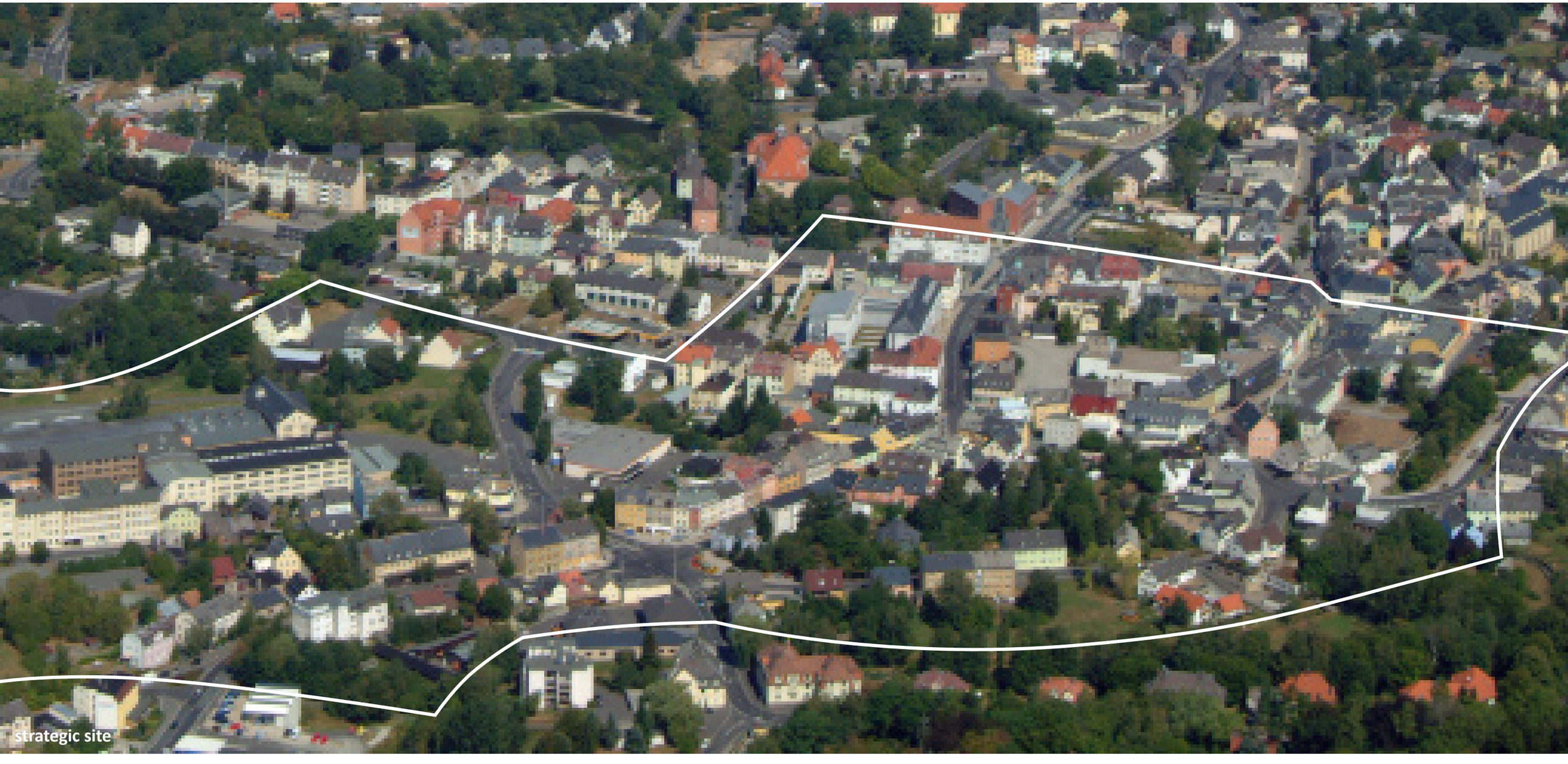


CATEGORY urban/architectural

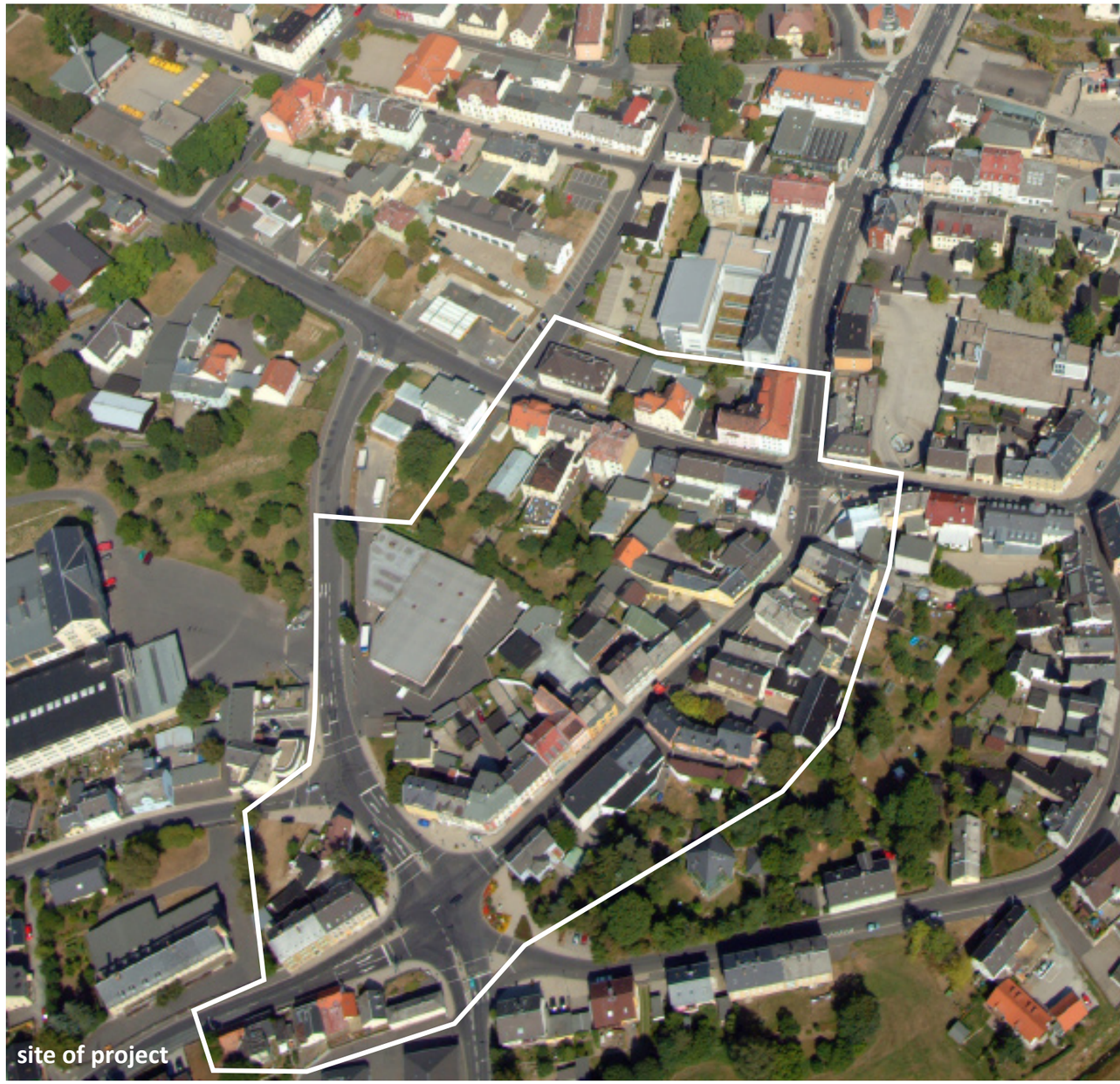
LOCATION Selb, western part of the town centre
POPULATION 16,000
STRATEGIC SITE 21 ha **SITE OF PROJECT** 3.2 ha
SITE PROPOSED BY Selb Town Council
OWNER(S) OF THE SITE Selb Town Council, various private property owners

TYPE OF ORDER AFTER COMPETITION
Urban master plan, implementation of individual construction projects

TRANSFORMATION OF SITE
Based on the integrated urban development concept and following up the successful implementations of former Europan-projects the weakened western part of the town centre of Selb is to be revaluated. Many of the vacant shop units, buildings and fallow land exhibit serious urban planning deficits. The tasks for urban planning imply the improvement of mobility, barrier-free paths and the reactivation of vacant residential and commercial houses. The questions that are being raised are: How can unattractive left over spaces be transformed into public sphere and which uses can enhance the urban life?

CITY STRATEGY
With an integrated urban development concept, Selb Town Council has formulated a system of goals to promote sustainable urban development within the given demographic and economic constraints. The town centre must be enhanced as a residential location and activated by appropriate measures as a retail and service centre. The townscape must be radically improved and the infrastructure adapted to requirements. This includes increasing the amenity value by upgrading the public sphere and making the potential recreational landscape more accessible with improved links. Open space must be differentiated, barrier effects removed and derelict landscape elements repaired.


strategic site


site of project

SITE DEFINITION
