

STUTTGART AS LABORATORY FOR MOBILITY

Reflexions from the project 'CASA SCHÜTZENPLATZ'



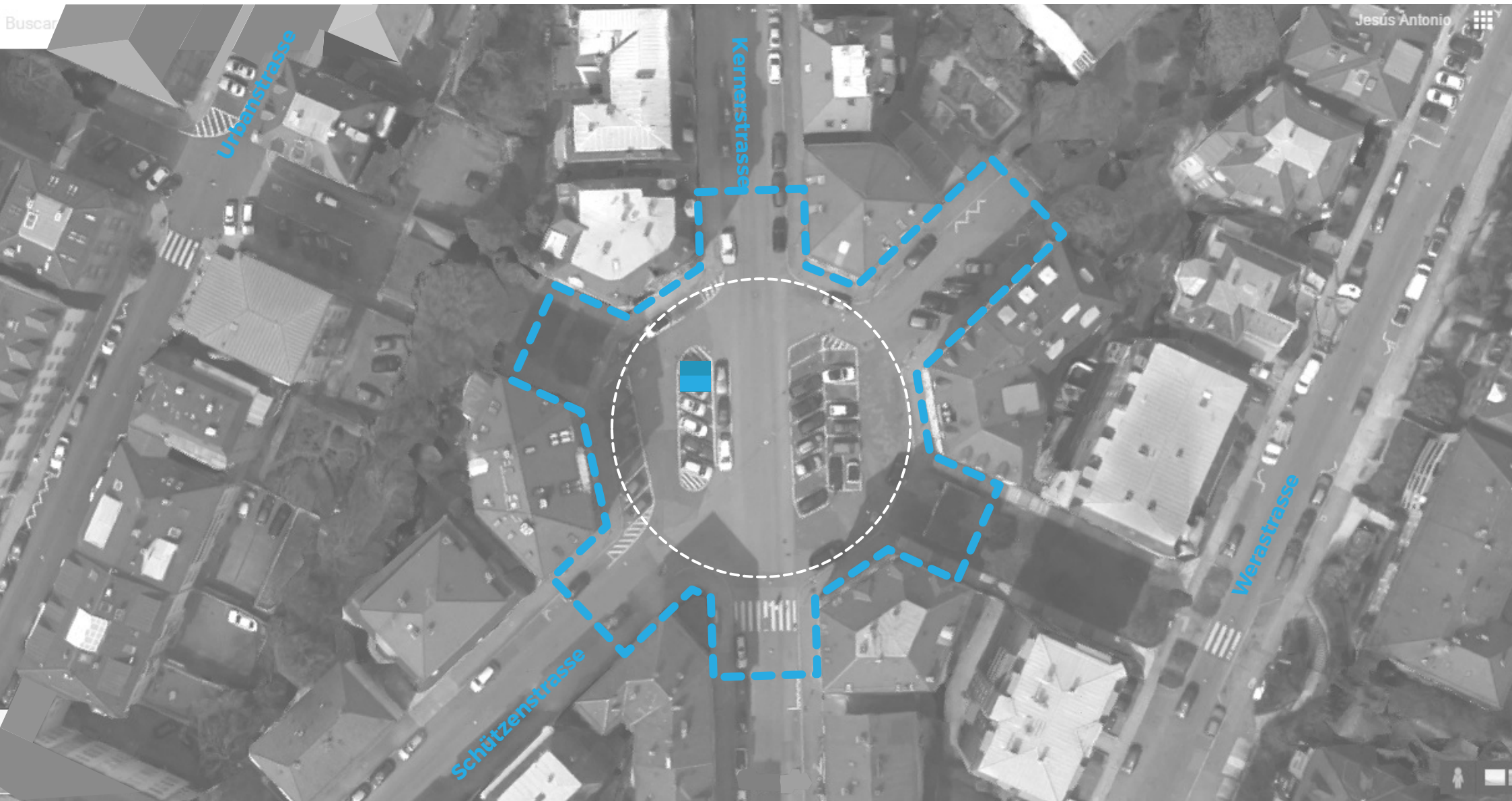
Jesús Martínez Zárate

'Cities for Mobility' International Congress
