



GRAZ
A case study
for an
extraordinary strip!

EUROPAN A

Europan14 competition brief by European Austria

Welcome!

Dear participants,

**Welcome to the international competition
Europan 14 “Productive Cities”!**

**We like to thank you for choosing to participate
in Europan Austria!**

Since 1989—twenty-eight years now—Europan has acted as an international platform in Europe and one of the world’s largest competitions, including follow-up implementation, which brings together European cities and young international professionals under the age of 40 in architectural, urban, and landscape design.

This time Europan Austria presents three Austrian sites:
Graz, Linz and Vienna

We would like to thank all partners, actors, and organizations for having been open to travel with Europan to enter a sphere of productive uncertainty—the only starting point for honest and responsible innovation!

We are looking forward to your projects.
Good luck!

Best regards,
Europan Austria

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February 2017

BUNDESKANZLERAMT  ÖSTERREICH
KUNST

EUROPAN A**CALENDAR****>Mo. Feb. 13, 2017**

Launch of the competition on the European website & opening date for registrations

>Fr. May 19, 2017

Deadline for submitting questions on sites and rules

>Fr. June 2, 2017

Deadline for answers on questions on sites and rules

>Mo. June 19, 2017

Deadline for registration

>Fr. June 30, 2017

Deadline for submitting documents

>Mo. July 3, 2017

Publication – on the European website – of a temporary list of submitted projects

>Fr. July 7, 2017

Deadline for controlling submissions & publication of the final list of submissions

>July-November 2017

Shortlisting of entries by the national juries

>October 2017

Comparative European analysis of the shortlisted ideas & Forum of Cities and Juries

>November 2017

Final selection of winning projects by the national juries

>Fr. Dec. 1, 2017

Results Announcement

>November 2018

Inter-Sessions Forum

RULES

Please follow the European webpage
<http://europan-europe.eu>

QUESTIONS & ANSWERS**UPDATE OF MATERIAL**

Please use and check the forum online
<http://europan-europe.eu>

SITE VISIT

Thursday 23.03.2017 / 9:00-12:00

Meeting point:

Entrance area SPAR supermarket
Kärntner Strasse/Grillweg, 8053 Graz
Next bus station: Wagner-Jauregg-Strasse (line 32 direction Seiersberg)

Registration:

Please confirm your participation via email to
office@europan.at
(name, number of participants, mobile number)

**NATIONAL OPENING EVENT**

Wednesday 22.03.2017 / 19:00 / HDA Graz

will be announced online

<https://www.europan.at>

NATIONAL AWARD CEREMONY

Jan/Feb 2018 / Graz, Linz or Vienna

will be announced online

<https://www.europan.at>

Information

Site Representatives / Actors involved

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Director of Urban Planning, City of Graz

>Eva Maria Benedikt

Department of Urban Planning, City of Graz

>Martin Zettel

Department of Urban Planning, City of Graz



Team Representative

Architect, urbanist, landscape architect

Expected skills with regards to the site's issues and characteristics

Teams are encouraged to form collaboration of architects, urbanists, landscape architects and traffic planners.

Communication

Communication after the results announcement on the European website

Jury - 1st Evaluation

Local commission

with the participation of the site representatives:

>Bernhard Inninger

Director of Urban Planning, City of Graz

>Eva Maria Benedikt

Department of Urban Planning, City of Graz

>Martin Zettel

Department of Urban Planning, City of Graz

>Martin Zechner

Architect, Partner at Zechner & Zechner ZT GmbH, Graz

>Wolfgang Köck

Architect, Partner at Pentaplan, Graz

>Member of the international Jury

>Member of the international Jury

Jury - 2nd Evaluation

International Jury

>Katrin Jaggi (CH)

Architect, independent expert in urban development, architecture and monument preservation, former chief architect of the City of Zurich, former member of the parliament of the Canton of Zurich, Zurich
<https://katrinjaggi.com/>

>Robert Hahn (AT)

Architect, developer, founder of Caelum Development, head of project development Bauträger Austria Immobilien, Vienna
<http://www.caelum-development.at/>

>Jens Metz (DE)

Architect, urbanist, director at Plattform Berlin, member of the technical committee of European, Berlin
<http://www.plattformberlin.com/>

>Stéphanie Bru (FR)

Architect, partner at BRUTHER, Paris
<http://bruther.biz/>

>Verena Möckl (AT)

Architect and urban planner, partner at SUPERBLOCK, member of the architectural advisory board for subsidized housing of the Municipality, Vienna
<http://www.superblock.at/>

>Ute Schneider (DE)

Architect, urban planner, partner at KCAP Zurich, teaching at the University of Liechtenstein, member of the advisory board of Campus Mainz, Zurich
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Professor emeritus of international urban studies at the HafenCity University Hamburg, advisor and contributor of the "Urban Age Programme" of the London school of economics, member and co-chair of the scientific advisory board of the "Future Cities Laboratory" of the "Singapore-ETH Centre for Global Sustainability", co-initiator and executive member of „NesTown – New Ethiopian Sustainable Town“ Ethiopia, award for urban culture of the architectural association (2007), Hamburg
<http://www.hcu-hamburg.de/master/stadtplanung/arbeitsgebiete/laepple/>

Prize selection

>Ranked selection: with Winner (€12.000), Runner-up (€6.000) and Special Mention (no reward)

>Equal Selection: maximum 3 runners-up without any hierarchy of reward

Post-competition intermediate procedure

Meeting to present the rewarded teams to the site representatives, followed by a discussion.

Mission given to the selected team(s) for the implementation

Urban masterplan & design guide for public space / pilot scheme for other entrance roads

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A. Introduction



EUROPAN 14 - productive cities

Kärntner Straße/ E14 Project Site

A. Introduction

Overall task

Kärntner Straße stands paradigmatically for suburban access roads all over Europe. Located in Graz, Kärntner Straße is one of the most frequented, most visible, yet most neglected urban spaces of the city, strongly defining the first impression and therefore the identity of Graz. As its historically evolved, explicit suburban character doesn't meet at all with the requirement of an urban, inner city street that Kärntner Straße has become over the course of the past 50 years, Kärntner Straße is being regarded as the access road with the biggest dynamic and highest potential for transformation in Graz. By specific modes of densification, programming and landscaping, the city of Graz, partner of E14, aims at upgrading Kärntner Straße into an urban boulevard in order to provide a better living environment for visitors, locals and workers alike.

Partner of European

Partner of European 14 is the City of Graz, represented by the Department for Urban Planning.

Aim of the competition

Instead of a project with fixed and rigid outlines, the City of Graz calls for a vision for Kärntner Straße based on a strategic master plan that may be applied flexibly. The winning proposal shall broadly be published by the City of Graz, promoting Kärntner Straße as a new role model for access roads in order to trigger future activities and investments.

Commission for winner

The City of Graz, partner of European, aims at commissioning the winning team of E14, Graz/ Kärntner Straße with an Urban Master Plan (Bebauungsplan) and a design guide for public space for Kärntner Straße, serving as a pilot scheme for other access roads. The urban Urban Master Plan will be elaborated in cooperation with the Department of Urban Planning, the Federal State of Styria and property owners.

Participants

Teams participating in E14 are encouraged to form collaborations of architects, landscape architects and traffic planners.

B. Relation to E14 topic



EUROPEAN 14 - productive cities

Kärntner Straße/ E14 Project Site

B. Relation to E14 topic

Site family #3:

From Functionalist Infrastructures to Productive City

How Can New Mobility Conditions Encourage Hybridization Between City & Production?

Infrastructures are crucial actors to introduce a dynamic economy in the city. But they have most often been introduced against the city itself – motorways, parking lots, intermodal areas act as gaps and reinforce urban fragmentation.

New city visions on a soft mobility model offer new opportunities to reconsider those infrastructures for adaptation. But how can we make sure this leads to a more sustainable urban life and the hybridisation of programs including productive activities? How to reinforce infrastructures as a fertile ground for a productive city? Could downgraded roads become productive streets? Could obsolete parking areas turn into productive places? Could updated intermodal nodes generate productive hubs? And which space strategies could arise from these scenarios?

With sites in the following cities Amsterdam (NL), Aurillac (FR), Évreux (FR), Graz (AT), Helsinki (FI), Madrid (ES), München (DE), Tornio-Haparanda (FI/SE), Torrelavega (ES), Vinkovci (HR)...

Relating to “The Productive City”, theme of E14, Kärntner Straße seems to be an ideal plot to review the relevance of productive economies regarding the quality of urban space, following the idea of a city of short distances. Being a place of trade and productive economies already today, Kärntner Straße could directly profit from reinforced productive economies, strengthening a combination of working, living and local supply.

On the one hand, ways to work could significantly be reduced for middle- and lower-income-groups, making up a significant part of the adjacent population. By encouraging economies so as manufacturing, maintenance and repair jobs, low-skilled workers could again find work within the city instead of commuting to the periphery. On the other hand, local supply for everyday need could reduce ways for shopping and leisure.

A shift from transit traffic to domestic traffic caused by re-programming could have a direct and positive impact on Kärntner Straße, turning the street from a transport artery to a multifunctional street with a vibrant neighbourhood, proactive proximities, close circular economies and new alternatives of co-production and eco-sharing.

C. The city



EUROPAN 14 - productive cities

Kärntner Straße/ E14 Project Site

C. The city

C.1 A REGIONAL CENTRE

Graz is the capital city of the Federal Province of Styria and the second-largest city in Austria. Counting 286.700 inhabitants in 2017 within a greater metropolitan area of 605.000 inhabitants, the city has grown rapidly since 2001 (226.000 inhabitants), making it the – in percentages – fastest growing municipality in Austria (→ C.4 SOCIO-CULTURAL CONTEXT).

The city is located in the southern region of Austria, close to the country's border with Slovenia and Italy. It lies 200km southwest of Vienna, its closest urban agglomeration is the city of Maribor located in Slovenia 60km from Graz. Graz is an important regional, cultural, educational and economic centre. Due to its geographic location, the city has a long history of exchange with the eastern part of Slovenia. Further, the recent expansion of the European Union towards the east has re-positioned Graz in the centre of a new south-eastern European region. A development that has led, for example, to the formation of the Euroregion Graz-Maribor that aims at fostering cross-border economic and cultural relations.



The location of Graz in Austria

Educational Centre

Graz is a well-known, traditional university town. It is the second-largest destination to study in Austria, just behind Vienna. Four Universities, two Universities of applied Sciences (Fachhochschulen) as well as two Universities of Education (Pädagogische Hochschulen) are located in Graz, counting around 50.000 students in total.

Cultural Centre

Graz has a long history as cultural centre and is an important location for culture and arts also today. It has a lively cultural scene that encompasses traditional as well as contemporary cultural fields. Graz features several theatre and concert venues (e.g. Schauspielhaus Graz) as well as an opera house. The city offers several museums and art organization (e.g. Kunsthaus Graz, Künstlerhaus Graz, the Museum of Art History) which are well-known for historical exhibitions and contemporary programs



The location of Graz in Styria

alike. Every year the city hosts a range of national and international festivals such as the festival for contemporary art "SteirischerHerbst", the Austrian film festival "Diagonale", or the Elevate Festival for contemporary music. Graz has a long tradition of innovative architecture. It is widely known for the influential architecture firm "Werkgruppe Graz" that coined late Modernism in Austria; for the so called "Grazer Schule" ("Graz School") whose protagonists became internationally known architects; or early experiments with participatory planning practices in housing projects etc. (see: Peter Blundell Jones: Dialogues in Time. New Graz Architecture, Graz, HDA, 1998). Graz was able to strengthen its role as cultural centre during its year as the European Capital of Culture in 2003. On the occasion of the European program, the city commissioned several buildings to be designed by high-profile architects such as the Mur Insel by Vito Acconci, or Kunsthaus Graz by Peter Cook and Colin Fournier. These



The location of Graz as a node in south-east Europe

measures preceded a general focus on the urban development of the city's neglected western side that was to be implemented soon thereafter.

Since March 2011, Graz is UNESCO City of Design, binding the city to emphasize and support creative economies.



