Land Use Planning and Mobility Management
The example of Wien-Aspern

Ljubljana, National SUMP conference | 12 February 2020

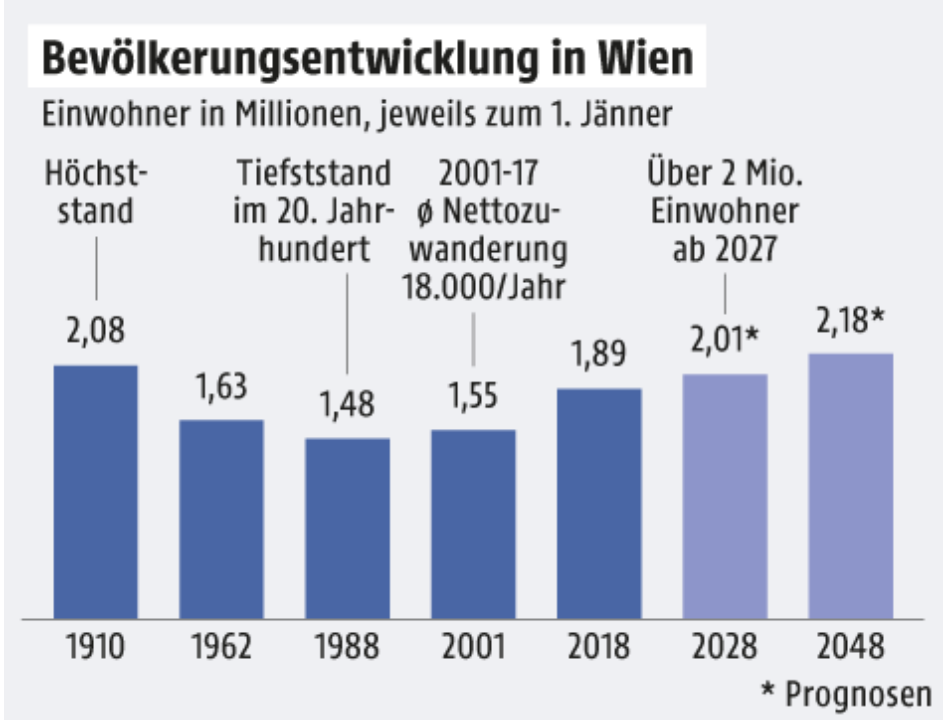
Karl-Heinz Posch | Austrian Mobility Research (FGM-AMOR)

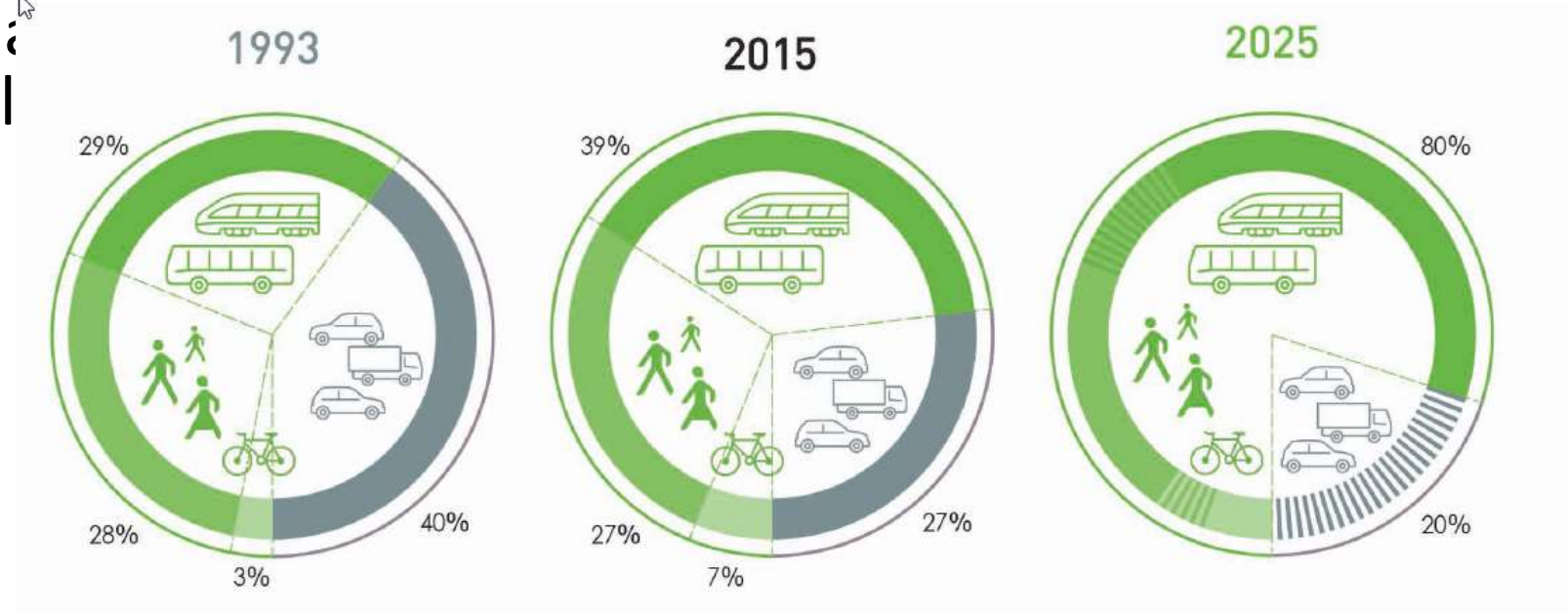
IVE IS CO-FINANCED BY
ON

Vienna
Population growth
Modal Split development

Mobility constants in cities:

- 3-4 trips/day per person
- 1-1,5 hours of mobility per day per person
- Mobility management is the ma
modal





Some Elements of Mobility Management

- Marketing sustainable mobility at the right spot: at home, in schools, at the place where you work, for events
- Marketing sustainable mobility at the right time: when you change house, job, get children, go to a new school, get a car
- More effective use of the car: carsharing, carpooling
- The Stick: parking management and congestion charging
- The Carrot: financial incentives, healthy and comfortable lifestyle, supportive infrastructure measures: bicycle paths, bicycle parking, pedestrian zones, shared space zones
- Integration of land use planning with sustainable mobility

