



WP3 Inception

Output 3.2 Operational Analysis on Territorial Partners Identifying major urban issues at urban/territorial partner scale

ANNEX 05 Municipality of Schwechat (AT)

Final Version

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D3.2 Operational Analysis on Territorial Partners
Identifying major urban issues at urban/territorial partner scale



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Operational Analysis on Territorial Partners
 Identifying major urban issues at urban/territorial partner scale
 ANNEX 05 Municipality of Schwechat (AT)

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1 Introduction

The Municipality of Schwechat is located in the agglomeration of Vienna. Even if it belongs to another administrative area since 1954 (Federal State of Lower Austria), the connections between Vienna and Schwechat in the metropolitan region are always visible. On the one hand, it is important for the development and positioning of Schwechat as a municipality to have an independent progress in developing and making spatial policies and plans. On the other hand, an integrated co-operation with Vienna (City and Austrian Federal State at the same time) is more than desirable. There are already a lot of co-operations going on in this field like "SUM – Metropolitan Area Management Vienna/Lower Austria" or the PGO – East Austrian Planning Organization. These co-operations - Vienna with Lower Austria on one side, and Vienna with the surrounding municipalities like Schwechat on the other side - can be sometimes quite difficult and need special procedures and cooperation processes. This is also needed to be targeted in the development of ST/UA.

Schwechat is aiming to become (besides the industrial image) a "smart and livable city of the future" and also should be an attractive location for new companies and businesses under consideration of Vienna as the biggest competitor. New building land for housing and commercial developments (Schwechater brewery, "Industrial Park Schwechat" and the urban development area "Kugelkreuz" near motorway exit Schwechat-East) was chosen to offer new opportunities and to change the image of Schwechat to become more a knowledge and services hub.

2 Definition of the Analysis Criteria

Reaching the target of creating a “smart and livable city of the future”, certain analysis criteria have to be considered in the process of ST/UA. In the Municipality of Schwechat, it is important to include both qualitative and quantitative criteria. First is especially important to meet requirements of citizens (e.g. needs of aging population) and stakeholders which will be involved in the process.

Analysis criteria which will be considered in the process of ST/UA are:

- existing infrastructure and mobility networks, public transport, accessibility (connections, main transport infrastructure),
- evolution of demographics (aging index etc), basic socio-economic magnitudes, demands of demographic changes,
- existing strategies on brownfield regeneration, extension of building sites in the east of Schwechat, transportation (also in relationship to the Vienna International Airport),
- local institutional arrangements, responsibilities and key players,
- criteria of Strategic Environmental Assessment (SEA), nature impacts, quality of urban and natural environment (land use problems, pollution etc.)
- research and technological infrastructure (research and technological organizations; research institutes and centers; technology development centers and business promotion organizations),
- strategic plans so far are only existing for the Vienna metropolitan region.

3 Area Based Approach

Schwechat is a mid-size city in Eastern Austria, directly adjoined to Vienna, Austria's capital city. The city is home to the refineries of to the Austrian national oil company OMV. Schwechat is named after the river Schwechat, which flows through the center of town. The city subdivisions called Katastralgemeinde (Cadastre) are Kledering, Mannswörth, Rannersdorf and Schwechat. The total area measures 44.7 km² (17.3 sq mi) with 16.805 inhabitants living within the city, resulting in a population density of 321 inhabitants per km².

Schwechat profited massively from the Austrian industrialization wave of the 19th century. Many of the companies established then still existing today (like the brewery). Schwechat became a city in 1924 and was incorporated into Vienna in 1938. The city's oil refinery was a bombing target of the Allied Oil Campaign of World War II, with the southern aviation plant complex of the Heinkel firm also targeted in late 1943 and lasting through the spring of 1944. Schwechat became an independent city in 1954.

The city has committed itself to be an innovative city and to lay the foundations for its successful future by enforcing research, development and education. The most important measure in the strategy for the future is "eSchwechat.at – Schwechat's Municipal Information Society Initiative (IST)" with the aim to develop Schwechat "from a transport and industry hub to a knowledge and education hub".

