



# **Pilot Project for a Neighbourhood Improvement District in Steilshoop (“Styles-Hope”)**

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# Outline of the presentation

1. Brief history of Urban Improvement Districts
2. The *Neighbourhood Improvement District* Model
3. Pilot Project: NID Steilshoop in Hamburg
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 + HIDs
- Additional to public funded strategies

# 1. 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
- Original an example for privatist tradition of urban development and a weak public sector 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)
- Transfer of BID-model to residential areas as Neighbourhood (Housing) Improvement Districts 2007 in Hamburg (German Federal State)

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 Sachsenor 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> </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> </ul>
North Rhine-Westphalia	<b>BID-Legislation:</b> Gesetz über Immobilien- und Standortgemeinschaften (ISGG) (June 2008)	No BID in implementation yet
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 Schmuggelstieg (Norderstedt)</li> <li>• PACT Rendsburg</li> </ul>

#### Overview: UID-Legislation and Projects in Implementation in Germany

Source: Stefan Kreutz / HCU

November 2010

<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> </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> </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 Hohe Bleichen Heuberg (2.000.000 €)</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 Neuer Wall (5.966.000 €)</li> </ul>

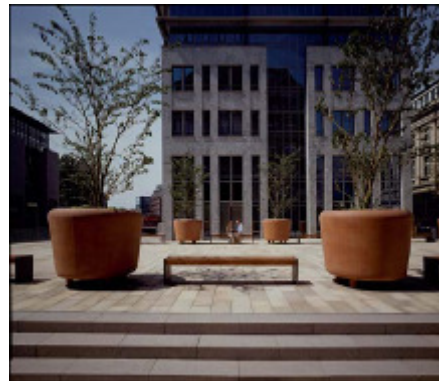
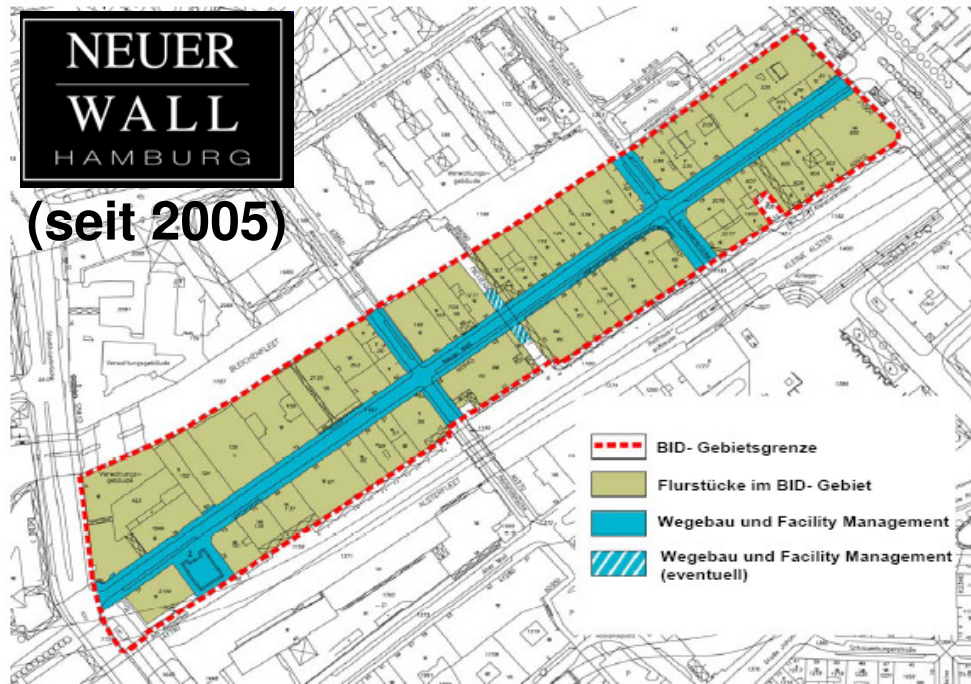
**Overview: Budgets of UID-Projects in Germany**

