



VILLACH FILL THE GAP!

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 European 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 European 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

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

Thursday 25.04.2019 / 13:00-16:00

Meeting point:

Park & Ride Westbahnhof, Steinwender Straße, 9500 Villach

Registration:

Please confirm your participation via email to office@europan.at
(name, number of participants, mobile number)
Registration deadline: 24.04.2019

**NATIONAL OPENING EVENT**

Friday 22.03.2019 / 19:00 / AzW Wien

will be announced online
<https://www.euopan.at>

NATIONAL AWARD CEREMONY

Jan/Feb 2020 / Innsbruck, Graz or Wien

will be announced online
<https://www.euopan.at>

Information

Site Representatives / Actors involved

>Guido Mosser

Director of Urban Planning, City of Villach

>Ralf Wanek

Department of Urban Planning, City of Villach

>Christopher Kreiner

ÖBB - Austrian Federal Railways



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:

Guido Mosser

Director of Urban Planning, City of Villach

Harald Sobe

Municipal Councilor, City of Villach

>Martin Scheifflinger

ÖBB - Austrian Federal Railways

Stefanie Murero

Architect

Ernst Rainer

Architect

>Member of the international Jury

>Member of the international Jury

Jury - 2nd Evaluation

International Jury

Hemma Fasch (AT) - head of Jury

Architect, Principal of fasch&fuchs architects, Vienna, Austria

<https://faschundfuchs.com>

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>

Kamiel Klassee (NL)

Architect, Principal of NL Architects, Amsterdam, Netherlands.

<http://www.nlarchitects.nl>

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>

Anne Lacaton (FR)

Architect, Principal of Lacaton & Vassal Architectes, Paris, France and Associate Professor of Architecture & Design at the Swiss Federal Institute of Technology (ETH Zurich), Zurich, Switzerland.

<https://www.lacatonvassal.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>

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>

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

strategic urban concept as a base for further development steps

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A. Introduction



Overall task

Villach's E15 site negotiates an exciting position between up-and-coming, diverse suburbia and the lively, historic city centre. Its location is the gap between the heart of the old town with its cafes, little shops and narrow alleys and suburbia with its schools, army base, climbing centre and industrial sites.

The E 15 competition area consists of three areas close to each other that are situated near Italienerstraße which has developed from the historic southern trade road of the medieval town into a vibrant axis and strong spine between the city centre and its southern extensions.

Unique potential lies in the regional west railway station which is part of the ambitious development area. Though currently only used moderately it possesses the powerful ability to branch out into the region, enabling access to and from the city and mediating between different speeds. Paired with a visionary mobility strategy, innovative synergies between production, recreation and housing are required. Promote the site as a hinge and unfold an exceptional, experimental pilot project for Villach.

Aim of the competition

Villach's urban development concept proposes the West Railway Station Site (E15 site) as one of six target areas for development within the next few years (see Fig. 17). The ambition of the city is to establish an exceptional, hybrid, innovative urban quarter, which reaches out to and anchors its surroundings.

Its strength is its immediate proximity to the old town and the existing railway station. Excellent access to the region and the city is at hand and the cycle-path-network that runs along the site enhances this. Soft mobility will be a key driver for this unique location and needs to be dealt with boldly.

The creation of an autonomous quality within a new hybrid setting is desired. The main challenge is to strategically connect the 'valuable' parameters at hand - such as proximities, mobility and flow of people - into a mixed spatial and programmatic setting which anchors the site. It's the perfect matrix for a manifold of production facilities to settle here. The city wants to implement a new mobility strategy; its origin should be at the E15 site. Excellent accessibility is a given. The city wants to see a hybridity in housing, production and recreation. A unique testing ground for a new vision is at your disposal – go on and FILL THE GAP!

Commission for winner

The City of Villach and the ÖBB (Austrian Federal Railway), partners of Europan, aim at commissioning the winning team of E15 with a strategic urban concept for the E15 sites as a base for further development steps. Keep in mind that due to divided ownership and diverse availability the projects on the three sites may be realised independently from each other.

Participants

Teams participating in E15 are encouraged to form collaborations of architects, landscape architects, and urban designers.



Fig. 02: tree avenues along Steinwenderstraße along the southern rim of site A towards area C (junction Italienerstraße)
© E15 IK



Fig. 03: Italienerstraße between sites A and B with 100-year-old plane tree © E15, CA

B. Relation to E15 topic



Site Classification - Creating Proximities

This is about establishing proximities between living and working, stimulating productive relations both within and between residential areas and mono-functional production zones, introducing collective activities and work practices into residual spaces that add quality to housing conditions. Secondly, it is about rethinking the transition between high-speed metropolitan mobility and the low speed of neighbourhoods and urban centres. Proximities are made in the physical space of the city, but also at temporal and actors' scales, allowing new exchanges between urban actors and users.

Third spaces in between

A third space can be a new space inserted between heterogeneous populations, housing and production spaces. It can catalyse the transformation of current production cycles to create new relations and synergies with urban territories and everyday life. It allows for alternative proximities, between urban actors and users, which may often be isolated in their own production cycles or excluded from ongoing urban design and planning practices. The physical location of a third space can be in residual spaces within neighbourhoods, or between existing mono-functional zones. It can accompany new housing, or could emerge from recycled urban fabric.

With sites in the following cities Hyvinkää (FI), La Louvière (BE), Lasarte (ES), Madrid - La Arboleda (ES), Rødberg (NO), Rotterdam Marconiplein (NL), Sant Climent de Llobregat (ES), Villach(AT), ...

How is production considered in the urban diversity program?

Seemingly opposing forces, such as the surrounding region, the immediate area of the inner city, suburbia, etc. open up a vast field of potential synergies. Many fascinating threads need to be picked up and the project offers the compelling chance to knit them together. With the city's ambition to introduce more vibrancy and relevance, production and its related fields will provide a major driving force to implement a new identity and boost the area.



Fig. 05: Villach: Drau river and Karawanken mountains
© stevi, Martin Grabner



Fig. 06: Villach: Main Square © stevi, Martin Grabner

C. The City



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

Villach is the seventh-largest city in Austria and the second-largest in the federal state of Carinthia (after its capital, Klagenfurt). It is situated at 501 m above sea level in the border triangle of Austria, Slovenia and Italy. It represents an important traffic junction for southern Austria and the whole Alpe-Adria region¹.

Villach is located on the Drau (Drava) River near the confluence with the Gail tributary. Situated in an Alpine region at the western rim of the Klagenfurt basin, the municipal area stretches from the slopes of the Gailtal Alps (Mt. Dobratsch, 2166m) down to Lake Ossiach in the North East and the Lake Faak in the South East. Due to its excellent geographic location and pleasant climate conditions as well as a very low crime rate the city offers a very high quality of life.

