

**Promenade Schwanthalerstrasse
– Transformation einer Magistrale
Forschungsseminar - Aktuelle Themen der
Raumentwicklung und Architektur**

**Promenade Schwanthalerstrasse
– Transformation of a main road
Research seminar – Critical Issues in Urban
Development and Architecture**



Many thanks to all who participated

Experts and Stakeholders:

Ben Boucsein (Urban Design TUM), Carsten Schade, (Lehrstuhl Werner Lang TUM), Mathieu Wellner (TUM CSRE), Machteld Kors, Julia Gottstein, Jürgen Heinzel, Clarissa Alfrink (UN Studio Amsterdam), Arne Lorz (Planungsreferat LH München), Paul Bickelbacher (Stadtrat, Die Grünen), Michael Ehret (ehret+klein), Oliver Heiss (Byak), Christine Kugler und Stefan Geiss, (RKU Referat für Klima und Umweltschutz LH München), Reinhard Sigel (Einzelhandelsverband Südliches Bahnhofsviertel), Johannes Müller (Kommunalreferat der LH München), Sophia Hahn (Accumulata), Bastian Haider (Versicherungskammer Bayern), Jan Isaakson, Alexander Kandziora (Cushman & Wakefield), Fabian Schütz (urban progress), Julia Carstens (TUM CSRE), Reinhard Sigel (Einzelhandelsverband), Herr Altuntas (türkischer Interessensverbund), Timo Eberhardt (Bayerische Hausbau), Michael Griesbeck (Optima), Heinz Dederichs (Deutsches Theater), Rainer Knapek (CBRE), and many others

Students:

Elisa Cordero, Antonia Faußner, Clemens Lindner, Sebastian Maier, Johanna Wulff, Leonard Flick, Alissa Bodler, Lisa Feja, Viktor Höricht, Christine Geelhaar, Johanna Schindhelm, Paulina Schroeder, Akashi Shah, Catherine Laurensia, Jayesh Sudhakar Adlinge, Mehruz Rehman Shaikh, Shreya Ravindra Salunkhe, Muhammad Usama Zubair, Sydney Fitch, Salomo Dengler, Hamza Bin Daud, Muhammad Usama





- Summer term 2023
- 21. April 9.00 – 12.00 Uhr
introduction
- 5. Mai 9.00 – 12.00 Uhr:
field trip Schwanthalerstrasse
- 19. Mai 10.00 – 13.30 Uhr
Workshop
- 16. Juni 11.00 – 14.00 Uhr
review
- 29. Juni 14.00 – 17.00 Uhr
mid-term
- 7. Juli: 9.00 – 12.00 Uhr
final presentation
- *public discussion around Expo Real 2023*

Einführung

Das Bahnhofsviertel in München verändert sich momentan rasant. Umbauten, Revitalisierungen und Neubauten entstehen dort in einer Vielzahl. Das gilt für die nördliche Entwicklung, die bereits als „Isar- Valley“ bezeichnet wird, wie für den südlichen Bereich zwischen Bahnhof und Klinikviertel.

In dem räumlich eng umgrenzten Bereich bildet die Schwanthalerstraße zwischen Stachus und dem Westend die zentrale Verbindungs- und Versorgungsachse. Sie verbindet den Innenstadtbereich mit einem der derzeit angesagten Szene- und Trendviertel, dem „Westend“.

Mehrere großformatige Immobilienprojekte werden derzeit an der Schwanthalerstraße und in den umliegenden Straßen umgesetzt. Mietpreise jenseits der 40 EUR/qm werden hier auf dem Markt umgesetzt – alle in Erwartung einer deutlichen Aufwertung des Viertels durch den Neubau des Münchener Hauptbahnhofs – aber was bringt wirklich einen Mehrwert für die städtische Umwelt?

Bereits in der Vergangenheit wurden bereits einige Forschungsseminare angeboten, um das Veränderungspotenzial dieses multikulturellen Stadtviertels zu untersuchen. Der hohe Versiegelungsgrad erscheint vielen als Bürde, er wird aber auch als Chance wahrgenommen, das Viertel nachhaltiger, sozial sicherer, grüner und gesünder zu gestalten. Die teilweise sehr unterschiedlichen Kulturen treffen hier blockweise aufeinander. Die erwartete Veränderung birgt nicht nur Chancen, sondern auch Gefahren für die sozial schwächeren Bewohner und Familien des Quartiers.

Die Schwanthalerstraße nimmt aufgrund ihrer herausragenden städtebaulichen Bedeutung eine zentrale Rolle bei der Entwicklung des südlichen Bahnhofsquartiers ein. Ihre Bedeutung und ihren jetzigen stadträumlichen Zustand zu beurteilen, bildet Ausgangspunkt des Forschungsseminars.

Das Fachseminar richtet sich an Bachelor- und Masterstudenten des Fachbereichs Architektur, Geographie und Urbanistik. Die Teilnehmenden sollten die Grundlagen der Stadtplanung beherrschen und Interesse an dem Austausch mit relevanten Stakeholdern vor Ort haben. Das Seminar wird mit 3 ECTS bewertet.

Schwanthalerstraße – better built – better image:

Die Teilnehmer und Teilnehmerinnen werden sich im Rahmen des Forschungsseminars mit den Grundlagen von partizipativen Prozessen auseinandersetzen. In einem ersten Schritt werden wir uns mit der Perspektive der verschiedenen Stakeholder auseinandersetzen. Diese sind die beteiligten Unternehmen vor Ort, die Stadtplanungsbüros, die Sicht der LHM, des Planungsreferats, die Sicht des Stadtrates und der Bevölkerung vor Ort.

Best Practice Modell: UN Studio wird das Seminar von Beginn an begleiten und ihre Erfahrung aus dem Projekt Green Mile, Amsterdam, einbringen. In diesem ähnlich gestalteten Fall, entlang der Stadhouderskade befindet sich eine der verkehrslastigsten und am stärksten verschmutzten Straßen der Stadt. Was früher einmal als Flaniermeile der Stadt galt, soll auch dort wiederbelebt werden. UN Studio berichtet von der Zusammenarbeit privater und öffentlicher Institutionen und setzt mit ihrer Arbeit einen wichtigen Impuls für eine Übertragbarkeit auf unseren Standort.

Was ist das Ziel des Forschungsseminars?

Mit dem Projekt "Grüne Meile München" wollen wir einen Beitrag leisten, das Bahnhofsviertel Süd für alle Beteiligten nachhaltiger zu gestalten. Ziel ist es, ein möglichst inklusives Model zu entwickeln, an dem alle Stakeholder am Gestaltungsprozess teilnehmen können. Dabei interessiert uns, dass wir so weit wie möglich viele Gesichtspunkte, auch im Kontext der gerade diskutierten S-Taxonomie ansprechen wollen, wobei uns nicht nur das Ergebnis, sondern auch der gestaltende Prozess interessiert.

Das versuchen wir in einem Workshopverfahren im Built Environment Venture Lab an der TUM, indem wir lokale Stakeholder zusammenbringen und gemeinsam mit Studenten der TU München und UNStudio an einer zukunftsweisenden Vision für die Schwanthalerstraße arbeiten.

Die Aufgabenstellung verfolgt drei Ziele:

1. Wir werden verschiedene Szenarien entwickeln wie u.a. Auflockerung des Viertels durch Eingriffe in den privaten und öffentlichen Raum, durch Entwicklung neuer Verkehrswege zwischen den Höfen, einem „Multi-Use-Konzept“ für die verschiedenen Straßenabschnitte und einer Standortaufwertung des Viertels durch Erarbeitung übergeordneter Planungsziele.
2. Die Arbeitsgruppen arbeiten exemplarisch konkrete Fallstudien aus und prüfen, ggf. gemeinsam mit den vor Ort engagierten Unternehmen (Projektentwickler, Grundstückseigentümer), verschiedene Nutzungsmischungen.

3. Die aus dem Mikrostandort resultierenden Nutzungspotenziale sollen in einem letzten Arbeitsschritt mit den vorgeschlagenen Szenarien für den öffentlichen Straßenraum abgeglichen werden.

Das Forschungsseminar ist als Blockveranstaltung geplant.

Wir beginnen das Seminar mit einer Vorstellungsrunde und präsentieren vergleichbare Studien zum Standort Schwanthalerstraße, wie auch das Best-Practice Modell Green Mile. Bei der gemeinsamen Begehung am 5. Mai starten wir am Stachus (Kaufhof) und gehen gemeinsam die Schwanthalerstraße entlang bis zur Schwanthaler Höhe. Wir definieren dabei sinnvolle Straßenabschnitte, die uns bei der Einteilung in die spätere Gruppenarbeit helfen werden.

Mitte Mai ist ein Workshopverfahren mit interessierten Stakeholdern vor Ort geplant. Die Arbeitsgruppen bereiten sich auf den Workshop mit Fragestellungen vor und erarbeiten gemeinsam mit den Stakeholdern mögliche Zielstellungen, die mit dem Remapping – Remodelling erreicht werden sollen.

Die Teilergebnisse werden zusammengeführt und auf Gemeinsamkeiten überprüft.

Als Abschluss wird eine Präsentation als Gruppenarbeit erwartet, die auf Grundlage der Teilgruppenarbeiten konkrete Maßnahmen für die Magistrale Schwanthalerstraße empfiehlt. Die Ergebnisse sollen während der Expo Real im Okt. 2023 diskutiert werden.

Matthias Ottmann

Introduction

The Bahnhofsviertel in Munich is currently undergoing rapid change. A large number of conversions, revitalizations and new buildings are being constructed there. This applies to the northern development, already referred to as "Isar Valley," as well as to the southern area between the train station and the hospital district.

In this narrowly defined area, Schwanthalerstrasse between Stachus and the Westend forms the central connection and supply axis. It connects the inner city area with one of the currently trendy districts, the "Westend".

Several large-scale real estate projects are currently being implemented on Schwanthalerstrasse and in the surrounding streets. Rents beyond 40 EUR/sqm are being realized on the market here - all in anticipation of a significant upgrade of the neighborhood due to the new construction of Munich Central Station - but what really adds value to the urban environment?

A number of research seminars have already been offered in the past to investigate the potential for change in this multicultural urban neighborhood. The high degree of sealing appears to many as a burden, but it is also perceived as an opportunity to make the neighborhood more sustainable, socially safe, greener and healthier. Cultures, some of which are very different, come together here in blocks. The expected change holds not only opportunities, but also dangers for the socially weaker residents and families of the neighborhood.

Schwanthalerstrasse plays a central role in the development of the southern station district due to its outstanding urban planning significance. The starting point of the research seminar is to assess its significance and its current urban condition.

The seminar is aimed at bachelor and master students of architecture, geography and urban studies. Participants should be familiar with the basics of urban planning and be interested in interacting with relevant stakeholders in the field. The seminar is assessed with 3 ECTS.

Schwanthalerstraße - better built - better image:

In the course of the research seminar, the participants will deal with the basics of participatory processes. In a first step we will deal with the perspective of the different stakeholders. These are the local companies involved, the urban planning offices, the perspective of the LHM, the planning department, the perspective of the city council and the local population.

Best Practice Model: UN Studio will accompany the seminar from the beginning and contribute their experience from the Green Mile project, Amsterdam. In this similarly designed case, along the Stadhouderskade is one of the most traffic-heavy and polluted streets in the city. What was once considered the city's boulevard will be revitalized there as well. UN Studio reports on the collaboration between private and public institutions and sets an important impulse for transferability to our location.

What is the goal of the research seminar?

With the project "Green Mile Munich" we want to contribute to making the Bahnhofsviertel Süd more sustainable for all stakeholders. The goal is to develop a model that is as inclusive as possible, in which all stakeholders can participate in the design process. In doing so, we are interested in addressing as many points of view as possible, also in the context of the S-Taxonomy that has just been discussed, whereby we are not only interested in the result, but also in the design process. We are trying to do this in a workshop process at the Built Environment Venture Lab at TUM by bringing together local stakeholders and working together with students from TU Munich and UNStudio on a forward-looking vision for Schwanthalerstrasse.

The task has three objectives:

1. we will develop various scenarios such as, among other things, loosening up the neighborhood by intervening in private and public space, developing new traffic routes between the courtyards, a "multi-use concept" for the various street sections, and upgrading the neighborhood's location by working out overarching planning goals.
2. the working groups work out concrete case studies as examples and examine, if necessary together with the companies involved on site (project developers, property owners), different mixes of uses.

3. the potential uses resulting from the micro-location are to be compared with the proposed scenarios for the public street space in a final work step.

The research seminar is planned as a block event.

We will start the seminar with a round of introductions and present comparable studies on the Schwanthalerstraße location as well as the best-practice model Grüne Meile. During the joint walk-through on May 5, we will start at Stachus (Kaufhof) and walk together along Schwanthalerstraße to Schwanthaler Höhe. In the process, we will define meaningful street sections that will later help us divide the street into groups.

In mid-May, we plan to hold a workshop with interested local stakeholders. The working groups will prepare for the workshop with questions and work out possible goals to be achieved with the remapping process together with the stakeholders.

The partial results are brought together and checked for commonalities.

As a conclusion, a presentation as a group work is expected, which recommends concrete measures for the Magistrale Schwanthalerstraße on the basis of the partial group works. The results are to be discussed during Expo Real in Oct. 2023.

Matthias Ottmann

Die 1,8 km lange Straße verbindet die Sonnenstraße mit dem angrenzenden Wohngebiet Westend und führt in die Ganghoferstr. über.

Benannt nach Ludwig von Schwanthaler, bayer. Bildhauer, „Bavaria“ (1843 – 50) sein Hauptwerk

Entwicklungen rund um das Bahnhofsviertel in München – Stichwort: „Isar-Valley“

Schwanthalerstraße als zentrale Verbindungs- und Versorgungsachse zwischen Innenstadtbereich und dem Szeneviertel „Westend“

Großformatige Immobilienprojekte entlang der Schwanthalerstraße

Erste Annäherung:

Was wissen wir über die voraussichtlichen Änderungen in dem Viertel?

Wie reagiert dieses multikulturelle Stadtviertel auf die Änderungen?

Der hohe Versiegelungsgrad erscheint vielen als Bürde - wie können wir das Viertel nachhaltiger, sozial sicherer, gesünder und „grüner“ gestalten?

Eine Magistrale weist eine überörtliche Funktion auf. Sie führt häufig vom Zentrum zu einem anderen Ort oder Stadtteil.

Im Gegensatz dazu entwickelten sich Boulevards, die als Ringstraßen (meist auf Grundlagen historischer Stadtmauern) angelegt waren. Magistralen und Boulevards sind historisch angelegt und wirken noch heute wie „Schneisen“ – häufig mussten hierfür Häuser abgerissen werden, um die räumliche Funktion zu erreichen.

Fragen:

Trifft die Notwendigkeit einer überörtlichen Verkehrserschließung für die Schwanthalerstraße noch zu?

Welche Funktion sollte sie in Zukunft besetzen?

Welchen Funktionsmix möchten wir uns vorstellen?

Welche Rolle spielen die jeweiligen Nutzungen entlang der Schwanthalerstraße für den Straßen- und den Fußgängerverkehr?

Wie werden die verschiedenen Erdgeschoße und die darüber liegenden Geschosse genutzt?

Finden hier im räumlichen Verlauf von Anfang zum Ende ggf. Verschiebungen in der Nutzung statt?

A magistrale has a supra-local function. It often leads from the center to another place or district.

In contrast, boulevards developed as ring roads (usually based on historic city walls).

Magistrals and boulevards are historically designed and still have the effect of "aisles" today - often houses had to be demolished for this purpose in order to achieve the spatial function.

Questions:

Does the need for supra-local traffic access still apply to Schwanthalerstrasse?

What function should it have in the future?

What mix of functions would we like to see?

What role do the respective uses along Schwanthalerstrasse play for street and pedestrian traffic?

How are the various ground floors and the floors above them used?

Are there any shifts in use in the spatial progression from the beginning to the end?

The 1,8 km long road connects the Sonnenstraße with the adjacent Sonnenstraße with the adjacent residential area Westend and leads into Ganghoferstraße.

Named after Ludwig von Schwanthaler, bavarian Sculptor, "Bavaria" (1843 - 50) his main work

Developments around the Bahnhofsviertel in Munich - keyword: "Isar-Valley

Schwanthalerstraße as a central connection and supply axis between the inner city area and the trendy "Westend" district

Large-scale real estate projects along the Schwanthalerstraße

First approach:

What do we know about the likely changes in the neighborhood?

How does this multicultural neighborhood react to the changes?

The high degree of sealing seems to many as a burden -how can we make the neighborhood more sustainable, socially safer, healthier and "greener"?

Field Trip

What is most effective for you?

Is there a sort of difference in the Streetscape from the beginning to the end?

If you walk through the Schwanthalerstraße - what are you missing?

What is most intriguing for you?

Retail-Zone in the Schwanthalerstraße - is it diverse enough for you?

How would you estimate the condition and the architectural quality of the buildings over all?

Cross roads - retail mix - appearance - importance for the main road?

Connection to the Stachus - well resolved?

Make pictures!

How good is the condition of the pavement?

What public spaces could you identify?

How green is this area?







Sections

A

Section Sonnenstrasse – Schillerstrasse

B

Section Schillerstrasse – Paul-Heyse-Strasse

C

Section Paul-Heyse-Strasse – Bavariaring

D

Section Bavariaring - Schießstättstrasse



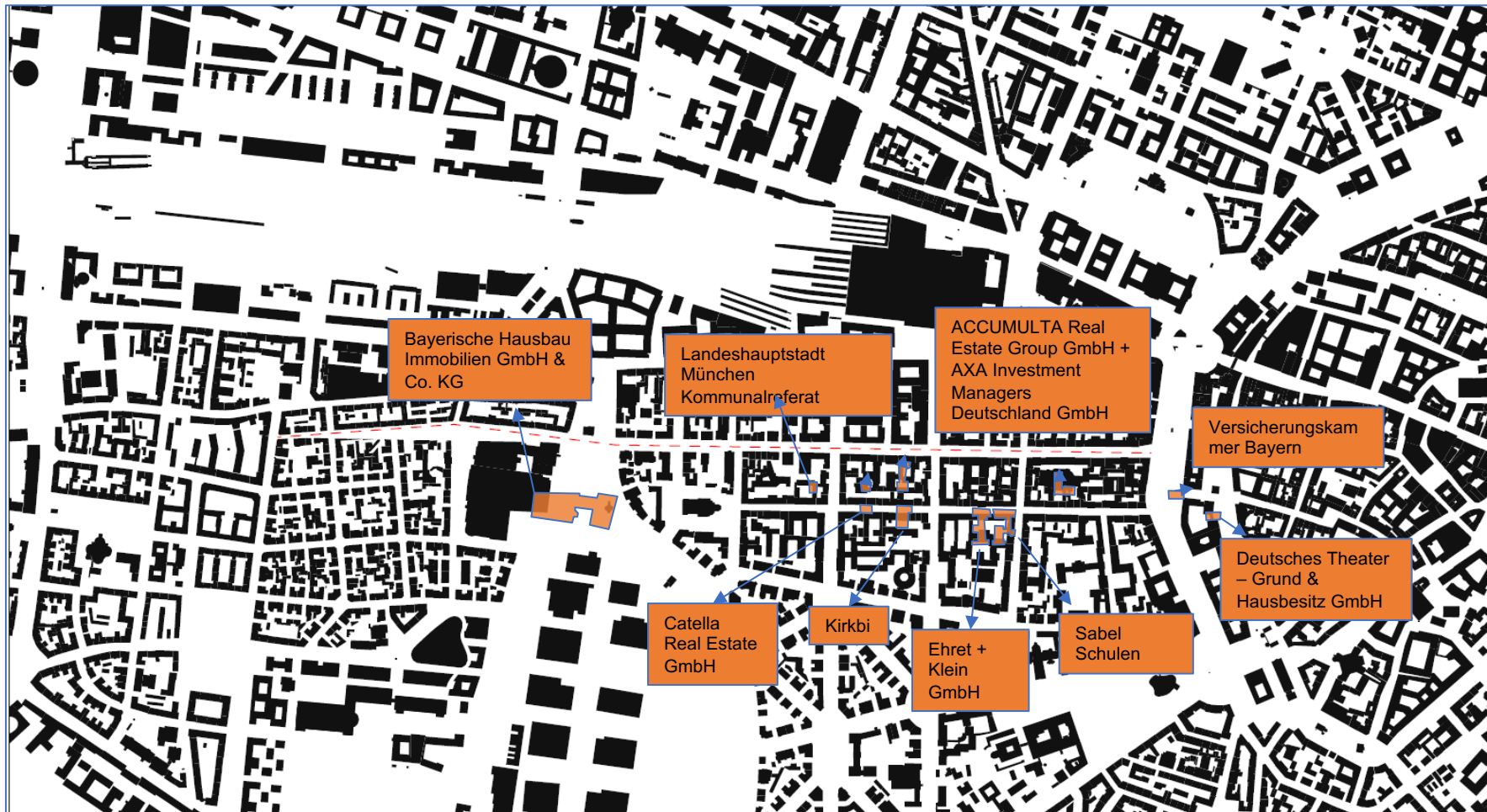


Eingang zum Westend
– andere städtebauliche
Wahrnehmung

Drei Gebäude der Stadt
– anderer
Handlungsspielraum –
Entwicklungen liegen
gegenüber

Eingang zur
Schwanthaler
Straße
besondere
Bedeutung
durch
Deutsches
Theater

Zwei große
nebeneinander
liegende
Entwicklungen
plus eine große
Entwicklung in
Ecklage



Workshop

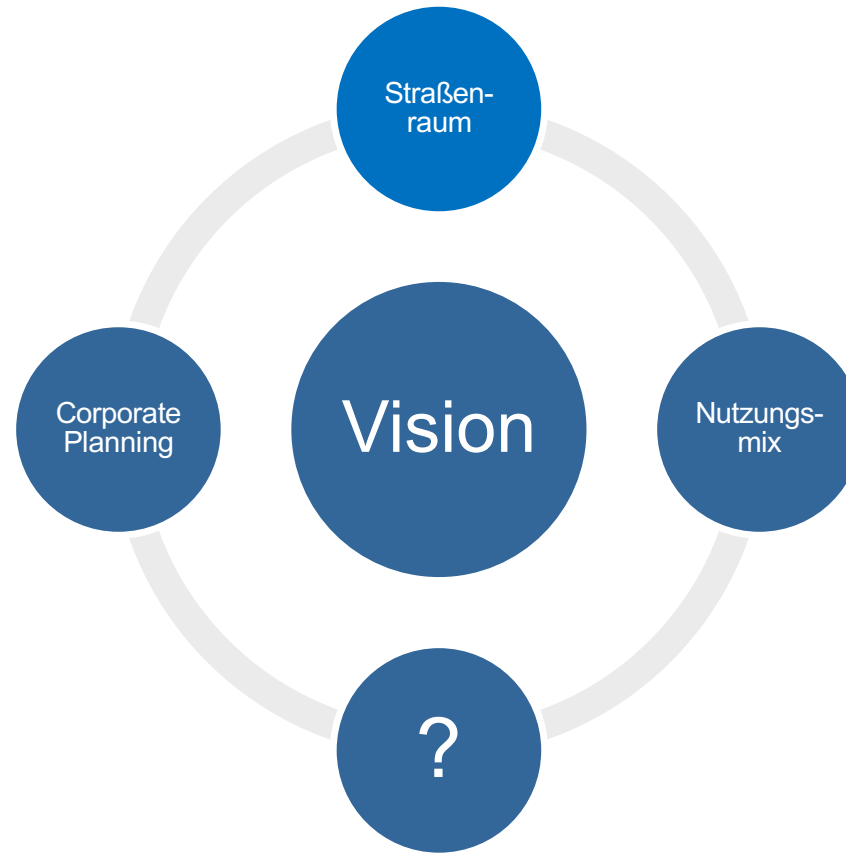
Group 1: Microclimate	How can we take influence the microclimate of the Bahnhofsviertel Süd?
Group 2: Retail	Retail in den Schwanthalerstr – Necessary, important or just negligible?

Group 3: Gentrification	Any alternatives to Gentrification?
Group 4: ESG-Criteria	Defining our ESG-Criteria for the Schwanthalerstr. – First draft









Input Reinhard Sigel

Einzelhandelsverband Südliches Bahnhofsviertel **Stand und Entwicklung des Einzelhandels**



Input Ben Boucsein

Chair of urban design



Input Carsten Schade

Chair of Energy Efficient and Sustainable Design and Building **IDP**

Transformation through impulse buildings Interdisciplinary Project 2022

Critical Issues in Urban Development and Architecture
April 20, 2023

Carsten Schade

Technical University of Munich,
Chair of Energy Efficient and Sustainable Design and Building
(ENPB)



Input Stefan Geiss

RKU LH München

Stadtklimatische Wirkung grüner Infrastruktur



Input Oliver Heiss

BYAK

Mid Term Review



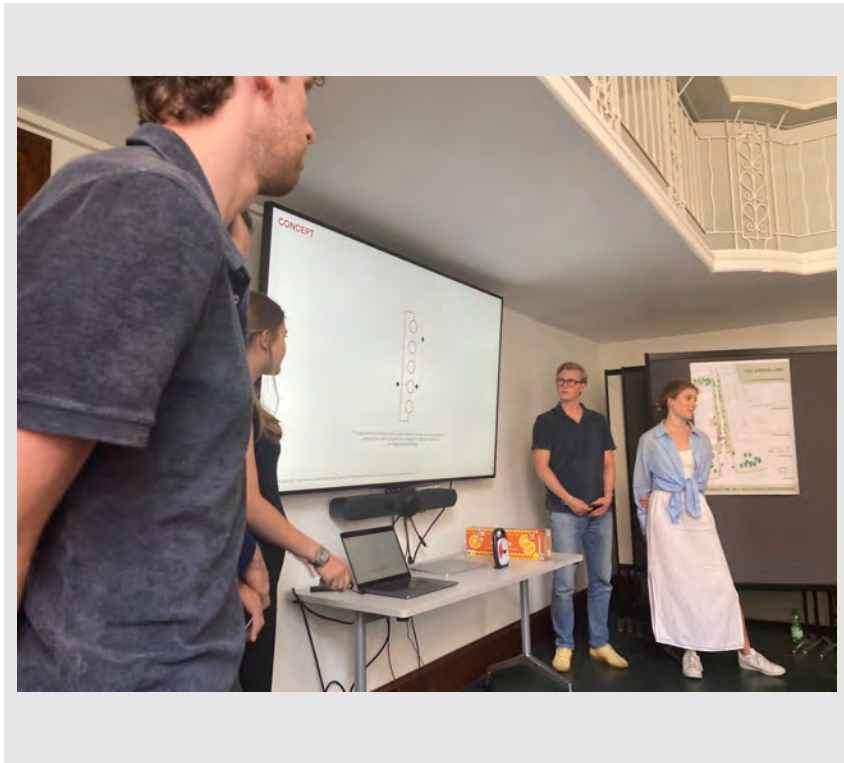
Input Machteld Kors

UN Studio

The green Mile in Amsterdam



Final Presentations



Final Presentations



Final Presentations





Student presentations



Critical Issues in Urban Development and Architecture

Promenade Schwanthalerstrasse – Transformation einer Magistrale

SS 2023



Name: Elisa Cordero, Antonia Faußner, Clemens Lindner, Sebastian Maier, Johanna Wulff, Leonard Flick

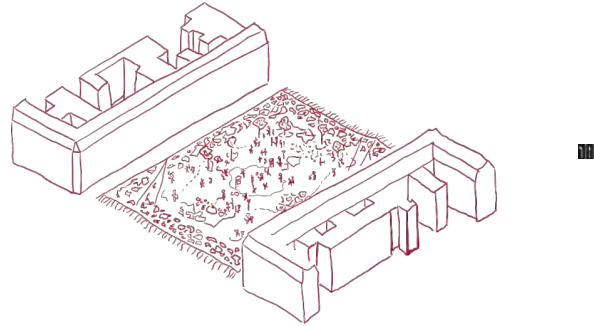
WHAT IS PUBLIC URBAN SPACE TODAY?



CURRENT SITUATION

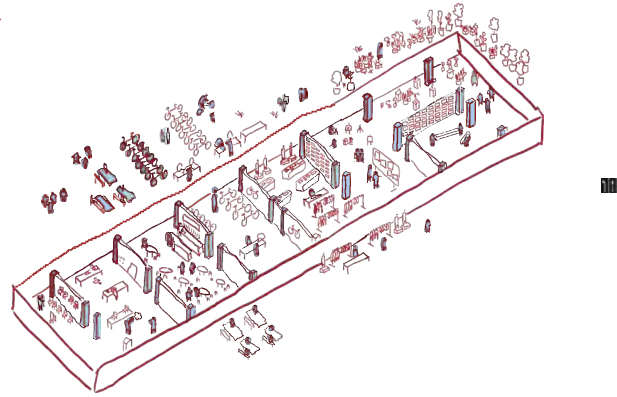


Schwanthaler Straße
München



Use of Ground Floor
Sketch

FLEXIBLE USES OF SPACE



008

Flexible Use
Sketch

Open (public) spaces

based on the "Baukulturbericht 2020/2021"

public
accessible
indoor space



transitions
passages
gates



public
accessible
open spaces
in front of buildings



public
accessible
open spaces



"typical"
public spaces
in the city's
infrastructure



parcs,
gardens



squares



streets, roads
public transport

STREET SECTION A



SECTION A





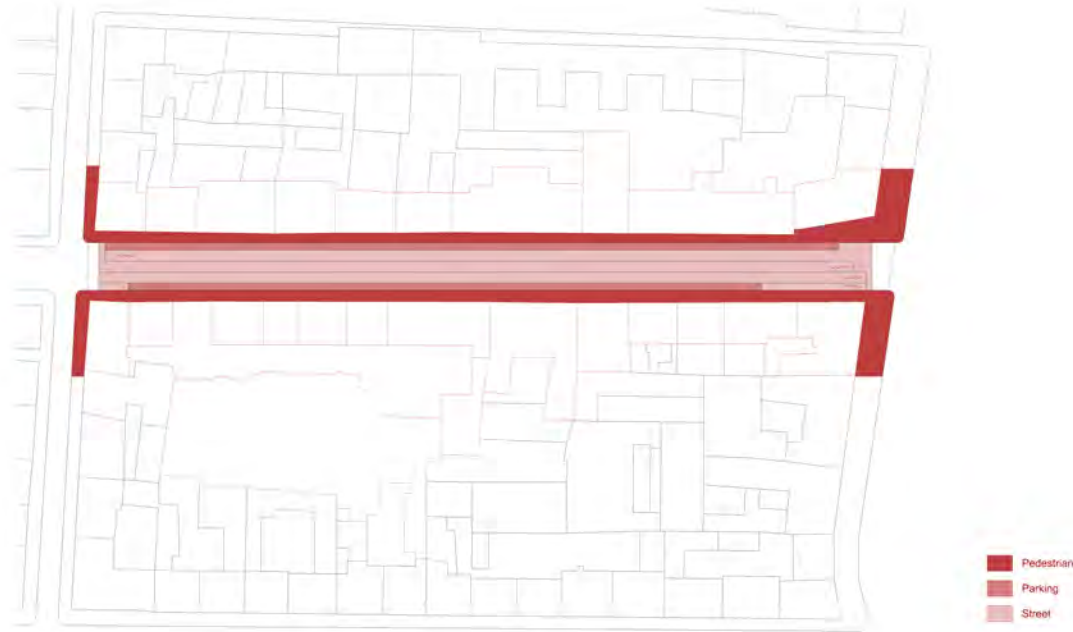
006





How can
we open up??

