

# STUTTGART AS LABORATORY FOR MOBILITY

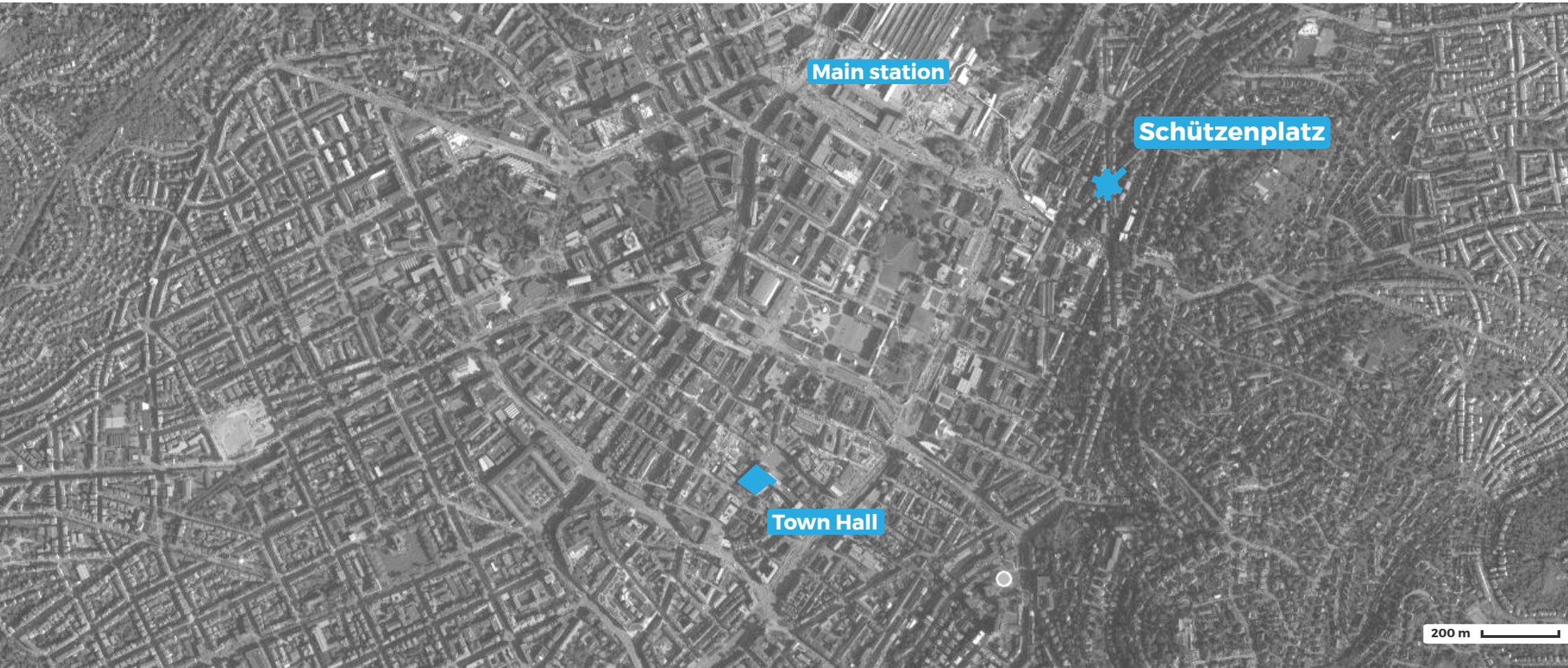
## Reflexions from the project 'CASA SCHÜTZENPLATZ'



