



RETAIL TRADE CONCEPT IN FREIBURG

the importance of retail for sustainable urban development

02.10.2018 – Hanna Denecke, Urban Planning Department Freiburg

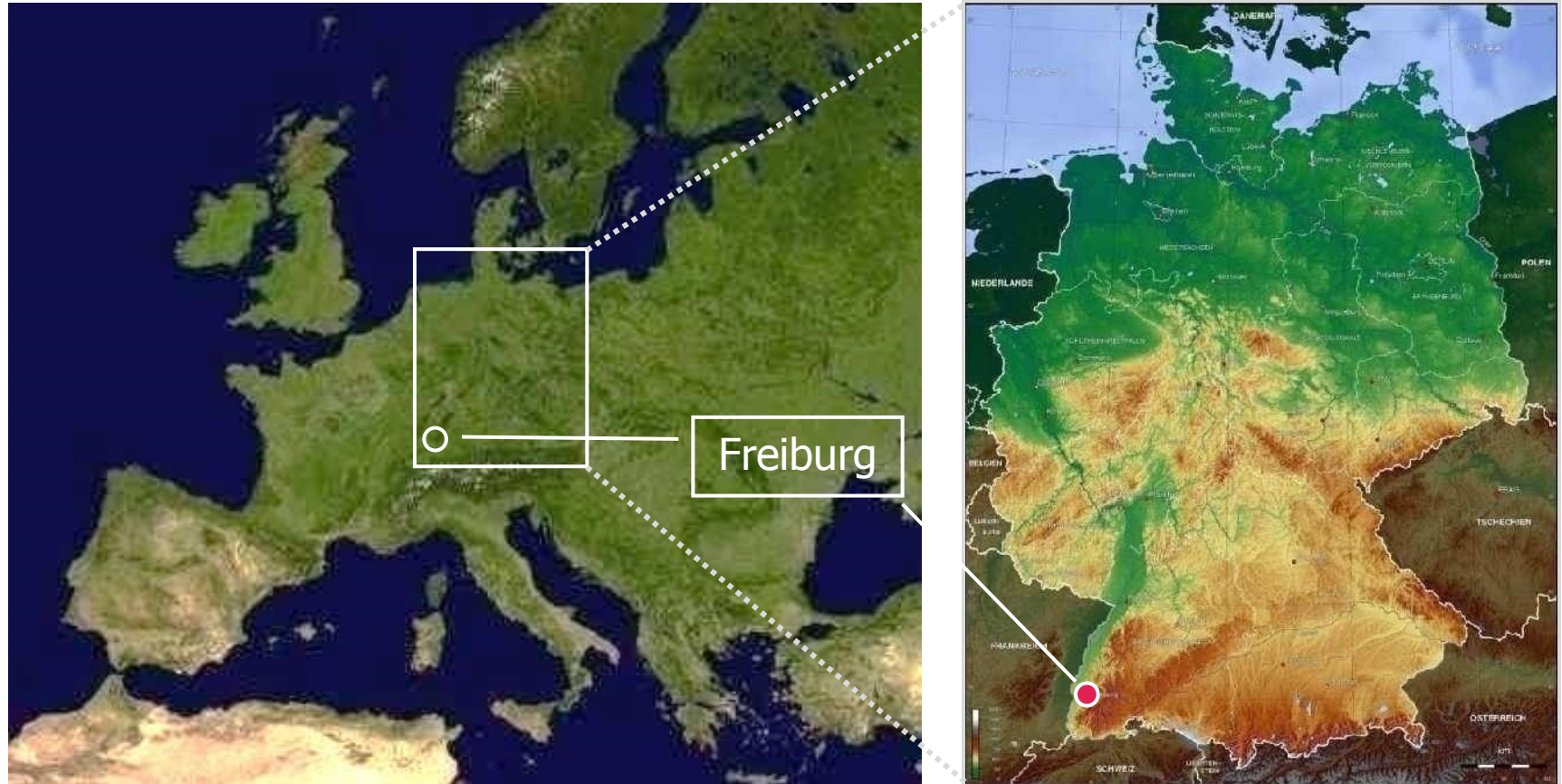
Urban Development in Freiburg

The City of Freiburg: facts & figures

Retail Trade Concept

The Challenge of Online Shopping

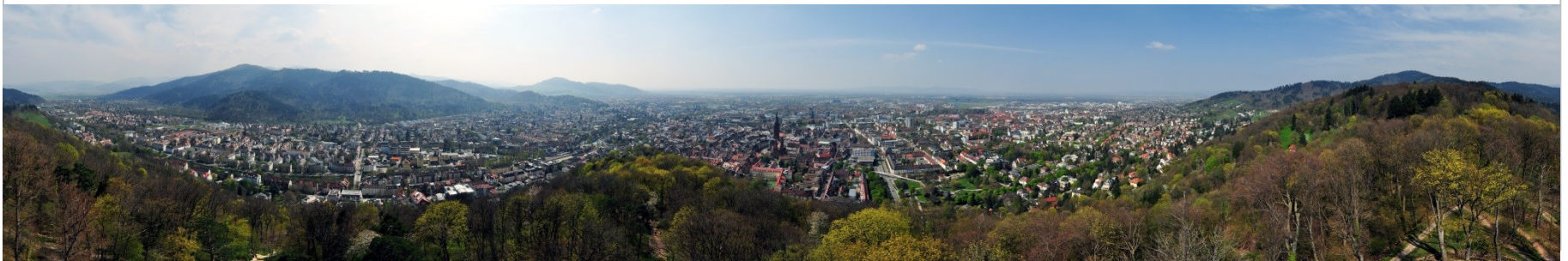
The City of Freiburg: facts and figures ...



