

## MOBILITY MANAGEMENT MEETS HOUSING – A PROMISING ENCOUNTER!

**ADD HOME has worked for more than three years with the topic of mobility management for housing areas.**

During this time, the projects engaged in the topic's main aspects such as the legal framework set up for the accessibility of housing areas and the role of sustainable mobility in these. The main result is that regulations mainly deal and favour car transportation and hardly broach the issue of sustainable transport. Contrasting these tough conditions, the project found a high number of good practise examples for mobility management in housing areas. The examples prove that housing areas with a free modal choice are possible despite missing support from legal requirements concerning residential areas.

Following the results of this work, ADD HOME started own pilot demonstrations to test measures for their suitability and for potential improvements. The actions covered demonstrations in city districts as well as for small housing complexes. The main topics were alternative forms of car use, improving conditions for cycling, informing the inhabitants on their options and encouraging them to test and use sustainable transport offers. The experiences from the demonstrations are quite mixed: some measures proved to be ready for further use and spreading it in large scales. Other aspects need adaptation to have a significant attractiveness for people.

During the later project time, ADD HOME offered and held training sessions to share the gained know-how and experiences with the project's main target groups: construction and housing companies, mobility and land use experts, municipalities as well as transport providers. Especially construction and housing companies will be of great importance for the future development of the topic: they can easily include many measures in their business activities, but they are not used to deal with these kinds of actions and their mode of operation. Therefore, raising their awareness and interest to the topic is an essential element of the next steps in mobility management for housing areas.



## THE PROJECT WEBSITE

**ADD HOME lives on – have a look at our website!**

All activities, products, results and deliverables ADD HOME are presented on our website and will stay online for several years as well! Here you can find information on the analyses concerning the legal settings for the role of mobility modes in construction and reconstruction regarding projects. You can scan through the good practise examples documented there. You can read about the pilot demonstrations in detail or summarised. And you can look up the ADD HOME training materials. Everything online is free for download and use by you! Please visit the [ADD HOME website](#) to learn more about our project!

## THE ADD HOME PRODUCTS

**The project partners created a number of highly significant products on dealing with the topic of mobility management for housing areas.**

**The summary on the analysis on laws and regulations** – discusses the legal conditions identified, compares them and draws conclusions for their suitability to foster a free modal choice at home. **The Code of Practise** – is an online tool to scan through all good practise examples and to find detailed information for those of specific interest. **The Guideline for followers** – describe the main facts what to do and what to consider when planning and implementing measures of oneself. **The Final Brochure** – gives an overview on the pilot demonstrations and the lessons learnt from these for future activities.

These and more products are available [online](#).

# Mobility Management for housing areas - from car-dependency to free choice

Acronym - ADD HOME

Contract No. - EIE-06-193 ADD HOME

Duration – 01/12/2006 to 30/11/2009

## ADD HOME – PROJECT SUMMARY

### ADD HOME FRAME CONDITIONS

- running DEC 06 – NOV 09
- budget of € 1.229.190 (€ 614.595 EC funding)

### FOSTERING SUSTAINABLE MOBILITY IN HOUSING AREAS

- integrate it in legal settings and regulations
- aligning its quality to the level of the private car
- changing perception and rising awareness of inhabitants for sustainable mobility

### PARTNERS

- FGM-AMOR
- AMI GENOVA
- Rhomberg Bau GmbH
- BSRAEM Varna
- University Maribor
- ILS NRW



## ADD HOME - THE BACKGROUND

### MOBILITY MANAGEMENT

→ is concentrating on work & school trips and events so far mainly

### MODAL CHOICES

→ are taken at home for at least 80% of all daily trips that people do

### HOUSING AREAS

→ are dominated by private car use (accessibility and infrastructure)

### FRAMEWORK SETTINGS

→ legal conditions and regulations concerning subsidies for the construction of housings or the daily trip foster car use

### CONSTRUCTION COMPANIES

→ do not have the necessary background but a high potential for integrating sustainable transportation into residential areas

## ADD HOME - OBJECTIVES AND MAIN STEPS

### THE OBJECTIVES ARE

- to reshape legal and regulatory settings with the goal of integrating sustainable mobility into residential areas either new planned or reshaped ones
- to foster the accessibility of residential areas by sustainable modes of transport - aligning the level of the private car with the one of cycling, walking, PT-use and intermodal transport
- to reorganise mobility patterns and mobility behaviour of inhabitants by mobility-services that bundle, shift and substitute trips

### MAIN STEPS

**DEC 06 – FEB 08:** Analyse conditions for sustainable mobility concerning housing and good-practise-examples → develop demonstration projects

**DEC 07 – NOV 09:** Implementation of demonstration projects

**MAI 08 – NOV 09:** National training units teaching the results of ADD HOME to stakeholders involved in the field of housing and mobility

## ADD HOME - EXPECTED RESULTS

### ENERGY SAVINGS

- Integration of energy saving modes of transport into pre-conditions for planning and constructing housing projects
- Alignment of the accessibility within residential areas for cycling, walking and PT-use to the level of the private car
- Change of inhabitants' mobility behaviour in favour of sustainable modes of transport (e.g. higher use of cycling, PT)

### TRAINING & DISSEMINATION

- well-educated experts being multipliers of the ADD HOME results
- high awareness of the connection between mobility, energy consumption and housing areas through national know-how transfers & publicity work

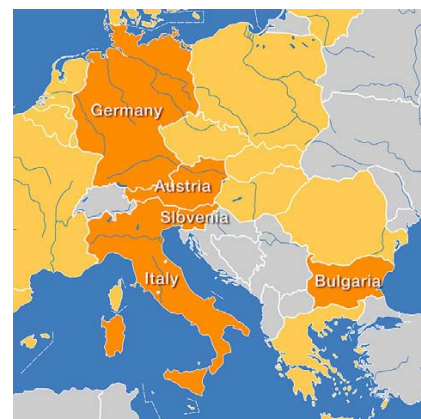
### MARKET & NETWORKING

- new market field for construction & property management companies
- joint understanding within the group of stakeholders

## ADD HOME - PARTNERS & CONTACTS

### PROJECT PARTNERSHIP

- Azienda Mobilità e Infrastrutture S.p.A. (IT)
- Black Sea Regional Agency for Energy Management (BU)
- Forschungsgesellschaft Mobilität – Austrian Mobility Research FGM-AMOR gemeinnützige GmbH (AT; Co-ordinator)
- Institut für Landes- und Stadtentwicklungsforschung und Bauwesen des Landes Nordrhein-Westfalen (DE)
- Rhomberg Bau GmbH (AT)
- University of Maribor - Faculty of Civil Engineering (SI)



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# **ADD HOME - D2**

## **CODE OF PRACTISE / KNOW-HOW TRANSFER**

MOBILITY MANAGEMENT FOR HOUSING AREAS - FROM CAR-DEPENDENCY TO FREE CHOICE

Supported by

**Intelligent Energy**  Europe

## ADD HOME – D2: Code of Practise/Know-how Transfer

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## I Introduction and background

Most trips of daily life start or end **at home**. At home people decide everyday anew on the appropriate means of transportation to accomplish these trips. That is why accessibility of traffic systems at the place of residence is one of the determining criteria for the choice of the means of transport.

In suburban areas e.g. public transport is chosen significantly more often if there is a connection to a railway system. However, according to a German survey, the percentage of the choice for public transport is comparatively low, even in areas having a good level of supply of PT service.

