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COMPETITION FOR ERDBERGER LÄNDE URBAN DEVELOPMENT IDEAS CONCLUDED

The winners of the urban development competition for the Erdberger Lände area on the right bank of Vienna's Danube Canal have been proclaimed: the jury, chaired by the architect Prof. Carl Fingerhuth, awarded first place to a team comprised of the Viennese architectural studios FROETSCHER LICHTENWAGNER, FREIMÜLLER SÖLLINGER and EGKK Landschaftsarchitektur.

Representatives of the City of Vienna and the property's owner, CA Immo, were pleased with the competition's conduct and outcome. **Executive City Councillor Rudi Schicker:** "The prizewinning concept sensitively adapts the area's uses and structures to its surroundings in a way that is oriented towards people's needs. This location on the banks of the Danube Canal is to be invested with a new quality of life. Living, working and free time will be combinable here with unique ease. New routes through the area will make both the recreational zone on the Canal's banks and the Grüner Prater park area better accessible to residents of the Erdberg neighbourhood. This will give rise to a characteristic and unmistakable urban quarter with a high quality of life."

Assistant District Chairman Rudolf Zabrana underlined the priority that this location, as the transitional zone between the densely occupied city and the industrial zone on the south bank of the Danube Canal, has for Erdberg and the city as a whole: "What we have to do now is use this competition outcome to eliminate the urban development mistakes of the 1980s, as well as to make use of the opportunities that arise during this process to create new routes from Erdberg to the water and to the Prater."

The core area of the competition has been owned since 2004 by CA Immo, which—as the initiator of the process—is deeply interested in finding a use for this area that will be viable in the future. **As CA Immo management board spokesman Bruno Ettenauer puts it,** "the project's location can look back on a century of industrial use. With this competition for ideas, we wanted to actively initiate a transparent and cooperative discussion on the Erdberger Lände's next century—a discussion in which the interests of all those concerned are to be considered in a constructive manner."

The ultimate task for the competition was to arrive at a sensible, future-safe mix of residential, office, hotel and retail use that could be realized in several stages. An additional objective was to consider

issues of traffic, social infrastructure and the location's role in Vienna's overall urban development. Access points and ways through from the residential neighbourhoods bordering the site to the local recreational areas of the Danube Canal and the Grüner Prater park were to be provided for by creating a sufficient number of routes for pedestrians and bicyclists.

The site on the bank of the Danube Canal known as Erdberger Lände, which measures around 20 hectares, is of great significance to the City of Vienna due to its infrastructural situation between a residential and a recreational area, as well as in its role as an "entry point" to the city of Vienna (via the airport expressway). "For these reasons, it was and is very important to us to gather as many expert opinions as possible via an international process. This has so far been very successful, and we now have a robust basis for the zoning procedure that will follow," says Prof. Carl Fingerhuth, the chairman of the jury.

Erdberg to the waterfront!

This is the motto of the winning project, which envisions energetic steps to improve and urbanize Erdberger Lände. Attractive ground-floor uses, as well as an emphasis on the slowing of traffic on the canal bank's roads (transitions regulated by traffic lights), are to transform this traffic artery into a lively and attractive urban boulevard with direct access to the water. The concept of the winning team of FROETSCHER LICHTENWAGNER / FREIMÜLLER SÖLLINGER is characterized by a very user-friendly approach. Their proposal defines a grand overall concept while also offering a favourable basis for the diverse and exciting design of the project's individual elements, in which great attention is paid to the quality of life of those living nearby.

The winning design is the basis for the zoning process that will now follow. This process will see further details of future use worked out, details which will ultimately be established in a legally effective development plan. The results of the competition can be seen starting on 20 May until the end of June 2009 at the office of Wiener Gebietsbetreuung Stadterneuerung (Vienna Local Urban Renewal) at Fiakerplatz 1 in the Third District, open Monday to Wednesday from 9am to noon and from 1 to 5pm, Thursdays from 1pm to 7pm and Fridays from 9am to noon.

Images of the winning project can be found here: <http://www.caimmoag.com/erdberg>
Pictures of the press conference, 20 May 2009:
http://pressefotos.at/m.php?g=1&u=1&dir=200905&e=20090520_c&a=event

About CA Immo

CA Immo was founded in 1987. Over the 22 years of its existence, it has developed into one of the leading real estate investors in Austria and in Europe as a whole. It develops and invests in commercial properties (with an emphasis on offices and business hotels) in Austria, Germany and—via its subsidiary CA Immo International—in Eastern Europe. CA Immo is listed on the Vienna Stock Exchange and currently has a free float of approximately 90%.

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