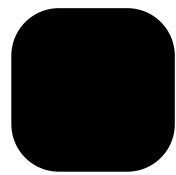


**URBAN I PROGRAM: WIEN-GURTEL
PLUS REGENERATION**

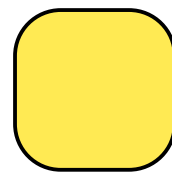
INDEX

INTRODUCTION



#1_EUROPE, URBAN
CONTINENT

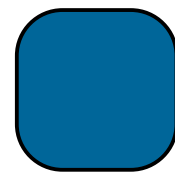
EU STRATEGIES



#1_EU URBAN POLICIES

#2_URBAN I & II PROGRAMS

CASE STUDY



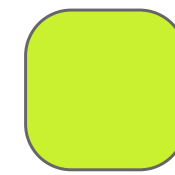
#1_WIEN, GURTEL
BOULEVARD

#2_DECLINING GURTEL

#3_APPLICATION
FOR URBAN

#4_URBAN-WIEN
GURTEL PLUS

PROJECTS



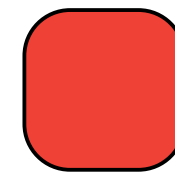
#1_OVERVIEW

#2_GURTEL REGENERATION

#3_URBAN-LORITZ
PLATZ

#4_YPPENPLATZ

CONCLUSIONS



#1_URBAN-WIEN
RESULTS

#2_INNOVATIONS OF
URBAN POLICY

#3_FINAL CONSIDERATIONS

EUROPE STRONGLY URBANIZED CONTINENT

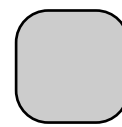
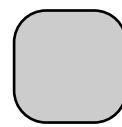
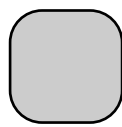
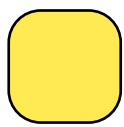
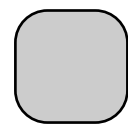
_ **URBAN AREAS:** Location advantages, places for Social, Economical and Cultural activities.

_ **URBAN AREAS:** Strong contrapositions, deprivation, exclusion, poverty.

_ Central role of **Urban Policies** and Programs in the EU Regional Development Framework.

_ Case Study: **URBAN-WIEN GURTEL PLUS.**





EU URBAN POLICIES

_Begin of the 90's EU realized the importance of **urban policies**, programs and projects.

