

# MJ276

## PROGRAM STRATEGY

### SCENARIO 3

Mixed use open blocks

Public space activators

### SCENARIO 2

The Towers

ÖBB cluster

### Housing

- Co-Housing
- Mix typologies
- Living/working
- Studio

### Productive spaces

- Techno-Hub
- Co-working
- Workshop
- Start-up incubators
- Offices

### Public space activators

- Retail
- Facilities
- Cafes and restaurant
- Arctic

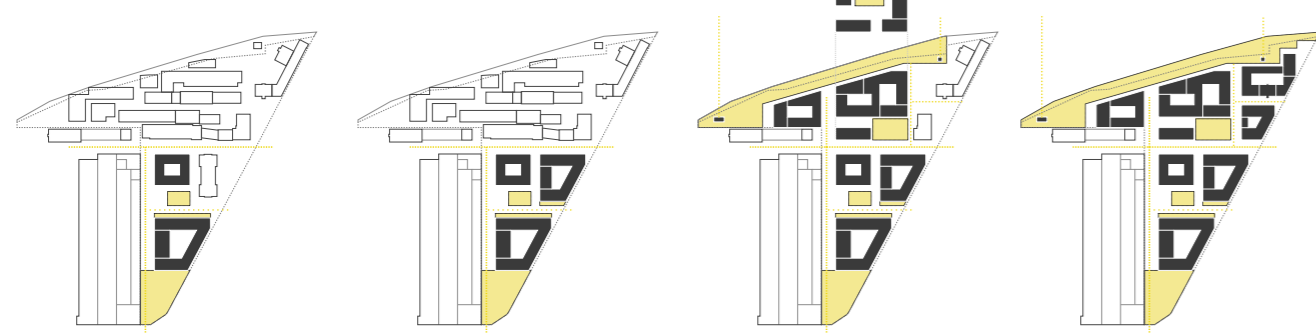
### Public space and connection

- Wienerplatz
- Linear park
- Tactical space
- Bollies (bridge and tunnel pavilion)

### Plot structure

- Surface:
- 1\_ 3.300 m<sup>2</sup>
- 2\_ 5.600 m<sup>2</sup>
- 3\_ 5.075 m<sup>2</sup>
- 4\_ 6.042 m<sup>2</sup>
- 5\_ 2.825 m<sup>2</sup>

