



GRAZ

A hybrid production hub
as creative magnet
for Puchstraße!

EUROPAN A

EUROPAN15 competition brief by EUROPAN Austria

Welcome!

Dear participants,

**Welcome to the international competition
EuropAN 15 “Productive Cities 2”!**

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

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

This time EuropAN Austria presents five Austrian sites: Innsbruck, Graz, Weiz, Wien and Villach.

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

We are looking forward to your projects.
Good luck!

Best regards,
EuropAN Austria


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February 2017

BUNDESKANZLERAMT  ÖSTERREICH
KUNST

EUROPAN A

CALENDAR

- >Mo. March 18, 2019
Launch of the competition on the European website & opening date for registrations
- >Fr. June 14, 2019
Deadline for submitting questions on sites and rules
- >Fr. June 28, 2019
Deadline for answers on questions on sites and rules
- >Sun. July 28, 2019
Deadline for submitting documents
- >Mo. July 29, 2019
Publication – on the European website – of a temporary list of submitted projects
- >Fr. August 2, 2019
Deadline for controlling submissions & publication of the final list of submissions
- >August-Mid October 2019
Shortlisting of entries by the national juries (20% max)
- >End of October 2019
Comparative European analysis of the shortlisted ideas & Forum of Cities and Juries
- >November 2019
Final selection of winning projects by the national juries
- >Mo. Dec. 2, 2019
Results Announcement
- >November 2020
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 10.05.2019 / 14:00-17:00

Meeting point:

Central station Graz, main entrance /Europaplatz, 8020 Graz

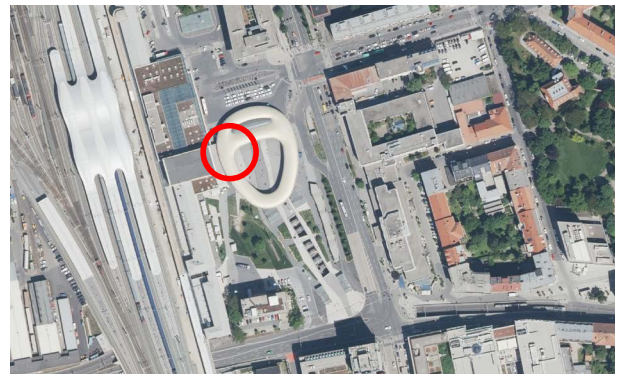
Registration:

Please confirm your participation via email to office@europan.at

Registration deadline: 07.5.2019

The site visit will be by bike, please let us know if you need a bike and we will organise.

(name, number of participants, mobile number)



NATIONAL OPENING EVENT

Friday 22.03.2019 / 19:00 / AzW Wien

will be announced online

<https://www.europan.at>

NATIONAL AWARD CEREMONY

Jan/Feb 2020 / Innsbruck, Graz or Wien

will be announced online

<https://www.europan.at>

Information

Site Representatives / Actors involved

>Bernhard Inninger

Director of Urban Planning, City of Graz

>Eva Maria Benedikt

Department of Urban Planning, City of Graz

>Andreas Körbisch

Owner & Developer



Team Representative

Architect, urbanist, landscape architect

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

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

Communication

Communication after the results announcement on the European website

Jury - 1st Evaluation

Local commission

with the participation of the site representatives:

Bernhard Inninger

Director of Urban Planning, City of Graz

Eva Maria Benedikt

Department of Urban Planning, City of Graz

Andreas Körbisch

Owner & Developer

Alexandra Würz-Stalder

Architect

Rainer Wührer

Architect

>Member of the international Jury

>Member of the international Jury

Jury - 2nd Evaluation

International Jury

Hemma Fasch (AT)

Architect, Principal of Fasch&Fuchs Architects

<https://faschundfuchs.com/>

Bart Lootsma (NL)

Professor and Head of the Institute for Architectural Theory, History and Heritage Preservation at the University of Innsbruck

<http://www.architekturtheorie.eu>

Anne Lacaton (FR)

Architect, Principal of Lacaton & Vassal Architectes,

based in Paris, France and Associate Professor of Architecture & Design at the Swiss Federal Institute of Technology (ETH Zurich), based in Zurich, Switzerland.
<https://www.lacatonvassal.com/>

Kamiel Klassee (NL)

Architect, Principal of NL Architects, Amsterdam, Netherlands.

<http://www.nlarchitects.nl/>

Claudia Nutz (AT)

Spatial Planner; Executive Consultant; Former Head of Building and Property Management of the Austrian Railway Company "ÖBB"; Former management of "Wien 3420 Aspern Development AG" - development of the Seestadt Aspern, Wien, Austria

<http://www.nutzeffekt.at/>

Kristiaan Borret (BE)

"Bouwmeester maître architecte" of Brussels-Capital Region, former "bouwmeester" of the City of Antwerp, Belgium; Professor in urban project at the University of Ghent; A civil engineer and architect by training, plus degrees in philosophy, political science and public affairs and in urban planning.

<http://bma.brussels/en/homepage/>

Verena Konrad (AT)

Director of the VAI-Vorarlberger Architektur Institut; curator of the Austrian Pavillion at the 16. Architecture Biennale in Venice, Italy in 2018; art historian

<https://v-a-i.at/>

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 (each €6.000)

Post-competition intermediate procedure

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

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

architectural implementation

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A. Introduction



A. INTRODUCTION

Overall task

The site of interest is located in the south-western part of the city. The area is one of the main urban production belts of Graz. It is positioned between the river Mur and Puchstraße. The industrial zone bordering Puchstraße is a paradigm for recycling and production in Graz. It is being regarded as the industrial zone with the biggest dynamic and highest potential for transformation into a creative recycling and production hub.

A highly specific strategic framework for the urban scale is to be developed, which proposes high quality public spaces and offers sustainable concepts for an integrated productive landscape. The Strategic Site should create centrality in the industrial area, offer transversal links connecting east-west, improve the permeability of the site and create access to the water.

Alongside the development of the district, the proposal of the Strategic Site has to be transferred to the building scale and the applicability of the methods has to be demonstrated. The potentials of the surrounding area as a centre of the 3Rs (Reduce, Reuse, Recycle) and the circulatory economy (cradle-to-cradle) are to be transferred to the concrete realisation project. A unique selling point (USP) with strong marketing potentials is to be created. In doing so, approaches to the productive economy and the sharing community as well as synergy effects with the environment are to be incorporated. Concrete statements on functions and usage mix, derived from the overall strategy, must be transferred to the architectural project.

Aim of the competition

The aim of the competition is to strengthen the character of the industrial area Puchstraße as a lively, recreational and creative production hub by increasing the density of existing reduce, reuse and recycle uses.

The demanding challenge of the task is working simultaneously on two scales. On the one hand, a strong urban design vision of the Strategic Site is expected, and on the other hand, a design and vertical densification of the Project Site into a mixed-use creative magnet is to be developed.

Commissioning of the winners

The City of Graz and the investors are aiming at developing an attractive, urban business park. The economic feasibility of the design ideas is central, as it is planned to start the realisation of the project with the competition winner. Starting immediately as a follow up to the competition.



