

"Am Heidjöchl" was named on July 2, 1944 by the "Cultural Office Management", after an old field name and therefore represents a description of a topographical condition.¹ The first part of the name contains the "Heide" (heath) and stands for undeveloped, wild greening land.² The second part, the "Joch/Jöchl" for things that bind together. In Austria, "Jöchl" was also used as a field measure and encompasses a piece of land small enough to be plowed by an ox plow in the course of a day.³ Used for agriculture for over a hundred years, this piece of land is now assigned a different future- what value or which added value is the focus, what could be the binding factor?

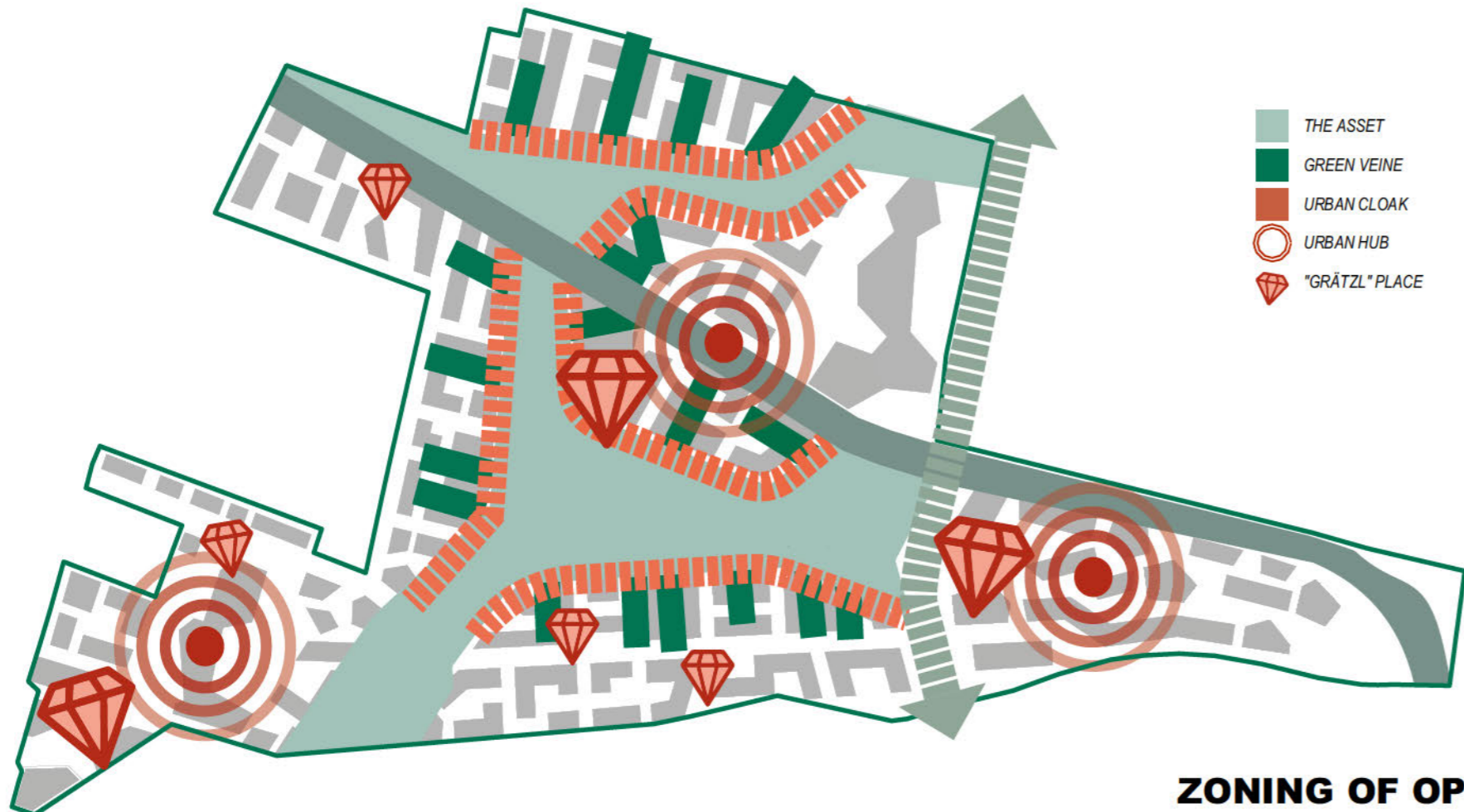
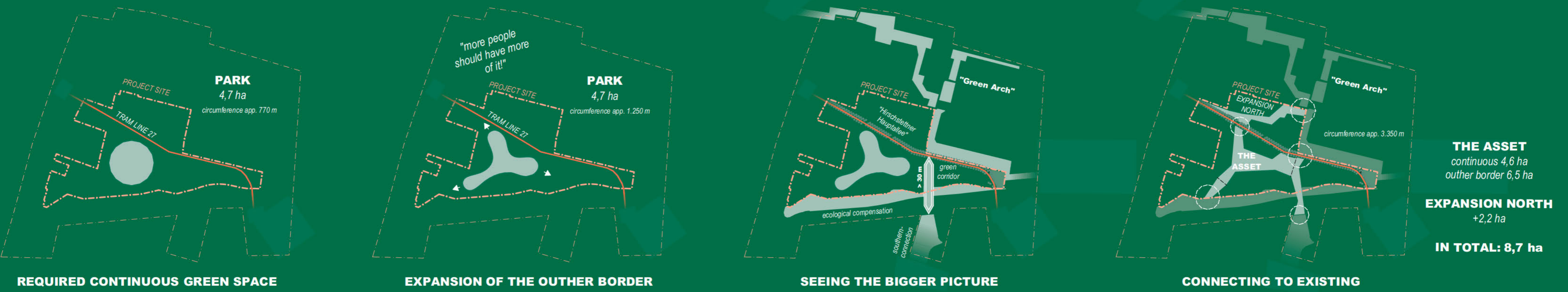
The project title "Asset" refers to our clear statement that the value of the area does not come from the built-up zones, but rather from the green space. In an area that has been used for agriculture for a hundred years, the land and soil and the associated biotopes of flora and fauna are the qualities that must be preserved and thus form the basis for value creation.

