

Village and City Strengthening Opportunities, Examples & Funding

Wednesday, 2. April 2025, 09:00 - 11:30

Online

Salzburger Institut für Raumordnung und Wohnen

Dorf- und Stadtentwicklung

Bearbeitung: DI Robert Krasser

Agenda

- Spatial planning - status quo (challenges, ÖROK recommendations, 1--2 best-practice examples)
- Inner development: ISEK, vacancy management
- Green space development: I noted that Andre said something about "Experts about country side protection (agricultural land)" at the time.
- Pattern Language in Practice

In principal 2 different approaches

1 Approach (articulated by PP2):

Reduce land consumption by densifying cities, limiting urban expansion, preventing urban sprawl, improving town centre organization, and enhancing existing areas.

Force by law

eg: mandatory densification in cities

Good compelling planning (PP2)

eg: non- mandatory Integrated Urban Development Plan

awareness Building

eg: Seminars (PP2)

2 Approach (articulated by PP5 and PP6):

Prioritize the protection of existing farmland by increasing its value and raising public awareness about its importance.

Force by law (PP5)

eg: absolute no rezoning or nature protection areas

Good compelling planning

eg: non- mandatory Integrated Rural Development Plan (PP5, PP7)

Awareness Building

eg: Seminars, Capacity Building (PP4)

Wishful thinking



Reality



What we want ...



... how we behave



... because we build such structures:



... and such structures

Consumer markets on the outskirts of towns or main traffic axes usually supply several municipalities. As a result, the town centres of these municipalities are weakened. Therefore, the location should be determined in a regional context.

Why is the inner-city economy coming under increasing pressure?

"Life in the village" has a centuries-old tradition and is part of our Central European culture of life!

However, many framework conditions have changed in recent years:

Retail is an important "revitalisation factor" of a city centre, but there is a profound structural change:

Enormous growth in sales areas - mainly in the periphery

Multi-sector companies and new forms of distribution (esp. e-commerce)

Succession problems at traditional specialist retailers

The structures of our historically grown city centres are often no longer compatible with the requirements of "modern retail":

Size, location and equipment of the business premises

Lack of transport concepts (individual and public transport)

Unequal competitive conditions between inner-city and "greenfield" locations
significantly higher costs (land, construction costs, rent)

Disadvantages in terms of accessibility, accessibility and parking

often high requirements due to monument or townscape protection

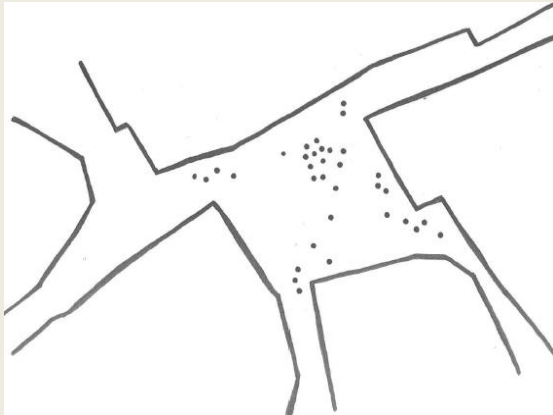
Mathias-Bayrhamer-Platz in Hallein



Pedestrian Density Formula - "Level of Service Study"^{am}

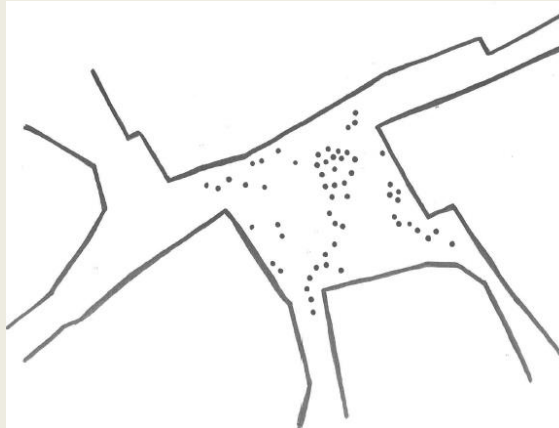
Example Hallein Mathias-Bayrhamer-Platz 1,740 m²

34 people
50 m² per person



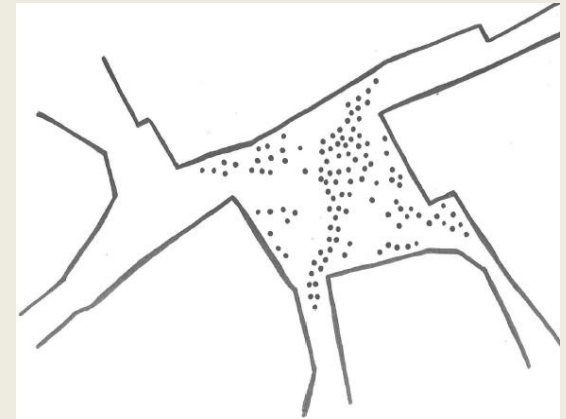
Area looks extinct

58 people
30 m² per person



Area just looks lively

116 people
15 m² per person



Fläche wirkt belebt

Excerpt from the book "Cities for People", Jan Gehl



Foto 27: Jan Gehl

Area looks lively

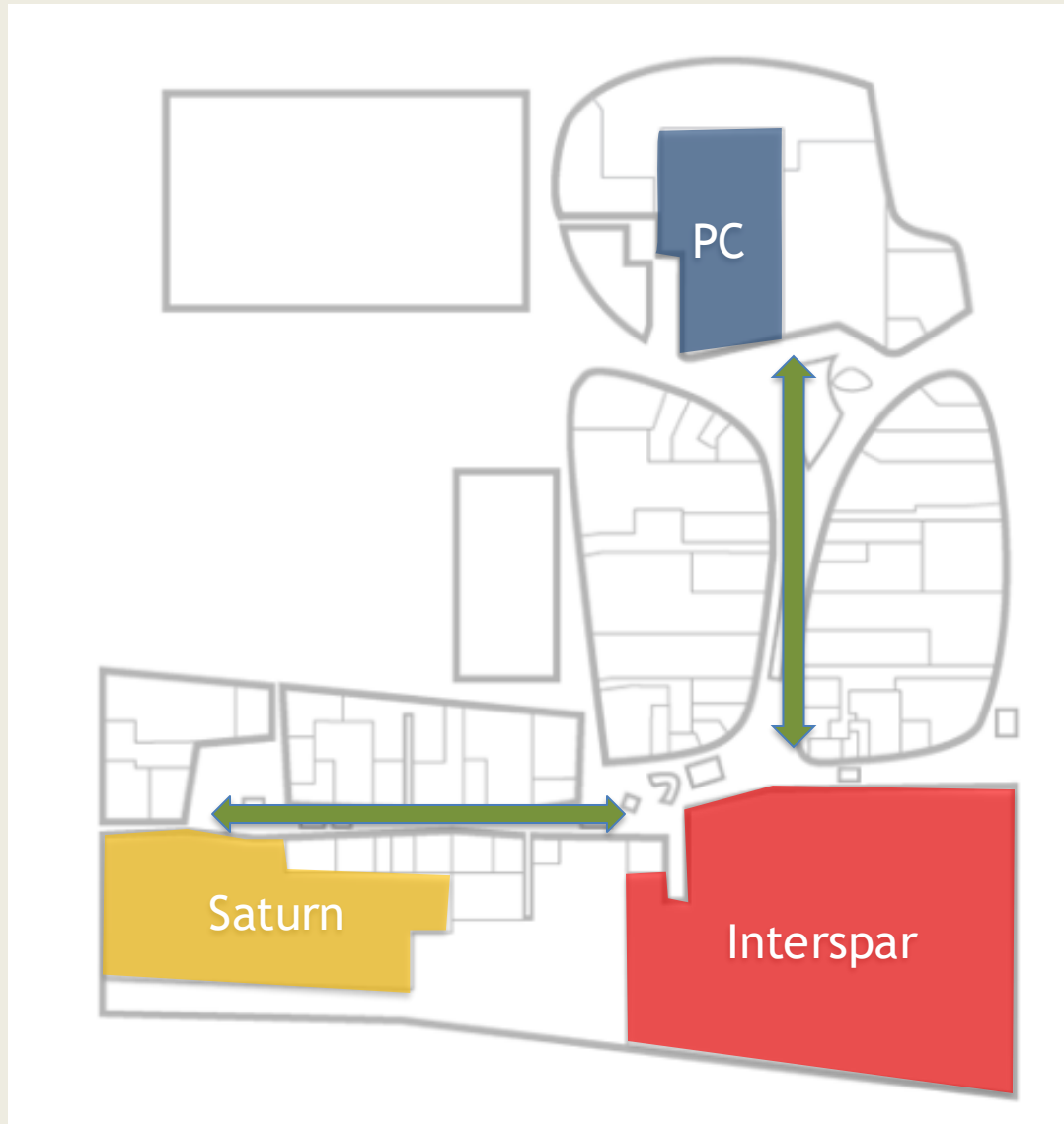
Nichts passiert, weil nichts passiert, weil nichts passiert.....(Hafenviertel Tuborg, Kopenhagen)



Foto 28: Tore Brantenberg

Städtisches Leben ist ein Prozess mit Selbstverstärker. Etwas passiert, weil etwas passiert, weil etwas passiert,... Wenn zwei Kinder zu spielen beginnen, kommen bald mehr Kinder dazu, um mitzuspielen. Entsprechende Schneeballsysteme gibt es bei Aktivitäten von Erwachsenen. Menschen gehen dorthin, wo andere Menschen sind.

Frequency Generators, Anchor Trades and the "Bone" Principle



Coupling purchases arise by chance and exclusively in pedestrian and bicycle traffic.

The design of the path "in between" is decisive for the duration of the stay. "Self-reinforcement"

"The wallet goes on foot"

Passive facades - contemporary architecture

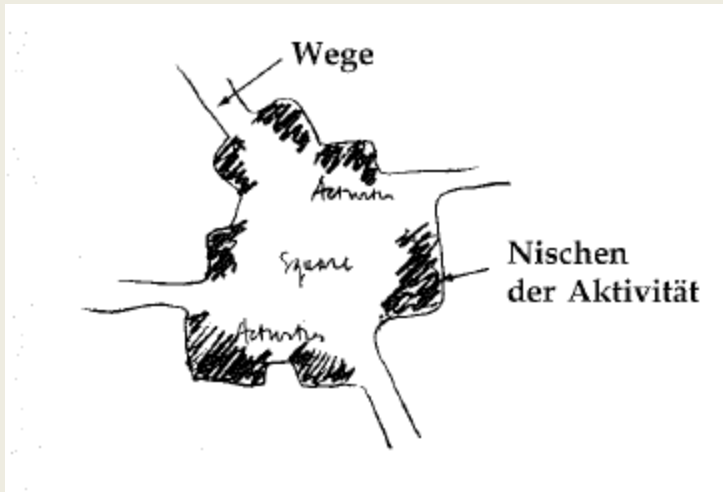
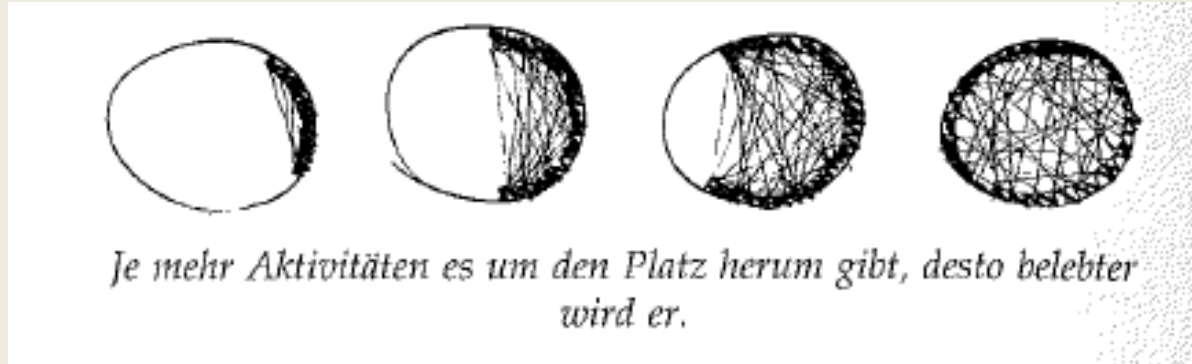
It does not go into the human scale and the behavior of pedestrians