3.1 Area of intervention

For the City of Schwechat, the whole municipality area is considered to be included in STATUS. As the intervention areas are affecting Schwechat as a whole.



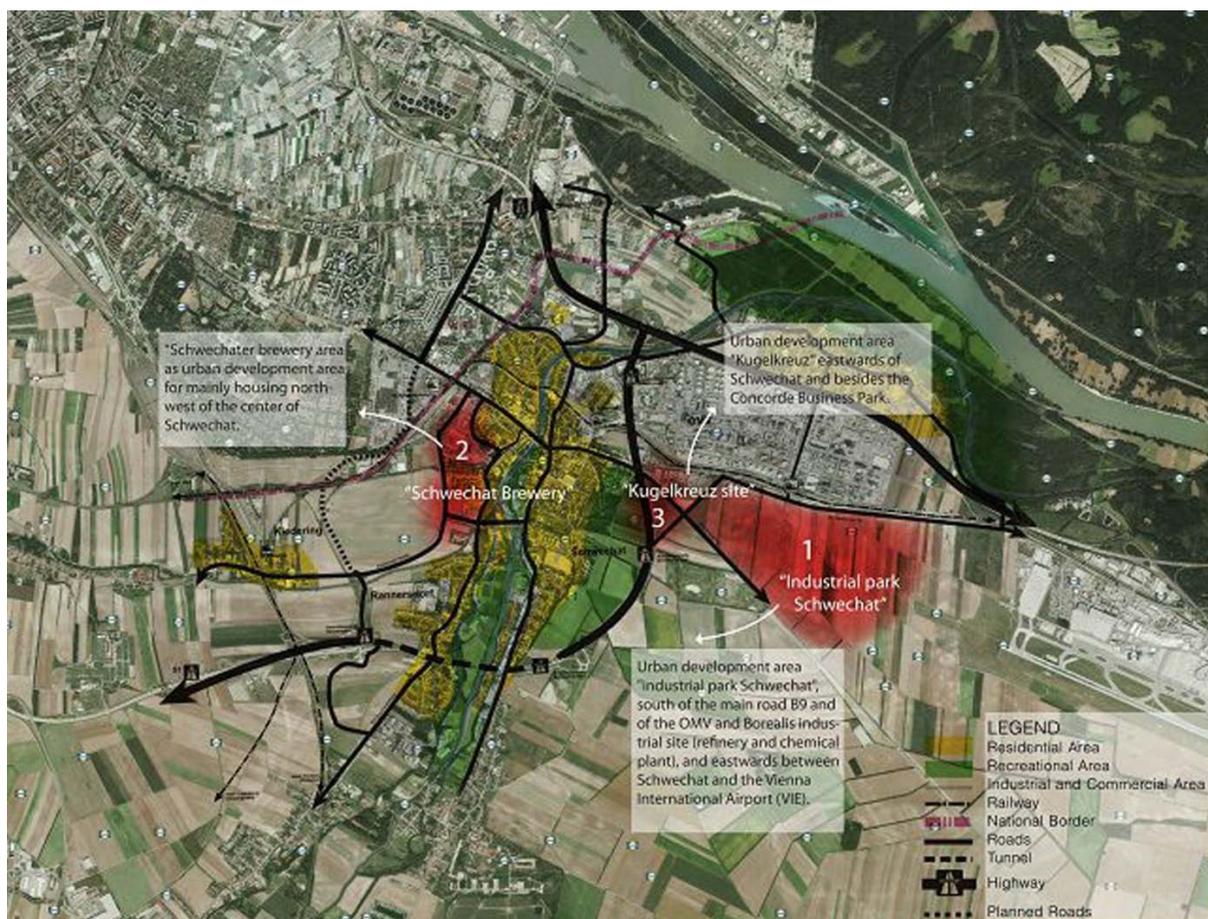
Picture 1: Municipality of Schwechat

3.2 Detailed area of intervention

Three urban development projects have to be considered in a mid-term spatial perspective, which will also have an effect on the updated transportation strategy (“Verkehrskonzept”) until 2030:

- **Schwechater brewery area** as urban development area for mainly housing and mixed-use northwest of the city center of Schwechat,
- **Urban development area "Industrial Park Schwechat"**, south of the main road B9 and of the OMV and Borealis industrial site (refinery and chemical plant), and eastwards between Schwechat and the Vienna International Airport (VIE),
- **Urban development and commercial area “Kugelkreuz”** eastwards of Schwechat and besides the Concorde Business Park and the motorway exit “Schwechat-East”.

