STADTENTWICKLUNG

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REPORT OF THE VIENNA IMPLEMENTATION LAB

19 – 21 May 2010
Vienna, Austria

KAGRAN CENTRE

City of Vienna

IIINTERNATIONAL INTERVISION INSTITUTE

WERKSTATTBERICHTE

REPORT
OF THE VIENNA
IMPLEMENTATION LAB

19 – 21 May 2010 | Vienna, Austria

KAGRAN CENTRE

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TABLE OF CONTENTS

04 Preface

01. Introduction
06 Case Study Area
08 Problem Statement

10 **02. Implementation Lab Programme**

03. Assessment of Problem Statement
13 Summary of Presentations by Different Experts (see also Annex B)
15 Questions and Answers Clarifying the Problem Statement

18 **04. Case Study Kagran Centre and District**
19 Report of Subgroup 1
26 Report of Subgroup 2
34 Report of Subgroup 3
40 Report of Subgroup 4

43 **05. Summary of Findings**

06. Kurzfassung in deutscher Sprache
50 Implementation Lab Neues Zentrum Kagran
52 Planungsgebiet
53 Ergebnisse
61 Format des Implementation Lab

72 **A _ Annexes**
A List of Participants and Résumés

86 **B _ Presentations**
87 Introduction by Huibert A Haccoû
90 Case of Kagran by Volkmar Pamer and Andreas Trisko
93 Case of Munich by Walter Buser
95 Case of London by Cate Le Grise Mack
97 Case of Oslo by Brede Norderud
100 Case of Amsterdam by Femke A. Haccoû
105 Case of Lisbon and Barcelona by João Pedro Costa
110 Case of Portland, Oregon (USA) by Arun Jain
114 Case of Maryland (USA) by Gerrit Jan Knaap
117 Case of Berlin and Multimedia Use for Public Space by Sascha Glasl

120 **C _ Implementation Lab Format**
122 International Intervision Institute
124 Impressum

Attraktiver öffentlicher Raum und selbstbewusste Architektur

Die Donaustadt ist ein sich dynamisch entwickelnder Bezirk. Ihre Besonderheit ist ihre Vielfalt von Natur, dörflich-ländlichen Strukturen bis zur modernen Hochhausarchitektur. Die spezielle Herausforderung für den Zentrumsbereich Kagran ist, nicht nur Gebäude mit moderner Architektur zu errichten, sondern Augenmerk auf die Entwicklung eines attraktiven urbanen öffentlichen Raumes mit Aufenthaltsqualität zu legen. Die Menschen sollen sich wohlfühlen und alle Annehmlichkeiten eines modernen Stadtzentrums erleben.

Gerne unterstütze ich die Ideen und Ergebnisse des von der für Stadtteilplanung und Flächennutzung verantwortlichen Magistratsabteilung MA 21B initiierten Workshops, zu dem maßgebliche internationale und österreichische Expertinnen und Experten zwischen dem 19. und 21. Mai 2010 in Wien zusammentrafen. Eine Kernaufgabe in diesem breit angelegten Workshop „Implementation Lab Neues Zentrum Kagran“ war, Maßnahmen zu einer Verbesserung des städtebaulichen Erscheinungsbildes und einer entsprechenden Urbanität des gesamten Zentrumsbereiches zu entwickeln.

Der engagierte Meinungsaustausch und die Zusammenarbeit von lokalen Akteurinnen und Akteuren und Fachleuten aus verschiedenen Bereichen wie Stadt- und Regionalplanung, Architektur, Umweltwissenschaften, Verkehrsplanung, Wirtschaft, Marketing, Soziologie, Verwaltung und Politik zeigte mit frischen Denk- und Lösungsansätzen neue Chancen auf, diesen prominenten Stadtraum aufzuwerten und zu verwirklichen, um ihn für alle Menschen erlebbar zu machen.

Norbert Scheed
Bezirksvorsteher für den 22. Wiener Gemeindebezirk

Preface

The central area of Kagran is a place of great opportunities and significance. With the district administration on-site and an adjacent big shopping mall, it has high centrality. It is also well connected to the road network and all modes of public transport. However, some structural problems exist as well. Over time, numerous large-scale utilisation types and housing projects constructed in several phases after the Second World War were scattered across this central area. Because of scarce open space for pedestrians and cyclists, the area lacks what one might call “human scale”.

This is why this site has a long planning history. A lot of effort has been invested, and several urban planning competitions have tried to find solutions for the area. The key focus of these earlier planning scenarios was almost always on large-scale interventions and on trying to find the ideal spots for important forms of use such as housing, offices, schools and other functions. Yet something was missing – one might call it the “story behind the place” – and only few planning proposals truly entered the implementation stage (the projected New District Centre Kagran building in Adolf-Schärf-Platz is an important and positive exception).

So we saw an urgency to take a step forward and contemplate the structural problems of central Kagran in a more organised and profound manner. And this is where the Implementation Lab idea comes in. We thought it suitable to take a closer look at this area and to develop a viable planning approach. As it turned out, this worked perfectly, thanks to the brilliant people who participated in this three-day workshop and shared their idealism and ideas with us. As can be seen below, we came up with a sort of programme comprising different interventions at all levels as well as numerous planning ideas and propositions for the site.

The Implementation Lab was the first and most crucial step to reprogramme and redefine the area. It gave shape to the challenge; now we must continue our work to make this area a more people-friendly place able to cope with all requirements of a true centre for the north of Vienna.

Andreas Trisko
Vienna City Administration
Municipal Department of Urban District Planning and Land Use
Head of Section for the 22nd Municipal District of Vienna

01.
INTRODUCTION
CASE STUDY AREA

Situated on the northern bank of the Danube, Vienna's 22nd municipal district Donaustadt is one of the Austrian capital's most dynamic areas. Kagran is its central part and home to most central functions, such as District Office, library, adult education centre, etc. Additionally, there are a huge shopping mall – the biggest of its kind in Vienna –, an international school, an ice-hockey stadium (home of the Vienna Capitals) and numerous local, regional and international schools. The area is very well served by public transport including the Underground line U1 (conducted aboveground in the area) as well as several tram and bus lines. It is a hub also in terms of individual traffic, because several main roads intersect here. Overall, the whole area looks rather heterogeneous, unstructured and not attractive.

Map 1: Case study area, situation within city boundaries

In the near future, some dramatic changes in the area will have an impact on the urban fabric. Straight at the site of the Underground station, a new District Office Center will be built as the new location for the district government, adult education centre, library, shops, a hotel, flats and a new central square.

Three other development sites are situated close by: Donaufeld (mainly residential), Brachmühle (mixed use) and aspern Vienna's Urban Lakeside (mixed use) a little farther away.

Within visibility range, there are the high-rises of Donau City and the Vienna International Centre of the United Nations, which equally influence this central district area.

Map 2: Arial view, regional

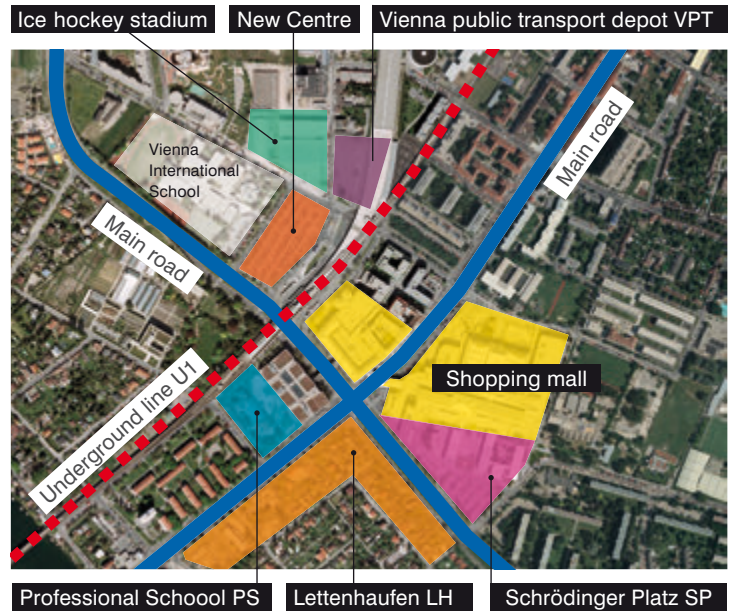
Map 3: Arial view, local

Problem Statement

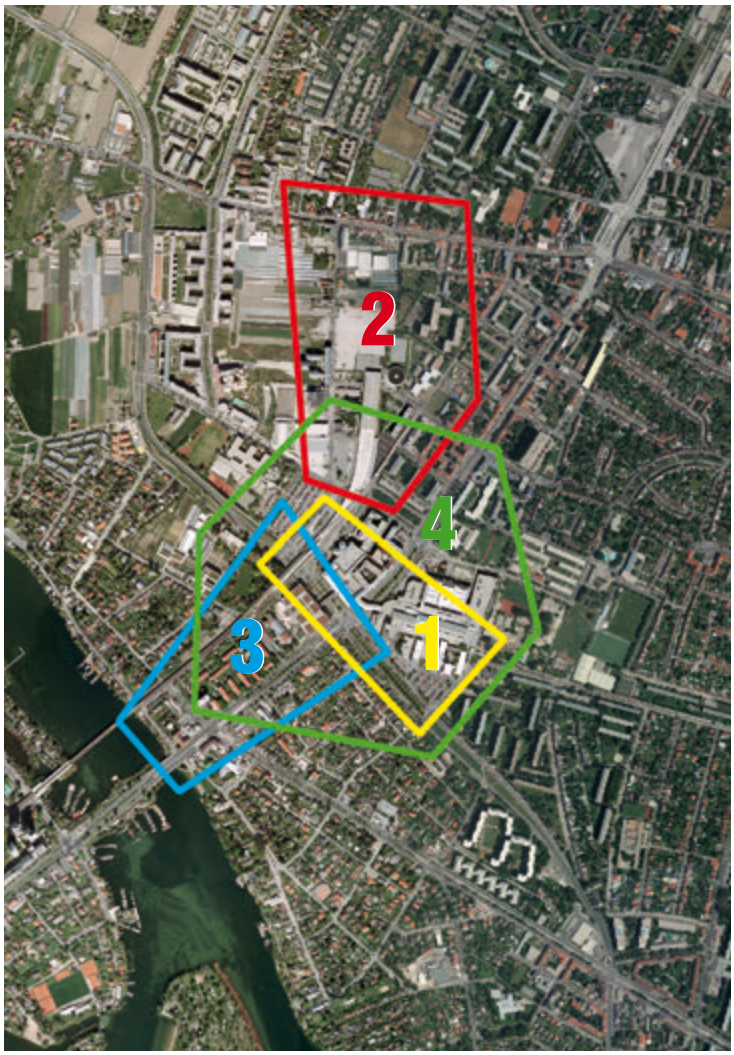
The following general questions arise in connection with the expected dynamic developments in this area:

1. How should an urban development look like in physical and use-related terms? For the zones referred to by the letters below, see the coloured areas in Map 4: Facts.
   - SP – Schrödingerplatz. After the demolition of the old District Office buildings, this area could accommodate a wide range of possible uses, e.g. museums, galleries, housing, etc.
   - LH – Lettenhaufen. A mainly residential area with transformation capacity at its periphery. Because of the existing property contracts, the change will be gradual; thus a constructive strategy and process design is called for.
   - PS – former school ground (professional school). Close to one of the main radial arteries, the site is important not only because of thevicinity to the hub but also in terms of visual connectivity; density vs. negative impact on lines of sight.
   - VPT – area of the Vienna public transport depot. Since it is close to the future new office quarter, the question arises of how to deal with the related configuration and connections.
2. The crucial question is how to interlink all these sites, with special consideration given to the existing main roads and the shopping mall, which both serves a crucial and important function and creates a barrier within the fabric of Kagran as a whole.
3. How can public space be recaptured?
4. Are large-scale interventions or small-scale interventions required?
5. How can all developments be implemented? How can the process be designed (e.g. for a new museum in Schrödingerplatz)?

Map 4: Facts



Map 5:
Facts, greater area
around Kagran Centre



Map 6: Four areas of concern

Site 1
Axis New District Centre Kagran (NDCK/ Dr. Adolf-Schärf-Platz) – Donaustadtstrasse/ Schrödingerplatz
How to develop better links, especially for pedestrians; how to develop the area of Schrödingerplatz after clearing the site?
How to improve the situation of public space?
What to do with small-scale housing in Lettenhaufen?

Site 2
Axis New District Centre Kagran (NDCK – Dr. Adolf-Schärf-Platz) – Attemsgasse
How to integrate this area better into Kagran Centre? How to develop the axis to make it an attractive and distinctive part of the area?

Site 3
Axis New District Centre Kagran (NDCK – Dr. Adolf-Schärf-Platz) and shopping mall, Old Danube waterfront
How to link Kagran Centre to the waterfront, especially for pedestrians and cyclists?
Is it possible to make the Old Danube recreation area part of the prospective redeveloped centre? Is there a need for this?

Site 4
Overall assessment of the area
How to create a distinctive centre for the 22nd municipal district Donaustadt?
What makes the place? How can the area be recaptured for attractive public use?

Fig 1. General proposition for future development on the site of the New District Centre Kagran.

The jury of the architectural competition will adopt a decision in late 2010.
> www.neueszentrumkagran.at

02.
THE IMPLEMENTATION LAB PROGRAMME

The Implementation Lab was held at the offices of Municipal Department 21 B in Rathausstrasse 14–16, Vienna, 3rd floor, room 304.

All participants were given a portfolio containing the study case dossier "Kagran Centre", an updated programme, a final list of participants as well as the résumés of the international and national experts.

Day 1 | Wednesday, 19 May 2010

09.30 > Official welcome by the project manager for the 22nd municipal district, Andreas Trisko.

General programme introduction and introduction of participants by Huibert A Haccoû.

09.45 > Introduction to the study case area by Volkmar Pamer/Andreas Trisko.

Apart from the introductory study case dossier, the following focal points were presented:
In the environs of the Kagran include several other developments of note Donau City, Brachmühle, the Old Danube recreation area and Donaufeld.
Kagran is situated at the intersection of two major axes. It includes the U1 Underground line and functions as a public transport hub.
Around this junction of two main traffic arteries, several sites were indicated (see maps 1–4 and dossier).

Possible development zones include the school area along Wagramer Strasse, the area of the public transport provider Wiener Linien, the NDCK parking lot (new developments include flats, private and municipal offices), Schrödingerplatz.
Instead of focusing on the local and regional scale, three groups were requested to focus on three different parts of the area, all containing a series of different sub-areas. Additionally, one group was to concentrate on the area as a whole.

Main issues to focus on were:
- Should Vienna go for small-scale or large-scale interventions?
- How to recapture public space for the people?
- What is the most workable and productive process design given the available budgets?

After introduction of the study case, some questions were posed for clarification purposes. These and the relevant answers can be summarised as follows:
Q: Is Vienna running out of space?
A: Yes, Vienna expects to grow to two million inhabitants.

Q: Why invest in this area instead of others?
A: The area is centrally located and well connected

to both city and Donauzentrum (shopping mall); the present facilities can be used (Kagran Centre). Now that the borders in Europe are down, Vienna has regained a hinterland, which makes it an attractive city to live and invest in.

Q: Why has the area deteriorated despite so much critical mass?
A: Developed in the 1960s and 1970s, it has been neglected since. The question is how to improve it.

Q: Is there a description of the architectural competition, and why was it formulated in this way?
A: Yes, this will be provided. The focus is on public space as a link between the different lots encircling the area.
10.30 > Reference cases: 12-minute presentations from Oslo (Brede Norderud), Lisbon and Barcelona (João Pedro Costa), Portland/Oregon (Arun Jain), Munich (Walter Buser), London (Cate Mack), Washington (Gerrit Jan Knaap), Amsterdam Zuidas (Femke Haccoû), Berlin and multimedia use for public space (Sascha Glasl).
See below for a summary of presentations.

13.00 > Breaking up for a bus ride (with lunch "on the run") to Danube Tower (Donauturm) for a tour d'horizon.
13.30-14.30 > Site overview from the top of Danube Tower.
14.30-17.30 > Site overview on foot and by bus.
Visits were guided by source persons from Vienna.
See photo gallery in Annex 2.
19.30 > Welcome dinner at Gastwirtschaft Blauensteiner "Zur Stadt Paris".
21.30 > End of Day 1.

Day 2 | Thursday, 20 May 2010

The second day was entirely dedicated to brainstorming sessions in four subgroups, each focusing on a specific area of concern.

The four subgroup sessions were guided by facilitator teams consisting of
Martijn Kramer and Femke Haccoû
for Subgroup 1
Focusing on axis New District Centre Kagran (NDCK/Dr. Adolf-Schärf-Platz) – Donaustadtstrasse/ Schrödingerplatz. Main issue: how can we get people to move around in public space?

Karolina Krosnicka and Huibert Haccoû
for Subgroup 2
Focusing on axis New District Centre Kagran (NDCK/ Dr. Adolf-Schärf-Platz) – Attemsgasse.
Main issues: how to interlink current (scattered) and future developments? Extra problem: ownership of agricultural production (farmers) in this area.

Elsbeth van Hijlckama Vlieg and Arun Jain
for Subgroup 3
Focusing on axis New District Centre Kagran (NDCK/ Dr. Adolf-Schärf-Platz) and shopping mall, Old Danube waterfront.
Main issues: how to link Kagran Centre to the cinema, present gardening school area and Danube banks? It is dominated by infrastructure: roads and Underground (running aboveground).

Birgit Hundstorfer and Volkmar Pamer
for Subgroup 4
Overall assessment of the area around the Underground station Kagran.
Main issue: how to connect all developments in this area and relate them to the other areas, e.g. Donau City, etc.?

The subgroups consisted of the following persons:

GROUP 1	GROUP 2	GROUP 3	GROUP 4
Martijn Kramer and Femke Haccoû	Karolina Krośnicka and Huibert Haccoû	Elsbeth van Hylckama Vlieg and Arun Jain	Birgit Hundstorfer and Volkmar Pamer
Lolita Čače	João Pedro Costa	Walter Buser	Marek Dinka
Gerald Gruell	Susanne Fabian	Sascha Glasl	Philipp Fleischmann
Brede Norderud	Elfrieda Göpfrich-Millner	Gerhard Jakisch	Thomas Hotko
Norbert Scheed	Thomas Keller	Alexander Schäfer	Gerrit-Jan Knaap
Gregor Stratil-Sauer	Miroslav Mojžiš	Jens Sonderegger	Catherine Le Grice Mack
Andreas Trisko	Joachim Vallant	Andreas Zoufal	Lorenz Potocnik
Markus Vogl			

> Day 2

09.00 > Introduction and Q&A;
Plenary assessment of problem statement and, if appropriate, reformulation of problem statement/ key areas of concern.
See below for questions and answers and discussion on problem statement
10.30 > Coffee break.
11.00 > Working sessions of subgroups, starting with observations.
See Observation and Suggestions below.
12.30 > Lunch.
13.30 > Working sessions continued with suggestions.
See Observation and Suggestions below.
17.30 > End of workshop sessions.
19.30 > Dinner at Strandcafé. Facilitators sit together for task force formation and focus for recommendations.
22.00 > End of Day 2.

Day 3 | Friday, 21 May 2010

08.30 > Introduction, formation and instruction of task forces.
09.00 > Working sessions of task forces for recommendations.
11.15 > Presentation of PowerPoint slides or posters of recommendations and comments by members of the architectural competition jury (Ms. Schreieck and Mr. Berger).
12.30 > Leaving for lunch by tram to an upcoming multicultural district.
13.30 > Lunch at Turkish restaurant Kent.
15.00 > End of programme.

03.
ASSESSMENT OF PROBLEM STATEMENT

03.1 Summary of Presentations by Different Experts (see also Annex B)

Improvement of public space in central Munich – Walter Buser.
To attract investors, a plan to position shops "in the right place" is required. A mixed-use approach was employed for this purpose, while housing supports the presence of infrastructure and liveliness at night besides shopping. Additionally:
- create narrow, "human-scale" roads;
- to attract more people, supply space without forcing people by necessity to buy;
- promote bicycle use;
- create beauty, as good architecture helps to bring people to public spaces.

The Coin street experience, local people at the heart of regeneration on the South Bank of London – Cate Mack.
Historically, the South Bank is the rough, poor side of London. It was developed for warehousing on the river banks. In the 1960s, London decided to locate its offices on the South Bank, yet this did not boost housing, only commuting. The later Expo again attracted lots of visitors but not a lot of lasting activities. People from the area were not really involved in the developments.

This was in contrast to the approach employed for the area around the OXO Tower.The latter area is situated between London Eye and Tate Modern.

When a developer started a process to build a mega-structure hotel and offices in 1977, local residents initiated a protest group, drawing up plans for housing, parks and walkways as well as managing workshops, shops and leisure facilities. They formed the South Bank Employers Group and started branding it as "the place you want to be". The group became a company and improved the neighbourhood. Profit made in developments must be ploughed back into public service-related objectives. As a result, London built a number of new bridges and walkways; the change in air quality, confidence and life quality is tangible. The initiative ended with the setting-up of the Coin street housing corporation. Lots of housing developments have taken place; thus the area is again inhabited.

The toll road system: a premise/muscle for improved qualities in Oslo – Brede Norderud.
Oslo's Aker Brycke site was dominated by a shipyard and a large road passing in front of the City Hall. Traffic was relegated to a tunnel, and an opening to the water from the square was created.
The two most important decisions taken in Oslo since 1945 concerned the forest limit and the hook-up of the eastern and western tram lines. The latest one is the toll road system: you pay approx. Euro 3.- to enter the city; leaving is free!
Gradually, the local, regional and national governments invested in a toll system for road improvement. Profit nowadays returns directly for investment in the traffic system (road safety and investment in public transport). Current discussions concern the respective allocation of the monies levied.
By housing roads underground, public spaces are improved. The next step aims at the redevelopment of the opera zone.

Contributions to waterfront concept, Lisbon/ Barcelona – João Pedro Costa.
Landmarks can be used to endow specific places with identity: in Lisbon, the harbour control tower serves as the key landmark at the mouth of the Tagus River. The reaction of people to such landmarks is essential.

It is important to create networks of specific public spaces in a chain connecting different functions. The network links different functional layers like different periods of time. In addition to the waterfront, transversal connections are important as well.
The crossings of these lines engender interesting public spaces, and these should be of a multifunc-

tional character. Rules could be set for land use in terms of functions and placement.

South Axis, Amsterdam – Femke Haccoû.
The aim is to connect the southern side of the Amsterdam metropolis to the city by creating a new urban centre. South Axis (Zuidas) is situated between the centre and Schiphol airport.
South Axis is a new hub with a physical outlook that is in clear contrast to the historic centre.
The programme involves a total of 4.3 million sq m of floorspace (of which 2.7 million sq m new), 900,000 sq m of mixed-use facilities and 9,000 new houses.
ABNAMRO was one of the first investors and thus also the initiator.

The area is changing from a successful business centre into a mixed-use urban hub. About 60% of South Axis is financed by private parties; 40%, by the government (national and local). Due to the crisis, though, this system collapsed; the government has now paid for the first part. The new structure will be incorporated into the historic fabric to guarantee a human scale between the high-rise developments.

Creating walkable places – Gerrit Knaap.
In the U.S., there is no history of creating walkable places, except for recreational poles such as Aspen (Colorado), Miami, etc. and some shopping streets.
In New York City, more attention is paid to walking; Google Maps show you the spots you can walk to in your area.

It has been suggested to build no more suburban malls; existing malls already suffer from deterioration and closure. How to develop cities along suburban peripheries will be the challenge of the near future.
In Washington, DC, an enormous amount of public money goes to the development of Tysons Corner, a large suburban mall area.

Public space, some inspiring projects – Sascha Glasl.
BERLIN TEMPELHOF
A flexible, step-by-step approach. There are plans to transform it into an IBA (international building exhibition) or international horticultural exhibition. Before defining goals, one needs to involve the community in the developments. Set long-term goals and check short-term implementation.
Steps:
- start at the entrance points to the area and create cultural highlights,
- connect those via a ring,
- create highlights in the area, and
- create direct connections.

KREUZBERG: make people aware of the identity of this place by introducing a dolmus as eye-catcher. This connects the community.

HALLE: tap the community assets to use public space – cyclists in this case.

BERLIN MITTE: create a beach to stimulate a leisure function.

ROTTERDAM: small architectural interventions help to organise events

COPENHAGEN WHEEL: incorporate a bike wheel into an Internet i-phone application to visualise bike movements, thereby creating the image of a sustainable town.

PARIS: an enormous disco ball unifies a large square by night.

BERLIN VOLKSPALAST: maybe it's about programming, not appearance.

Urban waterfront restoration in Portland, downtown riverbank – Arun Jain.
In older days, this was a messy place for small industries. In 1932, a green riverbank was proposed, resulting in a freeway along the river.
Green areas have been brought back only over the past few decades, which teaches us to be careful where we put infrastructure, because it is very difficult to remove it.

In 1972, a densely built-up centre connected to corridors was proposed, and an approach favouring lower buildings towards the river was initiated. Now the parallel drive has been pedestrianised. To provide even more quality, however, the problem of the quay must be solved: it is too high, precluding direct visual links with the water. The attractiveness of the water must be improved: ships and their appeal must be brought back. The park functions, yet without connecting the city to the water.
In the north and south of Portland, we find two new (formerly industrial) waterfront developments; the South Waterfront is one of them. Environmentalists want it as a natural habitat, while urbanists plead for an urban park with an active waterfront. The decision has not been taken yet.
All different views have been incorporated in one map, resulting in a neighbourhood park integrated into the blocks and the intention to wait with the development of the banks. The neighbourhood park is now under construction.
Successes in urban development combined with natural habitat: calibrating urban design quality with maturing development; re-establishing city connections; vibrant around-the-clock liveability.
Ongoing challenges: too much, too fast; transportation issues; ensuring a diverse community; co-ordination of multiple property owners; ensuring community ownership.

03.2 Questions and answers clarifying the problem statement

Q: What will happen to the existing free park-and-ride facilities on several squares?
A: The present facility will be diminished. Other parking facilities will be supplied at stations nearer to the city limits. The U2 line will additionally be extended.
Q: Lettenhaufen settlement: what is the status of this project?

A: There exist long-standing plans to develop this area and improve public space around the main intersection. Research is being conducted to calculate the cost of buying out the current inhabitants. However, changes are less than 50%. A different strategy should be how to improve this area while preserving the existing houses.

Q: Are inhabitants involved?
A: There were some initiatives from inhabitants but no structured initiative.

Q: What is the future for Kagran Centre?
A: Donaustadt has 150,000 inhabitants and needs a proper centre. Fixed agenda items: development of the mall, architectural competition, extension of the ice rink.
Ideas: a museum on Schrödingerplatz.
Maybe: scaling down the tram depot.
There is a need for schools and housing on Attemsgasse.

It is definitely to be the centre of the 22nd municipal district; the major urban centre on the other bank of the Danube.

Q: Which groups do you want to attract?
A: All functions a modern city needs must find a place in this centre. Everything related to culture and tourism must be present. Vienna will grow by 300,000 persons, most of which will be living in the northern part of the city.

Q: What is the relation with aspern Vienna's Urban Lakeside, also situated to the north-east?
A: aspern will be situated between Vienna and Bratislava. The intention is to locate 20,000 jobs there. Kagran must become a real centre of the area.
Important problem:
Connections between single projects.
Public space must be improved to support these connections.

Q: Is it really necessary to build on the parking lot when this is the only open space linking several projects?
A: It is an important task of the architectural competition to provide for good public space, to combine

vibrant public space with the new office building.

Q: How to avoid traffic jams in the northern part of Vienna?
A: Since the 1970s, a motorway has taken over the main function of the Reichsbrücke. Thus there exist alternative roads for crossing the Danube. A second Underground line will supply capacity for the increased public transport demand, especially to aspern.

Q: Is Kagran to be a major centre of economic activity? How does this balance with other new centres in the north of Vienna? Will the north be an economic pole of substantial power?
A: In 2008, several locations were indicated for attracting economic activities. Kagran is one of them and should supply space for this purpose. With the dismantling of the Iron Curtain, Vienna reacquired a hinterland, especially through its connection to Bratislava.

Q: The main reason to come to Kagran is the shopping mall. How will the attractiveness be maintained when new developments will emerge in aspern? Kagran is quite monofunctional.
A: aspern will not have a shopping mall and thus will not compete in that sense. People come to Kagran also for administrative functions or the cinema.
Secondly, there is a need for new jobs in the northern part of Vienna.
With the extension of the mall, the developer will also take responsibility for public space.

Q: Is there a policy for shopping malls?
A: Not really; if shopping malls are envisaged, a survey on added value and the impact of the mall will be conducted. Whenever this topic comes up, it is always thoroughly discussed.

Q: Is reshuffling the tram tracks and bus stops realistic? Is moving the depot realistic?
A: Around 2004, a change was made into two hubs, and the volume was scaled down, too. The existing tram lines are necessary. The depot is not badly situated within the transport network.

Q: Will Wagramer Strasse be narrowed when the surrounding infrastructure is changed?
A: The function of this street for traffic can be reduced in the future. Donaustadtstrasse will be even easier to downsize.

Q: How does the old centre of Vienna score in terms of vitality of shops? Will the development of Kagran influence the vitality of the historic centre? Will Kagran Centre take away economic critical mass?
A: The old centre is functioning very well. Rent prices in Kagran were very low; however, over the past few years, internationalisation was boosted and rents exploded. There is no competition between the historic centre and Kagran.

Some remarks:
Public transport is widely used in Vienna;
the same goes for pedestrian streets;
this is emblematic of the Viennese way of life.

In Wagramer Strasse, the tram line will be removed between Kagraner Platz und Donauzentrum, resulting in more space for shopping facilities. With the improvement of infrastructure, this is expected to attract more people. The lack of restaurants, etc. in this area could be resolved through initiatives of the mall developers.
There exists e.g. the possibility to have higher-end brands and markets. There will also be more inhabitants.

Q: Is it possible to build a ring road around Kagran and Floridsdorf?
A: There is a ring road at the moment; a second road is in progress and will be improved in 10 years.

Q: What are the main attractive green areas?
A: The real hotspot is the area around the Danube, but also the other areas close to the river are becoming more attractive for living.

Q: Will the new north of Vienna attract different groups of people?
A: The area is changing from cheap small housing into urban quality living.

Q: Will functions other than housing be implemented, such as hotels?
A: A solid development of the hotel sector has taken place in Vienna; the crisis is mainly felt in the higher-end sector. Now there is more mid-segment demand. In the 22nd municipal district, this demand concentrates on and around the Danube bank because of its attractiveness.

Q: Is it really planned to build a cultural facility, e.g. a museum?
A: It has long been discussed to develop a museum in northern Vienna. Schrödingerplatz would be a good site, hopefully resulting in novel architecture.

Q: Is there firm political commitment to extend and replace the current District Office with the New District Centre Kagran?
A: Yes it will be moved to the New District Centre Kagran.

Q: Do you expect that the new offices will be rented out quickly?
A: The Vienna Business Agency is searching for financial partners who will develop the major part of the project. The conditions for office space are very good here. Office vacancy in Vienna is only 6%, and reliable profit can still be made, especially with offices close to Underground stations. The developer of the New District Centre Kagran is aiming at high-quality, sustainable standards for offices. The ambition is to build “green” (CO^2-neutral) offices.

04.
CASE STUDY
KAGRAN CENTRE AND DISTRICT
WORKSHOP FORMAT

As the programme shows, an Implementation Lab consists of a reference seminar (Day 1), study visit (Day 1), Implementation Lab(oratory) (Day 2) and policy recommendation meeting (Day 3).

Each Implementation Lab workshop is the result of carefully co-ordinated efforts between the host organisation and the International Institute Intervision (III).

The core of the three-days workshop on the development of the case study "Kagran District" is the Implementation Lab itself; a series of interactive sessions in which stakeholders of the host partner co-operate on-site with the III partners and experts. To maximise interactivity, ILs are typically organised as open panel discussions involving planners from the host city/region.

