

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

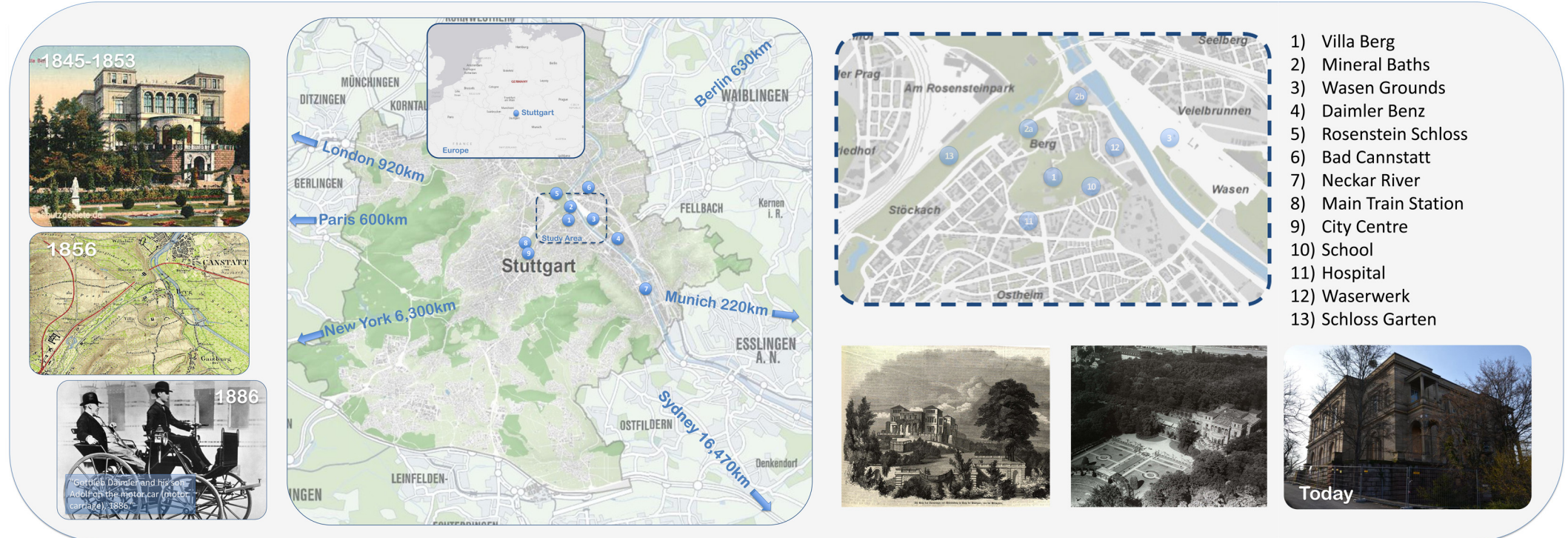
Urban Mobilisation

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

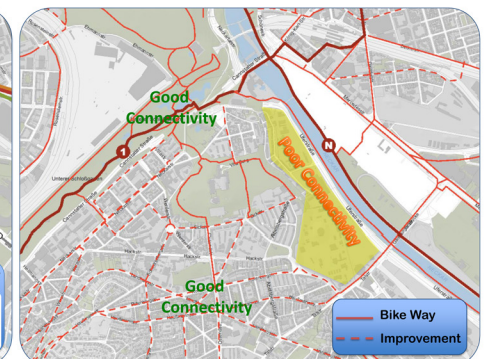
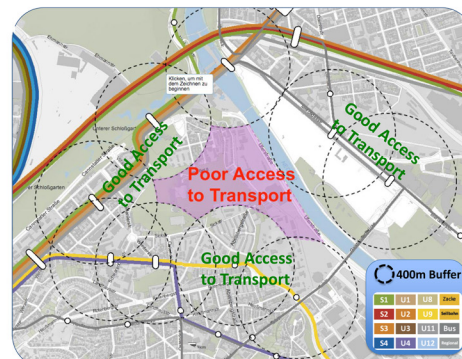
- Area along the river – poor access to public transport
- Water front access is restricted by motorway
- Fragmented real property ownership
- Groundwater remediation for contaminated sites
- No coordinated development strategy = ad-hoc development
- Lower socioeconomic area