The structure of the western part of the town centre is very inhomogeneous and exhibits a series of urban and ecological deficits. The residential, industrial and services sectors have in part forfeited their function and must be revitalised and coordinated. In addition to the restructuring of the public sphere, traffic circulation must be geared to future needs. Particularly Marienplatz, which nowadays performs as a traffc junction only, is to be upgraded and transformed into an urban space with high sojourn quality. An emphasis must be placed on providing a stronger link between the “Factory In” and the town centre.

NEW MOBILITY
The network of barrier-free, safe pedestrian and cycle paths must be greatly expanded. Traffic circulation in the town centre is in part unsatisfactory and has a high impact on the adjoining neighbourhoods. The aim must be to upgrade the public sphere and provide meaningful links between all forms of mobility.

NEW WAYS OF LIFE
The interrelationship of residential, employment, social services and culture must be made more attractive. Existing structures must be extensively modernised and supplemented with new buildings according to the desired mixture of uses. Besides sites for retailing and services, attractive and diverse dwelling forms for senior citizens and young families must be established. The revitalisation of the public sphere will involve a broad range of uses with attractive play facilities for children and youth and meeting places for all town dwellers.

NEW SUSTAINABLE DEVELOPMENT
In the interests of sustainable urban development, new residential construction should for the main part focus on developed land within the existing urban area. In future a greater variety of uses is to be promoted in order to revitalise the town centre. The open space resulting from land clearance should be used for renaturation, particularly in the vicinity of the Selbbach.



Selb



Papiermühlweg looking North to Marienplatz



Weißenbacher Straße looking East to Marienplatz



Marienplatz looking East



Sparkassenplatz looking North into Bahnhofsstraße