

Partnership **Šmartinska District** *Redevelopment*



City in Motion



Partnership of Šmartinska District Redevelopment in Ljubljana, Slovenia

Three facts condition city management and corresponding management of large projects under present economic and financial circumstances:

strong planning, complex financial structures and, of course, environment- friendly planning and development.

Strong planning implies urban planning in early phases of project development. It also demands tight cooperation between landowners, investors, local community, planers and experts from various disciplines. Besides the spatial aspect of planning, social and economic considerations are gaining in importance. Another fact is that social disparities in Europe are growing and have to be alleviated. In conjunction with society and economy, instead of the term planning, the European Union applies social and economic cohesion.

The significance of complex economic structure is in maximizing use of public funds and searching for public-private partnership.

Concerning the use of public resources, only those projects will be successful that will join different developments on a single site as parts of larger strategic projects in order to engage municipal, regional, national or European funds. Although a lot of words have been spent to describe public-private partnerships, whereby some have been successful and others not, one observation can be added: if public administrations on the one hand and private partners on the other have a massive common problem, but also a massive common

interest, then the primary condition for setting up a successful publicprivate partnership has been established.

Environment-friendly planning and construction, use of renewable energy and sustainable balanced development,

all imply that particular projects have to focus on truly achievable goals. Partnership Šmartinska offers two answers to all three raised issues. For the last three years intensive urban planning has been undertaken, whereby execution is seen supported on the one hand by municipal, and private funds on the other. Partnership Šmartinska implies even more: by joining the three main factors it signifies an operational model of urban management. Finally it also represents a safe possibility for investment in Ljubljana, the capital city of the Republic of Slovenia, which lies on an exceptional geo-strategic point at the convergence of the Alpine, Mediterranean, Central European and Balkan regions.

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The position of the Partnership Smartinska district in Ljubljana

Lying between the city centre and highway ring the expansive area of Partnership Šmartinska has a vast potential for urban regeneration. It covers 5% of all urbanised land in the city, excluding protected green areas.

The city is the capital of the Republic of Slovenia and the centre of the Ljubljana Metropolitan region with approx. 650.000 inhabitants.

It is situated at the junction of the main routes of the 5th and 10th Pan-European transport corridors of Trans-European Transport Networks on the crossroad of four European macro regions.



The Site

The Partnership

The site covers an area of 228 ha in the north-eastern part of Ljubljana. Its boundaries follow the central railway line. The City of Ljubljana and partners decided to undertake comprehensive urban, economic, environmental and social regeneration of the area.

The idea of large district re-development presumes a gradual transformation of a mostly introverted, environmentally burdening area of declining industrial, manufacturing and logistics activities into a vital and vibrant district. Increasingly important environmental considerations, as well as the vicinity of residential areas, are pushing for relocation of former industrial activities.

The Šmartinska district has been urbanised for a century, until the eighties of the last century, mainly for industrial and shipping activities. After 1991, parallel to changes of the political and economic system of Slovenia under global de-industrialisation processes, largely privatised businesses, collapsed or relocated or were replaced spontaneously with retail and services.

During the last sixteen years 75% of the former land or 116 ha have been restructured into:

- 69 hectares of retail and leisure centre;
- 31 hectares of offices and services:
- 16,5 hectares of abandoned and under-used areas.

Still operational industry covers 38,6 hectares, 25% of the former scope.

Programmatic and structural changes have been going on more or less spontaneously and according to particular investment initiatives. In most cases change of use wasn't followed by comprehensive spatial transformation, such as the construction of new roads, open public space, except for the most critical nodes or sites. The dire condition can be best seen on the main roads, where traffic jams are a daily event. Despite numerous new exciting activities and programmes, the area is still closed, traffic accessibility is poor and permeability for non-motorised traffic almost impossible, thus regeneration is essential.

Regeneration implies several fields of action:

Urban regeneration,

which implies transformation of the district into a distinct, rich, mixed use and intensive area; the horizontal and vertical intertwinement of activities will ensure the conjunction of residence to work and leisure in an attractive urban environment with accesible public space, parks and public transport;

Economic regeneration,

which ensures conditions for economic prosperity of the district, where former industrial land will be substituted by new activities, thus changing the large shopping area into an »e-knowledge« production area of varied service industries;

Social regeneration,

which establishes conditions for a socially vibrant city quarter with commercial and non-profit residences, local service companies and global production systems, which will support a varied social structure of users, supported by new network of public open spaces, where conditions for socialisation will be provided;

Ecological regeneration,

which strives for a new, environmentally less burdening city quarter that can promote sustainable development, energy-efficient construction, new environment-friendly technological solutions, use of renewable energy resources in order to prepare a new city part for the post-petroleum age.