¹ https://www.geschichtewiki.wien.gv.at/Am_Heidj%C3%B6chl (Stand: 23.5.2023)
² https://www.duden.de/rechtschreibung/Heide_Pflanze (Stand: 23.5.2023)
³ <https://www.duden.de/rechtschreibung/joch> (Stand: 23.5.2023)

In order to define "The Asset", the minimum requirement of 4.7 hectares of park space is used as a starting point. According to the specification, this should be located in the middle of the area, not crossed by any flow of traffic and only accessible by foot. Through selective stretching, this area of value creation is now not only the central element of the development field but also the link that integrates the heterogeneous environment. The surface is enlarged and connected to existing points of contact.

The design of "The Asset" follows many formative aspects. The park is connected to the compensatory strip of the city road via an extension south of the distribution road, which connects the exit of the "Stadtstraße" with the Hausfeldstraße - thus creating a green gate. Furthermore, the park ties in with the "Grüner Bogen" (Green Arch), formulated by urban planners of the cities government, which is to be connected via the project area, spanning the "Stadtstraße", with the "Hosenträger Parks" (braces parks), which run along the west side of Aspern-Seestadt.

Heidjöchl's



ZONING OF OPEN SPACE

The streets in the east-west and north-south direction as well as large parts of the avenue are bordered by adjacent building panels, which in turn border on the park and form it. The open space of the park is docked to the streets and the Hirschstettner Hauptallee via "Green Veins" between the building panels.

The tram line as a delimiting but also connecting element serves as a further expansion point. "The Asset" is extended from west to east and therefore connects the Hirschstettner Hauptallee with the "Grüner Bogen". This extension preserves a large part of the existing trees. The positioning of the park's branches follows the main wind direction during the summer months, in a south-easterly orientation. This is used to cool and distribute the air over the green area.

BLACKPLAN 1_10.000



DEVELOPMENT STRATEGY

A dissolved city-block development is targeted for the entire area. Due to a height gradation increasing in north-west direction, the summer air currents coming from the south-east are guided into the building panels and thus an accumulation of hot air is prevented. In the winter months these movements of air work in the opposite cardinal direction. The higher buildings are now stopping the wind from entering the building panel, shielding the plot from these cold currents. Clearly defined starting points provide the framework for deviating from this rigid zoning and are formally designed as fragmented shapes. These fragments serve as accompanying buildings at the edges of the open space design and are intended to guide the walkway framework. Large, free-standing objects such as the campus and the federal school also break free of the system. The transition between the public and the semi-private space is to be guaranteed by a slightly higher courtyard level and by the positioning of the buildings.