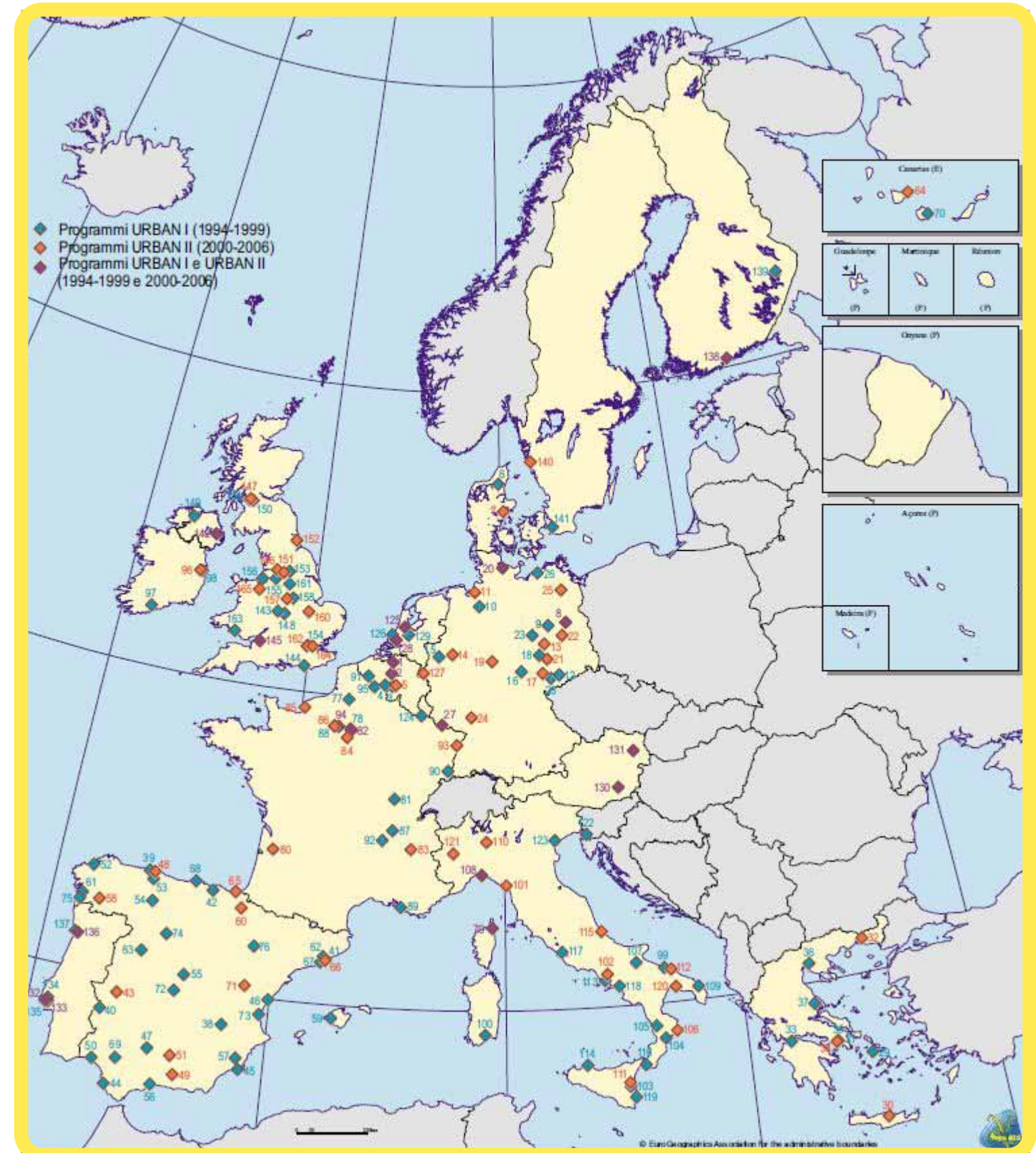
_Improvement of **Urban Quality** in declining regions and cities.

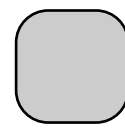
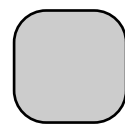
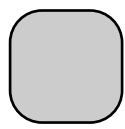
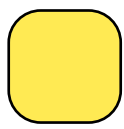
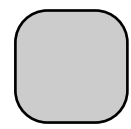
_Main challenges: Reinforcement of the **Competitiveness** of cities,
Facing **social marginalization**, importance of **regeneration processes**.

_ **URBAN Program** (Phase I 1994-1999, Phase II 2000-2006)

_EU cohesion policy framework, reaching **sustainable development** in problematic cities.

_Facing different problems: unemployment, poverty, marginalization, low education and so on.





URBAN I & II PROGRAMS

_ **Integrated approach** for reaching different objectives: Integration of migrants, Sustainable development, Urban environment regeneration.