Terrassenhausiedlung Graz-St.Peter,
Werkgruppe Graz (1965-78)



Kunsthhaus Graz seen from Schlossberg,
Peter Cook & Colin Fournier (2003)

Economic Centre

Graz is the most important centre for work in Styria, with 170.000 people working in Graz in 2011. 87.000 of them are living and working in Graz, 83.000 people commuting to work in Graz, and 31.000 commuting to work outside of Graz. In 2007, Graz counted per day 170.000 trips with public and 400.00 trips with private transport (domestic traffic), as well as 45.000 trips with public and 310.000 trips with private transport (incoming and outgoing flows). Moreover, Graz is the most important centre for technological innovation in Austria. Several internationally known companies are based in and around Graz (e.g. the automobile manufacturers Magna Steyr and KTM, or the plant engineering group Andritz AG). Other important sectors are the service economy as well as the creative economy that the city aims to foster and expand. While the industrial sector is the economic motor of the greater

area of Graz, 80% of the employees work in the service sector. At the same time, the city's economy is closely connected to its educational sector. Besides its high density of universities, Graz hosts several research, development and competence centres. The yearly turnover of the segment of higher education is as high as that of the industrial sector. Compared to other Austrian cities, Graz has little tradition regarding tourism, but its economy is increasingly growing in the field of city- and business-tourism. As a result, overnight stays have raised by 50% within the past years, reaching 1.080.000 overnight stays in 2015.

The city's strategic orientation for the future of the city aims to intelligently change towards a knowledge based economy with a focus on technology and the creative sector. It aims at combining this with other positive factors for business locations like high living standards and international networks.

C.2 URBAN CONTEXT

The city of Graz developed along the river Mur in the northern part of a geological basin called Grazer Becken. Due to its topographic position it is surrounded by mountains on three sides. Therefore the city can only expand towards the south.

East & West

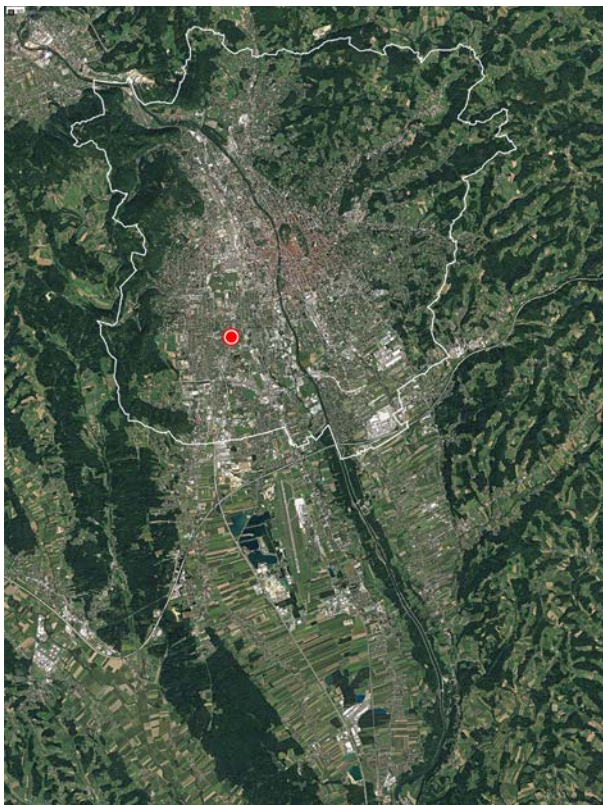
East of the river lies the historic city centre consisting of an organic and dense urban structure with historic and cultural sites such as Schlossberg, Uhrturm (Clock Tower), museums and universities, as well as the buildings of the regional government. Since 1999, the historic old town of Graz, as well as the baroque Eggenberg Palace (Schloss Eggenberg) are included in the UNESCO World Heritage List.

The west side of the city (where the competition site is located) developed later than the East and features the typical qualities of an old suburb (Vorstadt). It is characterized by a heterogeneous patchwork of industrial zones, old village centres, post-war housing estates, suburban settlements, allotment gardens, and patches of agriculture. Large urban infrastructures like the railway station, the cemetery and a hospital are in this part of the town. Due to its large reserves of abandoned land, the west of Graz is the primary area for larger urban developments that serve the rising demand for housing in the city. Examples for recent development projects in the area are Smart-City Quartier, Reininghaus and Bahnhofsviertel.

South & surroundings

While in its western parts the city aims at converting former industrial sites into new urban developments, industrial growth takes place in the south of the city. The expansion of the Graz Airport, the establishment of the new Cargo Centre Graz, the construction of a large railway depot (Graz-Werndorf), as well as the expansion of the regional railway network increase the trans-regional significance of Graz as a business location.

Like many other cities, Graz has suffered from an inner-city migration towards its residential outskirts. This process of suburbanization lead to well-known problems, featuring an extreme increase of commuter traffic, supply and waste management, a rise in the consumption of land and environmental resources, and an economically unfeasible thinning out of infrastructures. Yet, since 2001 the city faces a reverse development, resulting in a rapid growth of the city population over the past 15 years (→ C.4 SOCIO-CULTURAL CONTEXT). In order to further counter suburbanization, the city seeks to foster inner-city densification as an alternative to suburban modes of living, aiming at providing high living standards in urban areas. While seeking to develop stronger bonds and economic cooperation with its surrounding communities, the city emphasizes the qualities and environmental necessity of a dense urban city.



Graz within its geographical boundaries. Red dot: E14 Site

C.3 HISTORIC DEVELOPMENT

The first settlements in the area of what is today known as Graz already existed in 3000 B.C. during the Chalcolithic Age. Later, trans-regional roads from antique times ran through the geographical basin where Graz is located. The name Graz derives from the Slavic word "gradec", meaning small castle in English. The name refers to a small fortification that was erected by Slavs in the 6th century on the hill Schlossberg, the centre of the later city. In the 12th century, at the foot of the hill Schlossberg a small town began to thrive. The settlement already had a market protected by a wall and soon was to call itself a town. In 1128, the name Graz was first mentioned in an of-



Illustration of Graz by G.M. Vischer (1681)



Aerial view showing the historic city center of Graz

ficial document. Later, Graz became the capital city of the province of Styria. By the end of the 12th century Styria became a dukedom, first ruled by the house of Babenberg and later by the house of Habsburg. For some time in the 14th and 15th century, Graz was the royal seat of Habsburg rulers. During Habsburg rule, numerous renaissance and baroque buildings were erected, amongst others the cathedral (Domkirche) of Graz. In 1585, the first university of Graz was founded. In the 17th century, the baroque Eggenberg palace and a new city wall were built. The 18th century was turbulent and marked by several sieges by troops of Napoleon.

In the 19th century, Graz developed rapidly into a vivid industrial town, and by 1870 it had 100.000 inhabitants. Several important companies like Andritz AG or Puch were founded then. Graz gained of importance when it was linked to the railway system connecting it to the East and the South. Civil institutions such as the technical university or the municipal library were founded, and urban infrastructure like the water supply system was established. After the collapse of the monarchy, Graz became a bastion of National Socialism. Today's layout of the districts of Graz was implemented in 1938 during the time of the Nazi regime, incorporating several former suburbs into the municipality.

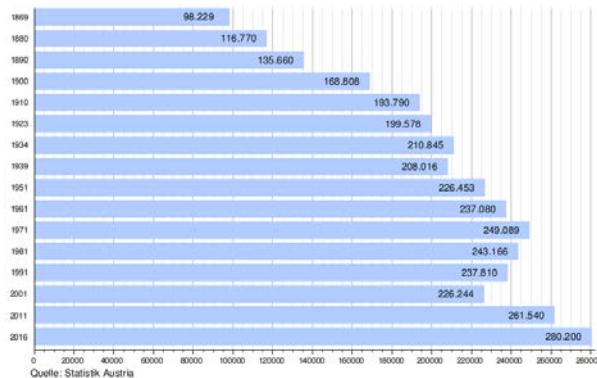
In the course of the war, parts of Graz were destroyed. The reconstruction of the city during the 1950s and 1960s in-

cluded infrastructural measures such as the extension of the public transport system and the construction of large transportation hubs (e.g. in the areas of Don Bosco and Puntigam).

Recently, Graz has gained several international awards like UNESCO world heritage (1999), European Capital of Culture (2003) and City of Design (2011).

C.4 SOCIO-CULTURAL CONTEXT

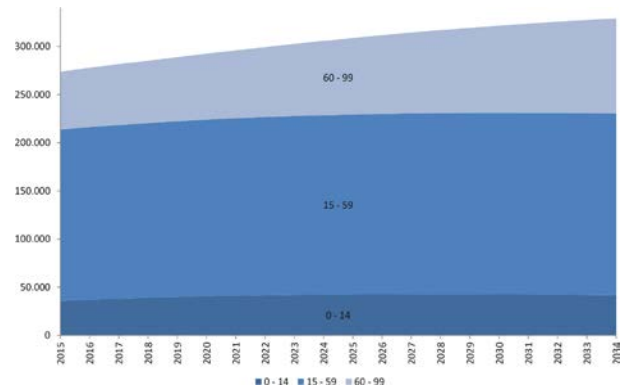
Regarding population figures, Graz has faced an inconsistent history in the past decades. While growing from 100.000 inhabitants in 1870 to 249.000 in 1971, the city has constantly been shrinking until the year 2001, counting 226.000 inhabitants. Relating to the phenomenon of urban outmigration, the population of surrounding suburbs was constantly growing in these years. Since 2001, the city experiences a reverse development, caused by inner state as well as international migration that was strongly pushed by the EU's expansion towards the east in 2004. In the past 10 years, the population of Graz has been growing by 14,6%, reaching 286.700 inhabitants (primary residence, resp. 320.587 inhabitants counting primary and secondary residence) in January 2017. With around 3.000 new inhabitants each year, Graz today is – in percentages – the most dynamic and fastest growing community in Austria.



Population development of Graz 1860-2016 (prim. residence)

Until 2034, current statistics predict a further increase of primary residences up to 329.000 inhabitants. According to recent studies, a need of 30.500 new apartments is to be expected in between 2007 and 2021, which means a need of 550ha of new building land for housing. In the same period, 20.300 new jobs are anticipated, resulting in the need for 100ha building land for commercial and industrial use.

Regarding the origin of the present population (primary + secondary residence), Graz in 2016 featured 84% of Austrian and 22% of non-Austrian citizenship, with 12% EU- and 10% Non-EU-citizens. The biggest non-Austrian groups originate from Bosnia, Germany, Croatia, Turkey and Rumania. In 2001 the share of one-person households was 40% – a number that is similar to that of other bigger Austrian cities.



Population forecast of Graz 2015-2034 (prim. residence)

The average income in Graz is slightly higher than the medium income in Austria and comparable to other bigger cities in the country. In 2015 the unemployment rate of Graz was at around 10,1% which is lower than Vienna (13,5%), but higher than the Austrian average (9,1%). In 2011, 72,9% of the inhabitants of Graz were economically active, a rate that is lower than the Austrian average (76,6%).

In the past decades, the political landscape of Graz underwent several political changes. While in the 1970s and early 1980s, the right wing camp (FPÖ) was rather strong, holding the position of the mayor, their strength declined by the 1980s. Instead, Graz was the first town where the green party (GRÜNE) gained a seat in the local parliament (1983). Since the 1980s, social democrats and conservatives both held the position of the mayor, with the right wing as well as the communist party gaining momentum. At the recent municipal elections taking place in February 2017, social democrats (SPÖ) lost significantly, obtaining not more than 10% of the votes – the worst result in the history of the party. Instead, the conservatives (ÖVP), holding the position of the mayor since 2003, won around 38%, as well as the communist party (KPÖ), gaining 20% – the highest percentage of votes in all Austrian communities.



Result of municipal elections, 2017

In terms of social infrastructure the city holds an average position. For example, compared to the countryside, Graz offers more day care places for children (30-35 per 1.000 inhabitants), but in general the numbers are rather low. The metropolitan regions of Vienna and Linz, the city of Klagenfurt and Innsbruck, as well as the federal province Vorarlberg all offer more day care places than Graz.

