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# developers' competition

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wohnfonds\_wien is a limited-profit organisation that functions as a service-oriented coordination point. The senior decision-making body is the Kuratorium (board of trustees), which includes representatives of different interest groups and of the City of Vienna. The wohnfonds\_wien is headed by President Kathrin Gaal, city councillor for women's affairs and housing construction, managing director DI Gregor Puscher, and vice managing director Dieter Groschopf.

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## SMART HOUSING CONSTRUCTION PROGRAM

"Affordability" has a long tradition in the field of subsidised housing in Vienna. Since the introduction of the SMART housing construction program in 2012, this aspect has played an even more important role. The aim is to offer economical housing that provides intelligently conceived, high standard living space for young families, couples, single parents and singles. Particular attention is devoted to compact, well thought-out and flexible floor plans and to important aspects such as suitability for daily life, a range of storage areas outside the apartment and a package of fittings and finishes for the apartment. On this account today one third of new subsidised dwellings are erected as the SMART version.

## DIVERSITY OF THEMES

However, in developers' competitions the focus is not on the SMART housing construction program alone, great importance is also attached to currently relevant themes and to socio-political developments in the field of housing. The project teams, which are made up of building developers, architects, open space planners and other experts, produce innovative contemporary solutions that are tailored to the current needs of the inhabitants of Vienna.

An extensive range of themes is addressed:

- New forms of housing for single-parents
- District development
- SMART housing
- Aspects that extend across building site boundaries
- Cost-effective building and housing
- Housing for a mix of generations
- Housing for young people
- Housing security
- Intercultural housing
- Urban gardening
- Sheltered housing
- Building groups/Community groups

## LOCATIONS

In the framework of the individual developers' competitions a wide variety of themes is addressed and the competition areas where the subsidised new buildings are erected are equally varied. Due to conversion projects, for instance of former barracks, industrial and railway sites, urban development in Vienna is not confined to the periphery but in many cases is also carried out in central inner city areas.

## the developers' competition

an instrument in the construction of  
new subsidised housing

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Dear reader



In the field of social housing Vienna holds a leading position worldwide in terms of both quantity and quality. The range of affordable but nonetheless high standard housing is being continually expanded. In this regard developers' competitions represent a central instrument.

The procedures implemented by the wohnfonds\_wien, fonds für wohnbau und stadterneuerung, make an important contribution to ensuring that subsidized housing stands for the highest quality. An affordable and diverse range of housing is offered that responds to social developments and meets residents' current needs. Naturally, for me as municipal councillor for women's affairs and housing construction specific forms of housing for women are a theme that is close to my heart. Therefore, in building developers' competitions this aspect often plays an important role.

Kathrin Gaal, municipal councillor for women's affairs and housing construction



First set up in 1995, today developers' competitions are a recognised and established procedure. They make it possible to ensure quality in the provision of need-oriented and, above all, affordable subsidised apartments in Vienna.

The developers' competition book, which appears annually, is a comprehensive

documentation of completed procedures. The present folder is intended to introduce the procedure "developers' competition" in compact form. Concise and clearly laid out, at a single glance it provides all the necessary information, ranging from the different kinds of procedures to the conditions for taking part and the criteria used in making assessments.

DI Gregor Puscher, managing director of the wohnfonds\_wien

Dieter Groschopf, vice managing director of the wohnfonds\_wien



#### ABOUT WOHNFONDS\_WIEN

wohnfonds\_wien was founded in 1984. From its original function, the provision of sites for subsidised public housing and the supervision of the renovation of old residential buildings, it has developed into an urban expansion and urban renewal program that has gained worldwide recognition. In all its initiatives and activities the wohnfonds\_wien consistently pursues the goal of meeting the diverse housing needs of the inhabitants of Vienna.

#### THE DEVELOPERS' COMPETITION AS AN INSTRUMENT

Since 1995 every subsidised new-build project in Vienna must be assessed on the basis of quality criteria, either in a public developers' competition procedure or by the land advisory board. For projects from a volume of 500 subsidised apartments upwards a developers' competition is compulsory; smaller projects are assessed by the land advisory board.

A developers' competition is set up for all properties of the wohnfonds\_wien, independent of the project volume. Both non-profit and commercial developers are entitled to take part in these competitions and must form a project team with the architect of their choice. While specialist experts may also be appointed, this is not compulsory.

#### HOUSING CONSTRUCTION OFFENSIVE

In May 2018, in response to the dynamic population growth, wohnfonds\_wien launched the second housing construction offensive 2018-2020 - a continuation of the first housing construction offensive 2016-2018. During this period, it is planned to implement and start developers' competitions for a volume of around 13,800 subsidised housing units.



# developers' competition

#### DIFFERENT KINDS OF PROCEDURES

Depending on the particular location and the specific circumstances wohnfonds\_wien organises single-stage, classic two-stage, and "dialogue oriented" two-stage developers' competitions. These are public, not anonymous procedures. In 2016 in the framework of the first housing construction offensive 2016-2018 what are called "interlinked" procedures were introduced. Linking zoning with the developers' competition enables concrete modifications, related to the specific project, to be integrated in the zoning procedure. This in turn allows the length of time required for the procedure to be reduced considerably, while also enabling housing projects to be implemented more quickly.

#### ASSESSMENT BODY

Entries are assessed and evaluated by a specialist jury made up of experts from the areas of architecture, urban planning, ecology, economy, building technology/building physics, housing law and social sustainability, representatives of the municipal district concerned and of the wohnfonds\_wien, as well as external jurors.

#### FOUR-PILLARS-MODEL

The assessment is based on clearly defined quality criteria that are summarised under the term "four-pillars-model"

- **Economy**  
Basic costs, total building costs, user costs and contract conditions, impact of apartment fittings on costs
- **Social sustainability**  
Suitability for daily life, cost reduction through planning, living in a community, housing for changing needs
- **Architecture**  
Urban structure, building structure, apartment structure
- **Ecology**  
Climate-friendly construction that conserves resources, healthy and environmentally-conscious housing, and a range of qualities and functions in green space and outdoor space.

The main focus is on overall quality and achieving a balance between the four pillars. The recommendation that a project be implemented is made only when all requirements have been met.