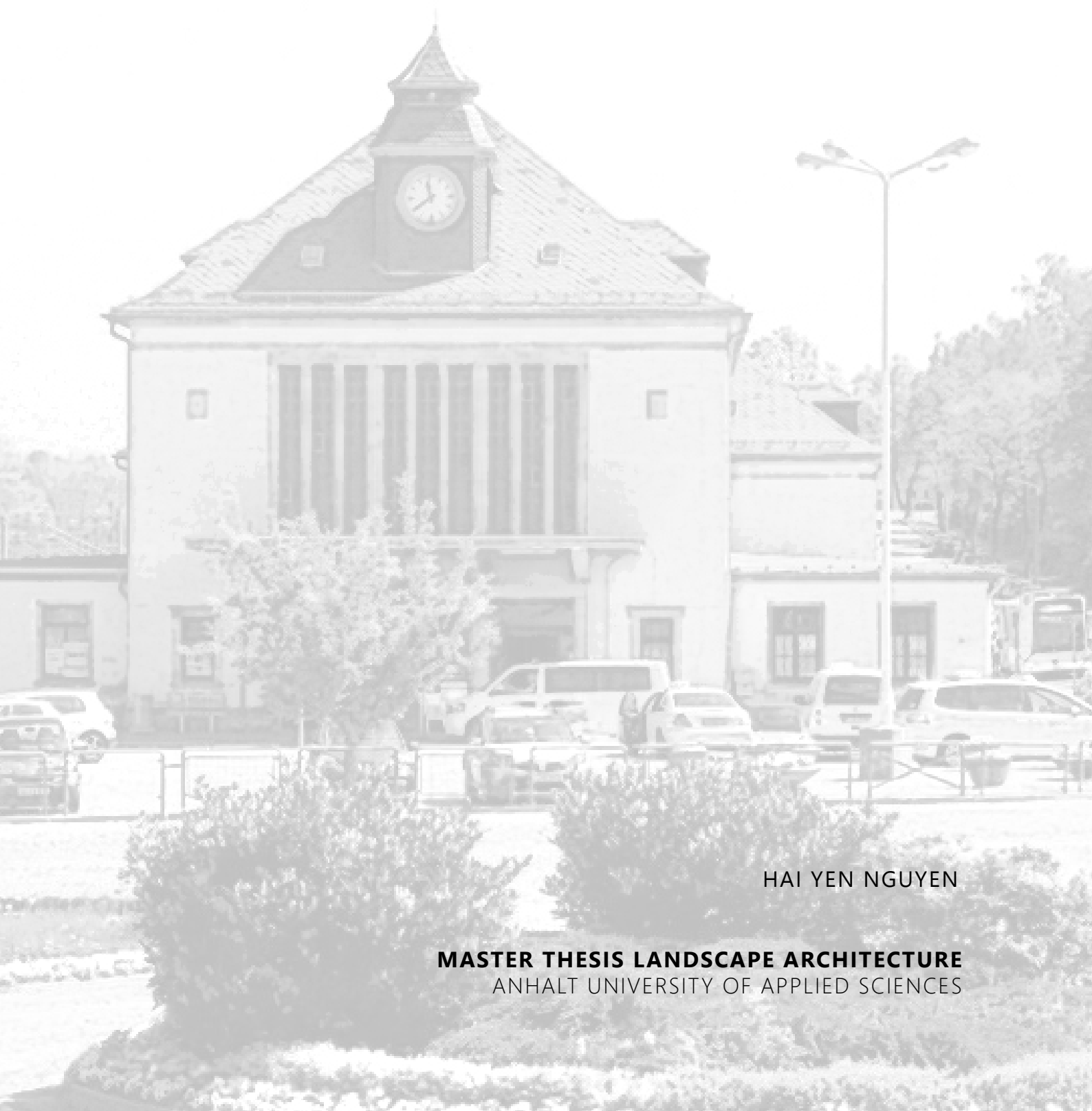


PLACE BRANDING IN PUBLIC SPACE DESIGN

The case of city of  Glauchau



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Abstract

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In the era of globalization, cities are trying to adapt their profiles to create a better competitiveness. They tend to promote their distinctive and unique images. To a great extent, these efforts are made through physical transformation and active city branding, in order to attract talent and creative companies. In the case of shrinking cities, this strategy plays an even more essential role. Especially for small cities in the margins of large ones, or in the rural regions. Their tasks are not only to invite new people, but rather to keep the existing population and perform a smart shrinkage development.

This context has raised the argument of this thesis, which questions the role of landscape architecture, particularly in open space design, in the branding process of a city. And how place identity, an important component of place brand, can be applied in the design.

To have a practical examination, the city of Glauchau has been chosen to be the case study, as it shows the typical characteristic of a small shrinking city in the eastern Germany. The main purpose of this thesis is therefore to create a design concept for public spaces in this city, in which the identity of the city need to be expressed and observed. The special characteristics of topography and greenery are main factors that are focused in the concept. Along with other important characters, a concept that applied Glauchau identities to public space has been made and fulfill the aims of the thesis.

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Introduction

1.1. Background

“The practice of ‘branding’ has invaded all aspects of public and private life”.

(van Ham, 2002, p. 249)

The concept of brand nowadays has been applied widely in various fields, not only in commerce, insurance, tourism, education, and politics but also be practiced in geographical locations such as localities, regions, cities and nations. A brand in common practices plays an important role in the business identity, which to identify one product with others and to attract customers. Likewise, branding in place is fundamental to promote a territorial entity and enhance relationship between it and individuals. In the process of globalization, the competition between places increases due to the need to boost economic, gain investment, reputation and citizens’ satisfaction. Establishing a good brand for place is in the current situation, thus has been more and more concentrated.

Located in the south west of Saxony, on the edge of the Erzgebirge basin, on the right bank of the Zwickau Mulde, is the city of Glauchau. This city was first mentioned in a documentary in 1240 with the name “Gluchowe” and nowadays is a part of the Zwickau district. The economic upswing in Saxony around 1860/70 favored in Erzgebirg foothills and also the industrial development of the town of Glauchau. In just a few decades, Glauchau developed from a dreamy residential district of Schönburg to a typical Saxon industrial town. Nowadays, Glauchau is the third largest city in terms of population within Zwickau, which is the most populous and has highest population density district in Saxony (Statistical Office, on 31st December 2014). During the heyday of the city, in the middle of the 20th century, around 35,000 inhabitants lived in Glauchau. However, since 1950, the population in town and county has steadily declined. Since 1990, the population has shrunk from about 29,500 by about a fifth. Glauchau’s population is declining annually and the trend is forecasted to continue. This development presented many structural challenges for the city.

1.2. Research aims

The principal objective of this thesis is to enhance the visual image for city of Glauchau by open space design, applying identity of the area. By doing this will contribute to the branding process of the city.

Apart from that, there are secondary goals. Firstly, the thesis will strive to explain the terms 'shrinking city', 'place identity', 'place branding' and their connection. Secondly, it will attempt to emphasize the role of landscape architecture in place branding strategy. This is followed by a proposal design to integrate identity of the city in physical landscape architecture, to create a suitable image facilitates sustainable development for city of Glauchau.

1.3. Research questions

In order to fulfil the aims of study, this thesis attempt to answer the research questions:

How to apply open space design in place branding to create a better image for Glauchau in its shrinking situation?

To support this question, there are sub-research questions:

- (1) What is shrinkage?
- (2) What is place identity?
- (3) What is place branding?
- (4) What are identities of city of Glauchau?
- (5) How to visualize those identities by open space design?

1.4. Research methodology

This thesis applies three research methods, which are theoretical study, analytical study and practical study. In attention to construct the basis for the research, general understanding of theoretical frameworks of shrinking cities, identity, and place branding has been obtained by literature reviews with various related articles and books, in English, German and Vietnamese. Analytical study consists of example projects, with different perspectives that related to the topic of the thesis. This offers understanding of comparative and diverse aspects to be consider in the project. Secondary data such as plans, statistic, and development strategy of city of Glauchau were studied to examine city characteristics, its problems, and developing direction.

Apart from studying secondary data from various sources, three field studies were conducted to collect primary data. These field works were carried in different methods and times, in purpose of obtaining multi-perspective understanding about site. The overview flow of working process is described in figure 1. Based on the evaluation of collected data, a guideline for design will be defined, and functions as a foundation to produce a design proposal.

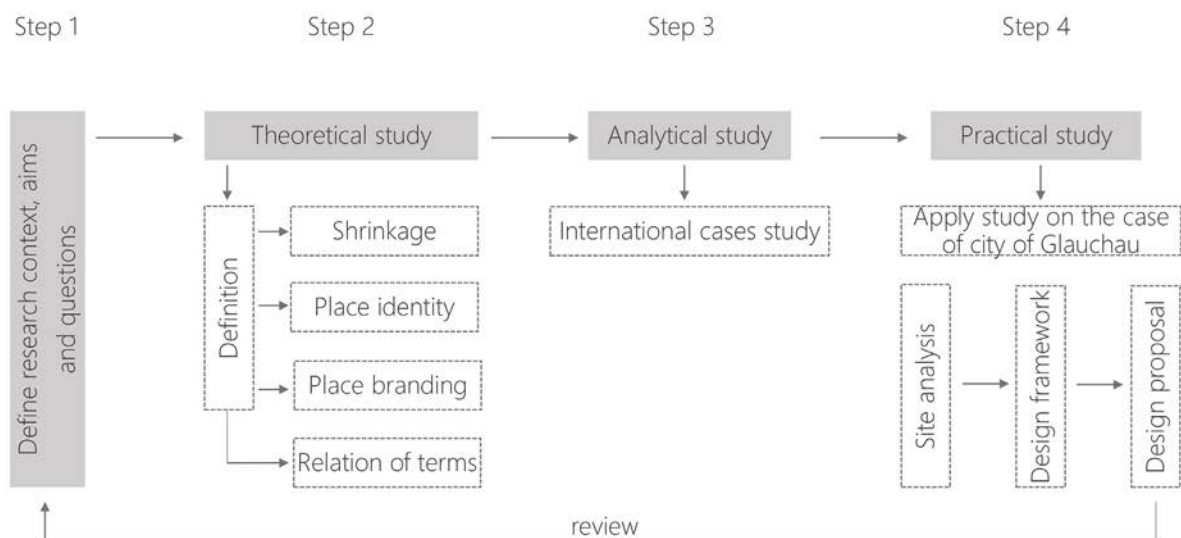


Figure 1: Research methodology

1.5. Structure of the thesis

After introduction part, part 2 demonstrates the main theoretical frameworks used in the thesis which are 'shrinkage', 'place identity', and 'place branding'; and how these terms related to each other. These are essential for the research. Part 3 is a review of some example projects which are selected with different aspects that are related to the project. In part 4, the case study of city of Glauchau is presented. It firstly explains the motivation of choosing Glauchau as the case to study. After that the results of site analysis will be investigated and followed by a guideline of design which is built from these analysis. This part finally develops a design proposal for the city of Glauchau which based on the previous analysis. In final, part 5 will sum up the thesis.



Theoretical study

2.1. Shrinkage

2.1.1. Definition

Nowadays, there are two opposite trends in urban development: (1) growing cities which experience increasing population and on the other hand are (2) shrinking cities, which are losing its citizens. City planning used to focus on the process of growth and theory of shrinkage was not often considered. However, shrinking cities have already appeared in the past with a long history. In Late Antiquity, the middle Ages and the Early Modern periods, many European and Asian cities had the marks from the collapse of the Roman Empire, diseases, war, fire and recurrent agricultural crises. Those cities were never completely abandoned and usually resettled (Blanco et al., 2009). Also, the industrialization and the railroads in the late 19th century European, Asian, U.S and Latin American had created larger cities in some places and shrinking ones in others. Follow the development of metropolis, the modern phenomenon appeared around fifty years ago and was initially understand as a singular aberration limited to a specific place. People often use the phases like 'city redevelopment' or 'areas in great need of restructuring' to describe demolished areas rather than 'de-urbanization'. The term 'shrinking cities' was long avoided and has only recently entered into public debates (Oswalt, 2005).

When consider this term, it becomes clearly that it is difficult to be defined because it has no widely accepted definition and it is also overlapped with other terms such as urban decline, urban decay or urban blight. In general, shrinkage can be understood as "a concomitant process of demographic and economic decline with a structural impact on two constitutive elements of the city, the density of the population and its economic functions, thus generating considerable social effects" (Urban shrinkage - Hypergéó, 2014). In other words, this term can be simply understood as decline of urban population and economic activities in urban areas. Similar with 'growth', shrinkage is a temporary transformation process. After experiences this process, "some cities will disappear, others will lose substance over the course of several decades and stabilize at a lower level or perhaps grow again" (Oswalt, 2005).



Photo 1: Shrinkage in Detroit, USA



Photo 2: Shrinkage in Halle Neustadt

2.1.2. Causes

There are various reasons that causes urban shrinkage, which are complex and affects each other. It is generalized in Figure 2 that three macro-processes which lead to urban shrinkage are economic development, socio-demographic trends and settlement system development. Economic decline and deindustrialization can be observed in former industrial cities in the U.S and Europe (Detroit, Ruhr area...) which lead to job-related out-migration. Demographic trend, particularly long-term aging processes will lead to death surpluses and result in a decades of decreasing population (Japan, Germany). Suburbanisation and urban sprawl are examples for settlement system changes which cause shrinkage. Alongside with these macro processes, there are environmental events (floods, hurricane, earthquakes...) and political factors (war consequences, border changes...) also cause population decrease.

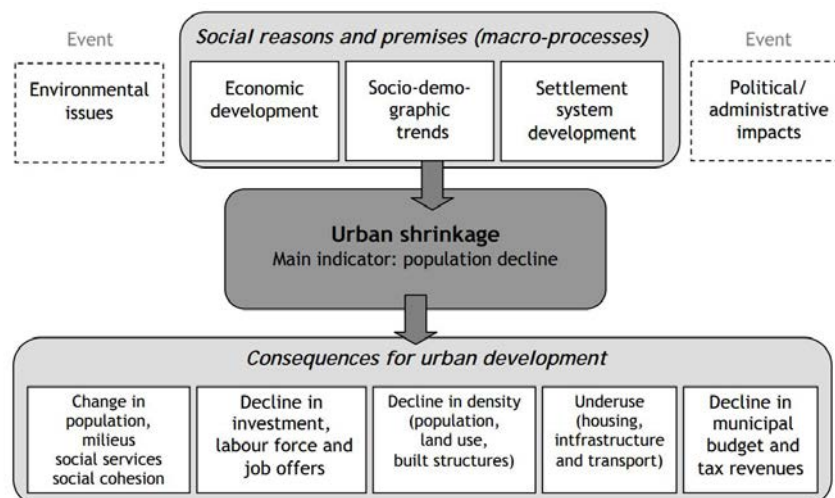


Figure 2: The conceptual model of urban shrinkage.

2.1.3. Impacts

Impacts of urban shrinkage, as shown in Figure 2, related to nearly every aspects of urban development: population, social cohesion, economic, urban planning, housing market and so on. The shrinking city phenomenon is usually regarded as a problem. In general, shrinking cities suffer from “lack of investment, lack of jobs, lack of economic activity, a surfeit of poverty, and a surfeit of vacant and abandoned buildings” (Kaufman, 2011). Economically speaking, the decline in labour force would cause difficulty in maintaining local industries. In fact, the rate of loss in labour forces is even more serious than depopulation rate. From this perspective, it will be difficult to maintain the economic growth. Shrinkage would also threaten cultural and social spheres. The loss of younger reproductive generation results in aging societies. Such aging societies are not able to sustain themselves independently. The burden on younger people who stay in the shrinking rural areas is heavy. Likewise, the loss of younger generations would lead to the loss of successors to local traditional arts and culture. It could lead to the loss of unique local traditions in the long term. Finally, it causes unsustainable environment. Transportation is extremely dependent on self-owned automobiles because the density is sparse, so that public transportation network does not develop effectively. It is however necessary to note that, shrinkage does not always mean a negative trend. Similar to growth, as growth process also has to downside impacts like housing shortages, pollution, slums, and so on. In the case of shrinkage, deindustrialization help reduce environmental population, improve quality as well as quantity of green urban space and natural environment. Both of these urban development processes will lead to essential transformations of cities as well as countries, and requires different guidelines of actions, practices, in order to contribute to general development of regions and country.

2.1.4. Shrinkage in Europe

Even though the world’s population continues to grow, it is likely because of strong

growth in Asia and Africa. Whereas, urban shrinkage has become a focusing phenomenon in Europe which challenges many European countries, especially in eastern Europe with its post-socialist process. This problematic term has become the focus of international researches and debates as it is more common for many (large-, medium- and small-size) cities in Europe. In fact, after the collapse of the socialism many cities in Central and eastern Europe began to depopulate.

The urban decline process is also result of deindustrialization, as many cities were former industrial regions, for example mining and textile towns in Great Britain. Late 1990s, there are less demographic growth cities than shrinking cities in Europe. Up until now, about 40% of all European cities that has more than 200.000 inhabitants have lost population in a short-, medium-, or long-term period for different reasons (Turok and Mykhnenko, 2007). As shown in Figure 3, after 1990, the main European cities that experience shrinkage are the post-socialist countries (such as Bulgaria, Latvia, Slovakia and eastern Germany), the countries in the north (Finland and Sweden), and Mediterranean ones (Italy and Spain).

Decline process happens not only in large cities, but also in small ones. In fact, small cities are primarily affected by demographic shrinkage (Fol and Cunningham-Sabot, 2010). These cities locates in margins of large cities and have difficulty in attracting investors due to the fact that they are unable compete to large cities. Especially cities in the central part of country, which do not own resource or nature benefits, for example near the coasts or close to borders. They often are isolated from major transport infrastructure and urban networks, have small job markets and are left behind by the globalization process.

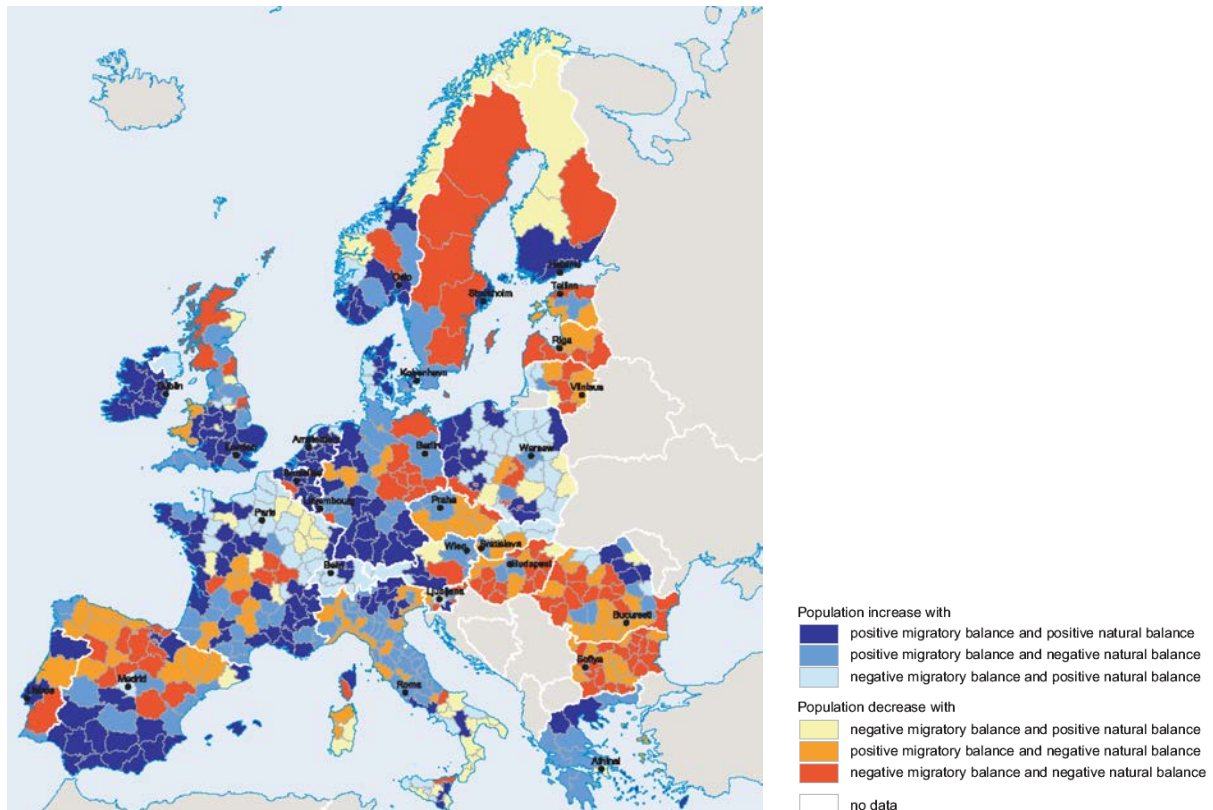


Figure 3: Population change in Europe from 1990 to 1999

2.1.5. Shrinkage in Germany

Shrinking is a current challenge of urban development in many cities in the world, particularly Germany. Since the 1960s and 1970s, post-industrial transformations have occurred in western Germany that resulted in the urban cores shrinkage (Brandstetter et al., 2005). After the GDR, the urban development in Germany is apparently divided into the western part with growing cities and the eastern with shrinking ones. Almost all cities and medium-size town with more than 20,000 inhabitants in eastern Germany had decreasing population since 1990. This is due to the forty-five years of country's division when eastern Germany was belonging to the socialist block. Although there was enormous investments of the German federal government, the integration of eastern Germany into the Federal Republic of Germany has experienced much more problematic than expected in the early post-reunification years. Since then there was a severe change in social and economic as a huge number of migrants move from east part to west part and had made many eastern cities in shrinking process. In general, the areas

suffered from many interdependent problems that are difficult to solve. These problems consist of high unemployment rate, losing population mainly towards the west side, high vacancies, and suburbanization and so on. In only six years from 1989, eastern Germany lost up to 90% of industrial jobs, more than two million employed working population. At the same time, over one million flats in eastern Germany were vacant and it was expected that this number would be growing (Fol and Cunningham-Sabot, 2010). Leipzig and Dresden are two of the initial cities undergo this unhealthy decline of shifting from planning for growth to shrinkage (Blanco et al., 2009). As seen in figure 4, depopulation occur mostly in eastern cities, but also in few western ones. Both western and eastern cities in general have aging population and low birth rates trends, which are problems that will increase future shrinkage in western Germany.

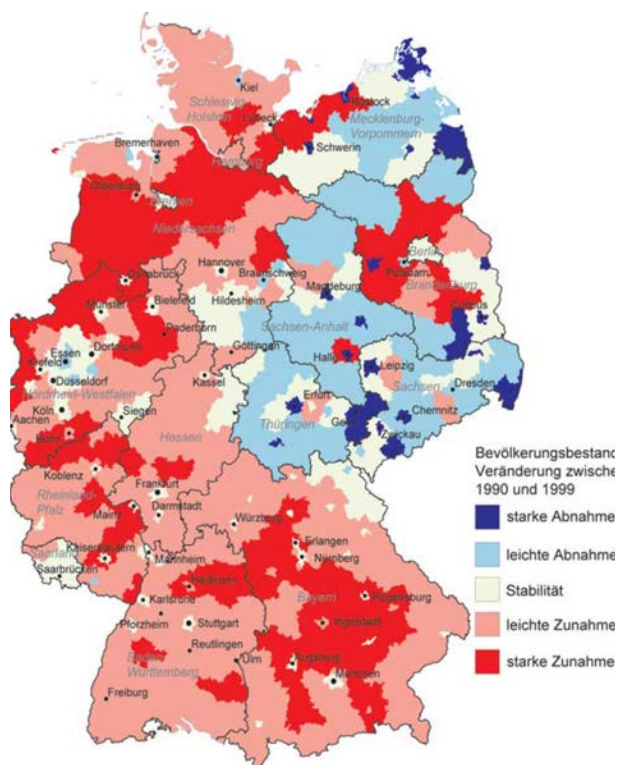


Figure 4: Population change in Germany from 1990 to 1999

This phenomenon however can offer new chances for reshaping urban spaces. The former eastern Germany are focusing on revitalization and cultural regeneration approach, in combination with integrated strategic plans (Blanco et al., 2009). Shrinking cities have potential to become greener, more compact and sustainable. Shrinking cities have potential to become greener, more compact and sustainable. Example projects

can be named such as Landscape Park Duisburg-Nord or IBA Lausitz 2000-2010 with its "landscape islands", which remain the identity of industry sites, in order to respect the past, rather than demolish it.



Photo 3: Overview of Landscape Park Duisburg-Nord



Photo 4: IBA project Lausitzer Seenland

2.2. Place identity

2.2.1. Place

The word 'place' derived from "Greek plateia (hodos) 'broad (way)', from Old French place 'place, spot' and directly from Medieval Latin placea 'place' , from Latin platea 'courtyard (open space), avenue'" (Shukran, 2014). There are more than one ways to define 'place'. In general, place is often understood as location like a town, city, neighbourhood, geographic area on the Earth's surface, where landscape, personal involvement and social relations experiences happen. Furthermore, they are considered as arena for action of physical, historical, social, and cultural experiences (Campelo et al., 2009). In ontological perspective, place is "the existence of a particular point or part of space or of a surface" (Go and Govers, 2012). Whereas, place in epistemological perspective is considered from geographical point. In this view, place refers to different types and scales included nation, region, city, urban, rural, neighbourhood, destination, area, space and location... However, the concept of place is both tangible and intangible. It does not refer merely to location's elements, but also contains the associations and feelings of people when they think or involve in a particular space. It is a unit of environmental experience, result of relationships between actions, conceptions and physical attributes, and contains social image ability (Uzzell, Pol, and Badenas, 2002).

2.2.2. Identity

This term comes from Latin word 'idem', and then changed to 'identitas'. Today it is understood as quality of being identical. Identity is a dynamic result of the interaction between capacities for memory, consciousness of the biological organism, physical-societal structures, and influence processes in social context. Four principles govern how information be accommodated and evaluated, which are distinctiveness, continuity, self-esteem, and self-efficacy (Twigger-Ross and Uzzell, 1996). Distinctiveness or uniqueness is how people/ things/ places distinguish themselves from others, with both negative and positive aspects. Continuity is related to time concept, and situation

between past-present. Self-esteem concerns with person's feeling of worth or social value. Lastly self-efficacy is a measure of personal agency and is understood as individual's belief in capabilities to reach demands depending on situations.

There are three basic identity processes which are correlated to each other: action, thought and affect. 'Action' is clearly the process of doing something, 'thought' refers to thinking, while 'affect' is changing something. The process of identity can be both personal and social, and consists negative or positive values (Shukran, 2014).

2.2.3. Place identity

Through globalization, integration, and homogenization process, the identity of places is seriously threaten. The identity concern has developed as a reaction to this. It is seen as an important demand that enclose all aspects of human life, also regarding to places and the physical environment. There are two ways that 'place' relates to 'identity' (Twigger-Ross and Uzzell, 1996). Firstly is place identifications, which refers to attributes of place that deliver distinctive identity in people's minds. For example, a person from Berlin may call himself as Berliner, it is his express identification with Berlin. Place identification in this sense reflect membership of group that are defined by location, and can be measured by verifying the distinctive features of neighbour area from residents view, like neighbourhood's name, territorial extend, functional use and psycho-social properties (Uzzell, Pol, and Badenas, 2002).

Second way is through the term 'place identity', which has arisen over the last twenty years, is a link of 'identity' and 'place' aspects, in which identities form in relation to environment. Aspects of identity in places where people belong emerge due to the meaning and significance of places' symbol to us. Personal and social memories are represented by places since they are located in the socio-historical matrix of intergroup relations (Hauge, 2008). It is substructure of social identity and is constructed of observation and interpretation in environment. Proshansky, Fabian and Kaminoff defined place identity as a "potpourri of memories, conceptions, interpretations, ideas, and re

lated feelings about specific physical settings, as well as types of settings" (1983, p.60). In short, place identity contributes profoundly to the place distinction. A place with a strong identity can improve community awareness and bonding.

In the relationship between humans and environments, there is two-way bounds in which environment affects humans as well as human activities shape the surrounding area. On the one hand, it is clear that atmosphere of a place with its tangible and intangible aspects can influence people's feelings of comfortable or uncomfortable as well as other emotions. Activities of human, on the other hand, also bring effects to a place. For instance, a park with higher frequency of social using is obviously produce safer feeling than somewhere lacks of human visits.

Two categories of perceptions and conceptions regarding to the environment, which comprise place identity are given by Hauge (2007). These are (1) memories, thoughts, values and settings; and (2) relationship among different settings like home, school and neighbourhood. Throughout a person's lifetime, experiences in different environments are collected and form a mental 'database', which builds self-identity. It is developed through the process of recognize, evaluate and involving in activities happening in physical places. Since a child, one has varied places that recall of different narratives which are hold from memories of places. For example, kinder garden with joy and toys, while school may refer to study stress or a specific book. The aspects that affect place identity are summed up by Casakin and Bernardo (2012), and is illustrated in the figure 5. The first component is physical or spatial features of a setting, which consists of structure, spatial characteristics, form of built, furniture, and landscape. The activities which happen in the place is second component. They are circulation flow, behaviour patterns, etc.. Last but not least is meanings of place, such as legibility, cultural associations, and semiotics. The combination and interaction of those components form the place identity. Thus, the perception and understanding of place identity are influenced strongly by the interaction between people and these essential elements of environment.

