



The Interreg IVB
North Sea Region
Programme



Urban Improvement Districts

The Hamburg Experience

Presentation on Friday, 20th April 2012

Dr. Sebastian Binger

Otto Wulff BID Management GmbH

Dipl. Ing. Stefan Kreutz

HafenCity Universität Hamburg

Research Associate at the Department of Urban Planning

Outline of the presentation

1. Brief history of Urban Improvement Districts and BIDs in Germany
2. The Hamburg Experience
3. The Neighbourhood Improvement District Model and the NID pilot in the Steilshoop estate
4. Remarks and Comments

0. Preliminary Remarks

Private Initiatives in Urban Development

- Private stakeholders = proprietors and landowner
- Increasing importance in Germany
- Part of the Federal Building Code since 2006
- Variety of models from voluntary and informal activities to legal instruments like BIDs + NIDs
- Additional to public funded strategies



1. Brief history of Urban Improvement Districts

- Urban Improvement Districts: Generic term for Business, Housing, Neighbourhood, Multifamily, Residential, Climate etc. Improvement Districts
- North-American Model for private initiatives with self assessment - especially BID
- Original an example for privatist tradition of urban development, a weak public sector and low tax-rates in Anglo-American countries



1. Brief history of Urban Improvement Districts

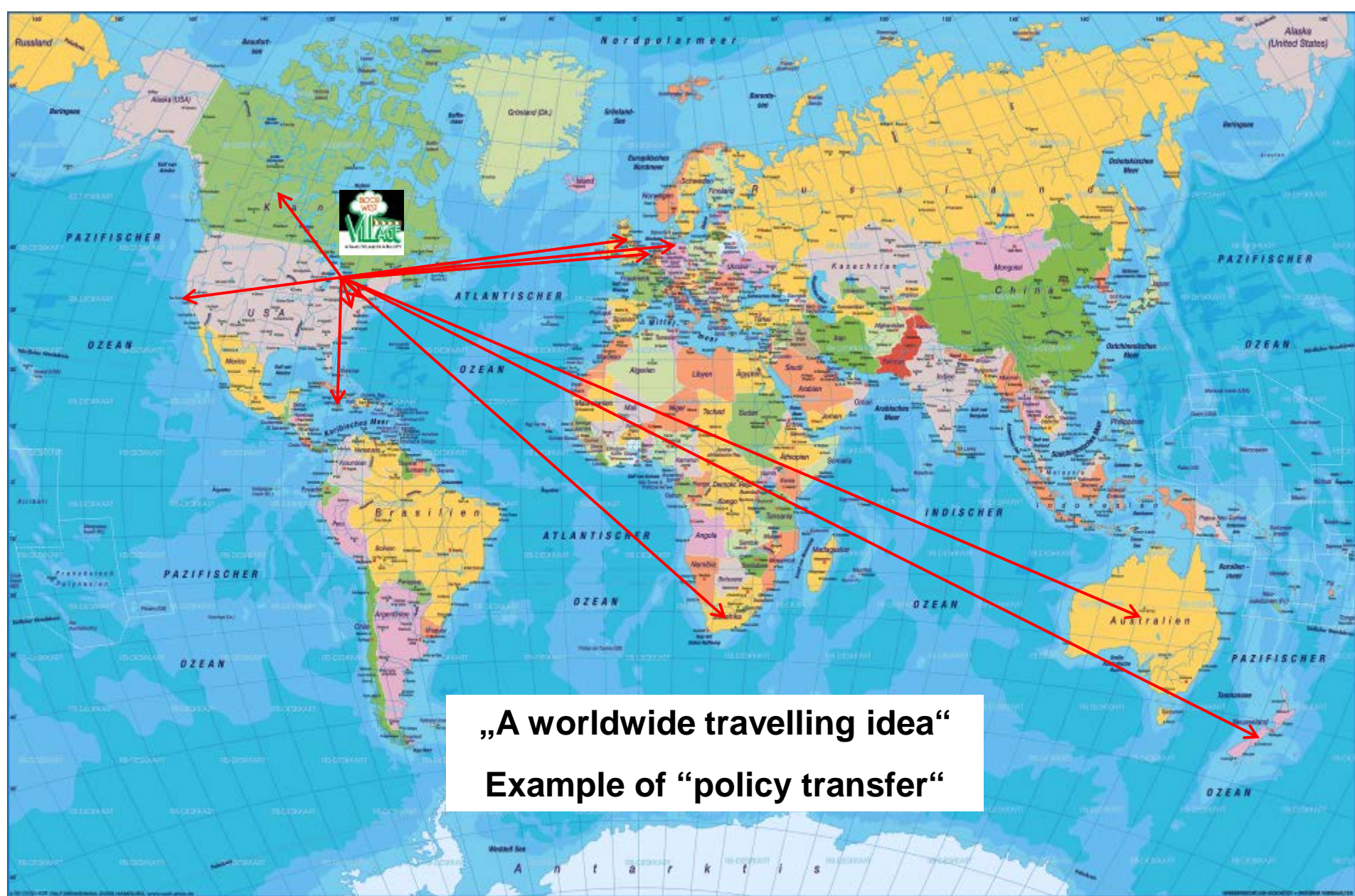
Constitutive features of the UID-model:

- Self-organisation of private stakeholders (ie. proprietors in Germany - businesspeople in UK);
- Joint financing via an obligatory levy (no free-riders);
- Legally defined area;
- Limited duration (max. 5 years each);
- Broad spectrum of activities possible, e.g. place-making and place-keeping in the public realm
- Additionally to public sector activities

1. 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, some Federal States in Germany and the Netherlands
- Transfer of BID-model to residential areas as Neighbourhood (Housing) Improvement Districts 2007 in Hamburg (German Federal State)



