

Urban Development Plan Vienna 2005
Short Report

Table of Contents

Preface	6
Goals & Principles: Urban Development in Regional Dialogue	10
STEP 05: The Goals	13
STEP o5: The Principles	14
STEP 05: The Process	15
An Enlarged Europe & A Growing Vienna:	
The Context of Urban Development	16
A Geopolitical Opportunity: Regional Cooperation	18
Demographic Projections: Steep Growth	19
Challenges & Responses:	
The Themes of Urban Development	24
City & Region: Spatial Development Scheme for the Region	26
Economy & Labour Market: Spatial Economic Development Scheme	35
Elements of the Economic Development Scheme	39
Housing & Construction: More people, higher demands	43
Demand for Housing	43
Construction Output of the City of Vienna	45
Urban residential areas	46
The Compact City – A Model of Settlement Development	48
Infrastructure & Locations: Spatial and Temporal Priorities	
of Urban Development in Vienna	51
Green Space & Open Space: Development Scheme –	
Green Areas in the Urban Region	54
Landscapes of the Urban Region	55
Green and Open Spaces in the Built-up Urban Areas	55
Elements of the Scheme	55
Synthesis & Orientation: Spatial Development Scheme for Vienna	61
Program & Innovation: Key Areas of Action for Urban Development	66
A New Concept	68
The 13 Key Areas of Action	70
The City	70
Bahnhof Wien – Erdberger Mais	70
U2-Donaustadt – Flugfeld Aspern	71
Floridsdorf – Axis Brünner Straße	71
Siemens-Allissen	72
Donaufeld	72
Waterfront	73
Rothneusiedl	73
Wiental	74
Westgürtel	74
Danube Canal	75
Prater – Messe – Krieau – Stadion	75
Liesing-Mitte	76

Index of figures

Figure 1 Share of resident population over 15 years of age with a university and university-equivalent degree in the resident population over 15 years of age Figure 2 Urban problem areas pursuant to the criteria for subsidized $housing\ construction\ (among\ other\ things, standard$ of infrastructure in flats, density of housing, size of flat, age of structure, aging population in resident population) Figure 3 Priority areas for urban development – Phase 1 (until 2010) 53 Figure 4 Priority areas for urban development - Phase 2 (from 2011) 53 Figure 5 13 Key Areas of Action for Urban Development 68

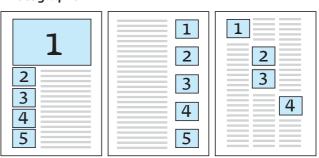
Tables

Table 1 Comparison of European Cities (GRP in purchasing power parities)

Index of maps

Мар	1	Cooperation areas for Vienna	18
Мар	2	Variants for the demographic development	
		of Vienna 2000–2020, spatial distribution of rise	
		in total population	19
Мар	3	Variants for the demographic development	
		of Vienna 2000–2020, spatial distribution of rise in	
		non-Austrian resident population	19
Мар	4	Young people in Vienna 2001	20
Мар	5	Elderly people in Vienna	
		(resident population over 60 years old)	20
Мар	6	Non-Austrian resident population –	
		Development 1991 to 2001	21
Мар	7	Possible fields of cooperation in the urban hinterlands	30
Мар	8	Spatial Development Scheme for the Region	33
Мар	9	Spatial Economic Development Scheme	41
Мар	10	Settlement Development Scheme	49
Мар	11A	Development Scheme – Green Areas in the Urban Region	57
Мар	11B	Development Scheme – Green Areas in the Urban Region -	-
		Densely Built-up Urban Area	59
Мар	12	Spatial Development Scheme for Vienna	63

Photographs



▲ Explanation of placement and numbering of the photographs Example: 47-2 means page 47, position 2

Burgstaller, Peter

27, 54, 55

GEOSPACE Austria, EUROIMAGES/CNES

29

36

Gerlich, Wolfgang

14, 15, 30, 31, 70-2

Keinrath, Kurt

8

Lang, Mario

alle sonstigen Fotos

MA 18

46-1,2,47-2

media wien, MA 13

47-1, 61

Spiola, Petra

9





STEP 05 ▶ PREFACE



Think Europe – Act Local – Develop Vienna

On 1 May 2004, Europe became larger and came one step closer to a new European "normalcy". Whether or not European integration will actually translate into the end of nation states as many believe remains to be seen. What has been developing quite clearly though for several years is the stronger position of the regions and urban centers. The competition among (European) cities and urban agglomerations has become evident. We believe that we have a good starting position by working together with the urban hinterlands of the city and with the neighboring regions in the Czech Republic, Slovakia and Hungary. The conditions are also ideal with respect to the cooperation with the Planungsgemeinschaft Ost (Planning Association for Eastern Austria) in the regions of Vienna, Lower Austria and Burgenland.

The city of Vienna is very clear about the fact that good relations with the neighboring cities are a condition for being able to take advantage of and develop common opportunities. A major step in this direction was – and still is – CENTROPE – Central European Region. By establishing sustainable relations in this region at the heart of Europe, Vienna has shown its conviction that competition and cooperation are not mutually exclusive. On the contrary, together we are a strong competition.

What will – and how should – the Vienna of tomorrow look like? I believe that Vienna is a city of future opportunities – in the areas of research, education, internationalization; it is a city with a modern economy, a world capital of culture and quality of life, and above all, a city in which its inhabitants feel well.

The Vienna of tomorrow is a city of intelligent mobility with a sustainable environment. All of these goals have already been formulated in long years of discussion: These are contained, for example, in the Strategy Plan of the Visions for

Vienna, which is the basis for the working program of the city government. Furthermore, these goals are also contained in the new Urban Development Plan (STEP 05).

Before this backdrop of the Visions for Vienna and the development schemes, STEP 05 will structure the future spatial development of the entire city of Vienna for the next development phase. The Urban Development Plan needs partnerships and the involvement of actors to be turned into reality. One condition for this to happen was – and still is – a transparent and democratic discussion process.

Starting in February 2005, the Urban Development Plan was discussed in the form of a draft in the various bodies of the city administration and government, and after being revised on the statements received, it was adopted by Commission for Urban Development. The contents of the Urban Development Plan have been the basis for local, regional and international events in which the development of the city has been presented in more depth and in detail. Therefore, the resolution of the City Council in May 2005 does not mean the end of the broad discussion, but rather a mandate to sustain and continue the discussion in a democratic, cooperative process.

The Urban Development Plan requires one very important thing from the actors involved: that they think and act in a European perspective. Vienna is sustained by its internationality, its integrative role in this new Europe. This must be the basis of our daily work irrespective of whether in the area of politics, administration or business. This is the only way that the best intentions can be turned into a desirable reality.

Dr. Michael Häupl Mayor of the City of Vienna Preface

⊲ Step 05

Vienna – The Opportunities and Tasks of Urban Development

THE ACCESSION OF ten new member states shifted Vienna to the center of Europe – both an opportunity and challenge for the city. Cooperation within the region had already been excellent before accession; the enlargement has added a new dimension. Today, we have embarked on a path to change together with the neighboring regions of Vienna and must start cooperating more closely. CENTROPE, the newly emerging Central European Region will contribute substantially to pointing out the location of Vienna and its regional surroundings in the overall European context. The further development of the city of Vienna does not only need to keep up with the changes in framework conditions, but must also focus on the aspects that actively define the role of Vienna - as a city with a high quality of life, high social standards and the best environmental ratings. The new Urban Development Plan is designed to meet these demands.

The enlargement of the EU and the conditions this has created – such as new demographic developments, economic requirements, the need to expand transport infrastructure – were the starting point for the drafting of STEP o5. The aim was to ensure the social and environmentally compatible urban development, to ensure and heighten the quality of life, and at the same time, respond flexibly to new trends.

The new STEP o5 is different from the previous Urban Development Plans in the way it was created. Not only experts were involved in preparing the basic documents, but also everyone living in Vienna was invited to contribute ideas. STEP o5 is founded on a broad-based dialogue and discussion process in which all groups that determine the future of the city – citizens from Vienna and the region, administration officials, urban policy bodies, investors, developers, interest group representatives, etc. – were represented. Furthermore, the principles of gender mainstreaming were also followed in the entire process for the first time.

The new STEP will help to preserve and add to the high quality of life in Vienna. Thirteen key areas of action have been defined as the hot spots on which the city will focus efforts in the coming years without short-changing other areas, of course. Planning and development does not end

with the administrative district borders, but is defined by overarching urban regions, which have a contextual relationship and have similar structures and characteristics. The demarcation of the borders of the building zone – in the year in which we are celebrating the 100th anniversary of the Vienna Green Belt – marks another major step toward preserving valuable natural space in and around Vienna. Common potentials are to be used and thus also economic progress advanced in the European region of CENTROPE.

Work on the new Urban Development Plan has been very intense in all phases of progress. STEP o5 presents a product that will create the decisive impulses for a bright future in the development of Vienna. I would like to thank all persons involved for their high commitment and willingness to work on shaping the future of the city of Vienna.











Urban Development in Regional Dialogue

INCOMENT IN 21st century Europe involves new spatial dimensions that we have not been used to dealing with in past decades. Borders – long experienced as irrefutable development parameters – are dissolving either due to the geopolitical upheavals or to the economic globalization driven by the information and communication technologies. The actors of the economy are embedded in local urban settings, but act within regional networks at the global level. This has repercussions for the city not only on the economic structure, but also on living conditions of its inhabitants. Working conditions are changing, the parameters for leisure time and consumption behavior patterns are constantly shifting, and mobility has to meet new demands.

Development opportunities are opening up and their realization calls for the active participation of the city in these processes. It is becoming increasingly clear that demand will not be met within the framework of existing structures from the *Gründerzeit* (1850 to 1914) or within the limits of the city borders. Unless urban development includes the functional integration of the relationships of the city with the region, – also across national borders – it will not be able to adequately fulfill its function.

This is the central challenge, which the new Urban Development Plan for Vienna, STEP 05, addresses. STEP 05 defines the regional perspective as the essential determinant for the development of Vienna and shifts the orientation of urban

development intentionally to match the changed position that Vienna has in an enlarged EU and a rapidly changing regional environment. The point of departure was the question of which role Vienna will have to play in this locational setting of European regions with Bratislava, Brno and Györ in order to remain an attractive player over the long run at the European level in a region of metropolises. The issue at hand is to reinforce Vienna's standing as a metropolis in the south of Central Europe. The central concerns of STEP 05 are derived from this target function:

- ▶ Which economy and which locational requirements will be able to face this challenge?
- ► How much population growth is to be expected and where will it come from?
- ▶ How will the changing living conditions and growing demands for higher quality and more housing be met?
- ➤ Which infrastructure projects will predominate in urban locations and how can they best be used to create impulses for urban development?
- ▶ How can development needs be harmonized with the objectives of preserving the quality of life and natural resources?
- ▶ How can existing built-up areas in the city be adapted to meet the new challenges and quality demands to keep the pressure for new settlement construction as low as possible?

STEP 05: The Goals

STEP o5 pursues the following goals:

- ▶ In a competition of cities and regions, to offer attractive locations, infrastructure and innovative facilities and to create a climate that fosters investment activity (headquarters, trade, commerce, small and mediumsized enterprises, services, technology clusters) and to preserve an adequate local supply of shops and businesses.
- ➤ To preserve in collaboration with Lower Austria the diversity and the quality of the living space in the Vienna region by securing and expanding the Green Belt around Vienna and the Danube landscape as a regional structuring principle.
- ➤ To concentrate settlement development along high-capacity public transport means, to prudently use the resource of land, to encourage the vertical mix of uses, and to prevent functional and social segregation.
- ➤ To increase the share of environmentally-friendly transport (bicycle, footpaths, public transport) in total transport; to reduce the share of individual motorized traffic; to generally reduce the generation of traffic.
- ➤ To safeguard, stabilize and advance the quality of life in Vienna by ensuring equal opportunity for all inhabitants, taking into account the diverse living patterns, origins, social backgrounds and special needs of people with mobility handicaps and to enable them to live a meaningful life by assuring access to cultural life, to social, educational, healthcare and care for the aged facilities, to housing of sufficient size and quality, and to nature and recreational spaces, as well as to guarantee social security, personal safety and the protection of property, and to uphold social integration.



▶ What is an Urban Development Plan?

The Urban Development Plan (Stadtentwicklungsplan, STEP) is an instrument used in general, forward-looking urban planning and urban development that defines in general terms the further orderly expansion of the city. It lays down the distribution of building land and green land, and delineates development areas and defines their relationship to the overall transport infrastructure (subway, rapid transit lines, tramway lines and high-capacity railway and motorway routes). Furthermore, it shows the spatial-functional relationships between the city and the region.

STEP o5: The Principles Sustainability

The principle of sustainability has the aim of making a development possible that meets the needs of today's generation without restricting the development opportunities of future generations. This means bearing in mind and integrating economic, ecological and social changes. These three dimensions need to be harmonized to support sustainability in urban development.

Participation

The participation of citizens and using the entire creative potential of the population as a supplement to representative democracy are the main goals of political participation. In the area of planning, participation means intense cooperation between the various actors and inhabitants of the city and serves as an instrument for the equalization of interests in the planning process.