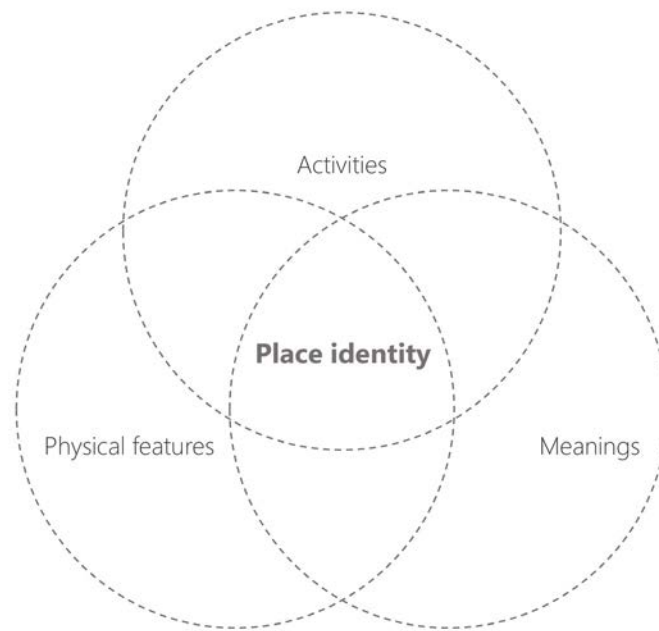


Figure 5: Components of place identity

2.2.4. *Genius loci*

Genius loci is Latin for 'spirit of place', has been adopted in English as well as other languages. It is used broadly to describe place's atmosphere, and environmental quality. The idea of place's spirit has through the ages echoed. The early uses of this term in the 18th developed a new aesthetic appreciation of landscapes, exclusively rural and garden ones. For example, the Picturesque and the pastoral ideal influenced by Classical writers, especially shaped by human, was promoted by Alexander Pope. This use of *genius loci* appears widely in poetry, garden history, paintings, and neo-romantic art. However, the concept has later developed to be applied in contemporary places and landscapes, and become a much used expression.

Each place has 'sense' that builds distinctiveness and uniqueness to differentiate with others. *Genius loci* represents the sense that people have of a place, summarizes physical and symbolic values in nature and human environment (Norberg-Schulz (1980). Specific place delivers feelings of a particular taste (foods), smells (sanity, smoke area), materials (plants, pavements), structure (architecture, landscape) and so on.

These values are shared, maintained and developed among people within its physical environment and create sense of belonging. Sense of identity and belonging to an area or group distinguishes one group of people to another and is essential to each individuals. This sense of place is derived from historical, environmental and cultural settings of the area. It is what makes place exclusive, represents characteristics that some geographic territories have and some do not.

The shared sense of spirit of the place related to its representation and expression as habitus. This shared spirit consists of place attachment, human-place bonding, and social context (Campelo et al., 2013). In a book in 1980, Norberg-Schulz recognized that "The structure of a place is not a fixed, eternal state". However, since identity can be conserved, *genius loci* can be remained in place. "Stabilitas loci is a necessary condition for human life" (p. 18). He also conceptualized four thematic level of *genius loci* that can be recognized: (1) the topography of the earth's surface, (2) the cosmological light conditions and the sky as natural conditions, (3) buildings, (4) symbolic and existential meanings in the cultural landscape.

It is necessary for a community to aware of shared experience sense by the presence of objects which make they relate to where they are and who they are, in order to achieve a sense of place. There should be local aspects that can be differentiate easily to the other places. These contribute to uniqueness of places and to bind its present with shared experience of a common past.

2.2.5. Genius loci in open space design

Aspects of *genius loci* have been applied in a wide range of plan documents and many design-led considerations includes planning and urban design, architecture as well as landscape architecture. According to Norberg-Schulz, "Architecture means to visualize the *genius loci* and the task of the architect is to create meaningful places, whereby he helps man to dwell" (1980, p.5). The concept of *genius loci* contributes to understanding of place making and the interpretation of place. On a one hand, this

sense emerges from individual and community perception, values and experience. On the other hand, it is also possible to enhance *genius loci* through proper design and planning (Jivén and Larkham, 2003).

In order to understand sense of place, both tangible and intangible characters of place should be examined. It is necessary to focus on physical appearance of place like structure, elements, etc. Furthermore, human aspects should also be involved since group identity is tightly linked with the place's form and history.

Open space and landscape design is both material and immaterial phenomena, thus can be perceived by a multitude of senses. It reflects the actions and perceptions of the owners. Since there is no isolated place, it is not enough to construct practical landscapes or buildings. Architecture in general is always embedded in a larger context, needs to enter into dialogue with their environment. (Florian Stocker, Architect). Therefore landscape design needs to take into account *genius loci*, by creating places which combine its characters as well as encourage people to dwell and to aware how they belong to a place.

2.3. Place branding

2.3.1. Branding – in common sense

It is important to have first review about branding definition in order to understand place branding. The practices of branding are everywhere, and can be adopted to everything. In each particular fields, there is always at least one popular brand. For random selected examples, when mention about drinks, one can think immediately of Coca-Cola, similarly, for others products: credit (American Express), computer components (Intel), car (Smart), and so on. The question is, what is branding, and why products are being branded?

The most widely accepted definition of brand is from American Marketing Association (AMA) in 1960. According to this, brand can defined as "name, term, sign, symbol

or design or a combination of them. These functions intend to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (cited in Wood, 2000, p 664). Nevertheless, this early definition seems only limit the consideration of brand in tangible elements. It is more approving to consider a brand as defined by Lindsay (2000), that brand is "the totality of the thoughts, feelings, associations and expectations that come to mind when a prospect or consumer is exposed to an entity's name, logo, products, services, events, or any design or symbol representing them".

It is necessary to note that, in brand concept, product/ service brands and corporate brands are two different fields. While product brand targets on consumers, corporate brands aim to various stakeholders. Ashworth and Kavaratzis (2007, p 524) explained corporate brand as "the visual verbal and behavioural expression of an organisation's unique business model". Branding, therefore is "the process of managing a brand" (Vuignier, 2016, p 5), which works on building and maintaining the brand. However, differentiation between these two terms "marketing" and "branding" is often not clear. It is a part of marketing, yet is not the same as marketing. In the same literature work, Vuignier explained branding as a tool in marketing which come along with "perception, image, mental associations in the minds of target groups, awareness and reputation". Business Dictionary describes its goal is to highlight the brand by applying strategized activities to "establish a significant and differentiated presence in the market" (businessdictionary.com). That understanding of including branding in the marketing tools, to some extent is similar to definition of Braun (2008) and Kotler et al., (1993). Others, such as Hankinson (2010) and Kavaratzis (2004), considered branding in marketing plays the role as the general strategic guideline.

In this nowadays market, which is turbulent and high competitive, consumers often face information overload and consequently being confused in choosing products/ services. In this context, a good brand can strengthen and promote image of products as it differentiates the products from its competitors. It helps not only in guiding the

buying behaviours of consumers, but also in influencing the marketing campaigns of marketers. However, the role of brand is not only in “selling” products, services, or gaining attention, it is also about managing identity, and reputation. It is therefore necessary for building customer loyalty, company’s growth, and its long-term survival (van Ham, 2008).

2.3.2. Place branding definition

Branding in place, with similar consumption to branding in business environment, has been encouraged in many countries in order to attract tourism, investment and residents, in which “product” are territorial entities, geographical locations, history, culture, economics... and human of the area. Since 1990s, due to the strong growing globalization, domestic values and identities has become more and more important. This term has appeared mostly in topics of urban studies, tourism, geography journals, and marketing journals (Kavaratzis, 2014). In order to enhancing competitiveness of a territorial entity, place branding has been applied in all geographic scales. It is fundamental for a region to attract economic activities, in terms of both internal and external. In the high competitive market, how a city establishes its speciality can be considered as the key to determine the success or lag in the race towards prosperity. Places are thus similar to companies, who owns stronger brand will find it is easier to “sell” products, services, as well as gain more reputation and investment. Often borrowing the methods and techniques from common products branding, numerous of specialist have made efforts to promote city images, brands and to communicate positive identity of the city (Raubo, 2010). In the similar way as branding in commerce, place branding can be considered as a necessary component to create identity of place, and making itself more competitive to other regions. According to van Ham (2008), “Although many places offer the same “product”—territory, infrastructure, educated people, and an almost identical system of governance - they must compete with each other for investment, tourism, and political power”. Some popular brand logos of place are illustrated below as examples: I ♥ NY from New York, I amsterdam from Amsterdam, and be Berlin from

Berlin. These logos are always launched with a strategic development campaign related to various aspects to create brand values for places.



Figure 6, 7, 8: Brand logo of Newyork, Amsterdam, Berlin

Even though the idea of place branding has existed in various forms for over a century, an academic understanding of this term emerged only in the 1980s, as the time when a shift in economic landscape started and cities attempted to develop a more entrepreneurial approach to urban governance. Fraser (2013) points out that an article in 1998 of Simon Anholt had widely credited the arrival of place branding in academia. A precise definition of this term is yet an arguing topic, a term which “unfortunately there is no single accepted definition”, as summarized by Kavaratzis and Ashworth (2005). In general explanation, place branding functions as a tool in branding strategies, applied in different scales of place in order to attract investment and gain recognition (Fraser, 2013). Simple concept of this term, as stated by Anholt in 2010, is “a way of making places famous”. However since this term derived and be considered in a wide variety of disciplines, it is important to consider the definition of place branding from different perspectives from researchers who come from divergent academic backgrounds. Some ideas will be listed in below chronologically ordered table:

Year	Author	Definition of place branding
2007	Gregory Ashworth and Kavartzis Mihalis	<i>the practice of applying brand strategy and other marketing techniques and disciplines to the economic, political and cultural development of cities, regions and countries</i>
2010	Sebastian Zenker and Erik Braun	<i>'a network of associations in the consumers' mind based on the visual, verbal, and behavioural expression of a place, which is embodied through the aims, communication, values, and the general culture of the place's stakeholders and the overall place design'</i>
2013	Adriana Campelo, Robert Aitken, Maree Thyne, Juergen Gnoth	<i>a mode of communication involving representations of its identity as informed by a place's culture, economy, history, and people</i>
2014	Jasper Eshuis, Erik-Hans Klijn, Erik Braun	<i>"place branding refers to the development of brands for geographical locations such as regions, cities or communities, usually with the aim of triggering positive associations and distinguishing the place from others.</i>
2015	Gerard van Keken (placebrandobserver.com)	<i>"the process of discovering, creating, developing and realizing ideas and concepts for reconstructing place identities, their defining traits and 'genius loci' and subsequently building the sense of place"</i>

Table 1: Definitions of place branding

Compare to product/service corporate branding, the concept of place branding involves far more complexities, and the difficulties are more intense (Kavaratzis, 2009). Firstly, it is due to the diversity of different agenda stakeholders involved in branding process. Apart from planners, politicians and citizens, there are also "tourist office, local media, voluntary organisations, the real estate sector, the hospitality business and investment agencies" (Hospers, 2011). Therefore it is far from easy to establish a common branding strategy for place that satisfy all the stakeholders. Secondly, unlike products, place aspect people in emotionally rather than rationally. Each individual has his own feelings and reactions of place. They absorb 'sense of place' differently depends on their memories, experiences and relation with the locations.

Branding a place goes beyond the procedure of only establishing media communication, slogan, or logo for a place. Instead, that is a strategic process to develop a long-term vision for a locality, with the objective of aligning and engaging the relevant stakeholders. A place branding campaign associates and aims to enhance many aspects, including social, political, economic, community, by focusing on local specialities, the core commitments which the place offers its target, consistent development, and communication of those core attributes. Whether a local objective is rebuilding, strengthening or renewing its image, an extensive branding strategy is the initial step to reach the goal.

2.3.3. Aims and targets of place branding

A coherent, compelling and unique brand is considered the foundation to make a place become an investment attraction, tourist destination and ideal for living. Nowadays, in many countries, branding in places has become popular and brings superlative and sustainable advantages compare to passive ones. Place brands not only deliver tangible benefits for government, but also create positive outcomes for investment efficiency and external markets, as well as encourage the internal resources. In another words, it contribute to compound the identity values and bring sustainable benefits for

local development. It affects every activities, from investment and tourism promotion, to the urban management policies and invite newcomers. In an intense competition of places that attempt to captivate economic resources, capital, and human, a place with attractive image, clear positioning and absolute loyalty is the winner. To achieve this goal, it requires not only administrative policies, public policies, but also a strategy to build sustainable local brands (Le, 2015).

There are many reasons why a branding process is necessary for a certain place, but the most obvious is to increase economic growth, as it help the place become more attractive and gain financial benefits. Notwithstanding, it is important to note that, identity – which is formed with “self-values, natural beauties, history, culture and local people’s authentic life” is the most worthwhile value of a place (Tataroğlu et al. (2015). Consequently, brand should be established with both economic and social/public concerns. A strong brand’s influences was generalized in figure 9 according to Le (2015).

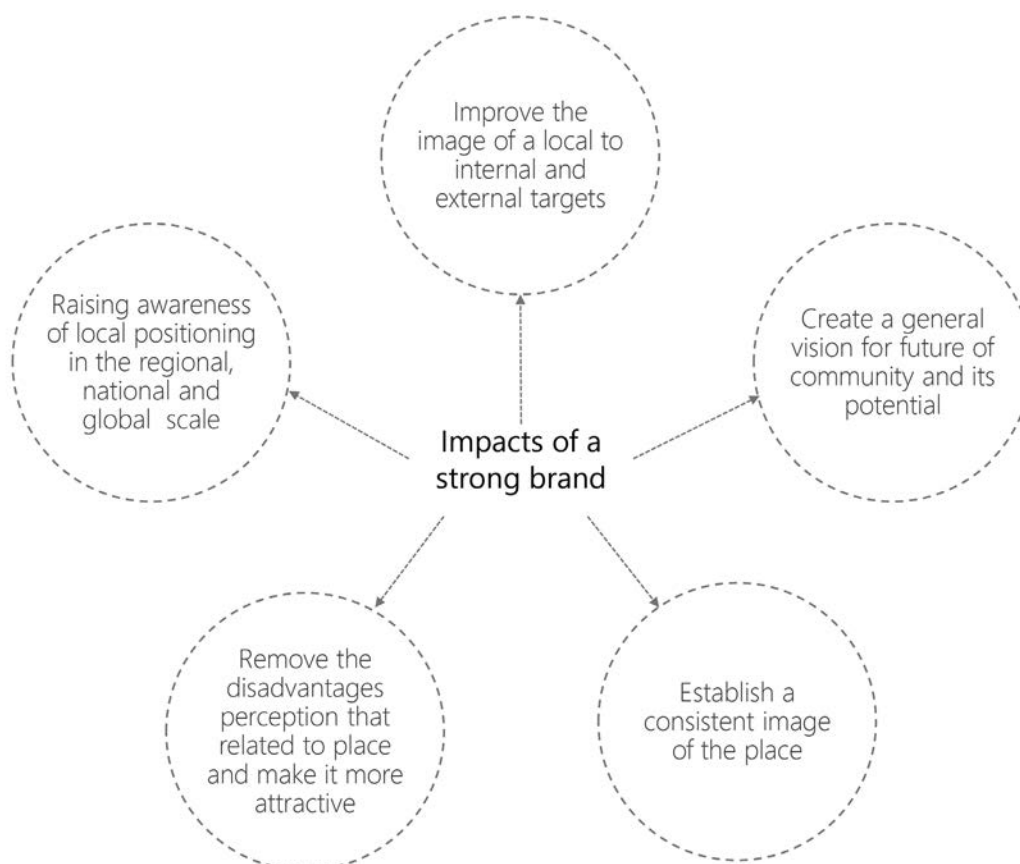


Figure 9: Impacts of a strong brand

Target groups of place branding, can be also understood as customers, are diverse and have different perspectives. These groups differ in both structures and needs. For example, tourists expect leisure time or cultural activities; residents look for a place to live that offer suitable environment; and investors are more concern about business opportunity. It is therefore necessary to consider target groups while branding a place. According to Kavaratzis et al. (2014), there are four defined general target groups, along with non-traditional ones, which are shown in table 2.

Visitors	Residents and Workers	Business and Industry	Non-traditional target groups
<ul style="list-style-type: none"> • Business tourists • Leisure tourists • ... 	<ul style="list-style-type: none"> • Creative class • Skilled workforce • Students • ... 	<ul style="list-style-type: none"> • Civil service • Investors • Companies • ... 	<ul style="list-style-type: none"> • Public opinion • Competing places • Creditor • Political agenda setting • ...

Table 2: Different target groups for place branding

Visitors are who stop at a place in purpose of sightseeing, vacation, business or visiting friends and relatives. For tourism purposes, branded places identify, differentiate itself from other places, create distinctive and attractive image to communicate with tourists. Second group are residences and workers who are living in the place, they are not only the most affected group from result of the brand, but also influence the process as they are part of the place and contribute directly to the characteristics of places. Investors and companies group help develop the place's economy by using and combining their effectively resources, intellect and technology with local resources. Last but not least, non-traditional target groups which include public opinion, competitors, creditors, place's employees, and public diplomacy. Even though this group also has strong impact on and from the brand, it has often been ignored and under evaluated (Kavaratzis et al., 2014). It is need to emphasize that, age groups also influence the place brand's value. A survey of city brands in Germany (Lebendige Stadt, 2013) illus-

trates that, from young people's point of view, Hamburg, Munich, Cologne and Berlin are four cities which have most attractive brand image in respective order. Whereas, Munich, Berlin and Dresden are cities that impress senior group. Therefore, depends on local characteristics and situation, target groups are propriety selected in order to maximize the outcome benefits.

2.3.4. Place branding components

Vuignier (2016) summarizes variety of specific topics related to place branding in literature in figure 10, which show a visual understanding of the term. From very narrow to very broad definition, and from strategic to operational/ concrete concept, topics are placed along two horizontal and vertical axes.

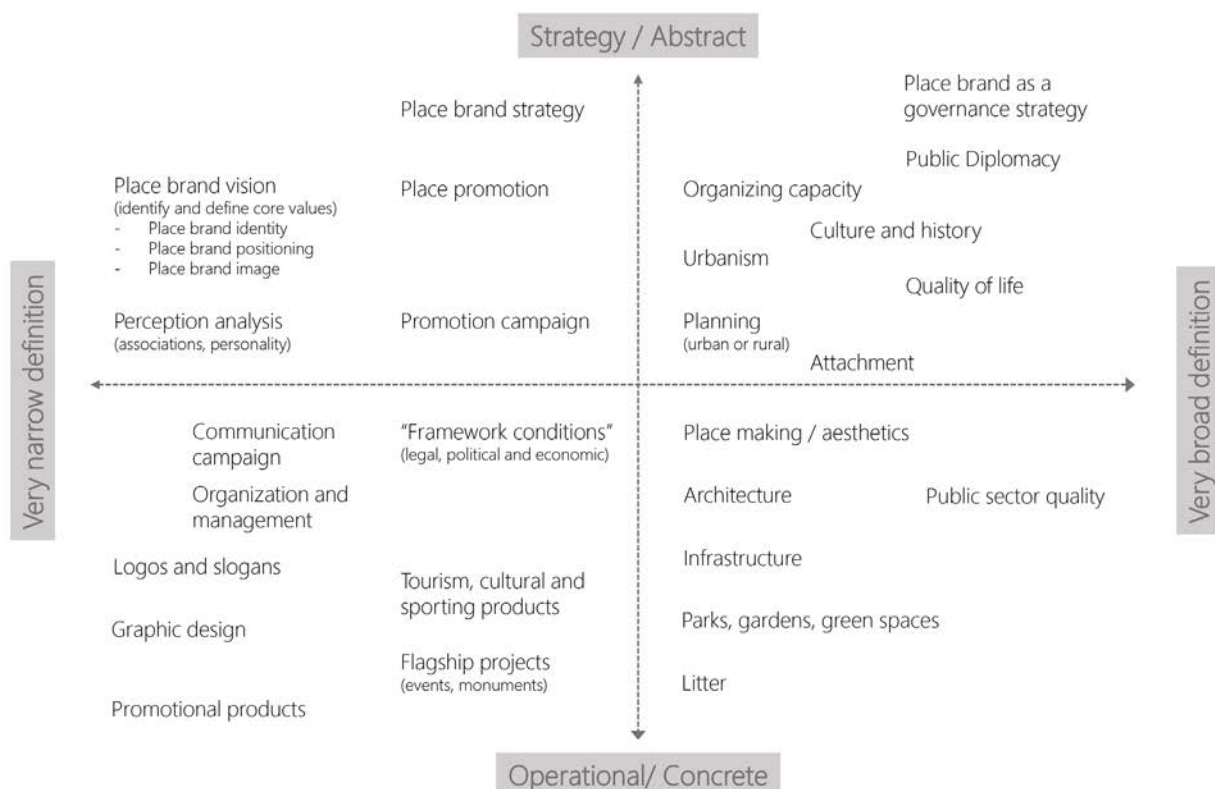


Figure 10: The diversity of place branding research

The figure demonstrates that, in a branding process, there are many components included, from tangible aspects to intangible perceptions. Place perception and place

brand vision which includes identity, positioning and image of brand are strategic aspect of the process. Organizational structure, communication campaigns and visual concepts such as logos and slogans, promotional products are more operational. The centre part of the figure, which concentrate more of place promotion more belong to narrow definition are promotion campaign, frame work conditions, tourism, cultural and sporting products, as well as events and monuments. Issues like landscapes, architecture and infrastructure or aesthetics making are also in centre part but moving toward broad concept, along with urbanism planning and organizing capacity, which are more of strategy. The right section points out very broad concepts and more relevant to public perspective of place branding such as public sector quality, public diplomacy, quality of life likewise culture and history of place. In general, place branding includes a wide variety of topics, from simple and tangible like logos and slogans to very abstract and broad like public diplomacy, which is considered “a near synonym of nation branding” (Viugnier, 2016, p 36).

2.3.5. Place branding strategy

Developing a branding strategy for a place means promoting the capacity of local, in order to deliver appropriate and appealing commitments to target groups. As declare by van Ham (2008), “Place branding goes beyond mere slogans or old-fashioned ad campaigns; it involves more than gloss or spin or the placing of a territory on the map as an attractive tourist destination”. Place branding refers to not just urban architecture with spectacular buildings, or the tangible material values, but rather to create intangible values which can deliver positive awareness of the place. Branding a place engages deeply with building and developing identity for that local. This process commit to advertising and promotion campaign, large-scale physical redevelopments, mega events, cultural regeneration and public-private partnerships (Hall and Hubbard, 1998). Unlike product branding, place branding is not a responsibility of any individual organization or being controlled by one central authority (van Ham, 2008). In contrast, that involves many stakeholder groups, to ensure multi-dimensional perspectives as well as the most

favourable approach. For this reason, branding strategy must be directed and supported by the authority power, with the aims of combining multiple agencies, units and related partners.

This term is also not only limited in the geographical border of the place, but requires that strategic vision which create benefits also for surrounding areas. It is thus important to take into account the general brand development strategy from regional or national scale. Additionally, that will also ensure the selected brand image will be unique, different, and does not overlap with others.

To start a branding strategy, Le (2015) emphasises that firstly the questions below must be answered:

- What are the strengths/ weakness of the place?
- What makes the place unique, valuable and attractive to different target groups?
- What will be the position of place in the region?
- How to transform this position into practice?
- What are the roles of related stakeholders?
- How to evaluate the effect of branding process?

2.3.6. Landscape architecture and place branding

In the context of this master thesis, there is a need to discuss the role of landscape architecture in place branding. As discussed in previous chapters, place brand phenomenon and its branding process are much related to communicating place's image with customers (target groups). There are many of literature works about relation of landscape and place, landscape architecture and place making, landscape design in socioeconomic context, place and brand, etc. However, how landscape design relates to place branding in particular has not often been investigated.

A definition of landscape has made by Mitchell (cited in Porter, 2016), that it is a combination of cultural meanings and values encodings with physical and multisensory environment, which is composed of earth, stone, vegetation, water, sky, sound and silence, light and darkness, and so on. Landscape design is art practices in combination of nature and culture, a “non-verbal means of communication” (Uhrig, 2012). These works creates physical and intangible values which have great impacts on not only environmental health but also social attitudes of people who visit the places (Meyer, 2008). Landscape shapes people’s first impression of places and works as the foundation for people and place communication (Campelo et al., 2009). Figure 11, which adapted from Kavaratzis (2004) will visualize the position of landscape architecture in place’s image communication. The author explained primary communication “relates to the communicative effects of a city’s actions, when communication is not the main goal of these actions”, while secondary communication is “the formal, intentional communication” and normally undergo marketing practices such as advertising, graphic design, etc. The figure shows that landscape strategy belongs to primary communication of place’s image, refers to the fields of urban and landscape design in general.

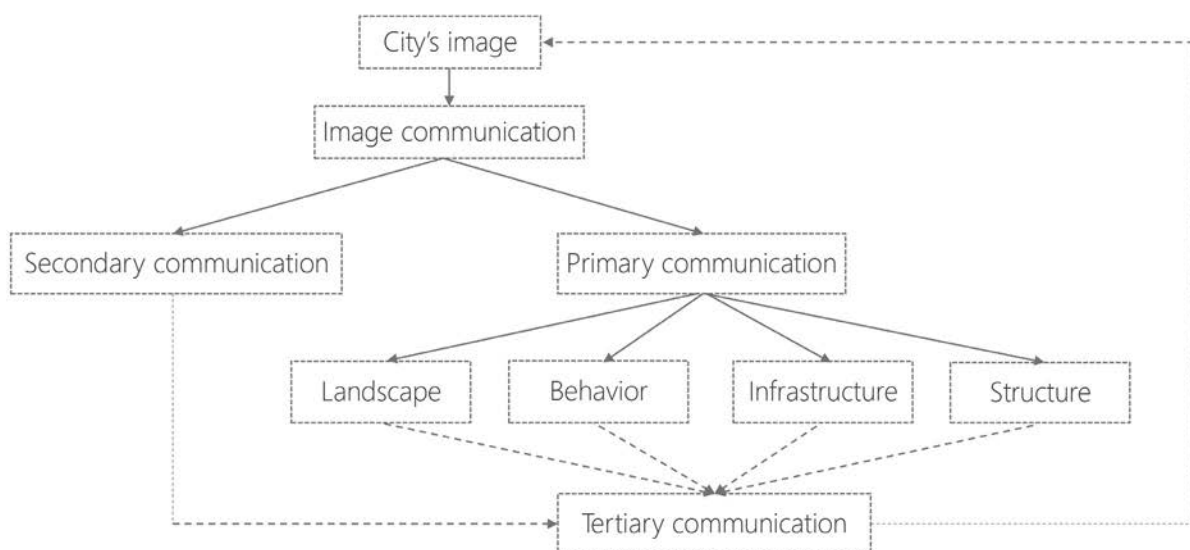


Figure 11: City image communication

Regarding to the more clarified connection of landscape architecture and place branding, Porter (2016) argues that landscape design is one of mediating tools which can complement or counteract branding processes, and “the activities of landscape architects and the places they design contribute to [this] ongoing cultural process, as do those of place branding consultants”. Applying landscape architecture/ architecture and urban design in city branding is called “hard-branding”, and is an important aspect in branding a place (Sarvari and Majedi, 2012).

2.4. Conclusion - The link between the research terms

According to Richardson and Nam (2014), there are two broad category of responses for shrinkage in the EU. On the one hand, it is counteracting shrinkage, to focus again on growth, which can be found especially in Central, Eastern and Southern Europe. On the other hand, cities and towns in the United Kingdom, Germany and the Netherlands tend to accept the shrinkage and stabilize the population rather than attract new people. In another words, they aim at improving the urban quality of life in their cities. In both approaches, place branding can play important role. In particular, focusing on promote the place image has been one of the most common measures to coping shrinkage in decades (Hospers, 2011). Confronting identity and branding issues and establishing a new vision of place is necessary when past economic activities have gone. As a tool to enhance competitiveness of a place in both economic and social concerns, focus on place branding strategy is a potential approach in dealing with shrinkage. A successful communication of locality’s attractiveness and distinctive features can seduce target groups to come and settle there. Furthermore, as argued by Richter (2013), place image is an endogenous potential to slow down shrinkage processes and improve the shrinking situation. With a bold image that expresses place’s identity, people are comparatively sedentary, and more committed to the local relations than place with less local characteristics. Therefore, a strong brand which can shape a positive and charming image of place is very powerful in acquiring inflow of tourism, and investment, hence improve local economy and become a potential destination for

new workers as well as citizens.

As reviewed in previous parts, to establish a strong brand, distinctiveness, and uniqueness of place have to be expressed and observed by target groups. The constructs that define sense of place need to be understood in order to develop a place brand that delivers both cultural and social values. This development demands deep understanding of distinctiveness and peculiarities of place to perform its complexity better. Since each place has its peculiar and unique sense, it need to be investigated to define brand meanings and representations. The exclusion of sense of place from branding strategy would result in an incompatible brand image with place identity.