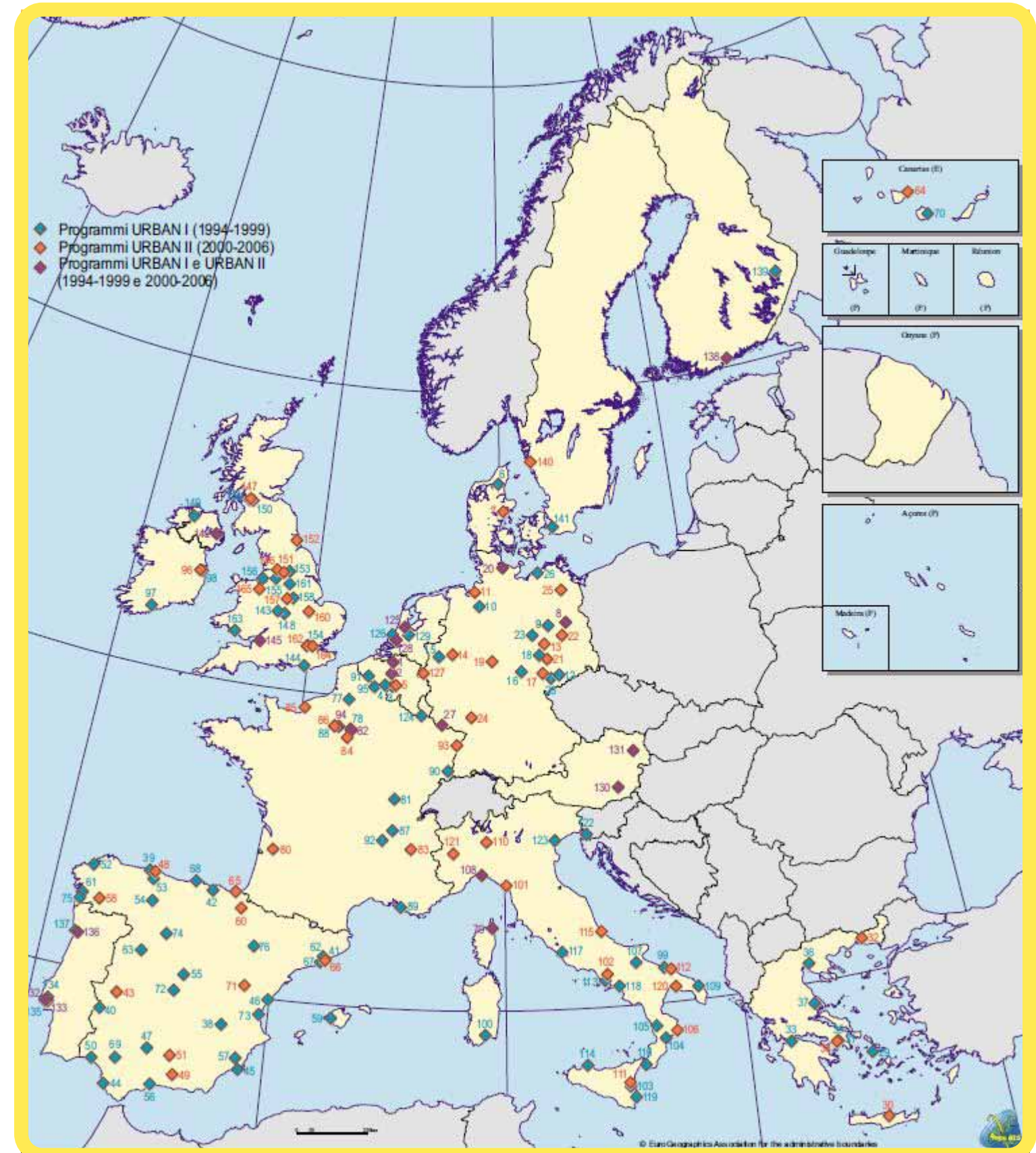
_ Importance of the **local level**, management and involvement of local communities.

_ Integration of **different actions**, social, political and physical.

_ Importance of **sharing knowledge** and experiences.

_ **URBAN I** (1994-1999), over hundred cities, 900 million EU contribution.

_ **URBAN II** (2000-2006), 70 cities involved, EU contribution of over 700 million.



END OF THE 19th CENTURY

- _Gurtel concentric boulevard around the City Center of Wien.
- _Stadtbahn Viaduct, built in the 1898. Otto Wagner in charge of the project.
- _Railway Viaduct built in the middle of the Gurtel Boulevard.
- _Arches were used for different uses such as **shops and restaurants**.



AFTER 1945

- _After WW II many parts of the viaduct were **damaged**. Facades replaced by **closed frontages**.
- _Stadtbahn became a **barrier** between inner and outer districts.
- _Gurtel area became a **declining area** in Wien.
- _50's and 60's Gurtel became a **main arterial road**.
- _Reduction of public spaces around the viaduct.
- _Boulevard became "an island in the center of an 8-lane inner city highway".



BEGIN OF THE 90's

- _Further **decay of the area** and surroundings.
- _The outer part of the Boulevard acquired a **very negative image**.
- _Begin of the 90's Gurtel was a **traffic nightmare**, characterized by strong environmental pollution and several social problems: Gurtel was considered a **hopeless case**.



