Redefining Hamburgs Waterfront as a Mixed-use New Downtown District
Urban Transformation Strategy and Economic Sustainability / Resilience
The Example of HafenCity Hamburg

Christina Ruppert
HafenCity Hamburg GmbH
Hamburg / Current Situation
Metropolitan Region / Overview: Area, Population and Economy

- **Population**
  - Metropolitan Region: 5,012,255

- **Area**
  - Metropolitan Region: 26.116 km²
  - Hamburg: 755 km²

- **Economy**
  - GDP Metropolitan Region 2008: 165bn Euro
  - GDP Metropolitan Region 2012: 177bn Euro

- **Working Population**
  - Metropolitan Region 2013: 2,608,100
  - Hamburg 2013: 1,178,700

- **Structure of Working Population**
  - Economic Sectors:
    - agriculture, fisheries: 957
    - industries: 143,335
    - service sector: 748,196

- **Economic Drivers**
  - strong mixed economy with emphasis on trading
  - port (third most important in Europe, 7,584 employees in port industries)
  - civil aviation industry (third largest plant in the world, 40,000 employees)

source: metropolregion.hamburg.de
Statistikamt Nord
HafenCity Hamburg – Facts and Figures

HafenCity
• inner-city brownfield development
• Masterplan: 2000; updated: 2010
• time frame of development: 25 years
• area: 387 acres or 157 ha, 127 ha land area
• 45,000 jobs, up to 7,000 homes for up to 14,000 residents
• 5,000 students
• approx. 10.4 bn € total investment volume (private and public)

• as **City**: 40% area enlargement as ‘New Downtown’
• as **Waterfront**: 10.5 km new urban land- and waterline
HafenCity as New Downtown: A Dense, Mixed-Use Inner-City District with Office and Residential Spaces, Retail, Culture, Leisure and Educational Facilities.
HafenCity as New Downtown: A Dense, Mixed-Use Inner-City District with Office and Residential Spaces, Retail, Culture, Leisure and Educational Facilities
The Starting Point: HafenCity Hamburg / Inner-city Brownfield Development
Radical Transformation of Underused Harbour and Industrial Space:
The Picture of the Nineties
Radical Transformation of Former Harbour and Industrial Space
Some Impressions: From Wasteland to Infrastructure / Public Space Generation

Grasbrookpark area (2003 / 2016)

Grasbrook harbour with Elbphilharmonie concert hall (2003 / 2016)
### City State of Hamburg

**Organization**
- HafenCity as special development zone (2005) for planning on state-level, not borough-level ("Bezirk")
- complementary project group at Authority for Urban Planning; works horizontally and vertically (Oberbaudirektor)

**Integration of decisions**
- development of plans (Commission for Urban Development)
- land sales approval (Commission for Land Reallocation)

**Finances and builds**
- partly public-private joint venture:
  - schools
  - public university
  - concert hall, subway
  - external infrastructure

### HafenCity Hamburg GmbH

**Public land owner**
- trustee of Special Asset City and Port (has received state-owned land at zero costs)
- finances its activities from land sales proceeds
- financial target: no profit/no loss (break even)

**Development**
- acts as entrepreneurial master developer creating a new downtown to a significant degree as public good
- development planning
- plans and builds infrastructure (streets, bridges, quay walls) and
- public spaces (promenades, plazas, parks)
- sets new frameworks for quality enhancement and innovations
- acquires investors, builders and main users based on conceptual ideas,
- sells development sites,
- organizes communication, marketing

### Private Sector

**Private and institutional developers and users**
- development of individual sites exception Überseequartier (central retail area, 20 buildings)
- Realization of buildings, private open spaces and private but publicly accessible open spaces

**Mobilization of private (real estate) actors**
- as conceptual urban innovators
- via conceptually based competitive processes (conceptual focus instead of profit maximization, 70:30)
HafenCity Hamburg / The Institutional Setting
Embedding HafenCity Hamburg GmbH’s Operation

Supervisory Board
- First Mayor (Chairman)
- 4-5 Senators (state ministers)

Ministry of Urban Development
(.until 2004: Ministry of Economics and Labour)

control

competitive contracting
- real estate development companies
- owner builders (e.g. cooperations)
- owner occupiers
- major tenants
  70 % concept / 30% price

HafenCity Hamburg GmbH and Sondervermögen Stadt und Hafen (Special Asset City and Port)

