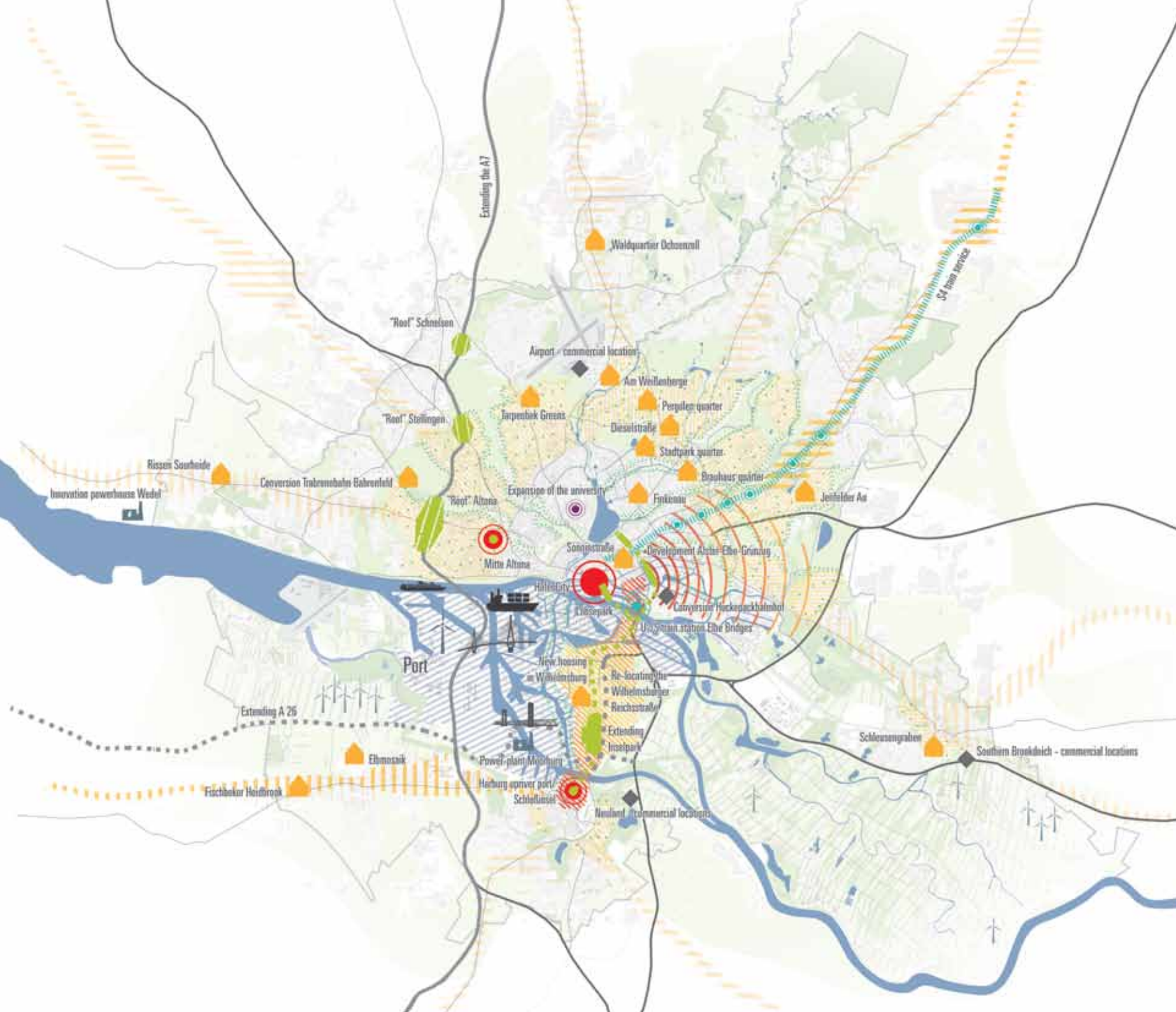




**Green, inclusive, growing city by the water**  
**Perspectives on Urban development in Hamburg**

# Hamburg 2030: focus topics for urban development



-  Urbanization zone - more city with premium quality open spaces
-  Quality for inner-city landscape axes
-  Improving the built-up corridor
-  Promoting dynamic development
-  Larger-scale house-building projects
-  New urban districts
-  New, larger commercial locations
-  New S-Bahn train service with new stations
-  "Roofs" over motorway cuttings
-  New municipal parks
-  More wind turbines

**GREEN, INCLUSIVE,  
GROWING CITY  
BY THE WATER**

PERSPECTIVES ON URBAN DEVELOPMENT IN HAMBURG

# FOREWORD



Dear citizens and residents,

The dynamic pace of development in Hamburg offers us and coming generations enormous opportunities to uphold and further improve our city's good quality of life and its fine environment.

As the Senator for Urban Development and the Environment, I am especially concerned with this question: how might we and how do we want to design the physical features and spaces in this city so that, in future, every member of its growing population benefits? And naturally, my thinking here includes the people who are in special need of our support. It is especially important to me that we enter into a dialogue with you, our citizens, about shaping the processes of change which are now facing Hamburg.

We want to act on your good ideas. Urban growth and a top quality environment will not be mutually exclusive in future. Technical progress in production and mobility, conservation of resources, the turnaround in energy policy and society's changing values are important foundations of sustainable urban development and offer completely new prospects for social cohesion in the city.

The citizens of Hamburg already love city life and a home in the inner city. They make more use of the advantages of local transport, cycling and walking than ever before. That gives us the opportunity to achieve a good balance between developing urban neighbourhoods with good housing at affordable prices and preserving the precious green spaces and landscape areas of Hamburg.

Mixed, urban neighbourhoods, each with its own different atmosphere, are highly valued and this must spur us on to preserve and refine their qualities whenever we embark on new building projects. Our aim is that homes, workplaces, schools and leisure activities are all within a short distance of each other. We shall have to rethink some rules and regulations, because they are no longer an appropriate way to arrive at a sensible mixing of uses in the city.

As in the past, the city will meet new challenges with an open mind. The city's hitherto little-noticed districts will move centre stage. In the past decade our International Building Exhibition and the International Garden Show have generated a wealth of fresh stimuli for the development of our unique Elbe Islands. We shall remain committed to developing Hamburg southwards.

Urban development is not a short-term undertaking and needs political consensus that lasts for longer than one parliamentary term. In future, fresh ideas for developing urban space are to be concentrated more on the eastern part of Hamburg. Old structures are breaking up in many of

these neighbourhoods and their value to the city and its inhabitants in terms of space for homes and businesses has yet to be discovered and developed.

This paper has been written as a contribution to the debate about the future of development in Hamburg and shows the positions adopted by the Ministry of Urban Development and the Environment. This publication includes maps showing focus topics and the general plan for urban development, "Hamburg 2030".

I am looking forward to conducting a frank and stimulating discussion about these matters with you.

The city needs you – and your many different ideas and solutions for a liveable future.