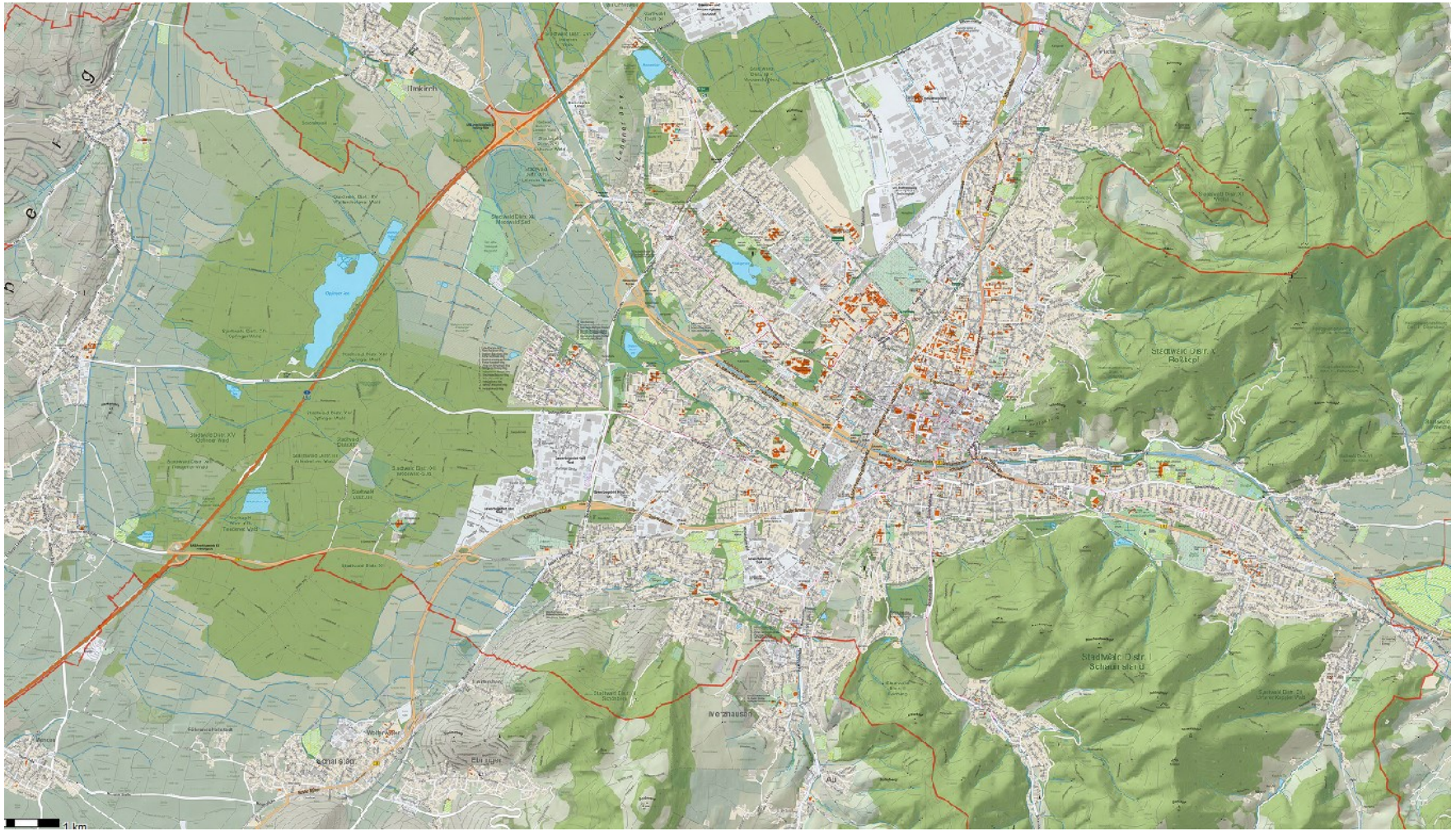
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The City of Freiburg: facts and figures ...

- **Population:** >228,000 Inhabitants, growing
- **Area:** 150 km², > 50% natural conservation
- **Universities:** 30,000 students (founded in 1457)
- **Tourism:** 1 million overnight stays per year
- **climate:** one of the sunniest and warmest cities of Germany



The City of Freiburg: facts and figures ...



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Freiburg 
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The City of Freiburg: facts and figures ...



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Challenge: Availability of building land



Land-use:

Forests: 40 %

Protected natural areas: ca. 50 %

Height difference ca. 1.000 m

Importance for recreation and tourism

Restrictions for building land development

The City of Freiburg: ... and the challenges

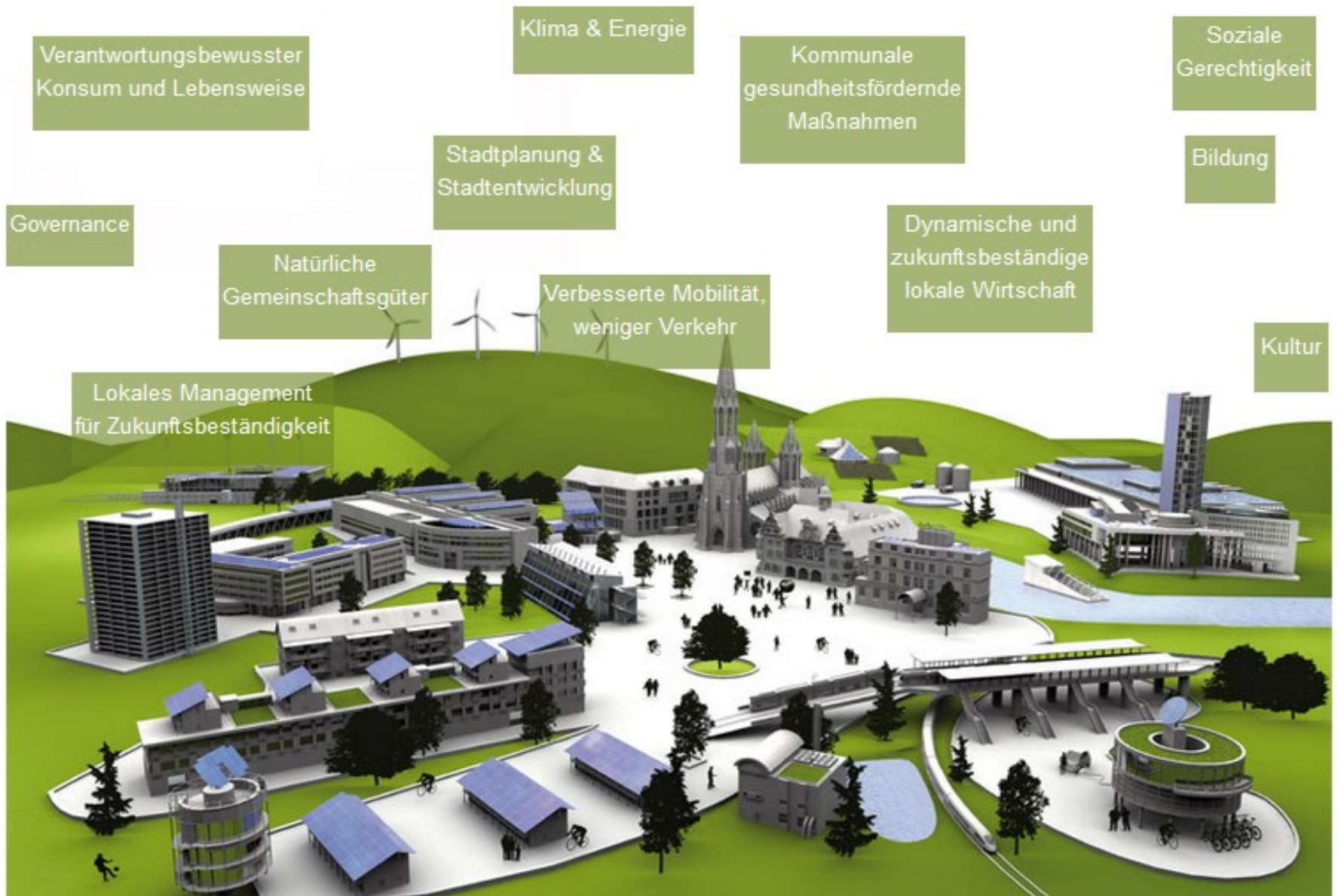


Freiburg
from the city of *forest, gothic and wine*
to *Green City*

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Local Sustainable Development Goals (Aalborg Commitments)



The City of Freiburg: ... and the challenges

Sustainable Urban Planning Goals

Compact City

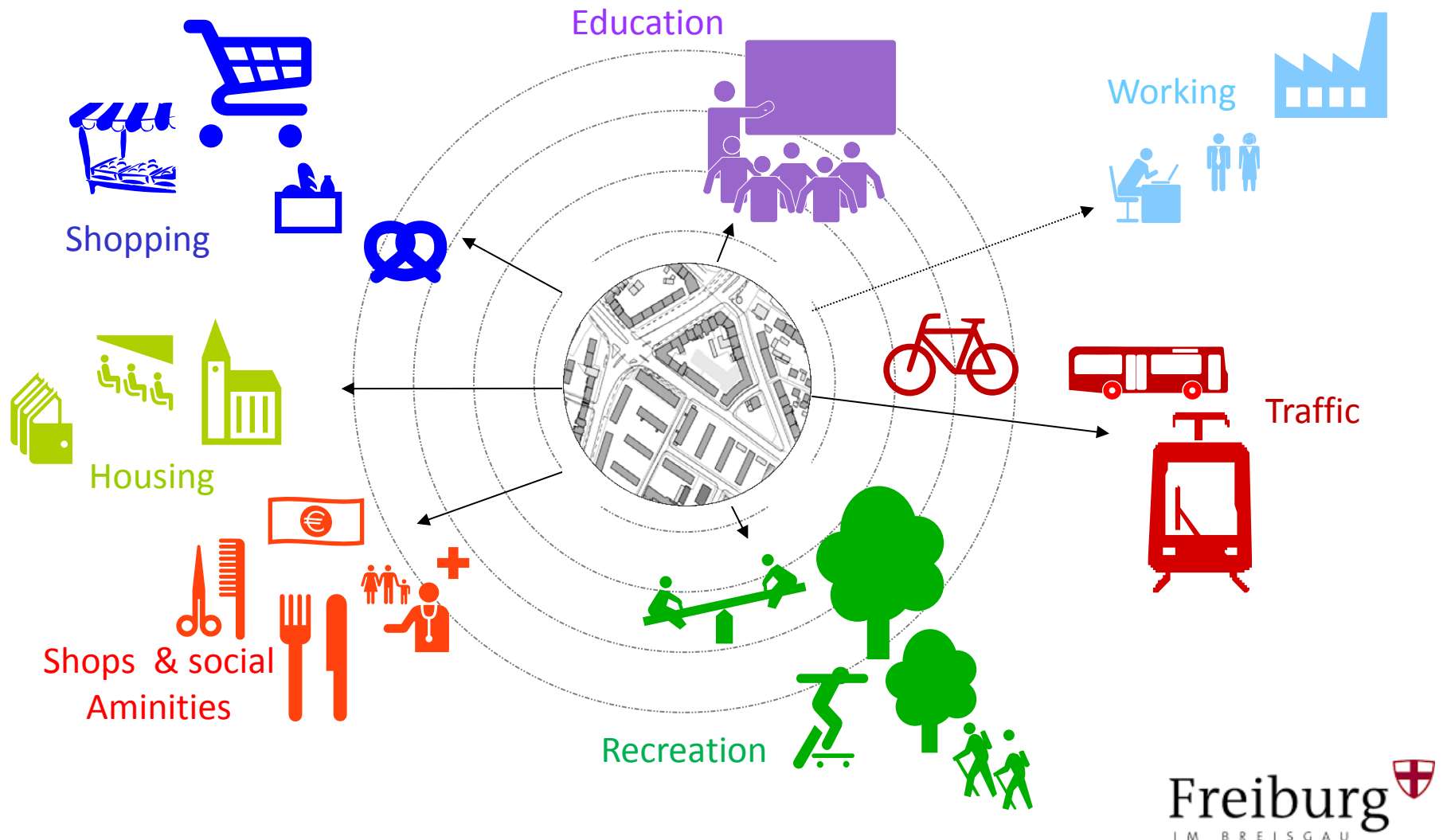
Why?

