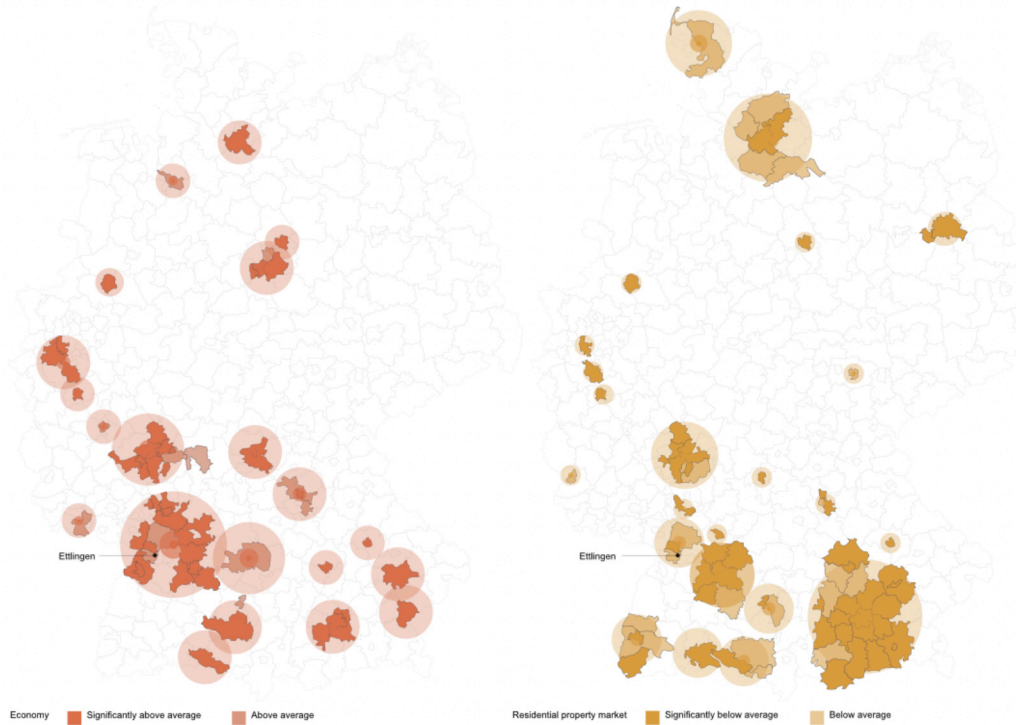


# Framing Threshold

## Reurbanization of Ettlingen's old industrial area



According to current findings, the city of Ettlingen ranks above average on a national scale in the areas of economy, infrastructure, and overall prosperity. This strong performance is also reflected in its surrounding region, including cities like Karlsruhe and Stuttgart, which are among the leaders in these sectors.

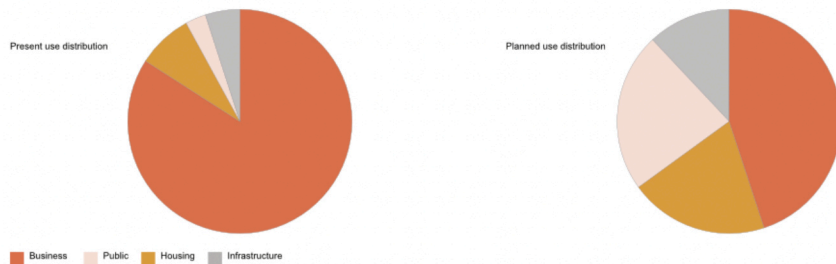
However, when one shifts the focus to the housing market, a clear imbalance becomes apparent. Many counties that demonstrate strong economic indicators tend to lag significantly behind in terms of housing availability and affordability. Ettlingen is no exception. Despite its economic strength, the local housing market is under pressure, and the demand for residential space continues to rise.

A detailed land use analysis of the former industrial area in Ettlingen revealed that approximately 83% of the built-up land area is currently allocated to commercial and industrial use. This reflects the city's historical development and its industrial heritage. At the same time, Ettlingen has outlined ambitious goals in its urban development program "Ettlingen 2030+", including a clear intention to increase the amount of residential space available in the city.