At the “Kugelkreuz” location in Schwechat, a modern business park with sophisticated, contemporary, user-friendly architecture is foreseen in the upcoming years starting in 2013 with a new McDonald’s restaurant. This should pave the way for Schwechat’s future growth by securing mid-term future projects and jobs for mixed-type businesses, hotels, etc.



Picture 2: Intervention areas in Schwechat with short description

4 Strategic Significance of the Proposed Area

4.1 Current local policies/ plans/ strategies/ politics

The planning instruments of the municipalities on the local level are regulated in Austria in the spatial planning laws of the nine Federal States by which the municipalities are empowered to prepare their local/spatial development plans (1:10.000) and their land use plans (1:5.000) for the whole municipality area. These two kinds of plans have to be verified by the relevant Federal State. Additionally, zoning plans (1:1.000, 1:500) are made for the built up area and the being developed land. The following three plans on the local level are important and relevant for the City of Schwechat:

- **Comprehensive Spatial Development Plan** (“Stadtentwicklungskonzept”) which was already developed in 1992-1994 and is still valid to the actual urban and transportation planning process,
- **Land Use Plan** („Flächenwidmungsplan“),
- **Building Regulation Plan** (“Bebauungsplan”).

4.2 Current supra-local policies/ plans/ strategies/ politics

The City of Schwechat is located in the metropolitan area of Vienna, with direct borders southeast of the Austrian capital. Because of the status as a municipality and as a Federal State in Austria at the same time, Vienna has to fulfill the spatial planning on the local and the supra-local level in its autonomous competence. So that co-operation on the same level (Vienna with Lower Austria and the one side, and Vienna with the surrounding municipalities like Schwechat on the other side) can be sometimes quite difficult and need special procedures and cooperation processes.

Vienna and the municipalities of Lower Austria do not have a common inter-communal planning body because of political regulations, economic prosperity and rivalry between the City of Vienna and the suburban area. Regional planning and planning between the City of Vienna and the municipalities of Lower Austria are mainly based on singular projects or concepts, but there are several administrative initiatives which should facilitate the cooperation between Vienna and its surrounding municipalities, and the other supra-local and regional policies:

- **ÖROK, the Austrian conference on Spatial Planning**, is coordinating the spatial and regional planning on the national level, mainly by coordinating the sectorial plans and concepts made by individual Austrian federal ministries or the nine federal states (“Österreichisches Raumentwicklungskonzept 2011”),
- **Spatial Development Plan** („Landesentwicklungsplan Niederösterreich 2004“),
- **Urban Development Plan Vienna** which also reflects its surrounding region (“Stadtentwicklungsplan 2005”, the next plan “Vienna 2025” is in evaluation),

- **Central Places Spatial Programme of Lower Austria** (Zentrale Orte Raumordnungsprogramm Niederösterreich),
- **Regional Planning Programme of the Northern Viennas Surrounding** (Regionales Raumordnungsprogramm nördliches Wiener Umland) and strategic environmental assessment,
- **Regional Economic Action Programme** („Regionalwirtschaftliches Aktionsprogramm RAP“),
- **Action Program Area Vienna Simmering – Schwechat**,
- **Transport Concept of Lower Austria** (“Landesverkehrskonzept“),
- **Transport Concept of the Southern Vienna Region** (“Verkehrskonzept Südraum Wien”).

