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# Let's go public!

How high quality of public space can boost sustainability and quality of life in cities

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City of Vienna, Austria



# Vienna in numbers

**1,8 mio**  
population

**415 km<sup>2</sup>**  
surface area

**> 50%**  
green spaces

**5,8 t/cap/a**  
CO<sub>2</sub> Emissions



2 million people  
2 million opportunities





A vibrant, sunlit city street scene. In the foreground, a crowd of diverse people is walking. A young girl in a blue shirt and dark pants is climbing a blue, angular public art structure. Another child is visible on the structure to the right. The background shows a large, light-colored building with many windows. Three white circular callouts with blue text are overlaid on the image.

**A city that  
is good for  
children is good  
for everybody**

**The outside of  
buildings is the  
inside of a city**

**Walkability  
indicates  
successful urban  
development**



# Public Space Concept

Thematic  
Concept  
... work in  
progress





# walkable city

**56 %**  
of all trips  
include  
walking





Great public space  
is where people  
slow down





Great public spaces are  
places to share





A vibrant, sunlit street scene filled with people. In the foreground, a woman with blonde hair, wearing an orange vest over a black shirt and blue jeans, smiles towards the camera. Behind her, a man in a tan shirt and glasses walks. To the right, three young boys are playing on a wooden cart with yellow wheels and metal poles. The boy in the center is wearing a black hoodie and dark pants, leaning forward. The boy in the foreground is wearing a grey t-shirt, and the boy on the right is wearing a blue jacket and green pants. The background is filled with other pedestrians, including a woman with glasses and a man in a blue shirt. The overall atmosphere is lively and community-oriented.

“The street is the river of  
life of a city.”


- William H. Whyte



Great public spaces  
enable social  
and gender equity







Public space needs  
active management

**650**  
community  
workers in  
Vienna's public  
space



# Reclaim your streets!





Let your city  
be the party!





Let your city be  
the party!





Encourage and  
support  
citizens actions







GRÄTZL  
OASE

A circular logo with the text "GRÄTZL OASE" in a colorful, stylized font. The letters are multi-colored and arranged in two rows. The background of the logo is white.



#DIY

A white circular sticker with the text "#DIY" in a blue, sans-serif font.









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# Participatory street design













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