



The Interreg IVB
North Sea Region
Programme



Urban Improvement Districts

The Hamburg Experience

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Outline of the presentation

1. Brief history of Urban Improvement Districts
2. The Hamburg Experience
3. The Neighbourhood Improvement District Model
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:

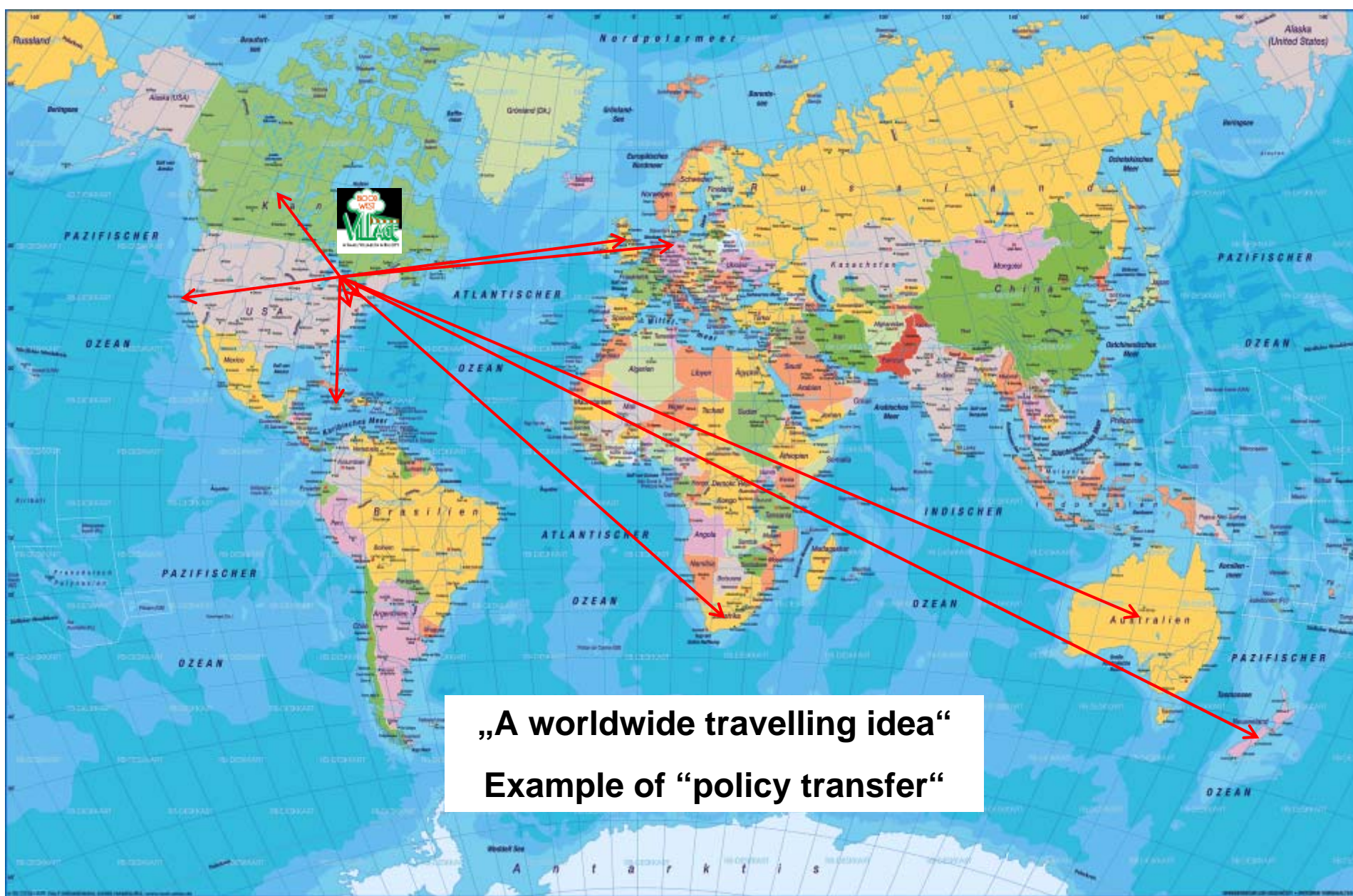
- Self-organisation of private stakeholders (ie. proprietors in Germany - businesspeople in UK);
- Joint financing via an obligatory levy (no free-riders);
- Legally defined area;
- Limited duration (max. 5 years each);
- Broad spectrum of activities possible, e.g. place-making and place-keeping in the 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 and in Germany - Voluntary models in other countries, e.g. The Netherlands
- Transfer of BID-model to residential areas as Neighbourhood (Housing) Improvement Districts 2007 in Hamburg (German Federal State)