Source: Stefan Kreutz / HCU

November 2010



## 2. Examples of BID projects in Hamburg





## 2. Examples of BID projects in Hamburg

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



Quelle: BSU Hamburg

## 2. Examples of BID projects in Hamburg ... and BID standard after redesign



Quelle: Cordelia Ewerth



## 2. Examples of BID projects in Hamburg





## 2. Examples of BID projects in Hamburg



## 2. 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 1<sup>st</sup> 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

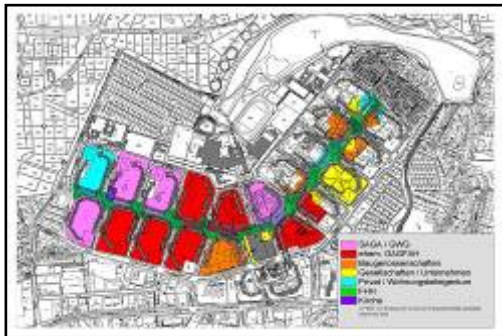
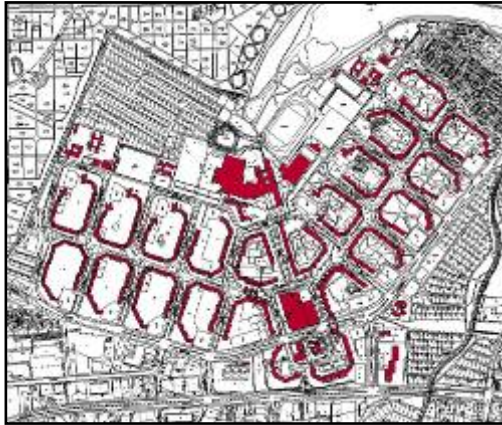
## 2. The *Neighbourhood Improvement District* Model

### 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



### 3. Pilot Project: NID Steilshoop in Hamburg



Sources: Ellen Fiedelmeier 2008, Bezirksamt Wandsbek



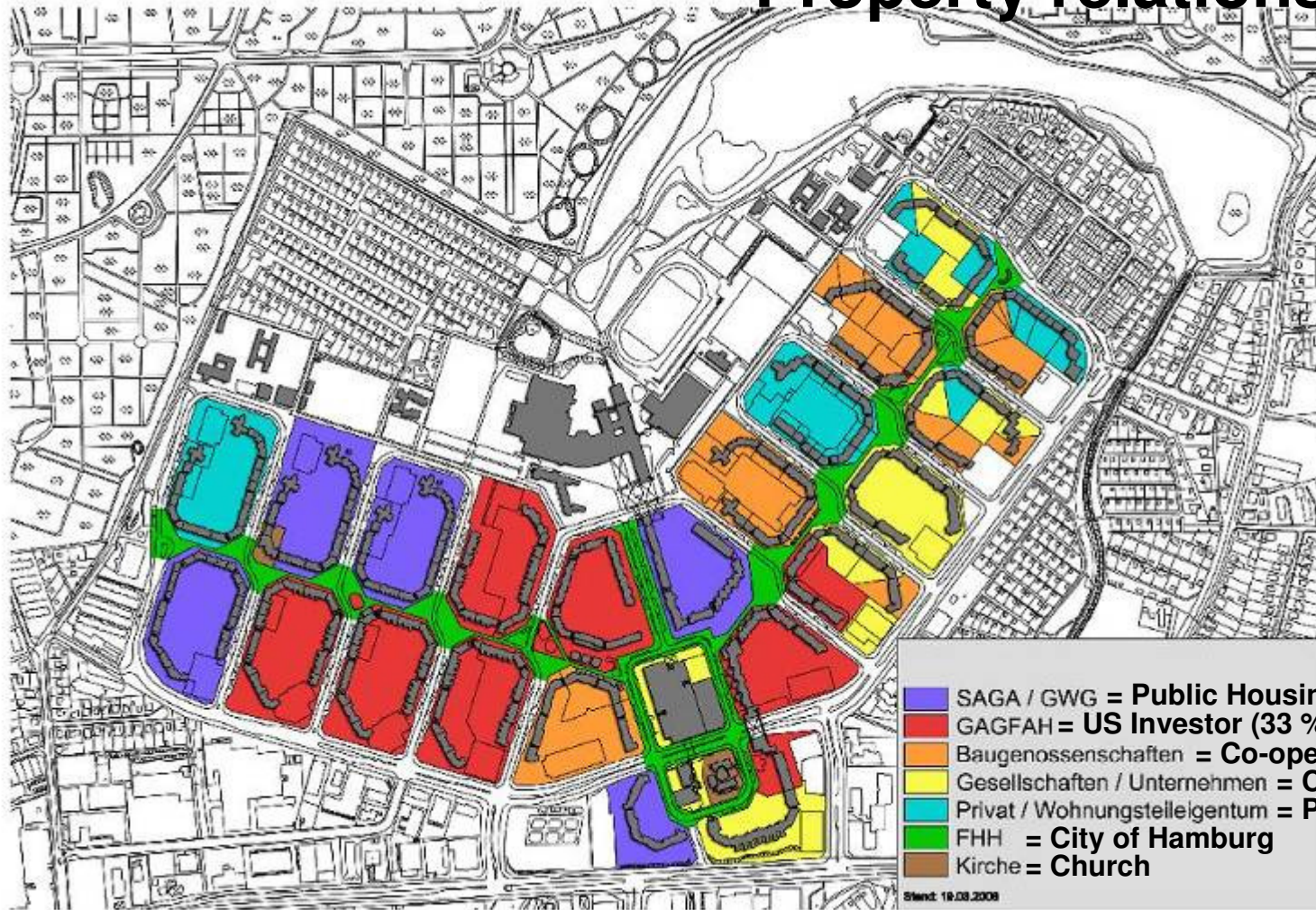
### 3. Pilot Project: NID Steilshoop in Hamburg