Yours

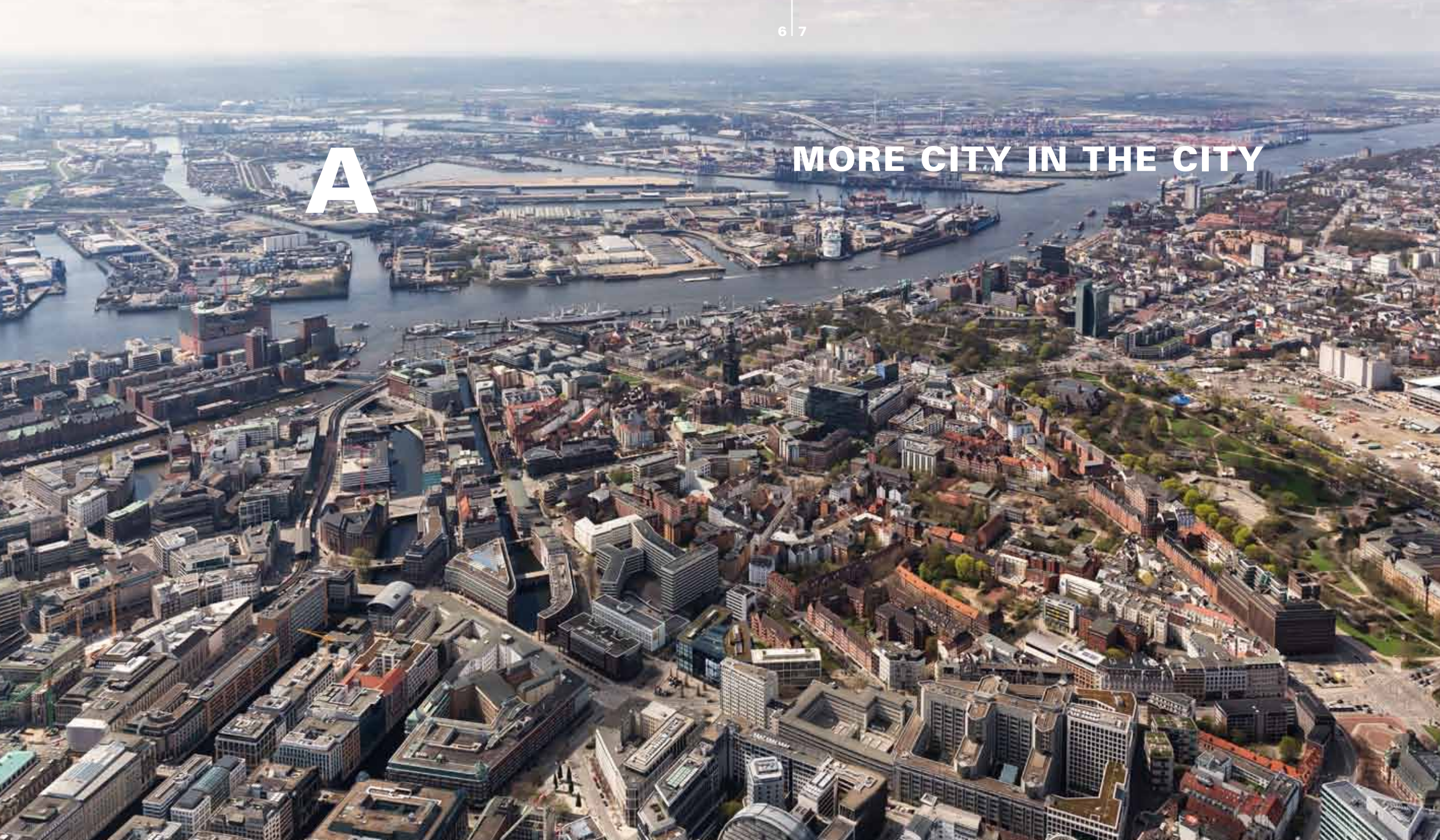
Jutta Blankau, Senator for Urban Development and the Environment

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A

**MORE CITY IN THE CITY**



# MORE CITY IN THE CITY

# A

Hamburg's population will continue to grow until 2030. This growth has much to do with the arrival of younger people moving to Hamburg. Many, especially younger people, are attracted to Hamburg by the city's hugely dynamic economy and the large number of jobs it offers, by the variety of educational institutions and the large range of leisure facilities and cultural events.



1 Summer Tango, Hafencity

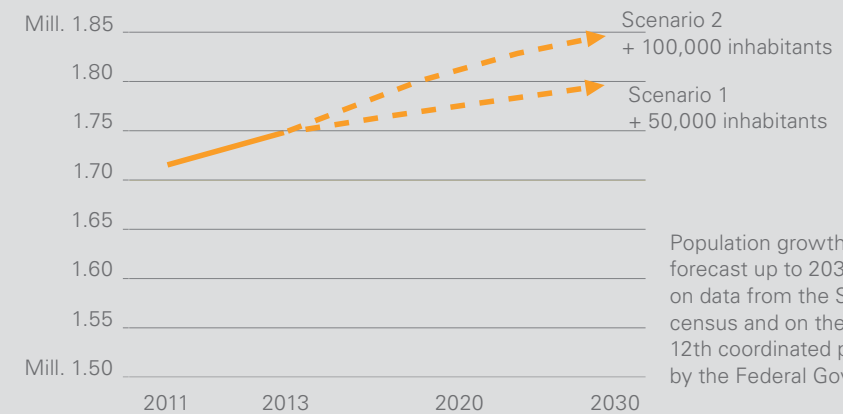


2 Hamburg inner city

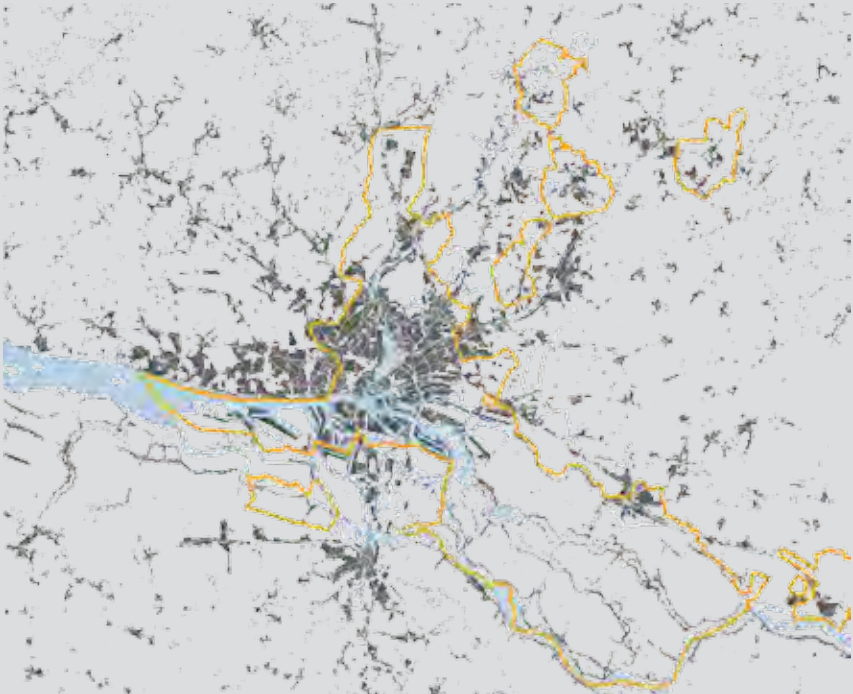
The unique cityscape and the close interlocking of built-up areas with areas of great natural beauty and nearby recreational facilities are key characteristics of the quality of life found in Hamburg. The urban population is changing, and changing the city in the process. New urban milieus are arising.

In future, the overriding development objective for urban space will be "More City in the City". The aim is to channel existing growth momentum primarily by finding space within the areas that are already built up, thereby opening up new development options for a liveable and dynamic international metropolis.

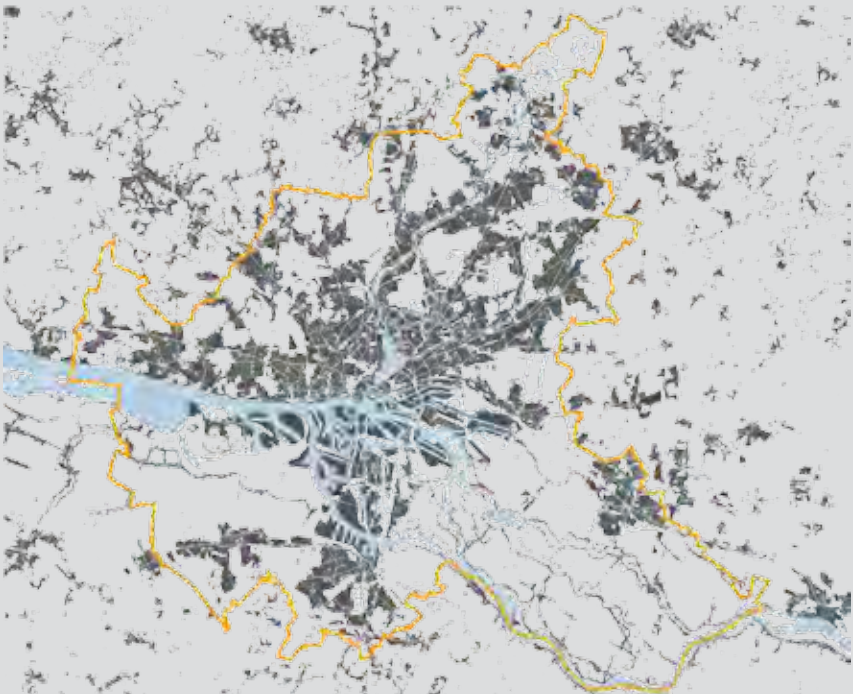
The hunt is on for the best ways to develop Hamburg's sustainable qualities. And so there is no alternative to an open debate, in which people can exchange their varying ideas about the development of neighbourhoods and places.