- local identity & social cohesion
- liveable neighbourhoods
- reduction of motor traffic
(reduction of greenhouse gas emissions
& air pollution)
- family friendly and inclusive neighbourhoods
- transformation for an ageing society



Sustainable Urban Planning Goals

The Compact City - City of short distances



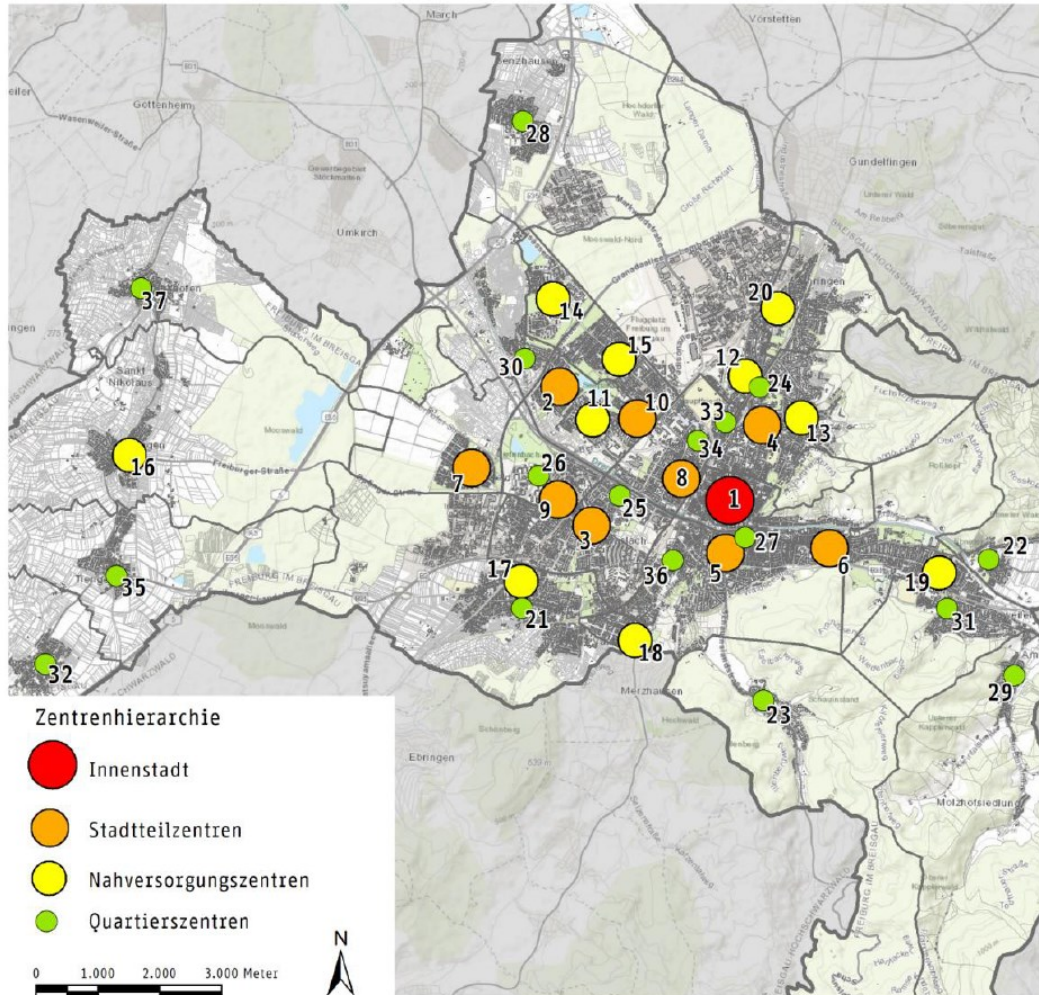
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Retail Trade Concept: centre hierarchy



zentraler Versorgungsbereich

Innenstadt

1 Innenstadt

A

zentrale Versorgungsbereiche

Stadtteilzentren

- 2 Alt-Betzenhausen
- 3 Haslach
- 4 Herdern
- 5 Mittelwiehre
- 6 Oberwiehre
- 7 Rieselfeld
- 8 Stühlinger
- 9 Weingarten
- 10 Westarkaden

