



**Stadt Biel**  
**Ville de Bienne**

Wirtschaft / Statistik  
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VISION  
**MUTIG**



PLANUNG

**DURABLE**

# Urban development in Biel

Overview and perspectives

# Outlook

Prompted by the Expo.02 national exhibition, the cityscape of Biel/Bienne has changed considerably over the last two decades. Private investors and public authorities have pledged several billion Swiss francs in funding for a pipeline of projects, some of which have already been completed.

- Industrial projects
- Infrastructure projects
- Real estate projects and district development



# Realised and ongoing development projects

## Industry

- UBS, Rolex, Swatch Group, GF Machining Solutions, Power Integrations Switzerland, Dixel and others

## Infrastructure

- «TISSOT ARENA» sports and event complex
- Switzerland Innovation Park Biel/Bienne (SIPBB)
- A5 motorway bypass (eastern axis)
- Biel/Bienne Campus of Bern University of Applied Sciences BFH (in planning)
- Central hospital for the Biel/Bienne-Seeland-Jura bernois region in Brügg (in planning)

## Residential areas / new districts (more than 800 apartments)

- Schüssinsel, Jardin du Paradis, VISAVIE, Les Amis, Buschang, Centre and Residence Esplanade, Gurzelen, Kreuzplatz-Nord and Mett-Zentrum («Jardin métropole»)

# Core development areas (CDA)

Biel/Bienne has four areas of major importance for its revitalisation and enhancement of the cityscape:

1. «Train station/Lake» CDA
2. «Esplanade» CDA
3. «Gurzelen» CDA
4. «Bözingenfeld» CDA

The City of Biel/Bienne pursues an active land policy, enabling it to maintain control over its land. Almost one-quarter of the municipal area is owned by the City.



# «Train station/Lake» core development area



Site of the Biel/Bienne Campus

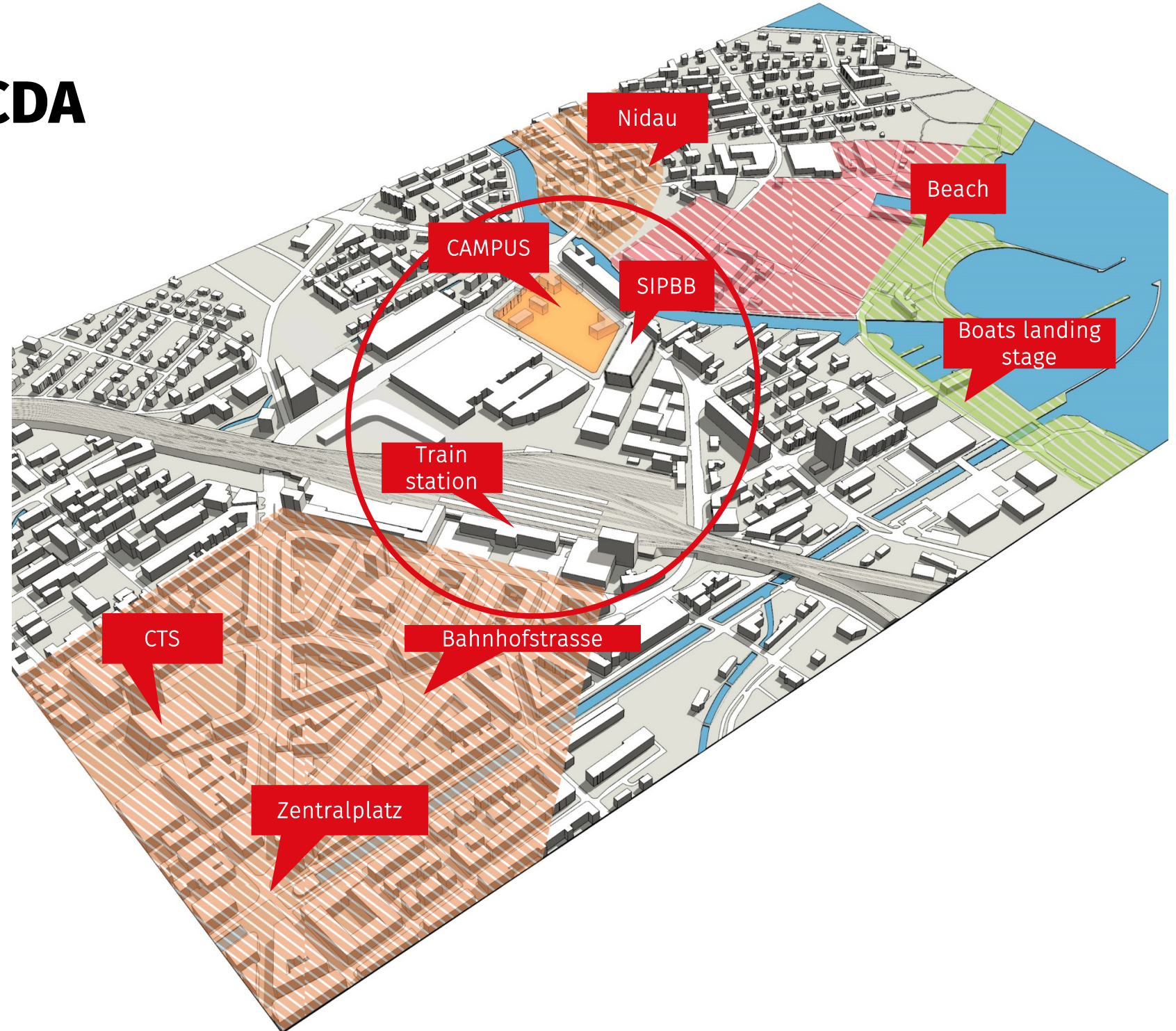
# «Train station/Lake» CDA

## Urban space of tomorrow

The train station/Lake CDA is located in the city centre, just five minutes' walk from the lake.

