

Semi aerial view

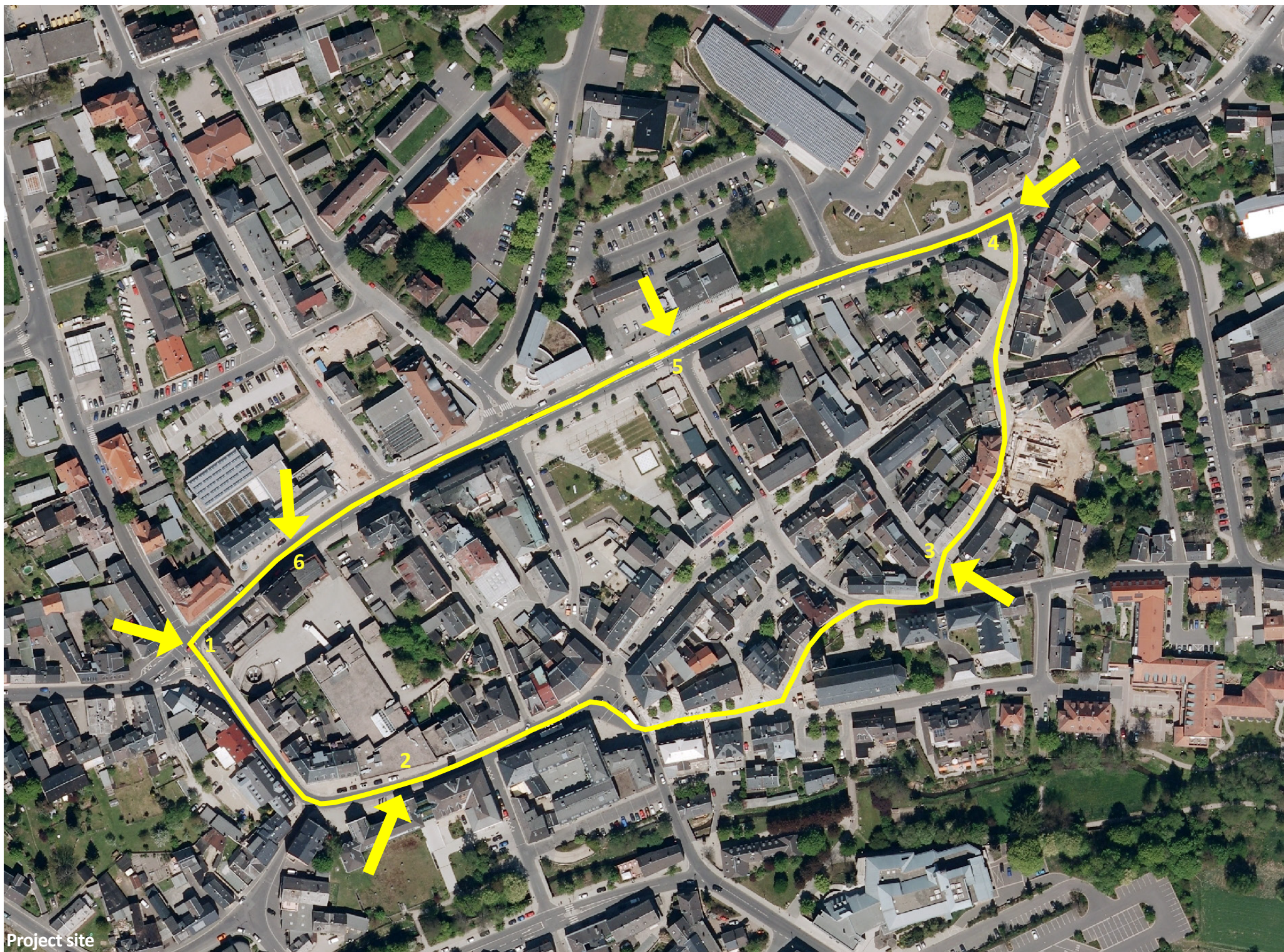
CATEGORY urban/architectural
SITE FAMILY How to create positive dynamics from a difficult situation?
LOCATION inner city
POPULATION approx. 15,000
STRATEGIC SITE 5.14 ha
SITE OF PROJECT 2.88 ha
SITE PROPOSED BY Selb Town Council
OWNER OF THE SITE
 mostly private ownership, several plots owned by Selb Town Council
COMMISSION AFTER COMPETITION
 urban master plan
TEAM-REPRESENTATIVE professional of urban design/architecture

HOW THE SITE CAN CONTRIBUTE TO THE ADAPTABLE CITY?

Due to the structural crisis in the local economy – still today dominated by the porcelain industry – and regional demographic development, the town of Selb is undergoing a process of continual shrinkage. It has lost a quarter of its population since the late 1970s. In particular the town centre is experiencing profound changes. Long-established businesses are unable to find a successor and are obliged to close down. In the absence of attractive residential environments, the population is moving to the urban periphery. The townscape is defined by commercial and industrial wasteland, and neglected open spaces. The traffic routing is in part not logical and a source of considerable disturbance in the built-up area. An adjustment to the changed parameters is essential.