D. Territorial area



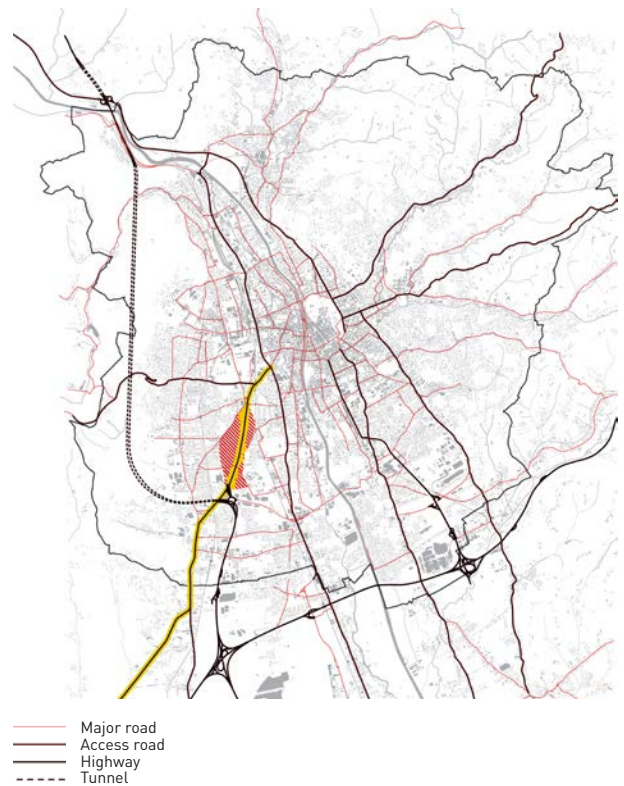
D. Territorial area

Access roads in Graz

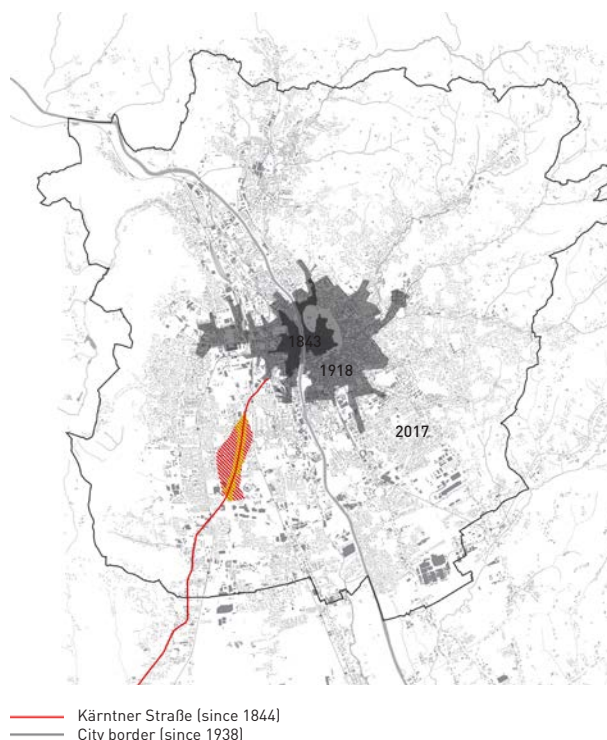
The access roads of Graz are amongst the most frequented, most visible, yet most neglected urban areas in the city of Graz, strongly defining the first impression and therefore the identity of the city. With many of them being established already centuries ago, access roads have always been serving as important transport arteries between the city centre, the suburbs and regional as well as international destinations. Due to their excellent access, they were also offering attractive plots for trade and productive economy.

Since the beginnings of industrialization and the constant growth of Graz, access roads have successively been integrated into the municipal area, particularly in the course of the major city extension during Nazi regime (→ C.3 HISTORIC DEVELOPMENT). In most of the cases, the integration of access roads was realized without taking the chance of redefining neither the historic narrow street profile, nor constructions along the roads. This is why also today, most access roads lead through highly suburban environments, characterized by production, trade and small scale housing developments.

Facing the rapid population growth of Graz in the past ten years (→ C.4 SOCIO-CULTURAL CONTEXT), access roads have recently become part of inner city developments, while at the same time reaching their limit of capacity due to disproportionally heavy commuter and inner city traffic flows in Graz. Being public spaces by definition, ac-



Road network of Graz. Yellow: Kärntner Straße. Red: E14 Stite



The site within the urban development of Graz. Red: E14 Site

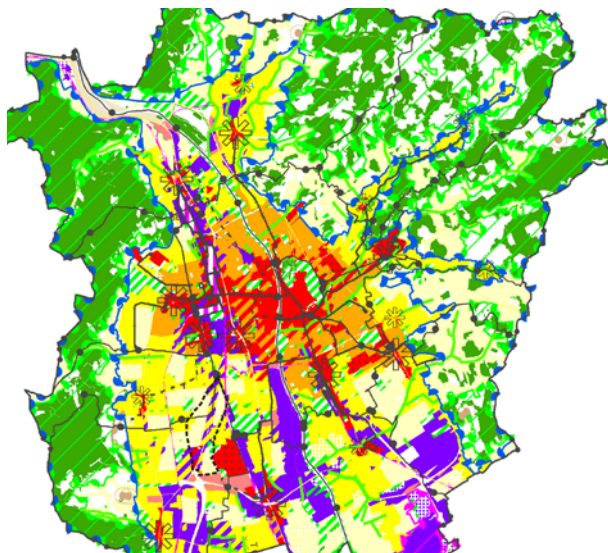
cess roads today are dominated by traffic, while lacking any urban quality. This is why the Planning Department of the City of Graz has recently put access roads on their agenda, both calling for an quantitative and qualitative improvement.

This improvement seems all the more crucial as access roads also define the first impression of the city of Graz that calls itself as city of culture and design. Regarding over a million overnight stays per year, attractive access roads would indeed correspond to the touristic agenda of the city. Beyond, a qualitative improvement of access roads would equally raise the low quality of life at the periphery of Graz and would help to close the gap to the high standard of living in the city centre. Due the role of access roads as major structuring elements in the city fabric, a qualitative improvement could even be regarded as initial impulse in the development of whole city quarters.

Yet, the transformation of access roads – in particular a necessary widening of the street profile – is regarded to be a long term, complex process as divers interests of property owners along access roads have to be respected. Moreover, most of the access roads of Graz are owned by the Federal State of Styria taking care of obtainment and maintenance, which makes it necessary to integrate the State of Styria in any future development.

Urban Development Guideline (STEK 4.0)

The Urban Development Guideline called STEK 4.0 (Stadtentwicklungskonzept 4.0), published in 2013, is the main instrument for the urban and regional planning in Graz and its surroundings, stating the city's goals and strategies for future developments over a period of 15 years. The main priority laid out in STEK 4.0 is the development of a city offering high living standards according to the principles of sustainability.



Red: City and district centre/ Orange: High density housing/ Yellow: medium density housing/ Beige: Low density housing/ Violet: Industries and commercials/ Rose: Shopping centres/ Green: Woods/ Stars: Centres/ Black dotted line: E14 Strategic Site

Urban Development Plan (STEK 4.0)

As the development concept also applies to access roads like Kärntner Straße, the following major points should be considered:

- Graz aims at developing as a "Smart City", raising standards of living while actively reducing the consumption of energy and other resources. This goal shall be achieved by rapidly fostering electric mobility and public transport along with a reduction of motorized private transport from today 47% to 37% in 2021. This goal will play a specific role in the future development of Kärntner Straße.
- The city of Graz considers itself a key player in the regional development. To gain importance as a business location, the city aims at combining efforts with surrounding municipalities, joining the advantages of the city with those of its environs. As a major artery between the city and surrounding municipalities, Kärntner Straße will play a major role in this respect.
- The city of Graz aims at a balanced system that prioritizes common welfare, emphasizing long term development over short term interests. In particular, the city of Graz aims at an integrated urban development, including politics, administration and citizens as partners in a collaborative process. Intense communication shall lead to the best results and broad acceptance – a strategy that will be crucial in the processual development of Kärntner Straße too.

- The city favours growth within the existing city limits over an expansion of the building land in order to retain its recreational areas and green spaces. New projects shall mainly be realized by a moderate re-use, recycling and densification of existing urban structures. Inner-city densification shall explicitly focus on areas that already today provide highly developed infrastructure. Being major infrastructural arteries, access roads like Kärntner Straße are particularly interesting in this respect. Here, densification shall be realized particularly by the urban typology of Closed Structures (Geschlossene Bauweise → I. DEFINITIONS) in order to provide effective protection from noise pollution for residential areas in the back. Beyond, a better relation between commercial and residential areas shall be achieved.

- The city of Graz fosters building culture as an integral part to reach high living standards. By strengthening the implementation of Urban Master Plans (Bebauungspläne → G.2. FRAMEWORK), a high quality of constructions and public spaces shall be achieved. Regarding access roads, Urban Master Plans are compulsory – a fact that will become highly relevant for Kärntner Straße too.

- The provision of high quality public spaces and recreational areas plays a key part in reaching the city's objective of high standards of living throughout the city. Following the idea of a city of short distances, facilities covering daily needs shall be provided in each city quarter. To enable a broad mix of programmes, STEK aims at upgrading Commercial Area (Gewerbegebiet → I. DEFINITIONS) to Core Area (Kerngebiet → I. DEFINITIONS), a specific classification in Zoning Plans (Flächenwidmungsplan) allowing for multiple programming typical for dense urban areas.

Spatial Guidelines

The city's Spatial Guidelines (Räumliches Leitbild), based upon STEK 4.0, define additional, more specific aims for access roads:

- The spatial quality of access roads, today mostly defined by suburban settlements, shall be improved through spatially framing access roads by new constructions
- The transition between the street front and small scale settlements in the back shall be improved by mediating building structures as well as open communal and green spaces
- Green along access roads shall be intensified in order to improve the spatial quality and provide a better microclimate
- Large-scale advertising facilities shall be avoided

Recent studies

In 2009, the city of Graz has additionally commissioned a study on future perspectives of access roads of Graz called "Städtebauliche Leitlinien für die Grazer Einfahrtsstraßen" (Study on Urban Guidelines for Access Roads in Graz, Büro Kampus). By defining global goals for all access roads of Graz, the study is intended to serve as a qualitative basis for future master plans and constructions.

In addition to the general goals of STEK 4.0, the authors of the study regard speed of traffic as a crucial factor for a qualitative improvement of access roads. Accordingly, reducing the effective speed by simply keeping speed limits would reduce noise, consume less space due to narrow tracks, and therefore provide more public space for sidewalks, cycle paths and green.

Additionally, a reduction of speed would also have positive effects on trade and retail, benefitting from a better site quality caused by upgraded public spaces and higher traffic safety. Vice versa, prospering trade and retail could significantly raise the urban quality of access roads. According to the authors, turning a transport artery into a multifunctional street or boulevard is possible if a shift from transit traffic to domestic traffic is being achieved. Consequently, this would require a radical re-programming of access roads, strongly focusing on local economies and needs.

Most remarkably, the study draws particular attention to the fact that access roads in Graz, due to historic evolution, are often too narrow for a future qualitative improvement of urban space. Generally, building laws allow for a property transfer from private to public in order to provide additional circulation areas, defining that plots with no constructions on it have to be transferred without transfer fee, whereas if constructions are affected, a fee has to be paid. Yet, as budgets of the public sector are notoriously tight, a transfer on a large scale doesn't seem realistic on a short term.

Concluding from this, it seems to be evident to the authors that a holistic improvement of access roads in Graz can only be achieved in cooperation with property owners along access roads. The study therefore suggests to widely integrate property owners in a collaborative bottom-up planning process. Property owners should be encouraged to take initiative and to develop – in collaboration with city authorities – a catalogue of measurements to raise the quality of urban space in a clearly defined area. By lobbying and mandatory fees, also passive free-riders could be integrated in the process. As the study points out, an upgrade of access roads could directly pay for property owners as property prices are expected to rise as well.

Finally, the authors stress the factor of time in the development of access roads, as a qualitative improvement can only be achieved step by step. Hence it is all the more important to identify plots that because of existing potentials (property owners, ongoing investments) could be developed as pilot projects in a short term, stimulating future investments. Additionally, intermediate use is regarded as relevant strategy for plots that can only be transformed in the longer term.