It is precisely at this intersection — between preserving valuable existing structures and addressing current urban needs — that our project development takes root. On the one hand, we aim to respect and maintain the architectural and functional heritage of the existing buildings wherever possible. On the other hand, we recognize the urgent need to strengthen the housing market and to take full advantage of the site's outstanding location for residential development.

The area's positioning along the Alb River and its proximity to the Black Forest make it uniquely attractive for housing. The blend of natural landscape, urban infrastructure, and accessibility provides optimal conditions for creating high-quality living spaces. Our project is therefore not merely about converting industrial land into residential use — it is about building a new, balanced urban fabric that reflects Ettlingen's future-oriented identity while retaining its historical roots.

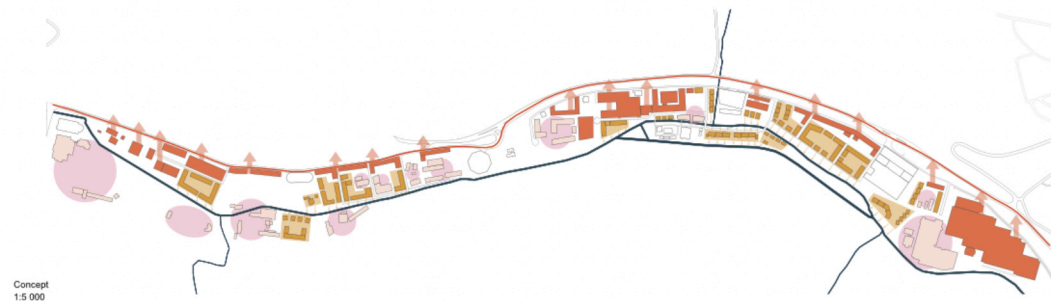
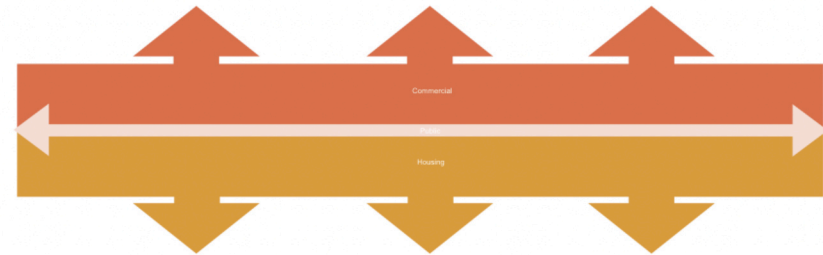
By carefully integrating mixed-use concepts and ensuring that both public and private spaces are thoughtfully connected, we aim to create a vibrant, inclusive neighborhood. This development will not only alleviate the housing pressure but also contribute to a more resilient and livable urban environment — one that meets the diverse needs of Ettlingen's growing population.

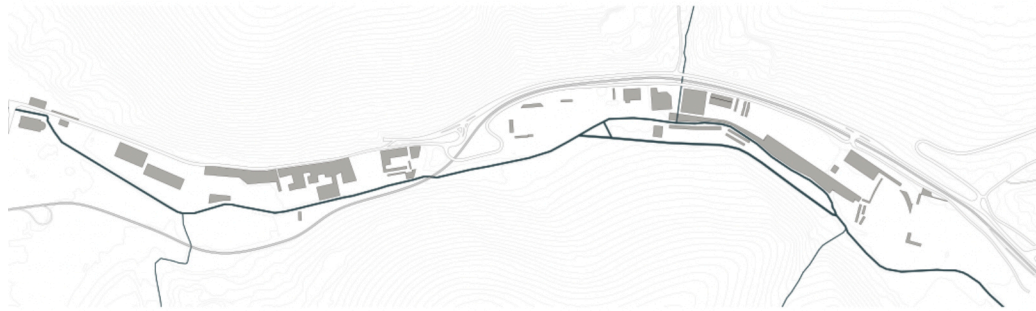


To achieve a greater mix of uses within the development, we have devised a threshold principle. Buildings primarily designated for commercial use are strategically positioned along the main street and are designed with a greater number of floors compared to the other structures. This serves a dual purpose: firstly, to act as a sound barrier that shields the inner areas from traffic noise, and secondly, to create a distinctive gateway that marks the entrance to the neighborhood, giving the area a clear and inviting identity.

