



HAFENCITY HAMBURG: MAKING A NEW DOWNTOWN

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Learning Cities Platform
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City State of Hamburg

Population

Metropolitan area: 4.25 mio.

City: 1.77 mio.

Total area: 755,3 km²

Port 73,9 km²

land and water

HafenCity 1,5 km²

land and water

Economic Drivers

- Port (second important in Europe)

- Civil aviation industry

(third largest plant in the world)

strong mixed economy with
emphasis on trading



HafenCity

- Masterplan 2000
- 157 ha area
- Waterfront: 10.5 kilometers
- Central city area enlargement by 40%



HAFENCITY: A RADICAL TRANSFORMATION OF HARBOUR AND INDUSTRIAL SPACE





Conservative

Progressive

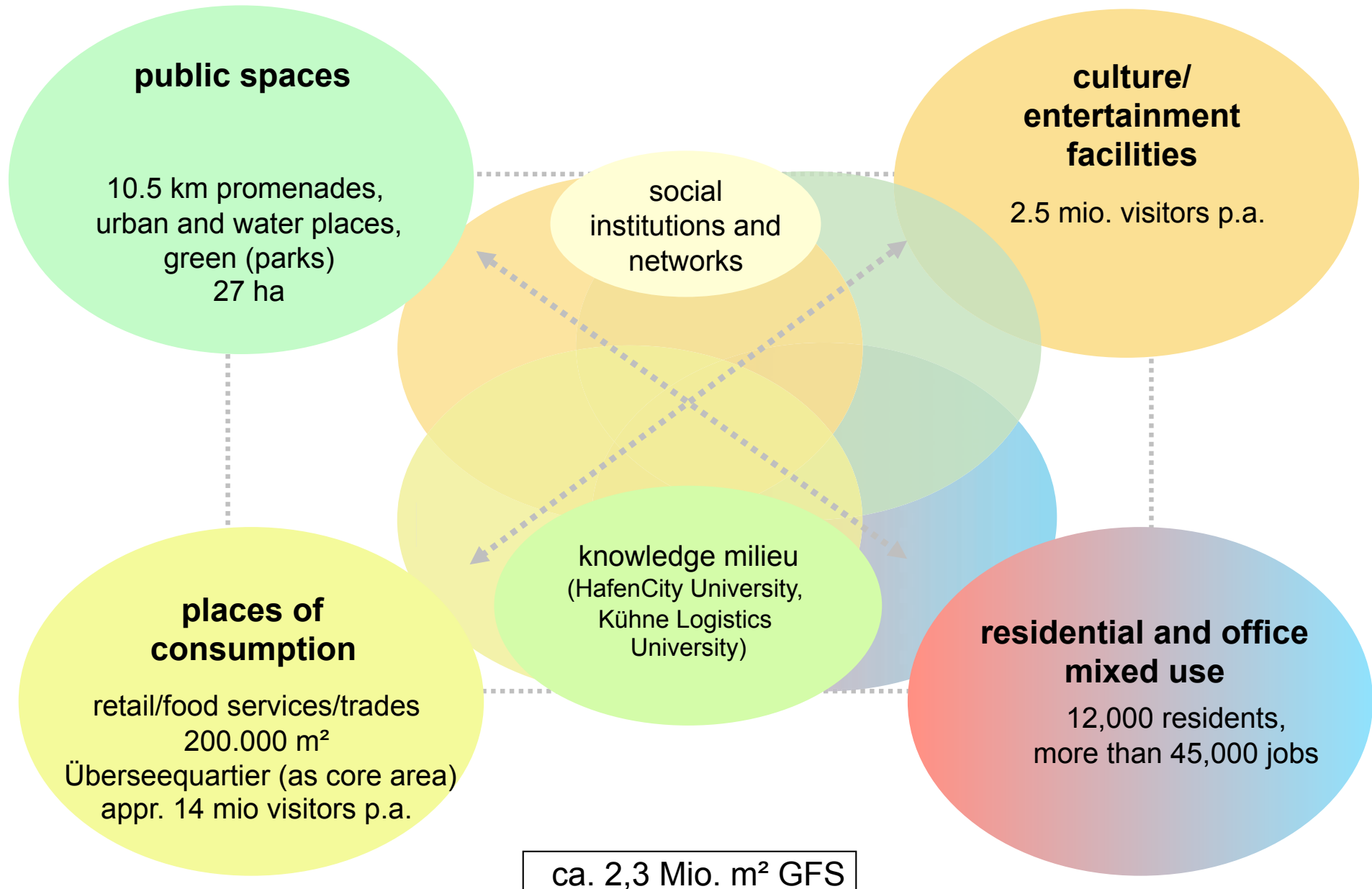
- Fine-grained mixture of uses
- Integrating corporate Europe (none-Jane Jacobs spaces)
- Producing productive public-private spaces
- Making places livable and worthwhile to visit