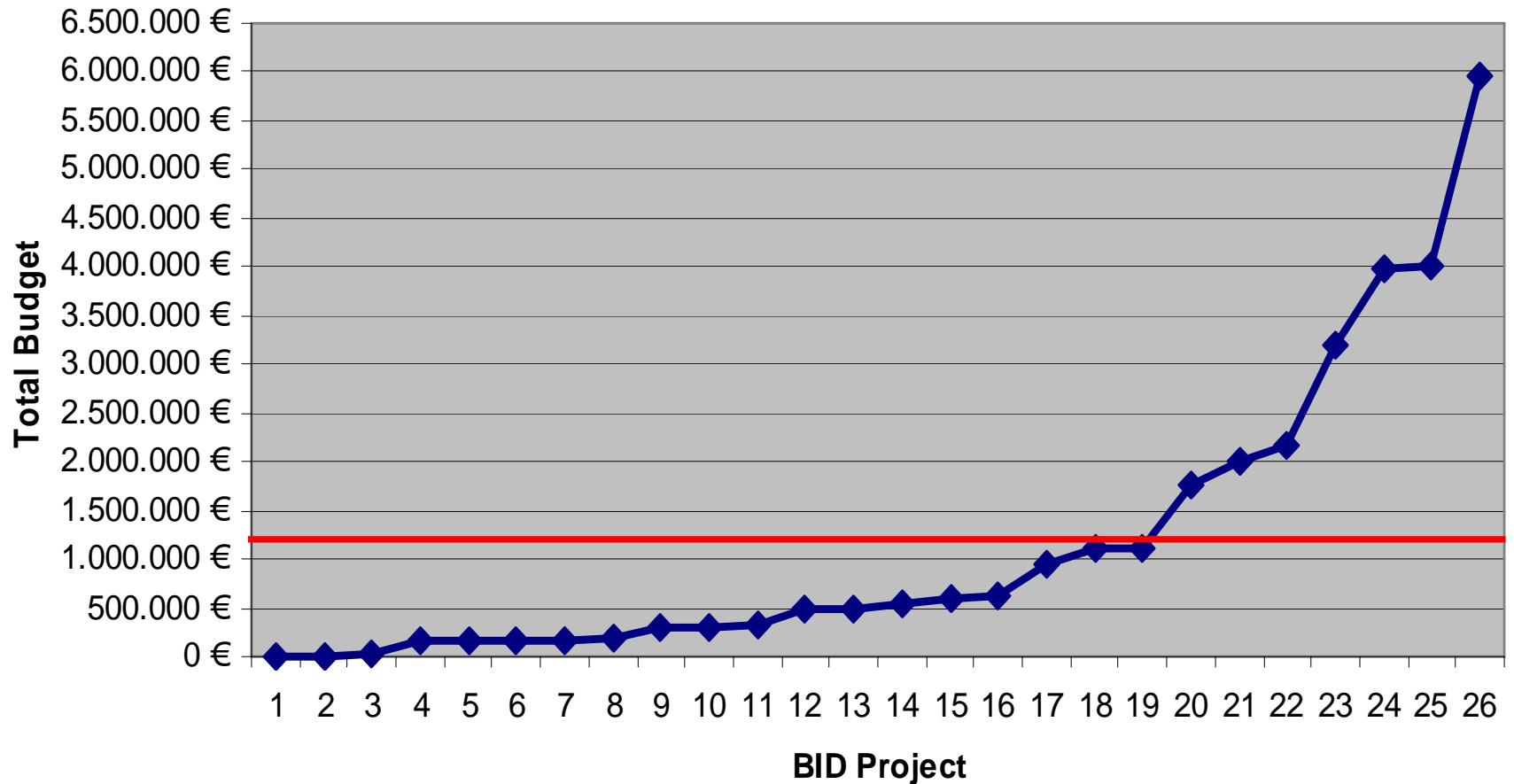


„A worldwide travelling idea“
Example of “policy transfer“

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 Sachsenor 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
Hamburg	HID/NID-Legislation: Gesetz zur Stärkung von Wohnquartieren durch private Initiativen (December 2007)	No HID/NID in implementation yet HID to come in Sternshoop
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 Schmuggelstieg (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 Sachsenor 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 Sachsenor 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 Flenburg (4.000.000 €) • BID Neuer Wall (5.966.000 €)