- 5/7 of the cross-section of the street is used by cars
- 2/7 of the cross-section is used by pedestrians
- 100% sealed area (pavement and asphalt)
- no greenery
- bikes and cars share the road





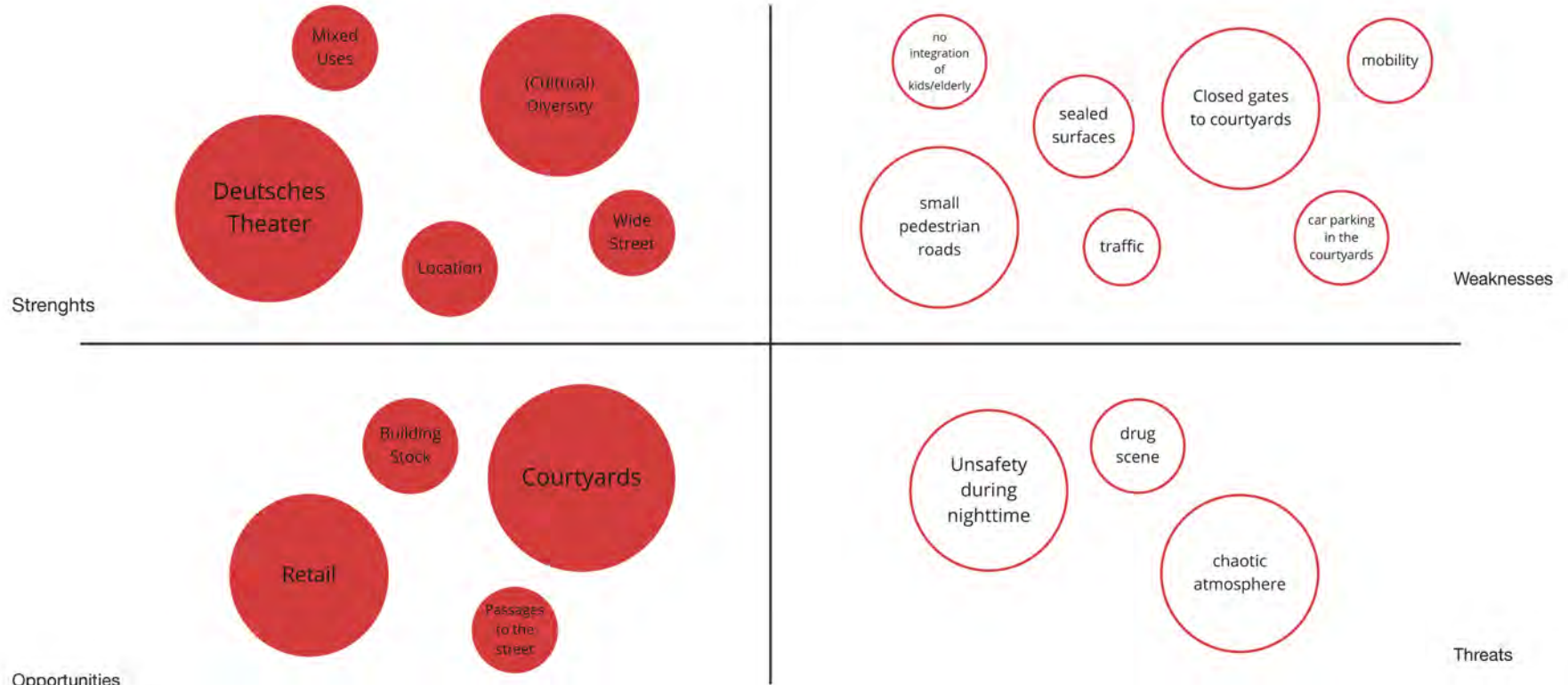
„I believe in the development of the city by upgrading the quality of the street. At the moment there is hardly any social mixing. The optical and architectural upgrading of the neighborhood can have a positive effect on the coexistence and the interaction with the street. We are already planning regular meetings with some of the current stakeholders and discussing changes.“ - Kirsten Donikowsky, Team Marketing Deutsches Theater

„The Deutsche Theater is a historic institution in the neighborhood. But it also faces many challenges. I believe that if we all pull together, we can achieve a lot. The politics and citizen have to take place here as well.“ - Heinz Dederichs,
Managing Director of Deutsches Theater Grund- und Hausbesitz-Gesellschaft mbH



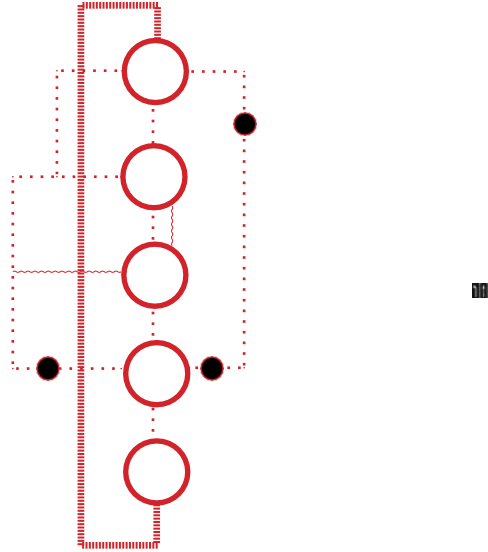
SWOT ANALYSIS

Current Situation



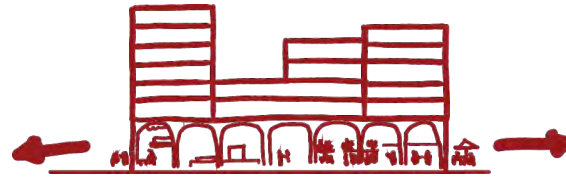
CONCEPT AND MASTERPLAN





Presentation | 07.07.2023 | Elisa Cordero Antonia Faußner Clemens Lindner Sebastian Maier Johanna Wulff
Leonard Flick

public accesible indoor spaces



keeping the special quality of the retail
community cultural center

INCLUDING CITIZEN ON A DAILY BASIS

STREET AS A STAGE - OPEN THE CURTAINS!



STEP 1

Deutsches Theater Activation Courtyard



STEP 2

Deutsches Theater Public Foyer





STEP 4

Greenery as temporary Street Pockets



STEP 5

Ground Floor Activation of all Shops



STEP 6

Temporary reorganisation of the traffic



STEP 7

Activation of other Courtyards



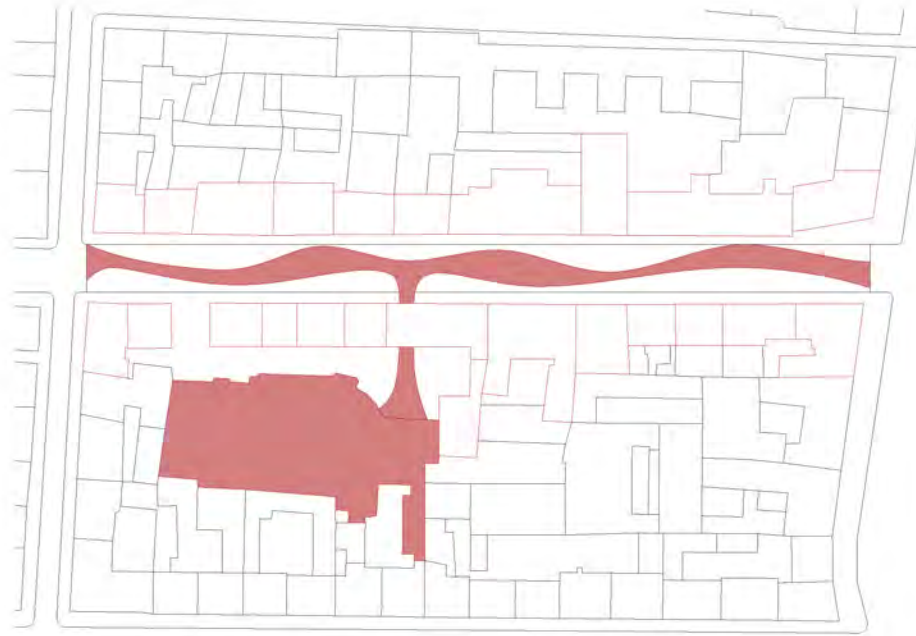
STEP 8

permanent Change of Traffic and Parking





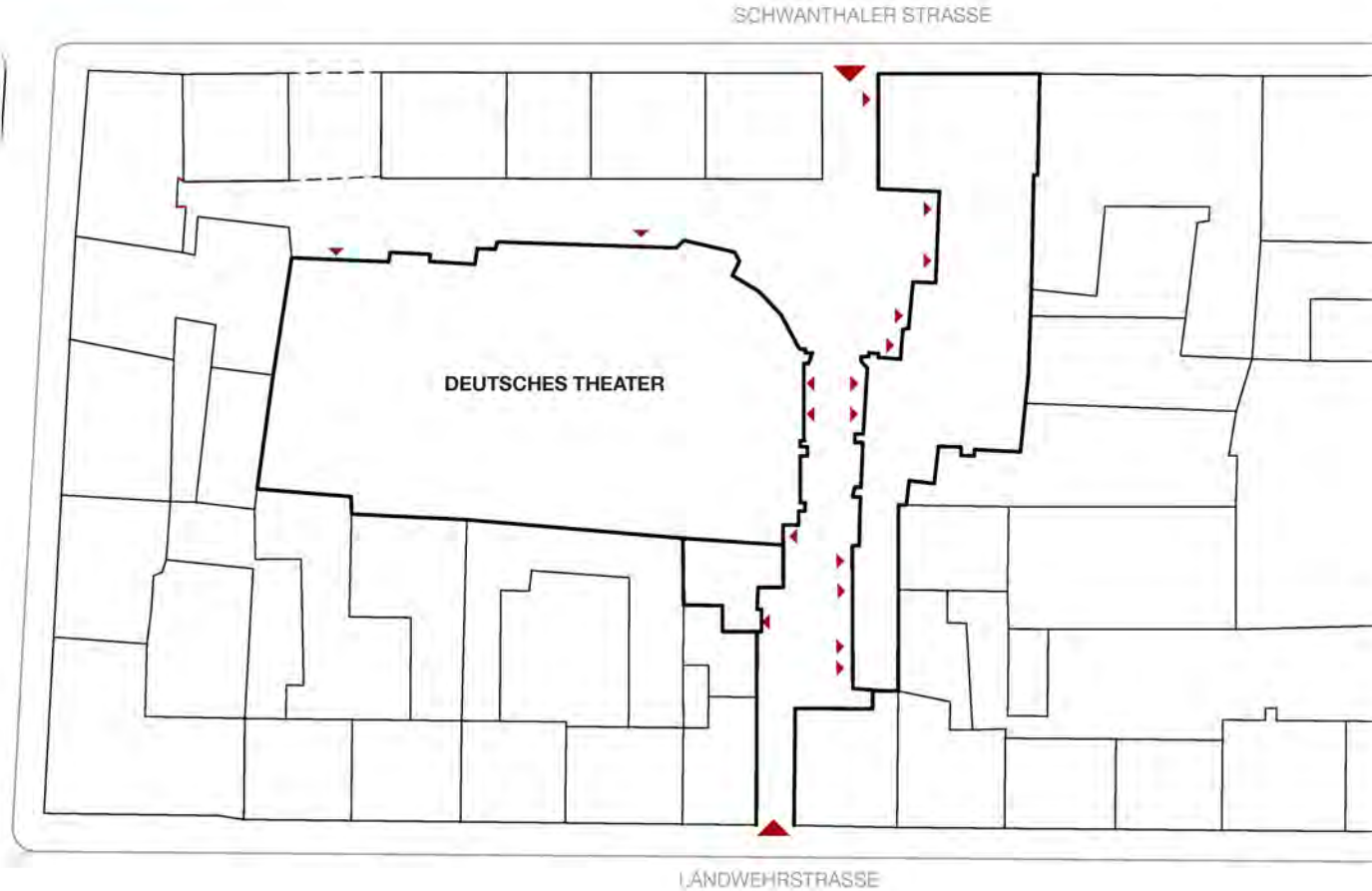


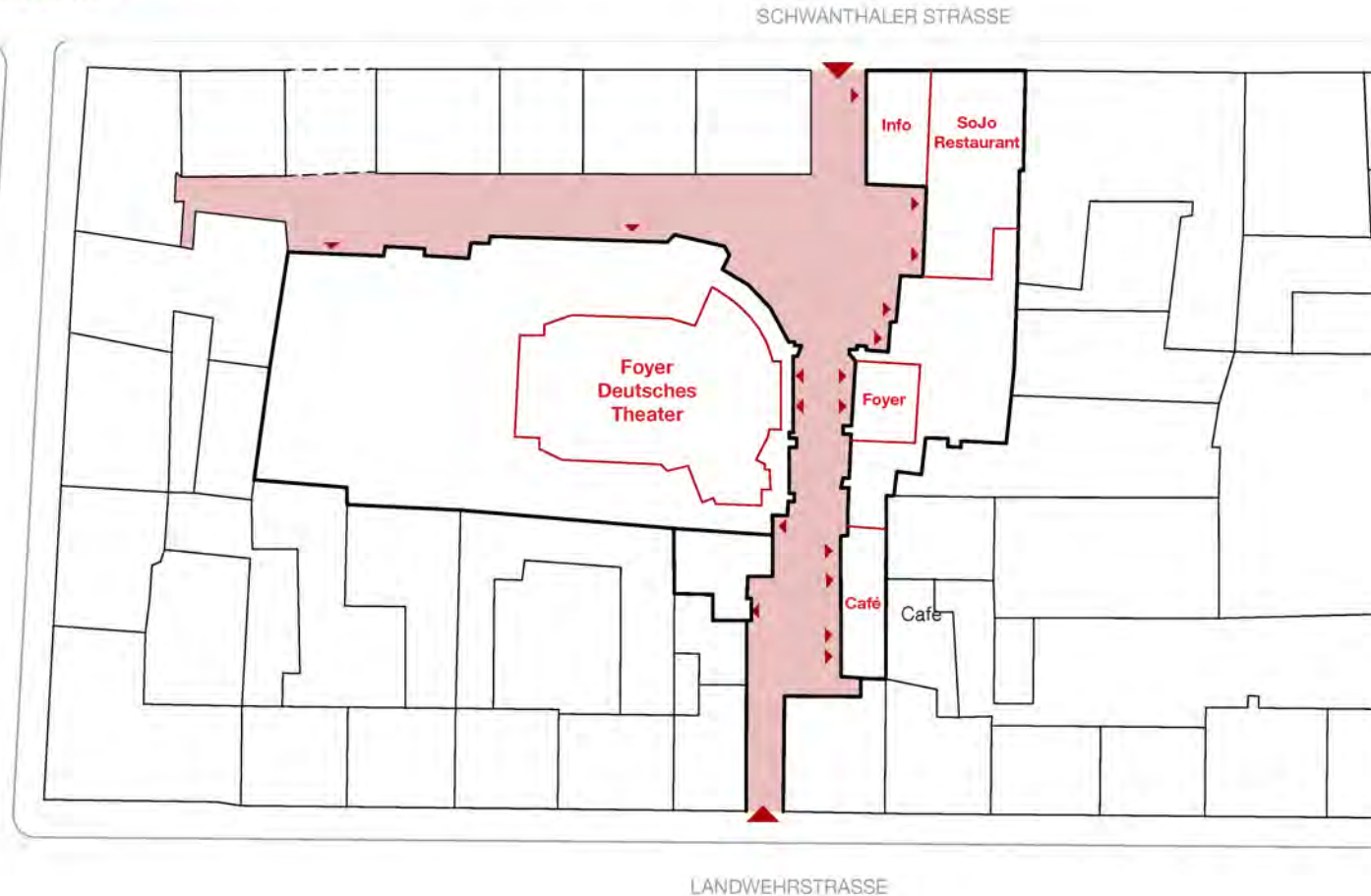


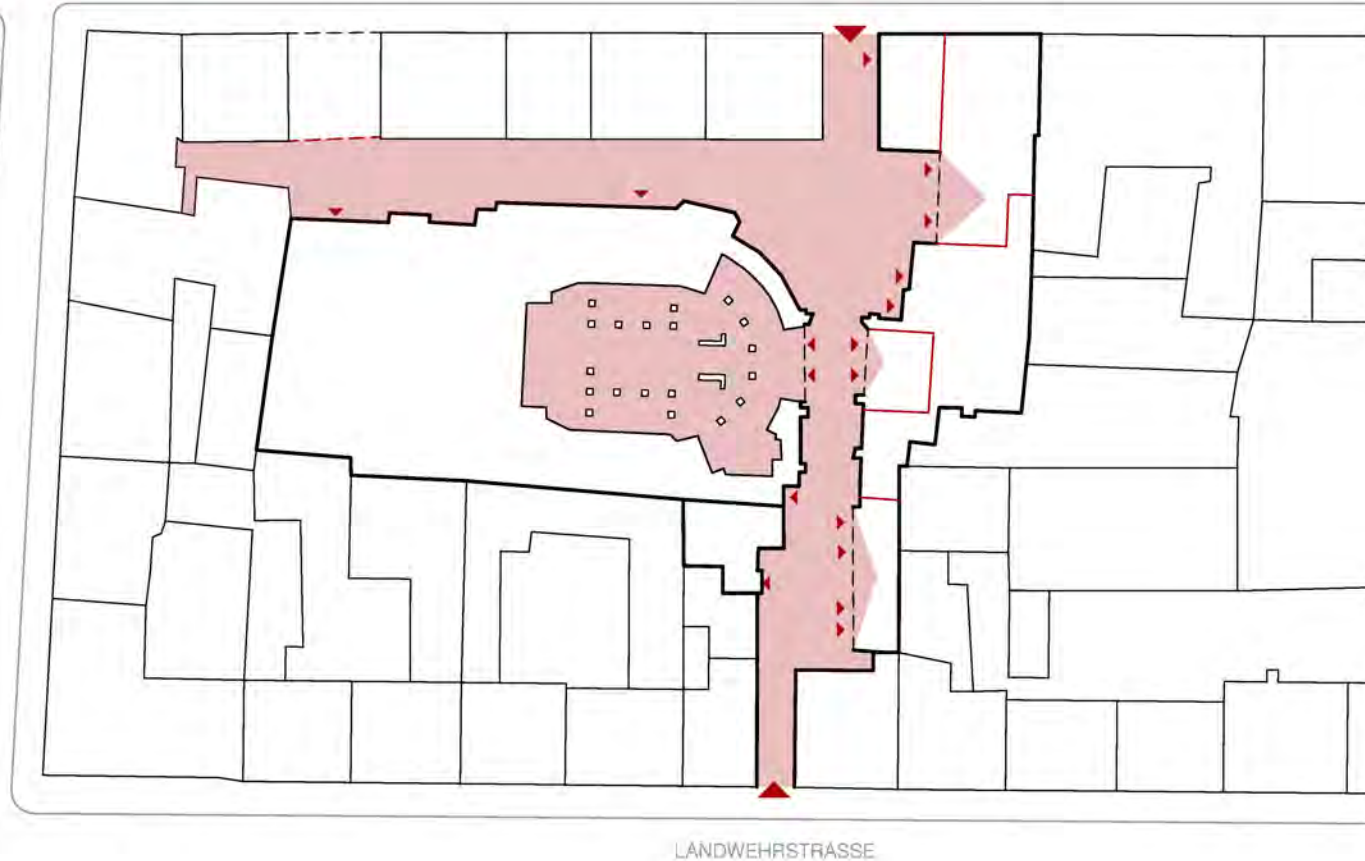


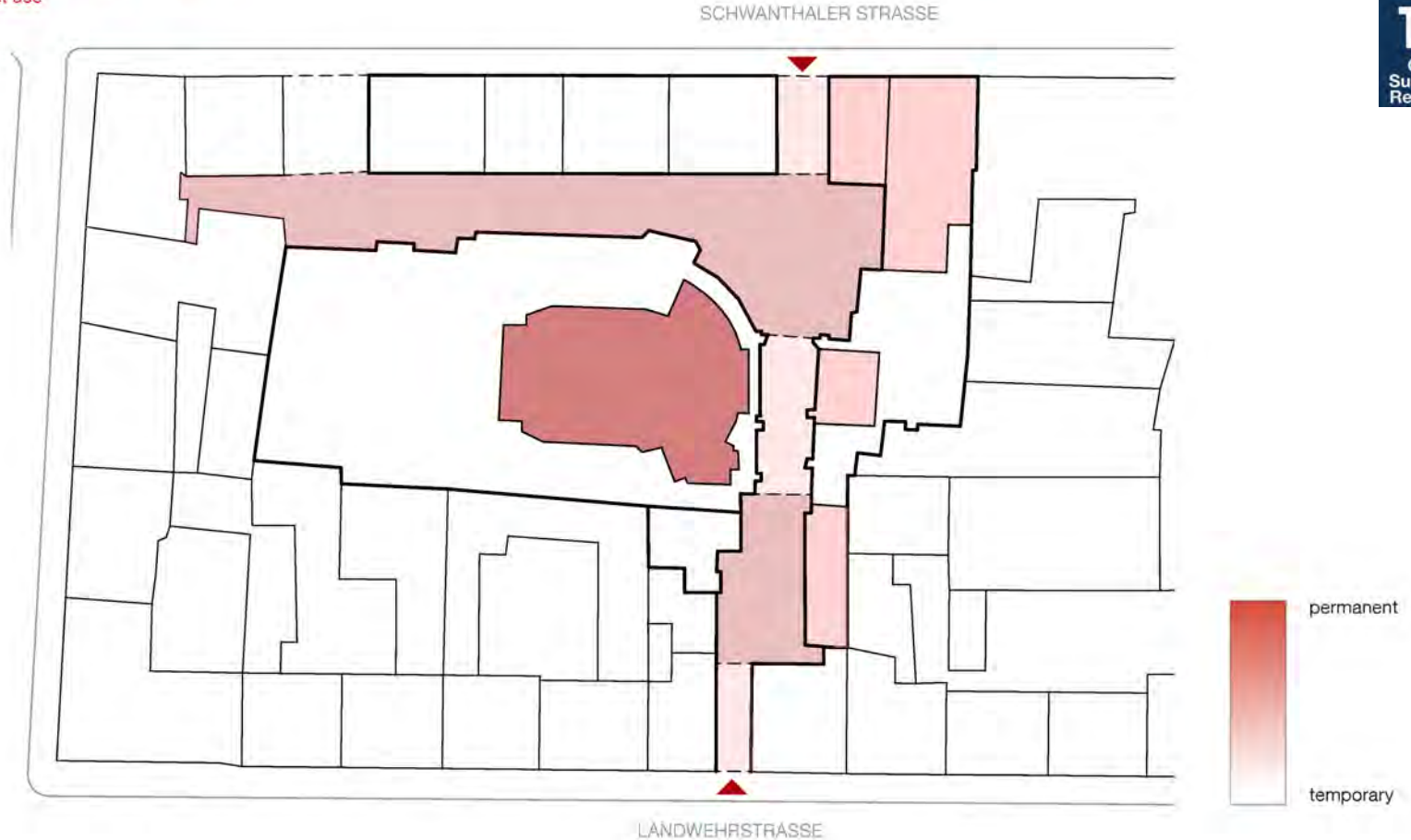
**FOCUS : DEUTSCHES
THEATER**

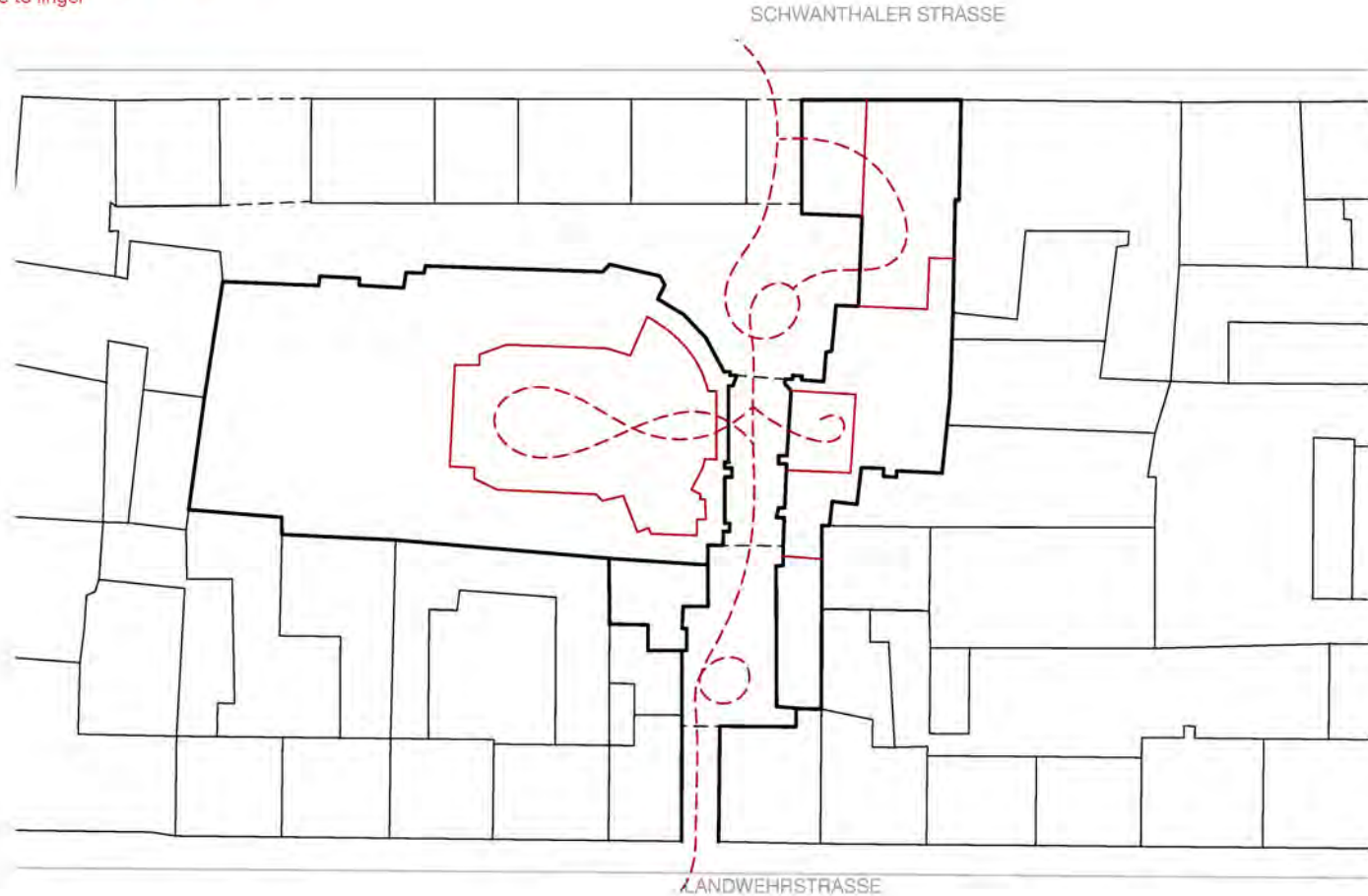


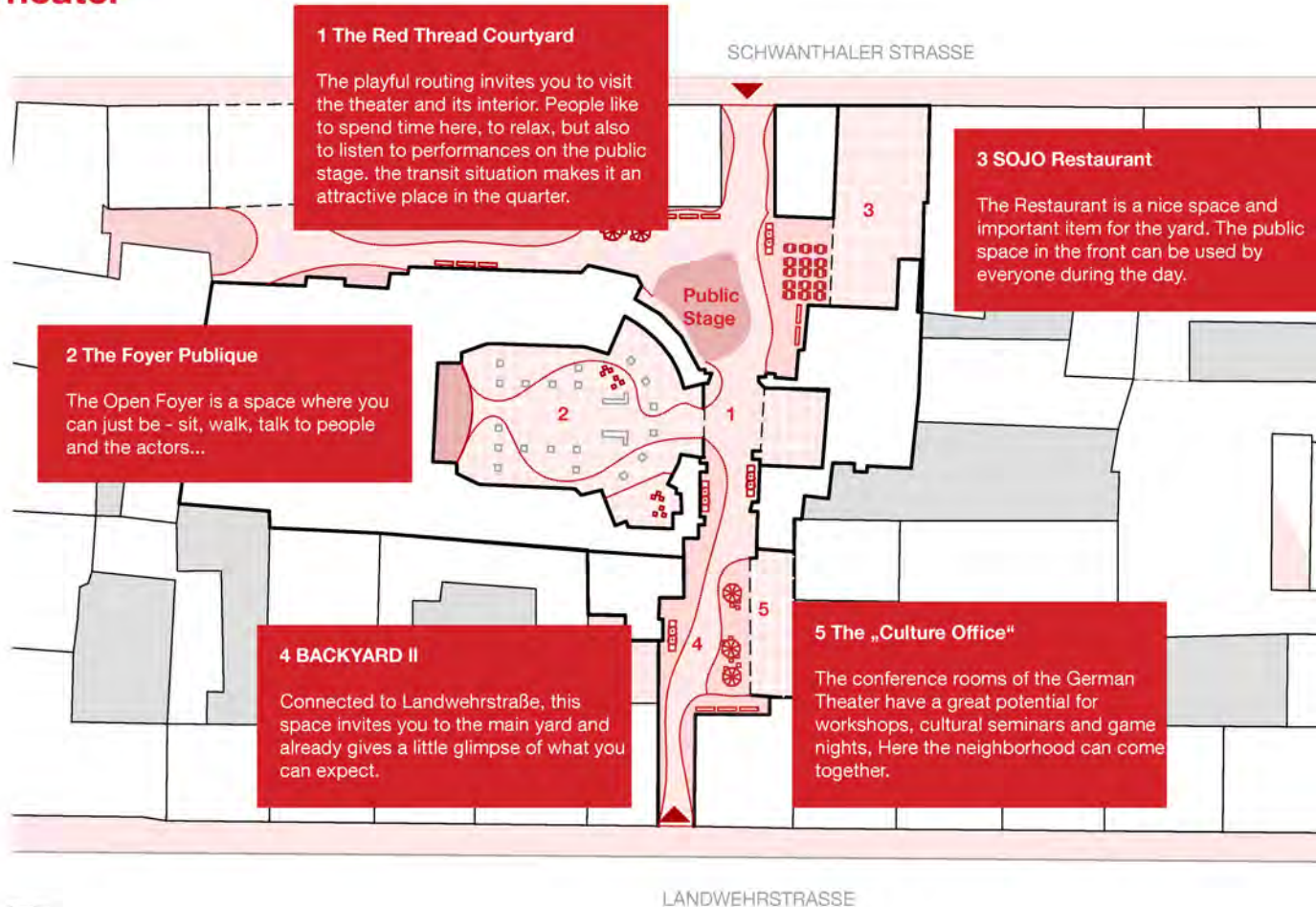












VISION & WALKTHROUGH DEUTSCHES THEATER



1 RED THREAD COURTYARD

1 The Red Thread Courtyard

The playful routing invites you to visit the theater and its interior. People like to spend time here, to relax, but also to listen to performances on the public stage. the transit situation makes it an attractive place in the quarter.



