

THE PROCESS

**Legend**

**MOBILITY**

- 1 Street: Kärntner Straße - High street**  
Definition of the new road section for a segment, through the realization of a cycle track, sidewalks and equipped areas. Local developers obtain a greater visibility and increase quality of public space to add value to their business.  
(actors: city of Graz + local developers)
- 2 Mobility facilities: Graz bike racks**  
Localization of public bicycle racks to promote sustainable mobility.  
(actors: city of Graz + private investors)
- 3 Mobility facilities: Bus stops**  
Localization of recognizable bus shelters.  
(actors: city of Graz)
- 4 Parking facilities: Parking area**  
Realization of private parking areas to free the ground floor of private lots on Kärntner Straße, with reserved parking lots for local developers.  
(actors: private investors)
- 5 Parking facilities: Parking block**  
Realization of multi-level parking at the service of new functions.  
(actors: private investors)
- 6 Streets: Active street**  
Definition of secondary hierarchy roads: connecting roads between the main traffic routes characterized by the addition of a bike lane and a minimum walkway on one side. When, in later stages, the transformations of the lots will be started, the sidewalk spaces will be expanded.  
(actors: city of Graz)
- 7 New railway station**  
A new train stop, with a bicyclerail exchange node, can be created to favor the access to the area by new city users and to develop sustainable mobility.  
(actors: city of Graz)
- 8 Parking facilities: Parking silo**  
Realization of a multi-storey parking building to meet the quantitative needs that arise from the consolidation of the urban poles. They are intermodal exchange nodes for the exchange between cars and sustainable transport system as bicycles and public mobility.  
(actors: private investors)
- 9 Mobility facilities: Hub**  
The various mobility facilities consolidate into a small multifunctional hub with its clear image and recognizability. The hub contains bike racks and a bike sharing point, a bus stop, a wifi and electric recharging point, that is, all the sustainable mobility support tools. It can also contain a small business kiosk (newsstand, ticket seller) and resting spaces.  
(actors: city of Graz + private investors)

**INTENSITY POLES**

- 1 Starter**  
Initiation of a new centrality with the purpose of attracting new users (with new needs and requirements) and triggering the first transformations. The first starter is considered to be a local food market on the ground floor with spaces for fab labs and coworking on higher levels.  
(actors: city of Graz + private investors)
- 2 Starter**  
The second pole is defined as a small city hall where the transformation process can be observed and lived. It is the space to build awareness about the ongoing local transformations (urban center, neighborhood labs, etc.) and social relationships (space for parties, exhibitions, dance, community dinners etc.).  
(actors: city of Graz)
- 3 Starter**  
The third pole follows the general vocation planned for the area as creative mile of research, development and innovation, thus attracting a highly specialized user and strengthening a certain kind of transformation. With the support of university or a private research center, it is defined as experimental laboratories for technological innovation; for example, focusing on the theme of transport and sustainable mobility, thus positively transforming an already existing vocation of the area (car, taxi and motorcycle dealers).  
(actors: university + private investors)
- 4 Catalyst**  
Introduction of local service structures within the Community Courtyards, capable of responding to the daily needs of the inhabitants and city users, and at the same time promoting the establishment of solid community relations. Catalysts can be, for example, libraries, reading rooms, kindergartens, exhibition spaces, extracurricular hospitality, education and training, elderly care, youth care, etc.  
(actors: local developers + residents + private investors)
- 5 Pills**  
Consolidation of the small business and work activities that the inhabitants have begun during the early stages of the process. Pills can include, for example, small crafts, small manufacturers, hospitality, assistance, local services, professional studies, etc.  
(actors: residents)
- 6 Urban**  
Urban poles are important centers, by size and attractiveness, which have a consequence at the city scale as they combine exceptional functions and uses. In order to strengthen the vocation of Kärntner Straße as a place for innovation, development and research, urban poles can consolidate around the starter realized in the previous phase as an experimental campus that holds together manufacture, experimentation and research together in a production system 4.0. The campus contains, besides spaces for study, development, research, production and exhibition, also temporary residences for students and teachers, together with sports, leisure and recreational facilities that can be shared with the city and the neighborhood.  
(actors: city of Graz + university + private investors)