It is all about mobility behaviour

Smart Mobility

Why combining MM and Land Use planning is effective

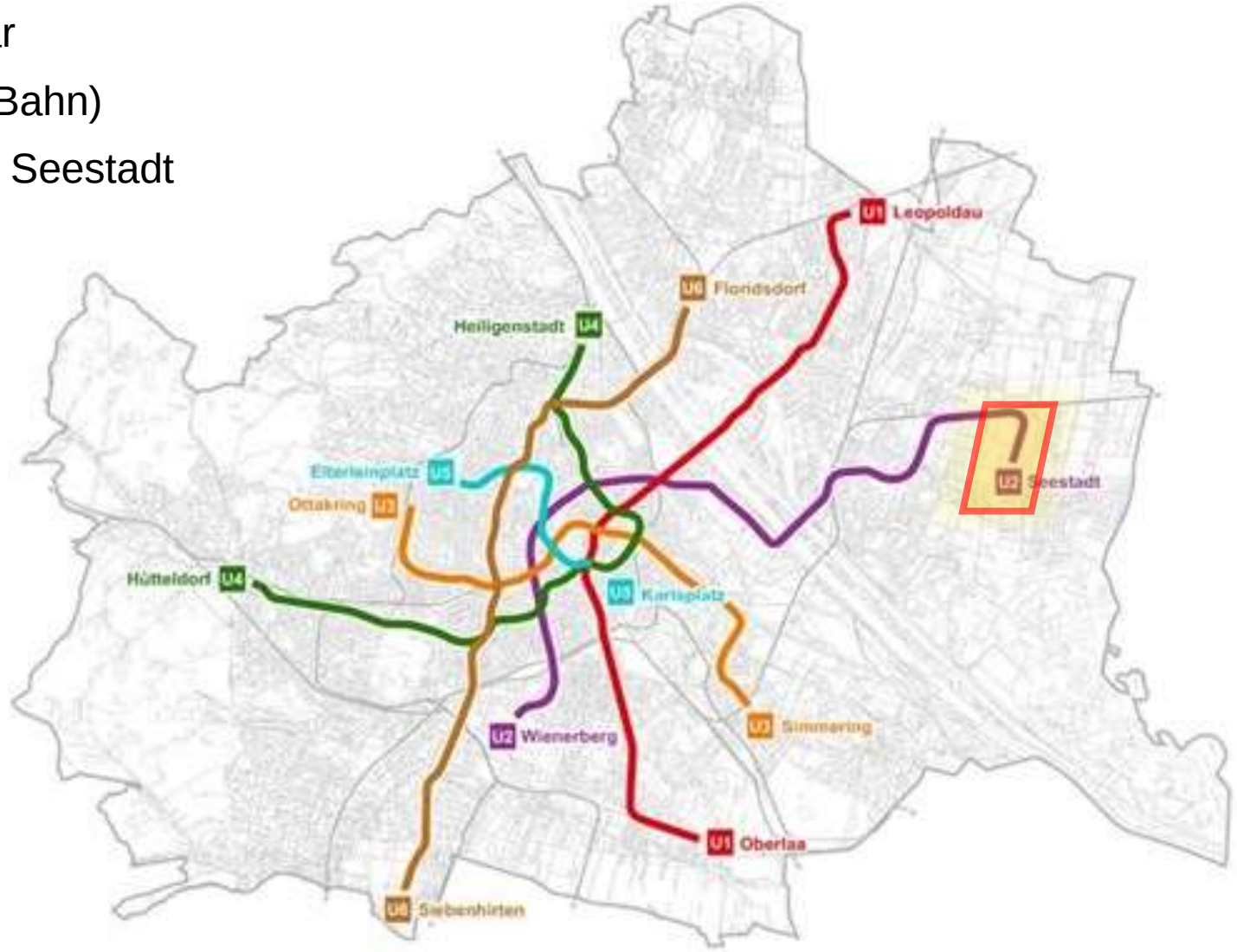
- You already are on the right spot
- You come at the right time
- You can influence framework conditions
- You can secure funding
- You can even enforce Mobility Management
- You can ensure a good cooperation between stakeholders

Why MM and Land Use planning is good

- It lets you look deeper at the integration of sustainable transport planning
- It leads to a cooperation of different stakeholders
- It helps to set and achieve modal split targets
- More economical
- More ecological
- Socially juster
- Better quality of life
- Better use of the land

Vienna, Aspern Seestadt (Vienna‘s Urban Lakeside)

- Vienna (1,9 Million inhabitants)
- Growing 1,5%/Year
- Metro network (U-Bahn)
- New U2 leading to Seestadt



