Hafencity Hamburg – Residential Development in a Mixed-Use Central City Waterfront: Creating Urbanity

Jürgen Bruns-Berentelg
CEO Hafencity Hamburg GmbH

ULI Conference Amsterdam
Housing Affordability – Solutions for the Future
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HafenCity: 155 ha area
- waterfront: 10 kilometers
- inner city area: increase by 40%
1. Development Framework for one of Europe's most ambitious Urban Development Project

2. Producing Differentiation and Social Sustainability in Housing
   • Housing Differentiation
   • Social Sustainability

3. Conclusions
URBANITY

public spaces
10 km promenades, urban and water places, green (parks) 22 ha

consumption spaces
Überseequartier appr. 14 mio visitors p.a. retail/gastronomy 50.000 m²

social institutions and networks

knowledge milieu
HafenCity University

culture/entertainment spaces
2.5 mio. visitors p.a. (in public institutions; without „onlookers“)

residential and office spaces
12,000 residents (5.500 units) more than 40,000 jobs

ca. 1,8 – 2,0 Mio. m² GFS
BASIC CONDITION FOR RESIDENTIAL USES:
CONCEPT FOR FLOOD PROTECTION

Main embankment line
PUBLIC WATERFRONT AND NEW TOPOGRAPHY
IMPORTANT NEW CULTURAL PLACES „ICONS OF IDENTITY“
CULTURAL INSTITUTIONS:
ELBPHILHARMONIE / INTERNATIONAL MARITIME MUSEUM
OFFICE LOCATIONS
VARIETY OF LOCATIONS AND BUILDING SIZES

Buildings 2 500 – 5 000 m² GFA
Buildings 5 000 – 10 000 m² GFA
Buildings 10 000 – 15 000 m² GFA
Buildings 15 000 – 20 000 m² GFA
Subdivided buildings
20 000 – 40 000 m² GFA
Subdivided buildings
> 40 000 m² GFA
Speicherstadt – Office locations in historic buildings (100 – 15 000 m²)
MIXTURE OF USAGES IN BUILDINGS:
GROUND FLOOR

- Residential
- Office
- Gastronomy
- Retail / Services
- Market / Gastronomy

- Culture
- Special Uses
- Development Under Way
- Special Use on 1st Floor
MIXTURE OF USAGES IN BUILDINGS:
FIRST FLOOR

- Residential
- Office
- Gastronomy
- Retail / Services
- Market / Gastronomy
- Culture
- Special Uses
- Development Under Way
- Special Use on 1st Floor
PUBLIC SPACES: PROMENADE DALMANNKAI
10 KILOMETERS NEW PUBLICLY ACCESSIBLE WATERFRONT
PUBLIC SPACES AT THE WATER: MARCO-POLO-TERRACES
PUBLIC SPACES AT AND ON THE WATER HARBOUR FOR TRADITIONAL SHIPS (COMPLETION 09/2008)
PUBLIC SPACES: SPACES FOR VARIOUS USES
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HOUSEHOLD DIFFERENTIATION BASED ON ECONOMIC STRATEGIES OF RESIDENTIAL DEVELOPMENT IN PRIME DEVELOPMENT LOCATIONS

EFFECTS:

- Purely market driven development:
  - maximizes land value
  - reduces number of overall residents
  - produces a social enclave

- Differentiated regulated market development:
  - reduces land value
  - increases number of households
  - increases diversity but allows for generation of self-organizing capacity

- Subsidized and differentiated regulated market development:
  - reduces land value further
  - requires subsidy (neg. effect on more effective distributive measures)
  - increases injustice (overall level of cities)
  - produces limited social benefits
  - increases danger of social disintegration
COMPETITIVE SPATIAL SEGMENTATION
COMPETITIVE SPATIAL SEGMENTATION: DALMANNKAI AREA
SPATIAL BREAKDOWN INTO PUBLIC TENDERING UNITS