B

zentrale Versorgungsbereiche

Nahversorgungszentren

- 11 Betzenhausen-Bischofslinde
- 12 Brühl Güterbahnhof
- 13 Herdern
- 14 Landwasser
- 15 Mooswald
- 16 Opfingen
- 17 St. Georgen
- 18 Vauban
- 19 Waldsee
- 20 Zähringen

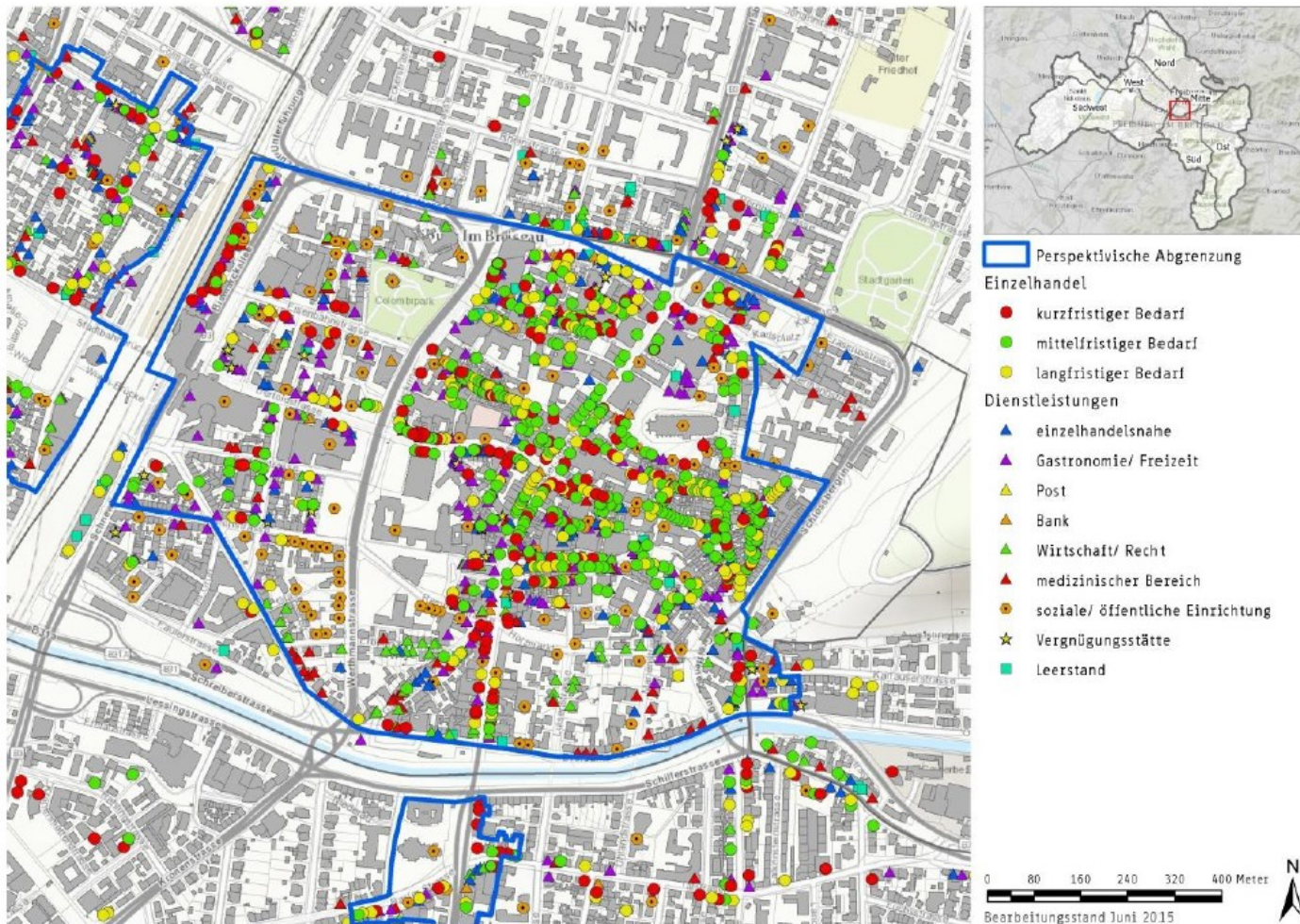
C

Quartierszentren

- 21 Blumenstraße
- 22 Ebnet
- 23 Günterstal
- 24 Habsburgerstraße
- 25 Haslach-Egerten
- 26 Haslach-Weingarten
- 27 Hildastraße
- 28 Hochdorf
- 29 Kappel
- 30 Lehen
- 31 Littenweiler
- 32 Munzingen
- 33 Stühlinger-Beurbarung
- 34 Stühlinger-Eschholz
- 35 Tiengen
- 36 Unterwiehre Nord
- 37 Waltershofen