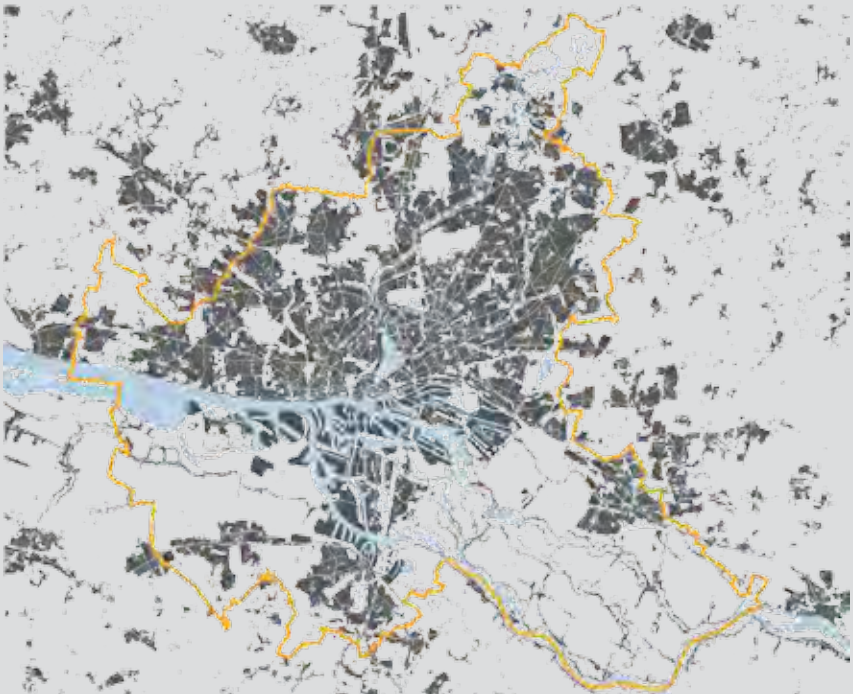
**1920**  
1,010,790 INHABITANTS



**1960**  
1,823,574 INHABITANTS



**1989**  
1,699,599 INHABITANTS



**2007**  
1,741,182 INHABITANTS





# HAMBURG USES ITS MARITIME POTENTIAL

## A1

A vital part of what gives Hamburg its identity and makes it so attractive is the diversity of its neighbourhoods and buildings in waterfront locations, the special atmosphere created by the water, the ebb and flow of the tide and the working port in the central city. The River Elbe, the Alster, which changes from river to lake on its way through the city, the Bille and many smaller rivers, streams, canals and water courses make a huge contribution to the quality of life in the city. These wide expanses of water are responsible for the city's unique panoramas. Hamburg has a long tradition of meeting the technical and town or open space planning challenges posed

by water in a respectful manner: since the Alster was dammed in the 12th century and its shores later turned into park lands, they and the two lakes have been landmark elements of the urban space and magnificent testimony to the art of the town planner and landscape gardener.

In the 1980s, when port operations moved out of the area between Grasbrook and the Elbe Bridges, Hamburg was given a splendid opportunity to continue its development as a maritime city and create new, inner city residential areas, workplaces and attractive spaces where people can stroll and relax. The existing water-

front sites must be preserved and opened up, because they represent a feature that gives the location its special quality. For the past 25 years work has been in progress to redevelop the edge of the Elbe River into a new urban waterfront location; this has involved a large number of ambitious projects, big and small, ranging from HafenCity to the new city dyke along Baumwall.

But the Elbe-side neighbourhoods are not the whole story. Apart from the eight-kilometre stretch of port rim between Neumühlen and HafenCity, projects such as the renewal of Harburg Upriver Port and the Elbe Islands, and developments by the shores of the Alster, Wandse, Osterbek, Bille and other smaller rivers underline Hamburg's waterfront character.

The city wants to develop additional, high-quality urban spaces by the water for the public to enjoy. A necessary next step for the near future is to overcome the divisive effect of the Elbe Bridges and to open up new

waterfront sites along the Elbe and Bille in the eastern part of the inner city. Besides being in competition with them, Hamburg is already engaged in an exchange with all large international metropolises that have put waterfront development on their agenda. The HafenCity, the International Building Exhibition and the International Garden Show have given Hamburg the opportunity to present bold new solutions for city and landscape in times of climate change that have already met with acclaim in international circles.

It is vital to enhance these skills with imaginative private and public commitment. The currently projected waterfront developments offer homes for an additional 30,000 people. About 50,000 to 70,000 people will have jobs there - and even more people can use these spaces for leisure and recreation. As Hamburg embraces more and more of its waterfront, the maritime flair of the metropolis will become even more obvious in the daily life of the city than it is already.



4 House boats on the Eilbek Canal



5 Beach on the Elbe



6 Vintage ships moorings, HafenCity



7 Marina on Harburg Schlossinsel

# INTERNAL DEVELOPMENT BEFORE EXPANSION

## A2

Hamburg is committed to sustainable urban development. That means making more efficient use of the spaces within the existing built environment and not encroaching on precious swathes of landscape to create new building areas.

Over the past 100 years the urban structure has been formed by the concept of Hamburg's first Chief Planning Officer, Fritz Schumacher, which was to let the city grow along the rail lines leading out of the city into the region. On the outskirts of the city it is still possible to observe the fascinating alternation between landscape axes and built corridors; this must continue

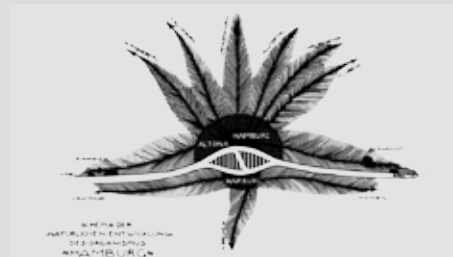
to enjoy special protection. Therefore, Hamburg's nature reserves and landscape conservation areas, open fields and cultural landscapes are not to be seen as a large reservoir of building land for the city.

"More City in the City" is not only about the question of how space is used. It is about enhancing the urban features of Hamburg and creating an even more mixed city for the future, one that offers a high quality of life. To implement the "More City in the City" strategy an intense process of communication will be required, so that, having reached a consensus among all involved, the existing building po-

tential in the urban neighbourhoods, both present and future, can be fully exploited. In this connection, making full use of potential building land in the inner city and preserving the fine quality of urban open spaces are equally important objectives. In any future projects these two aims will be integrated even more tightly.

The fundamental conditions for implementing this strategy are good. Hamburg has an "urbanization zone" that offers considerable reserves in the shape of big inner-city sites suitable for conversion surrounding a compact centre. The planned projects on the Elbe Islands and in Harburg upriver port, two strategic development areas, fit seamlessly into this concept of infilling. Less central districts of the city with good infrastructure offer further development potential. In these areas the prime concern is to take the development of these settlements – which still reflect the town planning ideals of the 1950s to 70s, namely the spacious garden city – to the next stage.

It is intended to meet the anticipated growth of the population and the economy with sustainable urban development that conserves land resources. This must necessarily involve integrating privately held and public areas into a strategic land management plan that balances the desired protection and development of green spaces and landscape areas with the need for housing and workplaces.



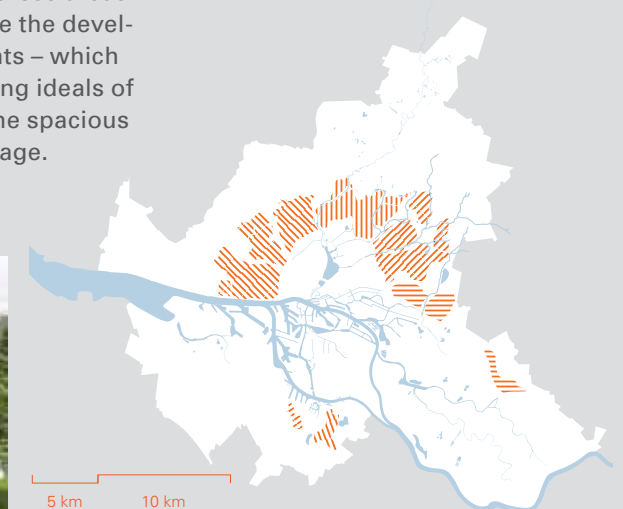
8 Fritz Schumacher's 'feather fan' plan



9 Open House, Wilhelmsburg



10 Roofed section of the A7 motorway, Altona



11 Urbanization zone

# HAMBURG BUILDS ON ITS URBAN QUALITIES

## A3

Urban living is in. Densely built, mixed-use neighbourhoods such as Eimsbüttel, Schanzenviertel, St Pauli, Altona, Ottensen, St. Georg, Eppendorf, Uhlenhorst and Winterhude are among the most popular in all Hamburg. There is great, unabated demand for apartments in these districts because people value the tight web of urban amenities, their social diversity and excellent infrastructure. To many residents of Hamburg, both young and old, singles, couples and families, these qualities are indispensable - and the many young people moving into Hamburg from elsewhere share their opinion. Moreover, the number of older people and double-

income households is growing; these two groups also value the fact that in this type of district it is much easier to organize their lives and satisfy everyday needs. This will push demand even higher.