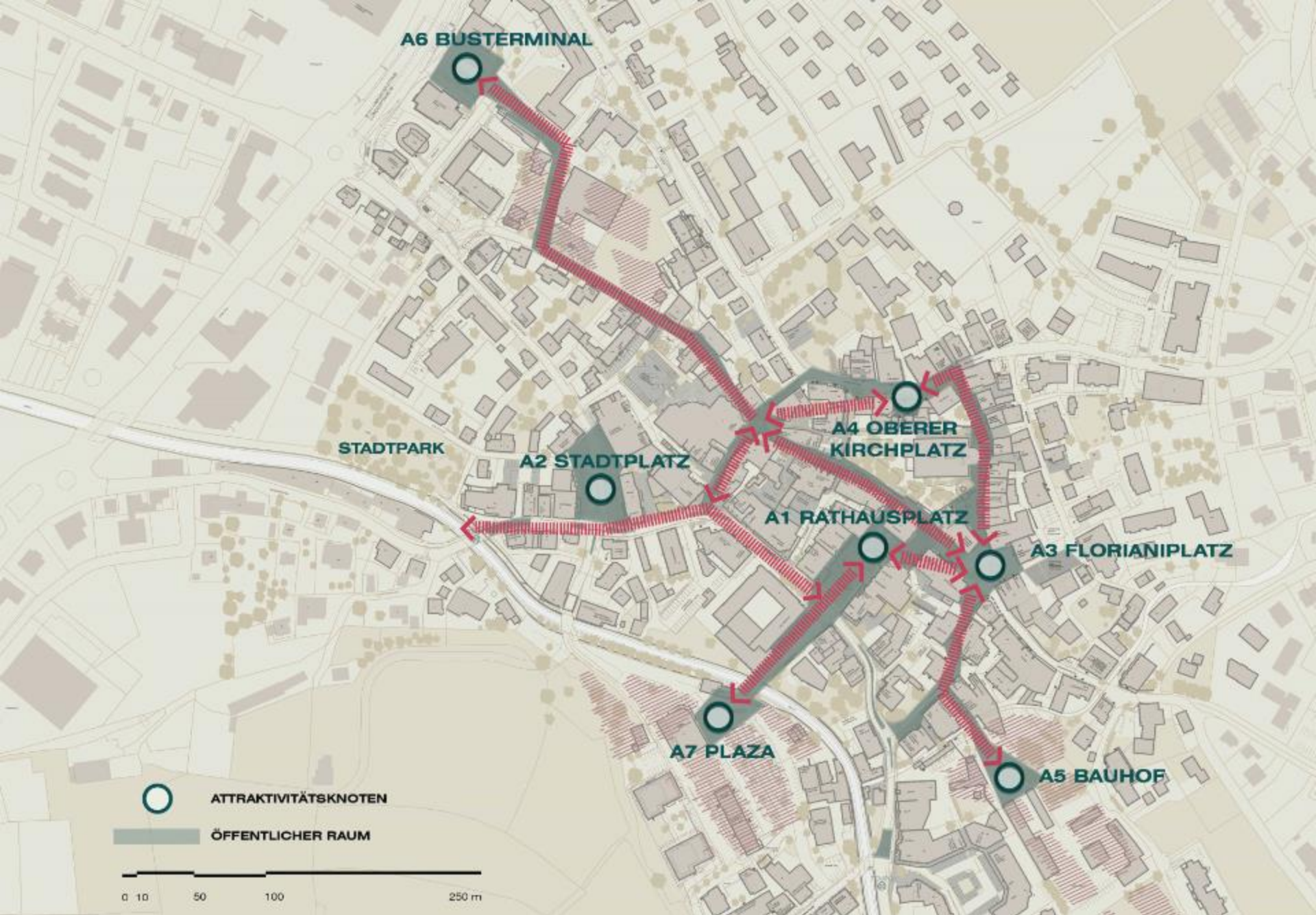


- No entrances/shops from/in Ignaz-Harrer-Straße
- No neutrality of use (structure fixed for 50 years +)
- Architecture (concrete-glass façade, horizontal structure)
- No contribution to public space > no revitalization of the city

Edges, ground floor or plinth zones

A public square is naturally animated from the edge. However, if the edge fails to achieve its purpose, the room never fills with life.





Building Edges

Revitalisation of the square from the edge

A square is created by closed development, people find this more pleasant.

Fact:

Creating building edges is hardly maintained anymore.

Measure:

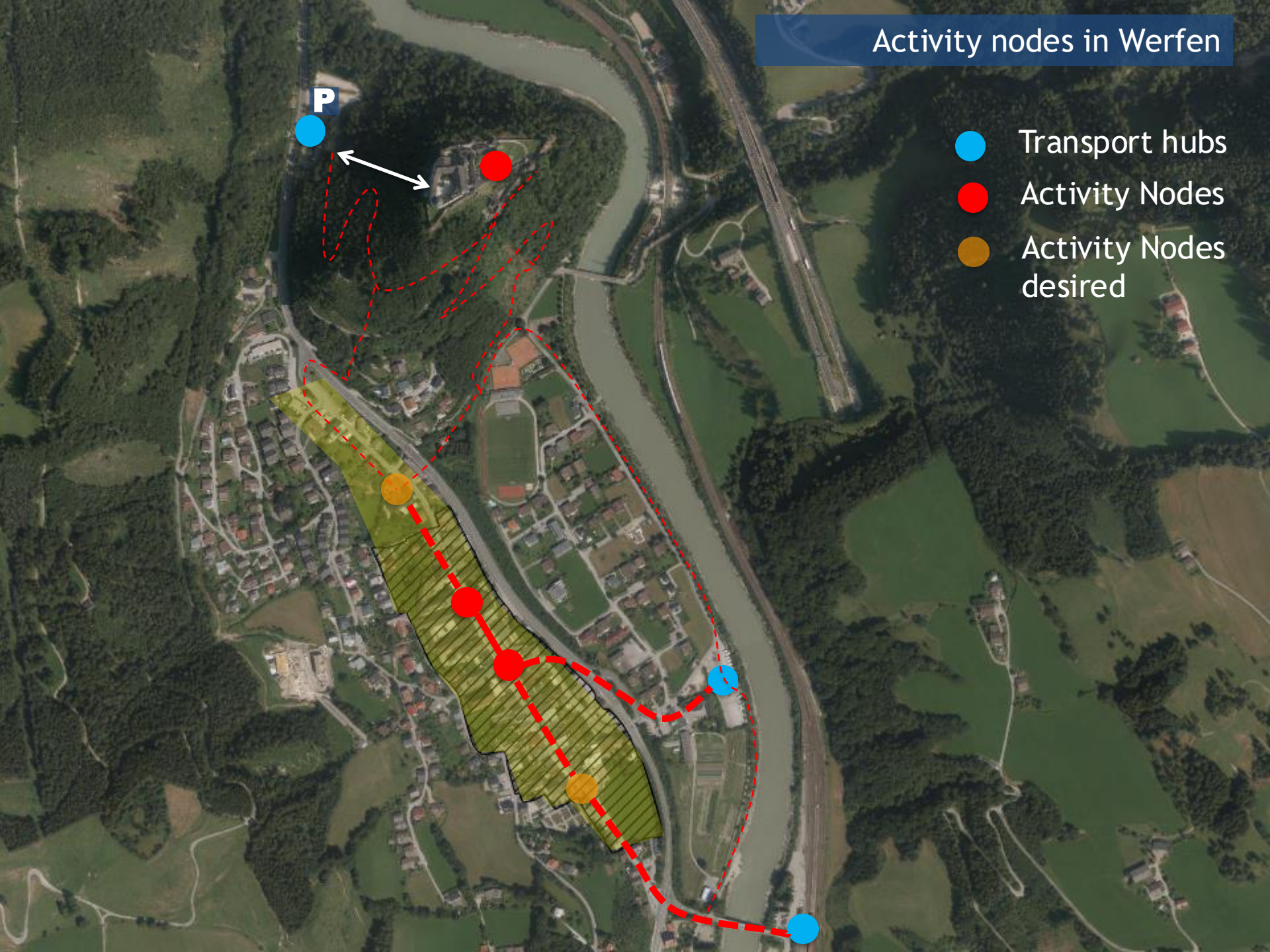
Courage for development plans with closed development



The "system" village

The elements of the "village system" (the inn and department store, the kindergarten, the school, the bakery, the municipal office, the event hall, youth rooms, a doctor's office; and in the Austrian cultural area: church, vicarage, music rehearsal room and fire brigade ...) support each other. If one is in crisis, everyone is sick. The way to the kindergarten is followed by shopping, the music rehearsal by the inn.

Activity nodes in Werfen



Pedestrian frequencies (estimated)

	Pedestrians per day
Supermarket approx. 500 m ²	500 - 1200
Restaurant	200 - 400
Bakery	100 - 300
Corner Shop	200 - 500
Shoe shop	50 - 150
Local Mall 5.000 m ²	2.000 - 4.000
Drugstore	300 - 500
Authority	20 - 100

Only a supermarket, a thriving inn or an inner-city shopping centre generates sufficient pedestrian frequency, which also enlivens the other shops. The location of the frequency generator in the local structure is essential.

Summary:

What leads to a strengthening or revitalization of the village (CITY)

Building structure:

Ausbildung der Ränder (Geschäfte bzw. Dienstleistung in den Sockelzonen)

- Ensemble effect
- "Smallness" of the squares or the centre (walking distance)
- Neutrality of use of the EC zone
- Quality of stay (square design, furniture)
- Accessibility and network effect (foot, bike, car)
- "Bone principle", coupling purchases

These qualities are defined in a good development plan, structural plan or ISEK.

Frequency generator (which must be possible in the building structure):

Supermarkt

- Prosperous inn
- Inner-city shopping centre

Summary:

What leads to a strengthening or revitalization of the village (VILLAGE up to approx. 2,000 inhabitants)

Dorfstruktur:

If possible, ALL public and semi-public facilities in ONE center

- Density in the centre / position of the buildings
- Formation of the edges (shops or services in the base zones)
- Quality of stay (square design, furniture)

These qualities are defined in a good development plan, structural plan or ISEK.

Frequency generator (which must be possible in the building structure):

- Supermarket
- Prosperous inn

Problems and measures for the "repair" or revitalization of the town centers in 12 thematic areas

1

Dealing with strategically important real estate

2

Housing in the town centre

3

Design of public space

4

Parking and car traffic vs. quality of stay

5

Local and city marketing

6

Spatial planning

7

Local supply and trade

8

Awareness and training / citizen participation

9

Monument and townscape protection

Every town or city centre has strategically important objects with a key function in the local fabric, often they are privately owned, dilapidated and/or difficult to convert (e.g. inns, stable buildings, farmhouses)

Strategically important objects are characterized by:

- Location in the center
 - Ensemble effect
 - Historical significance, relationship of the population to the building
- Maßnahmen:**
- Mayor has a certain special budget for the "immediate and unbureaucratic" purchase/rental of strategically important properties
 - Determination of the use by means of a development plan
 - Landowners' regulars' table (discussion of strategic development)

Examples:

Real estate with citizen participation e.g. Regionalwert AG
 Active land policy in Fridolfing
 Hofwirt Seekirchen

Fridolfing Bayern

4.113 Inhabitants

44,23 km²

ARCHITEKTONIK

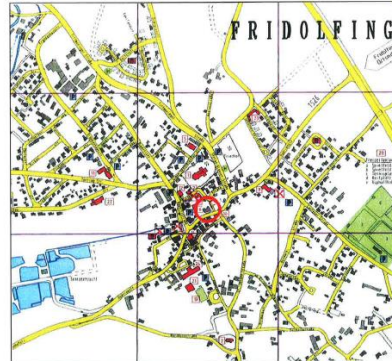
für die Gemeinde Fridolfing



KURZEXPOSÉ

GASTHOF UNTERWIRT IN FRIDOLFING
EINE IMMOBILIE MIT VERGANGENHEIT UND ZUKUNFT

3.2 LAGE DES OBJEKTES



Das Grundstück liegt in zentraler Lage des Dorfes und ist mit einem alten, historischen Baubestand bebaut. Das Gebäude wurde als Gasthof genutzt und eignet sich aufgrund der zentralen Lage weiterhin als Gasthof mit einer individuellen Anzahl von Gästebetten.
Im straßenabgewandten Bereich des Grundstückes ist ein ehemaliger Garten vorhanden, welcher als Bier- und Ausflugsarten eine ideale Position besitzt.

Gasthof Unterwirt in Fridolfing, Hadramstraße 26, 83413 Fridolfing

Juli 2010

1. FOTODOKUMENTATION

1.1 DERZEITIGES ERSCHEINUNGSBILD



1.2 DAS KANN ZUKUNFT SEIN



ARCHITEKTUR, Alte Seite 11, 83435 Bad Reichenhall

4

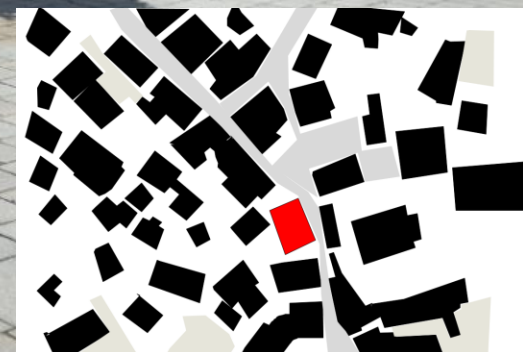
- Urban development funding up to 70%
- Also for private individuals
- Active soil policy,
- Purchase and sale of real estate (with exposé)
- Awareness of "beauty" among the population



Seekirchen Hofwirt



Citizen survey in Seekirchen:
almost 68 percent are in favor of preserving the building



Living in the town centres has become less attractive in recent decades (low parking facilities, low availability of space, expansion possibilities, traffic congestion). In larger cities, however, a reversal trend can be observed.

