

# WIEN

**Experiment as method:  
the birth of industrial city Liesing**



**EUROPAN A**

competition brief by European Austria  
European14 - productive cities

# Welcome!

Dear participants,

Welcome to the international competition  
Europan 14 'Productive Cities'!

We like to thank you for choosing to participate  
in European 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 European 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,  
European Austria



## EUROPAN AUSTRIA

c/o Haus der Architektur  
Palais Thinnfeld, Mariahilferstrasse 2  
8020 Graz  
Austria

Dependance Vienna:  
Mariahilferstrasse 93/1/14  
1060 Vienna  
Austria

T +43. 1. 212 76 80 34  
F +43. 1. 212 76 80 99  
office@europan.at

<https://www.europan.at>  
<https://www.facebook.com/EuropanAustria>  
<http://europan-europe.eu>  
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

Friday 31.03.2017 / 11:00-14:00

Meeting point:

U6 Metrostation Perfektastrasse,  
1230 Vienna (at the red "L")

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

>Volkmar Pamer

MD21, Department of Urban District Planning and Land Use, City of Vienna

>Johannes Ott

Investmentproducts Fundraising

Erste Group Immorent AG, Vienna

>Andrés Peña

Head of Quarter management

Standpunkt Liesing Vienna

>Melanie Svoboda

Real Estate

Vienna Business Agency

>Peter Höger

Head of City Planning Division

Vienna Chamber of Commerce and Industry



## Team Representative

Architect, urbanist

## 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:

>Volkmar Pamer

MD21, Department of Urban District Planning and Land Use, City of Vienna

>Johannes Ott

Investmentproducts Fundraising

Erste Group Immorent AG, Vienna

>Andrés Peña

Head of Quarter management Standpunkt Liesing, Vienna

>Georg Soyka

Architect, Partner at Soyka Silber Soyka Architekten, Vienna

>Martin Eisenschien

Architect, Head of MES Real Estate Services GmbH, Vienna

>Member of the international Jury

>Member of the international Jury

## Jury - 2nd Evaluation

>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)

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 Europan, Berlin  
<http://www.plattformberlin.com/>

>Stéphanie Bru (FR)

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

>Verena Mörkl (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  
<http://www.kcap.eu/en/>

>Dieter Läßle (DE)

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.

## Commission given to the selected team(s) for the implementation

Follow-up-step towards an architectural implementation

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# A. Introduction





# A. Introduction

## Experiment as Method:

### The Birth of Industrial City Liesing!

#### Overall task

Facing its high growth of inhabitants Vienna has been developing an ambitious plan to preserve, support, and promote productive working places in the city. The Industrial Area Liesing is the city's largest productive area with more than 7.000 working places. Since 2011 a neighbourhood management scheme has been supporting the area's development, aiming at unique options for synergies between businesses, supportive infrastructure, ambitious newcomers, and, above all, the development of an "industrial city": the integration of sustainable mobility, public spaces and new types of buildings shall create new synergies between low-rise production and stacked forms of productive businesses with a higher density of workplaces. Europan shall be the pilot for this ambition.

#### Aim of the Competition – unique business hub

Instead of mixing industry with housing Europan project shall provide a strategic urban-architectural strategy which triggers and moderates a "magical mix" of businesses. A suggestive configuration of innovative types, integrating the design of an industrial Boulevard, shall "complement" the city's and developer's ambition to create a unique business hub: a mix different forms of production, education, and services that could especially profit from exchanging knowledge, synergy of skills, and facilities for work and recreation. A step by step strategy shall consider how to replace, or partly integrate the existing buildings.

#### Commission for winner

Liesing is a district with 3 Europan implementations (E7, E8 and E10), focussing on housing. With Europan 14 Liesing promotes a new industrial-city, introducing landscape, public space and innovative synergy of uses in midst Vienna's largest industrial district. The city and the site developer want to initiate together a pilot project of mixed businesses, which shall exploit potential synergies in a new setting of inventive typologies. Based on a programmatic masterplan (first step) and an experimental case-study (second step) have prepared a perfect ground for Europan, taking the next step towards architectural implementation.

It is intended to commission the Europan team with a concretizing follow-up step towards architectural implementation. The city and the developer look for a "partnership" with a team that has a comprehensive understanding of the task, being able to productively accompany the future development steps with its expertise.

## B. Relation to E14 topic





## B. Relation to E14 topic

### Site family #1:

#### From Productive Area to Productive City

What kind of Urbanity for the Logistics & Industrial Areas?

The contemporary city is divided between very active big box urbanism linked to all metropolitan networks and light industrial sites adjacent to city centres. They operate in isolation to their adjacent areas with mono-rhythmic uses.

The challenge is to inject new economies that would generate synergies between uses, but also porosities resulting into poly-rhythmic urban milieu. How to develop common shared spaces between users of diverse activities as well as with the inhabitants of the surrounding areas?

With sites in the following cities Alta (NO), Amiens (FR), Amsterdam (NL), Angers (FR), Bègles (FR), Essen (DE), Grigny/Ris-Orangis (FR), Hamburg (DE), Huy (BE), Kriens (CH), Lille (FR), Lillestrøm (NO), Toulouse (FR), Wien (AT)...



Industrial area Liesing

The main challenge is to create an “incentive environment”: the performance and character of the spatial setting shall support the city’s and developer’s promotion-strategy, attracting new businesses by new options for various kind of synergies. The links between different scales of production, technology and knowledge has been strongly developing. The site’s conditions are perfect for welcoming a synergetic cluster of different types of working-models, which promote interaction and sharing. The model of a business-park could be intensified in form of a micro-business-cluster, in which urban framework, typological intelligence, supportive monitoring and exceptional promotion can finally come together. Following the strategic-master-concept Standpunkt Liesing and the case-study Lab-Liesing, European is the third cornerstone of a gradually concretizing implementation plan. As such, European shall deliver an urban-architectural strategy, which creates a spatial framework – a receptive figure – for Vienna’s extraordinary ambitions, giving birth to “PRODUCTIVE CITY LIESING”.



## C. The city



## C.1 THE ROLE OF THE CITY IN THE REGIONAL CONTEXT

Since the extension of the EU, Vienna has received both the chance and challenge of becoming the centre of a border-crossing and multilateral European region within the four-state region Austria-Slovakia-Czech Republic-Hungary and of repositioning itself together with regional partners within the boundaries of this new Europe. This European region (CENTROPE) was designed to plan and coordinate measures to strengthen the economic area.

With the headline “Vienna: Reaching beyond its borders” the “City Development Plan 2025 (STEP 2025)” reinforces the role of Vienna as a main node within a metropolitan region. The following excerpts from STEP 2025 underline the city’s awareness about the importance of a cooperative region:

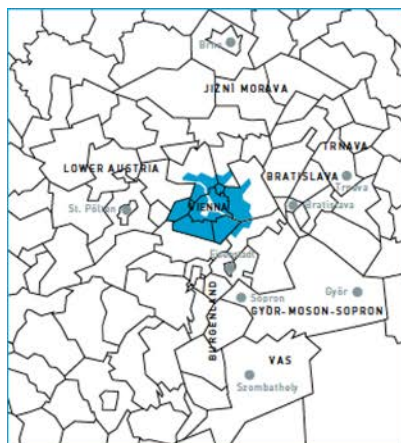
“Due to its geographic position and numerous political initiatives, Vienna has become a vital actor in Central Europe and even for the entire Danube region. Vienna’s leading role in such initiatives as Centrope and the EU Strategy for the Danube Region emphasises the city’s political and economic relevance and opens up new growth opportunities. At the same time, Vienna is the hub of a dynamic and successful metropolitan region extending between St. Pölten, Brno, Bratislava, Győr and Wiener Neustadt. Substantial economic clout, relatively low unemployment rates and an intact environment are cornerstones of this success. International orientation is another: the region is today enmeshed in high-level inter- national networks because national and international enterprises co-ordinate their European and global business from here, because the region is home and workplace to people from all over the world, because Vienna – as a headquarters of UN, OPEC and OSCE – is a meeting-point of international diplomacy of worldwide renown.



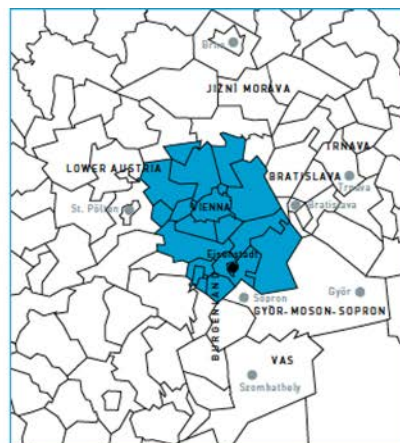
Construction of Vienna’s new main train station

The attractiveness of the metropolitan region is most clearly gleaned from the population growth in its agglomeration. Thus, more than 2.6 million people are currently living in Vienna and in the core zone of the metropolitan region. For the coming years, a population increase by approx. 400,000 persons is predicted. There is a saying: “People vote with their feet”. For regional development, this means that people move to places with high quality of life and good opportunities for themselves and their families. The strong inflow into the region is therefore a positive sign.

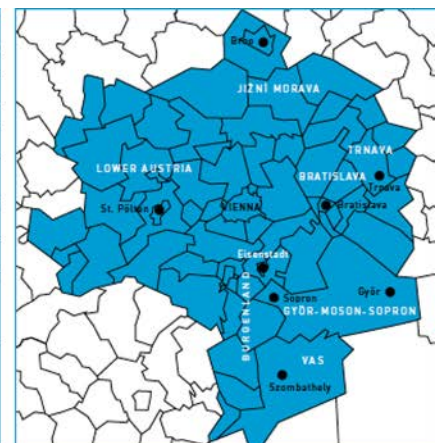
The ongoing development of the city region towards a service and knowledge society (Knowledge economy) is facilitated and supported by population growth. Growth triggers new market opportunities and products; more demand, job possibilities and value added are generated; and the pool of innovative clout and creativity is enlarged. At the same time, however, there exists the fundamental task of ensuring skill-building for residents to enable them to meet the employment requirements emerging in the region.



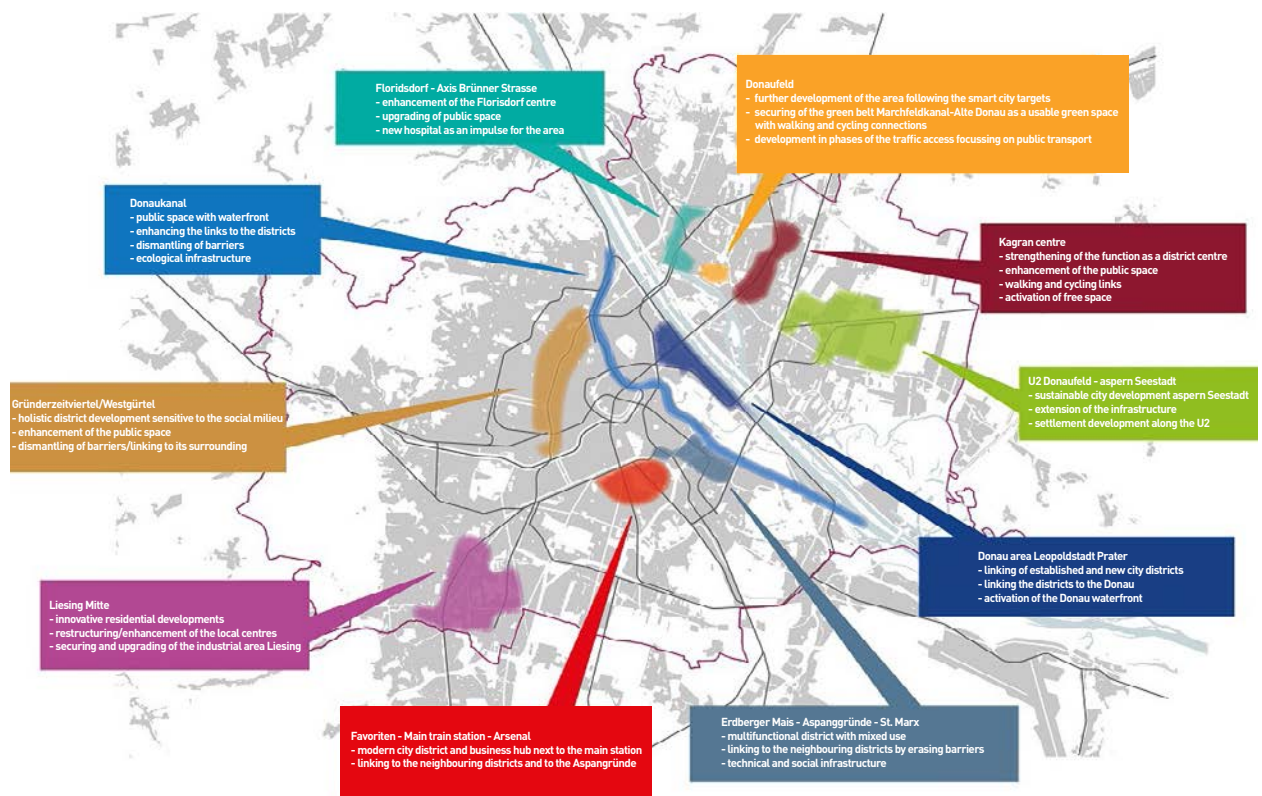
City-Environs Management



Stadtregion+



Centrope



target areas of Vienna's city planning

As the centre of business, education, research and culture of the entire metropolitan region, Vienna should have a special responsibility to develop the knowledge region. The innovative dimension of the Smart City Wien initiative thus provides a key impulse and driving force to blend economic dynamism and resource efficiency. Seen against this backdrop, "Vienna: reaching beyond its borders" means on the one hand to create even better preconditions for a successful, knowledge-based service metropolis here in Vienna.

