

RINGSTRASSE: A COMFORT STREET A PLACE TO STAY, A PLACE TO MEET

For many years Vienna's monumental Ringstrasse was a street to admire and be seen, a vehicle for demonstration of status and power. Today, its legacy is still the pride of the city and a major attraction for visitors worldwide, though the intense traffic along the ring and the extreme rigidity of its built environment are challenging the legibility and livability of this unique street.

(THE VISION)

From a street to admire to a comfortable place to stay and meet. Transform Ringstrasse to an inclusive and inviting space and destination for all (elder, kids, youth, tourists, students,...). An environmental friendly street that enhances active participation of citizens.

(THE STRATEGY)

- **From a fast Ring-Road to a pedestrian boulevard.** Priority for pedestrian movement, comfort and safety in a place easy to reach by public transport.
 - o Remove cars from central lane to improve safety and permeability along the Ring. The cornerstone for a car-free zone at the city centre.
 - o Separate and increase continuity along the ring for pedestrians and bicycles with the configuration of a continuous platform and a high performance bike corridor.
 - o Reinforce the tram corridor. Public transport encourages pedestrians to use the street, not cars. Relocate the tram in a two-way platform for better use of public space.

- **From a rigid built environment to a vibrant urban space.** Design and use the pedestrian platform to create an open, connected and attractive space at street level.
 - o Extend the activity of the monumental buildings (museums, university and government) to the public space and sidewalks.
 - o Intensify local street activities with flexible uses; children's play areas, exercising areas, relaxing areas and meeting places.
 - o Spread out inner city uses (coffee shops, bars and terraces) along central nodes of major pedestrian connections.

- **From a diluted space to a distinctive identity.** Reinforce the visibility, character and geometry of the Ringstrasse.
 - o Upgrade street furniture and street pavement in coherence with the characteristics of the Monumental Street and the Inner City public space.
 - o Improve the street's environmental quality (less noise, less pollution, more green spaces) where pedestrians feel more comfortable.
 - o Design a dynamic and responsive urban street (a WIFI-free Street, real-time data, ...)

Kick-off with the transformation between Opera and University. The ambition and scope of the project in terms of size and urban transformation is a major challenge. Thus, the need to focus the first step of the project on the section of the Ring currently most attractive and where concentration of major buildings (museums, university and government) provide a starting point to bring activities out to the street.

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The most important goal of our vision is to win back this monumental street to the citizens, not only as spectators but as active key players in a pedestrian and environmental friendly boulevard, together with the transformation of the ring to a vibrant urban space.