



Evaluation

It took some time for the people of Vienna to get used to the idea of shared space: Viennese are fond of driving and did not want to give up the convenience of speeding through the Mariahilfer Strasse. Shopkeepers were afraid business would slow down with driving and parking less easy. There even was a referendum about the new design. Prior to the referendum, the City organized information meetings, together with the designers. Prototypes of the new outdoor furniture were placed in a test setup on the street, so the inhabitants could experience the difference. In the end 53% voted in favor of the design.

The Mariahilfer Strasse turned into a bustling boulevard where people can both shop and relax. Visitors, residents and shopkeepers are all very positive about the transformation. Business did not slow down: the laid back layout invites people to spend more time in the Mariahilfer Strasse, spending more money as a consequence.

The transformation of the Maria Hilferstrasse increased social interaction and decreased car pollution, enhancing public health and giving a new impulse to the local economy.

