SCHWÄBISCH GMÜND
HARDT - INTEGRATED CAMPUS CITY

UN
BREAK
MY H ART

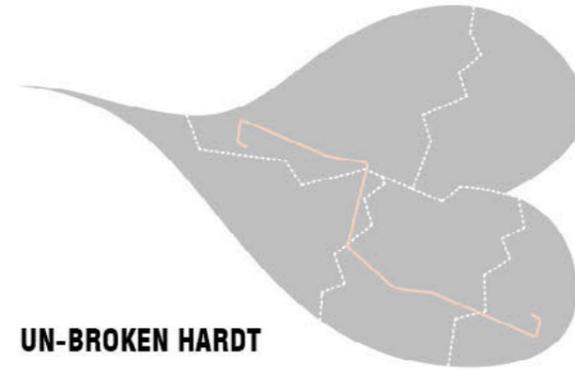# SCHWÄBISCH GMÜND
HARDT - INTEGRATED CAMPUS CITY

UN BREAK MY HARDT

BROKEN HARDT

UN-BROKEN HARDT

SITE ENTRY WEST

OPEN SPACE CONNECTION WITH LANDSCAPE (VIEW)

FOCUS ON
CULTURE AND SOCIAL LIFE

OPEN SPACE CONNECTION WITH FOREST

FOCUS ON
SHOPPING

SITE ENTRY EAST

OPEN SPACE CONNECTION WITH LANDSCAPE (VIEW)

FOCUS ON
ADMINISTRATION AND SERVICES

OPEN SPACE CONNECTION WITH LANDSCAPE (VIEW)

FOCUS ON
EDUCATION

OPEN SPACE CONNECTION WITH LANDSCAPE (VIEW)

CONCEPT

The proposed urban spatial structure is to provide the framework for a development process that takes social, cultural, environmental and economic issues equally into account.

"Un-Break my Hardt" serves as a model for uniting currently disconnected areas of the Hardt district in the city of Schwäbisch Gmünd on many levels. In addition to the given urban spatial barriers and caesuras, also use-related and socio-cultural divisions must be overcome in order to transform the district into a multifaceted and interwoven whole that promotes coexistence and exchange between generations and nations.

For this purpose four zones with different use priorities are derived from the existing structures: education, socio-cultural, commercial and administration. Strengthened and supplemented by new buildings each of these zones will receive its own characteristic urban center affiliated with specific uses that encourage social interaction and new sharing concepts and fill the urban space with life.

Pedestrian- and cycle-friendly promenades and paths interlink the centers and create sequences of diverse public spaces that facilitate synergies and exchange between the different uses. To reinforce cohesion a continuous ribbon structure is implemented that besides serving as street furniture to communicate and relax provides multifunctional services like wi-fi, open internet and charging stations for e-mobility.

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SITE PLAN 1 : 3,000

GMÜNDER WELTGARTEN

INTERNATIONALE GEMEINDE

FALKENBERG-PLATZ

HANDEL

DIENSTLSTG.

GRUNDSCHULE HARDT
RIKIFA
BUFUN

GENERATIONENHAUS

KITA

NACHBARSCHAFTSCAFE

PLATZ DER GEMEINSCHAFT

KULTUR-HAUS

JUGEND-ZENTRUM

SPORT-HALLE

BERUFSCHUL-ZENTRUM

FLÜCHTLINGS-UNTERKUNFT

KITA

LEI

GÄSTEHAUS
WOHNEN
KITA

BÜRO
WOHNEN

PLATZ DER VERWALTUNG

KITA

LANDRATSAMT

CAFE
WOHNEN

WOHNEN

WOHNEN

STUDENTEN

SUPERMARKT

WOHNEN
START-UPS

STUDENTEN-WOHNEN

DIENSTLSTG.

