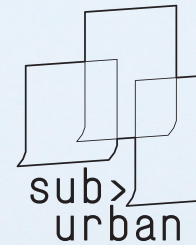


## More Info

This is a special edition. It brings the essence of 2,5 years of hard work and new insights.

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SPRING 2018



# VIENNA

AUSTRIA

# STRATEGY FOR THE TRANSFORMATION OF THE FRINGE IN VÖSENDORF – VIENNA-SIEBENHIRTEN



English summary of the Integrated Action Plan  
in the framework of the URBACT network sub>urban, Reinventing the fringe.

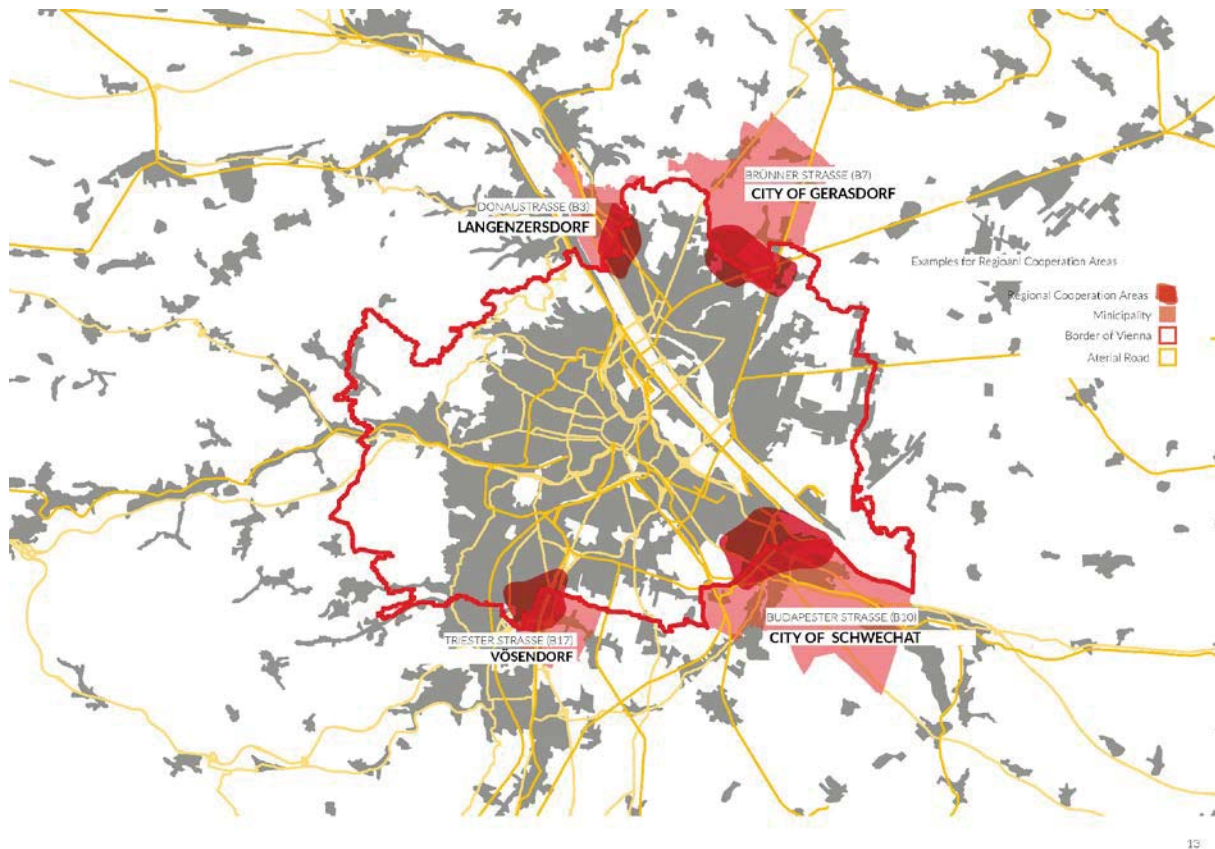
# Strategy for the transformation of the fringe in Vösendorf – Vienna-Siebenhirten

English summary of the Integrated Action Plan  
in the framework of the URBACT network *sub>urban, reinventing the fringe*

## Table of Content

- 1. Initial situation..... 3**
- 2. Objectives for the transformation ..... 11**
- 3. Action plan & Transformation timeline ..... 15**
- 4. Management & Governance structure for the transformation process ..... 20**
- 5. General idea dealing with the transformation of the entire fringe in the  
future ..... 22**
- 6. Further information..... 23**

# 1. INITIAL SITUATION



*Exemplary illustrations of Regional Cooperation Areas in Vienna, following the Vienna's Urban Development Plan STEP 2025.*

The Metropolitan Region of Vienna is currently one of the most rapidly growing regions in Central Europe. By 2025, the metropolitan area of Vienna - Lower Austria is to increase by 400,000 people. Dynamic growth requires space for living. There should be built around 13 000 houses per year only in Vienna. Liesing, the south district of Vienna, where the northern part of the project area is located, is about to exceed the 100 000 inhabitant level, and this means 10 000 more inhabitants until 2025. Vienna's surrounding municipalities also note a steady increase in the number of inhabitants. The municipality of Vösendorf – the location of the southern part of the project area – increased its population between 2001 and 2017 by 40 percent.

More people living and working in Vienna means that the city is “used” more intensively; more interaction and mobility means growing demand for efficient and smart transport services as well as space for recreation. More children and young people need additional educational offerings as well as sport and leisure facilities; a prospering, growing city entails more production and consumption as well as corresponding demand for space for workplaces, commerce or logistics – and stronger links with the environs as well as within the metropolitan region. The transformation of the stock to liveable, intensively used neighbourhoods represents an important challenge. The long-standing tradition of municipal and subsidised housing construction safeguards a good social mix, affordability and high quality of both housing and living and will continue to play an important role for urban growth of the metropolitan region of Vienna.

## **VÖSENDORF – VIENNA-SIEBENHIRTEN, AN URBAN LAB TO DISCUSS SOLUTIONS FOR URBAN CHALLENGES OF THE 21<sup>ST</sup> CENTURY?**

Solutions for these challenges can be found at the fringe and undefined areas of the metropolitan regions. In the sub>urban project area Vösendorf – Vienna-Siebenhirten you find different kinds of interesting spots in terms of transformation. Here you see and feel the different layers of urban development of the last decades. What they left behind is a fragmented urban landscape – small scale industrial enterprises (in many cases vacant), huge wastelands, abandoned buildings, a huge outdated retail park, industrial and commercial zones, historic villages, farmland facing highways, wilderness, ponds and new residential areas – and this in the middle of a vibrant, fast growing region. This all makes it an urban lab for future solutions. An additional challenge is, that the project area is crossing the city border, which is the border between Vienna and Lower Austria in the same time. This means different laws, land use regulations, responsibilities, competences and planning approaches.

