

Quartier am Wiener Platz - Redevelopment of the Brownfield site “Schoch” in Stuttgart-Feuerbach

Landeshauptstadt Stuttgart (Municipality)

- Amt für Umweltschutz (Environmental protection)
- Amt für Liegenschaften und Wohnen (Real estate and housing)
- Amt für Stadtplanung und Stadterneuerung (Urban planning and renewal)
- Wirtschaftsförderung (Economic Promotion)
- Tiefbauamt (Civil Engineering)
- Sozialamt, Jugendamt (Social welfare and youth)

Short Project description:

The development of a site most relevant from the urban development perspective was blocked by high contamination and other negative impacts. An interdisciplinary approach was implemented.

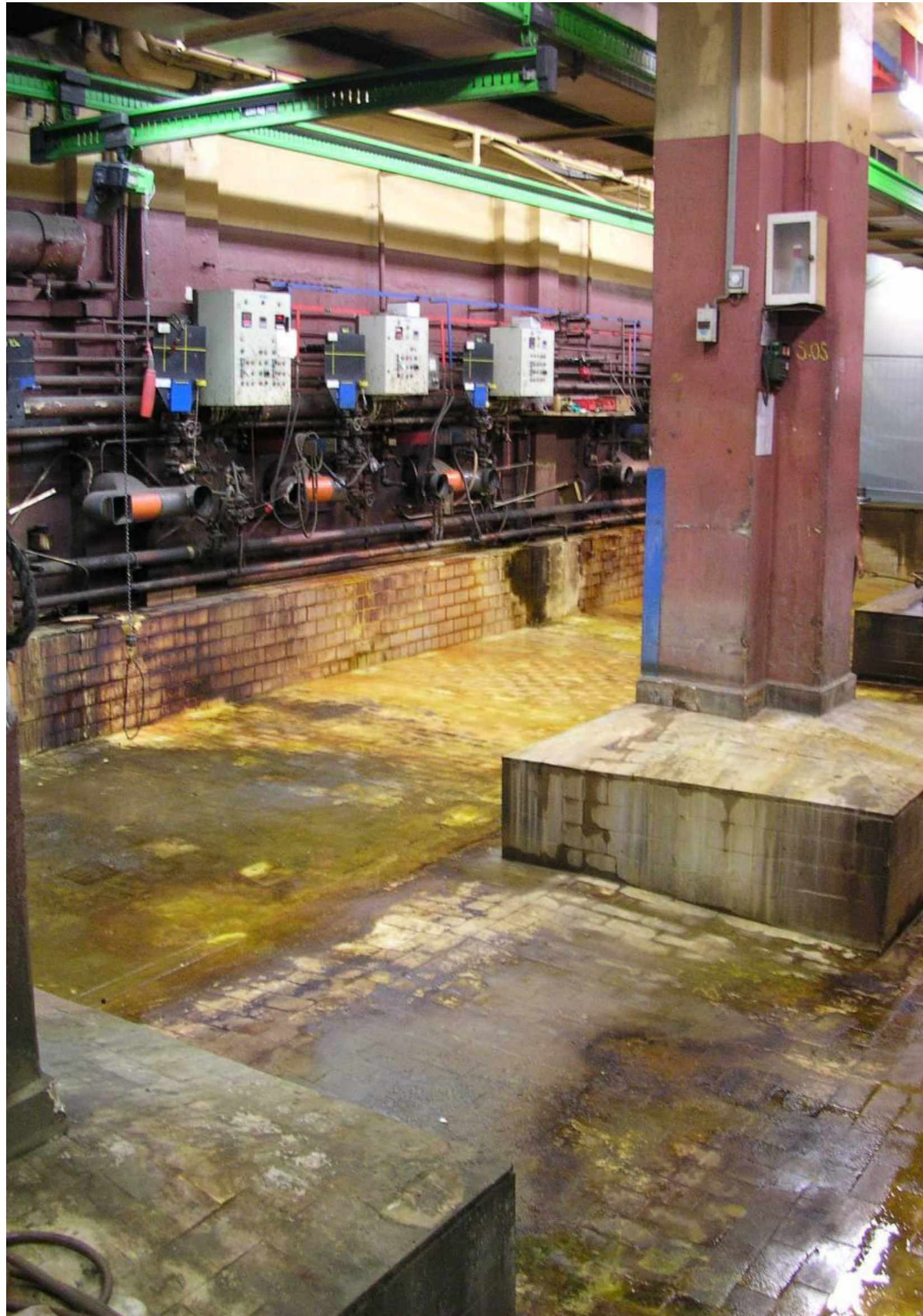
An aerial photograph of a city, likely Berlin, showing a dense urban landscape with numerous buildings, streets, and green spaces. The image is used as a background for the text.