The site is being transformed into a business, innovation and training hub of national importance.

The area is intended for use by the public sector and service industries.

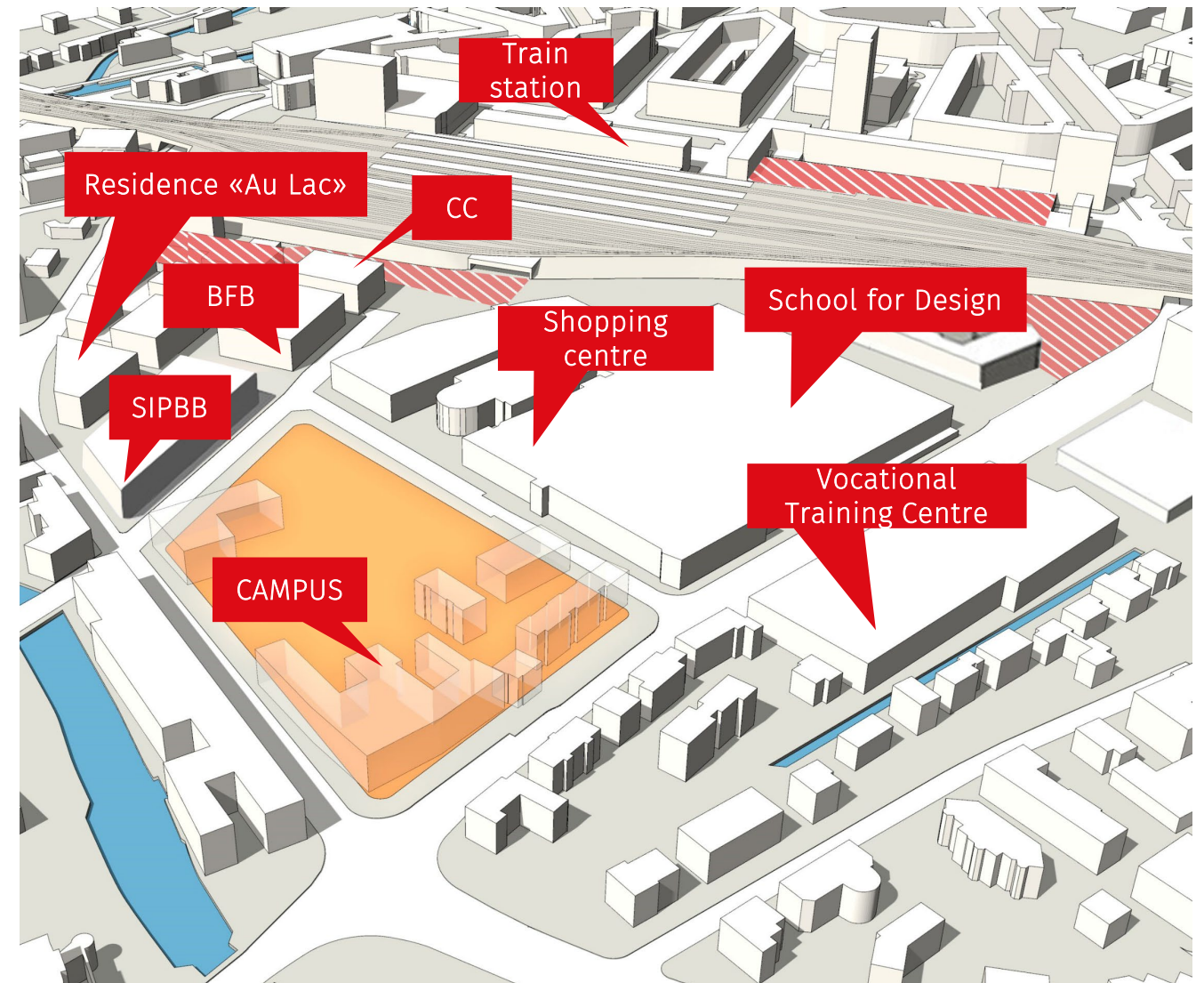


# «Train station/Lake» CDA

## Mixed-use neighbourhood

The area connects the city centre with the lake and is all about innovation, education and communication.

It attracts a varied mix of people: users of the station, visitors to the shopping centre, businesspeople and experts in research and development (F&E) at the Switzerland Innovation Park Biel/Bienne, students (of the BFB Business School, the School for Design and various departments of BFH and the Vocational Training Centre), media professionals, service providers at the Communications Center and residents of the "Au Lac" retirement home.



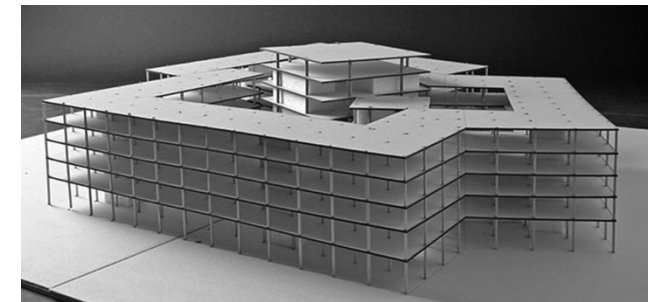
# «Train station/Lake» CDA

## Biel/Bienne CAMPUS

A centre of excellence for leading-edge technology is being established in the city centre.

The technical disciplines of Bern University of Applied Sciences BFH are to be grouped together at a single central location. More than 2,500 students will be trained there in the fields of technology and information technology as well as architecture, wood technology and construction.

The project is being funded by the Canton of Bern, with Manufacture des Montres Rolex SA as sponsor of the event hall.