D

Retail Trade Concept: centre hierarchy - A



Retail Trade Concept: centre hierarchy - A



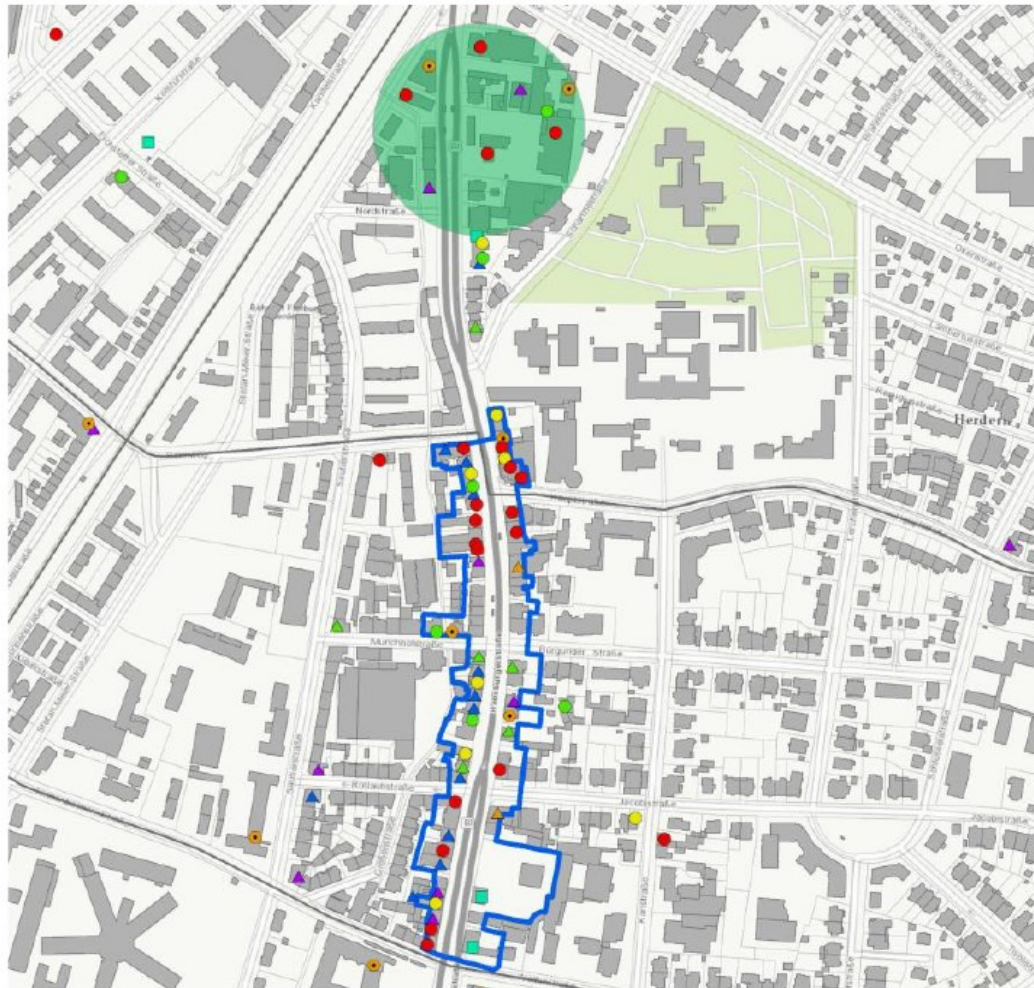
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Retail Trade Concept: centre hierarchy - A



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Retail Trade Concept: centre hierarchy - B



perspektivische Abgrenzung

Nahversorgungsbereich

Quartierszentrum

Einzelhandel

kurzfristiger Bedarf

mittelfristiger Bedarf

langfristiger Bedarf

Dienstleistungen

einzelhandelsnahe

Gastronomie/ Freizeit

Post

Bank

Wirtschaft/ Recht

medizinischer Bereich

soziale/ öffentliche Einrichtung

Vergnügungsstätte

Leerstand

0 100 200 Meter

Bearbeitungsstand September 2014



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Retail Trade Concept: centre hierarchy - C



-  Perspektivische Abgrenzung
- Einzelhandel**
-  kurzfristiger Bedarf
-  mittelfristiger Bedarf
-  langfristiger Bedarf
- Dienstleistungen**
-  einzelhandelsnahe
-  Gastronomie/ Freizeit
-  Post
-  Bank
-  Wirtschaft/ Recht
-  medizinischer Bereich
-  soziale/ öffentliche Einrichtung
-  Vergnügungsstätte
-  Leerstand

0 20 40 60 80 100 Meter

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Retail Trade Concept: centre hierarchy - D



perspektivische Abgrenzung

Nahversorgungsbereich

Quartierszentrum

Einzelhandel

kurzfristiger Bedarf

mittelfristiger Bedarf

langfristiger Bedarf

Dienstleistungen

einzelhandelsnahe

Gastronomie/ Freizeit

Post

Bank

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medizinischer Bereich

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Vergnügungstätte

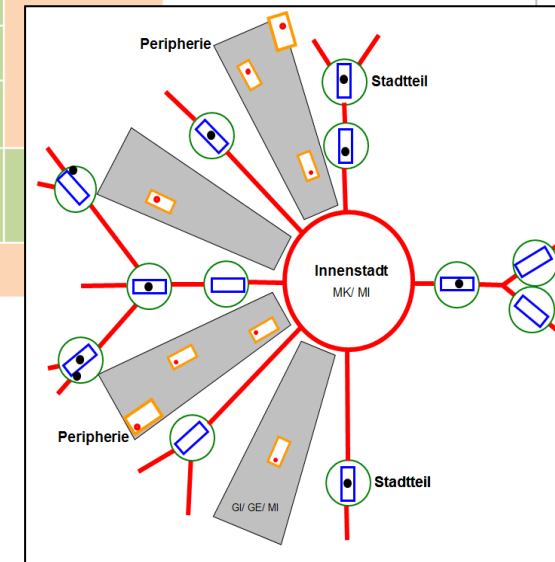
Leerstand



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Retail Trade Concept: location index

