

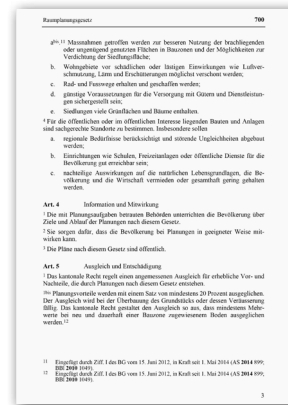
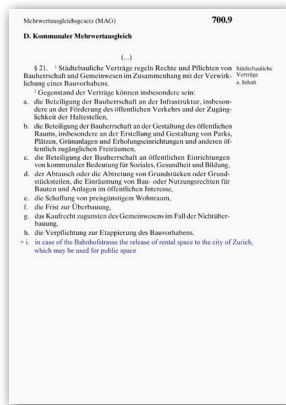
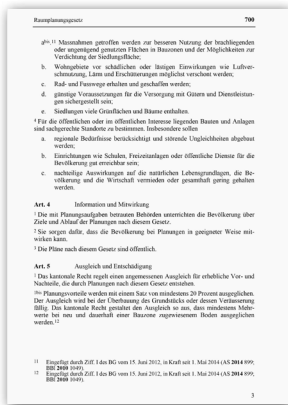
Studio Jan De Vylder  
universum carrousel journey  
RE-NOW-RE

**MORE OR LESS BAHNHOFSTRASSE ?**  
Thomas Simon Rohrer



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## RPG - Raumplanungsgesetz

Applies to the whole of Switzerland. The RPG determines the “Mehrwertsausgleich” in Article 5 Compensation and Indemnification. It quantifies the compensation factor to at least 20% of the added value.

## MAG - Mehrwertausgleichsgesetz

Only applies to the Kanton Zurich. The MAG determines through which zone adjustments added value is considered to exist, which are:  
**Einzonung:** Designation of new building zones;  
**Aufzonung:** Improved Usage;  
**Umzonung:** New/Changed construction zones;  
**Auszonung:** Assignment as non construction zones.

## MAV - Mehrwertausgleichsverordnung

Determines how the added value is calculated, executed and the form it takes.

## Kantonaler Mehrwertausgleich

Applies for Einzonungen or Umzonungen of a zone which is occupied by a public building.

## Kommunaler Mehrwertausgleich

Applies for Aufzonungen or Umzonungen, which exceed an area of 1200 m<sup>2</sup> to 2000m<sup>2</sup> (depending on the kommunal regulations) a Mehrwertausgleich of 20% to 40% (depending on the kommunal regulations, in case of Zurich it is 40%).

## Mehrwertsausgleichsfond

If there is no contractual agreement for the compensation of the added value, the money is paid into a fund, the use of which is restricted to a specific purpose .

## Städtebaulicher Vertrag

Contracts within which the City of Zurich stipulates obligations of the developer that are considered as compensation for the generated added value. These can have planning consequences, such as the creation of additional bicycle parking spaces or the establishment of social housing units.

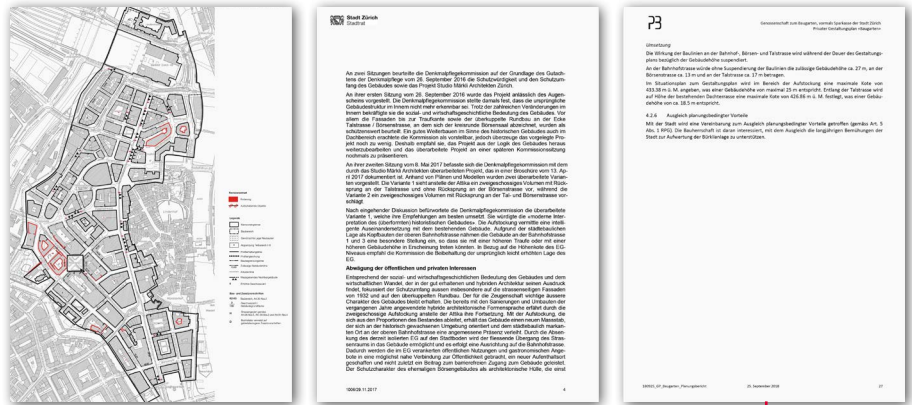
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Concept Diagram

Links between Preparation Phase and Elaboration Phase

## Preparation Phase

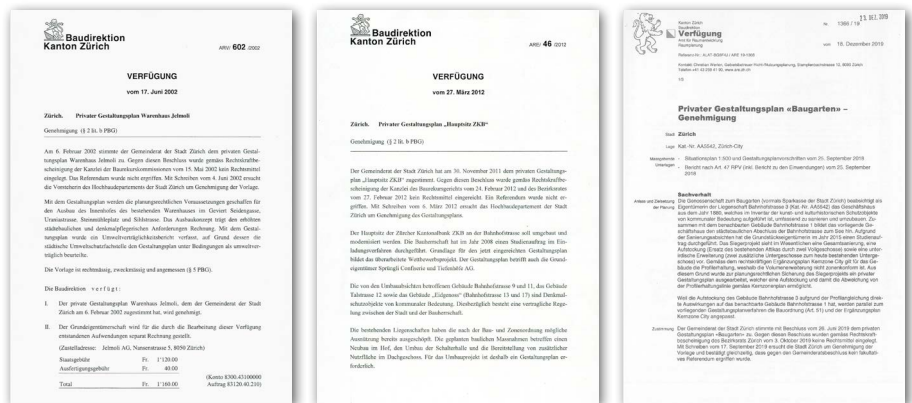
The analysis of Bahnhofstrasse showed that the contour of the buildings is very controlled. The listed façade and street alignments fixed by supplementary plans leave little room for change. Increasingly uniform uses and owners limit the quality of space open to the public.



*A "Mehrwertsausgleich" took place for the recent construction of the Alte Börse. The compensation of the planning advantage was set to the upgrading of the Obere Bahnhofstrasse. It can be criticized that the compensation of additional value also generated value. Being an investment in the direct surrounding increases the value of plots. In addition, it seems contradictory, in a time in which it is increasingly important to plan in a resource-saving way, that more building area is reacted on by even more built space.*

## Privater Gestaltungsplan

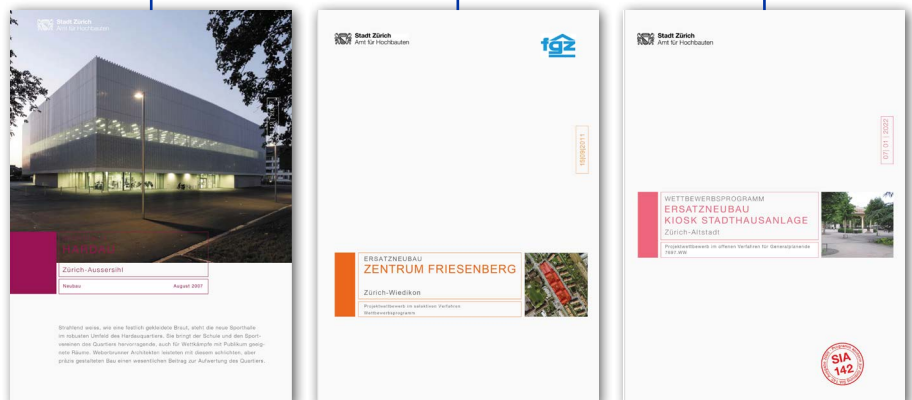
Private Gestaltungspläne do apply for planning intentions, that are regarding plots in private ownership, which are in conflict with the building zone regulations. Therefore, they require special handling. They may create a Mehrwert due to a change in zoning regulations for a specific plot. In the case of the Alte Börse Mehrwert was created through additional floors. In the case of the Zürcher Kantonalbank through an increase of utilization ratio.



*Relocation of the competitions to compensate the additional space. Three exaply competitions that where published in the same year as each Gestaltungsplan got submitted. They aim towards a diversification of the Bahnhofstrasse.*

## Elaboration Phase

The project consists of an addaption of the value-added compensation law. In the case of Bahnhofstrasse, it inserts an additional clause. The compensation is not made anymore by financial means, but by rental space. This accrues to the city of Zurich, who will thus be involved in the conversion and can realize city projects on Bahnhofstrasse under conditions that do not have to be competitive.

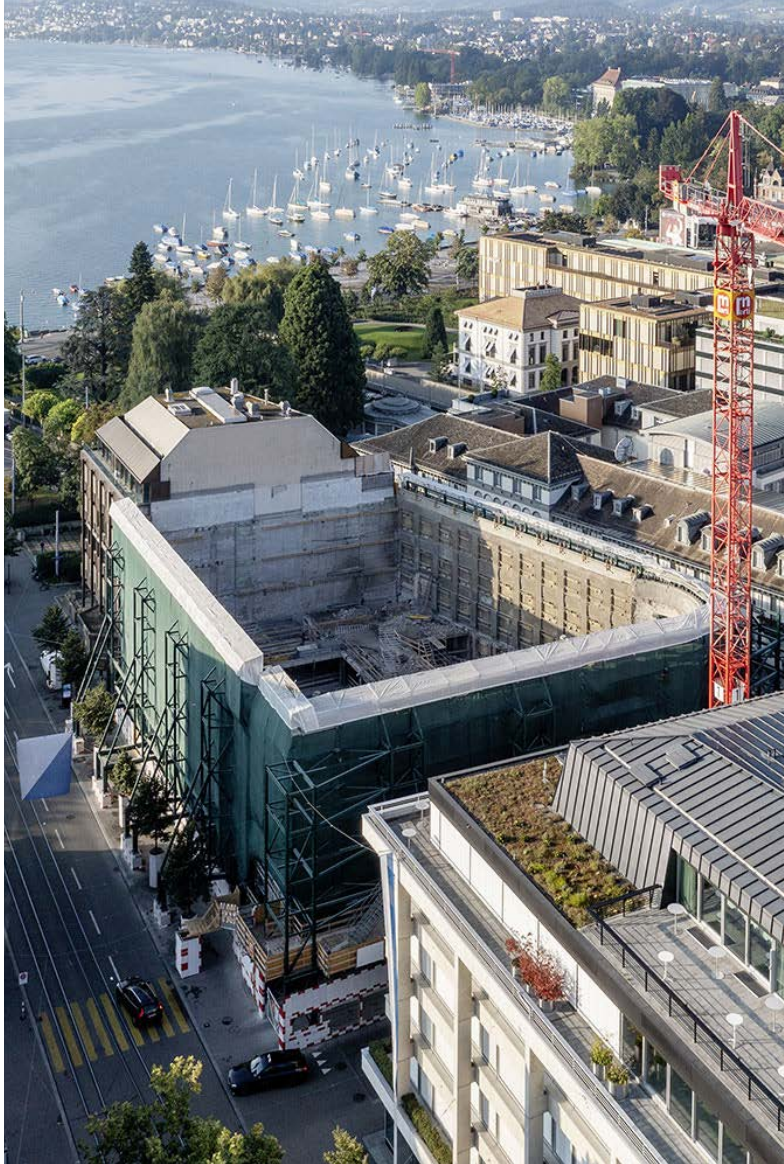


More or Less  
Bahnhofstrasse?

Sites  
Preparation Phase



The Bahnhofstrasse  
Bahnhofstrasse 1-110  
8001 Zürich



Alte Börse Zürich  
Bahnhofstrasse 3  
8001 Zürich

# More or Less Bahnhofstrasse?

The research conducted in the first phase of the studio focused on a specific phenomenon found at Bahnhofstrasse 3. Through its analysis the building's history, as well as its current re-planning, became relevant. When assessing these it became clear, that the building is not, as initially assumed, an exceptional phenomenon but rather one example of a usual practice in the Bahnhofstrasse Zürich. It connects through a series of details with the context it is situated in. It marked the start of a development that characterizes Zürich today as a hotspot for capital. The following pages sum up the discoveries during the analysis phase: It started with a walk through Zurich on which something unusual stands out. A construction site at Bahnhofstrasse 3 that at first glance looks like nothing out of ordinary. A steel scaffolding that holds on to the outside of a historic facade. A step inside though reveals a surprise. The building is empty. It only consists of a skinny shell that defines its volume. The entire inside is carved out. An open container that leaves an uninterrupted view to the sky. Its massive appearance on the outside seems pretentious when realizing that it is only created through a few centimeters of material.

It is a highly complicated construction site. The situation at Zurich's Lake Side, probably the most prestigious area of the city if not worldwide leaves little place for storage capacities. The inside is both the construction site and storage. Every part of the building delivered must directly be installed, which creates an extensive logistical challenge. It is a sight of total control. Measuring points on the facade get reviewed every other day to secure its durability. Two cameras live-stream regular updates of the latest updates of the realization process. The reason for all this effort stems from the historic significance the bordering facades hold. They are protected by the historic preservation department of Zürich. Parts of it go back to one of the first buildings on the Obere Bahnhofstrasse. Nothing else has stood here before. During the Middle Ages the Stadtanlage and the Bürkliplatz both had been part of the fortress trench bordering off Zurich's early roots. Zurich then offsets its shoreline into the Zurich lake. A new shoreline created space where there was none before. Additional building ground was piled up. Large-scale urban developments followed. The former Kratzquartier got replaced by the Fraumünster quartier. The grown city structure of randomly scattered neighborhood got replaced by one large gesture. Straight street axes completely redefine this area. Its main axes, the former Fröschli Graben, was filled up and became the Bahnhofstrasse. However, one last bend on the very end survived the strict straightening. A portion right before the Bahnhofstrasse reaches the Zurich lake kept its shape. Its unusual angle had come from the former star-like bastion. On it the Baugarten was located. It used to be the garden of the Baumeister and later became a popular restaurant. But also this last mark didn't remain for long. Only a few years later it left the city maps as in a final process of development. With it the Baugarten on top of it disappears. The view to the Zurich lake was from that point

# Abstract Preparation Phase

on cleared. The lake became visible all the way up to today's Paradeplatz. Beside the cleared few, the new changes also opened up additional area for city expansions.

The freshly developed land right at Zurich lake was intended to hold buildings of high significance, like the Zentralbank, and a Stock Exchange Market. It was intended right on top where the Baugarten once stood. But its realization was met with difficulties. The booming years of economy during the Gründerzeit, propelled through industrialization, were followed by a financial crash in the second half of the nineteenth century. The economy began stagnating. Realizing a Börse in this context became a challenging endeavour. A private gift of inherited money to the Züricher Börsenverein secured through its realization. The Alte Börse thereby became a symbol of stable economy growth, which also found its way into the design. A massive sandstone facade with horizontal layering expresses durability and permanence. The building's style was tailored specifically to represent its use. Its outside was chosen to imitate the Italian Renaissance.

The abundance of materiality visible today seems paradoxical in this context. The parts present today that go back to the original construction of the Börse in 1880 is little. A lot of its material got later getting removed during a process of purification in 1932. During this the decor of the facade was getting removed. The large two-story-high arch windows of the second floor were replaced by smaller square windows. Curved and playful forms became straight and rational. Almost a meter of material was removed from the outside. On the inside the showpiece of the Börse, its seventeen-meter-high Börsensaal, one of the largest of Zurich during the time of its construction, was removed. The ceiling is lowered two floors due to acoustic concerns. The Börse then changes its ownership. It fell in the hands of the Basler Handelsbank, and soon after it was bought by the Züricher Sparkasse. It then was retransformed into a Bank. It was at the time when Zurich's significance today, as a global finance player, sparked. The Bahnhofstrasse's transformation thereby led to today's state in which most of the building of the Obere Bahnhofstrasse are owned by banks. In particular around the Paradeplatz. This change was partly initialized by this transformation of the Alte Börse. It justifies the historic significance, the building holds today. It foreshadowed the changes Zurich went through. This also resonated in the reasoning of the latest Gutachten of the Alte Börse. It was set up to consult the Historic Preservation Committee about its latest conversion plans.

Two additional floors are added on top and two additional basement floors below. In total there is going to be just above five thousand square meters of rentable space. The current owner Alte Börse is the Baugarten Foundation. Their name gets charged with historic significance when realizing that the Baugarten once stood here. The

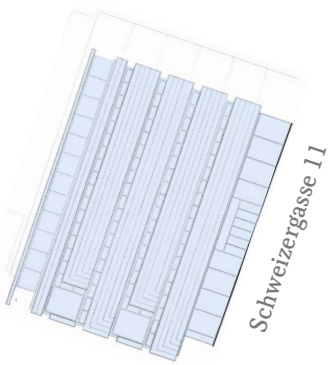
future tenants of the building are already chosen. The upper floors are going to be occupied by Goldman Sachs, the lower ones are thy fashion warehouse Grieder. Both Grieder and Goldman Sachs are already situated in the close neighborhood. Both just move down a few blocks closer to Zurich lake. They relocate to a surround charged with even higher historic prominence. This frames their fast-paste companies in a location that emits a feeling of stability and century old existence.

Since this rigorous operation partly conflicted the Bauzonen Ordnung Zurich it became necessary to organize a private Gestaltungsplan. Due to the increase of rentable space, the building also increases its value. Through the „Mehrwertsausgleich“ a city planning rule in Zürich, 40% of this increase had to be compensated and given back to the city. The created surplus value was measured to about two and a half million franks. In contracts between city and plot owner, the owner stated that she wishes the compensation to be used for the upgrading of the Obere Bahnhofstrasse. The surplus therefore, didn't end up in a public fund, it went into build matter of the direct surrounding. Since the surrounding also adds to a plot value, it can be seen as an investment into oneself. In this particular case, Mehrwert was not compensated, it was generated. A decision that can be seen critically. Soon after, the City of Zurich announced that the upgrading would be used to subsidize the rebuilding of the Kiosk Stadtanlage, directly next to the Alte Börse. Of all these changes in the latest conversion of the building, one proved in particularly controversial. Shifting the ground floor to the street heights would partly remove the existing socket. Historic material would be cut off and removed. This change was reasoned by an improvement in accessibility and freedom of barrier. It was decided against the recommendation of the Historic Preservation Committee. A shop window vitrine is planned to be placed over the created gap.

Parts of the facade are thereby included to the inside. The ground floor columns, which go back to the original substance from 1880 are reframed as the background decorations of a display window. They become part of the exhibited goods. The architect commissioned with the conversion, Peter Märkli, stated his few on this matter in an online lecture. It reveals his strategy of convincing the Committee. He used a painting by Paolo Veronese as a historic reference. The image shows a religious scene. Columns are visible in the background. Märkli pointed out these columns and connected them to the columns present at the Alte Börse. He compares the framing of the painting, with the framing of the columns through the added vitrine. Other than that, there doesn't seem to be any connection between the referenced painting and the building. Its usage to relativize the changes seems arbitrary. The reasoning trough a shallow reference conflicts the the rigorous modification of the historic substance. They become part of the shop window display. Through it, they get reduced in their meaning to mere background decorations. Comparing the Alte Börse with the street it is located in

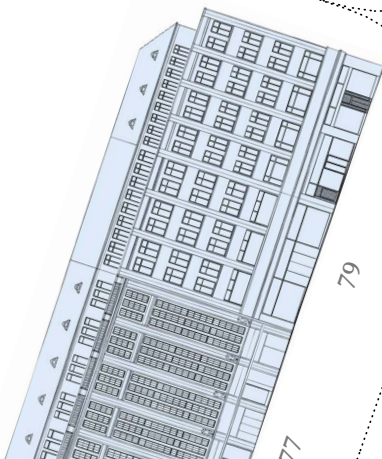
reveals a series of connections. Carved out conversion sites like this appeared frequently in the recent history of to surrounding. Reviewing the conversion history of the buildings at the Bahnhofstrasse reveals multiple examples of constructions that were realized in a likewise fashion. A new building behind an old facade. They were present at Bahnhofstrasse 104, 71, 63, 62, and 11 in the past. Especially during the 1970s it was quite a common routine to convert buildings in this way. As a reaction to this, adjustments were made to the legal basis of the historic preservations. The main structure is now usually included in the preserved elements. That buildings site still remain occurring today, like at the Bahnhofstrasse 3, turns them into an even absurder phenomenon. Additional connections appear when taking a closer look at the planned details. They reveal a specific treatment of a historic context. The connections of a newly added inside to the excising creates overlapping dimensions, historic meaning of particular elements change, and outdated plot lines open new planning potential to name a few.