**spatial layer 1**
area zoned for development

**spatial layer 2**
public tendering area
(sub-area/ 4-6 sites)

**spatial layer 3**
tendering units
(space available for construction
4,000 – 10,000 m²)

**spatial layer 4**
individual architectural unit
on single title
c.a. 2,000 – 6,000 m²
### Mixture of Development Approaches and Residential Concepts

| Investor / Property Developer (rental / freehold, medium price level) | Owner Occupier Association (freehold) |
| investor / property developer (freehold, medium price level) | Private Owners Joint Venture (rental or freehold) |
| investor / Property Developer (freehold, upmarket) | Residential Building Cooperative (rental) |
| living concept for seniors (freehold / rental, upmarket) | Office |
DEVELOPING A SPECIFIC LOCAL IDENTITY: AT SANDTORKAI / HOUSING AND OFFICES
DEVELOPING A SPECIFIC LOCAL IDENTITY:
AT DALMANNKAI

WEAK ARCHITECTURAL DIFFERENTIATION / STRONG SOCIAL DIFFERENTIATION
DEVELOPING A SPECIFIC LOCAL IDENTITY: RESIDENTIAL TOWERS AT STRANDKAI – FLAGSHIP DEVELOPMENT
GASTRONOMY USES AT PROMENADE AND GROUND FLOOR LEVEL – OUTSIDE COMMERCIAL CORE AREA
RETAIL USES AND RESIDENTIAL BUILDINGS – OUTSIDE COMMERCIAL CORE AREA
ÜBERSEEQUARTIER (ÜSQ):
RESIDENTIAL LIVING IN A COMMERCIAL CORE AREA
ÜBERSEEQUARTIER: LARGE SCALE MIXED-USED PROJECT
URBAN DESIGN

Total: 280,000 m² GFA

incl.:
- 47,000 m² Residential
- 124,000 m² Office
- 53,000 m² Retail
- 28,000 m² Hotel
- 6,000 m² Gastronomy
- 14,000 m² Science Center / Aquarium
- 3,000 m² Cruise ship terminal
DISSOLVING THE ENCLOSED SHOPPING CENTER: THE ÜBERSEEQUARTER / INTEGRATING HOUSING

Traffic areas
Private Buildings
Private Buildings (inside area)
Publicly accessible private Spaces
Public spaces
Shopping Center
(60,000 m² GFA, 3 storey)
INTEGRATING URBAN USES AND PUBLIC SPACE

<table>
<thead>
<tr>
<th>Category</th>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land area (western part of HafenCity):</td>
<td>45.8 ha</td>
<td></td>
</tr>
<tr>
<td>Traffic areas</td>
<td>11.3 ha</td>
<td>25%</td>
</tr>
<tr>
<td>Footprint of buildings</td>
<td>15.8 ha</td>
<td>34%</td>
</tr>
<tr>
<td>Private spaces: publicly accessible</td>
<td>7.3 ha</td>
<td>16%</td>
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<tr>
<td>(at least way-leave)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private spaces: open spaces</td>
<td>1.5 ha</td>
<td>3%</td>
</tr>
<tr>
<td>Public spaces</td>
<td>9.0 ha</td>
<td>20%</td>
</tr>
<tr>
<td>(places/promenades/parks/playgrounds)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public spaces on the water</td>
<td>1.0 ha</td>
<td>2%</td>
</tr>
<tr>
<td>Water area (western part of HafenCity):</td>
<td>8.5 ha</td>
<td></td>
</tr>
</tbody>
</table>
ÜBERSEEQUARTIER: LARGE SCALE MIXED USE PROJECT – RESIDENTIAL, RETAIL, OFFICE, MARKET, GASTRONOMY
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INDIVIDUAL SOCIAL ACTOR(S) (GROUPS) IN HAFENCITY
CONFLICT – INDIFFERENCE - COHESION