The Austrian capital's urban developers will contribute towards this goal by means of foresighted planning, the networking of business locations, efficient land development and intelligent urbanistic solutions. On the other hand, the slogan means that the city region must be treated as a functional whole through partnerships with Lower Austria, Burgenland and the adjacent municipalities and furthered and supported by means of close supraregional fine-tuning, co-ordination and co-operation. For this reason, STEP 2025 deliberately assumes the perspective of the entire agglomeration and wants to provide impulses for the partnership-based evolution of the region as a whole."

see STEP 2025: <https://goo.gl/Z2hF3M>

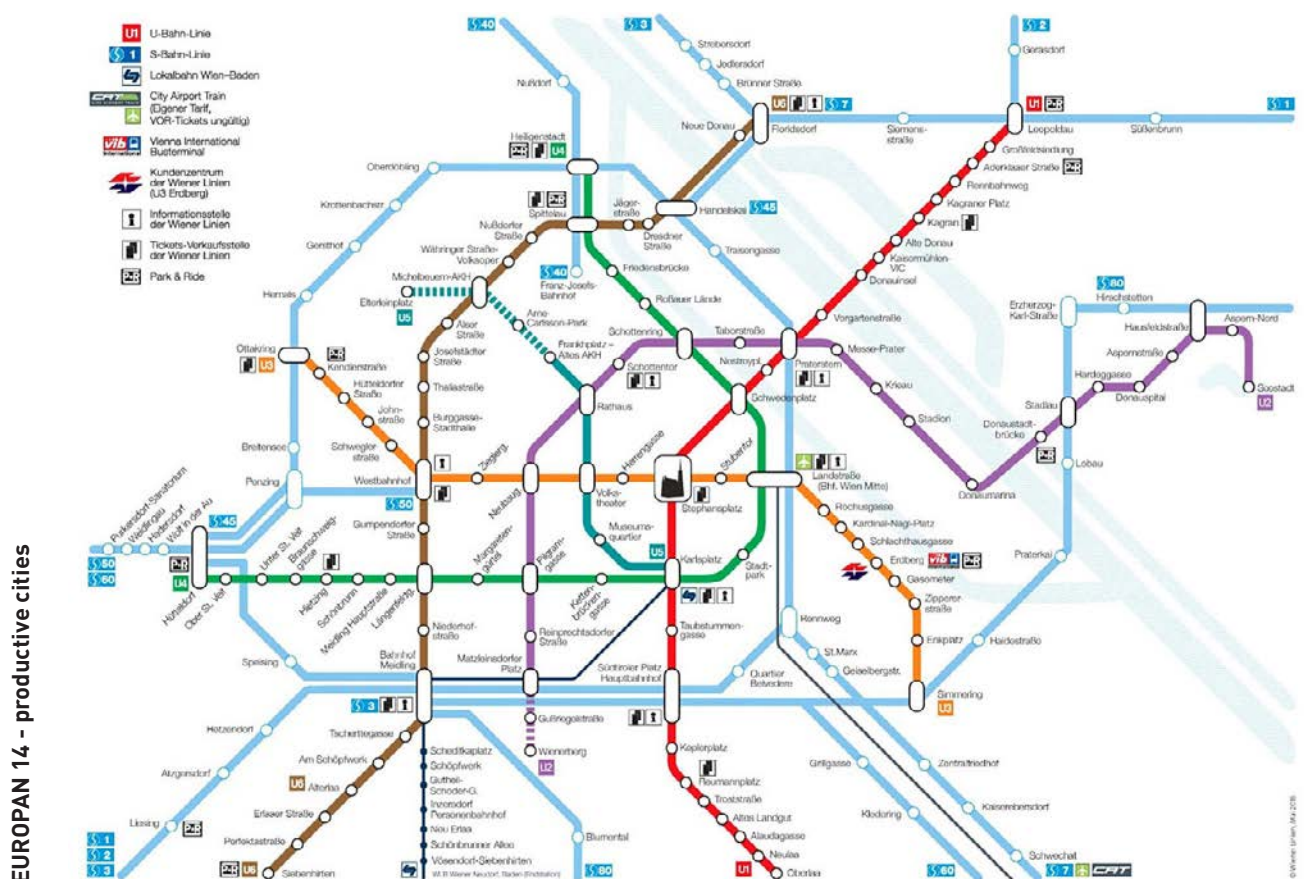
## VIENNA: A GROWING CITY – BALANCING LIVING AND WORKING

As the capital of Austria and through its geographic proximity to the new member countries of the EU, Vienna attracts a constant inflow of immigrants. 20.000 to 30.000 new inhabitants per year make Vienna one of the fastest growing cities within Europe. The current city government, a coalition of the socialist and the green party, has proclaimed its intention to canalize this growth into a sustainable city development, using its critical mass to create new types of urbanity within the city and on its fringes. Renewable energy, sustainable mobility and greater development of public transport facilities are now at the focus of attention of the responsible government agencies. Intelligent mobility is the name of the game: it is planned to double the proportion of bicycle traffic. Infrastructural frame conditions form the basis for forward-looking urban planning. By launching more participation projects, it is hoped to improve the integration of urban dwellers into the process of urban design. In order to organize the growth of the city, the City Development Plan of 2005 (STEP05) already defined the so-called "Zielgebiete": target areas on which the department of city planning focuses its attention, trying to both stimulate and coordinate the growth of the city. The target areas comprise new urban quarters along existing and new lines of infrastructure. The system of subway lines is continually expanding, acceding also those areas which are still not densely populated.



Public transport is seen as a main motor for urban development: the building of new subway stops is usually coordinated with new housing developments, focusing on high-standard-affordable housing), integrating social infrastructure, and commercial uses for daily needs. The target area "U2 Donaustadt" is a significant example: along the "pearl chain" of subway line U2 the city has been initiating large scale developments such as Beresgasse, Hausfeld, and, most prominently "Seestadt Aspern" at the end of subway line U2: "Seestadt Aspern" is supposed to accommodate 20.000 inhabitants and 20.000 workplaces. The process of implementation has been ongoing since several years, increasingly intensifying its activities (see [www.aspern-seestadt.at/en](http://www.aspern-seestadt.at/en)). The target areas also include large areas formerly taken up by rail stations, where new urban quarters are to be inserted within the existing urban fabric, such as the new main station area, or the areas of the former Nordwestbahnhof and the former Nordbahnhof. The building stock of Nordbahnhof and Nordwestbahnhof will have far more than one million squaremeters of gross floor area, representing a unique inner city consolidation project, having in total more surface area than the "Seestadt Aspern".

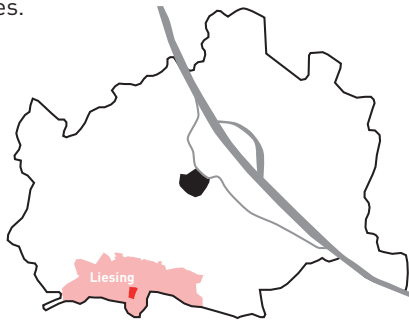
The new City Development Plan, STEP 2025, which was passed in 2014, proposes a number of strategies to facilitate a sustainable growth of the city. Facing the extraordinary demand for housing in consequence of the growth, the STEP 2025 promotes urban strategies for subsidized collective housing as an important motor for city development, embedding the residential program in concepts of urban neighborhoods. The high pressure to provide sufficient space for new housing developments has been introducing housing not only to former green lands and agricultural fields, but also to places in which, up to now, industries, businesses, or infrastructural facilities have been operating. This "invasion" of housing has been launching a debate about the rightful balance between the demands of living and working: due to Vienna's growth, about 100.000 additional working places have to be provided within the next 10 years in order to keep stable the relation between the number of people and the capacity of employment. Although the structure of working has shifted continuously from industry to the service sector in the last decades, the STEP 2025 takes notice of the recent, international awareness about the importance of integrating production in the city area (instead of displacing it). Actually, the city works on the development concept "Productive City Vienna", aiming at a comprehensive, proactive support and integration of the productive sector. The concept shall become part of the STEP 2025. It is intended to be published later in 2017.



## C.2 THE TERRITORIAL AREA

### THE URBAN CONTEXT OF THE STRATEGIC SITE: LIESING

Eight villages and eight cemeteries. Seen from a historical perspective, there is no real district centre, so the inhabitants of Liesing feel attached to their neighbouring villages which create historical realities within a patchwork of suburban industrial, business and residential complexes.



the eight villages forming the district of Liesing

This patchwork grew along the main infrastructural north-south routes that cross Liesing. Its split identity, derived from eight former independent villages, symbolises its present condition. Besides the separate development of single objects, the polycentric village structure creates a diffused urban arrangement in which the relicts of different village nuclei replace a prominent district centre. Seen in this context, the recent development of the Liesing Square and the redesign of the brewery site on its western boundary (master-plan-project by COOP-Himmelb(l)au: flats, shopping mall, offices, residential home and children's day centre, health care and sport centre) can be seen as an endeavour to turn one of those eight village satellites into a significant centre of the whole district.



"Liesing Brewery" - residential neighbourhood; Masterplan by COOP-Himmelb(l)au, implemented 2010

One can interpret these village nuclei as islands that should be maintained and supported, in order to create an archipelago of strong identities within a diffuse urban structure. In addition to these villages the housing estates of the later 20th century (Alt-Erlaa, Schöpfwerk, Wiener Flur), as well as the recent and ongoing neighbourhood developments (Scherbangasse, European 7/ Perfektastraße, European 10/Emil-Behring-Weg) have been forming new significant islands, enriching the idea of the archipelago. Along with the public green islands of the eight cemeteries (the "parks" of the villages) the aforementioned housing projects integrate attractive green spaces. They form communal outdoor areas which are very important meeting and leisure places, especially if we bear in mind that the castle grounds of the Castles Alt Erlaa and Hetzendorf are green islands closed to the public. A further characteristic type of a privatised green island within the 'Archipelago Liesing' is represented by the allotment-gardens managed by various gardening clubs.

It is as remarkable as it is unsurprising that, contrary to the residential islands, the largest of all islands, the industrial areas in the South and South East (Liesing, Inzersdorf) show a dramatic lack of attractive green spaces. As well we can observe that, in spite of their large size, they are the most invisible ones. Both observations will be addressed later in the brief.



the industrial areas of Liesing



## LINEAR ELEMENTS I STREET AND RAILWAY NETWORK

A network of linear elements runs through Liesing's archipelago, partly connecting, and partly separating its islands:

significantly, the public transport lines of the Südbahn-railway and the U6-subway (tracks run above ground) form two strong North-South running elements. The main N-S running traffic arteries are the highly frequented Triester Straße, Altmannsdorfer Straße, Breitenfurter Straße, and Brunner Straße (close to the strategic site, highly important road for the Industrial Area Liesing (IAL)). They provide efficient city-region links, connecting Liesing directly with the southern highways A2 (direction South to Graz/Slovenia, Italy or direction North to Czech-Republic), A21 (direction Salzburg, St. Pölten via Wienerwald), and S1 (direction Schwechat, Hungary, Slovakia). Liesing's East West connections are less strong, among them the Ketzergasse (at Vienna's southern fringe) and the Perfektastraße (see strategic site) are the main arteries.

EUROPAN 14 - productive cities



Vienna's road and rail network – source: [www.openstreetmap.org](http://www.openstreetmap.org)

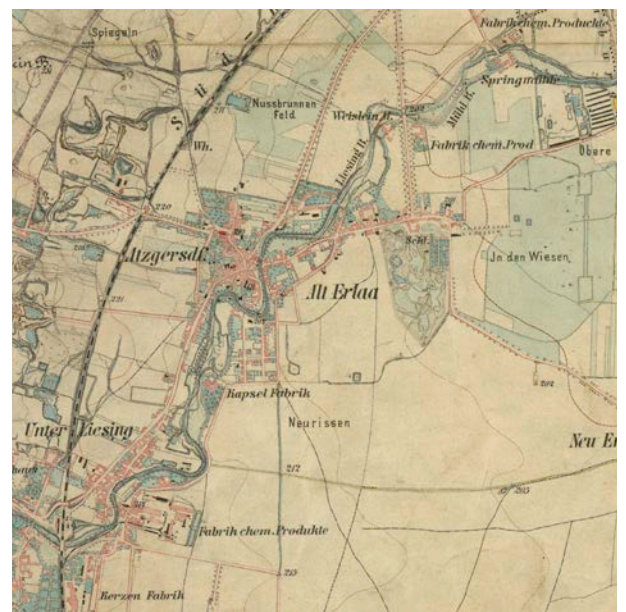
## LINEAR ELEMENTS II

### THE LIESINGBACH – SYMPTOM FOR AN OUTDATED DICHOTOMY

Interestingly, the driving force of the original industrial development – the Liesingbach (running west of Industrial Area Liesing (IAL)) – has converted from an industrial infrastructure (energy supply for watermills) to a highly important leisure zone that weaves together various islands of the archipelago. It is highly important to understand that the history of the Liesingbach-conversion (from an industrial infrastructure to a green leisure area) mirrors the outdated and expiring role that industry was playing until recently in the development of the city: dirty and old-fashioned industry has to be replaced by a more clean, efficient and ecological setting: green spaces, sustainable compactness and industry are mutually exclusive. Either green, compact and clean, or industrial, extensive and dirty. This fatal dichotomy has led to a polarization of values, which, for a long time, has erased the topic of industrial developments in all the discussions about future urban visions, disintegrating the business-organism in favour of a highly reductive “service-society” which has led to a highly reductive vision of a “service-city” in which production finally does not have a right to exist.