These details are influenced by their context and are thus a result of planning regulations instead of conscious design decisions. They are odd in the way that they don't mach design intuitions but nevertheless lead to interesting spatial configuration and unique qualities. They directly result from the circumstances present at Bahnhofstrasse and thereby relate to their context in a very direct way. The Alte Börse can therefore be seen as a case study object for larger trend regarding its surrounding. It becomes an example for how the treatment of a historic facade is intertwined with a network of connections that all add to the shaping of public space. From the many connotations, emptiness can have, it takes up the form of arbitrariness in this research. It sits behind the old facades of the Bahnhofstrasse. Allowing for the appropriation of history and a change of its meaning. Historic significance is reduced in its importance to the exterior perception. History is reduced to a surface. Superficiality links the empty voids behind carved out facade to the streets current purpose. The treatment of the individual object connects to the wider surrounding. Through a series of reconstructions and corings behind exciting facades, historic buildings at Bahnhofstrasse continue to be stripped of their substance. History becomes a value that plot owners use to charge their buildings with significance and that renters use, to fabricate a traditional background to their brands. As seen in the latest conversion of the Alte Börse, the historic meaning of the buildings at the Bahnhofstrasse is reduced to that of background decoration for shop windows. The Bahnhofstrasse is not a place of architecture, it is a place of scenography.



Schweizergasse 11

PESTALOZZIANLAGE



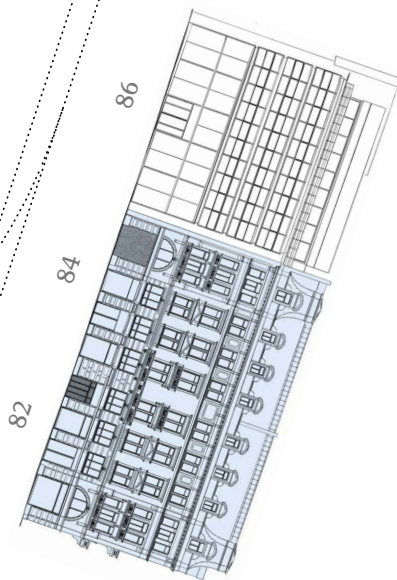
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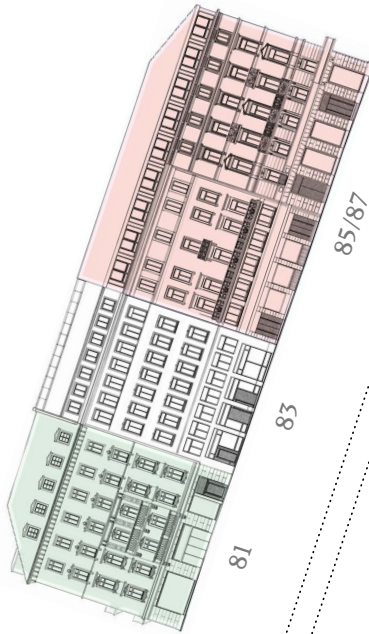
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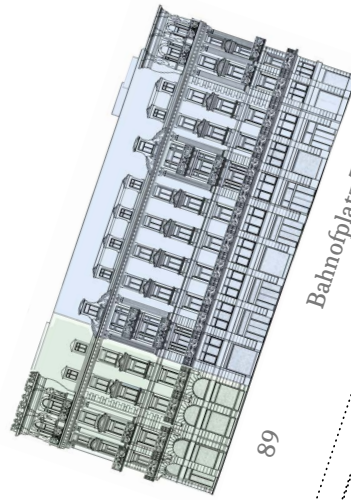
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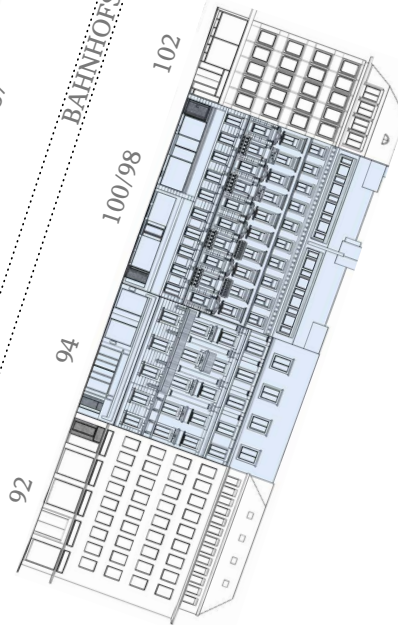
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85/87



89

Bahnhofplatz 7



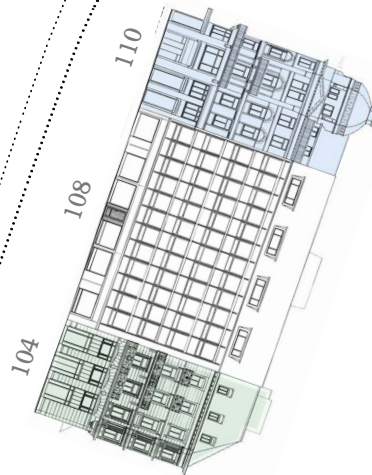
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94

100/98

102

BAHNHOFSTRASSE



104

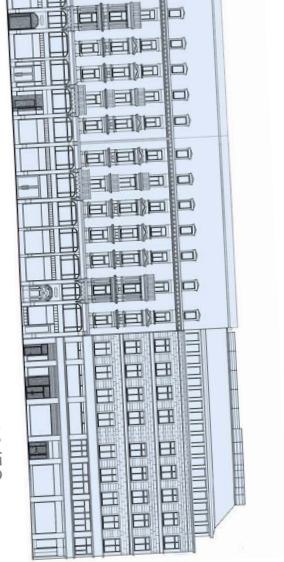
108

110

- 7 Hotel Schweizerhof: Kuoni Reisen, Swarovsky Crystal Fallery, Boutique Claire's, The Body Shop  
2014 Conversion (Rooms) – 2007 Renovation (Facade) – 2001 Renovation (Rooms) – 1986 Installation (Café Gourmet) – 1978 Conversion/Renovation – 1956 Conversion (Travel Agency) – 1930 Conversion (Shop Window Front) – Hotel National (1908 Conversion) – 1880 Extension – 1876 Built (Hotel National)  
[#Kommunal Protection \(1978\)](#)
- 110 Zigarren Zürr  
1880 Built – 1904 Conversion (Copula) – 1923 Conversion (Pastery Shio) – 1923 Installation (Café) – 1953 Renovation (Tearoom) – 1974 Conversion (Zigarren-Dürr) – 1974 Installation (Coffee Shop)  
[#Kommunal Inventory](#)
- 108 Läderach Chocolatier, Salon de Beauté  
/106 1957 Built
- 104 Dosenbach Schuhe  
1982 Built (Behind old Facade), 1900 Conversion (Shop Window Front), 1935 Installation (Café), 1881 Built
- 102 Yooji's Restaurant  
2013 Conversion (Retail Shop), 1986 Conversion (Bucher's Shop Bell), 1955 Built
- 100 Yves Rocher Kosmetikinstiut  
/98 1978 Expansion (Roof), 1954 Conversion (Retail Shop), 1879 Built  
[#Kommunal Inventory](#)
- 94 L'Occitane en Provence, Boutique Tissot  
1882 Built, 1973 Conversion (Retail Shop), 1997 Extension (Retail Shop)  
[#Kommunal Inventory](#)
- 92 Modelia Haus: H & M, Kino Rex  
1990 Conversion / Sanierung – 1975 Conversion – 1956 Conversion (Modelia) – 1935 Built
- 89 Zur Schwalbe: Y. Yeni  
1977 Built (Behind old Facaden) – 1876 Built  
[#Kommunal Inventory](#)
- 88 Feldpausch Haus: PKZ Women  
2014 Conversion – 2005 Conversion – 1992 Built
- 87 Hotel St. Gotthard: Goldhaus, H & M, Lächerli Huus, Six  
/85 2012 Renovation – 2007 Renovation/Conversion (Conference Rooms) – 1984 Installation (Café St. Gotthard) – 1984 Reconstruction (Ground Floor Facade) – 1954 Conversion (Music Hall) – 1938 Renovation – 1930 Total Conversion – 1906 Conversion – 1876 Built (Bahnhofstrasse 87) – 1872 Built (Bahnhofstrasse 85)  
[#Kommunal Protection](#)
- 84 Zum Freineck: Diesel Store  
1981 Conversion/Sanierung – 1959 Conversion – 1891 Built  
[#Kommunal Protection \(1977\)](#)
- 83 Handar Haus: Fielmann Optik  
1998 Conversion – 1994 Installation (Skylight) – 1989 Renovation – 1977 Conversion – 1972 Conversion (Pulli-Shop) – 1967 Installation (Lift) – 1953 Conversion (Shop Window) – 1946 Built
- 82 Zum Freineck: Mange Store  
1978 Conversion/Renovation (Facade) – 1891 Built  
[#Kommunal Protection \(1977\)](#)
- 81 Feldschlösschen: Coop Vitality Apotheke, Ochsner Sport, Import Parfumerie  
2000 Built (Hinter alten Facaden) – 1868 Installation (Mövenpick) – 1928 Installation (Bear Hall) – 1867 Built
- 11 Department Store Globus  
2014 Conversion – 2005 Conversion – 1961 Built  
[#Kommunal Inventory](#)
- 79 Naefenhaus – Marionnaud Pafumerie, Mc Donalds  
1986 Conversion/Sanierung – 1932 Built



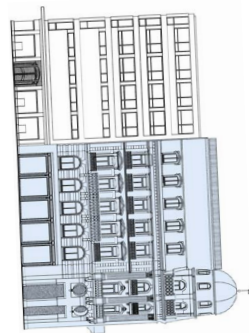
- 80 Kurz Schmuck und Uhren  
2004 Conversion – Installation (Bells) – Installation (Bijouterie)  
[#Kommunal Inventory](#)
- 78 Christ Uhren & Schmuck  
2008 Conversion – 1989 Conversion – 1975 Conversion – 1970 Built
- 76 Tally Weijl Mode  
1988 Conversion – 1973 Conversion – 1956 Einrichtung (Tea Room) – 1866 Built  
[#Kommunal Inventory](#)
- 74 Zum Silberhof – Modissa  
2015 Conversion – 1973 Built  
[#Kommunal Protection](#)
- 72 Zum Werdmühle: UBS, Naegeli Tabakfass, The Bookshop  
/70 2001 Conversion – 1998 **Reconstruction (LadenFacade Studio Merkli)** – 1958 Conversion – 1956 Renovation/Purifizierung (Facade) – 1940 Conversion – 1902 Built  
[#Kommunal Inventory](#)
- 77 Noerrhaus – Applestore  
1957 Conversion – 1932 Built  
[#Kommunal Inventory](#)
- 75 Brann, Oskar Weber, Warenhaus Manor  
1950 Conversion (Innen) – 1950 Installation (Restaurant) – 1928 Extension/Conversion – 1911 Built  
[#Kommunal Inventory](#)
- 73 Haus Capitol: Big Damenmode, Big Boyz  
1917 Conversion – 1881 Built  
[#Kommunal Inventory](#)
- 71 Haus Römer: Vicotiry Apotheke, Beldona, H & M  
1983 Built (Behind old Facade) – 1953 Conversion – 1881 Built  
[#Kommunal Protection \(1986\)](#)
- 69 Zur Trülle: Esprit Store  
a 1897 Built – 1952 Conversion – 1985 Conversion  
[#Kommunal National \(2007\) Protectione \(1986\)](#)
- 69 Zur Trülle: Navyboot Shop  
2008 **Sanierung/Reconstruction (Gable Relief)** – 1987 Sanierung (Facaden) – 1897 Built  
[#Kommunal \(1986\), National \(2007\) Protection](#)
- 67 Confiserie Sprüngli, We Fashion  
2004 Conversion/Sanierung – 1979 Conversion – 1919 Conversion/Ausbau (Dachgeschoss) – 1895 Built
- 66 Haus Capitol, Bally Haus: Zara  
2013 Conversion/Sannierung (Facade) – 1995 TotalConversion – 1984 Conversion (Inside) – 1983 Sanierung (Facade) – 1965 Built  
[#Regional Protection \(2013\)](#)
- 65 Landolt-Arbenz, Thomas Sabo  
2010 Conversion/Sanierung – 1980 Conversion/Extension (Gallery) – 1972 Conversion/Extension (Soussol) – 1971 Built  
[#Kommunal Protection \(2011\)](#)
- 64 Omega Haus: Les Ambassadeurs Uhren und Schmuck  
2014 Sanierung – 1969 Built  
[#Kommunal Inventory](#)
- 63 United Colors of Benetton  
1980 Built (Behind old Facade) – Conversion (Shop Window Facade) – 1870 Built  
[#Kommunal Inventory](#)
- 62 Frans Carl Weber: Genisis Studio Autohändler  
/60 2004 Conversion – 1978/82 Built (Behind old Facade) – 1887 Built (Haus 62) – 1882 Built (Haus 60)  
[#Kommunal Inventory](#)
- 61 Haus Rheingold: IWC Schaffhausen Boutique, Sunrise Center, Restaurant Aurora  
2013 Conversion (Restaurant) – 1989 Sanierung – 1908 Built  
[#Kommunal Inventory](#)
- 58 Zum Ringhof: Longchamp, Löwen Pharmacy, Riethmüller Messer  
2005 Renovation (Och Sport) – 1995 Renovation (Facade) – 1972 Conversion – 1907 Conversion (Shop Window Front) – 1884 Built  
[#Kommunal Inventory](#)
- 57 St. Annahof: Department Store, Coop City St. Annahof  
1978 Total Conversion – 1950 Conversion – 1937 Conversion – 1911 Built  
[#Kommunal Protection \(1978\)](#)
- 56 Zur Ringmauer: Och Sport, Jürg Frech Gold- und Silberschmied  
[#Kommunal Inventory](#)



58

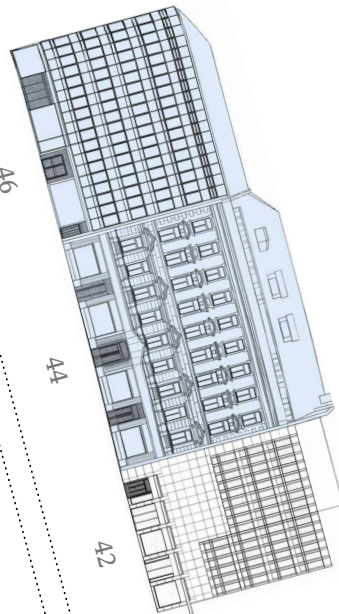
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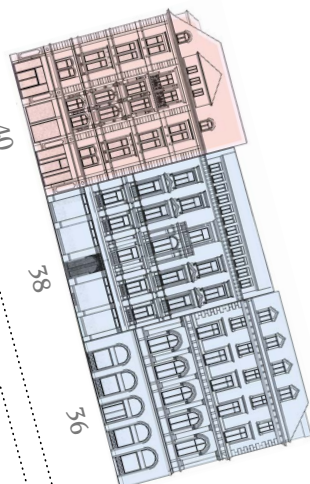
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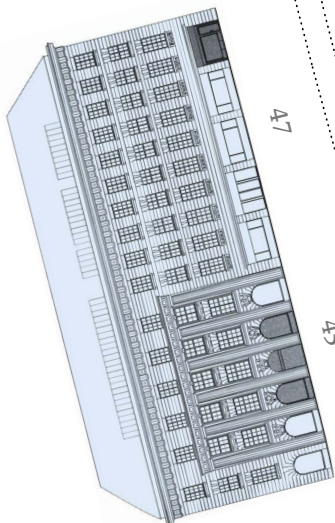
BAHNHOFSTRASSE

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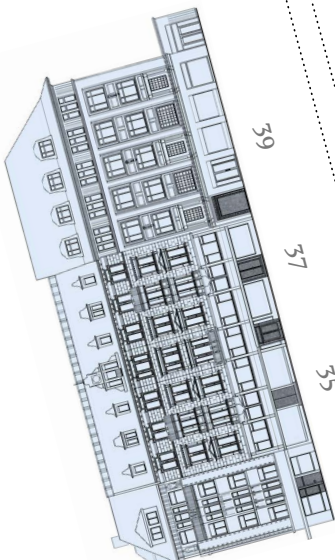
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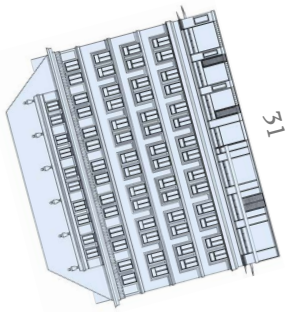


1m

25m

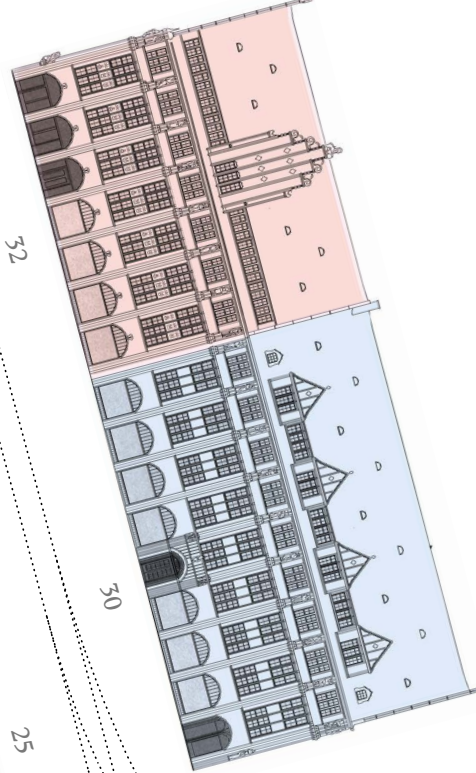
50m

- 54 Spinner Haus: Michael Kors, Swatch Store, Picnic  
/52 Gourmondo  
1950 Conversion – 1930 Conversion (Facade) – 1882 Built  
[#Kommunal Inventory](#)
- 53 Schweizer Volksbank, Visilab Optik, Massimo Dutti  
2014 Conversion – 1984 Conversion – 1922 Built  
[#Kommunal Protection \(2004\)](#)
- 50 Bucherer Uhren und Schmuck  
2000 Conversion (Retail Store) – 1990 Extension  
(Neighbour Building) – 1980 Conversion (Shop Window)  
– 1965 Total Conversion – 1960 Conversion (Shop  
Window Front) – 1873 Built
- 48 Sturzenegger-Haus: Omega Boutique  
1990 Conversion/Sanierung – 1960 Conversion (Shop  
Window Front) – 1910 Conversion (Shop Window  
Front) – 1873 Built  
[#Kommunal Inventory](#)
- 47 Münzhof: UBS, Cartier Boutique, Wolford Boutique  
/45 2015 Sanierung – 1997 Conversion/Built – 1957  
Extension – 1954 Extension – 1915 Built  
[#Kommunal Protection](#)
- 46 Glashaus Waltisbühl: PKZ Men, Confiserie Teuscher  
1997 Conversion (Facade) – 1956 Built  
[#Kommunal Inventory](#)
- 44 Burberry Ladie's and Men Clothing, Brunos Chemiserie,  
Hubolt Boutique  
1910 Conversion – 1904 Conversion (Shop Window  
Front) – 1874/75 Built  
[#Kommunal Inventory](#)
- 42 Prada  
2015 Conversion – 2002 Conversion – 1968 Built
- 40 Zum Nordlicht, Haus Ganz : Chopard Boutique, Salavore  
Ferragamo  
2014 Sanierung – **1996 Reconstruction (Facade Ground  
Floor)** – 1950er Conversionen – 1867 Built  
[#Kommunal Inventory](#)
- 39 Zum Mühlstein, Huguenin Haus: Chanel, Boss Store  
2012 Conversion/Sanierung – 1986 Installation (Automats  
Bank) – 1984 Conversion – 1974 Conversion (Café) –  
1951 Conversion (Café) – 1914 Anbau (Café) – 1911 Built  
[#Kommunal Inventory](#)
- 38 Fogal Boutique Piaget  
1968 Erwerb (Bank Julius Bär & Co) – 1900 Conversion  
(Shop Window Front) – 1867 Built  
[#Kommunal Inventory](#)
- 37 Van Cleef & Arpels Boutique, Marionaud Parfumery, En  
/35 Vouge Coiffeur  
2013 Conversion – 2005 Conversion – 1963 Conversion  
– 1952 Opening (Joaillier und Baux-Arts) – 1882 Built  
[#Kommunal Inventory](#)
- 36 Bank Julius Bär, Gübelin Uhren und Schmuck, Brunello  
Cucinelli Boutique  
1980 Built – 1977 Built – 1952 Conversion – 1925  
Conversion – 1973 Built  
[#Kommunal Inventory](#)
- 33 Kohlenhof: Meister Watches, Meister Jeweller  
2006 Conversion (Laden) – 1957 Conversion – 1909  
Built  
[#Kommunal Inventory](#)



