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## Good Mobility Council: PRIMUS receives gold certificate for "Berliner Straße 100" at EXPO Real



*Berlin/Munich* – At EXPO Real 2024, PRIMUS Immobilien AG was honoured by the Good Mobility Council with the Gold Award Pre-Certified Good Mobility for the "Berliner Straße 100" project in Berlin-Pankow. The mobility certificate confirms that the project makes a significant contribution to the mobility turnaround in the German capital.

On the border between Berlin-Pankow and Berlin-Mitte, 291 rental apartments will be built by mid-2027. The aim is to implement the highest sustainability standards through the Efficiency House Standard 40 + QNG Plus, certification according to DGNB and Good Mobility. Primus is planning a predominantly small-scale mix of apartments with 1-3 room apartments. In addition, there will be communal areas in the quarter, such as gyms, co-working spaces and areas for urban gardening.

**Christian Mühlens, Head of Development at PRIMUS, explains:** *"Future viability is the focus of each of our projects – and this includes a targeted examination of the topics of mobility and logistics. "Berliner Straße 100" is an urban densified space that exemplifies the mobility turnaround. S-Bahn and U-Bahn trains are in the immediate vicinity, and the bicycle is the preferred means of transport for residents. Here, sustainability means creating living space that meets the mobility needs of local people in the long term."*

The planning team around PRIMUS was commissioned as a general planner construct, in cooperation with DMSW Architekten and Kraft.Raum as outdoor space planners. The buildings and open spaces are consistently developed from the user's perspective.

A special focus is on sustainable mobility: the project promotes public transport, pedestrian-friendliness and the expansion of cycle paths. Innovative solutions for motor vehicle traffic rely on intelligent cooperation with the neighbourhood and thus offer a sustainable alternative to conventional parking. The "Berliner Straße 100" project will create comprehensive offers for different needs – thus enabling an ideal connection between a good user experience and the mobility transition.

**Dr. Ingo Kucz, Managing Director of the Good Mobility Council, says:**

*"With "Berliner Straße 100", PRIMUS is an excellent example of how to densify in new buildings in a smart and sustainable way. A bicycle ramp to the basement, covered parking facilities near the residential complexes in the inner courtyard as well as sufficient space for cargo bikes and a repair station - all this shows how strongly the planning takes the user perspective into account. The use of existing car parking spaces in the immediate vicinity makes particular sense. In addition, a mobility management system will be established that welcomes new residents and informs them about the mobility offers."*

*The building also promotes active mobility architecturally: high-quality stairwells located in front of the elevators motivate people to walk. All routes on the site as well as to the nearby local supplier are designed as Desire Lines – so they ensure short and efficient distances. In addition, a parcel station will be set up to arrange delivery traffic. For the overall concept, we certify gold from the Good Mobility Council."*

## BACKGROUND

**Certified Good Mobility** is the green building certificate for the mobility transition. The Good Mobility Council certifies how well mobility is taken into account in the planning of new buildings or the renovation of existing buildings. The buildings certified by Good Mobility contribute to local mobility transition goals and translate them into a good user experience.

Information about PRIMUS: [www.primus.de](http://www.primus.de) <https://www.primusimmobilien.de/bauwerke/berliner-str-100/>

## Good Mobility Council GmbH

Pressesprecher: Dr. Ingo Kucz  
[presse@goodmobility.org](mailto:presse@goodmobility.org)

Große Hamburger Str. 28 // 10115 Berlin

## Media



Gold certificate for PRIMUS: Dr. Ingo Kucz (Managing Director of the Good Mobility Council), Christian Mühlens (Head of Development PRIMUS), Sebastian Fischer (Managing Director of PRIMUS), Christian Scheler (Managing Director of the Good Mobility Council) // From left to right

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