Therefore, residents should have comprehensive supplies for their daily mobility as close as possible to their home. Comprehensive in this context means: enough options to let residents organise their everyday life by using the ideal means of travel without being dependent on the own car. It includes infrastructural and organisational measures as well as mobility services relating to all alternative modes of transport. Meanwhile, good conditions for short distances have to be created as well as maintained. The ability to choose from different means of transport and the convenient accessibility of utilities for (short-term) demand need to be given in order to encourage the change from car-orientated behaviour patterns to public and environmentally friendly means of transport on a noteworthy scale.

To reach this goal, mobility management concepts for housing quarters – integrating hardware and software measures – are of very high importance. Fortunately, new concepts and ideas have been developed all over Europe in the last years. Many of these projects have been collected in the context of ADD HOME.

Basically two different kinds of mobility management measures in residential areas have to be distinguished: 1) services that are designed for a specific housing quarter and are limited to residents living there; 2) services that are available to all residents of a specific co-operating housing company regardless of their place of living. For example, cycle parking garages are only required in some quarters, but an offer for rebated tickets for public transports is useful in every quarter where the housing companies supply accommodations. In most cases, an offer for car-sharing implicates an opening of a new station in proximity. But the housing company can also design an offer which provides price-reductions to every customer in the whole city. All projects which have already been realised show that the choice of a certain offer depends strongly on target groups and the people on site. The experience of today shows a broad range of possibilities and mainly successful projects.

## II Housing companies as co-operation partners for mobility offers

Housing companies have recently become new and valuable partners to create alliances for these kinds of mobility management services. Through the co-operation of e.g. transport and housing companies' synergies with win-win situations arise. In the recent history, the trend could be noticed that in terms of housing the traditional business areas 'habitation' and 'building' are being substituted through new services not belonging to the property sector. Product-orientation and social services are contents of new marketing-strategies. For the housing industry, mobility management for residential areas is a significant new marketing-strategy in order to

- make the core product more attractive for the customers,
- improve the service-provider profile as being ecological and innovative,
- show proximity to customers,
- maintain their loyalty and
- win new customers.

The offers are getting specifically interesting for a housing company if it is able to offer uncommonly inexpensive mobility products to the customers and if expensive parking places can be saved because of the mobility offers. Altogether, synergies originate advantages for both partners. New chains of distribution result from the new co-operation partner and each target group can be addressed through specific marketing strategies. New delivery areas can possibly be opened up through the 'major customer' housing enterprise. Moreover, the customer does not have the need to contact the provider by own initiative instead he gets the mobility product directly from the housing company. In addition, more planning reliability and assured financing exist through the co-operation contract with the housing enterprise.

For cities and communes, as responsible public body for urban and traffic planning, mobility management for residential areas means to contribute to ecological traffic and sustainable development of urban areas. In particular, there is a chance that residential quarters in the city centres will be upgraded and that new mobility offers contribute to a lower car-density and to a reduction of urban sprawl through migration.

In the following, different kinds of housing-related mobility services in cooperation with housing companies and others as well as urbanistic concepts integrating sustainable mobility issues are presented. After a common introduction to the idea of a thematic field, all corresponding best-practise examples from the ADD HOME database are assigned to the topic.



### III Mobility management and housing – thematic fields and examples

The collected examples are assigned to six thematic fields:

1. **Public transport in residential areas**
2. **Cycling and walking in residential areas**
3. **Car-related services and measures in residential areas**
4. **Mobility information and counselling for residents**
5. **Mobility issues in the context of car-free, car-reduced or ecological housing**
6. **Others**

#### 1. **Public transport in residential areas**

1.1 Housing related ticketing: Tickets for tenants or residents

1.2 Coverage, accessibility and frequency: on-demand service, quarter busses

The topic 'Public transport information' is integrated into point 4: "Mobility information and counselling for residents".

##### 1.1 **Housing related ticketing: tickets for tenants or residents**

A focal point in public transport related offers are the so-called tickets for tenants or residents. A housing company as 'major customer' gets an allowance by taking a certain fixed and high amount of tickets from the transport company and is in this way able to offer cheap public transport tickets to its tenants. The conditions conform to the local/regional tariffs and have to be negotiated with the responsible transport company. Wherever a tariff for 'major customers' exists, chances are high to adopt it to housing companies. It is mainly suitable for residential areas being well accessible by public transport.

**Examples ADD HOME database:**

##### **028 -Ticket for tenants for residents of the housing companies BGW and Freie Scholle eG, Bielefeld**

Back in May 2003 the Bielefelder Gemeinnützige Wohnungsgesellschaft mbH (BGW) in cooperation with the moBiel GmbH (the major public transporter in Bielefeld) implemented a ticket for the tenants of BGW, which is valid on all busses and trains in the urban area of Bielefeld and/or for the entire area served by the administration union "Der Sechser". In October 2005 a similar agreement with the Baugenossenschaft Freie

Scholle eG for their tenants was signed. Meanwhile a 3rd company of the branch, the Bauverein am Schildhof Bielefeld e. G. decided to provide this offer for their residents as well.

[PDF - tenant tickets in Bielefeld](#)

#### **029 - Housing related mobility services for the VBW in Bochum, Germany**

Since October 2003 the housing company "VBW BAUEN UND WOHNEN GMBH" in Bochum offers several mobility service products to its tenants: a ticket for tenants, a start package (both in cooperation with the "BOGESTRA - Bochum-Gelsenkirchener-Straßenbahn AG") and a re-location service. A car-sharing service was implemented in 2005, but was cancelled after one year of testing due to a lack of demand.

[PDF - Housing related mobility services](#)

#### **041 - "Living in Weiherfeld" at Langenhagen (Hannover area), Germany**

In 1998 the development company 'Entwicklungsgesellschaft Langenhagen mbH' started the construction of the 'Weiherfeld' - a new housing area with 2000 planned property units (out of which 850 have already been completed until October 2007). As special service several mobility services are – amongst others a well-priced PT-ticket for residents – offered to the residents.

[PDF - Living in Weiherfeld at Langenhagen, Hannover](#)

#### **042 - Mobility services for car-free housing in Kassel-Unterneustadt, Germany**

In 2001 three housing companies, the WOHNSTADT GmbH, Kassel, Vereinigte Wohnstätten 1889 eG, Kassel and Gemeinnütziges Siedlungswerk, Frankfurt/Main in cooperation with the city of Kassel and the AutoFreiLeben e.V. finished the construction of a car free area with 64 accommodation units. To save the car-free status of the settlement, some agreements were reached and several mobility services – amongst others a well-priced PT-ticket for residents - were implemented.

[PDF - Mobility services for car-free-housing in Kassel](#)

#### **048 - Car-reduced living in Zurich-Leimbach - Sihlbogen2000W, Switzerland**

The "Baugenossenschaft Zurlinden, Zurich" (BGZ) and the "Schweizerischer Verband für Wohnungswesen", Zurich plan a new development called "Sihlbogen2000W", a mixture of residential and business use on the site of former C. August Egli Wine Cellars with a reduced amount of parking spaces - perhaps even car-free. There are still no judicial arrangements reached but mobility services to support car-freeness are planned.

[PDF - Car-reduced living in Zürich-Leimbach](#)

## **1.2 Coverage, accessibility and frequency: on-demand service, quarter busses**

In cooperation with local public transport companies, coverage of residential areas by public transport, frequency of public transport and quality of public transport stops and their surrounding could be improved for single settlements. Especially in residential areas with a low density of population, services like on-demand transport or quarter busses could help to improve accessibility by public transport. Mainly responsible are local public transport companies in cooperation with municipalities. Besides user fees, those offers are mainly financed by the public authorities as owner of local public transport companies.