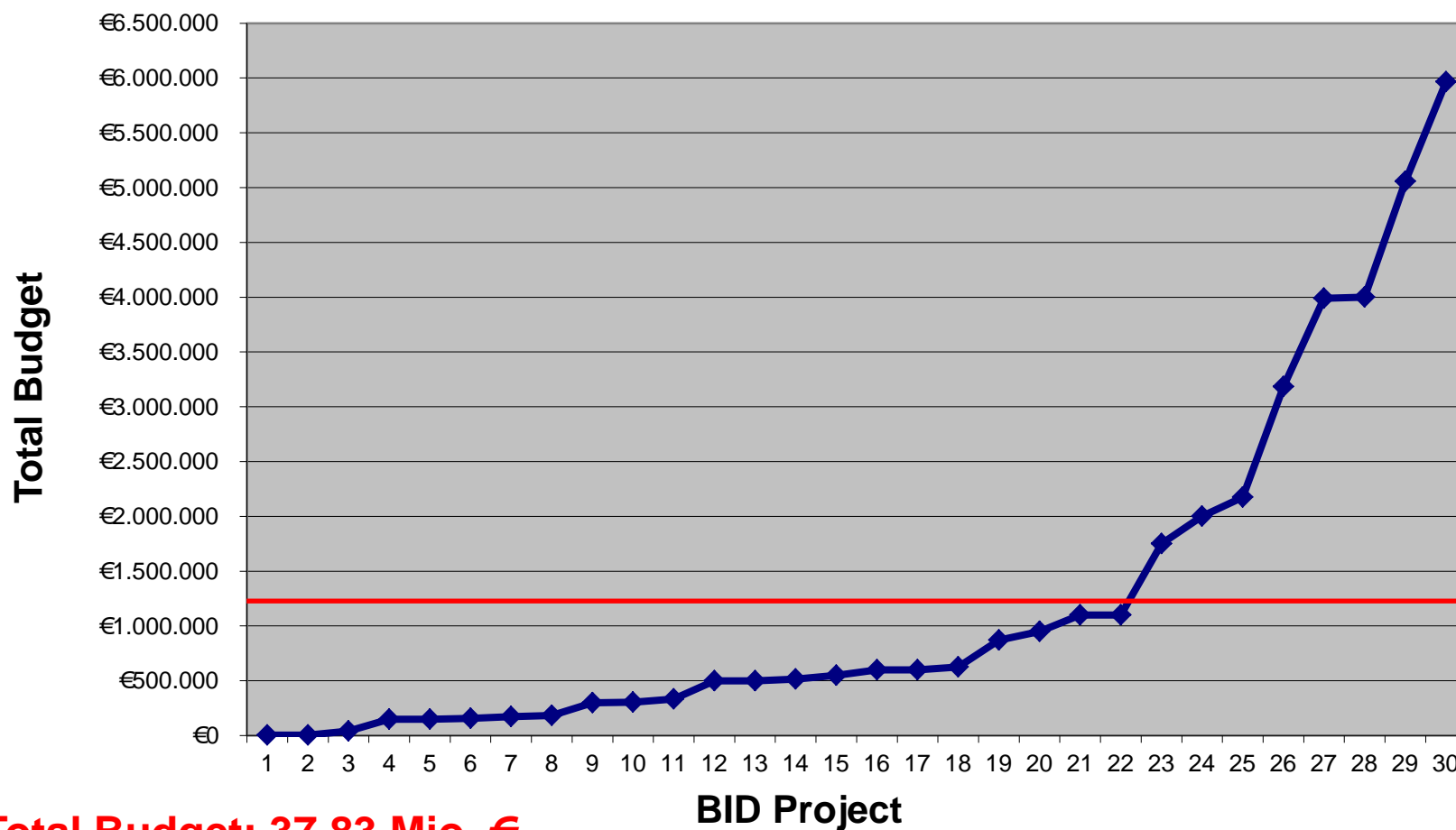
„A worldwide travelling idea“
Example of “policy transfer“

BIDs in Germany

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 2.0 • BID Wandsbek Markt • BID Lüneburger Straße Harburg • BID Alte Holstenstraße Bergedorf • BID Hohe Bleichen Heuberg • OXBID • BID Tibarg • BID Opern Boulevard • BID Passagenviertel
Hamburg	HID/NID-Legislation: Gesetz zur Stärkung von Wohnquartieren durch private Initiativen (December 2007)	No HID/NID in implementation yet HID to come in Steilshoop (05.2012)
Hesse	BID-Legislation: Gesetz zur Stärkung von innerstädtischen Geschäftsquartieren (INGE) (January 2006)	<ul style="list-style-type: none"> • 4 BIDs in der Giessener Innenstadt: Seltersweg, Katharinenviertel, Marktquartier und Theaterpark • BID Baunatal • BID Offenbach
North Rhine-Westphalia	BID-Legislation: Gesetz über Immobilien- und Standortgemeinschaften (ISGG) (June 2008)	<ul style="list-style-type: none"> • ISG Haltern am See
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 (City Centre) • PACT Elmshorn • PACT Schmuggelstiege (Norderstedt) • PACT Rendsburg

Budgets of UID-Projects in Germany	
Range of Budget	Project
less than 10.000 Euro	<ul style="list-style-type: none"> • PACT Elmshorn (3.000 €) • PACT Rendsburg (3.500 €)
10.000 - 100.000 Euro	<ul style="list-style-type: none"> • BID Baunatal (40.000 €)
100.000 – 200.000 Euro	<ul style="list-style-type: none"> • BID Sachsentor Bergedorf 1 (150.000 €) • BID Ansgarikirchhof / Bremen (150.000 €) • BID Theaterpark / Gießen (158.000 €) • OXBID / Hamburg (172.000 €) • PACT Schmuggelstieg /Norderstedt (184.000 €)
200.000 – 500.000 Euro	<ul style="list-style-type: none"> • BID Katharinenviertel / Gießen (303.000 €) • BID Alte Holstenstraße Bergedorf (333.000 €) • BID Burbach / Saarbrücken (500.000 €) • ISG Haltern am See (500.000 €)
500.000 – 1.000.000 Euro	<ul style="list-style-type: none"> • BID Lüneburger Straße Harburg (549.000 €) • BID Sachsentor Bergedorf 2 (600.000 €) • BID Marktquartier / Gießen (624.500 €) • BID Offenbach (950.000 €)
more than 1.000.000 Euro	<ul style="list-style-type: none"> • BID Seltersweg / Gießen (1.101.000 €) • BID Das Viertel / Bremen (1.100.000 €) • BID Tibarg / Hamburg (1.750.000 €) • BID Hohe Bleichen Heuberg / HH (2.000.000 €) • BID Opern Boulevard (2.175.000 €) • BID Neuer Wall 2.0 (3.184.000 €) • BID Wandsbek Markt (3.990.000 €) • PACT Flensburg (4.000.000 €) • BID Passagenviertel / HH (5.056.951 €) • BID Neuer Wall (5.966.000 €)