Considering Villach's total area within the city's boundaries we find the following (surprising) statistics²:

(see Fig.10: Figure Ground Plan)

- 57% forest
- 16% agriculture
- 6% water
- 3% other areas
- 3% traffic areas
- 15% building land

Fig. 09: Distances to Salzburg, Vienna, Munich, Ljubljana, Venice,... © pinimg, E15 CA



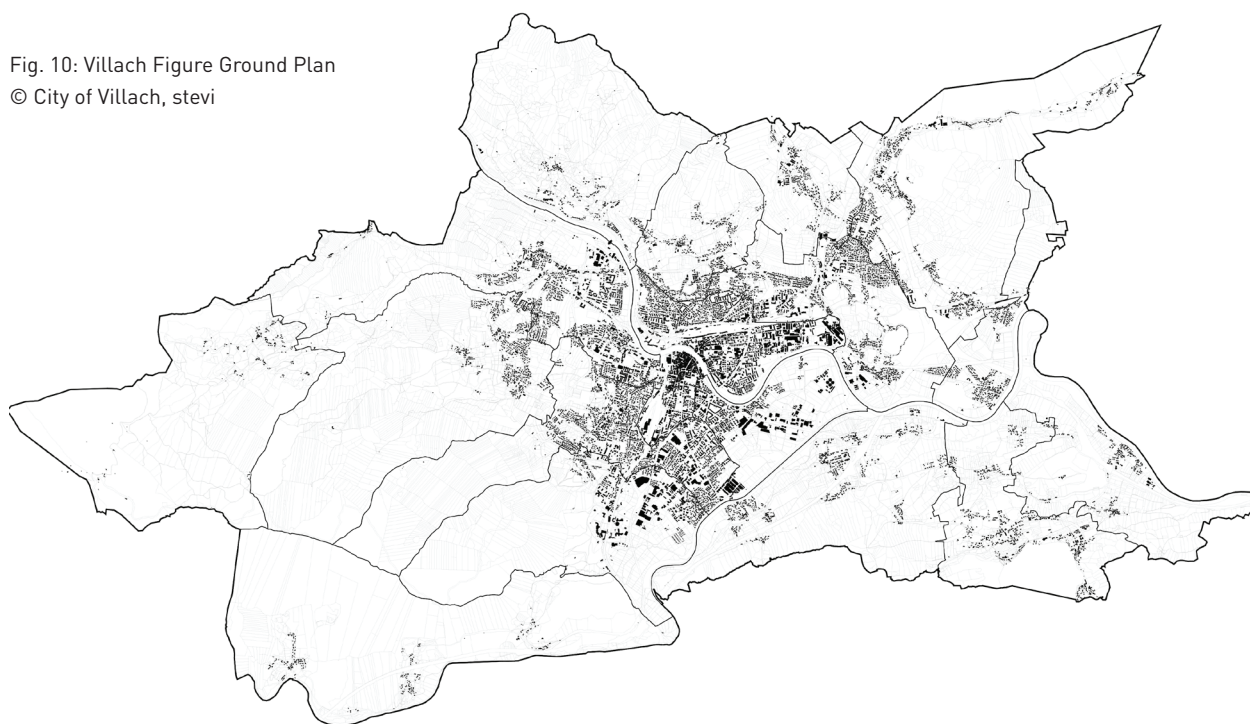
Fig. 08: The location of Villach in Carinthia and Austria

© stepmap



Fig. 10: Villach Figure Ground Plan

© City of Villach, stevi



¹ Alpe-Adria is a bioregion in Central Europe, embracing all of Slovenia, the Austrian states of Carinthia and Styria, and the Italian regions of Friuli-Venezia-Giulia and Veneto.
² Urban Development Concept stevi: konzept 2025, p 39

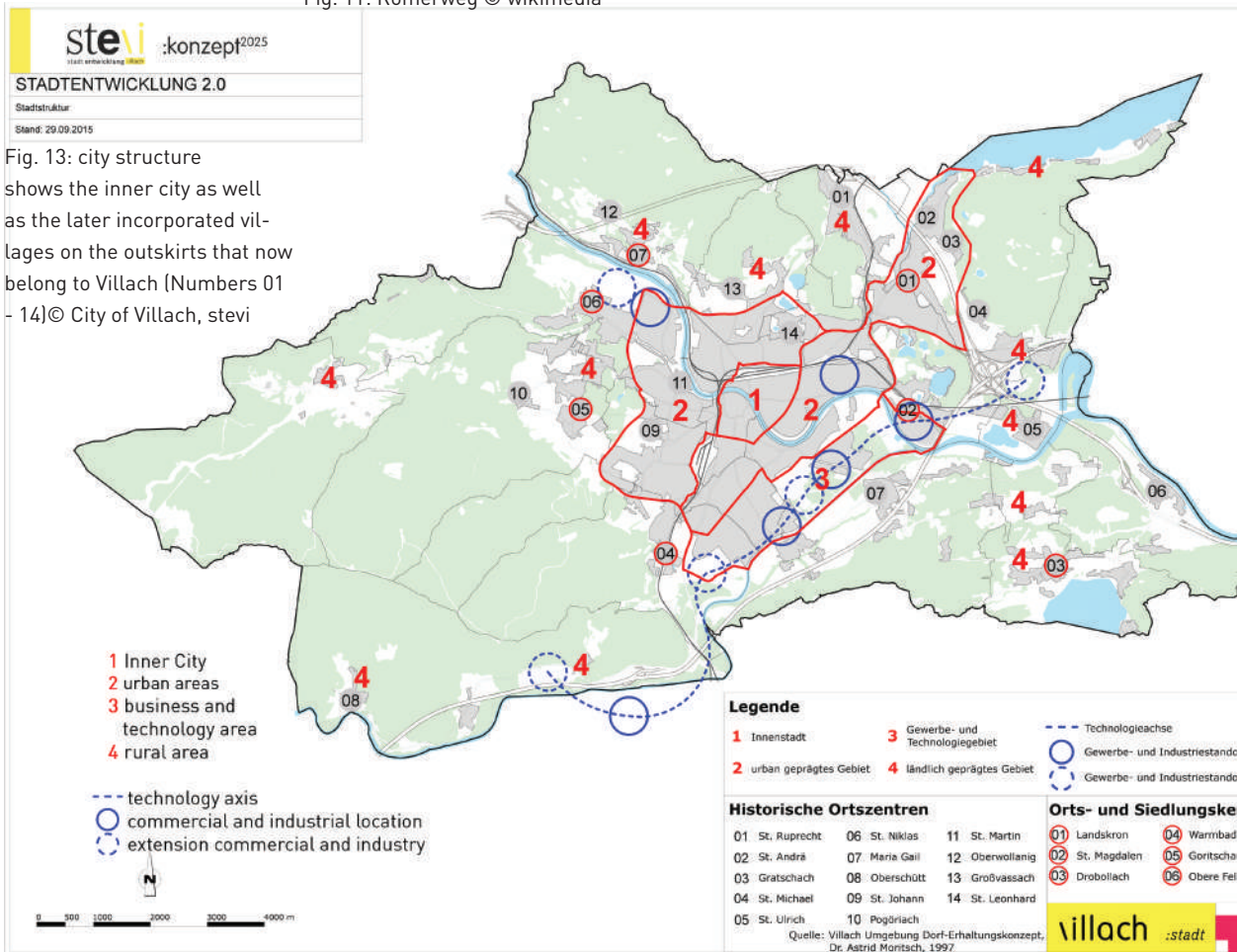
Brief History

The oldest human traces found in Villach date back to the late Neolithic. Many Roman artefacts have been discovered in the city and its vicinity, as it was near an important Roman road (today called Römerweg) leading from Italy into the Noricum province established in 15 BC. In an 878 deed of donation a bridge (ad pontem Uillach) was mentioned. Villach received market rights in 1060, though it was not mentioned as a town in records until about 1240. By 1880, the town had a population of 6,104. In 1905 and 1973 several villages on the outskirts of the city were incorporated into Villach thus leading to today's city boundaries. This also means that the city's appearance is urban in the central areas but in places still seems quite rural on the outskirts.



Fig. 11: Römerweg © wikimedia

Fig. 12: Historical image - Villach in the Middle Ages with Italienerstraße in the upper centre © City of Villach



Mobility

From the early days Villach has been an important trans-regional transport node, dating back to the Roman era and earlier.

Villach is one of Austria's most important railway junctions with the main station (Hauptbahnhof) on the north side of the Drau river being the most frequented hub. The significance will remain high in the future as a further ambitious railway project towards Graz and Vienna (Koralmbahn) is currently under construction.

