



WIEN

SITE VISIT / REPORT MINUTES

17.04.2015

A map of the route and photos of the site visit will be uploaded.

MEETING

Andrea Eggenbauer, Department of Urban District Planning and Land Use, City of Vienna presents the context of the city and the brief of Europan13.

FAQ

Donaustadtstraße

Limitation of traffic

Q: Is there any possibility to limit the traffic?

A: Be smart and provide credibility! A smart, convincing strategy is needed if you want to suggest reducing traffic lanes. One possibility could be „test-constructions“ to test how traffic still works if one lane is temporarily closed for a certain period of time. „Temporary test scenarios in order to convince the district.“

In general the benefit of Europan is to provide new innovative scenarios, including a short-term-strategy to start and a long-term-strategy to envision a future of slow motion. Consider issues like traffic flows, speed, etc. Therefore it is strongly recommended to cooperate with good & innovative traffic and landscape planners.

Trees: It is recommended to keep the existing trees. For removing them, a smart and convincing concept has to be provided.

Tram lines: It is strongly recommended not to reroute the existing tramlines! (too costly)

The abandoned green strip in the middle of Donaustadtstraße is ready for concepts.

(Photo Nr WIEN-AT-PS-P57.jpg / WIEN-AT-PS-P63.jpg)

DZ no interface to the street

The “public space” is happening inside of the Donauzentrum, not outside on the street.´

The shops which are facing the street will not open their facades under current conditions. Adapted conditions (proposals of show windows, openings and entrances, etc) could encourage program like gastronomy and cafes to open their facade, but also shops could do so and activate the street level.

(Photos Nr WIEN-AT-PS-P48/49.jpg)

Wagramer Strasse

is clearly perceived as a barrier.

Entrance of the underground parking garage of DZ in the South of Schrödingerplatz/Donaustadtstraße:

It is possible and recommended to reorganise the entrance situation in order to improve the public space

Gravity Point Schrödinger Platz: (see brief p.25)

>Mixed use high-rise development at Schrödinger Platz – the new urban east-pole

Q: High-rise buildings are possible?

A: Yes, a high-rise development is possible as there are no height restrictions given. The city does not exclude the integration of high-rise buildings - See brief Density & Heights p.27.

Housing will be a main program within this mixed development – See brief Open House p.25.

It should NOT be dedicated to offices as the project Forum Donaustadt will implement enough office spaces. Nevertheless a clearance of floor height of 3,15 would allow also a usage as offices for possible future adaptations.

Required parking lots for housing: 1 Parking lot per 100m² net surface area

>Density

Q: What is important concerning density?

A: There is no density restriction given. In general: the more density is proposed in the European Project, the more money the city can give to public space. It is up to the teams to test and decide on density. In our opinion, in a fast growing city like Vienna, we have the obligation to densify a well-connected area like this.

>The district's civic event venue (Haus der Begegnung)

(see program of urban substance in brief p.25)

In total approx. 4.000 m² gross floor area for social uses like a library, a youth center and the VHS-adult education center (rooms for educational program, including one multipurpose hall of approx. 600m² – current hall: Photo Nr WIEN-AT-PS-P92.jpg)

Required parking lots: 40

The spatial program will not be more detailed; it is more the task to develop and show the typology and its qualities in diagrams. (see brief p.27)

>DZ-Fresh Market + new entrance of DZ to Schrödinger Platz

(see program of urban substance in brief p.25)

Approx. 1.000-2.000 m² gross floor area

Program see question on the last page of this report: What does „fresh-market“ exactly mean?

No additional parking lots are required.

>Public space – Qualities and Connectivity

The axis of social infrastructure (Photos Nr WIEN-AT-PS-P96/98.jpg) – connecting Schrödinger Platz, DZ and the adjacent school area in the East - plays an important conceptual key role in public space in possible future developments. The position of the additional new entrance of DZ to Schrödinger Platz is proposed to be in the north-eastern corner of the DZ-building (facing Schrödinger Platz), next to the adjacent school, at this connecting axis of social infrastructure. (Photos WIEN-AT-PS-P97.jpg / WIEN-AT-PS-P102.jpg)

Lettenhaufen:

Q: Single family homes in Lettenhaufen: Are there development-concepts for the next 10 or 20 years?