DECLINING GURTEL

_In 1994 in Gurtel Boulevard **85.000 cars/day**.

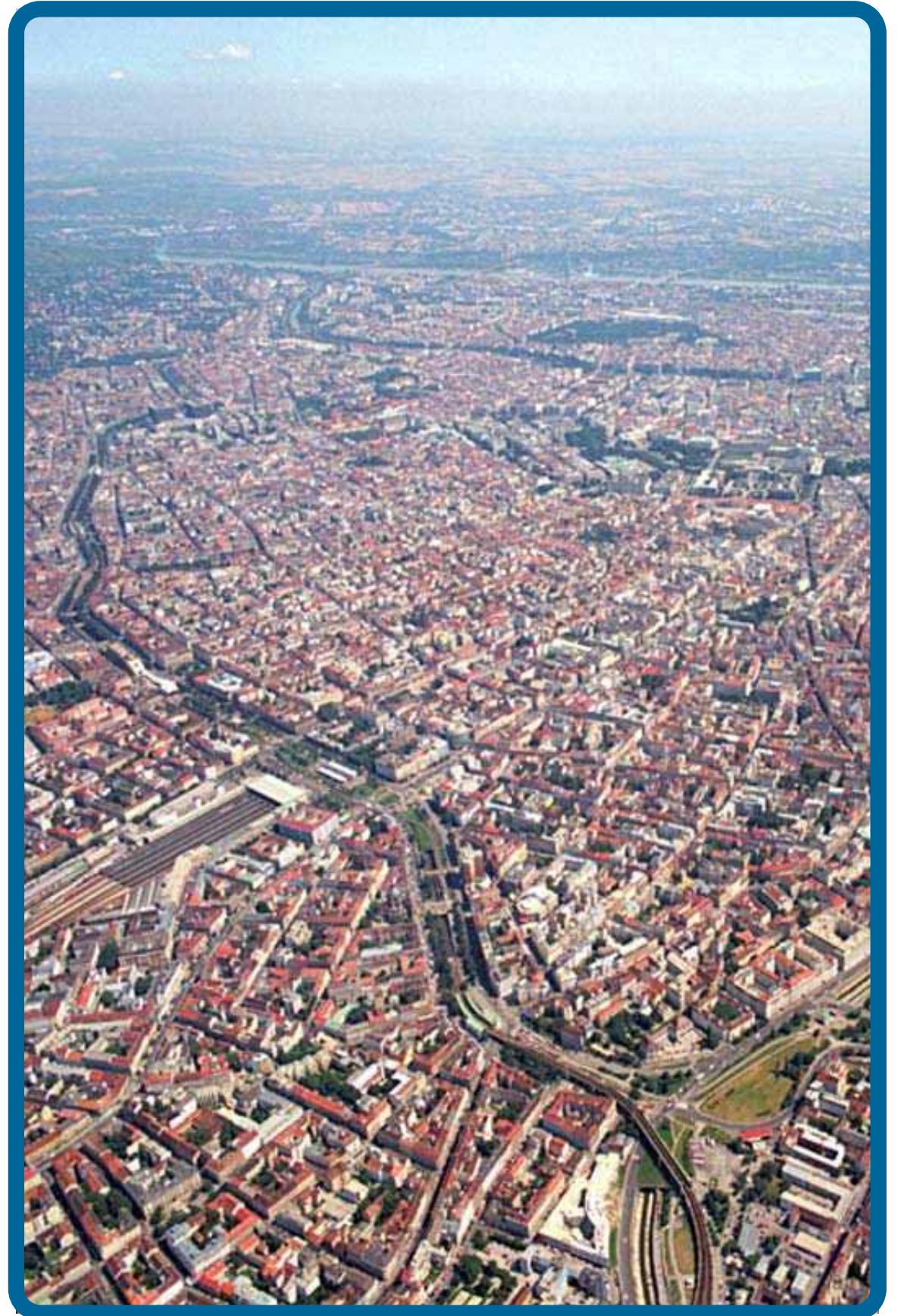
_**Negative impacts and effects** related to this inner highway, in particular in Ottakring.

_Ottakring considered a **pheriperical district** within the city, an island.