A residential building on a greenfield site is easier to implement and realise than to adapt or expand an existing property in the local fabric.

Measures:

- even stronger incentive system in housing subsidies
- Attractiveness of living space in cities (barrier-free, contemporary floor plans that are compatible with monument protection)
- alternative forms of housing: building group models, starter apartments
- Structural and development planning
- Densification programmes

Examples:

Residential and commercial building Grödig

Residential building with local supplier in Naturno, South Tyrol

Grödig bei Salzburg

EG - Base zone = local supplier

Upper floor = residential construction



Naturns, Südtirol

Ground floor - plinth zone = local supplier
Upper floor = residential construction



Despite 30 years of activity in village and urban renewal (community development) in Salzburg, public space is neglected in many municipalities, as town centre design is not one of the mandatory tasks of a municipality.

Measures:

- Redistribution of public space in favor of the quality of life of pedestrians and cyclists. Meeting zones:
- Classic village and urban design measures (4-B-Prinzip: Bänkli, Bäumli, Brännli und Blümli)
- (4-B principle: benches, trees, fountains and flowers)
- Façade design
- Design of paths and squares (uniform materiality)
- Raising awareness with regard to the protection of the townscape and monuments
- Lighting concept

Examples:

Bergheim meeting zone

Lighting concept - Freistadt/Upper Austria

Landscaping Maishofen

Municipal ordinance:
Every 5th parking
space is a tree!

Bischofshofen



Tamsweg





4 Parking and car traffic vs. quality of stay

An attractive town centre excludes a predominant use of space by the motor vehicle.

Problems:

Large parking space availability at retail establishments, mostly outside the town centres (basic costs lower)

- Parking at destinations -> proportion of cars increases if there are "virtually unlimited" parking spaces available at the destination (e.g. shopping center)
- Business owners "park" about 30% of the inner-city parking spaces

Measures in the town centre:

- Redistribution of public space in favour of the quality of life for pedestrians and cyclists in connection with the reduction of parking spaces (meeting zones)
- Collective parking spaces (garages) close to the city centre and within walking distance

Measures in residential construction:

- Reduction of the parking space key in residential construction, creation of mobility concept, decentralized parking
- The planning must primarily take into account bicycle and pedestrian traffic (covered bicycle racks located near the entrance)

Measures in the commercial sector:

Amendment of the Parking Space Ordinance from at least to maximum permitted parking spaces at large commercial establishments

- No mandatory parking spaces in the town centre
- Application of the traffic exciter levy
- Thinking about compulsory parking fees for shopping centres (see model Switzerland)

Examples:

Main Square Leoben

Lienz city centre

ISEK Seekirchen - Considerations for the use of inner-city conversion areas Doll, Windhager and Winklhofer.

ABC Location Policy Netherlands

Traffic Regulator Charge Switzerland





Mei, Radstadt
is schee!

Mehr Platz für
Fahrräder

Kleine Bäume für ein
gutes Mikroklima

Gastgarten vor
Gasthof Löcher

Hurra! Ich darf gegen
die Einbahn fahren!

Fahrbahn mit 3,5 Meter
bedeutet mehr Platz für
Fußgänger

Verschwenkung der
Fahrbahn damit Autos
langsamer fahren

Ein Schrägbord
ist bequem für
Kinderwagen

Parken nur auf
markierten Flächen

Planung: Technisches Büro Podlesak
Rendering: mmt-vis
Grafik & Beschriftung: Vesely und Krasser

Schernbergstraße in Radstadt



Effective measures in local and city marketing require basic prerequisites such as spatial planning, urban development, design and frequency generators.

Measures:

- Establishment of city marketing organizations according to the criteria of Stadtmarketing Austria (STAMA)
- Merger of tourism associations and city marketing organisations (partly conflict of interest)
- Development of a city, municipality or village identity
- Awareness raising (importance and function of lively town and city centres,
- LOS Platform - Living Town Centre Platform)
- Joint advertising presence (logo, slogan, identification fields)
- Exchange and marketing of successful projects, best practice database
- Town centre maintenance management (concerns sustainable land management; can also be carried out as a stand-alone measure if there are too few funds for overall local marketing)

Examples:

Plusregion - cross-community regional and local marketing
Old Town Marketing Salzburg
Waidhofen a.d. Ybbs

Altstadt Salzburg Marketing

Example: Hand.Kopf.Werk



For 3 weeks, commercial enterprises in the old town of Salzburg will be put in the spotlight
Guided tours, excursions, etc.
also manufacturing industry!

Foto: Wildfoto ©, Salzburg Altstadt

Sehr viele Maßnahmen zur Orts- und Stadtkernbelebung haben ihre Wurzeln im Raumordnungsgesetz.

Die Vergangenheit zeigt, dass eine reine flächenhafte Darstellung nicht zielführend ist.

Maßnahmen:

- Erstellung von flächendeckenden Bebauungsplänen für Orts- und Stadtkerne
 - Höhen, (Mindest-) Dichten
 - Nutzungsvorgaben für Erdgeschoßzonen
 - Baulinien (Linien zur Straße, an die angebaut werden muss um öffentlichen Raum zu kreieren.)
 - Rudimentäre Gestaltungsvorgaben (Dachform, Materialität, Fassadenöffnungen)
 - Ensemblewirkung
- Definition der Ortsmitte (Gemeindeamt, Kirche)
- Erstellung und Überdenken der Dimension vorhandener Ortskernabgrenzungen
 - Siedlungsgrenze, Ortskernabgrenzung und zu belebende Fläche (Fußgängerbereich)

Beispiele:

Bebauungsplan Oberndorf 2014

Masterplan Saalfelden 2015

ISEK Seekirchen 2014

Dorfplan Schleedorf 2015 (in Vorbereitung)

Ortsbildgestaltung Zell am See 1990

Oberalm

S- Bahn

316 Meter

436 Meter

Z

Supermarkets often car-oriented
no added value for the town centre

Beispiel Oberalm:

- Before entering the village
- Parking "front"
- No contribution to the village

Gängige Argumente:

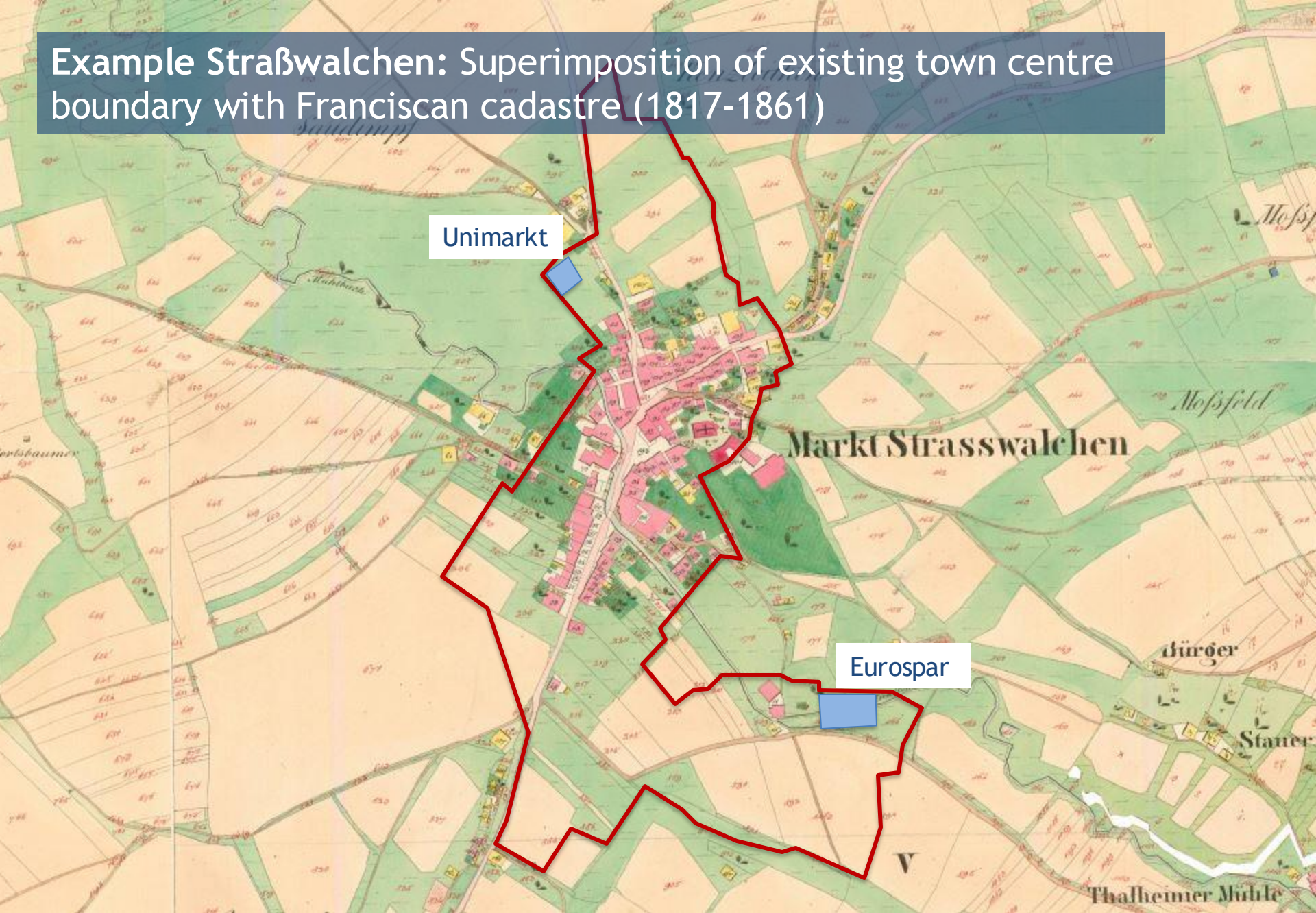
- Didn't go because of delivery
- Otherwise we would have problems with the neighbors
- "They" already had the plan
- The state has approved this



Side facing the town centre
Longer footpaths are created



Example Straßwalchen: Superimposition of existing town centre boundary with Franciscan cadastre (1817-1861)





Ansicht „dorfseitig“

Relocation of shops relevant to the centre



Due to:

Parking spaces / rental costs / combined purchases

Equality - i.e. "How can I (mayor) prohibit a long-established business, e.g. hairdresser, which I have allowed a wholesale business.



Centre relevant

Retail is an important "revitalising factor" in a city centre, but there is a profound structural change.

In order to facilitate retail in the center, framework conditions are to be created that lead to ...

... commercial enterprises (especially full-service food suppliers) settled in the town centre.

... these trading companies can be integrated into existing properties.

... Retail businesses are integrated into the urban fabric where they contribute to the revitalisation of the town (pedestrian frequency).

... Useful mixtures are created (in the EC zone trade, in the upper floor zone services and housing).

... the ground floor zones are designed to be use-neutral (room height at least 3.80 m).

Further measures:

- Common opening hours
- Preservation of the urban character, of individuality
- Improvement in the process organization of the supply to the individual companies

- Beispiele:

M-Preis Naturns, Südtirol

Kastner und Öhler Graz



Consistent prevention of a "greenfield site" by the mayor and the general assembly



M-Preis Percha, Südtirol



Delicatessen on the ground floor



Supermarket on the ground floor



Cafe on the ground floor

Question:

Which shops/businesses/facilities
and services have a future in the
town and city centres?