E. Strategic Site



European 14 - pro

Kärntner Straße/ E14 Project Site

E. Strategic Site

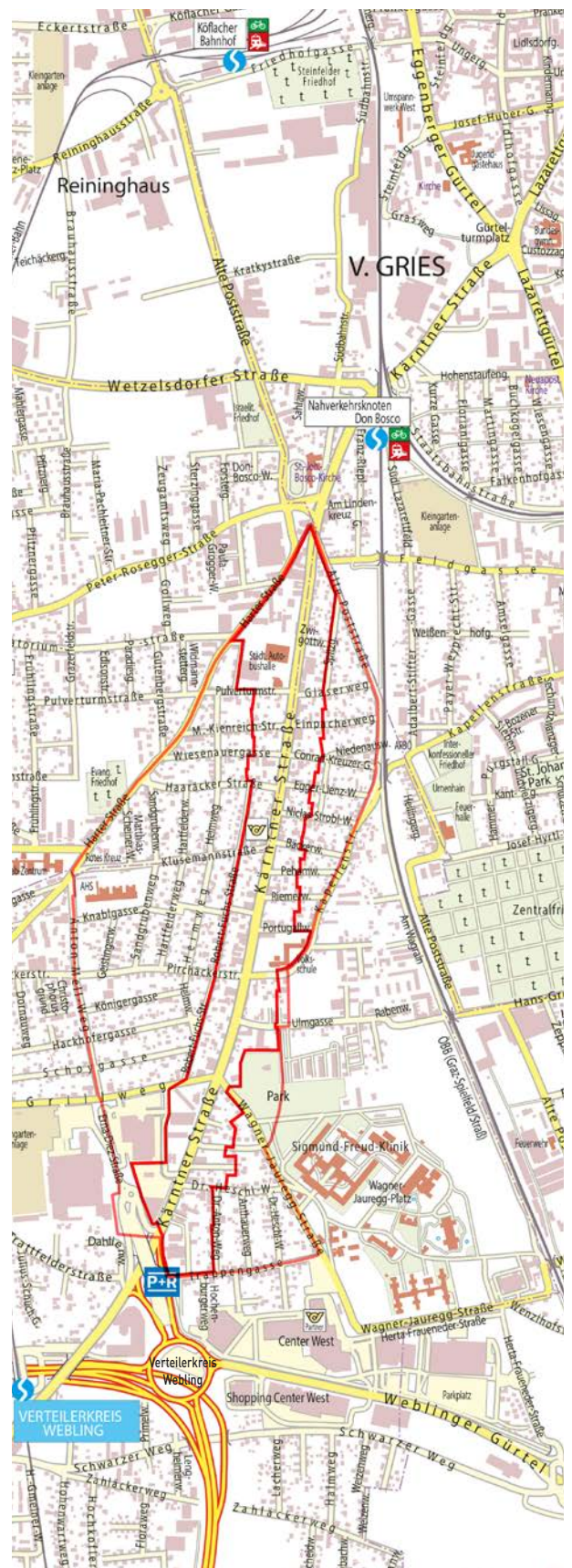
Kärntner Straße stands paradigmatic for access roads in Graz. Located in the south-western part of the city, the street is one of the main arterial roads of Graz, connecting the city centre with regional as well as supra-regional destinations like Carinthia (Kärnten) from which it gets its name. Kärntner Straße is being regarded as the access road with the biggest dynamic and highest potential for transformation, as its historically evolved, explicit suburban character doesn't meet at all with the requirement of an urban, inner city street that Kärntner Straße has become over the course of the past 50 years. This holds particularly true for its most inner city part, a strip of about 2,2 kilometres reaching from the junction of Don Bosco until Verteilungskreis Webling, a major roundabout that gives accesses to the highway bypass running south of Graz (see map to the right).

It is precisely this part of Kärntner Straße that has been proposed by the City of Graz, represented by the Department for Urban Planning, as E14 Project Site, calling participants to develop a strategy of transforming Kärntner Straße from a place of transit to a place to stay, taking into account a long term process of around 50-100 years.

The E14 Strategic Site encompasses the near surroundings of Kärntner Straße between junction Don Bosco and Verteilungskreis Webling, a strip of in total about 400 metres along Kärntner Straße, mostly dominated by suburban housing settlements. Due to its total surface of about 1,1km² (110 ha), the E14 Strategic Site overlaps two districts of Graz, with its northern part located in the 15th district (Wetzelsdorf) and its southern part in 16th district (Straßgang). To the east, the 5th district (Gries) and the 17th district (Puntigam) are nearby.

Historical background

In its most northern part, Kärntner Straße was presumably already existing before 1800. Today's course was laid out during the construction of the railway line in 1844 that caused a major restructuring of the western parts of Graz. Starting at Gürtelturmplatz, an important intersection close to Graz main railway station, the street has successively been incorporated in the municipal area of Graz with today over 5 kilometres running within the city. Together with the access roads Eggenberger Gürtel, Bahnhofsgürtel and Wiener Straße, Kärntner Straße is part of the most frequented north-south axis of Graz with up to 45.000 cars a day, connecting highway access Graz-Nord at the northern border of the city with Verteilungskreis Webling in the south. Until 1987, this axis was part of so-called "Gastarbeiter-route" ("Route of the Migrant Workers"), a major European transport artery connecting Germany and the Benelux with former Yugoslavia and Turkey. In order to relieve this axis from traffic, in the 1970ies a new highway was conceived in the west of Graz. After public protests and a referendum, the project was changed for a tunnel running under the hill chain along the western border of Graz, finished in 1987 – a link that today is frequented by up to 25.000 cars a day. Until



E14 Strategic Site (rose) and E14 Project Site (red)

this day remains a relic of the formerly planned highway – the so-called “Weblinger Stumpf”, an unfinished highway bridge built in 1971, crossing over Kärntner Straße.

Radical transformation

In most of its parts, the E14 Strategic Site is characterized by suburban housing settlements built from 1945 on by middle-income-groups. This initially also counted for the street front of Kärntner Straße that because of its ideal connectivity additionally became attractive for trade and productive economies. Yet, due to the increasing impact of traffic particularly after World War II, single-family houses along Kärntner Straße have been radically transformed and today accommodate a fascinating mix of non-residential programs ranging from trade and retail to service and leisure. The transformation of the street front has led to a strong contrast between the front and the residential areas behind: The non-communication between the two extremes is characteristic.

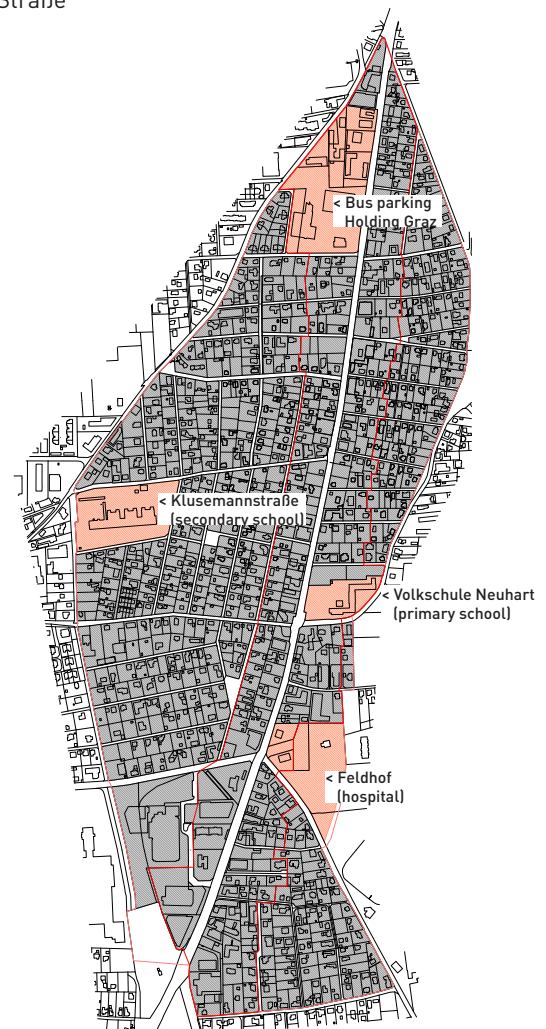


Non-communication between street front and residential areas

Ownership

Due to its typical structure of suburban housing settlements, 87% of the Study Site are private property with plots of around 1.000m² each. As an exception to the rule, a few public plots form larger plots of 10.000m² and more:

- Feldhof Graz, a historic hospital for psychological and neurologic diseases dating back to 1872, providing one of the rare public parks in the western part of Graz – the only one on the E14 Strategic Site
- Klusemannstraße, an integrative comprehensive school in the west of the E14 Strategic Site that due to its innovative teaching methods was awarded the price for Austria's best school in 2013 – an extension of the school is in the planning stage
- Volksschule Neuhart, a primary school located directly at Kärntner Straße
- a bus parking of the municipal transport company Holding Graz, located in between Harter and Kärntner Straße

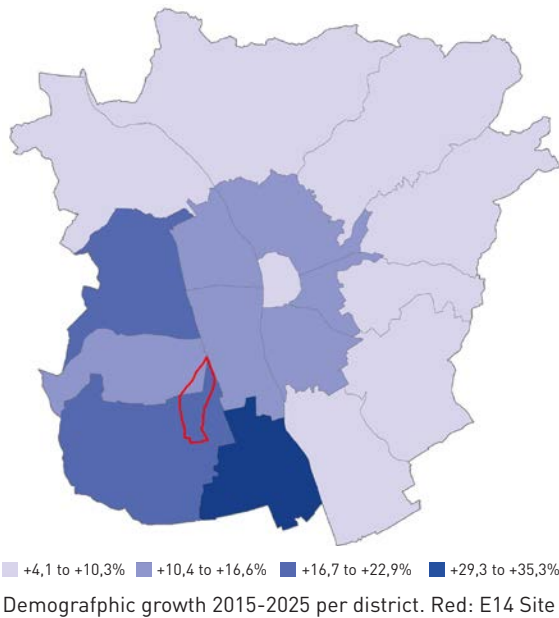


E14 Strategiv Site: Plot structure. Red: public. Grey: private

Social profile

The strategic area features around 3.400 inhabitants of which 29% do not originate from Austria, among them 16% EU- and 13% Non-EU-citizens – figures that are higher than the average rates in Graz (→ C.4 SOCIO-CULTURAL CONTEXT). Instead, with 17% of all inhabitants

younger than 20 years and 5% over 80 years, the population is pretty close to the city's average. Until 2025, the districts of the E14 Strategic Site (Wetzelsdorf, Straßgang) expect a disproportionately strong demographic growth, ranging between 10 and 23% (see graphic below).



Mobility

Being the most frequented artery within the E14 Strategic Site, Kärntner Straße serves as transit route for supra-regional and inner-city traffic. Counting up to 45.000 cars per day, Kärntner Straße features one of the highest traffic loads in Graz, significantly higher than in other streets on the E14 Strategic Site: Harter Straße counts up to 15.000, Grillweg, Pirchäckerstraße, Kapellenstraße and Ulmgasse up to 10.000 and all other streets under 5000 cars per day.

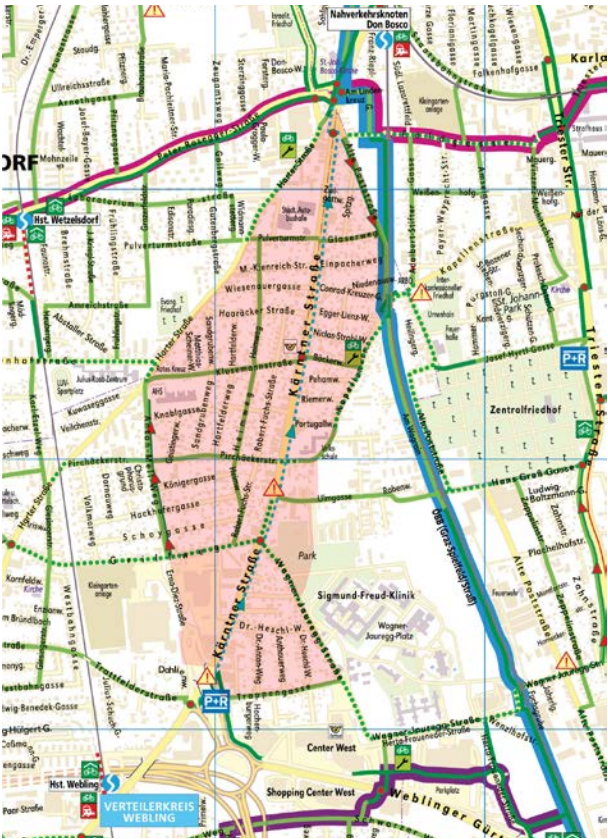
EUROPAN 14 - productive cities



Public transport network. Rose: E14 Strategic Site

Regarding public transport, the E14 Strategic Site is well connected by city train station Don Bosco at the northern, and city train station Webling close to the southern tip, with additional supra-regional train connections at Don Bosco. Bus No. 32 runs all the way up Kärntner Straße, linking Webling and Don Bosco and continuing to Jakominiplatz, the major hub of Transport in Graz in the city centre. Bus No. 65 crosses Kärntner Straße in east-west direction at junction Grillweg/ Wagner-Jauregg-Straße, connecting to city train station Puntigam (see graphic "Public transport network").