**Examples ADD HOME database:**

#### **001 - MOBIMAX, Achterhoek, The Netherlands**

The Travel Dispatch Centre (RVC), based in Eibergen and run by a consortium of private taxi companies implemented MobiMax - a demand responsive service using easily accessible minibuses as part of Virgil Project. From 1997 to 2000 MobiMax was open to all members of the public. Nevertheless, the service was used almost exclusively (93%) by people with some degree of physical disability. The re-branding of the product to Regio Taxi was undertaken in 2000 in order to reflect the repositioning of the service to the whole

community.

[PDF - MOBIMAX, Achterhoek](#)

**051 - Aurelio, a new demand responsive bus service for the residential area “Bosco delle Ninfe” in Savona, Italy**

Savona is a small city (60.000 inhabitants) in the west coast of the Liguria Region, in the north of Italy on the Mediterranean Sea. ACTS S.p.A. (Savona public transport company) in collaboration with AMI S.p.A has planned and realized a new bus service called “Aurelio Bosco delle Ninfe”. It is an “on demand” bus and it is realized in a Savona suburban residential quarter not previously supplied with public transport.

[PDF - demand responsive bus service in Savona](#)

**052 - “Prontobus” a new flexible bus service for the suburban residential quarters in the city of Sarzana, Italy**

ATC S.p.A. (public transport company in the all Province of La Spezia) in collaboration with AMI has planned realized “Prontobus” an “on demand” flexible service connecting Bradia, Battifollo, Crociata and Camponesto localities to Sarzana centre.

[PDF - prontobus- a new flexible bus service](#)

## 2. Cycling and walking in residential areas

2.1 Cycling infrastructure: parking facilities and bicycle paths

2.2 Cycling: other services

2.3 Walking: infrastructure and other services

### 2.1 Cycling infrastructure: parking facilities and bicycle paths

Secure **bicycle-parking** in apartment buildings means often the obligation to carry the own bicycle into the cellar. Parking garages for bikes close to the entrance, theft-proof and protected against bad weather instead, provide a comfortable placement and accommodation - also over night. In new buildings bicycle cellars can be opened also over bicycle ramps and electronic door openers.

If no bicycle garages can be accommodated on the property, due to a lack of space, a parking garage on public space is possible under certain conditions. This possibility is particularly applicable for old building areas.

Bicycle holders for short-term parking in front of the house entrances simplify the everyday life use. With the choice of the bicycle holder, functionality is in the centre of attention. Therefore, the mentioned rim killers are inappropriate and should be avoided.

In general, bicycle parking facilities can be placed in every kind of housing area. The design should be conformed to the local conditions.

The one who is usually responsible for the construction and financing of bike-parking facilities on the property is the constructor or owner of the building himself. Construction and financing of public parking facilities is usually a task

of the public authority. Sometimes Public-Private-Partnership-agreements are reached in cooperation with locally acting retail organisations.

**Examples ADD HOME database:**

**017 – Vienna Bike City Vorgartenstraße, Vienna, Austria**

The "Bike City" in Vienna is a housing estate which targets the needs of cyclists. The planning started in the year 2006, supervised by GESIBA (Gemeinnützige Siedlungs- und Bauaktiengesellschaft). 99 aided housing units will be constructed and inhabitable as from August 2008. As a characteristic for the bicycle-friendliness, a private bike centre is going to be built. This centre will be consisting of a rental facility, a bike workshop as well as secured bicycle parking spaces. Still, bicycle and car ownership should not be a contradiction. As part of the housing estate there will be an underground car park. With the completion of this project, Vienna will be the first city in Europe with a so-called "Bike City".

[PDF - Vienna Bike City, Austria](#)

**018 - Car-free model housing project in Florisdorf, Vienna, Austria**

The project "Autofreie Mustersiedlung" is the first car-free model housing project in Vienna. Since the beginning of construction in 1998, 244 new apartments were built, situated in the district of Florisdorf. As one central condition, tenants committed to not use or own a car. Instead of building parking spaces for each household, only 20 parking facilities were constructed to be used as car-sharing and bicycle space.

Initiators and partners of the project were the city councillor of Vienna, Christoph Chorgherr, the building promoter Domizil GmbH and GEWOG (Gemeinnützige Wohnungsbau GmbH) and the City of Vienna itself.

[PDF - car-free housing Vienna Florisdorf](#)

**025 - Advancing car-reduced mobility in Baar - Mill Matt, Switzerland**

In July 2007 Obermühle Real Estate PLC, Baar, RRP Architects, Zurich and Bandorf Neuenschwander Partner Cooperation, Gockhausen built 38 flats on the Mill Matt. Cars are banned out of the colony and sustainable modes of transport are fostered. One lockable bicycle garage per accommodation unit is provided in front of every entry door (at grade), financed by the housing company.

[PDF - car reduced mobility in Baar, CH](#)

A close network of **bicycle paths** is the heart of well developed bicycle infrastructure. This network has to be connected to residential areas and has to provide safe, convenient and direct connections to important points in the city – in combination with safe, maybe guarded parking facilities at the place of destination. Residential roads and paths with little car traffic usually do not need separate bike paths. If so, traffic calming measures are sufficient to realise safe and comfortable cycling.

Providing cycle infrastructure belongs to the origin tasks of the municipality. In the context of special developments, e. g. car-free settlements, it can be part of local agreements that involve the investor in the construction and financing of infrastructure for cycling. Usually house owners are financially involved by a share for the site-development.

Improvement of infrastructure for cycling in residential areas is often combined with measures targeting at the improvement of walking infrastructure.

**Examples ADD HOME database:**
**003 - Access Management in Bremen, Germany: cycle-friendly neighbourhoods - avoiding through traffic**

Cycling is a way of life in Bremen. A high share in the modal split for cycling - 22% of all journeys of the population are done by bike - show how common cycling is. The target of the measures in Bremen is focussing on improvements for cyclists and pedestrians in the housing areas - along with restrictions for car use or as measures on their own. Co-financed in the framework of project CIVITAS VIVALDI (2002-2006), the measure was implemented by the City of Bremen. Target users were the citizen of Neustadt of all age as well as visitors and other riders passing through this suburb.

[PDF - bicycle friendly neighbourhoods in Bremen](#)

**023 - Permanent measures for sustainable transport - Groningen, Netherlands**

The city of Groningen has implemented a number of permanent measures in favour of sustainable transport modes:

- re-allocation of road space: plan 'Binnenstad Beter' (better inner city) which consists of the redesign of the inner city reserving more space for slow traffic and pedestrians,
- on-street parking regulations: implementation of parking garages to limit on-street parking,
- improvement of public transport: introduction of quick express lines to important commuter destinations,
- improvement of the bicycle network and extension of guarded bicycle parking facilities

[PDF - Permanent measures for sustainable transport - Groningen, Netherlands](#)

**024 - The hierarchical structure of the new cycling plan, Delft - Netherlands**

At the end of 1999, Delft town council drew up a new cycling action plan, with several objectives:

- to promote the use of bicycles in daily life
- to reduce the number of cycling accidents
- to increase its modal share.

[The hierarchical structure of the new cycling plan, Delft - Netherlands](#)

## 2.2 Cycling: other services

Besides the mentioned hardware measures at the place of residence and in the close surrounding, additional activities support the use of bikes for short and medium distances, including e. g. **repair services or repair equipment**. Repair equipment has to be placed in availability for the residents - in the garage for example. In the known examples financing is task of the investor / landlord.