STEP 05 defines participation not only as a programmatic stance of the city, but also states the need to provide the necessary framework. This includes making the internal and external resources of the city's administrative departments available, and backing decentralization as well as actively taking measures to keep a culture of political debate and participation alive.

Gender Mainstreaming

Gender mainstreaming in urban planning means integrating the perspectives of women and men and of different life situations in general as well as the concurrent divergent desires from the start in all decision-making processes and project planning.

STEP o5 defines gender mainstreaming as an important cross-sectoral task. Gender mainstreaming means the mandatory orientation of all STEP o5 actions on the equal treatment of women and men from the beginning of work on the measures.

Diversity

Vienna commits itself to a policy of peaceful and equal cohabitation, and to the diversity of different cultures, religions and lifestyles. Immigration is normal for European metropolises and thus also for Vienna and is not an exceptional situation. An open and forward-looking policy in this area is crucial.

STEP 05 also defines the concept of diversity as a cross-sectoral task, because Vienna – just like other European capitals – is confronted today with the challenge of responding to social changes and of finding innovative and lasting responses to migration and integration policy.



STEP 05: The Process

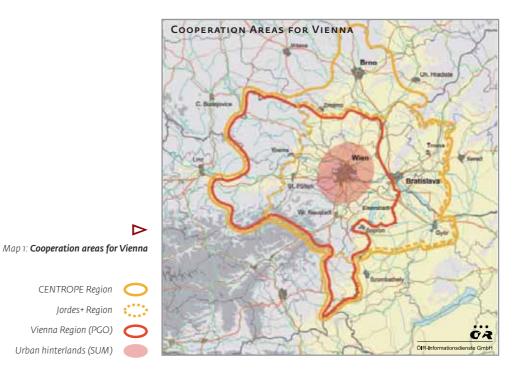
With the resolution passed by the City Council, STEP 05 now constitutes the basic document and scheme for any actions with a spatial impact of the specialized departments, downstream offices and enterprises of the City of Vienna. Thus, zoning procedures, among other things, must follow the guidance of STEP 05 and any deviations require substantial arguments. This applies analogously to other measures having a spatial impact such as in the area of transport infrastructure, housing, land procurement, etc.

It is planned to monitor STEP o5 by developing an appropriate set of indicators and adequate method for the ongoing monitoring of progress towards the attainment of the targets or of any deviations as well as of the planning results (evaluation). The results are to be presented to the City Council periodically every five years in the form of an urban development report.









A Geopolitical Opportunity: Regional Cooperation

EU ENLARGEMENT HAS opened up the opportunity to expand and concentrate a crossborder and multilateral European region **CENTROPE**¹ in a four-border region comprising Austria - Czech Republic - Slovakia - Hungary. The objective of this initiative is to strengthen the economic area between the cities of Vienna, Bratislava, Trnava, Györ, Sopron, Brno, Eisenstadt and St. Pölten as well as their subregions. It also represents a model region for the functioning of EU enlargement.

CENTROPE Region Jordes+ Region Vienna Region (PGO)

Urban hinterlands (SUM)

The actors within Austria also have to harmonize and work well together for Vienna to be able to play a key role in CENTROPE. This applies, above all, to the three Länder of Vienna, Lower Austria and Burgenland, which are already being marketed as a joint location area under the name Vienna Region. Furthermore, working closely together to coordinate transport and infrastructure development is a priority and a requirement for the ecologically and economically sustainable location

and settlement development in the Eastern part of Austria

In a dynamic urban region, the development of the peripheral urban areas and the attractive hinterlands play a special role. Here, not only is it easier to take advantage of common development potentials when efforts are coordinated, but competition between Vienna and its hinterlands is also directly felt. A third level of cooperation and harmonization in the region therefore affects the direct surroundings of the city. The priorities here are concretely shaping settlement development and transport infrastructure, the location of shopping and entertainment centers, and the preservation of valuable natural spaces. The management of the relationships between the city and its hinterlands is therefore a key factor for steering the development of the entire region.

1 The borders of European region CENTROPE were defined in accordance with the Declaration of Kittsee (Land and City of Vienna, Lower Austria, Burgenland, Land and City of Bratislava, Land and City of Trnava, Komitat Györ-Moson-Sopron, District of Southern Moravia, City of Brno, Eisenstadt, Györ, Sopron, St. Pölten).

Demographic Projections: Steep Growth

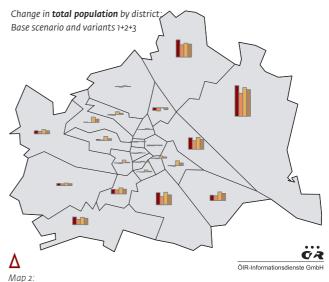
The population of Vienna has grown between the censuses of 1991 and 2001 by almost one percent to 1,550,123 people. The share of women is 53 % and the share of non-Austrian residents in Vienna has increased from approx. 13 % to 16 % or by 248,246 persons.

To gain a picture of future developments, various projections of population growth have been computed based on the current "population growth projections for the Vienna urban region from 2000 to 2030 broken down by district", which differ as regards the assumptions on economic growth and the magnitude of in-migration.

This estimate states an increase in population in the period 2000 to 2020 of around 72,800 to 144,800 persons. This corresponds to an increase of around 5 to 9 percent in a 20-year period. Thus, Vienna now has the largest population since 1939 (1.7 mn).

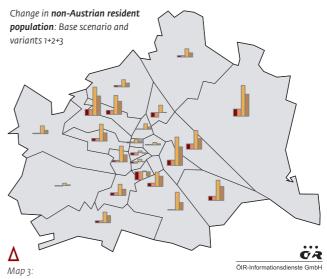
ÖROK demographic projections for 2001 to 2031 arrive at similar results. The principal variant estimates that the population of Vienna will rise in the next 15 years by 89,600 persons to 1.640,300. However, the birth deficit and the considerable amount of out-migration to Lower Austria and Northern Burgenland will be more than offset until 2031 by the strong immigration from abroad and from other parts of Austria.

A look at the probable distribution across the districts in Vienna shows that the base scenario and the variants project mainly increases in the northeast and southern parts of the city. The rise in the number of inhabitants will concentrate in Donaustadt as in the past, and will also be perceptible in the districts 2, 10, 11, 12 and 23. The projections for the other districts state a much lower rate of increase, and the forecasts for the inner city districts predict stagnation and a minor decline in the population.



Variants for the demographic development of Vienna 2000–2020, spatial distribution of rise in total population. Source: ÖIR, in-house estimates





Variants for the demographic development of Vienna 2000–2020, spatial distribution of rise in non-Austrian resident population

Development 2000 to 2020 in absolute figures

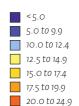
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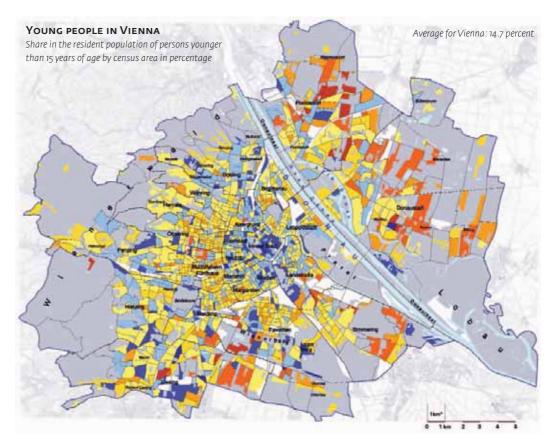
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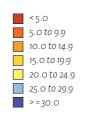
Source: Statistik Austria VZ2001, MA 18 Design: Plautz W. Basic map: MA 21B Prepared by: MA 18, Hansely H.-J.

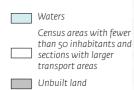


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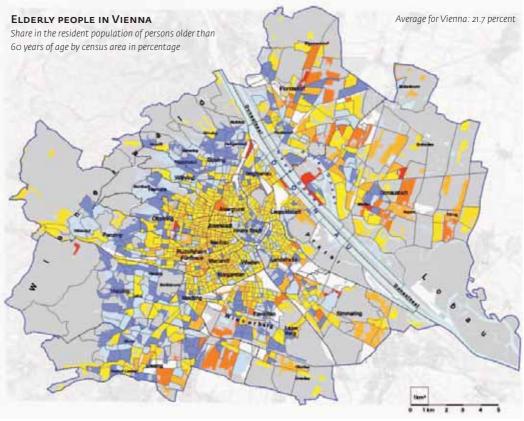


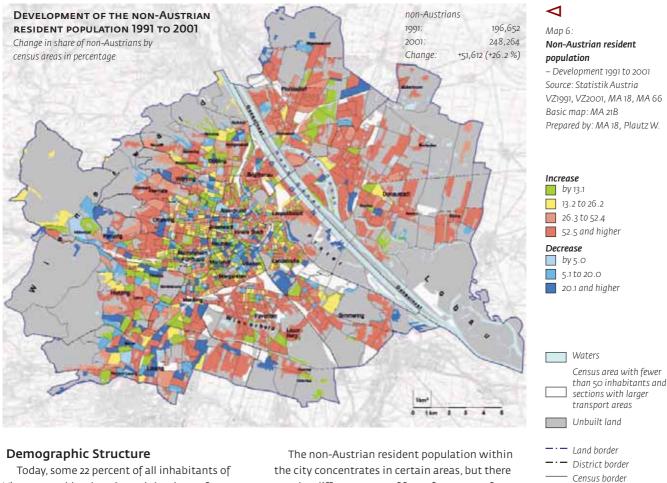












Today, some 22 percent of all inhabitants of Vienna are older than 60 and the share of women in this age group is around 25 %.

The number of young people below the age of 15 has risen by 6.3 % in the period 1991 to 2001 contrary to the overall trend in Austria (-0.2 %). The reason could be the above average share of non-Austrians residents in comparison to the other Länder. The increase in females is higher than males.

Immigration

In 2004, some 287,000 persons with foreign passports lived in Vienna. The share of persons not born in Austria is 24 %. The largest group of foreign citizens are immigrants from Serbia and Montenegro (approx. 26 %), followed by immigrants from Croatia, Bosnia and Herzegovina, and Macedonia (approx. 15 %) and from Turkey (14 %). Some 10 % come from the new EU member states of which more than half come from Poland.

The non-Austrian resident population within the city concentrates in certain areas, but there are also different areas of focus for persons from certain countries (country of birth). The districts with the highest share of non-Austrians are 16, 20, 5, 2 and 15. The non-Austrian residents from traditional immigration countries live mostly in the districts 20, 2, 15, 16 and 10, the immigrants from the new EU member states (30%) live in the districts 2, 21, 22 and 10.

Social Structure of the Population

Vienna has a long tradition of pursuing a policy of social equality. The city is constantly at work in developing measures aimed at reducing social disparities and segregation to the extent permitted by the scope of competence of the city and the financial situation.

The social structure and its specific spatial concentrations are important indicators for any measures required for the development and advancement of the city. Although we are seeing a

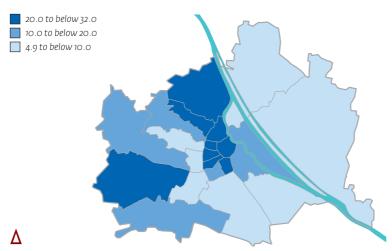


Fig. 1: Share of resident population over 15 years of age with a university and university-equivalent degree in the resident population over 15 years of age, in %, 2001 Source: Statistik Austria, MA 66; Content prepared by: ÖIR; Graphic design: PlanSinn

steady rise in prosperity, there are spatial patterns revealing more dynamic and less dynamic regions. Even though planners have an adequate set of instruments for influencing development to a certain extent, there are other policy areas such as employment and education, housing and social policy that can be supported by the appropriate measures.

The **level of education**, which is an important indicator for the social structure, is still on the rise in Vienna and indicates a high degree of competence in the areas of highly qualified employees and skilled workers.

The share of the population with a university degree was 8 % for all of Vienna in 1991 and by 2001 it had risen to 13 %. The level of education of women has increased significantly above the average rate. Overall, the rate of increase among the highly qualified population was 54 % in the 1990s, and among women, it was approx. 76 % in all districts, which is far above the rate of increase for the male population.