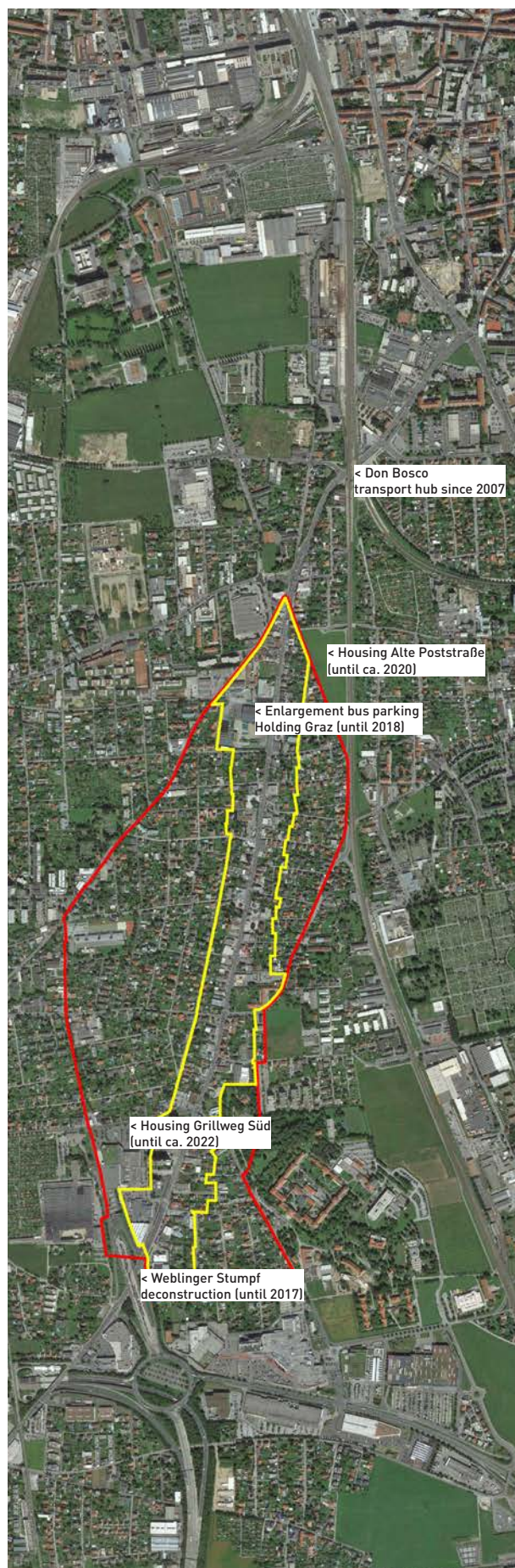
Instead, soft mobility still plays a minor role within the E14 Strategic Site. A major cycle route runs along Alte Poststraße east of the E14 Strategic Site, other minor cycle routes run parallel and perpendicular to Kärntner Straße, sharing secondary streets with cars. In Kärntner Straße itself, bikers may use the bus lane when cycling towards the city centre, whereas bikers heading towards the periphery do not have an own track (see graphic below).



Cycling routes. Rose: E14 Strategic Site

A major structuring element

The western part of Graz, where the E14 Strategic Site is located, notoriously suffers from a lack of green and public spaces. Kärntner Straße, dominated by heavy traffic, is facing similar problems in an extreme way. As a major structuring element in the west of Graz, a qualitative upgrade of Kärntner Straße in terms of green would not only provide new urban space to its immediate surroundings, but would also contribute to the establishment of a network of green and public spaces in the western part of Graz.



E14 Strategic and Project Site: Aerial view, future developments

Future developments

Due to its large reserves of abandoned land, the west of Graz is the primary area for larger urban developments that serve the rising demand for housing in the city. Major projects can also be found in the immediate surroundings of the E14 Strategic Site along its borders:

- Don Bosco, a historic junction on the northern tip of the E14 Strategic Site, has recently gained supra-regional importance as an important transport hub for inner-city bus lines, city trains and the international railway line connecting Graz by the Koralm Tunnel (under construction) to Italy. The renewed station building opened in 2007 with an estimated frequency of 3.000 passengers per day.
- At the northern end of Alte Poststraße, a historic axis running east of the E14 Strategic Site, the project of Wohnanlage Alte Poststraße is currently in the planning stage, including 250 apartments, a kindergarten and retail (see picture below).



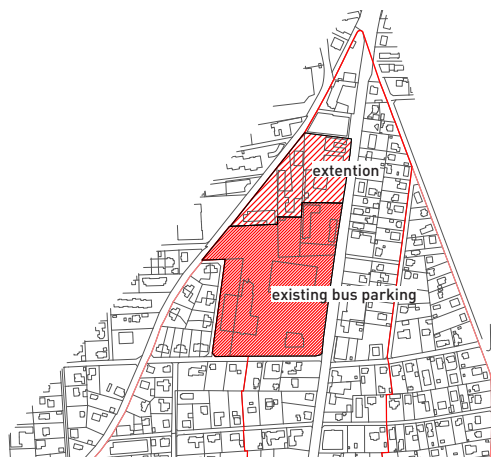
Housing Alte Poststrasse. Masterplan: Wolfgang Löschnig

- Following Kapellenstraße, Wagner-Jauregg-Straße and Trappengasse, the eastern border of the E14 Strategic Site reaches Weblinger Stumpf, the unfinished stump of a highway bridge that currently is about to be deconstructed and transformed into a new junction on street level. Construction works have begun in January 2017 and will be finished at the end of 2017.
- Following Erna-Diez-Straße, the western border of the E14 Strategic Site passes the plot of Wohnquartier Grillweg Süd, a project of 380 apartments, 3.500m² offices and 4.000m² of retail and trade that is in the planning stage (see picture below).



Housing Grillweg Süd. Architecture: Zechner & Zechner

- Following Anton-Mell-Weg, the western border of the E14 Strategic Site reaches Harter Straße, another access road running up all the way back to Don Bosco. Before reaching Don Bosco, Harter Straße is passing by the bus parking of the municipal transport company Holding Graz. With a total area of about 34.000m², the parking shall be enlarged to the north by another 13.000m² until 2018 (see plan below).

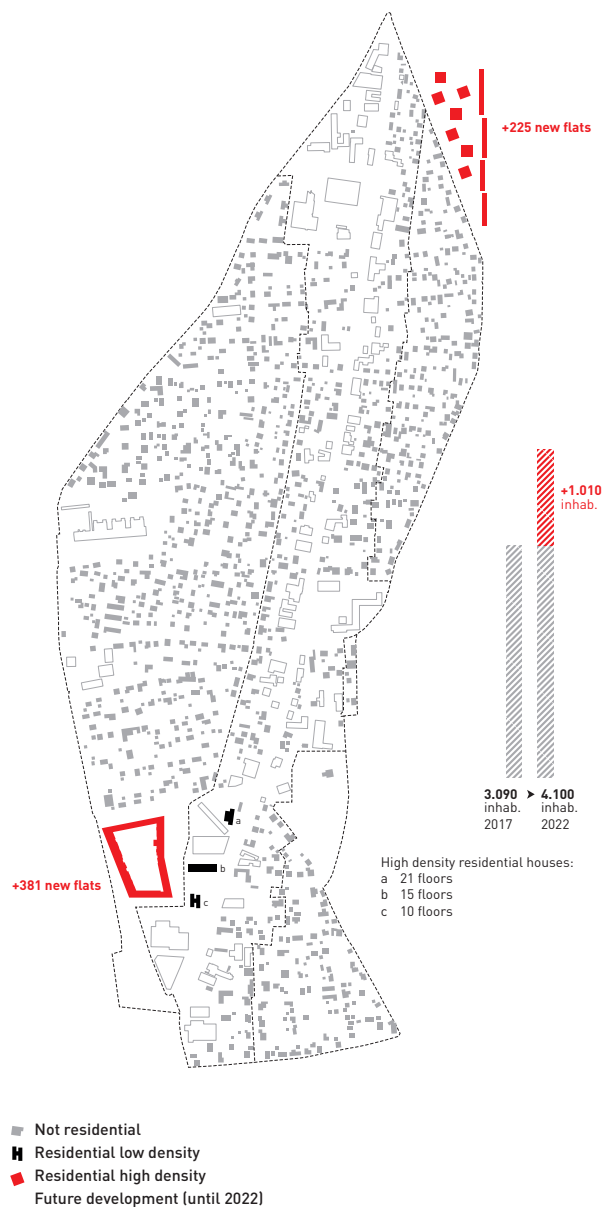


Enlargement of bus parking Holding Graz (until 2018)



Bus parking Holding Graz

Concluding from the above mentioned ongoing investments Wohnanlage Alte Poststraße and Wohnquartier Grillweg Süd, a major demographic shift is to be expected for the E14 Study Site, with an assumed population growth of 35%, raising from today 3.400 inhabitants to up to 4.600 inhabitants within the next five years (see graphic to the right).



Strategic Site: Current population and future developments

F. Project Site



F. Project Site

F.1 CHARACTERISTICS

A narrow street profile

The section of Kärntner Straße in between Don Bosco and Verteilungskreis Webling, making up the E14 Project Site, represents a fascinating example of radical conversion. With a street profile of around 14 metres in width, the street has experienced the development from a tranquil access road of 19th century to a contemporary major traffic artery, yet without any redefinition of its narrow street profile. Today, Kärntner Straße has reached its limits of capacity, managing 45.000 cars per day close to Verteilungskreis Webling and up to 20.000 cars per day close to the junction of Don Bosco. Featuring two lanes for motorised private transport and an additional bus lane running towards the city centre, Kärntner Straße seems definitely too narrow for any upgrade in terms of circulation or quality of public space.

A hybrid strip

The significant traffic load of Kärntner Straße with sound emissions ranging between 75dB at daytime and 70dB at night has caused devastated public spaces, no green and abandoned buildings along the street. With its historically evolved structure of single-family houses and productive economies, the street front of Kärntner Straße has radically been transformed since 1945 into a fascinating amalgam of converted single-family houses accommodating small services, night clubs and brothels. This structure has been completed by more recent suburban boxes featuring car sellers, home-depot-markets and playrooms, programming the street 24h per day (see map on next page).

As parking and delivery is crucial, most of the former front gardens of single family houses have been turned into delivery zones and car parks, along with a high degree of soil sealing. Generally, plots are intensively in use, whereas buildings are often abandoned.

According to its identity of a hybrid commercial strip, the visual appearance of Kärntner Straße is strongly linked to advertising signs and billboards, the latter playing a double role as acoustic barrier for residential houses in the back. Signs and billboards significantly shape the urban space, but also have a strong impact on the visibility of architecture in general.

It is characteristic for Kärntner Straße that the productive crust which forms the street front layer lacks any relation to the housing settlements in the back. This is mainly due to the fact that the programmatic focus of the street lies on transit customers, whereas local suppliers that could attract adjacent residents are rare. Moreover, a spatial division of the front- and the backside is intensified by the billboards along the street.

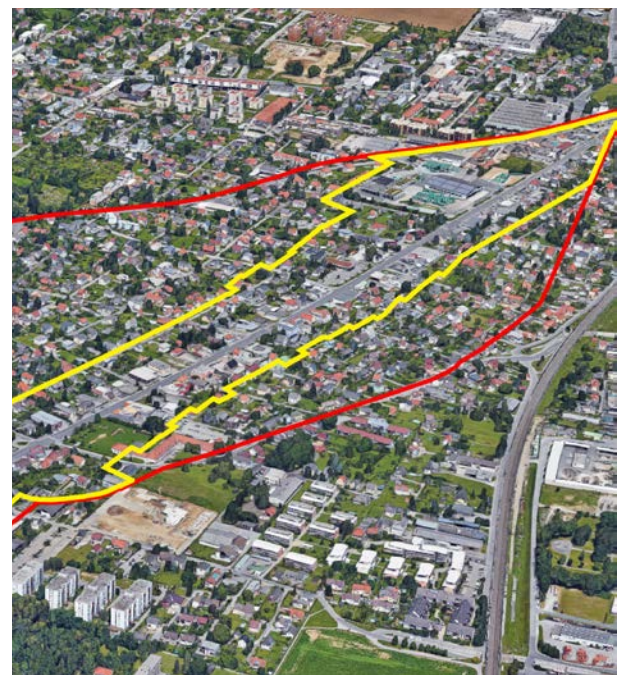
It is regarded as crucial for E14 participants to come up with a strategy to tackle this lack of relationship between the front and the back side. This is also why the E14 Project Site not only encompasses plots along Kärntner Straße, but also the first two rows of housing settlements in the back so that a transversal relationship between the two extremes may be developed.

In doing so, it should be considered that hybridized building structure of Kärntner Straße can hardly meet new challenges, neither regarding the provision of appropriate qualities for its own development, nor to solve the situation of non-communication with the adjacent residential areas in the back.

