

**New urbanism – new mobility  
a chance to avoid traffic  
the development of the “Rosensteinviertel Stuttgart“**



# Motivation

## LivingLab BW<sup>e</sup> mobil

Research project for the development of a new mobility concept

## Christoph Welz

Architect

Responsible for the houseplanning and projectmanager mobility

## Siedlungswerk GmbH Wohnungs- und Städtebau

Owner of more than 5.000 apartments

Administrator of more than 23.000 apartments

New building of more than 400 apartments every year

The Siedlungswerk is one of the leading property developer in Baden-Württemberg, the social and ecological responsibility is part of our statement



**But why should we care about mobility?**

## Motivation



Mobile



Not mobile

## Motivation



Pollution



Noise



Parking

## Questions

### Mobility behaviour



### Energy



### Organization





## Mobility behaviour

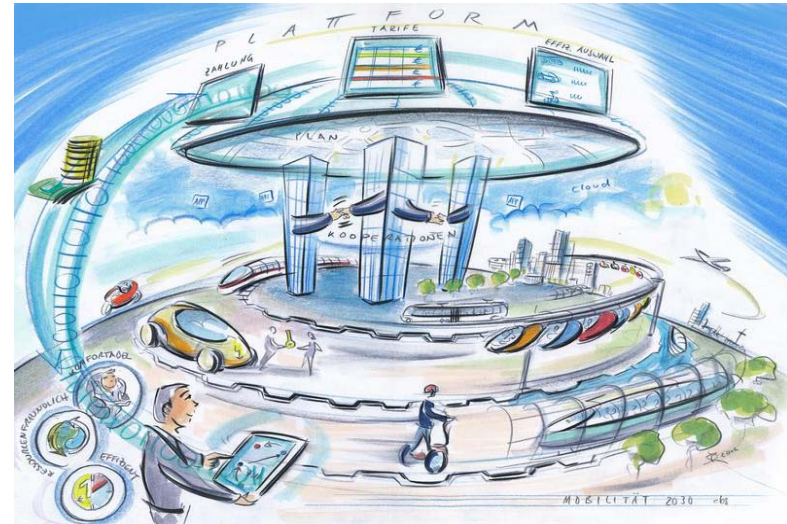


## Mobility behaviour

### Car city



### Networked mobility





## Mobility behaviour

*Leihen statt kaufen,  
nutzen statt besitzen*



*Kollaborative Ökonomie /  
collaborative economy*

**Nutzen ist wichtiger als Haben**

Weltgrößte Computermesse Cebit zeigt, wie Wissen und Waren geteilt werden können



*LOHAS Lifestyle of Health  
and Sustainability*



*vom Konsumenten  
zum Prosumenten*

Das Thema Nutzen statt Besitzen ist  
spannend und hat im Grunde nichts mit  
Verzicht zu tun. Im Gegenteil, es ist cool.



*Access:  
Zugang  
schaffen*

**Karte für totale Mobilität**

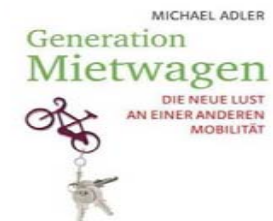
Startschuss für „Stuttgart Services“ – Einheitliche Verkehrs-Chipkarte

*Stadt für alle – Universal Design*

*Mobilitätsdienstleistungen statt Autos*



«Die Auto-Emotionen sind passé»