18th June 2018. Stuttgart, Germany

LOCATION IN THE CITY



CONTEXT IN SCHÜTZENPLATZ



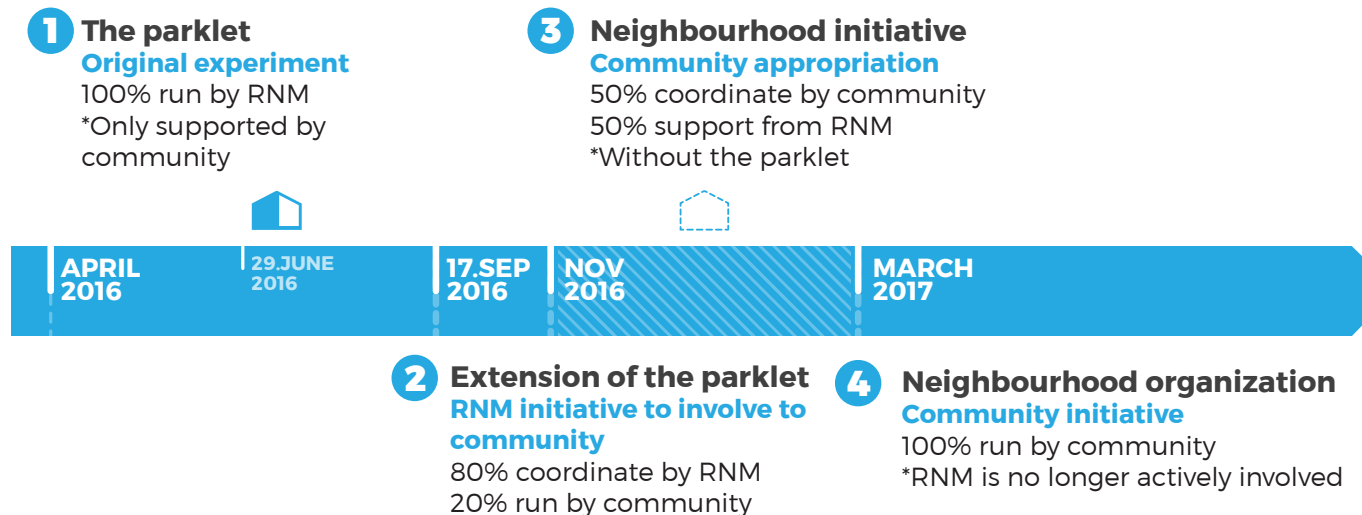
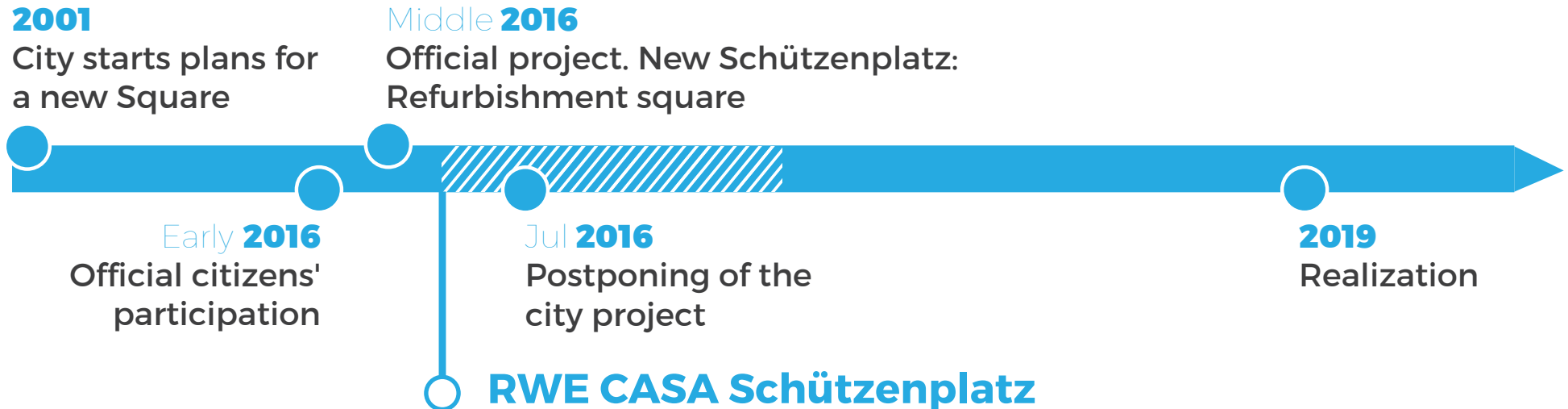
SCHÜTZENPLATZ , 2016



