VIENNA

Central Node
A typological agenda for central transformations

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
Monday 29.04.2019 / 10:00-13:00
Meeting point:
Outside the fast train station (S-Bahn) "Vienna Bio Center St. Marx", exit Landstraßer Hauptstraße
Landstraßer Hauptstraße / Leberstraße, 1030 Vienna
Bus 74A (Leberstr. / St. Marx), tram 18 and 71 (St.Marx)
Registration:
Please confirm your participation via email to office@europan.at
(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
Stephan Barasits
Director of Urban Planning, WSE
Martin Haas
Urban Planning, WSE

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:
Stephan Barasits
Managing Director of WSE
Berndt Stingl-Larome
ÖBB - Austrian Federal Railways
Hans Peter Graner
Project Coordinator, Planning Department City of Vienna
Lisa Schmidt-Colinet
Architect
Bernd Vlay
Architect
>Member of the international Jury
>Member of the international Jury

Jury - 2nd Evaluation
International Jury
Hemma Fasch (AT) - chair of jury
Architect, Principal of fasch&fuchs.Architects
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, 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/
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

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
Post Involvement in further implementation procedure

Content

A. Introduction

Fast train and bus stop at the E15 Project Site

Overall task

The E15-site in Vienna is an enclave. Located in a central area it has been left unused until the present day. Amidst long-established places, new developments and places of ongoing transformation the site seems to be untouched by all this. Imagine a place almost captured in a time capsule with an old parking place, wild greenery and a pub-like establishment on one hidden corner.

Vienna 2019: Faced with a strong growth of population and demand for housing, pressure on building land previously regarded as too difficult to be developed is rising. Here the target is yet more challenging: Implementing new uses thus establishing new links and connections through densification. According to the city's ambitious plan to preserve, support and promote areas for productive work within the city the Europan topic of productive cities here is manifested in a demand for a 50/50 split between housing and new forms of commerce and production.

Aim of the competition

Through a visionary approach to a mixed-use hub this island should become a bridge, communicating and linking surrounding developments. In a productive way, it should establish itself as a platform for new uses as well as connect to already existing programs of the diverse community found in this area. High potential lies within the neighbourhood, virtually across the adjacent streets: There is "Neu Marx", an area with a cluster of media, biotechnology and telecommunication for more than 7.000 people working in over 100 businesses. There is the architectural icon of the "T-Center", struggling with the fast transformation of corporations and the way people work. There is "Eurogate", one of Vienna's most exciting and central ongoing urban development areas where about 4.000 people will be living soon. There is an important Federal Secondary College of Engineering. With the decision to develop the E15 site, there is now a unique possibility to reach out and connect to those hidden potentials possibly acting as an opening hub.

Remodelling the adjacent street and its connections in terms of hierarchy, accessibility and permeability will play a key role with regards to the already high connectivity of the site. Two main aspects pose a great opportunity here: The integration of an existing station and tunnel for a fast train on the one hand and a strong focus on landscape with regards to the existing unique vegetation and topography on the other hand.

Acting on both, a micro and a middle scale, adds up to make this a compelling challenge for the development of a new urban typology.

Commission for winner

With the competition the starting point for the transformation process will be set. Because of the different ownerships and time perspectives the site will be developed step by step. The client intends to organize special development-processes (e.g. architectural competition, workshops, etc.), following the parameters of the winning project. The E15-winning teams shall be involved in these procedures and the architectural implementation.

B. Relation to E15 topic

The iconic T-Center as seen from the E15 Project Site

IMPLANTING

Productive uses

The challenge for productive cities in a sustainable context is to interlink resources, mobility and equity conditions. The topic of "productive uses" is connected to implanting new dynamics or reactivating resources such as creative, research or educational forces.
Uses can become productive if they go beyond their own functional limitation: Productive uses work as a trigger initiating dynamics of change, capable of transforming the surrounding environment. Productive uses respond to a situation in which a lack of dynamics has led to a strong ambition which demands a credible program for the very site. The new development thus should act as a catalyst for change that implants itself into the existing context.

The E15 topic of Productive Cities is differentiated into the three main categories of resources, mobility and equity. These categories are further defined on three scales, according to the specific sites. The site in Vienna is one of the few which is associated to two different of these scales:
The middle scale "L" refers to the scale of the district or a strategic urban fragment, leading to the development of urban projects in which the teams can implement a part of them. The micro-scale "S" is a scale, on which implementations can be developed as architecture that resonate on a larger scale. This possibility of affecting various scales can be achieved for example through program (such as the introduction of manufacturing, production or specific complementary infrastructure, even through small and sometimes temporary interventions) or through distinctive architectural elements (such as entrances, atmospheres of semi-public spaces or the materiality and design of elements for the public spaces).

With sites in the following cities

Halden (NO) scale L
Innsbruck (AT) scale L/S
Oliva (ES) scale XL/L
Pays de Dreux (FR) scale XL/S
Rotterdam Lombardijen (NL) scale L
Rovereto (IT) scale L/S
Uddevalla (SE) scale L/S
Visby (SE) scale L

Island and enclave

The site has the potential to generate interest and establish a strong identity. By improving its urban and public space quality, synergies with a high frequency can be generated. However it should not thrive to be only exceptional in its own right but rather enhance and multiply what is already there, encouraging and establishing a dialogue. Additionally, the site is rich in plants, unique within its neighbourhood and thus makes it an incubator for biodiversity. A new habitat of innovation can be envisaged – environmentally and programmatically.

C. The city

View along Rennweg with the project and the strategic site to the right

C.1 REGIONAL CONTEXT

Vienna's role in the world as number one city in quality of living (Mercer's quality of living survey) has always been evoking images of high class public transport, social inclusion, good healthcare, abundant green spaces and affordable living on a remarkably high level. The decades-long exodus of the industry has been considerably influencing Vienna's urban development strategy like in other European cities and cities of the Western world in general. With new technological possibilities, Vienna is now actively aiming to re-integrate productive uses into inner-city developments.

