



The Interreg IVB  
North Sea Region  
Programme



# **Urban Improvement Districts**

## ***The Hamburg Experience***

Study Visit from University of Copenhagen / Forest & Landscape  
Hamburg, August 29<sup>th</sup> 2011

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# Outline of the presentation

1. Brief history of Urban Improvement Districts
2. Urban Improvement Districts in Germany
3. The Hamburg Experience
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:

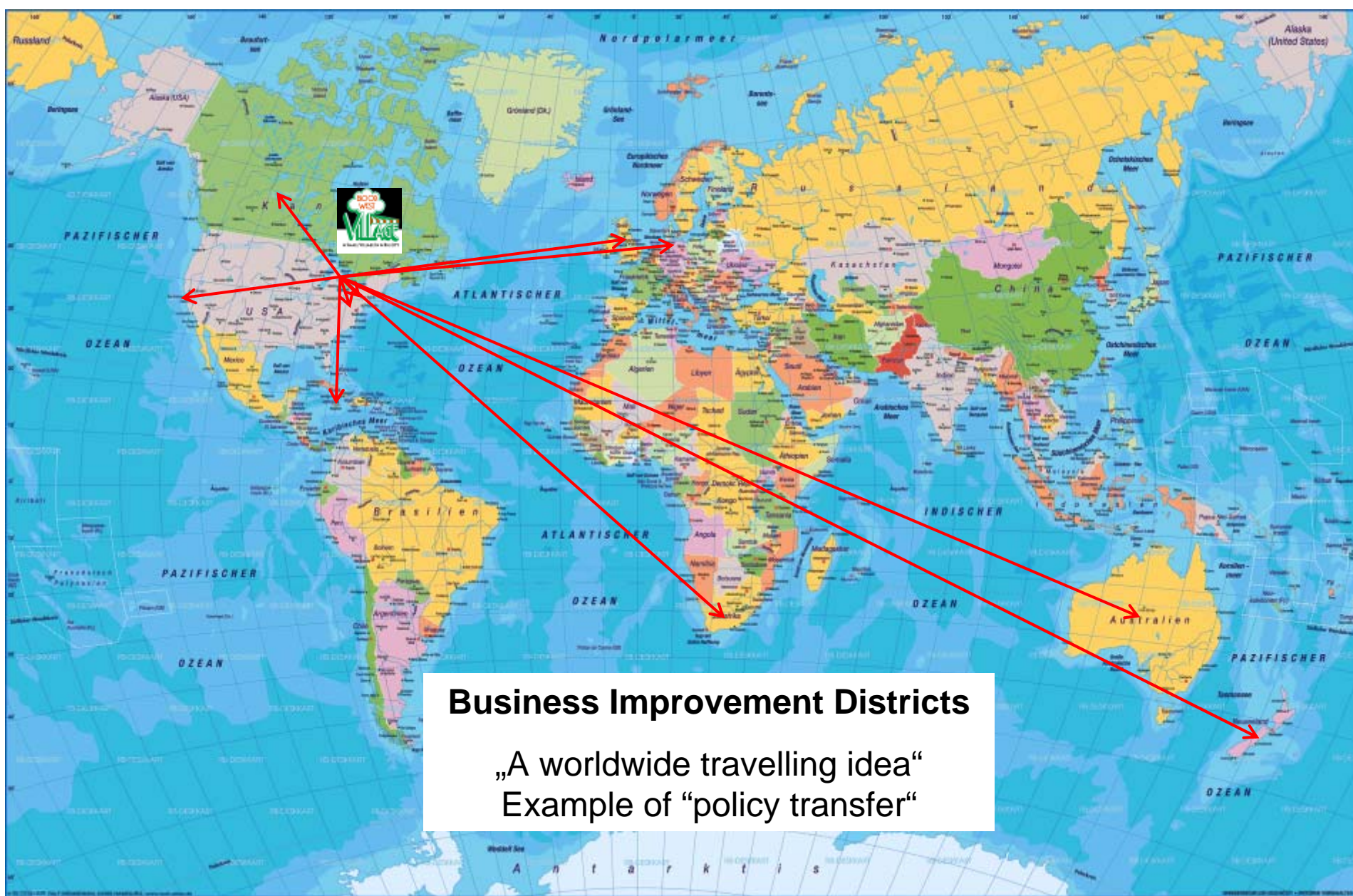
- Self-organisation of private stakeholders (ie. proprietors in Germany - businesspeople in UK);
- Joint financing via an obligatory levy (no free-riders);
- Legally defined area;
- Limited duration (max. 5 years each);
- Broad spectrum of activities possible, e.g. place-making and place-keeping in the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