During the years 2006 and 2007 several landowners in the Partnership Šmartinska district started to prepare several development projects. They organised planning and architectural workshops and independently commissioned design projects for particular sites. The City of Ljubljana soon recognised the possibility for comprehensive regeneration of the entire district, signed a letter of intent for common and joined re-development actions in the area with the main actors in May 2007 thus bringing to life one of the largest multi-faceted project schemes the city has ever seen. In late 2007 an agreement was signed between the City of Ljubljana and the partnership companies:

BTC, d.d.,
Droga Kolinska d.d.,
Euromarkt, d.o.o.,
Gradis IPGI, d.d.,
Kolosej kinematografi, d.o.o.,
MNP, d.o.o.,
Velana, d.d., and
Žito, d.d.,

to organise an international urban planning competition, in collaboration with the Chamber of Architects and Planners of Slovenia (ZAPS) and European Chamber of Town Planners (ECTP). The call was made in January 2008 and the proposals were submitted in April of the same year. The opening of the exhibition of submitted and awarded proposals was on May 9th 2008. After the competition the partnership was enlarged with the companies Jata Emona, d.o.o., and Strenia, d.d..

The competition winner Hosoya Schaefer Architects from Zürich, Switzerland, was commissioned by the City of Ljubljana and the partners to undertake the preparation of the regeneration master plan and guidelines for future strategic and implementation documents.



The master

The proposal grows from the large central park. As the main compositional element it functions as the factor of distinctness and identity, while simultaneously carrying potential to become the main generator of the area's economic value. The idea is supported by a series of programmatic nodes: cultural hub in the Kolinska /MNP/Velana area, at the western tip of the project area, offices in the central area around the park, shopping and leisure areas to the East, which are all connected by the green boulevard, which is the perception backbone of the whole area and the armature holding the entire area together, running through the area parallel to the main thoroughfare Šmartinska Street.

The project includes high quality proposals for long term development and adaptability, needed to connect extant and new urban patterns into a coherent entity.

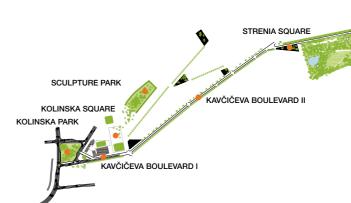
The proposal stems from researching the characteristics of »urbanity«, which is interpreted as in-filling of daily time-spatial rhythms and the establishment of lively, street pulse in particular periods of the day. In this way the scheme of activities and programmes in particular sites is defined and connected to pertaining characteristics of the built structure. The key landmarks or nodes, where maximum mingling of public and semi-public spaces, activities and Plaza, Kolinska Square etc.) are defined in a site-specific detail plan.

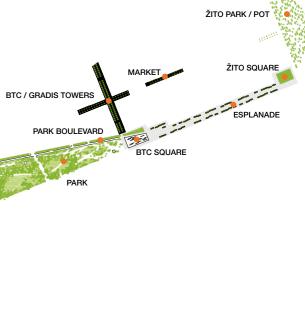
Connectivity, clear passages and straightforward treatment of public space are therefore prime objectives of the master plan.

The proposal presents a well-structured traffic scheme, whose main feature is the event line running throughout the project area with extensions to BTC and the city itself. Although multimodal traffic is planned in a manner to give pedestrians and cyclists the advantage in the central part of the area, permeability is nevertheless ensured to all parts of the development scheme. This area is also well-connected by public transport to the city centre.

Important large green surfaces complement the built structure. Dense planting is proposed in particular designated areas. Smaller green surfaces also lie between the particular buildings. A smaller park is planned in the Droga-Kolinska / MNP/ Velana area adjacent to the planned cultural hub, since the building density there is rather high. Besides care for the natural context of the entire area, proposals are also given for achieving sustainable use of energy, lighting, orientation etc. that should promote the environment-friendly approach to the whole development.

Landownership was respected to the fullest, thus ensuring independent developments in a spatial/time frame and according to independent investment and development plans of particular parties. The plan also provides for services should occur (such as the triangular »central park«, BTC Boulevard, BTC independent production of detailed plans for coherent and comprehensive sites or areas.