Criteria:

- a) Physical presence on site/shop**
- b) Relationship to public space**
- c) Consultation intensity**

Physical presence on site/shop

1. Close to the body
Services e.g. foot care



Friseurbesuch (Quelle: WKO, 2020)

- Cosmetics-treatments
- Hairdresser
- Studios (tattoo, piercing, etc.)
- Healing therapy
- Therapy, Rehabilitation Center
- Doctor and Medical Center
- Hospital (private, public)
- Thermal baths/swimming pools bath
- Dentist

2. Active participation, e.g. dance school



Tanzschule (Quelle: Tanzschule Seifert, 2021)

- Dancing school
- Kindergarten
- School
- University
- Language Institute
- Tutoring
- Tourism-guidances
- Hotel
- Fitness center
- Escape Room
- Casino

3. Passive participation, e.g. trade fair
4. Advice e.g. bank



Messe (Quelle: BEST, 2021)

- Mass
- Museum
- Theatre, Concert, Opera,
- Galleries
- Church
- Cinema
- Rupertikirtag/Fair
- Optician
- Perfume
- Betting shop
- Inns and inns/snack bars
- Café and pastry shop/bakery
- Bar/Club
- Ice cream parlour
- Street Food Festival
- Farmer's Market



Beratung Bank (Quelle: BKS Bank, 2021)

- Lawyer
- Notary
- Bank
- Insurance
- Architect
- Agency & Consulting
- Judicial service
- Staff service
- Workshop (car, bicycle)
- Library

5. Take home e.g. books



Buchhandlung (Quelle: Bücher Stierle, 2021)

- Clothing
- Shoes
- Pharmacy
- Jewellery
- Drugstore
- Toys
- Ticket sales
- Books
- Travel agency
- Car dealership
- Real estate
- Tobacconist
- Local suppliers

Relation or interaction to public space

1. Strong connection to public space



Grünmarkt in Salzburg, (Quelle: Foodhunter, 2015)

- Farmer's Market
- Guided tour
- Fair

2. See and be seen



Café Tomaselli (Quelle: Travelitas.info, 2021)

- Street Food Festival
- Gallery
- Church
- Delicatessen
- Casino
- Inn, café, snack bar, pastry shop
- Betting shop
- Theatre, Opera, Concert, Museum

3. Seeing and being seen takes place in private space



Großes Festspielhaus (Quelle: Salzburger Festspiele, 2021)

- Therapy, Rehabilitation Center
- Doctor and Medical Center, Dentist
- Dancing school
- Healing therapy
- Optician
- Hairdresser
- School, university, kindergarten
- Mass
- Thermal baths/swimming pool
- Clothing, Shoe Store
- Books, toys
- Local suppliers
- Jewellery
- Car dealership

4. It doesn't need to be related to public space



Autobahnraststätte (Quelle: BMVI, 2021)

- Agencies and consultancies
- Studios (Piercing, Tattoo)
- Tutoring for students
- Lawyer, Notary Public
- Language Center
- Masseur, cosmetic treatment
- Tailor
- Craftsman
- Travel agency
- Banking, Insurance
- Tobacconist, ticket office
- Service plaza
- Bauhaus
- Programmer

5. No connection to public space



Orion Shop (Quelle: Herold.at, 2021)

- Sex Shop
- Videothek

Consultation intensity

1. Local advice is needed



Beratung beim Optiker (Quelle: Brillen.at, 2021)

- Guided tour
- Therapy, Rehabilitation Center
- Doctor, Medical Center
- Dentist
- Farmer's Market
- Dancing school
- Hospital
- Studios (Piercing, Tattoo)
- Tutoring for students
- Optician
- Lawyer, Notary Public
- Agencies and consulting
- Happy Lab
- Craftsman
- Travel agency

2. The product needs to be attacked



Antiquitäten (Quelle: Werwaswo.at, 2021)

- Healing therapy
- Street Food Festival
- Galleries
- Mass
- Antique Markets
- Pharmacy
- Purchase

3. The product must be seen



Juwelier (Quelle: Altstadt Salzburg, 2021)

- Hairdresser
- Delicatessen
- Church
- Language Center
- Architect
- Jeweller
- Bicycle shop
- Car dealership
- Plumber
- Carpenter
- Watchmaker
- Sex Shop

4. Expert advice is helpful



Bekleidungsgeschäft (Quelle: Leuchtreklame.de, 2021)

- Thermal baths and swimming pool
- Escape Room
- Inn and inn, snack bar
- Café and pastry shop, ice cream parlour
- Bar, Club
- Masseur, cosmetic treatment
- Bakery
- Furniture
- Garage
- Second-hand shop
- Retail
- Tourist office
- Programmer
- Bauhaus

5. No consultation is necessary



Casino (Quelle: Kurzurlaub.at, 2021)

- Casino
- Fair, Rupertikirtag
- Betting shop
- Theatre, Opera, Concert
- Museums
- Hotels
- Cinema
- Personnel services
- Tobacconist
- Ticket office
- Video library

Pos.	Funktion	Branchenart	Physische Präsenz vor Ort	Bezug zum öffentlichen Raum	Hilf für den Kauf des Produktes eine persönliche Beratung notwendig	Index
			A	B	C	
24	Tourismusführungen	Tourismusdienstleistung	2	1	1	4
9	Therapie, Rehazentrum,	Gesundheitsdienstleistung	1	3	1	5
10	Arzt und Ärztezentrum	Gesundheitsdienstleistung	1	3	1	5
12	Zahnarzt	Gesundheitsdienstleistung	1	3	1	5
17	Bauern-, Delikatessenmarkt	Handel	3	1	1	5
2	Tanzschule	Freizeitdienstleistung	2	3	1	6
13	Krankenhaus (Öffentlich, Privat)	Gesundheitsdienstleistung	1	3	1	5
5	Heiltherapie	Gesundheitsdienstleistung	1	3	2	6
1	Studios (Piercing, Tattoo usw.)	Körpernahe Dienstleistungen	1	4	1	6
21	Nachhilfe für Schüler	Bildung	2	4	1	7
22	Streetfood Festival	Gastronomie Dienstleistung	3	2	2	7
30	Optiker	Handel	3	3	1	7
6	Friseur	Körpernahe Dienstleistungen	1	3	1	7
4	Galerien	Kunst- und Kulturdienstleistung	1	2	2	7
14	Schule/Universität/	Öffentliche Einrichtung	2	3	2,5	7,5
15	Kindergarten	Öffentliche Einrichtung	2	3	2,5	7,5
16	Messe	Andere Dienstleistung	3	3	2	8
3	Therme und Schwimmbad	Freizeitdienstleistung	1	3	4	8
76	Delikatessengeschäft	Handel	3	2	3	8
74	Antikmärkte	Handel	3	3	2	8
18	Kirche	Öffentliche Einrichtung	3	2	3	8
35	Anwalt	Beratung	4	4	1	9
36	Notar	Beratung	4	4	1	9
37	Agenturen und Beratungen	Beratung	4	4	1	9
29	Sprachenzentrum	Bildung	2	4	3	9
8	Escape Room	Freizeitdienstleistung	2	3	4	9
20	Casino	Freizeitdienstleistung	2	2	5	9
27	Jahrmärkte/RupertiKirtag	Freizeitdienstleistung	3	1	5	9
32	Gast- und Wirtshäuser	Gastronomie Dienstleistung	3	2	4	9
33	Cafes und Konditoreien	Gastronomie Dienstleistung	3	2	4	9
34	Club	Gastronomie Dienstleistung	3	2	4	9
56	Eisdiele	Gastronomie Dienstleistung	3	2	4	9
58	Imbisse	Gastronomie Dienstleistung	3	2	4	9
7	Masseur	Körpernahe Dienstleistungen	1	4	4	9
19	Kosmetikbehandlungen	Körpernahe Dienstleistungen	1	4	4	9
77	Happy Lab	Andere Dienstleistung	5	3	1	9
42	Gerichtliche Dienstleistungen	Öffentliche Einrichtung	4	3	2,5	9,5
44	Wettbüro	Freizeitdienstleistung	3	2	5	10
57	Bäckerei	Gastronomie Dienstleistung	3	3	4	10
53	Apotheke	Handel	5	3	2	10
54	Immobilienkauf	Handel	5	3	2	10
41	Schneider	Handwerk	5	4	1	10
45	Handwerker	Handwerk	5	4	1	10
28	Theater, Oper, Konzert	Kunst- und Kulturdienstleistung	3	2	5	10
31	Museen	Kunst- und Kulturdienstleistung	3	2	5	10
40	Hotels	Tourismusdienstleistung	2	3	5	10
39	Reisebüro	Tourismusdienstleistung	5	4	1	10
47	Architekt	Andere Dienstleistung	4	4	3	11
43	Kino	Freizeitdienstleistung	3	3	5	11
72	Möbelhaus wie IKEA	Handel	5	2	4	11
55	Schmuck	Handel	5	3	3	11
79	Fahrrad Fachgeschäft	Handel	5	3	3	11
60	Autohäuser	Handel	5	3	3	11
46	Installateur	Handwerk	4	4	3	11
50	Autowerkstatt	Andere Dienstleistung	4	4	4	12
51	Bank	Andere Dienstleistung	4	4	4	12
52	Versicherung	Andere Dienstleistung	4	4	4	12
75	Second-Hand Läden	Handel	5	3	4	12
61	Bekleidungsgeschäfte	Handel	5	3	4	12
62	Schuhgeschäft	Handel	5	3	4	12
65	Drogerie	Handel	5	3	4	12
66	Spielwaren	Handel	5	3	4	12
67	Nahversorger	Handel	5	3	4	12
68	Bücher	Handel	5	3	4	12
48	Tischler	Handwerk	5	4	3	12
49	Uhrenmacher	Handwerk	5	4	3	12
59	Personaldienstleistungen	Andere Dienstleistung	4	4	5	13
64	Programmierer	Andere Dienstleistung	5	4	4	13
63	Tourismusbüro	Beratung	5	4	4	13
38	Bibliothek	Öffentliche Einrichtung	5	4	4	13
73	Bauhaus	Handel	5	4	4	13
78	Sex Shop	Handel	5	5	3	13
70	Trafik	Handel	5	4	5	14
71	Ticketbüro	Handel	5	4	5	14
69	Videothek	Freizeitdienstleistung	5	5	5	15

Body-related service
Health + Tourism

Gastronomy / Leisure /
Entertainment

Craft

Trade

Future:
Antique Market
Tour
Hairdresser

Past:
Internet cafe
Video library
Arcades

for mayors, municipal councillors, city administration (decision-makers)

- Further training offered by the Association of Towns and Municipalities
- Excursions and Best Practice Days at Stadtmarketing Austria (STAMA)
- Founding of an "Academy for Living Town Centres"

for spatial and local planners, architects, etc.

- Spatial planning is again more "architectural", the technical-legal currently predominates in the creation of a REK
- Further training courses (development and urban planning)
- Demonstration of the rights and duties of a spatial planner,
- Increased independence of the spatial planner
- Spatial planners who "think" critically and also "advise" the building authority without being asked

The development and structural planning should be commissioned, supervised and professionally supervised by the supervisory authority (State of Salzburg).

Planning with citizen participation

A high-angle, wide shot of a large group of people, approximately 40-50, gathered around a long, dark grey table in a room with a curved ceiling. They are all looking at a large, detailed map or plan spread out on the table. The people are dressed in casual to business-casual attire. Some are standing, while others are leaning over the table. The room has a curved wall and a large window with white curtains in the background. The overall atmosphere is one of collaborative planning and discussion.

A citizen participation process is linked to lectures, excursions, awareness-raising talks and serves to raise awareness and further education

Building Culture, Monuments and Townscape Protection

- Building mission statements, design specifications which were created with citizen participation
- Advisory Councils for Regional Planning, Urban Development and Architecture
- Raising awareness with regard to the protection of the townscape and monuments
- Lighting concept
- "Young" buys "old"
- It is essential to preserve the characteristics of the townscape, which is made up of space-forming features (alignment, building style, building height, relief, vegetation, space-limiting enclosure)
- The issuance of development and design guidelines for the centres, in particular for ensembles or their modification by new buildings, is recommended with regard to strengthening the town and city centres. In order to ensure the quality of construction and renovation projects, architectural competitions are to be intensified.



Quelle: Freihand/Sabine Ranalter



Dachform	Flat roof Crested hipped roof	Flat roof Crested hipped roof	Flat roof Crested hipped roof	Flat roof Crested hipped roof	Flat roof Crested hipped roof
Dachneigung	0°	45°	10°	35°	40°
Bauweise	Concrete?	Perforated bricks	Precast concrete block?	Brick	Wood
Dachfarbe		dark glossy		Brick red	Eternit
Fenster	Extensive Square	Extensive Square	Extensive Square	Extensive Square	Extensive Square



Renovation and expansion of buildings in the town and city centre, such as here on the market square of the market town of Werfen, are to be welcomed compared to new buildings in peripheral locations. This should be reflected in a staggered housing subsidy.

