



Baden-Württemberg

MINISTRY OF TRANSPORT


# Ortsmitten - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

Ministry of Transport

Sustainable Mobility Department

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Mobility and quality of life.  
**In our cities and rural areas.** 

# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas



**Too many town and city centers lack quality of life and quality of stay**

Town: Weil der Stadt  
(before reconstruction)

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# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas



**Too many main through roads especially in rural areas put car demands first and have insufficient infrastructure for walking and cycling**

Town: Waldorfhäslach  
(before reconstruction)

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Architektur  
Stadtplanung GmbH



# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas



**Too often, town centers in rural and suburban areas offer no possibilities for encounters**

Town: Neuhausen,  
Enzkreis

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Verkehr

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Since 2021 State funding for road construction includes funding for reallocating space to Pedestrians, Bike, Bus, etc.



State Municipal Transport  
Financing Act –  
“Landesgemeindeverkehrsfinanzierungsgesetz”

# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

**... but the number of reconstruction projects to create lively and traffic-calmed town and city centers remained low**

**Despite of attractive funding options (50-75% of cost)**



# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

**Pilot Project: “Town centers - working together to make them barrier-free and liveable”**

- ④ 20 small towns were chosen as pilot communities
- ④ core element: citizen participation



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# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

**Key to success:**

**Activate small municipalities by creating public support and making change tangible**

Town: Münsingen

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- 🚶 citizens developed planning guidelines supported by planning experts



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# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

Since 2023 new programs that support local authorities – for free

Service Centre

Visualizations

Street Furniture  
(temporary)

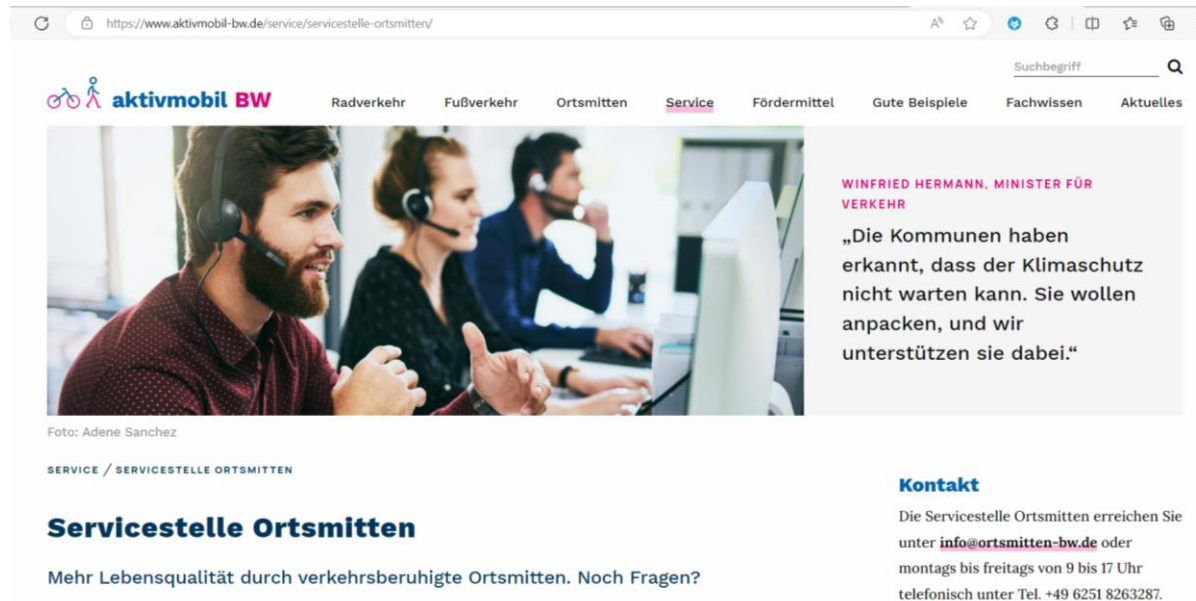
Quality check



# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

## Service centre

- ④ Provision of general and funding information and information on support programs
- ④ Acceptance point for municipal expressions of interest for quality check, loan of street furniture and visualizations



The screenshot shows the website <https://www.aktivmobil-bw.de/service/servicestelle-ortsmitten/>. The navigation bar includes links for Radverkehr, Fußverkehr, Ortsmitten, Service (highlighted), Fördermittel, Gute Beispiele, Fachwissen, and Aktuelles. A search bar is also present.

The main content area features a large image of three people wearing headsets, likely customer service staff. Below the image, it says "Foto: Adene Sanchez".

Below the image, the text reads: "SERVICE / SERVICESTELLE ORTSMITTEN".

The section is titled "Servicestelle Ortsmitten". Below this, it states: "Mehr Lebensqualität durch verkehrsberuhigte Ortsmitten. Noch Fragen?"

