Zürich‘s Approach of Urban Development

Wednesday, September 18th 2019
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Office of Urban Development Zurich

**Socio-spatial Development Unit**
- Development of the living and working city
- Local supply/Development of center structures
- Use of public spaces
- Interface city-areas
- Municipal integration policy
- Consulting/Coordination
- Information and learning opportunities
- Fostering language training for adults
- Basic- and re-information
- Encounter, participation, engagement
- Dialogue, discussion and information
- Networking with migrant organisations/religious communities

**Foreign affairs**
- Networks and delegations
- Regional cooperations
- Political lobbying and public relations

**Integration Office**
- Promotion of innovation
- Collaborations
- Communication and Dialog

**Business Development**
- Promotion of location
- Company set-up
- Cluster activities

**Office of Urban Development Zurich**
- International cooperations with cities
- Zurich: umbrella brand
- Location factors
- Smart City
- Communication and Dialog

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Präsidialdepartement
Zurich will continue to grow in the future

- 2005: 368,000
- By 2040: ~520,000

420,000 E + ~100,000 E = ~520,000 E by 2040
The challenges of growth

- New regulations in the financial sector
- Structural change
- Population growth
- High-quality densification
- Amenities
- Diversity of living circumstances
- Differing requirements
- Social solidarity
- Securing high environmental quality
- Sustainable energy supply
- Digitisation
- Data protection
- Guaranteeing the provision of public service
- Networking
- Internal organisational development
Foundation I: Spatial Development Strategy (RES) 8
Sub-strategies (2010)

1. Safeguard space for the business and knowledge location
2. Further develop the diverse residential city
3. Provide spaces for recreation, leisure and culture
4. Strengthen settlement structures in specific areas
5. Preserve and upgrade green areas
6. Enhance the attractiveness of public space
7. Enable city-friendly mobility
8. Plan city and region jointly
Foundation II: Strategies Zurich 2035

What will we live on today and tomorrow?

How do we maintain our quality of live?

How do we organise ourselves?

01 Attractive Business location

03 Sustainable growth

07 Cooperative repres. of interests

02 Stable public finances

04 Social solidarity

08 Internal organisation

05 Sustainable energy and environmental conservation

06 Digital city
Fields of Options and Strategic Focus Areas (SFA)

01 Attractive business location

03 Sustainable growth

04 Social solidarity

05 Sustainable energy and environmental conservation

- School living space
- New instruments for housing policy
- Smart participation
- Digital city
- Safe cycling
- Future forms of integrated public mobility
Foundation II: Strategies Zurich 2035

What will we live on today and tomorrow?

01 Attractive Business location

02 Stable public finances

How do we maintain our quality of live?

03 Sustainable growth

04 Social solidarity

05 Sustainable energy and environmental conservation

06 Digital city

How do we organise ourselves?

07 Cooperative representation of interests

08 Internal organisation

- SFA Digital City
- SFA Smart Participation
- SFA Future form of integrated Public Mobility
Field of Options 05 Sustainable energy and environmental conservation

Challenges:
Quality of environment, sustainable energy supply, climate protection

Strategic goals:
→ Real costing and the ‘polluter pays’ principle guide the municipal environment and energy policy.
→ Settlement development also takes the local potentials of renewable energy sources into account.
→ The City of Zurich is on track on the way to the 2000-watt society.
Key messages 2000-Watt-Society

1. Limited resources
   life-style Switzerland average: 3 planets
   life-style world average: 1.6 planets

2. Climate change
   - Paris Agreement to limit global warming to well below 2°C

3. Fairness
   - intra- and intergenerational sustainability

Referendum of 30 November 2008:
76.4 % Yes, 2000-Watt-Society goal becomes part of city’s constitution
2000-Watt-Society in the City’s Constitution

By voting «Yes» to sustainability and a 2000-Watt society the electorate voted in favour of Zurich doing the following:

- Reducing its energy consumption to 2000 watts per person
- Reducing its annual CO$_2$ emissions to one tonne per person by 2050
- Promoting renewable energies and energy efficiency
- Not renewing its investments in nuclear power plants
The role of the City of Zurich - what the city can do

1. Create 2000-watt-compatible framework conditions
   The core here is the interaction of

   - Energieplanung
   - Verkehrsplanung
   - Siedlungsplanung

2. Create and promote 2000-watt-compatible energy and mobility offerings
   - E.g., Strategy of offering 2-kW-compatible energy sources in the energy supply
   - E.g. Promotion of the use of renewable energy and energy efficiency: energy coaching, SME eco-compass, energy efficiency bonus, 2000-watt contributions (formerly «Stromsparfonds» («Electricity Saving Fund»), since 1989)

3. Motivate the population to make 2000-watt-compatible energy, mobility and consumption decisions

4. Role model effect  E.g. Energy Master Plan, «7-league boots» in building standards, operational optimisation for bulk consumers, purchase of «100% eco-electricity», expansion of district heating
«2000-Watt» Sites in Zurich
Business and residential area «Kalkbreite»

- opened 2014, private ownership
- built on public land → binding sustainability standards
- designed for low-resources and new forms of living together
- 250 residents, 200 work spaces
- the areas’ concept supports sustainable use of resources
  - low-energy standard
  - below-average private living space (32 m²)
  - spacial community areas
  - car-sharing facilities, no private cars

picture: Volker Schopp
Affordable Housing «Mehr als Wohnen»

