

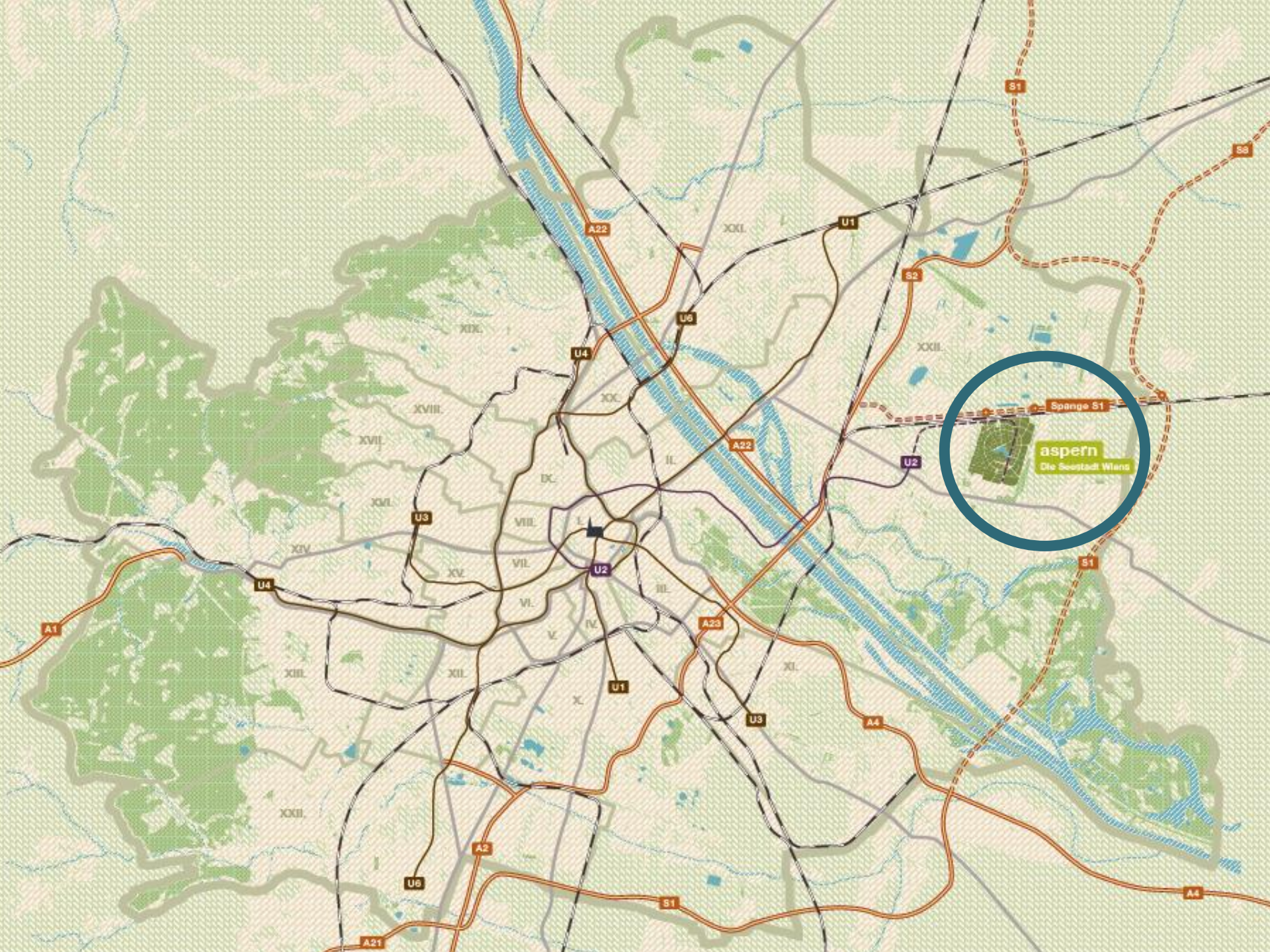


Die Seestadt Wien

# aspern Die Seestadt Wien The Smart City Showcase











# Well connected + Experienced

## Wien 3420 aspern development AG (plc)

- **shareholders:**
  - Public shareholders – ARE – Austrian Real Estate and Vienna Business Agency
  - Private shareholder – VIG – Vienna Insurance Group and SBausparkasse
- **Core competence**
  - Cooperative planning
  - Infrastructure development
  - Acquisition, value realisation, location marketing
- **staff**
  - 23 employees/ 3 board members



Managing board Wien 3420 AG: Gerhard Schuster, Heinrich Kugler, Alexander Kopecek