A. HafenCity Hamburg – Strategic Views

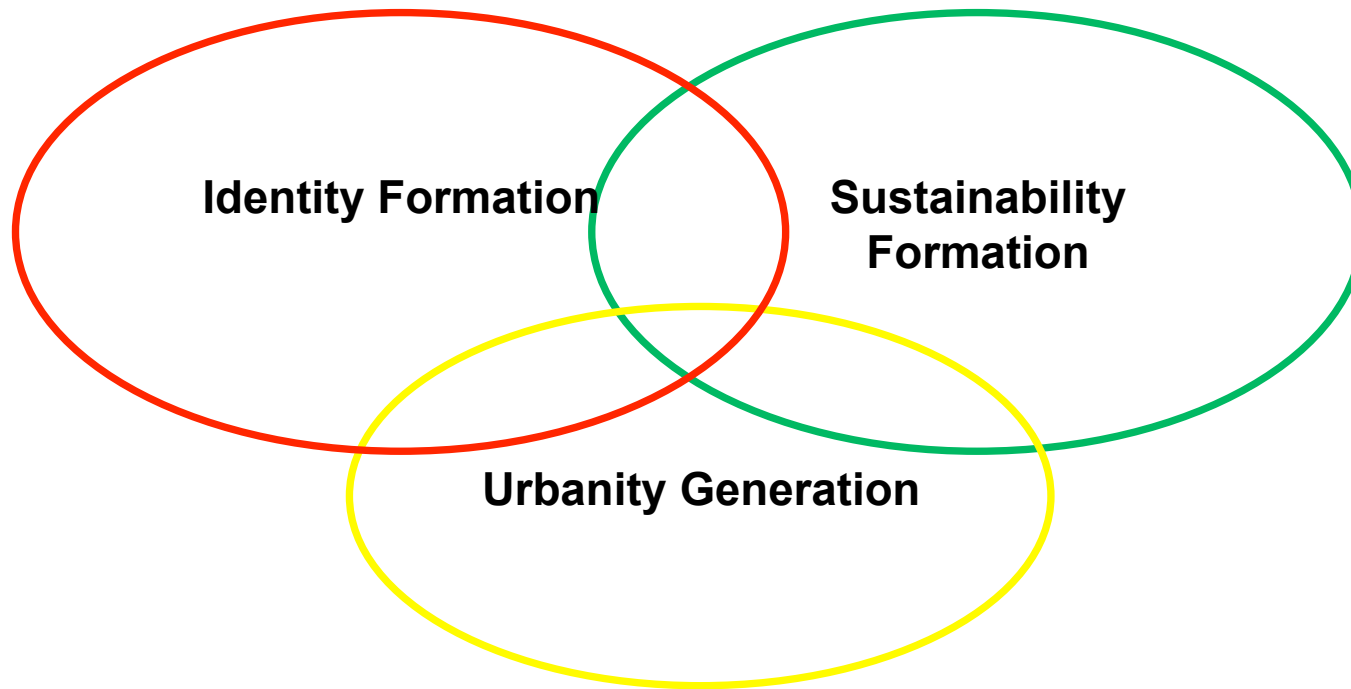
B. The Five C's

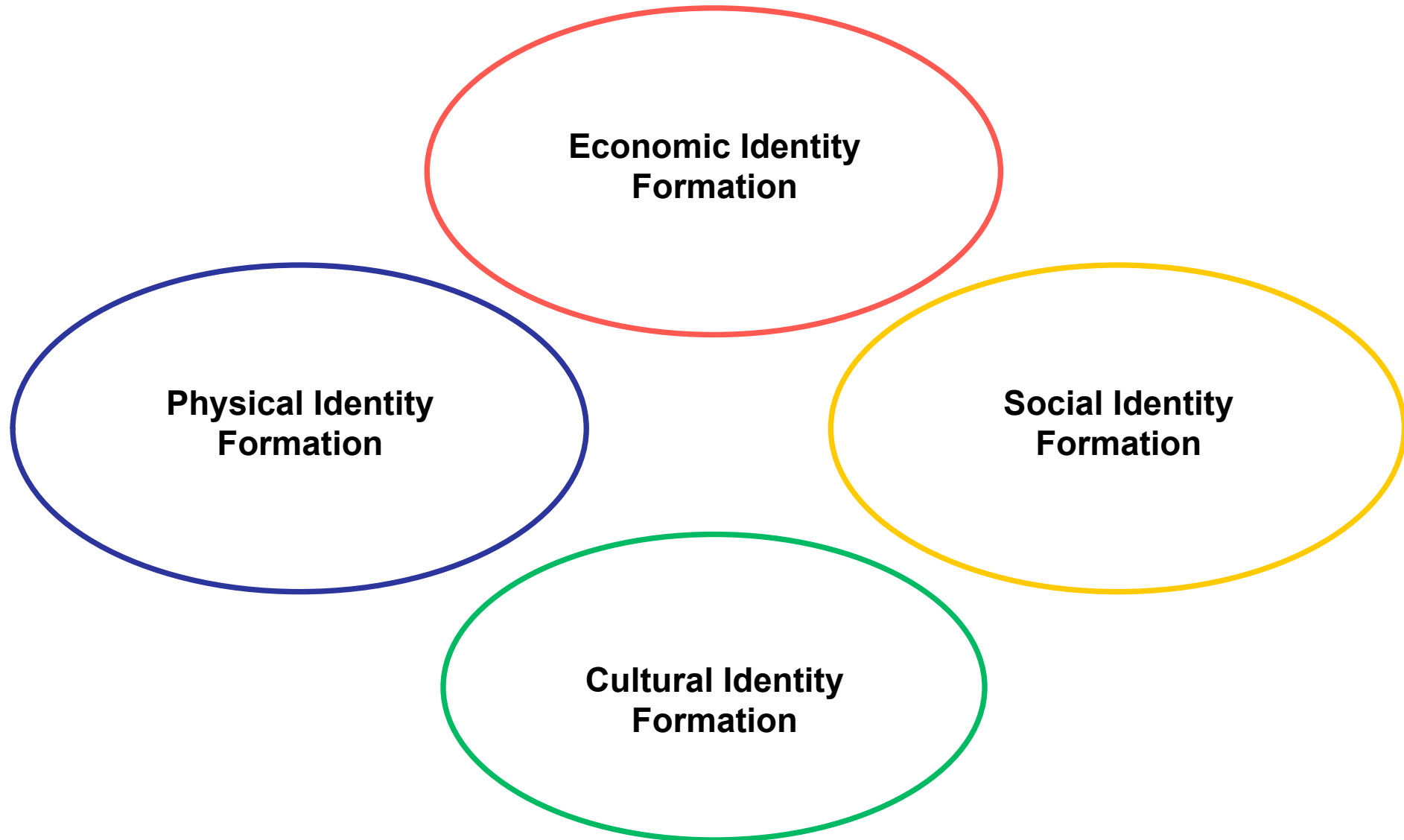
- Connecting
- Collaborating
- Changing
- Communicating
- Controlling

C. Conclusion



EVOLVING STRATEGIC LENSE I: DEVELOPING THE QUALITY OF CONTENT





IDENTITY FORMATION: PRESERVING AND CREATING THE HORIZONTAL CITY AND THE SITE STRUCTURE OF THE EXISTING CITY



IDENTITY FORMATION: PRESERVING THE HARBOUR STRUCTURE AND CREATING A (HYBRID) BLUE (NOT GREEN) DENSELY BUILT WATERFRONT



IDENTITY FORMATION: INTEGRATING SMALL COMPANIES AND PEOPLE'S ACTIVITIES IN GROUND FLOORS IN CORPORATE BUILDINGS AND PUBLIC SPACES

