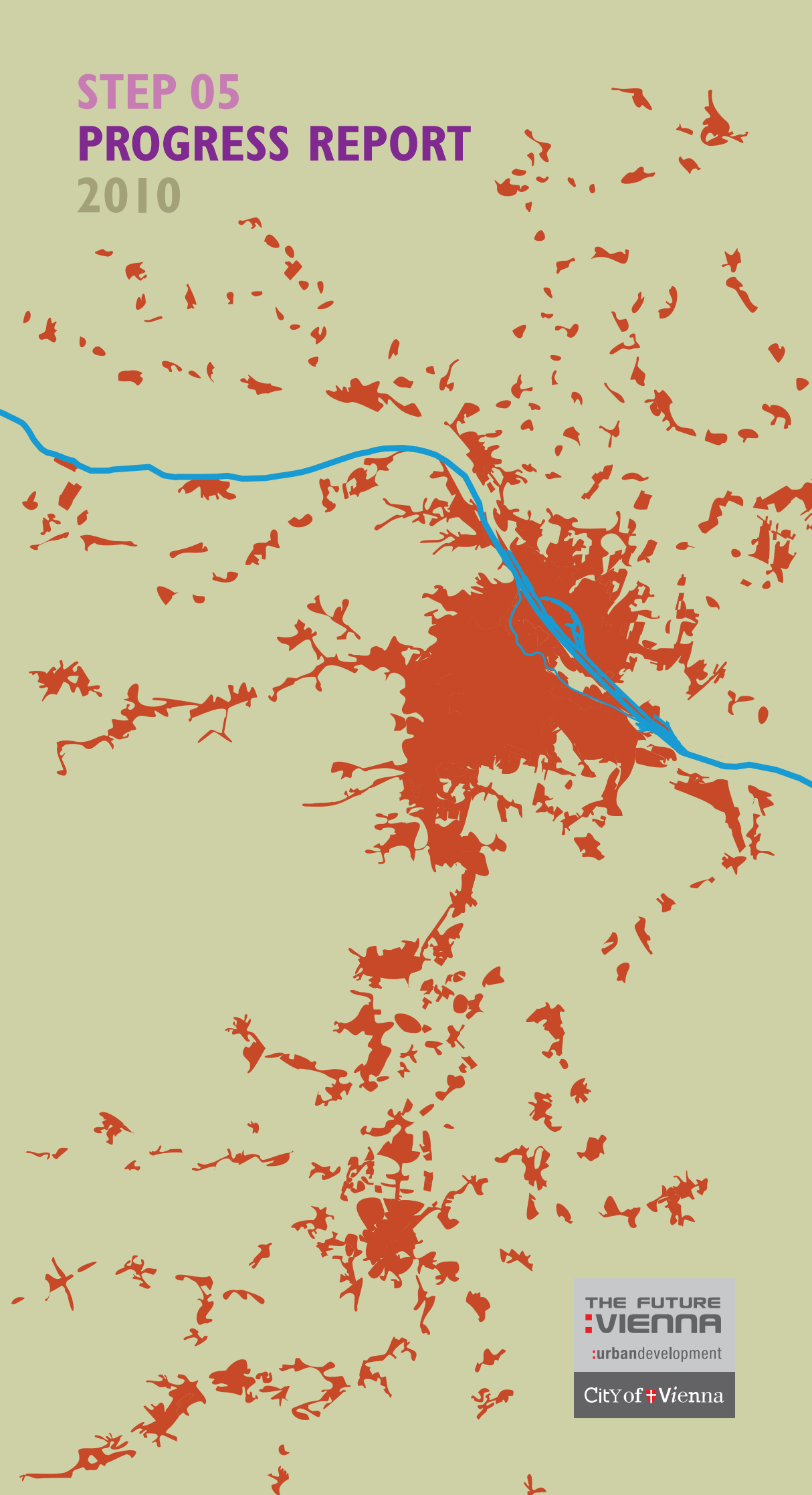


STEP 05 PROGRESS REPORT 2010



THE FUTURE
:VIENNA
:urbandevelopment

City of + Vienna



Target Area Vienna City Centre

A consolidated top position

Vienna's Urban Development Plan STEP 05 is controlling an urban development phase more dynamic than anything the city has known in decades. Vienna is growing. Old railway station grounds are upgraded into attractive new city quarters, and future-oriented locations were created along new lines of the Vienna Underground. In addition, Vienna is strengthening its position as one of Europe's top international hubs.

After five years of work with STEP 05, a revision was certainly called for: are we still on the right track? Are our planned development focuses still valid?

Overall, the progress report confirms the assumptions of STEP 05, which has indeed proved to be a robust planning instrument. Vienna is growing in an orderly fashion. Even more importantly, the quality of life is constantly on the rise. Vienna has consolidated its top position in the international competition among cities. The definition of target areas has set an innovative step for urban development.

