

## **The Zellerau – A Würzburg town quarter**

The Zellerau is a quarter of Würzburg situated near the centre of the town and bordered by the river Main in the north and a green belt to the east, south, and west, thus creating a sort of an island which is additionally supported by the topographical situation. In the north of the Zellerau we find a tight arrangement of houses with apartment blocks while the south is dominated by an area of detached and semi-detached family homes. The Zellerau has an intact centre with a wide range of infrastructural features.

Historically the area had been characterized by agricultural estates (the „Moschee“, „Moskau“, and „Talavera“ farms) and later by extensive military barracks. The former artillery barracks of the 11<sup>th</sup> field artillery regiment is still being used today by the Bavarian police. For the former Hindenburg barracks a planning competition should develop new ideas for a future use. The development of the Zellerau as an extensive built-up area only started after the Second World War when former agricultural and military spaces were used for developing housing areas.

In 2007 the Zellerau has qualified for the Federal and State governments' joint town development funding programme for „Quarters with a particular need of development – The Social City“. This programme is characterized by citizens, associations and institutions of the quarter getting intensively involved in the planning process.

### **Analysis of the social background**

Looking at the statistic figures of the Zellerau we can see that:

- The death rate is higher than the birth rate, although this is slowly changing.
- The Zellerau attracts inhabitants from other quarters of the town, mainly because of cheaper rents.
- Over the last years the number of inhabitants has increased.
- Compared to other parts of the town there are more families / households with children and less students living in the Zellerau.
- The part of the population with a foreign background mainly consists of families, the German population mainly of senior citizens.
- There is a strong concentration of groups with social problems in the quarter.
- There is a particularly high rate of youth unemployment and of juvenile delinquency.

Since the 1950s the Zellerau has been regarded in Würzburg as a quarter with social problems because of

- the number of American soldiers stationed here,
- the number of refugees living here after the end of the Second World War,
- the development of social housing,
- its development into a working-quarter with a high percentage of the population receiving social benefits and with an obviously negative image.

When people talk about the Zellerau most of them distinguish between the „upper“ and the „lower“ Zellerau. Traditionally the upper Zellerau is a middle class quarter, the lower Zellerau a working-quarter.

Today many inhabitants of the Zellerau receive ALG II, government unemployment

benefits. Especially for young people unemployment is a central problem. Many of them have only a basic level of education or haven't finished any school at all. Next to the Heuchelhof, another social focus of the town, the Zellerau has the second highest rate of juvenile court cases in Würzburg. Juvenile delinquency and vandalism have always been a problem in this part of the town.

Generally, poverty related to material needs as well as to a lack of education is plainly visible in the Zellerau.

Most of the inhabitants of the Zellerau clearly identify themselves with their living quarter. They like living here and look upon themselves in the first place as inhabitants of the Zellerau and then as inhabitants of Würzburg. In many cases the social integration of foreigners is surprisingly successful here. The accommodation of homeless people in houses provided by the city is no problem for the inhabitants of the Zellerau. In this respect the Zellerau provides an important part of integration as a service for the whole town.

A very well established network of social infrastructure has been created within the quarter. There is a sufficient amount of places in kindergartens, day-nurseries and similar institutions, there are different types of schools and we can find activities and institutions for senior citizens, for children and young persons, youth welfare institutions, a variety of advice centres etc.

After the departure of the US-Army in the early 1990s the quarter has been increasingly stabilized in a social respect. The crime rate related to drugs and street crime as well as drug abuse in general have gone down. At first sight the quarter seems to be cleaner and better looked-after, there is no evident drug market in the streets, and there are hardly any single persons or groups of persons in the streets consuming alcohol and annoying other people.

The former military areas have provided an important potential for the development of the quarter. A large number of renovated buildings, the restructuring of the sports fields along the Frankfurter Strasse and the new „Zellerau – Mitte“ housing area have been creating positive signals for the whole quarter. The programme for „Quarters with a particular need of development – The Social City“ will take up these signals and support them in the future.