## Business Improvement Districts

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



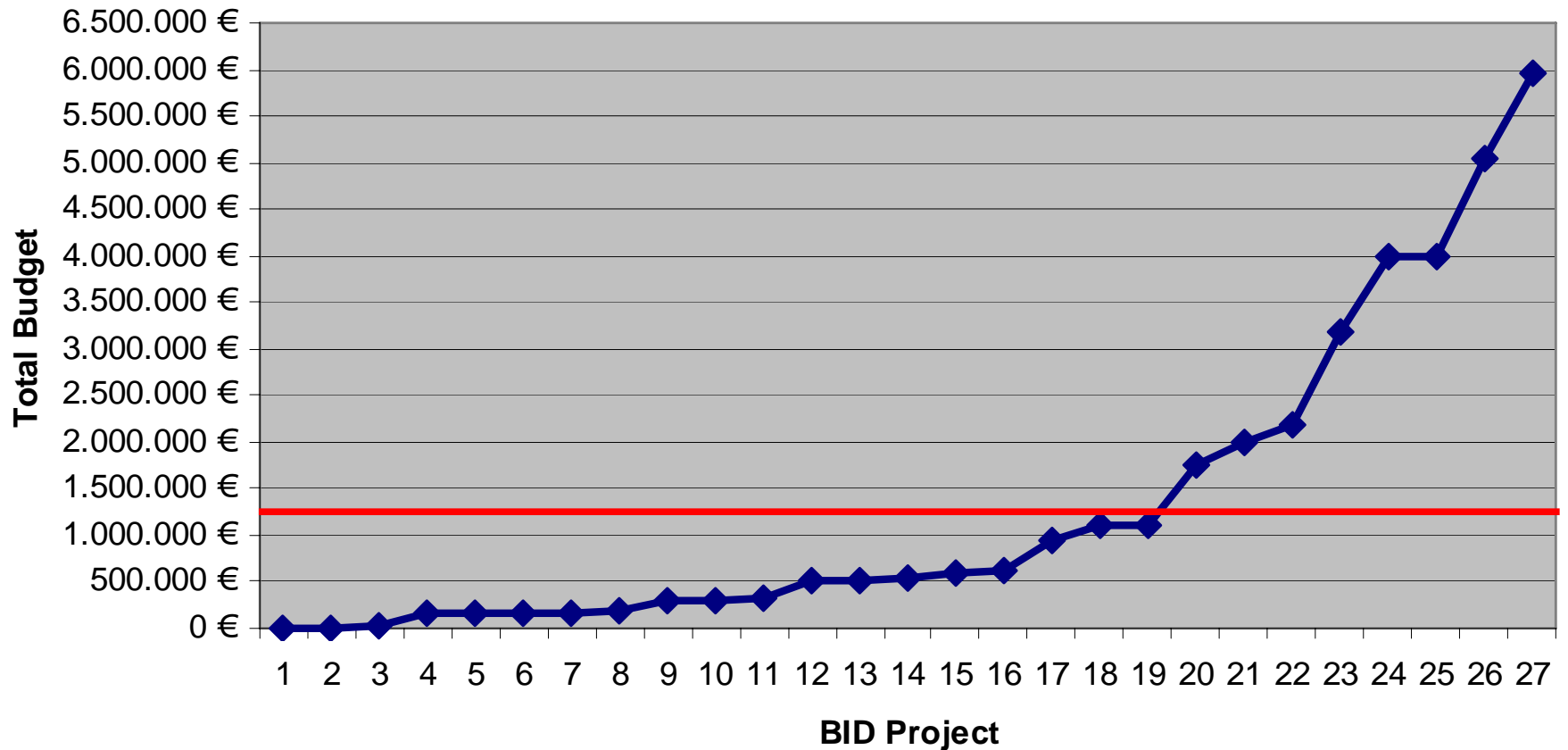
# Urban Improvement Districts in Germany