_**Social decline** of the district evident from the condition of public spaces, commercial structures and housing conditions.

_High presence of **migrants**, in some parts very high concentration.

_Risk of **segregation**.



APPLICATION FOR URBAN

_In 1994 City of Wien applied for **URBAN** community initiative.

_Program for creating the conditions for **solving the declining situation** of Gurtel Area.

_**Key focuses** were: labour measures, support to SME, investments in urban infrastructures.

_1995 EU grants for the initiative, **URBAN-Wien Gurtel Plus** approved.

_Implementation phase in the **period 1996-1999**.

_**Successful and long-term results**. In 2002 started the project “Target Area Gurtel”.



URBAN-WIEN GURTEL PLUS

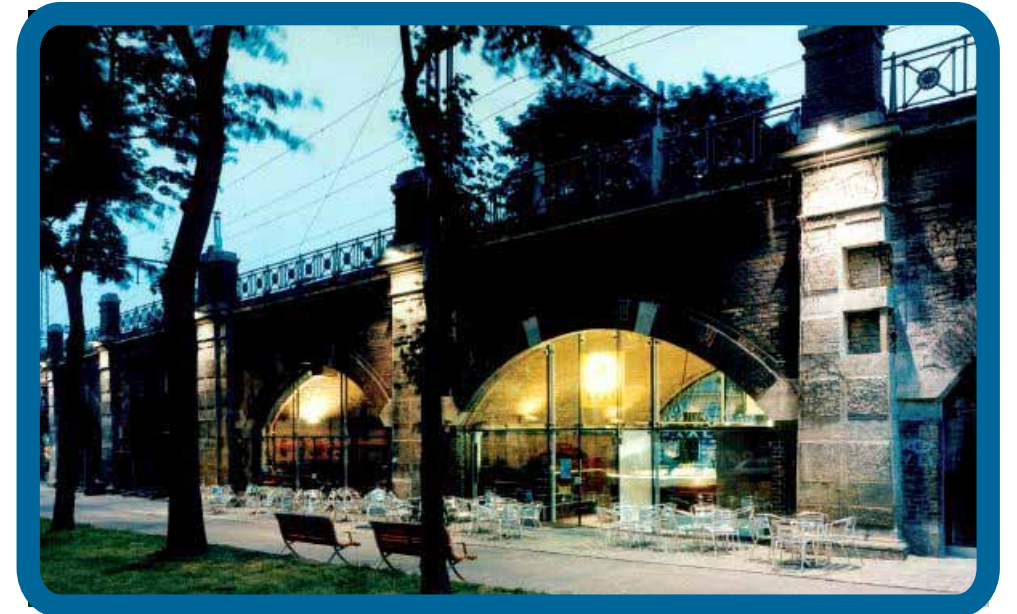
_ **Problematic issues** URBAN-Wien Gurtel Plus were many: unemployment, high traffic, low education, segregation of migrants, lack of opportunities and so on.

_ City of Wien aimed to solve these problems, set-up a **public-private partnership** in charge of the control and design.

_ **60 projects and initiatives** for improving living conditions, attracting business, promoting culture, improving public spaces and infrastructures.

_ URBAN-Wien four **axes of priority**: improving professional qualifications, integration of migrants, physical redesign of Gurtel, related monitoring and exchange with other cities.

_ URBAN-Wien Gurtel Plus: 130.000 people involved, area of 63 sqkm, 32 million euros fundings (10 million from EU).



OVERVIEW

_URBAN-Wien Gurtel Plus comprehensive and structured program.

_60 projects of different kind and typologies.

_Description of three of the main projects:

Gurtel regeneration
Urban-Loritz Platz
Yppenplatz



GURTEL REGENERATION

_Project aims to recreate the **original functions**, aspects and uses of the **Stadtbahn Viaduct**.

_Silja Tillner, architect and urban planner in charge of the projects, developed several microscale projects.

_Objective: **improving conditions and perception** of this strong urban element.

_Stadtbahn **no more as a barrier**, but as an active urban structure.

_**Different fields of action**: safety regeneration, preservation of the qualities, elimination of the deficits, attractive open spaces, and so on.

