

Explanation

Stuttgart has long been known as an automotive destination. This is at the core of our proposal for Villa Berg. Our vision for the villa berg is based on sustainable development supported through mobility and transport. A number of development precincts have been identified that have potential for increasing densities around existing and proposed mobility and transport nodes. Development precincts are of sufficient size to accommodate future development in a way that they would positively contribute to and compliment existing urban fabric in the suburb of villa berg. The proposed development precincts are able to achieve this through maintaining appropriate sight lines to the Villa Berg, adopting complimentary design elements, supporting local businesses and investment, or being suitably located so as to not compromise the existing development.

A major component to the proposal is the transport network, which our proposal relies on heavily. Through our investigation areas were identified with poor connections and, or substandard access to public transport. Keeping this in mind a focus on pedestrian, cycle and public transportation modes are necessary. Two links across the river are proposed, first a cable car linking an existing U-Bahn station with Mineral Bad via Villa Berg. This provides an alternative transportation mode, which is having increasing popularity in constrained cities. This option could be further supported through ongoing events at Wasen and the Mercedes Arena. The second proposed link is a multi-modal bridge. Its primary function would be to carrying a new U-Bahn line from Wasen grounds across the river through the riverside development precinct and continuing further south to rejoin existing U-Bahn lines to the south of villa berg.

The proposed design also introduced the idea of having a pedestrian path throughout the Neckar river this is in Parallel to the new proposed development to the waterfront area to be a high rise area which can contain office buildings, residential areas and commercial mall along the ground floor which will be served by the nice promenade created after diverting the existing high way to an underground tunnel

The development of this area is expected to bring a huge investment which will help to cover all the other expenses in addition to the huge change in Stuttgart skyline to match any other modern city in the world. This pedestrian promenade will be connected to the Wasen area with a living bridge which will give the chance to the public to enjoy and get closer to the river and also will be connected to the Berg park and villa with a nice landmark stairs to break the high barrier which is blocking and limiting the accessibility to the park and the villa

The concept proposed refurbishing and restoring the Villa to its original status but adding some minor modifications to enable the space to act as an international conference center which shall be connected and operated by an international hotel operator for a proposed new hotel instead of the current existing buildings which will encourage the touristic activities using the mineral baths which is also proposed to be developed to a 5 stars mineral bath and also the business activities and also giving the opportunity for the park to be utilized for some outdoor exhibition activities which can be sponsored by automotive companies for exhibition events and any other kind of events. The proposed concept also proposed some transportation hubs in some common places to enable the users to park their cars and use the alternative newly introduced sustainable, green and environmental means of transportation to sustain the concept of the sustainable mobility which is the main theme of the Project.

The proposed concept proposed some new medium residential areas which will enhance the social development of the district residence and also raise the financial value of the district

The concept also proposed removing the old City Dump Area and adding this area to the existing school as a future extension