The main purpose of an III Implementation Lab is to investigate, on a group basis, both new and persistent urban/regional problems inasmuch as they relate to land use. It is the intention that each workshop should leave both participants and hosts with new insights as well as shared and learning experiences. Each workshop aims at providing the host with useful and practical suggestions and recommendations on dealing with the problem case(s) discussed.

With all the inputs of the first day, participants were invited to brainstorm according to the format of the Implementation Lab, i.e. in four subgroups, each addressing a specific part of Kagran (see Map 5). First, all four subgroups worked on common observations regarding the area allocated to them. This created the basis for a second round of brainstorming sessions that generated suggestions for handling the development challenges of Kagran.

To provide the subgroups with a common frame of reference, six considerations were proposed as an underlying structure for the brainstorming session.

These six issues are:
- Quality and identity: does the project area have its own social, functional and visual identity? How can this be enhanced? How can a "green" lifestyle be supported? Are there local aspirations that we can build on?
- Critical mass: does each site have enough development, infrastructure and resident population to maintain a coherent community or support a desired mix of amenities with sufficient carrying capacity?
- Connectivity: what link does each site have with its surrounding natural and manmade environment? Can these connections be enhanced?
- Human scale: do the existing developments relate in scale and proportion to diverse human-scale activities, such as walking, biking, congregation, social interaction? Do the scale and relationships of public spaces support and attract their use?
- Promotion and marketing: how are existing uses promoted? How effective are these efforts, and what types of promotion would be useful, necessary or possible to improve the sense of place?
- Process architecture: in developing a spatial development strategy, when should stakeholders be involved and how? What are the various interests and interdependencies between stakeholders? How do we handle opposing interests? How do we organise an effective planning and implementation process?

After these brainstorming sessions, the participants were invited to focus on the development of recom-

mendations and present these, preferably in visualised form.

The format can be summarised by the following matrix: .....

The next section reports on the results of the brainstorming sessions on observations and suggestions of the four subgroups and explains the recommendations formulated by the subgroups.

CONSIDERATIONS/AREAS OF CONCERN

	Identity	Critical mass	Connectivity	Human scale	P&M	Process
Observations						
Suggestions						
Recommendations						

Report of Subgroup 1

Site 1 – **Axis New District Centre Kagran Donaustadtstrasse – Schrödingerplatz**

Reported by: Martijn Kramer and Femke Anneliek Haccoû

Identity and quality of space

Observations

The environs of Donaustadtstrasse are a patchwork of different areas with different identities. The area does not reflect a local identity as the centre of the 22nd municipal district; the overall identity is suburban; Kagran is within the boundaries of Vienna.

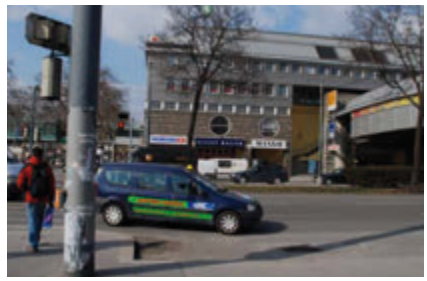
The shopping mall is closed towards public space, and public space is not appealing. While the mall does attract many visitors, they are not to be found in the public zones around Donaustadtstrasse. Public space in general is dominated by cars, parking and traffic lanes. Green areas in Donaustadtstrasse are spaces between traffic lanes and therefore not used properly. Due to its scattered surroundings, Donaustadtstrasse has no real boundaries and edges, resulting in undefined spaces.

Quality is to be found in Lettenhaufen, which has the identity of a green rural village. Schrödingerplatz is a good-sized square but lacks activity.

Aerial view of Site 1

Suggestions

A context must be developed, and new urbanity must be created. The area of Schrödingerplatz could accommodate this. A new urban function and a landmark of architectural importance could provide identity and attract people to this spot. A mix of different functions including housing must support this urbanity.



One precondition is the development of safe and attractive public space between the Underground station and the Schrödingerplatz area, including a better crossing of Wagramer Strasse. A visual connection between the Wagramer Strasse/Donaustadtstrasse crossing and Schrödingerplatz must be created to connect the individual areas both visibly and functionally.

To attain an urban identity, the green boundary of the former Danube wetlands should be preserved and boosted. Building density could be implemented on the north side of Donaustadtstrasse, while the lower green area of Lettenhaufen should remain green. For the new inhabitants on the north side of Donaustadtstrasse, it could function as an inhabited, recreational green zone between urban life and Danube.

Another suggestion to create urbanity outside our area of concern is to develop Wagramer Strasse as a shopping street towards Kagraner Platz. This will complement the shopping mall and attract people to this public space.

Critical mass

Observations

The area incorporates many functions and attracts lots of people. But these functions are mainly sited in large, inward-facing buildings. The functions are to be reached by public transport or car. There are many schools in the immediate vicinity attended by youngsters from all over Vienna. It appears that Kagran is perfectly connected to other areas in Vienna but not with its immediate environs. In the most central part of the site, there is a lack of housing, which triggers a feeling of unease in the evenings and on Sundays, when shops and other facilities are closed. In general, the area lacks dynamics.

Suggestions

The cultural component should be developed in the area; a museum, music hall or theatre could provide an extra dimension. The shopping mall should be opened towards public space to establish interaction between its inside and outside. Adding a cultural function should enhance the attractiveness of the area outside shopping hours; the creation of housing units could support this.

Attracting people during the later hours and opening the mall at these times could help to bring more and better restaurants and cafés to the area.

Connectivity

Observations

The connectivity of the Kagran area to the centre of Vienna by public transport, car and even bicycle is good. More distant areas within the Austrian capital are easy to reach by Underground or car using the municipal road network. Kagran functions as a public transport hub to serve the quarters situated on the northern bank of the Danube.

At a local/neighbourhood level, the area around Donaustadtstrasse and Schrödingerplatz is badly connected to its surroundings, especially for pedestrians. The main pedestrian routes are via the shopping mall but cannot be used after the mall has closed for the day. Alternatives are badly developed and entail crossing Wagramer Strasse (main road)

via a badly designed intersection and Siebeckstrasse (cinema area). Wagramer Strasse, Donaustadtstrasse and the shopping mall all function as barriers to traffic and interaction between the surrounding zones.

The area boasts many schools. The routes to the primary schools in particular are not safe for children.

The route behind the mall is socially very unsafe; the same goes for the connection from there to Schrödingerplatz. Outside the mall, there are no places designed for leisure. Although an international school is situated in the Kagran area, no social connection to the international community seems to exist.

Suggestions
Develop a good route for pedestrians from behind and along the mall across the Wagramer Strasse/ Donaustadtstrasse intersection, along Siebeckstrasse to the Kagran Underground stop.
Organise a clear structure of public spaces.
Remove visual and spatial barriers and open up the area around Schrödingerplatz toward the crossing.

Develop a major urban function in the Schrödingerplatz area to attract visitors, preferably outside the shopping hours. Try to connect this function to social initiatives in the quarter. Implement housing in the area and along the route to assure social safety.

Provide more pedestrian crossing points.
Connect to the Danube via the Lettenhaufen area.
Try to open up part of the shopping mall and make it a more public area; even allow bikes on this route.
Develop Wagramer Strasse outbound as a connecting shopping street between mall and Kagraner Platz.

Human scale
Observations
Public space in the area is not designed for people but for cars. All space is dominated by traffic lanes and parking cars. Green areas are situated between the two traffic lanes. The remaining public space does not provide social comfort: no benches, no greenery, not even shop windows. Lettenhaufen provides the only exception, as it recalls a green village.

The street behind the mall and the area around Schrödingerplatz towards the Underground station feels very unsafe, especially at night and on Sundays, when the mall is closed. There are no "eyes on the street", although this is a major connection for the inhabitants of the neighbourhood east of Schrödingerplatz.

The area lacks cosmopolitan dynamics, and people are reduced to being consumers only. The zone and the mall are not inviting for creative initiatives, and public space does not harbour opportunities.

Suggestions
Make public space suitable for human activity. Create a clear sequence of spaces and endow them with character. Reduce the number of car lanes; they are not used and can provide space for pedestrians and human activity. Open up the shopping mall to public space; create more shop windows and shop entrances at ground-floor level; introduce housing in the area to provide social safety.

With its moderate size, Schrödingerplatz has a good human scale. However, activity is needed to make it a place. Develop a major urban function in the Schrödingerplatz area; try to connect this function to social initiatives in the quarter. Do not give up Lettenhaufen; it is already a green area (in which people happen to live) of good quality and with a good human scale. It provides a lovely transition and connection to the Danube.

Re-establish Wagramer Strasse as a main street by attracting shops this will give people a reason to walk along this street between the old centre of Kagran (Kagraner Platz) and the New District Centre Kagran (with the mall).

Promotion and marketing

Observations and suggestions

The attractiveness of the area mainly stems from the shopping mall, which attracts an increasing amount of people. However, incentives to live or work in the area are lacking. Donaustadt has no city branding. The second feature promoting the area is the ice-hockey stadium. One might strive to keep people in the area after the sports events or motivate them to arrive some time before.

The schools are another asset of the area. Many pupils of the schools live in other areas of Vienna and travel to Kagran on a daily basis. These youngsters could be a target group for marketing. The objective could be to attract them to the area and in this way invest in a future user group.

The area could be better promoted by telling a story in which past, present and future are combined. Spatial interventions could support this story and incorporate sustainable development. Using sustainability and healthy living as key targets could help to develop a new urbanity for Kagran.

Process

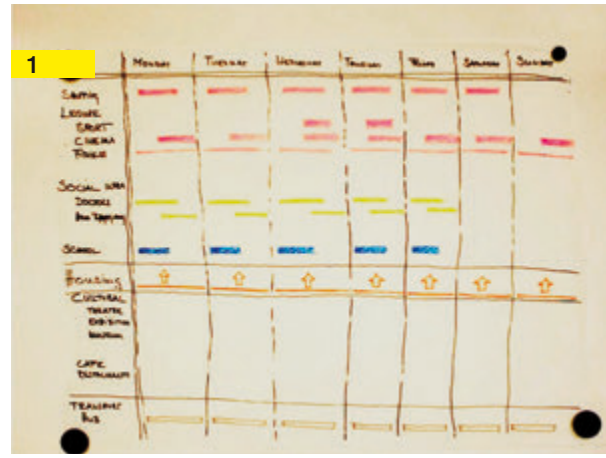
Observations and suggestions

A process to draw up a more detailed plan should be initiated by involving area residents and other local stakeholders; the implementation of new functions must be supported and (in part) initiated by them. Extra attention should be given to social housing, which may become an important player in future development. In this process, there should be a focus on short-term results combined with a long-term perspective. First initiatives could be small projects, including art in green or pedestrian areas.

By way of conclusion, there exists a need for urban life and identity-creating activities for Schrödinger-platz. This means activities in public space, also in the evenings and on Sundays. The human scale must be observed in creating better-quality public space.

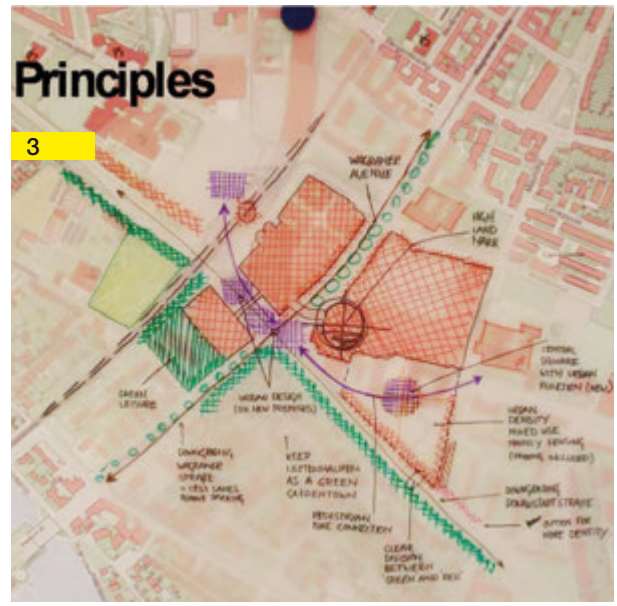
Recommendations

Subgroup 1 developed and presented a plan indicating principles as well as a step-by-step implementation plan. All steps form an integrated approach to redevelop Schrödingerplatz and its environs.



Slide 1: The slide shows an overview of current activities over the week for different urban functions in the area. There is a lack of activities outside the opening hours of the shops (evenings and Sundays) as well as activities relating to cultural functions and cafés, bars and restaurants.

Slide 2: The drawing shows public spaces at the centre of Kagran and indicates the necessity of an efficient and attractive connection between Underground station and Schrödingerplatz to avoid the isolation of the area east of Wagramer Strasse



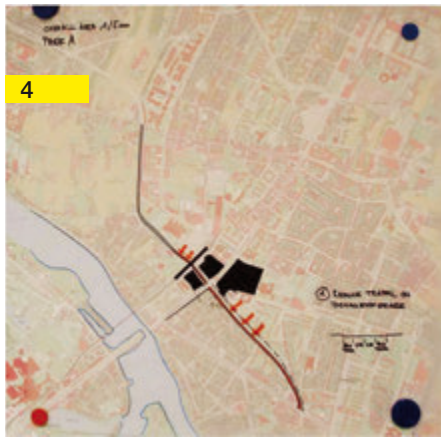
Slide 3: The drawing shows an overview of the different interventions proposed by Subgroup 1.

The main target zone is indicated by the purple arrows showing the necessary improvement of the link between the Kagran Underground station and the housing areas east of the Donauzentrum shopping mall via Siebeckstrasse (cinema), Donaustadtstrasse and Schrödingerplatz.
The purple cross-hatched spots indicate public squares in need of redesign with a focus on pedestrian use.

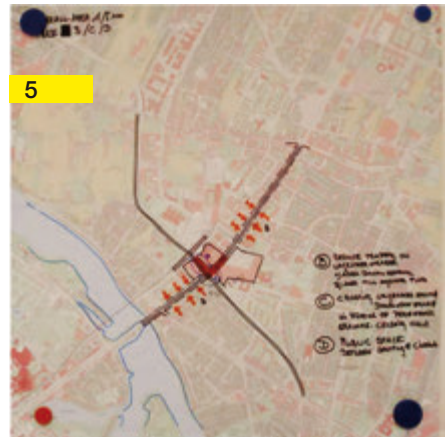
Supporting principles are:

1. Calming of Wagramer Strasse (fewer car lanes, more space for pedestrians).
2. Calming of Donaustadtstrasse (fewer car lanes, more space for pedestrians).
3. Restructuring of intersection Wagramer Strasse/Donaustadtstrasse.
4. Restructuring of “cinema street” (Siebeckstrasse), more space for pedestrians on the side of the shopping mall.
5. Restructuring of Schrödingerplatz area by introducing mixed-use urban density, creating a central urban square with a new urban function and visual connections to Wagramer Strasse.
6. Introducing a tall landmark at the corner of Wagramer Strasse and the new visual connection to Schrödingerplatz.
7. Developing Wagramer Strasse between the mall and Kagraner Platz by planting trees in WagramerStrasse and encouraging the development of shops along that street.
8. Redesigning the narrow alley behind the mall (Lampaweg).
9. Keeping Lettenhaufen as a green, inhabited recreation area, thus emphasising the contrast in identity between urbanity and green zone along both sides of Donaustadtstrasse.
10. Implementing a green leisure function next to the cinema and opening up the school garden and the area below the Underground tracks (eliminate parking facilities).

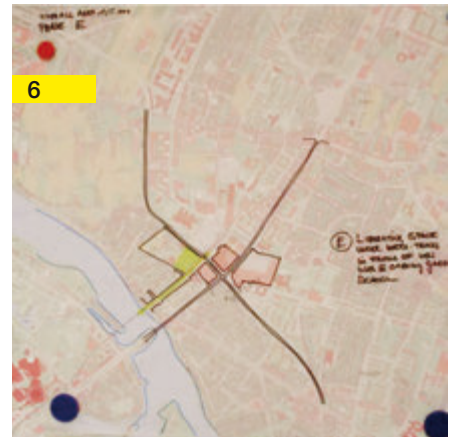
Slides 4 to 10
sketch the order of the interventions proposed (text and drawings).



Slide 4
- Reduce traffic on Donaustadtstrasse



Slide 5
- Reduce traffic on Wagramer Strasse
- Restructure Wagramer Strasse/Donaustadt-strasse crossing
- Public space is for pedestrians

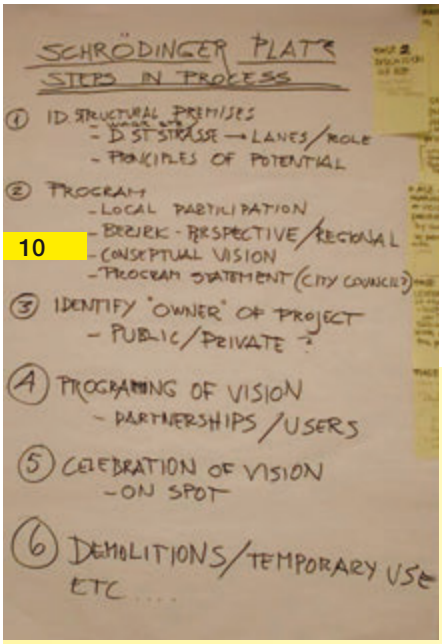


Slide 6
- Eliminate parking space below Underground tracks to open up school garden

Slide 7
- Restructure Schrödingerplatz

Slide 8
- Redesign alley behind shopping mall
- Connect Schrödingerplatz to Lettenhaufen

Slide 9
- Landscape and green public spaces and create rewarding footpaths and bikeways



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Slide 10

All principles mentioned above are spatial interventions forming part of the gradual redevelopment of Schrödingerplatz.
The slide shows the different organisational and procedural steps to bring this objective about.

Process recommendations for the redevelopment of Schrödingerplatz:

1. Define identity of structural axis as pedestrian-friendly lanes.
2. Programme:
   - encourage local participation;
   - develop conceptual vision with regional perspective;
   - request programme statement from District Council.
3. Identify “owner” of Schrödingerplatz redevelopment project (public and/or private).
4. Develop detailed implementation programme to involve partners.
5. Celebrate the vision adopted.
6. Ensure interim use of demolition sites.

Report of Subgroup 2

Site 2 – **Area on both sides of Attemsgasse.**
School ground (vocational school), school campus and area of public transport depot

Reported by: Karolina Krośnicka and Huibert Haccoû

Observations
Identity and quality of space

The general impression of the area is that of unbalanced development. It looks like a "suburb" next to the Kagran District Centre. In fact, there is a mixture of different identities. Although there is much open space available for public use, it cannot be tapped since it is fenced off.

The tram depot is dominant in the sense of "omnipresent". Besides blocking developments and connections, it also creates the unfavourable identity of a space uncared-for and left unattended.

The Attemsgasse area appears to be a local-scale neighbourhood only, with no attractive and functional public spaces like neighbourhood squares and greenery. What green area is available is fenced off as well. This does not contribute to any favourable spatial quality.

Aerial view of Site 2

Fenced-off green area

Although plans to create a neighbourhood park have been envisaged, no specific time horizon has been set for this objective. It is unclear how long the greenhouses will remain, preventing the creation of a nice neighbourhood.

The streets are in general unfriendly for pedestrians, and several spots are even unsafe because of "blind" base zones of apartment buildings without windows looking out to the street. The streets lack true façades.

Pedestrian-unfriendly streets

A sense of poor safety is further created by backyard passageways that although small in size are important connections.

Walk around the tram depot

The ice-hockey stadium is evidently an important element for the identity of this area. Two international schools and a primary school, to which another will be added (school campus), create a rather high density of schools in this sub-area alone.

Critical mass

There seems to be a lack of urban volume/tissue. This results in a sharp contrast between an under-developed area next to the very intensively used Kagran shopping mall.

The area around Attemsgasse boasts a substantial number of regional-scale functions that attract visitors to this neighbourhood. However, this does not contribute to a critical mass for local-scale functions. The ice-hockey stadium, tram depot and other transit facilities as well as the University of Veterinary Medicine a little farther away are such regional-scale services.

There is an abundance of transport infrastructure (bus, tram lines, a big parking lot behind the tram depot). But what will happen when the free park-and-ride facility is cancelled for the New District Centre Kagran? Will the high frequency of public transport use (in part due to the free park-and-ride facility)

continue when this free parking option is no longer available? There are many schools in the neighbourhood but they are not physically or conceptually interconnected. Playgrounds with very high fences resemble the airing court of a prison.

High fences around school playgrounds

Many people live in and around Attemsgasse. But there are no daily services (shops, beer garden, etc.) that could fulfil the day-to-day needs of the housing area and its inhabitants. One would expect a bakery, small supermarket, café or beer garden here yet none of these functions contributing to a sense of community are present.

Unfinished investments – housing area (Tokyostrasse) and Kirschblütenpark – create a desolate picture of the neighbourhood.

Connectivity

The vicinity of the U1 Underground, bus and tram lines provides for very good outbound/citybound transport connections, which contrasts with poor internal connections. Examples of the latter are:

- The axis between Donaufelderstrasse and Dr. Adolf-Schärf-Platz has no meaning.
- South-east connections are blocked; the tram depot forms a huge barrier.
- Pedestrian- and bicycle-unfriendly street.
- No functional relation in terms of services offered by the Kagran District Centre.
- Community development conditions (social connectivity) are poor. There are no cafés or places for neighbourhood use.
- Traffic is directed one-way away from the station because of the traffic regime in Attemsgasse, which now is a narrow one-way street. When widened (~20 m), it will need additional attention to become the inner connector for the housing area that Attemsgasse essentially is.
- There is no clear connection to the Old Danube although it is situated close by.
- The shopping mall is inward-oriented (blind façades facing public spaces).

In general, the area around Attemsgasse is not a place where one would like to spend time or even pass through, at least not for the inhabitants of the surrounding housing areas.

Human scale

The human scale is not observed in the layout of the area, although the area has a substantial quota of affordable housing that is attractive for a great number of people.

The obsolete Underground depot and the operative tram depot do not observe the human scale, as they form a voluminous, high structure. There is no clear organisation and orientation of the area. The built-up environment is not easily readable; people tend to lose their way.

Especially in the evenings and at night, the gated and fenced-off areas – schools, gardens, parking lots, playground – do not make Attemsgasse a place one would like to linger in. Special attention should be paid to the safety issues in the small backyard-type passageways around the tram depot.

Promotion and marketing

For Little Tokyo next to the Chinese zone (on the shore of the Old Danube), no “Japanese zone” branding (Tokyostrasse, Kirschblütenpark) is used to market the area.

Nor is the ice-hockey stadium as a very specific sports facility used for promoting the area as an interesting and appealing site.
The high density of schools in this area, to which a

Area around Attemsgasse

school campus will be added, is not linked by name to Kagran.

Process

The process we envisage is that of a suburb tasked to develop into an urban centre. It is attempted to attain this new status by adding high-profile projects, such as the New District Centre Kagran, yet without any broader assessment of the regional and local functions that must be performed in and for Kagran. What seems to be lacking is an updated broader vision, from which guiding principles could be derived to connect the isolated projects and for which consultations of the local population could take their cue.

Suggestions

Identity and quality of space

- Stress the identity that is easily in reach of Attemsgasse as a green residential area.
- Introduce well-designed urban furniture to Attemsgasse.
- Pay attention to landscape architecture: "Japanese garden" – a design competition for landscape architects would seem to be a good idea.
- Create a landmark (arcade?) at the entrance to Kagran when arriving from the Danube.
- Open the waterfront to the public.

Critical mass

- Intensify uses in the area.
- Condense the urban fabric.
- Turn Attemsgasse into a complete street with buildings on both sides.
- Reconsider the removal of the tram depot. If this is not feasible, it should be recycled (give it a green roof; make it part of the school, connect it to the two towers of the architectural competition).
- Introduce ground-floor activities and windows along Attemsgasse.
- Locate small-scale uses in the park, e.g. a teahouse, a local community club and playgrounds.
- Create a multifunctional Kagran square connecting the shopping mall to the Underground.
- Consider launching an urban competition or widening the scope of the architectural competition for this purpose, thereby including the public space around the high-rises in the terms of reference for the current architectural competition.
- Use the ice-hockey stadium as a link to additional forms of use (restaurants, etc.).
- Keep the existing and planned urban transport connections in place; local transport quality is high and seems sufficient for the future as well.
- Create a school cluster.

Connectivity
- Create new green pedestrian and cycling connections running east-west.
- Reduce traffic speed in Attemsgasse (could be two-way).
- Treat Attemsgasse as an everyday route to work (U1) and introduce local services.
- Create vibrant open public spaces for local inhabitants.
- Reduce the width of Wagramer Strasse to 2+2 and create a long strip-type market, perhaps managed by the shopping mall.
- Connect the new school campus to Kirschblütenpark.
- Create pedestrian and biking connections with the Danube banks and Donaufelderstrasse.

Human scale
- Create a green residential area that is first and foremost pedestrian-friendly.
- Frame Attemsgasse with buildings.
- Design the park in an interesting way.
- Open the shopping mall to the streets and create public space around it.

Promotion and marketing
- Adopt a Japanese design for the new park.
- Open the sports facilities to the Attemsgasse community.
- Use the name “Kagran” as a linking device for all available asset components, e.g. sport, schools, green living, pleasure and leisure, to promote the site.

Process
- Create a vision for the whole area and involve the inhabitants of the Attemsgasse area.
- Prioritise the improvement of connections between Attemsgasse, the Underground station and the shopping mall.

Consider two scenarios and compile a feasibility study.

1. Green the roof of the tram depot, connecting Kirschblütenpark and the school campus to the Old Danube waterfront.
2. Remove the Underground depot and keep the tram depot – intensify mixed use of the vacant lot. Combine the intensification of the vacant depot lot with high-rise buildings for upmarket housing, but make them lower than the New District Centre Kagran.

- Connect the shopping mall to the high-rise building on the other side of the Underground station and create an enclosed, welcoming square there as well.

These suggestions were summarised in the draft design for the Attemsgasse area to be presented as recommendations (see next pages).

Recommendations

Kagran Centre/Underground station
The real heart of the district, responsible for the spatial and functional integration of Kagran Centre/ NDCK, Attemsgasse and other residential quarters, is not the axis of Attemsgasse, but the transportation node where the Kagran Underground station, buses and tram stops converge. This is the place that concentrates all human movement in the area, both at the regional and local scale. Therefore the node demands remodelling to permit the creation of an architecturally attractive and pedestrian-friendly multifunctional space that combines the NDCK, Kagran Underground station and shopping mall into one functionally and spatially coherent whole.
A proper solution could be proposed as the result of an urbanistic competition (the ongoing one connected with the design of the NDCK or an entirely new one). Instead of one large traditional square, the system of pedestrian or semi-pedestrian (allowing for city traffic, i.e. buses and trams) public spaces of different sizes and hierarchies could be proposed.

The new planned square in front of the ice-hockey stadium must be included in this system. Thus it is recommended to close the square to car traffic and convert it into semi-pedestrian space. This demands a limitation of the role of Tokyostrasse and Prandaugasse to streets serving local traffic only. The pedestrian-friendly character of the site might be enhanced by reducing the number of lanes on Siebeckstrasse and creating a green corridor along the new public space at the core of Kagran. Any re-organisation

Scenario with recycled Underground depot

of the traffic system certainly requires a detailed transport study.

Shopping mall
It is necessary to "open" the Kagran shopping mall to the world outside so as to serve local consumers. This might be achieved by organising open-door activities around the mall, such as street markets managed by the mall operators or open-air cafés and restaurants.

Attemsgasse
The neighbourhood of Attemsgasse should remain a locally oriented, mostly residential area. It seems reasonable to continue perimeter development along Attemsgasse and Tokyostrasse, with the possibility of "block infiltration", i.e. access to the inner courts of blocks. This solution permits emphasising the street's façades, introducing currently lacking local services at ground-floor level (e.g. groceries, newsagents, shops, cafés, bars, etc.) and moreover creating car-free zones inside the block. The inside of the block could be (as planned now) converted into a park (Kirschblütenpark). The park could be implemented in several phases, which allows for gradually purchasing parcels of land now owned by local farmers. Due to the big size of the future park, it makes sense to consider some pavilions within its borders, such as a club for elderly people, a teahouse, a children's playground, a beer garden, etc. The park should be connected to other public and semi-public green spaces and pedestrian corridors.

It should be remembered that the new quarter is not only the block of Attemsgasse but the area encircled by Donaufelderstrasse, Dückegasse, Siebeckstrasse, the tram depot and the U1 Underground line (the north-eastern border of the quarter has no defining physical demarcation).

Identity
The Attemsgasse quarter should have its own identity to distinguish it from other quarters of the district. For that purpose, the idea of a "Japanese thread" (based on the twinning of Donaustadt with several Japanese districts, the Japanese school, the names of streets and the new planned Kirschblütenpark/Cherry Blossom Park, which could be designed in Japanese style) might be used.

Schools
Numerous schools located on the site could help to integrate the local community. Activities of schools attended by local children usually involve parents, which creates a "communication platform" also between adults. The international school and Japanese school will remain hermetically sealed, as it were, unless they collaborate with local schools. This would require a combination of the schools'

various programmes – children from local schools might have additional classes on origami, karate, Japanese and other languages, etc.; also, common sports activities between schools could be arranged (soccer or hockey matches, etc.).

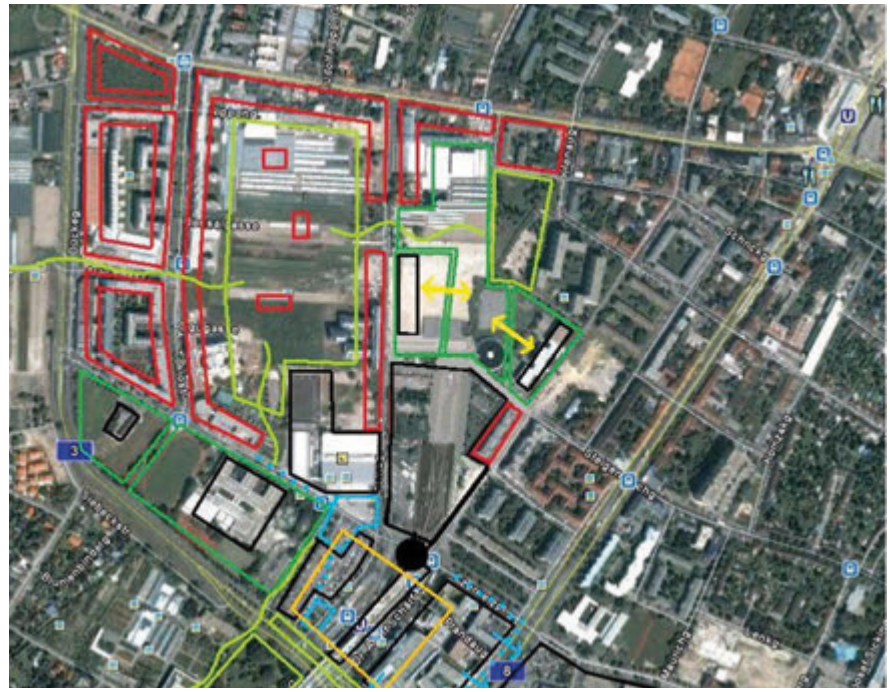
Sports

When locating the new school campus and its sports facilities, the possibility of more intensive schoolyard and playfield use should be considered. Given the location between the existing school in Anton-Sattler-Gasse and the new planned campus next to Attemsgasse, it would be advantageous if the sports facilities served the whole school complex at the same time. In that case, all use of the sports area would require close collaboration between schools and a properly calibrated time schedule.

Another possibility would be to consider the use of some of the facilities by members of the local community in the evenings and during weekends.

