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

FH Salzburg

Markus Karnutsch

CONTENT

Source: Google Earth 2016

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)

North

Historic Centre

South

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

Reference Neighbourhood

▮ 1.250   100.000 m²

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 feasable in order to redevelop the settlement towards CO2 neutrality?

3.

NEIGHBOURHOOD DEVELOPMENT STRATEGY

Target

„The vision **frames** and **visualises** a desired target condition. It creates inward **orientation** and transports an **image** to the outside."
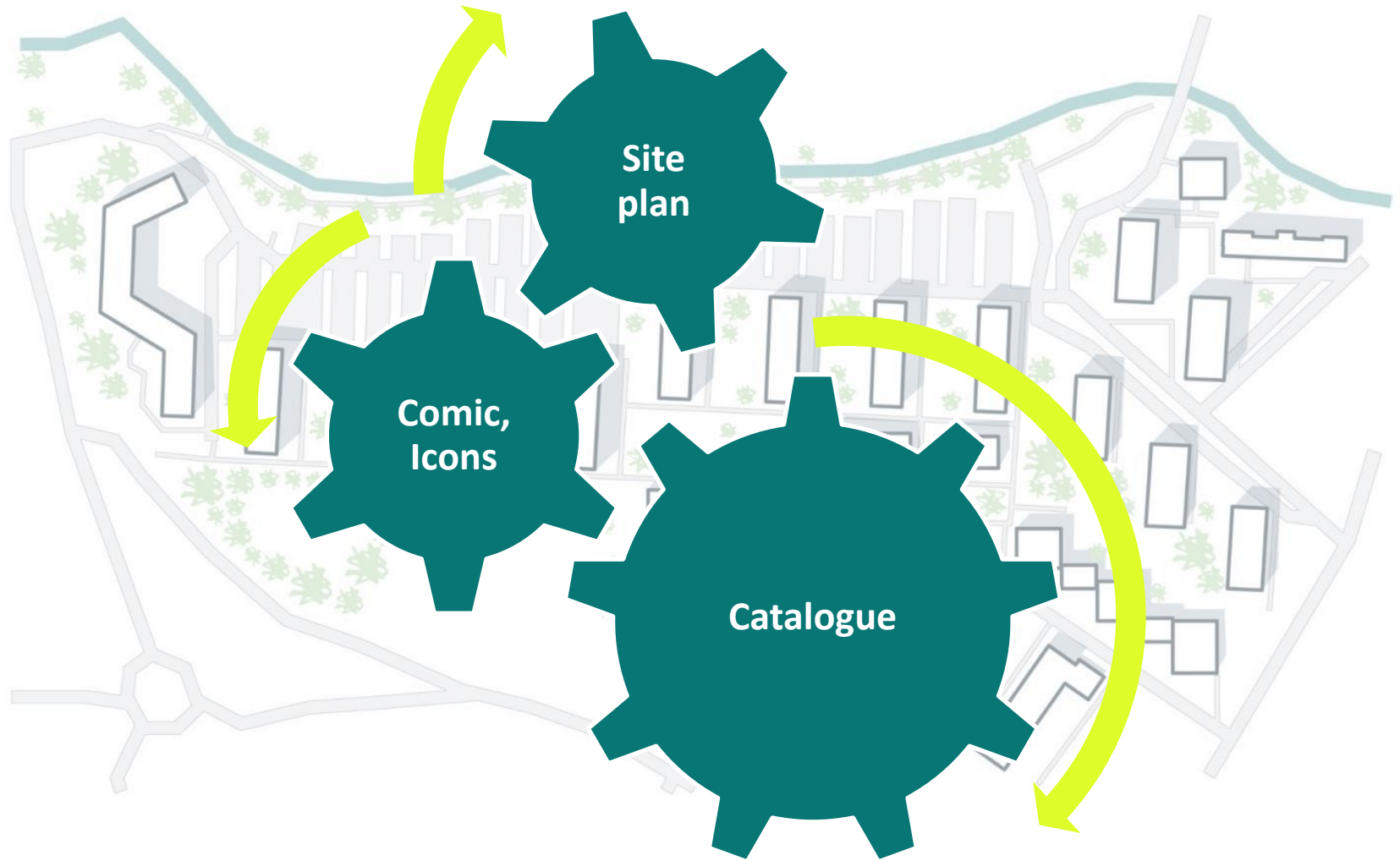
Iterative Development Process