On behalf of the group


Tom Hall

Villa Berg Master Plan - 1

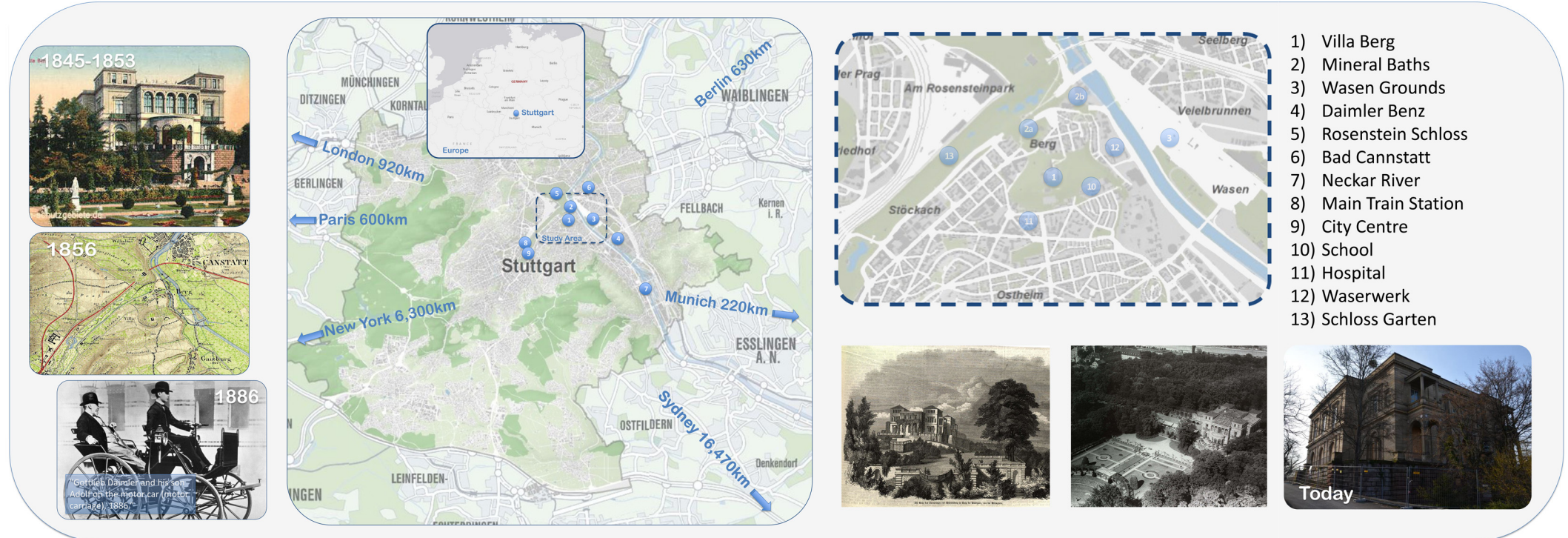
Urban Mobilisation

Master Planning – Hochschule für Technik Stuttgart

Tom Hall
Vivianne Hijazi
Sherief Ahmed
Malwina Halicka
Youstina Atiatalla

Hochschule
für Technik
Stuttgart

Context



SWOT Analysis



Strengths

- Strong public ownership of parks
- Some large single land plots
- Located between Stuttgart centre and Bad Cannstatt
- Good access to public transport along transport corridors
- Historically significant building
- Areas subject to ground water contamination identified

Weaknesses

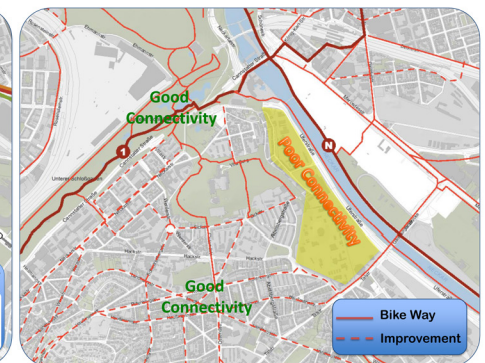
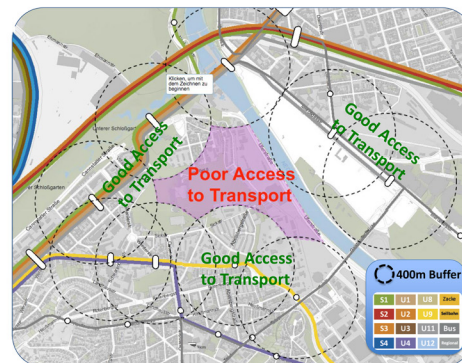
- Area along the river – poor access to public transport
- Water front access is restricted by motorway
- Fragmented real property ownership
- Groundwater remediation for contaminated sites
- No coordinated development strategy = ad-hoc development
- Lower socioeconomic area

Opportunities

- Greater public access to waterfront area
- Increasing number of residential dwellings
- Comprehensive planning for the locality
- Promoting Stuttgart on a broader level
- Improving transport connections along the river front area
- Funding improvements through business investment

Threats

- Lack of community engagement and involvement
- Ability to attract investment
- Lack of integration of brownfield sites
- Erosion of original architectural



Vision

The vision for the villa berg is a transformation into the centre for mobility and transport in Germany, Europe and the world.

- Positioning Stuttgart as the epicentre for transport development in Europe.
- Growing Stuttgart into a destination for automotive and mobility activity.
- Creating new opportunities for businesses that value the historical and environmental attributes of Stuttgart and Berg.
- Adopting a sustainable approach to redevelopment of historical buildings and environmental resources.
- Achieving organic investment in the redevelopment in partnership with local businesses.
- Creating a balance between built environment and biodiversity values with minimal adverse environmental impacts.