lockom



## Mobility behaviour

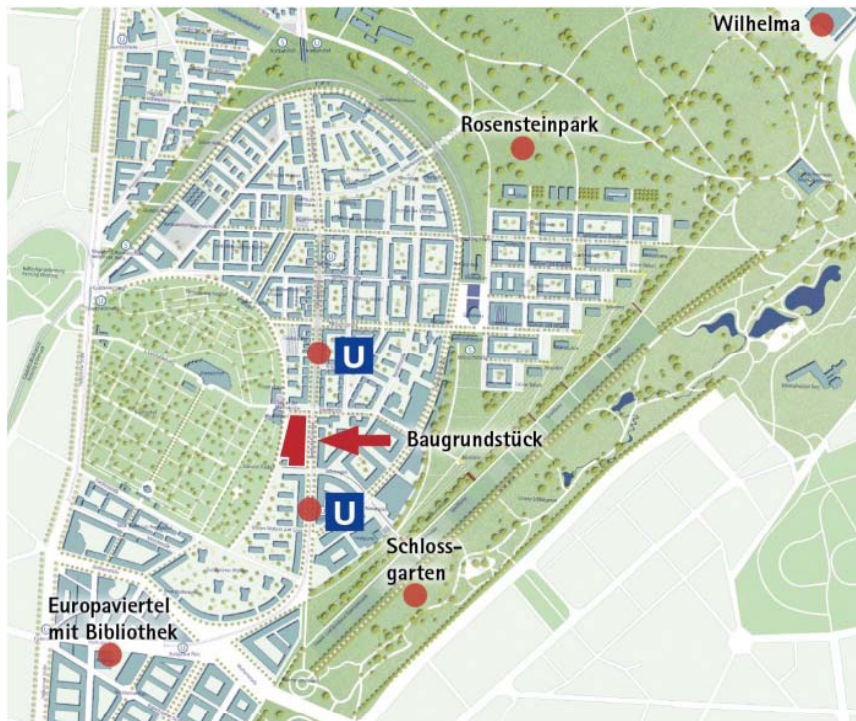
## Facts

- Back to town – living centrally and comfortably
  - Short distances to work, culture, shopping...
  - Residents enjoy a beautiful environment
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- 
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- 
- Motor vehicles per 1000 habitants Stuttgart city  
1995: 349                                          2012: 285
  - 22 % of the youngsters can imagine a life without their own car
  - 70 % of all ways covered in Stuttgart are under 10 km long

## The project



## The project



New urban residential area in the heart of Stuttgart

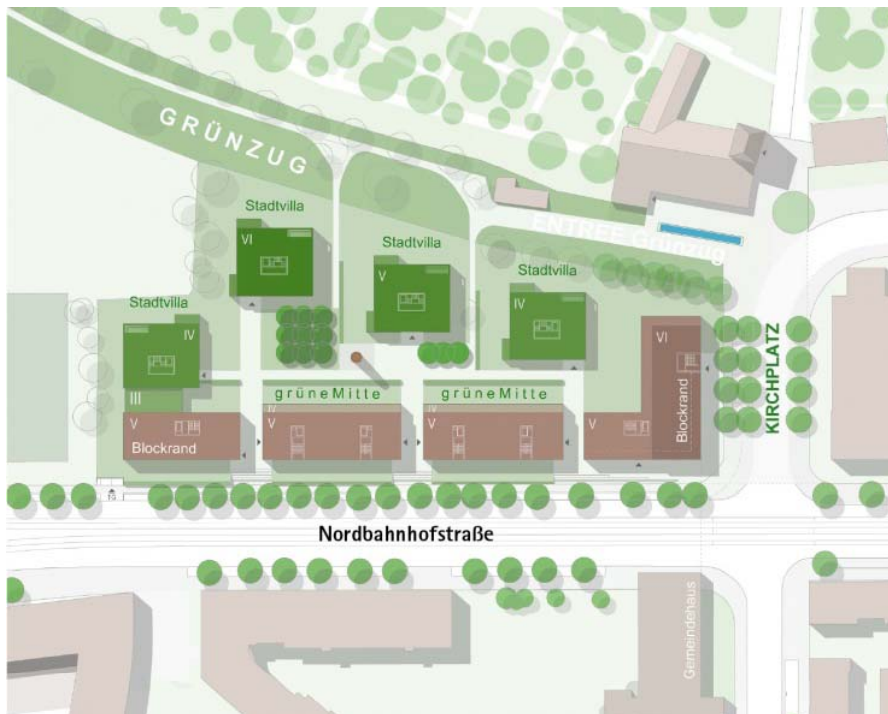
Industrial area in the past

Now short ways to

- A lot of jobs
- Public transport
- Shopping area
- Rosensteinpark



## The project



New urban residential area for about 400 people as a first step and more than 1.000 people as a second step