**TYPOLOGIES**

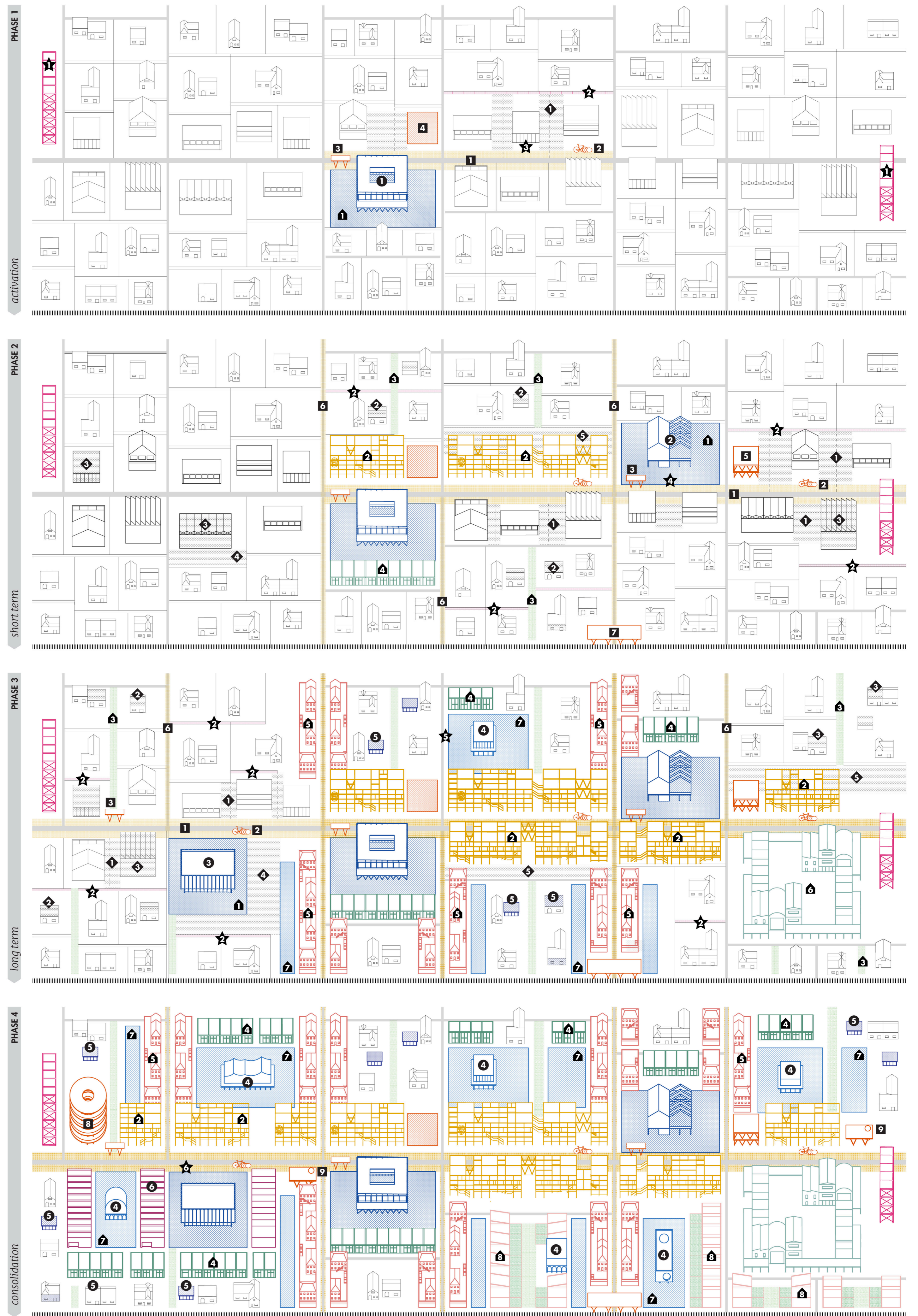
- 1 Public spaces: The multiple surface**  
Activation of the area where the starter is located. A flexible surface to accommodate temporary and unpredictable urban activities.  
(actors: city of Graz)
- 2 Buildings: Vertical street**  
Realization of verticalized buildings that create on the two sides different levels of relationship between people and activities. They are meant as a vertical extension of the road: all the functions are reached by a system of external connections and shared open spaces. A functional mix of work spaces, offices and retail spaces is considered capable of being mutually supportive in their development.  
(actors: local developers + private investors)
- 3 Public spaces: The passages**  
Realization of a public path within the residential lots destined mainly to the daily use of the residents. They promote security, social control, and building relationships between residents. Their opening also encourages residents to open their borders and fences and convert part of their private spaces to new small businesses.  
(actors: city of Graz)
- 4 Buildings: Living and working**  
Realization of a typology that puts together residence, production, exhibition and sale. It is a residence type (temporary, shared, rented) that well suits the needs of the neighborhood's identity (space for parties, exhibitions, dance, community dinners etc.).  
(actors: local developers + private investors)
- 5 Buildings: Living on commerce**  
Realization of buildings with shops and local services on the ground floor, to enhance the activation of Active Streets, and on the upper levels private housing with open spaces, both private and shared.  
(actors: local developers + private investors)
- 6 Buildings: Lab square**  
Realization of a system of buildings, different for function, shape and size, grouped by a porch and intended mainly for innovative production. The shared porch and the court can be used for loading and unloading, for common activities and for the promotion of the work of the various subjects towards the outside.  
(actors: local developers + private investors)
- 7 Public spaces: Community courtyard**  
Realization of a semi-private sharing space between activities and people who relate to it. In the Community Courtyard, mineral surfaces, plants and equipped spaces can be inserted while the Catalysts situated into them activate synergies between the different subjects (work, exchange, time bank, mutual assistance, etc.).  
(actors: local developers + residents + city of Graz)
- 8 Buildings: Living and sharing**  
Realization of terraced residences that, in addition to a private ground space, provide a shared open space suitable for stimulating social relationship among residents.  
(actors: residents + private investors)

