

PRINCIPLES OF THE NEW SUSTAINABLE MASTERPLAN

Economy and demography are not in favour of the towns like Selb. Those negative dynamics and liberal planning policies over the last decades have led to deterioration in the town's image and functioning. As the paradigm of constant growth is no longer binding and careless investing is long gone, some tidying up has to be done. Planning for a shrinking town is a challenge, but also a chance to make things right again. As we are slowly aligning our lifestyles to more sustainable model, so we should do with the towns we design for. The project is a proposal of a comprehensive long-term strategy, but employs wide range of supporting ad hoc tactics.

URBAN CONSOLIDATION

Town shrinking is a tricky term, as the town does not actually get smaller, but faces persistent decline in urban density. It is like osteoporosis - town's tissue loses its resilience and ability to heal it's tears. Those tears make town especially vulnerable and prone to further decomposition. Bringing back density and continuity in urban tissue is key to keeping the town alive.

ELIMINATING INFRASTRUCTURAL BARRIERS

Significant infrastructural shortcomings decide about low attractiveness of the project site in the eyes of the town's inhabitants. A few key demolitions of substandard buildings are planned to eliminate main circulation barriers and to open space for future redevelopment.

FLEXIBLE PHASING

Important premise of the strategy is that it will allow independent interventions to be carried out at any time, for as long as it takes, and on the basis of various modes of realization (public, private or public-private partnership investments). The framework for future development implies flexibility and susceptibility to change during the transformation process, which in turn will provide space for verification of decisions made and adapting to the changing circumstances.

PLACEMAKING

Design is an important component of creating a place, but not the only factor. Providing access and creating active uses, economic opportunities, and programming are as crucial. Project site as a heart of the town of Selb and Ludwigstrasse in particular are subject of a series of actions that aim in making them more animated, connected and inclusive.



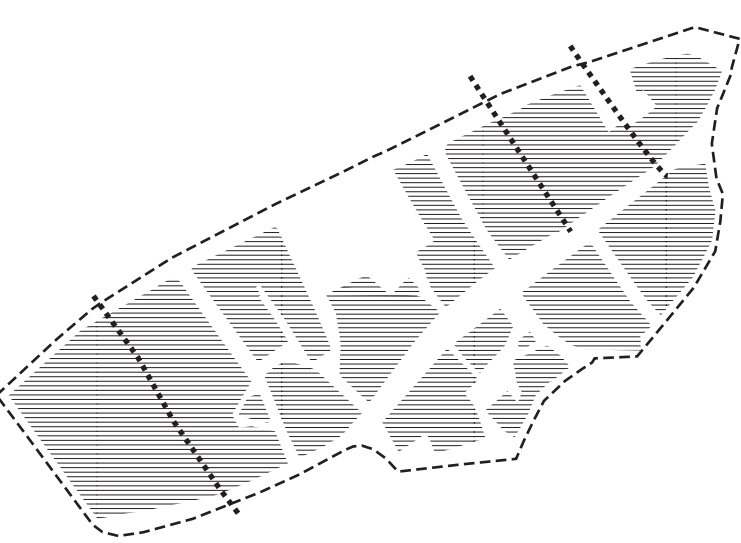
Evolution of the project's site structure



