

# Land Use Planning and Mobility Management

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# 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**

# Why MM and Land Use planning is effective

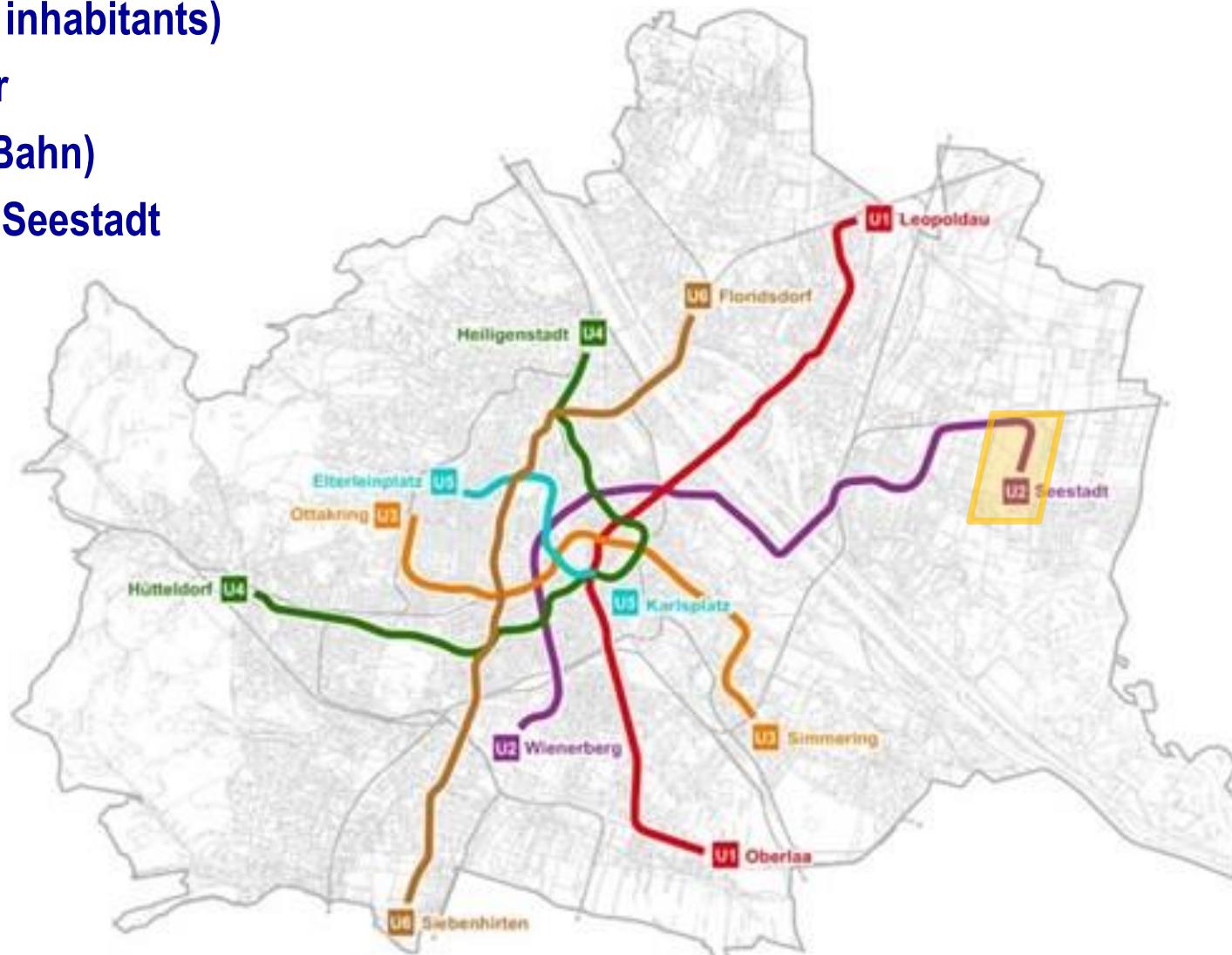
- You already are on the right spot
- You come at the right time
- You can influence framework conditions
- You can secure funding
- You can even enforce Mobility Management
- You can ensure a good cooperation between stakeholders

