

Changes in Wilanów

Four years ago, Wilanów Borough was only associated with the Palace, the Poster Museum and beautiful parks. Today, it is a developing borough with city-wide investments. Among all of Warsaw's boroughs, Wilanów has the largest number of areas for new investment projects.

Parks constitute 75 percent of Wilanów's area, giving it the reputation of a garden city. Eighty percent of Wilanów has been included in local plans for development. It is divided into 2,450 ha of farmland, 541 hectares of building grounds and 280 ha of forest land. Over 2,400 businesses are registered in Wilanów. The majority of them are located on Wiertnicza Street.

Wiertnicza Street is becoming the calling card of the borough. Many beautiful houses and small buildings with balconies, stairs and porches have been built on the street. The majority of them contain offices of companies such as BMG, Sissy, Record, Warta, Exbud Skanska, Osram, Saab, Toshiba, and the future Dom ITI center. There are a few warehouses, many service stations, medical and dental facilities, restaurants, an American school and the Warsaw Borough mosque of the Muslim Religious Union.

The Południe sewage treatment plant is located in Wilanów, also planned to serve Ursynów and Mokotów. Wilanów also invests in education. The kindergarten on Gubinowska Street has been modernized and all schools and their surroundings have been included in a monitoring system. Also planned is a boulevard near Powsińskie Lake.

Wilanów invests in the Palace Axis—a promenade without tightly spaced buildings is to be created there. Waterways can also be a pro-environmental element of the borough, although the scale of constructing such routes demands private investment.

The area near Przychyłkowa Street will be the largest area to undergo construction, not only Wilanów, but also in the whole city. The Wilanów Town shopping, recreational, and cultural complex of the Prokom company will soon be built, with the Church of Divine Providence and the Wilanów Borough Hall (Ratusz) planned nearby.

The Ratusz Wilanów company includes the borough and Deniz Investment Company. It will build the Ratusz Centrum office building and the Ratusz Wilanów residential area, using the designs of the renown Kuryłowicz&Associates architectural office. Luxury apartments will be constructed on the Wilanów Palace Axis by the end of 2003.

A golf course was opened on Vogla Street in May 2001, owned by Golf Parks Poland. It offers 30 driving ranges and golf lessons.

Areas prepared for tenders

Investments in Wilanów include retail and service, residential areas, low buildings causing no inconvenience to inhabitants, offices, banks, sports facilities, small hotels and restaurants and a gas station. The borough also has two large investment offers:

1. Powsin, Rosochata Street

Located in the southern part of Wilanów, these are areas of single-family houses, measuring 4,381 sq m. The borough is the owner, and the lot does not have a land and mortgage register entry. The planned utilization of the area includes single-family houses with services in retail, catering, offices and entertainment. Industrial buildings and apartment buildings are excluded. Agricultural production must be excluded from the area before investing. Prices can be negotiated with the Borough Management Board.

2. Powsin, Wawłowa Street

The lot belongs to the borough and has a regulated land and mortgage register status. It occupies 705 sq m, and the price can be negotiated with the Borough Management Board.

The property is located in an area of workshop, warehouse and office buildings, and near single-family houses. The lot has been established as a park area; therefore, production services have been excluded and planting greenery is an obligation.

The lot is undeveloped, and without foliage. The sale of the above after a relevant decision by the Borough Board.

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URBAN DEVELOPMENT

A Town in a City

A town within a city? Independent. Self-sufficient. Teeming with life. This concept is being seriously considered around the world as a sustainable urban development trend.

The concept is based on the creation of small towns that surround the center of a metropolis. In Warsaw, this idea has already become a reality. It is being implemented in Wilanów Borough. Over the next few years, Miasteczko Wilanów will be built on a 169-ha plot near Wilanów Palace.