Today, this dichotomy seemingly has come to an end (see “Change of Paradigm – A good City has Industry!”).

Today the Liesing-Bach is a wonderful green area. We should highly appreciate this fact, but at the same time we should be able to link this quality not exclusively to an idea of housing and leisure, but also to an idea of an updated industrial program which results in new ideas about public space, mobility, recreation areas and types of buildings (see “Strategic site”)



the Liesingbach in 1872



the Liesingbach today



### C.3 URBANISTIC OBJECTIVES FOR LIESING

#### **WOW! – Urban development programme for the target area Liesing Centre**

A network of linear elements runs through Liesing's archipelago, partly connecting, and partly separating its islands:

significantly, the public transport lines of the Südbahn-railway and the U6-subway (tracks run above ground) form two strong North-South running elements. The main N-S running traffic arteries are the highly frequented Triester Straße, Altmannsdorfer Straße, Breitenfurter Straße, and Brunner Straße (close to the strategic site, highly important road for the Industrial Area Liesing). They provide efficient city-region links, connecting Liesing directly with the southern highways A2 (direction South to Graz/Slovenia, Italy or direction North to Czech-Republic), A21 (direction Salzburg, St. Pölten via Wienerwald), and S1 (direction Schwechat, Hungary, Slovakia). Liesing's East West connections are less strong, among them the Ketzergasse (at Vienna's southern fringe) and the Perfektastraße (see strategic site) are the main arteries.

The program of the Target Area Liesing Mitte (Zielgebiet Liesing Mitte) addresses an area that is more than twice as large as the historical center (700ha). It aims at the development of a comprehensive system of sustainability, relating innovative technologies to a social agenda and spatial concepts:



WOW! stands for Living, Ecology and Economy (Wohnen Ökologie Wirtschaft), seeing Liesing's characteristic proximity of living, working and leisure as an opportunity for intensive reflections on urban planning within a diffused urban structure:

The ongoing practice to use the southern parts of Vienna as an attractive residential area has been triggering a wave of converting abandoned business-areas into housing development zones in the last decade.

#### **Industrial Area Liesing (IAL) – creating a first-class industrial and businesses location**

The more it is important today to avoid the negative effects of businesses moving out of the area. In order to resist proactively to the consequent loss of employment and weakening of the local economy the city has decided to boost the Industrial Area Liesing (IAL) and create a first-class industrial and business location for dynamic enterprises, as well as applying measures for business centre branding (for example science and technology).

In this context it is highly important to encourage the creation of sustainable traffic infrastructure, creating incentives for pedestrians/cyclists, and improving the public transport service.

The key focuses promoted by WOW! concentrate on three areas, among which the ambitious restructuring plans for a technology and science complex in the Industrial Area Liesing (IAL) is of main significance for the European competition:

## 1. Industriegebiet Liesing/Industrial Area Liesing (IAL)

- > Preserve the area as a unique workspace by protecting it from certain uses (e.g. housing) that might restrict the possibility of an undisturbed production

> Transform, upgrade, and mobilize abandoned areas, introducing new technologies, new networks, new know-how-transfers, as well as options for subsidies

## 2. In der Wiesen

- > Transmit the strong relation to agriculture to a densified urban development through models of urban gardening with predominantly subsidized housing (reduction of mobility, sustainable circles of food production and consumption, vertical green = integration of green spaces into the upper floors of the buildings);

### 3. Atzgersdorf-Centre

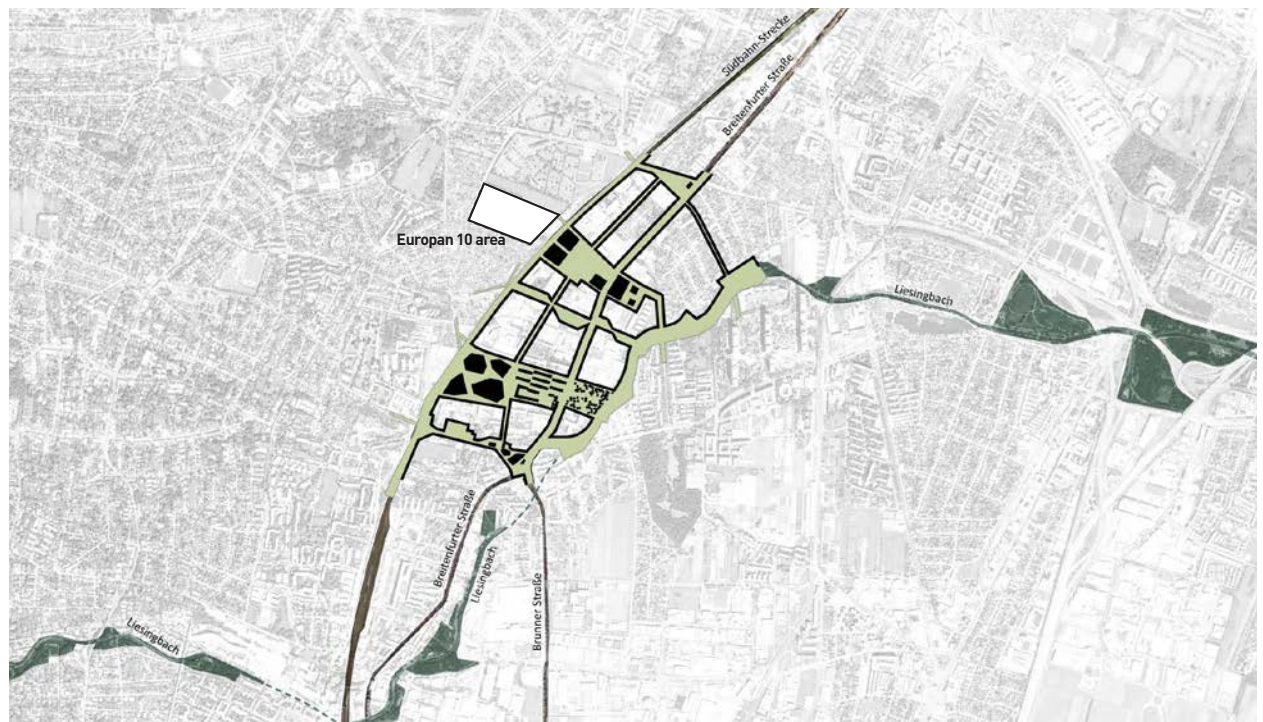
> Strengthen its significance as a historical center by introducing new developments (such as the neighbourhood area at Scherbangasse, Carrée Atzgersdorf, construction starts 2018) and networks that link the area with its surroundings shall revitalize Atzgersdorf-Centre.

Strategic urban guideline projects such as “Knüpfwerk Atzgersdorf” have been setting the course in creating new visions of connectivity in which the development of linear landscapes creates an attractive green grid, knitting together different areas around Atzgersdorf.



In der Wiesen Ost: Urban gardening project with more than 1.000 housing units; start of implementation 2017, rendering by Schreinerkastler

WOW! follows the logics of the 'Achipelago Liesing' described above by dealing with precisely defined areas and their according connections including transport and public utility structures (which are yet to be improved). It is not only for economic reasons (rentability of infrastructures, customers for local shops, etc.) that the interaction between density and development potential should be viewed in more detail. Demands focus on flexible planning and development processes with the greatest possible versatility with regard to future framing-conditions and dynamics without forgoing those primary quality targets.



Strategic urban guideline project "Knüpfwerk Atzgersdorf", 2011-2012; drawing by STUDIOVLAY



### CHANGE OF PARADIGM: A GOOD CITY HAS INDUSTRY!

Vienna's role in the world as #1 city in quality of living (Mercer's quality of living survey) has always been evoking images of high class public transport, social inclusion, good healthcare, abundant green areas and affordable living on a remarkably high level. Although the parameter of economy is an important part of the survey's evaluation, Vienna's specific business-scape remains hidden behind the appeal of the above-mentioned images.

Nevertheless, the quality of living only works if the economy feeds substantially the demands of a fast-growing population – people have to make their living in order to be able to afford what the city offers, as well as they have to be able to pay their taxes to feed the city's extraordinary social system. The right to work is key for a stable society. 100.000 new workplaces have to be provided within the next ten years in order to meet the demands of the growing population. The decades-long exodus of the industry has been influencing considerably Vienna's urban development strategy, like in the other European cities, and the cities of the Western world in general. This exodus was politically man-made and became virulent during the era of Reagan and Thatcher: a globally networked economy shall profit from a specific distribution of resources: the knowledge-based business (located in the Western countries) feeds and directs the industrial production, outsourced to low-wage-countries, mainly in Asia. This geographical split had a dramatic impact on city development – until recently, everyone was believing in an irreversible trend from industry to service. This trend has been driving the urban discourse of Western cities, including European's agenda. The conversion of inner-city industrial sites into "urban" areas (very often dominated by residential program) reinforced the global "division of duties".

If we understand that the transformation from an industrial to a service-based-society was "designed" as a complementary project on a global scale (industry = them, knowledge and services = us), we will also understand that this change polarizes between societies and cultures, cutting off options for jobs in Europe's industrial sector. Moreover, if the industrial sector itself changes due to technological development (industry 4.0, service-manufacturing -links), the old global distribution-model breaks down together with the outdated dichotomy between mindless production and smart services: today, service and production, or minds and hands, are much more intertwined, as well their spatial demands have been changing from predominantly large production plants to a bandwidth of sizes including micro-scale production that might be integrated in a multistory structure as well. This goes hand-in hand with the reduction of emissions which enables a denser coexistence of uses, although not all the businesses can reduce their emissions to a degree that would allow a mixed neighbourhood. It is important not to exclude these companies from Vienna, but allowing them to continue and even develop their business further.

These service-manufacturing-links profit from the close cooperation between services and industries, promoting a complementary relationship. An important effect of this mutual "respect" is the increased level of social integration, avoiding a stronger polarization concerning income and spatial segregation, which one can observe in cities without an industrial base. "The argument is that the manufacturing cannot and should not be separated from typically "knowledge-based" activities such as design and R&D (research and development). Or to put it more strongly, a manufacturing base is a necessary condition to develop and expand R&D and other high-level services". Quote from D. Läßle, *"Production back to the City. A plea."*

Actually, one can observe an ongoing transformation of the traditional mass-production-industry to a networked-system of eco-production that can be integrated into inner city structures, thanks to new information-/communication-technologies, reduced emissions, and new ways of localizing and organizing the spaces of industrial buildings (integration in city distribution system, compact structures, ...).

see: <https://goo.gl/n7mFCP>



headquarter of the Wittenstein Bastian GmbH in Fellbach

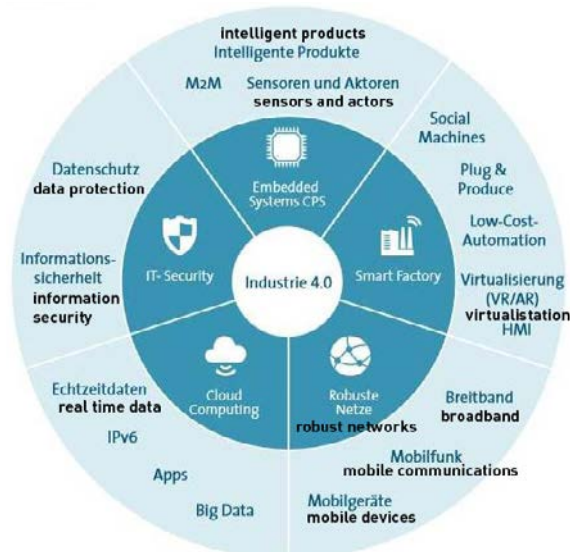
Rather than the manufacturing's return to the city, it is about its "reinvention" (D. Läßle). New ways of production like 3D-printing provide alternatives to unfair working conditions, bringing back to Europe formerly outsourced businesses. The spectrum ranges from high-tech engineering such as speed-factories in sports-business (e.g. Adidas) to locally "handmade"-products which address clients that look for fair-trade and individually produced goods. Both examples demonstrate a reinforcement of locally embedded economies which diversify the urban economy whose development was limited mainly to a tertiarization-process. Through widening up this economy the cities can stabilize their "eco-system", becoming more independent from the turbulences of the global market.

Today we understand that the future of our cities might not be driven by consumerism and debts but focusses on production that is driven by innovation. Like D. Läßle mentions in his article, successful examples for this change of paradigm are the local networks of the fashion- and clothing-industry in NYC, the bio-tech clusters in Boston, or the food-economy in Los Angeles – a mix of micro-businesses which address specifically local demands.

The cross-links between disciplines are the main driving force in the restructuration of the urban economy:

- > between manufacturing & creative industries (settings for TV-studios, theatres, ...)
- > between decentralized production and consumption through smart grids (e.g. supermarkets produce food on the roof, which they harvest for selling ...)
- > between various makers = FabLabs (radical decentralization of production through a neighbourhood-cluster of makers, e.g. Fabrications Laboratories such as Le Dome in Caen).