The north facade of the former Tagger manufactory (Tagger Werke)



Millstream Mühlgang and the office wing of the Coca-Cola warehouse



Manoeuvring area Saubermacher and north facade Coca Cola warehouse



North facade Coca-Cola warehouse looking towards the bridge

B. Relation to E15 topic



B. RELATION TO E15 TOPIC

Changing urban metabolism

With the constant process of urbanisation, the pressure for additional living space is increasing in European cities. Many inner-city areas are being converted and turned into residential areas. This means that productive functions are pushed out of the cities to a larger extent. With the E15 area in Graz, we want to examine how an industrial area can be converted in a lively, creative and innovative production hub that is capable of operating a robust circular economy and at the same time can be a place for local recreation and sport.

Sustainability matters

Sustainable development is a development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs. There are three dimensions of sustainable development: ecological sustainability, economic sustainability and social sustainability. Sustainability is achieved when there is equality between the three dimensions and they are in balance with each other. Sustainable development is therefore the answer to the challenge of managing social, economic and ecological processes responsibly.



Re-cycling company *Schrottwolf*

From linear to circular

The Strategic Site is large in relation to the contexts, and includes a wide variety of agents, human and non-human, with long- and short-term cycle tracks, and wide reaching ecological, economical and territorial implications. The site aspires to include all different spatial and material resources as well as already existing functions and enterprises, to create synergies and new potentials for interaction. These metabolic transformations can play an important role in the functioning of the Strategic Site. Being able to catalyse the flows and process in a more integrative and efficient way. Based on the overriding theme "The productive city", new innovative strategies of dealing with industry in the urban context - transform, rectify, densify, mix - are needed.

Being close to the city centre seems perfect to show the effectiveness of an urban metabolism and to prove how a future-oriented interconnection of relationships, processes and goods flow, can promote a new idea of a productive and sustainable city.

How can we respond to the demand for a lively, creative, urban industrial site? What is our role in an ever changing economy? How can the capacity of future change? Is it possible to create synergies and additional uses? How can the working environment inside and outside of buildings be enhanced?

How can an urban vision for a strategic framework, focusing on re-use and re-cycle concepts with high density of functions, buildings and frequencies be created? How can commercial and industrial areas contribute to a sustainable revitalisation and 24/7 activation?

Can the quality of the Mur be used sustainably, offering a high quality of working environment by improving the free and green spaces? How could the green-blue network be integrated into the strategies?

Are there innovative solutions to the first/last mile issue? How can delivery and parking be combined with open, multi-coded surfaces? Can sustainable accessibility for the area across and parallel to the Strategic Site be implemented?

How will the new image of the Strategic Site establish a "new address"? Can the reputation of the area be strengthened? Can the attractiveness of sustainable transport as a public, connecting space for movement and leisure be improved?

Many more questions remain open waiting for the teams to solve them.



Former cattle slaughterhouses (1875), currently containing a flower market

C. The City



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Cityscape Graz / E15
image courtesy of Alexander Gebetsroither

C. ROLE OF THE CITY

Regional context

Graz is the capital city of the Federal Province of Styria and the second-largest city in Austria. Counting 292.269 inhabitants in 2018 within a greater metropolitan area of more than 600.000 inhabitants, the city has grown rapidly since 2001 (226.000 inhabitants), making it the – in percentages – fastest growing municipality in Austria. Its closest urban agglomeration is the city of Maribor located in Slovenia 60 km from Graz. Due to its geographic location, the city has a long history of exchange with the eastern part of Slovenia. Further, the recent expansion of the European Union towards the east has re-positioned Graz in the centre of a new south-eastern European region.

Educational centre

Graz is a well-known, traditional university town. It is the second-largest destination to study in Austria, just following Vienna. Four Universities, two Universities of applied Sciences (Fachhochschulen) as well as two Universities of Education (Pädagogische Hochschulen) are located in Graz, counting around 50.000 students in total. Graz has a long history as cultural centre and is an important location for culture and arts until today. It has a lively cultural scene that encompasses traditional as well as contemporary cultural fields. Graz has a long tradition of innovative architecture. It is widely known for the influential architecture firm “Werkgruppe Graz” that coined late Modernism in Austria; for the so called “Grazer Schule” (“Graz School”) whose protagonists became internationally known architects; or early experiments with participatory planning practices in housing projects etc. Graz was able to strengthen its role as cultural centre during its year as the European Capital of Culture in 2003. On the occasion of the European program, the city commissioned several buildings to be designed by high-profile architects such as the Mur Insel by Vito Acconci, or Kunsthaus Graz by Peter Cook and Colin Fournier.

These measures preceded a general focus on the urban development of the city’s neglected western side that was to be implemented soon thereafter. Since March 2011, Graz is UNESCO City of Design, binding the city to emphasize and support creative economies.

At the same time, the city’s economy is closely connected to its educational sector. Besides its high density of universities, Graz hosts several research, development and competence centres.

Urban context

The City of Graz developed along the river Mur in the northern part of a geological basin called Grazer Becken. Due to its topographic position mountains on three sides surround it. Therefore the city can only expand towards the south. East & West East of the river lies the historic city centre consisting of an organic and dense urban structure with historic and cultural sites such as Schlossberg, Uhrturm (Clock Tower), museums and universities, as well as the buildings of the regional government. Since

1999, the historic old town of Graz, as well as the baroque Eggenberg Palace (Schloss Eggenberg) are included in the UNESCO World Heritage List. The west side of the city (where the competition site is located) developed later than the East and features the typical qualities of an old suburb (Vorstadt). A heterogeneous patchwork of industrial zones, old village centres, post-war housing estates, suburban settlements, allotment gardens, and patches of agriculture characterize it. Large urban infrastructures like the railway station, the cemetery and a hospital are in this part of the town. Due to its large reserves of abandoned land, the west of Graz is the primary area for larger urban developments that serve the rising demand for housing in the city. Examples for recent development projects in the area are Smart-City Quartier, Reininghaus and Bahnhofsviertel. South & surroundings While in its western parts the city aims at converting former industrial sites into new urban developments, industrial growth takes place in the south of the city. The expansion of the Graz Airport, the establishment of the new Cargo Centre Graz, the construction of a large railway depot (Graz-Werndorf), as well as the expansion of the regional railway network increases the trans-regional significance of Graz as a business location. Like many other cities, Graz has suffered from an inner-city migration towards its residential outskirts. This process of suburbanization lead to well-known problems, featuring an extreme increase of commuter traffic, supply and waste management, a rise in the consumption of land and environmental resources, and an economically unfeasible thinning out of infrastructures. Yet, since 2001 the city faces a reverse development, resulting in a rapid growth of the city population over the past 15 years. In order to further counter suburbanization, the city seeks to foster inner-city densification as an alternative to suburban modes of living, aiming at providing high living standards in urban areas. While seeking to develop stronger bonds and economic cooperation with its surrounding communities, the city emphasizes the qualities and environmental necessity of a dense urban city.