4.3 Economic opportunities/ problems present in the area

The Schwechat region is a very good and perfectly connected location for businesses in terms of site conditions and the existing structure of local and regional companies. There are various kinds of companies in the region like in the retail and logistics sector and in a heterogeneous structure. In addition, next to the City of Schwechat is the location of the Vienna International Airport (VIE) which offers an excellent location and business possibilities to attract more companies. This one of the major goal in the development concept called “Schwechat 2030”.

The City of Schwechat has a high tax income in proportion to their population, mainly due to that many local businesses like the Vienna International Airport, the OMV refinery, the Borealis chemical plant, the Schwechater brewery and other small and medium enterprises (SMEs). Because of that also the unemployment rate in the Schwechat region is below the average of Lower Austria and below the whole Austria.

4.4 Socio-cultural opportunities/ problems present in the area

As a cultural opportunity, the identity of Schwechat as an industrial city can be considered, which is also kind of an image of the city in Austria as a whole, rooted in the minds of Schwechat’s population. Creating a new image as “knowledge and services hub” is still a challenge in Schwechat.

Additionally, there is a need for awareness of the demographic changes and the ageing population in Schwechat – even if there are some initiatives like the Living Lab and cooperation with a nursing home for the elderly in Schwechat. This also leads to the problem of providing an adequate accessibility and public transport all over the Municipality of Schwechat for answering the demand of demographic changes.

4.5 Environmental/ landscape resources of the selected area

As the last big flooding in Austria in June 2013 has shown, flood protection in times of climate changes (overall strategy together with Vienna and the towns along the river Danube) will play a more important role in Schwechat.

There is also a lot of natural and landscape resources of high value, and different kind of cultural heritage, spread in the rural areas in and around Schwechat (like the Roman heritage “Ala nova” and the national park “Donauauen/Danube Wetlands”) which have to stay protected. Because of these projected areas, building developments are limited. Environmental effects caused by the refinery and the airport have to be also considered.

5 SWOT Analysis

5.1 SWOT analysis for the whole area of intervention

Table 1: SWOT analysis for the whole area of intervention

	Strengths	Weaknesses
Location	<ul style="list-style-type: none"> “4-modal international transport hub” (trains – motorways – Danube) and its outstanding location factors close to Vienna 	<ul style="list-style-type: none"> Schwechat benefits from its unique location, but at the same time it hinders the potential for its independent development from the City of Vienna directly besides Schwechat in the northwest
Accessibility	<ul style="list-style-type: none"> the A4 and S1 motorways serves as major parts of the Trans-European-Infrastructure Network (TEN); Vienna International Airport (VIE) 	<ul style="list-style-type: none"> trains timed sequence only every 30 mins and busses very unregularly no direct train connection from the airport to other towns/ cities and to the main station in Vienna
Infrastructure	<ul style="list-style-type: none"> still large land reserve according to the zoning plan offer a big potential for housing and commercial buildings in the Municipality of Schwechat 	<ul style="list-style-type: none"> problems with the further mobilization of building land (special legislations on air traffic and new infrastructure projects in the region)
Population, demographic changes and social processes	<ul style="list-style-type: none"> growing population rate (from 2002 untill 2012 ca. 13,9%) 	<ul style="list-style-type: none"> demographic changes: more elderly people and less young people (between 0-19 years: 20,2% between 20 -64 years: 60,7 8%; between 65-85 years: 16,7; 85+ years: 2,5 %)
Natural resources	<ul style="list-style-type: none"> green space supports its high quality of life tradition brownfield regeneration is already on the way on some locations in Schwechat (e.g. Brewery Schwechat) 	<ul style="list-style-type: none"> natural geographical barriers for the further development of settlement areas are: the Danube Wetlands National Park which can be seen as an obstacle to the expansion towards the north expanding infrastructural facilities such as the Vienna International Airport or highways as larger barriers within the region environmental effects caused by the refinery and the airport
Cultural heritage	<ul style="list-style-type: none"> Roman cultural heritage sites (Ala nova) 	<ul style="list-style-type: none"> no marketing strategy for cultural heritage sites and no tourism related to it
Economy	<ul style="list-style-type: none"> local taxes make Schwechat an above-average community in 	<ul style="list-style-type: none"> strong dependence on airport and the biggest companys