These cross-links bring knowledge and production together, in parallel to the new interlocking of digital and analogue production. People are related to a dynamic exchange of knowledge, mechanical working is more and more mixed up with situative networking. The intensification of exchange generates an increasing demand of smooth interfaces within the production chain, resulting in a new "post-proletarian" working profile. People are confronted with patterns of communication and non-routinist work, in which "head" and "hands" cooperate, making them more aware and sensitive about the richness of metropolitan values (different (sub)cultures due to the ethnic mix of its population; bandwidth of food culture; healthcare; educational facilities; events of different kinds such as forums, markets, symposia, ...).



eco system of Industry 4.0 - one example of a new integration of the productive sector

[www.professional-wlan.de/et-solution-industrie-4-0/](http://www.professional-wlan.de/et-solution-industrie-4-0/)

Among 45 metropolis Vienna holds the 6th position worldwide when it comes to the ratio of industry. Rather than erasing industry it makes much more sense to consider its potentials and trends within the specific context of Vienna's dynamic development: in the fields of industrial production the city has been having a focus on technology and science-orientated business. Classic large-scale-low-tech production (leather, textiles, clothes) has become less important in favor of well networked businesses with fragmented value chains and a higher ratio of scientists, engineers and specialists involved (e.g. Siemens).



### Three Remarkable Points

Beside this shift in quality there are three more remarkable points which put the strong shrinking of the industrial sector (minus 2/3 between 1981 and 2012!) into a different light:

First, industrial production generates working places in the servo-industrial sector (jobs that are necessary to complement the production chain) that are more than twice as high as the ones in their own business field.

Second, numerous companies have been outsourcing former in-house work to other locations (no reduction but relocation of services such as cleaning, car pool, security, IT etc.).

Third, the productivity and value-creation per working place is much higher than in the service-businesses, especially if we consider the hi-tech sector.

### New Demands of a New Ecology – Industry 4.0 and its impact on lifestyles

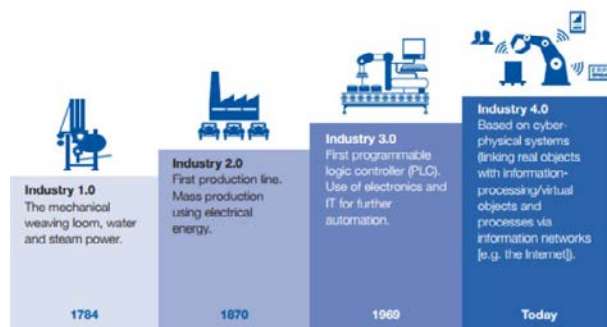
Actual technological trends in the production-sector confirm the high-times of innovative production modes, integrating science, research and the digital/analogue interface: smart technology (broadband and cloud technologies, 3D-printing, automatized production), bio- and nanotechnology (medicine, packaging, material grades), energy- and environmental businesses (CO2 reduction, energy- and material efficiency, car-industry, low-tech innovations such as Wadi (see [www.helioz.org](http://www.helioz.org))).

It seems that the future of industry is strongly linked to its capacity to adapt to a new ecology that is primarily based on smart networking, providing links between services, industries, creative industry, urban manufacturing, FabLabs, and local migratory economies. Within this network material production will remain an important parameter of the post-fossil urban future. The either-or option of a colonial outsourcing-model has expired. Industry is not anymore an antidote to the values of the ecological city but one of its primary elements.

The trend to fragment a big production complex into specialized units within a networked landscape of businesses results in the increased importance of connectivity, both on the physical and virtual level. As already mentioned before, the intense performance of communication results in denser exchange patterns, going hand in hand with a higher level of education. It follows that higher demands on spare-time-events and qualities of urban life finally strengthen Vienna's position because Vienna simply has the right things to offer: it unifies an efficient physical and virtual infrastructure with attractive places, diverse programs, and a high-end health- & social service infrastructure with an ambitious integration policy.

If Vienna wants to stay number one in quality of life it has to make the question of economy to its central concern. This is why the STEP 2025 will be complemented in 2017 with another Thematic Concept on "Productive City". It will promote comprehensive strategies for the future development of the city's productive sector (quality of living = quality of working). The challenge is to draw the respective public attention to the topic of working that, until today, was pushed aside by other topics such as housing, green spaces, and mobility. Paralleled by the international attention (e.g. Symposium "Produktive Stadt" (Stuttgart 2014, The Next Economy (IABR – Architecture Biennale Rotterdam 2016), Productive City Congress, bauwelt Berlin 2016, and European 14 in 2017) the "Productive City" will play a central role in the promotion of Vienna's values. Seen in this context the European 14 competition in Liesing is an important pilot project about new development-perspectives in a business area with a large amount of production.

#### EUROPAN 14 – productive cities



development of industry 4.0

[www.techcrates.com/metrology-is-a-key-feature-of-smart-factories/](http://www.techcrates.com/metrology-is-a-key-feature-of-smart-factories/)

#### C.4 THE URBAN CONTEXT OF THE STRATEGIC SITE

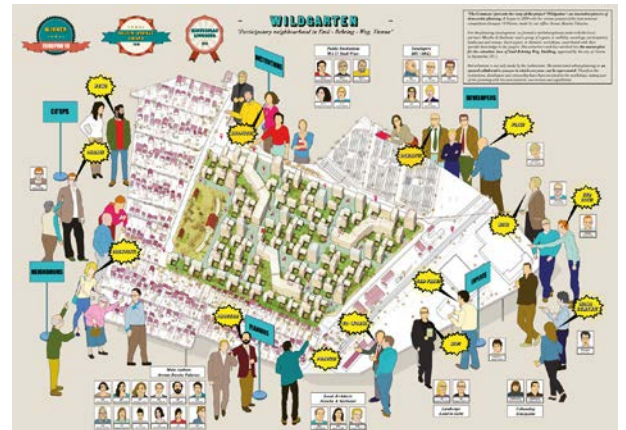
What was written in “Changes of Paradigm” is not a privilege of present times: the history of work has been an ongoing driving force of city-transformation, creating new relationships between city and region.

##### Liesing Bach (Liesing brook) and Südbahn-railway line

Since the 13th century numerous mill-sites (grain-production) along the Liesingbach formed important centres for grain-production, which was taking advantage of the surrounding agricultural areas as well as it was fed by imported grain from Hungary. These important food-“hubs” for Vienna were industrialized in the 19th century, when steam-engines replaced the mills. The machine-age triggered comprehensive industrial development, spreading out to the east of Liesing Bach and taking advantage of the good connection to the regional street network (South, East West) and the Südbahn-railway line (main connection to Italy and Slovenia) which was intensifying the industrial development as it triggered a band of industries along its course. This band is partly still active, partly it is abandoned, partly it is under process of conversion (new housing projects, e.g. European 8, European 10, Scherbangasse).



European 8 winner MALARCHITECTURE\_Lastenstrasse under construction



European 10 winner Arenas Basabe Palacios Arquitectos Wildgarten\_in implementation (planning application phase)

EUROPAN 14 - productive cities



Carrée Atzgersdorf plus implementations of previous European rounds





European 7 winner "Fallow land" by PLAYSTUDIO and YES, 2014-2016

### U6-subway

Another public transport development is highly important for the context of the European 14 project: the development of the U6-subway line. Since the 1970s the city has been concentrating large housing developments along the U6-stops (starting with Alt-Erlaa, Am Schöpfwerk, In der Wiesen, Wiener Flur Siedlung) in order to provide sustainable city-extension with efficient public transport connections.

At subway stop U6-Perfektastraße a specific situation occurs: East of the U6, and north of Perfektastraße, housing is the dominating program (European 7), whereas south of Perfektastraße and west of the U6-line the Industrial Area Liesing (IAL, strategic site) is located. Both programs, housing and industry, profit from the subway-line.

### Dilemma and Potential

Especially for the Industrial Area Liesing (IAL) the subway has added an extraordinary value, nevertheless not without ambiguities: on the one hand the efficient connection to both, the regional street network and the subway makes the area highly attractive for businesses. On the other hand, it has caused specific expectations: landowners of abandoned sites close to the subway speculate to sell their land at a prize that is considerably higher than the usable market value for production industry. This is why most of these sites are frozen, and development has stopped.

### New Developments

As a possible way out of this dilemma, recent developer-initiatives have started to insert new typological developments (multistory buildings) and programs into the area:

The APCOA-parking garage at Perfektastrasse, close to the U6-stop Perfektastraße provides in total parking places for 735 cars (7 floors) with special P+R-offers for commuters or permanent parkers.

<https://goo.gl/spqdXF>

### Silo

The Silo project is an ambitious new development at Lemböck-Gasse (close to U6/Perfektastraße), consisting of three buildings which are realized in phases. Phase 1 is already completed and under use, offering offices with shared facilities (conference rooms, coffee shop, restaurant). The building provides highest energy efficiency (earth-collector, geo-thermic-system, photovoltaic) and a far higher density of working people who can take advantage of the close subway stop (underground parking is additionally available).

The program of the Silo project also creates a compatible transition from the industrial area to the housing strip at Lemböck-Gasse.

With European 14 the transformation of the area will intensify and take new directions: the developers of "Silo" have decided to participate in European 14 in order to explore new development options that go beyond the program of Silo, both on the typological and on the programmatic level as well (see project site).

Between Talpagasse, Liesinger-Flur-Gasse, Perfektastraße and Lemböck-Gasse mostly large scale buildings occupy deep plots that provide space for logistics, that the companies need for their everyday business (uses include heavy industries, storage, offices, car dealers, showrooms). Several buildings are abandoned or rented out for a low rent, offering a high development potential (availability of space). Until now various site developers have been looking for new businesses without much success. European14 might be a chance to inspire them with new options, being the third element of a comprehensive urban project, which involves PPP-formats, directed by the City of Vienna (see below "Three scales for a durable urban strategy").



Silo project offices at Lemböck-Gasse

### Qualities of Streets and Public Spaces

Public life in the streets is scarce, cars and trucks dominate the traffic. During night hours, the businesses are closed and the area is perceived as socially insecure. The characters of the streets are quite different: Perfektastraße plays a central role as an identity marker - the main East-West-Boulevard" that integrates a bus line (64A) and attractive pedestrian and bike-routes. They are intensively used during rush hours, when people go to work or use the educational facilities for adults that are dispersed in the area. Although the Perfektastraße provides an abundant quantity of space its quality as a public space is not yet explored.

Along the Perfektastraße, west of Liesinger-Flur-Gasse the hot spot of the "Mann-bakery" is an intensively used coffee-shop place, attracting people from the surrounding area to take a break/stop. The "Mann-bakery" is a good example for the discontinuous operation of activities: instead of one continuous urban strip there are dispersed points of attraction.



U6 metro station Perfektastrasse

The public "entrée" right west of the crossing point Perfektastraße/U6 is the spatial face to the area. Actually, it is used mainly as parking lot for commuters and a turnaround loop for the bus. The installation of the red landmark of Standpunkt-Liesing (more information see below) with the Info-Container (gives information on current activities and cultural events in the area) mark the ambition to give this area a better design and higher value in the future.



"Der Mann" bakery on Perfektastrasse 100

The Liesinger-Flur-Gasse is an important business-traffic-connection (lots of heavy traffic) coming from South/Ketzergrasse, whereas the much "softer" Lemböck-Gasse forms an interface between the housing strip and the industrial area. Daily commuters use the Lemböck-Gasse during weekdays for parking their car in order to continue to the center with the U6. Streets like Talpagasse have a pure access function for trucks, contrasting the (potential) urban quality of Perfektastraße.

Herzigasse and Eitnergasse are two local access roads that are considerably more attractive than Talpagasse (Herzigasse has an alleyway, Eitnergasse has fragments of an alleyway).

Although the Carlberggasse is further north it is important to mention that it marks the limit between a huge housing development area (In der Wiesen, partly still ongoing, partly realized, in total about 8.000-10.000 housing units) which has been bringing a large number of residents rather close to the Industrial Area Liesing (IAL).



## C.5 SOCIO-CULTURAL CONTEXT

*"If I walk over to the supermarket to by a sandwich, there is not even a single bank to sit down".*

*"Wenn ich in den Supermarkt hinübergehe und mir ein Semmel kaufe, gibt es weit und breit nicht einmal eine Bank, wo ich mich kurz hinsetzen könnte."*

Quote from a site owner

In general the abundance of space, together with the lack of programmatic intensity results in a certain beauty that is different from consolidated city structures. Deep sites lead to backland life where sometimes parked private elements mix up with company operations (the informal "belly" behind the visible "crust" along the streets).

In between large scale shed-structures, several multistory developments contain different services, or the administration of the industrial activities.

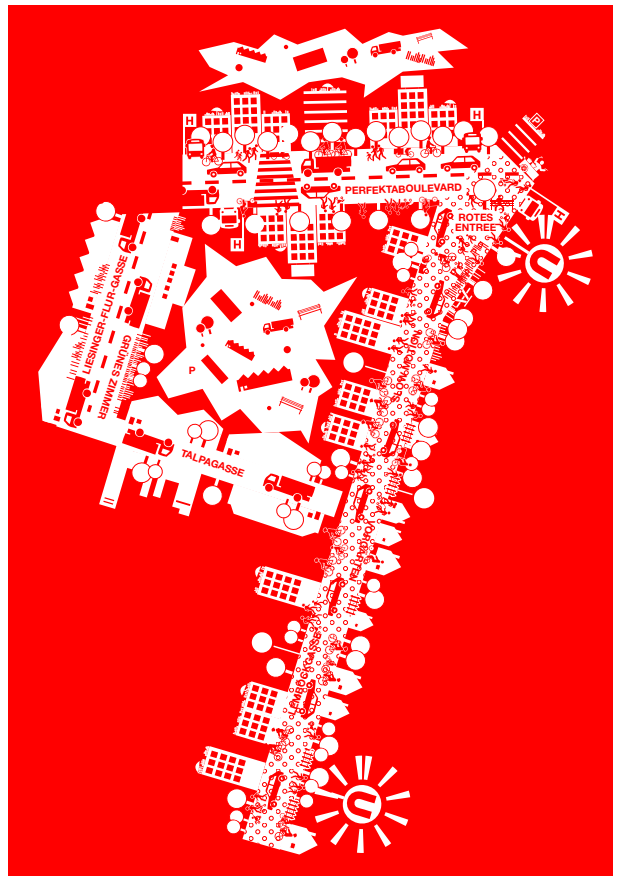
### Heavy meets Light – a bandwidth of "milieus"

LAB Liesing's "double L-graph" very well describes the different condition and "milieus" of IAL.

