

**Measure title : Parking lot concept Phoenix West in the context of the mobility management of Dortmund**

**Country:** Germany

**City:** Dortmund

## A1 Objectives

The City of Dortmund makes it possible for developers of new buildings to build less parking with their development if they at the same time submit a mobility concept/plan. This is in order to reduce the reliance on the private car for trips to the new/expanded building.

## A2 Description of the CS

The old industrial City of Dortmund (about 583,000 inhabitants) in the Ruhr area is significantly affected by structural change. The ambition of the City is to make a transformation from an industrial city into a major center of services and technology in North Rhine-Westphalia. In this context, Phoenix West - formerly a steelworks – is being developed into a modern technology park with up to 6,000 jobs on an area with about 110ha. The park was designed to be built at high density and with high quality buildings and, related to this, a sustainable mode share for trips to the site is also an objective.

The City of Dortmund makes it possible for developers of new buildings at Phoenix West to build less parking with their development if they at the same time submit a mobility concept/plan, for example that they will install bicycle racks or other storage options for bicycles. In cooperation with the city and other experts, analyses of business trips and mobility behaviour can be carried out in order to create a customized mobility concept for the company.

### **Parking management at Phoenix West by the City of Dortmund**

#### Reduction of parking space requirements/parking standards:

The specifications in the development plan (in German: “Bebauungsplan”, a legally binding plan required to enable development) permit only a few of the required parking spaces to be located on the surface. Construction of underground or parking structures is expensive. Alternatives to reduce the number of parking spaces to be built are as follows (these can be combined):

- Easement on a property nearby (so the walking distance between parking lot and workplace increases)
- Transfer of money to the City, instead of building parking lots (7.000 € per parking lot)
- Reducing the parking space requirement by means of a mobility concept

However, some form of reduction of the parking space requirement is essential for negotiations with the City.

The parking space requirement is calculated according to an individual assessment in the planning permission for the company (determining by the number of jobs, attendance rate, car user-share and so forth). However, when the number of jobs is not known, then the calculation is performed according to the specific tables (BauO NW) in this case: 1 parking lot per 30 m<sup>2</sup> of usable office space.

This requirement can be reduced by building cycle parking spaces, as follows:

- cycle parking for 5% of employees: 2.5% fewer car parking spaces are permitted.
- cycle parking for 10% of employees: 5% fewer parking spaces.
- cycle parking for 15% of employees: 7.5% fewer parking spaces.

An added bonus will be guaranteed if the creation of a locker room (incl. shower) is designated: 1 parking lot can be saved.



High-quality bicycle parking

© Andreas Meißner

Station of the bicycle sharing scheme:

Metropolrad Ruhr

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Further opportunities for reductions in parking spaces can be achieved through agreements in the context of a mobility plan, as follows:

The City of Dortmund offers mobility consulting services for the enterprises at Phoenix West:

- Improvement of processes in business trip logistics (goods traffic)
- Job tickets or other public transport offers
- Measures to promote carpooling
- Other image-promoting measures
- Construction of bicycle parking facilities / showers / changing facilities

Development of a mandatory program of measures ("urban development contract") for example:

- Obligatory introduction of Job-Tickets for the staff
- Contract with a car-sharing company
- Construction of bicycle parking facilities, bicycle facilities in the building, stacking spaces, automatic parking racks
- parking management of the companies parking lots etc.

The impact of the reduced parking requirements is subject to annual monitoring, and companies must pay if there is a failure to comply. The money goes into a foundation that ultimately can pay for additional "Community" parking spaces.

## **B Costs and who paid them**

Costs are unknown or not documented. Explicitly for mobility management costs are incurred so far only for the Mobility Guide (publication by the LEG) and in the form of staff hours for consulting. The costs of cycling infrastructure are included in the overall costs of land development. In addition, the costs for the bus services are not published.