## **Analysis of the planning situation**

### Structure of use

The Zellerau is not a mono-structural quarter but shows a wide range of different uses. Along the Frankfurter Strasse, especially in the eastern part, there are mainly areas of mixed use as well as retail and service areas. South of the Frankfurter Strasse we find housing areas and the commercial area of the Würzburger Hofbräu brewery. North of the Frankfurter Strasse there is a more mixed use; here we have large adjoining waste areas (grounds of the former Hindenburg barracks, Steinachstrasse). In the centre of the Zellerau a new housing area called Zellerau - Mitte especially for young families has been built. Sports areas and greens have been developed, the activity play centre has been moved, a new supermarket has been established. In the western part of the Zellerau there is a commercial area with large retail units but also some apartment blocks.

The particular quality of the quarter lies in the surrounding green belt, the meadows along the river Main which provide a recreational function near the town centre, the parks and allotment gardens as well as the existing sports fields and playgrounds. The housing areas with many green elements can be seen in a positive light owing to their high quality of living and the low amount of sealed ground. Another positive aspect of the Zellerau is the intact centre with various institutions and businesses supplying the population.

In the Zellerau we also find a wide range of institutions serving the community: Schools, kindergartens, social services and church institutions as well as institutions for vocational education, some of them serving the whole region (e.g. State police barracks, training centre for fire brigades, Chamber of Trade education centres).

Conflicts and negative aspects are caused by the streets with a high density of traffic building up barriers for the non-motorized traffic. Commercial emissions (sewerage plant, Würzburger Hofbräu brewery) are causing conflicts for the different ways of using the area, especially for the adjoining housing areas (e.g. Weissenburgstrasse, Max-Planck-Strasse, western Frankfurter Strasse). In addition there are temporary problems caused by events on the Talavera grounds or the Mainwiesen river meadows. On the one hand, waste areas and shop vacancies may be regarded as planning problems, on the other hand they may provide important potentials for a further development.

### Living

The historical development of the Zellerau with a relatively small area of late 19<sup>th</sup> century buildings in the eastern part of the quarter and the majority of housing areas built after the Second World War is also reflected in the proprietary situation of the buildings. Almost half of the apartments are owned by housing associations. Only the detached and semi-detached family homes, a few apartment blocks and late 19<sup>th</sup> century buildings are privately owned. Within the survey area a large part of the housing areas shows an average or even high level of ground sealing. Only the southern area with privately owned family homes shows a low sealing level due to its planning structure.

The housing associations mainly provide two and three room apartments, larger apartments are relatively rare. The high amount of smaller apartments makes the quarter attractive for young adults (high percentage of residents aged 18 to 25 years).

Social housing only applies to less than 10 % of all apartments. There is a demand for social housing, especially for small apartments, among single parent families, students, and singles. Generally there is a strong demand for low cost housing in the Zellerau.

### Greens and open spaces

The Zellerau is surrounded by green areas while the centre of the quarter only shows relatively small green parts that are open to the public. Large green spaces are especially the forests and meadows in the south-western part of the quarter like the Koenigsanlage forest and the Gudrunswiese meadow, the Mainwiesen meadows and the area of the former Bavarian state garden show on the slope of the Festungsberg, the fortress hill. In the central parts of the Zellerau there are only playgrounds serving as recreational grounds within the housing areas. There is a lack of attractive public greens and even

smaller green areas among the streets, especially for the older residents. There are partly public greens like the sports fields of the Mainau along the river and along the Frankfurter Strasse, and the open air grounds of the Nautiland swimming pool. On the other hand there is a considerable number of allotment gardens within the quarter, which is a very positive aspect.