Since the extension of the EU, Vienna has received both the chance and challenge of becoming the centre of a border-crossing and multilateral European region within the four-state region Austria-Slovakia-Czech Republic-Hungary and of repositioning itself together with regional partners within the boundaries of this new Europe. This European region (CENTROPE) was designed to plan and coordinate measures to strengthen the economic area.
With the headline "Vienna: Reaching beyond its borders" the "City Development Plan 2025 (STEP 2025)" reinforces the role of Vienna as a main node within a metropolitan region. The following excerpts from STEP 2025 underline the city's awareness about the importance of a cooperative region:
"Due to its geographic position and numerous political initiatives, Vienna has become a vital actor in Central Europe and even for the entire Danube region. Vienna's leading role in such initiatives as Centrope and the EU Strategy for the Danube Region emphasises the city's political and economic relevance and opens up new growth opportunities. At the same time, Vienna is the hub of a dynamic and successful metropolitan region extending between St. Pölten, Brno, Bratislava, Györ and Wiener Neustadt. Substantial economic clout, relatively low unemployment rates and an intact environment are cornerstones of this success. International orientation is another: the region is today enmeshed in high-level inter- national networks because national and international enterprises co-ordinate their European and global business from here, because the region is home and workplace to people from all over the world, because Vienna – as a headquarters of UN, OPEC and OSCE – is a meeting-point of international diplomacy of worldwide renown.

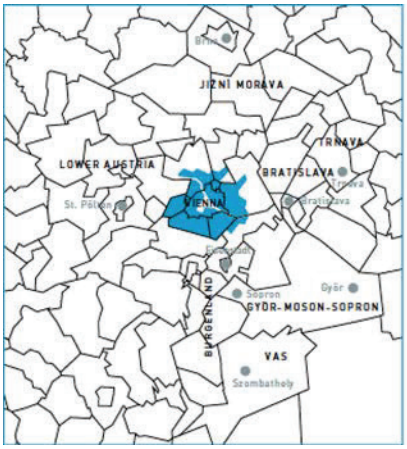
As the centre of business, education, research and culture of the entire metropolitan region, Vienna shoulders a special responsibility to develop the knowledge region. The innovative dimension of the Smart City Wien initiative thus provides a key impulse and driving force to blend economic dynamism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

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

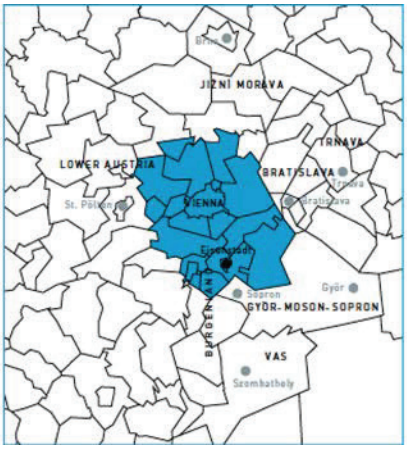
C.2 URBAN CONTEXT

As the capital of Austria and through its geographic proximity to the new member countries of the EU, Vienna attracts a constant inflow of around 10.000 new inhabitants per year. Although the influx of migrants from abroad is likely to further decrease during the coming years, Vienna will still receive a net migration surplus of foreign-born population which will more than compensate the

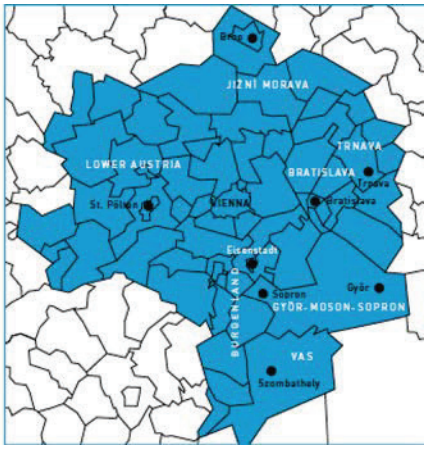
EUROPAN 15 - productive cities 2



City-Environs Management

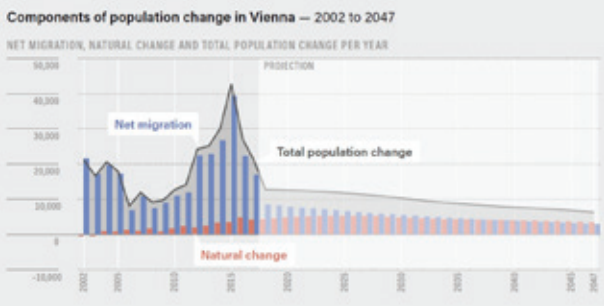


Stadtregion+



Centrope

city's negative net migration of Austrian-born population. Population increases in the recent past were mainly the result of migration gains. Also, life expectancy at birth is expected to further increase over the course of the coming three decades. The Viennese population will become both – older and younger at the same time. Most notably, over 45% of all Viennese households have only one person and this is a rising tendency.



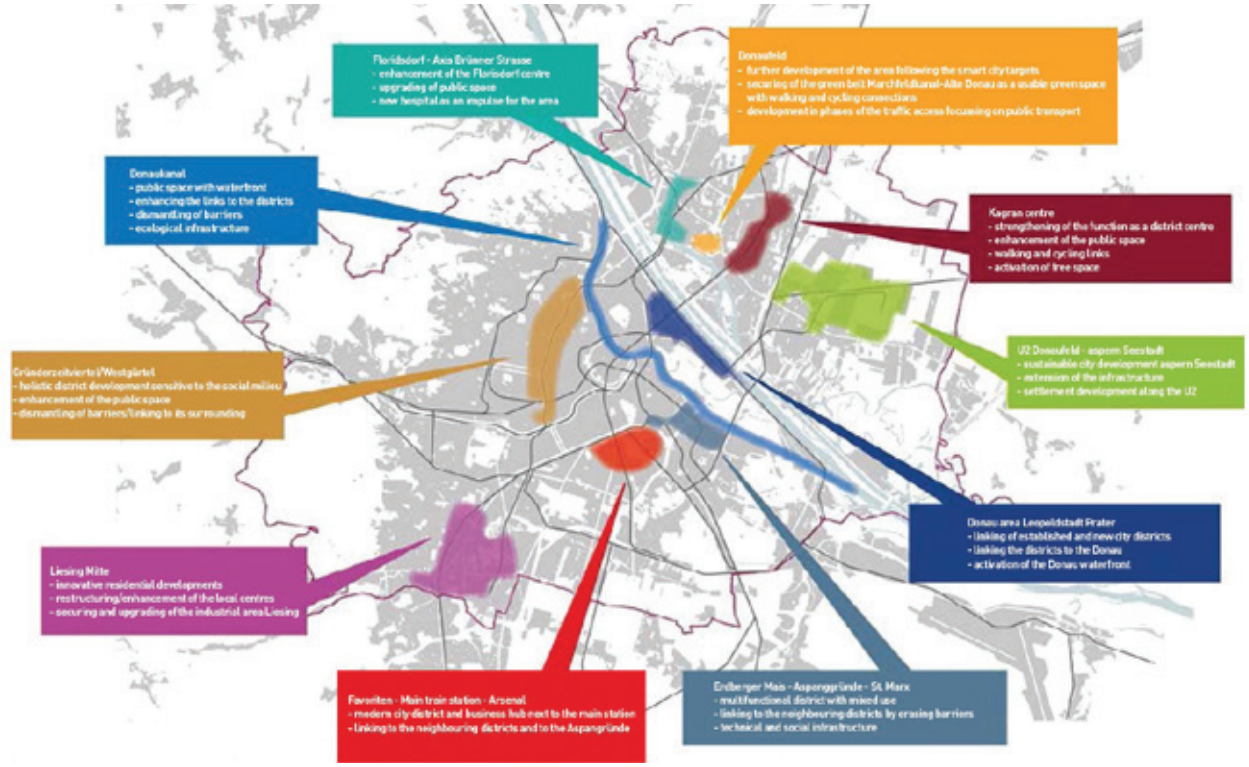
Population change in Vienna, 2002 to 2047 (Vienna in Figures - Population Projection Vienna 2018 Summary, MA23)