Overview of 30 BID Budgets in Germany

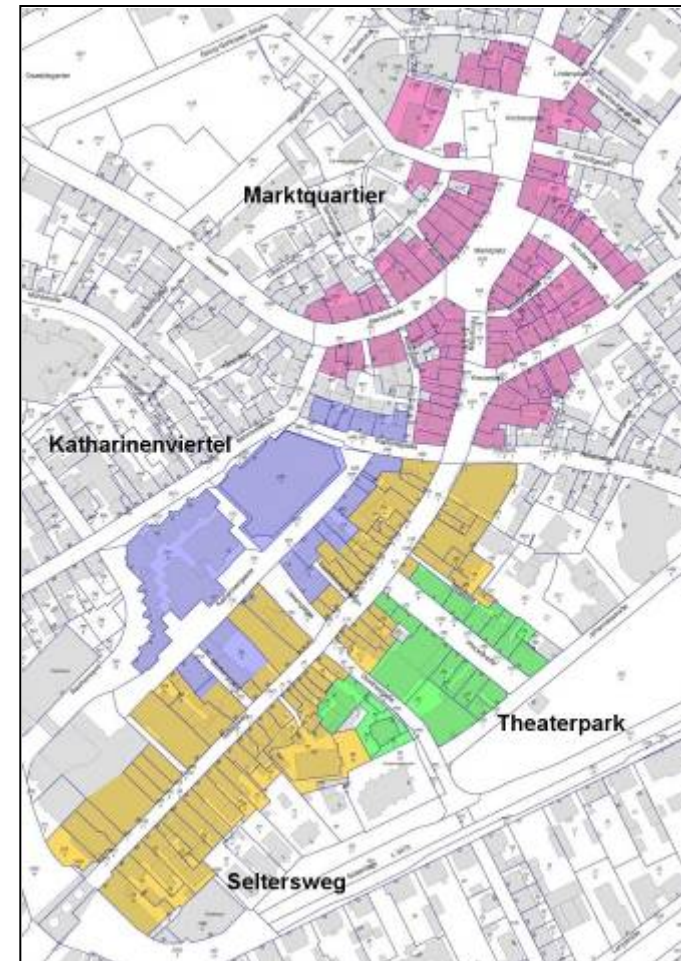
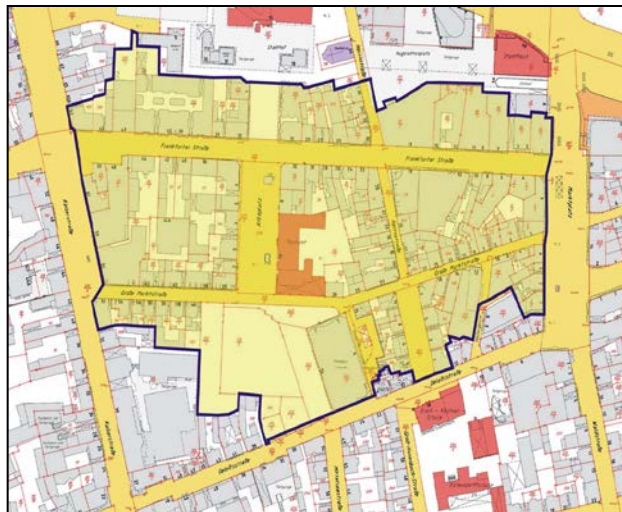
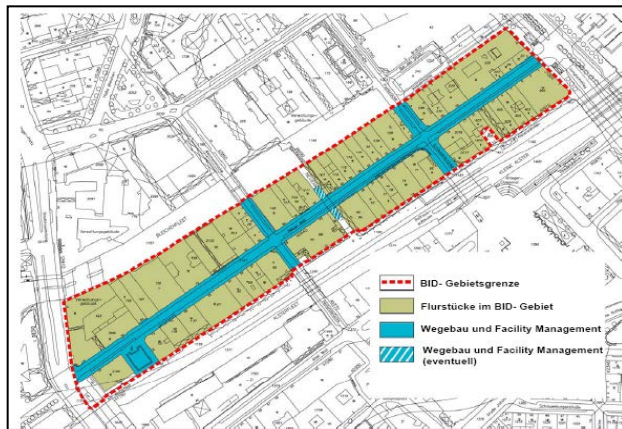