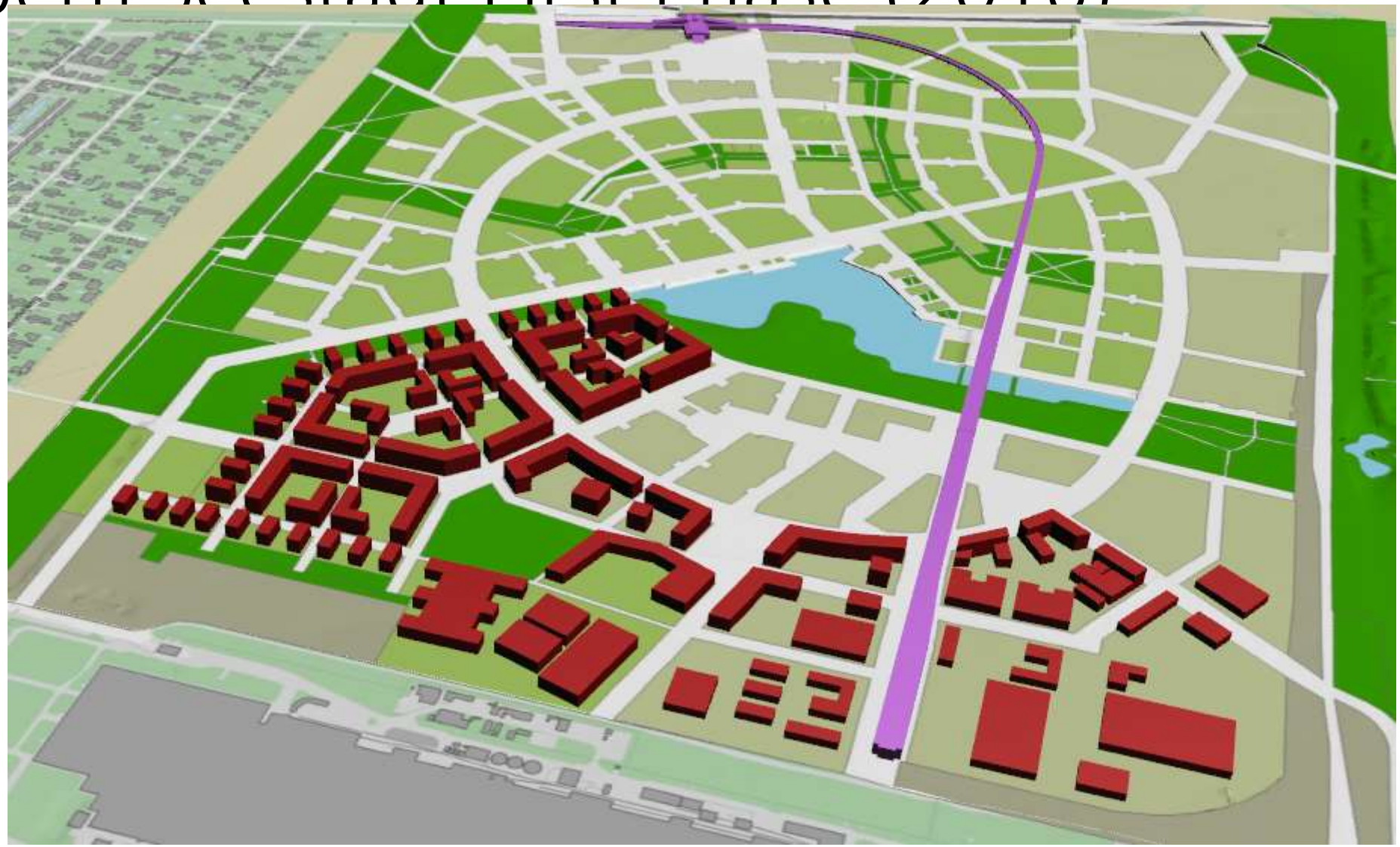

Am Heidjöchl
Am Heidjöchl
Ostbahnbegleitstraße
Lavendelweg
Johann-Kutschera-Gasse
Bernhardinerallee
Cassinonestraße
Strigelgasse
Gedächtnisstätte

Aspern Seestadt Layout/Master Plan 2007

Aspern Seestadt Metro (U2) 2013

Final development (2025)

Aspern Seestadt First Phase (2016)



Aspern Seestadt Mobility Guidelines 2008

- Series of 5 workshops
- Modal Split target
- Maximum parking allowance per dwelling lower than 1
- Mobility fund for MM measures
- Information packages for new inhabitants, new companies, developers, schools
- Mobility Centre
- Concentration of car-parking in collective garages, on street paid parking zones
- E-bike supply, carsharing spaces, city-bike
- Good infrastructure for cycling:
  obligatory parking, cycle routes, cycle repair
- Good pedestrian infrastructure:
  shared-space type development, easy street crossing, pedestrian zones, excellent sidewalks

Aspern Seestadt today


HANDLER
HoHo
Wien


Seestadt P3
200m
BEAR
LEVI'S


aspern
mobil
einpacken
mitnehmen
einpacken
mitnehmen
einpacken
mitnehmen

Mo


MOBILITÄTSZENTRALE
mobil
SEESTADT ASPERN
WIPARK
as pe rn
mobil


aspern
stadtteil
management
aspern
stadtteil
management

Mobilitv Lab


GARAGE SEESTADT ASPERN P4
AUSFAHRT
EINFAHRT
Chargemap.com


500 m
500 m
für PKW
B4A
B4A
POLIZEI
D1
D2
D3
D4
D5
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D18C
D20
D21
D22
D23
J1
J2
J5
J6
J7
J9
C3

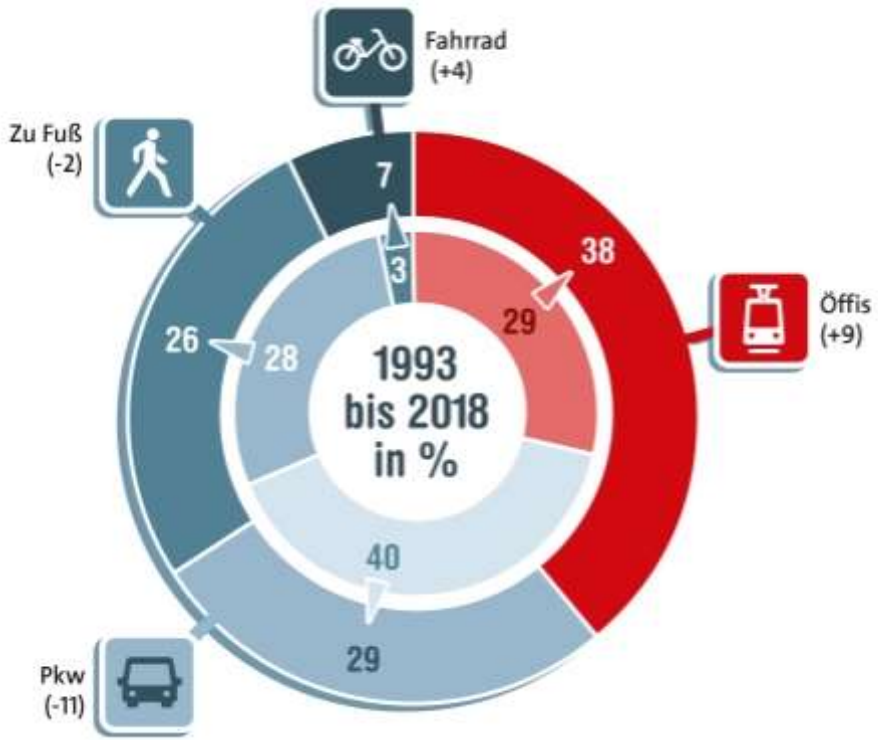
Aspern Seestadt Mobility 2020

- Modal Split targets remain
- Maximum parking allowance per dwelling 0,7
- Mobility fund for MM measures
  (winner of klima:aktiv-award 2014)
- Information packages for new inhabitants, new companies, developers, schools
- Concentration of car-parking in collective garages, on street paid parking zones
- Mobility centre, mobility card
- E-bike supply, carsharing spaces
- High cycle parking standards, cycle routes
- Aspern ReCycle: free repair every thursday
- Good pedestrian infrastructure: easy street crossing, pedestrian zones, excellent sidewalks
- Reduced-car housing with „Baugruppen“ (co-housing-groups)

Modal Split 2018

So sind die Wienerinnen und Wiener unterwegs

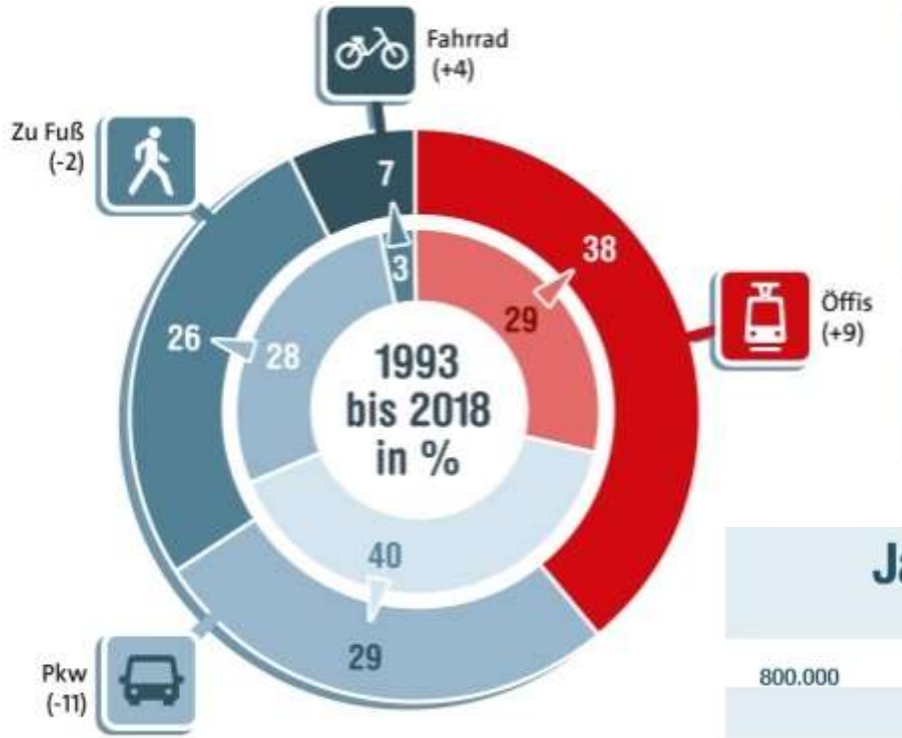
Wahl der Verkehrsmittel 1993 – 2018 in %