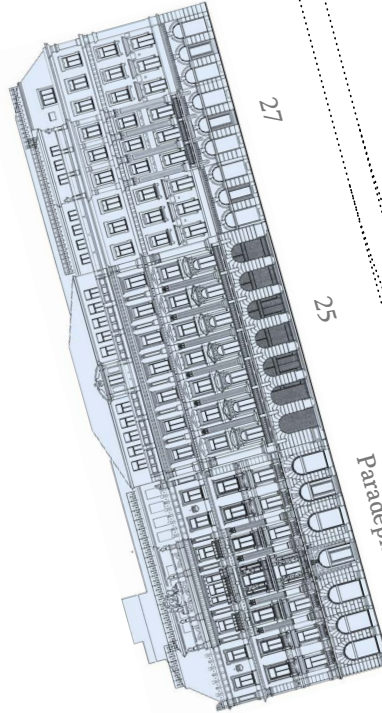
31

32



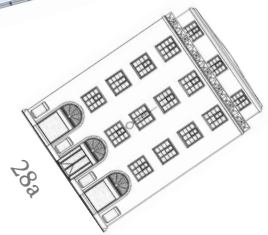
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27



25

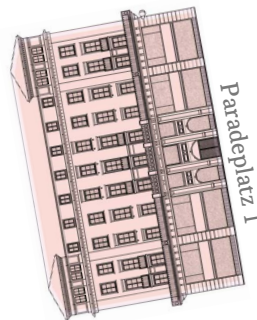
Paradeplatz 8



28a

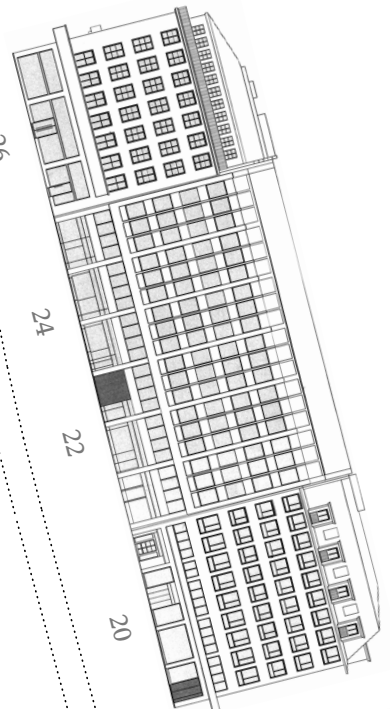
28

PARADEPLATZ



Paradeplatz 1

26

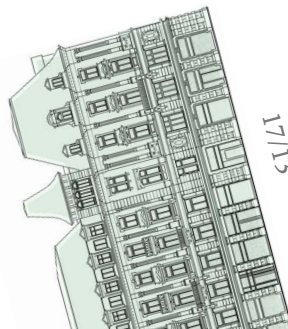


24

22

20

17/13



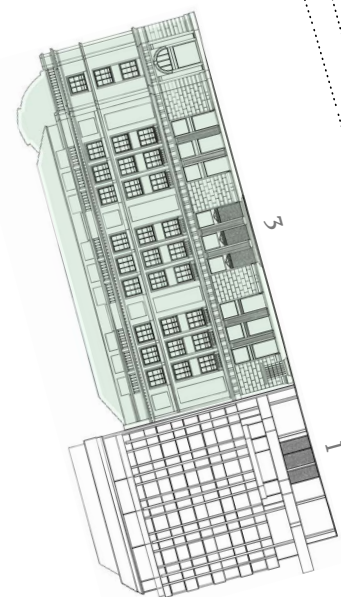
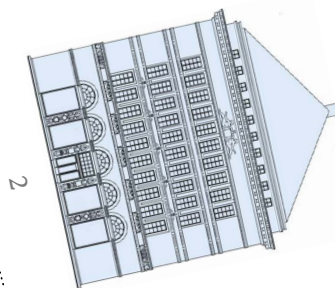
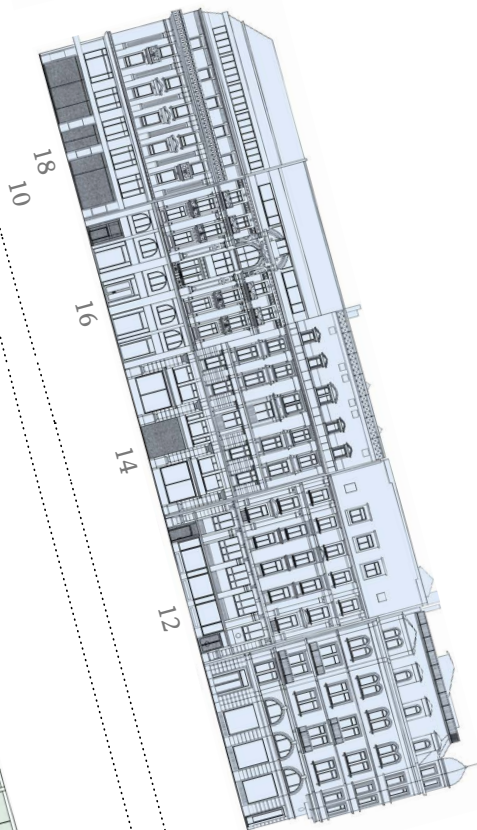
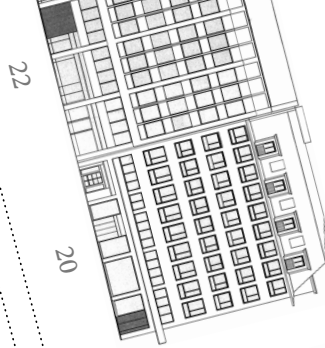
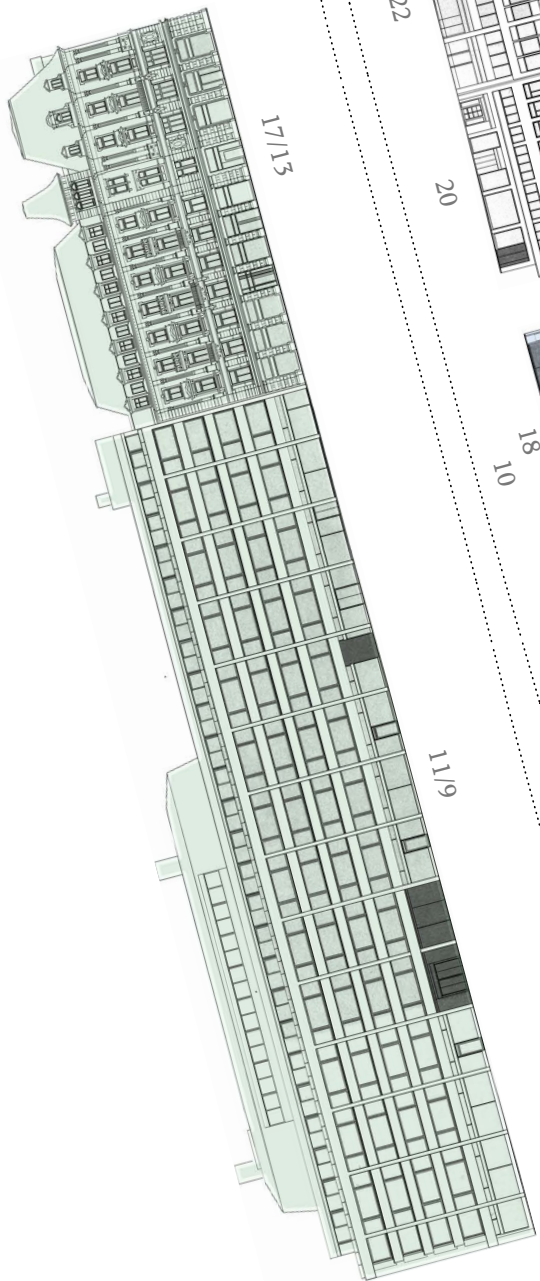
- 32 Leuenhof: Café Al Leone, Credit Suisse, Tod's Boutique, Jaeger-LeCoultre Boutique, Audemars Piguet Boutique  
1998 Installation (Cafés) – 1995 Conversion – **1994 Reconstruction (Haupteingang Studio Merkli)** – 1914 Built  
[#Inventory National](#)
- 31 Orell Füssli Hof, Bärenhof: Beyer Chronometrie, Boutique Breguet, Aux Arts de Feu, Paket Philippe Boutique, Paul & Shark, Perosa Dessous  
2013 Conversion – 1962 Installation (Car Bank) – 1948 Built (Bärenhof) – 1924 Built (Orell-Füssli-Hof)  
[#Kommunal Protection](#)
- 30 Peterhof: Grider Men Clothing, Louis Vuitton  
1996 Renovation (Facade) – 1912 Built  
[#Inventory National](#)
- 28 Zum Alten Zeughaus: Restaurant, Zeughaus Cellar,  
a Hermès Boutique  
2010 – Renovation Shop Window Front – 2010 Renovation (Facade) – 1974 Conversion – 1926 Conversion – 1869 Conversion – 1487 Built  
[#Kommunal Protection](#)
- 28 Sovoy Hotel Baur en Ville  
1997 Sanierung (Facade) – **1975 Built/Reconstruction (Facade)** – 1975 Demolition – 1936 Renovation (Facade) – 1907 Conversion/Extension – 1876 Conversion – 1836 Built  
[#Kommunal Inventory](#)
- 8 Kreditanstalt, Haus Rübel & Abegg, Postgebäude: Credit Suisse, Giorgio Armani, Ermenegildo Zegna, La Serla, Bulgari, Restaurant Bäregasse, Bottega Veneta, Montblanc Boutique, Swiss International Airlines, Fabric Frontline (...)  
1999 Conversion/Renovation – 1965 Conversion – 1952 Facadensanierung – 1913 Built – 1998 Built – 1972 Built (in Stages)  
[#National Protection](#)
- 1 Tiefenhöfe: Confiserie Sprüngli  
2007 Conversion (Retail Store, Café Bar, Facade) – **1977 Reconstruction (Facade)** – 1972 Conversionten (Rooms) – 1962 Redesign – 1959 Sanierung (Facade) – 1949 Conversion (Sprüngli) – 1930 Total Conversion – 1909 Conversion – 1889 Conversion – 1856 Built  
[#Kommunal Inventory](#)
- 26 Zur Alten Post (Zentralhof): Jimmy Choo, Loro Piana  
1937 Built
- 22 Zentralhof: Tommy Hilfinger  
/24 1966 Built
- 20 Zentralhof: Tommy Hilfinger  
1956 Built



1m

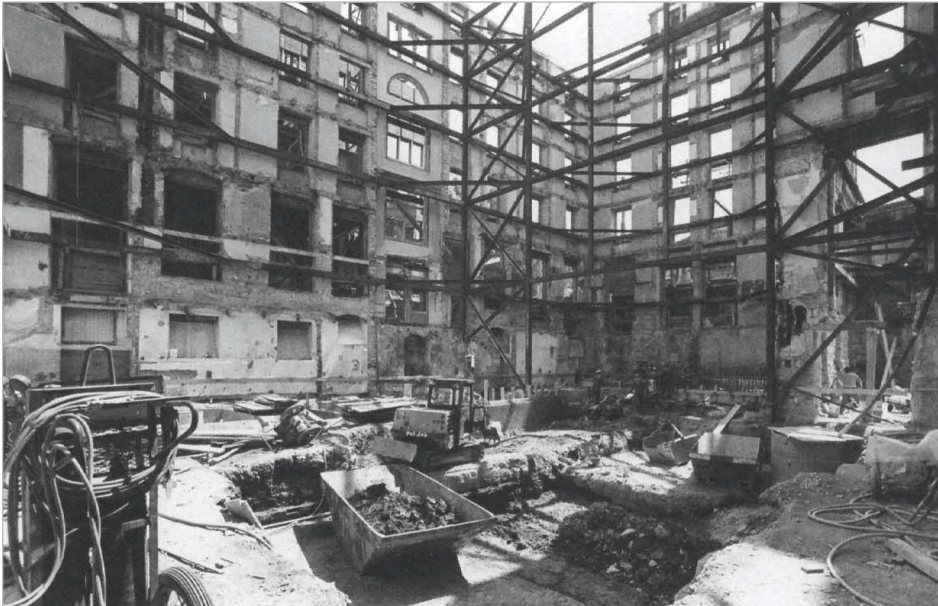
25m

50m



STADTHAUSANLAGE

- 18 Kapplerhof: Trois Pommes, Kiton by Dolph Schmid,  
/16 Graff Diamonds
- /12 1976 Renovation (Facade Haus 16) – 1972 Conversion  
(Ladenfront Haus 18) – 1961 Conversion (Hof) – 1920  
Conversion (Facade Haus 16) – 1906 Conversion  
(Facaden) – 1880 Built (Bahnhofstrasse 18) – 1979 Built  
(Bahnhofstrasse 16) – 1880 Built (Bahnhofstrasse 12)  
[#Kommunal Protection \(House 16 1976\), Kommunal  
Inventory \(House 12/18 \)](#)
- 17 Zum Eidgnoss: Weinberg Herrenmode, Christian Dior  
/15 Boutique, Parfumerie Osswald, Rolex Boutique
- /13 1978 Built (Behind old Facade) – 1965 Abbruch  
(Südtrakt/Turm) – 1945 Purification – 1925 Conversion –  
1913 Conversion – 1907 Conversion (Bank) – 1901 Built  
(Middle- and South Track) – 1895 Built (North Track)  
[#Kommunal Protection](#)
- 14 Haus Waldmann, Kapplerhof: Stefano Ricci, Tiffany &  
Co., Villa Grisebach Aktion  
1956 Conversion – 1944 Renovation/Purification – 1911  
Installation (Gallery) – 1879 Built  
[#Inventar Kommunal](#)
- 11 Züricher Kantonalbank, Kochoptik, Weinberg Damenmode  
/9 2012 Conversion/Renovation – 1983 Built (Talstrasse  
14/18 Behind old Facade) – 1964 Built (Bank 2nd Floor)  
– 1961 Built (Bank)  
[#Kommunal Protection](#)
- 10 Zum Gryffenberg, Genfer Haus, Kapplerhof: Balenciaga  
2014 Conversion – 1951 Redesign (Facade) – 1926  
Conversion – 1913 Conversion (Access) – 1883 Built  
[#Kommunal Protection \(2014\)](#)
- 3 Alte Börse: Boutique Grieder, Goldman Sachs  
2020 Conversion (Behind old Facade, Studio Merkli) – 1988  
Conversion – 1932 Total Conversion (Bank) – 1877 Built  
[#Kommunal Inventory](#)
- 2 Nationalbank: Schweizer Nationalbank, Heimatwerk  
2006 Conversion – 2006 Conversion – 2004 Conversion  
– 2001 Conversion – 1999 Glass Cube – 1963  
Installation (Canteen) – 1919 Built  
[#National Protection](#)
- 1 Union Bancaire Privée, Hauser & Wirth  
1972 Built Department Store



Constructionsite Hotel Central  
Central 1  
Inside View  
1983



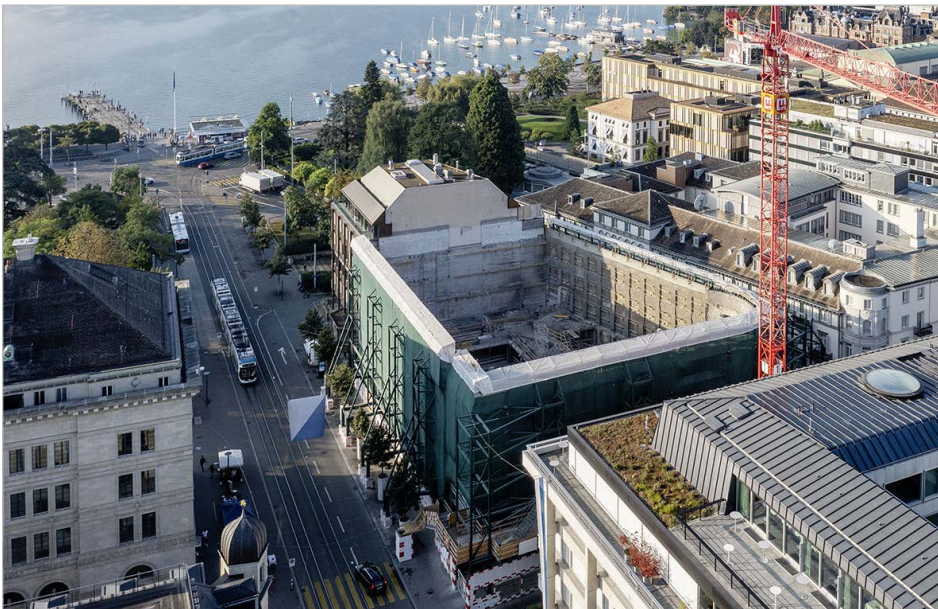
Constructionsite Corner Building  
Bahnhofstrasse 73  
Inside View