Sustainability Objectives

1. Economic

Contributes to the generation of city economic wealth and employment; facilitates profitable and timely commercial development; provides development certainty for investment

2. Environmental

Development maintains or improves the quality of environmental resources; Balance between built environment and green space; Development responds to climate change through innovative design

3. Social

Building partnerships between local stakeholders and potential investors; Maximise accessibility and connectivity; Protection and restoration of history for public use

Villa Berg Master Plan - 3

Urban Mobilisation

Master Planning – Hochschule für Technik Stuttgart

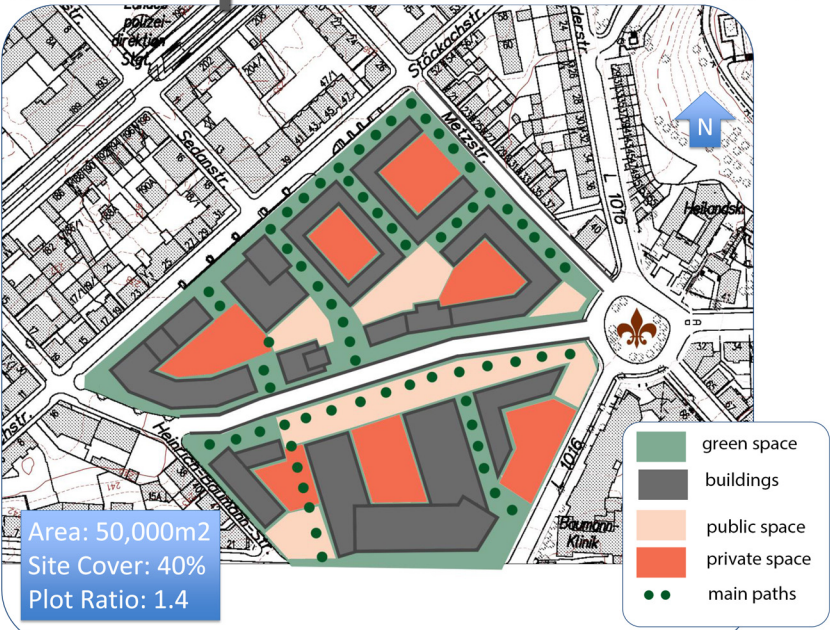
Tom Hall
Vivianne Hijazi
Sherief Ahmed
Malwina Halicka
Youstina Atiatalla