A: No, a city is a patchwork with different pattern. It is very difficult to negotiate with the owners of the private plots. The zoning plan allows more density than you see now, which means there is a kind of potential but still there are no plans to densify as there is no possibility for the city to intervene (private plots).

It is important to emphasize the proximity to the water! Walking distance to the Danube through the single family homes: 5-10 min; currently this proximity is not perceptible on the project site.

Tour through the Donauzentrum and dialogue with Matthias Franta, Center Manager of DZ:

Q: Is there a loop of ways within the mall? Like the classic planning instrument for shopping malls?

A: Yes, of course. The network of ways creates a loop and is – thanks to the bridges – very well connected.

Q: Why do you have a reception desk?

A: We only have one reception desk which works as an interactive desk. Here we provide our additional services and information, like in a hotel. Moreover we have welcome boards at all entrances and a guiding system through the mall. (The reception desk is not in the main entrance, it is located in the center of the shopping mall)

Services in the DZ:

free Wlan, charging stations for mobile phones, newspapers for free, silent relaxing areas, shoe polishing machines, lockers to store your shopping inside – even including a refrigerated section to store your food products, baby lounges, kids areas, car parking, car cleaning, charging station for e-mobility.

Q: Is the DZ providing Send-home-services?

A: No, not yet.

Q: What are the opening hours?

A: Shopping area 09:00 – 20:00 / entertainment area (gastronomy, bars, cafes, cinema): 09:00 – 23:00

Q: Would it be interesting for the DZ to open on Sunday?

A: No, this is not interesting for us as the costs for services (light, elevator, etc) would be too high.

Q: When is the DZ facing the most visitors per day?

A: Between 12:00 and 16:00

Q: How many people come by public transport?

A: As we are excellent connected, 70% of our customers come by public transport. In total we provide 3.000 parking lots which is not that much for such a big shopping mall, but it serves our needs very well. The first three hours of parking are for free.

Q: What are the plans of the DZ in the future?

A: Improving and extending. In general we are very open-minded; therefore we are looking forward to creative incentives for new concepts and developments.

Q: How do you consider public space? Is it an advantage for you or a competitor?

A: We don't see public space as a competitor. European should inspire us for future visions and extensions.

Q: How is the ratio between tenant space and „public“ space in the DZ?

A: 80% tenant space and 20 % „public“ space.

Tenant space: 130.000m². Total square meters of the whole complex: approx. 300.000m²

Q: How do you cooperate with the main actors of shopping (big chains like Saturn, H&M, C&A etc)?

A: We try to use them as attractors and negotiate with them.

Q: How many entrances does the DZ have? And where is the main entrance?

A: All in all the DZ has currently 7 entrances. The main entrance is located next to the subway station and is used by 15.-20.000 visitors daily. 7-8% of all visitors use the current entrance of Schrödinger Platz. „Ideally every entrance should be a main entrance.“

Q: How do you see the facade facing Schrödinger Platz and where do you see the new entrance?

A: Currently the facade is not very attractive and acts like a barrier. (Photo Nr WIEN-AT-PS-P79.jpg)

Current entrance to Schrödinger Platz: Photo Nr WIEN-AT-PS-P82.jpg

We want to extend to Schrödinger Platz and therefore we appreciate considering the facade as an interesting interface to open and connect. The position of the additional new entrance to Schrödinger Platz is proposed to be in the north-eastern corner of the DZ-building (facing Schrödinger Platz), next to the adjacent school, at the connecting axis of social infrastructure. (Photos WIEN-AT-PS-P97.jpg / WIEN-AT-PS-P102.jpg)

Q: What does „fresh-market“ exactly mean? (see brief p.25)

A: It is an outside market providing fresh food to buy and also to be cooked and enjoyed directly at the market by local gastronomy. Size: 1.000 – 2.000 m², weather protection is recommended, but no wall, it is an outside market as an extension of the DZ.

Reference projects:

>La Boqueria Market in Barcelona

<https://www.youtube.com/watch?v=3Gb81Yh-TEw>

>Whole Foods Market in Brooklyn, NYC

<https://www.youtube.com/watch?v=6vbaE960Uh0>

>El Mercat de Glories

<https://www.youtube.com/watch?v=p0VLKDI23NM>