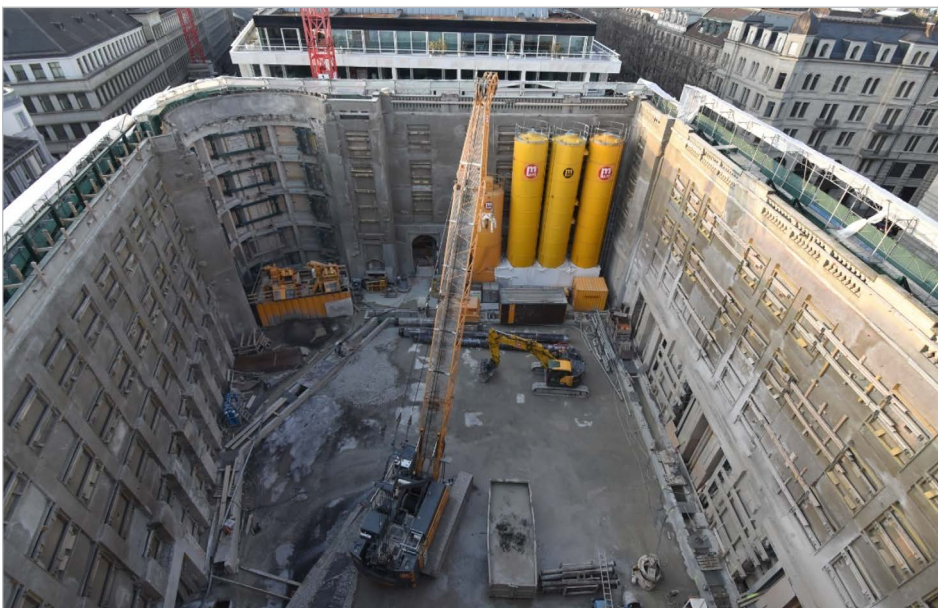
Constructionsite Villa Rosau  
Club Baur-au-Lac  
Claridenstrasse 10  
Gigon Guyer  
Outside Facade  
2009



Constructionsite Villa Rosau  
Club Baur-au-Lac  
Claridenstrasse 10  
Gigon Guyer  
Inside View  
2009



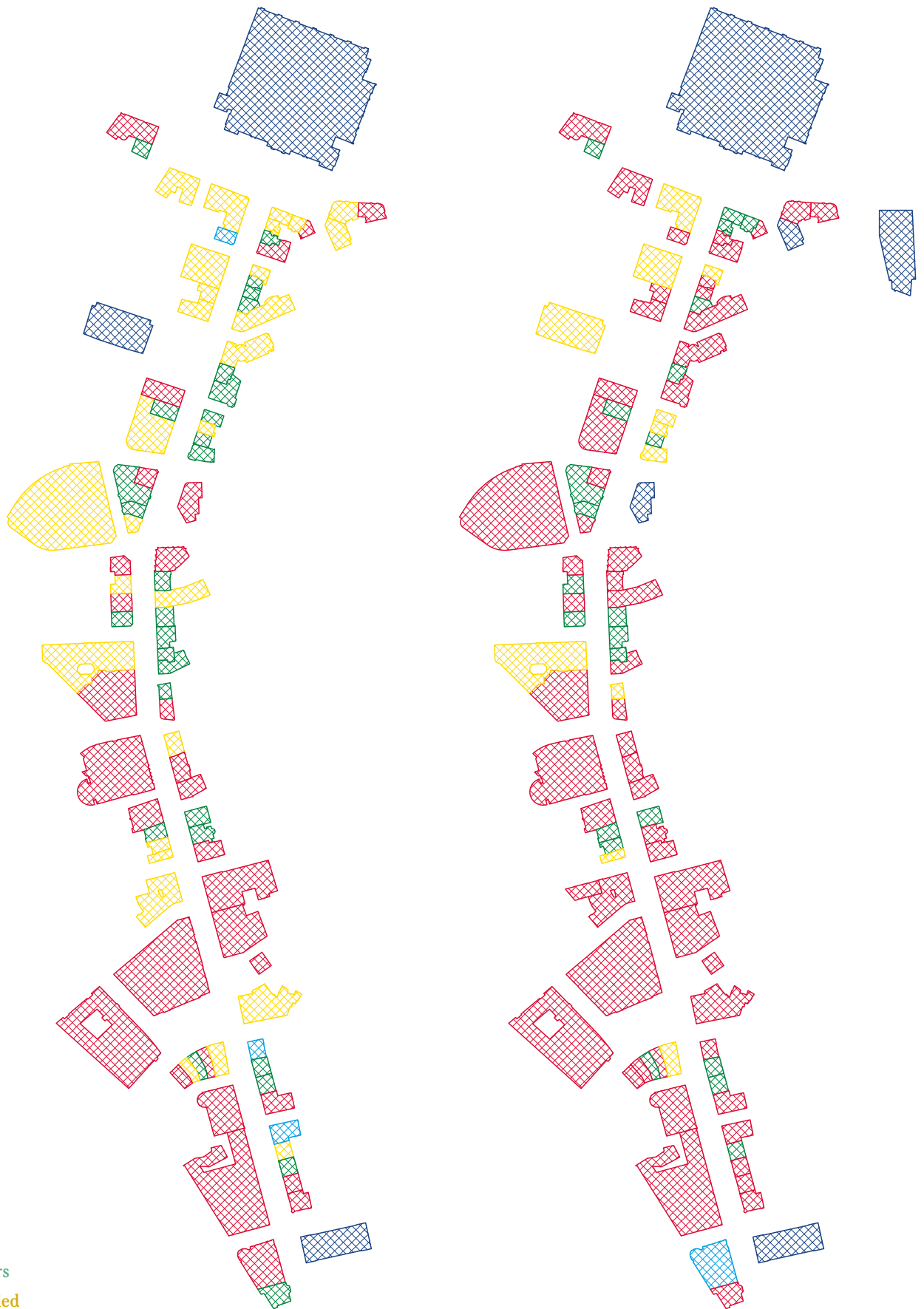
Constructionsite Alte Börse,  
Bahnhofstrasse 3,  
Studio Märkli  
2020



Constructionsite Alte Börse,  
Bahnhofstrasse 3,  
Studio Märkli  
2020

1950

2015



Public Sector

Private Owners

Owner Occupied

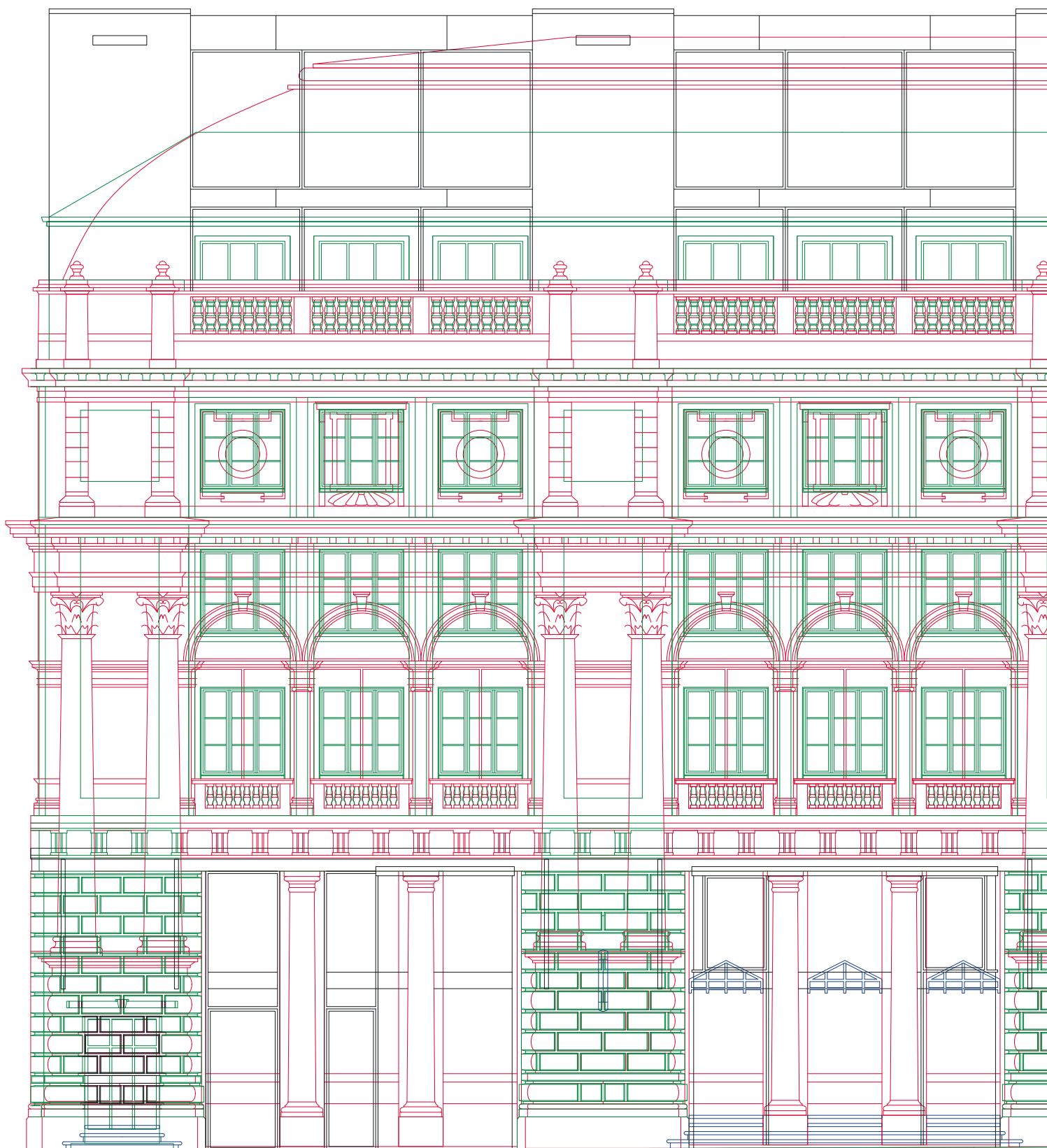
Non-Profit-Organizations

Funds, Banks & Pension funds

Bahnhofstrasse – Research in Plot Ownership, A Comparison

Archiv der Kommunalen Denkmalpflege, Kantonale Denkmalpflege, Baumann, Walter, Zürich - *Bahnhofstrasse*, 1972

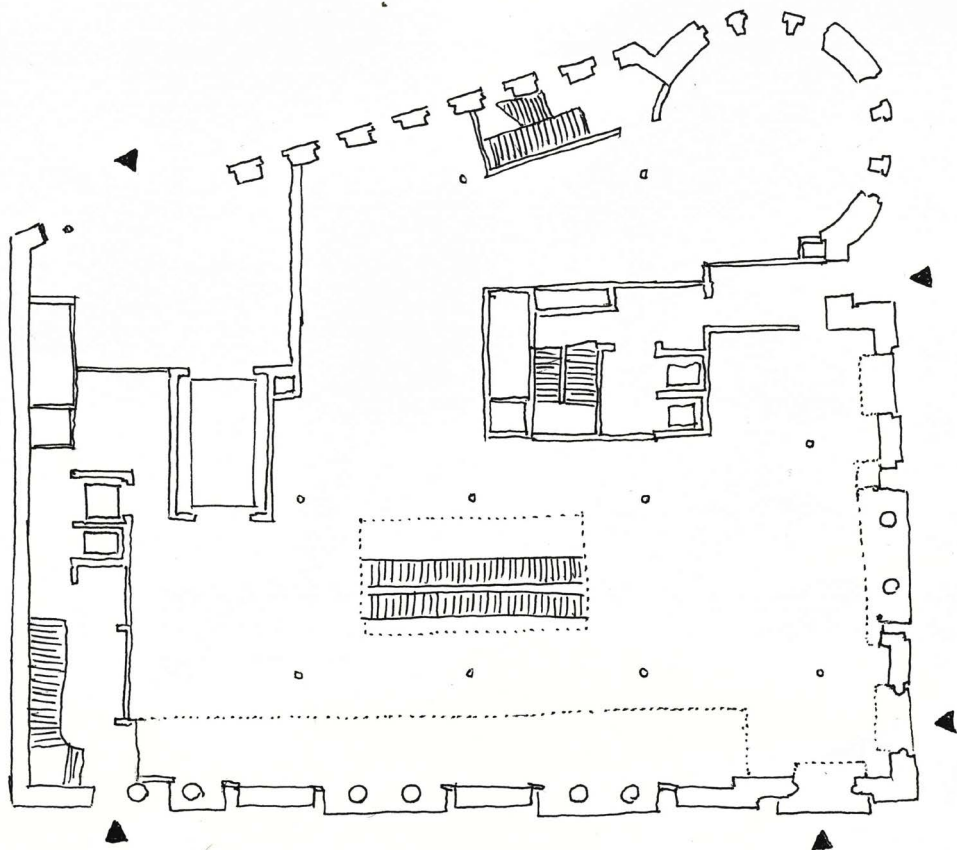




0 1m 5m 10m

Alte Börse – Research of Structural Changes to the Facade towards Bahnhofstrasse  
 Layers of Conversions 2023-2017, 2017-1986, 1986-1932, 1932-1870





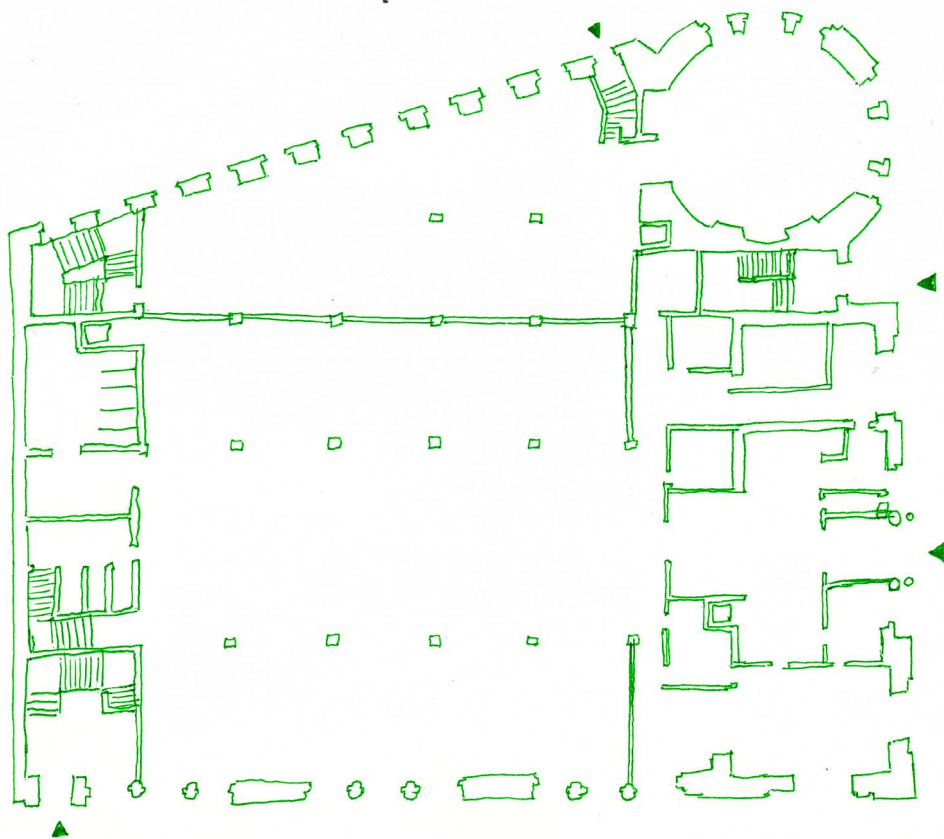
2023-2017



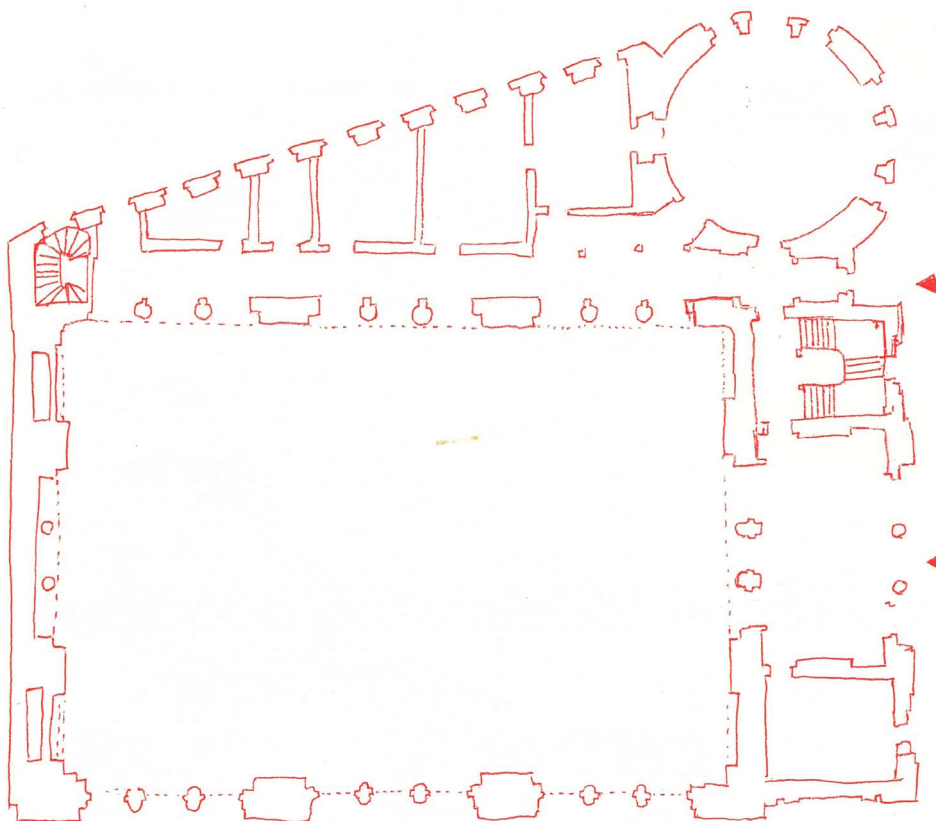
2017-1986

Alte Börse – Research of Structural Changes to the Groundfloor, Entrances = ▲

Archiv der Kommunalen Denkmalpflege, Stadtarchiv, Baugeschichtliches Archiv, Archiv des Hochbaudepartments



1986-1932

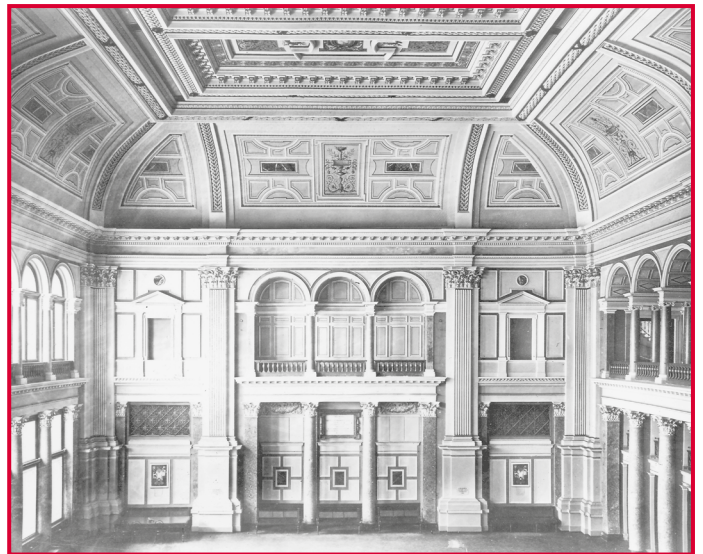


1932-1870



Renderings of the current project  
 Ownership of Baugarten Foundation  
 Department Store and Office  
 2023-2017

Second Conversion  
 Ownership of Sparkasse Zürich  
 Bank and Retail  
 2017-1986