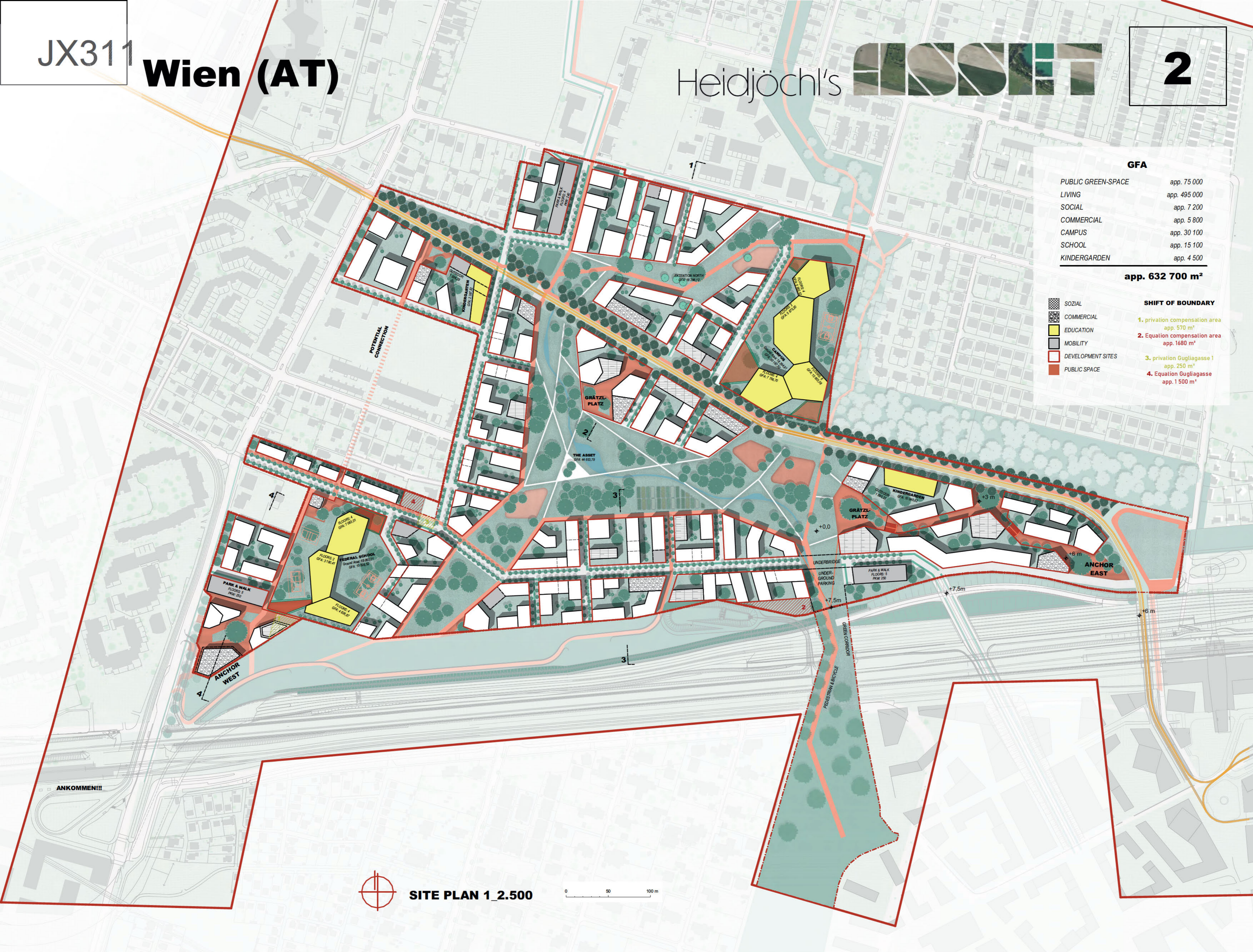
ANCHOR POINTS

"Anchor East" and "Anchor West" are designated as urban centers and form two points of contrast. The connection to Hausfeldstraße leads to a plateau and follows the principle of "under" - this is already given by the connection below the subway line. Social facilities and commercial spaces are connected along a large square situation. The high density is justified by the proximity to the subway. The "Anchor West", as an extension of the tram route, follows the "up" principle and is a staggering of plateaus that slowly descend to the level of the park. Three smaller squares are connected via a "Grätzelweg". Similar to the west connection, different functions are offered. The third anchor point at the project site is in the middle area. Adjacent to the "Hirschstettner Hauptallee", targeted impulses for daily needs are set. The campus as a large object and the "Grätzl-Platz" (community square) as the connecting element of park and avenue become complementary elements.