Tram depot

The object most negatively impacting any functional and spatial system for the area is the tram depot. It is a long, closed space that acts as a blind and not very aesthetic barrier; conversely, it does play an important role in serving the district's public transport network. Due to the development of the NDCK and its importance for shaping the surrounding public



MAP 1

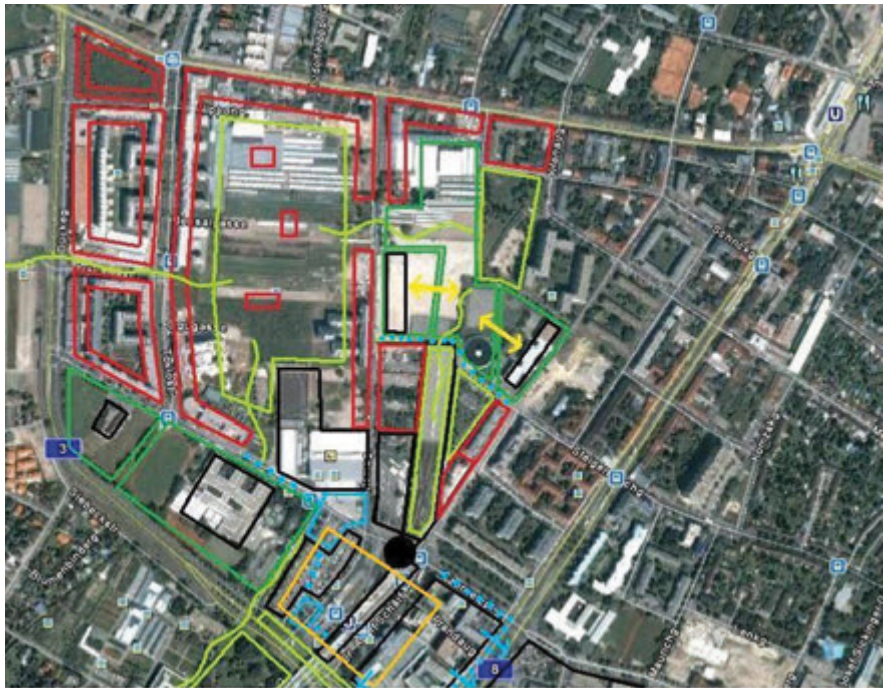
Legend

- Objects fulfilling local functions
- Objects fulfilling regional functions
- The area of the Kagran public transport node requires remodelling
- Green spaces, publicly accessible
- Green spaces, closed to the public
- Green corridors
- System of pedestrian squares
- Pedestrian routes
- Open-air activities along the mall façades
- Relation between schools and their sports facilities
- High-rise building

spaces, the easiest solution would be to remove the depot (Map 1). In that case, the centre area would gain a large additional open space that could be designated for high-quality regional mixed-use facilities. In its turn, this might enhance the importance of the 22nd municipal district for Vienna. Thus one might take advantage of the vicinity of Vienna International Centre and locate housing for expats in the area.

The second option (Map 2) is to include the tram depot in the new structures – in that case, the building's lack of windows is an asset. New buildings could fulfil both regional (black colour on maps) and local (red colour on maps) functions, so objects like shops, offices, flats, "boarding houses", an interactive museum for children or even a school could be situated there. The roof of the tram depot could be converted into a green space; cultural facilities for kids could be installed on top. It is advisable to locate functions of regional significance close to the square in front of the ice-hockey stadium. When adding to or converting the tram depot, it is very important to shape the walls in a way that transforms them into a façade of the square. For that reason, too, it might be a good idea to locate a high-rise building between the tram depot and the Underground station.

The new tower could help to form public spaces around the NDCK, function as a landmark and exploit the increased property value.



Scenario with recycled Underground depot

MAP 2

Legend

- Objects fulfilling local functions
- Objects fulfilling regional functions
- The area of the Kagran public transport node requires remodelling
- Green spaces, publicly accessible
- Green spaces, closed to the public
- Green corridors
- System of pedestrian squares
- Pedestrian routes
- Open-air activities along the mall façades
- Relation between schools and their sports facilities
- High-rise building

Report of Subgroup 3

Site 3 – **Axis New District Centre Kagran (NDCK/Dr. Adolf-Schärf-Platz) – Shopping mall, Lettenhaufen and Old Danube waterfront**

Reported by: Elsbeth van Hylckama Vlieg and Arun Jain

Problem statement
How to link Kagran Centre to the waterfront?
How to make Kagran Centre work better for the 22nd municipal district while maintaining its regional role?

The group concentrated on developing a vision for the functional and spatial connection between New Kagran Centre (NDCK) and Old Danube waterfront. Obviously, this connection extends farther, as it continues to the centre of Vienna and puts the attractiveness of Kagran Centre to the test.

The question is whether this connection could be made strong enough to become an urban axis, or whether it should just fill a transit role and remain relatively peripheral.

Aerial view of Site 3

Furthermore, the group tried, on the basis of limited information but with direct input of the national experts and their knowledge and understanding of the area, to analyse the development potential of the NDCK in relation to both Vienna as a whole and the other economic hubs in the vicinity, such as Bratislava and Brno.

The extent to which Kagran Centre can become attractive for the wider region will determine its ability to extend and develop critical mass as an economic or cultural centre. Building structure, accessibility and possibilities for planning with respect to the Old Danube waterfront are important conditions for making the envisaged connection with the NDCK work. The question the group addressed was whether there would be sufficient critical mass to develop this relation over the course of time.

In view of the spatially disaggregated structure of the area, its existing qualities as a residential area, the newly initiated dynamics of the NDCK development and the attractiveness of the shopping mall, the group also considered the possibilities of developing a sense of community and ownership by the citizens of the 22nd municipal district and the region in general.

Objectives
The main focus was to make the centre serve the needs of the 22nd municipal district better. To do so, a better balance between functions serving the 22nd municipal district and those serving the region is needed. The hierarchy, both internal and external, of the NDCK needs to be made clear. Secondly, the group set out to explore ways to recognise, define, strengthen and expand the existing cultural and com-

mercial resources of the 22nd municipal district, look at important connections and promote public-oriented mixed use so as to create better links with the key forms of use at the core of Kagran. It is essential to keep the NDCK within clear boundaries so that it can be managed and maintained. Finally, it is important to create as much synergy as possible by looking for shared uses and avoiding duplication.

Assumptions

The group worked on the basis of several assumptions and made a few explicit choices upfront. The first choice was to depart from the status quo and focus on ways to make these assumptions work; then to think of changes based on the existing conditions.

An explicit assumption was that all public space should be truly public and should have active and vibrant edges.

Of the five main economic centres surrounding Vienna, Kagran is a secondary one. It has no first-grade connection to the others except to the city centre of Vienna.

It was assumed that Vienna will continue to grow as it is currently expected to do, and that Kagran, although able to grow in proportion, will continue to be a regional centre and serve the 22nd municipal district.

The retail concentration is expected to remain viable as it is at the moment – i.e. as a shopping mall. With regard to accessibility and infrastructure conditions, the NDCK development will not add to traffic

congestion on the streets since the additional load will be absorbed by the second Underground line. The elimination of free parking will not reduce the number of visitors.

Plans for new district housing will add to the viability of Kagran Centre, and the existing parking locations will be able to accommodate these new developments.

Observations and suggestions
In view of the local and regional functions of the NDCK, the relation to the city centre is secondary to its success. Kagran should seek its growth potential inside its own area.
Whether an active relationship between the NDCK and the Old Danube waterfront will work out will depend on the possibilities for development along the riverside and connecting zones. Both are dependent on their practical value for economic, recreational or residential purposes; neither will arrive at sufficient critical mass. Opening up to the Danube is pointless because all waterfront plots are privately owned; there are no substantial vacant lots to accommodate new developments.

The strip between the bridges and the NDCK has no specific purpose or aesthetic value for locals, visitors or users. Dominated by motorways and the Underground line, it is a transit area lacking any explicit destination value.

Yet there is a hidden quality between Kagran Centre and the Danube waterfront. There is a diversity of neighbourhoods, informal functional spaces and old green, extensively built-up areas. Their value lies in the contrast with the large monofunctional central area solely composed of shopping facilities.
Both contain much unused potential for mixing and differentiation.

The main development strategy for the area should therefore consist of indications to enhance variety while using the uniqueness and exceptional visual and practical assets of the area.

This is not about major development plans but about tactical small-scale changes, for which strategic partnerships with local actors should be sought – on-site co-operation, exploitation of individual possibilities and requests of local landowners; the public side should stimulate private actors by communicating ideas and green policies.

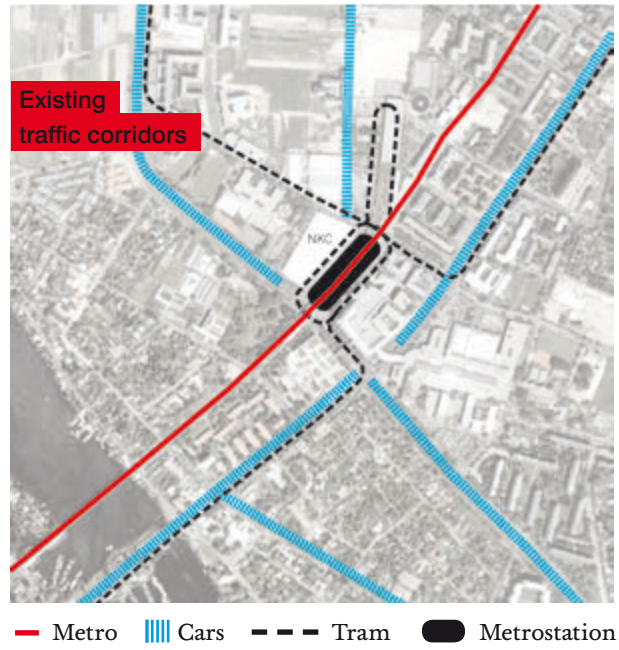
While planning for the NDCK, it might be worthwhile to envision a solely visual relationship between the NDCK and the city centre of Vienna by providing for gradually increasing density of high and higher buildings in the NDCK area, visible from the other side of the river, and putting the infrastructure acting as a visual barrier underground. In this way, the NDCK will be very visible, with the gaze from the city directed towards it, all underpinned by a mere 10-minute Underground ride and the attraction of extensive shopping. The barrier effect of the infrastructure thus overcome, this could tap new opportunities for an integrated approach to the residential area between NDCK and waterfront. However, this would certainly entail a large-scale, costly intervention.

Recommendations

Focus on the whole area of Kagran and its immediate surroundings and apply a network strategy. Treat improvement and management as equal and simultaneous challenges.

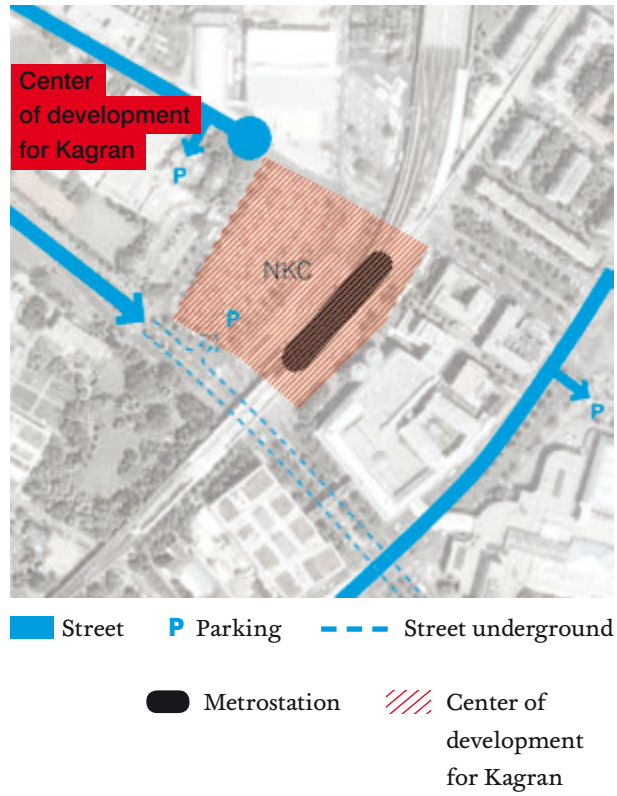
Work from the local level up to sub-centre level. Give public space the highest priority.

Having identified the main traffic corridors, the following functions might be considered to further support the NDCK:
- cultural centre
- library
- secondary education
- middle school
- science museum



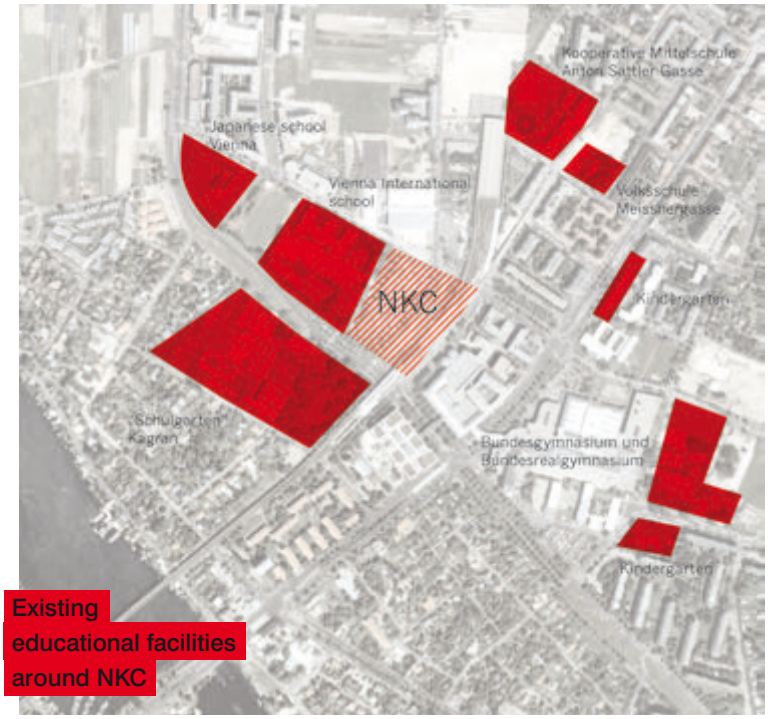
Relating the NDCK to the riverfront:
- Accept that there is no viable relation due to the fact that no public space will become available;
- there is also no need for a physical connection.
- Enhance the visual relationship by:
  - building up density towards the NDCK,
  - housing the transport axis underground.

Turn the public transport hub Kagran into the centre of development for Kagran.



Change the potential of the area by identifying the decisive points for identity:

- intercultural atmosphere,
- education,
- sports.



Educational facilities

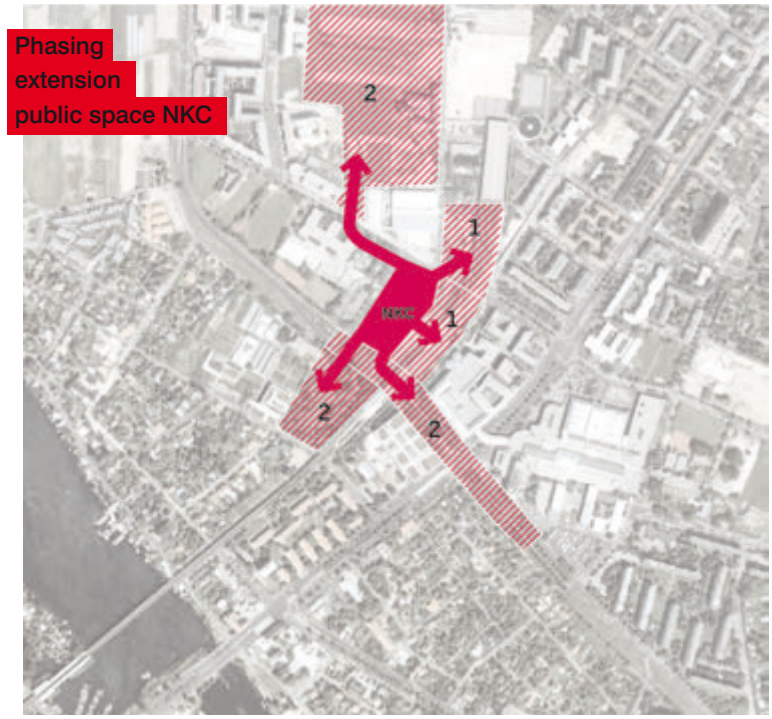
Center of development for Kagran

STARTING GAME:

- Make a master plan for the public realm with fixed and flexible components to serve as a
  - footprint for building activity and indicator for private development locations.
- Include conditions in the competition documents for the NDCK design.
- Develop a public policy on security: safe streets, safe process.
- Create a development strategy based on the above.
- Focus on development for the 22nd municipal district without compromising its regional role based on notions of territory, integrated improvement, planning, security and majority agreement.

MAIN GAME:

- Negotiate the involvement of private and public actors on the basis of the master plan:
  - sharing equity,
  - clear division of public and private,
  - identifying different levels of certainty in planning.
- Follow different phases of evolution:
  - sharing equity,
  - open space comes first,
  - elements around open space come second,
  - other components are then added,
  - followed by infrastructure investments.
- Monitor at any point in time.
- Organise an interactive process around planning and involve stakeholders and population:
  - the city government is the initiator,
  - involve existing investors and attract new ones,
  - explore the possibilities of chain integration.
- Horizontally: public parties, housing corporations, welfare institutions, building contractors.
- Vertically: initiatives, commissioning, designing, building, management:
  - organise partnerships and define a business improvement policy for the district,
  - consider special public tools such as special tax districts to pass on added value.
- Exercise active branding and communication in Vienna and its surroundings.
- Develop a theme for the area over time.



Public space NKC

Extension public space

1 Phase 1

2 Phase 2

PROCESS:

- From nothing to something: take it slowly.
- Focus on improving what exists before concentrating on growth.
- The population should provide more insight into the living culture to enhance attractive aspects.
- Define the development potential also in social terms.
- Organise life in Kagran to become more rewarding and create special focuses on Kagran in the city as a whole: festivals, championships, tournaments, theatre shows, exhibitions, urban debates, etc.
- Distinguish between short-term and long-term goals.
- Create a sequence of influential shifts: indicate key projects to that effect.
- Market and promote the district: communicate hope.

Report of Subgroup 4

Site 4 – **Overall assessment of the area**

Reported by: Birgit Hundstorfer and Volkmar Pamer

Observations
The context of the northern bank of the Danube

While the other subgroups observed, commented and reported on all aspects of the area in detail, Subgroup 4 was to focus on the valuable dimensions of the site. Even though it does not appear so at first glance, Kagran Centre has a lot of qualities and in fact several unique selling points within the city boundaries of Vienna.

Focusing on the strengths, its assets as per today are the following:

- It is the **largest marketplace** in Vienna: there is no other place in the city with so much retail space within a comparatively small area.
- There is a **quality of movement.** Only a few spots in Vienna have such dense variety of public transport lines, motorised individual traffic and vibrant pedestrian and bike traffic.
- The area around Kagran Centre has a huge **concentration of schools.**
- It has great **green potential,** e.g. the large semi-public areas in the surrounding residential quarters, private gardens and the area of the gardening school.
- The nearby greenhouse areas provide a **proximity to horticulture,** horticultural activities and future parks.
- The vicinity of the Old Danube entails **proximity to water.**
- Because of spatially and architecturally undefined spaces, a high **potential of appropriation** is possible.

Aerial view of Site 4

- There is chaos, and there is the potential of **quality in this chaos.**
- Kagran Centre is the **first gate** when entering Vienna from the north and the last gate when leaving the city in that direction.

Working from these **observations,** the group developed the following suggestions.

Suggestions

The points mentioned above are already a framework of options and future decisions that serves as the narrative – the context is the northern bank of the Danube.

Build identity on existing diversity.
Kagran Centre is a hub moving from being a regional hub towards being a hub AND a village centre. At the moment, these functions are not clearly visible even though they are there; they are blurred, so to speak. Because of this indistinctness, the centre lacks character or identity.

Nevertheless, it is a unique place and in its search for identity could focus on the manifold differences as a base for further development.

Given the existing diverse potential, large-scale interventions are not mandatory or necessary to create an identity of place. Small-scale and quick-step interventions seem a better and more appropriate approach to improve the situation.

Process design is crucial.
The development process needs to

- **co-ordinate:** the whole process has to have one address. There must be someone to structure, link, follow, help to facilitate and monitor the procedure. This should be an external consultant acting as co-ordinator, an independent but ambitious professional who is the main contact for everybody participating. He/she (or their office) is the central point where all comes together.
- **give a stake:** organise 100 stakeholders: it is necessary to involve the right stakeholders – at least the 100 most important ones, including e.g. municipal officials, school principals, shop owners, citizens, citizens' representatives, etc. This should be used to help create neighbourhood organisations.
- **participate:** involve the people. The more people participate, the more likely success will be. As a first step, a common overall vision for the place must be developed, and a profile worked out.
- **deliberate:** citizens' implementation labs or charrettes: with suitable promotion and marketing, people should be attracted and encouraged to participate in the development process. One step could be a Kagran citizens' implementation lab or charrette. In urban planning, the charrette is a technique for consulting stakeholders. It typically requires intense and possibly multi-day meetings, involving the abovementioned stakeholders or a representative cross-section of these. A successful charrette promotes joint ownership of solutions and attempts to defuse typical confrontational attitudes between residents and e.g. urban planners and/or developers. Residents who do participate have early input into the planning process. For planners, developers and municipal officials, charrettes contribute to community involvement, avoid bad blood and dissatisfaction, and probably prevent costly legal battles.
- **organise smaller labs:** based on the outcomes, every single zone of possible development (pedestrian and bike routes are crucial here) should be a target for smaller labs or workshops to build a coherent interlinking structure that is tailor-made for preferably most of the people affected.

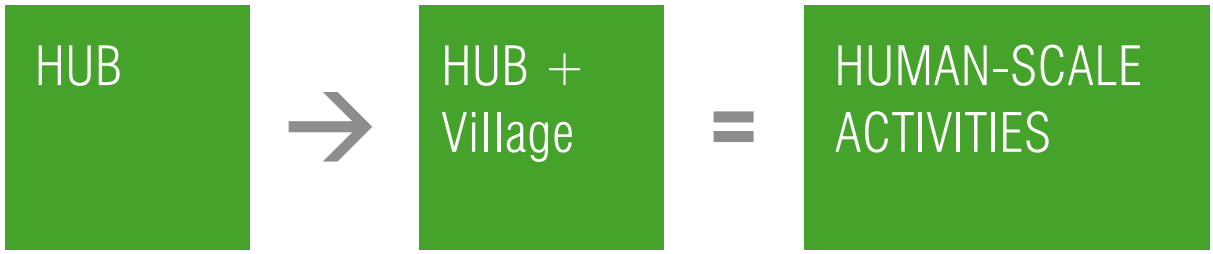
Recommendations

Apply an approach that is based on the creation of a village. This would mean that, despite the outcomes of future charrettes or similar events, some measures are considered essential.

- **Reducing traffic lanes:** this has no alternative and perhaps is the sole bigger intervention that has to be done at first. To deal with this huge gap in the area's structure and provide a better basis for improvement, traffic must be calmed by reducing the lanes of Wagramer Strasse to a maximum of four. There is no need for the present six-lane avenue and the regained space can be used for small-scale and mixed-use developments and for greening the area as a whole.
- **Walking and cycling:** according to the general structure of moving people and stable functions, a coherent system of walking and cycling paths has to be created, which necessarily requires erasing the boundaries to the residential areas.
  Urban design: every single path should be pleasant, safe, well-lit and visible. The goal lies in making every footpath and bikeway a "rewarding" one, both at night and day. It will take a lot of effort to design every single connection; this must be a major item on the agenda of workshops, etc. involving citizens.
- **Cabaret:** it does not seem appropriate to construct additional, huge iconic buildings, e.g. for big galleries and/or events, at the Schrödinger-platz site just to attract attention. It is dubious whether such buildings would draw a critical mass of people to prove cost-effective. Another question is who to attract.

There are already enough people forming a critical mass to support many different uses and functions, but there is a need for a wider range of complementary functions to be located in this area for making it a lively place. All of these should be at a smaller scale, e.g. a cabaret (why not move the Orpheum?), theatre, jazz clubs or similar. The north of Vienna is still a cultural desert; a well-considered development is necessary.

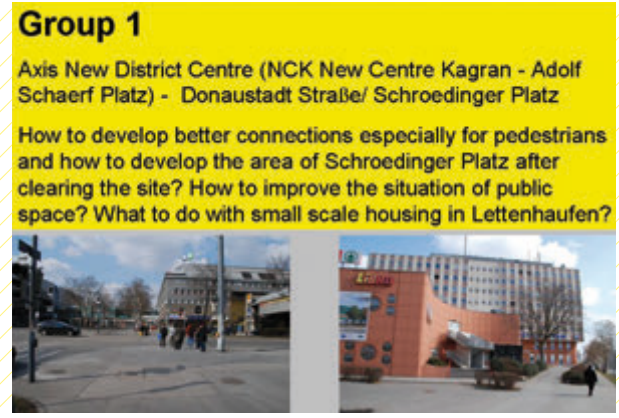
Résumé:
Kagran is a hub and will continue to be a hub. Small-scale interventions instead of large-scale changes are easier to implement. Decision-makers are easier to convince and in their turn can more easily convince stakeholders to opt for small-scale developments. In order to move ahead, especially in times of crises and cutbacks in public spending, a step-by-step approach is more feasible and can contribute to making the Kagran hub a better place as long as every step is well co-ordinated and part of an overall, well-designed strategy.



05.
SUMMARY
OF FINDINGS

Supporting principles are:

1. Calming of Wagramer Strasse (fewer car lanes, more space for pedestrians).
2. Calming of Donaustadtstrasse (fewer car lanes, more space for pedestrians).
3. Restructuring of intersection Wagramer Strasse/ Donaustadtstrasse.



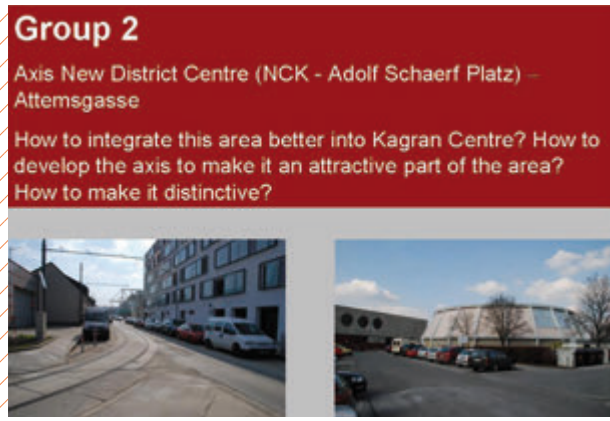
Introduction
For a quick impression of the results of the Kagran Implementation Lab, this chapter summarises the recommendations for the four sites under study.

Site 1 – Axis New District Centre Kagran – Donaustradtstrasse/Schrödingerplatz
The current public spaces of Kagran Centre indicate the necessity of a good pedestrian connection between Underground station and Schrödingerplatz to avoid that the area east of Wagramer Strasse will be isolated.

These necessary improvements concern the connection of the Kagran Underground station and the housing areas east of the Donauzentrum shopping mall via Siebeckstrasse (cinema), Donaustadtstrasse and Schrödingerplatz. The public squares are in need of redesign, with a focus on pedestrian use.

What is sorely lacking is any form of activity outside the opening hours of the shops (evenings and Sundays) as well as cultural functions, cafés, bars and restaurants.

4. Restructuring of “cinema street” (Siebeckstrasse), more space for pedestrians on the side of the shopping mall.
5. Restructuring of Schrödingerplatz area by introducing mixed-use urban density, creating a central urban square with a new urban function and visual connections to Wagramer Strasse.
6. Introducing a tall landmark at the corner of Wagramer Strasse and the new visual connection to Schrödingerplatz.
7. Developing Wagramer Strasse between the mall and Kagraner Platz by planting trees in Wagramer Strasse and encouraging the development of shops along that street
8. Redesigning the narrow alley behind the mall (Lampaweg).
9. Keeping Lettenhaufen as a green, inhabited recreation area, thus emphasising the contrast in identity between urbanity and green zone along both sides of Donaustadtstrasse.
10. Implementing a green leisure function next to the cinema and opening up the school garden and the area below the Underground tracks (eliminate parking facilities).



Site 2 – Axis New District Centre Kagran – Attemsgasse

The real heart of the district, responsible for the spatial and functional integration of Kagran Centre/ NDCK, Attemsgasse and other residential quarters, is not the axis of Attemsgasse, but the transportation node where the Kagran Underground station, buses and tram stops converge. This is the place that concentrates all human movement in the area, both at the regional and local scale. Therefore the node demands remodelling to permit the creation of an architecturally attractive and pedestrian-friendly multifunctional space that combines the NDCK, Kagran Underground station and shopping mall into one functionally and spatially coherent whole. Instead of one large traditional square, one might consider a system proposing a hierarchy of public spaces, e.g. public spaces for pedestrians only, public spaces defined as semi-pedestrian (allowing for city traffic, i.e. buses and trams) and public spaces where cars are allowed also. The new planned square in front of the ice-hockey stadium must be included in this system. Thus it is recommended to close the square to car traffic and convert it into semi-pedestrian space. The pedestrian-friendly character of the site might be enhanced by reducing the number of lanes on Siebeckstrasse and creating a green corridor along the new public space at the core of Kagran. Any re-organisation of the traffic system certainly requires a detailed transport study.

The neighbourhood of Attemsgasse should remain a locally oriented, residential area. It seems reasonable to continue perimeter development along Attemsgasse and Tokyostrasse, also allowing for access to the inner courts of blocks. This solution permits emphasising the street's façades, introducing currently lacking local services at ground-floor level (e.g. groceries, newsagents, shops, cafés, bars, etc.) and moreover creating car-free zones inside the block. The inside of the block could be (as planned now) converted into a park (Kirschblütenpark). Due to the big size of the future park, it makes sense to consider some pavilions within its borders, such as a club for elderly people, a teahouse, a children's playground, a beer garden, etc.

The Attemsgasse quarter should have its own identity to distinguish it from other quarters of the 22nd municipal district. For that purpose, the idea of a "Japanese thread" (the twinning of Donaustadt with several Japanese districts, the Japanese school, the names of streets and the new planned Kirschblütenpark/Cherry Blossom Park, which could be designed in Japanese style) might be used.

The numerous schools located on the site might help to integrate the local community. Activities of schools attended by local children usually involve parents, which creates a "communication platform" also between adults. The international school and Japanese school will remain hermetically sealed, as it were, unless they collaborate with local schools. This would require joint programmes of the various schools – children from local schools might have additional classes on origami, karate, Japanese and other languages, etc.; common sports activities between schools could also be arranged (soccer or hockey matches, etc.).

When locating the new school campus and its sports facilities, the possibility of more intensive schoolyard and playfield use should be considered. Given the location between the existing school in Anton-Sattler-Gasse and the new planned campus next to Attemsgasse, it would be advantageous if the sports facilities served the whole school complex at the same time. In that case, all use of the sports area would require close collaboration between schools and a properly calibrated time schedule. Another possibility would be to consider the use of some of the facilities by members of the local community in the evenings and during weekends.