Total Budget: 37,83 Mio. €

Average Budget: 1.261.000 €

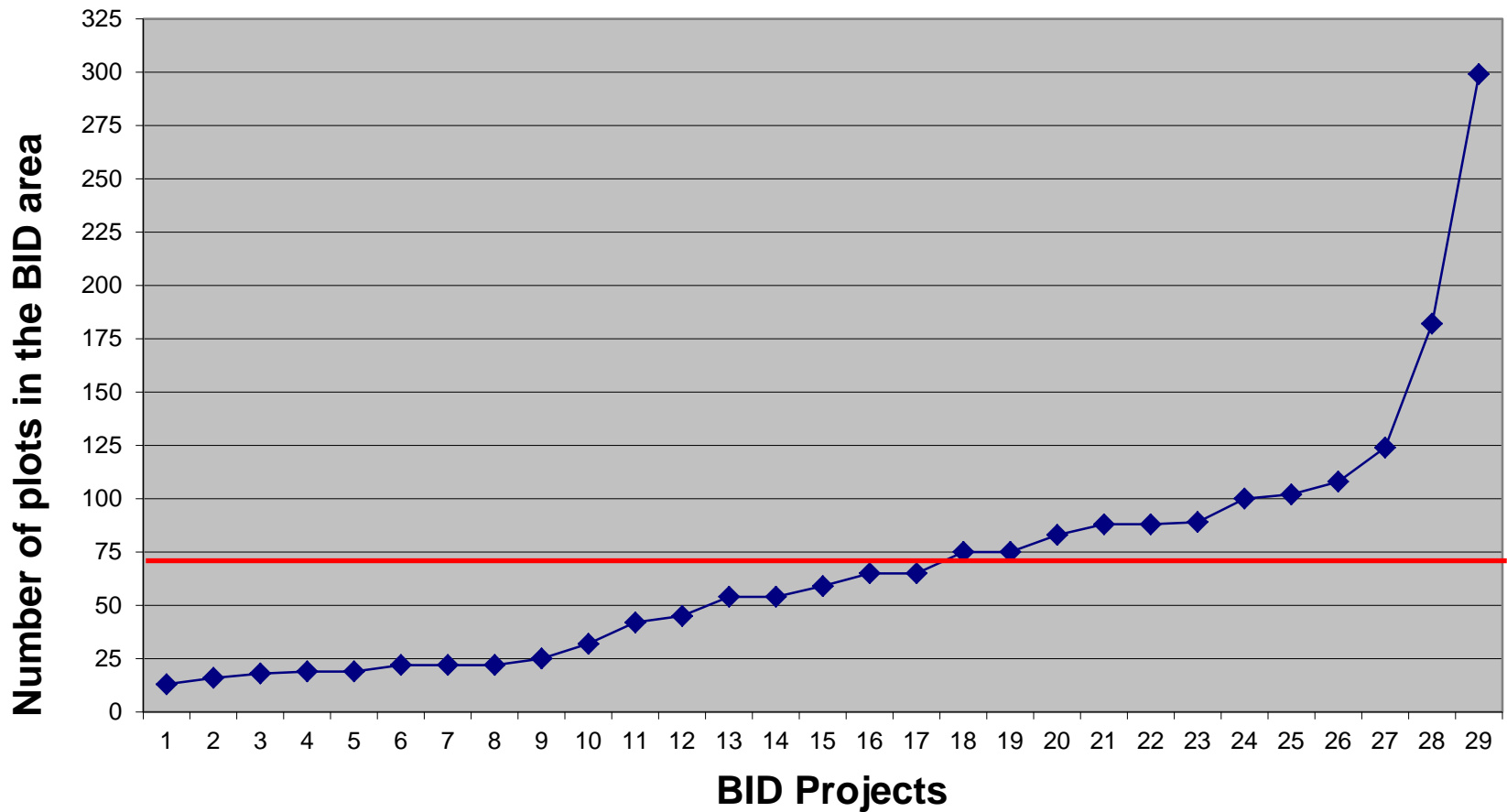
Source: Stefan Kreutz / HCU – December 2011

BIDs in Germany: Variety of spatial scale



Sources: Project websites online

Overview of the size of 30 BIDs in Germany



Average Size: 67 properties

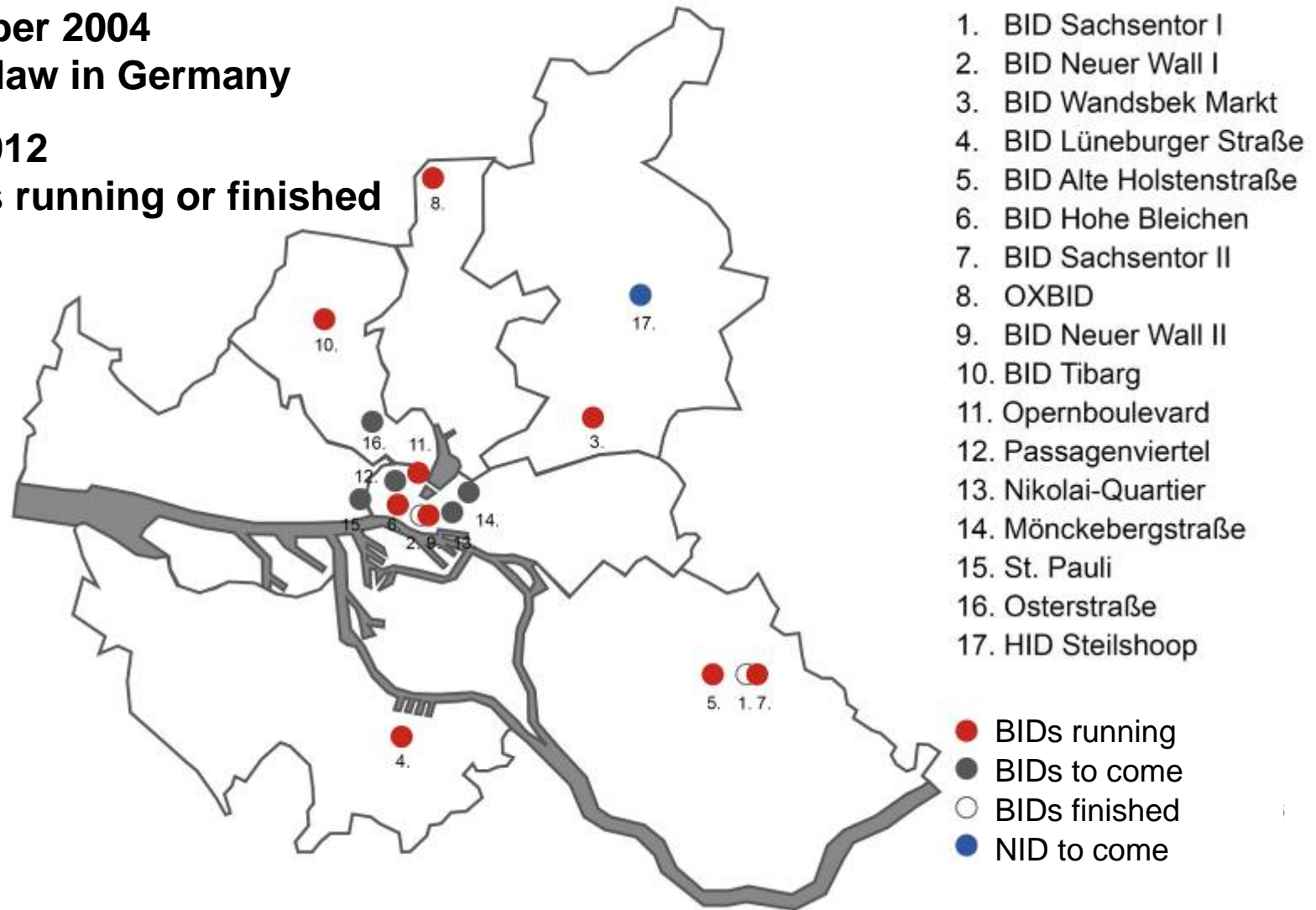
Source: Stefan Kreutz / HCU – December 2011

The Hamburg Experience

2. The Hamburg Experience

December 2004
1st BID law in Germany

April 2012
12 BIDs running or finished



Source: BSU Hamburg / April 2011

2. The Hamburg Experience

Public standard in the public realm before...