In contrast, our residential buildings are oriented towards the Alb River, allowing residents to fully benefit from the natural advantages and scenic qualities of the area. This orientation fosters a tranquil living environment, connecting inhabitants with green spaces and enhancing their quality of life.

Bridging these two distinct components—the commercial zone along the street and the residential zone by the Alb—is the public realm, which serves as the vital connective element. Public spaces and communal facilities are integrated thoughtfully to promote interaction, social cohesion, and accessibility.





Surface Analysis  
1:5 000

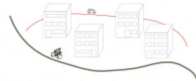
Currently, most of the sealed (impermeable) surfaces within our site are used as parking areas. These surfaces not only occupy valuable space but also obstruct access to the Abt River, limiting both visual and physical connections to the natural landscape.

To address this issue, we are implementing a new mobility strategy centered around the construction of Mobility Hubs. These multifunctional structures are designed to support a variety of transportation modes, including car sharing, e-bikes, cargo bikes, public transit connections, and other sustainable mobility options.

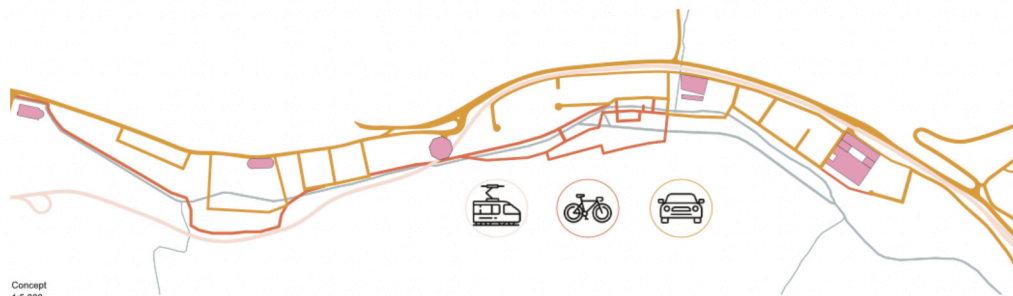
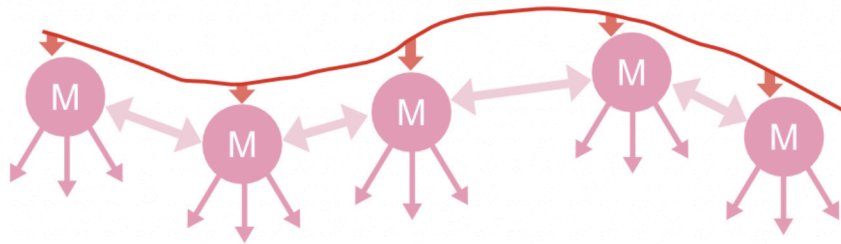
By relocating the majority of car traffic and parking infrastructure to the northern edge of the site, we are able to free the central area from motorized traffic. This shift not only reduces noise and emissions, but also significantly improves the quality of the urban environment. The core of the neighborhood will be transformed into a pedestrian-friendly, green, and open space that encourages walking, cycling, and social interaction.



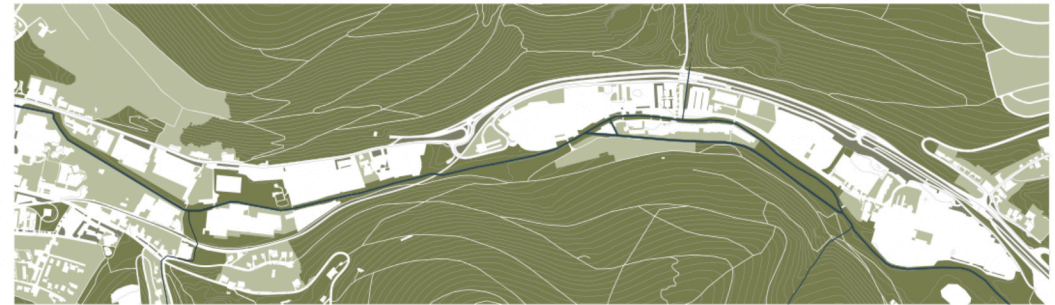
Create Mobility Hubs



Relocation of motorized traffic to the outskirts



Concept  
1:5 000



Green Analysis  
1:5 000

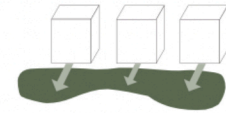
At first glance, the site appears to be very green. However, a closer look reveals that these green areas currently lack any real quality of stay. They are largely unused, fragmented, and do not invite people to linger, gather, or interact. The greenery exists, but it does not yet fulfill its full potential as usable, social, or ecological space.