Overview of 26 BID Budgets in Germany

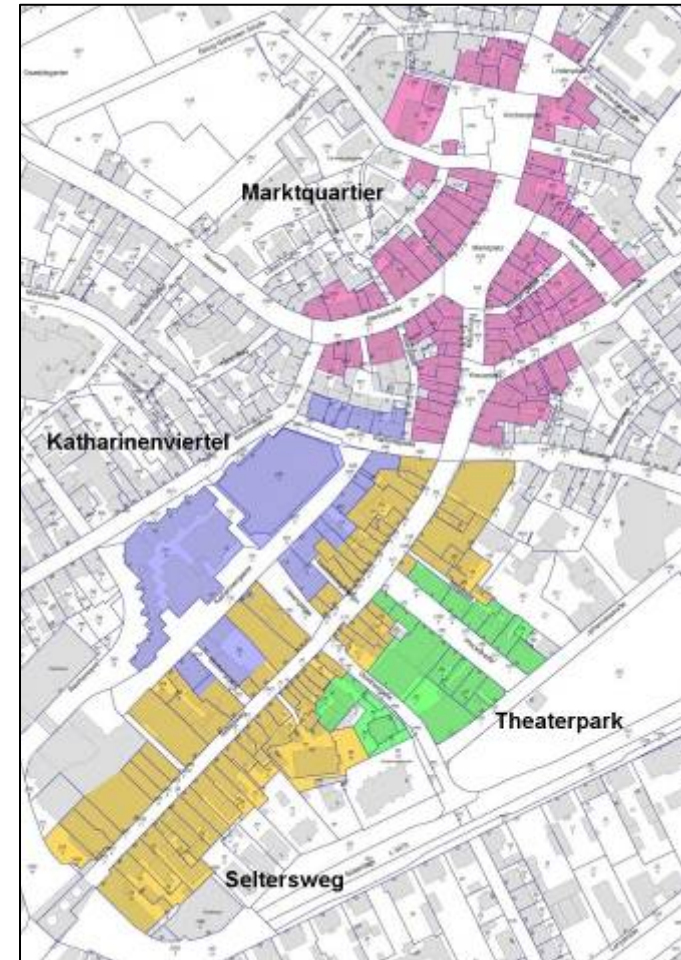
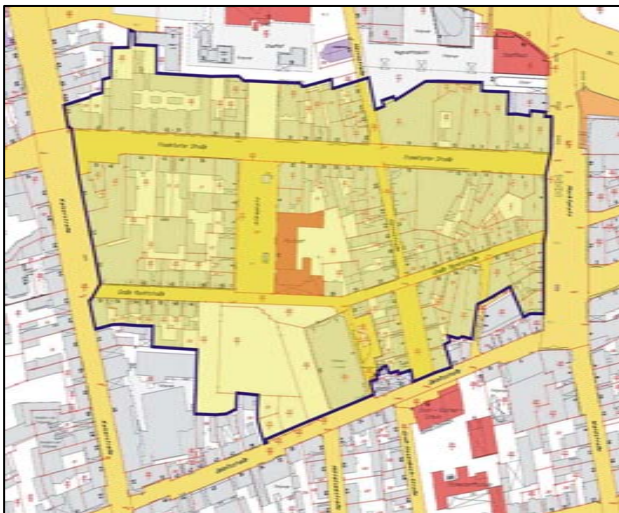
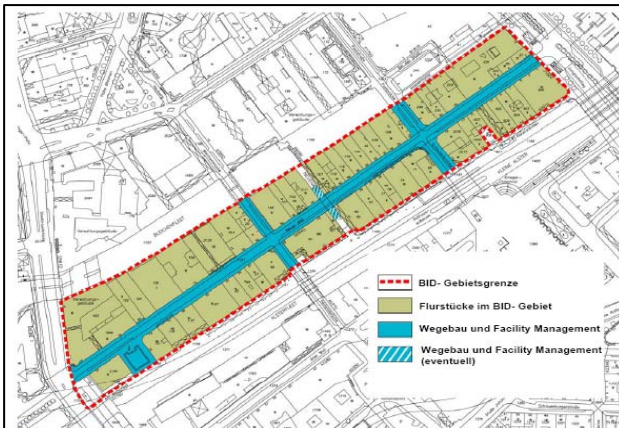