Federal State	Specific UID Legislation	UID-Projects in Implementation
Bremen	<b>BID-Legislation:</b> Bremisches Gesetz zur Stärkung von Einzelhandels- und Dienstleistungszentren (July 2006)	<ul style="list-style-type: none"> <li>• BID Ansgarikirchhof</li> <li>• BID Das Viertel</li> </ul>
Hamburg	<b>BID-Legislation:</b> Gesetz zur Stärkung der Einzelhandels- und Dienstleistungszentren (GSED) (December 2004 / Amendments in November 2007)	<ul style="list-style-type: none"> <li>• BID Sachsentor Bergedorf 2</li> <li>• BID Neuer Wall 2.0</li> <li>• BID Wandsbek Markt</li> <li>• BID Lüneburger Straße Harburg</li> <li>• BID Alte Holstenstraße Bergedorf</li> <li>• BID Hohe Bleichen Heuberg</li> <li>• OXBID</li> <li>• BID Tibarg</li> <li>• BID Opern Boulevard</li> <li>• BID Passagenviertel</li> </ul>
Hamburg	<b>HID/NID-Legislation:</b> Gesetz zur Stärkung von Wohnquartieren durch private Initiativen (December 2007)	No HID/NID in implementation yet HID to come in Steilshoop
Hesse	<b>BID-Legislation:</b> Gesetz zur Stärkung von innerstädtischen Geschäftsquartieren (INGE) (January 2006)	<ul style="list-style-type: none"> <li>• 4 BIDs in der Giessener Innenstadt: Seltersweg, Katharinenviertel, Marktquartier und Theaterpark</li> <li>• BID Baunatal</li> <li>• BID Offenbach</li> </ul>
North Rhine-Westphalia	<b>BID-Legislation:</b> Gesetz über Immobilien- und Standortgemeinschaften (ISGG) (June 2008)	<ul style="list-style-type: none"> <li>• ISG Haltern am See</li> </ul>
Saarland	<b>BID-Legislation:</b> Gesetz zur Schaffung von Bündnissen für Innovation und Dienstleistungen (BIDG) (May 2007)	<ul style="list-style-type: none"> <li>• BID Burbach - Saarbrücken</li> </ul>
Schleswig-Holstein	<b>BID-Legislation:</b> Gesetz über die Einrichtung von Partnerschaften zur Attraktivierung von City-, Dienstleistungs- und Tourismusbereichen (PACT) vom (July 2006)	<ul style="list-style-type: none"> <li>• PACT Flensburg (City Centre)</li> <li>• PACT Elmshorn</li> <li>• PACT Schmuggelstiege (Norderstedt)</li> <li>• PACT Rendsburg</li> </ul>