Costs: CHF 230 million – project completion: 2025/2026

[Biel/Bienne CAMPUS](#)



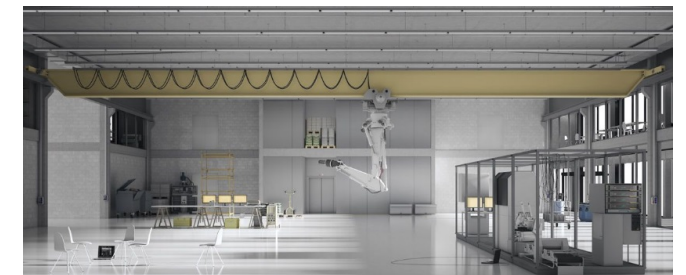
# «Train station/Lake» CDA

## Switzerland Innovation Park Biel/Bienne (SIPBB)

Founded in 2013, the creation of a highly efficient building for use by various actors in the field of innovation marks the first stage in SIPBB's expansion. SIPBB is financed almost entirely by private shareholders.

With a business model that focuses on the rental of space, infrastructure and equipment, in addition to providing a range of services for companies, SIPBB fully lives up to its role as an incubator.

The 15,500m<sup>2</sup> building was inaugurated in the summer of 2021 and is located next to the train station. Thanks to its compressed air storage system, with which the building is heated/air-conditioned in particular, it leads the way in renewable energy.



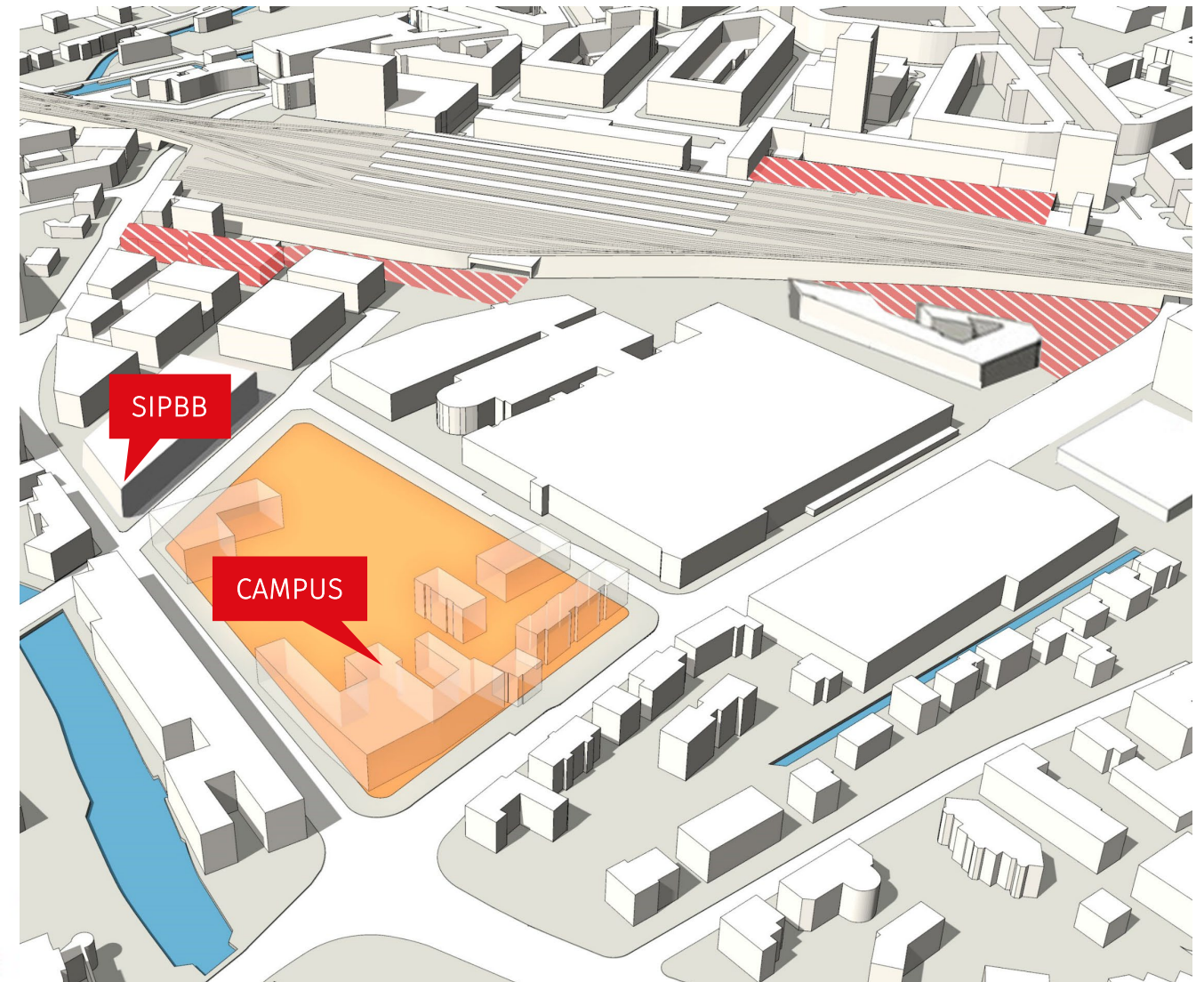
[Switzerland Innovation Park Biel/Bienne](#)

# «Train station/Lake» CDA

## Land reserves

Ideally connected to the railway network, the district also has excellent land reserves owned by the City of Biel/Bienne covering several tens of thousands of square metres.

This land has been earmarked primarily for the further expansion stages of the Switzerland Innovation Park Biel/Bienne (SIPBB).