1 RED THREAD COURTYARD

1 The Red Thread Courtyard

The playful routing invites you to visit the theater and its interior. People like to spend time here, to relax, but also to listen to performances on the public stage. the transit situation makes it an attractive place in the quarter.



The foyer of the Deutsche Theater is public urban space!

Here, everyone who wants to can sit together, play, read, chill, dance, work or just be there. The space invites you to a wide variety of activities, is consumption-free and open from Tuesday to Sunday from 11:00 to 18:00.

Feel welcome everywhere. Use the stages, the open spaces, the workstations etc.

Whatever you plan to do, it is valid:

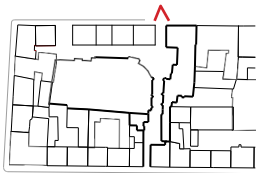
Be considerate of the other users.
Do not ask for money for your offer.
Leave the room as you found it!



3 SOJO RESTAURANT

2 SOJO Restaurant

The Restaurant is a nice space and important item for the yard. The public space in the front can be used by everyone during the day.



4 BACKYARD

II

4 BACKYARD II

Connected to Landwehrstraße, this space invites you to the main yard, but has its own special quality.



INNOVATIVE QUARTER SCHWANTHALER STRASSE



DO
YOU WANT
TO JOIN THE

MOVEMENT ?

The New Innovative Quarter
Schwanthaler Straße

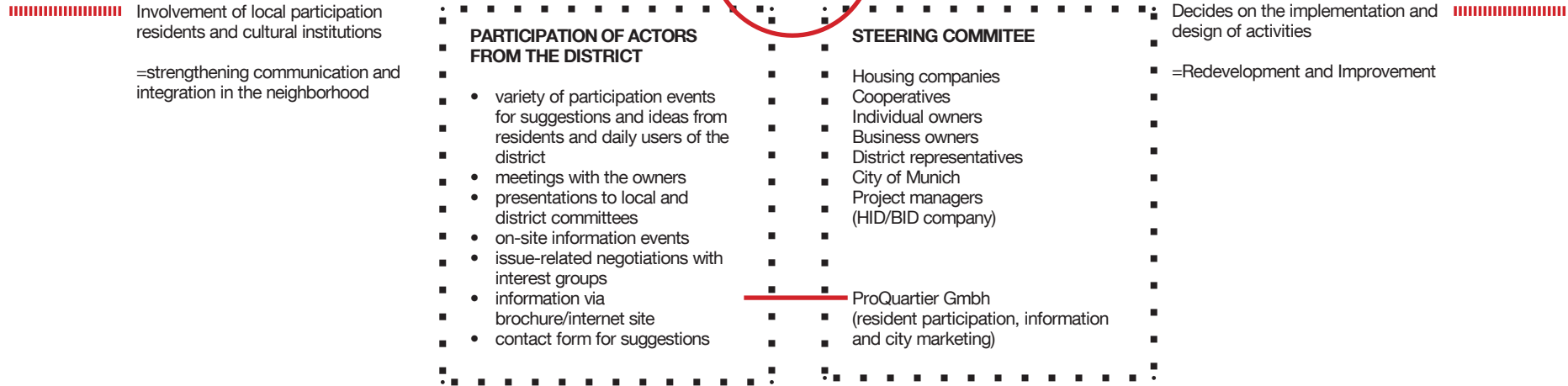
#1 the STREET as a stage

#2 PUT PEOPLE FIRST!

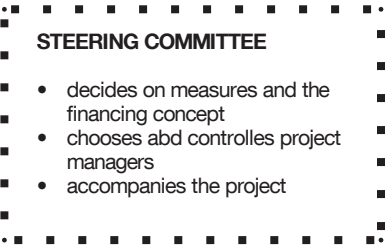
“Every city and every district is like a stage set, combined with the urban ‘props’ something new and great can be generated.” -Team A

***Through joint
commitment,
visible and
sustainable
improvements
can be
achieved.
Togetherness
and trust!***



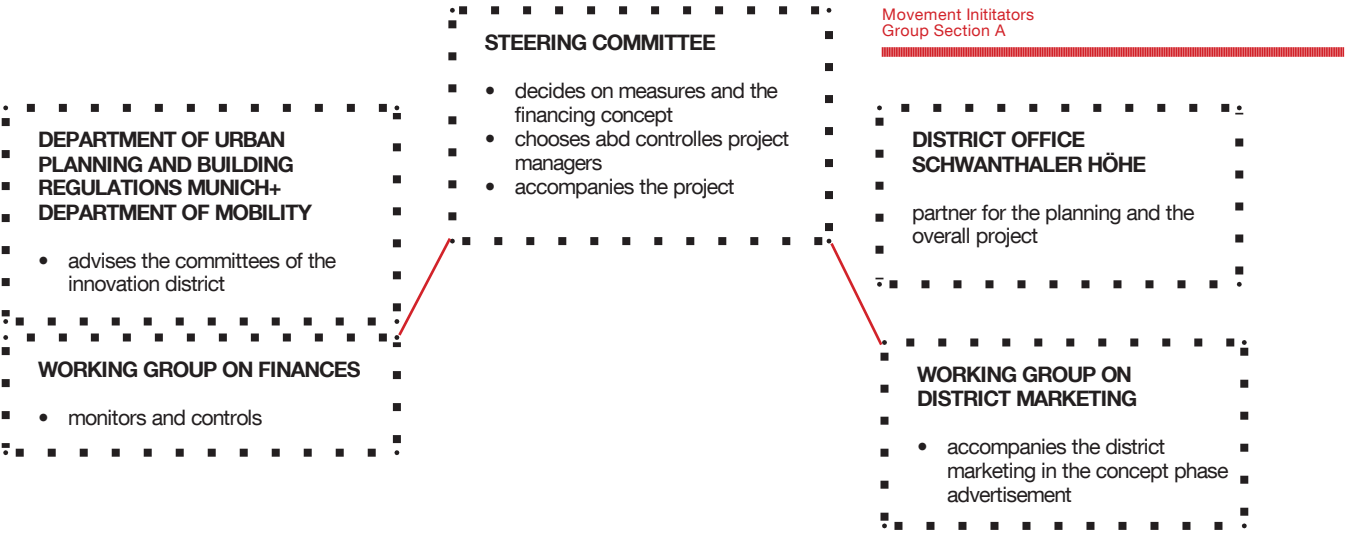


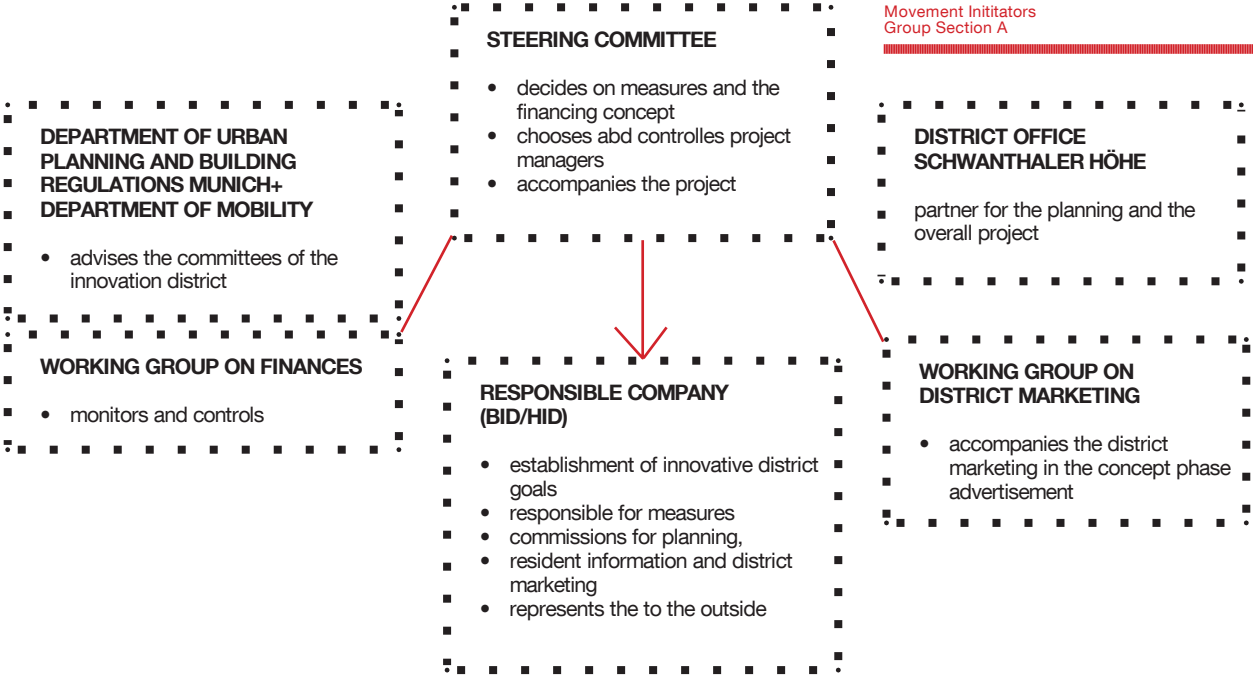


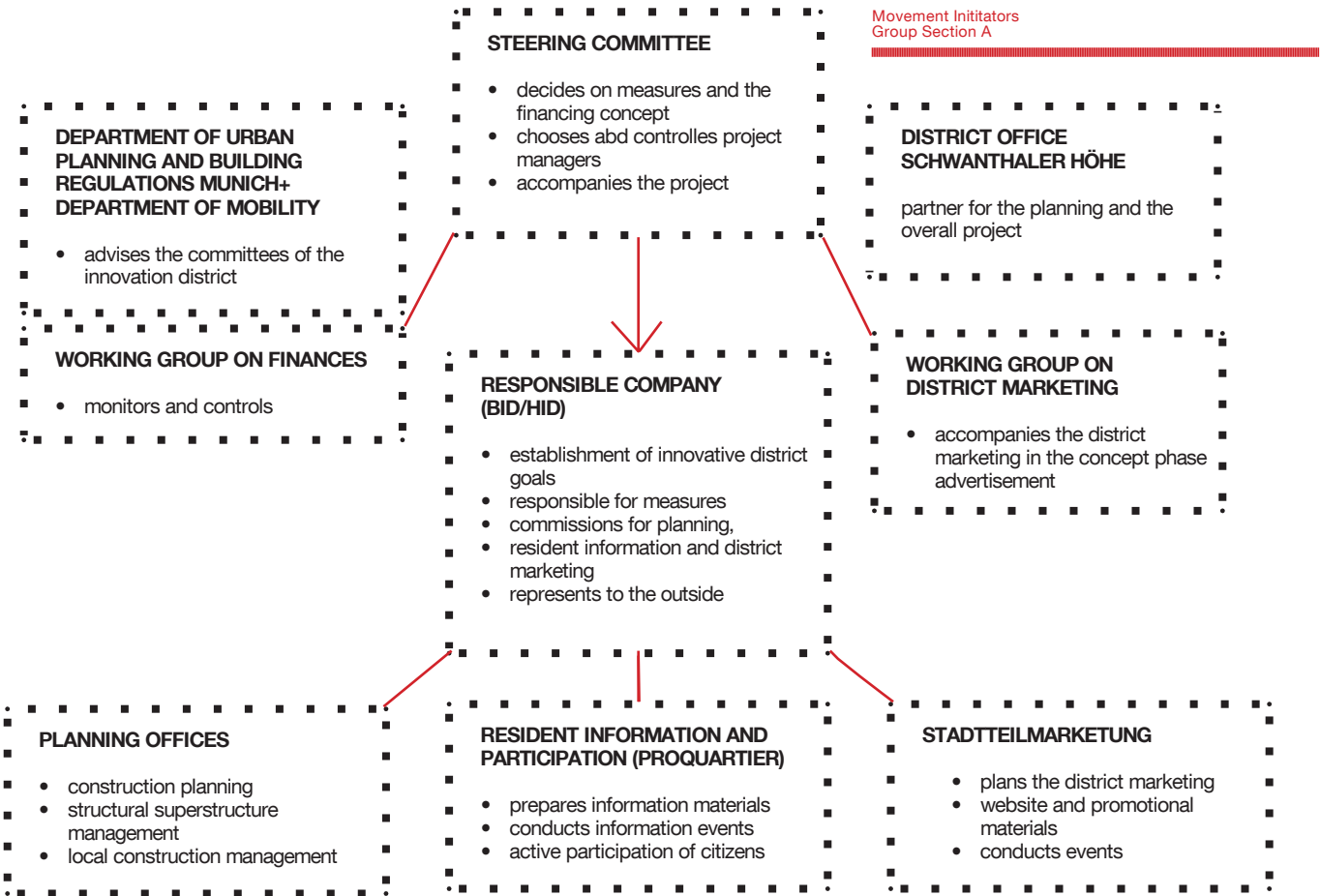


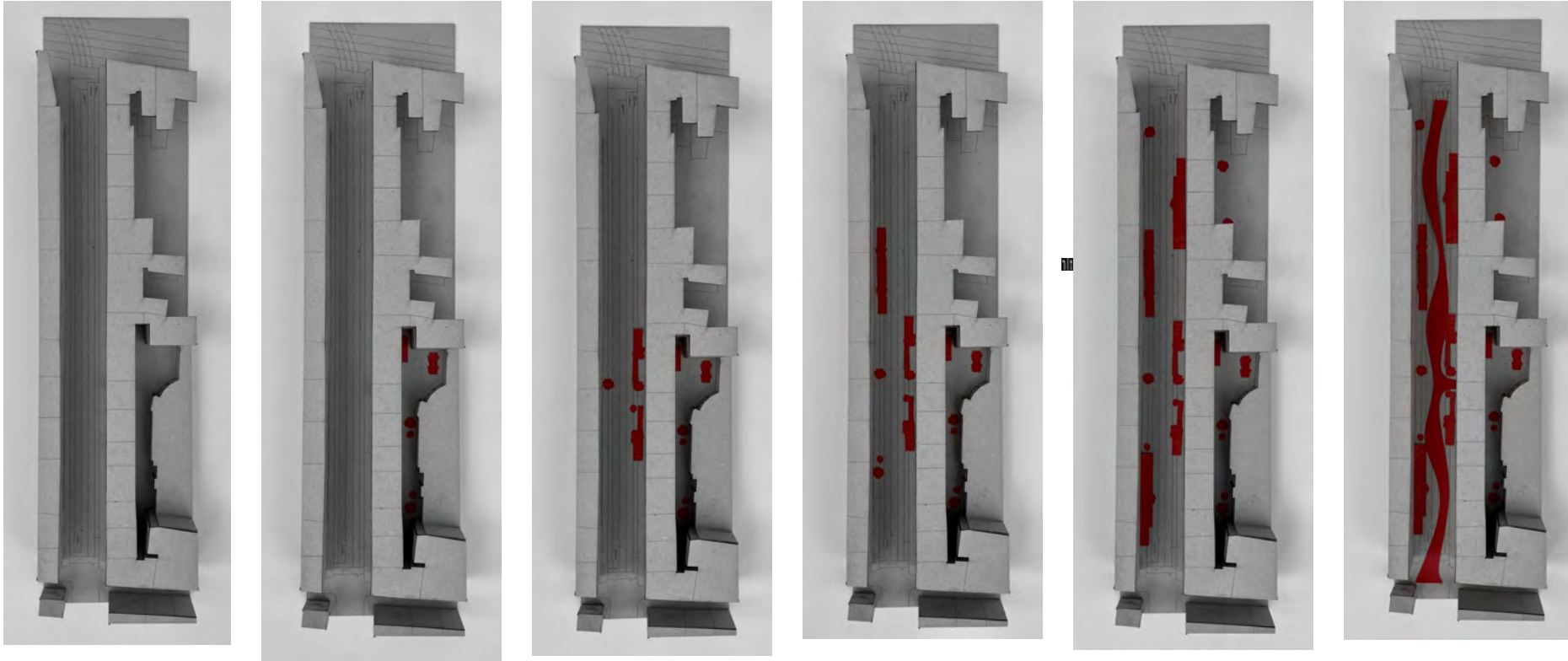
Movement
Initiators Group
Section A











MOVEMENT



HOW TO START?

*Your input is indispensable - you
are the change*



*Hey Chat GPT, please make the
Schwanthalerstrasse better...*

We'll then - let's start a movement



*Integrating, open, vibrant, inviting, diverse, enchanting,
sustainable, atmospheric, modern, dynamic - the new
Schwanthaler Straße, now even better.
Stay with the change.*



*Integrating, open, vibrant, diverse, enchanting, atmospheric,
dynamic – the old Schwanthaler Straße, just better.*

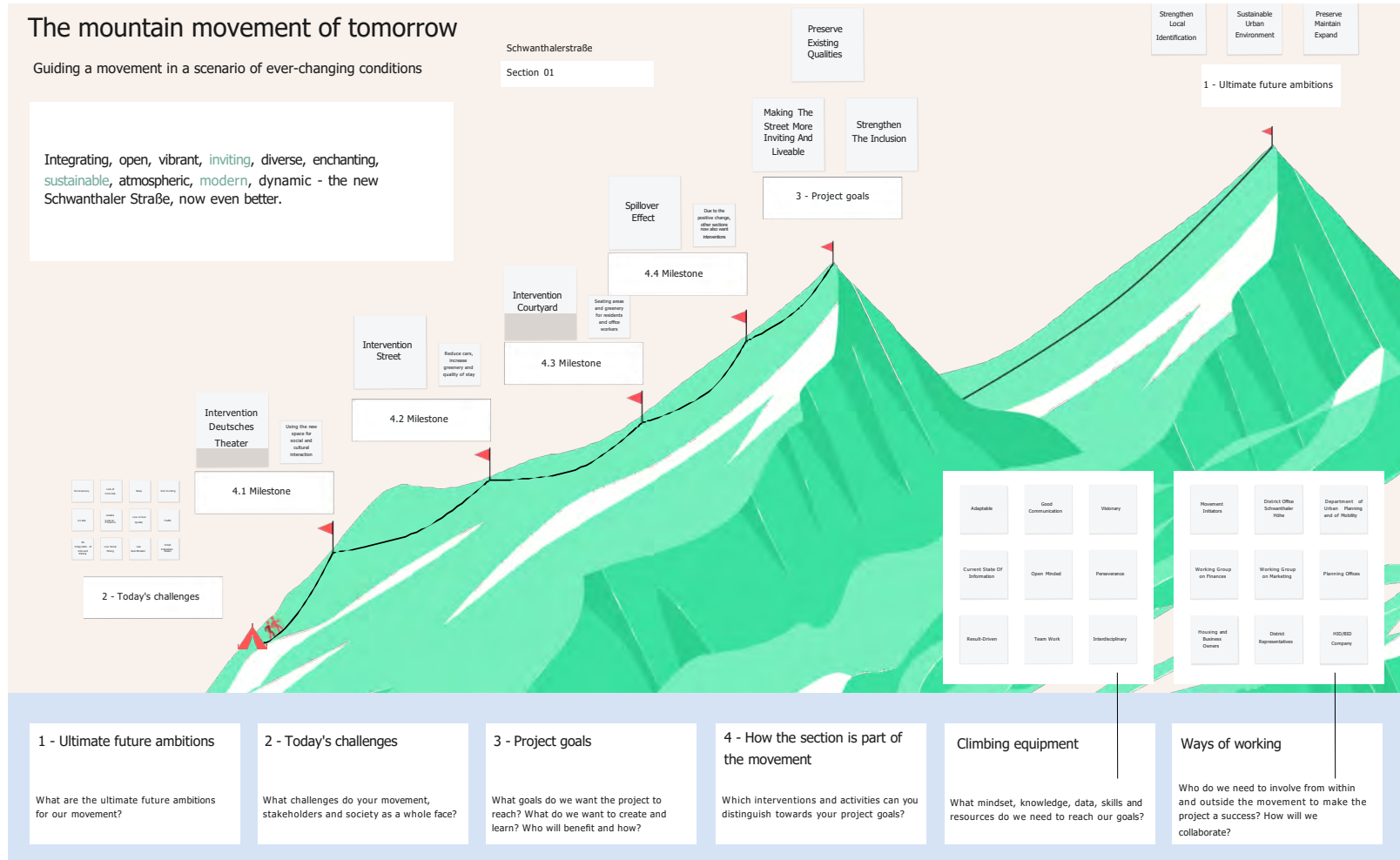
Be part of the change.



The mountain movement of tomorrow

Guiding a movement in a scenario of ever-changing conditions

Integrating, open, vibrant, *inviting*, diverse, enchanting, *sustainable*, atmospheric, *modern*, dynamic - the new Schwanthaler Straße, now even better.



**LET'S START THE
MOVEMENT!**





Critical Issues in Urban Development and Architecture

Promenade Schwanthalerstrasse – Transformation einer Magistrale

SS 2023

Schillerstraße bis Paul-Heyse-Straße

Contents

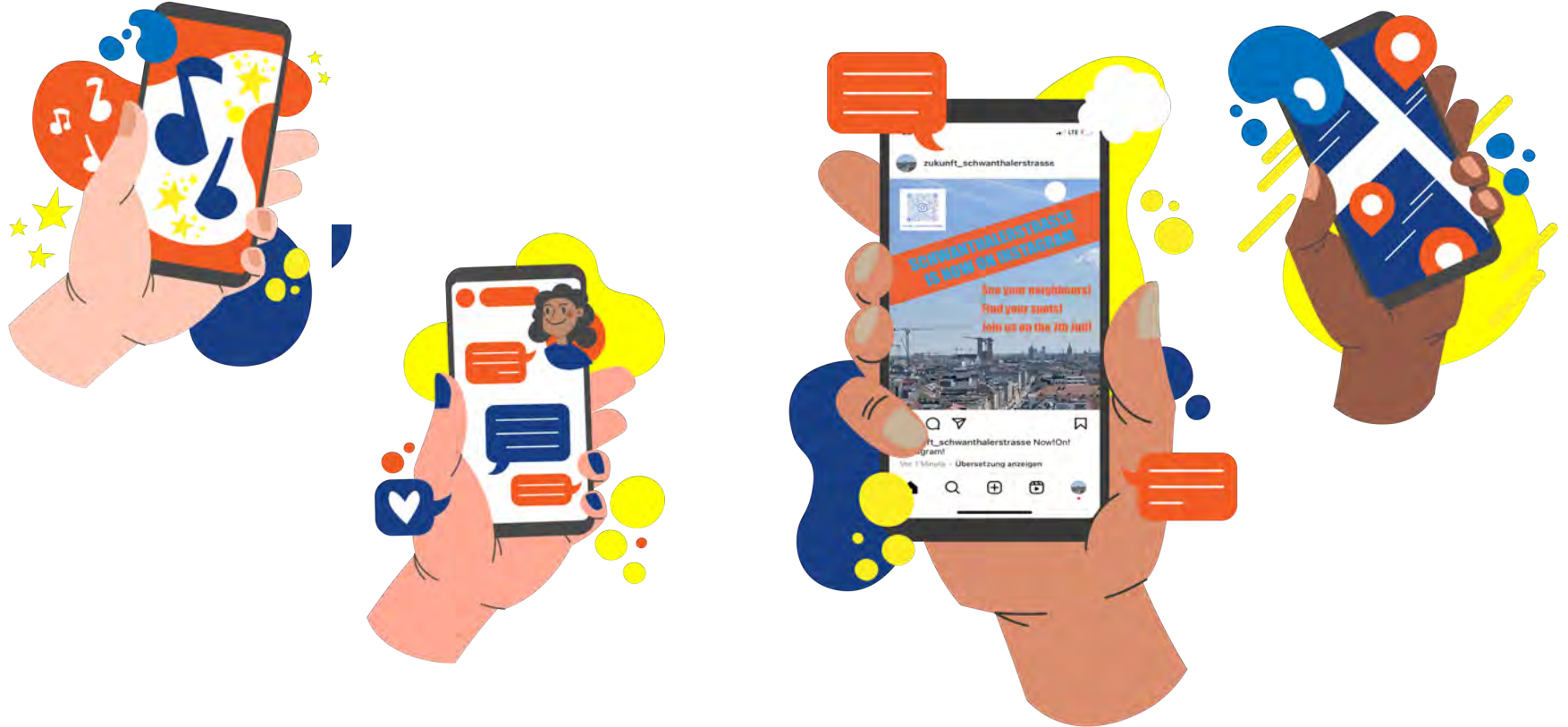
Analysis

Interviews

Ideas and Strategies



What is the shared Vision and Mission ?