FIGURE GROUND TODAY



PROPOSED DEMOLITIONS



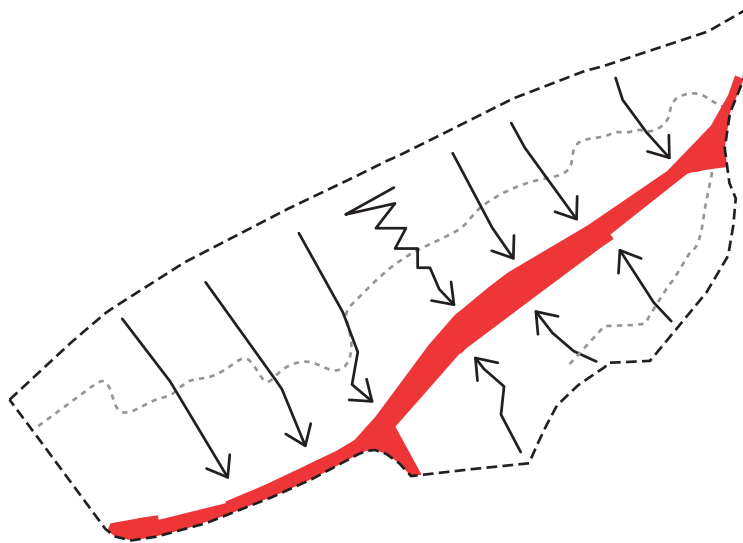
PROPOSED NEW STREETS



NEW BLOCK STRUCTURE



NEW FIGURE GROUND



Ludwigstraße as a place



Dispersed car traffic



Flexible phasing

Round the corner

A need of human interaction was what once brought people together to form towns and seems to be the only thing that can come to it's rescue. Proximity, human scale, familiar environment are things that start to be appreciated again and to decide about the quality of live. Fixing towns should mean refining them as a place of living before anything else.

Street as a place

Solving the problem of the ground floor vacancy in the project area would require not only fixing the buildings, but also changing the perception of the streets. Ludwigstraße has a great potential to become an actual place rather than a route that simply moves vehicles from A to B. Enhancing the plug-in streets as a communication and parking supply base would make more people enter Ludwigstrasse from the sides which will automatically be read as entering an urban interior. At the same time a lot of emphasis will be put on the street corners as the points of the highest potential of social interaction.

Parking and car access

Shared space approach is proposed for Ludwigstraße and it's plug-ins. Vehicle traffic is allowed everywhere, but pedestrians and cyclists are naturally prioritized, due to elimination of features such as curbs, traffic signs, and regulations. Parking lots are dispersed around the area, and distributed evenly on each of the streets.

3 completely new street connections are added to the road system to improve circulation and access with total number of 47 new parking space.

Housing

6 different housing proposals represent various volumetric and typological approaches, but combined together illustrate reserves within the project site when it comes to densification. 92 apartments meeting contemporary housing standards will become a significant addition to Selb's housing base.

Phasing

Project is divided into 9 independent interventions which could be conducted gradually and without any particular order. Except for phases A and F that are focusing mainly on upgrading the public space, typical phase includes construction of one or two building volumes together with adjoining serving street and fixing the immediate surroundings.



Key project numbers

HOUSING

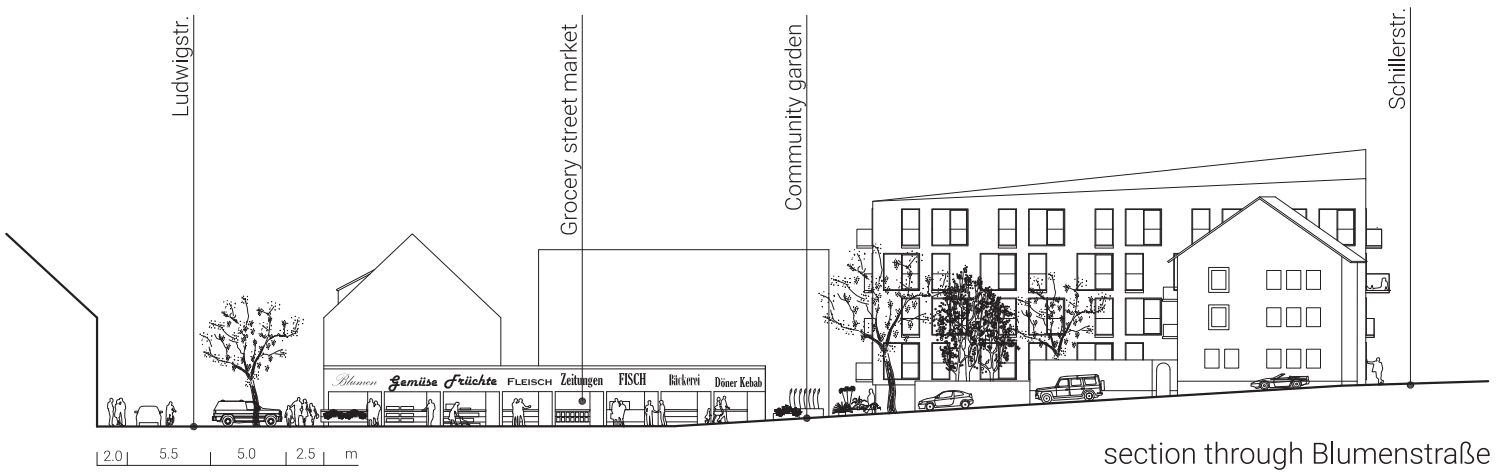
Total built up area	2458m ²
Total floor area (in 6 buildings)	5568m ²
Total number of dwellings	92
1-room	4
2-rooms	46
3-rooms	2
4-rooms	7
5-rooms (townhousing)	11