Source: BSU Hamburg



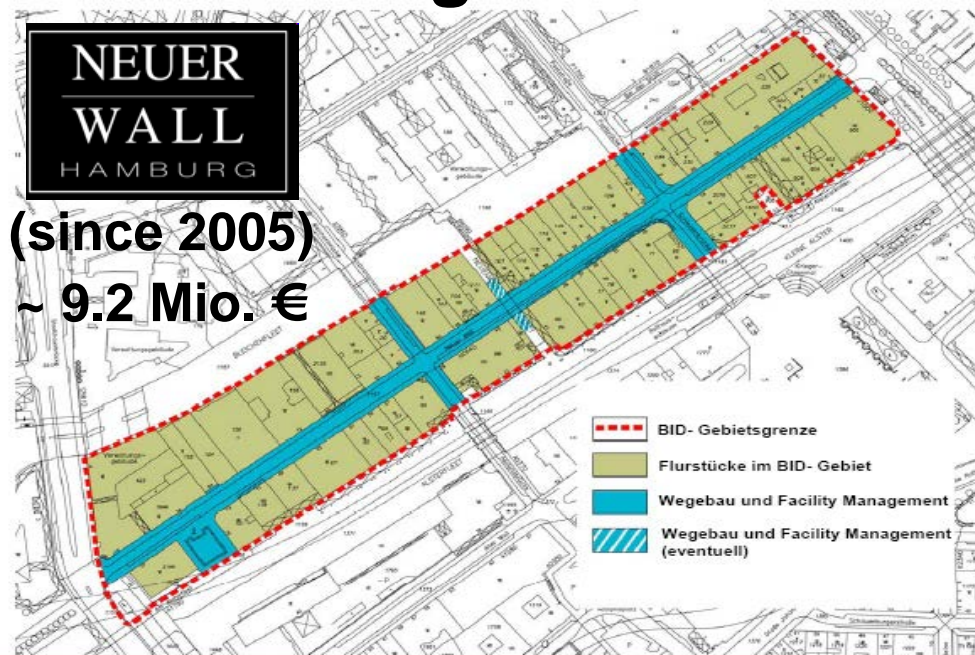
2. The Hamburg Experience ... and BID standard after redesign



Source: Cordelia Ewerth

2. The Hamburg Experience

Place-making activities in Hamburg BID



2. The Hamburg Experience

Place-making activities in Hamburg BIDs



Source: www.bid-wandsbek.de

2. The Hamburg Experience

Place-making activities in Hamburg BIDs



Source: www.bid-hohebleichen.de

2. The Hamburg Experience

Place-making activities in Hamburg BIDs



Source: www.bid-opernboulevard.de

2. The Hamburg Experience

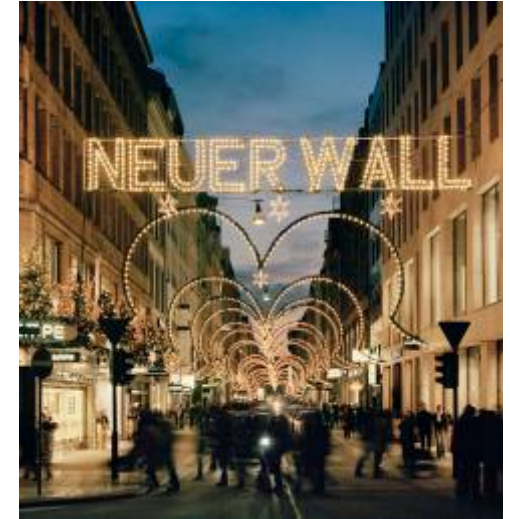
Place-making activities in Hamburg BIDs



Source: www.bid-passagenviertel.de

2. The Hamburg Experience

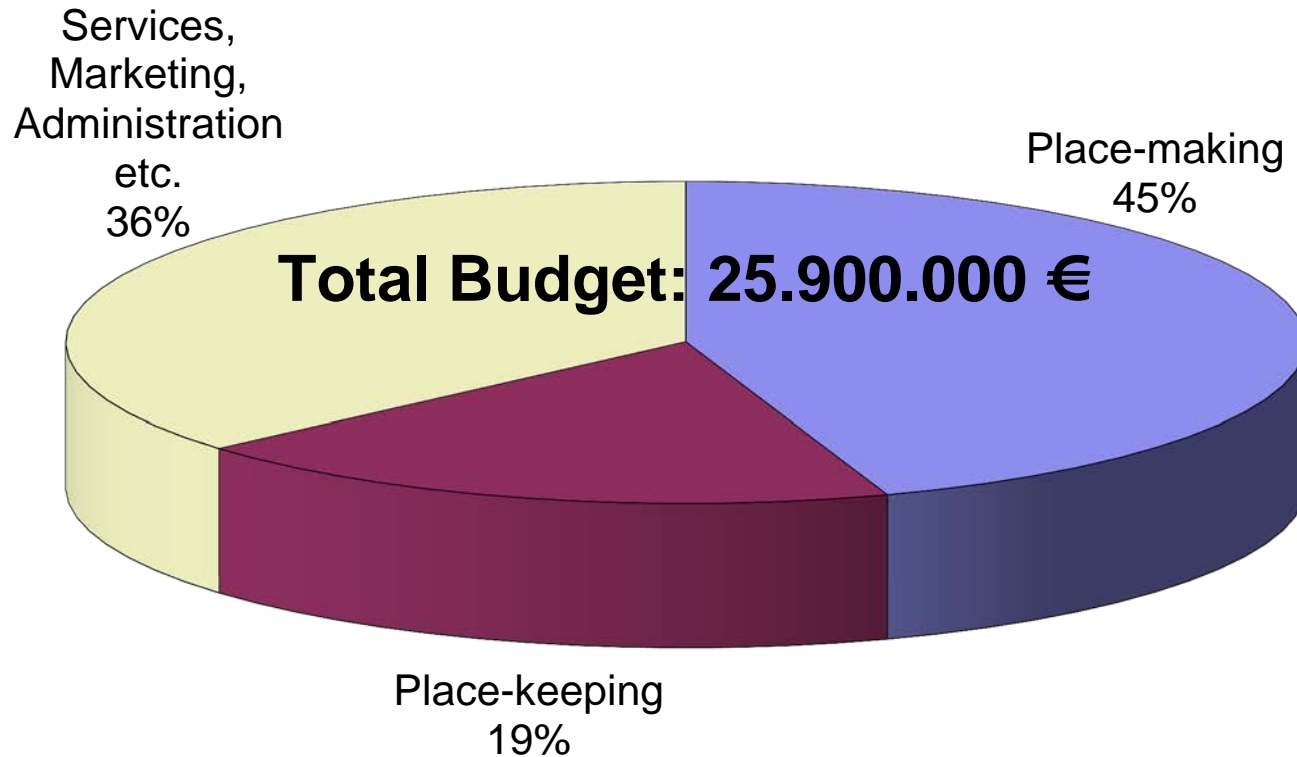
Place-keeping activities in Hamburg BIDs