The current city government, a coalition of the social democrat and the green party, has proclaimed its intention to canalize the city's growth into a sustainable development, using its critical mass to create new types of urbanity in the centre and on its fringes. Renewable energy, sustainable mobility and an emphasis on development of public transport are at the focus of attention of responsible government agencies. Through "intelligent mobility" it is planned to double the proportion of bicycle traffic. Infrastructural frame conditions form the basis for forward-looking urban planning.

In order to organize the growth of the city, the City defined so-called "Zielgebiete": target areas on which the department of city planning focuses its attention to both stimulate and coordinate the growth of the city. The target areas comprise new urban quarters along existing and new lines of infrastructure. The E15-site is located in one of these target areas (Erdberger Mais - Aspanggründe - St. Marx).

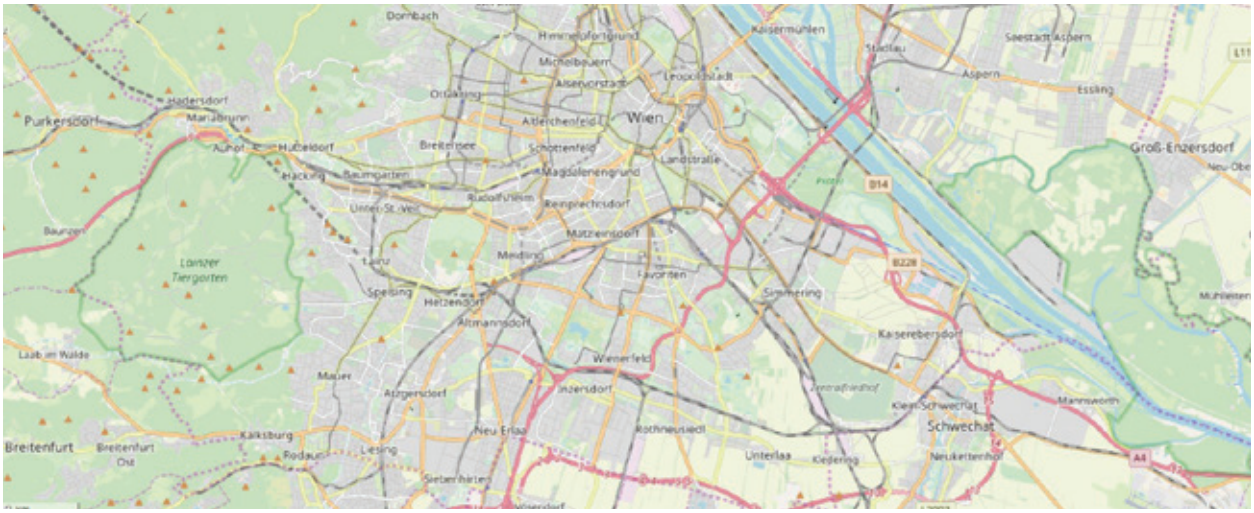
Vienna's housing market

Vienna's housing market is famous for its relatively high amount of rented flats and its comparable affordability. Almost 80% of all flats are rented, about 50% of these are subsidised flats. About 25% of all flats in Vienna are still owned by the municipality itself ("Gemeindebauten"). The main difference between subsidised and non-subsidised flats are that the latter are more expensive. In the area, of the E15-site, non-subsidised flats are rented out for roughly double the price of a subsidised flat per month. Subsidised flats are generally rented out on an unlimited basis and with strict rent caps yet with refundable financing payments of €300-€500 per m² on top. On the contrary two thirds of non-subsidised flats are rented out with limited contracts meaning the rent is likely to rise with a renewal. These rents have risen significantly over the past years, over 40% within the past eight years. In order to qualify for a subsidised flat certain criteria have to be met. Applicants need to prove two years of permanent residence at their address by the time of their application and they need to be of Austrian citizenship or equivalent (i.e. residents of the EU). This excludes groups such as expats, visiting staff or guests from abroad. Additionally, waiting lists for subsidised flats are generally long.



target areas of Vienna's city planning (Urban development plan 2025, City of Vienna)

C.3 TERRITORIAL CONTEXT



Main connections in Vienna, road and rail network (OpenStreetMap)

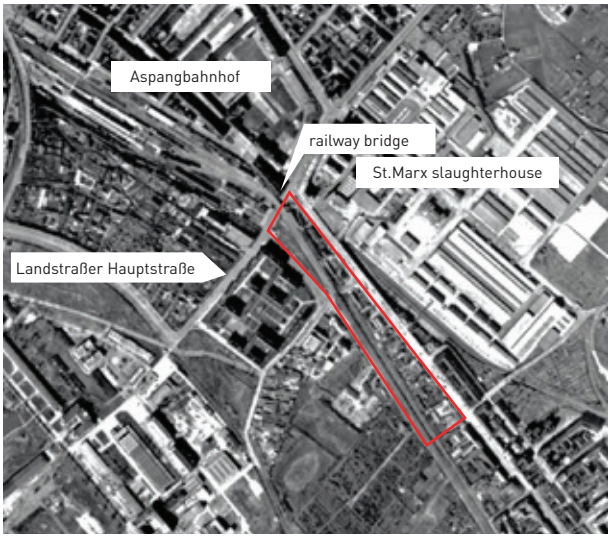
Public transport is seen as a main motor for urban development: the construction of new subway stops is coordinated with new housing developments, focusing on high-standard-affordable housing, integrating social infrastructure, and commercial uses for daily needs. Most prominently "Seestadt Aspern" at the end of subway line U2 is to accommodate 20.000 inhabitants and 20.000 workplaces. The process of implementation has been going on for several years, increasingly intensifying its activities (see www.aspern-seestadt.at/en).