1. Institutional setting:

- Schoch – a galvanic technique company – with private responsibility, but not applicable due to insolvency
- Private investment led to a blockade in 2009: lack of profitability
- The city council had to be convinced to take the risk
- Municipal engagement based on programmes like “REFINA” and “BWplus” (German Research on national and Länder level), INTERREG (European funding) => Inner urban development in complex cases requires proactive municipal engagement
- Different municipal departments were experienced and willing to cooperate
- States funding programme for urban renewal and contaminated sites management available (Länder level)

2. Starting point:

Chromium and Organic Solvents
in buildings, soil and groundwater

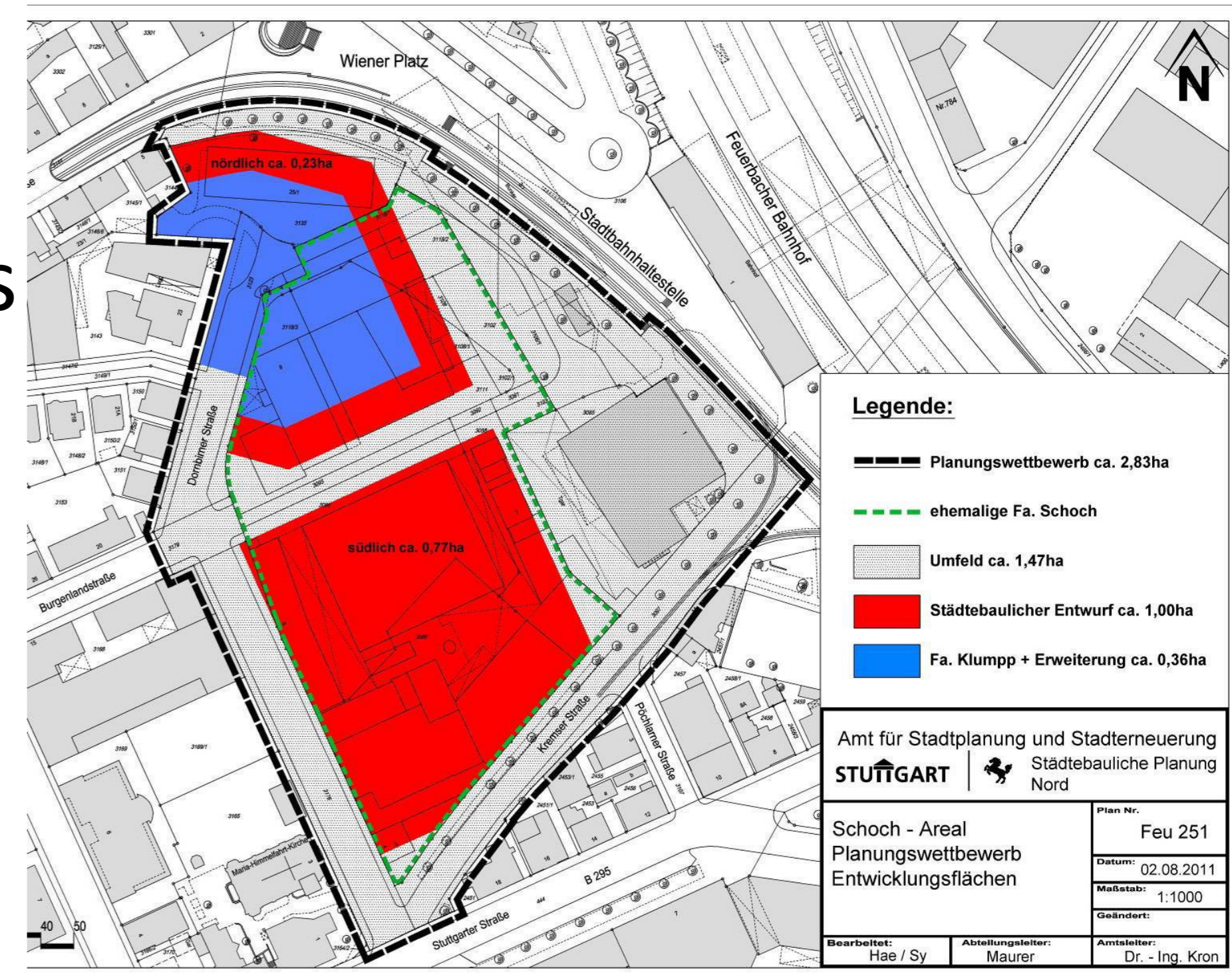


Low Quality of Buildings



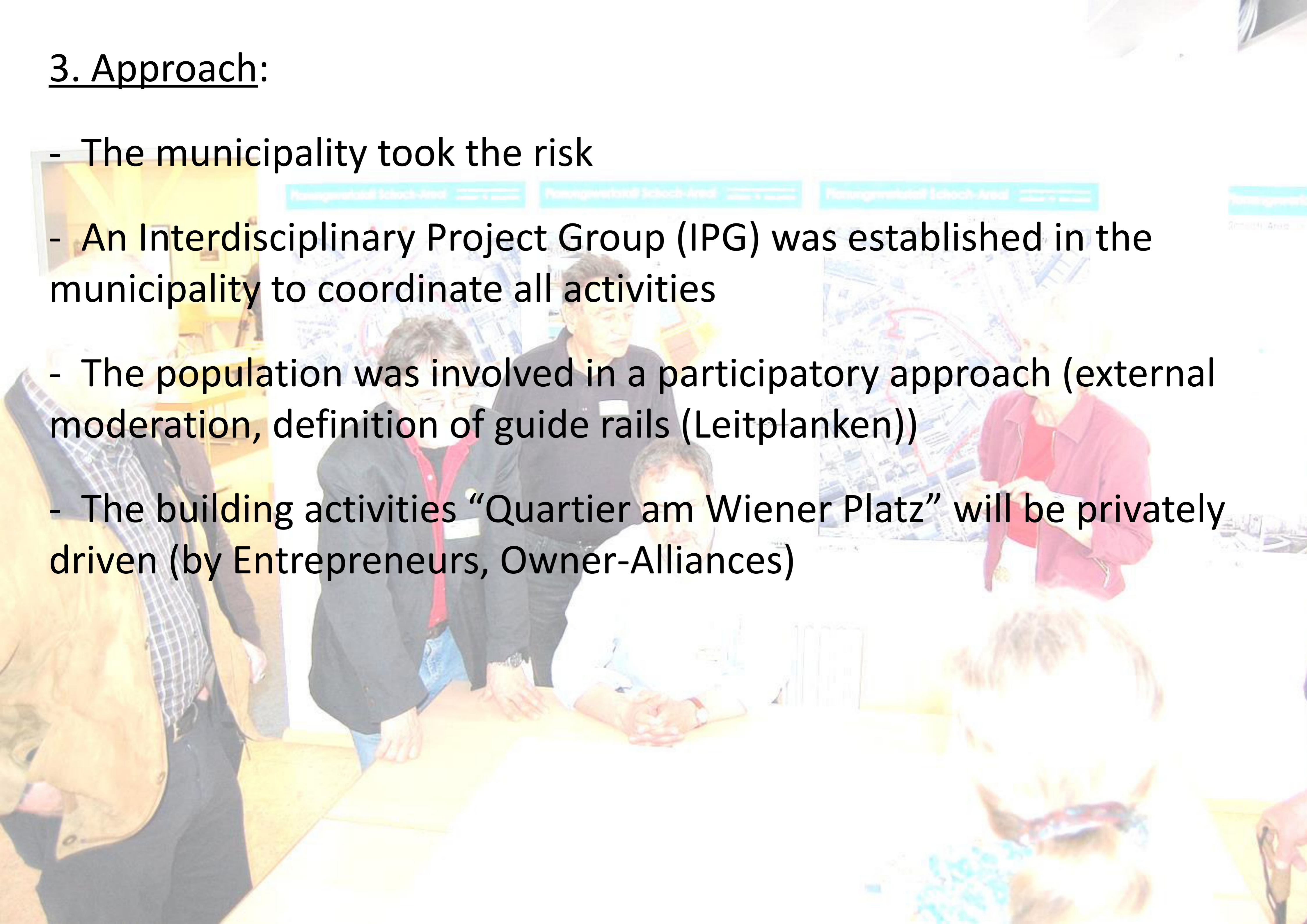
Complex framework:

- Ownership
- Noise
- Expectations
- Standards
- Buildings



3. Approach:

- The municipality took the risk
- An Interdisciplinary Project Group (IPG) was established in the municipality to coordinate all activities
- The population was involved in a participatory approach (external moderation, definition of guide rails (Leitplanken))
- The building activities “Quartier am Wiener Platz” will be privately driven (by Entrepreneurs, Owner-Alliances)



4. Outputs:

Concrete results

- Remediation in progress
- Urban planning prepared
- Contracts with investors prepared
- Investors available

