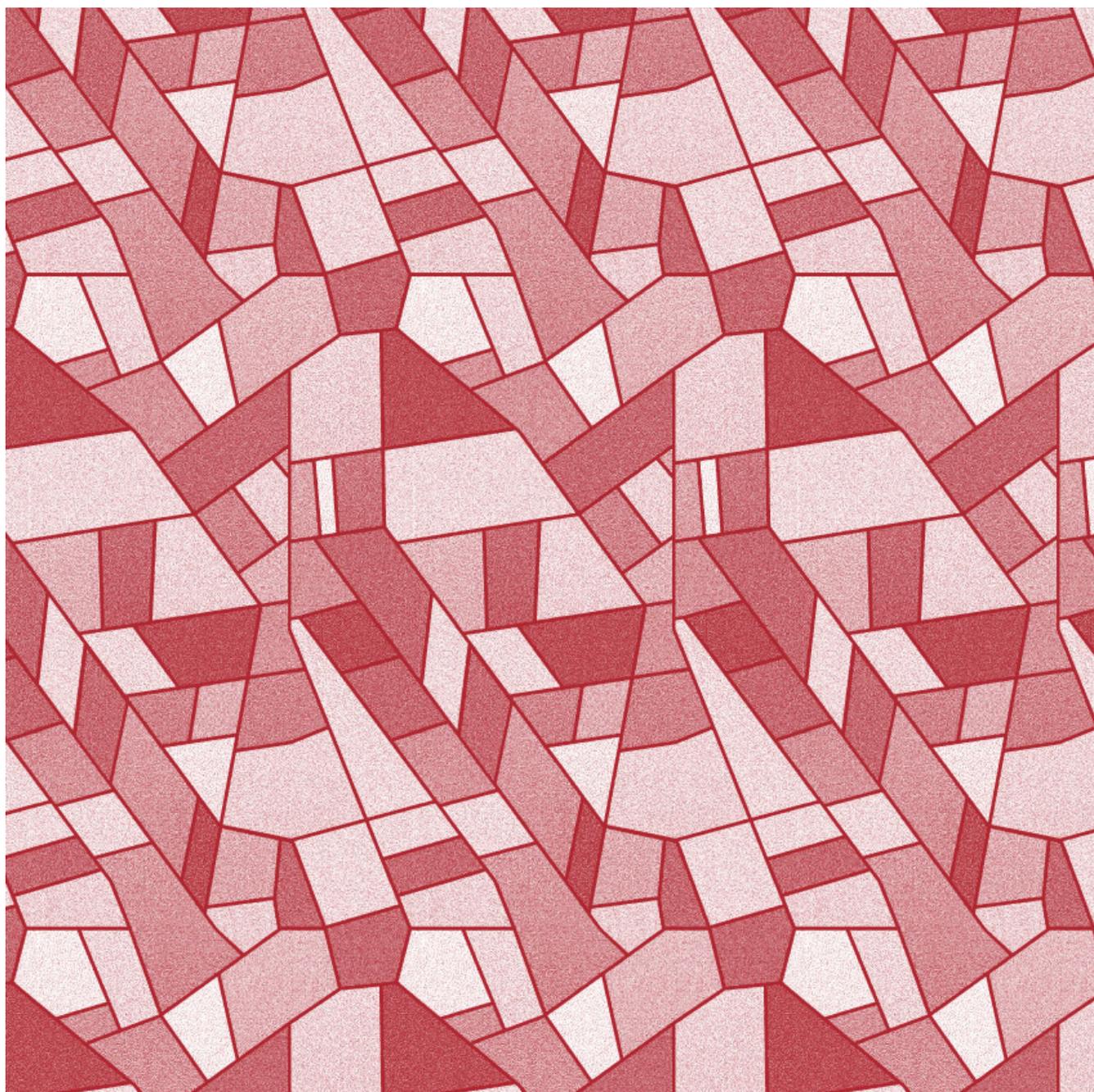


Gartenstadt in the City of Zug – District Development Project



Client

Familia Zug cooperative building association,
Zug Cantonal property insurers, Heimstätte
AG Zug, City of Zug

Facts

Period 2013 - 2014

Project Country Switzerland

A vision and a specific target definition were devised for the future development of Zug's Gartenstadt district. EBP provided its support to the three participating developers.

Pursuing a strategy of urban concentration, the cooperative building/housing associations Heimstätte AG Zug and Familia Zug, and the Zug cantonal property insurers, Gebäudeversicherung Zug, are planning to reconfigure the properties they own in the Zug city district of «Gartenstadt» (Garden City), with the aim of increasing their overall utilisation.

The Zug Gartenstadt is a historic residential district with a largely homogenous appearance, extensive greenways and variously designed exterior spaces. Indeed, the Zug Gartenstadt offers a visual testimony to the development of the city during the period of its industrialisation. Originally conceived as a simple workers' quarter on the model of an English "garden city" for the Landis + Gyr Company, the Gartenstadt district has since been listed by the Swiss Federal Office of Culture as a cityscape of national significance in the Federal Inventory of Swiss Heritage Sites (ISOS).

EBP was commissioned to carry out a baseline survey with the aim of establishing a basis for the equitable and sustainable development of the entire Gartenstadt district.

The focus of the assignment included the completion of a site analysis and the coordination of the various interests of the four clients. The project's vision and specific target definition were devised during two workshops organised and led by EBP.

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