Analytical study

Different reference cases were selected to achieve experience and understanding that can apply for the topic. The selection is determine depends on different aspects that similar to the topic. Three projects were chosen are (1) Eisleben – a shrinking city in eastern Germany; (2) Redesign Am Harras, dealing with traffic intersection; and (3) Market square and pedestrian zone in Meppen. These projects/ cases are all in Germany, which help to understand the standard and development trend in same country scale.

3.1. Luther city Eisleben

3.1.1. Context

Population:	1989	35.374
	2009	25.988
	2025 (Future prospect)	19.342

Municipal Area: 143,81 km²



Photo 5: Luther City Eisleben aerial photo

Eisleben is a town in Sachsen-Anhalt, Germany. The city has an official name 'Lutherstadt Eisleben', since it is well-known as the hometown of Martin Luther. The city has a history date back to the year 997, when it was first mentioned as a market called Islebia. Nowadays, the city offer unique attractions, which afford Luther's former life.

The population of Sachsen-Anhalt has declined continuously since 1950s. The trend was worsened after German reunification in 1989 and accelerated dramatically in a short period. It is forecasted that in 2040 the state will lose 50 percent of population compare to the year 1950 (IBA Sachsen-Anhalt, 2010).

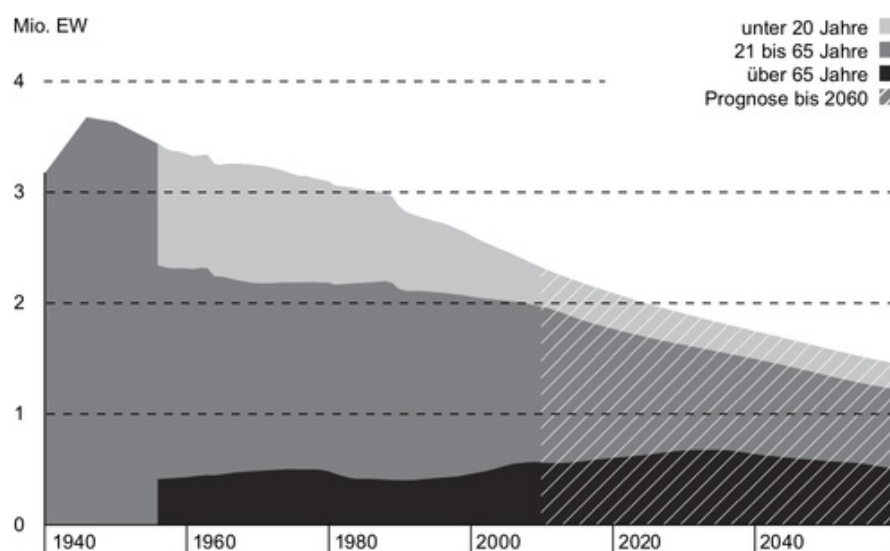


Figure 12: Sachsen Anhalt Population

Similar to many shrinking cities in the area, Eisleben also experiences empty housing, superfluous infrastructures and obsolete trading estates. Until 1990, Eisleben had primarily a mining town image. The collapse of mining industry led to a vacuum existence for years. The figure below shows that Eisleben had its peak population number in 1950, and since 1960s, the city population has been declining due to the decreasing birth rates and outward migration (Statistisches Landesamt Sachsen-Anhalt, 2016). The decline of population reflected in the housing vacancy levels. In 2005, 25 percent of buildings in the old town area were left empty. This situation not only represented a risk for the retention of Luther Memorials, but also altered the appearance of the old town.

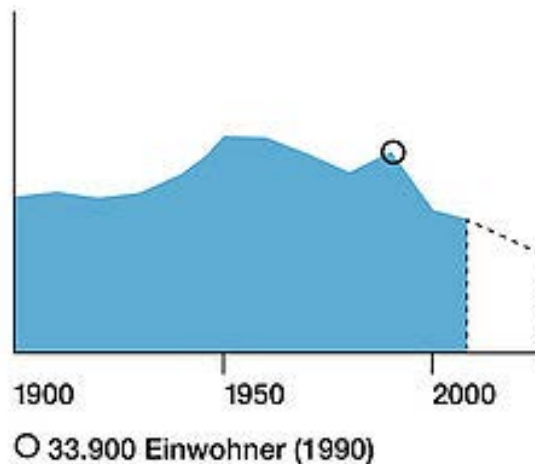


Figure 13: Luther city Eisleben population

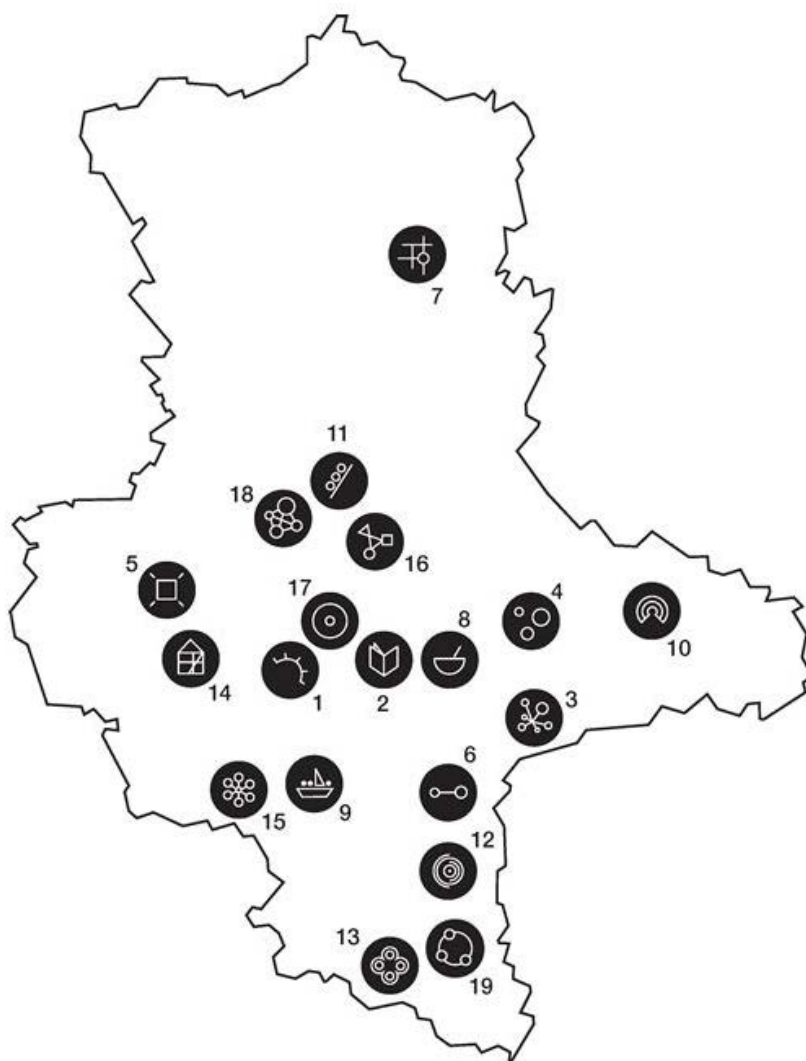
To deal with the situation, in 2002 the principles of International Building Exhibition Urban Redevelopment Sachsen-Anhalt 2010 (IBA Saxony-Anhalt 2010) had been prepared by the Bauhaus Dessau Foundation and the Sachsen-Anhalt State Development Company. The causes and consequences of population decrease were studied. After that, the possible approaches, interventions, and models for the affected towns were investigated. Alongside with other cities and towns in Sachsen-Anhalt, Eisleben was included in the project.

3.1.2. Branding efforts

In IBA Sachsen-Anhalt 2010, 19 cities and towns in the state have applied methods to develop specific concepts to realise their individual profiles. Figure 9 shows cities with different themes that revealed the achievable profile of a form of urban development, which “given the continued population decline and reduction in public funds, focuses on their inherent architectonic, cultural, social and economic resources” (IBA Sachsen-Anhalt, 2010).

Small and medium-sized cities with rich history and unique history city centre were focused in the IBA Urban Redevelopment 2010 in Sachsen-Anhalt. Historical characteristic of the city is an important resource that must be cultivated and developed. In Eisleben’s case, the promotion of historic legacy is focused, especially on Luther name.

'Common responsibility – Redeveloping Luther's Town' was an informal planning committee, which was founded in the context of IBA Urban Redevelopment 2010. This group consists of representatives from town, monument protection experts, planners, and owners of buildings/ lands in the affected area. Annual ideas and concepts workshop had been initiated. There are many places in the city that mark the life of Luther, including the houses where he was born and died – which are World Heritage sites since 1996, the church of Stetter and St. Paul where Luther was baptized, church St. Andrew – his final stage. The first innovative project was the birth house of Luther. This building was rebuilt and modified over years after a fire in 17th century that destroyed the original house. The historic building renovation was completed in 2007 and functions as a new exhibition building as well as visitors' centre.



IBA-Städte im Überblick

1. Aschersleben: From the Outside to the Inside – Focussing on the Centre
2. Bernburg (Saale): Generating a Future in Education – Learning at the Centre
3. Bitterfeld-Wolfen: Network Town
4. Dessau-Roßlau: Urban cores – Landscape Zones
5. Halberstadt: Cultivating Empty Space
6. Halle (Saale): Balancing Act: Dual City
7. Hansestadt Stendal: Central Town in a Rural Region
8. Köthen (Anhalt): Homoeopathy as a Development Force
9. Lutherstadt Eisleben: Common Responsibility – Redeveloping Luther's Town
10. Lutherstadt Wittenberg: Campus Wittenberg
11. Magdeburg: Living alongside and with the Elbe
12. Merseburg: New Milieus – New Opportunities
13. Naumburg (Saale): City Formation – Citizenry and Building Culture
14. Quedlinburg: Perspective: World Cultural Heritage
15. Sangerhausen: Rating – Livable Neighbourhoods
16. Schönebeck (Elbe): Seventeen Seventy-Four
17. Stäßfurt: Relinquishing the Old Centre
18. Wanzleben: Family Town
19. Weißenfels: A Time for Founders

Figure 14: 19 cities - 19 themes



Figure 15: Model Luther's birth house



Photo 6: Luther's birth house - exhibition centre

Furthermore, the redevelopment established the Luther Trail as a new identity element for the area. Based on new overall urban redevelopment plan, which integrates monument protection, the trail through the old town recreate the life of Luther in authentic and artistic way. It also offer solutions to deal with the question of combining history preservation and vacancy buildings in shrinking community.

Beside the renovation of buildings, landscape projects were also included in Luther Trail. Some example projects are 'Garden of Creation' (a garden with fruit trees replaced an abandoned site), 'Ohrenweide' site that shows the significance of Luther in developing German language, with sound interacted elements.

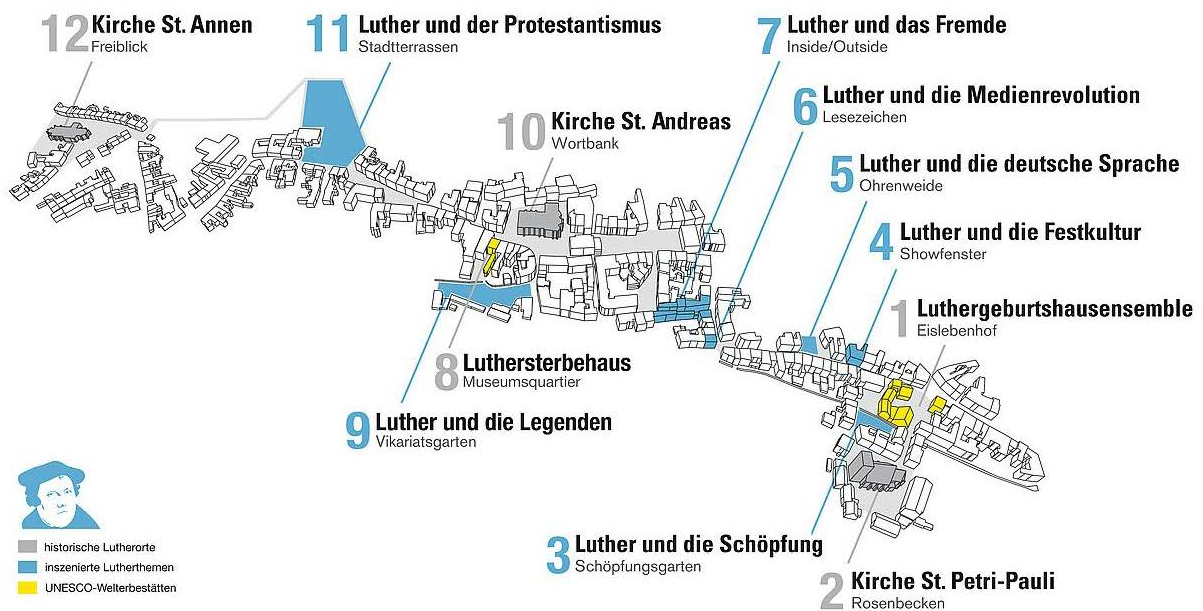


Figure 16: Luther trail



Photo 7, 8: Luther garden (left), Bench with Luther's citation (right)

3.1.3. Result

From the high vacancy level of the old town area, many buildings were replaced by parking spaces, open spaces. This are all concerning the wish of citizen, to improve the area to be a good place to live, with short distances. After the IBA project, the image of the town has improved significantly. In Eisleben's redevelopment strategy, Luther Memorials is the central task. The new profile is now created with Luther, an opportunity to increase tourism and finance, also a mean for citizen of Eisleben to identify their town.

The new Luther Trail created, which on the one hand strengthen the identity of Luther for the city, on the other hand combines history with urban redevelopment. The trail functions as an instrument to deal with difficult urban situation, as it gives the Luther-related themes to derelict plots and vacant buildings with artwork and landscape design. These new addresses not only contain narrative senses for tourists to discover, but also qualify the urban situation and have availability to be developed further. Furthermore, beside the image of Luther, the settlement structure of the city was also considered as a heritage value that important for the identity of Eisleben, as it implies the life of the town in the 16th to 18th centuries.

In addition, the project has involved festivals as a social force in urban redevelopment. Festivals here promote identification and play an important role in developing urban culture, and celebrate community spirit. For instance, the public Luther walk started first time in 2006 in the context of IBA walking tour has become a tradition on every last Sunday in August for the city.

In general, the IBA Urban Redevelopment 2010 developed a visionary approach to the phenomenon of shrinking cities. The project pursued a strategy that create proactive approach to the changes, innovative solutions to problem areas. In addition, the citizen's integration was taken into account in the necessary redevelopment processes. The project accepted shrinkage as a problem and guides the participating cities to fit into the transformation. It concentrated on sustainable perspectives rather than invest

in commercial exploitation. The redevelopment process was not only one of simple reconstruction, but the improvement of historic substance upon the actual shrinkage process. Not only new ideas, programmes and contents are generated, but also new functions. The place has been renovated to be more attractive and better exploited.



Photo 9: Luther walk in 2009, 500 participants

3.2. Redesign Am Harras, Munich

3.2.1. Overview

Location: Sendling, Munich

Project period: 2008-2014

Area: 10,000m²

Developer: City of Munich, represented by the Building Department

Designed by: bbz Landschaftsarchitektur



Photo 10: Am Harras aerial photo.

The aim of the re-design of the Harras was to transform a road crossroads into a city center with high quality of stay. For this purpose, an attractive public space with urban-functional qualities was created for the residents from an existing multi-lane traffic roundabout. To achieve this goal, the existing roundabout is replaced by a junction in the southern area of the Harras, the traffic areas were compressed to a minimum.

The Harras was divided into two areas, a spacious square in front of the foundational facades of the north side and a forecourt for the post office building. The new space on the north side undercores the important pedestrian relationship between S-Bahn in the Albert-Roßhaupter-Straße and the center Sendling in the northern Plinganserstraße.

The Harras is characterized by a light tree grove of the existing plane trees and selective additions. The plane trees are successively hitched to improve visual visibility and orientation. They mark the spatially uniform, slightly raised central space.

On the central square, two special seating elements and the Harras fountain, also with a seat border, form a spatial centre of gravity between the spacious event area around the subway entrance and the business zone with exterior gastronomy, which is located in front of the foundational facades.



Photo 11, 12: Am Harras before and after the redesign

3.2.2. Remarkable points

First of all, the project has transformed motorized area into public spaces with different usages. Traffic management on the HARRAS is combined in a three-armed node with light signal control. In this way, the confusing situation with the resolution into different partial nodes was simplified and spatially concentrated. The flow of traffic for the motorized individual traffic also corresponds to the traffic flow of the former traffic situation of the roundabout after the conversion. However, the quality and ratio of the traffic area to the pedestrian area has been reversed in favour of the area for visitors and residents: from 8.112 m² of traffic area to 5,734 m² of pedestrian space.

The reorganization of the subways leads to a simpler and more direct route. Connections and tunnels were cancelled in favour of the above-ground pedestrian guidance. The new spacious space allows easy direct access to the subway without having to cross the car route. The few necessary crossings for pedestrians are as short as possible and compactly summarized and the bus stops are in direct neighbourhood to the subway entrances.

A free and open design under the light green roof makes the important spatial relationships can be experienced and creates the visual connections between the functionally important facilities and partial areas of the total space. This brings the HARRAS a green, urban character and creates sufficient and high quality public space in this central location.

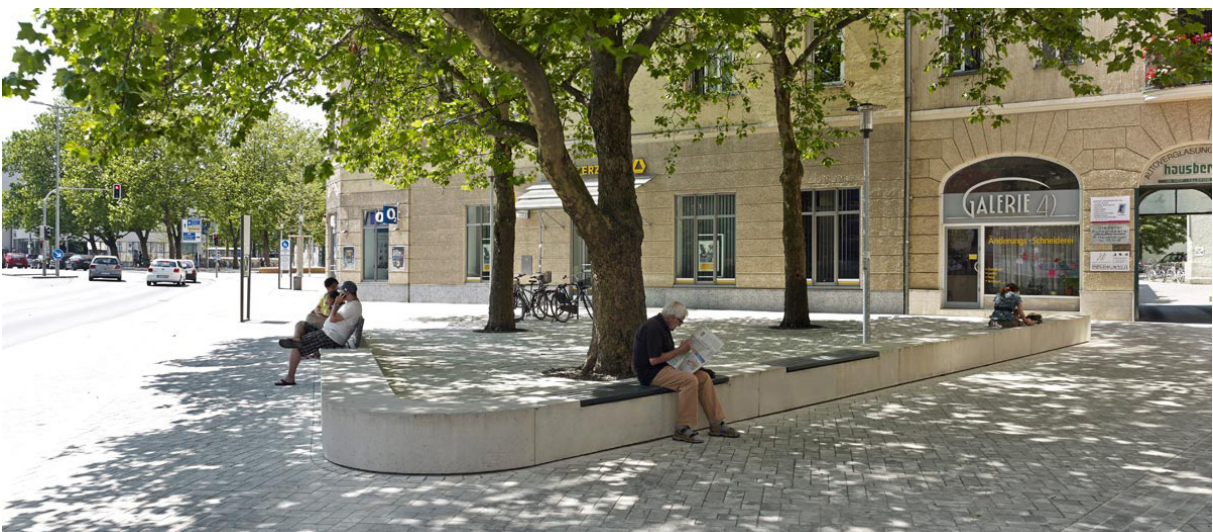


Photo 13, 14, 15: Images of Am Harras after redesign

3.3. Market square and pedestrian zone in Meppen

3.3.1. Overview

Location: Meppen, Lower Saxony

Project period: 2010 - 2013

Developer: City of Meppen

Designed by: Lohaus + Carl GmbH Landschaftsarchitekten + Stadtplaner

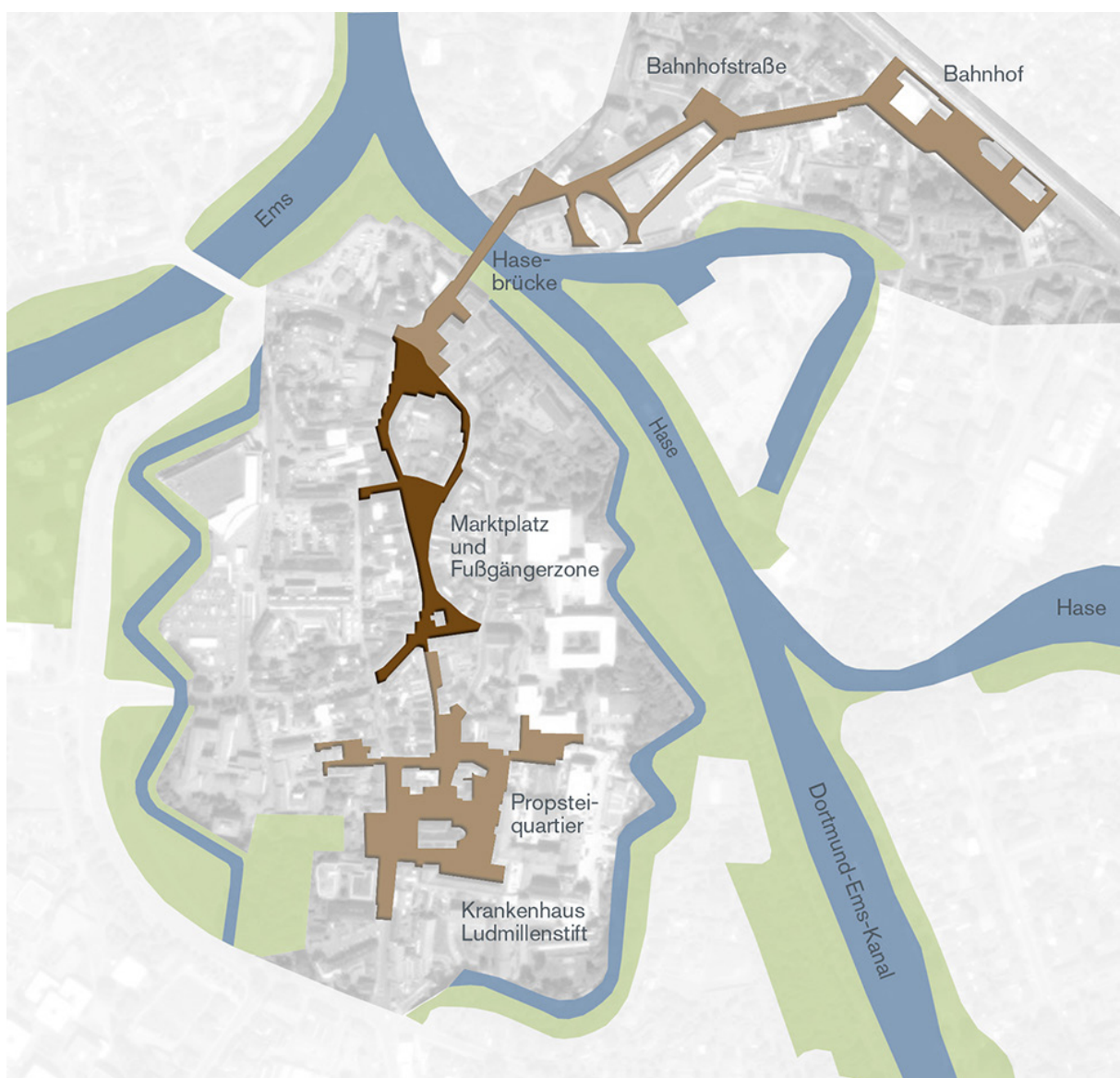


Figure 17: Overview plan of Meppen

The Meppen district of Lower Saxony (35,000 inhabitants) is characterized by a largely preserved medieval town outline, surrounded by a prominent green fortification at the confluence of Ems and Hase. The Emsland is a booming cycling holiday region, therefore the main goal of the new design is the tourism revaluation of the historic whole ensemble of the old town. Although Meppen is experiencing population growth through the immigration, a double number of over 65 year olds citizens is still forecasted in 2030. Thus, it was equally important to integrate the latest usage requirements for daily use and accessibility.

Accordingly, a concept has been developed for floor coverings, which not only takes into motor limitations, but also serves as an orientation and guidance system as a blind system. This concept, is also carried forward by the city of Meppen in further construction measures, so that a design and functional continuity to the station is ensured.



Figure 18: Master plan of Market Square

Photo 16, 17: Detail of barrier free paving

3.3.2. Remarkable points

The old town center of Meppen has exciting space sequences, which guide the visitor through wide and re-narrowed space, with Hasebrücke, Rathaus, Arenbergische Rentei, Gymnasialkirche and Propstei. The aim of the redevelopment of the marketplace and the pedestrian zone was to make this unique structure visible through simple and clear measures: floor covering based on Emsland tradition brick material.

The clinker surface is divided by concrete strips of sandstone color, which are similar to the building facades and the historical streets. They emphasize the unique curving contours of the spaces and at the same time serve as guidelines for people with limitations of vision.

The perceptibility of visually restricted people is achieved by the luminance contrast of the materials used in the dry and moist state of at least 0.4, which allows a contrasting look. Due to the discreet but clear zoning, the spacious center is free and can be used temporarily for markets or events.



Photo 18: Top view of the square



Photo 19: Bricks from the historical buildings to the square material.

3.4. Conclusion

The cases studies above have brought many valuable lessons to the project. First of all, as a small shrinking town, Glauchau can reference to the strategy of Eisleben Lütcherstadt in renovating city centre to represent its identities. The important name of the city like Agricola, or important landmarks can create a “theme” for the city. To achieve this, it is necessary to incorporate with other cities/ towns in the regions, in order to create a general development of the areas. To improve the complexity of traffic situation at some important traffic nodes in Glauchau, it is possible to refer to the project Harras in Munich with the redesign and renovated the traffic area, turned it in to usable places for pedestrian and human interaction. Whereas, Meppen with a similar structure of axis from train station to city centres, can be an example for designing the pedestrian area and connecting public spaces.

However, it is necessary to consider the specific situation of Glauchau, with its differences about city structures, role in regional area, and economic condition, in order to establish a sufficient developing plan and public spaces design.



4 Practical study

4.1. Context

4.1.1. Motivation of choosing Glauchau

Glauchau is a town-city located in western Saxony approximately 20 kilometers west of Chemnitz and 13 kilometres north of neighbouring Zwickau.

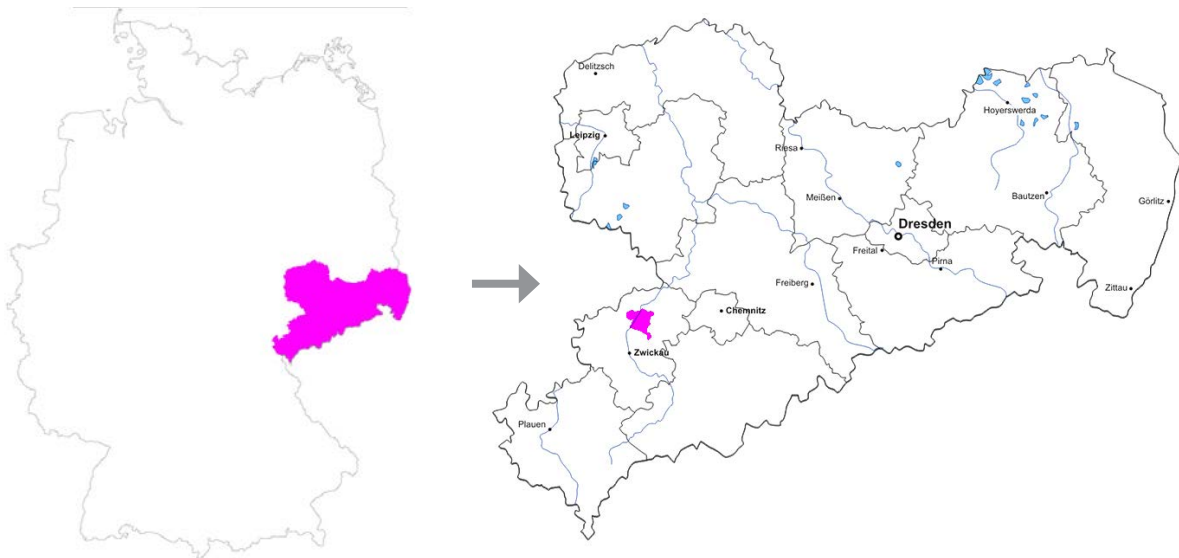


Figure 20: Location of Sachsen-Anhalt and city of Glauchau

The city of Glauchau was chosen as a case to do the research due to some reasons. Firstly, it is a typical shrinking city in the eastern Germany which is struggling with its annual population lost and decrease economic growth. As almost everywhere in Sachsen, the industrial revolution began in Glauchau in the middle of the 19th century. During this time, Glauchau developed as a textile industry and experienced an economic booming and become the fifth biggest city in Sachsen. This led to the sharp growth of number of inhabitants, as it increased from 6.296 in 1834 to the peak of 35.387 in 1950 (Computerdienstleistungen). However, since 1950, the population has steadily declined. After the Germany reunification in 1990, as well as many other cities in Germany, especially in the eastern part, the city had faced the shrinkage problem and has shrunk from about 29.500 by about a fifth (Statistical Office, 2014). Glauchau's population has declined annually and the trend is forecasted to continue.