The location of Graz as a node in south-east Europe. Image courtesy of PLANUM/Mag. Dieter Fleck

Socio-cultural context

The development of the population in Graz has faced an inconsistent history in the past decades. While growing from 100.000 inhabitants in 1870, to 249.000 in 1971, the city has constantly been shrinking until the year 2001, counting 226.000 inhabitants. Relating to the phenomenon of urban outmigration, the population of surrounding suburbs was constantly growing in these years.

Since 2001, the city experiences a reverse development, caused by inner growth as well as international migration that was strongly pushed by the EU's expansion towards the east in 2004. In the past decade, the population of Graz has been growing by a double-digit percentage, reaching 292.269 inhabitants (primary residence, resp. 328.276 inhabitants counting primary and secondary residence) in January 2019. A 2014 forecast by Statistik Austria on population growth in Graz predicted an increase of 59,000 persons or 22% from 270.000 at that time to 329.000 in 2034.

Graz in 2019 featured 76% of Austrian, 12% EU- and 12% Non-EU-citizens. The biggest non-Austrian groups originate from Romania (7.121), Croatia (6.800), Bosnia-Herzegovina (6.623), Germany (6.349) and Turkey (5.285).

Economical context

Graz offers almost 40 % of the jobs in Styria. As an urban city, Graz is strongly service-oriented. The industrial sector is very pronounced and forms the basis for the economic strength that also competes internationally and is highly export-orientated. In addition, Graz is a vibrant place for business founding and Startup center.

As the provincial capital and administrative centre of Styria, the City of Graz is characterised by a typical urban economic structure with a service orientation. Almost 85 % of the employees work in this sector. This sector is dominated by the public and social sector, followed by trade, tourism, scientific/technical services and engineering offices. The agricultural sector plays a subordinate role.

At the same time, the Graz economy is clearly characterised by large companies. More than 50% of the employees in Graz are employed in companies with more than 250 employees. Only one in five employed persons work in a medium-sized company (50-249 employees).

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Small scale furniture atelier Taggerwerk



Inner city of Graz. Image courtesy of J.J.Kucek aka Mrs-Lee

Innovation in Graz

Innovative strength is a central factor for regional competitiveness. The number of start-ups is an important indicator for this - start-ups drive technological change through new business ideas, products and processes. In 2016, the number of start-ups in Graz increased repeatedly (+5.1 %) according to data from the Chamber of Commerce. A special evaluation of Statistics Austria with the most recently available start-up data from 2014 also enables detailed analyses of start-up activities at sector level. The total number of new start-ups in 2014 was around 1,950. In Graz, almost 45 % of all Styrian start-ups were founded. Taking into account of the 1,727 closures in the same period resulted in the a little more than 200 net start-ups.

Due to its specific position, the study site has developed into a characteristic industrial and trade area. In particular its position by the water (Mühlgang) and at the tracks (drag railway line) favoured the settling of companies as early as in the 20th century. With the additional 'bonus' of the banks of the river Mur at the eastern edge, both Mühlgang and the drag railway line – back then for infrastructural use – left an interesting heritage, the potential of which can be used for the development of an attractive dialogue between landscape and new mobility. The western limit of the site is set by the road Puchstraße. The name of the street originates from the Puch company founded in 1900, a site of major historical importance for automotive development and production. Today the production hall is used by Magna Steyr as a site for development and research in the fields of vehicle safety and space technology. In addition, in the context of the cultural capital programme 2003, the Johann-Puch-Museum was inaugurated.

The GBG (Gebäude- und Baumanagement Graz GmbH - city owned real estate and infrastructure company) tries to set up an innovation centre, as well as a drive in museum about environmental technology.

Existing and future environmental facilities would be presented along both sides of the river Mur.

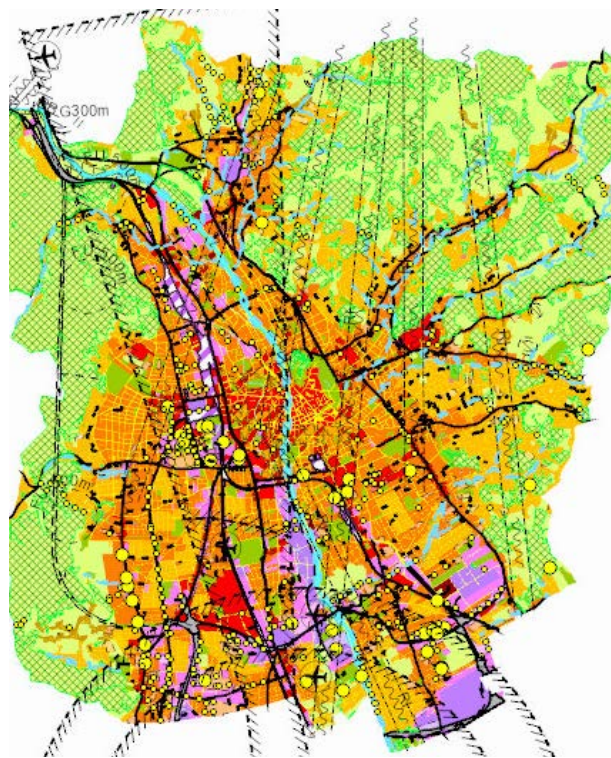
The old Puch company are part of the "IPG – Innovationspark Graz" project, which offers an area of 17.5 ha for innovative high-tech enterprises. The "Innovationspark

Graz” by architect Heiner Hierzegger is an ensemble of companies and is in the process of being built up, with the aim of benefiting from mutual synergies. With a stringing together of various companies, markets and fragments of mixed uses and production areas, Puchstraße presents a characteristic sequence within a diffuse suburban space, correspondingly not very densely inhabited. Today the area is still clearly dominated by industry and trade, it comes with a heterogeneous appearance including historical infrastructures dating from the past century.

Industrial zones in Graz

Historically the industrial corridors of Graz were located along logistic infrastructures such as the train tracks in the north of Graz and along the river Mur. With the motorisation of freight logistics the industrial zones along historical arteries gained on importance.

Due to their excellent access, they were also attractive plots for trade and productive economy. Since the beginnings of industrialization and the constant growth of Graz, industrial zones have successively been integrated into the municipal area, particularly in the course of the major city extension during the Nazi regime. The rapid population growth of Graz in the past decade (see Socio-cultural Context), industrial zones have recently become part of inner city developments. Even if the industrial zone around Puchstraße are very well integrated into the public transport network it is still dominated by traffic, in a consequences it is lacking urban quality.



Zoning plan Graz (Flächenwidmungsplan 4.0)
Purple are industrial zones

The Planning Department of the City of Graz has recently put larger industrial zones on their agenda, both calling for a quantitative and qualitative improvement. Densification of industrial areas should help extend the high standards of living and working in the city centre to bordering districts and help intensifying the connections to the periphery. Therefore the connectivity to the surrounding is essential. Nevertheless by the spatial separation conflicts between industry and other uses can be avoided.