## The project

### Mobility

Public transport

Carsharing stadtmobil

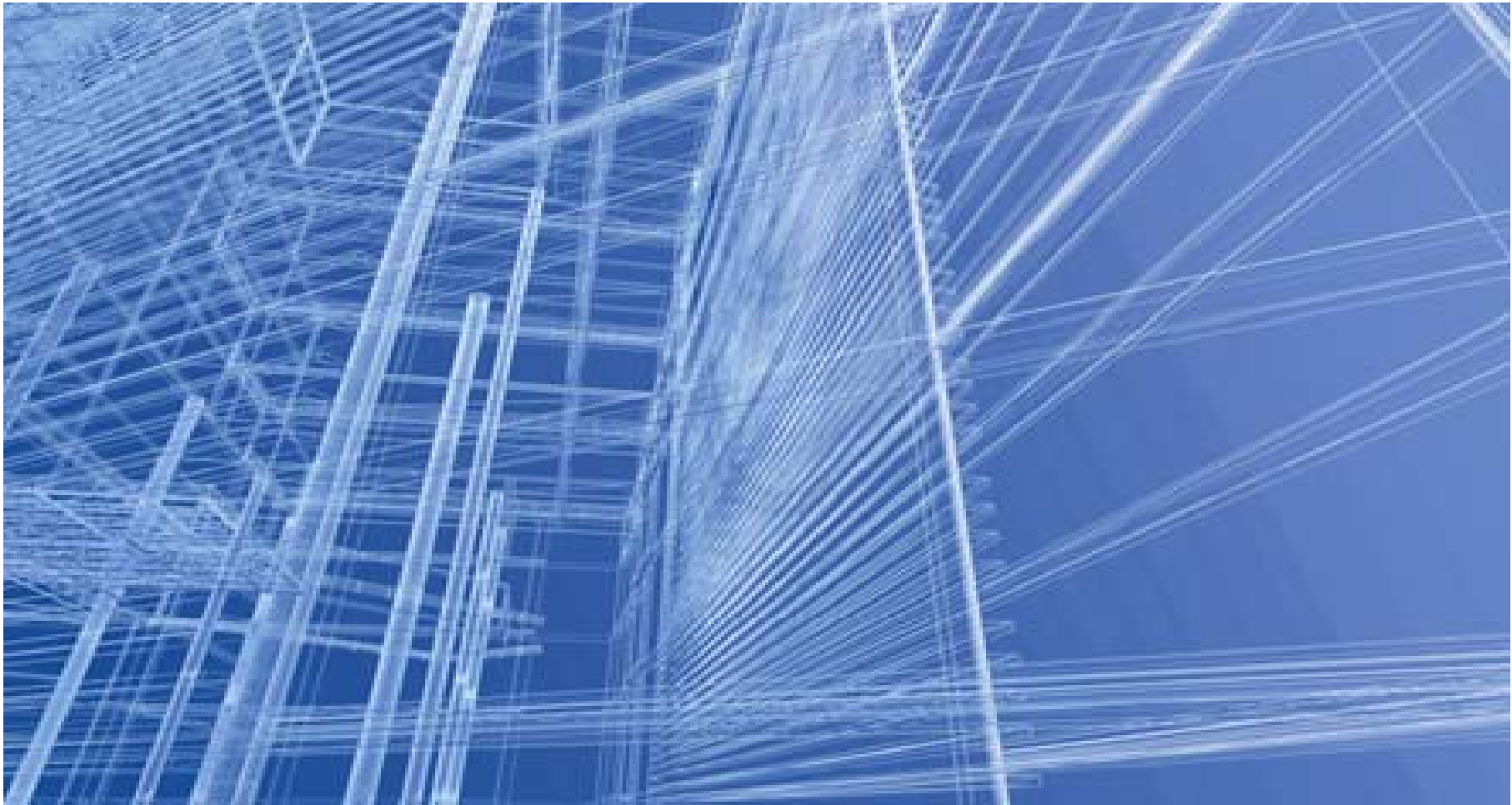
Carsharing car2go

Pedelec

Pedestrian



## Organization





# Energy



## Future



# THANK YOU

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