For example, within the sub>urban process, for the first time the colours of the categories of the land use regulation plans on both sides of the border were levelled, what makes the plan readable.

A good governance is required for a successful transformation process. "Governance" refers to a cooperative and transparent cooperation between political-administrative units, civil society and the real economy.

Therefore at the administrative borders, together with neighbouring municipalities, the STEP 2025 the urban development plan of Vienna, supports to define so called „regional cooperation areas“ (Regionale Kooperationsräume).

### **A STRONG VISION OF THE FUTURE**

City, country, suburb, fringe? The project area has many identities at the same time and this means that development cannot follow “traditional urban principles”. There is a high level of development dynamics and pressure on existing sites. At the same time, there is a variety of problems and resulting obstacles to development.

In summary, this means that many paths are possible, while each step is difficult. The planning and implementation process faces special challenges. It must be possible to give a clear direction, to create strong images and to give the space a viable future in order to overcome developmental blockades and counteract unwanted developments. The "reinvention of the fringe" cannot be done with conventional means. It demands experiments and new pictures.

And that is why as many local stakeholders as possible are involved in the process. Important political representatives, experts from the planning departments, representatives of institutions and organizations, owners, committed citizens as well as international partners from the sub>urban network wrote together future stories for the project area. These were discussed and enriched during the process. The future stories are visionary as well as ready for implementation and give space to already running projects.

It's a very special opportunity, as well it needs very special planning approaches and courageous stakeholders. Because of the variety of development opportunities, a ready-made vision and a linear development pattern would have restricted the possibilities originating from the multiplicity of the stakeholders and their ideas.

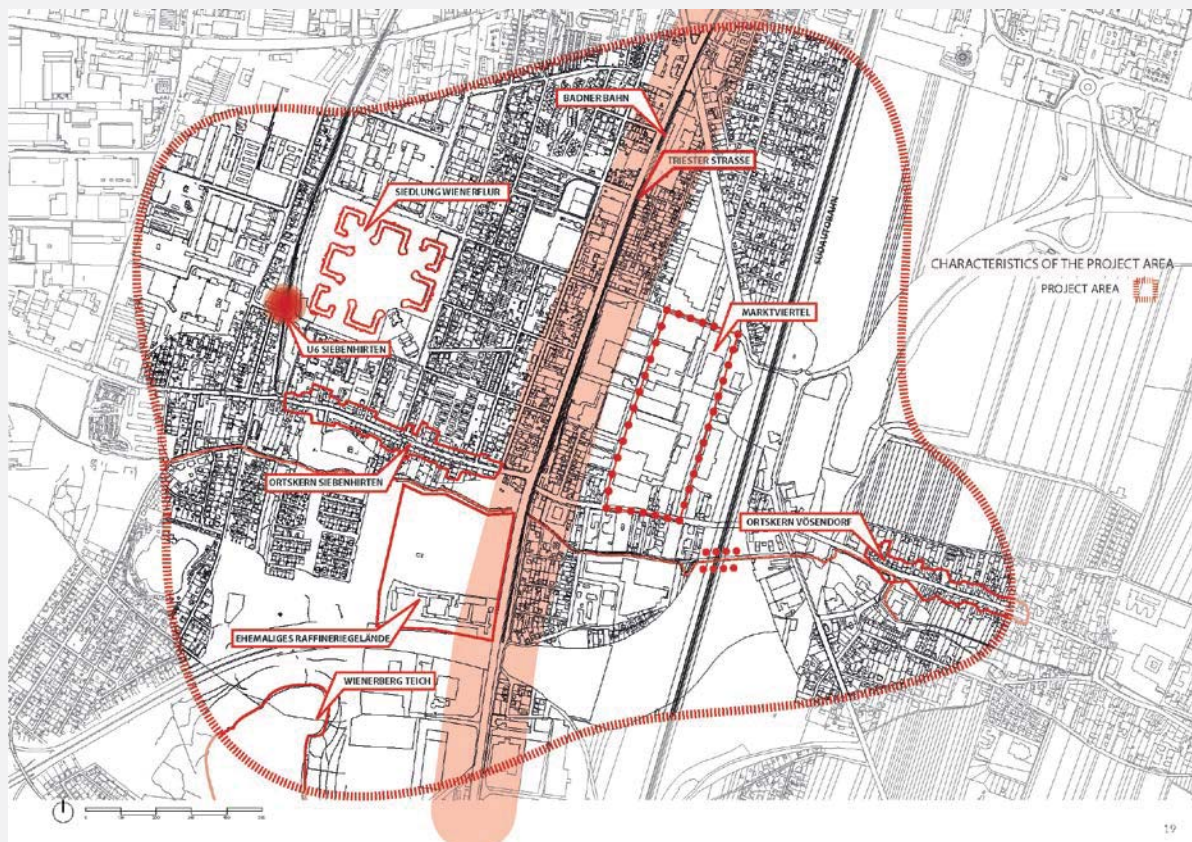
## Vösendorf – Vienna-Siebenhirten

Size (ha): 450 ha  
Proximity (distance to centre): 10 km

### Location

The area is located on both sides of southern border of Vienna and Lower Austria. Along the railway and highway, it is part of a dynamic southern development axis of Vienna Region.

### Function, physical conditions and connection



*Characteristics of the project area.*

The southern border of Vienna shows different layers of urban development of the last decades and a fragmented urban landscape. The planning area is characterized by a side by side of different spatial uses and functions - wasteland among large scale and small scale industrial and commercial zones, historic villages of Vösendorf and Siebenhirten, farmland facing highways, wilderness, ponds and new residential areas.

The area has a significant building vacancy along the Triester Straße, as well in the potential transformation area of the retail area “Marktviertel”. Public green spaces are at the “Kellerberg”, at the Viennese side of the border, and the yard of the housing estate “Wiener Flur”. A huge open space is located at the “Ehemaliges Raffineriegelände” (former refinery site), which is not officially open to the community, but informally used by walkers. This area is highly contaminated with significant inherent pollution.

## Land owner group(-s)

The only areas in public ownership are the open green spaces Kellerberg, and the area on top of the highway tunnel. The remaining planning area is owned by a huge variety of land owner groups including developers and housing associations. Areas with a high potential for transformation as the “Marktviertel Vösendorf” and the “Alvorada Areal” are owned by private stakeholders and developers. Vast parts of the former refinery area are owned and maintained by municipal departments of the City of Vienna.

## Main local stakeholders

The cross-border planning area is subject to a variety of different planning authorities of Vienna as well as Lower Austria.

