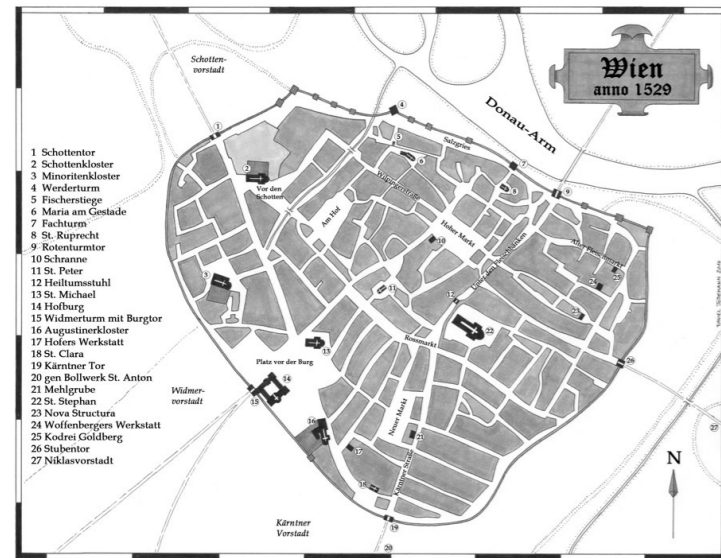
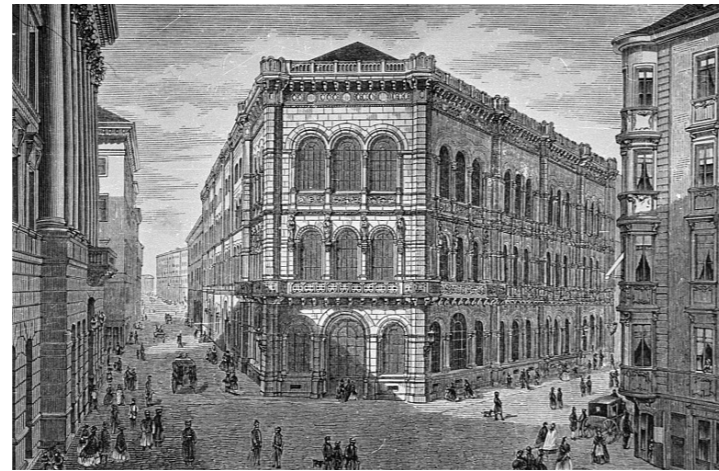


PREVIOUS STATE

The Herrengasse is a **historic street in Vienna's first district**, the Inner City. The 2000-year-old alley goes back to the Roman Limes road. Due to the proximity of the Hofburg, the residence of the Habsburg Dynasty, the nobility (Herren) preferred to settle here, near the imperial palace. Since 1547 the street is called Herrengasse. To date, **there are still numerous former Palais in the alley**, like »Strada Nuova« in Genova. In the early 1930's the first Viennese »skyscraper« was erected in modernist style on the site of a former Palais of the Liechtenstein family. Nowadays, the alley is an important link between Schottentor and the State Opera. The pedestrian frequency is approx. 11.000 per day. Herrengasse, with its **unique history**, has not received much attention from urban planning. The traffic affected the pedestrian mobility; the lighting was outdated: that's how the idea of redesigning the entire street – as a **private initiative** – was born.



Historic map of Vienna 1529



Palais Ferstel, approx. 1860



Freyung, approx. 1900



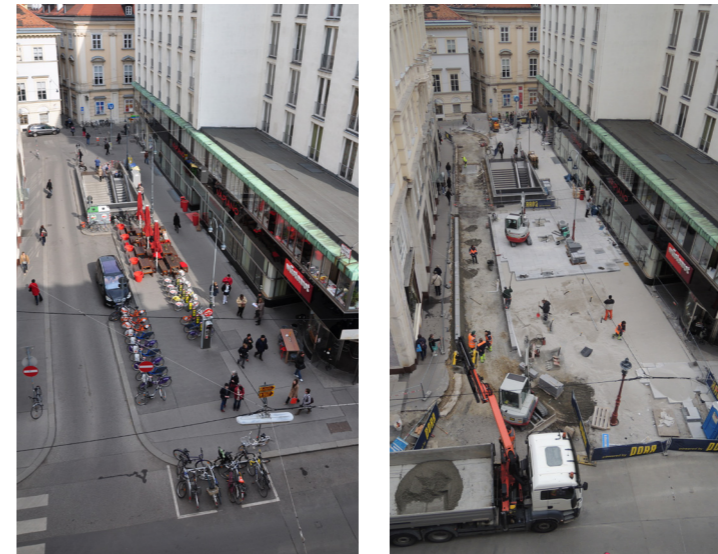
Herrengasse, approx. 1930



Michaelerplatz with Loos-Haus, approx. 1920

AIM OF INTERVENTION

A **leveled promenade** instead of a narrow grey street: That was the vision of how the completed Herrengasse should look. »We want an **encounter zone**. The street section from Michaelerplatz to Freyung has to become a **precious walkway**« says Wolfgang Spitz, spokesman for »Herrengasse+«, the initiative that stands behind the intervention; a merger of real estate owners based at Herrengasse, who had initiated the conversion into an encounter zone. The vast majority of the **financing** of the implementation (approx. 5.5 Mio. €) **came from private hands**. The neighbors have contractually agreed and contributed financially according to the length of the building fronts - including the Ministry of Interior. The city of Vienna provided the remaining cost of € 480,000, which was used for the necessary renewing of the water pipes. After the completion the brand new area was handed over into the care of the city.



During the intervention



Before the intervention



After the intervention

DESCRIPTION OF INTERVENTION

In March 2016, after two years of planning, the redesign into an **encounter zone – the first privately financed in the country** – had started. The approximately 450-meter-long zone includes the Herrengasse as well as a 120-meter-long remodeled area of the Fahnengasse / Wallnerstraße. Cycling, public transportation, car traffic and horse carriages (Fiaker) were limited to 20 km / h. The **entire street width was paved in a continuous level** to allow unrestricted movement. Routes for the bus were marked out with a contrasting pavement. The walkways and those drivable areas were made of **natural stone** (granite). Concrete had to be used for the remaining areas, due to the frequent use of the Fiaker. In addition to the redesign of the surface, for which a **unique customized pattern** was created, the **lighting was updated** in LED technology. The construction site (appr. 7.500m²) was completed in November 2016.

A welcome place to stay in the encounter zone is the new **art installation** in front of the prominent »Hochhaus Herrengasse«, which offers black natural stones as **seating areas**.