Hochschule
für Technik
Stuttgart

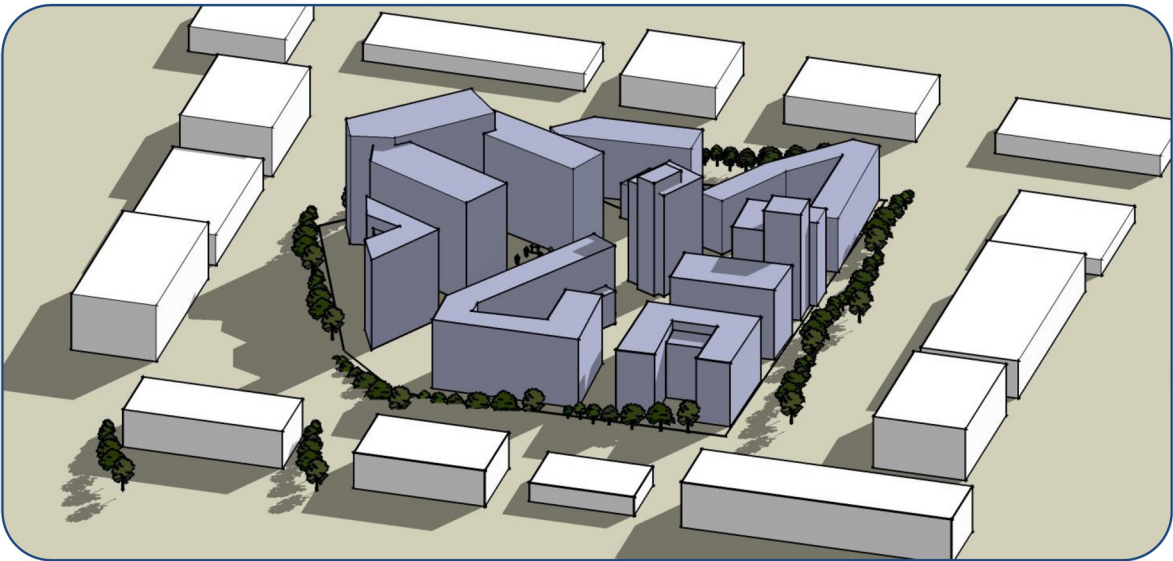
Master Plan - Framework



Development Zone 01

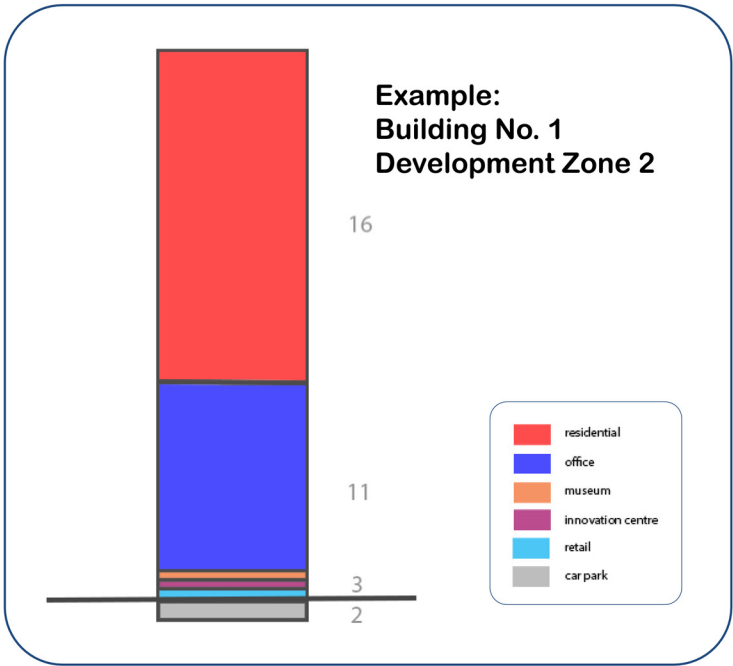
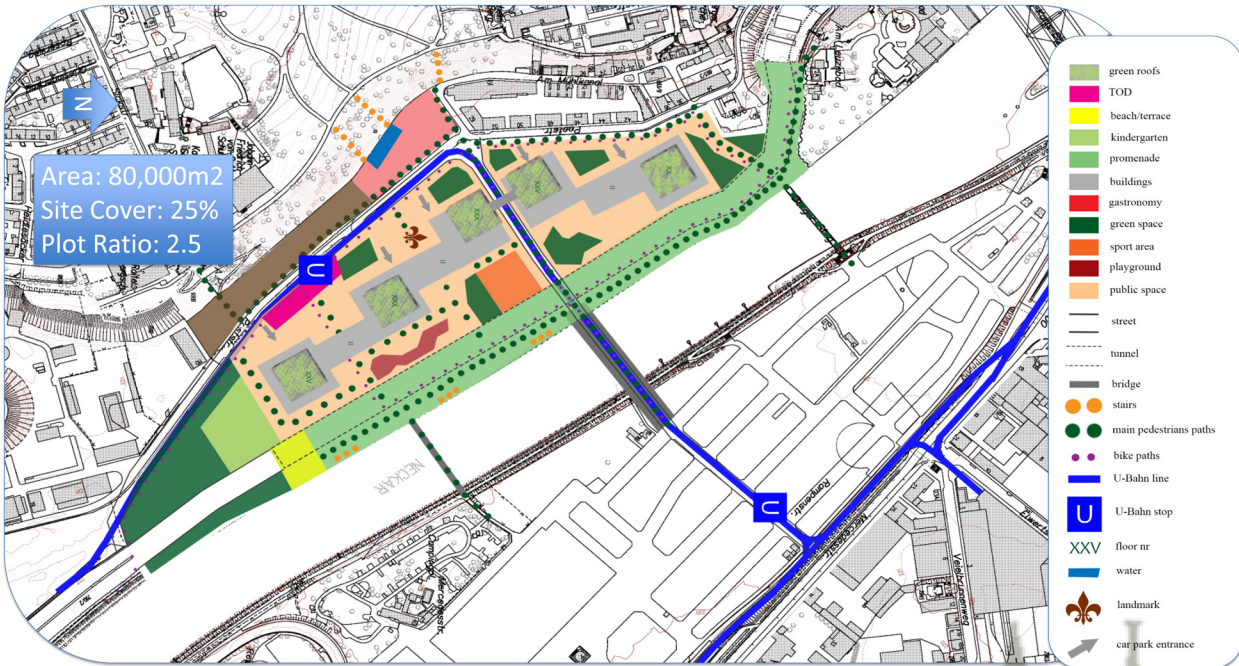