_Final goals were to **increase the use of the area**, guarantee social control and a safety environment.

_Gurtel as a **lively avenue of cultural and entertainment venues** for the entire city.



URBAN-LORITZ PLATZ

_Urban-Loritz Platz important **transport junction** for the area.

_**Not coherent spatial entity**, several micro-spaces, paths were incomplete and moving in the square was difficult.

_**Goal** of transformation, give a **coherent shape to the square**, redesign public space.

_Silja Tillner, architect and urban planner in charge of the projects, designed an **attractive contemporary urban space**, improving the accessibility of the outer districts.

_Project aims to reorganize traffic patterns, redesign pedestrian paths and cycling routes, to give an **ordered shape to this public space**.

_Large part of the square covered by an **imposing steel structure**, for general unity and covering waiting areas.

_Final goal is the regeneration of the entire Gurtel, through **improvement of the main door of the area**.

_Urban-Loritz Platz as a **major public transport hub**.



YPPENPLATZ

_Yppenplatz, **soft urban regeneration**.

_Market square (15.600 sqm) in the Ottakring district; **social conflicts** between different populations, **low quality of facilities**.

_Beginning of the 90's market stands started to be dismissed, **decline of the public space**.

_**URBAN I** new starting point for improving the quality of the square.

_**Partecipation** and involvement of the citizens, several actors involved for the creation of the projects.

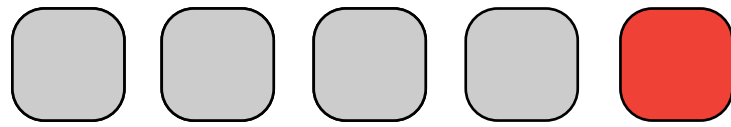
_The **new functional concept** for Yppenplatz around some principles: improvement of quality of market stands, development of playgrounds, new organization of commercial traffic, creation of a square.

_Commercial and market activities on the east side, cultural and social services in the center, recreational and meeting-place system on the west side.

_**Targets** of this project: increase of the attractiveness of the district, identification of local residents, improvement of the quality of open spaces, social cohesion

_**Final goal, economical and social renewal of the area**, commercial revitalization, local development, social interest, diversification of the functions located in the square.





CONCLUSIONS

#1/3_URBAN-WIEN RESULTS

URBAN-WIEN RESULTS

_URBAN-Wien Gurtel Plus **successful regeneration project**, able to re-activate and regenerate a “hopeless case”.