PUBLIC SPACE

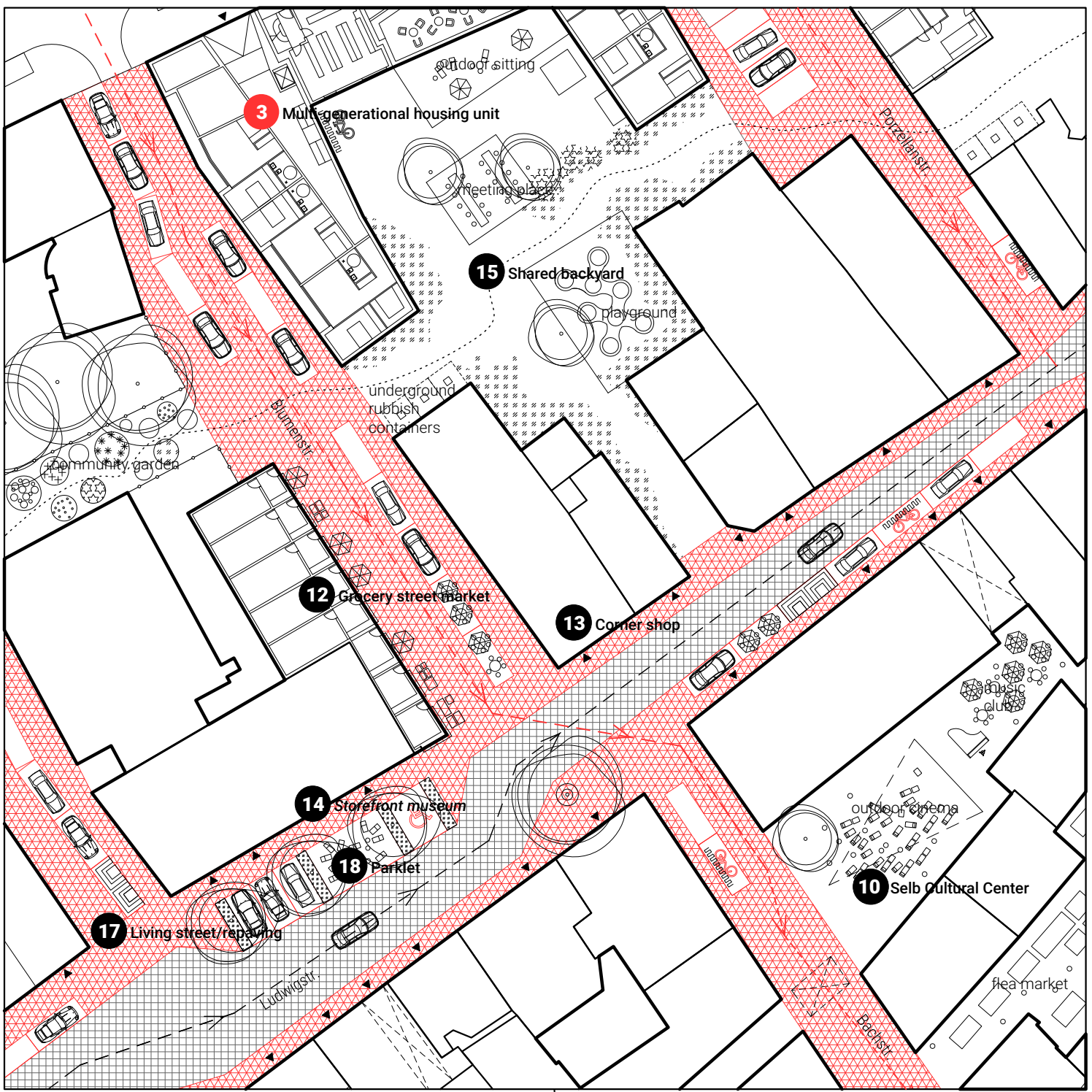
New streets area	2140m ²
Parking spaces new streets	47
Repaving existing streets	4439m ²
Parking spaces after repaving	104



