



IBA27.de
STADTREGION
STUTTGART

Internationale Bauausstellung 2027
StadtRegion Stuttgart

How will we live tomorrow in Europe?
IBA Vienna Final Presentation – Symposium

Round 2: „Productive urban neighbourhood Winnenden“

28.09.2022



Productive urban neighbourhood Winnenden

characteristics:
5,8 ha property size
FAR 2.0 over all
225 housing units +
76.000 m² gr. fl. area for
businesses

project start 2020
completion first stage (40%)
2027



picture: city of Winnenden / Benjamin Beytekin



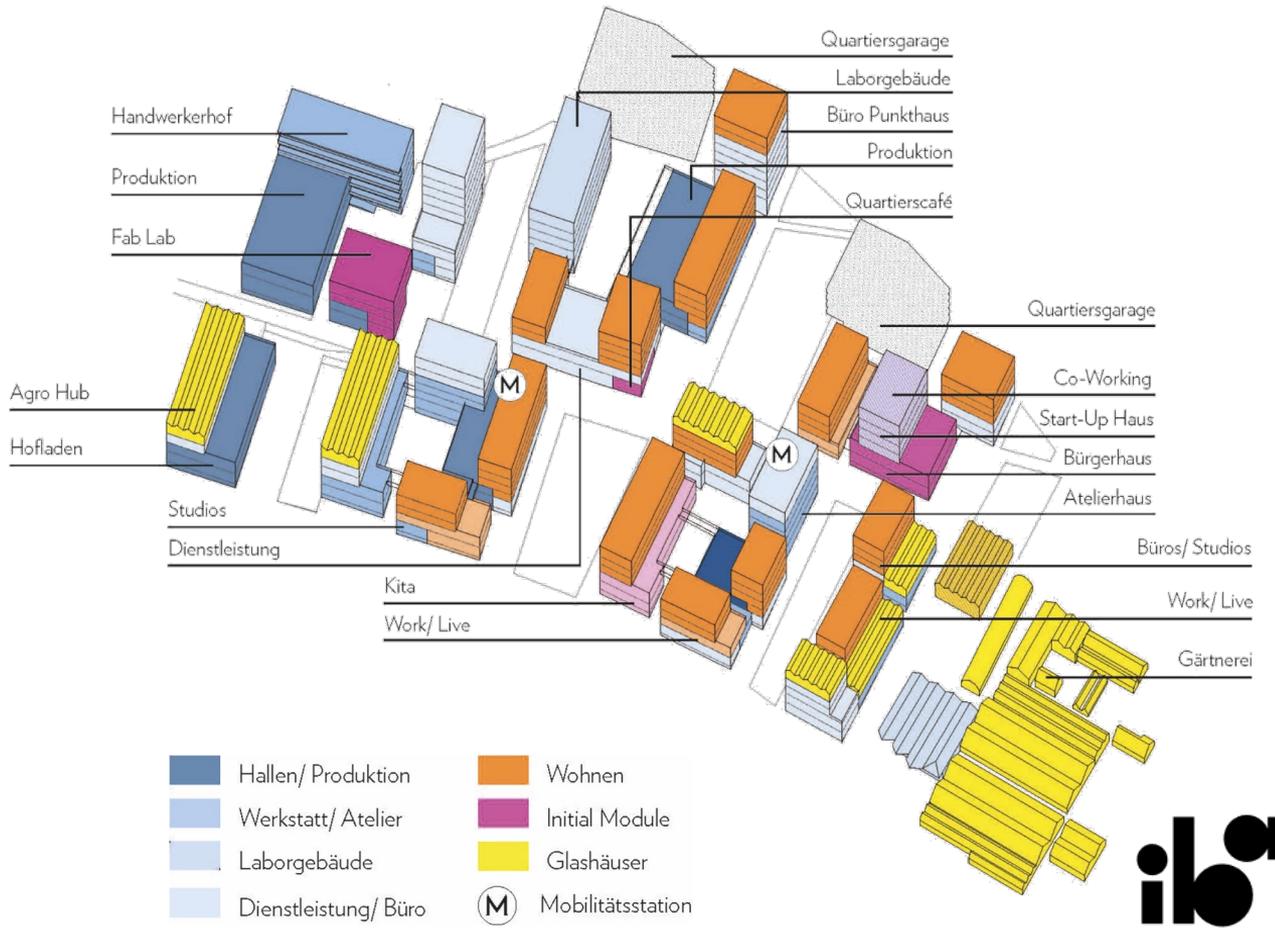
diversity and mixed use

close spacial connection
between production,
creativity, housing and
agriculture

innovative mix of new housing
and working forms

vital public and green space
and supporting the exchange
of ideas

integrating urban agriculture
into the city



layers of community

space management,
trade, marketing, cocreation,
sharing space and facilities

neighborly help, child care,
gardening, support

for businesses, inhabitants
and city society

different legal forms



gap



stakes and holders

businesses

- rent
- requirements
- employees
- business model
- green space

city