- 
- The background of the slide is a photograph of a modern residential development. Several multi-story apartment buildings with white facades and blue-tinted balconies are visible. They are situated on a grassy bank overlooking a body of water, which reflects the buildings. The sky is clear and blue.
- **2.4 million sqm** total area
  - **50%** high-quality green and open spaces
  - **2.6 million sqm** gross floor space
  - **5 billion euros** total investment





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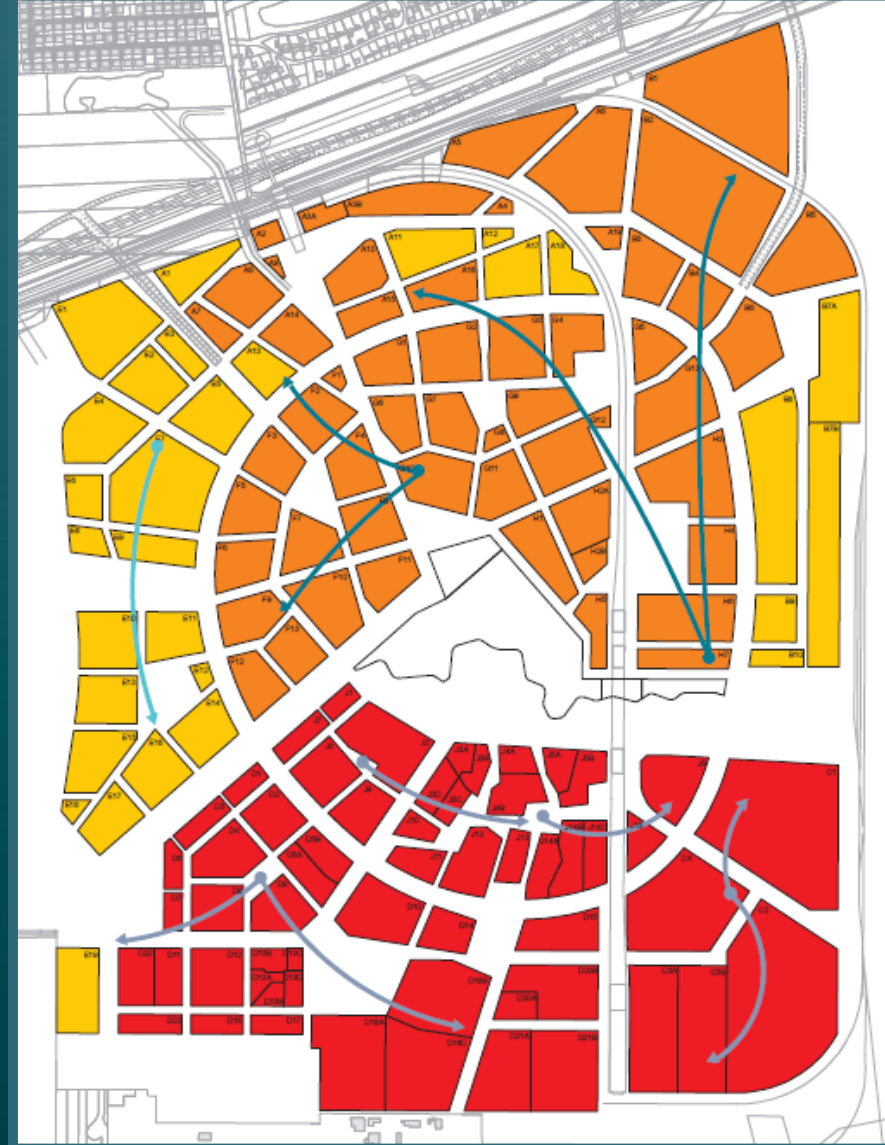
aspern Seestadt



By 2028, **10,500 high-quality** housing units  
for over **20,000** people and up to **20,000**  
jobs will be in place at aspern Seestadt

## Yesterday + Tomorrow

- 1809 Battlefield
- 1912-1960 Airfield
- 1970 Motor racing & test circuit
- 1980 Work begins on Opel/GM plant
- 2007 **aspe rn** Seestadt master plan
- **2010 - 2020** **800.000 m<sup>2</sup> GFA**
- 2013 Opening of underground rail link  
Work starts on housing & business premises  
~ 6,000 residents  
~ 2,000 workplaces  
+ school, nursery, local shops & amenities
- 2016
- **2016 - 2022** **1.200.000 m<sup>2</sup> BGF**
- **2023 - 2028** **600.000 m<sup>2</sup> BGF**







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# Aerial View / status 2015/2016