The Westbahnhof next to the European15 site is, however small, an important station for local transport from the Rosental and Gailtal valleys.

Three national highways (A2 from Vienna/Graz/Klagenfurt to Italy, A10 from Germany/Salzburg, and A11 from Slovenia) meet in Villach.

A significant number of people - notably the higher educated ones - use their bicycles as their main means of transport. Still, far more than 50% of all traffic still relies on the car (see Fig. 15, modal split).

Public transport and bicycle lanes still have some potential for development.

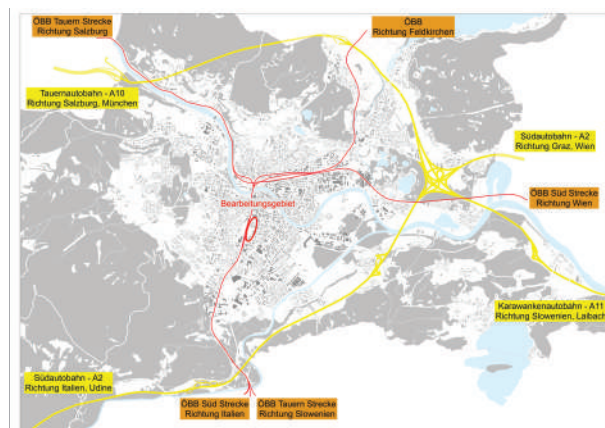


Fig. 14: Traffic nodes (yellow: highway; red: railway)

© City of Villach

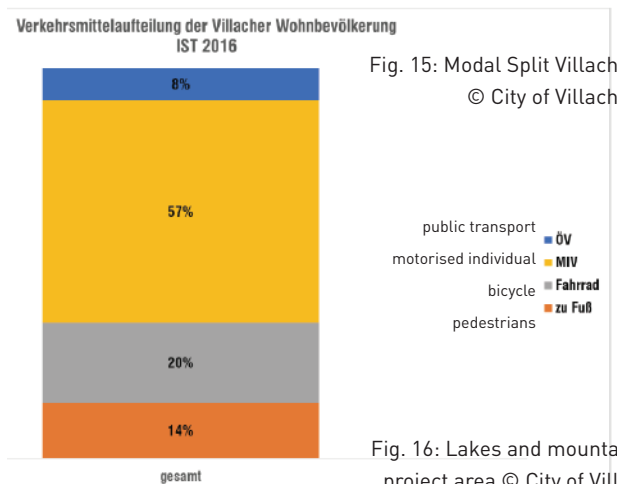


Fig. 15: Modal Split Villach

© City of Villach

Fig. 16: Lakes and mountains, project area © City of Villach

In December 2017, Villach has launched a mobility concept to work out means of controlling the development of mobility in Villach³.

The focus points of this mobility concept are:

- regional networking using public transport
- the bicycle as a means of transport in everyday life
- modern interpretations of motorised traffic (cars)
- involvement of the surrounding rural areas in the model of the city region

C.2 SOCIO-CULTURAL CONTEXT

As of January 2018, the population of the city is 61,887.

Villach is a growing city, mainly due to migration. A significant number of new citizens are highly qualified specialists in technical professions. Population growth from 2014 - 2018 was +0,8%, the prognosis for 2018 - 2030 is +3,7%⁴. People are also getting older.

Education and Health Care

Villach is a regional centre for education with a large number of child care facilities, 13 primary schools, 5 secondary schools, 2 large secondary schools for higher education, 4 professional schools, 4 secondary vocational colleges, and a college for economics, geo-information, mechanical and systems engineering as well as a number of facilities for private education such as the Musikschule. There are a public and a private hospital in Villach.

Culture, Sports and Recreation

Villach is surrounded by high mountains of the Alps offering various summer and winter sports facilities (hiking, skiing, ski touring, snowshoeing, sledging, ...)

There are a number of larger and smaller lakes within the city and its surroundings⁵, some of them providing free access for bathing in the summer season and ice skating in wintertime (cold weather and thick ice provided). The local ice hockey team VSV has its home in the Villach indoor ice rink (Eishalle), and on the northern slopes of Dobratsch mountain there is a training base for ski-jumping as well as a lane for cross-country skiing.



³ Mobility Concept Villach 2035

⁴ source: Villach Municipality, urban planning

⁵ e.g. Lake Ossiach, Lake Faak, Silbersee, Magdalenensee, Lake Vassach,... within the city's boundaries; as well as a few others like Millstätter See, Wörthersee, or Weißensee within short distance

There is a fairly well-developed yet expandable network of cycling lanes throughout the city and along the riverbanks.

Villach Warmbad is the home of a thermal spa resort built around the natural hot springs in the area. Tourism is a major economy factor in the region.

Besides having a small theatre, the Congress Centre and a number of museums and exhibition facilities, the city is also the host of several annual festivals such as the Carinthian Summer (music festival), Villacher Fasching (carnival), Villacher Kirchtag (folklore festival) or the European Bike Week.

Since Villach is very close to the Italian and Slovenian borders day trips to the Mediterranean Sea are popular leisure time activities.

Mentality

From most places in Villach the surrounding mountain scenery is visible and forms an important point of identification. Residents as well as tourists love the close vicinity to the mountains and lakes as much as the fact of being able to reach the Mediterranean Sea within short driving distances. Places like Salzburg, Vienna, Munich, Ljubljana, Udine, Trieste, or even Venice can be destinations for a day trip (see Fig.09). Villach is also seen as a place with a strong Italian influence regarding architecture, public space, and the relaxed atmosphere in town. The intense identification with the surrounding mountains on the one hand and the fact of easily being able to “escape” from this somewhat constraining relationship are part of Villach’s mentality. Thus, one can regard its people as open-minded and stubborn at the same time.

C.3 ECONOMY AND INFRASTRUCTURE

When the southern railway connections were established in 1864 Villach developed into an important railway junction over the years and it also became the home of the southern headquarters of the Federal Railway Company

(ÖBB). For decades Villach was referred to as a „Eisenbahnerstadt“ (city of railway men) and a lot of people and their families found jobs in the railway sector.

In the past few decades, however, Villach developed into Carinthia’s most important location for industry with a number of relatively large companies, mainly in the field of semiconductor R&D and production.

The Silicon Alps Electronic Cluster is a public-private partnership that brings together Austrian players from industry, science and public authorities to develop and position the electronics and microelectronics sector with a regional focus on the locations Carinthia and Styria and has its southern headquarters in Villach.

The Austrian Federal Railways as well as Villach’s hospitals offer a significant number of work places.

Other larger companies include a local brewery, a mining company and specialists in machinery or building supplies as well as some tourist facilities.

A number of farmers’ markets and seasonal markets (Christmas Market, Arts and Crafts Market,...) are held in town.

The small city centre still holds a number of shops, coffee-shops, and restaurants. However, the erection of a large attractive shopping centre with vast free parking space on the outskirts of the city in 2007 drained many well established shops from the city centre onto its premises and has had a major impact into the city’s trade development and people’s shopping-habits. Like many other towns Villach faces a serious issue with vacant shops and facilities in the centre and the suburbs.

On a brighter side Villach’s largest employer, Infineon, an internationally renowned semiconductor company with currently 3100 employees in Villach, is in the process of expanding further and investing 1,6 billion Euro. Several hundred additional jobs will be generated, most of them in highly specialised fields which means that experts from abroad will move to the region with their families who in turn create a number of more indirect jobs (healthcare, education, supply sector, recreation,...)