SCHÜTZENPLATZ , 2017



STORYLINE - PUBLIC SPACE AND PROJECT 'CASA SCHÜTZENPLATZ'



METHODOLOGY

Two different types of approaches:

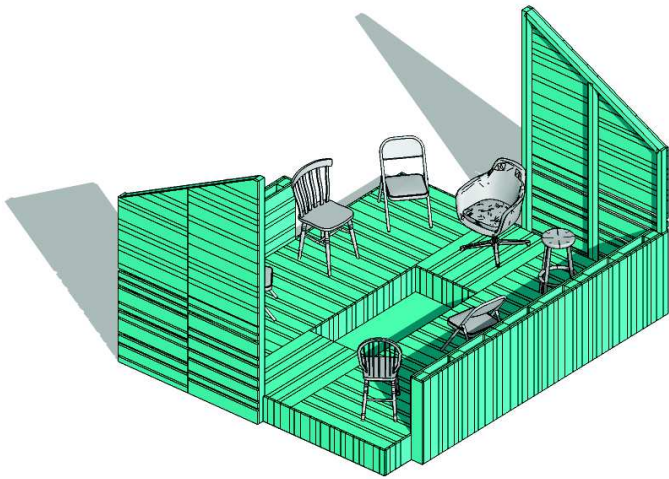


**TEMPORARY INTERVENTION
IN PUBLIC SPACE**

THE PARKLET 'CASA'