Urban Development Guideline (STEK 4.0)

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

This development concept also applies to industrial zones like Puchstraße and encompasses the following major points:

- Graz aims at developing as a “Smart City”, raising standards of living while actively reducing the consumption of energy and other resources. This goal shall be achieved by rapidly fostering electric mobility and public transport along with a reduction of motorized private transport from today 47% to 37% in 2021. This goal will play an essential role in the future development of industrial areas.
- The City of Graz considers itself a key player in the regional development. To gain importance as a business location, the city aims to combine efforts with surrounding municipalities, joining the advantages of the city with those of its environs.
- The City of Graz aims at a balanced system that prioritizes common welfare, emphasizing long-term development over short-term interests. In particular, the City of Graz aims at an integrated urban development, including politics, administration and citizens as partners in a collaborative process. Intense communication shall lead to the best results and broad acceptance – a strategy that will apply in the process of developing the Strategic Site.
- The city favours growth within the existing city limits over an expansion of the building land in order to retain its recreational areas and green spaces. New projects shall mainly be realized by a moderate re-use, recycling and densification of existing urban structures. Inner-city densification shall explicitly focus on areas that already today provide highly developed infrastructure. Being located along major infrastructural arteries, industrial areas such as Puchstraße are particularly interesting. Densification shall be realized by the building structure. Furthermore a better relation between industrial and residential areas shall be achieved.
- The provision of high quality public spaces and recreational areas plays a key role in reaching the city’s long-term objective of high standards of living.
- Green along industrial areas and access streets shall be intensified in order to improve the spatial quality and provide a better microclimate.

D. Puchstraße - The Site



D1. STRATEGIC SITE

The industrial area around Puchstraße and its present identity have been shaped historically by a large number of important supply and disposal facilities for the entire city such as the slaughterhouse or the waste disposal. Not only the central macro location and the water streams but especially the size and continuity of the industrial band is an important quality feature. The local industrial enterprises can develop almost without conflicts despite the immediate proximity to the residential area. These are essential premises for future densification and intensification.

The nearby Triester Straße connects the Strategic Site via the Pyhrn Autobahn to the south towards Maribor or to the north to Salzburg and further to Germany. Via the Südbahn one reaches Vienna or Klagenfurt/Italy.

Urban morphology

The Strategic Site of E15 is located in the 5th district, Gries. The strip with an average width of about 300 metres, is predominantly characterised by large-scale industrial structures. The Puchstraße represents a significant urban morphological rupture.

The Triester Siedlung, a residential quarter with space-forming predominantly closed but partly open block-borders stands in contrast to the free-standing, large-grained hall typologies with its generous logistics areas and strongly fragmented open spaces.

The further urban surrounding to the north of the Strategic Site is characterised by heterogeneous residential development, where the Griesplatz is to be found soon. The - for the areas of the first city expansions - very characteristic Gründerzeit reaches up to the Schönaugürtel just over the bridge to the east.

The separation of functions, as the guiding principle of modernity, is well reflected in the typological character and spatial determination of the industrial zone. For the Strategic Site, it is therefore necessary to show how this condition can be turned into a modern, lively, urban industrial area.



The E15 project site within the Strategic Site



Strategic site (dashed) and project site in urban context

Context

The Murradweg (Mur Cycle Route) follows the western bank of the Mur coming directly from the city centre. In the south, the industrial belt between Puchstraße and Mur extends further towards the federal road Südgürtel from where one is easily connected to the motorways. The industrial belt contains central municipal facilities such as the district heating power station, the recycling centre (Recycling Center Sturgasse) and the city's business enterprises (Wirtschaftsbetriebe der Stadt Graz).

In the north of the Strategic Site bordering the Karlauergürtel is a commercial quarter. The tracks of the Steirische Ostbahn (Styrian East Railway) form a barrier. Lagergasse and Großmarktstraße houses small scale businesses, such as the historic and the new slaughterhouse, a bank, a metal surface finishers, an artist's studio, a flower market, a supermarket, a social facility and more. Further south in the creative-cluster Taggerwerk different functions are hosted such as artist's studios (Stadt Graz Ateliers), a printing studio, a furniture atelier. This location occasionally is used for concerts and events. Directly attached is the Bloc-HOUSE, containing sports facilities such as climbing and squash. Continuing the Strategic Site further to the south garages, furniture stores, fast-food-restaurants, a veterinary clinic and also the district heating power plant are to be found. The Sturgasse marks the south border of the Strategic Site it hosts the recycling center and the waste management service city council. The new bridge will be built as an extension to it connecting it with the residential areas across the Mur, the event center of the Seifenfabrik, the park Grünanger and more. Adjacent to the Murradweg there are storage facilities of the city council which can be relocated in the new concept and the gained areas can be used for other purposes.

In the vicinity of the Strategic Site there are a few more restaurants, supermarkets, bakeries and other local suppliers. The area between Puchstraße and Herrgottwiesgasse predominantly has creative and cultural functions. A workshop (“Innovation created through cooperation”) to create a vision for the area has been held together with science and research institutions, neighbours, sustainability-oriented companies, representatives of the City of Graz as well as artists and cultural workers. In terms of art, culture and leisure, the area already offers a wide range of activities. Their integration into the industrial area is rated very positively. Waste management companies deserve special mentioning. There is a concentration in the area which include a recycling, processing and up-cycling centre, a waste disposal and recycling company, an event items rental and various reuse and upgrading facilities. Individual social and educational institutions such as a primary school or a district centre are within walking distance.

Further down the Mur in Puntigam the construction of a hydroelectric power plant is on it’s way. Part of it is the central sewage storage system (Zentrale Speicherkanal -ZSK) which begins at the Augarten and goes alongside the Mur passing the Strategic Site.

The damming of the Mur for the power plant is to take place in the course of 2019. The river banks will be renaturated after the construction and it is aimed to increase the quality for plants, animals and humans at the same time. In the course of the submission for the Mur power plant, a Mur master plan was developed. Leisure corridors are mainly planned on the left side of the Mur. The



