

## A NEW URBAN CULTURE FOR WROCLAW



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- > This presentation deals with building local capacity along social, economic, environmental and cultural layers. It focuses on metropolitan governance to show how boundaries can be overcome through cooperation. It promotes environmental awareness, attention to heritage and importance for Wrocław to become a compact city as part of the 'new Wrocław city culture'. It discusses strategic development opportunities which could contribute to Wrocław's new image.

#### PRESENT SPATIAL GOVERNANCE, CAPACITY, CONSTRAINTS AND OPPORTUNITIES

- > Wrocław is sprawling, in part due to strong urban-rural migration. However the city has a low density on average compared with other European cities with the same population. The high number of universities is a very big opportunity for the city, and its knowledge base could serve as platform for city development.

#### DEMOGRAPHIC ASPECTS

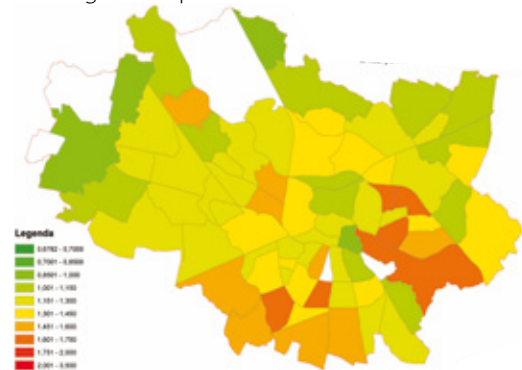
- > There is high emigration from the two central districts, Stare Miasto and Śródmieście, to the north-western districts (Fabryczna) of the city, and to the eastern areas. The highest migration ratio is in the Fabryczna district, the second highest in Psie Pole. These figures confirm a suburbanisation processes with people leaving central districts to move to greener more quiet areas with lower property prices.
- > There is a correlation between available number of rooms per inhabitant (data of 2002) and the migration process. The lowest ratio is on the east-western border area (around 0,7), the highest ratio is in the south-eastern part (with a ratio of 2 inhabitant/rooms) whilst the city centre ratio lies in between.

#### ECONOMIC ASPECTS

The city economy is based on heritage and culture tourism in the city core. The large amount of newly built shopping malls and hypermarkets at the city borders signals internationalisation. The city contains great green- and brown field development opportunities but the economic crisis has slowed down or stopped development which gives the city time to clarify its vision and development control strategy. Industrial activities with skilled workers continue to form part of Wrocław's economy (e.g. bus and railway carriage production, chemical materials and electronic instruments) which provide a good basis for modernisation, diversification and retraining, based on existing clustering and spatial distribution. Overprovision of shopping malls is apparent in the study of accessibility overlaps (1410 ha, a quarter of overall coverage) and their number could be reduced without diminishing service levels.

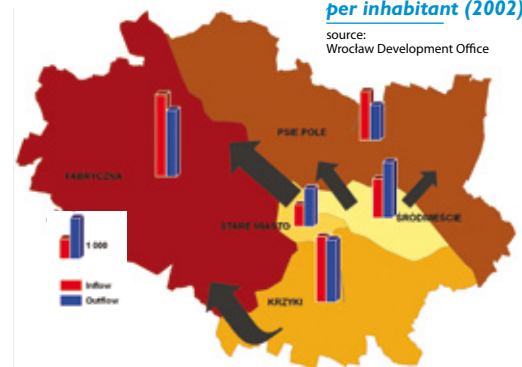
#### ENVIRONMENTAL ISSUES

The high amount of green and brown field sites provide a choice between developing them or preserving them as 'breathing spaces'. In most European middle sized cities the amount of agricultural land within city boundaries is much lower. The five rivers carry flood risks which affect the use of river banks for recreation and require skilled water management which includes curbing development.



Available number of rooms per inhabitant (2002)

source:  
Wrocław Development Office



Migration of population for permanent residence within Wrocław

Increasing air pollution caused by growing motorised transportation is affecting especially densely used areas. A properly designed road network can positively influence a better circulation, reduce traffic jams and deviate the car circulation from the city centre. Managing car traffic is important as Wrocław is growing in size and population and air pollution will affect a growing number of areas, services and people.

**VISION OF A NEW URBAN CULTURE**

➤ Wrocław has a long and varied history since 990. Its regenerated medieval core and its 19<sup>th</sup> century extension provide a rich heritage and unique urban atmosphere for cultural activities. Thus Wrocław could aspire to become the cultural focus of central Europe. Its rich architecture, peculiar urban structure, high quality infrastructure and services, together with its natural environment constitute unique assets which would require a forceful metropolitan regional governance their to harness them to their fullest potential, while protecting the city from climate change threats. Comprehensive spatial planning would be needed to maintain the distinctiveness of Wrocław's urban structure,

including its villages and to protect the city from further invasive speculative development and to curb urban sprawl.

A joint action and cooperation approach is proposed to keep economic development inside city boundaries and to guide development along existing social and physical infrastructure throughout the metropolitan region. A redistributive financial system will have to be implemented to deal equitably with restrictions on development due to environmental constraints and city policy. For the city to become compact and environmentally sustainable all these aspects would have to be built into a new vision of the city's future: a **'new urban culture = heritage + environment'**.

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SMALL VILLAGES WITHIN THE CITY ARE EXPRESSING THEIR OWN CHARACTERISTICS IN TERMS OF CONTEXT, TEXTURE AND WOULD SURVIVE IN COEXISTENCE WITH THE ENTIRE CITY. THEY ARE NOT GOING TO BE CALLED, 'VILLAGE' ANY MORE. THE PROCESS OF ENTERING THE CITY STRUCTURE, IN THESE FRIENDLY-LOOKING VILLAGES, SHOULD BE DONE THROUGH CONSIDERING THEIR IDENTITY, THEIR UNIQUE CHARACTERISTIC AND TEXTURE.

BRIDGES WILL REMIND US THE PRESENCE & IMPORTANCE OF RIVERS IN THE CONTEXT OF CITY

NEW FOOTBALL STADIUM FOR EURO 2012 MIGHT BE THE SYMBOLIC ICON FOR THE CITY OF WROCLAW IN THE NEAR FUTURE

CENTRAL HISTORIC CORE TRANSPORTATION NETWORK, TRAMS IN PARTICULAR, WOULD BE CONSIDERED IN THE SAME WAY OF THE HISTORIC AND TOURISTIC TRAMS IN LISBON. HOWEVER, THEY ARE MORE FUNCTIONAL, AND USEFUL, IN TERMS OF ACCESSIBILITY IN WROCLAW

THE ICONIC BUILDINGS, LANDMARKS AND SPACES WHICH ARE STILL ALIVE IN PEOPLE'S COLLECTIVE MEMORY, WILL SURVIVE UNTIL TOMMORROWS

HERITAGE + ENVIRONMENT => A NEW URBAN CULTURE => PLAYING A LEADING ROLE IN THE NEAR FUTURE OF THE CITY OF WROCLAW

**New urban culture =  
 heritage + environment**