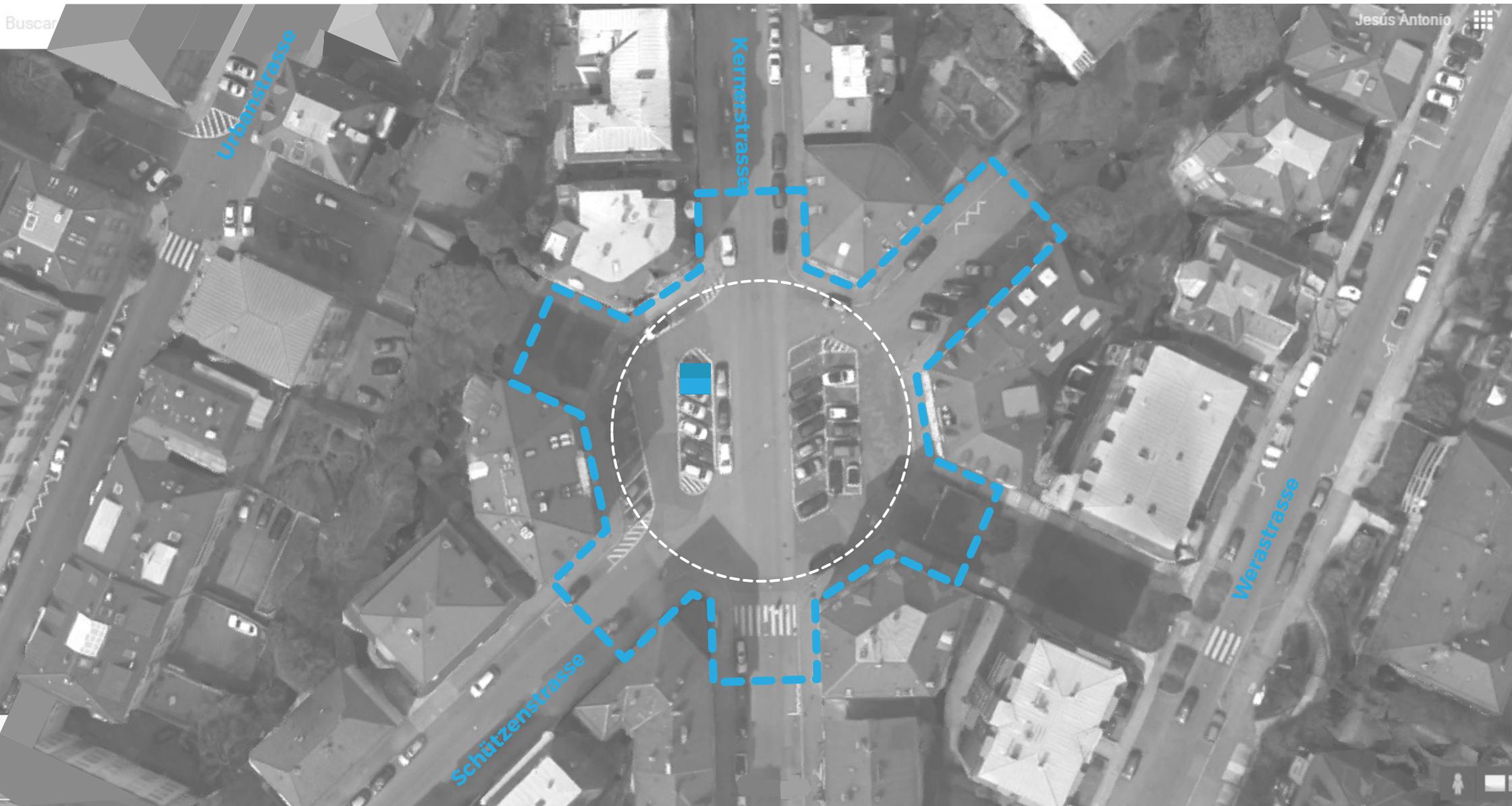
Jesús Martínez Zárata

'Cities for Mobility' International Congress  
18<sup>th</sup> June 2018. Stuttgart, Germany

