

Project Aim

- To create a new and exciting destination, that is plan-led, is designed for the city's inhabitants and is integrated within the existing city of Dresden.



Brownfield Days Dresden
4th - 7th July, 2011
Public Event, 6th of July, 2011



Issues of development

- Analysis of profile factors of the area
- Cities priorities and goals
- Demands
- Costs
- Financing (EU, state...)
- Quantum of benefits and costs, a reasonable solution for both the city and the investors
- Organizing the process, step by step

Analysis of profile factors of the area

- Lack of city's land ownership
- Costs of the rehabilitation of the landmarks (protected buildings)
- Risks of unknown costs (e.g. land contamination)
- Benefits: near infrastructure, accessible, zoned land, unique environment



Cities priorities and goals

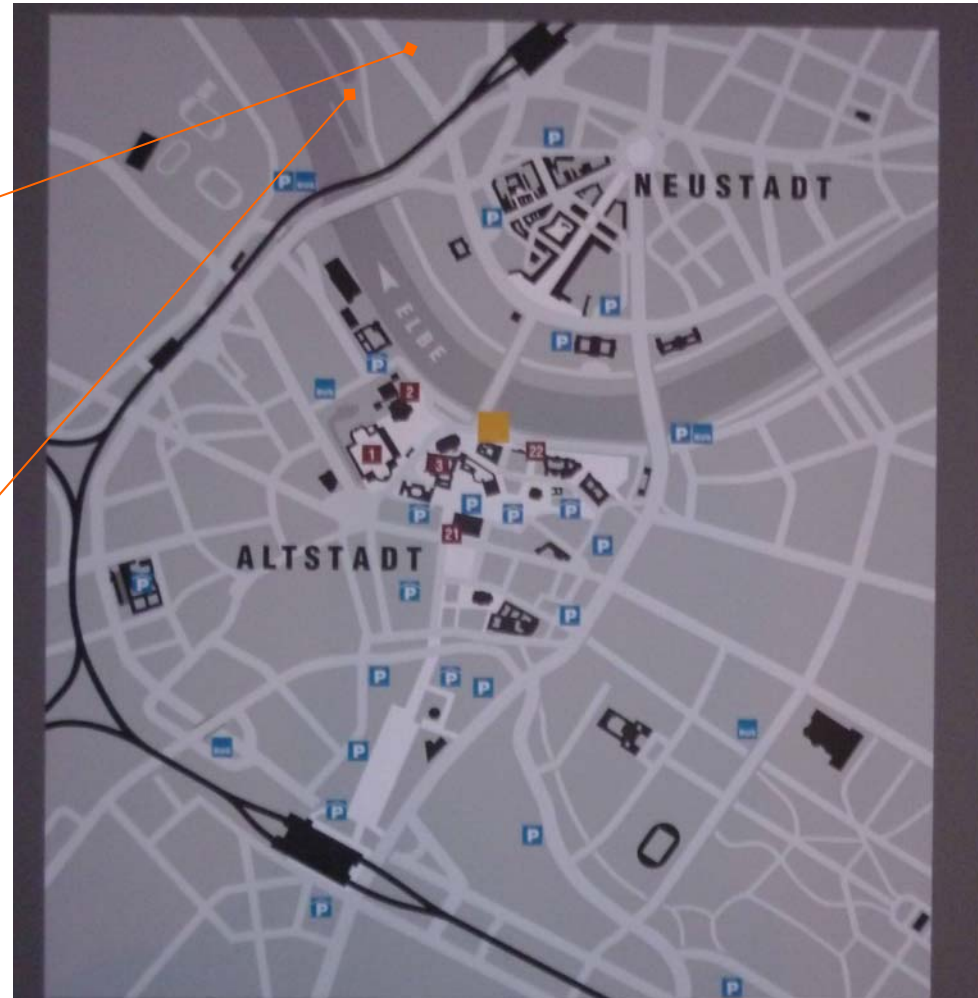
- Demand of social infrastructure; link between existing residential area and the new area
- Demand of the cultural belt: part of the multifunctional use and a good linkage to the riverside
- Demand of green corridor along the river, green network towards the river
- Sites of strategic importance should be subject of a competition e.g. former railway site



Organizing the process

- Collective responsibility and commitment of the stakeholders
- Establishment of a steering group linked to the mayor, led by the city's administration
- Establishment of a project group (owner, investor, administration with the departments, experts...) led by a member of the steering group
- Organization of communication and participation process with new tools (Participation plan)

Vision of the future



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Thank you for your attention!



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