



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND


QUALIST
improving quality of life
in small towns

Revitalization concept Vogtland



Work Package 3 -Demography oriented revitalization of small town centres

Action 3.2 - Revitalization Concept for small towns in Central Europe regions

Output – Revitalization concept Vogtland



QUALIST

The EU programme „Central Europe“ supports the territorial cooperation in selected fields. One of those fields is „Enhancing competitiveness and attractiveness of cities and regions“. Since summer 2010, eleven partners from Germany, Czech Republic and Austria are collaborating in the project “Improving Quality of Life in Small Towns - QUALIST”.

The specific objective of the project is to develop and implement

measures to respond on negative impacts of demographic and social change in small towns. These measures are aimed to improve the quality of life of the existing inhabitants and to raise awareness of potential new citizens.

For more information on project please see:

www.qualist.eu





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Introduction

In the transnational Central Europe – Project „QUALIST“, 11 partners from 3 Central European countries have formed a strong partnership to develop and implement innovative and future-oriented solution approaches for lively, attractive and social balanced historic small towns. Despite various economic, social, geographic, cultural and institutional backgrounds, all partners agree to utilize integrated revitalization strategies and – tools. They dealt with urban-planning, social, ecological and economical aspects and thereby connect the city development with the promotion of the cultural heritage as a development potential and element of local and European identity.



An integrated revitalization emphasizes the development of lively city centres as an attractive living-, working-, investigation- and recreational location for all actors, demographic groups and generations.

The project activities of the project partner District Administration of Vogtland region ensure an attractive and balanced benefit mixture together with healthy living environment and foster such initiatives in an active way. The potentials of the cultural heritage are used in the most efficient manner for tourism and also cultural, creative, economical spare time activities. Inner-city retail sector and services should be strengthened to reinforce historical centres as a main source of development, which adopt specific



functions for the city in general and its surrounding region. This is associated with the restraint of developments on greenfield sites, which harm inner-city functions, the protection of the local identity (small town centres of the Vogtland region) as “places of



identification” and stabilization of the population number plus the guarantee of a balanced social structure.

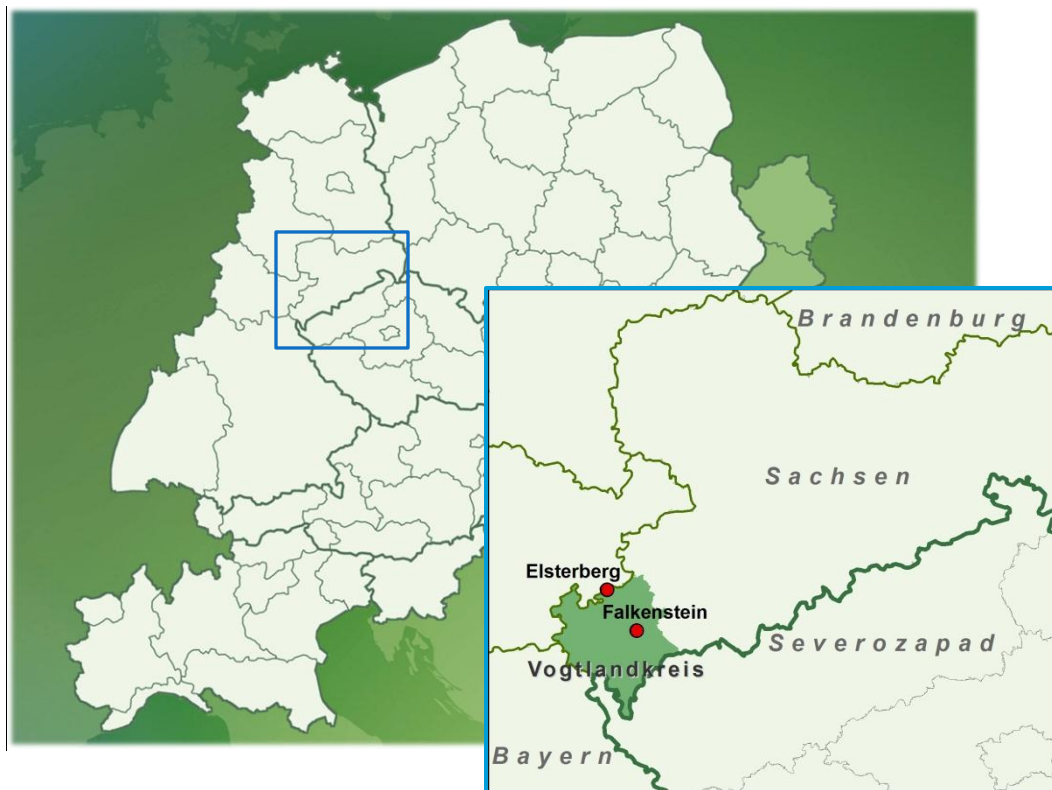
A sustainable revitalization connects the protection of economical and architectural-cultural heritage with the requirement of a changing society and economy. The project activities make an important contribution to establish a balanced equilibrium between opposite restrictions on the sustainable applications of the economical and architectural-cultural heritage and its preservation. Therefore, historic buildings and city areas receive sustainable and future-oriented functions, the architectural-cultural heritage is gently adapted, renewed and enhanced to its physical shape and environmental balance to changing economic, social, ecological and demographical conditions. In doing so the important character of the heritage and the identity of the small towns of the Vogtland region should not come to harm.