section through Ludwigstraße



section through Blumenstraße



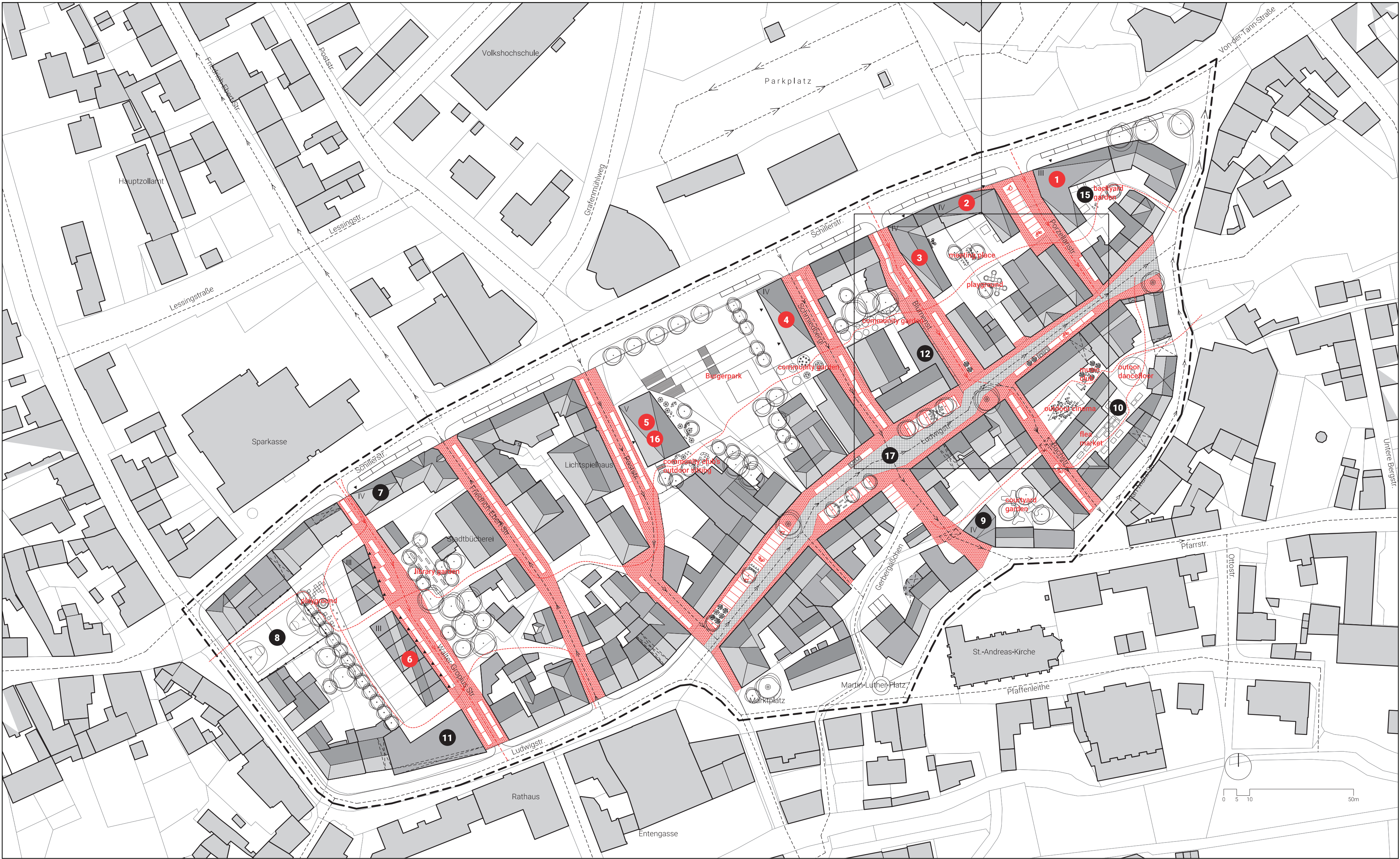
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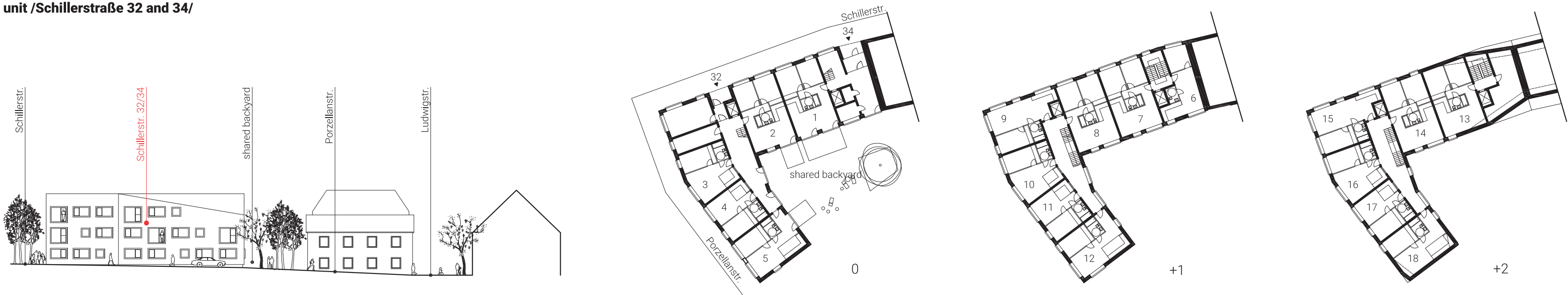
INDEX OF VOLUMES AND INTERVENTIONS

