

Sustainable Neighbourhoods – from Lisbon to Leipzig through Research
Session A7 Strategies for the City of Tomorrow, Leipzig 10 May, 2007



“Life Cycle Management of Urban Neighbourhoods –
a Demand-Oriented Approach to Urban Renewal”

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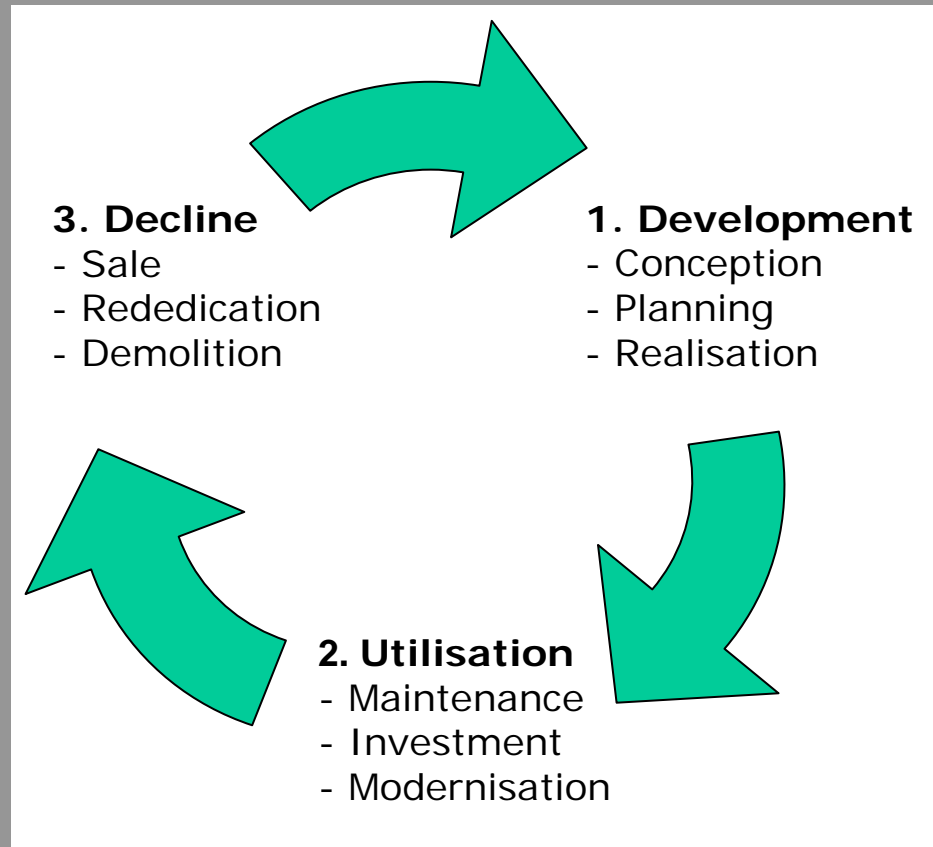
Research Focus: Urban Neighbourhoods of the 1950's to 1970's

- | Large part of the urban housing stock in many European cities
- | Often attractively located in the city
- | Reach the end of their maintenance cycle
 - | Dwellings and infrastructure need refurbishment
 - | Decreasing attractiveness and demand
- | Risk of losing important groups of residents
 - | Threat of rising infrastructure expenses and further decline
 - | High ecological costs (increasing land consumption by new suburban settlements)

Strategic Approach

- | Developing an integrative, foresighted life cycle management
- | Monitoring, analysis and management of renewal processes in urban neighbourhoods of the 1950's–1970's
- | Linking urban planning, fiscal, communicative and participatory instruments
- | Cooperation with municipalities of Goettingen and Kiel

Conceptual Approach: Life Cycles of Urban Neighbourhoods



- | Life cycles of neighbourhoods result from aggregated processes on different scales:
 - | LC of buildings
 - | LC of social and technical infrastructure
 - | Socio-demographic LC of the residential population

Key Challenges

- | Adaptation of urban neighbourhoods to changing residential demands and needs
 - | Pluralisation of life styles
 - | Ageing society
 - | Increasing socio-cultural diversity
 - | Socio-economic vulnerability of increasing segments of the (urban) population
- | Improving energy efficiency standards

Empirical Design

- | Exploration of housing mobility decisions related to urban neighbourhoods of the 1950's – 1970's
- | 73 in depth interviews with residents in two German cities
 - | Goettingen
 - | Kiel
- | Target group model of a new generation of urban dwellers

Pluralisation of Housing Mobility Patterns

- | Housing mobility decisions are frequently related to biographic upheavals
 - | Expanding families, birth of (second) child
 - | Professional mobility

