



Abstract

Shrinking Neighbourhoods: Loss or Hope?

Walter Schenkel, Dr., political scientist, synergo, schenkel@synergo.ch

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Content

- ❑ Introduction: research questions
 - ❑ Theorie and Praxis: research concepts
 - ❑ Research Model: about vicious and virtuous circles
 - ❑ Hardware: buildings and open space
 - ❑ Human Ressource: people and market
 - ❑ Software: governance and image
 - ❑ Case study: high-rise area
 - ❑ Conclusion
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Research questions

Causes, impacts, regeneration strategies in...

- ▣ shrinking neighbourhoods in **shrinking cities**



- ▣ shrinking neighbourhoods in **suburban municipalities**



- ▣ shrinking neighbourhoods in **growing cities**

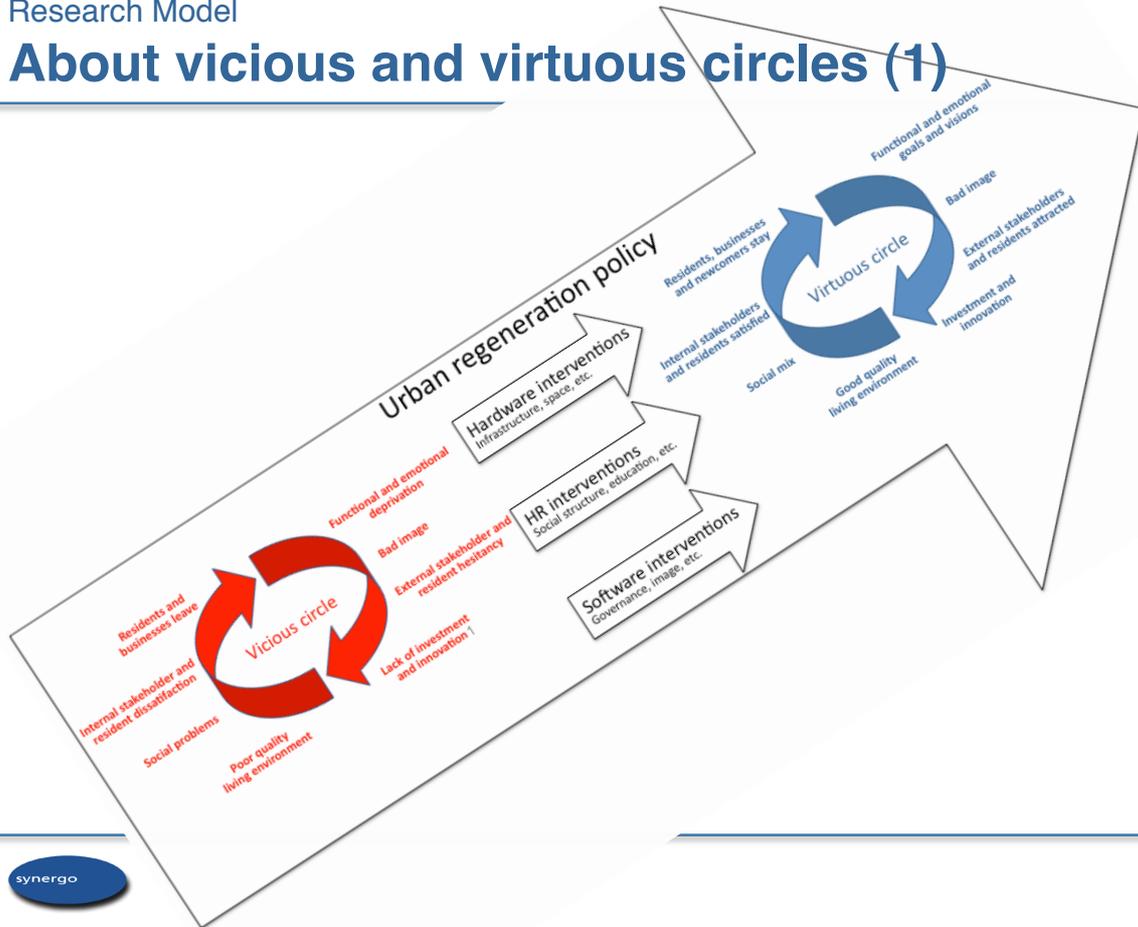


Research concepts

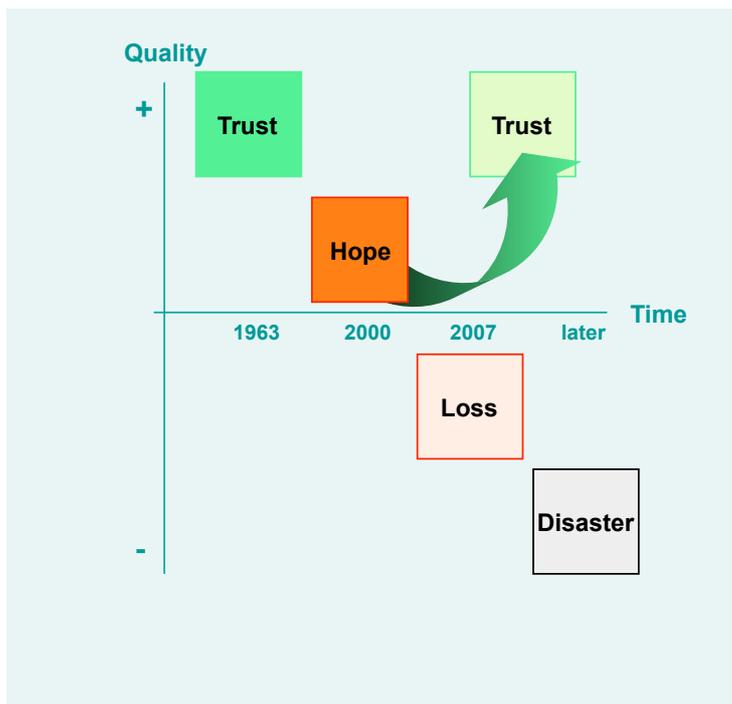
- ▣ Economic and social space analyses
(empirical data research)
- ▣ Market and lifestyle analyses
(empirical data and lifestyle milieu research)
- ▣ Governance and branding processes
(empirical data and action research)



About vicious and virtuous circles (1)



About vicious and virtuous circles (2)



Buildings and residential environment

- ❑ Improving the environment
- ❑ Improving the quality of buildings
- ❑ Improving economic and social conditions
- ❑ Creating freedom of action and long-term planning security



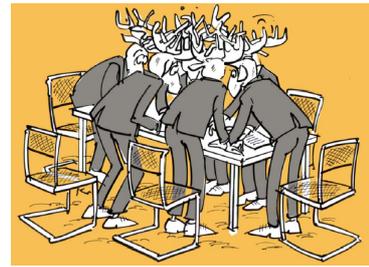
Residential and market needs

- ❑ **Demographic situation and future trends:** “We become less, older, healthier and more colourful.”
- ❑ **Lifestyle situation and future trends:** atmosphere and image becomes more important
- ❑ **Market situation and future trends:** less people, tougher housing market



Governance and image

- ❑ To sign an **public-private agreement** on basic principles concerning collaboration, participation and process organisation