Spatial, social, cultural and economic density generates urbanity, as does close physical proximity between homes and workplaces, educational and leisure facilities. It is no accident that this specific quality emerges in neighbourhoods built in the popular Wilhelminian (or Gründerzeit) style. Here the houses have more storeys and more people living in them; crucially, these are the factors behind

the vitality of these mixed neighbourhoods and their varied, attractive urban spaces where everything is within easy, environment-friendly reach, either on foot, by cycle or using public transport.

As yet such diversity of use and density is achieved only in the inner city districts of Hamburg which have been solidly built up. The “More City in the City” strategy aims to change that. Greater densification and re-organization in the “urbanization zone” and the Elbe Islands development area not only offer the chance to moderately add to the population in an environment that has already developed organically and is served by infrastructure, but also open up an opportunity to create more lively, interesting neighbourhoods.

The spectrum of attractive, urban locations is to be appreciably increased in future. Barmbek is a newly attractive district thanks to the effects of urbanization, which it is hoped will spread further to the south east.

The S4 train line is being extended to serve new stations and will generate additional momentum for growth in the east of Hamburg. On the west of the city, the same may be said of the scheme to roof over the A7 motorway cutting. At the same time, the development process will continue in the south of Hamburg with projects on the Elbe Islands, while ongoing construction work in HafenCity serves to turn attention to the eastern part of the inner city and its bordering districts Rothenburgsort, Hammerbrook and Hamm (South). Hamburg will invest in the public space and infrastructure of these districts and invite residents to participate in the planning work.

The metropolis of Hamburg will develop more urban neighbourhoods for mixed use. However, each has its own individual character, because building heights, density and the look of public spaces differ, and that is how it should stay.



12 Karolinen quarter, St. Pauli



13 Falkenried terraces, Hoheluft



14 Neustadt



15 Magellan terraces, HafenCity

# CAMPAIGN FOR GOOD QUALITY OPEN SPACE

## A4

Hamburg is a green, waterfront metropolis. We want to preserve this quality, even as the city becomes more compact. The open spaces in the city are important oases as the residents go about their daily lives. Large and small public parks, playgrounds, big city and local neighbourhood squares, green corridors along the water courses – they are all accessible to the public free of charge, making a vital contribution to the quality of life for residents in the various city districts. But the green open spaces are also important habitats for many different species of flora and fauna. They are an important element of the overall concept for the city regarding the biotope network, climate protection and climate adaptation. Space is a finite resource in a city that is becoming increasingly compact. It will be possible to create new open spaces in only a few isolated cases.

Therefore the future belongs to enhancing the quality of the open spaces that already exist in the inner and outer circles of the city. Hamburg has launched a campaign for better quality open spaces, aiming to couple future building projects with measures to improve the quality of both public and private open spaces and to gear them to the interests and wishes of the local residents. Not only that, we particularly want to strive to attain improvements in those parts of the city which are currently inadequately served by open spaces.

Moreover, a city, especially one that is growing ever more compact, must explore the potential for new open spaces. Beyond the traditional forms of open space such as parks and gardens or allotments, previously inaccessible areas are to be opened to the public - even if only for temporary use. Such spaces might be empty land that is not being used for the moment, or school grounds and playing fields which could be put to multiple use.

Planted roof gardens offer additional space for nature, help rainwater to seep away and can be both meeting points and recreational space for residents. The city's green roof strategy, a programme for developing green roof landscapes in the city, gives Hamburg an opportunity to target areas for improvement.

A growing number of residents want to help shape their open spaces, not just use them. Hamburg aims to do all it can to encourage this commitment. The "Urban Gardening" trend has led to new pilot projects and experimental areas. In future the classic individual green spaces - private tenants' gardens and allotments - might be joined by new types of outdoor scheme, such as communal "neighbourhood gardens" on private land or "community gardens" on suitable public land, especially in the densely populated areas. In Hamburg, many projects have already been put in place, or are in the process of becoming established, dedicated to the principle of preserving and improving the quality of open

space in the compact city. Examples of what is meant include the completed housing project Quartier 21 in Barmbek, the apartment block project at Suttnerpark now under construction and the project for central Altona with a new public park. Many more projects fall into this category too, such as the apartments built in the Baakenhafen neighbourhood of HafenCity, plans to construct an island in the port basin for games and leisure activities or Wilhelmsburg Island Park.

The active collaboration of many different actors is needed to make the campaign for quality open space work. The public purse and private investors must make a joint effort to ensure that "green value" is added to projects. The city and the housing industry have avowed their commitment to the collaborative development of open spaces in their Alliance for Housing.



16 Pflanzen un Blumen



17 Sandtorpark, HafenCity



18 Roofscape, Hoheluft East

# HAMBURG'S IDEAL BUILDING HEIGHT IS WILHELMINIAN

## A5

Hamburg's identity is reflected in the diversity of its neighbourhoods, which follow very different urban planning principles. In Hamburg, building styles range from the two-storey garden city of the 1920s to City North, which is comprised of office blocks in a park, characterized by free standing high-rises based on concepts from the 1960s.

Considerable demand for inner city neighbourhoods shows that the Wilhelminian quarters are still associated with good quality homes and lifestyles, both for their urban density and the six to seven floor height of the buildings. They are to be the bench-

mark for all future new building in all parts of the city where multi-storey buildings predominate - without being the blueprint for the entire city. If existing space potential is exploited by closing gaps in the built environment, converting lofts and attics or adding extra storeys, it will be possible to fulfil more people's desire to live and work in the city.

Hamburg is not to become a city of high-rises. However, there are already excellent examples of high-rises that, in selected locations, are attractive and harmonize with the skyline. Historically, this means the inner-city church towers; however, the old city

gates, Dammtor, Berliner Tor, Lübecker Tor and Millerntor are now marked by striking, highly visible buildings that announce their specific location. (Tor = gate). Similar potential is as yet untapped at Wandsbeker Tor and Harburg upriver port. The "Port Crown" section of the river bank and the Elbe Bridges are also prominent sites that lend themselves to more spectacular projects. The spits of land jutting out into the Elbe River are obvious sites for landmarks. The Elbphilharmonie concert hall stands on the most prominent such site, adding a new entrance gate to the city panorama.

The area bounded by Wallring is taboo for any development higher than the Wilhelminian benchmark. Here the beautiful silhouettes of the church towers will continue to dominate the skyline.