Secondly, the city has attempted to apply for hosting the Saxony State Garden Show event (Landesgartenschau) but still has not meet any success. The nearest application, which was summited for State Garden Show in 2022 intends to show garden culture and landscape design on the slope of the river valley of Zwickau. The focus is also on park design and contemporary horticulture in a historic ambience on the slope of the Glauchau castles. Besides Glauchau, this year there are Torgau, Zwickau and Zwönitz also submitted applications for the event. In a case of successful application, this would be a great chance for the city to promote its image to visitors, and creates positive effects on tourism and economy. On another hand, without the garden event, a strong city brand is still necessary to enhance the competitiveness of the area, to reduce out-flow migration and to seduce target groups.

Last but not least, to gain reputation and compete with other areas in the region, there is no particular brand for the city. A flag and some city 'names' are existing, but they are quite flat and similar to many cities, as well as do not represent the coherent identity of the city. Furthermore, from the first impression, the city appears non-specifically, and quite characterless.

A strategy to establish an attractive, communicative image for the city is therefore not only necessary for the city, but also contributes to the common development of the region.

4.1.2 Focusing area selection

The inner city and train station quality could be considered as a key value of city image. In small cities of Germany, city centre is often the core developed during history. Many historical, cultural and political addresses are located in and around city centre. Meanwhile, the train station area is the first public space people can approach when travel by rail. This is the place will shape the first impression of the city, especially for new visitors.

The design area is therefore selected and framed as shown in figure 20. It includes public spaces of the train station forecourt, the south area of the station and its surroundings, the station park, Scherberg square area and the along Otto-Schimmel street leading to city centres.

Since 2016, this area has been part of social promotion program "Social City" (SSP). The aim of the SSP program is to stabilize and upgrade urban and local districts, where considerable social grievances are associated with economic and urban problems. Nevertheless, there is no development plan and no concrete action plans for the railway station environment. The city is looking for an investor for the vacant buildings, which formerly used commercially by the textile industry along the Otto-Schimmel Street (bdla, 2016)

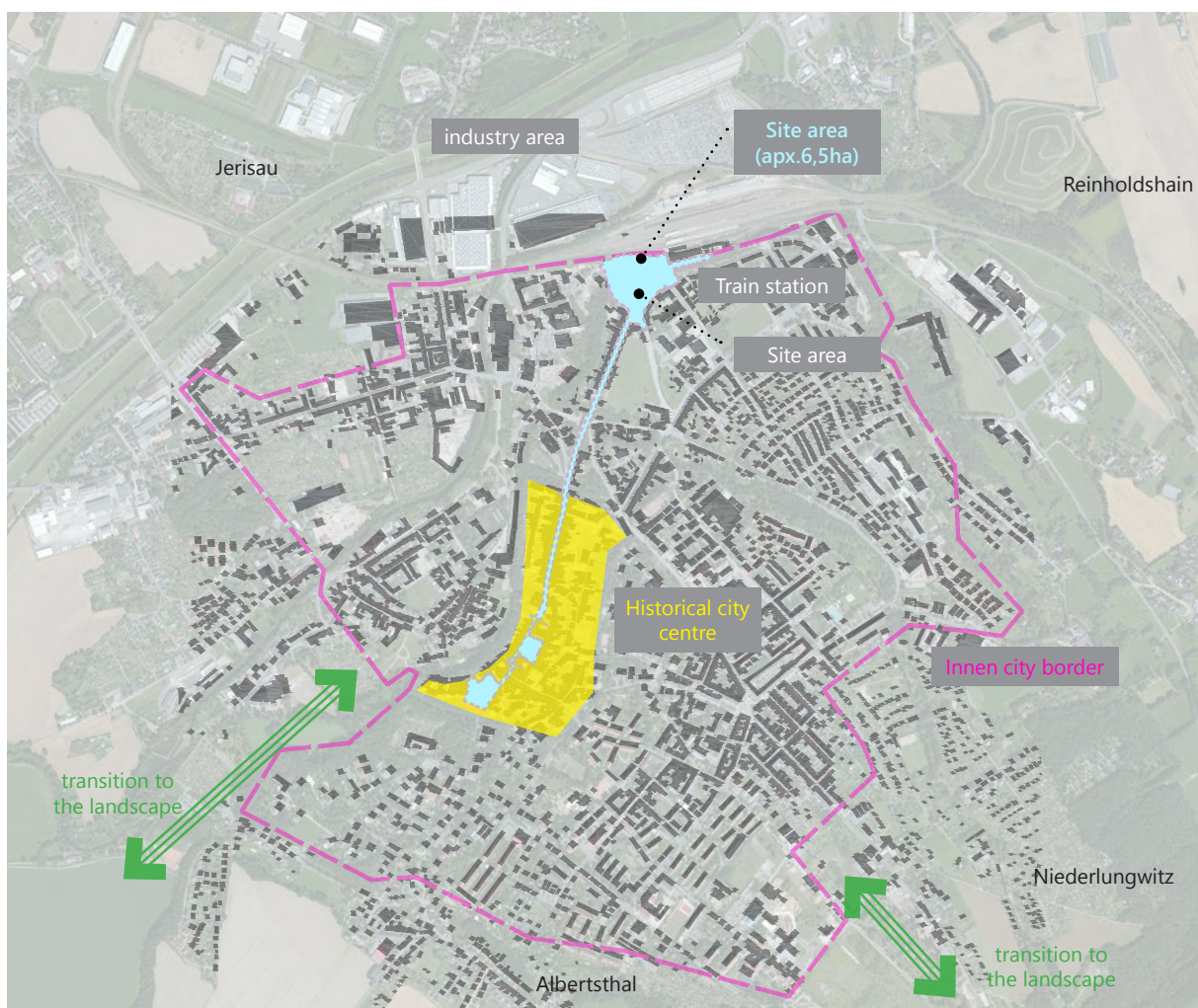


Figure 20: Overview plan

According to the Integrated Development Concept INSEK Glauchau 2030+ (INSEK), this is one of the main focusing development areas of the city. The station area in connection with the station park play a role as a 'gate' to the city centre. This area is a mobility station, where all different types of mobility meet, including train, regional and city bus, car and taxi operation, bicycle route as well as pedestrians. Public spaces at train station and the station park have potential to offer a quality space for social participation and exchange for not only visitors, commuters but also residents living around the area. Otto-Schimmel Street and Leipziger Street thereafter form an axis to city centre. While Leipziger Street is the pedestrian zone and shopping centre of the city, Otto-Schimmel Street starts the development axis railway station – pedestrian zone – and the castle.

However, the current environment of this important area is quite unstructured and somewhat obscure. The station area has not created a proper welcome environment, nor expresses local identity to citizens and visitors. Except from its ecological and open space – related qualities, the station park does not provide explicit offers for stay and leisure time, which is necessary for railway users, and residents living in the area. There is a need to reorganize the outdoor and traffic areas, in order to improve the amenity value and mobility interface.

4.2. Overview of Glauchau

4.2.1. History and development

It was first documented as a city about 760 years ago. Since the time, Glauchau has been dwelling through the regional history. In between, there were always a few city fires, followed by the obligatory reconstruction, which formed the city's nowadays appearance. The starting point for the formation was the castle, which was built from fortification grounds on a mountain spur between 1170 and 1180. At their feet of the castle arouse a historical settlement. The inner city and the suburbs were planned foundation and its expansion was completed in the late 15th century. This part of the city

encompasses the old city centre, with the market square as the heart of inner city. From the 15th century formed the cloth weavers and shoemakers first guilds and corporations, and followed by other handicrafts from the 16th century, which was decisive for the urban development. At the beginning of the 17th century, Glauchau's path was paved further from the rural town to the trading and commercial area in the city (Stadtverwaltung Glauchau, 2015). The irregular road course documented the gradual emergence of this 'suburbium' and therefore is characteristic of historical settlements (Hauelsen, 2011).

Until 1712, the Schönburg Glauchau was a small country town with around 1,500 inhabitants (Stadtwerke Glauchau Dienstleistungsgesellschaft, 2016). The city wall had Middle gate before Nikolai Bridge, Upper gate which was between Kirchgasse and Zwinger, and the Mühl gate on the Schlossberg. Added to this were the Lange Vorstadt (now is Leipziger street), the Oberstadt and the settlement on the Wehrdigt.

In the middle of the 19th century, industrialization began in Glauchau with the first spinning machines was built in 1824, and gradually transformed the city to an industrial city (Stadtverwaltung Glauchau, 2015). In 1880, 83 manufactures had been established in Glauchau. The blooming economic led to the number of inhabitants rose five fold, changes in the townscape through new streets appearance with multi-storey houses and shops on the ground floor, and the arrival of suburb area (a mixture of residential and industrial areas). In the southern outskirts of Glauchau, a villa quarter was built at the time by the establishment of textile manufacturers and entrepreneurs, whose buildings today still exude a special appeal as monument objects.

In the second half of the 19th century, when the Gründel area were laid out and further developed, Glauchau received the nickname of 'garden city'. After the World War I, along with modern dwelling-houses, many parks and green areas has been formed, like the Rosarium, the Bürgerpark, the Oswald-Seyfert Park at the rail way station and the Stausee area. Many landmarks, infrastructural changes and well-known buildings

in Glauchau were built at the end of the 19th to early 20th century, included the Bismarck tower, post office, new train station, the Agricola high school, and the Scherberg Bridge, which is an important link between the inner-city and the Scherberg area (Stadtverwaltung Glauchau, 2015). After the end of the Second World War, the industry was on the ground and the economic development was to be promoted. The focus of the production program in industry, metallurgy, agriculture and transport was laid down in economic plans.

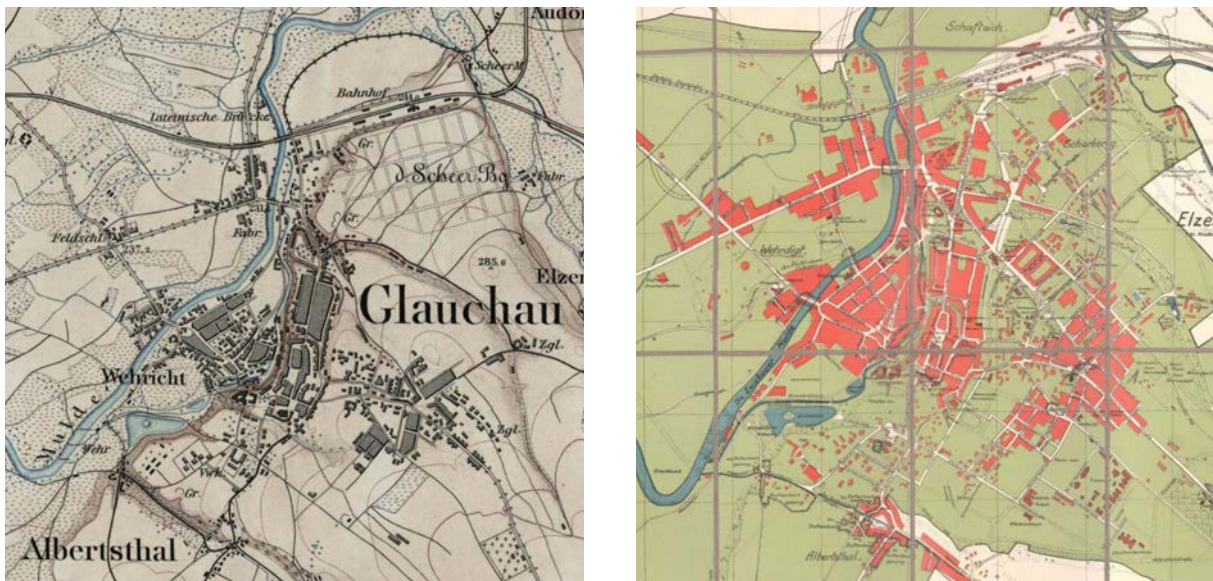


Figure 21, 22: Maps of Glauchau in 1879 (left), 1926 (right)

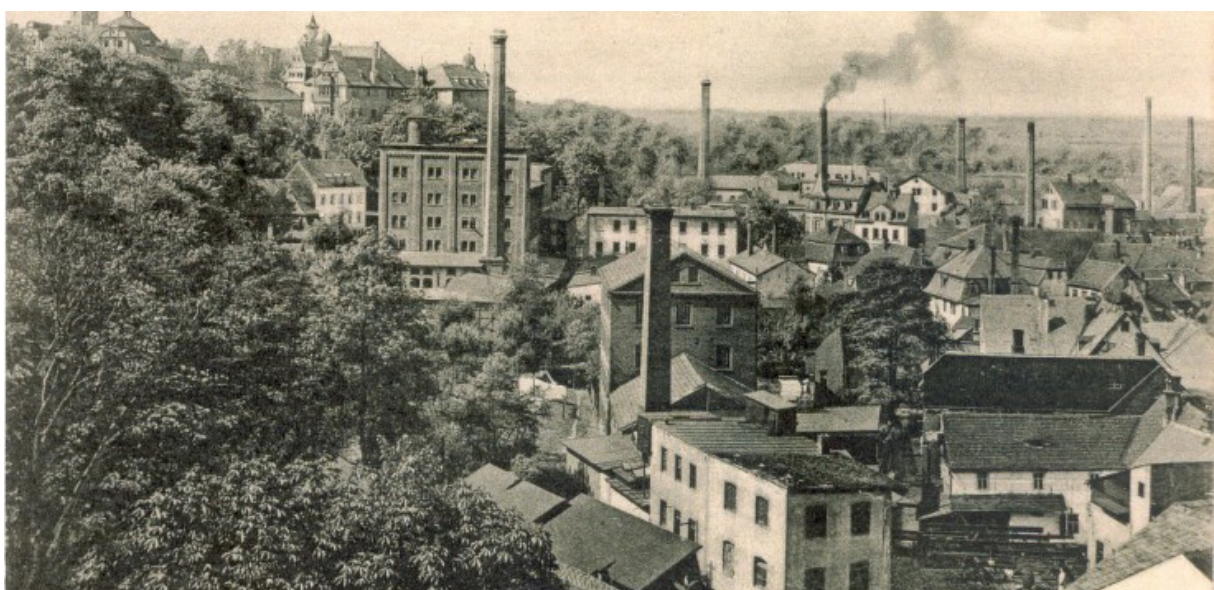


Photo 20: View of Glauchau's castle and industry city

The structural change introduced after 1990 and the associated decline in the textile industry led to the almost complete disappearance of industrial identity, especially with regard to the textile industry. Numerous industrial areas lost their function, were demolished or permanently empty. This development is symbolic of the transformation of the economic and industrial structure, which is also reflected in the cityscape. New industrial and commercial areas were identified in north and east of the city, as well as on the former spinning mill area. Many old industrial facilities were demolished in the urban area. After the collapse of the textile industry, which was once characteristic of Glauchau, new factories emerged, especially in the automotive supply industry.

The demolition of dilapidated dwelling-houses led to gaps in the formerly closed streets. On the other hand, major redevelopment projects in road construction, drinking water and sewage supply improved the urban infrastructure enormously.

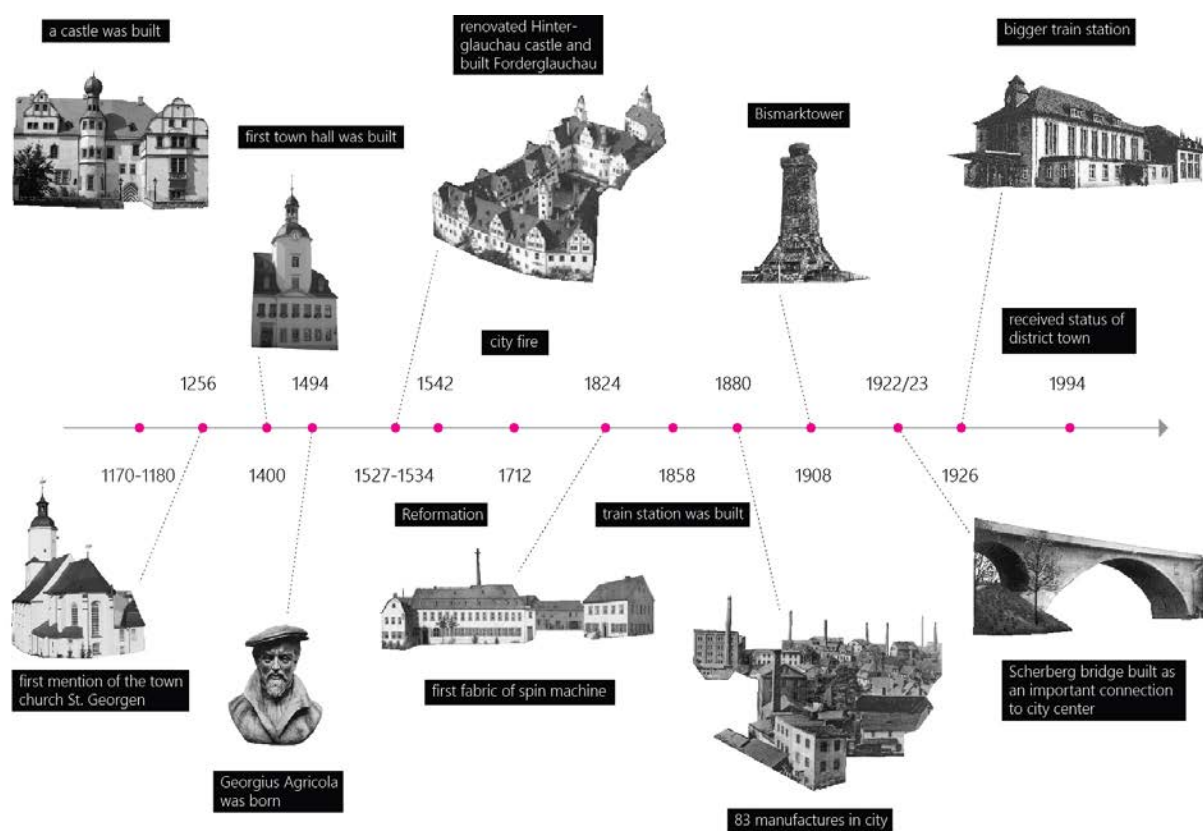


Figure 23: Glauchau's history timeline

4.2.2. Topography

Glauchau has a unique topography. It had been called 'the city on seven hills', a certain pride arose among the citizens, as the same reputation of Jerusalem, Paris, Meissen or Bamberg, which also developed on seven hills (Hauelsen, 2005). The hills that are foundation of Glauchau are Scherberg, Töpferberg, Niklasberg, Stadtberg, Kupferberg, Gründelberg, and Schlossberg – on which the double castle were erected to have overlooking view over the river and regions to the south. Even though the agricultural community has mainly developed alongside Mulde River and in the valley, its commercial area and important historic landmarks are on the elevated topography part.

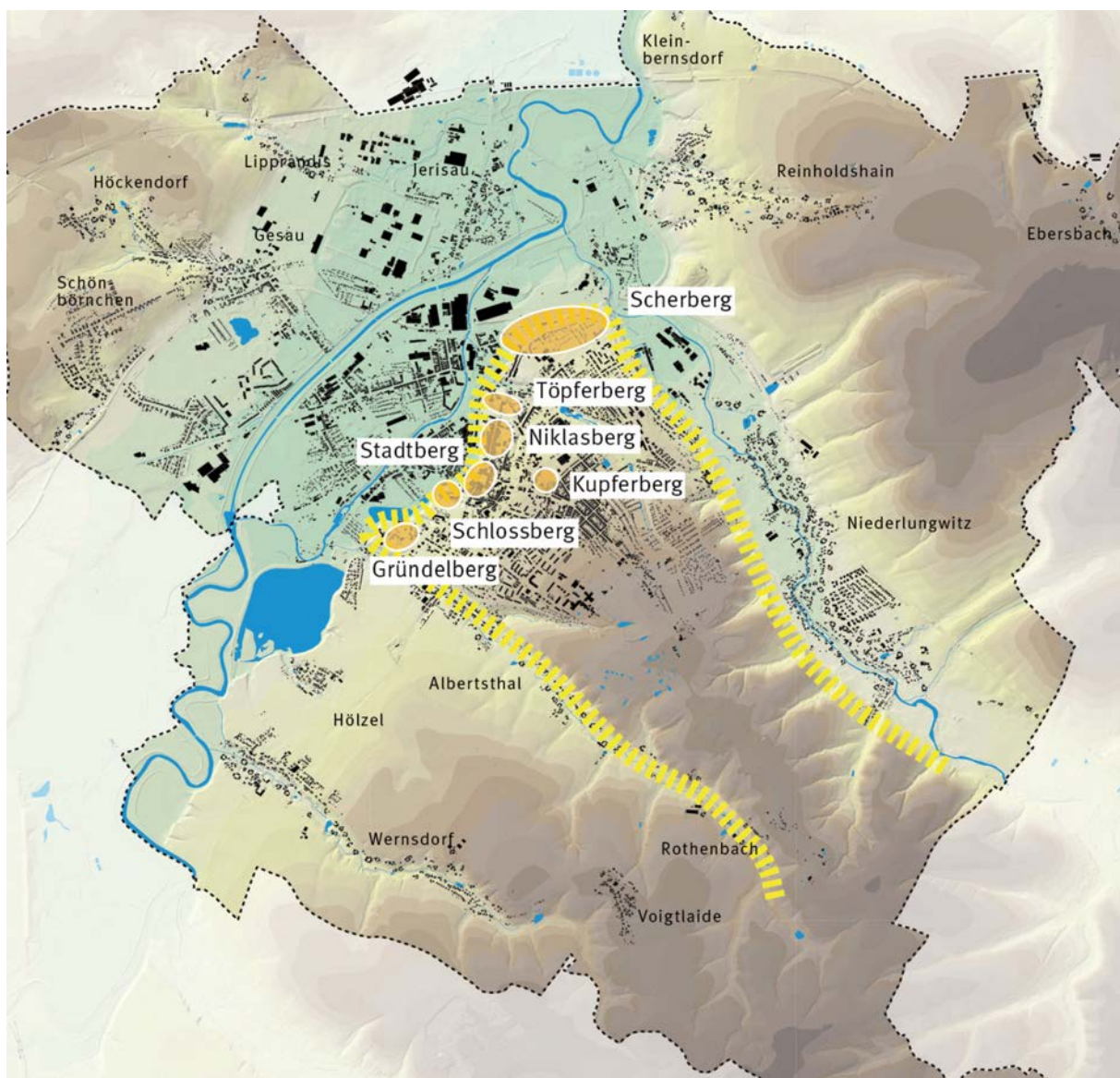


Figure 24: Glauchau's morphology

4.2.3. Spatial structure

The topography condition leads to considerable differences in height between the city districts and to a subdivision of the core city in the lower, middle and upper town. The slope structure, stretches over wide areas of the core city, is also an important element for the appearance of Glauchau as well as for the structuring of the city.

Different types of urban structure were developed, depending on the urban architectural concepts of different eras, and functional location of the individual quarters. The urban development of the historical core city with mainly traditional block structures, especially the city centre is the most densely populated. Building density loosens in the direction of the settlement edge where there are single-family districts, village locations, and scattered settlements. The industrial sites are located in the north and east of the core city.

4.2.4. Landscape and open space structure

a. Green areas

The natural conditions of topography and water flows in and around the city give Glauchau its characteristic feature of city landscape. The Zwickauer Mulde and several streams meander through the city. Glauchau once had a reputation as a 'Gartenstadt' (Hauelsen, 2000), in which the heritage of greenery from the early period and the following years still enriches the urban area.

The inhabitants benefit from the numerous natural spaces, parks, town centres, small gardens, playgrounds and other green steps in the residential area. Furthermore, there are valuable forest, as well as landscape protection and nature protection areas, which are located in the border of the city. All these surfaces form the open space framework and are important factors for Glauchau's city and life quality. In addition, the dimensions and nature of these areas are relevant to the image and identity of the city.

The multi-faceted urban landscape assumes, as required, the functions of a buffer, condenser, or catalyst for a positive development of transformation sites (e.g., commercial brownfields, backwater surfaces). These form an important resource for measures to improve environmental and climate protection, as well as to adapt to the challenges of climate change (fresh air cutting, avoiding heat sinks, generation of renewable energies) and thereby expand the existing urban landscape spatially and qualitatively.

b. Squares

Squares are mostly centrally located in the city area and are surrounded by representative or public buildings. As open spaces of public life, they usually offer the quality of life for residents as well as for guests of the city. They are space-shaping elements of urban planning and contribute significantly to urban design and its perception. The market, castle and church square are part of this open space typology. These places are located in the historical core city. Also important is the place north of the Reservoir. It functions as a place for festivals and events, which are visited every year by thousands of visitors (INSEK).

c. Playgrounds and youth leisure areas

Playgrounds are important open spaces, not only for children but also for adolescents. They are located in the housing areas and form essential places for social interaction. In Glauchau, there are 24 municipal playgrounds. The appropriate condition and the city-wide distribution of these playgrounds ensure a good playground supply in the residential area of the local residential areas.

There are also sport spaces like a bike crossroad track in Bahnhof Street and a skate park near Staussee.

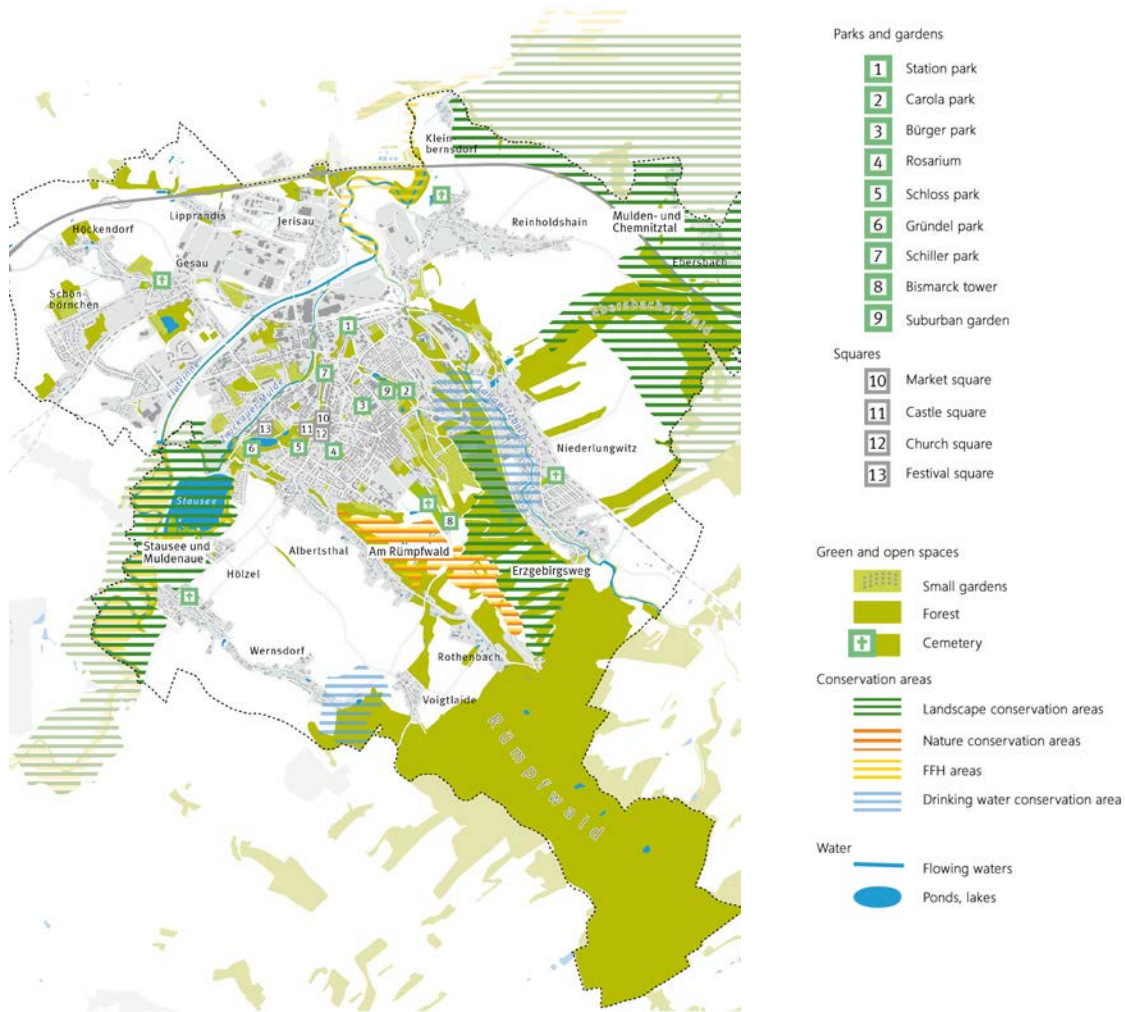


Figure 25: Glauchau greenscape and waterscape

4.2.5. Waterscape

Zwickauer Mulder, Flutrinne and Lungwitzbach are primary water system and also the main rivers of the city. They cover a total length of approximately 105km and are legally own by the Free State of Saxony (INSEK). The northern area between the industrial area Glauchau Nordwest and the industrial area Reinholdshain, as well as large parts along the Lungwitzbach are floodplains affected by these rivers. Secondary water sources are three streams: the Rothen, the Ebers, and the Wernsdorfer. In the city area, there are about 144 ground water bodies, including the Stausee and the Gründelteich (INSEK). For the population of Glauchau, the waters and the watery natural areas are important areas for leisure and recreation.