Repair services need manpower. Cooperation of housing companies and welfare organisations could help to come to advantageous solutions with respect to the financing of the measure.

Further bike-related services can be for example **rentable bikes or transport aids** like bicycle trailers, load bicycle/trailers or tandems, that could be neighbourly organised or be integrated into the field-work of social institutions.

**Examples ADD HOME database:**
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[PDF - Vienna Bike City, Austria](#)

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[PDF - car-free housing Vienna Florisdorf](#)

#### **035 - Mobility services for residents of the car-free quarter “Stellwerk60” in Cologne, Germany**

From 1994 to 2001 the City of Cologne and the working group “Autofreie Siedlung Köln e.V. (ASK)” planned a car-free quarter in Cologne. 2001 the “Kontrola Treuhandgesellschaft GmbH & Co KG” joined the project as investor and started developing a part of a large former railway repair factory (EAW) as a car-free quarter in Cologne. To save the car-free status of the colony many judicial agreements were reached and some mobility services like car-sharing and rentable bike transport aids were already implemented.

[PDF - Mobility Services for the residential area Stellwerk 60, Koeln](#)

#### **037 - Mobility services for tenants of the GSW mbH in Gießen, Germany**

The Association for Social Housing in Gießen mbH (GSW) owns some housing estates in Gießen. In the residential area of the so-called “Pendleton Barracks” an exclusive car-sharing was offered and a bicycle service is provided in cooperation with an initiative for young unemployed people to support the mostly social tenants of the GSW in their everyday life.

[PDF - Mobility services for tenants of the GSW mbH Gießen, Germany](#)

## **2.3 Walking: infrastructure and other services**

The absence of routes for pedestrians (and cyclists) to and from residents’ homes very often induces a frequent car use in peripheral neighbourhoods. The implementation of new routes (bicycle, walking paths and lanes) or the modification of existing ones can greatly improve both, road safety and the quality of life in such areas.

Improvements for pedestrians should mainly consider infrastructural changes like the creation of safe and convenient pedestrian areas as well as independent walking paths connecting the settlement with important destinations. In terms of financing, walking infrastructure has the same status as cycling infrastructure.

In addition, transport assistance can make walking more comfortable. Handcart systems for example can facilitate the transport of goods up to the house entrance substantially. This is mainly interesting for people living in car-free or car-reduced areas, where people are not allowed to drive inside. A similar service for pedestrians is the supply of rolling shopping bags. These can be given as “thank-you” for new customers and - e. g. provided with the logo of the housing company - can be used as advertising media.

**Examples ADD HOME database:**
**012 - Safe access for pedestrians to peripheral neighbourhoods in Burgos, Spain**

Burgos City Council, Department of Civil Engineering, is trying to act up against the above described development with a measure co- financed under CIVITAS CARAVEL (2005-2009). The main objectives of the measure are to establish safe pedestrian access in peripheral neighbourhoods and implement new lanes and paths for walkers and bicycles in peripheral neighbourhoods to guarantee pedestrian safety.

[PDF - Safe access for pedestrians, Burgos, Spain](#)

**055 - Saint Jean des Jardins quarter, Chalon sur Saône, France**

Saint Jean du Jardin Devised Zone (ZAC “Zone d’Aménagement Concertée”) is the first step of a bigger project which will count 189 residences and an health pole. Saint Jean du Jardin project interests 5 hectares and it includes two distinct parts, in the north are previewed gardens, parkings, garages and collectives play spaces, and in the south townhouses on a central open space.

[PDF - Saint Jean des Jardin quarter](#)

**059 – Urban Recovery Integrated Program “Tor Sapienza Quarter Contract”, Rome**

Quarter contract general objective is to elaborate a local development frame on quarter or area level, made with citizens decisive contribution. Quality of life, economic development, social cohesion and environmental safeguard converge in the project. According with “Agenda 21”, a Strategic Plan at medium - long term has been elaborated for Tor Sapienza redevelopment and to improve local sustainable development.

[PDF - Sapienza quarter contract, Rome](#)

### 3. Car-related services and measures in residential areas

#### 3.1 Housing related car-sharing services

#### 3.2 Traffic calming

#### 3.1 Housing related car-sharing services

Thinking about the question how to encourage the use of sustainable modes of transport successfully includes the question of how to deal with private car use. Separation of car use and car ownership is of vital importance in this context.

Provision of car-sharing services can help to avoid the need for car purchase which, once the investment has been made, tends to encourage car use for all purposes rather than simply for those where a car is essential.

Using a car without owning it instead and hence just paying the costs for the period of use expands the scope for an environmentally friendly design of individual mobility and enables free choice. That is why services of shared car use open up the chance to dispose the own car – or at least the second or third car per household.

In general, car-sharing is mainly suitable for residential areas being well accessible by other sustainable modes of transport and whose residents have the option to make their regular trips without an own car. Particularly in inner-city areas, where the space is limited and is also required for greening, bike-

parking and widening sidewalks, innovative solutions for inner-city neighbourhoods are required. Car-sharing services in those areas - as part of innovative solutions - can be successful, even if housing companies as 'mediators' between car-sharing provider and customers are not involved.

**Examples ADD HOME database:**

**013 - Development of a city centre car sharing club, Norwich, United Kingdom**

A revolutionary green car club scheme was launched in Norwich city centre in November 2006. This measure allows Norwich residents access to cars for a limited price. The official launch generated media attention with local news channels, radio stations and local newspapers showing an interest. The purpose of this project is to introduce a car club operating from two centres, one a campus based academic institution, benefiting mature students (who may live on campus) and staff (for business purposes), the other within the City Centre benefiting residents and local businesses.

[PDF - City centre Car-Sharing club in Norwich, UK](#)

Proximity – in terms of proximity to customers and vicinity - plays an important role for the success of shared car use. Cooperation between housing and car-sharing companies can help to get in close touch with potential customers and to make the service attractive for special residential areas. In the known examples most of the housing companies get special conditions for their residents, usually according to the tariffs for major customers. In return housing companies or house owners often provide reserved parking spaces for car-sharing vehicles close to the customers.

Offers for car-sharing by housing companies can be distinguished in open and exclusive offers. Open offers usually occur in co-operation with the local car-sharing company. The car-sharing station is installed near to a residential quarter and the inhabitants may drive the cars by rebated conditions. This offer is open for everyone, whereas exclusive offers are only available for the tenants of the housing company that provides this offer.

As already mentioned, car-sharing is mainly appropriate for residential areas being easily accessible by public transport, bike and feet, because it only completes the range of alternative modes of transport. Unfortunately, until today car-sharing is mainly used by only a small part of the population, being well educated and open minded. It often substitutes the second car per household. Cooperation with housing companies might help to open up new customers. Against the background of increasing energy costs, this could be a successful alliance.



**Examples ADD HOME database:**
**026 - Tenant related car-sharing service in Berlin, Germany**

The GSW Immobilien GmbH owns several housing estates in Berlin with at all 60.000 accommodation units. In cooperation with the biggest car-sharing company in Berlin (Greenwheels GmbH) GSW promotes car-sharing with special use conditions for their tenants.

[PDF - tenant related car-sharing service in Berlin](#)

**031 - Mobility services for residents of the car-reduced beguine yard in Bremen, Germany**

In 2001 a Building Cooperative in Bremen finished the construction of a car-reduced development for women called "Beginenhof" in Bremen-Neustadt. In cooperation with Cambio StadtAuto Bremen and the senator for building and environment of the federal state Bremen judicial arrangements were reached and some mobility services were implemented to support the idea of car-reduced housing.