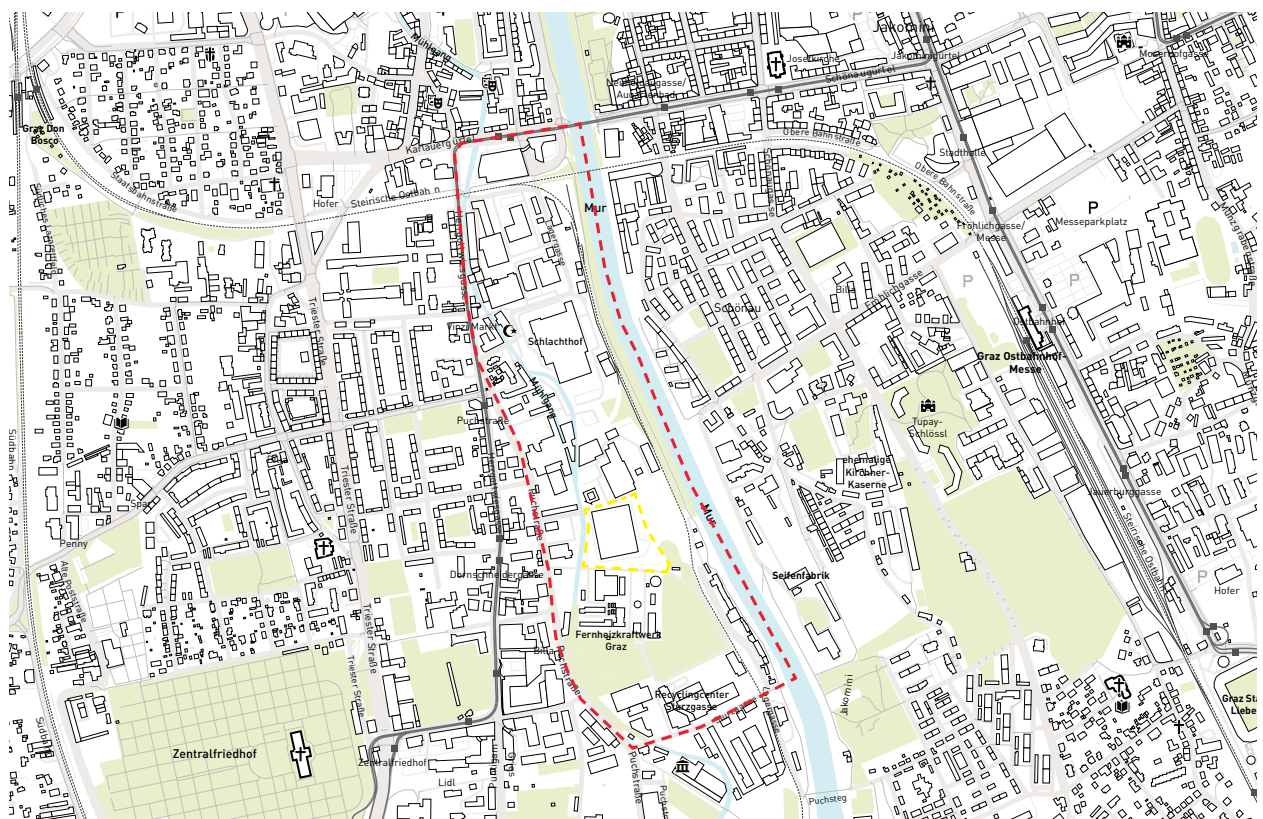
Herrgottwiesgasse looking at the entrance to Puchstraße

right side is primarily intended as an ecological compensation area.

Open space

The green-blue morphology and the open space of the Strategic Site is characterised by the two bodies of water, Mur and Mühlgang. The open space qualities condense along the banks of the Mur. Due to the special situation of Graz being located in a basin, it is the most important fresh air corridor from the north. At the same time it forms a continuous urban biotope. Mur and Mühlgang are part of a rather disparate green-blue network. The Strategic Site generally lacks east-west connections of green open space, as well as foot and cycle path connections. At the height of the Tagger-Werke, the Mühlgang branches out and forms a small island that is currently imperceptible and strongly sealed. The morphological particularity of this unique island situation provides great potential for the area.

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Urban context of the Strategic Site

There is no direct connection to the Strategic Site from the Murradweg (Mur Cycle Route, HR8, R2) cycling path. At the moment the only access are via Herrgottwiesgasse and Puchstraße. Solutions for crossing the drag railway line will be asked for.

The spatial impression of the Puchstraße shows two contrasting sides: the small-scale residential buildings accompanying the street in the west and the large-grained industrial buildings in the east. Facing the industrial street front, the idyll of the landscape strip along the Mur behind it cannot be perceived. This rupture between the street front and the banks of the Mur is to be overcome, so that insights and passages are made possible. The communication between the two characteristics should be part of the solution.

The proximity to the city centre, the location at the river Mur, the already existing industrial enterprises and cultural institutions, as well as the immediate vicinity to the district heating plant offer excellent conditions for a transformation towards an energy- and resource-saving "Innovation District".

A dense pedestrian network in the area should be achieved. Quality of public space in the Strategic Site can make an essential contribution. Existing building and open space qualities should be connected. The implemented scheme of the Strategic Site should have effects across its border into the surrounding environment. A strategy for further integration of new business settlements and build densification should be developed within a urban scheme.



The concrete grid of the Coca Cola warehouse

Coming from the west on Herrgottwiesgasse, the competition area is connected by an access road. At the north-western corner of the property one enters the area over a single-lane bridge, which crosses the Mühlgang. The Mühlgang flows from north to south along the competition area and forms the border to the west. The access over the bridge is shared with the companies bordering to the north. The Saubermacher Company in particular causes a high volume of industrial traffic. This driveway is used by heavy goods vehicles and remains quite emission-strong. This should be taken into account when designing the open space.

In the south, the plot is bordered by a factory of Energie Steiermark, to the east by undeveloped neighbouring properties. Further to the east of these neighbouring properties there is the drag railway line and the Mur.



View looking from the north

Open space

At the moment most of the open space surface on the property are sealed and strongly determined by the stationary traffic. Private cars and trucks park all around the building. Along the Mühlgang there is a full-grown tree avenue. In regard to the potential of the property, the prevailing conditions are considered unsuitable. The only usable open space is currently the small picnic spot at the Mühlgang. The planting of the west façade along the office track façade is also considered to be of quality and could be retained.

EUROPAN 15 – Productive Cities 2

D2. PROJECT SITE

Property

The Project Site within the Strategic Site is owned by one of the site representatives. The property is built-up and has already been the subject of creative and sustainable re-use concepts in recent years.

Site

The Project Site lies at the centre of the Strategic Site and is therefore part of the largest contiguous industrial area in the City of Graz. The site is a plot with 21.153m² (approx. 2ha), on which the former Coca-Cola warehouse is centrally positioned.



Mühlgang bridge looking towards the Tagger Werke

Accessibility

Both the Strategic Site and the Project Site are very well accessible by public transport, motorised private transport and bicycles.

The tram stop Dornschneidergasse, as well as the bus stop Fernheizkraftwerk are within walking distance to the Project Site, from there the city centre of Graz can be reached within 10 minutes.



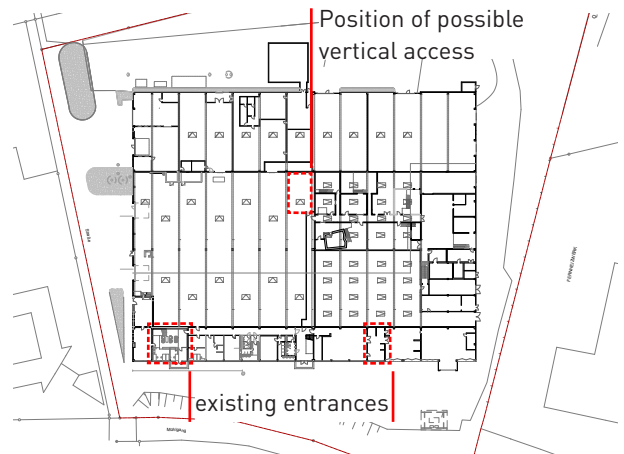
Main entrance of the Coca Cola warehouse

Object

The existing former Coca-Cola warehouse has a floor area of approximately 8.720 m². It is divided into a two-storey office wing and a one-storey hall. The office wing runs along the entire east side of the building and is oriented towards the Mühlgang. It is interrupted twice by a staircase, whereby the northern one forms a generous entrance.