### CHRONOLOGY OF IMPLEMENTATION

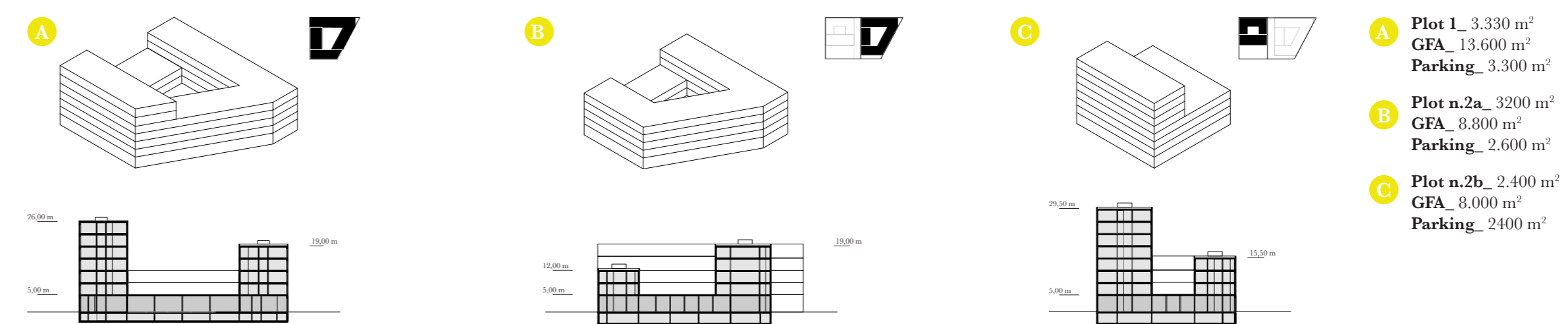


scale 1:2000 SCENARIO 1\_ Southern zone proposal

Scenario 2\_ ÖBB office cluster from the railway



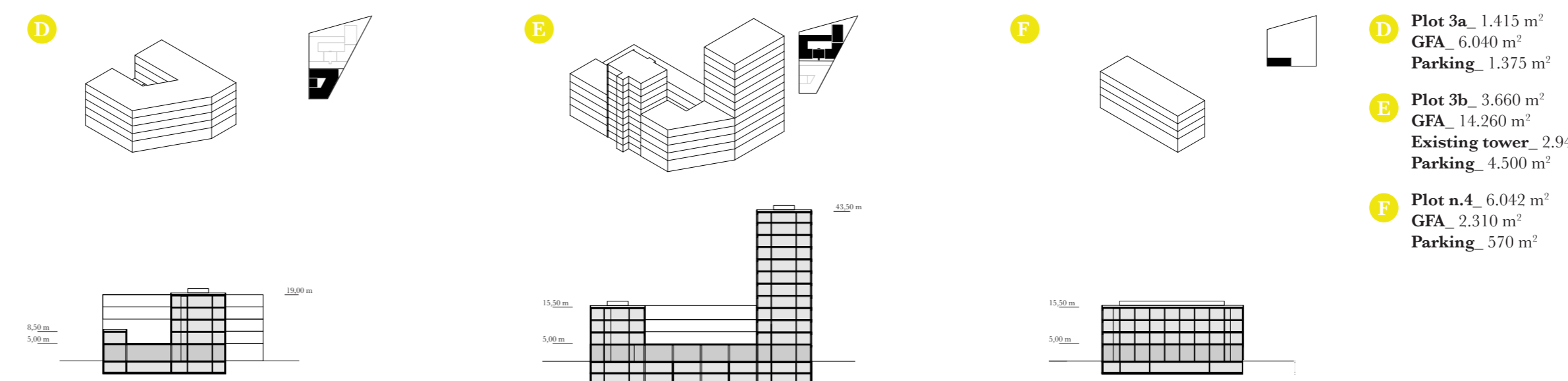
### KATALOG SOUTHERN ZONE



- A** Plot 1\_ 3.330 m<sup>2</sup>  
GFA\_ 13.600 m<sup>2</sup>  
Parking\_ 3.300 m<sup>2</sup>
- B** Plot n.2a\_ 3200 m<sup>2</sup>  
GFA\_ 8.800 m<sup>2</sup>  
Parking\_ 2.600 m<sup>2</sup>
- C** Plot n.2b\_ 2.400 m<sup>2</sup>  
GFA\_ 8.000 m<sup>2</sup>  
Parking\_ 2.400 m<sup>2</sup>

The buildings in the **southern zone** are configured so as to create a **continuous facade** along Wienerstrasse, articulated at the perpendicular streets through a soft rotation of the fronts in order to create larger walking paths and meeting points. The southern building is directly connected with the new **"Wienerplatz"** that guides its morphological articulation and programs. The **techno-hub**, positioned in the core of the southern zone, is configured as a closed block with a central courtyard.

### KATALOG NORTH ZONE

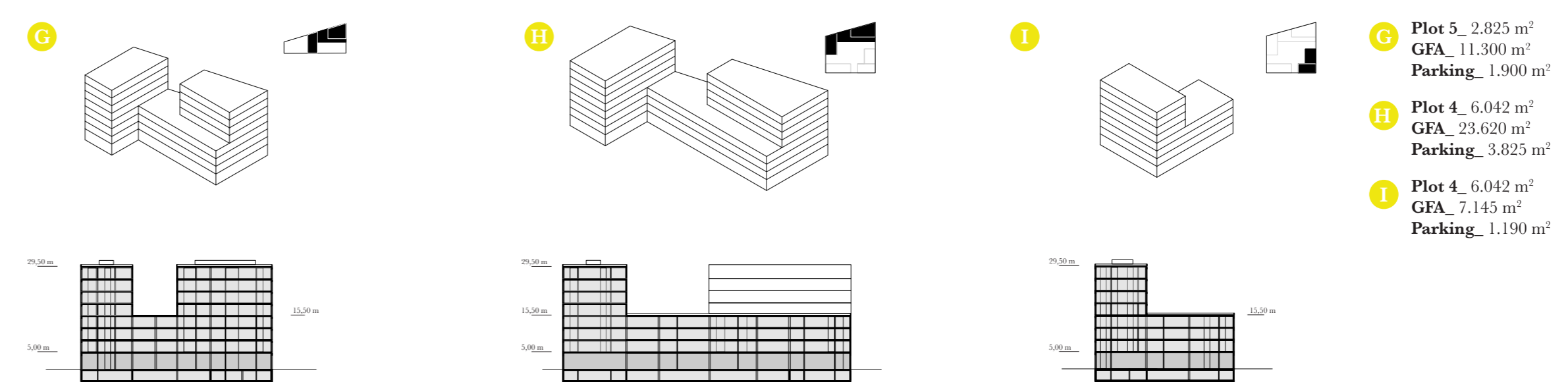


- D** Plot 3a\_ 1.415 m<sup>2</sup>  
GFA\_ 6.040 m<sup>2</sup>  
Parking\_ 1.375 m<sup>2</sup>
- E** Plot 3b\_ 3.660 m<sup>2</sup>  
GFA\_ 14.260 m<sup>2</sup>  
Existing tower\_ 2.940 m<sup>2</sup>  
Parking\_ 4.500 m<sup>2</sup>
- F** Plot n.4\_ 6.042 m<sup>2</sup>  
GFA\_ 2.310 m<sup>2</sup>  
Parking\_ 570 m<sup>2</sup>