In the central area itself there are a number of tree-lined streets (Mainaustrasse, Friedrichstrasse, parts of the Frankfurter Strasse, Max-Planck-Strasse, Spessartstrasse) connecting the various greens. These connections have to be strengthened by further plantings along the streets and by developing squares (Frankfurter Strasse / Wredestrasse, Max-Planck-Strasse, Weissenburgstrasse, Frankfurter Strasse / Mainaustrasse) serving as additional connecting elements. Due to the traffic situation and a lack of planning quality these crossroads areas have no attraction to the residents today.

In the Zellerau we can find numerous sports grounds used by clubs and schools. In addition, the Nautiland indoor and outdoor swimming pools provide an important element of leisure infrastructure for the quarter. In the central part of the survey area there are five playgrounds. They are suitable especially for smaller children but it may be difficult and dangerous to get there because these playgrounds are situated near streets with heavy traffic. There is a considerable lack of playgrounds south of the Frankfurter Strasse as well as in the eastern and western part of the Zellerau.

The Mainau along the river serving as a recreational area for the quarter and for the town has only a restricted access at a few particular places, and the Mainaustrasse builds a barrier between the river and the living quarters.

### Traffic

Public transport in the Zellerau is significantly divided into two parts. While there is a good quality connection along the tram line in the Frankfurter Strasse the northern parts (Mainaustrasse, Fasbenderstrasse, Daimlerstrasse, Benzstrasse), which are not within the direct reach of the tram line, only have a poor connection. Although this area is connected by bus lines there is only a restricted service during the evening hours and weekends.

The northern parts of the Zellerau are serviced by bus line no. 7 but due to the wide circle of the bus line this is not really a service of good quality. From the north there is neither a connection with the centre of the Zellerau nor with the city centre. In the area of the IHK (chamber of commerce) and Chamber of Trade education centres there is no direct service to Würzburg main train station. Passengers may change between tram and bus at Wörthstrasse, Neunerplatz / Friedensbrücke, and Mainaustrasse stops.

For those arriving by car from Zell or from Höchberg it is not possible to park their cars at the edge of town and use public transport from there. The Talavera car park is the next park and ride area for people coming from these two directions, and they have to cross the whole Zellerau to get there.

The Zellerau has a direct connection with the primary road network over the B 8 and B 27 federal roads. The Mainaustrasse, the Frankfurter Strasse and the Georg-Eydel-Strasse / Wörthstrasse form the main structure for road traffic in the area. The Weissenburgstrasse and Max-Planck-Strasse are the major streets that take up local traffic to and from the different parts of the quarter. During rush hour all main streets are affected by traffic jams.

The tram line, having no separate rail track between Wörthstrasse and Hartmannstrasse, will normally also be obstructed at these times.

Especially the older parts of the quarter are suffering a high pressure from car traffic looking for parking spaces. In the area of the commercial centre along the Frankfurter Strasse there is a pay and display system in operation providing a sufficient number of parking spaces available throughout the day. The average occupation rate of the parking spaces is around 60 %.

In certain parts the network of footpaths is quite loosely designed. Especially from the centre towards the north there is a lack of attractive, individual footpaths.

Within the areas with a 30 km speed limit in the Zellerau cyclists will find a number of suitable bicycle routes needing only a minimum of additional measures of improvement, whereas the network of major roads does not offer adequate solutions for cyclists. This problem especially affects the direct and fast routes within the quarter which play a central role for a high quality bicycle traffic:

- Frankfurter Strasse: A relatively narrow cycling path in the central part, no cycling facilities in the east and west.
- Georg-Eydel-Strasse / Wörthstrasse: Cycling paths on both sides but difficult crossing situation at the Neunerplatz.
- Friedensbrücke: Conflicts between pedestrians and cyclists.
- Wörthstrasse / Southern Frankfurter Strasse: No cycling facilities.
- Weissenburgstrasse: Cycling permitted on the pavements.

## **Integrated concept of acting**

### Positive and negative aspects

The assessment of the quarter shows us that many positive points can be found regarding main aspects, especially the general structure of the quarter like its size, situation, and complexity. There are no insurmountable basic problems that could not be solved by measures of improvement. The inhabitants and this is also confirmed by a steady development of the population, are aware of the qualities of their living quarter.