Entwicklung des Anteils Öffentlicher Verkehr in %

Quelle: Wiener Linien

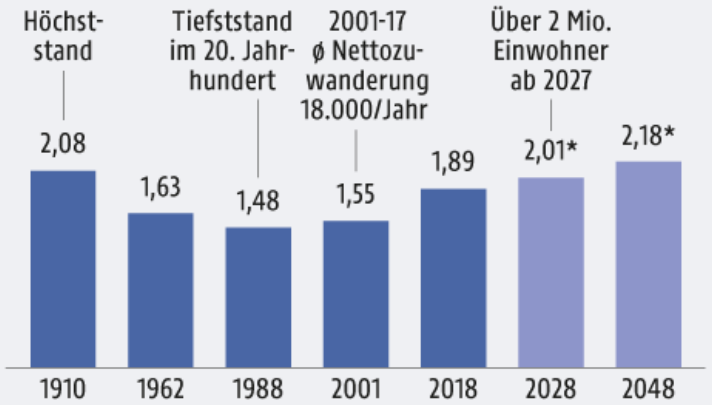
Wahl der Verkehrsmittel 1993 – 2018 in %



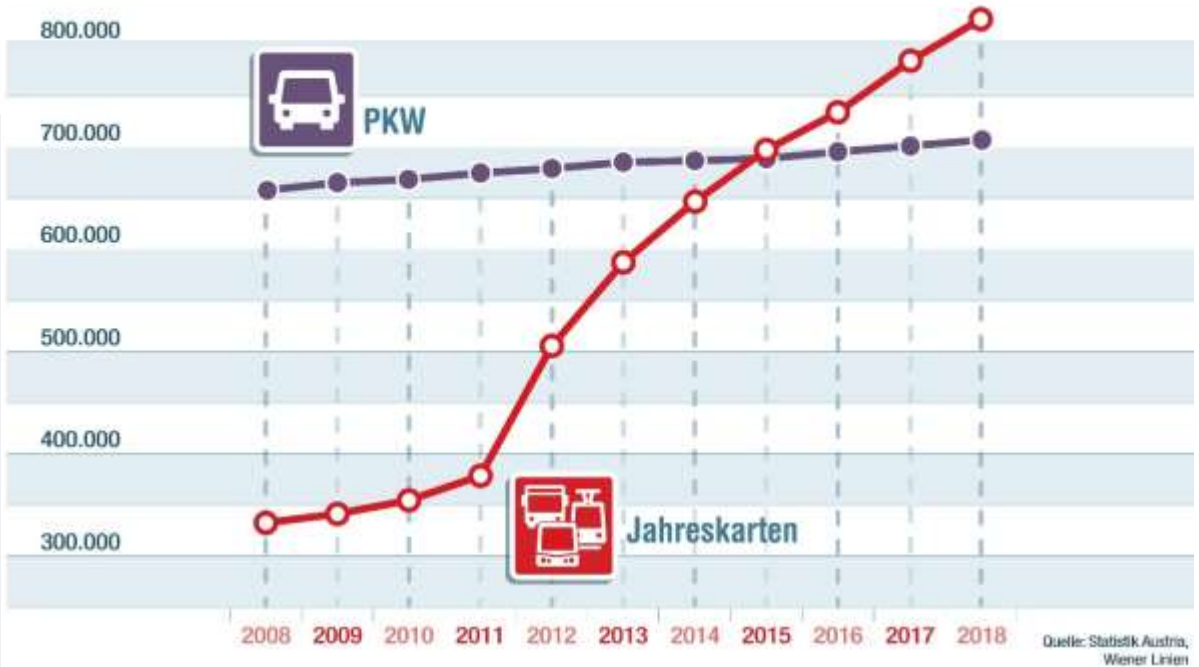
Entwicklung des Anteils Öffentlicher Verkehr in %