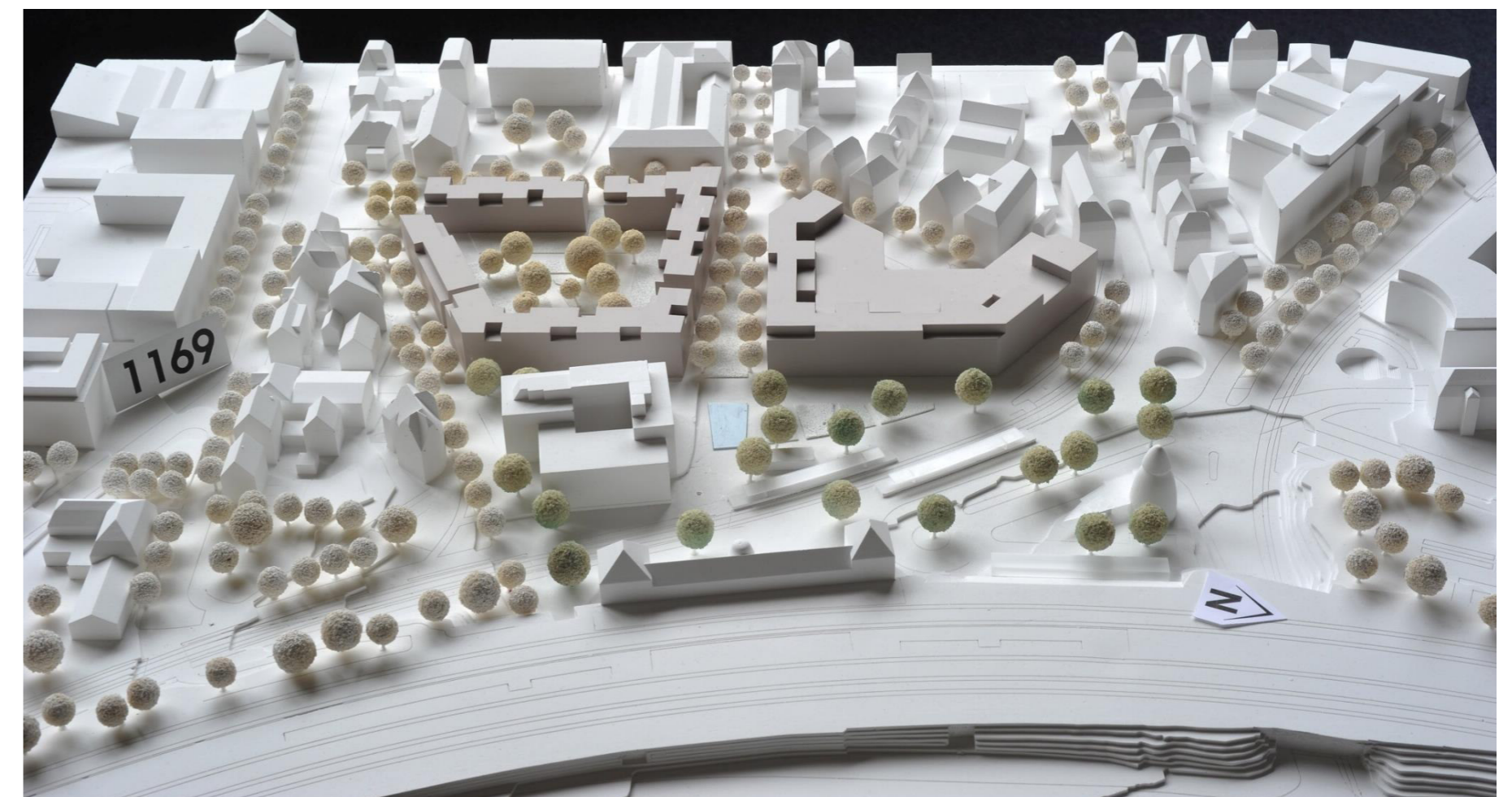


Outcomes and/or impacts of the good practice

- All measures in time and financial framework
- New investment generated
- Inner urban development strengthened (“it works”)
- Greenfield consumption significantly reduced (verified by annual balance)

Sustainability of the practice

- Best practice convincing
- Political compliance achieved



5. Lessons:

Main lessons learnt

- Inner urban development requires innovative approaches
- Implementation of innovative approaches takes time (2000 – 2011)
- Continuity required (for implementation, urban development and decision processes)
- Networking is part of the solution
- Development processes require insistence, straightness and positive thinking

Open questions

- How to implement innovative approaches in inflexible structures?

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<http://www.stuttgart.de/item/show/513658>

<http://www.stuttgart.de/quartier-am-wiener-platz>

<https://www.youtube.com/watch?v=l0v63GdUaRA>