The upcoming implementation of STEP 05 will take specific account of the following areas: social integration in urban development, knowledge and education infrastructure, climate protection, energy efficiency, location and business environment for enterprises, reserving land for housing, work and leisure activities as well as urban design and quality of life.

At the same time, we are at the threshold of the formulation of a new Urban Development Plan 2015. The results of the progress report provide an essential basis and starting point towards this goal.

DI Dr. Kurt Puchinger

Chief Executive Office of the City of Vienna,
Executive Group for Construction and Technology,
Head of Planning Group



Target Area Waterfront

The Urban Development Plan STEP 05

In 2005, the Vienna City Council adopted the new Urban Development Plan STEP 05, which formulates visions and objectives for Vienna's further development. Above all, this document defines 13 parts of the city as target areas deserving the special attention of urban planners.

Five years after its adoption, the objectives and visions defined in STEP 05 were re-evaluated. Has Vienna evolved as planned? Or do changed frame conditions necessitate reorientation measures?

The STEP 05 progress report addresses these questions and moreover provides suggestions for the continuation and updating of activities to implement the 2005 Urban Development Plan.



Target Area Prater-Messe-Krieau-Stadium and right Danube bank



Target Area Danube Canal

General trends of urban development

A city like Vienna is subject to constant political, social and economic change:

- Challenge 1:** A growing, increasingly differentiated society
- Challenge 2:** A globally networked economy with competition between locations and a more and more dynamic, flexible labour market
- Challenge 3:** Safeguarding quality of life and the environment and optimising energy consumption
- Challenge 4:** Regional governance as control of spatial processes

A growing, increasingly differentiated society

For any city, dynamic population growth due to (international) migration is a sign of high attractiveness.

Vienna's demographic growth is above the estimates forecast in STEP 05. It is likely that this trend will continue as a result of Vienna's appeal for newcomers.

Therefore, provisions must be made for affordable, high-quality housing that meets the needs of different population and age groups, lifestyles and cultures.

A globally networked economy with competition between locations

Vienna's economy is markedly influenced by the global economy. EU enlargement and economic integration are other expressions of this development. The metropolitan region of Vienna must thus be easily accessible internationally and inter-regionally, in both physical and virtual space.



Target Area Floridsdorf – Brünner Strasse Axis

Highly evolved urban economies increasingly derive their dynamism from the “knowledge economy” that must be promoted by supporting research and development. Co-operation ventures between enterprises and research institutions in Vienna are to be intensified. Adequate private and public funding must be provided for this purpose.

Vienna’s urban economy continues to benefit from its strong service orientation as well as from the focus of material goods production on consumer goods and business functions. Start-ups are established with continued dynamism, above all among small and micro enterprises.

Safeguarding quality of life and the environment

A key objective of STEP 05 is the safeguarding of high quality of life for all inhabitants of Vienna. This also involves taking equal and balanced account of the different interests of women and men.



Target Area Vienna Main Station – Erdberger Mais

Vienna is becoming younger; at the same time, the number of elderly persons is increasing. This has entailed a new demand for services in such areas as childcare, education, leisure, sports, culture and communication as well as health, nursing and assisted living, which in their turn call for novel forms of integrative facilities, e.g. the campus model in the field of education.

Safeguarding and further improving the already high environmental standards plays a more and more important role in ensuring quality of life for Vienna's inhabitants.

With its climate protection programme KliP, Vienna has adopted a strategy designed to cut down on CO₂ emissions. The constantly rising volume of energy consumption is countered by such measures as the promotion of low-energy and passive houses and a sustainable traffic policy aimed at boosting the shares of pedestrian traffic, bikes and public transport.

Moreover, several guidelines with a bearing on the environment have been adopted since the formulation of STEP 05. In part, they have significantly impacted spatial development processes.

Regional governance as control of spatial processes

Regions develop more and more within networks of institutions. Moreover, the process of EU integration significantly intensifies the need to co-operate beyond national borders.

Vienna tries to identify approaches for regional co-operation – for example a strategy for the Danube region – through its involvement in city networks such as Eurocities, METREX and cross-border EU projects (e.g. CENTROPE and Catch-MR).

The planning association for the east of Austria “Planungsgemeinschaft Ost” and SUM, an urban/suburban management co-operation, contribute to the cross-provincial fine-tuning of projects beyond Vienna's municipal borders.

Co-operation between different actors in the city takes the form of participation, which also helps to balance divergent interests in planning processes. Key elements include the Local Agenda 21 action groups, area renewal offices and target area management bodies.