60,000 – 80,000 visitors per day

12,000 residents

40,000 employees / 1,500 university students

• shoppers
• cultural consumers
• tourists
## Formal Institutions
Expanding the cohesive capacity

a) Elementary school HafenCity
   (Am Sandtorpark)
   - morning and afternoon classes
   - Serving as a Community Center
   - Opening spring 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) Stadthaus Hotel 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 / Delocalized place identity generation

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
# Household Typology in Hafencity

## Social Institutions and Network Builders

### Young, aspiring family households
- Place-identification
- Place-interest
- Interests of family households
  - School
  - Kindergarten
  - Playground
  - Spaces for leisure activities
- Child-related networks
  - "Play-house" club

### Young, aspiring "one earner" / DINK-households
- Place-identification
- Place-interest?

### Multi local households
- Place-identification
- Place-interest?

### Middle-class Households (45+)
- Place-identification
- Place-interest
- Interest in opportunity spaces in civil society,
  - High competence

### Well-off retirees
- Place-identification
- Place-interest?
Potential benefits from co-presence of residential and other amenities

**Labour Force Effect**
- quantity and quality of labour force
- gender structure
  - extending the female family members participation in the workforce
  - proximity and character of social institutions

**General Productivity Effects**
- flexible labour time due to new urban spaces
  - proximity to
    - shopping
    - gastronomy
    - culture

**Creativity Effects**
- look and feel of the place
  - proximity to
    - public spaces
    - culture
    - urban heterogeneity
    - people from other spheres of work and life

**Social Effects**
- utilization of resident's driven institutions and networks
  - Selective work place based social integration?
  - Expanding social networks?
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CONTROL OF THE DEVELOPMENT SPACES BY OWNERSHIP (BEFORE 1997)

- Free and Hanseatic City Hamburg (spec. asset „city and port“) 760,600 m²
- Restricted areas: 151,600 m²
- Deutsche Bahn: 285,700 m²
- Federal areas: 10,200 m²
- Private ownership: 4,800 m²
CONTROL OF THE DEVELOPMENT SPACES BY OWNERSHIP (2007 - WITHOUT SALES)

Free and Hanseatic City Hamburg (spec. asset "city and port")
1,104,800 m²

Restricted areas: 8,100 m²

Deutsche Bahn: 93,600 m²

Federal areas: 9,300 m²

Private ownership: 7,200 m²
PUBLIC-PRIVATE AND PRIVATE DEVELOPMENT RESPONSIBILITIES

**public/private tasks**  
(without official duties)

- masterdeveloper  
  setting the frame for real estate development:
  - relocation of companies
  - site clearance
  - remediation
  - infrastructure: road construction, quay walls, promenades, squares, parks (without subway „U-Bahn“)
  - location marketing
  - communication
  - acquisition of developers and owner occupiers for the properties
  - pre- and post-contractual cooperation: quality development and controlling
  - planned generation of economic, social and cultural capital
  - production of other public commodities: eg. climate protection or heating supply

**private tasks**

- individual projects / project development
  - marketing to tenants

(with the exception of the Überseequartier area)
### City State of Hamburg

**a) State Commission approvals:**
- development plans
- land sales

**b) Prepares and grants:**
- development plans
- urban design (guidelines)
- building permits

**c) Finances and builds, partly as public-private joint venture:**
- schools
- university
- concert hall
- science centre
- subway

**d) Finance:**
- estimated total
  ~ 550 million €
- from City State budget

### Private / Public Sector

**HafenCity Hamburg GmbH (Quango)**

**a) - Acts as land owner of special budget “city and port”**
- Finances its activities from land sales
- Acts as master developer

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

**c) Finance:**
- estimated total
  ~ 730 million €
- generated from land sales

### Private Sector

**a) Private and institutional developers and investors**
- development of individual sites (exception Überseequartier: central retail area, 16 buildings)

**b) Finance:**
- estimated total
  ~ 5 billion € private sources
THANK YOU FOR YOUR ATTENTION!

Jürgen Bruns-Berentelg
CEO
HafenCity Hamburg GmbH