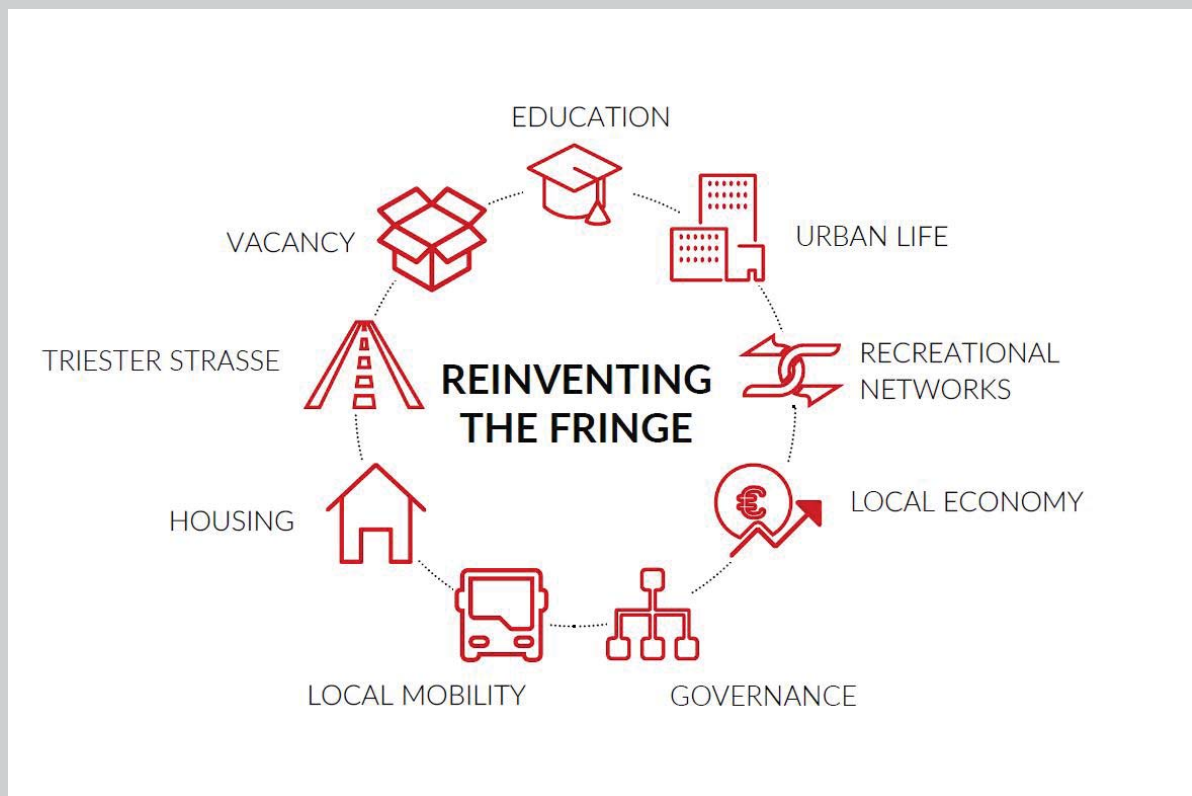


Stakeholder Map

## Challenges & Potentials on regional Level

- avoid further urban sprawl and land consumption by increasing the density transformation of obsolete areas
- new spatial configurations encouraging mixed use developments
- housing space development in already built up urban zones and quality upgrading of existing structures
- city of short distances and developing mixed use typologies
- governance steering spatial development using new planning tools

## Challenges & Potentials at the project area Vösendorf – Vienna-Siebenhirten



### Challenges

#### Education

- high population growth rates in the last 10 years; infrastructure needs to be upgraded, schools are missing

#### Connections and barriers

- Triester Straße is a potential development corridor in the south of Vienna. The arterial road is accompanied by vacancies and is converting into a red-light and car-corridor. Highway, Triester Straße and Badner Bahn (tramway to city centre) are important connections on a regional level and significant barriers on a local level.

#### Vacancy

- A lot of vacant lots in the planning area with a potential for densification and mixed use (Marktviertel Vösendorf, Alvorada Areal, along Triester Straße, Raffineriegelände...)

#### Local Mobility

- Car dominated area
- Missing infrastructure for bicycles and pedestrians
- good public transport connection to the planning area in North-South Direction (metro and tramway Badner Bahn, many bus lines), a lack of connections in east-west direction
- not attractive bus and tram stops, insufficient spatial integration in the surrounding

#### Governance

- Different Laws and Land Use Regulation, Instruments, Competences in Vienna and Lower Austria, and the planning approach is different in Vienna and Lower Austria.

### Local Economy

- Fast economic growth in the south of Vienna
- Within and outside the project area high grade of industrial and commercial uses
- Reached capacity limits of road infrastructure makes development of new businesses

### Urbanity

- Area lacks of centralities, rethinking of centralities is needed
- Missing Day / Night activities in the area, lack of mixed-use
- Urban Scale: Single Family homes next to industry, commerce, production.
- mono-functional and typologies are clustered bad design, lack of design of the present day architecture in the area

### Particularity

Historic villages, wastelands and old fashioned commercial zones – in the project area Vösendorf – Vienna-Siebenhirten all you find is a fragmented urban landscape with a high potential to solve questions of the 21 st century.