# LOCATION IN THE CITY



# CONTEXT IN SCHÜTZENPLATZ



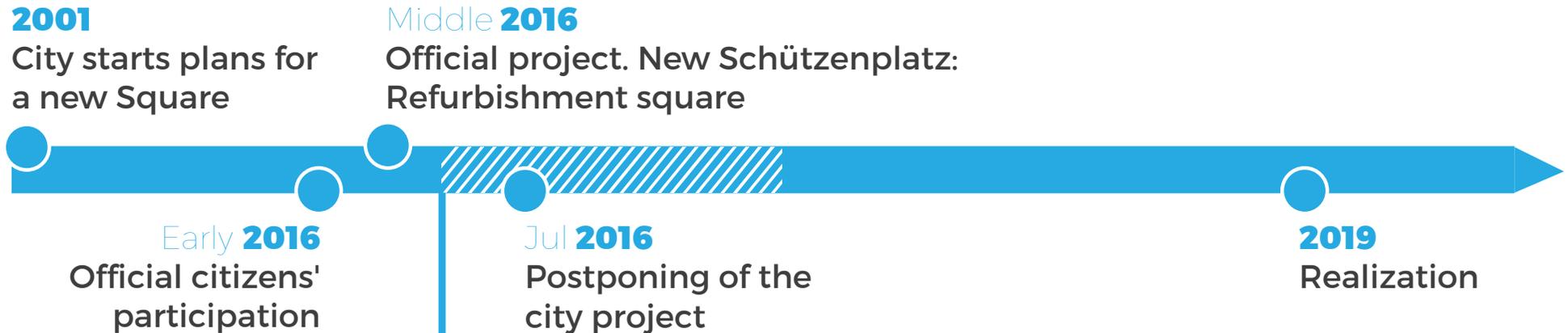
# SCHÜTZENPLATZ , 2016



# SCHÜTZENPLATZ, 2017



# STORYLINE - PUBLIC SPACE AND PROJECT 'CASA SCHÜTZENPLATZ'



## RWE CASA Schützenplatz

**1 The parklet**  
**Original experiment**  
100% run by RNM  
\*Only supported by community

**3 Neighbourhood initiative**  
**Community appropriation**  
50% coordinate by community  
50% support from RNM  
\*Without the parklet

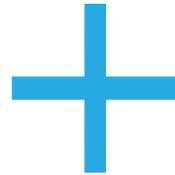
**2 Extension of the parklet**  
**RNM initiative to involve to community**  
80% coordinate by RNM  
20% run by community

**4 Neighbourhood organization**  
**Community initiative**  
100% run by community  
\*RNM is no longer actively involved



# METHODOLOGY

Two different types of approaches:

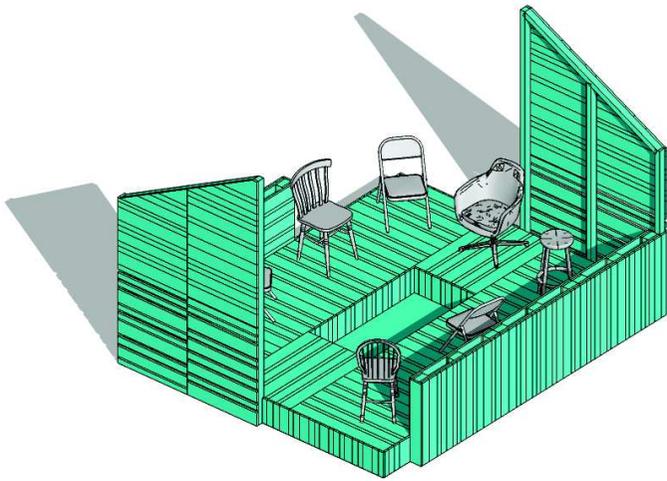


**TEMPORARY INTERVENTION  
IN PUBLIC SPACE**

# THE PARKLET 'CASA'

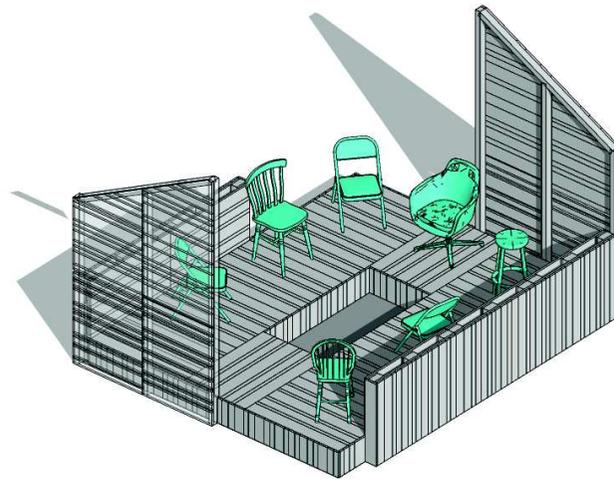


# FEATURES OF THE PARKLET ACCORDING TO PUBLIC SPACE DESIGN



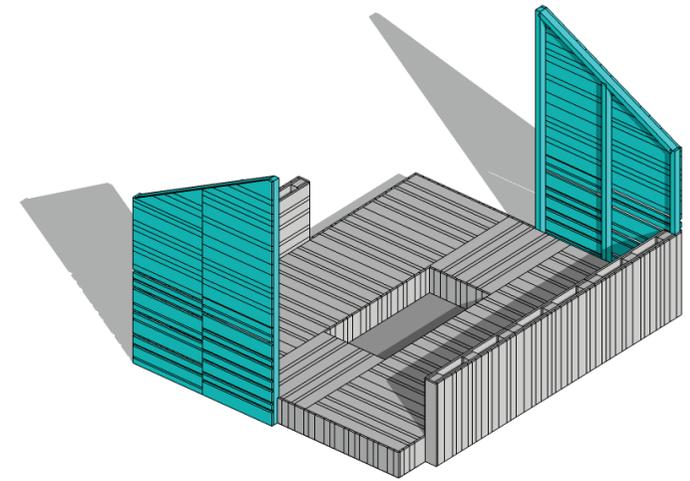
## 1. SECURE

Perspective + protection + privacy



## 2. FLEXIBLE

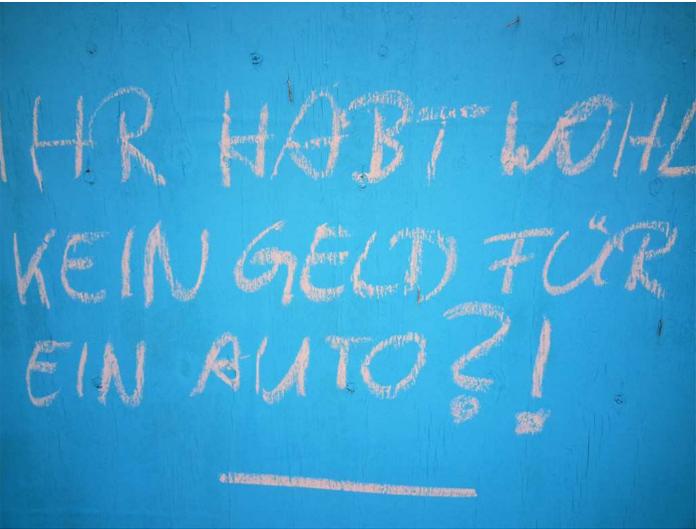
Movable furniture allow  
different uses



