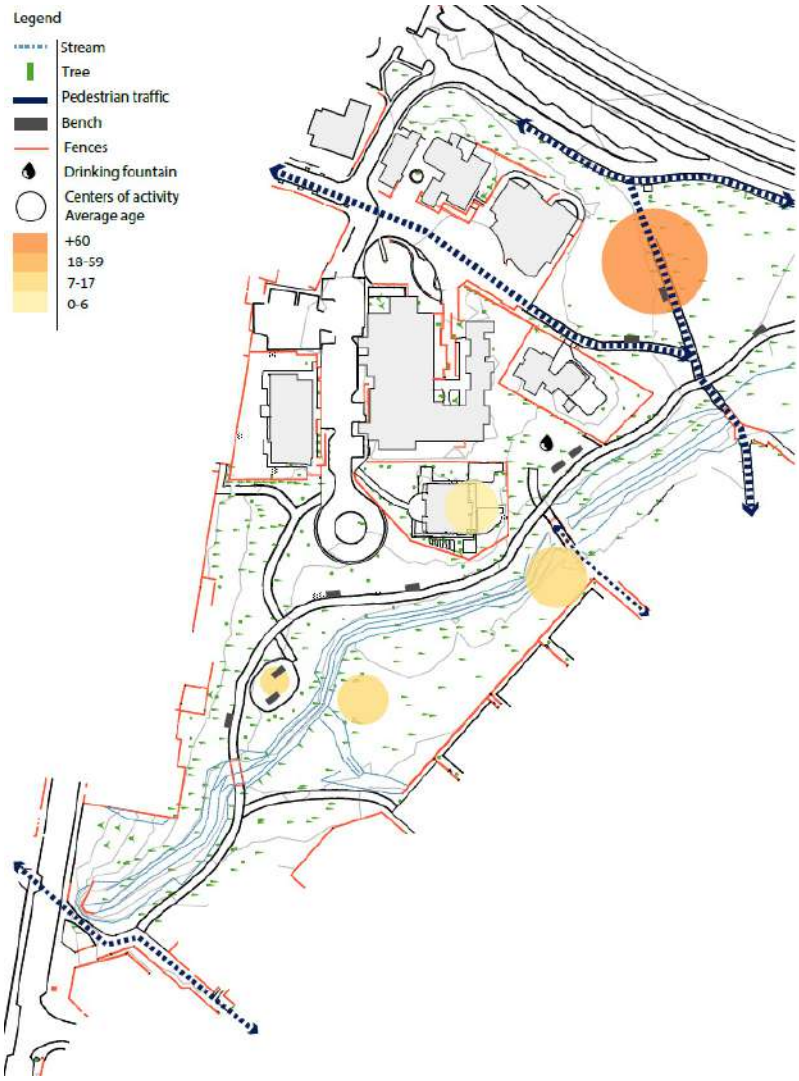
Development of physical infrastructure supporting extended use and community activity
15 shade-giving trees and a small orchard were planted
30 varied seating elements added
150 sq. m. of decked public space created for cultural and community activities

- The space became an active community gathering point, with documented increases in pedestrian traffic and overall use.
- More than 20 spontaneous and planned cultural and community events took place in the space in the first three months following its launch.

Effectiveness Index diagram – The Streamside Library, after intervention.
Diagram design: Shahar Haskell

Launch of The Streamside Library. Photo: Hila Lothan

Haira's Mapping and Evaluation Tools



Effectiveness Index diagram – Azrieli Park, **before** intervention.
Diagram design: Shahar Haskell