Especially relevant for the E15-site are the existing connections to the motorway and to the rapid transit train (Schnellbahn) networks: One of the most important highway-intersections is in close proximity to the Europan-site, crossing the city from north-east to south-west (A23 - "Südosttangente"). The rapid transit train S7 connects the site to the airport in the south-east (20 minutes ride). Its closest stop is "Vienna Bio Center St. Marx", located on the study site. The main train station (5 stops by tram from the site) has been remodelled in the past years until it became fully operational in 2015. It now links major railway lines from the north, east, south and west and also features extensive onsite retail opportunities, including a 20,000-square-metre shopping centre positioned below track level. Land which had previously been occupied by the two former termini has been transformed into a major urban development area, accommodating up to 13,000 people once completed within the next few years.

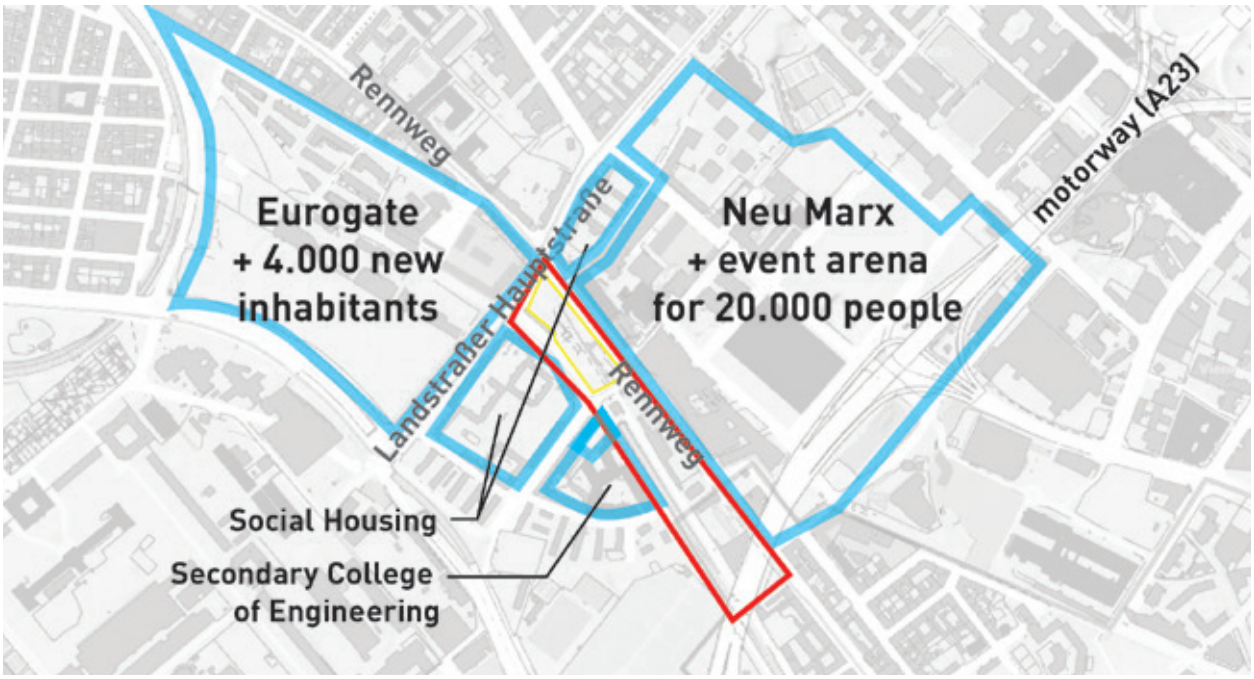
Historical context of a multifunctional neighbourhood

The current state of the E15-site in Vienna can best be understood in its historical context. The immediate surroundings of the study site have long been dominated by production, trade and traffic The areal photo from 1956 shows the vast extents of the slaughterhouse "St.Marx" to the northeast of the project site. With its gridded layout and sheer size, St.Marx was a city in itself. It has been home to Vienna's largest slaughterhouse and place to trade meat from the mid-19th century until it stopped functioning in 1997.

The railway tracks lead to the station "Aspangbahnhof", a stub terminal which was there from 1881 until 1977, connecting the city centre of Vienna to Aspang, a town 90km south of Vienna. Between 1939 and 1942 Aspangbahnhof was the starting point for many deportations of Viennese Jews on train. In 1995 a memorial was unveiled on site of the former station to commemorate this.
Between 1998 and 2003, the rapid transit train line connection that now runs through the study site was redone, connecting the airport to the northeast of Vienna with the city centre (Wien Mitte). The new train lines coming from the southeast were moved underground at Grasbergergasse, making the former railway bridge over Landstraßer Hauptstraße obsolete. The topography of the mound on the project site bears witness of the former bridge's existence.



Areal photo of the territorial area from 1956 with the strategic site marked in red (Stadt Wien – ViennaGIS / Kartengrundlage: MA41 - Stadtvermessung)



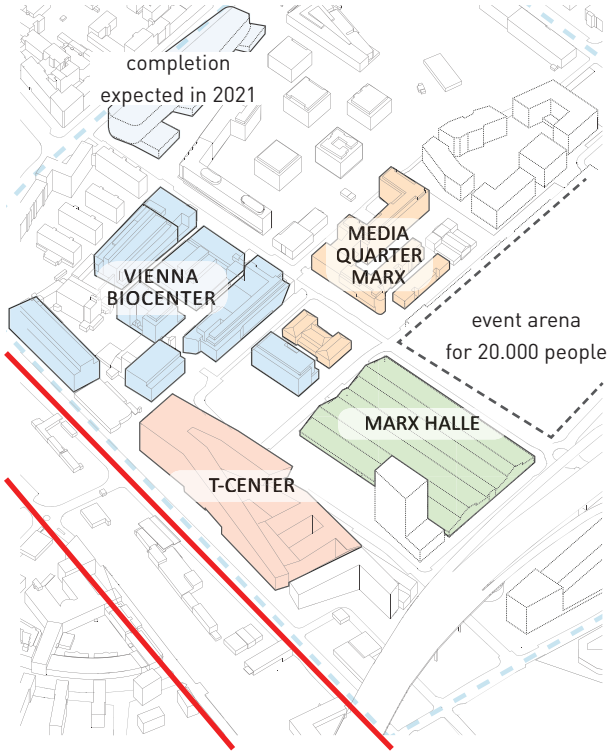
Existing and new neighbourhoods around the E15-site (source: wien.gv.at)

Ongoing transformations
The E15-site is surrounded by new developments and ongoing transformation of areas who have lost their previous functions.