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# Smart City Wien

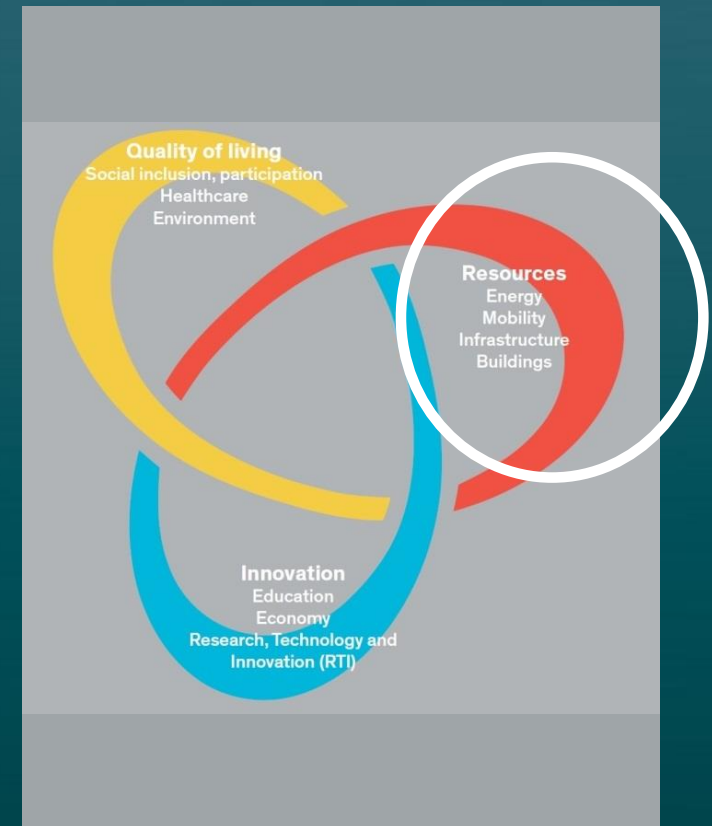
## Framework Strategy - Overview



## A, Smart City Wien – Resources

**Reduction of per capita greenhouse gas emissions  
(35% by 2030 and 80% by 2050)**

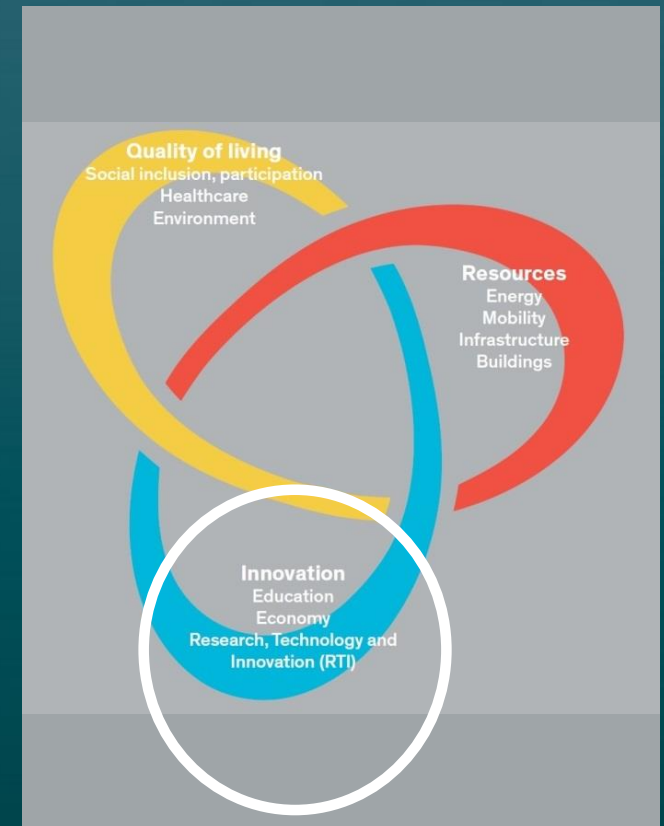
- **Energy:** Improvement of energy efficiency, reduction of energy consumption, gross final energy consumption from renewable sources (2030 > 20%, 2050 > 50%)
- **Mobility:** Promotion of CO2-free transport
- **Buildings:** Minimum energy building as standard from 2018 onwards
- **Infrastructure:** Maintenance and optimization (open government, pilot projects with ICT companies)



## B, Smart City Wien – Innovation

In 2050 Vienna is "innovation leader" through focus on top-level research, a strong economy and education