STUDENTEN

WOHNEN

HAUS DER SPRACHEN

PLATZ DES WISSENS

SEMINARHAUS

BIBLIOTHEK UND LERNZENTRUM

GASTRO

WOHNEN

MENSA

PÄDAGOGISCHE HOCHSCHULE

HOCHSCHUL-PLATZ

SPORT-HALLE

SCHWÄBISCH GMÜND
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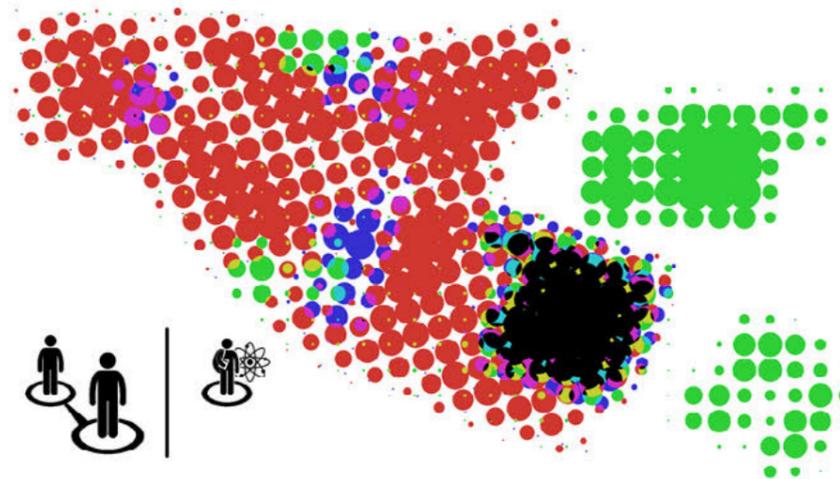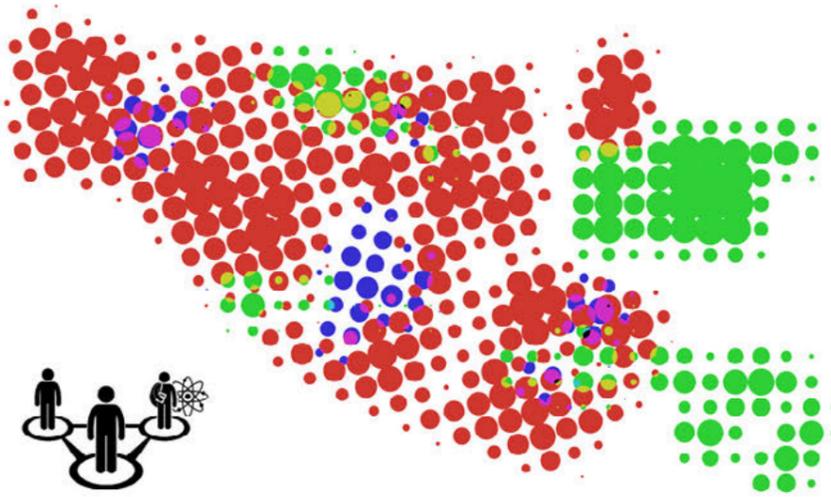MY HARDT

FIGURE GROUND DIAGRAM

EXISTING

PLANNING

■ Existing buildings to be retained

▮ Existing buildings to be torn down

▮ New planned buildings

USES

EXISTING: RESIDENTIAL AREA WITH COLLEGES

No perception of a shared identity between residential and college area because of spatial segregation
Lack of mix-use zones, mainly spatial separation of varying uses

PLANNING: INTEGRATED UNIVERSITY TOWN

Interlacing of residential area with educational facilities
Establishing mix use zones and mix use buildings
Offering attractive public uses on the groundfloor, especially relationed to public open space
Promotion of social, cultural and educational equipments, as well as innovative services an start-ups

● Residential
● Education
● Commerce and services
● Administration and offices
● Social and cultural equipment
● Industrial

OPEN SPACE, CONNECTION AND BARRIERS

FALKENBERGPLATZ

PLATZ AN DER HOCHSCHULE
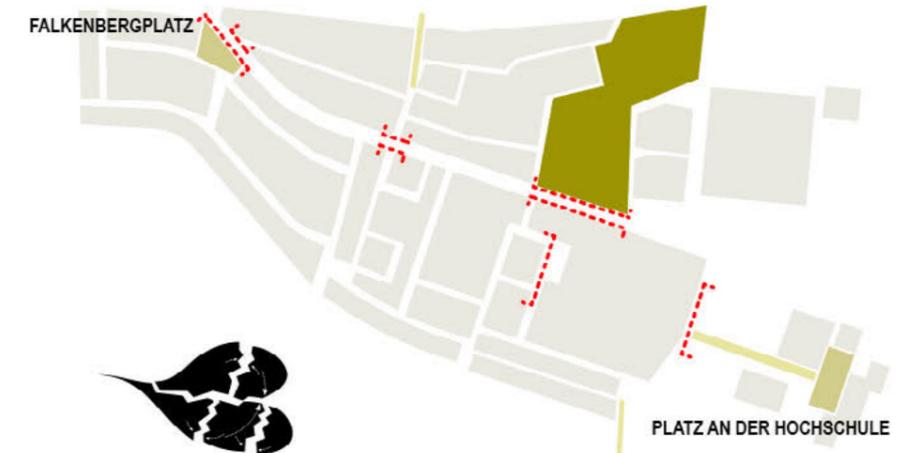
EXISTING: BROKEN HARDT

Barrier effect of the Oberbettringer Strasse and building yard
Lack of high quality urban space
Few open space connections