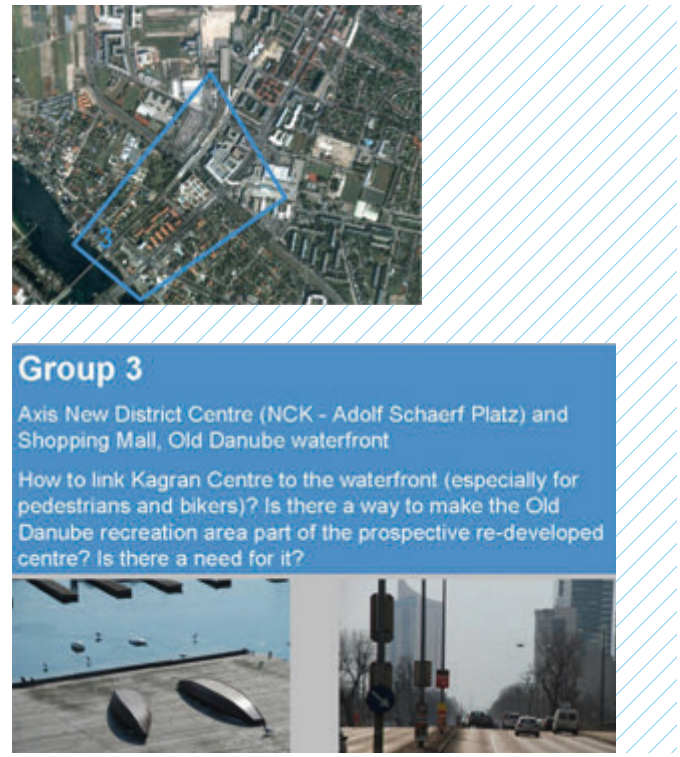
The object most negatively impacting any functional and spatial system for the area is the tram depot. It is a long, closed space that acts as a blind and not very aesthetic barrier; conversely, it does play an important role in serving the district's public transport network. Due to the development of the NDCK and its importance for shaping the surrounding public spaces, the easiest solution would be to remove the depot. In that case, the centre area would gain a large additional open space that could be designated for high-quality regional mixed-use facilities. Thus one might take advantage of the vicinity of Vienna International Centre and locate housing for expats in the area.

The second option is to include the tram depot in the new structures. New buildings could fulfil both regional and local functions, so objects like shops, offices, flats, "boarding houses", an interactive museum for children or even a school could be situated there. The roof of the tram depot could be converted into a green space; cultural facilities for kids could be installed on top. It is advisable to locate functions of regional significance close to the square in front of the ice-hockey stadium. When adding to or converting the tram depot, it is very important to shape the walls in a way that transforms them into a pleasant façade of the square.

Site 3 – Axis New District Centre Kagran – Old Danube waterfront

Subgroup 3 suggested focusing on the whole area of Kagran and its immediate surroundings, applying a network strategy and treating improvement and management as equal and simultaneous challenges. Other suggestions were to work from the local level up to sub-centre level and give public space the highest and leading priority.

Having identified the main traffic corridors, the following functions could be considered to further support the New District Centre Kagran: cultural centre, library, secondary education, middle school, science museum.



Regarding the relation of the NDCK to the riverfront, it should be accepted that there is no viable relation since no public space will become available; there is also no need for a physical connection.

Further suggestions: enhance the visual relationship by building up density towards NDCK and housing the transport axis underground.

Turn the public transport hub Kagran into the centre of development for Kagran. Change the potential of the area by identifying the decisive points for identity: intercultural atmosphere, (international) education and sports.

STARTING GAME:

- Make a master plan for the public realm with fixed and flexible components to serve for
- building activity and as an indicator for private development locations.
- Include conditions in the current competition documents for the NDCK design.
- Develop a public policy on security: safe streets, safe process.
- Create a development strategy based on the above.
- Focus on development for the 22nd municipal district without compromising its regional role based on notions of territory, integrated improvement, planning and security.

MAIN GAME:

Negotiate the involvement of private and public actors on the basis of the master plan:

  - sharing equity,
  - clear division of public and private,
  - identifying different levels of certainty in planning.

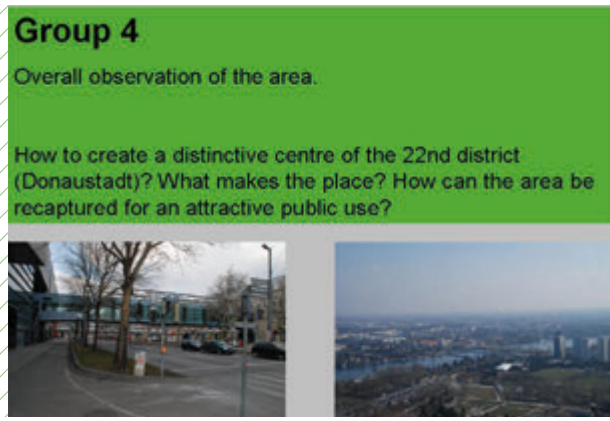
Follow different phases of evolution:

  - open space comes first,
  - elements around open space come second,
  - other components are then added,
  - followed by infrastructure investments.

- Monitor developments at any point in time.
- Organise an iterative process around planning and involve stakeholders and population:
  - the city government is the initiator,
  - involve existing investors and attract new ones,
  - explore the possibilities of chain integration.
- Horizontally: public parties, housing corporations, welfare institutions, building contractors.
- Vertically: initiatives, commissioning, designing, building, management:
  - organise partnerships and define a business improvement policy for the district,
  - consider special public tools such as special tax districts to pass on added value.
- Develop a theme for the area over time.
- Exercise active branding and communication in Vienna and its surroundings.

PROCESS:

- From nothing to something: take it slowly.
- Focus on improving what exists before concentrating on growth.
- The population should provide more insight into the living culture to enhance attractive aspects.
- Define the development potential also in social terms.
- Organise life in Kagran to become more rewarding and create special focuses on Kagran in the city as a whole: festivals, championships, tournaments, theatre shows, exhibitions, urban debates.
- Distinguish between short-term and long-term goals.
- Create a sequence of influential shifts: indicate key projects to that effect.
- Market and promote the district: communicate hope.



Site 4 – Overall assessment of the area

The focus should be on the valuable dimensions of Kagran. Even though it does not appear so at first glance, Kagran Centre has a lot of qualities and in fact several unique selling points within the city boundaries of Vienna. Kagran should be viewed as a village, entailing an approach that boosts the village character of the district. This would make some measures essential.

- **Reducing the number of traffic lanes:** this has no alternative and perhaps is the sole bigger intervention that has to be done at first. To deal with this huge open space in the area's structure that makes people feel lost and vulnerable, traffic must be calmed by reducing the lanes of Wagramer Strasse to a maximum of four. There is no need for the present six-lane avenue and the regained space can be used for small-scale and mixed-use developments and for greening the area as a whole.
- **Walking and cycling:** according to the general structure of moving people and stable functions, a coherent system of walking and cycling paths has to be created, which necessarily requires erasing the fences sealing off the residential areas.
- **Urban design:** every single path should be pleasant, safe, well-lit and visible. The goal lies in making every footpath and bikeway a "rewarding" one, both at night and day. It will take a lot of effort to design every single connection; this must be a major item on the agenda of workshops, etc. involving citizens.
- **Cabaret:** it does not seem appropriate to construct additional, huge iconic buildings, e.g. for big galleries and/or events, at the Schrödingerplatz site just to attract attention. It is dubious whether such buildings would draw a critical mass of people to prove cost-effective. Another question is who to attract. There are already enough people forming a critical mass to support many different uses and functions, but there is a need for a wider range of complementary functions to be located in this area for making it a lively place. All of these should be at a smaller scale, e.g. a cabaret (why not move the Orpheum?), theatre, jazz clubs or similar. The north of Vienna is still a cultural desert; a well-considered development is necessary.

Résumé: Kagran is a hub and will continue to be a hub. Small-scale interventions instead of large-scale changes are easier to implement. Decision-makers are easier to convince and in their turn can more easily convince stakeholders to opt for small-scale developments rather than costly big-scale, high-risk interventions. In order to move ahead, especially in times of crises and cutbacks in public spending, a step-by-step approach is more feasible and can contribute to making the Kagran hub a better place as long as every step is well co-ordinated and part of an overall, well-designed scheme.

Comment

After having studied the dossier and inspected the area of Kagran on-site during the visit, all four

subgroups endorsed the legitimacy of the issues raised and recognised the problems and questions deriving from them.

Kagran suffers from fragmented developments that have taken place in the past. Projects were seen as standalone ventures with little consideration of their context. The resulting heterogeneous picture of Kagran is that of a poorly connected ensemble of ambitions that obstruct each other, thus preventing the evolution of the area into a well-balanced and distinct sub-centre of Vienna. Adding another ambitious project such as the high-rise of the New District Centre Kagran without embedding it in a vision for Kagran as a whole will only contribute to an unreadable, confusing urban space.

All the basic ingredients to be an important sub-centre of Vienna are in place, from the offices of the district administration, a well-dimensioned shopping mall and schools to the ice-hockey stadium, all easy to reach by Underground, bus, tram and car. Yet the area offers no motivation to stay or linger for any but strictly functional reasons. All four subgroups observed the same nondescript character of spatial quality, thrown into sharp relief by a lack of identity of place and human scale.

There is also significant consensus on suggestions for improvement, which the four subgroups came up with independently of each other.

There were a limited number of recommendations that can be considered larger-scale interventions, such as the removal of the tram depot and the suggestion to downgrade the four- to six-lane avenues of Wagramer Strasse and Donaustadtstrasse into two-lane avenues for car traffic. All four groups stressed the importance and effectiveness of small-scale measures like the redevelopment and pleasant landscaping of public space, thus allowing for rewarding routes for pedestrians and cyclists. This would be the sort of comparatively low-cost interventions distinguished by being relatively easy to implement regarding both costs and time while offering good effectiveness in generating better quality of space.

Small-scale interventions were recommended to complete the urban village that the neighbourhood of Attemsgasse already is, with shops like a bakery, café or beer garden or other facilities like pavilions in the to-be-created park, which could contribute to community development in these areas.

A remarkable discovery was the high density of schools located in this area, to which a secondary school campus will be added in the near future. All IL participants agreed that this is an important component of the area's identity that should not be ignored in the promotion and marketing of Kagran.

The major intervention scheduled to take place is the high-rise building (NCDK). Because of its landmark character and position close to the Underground station, it will become the centre of the district, which implies that walkable connections from Dr. Adolf-Schärf-Platz to all other functions in the district, such as the shopping mall or schools, are to be considered as crucial factors for positive branding and placemaking. If the high-rise becomes associated with this quality of space, combining this appeal with intercultural atmosphere, (international) education and sports, it is bound to signal a permanent positive image of its identity to the regions it wants to draw its visitors from, and not only as a transport interchange hub from car to bike or from car to public transport and vice versa, but also as a place to be after offices and shops have closed for the day. This calls for cultural functions like (avant-garde) theatres and jazz clubs that create reasons to be in the centre of Kagran instead of the city centre of Vienna.

All four subgroups arrived at this general direction of recommendations independently of each other. This carries some weight, given the diverse characteristics of the participants in the four subgroups in terms of nationality, culture, discipline and age.

IMPLEMENTATION LAB
NEUES ZENTRUM KAGRAN

Plan 2: Luftbild, regionale Darstellung

Plan 3: Luftbild, lokale Darstellung

Nördlich der Donau gelegen, ist Wiens 22. Gemeindebezirk Donaustadt eines der dynamischsten Gebiete der Stadt. Kagran ist der zentrale Teil des Bezirks und vereint in sich die meisten Kernfunktionen, z. B. Bezirksamt, Bücherei, Volkshochschule usw. ebenso wie ein sehr großes Einkaufszentrum – das größte seiner Art in Wien –, ein Eishockeystadion (Heimstätte der Vienna Capitals) sowie zahlreiche lokale, regionale und internationale Schulen. Das Gebiet ist mit öffentlichen Verkehrsmitteln wie der U-Bahn-Linie U1 (hier oberirdisch geführt) sowie mehreren Straßenbahn- und Buslinien sehr gut erschlossen und darüber hinaus als Schnittpunkt mehrerer Hauptstraßen auch ein Knotenpunkt für den Kfz-Verkehr. Insgesamt präsentiert sich das Gebiet als heterogen, wenig strukturiert und unattraktiv.

In naher Zukunft werden einige tiefgreifende Veränderungen das Stadtgefüge in diesem Gebiet nachhaltig beeinflussen. An der derzeitigen U-Bahn-Station wird ein neues Bezirkszentrum errichtet werden; die Gebäude sollen das Bezirksamt, die Volkshochschule und Bücherei sowie Geschäfte, ein Hotel, Wohnungen und Büros beherbergen. Davor wird sich ein neuer zentraler Platz erstrecken.

Drei weitere Entwicklungsgebiete befinden sich in der Nähe: Donaufeld (hauptsächlich Wohnnutzung), Brachmühle (Mischnutzung) und etwas weiter weg aspern Seestadt (Mischnutzung). Die Hochhäuser der Donau City und UNO-City, welche diesen zentralen Bezirksbereich gleichfalls beeinflussen, liegen in Sichtweite.

Plan 1: Gebiet der Fallstudie,
Lage innerhalb der Stadtgrenzen

Plan 4: Fakten

Plan 5: Fakten,
Umfeld des Bezirkszentrums Kagran

Problemdarstellung

Nachfolgende allgemeine Fragen ergeben sich im Zusammenhang mit der erwarteten dynamischen Entwicklung dieses Gebiets:

1. Wie sollte Stadtentwicklung im Projektgebiet aussehen, und welche Nutzungen sollte sie verfolgen? Die mit Buchstaben bezeichneten Bereiche entsprechen den farblich gekennzeichneten Zonen auf Plan 4: Fakten.
   - SP – Schrödingerplatz. Nach Abtragung des alten Bezirksamts könnte dieser Bereich verschiedenste Nutzungen aufnehmen, z. B. Museen, Galerien, Wohnungen usw.
   - LH – Lettenhaufen. Vorwiegend Wohngebiet mit Umgestaltungspotenzial entlang seiner Ränder. Aufgrund der bestehenden Pachtverträge wird eine Veränderung nur allmählich erfolgen; daher sind eine konstruktive Strategie und Prozessgestaltung erforderlich.
   - BS – Gelände der ehemaligen Berufsschule. Dieser nahe, einer der Hauptstraßen gelegene Bereich ist nicht nur wegen der Nähe zum Zentrum Kagran, sondern auch als visuelles Bindeglied bedeutsam; Dichte versus negativer Auswirkung auf Sichtachsen.
   - RWL – Bereich der Remise der Wiener Linien. Da diese in der Nähe des zukünftigen neuen Bezirkszentrums liegt, stellt sich die Frage, wie mit den entsprechenden Konfigurationen und Verbindungen zu verfahren ist.
2. Die Kernfrage betrifft die Verknüpfung der einzelnen Bereiche unter besonderer Berücksichtigung der bestehenden Hauptstraßen und des Einkaufszentrums, welches sowohl eine wichtige Rolle wahrnimmt als auch als städtebauliches Hindernis das gesamte städtische Gefüge im Zentrum Kagran, beeinträchtigt.
3. Wie kann öffentlicher Raum zurückgewonnen werden?
4. Sind großflächige oder kleinteilige Eingriffe erforderlich?
5. Wie können alle Entwicklungen umgesetzt werden? Wie ist dieser Prozess zu gestalten (z. B. für ein neues Museum auf dem Schrödingerplatz)?

DIE VIER PROJEKTGEBIETE

Gebiet 1
Achse Neues Bezirkszentrum Kagran (NBZK/Dr.-Adolf-Schärf-Platz) – Donaustadtstraße/Schrödingerplatz

Wie können bessere Verbindungen insbesondere für FußgängerInnen geschaffen werden? Wie ist das Gebiet um den Schrödingerplatz nach Abriss des Bestands zu entwickeln? Wie kann die Situation des öffentlichen Raums verbessert werden? Wie ist mit der Einfamilienhausnutzung auf dem Lettenhaufen zu verfahren?

Gebiet 2
Achse Neues Bezirkszentrum Kagran (NBZK/Dr.-Adolf-Schärf-Platz) – Attemsgasse

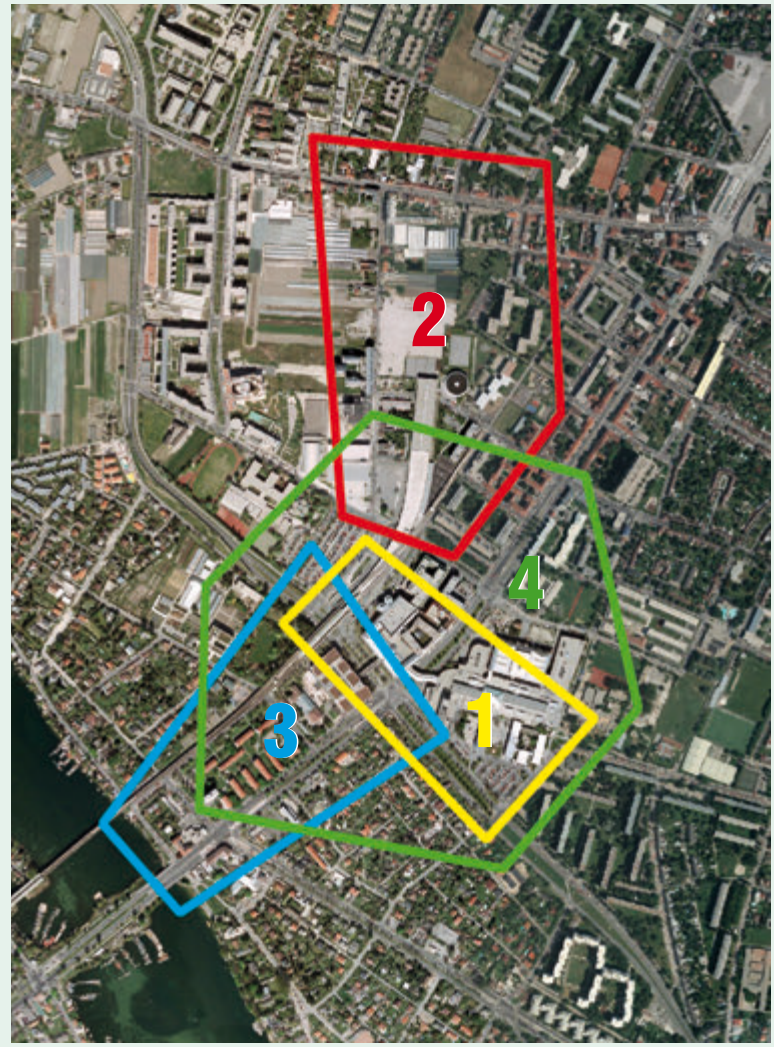
Wie kann dieser Bereich besser in das Zentrum Kagran integriert werden? Wie ist diese Achse zu einem attraktiven Teil des Bezirks mit Eigencharakter zu entwickeln?

Gebiet 3
Achse Neues Bezirkszentrum Kagran (NBZK/Dr.-Adolf-Schärf-Platz), Einkaufszentrum und Uferzone der Alten Donau

Wie kann das Zentrum Kagran insbesondere für FußgängerInnen und RadfahrerInnen an die Uferzone angedockt werden? Kann das Erholungsgebiet Alte Donau Teil des neu gestalteten Zentrums werden und ist dies überhaupt erforderlich?

Gebiet 4
Allgemeine Einschätzung des Gebiets

Wie kann ein eigenständiges Zentrum für den 22. Gemeindebezirk Donaustadt geschaffen werden? Was macht diesen Ort aus? Wie kann attraktiver öffentlicher Raum in diesem Gebiet verankert werden?



Plan 6: Die vier Projektgebiete

Allgemeiner Vorschlag für zukünftige Entwicklungen auf dem Gelände des Neuen Bezirkszentrums Kagran. Der Architekturwettbewerb wird Ende 2010 juriert werden.
> www.neueszentrumkagran.at

ZUSAMMENFASSUNG DER ERGEBNISSE

Einleitung

Als kurze Übersicht der Ergebnisse des Kagran Implementation Lab fasst dieses Kapitel die Empfehlungen für die vier untersuchten Projektgebiete zusammen.

Gebiet 1 – Achse Neues Bezirkszentrum Kagran – Donaustadtstraße/ Schrödingerplatz

Der derzeitige Zustand des öffentlichen Raums in und um das Zentrum Kagran zeigt klar, dass eine gute fußläufige Verbindung zwischen U-Bahn-Station und Schrödingerplatz erforderlich ist, um eine Isolierung des Gebiets östlich der Wagramer Straße zu vermeiden.
Diese notwendigen Verbesserungen betreffen die Verbindung zwischen der U-Bahn-Station Kagran mit dem neuen Bezirkszentrum und den Wohngebieten östlich des Einkaufszentrums über Siebeckstraße (Kino) bzw. Donaustadtstraße und Schrödingerplatz. Die öffentlichen Räume bedürfen einer Neugestaltung mit Bevorrangung des fußläufigen Verkehrs.

Sehr negativ wird das Fehlen jeglicher Aktivität nach Geschäftsschluss (abends und sonntags) sowie von kulturellen Einrichtungen und Gastronomie empfunden.

Notwendige Maßnahmen:

1. Verkehrsberuhigung der Wagramer Straße (weniger Fahrstreifen, mehr Platz für FußgängerInnen).
2. Verkehrsberuhigung der Donaustadtstraße (weniger Fahrstreifen, mehr Platz für FußgängerInnen).
3. Umgestaltung der Kreuzung Wagramer Straße/Donaustadtstraße.
4. Umgestaltung der Siebeckstraße, mehr Platz für FußgängerInnen auf der Seite des Einkaufszentrums (Kino).
5. Umgestaltung des Schrödingerplatzes durch städtische Verdichtung mit Nutzungsmix, Schaffung eines zentralen Stadtplatzes mit neuer urbaner Funktion und Sichtbeziehungen zur Wagramer Straße.
6. Schaffung eines prominenten Zeichens an der Ecke von Wagramer Straße und der neuen Sichtbeziehung zum Schrödingerplatz.
7. Neugestaltung der Wagramer Straße zwischen Einkaufszentrum und Kagraner Platz durch Baumpflanzung und Ansiedlung von Geschäften entlang der Straße.
8. Umgestaltung der schmalen Gasse hinter dem Einkaufszentrum (Lampaweg).
9. Erhaltung des Lettenhaufens als grüne bewohnte Erholungszone, wodurch die Identitätsdifferenz zwischen städtischer Dichte und Grünraum beiderseits der Donaustadtstraße betont wird.
10. Mischnutzungen (grün, Freizeit) neben dem Kino und Öffnung des Schulgartens der Gartenbauschule Kagran und der Zone unter den U-Bahn-Gleisen (Auflassung des Parkplatzes).

Gebiet 2 – Achse Neues Bezirkszentrum Kagran – Attemsgasse (und Umgebung)

Das wahre und für die räumliche und funktionelle Gliederung von Zentrum Kagran/NBZK, Attemsgasse und den anderen Wohngebieten verantwortliche Herz des Bezirks ist nicht die Achse Attemsgasse, sondern der Verkehrsknotenpunkt von U-Bahn, Bus- und Straßenbahnlinien. Hier konzentrieren sich alle Wege in diesem Gebiet auf regionaler und lokaler Ebene. Daher muss der Knotenpunkt umgestaltet werden, um einen architektonisch attraktiven und fußgängerfreundlichen multifunktionalen Raum zu schaffen, der NBZK, U-Bahn-Station und Einkaufszentrum in eine funktionell und räumlich einheitliche Form gießt. Statt eines großen Platzes im herkömmlichen Sinn könnte eine Hierarchie öffentlicher Räume angedacht werden, z. B. öffentliche Räume nur für FußgängerInnen, öffentliche Räume für fußläufigen und öffentlichen Verkehr sowie auch dem motorisierten Individualverkehr zugängliche öffentliche Räume. Der geplante neue Platz vor der Eishalle ist in dieses System einzubeziehen.

Es wird daher empfohlen, den Platz für den Autoverkehr zu sperren und nur für FußgängerInnen und den öffentlichen Verkehr zugänglich zu machen. Der fußgängerfreundliche Charakter dieses Bereichs könnte durch eine Reduktion der Fahrstreifen auf der Siebeckstraße und die Schaffung eines Grünzugs entlang dem neuen öffentlichen Raum im Herzen Kagrans betont werden.

Jede Neuorganisation des Verkehrssystems erfordert definitiv eine detaillierte Verkehrsstudie.

Der Bereich der **Attemsgasse** sollte ein Wohngebiet mit *lokaler Ausrichtung* bleiben. Sinnvoll erscheint eine weitere Blockrandbebauung entlang der Attemsgasse und Tokiostraße mit freiem Zugang zu den Innenhöfen. Durch diese Lösung werden die Fassaden der Attemsgasse betont, können derzeit noch fehlende Dienstleister in den *Erdgeschoßzonen* untergebracht werden (z. B. Lebensmittel- und andere Geschäfte, Trafiken, Gastronomie usw.) und werden in den Innenhöfen autofreie Bereiche geschaffen. Das Blockinnere könnte, wie derzeit geplant, als Park gestaltet werden *(Kirschblütenpark)*. Aufgrund der Größe des zukünftigen Parks erscheint die Aufstellung von Pavillons im Park sinnvoll, etwa ein Seniorenclub, Teehaus, Kinderspielplatz, Biergarten usw.

Das Viertel um die Attemsgasse sollte eine eigene Identität erhalten, um es von anderen Vierteln im 22. Bezirk zu unterscheiden. Dafür würde sich ein Bezug zu Japan gut eignen (Städtepartnerschaften von Donaustadt mit Bezirken mehrerer japanischer Städte, japanische Schule und Straßennamen sowie geplanter Kirschblütenpark, der gleichfalls im japanischen Stil angelegt werden könnte).

Die zahlreichen in diesem Gebiet *angesiedelten Schulen* könnten einen Beitrag

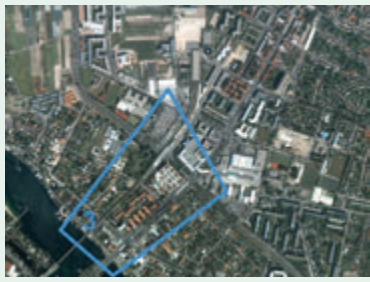
zur Schaffung einer einheitlicheren lokalen Identität leisten. Von den Schulen veranstaltete Aktivitäten für Kinder beziehen meist auch deren Eltern ein, wodurch eine *„Kommunikationsplattform“* für Erwachsene entsteht. So lange sie nicht mit lokalen Schulen zusammenarbeiten, bleiben die International School und die japanische Schule weiterhin vom Bezirk abgeschottet. Für eine solche Kooperation wären gemeinsame Veranstaltungsprogramme erforderlich – Kinder aus anderen Schulen im Bezirk könnten etwa an Kursen für Origami, Karate, Japanisch und andere Sprachen usw. teilnehmen; auch könnten gemeinsame Sportveranstaltungen der Schulen (Fußball- oder Hockeymatches usw.) organisiert werden.

Bei der Verortung des neuen Schulcampus und seiner Sporteinrichtungen wäre zu erwägen, ob Schulhöfe und Spielfelder nicht intensiver genützt werden sollten. Aufgrund der Lage zwischen der bestehenden Schule in der Anton-Sattler-Gasse und dem geplanten Campus nahe der Attemsgasse scheint eine Nutzung der Sporteinrichtungen durch alle Schulen des Gebiets sinnvoll. Dies würde eine enge Zusammenarbeit zwischen den Schulen sowie einen gut abgestimmten Zeitplan für die Nutzung erforderlich machen. Es wäre auch möglich, eventuell einige der Sporteinrichtungen abends und während der Wochenenden für die lokale Bevölkerung zugänglich zu machen.

Die stärkste Beeinträchtigung des funktionellen und räumlichen Systems überhaupt ergibt sich aufgrund der **Straßenbahnremise.** Dabei handelt es sich um ein langgezogenes, geschlossenes Bauwerk, das als sperriges, wenig ansprechendes Hindernis wirkt; allerdings ist die Remise für das öffentliche Verkehrsnetz im Gebiet von großer Bedeutung. Aufgrund der Errichtung des NBZK und seines zu erwartenden Einflusses auf die umgebenden öffentlichen Räume wäre es am einfachsten, die Remise zu schließen, da dadurch ein großer Freiraum in der Mitte des Projektgebiets entstünde, der für qualitativ hochwertige regionale Mischnutzungen ausgewiesen werden könnte. So könnte etwa die Nähe der UNO-City genützt werden, indem Wohnungen für ausländische Arbeitskräfte z. B. der Vereinten Nationen hier angesiedelt würden.

Die zweite Option besteht darin, die Remise in die Neubauten einzubeziehen. Da diese Neubauten sowohl regionale als auch lokale Funktionen entfalten könnten, wäre es möglich, etwa Geschäfte, Büros, Wohnungen, Schüler- oder Studentenheime, ein interaktives Kindermuseum oder auch eine Schule hier anzusiedeln. Das Dach der Remise könnte begrünt und Kultureinrichtungen für Kinder könnten hier untergebracht werden. Es wäre ratsam, Funktionen von regionaler Tragweite nahe dem Vorplatz der Eishalle zu platzieren. Bei Umbau oder Umgestaltung der Remise sollen platzseitig ansprechende Fassaden gestaltet werden.

Gebiet 3 – Achse Neues Bezirkszentrum – Einkaufszentrum und Uferzone der Alten Donau



Die Arbeitsgruppe 3 schlug eine Konzentration auf ganz Kagran und die unmittelbare Umgebung vor. Vernetzung sei hier anzustreben; Aufwertung und laufende Gestaltung sollten als gleichwertige und gleichzeitige Herausforderungen betrachtet werden. Auch wurde ein Ansatz von der lokalen hin zur subzentralen Ebene sowie die absolute Bevorrangung des öffentlichen Raums vorgeschlagen. Nach Feststellung der wichtigsten Verkehrskorridore könnten folgende Funktionen zur weiteren Unterstützung des neuen Bezirkszentrums Kagran angedacht werden: Kulturzentrum, Bücherei, Erwachsenenbildung, Mittelschule, Wissenschaftsmuseum.

Betreffend eines Bezugs zwischen NBZK und Uferbereich ist zu akzeptieren, dass es hier keine wesentlichen Engriffsmöglichkeiten gibt, da in absehbarer Zukunft keine öffentlichen Bereiche frei werden; es besteht auch keine Notwendigkeit für eine physische Verbindung. Eine Aufwertung könnte durch die Stärkung der Sichtbeziehung durch höhere Dichte zum NBZK hin und Umbau der Siebeckstraße als Unterführung erfolgen.

Der Verkehrsknotenpunkt Kagran könnte das Zentrum für die Entwicklung Kagrans werden. Das Potenzial des Gebiets kann durch die Festlegung wesentlicher identitätsstiftender Ziele verändert werden: interkulturelle Atmosphäre, (internationale) Bildungseinrichtungen und Sport.

Aufgaben in der Anfangsphase:
Erstellung eines Masterplans mit fixen und flexiblen Bestandteilen
- Motor und Indikator zur Verortung privat finanzierter Bauprojekte.
- Aufnahme der Bedingungen in die laufenden Wettbewerbsunterlagen für die Gestaltung des NBZK.
- Formulierung einer Sicherheitspolitik für den öffentlichen Raum – sichere Straßen, sicherer Prozess.
- Formulierung einer auf die obenstehenden Punkte gründenden Entwicklungsstrategie.
- Schwerpunkt auf die Entwicklung des 22. Bezirks ohne Beeinträchtigung seiner regionalen, auf Begriffen wie Einzugsgebiet, integrierter Aufwertung, Planung und Sicherheit fußenden Rolle.

Kernaufgaben:
Einbeziehung privater und öffentlicher Akteure auf Grundlage des Masterplans:
- ausgewogener Ansatz,
- klare Trennung von öffentlich und privat,
- verschiedene Ebenen der Planungssicherheit festlegen.

Darstellung verschiedener Entwicklungsphasen:
- Freiraum an erster Stelle,
- umgebende Elemente an zweiter Stelle,
- dann Hinzufügung weiterer Bausteine,

- schließlich Infrastruktur-investitionen,
- laufende Prozessüberwachung.

Organisieren eines permanenten Planungsprozesses und Einbeziehung von Interessengruppen und Bevölkerung:
- Stadtverwaltung als Initiator,
- Einbeziehung bestehender sowie Akquisition neuer Investoren,
- Prüfung der Möglichkeiten zur Integration weiterer Akteure und Koordination von Planung und Management.

Horizontal:
Öffentliche Akteure,
Wohnbaugenossenschaften,
Wohlfahrtseinrichtungen,
Baufirmen.

Vertikal:
Initiativen, Beauftragen,
Entwerfen, Bauen, Verwalten:
- Partnerschaften organisieren und eine Politik zur Aufwertung der Unternehmen im Bezirk („Business Improvement“) festlegen,
- besondere Instrumente der öffentlichen Hand könnten eingesetzt werden, z. B. spezielle Steuererleichterungen, um den geschaffenen Mehrwert weiterzugeben.