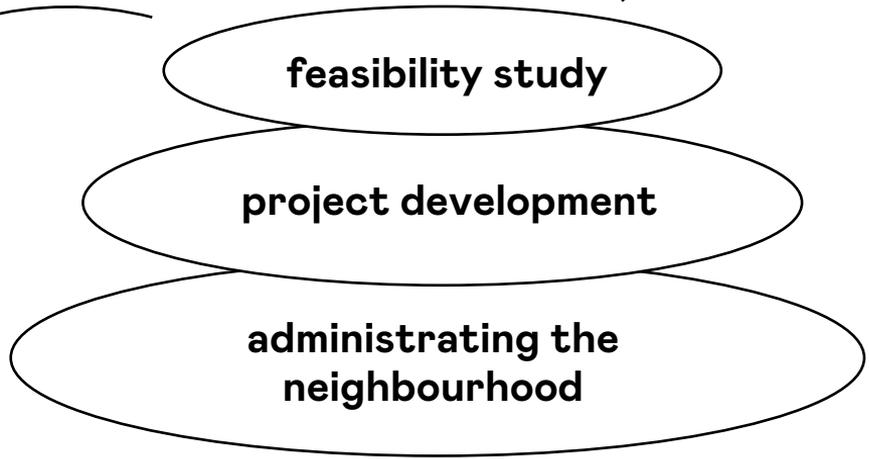
- „governance“
- legal zoning plan
- concept-based tendering
- land price
- ownership

developer

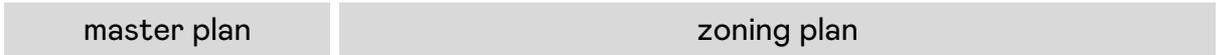
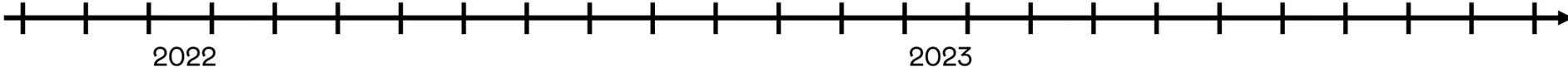
- implementation
- Investment model
- tenant management
- communication

citizens

- public space
- „green fields“
- dwelling forms
- utilisation
- climate change



next steps

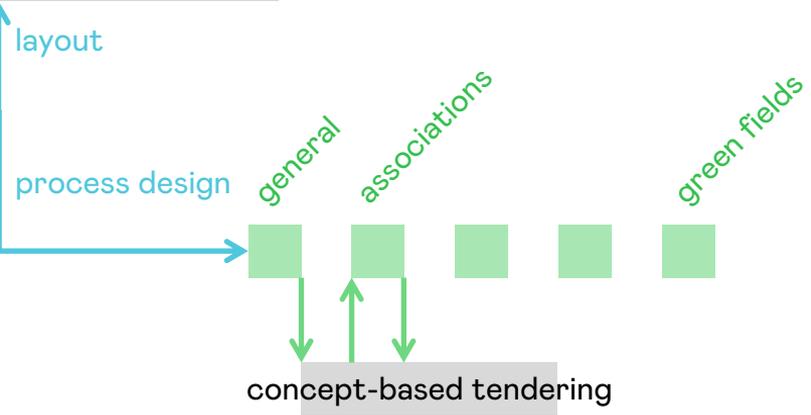


developers/businesses

feasibility-study

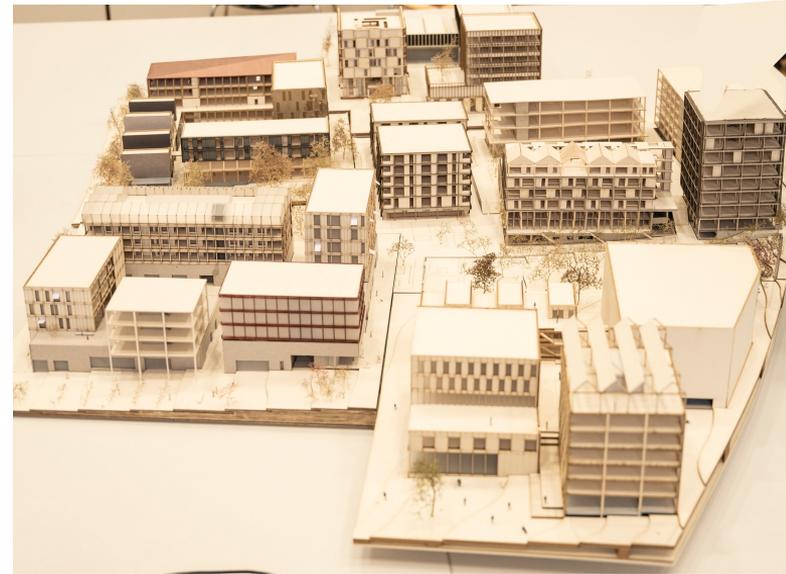
obstacles/support
for mixed use
development

public



very first responses

- very well recieved
- 10–30 m € single project size (1–2 bldg.)
→ better suiting for more local developers and businesses, bigger developpers can bundle
- unit size of about 300–500 m² is very wanted
→ this business size is forced out of the city
- have to develop tenancy and ownership models for housing and businesses as they have different interests within the building
→ supports new housing forms, new target groups



IBA27.de STADTREGION STUTTGART

iba27.de/newsletter
[#iba27](https://twitter.com/iba27)



@iba2027



iba_2027