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 - 2

Urban Mobilisation

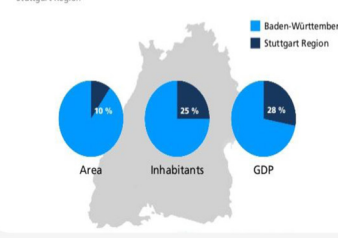
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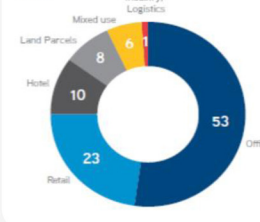


Financial Analysis

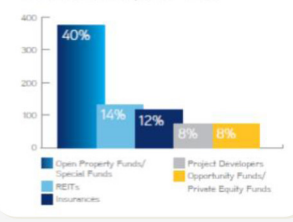
The Economic Motor of Baden-Württemberg



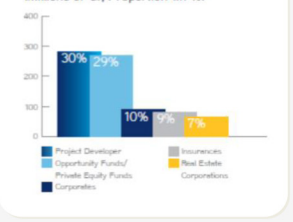
Share of Types of Real Estate (in %)



Transaction Volume by Buyer Groups (Millions of €), Proportion (in %)



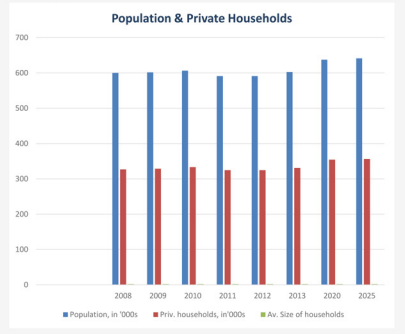
Transaction Volume by Seller Groups (Millions of €), Proportion (in %)



Fast Facts

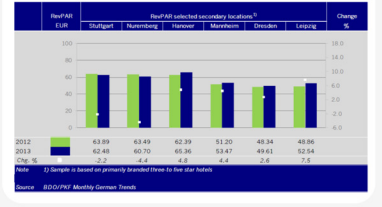
INVESTMENT	
Transaction Volume	€934 million
Largest Buyer Group: Open Property Funds/Special Funds	40.2 %
Largest Seller Group: Project Developers	29.5 %
Most Popular Real Estate: Office	53.4 %
Prime Yield Office	5.2 %

Population & Housing



Hotels

Secondary locations



Retail

Retail Properties	
Change in Rent	Prime Rent
In % y o y	In Euro per sqm
2012	2012
2013e	2013e
2014e	2014e
2015e	2015e
2016e	2016e