Illustrated Conceptual Renders



Perspective View for Zone 01

Development Zone 02



Villa Berg Master Plan - 4

Urban Mobilisation

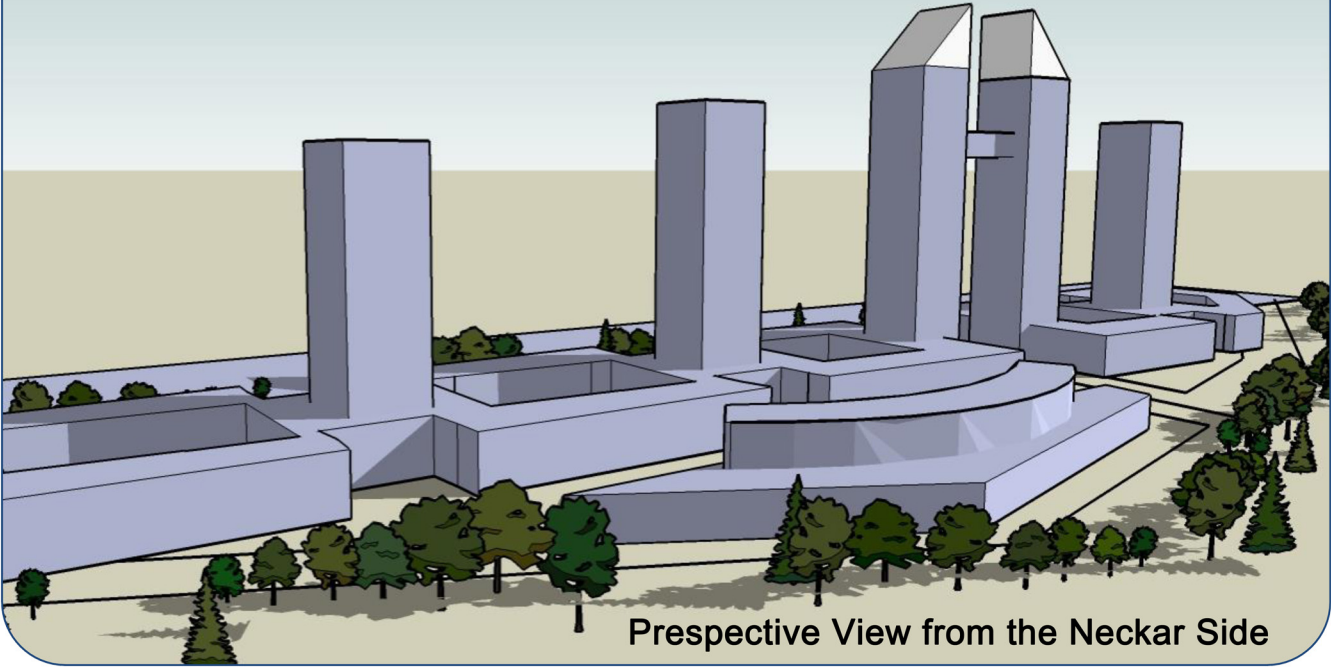
Master Planning – Hochschule für Technik Stuttgart