Our goal is to activate and enhance these green spaces by introducing a diverse mix of uses. We believe that green areas should be more than visual elements – they should become active parts of daily life. To achieve this, we are rethinking the design, accessibility, and function of open spaces across the site.

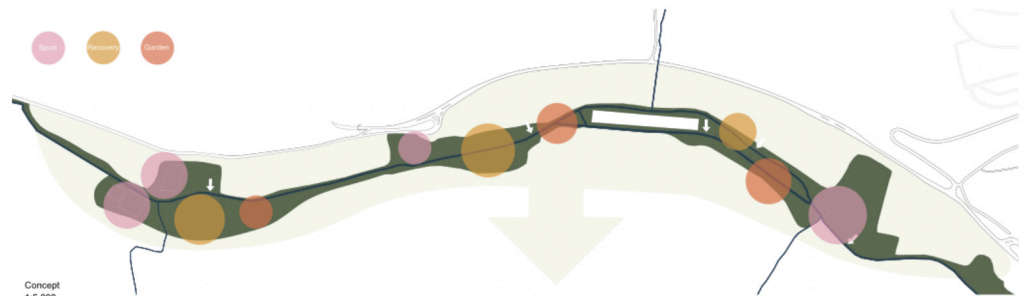
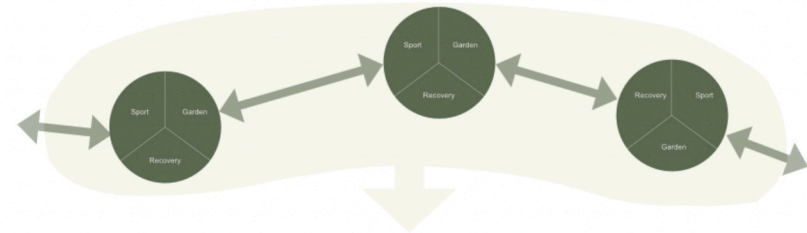
We are promoting mixed-use green spaces that support recreation, relaxation, community interaction, and even ecological education. These areas will integrate seating, play zones, shaded rest spots, informal meeting places, and connections to nearby buildings and public uses. Through this layering of functions, the green spaces gain a new identity — as shared, meaningful places that are relevant to a broad range of users.



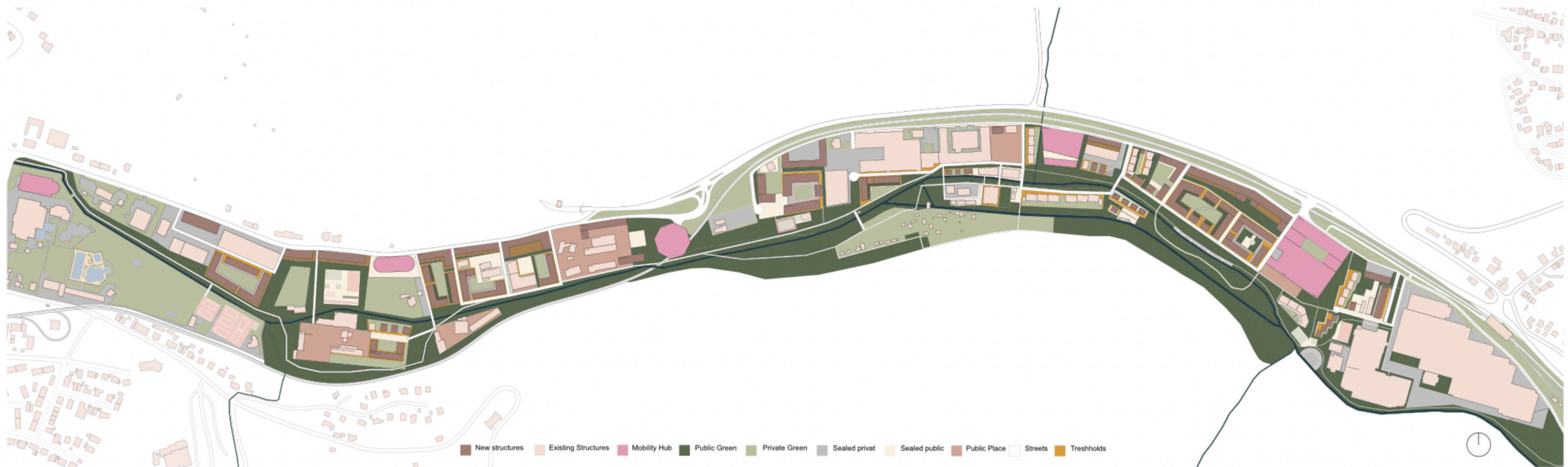
Encourage diverse uses of outdoor spaces