Average Budget: 1.184.000 €

Total Budget: 30,78 Mio. €

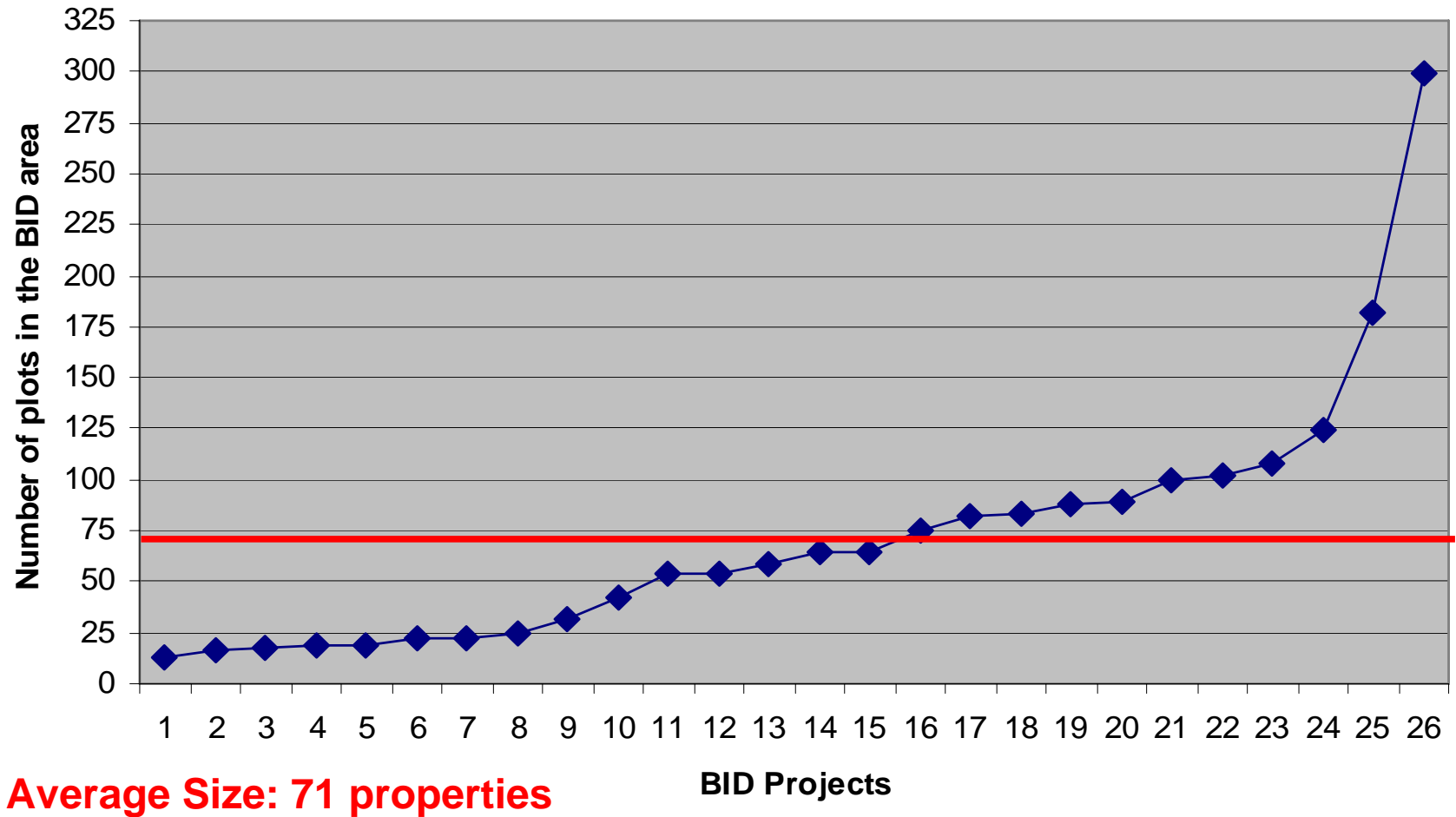
Source: Stefan Kreutz / HCU – April 2011