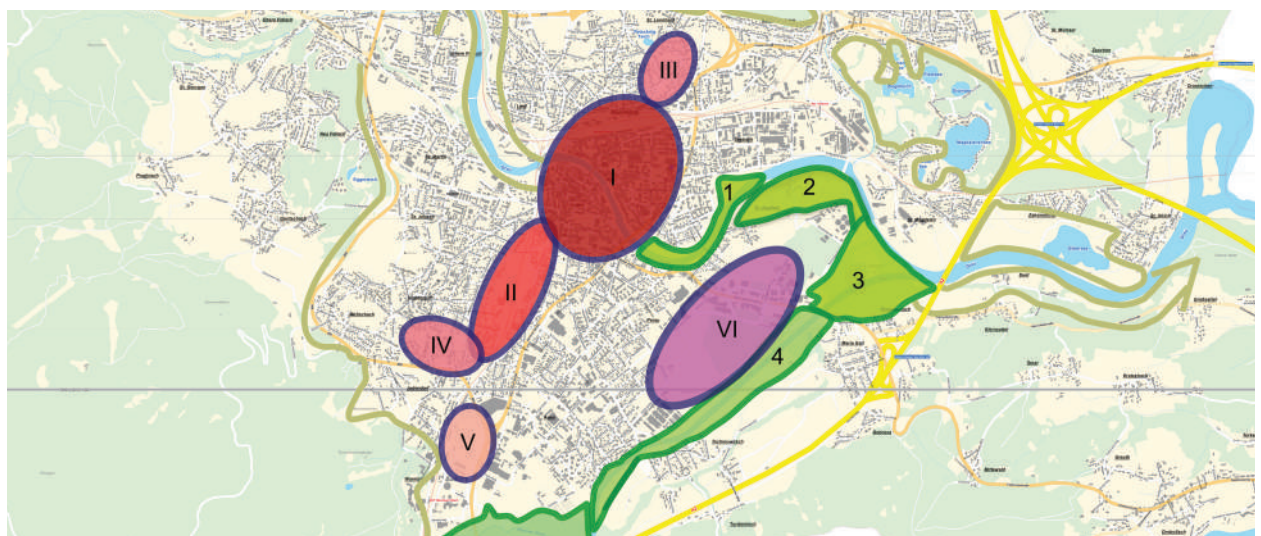


Fig. 17: Urban development model - target areas © city of Villach, stevi

D. Strategic site



D.1 URBAN CONTEXT

Villach's urban development concept proposes the West Railway Station Site (E15 site) as one of six target areas for development within the next few years (see Fig. 17, number II is Strategic Area). European is a crucial step towards that goal.

„Villach must create an attractive infrastructural environment and a social atmosphere for new types of working spaces by using its excellent opportunities as a mobility node, a medical and health location as well as its expertise, education centre and its cluster of international companies.“⁶

Recently, the city passed a number of studies and concepts to start measures of innovative urban development, e.g.:

- Urban Development Concept ste:vi 2025, passed in 2015
- Mobility Concept 2035, passed in 2017
- Control Concept for Retail and Center Development, 2018

⁶ Urban Development Concept ste:vi: konzept 2025, p 26

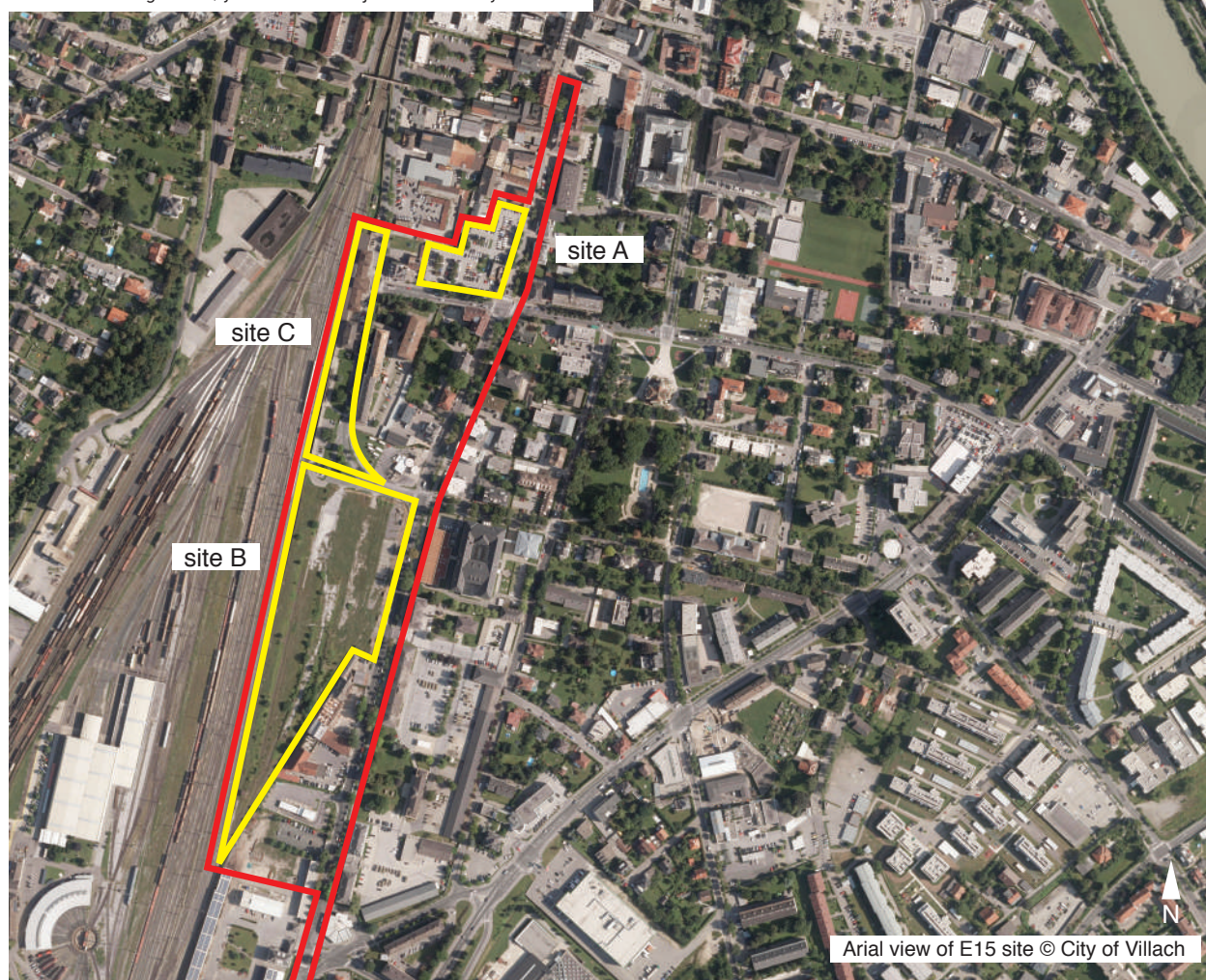
D.2 THE SITE AND ITS SURROUNDINGS

Embedded in a neighbourhood with many schools, sport facilities, housing, and an army base, the three parts of the E15 site have great potential to become a vibrant hub - a complementary centre around the Westbahnhof (west railway station) area without getting into competition to the nearby historic town centre but to enhance its significance. Since this is not a typical main railway station but a local train stop the usual urban recipes of recent railway developments with shops and coffee places will not work: a chance for implementing new and innovative means of mobility, production, living and recreation is at your hand. While sites A and B ask for a functional mix of living, recreation and production, site C can be a strong hinge to secure the new quarter's identity.

Make use of the fact that 1000 - 2000 mainly young people daily pass the site on foot and many more by car. Narrow lanes allow for excellent permeability and a city of short distances for pedestrians and cyclists.