CONNECTION TO THE NEIGHBORHOOD

Especially the subway connection and thus the development on "Hausfeldstraße" poses challenges for the eccentrically located development area. The "Hausfeldstraße" is a regional traffic artery and offers little incentive for walking or cycling. Thus, another parallel passage is proposed, which largely takes up existing paths and links the urban utilized connecting points of the project area with the "Hausfeldstraße" through the existing single-family house development. This "tendon" is expanded to community squares in certain spots.





GFA	
PUBLIC GREEN-SPACE	app. 75 000
LIVING	app. 495 000
SOCIAL	app. 7 200
COMMERCIAL	app. 5 800
CAMPUS	app. 30 100
SCHOOL	app. 15 100
KINDERGARTEN	app. 4 500
app. 632 700 m²	

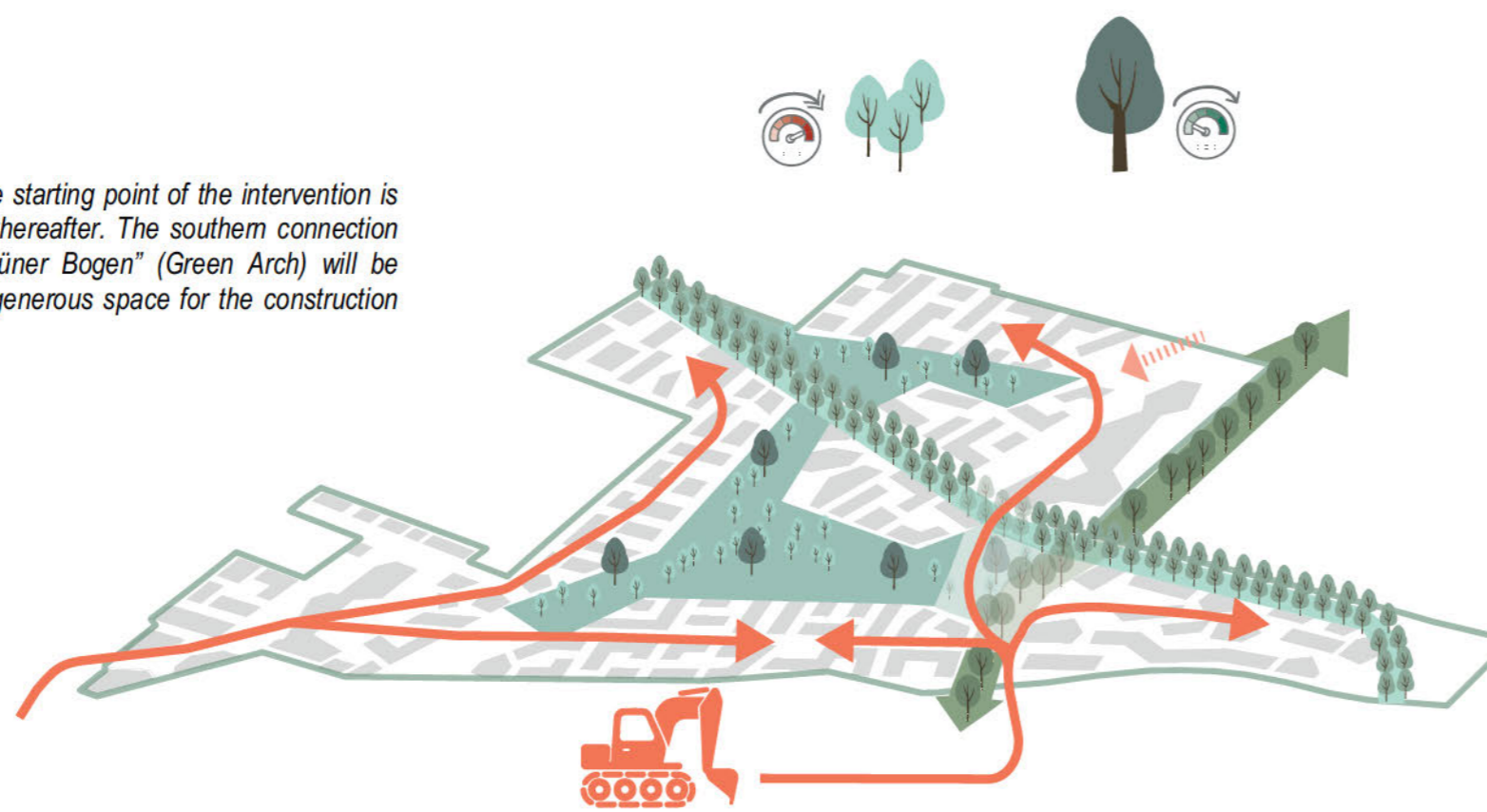
SHIFT OF BOUNDARY	
1. privation compensation area	app. 570 m ²
2. Equation compensation area	app. 1680 m ²
3. privation Gugliagasse 1	app. 250 m ²
4. Equation Gugliagasse	app. 1 500 m ²