Enhance public spaces

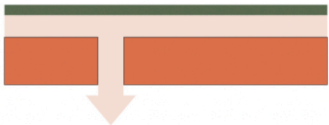


Concept  
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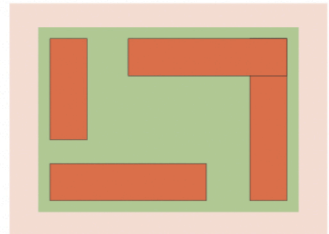


■ New structures 
 ■ Existing Structures 
 ■ Mobility Hub 
 ■ Public Green 
 ■ Private Green 
 ■ Sealed privat 
 ■ Sealed public 
 ■ Public Place 
 ■ Streets 
 ■ Thresholds

**Toolbox - Thresholds in Concept**



Entering our neighborhood as a threshold  
The new commercial buildings form the gateway to our neighborhood.



The threshold before entering the residential quarters  
Each residential building features a threshold between the traffic zone and the entrance area.  
This space includes, for example, bicycle parking, waste disposal units, and small seating areas.



The threshold into the public realm  
Every building with a public function is preceded by a public square.  
This creates additional opportunities for communication and interaction within the urban public space.

When analyzing the site, two boundaries proved to be very defining. One is the main road in the north, and the other is the river Alb in the south. We have interpreted both of these defining structures as boundaries with which we wish to interact differently.

We see great potential in the main road. Broadly speaking, it serves as a connecting element between the Rhine plain and the Black Forest. We want to expand this potential by concentrating all motorized mobility forms in the north of our site. The main road and train station will remain. A fast cycling route will also be added. Along this mobility axis, five mobility hubs will be created to support various forms of mobility and primarily serve as parking garages. This brings two major advantages to traffic management within our site. All areas currently used for parking can be repurposed and returned to the public.

Secondly, our site develops into a low-car neighborhood. With the removal of sealed parking structures, a completely different approach to our second boundary also opens up. Access to the river Alb will be strengthened and promoted, among other things through the green corridor that winds along it. The green corridor is divided into three hotspots, all of which are characterized by a variety of uses. Each of the three hotspots includes sports facilities, garden-like structures, and as much "untouched" nature as possible, offering visitors the opportunity to use the green space independently.

The internal structure of our neighborhood is also based on considerations of boundaries. Internally, however, we worked not with strict boundaries but with thresholds that clearly define areas while remaining permeable, creating an open neighborhood in which individual areas of use are clearly defined. The first threshold is formed by the tall buildings oriented toward the north. They are reserved for commercial use and serve as the gateway to the quarter. All residential areas are entered through a threshold that separates the private space from the traffic area. In this threshold, residents find space for bicycle parking and the like, and at the same time, a space that separates them from active city life.

We defined the threshold into public buildings through public squares. In front of each building with a public use, there is a public square to further emphasize the communal character.

The threshold between green space and water is secured by structural elements that, on the one hand, offer visitors the opportunity to experience the water and, at the same time, provide a small buffer area in case of high-water risks.

The various housing types we defined are also distinguished and simultaneously connected by different thresholds.

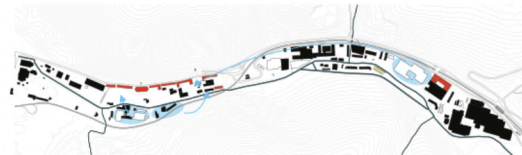
Our communal housing types are complemented by semi-private access balconies that form a threshold into the communal outdoor space (courtyard) and at the same time promote communication.