Tom Hall
Vivianne Hijazi
Sherief Ahmed
Malwina Halicka
Youstina Atiatalla

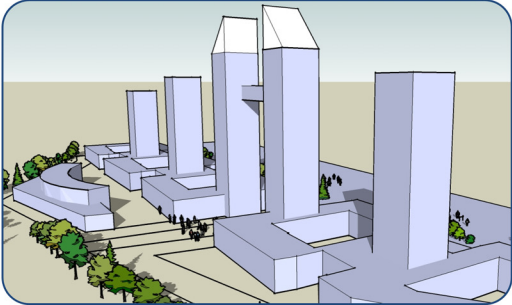
Hochschule
für Technik
Stuttgart

Development Zone 02

Illustrated Conceptual Renders

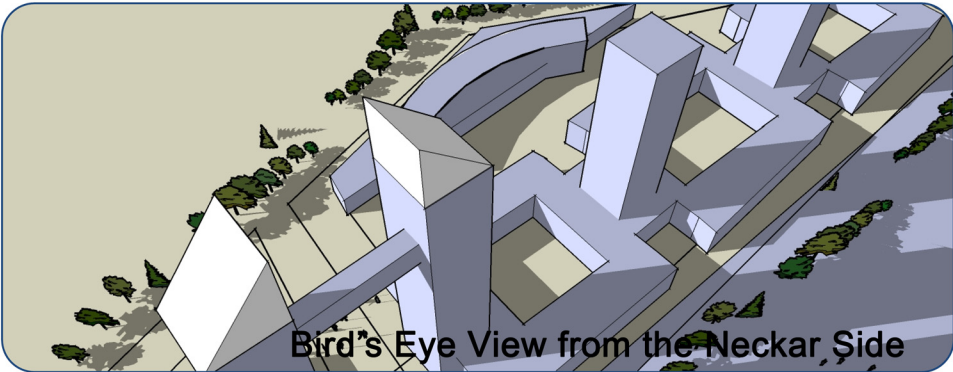


Perspective View from the Neckar Side

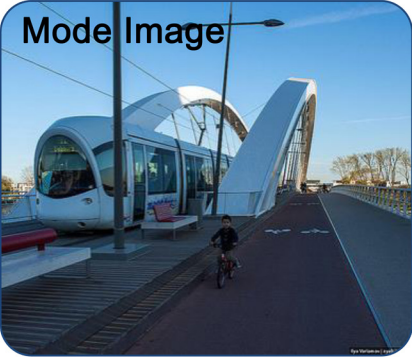


Mode Image

The Living Bridge



Bird's Eye View from the Neckar Side



Mode Image

The Bridge



Mode Image

Water Front Pedestrian

Development Fesability

No.	Type		Floors No.	Area (m2)	Average Construction Cost		Land Price		Selling Price			Profit	Payback Period
					Unit Price (€/m2)	Total Price	Unit Price(€/m2)	Total Price	Unit Price(€/m2)	Total Price			
1	Residential Complex		5	70,000	1,437	502,775,000	840	58,800,000	2300	Selling	805,000,000	260,225,000	Sold
2	Tower	60% Residential	106680		1,437	153,245,820	790	43,450,000	2300	Selling	245,364,000	71,262,180	Sold
		40% Office	55520		1,530	84,951,152			25	Per Month	16,656,000	-79,157,652	5
		podium	Retail	2	15,000	720			21,600,000	300	Per Month	54,000,000	-263,060,000
	Innovation Center		1	1,500	720	1,080,000			350	Per Month	6,300,000	-24,326,000	4
	Museum		1	1,500	720	1,080,000			350	Per Month	6,300,000	-24,326,000	4
	basement		Parking Spaces	1	40,000	800			32,000,000	25	Per Month	12,000,000	-27,821,000
		Hotel (5 stars)		7	2,000	3,565			49,904,400	750	1,500,000	150	Per Room/ Day

Tower Composition			
	Floors No.	Area (m2)	Gross Area (m2)
60% Residential & 40% Office	30	1,300	39,000
	30	1,300	39,000
	25	1,300	32,500
	25	1,300	32,500
	20	1,300	26,000
	4	2,200	8,800

Total Constuction Cost Aprox.
900 Mil. Euro

No.	Type	Length (m)	Height	No of Cabins	Construction Cost (€)	Ticket Per person (€/roundtrip)	No. users/hr.	No. users/Year	Revenue/Year	Operation and Maintenance (Per Year)	Profit (per year)	Payback Period
1	Cable Car	1,500	50	10	12,000,000	10	100	300,000	3,000,000	150,000	2,850,000	4

No.	Type	Length (m)	Width	Area	Construction Cost (€)
1	Tunnel	700	10	-	4,000,000
2	Villa Berg Buying Cost				1,000,000
3	Pedestrian Landscaping	700	10	2	51,893
4	Infrastructure (incl. Demo)				4,000,000
5	Mineral Bad				1,000,000

Implementation Schedule

Implementation Structure

Villa Berg District Development Plan

2015		2016		2017		2018		2019	
H1	H2	H1	H2	H1	H2	H1	H2	H1	H2
SPV formation		infrastructure works							
		Cable car tender		cable car construction					
		towers project tender		Towers Project Construction					
		Res. Tener		Ow. Res.		Res. Construction			
		buying villa		moving existng		tender		Hotel construction	

