The old town center of Świebodzin - revitalization as the dynamization of space

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ABSTRACT

One of the objectives of the process of regeneration is functional and spatial revitalisation, namely, modernization, transformation, and the increased activity of small and large spatial structures. The aim of this study is to work out a project for the revitalization of the downtown area of Świebodzin – a city of high historical and cultural value as well as a city which has a particularly advantageous location in the regional and supra-regional system of western Poland. The idea is not to disrupt the historical
layout and the order of the town when introducing changes in road traffic and transportation, and when improving the availability and opening the downtown area to residents and tourists, but rather to use the available building gaps in the urban quarters.

**Keywords:** revitalization, dynamization of space, revitalization of Świebodzin, the Old Town in Świebodzin,

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**RÉSUMÉ**

L'un des objectifs du processus de régénération est revitalisation fonctionnelle et spatiale, à savoir, la modernisation, la transformation et l'activité accrue des petites et grandes structures spatiales. L'objectif de cette étude est d'élaborer un projet de revitalisation du centre-ville de Świebodzin - une ville de la valeur historique et culturelle de haut ainsi que d'une ville qui bénéficie d'une situation particulièrement avantageuse dans le système régional et supra-régionaux de l'Ouest la Pologne. L'idée est de ne pas perturber le plan historique et de l'ordre de la ville, lors de l'introduction des changements dans la circulation routière et de transport, et quand l'amélioration de la disponibilité et l'ouverture du centre-ville pour les résidents et les touristes, mais plutôt d'utiliser seulement les lacunes de construction disponibles dans les quartiers urbains.

**Mots clés:** revitalisation, la dynamisation de l'espace, la revitalisation de Świebodzin, la vieille ville de Świebodzin,
INTRODUCTION

"The political system which exists in Poland since the end of 1989 has created a completely new socio-economic situation. In place of the centralized command-and-quota system, mechanisms of the market economy have been introduced, and top-down control has been replaced by authentic structures of the local government. This has led to the emergence of independent and free enterprises (the entrepreneur), in terms of choosing the area of business activity, and to the emergence of an authentic administrator of the area - the local government." (Parysek, 2001). Local authorities have gradually begun to notice more and more gaps in the structure and function of individual areas of municipalities or cities. Obviously, there have been several attempts to improve this situation, however, due to the lack of experience or legal regulations at the national level, the immediate models have been adopted from our western neighbors. All of the activity was undertaken on a "conservative restoration" principle without paying particular attention to the social and economic sphere, and as such revitalization failed to work. In Poland, the process of revitalization has been approached comprehensively only in big cities, where the issue of displacement and the disappearance of urban quarters has been considered.

The following paper is an example of a revitalization program which aims at carrying out the dynamization process of the downtown area of Świebodzin – a city of high historical and cultural value as well as a city which has a particularly advantageous location in the regional and supra-regional system of western Poland. The objective is to draw up a revitalization project for the downtown area of Świebodzin without disrupting the historical layout and the order of the town and using only the available building gaps in the adjacent urban quarters. The project includes changes in the road traffic and transportation system, which would significantly improve accessibility and lead to the opening of the downtown area to residents and tourists.

The basis for working out the revitalization project of Świebodzin was an analysis of the positive and negative aspects of the city, a detailed inventory, interviews with residents and the source literature and historical plans.
THE BASIC RESEARCH ASSUMPTIONS