- 1 Affordable housing unit /Schillerstraße 32 and 34/**
Compact building with 18 basic standard flats of different sizes.
- 2 Community housing /Schillerstraße 30/**
Accessible apartments for seniors and special care citizens with additional social spaces and outdoor sitting.
- 3 Multi-generational housing unit /Schillerstraße 26/**
Universal design apartments with loggias for people of all ages.
- 4 Young families housing block /Schillerstraße 18 and 20/**
Effective housing solution for young and growing families. Entries from the park and park facing balconies decide about it's unique qualities within the project site.
- 5 Senior citizens residence / Poststraße 6/**
Compact building with comfortable flats addressed mostly for those who choose to downsize their dwellings after retirement. Community center in the ground floor supplements Bürgerpark with new uses.
- 6 Town housing /Walter-Gropius Straße 1-11/**
Demolition of the back part of Storg department opens space for comfortable town housing with private back yards and roof terraces - an interesting alternative to suburban living.
- 7 Start-up building /Schillerstraße 7/**
Small affordable offices and coworking spaces for rent in the center of the town.
- 8 Elevated basketball court**
Caged basketball court covering existing parking entrance is a recreational offer addressed to young adults.
- 9 Aparthotel /Pfarrstraße 3/**
Small aparthotel overlooking St-Andreas-Kirche is an offer for tourists and travelling professionals.
- 10 Selb Cultural Quarter**
The concept for the quarter opposite the new Jugendzentrum and Jugendhotel, envisions it as Selb's future cultural quarter. Low technical standard and market value, may turn out as an advantage for aspiring artists and creative youth. With a little municipal encouragement some bottom-up initiatives may gradually transform this part of the town into a vibrant center for alternative culture. Flea market, outdoor cinema, workshops, music pubs are among proposed programs.
- 11 Storg department store**
The preserved front part of the Storg department store will be adjusted to today's retail requirements.

- 12 Grocery street market**
Grocery street market as a highly effective street activator is proposed instead the vacant building on Ludwigstraße 37. The existing structure can be partly used as a construction for several small stalls that will offer flowers, fresh vegetables, bread and other groceries from local suppliers. Corner location in the middle of Ludwigstraße makes it essential point of the activating strategy.
- 13 Corner shops**
Favouring local corner shops over big retail chains is proposed as a strategy not only for retaining commerce within the town center but also as a community building tool. Focusing on needs of seniors and non-motorised may be their savior.
- 14 Storefront museum**
Pop-up exhibitions in empty storefront windows is a proposed concept to prevent negative impact vacant commercial ground floors have on the surroundings. Turning Ludwigstraße into an open air museum could be an unique attraction and just another point of the Selb's Red Thread.
- 15 Shared backyards**
As an addition to public space a network of semi-public green and recreational areas are obtained thanks to clearing clogged up with low quality construction and largely degenerated private backyards. Sequence of local playgrounds, community gardens and neighbourhood meeting connects to site's main recreational facility - Bürgerpark.
- 16 Bürgerpark community club**
Community club in Bürgerpark is an offer for various age groups but with main focus on seniors, young parents and others seeking daytime activity. Functions include: cafe, reading room, internet cafe and a small nursery.
- 17 Living streets / repaving**
Ludwigstraße and plug-in streets are redesigned as 'living streets' /'woonerfs' where all the barriers are eliminated and equal priority is given to all modes of transportation with motorised traffic restricted to walking pace. New paving is suggested, but preserving the old cobblestone locally is justified.
- 18 Parklets**
Parklets serve as a place to stop, to sit, and to rest while taking in the activities of the street. They are installed on parking lanes and use from one to several parking spaces. The concept main benefit is flexibility - they can dynamically adjust to the street's commercial and social dynamics or change street's parking supply.
- 19 Street furnishing**
Spreading low-key but user friendly street furniture around the city center will encourage spontaneous activities and interactions.