Neu Marx
Neu Marx is one of several urban target development areas in Vienna and also a target area for the "Productive City Concept". Neu Marx is best known for three main uses: media, telecommunication and biotechnology. The peak of its constant transformation for the past 30 years from a former slaughterhouse site has been the construction of the T-Center facing Landstraße. This iconic office building designed by the late Austrian architect Günther Domenig was completed in 2004, at the peak of the mobile-phone hype. Currently parts of its 57.000m² offices spaces are for rent.

In 2017 a selection process has been carried out for the use of the protected former slaughterhouse hall ("Marx Halle"). The winning concept aims at a mix of uses as well as opening the hall to the public. It is however already a well-established address and home to a regular revue and many events such as festivals, fairs or exhibitions.

End of January it was announced that a new multifunctional event arena will be built at Neu Marx until 2024. With a building budget of € 250 millions and a capacity for 20.000 people it aims to become one of the main addresses for big events such as concerts, shows, entertainment and sports in Europe. 130 event-days per year are estimated to be enabled there. With such a high-level-arena, Vienna aims at setting new standards also in terms of hospitality, sponsoring and additional services for the audiences.



Main programs at Neu Marx with the E15-strategic site in red (wohnbund:consult)

Currently more than 7.000 people are employed at Neu Marx in more than 100 businesses. There are several restaurants and cafés as well as facilities for leisure and child-care.

Until 2021 the new centre for biology of the University of Vienna will be completed with about 19.000m², offering spaces for about 5.000 students and 500 employees.

The scope of employees working at Neu Marx is very international: In the BioCenter alone there are people working from over 40 different countries. This range of various small and international businesses working door-to-door in the same area might be one of the biggest potentials: Neu Marx is hidden from the rest of the city – spatially and atmospherically: Visitors expecting an international flair around Neu Marx will be disappointed.

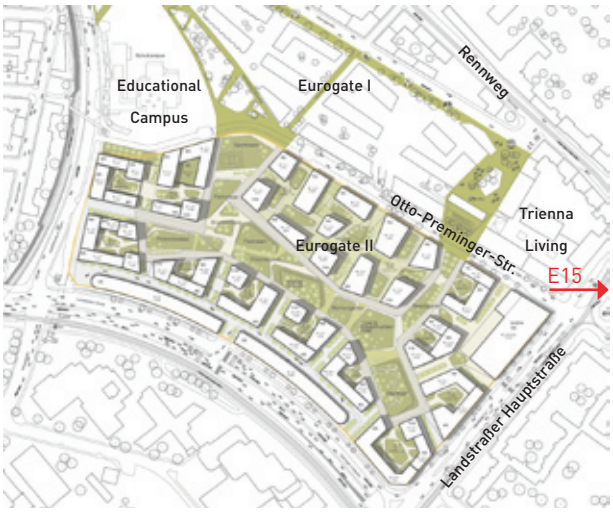
Eurogate

"Eurogate" is one of Vienna's most central ongoing urban development areas. The site is owned by state-owned or state-affiliated development companies. The first phase of its development (Eurogate I) close to Rennweg has been completed in 2017 with more than 800 housing units and a section of a public park (Leon-Zelman-Park). In the second phase, Eurogate II with 11ha and about 1.900 housing units will be developed. Half of these will be subsidised and affordable housing, resulting in rents below € 7 to 7,50 with additional financing payments.
Special focus will be put on ground-floor uses and social sustainability, among high standards for aspects of mobility and public spaces. The inner areas of the development will be car-free.

In 2021 one of Vienna's new concept for mixing elementary schools and kindergartens, an "Educational Campus" is planned to open, a secondary school will follow.
A recent development "Trienna Living" marks the entrance to Eurogate from the E15-site across Landstraßer Hauptstraße. Its ground floor offers space for 13 shops, including a supermarket. Above, 400 free-financed single-property flats are being sold with prices starting at € 5.000/m² and flat sizes ranging from 40 to 100m².
In continuation of Leberstraße, the ground level of the new developments in Eurogate II is to incorporate commercial zones along Otto-Preminger-Straße.

Eurogate is part of a cluster of areas with development potential for housing and workplaces as well as a zone for "Central Business District expansion". Together with Neu Marx, Erdberger Mais, Arsenal and the central station area these sites are targeted as "priority zones for future additions to central functions " (dotted circles), emphasising their importance for a dense development.

looking down Landstraßer Hauptstraße with the E15-site to the right and "Trienna Living" to the right, the entrance to Eurogate



Developments at Eurogate (Leitbild Eurogate II, MA21 STEK 2018, wien.gv.at / Superblock architects)

Developments at Eurogate
yellow: ground floor with commercial uses
(Leitbild Eurogate II, MA21 STEK 2018, wien.gv.at / Superblock architects)

Social housing - Gemeindebau Wildganshof
Located in the southwest of the project site is the council housing estate "Wildganshof". More than 50% of all Viennese households live in subsidised apartments, including 220,000 in council housing - the "Gemeindebauten". 25% of all flats in the city are owned by the municipality making Vienna one of the world's largest landlords. However, access to these flats has recently been subject to greater restrictions, preferring local residents over new arrivals. A move criticised as political populism.

The Wildganshof is regarded as the last significant building of "Red Vienna", the first phase of social democratic housing policies in the 1920s and 30s. Completed in 1932 it holds 739 flats today arranged around 48 access towers. Similar to many other examples of the contemporary social housing superblocks of Red Vienna, a closed appearance dominates towards the outside. Two openings - one opposite the south of the project site - break this hermeticism, initially with the intention for railway tracks to pass through at a later point. Opposite the Project site a supermarket is located. Because Wildganshof does not have any designated parking spaces and no underground parking, many residents use the adjacent spaces on and around the E15-site for parking their cars.

Social housing -
Gemeindebau Landstraßer Hauptstraße 173-175
Across Rennweg to the north of the site is another council housing estate. Dated from 1956 it holds about 400 units and shapes a perimeter block of five to six storeys towards the street. The entire ground floor towards the street has spaces for shops and comemrce such as a hairdresser or a pub. One unit appears to be vacant.

