



**CATEGORY** urban-architectural  
**TEAM REPRESENTATIVE** Architect

**LOCATION** Nuremberg – Südstadt  
**POPULATION** 505,000, Südstadt 74,000

**STRATEGIC SITE** 12 ha

**SITE OF PROJECT** 0.7 ha

**SITE PROPOSED BY** City of Nuremberg/WBG Nürnberg

**OWNER(S) OF THE SITE** WBG Nürnberg

**COMMISSION AFTER COMPETITION**

Draft urban planning concept, implementation housing project

#### HOW THE SITE CAN CONTRIBUTE TO THE ADAPTABLE CITY?

A striking and dynamic element of urban identity for Nuremberg's Südstadt is to be constructed on the site of an aging block of buildings dating back to the 1920s. How can the residential environment be shaped in order to promote integration and create added value for the district? What measures should be taken to deal with the changing demographic conditions and different life concepts? Demographic change should be interpreted as an opportunity. The integration of various different lifestyles should be seen as a challenge, the result of which is attractive, high-density urban design with future-oriented housing, respecting energy efficiency on all planning levels.

#### CITY STRATEGY

Südstadt is the most densely developed district of Nuremberg. Over 15 % of the city's population lives here on only 2,5 % of the total municipal area; and the trend is increasing. The average age of the population is significantly below the city average. With more than a third of the city's foreign citizens, it is the epitome of an international and cosmopolitan district. The task in hand is to create an urban living environment and strengthen the importance of the district as a residential quarter. Proximity to the city centre and good public transport links mean short journey times and urban living without the need for a car.





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## SITE DEFINITION

The site is located approx. 2 km south of the city centre in a heterogeneous neighbourhood. The housing block is situated between Schillingstraße and Pillenreuther Straße, one of the main arterial roads to the south of Nuremberg. Shopping facilities, schools, educational facilities and open spaces are to be found in the immediate surroundings. The recreational area of the former Party Rally Grounds can be reached on foot in less than 15 minutes; the nearest underground station is only 300 m away and the city centre can be reached in 5 minutes. A dense network of pedestrian and cycle paths and streets with little traffic ensure good mobility for non-motorised road users.

## ADAPTABILITY : MAIN ELEMENTS TO TAKE INTO ACCOUNT

Südstadt has undergone a structural transformation into the post-industrial age. Once surrounded by large-scale industrial concerns such as Siemens, MAN, Philips and Kraftwerksunion, the picture has since changed. Some of the industries were able to consolidate at their location; other brownfield sites were successfully converted to innovation centres, commercial and service hubs or residential use. Nuremberg City Council recognised the potential in this vibrant neighbourhood at an early stage and is endeavouring, within the limits of its resources, to support this transformation with supplementary programmes. In particular, it is fostering integration and compensating for deficits in education with low-threshold facilities.

The nearby Südpunkt, an educational centre offering a broad range of courses from the basic German for people with a migrant background to professional qualifications, is a highly praised flagship project in the district. A further example is the Südstadt Forum, opened in 2006. Eleven facilities for social work form a close-knit support network. Nuremberg's south is a place of integration and within the context of the overall city it is a family-orientated and dynamic district. This trend should be strengthened through a future-oriented, diverse, cross-generational housing supply in the project area.









Intersection of Pillenreuther/Sperber Straße. The high volume of traffic on Pillenreuther Straße presents a challenge to a façades with state-of-the-art sound insulation.



The "Südpunkt" educational centre on Pillenreuther Straße is an element that lends new identity to the neighbourhood



The public space of Schillingstraße undeniably has charm. The stately stock of trees is to be preserved.