Allmähliche Entwicklung eines übergreifenden Themas für das Gebiet.
Aktive Markenführung und Kommunikation in ganz Wien und Umgebung.

PROZESS:
- Von nichts zu etwas:
  Gehen wir es langsam an.
- Die Konzentration auf das Bestehende ist jener auf das Wachstum vorzuziehen.
- Vertiefte Beschäftigung mit der Alltagskultur und dem öffentlichen Leben vor Ort, um attraktive Aspekte stärker hervorzuheben.
- Das Entwicklungspotenzial muss auch im sozialen Sinn definiert werden.
- Das Leben in Kagran sollte reichhaltiger werden; spezielle Veranstaltungen mit Blickpunkt auf Kagran könnten in Wien abgehalten werden: Festivals, Wettbewerbe, Turniere, Theateraufführungen, Ausstellungen, Diskussionen über städtische Themen.
- Zwischen kurz- und langfristigen Zielen ist klar zu unterscheiden.
- Eine Abfolge wichtiger Veränderungen mit entsprechenden Schlüsselprojekten ist zu schaffen.
- Vermarktung und Förderung des Bezirks kommunizieren Hoffnung.

Gebiet 4 – Allgemeine Einschätzung des Gebiets

Der Schwerpunkt sollte auf den wertvollen Merkmalen Kagrans liegen. Auch wenn es auf den ersten Blick nicht so erscheinen mag, verfügt das Zentrum von Kagran doch über zahlreiche Qualitäten und Besonderheiten innerhalb Wiens. Kagran kann als Dorf betrachtet werden, und auf diesen Dorfcharakter könnte man bei der Imagebildung ansetzen.

Dies erfordert bestimmte Maßnahmen.

- **Anzahl der Fahrstreifen reduzieren:** Dazu gibt es keine Alternative, wobei es sich hier um vielleicht die einzige von Anfang an erforderliche größere Intervention handelt. Um diesen riesigen offenen Raum in den Griff zu bekommen, der ein Gefühl der Verlorenheit und Schutzlosigkeit aufkommen lässt, muss der motorisierte Verkehr durch Reduktion der Fahrstreifen der Wagramer Straße auf höchstens vier beruhigt werden. Der so gewonnene Raum würde frei für FußgeherInnen und RadfahrerInnen, kleinteilige Mischnutzungen und Begrünungsmaßnahmen.

- **FußgängerInnen und RadfahrerInnen:** Entsprechend der allgemeinen Verkehrsstruktur und Funktionsstabilität ist ein attraktives Netz von Fuß- und Radwegen zu schaffen. Die Zäune um die Wohnsiedlungen sollten entfernt werden.

- **Stadtgestaltung:** Jeder Fußweg muss attraktiv, sicher, gut beleuchtet und gut sichtbar sein. Die Benutzung aller Fuß- und Radwege soll zu jeder Tages- und Nachtzeit ein ansprechendes Erlebnis bieten. Die Gestaltung der Fuß- und Radverbindungen wird arbeitsaufwendig sein und ist als wichtiger Punkt in der Zusammenarbeit mit der Bevölkerung zu setzen.

- **Theater/Kabarett:** Es scheint nicht sinnvoll, zusätzlich große Gebäude mit Wahrzeichencharakter (etwa für große Kunstgalerien und/oder Veranstaltungen auf dem Schrödingerplatz) als Blickfang zu errichten. Es ist fraglich, ob solche Bauten eine kritische Masse von BesucherInnen anziehen würden, um ihre Kostenwirksamkeit zu sichern. Es stellt sich auch die Frage, um welches Zielpublikum es hier ginge. Es sind bereits genügend Personen für eine kritische Masse vorhanden, um eine Vielzahl von Nutzungen und Funktionen zu tragen, doch besteht Bedarf an weiteren zusätzlichen Funktionen, um das Projektgebiet lebendiger zu gestalten. Diese Funktionen sollten ausnahmslos kleinere Ausmaße haben, z. B. Kabarett (man könnte etwa das Orpheum hierherbringen), Theater, Jazzclubs oder Ähnliches. Der Norden Wiens ist noch immer nicht ausreichend mit kulturellen Einrichtungen versorgt und verlangt nach einer wohlüberlegten Entwicklung.

Zusammenfassung

Kagran ist und bleibt ein Knotenpunkt. Kleinteilige Interventionen sind leichter umzusetzen als großräumige Veränderungen: EntscheidungsträgerInnen sind leichter zu überzeugen und können ihrerseits Interessengruppen leichter anregen, kleinteiligen Entwicklungen den Vorzug gegenüber teuren, großräumigen und riskanten Maßnahmen zu geben. Um insbesondere in Zeiten der Krise und knappen öffentlichen Gelder Fortschritte zu erzielen, ist ein gradueller Ansatz sinnvoller und könnte dazu beitragen, den Knotenpunkt Kagran zu einem attraktiveren Ort zu machen. Dafür muss allerdings jeder Schritt gut koordiniert und Teil eines umfassenden und wohlüberlegten Plans sein.

Anmerkungen

Nach Analyse der Unterlagen und Begehung von Kagran im Rahmen eines Lokalaugenscheins stimmten alle vier Arbeitsgruppen darin überein, dass die Problemstellung wie auch die sich daraus ergebenden Themen und Fragen einer Lösung bedürfen.

Kagran leidet unter den Folgen der früheren bruchstückhaften Entwicklungsschübe. Projekte wurden isoliert betrachtet, der städtebauliche Kontext vernachlässigt. Die daraus folgende heterogene Stadtgestalt Kagrans ist ein wenig zusammenhängender Mix verschiedener Nutzungen, die einander zum Teil blockieren. Eine Weiterentwicklung des Gebiets zu einem ausgewogenen und individuellen Bezirkszentrum Wiens wird dadurch erschwert. Ein weiteres ehrgeiziges Projekt wie das Hochhaus für das neue Bezirkszentrum Kagran zu errichten, ohne es gleichzeitig in eine Gesamtvision für Kagran einzubetten, würde die geringe Lesbarkeit und Unübersichtlichkeit des Stadtraums nicht verbessern.

Die Grundelemente für ein wichtiges lokales Zentrum Wiens sind mit den Büros des Magistratischen Bezirksamts, dem großzügigen Einkaufszentrum, den Schulen sowie der Eishalle ausnahmslos vorhanden und leicht mit U-Bahn, Bus, Straßenbahn und Auto zu erreichen. Doch bietet das Projektgebiet keinen Anreiz, sich hier auch nach Beendigung der Einkaufs- oder Amtswege länger aufzuhalten. Alle vier Gruppen wiesen auf den nichtssagenden räumlichen Charakter des Gebiets hin, der durch den Mangel an Lokalidentität und menschlicher Dimension noch deutlicher hervortritt.

Weitgehende Einstimmigkeit herrschte auch in Bezug auf die von den vier Arbeitsgruppen unabhängig voneinander gemachten Vorschläge zur Verbesserung der Situation.

Einige wenige Empfehlungen können als großräumigere Eingriffe gewertet werden, so etwa die Absiedlung der Straßenbahnremise und die Reduktion der vier bis sechs Fahrstreifen für den Autoverkehr auf der Wagramer Straße und Donaustadtstraße auf lediglich zwei.

Alle vier Gruppen betonten die Bedeutung und Wirksamkeit kleinteiliger

Maßnahmen wie z. B. die Umgestaltung und Attraktivierung des öffentlichen Raums, wodurch ansprechende Fuß- und Radwege möglich werden. Dies wären vergleichsweise kostengünstige Interventionen, welche zeitlich und finanziell relativ leicht umsetzbar, dabei aber hoch wirksam sind, weil sie bessere Raumqualität schaffen.

Kleinteilige Interventionen wurden empfohlen, um das „städtische Dorf", das die Zone um die Attemsgasse bereits ist, mit Geschäften zu versorgen, z. B. Bäckerei, Kaffeehaus, Biergarten oder auch andere Einrichtungen wie etwa Pavillons im geplanten Park, was die Entwicklung des Gemeinschaftssinns in diesem Quartier fördern würde.

Eine bemerkenswerte Entdeckung war die große Anzahl von Schulen in diesem Gebiet, zu denen sich in naher Zukunft noch ein Schulcampus gesellen wird. Alle TeilnehmerInnen des Implementation Lab waren sich einig, dass dieser einen wichtigen Bestandteil der lokalen Identität ausmachen wird, der bei der Bewerbung und Vermarktung von Kagran zu berücksichtigen ist.

Die bedeutsamste geplante Maßnahme ist das Hochhaus für das Neue Zentrum Kagran. Aufgrund seiner Wahrzeichenrolle und der Lage gleich bei der U-Bahn-Station wird es zum Bezirkszentrum avancieren; daher sind fußläufige Verbindungen vom Dr. Adolf-Schärf-Platz zu allen anderen Bezirksfunktionen – z. B. Einkaufszentrum oder Schulen – als entscheidende Faktoren für positive Markenführung und „Placemaking" für Kagran zu betrachten. Wird das Hochhaus mit dieser räumlichen Qualität assoziiert und verbindet diesen Anspruch mit einer interkulturellen Atmosphäre, (internationalen) Bildungseinrichtungen und Sport, wird automatisch eine dauerhafte positive Besetzung der Identität von Kagran an die Zielgruppenregionen vermittelt – und zwar nicht nur als Verkehrsknoten und Umsteigepunkt vom Auto auf das Rad oder öffentliche Verkehrsmittel bzw. umgekehrt, sondern auch als Ort, wo man sich nach Geschäfts- und Büroschluss gerne aufhält. Dies erfordert kulturelle Funktionen wie z. B. (Avantgarde-) Theater und Jazzclubs, die Gründe liefern, warum Menschen den Abend lieber im Zentrum Kagrans als im Stadtzentrum von Wien verbringen möchten.

Die genannten allgemeinen Empfehlungsrichtlinien wurden von allen vier Gruppen unabhängig voneinander entwickelt. Dies ist besonders signifikant in Anbetracht der unterschiedlichen Herkunftsländer, kulturellen Zugehörigkeit, beruflichen Ausrichtung und Lebensalter der TeilnehmerInnen der vier Arbeitsgruppen.

IMPLEMENTATION LABS – WAS SIND SIE, WAS KÖNNEN SIE?

Das Format des Implementation Labs wurde im Rahmen des MILUnets (Multifunctional and Intensive Land Use), einem von der EU geförderten Planungsansatz, entwickelt. Implementation Labs werden vom holländischen *International Intervision Institute (III)* und seinem assoziierten Expertinnen- und Expertenpool organisiert und durchgeführt.

Der zentrale Ansatz der Implementation Labs liegt in einer strukturierten Betrachtungsweise städtebaulicher Themenstellungen, wobei lokale und internationale Fachleute neue Lösungsansätze und -strategien erarbeiten. Die einladende Stelle beauftragt das International Intervision Institute mit der Durchführung des Implementation Labs. Dieses organisiert einen dreitägigen Workshop, in dessen Rahmen die internationalen und lokalen Teilnehmerinnen und Teilnehmer städtebauliche Themenstellungen in konkreten Planungsgebieten untersuchen und in Arbeitsgruppen Strategien für mögliche Lösungen entwickeln.

Die grundlegende Idee dahinter ist, die Planerinnen und Planer vor Ort in ihrer Ideen- und Lösungsfindung zu unterstützen, da diese manchmal zu nah oder bereits zu lang an den zu lösenden Problemen arbeiten und möglicherweise ihre Lösungskompetenz nicht weiterentwickeln können. Objektive Expertinnen und Experten, die gleichsam von außen dazukommen, können zu einem frischen und unbelasteten Denkansatz beitragen und neue und unerwartete Lösungen anregen. Daher ist es wichtig, dass die teilnehmenden Fachleute, Stakeholder etc. über weitgestreute Expertisen aus den Bereichen Stadt- und Regionalplanung, Architektur, Bauwesen, Umweltwissenschaften, Verkehrsplanung, Wirtschaft, Marketing, Soziologie, Rechtswissenschaften, Verwaltung und Politik verfügen.

Die Auswirkungen (positive wie negative) verschiedener geplanter Nutzungsansätze auf den Stadtraum werden unter städtebaulicher, soziologischer, aber auch wirtschaftlicher Betrachtungsweise untersucht – egal ob es sich dabei um Einzelnutzungen handelt oder einen Nutzungsmix. Gleichzeitig werden geeignete Strategien entwickelt, um zu räumlich hochwertigen städtebaulichen Lösungen (öffentlicher Raum, Grünraumangebot etc.) zu kommen, die sozial verträglich und wirtschaftlich sinnvoll sind.

Das Format „Implementation Lab“

Vor einem Implementation Lab erfasst die einladende Stelle sämtliche relevante Informationen zum Aufgabengebiet. Die Aufbereitung der Daten erfolgt gemeinsam mit dem International Intervision Institute. Diese Fallbeschreibungen werden vor dem Implementation Lab allen Teilnehmerinnen und Teilnehmern zugänglich gemacht und gewährleisten einen möglichst umfangreichen und gleichwertigen Informationsstand. Das Inhaltsverzeichnis einer Plangebietsbe-

schreibung (Case study) schaut wie folgt aus:

1. Hintergrundinformation zur Stadt und/oder Region

1.1. Hauptcharakteristika: Lage; Stellung und Bedeutung im regionalen, nationalen und internationalen Kontext; historische Entwicklung; Wirtschaftsleben, Produktionsstandorte; Rolle der Bildungseinrichtungen und Universitäten; politische Bedeutung der Stadt/Region; Verwaltung und Regierung etc.

1.2. Zahlen und Fakten: Einwohnerzahl; Fläche des Planungsgebiets; Anzahl der Verwaltungseinheiten oder Gemeinden (in der Region); Durchschnittseinkommen; Zahl der Arbeitenden und Zahl der Arbeitsstellen; demografische Daten etc.

1.3. Künftige Herausforderungen: Bestehende (übergeordnete) Pläne der Stadt oder Region; wirtschaftliche, gesellschaftsrelevante und räumliche Ziele und Wirkungen dieser Pläne.

1.4. Planerischer Kontext: Regionale und örtliche Raumplanung: Bestimmungen, Verfahren, Entscheidungsgremien (national, regional, Gemeinde).

2. Hintergrundinformation zu den einzelnen Planungsbereichen

2.1. Lage und Funktion des Planungsbereichs im größeren Kontext.

2.2. Beschreibung des Plangebietes (relevante Statistiken und Fakten) in Plänen, Diagrammen, Bildern usw. Beispiele sind die Zahl der Gebäude, Fläche der Geschäftsräume, Zahl der Arbeitsplätze und andere demografische Daten; im Prinzip alles analog zu 1.2. plus Plandarstellungen der (historischen) Entwicklung, Nutzungen, Infrastruktur etc.

2.3. Vor welchen Herausforderungen steht das Plangebiet? Beschreibung der Problembereiche und fehlende Funktionen. Neue relevante (städtebauliche) Entwicklungen in der Umgebung, Stadt und Region. Plandarstellung dieser Entwicklungsplanungen.

2.4. Was sind die wichtigsten Fragestellungen für den Bereich? Braucht das Gebiet eine neue Nutzungsstruktur?

2.5. Beschreibung der wichtigsten Akteurinnen und Akteure sowie Stakeholder im Planungsgebiet und ihrer Funktionsweise. Darstellung eventuell existierender Konfliktsituationen im politischen, wirtschaftlichen, räumlichen und umweltbezogenen Kontext.

2.6. Das Dossier sollte für jeden Teilbereich auch Aussagen zu den sechs Betrachtungsfeldern des Implementation Lab-Formats (siehe weiter unten) treffen.

Implementation Labs werden als dreitägige Workshops durchgeführt. Am ersten Tag informiert die einladende Stelle über die Problemstellung und lokale Gegebenheiten. Die internationalen Fachleute stellen vergleichbare Beispiele oder „best practices“ in ähnlich gelagerten Fällen vor. Danach erfolgt eine intensive Begehung bzw. Erkundung des Untersuchungsgebiets.

Am zweiten Tag werden in moderierten Gruppenarbeiten Planungs- und Umsetzungsstrategien entwickelt, wobei sich die einzelnen Gruppen jeweils mit unterschiedlichen Teilräumen oder Problembereichen auseinandersetzen. Um eine größtmögliche Teilnahme und einen optimalen Austausch zu erzielen, werden die Treffen als „open panel“ Diskussionen durchgeführt, an denen sowohl die lokalen als auch die internationalen Fachleute teilnehmen.

Am dritten Tag werden die Gruppenarbeiten zusammengeführt, aufeinander abgestimmt und die Vorschläge für praktikable Maßnahmen erarbeitet. Die Empfehlungen können unter anderem räumliche Planungsansätze, gestalterische Vorschläge (Architektur, Freiraum und Verkehrserschließung), Managementkonzepte für Umweltrisiken, Lösungsansätze für gesellschaftliche Fragen und zur Kriminalitätsprävention, Vorschläge für die Prozessorganisation, Verfahrensweise und zur Finanzierung beinhalten.

Schwerpunkte der Implementation Lab-Workshops

Die Teilnehmerinnen und Teilnehmer an einem Implementation Lab decken ein breites Feld an stadtplanerischem Know-how ab. Dieses wird in Arbeitsgruppen zusammengeführt, um darauf aufbauend Lösungsansätze für städtebauliche Themenstellungen zu erarbeiten. Das Hauptaugenmerk liegt für gewöhnlich in den Bereichen

- Projektorganisation und Rahmenbedingungen (effiziente Planung und effektive Umsetzung, Finanzierung, rechtliche Rahmenbedingungen, Partnerschaften etc.)
- Technologie (systemisches Management, neue Technologien am Bau, neue Trends und Konzepte in der Architektur etc.)
- Mensch und Umwelt (Beteiligungsformen, Lebensqualität, Risikofaktoren, sparsamer Umgang mit Ressourcen etc.)
- Stadträumliche Qualität und Identität des Ortes

Die sechs Betrachtungsfelder

In jedem Implementation Lab werden die einzelnen Teilgebiete anhand von sechs Betrachtungsfeldern untersucht. In einem ersten Schritt werden die jeweiligen Beobachtungen festgehalten. Später werden darauf aufbauend spezifische Maßnahmen und Empfehlungen erarbeitet. Die Betrachtungsfelder sind:

- Identität
- Kritische Masse
- Anschlüsse und Verbindungen
- menschlicher Maßstab
- Werbung und Marketing
- Prozessorganisation

In der Auseinandersetzung mit den Betrachtungsfeldern werden eventuelle kulturelle und sprachliche Unterschiede der Teilnehmerinnen und Teilnehmer durch gezielte Fragestellungen ausgeglichen. Anbei eine kleine Übersicht über typische, allgemein verständliche Fragestellungen zu den einzelnen Themenbereichen:

1. Identität

- Haben die Planungsgebiete eine eigene Identität?
- Was machet den Genius Loci aus?
- Wie können die Identitätsmerkmale unter gesellschaftlichem und funktionellem Aspekt sowie im Hinblick auf das Stadtbild beschrieben werden?
- Wie kann man darauf aufbauen und/oder die Identität verstärken?
- Gibt es lokale Initiativen, auf die man aufbauen kann?

	Identity	Critical mass	Connectivity	Human scale	P&M	Process
Observations						
Suggestions						
Recommendations						

2. Kritische Masse

Gibt es in jedem Plangebiet genügend Entwicklungsvorhaben, eine ausreichende Infrastrukturversorgung und genügend Bewohnerinnen und Bewohner, um einen funktionierenden Stadtteil mit ansprechendem Nutzungsmix und Erholungsangebot aufrechtzuerhalten?

Was braucht es, um diese erforderliche „kritische Masse“ zu erreichen?

3. Anschlüsse und Verbindungen

Welche Anschlüsse und Verbindungen gibt es von jedem Plangebiet zur umliegenden Umgebung, sowohl in Bezug auf den natürlichen (naturnahen) als auch auf den von Menschenhand gestalteten Lebensraum?

Wie kann man diese Verbindungen ausbauen und weiter entwickeln? Was für Flächennutzungen und Infrastrukturmaßnahmen sind erforderlich, um die Planungsgebiete

besser in den umgebenden Stadtraum zu integrieren?

4. Menschlicher Maßstab
Bieten die vorhandenen Nutzungen und Bauwerke einen geeigneten Raum für alltägliche Tätigkeiten wie Gehen, Radfahren, Zusammenkommen, und entsprechen sie dem menschlichen Maßstab?

Unterstützen ihre Größe und ihre Verbindung untereinander diese Aktivitäten und laden sie dazu ein?

Welche Maßnahmen sind erforderlich, um die sozialen Interaktionsmöglichkeiten zwischen den einzelnen Nutzungen zu verbessern?

5. Werbung und Marketing
Mit welchen Maßnahmen werden die ansässigen Nutzungen beworben, und haben diese auch die gewünschten Wirkungen?

Was wäre nützlich bzw. ist erforderlich, um ein positives Image des Ortes bzw. ein Gefühl der Zusammengehörigkeit zu entwickeln?

Wie kann man die Entscheidungsträger vor Ort überzeugen, zusätzliche Planungs- (und Umsetzungs-)Maßnahmen zu unterstützen?

Mit welchen kurzfristigen Lösungsansätzen kann ein (weiterer) Verfall das Stadtraums verhindert werden?

6. Prozessorganisation
Welche relevanten Stakeholder, Nutzergruppen etc. gibt es?

Welche unterschiedlichen Interessen und Abhängigkeiten bestehen?

Wann und wie sollen/können diese in den Planungsprozess integriert werden?

Methodik der Implementation Lab-Workshops

Die Arbeitsgruppen für den 2. Tag werden entsprechend der Fachkompetenz der einzelnen Teilnehmerinnen und Teilnehmer zusammengesetzt. Das vorhandene Know-how soll dabei möglichst gleichmäßig in den Arbeitsgruppen verteilt sein. Jede Arbeitsgruppe wird von einer Moderatorin oder einem Moderator („facilitator“) geleitet und hat eine mit der Sachlage gut vertraute lokale Ansprechperson zur Seite. Die Moderatorinnen und Moderatoren haben dafür Sorge zu tragen, dass die Gruppen ihre Diskussionen auf die Planungsaufgabe fokussieren, sich auf exakte und darstellbare Problemstellungen konzentrieren und eben solche zielgerichtete Aussagen treffen. Die Gruppendiskussionen sind als offenes Forum gestaltet, in dem jeder jederzeit seine Meinung einbringen kann. Die Auseinandersetzung mit der Problemstellung erfolgt in drei Runden.

In der ersten Runde notieren alle Mitglieder der Arbeitsgruppe ihre Beobachtungen zu den sechs Themenfeldern. Diese werden gesammelt und auf einer Pinnwand festgehalten. Mehrfachnennungen unterstreichen die Bedeutung einzelner Beobachtungen. Darauf auf-

bauend werden in einem zweiten Schritt konkrete Vorschläge für Planungsmaßnahmen, Planungsstrategien, Schwerpunktsetzungen etc. erarbeitet, wobei die bereits erwähnten Themen Projektorganisation und Rahmenbedingungen, Technologie, Mensch und Umwelt sowie stadträumliche Qualität und Identität des Ortes spezielle Beachtung finden. Die Beobachtungen und Vorschläge werden abschließend den übrigen Gruppen vorgestellt und in einer offenen Diskussion einer eingehenden Prüfung unterzogen.

Der dritte Schritt erfolgt am Abschlusstag. Ziel ist die Formulierung konkreter Empfehlungen für Planungsmaßnahmen und -strategien. Auch das erfolgt in Form von Gruppenarbeiten. Die Gruppen können, müssen aber nicht identisch mit jenen des zweiten Tages sein. Wichtig ist, das Know-how der Fachleute ihren Spezialisierungen entsprechend gezielt einzusetzen. Auch nach diesem Arbeitsschritt erfolgt eine Präsentation und Überprüfung der Ergebnisse in einem Schlussplenum. Auf Wunsch der einladenden Stelle können die Ergebnisse des Implementation Labs am Tag drei auch in einer Pressekonferenz einer breiteren Öffentlichkeit vorgestellt werden.

Abschlussbericht

Im Anschluss an das Implementation Lab erstellt das International Intervision Institute einen Abschlussbericht. Dieser Bericht fasst Aufgabenstellung, Hintergrundinformation sowie Beiträge der Arbeitsgruppen und das Ergebnis des Plenums zusammen. Weiters sind allgemeine Informationen zum Format der Implementation Labs sowie über die Teilnehmer angeschlossen.

Dieser Abschlussbericht ist nicht nur die lückenlose Dokumentation des Planungsworkshops, sondern er bietet aufgrund des strukturierten Bearbeitungsansatzes auch eine valide Analyse des betreffenden Stadtraums und seiner Funktionalität. Die in den Arbeitsgruppen erarbeiteten Maßnahmenkataloge und strategischen Lösungsansätze stellen eine auf einer breiten Basis erarbeitete und damit höchst praktikable Grundlage für weitere Planungsschritte dar.

Zusammenfassung Vorbereitung

- Treffen für Abwicklung und Organisation des Implementation Labs
- Auswahl der Planungsbereiche bzw. der Aufgabenstellungen der einzelnen Arbeitsgruppen: Diese sollen bzw. können in einem planerischen Zusammenhang stehen, wie z. B. Teilbereiche eines Entwicklungsgebiets. Es hat sich als günstig erwiesen, zusätzlich zur kleinräumigen Betrachtungsweise der einzelnen Planungsbereiche (lokaler Fall) auch eine übergeordnete Betrachtungsweise (regionaler Fall) einzurichten
- Ausmachen von Schlüsselbereichen in den Plangebieten
- Vorbereitung von Informationsmaterial für jeden Planungsbereich
- Verteilung dieses Informationsmaterials an die Teilnehmerinnen und Teilnehmer vor Beginn des Implementation Labs

Zusammenfassung Ablauf

TAG 1:
- Detaillierte Vorstellung des Plangebiets und der Themenstellung im Plenum durch die einladende Stelle
- Präsentation von Referenzprojekten durch die eingeladenen Fachleute, ebenfalls im Plenum
- Gemeinsame Begehung bzw. Erkundung des Untersuchungsgebiets

TAG 2:
- Arbeitsgruppen beschäftigen sich mit den verschiedenen Teilbereichen (bzw. mit lokalen und regionalen Fragestellungen). Spezifische Lösungsansätze, Maßnahmenkataloge und Empfehlungen werden erarbeitet.

TAG 3:
- Zusammenführung der Ergebnisse der einzelnen Arbeitsgruppen
- Abschließende Präsentation im Plenum

Resümee

Die Stadt Wien hat bereits mehrfach Erfahrungen mit dem Format Implementation Lab gemacht. Auch im Fall des Workshops zur Zentrenbildung in Kagran, Donaustadt, hat sich gezeigt, dass Implementation Labs ein probates Mittel im Werkzugkasten von Stadtplanerinnen und Stadtplanern darstellen, um konkrete städtebauliche Themenstellungen ganzheitlich und auf einem sehr niederschwelligen Betrachtungsniveau angehen zu können.

Zwei wesentliche Elemente machen den Mehrwert dieses Formats aus: die strukturierte Vorgehensweise (systematisierte Fragestellung) und der vernetzte Blick von außen und innen.

Dadurch kann man mit relativ geringem Zeitaufwand – bestehend aus einer intensiven Vorbereitungsphase und dem dreitägigen Workshop – brauchbare Ergebnisse für stadtplanerische Aufgabenstellungen erhalten. Klarerweise herrscht bei so einer Herangehensweise das Motto „quick & dirty“ vor, aufgrund der strukturierten Betrachtungsweise und dem umfangreichen Fachwissen der unterschiedlichen Expertinnen und Experten sind die Resultate jedoch trotzdem sehr treffsicher.

Die Technik der strukturierten Betrachtung von Problemstellungen ist auf verschiedenen Ebenen möglich und erlaubt die Bearbeitung sowohl lokaler, kleinräumiger als auch regionaler, großräumiger Planungsaufgaben. Leicht abgewandelt für kleinere Teamsituationen ist das durchaus auch für die Bewältigung kleinerer planerischer Aufgaben im Berufsalltag wertvoll. Die Veranstaltung eines Implementation Labs ist damit auch ein Lehrgang mit dem Schwerpunkt auf teamorientiertes Arbeiten.

Das Ergebnis ist meist ein detaillierter Maßnahmenkatalog gepaart mit strategischen Empfehlungen als Ausgangspunkt für weitere Schritte. Was man sich nicht erwarten darf, sind fertige Leitprogramme oder abgeschlossene Planungsprozesse. Sehr wohl jedoch kann dieses Format auch zur Überprüfung bereits unternommener Planungsschritte oder bereits eingeschlagener Strategieentscheidungen verwendet werden. ●

ANNEXES

A _ LIST OF PARTICIPANTS AND RÉSUMÉS

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Elfrieda Göpfrich-Millner	City of Vienna – MA 21B	elfrieda.goepfrich-millner@wien.gv.at
Catherine Le Grice Mack	Radstock Regeneration Company	catemack.norwood@tiscali.co.uk

Name	Organisation	E-Mail
Gerald Grüll	Donauzentrum Shopping Mall	gerald.gruell@unibail-rodamco.com
Femke Haccoû	City of Amsterdam & II-Institute	femke@haccoudesign.nl femke.haccou@gmail.com
Thomas Hotko	Branding Agency	hotko@brainds.com
Birgit Hundstorfer	City of Vienna – MA 21B	birgit.hundstorfer@wien.gv.at
Elsbeth van Hylckama Vlieg	II-Institute	hijlckama@xs4all.nl
Arun Jain	USA Consultant for Urban Design	arun@urbdesign.net
Gerhard Jakisch	City of Vienna – MA 27	gerhard.jakisch@wien.gv.at
Thomas Keller	City of Vienna – MD-BD	thomas.keller@wien.gv.at
Gerrit-Jan Knaap	Smart Growth Centre University of Maryland	gknaap@ursp.umd.edu
Martijn Kramer	International Institute for the Urban Environment Delft	kramer@urban.nl
Karolina Krośnicka	Gdynia University, Poland	krokar@am.gdynia.pl
Miroslav Mojžiš	City of Bratislava	miroslav.mojzis@bratislava.sk
Brede Norderud	City of Oslo	breden@tele2.no brede.norderud@pbe.oslo.kommune.no
Volkmar Pamer	City of Vienna – MA 21B	volkmar.pamer@wien.gv.at
Lorenz Potocnik	Architect	lorenz@potocnik.net
Alexander Schäfer	Vienna Business Agency WAW	Schaefer@wirtschaftsagentur.at schaefer@wwff.gv.at
Norbert Scheed	City of Vienna	norbert.scheed@wien.gv.at
Jens Sonderegger	City of Vienna	jens.sonderegger@wien.gv.at
Joachim Vallant	City of Vienna - Wohnfonds_wien	franz.starzinger@wohnfonds.wien.at
Gregor Stratil-Sauer	City of Vienna – MA 18	gregor.stratil-sauer@wien.gv.at
Andreas Trisko	City of Vienna – MA 21B	andreas.trisko@wien.gv.at
Markus Vogl	Architect	vogl@querkraft.at
Andreas Zoufal	Light Designer	office@lightzone.at

CURRICULUM VITAE
PARTICIPANTS

Drs H.A. (Huibert) Haccoû
Born: 1950
Nationality: Dutch

Huibert Haccoû is associate professor at the Saxion University for Professional Education IJselland in the city of Deventer in the Netherlands. He teaches urban and regional planning at the School for the Built Environment.

He is founder and principal consultant of Haccoû-Consultancy and Associates based in the Netherlands and provides consulting services to private and public, local, regional and (inter) national planning agencies.

In this capacity, he consults and implements the international programme of the Habiforum foundation, aimed at developing an international network of expertise on multifunctional and intensive land use.

He initiated and directed the Interreg IIIc Operation MILUnet, an international expert network on Multifunctional and Intensive Land Use.