EUROPAN 14 - productive cities



E14 Strategic Site (red) und Project Site (yellow) (north: right)



MOTOR

- 1 fuel station
- 2 car dealer
- 3 car part retailer
- 4 motorcycle dealer
- 5,6,7 car dealer
- 8 fuel station
- 9,10 car dealer
- 11 motorcycle dealer
- 12 car wash
- 13 car park
- 14 car dealer
- 15,16 motorcycle dealer
- 17 car pawnshop
- 18 car dealer
- 19 motorcycle dealer
- 20,21,22 car dealer
- 23 tyre dealer

TRADE

- 1 window and door retailer
- 2 metal recyclist
- 3,4 window and door retailer
- 5 pc products
- 6 orthopaedic products
- 7 paint retailer
- 8 window and door retailer
- 9,10 industrial battery retailer
- 11 paint retailer
- 12 window and door retailer
- 13 pool retailer
- 14 window and door retailer
- 15 wood trader
- 16 window and door retailer
- 17 storage
- 18 furniture retailer
- 19 building service installations

SERVICE

- 1 printing company
- 2 insurance agency
- 3 pharmacy
- 4 post/bank
- 5 haircutter
- 6 communication provider service
- 7 software solutions
- 8 hair cutter
- 9 bank

PRODUCTION

- 1 glacier's workshop
- 2 facade makers
- 3 fountain maker
- 4 glacier's workshop
- 5 electrical engineering products

PUBLIC

- 1 bus garage
(public transport of Graz)
- 2 secondary school
- 3 primary school
- 4 kindergarten
- 5 police station

SHOPPING+RETAIL

- 1 RC-shop
- 2 super market
- 3 lamp/light shop
- 4 super market
- 5 erotic store
- 6 furniture retailer

LEISURE

- 1 club/discotheque
- 2 billard cafe
- 3 motorcycle club
- 4 musical academy
- 5,6 brothel
- 7 betting office
- 8 bar

GASTRONOMY

- 1,2 fast food imbiß
- 3 cafe
- 4 pizzeria

ACCOMODATION

- 1 hotel



Ownership

Considering a future development of Kärntner Straße, it is important to understand the high number of property owners along the street. Due to the predominant structure of suburban single housing settlements, plots along Kärntner Straße do hardly reach more than 2000m² – despite of their non-residential programming. Regarding the fact that Kärntner Straße counts around 130 different properties on both sides of the street with only two of them – bus parking Holding Graz and Volkschule Neuhart – being public property, it is evident that a future development of Kärntner Straße has to come up with multiple strategy, combining a collaborative process of planning, combination of plots, as well as intermediate use for plots that can only be transformed in the longer term.



E14 Project Site: Non-residential programmes

Low density

The current programming of Kärntner Straße dominated by programs focusing on transit customers is also due to the fact that the present Zoning Plan (Flächenwidmungsplan 3.0) classifies plots along Kärntner Straße as Commercial Area (Gewerbegebiet → I. DEFINITIONS) – a definition that since 2010 particularly doesn't allow for food markets – a facility of daily life that formerly was typical for Kärntner Straße. As a result, the maximum building density (Bebauungsdichte, → I. DEFINITIONS) has never been exploited, neither on the plots along Kärntner Straße (featuring a FAR up to 1,5), nor on the plots of the residential area in the back (featuring a FAR up to 0,8).



Low building density along Kärntner Straße

Surprising skyline



Skyscrapers at the junction Grillweg/ Wagner-Jauregg-Straße

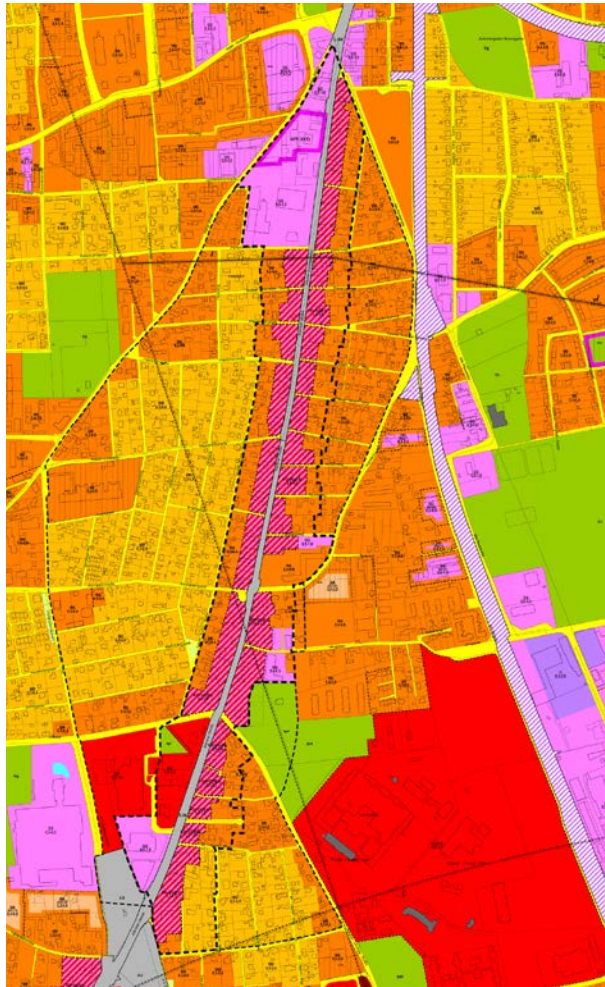
The suburban character of Kärntner Straße is contrasted by two significant landmarks highlighting the northern and southern tip of the E14 Project Site: at the northern end, the junction of Don Bosco features a church built in 1935, whereas south of junction Grillweg/ Wagner-Jauregg-Straße, three residential skyscrapers from the 1970ies (among them the second-highest skyscraper of Graz counting 21 floors) constitute a surprising skyline in the middle of the horizontal suburban carpet. Together with a widened street profile of around 20m, this section of Kärntner Straße testifies earlier ambitions of redefining the street.

F.2 FRAMEWORK

Zoning Plan

Following the goals of STEK 4.0 that aim at a city of short distances achieved by providing facilities of daily life for each city quarter (→ D. TERRITORIAL AREA), the City of Graz is planning to upgrade the ground floor of plots along Kärntner Straße from Commercial Area (Gewerbegebiet → I. DEFINITIONS) to Core Area (Kerngebiet → I. DEFINITIONS) according to the new Zoning Plan (Flächenwidmungsplan 4.0) that will be published in 2018. Upper floors shall remain Commercial Area. The upgrade of the ground floor shall particularly allow for food markets in order to strengthen the transversal relation between Kärntner Straße and the residential areas in the back. Moreover, adjacent residential plots in the second row and beyond will be upgraded from Pure Residential Area (Reines Wohngebiet → I. DEFINITIONS) to General Residential Area (Allgemeines Wohngebiet → I. DEFINITIONS), allowing for a broader mix of programs related to housing.

Due to the planned upgrade of plots on the E14 Project Site, a rise of land value is expected that could cause new constructions exploiting the maximum of building density (Bebauungsdichte, → I. DEFINITIONS).



Red: Core Area (Kerngebiet, KG)/ Orange: General Residential Area (Allgemeines Wohngebiet, WA)/ Light orange: Pure Residential Area (Reines Wohngebiet, WR)/ Purple: Commercial Area (Gewerbegebiet, GG)/ Violet: Industrial Area (Industriegebiet, IL)/ Yellow: streets/ Green: Open spaces

Zoning Plan, based on STEK 4.0.

Black dotted line: E14 Strategic Site/ Project Site

Spatial Guidelines

Anticipating future investments along Kärntner Straße, the City of Graz has set up the following specific Spatial Guidelines (Räumliches Leitbild) for Kärntner Straße:

- A spatial framing of Kärntner Straße shall be achieved by new constructions in terms of Closed Structures (Geschlossene Bauweise → I. DEFINITIONS), providing protection from noise pollution for residential areas behind, featuring minimum 3 floors

Urban Master Plan

Referring to STEK 4.0 (→ D. TERRITORIAL AREA), an Urban Master Plan (Bebauungsplan) is defined as being compulsory for the E14 Project Site, defining traffic routing, streetscape, building heights, green, programming and architectonic qualities of new constructions. This will become relevant particularly for the winning team of E14 that is intended to be commissioned with an Urban Master Plan for Kärntner Straße (→ A. GENERAL FRAMEWORK).

Additional suggestions

The Authors of the Study on Urban Guidelines for Access Roads in Graz (→ D. TERRITORIAL AREA) additionally suggest that due to tight budgets of the public sector, a multiple strategy should be applied, combining detailed rules and guidelines for future private investments in Urban Master Plans (Bebauungspläne), precise public investments, as well as an intense integration of property owners in future planning processes. As the most important qualitative aspects to be tackled in Kärntner Straße, the authors identify

- an incoherent spatial structure due to lack of linear elements framing and structuring the street, possible to be tackled by qualitative guidelines for future constructions and green
- a minor role of soft mobility
- a lack of quality in transformed front gardens serving as private parking lots, possible to be tackled by integrating them into a holistic concept defined by detailed guidelines.

G. Task



EUROPAN 14 - productive cities

Kärntner Straße/ E14 Project Site

G. Task

Create a Vision!

Due to the upgrade of plots of the E14 Project Site in the new Zoning Plan (→ F.2 FRAMEWORK), the City of Graz anticipates a future investment boom along Kärntner Straße, starting with the implementation of the new Zoning Plan in 2018. New constructions are to be expected not only in the first, but also in the second row of plots and beyond, exploiting the maximum building density and offering new programmes.

Regarding the outstanding role of Kärntner Straße for Graz (→ E. STRATEGIC SITE), the city of Graz, partner of E14, aims at upgrading Kärntner Straße into an urban boulevard in order to provide a better living environment for visitors, locals and workers alike. Instead of a project with fixed and rigid outlines, E14 participants are encouraged to create a vision for Kärntner Straße, based on a strategic master plan that may be applied flexibly.

The primary task of the competition therefore is to create new vision for the totality of the E14 Project Site, represented by images, schemes and diagrams that is appropriate to broadly be published by the city of Graz, promoting Kärntner Straße as a new role model for access roads and triggering future activities and investments.

Strategic master plan

The vision shall be based on a strategic master plan, featuring a set of tools, rules and guidelines to be applied flexibly over time, managing the future development of Kärntner Straße in terms of traffic (→ G.1 MOBILITY CONCEPT), urban space (→ G.2 SPATIAL CONCEPT), programming (→ G.3 PROGRAMMATIC CONCEPT) and marketing (→ G.4 MARKETING CONCEPT). The master plan should particularly consider both the existing constraints regarding the complex owner structure, as well as the extraordinary opportunities of the E14 Project Site, aiming at creating a realistic and at the same time surprisingly unique vision for Kärntner Straße.

Pilot projects

Pilot projects play an important part in the development of a vision for Kärntner Straße as they are most appropriate to attract future activities and investments. Because it cannot be predicted seriously which plots of the E14 Project Site will be available to be developed in the near future, pilot projects should not be designed for specific sites, but should be developed as a catalogue of typologies that may be inserted flexibly onto the E14 Project Site, highlighting in detail the range of possibilities caused by the implementation of the strategic master plan.

Moderating the process of planning

Beyond, it seems to be important to develop a set of tools in order to activate, organize and moderate the process of implementing the strategic master plan, integrating current and future property owners in the process.

Timeline

Because of the complex owner structure along Kärntner Straße, the city of Graz expects a transformation of the street on a longer term of around 50-100 years. Hence, a timeline seems crucial, highlighting the step-by-step implementation of the strategic master plan, considering phasing and milestones. By developing a catalogue of possible scenarios, a range of possibilities caused by the implementation of the strategic master plan shall be illustrated in the short, medium and long term. Of particular interest is the representation of intermediate statuses, as well as of the handling of fragmentary developments.

In detail, the competition task is structured by the following four goals, defined by the Department of Urban Planning:

G.1 MOBILITY CONCEPT

G.1.1 GOALS

A sustainable street

Regarding a quality upgrade of Kärntner Straße in terms of circulation and public space, the current street profile, featuring of a total width of around 14 metres, is considered as being too narrow for any future development. Aiming at emphasizing the importance of public transport, traffic safety and quality of public space, the Department of Urban Planning has defined a minimum street profile of 25m to be considered for future developments of Kärntner Straße (→ G.1.2 FRAMEWORK). By widening the street profile, a sustainable street shall be developed that not only manages motorised traffic, but also soft mobility, delivery and parking.

Process of implementing the minimum street profile

In order to implement the future street profile, around 5 metres of all plots along Kärntner Straße will have to be transferred from private to public property. In many cases, this means that the future street profile will directly start at the facades of existing constructions (see plan below).