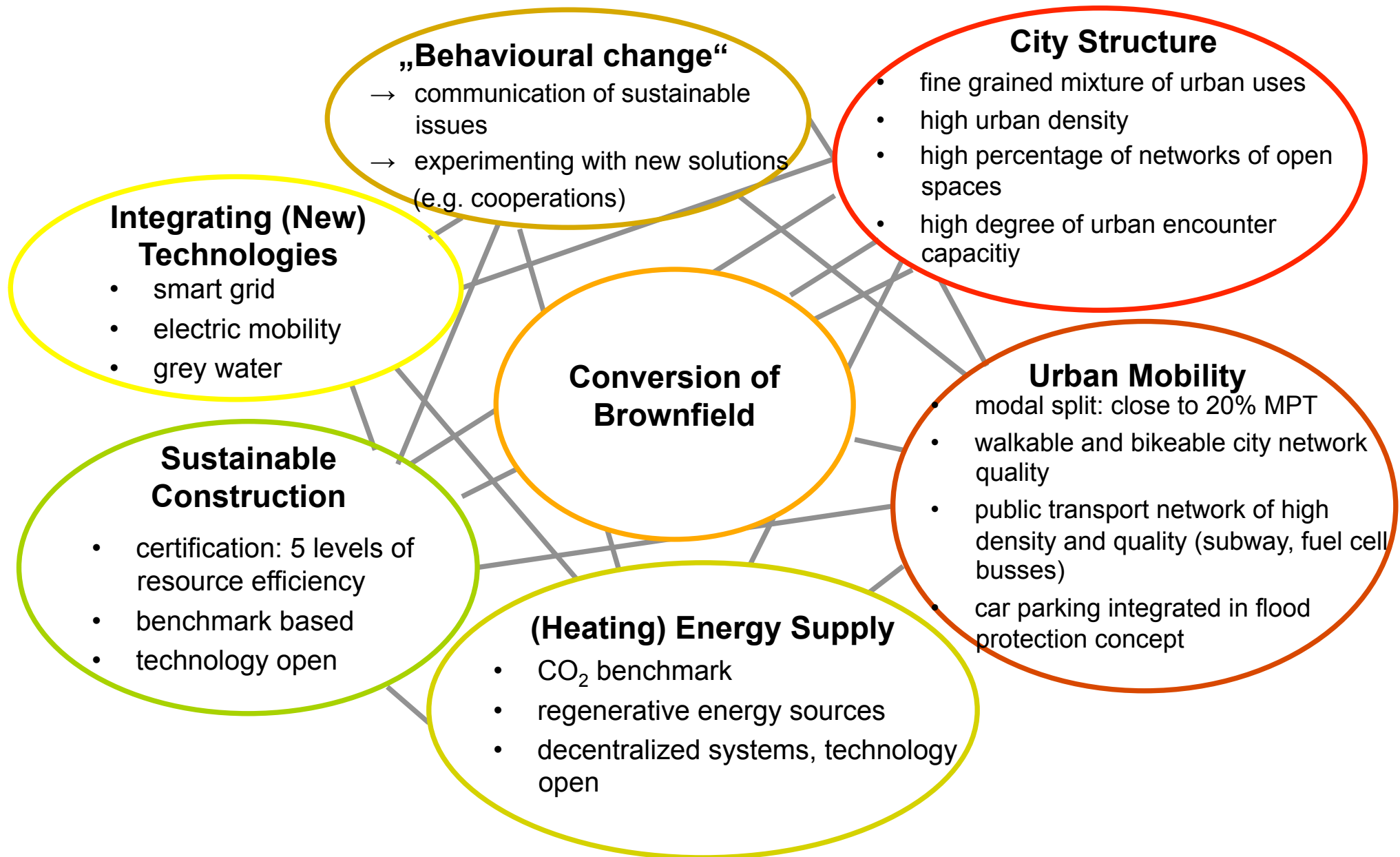


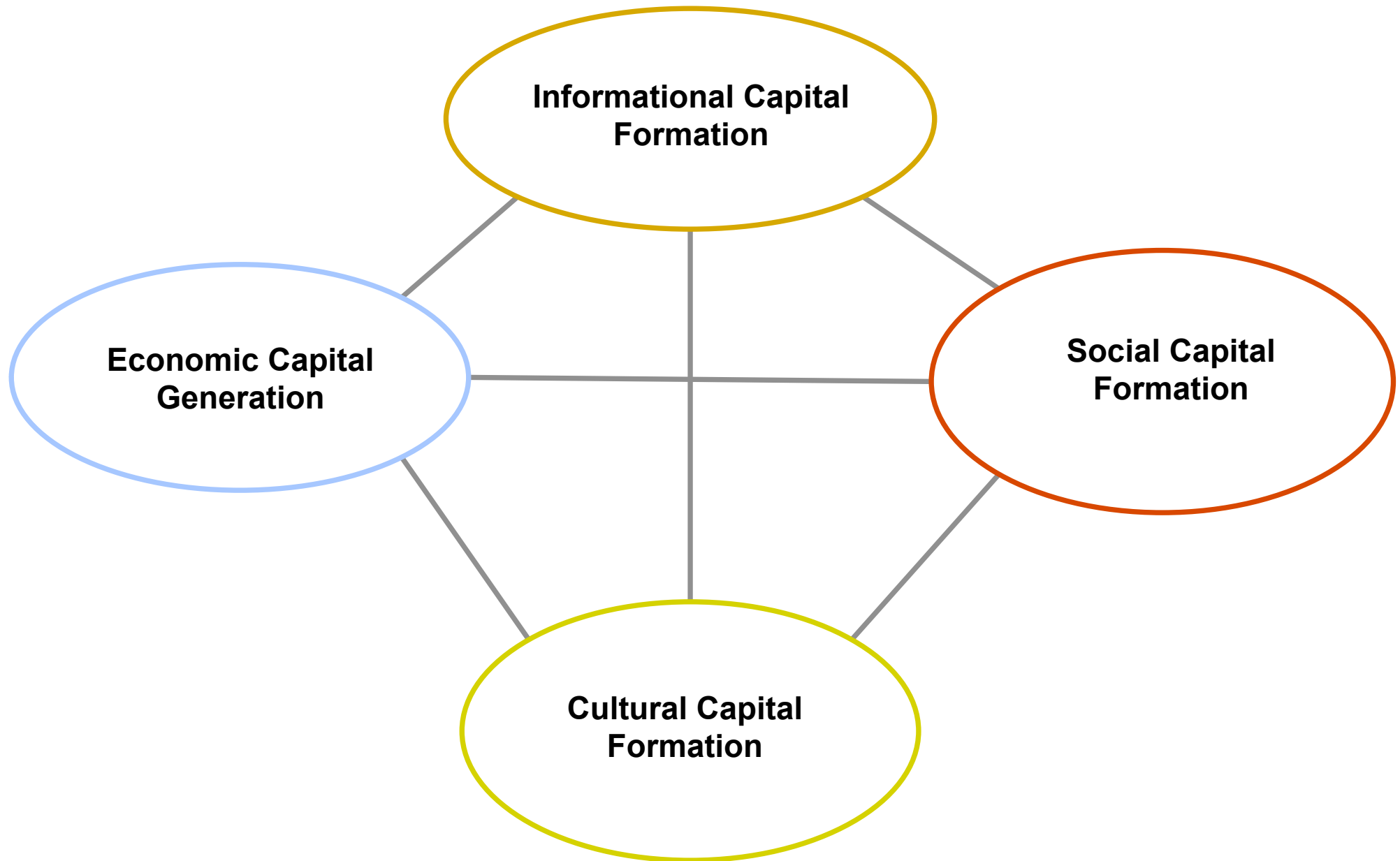
IDENTITY FORMATION: BUILDING ANEW THE MIXED AND DENSE
NON-LINEAR STRUCTURES, INTEGRATING OLD BUILDINGS AND
USING THE RED (HARBOUR) BRICKS

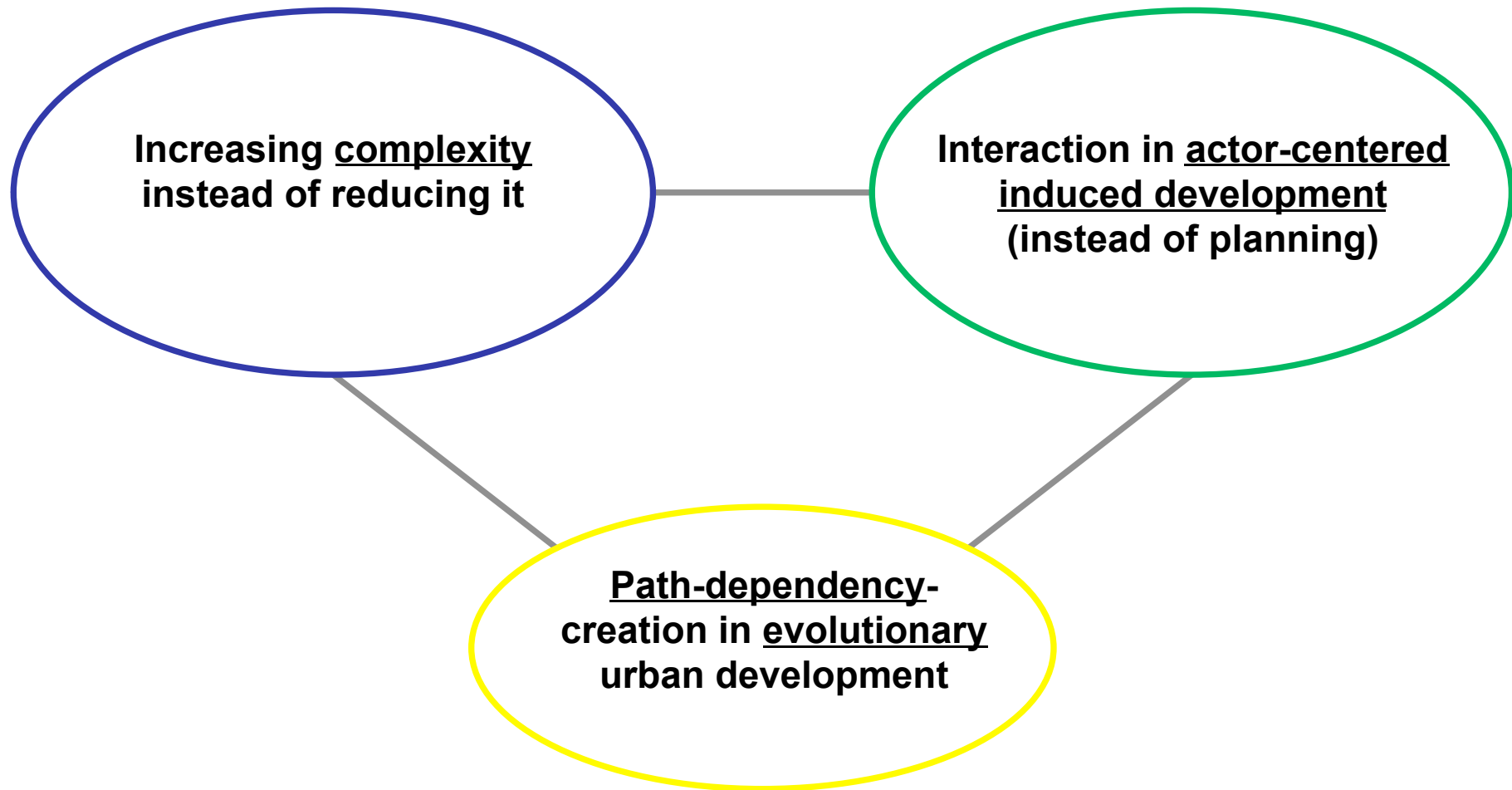


IDENTITY FORMATION: BUILDING A NEW WATER PLAZA CREATING NEW RED BRICK BUILDINGS IN FRONT OF OLD SPEICHERSTADT (STORAGE CITY) WITH CONTEMPORARY PUBLIC SPACE DESIGN









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Wide Variety of Walkway Choices and Cyclepaths






- A **dense grid of walkways and cycle paths** covers the HafenCity. Compared to 19th century urban quarters like Eimsbüttel the urban block sizes in HafenCity are much smaller resulting in many more walkways and cycle paths in relation to the length of the traffic grid. (9:5 in HafenCity compared to of 6:5 in Eimsbüttel).
- **High number of traffic ways along the waterfront**

