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Key stakeholders are featuring social infrastructure and lifestyles of residential target groups: Sustainable development of new city areas (Basel-Erlenmatt)

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In times of more and more differentiated lifestyles, there is a need for adequate and sustainable social infrastructure in residential environments. With 19.2 hectare, the Erlenmatt is a major development area in the Canton of Basel-Stadt. In the middle of the year 2007, development was initiated for a mixed urban quarter with about 700 apartments for about 2,000 residents and 2,000 workplaces on the former freight yard of the German railways (DB). This project should be accomplished within the next 15 years. The main scope of the development process will be the creation of a sustainable and attractive quarter, gentrifying the social, economic, and ecological surroundings of the Kleinbasel area. Besides social structure and social infrastructure, the focus will be on lifestyles (e.g., Georg, 1998). In the literature, the concept of lifestyles is known from consumer, health, and housing research. The idea of lifestyles refers to individuals acting in dynamic regulatory mechanisms of Human-Environment Systems (HES) and being affected by them (cf. Scholz and Binder, 2004). Accordingly, lifestyles are habits with the potential of self-identification with which individuals express social affiliation and distinction (Bügl and Scholz, in prep.).

Research questions: We refer to experiences from transdisciplinary case study research done in Basel and other Swiss cities (e.g., Scholz et al., 1996, 1997, 2004, 2005), and the long-standing sustainability support of urban development projects (e.g., Wiener, 2001). The purpose of this study was to learn from the expertise of real estate investors, principals, and responsible experts who had already participated in the development of big new residential building projects in the Canton of Basel-Stadt. We asked these key stakeholders to feature target groups of dwellers for the Erlenmatt. After target groups were identified, respondents were asked to consider their lifestyles, social structure and social infrastructure needed to satisfy their needs. Respondents elaborated on attractive and deterrent aspects of the Erlenmatt area, possibilities and their own wishes to improve the planning process. We elicited the respondents' mental models on lifestyles, social structure and social infrastructure needed for the residential target group that they regarded as most important for the Erlenmatt (cf. Morgan et al., 2002; Seidl and Ernst, 2006, for an introduction to mental models).

Methods: We performed personal interviews during early 2008, surveying real estate investors, principals, and responsible experts (cf. Schnell, Hill and Esser, 2005, for an overview on sampling and interview procedures). Those key stakeholders participated in the development of at least one new residential building project in the Canton of Basel-Stadt with building costs of CHF 5 million or

above, as indicated in the planning application (decided in the years 2002-06). About three quarters of the principals were also investors in the sampled building project, whereas responsible experts were almost exclusively architects not invested in the project. The response rate was 59% ($N = 27$) for eligible key stakeholders, and the coverage rate was 73% ($N = 22$) for eligible building projects.

Results: Preliminary results suggest that key stakeholders differ from both actor groups and mental models in their mode of considering target groups, lifestyles and social infrastructure needed to satisfy their needs on the Erlenmatt. Families appeared to be the most important residential target group for the Erlenmatt. Moreover, singles and couples with moderate to high incomes, international professionals from chemical industry and science and seniors were mentioned as promising target groups for the Erlenmatt. Respondents' views on target groups appeared to be more pronounced with regard to social structure than to lifestyles. Considering lifestyles, social and outdoor activities were dominant in mental models of respondents. In the Erlenmatt area, the development of a living urban quarter was promoted by key stakeholders, as opposed to the salient hazards of a return-focused quarter or social ghetto. Many respondents claim that a focus has to be set by both investors and public authorities to offer distinguished social infrastructure, e.g. private and public schools, or a supply of mixed leisure usages for users in all stages of life. A non-residential mixture of usages for daily needs, specialty supply, convenient public transportation, support services for families, children/adolescents and seniors, and a broad mix of apartment types according to price, size, layout, and flexibility are prominent challenges. Active policies on price, social environment and the supply of sustainable social infrastructure are regarded as crucial tasks for investors and other decision makers. Active, open, individualistic, creative, family-oriented and professional dwellers from the middle and upper middle classes and in different stages of life were found to be promising for the Erlenmatt.

Conclusion: Those attempting to positively develop the Erlenmatt may learn from the history of the lifestyle ideas of home builders and housing investors in the Canton of Basel-Stadt (Kriese and Scholz, submitted), as well as from modern forms of living (Gilg and Schaeppi, 2007). The development of the Erlenmatt area contributes towards relieving settlement pressure of the Canton of Basel-Stadt. Moreover, adequate and sustainable social infrastructure on the Erlenmatt will strengthen the social matrix of the Kleinbasel area. The Erlenmatt is planned to attract families in different stages of life, professionals and seniors, and may contribute to a gentrification of city areas (e.g., Friedrichs and Blasius, 2000). From the expertise provided by key stakeholders, scenarios can be constructed mapping potential future developments in the Erlenmatt area (cf. Scholz and Tietje, 2002). Further inter- and transdisciplinary discourse is needed to find pathways of decision, resulting in an Erlenmatt area that will become a sustainable and attractive quarter for investors, dwellers, and the public in Basel.

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