4.2.6 Traffic network

The urban area is connected with numerous federal, state, and district roads as well as municipal roads. In the inner city area there is a town ring, which is composed of Aue street, Tals street, AugustBebel street, Pestalozzi street, Wettiner street, Heinrich street, Plantagen street, Albersthaler street, Wehr street, and Meeraner street. This ring connects the upper and lower parts of the city, which are separated by the topography difference.

Public transport system in Glauchau contributes to the mobility of the inhabitants and forms an alternative to motorized private transport. In the district of Zwickau, regional transport Westsachsen GmbH (RVW) provides a comprehensive public transport service in cooperation with local municipalities. In Glauchau, two city buses and eight regional bus lines open up the entire urban area. There are also 23 school bus lines in the network, including a total of six lines connecting the city with surrounding neighbouring communities. The regional bus lines link the villages to the core town as well as the neighbouring municipalities of Meerane, Crimmitschau, Zwickau, Thurm, Lichtenstein, Waldenburg and Penig. The railway station Glauchau forms a junction in the local public transport network. Here, the bus is connected to the regional train service of Deutsche Bahn.

The map of cycling route shows that, besides the main tourist routes, which are also used for daily and recreational cycling, there are partly combined cycle and walkways in the urban area and few separate cycle paths. In general, the naturally attractive location offers interesting routes along the waterways (Mulderadweg and route guidance at the Lungwitzbach) as well as through the green recreation areas (for example, Rümpfwald, landscape protection area). Between the individual districts can be used field roads off the main roads.

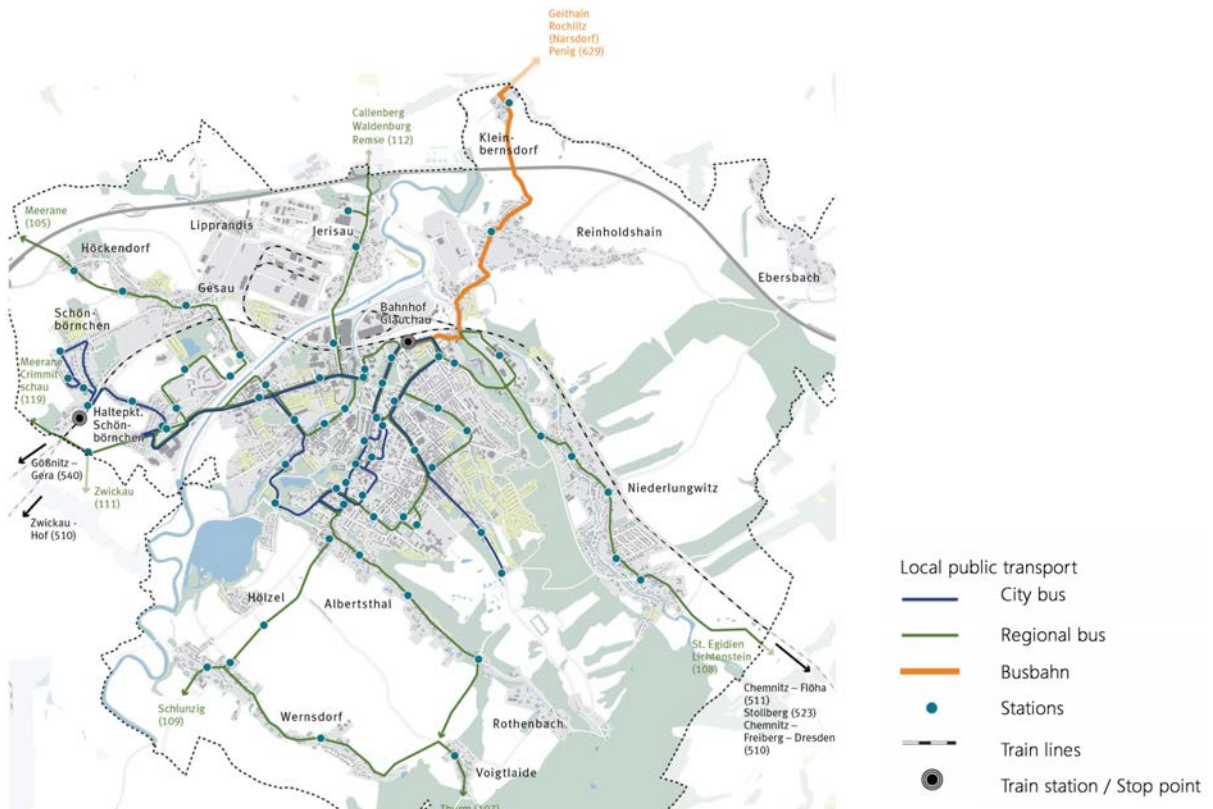


Figure 26: Public transport map

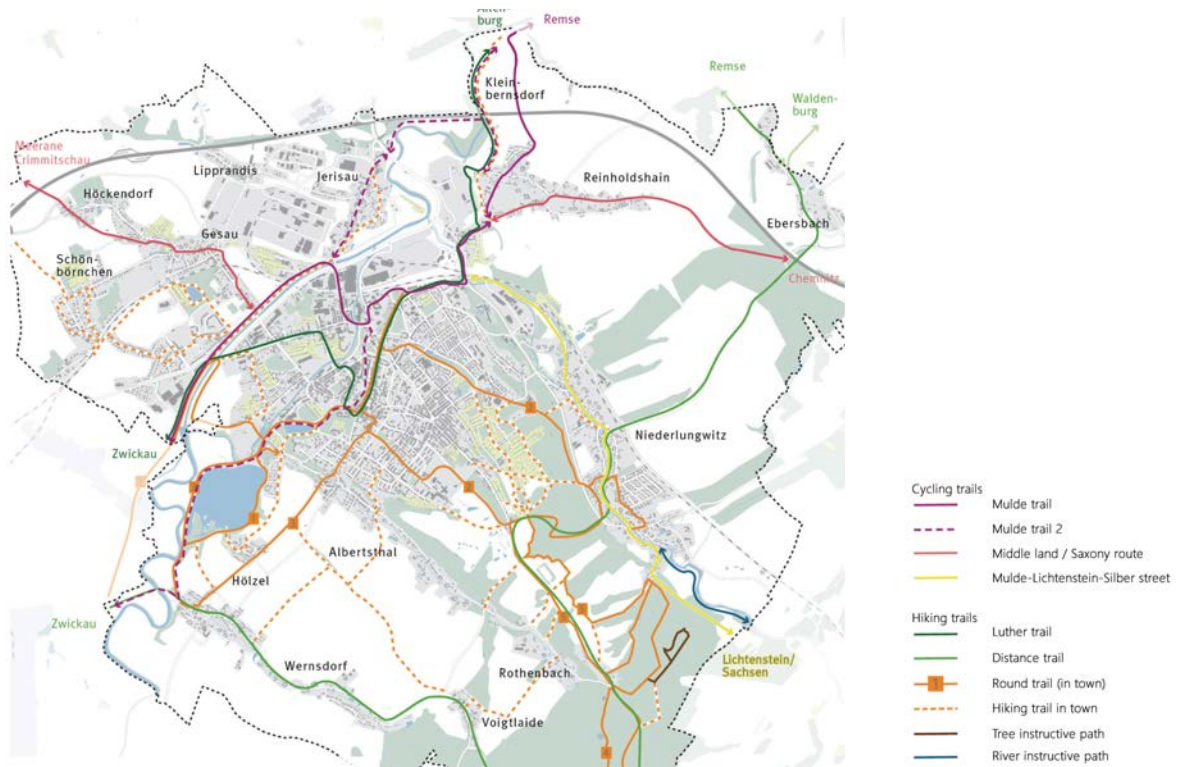


Figure 27: Hiking and cycling routes

4.2.7. City landmarks

a. Market square and town hall

The square was built in the middle of the 13th century according to the historical town plan. It is a rectangle square with four access streets. The alleys were laid out so that the market looks like a large hall. However the view into access alleys is obstructed by building arrangement. The market architecture belongs to the architectural features of this era. After several town fires the market square around 1816 got its present appearance, which is characterized by architecturally very valuable historical buildings.

Direct connected to the market square is the town hall, which is one of the most architecturally valuable buildings in the city.

A fountain is located in the market square, which was donated in 2001 by the Aachener Hans Lorenz and created by Bonifatius Stirnberg from Aachen. As in the past, a beautiful fountain is once again adorning the market square. This bronze-painted fountain tells parts of the city's history. Glauchau was the town of the cloth makers and later a centre of the textile industry. For this purpose the weaver stands by the handloom. The market woman symbolizes the market driving and the trade in the city. The playing children imply the past, present, and future life. All the figures of the fountain are movable, hence encourage people interaction and experience.



Photo 21, 22: Market square with townhall (left), and fountain on Market square

c. St. Georgen church

The church situated in the city centre, was first mentioned in 1256. After the city fire in 1712, the new church was built in 1728, integrated part of the old one. Count Otto Ernst von Schönburg donated the elaborate altar made of sandstone in 1728. Epitaph, pulpit and baptismal font were donations of Glauchauer personalities from the construction period. The Gothic carvings still date from the burnt church. From 1930, a historical Silbermann organ were rical Silbermann organ was consecrated in the church, and becomes a proudly object of Glauchauer.



Photo 23: St. Georgen Church

d. The double castle

The Hinterglauchau castle was built from 1170 to 1180, and was converted into late Gothic style between 1470 and 1485. The Forderglauchau castle was established between 1527 and 1534, which is considered as an early Renaissance building in central Germany. During the same period Hinterglauchau was rebuilt in Renaissance style. In April 1945, burned by shelling from the western part of the south wing of the castle Forderglauchau. Today the double castle houses a local history museum, an art collection, a library, music classes and a gallery.



Photo 24: The double castle

e. Villa quarter

Since 1991, villa quarter with park and enclosure (Villenviertelarchitektur mit Park und Einfriedung) has been concerned by Saxony state to conserve and historically appropriate renovate. Away from the industrial plants with its industrial exhaust gases, the villa quarter was built in a scenic location near the castle park. The immediate proximity to the old town and its proximity to the castle grounds, as well as the presence of old roads and paths to the nearby villages, favoured the location of the villa district, as this district corresponded to the need of the prosperous bourgeoisie for life in the countryside and in nature.

The villa quarter consists of more than thirty splendid villas, which were built within a few decades in two phases: from 1865 to 1875, and 1885 to 1895. In 1900, construction activity within the villa quarter was essentially completed. Many were built in the style of Historicism (Lossow's Villa, Clementinenstraße 8), the Italian Renaissance (Hellmich-Villa, Friedrich-Ebert-Straße), Jugendstil and Classicism (Bößneck Villa, Friedrich-

Ebert 5b). It was then fashionable to have exotic plants. The magnificently blossoming magnolia from Asia could be found almost in every Villengarten. Today there are still some beautiful specimens.

The Glauchau villa area, which was spared from destruction in the Second World War, is characterized by high authenticity and a particularly prominent architectural-artistic significance.



Photo 25, 26: Bößneck Villa (left), a villa in the Plantagen street (right)

f. The Glauchauer Bismarck tower

This tower called GDR times Frieden tower, was built from 1908-1910 as a water tower and observe tower commemorating Otto von Bismarck. The 46 meter high tower is the highest surviving tower Bismarck. It is normally open regularly; In good weather the view extends to the Fichtelberg, because down falling stones and a planned renovation but closed until further notice for visitors.

g. Bridges

Due to its topography characteristic, Glauchau has developed a varied bridges system. Beside the historic city centre, these bridges were considered as 'diamonds in the rough' of visiting interest as they can provide spectacular views to the town or to the end of the city (Jason Smith, *The Bridgehunter's Chronicles*, 2016). Some also have

historical value, for example the front and back bridges of Glauchau Castle, while other marks the development of the city.



Photo 27, 28: Lungwitzbach Railroad Viaducts (left), Gründelteich Island Bridge (right)



Figure 28: Location of bridges in Glauchau

4.2.8. Glauchau under climate change

Even though benefits from a rich greenery, which helps to improve the natural balance, generate fresh air and air-conditioning, the core city experiences growing air pollution and heating in. According to the study of INSEK (2016), there is a significant decrease in the precipitation in the summer months, an increased evaporation rate due to rising temperatures, as well as increased extreme events such as floods and persistent droughts. Due to the change in the climate and the resultant altered climatic water balance, the quality and quantity of groundwater and surface water in Saxony are strongly influenced.

A decline in rainfall has been observed in the Free State of Saxony since 1975. Glauchau had moderately dry to moderately humid climate between 1971 and 2000, however will develop into a dry climate in the end of the 21st century. This change has affected the stability of biotopes and ecosystems. The forests are already reacting to climate change. The species-defining climatic areas have shifted in recent years and will continue. If Glauchau was still in a "moderately dry to moderately humid" climatic zone between 1971 and 2000, it developed into a "dry" climate area by the end of the 21st century. This development has had an impact on the stability of forest ecosystems, tree species structure and forest structure - in the free-field, this led to loss of vitality in the spruce tree. For this reason, recurring dry periods and strong storm events, increased reproduction rates of existing and newly migrating harmful insects, changes in the tree species composition and forest structure resulted from more frequent mass multiplication of the harmful insects as well as an increasing risk of forest fires and storm breakage (INSEK, 2016).

In Saxony, the first consequences the first implications for nature and landscape can be observed – warm-favourite, south-widespread species migrated in the past (for example, fire libel). Endangered species and biotopes that are native to wet and / or cool-humid locations (spruce forests, birch marsh forests, high bogs) are considered

endangered. Nevertheless, human influences such as land use change and intensification, substances records, interventions in the water balance or land use by settlement and traffic dominate the climate impacts. These impairments are exposed to species, biotopes and ecosystems and are limited in their stability and adaptability.

Increased evaporation rates and reduced precipitation lead to increased soil drying. The impairments lead to the formation of dry cracks as well as to the decrease of plant-available water and nutrient availability. Ground erosions are increasing due to increased rainfall and surface runoff as well as by higher wind speeds, possibly decreasing ground coverings and by a temperature-induced humus degradation. These effects also affect crop production, groundwater remediation, soil biology and biotopes with specific requirements

Furthermore, climate changes associate with health effects on humans. Examples of the results are: heat waves and other weather extremes increased UV, allergen and pollutant exposure, as well as the spread of diseases carriers. Seniors, and infants are especially the case of danger. Climate shifts can also lead to changes in tourism seasonal attractiveness, as it shortens the winter season and create heat stress in the city in summer.

4.2.9. Glauchau shrinkage

Similar to all the new federal states, in the post-war period, Saxony lost numerous inhabitants. However, a stabilized population development has declined the negative trend in the 2000s, and especially in the last five years. Since then the population has remained around 4,055,000 people in the area (Statistical Office, on 31st December 2014). One reason for this trend is the positive development of the spatial migrants' behaviour: since 2008 the negative migration balance over many years has been steadily declining, and has been positive since 2011. In 2014, 23,402 people immigrated into Saxony, in compare with negative migration balance of 12,519 people in 2008, which together with the low birth rate caused a decline in the number of inhabitants (Statis-

tical offices of the Federation and the States, 2014).

Nevertheless, the positive tendencies are predominantly located in and around Dresden and Leipzig. The concentration of centrally located offers and facilities is highly attractive and leads to the fact that the larger cities often show a better demographic development than the rural areas. On the other hand, the rural regions in Saxony constantly experience decline of inhabitants. For most regions of Saxony, a severe shrinkage in general is still be expected, particularly as a result of the demographic development - with a population loss of more than 15% by 2035 (Büro für urbane Projekte, 2016).

The population of Glauchau has declined in the past 15 years, as projected in 2000, and the decrease trend is forecasted to continue. According to the town hall, in July 2016, 23,279 citizens were registered in the registration office. That is 115 less than in May in the same year. At the beginning of 2016 there were still 23,480 inhabitants. According to current forecasts, the population of Glauchau in 2020 will be between 20,400 and 21,700. This corresponds to a population decline of between 6.5 and 12.1 per cent. Glauchau is still more favourable in the forecast than the entire district of Zwickau, which is projected to decline between 8.5 and 13.5 percent (Freie Presse, 2016).

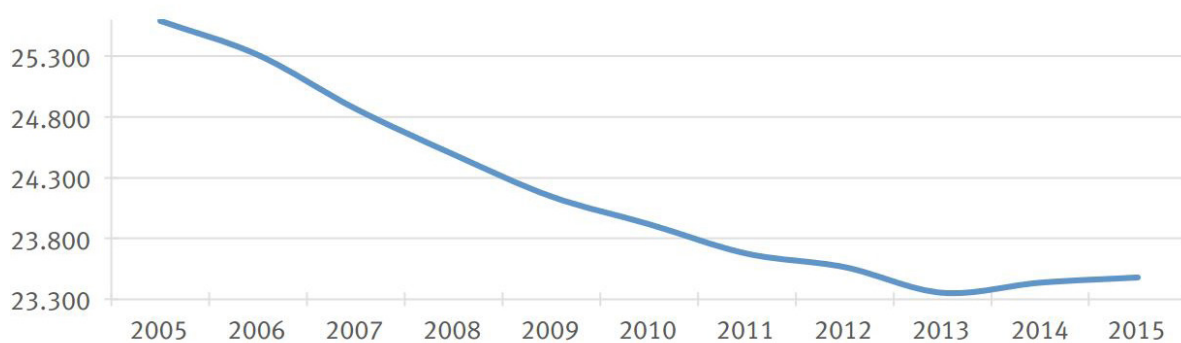


Figure 29: City of Glauchau's population development between 2005 and 2015

According to INSEK (2016), the total urban vacancy rate is 13.5%. In the municipal area of Glauchau, the rate of vacant apartments is 15.6%, which is higher than the total city centre as well as the vacancy rate in the respective localities. Particularly affected

are the statistical districts of Zwickauer Strasse / Auesiedlung, Sachsenallee, Wehrdigt, Leipziger Platz, Bahnhofsviertel / Schlachthofstraße, Dresdnerstraße / Franz-Mehring-Platz and Johannisplatz. Among them, 66.9% of all vacant apartments in the historical buildings, 25.8% of all resident housing dwellings in the GDR and 7.3% of all vacant dwellings in new buildings after 1990. Above all the holdings of the traditional block structure (apartments in historical buildings), as well as the multi-storey buildings (apartments in buildings of the GDR period) are particularly affected by vacancy.

4.2.10. Glauchau in regional network

According to the Regional Development Plan for Saxony 2013 and Regional Plan of the Planning Region ChemnitzErzgebirge, the center of Glauchau is a middle centre of the region, embedded in the common densification areas Zwickau and Chemnitz. Middle centres function as central locations especially to secure and strengthen rural areas. They have responsibility to form regional economic, educational, cultural and supply centres. It is therefore important to develop the inner cities into attractive residential locations, commercial and cultural centres.

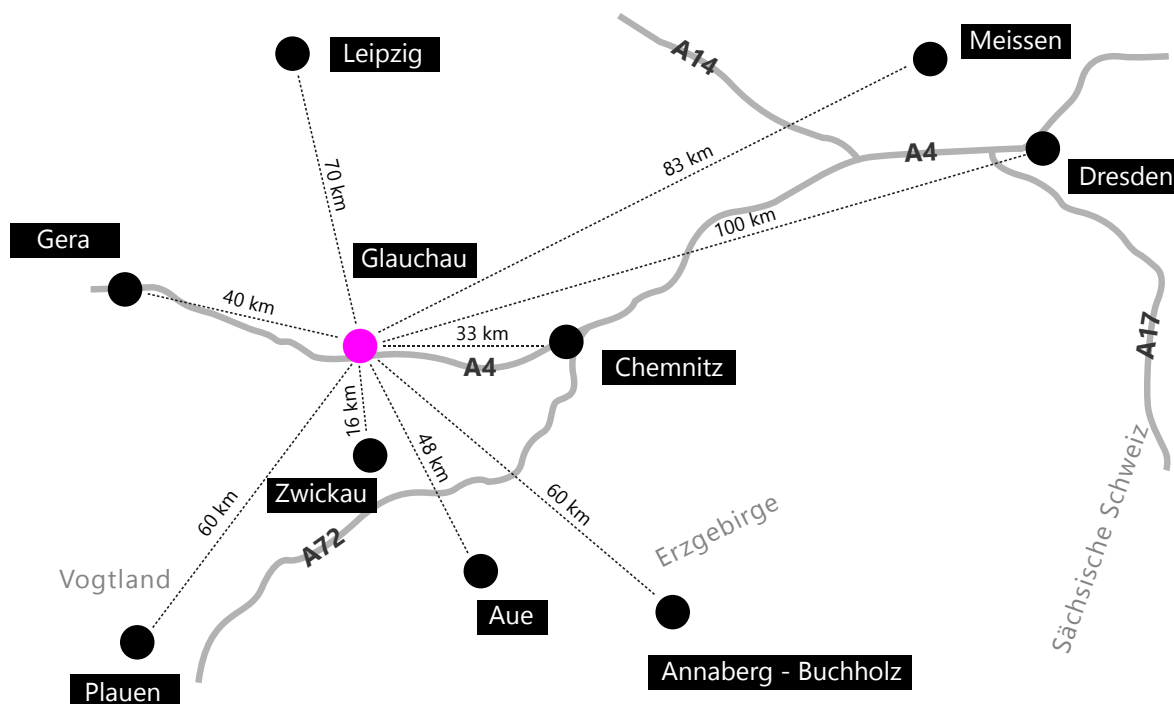


Figure 30: Distance to the regional centres

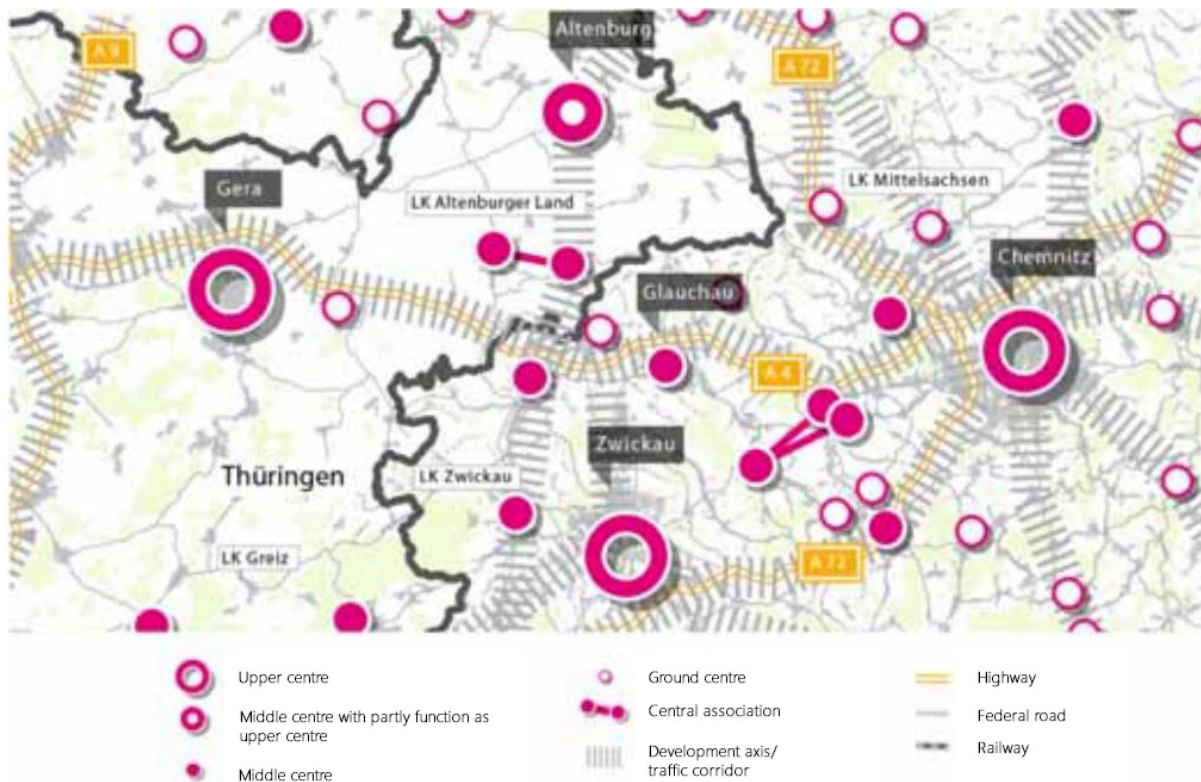


Figure 31: Centralized structure and functions in the region

Figure 30 illustrates the distance and connection of Glauchau to the other cities in the region. Glauchau is located directly on national highway 4 and has good motor as well as railway connection to other cities in the region through federal highway, federal roads and the middle Germany railway connection (Mitte Deutschland Verbindung). There are three lines of the Deutsche Bahn to Dresden via Chemnitz, Hof via Zwickau, Gera and a connection of the city railway Chemnitz GmbH to Stollberg. In addition, the S-Bahn to Leipzig can be reached via the transfer point Gößnitz.

The situation of Glauchau in the region is shown in figure 31. The city is located in a region with a comparatively high population density. In specific, it is surrounded by three upper centres Chemnitz, Zwickau and Gera as well as Altenburg – a middle centre functions partly as an upper centre. Furthermore, it is located among other middle centres like Crimmitschau, Werdau, Hohenstein-Ernstthal, Oberlungwitz and Lichtenstein (Sachsen), also basic centres Meerane, Waldenburg and Penig.

In regarding to economy, the transformation process of economic and industrial

structure led to the disappearance of textile industry in Glauchau. Instead, mechanical engineering, automotive industry and logistics are dominated companies in the regional branch structure. The city of Glauchau and its neighbouring cities are important economic locations in the south west Saxony due to their commercial and industrial areas as well as settled employers. The local companies offer jobs for the inhabitants of the region. The local companies offer jobs for the inhabitants of the region. Furthermore, one of the three Saxon freight transport centres (GVZ) is located in Glauchau. Thus, the city has a special role in the economic area of South West Saxony.

Glauchau is located in the region with rich potential of tourism with mixture of different identities. Due to the situation in the 'Erzgebirg foreland' landscape area, the city of Glauchau is thus embedded in a varied and topographical landscape. Similar to some of the neighbouring cities, the city forms a place with a regional or nationwide focus on urban tourism. The west and south-west of Glauchau is bordered by 'Vogtland' and 'Vogtland-Zwickau' cultural areas, with further tourist destinations. These areas has various cultural institutions and heritages, as well as recreations. It offers great potential for the development of urban and leisure tourism. Besides the 'Saxon Castle and Heide land' in the north-east and the 'Schönburger Land' around Glauchau contains numerous castles and parks that are of great regional importance.



Figure 32: Map of tourism and identity

4.3. Site analysis

As discussed in theoretical part, a place composed of three aspects: physical features, activities, and meaning. The site will hence analysed according to this components. The table below shows the breakdown aspects divided in three categories.

Physical features	Activities	Meaning
<ul style="list-style-type: none"> • Boundaries • Spatial structure • green • Elevation? • Furniture mapping • View sheds • Sounds map 	<ul style="list-style-type: none"> • Circulation flow • Pedestrian • Behaviour pattern 	<ul style="list-style-type: none"> • History • Atmosphere map • Events • Signs and symbols? (city gate, city living room...) • Valuable nodes (according to citizens)

Table 3: Site analysis categories

The field researches were held in three times visiting the site, in varied weathers and times. Although the physical features remain the same, these field visits give different experience and observation of activities features and some of meaning features.

The first time was on the 30th, July, 2016. Because of warm summer weather, there were more activities happen on the public spaces. In addition, the leaves of trees in summer also affect the view sheds. On this day there was the Castle festival in the city, therefore many people gathered in the area around the castle and in the city centre.



Photo 29, 30: Views of the train station area on 30/07/2016



Photo 31, 32: View from the bridge on 30/07/2016

The second visiting time was on the 11th, November, 2016. This was the beginning of winter time with autumn colour leaves.



Photo 33, 34: The station's surrounding on 11/11/2016

On the 31st, January, 2017, the third site visit was held. The view shed was more open due to winter trees. However, the cold weather restricted the activities on the streets.



Photo 35, 36: Views to the bridge and the market square on 31/01/2017

4.3.1. Physical features

To research about physical features, the methods were documenting, counting, and taking photos of different elements and use of public space.

a. Spatial structure



Figure 33: Green structure of the area

The parks form a stepping greenscape, a very important part of Glauchauer cityscape. They are importance for urban landscape because of their function as networking elements between the surrounding large-scale natural and landscape spaces, as recreation areas and meeting places close to residential area. In addition, these clearances for the microclimate of the city of immense importance.

An example of the green steps in Glauchau are the station park, castle park, Gründel park, and Schiller Park as well as the Rosarium.



Figure 34: Street scape of the area

Streets in Glauchau are mainly focus on automobile with relative large street profile, less pedestrian area, and unstructured parking places. This can be seen in the area of Scherberg square with the complex intersection. Leipziger street is the only pedestrian street in the city center. From this area to the market square there are system of one-way traffic, and the streets dimension are relative small, due to the development from historical old town.

b. Facilities

Normal facilities such as trees, benches, illumination, and other elements are added to the place to engage the users. However, the element at specific places are not enough. The public transportation facilities was marked on the map with position of bus stops and train stations. There were four bus stops: on Rosa-Luxemburg-Street, two

bus stops on Otto-Schimmel-Street for different bus routes, and one on Schloßplatz street. The street infrastructure is mainly focus on auto vehicle. There are no clear way for bicycles and lack of street crossing for pedestrian in important points like the train station or the Scherberg square, where has high frequency of traffic.