BIDs in Germany: Variety of spatial scale



Sources: Project websites online

Overview of the size of 26 BIDs in Germany



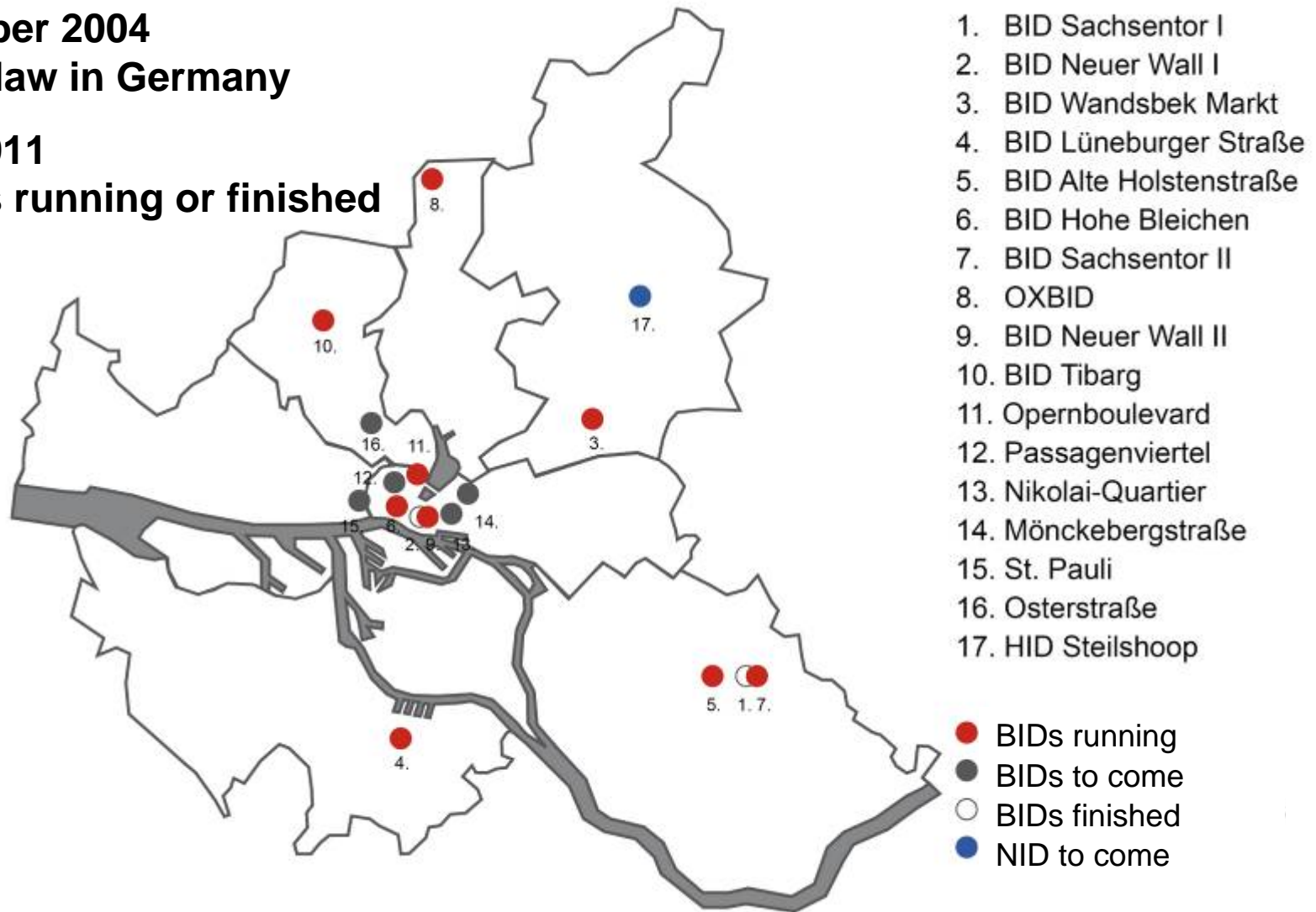
Source: Stefan Kreutz / HCU – April 2011

The Hamburg Experience

2. The Hamburg Experience

December 2004
1st BID law in Germany

April 2011
11 BIDs running or finished



Source: BSU Hamburg / April 2011

2. The Hamburg Experience

Public standard in the public realm before...



Source: BSU Hamburg

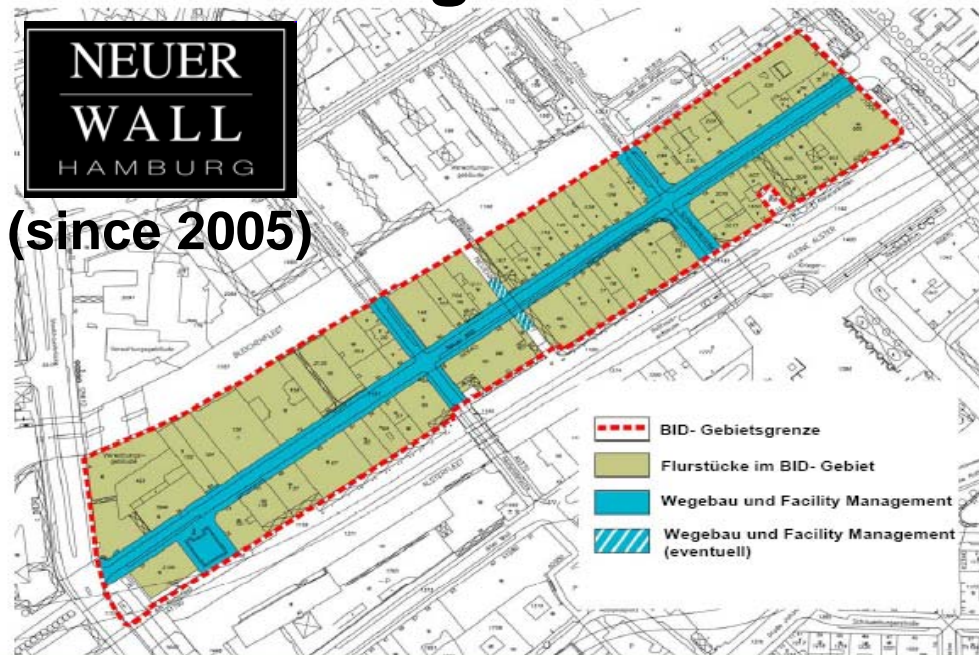
2. The Hamburg Experience ... and BID standard after redesign