To get a closer view of the city and the site please refer to Villach's digital city map and aerial view: http://gis.villach.at/WebOffice/synserver?client=html&project=WebCity_Stadtplan

Fig. 19: The site within the urban development of Villach.
red: E15 Strategic Site; yellow: E15 Project Site © City of Villach



All the numbers in the following chapter refer to Fig. 20.

Site A

Site B

Site C

blue street names

green bicycle lanes

Public

P1 historic city center

P2 Westbahnhof (local train station)

P3 Stadtpark, Schillerpark (public park)

P4 playground

P5 church

B bus stop

Facilities

F1 supermarket

F2 petrol station

F3 24 hrs mini shop

F4 car wash

F5 Italienerstraße (several restaurants and eateries)

Education, Sports and Recreation

E1 nursery

E2 kindergarten

E3 primary school

E4 secondary school

E5 Peraugymnasium (secondary and high school, approx. 1100 students)

E6 Gymnasium St. Martin (secondary and high school, approx. 1250 students)

E7 CHS (Secondary College for Economics, Arts, Fashion and Media, approx. 930 students)

E8 HTL (Secondary College for Technology, approx. 1320 students)

E9 Kletterhalle (climbing and bouldering facility)

E10 KTS (Secondary College for Tourism)

E11 HAK (Secondary College for Economics)

Non-Public

N1 Army Base

(approx. 400 people)

N2 Westbahnhoffnung

(kitchen and support facility for homeless and socially impaired people)

N3 nature monument

(plane tree, approx. 105 years old)

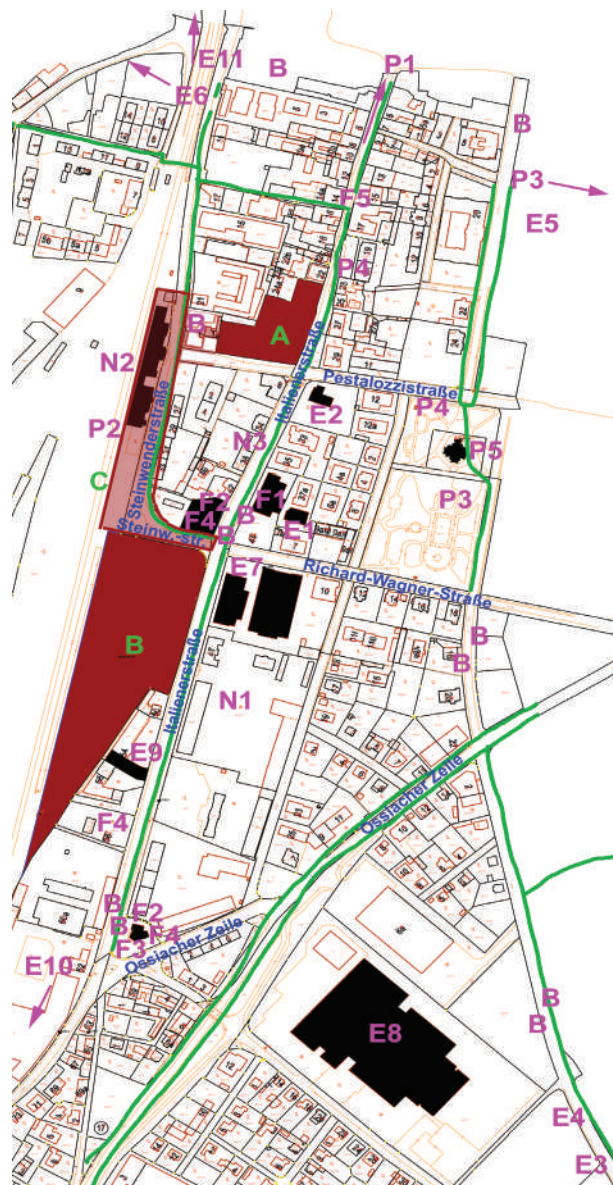


Fig. 20: The site and its surroundings © ÖBB, E15, CA

Fig. 21: sound pollution from the railway (left) and streets (right) (no data available for Italienerstraße) © www.laerminfo.at



Italienerstraße as an axis

The adjacent road to both sites A and B, Italienerstraße, is regarded as an important axis between the city centre and the southern extensions. Despite being a fairly busy traffic artery it implies a perception of 'vibrant tranquillity' due to its tree-lined avenue and generous walking space. Additional to that, the trees give the street a pleasant appearance and play their own supporting role in creating space. There is even a more than 105 year old plane tree towering over the streetscape! (see Fig.03 and Fig.20 N3)

Italienerstraße used to be the historic town exit towards the south (thus its name, „street to Italy“, see Fig.12). However, most buildings only date back to the 17th or 18th century with younger additions. There are very few high rise buildings, and the appearance of the street is one of a typical Austrian suburb („Vorstadt“). Recently, the part between the historic city centre and E15 site A has been developing into an exciting axis of young and urban life with a number of contemporary coffeeshops, stores, and eateries as well as small businesses, a few offices and doctors' surgeries. The short walking distance from the city centre allows it to be a prime spot for people to enjoy their lunch break.

The area has a high potential to develop into a strong backbone for urban life. Currently, the street space between E15 sites A and B appears somewhat neglected given the fact that there are very few public places except a kindergarten (E2) and a supermarket (F1). The revival and stimulation of the E15 sites will extend the axis of vibrancy between the city centre and the climbing hall (E9) and further on. Alternative concepts of short and medium distance mobility such as (E-)bikes, scooters or other easy-to-access means of individual transportation will help to connect the various parts of the city.

Car traffic

Main traffic arteries through town are the Ossiacher Zeile from the North and South as well as Pestalozzistraße which directly passes the E15 site A on the southern rim leading into Steinwenderstraße which serves as a access road to the main Drau river bridge passing E15 site C. Due to this bottleneck situation there can be (minor) traffic jams during rush hours.

Schools

Three of Villach's six high schools and secondary colleges are located within short walking distance from the E15 sites respectively the West Railway Station (Peraugymnasium, E5; CHS, E7; HTL, E8). This causes the neighborhood to be a busy and buzzy area, especially during school terms. Students of another high school (St. Martin, E6) commuting from the Gailtal and Rosental valleys will also leave the train at Westbahnhof and walk about 15 minutes to the north-west to get to their school.

Keep in mind that all these young people appreciate ways of spending their lunch breaks and free hours outdoors without being forced to consume anything.

Some students of the KTS (E10) will board the train at

7 source: Lutschounig Kaserne



Fig. 22: Italienerstraße. northern part © E15 IK

Fig. 23: conscripts jogging along Italienerstraße © E15 CA



Westbahnhof to get to their school in Villach Warmbad (next train stop to the south). A kindergarten (for children 3-6 years, E2) and a nursery (1-3 years, E1) are also in close proximity to the E15 sites.

Army Base

Although the site of the neighbouring army base (Lutschounig Kaserne, N1) is a restricted area their conscripts vitalise the neighbourhood by starting their running exercises and driving classes directly opposite E15 Site B. Additionally to the students from the neighbouring schools there are in average about 400 conscripts and staff reviving the area⁷.

Other facilities

In close proximity to the E15 sites apart from the historic city center (P1) and the northern part of Italienerstraße with its shops and restaurants (F5) are two public parks (Schillerpark and Stadtpark P3), a protestant church (P4), a supermarket (F1) and a 24 hrs shop (F3) as well as two petrol stations (F2) and several car washes (F4). As a recent addition and a further crowd puller a large climbing and bouldering hall (E9) with additional exercise rooms for yoga and gymnastics and a restaurant was installed in 2018 directly next to E15 site B. In fact the outdoor bouldering wall prominently faces the site and has to be taken into consideration when designing the public spaces on the site.

