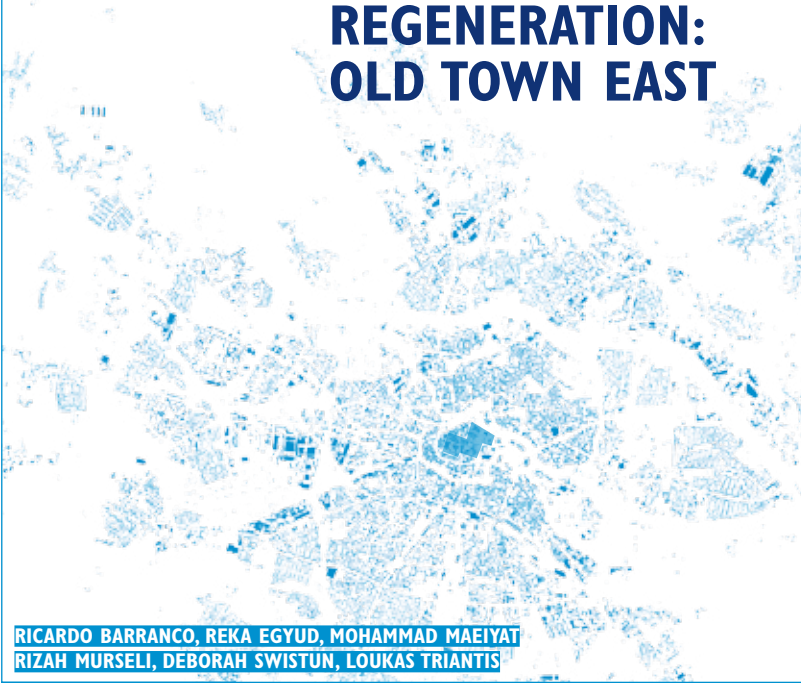


PART I

GROUP 5

**CITY CENTRE
REGENERATION:
OLD TOWN EAST**



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WEAKNESSES

- The fabric does not fit surroundings;
- Buildings' technical and physical problems;
- Lack of use of valuable space

STRENGTHS

- Location (city core);
- River proximity;
- Market and University facilities;
- Green areas

THREATS

- Lack of will to change by the habitants;
- Flooding;

OPPORTUNITIES

- Social texture;
- Age pyramid of habitants;
- Profession;
- Better interaction with the river;
- Socialist architecture as part of heritage.

CONTEXT

> The area is located in Wrocław's historic city centre, close to the central market, in the most touristic part of the city near the Odra river. Replacing second world war destruction the area was regenerated mainly with blocks of flats and public open spaces following the principles of modern urban planning and architecture. Not well connected with its adjacent historic core, the main city market, commercial activities and educational-cultural buildings on the river bank, it has valuable permeable internal spaces between buildings.

ANALYSIS

- > We have identified several problems which impede the material value of the area and needs redressing. The immaterial value is represented by the modernist style of the housing blocks, their layout and the associated open spaces, together with historic events still present in the collective memory. Interaction with local inhabitants informed our SWOT analysis;
- > Our vision integrates the area fully into the historic core while taking into account the daily needs of residents. Our scenario connects the area with the rest of the historic centre and the surrounding quarters, as part of a heritage strategy. It strengthens the permeability between the different open spaces by creating a historic corridor linking the site with the Market Square, islands, market hall and river bank.

SWOT analysis

DESIGN PROPOSALS

Three elements constitute the design: Nowy Targ square, inner courtyards and internal paths and streets.

NOWY TARG SQUARE

This Square is one of the most significant public spaces of Wrocław, but currently it is not performing as a real public space. It lacks desirable urban facilities and street furniture, its lighting and street surfaces are poor, informal uses are cluttering the building facades and no traces remain of pre-war fabric or collective memories. The idea is to generate reminders of historic sequences to raise a sense of belonging among citizens and residents who would adopt this strategic city location as a sustainable socio-cultural urban space. Our design includes interventions on and below ground level to turn the square into a social and commercial centre for public events, with local and regional crafts and flea markets, festivals, and cultural events while commercial services would be established on the ground floors of the housing blocks. The underground level would accommodate commercial activities, parking, services and a designated space for urban planners, inhabitants and decision makers to discuss future developments of the city. The underground bunker would be refurbished as a cultural memorial which would be visible from the square through a glass roof.

INNER COURTYARDS

Our design proposal seeks to improve the open spaces between the housing blocks to achieve a better balance between public and private spaces with urban furniture, facilities for children and the elderly, green areas, improved lighting, tanks for rain water collection, full accessibility and urban agriculture.

PATHS & STREETS

Improving paths and streets connecting various public spaces and squares into a wider network would improve permeability. Ground floor passages of the apartment blocks will form public connections across the housing estate. The design enhances the quality of the existing built environment by protecting existing passages, unblocking obstacles and providing additional ones. Improvements include wider sidewalks and pedestrian paths, bicycle lanes, curbing through traffic and parking spaces, better signage and accessibility for all social groups.

IMPLEMENTATION TOOLS AND REGENERATION MECHANISMS

SOCIAL ASPECTS

- > In this mainly residential area, involving local residents in participatory planning is essential from the outset to enhance their sense of ownership of the project and encourage them to participate in its maintenance and management.
- > Initial participation tools include identifying the key stakeholders, informing the local community, setting up an information point on the ground floor of the adjacent municipal architects office and community forums. Open workshops and design days, exhibitions and voting for different layouts on the municipality website will accompany the programming and design phase, while common flower planting, creating public art with local children and monthly rubbish collection with local citizens will take place during implementation and continue in management.

ECONOMIC ASPECTS

- > The development would be coordinated by a Public Private Partnership initiated by the municipality. Allocating building and development rights would attract property developers who would also be granted additional floor space above the four storey prefabricated buildings, except on the main square in exchange of renovating the existing buildings and supporting courtyard refurbishment according to prior agreement. The municipality would have to raise the remainder of finance, possibly with additional EU funding from the ERDF (block of flat rehabilitation and social rehabilitation action). The municipality would be in charge of managing and monitoring the implementation of the regeneration of Nowy Targ, the inner courtyards and streets.

CONCLUSION

This neighbourhood has great potential to contribute to a historic corridor through the whole city core. Our proposal shows that it is possible to integrate a neglected part of the city by regenerating its physical features and reviving its immaterial values. Most of the modernist housing can be re-valued by renovating the facades and improving the present state of greenery in the courtyards. Renovating courtyards provides a better living environment for local residents and new activities foster social participation.

Revitalising this iconic space by design can bring past activities to the present and reshape its identity while reconnecting the main historic features of the city core by a corridor generates a new movement through different phases of its history.

Possible revitalisation tool



Elements that constitute the new design

based on Google Maps

INNER COURTYARDS

NOWY TARG SQUARE

PATHS & STREETS