The adjacent hall is constructed with a simple concrete column grid. The axial direction north-south has a distance of about 8 m, in the east-west direction it amounts to about 20 m. The subdivision of the rented areas is rela-

tively independent of this. On the west side, coming centrally from the office track, an escape corridor leads to the centre of the hall. If absolutely necessary, a central staircase can be planned adjacent to this escape route. The exact position is marked in the floor plan.



E15 project site (red) and ground floor plan

Current users

Currently, a large part of the space in the hall and office wing is leased on long term contracts to companies. These companies come from a wide variety of sectors, including industrial work safety, film making, gastronomy, storage and other services. Another area is run by the Schaumbad art initiative as an artists' studio. The size and location of the Schaumbad and the Tribeka are unchangeable, only minimal punctual static interventions are possible. For all other tenants relocation can be considered.

EUROPAN 15 – Productive Cities 2



Aerial view looking from the west

E. Task



EUROPAN 15 - Productive Cities 2

Office wing of the warehouse/ E15 Project Site

E. MULTI-SCALAR TASK

The primary task of the competition is to create a new vision for the Strategic Site and the Project Site, which is able to promote the industrial area Puchstraße as a new role model for lively, creative, urban industrial zones triggering future activities and investments.

E1. URBAN SCALE

Create a vision!

The master plan should particularly consider both the existing constraints regarding the complexity of the Strategic Site, as well as the extraordinary opportunities of the Project Site, aiming at creating a realistic and at the same time surprisingly unique vision for Puchstraße.

In this sense a highly specific strategic framework for the urban scale has to be developed, which proposes high quality public spaces, offers sustainable concepts for an integrated productive landscape and show the densification potentials. The Strategic Site should create centrality in the industrial area. It should offer transversal links connecting east-west and improve the permeability of the site and create access to the water.



View from the south looking north

Permeability and transversal links

The course of the three major longitudinal lines running through the study area – the Mur, the drag railway line, the Mühlgang – provide the Strategic Site with various opportunities: The tracks as part of the sustainable transportation system for companies. The banks of the Mur and the Mühlgang offer opportunities to improve the public space quality and integrate space for leisure. Transformed into a scene full of atmosphere as a public landscape for recreation- and interaction. An area for pedestrians, sportsmen, cyclists and any kind of leisure activities. The water of the Mühlgang could act as a (power) supplier to companies. Mur and Mühlgang could be seen as a potentially useful “volumes” (sports).

The most important urban planning parameters according to spatial concept for the City of Graz (RLB 1.0 Räumliches Leitbild Stadt Graz) for industrial areas are among

others the preservation and improvement of roadside tree plantations and formation of green edges. Ground parking should be reduced, underground or high-rise garages are to be implemented. The creation of an attractive, green character along the Mur and the interconnection with the green network in Graz is required. According to the administrative guidelines alongside the Mur a corridor of 20 m from the upper edge of the embankment must be kept free from any structural interventions, a recreation area for fauna and flora is to be considered. Therefore leisure facilities can only be considered to the west of the cycle path. The green connections along the Mühlgang are to be maintained and upgraded.

The topological, topographic and programmatic information which can be extracted from the existing urban landscape can help find solutions. The landscape is both working environment (railroad beds, open manoeuvring areas, companies’ outdoor areas) and public space to move, space to linger as well as connecting space for locals and people from all over the city.

The transverse linkage of the area is an important prerequisite for the future integration of the Strategic Site. That way the connections from the study area and the inner city will become stronger. The bicycle and footpath along the Mur will become more attractive in the future as the potentials as part of the public green belt become explored. Even though these will mainly benefit the people living in the west, the new footbridge crossing the river will be an important connecting point to the east. Open spaces and sports areas along the riverside exist at an unrepresented level. A new bridge replacing the Puchsteg for pedestrians and bicycles is planned. It will be built in the extension of the Sturzgasse. A strong relation to the city should therefore be established, offering long-distance views and connecting urban landscapes along the Mur.

A bicycle and pedestrian route could form a promenade that offers a direct north-south connection for cyclists but can also be used as a sports and leisure track. Currently however, despite its popularity, neither the layout nor the space available is satisfactory. So the quality of the bicycle route Murradweg, is to be proved and implemented in the strategic concept.

Improving open space qualities

Regarding the incoherent spatial quality of Puchstraße, the question of spatially framing and establishing a rhythm of the streetscape is regarded as being crucial. Green space stripes might be considered for the threshold between the industrial area and the living area. Dense connectivities between the residential areas and the Mur should be achieved. A possible arrangement of tree-lined avenues along streets and pathways that are characteristic of neighbourhoods might contribute to a specific local open space identity.

Further development of the green, recreational and accessible leisure axis of the Mur and the Mühlgang should be pursued, also considering issues of biodiversity. The aim of a high level of greening of the industrial area is to be taken into account.

Urban density and formal language

As an urban, productive street Puchstraße needs density, diverse vertical productive typologies, hybrid buildings and possible stacking of programs in order to achieve the level of urbanity desired. Due to the difficult urban climate situation in Graz and the low ventilation, the north-south oriented building structures should not exceed 15m heights. So the ventilation from the north can be preserved.

Advertising systems should be integrated into the cityscape and urban landscape. Enclosures must be predominantly opaque. In general, the suitability of the means must be emphasized, it is a commercial and industrial area, so the design language should correspond to the local character or at least offer a free interpretation of it. The creation of "landmarks" by exaggeratedly expressive architecture and urban design should be avoided, sensitive interventions in landscape design and route guidance should lead visitors and passers-by more easily.

Programme

Involving local stakeholders and activating networks can help establish a creative "business-park". To strengthen local economies these should be accompanied by strong marketing and programmatic concepts. Attractivity for employees, environment awareness, recreational possibilities and open space qualities are key issues.

Concerning the programmatic distribution the scale of the urban mix might be crucial. A dense mix of functions inside and outside of building structures should be pursued. Micro economies are important to diversify the area and activate the ground floors. Integrating productive initiatives, actors and networks in the long-term process of development is recommended. In general the circular economy seems highly promising combining all productive inflows and outflows, fostering social and environmental actors. It is very important that the quality of a consistent and continuous commercial and industrial area is maintained. In the future an enrichment of the industrial site and an extension of noisy leisure activities into a conflict-free zone should be aimed for.

Mobility Infrastructure

Motorised vehicle traffic, the drag railway lines, heavy goods transportation for companies, motorised private traffic, public transport will always have to be in dialogue with the urban landscape and sustainability. Transportation areas and traffic zones can be both connections (longitudinal) and barriers, borders or buffer zones (transverse). Fulfilling various requirements for different users and themes or even serving as public spaces. The mobility solutions required should help improve the modal split towards sustainable transport systems. The location of the existing drag railway line next to the Murradweg offers great potential. Car-sharing systems and e-mobility should be enhanced. The quality of manoeuvring space can be explored as being part of the public space. Junctions and thresholds in particular are important to be designed carefully.