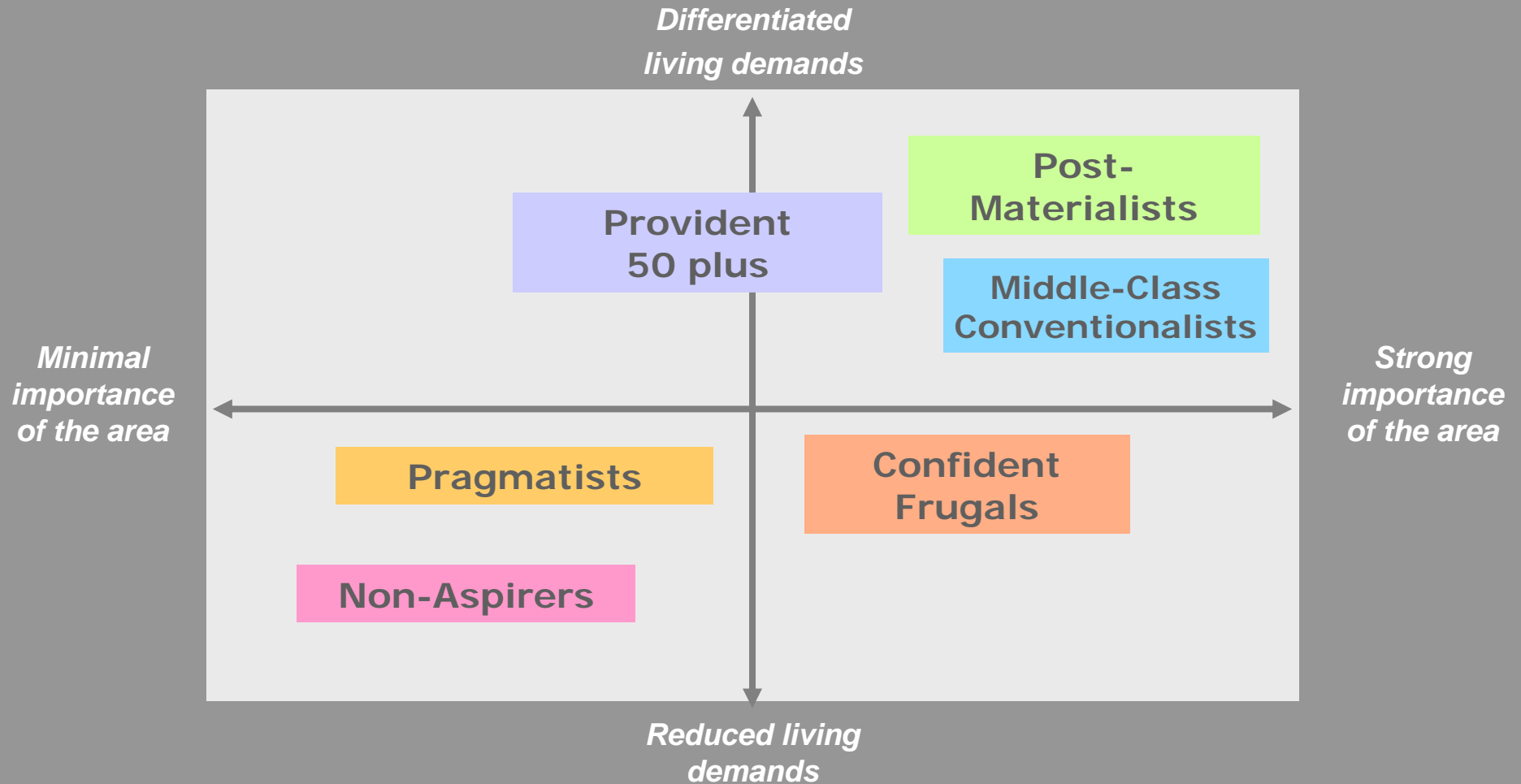
- | Increasing housing mobility in later life stages
 - | Foresighted best agers (“empty nests”)
 - | Moving by reasons like divorce, separation or death of one partner

Motives for Moving to Urban Neighbourhoods of the 1950's to 1970's

- | Release from dependency on car use
 - | Life quality and flexibility
 - | Reducing mobility costs
 - | Ensuring access to social life in difficult biographical situations

- | Discovering the charm of urban neighbourhoods of the 1950's to 1970's
 - | Relatively large plots (single family / row houses)
 - | Ample green areas
 - | Central location in the city
 - | Moderate rent or purchase prices

Target Group Positioning Model



Post-Materialists

- | Complex, multi-optional demands
 - | Sufficient space in which to live and work
 - | Good infrastructure for children
- | Living in 'multi-cultural' areas
- | Tenants of refurbished apartments
- | Purchasers of own houses
- | Middle age groups, many families with several children
- | Higher education qualifications and income

Provident 50 plus

- | Reorientation for retirement
 - | Maintaining independence
 - | Low maintenance and convenient
 - | Safe housing environment
- | Good infrastructure and public transport within walking distance
- | Proximity of children, grandchildren, friends
- | Both rented and own apartments
- | Age group between 55 and 65, small households

Conclusion

- | New generation of urban dwellers with specific and differentiated demands and needs
- | Considerate and provident transition strategies for urban neighbourhoods of the 1950's – 1970's
 - | Social stabilisation and diversification
 - | Participation of housing companies, private house owners, and other stakeholders
 - | Combining different types of planning and marketing instruments
- | High priority to communication
 - | Innovative ways of “neighbourhood marketing”

Thank you very much for your attention!

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