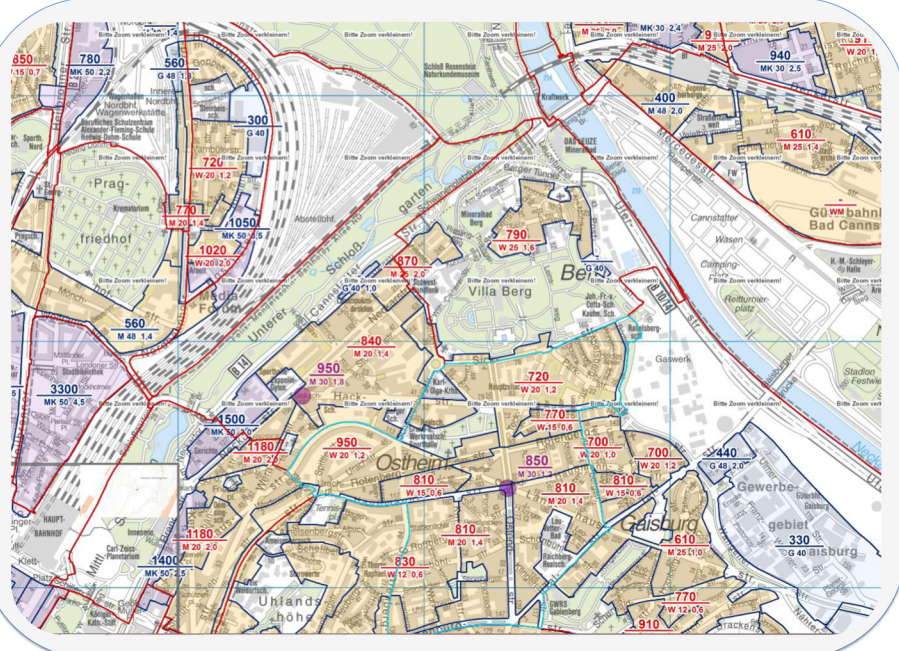
Offices

Office Properties	
Change in Rent	Vacancy Rate
In % y o y	In %
2012	2012
2013e	2013e
2014e	2014e
2015e	2015e
2016e	2016e



Residential

Residential Properties	
Average first time use rents	Average first time use rents
In % y o y	In Euro per sqm
2012	2012
2013e	2013e
2014e	2014e
2015e	2015e
2016e	2016e



Germany - international building costs per m² of internal area					
	2008	2009	2010	2011	2011
	EUR	EUR	EUR	EUR	USD
Residential					
Detached house - medium standard	820	830	833	857	1,192
Detached house - prestige	1,160	1,170	1,174	1,208	1,680
Townhouse - medium standard	1,740	1,760	1,766	1,817	2,528
Apartments - private medium density	1,071	1,068	1,085	1,105	1,536
Apartments - high rise	1,020	1,017	1,033	1,052	1,463
Aged care/affordable units	780	778	790	804	1,119
Commercial					
Offices - business park	1,130	1,140	1,144	1,177	1,637
CBD offices up to 20 floors - medium	1,130	1,140	1,144	1,177	1,637
CBD offices - prestige	1,620	1,640	1,646	1,693	2,354
Warehouses					
Warehouse/factory unit - basic	860	861	872	900	1,252
Large warehouse distribution centre	1,073	1,074	1,088	1,123	1,563
High-tech factory/laboratory	1,560	1,575	1,575	1,626	2,262
Retail					
Large shopping centre including mall	895	900	903	929	1,292
Neighbourhood including supermarket	895	900	903	929	1,292
Prestige car showroom	870	880	883	908	1,263
Hotels					
Three-star travellers	1,210	1,220	1,224	1,259	1,751
Five-star luxury	2,652	2,662	2,666	2,742	3,814
Resort style	1,718	1,728	1,732	1,782	2,478
Hospitals					
Day centre	1,350	1,365	1,370	1,409	1,960
Regional hospital	2,160	2,180	2,188	2,250	3,130
General hospital	2,350	2,375	2,383	2,452	3,410
Schools					
Primary and secondary	1,170	1,180	1,184	1,218	1,694
University	1,370	1,385	1,390	1,430	1,988
Carparks					
Multistorey - above ground	524	526	533	548	762
Multistorey - below ground	597	599	607	624	868

OVERVIEW OF THE STUTTGART OFFICE MARKET.