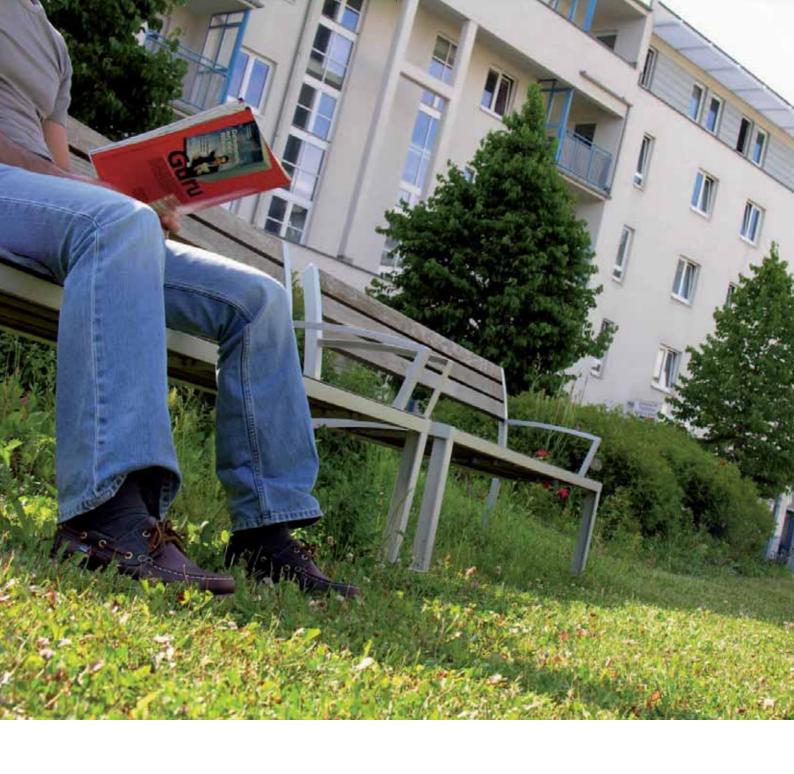
Changing Lifestyles

The diversity and density of a metropolis offers the potential for creative forms of living combining different lifestyles and cultures. It not only creates a broad range of the most diverse possibilities and opportunities, but is also a good base for innovation and progress.

Lifestyles are influenced by social policy and economic conditions such as the internationalization and flexibilization of the economy as well as by individual factors. These are mainly:

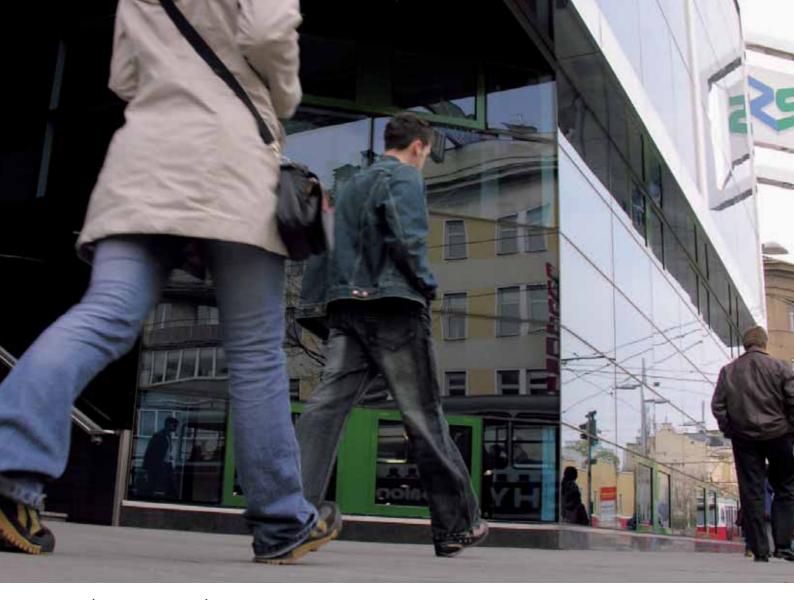
- ▶ Age and gender
- ➤ The different types of relationships (single, family, integration in the job market)
- ➤ Socio-cultural background
- ▶ Rising level of education of the population
- ► Changes in individual values
- ► Changes in gender relations and the related new role models for men and women
- ▶ Changes in personal economic situation
- ▶ Changes at work

The requirements on housing and location quality, mobility, transport means and the organization of traffic, quality and quantity of the supply of healthcare, social and educational facilities, childcare options and homes for the aged, etc., that result from these factors are accordingly diverse.









City & Region: Spatial Development Scheme for the Region

THE SPATIAL ORIENTATION of Vienna – this means regional economic relations, commuting routes, shopping and tourism movements – will definitely shift in the coming decades to the East. The spatial structures that grew out of the conditions prevailing in post-war Europe and largely oriented on the West and South are being replaced by an open, permeable region in Central Europe that has economic and cultural relations in all directions.

Decades of tight borders in the hinterlands of Vienna will be eased in the coming years until they resemble administrative borders within the country. Dynamic, growing economic areas are emerging in the areas immediately bordering Austria in the neighboring countries. With the support of the organizational, legal and financial instruments of the EU, the neighboring regions will show a relatively high rate of economic growth in comparison to the Eastern region of Austria and other "old" EU regions. In this setting, the opportunities for Vienna and the Eastern region of Austria lie in proactively participating in the dynamic growth of the neighboring re-

gions. The European region CENTROPE offers a platform for achieving this goal.

In this new cooperation space comprising the regions of the neighboring countries, competition for the location of new enterprises plays a role as well as cooperation efforts to develop the overall region into a globally, competitive location. Co-opetition, which means competition and cooperation at the same time, will prevail in the relations among the subregions of CENTROPE in the coming years.

A very important special feature of the core area of the CENTROPE region with respect to the European context is the fact that the two capitals of Vienna and Bratislava are located very close to each other: this relationship (of closeness) of the two capitals will be crucial for the functioning of the model of co-opetition for the benefit of the two cities.

To develop the enormous potential that exists within such a small space requires the intensive networking of the locations within the region. The endeavour comprises: enlarging the transport infrastructure into a full network of operational

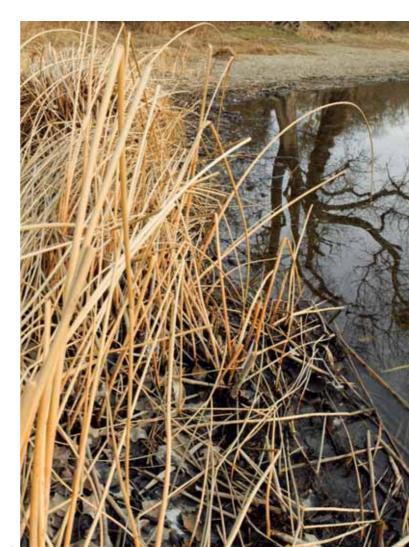
routes of equal quality comparable to those of other European capital regions (including airports); upgrading business locations to internationally high quality levels and location marketing; networking research and development potentials across borders; opening the labour markets on both sides of the borders gradually and moderately, taking advantage of the diverse qualifications, languages, market approaches and wage levels to boost growth in the entire region.

A good development of the economy, the commitment to plans for the expansion of transport infrastructure, and the elimination of customs clearances will result in much higher volumes in the transport of goods and passengers. A major goal for the region is to shift the largest possible share of expected freight flows to railways and shipping lines by expanding railway infrastructure, the supply of logistics services and steering traffic in coordination with the neighboring regions.

The attractiveness of public transport is to be enhanced by improving the inner-regional lines between the centers of Vienna and Bratislava. Other aims for improvement are the linkage of the airports, a rapid transit ring that provides better rail connections for the two cities of Vienna and Bratislava on both sides of the Danube, and the creation of a joint, crossborder transport association.

Similar goals have been defined for the economic development, knowledge production and accessibility of markets. The basis is an independent development of sub-regions, while the greater growth potential needs the specific bundling and networking of partners across borders. Thus, in the near future we will be seeing competition among sub-regions for the location of international companies, while the actors from the CENTROPE region will be engaged in concerted efforts to position and market the entire region at the global level.

One of the special features of the region in international comparison is its rich variety of natural landscapes. The designation "Green Center" will be used for the National Park that forms the heart of the region between Vienna and Bratislava. The idea of connecting and internationally marketing a biosphere region where the valuable natural spaces ranging from the Vienna Woods to the Small Carpathians and the Hungarian Danube floodplain island are located holds the promise of a development perspective that goes beyond just the next few years.



Regional Cooperation Strategies

Vienna pursues the following goals for the development of the city within the region:

- ➤ Concentration of urban development measures in economic areas that offer clear locational advantages for the city
- ➤ Enlargement of the transport infrastructure of the region CENTROPE (especially high-capacity links between centers)
- ➤ Development of hub functions (goods, passengers, services) into excellently equipped business locations in the city
- ➤ Cooperation with the neighboring region with the goal of harmonizing development, achieving progress in the enlargement of the infrastructure, steering settlement and transport development in an environmentally compatible manner, and establishing suitable processes to solve conflicts of interest

These goals will be pursued in cooperation strategies within different regional contexts:

Vienna in the CENTROPE region

The focus of efforts in the European region CENTROPE is on the planning and coordination of measures to strengthen the region's economy. Furthermore, on regional and locational development, infrastructure planning and realization, education and research policy, culture, tourism and the leisure-time sectors are the most important areas.

The following objectives have been formulated:

- ➤ To advance the regional, cross-border space of relevance under the new political, economic and technological conditions into a functional economic region in the vicinity of Vienna that would enable the city to attain an exceptional development versus other cities in the EU backed by the strength of the CENTROPE partners.
- ➤ To exploit the economic and locational advantages of Vienna within the network of cities of the region: these are size and specialization possibilities, role as capital and city with the highest number of inhabitants and the strongest economy in the region; educational, research and administrative center, financial services, headquarters, international airports with hub functions for Central, Eastern and Southeastern Europe, attractive location in Central and Eastern Europe.
- ➤ To achieve the optimal integration and accessibility of the CENTROPE region internally and externally; to secure, develop and advance international top locations in Vienna along the main transport arteries.
- ➤ To promote a settlement and economic development in the surroundings of Vienna that focuses on accessibility by high-capacity public transport in order to create the conditions needed for qualitative growth to continue.

➤ To provide a regular information and communication platform jointly with the relevant administrative bodies from Bratislava, Györ and Brno for the implementation of joint projects as a means of support for cross-border planning and economic activities already underway in the CENTROPE region. To this end, a cross-border organization similar to Planungsgemeinschaft Ost (Planning Association for Eastern Austria) will be created.

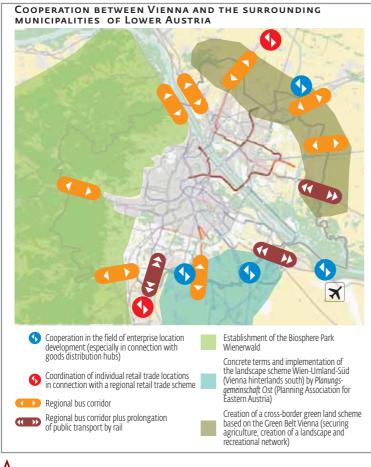
Urban Hinterlands

Today, spatial development in the surroundings of Vienna hardly takes place in the regional centers. It tends more to follow property prices and availability of land as well as available transport infrastructure and regional connections. This networked growth in the urban region leads to the emergence of hubs of high accessibility. Regional networks with access capacities greater than the links to existing urban centers develop. Former urban fringes and the increasingly urbanized areas surrounding the cities are turning into a type of "in-between cities".

This development can hardly be stopped or revised by planning; at best, it can only be "civilized". This calls for a new understanding of what planning is and for new forms of intercommunal cooperation. At present, work is underway to organize a city-hinterlands management jointly by Vienna and Lower Austria. The goal of this communication and discussion platform made up of the peripheral districts of Vienna, Lower Austrian municipalities, small regions, and existing organizations (such as *Planungsgemeinschaft Ost* and the *NÖ Regional-management*) is to promote cross-border cooperation with respect to locational issues, the planning of green areas and diverse infrastructure projects.



∆
Vienna-Bratislava Region from Space
Source: GEOSPACE Austria, EUROIMAGES/CNES



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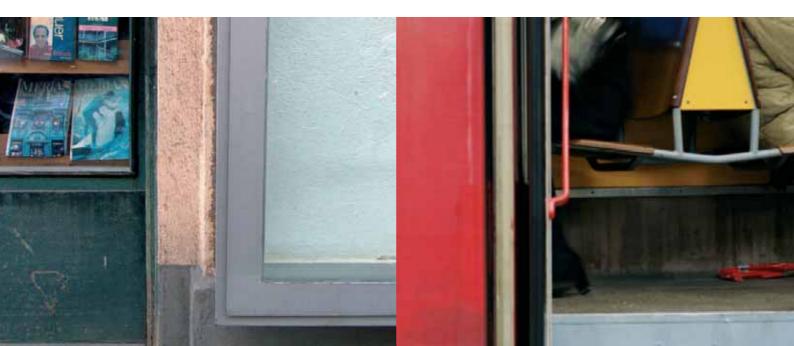
Map 7:

Possible fields of cooperation in the urban hinterlands

The development of the region is to follow the planning and development principles listed below:

- ▶ Settlement development according to the principle of decentralized concentration
- ▶ Development centers at the hubs of the highcapacity rail and road networks to secure a sustainable and compatible development of transport.