CITY STRATEGY

The basis for change is the integrated urban development concept for the town of Selb. Its central goal is a sustained development sensitive to demographic and economic constraints. The primary task here will be to strengthen the town centre, consolidating its diverse uses and vibrancy with variety of activities. The urban mix of living, working, services and culture must be made more attractive. All available instruments must be employed in an effort to revitalise vacant property. As set forth in the urban development concept, Selb Town Council is striving to achieve a networking of all disciplines in urban society. For this reason social, cultural and economic practices are to play a key role in the implementation of the concept.



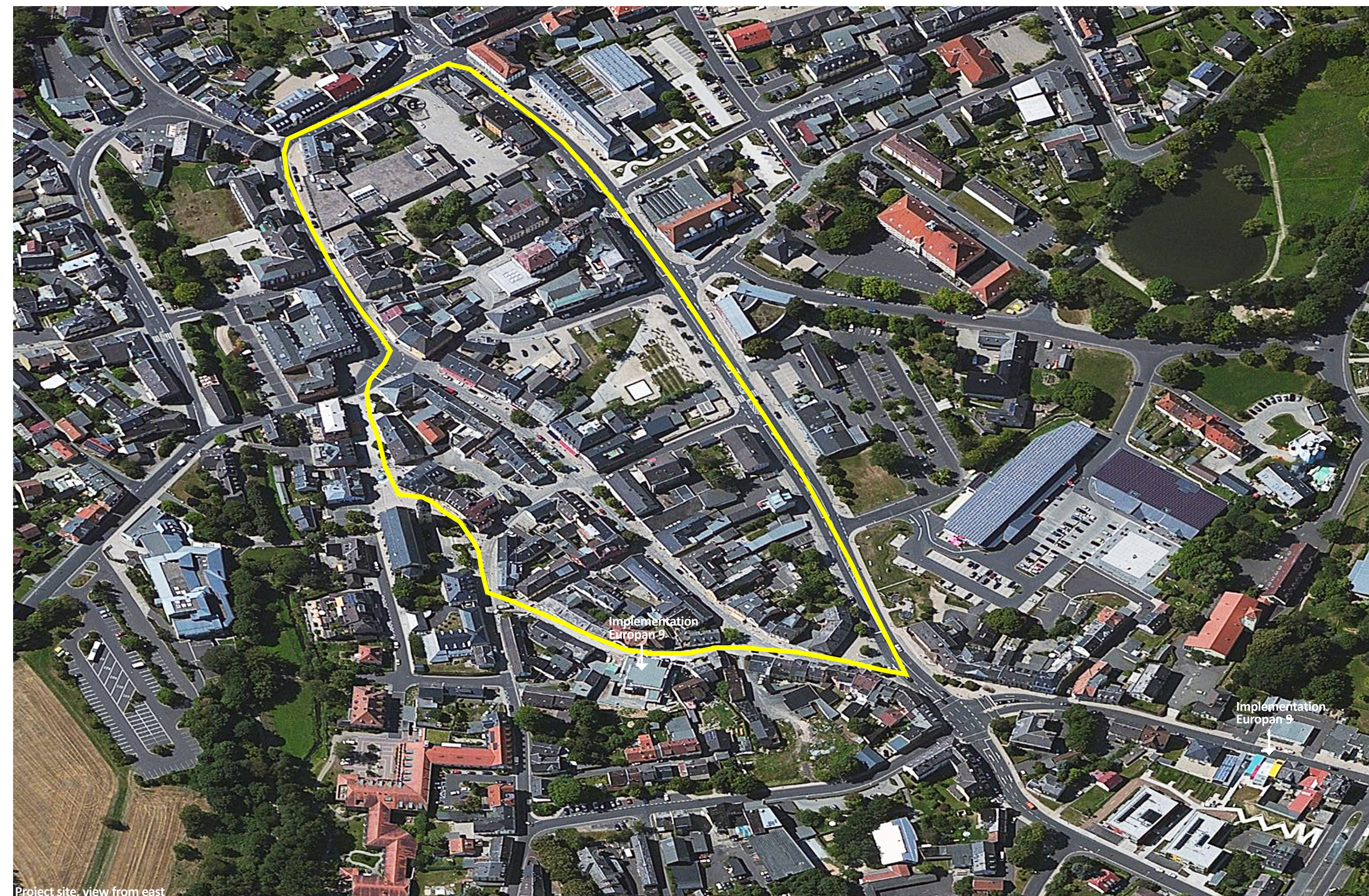
SITE DEFINITION

Besides the town centre itself (project area), the strategic site includes the adjoining northern fringe district extending to Geschwister-Scholl-Strasse. In the east, the study area is bounded by the axis Sedanstrasse/Obere Bergstrasse. The entire area consists of a conglomerate of different building forms from various eras and exhibits a number of urban planning deficits. Uses such as residential, commercial and services have become dysfunctional. Gaps in the building frontage often reveal unattractive backyards and outhouses. The project area between Schiller- and Ludwigstrasse likewise exhibits a range of urban malfunctions. In particular, there is a high vacancy rate in the business and residential buildings.