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

## Overview of 27 BID Budgets in Germany



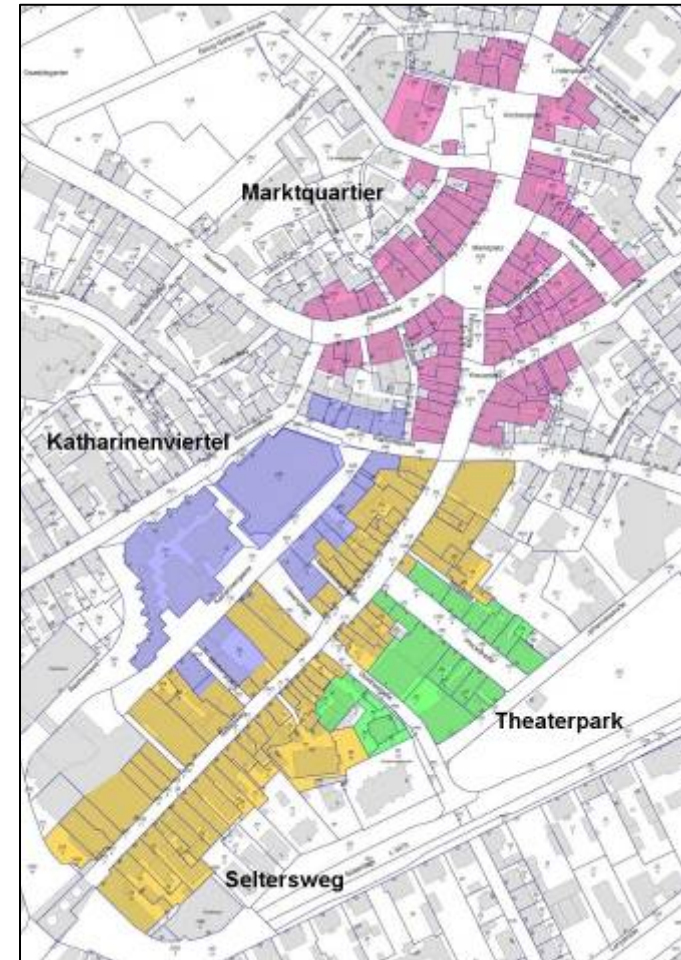
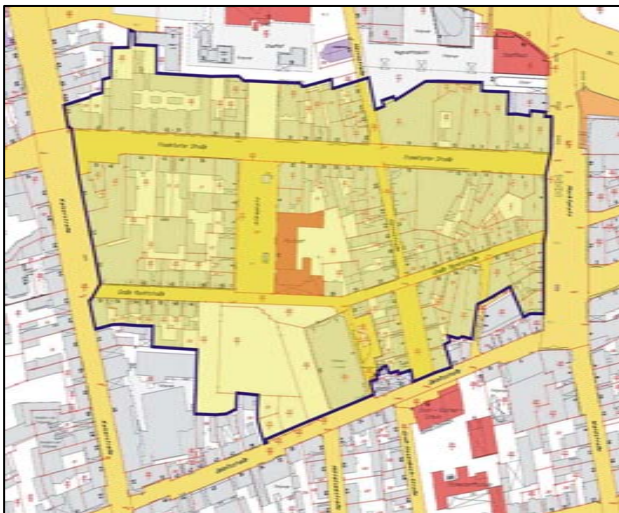
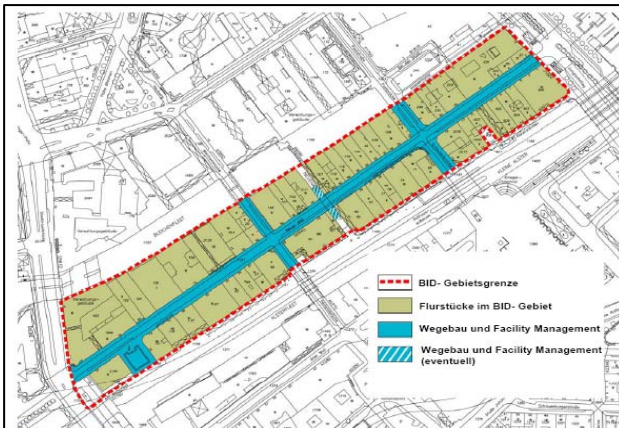
**Average Budget: 1.327.500 €**