Bevölkerungsentwicklung in Wien

Einwohner in Millionen, jeweils zum 1. Jänner

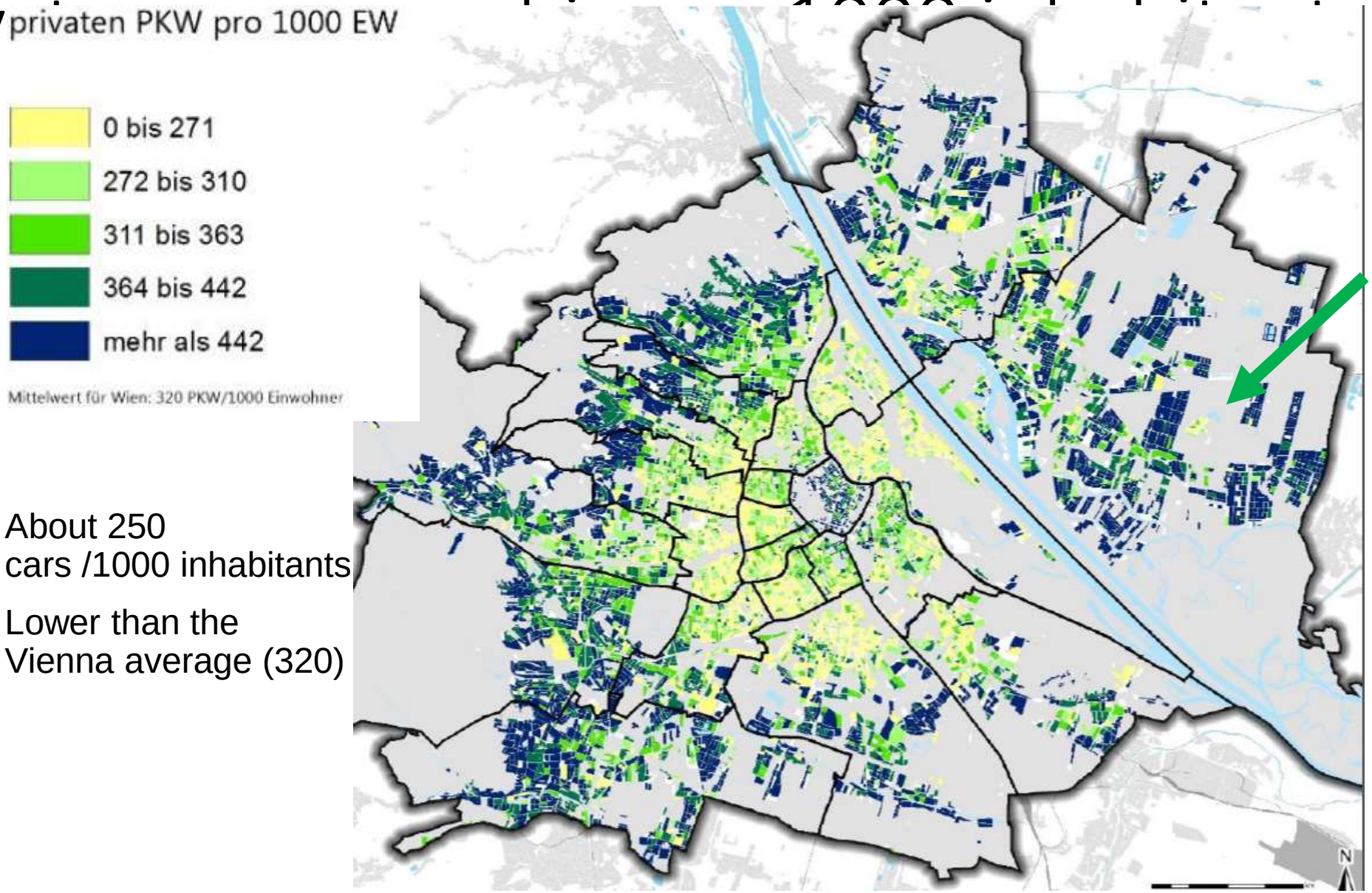


JahreskartenkundInnen vs. PKW-Bestand

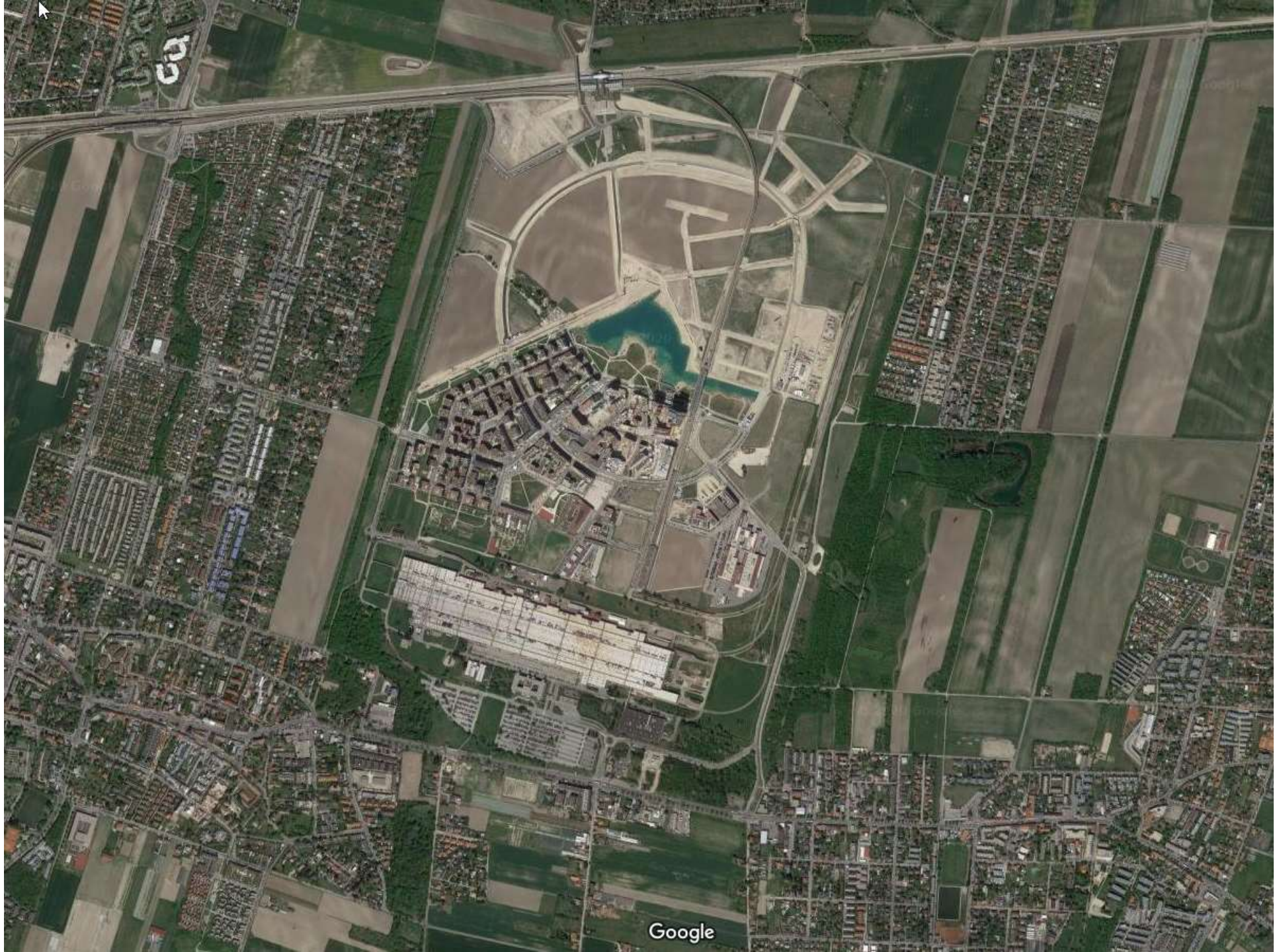


Quelle: Statistik Austria, Wiener Linien

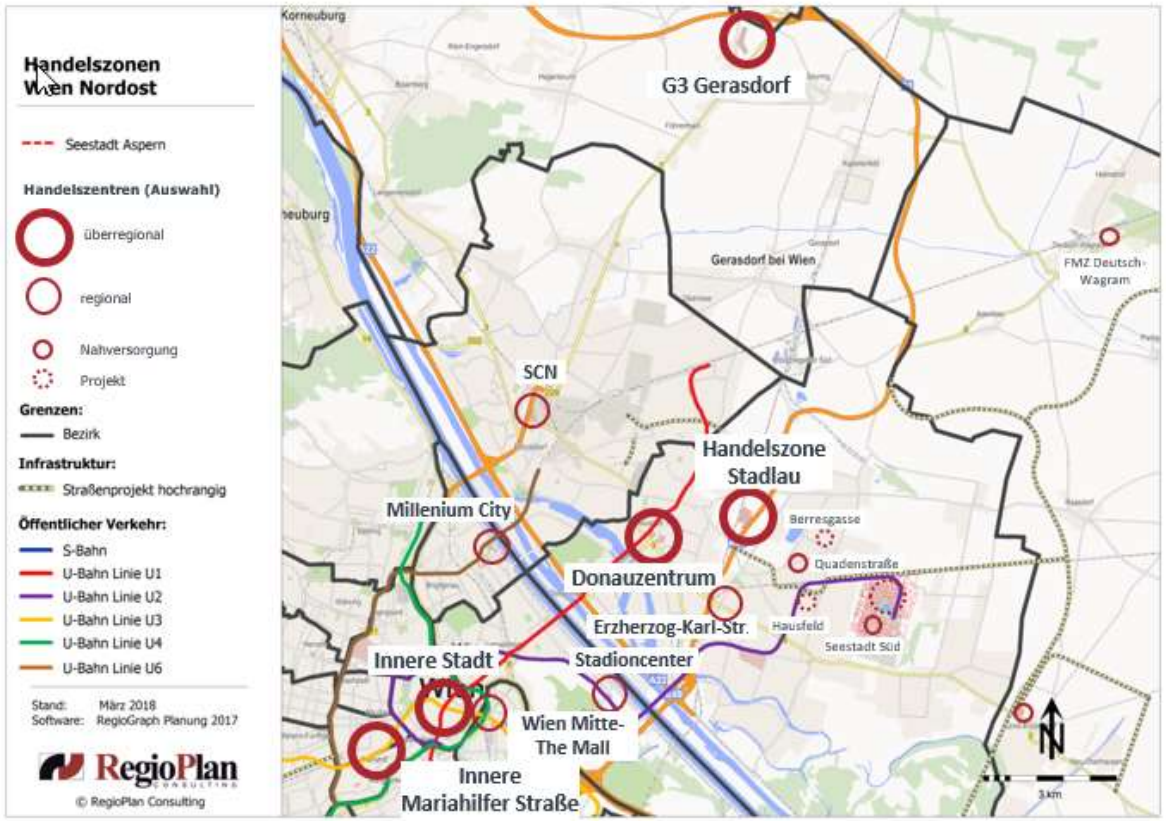
Priv



- About 250 cars /1000 inhabitants
- Lower than the Vienna average (320)


Google

Shopping competition from the surroundings

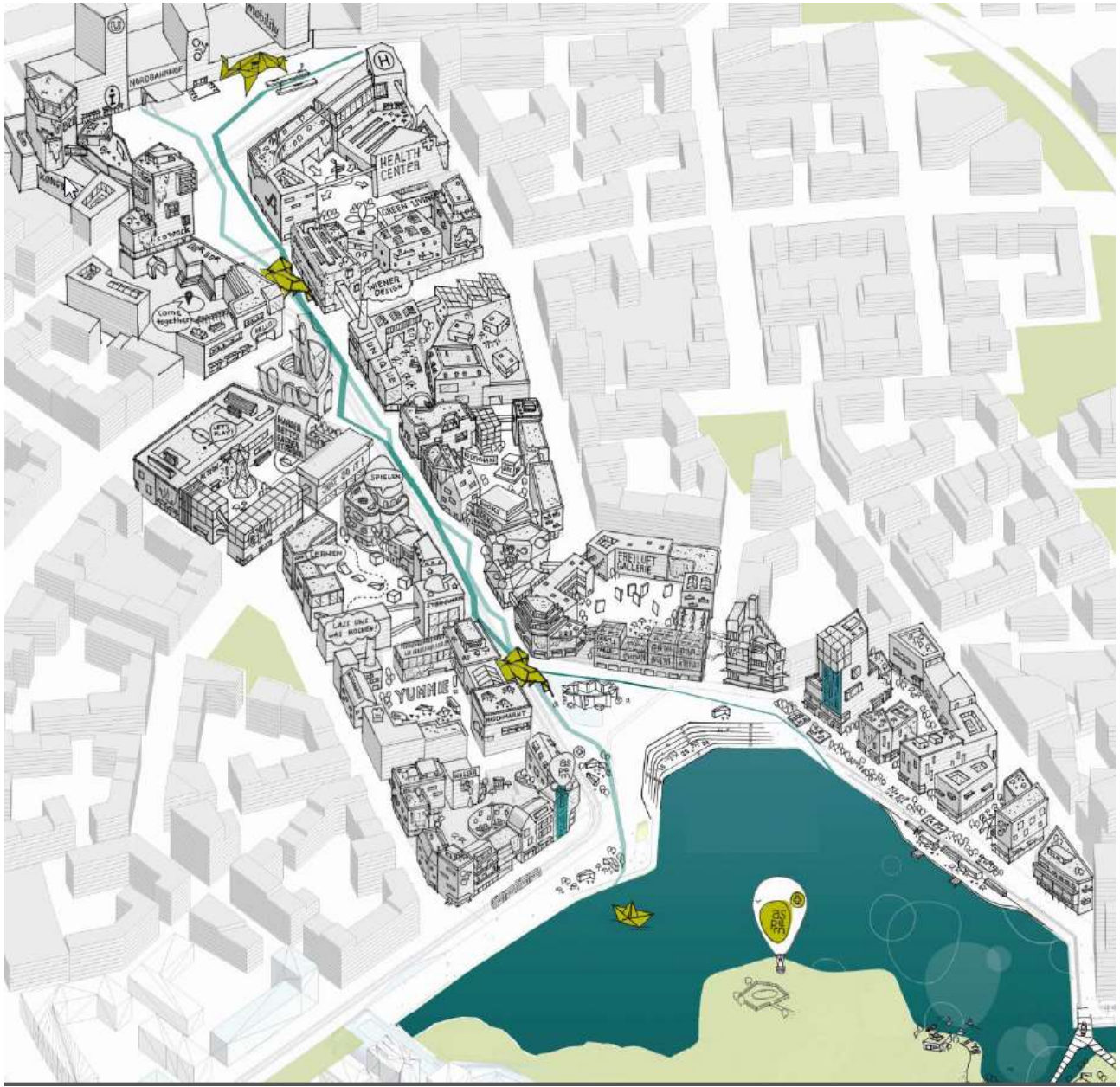


- das Projektgebiet weist eine starke Verflechtung mit folgenden überregionalen Handelszonen auf:
  - Donauzentrum mit 107.000 m² Bruttomietfläche (GLA) plus Entertainmentbereich
  - Handelszone Stadlau mit 100.000m² GLA
    - inkl. IKEA Wien Nord und OBI mit ca. 35.000m² GLA
- zusätzliche Versorgung durch (klein-)regionale Handelszonen und Nahversorgungszonen
  - Erzherzog-Karl Str. mit rund 20.000m² GLA
    - davon 6.000m² FMZ
    - zusätzlich Merkur und Hornbach

Quelle: RegioData; RegioPlan Consulting

Shopping street concept and mobility

- Very detailed planning although only ready in 2030
- Joint management of shopping street
- Limited car parking
- Excellent bicycle parking
- Excellent pedestrian and bicycle facilities
- Urban qualities versus shopping centre qualities