Development Startegy - Mobility



Development Zone 02



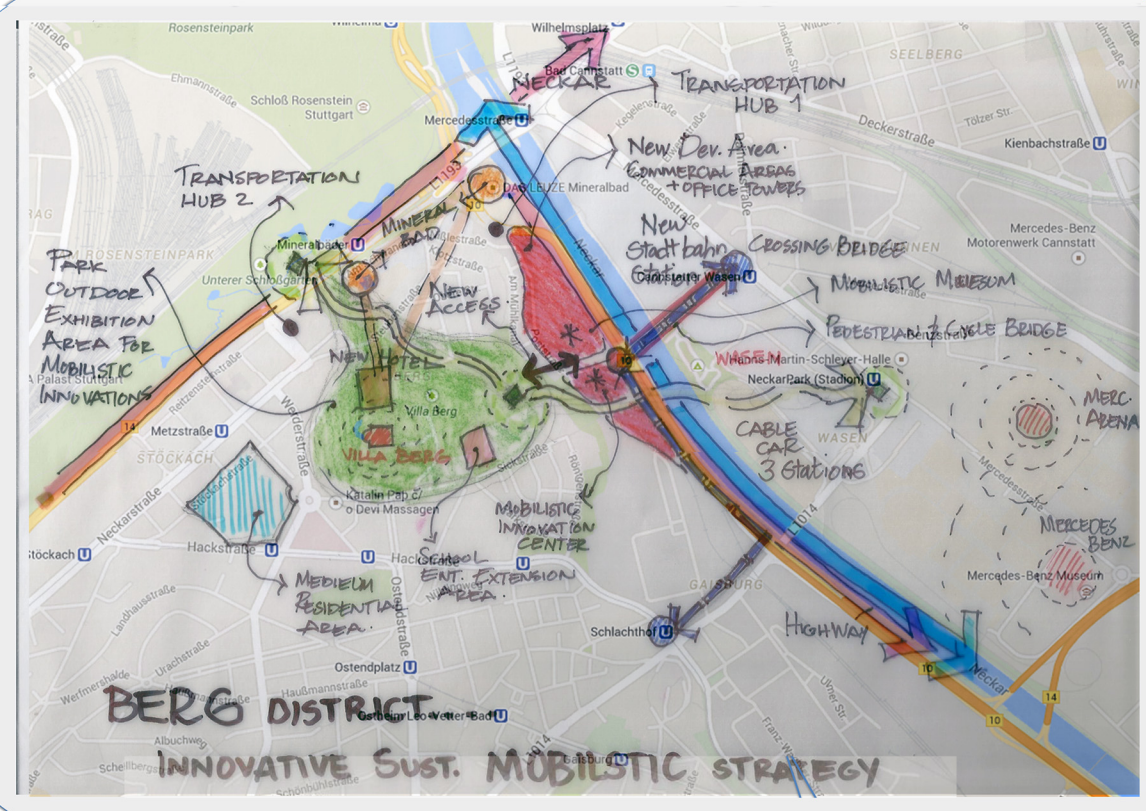
Cable Car



Water Front theme



Connecting Stair