FALKENBERGPLATZ

PLATZ DER GEMEINSCHAFT

PLATZ DER VERWALTUNG

PLATZ DES WISSENS

PLATZ AN DER HOCHSCHULE

PLANNING: UN-BROKEN HARDT

Creating varied public spaces with meeting-point qualities
Connection of the public spaces among each other
Accentuation with a continuous multi-functional ribbon from Falkenbergplatz to college,
    providing various sharing and linking services like Wi-Fi, E-Bike etc.
Rearrangement and transformation of the public green spaces, creating a town park with recreational and leisure facilities
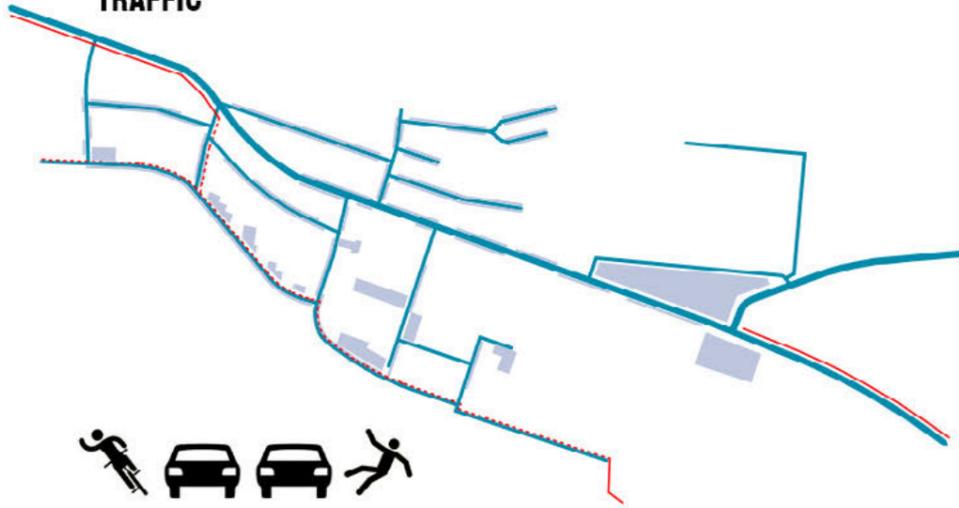
▢ Baufelder
▢ Öffentliche Plätze
▮ Grünzüge
▢ Wegeverbindungen
┄ Barrieren

SCHWÄBISCH GMÜND
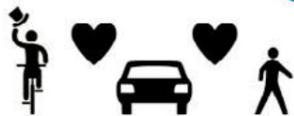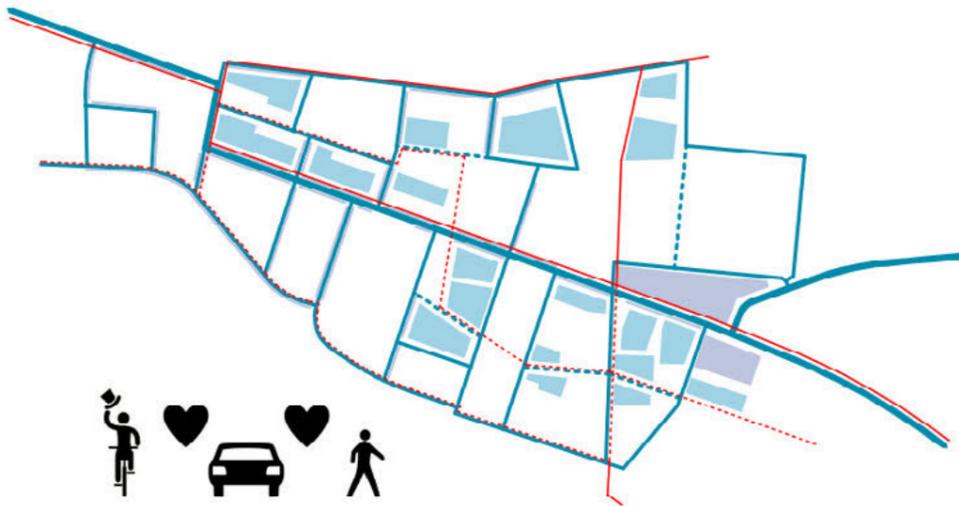## HARDT - INTEGRATED CAMPUS CITY

UN BREAK MY HART

TRAFFIC

EXISTING: CAR-FRIENDLY TRAFFIC PLANNING

Through street character of the Oberbettringer Strasse causes barrier effect
Unsatisfactory situation for cyclists and pedestrians
High amount of public space is used for parking


PLANNING: PEDESTRIAN- AND CYCLE-FRIENDLY TRAFFIC PLANNING

Transformation of the Oberbettringer Strasse to an integrated city road
Creation of multiple pedestrian an cylist crossings
Creation of shared spaces and reduced traffic areas
Building of a cycle highway on a separate traffic lane along the Oberbettringer Strasse
Liberation of public space by placing cars in subterranean garages of the new buildings
Promotion of e-car and e-bike sharing, allocation of charging end renting points