**Total Budget: 35,84 Mio. €**

*Source: Stefan Kreutz / HCU – April 2011*

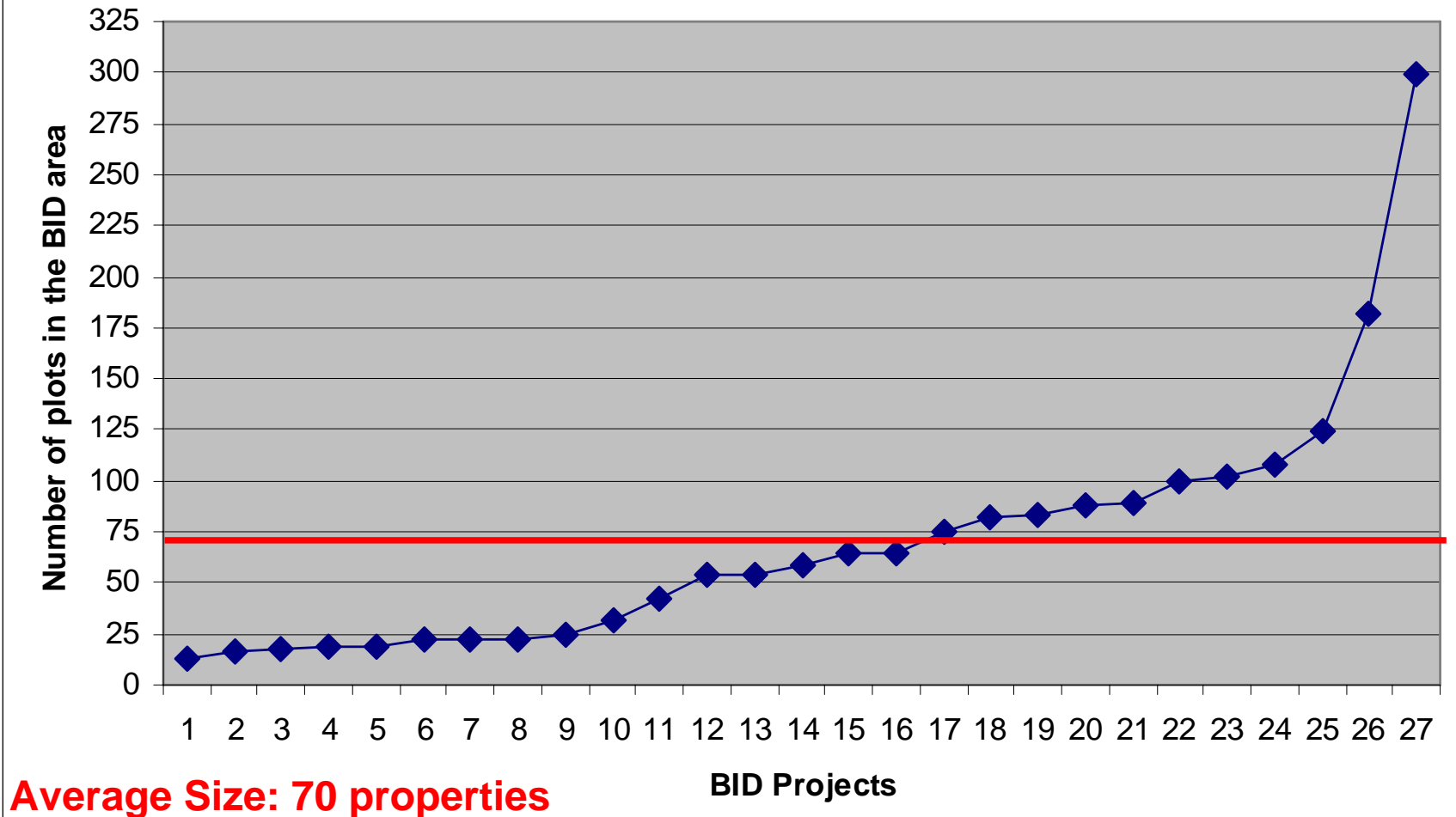


# BIDs in Germany: Variety of spatial scale