He is a member of the editorial board of NOVA TERRA, a quarterly magazine on the innovative use of space.

Trained as a political scientist and economist, his career began in the civil service. In various functions at central, provincial and city government levels, he acquired a broad understanding of the larger context in which growth and development planning occur. He changed to a private consultancy and engineering firm and was assigned to national and international projects as a consultant for strategic public policymaking and as process manager in the field of spatial planning and the environment. In his recent academic career, he has focused on issues of multifunctional and intensive land use, conducted international workshops and expert meetings and edited and contributed to several publications on multifunctional and intensive land-use developments worldwide.

Walter Buser
Nationality: German

City of Munich, Department of Urban Planning,
Blumenstrasse 31, D-80331 Munich,
phone 00 49-89 233 – 22 900, fax 00 49-89 233 – 26 410, walter.buser@muenchen.de

1951	Youth and schooling in Stuttgart
1972–1977	Technical University of Munich, diploma in architecture and town planning
1977–1978	Architectural Association Graduate School, London, graduate diploma in housing and energy questions
1978–1980	Ministry of the Interior, Free State of Bavaria, junior officer
Since 1981	Department of Urban Planning, City of Munich; currently Executive Director of Physical Planning
1989–1994	Spokesman of the Bavarian section of the Federal Council of Municipal, Regional and State Planners (SRL)
1994–1998	Associate professor, Technical University of Munich

Lolita Čače
Born: 1963
Nationality: Latvian

Project manager, expert, urban planner and designer in the following projects:
Draft legislation and policy formulation: Ministry of Economics of Latvia: preparation of draft regulations of the cabinet of ministers for building regulations for housing design. Ministry of Regional Development and Local Municipalities: preparation of draft regulations of the cabinet of ministers for spatial planning at the local level. Proposals for national spatial planning guidelines. Concept for the development of a spatial planning system of Latvia. Draft law on spatial planning.

State Regional Development Agency: draft for the definition of a spatial planning information system; functionality. Municipal planning: preparation of strategic development programmes and spatial plans for local municipalities including the cities of Jurmala, Liepaja, Riga, Livani, Lecava, Saulkrasti and over 30 other municipalities in Latvia.

Urban regeneration and management: Dreilini housing development project; evaluation of development potential of former brownfield area in Riga (2,000 housing units), proposal for future area development based on economic analysis; SWOT analysis; studies for social infrastructure development. Proposals for the industrial development of former industrial areas of the city of Livani, Latvia – evaluation of the development potential of former brownfield areas; proposal for future area development; brownfield area studies for the new Riga City Development Plan – evaluation and proposals for regeneration strategies. Urban planning and design: detailed plan for New Hanza City area in Riga – (Aizkraukle Bank and Colliers International, Riga). 22.5 hectares – Euro 700 million mixed-use development project. Master plan for Riga New Administrative Centre in Tornakalns (Riga City Council) – consultant in the team of Grupa 93 specialists supporting Fletcher Priest Architects in preparing the master plan for a 46-hectare development site in the centre of Riga. Master plan and detailed plan for SunBeach area in Saulkrasti – (Vitrum MT, Latvia). 15 hectare/Euro 30 million development of a recreational and residential village on the Gulf of Riga.

Detailed plan for Andrejsala district of Riga – (Jaunrigas Attistibas Uznemums, Latvia; Office for Metropolitan Architecture, Inside – Outside, the Netherlands; ARUP, UK) consultant and urban planner in the team of Grupa 93 specialists preparing a regeneration and development plan for the Andrejsala former port area, including studies for location, landscaping and planning of the Latvia Contemporary Art Museum, total area – 37 hectares, centre of Riga.

Detailed plan for the National Library of Latvia and the Riga Concert Hall areas – planning expertise in the team of Grupa 93 specialists and traffic planning experts preparing a plan for the zone to be occupied by buildings of national importance, including traffic solutions and waterfront development proposals. Total area – 20 hectares, centre of Riga. Zakusala master plan – (Zakusala Estates and Spacegroup). 12 hectares/Euro 400 million, development of an entertainment complex at the centre of Riga. Detailed plan for the area at K. Ulmana Str. Marupe Local Municipality – (Larix Property LTD, Arosgruppen Arkitekter AB, Sweden): housing and mixed-use development for the area located at the border of Riga, at the major traffic junction of K. Ulmana Str. and Lielirbes Str. Local plan and architecture guidelines for the area of housing and mixed-use development at the very "gates" of Riga. Building proposal and architectural analysis for overall composition of cityscape.

Consultancy: 1995-2004 (8 years); head of unit, senior officer, responsible for the preparation of a spatial planning policy at national level, guidance for drafting of spatial planning legislation, development of spatial planning and urban design guidelines for regional and local municipalities, participation in working group for a national spatial plan for Latvia; project management in the drawing-up of professional qualification standards of urban planners and designers. Participation in the development of a national building development concept, national regional development programme and urban development concept. Advisor and expert member on a number of national-level advisory boards for policy formulation in the fields of nature protection, spatial planning, regional development, building and tourism; spatial planning and regional development authority (Ministry of Nature Protection and Regional Development); 1998-1991 (2 years); architect; development of industrial building design projects, local plans and master plans for industrial areas; architectural design:1997-1999 Ph.D. studies (graduate course); architecture, spatial planning, urban planning and design at Riga Technical University, Faculty of Architecture; 1994-1995; Master of Sciences (environmental sciences and management), University of Latvia; 1982-1987 architect, diploma of higher education; architecture, urban design; Riga Technical University, Faculty of Architecture.

João Pedro Costa
Born: 1970
Nationality: Portuguese

João Pedro T. A. Costa is an architect and master in contemporary architectural culture (TU Lisbon), and holds a Ph.D. in urbanism (TU Catalonia, Barcelona).

He is professor at the town planning department of the School of Architecture, TU Lisbon, where he deploys his teaching, research and expertise activity; visiting professor at Barcelona University (Ph.D. programme); and director of the Portuguese professional journal *Arquitecturas.*

Maintaining a general interest in urban and territorial planning issues, his current areas of research are waterfronts, climate change mitigation and urban regeneration.

From 2002 to 2004, he was advisor and head of cabinet of the Secretary of State for Urban and Territorial Planning of the XV Portuguese Government.

Marek Dinka
Born: 1982
Nationality: Slovakian

2002-2010; University of Vienna, Department of Geography and Regional Research: geography, spatial research and regional planning; 2006–2007; University of Münster, Institute of Geography: spatial and environmental planning; 2002–2003; University of Bratislava, Faculty of Natural Sciences: geography and public administration; 2009–; Municipal Administration of the City of Bratislava, Department of Territorial Systems Co-ordination, Division for Regional Territorial Relations; in charge of cross-border co-operation; 2009 Vienna City Administration, Municipal Department of Urban Development and Planning, Section for Urban and Regional Planning; traineeships: EU project "CENTROPE Capacity"; 2008–2009 Standort und Markt – BeratungsGmbH. Baden, Austria.

Traineeships: customer provenance analysis via GIS, shopping street analysis in Vienna, retail trade structure in Sopron, Hungary; 2008-2009 Aurex GmbH – studio for research and project activities in the fields of architecture, spatial development, ecology and informatics. Bratislava, Slovakia; traineeship: data processing for digital zoning and land use maps.

Susanne Fabian
Born 1965
Nationality: Austrian

Trained landscape architect specialising in regional planning (University of Natural Resources and Life Sciences, Vienna). Joined Municipal Department for Urban District Planning and Land Use of the City of Vienna in 1993.

Special tasks in co-ordinating the Donaufeld development site and working on the Viennna Climate Protection Programme (KLIP) as a member of the expert network within the Vienna City Administration.

Philipp Fleischmann
Born: 1980
Nationality: Austrian

As a trained architect with specialisation in urbanism (Vienna University of Technology and Università degli Studi di Genova), Philipp Fleischmann worked for a few years in an architectural office, mainly concentrating on projects in the fields of housing and open space design.

Having joined the Municipal Department for Urban District Planning and Land Use of the City of Vienna in 2009, he is currently taking over the departments' tasks concerning the aspern Vienna's Urban Lakeside development project in the 22nd municipal district.

Sascha Glasl
Nationality: Dutch

Sascha Glasl, Dipl.-Ing. Arch.
RWTH Aachen, Germany
Sascha Glasl trained as an architect at RWTH Aachen University and graduated cum laude in 2007. Upon graduation, he worked in international design firms before co-founding space&matter (together with Tjeerd Haccoû and Marthijn Pool) focusing on architecture, urban planning and concept development.

At space&matter, the team involves a varied spectrum of aspects as input for the design process to allow for the enrichment and innovation of spatial concepts and strategies aiming at significance far beyond the conventional realm of architecture. He has won several competitions, e.g. the urban design competition "Dream North-Holland" in 2009 (together with Tjeerd Haccoû) and the Renault Traffic Design Award in 2005 (together with Jochen Specht), and was nominated for the Archiprix International in 2009.

Furthermore, he received an art scholarship for a six-month project in Los Angeles/USA by the State Chancellery of North Rhine-Westphalia. Recently, he received a scholarship for architects and artists by the Dutch BKVB Fund. His work was presented in various exhibitions in addition to being published in several European design magazines.

Elfrieda Göpfrich-Millner
Born: 1956
Nationality: Austrian

Trained as an architect at Vienna University of Technology, she has been working for the Vienna City Administration, Municipal Department 21B, Urban District Planning and Land Use, since 2000.

Special tasks in developing the station areas along the new extended Underground line U2 in the 22nd municipal district of Vienna; public relations tasks especially for the target area U2-Donaustadt/Aspern Seestadt.

Jury member in several competitions for design und urban planning.

Member of the organisational team and local expert.

Gerald Grüll
Born: 1971
Nationality: Austrian

Director of Development Austria. Since 2007 at UNIBAIL-RODAMCO, Donauzentrum (Vienna), SCS Shopping City Süd (Vösendorf), Südpark (Klagenfurt).

Previously worked for seven years for Ekazent Immobilien Management.

Holds a master's degree in urban planning (Vienna University of Technology) and real estate (Danube University Krems).

Femke Haccoû
Born: 1981
Nationality: Dutch

Femke Haccoû M.Sc. (1981) trained as spatial planner (bachelor level) at Saxion University for Professional Education in Deventer and as landscape architect (master level) at Wageningen University. After her master thesis on dynamic water urbanism, she continued her research on this rather new form of urbanism, maintaining contacts with Alterra (research centre of Wageningen University) to explore the possibilities of water urbanism. In addition, she worked at Vondel Vastgoed (real estate) as landscape designer.

Femke is interested in the combination of research and practice.

Haccoû Consulting & Design BV was founded in December 2007 by Femke together with Huibert and Tjeerd Haccoû. Next to Haccoû Consulting & Design BV, Femke works as a landscape architect for the City of Amsterdam at the Department for Spatial Planning. She focuses on the relations between levels of scale in spatial planning.

Education
- MSc Landschapsarchitectuur (landscape architecture)
- Wageningen University & Research (WUR) te Wageningen 2003-2007
- BSc Ruimtelijke Ordening & Planologie (spatial planning)
- Saxion Hogeschool IJselland te Deventer 1999–2003
- Bachelor of Environmental Building

Tomas Hotko
Born: 1959
Nationality: Austrian

Head of brand consulting, Brainds
Born in Salzburg, Thomas Hotko studied at Vienna University of Economics and Business, gathering wide experience in marketing, e.g. as marketing manager at Compaq Computer Austria, a position he held for more than six years. In 2003, he joined the consulting team at Brainds, a highly specialised branding agency in Vienna, Austria. His focus is on strategic consultancy for corporate brands and brands in the public sector.

In the public sector, he recently developed brands for projects like aspern Vienna's Urban Lakeside, the largest urban development site in Austria, and a projected hospital in Vienna, Krankenhaus Nord. His range of customers includes Post AG, Radatz, Vienna Business Agency, Wien 3420 AG, KSV 1870, Keba, Microsoft, Interwetten, ePunkt, Starlinger, EZA, RP Global and Kommunalkredit AG.

Interested in brand theory, he is frequently invited to speak on brands, e.g. at Designforum Wien, Creative Industries Styria, City of Vienna, Austrian City Marketing Forum, Brand Club Austria or FH Joanneum. He initiated several studies on the importance of branding in Austria (Trencomm 2003-2007) and is a member of the expert pool of Vienna's agency for the creative industries, departure, and of Brand Club Austria.

About Brainds:

Brainds is among Austria's leading brand agencies. Brainds views a thorough brand strategy and high-level design as equally important for strong brands. The agency has been active in branding for more than 15 years and specialises in "intelligent systems": brand systems that provide orientation and value to all stakeholders and, by reducing complexity, support the steering of companies and markets. Brainds works equally for corporations, cultural institutions, NGOs and the public sector.

Birgit Hundstorfer
Born: 1974
Nationality: Austrian

Education:
1984–1989
Grammar school, Vienna/Austria
1989–1995 Higher Technical Institute Vienna III, Vienna/Austria, training in planning, construction and practice in civil engineering
1995–1997 Vienna University of Technology, regional planning
Since 2004 Vienna University of Technology, regional planning

Work experience
1998–2002 Bank Austria Vienna/Austria
Since 2002 Vienna City Administration, MA 21 B

Elsbeth van Hylckama Vlieg
Born: 1948
Nationality: Dutch

Education:
1976 Master of Social Geography, University of Amsterdam
1977 Master of Rural and Urban Planning, University of Amsterdam

Career:
2006 Independent consultant for urban and area development, specialising in intervision, management processes, coaching and policy development
2008 Co-director of II-I International Intervision Institute
2008 Member of Provincial Advisory Council for the Living Environment of the Province of South Holland
2008 Member of Board of Commissioners of COM-Wonen, housing corporation in Rotterdam/NL
2009 Member of Board of Commissioners of RESPECT Zorggroep Scheveningen, a housing and service centre for the elderly in The Hague/NL
2009 Member of Board of Commissioners of Laurentius, housing corporation in Breda/NL

Arun Jain
Born: 1958
Nationality: USA

Arun Jain is an urban designer with over 25 years of international experience in practice and academia. Most recently, he was Portland, Oregon's first Chief Urban Designer, a position he held for six years. During this time, he worked to integrate the city's diverse administrative territories to create unified strategies that would better improve the city's public spaces and places. His work there culminated in a comprehensive urban design framework for Portland's Central City. This 25-year blueprint for the future is intended to focus public resources and instil confidence in private development to build cumulative quality. Professionally and as a consultant of many years, Arun works across a wide range of scales, geographies and cultural landscapes around the world. From small nation-level decision-making tools to new towns to main streets, his approach considers context and integration to foster uniqueness and counter uncertainty. As a teacher and mentor, Arun has several publications and book contributions to his credit. He has contributed and spoken at over 70 major conferences, seminars, workshops and universities around the world.

He is also an adjunct associate professor at the University of Oregon's urban architecture programme in Portland. Earlier he taught for over ten years at the University of California, Berkeley. Arun continues to be invited to teach and speak at universities around the world. He regularly facilitates development issues and creative thinking in several international forums and settings. In 2007, he was elected the US representative to the International Federation of Housing and Planning's (IFHP) Bureau. Most recently in Portland, he was awarded the Daily Journal of Commerce's Newsmaker Award for 2009. Trained as an architect, Arun holds two master's degrees from the University of Pennsylvania's Urban Design Program. Professionally and philosophically, he continues to search for better balances between the environmental, economic and ethical dimensions of sustainability.

Gerhard Jakisch
Born: 1953
Nationality: Austrian

Working experience

2003–today: Vienna City Administration (VCA), MA 27, EU Strategy and Economic Development, staff unit for EU strategy and project management: project & programme management, project developer, co-ordinator of DonauHanse® network http://www.donauhanse.net/

1998–2003: VCA, MA 14, Automated Processing, project management and development of EU co-financed projects

1994–1998: VCA, MA 60, Veterinary Board, supervising veterinary officer: wide range of tasks including quality assurance, consumer protection

1991–1994: VCA, MA 60; head of unit, MSB St. Marx: manager of public service utility

1975–1991: VCA, MA 60; different positions

2003–2008: freelance expert, European Commission: project review and evaluation

1981–today: Territorial Command of Lower Austria: different positions

Thomas Keller
Born: 1972
Nationality: Austrian

Thomas Keller trained as an urban and regional planner at Vienna University of Technology. Since 2000, he has been working for the City of Vienna, first for the Municipal Department of Road Management and Construction, then as the spokesman for the Executive City Councillor for Urban Development, Traffic and Transport and, since 2008, as assistant to the Director of Urban Planning in the Executive Group for Construction and Technology.

Gerrit-Jan Knaap
Born: 1956
Nationality: USA

Gerrit-Jan Knaap is professor of urban studies and planning and Executive Director of the National Center for Smart Growth Research and Education at the University of Maryland. He earned his B.S. from Willamette University, his M.S. and Ph.D. from the University of Oregon, and received post-doctoral training at the University of Wisconsin-Madison, all in economics.

Knaap's research interests include the economics and politics of land use planning, the efficacy of economic development instruments, and the impacts of environmental policy. On these subjects, Knaap has published over 50 articles in journals that include the Journal of the American Planning Association, the Journal of Urban Economics, Land Economics, Regional Science and Urban Economics, Policy Analysis and Management; and State and Local Government Review. He received the Chester Rapkin Award for the best paper published in Volume 10 of the Journal of Planning Education and Research; with Greg Lindsey, he received the 1998 Best of ACSP award, and in 2007 he received the Outstanding Planner Award from the Maryland Chapter of the American Planning Association.

Funding for his research, in excess of $ 15.0 million, has been provided by the National Science Foundation, the Lincoln Institute of Land Policy, the U.S. Army Corps of Engineers, and numerous other federal, state and local government agencies. Knaap is the co-author or co-editor of six books: Incentives, Regulations, and Plans: The Role of States and Nation States in Smart Growth Planning; Partnerships for Smart Growth: University and Community Collaboration for Better Public Places; Land Market Monitoring for Smart Urban Growth; The Regulated Landscape: Lessons on State Land Use Planning from Oregon; Spatial Development in Indonesia: Review and Prospects; and Environmental Program Evaluation: A Primer. He serves on the State of Maryland's Smart Growth Subcabinet, the Task Force on the Future of Growth and Development in Maryland, and the Science and Technical Advisory Committee to the Chesapeake Bay Commission.

Martijn Kramer
Born: 1972
Nationality: Dutch

Martijn Kramer studied architecture and construction engineering at Delft University of Technology. Before joining IIUE in 1998, he was a consultant at the National Information Agency on Schools and Teaching Accommodations.

At IIUE, he has conducted several national projects on sustainable housing and urban planning. Now at IIUE, as project manager, Martijn Kramer is responsible for European projects on the built environment. He initiates and manages European (network) projects in terms of content, finances and organisation. During these projects, he organised and facilitated a number of seminars, courses and workshops (European Awareness Scenario Workshops, workshops on indicators, Implementation Labs etc.) in the Netherlands as well as in other European cities.

Karolina Krośnicka
Born:
Nationality: Polish

Karolina Krosnicka is a researcher and senior lecturer employed at the Department of Transportation Systems of the Faculty of Navigation at Gdynia Maritime University (Gdynia, Poland).

Karolina graduated from the Faculty of Architecture of the Technical University of Gdansk with a specialisation in urban planning. She defended her Ph.D. thesis, on the topic of the evolution of spatial relations between the port and city of Gdansk, at the Faculty of Architecture of the Technical University of Wrocław.

She is interested in problems of urban development theory and planning, especially port planning, spatial port-city relations, urban transit issues and the redevelopment of post-industrial areas.

Catherine Le Grice Mack
Nationality: UK

As a graduate in geography and economics, Cate had a first career in teaching in comprehensive schools, ranging from rural Cambridgeshire to inner-city London.

Her second was as a founder of Norwood organic farm in the 1980s, an early pioneer of the new wave of organic farms devoted to producing meat and cereals for local sale and breeding native breeds of farm livestock with the added visitor interest.

At Norwood, she installed a café and visitor centre, with wind turbine, solar hot water system and grey water system for the public toilet facilities. It attracted 30,000 visitors a year. The first wind turbine installed in 1997 to power the fridges in her farm shop was such a success that it was upgraded in 2003.

She has been a district councillor and leader, a county councillor, and from 2000 to 2009 a member of the Social, Economic and Environmental Partners (SEEPs) of the South West Regional Assembly as one of the environmental bodies' three representatives, becoming chair during the critical period of the development of the Regional Spatial Strategy, 2006–2008.

She was a founder board member of the Countryside Agency before joining and later chairing the region's Rural Affairs Forum.

She has been involved in third-sector work for many years through her position as chair of trustees of Envolve Partnerships for Sustainability in Bath. She is also involved in regeneration and sustainable buildings promotion. She is now a trustee of Sustainability SW, the regional body that advises government and business in making the change to a truly sustainable economy, and Ecos, the sustainable buildings trust based in Langport, Somerset.

Her most challenging role at present is as chair of the Radstock Regeneration Company, the body charged with developing the area of long-neglected railway and mining land in the centre of Radstock.

Miroslav Mojžiš
Born: 1981
Nationality: Slovakian

Since 2008: City of Bratislava; project management – development of project ideas, setting-up of projects, organisational back-up and management, fundraising – structural funds, other external funding; February 2006-January 2009; Ph.D. (international economic relations) – dissertation topic: spatial planning and regional development as a tool towards economic and social cohesion; September 2000-June 2005: Master of Economy (Ing.); economic theory, theory of international commerce, theory of the international travel industry, comparative economic systems; sustainable development of the international travel industry. Economic, social, environmental and cultural impacts of mass tourism; selected publications: Concept of Polycentricity in the Spatial Development of the EU – article presented at an international academic conference on international relations in Mojmirovce (Slovakia), 2006; Sustainable Urban Development – article presented at an international doctoral conference in Bratislava, 2007; Interconnecting of Regional Economic Spaces in the Border Region Centrope – almanac of the Faculty of International Relations 1/2008; Centrope: Emerging Region or PR Construct? – paper presented at a scientific conference in Bratislava, June, 2008; Political Process of the Developing Cross-border Regional Initiative Centrope – conference proceedings "Diplomacy in the Context of the European Union", 2008; Competitiveness of Places: Location and Factors Creating Its Economic Potential – article published in the scientific journal International Relations 2/2008; Potential for Polycentric Development in the Centrope Region – article presented at the International conference "Central European Conference in Regional Sciences 2008" in Novy Smokovec (Slovakia) – award-winning article (3rd place for young researchers)

2006	Member of international student organisation oikos International, founder of Bratislava chapter
2007/2008	President of oikos Bratislava chapter Participant at Fulbright summer academy for regional sciences 2008 in Vienna, Austria
2006	Project manager for oikos Bratislava, organising educational events for students of economics and management
2006	Analytic economic research for Bankwatch institution
2006	Co-hosting teacher during the course "International Relations"
2008	Lecturer of course "Regional Policy of the EU" Conference organisation (domestic and international)
2007–2008	Executive editor of Almanach journal

Brede Norderud
Born: 1945
Nationality: Norwegian

POSITION:
Chief Architect, Oslo City, Agency for Planning and Building Services, Section for General Planning/Infrastructure

EDUCATION:
MSc in civil engineering, 1970
MSc in architecture, 1974
Norwegian Institute of Technology, Trondheim

KEY QUALIFICATIONS:
Civic administration and management
Urban planning/land use planning/urban renewal
Environmental impact analysis

EXPERIENCE:
1993 – Oslo City
Planning for public transport and public space in the Inner City.
Programmes for Oslo master plan and regional instruments for planning co-ordination.

Representative of Oslo at Eurocities and inter-Scandinavian planning summits.
Norwegian Society of Graduate Technical and Scientific Professionals: member of committee for annual conferences on housing and urban planning.

1970–1993:
Private and civic engagement in northern Norway and Bergen. Consultant on urban planning, land use for the offshore and onshore petroleum industry, urban renewal, master plans, environmental impact analyses/teaching.

Volkmar Pamer
Born: 1958
Nationality: Austrian

Volkmar Pamer trained as an architect at Vienna University of Technology. He worked for several years as a freelance architect with a focus on residential buildings, villas, hotels, monument protection, industrial architecture and interior and furniture design.

Since 1994, he has been working for the City of Vienna as an urban planner, with tasks including zoning plans for Vienna's south, project co-ordination, area management of the urban renewal showcase Cable and Wire Factory and as co-author of two books on the latter project. He is co-ordinator for the urban development target area Liesing Centre in the south of Vienna, with priorities on urban farming, re-organisation of industrial areas and revitalisation of an old village core.

He was a founding member of IFHP's (International Federation for Housing and Planning) working party MILU (Multifunctional and Intensive Land Use) and Vienna's representative in the EU co-financed projects MILUnet and REDIS (Restructuring Districts into Science Quarters) and is a co-founder of the network CUPA (Cooperative Urban Planning Approaches) to be launched in 2010, with a focus on Eastern European countries.

Member of the organisational team and local expert.

Lorenz Potocnik
Born: 1971
Nationality: Austrian

Lorenz Potocnik an architect and the father of Vivian born in 2001. Based in Vienna, Austria, Potocnik's practice is concerned with a wide range of crossover projects and research in the fields of architecture, urbanism and art.

He co-founded the architectural collective feld72, which received several international awards, including the Austrian State Award for Experimental Architecture, for their "urban strategies". Potocnik left feld72 in 2004 to pursue outside opportunities and work freelance. Recent projects include several conversions in Vienna, a public square in Linz, and project development and consultancy for artworks and installations in and outside the region. His work has been exhibited internationally. He was a research fellow at MIT in 2008, working to develop "Hummus 2050", a visionary large-scale, long-term initiative aiming to transform the eastern Mediterranean region. Since 2003, Potocnik has been teaching at the University of Art and Industrial Design Linz/Upper Austria.

Born in Vienna in 1971, Potocnik spent time growing up in Paris and Geneva and went on to train at Vienna University of Technology, at the School of Architecture in Portsmouth (GB) and Delft University of Technology (NL). He also did alternative civilian service in Tel Aviv from 1999-2000 and travelled extensively in the former Eastern Bloc and Middle East.

For further information, please visit Potocnik's personal archive www.potocnik.net

Alexander Schäfer
Born: 1974
Nationality: Austrian

February 2002–July 2003:
Architectural studio
Leopold Dungl, Vienna
position/responsibility: urban planning, planning of residential estates, http://www.archimedia.at
February–August 2004:
Hübl & Partner, Vienna real estate development
position/responsibility: feasibility studies,
http://www.huebl-partner.at
September 2004–December 2007:
Österreichisches Siedlungswerk Gemeinnützige Wohnbau AG, Vienna department for real estate development
position/responsibility: development of residential estates, http://www.oesw.at
January 2008 to date:
Vienna Business Agency, department for real estate development, project management,
position/responsibility: development of commercial properties/areas, commercial real estate, urban planning, property management, http://www.wirtschaftsagentur.at

Norbert Scheed
Born: 1962
Nationality: Austrian

Norbert Scheed was born in Neunkirchen, Lower Austria. He started his political career in 1984. Since June 2006, he has been serving as District Chairman of Vienna's 22nd municipal district Donaustadt.

Jens Sonderegger
Nationality: Austrian

My name is Jens Sonderegger. I studied landscape design and ecology at the University of Natural Resources and Applied Life Sciences, Vienna. Before my work for the Vienna City Administration, I worked for different private-sector planning offices in Austria, where I was concerned with environmental analyses (rail and road building, hydraulic engineering) and the planning of parks and private gardens.

Since 2000, I have been working for the Vienna City Administration, Municipal Department 21 A, where I am in charge of the 19th municipal district. Inter alia, my duties include preparing land use and zoning plans; dealing with wishes and requests of citizens, the 19th municipal district and the City Councillor for Urban Development, Traffic and Transport; civic participation processes; and statements on building projects (Building Inspection). Over the past two years, I was also project manager of a civic participation process in Grinzing (part of the 19th municipal district). The population was invited to co-operate through workshops and to create a mission statement for Grinzing together with different municipal departments, the Federal Office for the Care of Monuments and the Chamber of Commerce.

Gregor Stratil-Sauer
Born: 1969
Nationality: Austrian

Since 2002: project manager for Vienna City Administration, Municipal Department 18 – Urban Development and Planning, Section for Transport Planning and Mobility Strategies. Expert on general public transport planning; project manager for Underground and tram development studies, pedestrian traffic analyses and promotion.

Education: master's degree in landscape design and planning, University of Natural Resources and Applied Life Sciences, Vienna, 1996.

Andreas Trisko
Born: 1965
Nationality: Austrian

Andreas Trisko trained as an urban planner at Vienna University of Technology.
After working with architectural studios for several years, he joined a series of planning offices and engaged in local land use planning in various federal provinces of Austria, mainly Tyrol and Lower Austria. He joined the Vienna City Administration in 2001 as an urban planner.

Since 2009, he has been Head of Section for the 22nd Municipal District at the Municipal Department for Urban District Planning and Land Use.

Member of the organisational team and local expert.

Joachim Vallant
Born: 1965
Nationality: Austrian

Married since 12 October 2002; father of two girls.
Attended elementary school in Judenburg/Styria; 1979; secondary high school in Judenburg; 1983; studied urban and regional planning at Vienna University of Technology; 1991; diploma thesis "Standortanalyse Wiener Kinos unter besonderer Berücksichtigung geplanter Grossprojekte"; 1998; military service; 2000; MRG Metzger Realitäten Beratungs & Bewertungs-gmbH in Vienna – real estate evaluation; research (national and international), site and market analyses; feasibility studies; benchmarketing; 1997; parental leave; 2005; wohnfonds_wien – Vienna Fund for Housing Construction and Urban Renewal, with key focus on purchasing land in urban development areas, 2006-

Markus Vogl
Nationality: Austrian

Studied architecture at TU Munich (GER), TU Delft (NL) and FADU-UBA Buenos Aires (ARG) and worked as a researcher at the research studio GUG (globalisation, urban form and governance) of the chair for urban renewal and management (professor Jürgen Rosemann) at the Faculty of Architecture of TU Delft in 2004 and 2005. From 2006 till 2009, he was a fellow of the graduate school initiative Cultures of Difference – Transformation Processes in the Central European Region (spokesman: Heinz Fassmann) at the University of Vienna, where he started his Ph.D. research on "Urbanity through Density? The Transformative Ability of Urban Overall Concepts of the 1960s and 1970s". Since autumn 2009, he has been teaching at the Institute for Art and Architecture at the Academy of Fine Arts Vienna in the context of the platforms "Ecology, Sustainability and Conservation" (ESC) and "Geography, Landscapes and Cities" (GLC). He is currently working for querkraft architekten zt gmbh, where he focuses on urban studies and social housing projects.

Andreas Zoufal
Born: 1959
Nationality: Austria

Andreas Zoufal is a lighting designer with 25 years of professional experience. In the last seven years, his special focus has been on designing public space and residential quarters. He uses light and reflections primarily as design instruments to make people aware of the surrounding space at night, to provide orientation and invite them to spend their leisure time in such spaces.

His main effort in urban lighting design is to redirect the practice of lighting away from a quantitative fixation on light intensity towards a more ecological approach. He is involved in co-operative urban design projects and has taken part in several citizen participation processes.