Prokom, a company owned by Ryszard Krauze, decided to invest in construction and real estate. It bought key parcels, primarily in Warsaw and Tri-Cities and initiated investment projects. A luxury residential estate was built in Gdynia-Orłowo, the construction of a modern office building began in the center of Gdynia, along with the construction of a Water Park in Sopot. In Warsaw's Ochota district, on Grójecka Street, part of the Zielony Zakątek office-residential complex has already been completed. With the numerous properties it administers, including office buildings in Gdynia, Katowice and Wrocław, and a hotel in Sopot, not to mention interests in the data transmission, pharmaceutical and media sectors. It has recently expanded its activities to include construction and development.

"There is no project we can't take on with our own capital and the cooperation of business partners, said Krauze.

Miasteczko Wilanów will have all the elements, in addition to residential, to make a town: schools,

kindergartens, shops and offices, with a recreation and entertainment, restaurants and cafes, and a market. Until recently, the undeveloped property belonged to the Academy of Agriculture. Wilanów's exceptional location at the end of the Royal Route, in the peaceful neighborhood of Wilanów Palace, on a green area that



Thumb up: VP of Prokom Zbigniew Okoński (left) and managing director of Investment Environments INM Guy Castelain Perry



An artistic conception:
The promenade at Wilanów

has retained its natural character, will allow the developer to create residential, retail, recreational and entertainment facilities that are in line with the 21st century.

The local urban development plan precisely sets out conditions under which the buildings are to be built. The density of development and maximum height of the buildings have been specified. The strictly defined ecologically active area will allow the development to retain natural greenery. Nothing accidental will emerge in Wilanów.

The huge scale of the project requires several phases of development. "We estimate the cost of investment planned over the next six to seven years at around \$1 billion, and the same amount will be needed for projects carried out in the next 10-12 years, said Zbigniew Okoński, vice-president of Prokom. "The projects will be created with the participation of Prokom and selected investors.

The first stage will begin this spring. "On an eight-hectare plot, the joint venture company we have created together with our Israeli partners will begin construction on nearly 1,400 apartments in residences that are no higher than 14.5 meters, said Okoński. The height limits are a reference to Wilanów's historical surroundings and have been set for each quarter of land so that a cohesive urban setting comes into existence.

There will be no development in the area adjacent to the Skarpa Ursynowska escarpment. At the western edge of the area, prestigious residences will be built on plots of over 2,000 sq m. Not far from the recreational-sports area, there will be single-family houses with gardens, that will allow the development to retain 70 percent of the green area in the neighborhood. Farther away from the escarpment, there will be more buildings, but land earmarked for row houses and apartments will still retain 55 percent of greenery.

Office buildings will be built along Przczołkowa Street near the planned beltway. These will be modern buildings surrounded with greenery, featuring the latest technological solutions. The town will also have numerous facilities for legal, financial, insurance, medical and other services. "Talks are being held with partners from Portugal, Great Britain and Germany concerning the construction of a universal private hospital offering top-quality medical services, said Okoński.

Miasteczko Wilanów will also feature several unique educational institutions. A German Willy Brandt school will be created, and a French school has opened talks with the investor. A private Polish elementary school will also be located there. The College of Europe, is also located adjacent to the site.

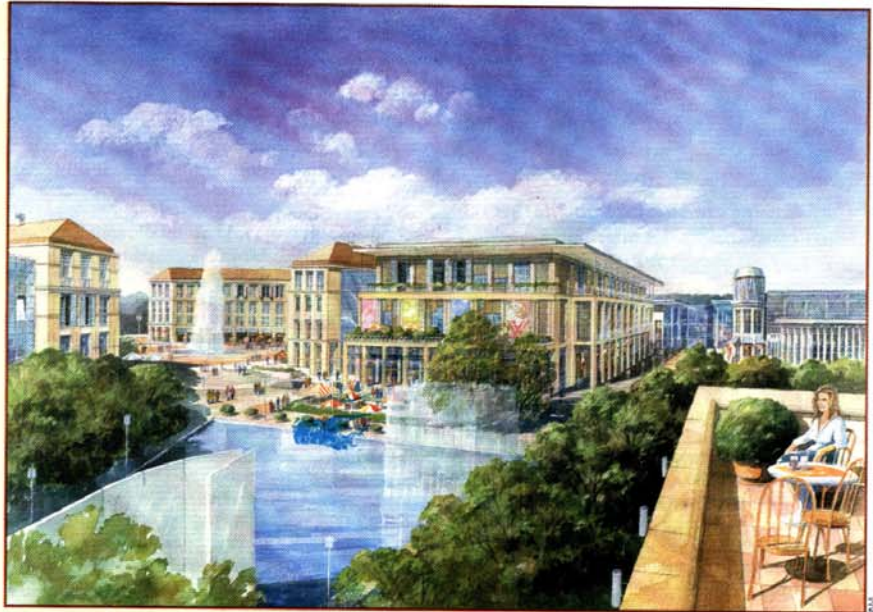
"Wilanów will have a Town Center, including retail and service outlets and an entertainment area," said Okoński. "The construction of the center will begin next year.