The individual housing types have private garden areas as an equivalent, which also define the threshold between private and communal green space, but function differently and allow for more self-determined quiet space.

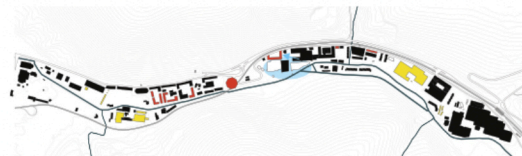
In conclusion, the aim of the design is to demonstrate that mixed use is also possible in a "predefined" and established space, and that it is equally possible to create opportunities for individual development and communal cohesion.



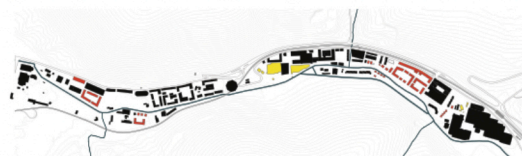
**Construction Phase 1:**  
Relocation of the car dealerships to the new industrial area of Ettingen  
Partial demolition of the old car dealership buildings  
Construction of Mobility Hub 4



**Construction Phase 2:**  
Construction of new structures for commercial use  
Relocation of existing commercial sites to the new commercial corridor  
Demolition of garages due to the Mobility Hub  
Construction of Mobility Hub 5



**Construction Phase 3:**  
Demolition of the warehouse and partial demolition of the old printing facility  
Construction of Mobility Hub 3  
Construction of the first new residential buildings  
Downsizing of construction-related businesses and relocation to the new commercial corridor



**Construction Phase 4:**  
Construction of new residential buildings in the western part of the city – the western area receives a new public core and newly developed residential neighborhoods  
Demolition of warehouse buildings  
Development of a new residential quarter in the eastern part of the city and establishment of the creative district



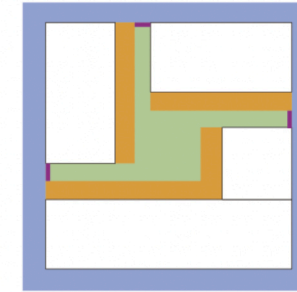
**Construction Phase 5:**  
Construction of the education campus and relocation of the daycare center (KITA)  
Construction of new residential buildings

■ Unchanged existing structures 
 ■ New construction 
 ■ Demolition 
 ■ Changing existing structures 
 ■ Reuse / Conversion



Master Plan  
1:1000

Toolbox - Thresholds in Master

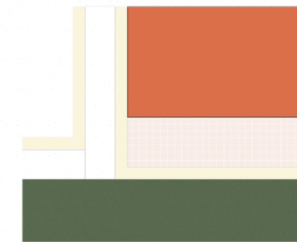


Threshold into the residential quarters

The threshold from the traffic area to the residential quarter surrounds the entire neighborhood. It serves as a space for bicycle parking, waste disposal units, and small seating areas.

The threshold from the private area to the courtyard is represented by our semi-private structures. For communal living, this is realized through the gallery corridors, while individual residential quarters are designed with garden areas.

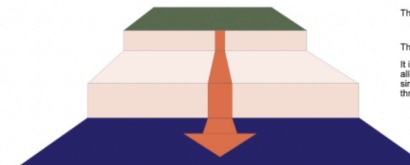
The threshold from the traffic area into the courtyard is defined by access paths bordered with garden fences. It is up to the residents to decide how public or private they want this space to be.



Threshold from circulation space to communal area

The traffic area is distinguished from the public communal spaces by different types of flooring.

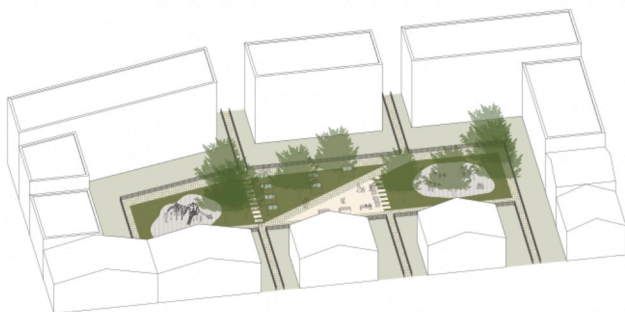
The threshold is therefore not defined by a physical room but by the variation in floor materials.