Experts

Building owner

Experts

Policy maker

Experts

Resident representation

Experts

Neighborhood development strategy

Vision

ENERGY

MOBILITY

Neighborhood Development Strategy

LIVING SPACE

SOCIAL

PUBLIC SPACE

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

Three Components

Site plan

Comic, Icons

Catalogue
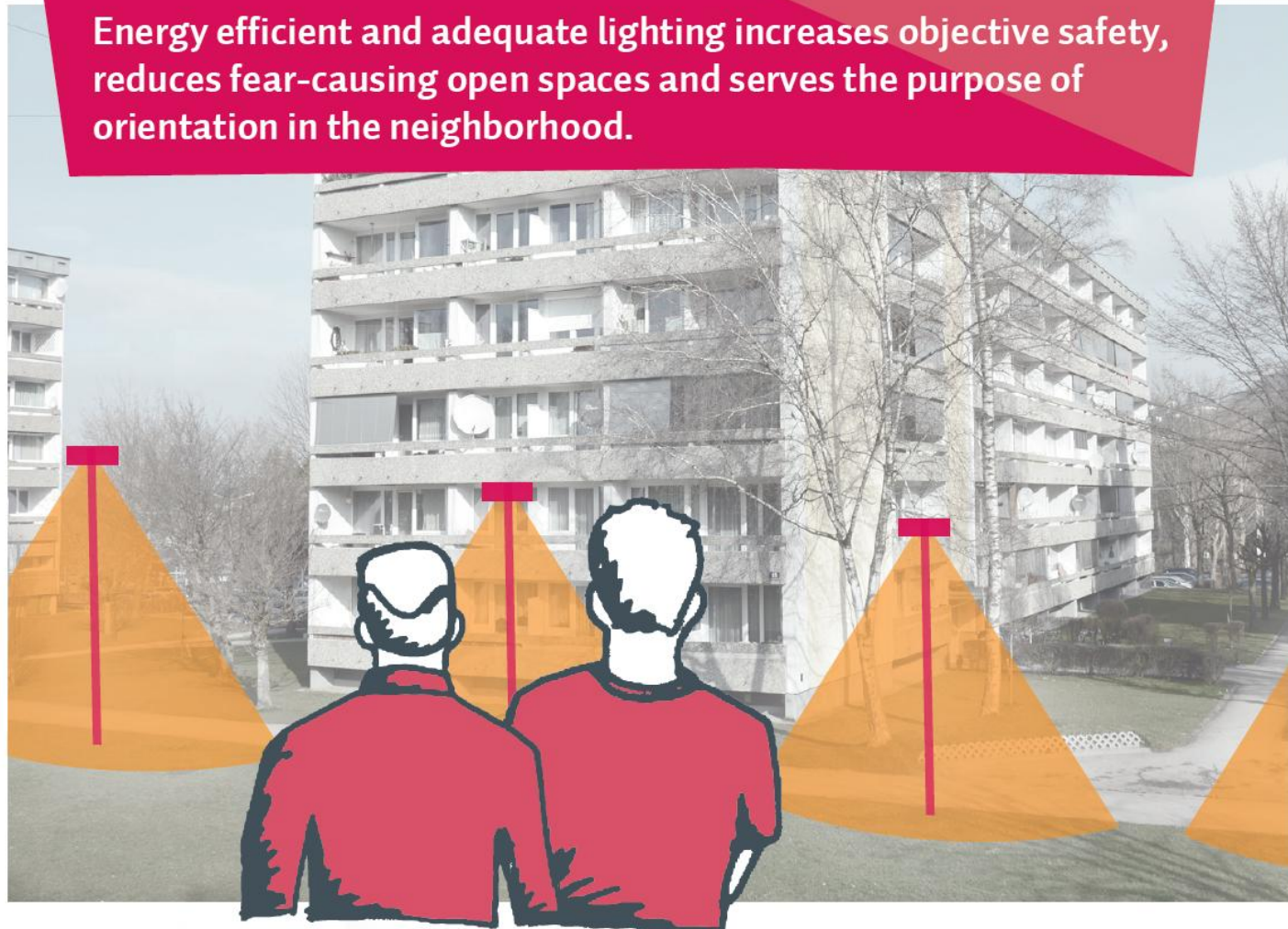
Example – Social

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

Example – Living Space

Room for social interaction promotes joint activities and strenghtens the social bonds in the neighborhood. Health care 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 implicates a conservation of resources and more room for open space.

Right, and with the money saved we can buy a new kitchen.

New options of transport gives us the chance to be mobile without our own car.

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

Finally I have an easy way to store my bike. I'm certainly going to use it more often.

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.

MOBILITY

PUBLIC SPACE

INNOVATIVE FORMS OF DWELLING

IMPROVEMENT OF BUILDING STOCK

INFRASTRUCTURE

INNOVATIVE TECHNOLOGY

LIVING SPACE

ENERGY

Room for social interaction promotes joint activities and strenghtens the social bonds in the neighborhood. Health care facilities secure medical treatment in close proximity.

