



CATEGORY

urban/architectural

LOCATION Eisenstadt/ Oberberg/Unterberg

POPULATION 14.600

STUDY SITE182 56,2 ha **SITE OF PROJECT** 1,1 ha

SITE PROPOSED BY

Department of City Planning, Esterházy Betriebe-GmbH

TYPE OF ORDER AFTER COMPETITION

- 1. urban concept as basis for the town-planning instruments: city development concept, traffic planning, zoning, masterplans
- 2. involvement in the implementation of the architectural projects on the site of Meierhof

CHANGE TO OPERATE

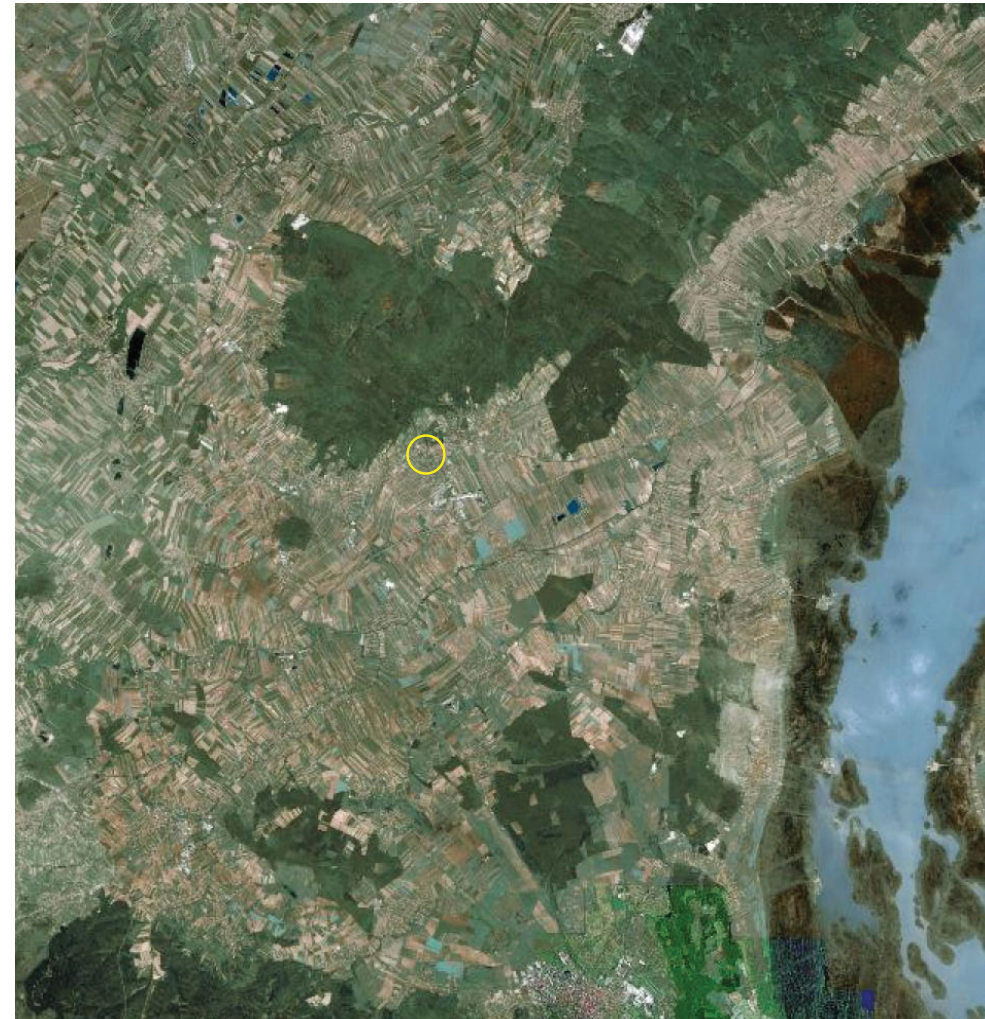
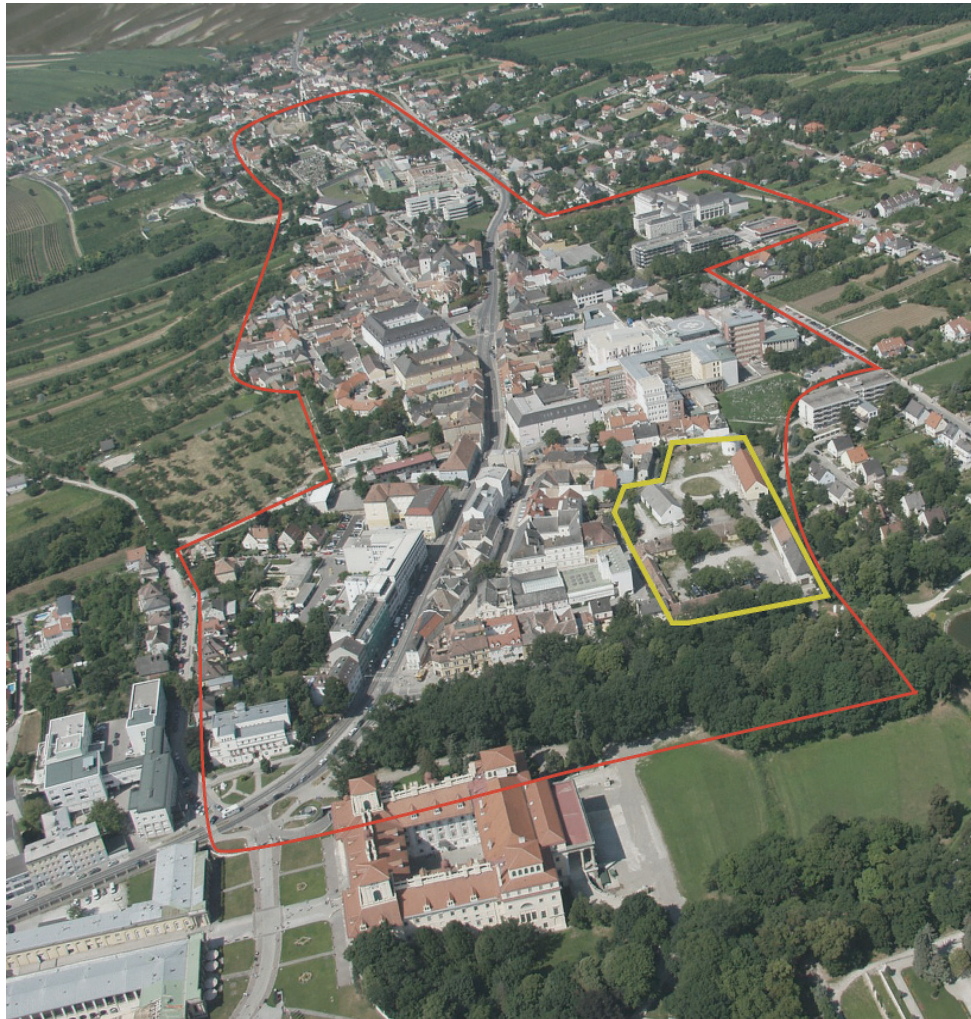
The aspiring goal is to detect the hidden multiplicity of a historically rich district and reanimate its lost urbanity. Actually Oberberg's big players have been developing large scale projects (eg a hospital extension, a centre of justice) while no overall urban concept was available. But this is exactly what the neglected and partly abandoned structure of a former flowering and vivid town quarter urgently needs. **On the one hand, Europan creates the unique possibility of reactivating a complete cityquarter by strategic and architectural interventions exploiting new dwelling concepts for locals and visitors in dialogue with public and private spaces. On the other hand the site of Meierhof is a jewel for the development of an architectural project being located right at the edge of the Jewish quarter and the central castle-park in the heart of the city.**