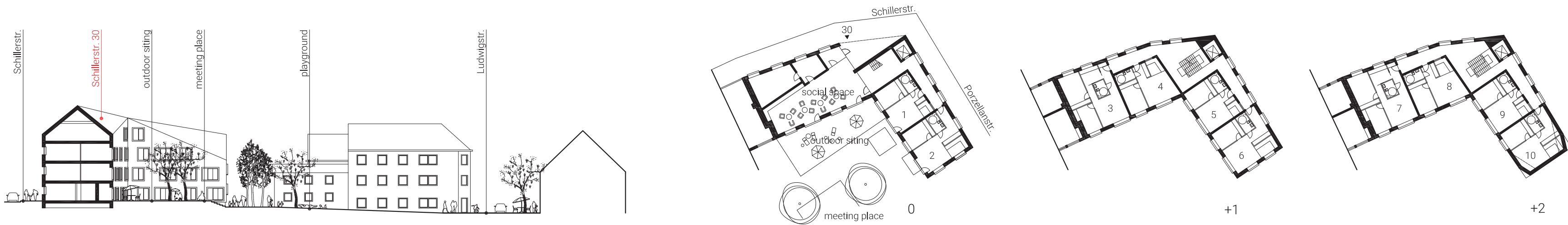


1 Affordable housing unit /Schillerstraße 32 and 34/



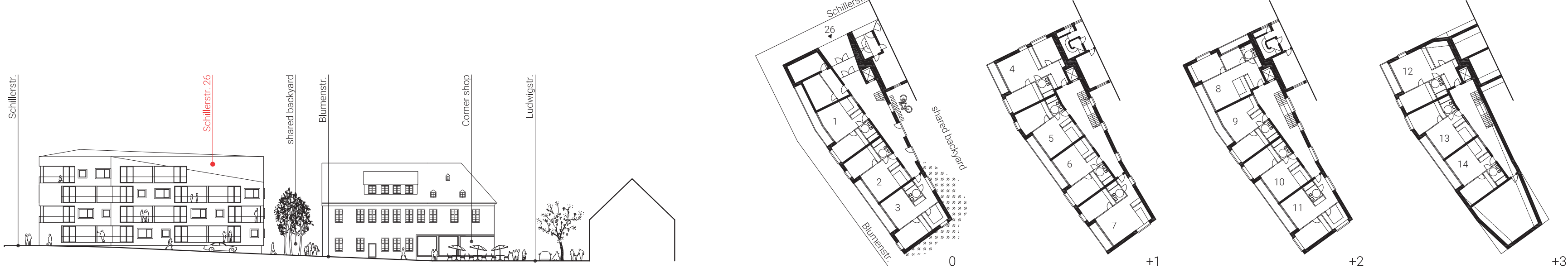
1. 3-room apt.	59.4 m ²
2. 3-room apt.	59.4 m ²
3. 2-room apt.	44.5 m ²
4. 2-room apt.	39.6 m ²
5. 2-room apt.	50.7 m ²
6. 2-room apt.	39.3 m ²
7. 3-room apt.	59.4 m ²
8. 3-room apt.	59.4 m ²
9. 2-room apt.	51.3 m ²
10. 2-room apt.	44.5 m ²
11. 2-room apt.	39.6 m ²
12. 2-room apt.	50.7 m ²
13. 3-room apt.	59.4 m ²
14. 3-room apt.	59.4 m ²
15. 2-room apt.	51.3 m ²
16. 2-room apt.	44.5 m ²
17. 2-room apt.	59.4 m ²
18. 2-room apt.	50.7 m ²
TOTAL	902.7 m²