### AERIAL IMAGE

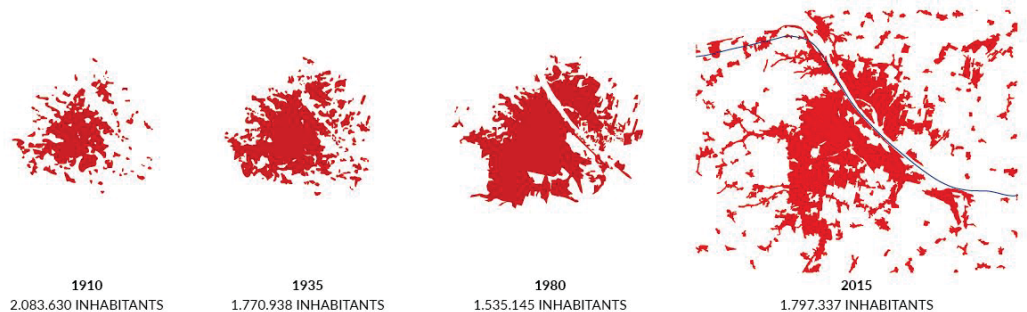


### FIGURE GROUND PLAN



Figure Ground Plan

### GROWTH MAPS

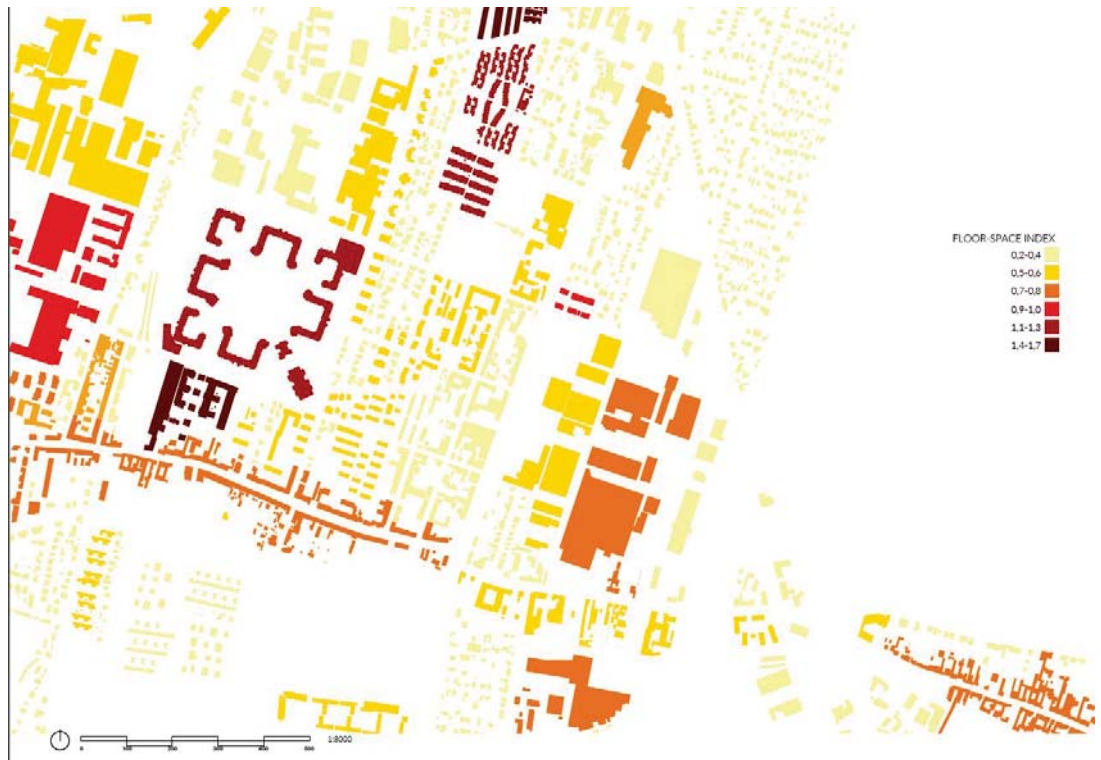


Growth Maps





Timeline Aerial Pictures



Map Density



*Image Project Area ©Alejandro Sosa*



*Triester Straße © Daniel Dutkowski*



*Petersbach © ChristophKirchberger*

## 2. OBJECTIVES FOR THE TRANSFORMATION

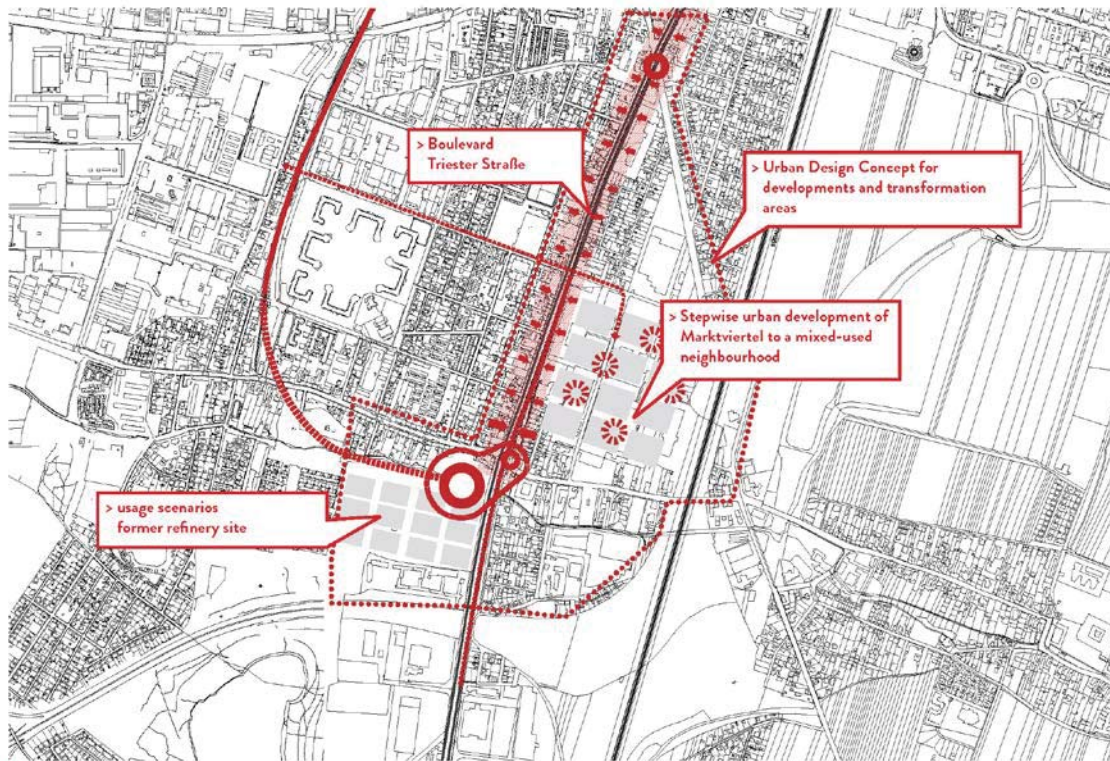
Based on the following situation “48.137179 |16.329117”, participants of the sub>urban process developed four future stories: “Think Big”, “(Re-)Construct Marktviertel”, “The Walk- and Rideable City”, and “Green NetWorks” to show the potentials, opportunities and objectives.

### 48.137179 |16.329117

The landing coordinates are entered. Silently we are on the descent. On the horizon, we see the skyscrapers of Vienna, in the west the Viennese Forests. In the east a huge lake, called Neusiedler See, reflects the sunlight. Through the windows of the Zeppelin, we recognize the interlocking of the green spaces and the settlement area, the old town centres and the new projects. Previously, the proximity between Vienna and Lower Austria was scarcely noticed, and this was perhaps also its luck. The area Siebenhirten-Vösendorf has become an unmistakable symbol of a new type of a growing urban region. There was space for social and structural future strategies. Together with the population and interwoven in an international network, answers to the pressing questions of the beginning 21st century were found. October 18, 2031, we land on time.

When we leave the Zeppelin, we see...