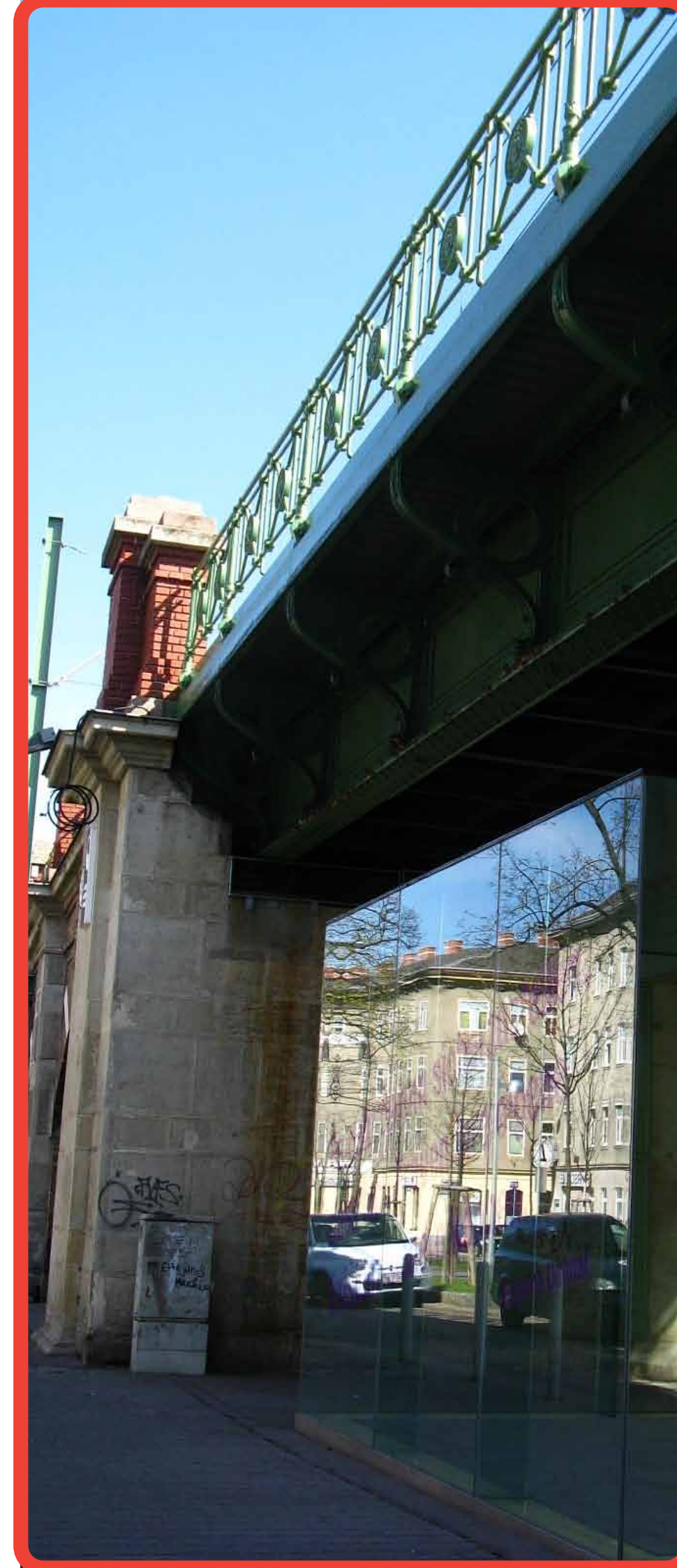
_**Risk of gentrification**, in particular in Gurtel regeneration project. Attraction of high level functions, possible change in the nature of the district.

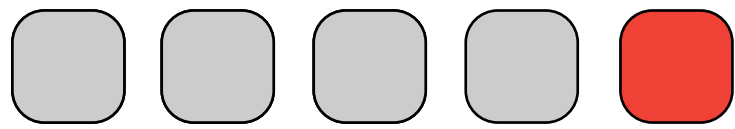
_Risky aspects, **ignoring local identity and needs**.

_**Partecipation** and **resident-oriented transformation** of Yppenplatz good example. Improving local conditions without changing nature of the district.

_Both kind of projects good and necessary for improving the overall conditions of inhabitants and visitors.

_It's fundamental to **maintain the involvement of local citizens**, answer to local needs, trying to use the potential of every local context without underestimating risk of a high-level gentrification





INNOVATIONS OF URBAN POLICY

_From a general point of view, URBAN program is a **successful policy**.

_**Changing in approach** and in the way of planning in Wien.

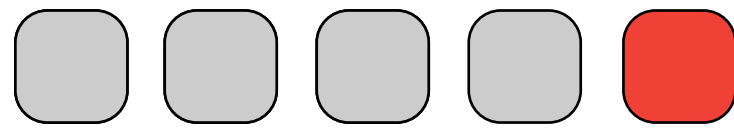
_**Promoting and supporting principles and ideas**, such as participation, public-private partnership, sustainability.

_**Renewal** of local **planning framework**.

_These policies can act as **trigger points of blocked situations**, activating resources and giving support for improvement of declining districts.

_These objectives fundamental for the overall goal of the **improvement of urban conditions** in Europe.





FINAL CONSIDERATIONS

_Need of some **practical EU policies** in urban context.

_EU not just a distant supranational entity, but **active actor and facilitator** also at a local scale.

_Fundamental in URBAN is the **translation of general principles** into practical actions.

_URBAN project, capable of activating and promoting regeneration in several urban areas all over Europe.

_This policy could be improved, focusing **more on participation**, keeping a real focus on **local needs**, contexts and populations, avoiding gentrification.

_In most cases practical implementation of URBAN were really **successful**.

_URBAN I & II programs have been dismissed, but it is fundamental to keep in mind the importance of urban and local policies, by EU, for **continuing with this approach**.