The triangular block of Hoffmansthalgasse, Grasbergergasse and Leberstraße most prominently holds a Federal Secondary College of Engineering („Camillo Sitte Bautechnikum") with a testing centre for building materials. The school is attended by about 1.400 pupils from 14 to 20 years of age ending with a degree or diploma in civil engineering. School starts at eight and continues until well into the afternoon, Monday to Friday. The school is accessed via Leberstraße, with most students coming from Rennweg or Landstraße.

Next to the school is a garbage dump, accessed from Grasbergergasse.

Wildganshof (Thomas Ledl - Eigenes Werk, CC BY-SA 3.0 at, https://commons.wikimedia.org/w/index.php?curid=28180195)

View towards south-east from the car park behind the fast train station on the E15 site

Entrance to the Camillo Sitte Bautechnikum (https://www.bau-berufe.eu/ausbildung42-downloads.html)

Roundabout behind the project site with the garbage dump on the corner of Grasbergergasse

D. Strategic site

Fast train and bus station “St. Marx”, new housing developments in the background

Strategic site: red (wien.gv.at)

The strategic site has about 6,5 ha and is situated on a slope coming down from the hill of the Arsenal, following Landstraßer Hauptstraße. This is a main road with two to three lanes for cars in each direction and a separate rail track for the tram line 18. This tram connects the site to the main train station (5 stops) and to the underground line U3 (three stops). At the strategic site, Landstraßer Hauptstraße is crossed by Rennweg and by Leberstraße which is currently being continued as Otto-Preminger-Straße, leading into Eurogate (see C.3.Territorial context: Ongoing transformations). To the south of the strategic site lies the former cemetery of St. Marx with Mozart's grave as a main tourist attraction.

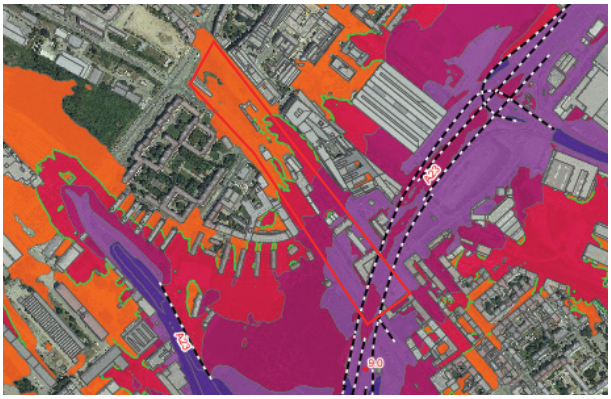
Rennweg – a missing link

Although well connected, the site is an enclave, cut off from its surrounding by major roads. Most prominently Rennweg, a traffic artery with a width of 20 meters. Along the E15-site, Rennweg has two different sides: Scattered one-storey buildings, shacks for car dealers and a car rental business on the one side and prominent multi-storey buildings of the BioCenter, the T-Center (see C.3.Territorial - Context: Ongoing transformations) and a hotel opposite. Rennweg connects the city centre with the outskirts of Vienna to the southeast. The tram lines go to the city centre and to the city's south-eastern border. For cars leaving the city it is a one-lane street with occasional parking possibilities and a separate lane to turn left towards the motorway just after the motorway underpass, after which Rennweg is continued as "Simmeringer Hauptstraße". Coming into the city, Rennweg is a three lane street until Grasbergergasse, continuing further on two lanes.

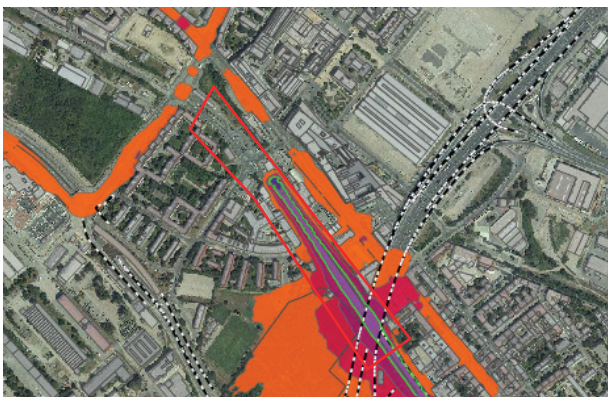
The sound of the city

The south-eastern border of the site is framed by an overpass of a very important city-highway. Built in the 1970s this road (A23 - "Südosttangente") crosses the city from north-east to south-west. The average frequency of vehicles per day is 170.000, making it not only the most frequented road of Austria but also a regularly congested one.

Towards its south the site is framed by Leberstraße, running almost parallel to Rennweg. While bordering the strategic site, Leberstraße mostly accompanies the open tracks of the train line. The station "Vienna Bio Center St.

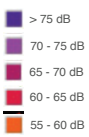


Motorway emissions (Lärminfo.at)



Railway emissions (Lärminfo.at)

24h-median value of noise measured in 4m height above ground.



Marx" is located on the study site. There are substantial noise emissions coming from both, the motorway and the train lines, which has to be considered in the proposals.

Infrastructure and slow mobility

Within walking distance there are two supermarkets (one at Wildganshof, one at Trienna Living), a pharmacy and few local pubs. Several cafés and restaurants can be found across Rennweg inside Neu Marx, with more cafés, restaurants and complementary commercial spaces expected to come, in the course of the new development of Eurogate II. Trienna Living's ground floor currently offers spaces for 13 shops, including a fitness-centre. Another fitness-centre is located inside the T-Center.

Despite its general neglect the site is well connected for bicycles. A separate route along Leberstraße leads to the south-east and the north-east through Neu Marx. With the development of Eurogate II the connection to the city centre is expected to be strenghtened for bikes.

Programmatic Framework –
Target Plan "Productive City"

The reduction of emissions, which enables a denser co-existence of uses goes hand in hand with the technological developments (industry 4.0, service-manufacturing-links) and might reverse the exodus of the industry. Today, service and production are much more intertwined, their spatial demands have been changing from predominantly large and monofunctional production plants to a bandwidth of sizes including micro-scale production that has the potential to be integrated in multi-storey structures. Manufacturing should no longer be separated from typically "knowledge-based" activities such as design and research and development.

The E15-site is part of Vienna's municipal program of the "Productive City". 100.000 new workplaces have to be provided within the next 8-10 years in order to meet the demands of the growing population. For this to happen, several target zones with specific requirements have been defined. The requirements of the E15 site have to meet those of a "Commercial Mixed-Use-Zone" - a hybrid building with a split of 50/50 between spaces for housing and for productive uses.