Future street profile projected onto current situation

Generally, building laws allow for a property transfer from private to public in order to provide additional circulation areas, yet, considering necessary negotiations with the large number of property owners along Kärntner Straße, the implementation of the new street profile is expected to be a long-term process.

- How could the new street profile be implemented step by step? What are possible phases and milestones?
- How could plots that become available but are not yet possible to be integrated in the new street profile temporarily be programmed?
- Which tools could support the process of property transfer in order to create a win-win-situation both for private owners and the public?

Managing delivery and parking

As a productive street, Kärntner Straße should not only provide high quality urban space, but also manage delivery of goods and parking of customers. According to the idea of a sustainable street profile, necessary handling areas should be integrated into a holistic concept of shared spaces, flexibly serving for parking, delivery, soft mobility and stay. In particular, private parking shall be integrated in a qualitative concept.

In order to avoid crossings of delivery traffic and soft mobility, accesses to private plots should be reduced as much as possible by strategic combination, considering the possibility for access from Kärntner Straße as well as side and back streets. By combining smaller plots to larger properties, delivery could also be organised onto the plots themselves. Yet, delivery should not disturb adjacent residents in the second and third row – a constraint that could be tackled by integrating delivery into new constructions.

Strengthening soft mobility

Regarding today's lack of space for soft mobility, foot- and cycle paths are regarded as a major objectives for the future street profile, all the more since soft mobility is a significant factor towards a qualitative upgrade of public space.

Strengthening the character of Kärntner Straße as a plaza instead of a street, additional pedestrian crossings should be provided. Beyond, new transversal connections for soft mobility between Kärntner Straße and existing foot and cycle paths in residential areas (→ E. STRATEGIC SITE) should improve the relation between the street front layer and areas in the back.

Specific attention should be paid to the conception of the interface between soft and "hard" mobility:

- How could added value be created by all forms of soft mobility, including pedestrians and bikes, delivery and parking?
- How could added value be created between zones of soft mobility and zone of stay (plazas, open air sales areas, outdoor areas for cafés, bars etc.)?

Reviewing the question of speed

A reduction of speed is regarded as one of the most im-

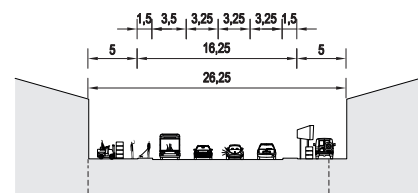
portant factors for a better quality of public space as noise is reduced and traffic security raised. Keeping the speed limit of 50km/h would already constitute a significant improvement of the current situation. By specific ways of conceiving and organizing traffic zones, speed limits shall intuitively be respected.

G.1.2 FRAMEWORK

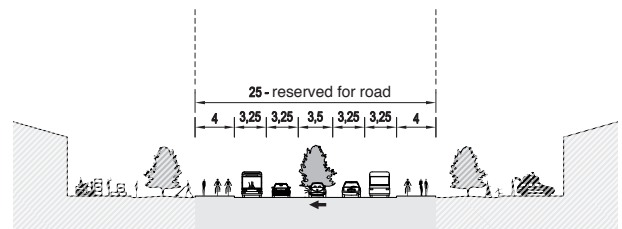
Minimum street profile

A compulsory minimum street profile of Kärntner Straße, featuring a total width of 25m (clear span between private plots), has been defined by the Department of Urban Planning (see scheme below):

- 2 lanes of motorized private transport of 3,25m width each, divided by
- 1 green strip of 3,50 width in the middle of the street, featuring a tree avenue, partially serving as lane for vehicles turning left where needed (for details see chapter below).
- 2 lanes reserved for public transport of 3,25m width each
- 2 lanes of bike and pedestrian paths of 4m width each.



Current street profile



Future street profile

Whereas the above mentioned lanes are a fix demand, the future street course must not necessarily run all the way straight, but could pragmatically react on local obstacles popping up in the process of implementation. A deliberately widened, narrowed or curved street course could be developed in order to lower traffic speed and raise traffic security.

Vehicles Turning left

Lanes for vehicles turning left shall minimum be provided at the crossings with Harter Straße/ Alte Poststraße, Pirchäckerstraße/ Kapellenstraße, Grillweg/ Wagner-Jauregg-Straße, at the mouth of a side branch of Kärntner Straße running south of Grillweg, and at the future crossing with Erna-Diez-Straße (see plan on next page). Moreover, lanes for vehicles turning left should be considered in front of large housing developments and supermarkets.



Strategic site: Lanes for cars turning left and right

Access to and exit from private plots

Regarding access from Kärntner Straße, it should be considered that access to and exit from private plots can only take place in the direction of traffic (no crossing of street permitted).

G.2 SPATIAL CONCEPT

G.2.1 GOALS

Densification

Considering the expected investment boom caused by the upgrade of plots on the E14 Project Site in the new Zoning Plan (→ F.2 FRAMEWORK), a major densification may be expected along Kärntner Straße from 2018 on. This seems all the more likely as the maximum building density (Bebauungsdichte, → I. DEFINITIONS) has never been exploited neither along the street front nor in the residential areas (→ F. PROJECT SITE). Regarding the minor quality of existing constructions that are not appropriate to meet future demands, new constructions are expected both along the street front and in residential areas in the back. The latter are expected to largely profit from an increasing number of facilities of daily life along the street front.

E14 participants are therefore invited to create a vision of how the totality of the E14 Project Site could be densified, detecting potentials for densification both along Kärntner Straße as well as in the residential areas behind. As stated before, the vision shall be based on a strategic master plan featuring a set of tools, rules and guidelines to be applied flexibly over time, managing the future development of Kärntner Straße particularly regarding traffic, urban space and programming. The master plan should consider both the existing constraints regarding the complex owner structure, as well as the extraordinary opportunities of the E14 Project Site in order to create a realistic and at the same time surprisingly unique vision for Kärntner Straße.

The following, site-specific issues should additionally be considered:

- How could existing constructions be integrated in an ongoing process of transformation?
- How could a fragmented implementation of rules of the master plan be handled, probably generating added value?
- How could property owners be encouraged in participation in an upgrade of urban space, minimizing the costs for the public sector?
- How could the phasing of transformation look like, what are possible milestones?

Urban space

In the course of densification, a qualitative upgrade of urban space is regarded as a major goal of the E14 competition. Regarding the incoherent spatial quality of Kärntner Straße caused by its suburban building structure, the question of spatially framing and rhythmicizing the streetscape is regarded as being crucial. A tree avenue on both sides of the street, intended by the Department of Urban Planning, constitutes a central target in this respect (→ G.2.2 FRAMEWORK). Yet, specific characteristics of Kärntner Straße should equally be considered:

- How could Kärntner Straße be transformed into a unique boulevard, integrating its specific character of a hybrid commercial strip?
- How could we learn from Kärntner Straße, transforming its characteristics into a set of strategic rules, tools and guidelines?
- Bearing in mind the total length of the E14 site (2,2km), how could orientation and distinctiveness be achieved, considering new constructions as well as open spaces?
- How could outdoor spaces be differentiated, considering public, collective and private spaces, exposedness and intimacy?

Transversal relations

Strengthening the relationship between the street front and the residential areas in the back is another major concern. By turning the back side of the productive crust along Kärntner Straße into new fronts, a transversal relation shall be established, connecting the trans-regional character of the street to the local level. New open spaces at the interface of street front layer and residential areas

could create new connections and buffer zones at the interface of the two extremes, provoking new forms of mobility and production.

Pilot projects

As already stated, pilot projects play an important role in the development of a vision for Kärntner Straße. Instead of designing pilot projects for specific sites, a catalogue of possible typologies should be developed that may be inserted flexibly, illustrating the range of possibilities caused by the implementation of the strategic master plan.

In developing the catalogue, different types of investors could be considered: the Upgrader, the Refuser, the Careful, the Tactician, ... each evoking specific typologies.

In order to provide resilient structures that are adaptable to future changes, issues of sustainability like room heights (→ I. DEFINITIONS) or the provision of core and shell constructions that offer tenants the basis for individual interior fitting should be considered.

Combining plots

In order to make new typologies possible, a combination of plots not only in the first, but also between the first and the second row and beyond seems highly promising. By strategically combining plots, a double-sided orientation of new constructions – facing equally towards Kärntner Straße and towards the residential area – could be achieved, as well as alternative delivery access from side or backside streets.

Yet, combining plots needs to remain on a hypothetical level as there is no information on plots being available in the near future. Instead, a catalogue of plot combinations could be developed, figuratively serving as domino pieces for future developments.

Bus Parking

In contrast to the unclear situation properties on the E14 Project Site, the enlargement of the bus parking of Holding Graz (→ E. STRATEGIC SITE) may be regarded as granted to take place until 2018. According to current planning, existing buildings shall be removed to create more parking space, in total encompassing the plots .104, 637/1, 640/2, 641/2, 642/2, 642/4, .733/1, .733/2, .978, .1405 and .1406 (see also plan on page 24).

Yet, Holding Graz is not intending to build any new constructions onto the plot. E14 participants are therefore not asked to design a specific project for the site, but to integrate the bus parking into their overall vision, possibly generating a win-win-situation both for Holding Graz and the public.

Signs and billboards

Finally, the City of Graz is aiming at a redefinition of advertising signs and billboards in Kärntner Straße. Signs and billboards, being central elements of the commercial character of the street, should not be suppressed but embedded in an innovative holistic concept. By defining rules and guidelines for advertisement, the characteristic im-

age of Kärntner Straße shall be strengthened. By combining advertisements with street lighting, a new lighting system for commercial strips could be achieved.

G.2.2 FRAMEWORK

Urban typologies

Referring to the Spatial Guidelines (Räumliches Leitbild) for Kärntner Straße (→ F 2. FRAMEWORK), the Department for Urban Planning regards Closed or Coupled Structures (Geschlossene or Gekuppelte Bauweise, → I. DEFINITIONS) with a minimum of 3 floors as being desirable in order to achieve a coherent overall appearance as well as to protect residential areas from noise.

Yet, the Department of Urban Planning is deliberately interested in justified alternative strategies suggested by E14 participants to improve the spatial quality of Kärntner Straße. In any case, the issue of noise protection shall be tackled, considering the heavy sound emissions from Kärntner Straße, ranging between 75dB at daytime and 70dB at night.

Alley of trees

Regarding the improvement of urban space, the Department of Urban Planning considers a tree avenue on both sides of Kärntner Straße as a central element in order to frame and rhythmicize the street. Beyond, positive impact is expected regarding micro-climatic aspects. Yet, the tree avenue has to be realized on private property as it is not included in the minimum street profile (→ G.1.2 FRAMEWORK). This will make a process of negotiation with property owners necessary. A horizontal distance of minimum 6m from tree trunks to adjacent facades should be respected in order to provide enough space for tree crowns.

Maximum density

According to the Zoning Plan (Flächenwidmungsplan), the E14 area features a maximum FAR (→ I. DEFINITIONS) of 1,0 on plots along the street front. The second row of plots and beyond features a FAR of 0,4 to the west, and 0,6 - 0,8 to the east of Kärntner Straße (for details see AT-GRAZ-SS-M2.pdf). These maximum densities should be respected, although deviations are permitted in justified cases.

Maximum heights of constructions

Regarding maximum building heights, a comprehensible relation of new constructions to the existing context shall be achieved. High-rise buildings featuring a height of more than 22m on the last floor are not being regarded as appropriate by the Department of Urban Planning. Yet, deviations are permitted in justified cases.

Distances

Regarding distances between buildings on different properties resp. between buildings and property limits, regulations of the Styrian Building Law (Steiermärkisches Baugesetz) should be respected. Buildings on differ-

ent properties either have to touch each other or keep a building distance of metres equal to the sum of floors, augmented by 4 metres. Furthermore, buildings either have to touch the limit towards neighbouring private properties, or keep a limit distance of metres equal to the number of floors, augmented by 2 metres. Finally, there are no distance regulations for facades facing public property (→ I. DEFINITIONS).

As demonstrated, the Styrian Building Law defines a direct relation between distances and number of floors: the larger the distance of buildings to property limits, the higher the building may be. Thus, a strategy of combining small plots to larger properties appears highly promising.

Incident of light

A minimum vertical incident of light of maximum 45°, additionally turned horizontally by maximum 30°, should be respected for common rooms (Aufenthaltsräume) of existing and new constructions (→ I. DEFINITIONS).