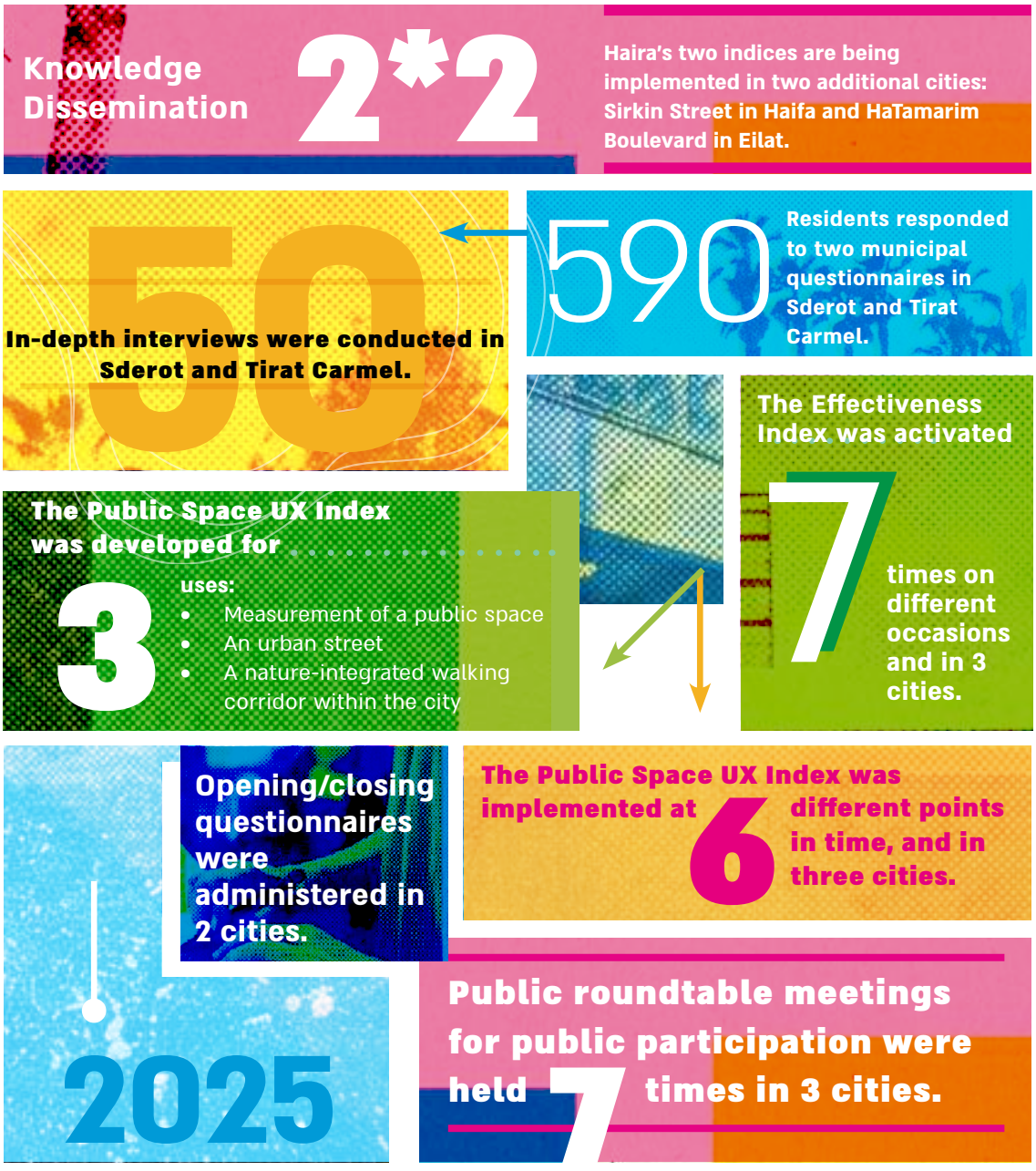
Case Study:
Effectiveness Index Tool, Azrieli Park, Sderot

Insights Before Intervention

- Limited and non-diverse seating and leisure areas that were not inviting
- The park was perceived primarily as a passageway rather than a space for socializing and activities.
- Park use was concentrated primarily during peak events, with most activity occurring on the central lawn.
- Connectivity between the park and the surrounding urban fabric was lacking.

Azrieli Park before intervention. Photo: Nahalat HaKlal.

Evaluations and Metrics - 2025



Knowledge Sharing, Accessibility, and Dissemination

Lectures and Conferences

Panel at a Professional Development Day:
Between Trees and People

Panel at the Israel Green Building Council Conference:
Coping with Urban Heat Island

Panel at the Israel Planners Association:
Connectivity and Sustainability in the Public Realm