Advisory Committee
(started 2005)
- Vice-President of the Chamber of Commerce (Chairman)
- 10 stakeholders (academics)

Coordination Group
Cultural Affairs (started 2005)
- co-chaired by HCH/
  Ministry of Culture
- stakeholders of various cultural disciplines

Advice

competitive contracting

construction companies
(planers)
- master planning / urban design
- traffic
- landscape
- infrastructure etc.
<table>
<thead>
<tr>
<th>Processes</th>
<th>Instruments</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market Mobilisation</strong></td>
<td>• Target group presentations and information documents</td>
<td>(\rightarrow) <strong>Knowledge Density Generation</strong> (matching markets / future markets)</td>
</tr>
<tr>
<td>based on target concept (place specific)</td>
<td>• „Public discussion“</td>
<td>broadens and deepens knowledge, creates acceptance, generates dense &quot;markets&quot;</td>
</tr>
<tr>
<td>• What makes sense strategically?</td>
<td></td>
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<tr>
<td>• What is missing?</td>
<td></td>
<td></td>
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<tr>
<td>• What could be innovative?</td>
<td></td>
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</tr>
<tr>
<td><strong>Tendering Process</strong></td>
<td>Tender documents</td>
<td>(\rightarrow) <strong>Competition Process</strong> based on concepts</td>
</tr>
<tr>
<td>70% concept / 30% price different prices for different uses (€ sqm GFA)</td>
<td></td>
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<tr>
<td><strong>Granting an Exclusive Option</strong></td>
<td>Exclusivity agreement (binding option)</td>
<td>(\rightarrow) <strong>Cooperation Process</strong></td>
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<tr>
<td>18 to 24 months developing the product quality (from architectural</td>
<td></td>
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<tr>
<td>competition up to building permit)</td>
<td></td>
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<tr>
<td><strong>Sale of Land</strong></td>
<td>Sales contracts</td>
<td>(\rightarrow) <strong>Commodification / Decommodification Process</strong></td>
</tr>
<tr>
<td>on detailed contractual basis</td>
<td></td>
<td>fixing of results and creating resilience of public goods</td>
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<tr>
<td><strong>Start of Construction</strong></td>
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<td></td>
</tr>
</tbody>
</table>
Sustainable City Structure: Differentiation of Concepts and Uses (2nd Floor)
Fine-grained Mixture and Focus on Residential and Office Uses
Sustainable City Structure: Differentiation of Concepts and Uses (Ground Floor)
Fine-grained Mixture and Focus on Residential and Office Uses
Example „Elbarkaden“: Transforming Spatial Proximity into Organisational/Social Proximity for Economic Cooperation and Spillover
Creating Place-based Identity: The Red Core of HafenCity
Example Shanghaiallee: And What is Behind the Bricks?

Musikerhaus (Musicians’ house)
joint building venture

Ecumenic Forum
(19 Christian churches)

Nidus
(joint building venture)

office buildings
HafenCity Hamburg: Diversity, Mix of Uses and Encounter Capacity in one Building / Composition of Density, Socio-Economic Diversity and Proximity: 159 Appartments, Commercial Uses, Kindergartens

- **Patio with roof for kindergarten playground**
- **3-star-restaurant „The Table Kevin Fehling“**
- **Social facilities, i.e. pme academy**
- **„Kisselbach“ pipe organs**
- **Living community / shared flat for disabled people “Leben mit Behinderung”**
- **Two kindergartens elbkinder / pme**

**Uses**
- community meeting place
- exhibition space
- retail
- gastronomy
- medical practice
- kindergarten
- office / administration

**Residential Uses**
- rent (living community for disabled people/subsidized)
- rent (cooperative housing)
- rent
- freehold / for sale
HafenCity Hamburg: Diversity, Mix of Uses and Encounter Capacity in one Building (BF 70 / Quartier Am Lohsepark)

Residential Uses

- appartments for sale / freehold
  Otto Wulff

- appartments for rent / cooperative housing
  Baugenossenschaft Bergedorf-Bille

- appartments for rent
  Otto Wulff

Uses
- community meeting place
- exhibition space
- retail
- gastronomy
- medical practice
- kindergarten
- office / administration

Residential Uses
- rent (living community for disabled people/subsidized)
- rent (cooperative housing)
- rent
- freehold / for sale
Quarter Baakenhafen as Residential, Diversified Quarter in Realisation (Completion of Quarter in 2022)