# **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 (1,7 Million inhabitants)
- Growing 1,5%/Year
- Metro network (U-Bahn)
- New U2 leading to Seestadt





LBS  
REDL

ME 03 666 33 33 750  
03 310 72 397 25

# Aspern Seestadt Layout/Master Plan 2007



# Aspern Seestadt Metro (U2) 2013



## Final development (2025)



# Aspern Seestadt First Phase (2016)



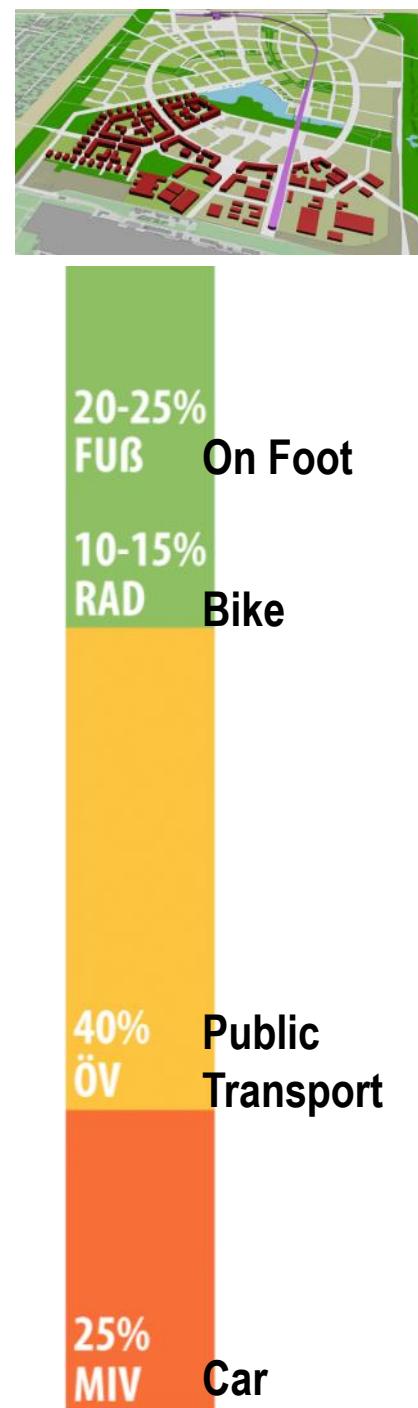
# Aspern Seestadt Mobility Guidelines 2008



- 2008 within MAX mobility guidelines (in german: Leitfaden)
- 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

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# Aspern Seestadt Mobility 2014



- 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
- 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)

# Aspern Seestadt links

- General info: <http://www.aspern-seestadt.at/en>
- Mobility info: <http://www.aspern-seestadt.at/en/living-working/traffic-and-transport/>
- Cohousing groups (in german): <http://aspern-baugruppen.at/>
- Aspern ReCycle (g):  
<http://meine.seestadt.info/aspern-recycle-aus-alt-mach-neu/>
- Time lapses  
Metro construction: <http://vimeo.com/83871724>  
Lake digging: <http://vimeo.com/83871723>

# Webinar Part 2 – How to achieve the integration of Land Use Planning and Mobility Management



# Workshop with stakeholders

- Joint Workshop / Meeting / Process with stakeholders as early as possible
- Use the MAX planning simulation workshop as guideline and template
- Invite relevant stakeholders
- If possible, hold several workshops
- Assess transport impacts (e.g. Zurich „Fahrtenmodell“)



# Sustainable transport options as precondition



# Sustainable transport options as precondition



- Public transport, bicycle paths, good pedestrian infrastructure quality
- High density helps
- You can improve infrastructure conditions by
  - Reducing street widths
  - Increasing public transport offer
  - Getting public transport active before the first inhabitants/employees come
  - Having more space for bicycles
  - Improving pedestrian quality
  - Provide for adequate bicycle parking
  - Provide for well managed car parking
- If you do not have good sustainable transport options and no restrictions for car use, MM won't really work!