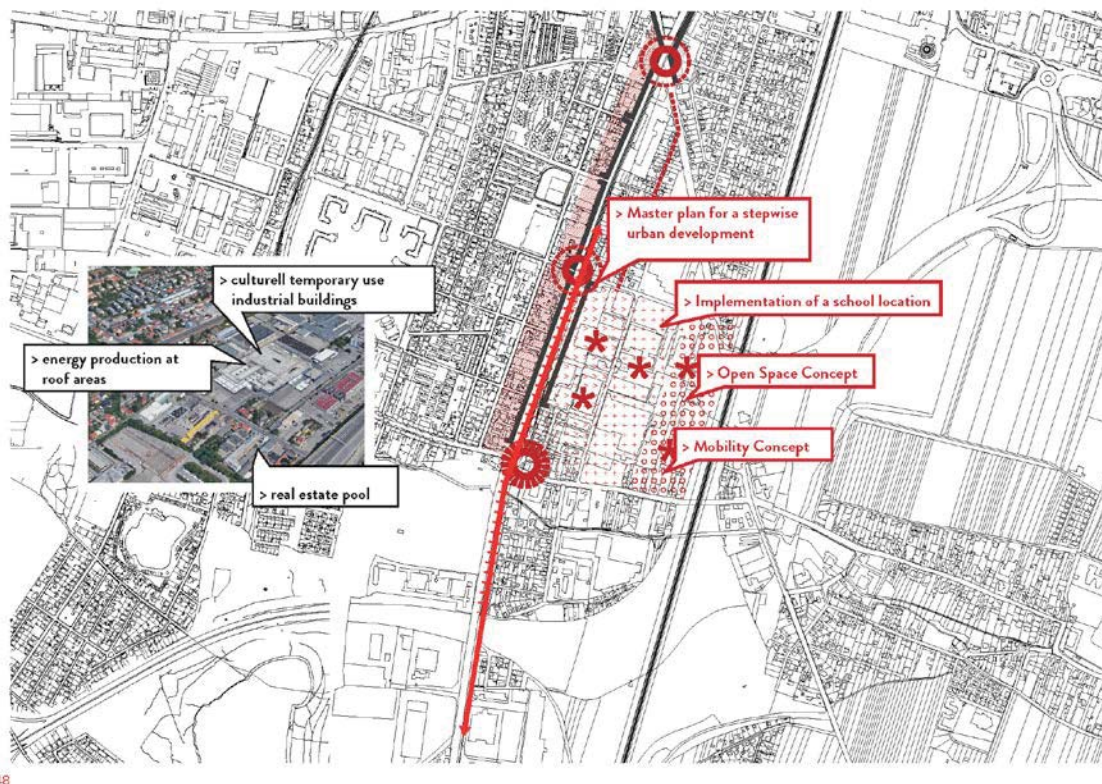
### THINK BIG



Think Big tells the story of the restructuring of the cooperation area Vösendorf - Wien-Siebenhirten. The story keeps an eye on the "big picture" and sets the foundations for future development.

- Strengthen existing and create new platforms for “dynamic-stable cooperation structures and mechanisms” and strategic partnerships with the other communities
- Strengthen communication-platforms for private and public stakeholders
- Cooperative and coordinated planning for mobility and location planning for businesses, recreation, recreation etc.
- Identify and use potentials of high quality transformation areas, therefore create a urban concept for transformation sites (integration of development-relevant stakeholders, timing of development phases, consideration of regional interdependencies)

## (RE-)CONSTRUCT MARKTVIERTEL

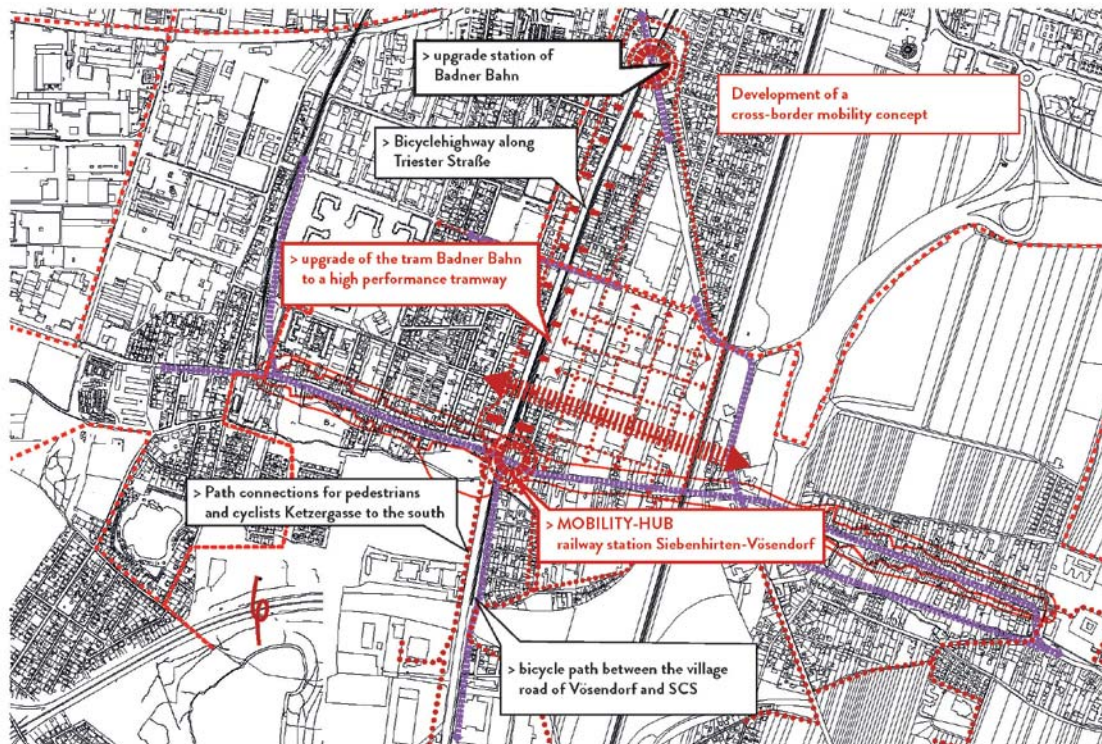


The Marktviertel Vösendorf is an outdated, car-orientated and low density commercial and shopping area. It is located very central in the project area, nearby are two stations of Badner Bahn and the Triester Straße. The high quality of connection and the vacant buildings make the Marktviertel a strategic important site. The story tells the change of the Marktviertel Vösendorf - from an “auto-oriented retail estate pool” towards a “vibrant, mixed-use district”.