### C Project objectives, indicators, data and impact/results

OBJECTIVE	INDICATOR	DATA USED	IMPACT/RESULTS
<p><i>Reducing the number of build parking lots and therefore a positive effect of the work-travel choice towards a sustainable mode of transportation</i></p>	<p><i>A modal shift (starting with about 80 % car use in the beginning)</i></p>	<p><i>Counting cars before and after the measure; monitoring of the amount of job tickets, number of bicycle facilities</i></p>	<p><i>Unfortunately the development of the whole Phoenix West area is rather slow and therefore big amount of space is unused; Dortmund over all is facing a dramatic decline in its economic performance.</i></p> <p><i>A publication in 2009 reported that 30 companies with about 50 Employee are located Phoenix West. Especially the offers for mobility consulting and the bicycle facilities were used.</i></p>

### D Implementation process

#### D1. Stages

- Installation of the master plan: “Mobility Dortmund 2004”
- The Dortmund mobility management concept is part of the urban transport master plan called “Mobility Dortmund 2004”

The measures that make up the master plan include:

- promotion of mobility management in companies
  - mobility management for the city administration
  - specific target group mobility management (primary schools, vocational schools, companies)
  - Mobility Management in Urban Planning / Master Plan Mobility establishment of a Mobility Centre
  - Promotion of carpooling
  - Creation of new public transport services
- With the Council Decision on 08.11.2007 the amount of “commuted payment” (transfer of money to the Council instead of building parking spaces, cost 7.000 € per parking space) was fixed; before that this amount had been flexible
  - Development of (road) infrastructure and bicycle paths in Phoenix West up to 2009

## D2 Barriers

No barriers were reported.

## D3 Drivers

The Dortmund mobility management concept is part of the urban transport plan, the so-called master plan mobility Dortmund 2004, which was adopted by all major parties in the city parliament and thus deeply rooted in the administration. The mobility management is solidly integrated in the future planning of the City.

The City Council understands itself as a role model and implements concrete measures. This commitment has been rewarded: The City of Dortmund reached 2<sup>nd</sup> place in the German wide contest „Best Practice in mobility management“. In total six companies and municipalities were given awards by the German Federal Environment Ministry and German Energy Agency (dena) in recognition of exemplary mobility management and respective GHG reductions in transport. Within this German wide contest „Best Practice in mobility management“ exemplary projects aiming at changes of car drivers towards more sustainable passenger transport like PT or car pooling were searched and awarded.

### *Details: what document(s) was (were) used for answering the questions.*

- „Mobilitätsmanagement – Wissenschaftliche Grundlagen und Wirkungen in der Praxis“. Hrsg.: Mechtild Stiewe u. Ulrike Reutter; Essen 2012, p. 115-116
- "LEG Stadtentwicklung GmbH & Co. KG (Hrsg): "Mobilitätshandbuch Zukunftsstandort Phoenix West" 2008: Unter:  
[http://www.mobilitaetsmanagement.nrw.de/cms1/download/mobilitaetshandbuch\\_phoenix.pdf](http://www.mobilitaetsmanagement.nrw.de/cms1/download/mobilitaetshandbuch_phoenix.pdf) (30.4.2014). <http://www.apug.nrw.de/pdf/phoenix-west.pdf>
- [http://www.effizient-mobil.de/index.php?id=projekteinzelansicht&no\\_cache=1&start=1&cHash=00d3e2075f7810c6e065b7ce816f899e&projektId=59&back=208](http://www.effizient-mobil.de/index.php?id=projekteinzelansicht&no_cache=1&start=1&cHash=00d3e2075f7810c6e065b7ce816f899e&projektId=59&back=208)
- [http://www.effizient-mobil.de/fileadmin/user\\_upload/effizient\\_mobil/Download/Wettbewerb/MobManagement\\_Dortmund.pdf](http://www.effizient-mobil.de/fileadmin/user_upload/effizient_mobil/Download/Wettbewerb/MobManagement_Dortmund.pdf)
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