Partnership Šmartinska Partner areas



Droga Kolinska • MNP Velana

Total Partnerstvo Šmartinska Plan:
Total area: 2.278.300 m² • Total area under regeneration: 1.470.000 m²
Partners GFA sum: 1.255.454 m² • Non-partners GFA sum: 635.142 m²
Total planned GFA: 1.890.596 m² • Open space (without central park): 188.030 m²
Central park: 73.200 m²

Gradis IPGI • BTC Towers

BTC Euromarkt

Strenia • Jata Emona • Park

Partnership Šmartinska Western gateway, cultural hub



Kolinska | Velana MNP Area

Droga Kolinska:

Site area: 42.760 m² | Footprint: 17.561 m² GFA: 103.182 m² | Open space: 12.000 m²

FZ: 16 – 64 % | **FSI**: 1,2 – 6,6

Programmes: housing, offices, retail, education

P:

Site area: 35.979 m² | **Footprint:** 13.054 m² **GFA:** 125.487 m² | **Open space:** 18.330 m²

FZ: 36 – 44 % | **FSI**: 3,6 – 4,8

Programmes: housing, offices, hotel, retail, culture

Velana:

Site area: 15.069 m² | Footprint: 10.377 m² GFA: 62.265 m² | Open space: 1.666 m² FZ: 63 - 81 % | FSI: 3,2 - 4,9

Programmes: housing

At the gateway to the city centre, the site will transform into a dense, mixed-use network that is well-connected to its surroundings. With its network of open spaces, cultural amenities, as well as high standard housing and active urban design, lively frontages, high-quality pedestrian environment, lying between the main Šmartinska Boulevard and new "Green Boulevard", it also plays a crucial role in the functioning of the entire area, as its gatekeeper and landmark. The area features a large public square (more than 1 hectare of paved surface) formed by a cluster of approx. 70 m high tall buildings, cultural venue, food museum and preserved historical buildings, and a large green park in the back, the so-called "Sculpture"

Park". The context of the entrance point and identified visual fields played an important role in the disposition of the buildings, since multi-directional movement through the area is its desired character. Away from the main traffic flows lie tranquil areas of high class housing, designed as perimeter blocks with internal courtyards linking to the Green Boulevard and smaller squares. The area will also feature various social and retail programmes. Noise abatement is proposed to the railway and station area in the south, with a stretched office block that also provides the southern frontage to the large public square.



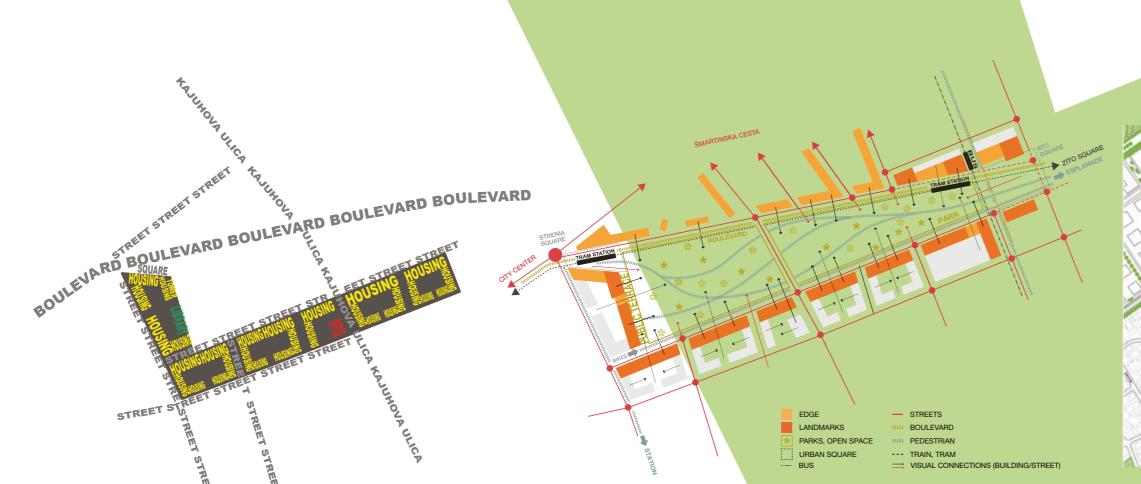




Partnership Šmartinska Parkview



Strenia Jata Emona Area



Site area: 26.943 m² | Footprint: 14.717 m² **GFA**: 87.835 m² | **Open space**: 9.035 m²