After the year 1945, Poland suffered significantly greater losses and ravages of war than any other European country. Nearly 45 consecutive years of Poland as an Eastern Bloc country, and the long-standing, centralized management policy, resulted in shapeless, architecturally uniform blocks built of prefabricated concrete which were erected in the place of demolished urban quarters, and very frequently in historical city centers and Old Towns. After 1990, although rapid economic development took place in Poland, it was accompanied by sluggish land policy. Government legislative bodies did not provide district authorities with sufficient legal instruments to target degraded, misused areas or those areas in need of revitalization. District budgets did not anticipate any funds for this purpose, and municipalities did not aspire to carry out any major changes. At the same time, municipalities were obtaining revenue from private development which shifted the central point of cities from the historical old towns to the outskirts and less built-up urban quarters, by building e.g. shopping malls and suburban housing estates in those areas (Billert, 2001). Historical city centers gradually became deserted and small-scale migration took place. This was further intensified by a steadily progressing period of population decline which in the years 2009 - 2010 reached a 350 year peak. The great migrations of Polish citizens to EU Member States which began in the years 2004-2005 should also be taken into account. A large part of these migrations will be permanent, and this fact must be taken into account as far as modern and intelligent city planning is concerned.

Revitalization, which is nowadays undertaken more often in Polish cities, is often a response to functional problems. It is a comprehensive attempt of improving urban areas which are subject to slow, yet visible degradation (Kaczmarek, 2001). The destruction and desolation of the urban quarters cannot be stopped only by means of repair work. In these types of problem areas, not only the physical aspects, but also the quality of life are deteriorating, and therefore there is a need for a multifaceted approach to the process of revitalization. However, there is no doubt that the economic aspect is of great importance. Unfortunately, the recently noticed opportunity to reimburse the costs incurred by local governments for revitalization activities from the European Union seems to have been wrongly interpreted
by Polish local authorities. These funds are most frequently used in a one-dimensional way, namely for repair work, which does not address social or economic problems, which in turn are very significant in the process of revitalization. In recent years, however, not only local authorities, but also residents and potential investors and buyers have become increasingly interested in the revitalization of degraded urban centers. There has been growing interest in historical buildings, and residents have begun to appreciate the surrounding architecture, often investing their own financial resources and participating directly in improvement. The potential of old cities has been clearly recognized.

**THE CITY OF ŚWIEBODZIN**

**Location**

Świebodzin is located in the central part of the Lubusz Voivodeship, at the intersection of the main traffic routes in the borderland of western Poland, i.e. main road No. 2: Berlin - Warsaw - Moscow and road No. 3: Szczecin - Prague and the railway route Berlin-Warsaw-Poznan. The above-mentioned roads link Świebodzin with the supra-regional centers in its vicinity, such as Poznan and Berlin and the regional centers: Gorzow Wielkopolski and Zielona Gora. In 2008 Świebodzin had 21 670 residents (CSO).
The origins of the city

The development of Świebodzin, as in the case of any other city, has been influenced by a number of spatial, historical and social factors. The rise of the city was linked to good soil conditions and the availability of water (numerous lakes), which resulted in the inflow of the first settlers. The city initially developed organically but from 1335, the city obtained a foundation charter based on Magdeburg Law (www.baza.archiwa.gov.pl). The case of the stone castle in Świebodzin, which has been there from the very beginning, as well as the fortifications have not been fully investigated or resolved.

Throughout its history, Świebodzin shifted several times between Greater Poland, Silesia and Brandenburg.
Economic development

In the Middle Ages, fairs were organized two or three times a year. There was a boom in local trade and long-distance trade was developing dynamically. Świebodzin was a significant site for grain, wool and leather trading. The oldest craft was cloth making. The cloth makers of Świebodzin were granted privilege in 1395, and the cloth makers’ journeymen fraternity was founded in 1452. Cloth made in Świebodzin and valued for its high quality, was exported to many cities and countries, for example, Poland, Hungary, Frankfurt (Oder). 'A big importer of cloth made in Świebodzin was the city of Frankfurt, which acted as an agent in supplying cloth for the French army. Large amounts of cloth were purchased by the Court at Berlin for the Prussian army" (Majchrzak, 2001). Świebodzin was also famous for tanning, furriery and pottery (Kowalski, 1994). With time, the city became the owner of several local giant farms and an urban forest. Wine growing began to flourish in suburban areas. It was mainly the suburban residents who earned their living from agriculture (Majchrzak, 2001).