Negative aspects mainly refer to local situations, especially the lack of greens and open spaces, or streets and squares. The social problems are mainly focussed on young people for whom additional support should be provided.

Altogether there is a good chance of obtaining improvements in the planning situation and the social situation of the quarter by useful individual measures.

### Objectives for the Zellerau

Most of the objectives and proposed measures have been developed in co-operation with the citizens. They can be divided into various subjects like general objectives, use and infrastructure, living, greens and open spaces, traffic, and social matters.

#### General objectives:

- Strengthening of image and identity.
- Interlocking of upper and lower Zellerau.
- Improvement of communication.

#### Use and infrastructure:

- Axis of vocational education: Development and strengthening of regional institutions for vocational education (chambers of commerce and trade, fire brigade training centre etc.) along the Mainaustrasse as a focus of non-academic education.
- Axis of supply: Support for retail and service providers along the Frankfurter Strasse.
- Axis of youth, leisure, and culture: Institutions for children and young people (schools, kindergartens etc.) and also the Zellerau swimming pool and the Neunerplatz theatre are concentrated along the Friedrichstrasse. This area should be strengthened and developed by establishing additional institutions (new youth centre, climbing centre).
- Activating waste areas.
- Re-structuring of mixed areas.

#### Living:

- Development of new housing structures, especially apartments for families and barrier free apartments for senior citizens and for people with special needs. Possible areas for this development are situated around the Brunostrasse, Opel grounds / old malt house, and the former Mero grounds in the Steinachstrasse.
- Improvement of the existing apartments, renovation of existing buildings considering the needs of different groups of the population.
- Improvement of the living situation e.g. by greening of sealed courtyard areas, improvement of quality and usability of green open spaces.

#### Greens and open spaces:

- Improvement of existing greens and open spaces, providing easier access and better usability for these areas, e.g. park around the Siebold museum or Koenigsanlage.
- Improvement of the design and features of the Mainwiesen meadows by erecting barbecue sites, play areas for older children, skating courses etc.
- Development of green connections within the quarter and of squares which are attractive for the residents.
- Opening of school yards and sports fields to the public.
- Additional playgrounds in areas where they are necessary, refurbishment of existing playgrounds.

#### Traffic:

The traffic concept is based on an approach including all different means of traffic. The concept aims at a change from motorized individual traffic to other means of traffic. This calls especially for an improvement of public transport in the western surrounding communities and a combination with park and ride facilities. For the Zellerau there are the following objectives:

- Improvement of the planning quality of squares and streets, especially the Frankfurter Strasse – eastern part (central area of the quarter) and western part (entrance to the town).
- Improvement of the cycling path network, e.g. along the route Friedensbrücke – Weissenburgstrasse, Frankfurter Strasse, Höchberger Strasse.

- Development of new footpath and hiking path connections and improved street crossing places.
- Development of park and ride facilities and major car parks, e.g. near the western part of the Frankfurter Strasse or in the Höchberger Strasse / Wörthstrasse area.
- Improvement of public transport by establishing a network, especially in the changing area of Frankfurter Strasse / Wörthstrasse.

#### Social matters:

- Improving the image of the Zellerau through public relations, better design for public spaces, additional attractive facilities of regional interest (e.g. climbing centre), events of regional importance (e.g. Vogel Convention Center, Neunerplatz theatre for children).
- Strengthening the responsibilities and commitment of the citizens in the Zellerau with an activating planning process.
- Supporting of joint living conditions, e.g. of different generations.
- Strengthening the cultural diversity of the quarter.
- Reducing youth unemployment and juvenile delinquency.
- Improvement of educational opportunities, especially of children and young people.
- Support for measures of integration.
- Interlocking of upper and lower Zellerau through measures in the area connecting both parts (Zellerau Mitte) and through an intelligent choice of suitable locations for important institutions like a youth centre.