Mobility points

Mobilstation

Mobility Hub Mobilitätspunkt

Mobilitätsstation

Mobility Point

Mobilpunkt

WERKSTATTBERICHT 179

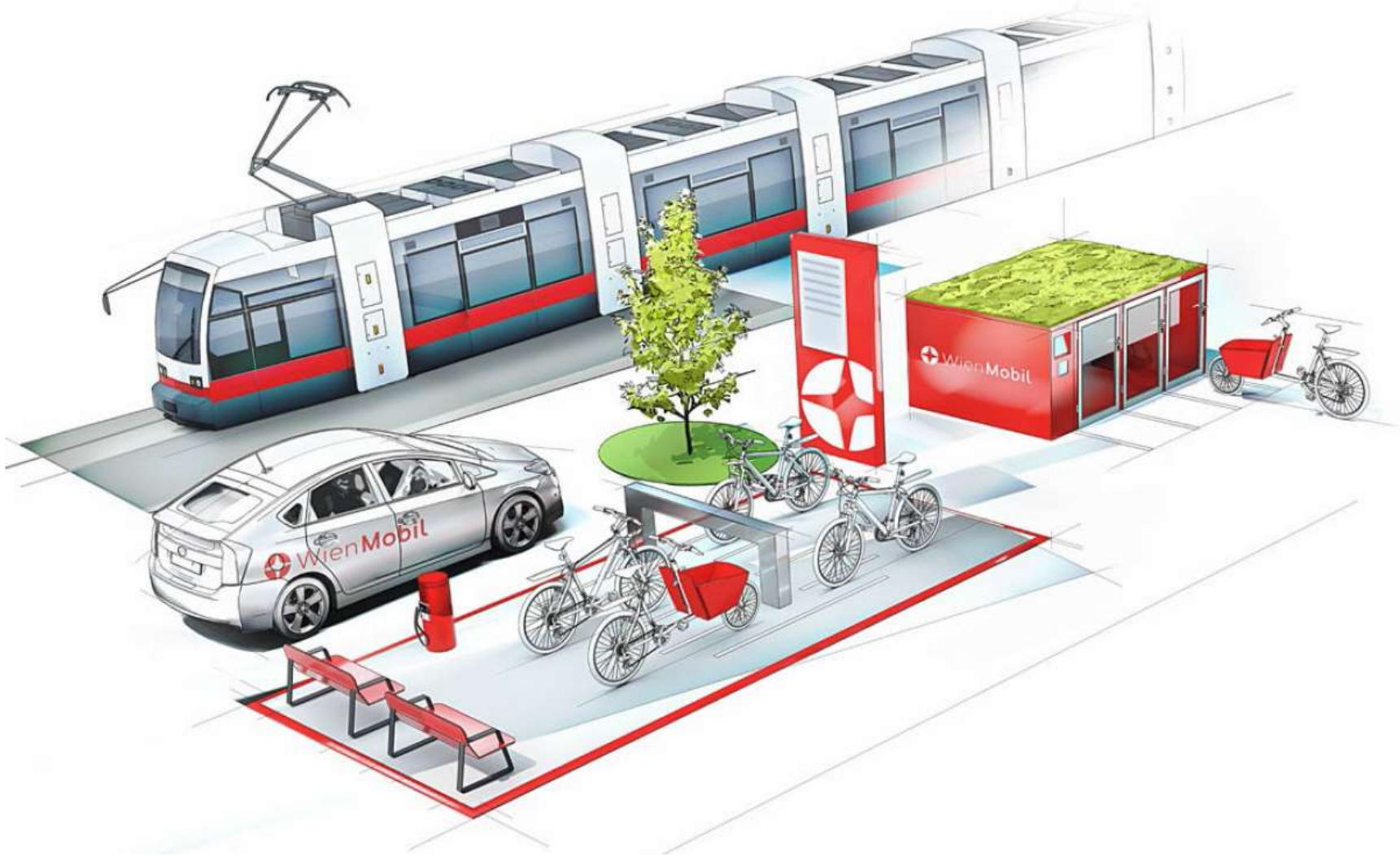
Leitfaden Mobilitätsstationen

Projektleitung
DI Anna Möller, MA 21

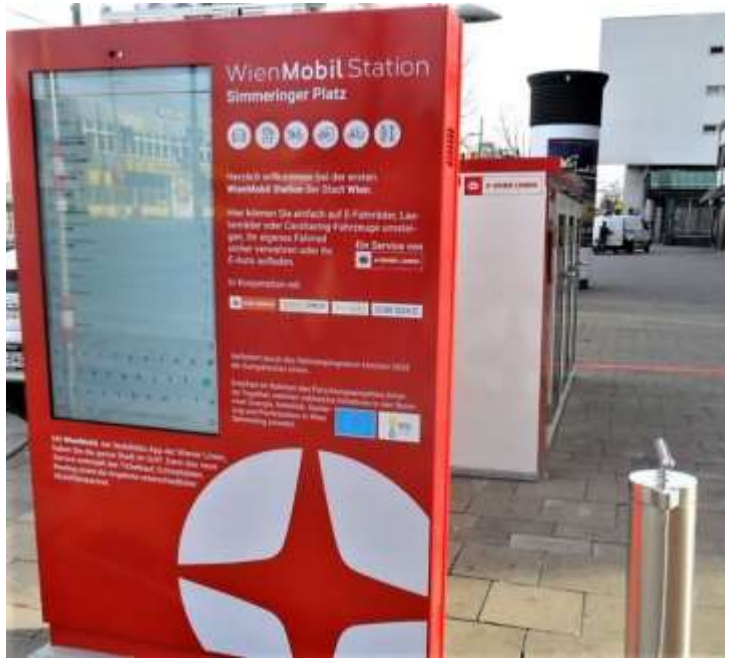
Mitarbeit
DI Susanne Fabian, MA 21
DI Gregor Stratil-Sauer, MA 18
DI Manuel Pröll, MA 18
DI Michael Erdmann, Mobilitätsagentur Wien
Mag. Gerald Franz, Urban Innovation Vienna

Inhaltliche Erarbeitung
Forschungsgesellschaft Mobilität - FGM
Dipl.-Geogr. Julia Zientek , DI Günther Illek, DI Karl-Heinz Posch
www.fgm.at

Wien Mobil Station



WienMobil Station



- **3 standardised WienMobil Stations**
- **Several Mobilitätsstationen in the new city districts of Vienna**
- **Special adaptations in Aspern Seestadt**
- **More info: https://www.wien.gv.at/stadtentwicklung/studien/pdf/b008521.pdf**