- ❑ To improve the **internal and external image**

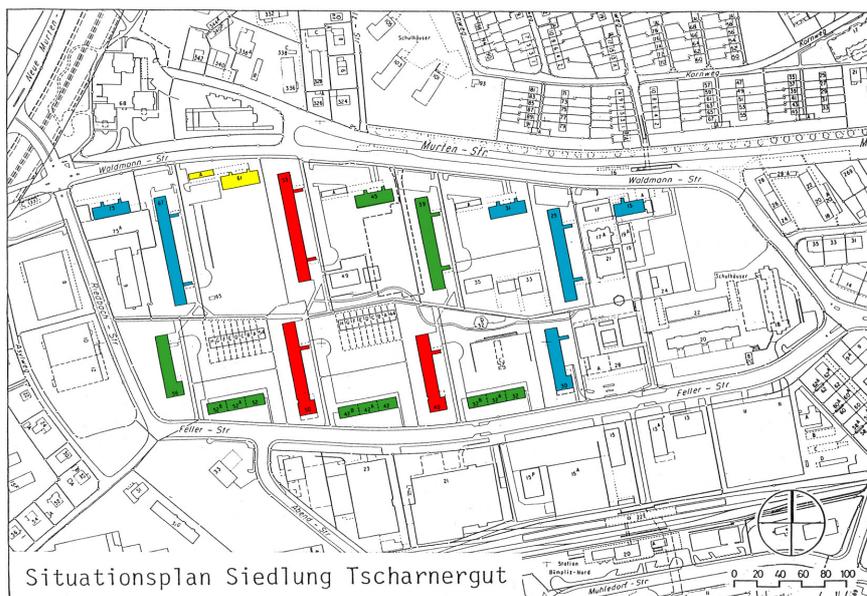


- ❑ To „harvest“ identity and to decline a common and true **neighbourhood brand**



Case study

Tscharnergut agreement



- Baugenossenschaft Brünnen-Eicholz
- FAMBAU
- Stiftung Unia
- PVK Stadt Bern
- Stadt Bern
- TIAG

