



The Interreg IVB
North Sea Region
Programme



Brief introduction in the Hamburg case

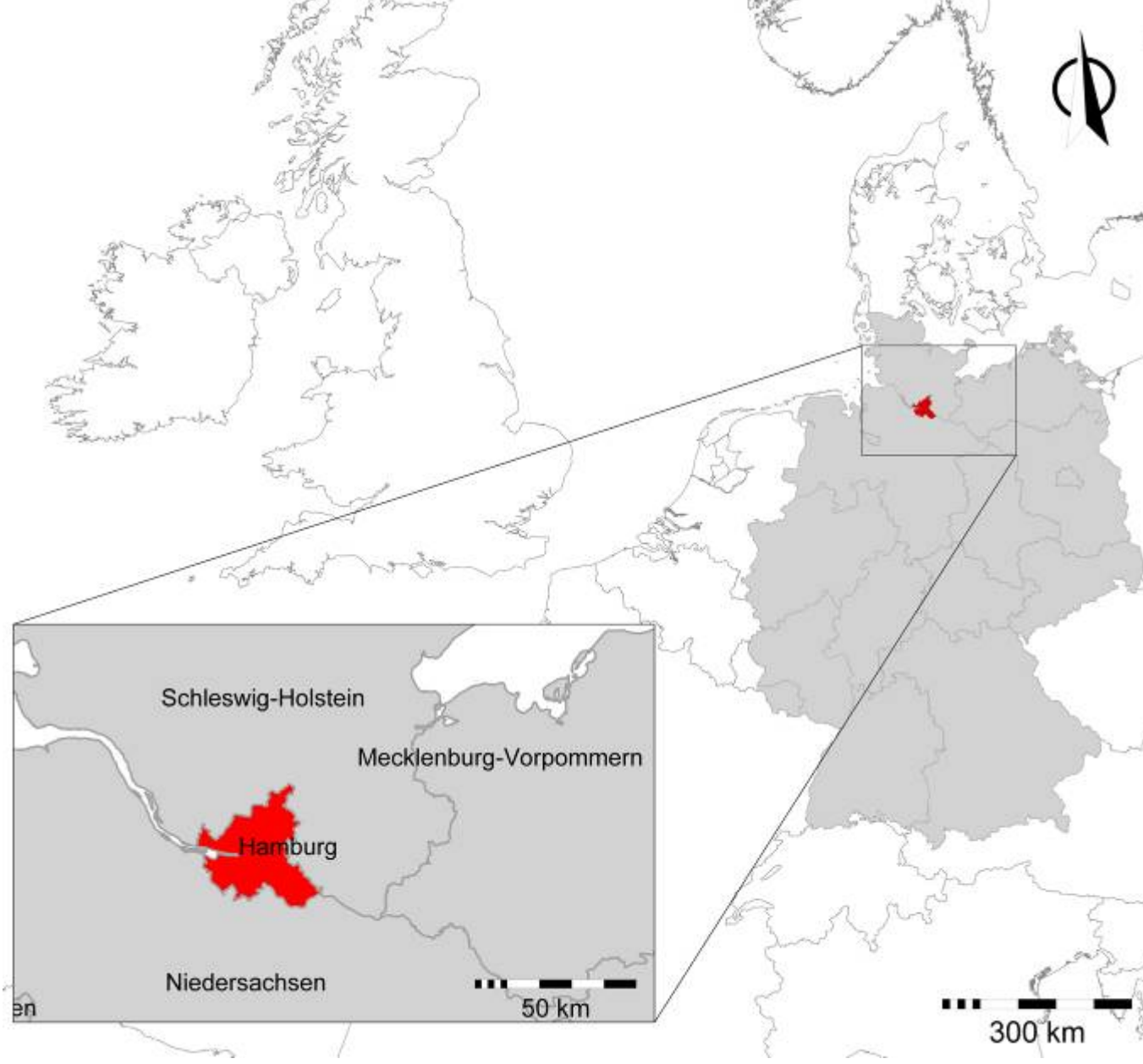
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Outline of the presentation

1. Hamburg - Brief introduction
2. Brief history of Urban Improvement Districts
3. The *Neighbourhood Improvement District* Model
4. Case Study: NID Steilshoop in Hamburg
5. Case Study: Neighbourhood development Steilshoop