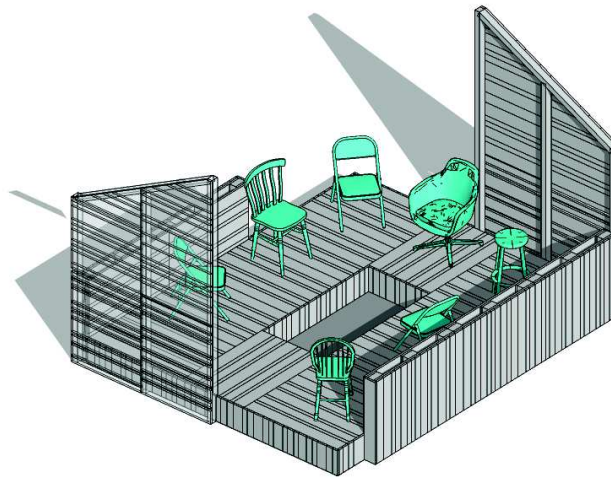


FEATURES OF THE PARKLET ACCORDING TO PUBLIC SPACE DESIGN



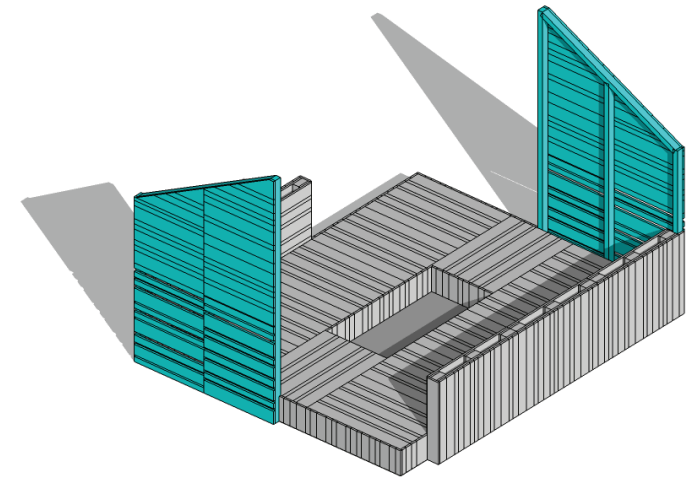
1. SECURE

Perspective + protection + privacy



2. FLEXIBLE

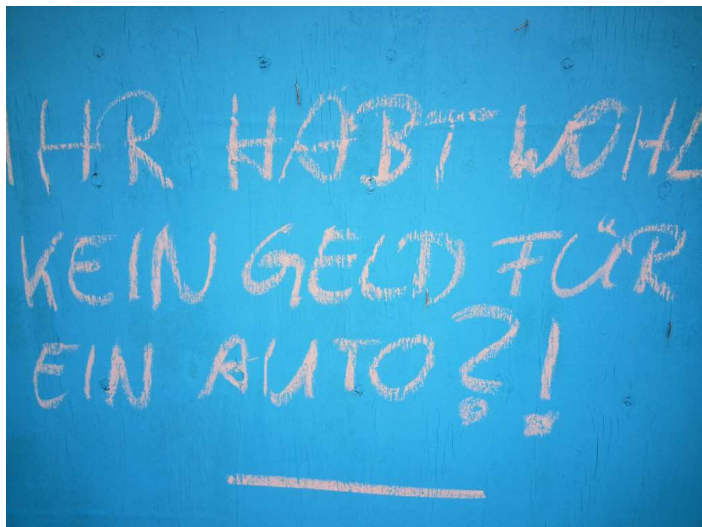
Movable furniture allow
different uses



3. INTERACTIVE

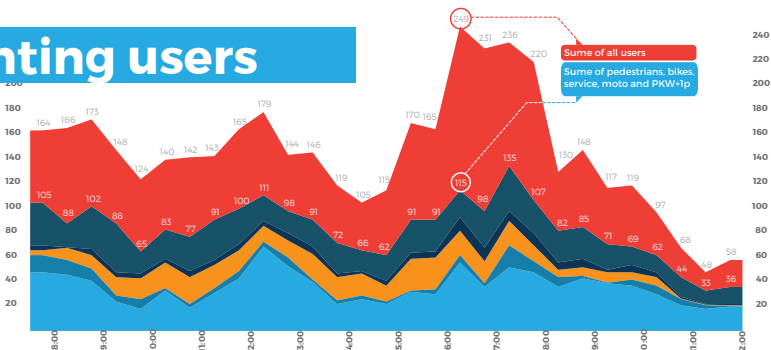
Walls as communication
channel