The Town Center will have a public squares, fountains, gardens and canals. The luxury retail area will satisfy even the most demanding customers. Over 250 stores, restaurants, a luxury hotel with a conference center, a cinema and a theater, a fitness center with an indoor swimming pool and luxury apartments by Klimczak Canal will cater to residents' everyday needs.

"There will also be an elegant, 600-meter promenade that should rival Nowy Świat," said Okoński. "It will stretch along the Town Center, and we will invite the clients to do their first shopping there in the fall of 2004.

All the parks and green areas will have playgrounds. In the meadows surrounding the town there will be a tennis club, a golf club and an equestrian club. In the winter there will even be an outdoor skating rink.

The Divine Providence Church, to be built on land



A pleasant view:
The proposed park/public square

that has already been handed over to the Church, will be a special landmark. Its construction will be accompanied by transportation solutions enabling easy access to the church.

"Prokom has promised to build all the borough roads on the land, and we will hand them over as public roads to the borough or investors who buy land, said Okoński. "As for other roads, we hope for cooperation on the part of the municipal authorities on the construction of other roads.

The overall vision of the projects is being overseen by Investment Environments (INVI). Guy Castelain Perry, the team's managing director, has adopted an overall

distance. "We are constantly fitting individual designs into the surroundings and keep checking how they look against the background of Wilanów's historical buildings, whether they retain a human scale, the garden tradition in the area or the materials and colours of the buildings.

Of course, the buildings will not refer only to the past. A look into the future is important, buildings will incorporate the latest communications and energy saving technologies. The town will not feature anything that would upset the harmony and character and long term value of Wilanów. Perry said that the limited height of the buildings, their proportions, and overall attention to detail and landscape will guarantee that the town evolves into one of Warsaw's most beautiful neighbourhoods.

Warsaw stands to benefit. In addition it should help balance the metropolitan area. It will also create thousands of jobs. "Over 2,000 people will be employed in the Town Center, not to mention the staff of office buildings and the various Wilanów institutions, said Okoński.

Apartments will cost around \$1,200 per square meter, and 15 percent of the planned units in the first stage of construction have already been sold. Prokom has also prepared a unique financing package for people under 35 with high earnings. "We are offering 30-year loans for 100 percent of the cost of apartments, with market interest rates, said Okoński.

By the end of 2002, land development work will

have been started, including the construction of the Town Center, the transportation system and internal roads. Work is already underway on the new Town Hall for Wilanów Borough. Both facilities will be completed by 2004.

One-fifth of the land has already been purchased, and the purchase of a similarly sized area is being negotiated. The undertaking is gaining speed and quite soon Wilanów residents will not have to choose between calling home the big city or the small town since they will be living in both.

**Ewa Kielak Ciemniowska
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Letting the light in:
Future shopping center

concept for Miasteczko Wilanów that respects the historical traditions of the Wilanów area, while incorporating modern amenities. "It's not only about the shape and looks of individual buildings, but about creating an integrated whole, where the places between the buildings are as important as the buildings themselves," said Perry. One of our main goals is to create a place that sustains a balanced community.

"We want to create an attractive pedestrian environment so that people can move around Miasteczko Wilanów easily, said Perry. The town's design will encourage residents to walk by placing parking areas underground and keeping daily amenities within walking