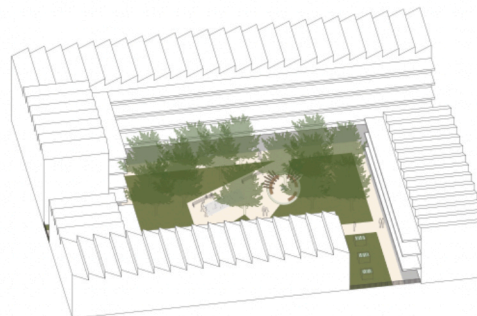
Threshold from green space to water

This threshold directly serves its users. It is designed as a structural measure to allow access to the water while simultaneously acting as a small buffer threshold in flood-prone areas.

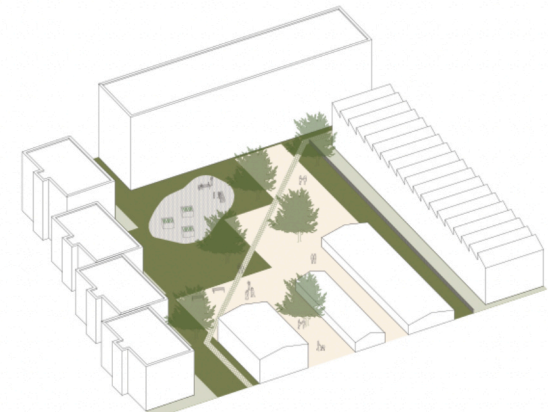
Toolbox Thresholds in Master