INTERACTION = COMMUNICATION



EXPERIMENTS WITHIN THE EXPERIMENT

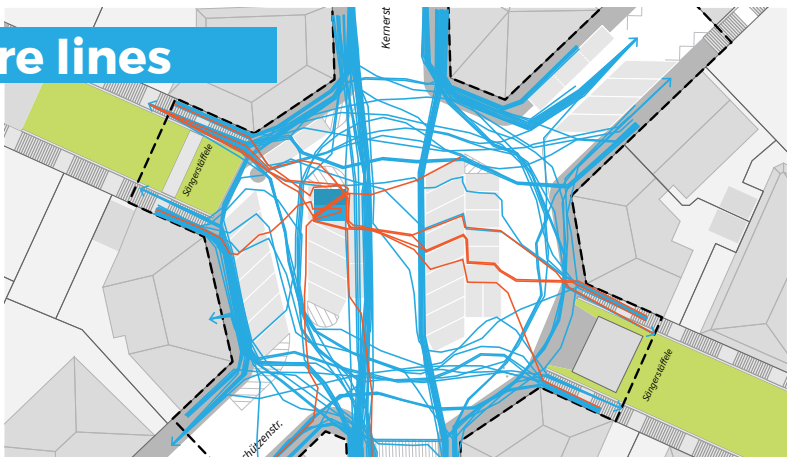
Counting users



Brunch to workshop

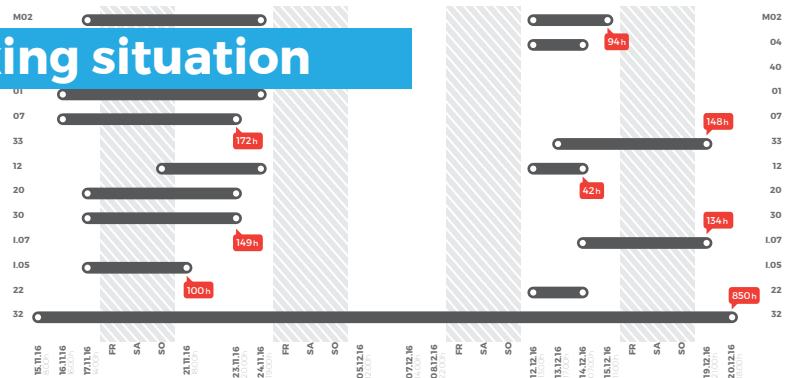


Desire lines



Interactive boards

Parking situation



Park(ing) day



Summer school

EXPERIMENT. FROM BRUNCHES TO WORKSHOPS



Informal gathering - July 2016



Informal interview - August 2016