Land reserves 

# «Esplanade» core development area

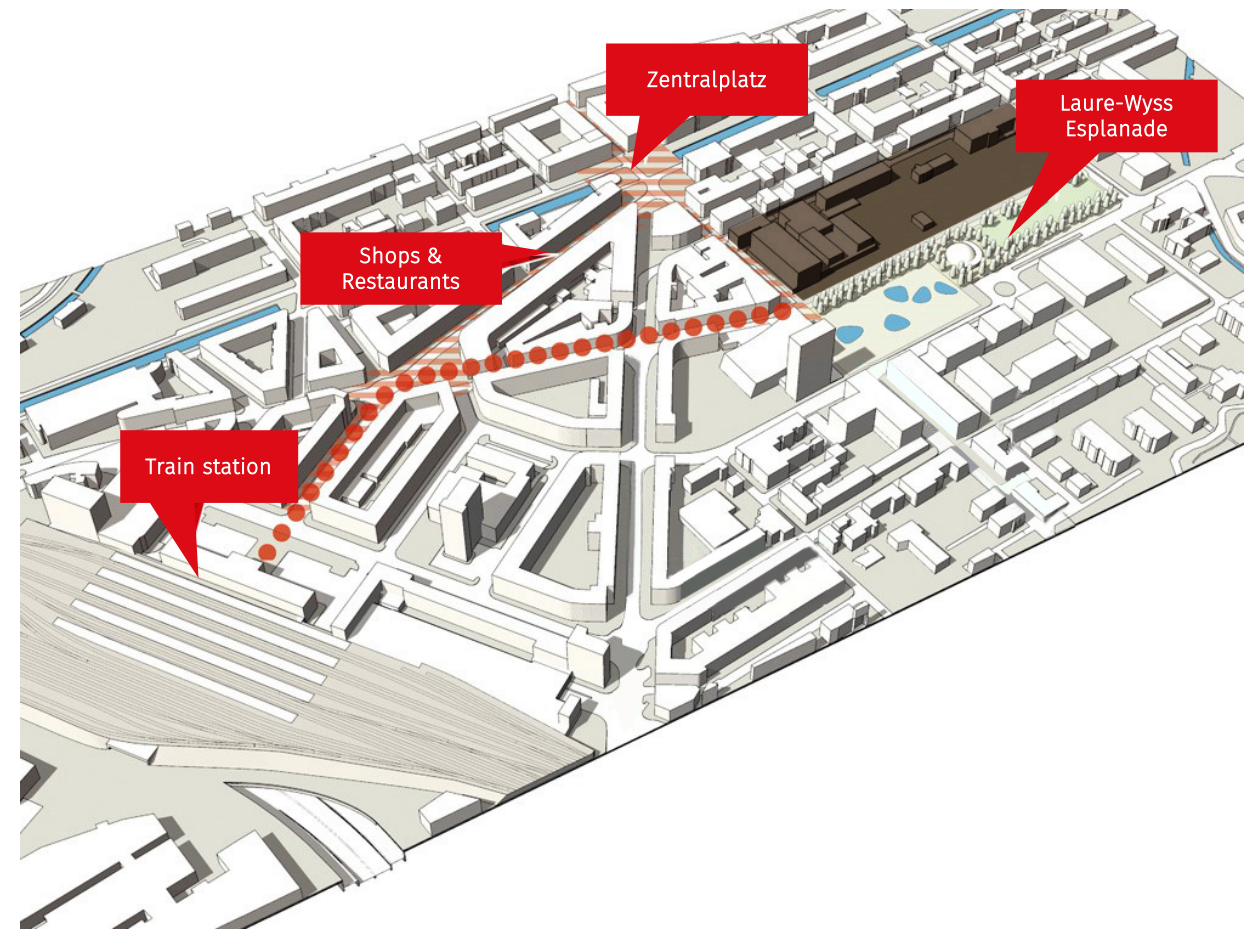


# «Esplanade» CDA

A new urban centre with great potential for housing, employment and retail use is being developed on a former industrial site. Its proximity to the conference centre underlines the public character of the new «Esplanade» as a place where people can meet and interact.

This residential and commercial complex is being realised in two steps on two adjacent development sites.

It includes an underground car park with 500 parking spaces, a hotel and restaurant, as well as 250 apartments and around 8,000m<sup>2</sup> of commercial and office space.