The sixteenth century was a period when many epidemics and fires broke out in Świebodzin, after which the city would be reconstructed every time according to the former layout. The seventeenth century was a time of The Thirty Years' War, and with it the time of military marches and numerous plunders. In the seventeenth century the city of Świebodzin had two breweries, including the Peschel brewery, famous for its "Peschel-Gold beer, which existed until 1944" (Chmielewski, 1962). The nineteenth century was a time of population growth in the city. In the year 1806 the population of Świebodzinwas 3,114, in the year 1850 - 4870 and 1900 – 8660 (Kaiser, 1939). The nineteenth century was marked by significant changes in the economy of the city. It was in the era of capitalism that Świebodzin turned into a major industrial center. Technological advances began to appear in key sectors of the economy and in the everyday life of the city. Three schools were developed- elementary, vocational and high school, a new post office (1897), and court (1879) were erected and the Poznan-Frankfurt railway line was built (1870). In 1865 the city had gasworks, waterworks (1910), and sanitation was introduced in 1928 (Chmielewski, 1962). Before the outbreak of World War II there were 28 operating factories.
The dynamic development of Świebodzin was hampered by population migration (the nineteenth century) (Szaflarski, 1947) and by the outbreak of World War II. Towards the end of the war the town was plundered by the Red Army soldiers who ravaged the area and closed down most of the factories. The transformations of the Polish economy initiated in the eighties changed the proprietary nature of companies and plants to a greater extent. The existing plants changed the production and employment profiles. The construction industry was developing. The rehabilitation center was thriving. Timber processing companies and furniture production plants began to play a major role which was also true in the case of other parts of the voivodeship. The transit location of the city was also conducive to being in the transport service sector. At present, agriculture is of minor importance, whereas the city’s and region’s tourist value is increasing. Local authorities and residents have noticed the enormous tourist potential of the city and its surroundings as well as the economic benefits of being located in the vicinity of many lakes and forests.

Spatial development, urban layout

The oldest iconographic source of Świebodzin is the view of the city depicted on a copperplate by J. Braun of Cologne, together with a description in Latin in the work entitled "Theatrio Urbium" - "Civitatas Orbis Terrerum"."
Figure 2. A view of the city. Braun’s drawing from 1584-1609.

Source: The Regional Museum in Świebodzin.

The author, in addition to the description of the city, carefully presented the areas outside the city walls. He presented the image of an oval-shaped city, surrounded by medieval walls, with three heavily fortified gates, a castle, a church and a town hall. Surprisingly, the architectural details of individual houses, numerous wells, two water tanks which had wooden pipes to obtain water from the hills, mills, chapels, hospitals, a school, and a windmill are very clear. The medieval city was clearly laid-out with specific built-up quarters. It was surrounded by city walls which ran around the city, and on the east the walls and moat were coupled with the fortifications of the castle. The walls, built of fieldstones, were about 8 meters high and did not have battlements yet had fairly densely spaced embrasures. These walls had rectangular towers all around (12).
In the late Middle Ages, they were rebuilt and received an extended, closed semicircular shape. The walls and castle were surrounded by a moat over twenty-meters-wide. The major transportation routes of the city had a cobbled surface. With the development of the city, more facilities slowly began to appear. The mention of the town hall dates back to 1397, however several years later – in 1413 – was the first time that the office of mayor was mentioned (Majchrzak, 2001).

The small amount of space within the city walls led to the fact that, as early as in the Middle Ages, the city began to develop along the main routes outside the city walls, thus creating suburbs.

At the turn of the fifteenth and sixteenth centuries the city of Świebodzin experienced two large fires, three earthquakes and epidemics which claimed many victims. Each time, the city was reconstructed according to previous principles, erecting buildings of a predominantly timber-frame construction. In was in these years that two breweries and a number of arcaded houses, often richly decorated, were erected. The oldest data on the number of
dwellings dates back to 1619 and there were 422 of them at the time in Świebodzin (Kaiser, 1939). The arcades were obtained by demolishing the front part of a house, which in the case of a half-timbered structure was not a construction problem.\textsuperscript{17} Not even one example of dwelling houses characteristic of Świebodzin in those days, has survived till this day.