▬▬	Road network
▪	Car parking facilities overground
▪	Car parking facilities underground
▬▬	Cycleway connections

URBAN SPACE AND SPATIAL EDGES
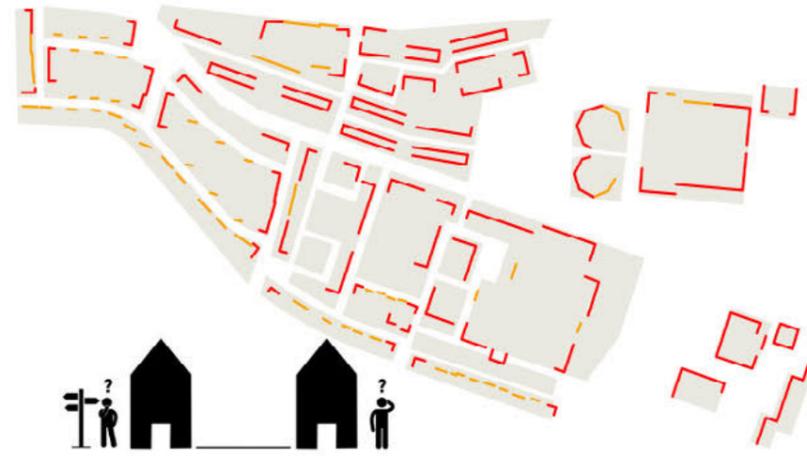
EXISTING: FLOATING SPACE, IN-BETWEEN SPACES

No perception of open space boundaries, lots of floating and in-between spaces, unsatisfactory orientation
Minor public space quality, lack of public meeting-points
Town entrances are not recognizable
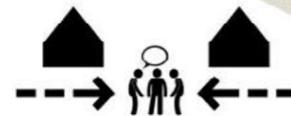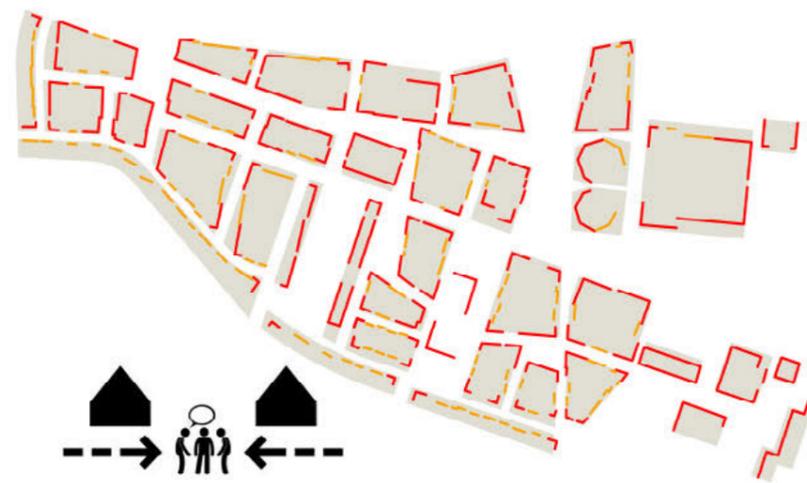
PLANNING: EDGED AND SHAPED OPEN URBAN SPACES

Roarrangomont and framing of public spaces by forming plain building edges
Creation of high quality public spaces
Disposition of incisive western and eastern town entrances

▪	Construction sites
▭	Important urban space shaping building edges
▭	Subordinate, partially relocated building edges

GREEN SPACE TYPOLOGIES

EXISTING: LINEAR JOINED GREEN SPACES

Conflicts caused by missing spatial segregation of public, semi-public and private green spaces

PLANNING: GREEN PATIOS

Roarrangomont of groen space tyologics
Definition of clearly shaped front gardens and green patios

▪	Construction sites
▪	Green public spaces
▪	Front gardens
▪	Private and semi public green patios

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SITE PLAN 1 : 1,250

PLATZ DER VERWALTUNG

KITA

STADTWOHNEN, BÜROS UND HANDEL IM EG

STADTWOHNEN UND CAFE IM EG

STADTWOHNEN

WOHNEN UND DIENSTLEISTUNG

SUPERMARKT WOHNEN UND BÜRO'S

WOHNEN

KITA

START-UPS

STUDENTEN-WOHNEN

WOHNEN

HAUS DER SPRACHEN

PLATZ DES WISSENS

SEMINARHAUS UND COPYSHOP IM EG

WOHNEN UND GASTRO IM EG

ASTA-HAUS

,OFFEN

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