- ▶ Concentration of enterprises at these hubs, encouraging the mixed use (diverse forms of enterprises, leisure-time facilities, housing units) to attain the best possible capacity utilization of public transport.
- ► Enterprises are to be concentrated in a few locations in the surroundings of Vienna; this requires the participation of several local authorities at these locations (inter-communal industrial and commercial areas). Steering instruments must be created that encourage development in concentrated areas and help to avoid the despoliation of the landscape.
- ► Enterprises that have the potential to induce individual motorized traffic should not be located at decentralized locations that do not have attractive access to public transport.
- ► Keeping high-capacity routes free of settlements with housing and commercial uses to avoid inducing additional individual motorized traffic.
- ➤ Clear demarcation of settlement areas
- ▶ Sensitive harmonization of regional shopping centers with local settlement structures (creation of integrated locations), compact settlement forms that meet demand for private green spaces within housing units (e.g. highdensity single-storey housing units)
- ▶ Preservation of public open spaces and green spaces between moderately built-up zones
- ▶ Orientation of relevant framework on these principles to reduce as far as possible any counterproductive effects; this includes subsidies for housing construction, infrastructure development, land policy, revenue equalization.

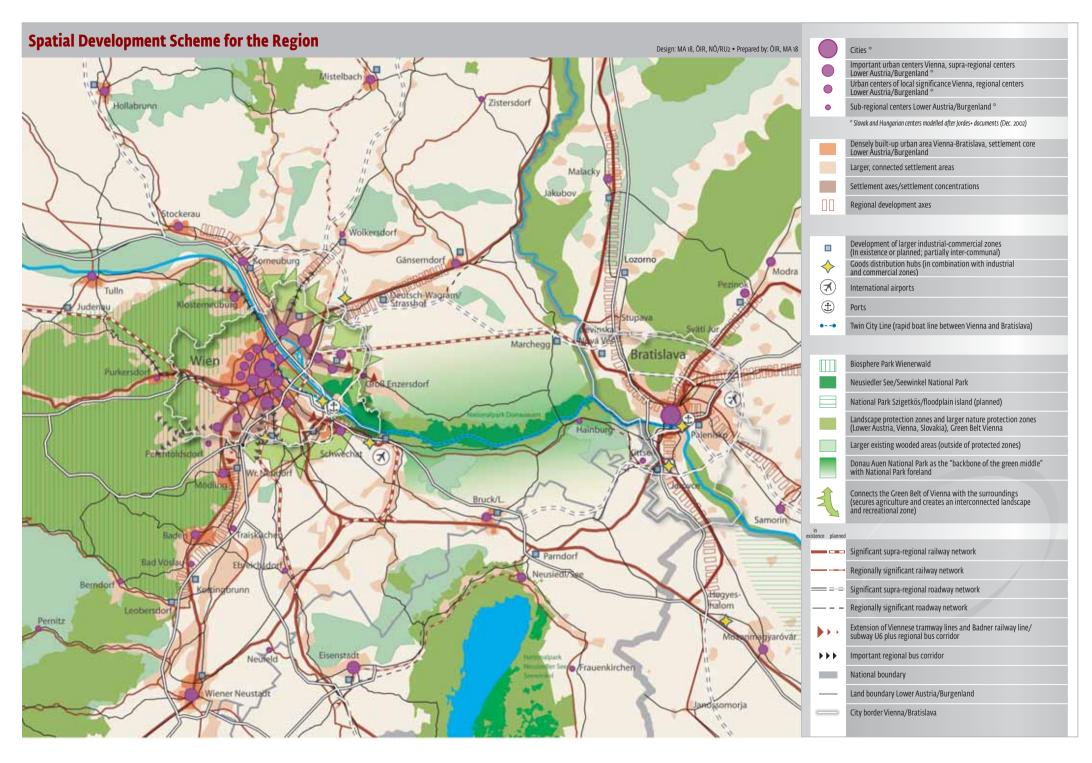


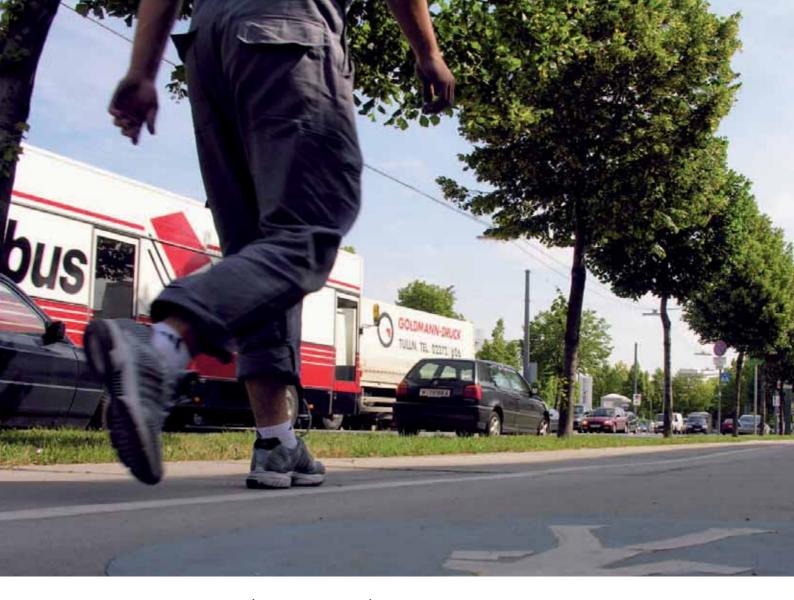


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Map 8:

Spatial Development Scheme for the Region





Economy & Labour Market: Spatial Economic Development Scheme

AT THE EUROPEAN LEVEL, a landscape of metropolises is emerging characterized by global economic relations based on intensive communication and exchange. Therefore, the greatest economic policy challenge of the coming years will be to preserve and enlarge the quality of the business location of Vienna in the face of heightening international and European competition among metropolises.

The metropolis of Vienna with its some 2.4mn inhabitants ranks in the lower middle to lower range among the cities of European significance. Much larger than Vienna are, for example, the agglomerations of Berlin with almost five million inhabitants and Rome with almost four million inhabitants as well as Budapest with two million inhabitants living within the city limits.

The strategies pursued by the city of Vienna to reinforce its competitive position and to overcome these challenges are founded in the creation of an integrated Central European

economic area and on the potentials of Vienna's economic structure, resulting from the changes encouraged.

Structural Change

Vienna accounts for 27 % of total added value generated in Austria, some 23 % of all workplaces and some 25 % of all employees. This makes Vienna the economic and job center of Austria. Vienna has the highest level of economic development of all Austrian regions and holds a leading position in European comparison.

The economic structural change of the past decades have not only caused a steep decline in the number of jobs, especially in the secondary sector, but have also improved the quality of economic activity and enlarged the range of offerings.

At approximately 81 % of total gross added value, the tertiary sector determines to a very high degree the urban economic structure. The development in the 1990s shows not only a



↑ Table 1: Comparison of European Cities (GRP in purchasing power parities)

Source: Eurostat

strong expansion of sectors with low qualification requirements and a very high share of women (e.g. retail trade, tourism), but also a rise in know-how intensive sectors in technology and business-related (consulting) services. However, the decline in the number of jobs in public services has had a dampening effect.

Tourism also plays a key role for Vienna. In 2004, over 8.4 million overnight stays were recorded (of which over 82 % by foreigners), which corresponds to a share in total overnight stays in Austria of more than 7 %. Overnight stays and sales revenues have developed very dynamically in the past few years. Annual sales revenues generated by tourism in Vienna are estimated by economic researchers at EUR 2.5 billion, which is 5 % of the gross urban product.

It is especially the secondary sector that is undergoing massive structural changes, as revealed by the decline in the robust consumer goods industry and the positive dynamic in the exporting industries such as electronics, automobile and vehicle manufacturing, machine engineering and the chemical industry.

Within Austria, Vienna plays a role as a center of research and development. Vienna accounts for more than half of the total volume spent on research and development in Austria by public and private institutions due to the location of universities and of large national and regional research organizations as well as corporate headquarters with R&D activities.

The Challenge Labour Market

The development and structure of the urban labour market not only reflects the structural change towards a service-oriented job center of regional and supra-regional appeal, but also clearly illustrates the economic and social problems of an economy which are common for cities of this size and function.

- ▶ More than 80 % are employed in the tertiary sector.
- ► The qualification level of employees is much higher in Vienna than the Austrian average.
- ➤ The share of non-Austrians in the employment rate of Vienna is around 9 %, and some 30 % of all non-Austrians required to have a work permit are employed in Vienna.
- ▶ Approximately 200,000 persons commute from the surrounding regions to Vienna. The distances covered have been growing steadily.
- ➤ Employment in Vienna has been developing less dynamically in Vienna than the Austrian average. An increase was seen in female employment, which is due mainly to the larger number of jobs in the tertiary sector, which is a traditional female sector, and to the steep rise of part-time jobs.
- ➤ The level of unemployment is higher than in other regions in Austria, although the unemployment rate among men is higher than among women; the problem groups of the labour market are strongly affected by unemployment.

Dynamic Growth of Small Enterprises

A key element defining the orientation of the strategy is the specific structure of the enterprises of Vienna's economy.

The majority of workplaces are created by small enterprises: 73 % of all workplaces have fewer than five employees, 93 % have fewer than 20 employees. These small enterprises secure over 35 % of all jobs in Vienna and the number has grown from 1991 to 2001 by over 50,000. The medium-sized businesses that employ up to 49 persons have also added 20,000 new jobs, and together this amounts to 70,000 more jobs created at SMEs than in 1991.

By comparison, employment in corporations and public administration increased by only 7,000 jobs.

In the 1990s, workplaces without dependent employees developed very dynamically and their share in Vienna has reached 32 %. This development is being driven by the intensive outsourcing policy pursued by companies, on the one hand, and by the high rate of new businesses, and on the other hand, thus raising number of sole proprietorships; these businesses concentrate in the IT, consulting and personal services industries. It is assumed that this trend will continue because of

the growing competition on the labour market.

The figures show the enormous significance of SMEs for Vienna's economy. Therefore, for Vienna's economy to achieve success it is necessary to take this major shift in the organization of the economy towards smaller business units into account and pay special attention to securing existing small businesses and promoting their development. Even more so, considering that this development is also taking place at an even faster pace in the surroundings of Vienna.





Demands on Urban Planning

In an average year, some 65,000 jobs are created in Vienna in growing industries/enterprises, and almost the same number is lost in shrinking industries/enterprises. The tendency of this structural change will continue in the coming years and will entail changes to the locational patterns. Demand regarding enterprise location is becoming wider and more diverse, with qualitative requirements on the environment being higher and the quality of living now also being one of the factors of influence for location decisions.

An economy structured around small business units and an even greater concentration in the urban service industries will require a much wider variety of building and location types than available up to now. The range includes ateliers and loft-type units, business premises in Gründerzeit buildings, ground floor zones in commercial streets and traditional business zones as well as small and large office buildings in the peripheral areas of the city, more frequently in conglomerations combining production and services, business locations near residences.

This change is an opportunity to achieve a better mix of work and living in the city (in line with the idea of "a city of short distances"), but also carries the risk of creating conflicts in local communities with respect to the uses, and among neighbors. This means that urban planning has to be well harmonized with business promotion with respect to project development and zoning as well as transport planning in city districts and parts of districts.

Elements of the Economic Development Scheme

The STEP of Spatial Economic Development Scheme for Vienna comprises

- ▶ The system of urban centers
- ▶ The development areas of strategic significance
- Measures to secure existing enterprise structures, and
- ➤ The definitions of the Agricultural Structural Development Plan for Vienna (AgSTEP)

System of Urban Centers

The local centers in cities and their offerings of public and private services play an important economic role within a city. The system of city centers in Vienna comprises the City (core city and its vicinity), the 23 main streets from the Gründerzeit, the ring of five to six main centers in Favoriten, Simmering, Meidling, Floridsdorf, Kagran and Stadlau, and some 100 commercial secondary streets (today, they only offer a limited local supply of shops and businesses).

The City is the highest-ranking center for the economic functions and it is planned to preserve and reinforce this function. However, to meet demand in the very dynamic real estate market and in the light of the restricted development possibilities, the two current City enlargement projects in the 2nd and 3rd districts (Mediatower, Uniqua, Wien Mitte) as well as the area of Bahnhof Wien – Europa Mitte are considered particularly well suited to fulfill City functions in the future.

The Inner Mariahilfer Straße, Landstraßer Hauptstraße and Donaustadt, Floridsdorf and Favoriten will continue to play the role of principal centers.

In the *Gründerzeit* parts of the city, mainly commercial streets serve as centers of local significance. The tendency of offices and commercial business to move away is causing these streets to lose their attractiveness. Apart from strengthening the retail trade, the measures applied to preserve or adapt the function as Icenters of local significance include improving accessibility by individual and public transport means, enhancing the quality of the streets and initiating marketing activities to increase the frequency of customers (integrated medium-sized shopping centers, cinema centers, entertainment, culture, restaurants).

The retail trade located in the City center is being weakened by increasing competition from large-scale shopping centers and specialized

markets located mostly in the surrounding municipalities of Vienna. To stabilize and to secure the supply function of the City center it is necessary for businesses, the public sector and business organizations to take major (often expensive) measures. The development of a common, crossborder retail trade scheme has the purpose of contributing to the amelioration of the economic disadvantages resulting from regional competition for business location.

