



The significance of walking for economy and commerce

DI Andrea Faast | Chamber of Commerce
Dept. Townplanning & Traffic Policy

Perceptibility of urbanity

- Urbanity is not visible all over the town
- Jane Jakobs: small-scale structure of towns
- Urbanity takes place in the ground floor zone
- recreation, tourism, culture, education and science will be the main drivers in future



Urbanity as way of life - Megatrends

- **Who are the future users of the neighborhoods?**
interactive consumers, aging babyboomer und urban performer
- **How will these users live?**
change from passive event consumers to active participants
- **time availability of residents undergoes a change:**
part time work, patchwork families, urban trendsports

Purchase Power Analysis Vienna 2014

- Purchase Power 9.69 mill. EURO, 82,3% stay in town
- rentation of purchase power stagnated since 1998
- Movements of purchase power between the districts is growing → increased mobility of the customers
- shopping streets hold the revenue

Purchase Power Analysis Vienna 2014

Effects of Shopping Malls:

1. „The Mall“ in Wien Mitte: plus 2,500 passengers in the street
2. „Riverside“ in Liesing: 5% increase of purchase power in the district since 2006
3. „Auhofcenter“: shows that expansion of sales space is not enough to bind the purchase power

Passengers in main shopping streets

Passenger per Saturday in October 2014:

Kärntner Straße	65,046
Mariahilfer Straße	61,662
Favoriten Straße	36,483
Meidlinger Hauptstraße	20,517
Landstraßer Hauptstraße	12,905
.....	
Ottakringer Straße	3,085



Drivers of urbanity and walking in the future

1. city of short distances
2. interaction between public space and ground floor
3. opening ground floor for new user
4. multimedia presence for neighbourhoods (shopping App´s)
5. no additional shopping malls in suburban areas
6. public areas with high quality of stay
7. access to digital infrastructure (WIFI)
8. changing locations - Pop-up



Thank you for your attention!