# Smart Mobility

**THIS ONE  
RUNS ON FAT  
AND SAVES YOU MONEY**



**THIS ONE  
RUNS ON MONEY  
AND MAKES YOU FAT**



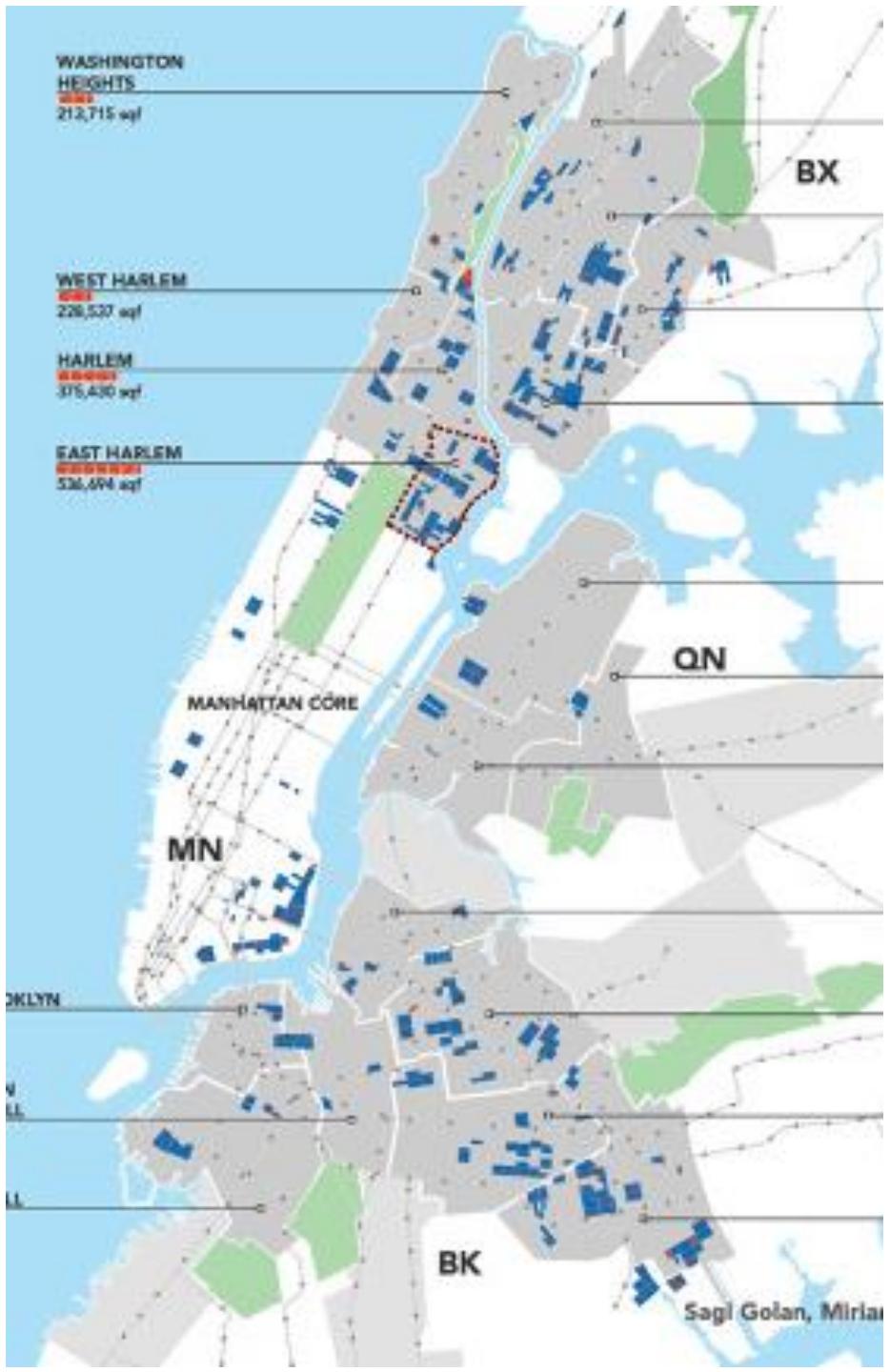
- Wohnprojekt Wien – 65 adults, 40 children, 7 floors **Smart living in Vienna**
- 8 Parking spaces for cars
- Luxurious tool-workshop, roof gardens and Sauna, Guest apartments, Childrens play rooms, garden installations, event rooms, communal kitchen
- 120 bicycle parking spaces