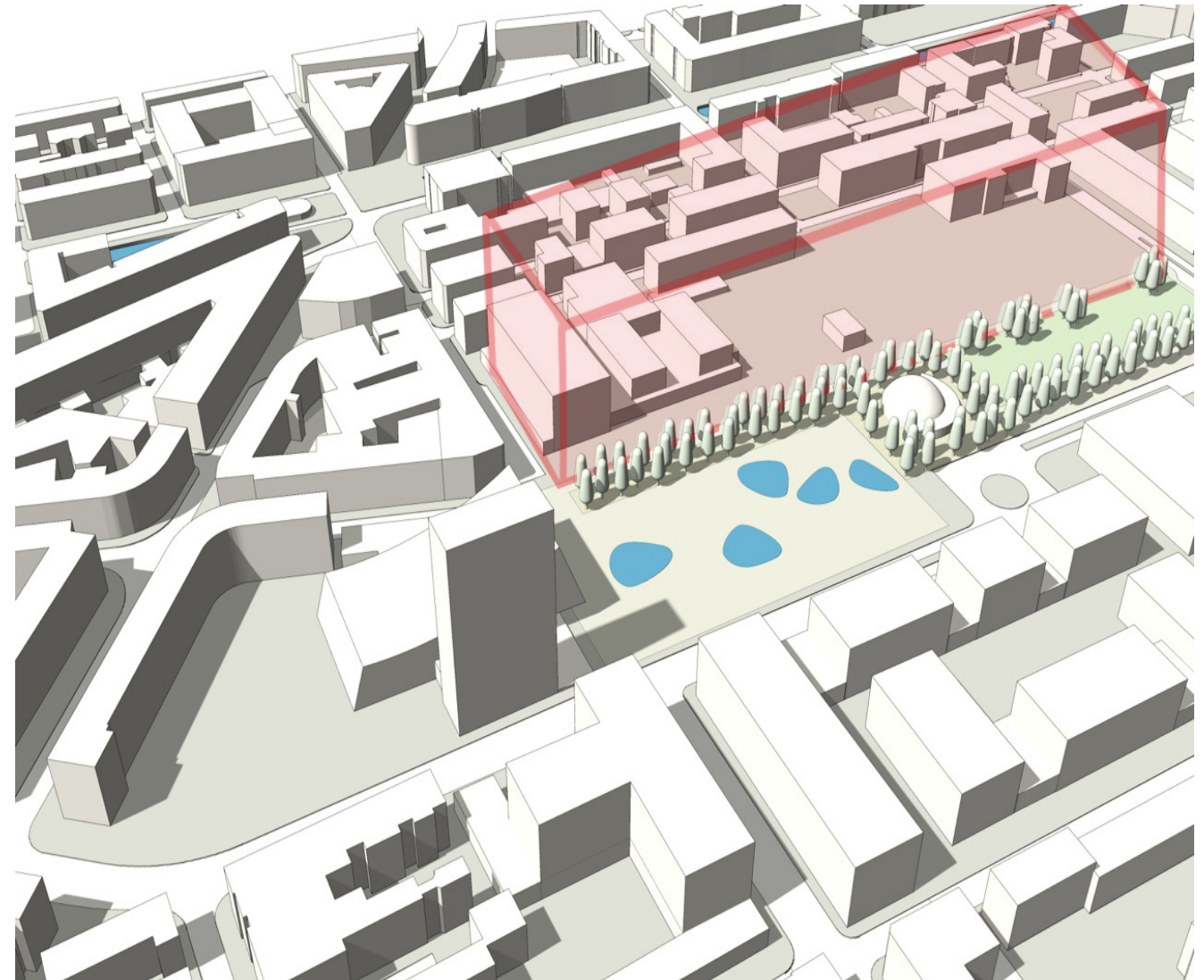
Project completion: 2023

# «Esplanade» CDA – Public-private partnership

The development of the Esplanade area serves as a model for cooperation between the private and public sectors.

The spatial planning of this area involves close cooperation between private investors and the City of Biel/Bienne. This ensures the convergence of private and public interests in the smart, efficient and sustainable use of land in both private and public areas.

The combination of investments by private stakeholders and the City of Biel/Bienne means that a new district with coherent urban spaces can be created.



# «Esplanade» CDA

## Urban housing, services, retail and hotel development

Step 1 – Esplanade East:

[Residence Esplanade](#)

- Realisation: 2018
- Private investor: Hans Widmer
- Residential units, office space and commercial premises

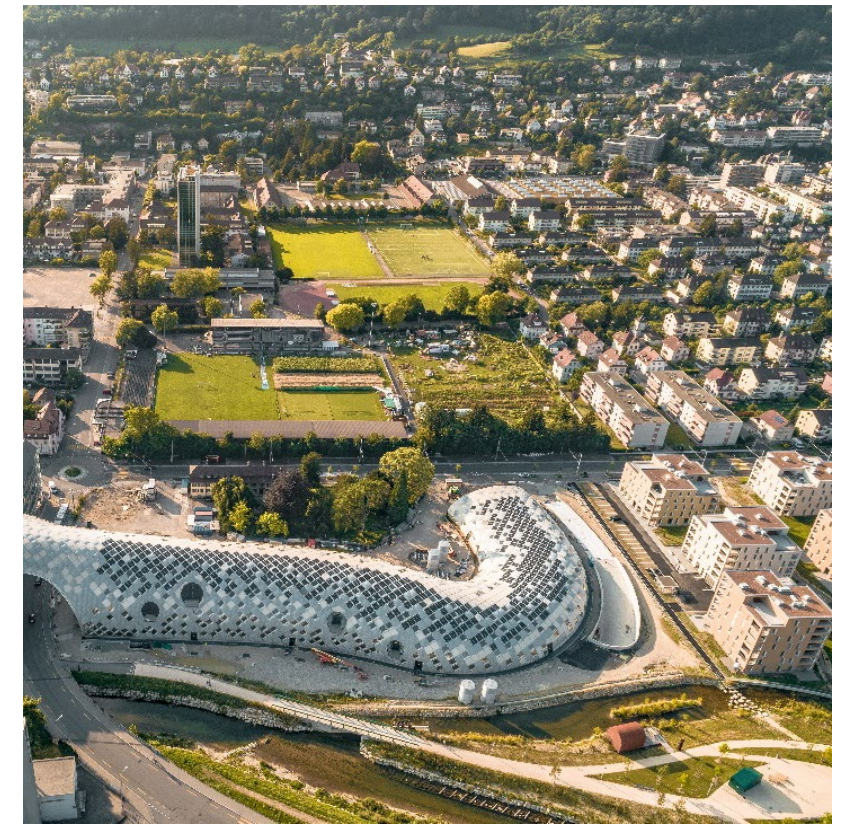
Step 2 – Esplanade West:

[Esplanade Center](#)

- Completion: 2023
- Private investor: Alpine Finanz Immobilien AG
- Residential units, office space, retail space, Courtyard Hotel by Marriott