Target Area U2-Donaustadt / aspern Vienna's Urban Lakeside

Implementation of STEP 05

STEP 05 follows five models:

Vienna's regional spatial model

Defines key infrastructure facilities, green zones and settlement focuses of the Vienna-Lower Austria-Bratislava region for fine-tuned joint development..

Vienna's spatial business model

Describes location-related frame conditions and economic development perspectives for neighbourhood centres, shopping streets, office quarters, commercial and industrial areas.

Vienna's architectural development model

Visualises areas characterised by varying levels of building intensity, which in its turn reflects accessibility by public transport. As in the past, compact urban development will be supported by clearly delimiting building land from large-scale leisure and recreational zones.

Vienna's model for green spaces in the urban region

The superordinate landscapes of the greater metropolitan region are to remain visible within the city limits as well. Larger urban green and open zones should be easily accessible by public transport for all citizens.

Vienna's 13 target areas of urban development

13 selected areas present outstanding development potential and opportunities for the overall benefit of Vienna. Due to their designated purpose, they can be divided into three groups:

- the first group is about the improvement of historically evolved structures and internal development, e.g. in the city centre, in Liesing or along the Western Gürtel;
- the second group focuses on building stock updating and the addition of new elements to the historic urban-structural and institutional environment, e.g. Vienna Waterfront and Danube Canal;



Target Area Gründerzeit Quarter / Western Gürtel



Target Area Liesing Centre

- the third group is to bring about the development and construction of new city quarters to be smoothly integrated into their surroundings, e.g. Vienna Main Station, Erdberger Mais, Donauefeld or aspern Vienna's Urban Lakeside.

The success of STEP 05

Two aspects come into play here: assessing the success in achieving the goals laid down in the models and assessing the added value generated by STEP 05 for day-to-day planning tasks.

Outcome of the analysis:

- The City Council decision endowed the Urban Development Plan with a binding character for all municipal departments and divisions as well as for all enterprises of the City of Vienna. Beyond municipal borders, STEP has proved effective in the formulation of joint positions, e.g. in the "Regional Spatial Model" agreed with the Federal Province of Lower Austria.
- Numerous objectives embodied in STEP 05 are being consistently pursued in Vienna. The strategies and measures of the plan are successfully implemented.
- Involving a wide range of actors in the drafting of STEP 05 has helped to familiarise these key players with its goals and measures and secured their acceptance.
- Special attention was paid to preparing both good-quality maps of STEP 05 and well-designed charts of its objectives, strategies and measures. This clearly organised and sufficiently detailed material conveys a clear idea of the key themes covered in the plan.
- Unforeseeable developments occasionally impede attainment of the objectives of STEP 05. In particular, this includes changes that cannot be controlled by the City of Vienna, such as above-average population growth, the global economic crisis or new legal frame conditions at the national and international levels.