- Transformation to a mixed used neighbourhood by adding new uses (social infrastructure facilities and a needed school, ...)
- Realise urban competitions and new procedures to guarantee good urban design architectural qualities
- Create quality of stay and attractive shopping
- Attractive, urban densities towards Triester Straße
- Excellent accessibility in the neighbourhood
- attractive green and public spaces

- Path connections for pedestrians and cyclists, connection to the centre of Vösendorf
- Improvement of the public transport connection, upgrade Badner Bahn stations (comfort, Bike & Ride)

## THE WALK- AND RIDEABLE CITY

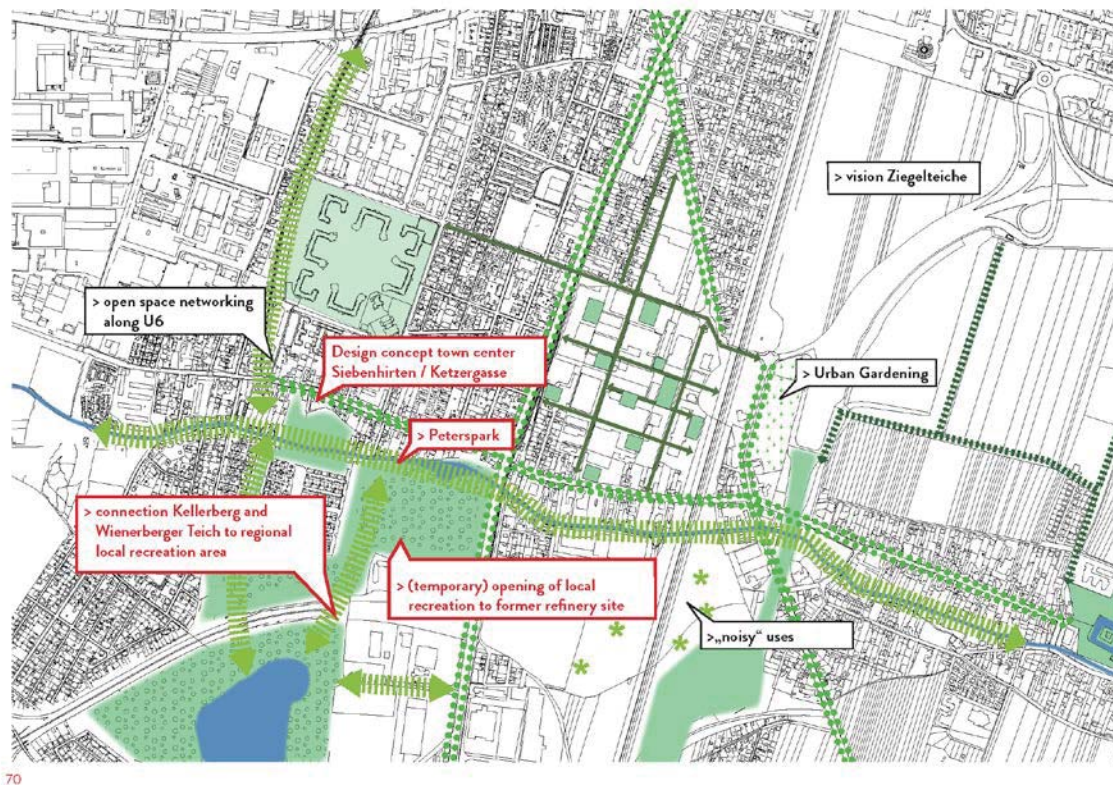


58

The project area is highly car-dominated. It is marked by barriers and there is a significant lack of bicycle-lanes and infrastructure for pedestrians. With the Badner Bahn and the metro U6 there is a high potential for a shift of modal split towards sustainable forms of mobility. This future-story is about a fundamental change of the project area to a "sustainable mobility culture". Strengthen public transport, walking and cycling is recognized as a sustainable strategy - more environmentally friendly, more economical and socially acceptable.

- Improvement of public transport
- densification with mixed-use within walking distance
- improvement of the mode share, strengthening of environmental modes of transport; i.e. the stations become a multi-modal transport hubs
- upgrade of the tram Badner Bahn to a high performance tramway (increase in frequency and speed), upgrade of stations, and their surroundings
- improvement of accessibility to retail centres and workplaces for cyclists and pedestrians
- improvement of the public transport's east-west link

## GREEN NETWORKS!



The cooperation area has a variety of green and free space potentials, such as the areas of the former refinery, the Wienerberger Teich, the Kellerberg, the Petersbach, fallow land in the Marktviertel, accompanying green along the highways or the agricultural areas east of the expressway S1. The story tells us, how open space networks become a scaffold for the development of the locations in the project area.

- connecting local recreation areas and break spatial barriers
- opening of fallow lands for extensive recreational use
- Marktviertel is a mixed-used neighbourhood, pedestrian and cycling paths, and small parks contribute to the inhabitants' quality of life
- realising urban gardening projects and community gardens
- reclaiming qualities in the centre of Siebenhirten
- renaturation of the stream Petersbach and structuring of the waterfront
- preservation of ecologically valuable biotope structures, expansion and networking into a biotope network system

### **3. ACTION PLAN & TRANSFORMATION TIMELINE**

Based on the four basic stories the participants of the sub>urban process developed projects. The projects that had been recorded so far underwent a "reality check" and were reviewed with regard to their feasibility and their priority. Finally, further steps of selected projects were discussed in a "Project and Implementation Workshop" with potential implementers. In a final step five implementation projects were defined.

| <b>Story /Objective</b>  |  |   |                               |
|--|--|---|-------------------------------|
| <b>Project</b>   | <b>Description</b>   | <b>Leading Stakeholder</b>  | <b>Timescale</b>              |
| <b>THINK BIG</b>   |  |   |                               |
| Built up Cooperation platform<br>“Regional Cooperation Area”   | Strengthen existing and create new platforms for cooperation in the “Regional Cooperation Area”  | Stadt-Umland-Management Vienna / Lower Austria  | <b>Implementation Project</b> |
| Masterplan for development and transformation areas in the regional cooperation area Vösendorf - Vienna-Siebenhirten | The development and transformation areas are set in relation within the framework of a higher-level mission statement in order to coordinate developments                            | Municipality of Vösendorf<br>City of Vienna   | mid-term                      |
| Vision Boulevard<br>Triester Straße  | Whithin a vision process, the way is being developed for a transformation from an "access road" to a “regional boulevard”.   | City of Vienna<br>Municipality - Urban Development and Planning,<br>Institutions of Lower Austria - Transport Planning                | <b>Implementation Project</b> |
| Scenarios<br>Refinery Site   | Identify possible usage scenarios for the old industrial location  | City of Vienna<br>Municipality - Real Estate Management   | <b>Implementation Project</b> |
| <b>(RE-)CONSTRUCT MARKTVIERTEL VÖSENDORF</b>   |  |   |                               |
| Masterplan<br>Marktviertel Vösendorf   | Development of an integrated concept for center development (mixed use), clarity on functions and timing as well as coordination of private and public investments                   | Municipality of Vösendorf   | <b>Implementation Project</b> |
| Open Space Concept Marktviertel Vösendorf  | The open space forms the framework for urban development in the Marktviertel   | Municipality of Vösendorf   | mid-term                      |
| Mobility Concept Marktviertel Vösendorf  | Attractive pedestrian and cycle paths, parking space concept, attractive stops of the Badner Bahn lead to the "reversal of the modal split" in the direction of sustainable mobility | Municipality of Vösendorf   | mid-term                      |
| Implementation of a school location in the Marktviertel Vösendorf  | Creation of the required school location in cooperation of Lower Austria and Vienna  | Municipality of Vösendorf<br>Institutions of Lower Austria -Schools (K4)<br>City of Vienna<br>Municipality – MA56<br>Viennese Schools | mid-term                      |