# «Gurzelen» core development area

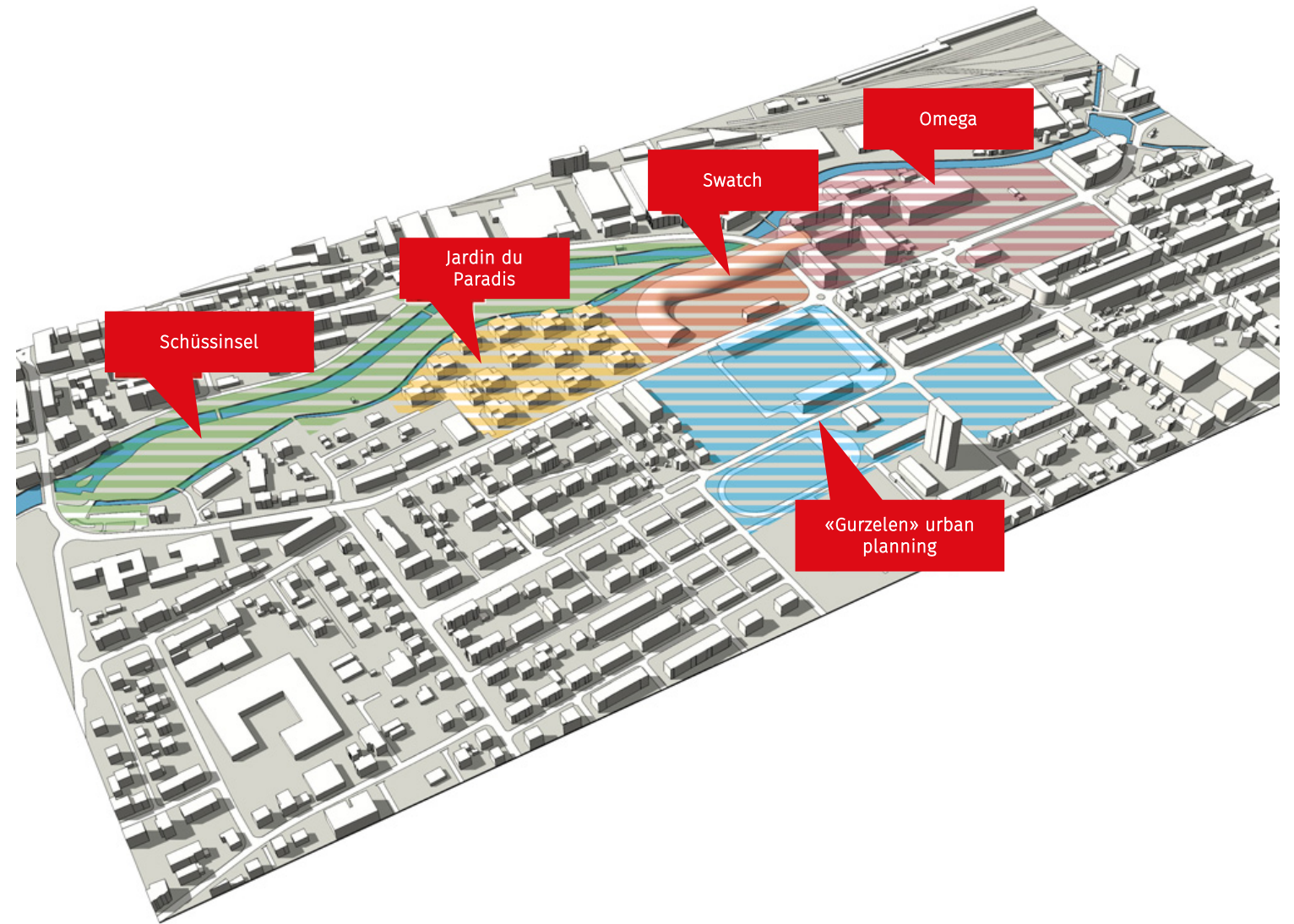


# «Gurzelen» CDA

## A district is being transformed

An entire district in the heart of Biel/Bienne is being upgraded thanks to the coordinated investments of a renowned industrial player, an institutional actor and the city authorities.

A distinctive industrial site, an eco-neighbourhood and a public park are revitalising the banks of the River Schüss.



[Gurzelen, a district is being transformed](#)



# «Gurzelen» CDA – Omega and Swatch

A flagship location is being created for two major players in the Swiss watch industry.

- Construction of three buildings according to the latest environmental and energy-efficiency standards
- Re-use of existing buildings and spaces
- Their own museum spaces for Swatch and Omega
- Creation of a riverside footpath as part of the new recreation area



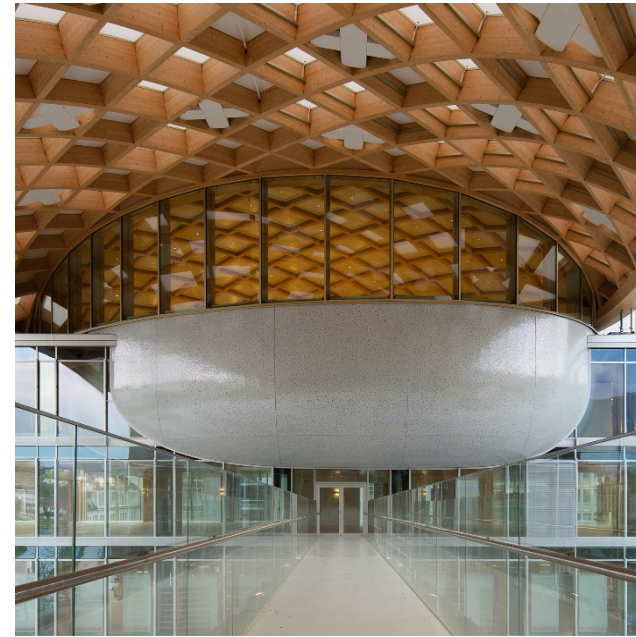
# «Gurzelen» CDA – Omega and Swatch

## Swatch Group and the «Cité du Temps»

An innovative architectural complex designed by Japanese architect Shigeru Ban, which allows the two cult watch brands based in Biel/Bienne – Omega and Swatch – to expand their business activities.