19 Binnenalster



20 Kaiser-Wilhelm-Strasse, Neustadt



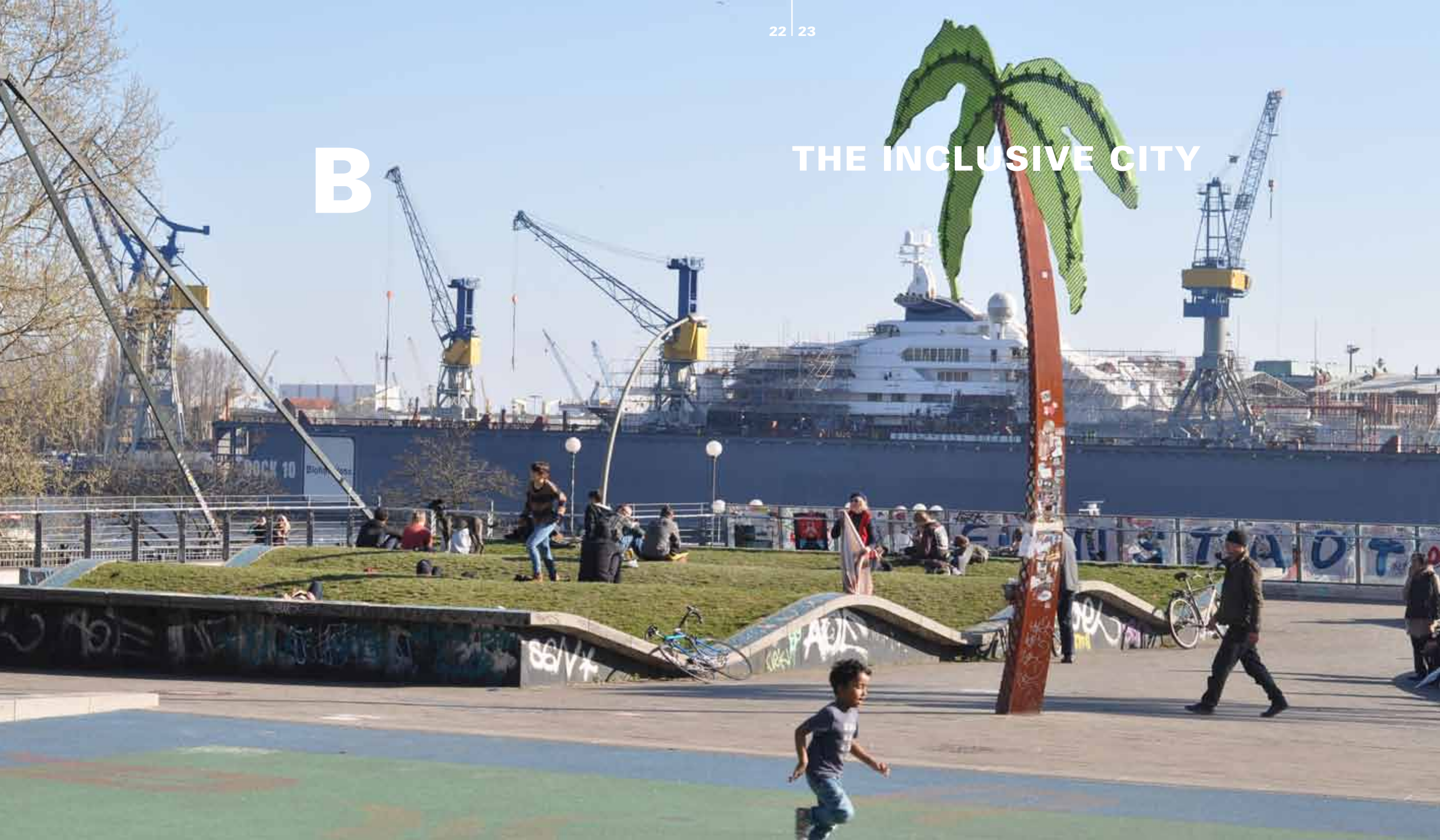
21 Münzviertel



22 Street scene in Ottensen

B

THE INCLUSIVE CITY



# THE INCLUSIVE CITY

# B

In Hamburg people from different cultures, living in very differing circumstances, form a tightly-packed cosmos. By 2030 demographic change will mean that the biggest impact on population growth will be attributable to the migration of younger people from other parts of Germany and other parts of the world. And there will be rise in the numbers of residents over 80 and people requiring nursing care.



23 Rotenhäuser Feld - neighbourhood park for the intercultural urban community, Wilhelmsburg



24 Housing project Max-B, Altona North

More and more people will be living alone. Today, households with children are already a minority. The diversity of lifestyles and circumstances, of personal ambitions and values that is already apparent today, is likely to increase rather than decrease in the current environment.

The benchmark for future growth of the inclusive city is the ambition to enable all the citizens to remain in their city, in their quarter, and enjoy a good quality of life. And we especially want to make this true for families. Everyone should be able to participate in public life and use the wide range of resources and opportunities our city can offer. This is the precondition for tolerance and understanding and the indispensable foundation of solidarity within the urban community, which is to remain a prominent feature of Hamburg. Only this kind of climate will allow new ideas, energies and activities to develop, ensuring that all residents can enjoy the qualities of a good urban life, besides helping our city adjust to future demands.

A central point of reference for the inclusive city is the basic need of all people to find appropriate, affordable homes. In view of the pace of change on the housing market in Hamburg, where prices are currently rising in many city districts, there must be assistance for the residents who, due to their social and financial status, are

struggling with problems and battling disadvantages in this environment. This group includes students and trainees, as well as numerous other households such as families, elderly people on low incomes and people in specific, difficult social situations.

But that alone will not be enough to make this an inclusive city. Many development plans and investment projects for specific neighbourhoods will have to turn the spotlight on other important aspects: how, for example, can the vast variety of educational programmes that Hamburg offers be opened up in such a way as to embrace the personal skills of everyone living in the multicultural urban society? The inclusive city is also an issue when it comes to the future design of space that is freely accessible to the public. People are steadily increasing their use of the street space, public squares and many other places. Urban life and changing mobility needs call for new concepts and agreements to ensure that the needs of residents who spend less time in these “community spaces” are met too.

# AFFORDABLE HOMES FOR EVERYONE IN THE CITY

## B1

Hamburg wishes to remain a city that welcomes all people and is able to offer them adequate, affordable places to live in the city. Hamburg's house-building programme is therefore based on long-term continuity and a large number of new builds. In ongoing collaboration with the housing industry the city aims to ensure that at least 6,000 new apartments are built in each of the coming years.

The Alliance for Housing in Hamburg and the contract to build new homes signed with the borough councils document the commitment of both housing industry and the city to cooperate; targets for the future have been

defined together, with input from the tenants' associations also taken into account. A third of the 6,000 new build apartments will be rent-subsidized dwellings and thus contribute to the social mix in many districts – in HafenCity, in the future urban neighbourhoods of central Altona and in the many individual home-building projects that are rising within the fabric of the city. Apart from building affordable small apartments for the growing number of single households, another important task will be to create affordable housing for families too. Promoting and actively supporting joint building ventures in Hamburg has become established as a success-

ful way of enabling a variety of target groups to create affordable homes in the compact city. Hamburg will continue to assist this important element of the house-building programme throughout the city. In view of demographic change and to meet inclusion objectives, targeted programmes of grants are being used to help build special types of housing and handicapped accessible apartments.

Hamburg is a city of tenants. Around three quarters of the 925,000 apartments now in the city (2011 census data) are rented. Some 30 per cent of the housing stock in Hamburg is held by house construction cooperatives and the municipal housing company SAGA GWG; together they have an enormous store of inexpensive apartments and thus represent an important part of Hamburg's housing market. This inexpensive sector of the market is to be preserved and protected when the housing stock is modernized and refurbished for greater energy efficiency. To attain a good social mix, affordable rental

apartments must be made available in the popular locations as well.

In order to keep the supply of housing affordable for wide swathes of the population, Hamburg will continue to use a broad range of tools and adjust them to suit new developments. For this purpose the city has put a comprehensive programme of housing grants in place that is directed at households with small and medium incomes. Working through its municipal house-building company SAGA GWG, the city will make an important contribution to new housing construction. Additional elements of the scheme include selling municipal land according to the quality of the concept and moves to amend relevant state government statutes, such as the revision of Hamburg's law on the protection of living space. The federal government has given the states new scope to limit rent increases. Hamburg has already taken action to set a lower cap on rent increases.

Data: 2011 Census - Count of buildings and dwellings, SAGA, GWG, working group Hamburg Housebuilding Cooperatives ([www.wohnungsbaugenossenschaften-hh.de](http://www.wohnungsbaugenossenschaften-hh.de)), Statistics Office North, Hamburg Rent Index 2013, BSU, IFB social housing database)

## HOUSING IN HAMBURG

<b>924,600</b>	Apartments in Hamburg
<b>692,700</b>	Rented apartments
<b>130,000</b>	Apartments owned by SAGA GWG
<b>130,000</b>	Cooperative apartments
<b>202,000</b>	Apartments renting for 6 EUR/sqm net ex services
<b>86,600</b>	Social housing - initial rent, new build 2014 (net ex services): type 1 subsidy: 6.10 EUR/sqm; type 2 subsidy: 8.20 EUR/sqm
<b>6,000</b>	New build apartments/year - objective of the house-building programme - of which 2,000 subsidized and subject to rental and tenancy restrictions



25 Apartments by Grasbrook Park



26 Global Quarter, Wilhelmsburg



# STRENGTHENING NEIGHBOURHOODS – INVESTING IN EDUCATION

## B2

Good relations between neighbours are and remain an important pillar of social cohesion and quality of life in the urban community. They need time to grow, and a favourable, supportive environment. The City aims to create socially mixed districts with good infrastructure and stable neighbourhood patterns. Especial potential is offered by the parts of the city close to the centre, because they are attractive and well developed. Enhancing and stabilizing these districts must not lead to existing tenants being priced out of the market. To this end the city will make full use of the legal possibilities (e.g. social preservation orders, rental legislation) and expand its grants for

social housing – i.e. homes at fixed rental charges. The districts in which social de-mixing and polarization has become a serious issue, where entire sections of the population see their hopes of rising in society and participating in the community placed in jeopardy, are to be stabilized, now and in the future, under the RISE framework programme for integrated urban district development. It is thus possible to bundle the necessary measures within integrated subsidy schemes and improve the quality of life, development prospects and social opportunities for the residents. The programmes are to be implemented so as to focus on certain areas and

periods of time, in order to achieve sustainable, viable development in a district by drawing on and stabilizing the diverse skills of the men and women living there.