Source: Cordelia Ewerth

2. The Hamburg Experience

Place-making activities in Hamburg BIDs



2. The Hamburg Experience

Place-making activities in Hamburg BID



(since 2008)

Source: www.bid-wandsbek.de



2. The Hamburg Experience

Place-making activities in Hamburg BIDs



Source: www.bid-hohebleichen.de

2. The Hamburg Experience

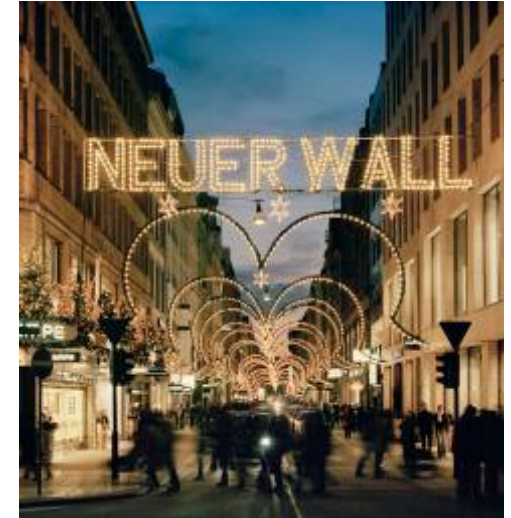
Place-making activities in Hamburg BIDs



Source: www.bid-opernboulevard.de

2. The Hamburg Experience

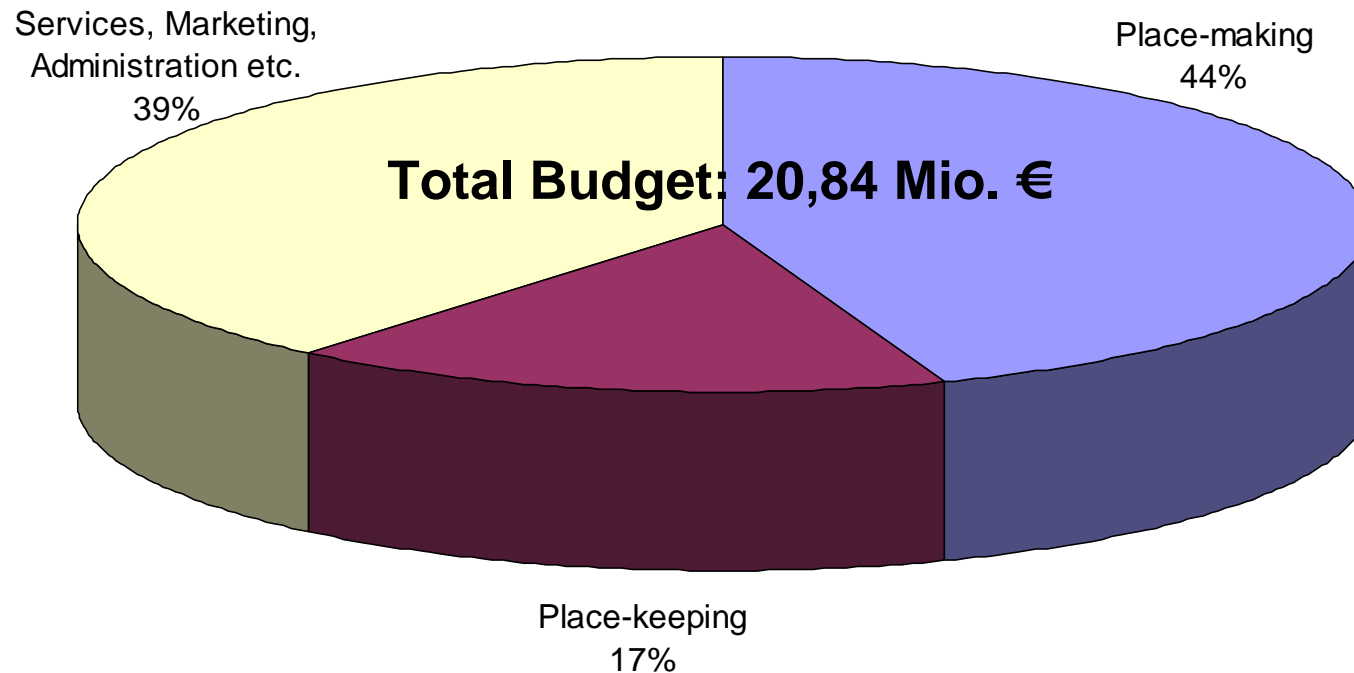
Place-keeping activities in Hamburg BIDs