Strategic Economic Development Areas

The development of larger office and commercial projects is a focus of the work to develop and position the city as an attractive location within the newly emerging region CENTROPE. These projects are designed to offer the opportunity to participate in the activities of the supra-regional economy by providing floor space, transport accessibility and access to information. It is important to adjust the offerings to meet local demands (accessibility, space, size of buildings) and to integrate these projects functionally into the locational structure of the city.

The development areas are characterized by relations at the supra-regional/regional levels and the involvement of private (co-)developers in PPP models, thus sending important signals to the business sector.

The Economic Development Scheme defines the following as development areas of strategic significance for the economy:

- Bahnhof Wien-Europa Mitte-Aspang-Erdberger Mais
- ► Flugfeld Aspern
- ▶ Siemens Allissen
- ➤ Simmeringer Haide-Freudenauer Hafen Alberner Hafen
- ▶ Inzersdorf Rothneusiedl (optional)

Due to the special interest of the city in the development of these areas, it provides services relating to accessibility by high-capacity transport infrastructure (subway, high-capacity motorway ring) and in the form of urban settlement schemes, master plans and similar planning and organizational services.

Securing the Economic Base

The development of the city's diverse economy with its large number of small and medium-sized businesses is also closely related to the development of the Gründerzeit city with its specific locational qualities. The Gründerzeit city is viewed as a potential field for new economic developments that are the continuation of existing activities and expansion possibilities, especially in the growth industries of business and legal services, healthcare clusters and creative industries.

When evaluating existing areas for commerce and industry or re-zoning, the preservation of sufficient development opportunities and the going concern of the producing and manufacturing businesses in the densely built-up blocks should be borne in mind and the necessary measures taken in the surroundings to secure their existence (e.g. traffic access, distance to other uses).

The large-scale commercial and industrial areas must also be preserved as part of the foundation of the urban economy, and a certain amount of space should be made available for this purpose. Production technology in industrial zones is becoming increasingly more benign to the environment, making it possible to mix with other uses in some cases

Even though demand for larger spaces in the industrial zones of the city is declining, for flexibility reasons a certain amount of space zoned for industrial and commercial purposes should be kept available for production and production-related activities. Demand for industrial areas is increasingly including the desire for infrastructure that is more similar to office space and allows a more flexible use of the space, and also means a more aesthetic environment. There are plans to prepare an in-depth analysis of development tendencies and to create a set of measures based on this analysis in the form of an enterprise and industrial space scheme.

Large-scale Projects in the City -New City Districts

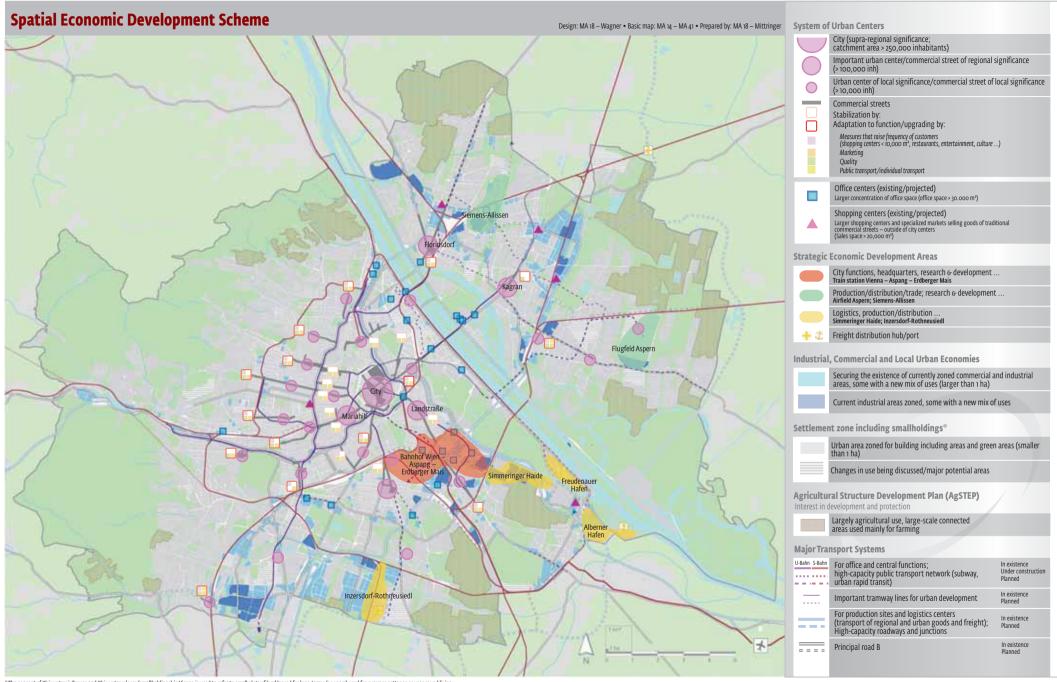
Large-scale projects are promoted by most European cities as a symbol of identity, as an activity to transform the use of brownfields or eliminate outdated uses, and to stimulate the economy. The actual contribution to urban development usually does not exceed 5 %, but is often essential for creating a new image or achieving a new economic profile.

There are a number of projects in Vienna that have achieved international recognition at the European level through international calls for tenders or outstanding architecture, thus contributing to a positive image of the city as a business location. These projects include Westbahnhof, Gasometer Erdberg, Bahnhof Wien – Europa Mitte, Aspang-Gründe, Nordbahnhof, Donau-City to mention but a few.



Map 9:

Spatial Economic Development Scheme



^{*}The concept of Kleingartensiedlungen and Kleingartenanlagen (smallholdings) in Vienna is used to refer to small plots of land leased for long terms (99 years) used for summer cottages or year-round living.



Housing & Construction: More people, higher demands

HOUSING CONSTRUCTION in Vienna was accelerated substantially in the second half of the 1990s in response to the steep rise of the population. The number of housing units surged by a total of 9.2 % to 929,878 units from 1990 to the end of 2002.

In the years 1994 to 2000, housing construction generated an average 10,000 subsidized and some 1,000 to 1,500 non-subsidized housing units per year. After the year 2000, construction output dropped to approximately 6,000 housing units per year.

Construction activity focused in the 21st and 22nd (northeast) and on the 10th, 11th, and 23rd districts (south). The strong drive to develop the inner districts led to a substantial increase in housing construction also in the more densely built-up urban districts such as in the 2nd, 15th, 16th, 17th, and 20th.

In certain localities of the city, the share of flats with substandard infrastructure is still twice as high as the overall

city average. Nonetheless, the share of substandard flats has decreased steeply in the past 20 years.

Demand for Housing

The settlement development in Vienna in the next few years will depend largely on demographic trends and the economy.

Assuming an average of 1.8 to 2.2 persons living in each housing unit and based on the population growth projections up to the year 2020, the number of housing units required will be 50,000 in all or 2,500 per year in the future.

Future demand for new housing units will not depend solely on the quantitative development of the resident population, but also on changing expectations regarding the quality of housing.

Such changes in expectations are trends like the wish of more living space per inhabitant, higher quality of the infrastructure and furnishings in flats and houses as well as higher

Fig. 2A and 2B: Urban problem areas pursuant to the criteria for subsidized housing construction

(among other things, standard of infrastructure in flats, density of housing, size of flat, age of structure, aging population in resident population)

Census area with fewer than 20 inhabitants and/or o-6 points

Census areas requiring renewal (7–22 points)

Census areas strongly requiring renewal (23–35 points)

Characteristics

- 1. Density by standard of infrastructure in flats Flats of deficient standard per ha
- 2. Standard of infrastructure in flats -Share of flats with deficient infrastructure
- 3. Density of housing Number of flats per ha
- 4. Size of flats -Average usable space per flat in m²
- 5. Age of structures -Share of buildings erected before 1919
- 6. New housing construction -Share of buildings erected in 1961 or later
- 7. Aging of resident population -Share of residents aged 60 and over

Waters Census areas with fewer than 50 inhabitants and sections with larger transport areas

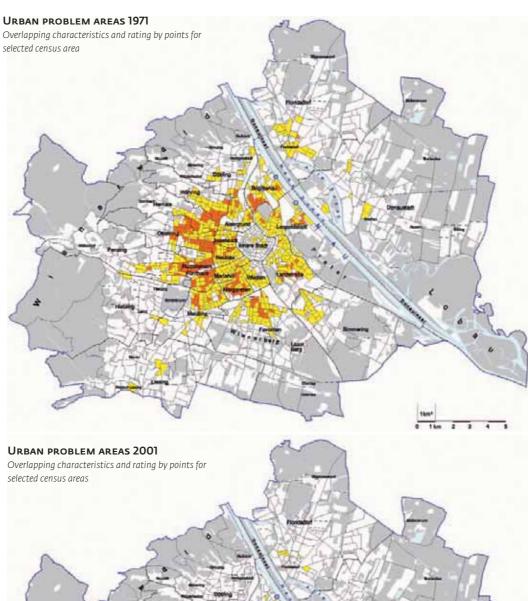
Unbuilt land

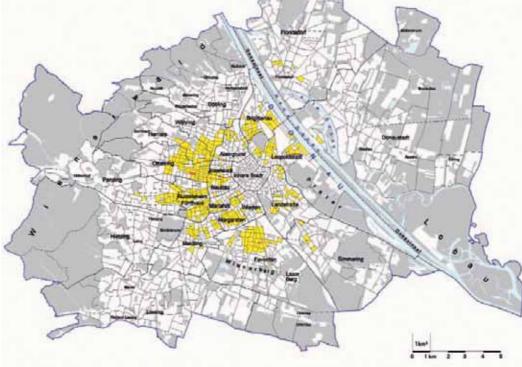
— · — Land border — District border

Census border

Source:

Leitner K. i. A. MA 18: Urban development problem areas 1971 Statistik Austria: VZ 2001, GWZ 2001, MA 18 Basic map: MA 21B MA 14, MA 41, Prepared by: Hansely H.-J., Binder B., Plautz W.





Rating by points: 1 to 5 points were assigned for the categories 1 to 5 of each of the seven characteristics. A sum of the valuation was computed for all census areas selected and the values ranked.

demands on the surroundings (private and public green spaces, spaces for communication and social encounters, leisure-time facilities, social infrastructure), the state of the environment (effects of contamination and its removal, environmental balance in local areas and subregions), and opportunities for active participation.

Therefore, even if the population were to stagnate, there would be constant demand for new housing.

Changes to structures and to the uses of buildings are further major factors of influence driving demand for housing; for example, the demolition of mostly older buildings and the combining of small flats to form larger ones (mainly in districts with buildings from the *Gründerzei*t, i.e., built in the period 1850 to 1914) are cases in point here. Estimates put the annual demand for homes from this source at 2,500 to 3,000.

Construction Output of the City of Vienna

STEP 05 states that the city should continue building subsidized housing at an average of around 6,000 (within the range 5,000 to 7,000) units per year for the following reasons:

- A wide variety of housing types would make Vienna even more attractive as a residential location – also for new residents.
- ► Equilibrium between supply and demand promotes affordable prices also in historic buildings.
- ▶ Urban renewal, urban enlargement, and inner urban development should be carried out parallel. Therefore, the concept of soft urban renewal should continue to represent a focal point of housing policy in addition to the necessary construction of new residential housing.
- ▶ Urban structures require a meaningful mix of uses for residential and economic purposes. Therefore, in newly settled areas it is crucial to have a minimum share of housing units (residential use).
- ▶ Last, but not least, residential construction secures jobs in Vienna which are not expected to be at risk over medium term.

A suitability and availability test of potential areas zoned for residential construction in Vienna has shown that there is enough space within the city's settlement borders and the current framework of urban development that can be zoned for residential purposes to ensure the annual construction of 6,000 subsidized housing units until the year 2020.

To continue guaranteeing affordable housing in Vienna up to contemporary standards, an adequate supply must be ensured through the construction of subsidized housing units; otherwise it might not be possible to satisfy demand for affordable housing. Based on current projections of demand for housing, a plan was adopted to build some 28,000 sub-

sidized housing units over the next five years. There are also plans to subsidize the construction of housing units in the older *Gründerzeit* districts. Even though property prices are higher in these districts, it is possible to use the existing infrastructure and encourage a social mix.

To meet the objectives of sustainable development it is important to use as little building land as possible for the expansion of settlements and for new residential construction. Furthermore, the focus of development should be on areas accessible by high-capacity means of transport and for high density construction. This applies to new projects and to high-quality fallow land in densely developed urban areas. It would only be meaningful to further intensify uses in densely-built up urban areas (e.g. *Gründerzeit* districts) if the available supply of green and open spaces is sufficient.

Urban residential areas

Urban Vienna is made up of various types of areas. Residential housing features different degrees of appeal and their strong points vary in some aspects very strongly. Thus, the potential options for the future development of these areas vary accordingly.

Gründerzeit districts

There is a potential for a conflict of interests in the districts built in the *Gründerzeit* period (1850 to 1914) with respect to the protection and preservation of buildings and ensembles, on the one hand, and completely new developments, on the other hand. Urban areas from the *Gründerzeit* period have in many ways shown themselves as exemplary urban development models with crisis-proof features – even throughout years of major social, technical, and economic changes – and adapt easily and are open for new uses.