ANNEXES

B _ PRESENTATIONS

INTERNATIONAL INTERVISION INSTITUTE CASE OF KAGRAN
CASE OF MUNICH CASE OF LONDON CASE OF OSLO
CASE OF AMSTERDAM CASE OF LISBON AND BARCELONA
CASE OF PORTLAND, OREGON (USA) CASE OF MARYLAND (USA)
CASE OF BERLIN AND MULTIMEDIA USE FOR PUBLIC SPACE

International Intervision Institute

Implementation Lab
Vienna
2 - 4 September 2009

Huibert A. Haccoû

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www.iiinstitute.nl

- Successor of MILU net
- International network of professionals working on area development.
- Motivated to offer Implementation Labs
- On a non for profit basis
- Empowered by

Introduction

drs H.A. (Huibert) Haccoû

- Programme Manager Habiforum Foundation
- Professor School of the Built Environment Saxion University for Professional Education, Deventer, The Netherlands
- Project Director Interreg IIIc Operation MILU^{net} Interreg IVb Project Livinggreen
- Managing director International Intervision Institute

Content of presentation

- Founding of the International Intervision Institute III
- What is Habiforum
- MILU and MILU^{net}
- Implementation Labs
- Deliverables and other results

Founding International Intervision Institute

Missions of the Habiforum Foundation

Multifunctional intensive land use
(2000-2004)
IFHP Working Party MILU

Innovative land use
(2004-2010)
Interreg IIIc Operation MILU^{net}

MILUnet

MILU^{net}

- Is a network dedicated to the exchange of experience within a large group of public authorities or public equivalent bodies that share the same characteristics, face the same problems, or deal with the same issues.
- MILU stands for Multifunctional and Intensive Land Use

Aims of MILUnet

Aims

- Promote Multifunctional Intensive Land Use
- Realize more sustainable (urban) development in Europe
- More effective policy implementation by intervision

Challenge

Turn urban growth into sustainable urban development

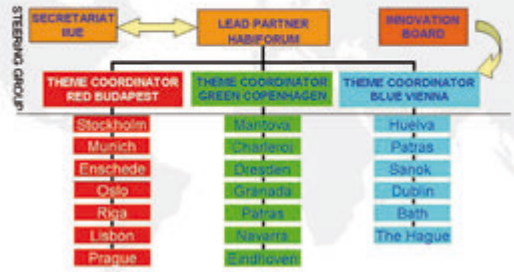
MILUnet

MILUnet Partners

24 Partners

- National, regional & local authorities.
- Expert centers & universities
- Lead Partner: Habiforum foundation, the Netherlands

MILUNET organisation



When is an Implementation usefull ?

- When area development processes are blocked.
- When process acceleration is required.
- When creative impulses are needed.
- When innovative concepts have to be introduced.
- When an impartial expert (second) opinion is needed.
- When a multi disciplinary approach or enrichment from a culturally different points of view is needed.

OUT OF THE BOX THINKING

The focus of the Implementation Lab

Aim of the
MILU^{net} Implementation Lab
is to
investigate as a group
both new and persistent urban problems
as they relate to
Area development and more specific to
Multi-functional and Intensive Land Use
(www.milu.net)

Objectives of Implementation Lab

- identify opportunities,
- identify barriers,
- find instruments,
- find effective policies,
- build up a body of expertise,
- disseminate knowledge.

Implementation Lab's were held

1999 Amsterdam (NL)
2000 Oslo, (N)
2001 Vienna, (A)
2002 Gdynia, (PL)
2003 Portland Or, (USA)
4-7 April 2004 in Den Haag (NL)
9-11 June 2004 in Stockholm (SE)
3-5 November 2004 in Mantova (IT)
20-22 April 2005 in Huelva (ES)
5+6 Sept. 2005 in Budapest (HU)
26-28 October 2005 in Muenich (DE)
May 2006 in Charleroi (BE)
Summer 2006 Province of Zeeland (NL)
November 2006 in Patras (GR)
11-13 May 2007 in Lisbon (PT)
2 - 4 September 2009 in Vienna (A)

Implementation Lab ingredients

Three days workshop:

- External experts
- Internal experts
- Case dossier
- Maps
- Reference cases
- Site visit
- Focused brainstorm sessions
- Task forces for recommendations
- Press conference and comments of authorities.

Implementation Lab format

Considerations/ Areas of concern

	Identity	Critical Mass	Connections	Human scale	P&M	Process
Observations						
Suggestions						
Recommendations						

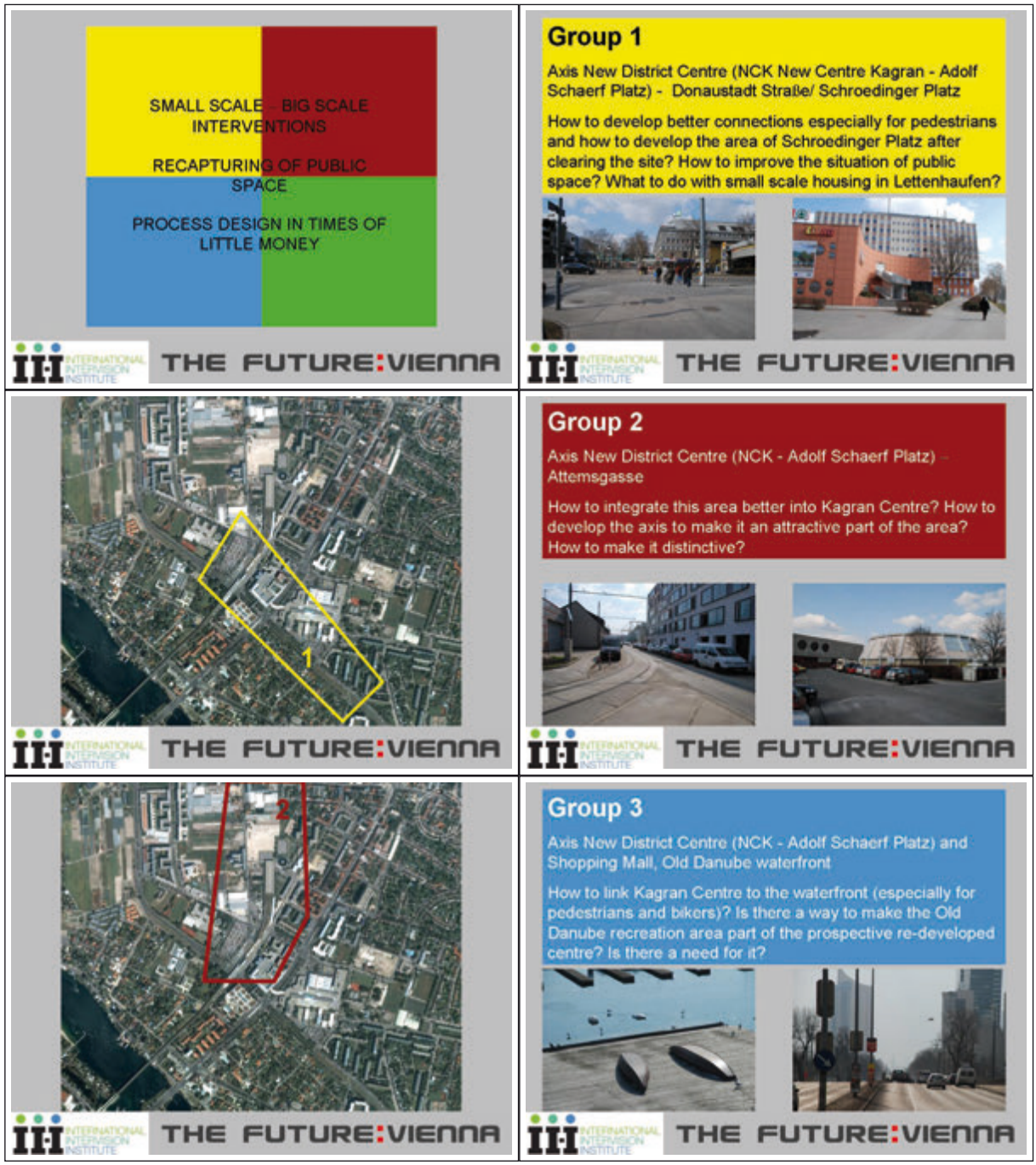
Implementation Lab

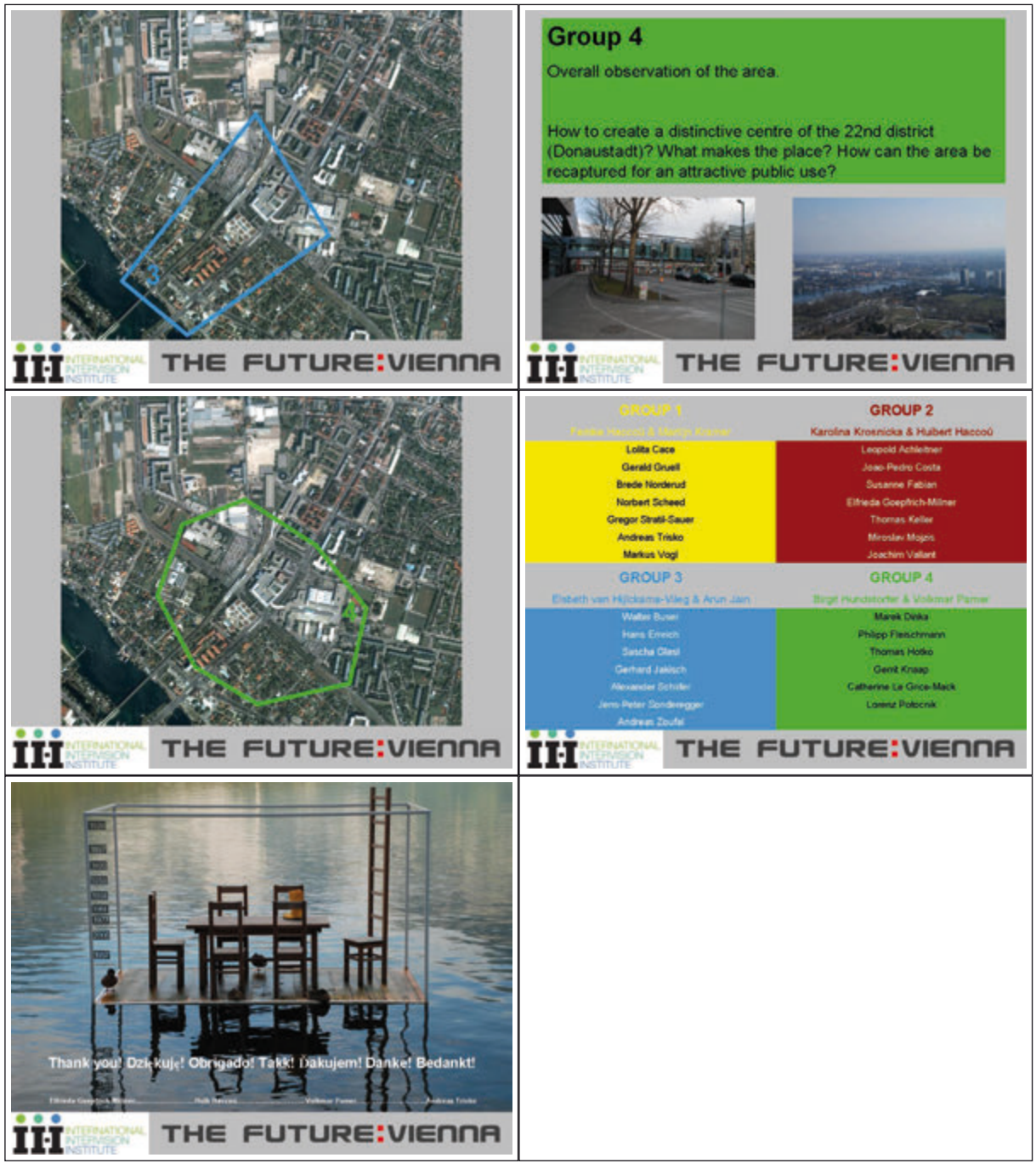
- **Identity**
  Do the project areas have their own identity?
- **Critical mass**
  Does each site have enough development, infrastructure and resident population to maintain a coherent community?
- **Connections**
  What links does each site have with its surrounding natural and man-made environment?
- **Better Human Scale**
  Do the existing developments relate to diverse human scale activities?
- **Promotion & Marketing**
  How are existing (mixed) uses on each site promoted?
- **Process**
  How to organise an effective planning and implementation process?

Proceedings

- Make an inventory of **Observations**
- Make use of the 6 considerations that are most relevant
- Select the common / most striking Observations
- Use these common / most striking Observations to generate **Suggestions** for interventions (large scale / small scale) in the second round
- Make use of the considerations that are most relevant

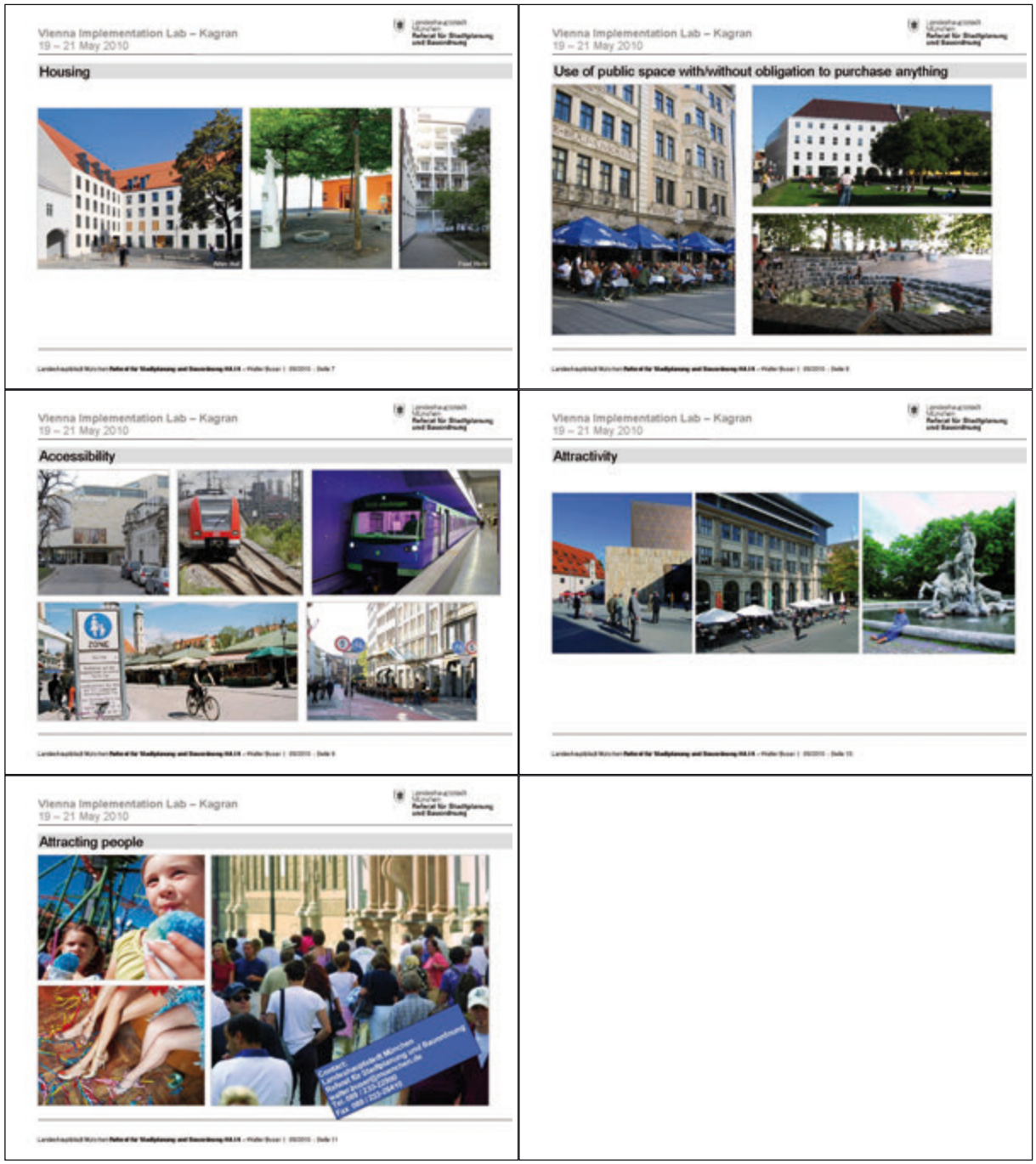
Case of Kagran by
Andreas Trisko and Volkmar Pamer


SMALL SCALE – BIG SCALE INTERVENTIONS
RECAPTURING OF PUBLIC SPACE
PROCESS DESIGN IN TIMES OF LITTLE MONEY
THE FUTURE:VIENNA
Group 1
Axis New District Centre (NCK New Centre Kagran - Adolf Schaerf Platz) - Donaustadt Straße/ Schroedinger Platz
How to develop better connections especially for pedestrians and how to develop the area of Schroedinger Platz after clearing the site? How to improve the situation of public space? What to do with small scale housing in Lettenhaufen?
THE FUTURE:VIENNA
1
THE FUTURE:VIENNA
Group 2
Axis New District Centre (NCK - Adolf Schaerf Platz) – Attemsgasse
How to integrate this area better into Kagran Centre? How to develop the axis to make it an attractive part of the area? How to make it distinctive?
THE FUTURE:VIENNA
2
THE FUTURE:VIENNA
Group 3
Axis New District Centre (NCK - Adolf Schaerf Platz) and Shopping Mall, Old Danube waterfront
How to link Kagran Centre to the waterfront (especially for pedestrians and bikers)? Is there a way to make the Old Danube recreation area part of the prospective re-developed centre? Is there a need for it?
THE FUTURE:VIENNA


3
THE FUTURE:VIENNA
Group 4
Overall observation of the area.
How to create a distinctive centre of the 22nd district (Donaustadt)? What makes the place? How can the area be recaptured for an attractive public use?
THE FUTURE:VIENNA
4
THE FUTURE:VIENNA
GROUP 1
Lolita Cace
Gerald Gruell
Brede Norderud
Norbert Scheed
Gregor Stratil-Sauer
Andreas Trisko
Markus Vogl
GROUP 2
Karolina Krosnicka & Hulbert Haccoû
Leopold Achleitner
Joao Pedro Costa
Susanne Fabian
Elfriede Goepfrich-Milner
Thomas Keller
Miroslav Mojzis
Joachim Vallant
GROUP 3
Elsbeth van Hückama-Vleg & Arun Jain
Walter Buser
Hans Ehrelch
Sascha Glasl
Gerhard Jakisch
Alexander Schaller
Jens-Peter Sonderegger
Andreas Zoufal
GROUP 4
Birgit Hundsdorfer & Volkmar Pamer
Marek Deka
Philipp Fleischmann
Thomas Hotko
Gerit Knaap
Catherine Le Grice-Mack
Lorenz Potocnik
THE FUTURE:VIENNA
Thank you! Dziękuję! Obrigado! Takk! Dakujem! Danke! Bedankt!
THE FUTURE:VIENNA

Case of Munich by
Walter Buser

Walter Buser



Case of London by
Cate Le Grice Mack

Helped by the Jubilee and Millennium investments
• London has seen a number of new bridges and walkways
• The change in air quality, confidence and quality of life is tangible

• "Stroll from County Hall to Tower Bridge today and you find it awash with galleries, smart restaurants, iconic landmarks and street entertainers à la Covent Garden. The London Eye, the Oxo Tower, Tate Modern, Shakespeare's Globe and the revamped Festival Hall are all magnets that have helped turn this area into a cultural playground."

7 hectares of riverside renewal
• riverside walkway
• the green spaces of Bernie Spain Gardens
• design shops, galleries, restaurants, cafes and bars
• Oxo Tower Wharf and Gabriel's Wharf making it a destination for Londoners and visitors from overseas.

Case of Oslo by
Brede Norderud

"The two most important political decisions in Oslo since 1945":

- The forest limit (the building zone against surrounding forests) (1950)

- The toll road system (a huge financial muscle in the Oslo region) (1990)

- Connecting the eastern and western metro lines (1998)

"The toll road system" (Oslopakke 1 / 2 / 3): Contract and conditions

An agreement between

- The norwegian government (NG)
- Oslo city (OK)
- Akershus county (AFK) (surrounding areas)

Conditions:

- OK and AFK accept a toll road ring (payment for passing into inner city)
- NG increases the annual grants for transportation investments to Oslo/Akershus

"The toll road system": Size and priorities

Oslopakke 3 (2009 –2028):

Total 7 billion €. / Annually 350 mill. € (!!)

- Roads and road safety: 58%
- Public transport investments: 26%
- Public transport operations: 16% (!)

Oslopakke 1 (1990-1999):

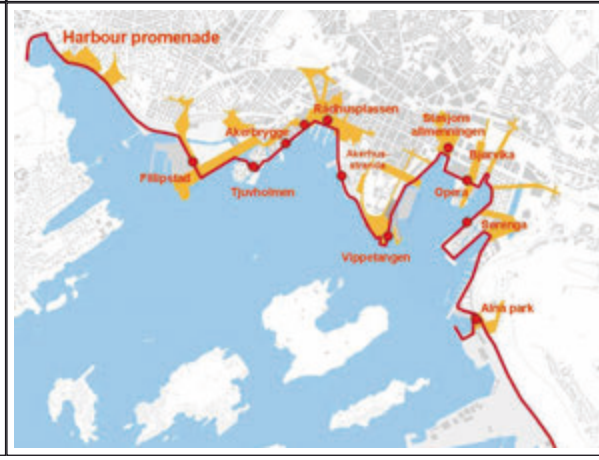
- Roads and road safety: 80%
- Public transport investments: 20%

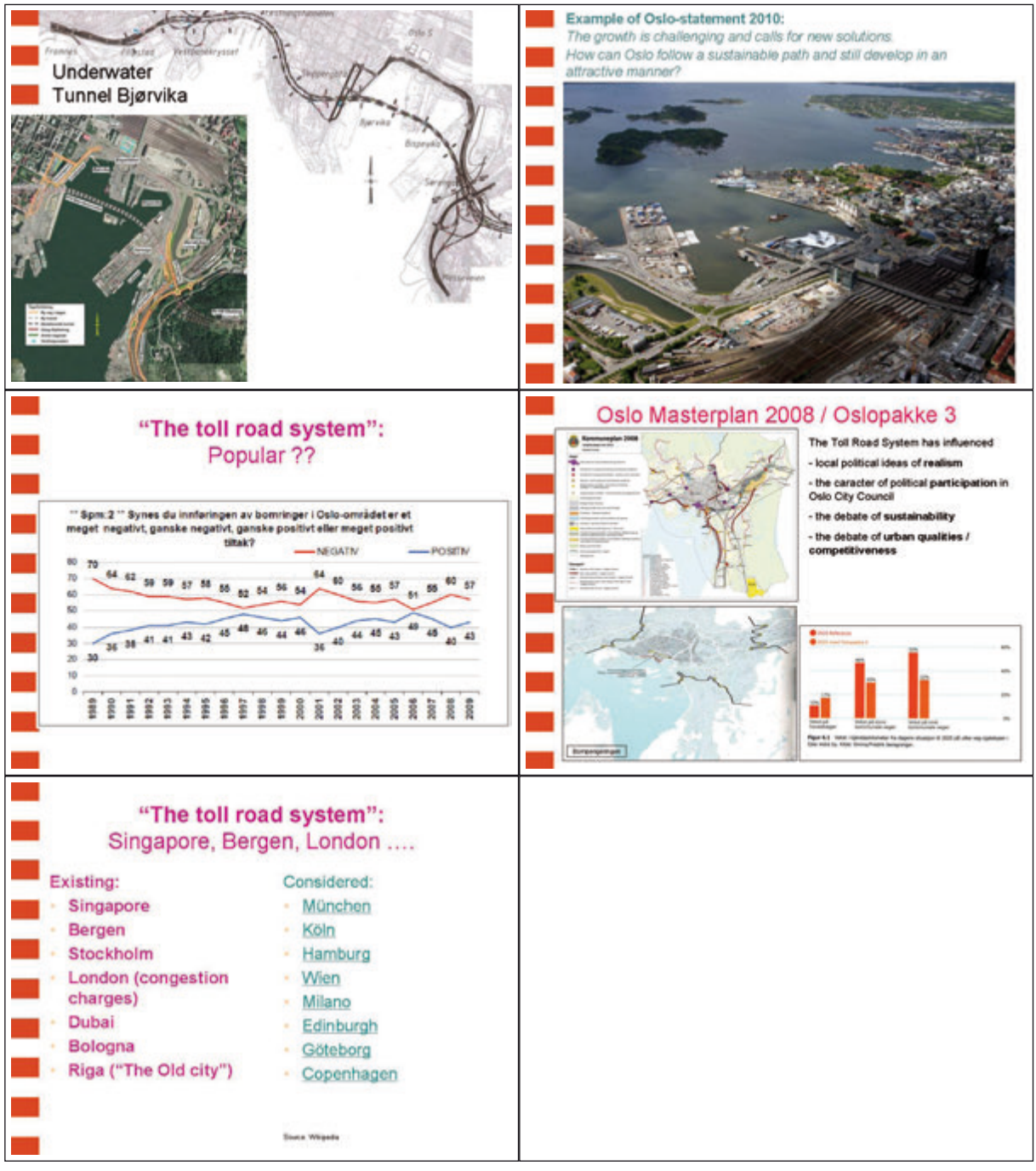
"The toll road system": Phases in the evolution of Oslopakke

- Partly financed bridges and roads by "user payment" widely accepted in coastal areas of Norway since 1980.
- Singapore initiates a toll road system in 1975 (motif: prevent traffic jam for enterprise vehicles)
- Bergen (Norway), worlds second toll road system in 1986 (motif: local discontent of road investments)
- Oslo (O1) 1990 (motif: local discontent of road investments)
- Oslo (O3) 2009 (motif: discontent of road investments / goals of sustainability/competitiveness)

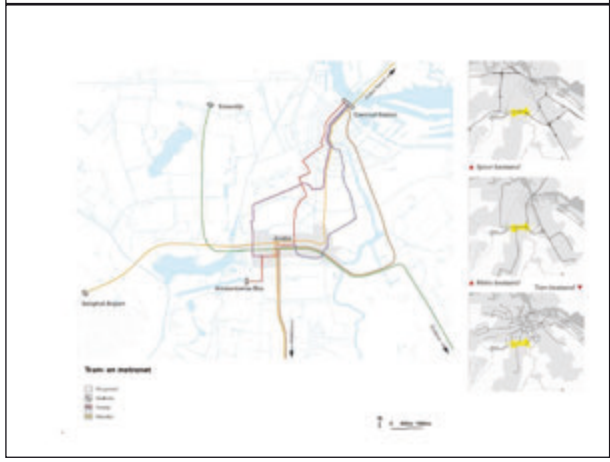
"The toll road system": Issues in the Oslo-debate

- Fairness of "Toll road system" as taxation.
- Fairness of localizations of toll points.
- Apportionment between Oslo city and Akershus county.
- Apportionment between road investments and public transport.
- Consequences vs political goals (decisions on sustainability / reduced CO2? / reduced traffic volumes?). NG has not accepted the locally negotiated list of projects (may 2010).
- Possibilities of "road pricing" to achieve reduced traffic volum.




Underwater
Tunnel Bjørvika
Example of Oslo-statement 2010:
The growth is challenging and calls for new solutions.
How can Oslo follow a sustainable path and still develop in an attractive manner?
"The toll road system":
Popular ??
** Spm:2 ** Synes du innføringen av bomringer i Oslo-området er et meget negativt, ganske negativt, ganske positivt eller meget positivt tiltak?
NEGATIV
POSITIV
Oslo Masterplan 2008 / Oslopakke 3
The Toll Road System has influenced
- local political ideas of realism
- the caracter of political participation in Oslo City Council
- the debate of sustainability
- the debate of urban qualities / competitiveness
"The toll road system":
Singapore, Bergen, London ....
Existing:
Singapore
Bergen
Stockholm
London (congestion charges)
Dubai
Bologna
Riga ("The Old city")
Considered:
München
Köln
Hamburg
Wien
Milano
Edinburgh
Göteborg
Copenhagen

Case of Amsterdam by
Femke A. Haccoû



Tasks

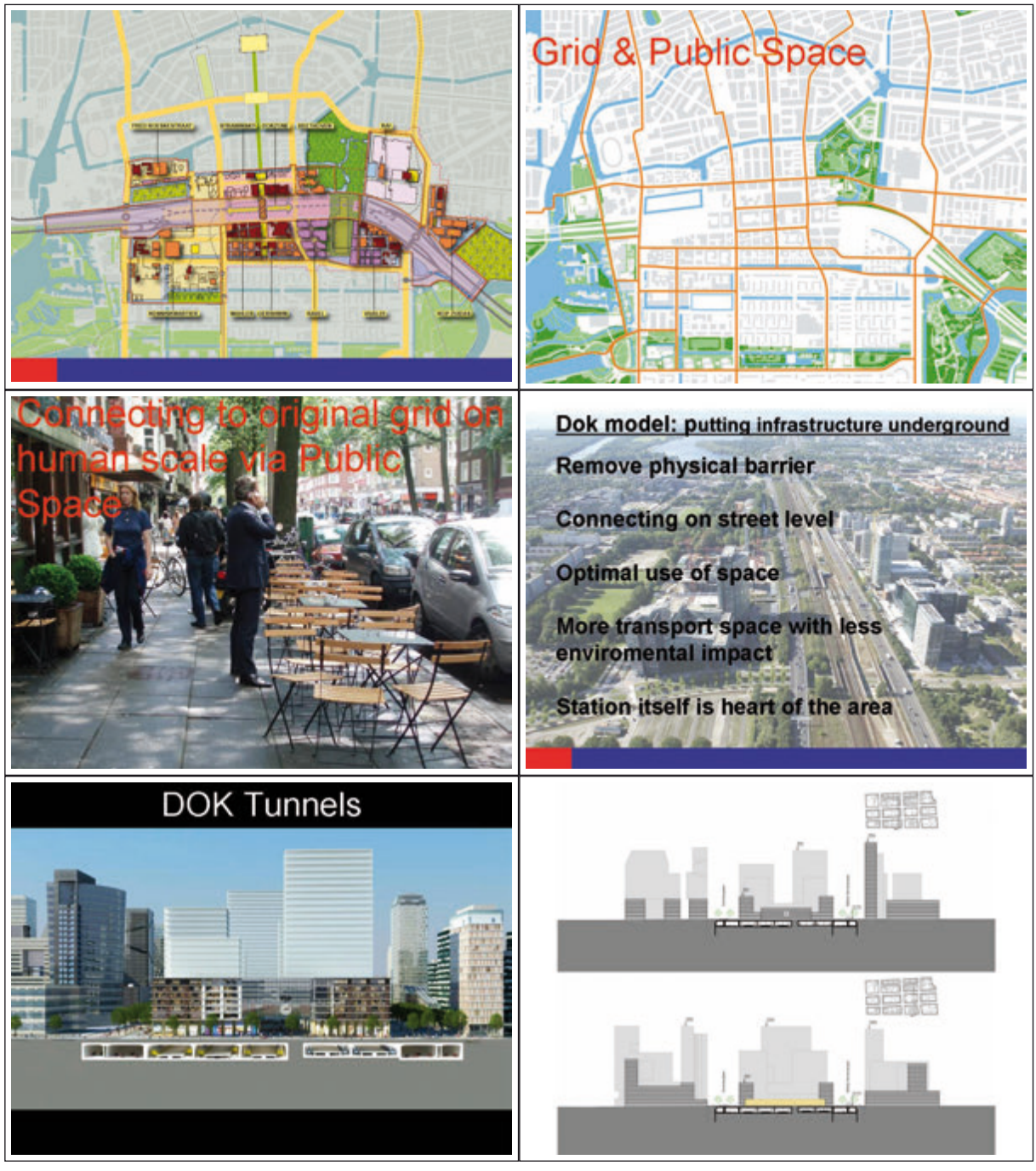
Vision South Axes 2009

A remarkable marketing switch:

From: successful business centre

To: urban centre with mixed use

Femke A. Haccoû

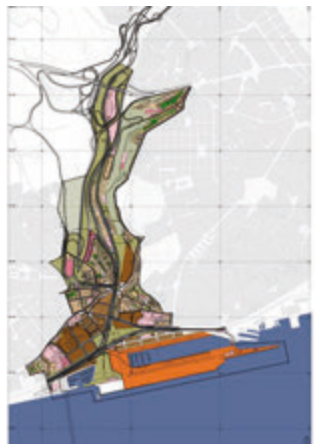

Grid & Public Space
Connecting to original grid on human scale via Public Space
Dok model: putting infrastructure underground
Remove physical barrier
Connecting on street level
Optimal use of space
More transport space with less enviromental impact
Station itself is heart of the area
DOK Tunnels