Sources: www.hamburg.de and Hamburg Marketing

1. Hamburg - Brief introduction



The Free and Hanseatic City of Hamburg

- second largest city in Germany
- nearly 1.8 million inhabitants
- Metropolitan Region with approx. 4 mill. inhabitants
- Relevant Economy-Cluster: Harbour, Logistics, Life Sciences, Media, Aviation

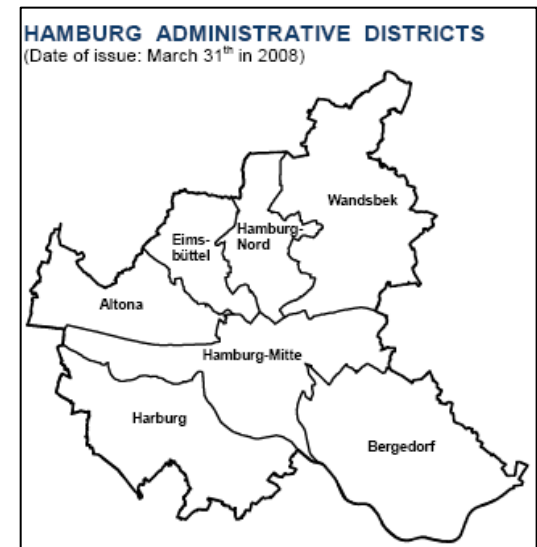


1. Hamburg - Brief introduction



The Free and Hanseatic City of Hamburg

- One of the 16 German Laender (Federal State)
- Legislative competences
- Government: Senate
Parliament: Buergerschaft
- 7 Districts as “Local Authorities”



1. Hamburg - Brief introduction



Urban Planning in Hamburg

- Ministry of Urban Development and the Environment
- “The growing Metropolis”: HafenCity Development; Leap across the Elbe; International Building Exhibition 2013 (IBA); International Garden Show 2013 (IGS)
- Innovation in urban renewal and development
- Polarisation between wealthy neighbourhoods and deprived areas (“hot spots vs. cold spots”)



2. Brief history of Urban Improvement Districts

- Urban Improvement Districts: Generic term for Business, Housing, Neighbourhood, Multifamily etc. Improvement Districts
- North-American Model for private initiatives with self assessment - especially BID
- **Constitutive features of the UID-model:**
Self-organisation of private stakeholders (eg. proprietors), defined area and limited duration, activities in the public realm additionally to public sector activities



2. Brief history of Urban Improvement Districts

Transfer of the UID model to Europe

- Transfer of the BID-model to Europe in the late 1990s
- Legislative models today only in the UK, Ireland and in Germany (voluntary models in other countries)
- Transfer of BID-model to residential areas as Neighbourhood (Housing) Improvement Districts in 2007

Federal State	Specific UID Legislation	UID-Projects in Implementation
Bremen	BID-Legislation: Bremisches Gesetz zur Stärkung von Einzelhandels- und Dienstleistungszentren (July 2006)	<ul style="list-style-type: none"> • BID Ansgarikirchhof • BID Das Viertel
Hamburg	BID-Legislation: Gesetz zur Stärkung der Einzelhandels- und Dienstleistungszentren (GSED) (December 2004 / Amendments in November 2007)	<ul style="list-style-type: none"> • BID Sachsenfer Bergedorf 2 • BID Neuer Wall • BID Wandsbek Markt • BID Lüneburger Straße Harburg • BID Alte Holstenstraße Bergedorf • BID Hohe Bleichen Heuberg • OXBID
Hamburg	HID/NID-Legislation: Gesetz zur Stärkung von Wohnquartieren durch private Initiativen (December 2007)	No project in implementation yet
Hesse	BID-Legislation: Gesetz zur Stärkung von innerstädtischen Geschäftsquartieren (INGE) (January 2006)	<ul style="list-style-type: none"> • 4 BIDs in the City centre of Giessen: Seltersweg, Katharinenviertel, Marktquartier and Theaterpark • BID Baunatal
North Rhine-Westphalia	BID-Legislation: Gesetz über Immobilien- und Standortgemeinschaften (ISGG) (June 2008)	No project in implementation yet
Saarland	BID-Legislation: Gesetz zur Schaffung von Bündnissen für Innovation und Dienstleistungen (BIDG) (May 2007)	<ul style="list-style-type: none"> • BID Burbach - Saarbrücken
Schleswig-Holstein	BID-Legislation: Gesetz über die Einrichtung von Partnerschaften zur Attraktivierung von City-, Dienstleistungs- und Tourismusbereichen (PACT) vom (July 2006)	<ul style="list-style-type: none"> • PACT Flensburg (Innenstadt) • PACT Elmshorn • PACT Schmuggelstiege (Norderstedt) • PACT Rendsburg

