

Niederösterreich, Austria

Pilot area(s)

Historical centres of Baden and Retz

Aim

To identify and develop strategies, measures and operative tools, in the framework of the city renovation and city development process, to support future actions and projects and to tackle unfavourable trends.

Methodology

The pilot project of Baden focused on a building block, in order to verify the feasibility of the set of tools developed, while in the case of Retz the problem was the loss of functions of the city centre and the identification of policies in order to counteract the phenomenon.

As a consequence, the methodologies applied were slightly different; for Retz, for example, the community planning method was fundamental, while in the case of Baden, participation was limited to the involvement of owners of buildings included in the pilot area.

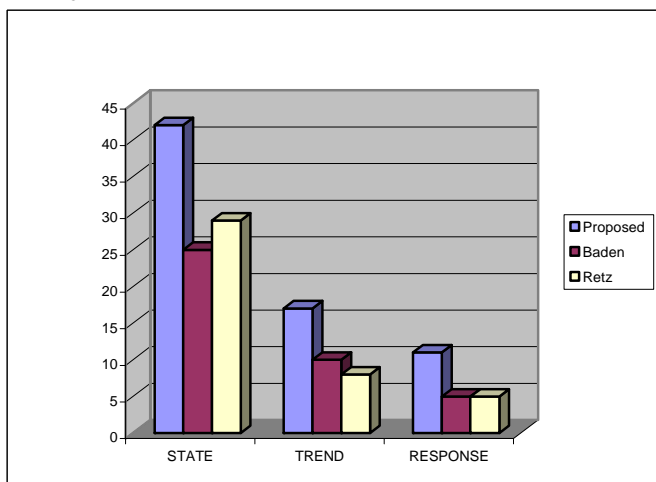
In the first test phase, the indicators were collected through "table work" and concerned socio-economic data and trends, buildings with high cultural and historical value, present uses of buildings and public spaces, building conditions. In the case of Retz, discussions in workgroup community "City Renovation" and interviews with house owners/inhabitants of the historical centre led to the identification of further indicators (such as housing quality, leisure time quality and willingness to renovate) The collection levels were municipality and historical centre, depending on the type of phenomenon investigated.

Collection of analysis of data led to:

- the compilation of the SWOT chart
- the elaboration of the SWOT matrix, as basis for
- the identification of appropriate policies: strategies of motivation, stimulation and civic participation as well as, in the case of Retz, measures for the information of inhabitants and house owners.

State of work

Already concluded



Proposed/used indicators

SWOT analysis of Baden (historical centre)

	Strengths <i>How can chances be put to use in order to stabilize strengths?</i>	Weaknesses <i>How can chances be put to use in order to phase out weaknesses?</i>
Opportunities	<p>An active city administration can promote preservation measures of identity-creating historical building substance</p> <p>Land use planning (building-up planning) can support the characteristic full-scaled building-up structure</p> <p>Integration of topical (future-minded) architecture may support the diversity regarding utilization possibilities</p>	<p>By utilization of vertical constructional development potentials the availableness for usability restricted by small segmentation can be balanced</p> <p>Quality of life and living can be valorised by increasing the green area portion and/or by reducing the degree of fixed "sealing-up"</p> <p>Land use planning can show the leeway between preservation and/or renovation of historical buildings thus demonstrating the development potentials</p> <p>Legal frame conditions can regulate the installation of parking lots in the block-interiors</p> <p>Adjustment to design can turn the pedestrian area into an area of communication and meeting</p> <p>The increase in residents can lead to an invigoration of the pedestrian area also outside of business opening hours</p> <p>The positive economic development in tourist business can counteract the great operational fluctuations in the pedestrian area</p>
	Strengths <i>How can threats be fended off in order to stabilize strengths?</i>	Weaknesses <i>How can threats be fended off in order to phase out weaknesses?</i>
Threats	<p>Projects of city renovation can support the redevelopment initiatives of house owners (vacancy) acting as "initial ignition" for desirable alterations concerning urban construction</p> <p>Differentiated determination of building mass within the framework of building-up planning, thus avoiding undesirable alterations to the city image</p> <p>Utilization conflicts may be reduced by compensation measures (roof gardens, greening of firewalls, yard building-up at the ground floor level or the like)</p> <p>Displacement of the residential function can be avoided by improvement of living environment</p>	<p>Adaptation of legal frame conditions in favor of residential use</p>

SWOT analysis of Retz (historical centre)

	Strengths <i>How can chances be put to use in order to stabilize strengths?</i>	Weaknesses <i>How can chances be put to use in order to phase out weaknesses?</i>
Opportunities	<p>An active city administration can promote the preservation of identity-founding historical building-substance (counseling, raising awareness, subsidies)</p> <p>Urban and regional planning (building-up planning) may support the characteristic full-scale building-up structure</p> <p>The awareness and the interest of the inhabitants regarding preservation of historical building substance are promoted by increasing the educational level</p>	<p>Urban and regional planning can pinpoint development potential between preservation and renovation or expansion of the historical building substance</p> <p>By utilizing vertical development potentials restricted use due to small-units can be compensated for</p> <p>Adaptation of subsidy regulations in the field of old house restoration acts as an incentive for preservation of building substance in need of restoration which, moreover, seem worth restoring and are not in the main square area</p> <p>By expanding and improving the quality of green spaces near the downtown area the mediocre green space proportion per apartments in the city can partly be made up for</p> <p>Mobilizing of building land reserves near the downtown area for expansion of catchment areas for trade</p> <p>Integrated programs of city renovation in co-operation with NAFES (local supply) and city marketing</p> <p>Through restructuring, the main square may become the place of communication and lingering</p> <p>The building mix of various facilities (culture facilities) frequented at different times makes for continuous life throughout public space</p> <p>Due to the increase in single-households the chance to use housing space in the historical center could be intensified</p>
	Strengths <i>How can threats be fended off in order to stabilize strengths?</i>	Weaknesses <i>How can threats be fended off in order to phase out weaknesses?</i>
Threats	<p>Projects of city renovation can support the restoration initiatives of house owners (vacancy) and serve as „kick-off“ for favoured modification favored in the urban-constructional point of view</p> <p>Differentiated determination of building masses in the framework of building-up planning to counteract unfavorable modification to the city image</p> <p>The housing and life quality can be valorised by compensation measures such as green roofs, facades and firewalls</p>	<p>The special character of Retz: the unique historical ambience in a picturesque cultural scenery creates the potential for positioning against artificial adventure worlds</p> <p>Improvement to housing environment to counteract resident migration</p> <p>Advertising the „Location Retz“ in the Region (mix of trade, traffic management system)</p> <p>An increase in residents will invigorate the city centre also outside shopping hours</p>