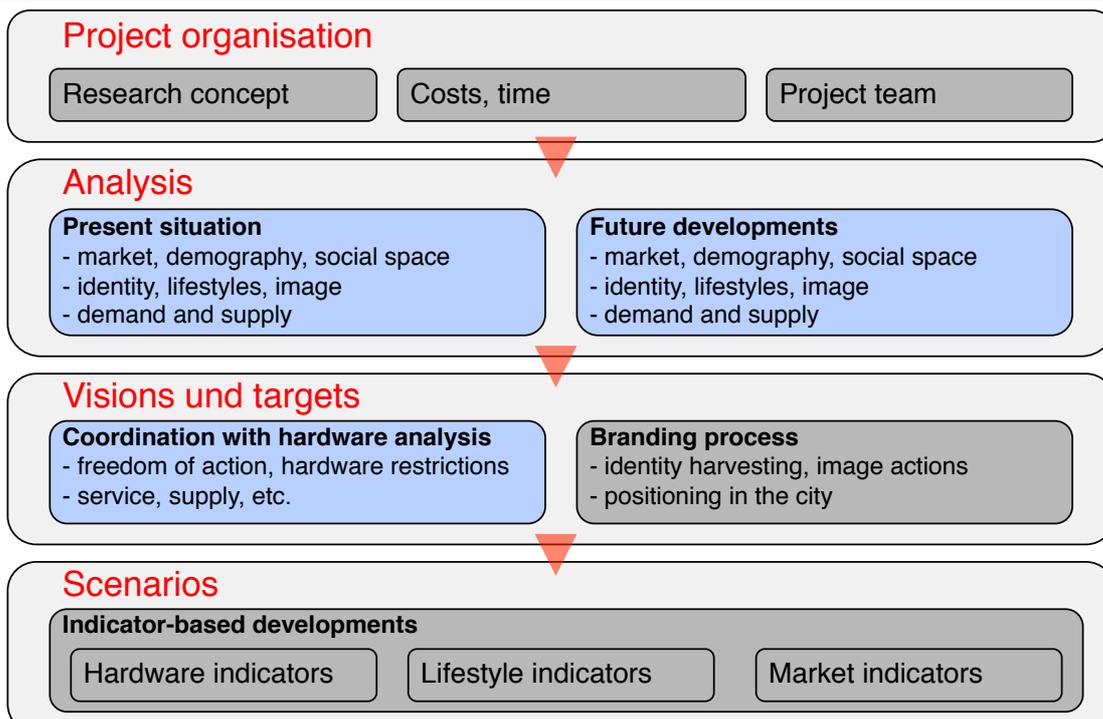


Tscharnergut regeneration principles

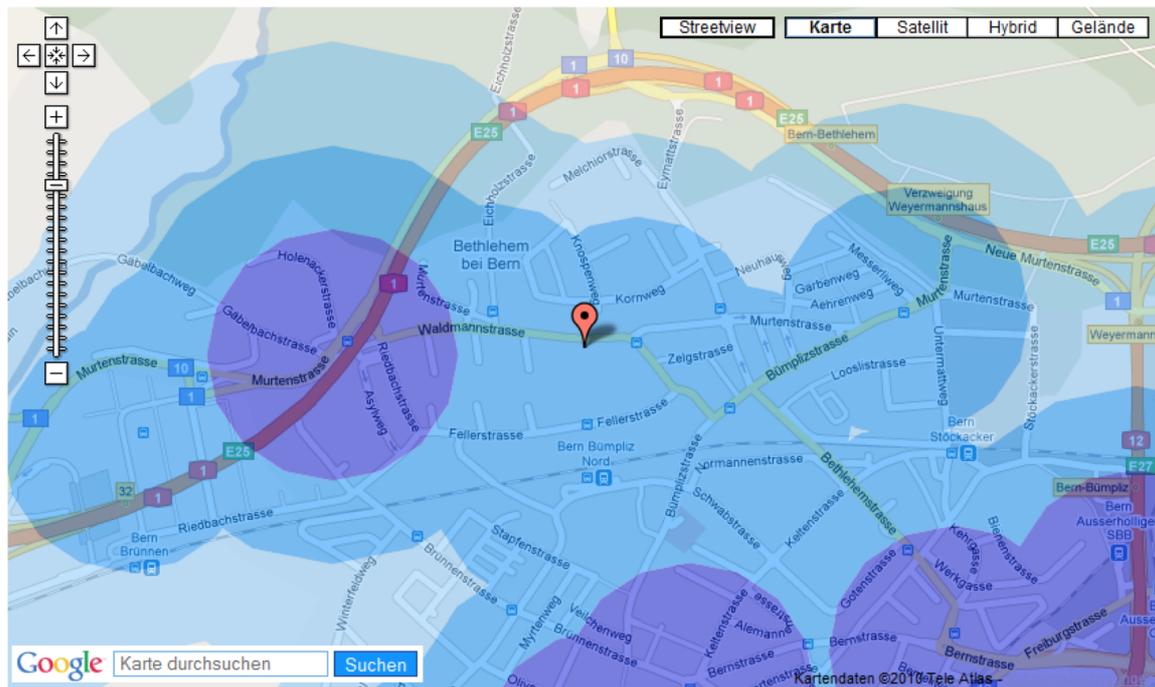
- ❑ **House and space:** To keep it in its functional unity, but to renew it with innovative construction, energy and environmental standards
- ❑ **Market and tenant:** To adapt it to future people's and market needs
- ❑ **Identity and image:** To improve the living quality, to create a positive image, against degeneration into a „slum“