FZ: 63 – 94 % | **FSI**: 3,4 – 6,4 Programmes: housing, culture Jata Emona:

Site area: 27.696 m² | Footprint: 7.446 m² GFA: 50.013 m² | Open space: 15.693 m²

FZ: 66 – 87 % | **FSI**: 4,2 Programmes: housing, education

Boulevard into the open space of the park. The development rationale is centred on the formation of a which can capitalise on the newly created open space. The towers marking the west and south edge act as

Area adjacent to the central park forming a clear and distinct edge, which marks the widening of the Green intermediate landmarks of the area, while the latter, laid back from the park edge to prevent shading, also marks the main thoroughfare in the north-south direction. The buildings on the park edge are aligned to clear edge to the central park in the east and north direction. By allocating public functions on the ground reach 27 m or eight floors, with opening of facades limited to 10 % to prevent incongruity of the desired floor of the Western landmark (the Strenia buildings complex, with a public plaza at the entrance point to clear edge, while the two towers reach up to 70 m. The envisaged programmes are mainly housing, but the central park), high quality public amenities remain accessible and a possible public hub can emerge, also offices and selected public programmes, such as libraries, galleries etc. on the ground floor.





Vibrant, revitalised city quarter



STREETS LANDMARKS PARKS, OPEN SPACE PEDESTRIAN P PUBLIC PARKING



Site area: 370.069 m² | Footprint: 42.602 m² **GFA**: 289.987 m² | **Open space**: 48.400 m²

FZ: 26 – 69 % | **FSI**: 1,1 – 8,5

Programmes: offices, hotel, retail, education, leisure

the regenerated Partnership Šmartinska area.

BTC is one of the largest former warehouse and logistic districts turned retail mall. Today it encompasses several office buildings, shopping area (more than 400 individual shops with extensive offer), leisure functions and cultural facilities, catering etc. The scale of the existing warehouses and malls will be broken down by introducing additional paths ("alleys") resulting in smaller block sizes helping to evenly distribute pedestrian flows. Most of the upgrading functions stem from the desired regeneration of the area, with improvements in accessibility and connectivity, safer pedestrian flows and better provision of open and connecting spaces. The area will restructure to ensure continuation of promising present activities and enable introduction of new programmes, such as hotels, specialised retail, offices. The

Multi-functional, innovative services and retail future-oriented city quarter – the heart and driving force of planned Esplanade, the main artery of the BTC area, will be the new spine of the area with active shop fronts, restaurant, cafes and small offices on the upper levels. It is a high quality public pedestrian space (pavement, street furniture, signage) well designed and coordinated. As shared space, it contains public transport with several stops. The key additions include the Crystal Palace – the new landmark, the BTC Plaza- as the paved extension of the central park, the esplanade which will be complemented with enclosing multi-purpose buildings to provide the scenic setback for the open space and provide space for new activities, several parking garages and new pedestrian links throughout the area. Stretching between the main thoroughfare Šmartinska Street, in the north, and the new Green Boulevard with the BTC Plaza, in the south, the BTC area remains the largest compact regeneration space in the area – the largest magnet and generator of future developments.







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Partnership Šmartinska New City



Gradis IPGI BTC Towers Area

Site area: 64.580 m² | Footprint: 31.584 m²
GFA: 255.921 m² | Open space: 20.120 m²
FZ: 44 – 80 % | FSI: 2.7 – 12,0
Programmes: housing, offices, education, higher education, science and technology



Seen as the identifier of the entire area, development of the Gradis IPGI/BTC towers area is aligned to provide a new business, offices and housing hub of the city. The central park acts as a dividing wedge between the high-tech sustainable offices and housing area to the north and possible research centres and educational facilities, poly-technical school, to the south. The office and housing towers are positioned to minimise possible negative effects of air movement and excessive shading. The area is fully reachable

by public transport from either Šmartinska Street or the Green Boulevard and is also linked into all the proposed pedestrian passages through the area. This area should also see the introduction of specific or select government activities and various social infrastructure amenities, such as schools and health care facilities, planned to cater to the needs of the new residents of the regenerated area.