Figure 35: Facilities of the train station area

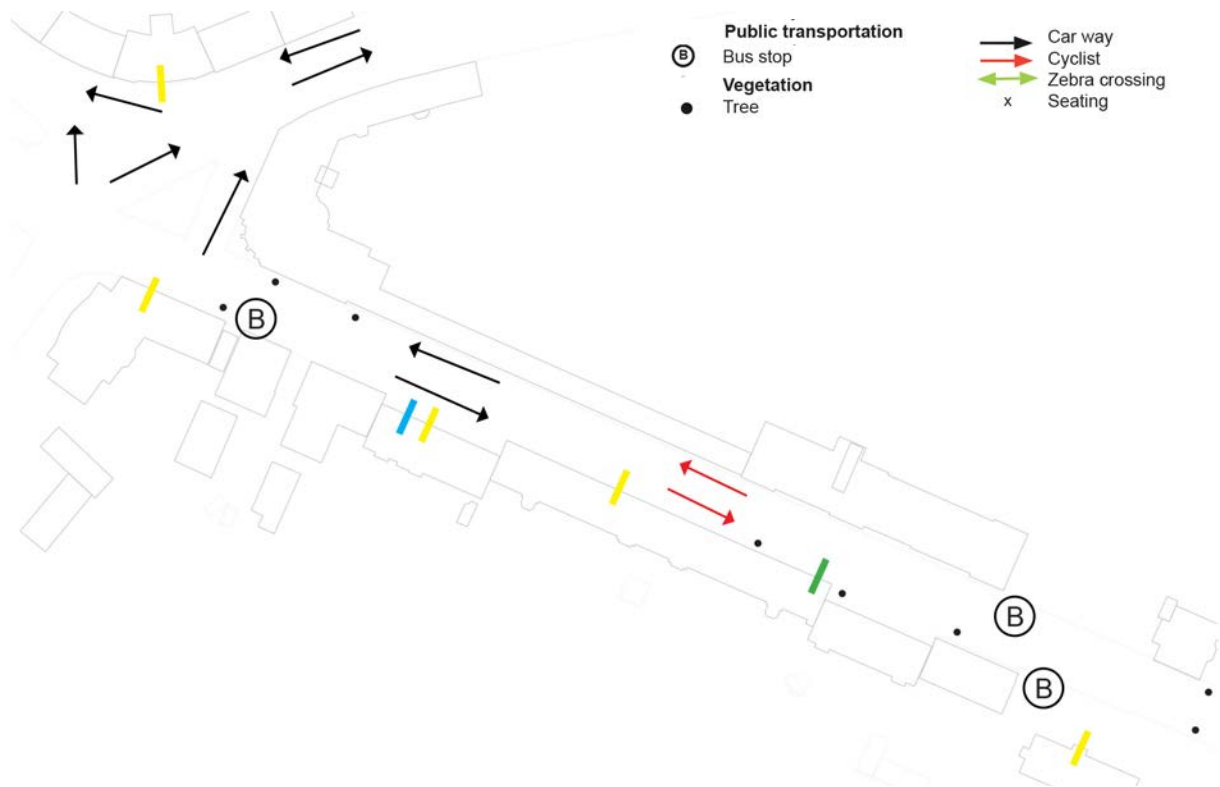


Figure 36a: Facilities of Otto-Schimmel-Street (Part 1)

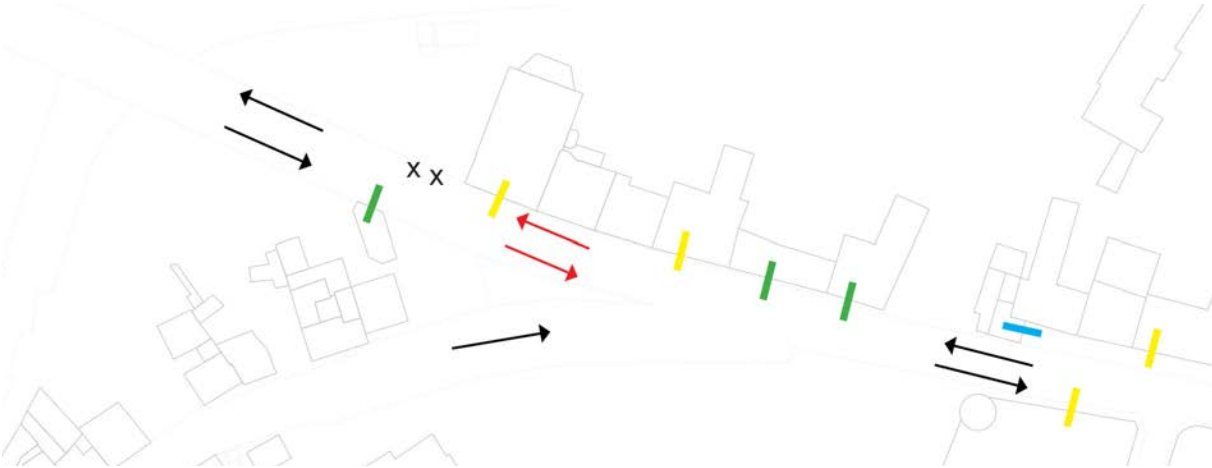


Figure 36b: Facilities of Otto-Schimmel-Street (Part 2)

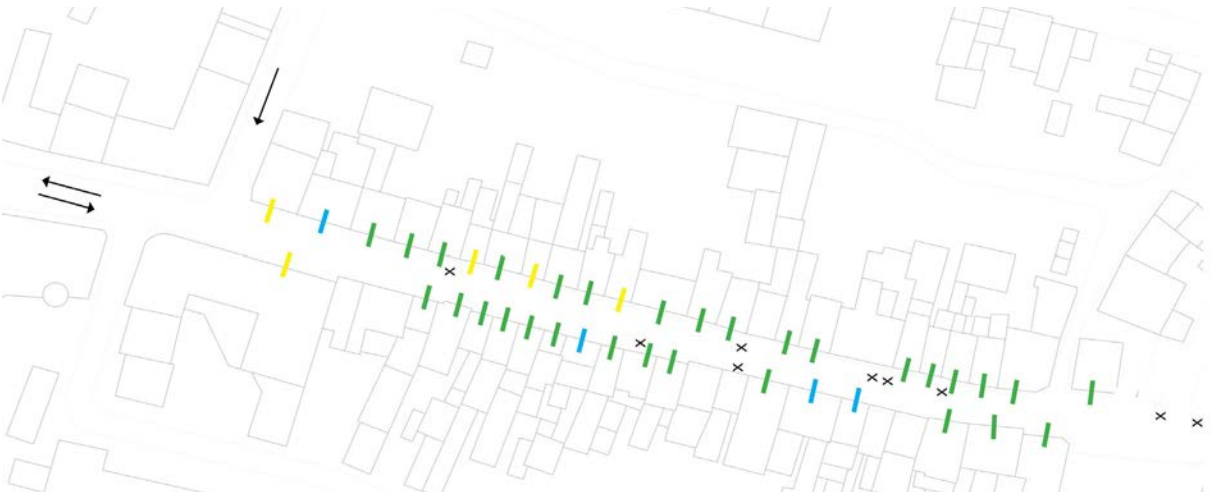


Figure 37: Facilities of Leipziger Street

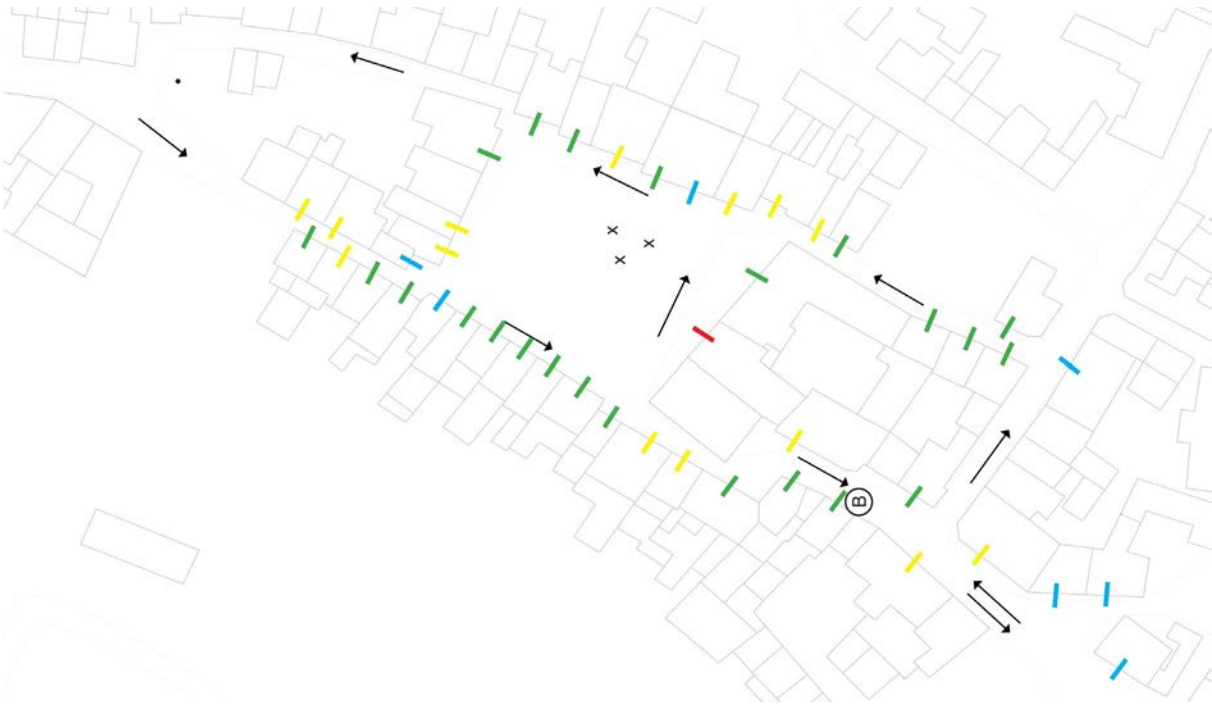


Figure 38: Facilities of Market square area

c. View sheds

This view map shows how far the view from the site can reach. There are many obstacles that affect the view sheds, including concreted elements like architecture, and walls, as well as plants, which may open the view in the winter when the leaves are less. The map was created by actual site surveying in both summer and winter.

In general, the study site is enclosed by architecture as it runs through the city centre with high density of buildings. At the same time, as Glauchau is a green city, at many points the views are blocked by cluster or rows of trees. Topography is also affect to the view, for example in front of station forecourt, it is totally impossible to look up the higher level of Gerhart-Hauptmann-Weg, however from here the hills in the north of the city can still be observed. Similarity, the bridges on Otto-Schimmel Street and Leipziger Street offer great and interesting views to lower level area, which also created 'wow effect' compare to compact view at mostly all the other points of the study area.

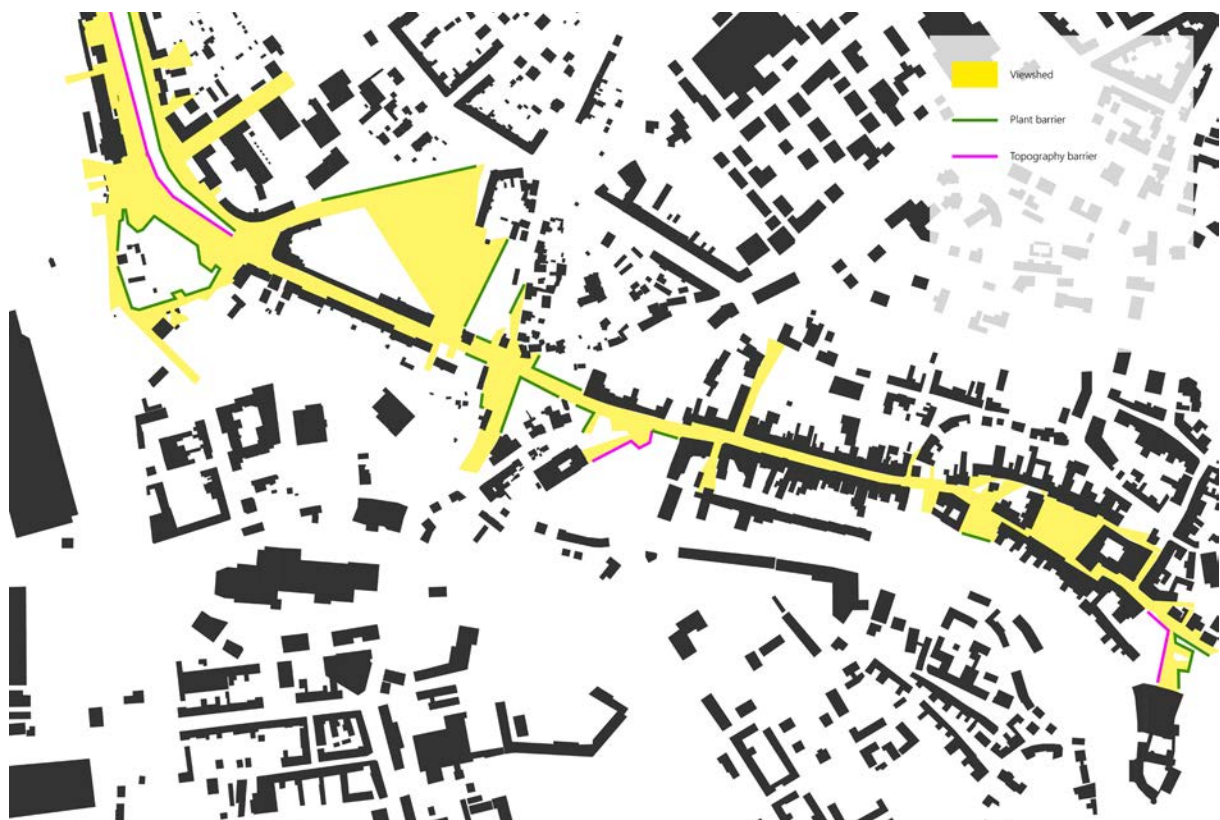


Figure 39: View sheds mapping

d. Dominant sounds

Except from the noise that produced by human (talking, trading, playing...), the study site is affected by these main sounds: from the railway, from the traffic, and from nature. The area around train station is affected the most by the railway noise. However it is reduced on Gerhart-Hauptmann-Weg due to the higher topography. With regard to traffic noise problems, the map shows that there is noise pollution also in the area near train station and Scherberg square. These areas have high frequent of cars and buses. It is reduced from Otto-Schimmel Street and almost disappear on pedestrian zone of Leipziger Street. The area of Brüder Street to Castle square is also affected by traffic noise but not serious. On the other hand, natural sounds, which come from birds, leaves, are also common in the area. These are sounds that fit within the high green ratio of the area and are attractive to people.

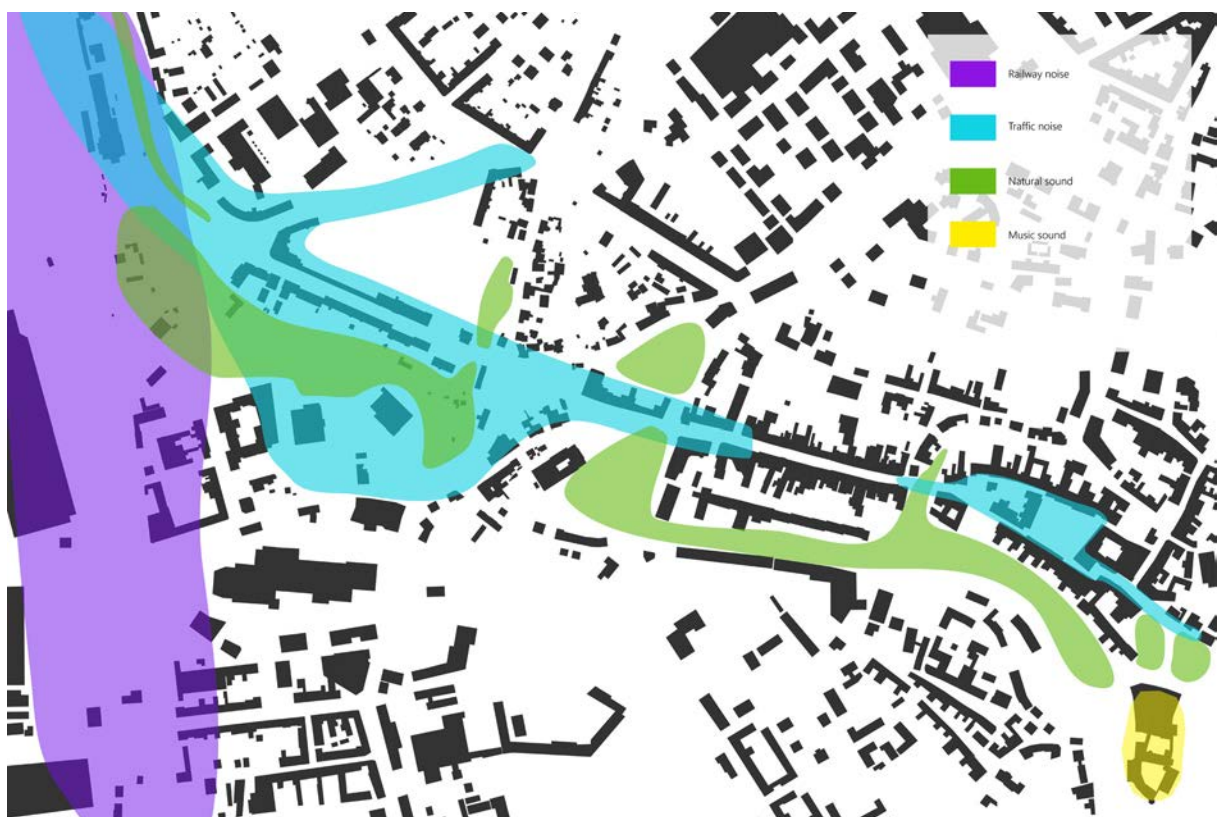


Figure 40: Dominant sounds mapping

4.3.2. Activities

a. Traffic flow

The analysis investigate how is the frequency of vehicles happen in the site. The method was counting the car passing through the gates on the site in 10 minutes for each gate. In general, the traffic volume in the area is not high. The highest volume area was in the surrounding of train station, where there was average 30 cars in 10 minutes. The lowest volume was in the area around the market square, because of the one way restricted street. There was no car on Leipziger Street, due to the reason here is the pedestrian shopping area.

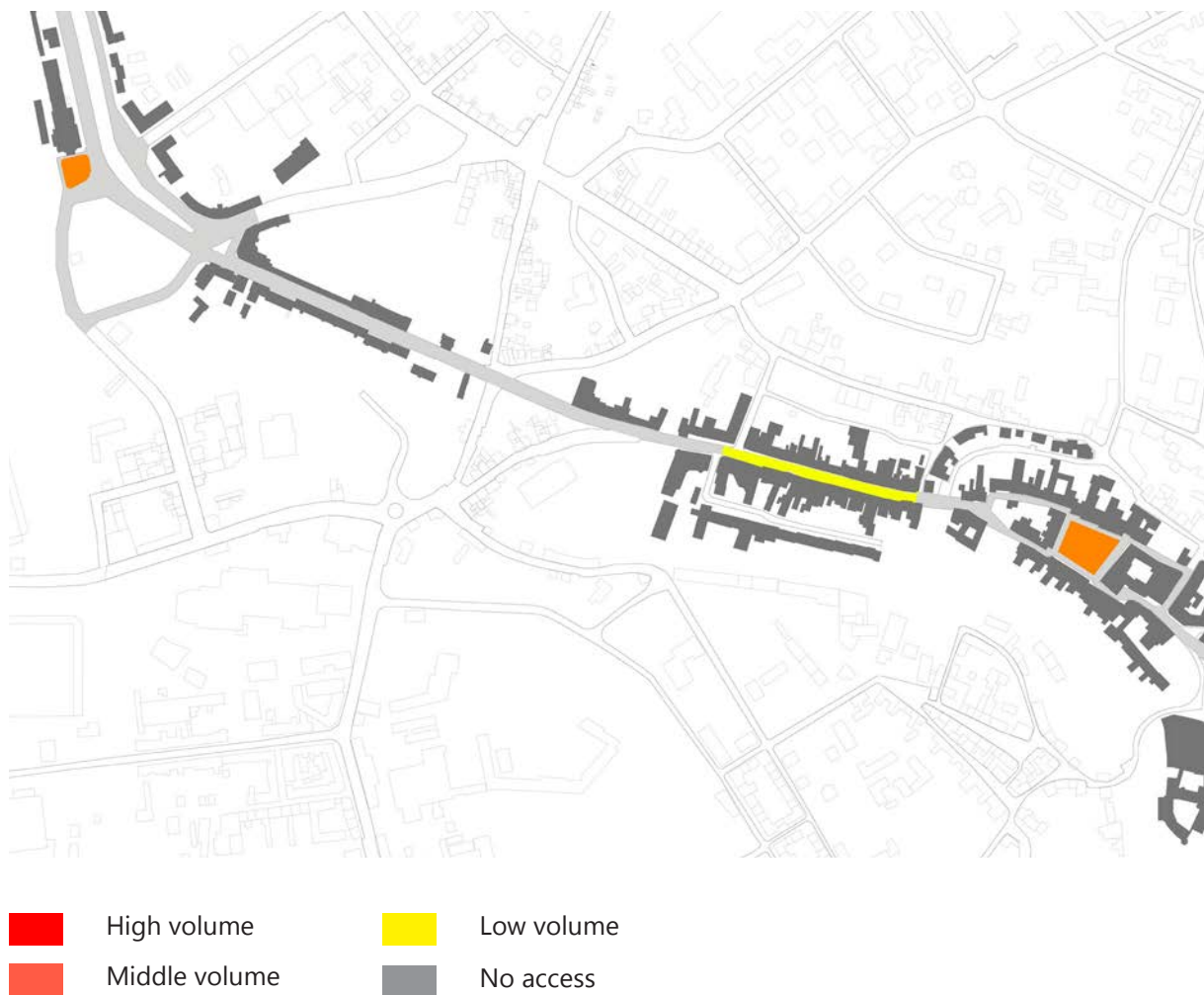


Figure 41: Traffic volume

b. Pedestrian flow

20 entrances of the site from the train station to the castle square was defined and counted flows to find out the most frequently used axis and the most accessible entrance. The most important part for pedestrian is the shopping street Leipziger-Street, followed by the streets around the market square and the train station. There were very less people walking on the streets that connect to the suburb of the city and to the regional roads, due to the high volume of automobile and also lack of activities for pedestrian.

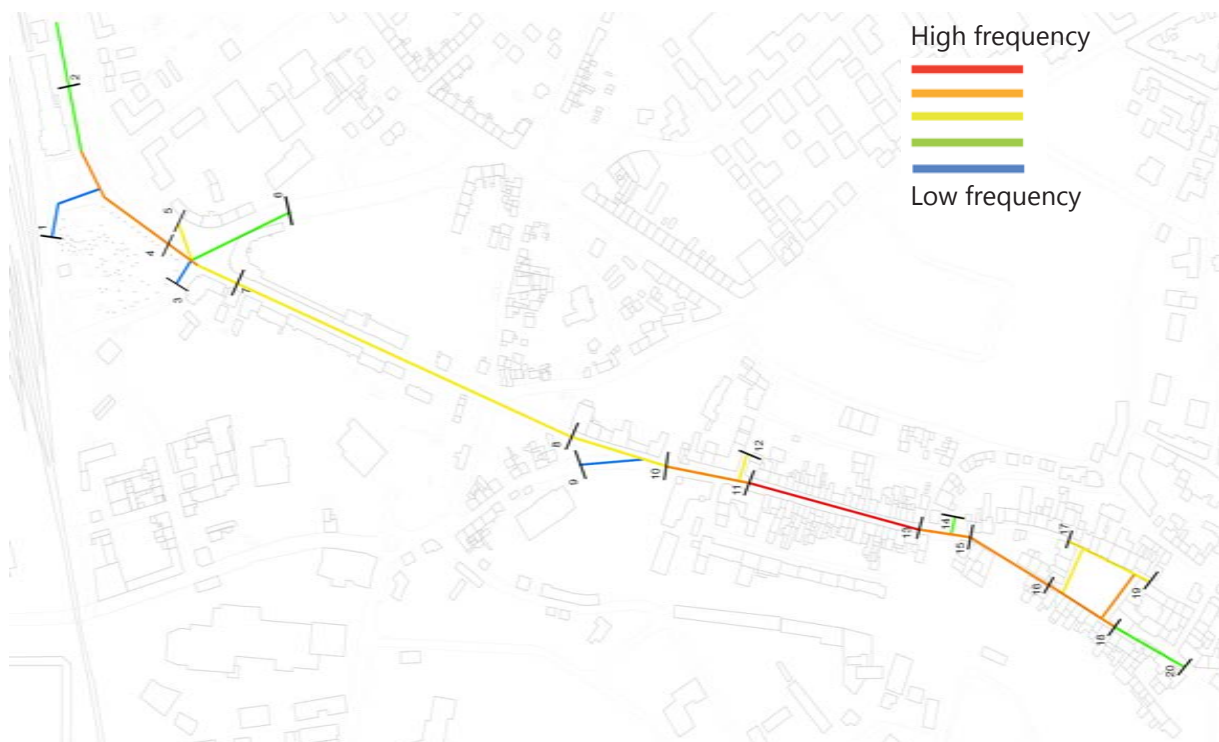


Figure 42: Pedestrian volume

c. Behaviour pattern

Public spaces and usually work as the meeting points. Observation of place using shows that, there are different kinds of user group gather at market square, the shopping street. However, the other meeting points are not obvious which can be mainly due to the lack of services and the quality of atmosphere.

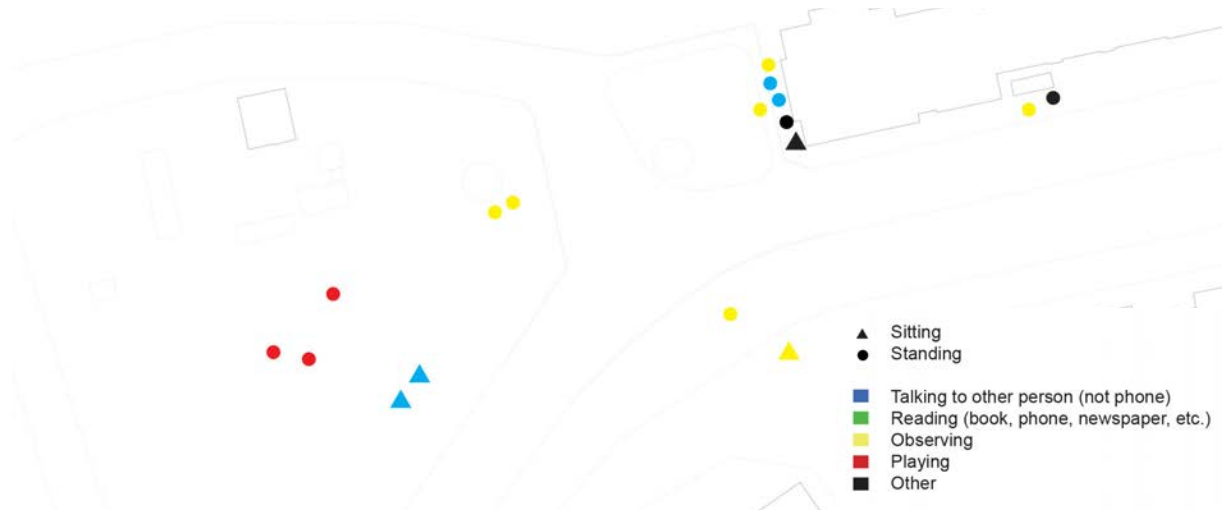


Figure 43: Stationary activities mapping of the train station area



Figure 44: Stationary activities mapping of Otto-Schimmel-Street



Figure 45: Stationary activities mapping of Leipziger Street



Figure 46: Stationary activities mapping of Market square area

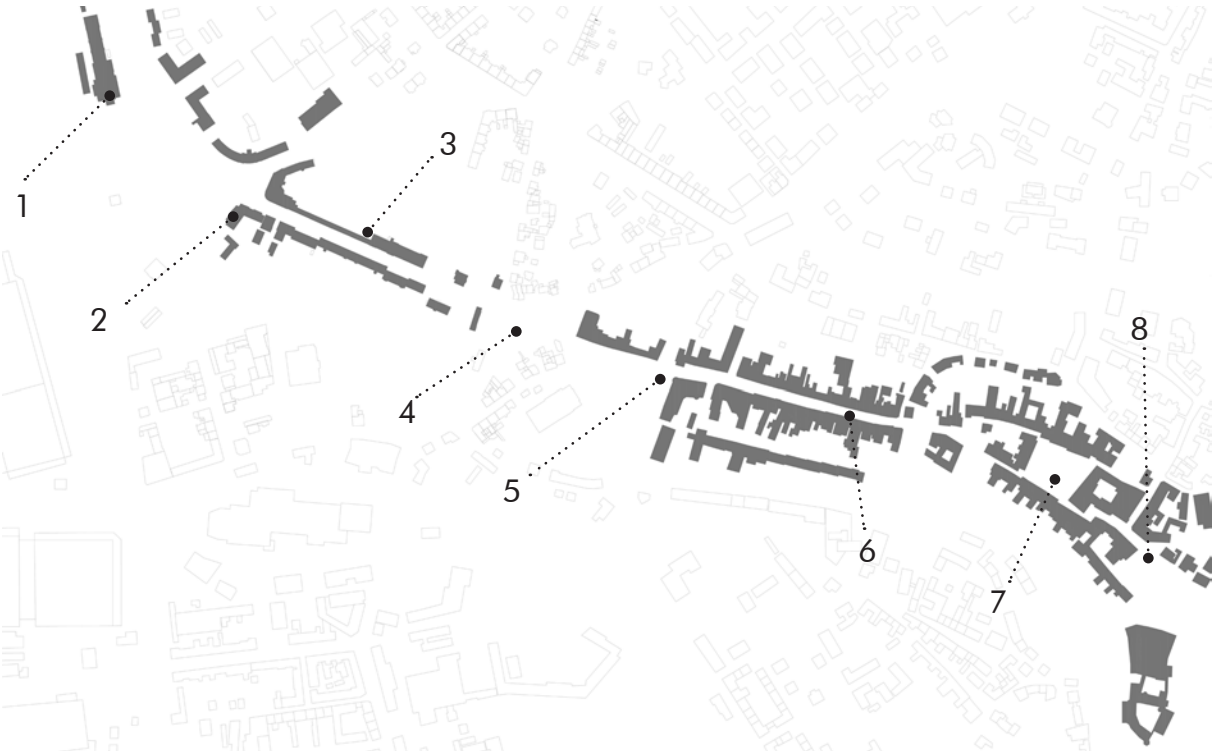
The analysis shows that there were only few stationary activities happened on Otto Schimmel Street. The main reason is related to the lack of commercial activity on this area. In addition, there is more vacant ground floor entrances compare to other parts of the site. The highest number of activity was counted in the Leipziger-street, where there is most commercial activities and good equipped of sitting elements.