A sustainable revitalization is based on a continuous, process-driven and integrative development approach. Tools and techniques of an integrated urban regeneration are used to ensure a sustainable benefit mixture,



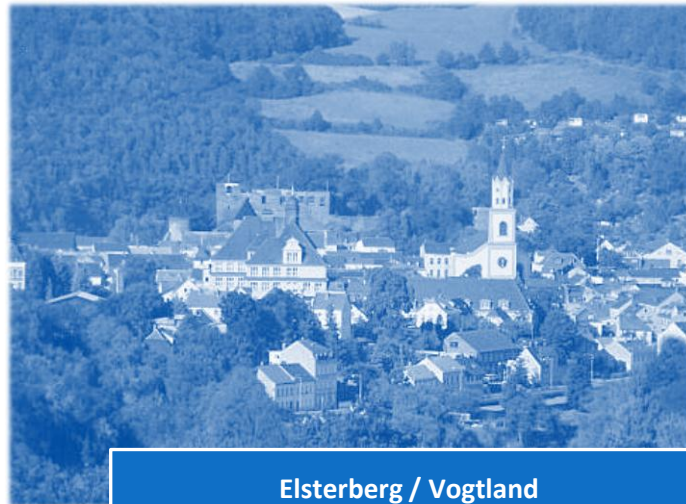
compensate opposed interests, mobilize resources of all stakeholders plus achieve a sustainable configuration and revitalization of the small towns of the Vogtland region. Representing the small towns of the Vogtland region, the towns of Elsterberg and Falkenstein were involved by potential analyses.

Revitalization needs permanent efforts and the implementation in local and national development strategies and –policies. Regional, national and European decision makers have to support the activities for a sustainable development of lively and attractive historical cities based on the territorial agenda of the EU and Leipzig charter for sustainable European Cities. With their support for an integrated urban revitalization, the political decision makers contribute to the observance of these two framework documents.



Objectives of revitalization

An integrated revitalization emphasized the development of lively small town centres as central point of living and working for all actors, population groups and generations. The sustainable revitalization will be constraint the protecting of cultural heritage with the requirements of a rapidly-changing society.



QUALIST and their project activities make an important contribution to realize a difficult balance between two opposing interests: demands that are placed on economic and cultural heritage and its preservation. A successful urban sustainable revitalization is based on continuous, process-oriented and integrated approach to development.

In order to ensure a sustainable mix of use, to balancing the different interests, to mobilize all needs of stakeholders and to achieve a sustainable structure and revitalization of typical small towns in the Vogtland region integrated instruments and methods are used.

Revitalization takes a substantial effort and integration into local and national development strategies and politics. Regional, national and European





decision makers have to support the activities of sustainable development for lively and attractive small towns, based on the Territorial Agenda by the European Union and the Leipzig Charter on Sustainable European Cities. Their contributions guarantee an integrated urban revitalization and respect the two European directives.



Importance and challenge of small towns

Small towns are the economic, cultural and social driver for a dynamic and sustainable Europe. They are integral part of European history, identity and regional diversity. Small towns characterize with their architectural and cultural heritage the urban landscapes and represent the backbone of a balanced and polycentric settlement structure – one of the major territorial strengths of Europe. European

small towns confronted with similar challenges, like continuing globalization, profound structural, demographic and social changes and the climate change. On the one hand they have to find the right balance between the preservation and use of the cultural heritage and on



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the other hand to find a sustainable urban and regional development. It is a central condition of an enlarged, sustainable and competitive Europe with an unique identity to support small towns and their attractiveness and competitiveness. This is promoting the Lisbon and Gothenburg objectives.



