



Aerial photo of the sites Winckler and Saint-Sacrement

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CATEGORY Planning/architectural
TEAM REPRESENTATIVE Architect, Urban Planner, Landscaper
LOCATION MARLY/FR - Sites: Winckler and Saint-Sacrement (Blessed Sacrament), redevelopment of the northern entrance
POPULATION 7,900 inhabitants
STUDY SITE 23 ha
SITE OF PROJECT 4.5 ha (Winckler) - 1.7 ha (Saint-Sacrement)
SITE PROPOSED BY Town of Marly
OWNERS OF THE SITE Several private landowners, the municipality has a right of first refusal on the site of the Saint-Sacrement (1.7 ha)
COMMISSION AFTER COMPETITION
 a Master Plan and detailed development plans.

HOW THE SITE CAN CONTRIBUTE TO THE ADAPTABLE CITY?
 The Winckler activity site and the Saint-Sacrement site are located north of the town; they are bordered to the west by the Cantonal road linking Marly to Fribourg. During recent years housing expanded around the sites that still contain dilapidated industrial buildings. West of the site, on the other side of the Cantonal road, individual housing was developed while in the South and East apartment buildings were built. The municipality wants the project to be a showcase development project for the area, favoring an urban zone along the main road and a mixed zone in the rest of the perimeter.

CITY STRATEGY
 The project objectives are to provide a quality environment for future residents and users of the area that must appear as an extension of the village and contribute to enhance the northern entrance to Marly and the public spaces. The town wants a renewal and densification of the existing built areas in connection with the Fribourg road. This is also an opportunity to redefine the thoroughfare for which a re-development project with a roundabout access to

Winckler - Saint-Sacrement sites is already planned for 2015. The reflection should lead to a search for density based on a mass ratio between the building and public and semi-public space, enhancing the dynamics of the site and the connectivity with neighboring areas. All of this must be included in the action plan set out in the 2nd Generation Master Plan (PDA2). The right density will be defined by the quality of the public space in the district and the quality of the accesses.

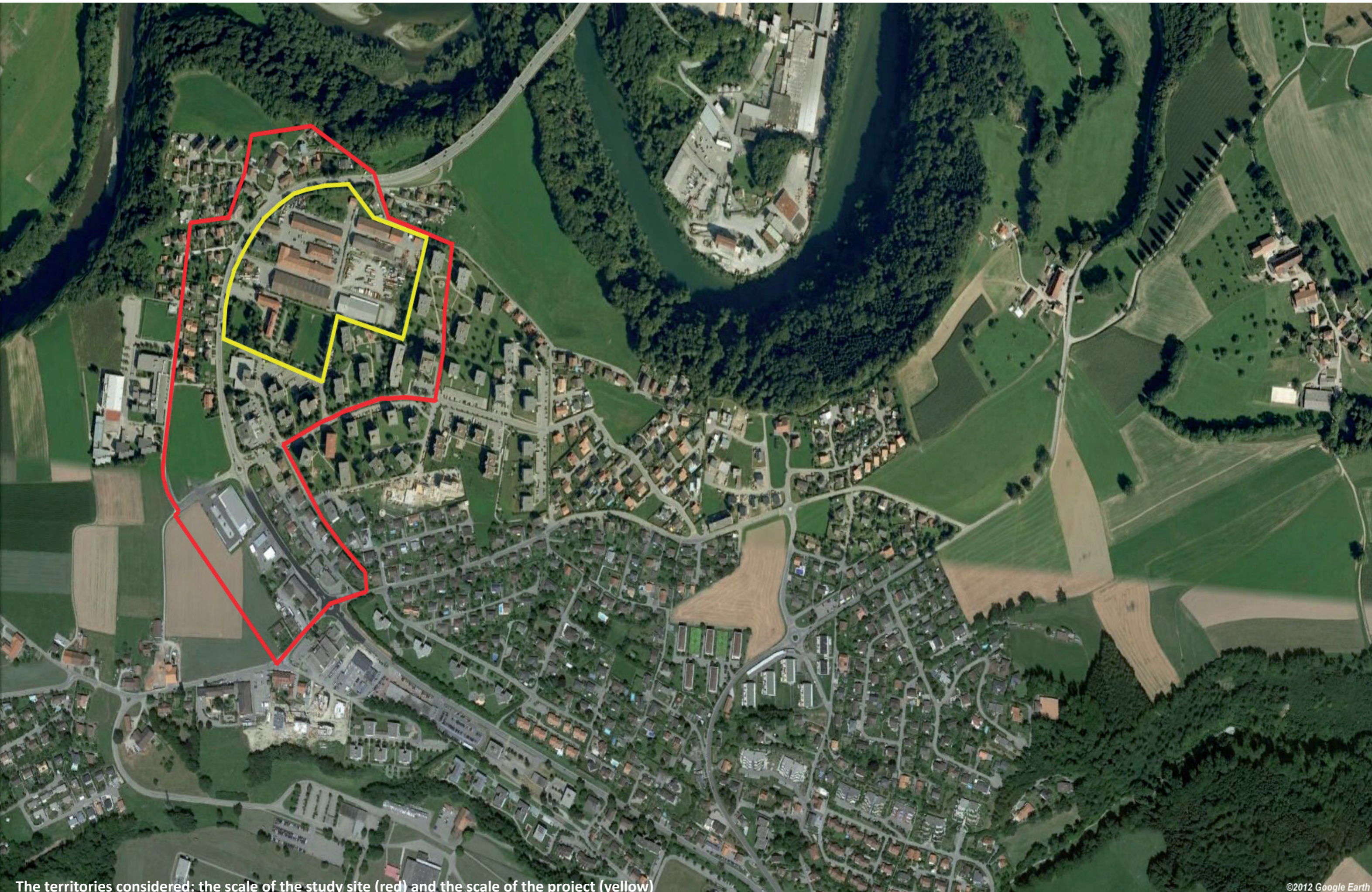
On the site of the Saint-Sacrement, the Town has a right of first refusal under an agreement signed in 2004 with the Fathers who own the site. One of the conditions for the acquisition of the land by the City is that fathers can spend the rest of their lives in the house where they live now. There are still eight of them, aged from 82 to 96 years. This site is occupied by a house and a church with a steeple. Half of the site is located in an "Area of General Interest" and the other half in a green zone. The "Area of General Interest" must be kept to comply with the terms of the Urban Development Plan which plans the extension of the main thoroughfare to Marly.