#### Plan of measures

Based on the concepts and objectives the plan of measures concentrates on the measures that can be put into action within a short or intermediate period of time and will be the subject of a cost analysis and financing plan. They might be either advanced planning measures or actual building projects.

#### Infrastructure / waste areas / business

- **Youth centre**  
For many years now the youth centre has been located very unsatisfactorily in the Sedanstrasse. A new youth centre shall be established in the Zellerau Mitte area in the Weissenburgstrasse. The exact location and the planning design of the centre shall be developed within the competition „Grüne Mitte Zellerau“ (green centre of the Zellerau).
- **Climbing centre**  
The Deutscher Alpenverein (German alpine association) is planning a climbing centre in the Weissenburgstrasse. This centre will be an important contribution to a wide range of different offers of high quality and will improve the attraction of the area as a living quarter for families. Because of the regional interest of the centre positive results for the Zellerau may be expected.
- **Concept of use and development of the Bürgerbräu grounds**  
The complex of the former Bürgerbräu brewery is a focal point at the western entrance of the town. Therefore an attractive appearance and an interesting concept of use are of crucial importance for the quarter and for the whole city. The grounds should mainly be used for cultural purposes, sports, leisure, and an additional commercial use integrating the existing businesses and institutions. The

- opening of the grounds towards the Frankfurter Strasse is of great importance.
- **Concept of use and development of the former Hindenburg barracks**  
For the former Hindenburg barracks, situated in a central area of the quarter, the town planning and landscaping competition „Grüne Mitte Zellerau“ (green centre of the Zellerau) is expected to provide a significant improvement. This project should strengthen the connection between the area and the river, provide a suitable planning solution for the development of an attractive centre for the Zellerau quarter, and include a design idea for the future extension of the fire brigade training centre.
  - **Removal of the activity play centre (Spieli)**  
This project has already been accomplished; the exterior features are being finished at the moment.

## Greens and open spaces

- **Use, development and access of the Mainwiesen meadows**  
Because of the great importance for leisure activities in the quarter the equipment, usability and planning quality of the central part of the Mainwiesen meadows should be improved. New barbecue sites should be built and the parking spaces now situated within the Mainwiesen area should be moved. The landscape design of the river bank will be developed by the city's gardening department in co-operation with the play and leisure areas work group.
- **Green axis Zellerau Mitte**  
The green axis leading from the Frankfurter Strasse down to the river Main is part of the competition „Grüne Mitte Zellerau“ (green centre of the Zellerau) mentioned above. Due to the necessary extension of the fire brigade training centre this green connection will not be a straight line anymore but will lead through several squares serving as joining points.
- **New footpath connections**  
On the slopes of the southern Zellerau there is only a loose network of footpaths. This causes long detours for pedestrians. By opening certain footpaths through the allotment garden areas attractive footpath connections between housing areas, infrastructure facilities, and also in the open landscape might be developed. The grounds of the former Bürgerbräu brewery must be included in this concept as well as the connection with the Friedrich-Koenig-Anlage including an access to the theme hiking paths in Zell.
- **New Hofbräu playground**  
The area around the Jägerstrasse has a lack of playing facilities for children. A green space on the grounds of the Würzburger Hofbräu brewery which is hardly used and already planted with trees would be a suitable location for a new playground. With a flight of steps it would be possible to connect this playground with the existing beer garden which is situated above it. This would make the playground also an interesting feature for the tenants of the beer garden.
- **Opening of school yards, new design for school yards**  
In co-operation with the pupils a work group has been developing ideas for a new design concept for the school yard of the Hauptschule. It should be possible to make this area accessible as a playground after school. The grounds of the school in the Schorkstrasse might also be used in a similar way.
- **Improvement of playgrounds**  
The playgrounds in the Friedrichstrasse and Benzstrasse should be improved by a renewal or refurbishment of the existing equipment.