Centre hierarchy	 Local supply			 Non-food products (it fits in a bag)			 Non-food products		
	400 m ² Sales Area	< 800 m ² Sales Area	> 800 m ² Sales Area	400 m ² Sales Area	< 800 m ² Sales Area	> 800 m ² Sales Area	< 800 m ² Sales Area	> 800 m ² Sales Area	
A	Green							Orange	
B	Green	Yellow	Yellow	Green	Yellow	Red	Green	Orange	
C	Green	Yellow	Yellow	Green	Yellow	Red	Green	Orange	
D	Green	Yellow	Yellow	Yellow	Red	Red	Green	Orange	
Integrated location	Yellow	Yellow	Yellow	Red	Red	Red	Green	Orange	
Non-Integrated location (Big Boxes)	Red					Red	Green	Orange	
Industrial Park	Red					Red	Green	Orange	



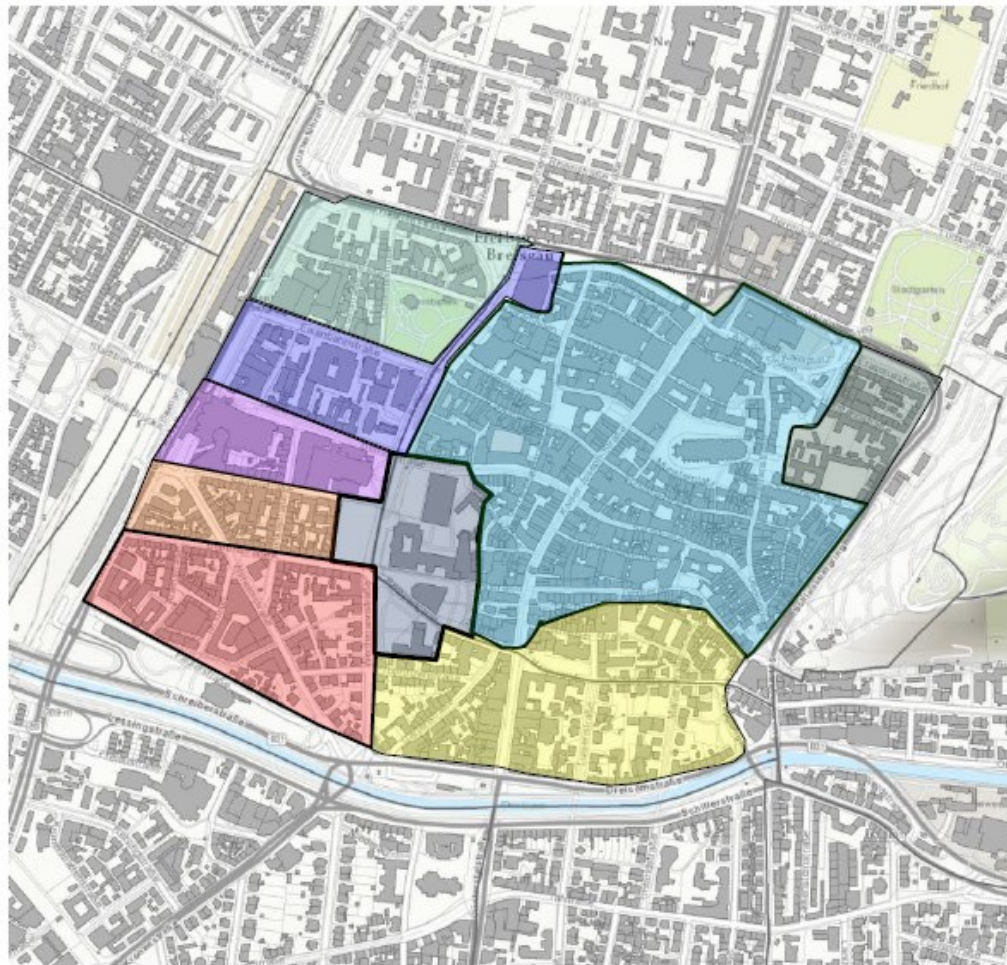
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The Challenge of Online Shopping



Nutzungszonen Innenstadtbereich

-  kulturelle Einrichtungen
(Theater, Konzerthaus, Kino)
-  Wohnen
-  Wohnen/ Gastronomie
-  Wohnen/ Dienstleistungen
-  Universität
-  öffentliche Einrichtungen/ DL
-  medizinische Einrichtungen
-  Haupteinkaufsbereich
-  Nahversorgung

0 100 200 300 Meter
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Expanding Pedestrian Zone in the City Centre



Expanding Pedestrian Zone in the City Centre



Mixed used development ...