Round table - September 2016



Workshop - October 2016

EXPERIMENT. FROM BRUNCHES TO WORKSHOPS

Discussions and Feedback



EXPERIMENT. FROM BRUNCHES TO WORKSHOPS

-Regular meet-ups helped to:

-counter the heavy criticism on the project.

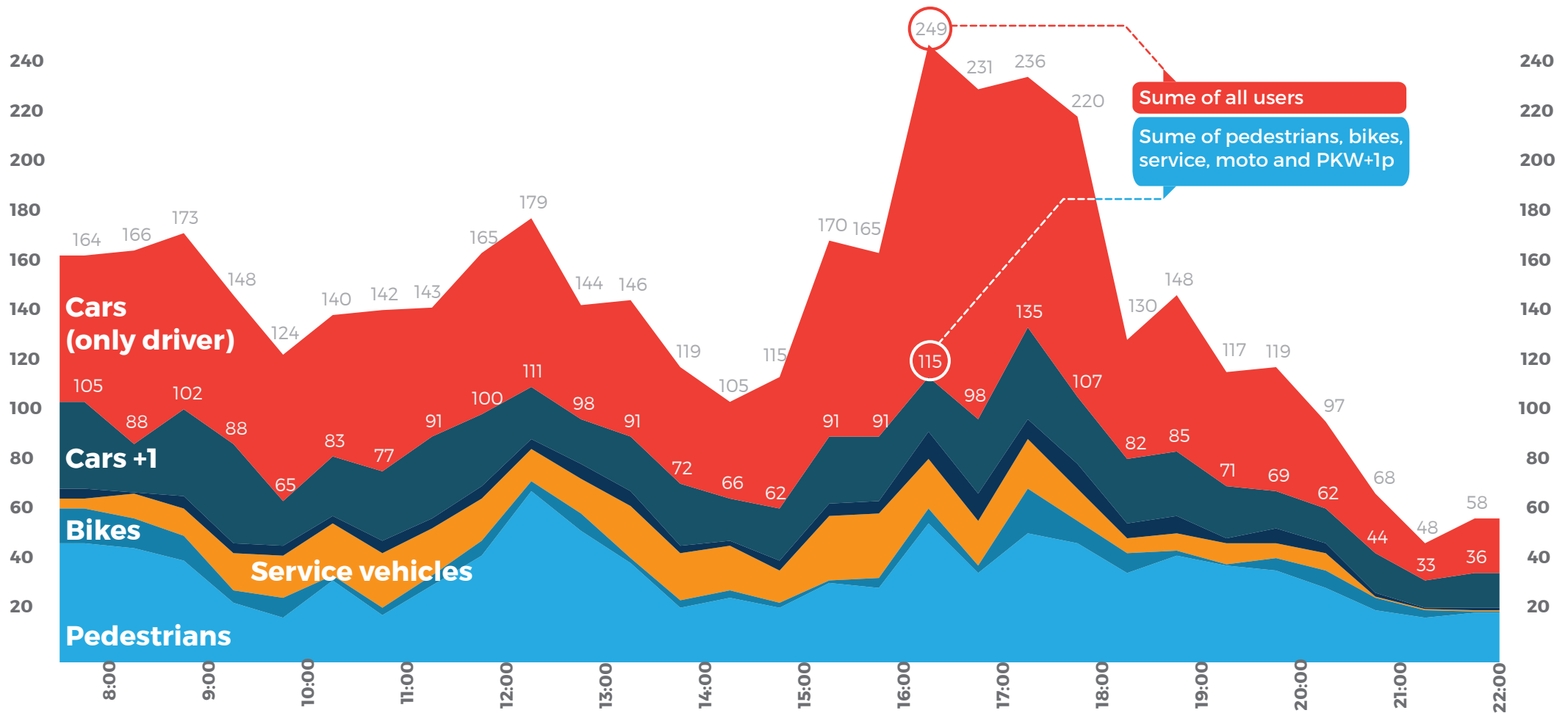
-to engage and enhance an active community in a slow-development process.