- **Central square Zellerau – Mitte**

Together with the local residents a design concept has been developed for the central square of the new housing area Zellerau – Mitte.

#### Traffic / Public spaces

- **General concept Frankfurter Strasse east and Zellerau market place**

Regarding function and design aspects the whole area around the eastern Frankfurter Strasse has to be improved. Especially pedestrians and cyclists and also the tram passengers (no separate rail track for the tram, stops at small traffic islands, poor changing facilities) are affected by functional deficiencies. The design deficiencies can be seen in the lack of attractive spaces, the wide traffic spaces lacking a clear structure, and the general need of planning and design quality. For this reason a design and planning concept as well as a traffic concept will be developed for the area. The aim of these concepts will be to strengthen and to secure the existing and well working logistical facilities.

- **Design of the western entrance to the town**

The western entrance to the town should be re-designed and the traffic situation improved. Ideas about the future use of the grounds of the former Bürgerbräu brewery have to be considered in the planning process. Three different solutions appear to be possible: Traffic lights with a green area planted with trees, a roundabout solution, or a multi-story car park as a design focus at the entrance to the town.

- **Street design and greening of the Weissenburgstrasse**

The water and gas supply as well as sewerage systems in the eastern part of the Weissenburgstrasse are in need of renovation. This will be an opportunity of improving the design and functions of the street. Greening and structuring the street will reduce the impression of a thoroughfare.

- **Square Weissenburgstrasse / Moscheeweg**

The planning and design of a new square at the crossing point of the green axis Zellerau – Mitte with the Weissenburgstrasse will be part of the competition „Grüne Mitte Zellerau“ (green centre of the Zellerau).

- **Park and ride facilities in the western part of the Zellerau**

There are several possible locations for park and ride facilities in the western part of the Zellerau: The merging area of Frankfurter Strasse / Mainaustrasse, the former Opel grounds, or the grounds of the former Bürgerbräu brewery.

- **Park and ride facilities in the eastern part of the Zellerau**

At the moment there are no park and ride facilities in the eastern part of the Zellerau. A possible solution for this would be to build a multi-story car park with staggered parking decks above the visitor car park of the Würzburg Hofbräu brewery.

- **Car park situation in the Chamber of Commerce / Chamber of Trade area**

There is a lack of parking spaces for visitors of the Chamber of Commerce and Chamber of Trade facilities. A joint effort to build a suitable car park could improve the situation.

- **Cycling path Weissenburgstrasse – Luitpoldstrasse**

A safe and fast cycling path connection between the Zellerau and the city centre should be built on the northern side of the Weissenburgstrasse – Luitpoldstrasse – Friedensbrücke axis.

- **Design of the Bohlleitenweg junction areas**

The enormous street size in the junction areas of the Bohlleitenweg should be

- reduced, re-designed, and greened.
- **North-south footpath connections**  
It will be possible to create footpath connections between the Frankfurter Strasse and Weissenburgstrasse or Mainaustrasse without great efforts.

## Living

- **Development concept Brunostrasse**  
On the one hand the area along the Brunostrasse ist characterized by simple buildings with basic facilities, some of them in need of renovation, on the other hand this area offers a high quality of living. Therefore it is recommended to replace the existing, partly vacant, buildings by new structures. These could be a mixture of high quality apartment blocks for different age groups with an additional nursing and care centre and closely built family homes.
- **Planning concept for the future use of the Steinachstrasse waste area**  
The former grounds of the Mero company are privately owned. For this area a differentiated planning concept with a row of apartment houses along the Steinachstrasse and an area with town houses within the block will be recommended.
- **Planning concept Opel grounds / old malthouse**  
It should be avoided to build additional supermarkets in the western part of the Zellerau because they would be a danger for the local food supply in the central and eastern parts of the quarter. The area could be used for housing projects, maybe in combination with park and ride facilities. The existing Montessori kindergarten can be integrated in the concept.