First Conversion  
Ownership of Basler Handelsbank  
Bank  
2017-1986

Initial State  
Ownership of Zürcher Börsenverein  
Stock Exchange  
2017-1986

xx.xx.2023	Planned completion of the building		
xx.xx.2017	Start of the Construction		
26.06.2019	The regulations on the private design plan "Baugarten" are established. The addition is permitted, and an atrium of at least 49m <sup>2</sup> is prescribed.		
14.11.2018	Instruction from the Zurich City Council to the Municipal Council. Design plan is decided. A compensation due to planning-related benefit is decided. The landowner contractually agrees to pay CHF 2.6 million in upgrading measures to the upper Bahnhofstrasse. The amount will be used for the redesign of Bürkliplatz. A competition for a kiosk was recently announced for this purpose.		
25.09.2018	The version of the planning report for the City Council is prepared. It describes the details of the construction project.		
15.11.2017	Agreement on the protection of the building between the developer and the city. There is a change requirement with maintenance obligation for the historic facade.		
08.05.2017	Second meeting of the Historic Preservation Commission. It deals with the revised project which is documented in a brochure on 13.04.2017. Presentation of two revised variants: The first one with a setback on Talstrasse. The second one with a setback on both Talstrasse and Börsenstrasse. The commission decides in favour of the first variant. The special location at the end of Bahnhofstrasse justifies a strengthened appearance through the increased building height. For the ground floor, the recommendation is made to retain the original slightly elevated position.		
30.11.2016	Extension of the one-year deadline for the protective decision due to STRB 977.		
26.09.2016	Gutachten for the Historic Preservation Committee on the clarification of the worthiness for protection of the old stock exchange. First meeting of the Committee for the Preservation of Historical Monuments. It is determined that the structure of the building is no longer recognisable on the inside; despite changes, the social and economic historical significance is emphasised. The façade up to the eaves and the		
			domed round corner of Talstrasse and Börsenstrasse are considered particularly worthy of preservation. Talstrasse / Börsenstrasse. Construction instead of demolition was considered, but found unconvincing within the committed design. Therefore, it was recommended to design the addition from the logic of the existing. The Committee agrees on postponing the decision to a further session to decide over a different design approach.
xx.xx.2016	Interior unconstruction for an interim use of the ground floor are taken.		
16.12.2015	Letter from owner asking to clarify the historic protection of the listed building.		
xx.xx.2015	Studio Märkli emerges as the winning project from the Studienauftragverfahren.		
xx.xx.2014	Window replacement on the office floors.		
xx.xx.2012	Replacement of the copper cover on the corner rotunda.		
1990-1991	Conversions on the inside.		
28.10.1989	Installation of external blinds is integrated in the existing shop window system. Various conversions in the shop window area, and offices take place.		
1986-1988	Extensive interior renovation by the architects Hans-Dieter Nieländer and Armin Glaser, the accessibility of the Sparkasse is reoriented. New shop windows and a new entrance situation are created at the Bahnhofstrasse. Interior conversion of basement, ground floor, mezzanine. Partial reconstruction of the pre-1932 condition. Installation of a shopping arcade on the ground floor.		
xx.xx.1979	Renovations on the facade.		
xx.xx.1972	Replacement of the neighbouring building Villa Abegg by a new building, which severely impairs the end of Bahnhofstrasse and is viewed critically. Amongst others due to its vertically structured façade, which contrasts the horizontal layering of the Alte Börse.		
1969-1970	New galleries are installed on the mezzanine floor. A flat roof with glass domes replaces the glass roof over the switching hall.		

- 1961-1970 ZKB main building Bahnhofstrasse 9,11,15,17 Talstrasse 12 is realised.
- xx.xx.1945 Takeover of the Basler Handelsbank by Swiss Bank Corporation. In the same year, the building is sold to the Sparkasse Zürich, which is now the Genossenschaft zum Baumgarten.
- 1930-1932 Conversion of the façade, which was committed to historicism (Neo-Renaissance, Italian Renaissance), into a modern commercial building architecture, "purification" of the We façade with major changes to the substance. Installation of a counter hall with glass roof and atrium in place of the stock exchange hall, insertion of additional floors inside and an attic storey with terrace. Retention of the columns with architrave on the ground floor, the stock exchange becomes a bank, typologically the hall or stock exchange hall changes to a functional-modern commercial and office building, conversion by the architects Witmer and Senn. The intention is to adapt the appearance to that of a conventional service company.
- xx.xx.1930 The Börse moves to Bleicherweg 3. The new building got realised by the architects Henauer Witschi.
- xx.xx.1929 Sale of the Alte Börse to the Basler Handelsbank.
- xx.xx.1920 Change of stock exchange trading in Zurich. Construction of the National Bank.
- xx.xx.1914 Installation of a canopy in the Börsensaal at a height of approximately 3m to dampen sound.
- 07.05.1907 Approval of the cellar windows with shaft.
- xx.xx.1905 Transfer of securities trading from the Rondell to the Börsenhalle, installation of a stock exchange ring and telephone cabins.
- xx.xx.1893 Construction of the neighbouring building Villa Abegg, Bahnhofstrasse 1 by architect Adolf Brunner. It is a residential building in which the Stock Exchange Director lives, the storey heights of which are based on the Alte Börse.
- 1977-1980 Construction of the Alte Blörse. The Börsensaal as one of the largest in Switzerland. The construction coincides with the Börsencrash.

Nevertheless, the Alte Börse remains untouched by the sanctions, due to a private financial gift. The façade demonstrates the unclouded self-confidence of a financially powerful capital. This also resonates in its design: a monumental sandstone facade, which a horizontal layering represents stability. The Alte Börse is the first development on the upper Bahnhofstrasse.

xx.xx.1873 End of the boomer years, known as the "Gründerzeit", of the rapid economic growth of industrialisation in Zurich through a great stock market crash, followed by 20 years of economic stagnation.

1870-1880 The upper part of Bahnhofstrasse is laid out, the former Katzenquartier is transformed into the modern Fraumünsterquartier. The Baugarten, the garden of the Baumeister, later a popular restaurant, disappears.

Listed on the following pages is a series of details discovered at the Alte Börse, that resonated with other examples on the Bahnhofstrasse. They connect the building to its context on an additional layer. As they don't stem from a conscious design decision, they can be categorized as a byproduct of the overlap between historic substance and more recent developments. They are marks of an ongoing redefinition of purpose these buildings go through, even though their appearance stays consistent. Anomalies that lay outside design intuitions, but that still form a unique connection to their surroundings.

#### 1-M GHOST-MATERIAL

The facade of the Alte Börse facing the Bahnhofstrasse, went through a drastic change. Close to a century back it was purified. A change in the political climate in Central Europe changed ideals, that also left marks in the ideals of urban development. The playfulness of shape was replaced by an interest in rationalization. As a result decorative elements were removed from the facade. About a meter of material was chipped off from the outside. However, the excising outlines of the plot remained unchanged. This gap opened the possibility to extend the shop windows outside the building's contour. The emptiness created in 1930-1932 thereby set the option for the current questionable changes of reducing the role of historic substance to that of a background decoration. **At the Bahnhofstrasse 53 the extension of the shop windows likewise exceeds the dimensions of the facade. They take up the distance of the excising ornamentation, becoming a decorative element themselves.**

#### DIFFERENT FLOOR HEIGHTS

The planned floor height of the Alte Börse are going to land inside the light of the window. This creates the necessary to camouflage them. The studio obligated with the conversion chose to add a stone block on the outside to imitate the appearance of window-blinds-covers. **A similar example is perceivable in the Bahnhofstrasse 71. Here an additional floor was likewise added behind an old facade. This decision was made to maximize the amount of rental area. It led to a complete separation in appearance from inside an outside. As more floors were added than existing prior to the conversion, the floors don't match anymore the rhythmic of the facade. It leads to an unusual detail today, where some of the floors run through the lights of the historic windows, dividing them in half. The new construction seems entirely detached from its facade.**

#### WINDOWS BECOME DOORS

The original entrance of the Alte Börse was directed towards the Börsenstrasse. It was how this street acquired its name. When the building's purpose changed to that of a bank, its entrance situation changed as well. It got redirected towards the Bahnhofstrasse. Due to its purpose as a shopping street,

the entrance on this site seems to be of higher prominence for walk-in-customers. The former Windows of the Börsensaal were transformed into doors. **A similar detail can be spotted a few blocks down the Bahnhofstrasse. A walkway is embedded in between two buildings to connect them. As incisions into the facade, a window has been likewise been chosen to be transformed into a door.**

#### HALLS BECOME LICHTHÖFE

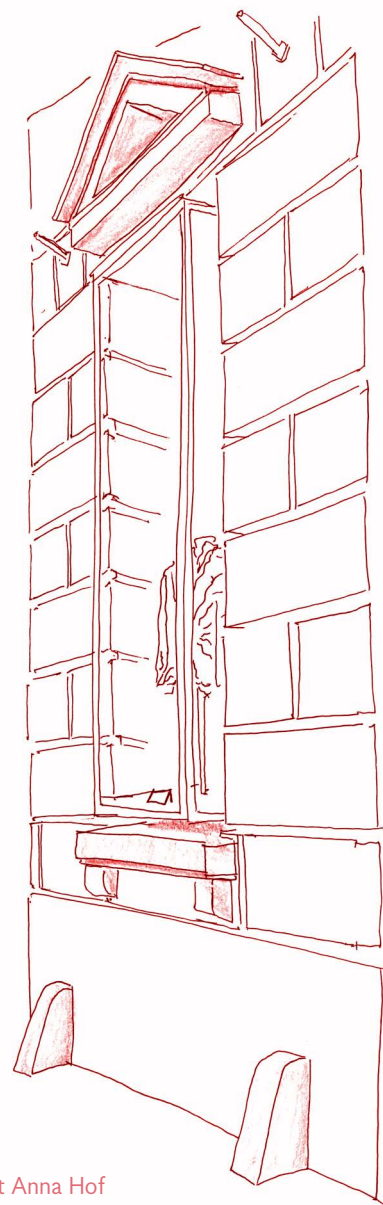
For the latest conversion of the Alte Börse a Lichthof of of forty-nine square meters was demanded. It aimed to recreate the Lichthof present after the purification of 1932. These Lichthöfe stem from the original Börsensaal, as they were later imbedded at the same location, to reduce their volume. **A demand for Lichthöfe can also be noted in the recent transformation of former Manor, now Swiss Life Brannhof. Here former Lichthöfe had been removed after 1950. They are now brought back into the building's currency conversion, as the demands on retail are changing. This makes emptiness hereditary.**

#### ARCHITECTURE AS SHOP WINDOW DECORATION

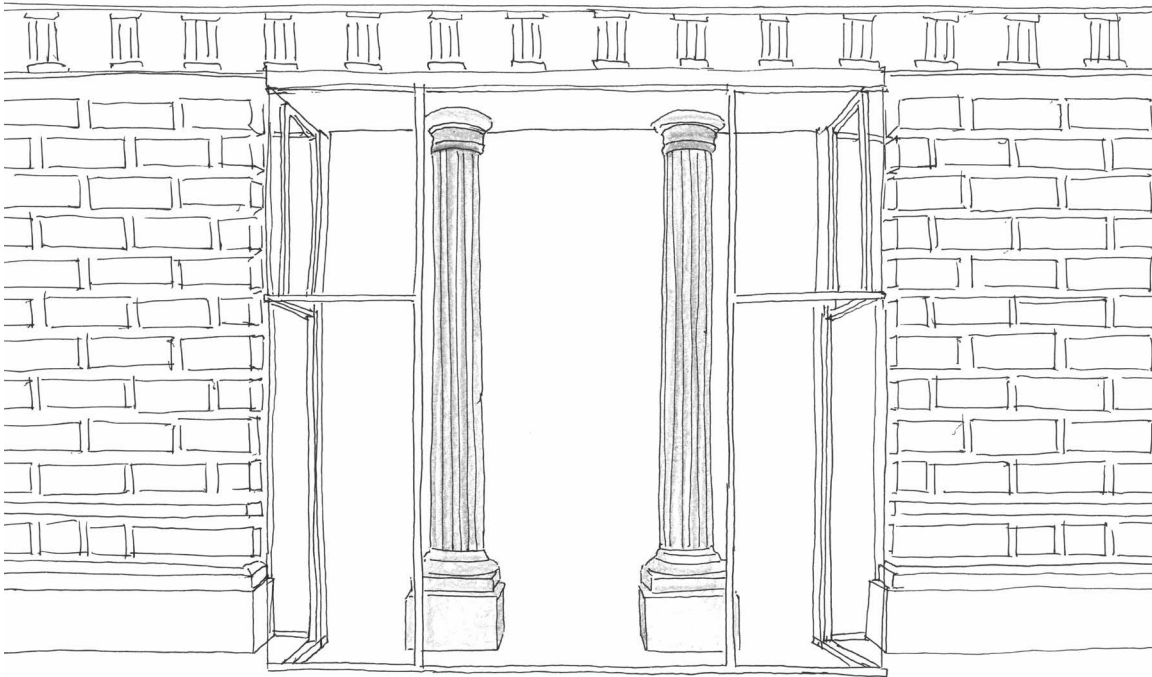
The facade of the Alte Börse consists of different historic layers. While the buildings outside has been adapted multiple times, the columns on the ground floor remain untouched. They go back to the original building in 1880. The current conversion plans to include them to the building's inside. A vitrine is built around them. They thereby become part of the shop window decoration. **A similar treatment of a historic structure can be viewed at the Bahnhofplatz 7 where a pillar is used as structural support for a decorative dress of Swarovski Chistals.**



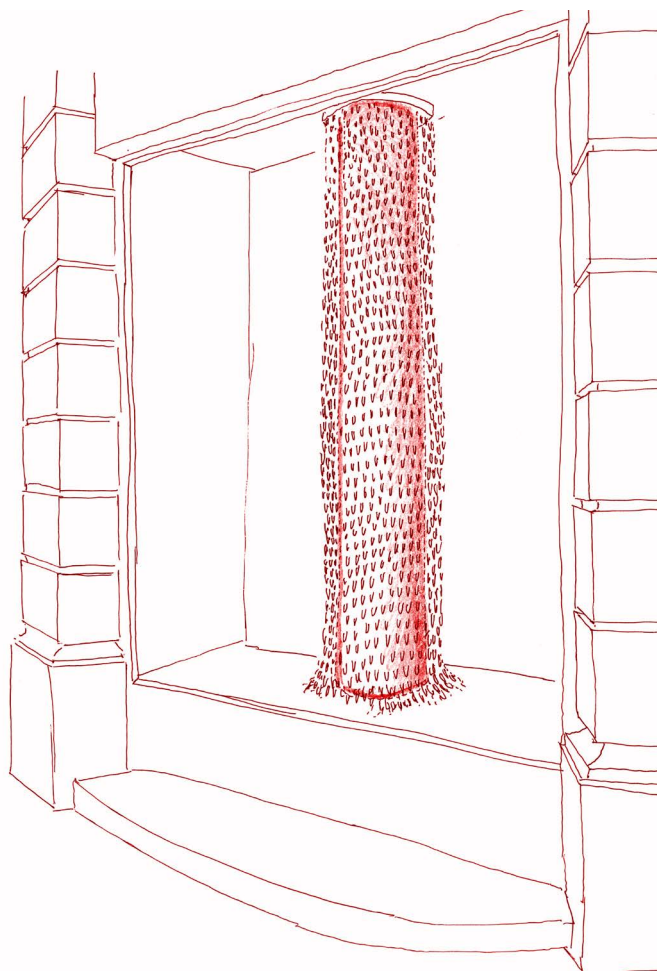
Alte Börse  
Bahnhofstrasse 3



St Anna Hof  
Bahnhofstrasse 53

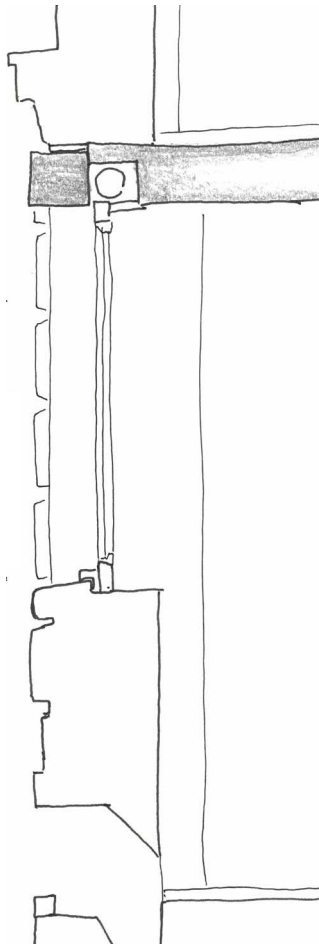
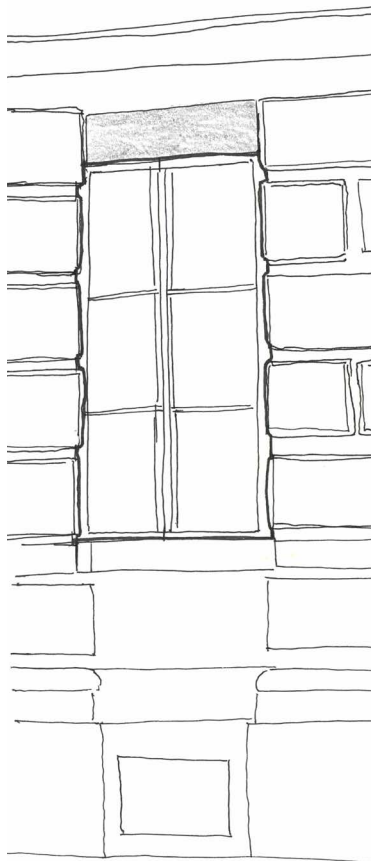


Alte Börse  
Bahnhofstrasse 3

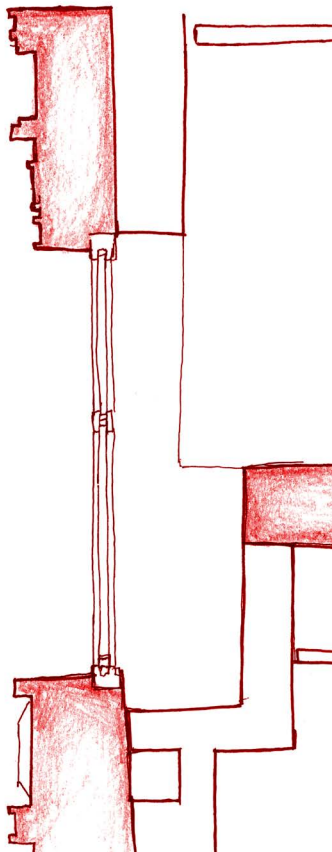
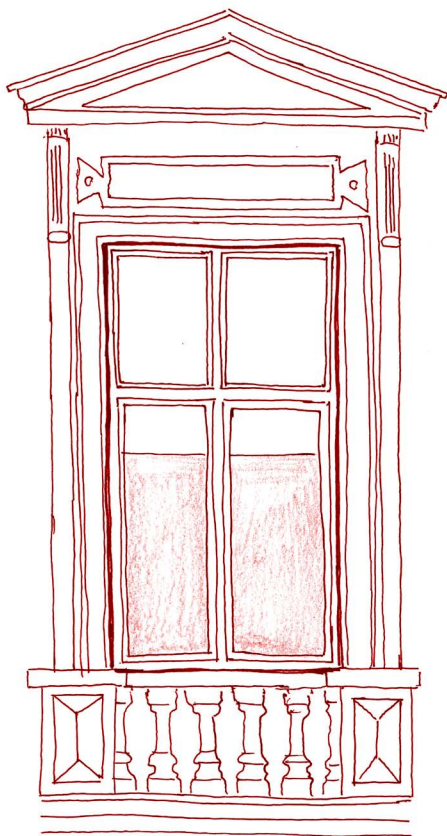


Hotel Schweizerhof  
Bahnhofplatz 7

Relations Between Alte Börse and Bahnhofstrasse – Architecture as Shop Window Decoration  
Points of focus shaded



Alte Börse  
Bahnhofstrasse 3



Haus Römer  
Bahnhofstrasse 71

Relations Between Alte Börse and Bahnhofstrasse – New Floor Hights  
Points of focus shaded

## More or Less Bahnhofstrasse?

## Sites Elaboration Phase



Jelmoli Department Store  
Seidengasse 1  
8001 Zürich



Zürcher Kantonalbank  
Bahnhofstrasse 9  
8001 Zürich



Alte Börse Zürich  
Bahnhofstrasse 3  
8001 Zürich

# More or Less Bahnhofstrasse?

"More or Less Bahnhofstrasse?" connects to the preparation phase and builds on the knowledge gained during research and analysis. In particular on a event that occurred during the latest conversation of the Alte Börse in Zurich. It became apparent that there was a very special urban regulation active, called the Mehrwersausgleich. Mehrwertsausgleich is a regulation with the city of Zurich, according to which planning-related advantages that lead to added value are to be compensated to a certain percentage. The Canton of Zurich has set this percentage at 40%. These 40% of surplus value can either be compensated through payment into a fund, or through planning-related measures, like for instance the offering of bike stands, or the integration of social housing units into the project. Mostly reasonable uses as they benefit the general public.