**TRENDSETTER ACTIONS**

- 1 Working on existing plots: commercial plot**  
Opening of borders and fences between contiguous lots revealing the potentiality of the open spaces and stimulates the development of common interest and needs among the local developers.
- 2 Working on existing plots: residential plot**  
Development of new forms of activities within the private residential areas (services or workplaces) thanks to policies that the City of Graz can make available. Policies can be constructive, administrative and bonus opportunities:  
- facilitation in destination change for business activities or collective services (union/division of housing, conversion of annexes and service spaces, etc.);  
- volumetric awards in return of public space realization (expansion of housing or annexes);  
- facilitated loans;  
- tax break.
- 3 Reusing of existing buildings**  
Functional conversion of existing, underused or abandoned buildings in uses that respond to the new needs and requirements that result from the first transformations.
- 4 Activating temporary uses**  
Underused spaces or without a specific function can be used as experimental fields to test the functioning of alternative urban activities that can be confirmed or replace in subsequent development phases.
- 5 Experimenting new collaborative relationships**  
The new construction typology on Kärntner Straße frees ground space and reveals a backspace, a shared space in which experience positive social and work relations between the various users who gravitate around the space itself.

**MARKETING**

- ★ Gates**  
Definition of the identity of the Collaborative Mile clearly indicating the two entrances to the participatory labs in the new polarity of the city hall. On top of that it will have an important role in promoting, among the residents, the City of Graz's support policies for the stages of transformations and in the organization of collective events.
- ★ Borders**  
Use of limits and borders between the plots to communicate the transformation or the potentiality of common areas (with artistic installations, digital projections, promotion of the transformation...).
- ★ Kärntner Collaborative Agency**  
Institution of an agency to facilitate the development of the transformation process and the interaction between residents, local developers, private investors, among them and with the municipality. In the first phase, the Agency will have to do mainly a promotional job that lights a spotlight on the Collaborative Mile. The organization of temporary events and the use of visual marketing will be excellent tools for achieving this goal at the urban scale. At the local level, it will have to stimulate the encounter between local developers to promote new opportunities of collaboration and the opportunities that the City of Graz offers. It can promote the work produced in the starter through events and fairs.
- ★ Kärntner Collaborative Agency**  
In second phase, the agency can support the transformation process working also on urban participatory labs in the new polarity of the city hall. On top of that it will have an important role in promoting, among the residents, the City of Graz's support policies for the stages of transformations and in the organization of collective events.
- ★ Kärntner Collaborative Agency**  
In third phase, the Agency can support the development of common activities within the Community Courtyards through education and coordination processes, as for example, a Time Bank where different residents make available their skills in favor of the community.
- ★ Kärntner Collaborative Agency**  
In the consolidation phase, the role of the Agency will be mainly of coordination of the spatial management. Through, for example, digital systems (APPs, social platforms, etc.) the Agency can manage the assignment of work spaces and coworking, as well as the assignments of temporary residences. It will also serve as a catalyst to bring together the skills and needs that arise in the Collaborative Mile.



VIEW OF KÄRNTNER STRASSE



VIEW OF THE COMMUNITY COURTYARD