Accordingly, the city's strategy to strengthen neighbourhoods and quarters will focus on a wide range of very different areas. One focus is on areas in the more central locations where the growth of the city is accelerating the pace of change. Here it is important to make careful use of the developments already in motion, in order to assist private investment conducive to the desired changes in the milieu, to create new housing and boost local economies. At the same time, those who have lived in the area for a long time are not to be squeezed out.

Attention will also focus on the districts that are of less interest to private investors. Here, integrated district development involves a raft of efforts to strengthen the local population's participation in society, promote social cohesion and to improve the

social infrastructure and educational facilities in ways that will best benefit the district. Privately owned housing enterprises, owners and those running businesses will receive aid if they invest in local sites and new uses. This support will enable them to revitalize quarters as attractive, functioning places that are vibrant centres of trade and local community life. Residents' participation is a pillar of this development process.

In Hamburg, one resident in ten lives in one of the big housing developments built in the 1960s and 70s, such as the ones in Osdorfer Born or Kirchdorf South. Rents for the large majority of homes in these developments are restricted and the growing city cannot dispense with this scheme. A permanent challenge on the way towards integrated urban development is how to improve development prospects for the residents of these districts. Good infrastructure and transport links, new concepts for mixed use and workplaces, well-kept public and private open spaces as well



27 Community Centre Bornheide, Osdorf



28 Island Park, Wilhelmsburg



29 Tor zur Welt education centre

as opportunities for sports and leisure pursuits are important parts of the framework needed to attain this objective. It calls for both public and private investment.

An attractive range of educational facilities will in future be increasingly important in every district. They must stand out as good pieces of architecture, make a statement, demonstrate they are open to all and meet everyone's need to be part of society, to feel accepted for their personal skills, with or without handicaps – whatever their cultural background, religion or age may be.

Education and community facilities are the social and cultural capital of the city. They are important places for communication and encounter in the centre of each district. However, success will only come if schools open up to their district more than they have before - and if the districts open up to their schools. In the context of the IBA Building Exhibition the city implemented some relevant best

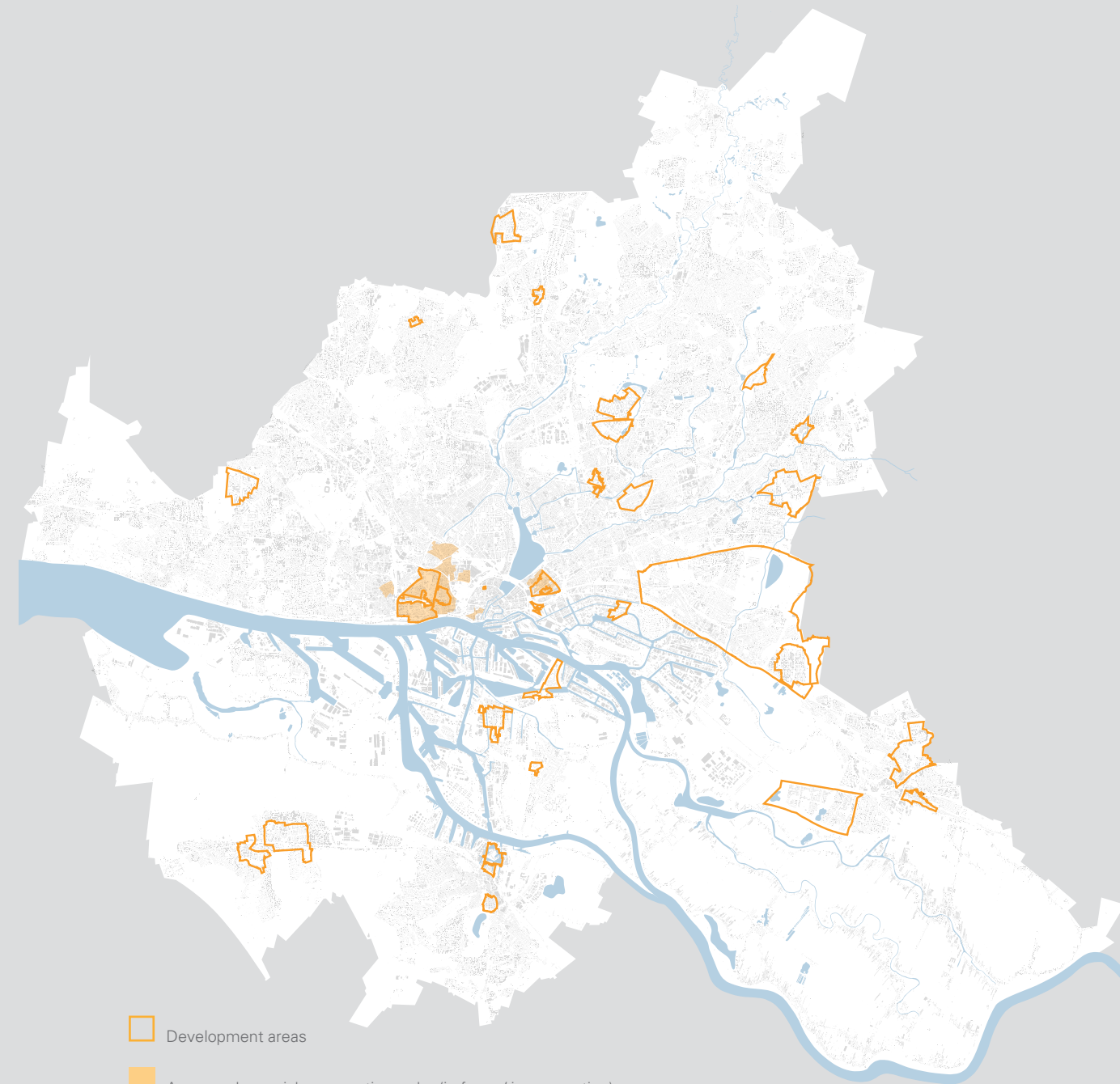
practice projects in the new Gateway to the World Education Centre (Tor zur Welt) on the Elbe Islands and also, for example, in the Süderelbe Education and Community Centre in Harburg. Other locations are earmarked for this promising kind of educational facility, for example at Osdorfer Born, Steilshoop and central Altona.



30 Climbing bunker in the Flora Park, Schanzenviertel



31 Community Centre Barmbek Basch



- Development areas
- Areas under social preservation order (in force / in preparation)

32 Framework programme for integrated neighbourhood development (RISE)

# BETTER QUALITY OF LIFE IN PUBLIC PLACES

## B3

As the city becomes more compact, public spaces that the residents use every day become more important and the form they take must meet new ideas about how they should be used. People are increasingly happy to spend time in public spaces, which are valued as a stage for the urban society, transporting the culture and identity of the city. Many kinds of sports activities are being moved into the public space too.

These sought-out zones include the prominent squares in the inner city, numerous local squares in individual districts, the green oases of the parks and paths running along the Elbe River, the Alster Lakes and the many

other water courses. The future layout of street space presents special challenges, as the aim is to create a place people want to spend time in, while offering room for changing forms of mobility. Equal priority is to be given to the multitude of needs within the urban population – young or old, quick or slow, pedestrians, cyclists or motorists.

Public space lives from the diversity of its uses, especially in the ground floor zones of the buildings that border it. Therefore a key concern of urban development in business locations and quarters that have grown organically is to preserve the mix of shops, gastronomy, street cafés, services and

cultural offerings. This aspect is also given equally as much attention when new build projects are being considered, as can be seen in the HafenCity development and other inner city projects.

Hamburg will preserve the accessibility and experience value of public spaces, because they are a substantial element of a democratic urban culture. The city will promote careful treatment of public space, guarantee safety and handicapped accessibility and ensure that everything is clean and well tended. Everyone benefits from high-quality public space. In order to achieve this, it is hoped that in future public and private investors will interact to create synergies.

Business Improvement Districts (BID) for the interests of commerce, and Housing Improvement Districts (HID) for the enhancement of residential areas, are model schemes which show that the design of public space may be regarded as an ongoing task for the community.



33 Osterstrasse, Eimsbüttel



34 BID Opernboulevard



35 Alster meadows



36 HafenCity

C

**GREEN AND  
ENVIRONMENT-FRIENDLY CITY**



# GREEN AND ENVIRONMENT-FRIENDLY CITY

# C

Hamburg is, and will remain, a green metropolis on the water. Our priority is to preserve the high quality environmental standards already attained, to develop them further and to see them as a spur to meeting the challenges that we now face.

Even though the number of people and workplaces in Hamburg will continue to rise, this growth should not be at the expense of environmental quality. It is planned to enhance and promote biodiversity, urban greenery and natural areas and to progress further towards achieving the energy turnaround and protecting nature and the climate. Urban residents' mobility must be put on a more sustainable footing.