SITE PLAN 1_2.500 0 50 100 m

EARLY IMPLEMENTATION GREEN SPACE

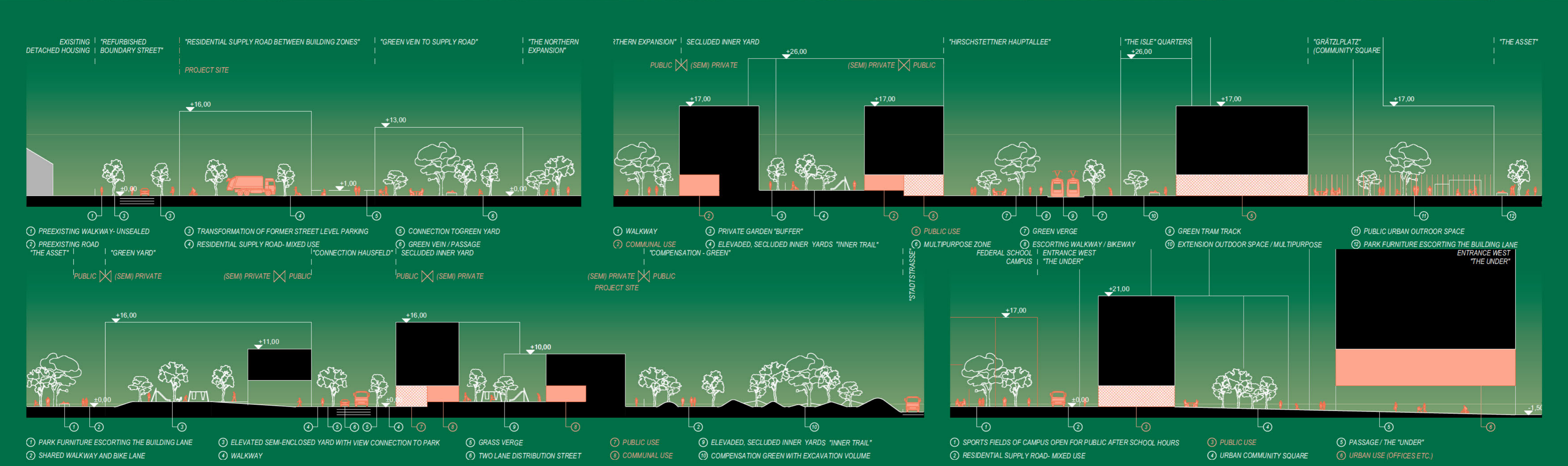
With the completion of the "Hirschstettner Hauptallee", the starting point of the intervention already given. "The Asset" can already be implemented thereafter. The southern connection point to the compensatory strip and the link to the "Güner Bogen" (Green Arch) will be complimented at a later date and will first be used as a generous space for the construction vehicles and delivery traffic during the construction phase.

Roads leading to the construction sites could be "Hausfeldstraße" and the feeder-bridge of the "Stadtstraße", which connects the development field to the Aspern-Seestadt. Another connection leading north to "Pfalzgasse" is being considered, but needs to be checked for necessity.