*Sources: Project websites online*

## Overview of the size of 27 BIDs in Germany



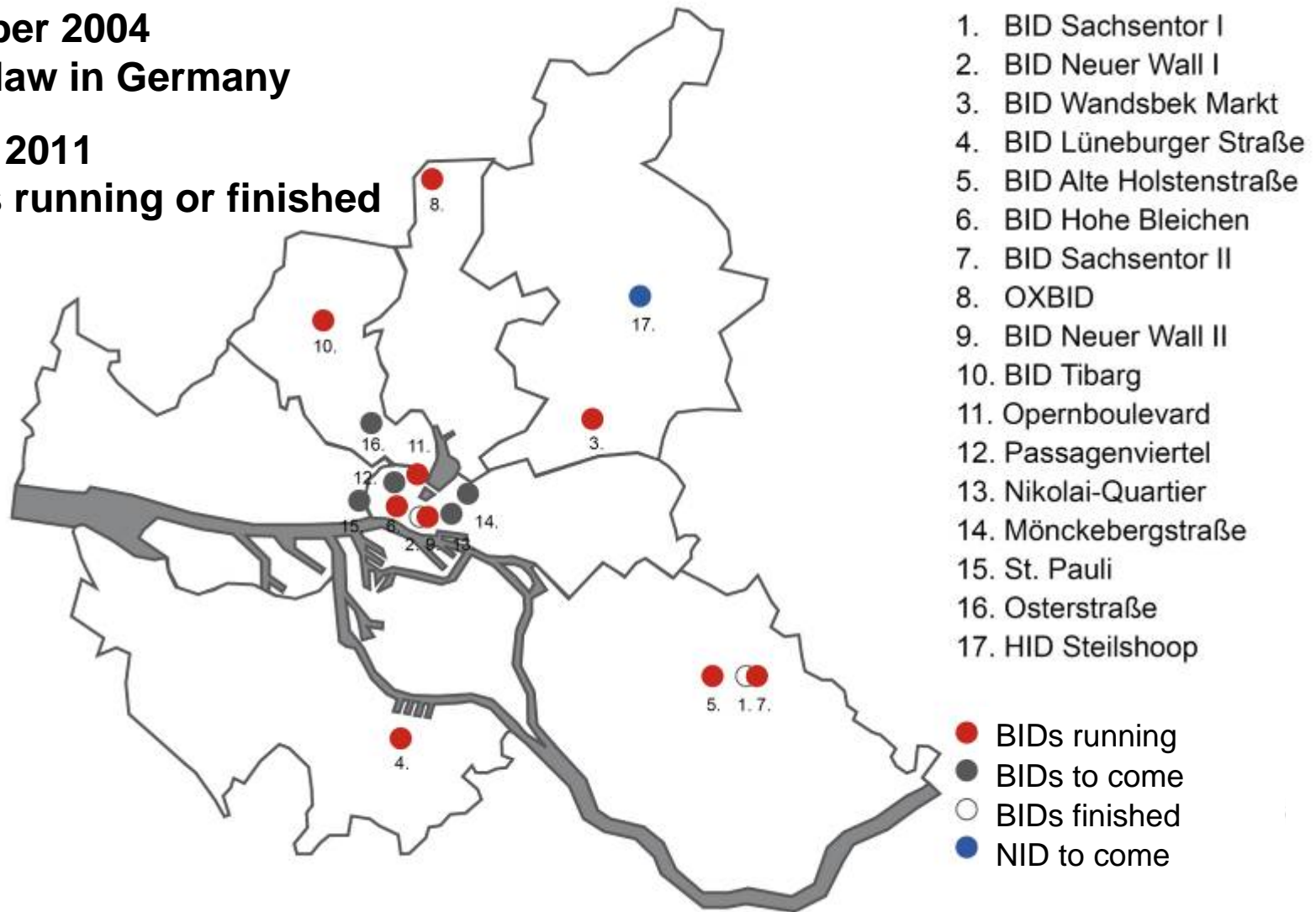
*Source: Stefan Kreutz / HCU – April 2011*