The "heavy L" – Liesinger Flugasse and Talpagasse – represents the industrial street, in which, during weekdays, heavy truck traffic is dominant, serving the everyday needs of the industry along the roads. The "heavy L"-streets are devoid of pedestrians and bikers. On the other hand, the "soft L" – Perfektastraße and Lemböckgasse – have quite different qualities. Along Perfektastraße different mobilities can be observed, including trucks, busses, cars, bikes (extra bike lane), and pedestrians. Lemböckgasse is characterized by two phenomena: first, it is mainly used as a parking strip for Lower-Austria-commuters, leaving their car here, continuing to the inner city by subway. Second, it is split in contradictory street-fronts, which support its non-industrial character: single family homes along the east side oppose the businesses along the west. The proximity to the subway, as well as the conflictual neighbourhood have been contributing to the insertion of multistory service structures (such as SILO). These structures introduce partly new amenities in the ground floor area (e.g. restaurant at Silo) and a new "density" of working people with new demands on the quality of public spaces. The Entrée at the U6 is the "soft L's-crossing point". It offers a rent-a-bike-station, complementing the network of stations in the surroundings (Brunn am Gebirge, Perchtoldsdorf, Liesing center)



taken on project site



LAB Liesing's "double L-graph"

### Hard Rhythms

The observation of the “heavy-L” and “soft L” during different times of the day and week reveals a lot about IAL’s rhythms of life: during weekdays, Lemböckgasse is full with parked cars. In the weekends and during nights, Lemböckgasse is empty (no park&ride commuters). The Liesinger Flurgasse has an inversed parking rhythm: during weekdays partial car parking can be observed, whereas in the weekend the street is full with trucks that are left back by the truck drivers of the companies. Along Perfektastraße the hard rhythms can be seen during rush hours in the morning and afternoon, when small crowds of U6-passengers walk along the street intermittently, due to the rhythm of the U6-trains.

Nights and weekends are pretty dead. The companies are closed, “unofficial” night uses turn the area partially in a re-light spot of prostitution business. Some companies also complain about burglaries, which might occur occasionally, there is a general lack of social control in the night hours.

### Area under transformation

It has to be considered that there are still a lot of industrial companies operating in the IAL, and that it is a central concern of the city to reinforce the development of productive businesses in IAL in order to avoid a “creeping” transformation of the IAL into a non-productive area in which more and more companies outsource their storage, outlets, etc.

It means that, also for the future, the integration of existing “dirty businesses” such as concrete-mixing plants has to be supported.

Yet, especially in the area around the European project site, a visit on Google Maps shows a “weird” mix of businesses as a result of an inner transformation. A mix of reactivating abandoned sheds and new developments has resulted in a weird bandwidth of businesses: a wide range of companies from different fields, as well as trade-companies use shed buildings of former industries; special stores (such as home entertainment, car dealers, ...; offices, educational centers such as the “bit Schulungszentrum” at Liesinger Flurgasse and Lemböckgasse, [www.bit.at/](http://www.bit.at/) , or the private school for educating students in teaching Islamic religion at Viennese basic schools [www.irpa.ac.at](http://www.irpa.ac.at) ; therapy-spots such as “Spielstudio Wien” [www.spielstudio.at/english-1/](http://www.spielstudio.at/english-1/) ;

Some hot spots – meeting points – can be found: DER MANN at Perfektastraße (open 5.30 am – 7.00pm, including Saturday and Sundays!), [www.dermann.at](http://www.dermann.at) ; Die Kantine at Liesinger-Flur-Gasse (open only weekdays 7.00 - 3.00pm) <https://www.facebook.com/dieKantine1230> Die Gulaschhütte in Eitlergasse, (open only weekdays, 10.00am to 6.00pm)

### New ambitions – Standpunkt Liesing: The “Concierge” of IAL

The neighbourhood management of Standpunkt Liesing has been giving a lot of new impulses, as to the creation of a neighbourhood of businesses that is aware to share things and opportunities. Research programs (e.g. “Business Check”), advisory service and specific information-events have been continuously lifting the awareness about the potential of the IAL as a sustainably networked area, saving resources through models of sharing:

Businesses can profit from a shared PV-energy source, from a buying-syndicate, from shared delivery services. Operating as a proactive “Concierge”, Standpunkt Liesing organizes also intermediary events to promote IAL’s potential, making the blind spot more visible. Among others, the Volkxino once was invited to hold a summer-movie event. The seats were sponsored by a local furniture producer, the adjacent “Demmer’s teahouse” was delivering tea – a good example for a shared activation of resources.



Gulaschhütte in Eitlergasse



## C.6 TACTICAL FRAMEWORK OF THE TASK FOR STRATEGIC AND PROJECT SITE/ DEVELOPMENT OBJECTIVES FOR INDUSTRIAL AREA LEISING (IAL)

### FROM STANDPUNKT LIESING TO EUROPAN 14: 3 SCALES FOR A DURABLE URBAN STRATEGY

The EUROPAN 14 project is the third element of an urban development strategy, consisting of three quite specific target-scales, concretizing step by step the urban strategy until the scale of the strategic architectural project:

#### 1. STANDPUNKT-LIESING (XL)

A strategic masterplan that sets up the basic development guidelines for the IAL including spatial, infrastructural and programmatic parameters

#### 2. LAB-LIESING (L)

A PPP-initiative, directed by the urban planning department, focusing on specific development potentials in a certain part of IAL, concretizing the master plan with site-specific urban design-strategies

#### 3. EUROPAN 14 (M)

International competition, focusing on one part of LAB-LIESING in order to translate the urban-design strategies into a concrete architectural strategy including the adjacent public spaces

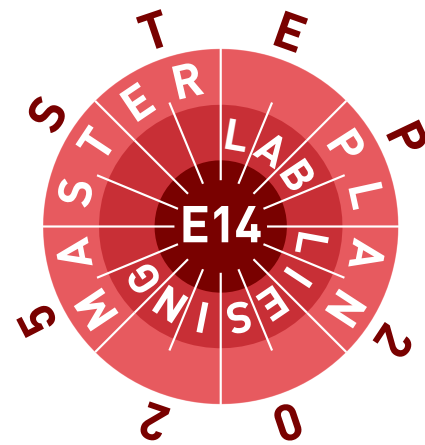
#### 1. STANDPUNKT-LIESING

Standpunkt Liesing might be the perfect testbed for radically redefining the future role, meaning and performance of Vienna's productive sector: the combination of exceptional infrastructure with a large amount of abandoned-/underused areas has made a lot of very attractive land available, having the potential to turn the IAL from a blind spot to a most significant marker, representing Vienna as a #1-business-location in the world.

#### Transformation – Pilot Scheme „Standpunkt Liesing“

The area is now home to only a few "traditional" industrial firms. A growing number of trade, office and transport companies, as well as service providers from a wide range of industries have led to changes in the need for public spaces and road infrastructures.

In order to accommodate for these developments in the long term, Vienna launched the pilot scheme Standpunkt Liesing with the support of the European Regional Development Fund (ERDF)



The pilot scheme's agenda is:

- Creating a master plan as the planning basis for the City of Vienna, in order to develop the area as a business location
- Analyzing the potential for cooperation and saving resources within the businesses ("business check"-study)
- Creating a brand-presence, including an overall urban development concept which establishes an identity
- Introducing a real estate database (procurement of vacant plots of land or properties from land owners and real estate agents)
- Establishing a Neighbourhood Management Scheme
- Temporary use of vacant properties
- Providing comprehensive information for gaining access to subsidies and grants
- Promoting participation of resident businesses through specific activities
- Encouraging internal networking between businesses and demonstrates potential synergies, representing an organizational and communicational hub for resident businesses (cooperation between various enterprises and stakeholders will last beyond the EU funding period)
- Reacting to rapidly-developing situations in the field of sustainable technology

#### The Neighbourhood Management Scheme

<https://goo.gl/mUeZml>

The Neighbourhood Management Scheme is the first of its kind in Vienna, establishing a real innovation for business areas:

It operates as a point of contact for businesses in the area, but also for those seeking to develop sites here, as well as for the neighbourhood in general. It serves as the central hub for strengthening cooperation, providing information and consultancy services, and for promoting innovation. Since its implementation many companies participate actively in the scheme on-site. As well, new businesses have opened sites (Blau GmbH, Silo, OBO Bettermann Austria GmbH, KONEAG and Future Grow).

## Branding – Standpunkt Liesing = THE Place

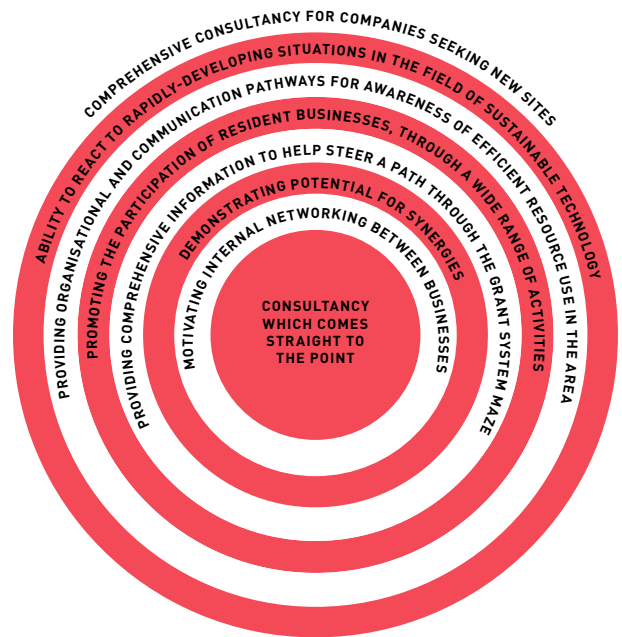
Standpunkt Liesing. Sustainability in Business

Numerous measures such as the introduction of a signage system, the construction of a landmark (in front of Perfektastrasse U-Bahn-stop U6) brand the area as THE go-to-place in Vienna for matters of sustainable business development.



traffic signage system, landmark and exhibition container

Distribution according to business size – almost 363 out of 563 businesses are X-small (less than 9 collaborators) – the increase of small-scaled developments and business clusters contributes to the increase of people's density in IG-Liesing, resulting in higher demands on the quality and program of public space and facilities.



## Businesses at Standpunkt Liesing

Distribution according to business size:

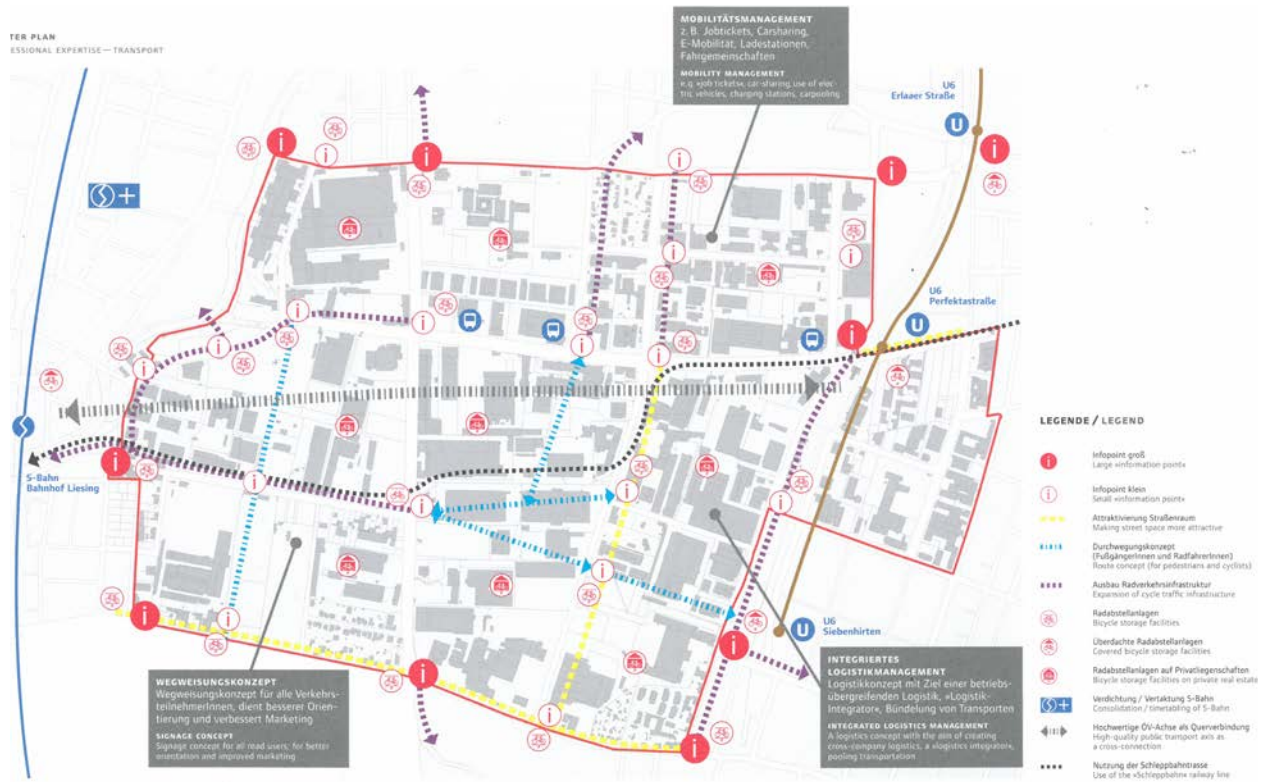
- **189** One-person businesses  
(Businesses with no employed stuff)
- **174** Microbusinesses  
(up to 9 employees)
- **130** Small businesses  
(10-49 employees)
- **52** Medium-sized businesses  
(50-249 employees)
- **18** Large businesses  
(more than 250 employees)

EUROPAN 14 – productive cities



master plan: professional expertise – freespace/measures – from the red book Standpunkt Liesing





### The Masterplan

master plan: professional expertise – transport – from the red book Standpunkt Liesing

The Masterplan (documented in form of the “red book”) provides the basic framework for the future urban development steps. Focusing on the topics of mobility, qualities of outdoor spaces, development of buildings, the masterplan suggests spatial and infrastructural improvements within the scope of spatial planning in order to reinforce the area’s identity as an attractive and innovative business neighbourhood.

