



CATEGORY urban/architectural

|                   |              |
|-------------------|--------------|
| LOCATION          | Linz-City    |
| POPULATION        | 190.000      |
| STUDY SITE        | 5,4 ha       |
| SITE OF PROJECT   | 3,84 ha      |
| SITE PROPOSED BY  | City of Linz |
| OWNER OF THE SITE | City of Linz |

TYPE OF ORDER AFTER COMPETITION

Active Participation in further steps, type of order formally dependent of the specific demands of the comprehensive implementation procedure

TRANSFORMATION OF SITE

Built as Europe’s largest tobacco factory, planned by famous architects (Peter Behrens and Alexander Popp) this jewel of international modernism was abandoned in 2009. Recognizing its strategic potential for the future growth of Linz, the city bought the site in order to be able to direct its overall development. The combination of cultural value, big size and excellent location demands an intelligent concept for the planning-process, dealing with international and local resources. The role of European within this process is to offer a structural vision whose spatial concept shall inspire fruitful scenarios of use. A wide range of possible uses is being discussed: the contemporary cultural fields of production, creative and progressive industries, educational institutions, social facilities and, partly, special forms of housing.

Providing an urbanistic framework European can - at the same time - enrich, complement and navigate the local initiatives. The relation between regional impact and local transformation, between preservation and renewal, between bigness and microscopia, between shared facilities and individualization form the exciting ingredients for the European project.

CITY STRATEGY

The city aims at strengthening its profile as innovative town in the productive and cultural sectors. The conversion of large scale areas as well as the implementation of large infrastructural projects shall contribute to the dynamic situation of a town which provides an especially high amount of working places.

In 2009 Linz was European Capital of Culture underlining its ambitions as an active urban realm.





aerialphoto with project site and strategic elements

## SITE DEFINITION

The site is located at the fringe between the inner-city structure, the eastern industrial area and the important cultural and recreational riverside strip. Being close to the A7-city highway as well as to the future tramway line the site is excellently connected to the surroundings: by 10 minutes walk you can reach the main square of Linz. On two sides the site borders to main inner-city traffic arteries. The conversion of parts of the industrial area in the east has been ongoing since years, whereas parts of the area will keep and update their industrial production. The strategic location at the interface between the urban city core and the specialized large scale developments along the Danube marks a limit of the city core and makes the site a key-spot for inner city growth. The adjacent new housing project in the south - a former hospital site - gives a good example of the now ongoing transformation. Especially the eas-

tern area of the site is going through a transformation process, either by updating the enterprises' buildings or by replacing them by new uses. The „Parkbad“ (public swimming pool) in the north along the Danube will possibly be extended, dependent on the new tram line, in order to further improve the green riverside area.

## NEW URBAN MOBILITY

The site is an inner-city satellite which demands a close study of the intermodal activities, where mobility changes from regional to local scale. A future tramway stop will integrate the site perfectly in the public transport system.

As the site until now has been an enclave in the city, its future links to the surroundings on a pedestrian level will be of central importance.

## NEW SOCIAL LIFE

The scale of the region will be mirrored in the future use-profile of the

site, corresponding also to the large size of the development. Possibilities of spatial synergy between different future uses with their various scales have to be studied, focusing on the questions of public spaces, sharing of amenities and individual demands.

The dialogue between new social live and activated historical buildings is a main challenge for the urban strategy.

## NEW ECOLOGY

Going further than making green spaces, the sustainability of the project consists of the balance between private initiatives and public support. Which will be the social surplus of the overall development? How can the urban growth result in a growth of qualities of coexistence, exploiting the advantages of a mixed use area? How can European contribute to the most ecological form of real estate which consists in the fact that the city itself is the director of the site's future values?