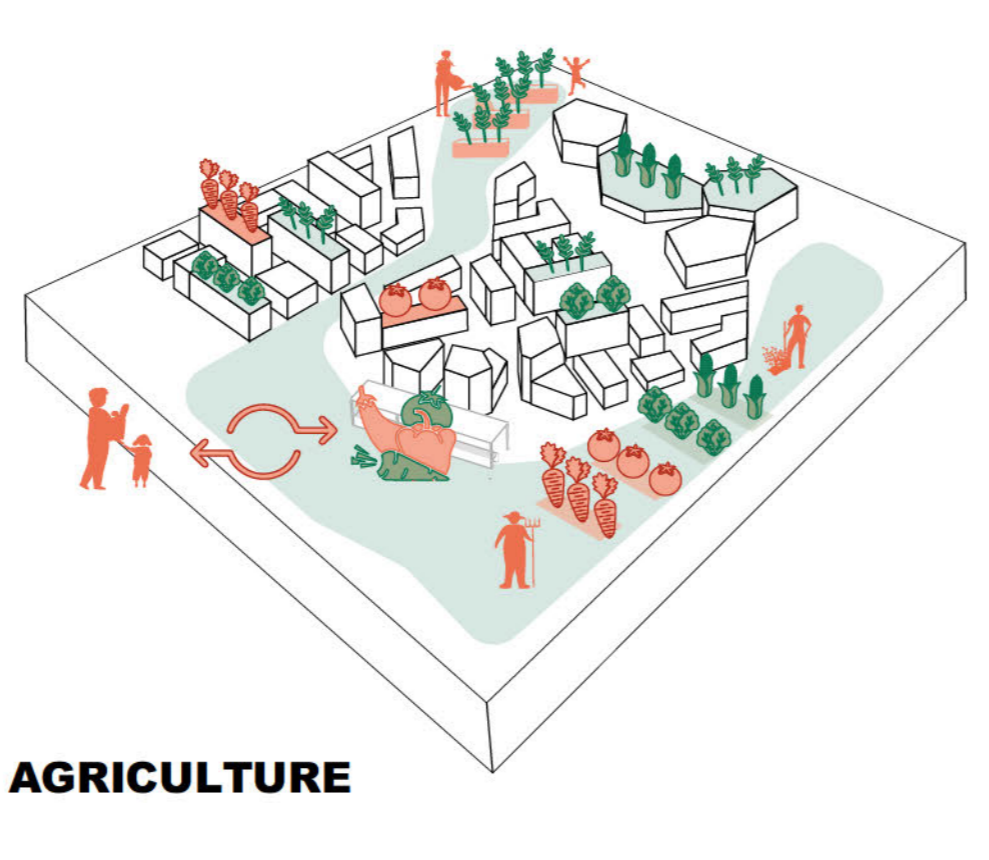
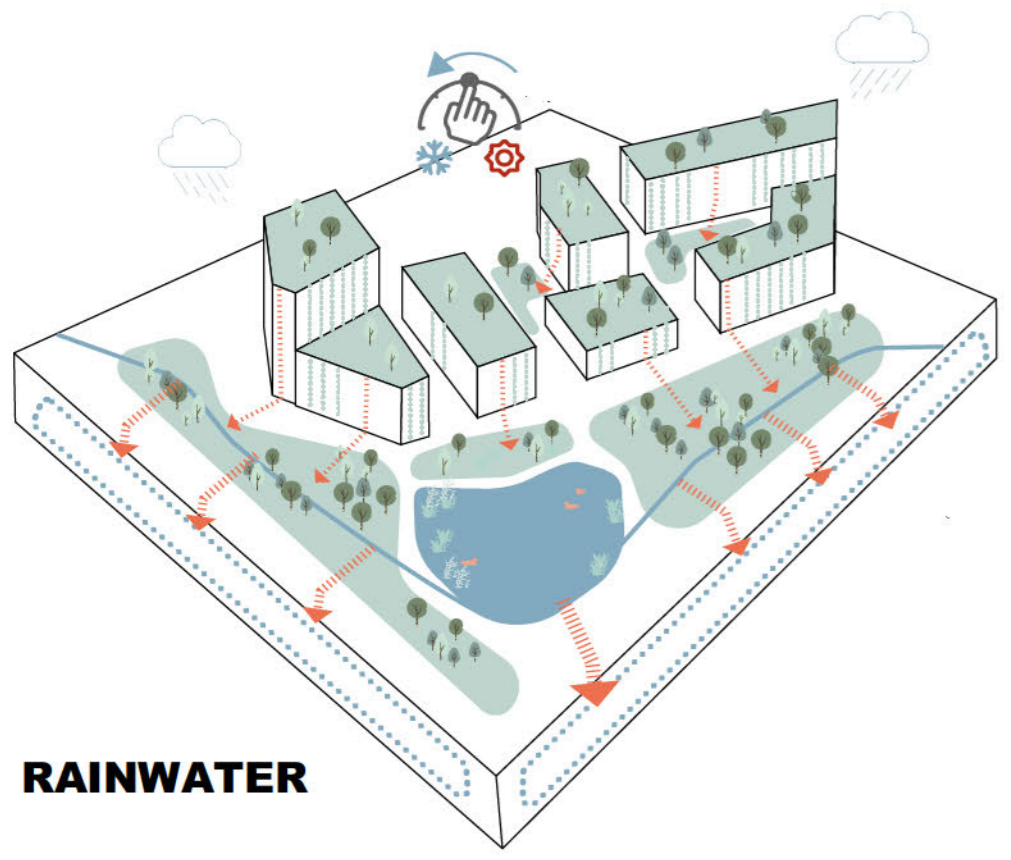
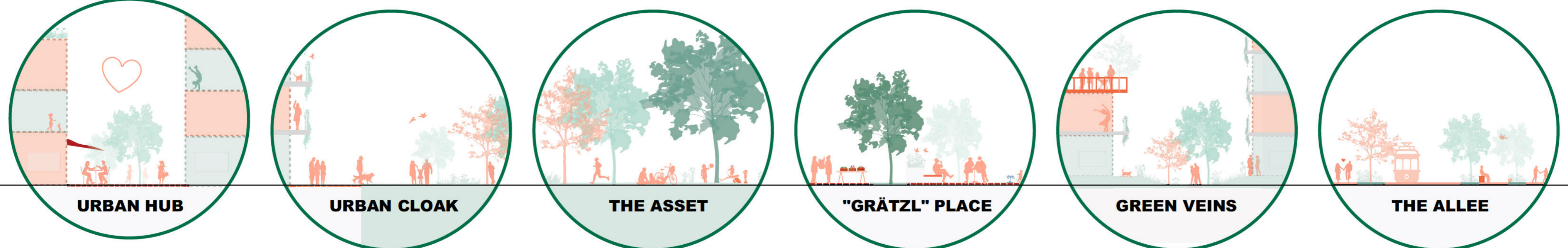