3. The *Neighbourhood Improvement District* Model

Neighbourhood Improvement Districts

- Transfer of the legislative BID-model to areas with other functions, i.e. residential or mixed-use areas
- Hamburg Law applicable since December 1st 2007:
New law with only slight amendments
(almost 1:1 adoption of the existing BID law)
- Pilot-project for a NID in Steilshoop estate –
ongoing process since the beginning in early 2007
- NID not formally designated up to today

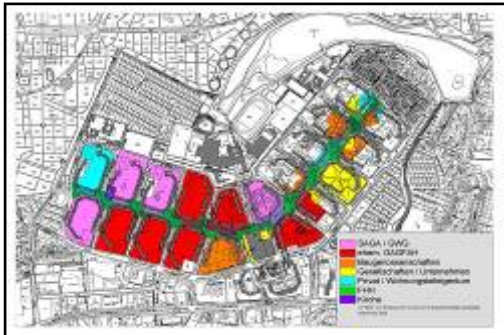
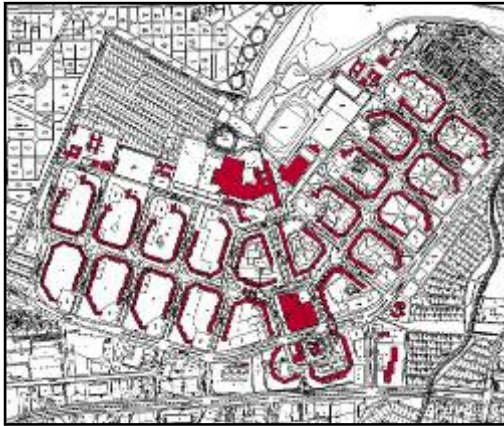


3. The *Neighbourhood Improvement District* Model

Specific attributes of the Hamburg NIDs

- Compulsory self-assessment on real property
= **self-taxing funding mechanism** of the proprietors
- **Quorum** for the obligatory proprietor-ballot:
min. 30 % positive votes / max. 30 % negative
- Clearly defined area
- Limited period of time (max. five years)
- Management / Implementation through third party
- **Additionality (“on top”)**: complementary services, e.g. enhanced services (street cleaning), capital improvements (public realm), marketing activities