## 3. INTERACTIVE

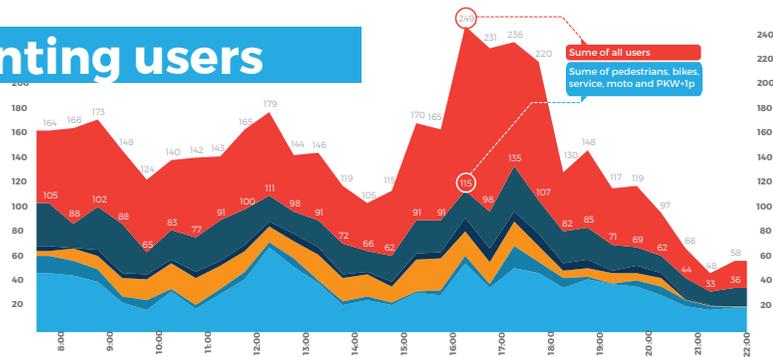
Walls as communication  
channel

# INTERACTION = COMMUNICATION



# EXPERIMENTS WITHIN THE EXPERIMENT

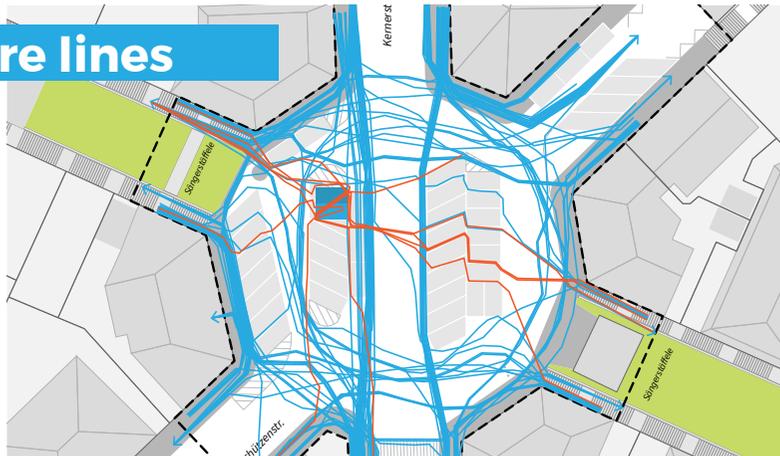
## Counting users



## Brunch to workshop

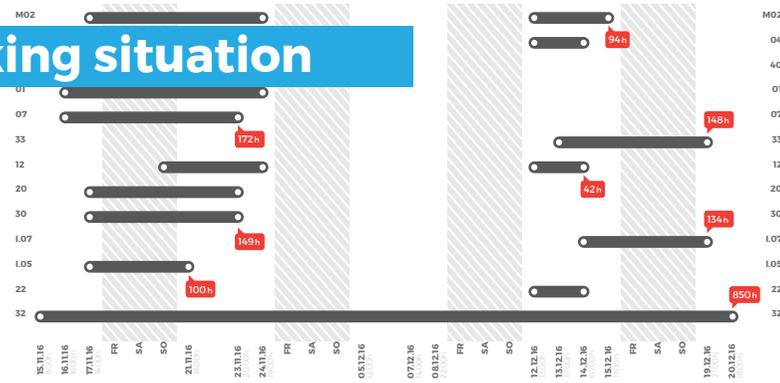


## Desire lines



## Interactive boards

## Parking situation



## Park(ing) day

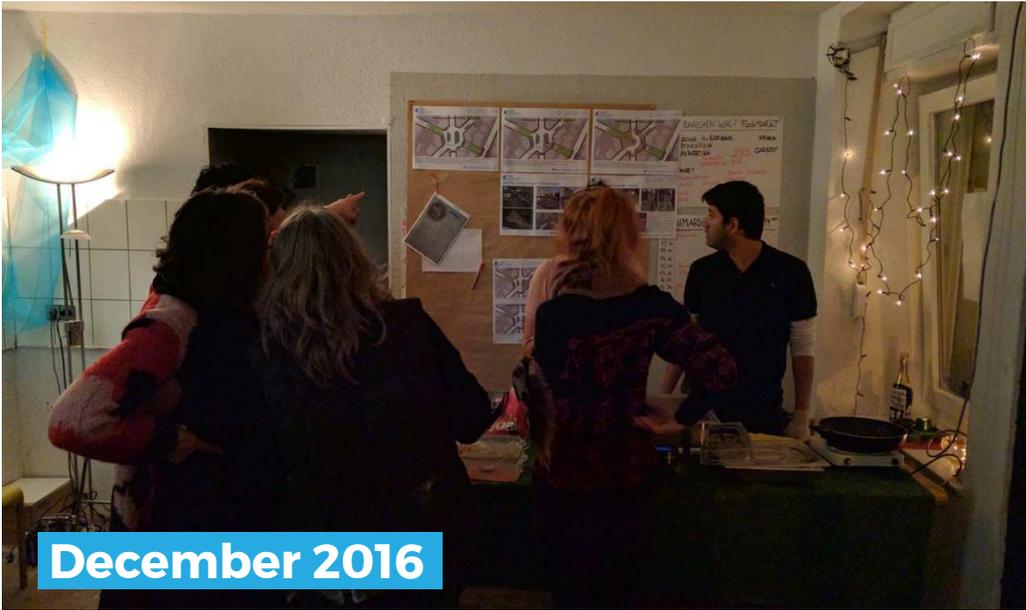


## Summer school



# EXPERIMENT. FROM BRUNCHES TO WORKSHOPS

## Discussions and Feedback



December 2016



February 2017



January 2018



March 2018

# EXPERIMENT. FROM BRUNCHES TO WORKSHOPS

-Regular meet-ups helped to:

**-counter the heavy criticism** on the project.

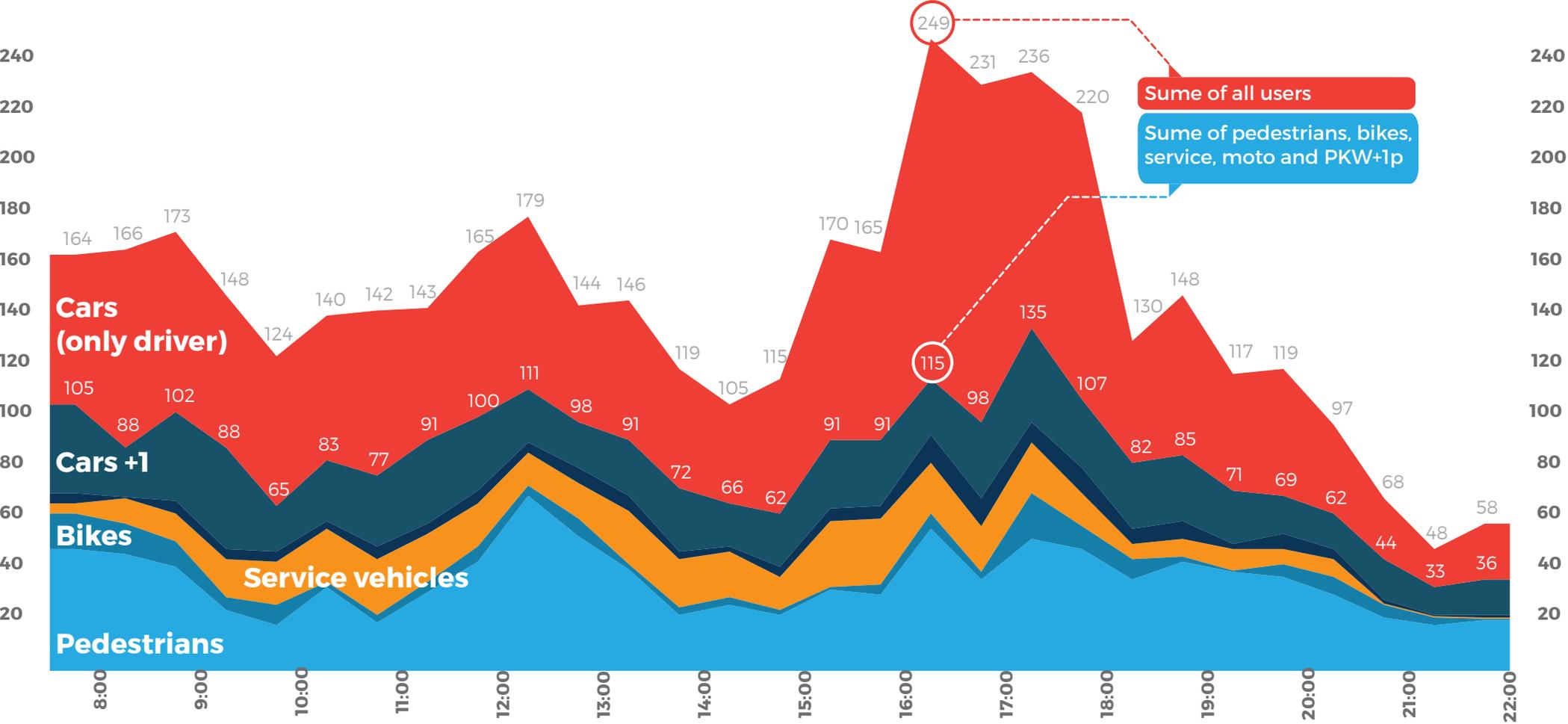
**-to engage and enhance an active community** in a slow-development process.