The issues of the masterplan inform the European 14 tasks as strategic framework: Marketing, Cooperation/Networking, and a proactive Real Estate-strategy complement the classic urban planning-topics which are presented as “packages of measures” (“Maßnahmenpakete”). For the European 14 task the following topics shall be highlighted:

### Open Space / Social Aspects

*“The key planning objective is to maintain existing open space available. this will make the area a more appealing place to spend time in, and improve its everyday usability.”*

The package of measures puts particular on low-maintenance facilities with low maintenance costs:

- Design of small centers
- Enhancement of free spaces
- Creation of open spaces for employees
- Improving the streetscape
- Promoting temporary usage
- Concept for implementation and communication

### Accessibility/Mobility

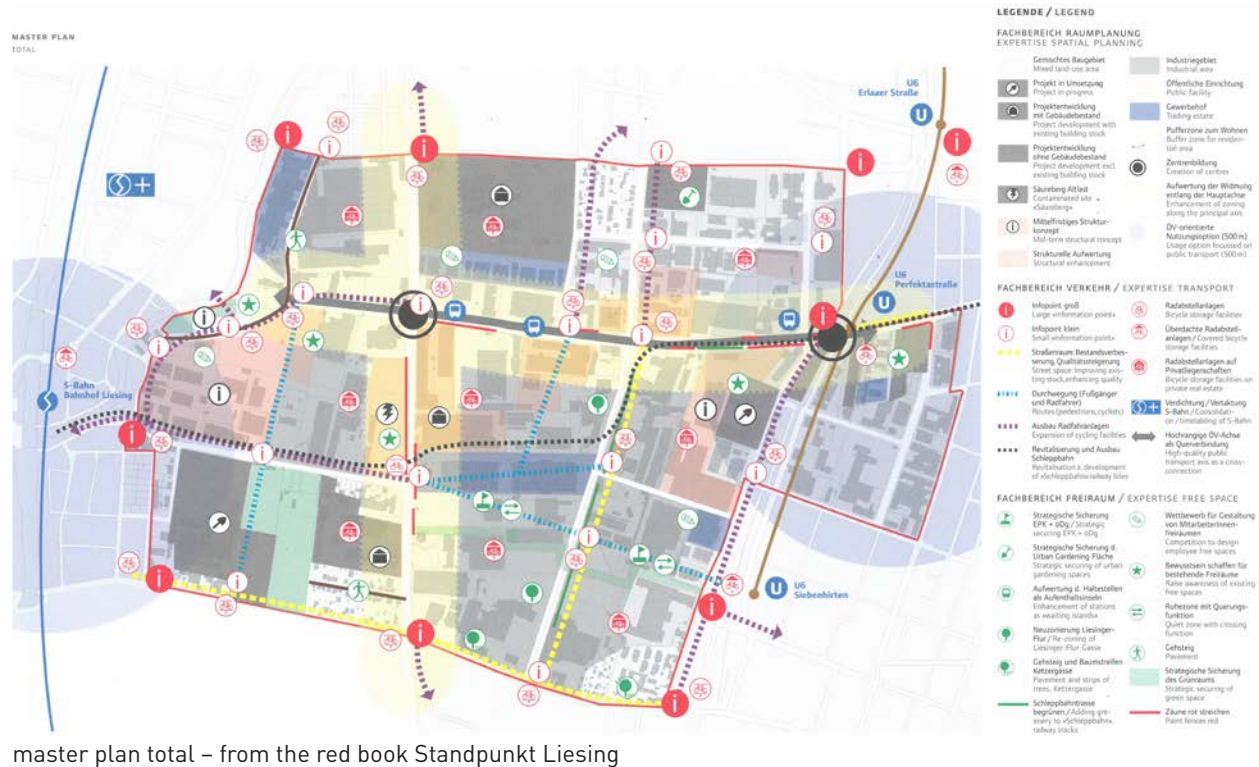
*“In transport matters, focus is placed on pedestrian and cycle traffic, public transport, private motor vehicles and goods traffic, including vehicles.”*

Package of measures:

- Attractive design of specific streets (Perfektastraße)
- Improving pathways
- Comprehensive supply of bicycle storage spaces
- Optimizing timetable and route planning for public transport (including more attractive bus stops)
- Introducing logistics which span across all businesses (e.g. delivery services, goods collection, waste disposal)



the red book Standpunkt Liesing



master plan total – from the red book Standpunkt Liesing

## Spatial Planning

*"To launch an enhancement process and sustainable optimization of the lying business area, it is necessary to introduce an array of individual measures."*

Package of measures:

- Pooling and management of land
- Identity as a sustainable business area (attractive public spaces, visibility, accessibility)
- Supporting structural enhancement of the building plots
- Restructuring abandoned industrial areas
- Establishing a sustainable commercial cluster for micro-businesses (Gewerbehof)
- Maintaining and securing the site (e.g. protecting it from housing)

The land available at Standpunkt Liesing is predominantly classified as “mixed building area – business land use area” (GBBG) or “industrial area”, and these classifications should be safeguarded, developed and marketed as such in the future.

## Integrative Activation Strategies

All kind of existing branches of trade, including those which do not facilitate multi-purpose usage, shall be secured. As well, new businesses shall be stimulated by an attractive pooling of available plots. At the same time incentives for alternative and more sustainable business practices shall trigger innovative initiatives for existing and new businesses as well.

Professional land-recycling shall reactivate abandoned sites. Financial burden shall be countered by special development/incentive strategies, such as PPP-models, awards with building leases for innovative approaches, zoning-benefits as capital for collaborative services.



## 2. LAB LIESING

Lab-Liesing took place as a PPP-initiative in 2015. It was launched by Vienna's Standpunkt Liesing-board with the aim to concretize the Masterplan's premises, focusing on a specific area west of the 2 subway stops Perfektastraße and Siebenhirten (see "Synthetic plan of the model concept" in AT-WIEN-SS-M7.pdf). The project was developed in a 3 days-interdisciplinary ideas workshop and focused on the masterplan's topics of mobility, public space, uses and built development. The result of Lab-Liesing has provided the base for an update of the zoning-documents in this area, which is actually ongoing. Important information on building heights and building alignments (obligatory for European 14) will be uploaded within a plan that explains these parameters.

In addition to the hard facts of heights and alignments Lab-Liesing has developed a design strategy whose premises are of central importance for European 14: Thanks to the involvement of site developers Lab-Liesing's urban design framework addresses new development concepts that face the specific challenges of the area: on the one hand, affordable and informal working conditions for "dirty industrial businesses" have to be preserved, optimizing their working conditions. On the other hand, the before mentioned high prizes of land, especially for sites that are close to subway stops, demands for new concepts of businesses with a higher density of buildings and people (focus area along Perfektastraße).



illustration Lab Liesing, drawing by STUDIOVLAY

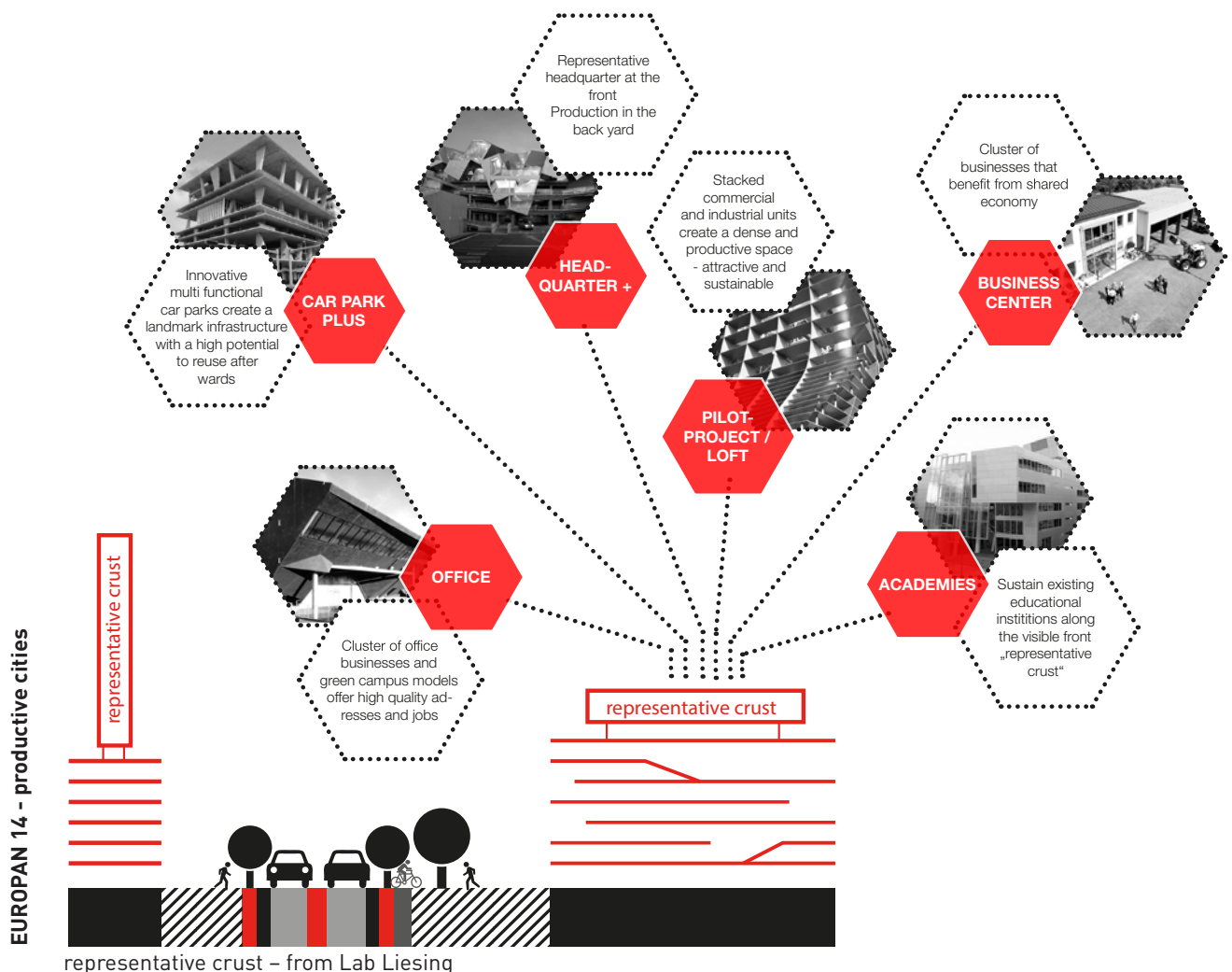
LAB Liesing has developed an urban design strategy which productively polarizes between these two contrasting challenges – along the Perfektastraße an urban crust with multistory buildings forms the representational face along Perfektastraße, the profile of which is upgraded (row of trees, extended space for bikes and pedestrians).

Beside urban guidelines that define the spatial framework around Perfektastraße (definition of heights and building edges) a catalogue of possible multistory buildings introduces a possible collection of future typologies/projects/uses, taking recent multistory-developments as a starting point (SILO, APCOA). (see graphic below) Nevertheless the collection represents a strategic promise which does not consider a comprehensive reflection of the new industrial-network-complex, as explained in the chapters above.

Therefore, it needs deeper exploration in form of a strategic architectural project which addresses explicitly the links between typology, uses and site-specificity in order to become a concrete trigger for a new development. This exploration is now expected from European 14.

### 3. EUROSPAN 14

Being based on the above-mentioned Masterplan and LAB Liesing, which have to be respected as urban design guidelines, European 14 forms the third element that shall keep the “promise” of the former two elements, translating their premises into a concrete site-specific case study.





## D. Task



## D.1 OVERALL TASK INTRODUCTORY REMARKS FOR STUDY- AND PROJECT SITE

The following quote from the Masterplan in combination with two questions describes well the overall task's agenda:

*"From a traditional industrial area into a prime location for resource-efficient and innovative business and industries: a large spectrum of different companies which benefit from possible networks among each other, as well as from qualities which the neighbourhood IG-Liesing can offer already now, and will be increased considerably in the future: public spaces, alternative models of mobility, strong identity and visibility;"*

How to insert an exemplary pilot project that redefines the meaning of an industrial area in order to "correct" its outworn image as a dying monofunctional enclave?