4. Case Study: NID Steilshoop in Hamburg



Sources: Ellen Fiedelmeier 2008, Bezirksamt Wandsbek

4. Case Study: NID Steilshoop in Hamburg

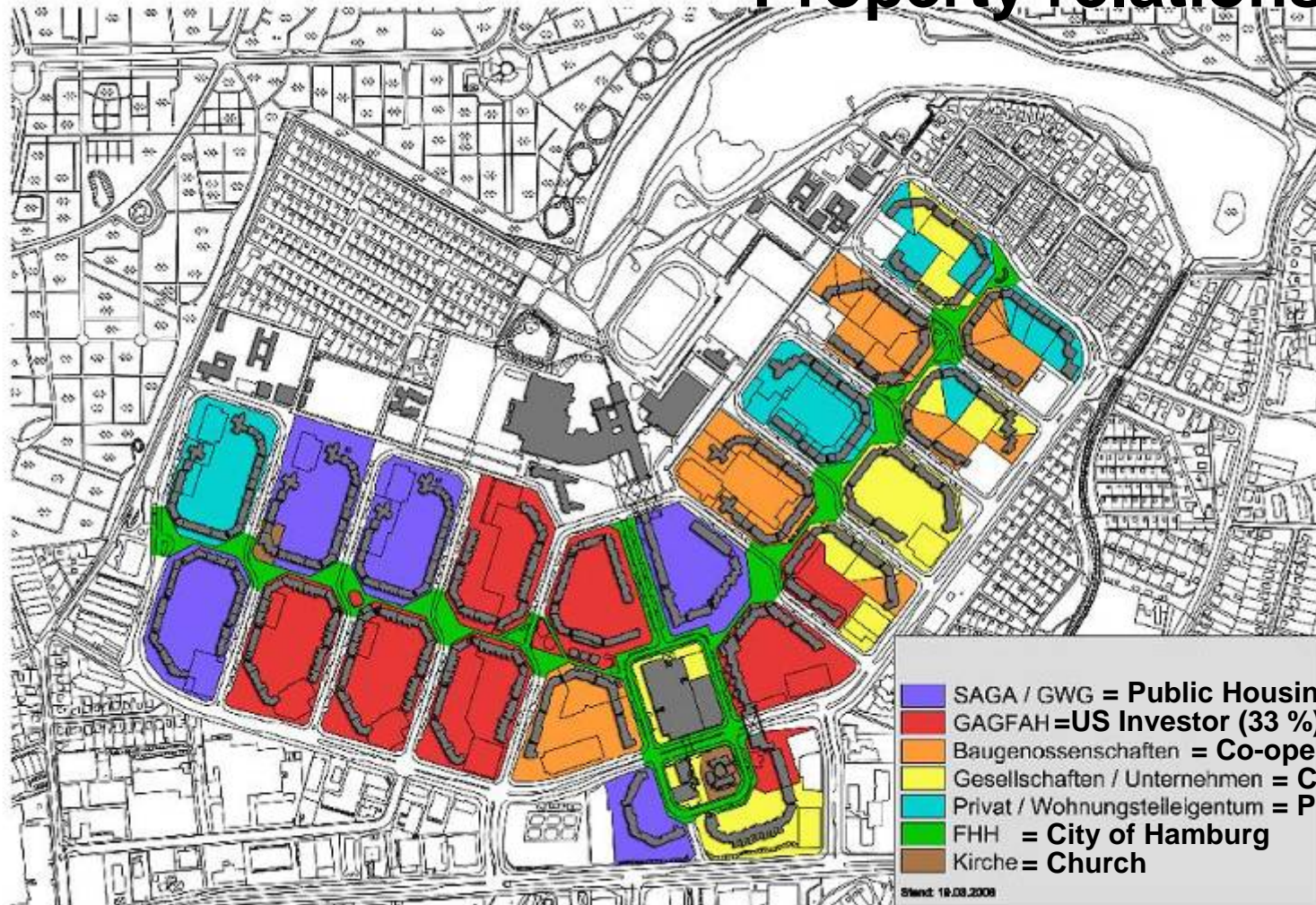
Steilshoop: Europe's first NID?

- Housing estate built between 1969 and 1975
- 6.380 dwellings
- 14.300 inhabitants
- Urban renewal programme from 1987 – 1999: more than 13 million Euros of public funds
- Largest proprietor GAGFAH (2.160 dwellings) sold to US Fortress Investment Group in 2004
- Negative image, declining quality of public spaces, worsening local amenities (shopping centre)



4. Case Study: NID Steilshoop in Hamburg

Property relations



4. Case Study: NID Steilshoop in Hamburg

Public and Private Open Spaces in the estate



Steering Committee for the NID Steilshoop in 2007

H I D - Lenkungsausschuss Steilshoop

Proprietors

Gewerbliche Eigentümer

- GAGFAH Group
- SAGA / GWG
- Drei Genossenschaften
- EKZ Steilshoop

Festlegung von
Maßnahmen und
Finanzierung

**Definition of tasks
and funding**

Public Partners

Städtische Vertreter

- Behörde für Stadtentwicklung und Umwelt / Amt LP
- Bezirksamt Wandsbek / Amt Sozialraummanagement
- Hamburgische Wohnungsbaukreditanstalt
- Weitere städtische Dienststellen