	<ul style="list-style-type: none"> financial terms city's political willingness for further improvement concerned jobs and housing location of several nationwide leading companies, such as the OMV refinery, Austrian Airlines, the Vienna International Airport and the Borealis chemical plant the OMV refinery is the biggest oil company in central Europe, and is an integrated international oil and gas company in CEE and SEE with group sales of more than € 42 billion and a global workforce of around 29,000 (2012) the Borealis plastic production company is Europe's second largest producer of polyethylene (PE) and polypropylene (PP) with 5.300 employees 	<ul style="list-style-type: none"> lack of ICT companies
Unemployment	<ul style="list-style-type: none"> the unemployment rate is under average (Austria 7%; Schwechat 6,8%, source: Statistik Austria) 	<ul style="list-style-type: none"> dependence from big companies and Vienna
Tourism		<ul style="list-style-type: none"> tourism doesn't play an important role, only relevant in relation with Vienna
Social infrastructure	<ul style="list-style-type: none"> high share of community and subsidized housing (both rental and ownership) 	
Quality of living	<ul style="list-style-type: none"> extensive sport and leisure facilities (Multiversum Schwechat, Football and Athletic Stadium, Public Swimming Bath indoor and outdoor) Danube wetlands National Park within the city boundaries of Schwechat offers good leisure opportunity for the citizens and are an important refuge area for many species of endangered plants and animals 	<ul style="list-style-type: none"> air pollution caused by the airport, surrounding highways, the OMV refinery and Borealis chemical plant traffic, noise and emissions are leading to some negative impacts on quality of life of the citizens of Schwechat, the local government tries to prevent the neighborhoods as much as possible
Other	<ul style="list-style-type: none"> political stability 	<ul style="list-style-type: none"> lack of cooperation with other much smaller municipalities in the airport region of Schwechat
	Opportunities	Threats/Risks
Location	<ul style="list-style-type: none"> the location of Schwechat between the two capitals Vienna and Bratislava and their aspirations for a closer cooperation in the future is also the chance for a stable growth in Schwechat 	
Accessibility	<ul style="list-style-type: none"> the expansion of the Vienna International Airport more into an Airport City – in parallel to the planned third runway - promises for a successful growth, in terms of new 	

	job development, real estate & construction, service sector, entertainment, and even in population	
Infrastructure	<ul style="list-style-type: none"> continuing industrial, office and housing developments not too high costs on the real estate market although because of its so close location to Vienna 	<ul style="list-style-type: none"> bankruptcy of the leading company for the railway extension from the airport to the Vienna main station
Population, demographic changes and social processes	<ul style="list-style-type: none"> living lab and others for elderly people 	<ul style="list-style-type: none"> demographic changes can mean more elderly people in the city and in the region, so the city has to attract more young families and people on a regular basis and to provide enough housing locations for them
Natural resources		
Cultural heritage	<ul style="list-style-type: none"> Roman sites can be more attractive to visitors, close to Vienna 	
Economy	<ul style="list-style-type: none"> Schwechat has an access to international markets and it offers also the chance that in the surroundings of the airport More national and international companies settle there (e.g. logistics companies) to profit from that good national and international accessibility further expansion of the Vienna International Airport could mean more jobs and therefore more local tax income) for the City of Schwechat 	<ul style="list-style-type: none"> dependence from the big existing companies like OMV, airport, Austrian Airlines, etc.
Unemployment	<ul style="list-style-type: none"> huge employment potential because of the closeness to Vienna and the high share of mainly daily commuters 	
Tourism	<ul style="list-style-type: none"> Schwechat belongs to the Leader region "Römerland Carnuntum" which has some high potential for future tourism marketing along the Danube river between the City of Vienna and the border to Hungary and Slovakia 	
Social infrastructure	<ul style="list-style-type: none"> regional educational location on different levels of schools 	
Quality of living	<ul style="list-style-type: none"> restoration, renaturation and further development of the flood control system of additional parts of the rivers in the direction to the common border with Vienna in the west which could become an even more important recreational area for Schwechat and its citizens 	<ul style="list-style-type: none"> the expansion of the Vienna International Airport can also mean more traffic, noise and pollution, and less available space for the further developments of Schwechat
Other	<ul style="list-style-type: none"> regional cooperation on different 	

levels (SUM, Dialogforum, ...etc.)