However, in the case of the Alte Börse construction project, the compensation of the Mehrwert left open questions. The 40% of compensation amounted to approximately CHF 2.5 million. At the request of the building's owner, this payment was used for the upgrading of the Obere Bahnhofstraße. In particular for a replacement building on Bürkliplatz, where a new kiosk is going to be build. The competition of which just recently terminated. In this matter of particular Of particular uncertainty, in this regard, is the question, whether the upgrading of the immediate surrounding holds up as adequate form of compensation. As the immediate surrounding adds to the value of a plot, it can be seen as an investment in oneself. The Mehrwertsausgleich thereby benefits the building's owner to a large extent. It's intended porous to return value to the general public fades. In this concrete example, the added value was not compensated, it was generated.

Another point of critique is that as a consequence of the building extra space seems to lay in the building even more. Contrary to the big question of our time on how to build more sustainable, resource-saving, and in general less, building more from building additional can not be the answer. The task of the project, therefore, took on a modification of the Mehrwertsausgleich, to avoid comparable examples in the future. As the usage of the compensation is agreed upon in a contract with the city, the project suggests that compensation is not made anymore through financial means, but through rental space. Rental space that the city of Zürich would hold the rights of use for. Thereby, it would allow the city to use this area for their own projects. This would allow the city of Zurich, to be thus involved in the conversion projects. As the

# Abstract Elaboration Phase

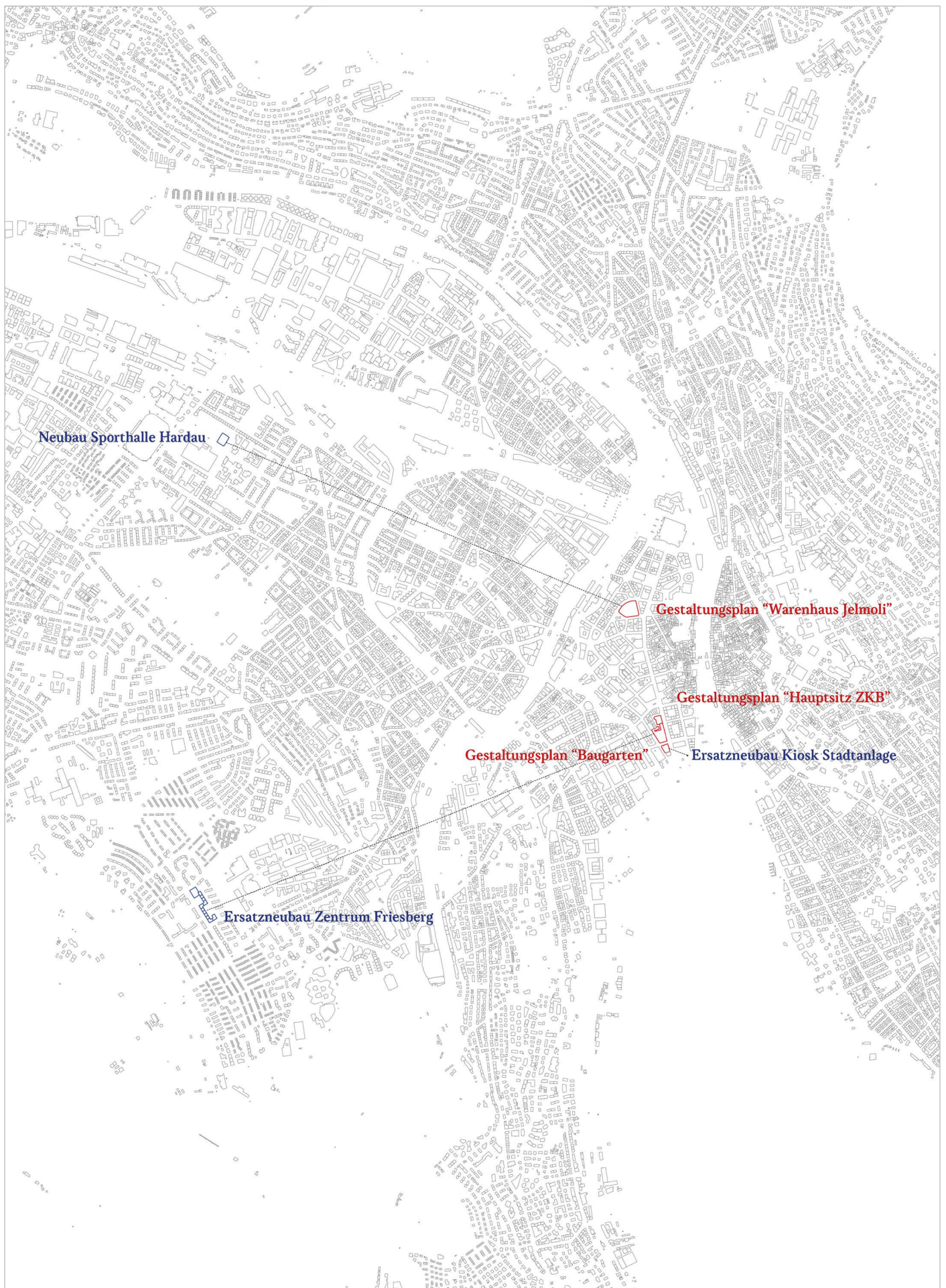
city could decide to whom to assign these spaces, it could introduce users to the Bahnhofstrasse that usually don't have access to it, by locating its assignment outside competitive market conditions. A modification like this would allow for a more diverse use of the Bahnhofstrasse to balance out the current over-presence of watch shops and investment banks. This change would additionally have an beneficial effect for the quality of public space:

The analysis also took a closer look at the Bahnhofstrasse itself. It became apparent that the Bahnhofstrasse is a very controlled place. Most of the façades are listed as protected buildings and Ergänzungspläne of the city of Zurich fix the building's contours and drastically limit room for change. This leads to unique conversion typologies: buildings are carved out so that facades remain untouched framing an empty void inside. Even though adjustments have been made in the historic preservations code in the 70s, by implementing the main structure in the preserved elements, likewise conversions keep occurring. The recent example of the Alte Börse holds prove for it. This gives the buildings at Bahnhofstrasse the collective characteristic of containers, which are refilled while their outside appearance remains unchanged. Meanwhile the facades become shallow mock-ups, disguising the changes that go on within. That turns them into promising investments. Their permanence secures a stable counter value. Absurdly in the case of the Bahnhofstrasse city planning and historic protection add to the attractiveness of the plots to investors. In contrary to more volatile investments, building plots on the Bahnhofstrasse promise a continuous counter value, which is secured by legislation power. The fixed outside also proves problematic on the scale of urban planning. It streamlines the Bahnhofstrasse into a frictionless axis of consumption. There's very limited space behind the facades that is accessible to the public. The quality of stay on the street itself is poor. As soon as the stores close pedestrians disappear. The use of the Bahnhofstrasse is one-sided, its public space unattractive. The proposed adjustment of the Mehrwertsausgleichsgesetz aims to provide a solution to this. It decreases the separating character of the facades.

This opens the possibility to introduce publicly accessible areas behind them. Thus making the buildings on the Bahnhofstrasse more porous. To demonstrate this three case study projects show possible executions of this change. These three projects are embedded into the location where the Mehrwert was created: the Alte Börse (Two additional floors

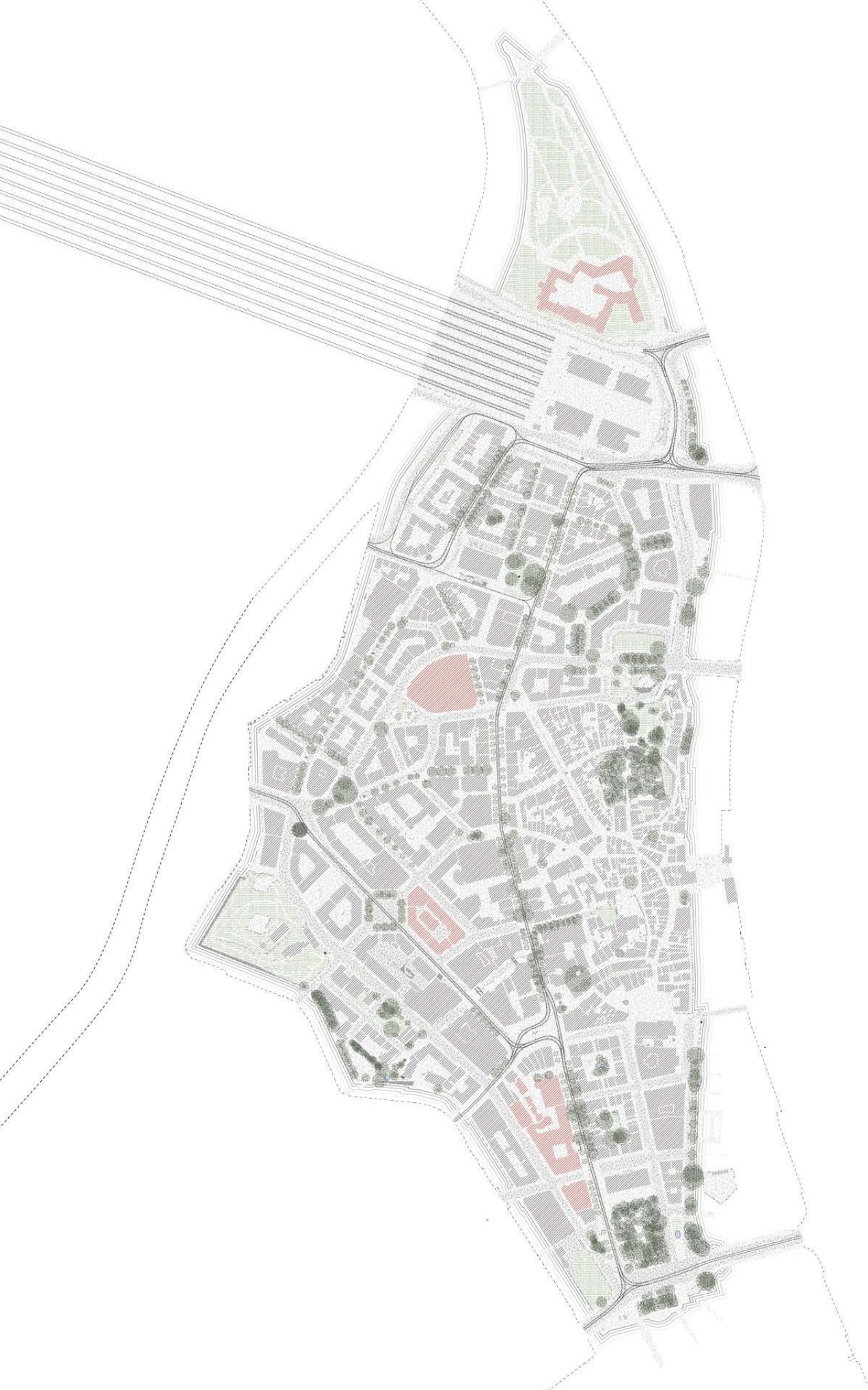
where added both on top and below, the created Mehrwert then financed the replacement of the Kiosk Bürkliplatz), the Jelmoli department store (one of the former atriums was partially built, to maximize rental space), the Zürcher Kantonalbank (an additional building was realized inside its courtyard).

The program of these exemplary projects stems from three city competitions, which were published in the same year as the surplus value was created on the plots. This allows the city of Zurich reduced their competition program, as the modified Mehrwertsausgleich would partially relocate them in the received spaces. The project's take on the topic of emptiness thereby lies in the vacuum created where these uses are relocated from. It makes them unnecessary as their needs are answered elsewhere. The three uses these competitions hold are: As already stated in the case of the Alte Börse: A kiosk. In the case of the Zürcher Kantonalbank: A restaurant and in the case of the Jelmoli Department store: A sports hall. The three projects are related to the existing facades in different ways. They each represent a unique mode of interaction with them. A mode that allows for the expansion of public space behind them, changing their character. The three projects presented are possible examples of how Bahnhofstrasse could change. They introduce a scenario of a wider change. The beginning of a street with more accessible areas behind fixed facades. A Bahnhofstrasse that reflects a broader spectrum of society and a diversification of its renters and users. To change more or less Bahnhofstrasse of how we know it today.



The Larger Context – Compensation through the Relocation of Public Competitions, M 1:20000

Red marks where Mehrwert was created; Blue marks competitions announced in the same year



The Larger Context – Open Space Plan City of Zurich Kreis 1, M 1:5000  
**Red** marks the Gestaltungspläne in Kreis 1, where "Mehrwert" was created

## D. Kommunalen Mehrwertausgleich

(...)

§ 21. <sup>1</sup> Städtebauliche Verträge regeln Rechte und Pflichten von Bauherrschaft und Gemeinwesen im Zusammenhang mit der Verwirklichung eines Bauvorhabens. Städtebauliche Verträge  
a. Inhalt

<sup>2</sup> Gegenstand der Verträge können insbesondere sein:

- a. die Beteiligung der Bauherrschaft an der Infrastruktur, insbesondere an der Förderung des öffentlichen Verkehrs und der Zugänglichkeit der Haltestellen,
- b. die Beteiligung der Bauherrschaft an der Gestaltung des öffentlichen Raums, insbesondere an der Erstellung und Gestaltung von Parks, Plätzen, Grünanlagen und Erholungseinrichtungen und anderen öffentlich zugänglichen Freiräumen,
- c. die Beteiligung der Bauherrschaft an öffentlichen Einrichtungen von kommunaler Bedeutung für Soziales, Gesundheit und Bildung,
- d. der Abtausch oder die Abtretung von Grundstücken oder Grundstücksteilen, die Einräumung von Bau- oder Nutzungsrechten für Bauten und Anlagen im öffentlichen Interesse,
- e. die Schaffung von preisgünstigem Wohnraum,
- f. die Frist zur Überbauung,
- g. das Kaufrecht zugunsten des Gemeinwesens im Fall der Nichtüberbauung,
- h. die Verpflichtung zur Etappierung des Bauvorhabens.
- + i. in case of the Bahnhofstrasse the release of rental space to the city of Zurich, which may be used for public functions





## Chess Hall Jelmoli

### *Behind the Facade*

The Chess Hall Jelmoli offers a interpretation of sport as a contemplative act. It deliberately contrasts the hectic busy department store environment around it, to form an inwards directed calm area of concentration. The hall is located in a former courtyard that was later closed to maximize rental space. Reopening it allows for a direct connection with the given structural system. The inner facade thereby connects directly to the excising columns. Chess is offered on two levels. The additional floors on top offer an all-around observation of tournaments from above via interior balconies. The chess board resonates in the halls design. Dark and bright materials take up a chessboard's strong contrast. The halls use resonates in its apperance.



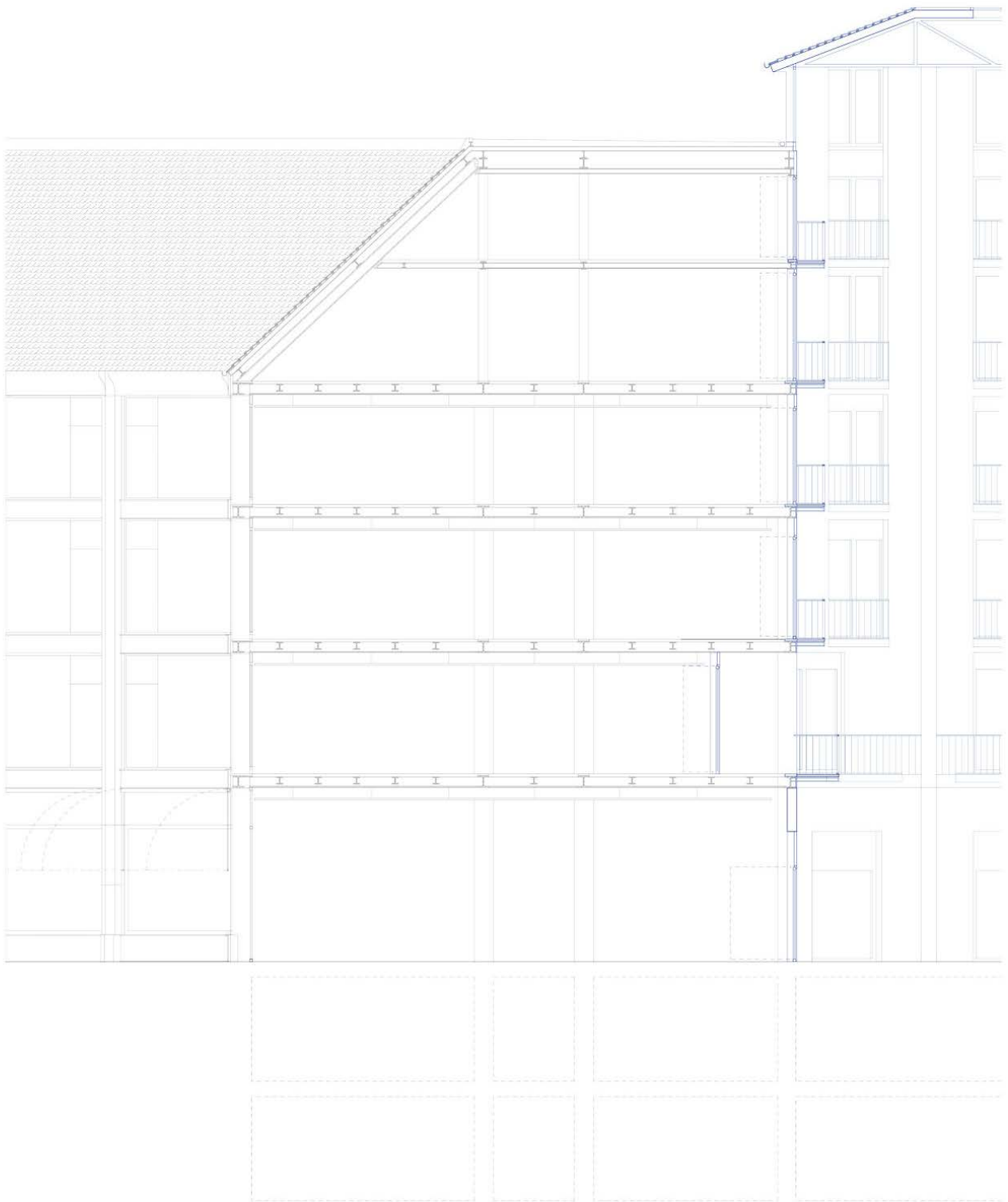
## Chess Hall Jelvoli

Gestaltungsplan "Wahrenhaus Jelvoli"