| <b>WALK- AND RIDEABLE CITY</b>  |  |  |                               |
|---|--|--|-------------------------------|
| Cross-Border Mobility Concept   | Concept for optimized content and timing of projects. It includes infrastructure measures for cyclists and pedestrians, public transport, motor vehicles and freight traffic | Institutions of Lower Austria - Transport Planning<br>City of Vienna Municipality – MA46 Traffic Management and Organisation | mid-term                      |
| Mobility-Hub Trainstation Siebenhirten-Vösendorf                        | Extension of the station to a multimodal transport hub   | City of Vienna Municipality  | long-term                     |
| High-Performance Tram Badner Bahn                                       | Acceleration of the Badner Bahn and upgrading of the stations and surroundings   | Wiener Lokalbahnen AG (WLB)  | long-term                     |
| High-level public transport connection Siebenhirten U6 and Marktviertel | Creating an attractive East-West public transport connection   | VOR - East Region Public Transport Association   | mid-term                      |
| <b>GREEN NETWORKS</b>   |  |  |                               |
| Peterspark  | Development of a linear park along the Petersbach - renaturation, opening and design   | Petersbach-Wasserverband (Petersbach Water-Association)  | <b>Implementation Project</b> |
| Regional recreational area Kellerberg-Wienerberger pond                 | The connection of large open spaces to a landscape park of regional importance   | Stadt-Umland-Management Vienna / Lower Austria   | long-term                     |
| Urban Design Concept Siebenhirten /Ketzergasse                          | Upgrading of the public space and renewal of the buildings along the Ketzergasse   | City of Vienna Municipality - District Planning and Land Use<br>and district Vienna-Liesing                                  | mid-term                      |
| Local Recreation at the former refinery site                            | The open spaces are made accessible to the public for extensive use  | Municipality of Vösendorf  | short-term                    |

## **IMPLEMENTATION PROJECTS**

### **REGIONAL COOPERATION PLATFORM**

In the second phase of the sub>urban process, the ULG + (Urbact Local Support Group) developed the projects and implementation steps specified in the Integrated Action Plan (IAP). For the implementation process of the Action Plan, the members of the ULG + form implementation platforms. The *Stadt-Umland-Management Vienna / Lower Austria* (SUM) acts as an information hub for the implementation platforms and thus supports the "cooperation at eye level" between Vienna (district Liesing) and the municipality of Vösendorf. The SUM assumes responsibility - beyond the funding period of the Urbact program - to organize and bring to life the regional cooperation platform.

### **VISION TRIESTER STRAÙE**

The process "Vision Triester Straße" deals with the topics of mobility, urban development and renewal of urban development, open space networking, centre development. The local action group consists of the entrusted actors of the ULG + and is extended by representatives of the municipalities along the Triester Straße, private actors (landowners, users ...) as well as representatives of relevant organizations. The group is tasked with the development of a common "Vision Triester Straße". On the basis of this vision, an action program is created in thematic workshops, with which the implementation steps are structured and private and public investments are coordinated.

### **MASTERPLAN MARKTVIERTEL**

Supervised representatives of the ULG + as well as owners and (potential) users form the Local Action Group for the implementation of a dialogical-integrative master plan procedure "(Re-) Construct Marktviertel". In the process, framework conditions and development interests are coordinated and quality assurance instruments are defined for an implementation process. The master plan "(Re-) Construct Marktviertel Vösendorf" structures the transformation of the retail area into a mixed-use quarter. It includes a clarification of the functions as well as statements on the centre development, the activation of fallow land and under-used areas, public spaces and mobility, the revaluation of the entrance areas and the breaking down of existing barriers. The relation to Triester Straße and a possible school location in the Marktviertel are other important topics.

### **URBAN CONCEPT EHEMALIGES RAFFINERIEGELÄNDE (FORMER REFINERY SITE)**

Concerning the former refinery site, many development-related issues remain unresolved, e.g. rehabilitation of the contaminated site, possible uses, density and efficiency of the Triester Straße, access possibilities, options for the future of the animal shelter, potentials of green networking. The planning process focuses on capturing the development intentions of the landowners, which provides for a definition of the framework conditions and utilization options for the development. Based on that, development scenarios are designed.

### **PETERSPARK**

Along the stream Petersbach, a green and open space axis, the "Peterspark", should arise gradually and in a long-term perspective. The Local Action Group consists of the delegates of the

ULG + entrusted with the task, extended by representatives of the partner communities (along the stream) and experts in planning administration (MA 45 - Vienna Waterways, as owner along Ketzergasse, MA 42-Parks and Gardens, MA 49-Land and Forestry Operations). On the basis of a recording of the existing uses and potentials of the Petersbach and the adjoining areas, the development options for the subsections are shown. In a further step, quality standards are agreed and development options are identified for the individual subareas and implementation programs are drawn up.

## 4. MANAGEMENT & GOVERNANCE STRUCTURE FOR THE TRANSFORMATION PROCESS



*URBACT Local Group*

In the metropolitan region of Vienna, a large number of actors with different interests as well as several local authorities are required to work together on an integrated and sustainable development of the region.

A common approach, regional objectives and regional investment are important. Resources have to be networked, jobs have to be distributed and settlement policy has to be structured. This requires close cooperation between politicians, administrators and civil society.

In the project area Vösendorf - Wien-Siebenhirten, the forces of the growing metropolitan region and stakeholders interact with each other with their different objectives - framework conditions are constantly changing. The consequence is a high degree of complexity and dynamics - the cooperation area is therefore not "planable" in the classical sense.

Further development of the area thus turns from a factual issue into a question of procedure. In further processes, cooperation links and reliable cooperation structures are necessary in order to be able to cope with future action requirements in the cooperation area.