Sources: Project websites online

2. The Hamburg Experience

Spending of BID Budgets in Hamburg (12 running or finished BID Projects)



Source: Stefan Kreutz / HCU – December 2011

Transfer to residential areas
Neighbourhood Improvement Districts

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 - formal designation expected for May 2012



STEILSHOOP – Europe's first NID

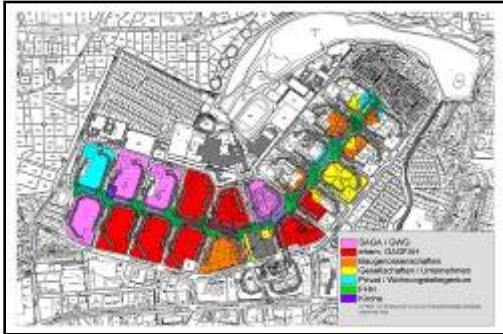
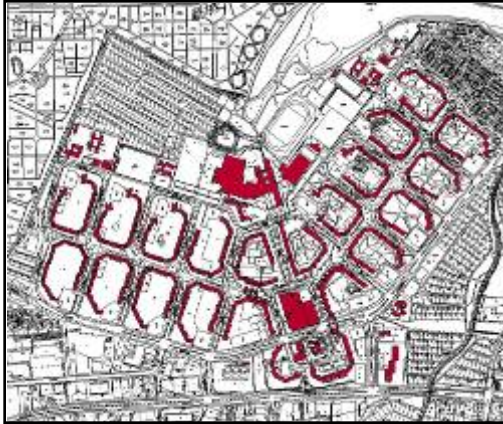


3. The *Neighbourhood Improvement District* Model

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)

