



# Mobility starts at home

- Innovative housing projects from Munich-

team red Deutschland GmbH

Tobias Kipp

Telefon +49 8105 / 7799-20

Internet [www.team-red.net](http://www.team-red.net)

Email [tobias.kipp@team-red.net](mailto:tobias.kipp@team-red.net)

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Experience: 15 years, 50 experts, 300 projects and 10 innovation awards

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Source: <http://www.abendzeitung-muenchen.de/inhalt.1-77-millionen-einwohner-muenchen-waechst-und-waechst-geht-s-noch.67a89c52-1838-46d3-9bc3-5dc43f29a1d6.html>

## **Regional development in Munich**

- Traffic infrastructure is already close to the limit
- It is expected that the population in the region will grow by about 300.000 inhabitants until 2030
- It is extremely difficult to build new infrastructure in this very dense populated area

**=> New solutions have to be found**



# Innovative residential area

# Pilot Domagkpark





## Domagkpark

- 1.600 housing units
- Completion 2016 / 2017
- Pilot project for sustainable mobility
- Partly reduced number of parking units (down to 0,5 per housing unit)





## Elements of the mobility concept

- Stationary car-sharing
- Mobility hub with bike rental scheme
- Rental of cargo bikes
- Flexible parking management
- Bike service
- „Concierge-service“ at the mobility centre, including the acceptance and delivery of parcels
- Ride-sharing service
- Mobility platform on the internet
- Integration in the marketing campaign for new townsmen of the City of Munich





## Car-Sharing



## Flexible parking management



## Parking with charging facilities





## Generous bike parking





## e-mobility hub



## e-mobility hub





## Dynamo bike service



Photo: Wogeno



# Options to implement mobility concepts in the planning process





## Stage I: Land development plan

- Definition of parking spaces allowed
  - Definition of quantity and quality of bike parking
  - Obligatory infrastructure for e-mobility
  - Supply of everyday goods and services (grocery, doctor, pharmacy etc.)
  - Certain aspects of a mobility concept (mobility centre, mobility hubs...)
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- Option to build more on a certain area, if a mobility concept is implemented
  - Option to reduce parking space by implementing a mobility concept



**A reduced number of parking spaces per housing unit can be applied, if the following requirements are fulfilled:**

1. ...a minimum number of 10 housing units
2. The area has a **good public transport connection** and offers the opportunity to organize everyday life without an own car
3. The applicant has to **develop and implement a mobility concept**
4. The effects of the mobility concept have to be **monitored**
5. There is an obligation to build additional parking spaces, if the real demand is higher than the supply (if you want to go below 0,8 per housing unit)



## Stage II: Tender process of the site

- For public land: Obligatory requirements or bonus point for developers, who implement a mobility concept or at least certain parts of it (Car-sharing, bike sharing, charging infrastructure etc.)
- For private land: Integration of mobility aspects in the urban development contract



## Advantages for all actors

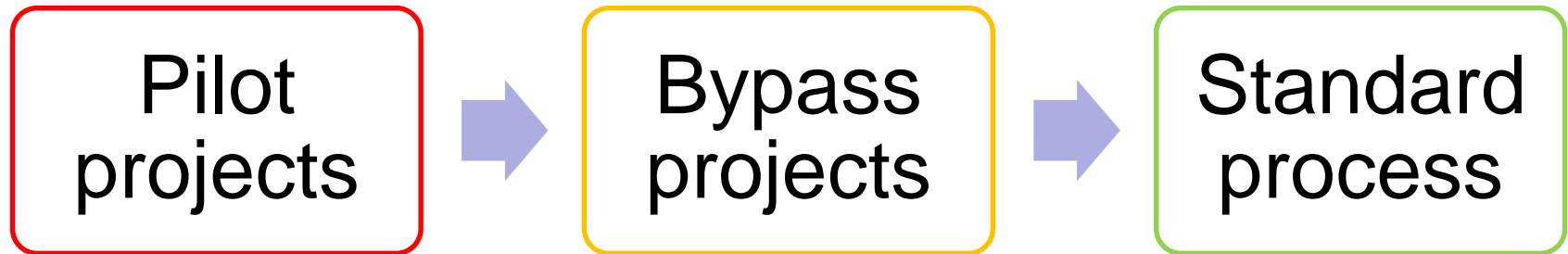
- City and residents** → Benefits from reduced car traffic and various mobility services
- Development companies** → Reduced construction costs
- Mobility services provider** → Increased customer base

If more than 1 developer on a certain site, a coordination is necessary to guarantee a balanced mobility management





**This approach to change standards might also work somewhere else**



Thank you!

**team red Deutschland GmbH**

Tobias Kipp

Tel +49 8105 7799-20

[Tobias.kipp@team-red.net](mailto:Tobias.kipp@team-red.net)

[www.team-red.de](http://www.team-red.de)