The representative and innovative buildings that serve as the respective headquarters of Swatch Ltd and Omega Ltd boast production, warehouse, office, sales and museum spaces.

The City of Biel/Bienne has created the «Schüssinsel» public park on an adjacent piece of land.



Completion: 2019 – [Cité du Temps](#)

# «Gurzelen» CDA – «Schüss-Island» public park

The City of Biel/Bienne has created a new public recreation and leisure park on the banks of the river Schüss between the Gurzelen and Mett districts.

It includes the Mühleinsel as well as further areas along the river, right up to the bridge at Gottstattstrasse.

Area: 53'500m<sup>2</sup>

## **Awards:**

«Flâneur d'Or» – pedestrian prize  
«Gold» – Hochparterre magazine,  
for landscape architecture



Project completion: 2017 - [Schüssinsel](#)

# «Gurzelen» CDA – «Jardin du Paradis» housing development

Housing development with 14 buildings of three to seven floors: 279 rental apartments and an underground car park with 260 parking spaces.

The housing is Minergie certified.

Gross floor area: 29'700m<sup>2</sup>



Project completion: 2018 - Client –Previs Pension Fund - [Jardin du Paradis](#)

# «Gurzelen» CDA– «Fleur de La Champagne» housing development

## Lighthouse project with social and ecological character

The project «La Fleur - it blooms» is meant to embody the idea of a cooperative building association that seeks to offer an alternative to «traditional» forms of living together.

Gross floor area: 59'600m<sup>2</sup>

Project completion: 2025/2026



Project illustration by Kooni.ch - [Fleur de la Champagne](#)

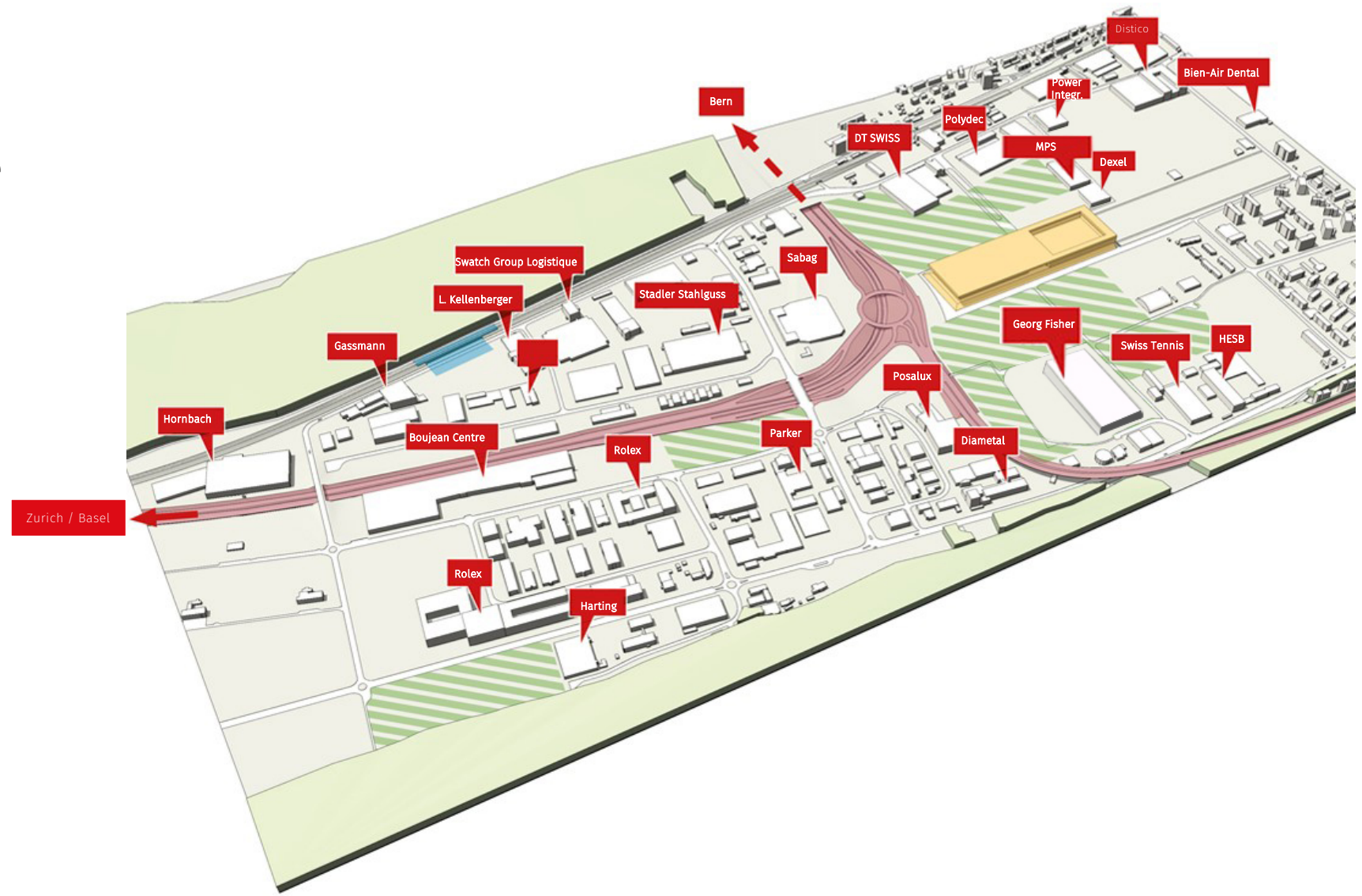
# «Bözingenfeld» core development area







# «Bözingenfeld» CDA

## Overview

The location in the east of the city benefits from excellent transport links, and the construction of new, high-quality event structures is transforming it into a sports centre.