3. The *Neighbourhood Improvement District* Model



Sources: *Ellen Fiedelmeier 2008, Bezirksamt Wandsbek*

3. The *Neighbourhood Improvement District* Model

Public and Private Open Spaces in the estate

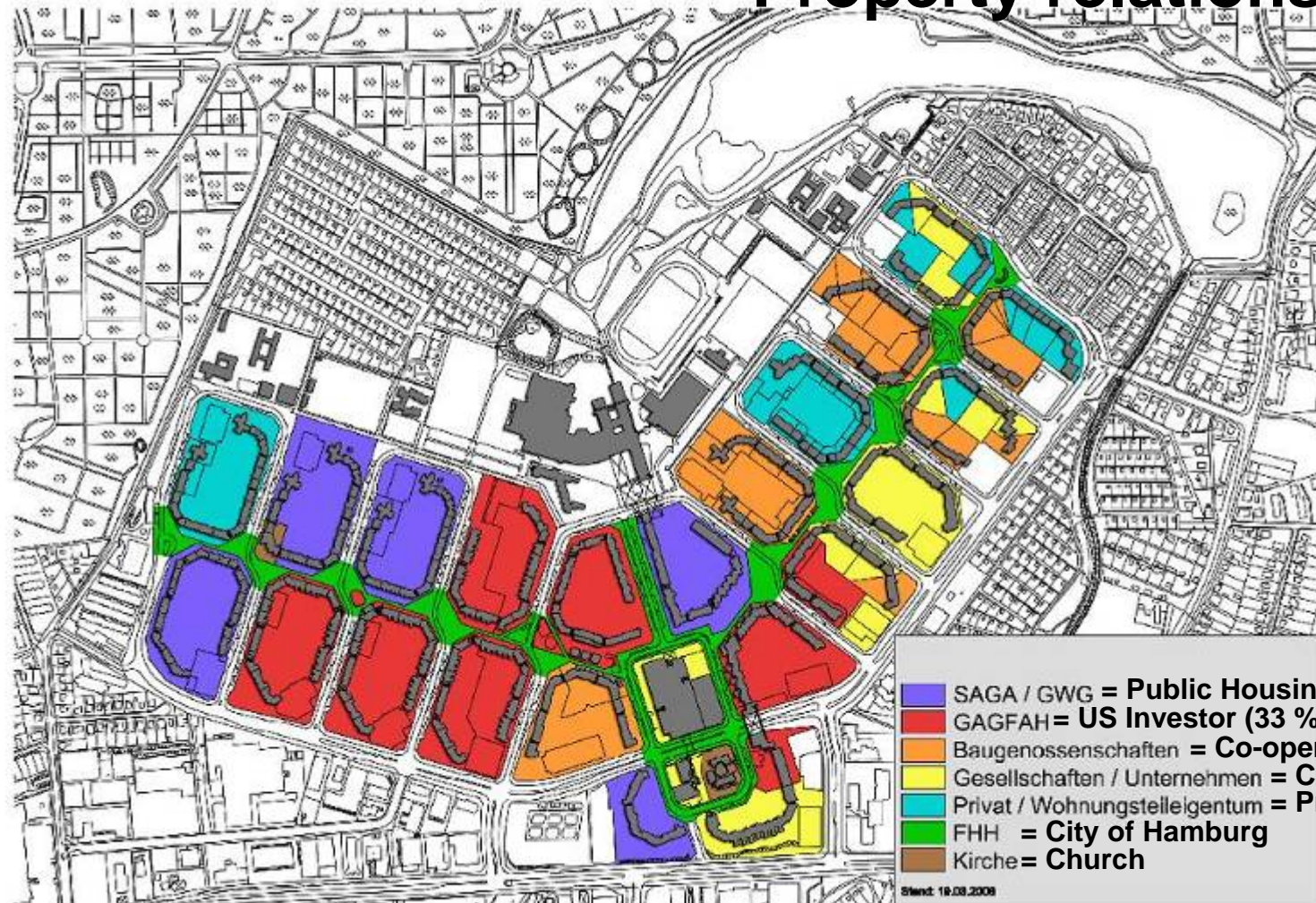


-  Gewässer
-  Wohnumfeld
-  Naherholung
-  Kleingärten



3. The *Neighbourhood Improvement District* Model

Property relations



3. The *Neighbourhood Improvement District* Model

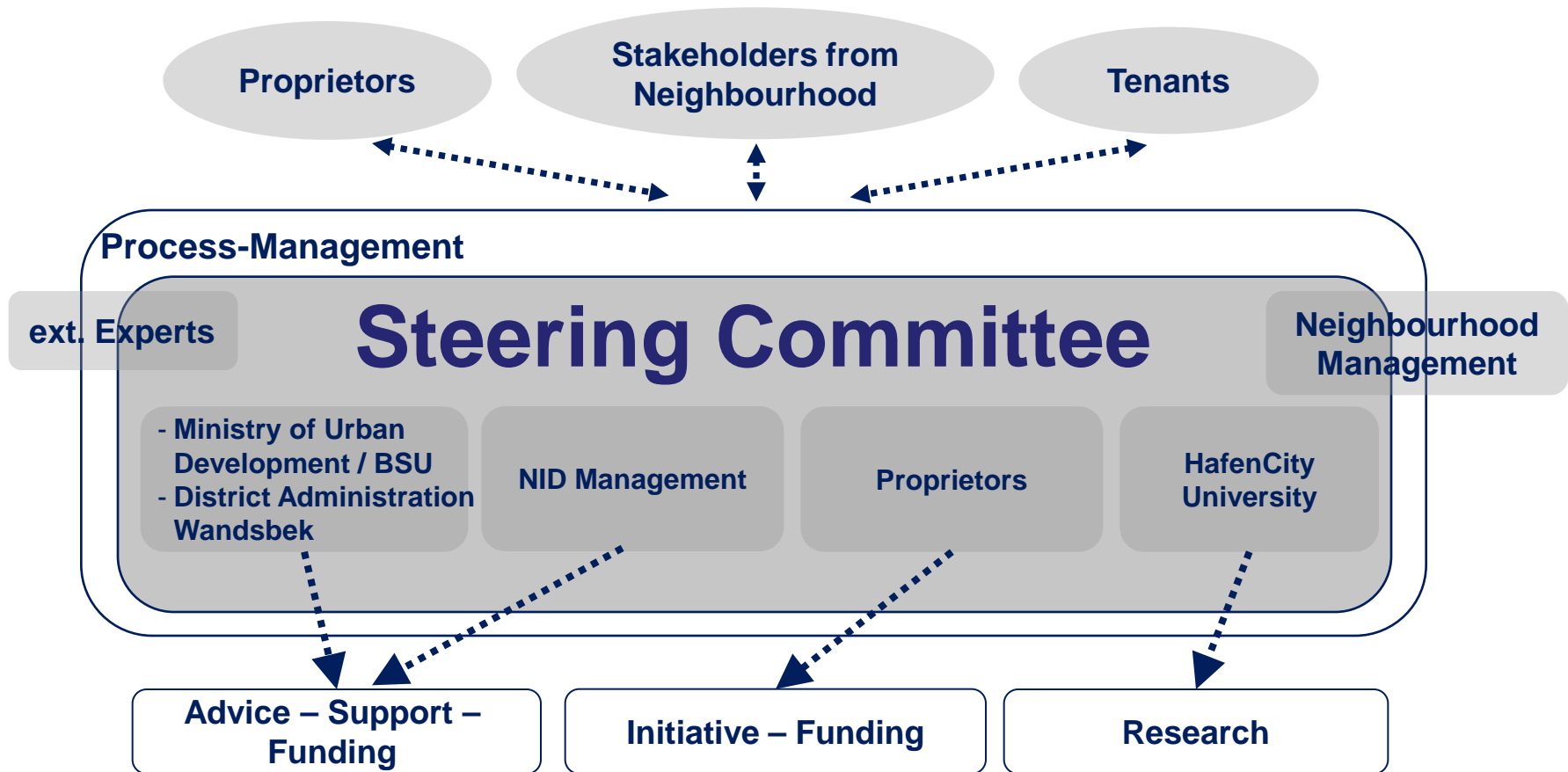
The process

- approx. 50 meetings of the **Steering Committee** between March 2007 and April 2012
- 3 large **meetings of all proprietors** from the estate in January 2009, February and June 2011
- **Working Groups** on several issues
- Several **Meetings and talks** with public administration, residents and other partners involved
- **Supporting Management** since end of 2007
- **NID Management** active since end of 2010



3. The *Neighbourhood Improvement District* Model

Steering Committee NID Steilshoop



3. The *Neighbourhood Improvement District* Model

The envisaged investments in the NID Steilshoop

- **Redesign central pedestrian zone**
approx. 5.600.000 €
- **Orientation-System**
approx. 175.000 €
- **Place-keeping (Maintenance and Service)**
approx. 175.000 €
- **Marketing and Image**
approx. 400.000 €
- **Management and Others**
approx. 1.120.000 €



3. The *Neighbourhood Improvement District* Model

The envisaged investments in the NID Steilshoop

Total investment of approx. 7.5 million €

Private funds: approx. 4.1 million €

Public funds: approx. 3.4 million €





Design-Draft: Topotek 1 / Berlin



3. Pilot Project: NID Steilshoop in Hamburg

Place-making:

Envisaged redesign of central pedestrian zone



Design-Draft: Topotek 1 / Berlin



3. Pilot Project: NID Steilshoop in Hamburg

Place-making:

Envisaged redesign of central pedestrian zone



Design-Draft: Topotek 1 / Berlin

3. Pilot Project: NID Steilshoop in Hamburg

Place-making:

Envisaged redesign of central pedestrian zone



Design-Draft: Topotek 1 / Berlin

3. Pilot Project: NID Steilshoop in Hamburg

Place-making:

Envisaged redesign of central pedestrian zone



Design-Draft: Topotek 1 / Berlin

3. Pilot Project: NID Steilshoop in Hamburg

Place-making:

Envisaged redesign of central pedestrian zone



Design-Draft: Topotek 1 / Berlin

3. Pilot Project: NID Steilshoop in Hamburg

Place-making:

Envisaged redesign of central pedestrian zone



Design-Draft: Topotek 1 / Berlin

3. Pilot Project: NID Steilshoop in Hamburg

Place-making:

Envisaged redesign of central pedestrian zone



3. Pilot Project: NID Steilshoop in Hamburg

Place-making: Envisaged redesign of central pedestrian zone



Design-Draft: Topotek 1 / Berlin

3. Pilot Project: NID Steilshoop in Hamburg

Place-making:

Envisaged redesign of central pedestrian zone



Design-Draft: Topotek 1 / Berlin

3. Pilot Project: NID Steilshoop in Hamburg

Place-making:

Envisaged redesign of central pedestrian zone



Design-Draft: Topotek 1 / Berlin

Remarks and Comments

4. Remarks and Comments

Comments on Urban Improvement Districts

- Enabling collective private initiatives
- Additional instrument in the tool-box of urban regeneration and development – not a substitute
- No influence on private property
- Suitability: UID model is not suitable for every neighbourhood, e.g. not for neglected / deprived areas with inactive and/or poor proprietors
- Urban Improvement Districts need strong and articulate proprietors to be successful



4. Remarks and Comments

Comments on joint proprietor activities in general

- Intense organisational support necessary
- Differences between professional real estate companies and “amateur” landlords / owner-occupiers
- Visible small scale activities helpful for a start
- Pooling of activities is leading to saving effects
- Joint activities of private and public stakeholders are especially useful for place-making and place-keeping



4. Remarks and Comments

Concluding remarks

- Joint proprietor activities in urban development are still a fairly new issue in Germany
- Cultural change of attitudes and expectations
- Even small and simple solutions need intense communication and professional organisation
- Area-based communication is important
- Variety of models allows tailor-made solutions from informal cooperation to formalised partnerships



Online since June 2007

- approx. 430 Links + Downloads
- 263.000 page impressions
- 156.000 visitors



The screenshot shows the homepage of the 'Urban Improvement Districts' website. The header features a banner image of a residential building and the title 'Urban Improvement Districts' with the subtitle 'Ein Forschungsprojekt der HCU Hamburg'. Below the banner is a navigation bar with links: BID, HID / NID, International, Aktuelles, Kontakt, and English Information. The main content area starts with a 'Startseite' link, followed by the heading 'Scientific Website on Urban Improvement Districts'. The text describes the website's purpose, its online status since June 2007, and the number of links and visitors. It also mentions the initial North-American model and its adoption in Germany, specifically in Hamburg. The page includes sections for 'Presentations and Publications' with links to various reports and an overview of BID developments in Germany.

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. 430 links to projects, statutes and publications in Germany and worldwide are available at the moment and the number is steadily growing.

More than 2.750 visitors per month and 4.600 page impressions per month on average demonstrate the large and growing interest in the website and the issue of Urban Improvement Districts, especially in Germany.

The initially North-American model of Urban Improvement Districts is still a fairly new instrument for urban development in Europe and Germany. Today you will find BID-legislation in 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. More than 25 BIDs are in implementation in these German states, some of them running their second term already.

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.

Presentations and Publications

A presentation in English on the Urban Improvement District Model in Hamburg and the pilot project for a NID in the housing estate 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 presentation on the Hamburg BID Experience in practice incl. an overview of the German situation from April 2011 is available [here](#).

An overview over BID developments in Germany is available in a publication of the German Federation of Chambers DIHK. The publication is available [here](#).

An article on the planned BID Nikolaiquartier in the City Centre of Hamburg is available [here](#).

A first scientific publication in English on this issue from Stefan Kreutz / HCU (*The Model*



- Home
- The Partners
- Research & Case Studies
- Projects on the ground
- Review of MP4 activities
- Downloads
- Contact Us
- News



Investing in the future by working together
for a sustainable and competitive region

PARTNER ZONE

Email stefan.kreutz@ Password



Register

Search



Welcome

Register now for our international conference!
www.greengrowthnewshoots.com

Find more information below.

MP4 is a European partnership project that focuses on the various roles for planning and designing, maintaining and using public and private open spaces.

MP4 stands for 'Making Places Profitable, Public and Private Open Spaces.' It is funded through the European Interreg IVB programme for the North Sea Region. The 9 project partners are demonstrating how 'place making', which is improving open spaces, can bring positive social and economic benefits.

If you would like regular updates on our activities, please use the 'Register' button on the right hand side of the page, which will add your details to our mailing list and help to keep you informed of our progress - and you will receive our **free newsletter**. If you have queries for us, our E-mail address is on the '**Contact Us**' page.



[Visit the MP4 flickr library](#)

Events Calendar



Useful Links



Contact Us



Register For Updates



Green Growth: New Shoots International Conference 2012

MP4 and VALUE joint international Conference
9 -10 May 2012
Sheffield Hallam University, Sheffield, UK

Register now at <http://www.greengrowthnewshoots.com/>

Lead Partner

South Yorkshire Forest Partnership /
Sheffield City Council (UK)
C: Sara Parratt-Halbert
T: +44 (0)114 257 1199
E: sara.parratt-halbert@syforest.co.uk

Contact details

Stefan Kreutz

HafenCity Universität Hamburg

Stadtplanung / Projektentwicklung und -management

Winterhuder Weg 29-31

D – 22085 Hamburg

++49 40 42827 4545

stefan.kreutz@hcu-hamburg.de

www.urban-improvement-districts.de



Contact details

Dr. Sebastian Binger

Otto Wulff BID Gesellschaft mbH

Archenholzstraße 42

D-22117 Hamburg

++49 40 736 24 444

sbinger@otto-wulff.de

www.otto-wulff.de



Thank you for your attention!