Wimmer Schneidert" in Schleedorf



Example:Advertising for a traditional jacket in the bank, municipal office, inn, or hotel in the region
Giving manufacturing in the town centre the opportunity to develop and expand (infrastructure, parking spaces, advertising, networking)

Procedure for strengthening the town and city centre in Salzburg

- 1) Preparation of an ISEKS or village development plan
- 2) Delimitation of the town centre
- 3) Inner city declaration, town centre declaration
- 4) List of measures
- 5) Ongoing Evaluation of Aftercare - Design Advisory Board

Informelle strategische und
freiwillige Planung

Formell und Rechtlich und
verpflichtende Planung
Instrumente der Raumplanung

ILEK → ideal
vor RP

Landesentwicklungsprogramm

Regionalprogramm

ISEK → ideal
vor REK

Räumliches/örtliches
Entwicklungskonzept

IQEK →

Flächenwidmungsplan

Bebauungsplan

ÖROK Partnerschaft - Stärkung der Orts- und Stadtkerne



ÖROK - Fachempfehlung 4

Integrierte Städtebauliche Entwicklungskonzepte (ISEK)

Integriertes städtebauliches Entwicklungskonzept Ortskernstärkung Werfen

Integriertes städtebauliches Entwicklungskonzept Schüttdorf am See

Integriertes städtebauliches Entwicklungskonzept Neumarkt am Wallersee

Masterplan Saalfelden

Integriertes Stadtentwicklungskonzept für die Innenstadt

| Paul Anzinger
| Franz Bauernfeind
| Christine Brunner | Gabriela
Burian | Anna Butzhammer | Irmgard
Deutinger | Herbert Deutinger | Cornelia De
| Brigitte Draback | Ursula Empl | Andreas Fer
Fuchs | Walter Gassner | Helmut Gratschmal
Alexandra Hager | Margareta Hasenbichler | B
| Kirsten Hörmann | Fritz Hörmann | Christ
Helmut Koch | Kurt Kössner | Robert Krasser
Lugger | Hermine Mayr | Birgit Mader |
Johannes Oberer | Karl Oberer | Günter Pach
| Gernot Pichler | Christian Ponderer | Andrea
Reisenberger | Johann Rettenbacher | Walte
Eberhard Sailer | Christian Salmhofer | Sonja Se
| Karin Thurner | Walter Weikl | Alexander Weis

SIR cima.
ENTWICKELUNGSGESAMTGEWERKSCHAFT

Hannes Brand
| Manfred Omahna | Manfred On
Walter Stramitzer | Inge Strassl
Vogelreiter | Petra Gruber | Gerhard
| Fidelius Krammel | Irene Riede
Peter Onz | Georg Huber | Joha
Johannes Durlinger | Gabriel Se
Nieden | Markus Radmoser | Ch
Tichy | Fritz Untergaschnigg | Ha
Schönberg | Karl Lettner | Karl

verkehrplus
SO BEWERT MOBILITÄT

| Wer
Calix | Beate Dall | Johann Dantend
Hans-Georg Enzinger | Zeki Ertürk | Christian Fink |
Gaisberger | Antonia Gerbl | Günter Gstach | Josef
Claudia Höflmaier | Andreas Hörl | Paul Hofstätter
| Ilse Karrer | Dominik Klein | Robert Krasser | Th
Dominik Lindenthaler | Georg Lindner | Peter Luc
Neussl-Duscher | David Oberhammer | Johannes
| Gabriel Pflim | Mia Posch | Tamara Prassinger |
Adi Rieger | Daniela Rogl | Johannes Rothenwa
| Elisabeth Schlager | Ingrid Schlor | Monika Sch
Johann Sommerer | Christian Springer | Waltraud S
| Roland Stiegler | Hiltrud Stockinger | Thomas
Wagner | Michael Weissl | Ingrid Weydemann | An

**LAND
SALZBURG**

WALLERSEE

Radstadt Masterplan

Integriertes städtebauliches Entwicklungskonzept
für die "Innenstadt"

Huber
Nikola Kern | Au
Markus Klostermann | E
DDI Gunther Koppelhuber | Di Ro
Josef Ladinger | Monika Ladinger | Mag. Stefa
| Romana Maier | Hermann Mayrhofer | Claudia Ogner, BA |
Pflüger | Reinhard Pichler | Kerstin Pltner | Helmut Podlesak | C
Ruhdorfer | Marion Sampl | Josef Schachner | Iris Scharfetter | Ku
Schober | Harald und Angelika Seeburger | Waltraud Stiegler

MIT FÖRDERUNG DER LÄNDER SALZBURG UND KÄRNTEN
LAND SALZBURG

Radstadt
ENTWICKELUNGSGESAMTGEWERKSCHAFT

| Johann Ager | Barbara Aigner | Gernot Aigner | Anja Altacher | Sabine Aschauer-Smolik | Katharina Auer | Christoph Battisti |
DDI Birgit Battocletti | Klaus Bauer | Josef Berka | Jakob Berka | Herbert Berndt | Hans Bichler | Rosemarie Bodmayer | Georg
Brandtner | Hanna Breitfuss | Klaus Buhl | Günther Burgsteiner | Claus Candido | Alois Dankl | Klaus Danzer | Brigitte de Mas |
Claudia Dick-Mair | Günther Eberharter | Mag. Klaus Eder | Elisabeth Eibl | Gernot Eitler | Roman Färbinger | Fred
Fiechtl | Elisabeth Finstermann | Christian Fuchs | Heinz Fürstauer
| Kurt Grmeinbauer | Lisa Gold | Anton Gollner
| Christian Grauss | Astrid Gregor



| Hans Gruber |
Kurt Gschwandtner | Christian
Gschwandtner | Michaela Haltmann | Georg
Haltmann | Ronald Happel | Arch. DDI Christoph Herzog | Mag. Christian Herzog |
Rudi Hinterberger | Arch. Dipl.-Ing. Ewald Heugerbauer | Arch. DI Andreas Hoesl | Manuel Höller | Georg Hörl | BM
Ing. Bernhard Hörtl | Matilde Hörtl | Franz Hörtl | Helga Hutter | Cornelia Jaritz | DI Wolfgang Jaritz | Arch. Dipl.-Ing. Reinhard
Kaserer | Maria Kelderer | Andreas Kelderer | Stefan Klinglmayr | Ing. MBA Franz Knauseder | Arch. DI Hanns Peter Köck | DI Robert
Krasser | Roland Krenn | Arch. Dipl.-Ing. Sebastian Kröser | Claudia Kurz | Michael Lageder | Maria Lattacher | Markus Latzer | Mag.
Bernad Lederer | Georg Leitner | Rudolf Lengauer | Mag. Stefan Lettner | Engelbert Löcker | Lukas Löcker | Alice Loske-Wirhmler
| Herbert Mair | Michaela Mayer | Markus Millauer | BM DI Johannes Mracna | BM Ing. Karl Möschl | Maria Moser | Martin
Moser | DI Thomas Naderlinger | Reinhard Naisar | Simone Nill | Msc. Sabrina Obermoser | Wolfgang Ohlicher | Michael Payer |
Margit Pfatschbacher | Bernhard Pfeffer | Johann Pöhl | Claudia Portenkirchner | Helene Prader | Daniela Pühringer | Mag. (FH)
Stefan Pühringer MA | DI Rudolf Rabofer | DI Helmut Rapold | Hermann Reichkendl | Arch. DI Robert Reichkendl | Gerhard
Reichkendl | Muis Ribo | Hannes Riedlberger | Dürgermeister Erich Rokemoser | DI Karl Heinz Rossmann | Manfred Rust | Elmar
Sabonovic | Ferdinand Salzmann | Theresia Salzmann | Elisabeth Schaffner | Peter Scharler | Thomas Schild | Georg Schild | DI Klaus
Schlosser | Arch. Dipl.-Ing. Ulrich Stöckl | Wendelin Schmidinger | Peter Schmidt | Walter Schuster | Dipl.-Ing. Dr. techn. Andreas
Schweiger | DI Norbert Sedlcek | Helmut Siegl | Arch. Dipl.-Ing. Wolfgang Sitka | Alois Sparer | Marlen Spitz | Berta Stanonik |
Wlfrid Stanonik | Jasmin Stanonik | BM Ing. Josef Straßl | Josef Stritzinger | Rudolf Thienel | Inge Thurner | Wolfgang Triendl | Klaus
Untermoser | Philipp Vesely, BSc | Alfred Wieland | Birgit Wörgötter | Peter Wörgötter | Arq. Jorge Yantorno | Barbara Zimmer |

cima. mahore

SAALFELDEN

SIR

LAND SALZBURG

SAALFELDEN

What is an ISEK

There are a wide variety of terms for this such as "master plan", ISEK, IEK IDEP, village development plan, etc.

The technically correct term is integrated urban development concept (also for small municipalities)

Integrated urban development concepts
For an area to be included in the urban development funding programmes, an integrated urban development concept (also known as an integrated urban development action concept) must be drawn up with the participation of the citizens, in which objectives and measures in the support area are presented. It must be embedded in or derived from an existing city-wide concept, if any.



Umfang:

approx. 50 -100 page presentation with explanations

max. 60 pages explanatory report

Descriptive action plan (for the mayor's office)

Was wird das Ergebnis NICHT sein:

- It is NOT a traffic concept!!!
- It is not a detailed room impact assessment! Which examines the operating sites and their surroundings in detail and substantiates them with figures
- It is not an entire urban development concept!
- It is not the spatial development concept!

The ISEK is to be the basis for the REK and for further decisions in the AGM - and is also to be decided by the AGM.

Erstellung des ISEKs

Steuerungsgruppe

BürgermeisterInnen, Mitglieder des Tourismusverbandes, VertreterInnen der örtlichen Gewerbe- und Handelsbetriebe, KoordinatorInnen, WirtschaftsexpertInnen, Raum-/StadtplanerInnen/ArchitektInnen, Regional- oder LEADER-Management, etc.

BürgerInnen

AnrainerInnen, GrundstückseigentümerInnen, Geschäftstreibende, TouristikerInnen, etc.

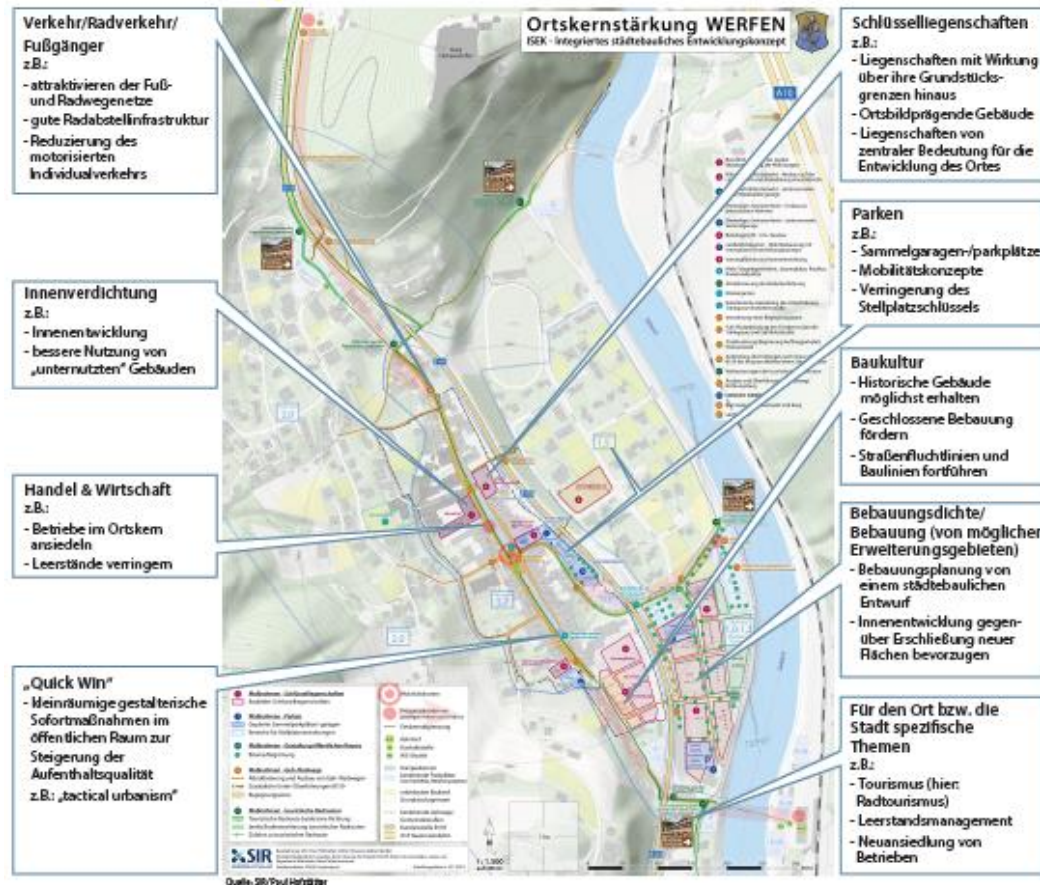
Dauer: 1-2 Jahre

Mögliche Themen	Ansätze	Mögliche Werkzeuge
Städtebau:	Orts-/Stadtkern attraktivieren und verdichten	Bestands- bzw. Strukturplan
Raumordnung:	Zukünftige Siedlungsentwicklung lenken	Leerstandserhebung
Baukultur:	Denkmal-, Ensemble, Ortsbildschutz	Denkmalpflegeplan
Mobilität:	Fuß- und Radverkehr fördern	Verkehrsanalyse
Wohnen:	Wohnraum im Orts-/Stadtkern schaffen	Fotodokumentation
Wirtschaft:	Stadtmarketing, Leerstandsmanagement	Sensibilisierungsgespräche
Handel:	Nahversorgung und Kleinhandwerk erhalten	Befragungen, Zählungen
Tourismus:	Qualitätstourismus im Orts-/Stadtkern	Wirtschaftlichkeitsanalyse
Natur und Umwelt:	Erholungsflächen schaffen	Grünraumkonzept
Klimawandelanpassung:	Hitzeinseln vermeiden	Beschattungsplan