Principles of urban renewal

With the help of defined principles and guidelines further basics of the urban renewal process have to be set, which the quality indicators defined.

Besides the preservation of the architectural and cultural heritage the competitiveness of inner-city quarters compared to the suburb is an important task. The accomplishment of this shall succeed not least with the aid of well-defined development objectives.

Further important incentives come from the development of economy and tourism. Economic forces and a large attendance initiate investments that benefit the urban renewal process and strongly consolidate the economic importance of the Vogtland region.

The **general guidelines** serve as fixation of important core objectives within the urban renewal process and include first policies for defined urban renewal areas:

- **Preservation of the industrial, architectural and cultural heritage**
 - Today the existing industrial, architectural and cultural heritage is a trademark of the region. It is essential to conserving it and to modernizing it stepwise.
 - Awareness building and mobilization of property owners and renters – investments and own initiative regarding buildings and



areas are of great importance for the future urban renewal process.

- **Enhancement of public space**

- Public green areas and places inside of the mostly densely built old building quarters are of great importance for the quality of life and residential environment. Through preservation, design and enhancement the attractiveness of the location, quality of life and amenity values will be improved.

- **Implementation of an integrated traffic concept**

- Traffic volumes as well as traffic modes have largely changed in the last years. Besides the connection of the city to the national and European transportation network the development of an inner-city strategy for the motorized, public and non-motorized traffic is of central importance.

- **Enhancement of developing commercial streets and centres**

- Within the urban renewal process - preservation respectively qualitative development and strengthening of existing commercial streets and shopping possibilities inside of the quarters have great importance. Small and medium-sized enterprises shall be supported, qualified and motivated for new investments by a selective advancement.



- **Extension of culture and tourism offerings**
 - Extension of culture and tourism offerings plays an important role within the urban renewal process, because increasing attendance strengthens local economy, initiates further investments and thus contributes to the preservation of the historical city.

- **Improvement of learning opportunities and social offerings**
 - Social balance is an essential component within the urban renewal, because the heterogeneous composition and the related diversity give the urban quarter's charisma and therefore attractiveness.

- **Advancement of civic and honorary involvement**
 - The integration and advancement of civic involvement is indispensable within the city revitalization and ensures the sustainable effect and acceptance in the urban quarter in the long term.

The objectives outlined define the contentual issues within the areas to be revitalized. These guidelines will be specified further by the development of specific concepts concerning regions.



Functions of a measures concept

The need of developing a greater action strategy for the implementation of the objectives results from the general guidelines of urban renewal. Here the **measures concept** fulfils several functions as strategic tool within the urban renewal process:

- The integrated measures concept represents planned short, medium and long term project specifications within the urban renewal process. It includes following **ACTION FIELDS**
 - „Qualities of urban areas“,
 - „Economy“ as well as
 - „Culture, Tourism and Social matters “.

According to the available funds and aid programmes the implementation is subsequently carried out.

- **Determination of formal key points regarding investments and actions**
- **Basic principle for the application for subsidies by national programmes**
- **Application for EU-subsidies** by the European Funds for regional development (EFRE). With the aid of integrated development concepts necessary basic principles were established to submit concrete applications for funds along the priority axes of the EU.



Potential analysis „Demography oriented transport infrastructure of the city of Falkenstein/Vogtland “

At the beginning of the potential analysis following contentual key points were defined:

Key point 1: Population decrease / Ageing

Possible constructional solutions are:



- Increase of quality of life in the inner-city
- Age-based/ barrier-free reconstruction of buildings and public places
- Increase of attractiveness for elderly people and young families

Key point 2: accommodation vacancies / fallow land

Possible constructional solutions are:



- Necessary deconstruction considering preservation of the established urban and ownership structure
- Expanding and improving already existing green spaces



Key point 3: Transport

Possible constructional solutions are:



- Construction of the bypass road to reduce through-going traffic
- Optimisation and bundling of the residual through-going traffic
- Traffic concept to optimize the terminating and originating traffic in the city centre (especially commercial zone)
- Creation of well-sorted parking areas in the city centre
- Development of an optimal public transport hub



Objectives

Within the CENTRAL EUROPE programme and the priority of the project QUALIST following objectives has been set:



