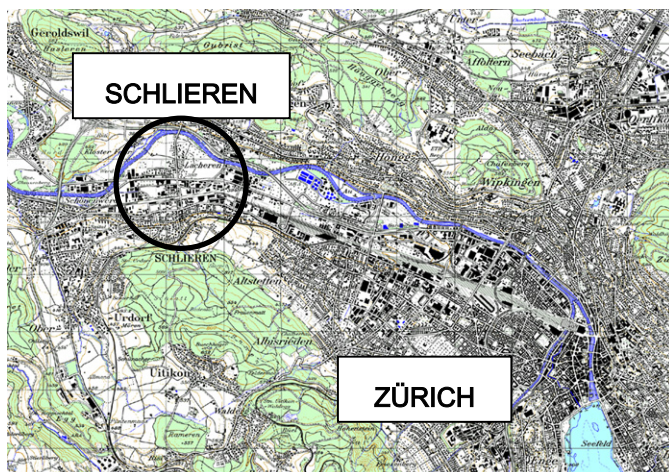


Perspectives of a medium-sized city in the neighbourhood of Zurich

Situation analysis

Switzerland knows a very high political autonomy of their 3'000 municipalities. These are basically self-sustainable concerning their financial income, independently from their size. The main portion of tax income (70-90%) derives from their inhabitants (taxation at place of residence) and only a minor part of their enterprises. This high financial and political autonomy means, that a Swiss municipality is forced to act almost like a enterprise - trying to optimise its share of regional economy in friendly competitorship to its neighbours. Although small on global level, Schlieren can be considered as a medium-sized city in Switzerland. Schlieren has 13'500 inhabitants and 14'500 workplaces. Even though the scale might be different from other examples, this is why Schlieren can be seen as a micro-model of phenomena that appear in bigger scale as well.

Schlieren is situated in the outskirts and agglomeration of the city of Zurich, the core of



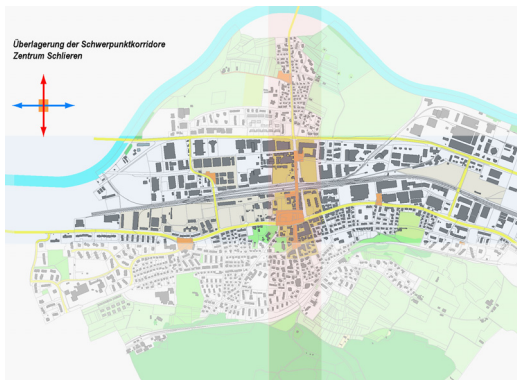
the most important Swiss metropolis. Often considered as nothing else than a suburb of Zurich, Schlieren fights with a image as second-best location for inhabitants and enterprises. But Schlieren and the Limmattal region strongly profit from the economic power and spillovers of the center as well. It belongs to the 10 most accessible towns of

Switzerland. Within the Limmattal region, Schlieren competes with two other big and some eight smaller municipalities. Between them, there exists a concurrence of sites for work as well as for housing. Although densely inhabited, Schlieren in that context mainly is perceived as a place for working. Within this concurrence, Schlieren offers a reasonable portion of vacant sites. - But what is lacking, is a unique locational quality.

Urban development concept of Schlieren

This is why Schlieren is heading for a strategy of qualitative growth. The urban development concept, that we were commissioned with (Metron Raumentwicklung AG), shows how this goal can be achieved.

The strategy aims to raise the overall quality of life, the identity and image of the city of



Schlieren. Therefore the core idea within the development concept are the two axes "Schlieren local" and "Schlieren international": "Schlieren local" focuses on the qualities of the population's living space. Meanwhile "Schlieren international" focuses on raising the locational quality for service economy. And in the crossing of these two axes, Schlieren is about to develop its new town center.

The most important actions for implementing the urban development concept are:

- **Creating a new town center:**



This town center is situated in the crossing of the two Axes axes "Schlieren local" and "Schlieren international" and located at the main node of accessibility. Currently, this important place for the first impression and image of Schlieren lacks of identity and attractiveness. There is the need for a new town center square, new surroundings and

new buildings with new uses in order to be an attractive meeting point and place of purchase, leisure and service for the local community and the daily commuters. In order to ensure best quality of architecture with best economic value, a competition for architects will be held. The urban concept lays the base for a good integration of this planning in accordance with other planning measures, such as the new planned light railway system for the Limmattal region.

- **Programm for the redesign of public spaces, green areas and main streets:**



Currently different heavily trafficked main streets divide the town. And public spaces and green areas are badly connected for the pedestrians and cyclists. The urban development concept shows measures to improve the situation, such as deviation and concentration of traffic, integration and redimensioning the main streets, and creation of good connections for the

pedestrians and cyclists. By this, especially the qualities of "Schlieren local" get rein-

forced. As well as a connection of the several quarters through the whole town can be realised on this axis. The transposition of the measures will succeed step by step.

- **Promotion of living space and residential buildings:**

This measure consists mainly of two fundamental thoughts. First, a high priority is given to a revision of the zone planning in the direction of an increase of the minimal share of housing. Schlieren lacks almost any reserve in the residential zones, and the non build-upon properties are small and divided into small pieces. Meanwhile the reserve of vacant industrial and mixed zones is huge and mostly on large plots. Second, a promotion of residential building development and improvement of settlements surroundings have to be pursued. With promotion of architectural competitions, good quality for new settlements should be ensured. The cooperation with investors and housing co-operatives in developing the qualities and implementation of the planning has to be reinforced.

- **Promotion of good industrial sites:**



The existing industrial sites are mainly situated on the axis "Schlieren international". With the restructuring from industrial to service economy, it resulted in an overhang of large areas for factories that nowadays are shut down or even never came into use. First of all, on the sites centrally located, a removal of enterprises with a bad influence of the location qualities is pursued (e.g. second-hand car dealers). In order to support the restructuring of these sites, the promotion of area redevelopments in cooperation with land owners is followed with high priority. The creation of identity and functional qualities are important factors in that as well. Actual projects like on the Färbiareal and Wagiareal indicate a dynamic development in this direction. They assure specific qualities, so that Schlieren can avoid the image of a "second best location" and achieve a unique image for the location of enterprises.

These main elements of the action plan were evaluated together with Schlieren's commission for urban development. The town council has ratified the urban development concept as a whole. And in autumn 2004, it will be presented and discussed with the population of Schlieren. This transparent procedure aims to stimulate the awareness for the potentials and dangers of the urban development for the local community.

Monitoring of the strategy of urban development

At the same time, a project for visual analysis is initiated together with the academy of arts in Zurich and the municipality of Schlieren. Based on long-term photographic observations in Schlieren, the project visualizes photographically over fifteen years the development processes in the town. It will focus on aesthetic and emotional aspects of the urban space and landscape and the quality of living space.

The photographic visualisation of change will be accompanied by a success assessment, which takes measure on the urban development concept of Schlieren. After three years, a first monitoring is planned. By this means, it elaborates an important contribution to the understanding of the way a municipality in the agglomeration is developing and functioning, and how reality is influenced by planning.



Images of the main street and town center place of tomorrow?