SAFETY

INTEGRATION

SOCIAL

IMAGE

SOCIAL AND TECHNICAL INTERCONNECTION

Ample roof space opens up the possibility for large-scale harvesting the energy of the sun through PV-modules and solar-thermal collectors.

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

Great, the apartment is suitable for our age-related needs. Now we can stay in our familiar environment.

Your flat is awesome, grandpa. I'll come for a visit after school more often.

Energy efficient and adequate lighting increases objective safety, reduces fear-causing open spaces and serves the purpose of orientation in the neighborhood.
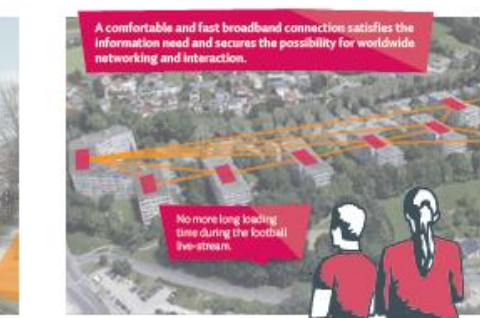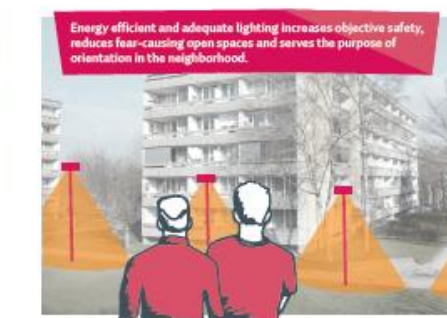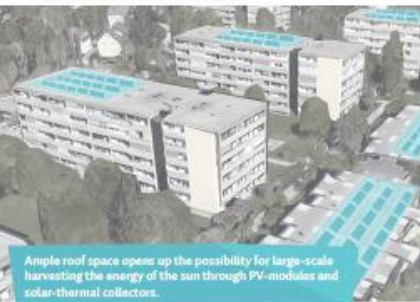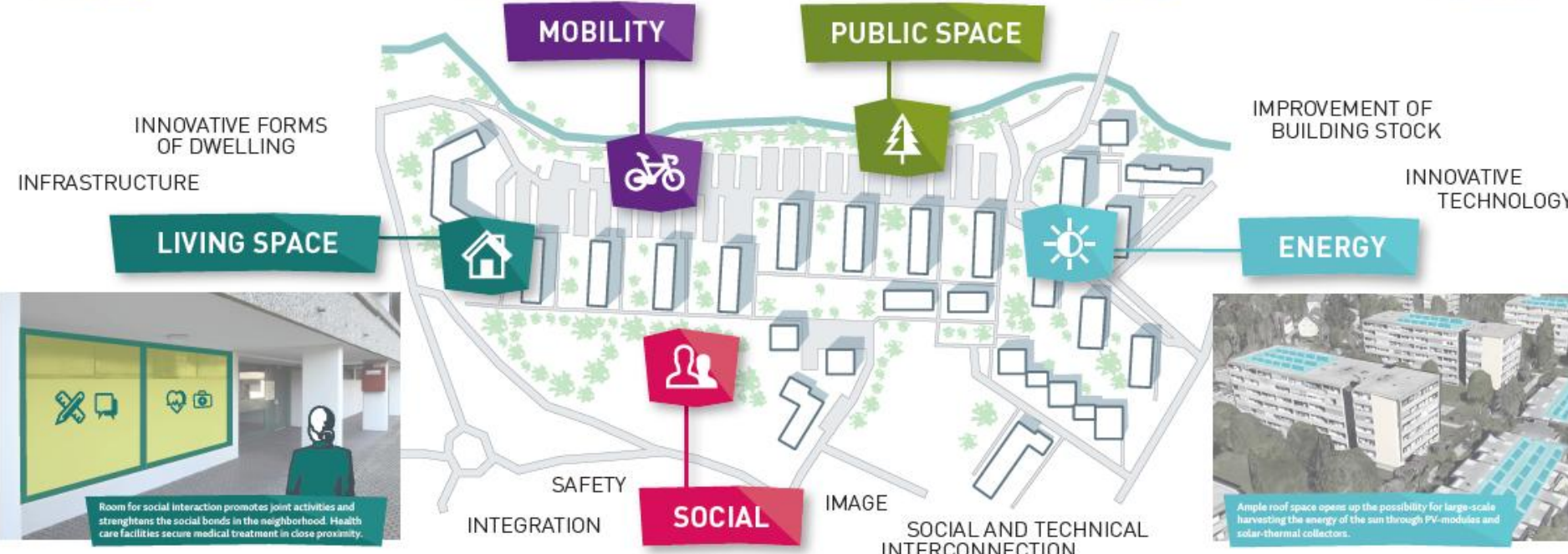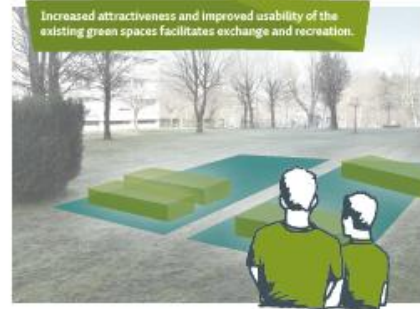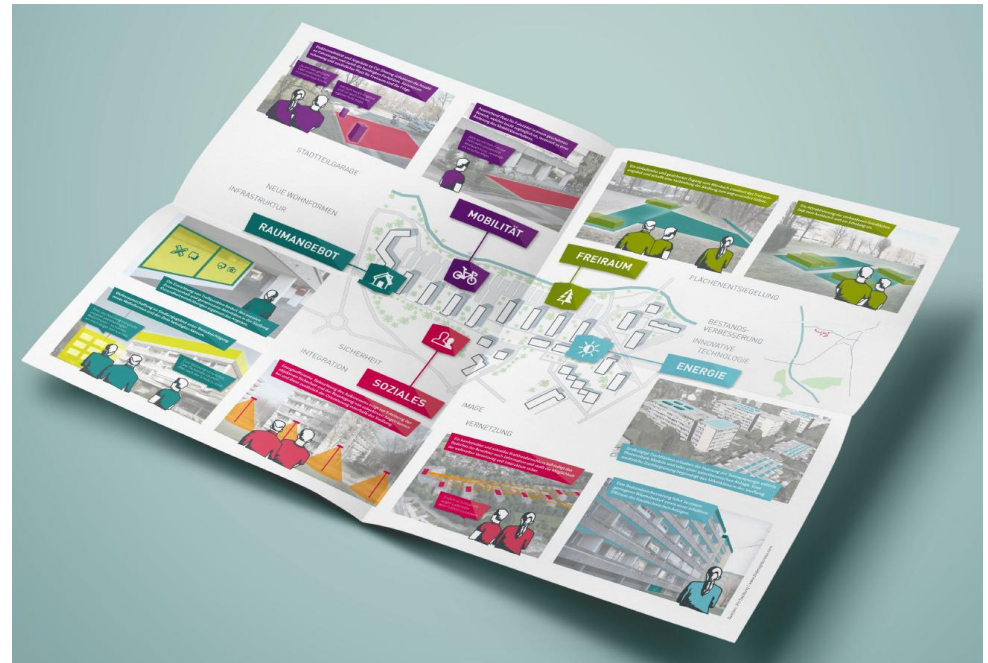
A comfortable and fast broadband connection satisfies the information need and secures the possibility for worldwide networking and interaction.