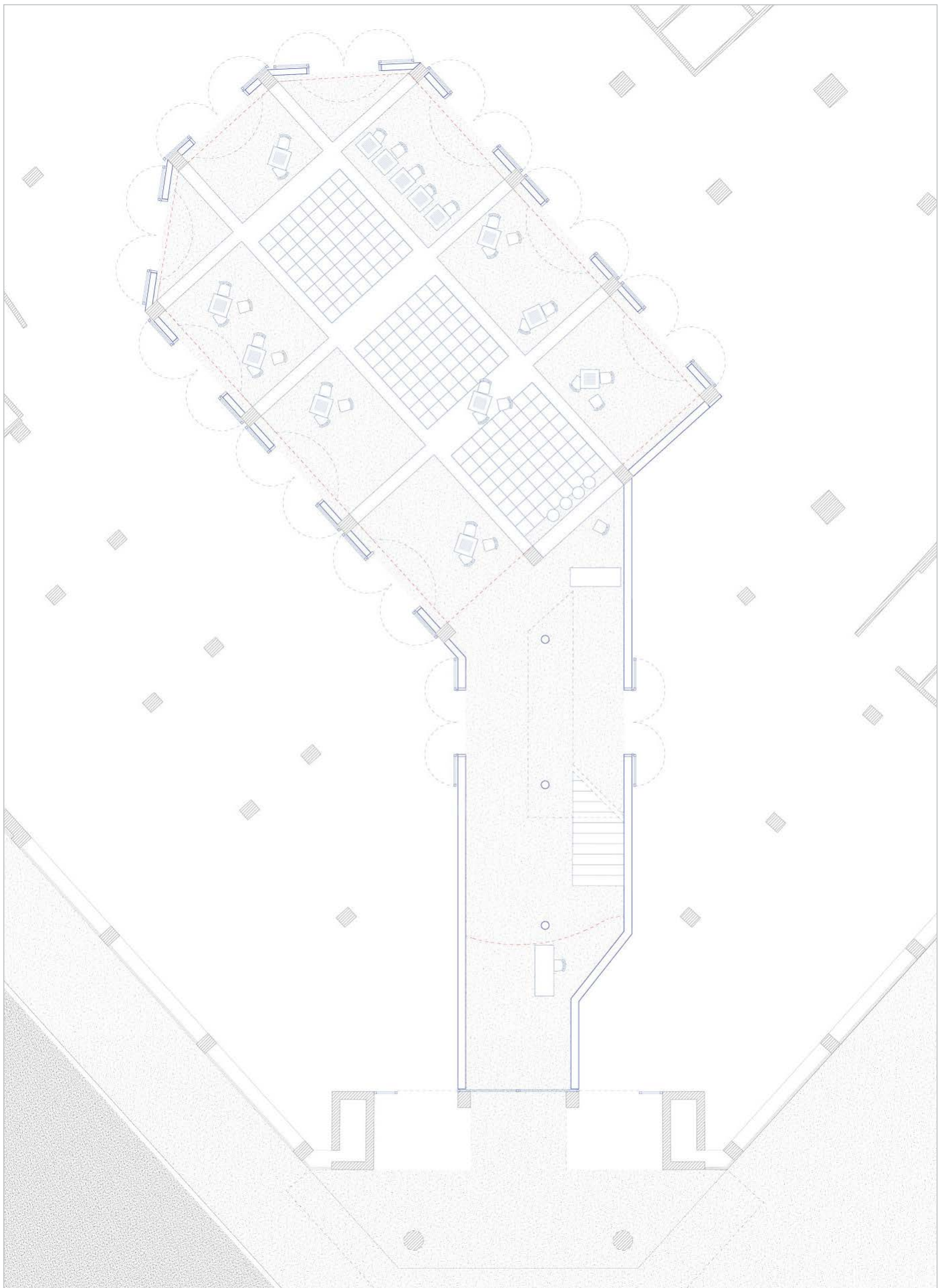
Chess Hall Jelvoli M 1:1000  
Location on Bahnhofstrasse



Chess Hall Jelvoli – Rossi-Plan M 1:10000 Red marks where Mehrwert was created; Blue marks where it is compensated *gta Archiv / ETH Zürich, Bernhard Hoesli*



Jess Hall Jeolmoli – Section M 1:100  
Existing in Grey, Added in Blue



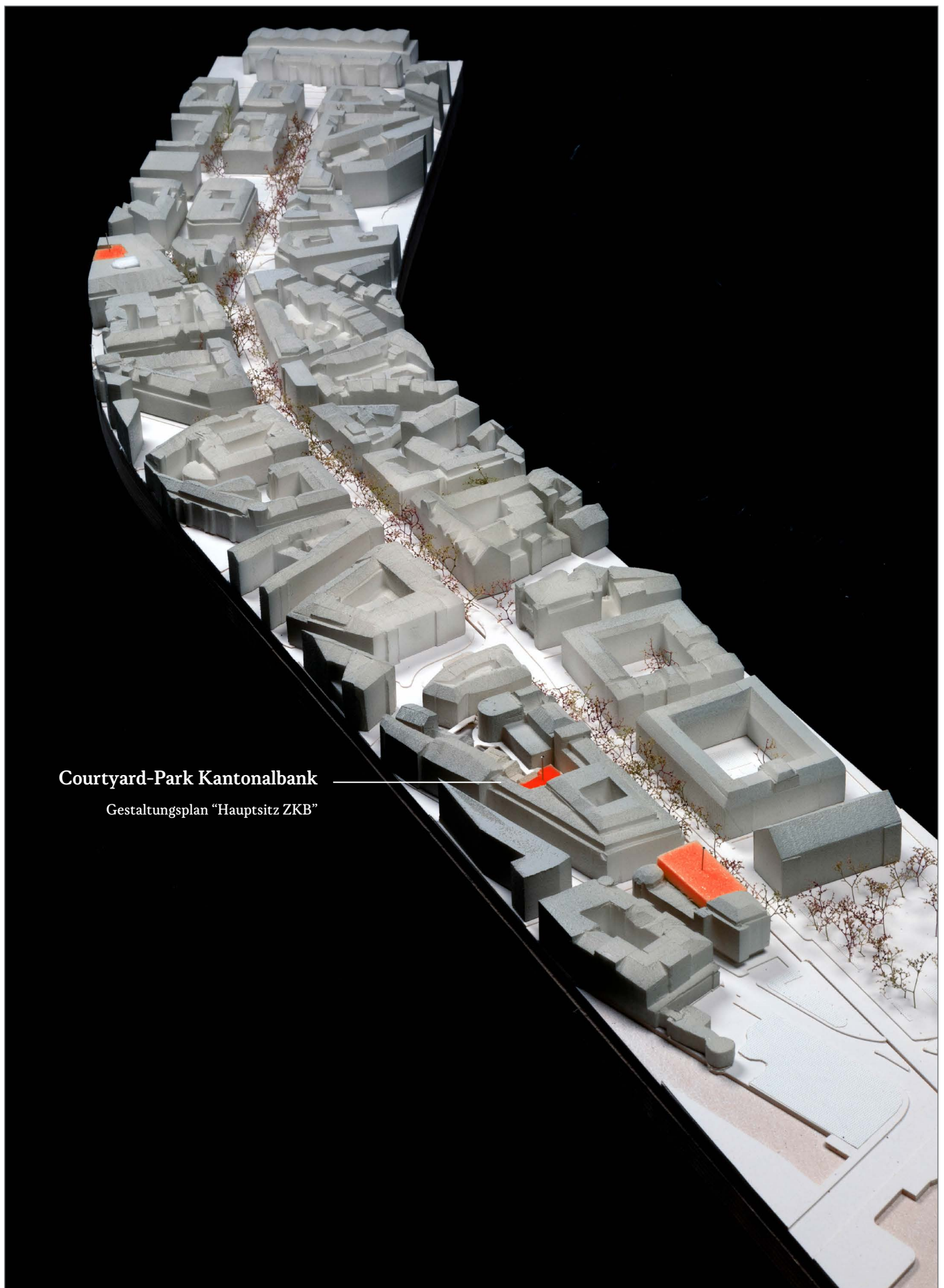
Chess Hall Jelvoli – Groundfloor, M 1:100  
Existing in Grey, Added in Blue, Red marks the former courtyards



## Courtyard-Park Kantonbank

### *In Front of the facade*

The courtyard's current use is limited to delivery in its current state. It is asphalted throughout, but offers the urban quality of being secluded from the Bahnhofstrasse, and thus allows for possibility to escape the fast pace of the Shopping Street for a few moments. Since there are already two restaurants present in this area, the intervention is limited to making the already existing courtyard space more attractive to stay. Canopies are added and the asphalt is broken up to form a small park. The courtyard can thereby be used for outdoor seating and forms an extension to the existing restaurants. Since canopies in front of protected facades have previously often led to a denial of the building permit in this area, they require a sensible interaction with the historic context. This problem is solved through an avoidance of permanent changes to the facades. Additionally, they respect each facade's unique ground floor height by structural system subdivided in uniquely angled segments. As a result, they highlight the unique quality of each building while also uniting them to a coherent appearance.



**Courtyard-Park Kantonbank**  
Gestaltungsplan "Hauptsitz ZKB"

Courtyard Park Kantonbank M 1:1000  
Location on Bahnhofstrasse

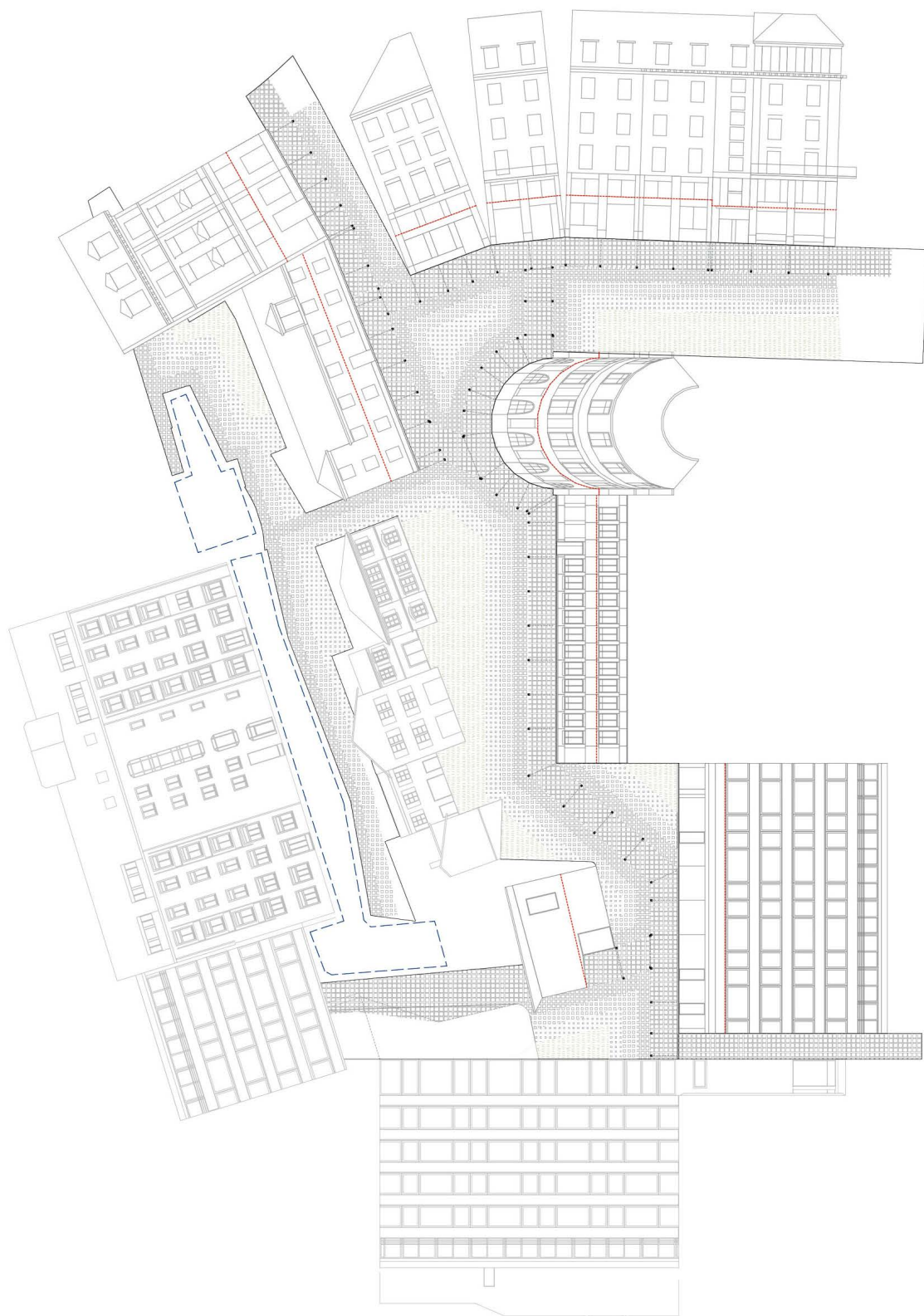


Courtyard Park Kantonalbank – Rossi-Plan M 1:10000 Red marks where Mehrwert was created; Blue marks where it is compensated *gta Archiv / ETH Zürich, Bernhard Hoesli*



Courtyard Park Kantonalbank – Section M 1:50

Red marks the specific groundfloor highs of the adjacent facades



Courtyard Park Kantonalbank – Groundfloor M 1:500

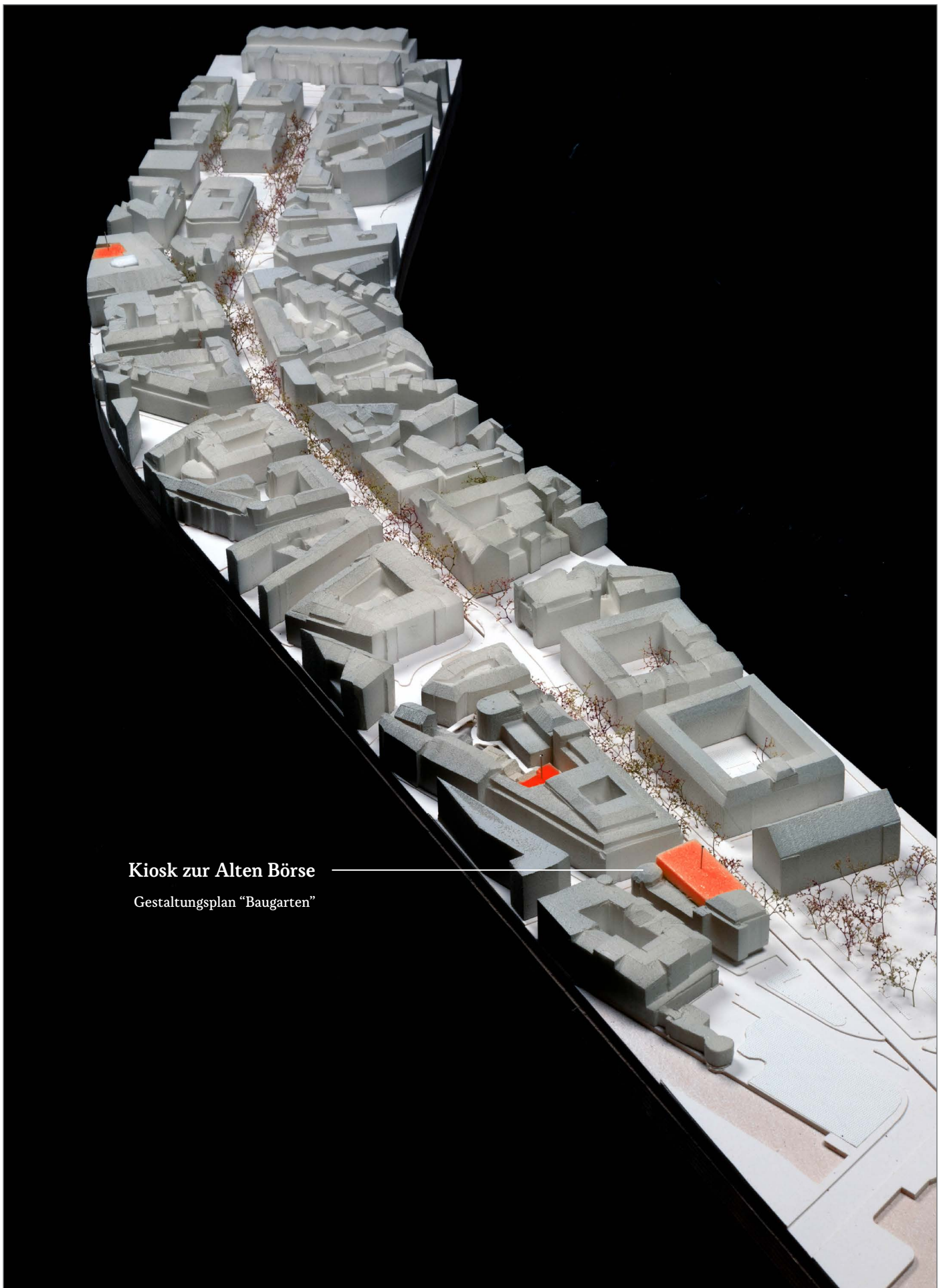
**Red** marks the hight of the canopies, **Blue** the area of the existing restaurants



## Kiosk zur Alten Börse

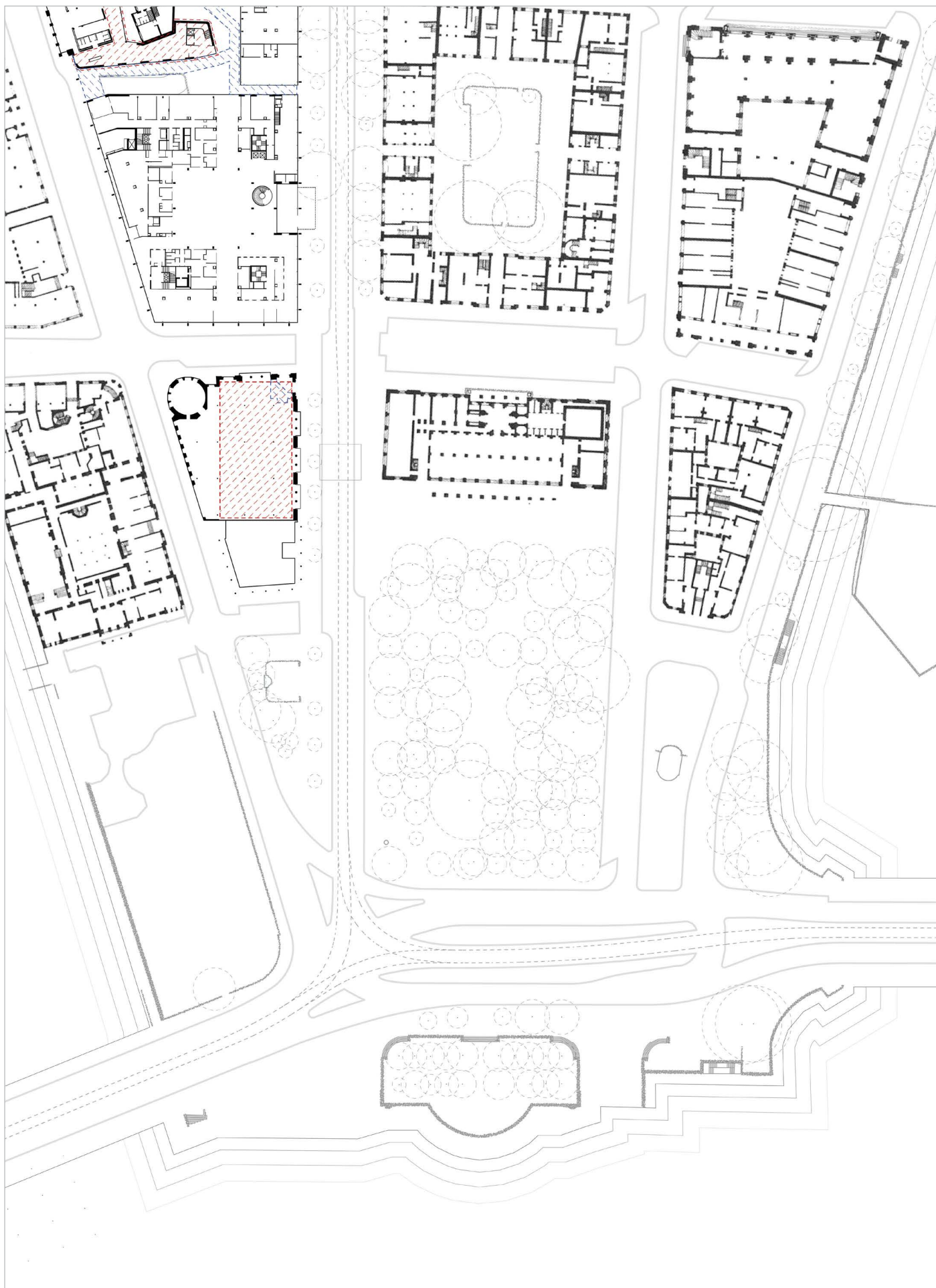
*In between the old and new facade*

The new building project of the Kiosk Bürkliplatz is located only a few meters away from the Alte Börse. By relocating the kiosk to the Alte Börse, the connection through its financing is made visible. The Kiosk integrates itself into the existing façade, expanding on its depth. Its design echoes the historic design language. The kiosk's display picks up on the proportions of the rusticated masonry on the facade. Canopies expand the existing arches outwards and additionally to offering shading, restrict the view downwards to the street level. The spatial proportions represent the priority of public space over private equity. A generous ground floor is contrasted by a condensed upper section.