- **Research, innovation, technology (RIT):**
  - Among Top 5 research cities by 2050
  - Promotion of Vienna-Bratislava-Brno Innovation Triangle
- **Economy:**
  - Share of technology-intensive products in exports raised to 80% by 2050
  - Strengthening of position as preferred location for corporate headquarters for Central and South-East Europe
- **Education:**
  - City-wide introduction of full-day comprehensive schools





## C, Smart City Wien – Quality of Life

In 2020, Vienna is the city with the highest quality of life and life satisfaction in Europe

- **Social inclusion:**  
City of diversity, affordable housing, attractive living environment
- **Health:**  
Ensuring healthcare provision of the highest standard, with outpatient treatment given preference over hospital admission: care to be provided in structures close to patient's home for as long as possible
- **Environment:**  
Percentage share of green space to be maintained at 50% up until 2030 = safeguarding of recreation areas





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# Smart City Strategy

## Examples - aspern Seestadt



## A, Resources: Energy - implementation

- **Energy supply:**
  - Heat supply:
    - **southern area** via district heating system
    - **northern area:** district heating thermal use of ground water
    - conventional electricity and water supply
  - **Renewables:**
    - South: Precautionary measures for future use of photovoltaics (south)
    - North: Thermal use of groundwater for office area; PV for heat pumps
  - **Establishment of energy consumption monitoring**
  - **Sustainable + energy efficient buildings:**
    - Sustainable building certificate of Austrian Sustainable Building Council (ÖGNB): minimum of 750/800 (of 1000) points TQB are compulsory (via contract)
    - Legal energy standards for certain building typology (Subsidized housing, Public buildings)

## A, Resources: Mobility concept

Priority given to environment-friendly modes of transport

- **Modal split: 20% motorized traffic, 40% pedestrians/cyclists, 40% public transport**
- Early completion of U2 underground/metro link
- Link to Vienna-Bratislava railway line
- walkability and cyclability as key criteria for the layout of public spaces
- Obligation to build safe and spacious bike parking in each building
- Reduced parking provision on streets and garages
- Communal garages for equidistance of car & public transport
- Local shopping street to meet daily needs „around the corner“
- Establishment of „mobility fund“

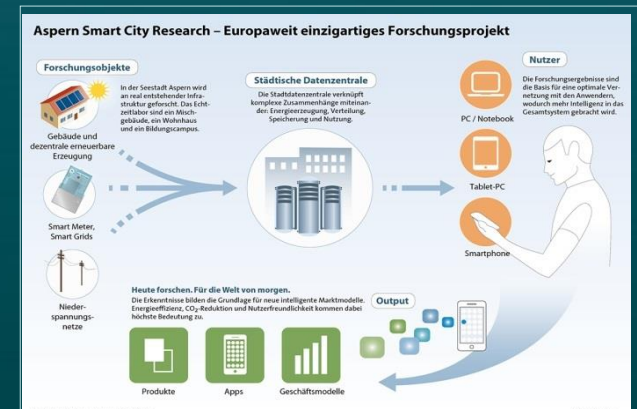




## B, Innovation: Aspern Smart City Research GmbH

### Smart Building – Intelligent energy management of buildings/neighbourhoods

- Research programme at Urban Lakeside, unique in Europe
- Siemens AG Austria 44.10 %
- Wien Energie GmbH 29.95 %
- Wiener Netze GmbH 20.00 %
- Vienna Business Agency 4.66 %
- Wien 3420 Aspern Development AG 1.29 %
- Studies energy efficiency in real buildings using real-life data from the built energy infrastructure at building, network and user level
- ASCR analyses data and runs simulations based on them
- Aim: Optimise energy consumption of the building/quarter and reduce energy costs.



## C, Quality of life: City of diversity

### Social inclusion:

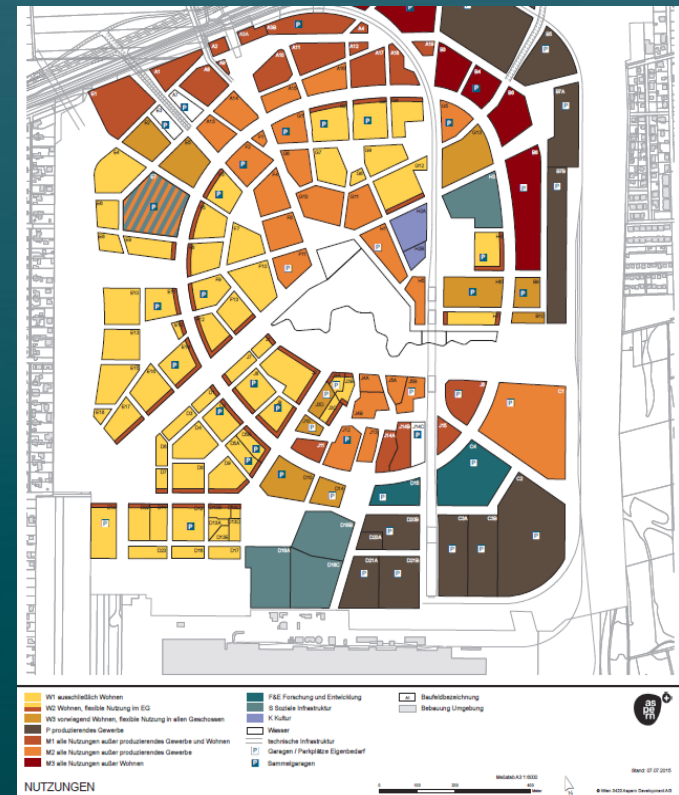
- city of diversity, affordable housing, attractive living environment, green space

