



**CATEGORY** urban-architectural  
**TEAM REPRESENTATIVE** Architect/Urban Planner/Landscaper  
**LOCATION** Kaiserslautern – Pfaff area  
**POPULATION** 98,100  
**STRATEGIC SITE** approx. 30 ha  
**SITE OF PROJECT** 21.7 ha  
**SITE PROPOSED BY** City of Kaiserslautern  
**OWNER(S) OF THE SITE** Insolvency administrator  
**COMMISSION AFTER COMPETITION**  
Urban master plan

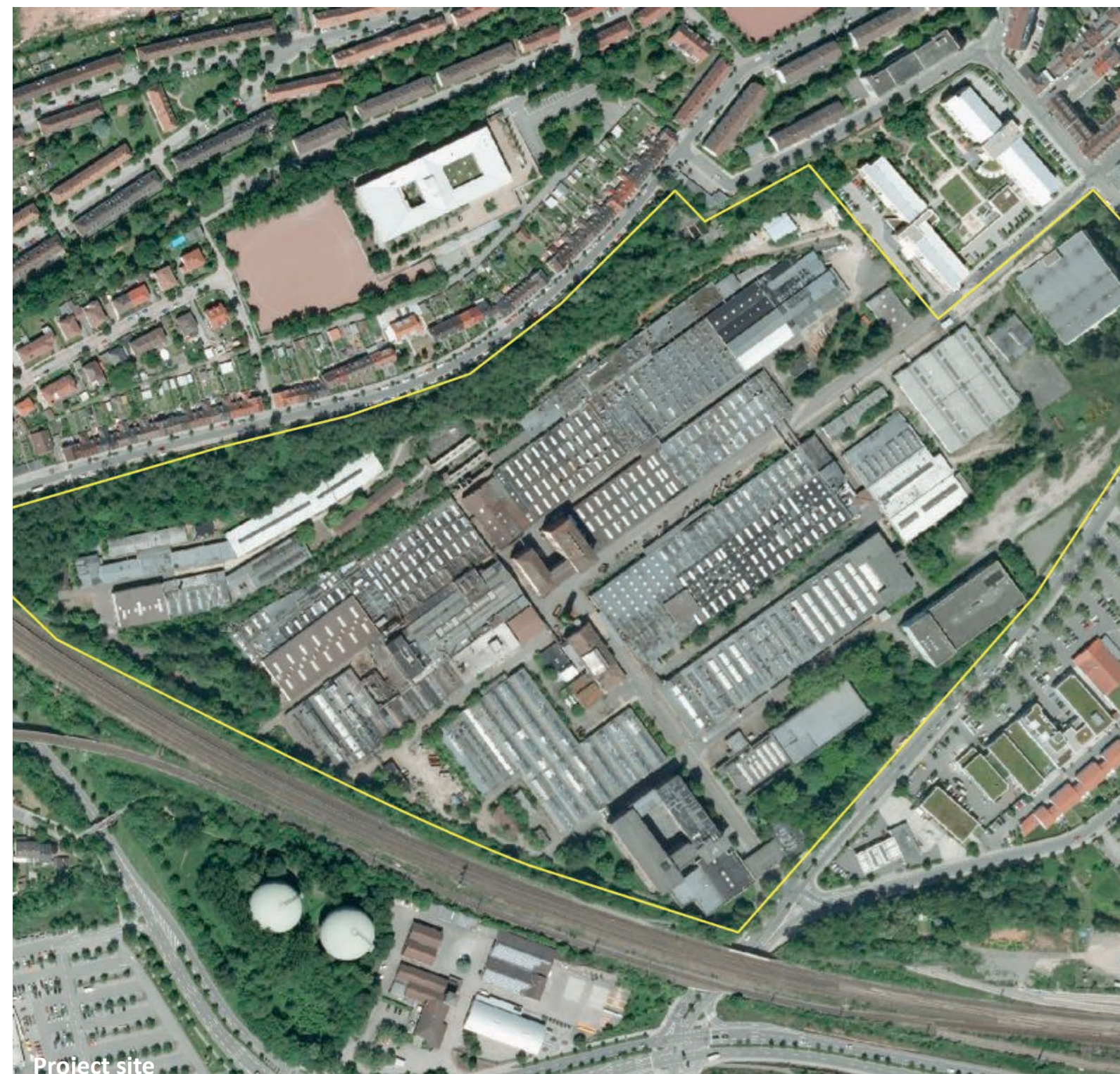
**HOW THE SITE CAN CONTRIBUTE TO THE ADAPTABLE CITY?**  
The first large industrial concerns in the Kaiserslautern area were established around 1850, favoured by the expansion of the railway network. With the founding of the Pfaff sewing machine factory in 1862 the city played an important economic role. The company has downsized from 9,000 employees in its hey-day to 250 employees today and was relocated to the fringe of the city in early 2010. The successive shrinkage has resulted in new uses in the neighbourhood, mainly aligned to purchasing markets. The relocation of the company has now given rise to the opportunity to initiate effective long-term development of the disused site in the context of transformation of the industrial city of Kaiserslautern to a knowledge- and technology-oriented centre with a global outlook.

**CITY STRATEGY**  
Based on the “CityTechnopole Kaiserslautern” study, the plan area is to be developed as a “Technology Pole Pfaff Area”. Key contextual points for the development of the site are the Technical University of Kaiserslautern to the south of the Pfaff site (with the adjoining Uni-Park and institutes located there), and the Westpfalz-Klinikum on the north-east side. An emphasis is to be given to the themes “Research, laboratories, services” and “Health, wellness and sport”. A vibrant urban mixed of uses is to be developed with the integration of residential uses. Soil contamination will necessitate a high level of soil sealing and vertical structuring with residential uses restricted to the upper storeys.





Aerial view looking west



Project site

## SITE DEFINITION

The plan area is located in the south-western part of Kaiserslautern city centre and only 1.5 km from the latter. The site is bounded by busy Königstraße on the south-east side and Herzog-von-Weimar-Straße (residential street) to the north. The railway lines form a boundary on the south-west side. On the north-east side the site is bounded by a Psychiatric Clinic, Albert-Schweitzer-Straße and Pfaffstraße. A former Pfaff housing estate adjoins the project area to the north and the 'Crescent' residential complex (listed buildings) to the east. With the exception of an administrative building and a boiler/turbine house, the existing structures on the former Pfaff site are deemed unsuitable for new uses.

## ADAPTABILITY : MAIN ELEMENTS TO TAKE INTO ACCOUNT

The European Competition calls for proposals for extending the Science Mile from the Technical University via Uni-Park towards the city centre, with links to the Westpfalz Klinikum and the adjoining residential uses in the western part of the town centre. By virtue of the special significance of the site, priority should be given to the phased development of a technological centre. Strategies should be evolved for linking the institutes, laboratories and services with mixed urban uses. Temporary uses should be proposed and examined for their compatibility with the anticipated final uses. An attractive design of the main frontage to Königstraße should provide an impetus for the future development of the areas adjoining to the south.

Due to the retail uses already established here, it may be expedient to limit new retail floor space in the planning site.

The terrain edge on the north-west side of the planning area offers opportunities for a green margin or exclusive residential units on the slope. Demolition waste and excavated earth could be used for screening the site against the railway lines in the south-west or for central parking facilities. The need to provide a water storage basin should be satisfied with a landscaping design that enhances the amenity value of the site. The urban planning uses should be reconciled with the soil remediation concept.





Königstrasse, Pfaff area on the left





Entrance at Königstrasse



View across the area and the break-off edge of the plot towards Herzog-von-Weimar-Strasse