Teile eines ISEK's

Planliche
Darstellung

Textliche
Aufbereitung



Ortskernstärkung Werfen

Integriertes städtebauliches Entwicklungskonzept

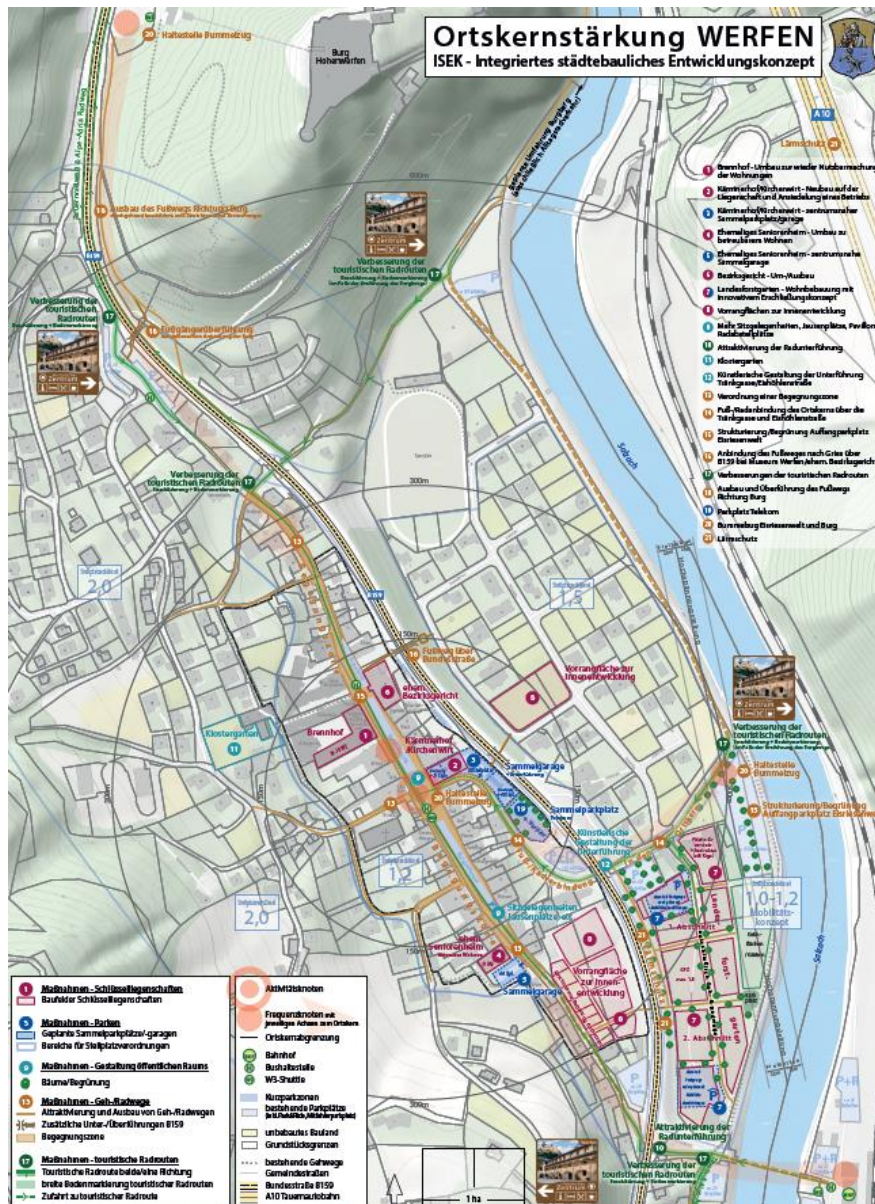


| Paul Anzinger | Franz Baumeister | Christine Brunner | Gabriela Burian | Anna Butzhammer | Irmgard Deutinger | Herbert Deutinger | Cornelia Deutsch | Brigitte Drabek | Ursula Empl | Andreas Fercher | M. Fuchs | Alois Fuchs | Walter Gassner | Helmut Gratschmaier | Sissy Groiss | Thomas Gruber | Vanessa Gschwandtner | Herbert Haas | Alexandra Hager | Margareta Hasenbichler | Bernhard Hefinger | Ursula Hemetsberger | Ralph Hinterseer | Paul Hofstätter | Kirsten Hörmann | Fritz Hörmann | Christoph Jäger | Maria Jäger | Norbert Kain | Peter Kendlbacher | Hannelore Kleier | Helmut Koch | Kurt Kössner | Robert Krasser | Christian Lechner | Stefan Lettner | Roman Lorenz | Eva Lorenz | Bernhard Lugger | Hermine Mappert | Birgit Meier | Stephan Maurer | Alexandre Mignotte | Paul Mülwald | Hedi Noddeger | Johannes Obauer | Karl Obauer | Günter Pachonig | Christian Pandorfer | Claudia Pandorfer | Helga Pfister | Adi Pfister Sen. | Gernot Pichler | Christian Ponderfer | Andreas Poschacher | Stephan Prommegger | Hannes Prüll | Sabine Randalter | Sepp Reisenberger | Johan Rettenbacher | Walter Riedler | Gertrud Rohmoser | Johannes Rothenwänder | Steindl Rudolf | Eberhard Saller | Christian Salmhofer | Sonja Schnöhl | Margarete Seidl | Michaela Starka | Hubert Stock | Doris Teufelsbrucker | Karin Thurner | Walter Weigl | Alexander Weiss | Gerlinde Weitgasser | Hannes Weitgasser | Karin Wimmer | Bettina Zerza |



Ortskernstärkung WERFEN

ISEK - Integriertes städtebauliches Entwicklungskonzept



5.1 Schlüsselliegenschaften

- 1 Brennholz - Umbau zur Wiedernutzbarmachung der Wohnungen
- 2 Kärntnerhof/Kirchenwirt - Neubau auf der Liegenschaft und Ansiedlung eines Betriebs
- 3 Kärntnerhof/Kirchenwirt - zentrumsnaher Sammelparkplatz/garage
- 4 Ehemaliges Seniorenheim - Umbau zu betreubarem Wohnen
- 5 Ehemaliges Seniorenheim - zentrumsnahe Sammelgarage
- 6 Bezirksgericht - Um-/Ausbau
- 7 Landesforstgarten - Wohnbebauung mit innovativem Erschließungskonzept
- 8 Vorrangflächen zur Innenentwicklung

5.2 Aufenthaltsqualität und öffentlicher Raum

- 9 Mehr Sitzgelegenheiten, Jausenplätze, Pavillon, Radabstellplätze
- 10 Attraktivierung der Radunterführung
- 11 Klostergarten
- 12 Künstlerische Gestaltung der Unterführung Tränkgasse/Eishöhlenstraße

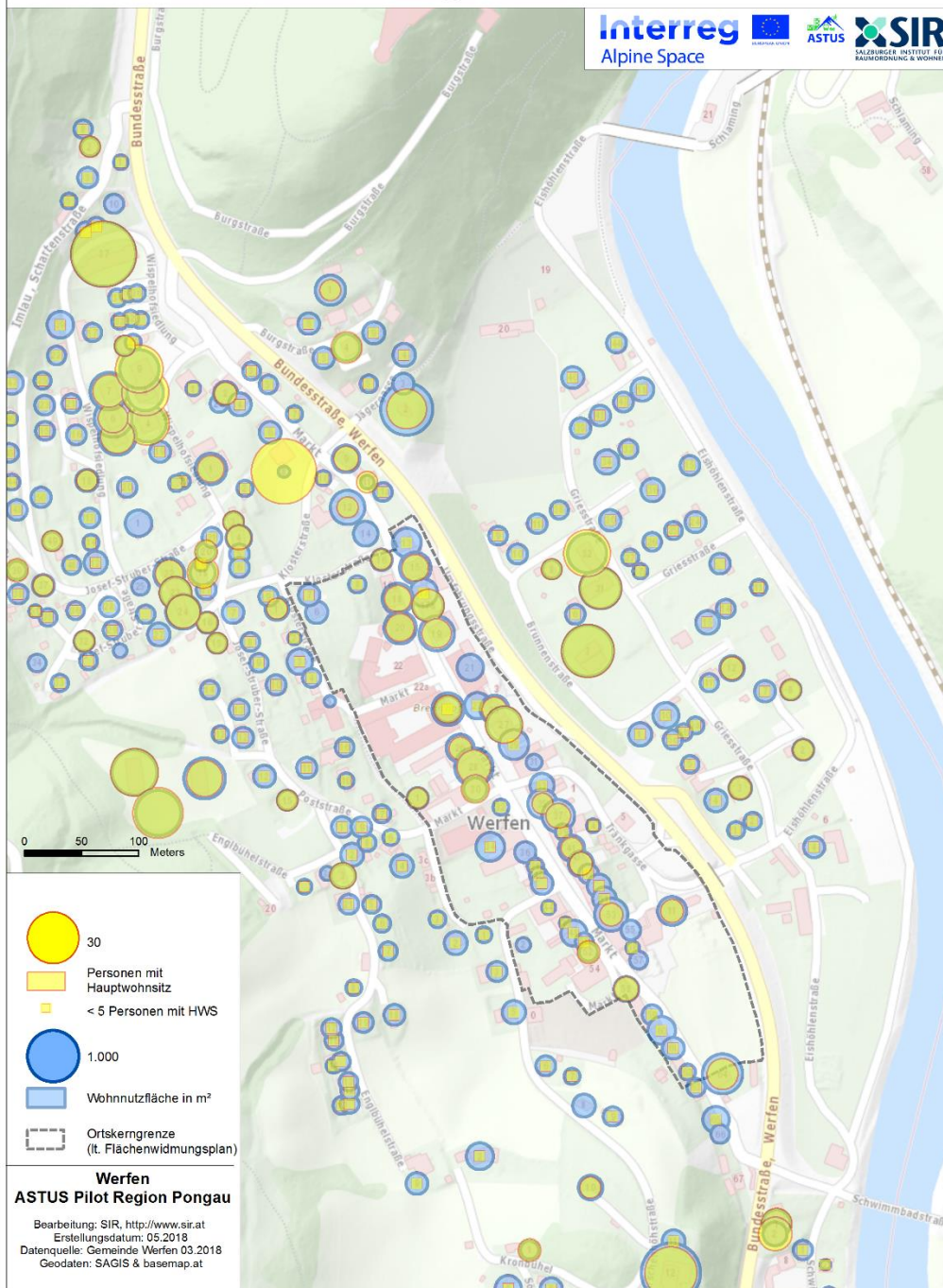
5.3 Verkehrslösungen

- 13 Verordnung einer Begegnungszone
- 14 Fuß-/Radanbindung des Ortskerns über die Tränkgasse und Eishöhlenstraße
- 15 Strukturierung/Begrünung Auffangparkplatz Eisriesenwelt
- 16 Anbindung des Fußweges nach Gries über B159 bei Museum Werfen/ehem. Bezirksgericht
- 17 Verbesserungen der touristischen Radrouten
- 18 Ausbau und Überführung des Fußweges Richtung Burg
- 19 Parkplatz Telekom
- 20 Bummelzug Eisriesenwelt und Burg
- 21 Lärmschutz

- Schlüsselliegenschaften
- Parks
- Gestaltung öffentlichen Raums
- Geh-/Radwege
- Touristische Radrouten