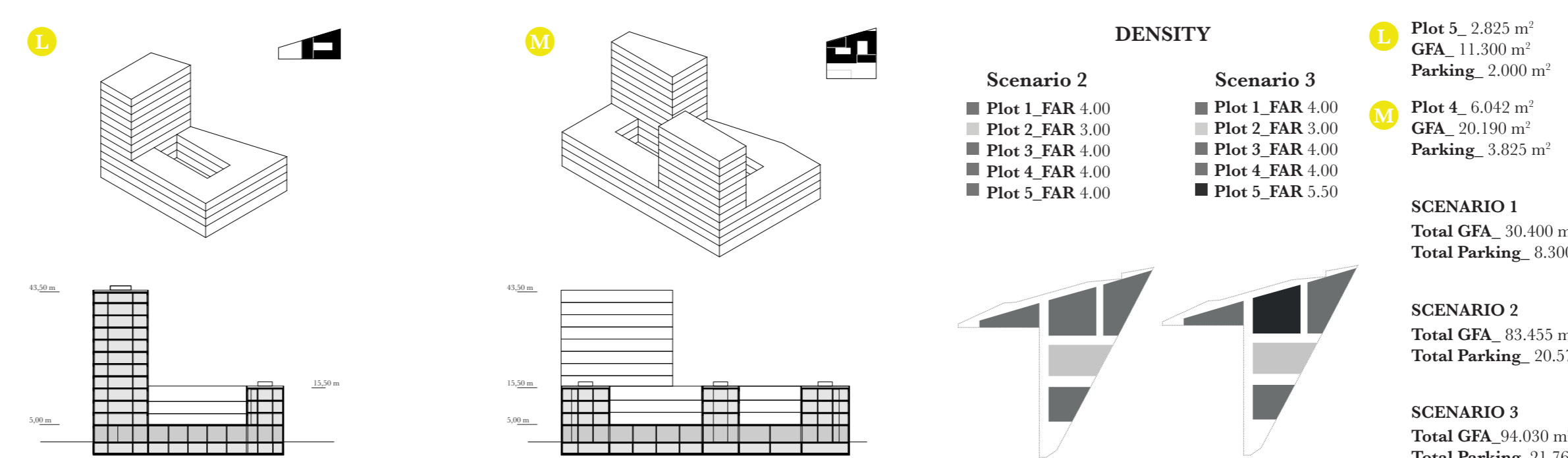
The **northern buildings** along Wienerstrasse follow a similar configuration of the southern zone, with the exception of a tower positioned at the north end of the neighborhood to conclude the perspective of the street before the underground passage. The rest of the northern zone follows **two different scenarios** according to different development strategies. The first is configured as an **office cluster** with buildings morphologically articulated through courtyards and towers in order to build a relation with the northern tertiary district. The second scenario creates a **mixed uses open blocks** through a system of **open blocks** that guarantee a high level of permeability between the courtyards.

### Acoustic filter

The articulation of the northern part of the project seeks to create a continuous facade along the railway in order to guarantee the visual and acoustic protection of the site. Both the scenarios ensure this protection thanks to their morphological configuration and to the medium of the linear park.



- G** Plot 5\_ 2.825 m<sup>2</sup>  
GFA\_ 11.300 m<sup>2</sup>  
Parking\_ 1.900 m<sup>2</sup>
- H** Plot 4\_ 6.042 m<sup>2</sup>  
GFA\_ 23.620 m<sup>2</sup>  
Parking\_ 3.825 m<sup>2</sup>
- I** Plot 4\_ 6.042 m<sup>2</sup>  
GFA\_ 7.145 m<sup>2</sup>  
Parking\_ 1.190 m<sup>2</sup>



- ### DENSITY
- | Scenario   | Plot   | FAR  |
|------------|--------|------|
| Scenario 2 | Plot 1 | 4.00 |
|            | Plot 2 | 3.00 |
|            | Plot 3 | 4.00 |
|            | Plot 4 | 4.00 |
| Scenario 3 | Plot 1 | 4.00 |
|            | Plot 2 | 3.00 |
|            | Plot 3 | 4.00 |
|            | Plot 4 | 4.00 |
|            | Plot 5 | 5.50 |
- SCENARIO 1**  
Total GFA\_ 30.400 m<sup>2</sup>  
Total Parking\_ 8.300 m<sup>2</sup>
- SCENARIO 2**  
Total GFA\_ 83.455 m<sup>2</sup>  
Total Parking\_ 20.570 m<sup>2</sup>
- SCENARIO 3**  
Total GFA\_ 94.030 m<sup>2</sup>  
Total Parking\_ 21.760 m<sup>2</sup>



scale 1:2000 SCENARIO 2\_ Southern zone proposal + ÖBB office cluster

Scenario 3\_ Tactical space within the open block