4.3.3. Meaning

a. History

Since the past, the research site has included significant landmarks with historical value. First of all, the market square which was built in middle of the 13th and adjacent to the Town Hall, has been used to hold important events as well as market gathering until now. It is followed by Leipziger street, in which has experienced crowded trading and service stores. The historical post office is also located on this street. From this the Scherberg bridge leads to the historical textile fabric Palla from Ernst Seifert GmbH, which was built in 1928, and the Glauchauer Hof hotel, was opened in 1926 and currently is the police station.

In 1858, the first train station was built in Glauchau. The opening of the railway line between Chemnitz and Zwickau had a great influence on the development of industry in Glauchau. The reception building was where the platform 3 and 4 are nowadays. At the beginning of this century, the small train station was no longer sufficient, as more and more trains travelled on this route. Therefore a larger station was operated in 1926. The railway station property was used to belong to Hermann Oswald Seyfert (1854-1934). After the completion of the new Glauchau station in 1926, he provided a part of its land to the city for the construction of green spaces, which is now the station park. The environment used to be enriched by a fountain, which was also funded by Seyfert, and was selected from nine models submitted to a competition to be erected in front of the new train station. It was inaugurated in 1929, was reconstructed in a more simply form in 1950s and was completely removed in 1998 due to damage (Scheurer, 2006). After the operation, the railway connection via Glauchau has contributed two important connections between the industrial city Chemnitz and the Saxon-Bavarian railroad for Saxony. Significant factory areas were connected to the coal-mining district around Zwickau, which was also important for Glauchau textile companies. In addition to the purpose of raw materials transport, there was also a frequent commuter traffic.



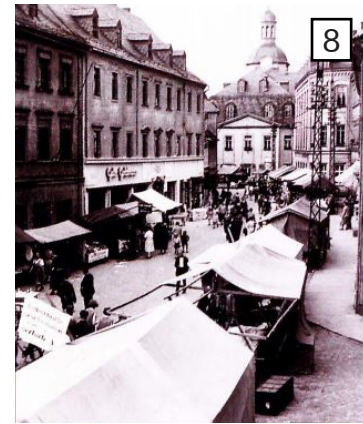
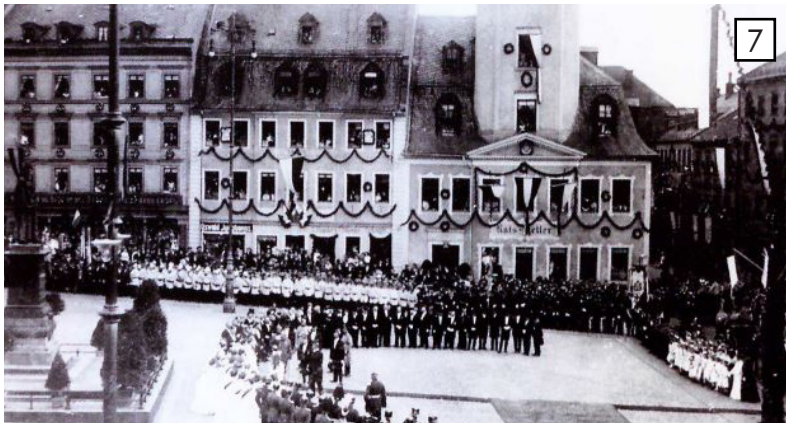


Figure 47: History images of the area

b. Atmospheres

This part demonstrate the feeling of each particular point of the site. The map visualizes these feelings, and is created based on personal perception when applying strolology method, walking in in the study site for few times. While the first time walking brought strongest impression of the site, the latter times were affected by the deeper understanding and study of the site. However, mostly the feelings which are visualized is more or less similar to the first walk.

The atmosphere is defined by different emotions experienced in the area. The main ones are safety – danger, relax – stress, enjoyment – annoyance, and joyfulness – sadness. The feelings are illustrated in colours range that interfere to each other. These colours ranges from very negative feelings (grey) to very positive feelings (red). The illustration shows that the area around train station is more often have negative atmosphere, especially on Bahnhof Street or Gabelsberger Street where only used for cars and rarely no one walking in this area. The traffic points in front of train station and Scherberg square are also negative due to the complicated traffic movements and lack of facilities for pedestrians. Whereas, areas with high density of green and open space facilities like Market square, Station Park, and the bridges with good views are positive. This is because the higher frequency of human usage and also the feelings from nature.

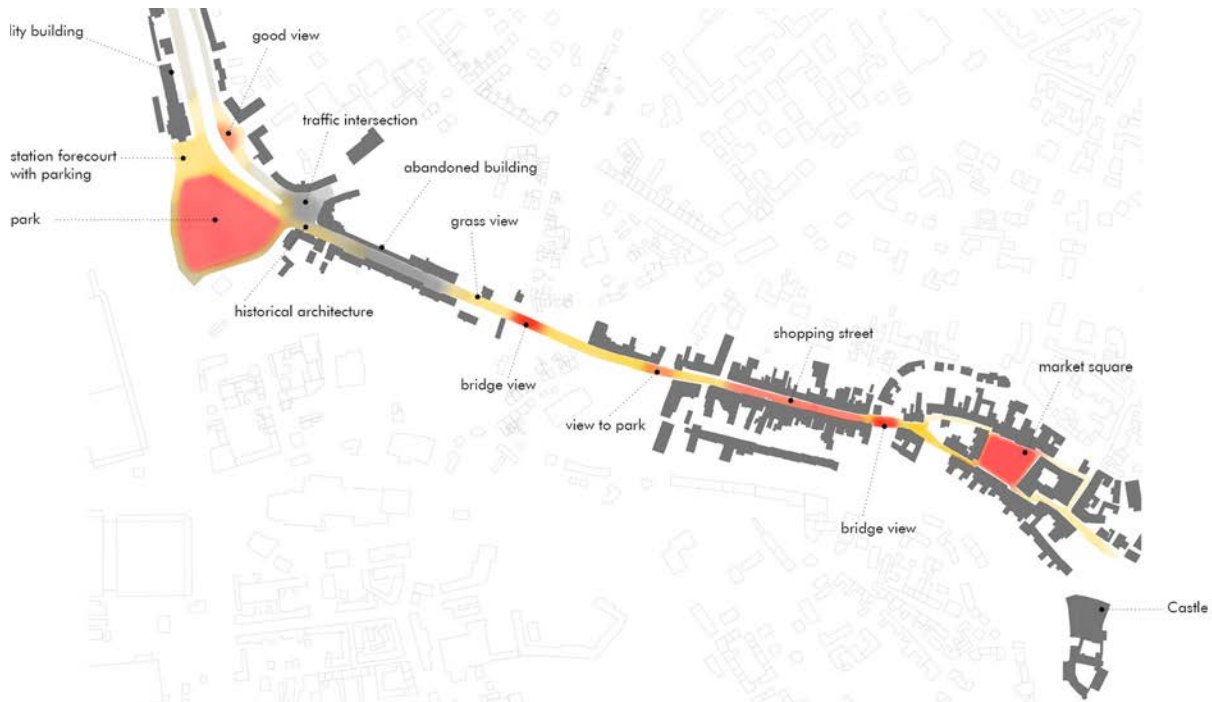


Figure 48: Atmospheres map

c. Functions

During the field research, there are 162 entrances to the ground floor along the research site. Among them, the largest proportion of the usage is for stores like clothes, food, drugstore, books (39%). It is followed by services (22%), then vacant ground floors (11%) and restaurants (7%).

The commercial activities happens mainly on Leipziger street. Surround the train station are community services like police and some government offices.

d. Valuable nodes

There are nodes on the site that function as open spaces and traffic points. Two points that have high frequency of crossing vehicle are Scherberg square and intersection Leipziger street with Quergasse.

The public open spaces are adequate, and in good condition. They have different scale and function to serve local residents as well as other groups. The type of public spaces varies from square, park and garden. These spaces are equipped with normal facilities such as trees, benches, and other elements to engage the residents.



Figure 49: Map of first floor usage



Figure 50: Map of valuable nodes

4.3.4. Conclusion

The analysis shows that the city center shares vivid and refurbished public spaces, and enough green spaces. The structure of the axis is very clear and strong from the station to the city center. Along this axis there are two parks, some open spaces and some interesting points of views which are offered by special topography of the area. Overall, the public spaces are in good condition. But there are already the challenges in their conversation and care. There are potentials to create an attracting route for users. Nevertheless, urban space breaks and fragments are also presents in the area through abandoned buildings, unused lots and lacks of users on the street. Stagnating image of the city center still visible despite the potentials and points of interest are available.

4.4. Developing a design task

4.4.1. SWOT analysis

This part presents the outcomes of my SWOT analysis, which is a summary of previous practical and literature study. A SWOT analysis is performed not only due to the interest in the problems, but also the strengths present in the area. Besides, there are many aspects that could be considered weaknesses rather than problems. These weaknesses are also needed to be included in the design phase. Similarity to opportunity aspects, as they are not exactly strengths, but can easily become strength after exploiting in the design. This SWOT analysis hence functions as a guide to increase the positive qualities and solve the problem in the area.

a. Strength

Glauchau is located in region with comparatively high population density and dense urban settlement network of the region. There is good regional connections and transport network. Within 30 minutes, Chemnitz, Zwickau and Gera are three high-rise centres. Dresden and Leipzig are just 60 minutes away, and Halle-Leipzig Airport is only 20

minutes away. In addition, Glauchau has important location advantages thanks to the vocational training facilities (here in particular the Berufsakademie). The large district town of Glauchau is a traditional business location, which still has a high industrial and work place density.

In recent years, there has been a stabilization of inner-city areas with regard to the development of the population. The short distances in the inner city offers proximity to workplaces, greenery and open spaces as well as cultural and educational facilities. It is also connected with the routes for bicycle and daily hiking tourist.

The city diverse topography, which creates views with interesting wow effect from the bridges to the green scape. Moreover, it has benefit of compact green areas and water scape crossing the city.

b. Weakness

The train station area has characterless image, lack of activities, and does not bring welcome feeling. In addition, the traffic situation around the station is complicated and has insufficient facilities for bicycle and pedestrian.

The numerous green spaces and open spaces are not yet optimally interlinked, not least due to deficits in the cycle and footpath system, which need to be dismantled in order to achieve a better integration into the city. The integration of tourist routes is scarce, tourists are not guided into the city center.

In contrast to the historical parks, the inner-city open space still lack of quality. There is lack of maintenance for parks, streets, buildings, as well as existence of many abandon building in city centre that create negative image.

Last but not least, Glauchau has relatively weak economy, and low budget for renovation. Aging / declining residents' structures, decreasing young inhabitant are also problem of population structure.

c. Opportunity

There is potential to develop an interesting historical centre axis. Designed public spaces can provide opportunities for meeting and entertaining children and / or seniors.

The rural and forest landscape of Glauchau can be potential for create sharp contrast with 'city' character of other big cities in the region, which gives the city potential in nature tourism developing. The city also has advantage of the waterscape and varied topography which can make view platform and recreational area surrounding water. There is opportunity to build city's identity image based on Agricola, garden city and past industrial characteristic.

d. Threats

However, there is a risk of repeating the similar identities of other cities like: City on seven hills (Lisbon, Barcelona, Vilnius,...), green city, and so on. Therefore, the branding has to consider the most identical character of Glauchau which can reflect the city's distinctiveness. The topography, on the one hand brings many benefit of view sheds. On the other hand obstructs traffic and barrier-free open space, which is not suitable for the increasing trend of aging population in the city.

4.4.2. Target groups

As the direct route from train station to the city centre, the user groups of the project are very varied. These groups are also broken down into categories depends on ages, household structure, careers and so on. They have different demands and expectation of usages. The most common target groups are Glauchau citizens, visitors and train passengers. The summary of target groups analysis and their distribution are shown below.

	Defination	Needs in public spaces
Citizens	Young single and couple Family Seniors Children	<ul style="list-style-type: none"> attractive outdoor spaces various choices of leisure, family, playing activities daily meeting place event place sense of belonging good accessibility
Visitors	Day trip Overnight trip	<ul style="list-style-type: none"> uniqueness good leading signs city information
Train passengers	Commuters Train transit	<ul style="list-style-type: none"> convenient connectivity good impression of welcome place quality of stay

Table 4: Target groups

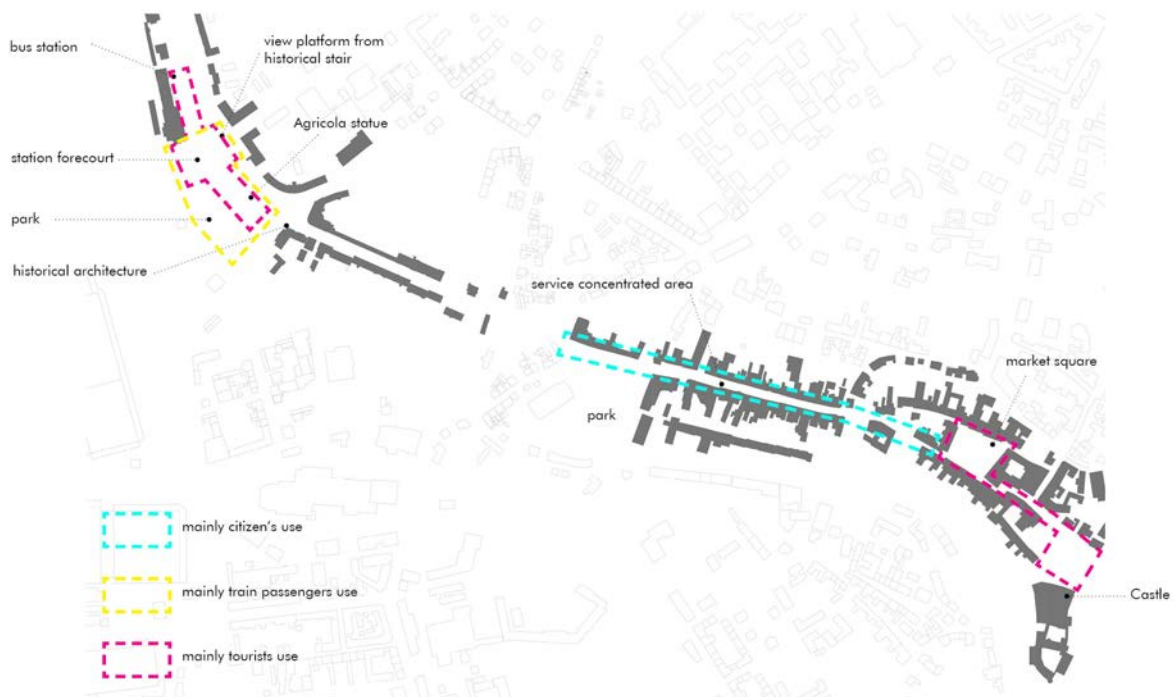


Figure 51: Target groups distribution

First of all, due to the relationship with the city and usage frequency, citizens of Glauchau is the primary user group. According to the analysis of INSEK, there are 57,3% of citizen are from 20 to 65 years old. This number will decrease to 48% in 2030. The percentage of senior from 65 years old are 28%, which is forecasted to raise to 36,3% in 2030. 14,7% of Glauchau population are under 20 years old. Design for this group should be focus on everyday usage such as meeting, activities for both adult and chil-

dren, good accessibility and sense of belonging.

Visitors is the second target group, as the city offers not only cultural and urban tourism, but also embedded in attractive landscape area with advantage of the forest area and the proximity to the nature tourism destinations in the area like the Erzgebirge and Leipziger Seenland. In addition, the hiking (Lutherweg) and cycling trails (Mulde, Mittelland) crossing the city that give potential for day tourists. In 2015, there were 11.248 visitors arrived Glauchau, and 22.962 nights of stay (Regional Data Community Statistics Saxony, 2015). For this group, leading information, city impression and speciality is important in designing.

The last group is train passengers, for both who commute daily from-to Glauchau for work, and who transit their trains in Glauchau. From the train schedule of Deutsche Bahn, there are 102 trains at Glauchau station every day. For this group, the importance is to offer the quality of stay as well as information of the city, to have the positive impression and encouragement to discover.

4.4.3. Design objectives

a. Strengthen the connection between train station and the city centre.

From train station to the city centre is one of the most important axis of Glauchau. On the existing route through Otto-Schimmel-Street and Leipziger Street, the atmosphere was quite neutral from Otto-Schimmel- Street to the post office, where the pedestrian area starts. This is because of lack of commercial activities and the abandoned fabric. It is suggested to transform the usage of the fabric, as this is a valuable historical building and has good connection to the city as well as to the regional scale.

In the scope of this thesis, the solutions will focus on improving outdoor elements, creating clear leading signs and structures. Public spaces on the route play the role as the nodes, and the street spaces are connecting lines, with the most essential cores are the station square and the market square.

On the other hand, it is also recommended to introduce a parallel green route which starts from station park to Grundel Park. This green route can cross important green areas of the city and have accessibility to the “city” route. The bicycle path on the streets will also introduced. It is not only to ensure the safety of the users, but also aim to encourage regional bikers to access city’s tourism points.

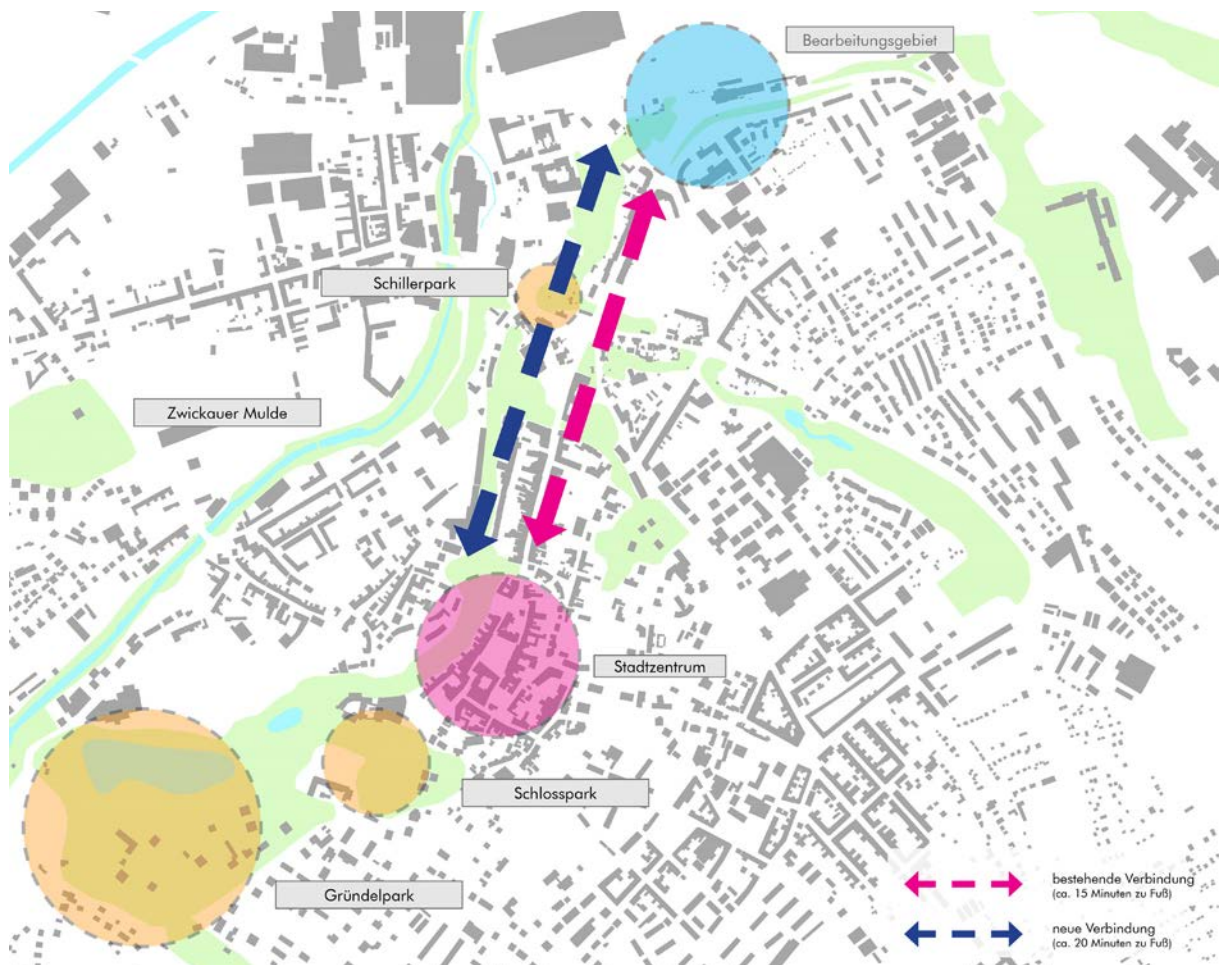


Figure 52: Possible connecting routes

b. Define meaning of places

In addition to the parks, forests and gardening, urban spaces such as city squares, playgrounds, public sports and leisure facilities are to be viewed and treated as part of the city landscape. Particularly at neighborhood level, they are important meeting places especially for the youth, families and older generations. Their attractiveness contributes significantly to the enhancement of the living environment and fill the pub

lic space with life. Similar to the case of Meppen old town center, the public spaces of Glauchau can create exciting space sequences to guide visitors. In particular, public spaces in the site are defined with special functions:

- The marketplace Glauchaus - as “living room” of the city
- The station forecourt - as a welcome place
- The development axis inner city - as a connection between the station and market place / double lock system



Figure 53: Meaning of places

c. Simplify the traffic quality at intersections.

The case study of Am Harras, Munich as mentioned in analytical part is an guideline example for this objective. At the intersections of station square and Scherberg square, which are marked in the figure below, the traffic lanes will be reorganized in order to avoid the complexity. More crossroad for pedestrian will be introduce to ensure the

safe accessibility. At the same time, the vehicle area will be reduced and leave more spaces for public space to improve the quality of stay.

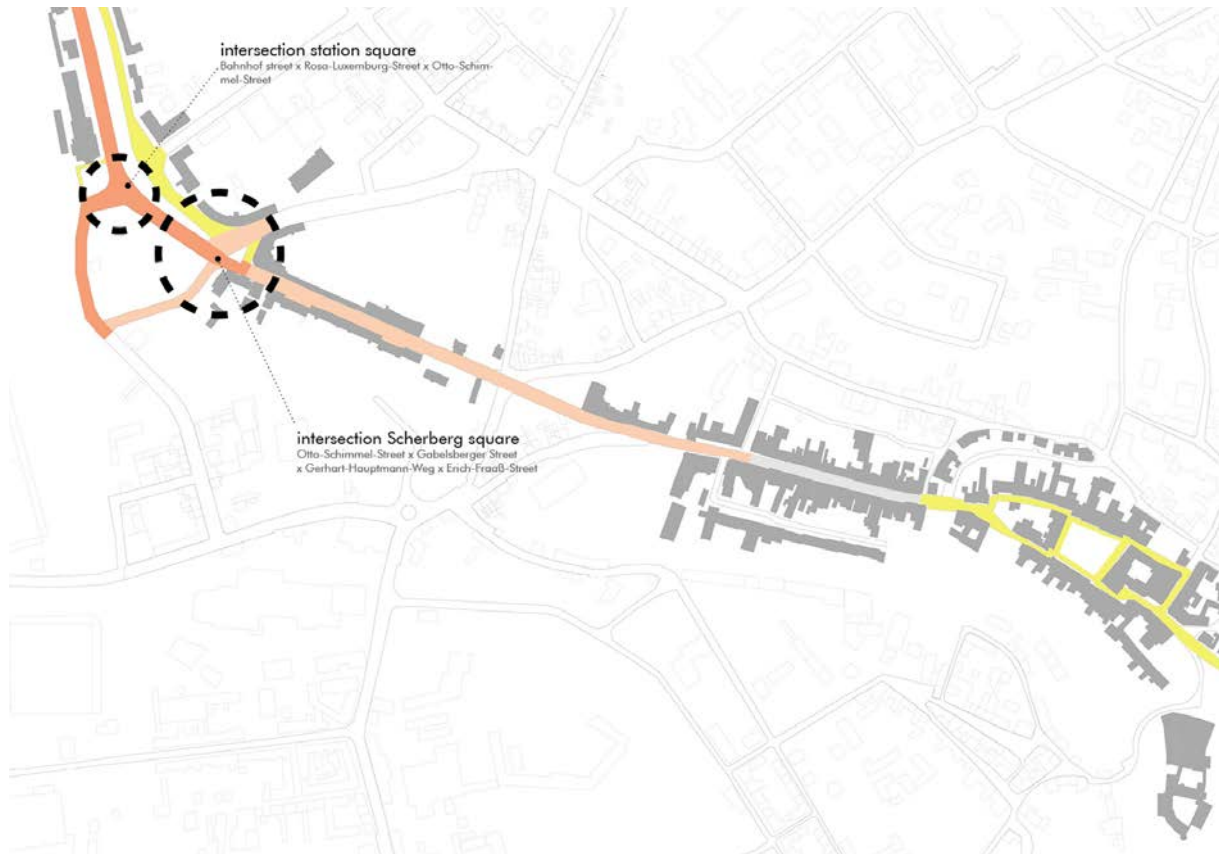


Figure 54: Traffic intersections

d. Express the identity of the city in landscape architecture.

The case studies give many effective examples of showing place's identity in the public space. Glauchau can focus more on the name of Agricola as one important historical person similar to the case of Eisleben Luther Stadt. In the research site area, the Agricola statue in the station park can be moved to be on a better view axis. Furniture elements can also be design to show the character of city by applying the city's colours and texture as well as silhouette that are developed above.

Apart from these design objectives, there are also conditions that the design need to fulfil:

- *The new appearance of the place must be connected with the adjacent areas.* The station building is also preserved by the city of Glauchau as a classic station building. Proposals for future use of the property in the possession of the city of Glauchau are desirable if these require a link with the surrounding open space. The function of the station environment as a stop and transfer point for numerous bus lines is maintained and is also to be considered in the planning also under the view angle of necessary traffic area.

- *Cost saving and ensure sustainability.* Taking into account the historical structure, the natural environment and the population structure, a non-exaggerated, moderate design is expected, which adequately takes into account the balancing act between urban demands and a small-town atmosphere. At the same time, design should makes possible a lasting and economical use.

- *There should be possibilities to combine the greenery area of the city.* Interventions in the existing large-scale structures are important, but they must be critically weighed and examined under the aspect of urban ecology and the cityscape.

- *Barrier free public space.* The increasing number of senior citizens needs a qualified assurance and further development of the offers and networks.

4.4.4. Design guideline

a. Logo

As mentioned in the theoretical part, to develop a brand for a city demands an intensive incorporation of different stakeholders. Yet one of the first step after analysis the situation, potential and target of the branding is to produce catchy logo that is meaningful and powerful. From the analysis above, there are some aspects of Glauchau that can be considered as identical characters, which are: greenery, special topography, and history textile industry. These are most important aspects of the identity, that are also be used by city authority. However there are some other cities also apply the same

characters with nickname like “city on seven hills”, “green city”, and so on. Therefore, the addition of “things” that exist in Glauchau history and today life are necessary. These are the architecture buildings, the people, the name and so on, that were/are only in Glauchau. From this point of view, Glauchau landmarks, common architecture and the name of transform into colour, pattern and city’s silhouette that can be used in logo, furniture as well as other objects for the city.