Development Zone 01



Berg Hotel

Villa Berg Master Plan - 3

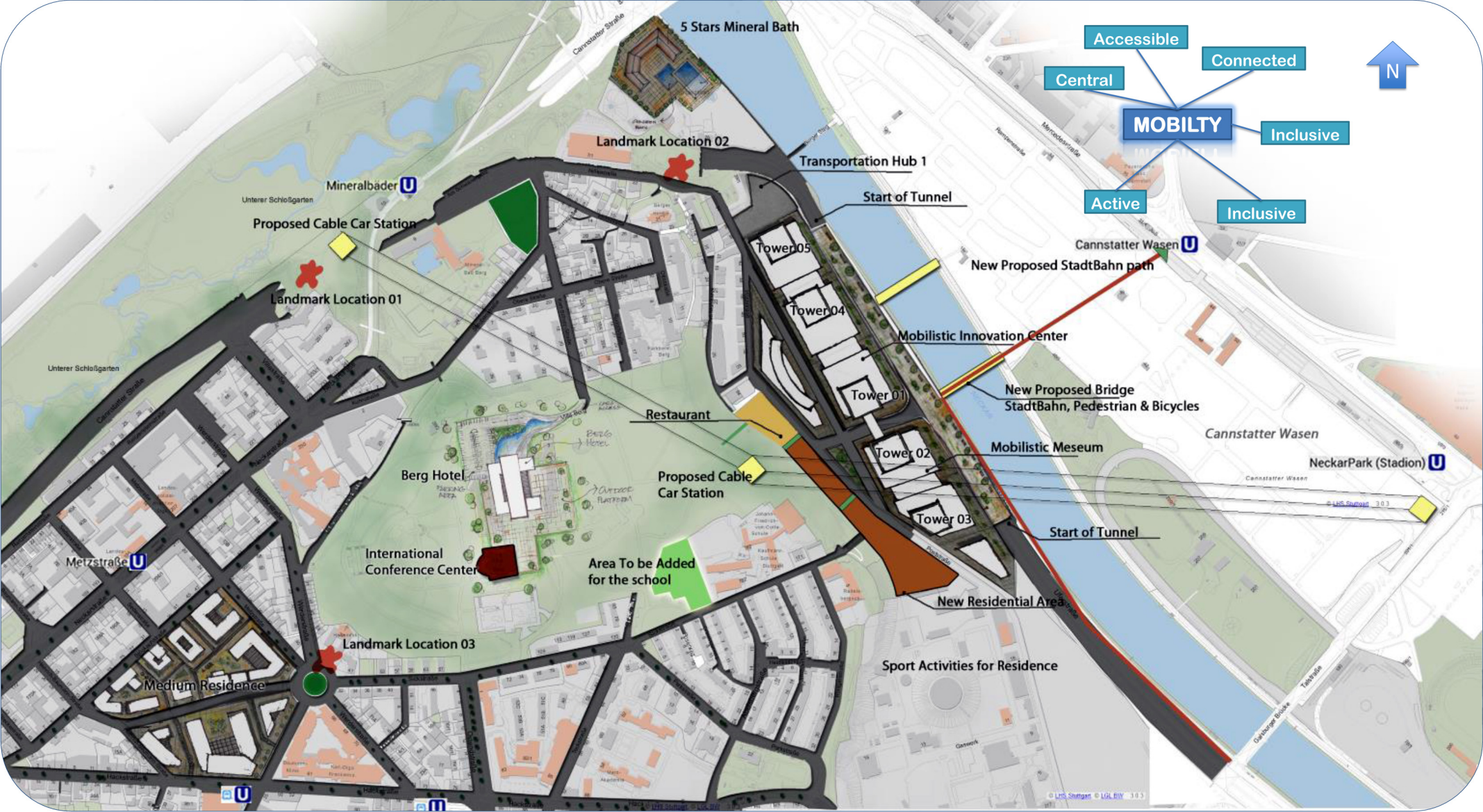
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