AXO Neighborhood Family



AXO Neighborhood Communal



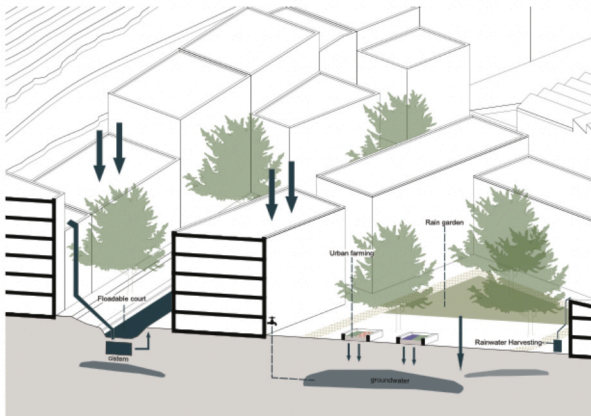
AXO Neighborhood Creative



Zoom-in  
1:200



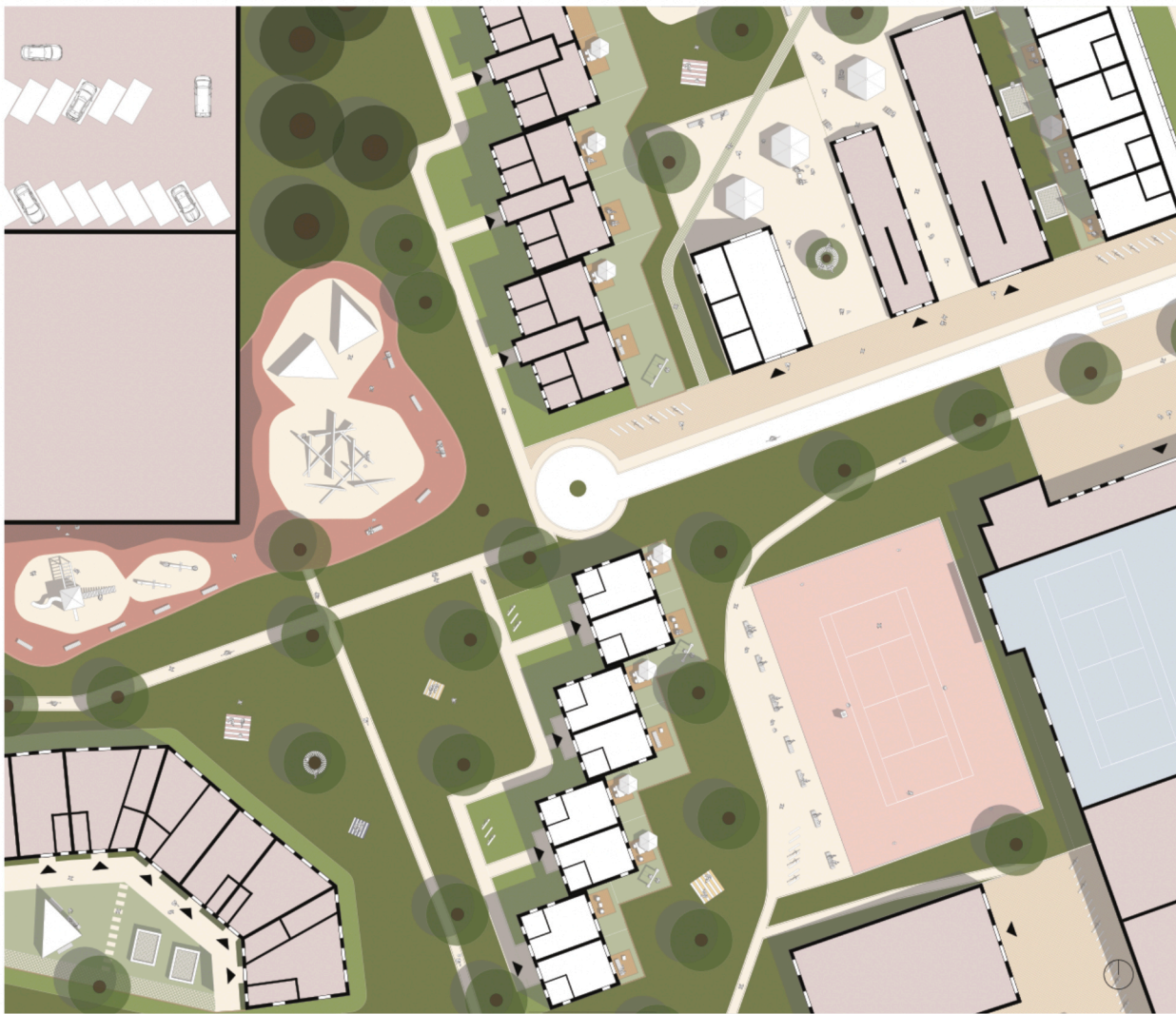
Visualization



AXO Rainwater Usage



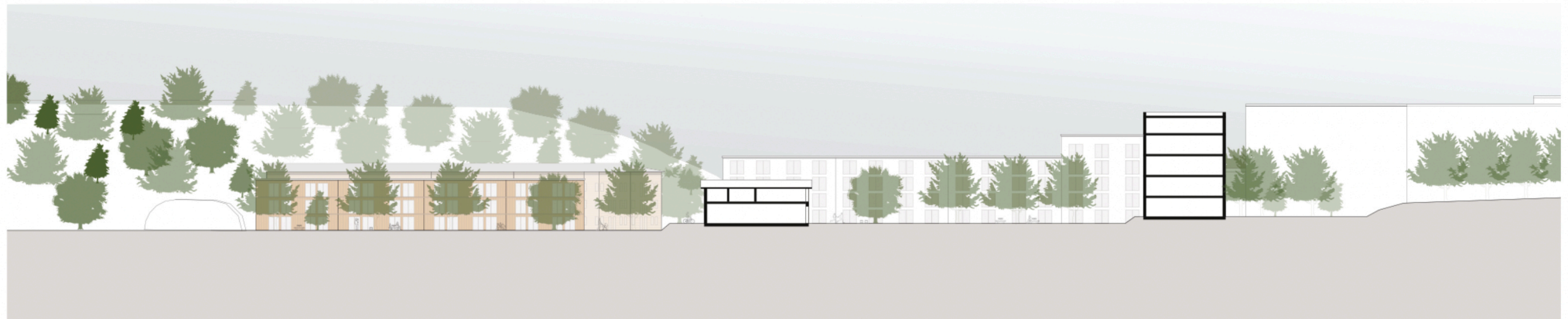
Section  
1:200



Zoom-in  
1:200



Visualization



Section  
1:200