\textit{Picture 2. An example of arcaded house on the market square. Postcard from the nineteenth century.}

Source: The Regional Museum in Świebodzin.

The eighteenth century brought changes in the urban morphology of the city of Świebodzin as the moats were filled and the city walls were reduced. The city gates were also removed at this time.

The nineteenth century brought a lot of changes connected with the industrialization of the city. There were changes in the physical aspects and in the character of the city. In 1827 one of the towers of the town hall was torn down, and the southern tower was topped with a neo-Gothic battlement (Zablocka-Kos, 1994). The butcher shops which were annexed to one of the walls of the city hall building were closed down (Berndt, 1909). The

\textsuperscript{17} Karty ze zbiorów Muzeum Regionalnego w Świebodzinie.
architecture of the nineteenth century was primarily based on houses and villas characterized by rich stucco ornamentation, late classical architecture and Art Nouveau. Out of the large number of the eighteenth and nineteenth-century tenements, only a dozen or so survived. Currently, most houses in Świebodzin are those built in the late nineteenth century, which refer to the architectural style and trends of the bygone eras, yet the residents still find them aesthetic. A characteristic element of tenements is bay windows. A corner bay window is an architectural element, which appears very often in newly built houses. In the old town area and along the streets branching off from the market square, there are many tenements built of glazed brick (late nineteenth and early twentieth century).

In the nineteenth and early twentieth century, Świebodzin developed mostly in the south where an industrial quarter came into existence in the vicinity of the railway station. The city developed on a regular basis, expanding its area of influence.

*Picture 3. A bird’s eye view of high-density housing in the down-town area of Świebodzin from the south - east side before 1945.*

Source: The Regional Museum in Świebodzin.
After World War II, despite the convenient location and the natural charm, which was the result of the specific climate, the city did not manage to avoid the mistakes connected with centralized space management. Like many other Polish towns Świebodzin was subjected to the unification process, and is now facing the problem of dealing with the panel housing estates built in the 1970s and 1980s.
Plan 1. Świebodzin – Old Town Center – the area of development, historical analysis of the structure.

LEGEND: 1. The boundaries of the study, 2. Fortifications 3. Buildings before 1945

Source: Own elaboration.
THE OLD TOWN CENTER OF ŚWIEBODZIN – THE STATE OF THE AREA AND ITS SPATIAL DEVELOPMENT NEEDS

The area of particular interest in this study is the Old Town Center of Świebodzin, that is the Old Town and the buildings in the southern quarters, all the way down to Pilsudski street. The current layout of the Old Town Center, where most of the buildings are under the charge of the Provincial Conservator of Monuments, is inspired by the spatial layout of the road running from Głogów to Frankfurt (Oder), which is the main "backbone" of the city. The preserved medieval quarters and the parceled-out areas show the original structure of the Old Town. The city walls and the areas of the medieval moat demarcate the circle which used to be formed around the city. Parts of the old moat have been drained and planted with trees, and they now constitute the green areas of the city. The partially preserved historical buildings of the former Old Town, which constitute a historical and architectural complex, including the monumental buildings of high architectural and aesthetic value dating back to the Middle Ages, the early modern period, and classicism, are of significant cultural value. Many historic public buildings with their original functions have survived to the present. These include: two parish churches, one of them dating back to the late Gothic period, associated with the city's history from the very beginning and the second parish church - a former evangelical church, which joins the edge of the Old Town and the nearby, nineteenth-century urban park. In the central part of the Old Town there is a neo-Renaissance town hall with fourteenth-century vaults, which is now the seat of the Regional Museum, the registry office and a cafe. Nearby, there is a castle with an attached hospital, and a former parish school from the turn of the fifteenth and sixteenth centuries, as well as fragments of fortifications with three towers preserved to this day. In addition to the administrative functions of the Old Town Center other dominant functions include clothing and food trade.