Photo Herta Hurnaus

# The Poll

- How many households in East Harlem (On Manhattan, New York City, USA) do NOT have a car?  
See dotted line
- Is it:
- 54%
- 64%
- 74%
- 84%



**On average**

**cars stand idle (park) 23 hours per day**

**and occupy over 90% of public spaces**



# 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

(in East Harlem, NY, 12% of the trips are made by car)

# Important steps for MM in the planning process

- Environmental legislation
- Overall planning process
- Setting of planning conditions and obligations
- Setting of parking regulation
- Detailed Site Development Plan (Bebauungsplan)
- Building permission process
- Monitoring and evaluation, enforcement, adaptation

## **Assure funding and implementation of Mobility Management:**

- As Environmental Impact Assessment consequence
- Through advice during the planning or building permission process
- By including it in the planning conditions and obligations
- By including it as condition into the parking regulation
- By making it an option or an obligation in
  - the Detailed Site Development Plan
  - the building permission process



# Mobility Management possibilities in Land Use Planning

- Information, information, information
  - Package for developers and other investors
  - Package for employees
  - Package for new residents
  - Package for schools
  - Mobility centre (integrated with development information centre)
  - Special Online Webspace
- Carsharing
- Bikesharing, bike rental, bike repair, bicycle info
- Special integrated offers, such as:
  - Jobticket
  - Parking cash-out
  - mobility budget
  - Integrated yearly ticket