[PDF - Mobility services for residents in Bremen](#)

**034 - Car-sharing for tenants of the GAG Immobilien GmbH in Cologne, Germany**

The GAG Immobilien AG owns several housing estates in Cologne. In cooperation with Cambio CarSharing Cologne open car-sharing is offered to the tenants of the GAG.

[PDF - CarSharing for tenants in Cologne](#)

**038 - Car-free living in Hamburg - Am Kornweg, Germany**

Since 2005 a new development in Hamburg, district Klein-Borstel is in planning stage. The initiative group "Autofreies Wohnen e.V." with constructional attendance by the Johann-Daniel-Lawaetz-Foundation and in cooperation with the "Wohnungsverein Hamburg von 1902 eG" initiates this project. It is going to be realised by the owner's association "Klimaschutzsiedlung" and the already mentioned "Wohnungsverein". The project shall be car-free and therefore arrangements were reached.

[PDF - Hamburg Kornweg](#)

**040 - Tenant related car-sharing service in Hamburg - City Wichernhof, Germany**

The Wichern Baugesellschaft mbH (building association) is owner of the Wichernhof in Hamburg. In cooperation with Greenwheels GmbH a car-sharing offer is made to the tenants of the Wichernhof.

[PDF - tenant related car-sharing service in Hamburg](#)

**043 - Car-sharing for tenants of WOGETRA – Leipzig, Germany**

The housing company Wogetra (Wohnungsgenossenschaft Transport eG Leipzig) owns several housing estates in Leipzig. In cooperation with teilAuto Halle, town office Leipzig car-sharing for the residents of some Wogetra properties is offered.

**Pdf – noch nicht erstellt**

**044 - Car-free living in Munich – Columbus Square, Germany**

In 1996 the Gemeinnützige Wohnungsfürsorge AG München (GEWOFAG) finished in cooperation with the City of Munich and the collective initiative "living car-free" ("Wohnen ohne Auto") the new development of a housing estate with an amount of car-free accommodation units. To save the car-free status of the estate some agreements were reached and a car-sharing station was implemented.

[PDF - Car-free living in Munich - Columbus Square, Germany](#)

**046 – Car-sharing service for residents of the Lincoln Quarter, Munster, Germany**

The "Wohn + Stadtbau GmbH Münster" finished the development of a housing estate in the Lincoln quarter in Münster in 1999. In cooperation with Stadtteilauto Münster, car-sharing for all residents and tenants of the quarter is offered since 2000.

[PDF - Car-sharing service for residents of the Lincoln Quarter Munster](#)

**047 - Sustainable housing in KraftWerk1 (Power Plant 1), Zurich, Switzerland**

The "Stiftung für die Erhaltung von preisgünstigen Wohnungen und Gewerberäumen der Stadt Zürich" (Foundation for the preservation of cheap residences and business rooms of the City of Zurich, PWG) and the "Bau- und Wohngenossenschaft KraftWerk1" developed a mixed area for residential and business use. The development is not car-free because of judicial arrangements but it is virtually car-reduced because of the residents mobility behaviour. Car-sharing is already offered.

[PDF - Sustainable housing in KraftWerk1, Zurich, Switzerland](#)

### 3.2 Traffic calming

Although the idea of traffic calming does not intervene at the real causes of individual motorised traffic – mobility attitudes / behaviour and car-ownership on the individual side and space (in terms of number of parking spaces mainly), costs and prices etc. on the general side – it is an appropriate measure to increase life quality and safety in existing residential areas that are confronted with transit traffic. But it is also an appropriate approach in new residential areas to reduce speed and transit traffic right from the beginning.

In existing areas, streets are normally going to be remodelled to ensure that equal priority is given to pedestrians, cyclists and motor vehicles. In new residential areas separation of motor driveways and pedestrian and bicycle paths might be an alternative for inner streets of higher-ranking importance. Traffic calming usually belongs to the origin tasks of the municipality. Usually house owners are financially involved in the changes of the infrastructure by a share. Approaches including participation of residents are more promising regarding the acceptance of limitations for motorised traffic.

**Examples ADD HOME database:**

#### **004 - Residential Traffic Management (Home Zone) in Bristol, United Kingdom**

Home zones are a relatively new concept in the UK. A home zone is a street or group of streets where pedestrians, cyclists and vehicles share the space on equal terms, with cars travelling at little more than walking pace. Home zones challenge the traditional distinction between carriageway and footway in order to redefine the street as a valuable part of the local community's living space.

[PDF - Home Zones in Bristol](#)

#### **006 - Creating reduced traffic areas in Freiburg/ Germany**

In the year 1996 the Dep. of Civil Engineering in the City of Freiburg created a new pattern to reduce and calm traffic near residential areas by using simple instruments to change the areas to a place where children have the possibility to play but cars can still pass through. The campaign is both child-friendly and reduces traffic dramatically. Up to this day, the concept has been successfully implemented in more than 150 other streets in and surrounding areas of Freiburg.

[PDF - Reduced traffic areas in Freiburg](#)

#### **061 - Magrè Bio - ecological village, Schio - Vicenza**

Magrè Bio - ecological village is a sustainable urban project on city level. It respects area typology and culture and it guarantees a high quality of life for inhabitants. Project previews a low resources consumption (water, energy), it favours an inner cycle-pedestrian mobility, it relegates vehicular circulation at quarter border and in the basements, it develops an integrated building system with public and private green belt.

[PDF - Magrè Bio - ecological village, Schio - Vicenza](#)

#### 4. Mobility information, organisation and co-ordination

4.1 Common information, individualised marketing, start information/packages

4.2 Organisation and co-ordination of new services

##### 4.1 Common information, individualised marketing, start information/packages

Profound information and knowledge about local mobility alternatives and services are an important precondition for every choice of transportation means. Capable mediums for **common customer information** are e. g. journals for customers and tenants or web presences. Posters near the entrance of apartment buildings are possible as well. Provider of such a service could be housing companies, public transport companies or local mobility agencies.

**Examples ADD HOME database:**

###### 033 - Public Transport Information for Tenants of CVAG in Chemnitz, Germany

The housing company “Chemnitzer Allgemeine Wohnungsbaugenossenschaft eG” (CAWG eG) and the local transport company “Chemnitzer Verkehrs-Aktiengesellschaft (CVAG)” decided for cooperation regarding public transport information. In a first step this information is offered for a certain housing estate in Chemnitz city district Alchemnitz, situated quite close to the city centre. In case of positive feedback, the service shall be broadened on a larger area.

[PDF - PT information for tenants in Chemnitz, DE](#)

Besides information and marketing strategies, targeting at special groups with common information, strategies have been developed providing also individualised information – the so-called **individualised information and marketing**. Single households get specific information about mobility options and services at their place of residence – in line with their daily mobility needs. This approach was firstly implemented by public transport companies to inform about their services. Recently it has been adapted by some municipalities in cooperation with different stakeholders.

**Examples ADD HOME database:**

###### 005 - Darlington Sustainable Travel Demonstration Town, United Kingdom

Between 2004 and 2009 the town of Darlington in northern England is receiving extra money from national government to implement both “hard” and “soft” transport measures. Given the title “Local Motion” this has already led to more sustainable travel choices by local people who were addressed by an individualized travel marketing team.