The oldest buildings which have survived are those in the side streets of the market square. There are several half-timbered buildings, although the previous structure of these buildings is now hidden under later layers of plaster.

Fragments of the historical buildings located in the northern and southern parts of the market were destroyed during the war. Tenements were replaced by panel housing estates. Fortunately, they were incorporated into the initial building alignment and the architecture drew on arcaded houses.

Source: The Regional Museum in Świebodzin.

Picture 5. For comparison, in the place of arcaded houses- a block of concrete slabs, 2005.

Source: Author.
In the market square and along the streets off the market, there are two three-storey houses with usable attics. For several years now, there have been more and more attic conversions so as to make previously unusable attics into habitable space.

The extensive repairs of the road surface of the market square which were carried out a few years ago as well as the partial repairs of the facades, improved the aesthetic aspect of the area, yet this did not contribute to 'fixing' the functional problems. The quarters are still too densely built-up. Poor planning makes the space appear very chaotic which leads to lowering the potential of an area. The majority of flats in the Old Town Center of Świebodzin is privately owned (housing associations) and there is not much building activity in this area. It is therefore necessary to improve and raise the attractiveness of the residential structure in the city center. There is great potential for this, if residential quarters are built in the attractive historical center of the city. The priorities should, therefore be to invest in technical renovation, to restore the facades of tenements and to cover the urban quarters with greenery. In many cases, the comments of the Conservator of Monuments should be taken into consideration, without changing the existing form, or layout of buildings. It would be advisable to infill the gaps in the quarters of the Old Town Center which would increase housing space. The internal parts of the quarters should also be straightened up by means of assigning them to a particular owner and administrator. According to an inventory of land ownership, a large part of the Old Town Center is owned by municipalities and housing associations. Only a small percentage belongs to private owners, making these areas common property, yet at the same time no one’s property.

There is great potential for greening the city in the downtown area of Świebodzin where the city walls and the moat formerly stood. This would complement the urban park that is located very close to the market square and stretches almost to the walls of the church.

The problem with this part of the town is the poorly planned out infrastructure for cars. As a medieval town, the originallayout of the city does not accommodate cars. The city has still not adapted to the increasing amount of vehicles, and has continually put off addressing the problem. Świebodzin lacks parking lots and parking spaces, and this is a deterrent to
visitors. Public transportation is contrary to the aim of integrating the entire downtown area and is arduous for the residents.

Another negative aspect in the entire city and its surroundings is the insufficient number of marked bike paths. It is necessary to mark out and build new bike paths and tourist routes which will improve the tourist image of the city, adapting it to the needs and requirements of the many visitors who come to Świebodzin in the summer. The lack of tourist information and not enough advertising of the city, reduce its value in the region. Tourists ought to be encouraged to visit Świebodzin all year round and this could be achieved through creating a service package that would provide entertainment for people of all ages.

The city could build on the recent national interest in it that has arisen in relation to the statue of Christ the King built on the outskirts of the city by the exit road to Zielona Góra. The height of the statue and the way it looks, make it similar to the statue of Christ the Redeemer in Rio de Janeiro and it will likely become the subject of numerous trips and religious pilgrimages.

THE CONCEPT OF REVITALIZATION

When drawing up a revitalization program the following are key considerations: the entries in the Local Zoning Plan, the Study of Conditions and Directions of Spatial Development, as well as the guidelines of the Provincial Conservator of Monuments. The aim of the revitalization plan should be to bring back the former, dynamic urban functions, such as trade, catering and services in the Old Town Center of Świebodzin. A trade route should be created which would cut across the Old Town Center along Żymierskiego Street, the market square and Głogowska Street (Plan 2, dark blue). The Old Town Center, through investments, should offer such conditions which would lead to attracting a new group of residents, while eliminating the gaps and deficits in the spatial function inside the quarters. The historical value of the city, the architecture and urban layout in particular, should be exposed in such a way so as to become a tourist landmark of the city.
Plan 2. Revitalization plan.