G.3 PROGRAMMATIC CONCEPT

G.3.1 GOALS

Strengthening local economies

Strengthening productive economies, local supply and leisure seems crucial in order to establish a multiple transversal relation between the street front and the residential areas, making it possible to enrich the existing structure along the strip by involving adjacent residents into new programs. The unique link between excellent car-access in Kärntner Straße and a sustainable soft mobility network in residential areas could trigger a broader spectrum of productive economies, including various services as well as manufacturing within shopping and leisure facilities.

The future upgrade of the ground floor of plots along Kärntner Straße from Commercial Area (Gewerbegebiet → I. DEFINITIONS) to Core Area (Kerngebiet → I. DEFINITIONS) according to the new Zoning Plan (Flächenwidmungsplan 4.0) is considered to be an important step in order to allow for a bigger variety of local supply, particularly regarding food markets.

Vertical hybrids

Yet, regarding that the upper floors of plots along Kärntner Straße will remain Commercial Area (→ G.3.2 FRAMEWORK), it should be considered that plots along Kärntner Straße, until now classified as Commercial Area, have never been fully exploited regarding the maximum building density (→ F.1 CHARACTERISTICS). E14 teams are therefore encouraged to suggest new typologies that experiment with a vertical stacking of different commercial programmes, creating synergies and new programmatic hybrids: education combined with start-ups combined with professional businesses combined with hotels combined with recreation and sports ...

Trade in Commercial Areas is restricted to the trade of cars, building materials, machines, furniture and garden equipments, as well as to companies selling goods that

they produce themselves on site. (→ I. DEFINITIONS). The latter definition could become highly relevant for future productive economies, directly relating to the topic of E14 – “The Productive City”.

- How could potentials of existing programmes be developed? Which new programmes could be introduced? Which new target groups should be addressed?
- Which synergies could be created between local residents and global players, micro and macro? Which new programmes could strengthen social interaction between them?
- Which role does the ground floor play regarding the activation of public space?
- What could be the future rhythms of activities at day and at night?

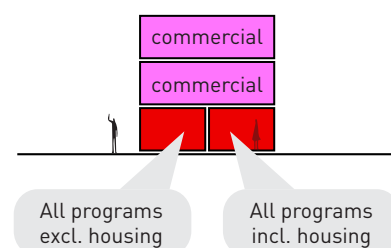
Turning backs into fronts

Relating to the goal of establishing a new transversal connection between the street front and residential areas (→ G.2.1 GOALS), the back side of buildings along the strip shall be filled with new programmes, turning back sides into new front sides. New open spaces and buffer zones at the interface between the street front layer and residential areas shall be programmed in order to ensure social interaction as well as new functions and activities at the overlap of local and global players.

G.3.2 FRAMEWORK

Upgrade of street front plots

According to the new Zoning Plan (Flächenwidmungsplan 4.0), constructions along Kärntner Straße will be upgraded on the ground floor from Commercial Area (Gewerbegebiet → I. DEFINITIONS) to Core Area (Kerngebiet → I. DEFINITIONS), whereas upper floors will remain Commercial Area. This means that in the Commercial Area on the upper floors, programmes encompass all kinds of commercial activities like trade, business, production, services, hotels, gastronomy, leisure, administration and offices, but also related programmes like culture, whereas in the Core Area on the ground floor, additionally food markets and housing will be possible (→ I. DEFINITIONS). Yet, housing is regarded to be only possible at the back-side of constructions due to the significant sound immissions from Kärntner Straße (see scheme below).



Zoning on ground and on upper floors

Upgrade of residential areas

Additionally, the new Zoning Plan defines an upgrade of adjacent residential plots in the second row and beyond from Pure Residential Area (Reines Wohngebiet → I. DEFINITIONS) to General Residential Area (Allgemeines Wohngebiet → I. DEFINITIONS). This will allow for a broader mix of programs beyond housing like kindergartens, schools, sacred spaces, administration, hospitals, shops, gastronomy etc.

G.4 MARKETING CONCEPT**Transforming existing qualities into a new brand**

Being a hybrid commercial strip, Kärntner Straße already today has specific characteristics. Yet, the street seems too similar to other access roads of Graz in order to gain distinctiveness. Hence, the challenge lies in transforming the identity of Kärntner Straße into a unique quality, making it an attractive place for visitors, residents, productive economies, trade and local supply, but also leisure and education.

Considering these objectives, residents shall be involved into a participatory process to develop a positive identity for Kärntner Straße leading to a marketing concept.

- How could residents be encouraged to take part in this process? How could advantages to take part be communicated?
- Which additional players should be addressed?
- How could passive free-riders be integrated (→ D. TERRITORIAL AREA, Study on Urban Guidelines for Access Roads in Graz)?
- Which tools could support the process developing a positive identity? How could it be moderated?
- What are existing potentials of Kärntner Straße that could be developed into a brand?
- How could Kärntner Straße positively contribute to the quality of everyday life?
- How could Kärntner Straße positively contribute to the way the city of Graz will be perceived in the future?

H. Submission



H. Submission

VISUAL INFORMATION ON THE PANELS

IMPORTANT: The following list of documents is a proposal by EUROPAN Austria, your submission documents need to comply with point 4.4 “Items to submit” of the EUROPAN 14 rules, also available online.

PROJECT SITE

Vision

- A minimum of 1 perspective or 1 axonometric view illustrating the vision for the totality of the E14 Project Site
- A minimum of 1 perspective from street view illustrating the vision for the streetscape of Kärntner Straße
- A minimum of 1 perspective from street view illustrating the vision of the relation between the street front and the residential areas in the back
- Optional sketches and diagrams highlighting particular aspects of the vision

Strategic master plan

- Diagrams and schemes representing a set of tools, rules and guidelines of the strategic master plan, to be applied flexibly regarding aspects of mobility (traffic and access), structural densification, urban space, public space, open spaces, programming and marketing
- A site plan 1:3000, representing the totality of the E14 Project Site, highlighting the implementation of the strategic master plan regarding aspects of mobility (traffic and access), structural densification, urban space, public space, open spaces, programming and marketing.
- Plans, schematic sections or axonometric views (free scale) representing in detail the implementation of the strategic master plan regarding aspects of mobility (traffic and access), structural densification, urban space, public space, open spaces, programming and marketing.

Catalogues

- Diagrams and schemes, representing a catalogue of possible plot combinations
- Diagrams and schemes, representing a catalogue of pilot projects that may be inserted flexibly onto the E14 Project Site, highlighting the range of possible building typologies caused by the implementation of the strategic master plan
- Diagrams, schemes or images, representing a catalogue of possible investors, each evoking specific typologies of pilot projects
- Diagrams or schemes, representing a catalogue of tools in order to activate, organize and moderate the process of planning and implementing the strategic master plan

Pilot projects

- Axonometries, plans 1:250 (ground floor and typical floor), sections 1:250 and elevations 1:250, showing pilot projects in detail

Timeline

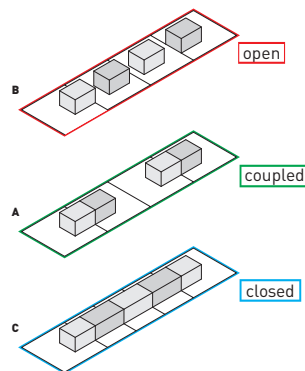
A timeline representing the step-by-step implementation of the strategic master plan, considering phasing and milestones. The timeline should highlight possible scenarios in the process of implementation of the strategic master plan in the short, medium and long term (50-100 years). Of particular interest is the representation of intermediate statuses, as well as the issue of how to handle fragmentary developments.

I. Definitions

Urban typologies

Urban typologies define the relation between constructions and property limits.

- Open Structures (Offene Bauweise): Solitary buildings with distance to property limits on all sides
- Coupled Structures (Gekuppelte Bauweise): Buildings touching across property limits on one side
- Closed Structures (Geschlossene Bauweise): Buildings touching across property limits on two or more sides

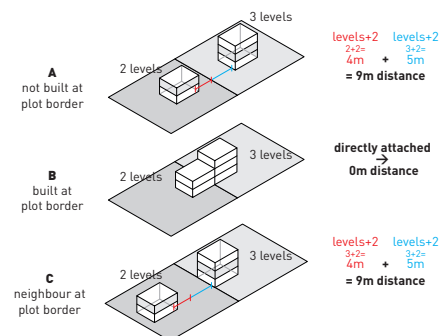


Urban typologies

Distances

The Styrian Building Law (Steiermärkisches Baugesetz) defines as follows:

1. Building distances: Buildings on different properties have either to touch each other, or keep a minimum building distance of metres equal to the sum of floors, augmented by 4 metres. (E.g.: Two buildings on different properties count 3 floors each, the building distance has to be $3+3+4=10$ metres.) Buildings on the same property not touching each other need to keep a minimum distance of 2 metres.
2. Limit distances: Buildings either have to touch the limit towards neighbouring private properties, or keep a limit distance of metres equal to the number of floors, augmented by 2 metres. (E.g.: A building counts 3 floors, the limit distance towards the neighbouring private property has to be $3+2=5$ metres.)
3. If an existing building has been built onto its property limit, new buildings on neighbouring properties may either be attached to it or need to keep the minimum building distance (see 1.). If an existing building has windows along the limit, new buildings on neighbouring properties need to keep the minimum building distance in any case.
4. The above mentioned regulations do not apply for facades facing public property.

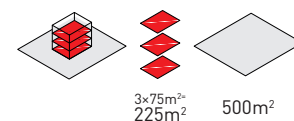


Distances according to Styrian Building Law

Building density, gross floor area

- Building density or floor area ratio (FAR) is the ratio of a building's total gross floor area (GFA) to the size of the piece of land upon which it is built. E.g.: If a building has 150m² GFA on a plot of 500m², FAR is 0,3 (see scheme below).

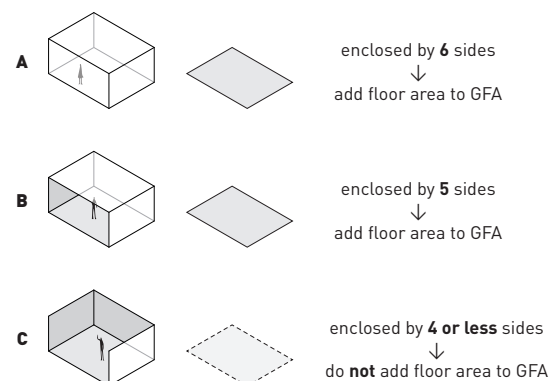
$$\text{density} = \text{GFA} / \text{plot area}$$



$$\text{density} = 225 / 500 = 0,45$$

Definition of density (FAR)

- According to Styrian regulations, the gross floor area (GFA) is defined as the total floor area contained within the building, measured to the external face of the external walls. Yet, if a space is enclosed on less than 5 sides, its floor area of that space is not included in the GFA (see scheme below).



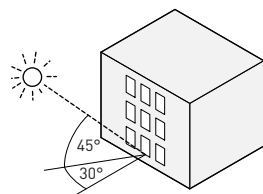
Definition of gross floor area (GFA)

Classification of plots in Zoning Plan

- Pure Residential Area (Reines Wohngebiet): Areas reserved exclusively for housing, including facilities of daily life like kindergartens, schools or sacred spaces
- General Residential Area (Allgemeines Wohngebiet): Areas reserved primarily for housing, including related commercial, cultural, social and religious facilities like kindergartens, schools, sacred spaces, administration, hospitals, shops, gastronomy etc.
- Commercial Area (Gewerbegebiet): Areas reserved for commercial programmes like business, production, services, hotels, gastronomy, leisure, administration and offices, but also related programmes like culture and sacred spaces. Trade is restricted to trade of cars, building materials, machines, furniture and garden equipments, as well as to companies selling goods they produce themselves on site. Housing, retail and food markets are explicitly excluded from Commercial Areas.
- Core Area (Kerngebiet): Areas that provide a wide range of programmes in high density areas, including housing, retail and food markets as well as education, culture, business, production, trade, services, hotels, gastronomy, leisure, administration and offices.

Incident of light

A minimum vertical incident of light of maximum 45° , additionally turned horizontally by maximum 30° , should be respected for common rooms (Aufenthaltsräume) of existing and new constructions (see scheme).



Minimum incident of light: 45° vertical, 30° horizontal

Clearances

Adaptability of buildings is not only a question of the plan but also of the section. Whereas housing requires a minimum clearance of 2,50m, office spaces larger than 100m^2 must have a minimum clearance of 2,80m. Office units larger than 500m^2 require a clearance of 3,00m. Hence, a sustainable height between floors should consider 3,80m including height for ceilings and suspended ceilings.

Regarding the ground floor, a minimum height between floors of 4,5m (clearance: 3,70) should be provided in order to accommodate programmes relevant to activate public space.