Colours

Colours set of Glauchau are build based on the city’s coat of arms, common architecture colours that are found ,and the typical green.



Figure 55: Glauchau’s colours

Pattern

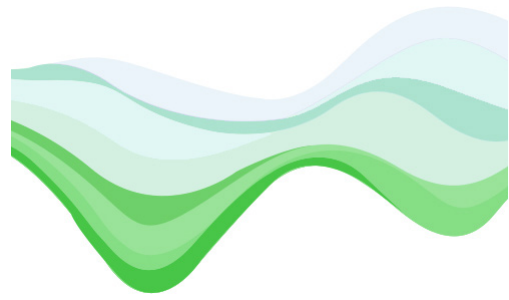
Pattern of Glauchau is build on the history textile industry, and metaphor of flowing water as well as green tree cluster through the city, which can observed from the aerial photo.



Green scape from aerial photo



History textile industry



Example of flowing texture

Figure 56: Glauchau's pattern

Logo

After defining colours and pattern of Glauchau, a set of city's logo with four colours of the city which will be used in the design is illustrated below.

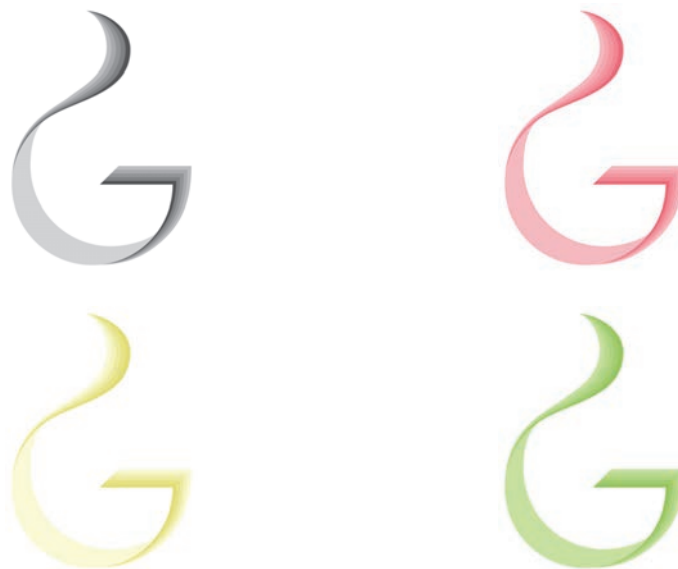


Figure 57: Glauchau's logo set

b. City silhouette

The silhouette of Glauchau is made from elevations of city's landmarks, famous person and the topography character.

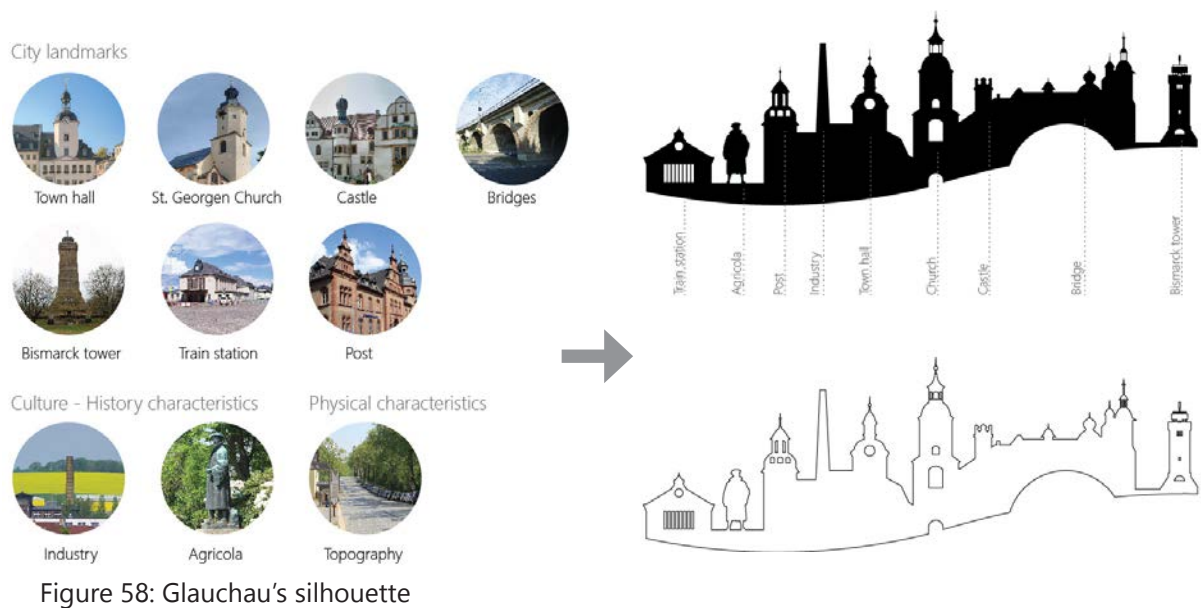


Figure 58: Glauchau's silhouette

c. Furniture

The concept creates a family of furniture that will be apply in the site's public space. Apart from aesthetic and function factors, these furniture need to use the sets of colours, pattern, logo and silhouette which were made. There elements were chosen to develop are bench, tree grate cover and public trash bin. These are necessary facilities in public space and are designed to imply the metaphor of city's flowing pattern.

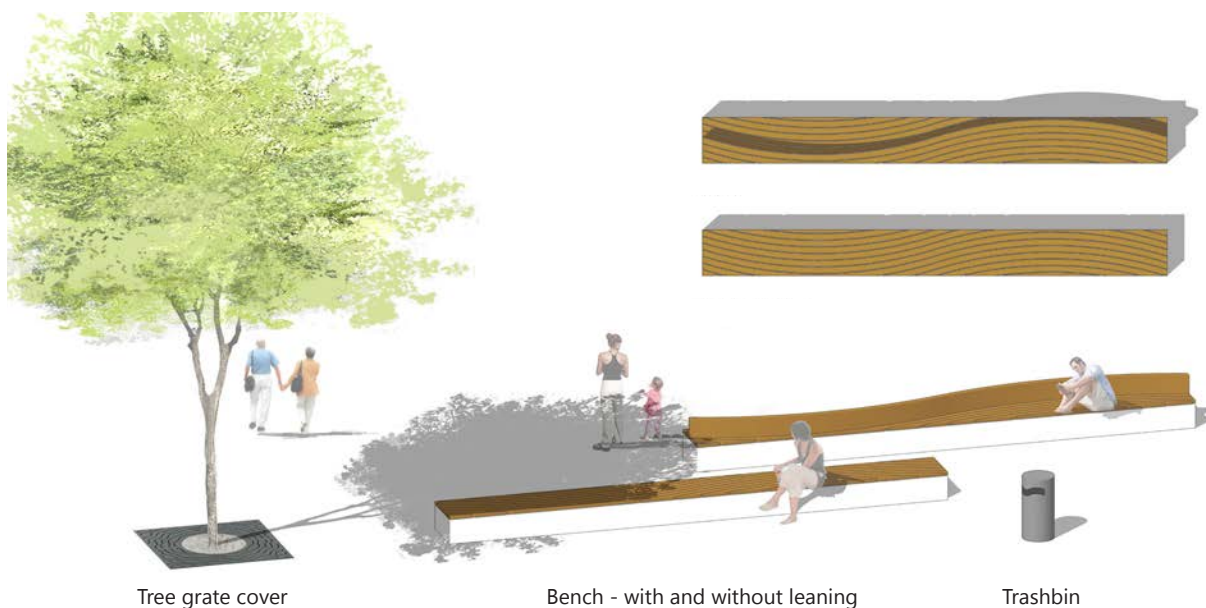


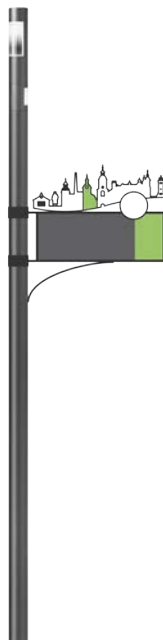
Figure 59: Set of furniture

d. Signages

This is the set of signages includes sign tops, bike sign, information panel, and directional signs. These signs brand the city through the logo and silhouette of Glauchau. Under are illustration of proposed signs at/ to the Town hall.



Sign top



Directional sign



Bike sign



Information panel

Figure 60: Set of signages

d. Material

Existing materials and elements of the area will be considered in the concept, to connect with the current situation of the site and cost saving. Figure 55 shows the main material of each part in the site.

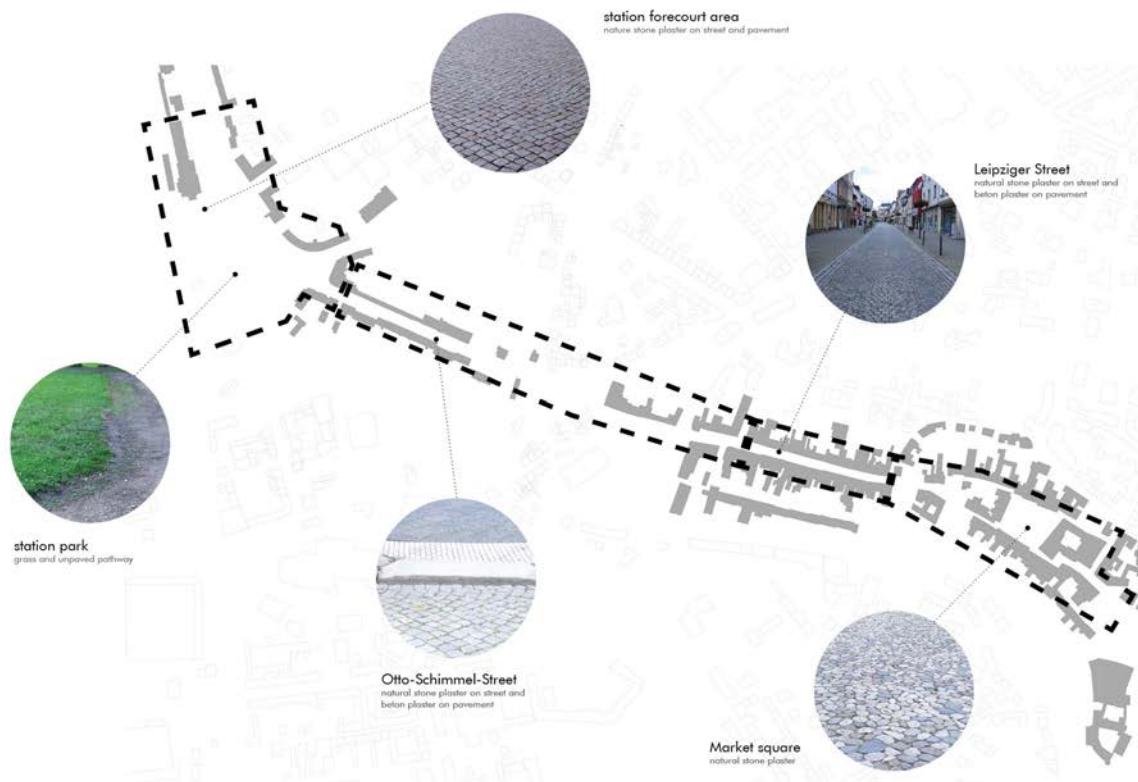


Figure 61: Existing materials on the site

4.5. Design concept

This chapter presents the design concept of the chosen site. The site is divided into four parts: the train station area, Otto-Schimmel-Street, Leipziger Street and the market square area. The detail explanations of each part will be presented after the a overview plan of the whole site.

The overview plan shows the connection of the site to the surrounding, as well as a parallel green pathway to the existing route from train station to city centre. This pathway can be used by pedestrian and cycle. Compare to the current route, which takes 15 minute by walking, the new route requires about 20 minute. There are connections between these two routes and ability to extend the green route to Gründel Park and to Zwickauer Mulde.



Figure 62: Overview plan ①

4.5.1. Section train station area

The most important matters of this area is the complexity of traffic, and the welcome environment. Firstly, to deal with the traffic problem, Scherberg square pavement area is extended, which not only brings benefit for public space activities, but also reduces the complexity of traffic in this point. The road dimensions is reduced but still ensure enough spaces for vehicle and parking places. One way road is applied for station forecourt, and new traffic light system is introduced in Scherberg square area. The station square is resized and connected to the park area. The welcoming atmosphere is increased with the 'carpet', which implies the past textile industry of the city, lead to shared public space. Therefore the usage can be shared by the citizens of Glauchau and railway passengers. It also improves the interaction between these target groups.

In the station park, pathways are rearranged, the axis from city centre to the station is strengthened through the park. It is divided by two parts, one with the geometric form to stress the axis to Agricola statue and to Otto-Schimmel- Street, which leads to the city centre. The other is free form, more for recreation activities, and connect to the

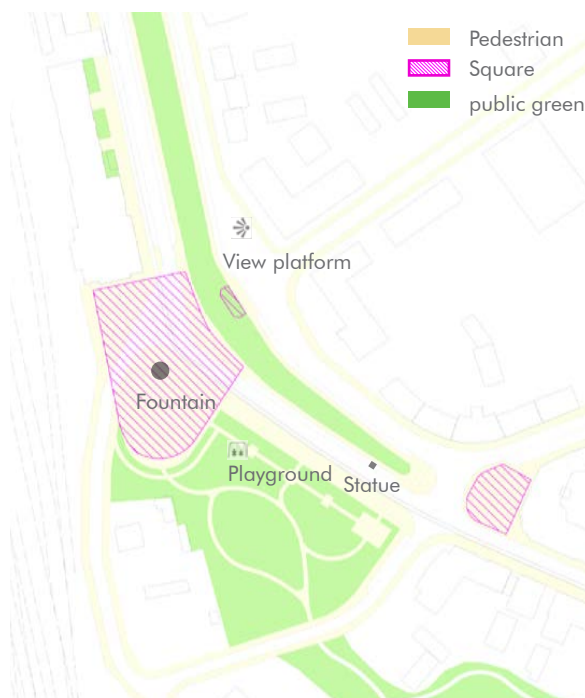


Figure 63: Usage diagram

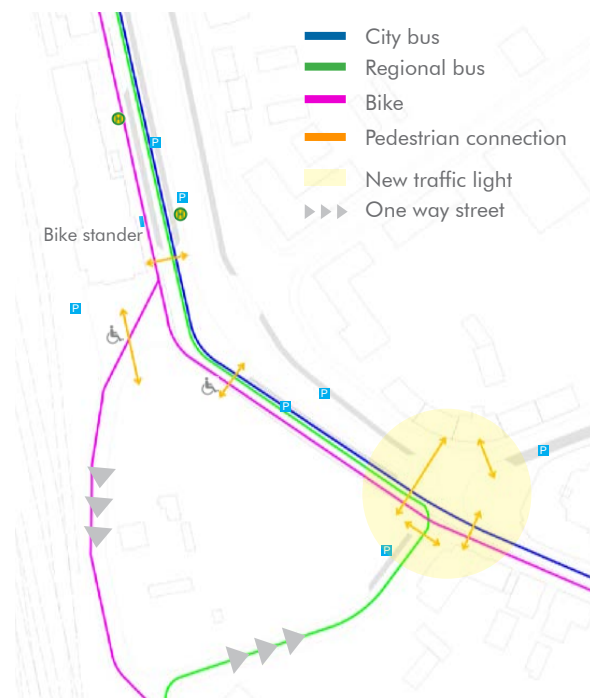



Figure 64: Traffic diagram

green areas of the city. The park is encouraged to use by the citizens, with new facilities for playground, sitting elements, and lights to improve the safety. There are also new facilities for bicycles like bicycle lanes, and bike standers. A system of bike-renting in front of station is offered for railway passengers to discover the city in short time while waiting for trains.

The Agricola statue is moved to be on a better viewing axis. The historical staircase which connects the station forecourt and Gerhart-Hauptmann-Street can offer a good viewpoint due to the higher topography, one part of the existing trees and tall shrubs in this area is therefore replaced by lower shrubs to ensure the visibility. On the carpet between station forecourt and the park, the location of historical fountain is kept and replaced by a water interactive system, to encourage more activities of children and family, as well as create a joyful atmosphere in front of the station.



Figure 65: Master plan of train station area 

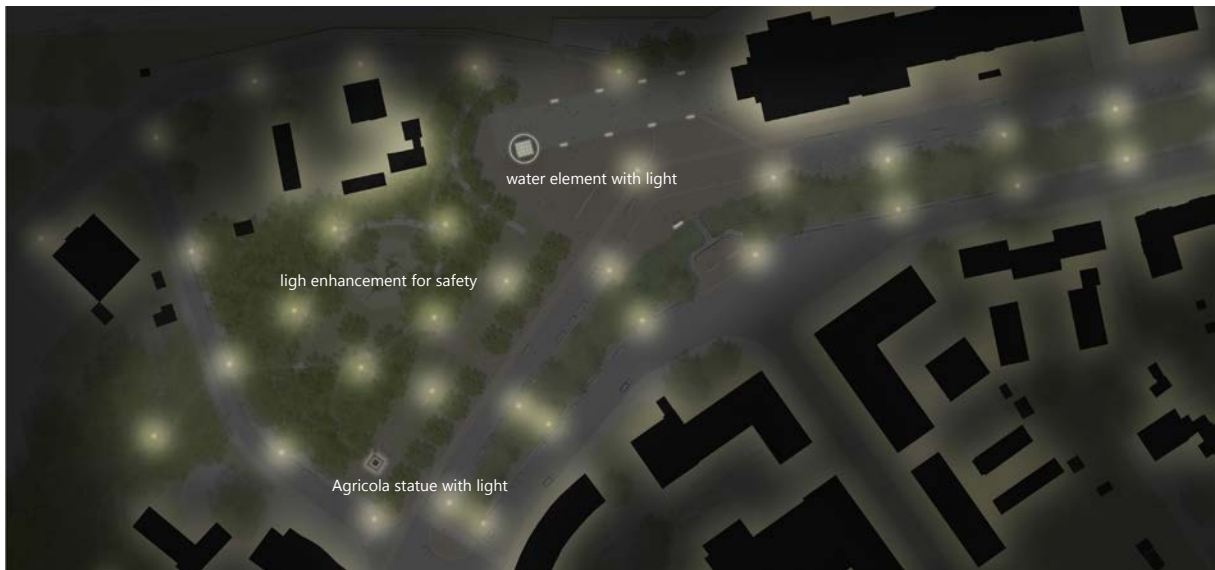


Figure 66: Illumination plan of the train station area



Figure 67: Section through the fountain and the park



Figure 68: Scenario of the station area

4.5.2. Section Otto-Schimmel-Street

The main problem of this part is the abandoned textile factory on one side of the street which start from Scherberg square to the bridge. Even though this building has a nice old architecture facade, the low quality of the sidewalk and lack of activities bring the negative atmosphere in the area.

Firstly, the street dimension is reduced, with the addition of bike lane to promote the bike route through the city. A stronger connection from the train station to the city centre is made with the new tree axis, which contain 3 existing trees, and the continue pavement material from the train station and Scherberg square. The parking plots that encroach the pavement on the fabric side are rearrangement. The old element of history textile industry which is now be barriered can be accessed by public. From this platform there is a view to the grass area which is also abandoned at the moment and will be developed in the future, according to the strategy of the city. Some benches will be provided on the sidewalk of the bridge, to offer ability to stay and enjoy the view from the bridge. At the same time, the green route which start from station park is continued to run parallel to this street, the connection between these two route is at the Scherberg bridge, by a existing staircase.

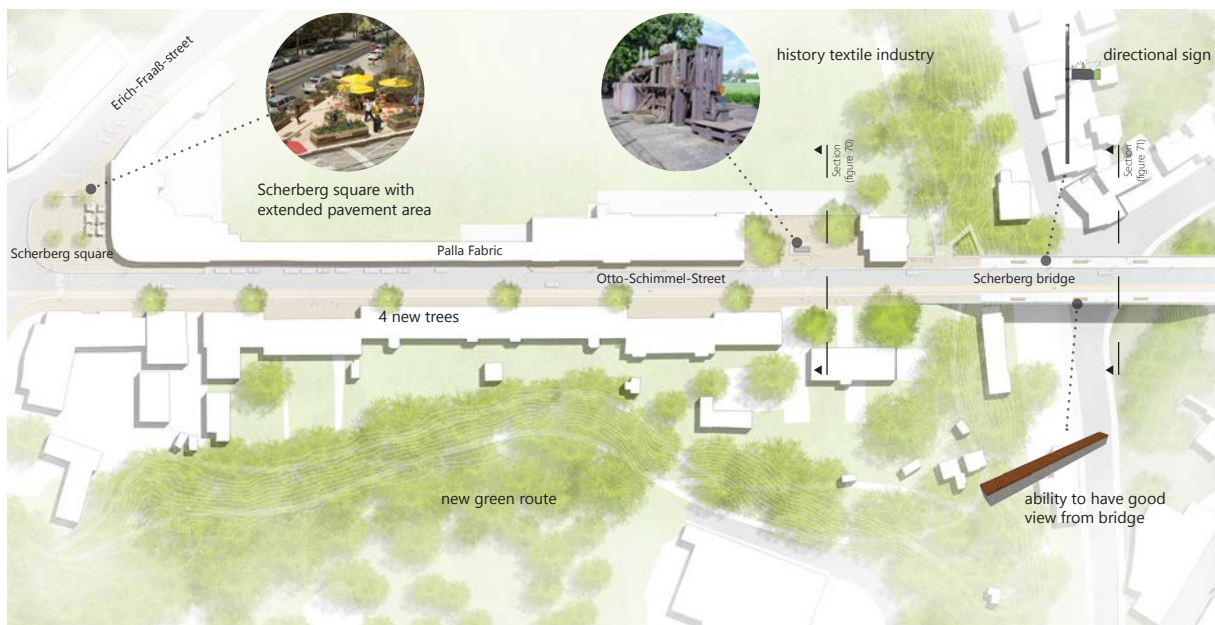


Figure 69: Master plan of Otto-Schimmel-Street



Figure 70: Section through the historical industry element

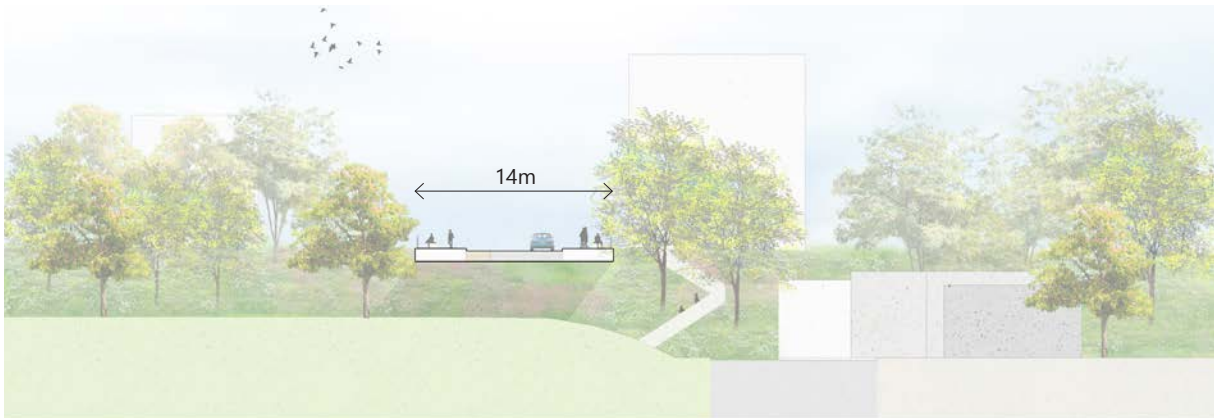


Figure 71: Section through the Scherberg bridge



Figure 72: Scenario of the Scherberg bridge

4.5.3. Section Leipziger Street

In this part, to enhance the pedestrian street environment is the foremost aim. The current facilities are changed to the designed elements included benches, and trash bins. Hanging lights are used to extend the usage area on the street, in stead tree pots are added in order to increase the liveliness of the shopping area. Concrete tiled pavement material is used based on the existing material, and be extend to the whole street, to make the homogenous apperance for the area.

Eventhough cars are blocked in this street, the drainage system is relocated to extend both side walks dimensions. It is to improve the quality of stay and interact on the street with more space for benches and gastronomy/ cafe. In addition, a set of bicycle stands is also installed in one side of the street.



Figure 73: Master plan of Leipziger street





Figure 74: Detail of the pavement on Leipziger Street



Figure 75: Scenario of Leipziger street

4.5.4. Section Market square area

The current form of the square is kept, with the pavement runner in different material. However the stone pavement material of the market square is extended to make the square more united and benefit for events in the city. Besides, the parking plots around the square in current situation is reduced and proposed to move to the unused grass area on Brüder street. On the other side of this extended parking area, enlarged pavement gives space for gastronomy, sitting and a small children playing ground. This help improve the public space in the surrounding of the market square.

On the one side, benches are offered on Nicolai bridge to have a view platform from higher topography. On the other side, part of the street leading to the castle is also rearranged to have larger side walk area and crossing zebra to help the pedestrian movement. Here a connection to the green route is also made.



Figure 76: Master plan of Market square area



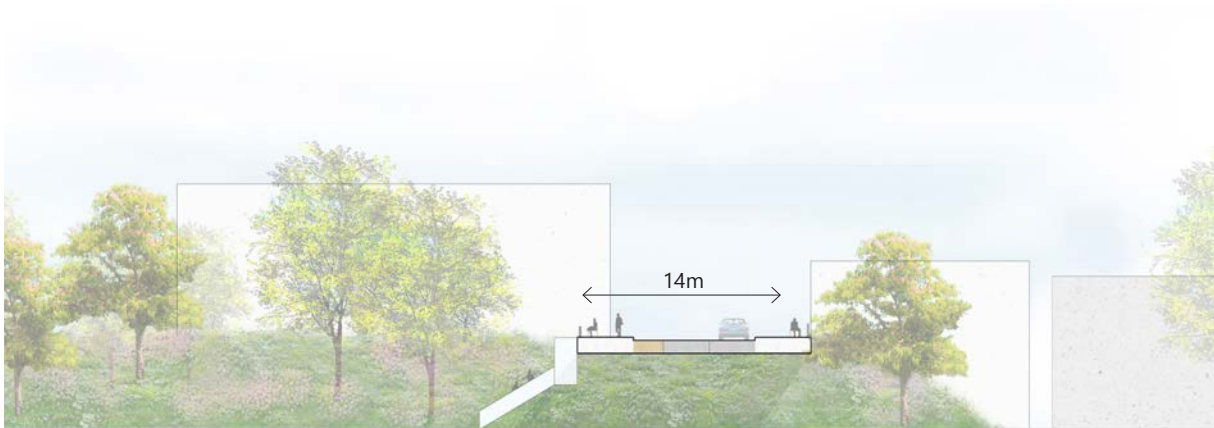


Figure 77: Section through the Nicolai bridge



Figure 78: Scenario of market square



Conclusion

This thesis has attempt to obtain understandings to phenomenon of shrinking cities, identity, and place branding. It has also investigate how city branding, particularly in landscape architecture can contribute to shrinking cities. Finally, it proposed a concept that apply the identity of place in open space design that can contribute to the branding process of a city – here with the case of Glauchau. It is clear that, similar to many cities in eastern Germany, Glauchau is shrinking in general due to these main factors: consequences of politic and social changes after reunification, demographic trend, and outward migration.

Moreover, small cities like Glauchau need to compete with bigger economic centres in the region like Dresden, Leipzig as well as other cities in the same level. This leads to the need to build a smart shrinking strategy for the city, the foremost aim is not to gain more immigrant, but rather to stable the current population and to develop the economic. To achieve this, city branding has been discussed through the thesis to be a suitable and potential method in the case of cities like Glauchau. One of the essential factors in branding a city is place identity, which will make the brand unique and powerful, affects positively to the target groups, especially the citizens of city and the visitors.

As argued in the thesis, city branding requires a long term process with the corporation of different stakeholders. Landscape design, especially public space design is one important tool in this process. As the example projects that was illustrated in the analytical part, applying properly and creatively the identity of place in the design could produce positive effects that not only improve the quality of public spaces but also to the city in both social-economic factors, and contribute to the development of the region.

From these base theoretical and analytical analysis, a design concept for public spaces in an important axis of Glauchau has been made to test the application of Glauchau identities in public space. It is showed that, the city has various characters – both tang-

ible and intangible, that can be used in the branding process. They are implied in the logo of the city and elements of public space. The fundamental requirement is need to be observed and realized by the target groups has also be fulfilled with this concept.

It is necessary to notice that the concept of the project, include the logo and the furniture design, is for now just an example to support the theory of applying character into landscape design. Probably the idea of the thesis is not the best, however it has developed with the meaning that are deeply related to the city and help solve the problems that are identified in the analysis. If this method of design is implement, it could clearly show the city brand in the public space, which can be observed and understood by all target groups. As the consequence of this, both external and internal attitudes toward the city will be influenced. Firstly the citizen will have more connection with their city and its sense. Therefore they could be more satisfied with the place, and willing to engage more to the development of the city. Secondly, it will give Glauchau its unique image in visitors' perception in compare to other cities. In cooperation with general branding strategy, it will produce an attractive Glauchau with stable social, economic and demographic situation.

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