5.2 Detailed SWOT analysis of projects areas

SWOT analysis for the 3 intervention areas:

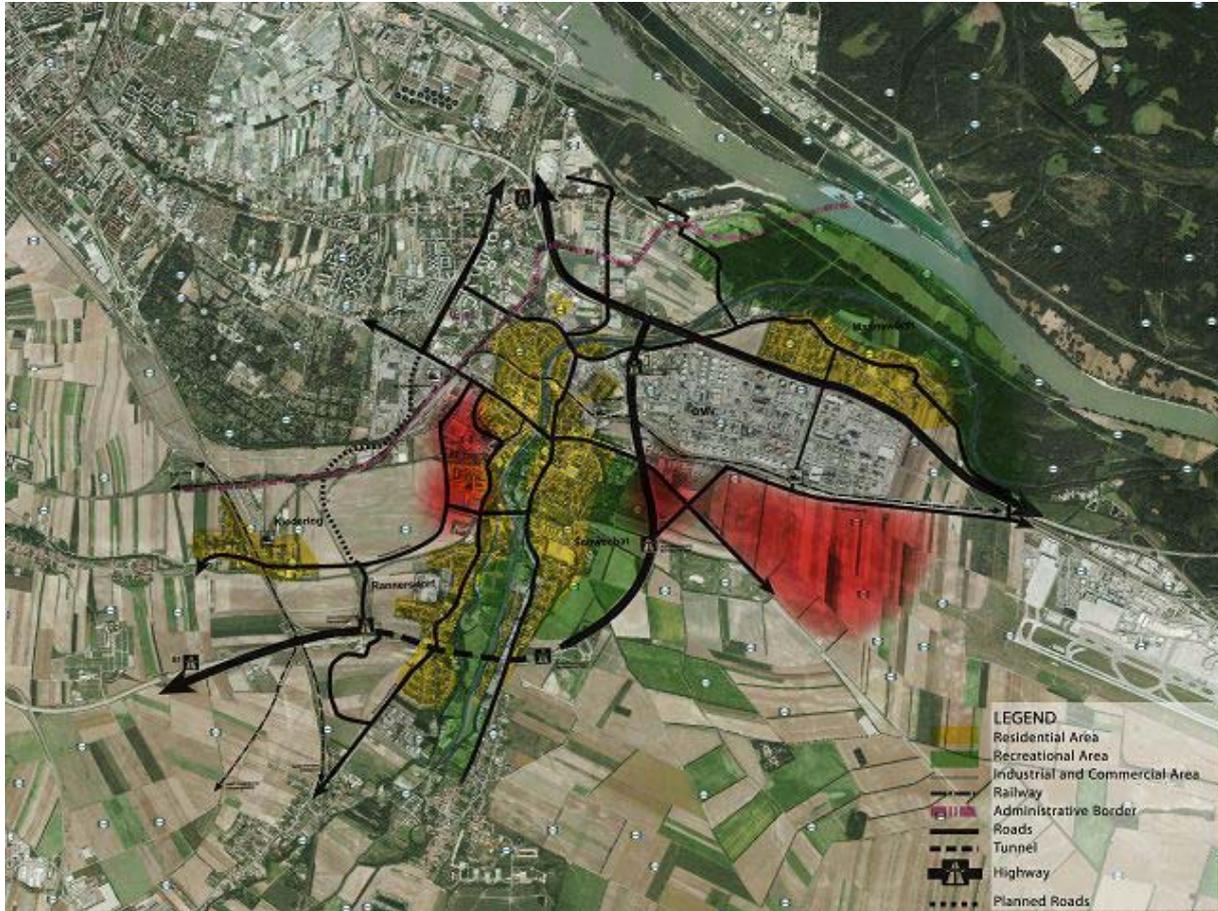
- **Schwechater brewery area,**
- **Urban development area "Industrial Park Schwechat",**
- **Urban development and commercial area "Kugelkreuz".**