2 Community housing /Schillerstraße 30/



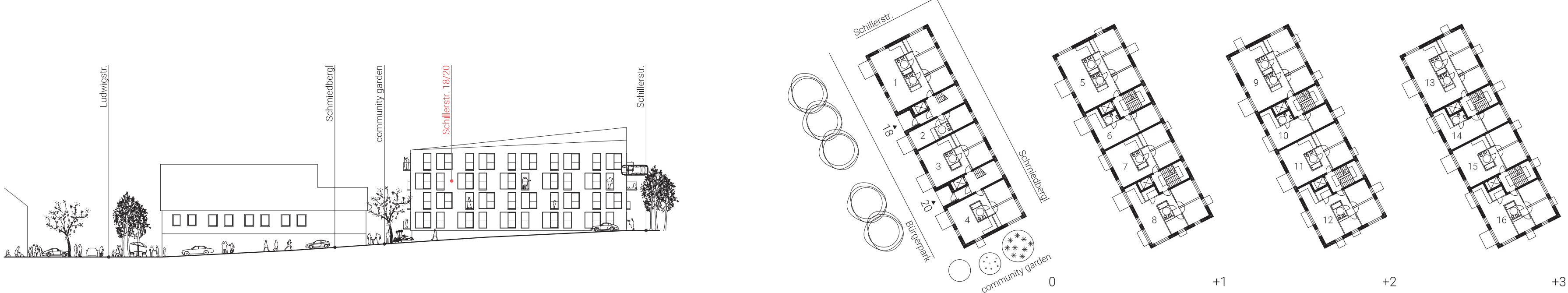
1. 2-room apt.	40.0 m ²
2. 2-room apt.	50.3 m ²
3. 3-room apt.	63.5 m ²
4. 2-room apt.	46.1 m ²
5. 2-room apt.	40.0 m ²
6. 2-room apt.	50.3 m ²
7. 3-room apt.	63.5 m ²
8. 2-room apt.	46.1 m ²
9. 2-room apt.	40.0 m ²
10. 2-room apt.	48.5 m ²
TOTAL	488.3 m²

3 Multi-generational housing unit /Schillerstraße 26/



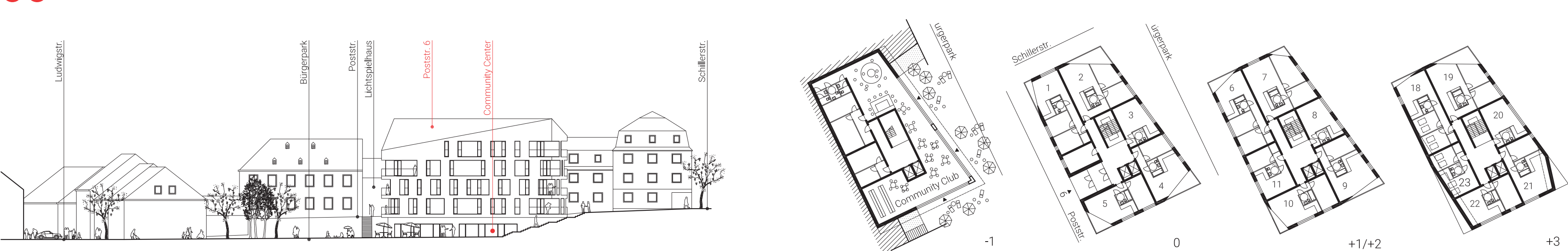
1. 2-room apt.	46.5 m ²
2. 2-room apt.	46.2 m ²
3. 2-room apt.	55.0 m ²
4. 3-room apt.	64.9 m ²
5. 2-room apt.	47.4 m ²
6. 2-room apt.	46.2 m ²
7. 3-room apt.	59.9 m ²
8. 3-room apt.	61.5 m ²
9. 2-room apt.	46.7 m ²
10. 2-room apt.	46.2 m ²
11. 2-room apt.	55.0 m ²
12. 3-room apt.	64.9 m ²
13. 2-room apt.	47.4 m ²
14. 2-room apt.	46.2 m ²
TOTAL	711.0 m²