To The Centralstation

Analysis

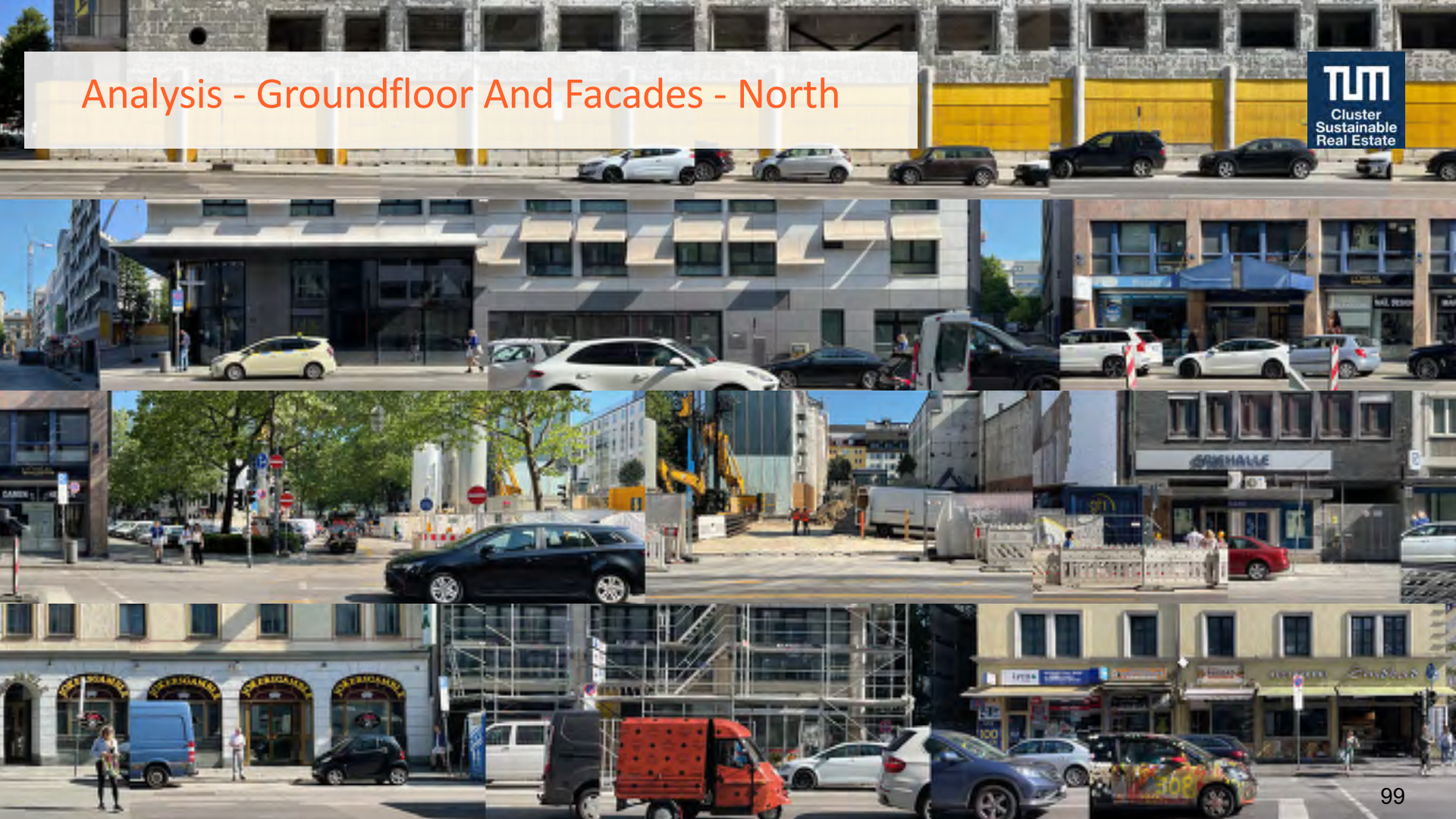


Towards
Westend

Towards
Sonnen-
strasse

https://geoportal.bayern.de/bayernatlas/?lang=de&topic=ba&bqLayer=atkis&catalogNodes=11&layers=luftbild_parz&E=690280.68&N=5334752.66&zoom=12.746666666666666

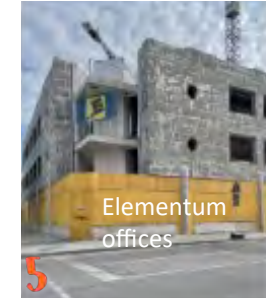
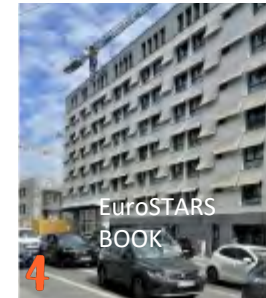
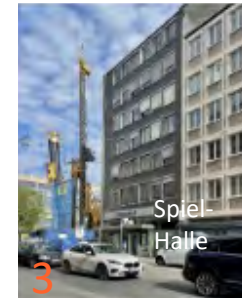
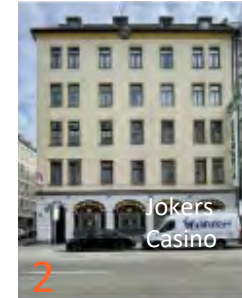
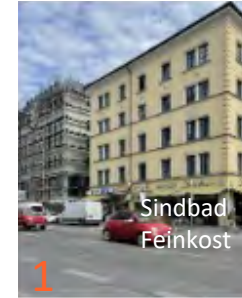
Analysis - Groundfloor And Facades - North



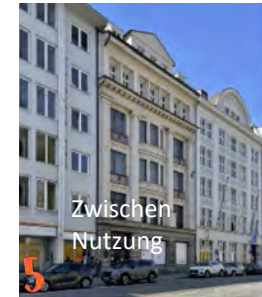
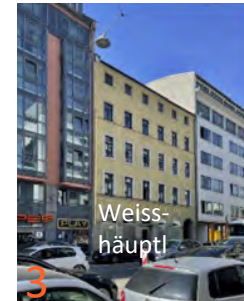
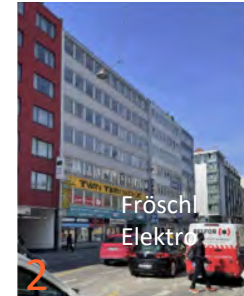
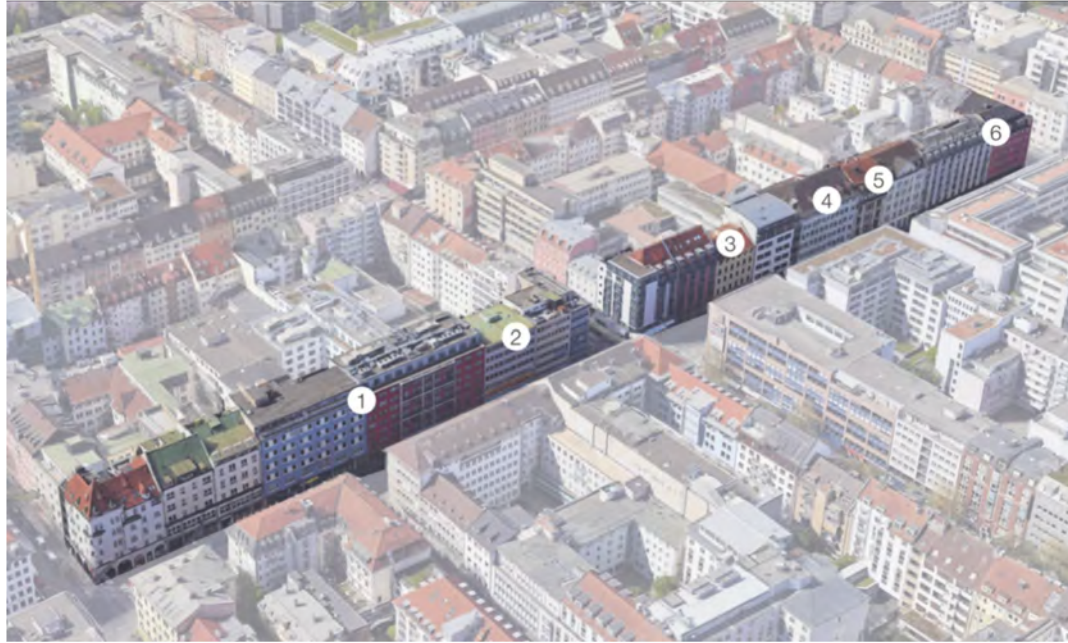
Analysis - Groundfloor And Facades - South



Analysis - Retail



Analysis - Retail





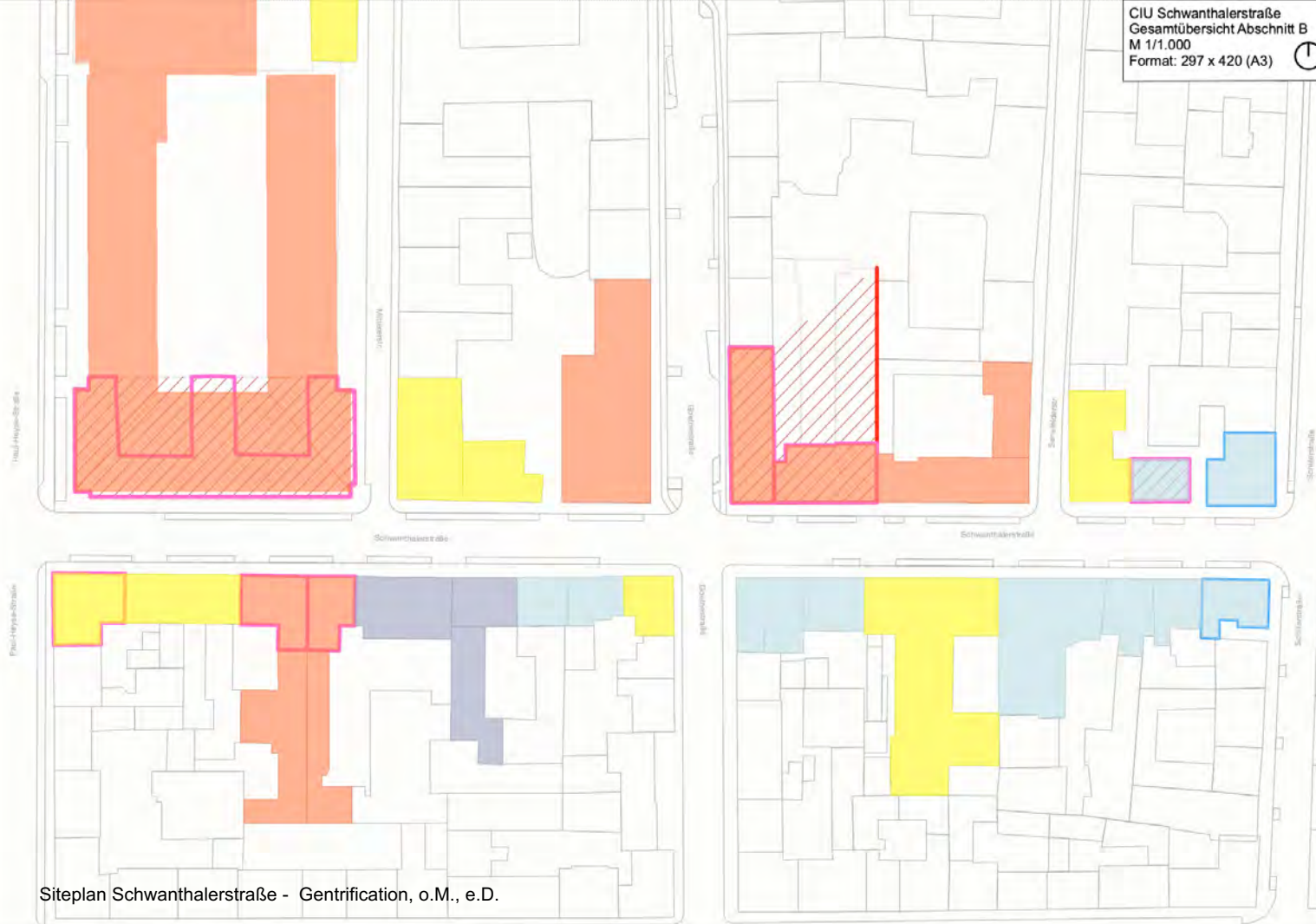
Legend Map D - ESG

Opportunity / Strength

- ▶ Passage Courtyard
- public green courtyards
- vital groundfloor zones
- semi-public/accessible courtyards
- semi-public green courtyards (in transformation)

Threat / Weakness

- closed groundfloor zones
- parking garage
- private/not accessible courtyards



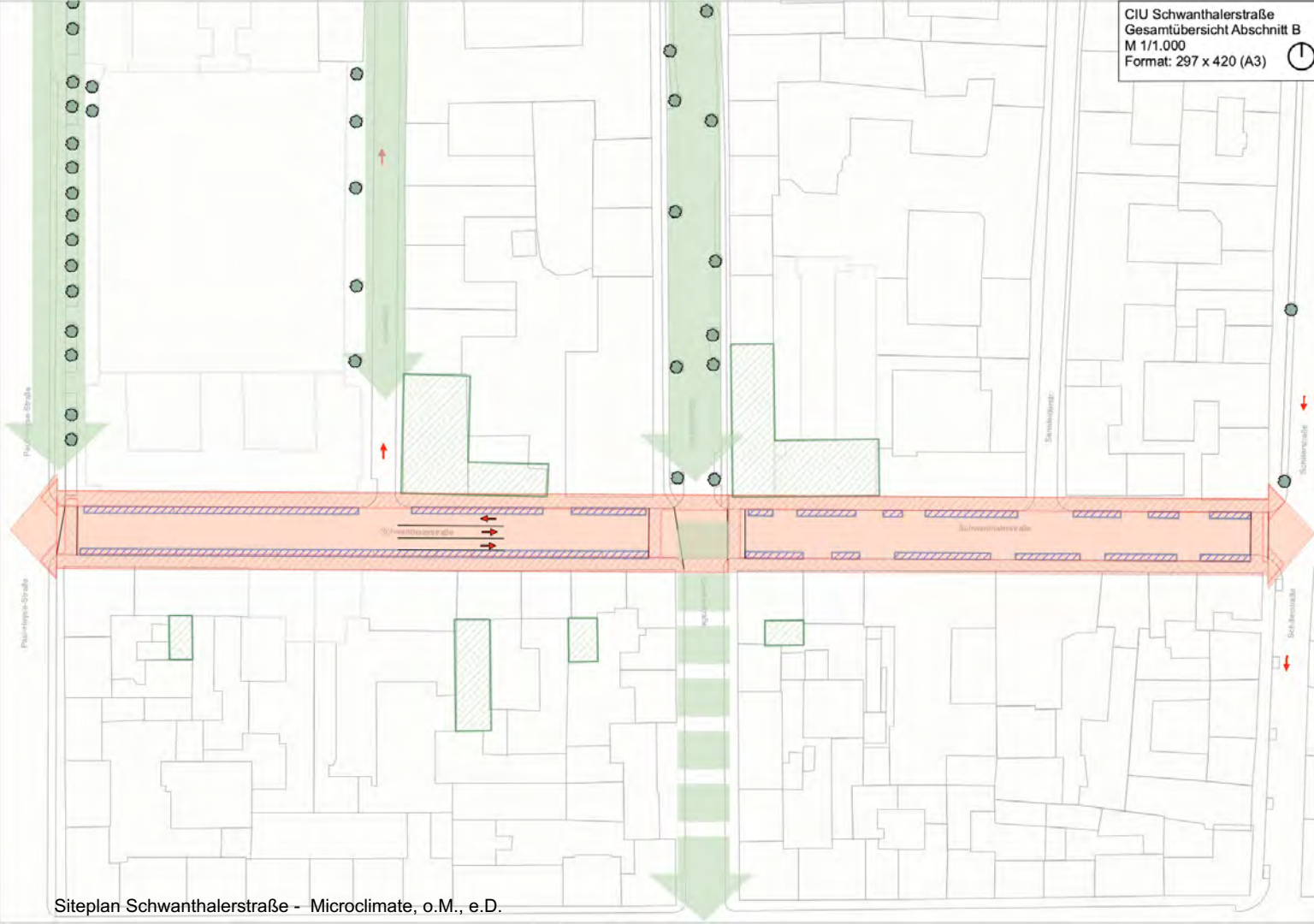
Legend Map C - Gentrification [OG]

Opportunity / Strength

- housing / office [?]
- education
- heritage building facade

Threat / Weakness

- hotel
- office
- construction site
- gentrification



Legend Map A - Microclimate

Opportunity / Strength

- greenery
- existing trees
- greenery along street
- green roofs

Threat / Weakness

- Sealed surface
- direction of traffic



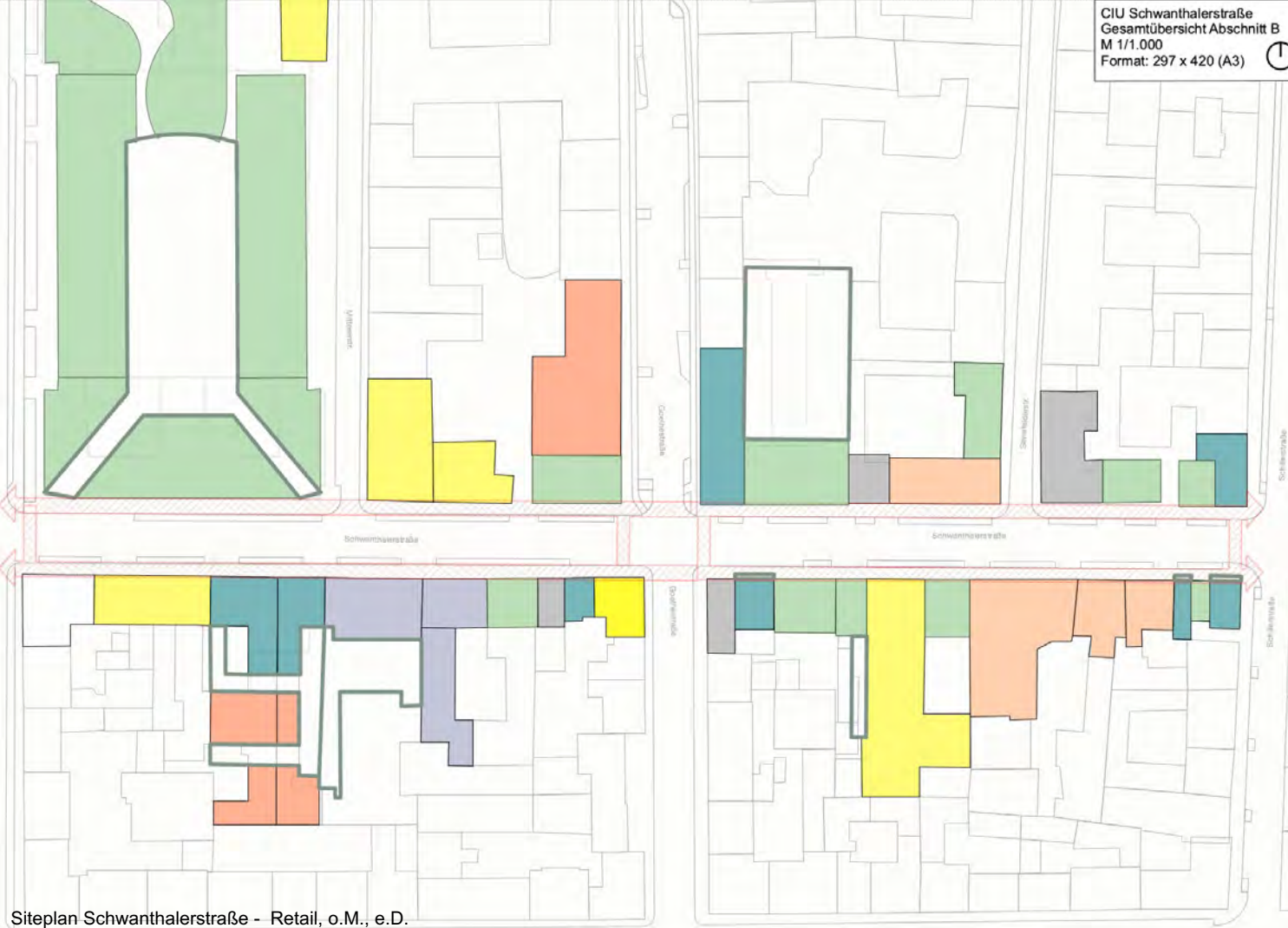
Legend Map B - Retail [EG]

Opportunity / Strenght

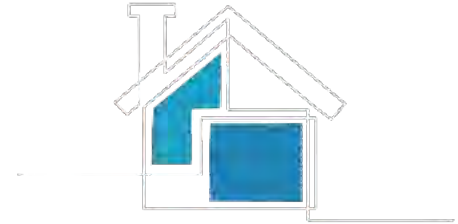
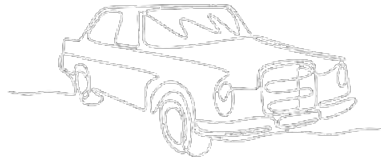
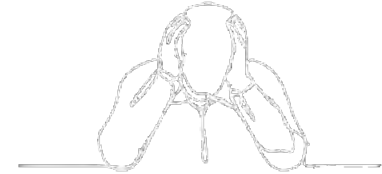
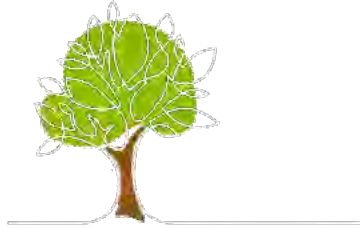
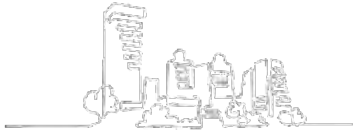
- retail
- gastronomy
- groceries/supply
- education
- accessible seating areas

Threat / Weakness

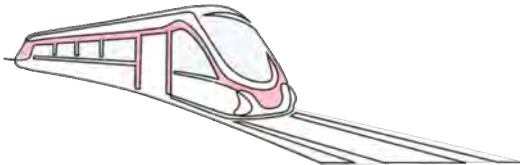
- hotel
- office
- casino (closed facade)
- vacant / in transformation
- little pedestrian space



SWOT - weaknesses



SWOT - Strengthes





Interviews
Fr Hahn

- Goethestrasse
- Connection to central station
- Retail store
- Mobility concept



- Users
- Aim for diverse local profile
- Certificates/energy use
- Relocate local restaurants



- Flexible space
- Publicly accessible event space
- Temporary co-working space
- External organization





User

Office use on upper floors
for specific user group

Subsidised ground floors

Gastronomy and retail for
everyone

Against gentrification

Preservation through
restoration of the facade

Local restaurant

Opening to street via
passageway with gate

Specialities

Concept for bicycles

Courtyard is meeting point

Rooftop terrace only
for tenants





Hr Sigel

Anonymity & Communications

Approaching of investors difficult, lack of consistent Contact persons

As buildings are sold, the contact to the owners is lost, with this the possibility to interact

New owners usually stay anonymous or become Companies from „somewhere“ unapproachable

Rapid Transformation

There has always been transformation, though never of this quality

Deheterogenization

Clients change, mobility changes, sales changes.
Laws stay the same:
Heavy challenges for retail

Needs

niches and spaces for special interest cultural and musical events

Safe and secure streets

Attention and consideration of existing qualities & people by new owners and developers





Office Spaces

Less need for them since
Covid

Good location is very
important

People need to sell real estate
→ more on the market

Schwanthalerstraße

Lot of potential, but not
completely established
location yet

Relatively few apartments

Mixed area: certain amount
of apartments is a must

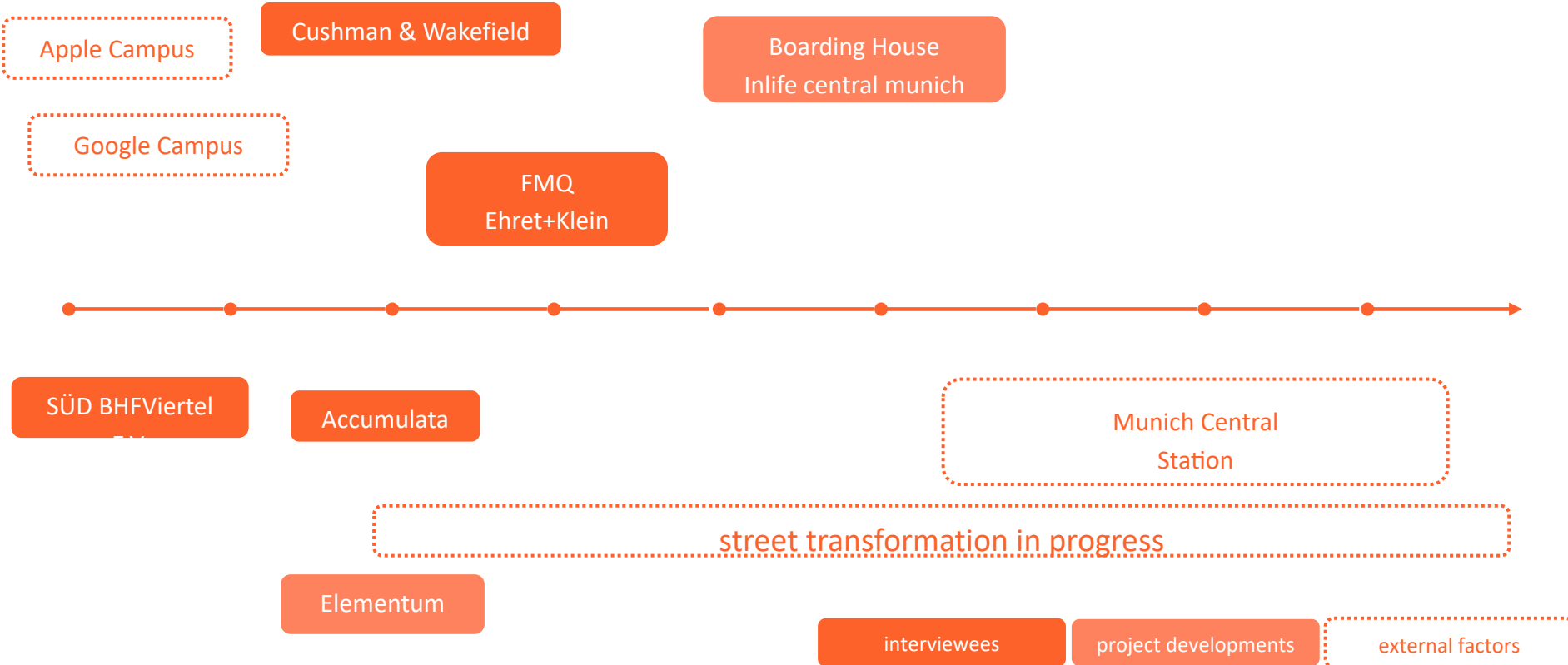
Possible improvements

Opening courtyards is
giving and taking

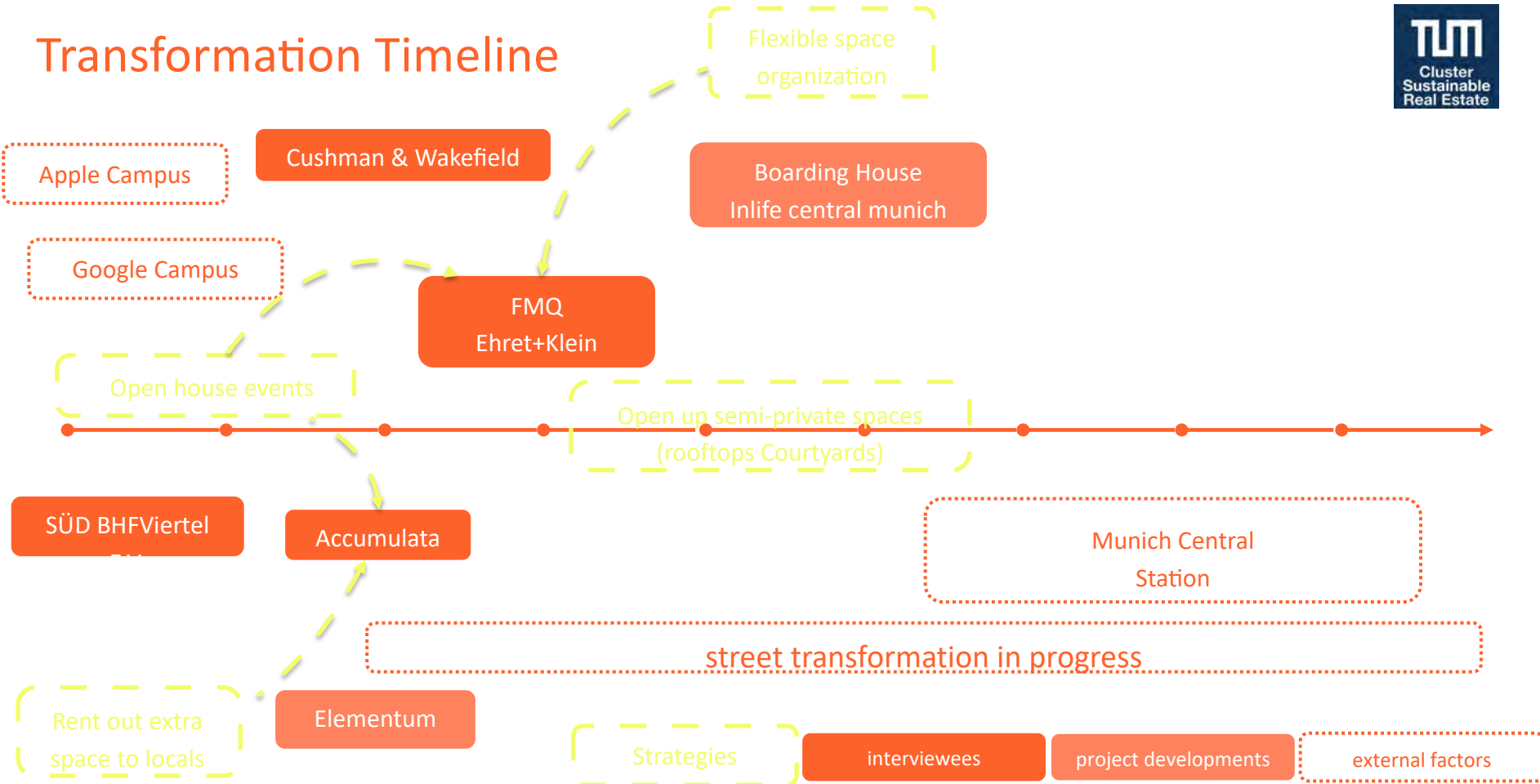
Partial leasing is possible but
hard (better hybrid usage)

Gentrification can also
lead to possibilities

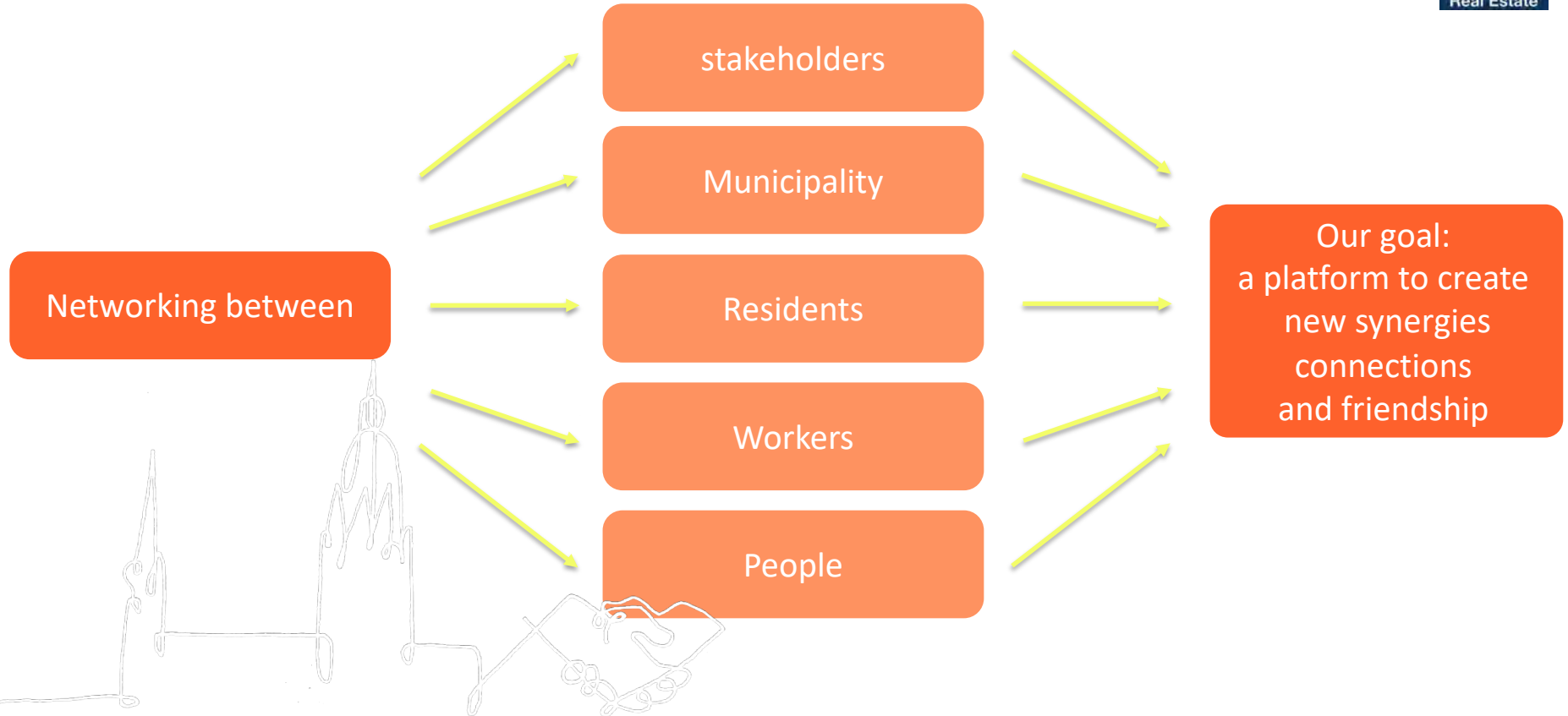
Transformation Timeline



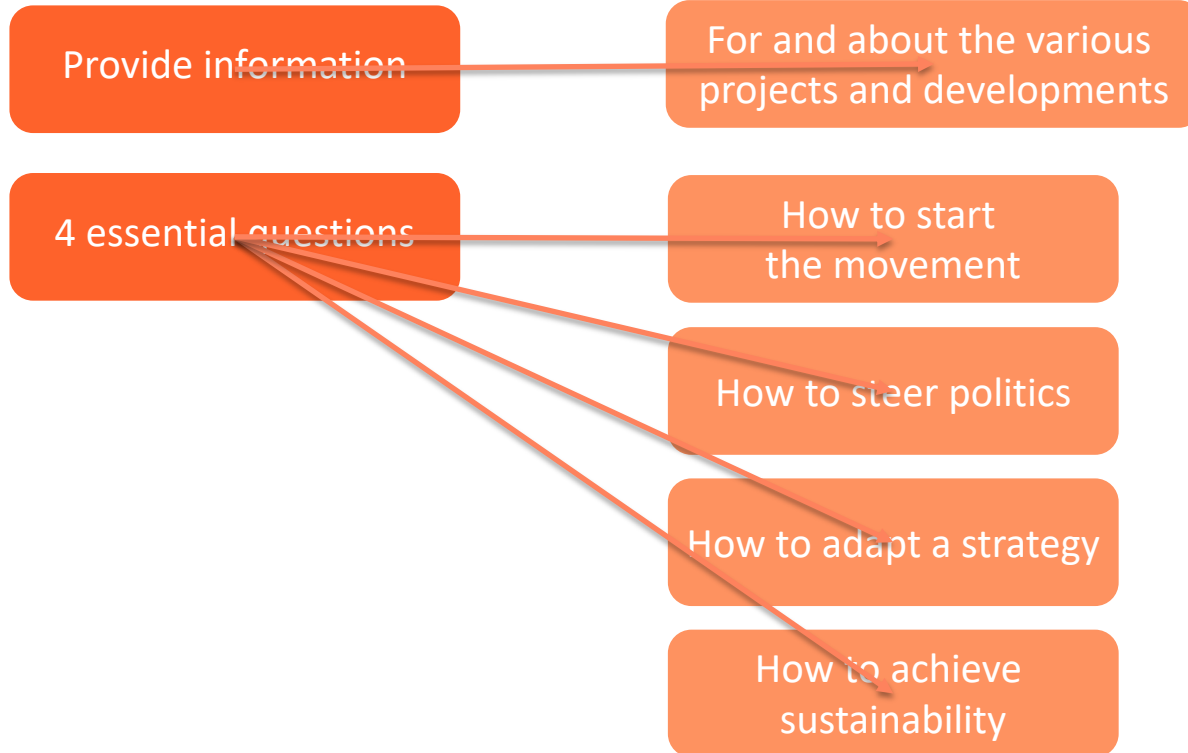
Transformation Timeline



What is the vision ?