# And in Aspern Seestadt?



(e-) Bicycle



Bicycle parking



Carsharing



Collective garage



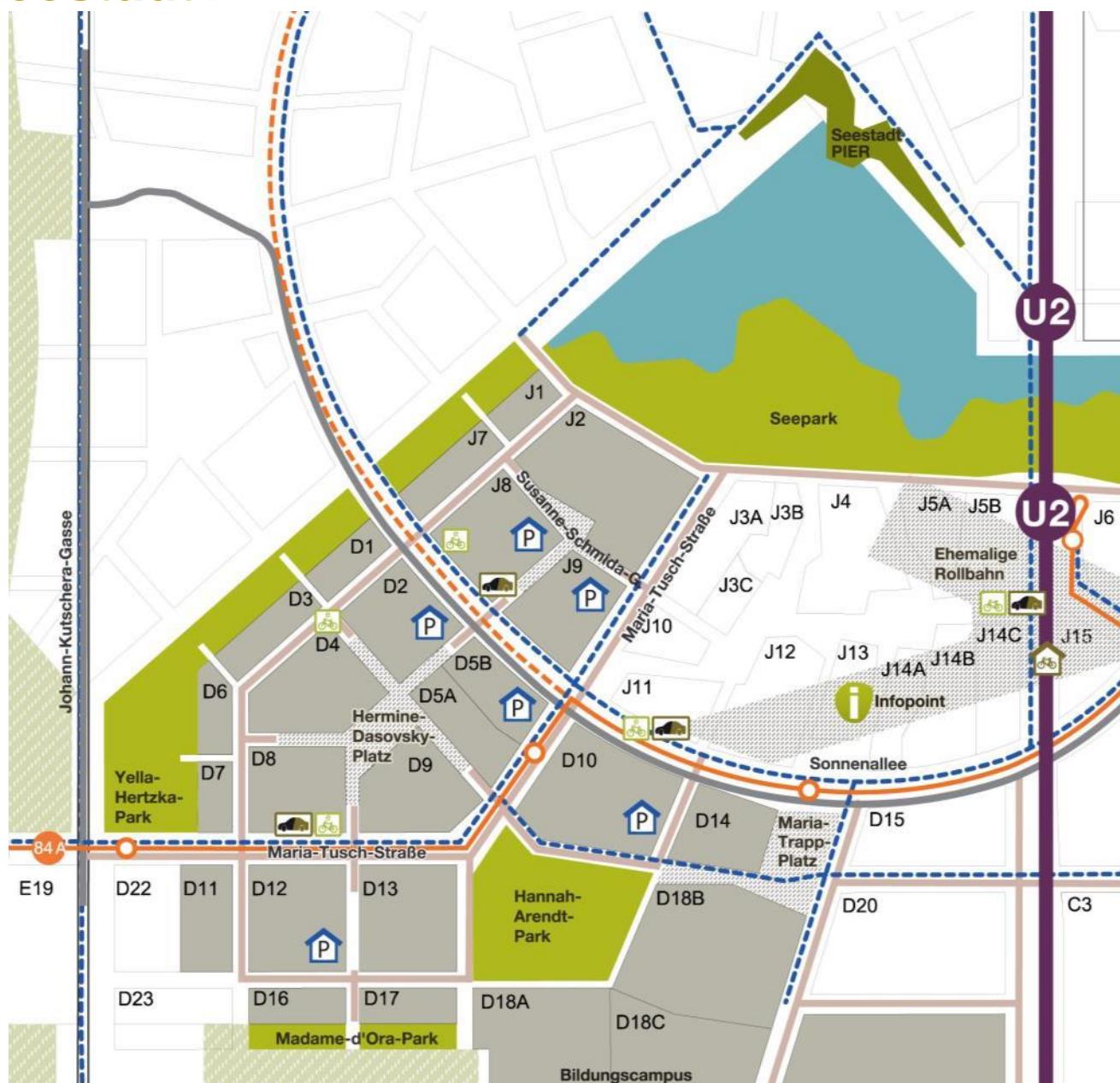
Bus



Metro



Info-point



# Use MaxLupo:

Managing mobility for a better future



European Platform on Mobility Management

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## MM and Land Use Planning - Introduction

The MAX project has been working on the integration of Mobility Management and land use planning both in the plan-making process and in the site-related building permission process. In these processes, it has developed a set of guidelines, as well as a whole range of other useful recommendations, summaries, tools, training materials and research reports.

In this part of the website you can find practical advice on how to better integrate sustainable transport with land use planning and how to make Mobility Management a core part of the building permission process for new developments.

The following material is available:

- **MaxLupo:** Guidelines for the integration of Mobility Management with Land Use Planning: MaxLupo cover all aspects of this theme, including two extensive Annexes with case studies.
- **Site based measures:** this part contains a compendium that provides a handy overview of all MM-measures that are applicable at sites.
- **Recommendations and summaries:** here you have information compressed into short 1- or 2-page fact sheets.
- **Training/Presentation:** Part of the tools and instruments are a user guide for a training course along with several powerpoint presentations - to be used in trainings but also in workshops
- **Planning workshop:** MAX developed a new tool that has been successfully applied in 5 countries - the so-called "Planning Simulation Workshop".
- **Planning comparison per country.** A practical overview of planning legislation and practise in 10 countries - including separate country reports
- **Case Studies:** an overview and quick access to all case studies of this websection

[Introduction](#)

[Guidelines](#)

[Site based MM](#)

[Recommendations](#)

[Training materials](#)

[Planning workshop](#)

[Country comparison](#)

[Case studies](#)

[Downloads](#)