Therefore, any structures dating back to the Viennese *Gründerzeit* should be treated with sensitivity despite the goal of eliminating remaining substandard flats. Raising awareness and making the strengths of the *Gründerzeit* era visible could be one way of integrating attractive new functions into the existing structures.

Areas of urban enlargement from the 1950s to the 1980s

New residential housing construction in Vienna after 1945 up until the end of the 1960s was driven by the necessity to overcome the problem of lacking housing units and the poor quality of existing ones as quickly as possible. The areas defined for urban expansion were mainly in the northeastern and southern development areas/axes of the city.

Starting at of the end of the 1960s and lasting until the beginning of the 1980s, numerous large-scale housing projects were built (Großfeldsiedlung, Rennbahnweg, Per-Albin-Hansson-Siedlung Ost, Wohnpark Alt-Erlaa), which were intended to satisfy sustained demand for differentiated living space by applying new urban development forms (high-rise structures, settlements built according to grid plans, mixed forms of multi-storey buildings and high density – single-storey housing units, etc)

Systemic weaknesses such as lacking jobs in the catchment areas, deficient infrastructure, not enough public transportation making it necessary for people to travel by car can only be mitigated by increasing the infrastructure offerings and by expanding public transportation (especially subway lines).



 $oldsymbol{\Delta}$ Perimeter development from the Gründerzeit



△ Großfeldsiedlung





Brownfields/Abandoned industrial sites

Due to shrinking land reserves and high development costs brownfield development is playing an increasingly important role, also in the outer areas of cities. The development of protected historic industrial buildings from the 19th century is of special significance in this context.

There are many options for the later uses of brownfields that are in line with the goal of sustainable urban development in Vienna. For example, keeping the areas unbuilt as a protected a landscape, the temporary use or posterior use for children and youths' projects as well as the use for urban expansion projects within the scope of "inner urban development" schemes. In the case of larger brownfield areas, it is necessary to proactively work on developing new uses in cooperation with the landowners or investors, with mixed uses being given preference in the inner urban brownfield areas (e.g. Kabel- und Drahtwerke AG - KDAG in the 12th district, and Gasometer City).

Residential areas with large shares of green space

For certain sections of the population, having a "cottage in the country" symbolizes the fulfillment of a housing dream.

To meet the strong demand for these forms of housing, urban planners have taken this into consideration in the zoning of land. Within the scope of the program "Neue Siedlerbewegung", the Vienna Land Procurement and Urban Renewal Fund has been organizing calls for tenders for developers since 2005.

Experimental residential architecture in Vienna

Experimental architecture is responsible for a substantial share of the qualitative progress achieved in residential housing in Vienna. Experimental architecture is frequently realized in housing projects with specific themes such as the car-free housing project, the passive energy building, the housing project "Frauen-Werk-Stadt" (women-work-city) or projects with a focus on intercultural or inter-generation living (e.g. Interkulturelles Wohnen, Sargfabrik, Gemeinsam Leben).

The model function of the innovative projects realized is very influential. The options available for innovative residential projects should be actively taken advantage of and these increase as more economically, less expensive solutions are found.



Aspanggründe



 $oldsymbol{\Delta}$ Allotment holder settlements



▲ Frauen-Werk-Stadt (women-work-city)



▶ Density of built-up areas

(Measured by net floor space index (NFSI): floor space attainable in relation to net area of land zoned for building)

▶ Densely built-up urban area

At least NFSI 2.0; in central areas accessible by high-capacity public transport NFSI 3.0

▶ Settlement axes/settlement concentrations

NFSI at least 1.0; in central areas close to public transport up to around NFSI 2.0

▶ Remaining area zoned for building

In core areas and if corresponding infrastructure exists, NFSI up to around 1.0; in smallholdings, NFSI should not exceed 0.5

The Compact City – A Model of Settlement Development

Within the outer demarcation of building zones defined by the development Scheme: Green Spaces in the Urban Region (see below), the Scheme for the Settlement Development for Vienna defines three target categories of building density:

- ▶ Multi-storey buildings with at least three to four stories are specified for the **densely-built up urban zone**. For central areas accessible by high-capacity public transport the targeted building density is even higher.
- ➤ The second category defines settlement axes/concentrations. These areas are adjacent to the densely built-up urban zone and are accessible by high-capacity public transport. This category is earmarked for mediumscale building density.
- ➤ The third category includes **areas of low density building**. ¹ This area is dominated by loosely built-up spaces and by a high proportion of green space with single-family homes and smallholdings in the areas bordering landscapes. ²

In the first category mentioned of densely built-up urban zones, **high-rise buildings** may also be erected if the locational requirements laid down in the High-Rise Building Scheme 2002 are met. Urban Development Plans are to be adopted for these areas that will define in more detail the design and possible uses of high-rise buildings.

In addition to the above mentioned zones (limit of the settlement development and limits of the densely built-up area), the following **interests need to be protected** in settlement development:

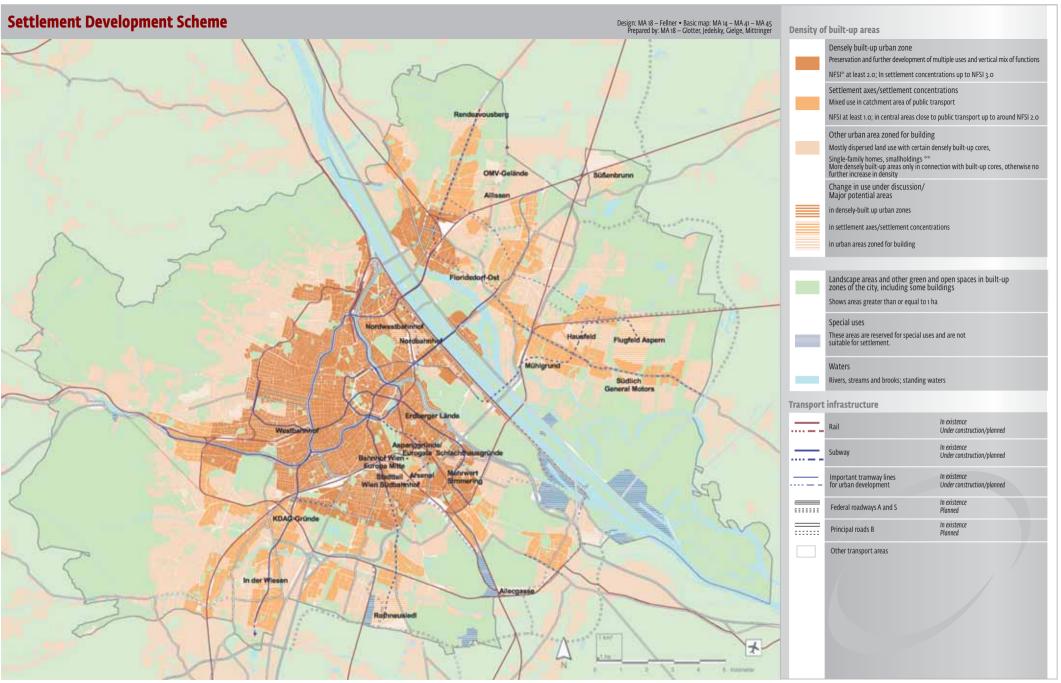
- ▶ Protection of historic buildings (currently 2,500 buildings in Vienna)
- ▶ Protected zone according to the Vienna Building Code (currently some 14,000 buildings in Vienna)
- ▶ UNESCO World Cultural Heritage (Schönbrunn Palace, city center)

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Map 10:

Settlement Development Scheme

- 1 The third category includes areas of low density building because of the location and the existing structures.
- 2 The concept of Kleingartensiedlungen and Kleingartenanlage (smallholdings) in Vienna is used to refer to small plots of land leased for long terms (99 years) used for summer cottages or year-round living.



^{*} Net floor space index (NFSI) indicates how large the attainable floor space is in relation to the total area zoned for building use (net building land).

^{**} The concept of Kleingartensiedlungen and Kleingartenanlagen (smallholdings) in Vienna is used to refer to small plots of land leased for long terms (99 years) used for summer cottages or year-round living.



Infrastructure & Locations – Spatial and Temporal Priorities of Vienna's Urban Development

IN THE NEXT FEW YEARS, the planned investments in the development of infrastructure as provided for by the Transport Master Plan will improve the accessibility of locations and thus their attractiveness. The most significant improvements will be achieved in those areas, which were at a great disadvantage with respect to accessibility up to now.

Based on this infrastructure planning and in line with the objectives of the compact city and sustainable urban development, STEP o5 has defined spatial and temporal priorities

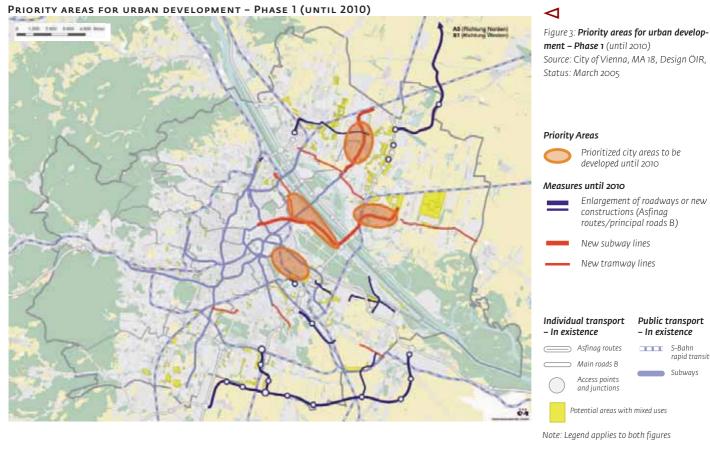
for the settlement development of Vienna in the future. It is assumed that by using the existing potential areas of the city and of the urban districts assigned priority as regards development, it will be feasible to achieve the construction of 6,000 new housing units per year and to satisfy the spatial requirements of trade, industry, and services.

Two phases can be defined for the development of the urban areas assigned priority status based on the period for the realization given in the infrastructure planning:

Phase 1 until 2010 includes the locations made accessible by the extension of the subway line in the 2^{nd} district, the still high potential of the area Erdberger Mais, the local area Stadlau-Mühlgrund, and the areas between Zentrum Kagran and Großfeldsiedlung-Brachmühle

In **Phase 2** starting in 2011, the focus of urban development will gradually shift to the areas of Hausfeld-Flugfeld-Aspern and the construction of the Vienna Central Train Station as well as to the development of a new city district in the area of the former *Süd-/Ostbahnhof* (Vienna South/East Train Station).

Furthermore, under certain conditions, the areas of Rothneusiedl and Donaufeld between the centers of Floridsdorf and Kagran may be targeted for development as well. The same goes for the area around Rendezvousberg, although this project is currently not ranked as high priority. The entire development axis stretching from Zentrum Floridsdorf to the bordering Lower Austrian municipalities would have to be defined in a regional development scheme to be prepared jointly by Vienna and the neighboring municipalities due to the pressure expected here. This includes a scheme for the retail sector to be agreed on and realized by Vienna and Lower Austria jointly.





New subway lines New tramway lines



Green Space & Open Space: Development Scheme – Green Areas in the Urban Region

VIENNA IS RIGHTLY REFERRED to as the green city. The statistics on the area of Vienna clearly confirm this: With a total of 41,500 hectares of land, the city of Vienna has some 15,700 hectares of green landscape, some 2,220 hectares of municipal and federal gardens, and some 2,000 hectares of waters.

This gives the people of Vienna and their guests about 20,000 hectares – or 48 % of the city's area – of open space and recreational areas. In addition, there are green spaces that are part of residential units as well as large private gardens. This means that a relatively large share of the urban area is unsealed and covered by vegetation or water.

However, these green spaces are not equally distributed throughout the city: There are large green areas in the so-called cottage districts, i.e., residential zones with low building density and a high share of green space that belong to the individually-owned plots of land. In contrast, larger parks are lacking in the comparatively densely built-up urban areas

where housing units are small, the proportion of green space to built-up space is lower and the population is predominantly low-income.

Vienna is situated at the intersection of two major and vastly different European landforms, i.e., the Alpine region and the Pannonian lowlands. The western part of the urban area has developed at the eastern edge of the Alpine region. The gravel terraces of the Vienna basin dominate the southern parts, while the Danube gorge at the so-called Vienna Gate (Wiener Pforte), the Danube, and the Marchfeld plain are the dominant features of the northeastern parts of Vienna.

The capital cities of the two Danube countries Austria and Slovakia – Vienna and Bratislava – are embedded in these major landscapes between the Vienna Woods and the Carpathian mountains. They are connected by the Danube, the National Park, the sweeping cultivated landscape of the Marchfeld, and a common history.

Landscapes of the Urban Region

The landscapes of the urban region vary widely and their different characteristics are typical of the "Viennese Landscapes". They have many different geographic and climatic features, with divergent landscapes, problems and potentials. These are:

- ▶ The Vienna Woods
- ▶ The terraced landscape in the south of Vienna
- ▶ The Danube region
- ► The Donau Auen National Park
- ▶ The Danube and the New Danube
- ▶ Marchfeld
- ▶ The Bisamberg region

Accordingly, different development objectives and perspectives must be formulated, and in many cases they must be carried out together with the concerned region.

