

Intelligent energy for integrated urban and mobility planning

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SNOWBALL PROJECT LUDWIGSBURG

General Project Definition:
 Elaboration of a masterplan in order to improve the accessibility within the city centre
 > **DEVELOPMENT AXIS CITY CENTRE**

Rolf Messerschmidt (JEA) on behalf of
 City of Ludwigsburg 18 | 05 | 2007
 European Commission, Intelligent Energy Executive Agency (IEEA)

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ARIAL VIEW OF CITY CENTRE:

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PLANNING AREA AND MAIN ELEMENTS: 3 STREETSCAPES AND 2 SQUARES

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OVERALL GOALS AT THE START OF SNOWBALL:

URBAN PLANNING:

- ❖ Accessibility of the involved city districts
- ❖ Improvement of the living quality for residents
- ❖ Upgrading of the city centre as a retail location and integration of a new shopping centre
- ❖ Development and optimization of inner city areas

ENERGY:

- ❖ Saving energy and climate protection
- ❖ Reduction of noise and air pollution

TRANSPORT:

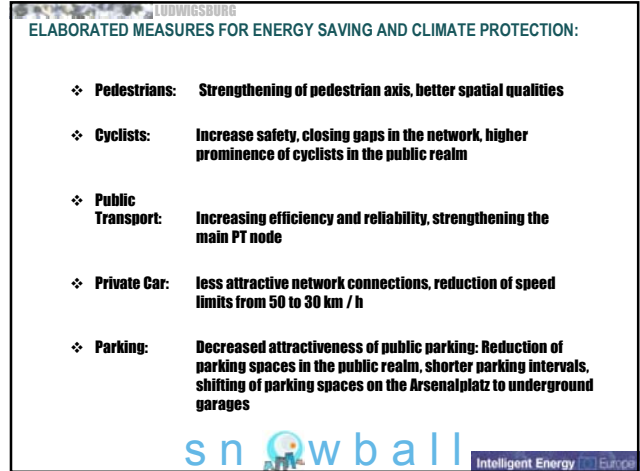
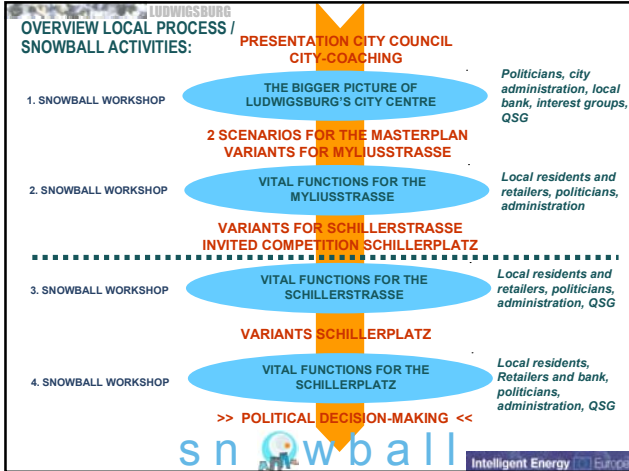
- ❖ Speeding up of public transport
- ❖ Optimization of pedestrians and cyclists connections
- ❖ Improvement of the transport safety for all road users
- ❖ Improvement of traffic flow

PROCESS:

- ❖ Enabling public and political discussion of key issues
- ❖ Participation of all relevant actors and interest groups
- ❖ Fostering decision-making by the local council

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LUDWIGSBURG
MYLIUSSTRASSE - 2 VARIANTS

Variant 1 One-way street

Today

Variant 2

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OVERVIEW LOCAL PROCESS / SNOWBALL ACTIVITIES:

PRESENTATION CITY COUNCIL CITY-COACHING

1. SNOWBALL WORKSHOP THE BIGGER PICTURE OF LUDWIGSBURG'S CITY CENTRE
Politicians, city administration, local bank, interest groups, QSG

2 SCENARIOS FOR THE MASTERPLAN VARIANTS FOR MYLIUSSTRASSE

2. SNOWBALL WORKSHOP VITAL FUNCTIONS FOR THE MYLIUSSTRASSE
Local residents and retailers, politicians, administration

VARIANTS FOR SCHILLERSTRASSE INVITED COMPETITION SCHILLERPLATZ

3. SNOWBALL WORKSHOP VITAL FUNCTIONS FOR THE SCHILLERSTRASSE
Local residents and retailers, politicians, administration, QSG

VARIANTS SCHILLERPLATZ

4. SNOWBALL WORKSHOP VITAL FUNCTIONS FOR THE SCHILLERPLATZ
Local residents, Retailers and bank, politicians, administration, QSG

>> POLITICAL DECISION-MAKING <<

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PRELIMINARY CONCLUSIONS AT MIDTERM OF THE PROJECT:

- ❖ **Beginning of the process:**
Participants of all levels set-up their maximum individual requirements and blocked developments.
- ❖ **Support of the SNOWBALL project:**
The politicians and stakeholders developed a readiness to give up their maximum individual requirements in order to achieve common goals such as a reduction of urban environmental pollution and CO2 emissions as well as an improvement of the living quality.
- ❖ **Current situation:**
The city administration is optimistic that the proposed improvements can actually get implemented, but decisions by the city council still have to be taken. This planned for July / August 2007 that the Snowball masterplan can be finished at the end of this / beginning of next year.

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THANK YOU FOR YOUR ATTENTION!

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