On the right side, there is a quote from Winfried Hermann, Minister für Verkehr: "„Die Kommunen haben erkannt, dass der Klimaschutz nicht warten kann. Sie wollen anpacken, und wir unterstützen sie dabei.“"

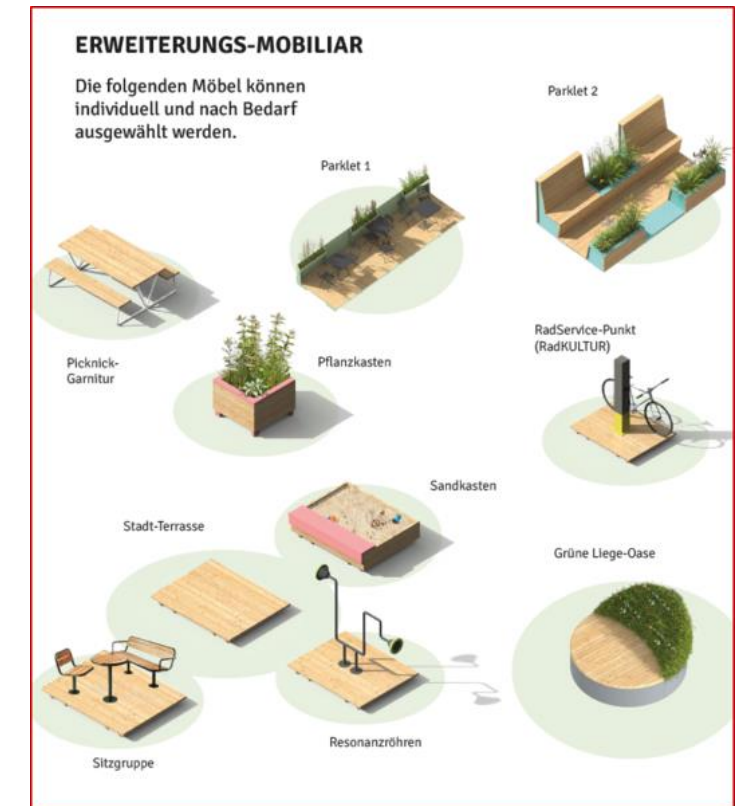
Below the quote, there is a "Kontakt" section with the following text: "Die Servicestelle Ortsmitten erreichen Sie unter [info@ortsmitten-bw.de](mailto:info@ortsmitten-bw.de) oder montags bis freitags von 9 bis 17 Uhr telefonisch unter Tel. +49 6251 8263287."



# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

## Loan of Street Furniture

- Support for traffic experiments in municipalities



# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas



- ④ Loan of street furniture and elements for the redesign of town centers
- ④ Lending of bicycle parking facilities for events

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# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

**Reallocation of space can be a means to implement parking management**

- ① Reduction of car traffic
- ① Revenues and space for infrastructure and eco-mobility services



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# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

## Visualizations

- ④ Free service offer for municipalities and civil society groups (in consultation with the municipalities)
- ④ Visualization of alternative options to facilitate and support local discussion



Town: Kehl-Kork

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# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas



Town: Aalen

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## Quality Check

- ① planning experts conduct quality checks of main through-roads
- ① participating municipalities get proposals for improvement
- ① model and example solutions are developed

### Handlungsimpuls Nr. B

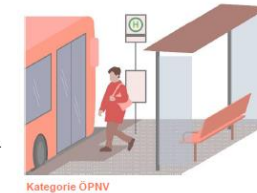
Kommune / Ortsteil	Musterdorf
Straßenkategorie	Landesstraße
Baulastträger Straße <sup>1</sup>	Land
DTV <sup>2</sup>	5.000 (Kfz/24 h)
V <sub>zul</sub>	30 km/h

#### Lage

Haltestelle Rathaus in Fahrtrichtung Nord

#### Mangelbeschreibung

Die Busbucht als Haltestellenform verbraucht anderweitig nutzbare Fläche im Seitenraum und begünstigt riskante Überholvorgänge von Kraftfahrzeugen. Die Haltestelle ist nicht vollständig barrierefrei ausgebaut.



#### Handlungsimpuls

Umgestaltung der Busbucht zu einer barrierefreien Haltestelle am Fahrbahnrand. Die Einrichtung einer Haltestelle am Fahrbahnrand bewirkt einen gesicherten Fahrgastwechsel, da der Kraftverkehr hinter dem Bus zum Stehen kommt. Ein barrierefreier Ausbau der Bushaltestelle ermöglicht die Benutzung des öffentlichen Nahverkehrs für Menschen mit Einschränkungen. Eine barrierefreie Bushaltestelle umfasst einen Hochbord, ein taktiles Leitsystem und ein Fahrgastinformationssystem mit akustischer Ansage.

#### Voraussetzungen

Keine

#### Begleitende Maßnahmen

Die zusätzlichen Flächen im Seitenraum können für Radabstellanlagen verwendet werden.

#### Realisierungshilfe

Musterelement Haltestelle am Fahrbahnrand (in Bearbeitung)

<sup>1</sup> kann im Einzelfall abweichen <sup>2</sup> Daten auf Basis des Verkehrsministeriums Baden-Württemberg

Stand 10/2023

Planersocietät und Pesch Partner

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# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

Project	Expressions of interest submitted by November 2023
Loan of street furniture	32
Visualization	36
Quality Check	56

# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas

**Vision:**  
**500 lively and**  
**traffic-calmed**  
**city centers in**  
**Baden-**  
**Württemberg by**  
**2030...**

Town: Weil der Stadt  
(before and after  
reconstruction)

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# Ortsmitte - the Baden-Württemberg Approach to Sustainable Mobility for rural and suburban areas



**...and main through-roads with good conditions for cycling and walking in rural towns**

Town: Waldorfhäslach  
(after reconstruction)

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