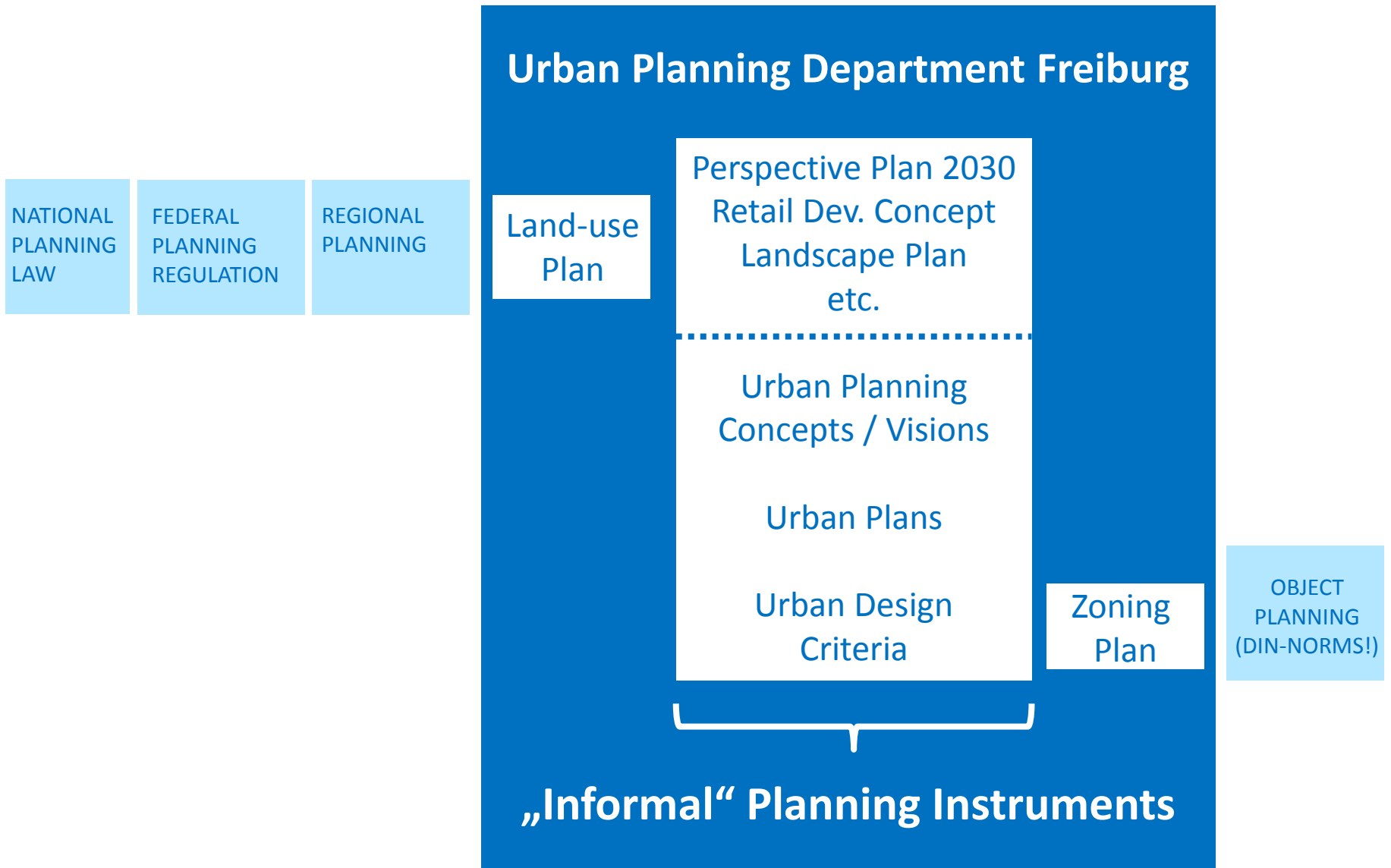
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Takk for oppmerksomheten!



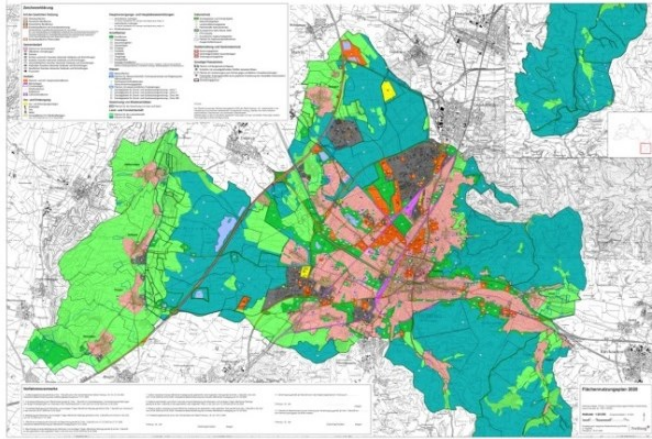
Overview of the planning system



„Formal“ Planning Instruments

Level of Detail and Control

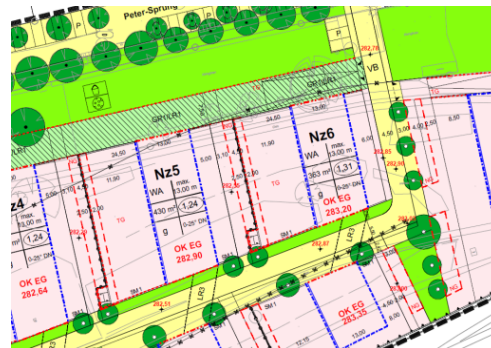
Land-Use Plan =
„Flächennutzungsplan 2020“



No Zoning Plan?



Zoning Plans =
„Bebauungspläne“ + Planning Contracts
with implementation of land development principles



„Informal“ Planning Instruments

Level of Detail and Control