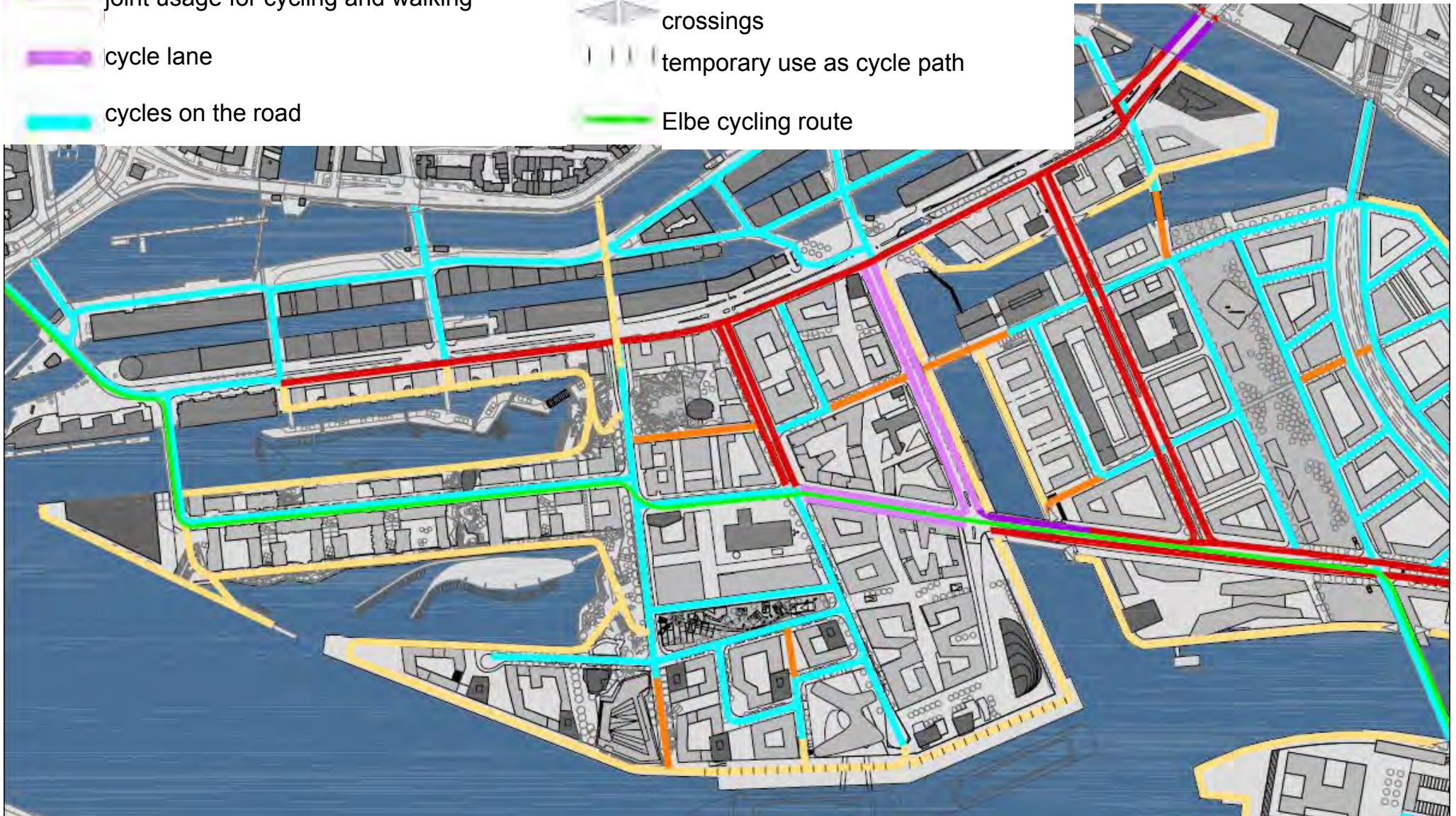


ENDOGENOUS MOBILITY: CYLCLE PATHS

Cycling in HafenCity

-  cycle path next to roads
-  joint usage for cycling and walking
-  cycle lane
-  cycles on the road

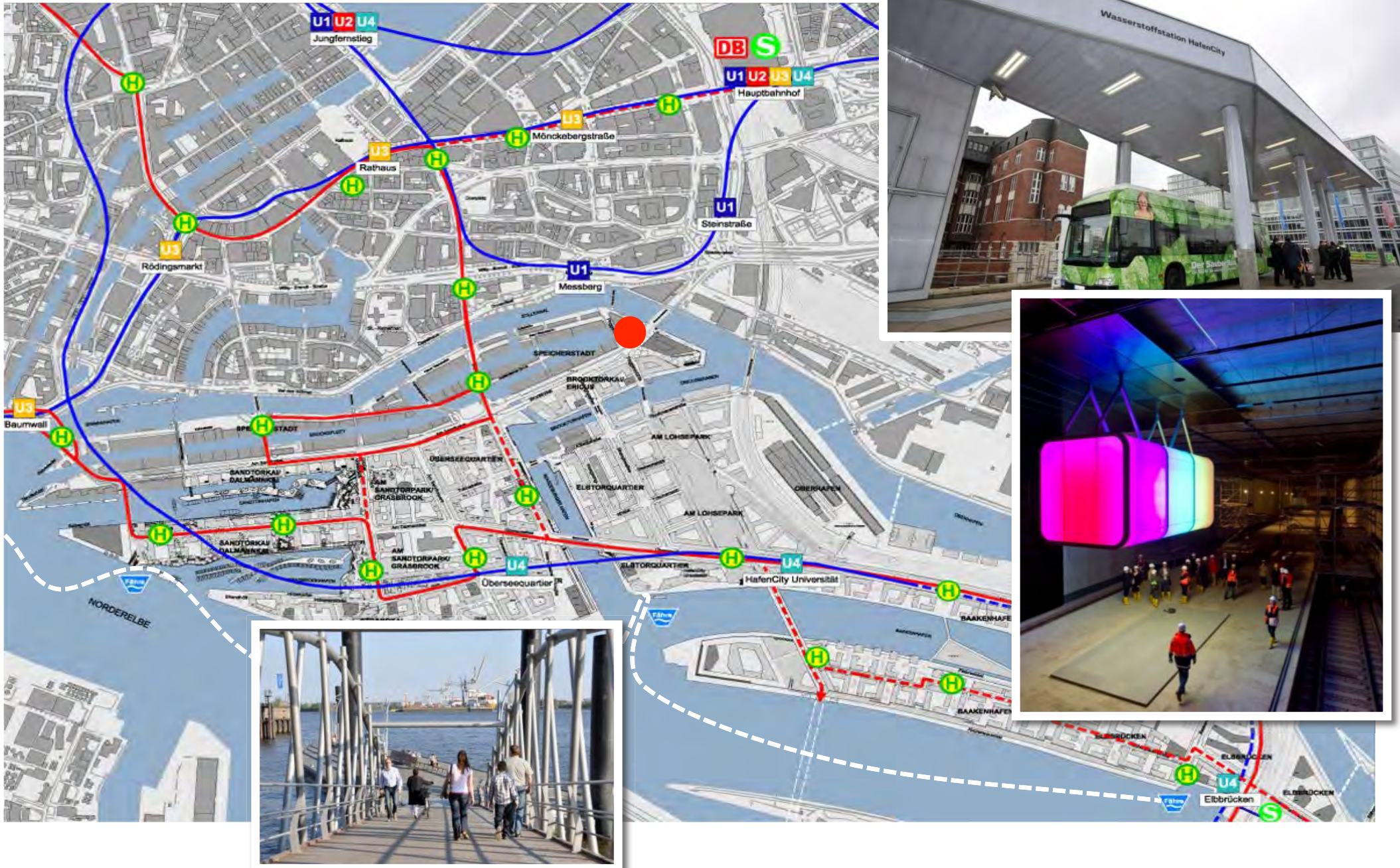
-  independent cycle and walkways
-  public spaces and promenades accessible to cycles
-  crossings
-  temporary use as cycle path
-  Elbe cycling route



LOW ENERGY MOBILITY



EXOGENOUS MOBILITY: PUBLIC TRANSPORT UNDERGROUND (OPENS IN 2012) / FUEL CELL BUSES / FERRIES



CREATING VISUAL CONNECTIONS



HAFENCITY - A "NEW DOWNTOWN": MERGING WORKSPACES, COMMERCE, URBAN LIVING AND PUBLIC SPACE AFTER TEN YEARS OF CONSTRUCTION



Formal Institutions

Expanding the cohesive capacity

- a) **Elementary school HafenCity (Am Sandtorpark)**
 - morning and afternoon classes
 - Serving as a Community Center
 - Opening summer 2009
- b) **Daycare facility for children located in elementary school**
 - Also open on Saturdays and in emergencies
 - Pilot project
 - Opening spring 2009
- c) **Brücke - Ecumenical Forum (with Laurentius Convent)**
 - Start-up project at Kaiserkai; recently launched
- d) **Stadthaushotel HafenCity**
 - Hotel and catering services
 - 40 workplaces for people with a handicap
 - Opening 2010

Networks / Communication

Face to face Informal institutions

- a) **Nachbarschaftstreff**
 - Monthly events with external guests in the common room at Bergedorf-Bille Foundation
- b) **Anwohnerstammtisch**
 - Monthly regulars' table at Kaiser's restaurant
- c) **Poldergemeinschaft Sandtorkai**

Digital networks

- d) **"HafenCity-News.de"**
 - District magazine
- e) **"HafenCityleben.de"**
 - Discussion forum
- f) **"Am-Kaiserkai.net"**
 - Platform for Bergedorf-Bille residents