Table 2: SWOT analysis of detailed areas of intervention

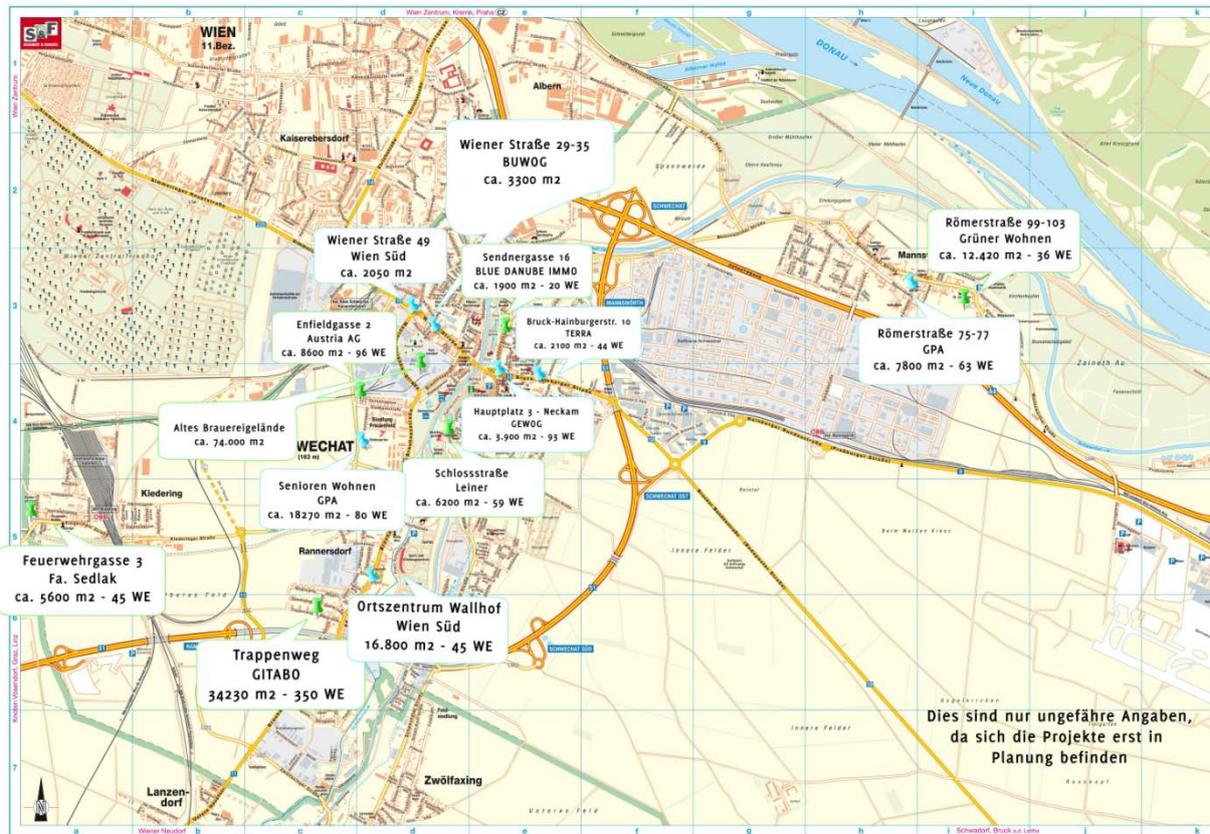
	Strengths	Weaknesses
Location	<ul style="list-style-type: none"> • Kugelkreuz and Industrial Park are close to the Trans-European-Infrastructure Network and airport: good location for business and commercial developments • Schwechat brewery: close to the center and its related facilities: good location for residential housing. 	<ul style="list-style-type: none"> • Kugelkreuz and Industrial Park: weak access to the local public transport system (bus and train)
Accessibility	<ul style="list-style-type: none"> • Vienna International Airport (VIE) • A4 & S1 motorway connections which serves as major parts of Trans-European-Infrastructure Network (TEN) • main road B 10 • good access to public transport (commuter train stops Schwechat & Kaiserebersdorf; bus stops at Alanovaplatz & Volksbank for many local and regional busses) • bikesharing 	
Infrastructure		<ul style="list-style-type: none"> • providing of enough parking spaces (not too much on street level) • higher infrastructure costs for Schwechat
Population, demographic changes and social processes	<ul style="list-style-type: none"> • revitalisation of former brownfield areas • continuous population growth from 16.700 to 20.000 people 	<ul style="list-style-type: none"> • acceptance in the population of new intervention areas (costs money, causes noises and more traffic) • connection to other settlement areas of Schwechat
Natural resources		<ul style="list-style-type: none"> • use of green fields & good agricultural land • air pollution and noise caused by more traffic
Cultural heritage		
Economy	<ul style="list-style-type: none"> • Jobs and income • new housing projects (subsidized & free market; rental & ownership) 	
Unemployment		
Tourism		
Social infrastructure	<ul style="list-style-type: none"> • establishing enough affordable 	