# The Hamburg Experience

# 3. The Hamburg Experience

**December 2004**  
**1<sup>st</sup> BID law in Germany**

**August 2011**  
**12 BIDs running or finished**



Source: BSU Hamburg / April 2011



# 3. The Hamburg Experience

## Public standard in the public realm before...



Source: BSU Hamburg

# 3. The Hamburg Experience

## ... and BID standard after redesign

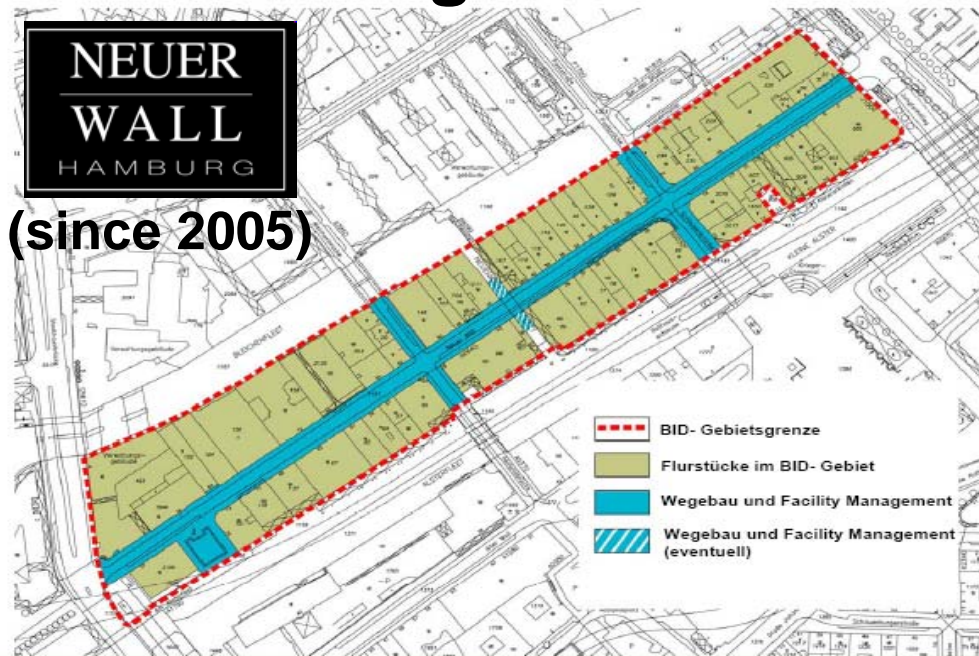


Source: Cordelia Ewerth



# 3. The Hamburg Experience

## Place-making activities in Hamburg BIDs





# 3. The Hamburg Experience

## Place-making activities in Hamburg BID



Source: [www.bid-wandsbek.de](http://www.bid-wandsbek.de)



# 3. The Hamburg Experience

## Place-making activities in Hamburg BIDs



Source: [www.bid-hohebleichen.de](http://www.bid-hohebleichen.de)

### 3. The Hamburg Experience

## Place-making activities in Hamburg BIDs



Source: [www.bid-opernboulevard.de](http://www.bid-opernboulevard.de)





# 3. The Hamburg Experience

## Place-making activities in Hamburg BIDs

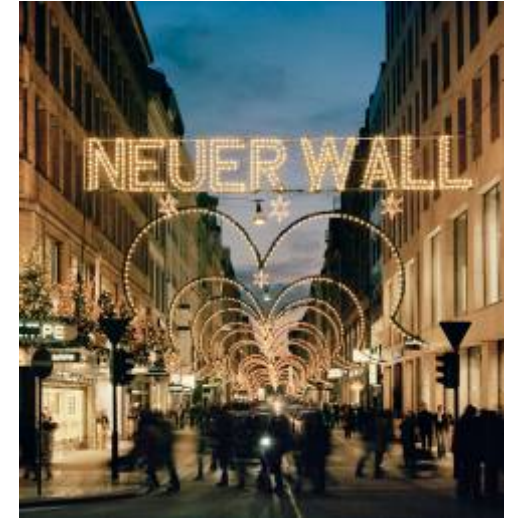


Source: [www.bid-passagenviertel.de](http://www.bid-passagenviertel.de)