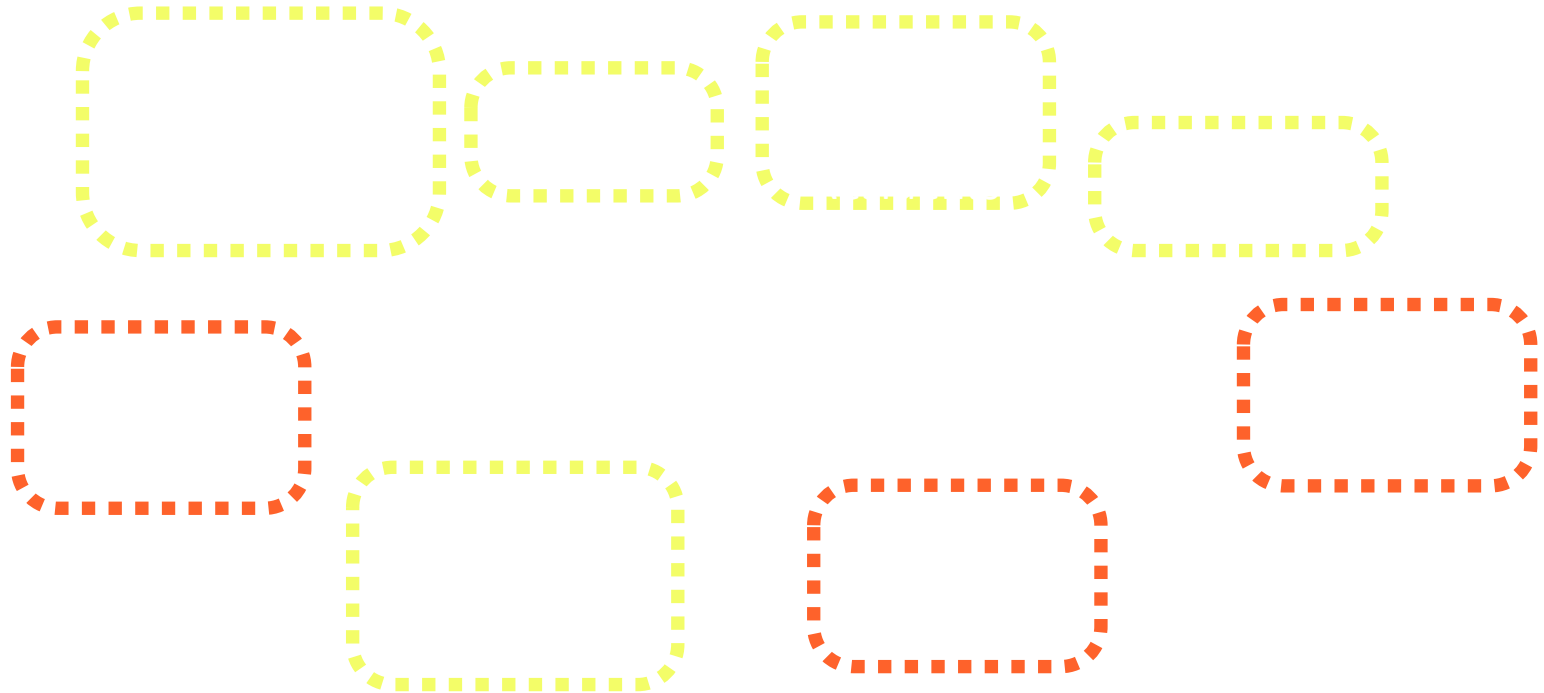
What is the mission ?



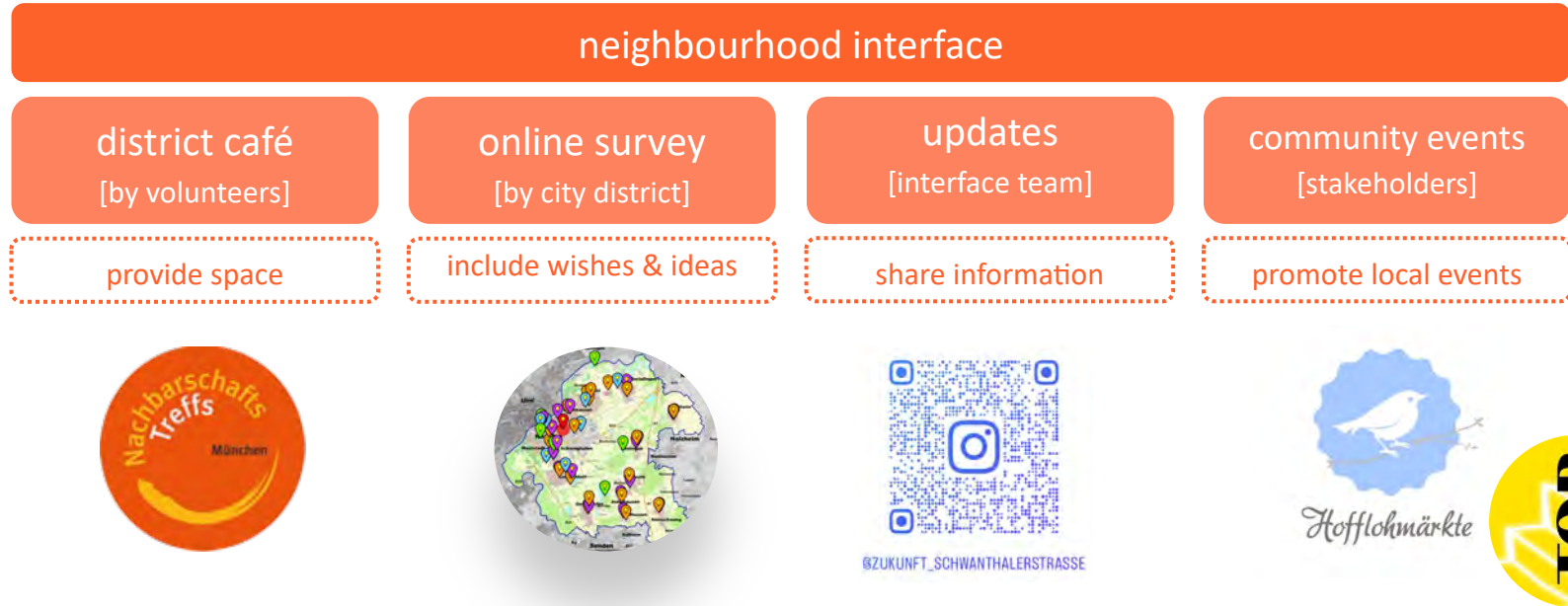
Who is the team? Starters And followers



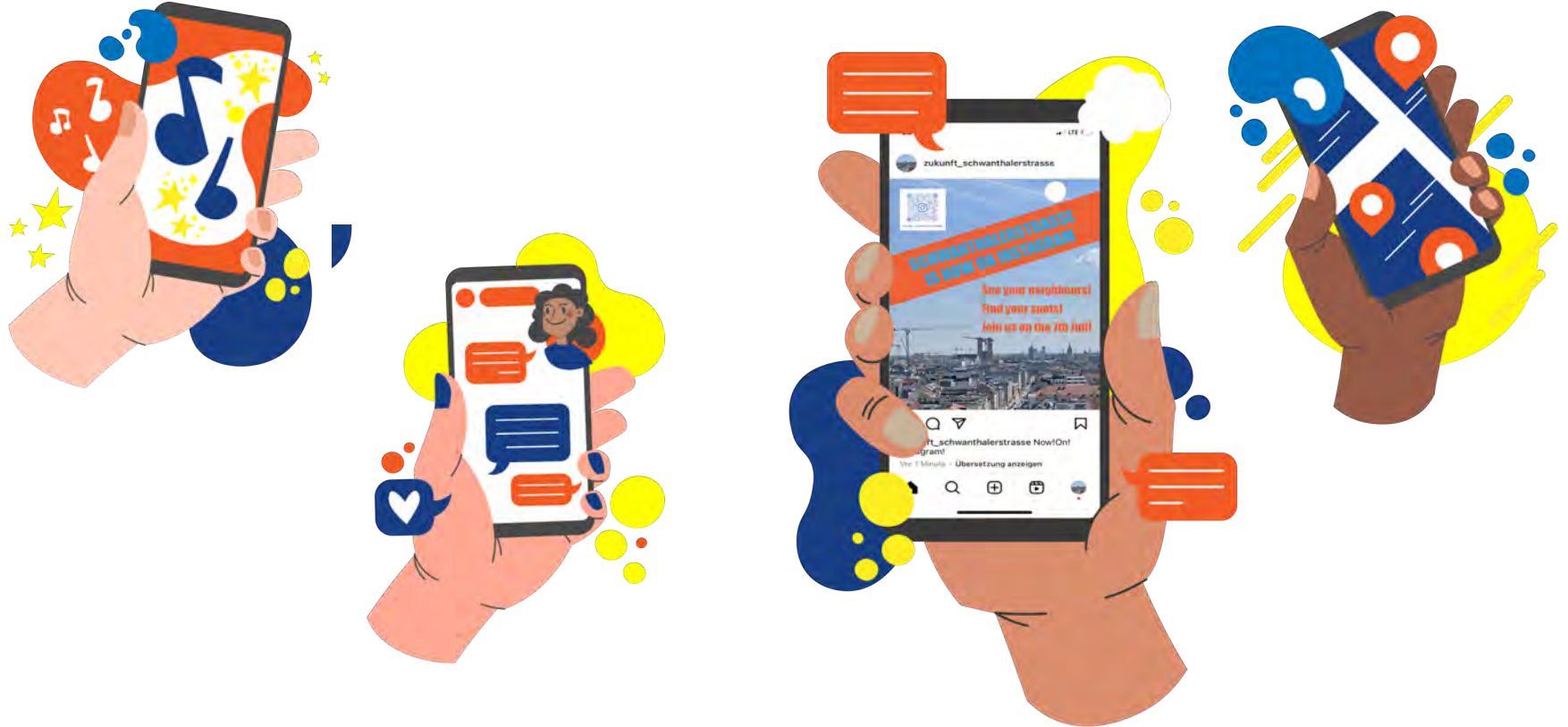
Organigram of communication



What is the strategy ?



Starting the mission in 3 2 1 ...



Critical Issues in Urban Development and Architecture

Promenade Schwanthalerstraße – Transformation einer Magistrale

SS 2023

Team C : Paul-Heyse-Straße to Bavariaring

Akashi Shah | Catherine Laurensia | Jayesh Sudhakar Adlinge

Mehfuz Rehman Shaikh | Shreya Ravindra Salunkhe | Muhammad Usama Zubair

Table of Content

1. Introduction.....	3
2. Analysis.....	4
2.1 Cross-cutting link.....	6
2.2 Swot analysis.....	8
2.3 Our stakeholder.....	9
2.4 Traffic Analysis	11
3. Results of Workshop	13
3.1 Ground floor status and modification.....	17
3.2 Socio-economic profile study.....	19
4. Our focus area.....	22
4.1 Interview.....	23
4.2 Discussion.....	25
5. Our Concern.....	26
6. Benchmark.....	27
7. Vision.....	30
7.1 Ladder to vision.....	31
7.2 Action.....	36
7.3 Our First Step.....	42
8. Next Steps.....	44
9. References.....	46

1. Introduction



- Major street in Munich
- Mix of commercial, residential, and recreational establishment
- Good connectivity
- traffic congestion : moderate
- Sidewalks and bicycle path on both sides of the street

2. Analysis

Gentrification

- Favorable spaces for housing and public gatherings
- Property values and rents tend to increase
- Social workers have opportunities for offices and support from property owners.
- Raises concerns about social equity and its impact on marginalized communities.

ESG

- Lack of biodiversity and ecosystem adaptation in the area.
- Mix of old and new buildings creates challenges for sustainability.
- Limited community engagement on the ground floor.
- Buildings do not support renewable sources and are not environmentally friendly.
- Closed backyard restricts access to green spaces.



Retail

- Stimulates economic growth and development
- Social interaction and community engagement
- Footfall and customer analysis
- Ample commercial space facilitates retail expansion



Micro Climate

- Uncovered construction sites
- Lack of shading
- Good air circulation
- Sealed surfaces
- Absorption of heat by surfaces
- Air and noise pollution



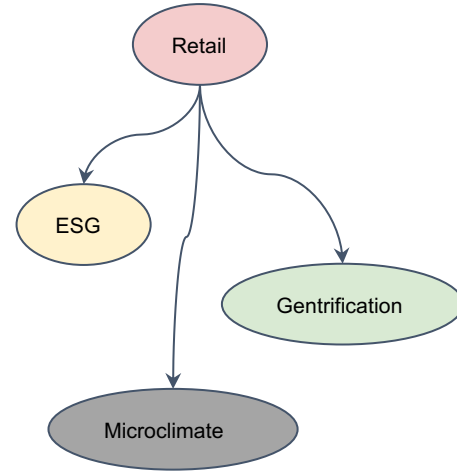
Sub-sections of the street
(Source : Google maps)

- 1 The facades in this region are modern, there is an ongoing construction site in this area. There are many offices and cafes, which are an excellent economical impact on the street. Also, this area has a government office.
- 2 This area consists of more offices, hotels, and cafes. Also, there is a school. The facades are uniform and are of European architecture. Easy reach to Hauptbahnhof. Ground extension for open space is limited. We need more diversity/facade experiments. No green Infrastructure.
- 3 This region consists of a church. The facades are of European style. Consists of offices well connected to Bavaria ring and tram 19 & 21

2.1 Cross-cutting Link

1. Microclimate and retail:

- Retail establishments can impact the microclimate through factors like large commercial buildings that create heat islands, affecting local temperature and wind patterns.
- Different types of retail infrastructure, such as open-air markets or green roofs on shopping centers, can influence local temperatures, ventilation, and air quality.
- Sustainable urban design strategies in retail developments, including incorporating green spaces, efficient energy systems, and proper ventilation, can mitigate adverse microclimate effects.



2. Gentrification and retail:

- Gentrification involves the establishment of new retail businesses that cater to changing demographics and preferences.
- Upscale shops, trendy boutiques, and high-end restaurants are commonly seen in gentrifying neighborhoods.
- While gentrification can bring economic benefits, it can also lead to the displacement of existing businesses, loss of local character, and increased socioeconomic inequalities.

3. ESG and retail:

- ESG considerations influence the practices and operations of retail businesses.
- Retailers are adopting sustainable and socially responsible practices, such as reducing energy consumption, using eco-friendly materials, and implementing fair labor practices.
- Consumers prioritize ESG factors, leading retailers to incorporate sustainability and ethics into their strategies.
- Retail businesses contribute to sustainable urban development by promoting responsible consumption, supporting local suppliers, and engaging in community initiatives.

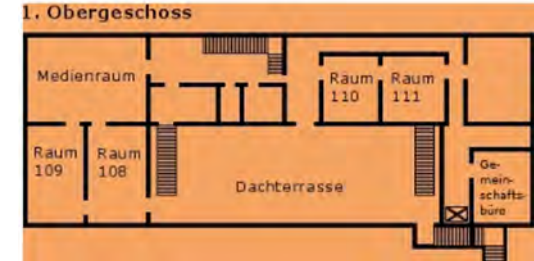
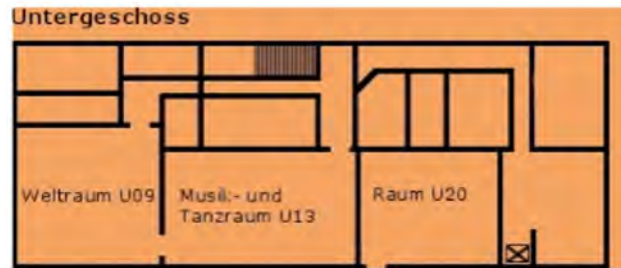
2.2 SWOT



2.3 Our Stakeholders

Schwanthalerstraße 80

In the EineWeltHaus, peaceful and solidary coexistence between people of all cultures is promoted and lived. The supporting group EineWeltHaus München eV manages the property, is in close contact with the culture and building department, ensures the financing of the house and makes rooms available to the users for a fee. If required, the sponsoring group offers house tours for school classes, visitor delegations, organisations, clubs etc.



Schwanthalerstraße 69

The property, originally from 1976, was fully renovated by September 2015 to a modern LEED silver standard. It accommodated today medical premises and offices on 6 upper floors, a shop and a high-end kindergarten with adjoining playground on the ground floor. The property benefits from own underground parking.

Size (m2): 8200

Primary use: Office/Kindergarten

ehret+klein

Best Practice Bauen im Bestand

Schwanthalerstraße 69, München



- **STANDORT**
Schwanthalerstraße 69,
München
- **KENNZAHLEN**
8.000 qm BGF o.J.
2.500 qm Grundstück
2015 Fertigstellung
- **NUTZUNGSKONZEPTION**
Mixed-Use
(Büro u. Soziale Einrichtungen)
- **PROJEKTVISION**
- Revitalisierung eines 1976
erbauten Gebäudes
- Nutzung der bestehenden
Konstruktionsstruktur
- Inklusion unterschiedlicher
sozialer Einrichtungen (z.B.
Gesundheitsamt, KITA etc.)

2.4 Traffic Analysis



fig 2.3.1. traffic condition during weekdays (google maps)

Google Maps indicates moderate to heavy traffic on weekday mornings, especially during rush hours.

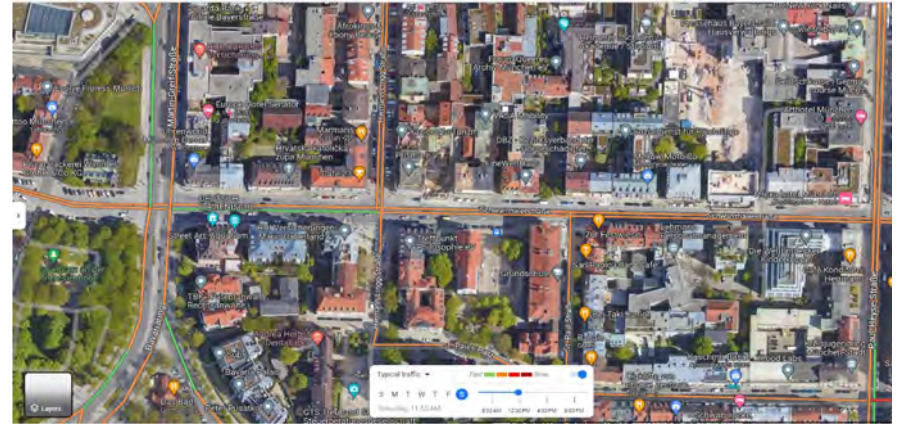


fig 2.3.2 traffic condition during weekends (google maps)

On weekends, particularly during the afternoon, Google Maps indicates moderate traffic.

This street is a popular shopping and leisure destination in Munich. Many people visit the area, leading to increased traffic and potential congestion.



fig 2.3.3 current condition of the cycle lane (own source)



fig 2.3.4 potential future cycle lane

Currently, the street has two cycle paths and two pedestrian walkways on each side of the road. However, the placement of the cycle path between the parking lane and the main road raises safety concerns for cyclists. Physical separation between the cycle path and the main road is needed to increase the safety of cyclists.

3. Results of workshop

Microclimate:

Starting Point :

- Mean radiant temperature
- Air temperature
- Humidity
- Wind speed
- Clothing Factor

Problems :

- No Shading
- Sealed
- Monolithic
- No Shading
- Traffic
- No water

Solutions :

- Material
- Shading
- Green roofs
- Urban gardening
- water features

Retail:

- 24/7 opening hours
- Less parking spaces due to ongoing construction activities

- Less retail mix and diversity
- Absence of grocery stores and Medical store

- Enhance digital presence
- Need for interactive space such as Parklets

Alternatives to Gentrification:

Requirements :

- Affordable Housing
- Preservation of old buildings
- Eco. development without displacement
- Redesigning of facades
- Green Infrastructure

Elimination :

- Limiting hotels & street Eateries
- Grey spaces

Modification :

- Local markets
- Social and community services
- Transport oriented development
- Monitoring & performances indicator

ESG Criteria:

Environmental :

- Heat island effect
- Waste disposal solution
- Sustainable buildings practices
- Installing solar panel
- rainwater storage

Social :

- No communal spaces
- Safety
- No recreation areas
- Non profit events
- Beneficial leasing
- Keeping current “flare”

Governance :

- Longer opening hours
- Rent increase cap
- Stakeholder engagement
- Regulatory compliance
- Transparent decision making

3.1 Ground Floor Status

Status:

- Traffic Congestion
- Exposure to Construction/Traffic noise
- No roof for shade from heat-waves
- No green barriers to minimize heating effects
- Narrow bicycle lane
- Congested walkable spaces due to ongoing construction



Source : own

3.1 Ground Floor Modification



Source : own

Modifications:

- Neon light barriers near a construction sight
- Urban green spaces and water elements
- No parking near the construction site
- Height of the barrier should be increased
- To experience first-hand potential safety
- Street experiments

3.2 Socio-Economic profile study

Mixed-use of spaces



3.2 Socio-Economic profile study



Source: Google earth, CAD Mapper and Adobe

This is the current condition of our section of the street. There are a lot of mixed-use buildings, especially retail and residential.

1. **Mixed-Use Buildings:** The presence of mixed-use buildings, with ground-floor retail or offices and upper-floor residential spaces, presents a vibrant and active street. It encourages pedestrian activity, creating a lively atmosphere on the street
2. **Employment Opportunities:** The street offers diverse employment opportunities with a mix of retail and office spaces.
3. **Economic Diversity:** Due to the combination of residential, retail, and office spaces creates economic diversity, contributing to the street's stability. Economic activities from small businesses to larger offices can foster a balanced local economy
4. **Community Engagement:** The presence of churches and schools can foster community engagement and social ties. These institutions can play a role in organizing community events and supporting local initiatives.

Conclusion: The socio-economic profile of the street is varied due to the mix of residential and commercial spaces.

4. Our Focus Area

As per latest discussion and suggestion by our panelist, our targets are as follows:-

- Climate change is accurate, and we must address factors influencing the adverse climatic effect.
- street plays a vital role in social cohesion, performance of activities, and connection with other parts.
- To make streets eco-friendly and have a less negative impact on the environment.
- Managing ecological, landscape, social, and cultural values of the region
- To reduce communication barriers and have an inclusive approach

4.1 Interview Questions

1. Private Parking Spaces:

- a. Do you have private parking spaces for your school?
- b. How frequently do you experience difficulties finding parking space in the current area?

2. Surroundings of Your School:

- a. What changes do you believe are needed in the surroundings of your school?
- b. Are there any specific issues or concerns about traffic flow around your school that you want to address?

3. Views on the Road Transformation:

- a. What are your overall views on the transformation of Schwanthalerstraße?
- b. What do you perceive as the positive and negative aspects of the road transformation?

4. Impact on the Community:

- a. How do you think the transformation of Schwanthalerstraße will impact the overall community in terms of accessibility and connectivity?
- b. How do you envision the transformed street contributing to the safety and well-being of students ?

5. Additional Amenities/Facilities:

- a. Are there any particular amenities or facilities you believe should be incorporated into the transformed street to benefit the school and its visitors?

6. Aesthetic Appeal:

- a. What are your thoughts on the potential impact of the road transformation on the aesthetic appeal of the area surrounding your school?

4.2 Discussion

What is Role of Stakeholder?

- Revitalization of street with **inclusive approach**.
- promote innovative and people-centric **welcoming street design**.
- Formulate **policies** by effective community engagement
- To minimize the **ecological footprint** of road
- Provide expertise in **safety & designing** infrastructure elements.
- Reflect the **needs and priorities** of the local population.

What people want ?

- Walkable and sustainable streets that prioritize their **health and well-being**
- Participate in neighbourhood meetings, and advocacy efforts to ensure that the streets reflect the **interests and priorities** of the local.
- **Quality of air** - emission controls & regulations, promotion of cleaner energy sources and Implementing green infrastructure.

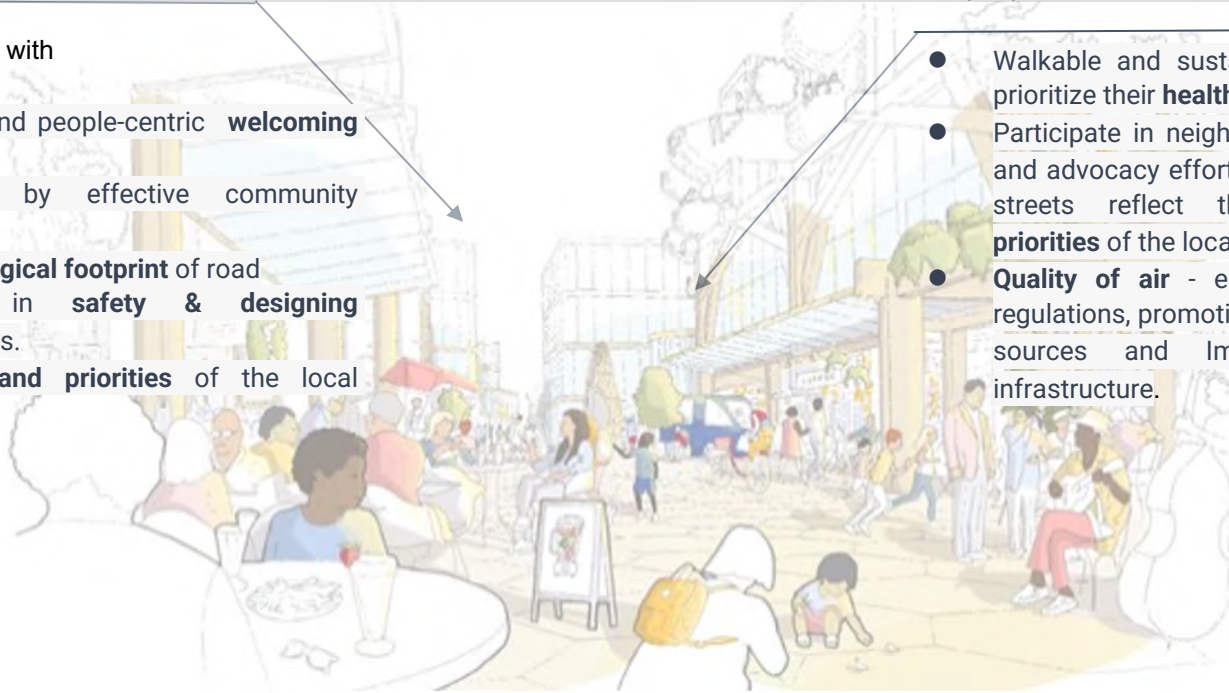


Figure 4.2: Future city streets

5. Our Concerns

- Limited green spaces and lack of street trees
- Bicycle and pedestrian-friendly
- Noise and air pollution
- Dealing with gentrification and climate crisis
- Developing a sense of community



6. Benchmark

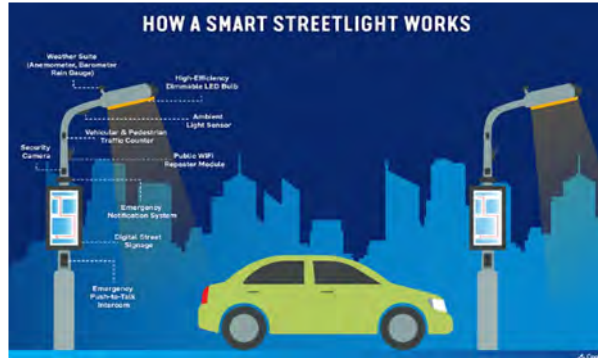


Fig 6.1 Smart street lighting. Source- google

Green Infra improves aesthetic of stress and generates climate responsive environment with its ability to enhance air quality by absorbing CO₂ and reducing **urban heat island effect**. It helps to strengthen the **microclimate** and support healthy **ecosystem**.

