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
- Strong mixed economy with emphasis on trading
HAFENCITY: BUILDING A „NEW DOWNTOWN“

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
HAFENCITY MASTERPLAN
BY KEES CHRISTIAANSE, CITY OF HAMBURG AND HAFENCITY
(2000)

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
OUTLINE

A. HafenCity Hamburg – Strategic Views

B. The Five C’s
   • Connecting
   • Collaborating
   • Changing
   • Communicating
   • Controlling

C. Conclusion
URBANITY GENERATION OF A NEW DOWNTOWN

- **public spaces**
  - 10.5 km promenades, urban and water places, green (parks)
  - 27 ha

- **places of consumption**
  - Retail/food services/trades
  - 200,000 m²
  - Überseequartier (as core area)
  - Appr. 14 mio visitors p.a.

- **social institutions and networks**
  - Knowledge milieu
    - (HafenCity University, Kühne Logistics University)

- **culture/entertainment facilities**
  - 2.5 mio. visitors p.a.

- **residential and office mixed use**
  - 12,000 residents, more than 45,000 jobs

- **ca. 2,3 Mio. m² GFS**
Evolving Strategic Lens I: Developing the Quality of Content

Identity Formation

Sustainability Formation

Urbanity Generation
IDENTITY FORMATION

- Economic Identity Formation
- Physical Identity Formation
- Cultural Identity Formation
- Social Identity Formation
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
SUSTAINABILITY GENERATION: ECOLOGICAL SUSTAINABILITY OF A NEW DOWNTOWN

Conversion of Brownfield

- „Behavioural change“
  - communication of sustainable issues
  - experimenting with new solutions (e.g. cooperations)

City Structure
- fine grained mixture of urban uses
- high urban density
- high percentage of networks of open spaces
- high degree of urban encounter capacity

Urban Mobility
- modal split: close to 20% MPT
- walkable and bikeable city network quality
- public transport network of high density and quality (subway, fuel cell busses)
- car parking integrated in flood protection concept

Integrating (New) Technologies
- smart grid
- electric mobility
- grey water

Sustainable Construction
- certification: 5 levels of resource efficiency
- benchmark based
- technology open

(Heating) Energy Supply
- CO₂ benchmark
- regenerative energy sources
- decentralized systems, technology open

Behavioural change → communication of sustainable issues → experimenting with new solutions (e.g. cooperations)
MECHANISMS OF URBANITY GENERATION

Informational Capital Formation

Social Capital Formation

Cultural Capital Formation

Economic Capital Generation
Increasing complexity instead of reducing it

Interaction in actor-centered induced development (instead of planning)

Path-dependency-
creation in evolutionary urban development
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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 6:5 in Eimsbüttel).

- **High number of traffic ways along the waterfront**
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
HAFENCITY - A “NEW DOWNTOWN”: MERGING WORKSPACES, COMMERCE, URBAN LIVING AND PUBLIC SPACE AFTER TEN YEARS OF CONSTRUCTION
<table>
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<tr>
<th><strong>Formal Institutions</strong></th>
<th><strong>Networks / Communication</strong></th>
<th><strong>Clubs / Associations</strong></th>
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<td>Expanding the cohesive capacity</td>
<td>Face to face Informal institutions</td>
<td>a) Störtebeker SV Sports Club</td>
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</table>
| a) Elementary school HafenCity (Am Sandtorpark)  
- morning and afternoon classes  
- Serving as a Community Center  
- Opening summer 2009 | a) **Nachbarschaftstreff**  
- Monthly events with external guests in the common room at Bergedorf-Bille Foundation | b) Kunstkompanie HafenCity e.V.  
- Art projects and musical concerts in HafenCity |
| b) Daycare facility for children located in elementary school  
- Also open on Saturdays and in emergencies  
- Pilot project  
- Opening spring 2009 | b) **Anwohnerstammtisch**  
- Monthly regulars' table at Kaiser's restaurant | c) Sponsoring committee for Katharinenschule school in HafenCity |
| c) **Brücke - Ecumenical Forum** (with Laurentius Convent)  
- Start-up project at Kaiserkai; recently launched | c) **Poldergemeinschaft Sandtorkai** | |
| d) **Stadthaushotel HafenCity**  
- Hotel and catering services  
- 40 workplaces for people with a handicap  
- Opening 2010 | Digital networks  
- **"HafenCity-News.de"**  
- District magazine  
- **"HafenCityleben.de"**  
- Discussion forum  
- **"Am-Kaiserkai.net"**  
- Platform for Bergedorf-Bille residents | |
|                         | Communication projects  
- **"Quartier" magazine** (published by Elbe und Flut Verlag)  
- Public cultural events | |

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**SUPPORTING SOCIAL CONNECTIVITY: SOCIAL INSTITUTIONS AND NETWORKS**
URBANITY: MIXTURE OF USES (SECOND FLOOR)
URBANITY: PUBLIC GROUND FLOOR USES
POTENTIAL FOR LIVELINESS AND DIVERSITY
CONNECTING CORPORATE USES AND URBANITY (UNILEVER)
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### 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 BUILDINGS AT SANDTORHAFEN (FIRST PHASE)
MAJOR CORPORATE BUILDINGS (MEDIUM PHASE)
ELBTORQUARTIER: CENTRE MIXED USE PRIME DEVELOPMENT OF INDIVIDUAL BUILDINGS
Density (residential)
Urbanity
Identity (island, art, bridge design, waterfront towers, intermediate use Baakenhöft)
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Communication Density of HafenCity Hamburg GmbH

Inducing local institutional communication capacity

Inducing a sense of community

Regular participating capacity

Inducing urbanity market capabilities

Trust
INFORMATIONAL CAPITAL FORMATION
INFORMATIONAL CAPITAL FORMATION: INFORMATION INTENSITY
INFORMATIONAL CAPITAL FORMATION: PLACE MAKING DENSITY
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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).
CONTROLLING DESIGN QUALITY: MATERIAL IDENTITY FORMATION

(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

state of Hamburg’s risk exposure

high

medium

low

high

medium

low

type 1: residential and small scale office developments

type 2: major office developments

type 3: large-scale mixed use development

type 3a: development of a shopping center

centre in competition-/risk space

I

II

III a

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

level of competition among private-sector investors

- **type 1:** competitive spatial segmentation
- **type 2:** non-competitive allocation
- **type 3:** competitive negotiation (Überseequartier)

State of Hamburg’s risk exposure

- low
- medium
- high

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

level of competition among private-sector investors

- **type 1:** competitive spatial segmentation
- **type 2:** non-competitive allocation
- **type 3:** competitive negotiation (Überseequartier)

State of Hamburg’s risk exposure

- low
- medium
- high
• Research
• Information density
• Participation
• Quarrel management
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City is a Learning Platform!
THANK YOU FOR YOUR ATTENTION!

Jürgen Bruns-Berentelg
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