The City of Vienna defines this "Productive Sector" as businesses dealing with the production of goods. These activities lead to specific requirements in terms of space, emissions and logistics. In addition, the term "Productive City" encompasses amongst others energy production, supply, removal and recycling of goods, environmental engineering, the building industry, logistics, repair or maintenance.

cycle ways: straight = autonomous,
dotted = shared with cars on the road (wien.gv.at)

Overview plan of the "Productive City Concept" (excerpt) with the E15 strategic site marked in red

Cycle way parallel to Leberstraße along the E15-site, towards the fast train station "St.Marx"

E. Project site

Looking up Landstraßer Hauptstraße with the E15-site to the left. In the background: the radio tower at the Arsenal

E.1 CHARACTERISTICS

The project site has a size of about 1,3 ha and measures roughly 230 on its long and 60 metres on its short sides. With accesses for vehicles from Rennweg, there is a Park and Ride Station and a used-car dealer situated on site with single-storey buildings of no significant architectural quality that can be demolished.

The rest of the site is abundantly covered in vegetation, a sight very rare in areas as central as this. Towards the corner of Rennweg and Landstraßer Hauptstraße the topography of the site builds up to a mound of about five metres above the adjacent street level. This is because of the former bridge, which used to cross Landstraßer Hauptstraße there. The mound slopes down towards Grasbergergasse. Traces in the tall grass hint towards occasional walks taken up there, most likely to take dogs for a walk (which Viennese people are very fond of). There is an abundance of plants unique to this neighbourhood covering the mound with some remarkably tall trees which makes it an incubator for biodiversity.

Situated on Leberstraße is a public car park, mainly used by residents of the Wildganshof. On the corner of Landstraße and Leberstraße is one of the two entrances to the S7 station "Vienna Bio Centre St. Marx". The other one can be accessed directly from the E15 site. The train connects the site to the airport in a 20 minutes ride. The current frequency of the station amounts to 1.000 and 2.000 passengers per day. There are two tram lines nearby (numbers 18 and 71) as well as a bus (74A). Tram line 18 connects to the main train station (5 stops) and to the underground line U3 (three stops), tram line 71 goes to the castle of Belvedere (4 stops) and the opera (7 stops) and in the other direction goes to the city's southeastern border. The current number of passengers for these bus and tram lines together amount for about 14.000 per day. This number is expected to increase to about 20.000.

Project site marked in yellow

An informal footpath leading down the mound on the E15-project site

The fast train station on the E15 site

On the corner of the fast train station on the E15 site, looking down Landstraßer Hauptstraße

F. Task

The limits of the E15-project site towards Neu Marx

Strategic site

The strategic site is the area by which the project site is embedded into its surroundings. Therefore the teams have to focus on the qualities of the interface between the surroundings and the project site.

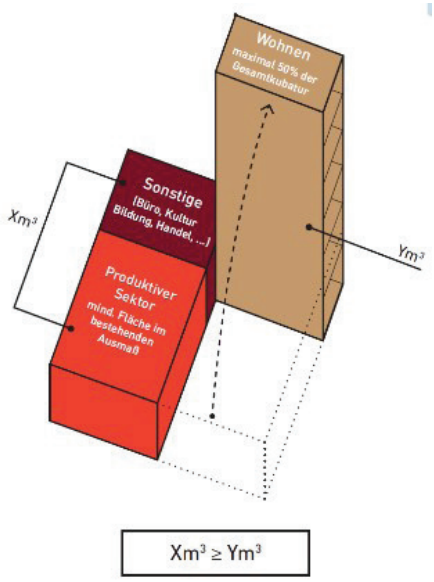
Density & Heights
The maximum building height for any built structure must not exceed 35 metres 35 meters. This includes lift overruns, chimneys, flues or any other projections above roof level, so that the building effectively has to end at 33 meters.

How does the site relate to and complement its surrounding infrastructural context? How may qualities of public spaces such as the character of streets, absorption of noise from the A23 and the train be enhanced? How is the project site connected to its surroundings on a visual, physical and programmatic level? How can connectivity be achieved and strengthened with the existing urban fragments and different neighbourhoods? How can Rennweg become a spine, creating a new interface between the entities of housing, education and technology?

Productive programming
The site has a connectivity task to fulfil in a programmatic way. Being located in a zone defined as a commercial mixed-use-zone, certain criteria have to be met. The focus of commercial mixed-use-zones is a more intensive, dense and heterogenous use, overcoming the classical division of functions (residential, commercial, productive). Existing commercial uses in the area should be strengthened through possible synergy-effects between them. These new uses can be imagined within

- the range of compactly organisable work such as craft, service, urban manufacturing (on-demand-production, 3D-production, prototyping);
- commercial clustering such as the creative industries, research and development (co-working- and co-production-spaces);
- decentralised spaces for production of globally acting businesses (i.e. speed-factories);
- facilities for logistics and distribution (covering the "last mile");
- as well as specialised educational institutions.

In commercially mixed-use-zones the amount of residential uses is restricted to 50% of the surface cubage, including all spatial requirements for necessary additional facilities such as communal areas or spaces for bicycle storage. Additional uses such as social infrastructure (i.e. child-care facilities) are possible, as long as they do not interfere with the commercial uses. Requirements of businesses have to be taken into consideration when developing the open and especially ground floor spaces such as access roads for larger vehicles or loading bays. A differentiation within the residential uses is desired (i.e.



Principles for new uses in commercially mixed-use-zones: In commercially mixed-use-zones the amount of residential uses (brown) is restricted to 50% of the surface cubage (Productive City Concept)

in typologies and target groups. A possible mixture within housing can be expected to have two thirds of subsidised and one third of privately financed units. Residential uses also encompass student accommodations, serviced apartments or hotels.

"The aim ist to create a mixed, „innovative" quarter: a quarter for working with integrated housing, not the other way round. The integration of housing into a quarter for working requires 1. the forms of housing, 2. the development and positioning of the building typologies and 3. the quantitative restriction of housing to not more than 50% of the whole cubage per development area. This should ensure housing not to restrict businesses in their functioning and development but rather to seek for synergies between the sphere of living and working (i.e. through sharing of recreational or social facilities or complementary energy concepts)."

How can the „50/50 deal" of the productive city be used to link the site programmatically to the surrounding? What architectural strategy for distributing this mix can both create benefit and avoid interferences (distribution and positioning of program, variation of building heights)? How are housing and non-housing programs organized: How can they share a building and not disturb each other? How can concepts of adaptability and openness or strategies for access be used to invite new productive milieus (such as open workshops)? What programs can benefit from the shared use of larger facilities in order to reduce individual cost and promote cooperation between businesses (Co-Working, Co-Production)? How can a building accommodate different (sometimes unknown) programs making different users benefit from each other?

