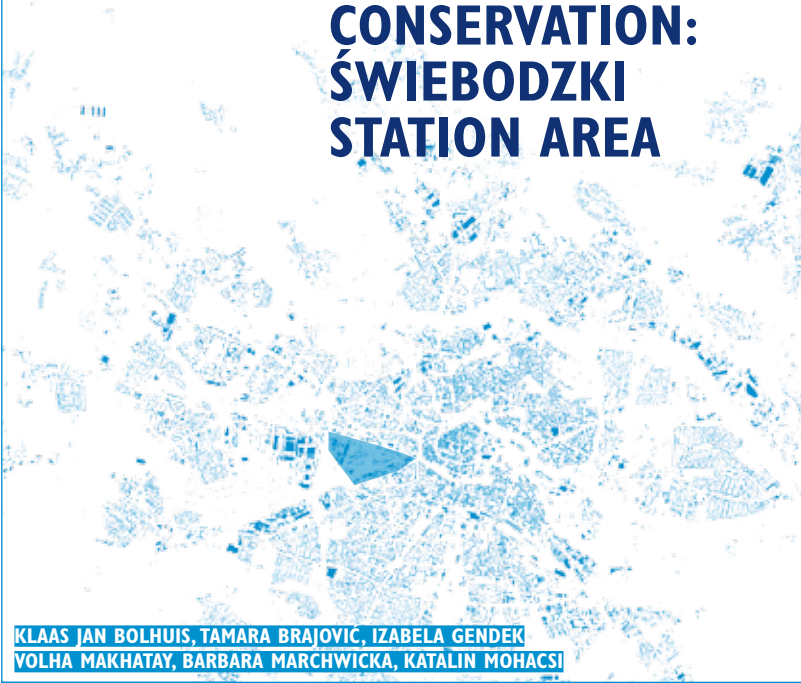


PART I

GROUP 6

REGENERATION AND CONSERVATION: ŚWIEBODZKI STATION AREA



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CONTEXT

- > The Świebodzi Station, out of action since 1991, built in 1842 in classical style as a connection hub, is an attractive landmark. Located 800 metres from Rynek, 1,5 km from Wrocław Główny station and 9 km from the airport, the station houses a dance club. A market stretching over the tracks is mostly informal, self organising, well-known and well-visited. Hotly debated, the station and its surroundings have been subjected to numerous studies and strategies.
- > Despite current uses, the area does not live up to its full potential of central location, vacant land, potential rail-airport interchange and valuable historic building. Wrocław's development opportunities as EURO2012 host city and 2016 European Cultural Capital offers the possibility of developing this site into a unique integrated mixed use area which we conceive as the **Golden Gateway** to the city.



Railway station current use

VISION

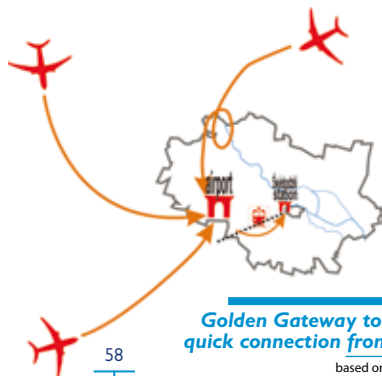
The design of the 'golden gateway to the city' consists of three elements: a gateway, an icon, and a place, inspired respectively by Sheffield's Gold Route, Wrocław's Renoma department store and the CAT (City Airport Train) connection between Vienna and its airport.

The place is already a multi-modal node and appropriate as a gateway for a quick and high quality rail connection between the airport to the city centre, reusing existing tracks to accommodate the 2.2 million passengers expected from 2014.

The Świebodzi station is a site with history. In the 18th century, it formed part of Wrocław's fortifications with gates to the rural surroundings. The city gates were the places that divided the city and its rural surroundings. In the 19th century a station was built at this place as a grand arrival experience which is no longer the case for 20th century airports. Reusing the train stations as a place that welcomes people to Wrocław might prove an asset to give visitors their wished-for entrance and exit to Wrocław.

Due to its position in the urban network the site fulfils the preconditions of a successful mixed development with cultural and tourist functions, acting as an economic driver which could co-finance the restoration of the station.

The 'golden gateway to the city' provides a vision of a balanced development integrated into the social tissue of the city with privileged accessibility, contributing to Wrocław's long term prosperity. However, it raises the contested consequences of gentrification which includes displacing a popular market.



Golden Gateway to the city, quick connection from airport based on Google Maps



DESIGN STRATEGY AND IMPLEMENTATION

- > Our development proposal consists of a (light) rail connection, renovation of the landmark building and new functions for a mixed-use area. For a successful project, public sector investment in infrastructure and place-making is needed, as well as private sector development of commercial functions. We propose a public private partnership (PPP) to implement the project, although in Poland there is little experience with PPP but the Polish government adopted legislation on PPP in 2008 and established non profit Centrum PPP. The Polish Railway Company (PKP) has a strategy to improve Polish railway stations with PPP. The development would take place in four phases.
- > **STEP 1:** Establishing a public private partnership including City of Wrocław, PKP railway company, airport authority and investors with clear terms of reference. The main task of the City of Wrocław is to improve the physical layout around the station and to fully connect it with the city's transportation network to become a hub for pedestrians, cyclist and people using public transport. Coherence between the tasks of the partners is essential.
- > **STEP 2:** Developing a Master Plan and upgrading the road network. It will include public interest elements, such as infrastructure, the regeneration of a heritage landmark and the relocation of the existing market. Inhabitants of Wrocław will be invited to take part in the decision making process by contributing inputs for the development

and vote on the proposed programme. The development, of course, must be economically feasible. Feasibility studies need to be carried out for different development alternatives and ensure that the schemes are economically viable.

An open architectural competition for the redevelopment of the station building and its surroundings will be launched to transform the programme into an urban- and architectural plan. Restrictions will ensure that the core of the Świebodzki station building is kept intact. A commission should select at least three plans consistent with Wrocław's overall development strategy and citizens should be included in the final vote.

STEP 3: Commercialisation of the station and its surroundings by finding operators for the facilities, etc. Research shows that retail is a growth area, and that there is a need for more quality hotels etc. When the partnership has pre-let 70% it can prepare the building process.

STEP 4: Incremental growth. The initial development will create new opportunities for the greater station area. It is a catalyst for further development of the site. The map gives an idea of this phased development. The second phase will concentrate on the market area and its link to the station. The third phase will consist of rethinking the function and use of the warehouse area. Finally, the back side of the station area might be developed.



Phases of long term development

based on Google Maps