SITE DEFINITION
 Like many Swiss rural towns Marly enjoyed a major industrial development in the 19th and especially in the 20th century. The industrial activity came as an addition to traditional farming activities. Marly's growth resulted in better living standards and a population increase. Unfortunately, the successive economic crises of the 20th century destroyed some major industrial concerns. The Winckler Company was among the casualties and went out of business in 1981. However, Marly remained an industrial town with activities in watch making, cosmetics and in the beginning of the sixties, the arrival of the Ciba Company.
 The proximity of Fribourg contributes to a better quality of life for the Marly inhabitants with easy access to a city that provides jobs, cultural and recreational activities.

ADAPTABILITY: MAIN CHALLENGES TO TAKE INTO ACCOUNT
Transport and mobility:
 Marly is located on the Bulle to Fribourg thoroughfare, and is served by a network of regional and urban bus lines. A regular bus line runs between Marly and the Fribourg railway station with a 10 minute frequency (a trip of 5 minutes) in correspondence with Intercity trains from the CFF.
 Marly is one of 10 municipalities of the Fribourg Metropolitan area that has developed a comprehensive mobility policy, promoting alternative mobility with the development of services like: P + R (Park and Ride), free bicycles, carpooling, etc ...
 Development proposals should reinforce that mobility policy.
New lifestyles:
 The town of Marly wants an exemplary new district to be built on

the sites combining housing and business activities integrated in a contemporary vision of the future built areas, which must be attractive to both new businesses and new residents.
 In this context, public spaces connected to the village and the neighboring districts must play a role.
New environment sustainability:
 The foundations of a sustainable development are to be found in the immediate vicinity of Marly.
 The overwhelming presence of nature must be integrated naturally into the building designs and public spaces while taking advantage of the presence of the Sarine River.
 This philosophy can be expressed in the planning and construction stages of the project as well as in the energy management program for the whole site.



The territories considered: the scale of the study site (red) and the scale of the project (yellow)



Saint-Sacrement



Buildings "route du Centre" in the foreground and in the background the Winckler area



View of the building No. 50, route de Fribourg and of the Saint-Sacrement section from the building at n°33, la route du Centre



View of the company Dousse Constructions SA (Building at n°48, la route de Fribourg) from the building n°3, la route du Nord