Housing potential uncover

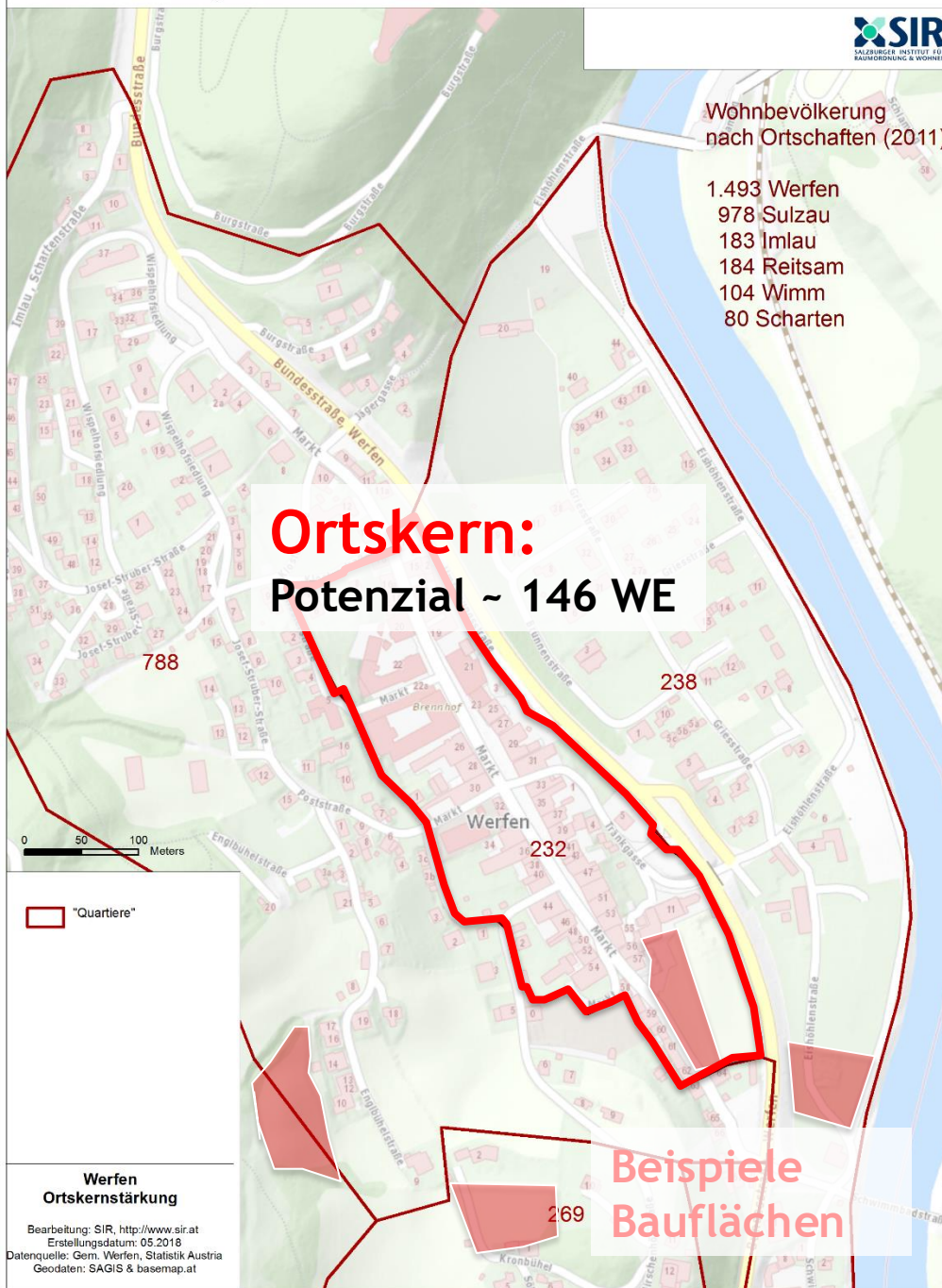
Comparison of usable living space and resident population
 Identification of underused buildings / potentials
 Housing potential calculation



Wohnbevölkerung
nach Ortschaften (2011):

1.493 Werfen
978 Sulzau
183 Imlau
184 Reitsam
104 Wimm
80 Scharten

Ortskern:
Potenzial ~ 146 WE

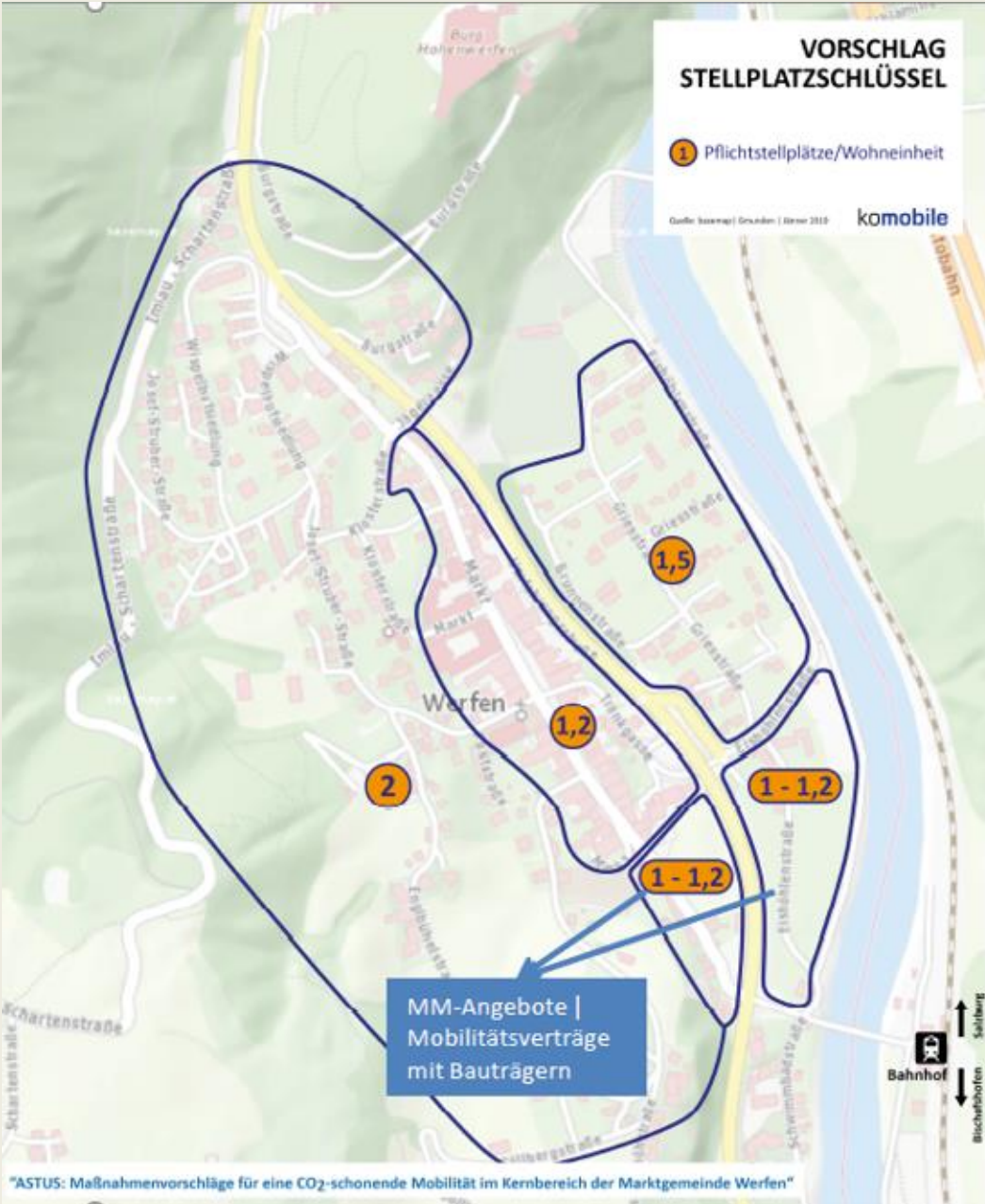


Wohnraum-Potenziale im Ortskern

WE = Wohneinheit, Wohnung

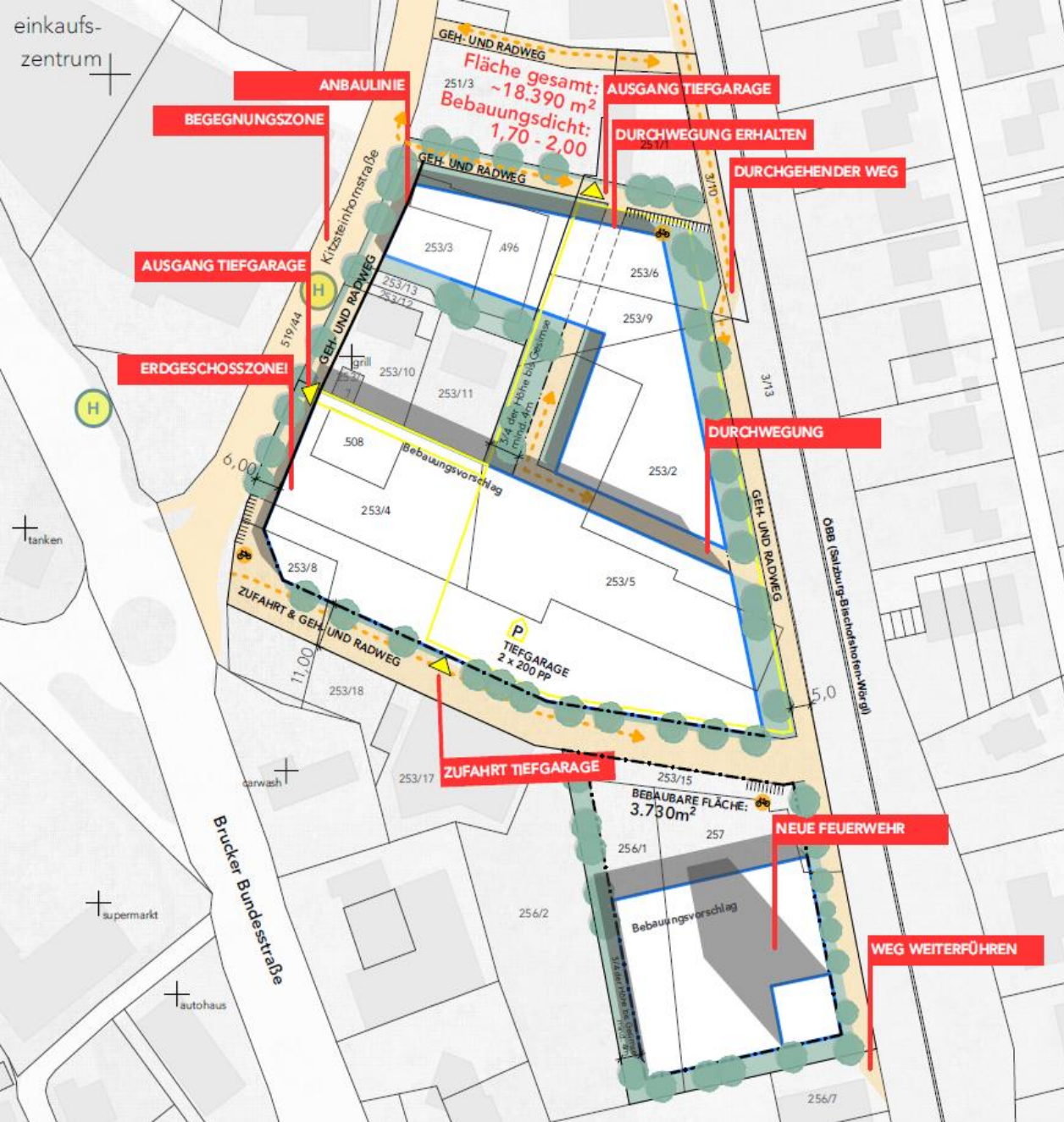
Maßnahme	WE	% p.a.	WE p.a.
Ausbau	~ 76	2 - 5 %	~ 3 - 5 WE
Ungenutzt	~ 12	5 %	~ 0 - 1 WE
Unternutzt	~ 28	5 %	~ 1 - 2 WE
Neubau	~ 30	Je nach Grundstücks Verfügbarkeit	
Summe WE	~ 146		~ + 7 p.a.
Einwohner	~ 321		~ + 16 p.a.

Period 20 - 30 years
REK draft 2018: 230 WE required



Thinking about mobility!

e.g. Suggestion of parking space key
 Proof of parking space on the property
 Proof at a maximum distance of 300 m
 (e.g. in "Zentrumsgarage")
 or transfer fee



Example:

- Building lines in the west, must be added (car parking facilities are prevented)
- Building together with a depth of 18 m to plots 253/10 and 253/7
- Maximum ground floor + 3.5 floors
- Mandatory underground parking, no surface parking spaces
- Underground car park entrance along the southern access road
- Public exits to 251/3 in the north
- Vertical façade structure with 15 m
- Bicycle parking directly at the entrance
- Cycle path along the railway
- Tree plantings along the streets, footpaths and cycle paths
- Space for fire brigade?
- Space for possible underpass?