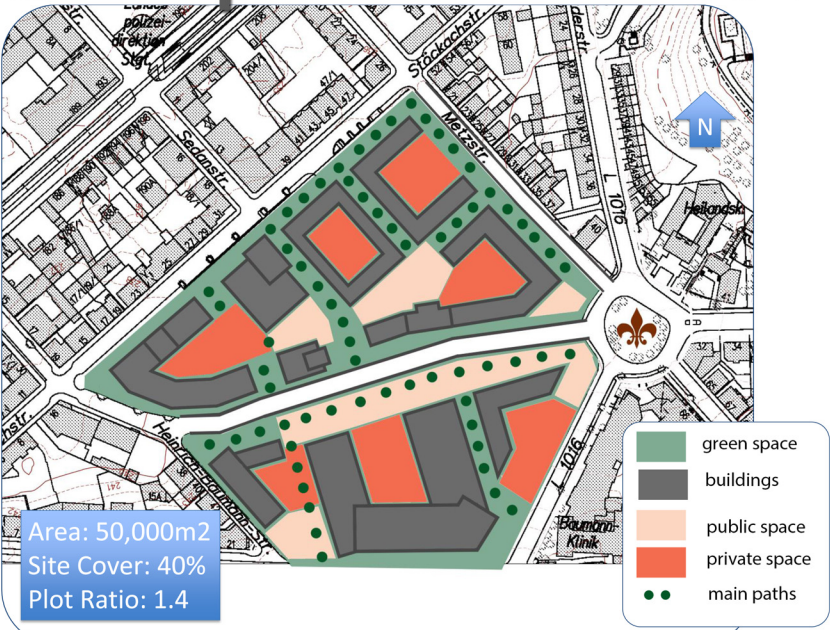
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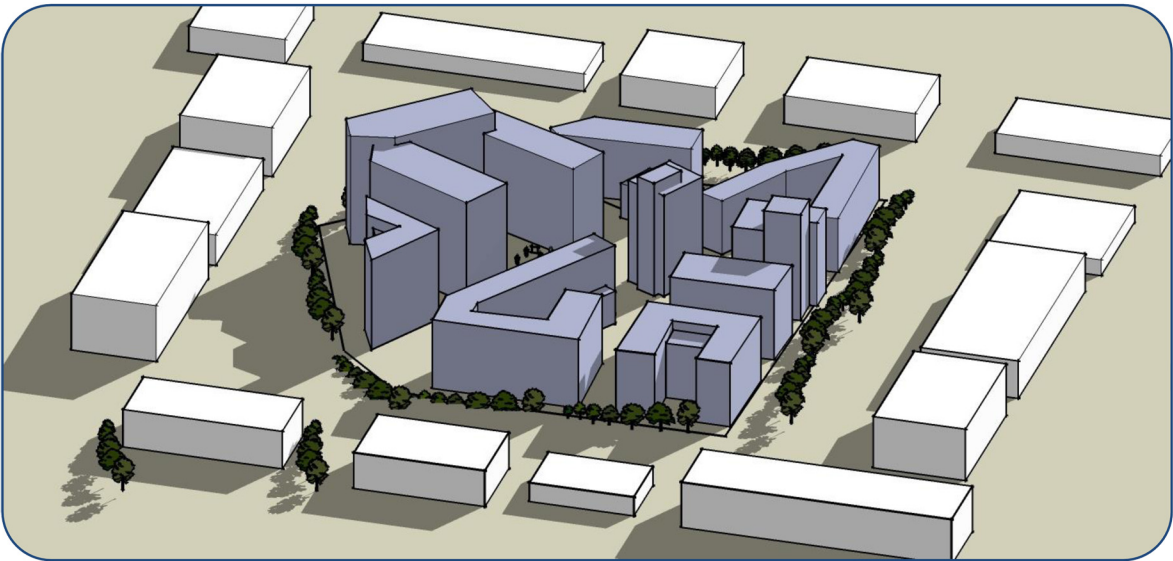
Master Plan - Framework