- opened 2014, private ownership
- built as an exemplary cooperative quarter part
- 1200 residents, 150 work spaces
- 2016-17 UN World Habitat Winner
- the areas’ concept supports sustainable use of resources
  - Low Energy Building standard (Minergie P ECO)
  - ecological and economical material for house construction: bricks, recycling insulating concrete, wood
  - Avoid embodied energy
  - Low-tech solutions in house technics
Housing policy and «one-third» target by 2050

Goals and directions of thrust for the «Programm Wohnen» («Housing Programme»): 

- Attractive city to live in for all classes of the population
- Good social diversity in all quarters
- Partner-like cooperation
- More cooperative and municipal housing
- Alignment with specific target groups
- Socially compatible, sustainable handling of building stock
- Collaboration and dialogue with relevant housing market players
Interim Assessment - Challenges for housing
Evolution of non-profit housing construction 1995 to 2015

Non-profit housings owned by the City and cooperatives, 1995-2015: stock and as percentage of rental apartments

Quelle: Statistik Stadt Zürich;
Berechnungen in Zusammenarbeit mit dem Büro für Wohnbauförderung und Stadtentwicklung Zürich
Newly constructed homes

Private/Übrige  Genossenschaften  Stadt (inkl. Stiftungen)

1999  2001  2003  2005  2007  2009  2011  2013  2015  2017

2017: 2'662
Affordable housing in the City of Zurich

- Cooperatives (also associations, charitable foundations)
- City of Zurich
- Municipal foundations

52,700 affordable homes, corresponding to more than a quarter of all rented homes
Proportion of housing cooperatives 2015

Housing stock by type of ownership and city neighbourhood, 2015

Source: City of Zurich Statistics
Outlook

(Schwamendinger-Dreieck © Maaars Architektur Visualisierungen, Zürich)
Smart City Zurich

Office of Urban Development

Nat Bächtold
Foundation III: Smart City Zurich – a response to the challenges of digitisation
«Smart City Zürich» enables...
Overview of strategy – goals and activities

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<td>• Economical use of resources and sustainable development</td>
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<td>• Innovation and attractiveness as business centre</td>
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<td>1. Focus on needs of target groups and challenges of city</td>
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<td>3. Availability, sovereignty and security in the use of data</td>
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Smart City Zurich guidelines

is citizen centric

connects people, organizations and infrastructure

fosters open data and ensures data security and sovereignty

enables test and learn approach
Smart City Zürich – promoting innovation

**Innovation credit**
- Financial support for innovative projects
- Interdisciplinary collaboration preferred
- Testing and learning in pilot projects

**Innovation box**
- Intrapreneurship programme in the city administration
- Multi-stage innovation process for all employees
- Culture change and continuing professional development

**Innovation Fellowships**
- Involvement of external experts in the city administration (2 Fellows per year for 6 -12 months)
- Exchange of knowledge and testing of new approaches
Smart City Zürich – Cooperations

Smart City Lab
- Interdisciplinary developer team with various DAs and externals
- Projects are developed within 12-week sprints

National and international cooperations
- e.g. Smart City Hub Switzerland, Global City CIOs

Kickstart Accelerator
- Global start-up programme for collaboration with the city administration in the area of the Smart City

Hackathons
- E.g. Make Zurich, Climathon
Smart City Zürich – Communication and Dialogue

**Project website**
- Central and updated overview of the City of Zurich’s ongoing activities relating to the Smart City

**Participation portal**
- Makes participation opportunities more accessible
- Testing new opportunities for dialogue and collaboration with the population at large

**Monitoring and reporting**
- Continuously reviewing the instruments and making changes or additions if necessary
Goal: The City of Zurich is using the instruments of digitisation to offer its services to its stakeholders (internal/external) in a timely, simple and secure manner.

Directions of thrust:

- Digitisation vis-à-vis external stakeholders:
  New online services for the population; quality assurance of urban services
  Website; digitisation and schools

- Digital city internal processes
  Among others: Digital inbox; e-bill; collaboration (within the workplace of the future); cloud based HR-IT site; ...

- The spatial image of the city of Zurich: the « Digital Twin »
  Geodata can be easily visualized three-dimensionally and temporally in this tool.

- Open Government Data: «Open by Default»

- Secure data and identities

- Building digitization competencies in the city of Zurich

Organisation/Lead: OIZ; other involved parties: u.a. SSZ, GeoZ
Goal: Enhancing public mobility with innovative products and services that improve the quality of life, economy and environmental performance of integrated public mobility.

Directions of thrust:

- Operation of the leading mobility platform in the Zurich region
- On-demand public transport (supplementing regular public transport with demand-driven transport options)
- Building up of knowledge and experience in the field of autonomous driving in public transport
- Public transport in Zurich to be electrified by 2030 (e-bus strategy VBZ)

Organisation/Lead: VBZ, other involved parties: DAV, TAZ, ewz
«Exploring smart participation»

Goal: The City of Zurich will use contemporary e-tools situationally in the informal participative processes it conducts.

Directions of thrust:

• «Basis – smart participation in other cities»: analysis and processing of current experience with the use of e-tools in participative processes.
• «Evaluation of e-participation interface process»: analysis and processing of insights from the use of the e-tool and the process.
• «Smart participation in use»: contemporary e-tools used in at least two participative processes on real municipal projects and processes evaluated.

Organisation/Lead: STEZ; Smart City Team
Thank you!