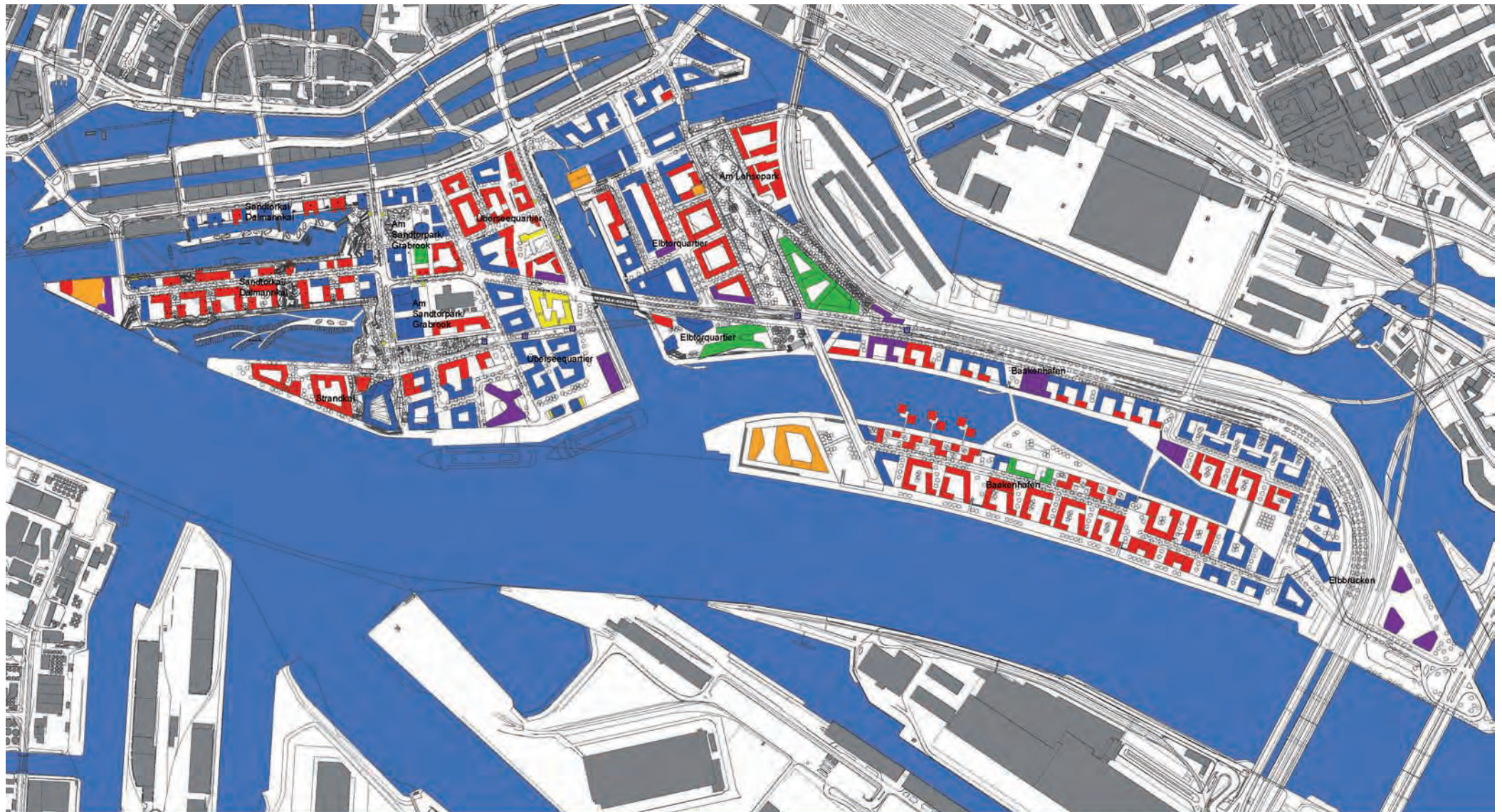
Communication projects

- g) **"Quartier" magazine (published by Elbe und Flut Verlag)**
- h) **Public cultural events**

Clubs / Associations

- a) **Störtebeker SV Sports Club**
 - Sports club for HafenCity & old/new city
 - Using the gym of Katharinenkirche school and, from 2009, Katharinenschule school in HafenCity
- b) **Kunstkompanie HafenCity e.V.**
 - Art projects and musical concerts in HafenCity
- c) **Sponsoring committee for Katharinenschule school in HafenCity**

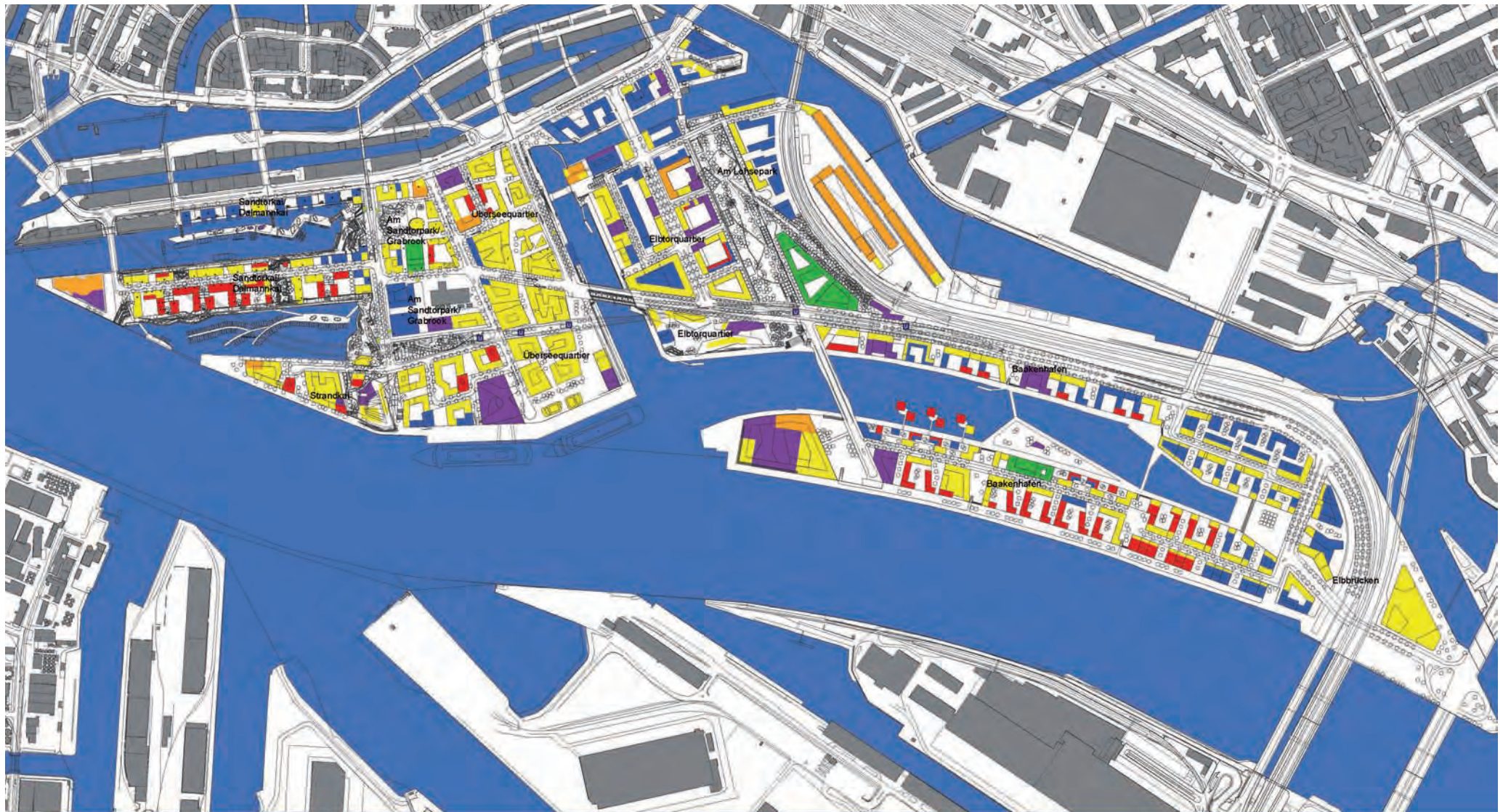
URBANITY: MIXTURE OF USES (SECOND FLOOR)



NUTZUNG 2. OBERGESCHOSS:

- | | | |
|--|--|---|
|  Wohnen |  Freizeit-/ Sondernutzung |  Bildung/ Forschung |
|  Büro |  Kultur |  Publikumsbezogene Nutzungen (Einzelhandel/ Gastronomie/ Dienstleistungen) |

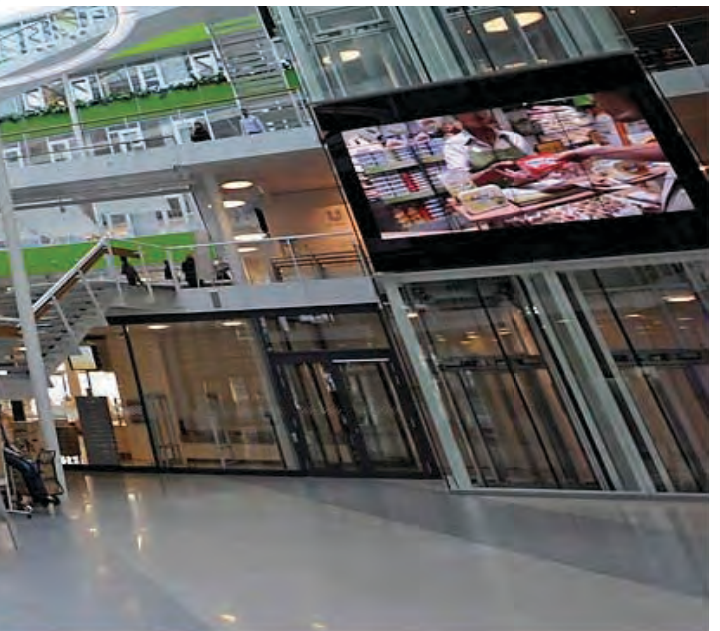
URBANITY: PUBLIC GROUND FLOOR USES POTENTIAL FOR LIVELINESS AND DIVERSITY



NUTZUNG ERDGESCHOSS:

- | | | |
|---|--|--|
| ■ Wohnen | ■ Freizeit-/ Sondernutzung | ■ Bildung/ Forschung |
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Gastronomie/ Dienstleistungen) |

CONNECTING CORPORATE USES AND URBANITY (UNILEVER)



A. HafenCity Hamburg – Strategic Views

B. The Five C's

- Connecting
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C. Conclusion

City State of Hamburg

- a) **Setting the political agenda**
- b) **State Commission approvals**
 - development plans
 - land sales
- c) **Prepares and grants:**
 - development plans
 - urban design (guidelines)
 - building permits
- d) **Finances and builds, partly as public-private joint venture:**
 - schools
 - university
 - concert hall
 - science centre
 - subway

Private / Public Sector

HafenCity Hamburg GmbH (Quango)

Financing

- **Acts as land owner** of special asset “city and port”
- Finances its activities from land sales process

Developing

- **acts as master developer**
- development planning
- plans and builds infrastructure (streets, bridges, quay walls)
- public spaces (promenades, parks)
- acquires investors, property sales
- organizes communication, marketing

Private Sector

Private and institutional developers and investors

- development of individual sites (exception Überseequartier: central retail area, 16 buildings)

Exclusive option granted to private developer for a limited period

Features:

- exclusive option granted by HafenCity GmbH to investor based on a fixed price (€ per m² GFS) and according to process rules
- maximum option period 1.5 years
- sale of the site after architectural competition and building permit granted
- payment of sales price 4 weeks after signing sales contract
- construction starts 4 weeks after signing sales contract

Advantages:

- quality enhancement (architecture + urban design); public access
- stronger timewise coordination of developments
 - avoids free rider strategies
- risk and cost reduction for developers
- increase in investment value

1. Economic Capacity Generation

- Scale of Spatial Decision Making
- Prices
- Competition and Risk
- Cooperation

2. Social and cultural capacity generation

- High information density
- Expansion of social roles of institutions
- Privileging voluntary cooperation and networks
- Opening public spaces for social and cultural diversity

Social and cultural capacity generation

Generating the encounter capacity of people, institutions and places

- High public information density
 - for economic decision making
 - for social decision making
- Expansion of social roles of institutions
- Opening up public spaces for social and cultural tension
- Privileging voluntary cooperation and networks

SOCIAL CAPITAL FORMATION: COOPERATIVE AND COMMUNITY HOUSING AS SOCIAL STARTERS FOR COHESION AND ENCOUNTER



SOCIAL CAPITAL FORMATION: GENERATION SOCIAL INCLUSION AND NEIGHBOURHOOD COOPERATION



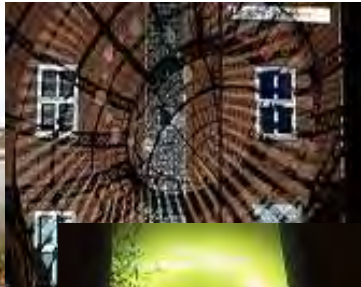
SOCIAL CAPITAL FORMATION: GENERATING ENCOUNTER CAPACITY



CULTURAL CAPITAL FORMATION: CULTURAL BUILDINGS



CULTURAL CAPITAL FORMATION: CULTURAL PLACE PRODUCTION



CULTURAL CAPITAL FORMATION: CULTURE AS ENCOUNTER CAPACITY GENERATOR



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HAFENCITY: A RADICAL TRANSFORMATION OF HARBOUR AND INDUSTRIAL SPACE



SMALL MIXED USE BULDINGS AT SANDTORHAFEN (FIRST PHASE)



MAJOR CORPORATE BUILDINGS (MEDIUM PHASE)



