Case Study

Organization
City of Zurich, Switzerland

Location
Europe

Industry
Real Estate

Visualize Better Business Development

Zurich, the largest city in Switzerland, is famous as a financial hub and for its high quality of life. To maintain this for its 400,000 citizens, zoning laws control development within the city, including height, style, and shape of buildings. Through careful growth, cultural heritage is maintained while developing into a modern, vibrant city.

What did they do?

Zurich implemented a 3D zone planning tool from SmarterBetterCities called SmartZoning. This lets city staff view and investigate building development proposals in a true 3D environment. Using zoning and parcel maps, which contain Zurich's building law zones, staff can view models and reports on plans including floor size, green area ratio, and financial impact. Developed for Esri® CityEngine® software, SmartZoning allows the City of Zurich to create detailed 3D geometries, plans, and textures using its own rules (procedures) instead of labor-intensive manual modeling.

Do I need this?

Many city planners creating 3D models of entire cities find them too labor-intensive and see final models as being good only for visualization. In contrast, CityEngine is based on procedural rules and analysis that makes designing a city's zoning both dynamic and smart. Every possible design solution can be considered and analyzed, and instant feedback is provided on how the design complies with building regulations and zoning laws.

> "SmarterBetterCities SmartZoning app enabled us to review the effects of current and future zoning laws in a stunning 3D environment. What traditionally would have taken us days, perhaps weeks, was reduced to hours. This tool is a 'must have' for any developing city."
>
> **Mr. Christian Hürzeler**
> GIS Competence Centre
> City of Zurich

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