How can different rhythms of use, intensity, frequency and architectural requirements complement each other? What does this mean for the minimal, maximum and in-between-size of programs? What can incentives for companies and businesses be to choose this particular location as opposed to moving into one of the several empty warehouses available for cheap rent within the neighbourhood?

Closing and stitching: Connecting to the surroundings
The site has a connectivity task to fulfill in a physical way. By overcoming its current isolated character, turning it into a barrier in many ways, it has the potential to become a mediator between its surroundings. There are physical ruptures to overcome that need to be addressed (big street, topography). With the completion of the projected event arena for 20.000 people, the inflow of visitors crossing the E15 site will rise significantly.

The strategic site incorporates the street as an essential element that has to be re-activated again. There are two main topics to be addressed here:
1) The spine - closing the gap of the linear axis from the Landstraße to Simmeringer Hauptstraße, between the inner city part and the outer city part.
2) The seam - stitching the urban fabric of both sides of the street

A new dialogue has to be initiated in order to make the street work again as a street with two sides all the way along the strategic site. Links across the adjacent streets, especially with regards to pedestrians, have to be integrated into the overall design of the building masses and the transversal remodelling of the streets (see plan "Pedestrian Connections").

How to open up the enclave and create a stepping stone for the surrounding uses? How can the range of various small and international businesses, unique for Vienna, working door-to-door in Neu Marx be made more prominent and tangible? How can a new development be convincing to the the long-established neighbourhoods?

Mobility
Good accessibility, respecting the demands for heavy transports is obligatory. The respective spatial demands (turning circles for trucks, loading areas) have to be convincingly integrated in the outdoor space design. The integration of car parking and bicycle parking as well as optional facilities for shared mobility hubs (loading platforms, micro-mobility spots etc.) have to be considered.

Building regulations for car-parking require
- for residential uses one car park per 100m²
- for hotel uses one car park per five rooms or one bus-parking per 30 rooms
- for serviced apartments one car park per ten units
- for office, retail and industrial uses one car park per 100m² of workspace or common rooms

For bicycles, one space to park a bike per 30m² of residential uses is mandatory. Although not required by law it is recommended to plan sufficient spaces for visitors as well as people working on the premises.

Project site

Positioning as a hub
The project shall provide the primary typological design as the basis for a future concretization of the architectural implementation. In this sense the project goes beyond the mere premises of a master plan, proposing a "strategic architecture" between urban mass-modeling and architectural design. This implies that the basic architectural elements of the buildings in the core area have to be drawn: construction system, floor heights, main entrances and configuration of access, vertical cores, examples of ground floor organization, concept of adaptability, main concept of façade (transparency, porosity).

The design proposals for the building masses on the project site should make an independent development at the north end possible (see plan ...). The extensions of this part may be adjusted slightly if necessary.

How can the new built structures establish a mediating role through a productive dialogue between Neu Marx, especially with regards to the BioCenter and the T-Center on the one hand as well as to Eurogate and the Gemeindebau on the other hand? How do the built structures accommodate and organize public space and program? How are the spaces differentiated between public and private spaces?

Integration of the railway station and the tunnel building
The rail tracks run underneath the site in a tunnel (see plan ...). The tunnel must not be overbuilt and the station building must not be remodelled, integrated or built over. Access to the station or the train service itself must at no point be interrupted or endangered. The maintenance of the train service must also be guaranteed. All building activities in proximity to railway infrastructure will have to pass a formal additional planning permission according to railway regulations before any construction can start.

Topography and vegetation
In Vienna, by law all trees except for fruit trees with a circumference of 40cm in 1m height are protected. If they are to be removed, replacement plantings (on own or external soil) are required.

Ecology
Integration and maximisation of spaces for photovoltaic uses: at least 60% of all roof surfaces have to be reserved for the use by photovoltaic panels. A combination of roof greening is appreciated. Excessive heat gain should be avoided and considered in terms of choice of typology, circulation and arrangement of programs within the design of the buildings.

G. Submission

An informal footpath leading up the mound on the project site

SUBMISSION

IMPORTANT: The following list of documents is a proposal by EUROPAN Austria, your submission documents need to comply with point 4.4 "Items to submit" of the EUROPAN 15 rules, also available online.

All plans, sections and elevations shall be provided with a scale bar. Diagrams and concept drawings should correspond to the necessary scale of information and do not have to be to any particular scale. The detail of the drawings and illustrations should thoroughly express and match the focus of the concept.

Deliverables

STRATEGIC SITE
1 A1-Panel

- **one overall site plan** 1:1000 with graphic scale bar showing the urban plan explaining the distribution of building masses in terms of significant characteristics such as heights, accesses, orientations
- **drawings / diagrams** explaining the type and distribution of uses with a special focus on ground-level-uses, connectivity of the site / specific character of the public space (atmosphere, program, uses, rhythms day/night), phasing / strategy of development
- **one section running parallel to Rennweg** in appropriate scale (choice of participants)
- **two elevations** showing the development along Leberstraße and Rennweg

PROJECT SITE
2 A1-Panels

- **Site plan** 1:500, with adjacent building plots, including information on:
  - topography, landscape design and aspects of connectivity and mobility (access roads, pathways, main entrances to buildings and parking concept, integration of station building, surface-qualities, loading zones / manipulation areas, outdoor uses)
  - building-configuration
- **Ground floor plan** 1:500 of the whole Project Site with adjacent buildings
- structure of ground floor (main accesses, intended / possible functions cores for vertical connections, orientation of buildings (open/closed facades, backsides, frontsides)
- **Two sections** 1:500
  - handling of the tunnel
  - the site in relation to the adjacent street and the buildings beyond
  - the integration of the station building
  - the relation of the site to the adjacent programs
- **Explanatory drawings** (diagrams, schemes, schematic drawings, conceptual sketches) on:
  - type and distribution of uses (synergies with existing program in the neighbourhood)
  - organisation of parking
  - combinatory principles (occupation principles with different programs and scales, from 50m² to 1.000m² and beyond)
  - scenarios and evolution in time ("occupation" and appropriation of the typologies in time)
  - flexibility and long term adaptability (structure, access and circulation system, infrastructure, building technology)
- **3D drawings / visualizations**
  - appearance as an emblematic pilot for the future hub
  - Visual storyboard of space, uses and actors involved (conceptual visualization)