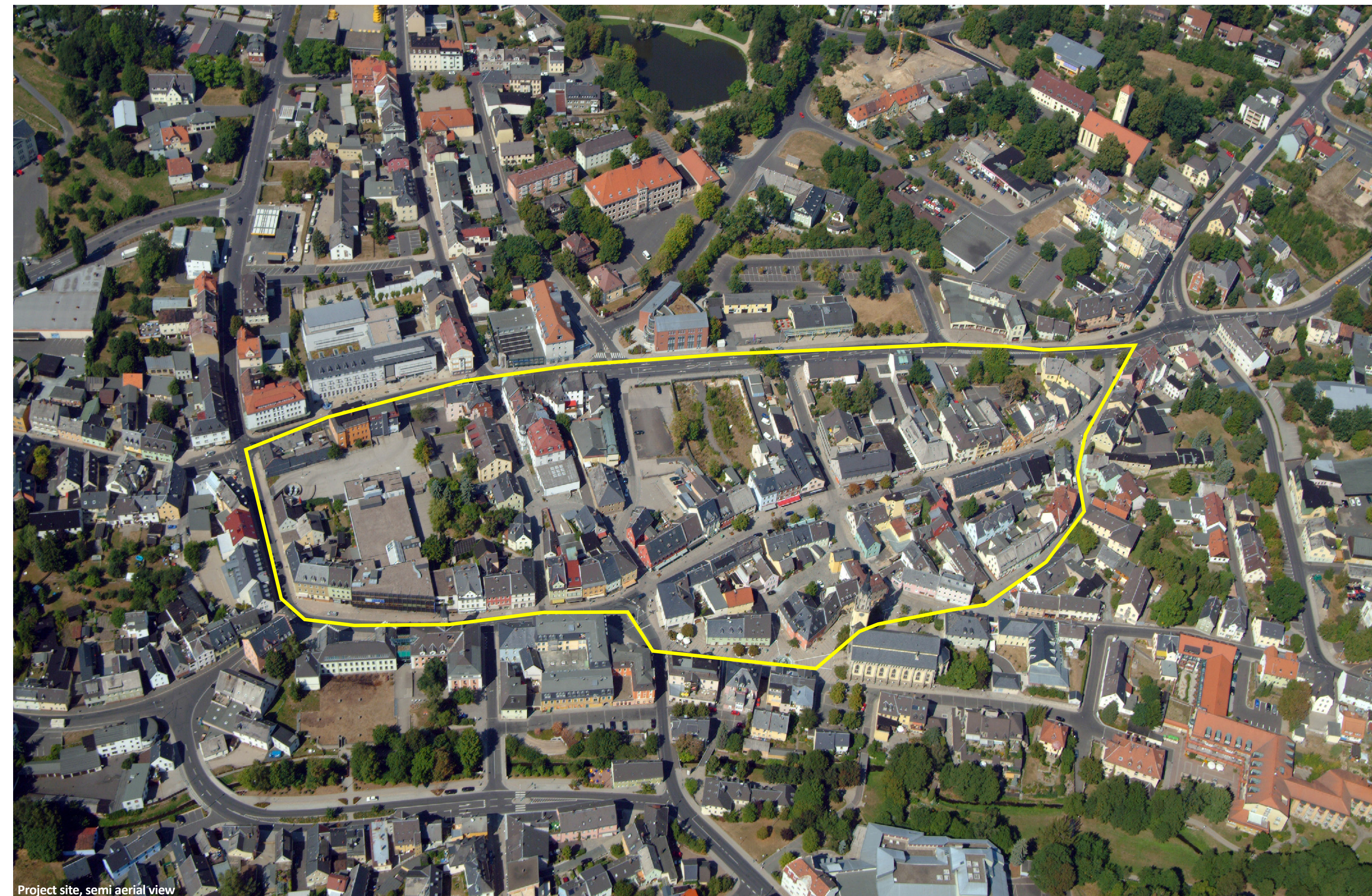
FUTURE OF THE SITE IN RELATION TO ITS FAMILY AND ADAPTABILITY

New strategies that pursue the networking of all disciplines in the urban society are called for to adjust the town centre to the economic and demographic situation. To ensure the success of this adjustment it will be important to see how the town centre develops and which viable new uses can be found, in particular for the vacant ground floor zones. A prime example of vacancies in the town centre is the former Storg department store on Ludwigstrasse. The dominant complex has been unoccupied for a number of years. The new owner has hitherto been unsuccessful in his attempts to find new uses for the building. Based on the existing infrastructure, the central zone is to be sustainably improved as an

attractive place for all generations to live. Many owners do not have the financial means to maintain their buildings in a proper manner. The existing, partly vacant buildings are to be included and new dwellings constructed on existing wasteland. Depending on the condition, replacement buildings are also conceivable. Innovative, low-cost solutions are called for here. The dwellings in the town centre must conform to present-day living standards in future and be wheelchair-accessible. Neighbourhood improvements are of utmost importance in this context. Ecological aspects must also be taken into account in all efforts. Attention must be paid to the design of appealing open spaces and networking with adjoining areas.



Project site, view from east



Project site, semi aerial view