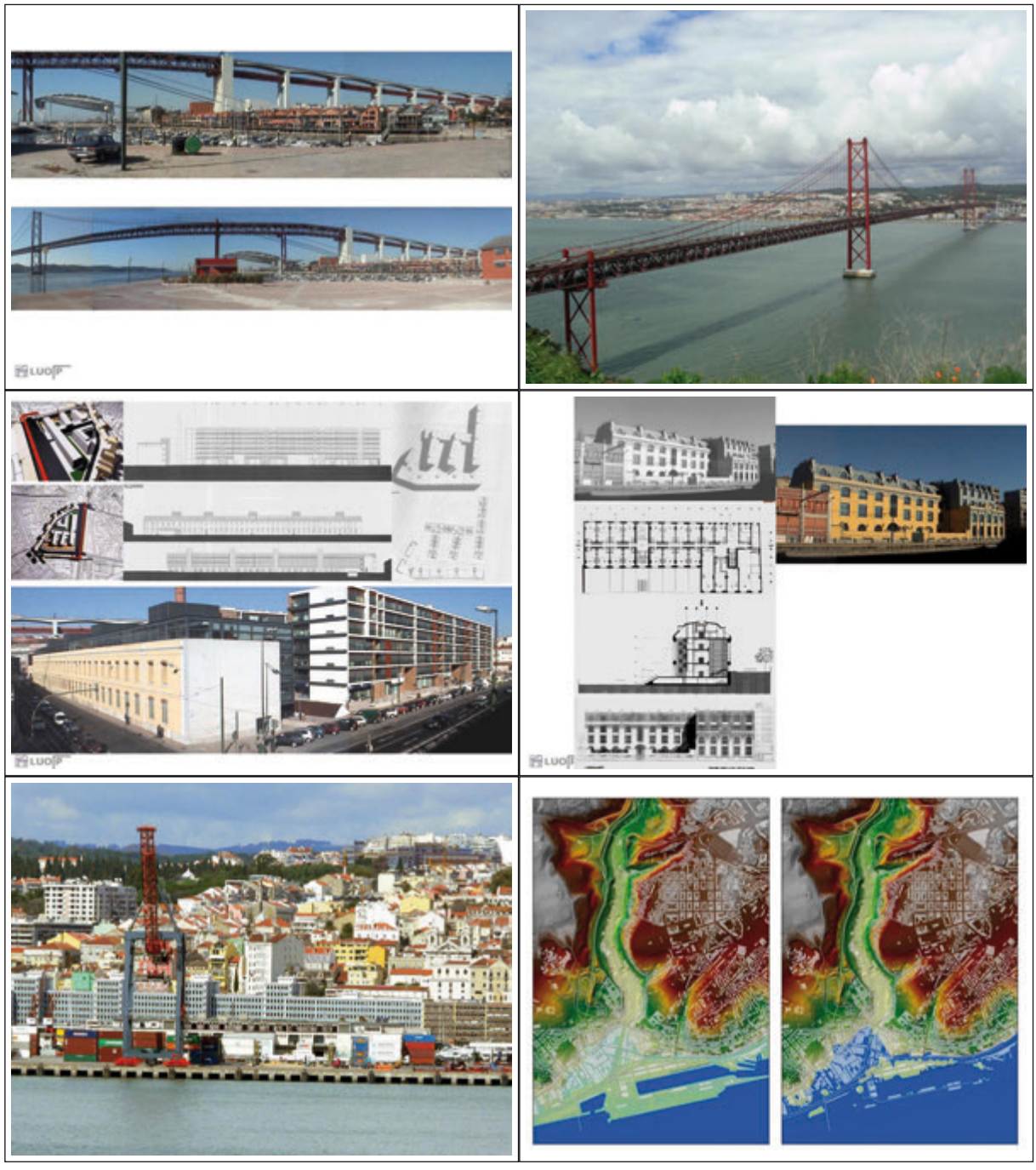
Zuidas

End

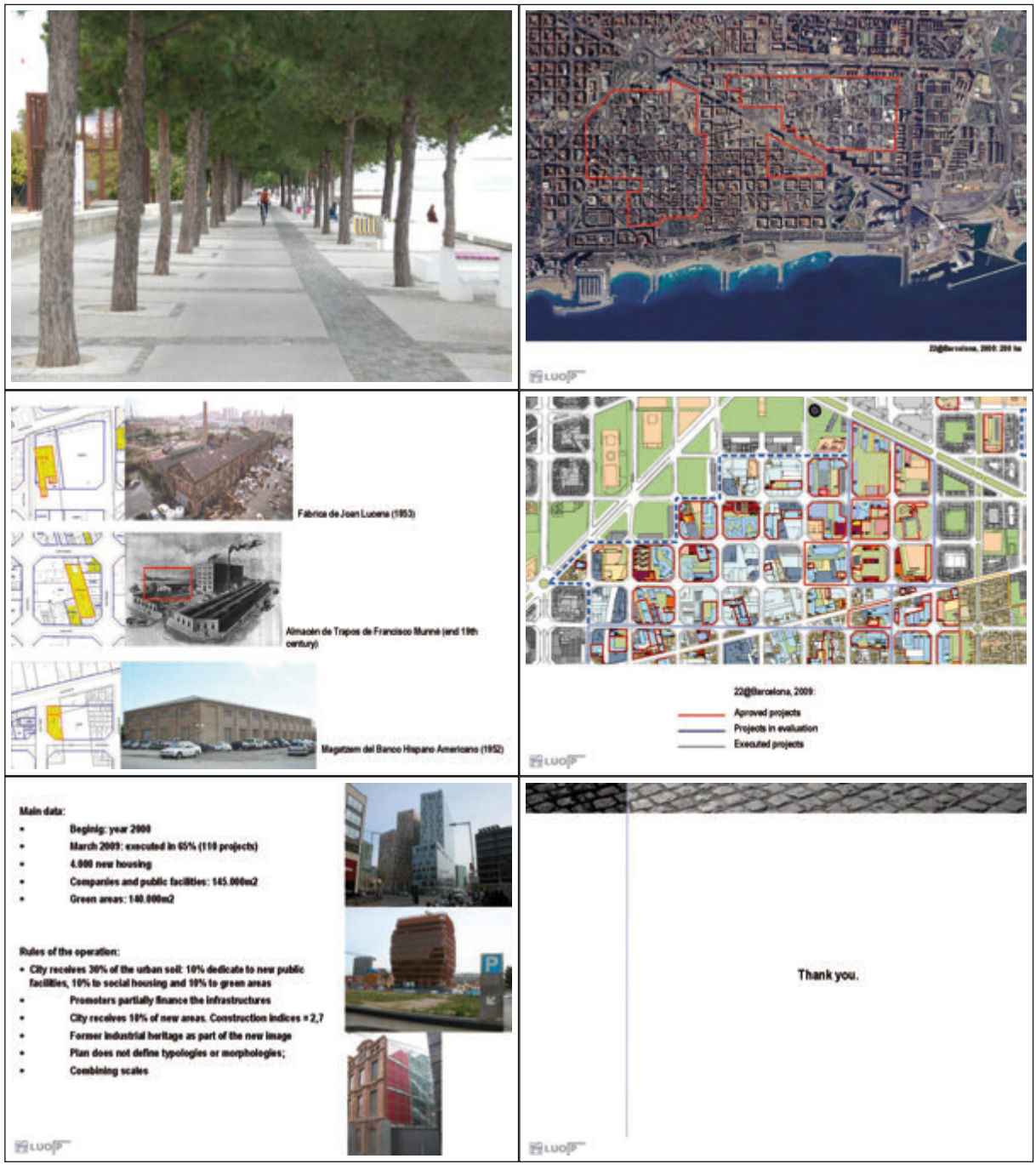
Case of Lisbon and Barcelona by
João Pedro Costa

João Pedro Costa





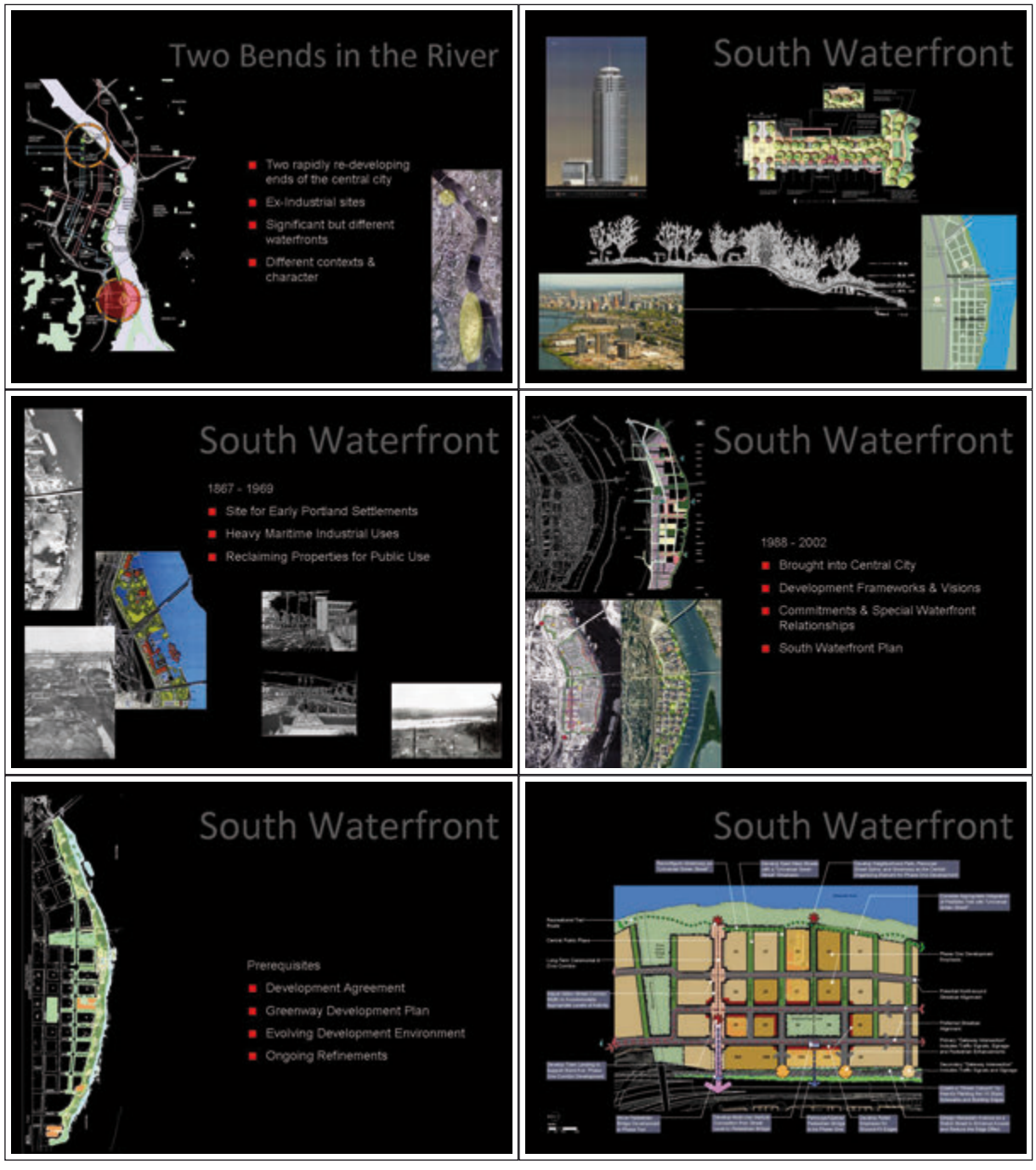
João Pedro Costa


Fábrica de Joan Lucena (1853)
Almacen de Trapos de Francisco Munné (end 19th century)
Magatzem del Banco Hispano Americano (1952)
22@Barcelona, 2009:
Aproved projects
Projects in evaluation
Executed projects
Main data:
Beginig: year 2000
March 2009: executed in 65% (110 projects)
4.000 new housing
Companies and public facilities: 145.000m2
Green areas: 140.000m2
Rules of the operation:
City receives 30% of the urban soil: 10% dedicate to new public facilities, 10% to social housing and 10% to green areas
Promoters partially finance the infrastructures
City receives 10% of new areas. Construction indices = 2,7
Former industrial heritage as part of the new image
Plan does not define typologies or morphologies;
Combining scales
Thank you.

Case of Portland, Oregon (USA) by Arun Jain

1972
DOWNTOWN PLAN
THE BIG IDEA
HIGH DENSITY OFFICES RELATED TO N-S TRANSIT
STRONG COMPACT RETAIL CORE RELATED TO N-S & E-W TRANSIT
MEDIUM DENSITY OFFICE RELATED TO MAJOR ACCESS & PARKING
LOW DENSITY MIXED USES
SPECIAL DISTRICTS
PERSISTENT ELEMENTS
ALL OF THE ABOVE
ADOPTED INTO 1988 CENTRAL CITY PLAN
Skyline & Visual Access
BRIDGES
CORE & INDUSTRIAL SANCTUARY
TRANSIT CORRIDOR & RIVER
1976
Harbor Drive
Tom McCall Waterfront Park
Today
Issues
gettyimages
Can't see or touch the water
Need to increase river activity
Sterile park – functions more like a fair ground
Need to re-establish city connections
South Waterfront

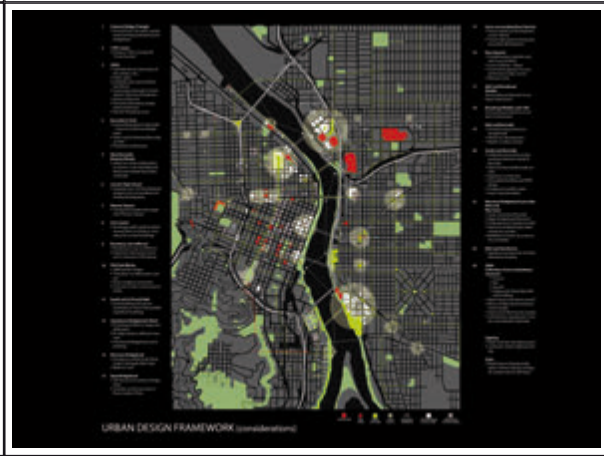
Arun Jain


Two Bends in the River
Two rapidly re-developing ends of the central city
Ex-Industrial sites
Significant but different waterfronts
Different contexts & character
South Waterfront
South Waterfront
1867 - 1969
Site for Early Portland Settlements
Heavy Maritime Industrial Uses
Reclaiming Properties for Public Use
South Waterfront
1988 - 2002
Brought into Central City
Development Frameworks & Visions
Commitments & Special Waterfront Relationships
South Waterfront Plan
South Waterfront
Prerequisites
Development Agreement
Greenway Development Plan
Evolving Development Environment
Ongoing Refinements
South Waterfront

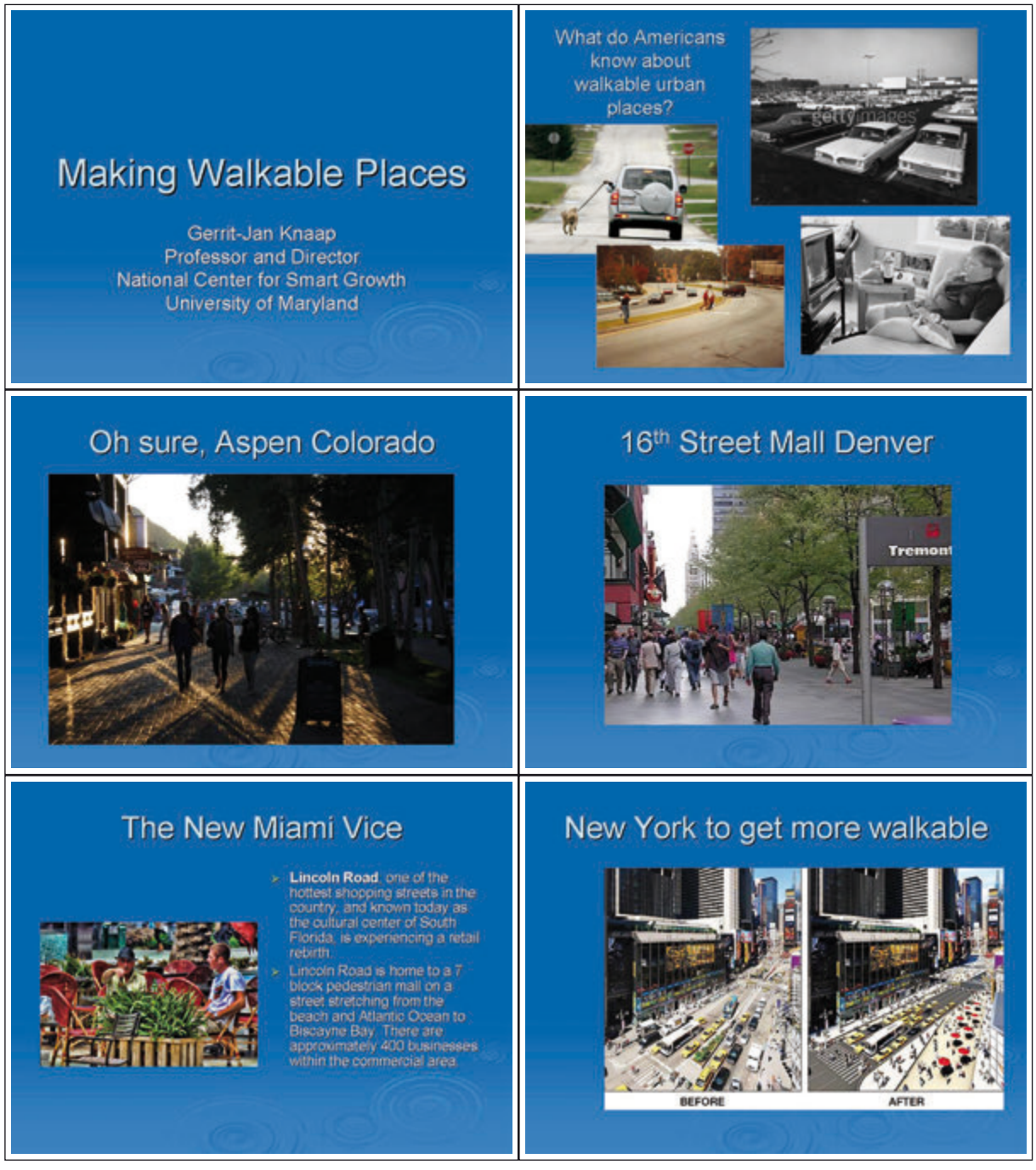
South Waterfront

South Waterfront
Successes
Urban development with natural habitat
A vibrant 24 hr community
Calibrating urban design quality with maturing development
Re-establishing city connections

South Waterfront
Ongoing Challenges
Too much too fast (growing bankruptcies)
Transportation issues
Ensuring a "diverse" community
Coordinating multiple property owners
Ensuring community assets despite a lack of publicly owned properties


URBAN DESIGN FRAMEWORK

Case of Maryland (USA) by
Gerrit Jan Knaap



Pedestrians Only On Broadway, Please!

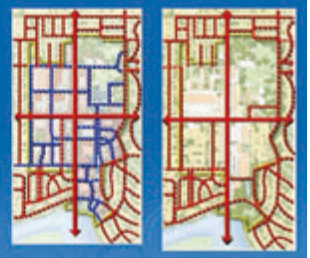
What's your walk score?

Suburban Malls are Dinosaurs

- Mall culture in the United States -- at least as we know it -- is coming to an end. Last month, the fall of Steve & Barry's became the next addition to a series of recent retailer bankruptcies we've been witnessing across the nation. This trend is likely to continue, as the U.S. economic downturn causes people to reduce their trips to stores and to shop less, forcing more shops to close and leaving malls deserted.

Retrofitting Suburbia

- *New streets break up superblocks in a plan for Temple Terrace, Florida.*
- *Ellen Dunham-Jones, June Williamson,* Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs, *2009.*



Tyson's Corner, Washington, DC

- This is your classic drivable suburban place that is anchored by a regional mall.
- This is, however, one of the biggest, if not the biggest concentration of retail, office and hotels in the suburbs, in the country."
  "This is something that we the people wanted very badly."
- What we didn't know is as you build more of it, you decrease the quality of life."

25m sf office space; 1.7 b sf ind space; 4m sf retail space; 2.5m sf hotel space

The Challenge Ahead

The problem of what to do with suburban edge cities with their mega malls, inhospitable pedestrian environments, and thousands of parking spaces will be one of the biggest challenges facing urban environments in the coming decades

From sub-urban to urban, Tysons Corner's 30 year plan

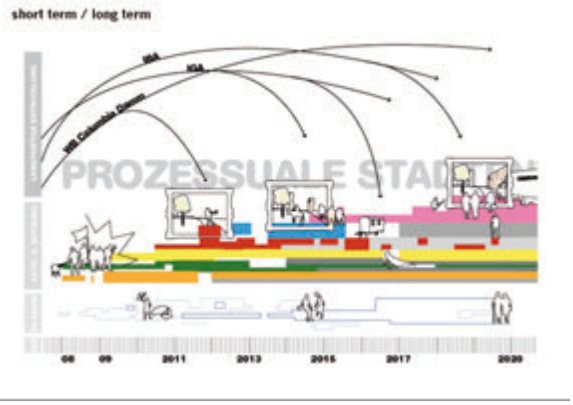
$742m grid network; $7.83 billion transportation investements

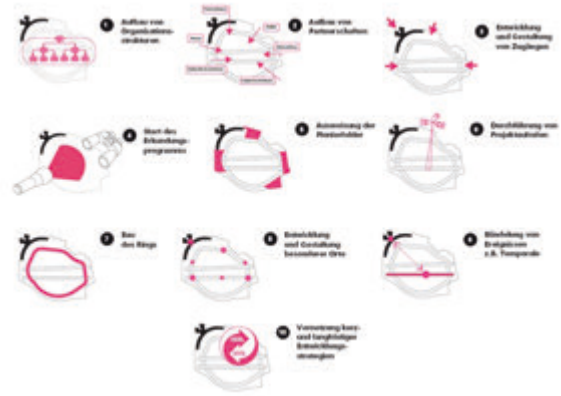
Toward Sustainable Communities

- New commitment of Obama Administration to sustainable development
- New partnership: EPA, DOT, HUD
- Sustainable Regions Initiative
- Six Principles
  - More transportation choices; equitable, affordable housing; economic competitiveness, existing communities, leverage investment, value neighborhoods.

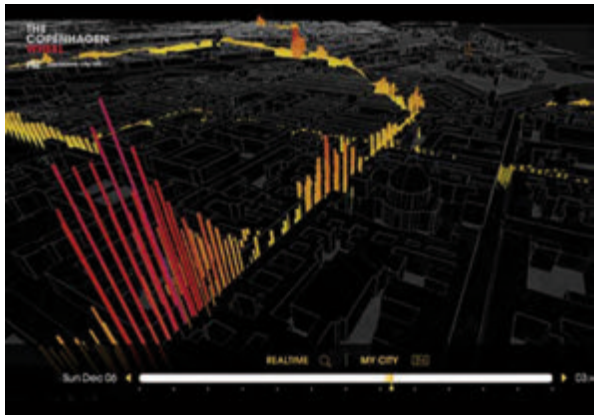
Stay Tuned

Transformation of **public space**





Sascha Glasl



List of car-free places

Austria

Location	Area	Population	Character
Vienna	Autofreie Mustersiedlung Floridsdorf housing project	250 units	New car free residential project, organized by Green party
Vienna	"Sizable" car free core near St. Stephens Cathedral		Old center
Graz	Several streets in the old town		Significant pedestrian zones and car free shopping areas
Feldkirch	Historic center		Oldest part of Feldkirch bordering the Ill river includes hotels, shopping, St. N Katzenturm, and the historic castle Schattenburg
Salzburg	A number of streets in the medieval center are car free		Lovely old town with significant car free shopping areas

C
FORMAT OF AN
IMPLEMENTATION LAB

Workshop format

An Implementation Lab (three-day workshop) consists of a reference seminar (Day 1), study visit (Day 1), Implementation Lab(oratory) (Day 2) and policy recommendation meeting (Day 3).

In its efforts, the Implementation Lab format serves the following aims:

- Increase awareness of the consequences (both positive and negative) of the concentration and/or mix of activities, or multifunctional and intensive uses of space (urban land, water and green areas)
- Examine the extent to which such concentrated land use interventions contribute to social quality as well as to the economic value, quality and climate robustness of the physical structure of areas
- Consider appropriate containment strategies for cities using multifunctional and intensive land use mechanisms to preserve open space, nature, valuable landscape and water systems while balancing regional development

Each Implementation Lab workshop is the result of carefully co-ordinated efforts between the host organisation and the International Institute Intervision (III).

Implementation Lab (IL)

The core of the three-day workshop is the Implementation Lab.

The IL is an interactive session in which stakeholders of the host partner work on-site together with the III partners and experts. To maximise interactivity, ILs are typically organised as open panel discussions involving planners from the host city/region. The Implementation Lab is meant to give momentum to a local/regional project by putting concepts like Multi-functional and Intensive Land Use (MILU) into practice. The Implementation Lab is a “laboratory” or “pressure cooker”. All partners work together with the host partner on one or two local and/or regional cases for which the host partner is responsible. The “real problem” situation will motivate the III partners to produce the best of their knowledge relevant to the case under study. The need to help resolve a practical problem will tap the maximum of the partnership’s know-how. The case area(s) are located in a host partner’s region scheduled to undergo a (re) development process with special opportunities, e.g. for MILU solutions.

The main purpose of an III Implementation Lab is to investigate, on a group basis, both new and persistent urban/regional problems inasmuch as they relate to land use. It is the intention that each workshop should leave both participants and hosts with new insights as well as shared and learning experiences. Each workshop aims at providing the host with useful and practical suggestions and recommendations on dealing with the problem case(s) discussed.

The main goal is to take a step forward in the implementation process and to develop recommendations for the case area(s) with regard to e.g. spatial solutions, environmental risk management concepts, architectural ideas, solutions for social problems and crime prevention, process organisation, financing and policy strategies.

Cases

The host organisation identifies one or two problem sites and assembles detailed information for the attendees to deliberate on. In addition, a third site may be presented as a case study to demonstrate an innovative approach. Supporting presentations can be made by host officials to inform participants fully about the idiosyncrasies of the cases under study.

In addition, selected participants as arranged by the programme organisers may also present input for the deliberations through cases that are based on their own experiences and are of interest in this context.

Focus of an IL

III partners represent a wide variety of fields including urban and regional planning, architecture, ecology, landscape planning, aerial survey, urbanism, environmental management, construction, water management, risk and safety management, traffic and transport engineering, economics, social, community and health sciences, systems analysis and law as well as public policy and administration.

However, the focus is on the integration of sectoral policies and specialised expert know-how with an emphasis on cross-cutting issues:

- governance (effective planning and implementation, finance, regulations, partnerships, etc.).
- technology (systems management, construction technologies, architectural concepts, etc.).
- people and environment (participation, quality of life, risks, resource use, etc.).
- spatial quality and identity of place

Five issues of concern

While selecting one ore two projects for consideration, the host city or institution identifies themes related to five issues of common concern. Manifesting themselves differently in each site, these five types of issues provide the means both to orient participants towards the preferred nature of the debate and to serve as a basis for organising the meeting's panel discussions.

The six issues considered are:

- **Quality and identity:**
  does the project area have its own social, functional and visual identity? How can this be enhanced? How can a "green" lifestyle be supported? Are there local aspirations that we can build on?

- **Critical mass:**
does each site have enough development, infrastructure and resident population to maintain a coherent community or support a desired mix of amenities with sufficient carrying capacity?

- **Connectivity:**
what link does each site have with its surrounding natural and manmade environment? Can these connections be enhanced?

- **Human scale:**
do the existing developments relate in scale and proportion to diverse human-scale activities, such as walking, biking, congregation, social interaction? Do the scale and relationships of public spaces support and attract their use?

- **Promotion and marketing:**
how are existing uses promoted? How effective are these efforts, and what types of promotion would be useful, necessary or possible to improve the sense of place?

- **Process architecture:**
in developing a spatial development strategy, when should stakeholders be involved and how? What are the various interests and interdependencies between stakeholders? How do we handle opposing interests? How do we organise an effective planning and implementation process?

Preparation and procedure of an Implementation Lab

An IL is organised according to the following scheme:

Pre-meeting preparations:

- Identification of problem sites by host organisation.
- Identification of key areas of concern.

- Preparation of dossiers with background material for each site.
- Distribution of background material to registered attendees several weeks prior to arrival.

Procedure of an Implementation Lab:
- Site visits to establish context.
- Plenary sessions (including invited speakers).
- Working sessions to formulate concrete suggestions for the case study areas as well as observations on how to develop (regional) policies.
- Concluding plenary session.

To avoid misunderstandings: an IL forms the core of a workshop.

Work method
The IL's working sessions are conducted by dividing attendees into teams depending on the number of attendees, so as to distribute professional expertise as evenly as possible. There will be moderators for each team. Experts are available as resource persons. They come from the host organisation and are familiar with each project. Their role is to help maintain focus as well as to facilitate the concise compilation of issues and concerns.

Issues and concerns identified for each project are placed within the six areas of concern mentioned above. Discussions and observations are conducted in an open panel discussion format. Each moderator's objective is to have their project's comprehensive lists of concerns categorised halfway through the IL.

Final deliberations will focus on simplifying the various comments produced by each team. The process is organised to ensure that all participants will understand and agree with the ideas generated for the case study projects.

To wrap up the work done, theme co-ordinators and hosts deliver summary comments in the plenary.

Reporting
The host organisation produces a report whose content is in agreement with the III and which highlights the results of the Implementation Lab. The host organisation disseminates this report in its region. It is recommended to organise a press conference to present the results.

The **International Intervision Institute** is a product of many years of experience in the IFHP Working Party MILU, Multifunctional and Intensive Land Use (2000–2004), and the Interreg IIIc Operation MILUnet (2004–2007). MILUnet developed into a network of experts dedicated to the generation, collection, exchange and transfer of knowledge on the subject of multifunctional intensive land use as a means to realise more sustainable urban development in Europe. The members of MILUnet were European cities and leading European research institutions.

Experiences have shown that urban and regional planning professionals are usually closely involved with their own region or city and often miss an objective evaluation of their work. All cities participating in the MILU projects greatly appreciated the added value of an impartial, non-competitive and professional appraisal of planning problems and potential solutions.

After termination of the Interreg IIIc project, the initiators of MILU decided to continue working with the theoretical framework and format of the Implementation Lab, which proved to be most productive for the solution of local development problems and for the implementation of strategies focused on multifunctionality, variety, differentiation and intensification. III is a new initiative aimed at a continuation of the MILU experience and at building further on the added value of past experiences of analysis in four continents, 20 countries and 30 specifically analysed urban areas.

The goal of the IIInstitute is to accelerate the development and acquisition of knowledge and competences for sustainable area development in:

URBAN AREAS, SUCH AS CITY CENTRES, NEIGHBOURHOODS, INDUSTRIAL AREAS, DOCKLANDS, WATERFRONTS, URBAN NETWORKS AND SUBURBS;

RURAL AREAS, INCLUDING URBAN/RURAL FRINGES, BROWNFIELD LAND, VALUABLE CULTURAL AND HISTORICAL LAND.

The overall aim is to increase sustainable spatial quality. To this end, we work from the following principles:

- An integrated approach – through interdisciplinary work.
- Meeting social needs – by generating support and consolidating interests.
- Effectiveness – by interpreting and addressing the problems of each area in its own right.
- Upgrading and renewing policies and policy measures – through comparison and evaluation of problem definitions with best practices elsewhere.

The added value provided by III consists of:

- Enhanced professional skills.
- A stronger elected administration and improved relations.
- Accelerated and improved processes.
- Optimised outcomes.
- Reduced risks.
- Fresh insights and renewed working methods.
- A productive return on the use of resources.

For more detailed information see **www.iiinstitute.nl.**

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