No more long loading time during the football live-stream.

The restoration of the building stock including its technology reduces heating demand and increases efficiency.

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

Folder
for communication

4.
CONCLUSION

Fear of residents

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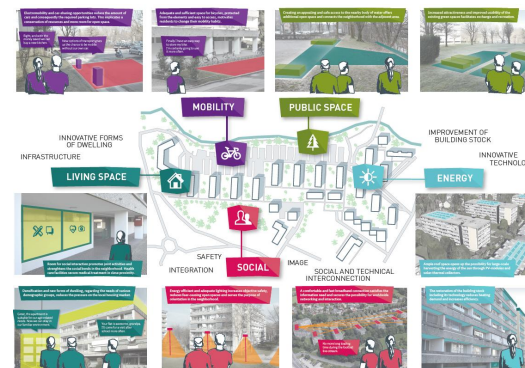
▷ Wider acceptance among residents is necessary

COURAGE
~~FEAR~~

Completion of the structured and loosened town

▷ Inclusion of all stakeholders

▷ Method for harmonization

▷ Enables prioritization

▷ Transferability

▷ Powerful communication tool

Wolfsburg 1969 (Source: dhm.de)

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

Thanks!
Any questions?

Salzburg University of Applied Sciences
Smart Building & Smart City

Markus Karnutsch
+43 (0)50 2211-2708
markus.karnutsch@fh-salzburg.ac.at

Stefan Netsch
+43 (0)50 2211-2713
stefan.netsch@fh-salzburg.ac.at

ACKNOWLEDGMENTS

Project Partners

The research leading to these results is part of the research project "Smarte Stadtteilsanierung Itzling-Goethesiedlung in Salzburg" which was commissioned and funded by the "Klima- und Energiefonds" under the authority of the Austrian Federal Ministry for Transport, Innovation and Technology (BMVIT).

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

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