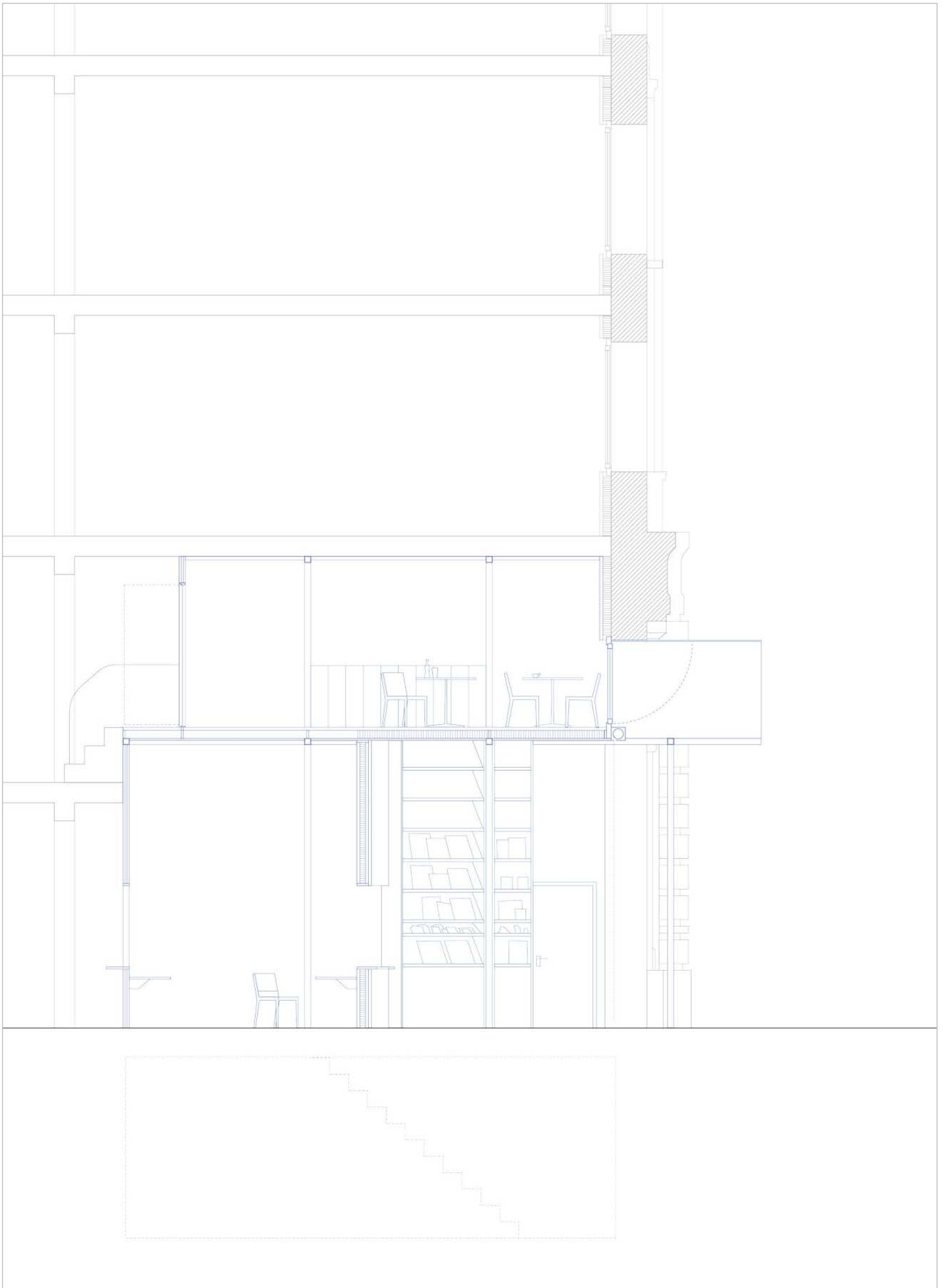


**Kiosk zur Alten Börse**  
Gestaltungsplan "Baugarten"

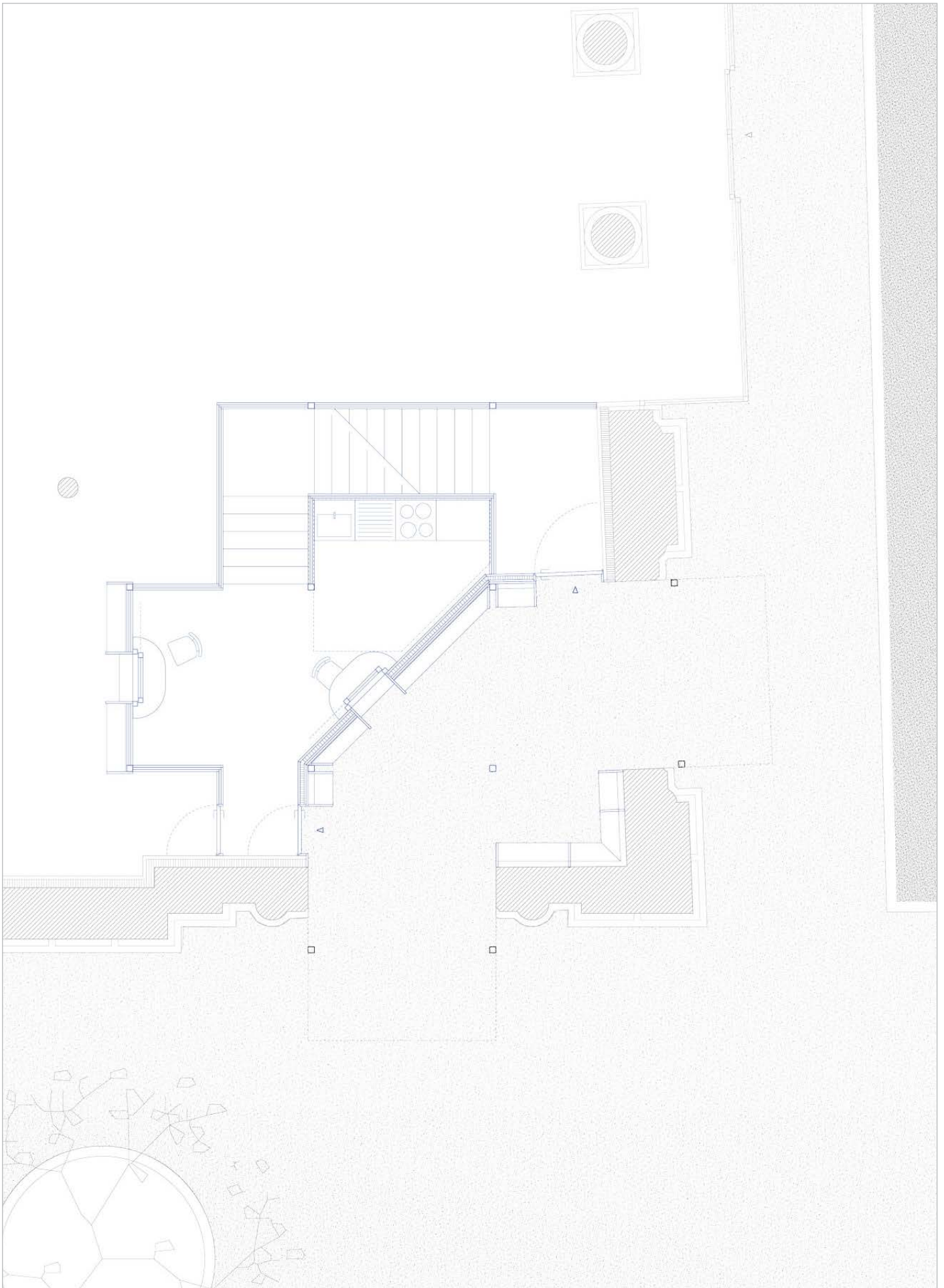
Kiosk zur Alten Börse M 1:1000  
Location on the Bahnhofstrasse



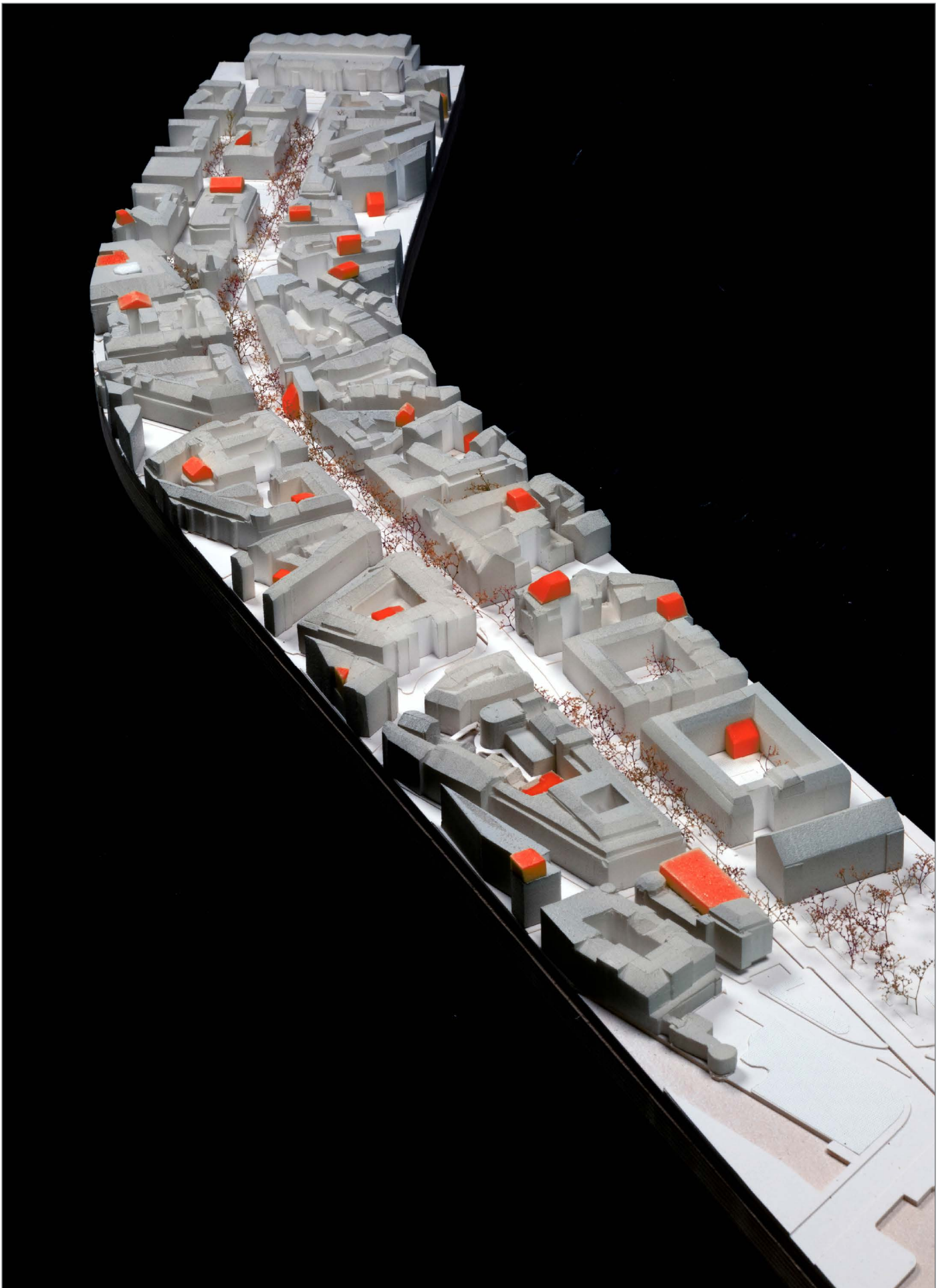
Kiosk zur Alten Börse – Rossi-Plan M 1:10000 Red marks where Mehrwert was created; Blue marks where it is compensated *gta Archiv / ETH Zürich, Bernhard Hoesli*



Kiosk zur Alten Börse – Section  
M 1:50 Existing in Grey, Added in Blue

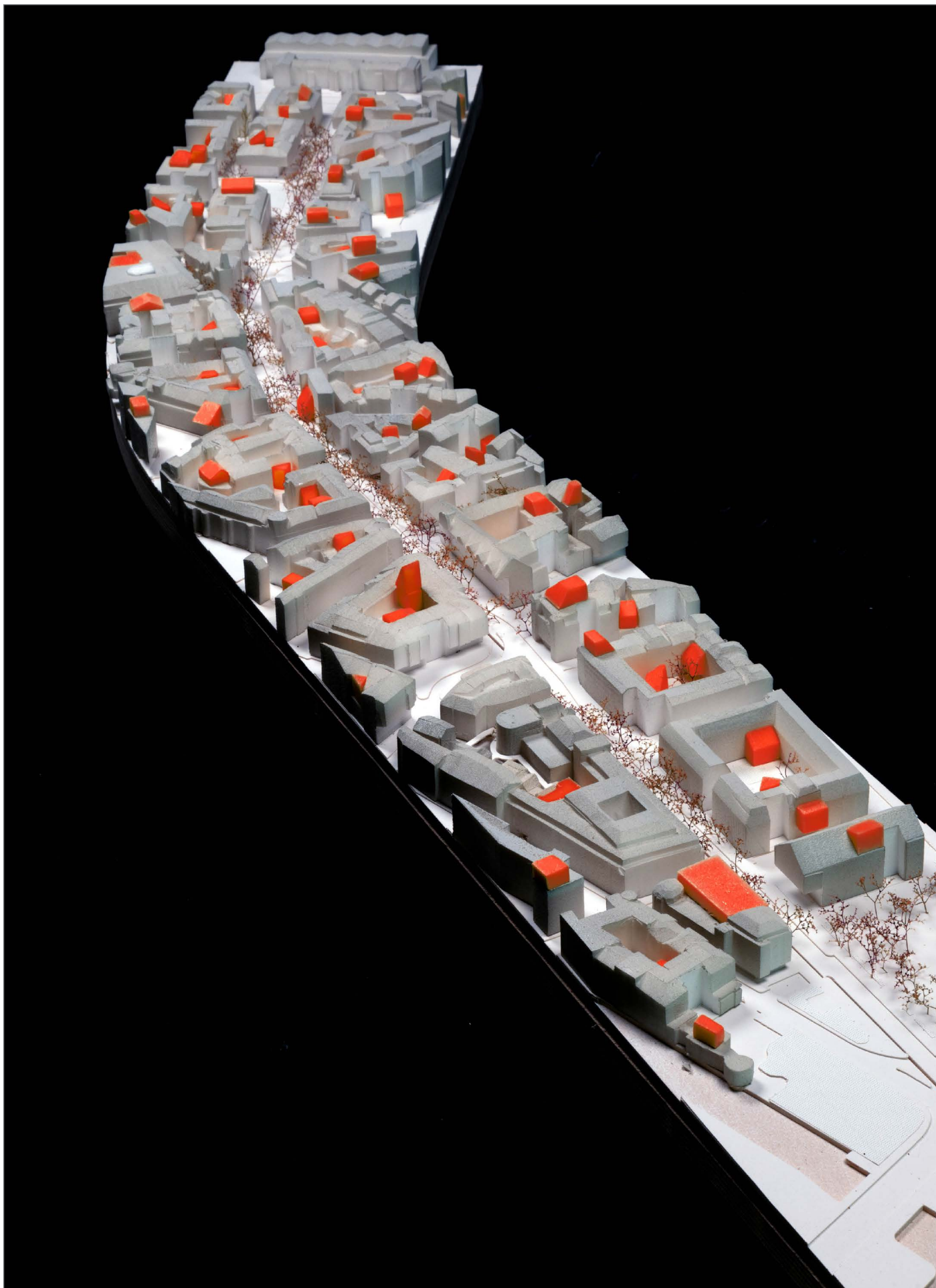


Kiosk zur Alten Börse – Groundfloor  
M 1:50 Existing in Grey, Added in Blue



Beginning a Border Change – Bahnhofstrasse after 10 years

M 1:1000 Red marks where Mehrwert is created, White where public space takes over



Beginning a Border Change – Bahnhofstrasse after 50 years

M 1:1000 Red marks where Mehrwert is created, White where public space takes over

# Questions

## Preparation Phase

What are the characteristics of the Bahnhofstrasse?

What are characteristics of the Alte Börse?

What are the relations between them?

## Elaboration Phase

Why are the facades on Bahnhofstrasse so permanent in their separating character?

What adjustments to the Mehrwertsausgleich are necessary to allow for a beneficial impact to the public space in particular on the Bahnhofstrasse?

How would exemplary executions of this modification look like, and what relation are they taking towards the existing facades?



# Supporters & Sources

## With my projects supported me:

*Alice Collins, Ansgar Stadler, Gerion Severin, Nico König, Nicolas Rolle*

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Denkmalpflege Stadt Zürich: Arbeitsblätter

The corresponding sources are indicated under the respective illustrations