Next to the climbing hall and south of it there are a number of small productive firms and companies as well as housing and a few offices mainly along Italienerstraße and the adjacent streets. The residential areas around the E15 sites include housing blocks, single family homes as well as historic villas.

Most surrounding streets are lined by avenue trees giving the streetscapes a pleasant and tranquil appearance despite their volume of traffic (Italienerstraße at Kletterhalle: approx 9000 vehicles/day⁸).

8 traffic counting 2015; source: Villach Municipality, urban planning

E. Project site



The Villach E15 site consists of three parts in close proximity. Site A is only five minutes' walk away from the very heart of the city – a prime location! However, it finds itself on an 'imaginary' threshold between what is perceived as the inner-city-core and the suburban area. Its current function as a car park enforces this image.

Site B is an urban wasteland, located next to railway tracks and a railway station. Parts of it currently also serve as a temporary car park for a large company. A strategic use of the interplay of these two sites will be crucial. The area around Westbahnhof with its historic railway building forms area C. While the buildings onsite are currently not available for development the area itself asks for a future concept to enhance the potential of the sites within the urban context.

The whole area including the E15 site has been marked as a prime target for development in Villach's Urban Development Concept.

E.1 SITE A

Site A (5,882.28 m²), owned by the city of Villach, lies directly at the Italienerstraße/Pestalozzistraße junction and is by many people regarded as the southern end of Italienerstraße even though it prolongs until Ossiacher Zeile (location of F2-F4, see Fig. 20). The current use of the site as a profitable car park somehow marks this threshold of the city quarter. Also, the cities building structure changes from a fairly closed development to a pattern of detached houses and villas further on.

Many of the houses north of site A are also detached houses but very close to each other, thus giving the street a more urban character. Most of them date back to the 17th and 18th centuries which led to different layers of use - extensions on the one hand, abandonment on the other. Narrow lanes between the houses lead to the east and the west, creating a true atmosphere of a city of short distances and allowing pedestrians to permeate the area where cars have no chance. Some of the lanes open up into courtyards which are used very differently from simple backyards with trashcans to small parking lots to pleasant inner courtyards used as beer gardens for restaurants. Despite the urbanity of the street, buildings are rarely more than 3-4 storeys high but reach 5 and more storeys in the "2nd row". It will be crucial to prolong the urban character of the street towards Italienerstraße South and the E15 site B. There is one private 2-storey building on the south-eastern corner of the site which has to be neglected in the programme (see Fig.24 on previous page; site A: Fig.02, 25, and 35)

The ground floor zone around site A houses coffeeshops, ice-cream parlours, and small eateries as well as a few shops, a dry cleaner, offices, hairdressers, and surgeries, an alteration tailor and a bicycle repair place.

The site has a high potential to develop into a new quarter of resilient synergies and innovative processes - in the sense of the 'third space'-approach of the E15 topic of the productive city. Layers of production, residence and recreation can interweave and create a new identity of the place.

Up to the above mentioned junction Italienerstraße is a one-way road from north to south. A separate bicycle lane, however, leads into the city centre. South of E15 site A, car traffic on Italienerstraße runs in both directions.

Pestalozzistraße in the south is a - relatively - busy traffic artery as it forms an important link between the highway and the main bridge crossing the Drau river. Nevertheless, the tree avenues lining the street give it a pleasant appearance and improve the local micro-climate.

To provide shade there are a number of trees onsite including some fairly big ones on the western rim.

Site A is accessible from the east (along Italienerstraße) and from the south (along Pestalozzistraße) where its current entrance driveway to the parking lot is very close to the historic Westbahnhof building.

Due to its street-corner situation and given permeability this site has a high potential to serve as an important joint for the urban scale. The network of capillary pathways should be extended to emphasise the distinct urban atmosphere of the area.



Fig. 25: site A from Italienerstraße © E15, IK

E.2 SITE B

Site B (25,023.40 m²) is owned by the Austrian Federal Railways (ÖBB). It is an urban wasteland cut off from city life with no urban quality or identity. The site was previously part of the railway yard which has been relocated outside town in the early 1990s. Abandoned railway tracks still show traces of that time.

The Urban Development Concept recommends the area as particularly suitable for urban mixed uses due to the immediate proximity to the city centre in terms of sustainable internal development and densification: „The area is home to a high potential for mixed functions such as living, working and leisure in combination with soft mobility. Due to the existing railway station and existing regional rail lines, the urban area can be optimally networked with the region. In addition, there is a direct connection to the cycle path network of the city of Villach. The city-centre location also offers easy access to social and health facilities.“⁹

Especially site B has a high potential to develop into an important connection area and a „third space in between“ - in the sense of the 'third space'-approach of the E15 topic of the productive city. By intertwining layers of production, residence and recreation as well as new approaches

to mobility a new identity of the place that offers more than a mere enumeration of functions can be created.

The site can be accessed from Italienerstraße in the east or from site C in the north. The southern triangular part where the site reduces to a pointed tip is not directly accessible from the public roads.

The west of the site directly borders the railway tracks which form a strong barrier that has to be taken into account. (sound pollution: 50-70 dB, Lärmschutzgutachten ÖBB, see Fig. 21). The newly adapted 4-5-storey buildings north of the climbing hall hold small living units for students and have their windows and small loggias towards the site. Both the climbing hall and the students' flats have been adapted from a long-term vacant building complex which used to be a warehouse in the past. Thus, the quarter already started to develop from a neglected area into a lively spot. As mentioned above the outdoor climbing area marks a prominent feature facing the site which must be taken into account in the programme.

The remaining existing structures south of the climbing hall belong to a number of companies such as a car wash facility, an insurance company, a service provider for measuring technologies and energy management, an electrician, and an engineering firm. The spirit of the productive city starts here.

The eastern neighbours across Italienerstraße are the CHS Secondary College for Economics, Arts, Fashion and Media respectively its gym, the vast grounds of the Lutschounig Army Base, and a petrol station and 24 hrs shop (F2, F3), and another car wash on the junction Italienerstraße and Ossiacher Zeile south of the army base.



Fig. 26: site B, view towards the east (students' housing and climbing hall, western elevation) © E15 CA

E.3 SITE C

The area connecting site A and B (ÖBB and public space) serves as a hinge between the other two and the surrounding urban fabric due to its function as a mobility hub. While the streetscape and public area are ready for development the historic buildings on site are currently not available at but should be taken into consideration.

Westbahnhof (West Railway Station) on site C

Villach's West Railway Station serves as a connecting node for two local railways with a daily frequency of 1000-2000 commuters (ÖBB). A fair number of them are students of the adjacent high schools and secondary schools which leads to busy pedestrian activities in the mornings and afternoons during school terms around the E15 sites. (train station P2, schools E5-E8)



Fig. 27: site B, view from the climbing hall towards the north © E15 IK

Previously the vast area around Westbahnhof with its numerous railway tracks was used as a railway yard which has been relocated to Fürnitz, a small village in the south-west of Villach.

The historic Westbahnhof building (N2; and Fig.18 and 28) from the late Art Nouveau era (1908) is not being used as a train station any more. It currently hosts a charity organisation (named „Westbahnhoffnung“, a combination of the German words „Westbahnhof“ for West Railway Station and „Hoffnung“ for hope) which gives out free meals and clothing to homeless people. The building south to it is home to ÖBB offices. The actual station is now a small steel and glass shelter with a ticket vending machine directly at the railway tracks (P2; and Fig.32).

This site C part of Steinwenderstraße runs as a one way road heading south. It has a unique and generous spatial quality with avenue trees and a wide lane for pedestrians and cyclists. However, these ways of accessibility can be changed if required. The narrow strip between the tracks, Westbahnhof, and site B is used as a P&R parking space for ÖBB clients. Across the road there are some housing developments from the 1960s onwards.