Adapting technology driven solutions for **intelligent parking system** aid to make streets eco-friendly. Incorporating innovative ideas we can implement creative solutions. **Renewable energy integration** reduces carbon footprint.



Fig 6.2 Source- google

Asian streets promotes **social inclusivity** which makes it vibrant and responsive. streets supports local business, products and intacs social as well as **cultural values**. street brings people together and plays a vital role for developing **sense of community** and celebrating **diversity**

“We believe that streets are made for people but people build the essence of the street”.



Fig 6.3: Asian Street. Source-Google

- Smart street lighting in Jaipur : Jaipur, the capital city of Rajasthan, implemented a smart street lighting system to improve energy efficiency and enhance public safety.
- Jakarta City- MRT and Sidewalks



Fig: Smart street lighting, Jaipur .Source-Google



Fig: MRT and Sidewalks, Jakarta city. Source-Google

7. Vision

“Creating a vibrant urban street where sustainability harmoniously coexists with people-centric progress, developing a strong sense of community and togetherness”



7.1 Ladder to our vision

1 Committee Formation

Forming club/committee to discuss social concerns and promote sustainable practices.

2 Collaboration

Partnership of stakeholders with clubs for sharing visions and utilizing potentials of street.

3 People Centric Development

To implement right measures restoring bicycle and pedestrian friendly streets. Also, aim to support local business and residents

4 Sustainable Transformation

Addressing environmental challenges to meet the complete ESG goals while promoting sustainable materials.



Figure 7.1: Vision sketch



Figure 7.1.1: Public Urban Interventions in London

Street experiments to make it pedestrian and bicycle friendly



Figure 7.1.2: Parklet

Parklets promotes social cohesion and local economy



Figure 7.1.3: air quality awareness

Digital sign boards such as air quality board generate awareness and brings right measures into action



Figure 7.1.4: debris netting

Special measure for construction and redevelopment sites



Figure 7.1.5: Vertical garden

Subsidies/ encouraging for having green facades, roof and balcony



Figure 7.1.6: green infrastructure

Green infra reduce thermal stress and creates livable space



Figure 7.1.7: Market Square Rheydt

Blue infra to deal with thermal stress and increase social interaction

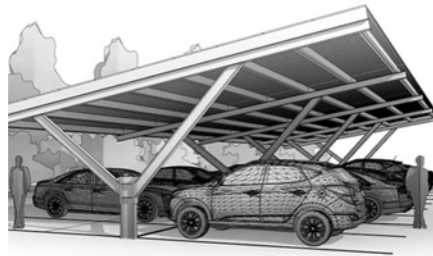


Figure 7.1.8: angle parking & solar roof

Angle parking with solar roof system



Figure 7.1.9: CO2 absorbing bench london

Pollution absorbing and solar power generated benches

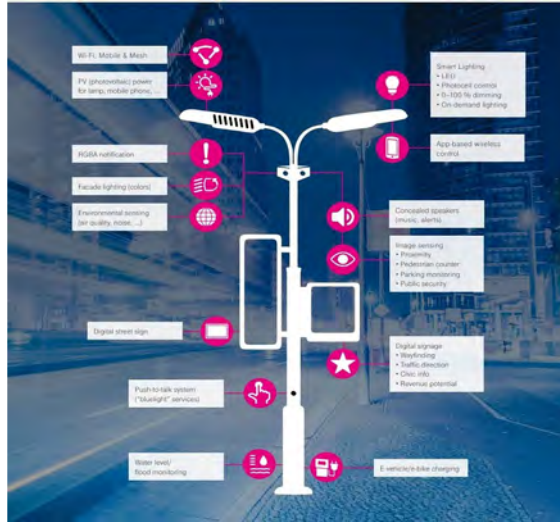


Figure 7.1.10 Smart street light poles

Including technology for
to navigate safely

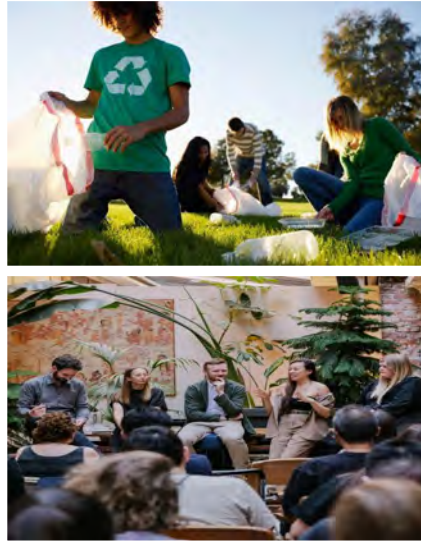


Figure 7.1.11: Community gathering

Community programmes and
engagement



Figure 7.1.12: Natural material for
shading and locking temperature

Promoting Vernacular architecture and
local products

7.2 Actions

The intention of our actions are as follows:-

- To reduce **air and noise pollution** due to construction sites and **improve safety**.
- To make **the facade** more attractive while promoting green infrastructure to **absorb CO2**.
- Implementing **trees** and green barriers to make the street **pedestrian friendly**.
- **Street experiment** to increase social interaction and make it **bicycle friendly**.
- For **social awareness** and **mobility management**, we need digital signboards for **social and sustainable goals**.

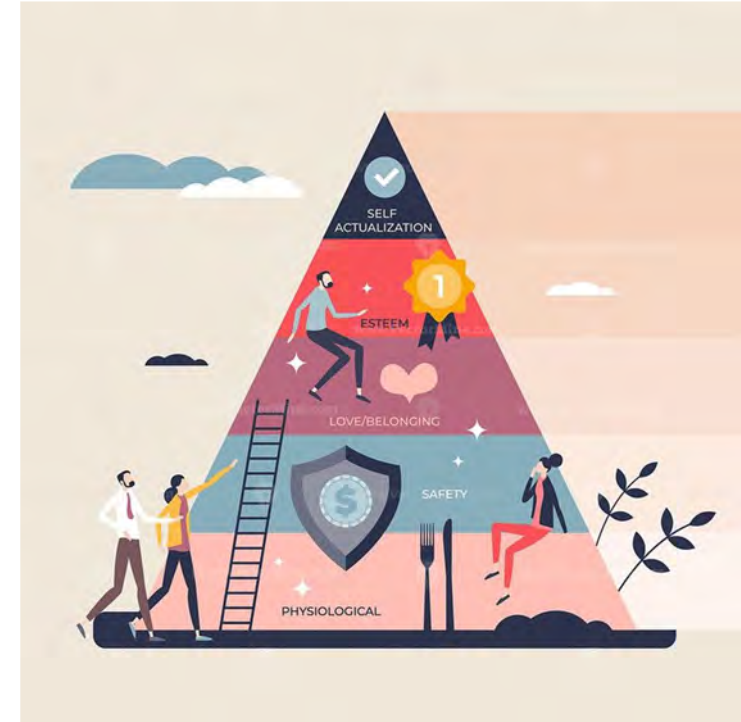


Figure 7.2.1: Hierarchy of needs diagram with Maslow's theory

The intention of our actions are as follows:-

- **Blue infrastructure** helps to reduce temperature and become a **public space** to interact.
- **Parking management** needs effective solutions and can be utilized to generate **clean energy**.
- **Shade spots** and eco-friendly benches to make the street more **environment friendly**.
- **Smart street technology** to make it a safe place for **disabled people** and outsiders to improve navigation.
- **Community engagement** towards social causes and ideas for good **well-being and quality of life**.
- **Promoting natural products** and local businesses to boost the local and **green economy**.



Figure 7.2.2: Climate Adaptation and Resilience



Figure 7.2.3: Green Energy Technology
Isometric Flowchart

Affordable Housing

- Allocate funds for affordable housing
- Collaborative effort between different stakeholders including government authorities and beneficiaries.
- Housing assistance agreement.
- Affordable housing for families.
- Lower interest rate.
- Sozialgerechte Bodennutzung München



Figure 7.2.4

Affordable Commercial Spaces

- Community land trusts
- Commercial Rent control

With the new SoBoN

- More subsidized and price-controlled living and commercial space is created,
- Rental housing construction to be strengthened,
- The bonds of social housing are increased,
- The cost-sharing of the social infrastructure, for example, for day-care centers and elementary schools, is increased,
- Boost Local Business



Focus areas for implementation



Figure: (google earth)



Figure: (google earth)



Figure: (google earth)

Bavariaring intersection

Parklet

Green infra in pedestrian

Focus areas for implementation



Figure: (google earth)

Construction
site



Figure: (google earth)

Roof



Figure: (google earth)

Facades

7.3 Our first steps

To Start the movement and implement our actions or target goals, we believe in the following procedure:-

- Committee or clubs to address diverse concerns and needs.
1. Youth committee- to make the street attractive and increase engagement by various activities.
 2. Job committee – a board focusing on the employment of people and the crisis of shops, cafes, and companies.
 3. Green committee – Focusing on initiating green activities and sustainable practices for the street.
 4. Mobility committee – To deal with parking crisis, traffic management, and mobility plans.



Figure 7.3.1: Committee formation

To Start the movement and implement our actions or target goals, we believe in the following procedure:-

- Multi - Stakeholder and citizen partnership
 1. Community Benefits Agreement to create spatial planning with the concern of local citizens
 2. Research and the advisory board for allowing universities, influencers, and researchers to be part of the decision-making process.
 3. Giving citizens the right to use digital platforms for transparency of work.
 4. Social Platforms to give their voice, have the right to vote on upcoming plans, and deliver feedback.



Figure 7.3.2: Community Engagement



Figure 7.3.3: People vote and practise rights

8. Next Steps

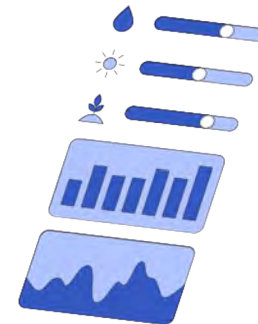


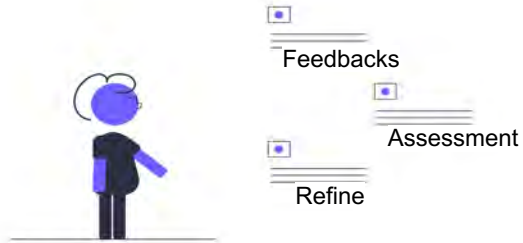
Enhance accessibility and inclusivity:

- Creating safe and secure environment for pedestrians as well as cyclists.
- Ensure inclusivity while strengthening community engagement.

Monitor and adapt:

- Regularly evaluate performance and collect data.
- Use insights for data-driven decisions and adjustments.





Assess and Refine:

- Assess transformation impact, successes, challenges, and areas for improvement.
- Obtain feedback from stakeholders and the community to gain insights.
- Fine-tune design based on evaluation and feedback.

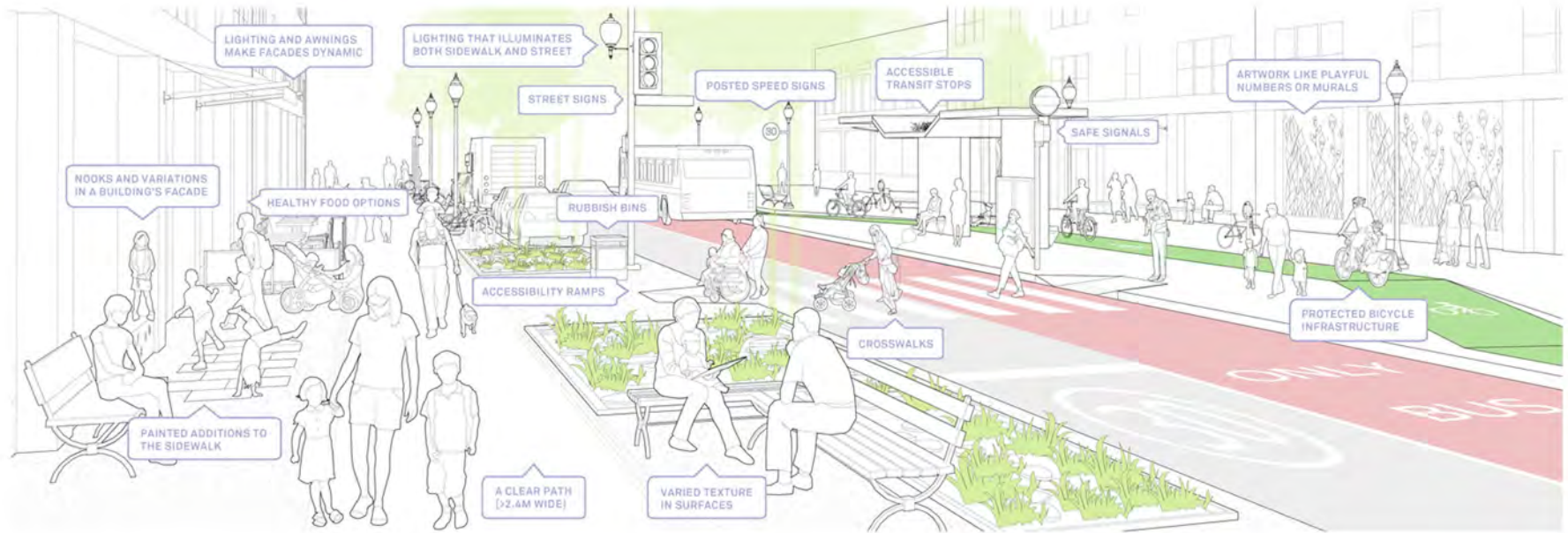
Continuous Improvement of Built environment:

- Eco-beneficiary and energy efficient building materials for new buildings and renovations.
- Emphasize adaptability in the transformation process to accommodate future technological innovations. For e.g. Digital Twinning.



9. References





THANK YOU!

Critical Issues in Urban Development and Architecture

Promenade Schwanthalerstrasse – Transformation einer Magistrale

SS 2023

Group D

Members: Sydney Fitch, Salomo Dengler, Hamza Bin Daud, Muhammad Usama

Promenade Schwanthalerstraße Group D: (Bavariaring - Schießstättstr)

Technische Universität München

TUM school of Engineering and Design

Chair of Construction of real estate management

Professor: Prof. Dr. Matthias Ottmann

Munich, 16.06.2023









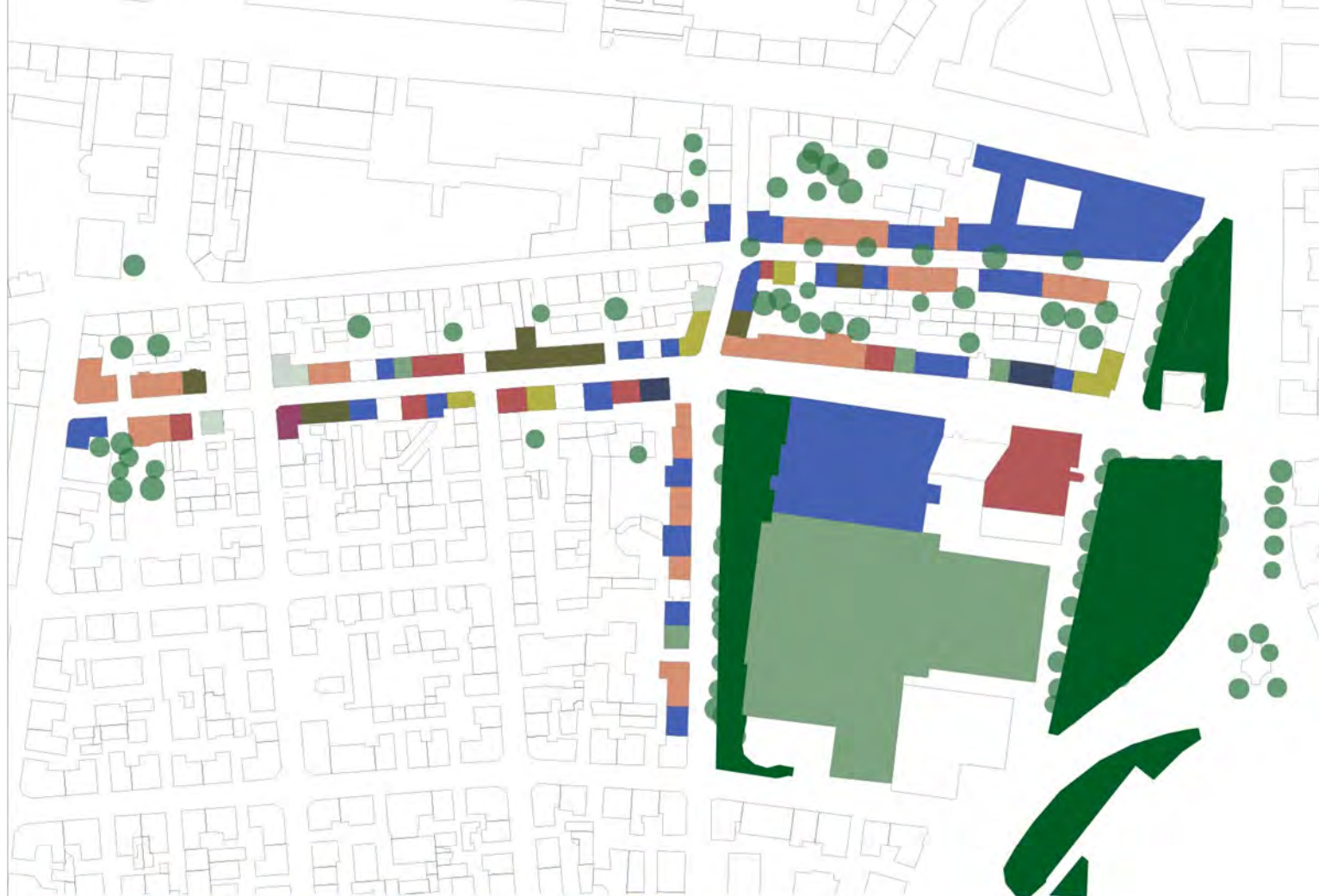


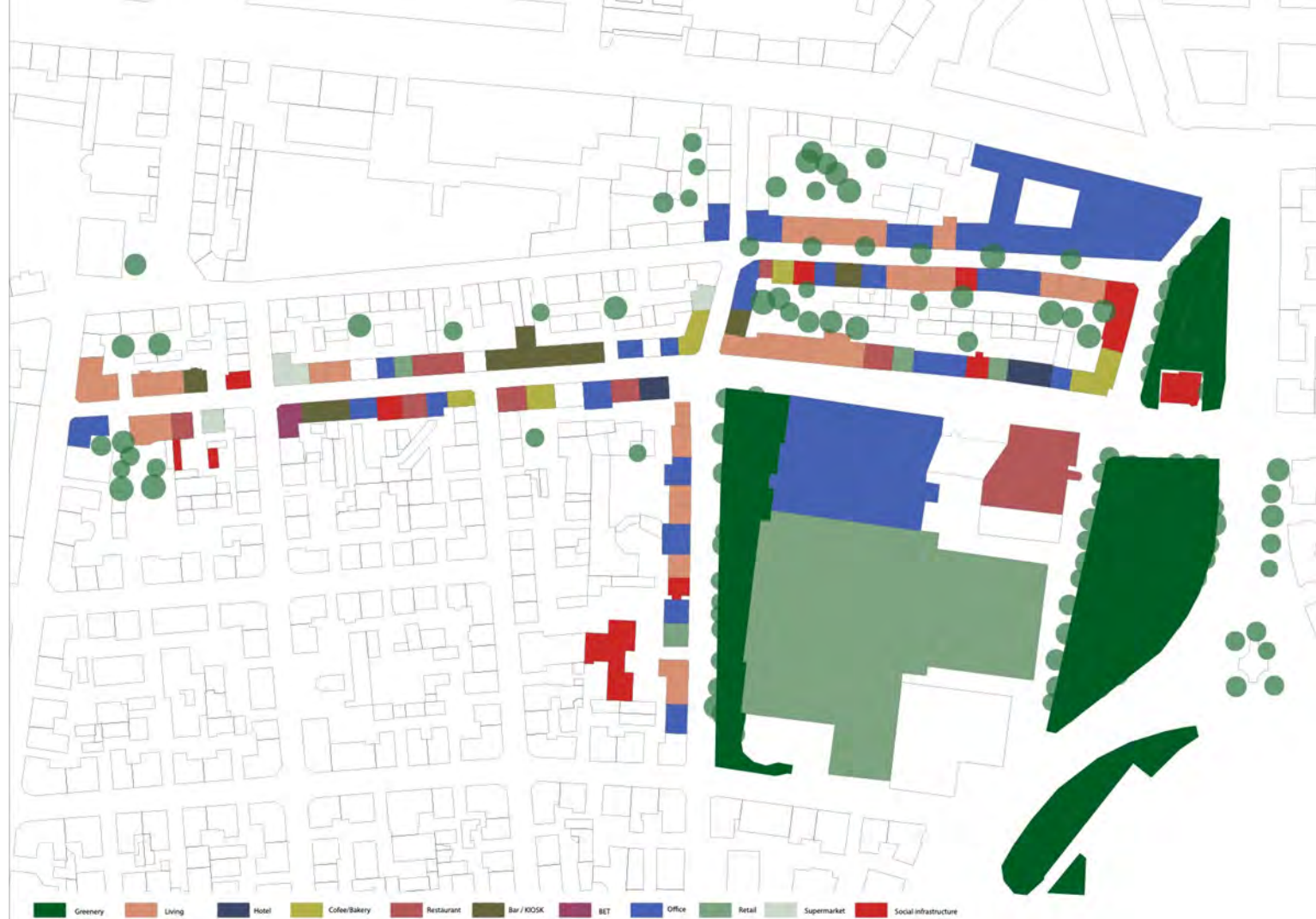


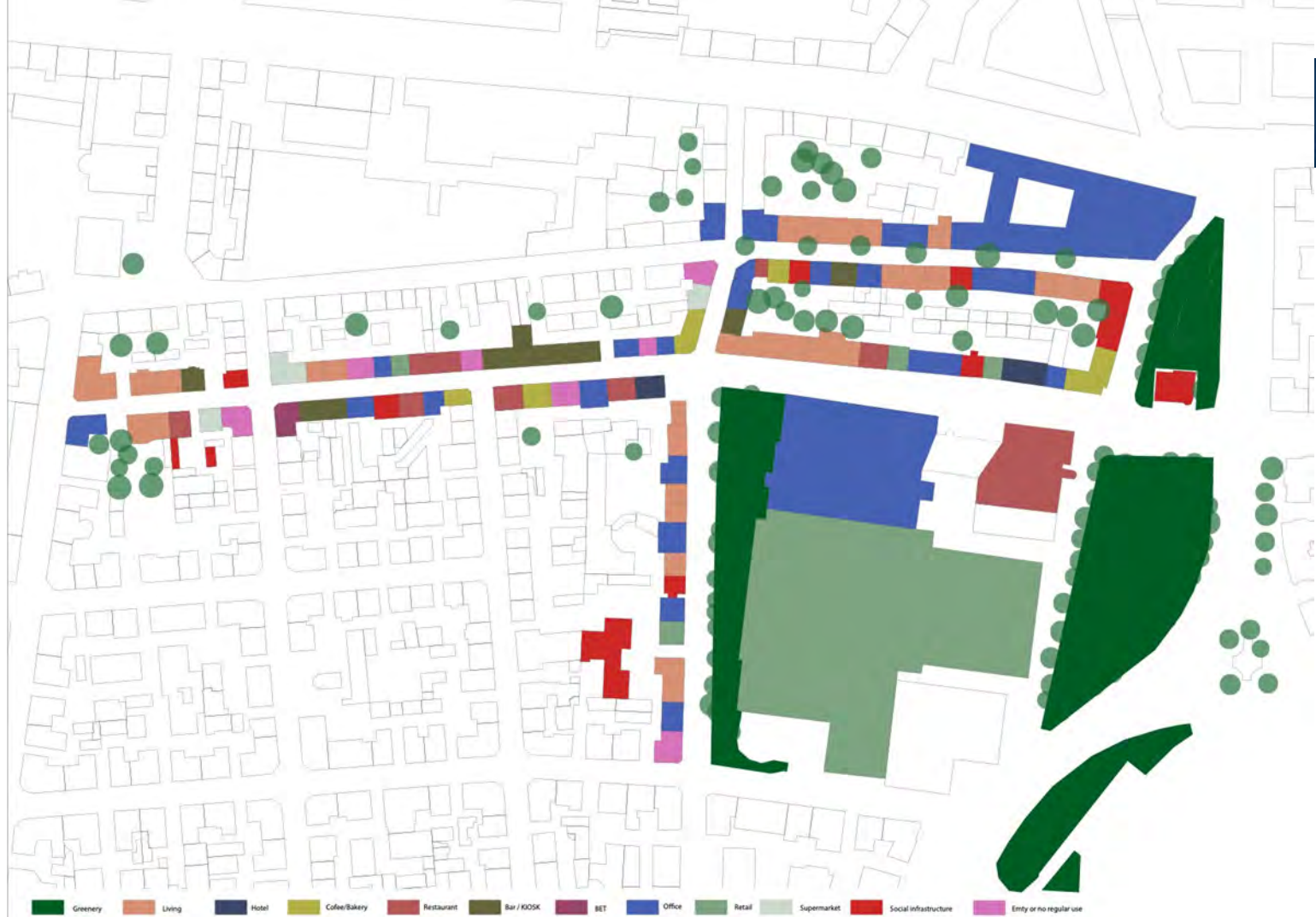


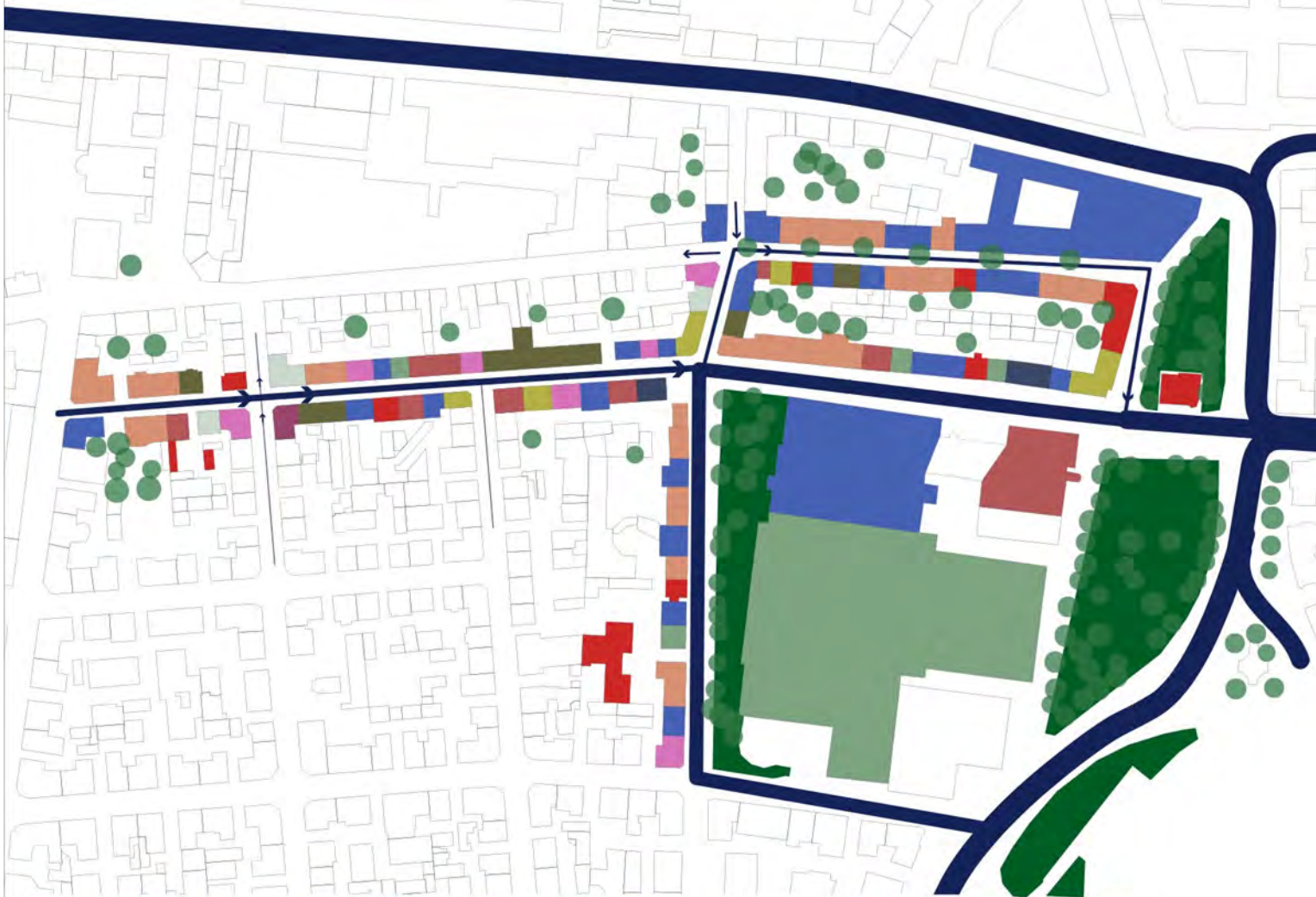












- Greenery
- Living
- Hotel
- Coffee/Bakery
- Restaurant
- Bar / Kiosk
- BET
- Office
- Retail
- Supermarket
- Social infrastructure
- Empty or no regular use
- Traffic

SWOT Analysis

1. **Micro-climate**
2. **Retail**
3. **Gentrification**
4. **ESG**

Strengths

- Lesser traffic in the area
- Good connectivity to main Roads like Landsbergstraße via Martin-Greif-straße and to Bavariaring
- Spielplatz

Opportunities

- Provision of green and blue infrastructure
- Renovation of old buildings
- Reducing on street car parking

Weaknesses

- Lack of street trees
- Absence of vertical gardening
- No permeable walkways

Threats

- The urban heat island effect is noticeable when walking down the street, even in just 20 degrees.
- Due to old buildings there is less concept of sustainability in terms of building materials, building orientations etc

Retail

Strengths

- Grocery Store, EDEKA Express, ATM, Apotheke nearby.
- There are also Hotels, Restaurants, Cafes etc.