LEGEND: 1. The boundaries of the study, 2. Retail and service functions (light red), 3. Complete ban on road traffic (dark blue), 4. Temporary road traffic (light blue), 5. Public transportation (white), 6. Parking spaces – parking lots (yellow), 7. Green areas (green),
**Dynamization of spatial functions - Multi-functional Center**

The dynamization of spatial functions of the Old Town Center area, namely, the modernization, transformation, increased activity of small and large spatial structures, can be achieved mainly by:

1) Dramatically strengthening the functions of trade, services and catering.

2) Creating a strong purpose for new spaces and integrating them with the existing ones.

3) Changing the transport and parking systems (Janicka, 2005).

In terms of creating new, strong retail and service spaces, it is essential to create a multifunctional center in the central area of the Old Town Centre. Such a centre should include two or three mega stores and a number of smaller retail, service and catering spaces. The Revitalization Project suggests that the location of such a center would be between the following streets: 30-go Stycznia, Rynkowa, Kilińskiego and Okrężna. (Plan 2, the red quarter). It must be a high potential area in order to meet market demands and the increasingly sophisticated demands of customers, and to satisfy the needs of both local and regional consumers, as well as to provide effective competition to prevent the outflow of the purchasing power to Zielona Góra. The multifunctional center should also become a magnet for tourists during the summer and autumn seasons.

The implementation of the multifunctional centre requires partial demolition of the existing buildings in the "shopping quarter", while at the same time, using the street facades of the present Municipal Office and the buildings on 30-go Stycznia and Kilińskiego street. The Centre should have an underground parking lot (about 5000 square meters), with an entrance from the intersection of 30-go Stycznia and Okrężna streets. The architectural solution should combine the fragments of the preserved old buildings with modern architectural forms (for example, with a metal structure and glass).
In the immediate vicinity of the multifunctional center it is expected that there will be a wellness and renewal centre which would be built in the place of the building gap in the vicinity of the market square, where there is a parking lot at present. The wellness and renewal centre should complement the architectural style of the multifunctional center. It has been proposed that the center should include a beauty, hair, and massage salon, and other (fitness, sauna, gym, fitness gym).

The role of the multifunctional center is, therefore to become a strong functional element near the market square area, in order to bring more dynamism to the development of the Old Town Center. The multifunctional center is to play a decisive, developmental role in the spatial and functional structure of the Old Town Center, and it is also to have an impact on the formation and effective functioning of smaller retail and service facilities in the area.
A third strong element should be the town hall, which by complementing the modern, functional element of the city centre (retail and services), will have a strong catering function of a particularly high degree of attractiveness, based on the historical and architectural value of this significant building. This function is not being fulfilled by the hard-to-reach catering facilities located in the basements of the town hall. The administrative function located in the town hall, or even the regional museum has little effect on the recovery of the market. It is proposed that in this situation, the present catering function in the basements of the town hall be extended to the entire ground floor. This would instantly create a strong catering function, at the same time using the stately halls intended for larger events. The rooms on the ground floor of the town hall, as well as the basement, have an interesting decor (gothic vaults), which would increase the attractiveness of the catering function. Allowing the customers of the café and restaurant to climb the town hall tower, could become an additional attraction.

To do this, it would be necessary to reconsider the location of the museum and Municipal Office. This problem might be solved by restoring and revitalizing the castle which is located on the eastern edge of the Old Town Center. Giving the castle a new function could be crucial in shaping the structural renewal of the Old Town Center. Moving the Municipal Office to the castle would allow this important function to be more available to the public. The present municipal office has small rooms, no representative conference room, and the steep stairs between the different floors make it hard for citizens to be in contact with the officials. Therefore, it is not fully adapted to perform the main administrative functions of the town. The castle would be a more accessible and more functional place, while being more representative as the seat of the city. The forgotten castle is an underrated and unused example of the city’s rich history which is another important reason why the regional museum should be transferred there as well.