Beratung und
Finanzierung von
Maßnahmen

**Guidance and
funding**

Other relevant actors

Weitere Beteiligte

- HCU / Begleitforschung
- Stadtreinigung Hamburg
- Planungsbüros / Gutachter

Beratung und
Unterstützung

**Consulting and
expertise**

Zusammensetzung in 2007

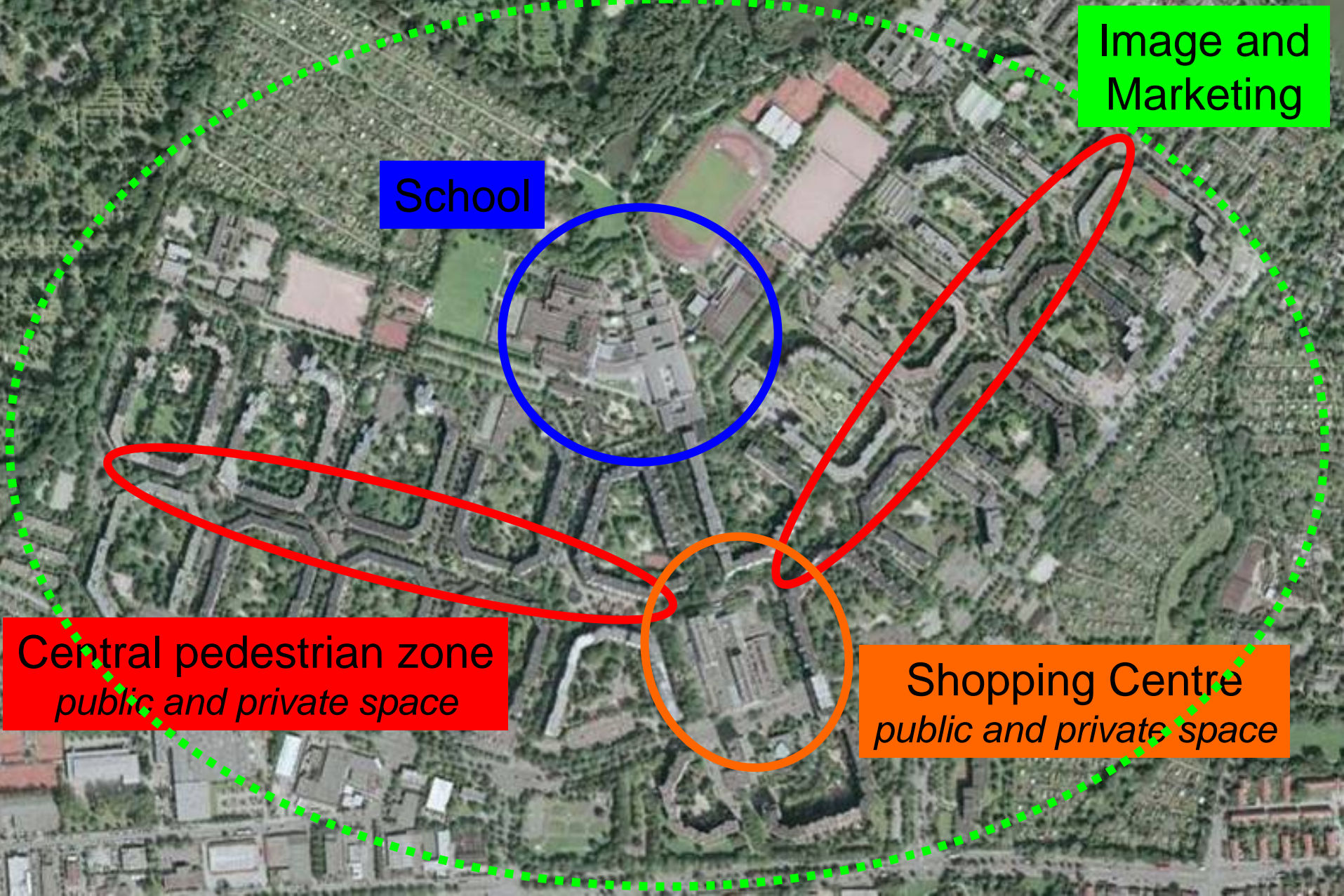


Image and
Marketing

School

Central pedestrian zone
public and private space

Shopping Centre
public and private space

4. Case Study: NID Steilshoop in Hamburg

Place-making

- Competition for the redesign of the central pedestrian zone
- Participation process with the community
- Working-Group of proprietors and architects
- Development of a design-concept
- Investment of 6 million Euros envisaged