Partnership Šmartinska Quality shopping and leisure

BTC Euromarkt Area

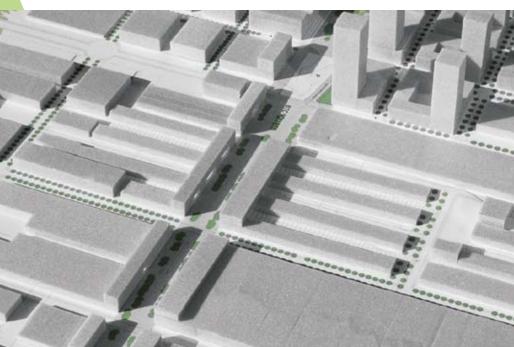
Site area: 72.388 m² | Footprint: 3.941 m² GFA: 14.033 m² | Open space: 6.410 m² FZ: 6 % | FSI: 0,2 - 0,3 Programmes: retail, catering, offices

LANDMARKS MARTINSKA CESTA ŠMARTINSKA ČESTA ŠMATINSKA ŠMARTI STREET STREET STREET S TREET STREET STREET STREET STREET

In this area, which has in the last twenty years transformed from the largest logistics and warehousing centre of the former Yugoslavia into one of the largest shopping and leisure centres of Central Europe new activities are proposed to invigorate and upgrade present offer. More than a shopping mall and much more than a regenerated city quarter, development of the BTC area is in fact one of the driving forces behind all changes and transformations in the entire area. By improving connectivity with surrounding spaces, ensuring pedestrian-friendly passages throughout the area, supporting modern retail

and leisure functioning and understanding demands of the modern consumer, the BTC area will become an ever more distinct part of the city structure, both in terms of typology, as well as provided programmes. All the planned developments in the area, re-conceptualised open spaces, additional buildings, new programmes, traffic regulation with underground and garaged parking and public transport access etc. will safeguard the present vibrancy and ensure future vitality of the area. The area also features the "BTC Square" – the ending, paved party of the central park.





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Partnership Šmartinska Free time, wellness space





BTC ESPLANADE

BARRIER

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In the south part of the development, bordering on the railway tracks, where a transit railway stop is proposed, lies an already developed area of recreation and leisure facilities – the Atlantis Aqua-Park, which will be complemented by compatible programmes to ensure a multi-programmatic space catering to various needs of the city and region.





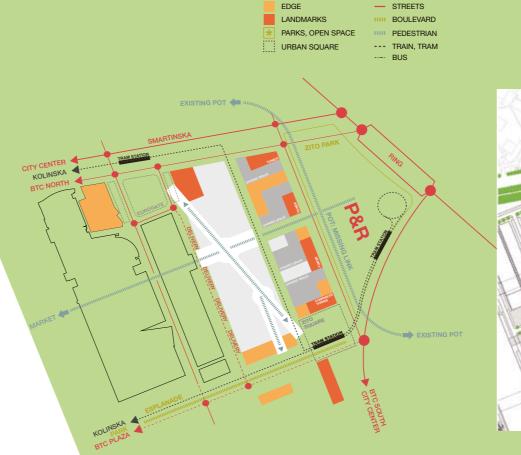
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Partnership Šmartinska Eastern gateway



Site area: 74.547 m² | Footprint: 39.975 m² GFA: 186.371 m² | Open space: 6.565 m² FZ: 48 – 81 % | FSI: 2,1 – 6,2 Programmes: housing, offices, retail, education, conference venue





Lying on the eastern most edge of the Partnership Šmartinska area and adjacent to the highway access, the space will be designed to form the eastern gateway to the area and the city. It is envisaged as a mixed-use area with retail, high-tech facilities, conference programmes and housing towers. Retail will be carried by a large shopping mall stretching from the main thoroughfare Šmartinska Street to the Green Boulevard, which simultaneously connects all the other proposed programmes in this particular area.



The southern edge rests on the ending party of the Green Boulevard, where a small square is seen as the ending stop of the city's public transport system and a possible internal entrance to the area, since to the East, between the highway access and project area, lies a park and ride area, where car-based regional commuter traffic will be handled. The taller buildings in the area, designed to attain ambitious architectural articulation, will act as landmarks.



Sartners

Blagovno trgovinski center BTC, d.d.

Šmartinska 152, 1533 Ljubljana, Slovenia represented by the Chairman of the Board Jože Mermal http://www.btc.si/



Droga Kolinska Živilska industrija, d.d.

Kolinska ulica 1, 1544 Ljubljana, Slovenia represented by the Member of the Board Milena Štular http://www.drogakolinska.si/

Letališka 26, 1000 Ljubljana, Slovenia represented by the CEO Igor Mervič

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Jata Emona, d.o.o.

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Kolosej kinematografi, d.o.o.

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