Mobility - last mile hub

Despite being only a small railway station Westbahnhof has the potential to develop into an important hub for „last mile“ transportation. Some of the space is currently used as a Park & Ride area by the ÖBB (currently 38 lots). It is, however, in the city's and the ÖBB's interest to create innovative methods of short and medium distance mobility (last mile hub). Highly attractive and efficient parking and charging facilities for E-bikes and cargo bikes are a key for the whole development - both for the railway station as well as the actual E15 sites. This will be crucial to close the gap and create proximities between the city and its outskirts as well as to the clusters of industry and R&D companies in the south of the city. Even now (2018/2019) while the vacant site (B) is used as a temporary parking space for Villach's largest company the interim bus shuttle is highly frequented. This fact should be taken into consideration as a starting point for new and innovative mobility concepts in the sense of its special genius loci and its spirit of arriving and departing.



Fig. 29: Italienerstraße at the height of site A © E15 CA



Fig. 30: Site C Steinwenderstraße and ÖBB parking © E15 CA

Fig. 31: Steinwenderstraße from west (site C); CHS school in the background; site B starts on the right © E15 IK



Fig. 28: Site C: historic West railway station (Westbahnhof) building; today's appearance © E15 IK



Fig. 32: current West railway station © E15 CA

F. Task



F.1 PROGRAMMATIC FRAMEWORK

F.1.1 Excerpts from the Urban Development Concept¹⁰:

- Image of the living environment
- Social and functional mix
- Living and working in the city centre
- Affordable living for all generations
- Family-friendly city
- Identity

The list above appears in Villach's Urban Development Concept. However, E15 asks for more! The area promises such a high potential for sophisticated approaches for a new urban development. Think big! Who could live in the new quarter? Affordable housing for young and old, families and singles, the needy and people with disabilities shall be provided. How can living and working, production, recreation, and mobility intertwine into a exiting visionary mix - a third space of identity? Include concepts for the social protection of the socially disadvantaged. Keep in mind that due to divided ownership of the sites the projects may be realised independently from each other.

F.1.2 Strengthening the productive city

To fill the gap and create proximities, interior development in the sense of the compact, decentralised city as a future model of settlement developments is becoming increasingly prevalent. This include, among others¹¹:

- A functional mix of work, living and leisure ("city of short distances").
- An area security for operating areas incl. district management and cooperative operational site development.
- The promotion of a small-scale economy to strengthen polycentric urban structures (via incentive systems, rental or start-up subsidies).
- The concept of internal development instead of further expansions on remote greenfield sites.
- Increasing resilience through a variety of industries.
- The consideration of the global trend of new work environments and lifestyles - e.g. co-working spaces, creative industries, sharing economy, use instead of ownership.
- Smart cities with a focus on smart technologies, energy efficiency, conservation of resources, urban mobility, intelligent buildings and social participation.

F.1.3. Objections and recommendations¹²

A lively inner city or functioning district centre means first of all a commitment to an inwards growth as well as to a functional mix. Living and working in walking distance in the inner city have to be made possible or, in future, more intensified. However, liveliness also means strengthening small-scale economic structures, diversity of industries, regionalism, easy accessibility and a strong commitment to cooperation.

- Support for new forms of trade
- Promotion for digital commerce showrooms, innovative delivery services, (cool-) lockers, etc.
- Developing existing strengths especially in the field of

electronics / microelectronics / mechatronics, identifying new areas of strength and growth markets, consolidating technological positioning. Proactively address global trends such as demographic change (strong growth in the proportion of older people) as well as health and sustainability, install and strengthen regional competences (eg. living for the elderly, clean production, energy efficient products and processes, bionics, recycling, creative industries).

- Welcoming culture

Address and use the potential and know-how of newcomers. Young and elderly people, people with different cultural backgrounds are an excellent impetus for new concepts.

- Living Labs

Setting up Living Labs on selected issues (such as sustainability in the economy), Living Labs are long-term, open innovation spaces that foster dialogue and exchange between different groups and enable the emergence of new, alternative perspectives and solutions.

F.2 STRATEGIES OF USE

F.2.1 Mobility

Due to their prime location close to the city centre as well as the Westbahnhof it is expected to regard the E15 sites B and C as a new and innovative functional hub of soft mobility. (see Fig.17: Urban Development Model)

Facilities for parking/charging/renting (E-)bikes and cargo bikes or scooters shall be integrated into the programme. A bicycle repair shop is already located next to site A. Other means of alternative short and medium distance mobility - including car sharing - can be proposed. The city asks for an intelligent solution to handle cars on the site. A diagram for mobility solutions is required.

Individual car access on the surface should be kept to a minimum. However, clever integrations of entrance and exit lanes as well as logistics for emergency vehicles, delivery for productive commercial enterprises and temporary car stops will have to be considered in the design. The surface quality of the public space has to provide, in parts, the accessibility for these vehicles. Since soil sealing should be kept to a minimum the focus should be put on water permeable surfaces.

F.2.2 Stopping and Parking

Site A currently serves as a public parking lot for approx. 200 cars which should be kept in operation. However, alternative solutions including all of the E15 area shall be proposed. Keep in mind to think of easily accessible parking and charging facilities for alternative vehicles like E- and cargo bikes, transport for the "last-mile-hub", car sharing etc. as well as sufficient space for emergency lanes and delivery areas for the production industry. Find clever solutions for appropriate access routes for underground as well as (limited) ground floor parking. Provide a diagram explaining your parking proposal.

F.2.3 Permeability

Keep in mind that permeability for pedestrians and cyclists should be kept on a high level. Cul-de-sacs should be avoided.

Site A is quite accessible from the east and south while bordering semi-public and private gardens and courtyards in the north and west. Make use of the fact that the site itself as well as the neighbouring plots are already very permeable due to the existing network of capillary pathways and make sure to continue and enhance this special quality.

The permeability on site B will be more difficult to achieve. It is completely inaccessible from the west where it borders the railway tracks. Whereas the rectangular (northern) part of the site can be accessed from the north and east, the southern triangular part where the site reduces to a pointed tip is not directly accessible from the public roads. Give special thoughts to the southernmost point of the site which becomes very narrow and ends in a tip. It will be crucial to open up this area for direct access for pedestrians and cyclists so that people can use it without having to walk back from a dead end through the quarter. In general, the whole project should not be conceived as closed volumes but rather as an open structure interweaving and altering with public spaces and the surroundings, thus becoming as permeable as possible - also in terms of a visual quality (see F.2.5: building development).

F.2.4 Functional mix and robustness

The E15 sites have the potential to be turned into an inner-city place of employment and centre of work, crafts and production. The task is to design a hybrid mix of a new kind in which several facilities can be placed - horizontally as well as vertically. In terms of robustness the spatial and constructional organisation shall be made suitable for the widest possible range of activities and future uses. Please care for options of sustainable adaptability of commercial spaces with regard of alterations and change of use in the future.

In parallel a concept of programming has to be developed. The challenge will be to suggest a stimulative mixture to generate an active and vivid environment and to find a contemporary combination of low-noise manufacturing workspaces, start-ups, silent working spaces, offices, studios, co-working spaces, smaller workshops, Fab-Labs, crafts, and even sports and recreation. The focus should be put on soft productive enterprises while trade spaces should be kept to a minimum, especially on site B. The one or other coffeeshop or eatery though could serve as a crowd puller and enhance the vitality of the quarter. An attractive environment for home offices and teleworking facilities should be provided.

Although it is intended to define a vibrant urban city socle on the ground floor with higher storey heights than the upper floors it can also be considered to arrange some enterprises vertically and relate them to the housing programme.