Tscharnergut regeneration strategy

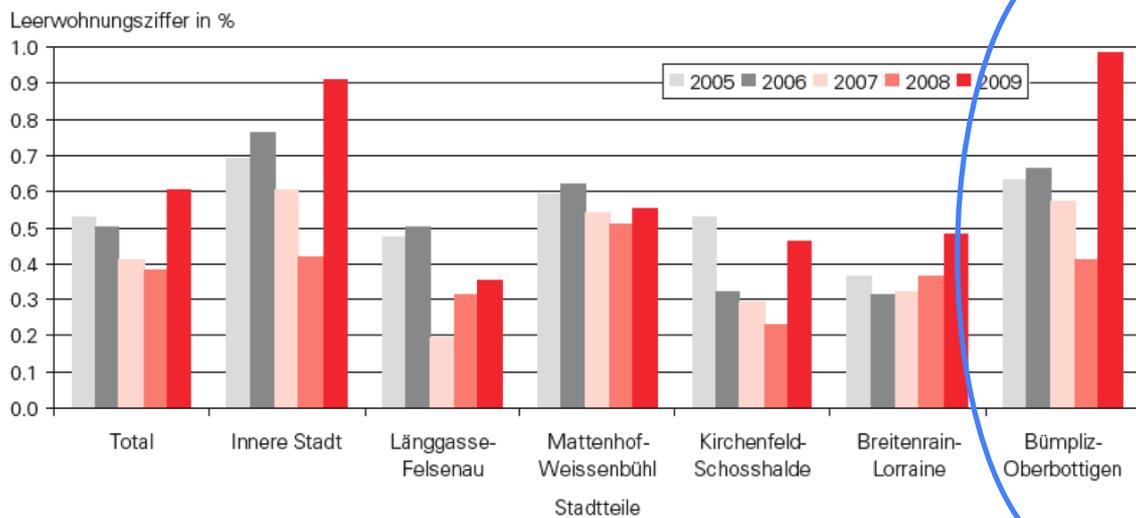


Data: public transportation situation



Data: market situation

Low rents, relatively high vacancies

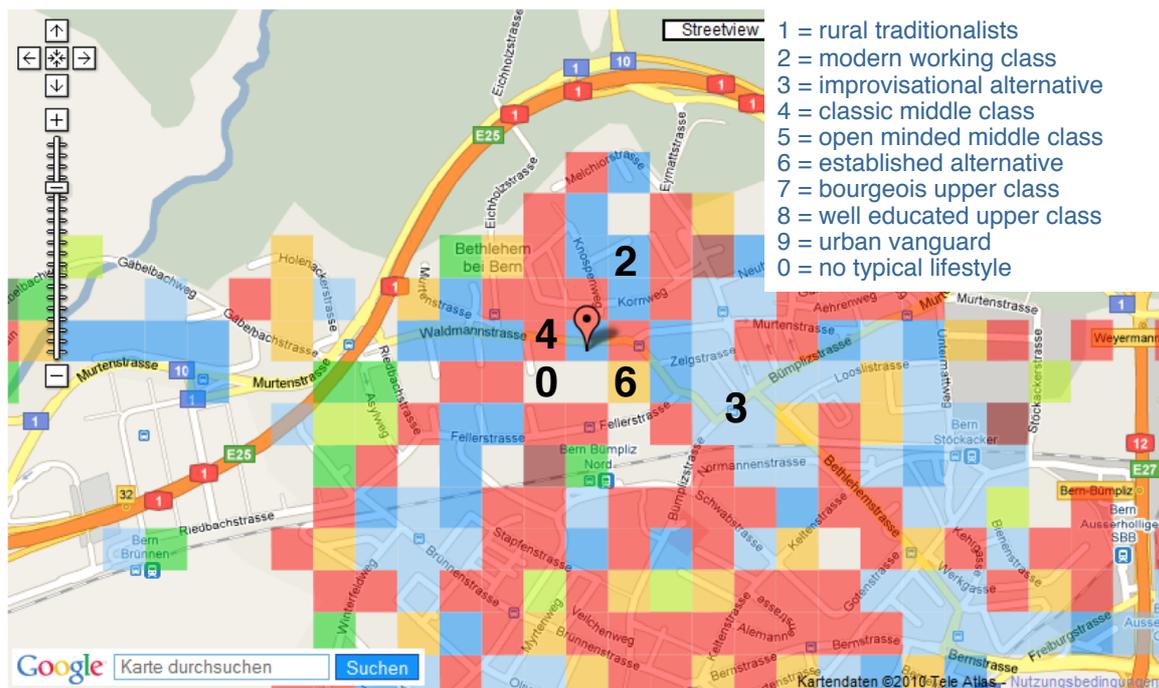


Data: lifestyle typology

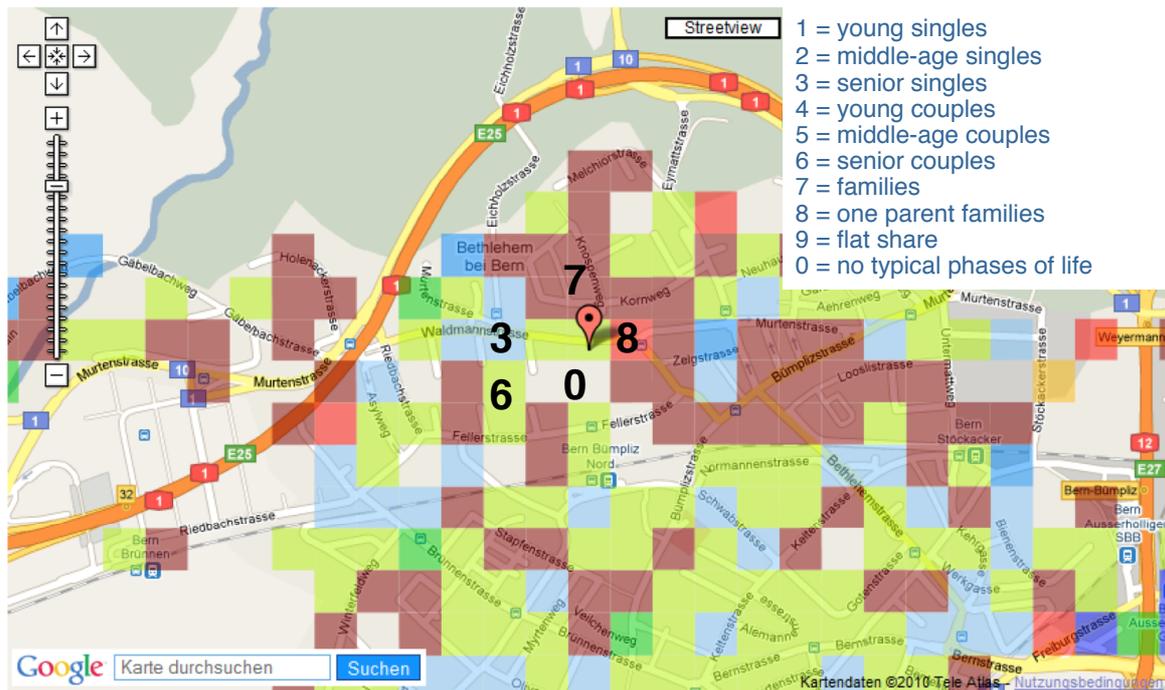
	Bourgeois-traditional		individualised
High status	Bourgeois upper class traditional values, prestige - 8% CH households - high-level management - high income, materialist - families, senior couples	Well educated upper clas well educated, culture - 9% CH households - mid-level management - high income, ecologist - families, senior couples	Urban vanguard non-conformists, urban - 8% CH households - PR, architects, independent - high income, international - (young) singles, couples
	Classic middle class traditional values, status - 14% CH households - SME, non-manual employees - middle income, materialist - families, senior couples	Open minded middle classe educated, modern - 17% CH households - qualified non-manual employees - middle income, materialist - senior couples, families	Established alternative well educated, ecological, culture - 9% CH households - public sector employees - middle income, ecologist - families, couples
Low status	Rural traditionalists traditional values - 9% CH households - manual occupation - low income, materialist - families, senior couples	Modern working class no specific needs, materialists - 14% CH households - qualified manual profession - low/double income, materialist - families	Improvisational alternative young, flexible - 11% CH households - students, part-time jobbers - low income, non-materialist - young singles, flat share
	No typical , unqualified profession, unemployed, welfare recipients		



Data: lifestyle situation in west Berne



Data: existing phases of life



Scenario: future demand, future supply

	Bourgeois-traditional		individualised