Opportunities

- There are open spaces for street shops as well.
- Can be suitable for big Parking hub especially with electrical charging stations.

Weaknesses

- No street lights.
- Operating single lane space for two-way Road.

Threats

- Maintenance is required for this part
 - Parking lanes, Electric charging Stations



Strengths

- Cultural diversification currently defines and attracts others to the street

Opportunities

- Share of subsidized housing for low income people
- Supporting local businesses
- Transformation of spielplatz into family Park

Weaknesses

- Commercialization has reduced residential space, increasing rental costs and pushing out locals.

Threats

- Rental prices of 40€/m2 will displace low-income inhabitants

Environmental

- Green infrastructure
 - Street trees
 - Vertical gardens
- Promotion of pedestrian mobility

Social

- Promoting social cohesion
- Architecture psychology
 - Street experiments

Governance

- Optionalize longer opening hours
- Minimizing on street parking & introduce bike lanes



Overall SWOT Analysis

Strengths

Strongly
Commercialized
Area

Large space
for road and
underground
Parking

Unconnected
to the main
Road

Low
traffic
area

Weaknesses

Scwanthalers
traÙe's active
area has
decreased.

Less transport
lanes because
of on-street
parking

Narrow streets
starts just after
the
Scwanthalerstr-
aÙe 138.

No Streets
lane and
Traffic light
installed.

Close proximity to
Hackerbrücke,
technology giants,
& West End

Connection
to the West
End

Wide Street
for
repurposing

Close
proximity to
the Theresie
nwiese

Construction is
disrupting
navigation due
to parked
vehicles.

Large
retail/hospitality
building
impacting street
environment

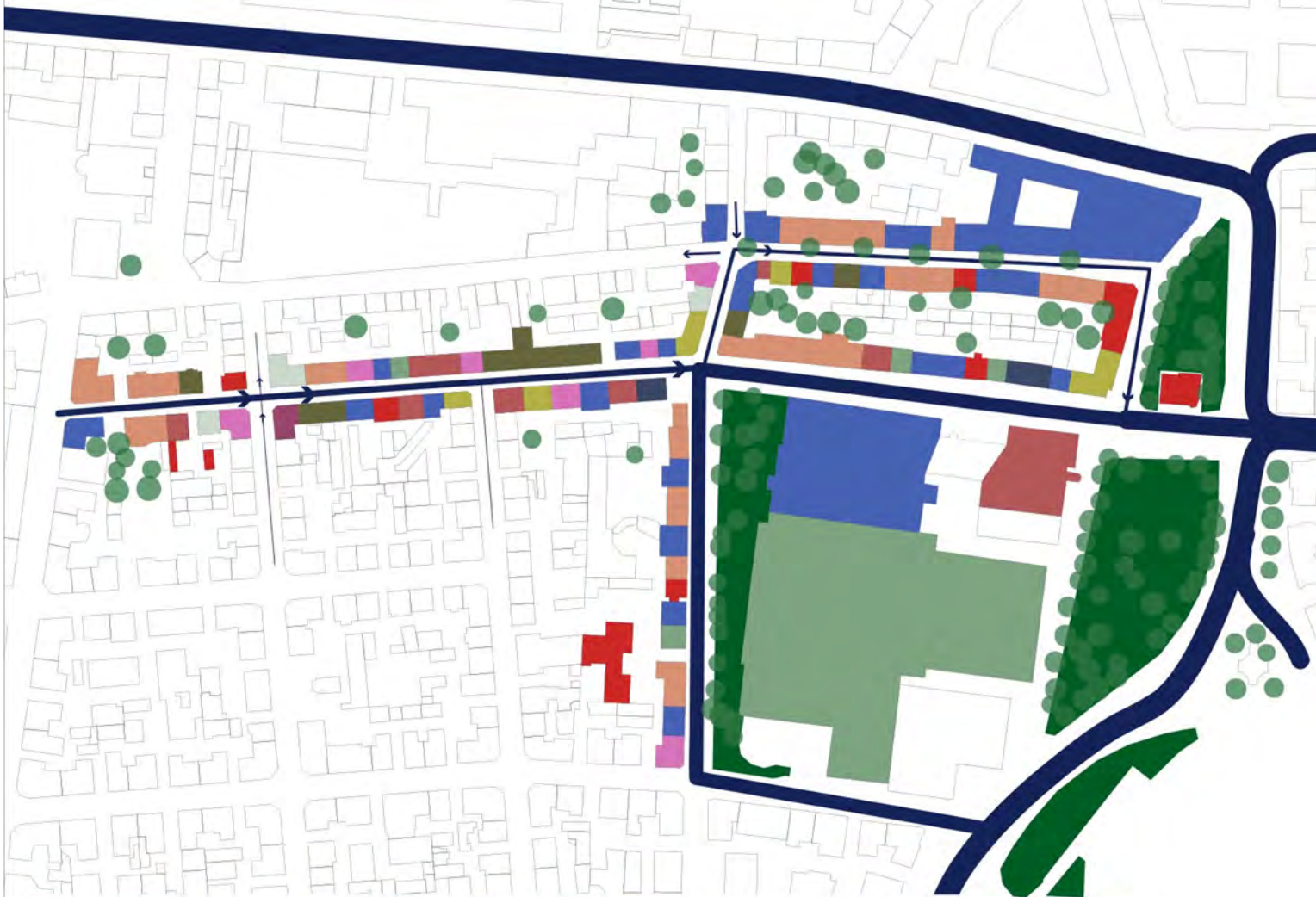
Close proximity
to the
Theresienwiese

The green section at
the intersection of
Bavariaring &
Theresienhöhe is
too short, isolating
Section D street.

Opportunities

Threats

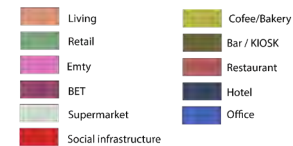
1. Do you prefer a connection to the Westend or Schwanthalerstraße?
2. Is there a link between the new Google or Apple sites?
3. What would you like to see as far as streetscape? Parking/no parking, bike lanes, street trees, greenery, etc?
4. How do you feel about the idea of the ground floor of the apartment buildings becoming some sort of restaurants and retail shops?
5. How do you feel about the idea of the parking garage being a mobility hub where car drivers could even switch to bikes they have there and possibly having an e-bike charging station?



Mapping greenery



Impotent questions: Thresholds!
-What happens at the edge?
-How is the area connected to the surrounding areas



Hausbau: Mr. Eberhardt:

-Presenting the Idea: Connecting the green

Bavariaring

- strengthen the qualities of the location: greenery
- introducing a connection between the greenery at the and the Schießstättstraße
- shift the focus from the buildings to the life on the street
- inviting place, positive effect for the whole street
- MOBILITY HUB?

needs?

Temporary experiment to see what works, where are

-Questions:

First Impression / thoughts?

Wishes?

Things to avoid?

Do you see the benefit?

Mr. Müller: no response

Dawonia: no response

Project Westend KIEZ: no response

Mr Eberhardt: on holidays until 07.02.23

References



Westendkiez



Kolumbusstraße

Promenade Schwanthalerstraße: Group D

Bavariaring - Schießstättstr

Technische Universität München
TUM school of Engineering and Design
Urban Development and Real Estate
Professor: Dr. Matthias Ottmann
Munich, 29.06.2023



Overall Agenda

1. **Analysis Recap**
2. **Interview with Investors**
3. **Vision**

Analysis Recap

1. **Highlights**
2. **Major Problems**

1. Highlights:

Disconnected from the rest of Schwanthalerstraße

Diverse building functions: Residential, hospitality, and commercial

Contrast between large multi-purpose structure and older typical style building

Wide portion of the road is dedicated to diagonal car parking

1. Highlights:

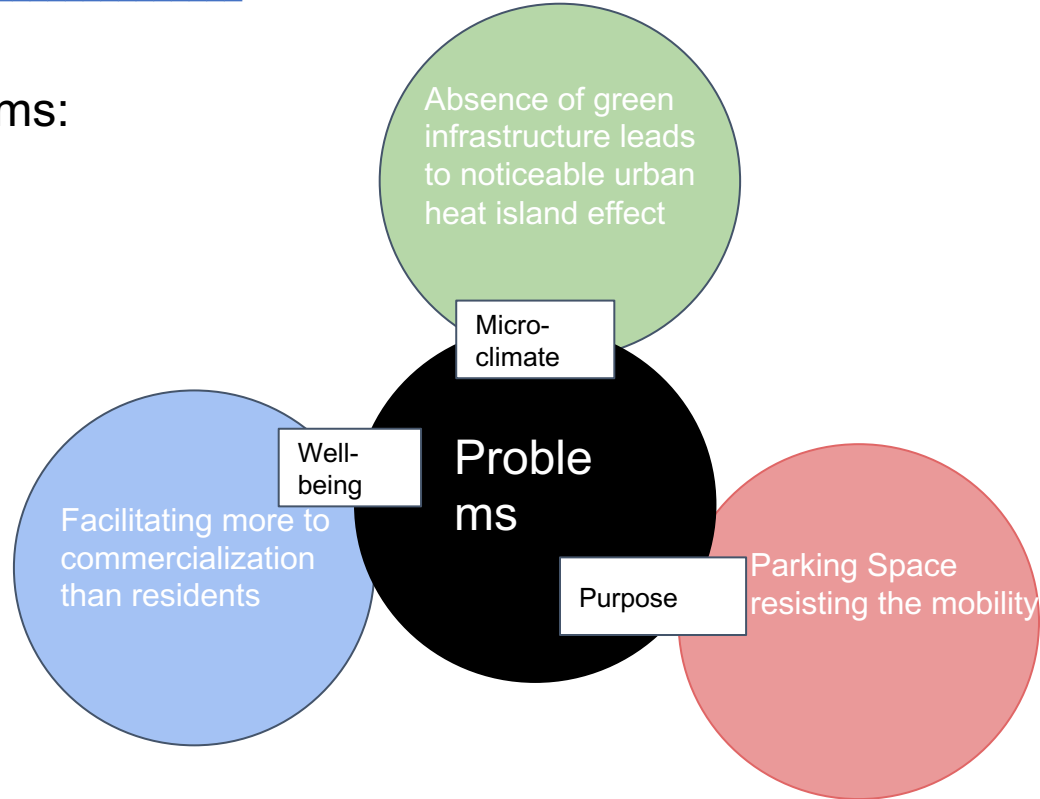
Nearest U Bahn and tram station at a walking distance of 5 min

Playground (park) at the Theresienhöhe

Designed more for vehicular traffic/parking rather than multimodal

Commercialization may increase rental costs and push out locals

2. Major Problems:



Interview with Investors

1. **Investors**
2. **Interview Questions**



Landeshauptstadt
München

Johannes Müller

Landeshauptstadt München
Kommunalreferat
Immobilienmanagement
Gewerbe und Wohnen



BAYERISCHE HAUSBAU
WERTE, DIE BLEIBEN.

Timo Eberhardt

Projektentwickler
Bayerische Hausbau GmbH & Co.
KG
Bayerische Hausbau

1. **Do you prefer a connection to the West End or Schwanthalerstraße?**

The Hausbau feels disconnected from the previous street. They know they are kind of a focus point in the street due to the location and the rise in terrain. Would like to be connected to the rest of the street but with West End flare.

1. **Is there a link between the new Google or Apple sites?**

No, it's too far and the connection through the Hackerbrücke leads above private terrain.

1. **What would you like to see as far as streetscape? Parking/no parking, bike lanes, street trees, greenery, etc?**

Greenery for sure would be great, but what kind is whichever is best for the street.

1. **How do you feel about the idea of the ground floor of the apartment buildings becoming some sort of restaurants and retail shops?**

No specific wishes, what mix in use do we see in the next 10 years?

1. **How do you feel about the idea of the parking garage being a mobility hub where car drivers could even switch to bikes they have there and possibly having an e-bike charging station?**

Mr. Eberhardt showed serious interest, questions about power supply comes up.

Parking garage is currently less used though cars are supposed to increase with micro living after construction side

Hausbau: Mr. Eberhardt

-Presenting the Idea: Connecting the green

- strengthen the qualities of the location: greenery
- introducing a connection between the greenery at the Bavariaring and the

Schießstättstraße

- shift the focus from the buildings to the life on the street
 - inviting place, positive effect for the whole street
 - MOBILITY HUB?
- Temporary experiment to see what works, where are needs?

-Questions:

First Impression / thoughts?
Wishes?
Things to avoid?
Do you see the benefit?

Mr. Müller: no response

Dawonia: no response

Project Westend KIEZ: no response

Mr Eberhardt: on holidays until 07.02.23

Vision: Connecting Green

1. **Mobility**
2. **Street Greenery**
3. **Street Life**

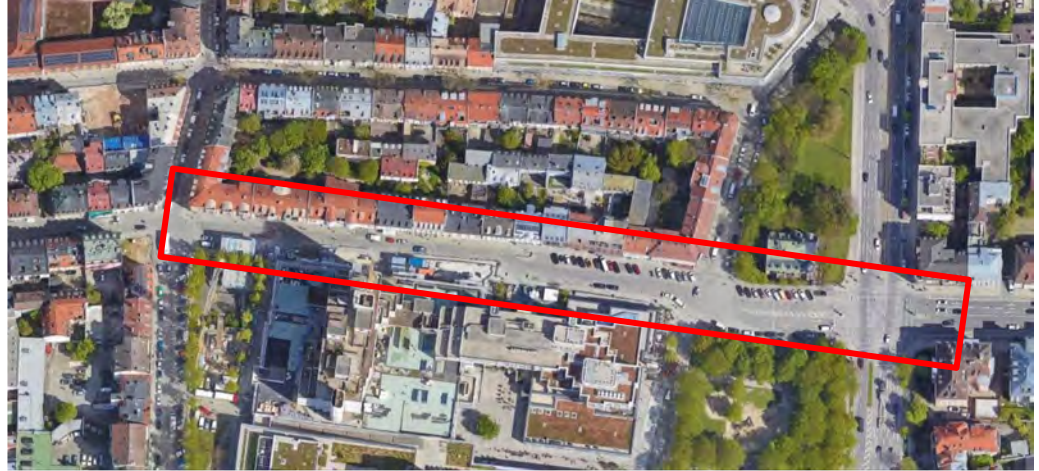


Impotent questions: Thresholds!
 -What happens at the edge?
 -How is the area connected to the
 surrounding areas

Existing greenery connection zones main area

Living	Coffee/Bakery
Retail	Bar / Kiosk
Empty	Restaurant
BET	Hotel
Supermarket	Office
Social infrastructure	

- Remove angled parking
- Introduce marked bike lanes
- Mobility Hub
- Connection to Schwanthalerstraße



- Street Trees
 - Provide shade
 - Cooling through transpiration
- Street Trees + Other Greenery
 - Lowers stress levels
 - Connection to nature



- Bring the inside out
- Social connection
- End at Theresienhöhe





Street Experiment



Westendkiez

Herzliche Einladung

Auftaktfest
17. Juni 2023
11 - 19 Uhr

Auf die Straße, fertig, los!
Mehr Raum für Menschen.

12:30 bis 13:30 Uhr

Eröffnung

- Schlotthauerplatz
- Begrüßung durch Stadtpatze
- Projektvorstellung durch das aqt Team

14:00 bis 16:00 Uhr

Freiluftvorlesungen

- Edlingerplatz
- Vorträge zur lebenswerten Stadt
- Vorträge zur Mobilität im Quartier
- Fragen und Antworten, Ausprobieren von neuen Angeboten

16:00 Uhr

Gemeinschaftswiese

- Kolumbusstraße
- Magie für Kinder | Tobt zaubert

11:00 bis 19:00 Uhr

Kulturbühne

- Schlotthauerplatz
- Abwechslungsreiche Konzerte lokaler Künstler*innen, wir freuen uns auf:

- 11:00 Uhr Jeanna Rehe
- 13:45 Uhr Titus Waldenfels
- 15:00 Uhr Andrea Pancur
- 16:30 Uhr Arash Baeen
- 19:00 Uhr Liann



M Cube
Netzwerk Künstler*innen für die Quartiere
(wie Publika in Neuhofen)



Landeshauptstadt
München



CLUSTERS 4 FUTURE
Netzwerk von Clustern
für unsere Zukunft



Landeshauptstadt
München

Kolumbusstraße

The Green Link

Promenade Schwanthalerstraße: Group D

Bavariaring - Schießstättstraße



Technische Universität München

TUM school of Engineering and Design

Urban Development and Real Estate

Professor: Dr. Matthias Ottmann

Munich, 07.07.2023



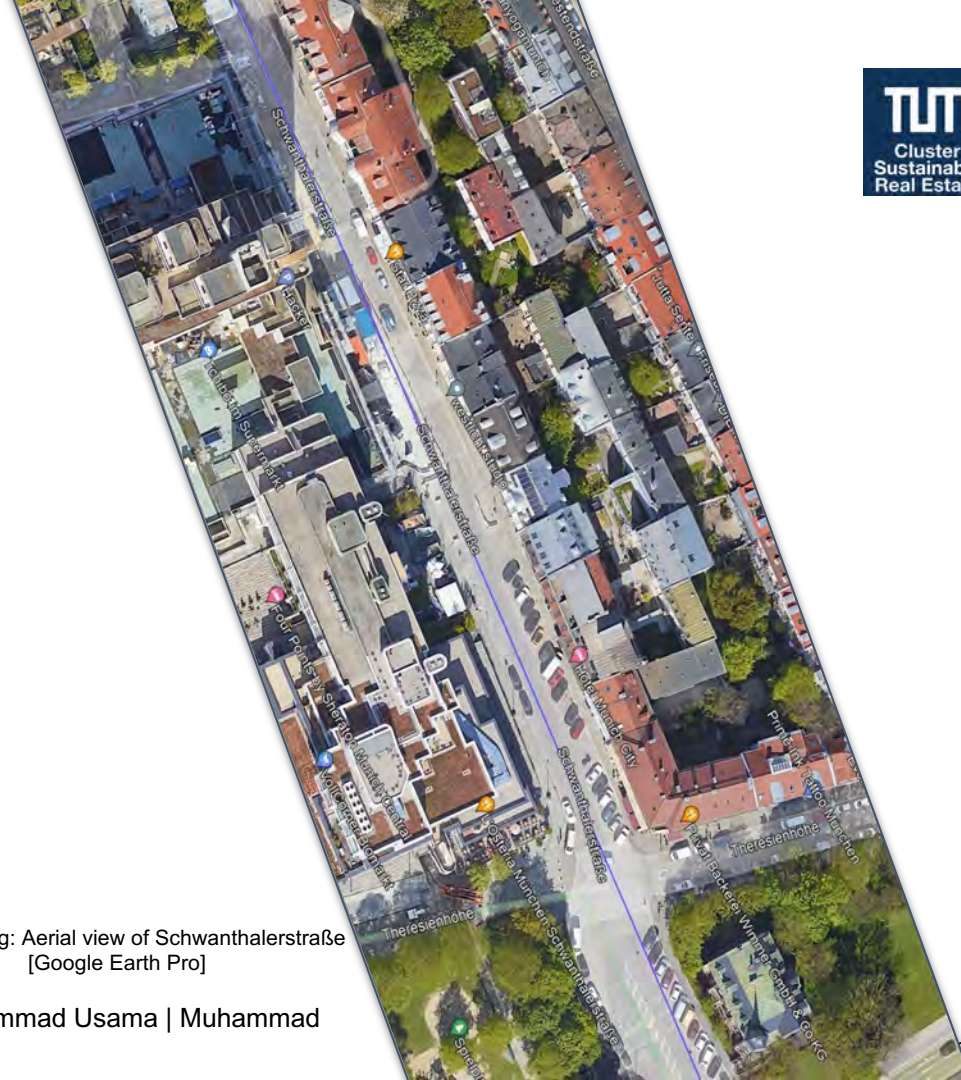
Group D: Sydney Fitch, Salomo Dengler, Muhammad Hamza Bin Daud, Muhammad Usama

Title page created by: Sydney Fitch

1. Highlights

- Bavariaring - Schießstättstraße
- Disconnected from the rest of Schwanthalerstraße
- Juxtaposition of **old** and **modern** architecture
- Diverse building functions: Residential, hospitality, and commercial
- Nearest U Bahn and tram station at a walking distance of 5 min

Fig: Aerial view of Schwanthalerstraße
[Google Earth Pro]



a. Photo Analysis



Street view



Construction area



LOSTERIA



Extensive Diagonal Parking

Image source: Muhammad Hamza

a. Photo Analysis



Spielplatz

Street towards spielplatz and commercial area



LOSTERIA



Shopping Options

Image source: Muhammad Hamza

b. SWOT Analysis

Weaknesses

- Less concept of sustainability in term of building material and orientation
- Facilitating more to commercialization might increase the gentrification process
- Extensive street parking
- Absence of GI - noticeable urban heat Island effect
- Absence of bicycle lanes and traffic lights

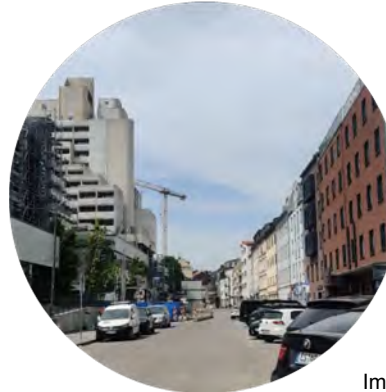


Image source: Muhammad Hamza

b. SWOT Analysis

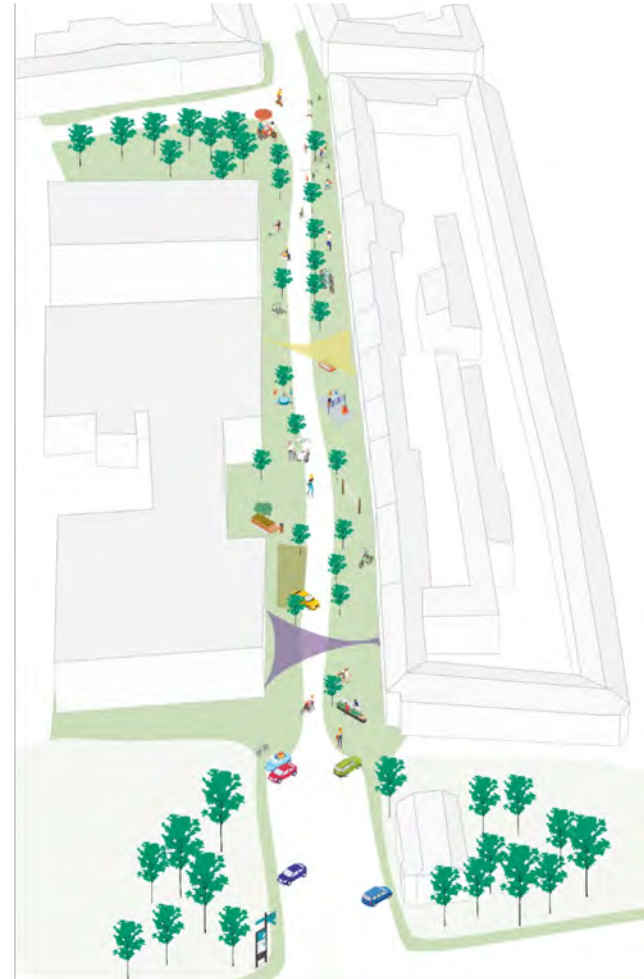
Strengths

- Dynamic **commercial hub** with diverse retails options
- Spielplatz - social cohesion
- Low traffic area
- Juxtaposition of **old** and **modern** architecture- Aesthetic diversity, Historical significance, Sense of place and identity
- Offers **connectivity** to Roads like Landsbergstraße via Martin-Greif-straße and to Bavariaring



Image source: Muhammad Hamza

The Green Link: connecting people in a welcoming urban environment:





A link between the West End & Schwanthalerstraße

Transformation of a Highway | Schwanthalerstraße Group D | Salomo



4. Information Gathered + Interview

**Bayerische Hausbau
Münchner Initiative für
Nachhaltigkeit**



Timo Eberhardt

Projektentwickler
Bayerische Hausbau GmbH & Co. KG
Bayerische Hausbau



Klimarat der Landeshauptstadt München

Sylvia Hladky

Münchner Initiative für
Nachhaltigkeit
Developer Westend Kiez
Mobility and climate adaptation

Do you prefer a connection to the West End or Schwanthalerstraße?

- Disconnected
- Focus point in the street
- Connection to previous part but with Westend flare.

Is there a link between the new Google or Apple sites?

- No, too far, many difficulties

What would you like to see as far as streetscape? Parking/no parking, bike lanes, street trees, greenery, etc?

- Greenery, but what kind is whichever is best for the street.

parking garage as a mobility hub?

- Serious interest, questions about power supply
- Parking garage is currently less used though supposed to increase with micro living

Wishes?

- Nothing specific, what mix in use do we see in the next 10 years?

Learnings of former Projects in the Westend?

- Adaption of the new space needs time.
- In total positive feedback
- Just removing on street parking is not enough, it needs greenery, especially trees to generate shade. The black surface gets too hot during day.
 - consumption-free spaces needed
- problems with party nights

What's about our part of the Schwanthalerstraße?

- existing interest, MIN want the Westend as a superblock
- Trees in pots, later planted, financed by the city of Munich

Shared space?

- best option for multi proposal use
- one street level, pedestrians, bicycles, e-scooter, very slow cars

Wishes?

- invert traffic regulations: everything what is not traffic is normal,
traffic (cars) as a special use.



Promote Sustainable Mobility

- A. Eliminate angled on-street parking
 - 1. Removes car bumpers from overlapping sidewalks
 - 2. Provides room for greenery or mobility expansion
- B. Create mobility hub in or beside parking garage
 - 1. Convenient bike storage & charging
- C. Introduce electrical charging in between Bavariaring & Theresienhöhe

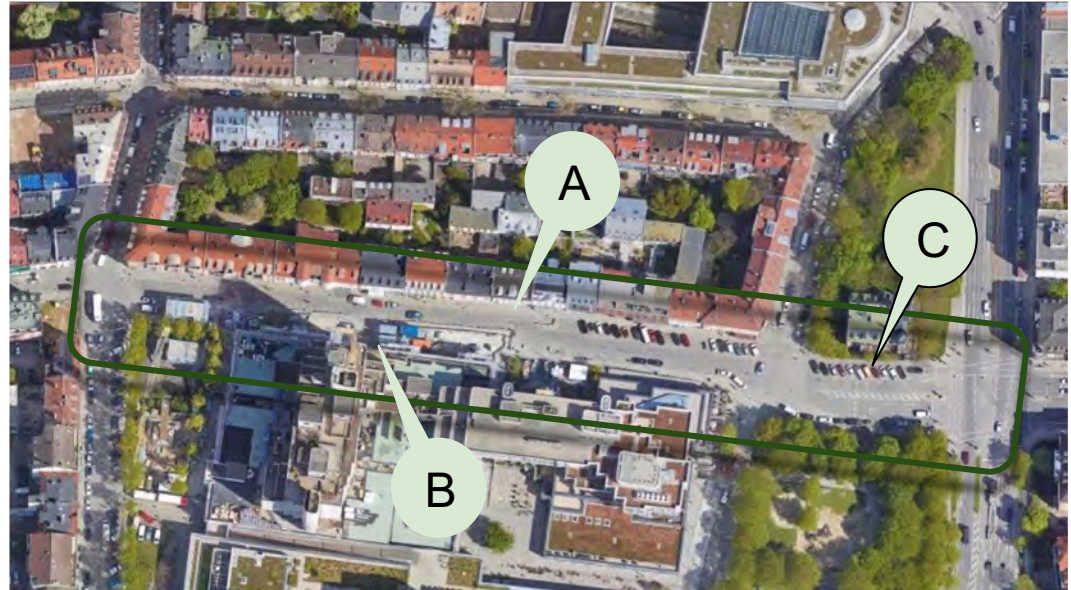


Image Source: Google Maps

Street Trees

- Provide shade
- Cooling through transpiration
- Mask large multi-use building

Street Trees + Other Greenery

- Lowers stress levels
- Connection to nature
- Provides area for neighbors and locals to socialize
- Presents a welcoming environment



Image Source: Sydney Fitch

Facilitate a social connection by bringing the inside out

- Residents
- Cafes
- Bakeries

Provide

- Benches
- Small outdoor tables and chairs

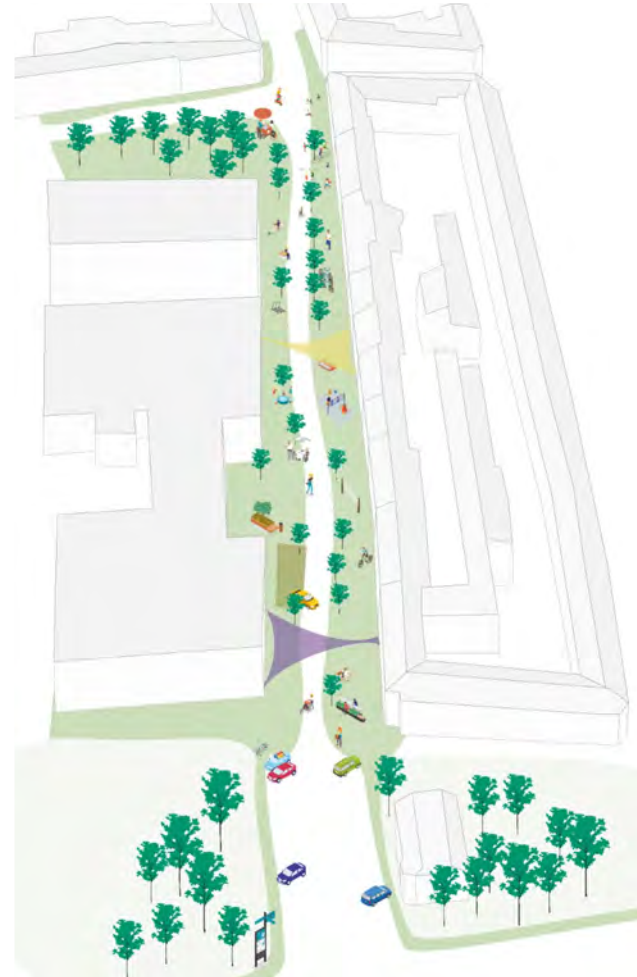
End major improvements at Theresienhöhe



Image Source: Sydney Fitch

Street Transformation

- Relaxation stations
- Clean energy
- Urban Shading
- Mobility Hub
- Dedicated Bus stop
- Spielplatz → Multi Purpose green Area
- Small business boulevard



Schwanthalerstraße Transformation as a Movement

Awareness & involvement

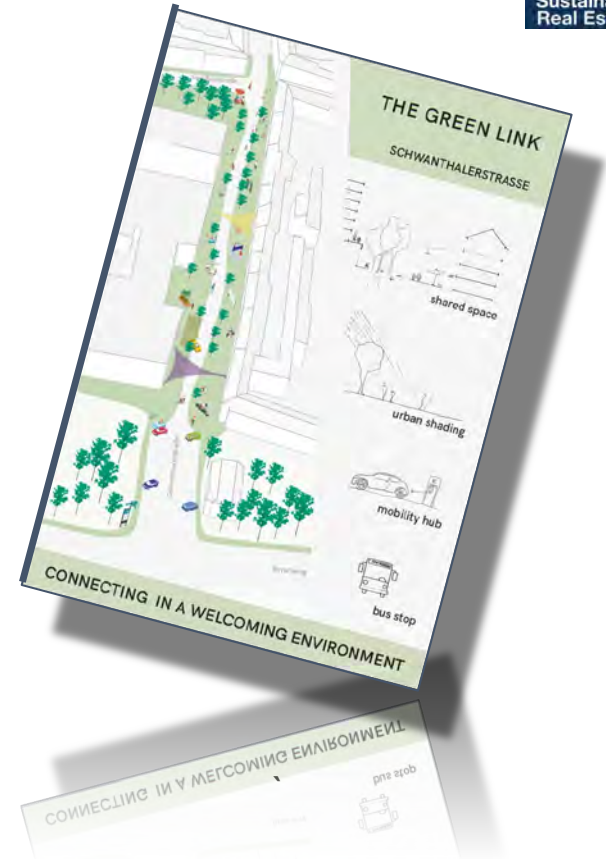
- Investors
- Residents
- Locals
- The City of Munich

Creating an action plan

- Meetings
- Design & Cost
- Street Experiment

Possible Investor Participation

- Being open for changes
- Could provide mobility hub, street trees & greenery, benches
- Could benefit from added street value



What makes Schwanthalerstraße Section D interesting?