- approx. 4,500 jobs (incl. Baakenhöft),
- approx. 2,000 appartments
- hotel, primary school, kindergarten, leisure facilities, every-day supply, retail, gastronomy
- Baakenpark: 1.6 ha green space and recreational area (completion end of 2017)
HafenCity Hamburg: Diversity, Social Mix, Encounter Capacity
Social Cohesion in an Integrated Urban Neighbourhood with Social Infrastructure, Leisure and Health Qualities
Key Features of the Masterplan

- **TIME**: very long term perspective of urban development allowing the chance to learn from experience

- **FLEXIBILITY**: opportunity to adapt to social and political conditions/ change / needs

- **DIFFERENTIATION OF USES**: Mixed-Use allowing to create and enhance urbanity (mixed use within buildings; integration of cultural, leisure, commercial, educational uses)

- **CONSIDERATION OF SPACES ACCESSIBLE AND OPEN TO THE PUBLIC**: Quality and accessibility of public spaces and spaces within buildings
Thank You For Your Attention!

Christina Ruppert
HafenCity Hamburg GmbH
### Five Innovations Paths of HafenCity Development

<table>
<thead>
<tr>
<th>Urban structure</th>
<th>Identity</th>
<th>Social structure and cohesion</th>
<th>Cultural / knowledge spaces</th>
<th>Ecological sustainability</th>
</tr>
</thead>
</table>
| **Basic features** (at Masterplan level, open Masterplan) | • Fine grained horizontal and vertical mixture of uses  
• High importance of network of public spaces with diverse uses  
• Walkability / cyclability | • Waterfront and public space generation  
• Horizontal integration of old and new city  
• Red brick as important building material | Not defined at masterplan level | Not defined at masterplan level |
| **Evolution of concepts, strategies and projects**  
• Differentiation of activities and actors  
• Creation of new (spatial) concepts | Acquisition processes of developers / users  
• Spatial segmentation to create diversity and wide spread of market uses  
• Special emphasis on ground floor uses (public uses land price reduced)  
• Priority access for major (office) users (reduction of speculative development)  
• In residential development tender based either on fixed prices with concept priority or with concept priority (70% concept : 30 % price)  
Strategic generation of diversity of uses  
Open mixed-use shopping area (reset program) | Identity generation of HafenCity as public space  
• Everyday uses  
• Cultural activities  
• Concerts  
• Maritime activities  
• Cruise ship terminal  
• Historical maritime heritage  
• Traditional harbour  
• Maritime museum  
• Historic quay walls  
• Concert hall on top of a storage building „Elbphilharmonie” (2017)  
Place for major companies and living alike | Residential development also by housing cooperations and community housing (2003/4)  
• Fixed prices of land  
• 33 % subsidized housing, price capped housing 2010/11  
• New program for disabled and aged people (2013)  
• Urban social infrastructure (e.g. schools, kindergarden, neighbour-hood meeting houses)  
• Neighbourhood generation. (e.g. Netzwerk e.V.)  
• Social structure, fine grained social mixture  
• Maritime museum (2009)  
New concert hall Elbphilharmonie (2017)  
Cultural quarter Oberhafen  
• Cultural programs  
• Cultural cooperation and network structure (2010 ff.)  
HafenCity University (2013)  
Kühne Logistics University (2010), Medical School and several smaller higher educational branch institutions  
Schools  
• two primary schools (2009 / 2019)  
• one high school (Gymnasium) | Generating physical and legal comparability of harbour and residential uses in 2003  
Heating energy supply 2003 / 2009 public tender (CO₂ benchmark 2009, 92 % renewable)  
Building certification system 2007 (70 % gold standard in central, 100% in eastern HafenCity)  
Urban transport:  
• hydrogen fuel station 2012  
• new subway U4 connecting Elbbrücken with S-Bahn  
• rental bike system  
• electric car sharing  
Reduction of car use from an average of 47% of traffic movements in Hamburg to 20-25 % in HafenCity, including a significant proportion of electric vehicles |
| **Urbanity dividend** | • Land use efficiency and interaction density  
• Walkability  
• maritime culture  
• Global and local representation; „lively place”  
• Social mix and encounter capacity (avoiding exclusion) | | | | **Multidimensional sustainability** |