

# J217 Maria Hilferstrasse

## Previous State

The Maria Hilferstrasse is a vibrant shopping street with a long tradition. It has great importance for Vienna and for Austria as a whole. Initially, the Mariahilfer Strasse was an elegant shopping boulevard, but in the last decades it became very heavy with traffic. The traffic jams and motor fumes made the street an unattractive place to be. There were conflicts between cars, bikes and pedestrians and also between commercial and public space. The previous lay out was no longer fitting for an important shopping street, in a popular living, working and leisure area of the city.



Before



After



## Aim of intervention

The City of Vienna decided to redeveloped the street into an inviting, pedestrian friendly avenue. The intention was to create quiet and fume free spaces, but to maintain the urban character. The Maria Hilferstrasse must stay vital and interesting to a broad range of people. The design should be attractive and modern with an innovative lighting concept.

The situation for bikers and pedestrians must be improved by reducing motorized traffic. The City was looking for solutions that solve the conflicts between the different kinds of traffic, without making barriers.

The shopping street should also be inviting to non-consumers. Attractive non-commercial sitting area's should stimulate the integration of people from different subcultures and generations.