Dependent on:-> Baudichteplan
 → Construction height plan
 → delimitation of the town centre
 → design guidelines

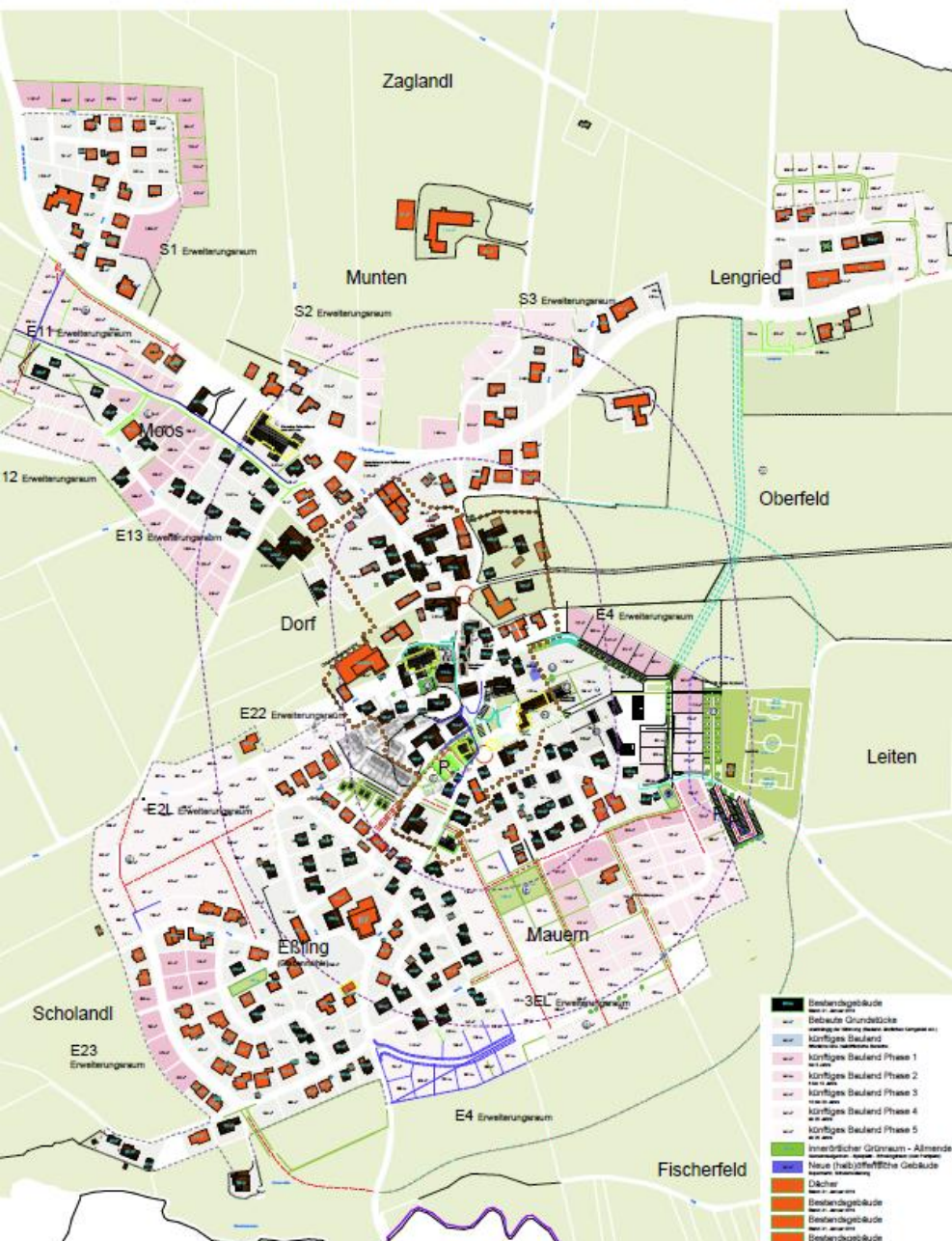
Political will + (legal) foundations + decisions

Development study - Fundneider or Lötschen

Possibility of a full-service provider

- Possibility for inner-city apartments
- Cycle path along Starzenbach
- Increasing the attractiveness of road space, increasing road safety





540 m²	Bestandsgebäude Stand 31. Januar 2016
540 m²	Bebaute Grundstücke unabhängig der Widmung (Bauland, ländliches Kerngebiet etc.)
540 m²	künftiges Bauland öffentliche bzw. halböffentliche Bereiche
540 m²	künftiges Bauland Phase 1 bis 5 Jahre
540 m²	künftiges Bauland Phase 2 5 bis 10 Jahre
540 m²	künftiges Bauland Phase 3 10 bis 20 Jahre
540 m²	künftiges Bauland Phase 4 ab 20 Jahre
540 m²	künftiges Bauland Phase 5 ab 20 Jahre



Nordwest
49.000 m²
BGF 19.600 m²
215 Wohnungen 495 P.

Löttschen
2.600 m²
BGF 5.900 m²
32 Wohnungen 74 P.
36 Stellplätze
+ 313 Fußgeher

Lechnerwiese
11.350m²
8.200 m² BGF
90 Wohnungen 207 P.
122 Stellplätze
+ Stadtpark

Haging
44.150 m²
BGF 21.200 m²
244 Wohnungen 536P.
279 Stellplätze

Südwest
130.000 m²
BGF 52.000 m²
571 Wohnungen 1.314 P.

Rinnerthaler
3.800 m²
BGF 8.500 m²
31 Wohnungen 72 P.
106 Stellplätze
+ 305 Fußgeher

Südost
100.000 m²
BGF 40.000 m²
440 Wohnungen 1.011 P.



ÖROK - Recommendation 3

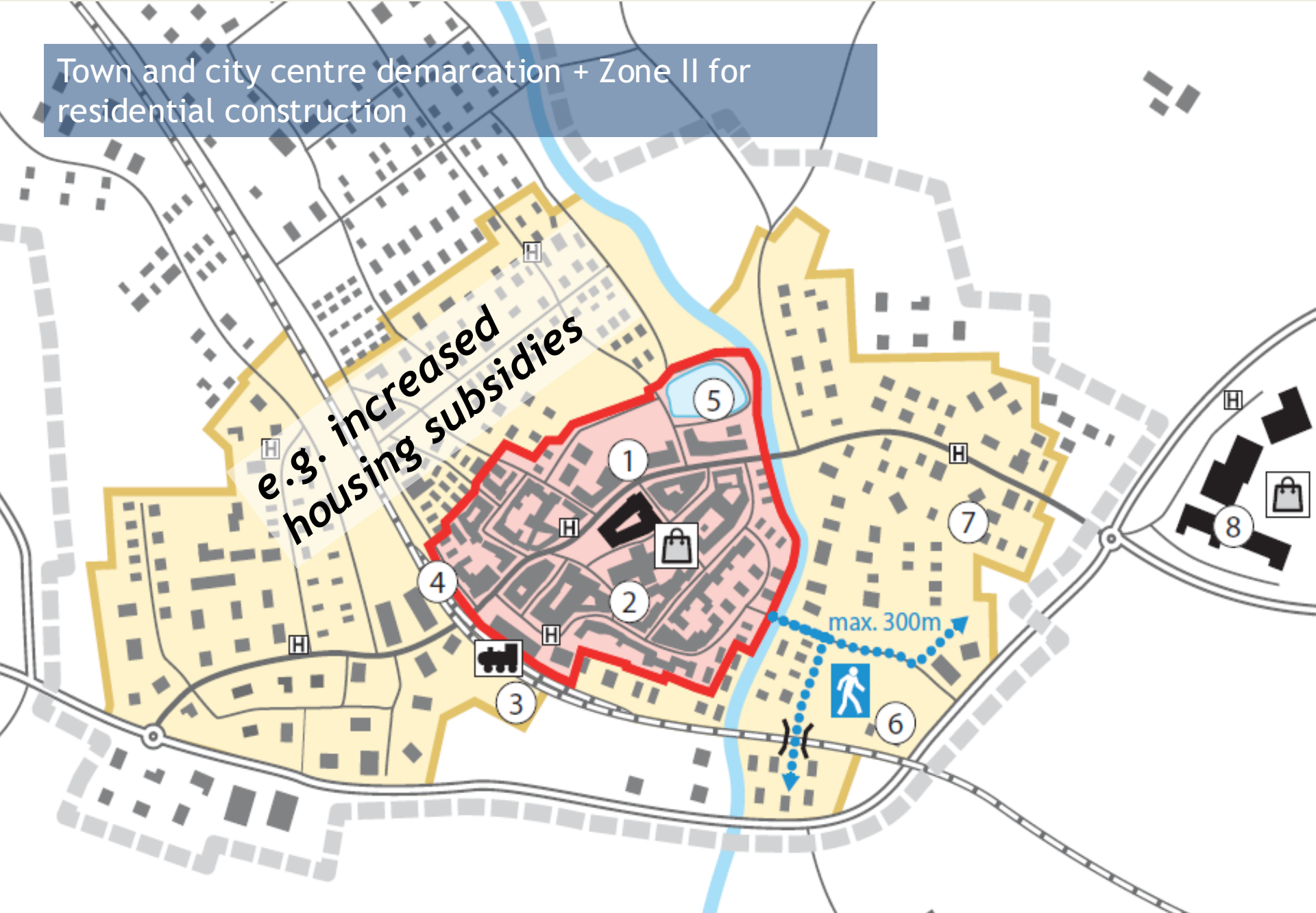
Delimitation of towns and city centres

Demarcation of towns and city centres in Salzburg

- Since 2004
- Already 21 municipalities with town and city centre demarcation
- Is (would be) a suitable instrument to strengthen the town and city centres
- Could be a starting point for further funding
- Evaluation shows that 9 town and city centre demarcations have only partially achieved the goal of "strengthening towns". For the most part, the OKA was an "amplifier"



Town and city centre demarcation + Zone II for residential construction



Orts- und Stadtkern (Zone I)

mit parzellengenauer Orts-/Stadtkernabgrenzung

Multifunktionale Nutzung, vertikale Nutzungsmischung:
Einzelhandel, Dienstleistungen, Wohnen

dichte und (wenn vorhanden) geschlossene Bebauung,
historisches Zentrum

gute Durchwegung, überwiegend öffentlicher bzw
halböffentlicher Außenraum

Auch in Zukunft genutzte Freiflächen können im
Orts-/Stadtkern liegen. ①

Einkaufszentren können im Orts-/Stadtkern liegen
sofern sie in eine Nutzungsmischung mit
Wohnfunktion eingebunden sind und einen
Beitrag zum öffentlichen Raum leisten (öffentliche
Durchwegung, belebte Fassaden). ②

Anbindung an überörtliches ÖV-Netz ③

nicht durchtrennt von räumlichen Barrieren
(Umfahrungsstraße, Bahnstrecke etc.) ④

Auch innerstädtische Naherholungsgebiete
können im Orts-/Stadtkern liegen (hier: Teich). ⑤

In begründeten Fällen können auch mehrere Ortskerne in
einer Gemeinde ausgewiesen werden.

Erweiterter Orts- und Stadtkern (Zone II)

in fußläufiger Distanz zum Orts- und Stadtkern (Zone I)
max. 300m

vorwiegend Wohnnutzung und gut angebundene
Freiflächen

parzellengenau Abgrenzung

attraktive und barrierefreie Durchwegung ⑥

Anbindung an örtliches ÖV-Netz ⑦

Untersuchungsraum

weitgehend zusammenhängender Siedlungsraum

baulich und funktionell in das Siedlungsgefüge der
Ortschaft eingebundene Bereiche

Fehlentwickelte Gebiete außerhalb des
Siedlungsraums dürfen nicht im ⑧
Untersuchungsraum liegen (z.B. hier:
Fachmarkttagglomeration auf der grünen Wiese).

Typical Austrian town centre

Trade+Services+Residential (high mix of uses)



Typical town centre Zone II (approx. 300m to the town centre)
Funding for housing + walking distance to the town centre



Module 2: Creation of an ISEKS in a regional context

a) Fördersummen ISEK (Integrated urban development concepts with citizen participation (according to the ÖROK recommendation) Funding rate 65%)

bis 3.000 EW	max. 45.000 EUR netto (d.h. Förderung von max. 29.250 EUR)
3.001 bis 5.000 EW	max. 65.000 EUR netto (d.h. Förderung von max. 42.250 EUR)
5.001 bis 15.000 EW	max. 100.000 EUR netto (d.h. Förderung von max. 65.000 EUR)
über 15.000 EW bis 30.000	max. 150.000 EUR netto (d.h. Förderung von max. 97.500 EUR)

b) Fördersummen OKA, 30 % der Obergrenze (Creation of a town and city centre demarcation)

bis 3.000 EW	max. 13.000 EUR netto
3.001 bis 5.000 EW	max. 19.500 EUR netto
5.001 bis 15.000 EW	max. 30.000 EUR netto
über 15.000 EW bis 30.000	max. 45.000 EUR netto

c) Leerstandserhebung OKA, 20 % der Obergrenze (Leerstands und Brachflächenerhebung)

bis 3.000 EW	max. 9.000 EUR netto
3.001 bis 5.000 EW	max. 13.000 EUR netto
5.001 bis 15.000 EW	max. 20.000 EUR netto
über 15.000 EW bis 30.000	max. 30.000 EUR netto

Modul 3: Laufender betrieb von Nutzungs- und Leerstandsmanagement

a. Anstellung eines LeerstandsmanagerIn

65% der Personalkosten

75% bei Aufstockung mit Landesmittel

90% begründenden Ausnahmefällen (Finanzschwache Gemeinden)

Pauschale:

bis 3.000 EW	22.750 €
3.001 bis 15.000 EW	45.500 €
über 15.000	68.250 €

b. Zukauf externer Fachexpertise (Land organisiert Leerstandsmanager externer Berater)

bis 3.000 EW	max. 800 EUR Woche
3.001 bis 15.000 EW	max. 1.600 EUR Woche
über 15.000	max. 2.400 EUR Woche

Danke!

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- DI Stephanie Schwer, Städtebund
- DI Rainer Opl, Land Steiermark
- DI Hartwig Wetschko, Land Kärnten
- DI Robert Ortner, Land Tirol
- Dr. Edgar Hagspiel, Land Vorarlberg
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