-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

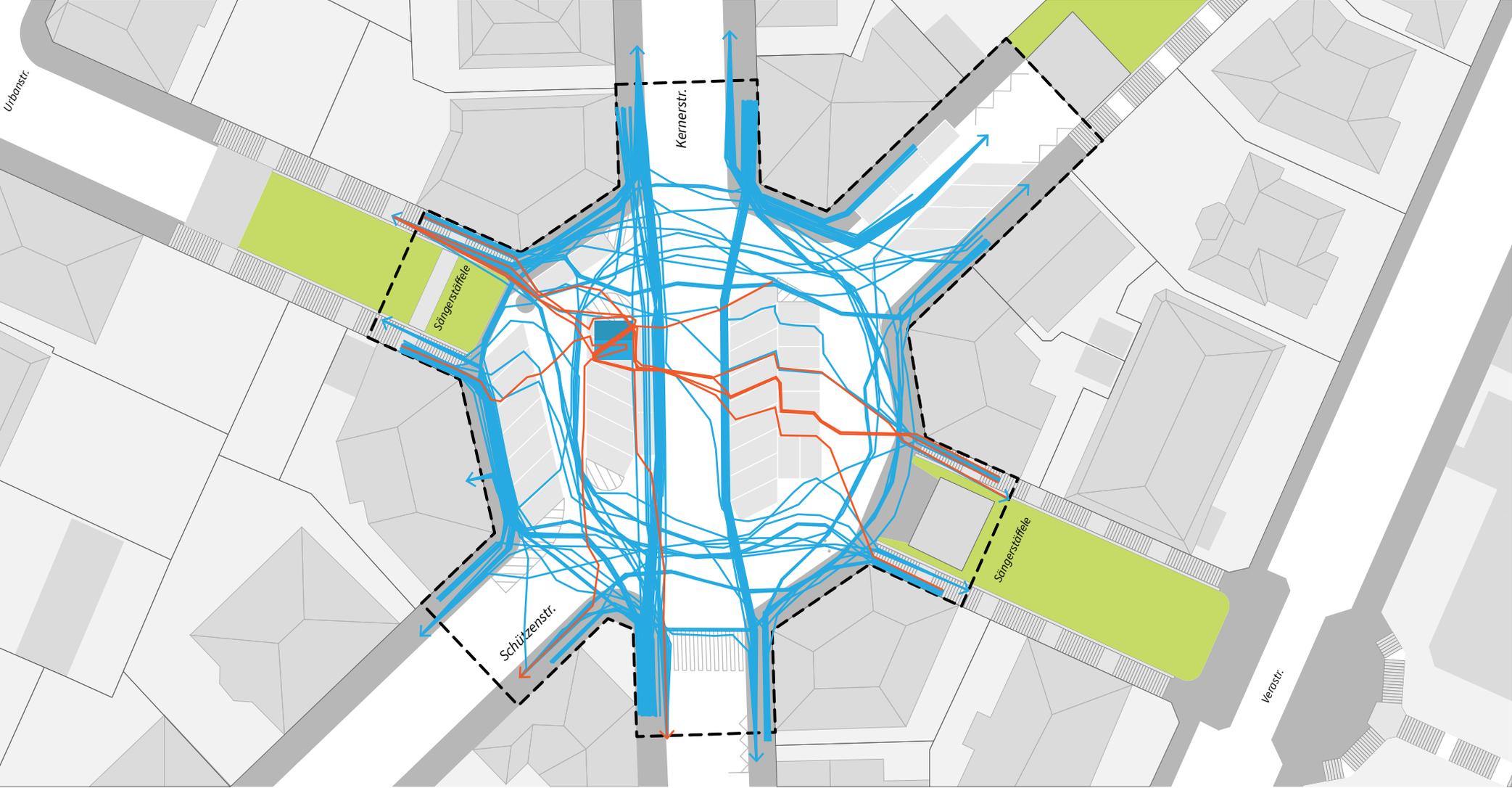
## COUNTING USERS CROSSING SCHÜTZENPLATZ



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. Camara 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 - Occupying 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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