High status	Bourgeois upper class No potential - 8% CH households - high-level management - high income, materialist - families, senior couples	Well educated upper clas No potential - 9% CH households - mid-level management - high income, ecologist - families, senior couples	Urban vanguard Market niche potential - 8% CH households - PR, architects, independent - high income, international - (young) singles, couples
	Classic middle class No potential - 14% CH households - SME, non-manual employees - middle income, materialist - families, senior couples	Open minded middle classe Ageing in place / new potential - 17% CH households - qualified non-manual employees - middle income, materialist - senior couples, families	Established alternative New market potential - 9% CH households - public sector employees - middle income, ecologist - families, couples
	Rural traditionalists No potential - 9% CH households - manual occupation - low income, materialist - families, senior couples	Modern working class Ageing in place potential - 14% CH households - qualified manual profession - low/double income, materialist - families	Improvisational alternative Market niche potential - 11% CH households - students, part-time jobbers - low income, non-materialist - young singles, flat share
Low status	No typical , unqualified profession, unemployed, welfare recipients Potential for reduction		



Results

Urban regeneration strategies taking into account...

- ❑ **Aging in Place:** smaller apartments with low rents, good infrastructure, and social services
- ❑ **New market potential:** “ecologists”, “new urbanists”, and young people; new and differentiated ideas for equipping apartments
- ❑ **Image improvement:** actions, common marketing, brand
- ❑ **Long-term agreement** between proprietors in matters of supply and rental practice, striving for a future-oriented mixture of young and old, singles and families.