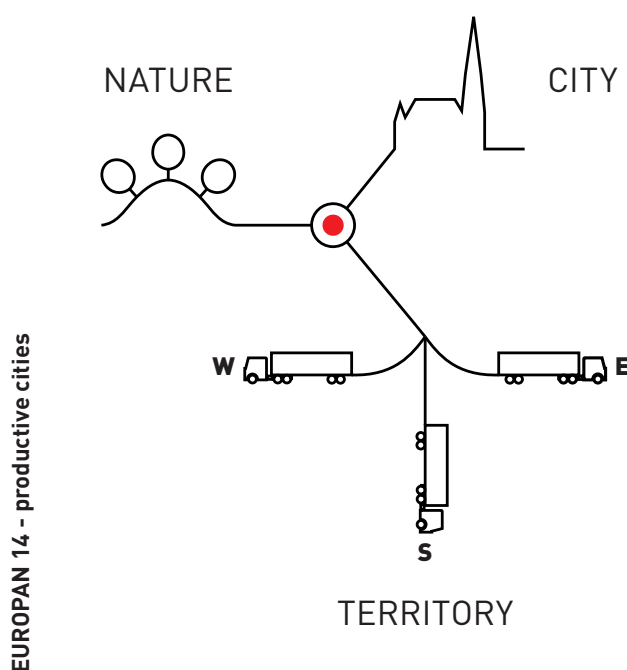
How to insert a seed into IAL that is able to trigger new ideas about the site-specific development of a promising industrial cluster in which innovative enterprises do not push out classical ones, and in which complementary services, research, education and other facilities will find their place?

## The Exemplary Project: The Industrial Area as a Neighbourhood – Mixing without housing!

Europäer 14 shall develop a pilot project that demonstrates that an area without housing need not be a monofunctional area at all. Due to the danger of destructive conflicts between the laws/requirements of housing and industry, the area will stay clean of housing. This requires a new idea of mixed use which has an impact on the quality of public space as well as on the architectural development.

Whereas the Strategic site will address the role of public space, the Project Site will focus on architectural strategies, clustering different working programs in innovative configurations and typological developments.

Mixing means mixing of networked enterprises in the way as it was described above: introducing a rich spectrum of work-scapes, aiming at a synergy between exploring/researching/learning & producing/making. Especially in off-business-hours (night, weekend) the mix of working programs and activities shall activate these quiet and sleeping periods, increasing the level of social control and safety during these hours.



### Excellent Location

The site's excellent location has to be especially considered when it comes to identify its potential for the Study- and Project Site: even if there is no housing possible directly in the area, a lot of housing developments (existing, new, and future) can be found close to the area, as well as the attractive landscape of Wienerwald. With the U6 the inner city can be reached in 20 minutes.



## D.2 CONCRETE TASK FOR THE STRATEGIC SITE

Quote from Standpunkt Liesing:

*"Measures aimed at enhancing public spaces and making the area more inviting to spend time in, form the cornerstone of the project, together with efforts to stimulate the property market and adapt the traffic concept to alternative proposals."*

The Strategic site Area comprises the course of the Perfekta-Boulevard with its public spaces and the interfaces to the private plots, ranging from the U6-stop to the western limit of the Project Site. As mentioned above, the mobility-structure of the Perfektastraße already integrates a considerable ratio of pedestrians and bikers, offering bicycle-routes and sidewalks along trees/alleyways. Nevertheless, the flows of pedestrians are linked only to punctual events of the day which address a higher density of people that arrive with the U6 (e.g. start of education-classes, start of office hours).

If we consider though the huge development potential along the Perfektastraße itself (of which European 14 might be the pilot project) the ratio of pedestrians will increase considerably in the future.

### Integration of public space

If one walks along Perfektastraße, the abundance of open space is impressive. Nevertheless, this abundance is either consumed by private car parking (commuters at the U6 and Lemböck-Gasse) or used very punctually as a manipulation surface for trucks, resulting in large empty surfaces of "surreal beauty" due to its lack of concept to be more than only a pure manipulation area. If we visit the site in the weekend, when all the private-cars of the commuters are not here, the surreal moment even increases. The two design foci (mentioned further below) have to respect the fact of the hard rhythms that actually exist: on the one hand, due to the rhythms of working, on the other hand due to its spatial demands (large surfaces for manipulation will remain a key asset). Nevertheless, the design must also consider that the future transformation of IAL to a more urban working environment with mixed-use-working-program will change the rhythms and diversify spatial organizations – a higher density of people and buildings might foster increased use of public transport, parking might be concentrated in garages, and rhythms of activity might extend to 24-hours patterns and weekend activities.

The two main foci for the Strategic site are:

1. **Design of the Entrée** as the public WELCOME-SPACE of the area:

- remove the private car-parking in favour of a new public space design that will form a unique start of the Perfekta-Boulevard
- respect the Entrée's function as an important transition for pedestrians and bikes from the U6-subway stop to the new developments at Lemböck-Gasse (Silo)
- consider the role of the Entrée as an important public space within the sequence of public spaces along the U6-subway line (this topic was already addressed in European 7 and is still important); therefore, the character (atmosphere, program/uses) has to be distinct and specific, addressing the identity of the IAL project, integrating an attractive info-kiosk for IAL
- integrate the existing bus stops of 64a and 61a (including a loop – loop radius will be uploaded)

### 2. Design of the Perfektastraße/ Perfekta Boulevard

as a scenic street with a diverse mobility (cars, trucks, busses, pedestrians, bikes) and a high quality as a public space, framed by a sequence of attractive buildings (the "representative crust"/first row of the built development)

- the urban-design-guidelines of Lab-Liesing (alignments of buildings, heights - plan with parameters will be uploaded) have to be respected; these guidelines introduce a spatial sequence, defining certain areas that widen up in order to create a spatial rhythm that adds a local scale to the linear course of the street;
- a strategy for the interface between public space and private plots/buildings
- the role of the Boulevard as a **passage**, especially attractive for pedestrians and bikes
- the role of the Boulevard as a **place to stop**: quality of bus stops, places to stay along its route (niches, microprograms/micro-spots, urban uses in the ground floor of the aligned buildings, alleyways/trees as green strips that enhance the quality for soft-mobility-actors, etc.)
- the role of the Boulevard as a **street to cross**: In the area of the Project Site (about half the distance between U6 and Liesinger-Flur-Gasse) a design for an attractive crossing shall be considered, creating an important link between both sides
- the role of the Boulevard as a **local link** between IAL-companies, which share a micro-mobility network (e.g. micro-transshipment points by means of parcel machines, drop boxes, etc. in ground-floor premises); efficient loading zone-management with shared zones

## CONTEXT OF PROJECT SITE

The context of the strategic site area defines the project site's character and potential: a flat area with partly abandoned large scale shed-buildings; storage and trade uses often have replaced production; abundant but unattractive front-spaces along Perfektastraße; no activities in the night (except for illegal prostitution); two conditions due to the depth of the site: front-address (first row at Perfektastraße), back-address (second row in the "Hinterland"); in between spaces exclusively serve for access, parking, manipulation and storage;

The remarkable proximity to the subway stop, as well as the perfect location at Perfektastraße potentiate the site's value. Paradoxically, it is exactly this high value that makes the development difficult because it excludes classical affordable production with its demands of a low rise, extensive organization. In order to meet the development goal of integrating existing and new production in the future development, the high value of the site in fact might be the most important context. Because it asks obligatorily for densification with multistory structures, forcing to integrate production in a stacked manner. This contextual paradox can only be solved by a new development concept, whose promotional efforts have to be based on an innovative urban and architectural strategy. The city and the developer asked European to solve this paradox.

### The existing business mosaic

Around the site a "mosaic" of enterprises represents the typical "collection" of businesses that co-exist without mutual relation – a mosaic of singularities. This mosaic is the result of the retreat of classical industrial activities, which has been ongoing in the last years. The after-use of the remaining industrial buildings – mostly large scale sheds – consists either of new industrial uses, or of uses, which profit from the specific conditions of the industrial area: the combination of good accessibility by cars, trucks and public transport with large spaces available at an affordable price is attractive for uses such as storage, sports, logistics/retail.

Among the mosaic collection are, to name just a few: Suckling pig and lamb barbecue service, South Chinese Kung-Fu academy, (open weekdays from 5pm to 8pm), Telecom Building Systems (digitalization-/networking-technology, [www.tbs-austria.at](http://www.tbs-austria.at)), Airsoft Company (equipment for Airsoft-gaming, similar to war games like paintball, [www.airsoftcompany.at](http://www.airsoftcompany.at)), Car Klinik (car repair, [www.car-klinik.at](http://www.car-klinik.at)), and – AAC Trading Company, a depot for the David Jones shops (leatherwares), owned by an Asian businessman <http://www.davidjones.at>.

### The "tongue" of Grellet Holding

The company Bösch Heating, Ventilation and Cooling Systems, partner of the Grellet Holding, ([www.boesch.at](http://www.boesch.at)) is located north of the project site, at Eitnergasse 5. The southern tip of the site enters like a tongue into the northern area of project site and is not part of the European planning area. The "invasion" of this plot "portions" the project site in different areas/conditions. This inner-zoning of the site supports the goal to develop the site in phases with different topics/programs that address the specific conditions on site.

### Abbott Diabetes Care

[www.abbott-diabetes-care.at](http://www.abbott-diabetes-care.at)

Abbott, the eastern neighbour at Perfektastraße plays an important role: its main traffic access runs through the area of the project site. With a staff of 60.000 people in more than 130 countries the Abbott company is a global player in the healthcare-production industry. Abbott offers innovations in the sectors of diagnostics, pharmaceutical therapy, medical alimentation, and micro-invasive surgery/therapy of heart- and arteries. At Perfektastraße Abbott Diabetes Care employs more than 100 people. In addition to the storage and distribution of its local production a small service shop for customers directly sells the products and offers advisory expertise free of charge. Abbott is linked to a knowledge based R&D network. Its high end medical products on diabetic treatment are continuously improved, developed, and externally controlled in order to meet ISO-standards.



Kung-Fu academy at Perfektastrasse 86



### D.3 TASK FOR THE PROJECT SITE – INTRODUCTORY REMARKS

#### Strategic Design for the Change of Paradigm

The challenge of the Project Site is to provide a design strategy that offers a possible way out of the above mentioned real estate dilemma, addressing new concepts and demands of industrial development (see above “Change of Paradigm!”): considering the transformation of the industrial sector to a networked “archipelago” of specialized units (including services, education and research) complementary programs could be inserted into the industrial area. These programs operate at a higher level of density, different typologies, higher density of people, and different rhythms. They also trigger new demands in the industrial area: sharing of facilities, links between production, service, knowledge, research, leisure-/recreation facilities, quality of public space and transport, integrating the coexistence of a broad range of mobilities (subway, busses, trucks, vans, cars, bikes, pedestrians).

### TASK FOR THE PROJECT SITE – PROGRAMMATICAL FRAMEWORK

#### Strategic Design for the Change of Paradigm

On the first glimpse, the programmatical framework for the task is simple: the partly used, partly abandoned buildings have to be replaced by a built development, following the guidelines of a zoning plan (to be implemented in parallel to the European competition): new building alignments along Perfektastraße, a fixed access-concept, and building heights between 23m and 35m provide the framework for multistory buildings, whose meandering alignments along Perfektastraße shall support the efforts to develop the street as a significant public space with respective uses in the ground floor areas along the street (see Task for Strategic site).

A new productive hub for IAL, shall emerge. Existing uses shall be integrated (if possible) in a mix of different businesses, which enjoy possible synergies, complementary working fields, and shared facilities, addressing the change of paradigm, as described in an earlier chapter. Housing is not allowed.

The step by step availability of the area must be reflected in a respective phasing strategy, which also has to explore the bandwidth of different developments due to different conditions on site (visibility, affordability, different programs). The expectations about the future density have to be met. A general concept for the quality of outdoor spaces considering the parameters for mobility (access, manipulation of goods/heavy loads, surface and underground parking, integration of sustainable mobility) has to be provided. The access to Abbott, crossing the site, has to be preserved.

To be uploaded:

- information on planning parameters such as building heights, alignments, gross floor area, accessibility
- excerpt from building guidelines of the City of Vienna mobility parameters (turning circles, amount of parking, integration of sustainable mobility)

## I. STRATEGIC ISSUES

### FROM RANDOM COLLECTION TO MIXED PRODUCTIVE NEIGHBOURHOOD

The bandwidth of the aforementioned business-mosaic is broad and interesting. It comprises classical production in different levels (making and assembling of products), applied science (research and development), leisure and recreation (sports), education (sports, life-long learning), logistics (distribution of food). What is remarkable: a majority of the companies is not only linked strongly to complementary services and facilities in the city and region (administration, cleaning, local distribution networks), but also cooperates with international networks. In this sense the IAL can be seen as a globally networked area.

The mere co-existence of uses lacks mutual interchange on a local level. In spite of the efforts of the neighbourhood management, the businesses' "autistic networking" is still the dominant practice: the everyday processes relate exclusively to the logics of the inner-organization of each single business without sufficient awareness of neighbourhood potentials.

The latent development opportunities are extraordinarily high: proximity to subway and bus stop (5 minutes' walk) + excellent location at Perfektastraße, the future main Boulevard + considerable depth for a bandwidth of developer-conditions (representative crust and informal backlands) + the city's and developer's ambition to implement a pilot-project for mixed productive uses in Vienna's largest industrial area.

Paradoxically, until now these opportunities seem to be blocked, lacking a strategic project to be noticed. European shall finally discover the site's opportunities: a strategy at the interface of urban design and architecture shall provoke and inspire new development perspectives. Through its structural excellence the strategy shall give credibility to a synergetic cluster of different businesses: a mixed use productive neighbourhood shall integrate the added value of shared programs, facilities and spaces.