If this is to succeed in a large, increasingly compact city such as Hamburg, environmental awareness and social solidarity must become close allies. We need to find solutions which balance environmental objectives with social and economic responsibility and thus drive sustainable urban development forward. When planning to modernize dwellings to make them more energy efficient and drafting energy-saving concepts for entire neighbourhoods, we must not lose sight of the fact that housing has to remain affordable for all of Hamburg's citizens.

The energy turnaround and the improved quality of the environment must be reconcilable with the preservation of industrial jobs and the creation of new ones.

It is hoped that new mobility concepts and expanding the transport infrastructure in an environment-friendly manner as possible will boost the amount of travel undertaken with eco-friendly vehicles and encourage citizens to use mixed-mode transit systems. This is also the city's chance to lower emissions and improve the quality of life for the men, women and children living in Hamburg. Another aspect of mobility is a transport management system that creates eco-friendly solutions for commuters and freight forwarders.



37 Alster



38 Eppendorf Park



39 Cycle traffic

# ENVIRONMENTAL QUALITY MEANS QUALITY OF LIFE

## C1

Hamburg has an airport within its boundaries, a seaport in its centre, a number of large industrial sites, is one of North Europe's major transit zones and an important transport hub.

As things now stand, more than 1.7 million Hamburg residents, 320,000 commuters and around 90,000 companies use power, heat and transport services every day. In the past, great efforts have been made by trade and industry, government, ordinary citizens, associations and utility companies to reduce the strain on the environment and people. Looking ahead to 2030, the aim is to take this achievement to its next stage. Techni-

cal and scientific progress must be harnessed to secure a better quality of life in the future.

It is equally as important to use innovations at local level as it is for the urban society to act with environmental awareness. Cities are ideal laboratories for new experiments. Their residents show great willingness to act in an eco-friendly manner and are happy to cooperate when relevant schemes are introduced. One can see this, for example, in the use of car sharing schemes, the popularity of cycling as a means of transport, the great interest in housing projects geared to people willing to live without a car of their

own and the enthusiastic reception of the "Hamburg Tidies Up" initiative. We are banking on this willingness and commitment leading to a good quality environment for all.

Across the world, cities face the challenge of integrating into daily life the environment-friendly products and technologies that already exist. The spectrum ranges from wind turbines to shops selling organic foods grown in the region. In Hamburg it also includes shore power supplies to ships in port, and promoting the more widespread use of eco-friendly propulsion technologies, especially for road vehicles, and for heat and power generation. Agricultural land is cultivated near Hamburg, enabling producers and consumers to form a close relationship. A range of initiatives to secure sustainable food supplies for city dwellers also allow people to experience nature; they contribute to local incomes and will continue to improve the quality of life in the region. Proactive steps will be taken to advance the successful environmen-

tal partnership with Hamburg's trade and industry bosses. The proportion of household waste recycled will be increased to two thirds.

Water conservation areas and treaties with our neighbours ensure the good quality of our drinking water and the quality of Hamburg's other water bodies is being improved by a variety of measures. We want to increase the number of places where it is safe to bathe in the Elbe!

Hamburg has set itself the task of becoming an audibly quieter city. "Quiet" places enhance the quality of life, therefore this issue will also play a part in development concepts for the districts. Another, equally important objective is to improve air quality in the city, above all by implementing traffic-related measures.



40 S-Bahn train station Wilhelmsburg



41 Altes Land



42 Agricultural areas near the city centre, Vierlande + Marschlande

# MOBILITY – FROM OWNING TO USING

## C2

The society in which we live is increasingly mobile, but attitudes are changing. The car is losing its importance as a status symbol, while the desire for flexible, convenient, environment-friendly forms of mobility and transport is growing. This is apparent from the noticeably greater popularity of walking, cycling or riding a pedelec. These trends must be taken as the starting point for future-oriented transport policies. This process is being helped by the expansion of the StadtRad cycle hire service and designated cycle tracks on roads and pavements. For every form of mobility need in the city the most suitable, environment-friendly mode of transport must be available – and

at a distance from home that people find acceptable. It is therefore very important to offer even more flexible, attractive ways to combine bus and rail travel, ferries, cycling, car-sharing, and cars with environment-friendly methods of propulsion. Faster-moving „green“ buses could add to the capacity of the bus system.

After 2020 at the latest, no buses are to be added to the fleet unless they are emission-free. The various modes of transport are to converge and link up at mobility service points, in order to make private car travel superfluous. This is a long-term project and to realize it the fast local train service

(S-Bahn) will have to be expanded. Plans for this decade include extending the U4 to the Elbe Bridges, building the S4 as far as Ahrensburg, extending the S 21 in the direction of Kaltenkirchen and building new S-Bahn stations by the Elbe Bridges and in Ottensen. All the S-Bahn stations in the city are to be upgraded so as to be handicapped accessible.

In the twenty twenties and thirties plans must be finalized for the next stage of the project to expand the network of fast local trains. Hamburg must not be allowed to lag behind comparable big cities which are considerably expanding their metro systems. We are therefore also planning a new underground line (U5) with new stations and an extension of the underground line towards Horner Geest. To meet some mobility needs, moreover, cars must remain available as an option. We need to supply the many commuters in our tightly networked metropolitan region with the right kind of services and good park + ride facilities, both on

the city outskirts and in the immediate environs. The extension of different car sharing models is the key to a paradigm shift from ownership to use on demand: computer systems and e-mobility combine to offer customers a reliable, convenient and low-emission service. The core conflict in the town-planning debate of the last century - the battle between car-friendliness and urban life in the city – is now drawing to a close. The city of the future will be liveable and allow mobility too. Innovative concepts for moving and stationary traffic, especially in the densely built up city, unlock new opportunities to enhance the quality of time spent in the street space.

Hamburg will build on the mobility concepts and experiences of other European metropolises, such as Copenhagen. In so doing, the city will adopt or refine the ideas that make sense for Hamburg and adapt them to its needs, in order to compete with other big cities that offer a good quality of life.



43 switch point Berliner Tor



44 StadtRad Hamburg hire cycles

	On foot	Bicycle	Car passenger	Car driver	Public transport
Hamburg 2002	25	9	13	34	19
Hamburg 2008	28	12	11	31	18
Core area	33	13	9	26	19
Other city districts	24	12	13	34	17

45 Major modes of transport in Hamburg and the environs

Main modes of transport used by people living in different parts of Hamburg city-state and the environs. Transport modes in per cent (own chart based on the „Mobility in Germany“ 2008, study compiled for the Federal Ministry of Transport, Building and Urban Development, BMVBS)

# GIVING NATURE SPACE IN THE CITY

## C3

Hamburg has a unique location by the Elbe. The legacy of the site's geographical features – the city set in the marsh and on the higher ridge known as the Geest – is the surviving presence of very valuable and diverse natural areas within the city limits. Hamburg wants to breathe life into the international undertaking to preserve biodiversity. The centres of species diversity lie inside the nature reserves, which comprise some nine per cent of the total area of the city. Compared with other states in the German Federation, Hamburg is already far ahead when it comes to designating this type of area as protected.

Internationally, some of the existing areas, such as Heuckenlock on the Elbe, with its tidal riparian forest, have no comparison elsewhere, and they form part of Natura 2000, the European system of protected areas. No other European metropolis has anything like the extent of old cultural landscapes so close to the densely populated city as Hamburg, with Vierlande and Marsch-

lande, the Süderelbemarsch in Altes Land and the open fields north of the Elbe. Putting the biotope network in place contributes to securing natural diversity, even in times of climate change.

Natural and countryside areas with a high degree of biodiversity are likewise part of the recreational and educational spaces where the urban society can experience nature. Future development still aims to meet the requirements of finding a good balance between the dynamic growth of the built city and good quality natural landscapes and rural recreational areas. The special challenge in the case of urbanized open spaces is to integrate the demands of users, urban ecologists and those who want a beautiful space. Hamburg's green network, i.e. its interlinked green spaces, allows people and nature to interact freely. Green finger connections and walking trails create premium environmental links within the urban space; rewilding schemes and fish ladders allow animal and plant species to

pass along rivers and streams. These important structures are to be protected and developed. The landscape axes radiating out from the centre of Hamburg offer good opportunities to move through inter-connected, green open spaces from the centre to the edges of the city. Greater steps will be taken to enhance the amenity value and quality of these axes and green rings. The attractive Island Park in Wilhelmsburg, created during the igs Garden Show in 2013, is an additional, important link in this network.