Sources: Project websites online

2. The Hamburg Experience

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



Source: Stefan Kreutz / HCU – April 2011

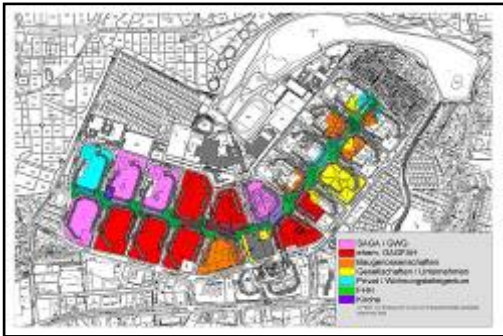
Transfer to residential areas
Neighbourhood Improvement Districts

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
- NID Steilshoop not formally designated up to today





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3. The *Neighbourhood Improvement District* Model

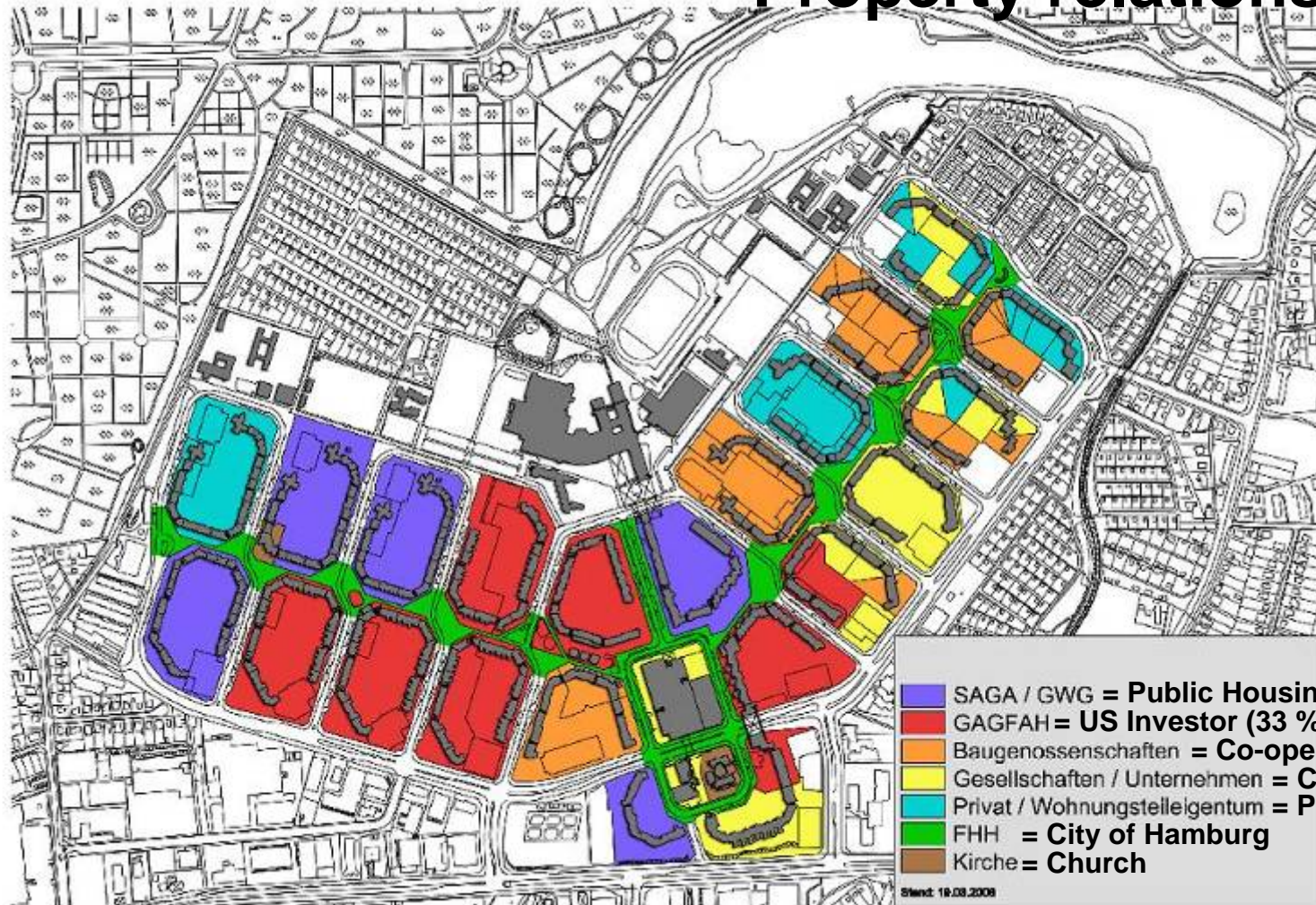
Steilshoop: Europe's first NID?