Quality – of the home and living environment



Mobility – by intelligent and target-oriented mobility concepts



Attractiveness – more offers of leisure activities, retail, service and commerce



Results

In the framework of the potential analysis „demography oriented transport infrastructure of the city of Falkenstein/Vogtland“ there are following results:

- The construction of the new **bypass road** will not implicate any relevant inner-city traffic clearing, because most of the traffic consists of terminating and originating traffic. Parts of the road traffic in the city centre must be reduced to counter this traffic problem. This could be done by **bundling main streets**. The current two-lane one way ring road around the city centre is dimensioned sufficiently for traffic in both directions and could be reconstructed in several steps.
- The option of **shifting the routing** via Mozartstraße - Dr. Wilhelm-Külz-Straße - Amtsstraße – Lindenstraße has the most positive aspects. These reconstruction measures would burden the budget compared to maintenance without extension more but the analysis shows that it is the only reasonable measure against the growing urban problems.
- A **city centre** - functional, creative, pedestrian-friendly, touristic and urbanistic linked and having a central public transport available – would increase the inner-city qualities of the city Falkenstein. In addition for this option the main traffic will be rerouted around the city (not through the city as before). Thus the Hauptstraße with several retail stores, the Bahnhofsstraße and the Plauensche Straße can be downgraded to a residential street. By all these measures the inner-city speed and the associated immission load can be reduced.
- A further important point is the **separation of the through-going traffic from the public transport**. The course of the lines of the public



transport can still be carried out over the local streets (Haupt- und Bahnhofstraße) without constraining the through-going traffic. The risk potential between traffic and pedestrian, which is given in front of the elementary school on Hauptstraße 2, can be considerably reduced by this separation.

- Deconstruction of particular roads allows the creation of **parking space** directly in front of stores and apartments. Distances to the stores are reduced, which means an advantage especially for older people.
- The Bahnhofsstraße makes **access from the city** to the "Schlossfelsen", the city park and the zoo difficult, because of the current high congestion. In option 4 this street is a binding element between green spaces and buildings.

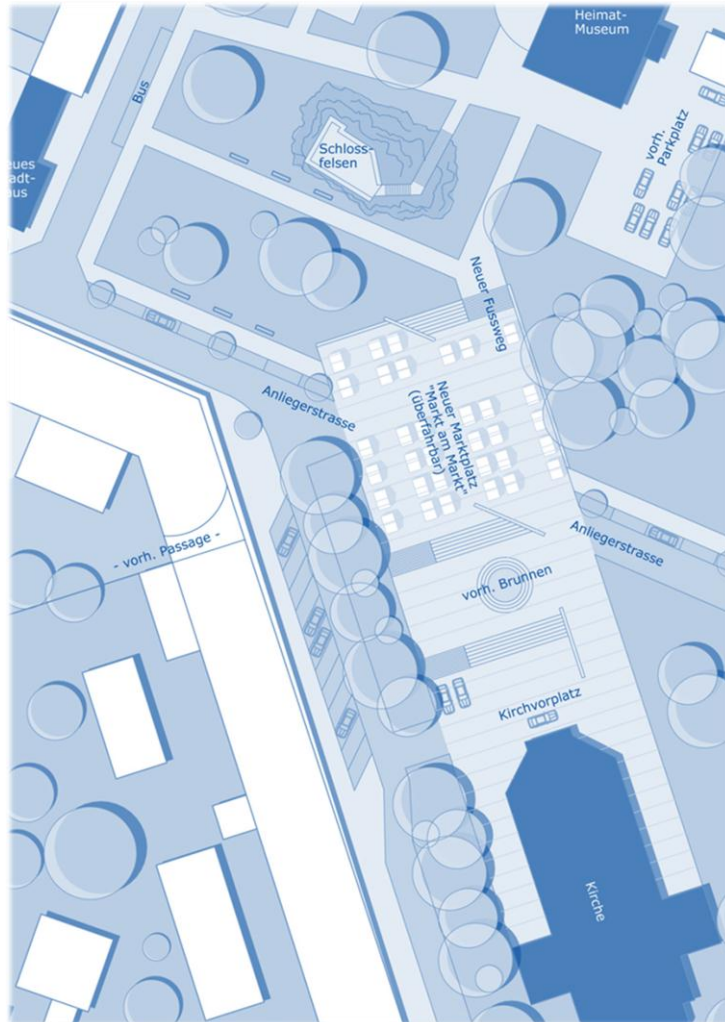
- The **new „green axis“** between the city centre (town hall-church-school-museum) and the train station with public transport connects respectively links the whole city. New planned construction projects e.g.



the senior citizen centre above the city park or the planned hospice in the villa of the Wilhelminian style in the former industrial area "Falgard" profit from the barrier-free conception of green and open spaces, too.