[PDF - Sustainable travel demonstration town Darlington](#)

###### 007 - Personal Transport Choice Marketing in Odense, Denmark

Odense has a strong identity as Denmark’s National Cycle City and has had positive experience from personal marketing and executing of business transport plans for firms and public institutions in Odense. The initiative targets 25,000 and it touches the heart of the sustainable transport issue - the culture and habits of people. Working together with Aalborg University for academic assistance and Hertz Car sharing, the City of

Odense implemented the measure in 2006/07 as part of CIVITAS MOBILIS project.

[PDF - transport choice marketing Odense](#)

**008 - Peterborough City TravelChoice Sustainable Transport Programme, United Kingdom**

The Travelchoice project forms the umbrella under which Peterborough City Council's key sustainable transport ambitions are co-ordinated. The project consists of a total of 18 individual schemes which all have a key central theme of delivering 'soft' measures to improve the use of sustainable transport. A partnership approach is being undertaken to ensure TravelChoice is implemented in an integrated way.

[PDF - Travel Choice programme Petersborough](#)

**009 - Personal Travel Planning, Preston, United Kingdom**

In the framework of CIVITAS-SUCCESS, a large-scale personalised travel planning campaign will be implemented in Preston in support of planned infrastructure measures. The campaign is part of the Lancashire TravelSmart project which is planning to contact 50.000 households in Lancashire between 2006 and 2007 and is the largest project of its type in the UK. Main goal is an increase in the number of people cycling, walking and using public transport in Preston and the surrounding area.

[PDF - personal travel planning Preston](#)

Moreover, special information for new customers or citizens could be provided via starting information or **starter packages**. These packages should contain manifold information about mobility offers, time tables, maps about the district and vouchers for single mobility services (e.g. PT-ticket for one week). Optional it can include individualized information in line with individual needs. This service can already be provided in the moment somebody shows interest to rent or buy a flat or latest, after having signed a tenancy agreement or a purchase contract. It can be provided and financed by housing companies or estate agents in cooperation with mobility providers. One version is the so-called 'Welcome-package for new citizens' distributed by local authorities. It contains useful information about the city including common information about local mobility services.

The described services are appropriate for every kind of residential area.

**Examples ADD HOME database:**

**002 - Property professionals, KEOLIS Besançon, Besançon, France**

Launched in 2005 the project, managed by KEOLIS, the Ginko network's protagonist company (under the responsibility of the Greater Besancon Urban Area Community) and co-financed by the "Interreg III B Via Nova", the project aims for distribution of information about the public transport network by property professionals.

[PDF - property professionals and mobility](#)

**029 - Housing related mobility services for the VBW in Bochum, Germany**

Since October 2003 the housing company "VBW BAUEN UND WOHNEN GMBH" in Bochum offers several mobility service products to its tenants: a ticket for tenants, a start package (both in cooperation with the "BOGESTRA - Bochum-Gelsenkirchener-Straßenbahn AG") and a re-location service. A car-sharing service was implemented in 2005, but was canceled after one year of testing due to a lack of demand.

[PDF - Housing related mobility services](#)

**041 - "Living in Weiherfeld" at Langenhagen (Hannover area), Germany**

In 1998 the development company 'Entwicklungsgesellschaft Langenhagen mbH' started the construction of the 'Weiherfeld' - a new housing area with 2000 planned property units (out of which 850 have already been completed until October 2007). As special service several mobility services are offered to the residents.

[PDF - Living in Weiherfeld at Langenhagen, Hannover](#)

## 4.2 Organisation and co-ordination of new services

Mobility management for residential areas means comprehensive supply including the organisation and co-ordination of new services. Ideally, these services (like rental bikes, car-sharing, car-pooling, individual information etc.) should be provided by a single source and be placed close to the customers in so-called 'Mobility Agencies'. This could be a service offered by the housing company itself, maybe following up on an already existing service for residents at a special site, like facility management or tenants' advice bureau. But it can also be initiated and (co-)financed by public authority or local public transport companies.

To guarantee sufficient demand, those agencies should be placed in areas of high population density. The known examples are elements of big housing developments, targeting comprehensive improvements in sustainable housing / living. Those agencies are often only temporary institutions, helping to support a special goal in a special urbanistic context. The financing of a permanent service sometimes causes problems.

### Examples ADD HOME database:

#### **011 - Mobiliteitswinkel Ypenburg, Den Haag, The Netherlands**

Ypenburg is a district of The Hague on the southeast side of the city. This residential area dates from 1998 up to the present day. Basic assumptions in building this district were a self supporting district, public transport of high-quality and reduced parking. In 2002, the Municipality of Den Haag contracted SOAB, a consulting company, to draft a mobility plan for Ypenburg. The idea of the Mobiliteitswinkel Ypenburg was brought forward. This Mobility Shop was intended to bring information and knowledge on mobility choices close to the inhabitants of Ypenburg..

[PDF - Mobility Centre Ypenburg](#)

#### **053 - Ballastière sustainable quarter in Limeil-Brévannes, France**

The last 10 years population and economic increase of Limeil-Brévannes determined an increase of the lodgings request and therefore the need of a new residential quarters construction in Ballastière South area. Through the collaboration and the agreement among privates and publics subjects, a sustainable quarter is been projected in order to guarantee an high quality of life to the inhabitants. A Mobility Agency is created in order to inform the inhabitants about the transport modalities as an alternative to private car.

[PDF - Ballastieère sustainable quarter](#)

## 5. Mobility issues in the context of car-free or car-reduced and ecological housing

5.1 Infrastructural interventions and services in car-free, car-reduced and optical car-free residential areas (new developments)

5.2 Mobility issues in the context of ecological housing (urban regeneration and new developments)

### 5.1 Infrastructural interventions and services in car-free, car-reduced and optical car-free residential areas (new developments)

The most perfect match of housing and mobility in terms of sustainability is the idea of **car-reduced or even car-free housing**. It means: more green space for the residents, more space for childrens' play, convenient infrastructure for cycling and walking, high level of traffic safety and mostly short connections to retail facilities for short-term demand. And it usually also means a reduction of costs for the investor and in the following for the residents, because the necessary parking spaces are reduced to a minimum (car-free = max. 0.2 parking place per accommodation unit; see e. g. the definitions of the network 'car-free housing' → [www.autofrei-wohnen.de](http://www.autofrei-wohnen.de) ).

Common and most important attributes are an integrated and well accessible site of high density and a low number of parking spaces. To safe the status of car-free or car-reduced housing, additional judicial arrangements between residents and housing companies are made in many cases. Thus, tenants or owners sign in the tenancy agreement or purchase contract not to own a car.

It is an inherent element that people living in those sites use the system of eco-friendly modes of transport. That is why in many cases additional services like car-sharing, special tickets for residents or delivery services are implemented besides a convenient infrastructure.

**Examples ADD HOME database:**

#### 017 - Kabelwerk car free urban planning, Vienna, Austria

A building site of more than 8 hectares sloping South and offering a superb view is where Kabelwerk district - named after an old cable factory in Vienna which occupied the place previously - is being developed. Kabelwerk urban planning project encompasses flats, shops, catering facilities and offices and will be home to 3000 Viennese citizens. The district with 964 flats will be a car free area and well connected to public transport. Furthermore, a car-sharing service will be offered. Kabelwerk is administered by Kabelwerk Bauträger GmbH, a merger of renowned commercial and charitable housing companies.

[PDF - Kabelwerk car free urban planning in Vienna](#)

#### 019 - Kabelwerk car free urban planning, Vienna, Austria

A building site of more than 8 hectares sloping South and offering a superb view is where Kabelwerk district - named after an old cable factory in Vienna which occupied the place previously - is being developed. Kabelwerk urban planning project encompasses flats, shops, catering facilities and offices and will be home to 3000 Viennese citizens. The district with 964 flats will be a car free area and well connected to public transport. Furthermore, a car-sharing service will be offered.