Development Zone 01

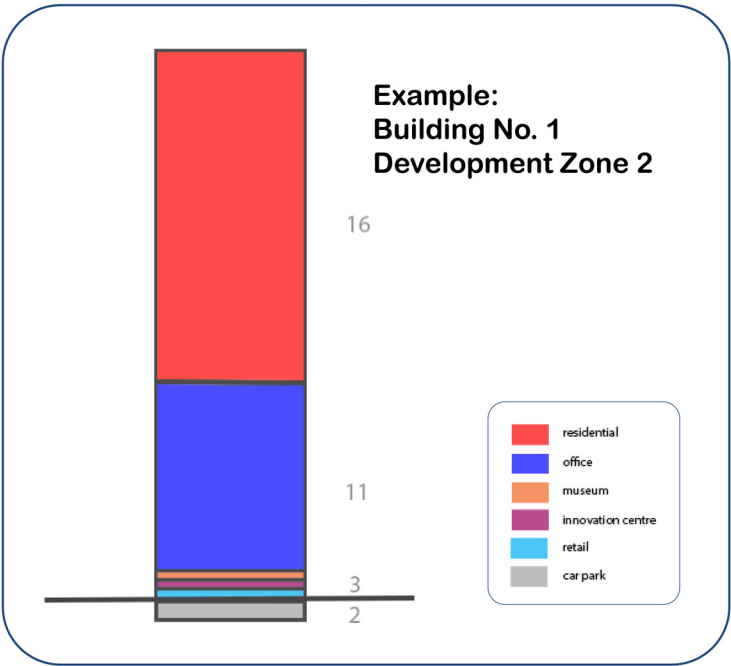
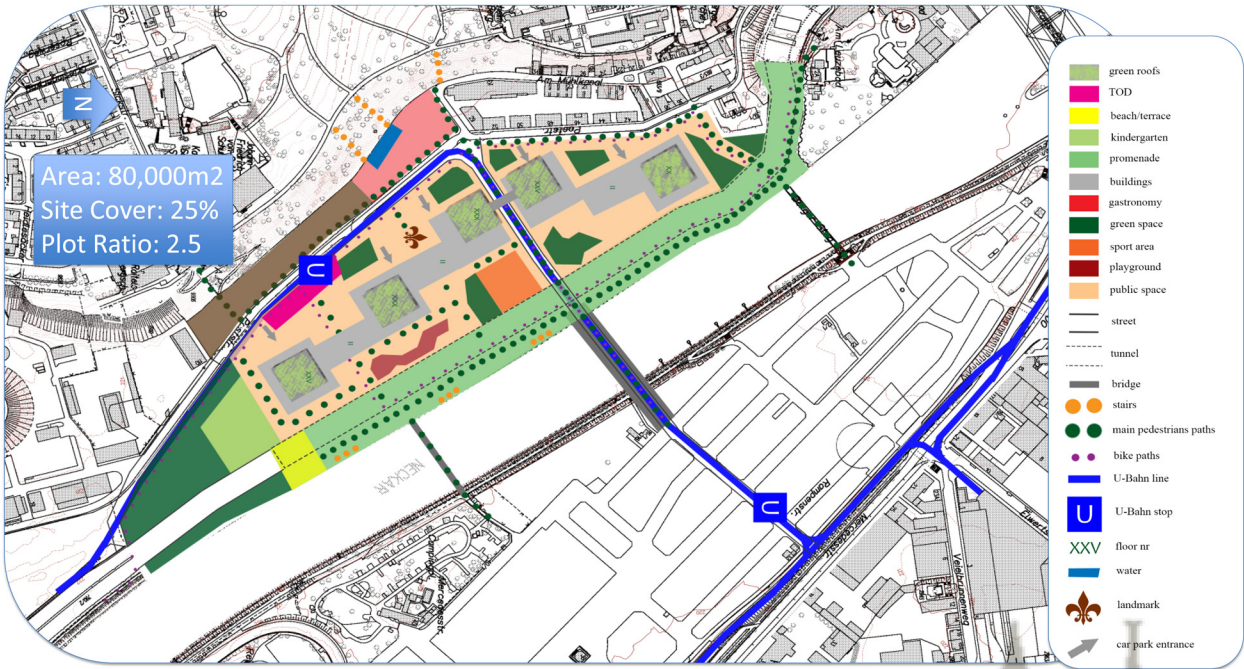