Sources: Verfahrensmanagement INQ, Topotek 1

4. Case Study: NID Steilshoop in Hamburg

Place-keeping

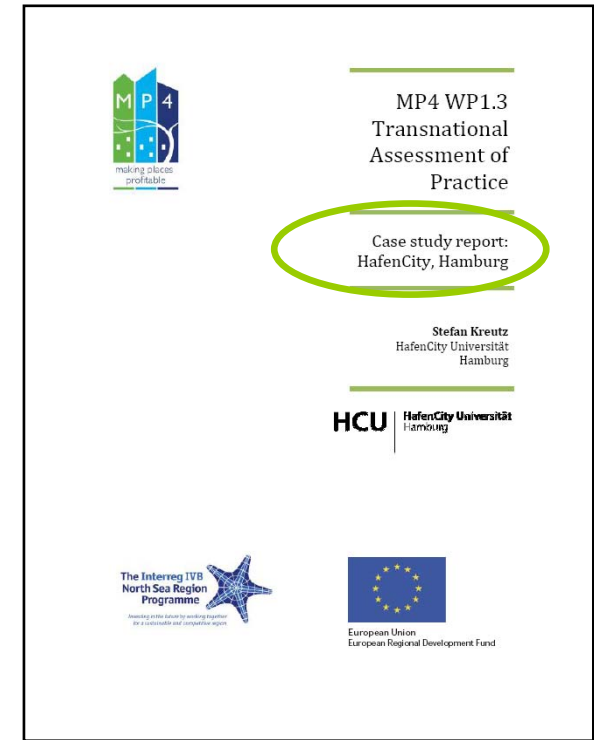
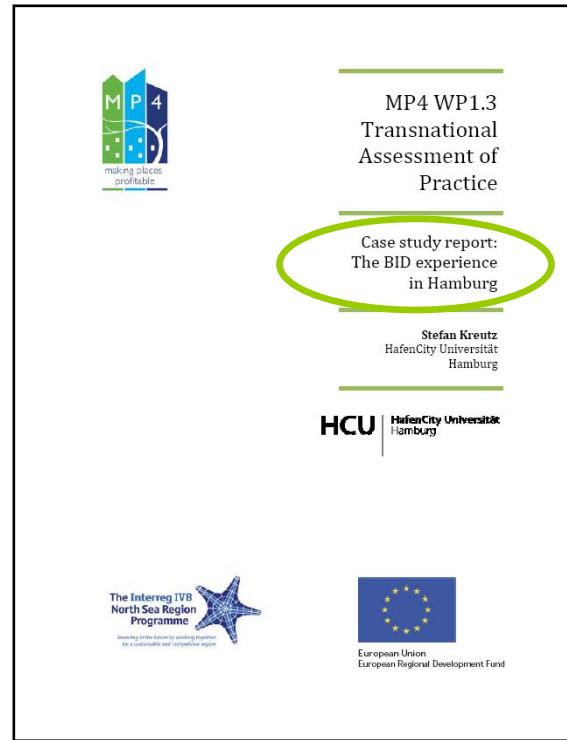
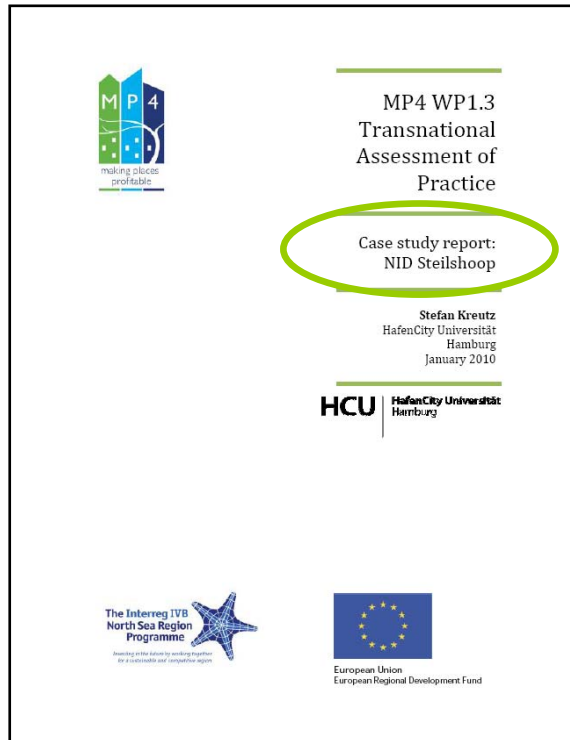
- Focus on groundskeeping
- Working-group with all relevant stakeholders
- Clarification of tasks and frequencies
- Improved coordination of groundskeeping
- No extra costs but improved quality!