**The new transport and parking system**

The proposed developments are closely linked to the transportation and parking problems in the Old Town Center. The retail trade in the old parts of the town functions optimally when it is carried out with the appropriate
intensity, accompanied by large shopping centers, and by less traffic intensity to result in more shopping space for pedestrians. For this reason, the presented concept proposes a new transport and parking system.

Road traffic should be prohibited in the Old Town to create a pedestrian precinct. Such a revolutionary approach is nothing new in the case of Polish cities. Similar solutions have been used by our western neighbors.

This could also be done in the streets near the market square and the pedestrian precinct. Such action would lead to creating "a trade axis" which would offer retail and service customers a uniform pedestrian system and would increase the security, attractiveness and flow of pedestrian traffic.

In other parts of the city centre, the revitalization plan offers diverse accessibility to road traffic, depending on the residents’ need to access their private parking lots and parking spaces. Certain streets could be temporarily excluded from road traffic.

The proposed intensity of trade, services and catering in the Old Town Centre and the proposed changes in the transport system require new, effective solutions in terms of parking. Two large parking lots should be built for the residents. If it is possible, these parking lots should be located inside the residential quarters or in underground car parks.

**Green areas**

The revitalization project includes upgrading and increasing the amount of urban green areas in the Old Town Center. This applies to both public green areas as well as private ones. The project addresses the need to revitalize the green areas which are located in the belt of the fortifications, and those related to the area near the castle and schools in the western part of the Old Town Center.

The revitalization of green areas is particularly important in terms of increasing the location value, as well as the residential and recreational functions within the city centre. Parking areas and public parking lots should be surrounded by green areas. It is advisable that residents should take care of the green areas in their own quarters. The city should set a good example also in this regard. The number of flower beds should be increased in the existing pedestrian precinct and along the roads with less traffic intensity.
**New Trends in the Renewal of the City**

**Improving the spatial structure of the quarters**

Also, the land within the urban quarters of the Old Town Center needs to be divided. This is a prerequisite for creating functional cadastral units, meant for privatization, which should create attractive conditions and ensure a high standard of housing functions.

**Reconstructing the historical landscape of the city**

The city’s historical potential, apart from its history, is the legacy which it has left behind. The Old Town constitutes the rich urban cultural heritage, expressed in a particular urban system. It consists of old streets, alleys and squares. All of these elements of historical spectrum are potentially the identity of the population. In the context of the restoration of the city, the historical monuments and urban planning, these values should be a magnet for potential new residents and tourists alike.

However, establishing an efficient tourist information service (tourist information office, leaflets, flyers tours, postcards, brochures, gadgets) and an information system conducive to sightseeing the city, is also the basis for the city’s development.

**CONCLUSION**

"Revitalization is the process of implementing spatial, technological, social and economic changes undertaken in the public interest, whose aim is to pull an area out of recession, and to restore its former functions, and create favorable conditions for its further development, making use of its endogenous features" (Heller, 2002).

Such action should be taken in the downtown area of Świebodzin. Not taking action to repair and reverse the ongoing degradation of space and substance will lead to further destruction of the existing values of the Old Town Center. It will lead to a decrease in the number of commercial and service facilities, drive the residents out of the city centre, create negative social selection, lead to the degradation of cultural values, the loss of new services and result in a lack of interest from new investors. Not caring about
the aesthetic aspects and functionality of the Old-Town-Centre quarters will lead to a decrease in the social identification with the place and to its further degradation. The continued decline of urban spaces, resulting from the negative aspects presented in the study, will shatter the opportunity for sustainable development of the city. Therefore, there is no doubt that action must be taken to revitalize the Old Town Center of Świebodzin, which may be based on the proposals contained in the revitalization project presented above. However, in order to carry out the project, it is necessary for aggressive, professional, managerial action to be undertaken by, both the city and the entire community, and therefore all the residents and subjects of the area of Świebodzin.

REFERENCES


NEW TRENDS IN THE RENEWAL OF THE CITY