Kabelwerk is administered by Kabelwerk Bauträger GmbH, a merger of renowned commercial and charitable

housing companies.

[PDF - Kabelwerk car free urban planning in Vienna](#)

#### **020 - Housing project Sargfabrik, Vienna, Austria**

The "Sargfabrik" in Vienna is an innovative form of accommodation. In 1996, an old coffin factory was revitalised into a residential area with about 100 housing units. The autonomous housing and cultural project consists of several communal facilities like a restaurant, swimming pool, community hall or a laundry. Officially, the Sargfabrik is registered as a hostel, so that many building regulations do not count. For this reason, the operators were allowed to build parking facilities in the proportion of 1:10, thus, one car park for ten households. Three car parks are now used for car-sharing, the rest is filled with bicycles. Furthermore, the Sargfabrik is the biggest self-administrated housing and cultural project in Austria.

[PDF - Housing project Sargfabrik in Vienna](#)

#### **027 - Car reduced living in Berlin - Johannisthal, Germany**

In 2003 the Baugemeinschaft LEBENS(t)RAUM Johannisthal GdR bought properties in Berlin, district Treptow, part Johannisthal and sold them to private households. The estate is designed as a multi-generational housing project. One criteria of the group for new participants is their car-freeness, but 12 parking spaces are positioned at the edge of the area. So the project can be typed as "car reduced".

[PDF - Car reduced living in Berlin - Johannisthal, Germany](#)

#### **030 - Car-reduced living with Amaryllis eG in Bonn, Germany**

In 2007 the building and housing association Amaryllis eG finished with approval by the City of Bonn the development of a car-reduced quarter in Bonn. To save the car-reduced status of the quarter judicial arrangements were reached and beside others neighbourly car-sharing was implemented.

[PDF - car reduced living in Amaryllis, Bonn](#)

#### **032 - Car-free living in Bremen - Grünenstraße, Germany**

The housing association "anders wohnen" eG closed a gap between buildings and finished to build a residential house in Bremen in November 1995. This house is car-free and to save this status some agreements were reached and car-sharing was implemented.

[PDF - Car free living in Bremen, Gruenstrasse](#)

#### **035 - Mobility services for residents of the car-free quarter "Stellwerk60" in Cologne, Germany**

From 1994 to 2001 the City of Cologne and the working group "Autofreie Siedlung Köln e.V. (ASK)" planned a car-free quarter in Cologne. 2001 the "Kontrola Treuhandgesellschaft GmbH & Co KG" joined the project as investor and started developing a part of a large former railway repair factory (EAW) as a car-free quarter in Cologne. To save the car-free status of the colony many judicial agreements were reached and some mobility services like car-sharing and rentable bike transport aids were already implemented.

[PDF - Mobility Services for the residential area Stellwerk 60, Koeln](#)

#### **036 - Car-free housing in Edinburgh - Slateford Green, United Kingdom**

In 2000 Edinburgh City Council, Canmore Housing Association Ltd and Malcolm Homes Ltd finished a new car-free housing estate in the Edinburgh district of Gorgie. To secure the car-free status of the project planning arrangements were agreed and a car-sharing-station was implemented.

[PDF - Car-free housing in Edinburgh - Slateford Green, United Kingdom](#)

#### **039 - Car-free living in Hamburg – Saarlandstraße, Germany**

Since 1997 the City of Hamburg, Stattbau Hamburg and Autofreies Leben e.V. developed in cooperation with several housing associations a car-free mixed used area in Hamburg, district Barmbek. To guarantee the car-free status of the project some judicial arrangements were reached.

#### **045 - Car-free living in Garden City Weißenburg, Münster, Germany**

The competition "living without an own car" of the German federal state of NRW led to the car-free project "Garden City Weißenburg" in Münster. The "Wohnungsgesellschaft Münsterland mbH" (WGM) developed in cooperation with the City of Münster the first car-free colony in North-Rhine-Westphalia. To accompany the idea of sustainable transport solutions mobility measures were implemented and judicial arrangements were reached.

[PDF - Car-free living in Garden City Weißenburg, Münster, Germany](#)

In just **optical car-free residential areas** the reduction of private car use is only limited to a well organised infrastructure for slow traffic (separation of motorised and non-motorised traffic; priority for slow traffic, high accessibility by slow traffic etc.) and a displacement of parking spaces to the edge of the quarter. People are allowed to own and use a car without limitation aside from the limited driving and parking options inside.

**Examples ADD HOME database:**

**022 - Application of alternative transport modes in new residential areas, Varna, Bulgaria**

Orchid Hills is the biggest residential construction project in Varna that offers a completely new lifestyle. It is a gated complex which has been developed for the first time in Varna with 467 apartments providing total comfort to its residents and essential service mobility solutions along with a secure, convenient and environment friendly way of living.

[PDF - Application of alternative transport modes in new residential areas, Varna, Bulgaria](#)

**025 - Advancing car-reduced mobility in Baar - Mill Matt, Switzerland**

In July 2007 Obermühle Real Estate PLC, Baar, RRP Architects, Zurich and Bandorf Neuenschwander Partner Cooperation, Gockhausen built 38 flats on the Mill Matt. Cars are banned out of the colony and sustainable modes of transport are fostered. One lockable bicycle garage per accommodation unit is provided in front of every entry door (at grade), financed by the housing company.

[PDF - car reduced mobility in Baar, CH](#)

## 5.2 Mobility issues in the context of ecological housing (urban regeneration and new developments)

In the context of ecological housing, mobility is often one aspect in a comprehensive approach fostering a sustainable way of living and a high quality of life for future residents including bio-climatic aspects, energy saving, rainwater management and green systems. Even if the reduction of private car use is usually one of the main goals of the local players, activities are limited to traffic calming and a well organised infrastructure for slow traffic (separation of motorised and non-motorised traffic; priority for slow traffic, high accessibility by slow traffic etc.) – as it is in the just optical car-free settlements. Car-ownership instead is not limited. Often these areas are just optically car-free and cars are parked at the edge of the quarter. The number of necessary parking spaces is still averaged. Nevertheless, negative effects of motorised traffic in the neighbourhood can clearly be reduced.

**Examples ADD HOME database for urban regeneration:**

**050 - San Rocco sustainable residential quarter, Faenza, Italy**

San Rocco is an ecological quarter constituted by 13 built blocks and about 300 housings. Faenza municipality owns the area (84.454 mq). The project is financed by Ministry of Infrastructures and by Emilia Romagna Region with “Quarter agreements II” program - law 8/2/2001 n°21.

[PDF - San Rocco sustainable residential quarter](#)

**054 - Parco Ottavi project, Reggio Emilia, Italy**

Parco Ottavi is a urban project able to integrate green belt, mobility infrastructures system and residences on a territorial level. It is a sustainable action at urban scale.

Arch. Aimaro Isola and “Centro Cooperativo di Progettazione” project designs 30 hectares for public areas and 23 hectares for private areas, with a total useful surface of 131.000 m<sup>2</sup>.



### 063 - Villa Fastiggi sustainable quarter, Pesaro, Italy

The eco sustainable project of Villa Fastiggi neighbourhood is characterized by the protection of the natural environment (considering the intervention sustainability in relation to space and time), by the rational use of resources and by the offered potentials of the site, according to the objectives of health, energy and environmental resources savings.