Green and Open Spaces in the Built-up Urban Areas

In contrast to the landscapes of the urban region, the green spaces within the built-up urban areas do not dominate the landscape, but form part of the urban structure and must fulfill many different functions.

The green spaces of the built-up urban area encompass green stretches separating city parts, historic parks and their buildings, parks (local parks and very small parks in certain residential areas), green and open spaces (semi-public or private) belonging to housing units, sports and playground areas, large green areas surrounding hospitals and nursing homes ("health parks"), squares, pedestrian zones, street areas (broad avenues), waters, cemeteries, and micro-spaces used for cultivation.

The "open urban spaces" – squares and pedestrian zones as well as public streets – can be regarded as a supplementary to the green spaces, even if public streets today are used almost entirely by motorized traffic.

Elements of the Scheme

In a development geared towards sustainability, the maintenance and further development of the landscapes and the green and open spaces represents an integral component of economic locational development and is a basis of the long-term preservation of the quality of life.

The model "Green Spaces of Urban Regions" is based on these principles and defines the borders between the overarching landscapes and built-up urban areas. Outside of this border, no building or settlement is permitted for the following 10 to 15 years (settlement border).

This also documents the equality of the landscapes Bisamberg, cultivated land in Marchfeld, the National Park Donau Auen in the Danube region, and the terraced landscape in the south of Vienna with respect to the landscape area of Vienna Woods and its protection. The Vienna Woods are protected by the "Green Belt" agreement of 1905 as well as by the classification as protected under the Vienna Building Code, which is the equivalent of a building ban and by the Nature Conservation Act. These definitions are binding for the planning period of STEP 05.

In addition, the scheme also defines those areas, which are already protected by zoning. These comprise parks, urban gardens, historic gardens and their buildings, cemeteries, sports areas, green stretches separating parts of the city and others. In contrast to the urban landscapes these green spaces inside built-up urban areas are generally not "shaped by the landscape", but they satisfy a number of functions for the inhabitants of the city in addition to their ecological and climatic functions such as offering space for recreational, social and cultural purposes; moreover, they serve as points of orientation and help to separate the city into smaller areas.



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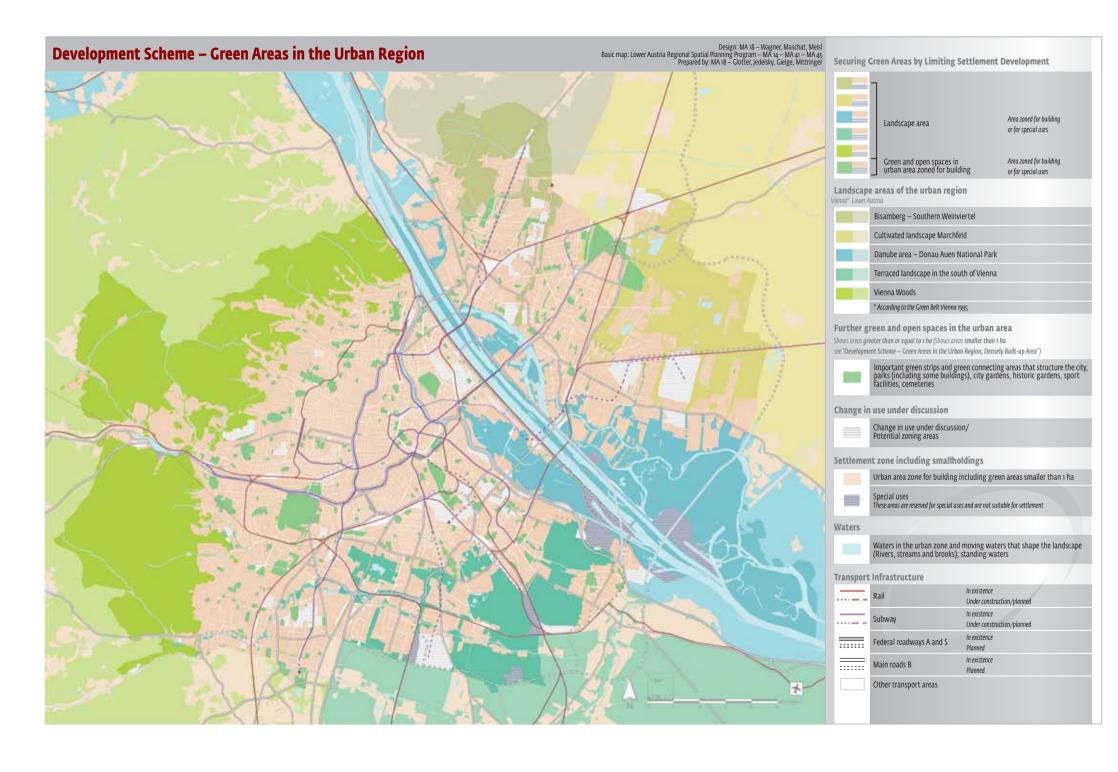
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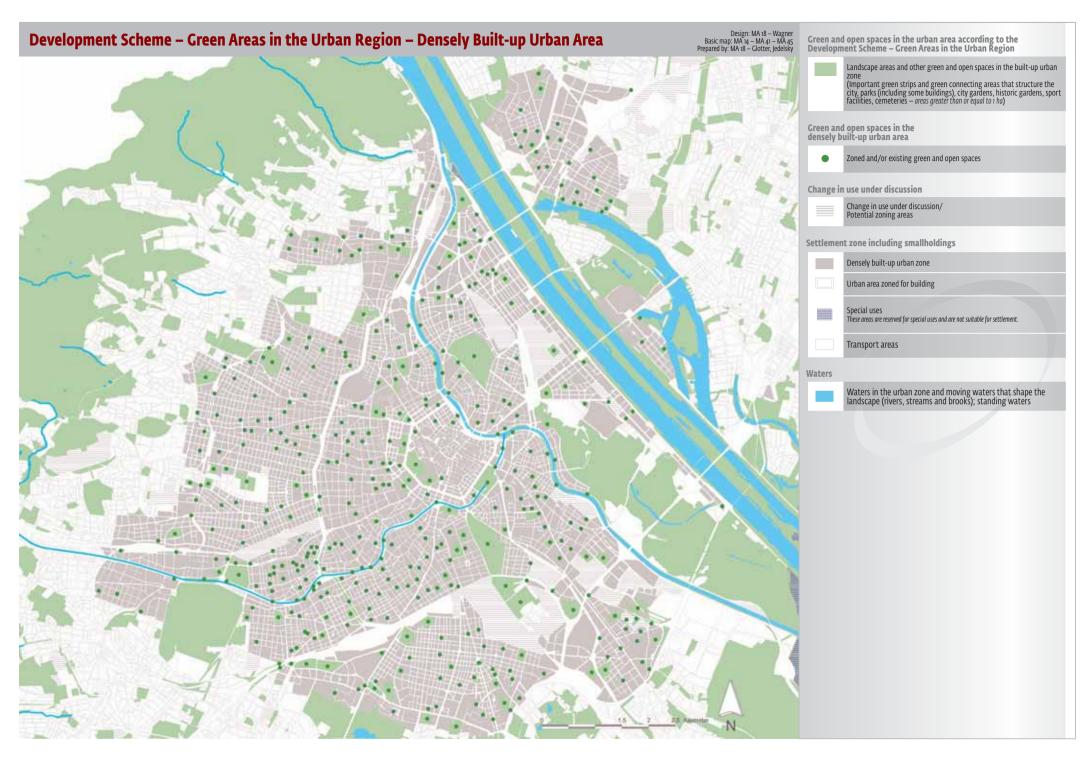
Development Scheme - Green Areas in the Urban Region



Мар 11В:

Development Scheme – Green Areas in the Urban Region – Densely Built-up Urban Area







Synthesis & Orientation: Spatial Development Scheme for Vienna

OVER THE NEXT YEARS and decades, Vienna is going to lose its traditional south-west orientation in favor of an urban development with impulses and opportunities in all directions. STEP 05 takes up these impulses, bundles them, and focuses them into development schemes.

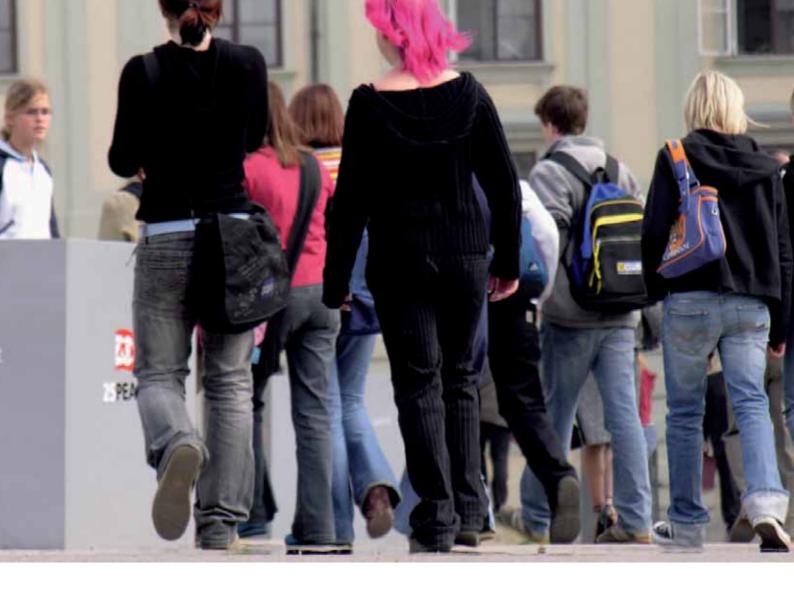
The "Spatial Development Scheme for the Region" highlights the new orientation of Vienna towards a modern, economically and politically integrated Central Europe. The "Spatial Economic Development Scheme", the "Development Scheme Green Areas in the Urban Region" and the "Settlement Development Scheme" form a navigational framework for the development of inner urban structures, and the perspectives of these schemes are brought to a synthesis in the "Spatial Development Scheme for Vienna".

The Spatial Development Scheme shows that the development of Vienna will continue to focus mainly on the axis areas accessible by high-capacity public transport and which are

necessary if the inhabitants of Vienna's hinterlands are to have access to jobs and the central infrastructure facilities of Vienna without using a car.

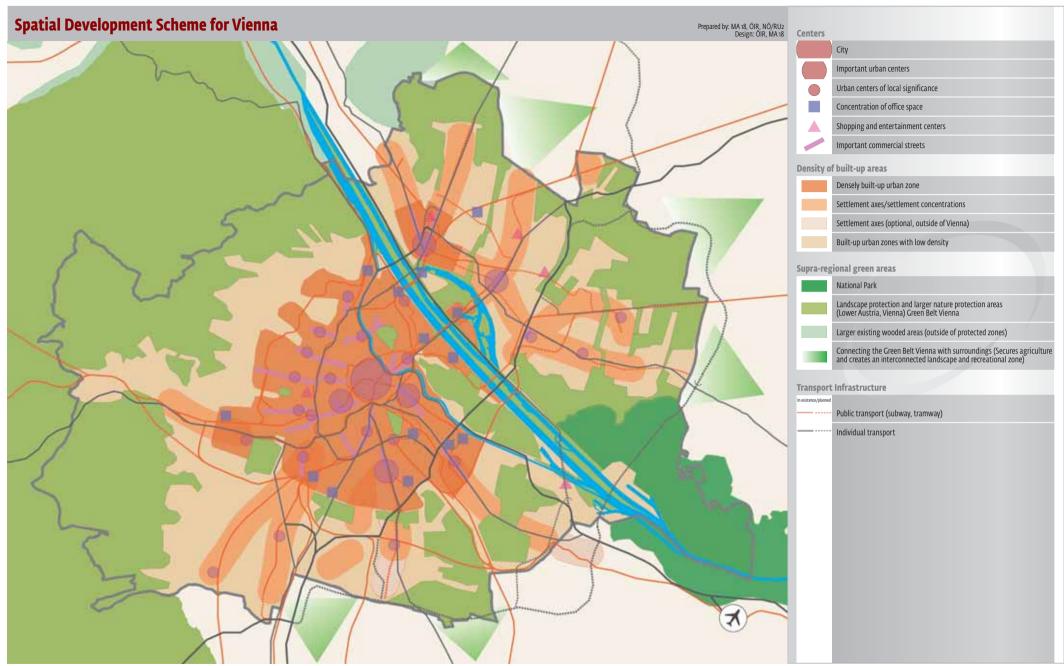
In the next few years, Vienna will continue to pursue a policy of compact settlement development and sustainable and economically-feasible urban expansion. The conditions for this to happen are:

- Checking the growth of motorized individual means of transport;
- ► Preserving valuable space at the edges of the city for recreational purposes and nature;
- ► Applying building methods that save space and energy in the newly built-up urban areas;
- ➤ Making city districts accessible by extending subway lines and introducing new, modern tramway lines to encourage the development of new business locations, new office centers, and modern communities with mixed demographics.