# 3. The Hamburg Experience

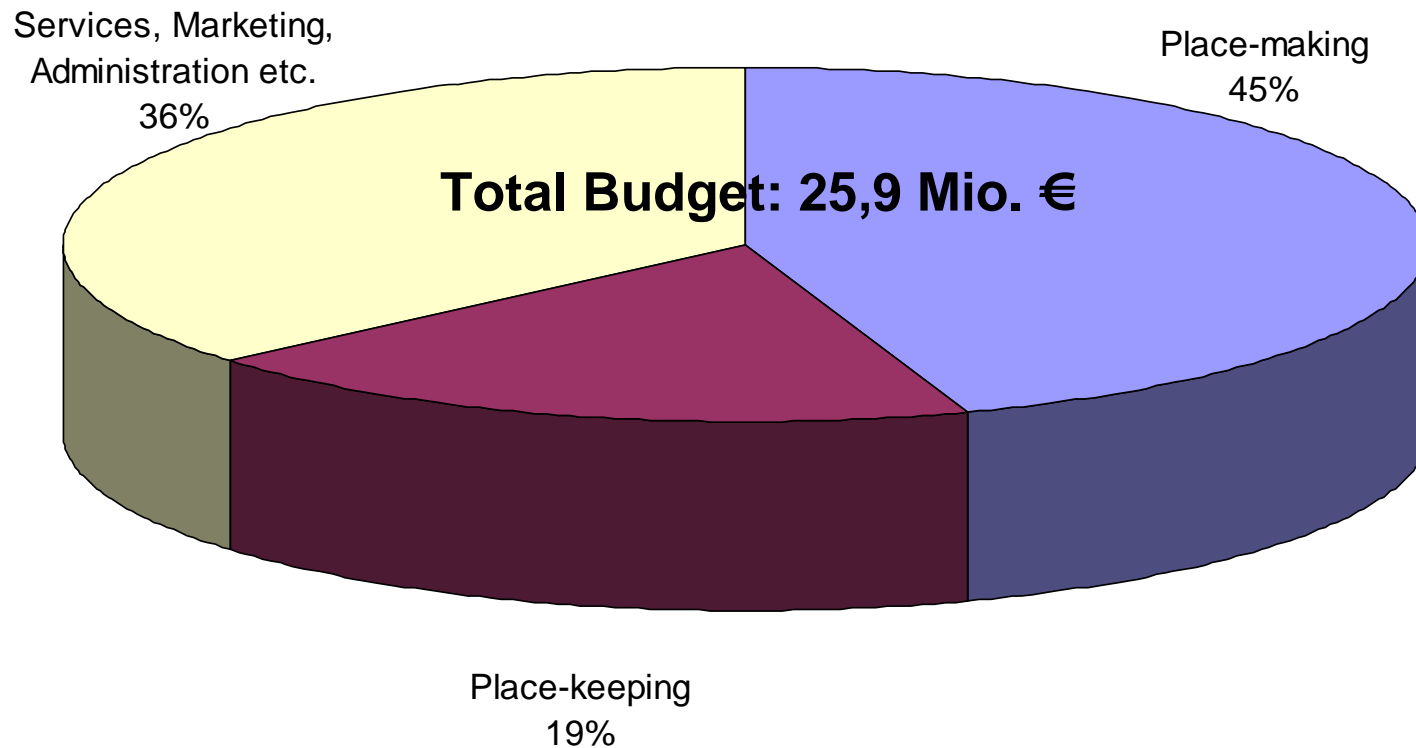
## Place-keeping activities in Hamburg BIDs



Sources: Project websites online

# 3. The Hamburg Experience

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



Source: Stefan Kreutz / HCU – August 2011

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](#)

[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

- over 420 Links + Downloads
- 220.000 page impressions
- 130.000 visitors

[www.urban-improvement-districts.de](http://www.urban-improvement-districts.de)





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