Managing delivery and parking

As a productive street, Puchstraße should not only provide high quality urban space, but efficiently manage the delivery of goods and parking of customers. Comparing today's extensive mobility spaces and the lack of public space innovative solutions are needed. According to the idea of a productive and sustainable street, necessary handling areas for logistics should be integrated into a holistic concept of shared spaces, flexibly serving for parking, delivery and sustainable transportation.



Landscape along the river bank looking south

E2. OBJECT SCALE

Programming

Ideas and concepts are to be developed which ensure a holistic, resource-saving and an architectural high quality development for the location. Including a thoughtful interweaving and embedding with the environment.

Start of being an entrepreneur!

The proposal, concepts and ideas of the Strategic Site have to be transferred to the building scale and the applicability of the methods has to be demonstrated.

The potentials of the surrounding area as a centre of the 3Rs (Reuse, Reduce, Recycle) and the circulatory economy (cradle-to-cradle) are to be transferred to the concrete realisation project. A unique selling point (USP) with strong marketing potentials is to be created. In doing so, approaches to the productive economy and the sharing community as well as synergy effects with the environment are to be incorporated. Concrete statements on functions and usage mix, derived from the overall strategy, must be transferred to the architectural project.

The proposed ideas for the usage mix should also be sought outside the conventional proposals. They can include any form of productivity, e.g: Bionic, food production, urban farming, distilleries, restaurants, small businesses, crafts, think tanks, as well as any other types of productive start-ups and producing small and medium enterprises (SME). These enterprises are to be supplemented with open spaces, terrace areas, usable communal accesses, as well as small office spaces. The loca-

tion and the zoning of the plot allow to think about usage around the clock (24/7), activities in the evening and on the weekends can be taken into consideration.

An effective and at the same time space-saving transport of goods within the building itself must be ensured. Intelligent solutions should make commercial functions and manufacturing enterprises possible to the upper floors. Ultimately, it will be crucial to present the user scenarios with the diverse mix of these small and medium-sized manufacturing businesses and to make a statement on the grain of the floor plan. As well as to develop ideas for intelligent spatial concepts for bundled and interconnected uses. It is necessary to ensure a high degree of flexibility in the spatial structure in order to be able to react to changes in user behaviour, expandability and scalability of the units as well as changes in requirements over time.

Programme – adapt, develop, densify

The mono-functional building should be re-used and upgraded. It could be a start for new economy emphasizing the objective of circular flows and mixed uses. The hybridity of the structural units in the building should be considered. The building itself can be seen as a prototype for the metabolism of the E15 topic. The involvement of the neighbourhood and stakeholders is important and can contribute to the desired slow programmatic transformation over time.

It should be possible to development the architectural project in steps. Several construction stages should be considered.



Coca-Cola warehouse looking from the east

Upgrading. Build-over. Integration.

The investors would like to see the building density of 2,5 (FAR) fully exploited while complying with the applicable regulations. The feasibility under economic conditions has to be considered.

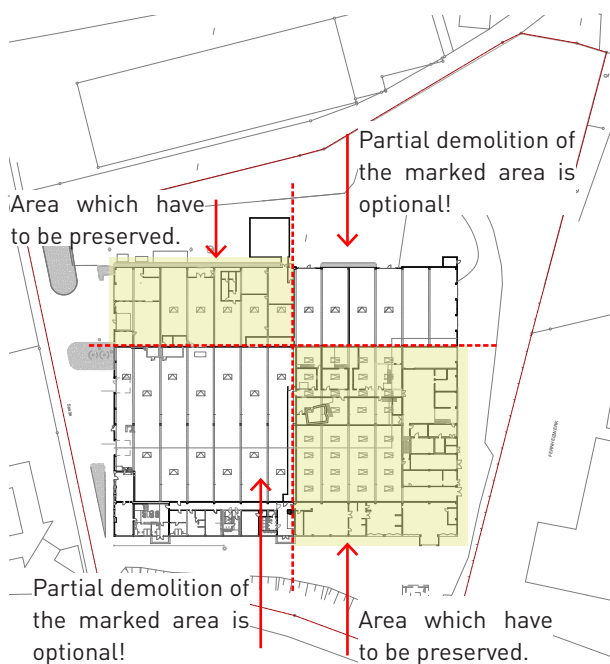
It is open to the participants how to deal with the existing building. Although there are parts which have to stay untouched, these are marked yellow in the floor plan, they can be built over. Sensible solutions are generally to be developed for all parts of the building. The range of possibilities can include all means. Over all a coherent concept is to be aimed for. For the accessibility of the building corresponding solutions should be evaluated. The already existing staircases can be extended, it is also possible to add an additional staircase in the core of the existing building, at the end of the previously mentioned escape corridor. All other vertical accesses shall be provided on the outer shell of the building. The storey height should be 4 m.

The existing photovoltaic system on the roof is rented out, it must be maintained in size and dimension. This area of at least 4.000 m² can be relocated (roof/facade) and must be taken into account in the design. However, photovoltaic surfaces on ground floor level are prohibited. Solutions for natural lightning should enable a possible mix of volumetric units. According to the RLB, it is not a high rise location, so the height is limited to 32m above ground level. Urban planning recommends limiting the height to the so-called “small high-rise”, i.e. a maximum escape level of less than 22m. If there are higher parts of the building, they have to be argued for. The height development should correspond in relation to the buildings of the neighbouring properties. Building parts exceeding 22 m absolutely have to be greened.

The urban typologies is defined as Open Structures (Offene Bauweise). Meaning solitary buildings with the required distances to property limits on all sides.

Green performance

In general, the integration of green infrastructure is to be welcomed. Urban green should be considered as an effective urban climate change adaptation strategy. Innovative ideas for the use of rooftops must be developed. In any case, the entire roof should be greened intensively.



The warehouse can be thought of four quarters were by two have to be preserved while the other two parts are open to suggestions.



The view along the office wing of the Coca-Cola warehouse and the Mühlgang to its front

The roof construction must not exceed the construction height of 1 m (measured from the lower edge of the floor slab to the upper edge of the roof covering). It is not recommended to plant trees on roof areas exceeding 20 m. Considerations for the use of rainwater shall be made. Vertical greening elements can also be integrated on the façade and inside the building.

Passageways and open space qualities

The exterior space is to be actively designed, the object is to be integrated into the surroundings in terms of landscape design in order to ensure the permeability of the plot and the access to the river. A large part of the sealed area should be designed as a recreational green area fostering communication and exchange and further enhance the existing open space qualities. Hereby the quality of green spaces is crucial for activating the ground floor and creating communication spaces. The passageways should help enhance the perception of the plot as creative hub but also strengthen open space links and enable opportunities for leisure activities. A sealing proportion of the property should be limited to max. 60%. Statements on the preservation, attractiveness and design of green spaces are expected. In the sense of a productive city there will also have to be deliveries in the future, therefore these should be as environmentally friendly as possible. Solutions for last/first mile freight logistics will have to be specifically addressed. The fire brigade access road around the entire building must be guaranteed. However, motor cars should play a subordinate role in their appearance. Both the construction of an underground car park or a parking deck are possible solutions. Only parking on ground level is not permitted. The parking lot needs to be integrated into the building structure. Ramps should have two lanes, automated parking systems are excluded. In general, the parking should be planned to be flexible to

future adaptations. Sustainable transportation in the specific context is to be integrated.