Lecture for Master's Students at the Hebrew University:
Public Space Studio

Lecture for SFI Data Leads:
Haira's Evaluation Model

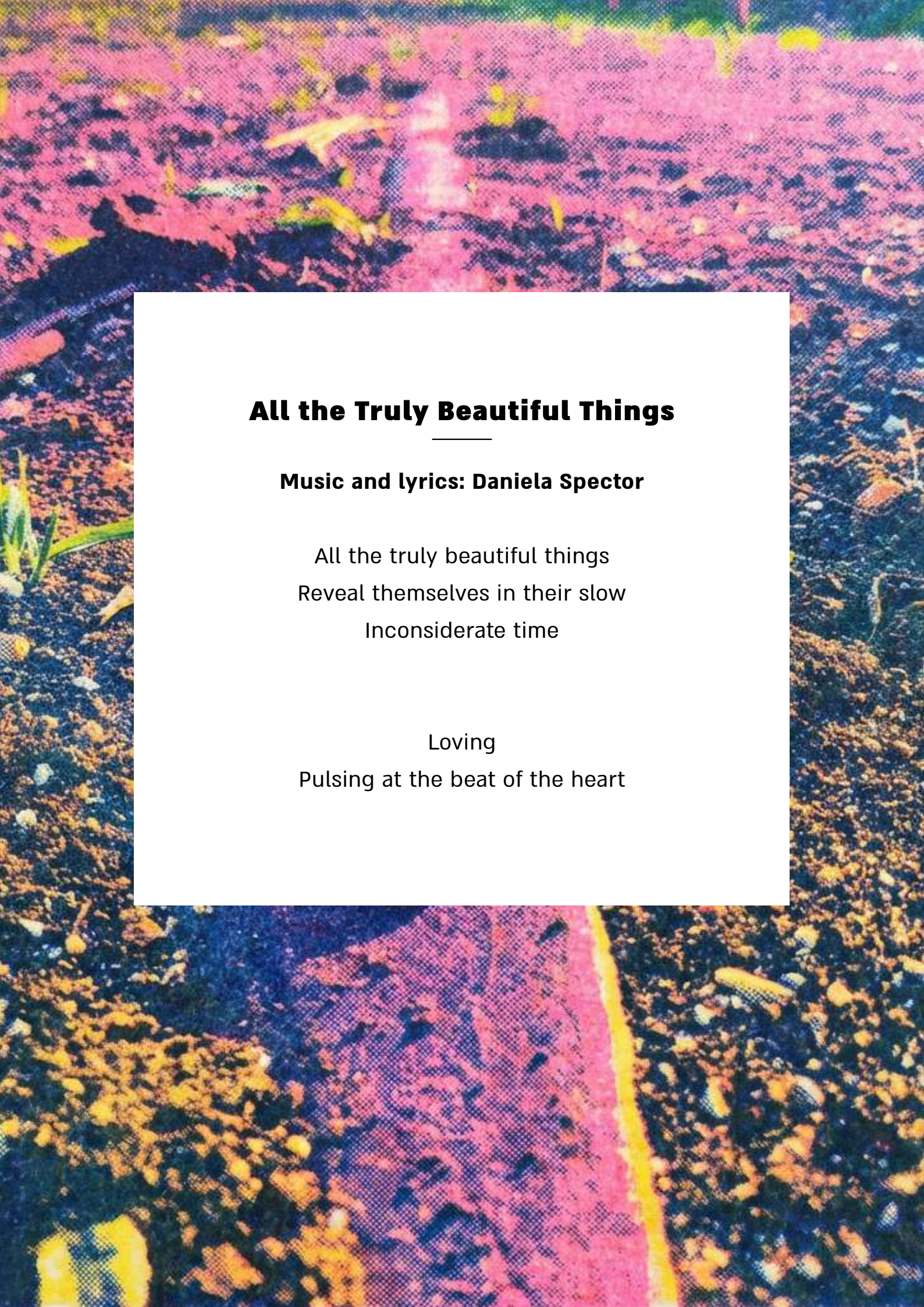
Panel at the Essential Art Conference:
Culture as a Catalyst for Growth

Media and Digital

Interview on "Gam Kan Tarbut"
State Comptroller's report on the success of the urban public space

36% increase
in social media followers

Another Day at the Office



All the Truly Beautiful Things

Music and lyrics: Daniela Spector

All the truly beautiful things
Reveal themselves in their slow
Inconsiderate time

Loving
Pulsing at the beat of the heart

For Further Reading

Link to the 2024 Principles of Work and Methods of Action document

Link to the 2025 Evaluation Plan document

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