The Integrated Action Plan and the implementation strategy also react to this situation. It is about realizing robust objectives with flexible and open processes in order to be able to react to changing framework conditions. Existing cooperation will be further strengthened and new fields of cooperation will be created on the basis of "Local Action Groups".

The Vösendorf Siebenhirten Story describes the objectives of the development of the cooperation area. The Integrated Action Plan shows development options. For 16 priority projects, the Integrated Action Plan presents framework conditions, possible project partners and initial implementation steps.

### **RESPONSIBILITIES**

In the "Project and Implementation Workshop", five projects for the first implementation phase of the LAP were discussed with the ULG +. These projects are in close interaction with other developments in the cooperation area and are seen as key projects and "door openers" of regional cooperation. Some of the described projects were not generated or designed in the sub>urban process. In many cases, they can be found in different forms in higher-level planning documents. As part of the sub>urban process, they were revisited, correlated and prioritized in dialogue with key actors for implementation. The premise for the realization of all these projects is a clearly defined regional political mandate. Beyond commitment, responsibility and leadership must be assumed. The present LAP should provide the basis for that. For the implementation projects, the existing ULG + will be adapted to the topic and through additional actors to "Local Action Groups".

## 5. GENERAL IDEA DEALING WITH THE TRANSFORMATION OF THE ENTIRE FRINGE IN THE FUTURE

### A REGIONAL COOPERATION AREA IS RISING

*Original text in german language by Paul Grohmann*

The fringe such as the area Vösendorf - Vienna-Siebenhirten have been increasingly in the focus of urban development lately. For a long time, they were perceived as transit spaces, such as the Triester Straße, or just for commercial purposes, such as the Marktviertel - with no other qualities that motivate to stay longer. The existing dwellings were only an insignificant part of a patchwork of different, random uses.

The strong population growth in the city region and the far advanced suburbanisation processes, clearly visible at this border between the two provinces of Lower Austria and Vienna, now open up the opportunity to investigate the potential of this area. The location on the "fringe" can certainly be questioned. With the Badner Bahn, the underground line U6, the motorway junction and the Triester Straße, the area is very well developed and can be reached from the city centre of Vienna in an acceptable distance. It lies in the centre of the city region and at the intersection of European traffic routes.

The municipal border is not visible with the naked eye. Nevertheless, the administrative dividing line goes right through the area. Due to the historically grown administrative structures, there is no regional planning competence for the metropolitan region Lower Austria and Vienna. It would greatly facilitate future cooperation. Since this is unlikely to change in the near future, projects such as sub>urban are a great opportunity to co-design a space so closely interwoven beyond the borders of the state or municipality.

The potential for densification was also determined according to the current legal situation. Most areas have potential and space for vertical building. But how can this space be used in such a way that "densification" is not perceived as a threat? How can a moderate structural development increase the quality of life, enable "liveable" neighbourhoods with attractive, green public spaces and parks, and establish the area as a mixed-use residential location? How can the choice of transport in the vast suburban area be changed in favour of the environmental alliance?

Such questions are at the centre of sub>urban and go beyond the project's end. The specific characteristics and identity of the area should be preserved and further developed. The time is now. The current overall strategies set a vision that focuses on the entire city-regional issue. The Urban Development Plan Vienna STEP 2025 defines Regional Cooperation Areas as an essential instrument of city-regional cooperation. The regional master plan for the district of Mödling defines target areas for integrated site and green planning in the Vösendorf-Siebenhirten area. And thanks to the binding organizational framework, international exchanges and financial support provided by URBACT III, it was possible to lay the foundations for a cooperation routine that will enable the implementation of the ideas developed in the project.

## 6. FURTHER INFORMATION



*Excursion TUVienna*



*Excursion TuDelft*



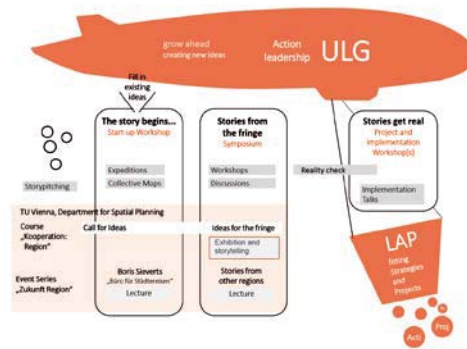
*Idea Competition Connection*



*Competition winners*



*Gorillas*



*Process*



*Movie, scan the QR-code to watch the movie.*

### **PLATFORM AND PROCESS – ON THE WAY TO AN INTEGRATED ACTION PLAN**

The IAP is based on preparatory work for the first phase of the URBACT III project. The subjects were explored, the characteristics of the planning area were surveyed and important intervention areas were identified. The focus was on the possibilities of transformation and densification of commercial, mono-functional locations to mixed-use quarters. Planning beyond city borders requires sound communication structures for a sustainable implementation process. The second sub>urban phase pursued two goals. On the one hand, the gradual development of a broad, implementation-oriented Integrated Action Plan. On the other hand, the extension of the Urban Local Group (ULG) to a communication platform for the ongoing implementation processes.

### **STUDENTS CAPTURE THE FRINGE**

The sub> urban project was carried out in cooperation with the Department of Regional Planning of the Technical University of Vienna, Department of Spatial Planning. As part of an elective module and a bachelor's seminar, students literally “placed questions into urban landscape”, interviewed “people from the fringe”, made a film out of it, lead their colleagues from Technical University of Delft through the project area and finally took part in an idea competition for the project area. Four innovative competition entries were chosen for a price by a sub>urban experts from partner cities.

### **STORIES FROM THE FRINGE...**

At the beginning of phase 2, key actors were specifically targeted to pitch the "basic story" and motivate them to actively participate in the Integrated Action Plan.

At the **start-up-workshop „The story begins...“**, in April 2017, potential intervention centres were researched and future stories were designed. At the symposium "Stories from the Fringe" the stories were enriched with projects.

A two-day **symposium „Stories from the Fringe“**, on 29 - 30 May 2017, served to enrich the developed future stories with project ideas. Priority projects were discussed in terms of objectives and implementation options, and in depth detailing was proposed. Partners of the sub>urban network made references to international best practice projects and were also part of the jury at the presentation of the students' ideas competition.



At the **reality check „Stories Get Real“** on 13.09.2017, ULG+ chose from a large number of project ideas generated in the process, those with high implementation potential and high priority. In advance, the planning team had checked the project ideas for compatibility with the objectives of existing concepts and plans.

At the **”Project and Implementation Workshop“** on 23.10.2017 in Vösendorf Castle (Municipal Office), the organizational timetable and the responsibilities for implementation were set out together. The selected projects represent the main contents of the Integrated Action Plan.