What is the influence of Land Use Planning on Mobility

- Density – non-density
  The denser your development, the better collective transport provisions work:
  e.g. public transport, carsharing, bikesharing
- Walking provisions
  If the land use plan contains provisions for walking – walkpaths, dense walking network – it will be built and people can walk
- Ground floor zone
  If you want people to enjoy walking you need to provide for interesting ground floor zones: shops, restaurants, open offices, services like libraries, art galleries
- Monotony versus diversity
  The same goes for the architecture: monotonous architecture that looks more or less the same everywhere is boring and people avoid walking
  The solution can be to have small plots and many architects and diverse architecture for one area
- Children Space, Green Space
  Provide space and structures for children, provide useful green space (not just for dogs)
- Mixed usage, mono-usage
  Areas exclusively for living or for working will not deliver urban life

What is the influence of Land Use Planning on Mobility

- Distances
  Services should be provided in walking distances – 300-500m (doctor, shops, playgrounds, cafés, pt-stops, carsharing, bikesharing)
- Cycling provisions
  If the land use plan contains provisions for cycling – cycle path network, cycle parking – it will be built and people can cycle
- Public Transport oriented development
  Living and working is concentrated around well serviced public transport stops
- Parking provisions
  You can put lower and upper limits on parking for many types of land use
- Street and road design
  You can limit the space provided for streets and roads, and set design recommendations
- Car free living provisions
  In cities, people can live without posessing cars, provided they easy access to good alternatives

On average


cars stand idle (park) 23 hours per day and
occupy over 90% of public spaces
P

Manage parking!

- Maximum parking allowances instead of minimum parking requirements
- Or: Parking pay-off possibility if minimum parking requirements cannot be achieved
- Manage on street parking:
  - Duration restrictions
  - Payments
  - Enforcement
  - Limit parking space in favour of pedestrians, greenery, sitting spaces, good visibility
- A few collective garages instead of parking in every basement
  - Like in Freiburg Vauban or in Seestadt Aspern
- https://park4sump.eu/

Park4SUMP

Parking management as game changer for urban mobility

Links to other SUMP initiatives

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Park4SUMP in a nutshell

Park4SUMP aims to help cities integrate innovative parking management solutions into Sustainable Urban Mobility Plans (SUMPs) for a better mobility and quality of life.

park4SUMP Tweets

CIVITAS_Park4SUMP
@civitas_P4S
2019-12-23 15:55h

With a new decade soon kicking off, one can start imagining how things could be changing in the next period. In Bru…
https://t.co/z7wfy9oUJh

Read more on twitter.com

CIVITAS_Park4SUMP
@civitas_P4S
2019-12-20 14:16h

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Good reasons and principles for Parking Management

2020-02-06

This new brochure provides the knowledge required to build sound political arguments for using...

Brussels to build 750 car-parking designated as…

2020-01-28

A 750-car park space designated as Park & Ride should be built by 2022 in Uccle, one of Brussels' 19...

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2019-12-06

The City of Rotterdam uses scan cars for enformcement. The objective of this measure was to make the…

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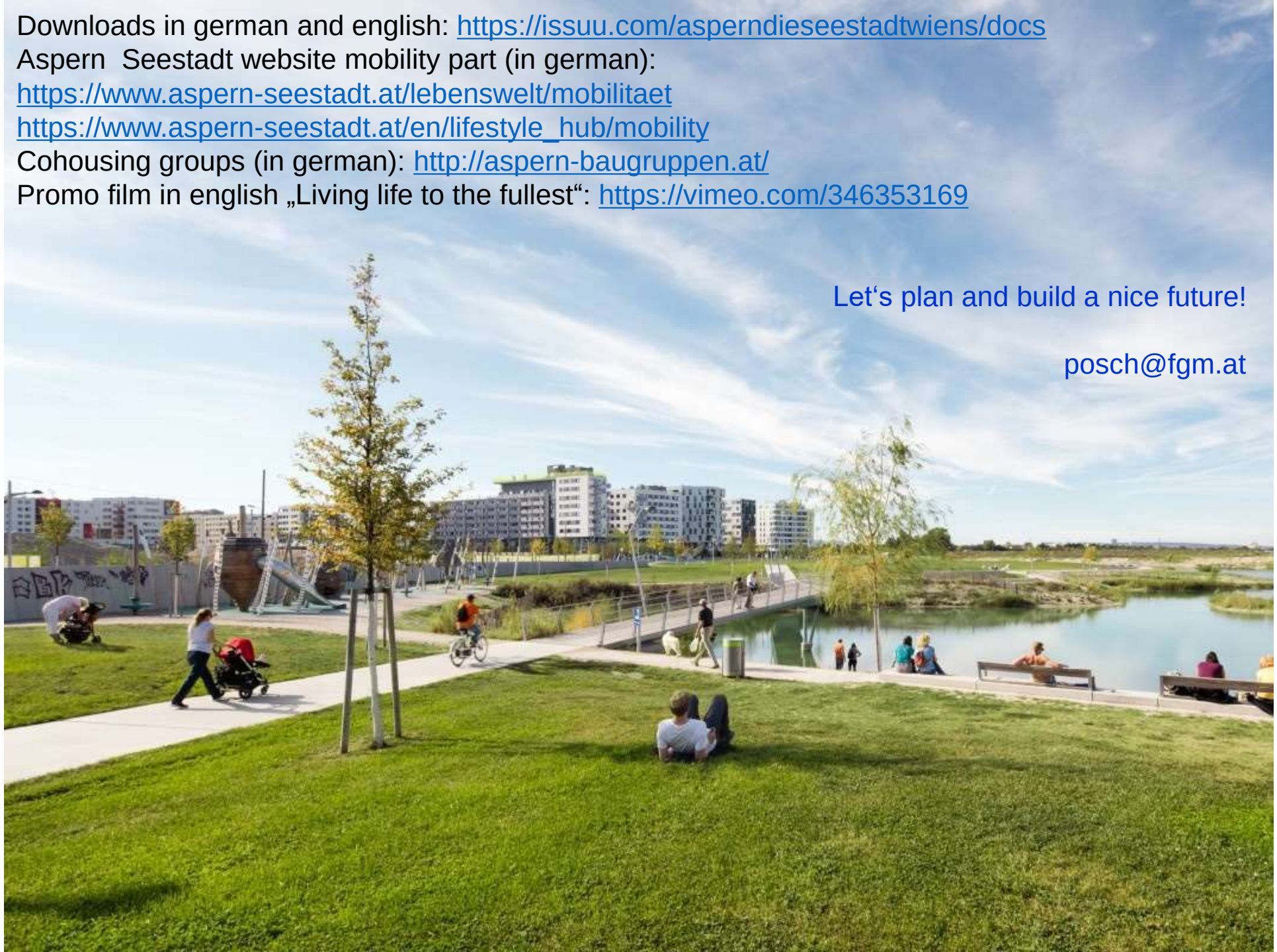
Aspern Seestadt website mobility part (in german):
https://www.aspern-seestadt.at/lebenswelt/mobilitaet
https://www.aspern-seestadt.at/en/lifestyle_hub/mobility
Cohousing groups (in german): http://aspern-baugruppen.at/
Promo film in english „Living life to the fullest“: https://vimeo.com/346353169



Let‘s plan and build a nice future!

posch@fgm.at