ÜBERSEEQUARTIER: MAJOR MIXED USE NON-SHOPPING CENTER DEVELOPMENT

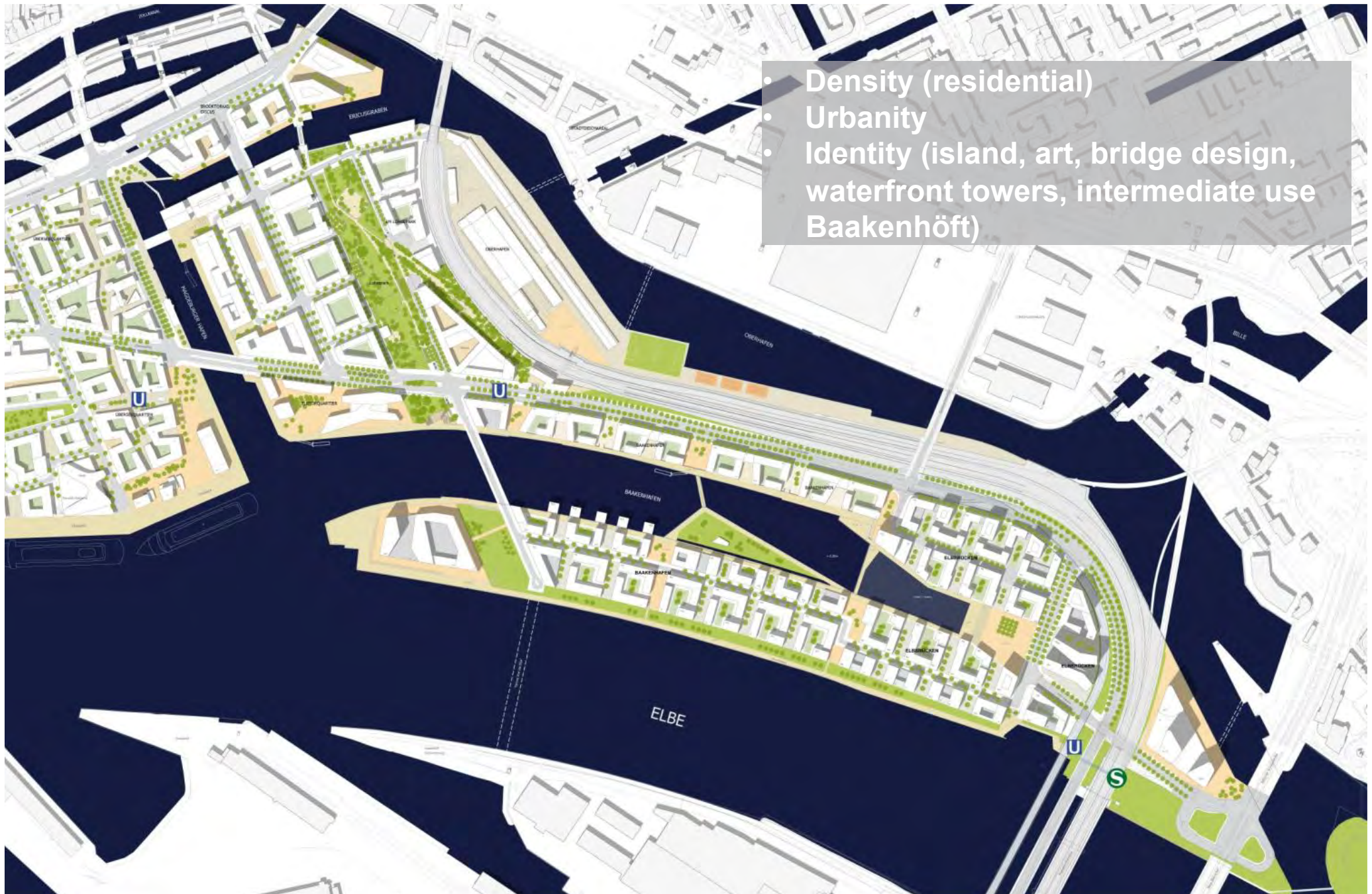


ELBTORQUARTIER: CENTRE MIXED USE PRIME DEVELOPMENT OF INDIVIDUAL BUILDINGS



CULTURAL AND CREATIVE QUARTER OBERHAFENQUARTIER





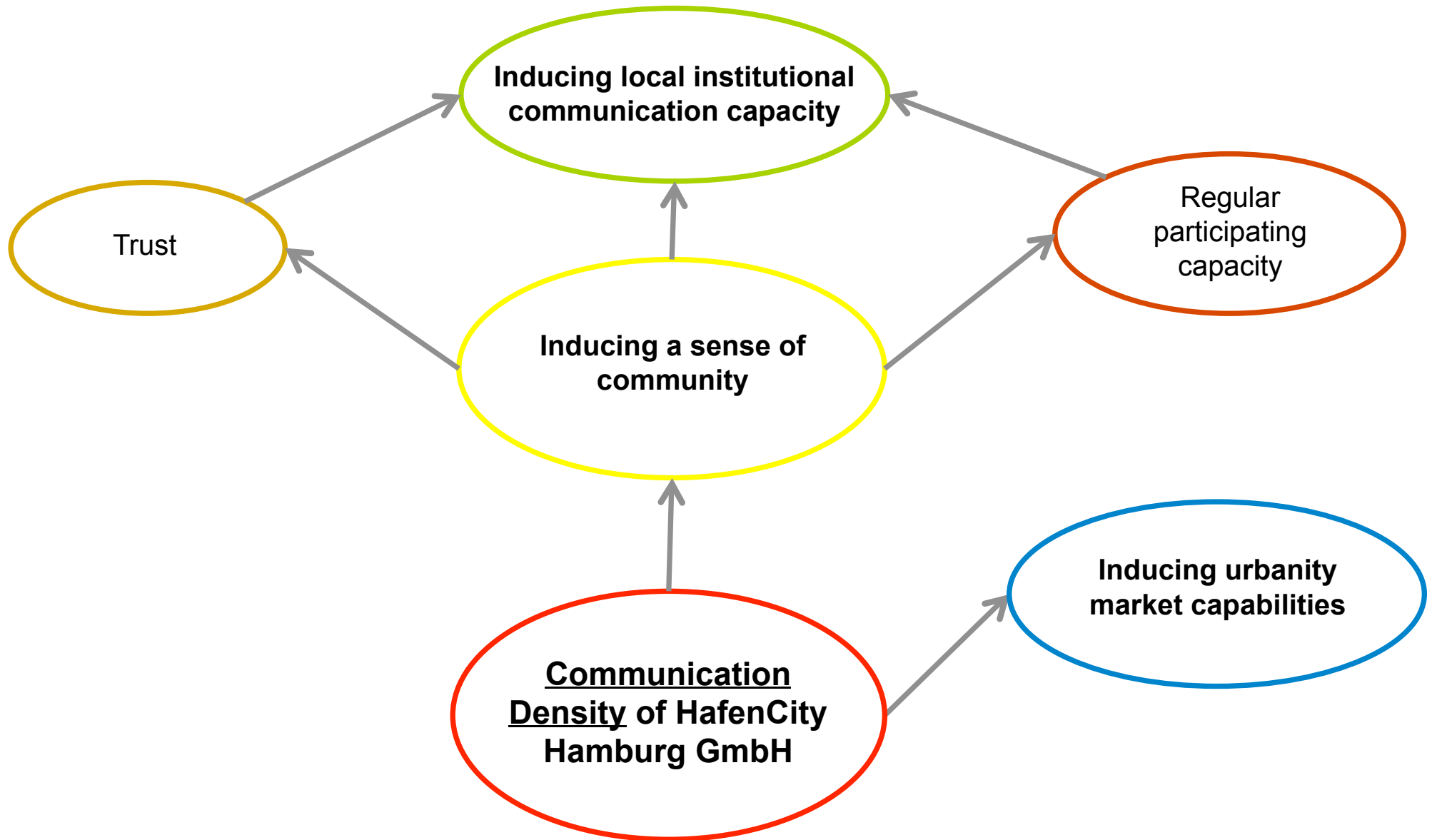
- Density (residential)
- Urbanity
- Identity (island, art, bridge design, waterfront towers, intermediate use Baakenhöft)

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Artikelübersicht ...

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- Institutionen
- Aus den Vereinen
- Kunst und Kultur
- Jenseits des Zollkanals
- News in English

Nachrichten

DIE PIONIERE NOCH MAL

16/11/2011 | Michael



Wohnen
Lohse
und die
Baugen
Berged
die Bau
Baufeld

neben dem Speicher
Museums. Beide bau

erste Mal in der Hafe



INFORMATIONAL CAPITAL FORMATION: INFORMATION INTENSITY



NEWS Architekturwettbewerb der NIDUS-Baugemeinschaft entschieden

Der Wettbewerb für die erste eigeninitiierte und selbstorganisierte Baugemeinschaft der HafenCity ist entschieden. Insgesamt ist es bereits die fünfte Baugemeinschaft, die in der HafenCity an den Start geht. [mehr](#)



INFORMATIONAL CAPITAL FORMATION: PLACE MAKING DENSITY



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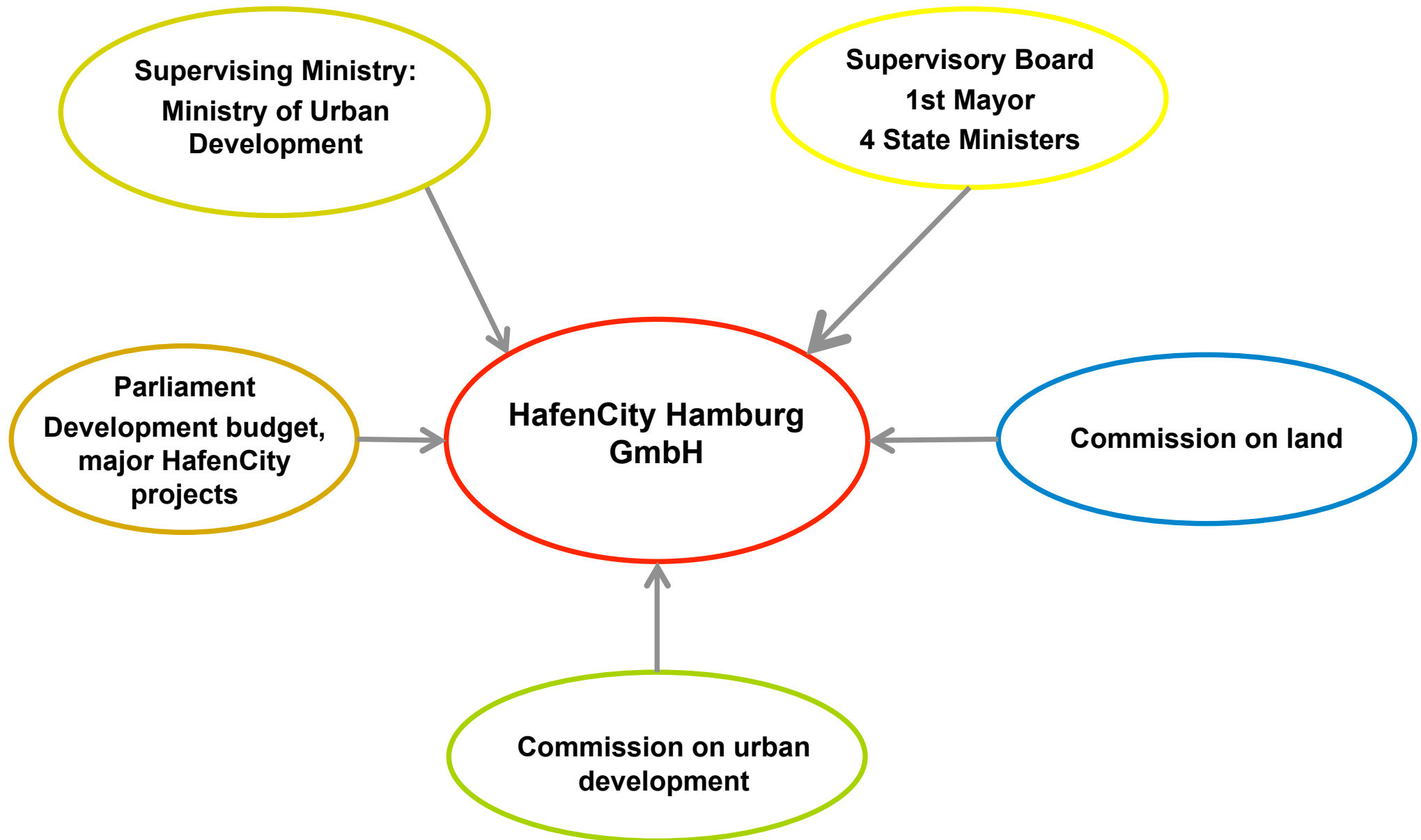
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1. Politics: Strong Framing Role (not regulatory role) of City State of Hamburg Using a Quango

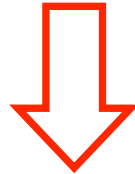
- Scaling up the regular policy and strategic decision making from local to city state (masterplan, development plans, building permits, special projects, urban design) partially: depolitization of decision making
- Merging public interests and private capacity by making a publically owned urban development company (HafenCity Hamburg GmbH) responsible for HafenCity development
- Supervision of the HafenCity Hamburg GmbH by a board headed by the mayor and four state ministers (senators)
- (Efficient) horizontal integration of market and non-market processes (e.g. land allocation, quality generation of buildings)



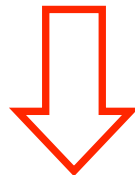
2. Economics: Shift of the Economic Power Balance from Market Actors towards State Level (including HafenCity Hamburg GmbH)

- Transferring all the public land to HafenCity Hamburg GmbH (as „special asset“ and financing tool backed by the state) in order to finance infrastructure development of HafenCity
- Buying the rest of the harbour land (via HafenCity Hamburg GmbH) after owning almost 75% (in 1997) at the start of the project
- Inducing and framing the development of HafenCity from the role of the landowner (eventually freehold is sold) in the financier, developer and builder role of infrastructure and master developer role for land via HafenCity Hamburg GmbH.
- Financing special projects (schools, public university, concert hall, museum building) and external infrastructure (subway, street, bridges) from the city state budget; the tax income from Hafencity (land sales, turn over, income, corporate) flows (to a significant degree) to the city state budget (partly to the federal level).
- Target is to achieve break even between income flows from land sales and cost of HafenCity development for HafenCity Hamburg GmbH after 25 years of development (no maximization of income flow).