### "The Full Life":

- jobs, housing, recreation, superlative infrastructure (local amenities, social provision, healthcare, cultural activities) work-life balance

### Neighbourhood management:

- Participative, collective development of the living environment; providing assistance and a framework within which people can organise themselves

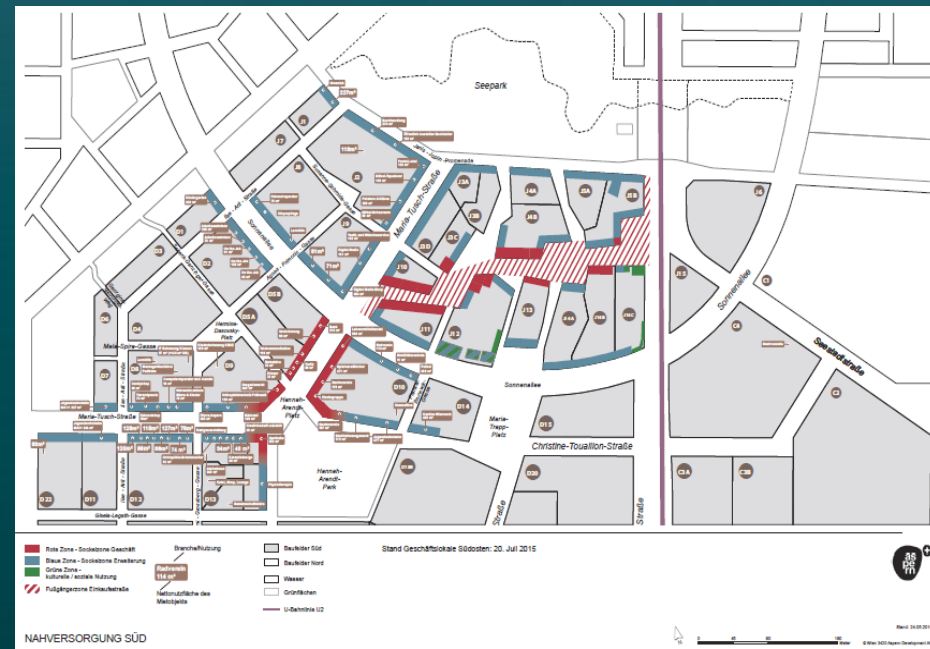




## C, Quality of life: City of short distances

**Local amenities: aspern Seestadt Einkaufsstraßen GmbH**

- Local amenities in place from the outset
- 9,000 sqm of ground-floor zones defined as shopping
- Managed "red zone" of shopping street with approx. 4,000 sqm of retail space
- Mix of segments
- Partner for the development:  
"SES - Spar European Shopping Centers"
- Continuation at Lakepark quarter
- Commercially used corridor linked to metro line



## C, Quality of life: Greenspace at Urban Lakeside

- Lakeside Park + Yella-Hertzka-Park







- **5-ha lake in the middle of the Lakeside Park**
- **Variety of green spaces and small parks in residential and commercial areas**
- **Spacious thoroughfares and extensive network of cycle paths**
- **Attractive squares and streets**

# Spaces + Possibilities



- Subsidised + private housing projects
- Housing developer competitions
- Building cooperatives
- Student accommodation



# Impressions, Southern Section







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# Seeparkquartier







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# Quality management

# Innovative + quality aware



- Land use and zoning plan
- Development according Environmental Impact Assessment (EIA)
- Plot development guidelines
- Project selection and development monitoring
- wien 3420 AG
- **aspern** advisory board





- Independent advisory body of Wien 3420 AG
- Tasks: advancing the urbanization process
- Safeguarding the quality standards
- Supporting and assisting individual projects





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# Am Seebogen







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# Am Seebogen







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