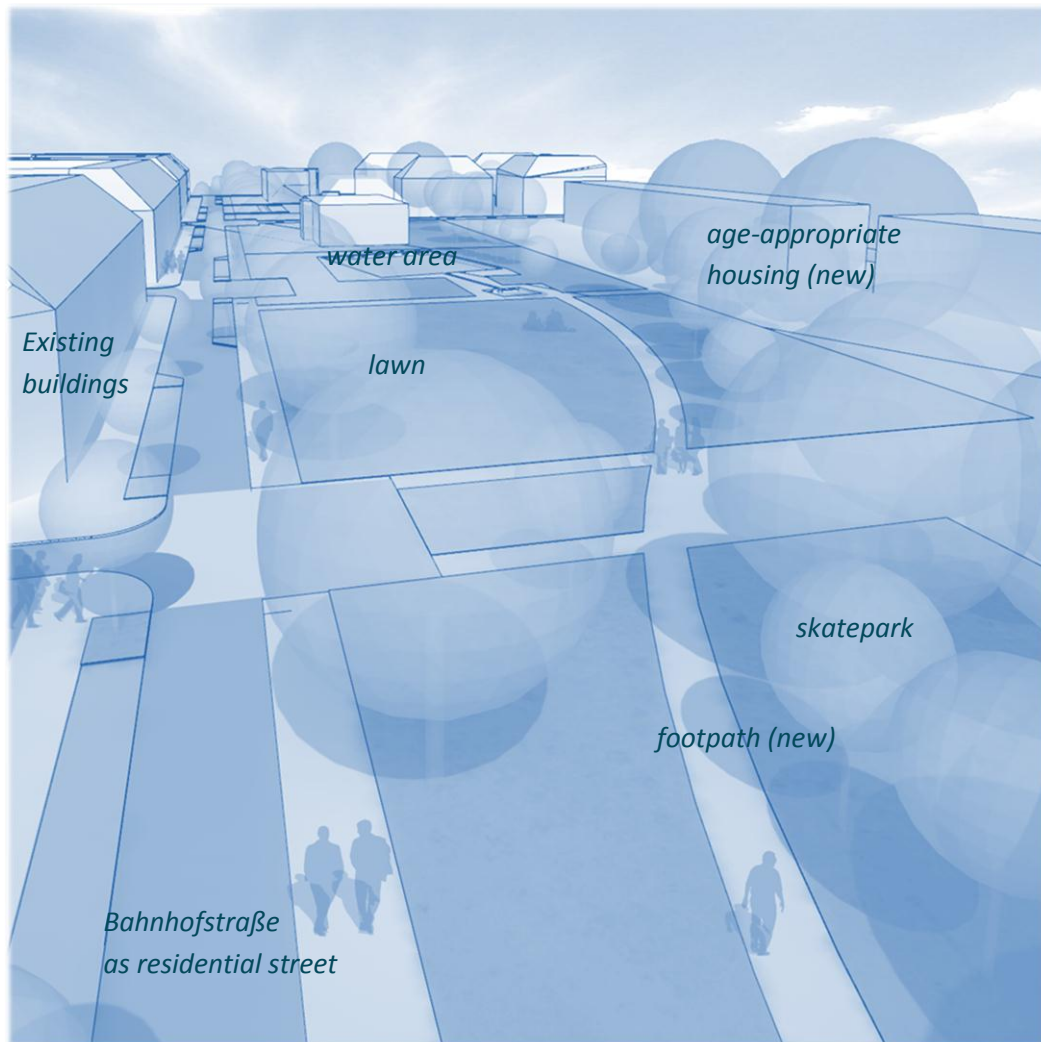
- The area in front of the church can be reconstructed to its original function as **market place** by deconstructing the Hauptstraße to a through-going road. By the size of the place in connection with the "Schlossplatz" and the viewpoint on the "Schlossfelsen" an identifiable **centre in the city** is formed, which offers an



- appropriate setting for events of all kinds. There are no crowded relations on the "Schlossplatz" anymore. The church „Zum Heiligen Kreuz" also receives an attractive value and will be urbanistic integrated much better by the new forecourt.
- The „green axis" in connection with the national bicycle route will turn into the new touristic point of interest for the young and the old by



establishing new leisure time facilities, e.g. skatepark, playground and café with beer garden. The parking space below the villa in the Wilhelminian style, which is already planned by the city, would accomplish the offer (park & ride).