(Open) Masterplan: ten different quarters



Urban design for ten quarters



Building design for (almost 200) buildings

International design competition

(Ministry of Urban Development and Environment
and HafenCity Hamburg GmbH)

- a) Ten urban design competitions
- b) Six international landscape
design competitions

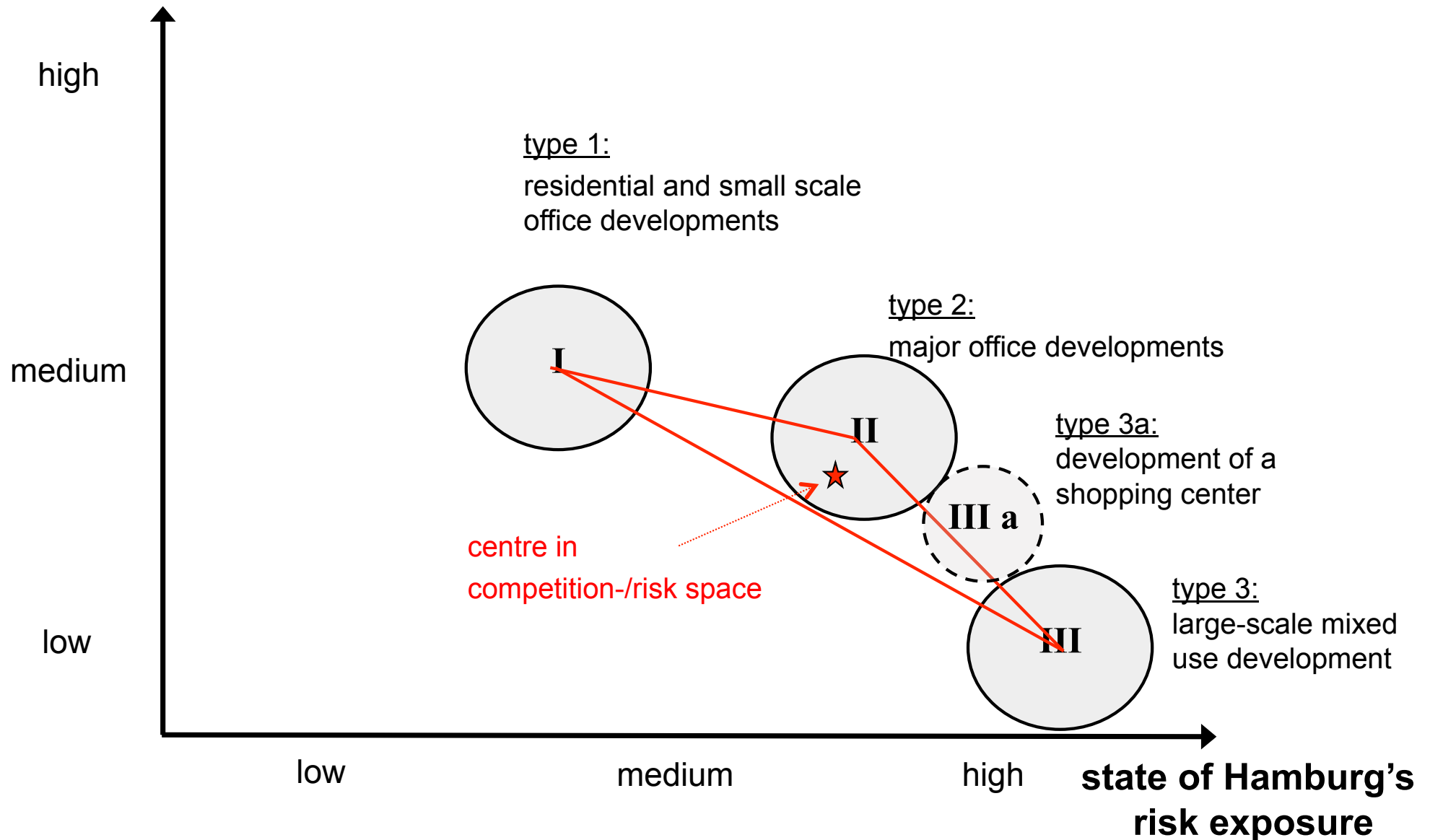
(Ministry of Urban Development and Environment
and HafenCity Hamburg GmbH)

Design competitions after
preliminary allocation of land

(private investors in cooperation with ministry and
HafenCity)

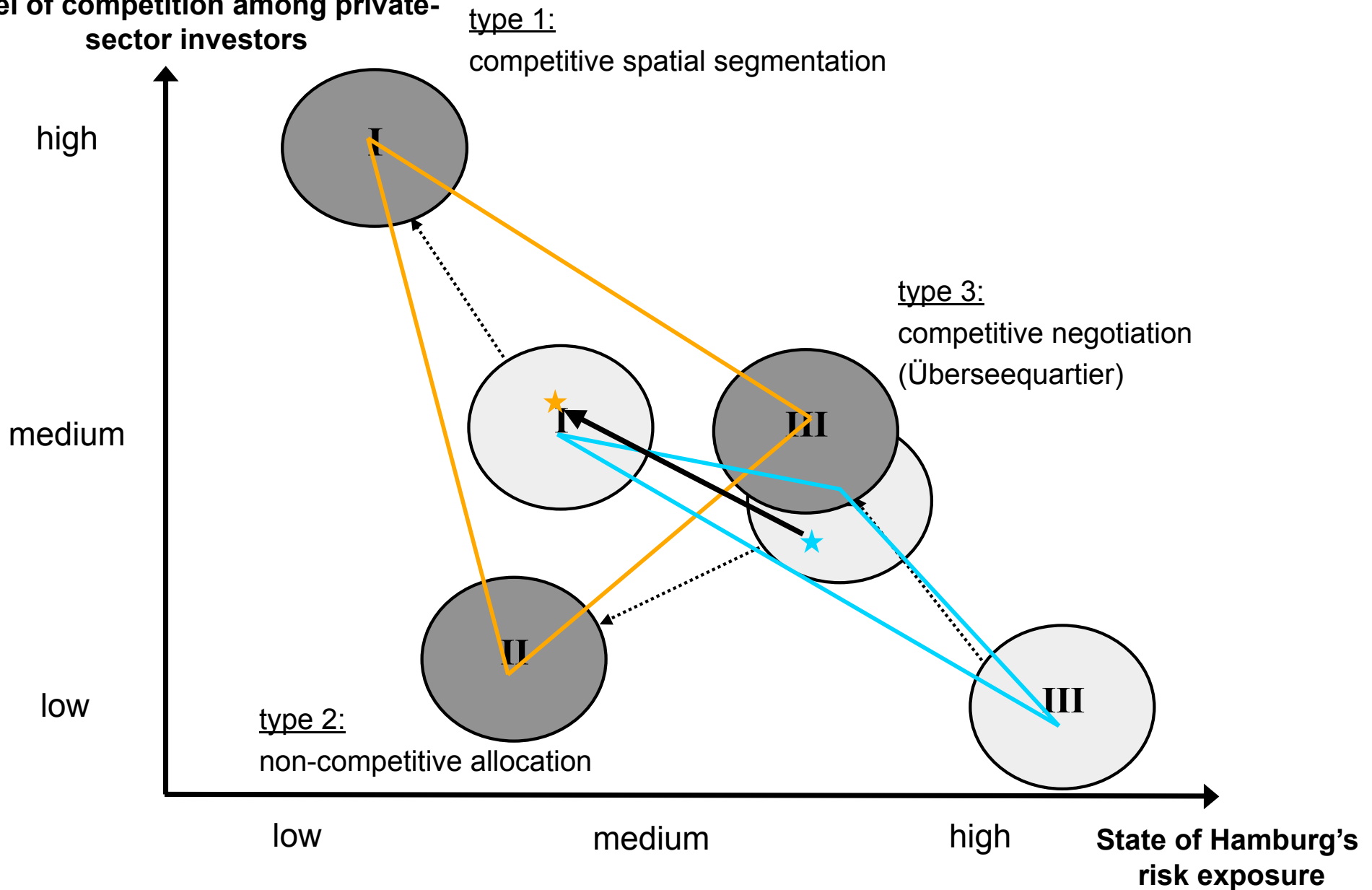
CONTROLLING RISK: COMPETITION-/ RISK TYPOLOGIES OF REAL ESTATE DEVELOPMENT

level of competition among
private-sector investors



CONTROLLING RISK: COMPETITION-/ RISK TYPOLOGIES OF REAL ESTATE DEVELOPMENT – IMPROVING THE PROFILE

level of competition among private-sector investors



- **Research**
- **Information density**
- **Participation**
- **Quarrel management**

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City is a Learning Platform!

THANK YOU FOR YOUR ATTENTION !



Jürgen Bruns-Berentelg
CEO
HafenCity Hamburg GmbH