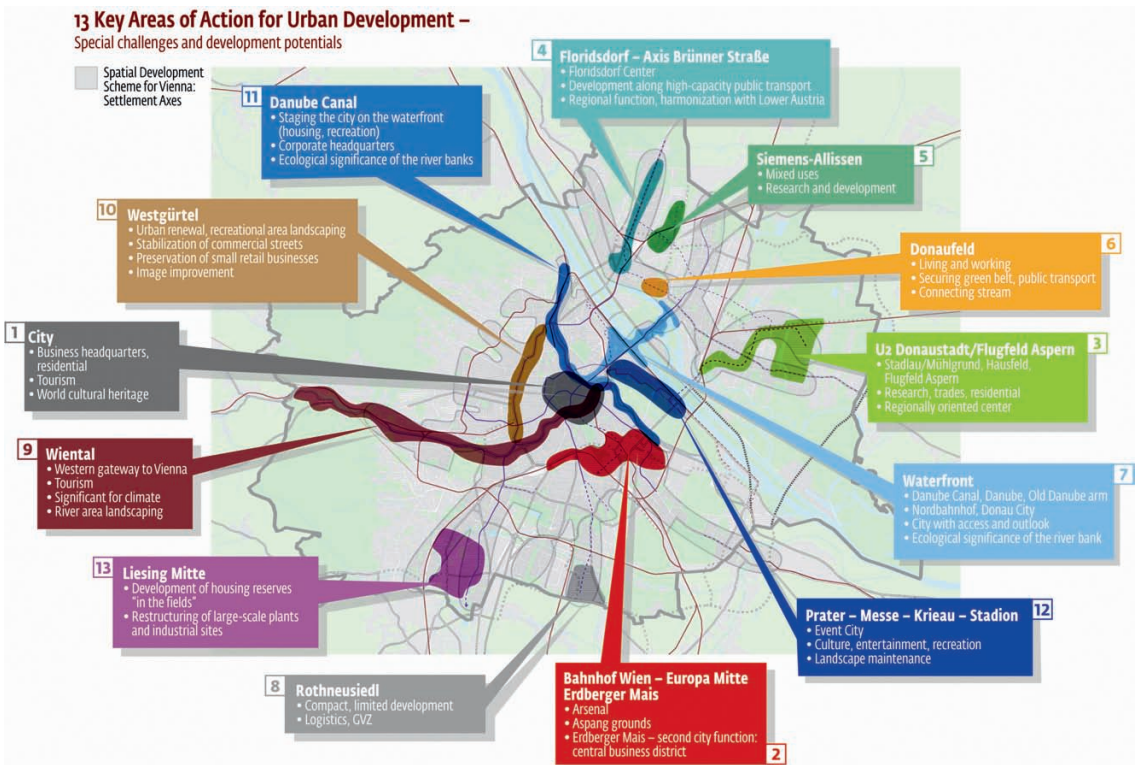


Target Area Wiental

The 13 target areas of STEP

The target areas singled out in STEP 05 constituted one of the most important novelties in urban development as compared to earlier plans of this kind, as this innovative approach sets focuses for specific urban areas and their development.

A variety of actors from the fields of politics, urbanism, business and society are actively involved in the planning and implementation of these target areas. “Target area programmes” were drafted according to a uniform standard. Internal structures of the City Administration were established for this purpose, e.g. a section of the Executive Group for Construction and Technology as well as target area co-ordinators. Their tasks include the co-ordination and balancing of divergent interests and interface management.





Zielgebiet Rothneusiedl

In all target areas, key steps were taken to prepare decisions and fine-tune plans. Target area management has resulted in a significant quality boost of project implementation for the city as a whole. This progress is particularly visible in the new structures or works ongoing in the target areas Prater-Messe-Krieau-Stadium, Vienna Main Station-Erdberger Mais, U2 Donaustadt / aspern Vienna's Urban Lakeside, Danube Canal and Siemens-Allissen.

The target area approach also enabled the City of Vienna to communicate information about the future development of urban areas in a vivid and descriptive manner to the public at large.

Future perspectives

Further implementation of STEP

In further implementing STEP 05, the following aspects will be given special attention:

- Vienna as a business and science location
- further development of inner-urban areas for commercial purposes
- stronger involvement of important partners (e.g. the Federal Railways ÖBB or the federal real-estate company BIG) in large-scale projects
- public space design
- ensuring equal opportunities in all planning activities

Frame conditions will continue to change in coming years. The following aspects must be considered to safeguard the goals of STEP 05:

- **wider spatial frame of reference** for Vienna as a location among European metropolises



Zielgebiet Donauebene

- growing importance of **regional co-operation** for European integration, e.g. the EU Strategy for the Danube Region
- adjustment to the **demand for more housing**, i.e. intensified construction activities
- quantitative and qualitative **changes in the demographic structure** due to migration, social consequences of the worldwide economic crisis
- trend towards **labour market disintegration** due to extreme flexibilisation and a dwindling share of stable labour relations
- partly **changed legal frame conditions** (e.g. EIAs for urbanistic projects, noise abatement, free kindergarten) impacting project and neighbourhood development



Zielgebiet Siemens-Allissen

Recommendations for a new urban development plan

The performance analysis of STEP 05 and an observation of the key trends for Vienna permit deriving recommendations for an urban development plan update:

- greater consideration of **European spatial development strategies** and initiatives of **city networks**
- consistent strengthening of **co-operation platforms** for the city, its environs and the supra-regional level
- **active land policy** as an urban development instrument in accord with infrastructure development
- ensuring the **profitability** of public investments, e.g. in public infrastructure, for the **urban economy**
- active mobilisation and more intensive **use and development** of land potentials to attract business enterprises through concerted efforts
- effective **condensation** for sustainable, compact urban development and eco-friendly mobility
- ensuring quality of housing and life by **providing sufficient green and open spaces** and attractive urban design that must safeguard the quality of the historic building stock while at the same time offering potential for contemporary developments
- promotion of the new focuses in **knowledge and educational infrastructure**
- emphasis on **energy efficiency** in urbanism, traffic and transport
- **climate protection** as an overarching urban development strategy in conformity with KliP 2010
- balanced consideration of the interests of women and men according to the principle of **gender mainstreaming**
- boosting of social integration by means of **diversity management**

For further information

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PROJECT CO-ORDINATION: Kurt Mittringer (MA 18)

EDITORIAL TEAM: Kurt Puchinger (Chief Executive Office, Executive Group for Construction and Technology, Planning Group), Thomas Madreiter (MA 18), Gabriele Zimmermann (GSV, social insurance carrier), Kurt Mittringer (MA 18)

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