New urban principles for small towns in the Vogtland

From the analysis, following urban principles for small towns in the Vogtland and their future urban development strategies can be defined:

- ✓ Reduction of the urban through traffic by bundling
- ✓ Reduction of emissions by means of dismantling of various streets
- ✓ Additional strengthening of retail through the extension of parking spaces
- ✓ Barrier-free and adequate for senior citizens development of the small town centre
- ✓ Networking of important municipal institutions in the small town area
- ✓ Improvement of accessibility of the green areas
- ✓ Qualitative appreciation and extension of green fields and open space



Potential analysis „Chances of the brown field area ENKA Elsterberg“

Within the scope of „QUALIST“ and the related project partnership of the project partner Vogtlandkreis it was very clear that one of the most problems in small towns with lower industrial importance are brown fields and their revitalization. For these small towns, their surrounding regions respectively former industrial areas, the national funding are not far-reaching enough.



By decreasing required area and further decreasing population considerations of revitalization of abandoned sites are becoming ever more important. All regions and towns in Saxony and especially towns in the Vogtland region confronted in the next years more and more with the goal of sustainable settlement and urban development. They are forced to reorganize the development strategies.

Among other things, with revitalization of refuse dump-suspicious brown fields the request is granted: The land use is limited to used area and spaced





open areas are protected. The socially requirements of land use to area and space will be in accordance with the commitment to careful and responsible treatment of the environment and the natural foundations of life. It is a support the revitalization of abandoned sites, because the existing structures of urban appearance and intra-urban interrelations could be maintained.

A potential analyses regarding the brown field „ENKA“ in the Saxon small town of Elsterberg was developed in the framework of the CENTRAL EUROPE project „QUALIST“. The industrial history of Elsterberg was more than a century of spinning fibers production. In the year 2009 the production and the location were closed and had a negative impact of the development of Elsterberg. In addition the socio-economic impact a giant industrial brown field must be held. Therefore the real objective of the potential analyses is to study the chances of development of a possible industrial and business park in Elsterberg.



Objectives

As a part of the potential following priority areas have emerged:



Creation of area conception with a with a targeted analysis of future opportunities for development, especially in view of perspective business park Elsterberg



Conceptual analyses of buildings, incl. recommendations to necessary demolitions respectively further utilisation



Development of an inner traffic conception (area development)



Conceptual studies of necessary unbundling of the technical infrastructure and the connection to the regional infrastructure



Development of the land-use concept of the brown field "ENKA"



Consideration of the problem of contaminated sites



Results

- Review of building regulations with the agreement of the building supervisory authority
- Actual recommendations of traffic planning to creation of two access
- New development of the area (gas, water, electricity, communication)
- Demolition of road and warehouse surfaces
- A specific characteristic and an important advantage of the location is the existing rail link. To maintain the link talks with the Deutsche Bahn AG were realized. To use the advantage of the location marketing activities are needed.
- New development of the industrial area, demolition of the existing sewage system and new laying of the sewage pipelines
- The total rainwater donation of the area should be routed to the river „Weiße Elster“. The necessary conditions for discharging water into the river and the handling of rainwater have to coordinate with the regional water board.
- After the expiry of the current EU-funding period in 2013 smaller funding amounts are likely.



In general, it is recommended, to apply 3 action funded by the Saxon funding guideline „GRW-Infra“:

- 1. An external project steering as a planning and consulting measurement (development of infrastructure,**
- 2. Reconstruction of the area as a industrial and business park with demolition, disposal of existing waste deposits and new redevelopment**
- 3. Activation of the local rail link**



New guidelines of sustainable revitalization of industrial brown fields

To guarantee a sustainable urban mix of usage it is necessary to use the following methods and instruments of an integrated urban development:

- Small towns are a part of the Spatial development, their surrounding region with a special focus on the small town
- A comprehensive vision with all dimensions of urban living
- Interdisciplinary cooperation's between different public agencies or departments in administrations
- An open-participation and communicative process, which involved all relevant stakeholders
- Strategic and conceptual approach - based on proper analyses – from the development of common principles to concrete projects and measurements
- Continuous improvement process with substantial results
- Monitoring and evaluation of the revitalization process and results
- Revitalization needs permanent efforts and strong involvement in local and national development strategies and politics.



Our Thanks

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