BUILDING HEIGHTS 1_5.000 0 50 100 250 m





SCHEMATIC SECTIONS 1_500



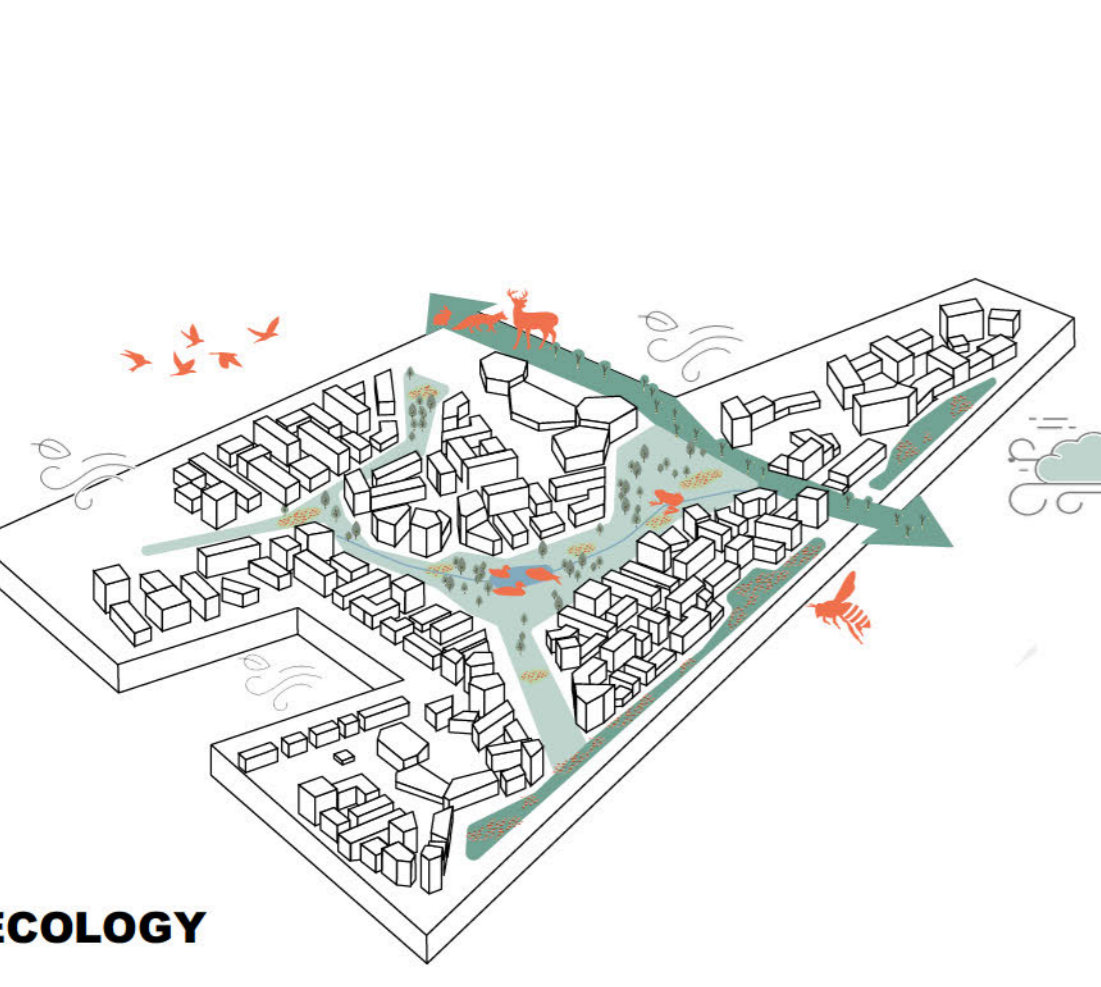
REFURBISH THE EXISTING BOUNDARY STREETS
The existing streets "Platzgasse", "Stemolagasse" and "Bernsdorfasse" will be expanded with the necessary infrastructure and accompanying greenery and therefore should also provide the necessary impetus for the neighboring buildings. Above-ground parking spaces are unsealed and transformed into green strips, the "Park and Walk" stations serve as compensation. The buildings on the project site are deliberately moved away from Hausfeldstraße in order to provide a row of trees and green spaces.