	<ul style="list-style-type: none"> housing for everybody new living / development on old industrial brewery location 	
Quality of living	<ul style="list-style-type: none"> extensive green space, sport and leisure facilities (Multiversum Schwechat multifunctional arena, Stadium, Swimming Bath) providing enough green space close to the new housing areas connection to exiting green spaces & natural resources 	<ul style="list-style-type: none"> traffic jams at peak morning & afternoon hours
Other	<ul style="list-style-type: none"> new image for Schwechat 	<ul style="list-style-type: none"> right mixture of households (from Schwechat & region) no identification or profiling for other citizens in Schwechat
	Opportunities	Threats/Risks
Location		
Accessibility	<ul style="list-style-type: none"> Extension of public transport, e.g. more commuter trains & national train connections with the new train station at the airport and the new central train station in Vienna; possible tram line extension from Vienna to Schwechat; new organization of public transport in the whole airport region 	
Infrastructure		
Population, demographic changes and social processes	<ul style="list-style-type: none"> Schwechat brewery side is attractive for families because of the promixity to the center, education facilities, public transport. 	<ul style="list-style-type: none"> demographic changes migration from inside Austria as well as from other EU countries providing of enough affordable housing for both, people and young families from Schwechat as well as for households moving from the region to Schwechat
Natural resources		
Cultural heritage		
Economy	<ul style="list-style-type: none"> further investments in education infrastructure, kindergarten, senior residence center in new housing projects as well as in the renovation of the existing municipal housing stock 	
Unemployment		
Tourism		
Social infrastructure	<ul style="list-style-type: none"> new education facilities 	
Quality of living		<ul style="list-style-type: none"> growing air pollution and noise from the increase of traffic (cars and trucks) in this quite dynamic airport region
Other	<ul style="list-style-type: none"> more independent development from Vienna 	<ul style="list-style-type: none"> dependence from Vienna and the airport region on needed new labour force growing commuting numbers

6 Spatialisation



Picture 3: The 3 intervention areas in Schwechat (marked in red) where developments are foreseen.
Own graphic



Picture 4: Other potential development land and smaller social housing projects in the Municipality of Schwechat
Source: City of Schwechat

More thematic maps will be developed during the 3 stakeholder workshops in Schwechat in December 2013, February 2014 and June 2014.

7 Conclusions

The main issue to which the actions of the proposed Strategic Territorial Agenda (STA) will be targeted is of the development of un-built land. The main issues to consider in agendas are basically framed by the following aspects:

- realisation of plans, policies and projects by involving the relevant citizens and local stakeholders of Schwechat based on participatory approach;
- independent development of Schwechat besides Vienna and at the same time more cooperating with Vienna and the surrounding metropolitan region (look beyond the administrative borders),
- creating a unique identity for Schwechat as a “livable city of the future for everybody”, improving quality of life within the city,
- smart and sustainable solutions on buildings, accessibility and involvement.

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