Sustainable Planning in Freiburg, Germany
A Madison Sister City

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Nelson Institute Earth Day Conference
April 20, 2011
Why Look at Europe?
Why Look at Germany?

Wide variety of renewable energy, energy efficiency and sustainability policy support incentives ..... (ie: Feed-in tariff, carbon trading, etc.)

More support incentives = More green projects

More green projects = More green lifestyle choices

*Europe provides good sustainability models for US - Germany has some of the best examples and related technologies ...*
Facts & Figures on Freiburg

- Population: 220,000
- Area: 150 km², of which 40% forest
- University: 550th anniversary 2007; 30,000 students
- Economy: 67% employment in service sector
- Tourism: more than 1 million overnight stays per year

A very similar economic and social environment to Madison, WI
Freiburg, Germany – A Madison “Sister City”
Solar City Freiburg
Sustainable Projects in Freiburg
1975 – Protest Against Atomic Power Plant
Car free City Center … a positive change for business?

Before ...

... after

**Increased economic activity for surrounding businesses and the addition of several popular weekly open markets!**
City Area of Vauban - a former military base...

- Flats for 5,000 people in Low Energy Standard, 270 in Passive House Standard, district heating
- Multiple social infrastructure facilities
- Since 2006 connected to city railway
How did this happen? What was the catalyst?

Original redevelopment plan for Vauban...

... City of Freiburg to sell entire parcel to a single developer for apartment/condos...

• Caused protest... squatters refused to leave buildings
• City ‘adjusts’ and asks citizens what they envision
• Citizen Response: a ‘green-oriented’ sustainability neighborhood ... the City approves ...

So the planning for GREEN Stadtteil Vauban begins!
Stadtteil Vauban in Freiburg

A Model of Sustainable Living
Vauban Vehicle Parking on Edges of Neighborhood

....Helps in supporting a ‘sustainable lifestyle’
Bicycles, Recycling, Passive House Projects
Sustainable Economy
Freiburg hosts “Local Renewables” Conferences
Solar Info Center – Freiburg, Germany
A Renewable Energy and Sustainability Business Center
How do we “translate” the Freiburg models for Madison?
Or better yet ... How do we make Madison models?

- Involve our regional stakeholders
- Identify high-visibility ‘lead’ projects and programs to develop market momentum
- Adapt to evolving opportunities
Madison Sustainability Commerce Center in the Capitol East District

Madison Sustainability Commerce Center

A Midwest collaboration and commerce center for energy and sustainability businesses

Plug into Global Opportunity
An icon of innovation, the Madison Sustainability Commerce Center is modeled after successful centers around the globe. The center will bring green businesses together with customers and connect them to a world of dynamic new market opportunities.

Business Connections: Tenants businesses of the center will be at the hub of green business in Wisconsin and the region—able to connect, mentor, share collaboration spaces, and grow with like-minded enterprises including:

- Renewable energy companies
- Energy efficiency businesses and contractors
- Sustainable building product trade and manufacturers
- Energy advocacy and policy drivers

Customer Connections: A full-commerce center, the center will be the place customers can discover, experience, and buy the products they need to green their lives. The center will feature a product showcase, technology demonstration, and sales opportunities, along with the facilities required for tenants to stock and move products.

Government Connections: Businesses at the center will enjoy a location central to where decisions are made, facilitating public-private discussions and collaborations.

Grow in the Heart of the Midwest’s Green City
Broaden your company’s sustainable model by locating in the Capitol East District of Madison, Wisconsin. As one of Forbes Top 25 Green Cities, Madison is a longtime leader in sustainability and continues to attract strong growth in green businesses, projects, and services.

Part of the Green Model. With two shining lakes, one at its base and the Madison Sustainability Commerce Center at its nexus, Madison’s Capitol East District will be poised to become an innovation epicenter and green model for tomorrow’s redeveloped urban centers. The center will be a powerful catalyst for redevelopment in the district.

Green Lifestyles. The center’s prime location will offer employees abundant green lifestyle opportunities. From surrounding neighborhoods and urban areas, workers can walk or bike to work, the lakes, green spaces, shops, restaurants, a vibrant downtown, and the world-class University of Wisconsin–Madison in just minutes.

Get Office/Flex/Tech Space That Grows with You
With a variety of spaces available, the 50,000- to 75,000-square-foot Madison Sustainability Commerce Center facility will be designed to provide flexibility as businesses change and expand.

Sustainability Showcase. The green-built facility will be a showcase of sustainable architecture and technologies. When developing products lines are ready, the center will also let businesses easily showcase their products in a highly visible demonstration area open to the public.

Amenities and Shared Resources:
- Shared conference and office equipment
- On-site restaurant-catering business
- Product exhibition space
- Educational displays
- Sustainability-related events
- Sandbox loading docks
- Commercial roof heights
- LEED certification, green utilities and other amenities

For more information, call 608-264-0280
Visit the website: www.capitoleastdistrict.com

Project Planning Partners and Contributions:
- City of Madison
- Project Home
- Energy Center of Wisconsin
- Wisconsin Energy Star Office Program
- Wisconsin Department of Commerce
- Wisconsin Energy Innovation Corporation

Capitol East
Madison, Wisconsin
As Klaus Hoppe the Freiburg Energy Dept. Director stated when he visited Madison in February 2010 -

“Involve Stakeholders!”

- City of Madison
- Delta Institute
- Energy Center of Wisconsin
- Freiburg, Germany Green City Program
- Madison Gas and Electric
- MadiSUN Program
- Project Home
- Thrive
- USDOE Solar America Cities Program
- Wisconsin Department of Commerce
- Wisconsin Energy Conservation Corporation

... and we keep adding more support ...

**CARPC**

“Capitol Area Regional Planning Commission”
(responsible for assisting the MSCC Core planning team in securing ...)

“Sustainable Communities Regional Planning Grant Program”

**HUD** funds for pre-planning
THE NEW GLOBAL GATEWAY

WITH REMARKABLE UNITY, BUSINESSES, NEIGHBORHOODS AND GOVERNMENT EMBRACE A PLAN TO RENIGORRIZE THE EAST WASHINGTON AVENUE CORRIDOR. THE CAPITOL EAST DISTRICT IS A NEW MAGNET FOR INNOVATION, CREATIVITY AND JOBS.

STORIES BY MAGGIE GINSBERG-SCHUTZ

BUILT TO LAST

MODELED AFTER A SUCCESSFUL PROJECT IN MADISON'S SISTER CITY OF FREIBURG, GERMANY, THE MADISON SUSTAINABILITY COMMERCE CENTER PROMISES TO CONNECT ECO-MINDED BUSINESSES AND CUSTOMERS.

FREIBURG BUILT THEIR WAY INTO THE SUSTAINABILITY MOVES THEY ARE TODAY 2010 WINNERS OF THE GERMAN ENVIRONMENTAL AWARD COMPETITION FEATURED AT THE SHANGHAI WORLD FAIR LAST SUMMER FOR ITS ENVIRONMENTAL INITIATIVES, AND IS HOSTED FOR GLOBAL GREEN TOURISM, BUSINESS AND EDUCATION.

BUILT TO LAST
Other Green ideas from Freiburg for Projects in Madison ...

- A Sustainability Neighborhood like Vauban?
- A food waste Biogas Digester?
- A Green Tour Booklet for Madison region?

!!New UW GreenSummer in Freiburg Program!!

*Students will research opportunities in Freiburg through a class and project internships to help support green initiatives in Madison.*
Keep the ‘vision’ and dream!

BEHNISCH ARCHITEKTEN
Opportunity Knocks!
Thank You - Danke!

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