SEESTADT TO HIRSCHSTÄTTEN CONNECTION HAUSELFELDSTRASSE AND NORTH
The connection to Seestadt is to be designed with greenery and rows of trees on both sides in a traffic-calmed zone with a speed limit of 30km/h. A direct connection to Hausfeldstraße and to the northern border of the project site via "Platzgasse" in the projected street is to be established. A direct connection to the campus was deliberately left out and should serve to calm traffic and stimulate the use of public transport.

BACKBONE SHARED SPACE AND THE GREEN VEIN
The building panels are accessed via residential streets, which follow the shared space principle, up to the middle of the plot. These they narrow and are released as a "green vein" for pedestrians and cyclists. Most of the bicycle traffic is routed over the edge of the park and the "Hirschstätter Hauptallee" and later distributed from these paths. At a few points, bicycle traffic is linked to individual traffic roads, but is also structurally separated there.

SHARING IS CARING PUBLIC AND PRIVATE TRANSPORT
Public transport incentives are already in place in the project area with adjacent "S-Bahn" and "U-Bahn" stations, surrounding bus stops and the two stations for the new 27 tram line and are being expanded by mobility hubs. These should take over the distribution function and incorporate the principles of shared mobility. Escalators, bicycles and cars should be available in the area in addition to private parking spaces and ensure a quick changeover.

40% of the required car parking spaces are provided in above-ground parking decks. These are placed on the side streets. Below the plateau situation, Anchor Ost, there is a large part of the parking spaces and should also ensure a quick switch from private car traffic to the public network. Several construction sites are also combined to form underground parking garages and are intended to keep the excavation to a minimum.



AGRICULTURE
The historical background of the entire planning area is strongly linked to agricultural use. This aspect should also be reflected in the new district and plays an important role in its conception. Residents have the opportunity to practice urban gardening both in the park and on roof areas. A concept based on "solidarity agriculture" is also being created for schoolchildren in cooperation with the educational campus. The grown vegetables and fruit can be harvested and used by private individuals as well as sold and shared at the weekly farmer's market.

RAINWATER MANAGEMENT
In times of climate change and the associated extreme weather events, rainwater management is essential when planning a new district. The generously designed green area of the park and the green roofs integrated into the development are intended to help rainwater seep away. Excess rainwater from the roof areas is drained into the green areas, where it can then seep into the ground. The water surface in the green space acts as a large drainage basin and can be further filled when heavy rain events caused by climate change occur. The water surface and the green areas, together with tree plantings, make a considerable contribution to cooling the district thanks to their ecological functions.

ECOLOGY
The generously designed green area makes an indispensable contribution to this new district. The green connection that runs through the area is also important for the fauna and flora of the area. The park was shaped in a way that the wind from the south-east can blow through the area. In the new district, a number of different tree species, perennial areas and water areas result in a strong biodiversity, which represents a habitat for various animal and plant species.

MOBILITY 1_500