- 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

Property relations



3. The *Neighbourhood Improvement District* Model

Public and Private Open Spaces in the estate



3. The *Neighbourhood Improvement District* Model

The process

- Over 45 meetings of the Steering Committee between March 2007 and April 2011
- 2 large meetings of all proprietors from the estate in January 2009 and February 2011
- Working Groups on several issues, e.g. Redesign of the open space, Improvement of maintenance, Image improvement
- Several Meetings and talks with administration, residents and other partners involved
- Supporting Management active since end of 2007



3. The *Neighbourhood Improvement District* Model

Results of the NID-process in Steilshoop so far

1. Improved area-based communication

2. Development of a Business Plan proposal:

- Complete redesign of the central pedestrian zone
- Improved groundskeeping of public and private spaces in the central pedestrian zone
- Joint Marketing and image-campaign

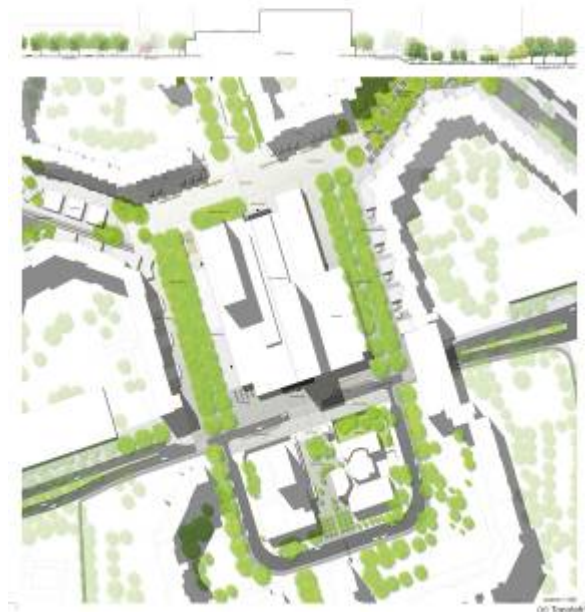
3. Calculation of costs and of the NID-leverage approx. 7,5 million Euros investment envisaged

4. Improvement of groundskeeping already achieved

3. The *Neighbourhood Improvement District* Model

Place-making

- Competition for the redesign of the central pedestrian zone in 2007/08
- Participation process with the community
- Working-Group of proprietors and architects
- Development of a design-concept
- Investment of approx. **5 million €** envisaged



Sources: *Verfahrensmanagement INQ, Topotek 1*



Design-Draft: Topotek 1 / Berlin



3. The *Neighbourhood Improvement District* Model

Place-keeping

- Focus on groundskeeping in the central and western part
- Working-group with all relevant stakeholders
- Clarification of tasks and frequencies
- Improved coordination of groundskeeping
- “Kümmerer” in place
- No extra costs but improved quality!
- Investment of 200.000 € envisaged for NID implementation



Source: Stadtreinigung Hamburg



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 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





Urban Improvement Districts

Ein Forschungsprojekt der HCU Hamburg

[BID](#) [HID / NID](#) [International](#) [Aktuelles](#) [Kontakt](#) [English Information](#)

- approx. 420 Links + Downloads
- 200.000 page impressions
- 120.000 visitors

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

Almost 2.300 visitors per month and more than 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 very 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](#).

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 Nikolaiviertel in the City Centre of Hamburg is available

www.urban-improvement-districts.de



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