-  A5/A6/A16 motorway
-  TISSOT ARENA
-  Strategic zoned land reserves
-  Train station Biel / Bözingenfeld

# «Bözingenfeld» CDA – Manufacture des Montres Rolex SA

## A steadily expanding company

The new production building of Manufacture des Montres Rolex combines the two existing manufacturing facilities, (Rolex 4/6) with a total volume of 170,000m<sup>3</sup>, and an innovative industrial complex with a total volume of 230,000m<sup>3</sup>.

Building 3 (36,000m<sup>3</sup>), which was refurbished in 2008, currently houses the technical department, while building 5 (80,000m<sup>3</sup>) is home to the company's top management and the entire administrative staff.





# Bözingenfeld» CDA – Tissot Arena

## An event complex that is unique in Switzerland

Two sports stadium, a shopping centre, a multiplex cinema and high-quality event structures – all linked by an overall architectural concept.

Costs: CHF 250 million



Project completion: 2015



# Bözingenfeld» CDA – GF Machining Solutions

## Georg Fischer

Georg Fischer, an international industrial group, has made Biel/Bienne the centre of its production and development of milling solutions as well as its conception of new technologies.

It acquired development rights from the City of Biel/Bienne for an area measuring approx. 23,000m<sup>2</sup> on which to construct a building to house its production and admin facilities.

(+ land reserve of max. 5,500m<sup>2</sup>).



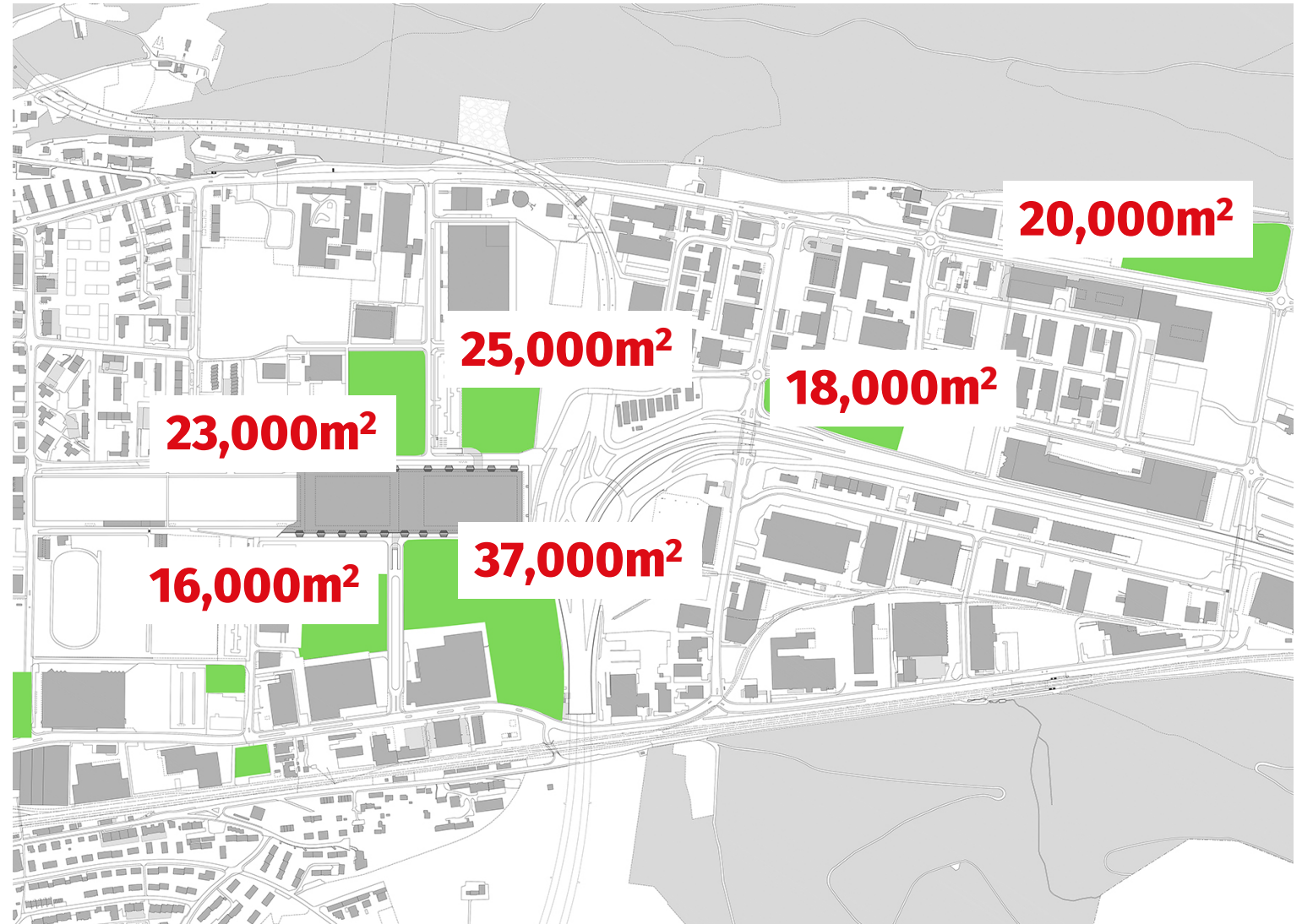
Project completion: 2019

# Bözingenfeld» CDA

## Land reserves for industry

Plots ideally located in the immediate vicinity of the motorway junction.

The plots are earmarked for industrial investment projects and are made available purely on a leasehold (right to build) basis.



[Economic promotion of the City of Biel/Bienne](#)

Urban development

# Impressum

Further information:

Economy / Statistics

Zentralstrasse 49

2501 Biel

032 326 13 21

[economie@biel-bienne.ch](mailto:economie@biel-bienne.ch)

[www.biel-bienne.ch](http://www.biel-bienne.ch)

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