The housing programme itself should provide a mix of smaller and larger types to allow a lively mix of generations. Secondary homes are explicitly undesired.

Please refer to the programmatic framework in chapter F1 and deal with it boldly.

The functional mix should be 80:20 on site A in favour of housing, and 50:50 on site B. Site C is at your disposal as building development is limited.

The sites have the potential of opening up towards public space. Development suggestions should be taken beyond the limits of the actual site boundaries to connect the development on the site with the existing public space.

F.2.5 Building development

The definition of a distinctive city socle with higher storey heights should be given a priority. Building heights can reach up to five or even six storeys in places, where appropriate. Vertical decisions should always be taken with regard to the neighbouring buildings (both on and off the actual project site) in terms of light, air, and sun. According to the Kärntner Bauordnung (building regulations), the minimum height of 2,50m (clearance) has to be respected¹³. The city socle zone on the ground floor will certainly be higher than this according to your proposal.

There is no required density - the quantitative parameters rather need to be developed along with spatial qualities. Therefore the question of density should be answered together with the typological approach as well as the height conception. It will be necessary to test certain heights and their integration into the existing context in order to create urban concentration as well as to mark particular zones of importance. In context of the zoning concept detailed data of the proposed density, floor area and ratio have to be indicated.

Site A: Up to the location of site A Italienerstraße appears as a closed streetscape which at the moment suddenly opens into a wide undefined area at this point due to its current use of a parking lot. It should be taken into consideration to extend the general appearance of a closed but varied streetscape up to Pestalozzistraße. Due to the low-rise character of the existing buildings the degree of densification should be dealt with in a sensible way. The existing building on the south-eastern corner of site A does not have to be taken into account in the programme.

Site B: Regarding the sound pollution from the tracks - also at night - considerations have to be taken in planning the housing quarters. Although the building development must close off the noise please avoid physical noise protection barriers but rather care for sensitive and intelligent planning and effective natural buffers. According to the site owner a fence towards the tracks is not required although they run very close to the site - think of a clever barrier for safety. Keep in mind that residents, pedestrians, and cyclists from the other side of the railway tracks, where a much-used walkway is situated on a raised level,

will have the western elevation of the development in permanent view. Thus, an attractive visual connection to the other side must be secured, keeping in mind that you have the beautiful mountain scenery as a competitor. (see title page).

The fact that the space along the railway tracks can be a wind corridor should be taken into consideration.

A noise protection wall currently cuts off site C to the west. Only the parking area and the public street with its cycling lanes and trees are available for development at the moment, the buildings on site are rented out. Still, this area can - in combination with site B - serve as a starting point for innovative mobility solutions.

F.2.6 Architectural design and landscape design

Villach's architecture is a mixture of architectural influences from all ages. There are medieval remnants in the inner city core creating a network of various urban spaces with squares, narrow lanes and pleasant courtyards. The 19th and 20th centuries have left their traces with all possible architectural developments from representative villas to small farm buildings, from post-war housing programmes to single-family detached houses, from ambitious commercial developments to faceless retail centres.

This project allows for a centre urban generator to boost the city's confidence in high quality architecture as well as a strong anchor between the city center and the outskirts and asks for no less than that. What the city certainly does not need is another impersonal housing block with vacant shop areas on the ground floor. Give a high priority to robustness and sustainability. The E15 design suggestion should be a clear upgrade in both architectural and spatial quality in an already pleasant environment.

Make sure that the built structures actively correspond with the outdoor spaces and ambitiously create possibilities to expand indoor working spaces towards the outside. Think of a system to manage delivery and parking, as open, multi-coded and multi-functional surfaces, that can be appropriated and changed easily. Try to reach a high level of design quality of outdoor spaces and avoid left-overs between the buildings. Consciously use trees or green facades not only to provide shade and enhance micro-climate conditions but also to form urban spaces. Be sure to also take into consideration the existing structures on the neighbouring premises and actively correspond with them (e.g. the climbing hall). Think of roof areas as possible public spaces.

The outdoor spaces should attract passers-by by offering facilities to remain there and use the space as a semi-public open-space. Therefore give emphasis on clever permeability. Expand the existing network of narrow lanes and courtyards in an innovative and contemporary way. The design has to meet requirements of residents as well as passers-by. Sensible private outdoor spaces such as loggias, balconies, gardens, and terraces must be included in the design.

F.2.7 Sports and recreation

Make use of the presence of the bouldering facility to expand the range of sports and recreation offers. Focus especially on common areas and playgrounds for all generations with special emphasis on a high spatial quality. How can this point link to the topic of the productive city?

F.2.8 Time layers

Think about uses around the clock: Some activities only take place during daytime resp. during school terms (schools, students' flats). The bouldering hall and the petrol stations operate daily till late in the evenings, and there is also the 24hrs shop with the 24hrs petrol station. The trains are also in operation round the clock, freight trains especially at night. Use these time layers to actively interlace the project area with the existing urban fabric!



Fig. 34: site C streetscape, view to the north © E15 CA

Fig. 35: capillary pathway close to site A © E15 CA



G. Submission



Fig.36: Italienerstraße/ E15 Project Site © E15 CA

The following list of documents is a proposal by EURO-PAN 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. React accordingly to the scale of information and try to explain your approaches as clearly as possible.

Deliverables

- a minimum of 1 perspective or 1 axonometric view illustrating the vision for the totality of the E15 (strategic site), a minimum of 1 perspective illustrating the vision for architectural expression of the production hub (project site) and perspectives along Pestalozzistraße and Italienerstraße (1 at the height of site A, 1 at the height of site B) to illustrate the emphasis on the street becoming a productive axis to town
- optional sketches and diagrams highlighting particular aspects of the vision
- diagrams and schemes representing aspects of architectural vision, production and service categories, and functional mix, housing typologies with focus on generation mix, mobility (traffic and access), parking, site permeability, structural densification, floor area and ratio, public space, landscape architecture and programming (free scale)
- a site plan 1:2000, representing the totality of the E15 strategic site, highlighting aspects of logistics and mobility (traffic and access), structural densification, urban space, public space, sustainability, ecology and programming.
- an architectural plan 1:500 of the ground floor showing the entire plot, and 1:500 of all relevant floors,
- sections or axonometric views 1:500 representing in detail the implementation of the new structure regarding aspects of mixed-use, structural densification, urban space, public space, open spaces, programming etc.
- a programmatic diagram 1:1000 illustrating the functional mix of all buildings (all floors).

The submission must include:

3 vertical A1 project panels composed of visual elements of the project

1 illustrated text presenting the ideas of the project (3-4 pages max.).

All team members need to provide documents proving the eligibility of the team.

For communication 3 images and a text of 800 signs (spaces included) are needed.

A1 Panels Content

The 3 panels must:

- explain the urban ideas developed in the project with regard to the site issues and the thematic orientations of the session;
- 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;
- develop the method foreseen for the implementation process.

Technical Specifications

PDF format, vertical A1 (L 594 mm x H 841 mm), maximum 20 Mb, where a box (L 60 mm x H 40 mm) is left blank in the upper left corner for the automatic insertion of the code; the name of the city appears next to it, panels numbered from 1 to 3 in the upper right corner, free positioning of the proposal title

Illustrated text

This text must present the ideas of the project and its links with the theme of the ongoing session but also explain its processes and phases of implementation.

Technical Specifications

3 to 4 (max) pages with limited visuals; PDF format; A4 Portrait (L 210mm x H 297mm)

Documents for communication

Each project must be summed up as follows:

- a short text of 800 signs (spaces included) developing the project ideas;
- 3 separate PDF images that symbolise the project (max. 1Mb per image).

For further information please see E15 RULES.pdf

Third Space....

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