Illustrated Conceptual Renders



Perspective View for Zone 01

Development Zone 02



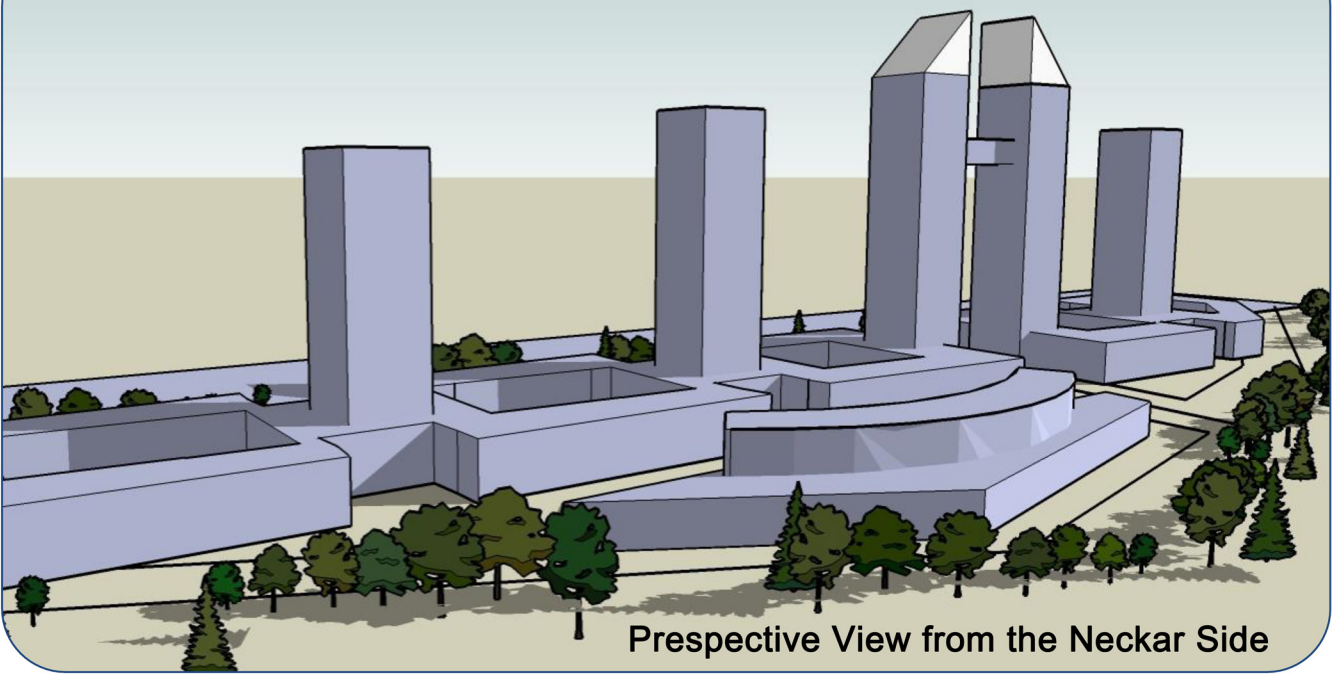
Villa Berg Master Plan - 4

Urban Mobilisation

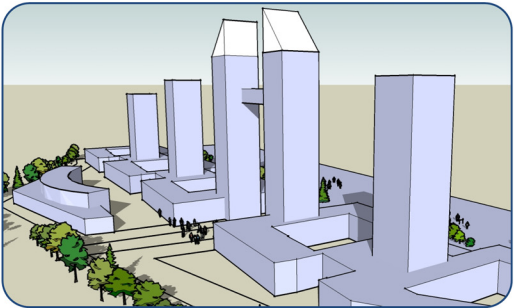
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Development Zone 02

Illustrated Conceptual Renders

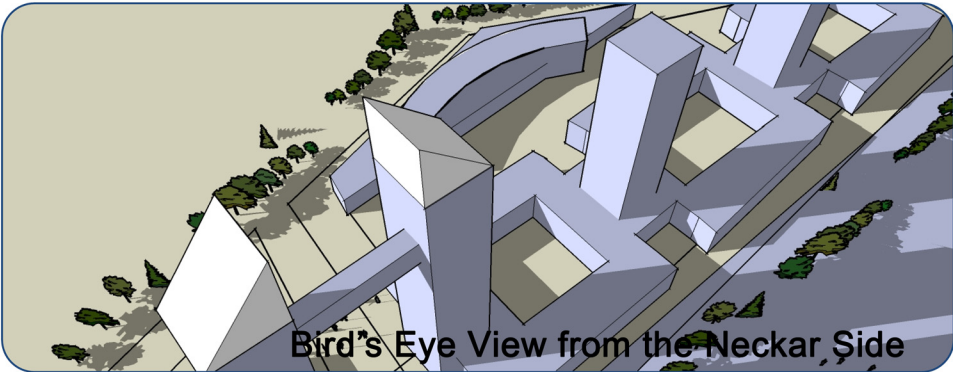


Perspective View from the Neckar Side

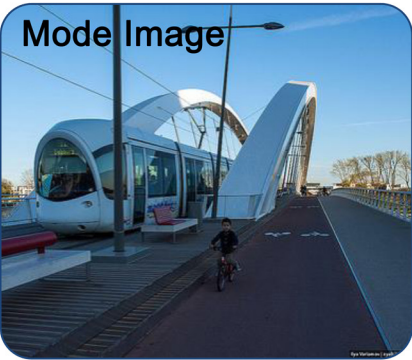


Mode Image

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
		Retail	2	15,000	720	21,600,000			300	Per Month	54,000,000	-263,060,000	5
	podium	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
		Parking Spaces	1	40,000	800	32,000,000			25	Per Month	12,000,000	-27,821,000	2
	basement												
3	Hotel (5 stars)		7	2,000	3,565	49,904,400	750	1,500,000	150	Per Room/ Day	9,000,000	-42,404,400	5

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	