[PDF - Villa Fastiggi sustainable quarter, Pesaro](#)

#### Examples ADD HOME database for new developments:

### 049 - Cognento project: a sustainable residential quarter in Modena, Italy

The project is included in the PEEP division n°51 "Cognento" (Popular Economic Building Plan). The division includes two Detailed Plans of Public Initiative: Area 01 (public intervention: 50% of the total area) and Area 02 (private intervention: the remaining 50%).

[PDF - sustainable residential quartier in Modena](#)

### 056 - Public building quarter requalification in Pietrasana, Vigevano - Pavia, Italy

Pietrasana is a public residential quarter constituted by 10 buildings, for a total of 220 lodgings disposed around a central area. In the past this area was a garden where children played. Later it became a parking. It has been realized an action to improve the quality of life, to facilitate a sustainable mobility and to encourage social integration.

[PDF - requalification of Pietrasana quarter](#)

### 057 - Andromède quarter in Blagnac and Beauzelle, France

The Andromède quarter derives from the exceptional economic and demographic development of Tolosa. It will constitute a garden quarter of Tolosa city. The urban project is the result of a dialogue associating the communities and the partners implied on site management (SEM Constellation, promoters and architects). It is realised by urban planners JC Garcias and L Fichou (Treuttel - Garcias - Treuttel and associated).

[PDF - Andromède quarter in Blagnac](#)

### 058 - BIOPEP Detailed Plan of Public and Private Initiative "Nonantola", Modena - Italy

BIOPEP is a quarter planned with bio-sustainable criteria applied on a urban level. It has involved both public technicians and private planner. Total surface interested in the project is 147.000 m<sup>2</sup> (public area and private area). In this area 48 buildings with 3 floors are projected in order to realise 120 public housings and 220 private housings and a school structure with a nursery and a preschool.

[PDF - bio-sustainable criteria for the neighbourhood BIOPEP](#)

### 060 - Sanpolino sustainable residential quarter, Brescia, Italy

Sanpolino quarter is in a larger scheme of economic and popular building interventions. This scheme is based on environmental sustainability principles. The quarter is realized in an agricultural area and it counts 2000 apartments, subdivided in 9 building divisions.

[PDF - Sanpolino sustainable residential quarter, Brescia](#)

### 062 - Malizia Ecologic residential quarter, Siena

Productive activities displacement located in Malizia area (Ex Consorzio Agrario headquarters) is an important opportunity to organize globally a Siena central space. Malizia area is between historical city center and the railway area, so it has a strategic role.

[PDF - Malizia Ecologic residential quarter, Siena](#)

6.

## 6. Others

Although the case studies stated below do not belong to the "inner circle" of best-practise examples in the field of 'Housing and Mobility', they document interesting ideas to reduce private, motorised car-use in connection with sustainable modes of transport.

#### Examples ADD HOME database:

### 010 - Fleet efficiency and home delivery in Winchester, United Kingdom

Winchester, at the heart of Hampshire, is the county town and the ancient capital of England, with many historic buildings and an ancient street pattern. The city itself is a major tourist attraction and has to cope with heavy traffic on a daily basis. The project aimed to increase the efficiency of freight delivery in Winchester. Furthermore, the development of a clean urban delivery service that will become self-sufficient at the end of the project is also on the agenda.

[PDF - Home delivery services Winchester](#)

**014 - Construction subsidies as a tool to promote public transport in North-Rhine-Westfalia, Germany**

The government of North-Rhine-Westfalia chose a special strategy to control the commuter streams or rather to have an influence on the places of domicile of the province's population in the future. It is about housing subsidies along railways that are used as a tool to promote a modal shift in transport. Thus, people should obtain grants in order to have the possibility to built an own house. Furthermore, cities with housing projects along railway lines should receive an extra support.

[PDF - Construction subsidies in NRW, Germany](#)

**015- CIVITAS: "mobil.punkt": Interchanges between Car-Sharing, Public Transport and cycling in Bremen, Germany**

"mobil.punkt" is a pilot project lead-managed by the Senator for Environment, Construction, Transport and Europe of Bremen, Land of the Federal Republic of Germany. The project is financially supported by the European Commission. 550.000 citizens live in the city of Bremen, so it's the tenth largest city in Germany. With the help of this "mobil.punkt" platform, helpful information can be provided for the citizens to move quickly and environmental-friendly within the city.

[PDF - mobil.punkt interchanges between Car-Sharing, PT and cycling, Bremen](#)

**016 - Car-pooling in Norwich, United Kingdom**

Co-financed in the framework of project CIVITAS SMILE (2005-2009), the measure is being implemented by Norfolk County Council together with Norwich City Council. This measure will be targeted at businesses within the Norwich urban area which express interest in developing voluntary car pooling proposals, and develop a link between car pooling schemes and organisations which are developing workplace travel plans.

## IV Lessons learnt for the implementation of ideas in work-package 3 'Demonstrations'

Looking on key aspects of activities in the field of housing and mobility - following the goals of fostering the choice of sustainable modes of transport - infrastructural measures on public ground have to be stated on the majority. That is not astonishing, because the provision of infrastructure on public ground belongs to the original tasks of the public authorities and does not existentially depend on agreements between different stakeholders. A little different is the question of parking facilities for bicycles. On private ground this is mainly task of the investor, respectively the house owner. Since the convenient accessibility of bikes plays an important role for the topic of ADD HOME, the collected examples should be studied carefully. Interesting approaches have been found making bicycle parking and thus cycling more attractive.

Many good examples even go a step further than 'only' providing infrastructure for sustainable mobility at the place of residence: Mobility services like ticket

for residents, individual mobility information or car-sharing for residents are represented well – at least in single countries. So there is a lot to learn for local players in those countries where these services do not exist at all. It should be easy to transfer existing experience to other countries. Especially in respect to tickets or car-sharing for special residential areas, the number of stakeholders involved is quite low and the financial risk as well. So it is mostly a win-win-situation for both, providers and customers.

The most comprehensive approach can be found in the context of car-free and ecological housing. In some cases energy efficiency is considered as a comprehensive task including measures increasing the insulation of buildings, the production of energy by solar panels, the rain water management, the green belt systems and last but not least the accessibility of sustainable modes of transport – by infrastructural measures as well as by services like mobility information or car-sharing. The following case studies no. 053 (F- Limeil-Brévannes, Ballastière sustainable quarter) and no. 035 (D – Cologne, car-free housing in ‘Stellwerk60’) are good examples for comprehensive approaches.

In this context the systematic approach of United Kingdom and especially of the main capital London is worth mentioning. With the national ‘Planning Policy Guidance Note 13 – Transport’ the government wants to help raise awareness of the impacts of travel decisions and promote the widespread use of travel plans. Sustainable transport objectives include the reduction in car usage and the increased use of public transport, walking and cycling; reduced traffic speeds and improved safety and personal security particularly for pedestrians and cyclists; more environmentally friendly delivery and freight movements like home delivery services. PPG 13 also states that the government considers that travel plans should be submitted alongside planning applications which are likely to have significant transport implications. In the context of housing so-called ‘Residential Travel Plans’ have been developed. Based on a study commissioned by ‘Transport for London’, it is recommended that full residential travel plans are prepared for residential developments over 80 units. Experiences with residential travel plans are going to be documented later on.

So far, the ‘Code of Practise’ should be a useful pool of ideas for the ADD HOME demonstrations on the local level. But the collection of currently more than 60 case studies should also help to transfer good experiences to other European countries.