### A METHOD OF RESOLVING FUTURE DEMANDS

The design has to focus on strategies of spatial organization, structure, form and performance of types. Issues of time (phasing) play an important role, including, on the one hand, a "What if-Scenario", which must demonstrate exemplarily the design's spatial value and performance. On the other hand, the European project initiates a development process, in which follow up phases will be necessary in order to concretize the brief for the architectural project. Instead of delivering a final solution the European team has to offer a method for resolving future demands of programs that are not yet determined and fixed. The European team must as well design and moderate a robust framework, which has the capacity to attract and absorb future configurations of possible uses.

The method relies on the following points:

#### 1. Strategic architecture as a facilitator

##### A SUGGESTIVE CONFIGURATION OF INTELLIGENT TYPOLOGIES

The European-project provides an innovative concept that attracts a sustainable business-mix and invites for inter-company-synergies, providing attractive spaces for a long-term openness/ future adaptability.

#### 2. Trigger for financial support

##### FINANCIAL SUBSIDIES FOR PILOT PROJECTS

The European-project provides new options for subsidies due to its potential as a pilot project that provokes new synergies and qualities, introducing an urban character in the industrial area (reference project "Business-Check", Masterplan Liesing).

#### 3. Framework for durable monitoring

##### SUPPORTIVE MONITORING

The European-project provides a structural framework. Its potential for the future unfolding of uses (synergies and inter-company-cooperations on project site and beyond, growth/change) will be exploited through a supportive monitoring in dialogue with the built structure (actor: neighbourhood management "Standpunkt Liesing")

#### 4. Leverage for multiple promotion

##### PPP-PROMOTION BY "STANDPUNKT LIESING" AND SITE DEVELOPERS

The European project provides an important leverage (German: "Hebel") for the local efforts to promote the site for possible developers/users on the global market (a "seductive" element that complements fundamental strategic resources such as the "Real Estate Data-Base").



## II. INNER GEOGRAPHY

The invasion of the northern plot, the depth of the site, the varying availability of its parts, and the fixed course of the access road to Abbott have led to a distinct “inner geography”, breaking the site down in five different parts/subareas, ABCDE (plan with parameters will be uploaded)

### ABCDE – Independent Step by Step Development

Subareas A B C D E shall be developed step by step, according to their availability. Although productive interaction and synergies between the partial areas are a main goal, the independent implementation of each single part has to be guaranteed.

### ABCDE – Exploring the potential of different conditions

The subarea’s potential for differentiation has to be explored. Each area offers different conditions: contrary to the areas in the “Hinterland” (A and C) the front areas along Perfektastraße (B, E, D) are prominently exposed, especially area D: with its height of 35m and its significant corner, it will certainly be a landmark in the future. Cross-financing strategies might further support and reinforce the broad and synergetic bandwidth of businesses and related programs (integration of affordable working places).

### ABC – new mix of stacked uses: change of paradigm in the productive sector

Areas ABC shall be the core area for hosting uses which make manifest the potential of the change of paradigm, as it was described above. A mixed-use business cluster shall profit from optional links between the fields of production, services, knowledge-based uses from the R&D field, departments of institutions (such as universities), shared facilities and spaces (working tools, meeting rooms, cleaning, recreation, food areas).

### B – The Pilot Plot

Part B shall be seen as the “pilot plot” of the whole project site. Being the first available site in an attractive position directly at Perfektastraße, it shall act as a hotspot that triggers new development dynamics for the later phases.

### AC – Potential of backlands

The specific “backlands”-condition shall be considered as to possible use scenarios.

### D – Office as a landmark

Part D is intended to be developed as a significant office building, which shall offer urban facilities in the ground

floor.

### E – Integration of Astrotech as a challenge

The integration of the existing Astrotech-enterprise, a successful, globally operating company of the productive sector, would be worthwhile.

Astrotech (<http://www.astrotech.at/>) is one of the most specialized elastomer companies worldwide, offering solutions for absorption of impact energies, elimination of vibrations, absorption of hydrocarbon chemicals and improvement of grip. Astrotech Vienna is a good example for a well networked industrial plant, which combines production, distribution, research and development: it runs a physical and chemical laboratory, Norsorex® polymer production, elastomer compounding, production lines for rubber foils, sheets and moulded parts. An assembling partner covers the production steps cutting, stitching, cementing, etc. Logistics, research and development (R&D), and purchasing are fully concentrated in Vienna. The R&D department cooperates with European institutes and leading brands worldwide.

The value of the production-facilities is the core-capital of Astrotech. The building itself is just an envelope to cover the facilities. The arrangement of the production facilities is optimized, following an optimized processing on ground floor level.

Instead of pushing low rise industry away in favour of a multistory development, European shall explore a special challenge: Is it possible to conceive a multistory development without limiting the development perspectives for Astrotech, providing even more incentives for the company’s future development?

>> Information about concrete development parameters for a

*successful integration of Astrotech will be uploaded*

#### Skatearea 23 –

##### Integration of supplementary uses and rhythms

The existing Skatearea 23 ([www.skatearea23.at](http://www.skatearea23.at)) is a good example for a possible integration of recreation, sports and leisure programs, open both for visitors and IAL-workers. Skatearea 23 offers an indoor skaterpark, skater-classes, special events and competitions. Due to its extended opening hours in the evening, these programs have the potential to stimulate life in the evening hours.

The European project shall consider their possible integration.

#### **Outdoor Spaces**

The organization, character and quality of public, common, and private outdoor spaces, contribute strongly to the identification of the overall project site and its different parts. They are an important binding medium that holds the different parts of the inner geography together, creating the identity of the future hub.

The European project shall develop an overall outdoor-space concept, including localization, distribution, scales, functions, and different degrees of publicness. Especially important is the dialogue-area between the integration of the extended public space along Perfektastraße and the frontline of the buildings (interface to task for the Strategic site).

#### **Mobility**

Good accessibility, respecting the demands for heavy transports, to all sub-areas of the site is obligatory. The respective spatial demands (turning circles for trucks, loading areas) have to be convincingly integrated in the outdoor space design.

The integration of bicycle parking and optional facilities for shared mobility hubs (loading platforms, micro-mobility spots for the larger IAL-area) have to be considered.

Along Perfektastraße the potential of an increased presence of pedestrians, bikers, and possible e-mobility-vehicles shall be considered, especially when it comes to the quality of the public spaces along the activated ground floor areas.

#### **Interface to Abbott**

The existing main car- and truck access to Abbott, running across the project site, has to be integrated in the future project. The “backside-access-road” to Abbott has a strong impact on the project site’s functionality, visibility of buildings, and quality/character of the outdoor spaces.



Skatearea 23



bike station at Perfekta Strasse metro station



delivery access to Abbott



### III. TYPOLOGICAL INTELLIGENCE: SUPER-ROBUSTNESS!

A core value of the European project is its typological strategy, facing not only an indeterminable range and mix of uses, but also the challenge to offer attractive opportunities for vertically stacked production. Special demands on vertical transport, heavy-weight-processing, spatial dimensions and building technology have to inform the development of the types. As the specific demands are not yet clear, the types have to perform as an open house for possible industries, providing a spatial framework that is extraordinarily robust without losing economic affordability. At the same time the types shall not be neutral in the passive sense of the term. Instead, they must appear and perform as a strong, appealing character in order to attract and even seduce various kinds of businesses.

Key elements are:

- the types have to respect the urban guidelines (heights, alignments, access to Abbott)  
floor heights (3 meters clearance minimum)
- high load carrying capacity (building shell for stacked heavy weight management)
- flexible structure with variable floor plans (flexible scales/use-units from 50 to 1.000m<sup>2</sup>)
- flexible access-organization with the integration of large freight elevators)
- adaptive building technology for long term openness (pipe- and cable-systems)
- special focus on the development of the ground floor areas, solving the conflict between heavy weight production (e.g. Astrotech) and urban uses

#### IV. WHAT-IF-SCENARIO: A HUB WITH THE BEST-POSSIBLE MIX

The European team has to develop one scenario of a “best possible mix” of uses. The design of the typology and of the scenario act in a complementary way: the scenario shall prove the performance of the suggested types and their configuration on the project site. The scenario shall suggest a new model of clustering businesses, reflecting models such as business parks (including options for incubators, spin-offs, ...) in order to develop a new form of a business hub, exploiting the “genius loci” of IAL.

As to a “convincing” bandwidth of uses, the extensive explanations earlier in this brief (Change of Paradigm) have to be studied and “translated” into a site-specific option, considering the special potential of IAL (largest industrial area, planning history/recent planning ambitions, subway connection).

Three “withouts” have to be respected:

##### **No housing!**

The challenge is to create a mixed-use business hub, whose stimulation over day and night will be provided by non-housing programs.

##### **No big retail-trade!**

Big retail trades provoke individual car traffic, irritate the real estate market, and dismiss local synergies (company-shops, which sell products that are made in place by the company, are welcome – see Abbott)

##### **No classical Bobo-town!**

Neither classical creative clusters (such as inner city co-working environments), nor specialized R&D fields such as Life Science St. Marx, Muthgasse, Siemens Allison/Floridsdorf) address the latent potential of IAL. Nevertheless, the integration of the knowledge based sector, e.g. links to research-labs in combination with specialized production, might be promising because of the expertise of existing companies such as Abbott and Astrotech.

IAL is an industrial area that waits for a new form of mix. Based on a careful exploration of the industrial environment's specific conditions, the European project has to “confront” the IAL with the potentials of the “change of paradigm” in the contemporary industrial world. Industry today comprises an industrial sector that disposes of an extraordinary bandwidth, ranging from dirty businesses to all kind of knowledge based production, including the hybrid-production-sphere of Industrie 4.0. Outsourcing of services, the need for complementary expertise, the entanglement of telecommunication and local production, of digital and analogue processes, as well as the highly diverse qualification-range of “workers” have resulted in new spatial demands and potentials. They have an important impact on the future organization and appearance of the IAL, provoking:

- new demands for public space
- opportunities for shared spaces and facilities
- networks in different scales
- productive clusters with proximity of uses for possible synergies
- specific typologies, more compact, robust and adaptable

The chosen What-If-Scenario shall explicitly demonstrate:

- the unique benefits of a mixed productive neighbourhood
  - attractive bandwidth of programs/uses
  - complementary effects between businesses and uses
  - shared facilities and spaces
  - rhythms (day, night, weekend)
- the performance of the typologies
  - adaptability (performance of structure and building technology)
  - potential of specification (visibility vs. informality, ground floor area, ...)
  - flexibility in scales (micro and macro users)
  - efficiency (access system,
- the step-by-step story of its development
  - quality and impact of first phase
  - options of different phasing in the later phases
  - integration of Astrotech



## E. Submission



## E. Submission

**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.

*“Explain the urban ideas developed in the project with regards to the site issues and the thematic of the session”*

### Strategic site

#### Design of “Entrée” and “Perfekta Boulevard”

- > one overall site plan in appropriate scale (urban) with graphic scale bar
- > drawings/diagrams which make visible the specific character of the public space (atmosphere, program, uses, rhythms day/night)

#### Perfekta-Boulevard:

- > min. 3 cross-sections (street profile including the adjacent buildings) in appropriate scale (choice of participants) with graphic scale-bar
- > the 4 roles of the Boulevard have to be explicitly addressed (diagrams, drawings)
- > interface public space and ground floor areas

#### Entrée:

- > one cross-section, running parallel to the subway with view towards west in appropriate scale (choice of participants) with graphic scale-bar
- > specification of the Entrée’s double role as a gate to IAL and public space along the subway, integrating an attractive Info-kiosk for IAL

*“Develop the project as a whole, highlighting the architecture of the project, and particularly the relationship between the new developments and the site’s existing context, including three-dimensional representations of the project”*

### PROJECT SITE

#### Inner Geography (explanatory drawings)

Schematic site plan 1:1.000, with adjacent building plots, including information on:

- > organization of landscape design and mobility (access roads, pathways, main entrances to buildings and underground parking, surface-qualities, loading zones/manipulation areas, outdoor uses)
- > building-configuration of subareas ABCDE (footprint-range of buildings, plan shall show roofs of buildings with information on building heights, terraces, green roofs)

### Typological Intelligence

Explanatory drawings (diagrams, schemes, schematic drawings, conceptual sketches)

- > flexibility and long term adaptability (structure, loadbearing performance, core-system, access system, infrastructure, building technology)
- > combinatory principles (occupation principles with different programs and scales, from 50m<sup>2</sup> to 1.000m<sup>2</sup> and beyond)

*“Develop the method foreseen for the implementation process”*

### What-If Scenario

showing the “occupation” and appropriation of the typologies

**Ground Floor Plan** 1:500 of the whole Project Site with adjacent buildings (especially interface to Abbott)

- > structure of ground floor (main accesses, intended/possible functions cores for vertical connections, orientation of buildings (open/closed facades, backsides, frontsides)

**Two sections** 1:500 (choice of team)

**Explanatory drawings** (diagrams, graphic schemes, schematic drawings, conceptual sketches)

- > the strategy and/or tactics of integrating the existing Astrotech company
- > process of phasing as a “triggering”-process (the role of early phases, especially phase 1, as a “dynamizing” project)
- > specification/synergy between partial areas ABCDE

### 3D drawings/visualizations

- > appearance of phase one (A and B) as an emblematic pilot for the future hub
- > the appearance of the hub after the implementation of all phases

### Visual storyboard of space, uses and actors

(conceptual visualization)

- > the successful coming together of urban-architectural strategy, ambitions and efforts of developers and city, endogenous resources, demands of users, regional initiatives, institutions, etc.