#### **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)

### 3. Pilot Project: NID Steilshoop in Hamburg

## Property relations





### 3. Pilot Project: NID Steilshoop in Hamburg

## Public and Private Open Spaces in the estate



## Steering Committee for the NID Steilshoop since 2007

### Proprietors Private Stakeholders

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

***Definition of  
tasks and  
private funding***

### Public Partners

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

***Guidance and  
public funding***

### External Expertise

- HCU / Begleitforschung
- Stadtreinigung Hamburg
- Planungsbüros / Gutachter

***Consulting  
and expertise***

*Zusammensetzung in 2007*

### 3. Pilot Project: NID Steilshoop in Hamburg

#### The process

- Over 40 meetings of the Steering Committee between March 2007 and December 2010
- Large meeting of all proprietors from the estate in January 2009
- 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. Pilot Project: NID Steilshoop in Hamburg**

#### **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**



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# 3. Pilot Project: NID Steilshoop in Hamburg

## 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



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### 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:**

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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**



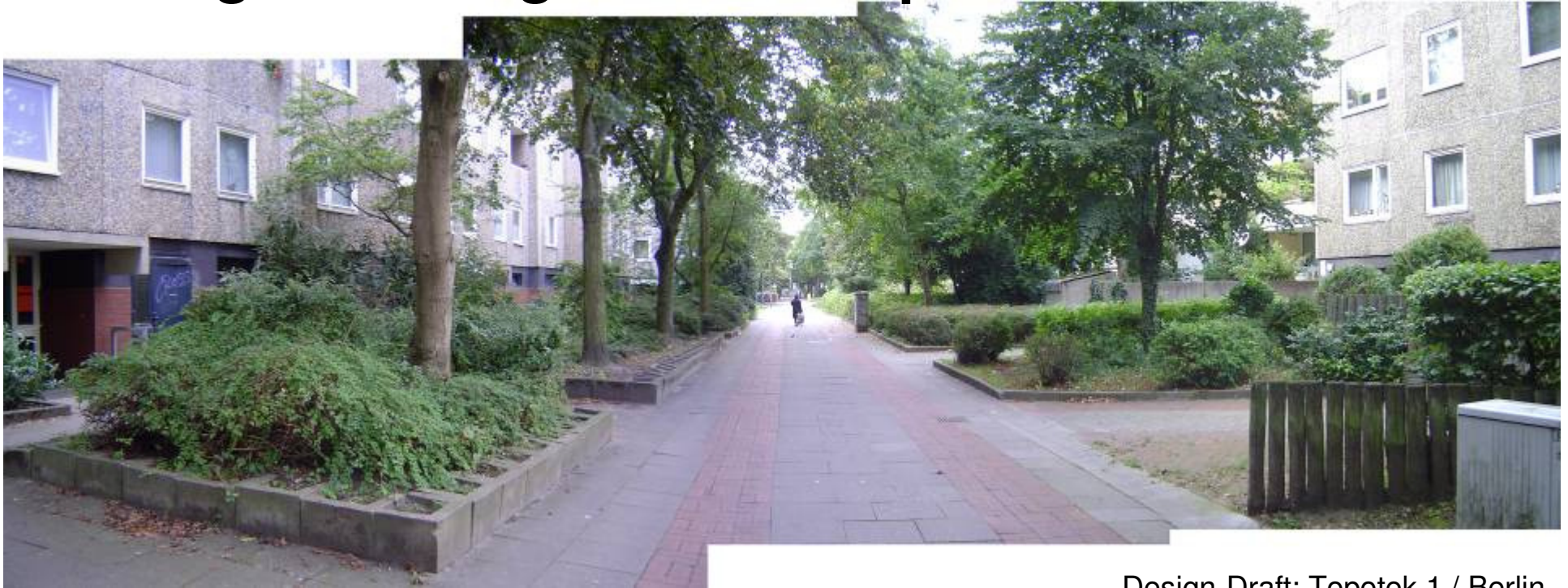
Design-Draft: Topotek 1 / Berlin



### 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

# 3. Pilot Project: NID Steilshoop in Hamburg

## Place-keeping

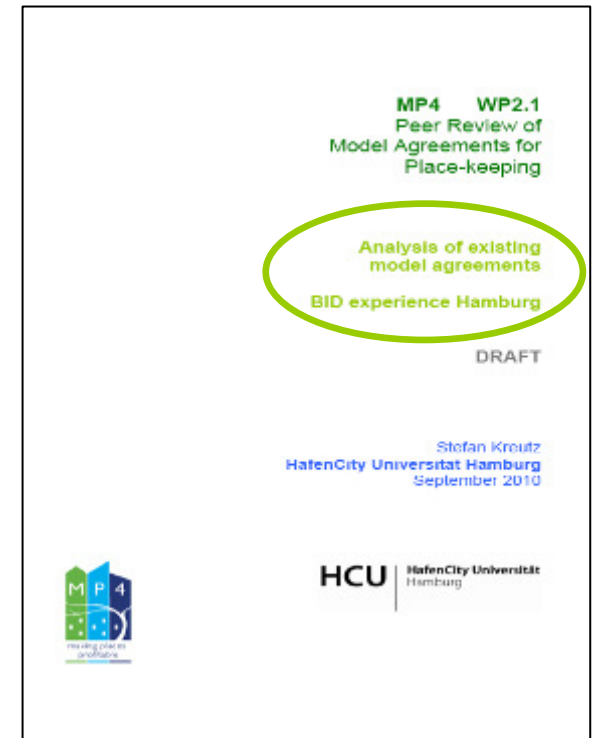
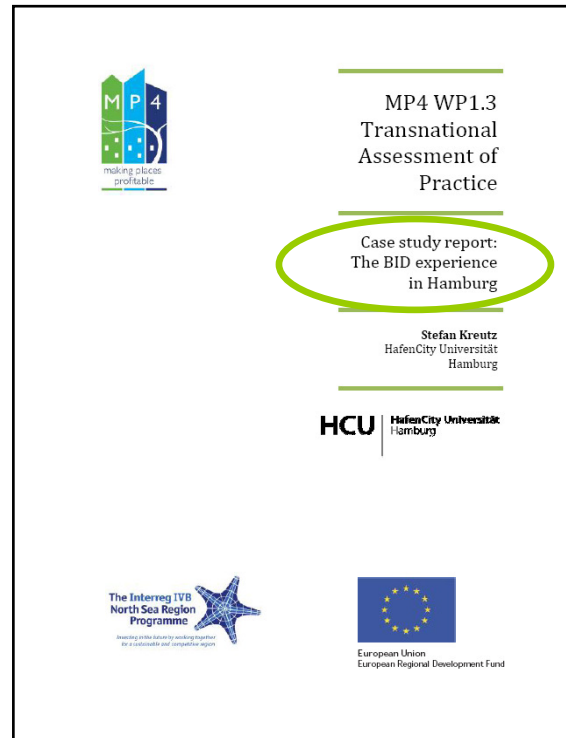
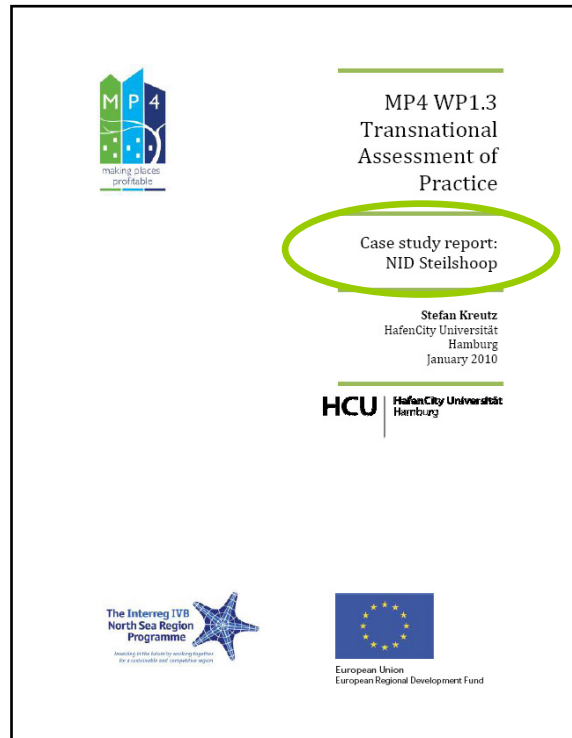
- Focus on groundskeeping in the central and western part
- Working-group with all relevant stakeholders
- Clarification of tasks and frequencies
- Improved coordination of groundskeeping
- “Kümmerer” in place
- No extra costs but improved quality!
- Investment of 200.000 € envisaged for NID implementation



Sources: Stadtreinigung Hamburg

### 3. Pilot Project: NID Steilshoop in Hamburg

## Detailed information available on UID experience in MP4 reports and documents





Scientific Website on Urban Improvement Districts | Urban Improvement Districts - Mozilla Firefox

Datei Bearbeiten Ansicht Chronik Lesezeichen Extras Hilfe

HCU <http://www.urban-improvement-districts.de/?q=English> Wikipedia (de)

Meistbesuchte Seiten HCU BID-Gesetze in Deuts... Erste Schritte Aktuelle Nachrichten

HCU Scientific Website on Urban Impr... Google Welcome - MP4-Interreg; MP4 is a Euro...

# Urban Improvement Districts

Ein Forschungsprojekt der HCU Hamburg

BID HID / NID International Aktuelles Kontakt English Information

- over 400 Links + Downloads
- 170.000 page impressions
- nearly 100.000 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 truly 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-Nikelsquartier in the City Centre of Hamburg is available

## 4. Remarks and Comments

### Comments on the NID Model

- Implementation of the NID model still to come
- Additional instrument in the tool-box of urban regeneration and development – not a substitute
- No influence on private property
- Suitability: NID 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

- Intense organisational support necessary
- Differences between professional housing 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

# Contact details

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



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