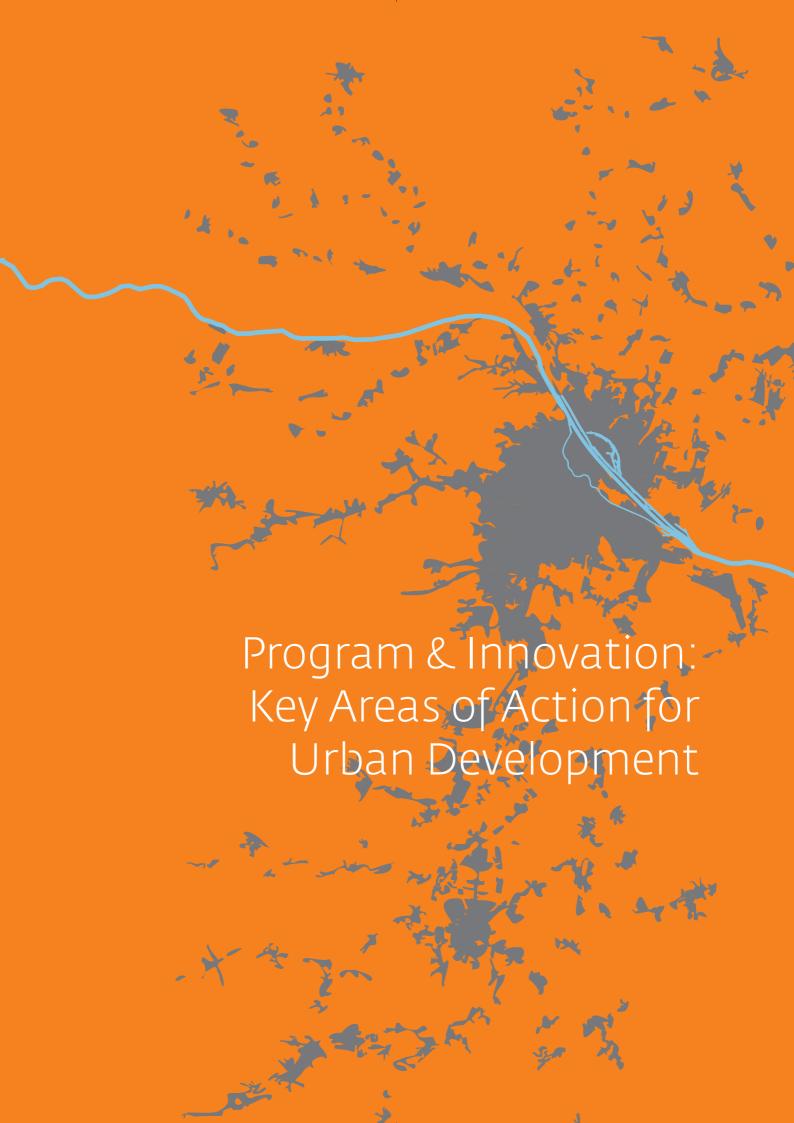


Map 12: Spatial Development Scheme for Vienna

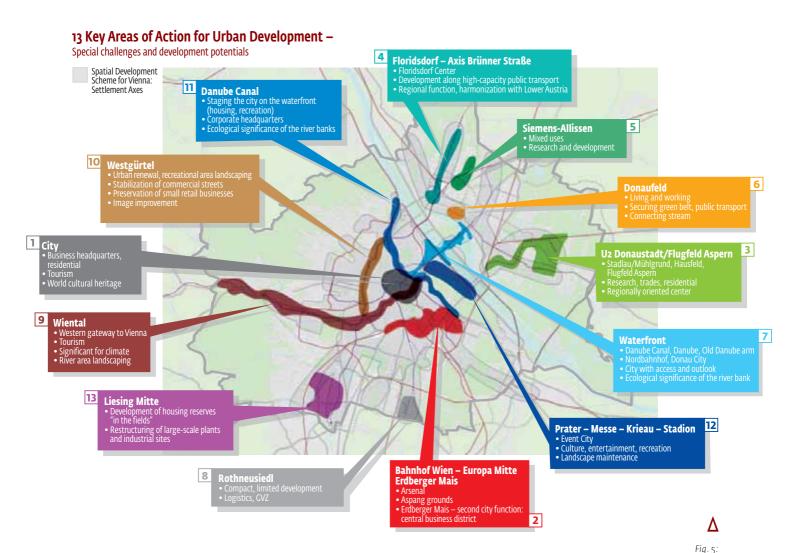


The graphical map showing the spatial development schemes comparable to STEP 84 and 94 points out the principles of spatial development bearing in mind the thematic challenges of the principles of sustainability, the overall interconnectedness with the region and the different themes of the chapters and be development schemes by theme.









13 Key Areas of Action for Urban Development

A New Concept

THE KEY AREAS OF ACTION for Vienna's urban

development are a complete change in the presentation of the intentions and working methods of urban development: These changes include the selection of specific parts of the city in which the city will have to focus more attention in the coming years due to their situations or the changes expected. It does not matter whether it is a special set of problems that will have to be dealt with or if the district has outstanding development potentials and opportunities that should be taken advantage of for the sake of the entire city.

For the key areas of action for Vienna's urban development, specific development programs with concrete measures will be prepared and implemented for the respective challenges and sets of problems. Districts, the relevant actors of all concerned organizations, citizen groups and business owner representatives will be invited. Because the programs address specific tasks and topics, the work will also cross administrative boundaries. Urban development programs normally cover an

entire territory, but they are supplemented and coordinated for the key areas of action. Not only the key areas of action, but also the other parts of the city will be given the same careful attention regarding their development needs.

Integrative planning steps as well as the principles of sustainability, diversity, and gender mainstreaming will be applied to all key areas of action. Suitable forms of participative planning will be used commensurate with the size and structure of the key area of action. When urban development measures are taken in the key areas of action, innovations in climate protection and energy conservation must be applied in accordance with the goals of KLiP (climate protection program of the City of Vienna) which include the advancement of district heating, alternative energy sources, higher thermal insulation standards, passive energy buildings, also for commercial buildings, "climate model areas" as pilot projects, etc. The assurance of the quality standards for urban settlement development and landscape design will continue to be attained by holding calls for tenders.

The **programs** for the key areas of action will define the development objectives and measures adequately by theme for a period of five to ten years.

Experience with the programs subsidized by the City of Vienna and the EU shows that it is meaningful to define the methods and contents of the programs to match the respective target. There should be a **minimum content**, which is the same for all programs and this is also a prerequisite for being able to monitor implementation. The contents include:

- ▶ Definition of the key area of action
- ➤ Analysis of the most important problems, challenges, and opportunities for the development of the area
- ▶ The most concrete formulation of the goals of the program as possible
- ► Measures meant to contribute to the achievement of the goals defined should be quantifiable
- ▶ Time horizon for the implementation of the program
- ▶ Implementation phases, time schedule and responsibilities

The goals should be drafted in close cooperation with the district representatives and adopted by the city government with the Commission for Urban Development acting as preparatory body.

To ensure the swift implementation of the program, progress should be monitored by a separate monitoring body. The districts concerned and the principal bodies responsible for the implementation, and any relevant citizens' groups in the key area of action should be on this monitoring body.

As the measures for the key areas of action should not be defined for a period longer than five to ten years, progress has to be evaluated after five years. This is intended to make it possible to recognize new challenges and development opportunities and to adapt the programs accordingly.

To ensure that the experiences gained from this newly-to-be-developed flexible set of programs for Vienna are recorded, evaluated and used to improve implementation activities; a **communication and learning process** is to be initiated to enable the participants in the programming work and in the implementation to improve the programs and the implementation methods through observation, reflection, and reporting, and to share their experiences with other key areas of action.

► The Approach:

- Key areas of action are coherent sections of the city region oriented on certain themes/challenges/ opportunities.
- ➤ These areas are **not** precisely delineated, but rather integrate major impacts and relationships to functions located outside the city or to parts of the city.
- A requirement for the start of a program in a key area of action is the commitment of the concerned districts and relevant actors.
- ► Key area programs are open as regards working procedures and methods.
- Usually, programs covering a period of several years (5 to 10 years) with concrete measures and projects are adopted.
- ► All relevant actors are included in the preparation and implementation of the programs.
- ► The implementation is monitored.
- ► The process is documented in the urban development report (every five years, see below).
- ► Learning processes are made possible by regular exchanges between administrators, actors and the involved experts from different key areas.
- ► The monitoring and quality assurance of the programming process that runs parallel is accomplished by a joint **program management**.
- ▶ The urban planning body is responsible for the **financing** of the programming work. The municipal departments in charge, the districts, the downstream offices and the enterprises of the city of Vienna in their respective areas of competence are responsible for the detailed planning procedures as well as the definition of necessary measures.

The 13 Key Areas of Action

The City

The City is not only the historic and cultural center of Vienna, but also the administrative and political center of Austria. The challenges for the future will consist in securing the function of the City as a central business and residential location under the current preservation laws (e.g. world cultural heritage) and the requirements imposed by contemporary uses and architecture.



◁

Bahnhof Wien – Erdberger Mais (Railway Station Vienna – Erdberger Mais)

The key area Bahnhof Wien – Europa
Mitte – Erdberger Mais (Railway Station
Vienna Central Europe – Erdberger Mais)
offers great strategic urban development
potentials and is currently the largest and
the most important development area in the
densely built-up urban zone. Depending on
the expansion of the infrastructure, the
financing options and demand for such
locations, it will be realized in various
phases.



U2-Donaustadt - Flugfeld Aspern

The large development area U2-Donaustadt – Flugfeld Aspern is to become a complete city center with regional links. A number of major pilot projects will be realized to enable a significant increase in the number of housing units, inhabitants and jobs. The most important requirement is the link to subway line U2 and the belt road S1.



Floridsdorf - Axis Brünner Straße

This key area Floridsdorf – Axis Brünner Straße, which fulfils important functions for the northern hinterlands of Vienna with respect to education, healthcare and jobs, is addressed in STEP 05 as a major area for improvement. Above all, it is a major concern to counter the loss in significance of the centers and to curb the development of shopping centers, lower the enormous strain from traffic, remedy deficits in connection with key industrial and commercial enterprises, improve poor building structures and solve the problem of limited space.



Siemens-Allissen

The key area of action Siemens-Allissen has enough space for development. New impulses for the development of technology and plant clusters will be created drawing on its image as a historic location for the plants and the industrial architecture that shapes its identity as well as on the competence of the leading enterprises (e.g. Siemens). Furthermore, existing green areas will be enlarged, made more attractive and linked to each other.



Donaufeld

The development area of Donaufeld covering around 70 ha is located between the two important city centers of Floridsdorf and Kagran. A lively city district with a high quality of living is to be created here. The focus here will be a mix of jobs, links to public transport lines and the protection of an important Green Belt to be kept from being built-up.



Waterfront

The space between the Danube Canal, the Danube River, the new and old Danube arms is the most dynamic part of the Viennese Danube space. In the past, development here has been differentiated as regards both open space, recreational space, residential and business locations. The aim here is to further the positive and attractive relationship of the city to its waterfront (opening up of the city to the river banks, green connecting spaces, freely accessible river banks).



Rothneusiedl

This area used for farming is expected to see development dynamic pick up through the planned expansion of transport infrastructure. A master plan is being drafted with the intent to ensure that the current development options being discussed (extension of U1 subway line, sports and recreational facilities, housing, business and technology centers, goods distribution hub and shopping center) will lead to an overall development that is in line with the goals of urban development. Planning will ensure the linkage to the overarching green areas.



Wiental

Wiental is not only the "green gate" of the city entrance when coming from the west, but also one of the most important structural elements of the city apart from the Danube Canal, the Danube River and Gürtel road. The development goals range from making it possible to experience the river landscape to the design of the area in front of Schönbrunn Palace and the further concentration of economic uses.



Westgürtel

The Gürtel, which is one of the most frequently traveled transport routes of Vienna, is considered a barrier and a border between the inner and the outer districts. Urban renewal measures, the stabilization of the nearby commercial streets, a better image and the improvement of the residential structures from the Gründerzeit, better traffic organization and a diversity policy are intended to increase the quality of life for all inhabitants.

Danube Canal

In the past few years, a number of urban architectural accents have been placed along the Danube Canal with projects like the Media Tower, Uniqa insurance building, Kaipalast, etc., which give Vienna's urban landscape a modern image. The ecological importance of the Danube Canal is to be highlighted and the area is to be made more attractive for living and leisure time activities and for business locations through flagship architecture (waterfront).



Prater - Messe - Krieau - Stadion

The area of Prater – Messe – Krieau – Stadium is located in the middle of one of the most important landscapes of the city. The future challenge is to harness the synergies of the existing and the new facilities and to integrate recreation, culture and entertainment. Developing it into a tourist destination will help exploit the economic opportunities this area offers.





Liesing-Mitte

The key area Liesing-Mitte is between the southbound railway line and Altmannsdorferstraße. The aim here is to develop housing potentials and in close connection with existing economic structures, to shape and adapt the large-scale industrial zone to meet the needs of modern production.