The architecture's programmatic potential is extraordinary and ranges from cultural uses (museum-quarter) to delicate forms of housing (hotel). By combining a comprehensive urban concept with a strategic architectural project,

the existing dynamics can be transformed into visionary urban strategies creating seductive conditions for re-inhabiting Oberberg.

CITY STRATEGY

The City aims at reactivating the district of Oberberg as a relevant part of the city of Eisenstadt beyond any nostalgia. How can the former richness of its urban life be addressed taking contemporary ways of urban life into consideration? The city cooperates with various private players in order to implement a sustainable urban strategy of public private partnerships. The city looks for possibilities that attract new clients and capital investments to be able to transform the abandoned structures into an attractive living quarter.



SITE DEFINITION

In spite of its partly neglected structures Oberberg still contributes to the tourist attractiveness of Eisenstadt: the museums, the famous Bergkirche (Haydnkirche), the "Jewish Quarter", the "Italian village" – Oberberg's history is rich. Still in the 1970s the town was even commercially a well visited shopping area. But when the town centre shifted to the east due to the new pedestrian zone around the town hall, Oberberg was left on the western edge of the inner city. Abandoned structures still remind us of the vivid days of the district, which is now poorly animated by a nearby school, few restaurants, two homes for elderly people, a congregation centre, and the above mentioned tourist attractions. Because of its heavy traffic flow the main road influences negatively the quality of the public space. Topographically Oberberg enjoys its terraced development which provides attractive views down to the Pulka-plain as well as up to the Leitha-hills.

NEW URBAN MOBILITY

A series of measures should strengthen the local micro-net of soft-mobility pathways for pedestrians and bicycles. Already existing alternative transports systems (subsidized City Taxi) can strategically be further developed. The consideration of individual mobility and its specific range should lead to new concepts concerning facilities for everyday life ('flying services' for immobile or elderly people).

NEW SOCIAL LIFE

How can the spatial and programmatic insertions inspire faith in a collective communal space that generates new values for the future development of the district? Can new forms of living (e.g. cross generation living) feed the liveliness of public spaces? Can various kinds of dwellings enhance

symbiotic relations between the visitors' and locals'? How do privacy and open spaces oscillate between Nature, Village and City?

NEW ECOLOGY

With the revitalization of the historic urban fabric a set of different ambitions will introduce an amplified understanding of ecology by using the existing structures to full capacity, considering the limits of elasticity concerning adaptations on a long term.

Eisenstadt – Österreich – europan 10

