Development of a Communication Tool to Frame a Vision for Changing Neighbourhoods
CONTENT

1. Initial Situation
2. Research Question
3. Neighbourhood Development Strategy
4. Conclusion
1. INITIAL SITUATION

Urban layout | Reference neighbourhood
North-South-Divide

North (Source: Salzburg University of Applied Sciences)

Centre (Source: Salzburg University of Applied Sciences)

South (Source: Salzburg University of Applied Sciences)
Reference Neighbourhood

- Post-war settlement of the 70s
- In a former suburban location
- Sub-standard HVAC & insulation
- Social housing
- 40% of residents over 60 years

Source: Salzburg University of Applied Sciences; 24 Design bureau
Reference Neighbourhood

1.250 100,000 m²

Source: Salzburg University of Applied Sciences; 214 Designbureau
Focus: Austrian housing cooperations

▷ 20s – 30s | 50 – 70s | today
▷ Government funded housing
▷ rent-geared-to-income program for low-income residents

Karl-Marx court, Vienna, 1930 (Source: wien.gv.at)
Alt-Erlaa, Vienna (Source: derstandard.at/gedlicka)
Social housing, Vienna, opened 2015 (Source: detail.de/G.Hagen)
2. RESEARCH QUESTION
Which measures are feasible in order to redevelop the settlement towards CO2 neutrality?
3. NEIGHBOURHOOD DEVELOPMENT STRATEGY
The vision frames and visualises a desired target condition. It creates inward orientation and transports an image to the outside."
Neighborhood Development Strategy

Iterative Development Process

Building owner

Policy maker

Resident representation

Experts

Experts

Experts

Experts

Neighborhood development strategy

Source: Salzburg University of Applied Sciences
Vision

Neighborhood Development Strategy

MOBILITY

ENERGY

LIVING SPACE

SOCIAL

PUBLIC SPACE

Source: Salzburg University of Applied Sciences; 2|4 Designbureau
Three Components

Catalogue

Comic, Icons

Site plan

Catalogue
Example – Social

Energy efficient and adequate lighting increases objective safety, reduces fear-causing open spaces and serves the purpose of orientation in the neighborhood.

Source: Salzburg University of Applied Sciences; 24 Designbureau
Example – Living Space

Room for social interaction promotes joint activities and strengthens the social bonds in the neighborhood. Healthcare facilities secure medical treatment in close proximity.

Source: Salzburg University of Applied Sciences; 2|4 Designbureau
Electromobility and car-sharing opportunities reduce the amount of cars and consequently the required parking lots. This implies a conservation of resources and more space for open space.

Adequate and sufficient space for bicycles, protected freight elements and easy-to-access, motivates residents to change their mobility habits.

Creating an appealing and safe access to the nearby body of water offers additional open space and connects the neighborhood with the adjacent area.

Increased attractiveness and improved usability of the existing green spaces facilitates exchange and recreation.

Right, and with this money saved we can keep our rivers clean.

New positions of transport nodes at the chance to be mobile without own car.

Finally, I have an easy way to get to the train station. I'm certainly going to use it more often.

Increased forms of dwelling, regarding the needs of various demographic groups, reduce the pressure on the local housing market.

Densification and new forms of dwelling, regarding the needs of various demographic groups, reduce the pressure on the local housing market.

Great, the apartment is available for my agnostic needs. How wonderful it is in our family environment.

You flat is awesome grandma. I'll come for a visit after school more often.

Energy-efficient and adequate lighting increases objective safety, reduces fear of existing open space and stresses the purpose of orientation in the neighborhood.

A comfortable and fast broadband connection satisfies the information need and ensures the possibility for worldwide networking and interaction.

No more long lasting time during the cooking time anymore.
Folder for communication
4. CONCLUSION
Fear of residents

- Participation is not legally mandatory
- Wider acceptance among residents is necessary

[REDACTED]
Completion of the structured and loosened town

- Inclusion of all stakeholders
- Method for harmonization
- Enables prioritization
- Transferability
- Powerful communication tool
Thanks!

Any questions?

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More information on the research project can be obtained here (German):

http://www.smartcities.at/stadt-projekte/smart-cities/smartitzgoes/