-The chance to **tackle regularly the topic** of the square's design on every brunch kept it vivid in the mind of the community.

-Conversations during brunches about the situation on the square helped to **set the metrics for the later experiments.**

PUBLIC LIFE ANALYSES

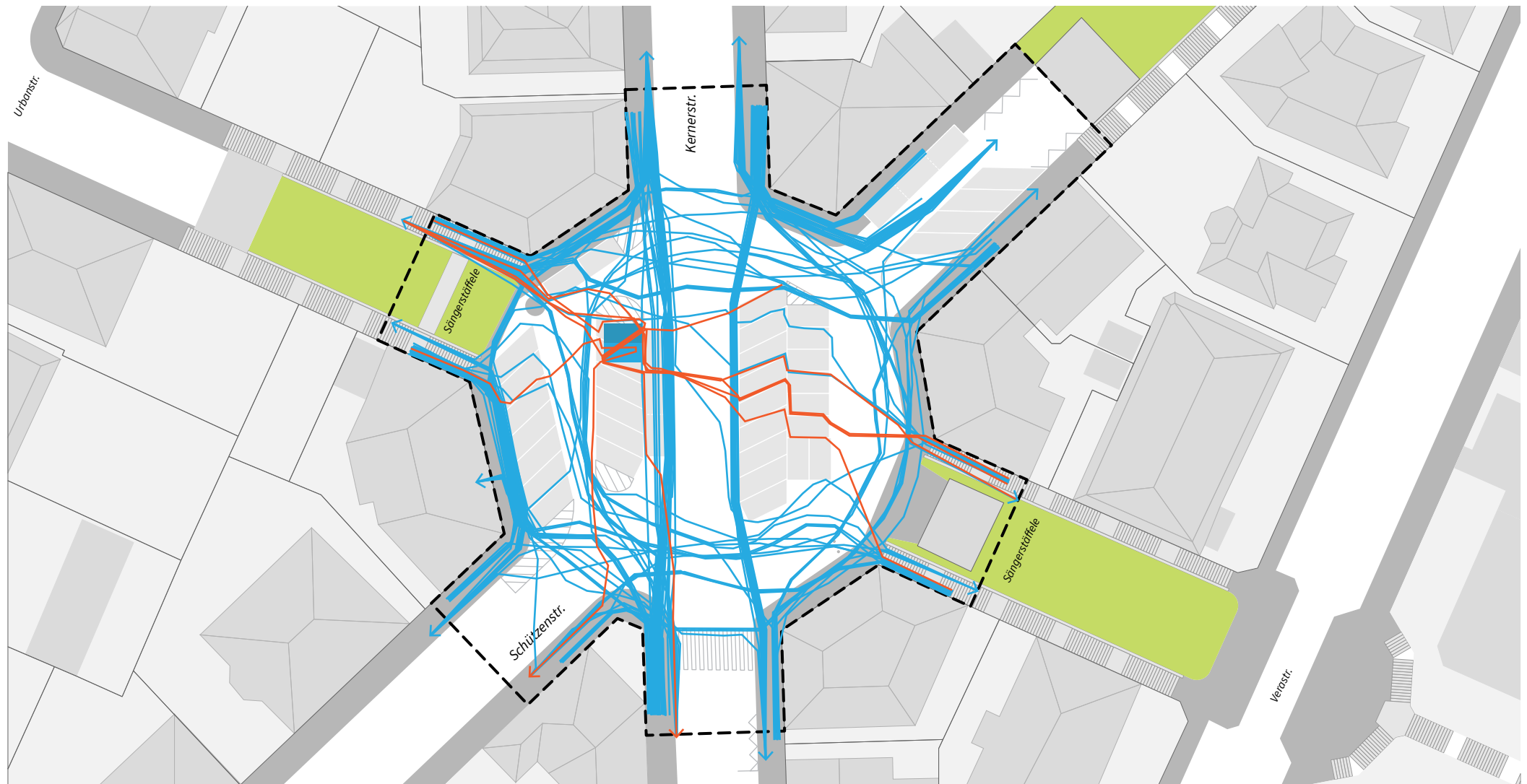
COUNTING USERS CROSSING SCHÜTZENPLATZ



1. VEK 2030 - Das Verkehrsentwicklungskonzept der Landeshauptstadt Stuttgart. Stuttgart 2015 // 2. APA-Grafik Modal Split, Wiener, Wien 2010 // 3. Urban Transport Benchmarking Initiative Year Three, Annex A1. Common Indicator Report 2006-2012. Barcelona 2012
 4. Beijing Transport Report 2005. Beijing Yearbook 2011. Beijing 2011 // 5. Travel survey of Bogota and the Region 2008 (in Spanish only, Observatorio de Movilidad de Bogotá y la Región, Cámara de Comercio de Bogotá), Colombia 2008
 6. Chicago Regional Household Travel Inventory: Mode Choice and Trip Purpose for the 2008 and 1990 Surveys, Chicago Metropolitan Agency for Planning, Chicago 2008

PUBLIC LIFE ANALYSES

DESIRE LINES



Desire lines Schützenplatz

118 pedestrians. Weekday 26.08.16 from 18:00 - 19:30

Temp. 33°

PUBLIC LIFE ANALYSES

- **Perceptions have become hard data:** feelings of apprehension, loudness, and unrest in public space have now turn into numbers.
- Data generated could be used as **metrics to improve public space.**
- These results have become the **principal argument towards city authorities.**

EXPERIMENT. PARK(ING) DAY STUTT GART



16.September 2016 - Occupaying half a square for a Neighborhood-fest

EXPERIMENT. PARK(ING) DAY STUTT GART



EXPERIMENT. PARK(ING) DAY STUTTGART

- To scale up the potential uses for public space** by testing different activities. Neighbours could experience the friendliness of their public space.
- For many it was the **first opportunity to actually spend time on the square**. Further interactions unfolded from this day.
- The international format **increased the social reach of the action**.
- Previous smaller events **'prepare' the community for this bigger commitment**.

REFLEXIONS

- The **community obtained legitimacy in front of authorities** as a competent [local] knowledge source.
- Appropriation and facts** are those arguments the community can use to empower themselves as a trustworthy stakeholder.
- Levels of participation and appropriation** achieved in the neighbourhood are increasing the chances for Schützenplatz to become an active public space in the future.
- As bottom-up process, can meet halfway with a top-down process initiated by the city.

SCHÜTZENPLATZ , 2017



Thank you

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<https://schuetzenplatz.net>
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