Sources: Stadtreinigung Hamburg

4. Case Study: NID Steilshoop in Hamburg

Detailed information available





Urban Improvement Districts

Ein Forschungsprojekt der HCU Hamburg

BID HID / NID International Aktuelles Kontakt English Information

[Startseite](#)

Scientific Website on Urban Improvement Districts

Urban Improvement Districts: Business, Housing and Neighbourhood Improvement Districts

This is a website of the [HafenCity University Hamburg](#) (Department of Urban Planning) on Urban Improvement Districts (BID, HID, NID) for scientific use.

The website is online since June 2007. 390 links to projects, statutes and publications in Germany and worldwide are available at the moment and the number is steadily growing.
2.200 visitors per month and almost 4.000 page impressions per month on average demonstrate the large and growing interest in our website and the issue of Urban Improvement Districts, especially in Germany.

The initially North-American model of Urban Improvement Districts is a fairly new instrument for urban development in Europe and Germany. Today, you will find BID-legislation and projects only in the UK, the Republic of Ireland and six of the 16 German states (Bundesländer): Bremen, Hamburg, Hesse, North Rhine-Westphalia, Saarland, Schleswig-Holstein.

The Free and Hanseatic City of Hamburg, one of the 16 German states, was first to introduce a BID-legislation in Germany in 2005.
And since December 2007, Hamburg has the first legislation for Housing or Neighbourhood Improvement Districts (HID or NID), too. They are called "Innovation Neighbourhoods in Hamburg". This is the first transfer of the legislative BID-model to residential neighbourhoods in Europe.

A presentation in English with more information on the experience with Business and Housing/Neighbourhood Improvement Districts in Hamburg is available [here](#).
An updated presentation on the Urban Improvement District Model in Hamburg and the pilot project for a NID in Steilshoop from May 2009 is available [here](#).
A presentation on the German experience with Urban Improvement Districts from a BID Conference in Stockholm in October 2009 is available [here](#).
A presentation on joint proprietor activities and Private Initiatives in Urban Development from informal to legalised models from April 2010 is available [here](#).

A first scientific publication in English on this issue from Stefan Kreutz / HCU (*The Model of NID in Hamburg - New strategies for private sector involvement in area development*) is available for a download [here](#).
The Article "Neighbourhood Improvement Districts in Germany - A new Form of Urban

5. Neighbourhood development Steilshoop

General Framework

Contract:

From 2008 to 2014

Principal:

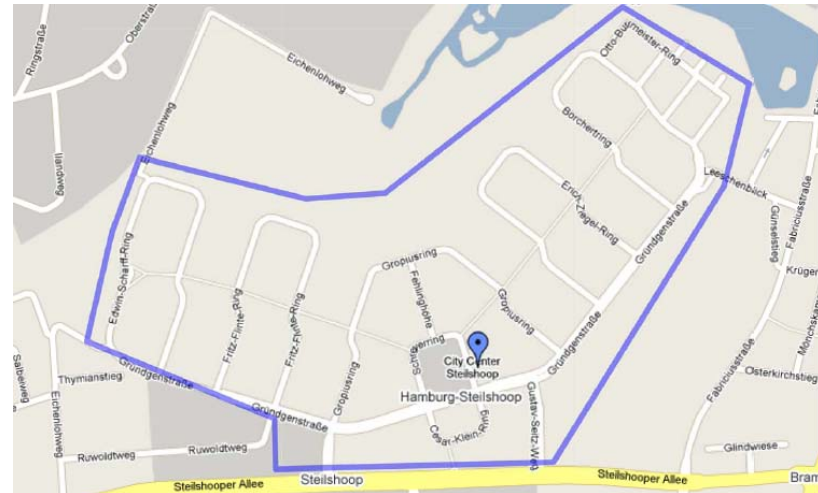
The local District Council Wandsbek

Our office in the neighbourhood:

Schreyerring 47 - Steilshoop

Consultation hours:

Tue 16 – 18 and Wed 10 -12



5. Neighbourhood development Steilshoop

Overall aims

- Image improvement of Steilshoop
- Sense of well-being / satisfaction (tenants)
- Infrastructure



5. Neighbourhood development Steilshoop

Implementation

- Moderation Neighbourhood Advisory Board (Stadtteilbeirat) and Finance Group
- Implementation of different projects e.g. Orientation, Steilshoop News
- Support of projects from the area e.g. 40 Years Steilshoop
- Member of several working groups



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