# MaxLupo:

## Case studies

### Examples for the Integration of land use with transport planning:

- B1 Planning Policy Guidance 13 (PPG13) (England/UK)
- B2 Greater Dublin Regional Planning Guidelines (Greater Dublin/Ireland)
- B3 Regional structure plan for the localisation of Heavily Frequented Sites (HFS) of the Agglomeration of Biel Agglomeration (Biel/Switzerland)
- B4 Determination of the localisation of Heavily Frequented Sites (HFS) in the Cantonal Structure Plans of Swiss Cantons (Switzerland)
- B5 Edinburgh and Lothians Structure Plan (ELSP) (Lothian region/Scotland; UK)
- B6 South Dublin Development Plan (Dublin/Ireland)
- B7 Regional Land Use Plan (German regions/ Germany)
- B8 Land Use Development Plan (Ireland)
- B9 Cantonal Structure Plan (Swiss Cantons/ Switzerland)
- B10 Cooperation between spatial planning and transport planning offices within the administration of the Canton of Aargovia (Canton of Aargovia/Switzerland)
- B11 Cooperation between regional transport and regional planning in Southeast Scotland (Southeast Scotland/Edinburgh region/ UK)

### Examples for the Integration of MM at new developments

- C1 Integration of Mobility Management recommendations in the building permission process (Canton of Aargovia/ Switzerland)
- C2 Lloyd District Partnership Plan (Portland/ United States)
- C3 MAXIMA (free bus service to shopping centre) (Vilnius/ Lithuania)
- C4 Business Park Goudse Port (Gouda/ Netherlands)
- C5 Technology Park "Phönix West" (Dortmund/ Germany)
- C6 Urban Development of Aspern Seestadt (Vienna/ Austria)
- C7 Parking regulation of the municipality of Cham (Cham/ Switzerland)
- C8 Planning Policy Guidance 13 (PPG13), S106 planning obligations and planning conditions (England/ UK)
- C9 Addenbrookes Hospital (Cambridge/ UK)
- C10 Car Free Housing (Hamburg/ Germany)
- C11 Gartenstadt Siedlung Weissenburg (Car-free housing project) (Münster/ Germany)
- C12 Access Contingent Model (Zürich/ Switzerland)
- C13 Sihlcity, multifunctional development (Zürich/ Switzerland)
- C14 Environmental Management Act (Netherlands)
- C15 De Telegraaf newspapers (Amsterdam/ Netherlands)
- C16 Environmental Impact Assessment Procedure (Switzerland)
- C17 Traffic Impact Assessment Study (Spain)
- C18 Environmental Quality Standards in the Environmental Code (Sweden)
- C19 The "City entrance" project (Malmö/ Sweden)
- C20 Maximum parking standards (England/ UK)
- C21 Cork City Development Plan Section 49 Policy T12 (Cork City/ Ireland)
- C22 Swiss Normative on Parking Standards (Switzerland)
- C23 Bicycle parking standards as a part of the Municipal Spatial Plan (Maribor/ Slovenia)
- C24 Parking regulation of the City of Krakow (Krakow/ Poland)

**So: let's integrate...**



## MaxLupo and other useful links

- EPOMM: [epomm.eu/](http://epomm.eu/)
- MaxLupo: [epomm.eu/maxlupo](http://epomm.eu/maxlupo)
- Swedish network:  
[http://www.mobilitymanagement.se/nyheter/nyhetsvisning/artikel/mojligheter  
med mobility management i samhallsplaneringen-2/](http://www.mobilitymanagement.se/nyheter/nyhetsvisning/artikel/mojligheter-med-mobility-management-i-samhallsplaneringen-2/)
- New swiss page:  
[http://www.mobilitaet-fuer-gemeinden.ch/de/mipa-mobilitaetsmanagement-in-  
planungsprozessen-von-neuen-arealen/](http://www.mobilitaet-fuer-gemeinden.ch/de/mipa-mobilitaetsmanagement-in-planungsprozessen-von-neuen-arealen/)