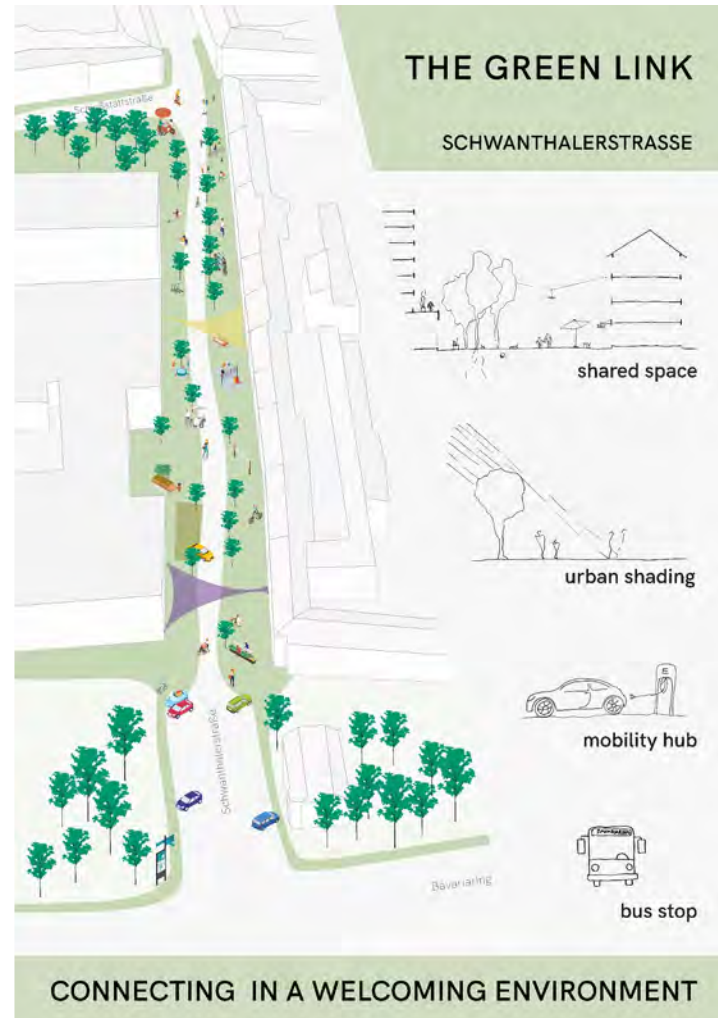
After our deep analysis, we found the diversification of building functions is one of the most interesting components in Section D. Additionally, it's unique location between the Westend and the remainder of Schwanthalerstraße.

Our hope for Schwanthalerstraße is that the fire doesn't die.

That there will still be momentum following this semester that will continue to transition this street for the betterment of its people and the environment.

Concluding thoughts:

In our opinion, the street has a lot of qualities which are currently not visible. We recommend to take them into account when it pertains to decision making. The street is the entrance to the familiar Westend, and measures should always support the qualities shown in our analysis. A better environment on the street will raise the value of the residential and the commercial buildings, as well as have positive effects on the inhabitants, workers and visitors.



Poster by Salomo

- No comments/suggestions specifically to our section*
- About “starting a movement”:
 - Don’t start a movement because it’s hard for the City of Munich to deal with.
 - Top down approach is the solution now instead of a bottom-up so a movement is not necessary.
 - Too late to start a movement with climate change so prevalent - no time to discuss steps forward with temperatures drastically rising. So, we should push these changes.
 - Reach out directly to the investors for a street party to fund the transformation.
- How will gentrification be handled with all these changes?
- Taking away parking spots should not be a debate.
- The process for approaching municipal authorities regarding street transformation. Having a mediator who can guide stakeholders and investors in working with the mayor may be helpful.

The Green Link

Promenade Schwanthalerstraße: Group D

Bavariaring - Schießstättstraße



Technische Universität München

TUM school of Engineering and Design

Urban Development and Real Estate

Professor: Dr. Matthias Ottmann

Munich, 07.07.2023



Group D: Sydney Fitch, Salomo Dengler, Muhammad Hamza Bin Daud, Muhammad Usama

Title page created by: Sydney Fitch

1. Highlights

- **Introduction-Background:**

Schwanthalerstraße is a major street in Munich that connects the city center with the west. It was named after the sculptor Ludwig Schwanthaler and has been home to many prominent companies, including Metzeler and Bavarian Court Glass Painting.

- **Section D:**

- ☐ **Pre-Analysis:**

This portion of the Schwanthalerstraße seems disconnected from the rest of Schwanthalerstraße. There is a more Juxtaposition of **old** and **modern** architecture. There are Diverse building functions: Residential, hospitality, and commercial.



Aerial view of
Schwanthalerstraße section- D

1. Highlights

❑ **Connectivity to City Center:**

Nearest U Bahn and tram station is at a walking distance of 5 min. 12 minutes of walk for Hauptbahnhof and 18 minutes to Karlsplatz Stachus.



❑ **Nature of the Street:**

This street contains Hotels, Restaurants, Shops, Cafes, Supermarkt, Apothekhe and Residents. It contains a large area dedicated to angeled parking.



Source: Google Map



Diversification in Schwanthalerstraße Section D

Image
source: Section D
group

a. Map Analysis



Created via
Adobe Illustrator
by Salomo
Dengler

Living	Coffee/Bakery
Retail	Bar / KIOSK
Emty	Restaurant
BET	Hotel
Supermarket	Office
Social infrastructure	

Area Map

a. Map Analysis



Created via
Adobe Illustrator
by Salomo
Dengler

Green Areas

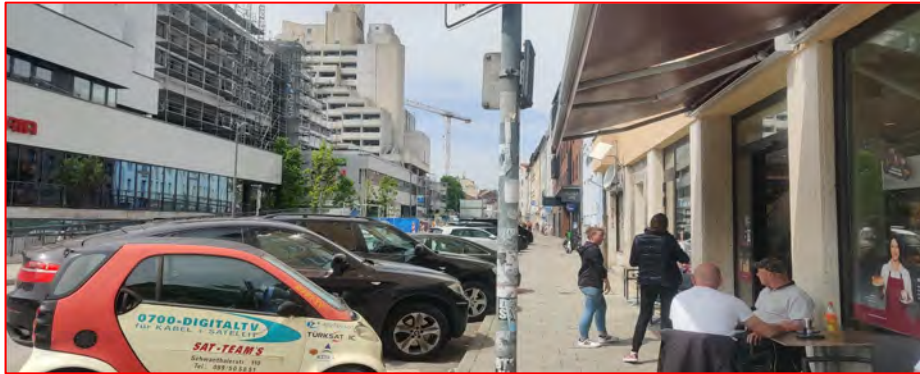
b. Photo Analysis- Weaknesses



No dedicated bike lanes



Construction area



Limited common spaces with no shading



Extensive Diagonal Parking

Image source:
Muhammad
Hamza Bin Daud

b. Photo Analysis- Strengths



Spielplatz



Street towards spielplatz and commercial area



LOSTERIA



Shopping Options

Image source:
Muhammad
Hamza Bin Daud

b. Photo Analysis- West End



Street Trees



Potted Greenery & Outdoor Dining



Outdoor Social Areas



Spacious Sidewalks

Image source:
Sydney Fitch

c. SWOT Analysis

Strengths

- Lesser traffic in the area
- Good connectivity to main Roads like Landsbergstraße via Martin-Greif-straße and to Bavariaring
- Spielplatz

Weaknesses

- Lack of street trees
- Absence of vertical gardening
- No permeable walkways

Micro-climate

Opportunities

- Provision of green and blue infrastructure
- Renovation of old buildings
- Reduction of street car parking

Threats

- Urban heat island effect noticeable at 20 degrees.
- Old buildings lack sustainability concepts for energy, building materials and orientation

c. SWOT Analysis

Strengths

- Cultural diversification currently defines and attracts others to the street
- Juxtaposition of modern and old architecture

Weaknesses

- The process of commercialization has resulted in a decrease in residential space, leading to a rise in rental prices and the displacement of local residents.

Gentrification

Opportunities

- Share of subsidized housing for low-income people
- Supporting local businesses
- Transformation of spielplatz into family Park

Threats

- Rental prices of 40€/m2 will displace low-income inhabitants
- Extensive commercialization

c. SWOT Analysis

Strengths

- Grocery Store, EDEKA Express, ATM, Apotheke nearby.
- There are also Hotels, Restaurants, Cafes

Weaknesses

- No street lights.
- Operating single-lane space for a two-way road

Retail

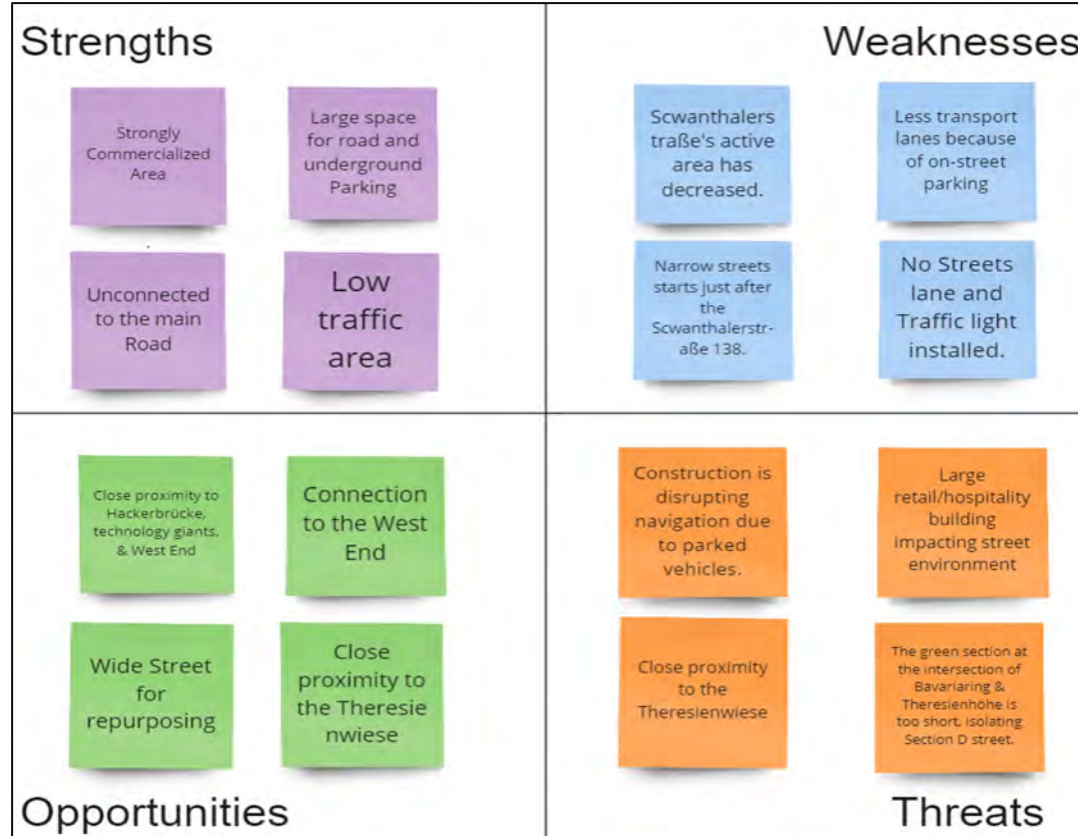
Opportunities

- There are open spaces for street shops as well.
- Can be suitable for big Parking hubs, especially with electrical charging stations

Threats

- Maintenance is required for Parking lanes, Electric charging Stations

Overall SWOT Analysis



1. Do you prefer a connection to the Westend or Schwanthalerstraße?
2. Is there a link between the new Google or Apple sites?
3. What would you like to see as far as streetscape? Parking/no parking, bike lanes, street trees, greenery, etc?
4. How do you feel about the idea of the ground floor of the apartment buildings becoming some sort of restaurants and retail shops?
5. How do you feel about the idea of the parking garage being a mobility hub where car drivers could even switch to bikes they have there and possibly having an e-bike charging station?

a. Interviews



Timo Eberhardt

Projektentwickler
Bayerische Hausbau GmbH & Co. KG
Bayerische Hausbau



Sylvia Hladky

Münchner Initiative für Nachhaltigkeit
Developer Westend Kiez
Mobility and climate adaptation

Do you prefer a connection to the West End or Schwanthalerstraße?

- Disconnected
- Focus point in the street
- Connection to previous part but with Westend flare.

Is there a link between the new Google or Apple sites?

- No, too far, many difficulties

What would you like to see as far as streetscape? Parking/no parking, bike lanes, street trees, greenery, etc?

- Greenery, but what kind is whichever is best for the street.

parking garage as a mobility hub?

- Serious interest, questions about power supply
- Parking garage is currently less used though supposed to increase with micro living

Wishes?

- Nothing specific, what mix in use do we see in the next 10 years?

Learnings of former Projects in the Westend?

- Adaption of the new space needs time.
- In total positive feedback
- Just removing on street parking is not enough, it needs greenery, especially trees to generate shade. The black surface gets too hot during day.
 - consumption-free spaces needed
- problems with party nights

What's about our part of the Schwanthalerstraße?

- existing interest, MIN want the Westend as a superblock
- Trees in pots, later planted, financed by the city of Munich

Shared space?

- best option for multi proposal use
- one street level, pedestrians, bicycles, e-scooter, very slow cars

Wishes?

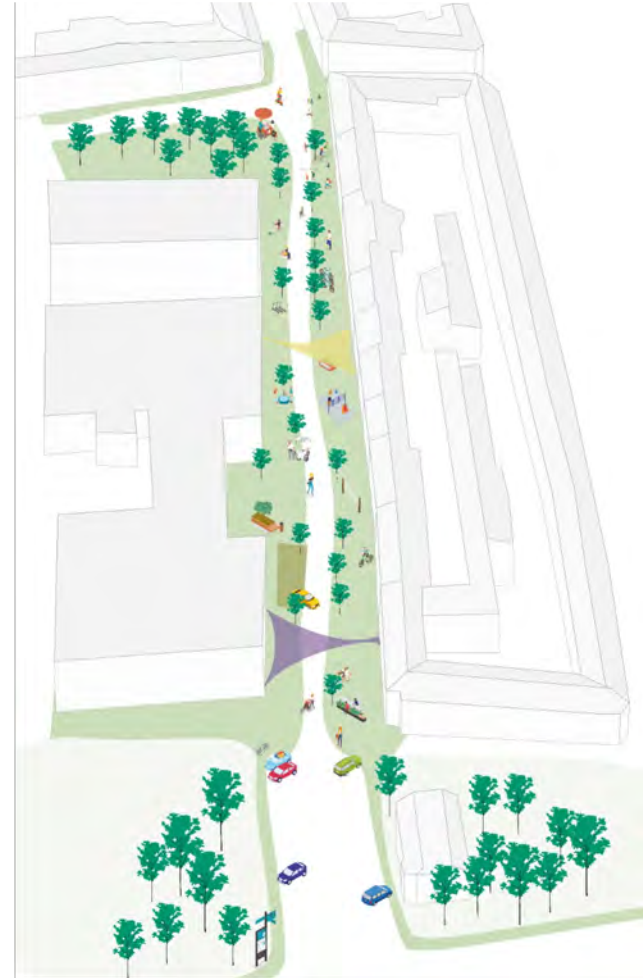
- invert traffic regulations: everything what is not traffic is normal,
traffic (cars) as a special use.



b. Jury Comments

- No comments/suggestions specifically to our section*
- About “starting a movement”:
 - Don’t start a movement because it’s hard for the City of Munich to deal with.
 - Top down approach is the solution now instead of a bottom-up so a movement is not necessary.
 - Too late to start a movement with climate change so prevalent - no time to discuss steps forward with temperatures drastically rising. So, we should push these changes.
 - Reach out directly to the investors for a street party to fund the transformation.
- How will gentrification be handled with all these changes?
- Taking away parking spots should not be a debate.
- The process for approaching municipal authorities regarding street transformation. Having a mediator who can guide stakeholders and investors in working with the mayor may be helpful.

The Green Link: connecting people in a welcoming urban environment:



Created via
Adobe Illustrator
by Salomo
Dengler

Promote Sustainable Mobility

- A. Eliminate angled on-street parking
 - 1. Removes car bumpers from overlapping sidewalks
 - 2. Provides room for greenery or mobility expansion
- B. Create mobility hub in or beside parking garage
 - 1. Convenient bike storage & charging
- C. Introduce electrical charging in between Bavariaring & Theresienhöhe

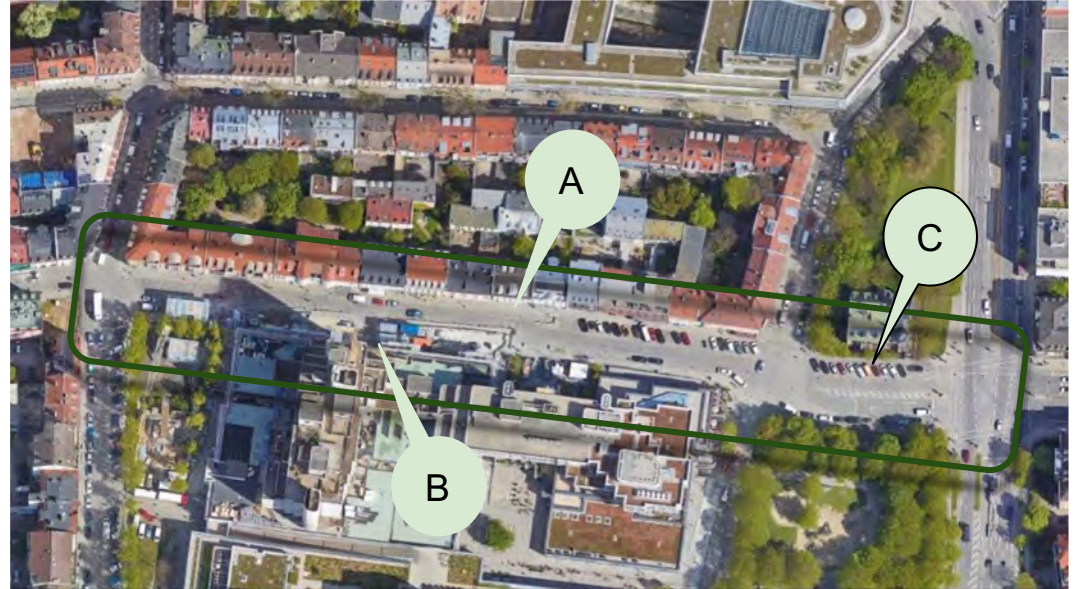


Image Source: Google Maps

b. Green Infrastructure

Street Trees

- Provide shade
- Cooling through transpiration
- Mask large multi-use building

Street Trees + Other Greenery

- Lowers stress levels
- Connection to nature
- Provides area for neighbors and locals to socialize
- Presents a welcoming environment



Image Source: Sydney Fitch

Facilitate a social connection by bringing the inside out:

- Residents
- Cafes
- Bakeries

Provide:

- Benches
- Small outdoor tables and chairs

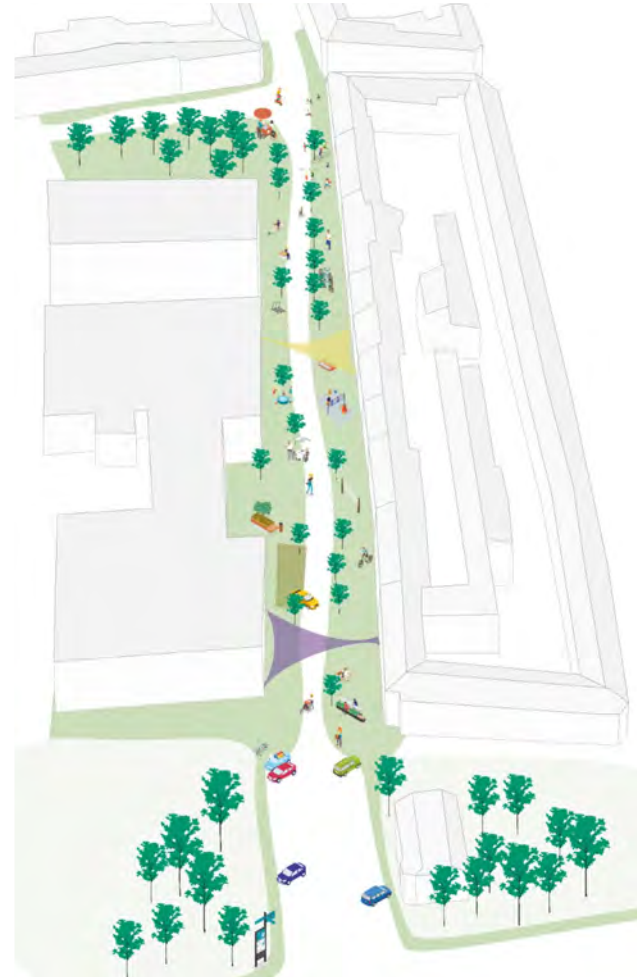
End major improvements at Theresienhöhe



Image Source: Sydney Fitch

d. Street Transformation

- Relaxation stations
- Clean energy
- Urban Shading
- Mobility Hub
- Dedicated Bus stop
- Spielplatz → Multi Purpose green Area
- Small business boulevard



Street Experiment

Temporary street transformation to test the concepts:

- Removed parking
- Outdoor social space usage
- Prioritized pedestrian/bicycle mobility

Invite investors:

- Show potential of the street
- Get them involved & wanting to provide funds for street transformation
- Increase value of their properties



Westendkiez



Kolumbusstraße

Schwanthalerstraße Transformation as a Movement

Awareness & involvement

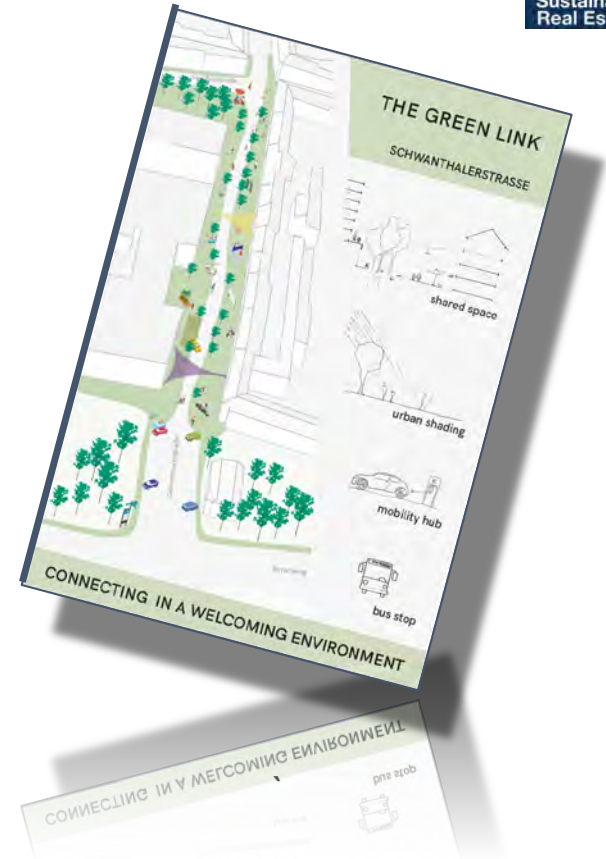
- Investors
- Residents
- Locals
- The City of Munich

Creating an action plan

- Meetings & City Mediator
- Design & Cost
- Street Experiment

Investor Participation

- Being open for changes
- Could provide mobility hub, street trees & greenery, benches
- Could benefit from added street value



What makes Schwanthalerstraße Section D interesting?

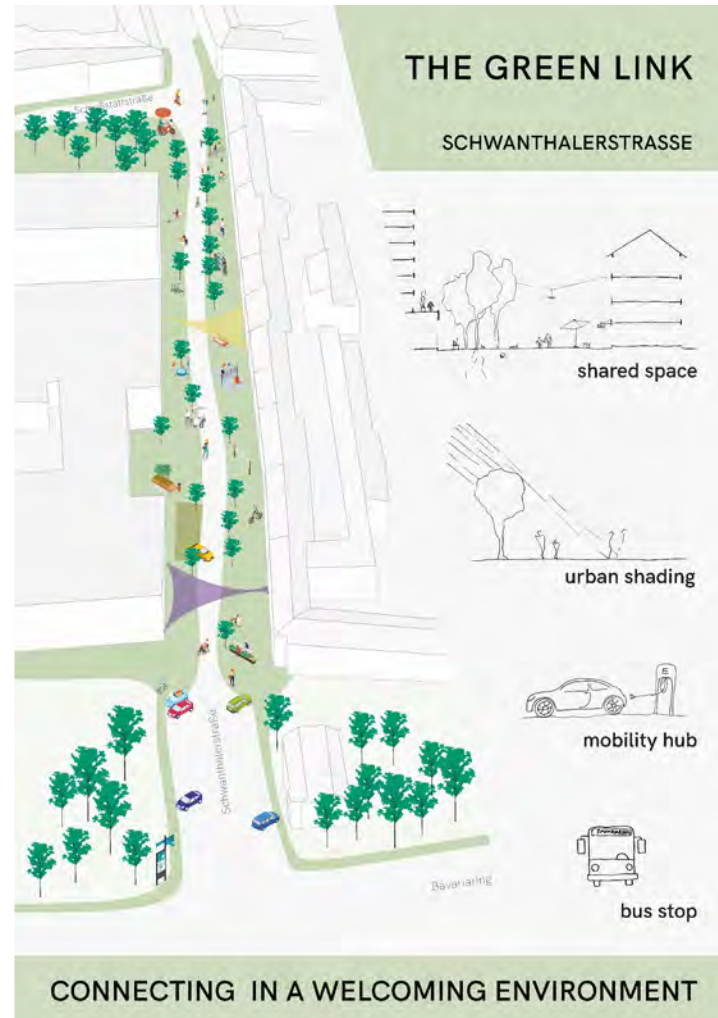
After our deep analysis, we found the diversification of building functions is one of the most interesting components in Section D. Additionally, it's unique location between the Westend and the remainder of Schwanthalerstraße.

Our hope for Schwanthalerstraße is that the fire doesn't die.

That there will still be momentum following this semester that will continue to transition this street for the betterment of its people and the environment.

Concluding thoughts:

In our opinion, the street has a lot of qualities which are currently not visible. We recommend to take them into account when it pertains to decision making. The street is the entrance to the familiar Westend, and measures should always support the qualities shown in our analysis. A better environment on the street will raise the value of the residential and the commercial buildings, as well as have positive effects on the inhabitants, workers and visitors.



1. Bruijn, M. de, Global Designing Cities Initiative & Bloomberg Philanthropies, Philanthropies), S. S. (Bloomberg, Forum, I. T., B., B., Verhulst, L., UCLA Luskin School of Public Affairs, Foundation, B. B., Block, T. B., Collaborative, S. P., & Nacto. (2022). *Street experiments tool*. SET. <https://streetexperiments.com/>
2. Münchner Initiative Nachhaltigkeit 2020 - 2022. (2023, July 12). *Westendkiez - Mehr Platz für alle im Westend*. MIN. <https://www.m-i-n.net/westendkiez/>
3. *Urban design*. Urban Design. (2023). <https://www.arc.ed.tum.de/ud/urban-design/>