The Mühlgang in the west represents a great potential for future qualities and should be incorporated into the design considerations, whereby any overbuilding of the stream bed is not possible. In the north and south of the property pathways for pedestrians and cyclists in east-west direction connecting the residential area in the west of the Project Site are subject of the competition. These new connections are to become part of the green network. Innovative solutions for a safe crossing of the drag railway line are to be developed.

Timeline

Statements and illustrations on the process with possible scenarios are expected. A transformation strategy with information on time phases and suggestions on possible actors are desired. The 24/7 use of the complex should be explained.

F. Submission & Regulatory Explanations



F1. SUBMISSION

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 15 rules, also available online.

All plan view illustrations must be provided with a scale bar. There is a free choice of scales for diagrams and concepts, in order to allow layouts to be tailored to the possibilities afforded by the A1 board format of the display boards. However the information depth should correspond to the necessary scale of information.

Deliverables

The deliverables have to be placed on 3 A1 panels.

The first panel should explain the urban ideas developed on the Strategic Site with regards to the site issues and the overall theme;

The second panel should show the method foreseen for the implementation process, it should show in particular the relationship between the new development and the existing context;

The third panel should highlight the architecture of the project, including three-dimensional representations of the project.



STRATEGIC SITE

- A maximum of 1 perspective or 1 axonometric view illustrating the vision for the entire site of the E15
- A site plan 1:2.000, representing the entire site of the E15 Strategic Site, highlighting aspects of logistics, traffic and access, distribution of building masses, urban, public and green space and programming, building elevations, green spaces, etc.
- Sketches and diagrams highlighting key aspects of the vision
- Diagrams and schemes representing a set of tools, rules and guidelines for the Strategic Site, regarding aspects of mobility (traffic and access), structural densification, urban space, public space, open spaces, programming
- A diagrammatic timeline showing the transformation of the Strategic Site

PROJECT SITE

- A maximum of 1 perspective illustration of the architectural expression of the production hub
- A maximum of 1 illustration showing different scenarios and relations of the productive density within or in the surrounding of the production hub
- Diagrams and schemes representing aspects of the architectural vision. Explaining mobility issues (access and parking), occupation principles with different programs and scales, from 50m² to 1.000m², and landscape design.
- An architectural plan 1:500 of the ground floor showing the entire plot (main accesses, intended/possible functions, cores for vertical connections, orientation of buildings (open/closed facades, backsides, frontsides)
- Sections 1:500 representing in detail the implementation of the new structure showing aspects of use-mix, structural densification, urban space, public space, open spaces, programming ect.
- One programmatic diagram illustrating the functional mix of the entire building (all floors)
- A diagrammatic timeline showing the possible 24/7 usage of the architectural project

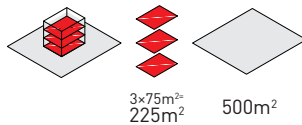
F2. REGULATORY EXPLANATIONS

The following explanations are intended to provide assistance. They are an excerpt from the supposedly most important passages. They make no claim to detail, accuracy or completeness.

Building density, gross floor area

- Building density or floor area ratio (FAR) is the ratio of a building's total gross floor area (GFA) to the size of the piece of land upon which it is built. E.g.: If a building has 200m² GFA on a plot of 600m², FAR is 0,3

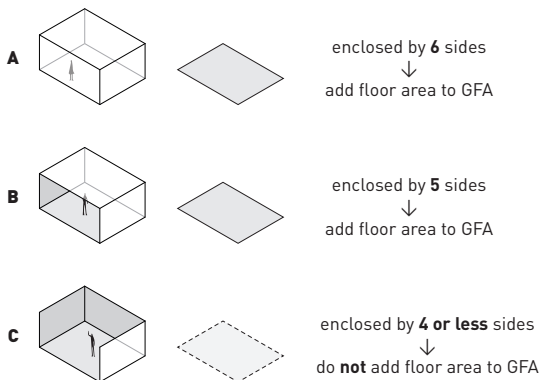
density = GFA/plot area



density=225/500=0,45

Definition of density (FAR)

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



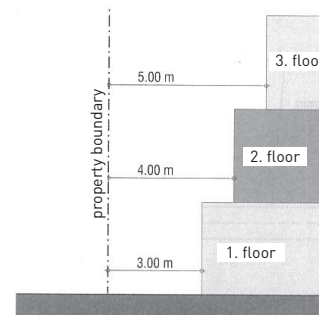
Definition of gross floor area (GFA)

Distances

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

- Building distances: Buildings on different properties have either to touch each other, or keep a minimum building distance of metres equal to the sum of floors, augmented by 4 metres. (E.g.: Two buildings on different properties count 3 floors each, the building distance has to be 3+3+4=10 metres.) Buildings on the same property not touching each other need to keep a minimum distance of 2 metres.
- Limit distances: Buildings either have to touch the limit towards neighbouring private properties, or keep a limit distance of metres equal to the number of floors, augmented by 2 metres. (E.g.: A building counts 3 floors, the limit distance towards the neighbouring private property has to be 3+2=5 metres.)

- If an existing building has been built onto its property limit, new buildings on neighbouring properties may either be attached to it or need to keep the minimum building distance. If an existing building has windows along the limit, new buildings on neighbouring properties need to keep the minimum building distance in any case.
- In the case of buildings or parts of buildings without the usual floor division or with floor heights of more than 3.0 m, the distance is to be determined on the basis of a fictitious floor division with a height of 3.0 m at each corner of the building above the natural terrain. Remaining floor heights of more than 1.5 m shall be counted as floors. (The distance rule applies per floor.)



The distance is measured per floor from the property boundary.

- The above mentioned regulations do not apply for facades facing public property.

Classification according to the Zoning Plan

- Commercial Area (Gewerbegebiet): Areas reserved for commercial programmes like business, production, services, gastronomy, leisure, administration and offices, but also related programmes like culture and sacred spaces. Trade is restricted to trade of cars, building materials, machines, furniture and garden equipment, as well as to companies selling goods they produce themselves on site. Housing, retail and food markets are explicitly excluded from Commercial Areas.
- The zoning as industrial area 1 does not permit any residential use, even uses related to living such as hotels and suchlike are not permitted.

Height restriction

- According to the territorial guidelines of the City of Graz, the area is not located in a high-rise building area. This means that the upper edge of the floor of the top floor may not exceed 32m from natural terrain.

Fire safety compartment and escape routes

- Fire compartments must not exceed 12,000 m² in order to avoid increased requirements. A direct exit to the exterior or to a secured escape area (e.g. staircase, external staircase) must be accessible from any point in each room within a walking distance of no more than 40 m.