4 Young families housing block /Schillerstraße 18 and 20/



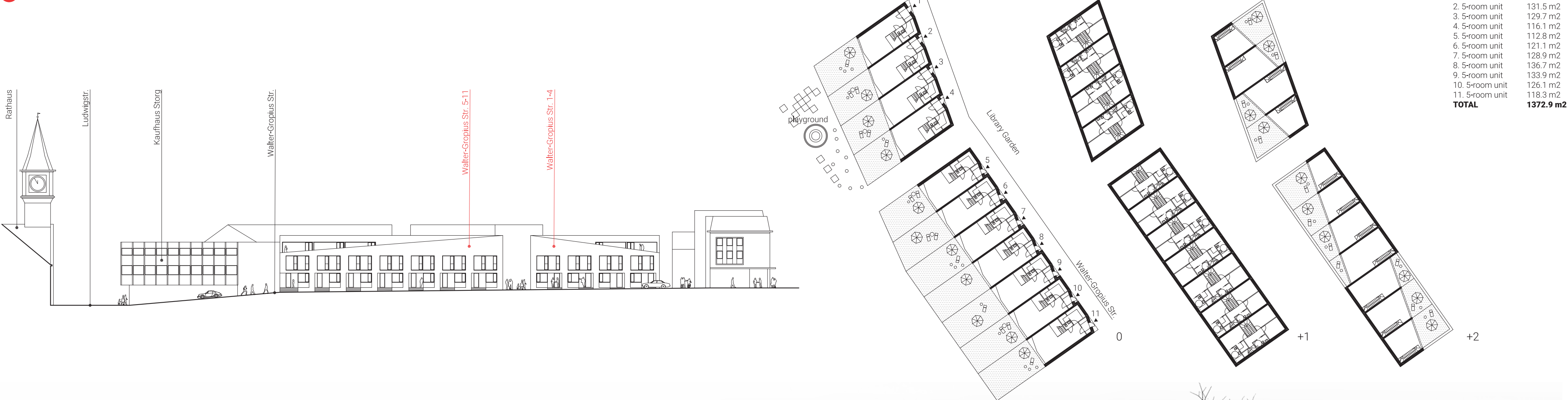
1. 4-room apt.	87.6 m ²
2. 2-room apt.	28.6 m ²
3. 3-room apt.	58.1 m ²
4. 3-room apt.	59.7 m ²
5. 4-room apt.	87.6 m ²
6. 2-room apt.	38.8 m ²
7. 3-room apt.	59.7 m ²
8. 4-room apt.	69.5 m ²
9. 4-room apt.	87.6 m ²
10. 2-room apt.	38.8 m ²
11. 3-room apt.	58.1 m ²
12. 4-room apt.	69.5 m ²
13. 4-room apt.	87.6 m ²
14. 2-room apt.	38.8 m ²
15. 3-room apt.	58.1 m ²
16. 4-room apt.	49.5 m ²
TOTAL	996.0 m²

5 16 Senior citizens residence and community club / Poststraße 6/



1. 3-room apt.	59.0 m ²
2. 3-room apt.	62.5 m ²
3. 1-room apt.	30.3 m ²
4. 2-room apt.	49.3 m ²
5. 2-room apt.	45.1 m ²
6. 3-room apt.	57.8 m ²
7. 3-room apt.	64.8 m ²
8. 1-room apt.	30.3 m ²
9. 2-room apt.	52.4 m ²
10. 2-room apt.	46.7 m ²
11. 2-room apt.	37.3 m ²
12. 3-room apt.	57.7 m ²
13. 2-room apt.	64.9 m ²
14. 1-room apt.	30.3 m ²
15. 2-room apt.	48.6 m ²
16. 2-room apt.	42.9 m ²
17. 2-room apt.	37.3 m ²
18. 3-room apt.	59.8 m ²
19. 3-room apt.	62.8 m ²
20. 3-room apt.	30.3 m ²
21. 2-room apt.	49.5 m ²
22. 2-room apt.	43.1 m ²
23. 2-room apt.	35.0 m ²
TOTAL	1097.7 m²

6 Town housing /Walter-Gropius Straße 1-11/



1. 5-room unit	117.8 m ²
2. 5-room unit	131.5 m ²
3. 5-room unit	129.7 m ²
4. 5-room unit	116.1 m ²
5. 5-room unit	112.8 m ²
6. 5-room unit	121.1 m ²
7. 5-room unit	128.9 m ²
8. 5-room unit	136.7 m ²
9. 5-room unit	133.9 m ²
10. 5-room unit	126.1 m ²
11. 5-room unit	118.3 m ²
TOTAL	1372.9 m²