In many parts of the city more opportunities are arising to improve the quality of this very diverse green network, to further refine it and thus enrich the urban space – even in locations occupied by trade and industry or the port. As the urban environment becomes increasingly dense, many residents yearn more strongly to experience nature and the changing seasons. The urban open spaces are becoming ever more scarce – whether privately or publicly owned – and in future they are to become multi-functional as well

as better in quality too. But nature in the city will still be allowed to, indeed should, show its “wild side”. This produces a high level of biodiversity that benefits the urban community by offering a varied experience of nature. One logical consequence is the appreciation of parks with new aesthetic qualities. To attain the objective of protecting nature in the city, Hamburg increasingly wants to tend sites in tune with their natural rhythms and facilitate more compensatory measures to offset building projects in the compact city. The success of the “My Tree – My City” campaign shows that there is an enormous willingness among the citizenry of Hamburg to help the cause of nature in their city and make an important contribution to replenishing its long-standing stock of trees.



46 Green courtyard, Falkenried Terraces



47 Volkspark



48 Green Network, Hamburg



# THE CITY RISES TO THE CHALLENGE OF CLIMATE CHANGE

## C4

In global terms there is no doubt that the climate on our planet is changing, even though many questions about what that means for specific locations remain unanswered. With their compact structures, the form of settlements we call cities are in a position to develop significant responses to the need to protect the climate and adapt to climate change. Their strength lies in the fact that they offer a large number of residents a place to live a good quality life in a way that conserves land and other resources yet offers a wide range of uses.

Hamburg's aim is to make its contribution to the national and international climate protection objectives and to cooperate with many actors in introducing all the adaptation measures that appear necessary at the present time. The plan of action for adaptation to climate change charts specific measures. Technical environment protection and electro-mobility offer Hamburg a chance for business growth and economic added value –

as well as an opportunity to safeguard the quality of the environment in the city and thus preserve its qualities as a good place to live.

To achieve the necessary reduction of CO2 emissions, noticeable efforts are being undertaken in a large number of fields. These include energy generation and supply, industry, commerce and the port, buildings, mobility and transport, consumption and waste disposal, urban development and education, research and science. Taken together, these efforts all serve to turn the city, gradually and in the long term, into a climate-friendly city - exactly as the climate protection master plan proposes. In the process Hamburg cooperates closely with its partners - with the other states in North Germany to expand the generation of renewables, with the municipal corporation Hamburg Energie and other large energy suppliers and with companies and research facilities working in the field of renewable energies. The city is thus excellently placed

to make sustainable use of its scope for action. In North Germany, water is under special observation in times of climate change. The tidal Elbe links Hamburg directly with the sea. Rising sea levels, the way the Elbe funnels water upriver and higher storm surges place enormous strain on the integrity of the dyke system designed to stop the city – much of which was built on marshland – from being inundated.

Bitter experience has put the subject of flood protection at the top of the agenda in Hamburg. For the same reasons the city has considerable knowledge and skills in this field, so they are to be put to good use. Wherever possible, the structures needed to protect Hamburg from storm floods are to be built as a design element of the public space. Already, the new flood defence barrier at Baumwall is a good example of what this means.

Recommendations for action are set out in the “Structural Plan for Rain Water 2030” (RISA). Even today, it is important to avoid building in areas that are at risk of flooding during rain storms. Resilience is the new buzz word. It means making cities more robust and better able to withstand extreme climatic events, in order to protect people, animals and plants. Some measures that may be taken are to keep open the corridors that bring cool air into a hot city or new forms of water storage for use in times of drought. Investors should also consider the possibilities of enhancing the visitor value of public spaces. Rain-water, for example, can be retained in water basins that fill only when needed or channelled along open pipes into existing water bodies; it can seep away on green roof tops or run off more readily if sections of paving are taken up in some districts. A lot can be done in this sector.



49 Floods in HafenCity



50 Riverside promenade, Baumwall

# HAMBURG'S ENERGY TURNAROUND

## C5

Hamburg will take numerous steps to implement the energy turnaround. The big city offers enormous potential to create a smart network between power & heat generating companies and their customers and thereby achieve environment-friendly solutions and greater energy efficiency. The task for the coming decades will be to develop the requisite technical innovations, to create a favourable climate for their use and ensure that the new applications are affordable.

In a densely built and populated city such as Hamburg, the future belongs to a mix of central and decentralized utilities. It is most important to reap

the economic and ecological benefits of infrastructures that have already evolved, such as district heating systems. Nevertheless, greater use must be made of local sources of heat and power than hitherto, employing innovative methods. For example, the solar bunker in Wilhelmsburg supplies electricity to around 1,000 households and heating to about 3,000 homes, thus taking a big step towards the goal of making the Elbe Island energy self-sufficient. Hamburg will act on the results of ongoing investigations into local heating systems and apply for grants under Federal and EU development programmes to help the city design strategies to increase sup-

plies fed into the heating grid by using waste heat, combined heat and power generation and renewable energies. It is already possible to construct buildings that produce more energy than they need from renewables alone, returning surplus power to the urban energy cycle by, e.g., charging an electric car. These buildings were presented in 2013 at the IBA International Building Exhibition in Hamburg. As yet, this is not an affordable standard for a new build house, but a realistic option for the future and one for which Hamburg wishes to create the right kind of environment. When state funds are spent on the refurbishment of buildings, Hamburg will take national standards as the guide.

Hamburg's energy turnaround has three key objectives: to boost energy efficiency, to extend and reorganize energy grids, including heating supplies, and to expand use of renewable energies.

The aim is to increase energy efficiency, thus reducing consumption and avoiding unnecessary waste of energy. The city's existing buildings play a major role here, as they require large amounts of energy to provide ambient heating and hot water. One answer is to use the excess power and energy produced by many companies in the port and elsewhere in the city.

When buildings are modernized to become more energy efficient, other issues are considered too – is it socially acceptable and economical? Is the building a protected monument, will the cityscape be changed? In this respect it is especially important to preserve the town-planning heritage of Hamburg's brickwork architecture that is so characteristic of many districts in the city. Here Hamburg will employ various funding options and concepts tailored to specific neighbourhoods – as is currently happening in Dulsberg and Bergedorf South – to get good examples of practical applications off the ground. Since 2011 the alliance between the Senate and



51 Energy Hill Georgswerder, Wilhelmsburg



52 Electro-mobility, charging point at Rödingsmarkt



53 Hydrogen filling station, HafenCity



54 Wind turbines, Altenwerder

the housing industry has provided a platform offering good solutions for the city and its inhabitants.

A wide range of work is being done in the city in sectors such as energy generation, grids and storage options or virtual power plants, with special emphasis on innovative, efficient technologies such as combined heat and power. Hamburg collaborates here with a large number of private and municipal partners. In the context of individual projects under various development programmes, the city cooperates with the major private players, for example the established energy suppliers, grid operators, housing industry associations and many others.

In future joint projects between the providers of energy and those who consume it in large volumes will play a crucial role. The municipal corporations, e.g. Hamburg Energie GmbH, and their many innovative projects will also play a key part in this process. They are already developing the new

technologies that will be important for the future energy turnaround.

Wilhelmsburg Energy Bunker, once a war-time underground bunker, is yet another example of sustainable energy supplies to the adjoining residential neighbourhood. Equally important municipal players are the waste disposal corporation Stadtreinigung Hamburg with its renewables projects and SAGA GWG.

The Port of Hamburg, base for energy-intensive logistics and industrial companies, can also make a major contribution to the energy turnaround and strengthen the location. In cooperation with a range of partners, the port is to be turned into a shop window for renewable energy. This new round of cooperation in the port blazes the trail for pioneering environment technology and innovation, which will speed the energy turnaround and save substantial amounts of CO<sub>2</sub>.

The generation of energy from renewable sources is to be expanded as much as is feasible, given the limited

amount of land within the borders of Hamburg city-state. Wind energy capacity, for example, is to be doubled to more than 100 megawatts, mainly in the port and on agricultural land. The existing potential for solar energy and the generation of bioenergy from waste and sewage sludge is also to be exploited.

The energy turnaround also means creating a good climate for sustainable mobility. Changes in attitude that are already apparent must be encouraged and steps taken to advance the systematic renewal of the types of propulsion technology driving urban traffic. Various programmes exist to trial and use new technologies in public transport vehicles and to promote the replacement of old vehicles.

In addition, the city is actively promoting e-mobility in combination with electricity from renewables for use in both private and business contexts.



55 Algae cultivation plant, Hamburg Reitbrook



56 Energy Bunker, Wilhelmsburg



57 Algae House, Wilhelmsburg



58 Greenpeace head office, HafenCity

**D**

**URBAN DEVELOPMENT IN  
THE BUSINESS METROPOLIS**



# URBAN DEVELOPMENT IN THE BUSINESS METROPOLIS

**D** Hamburg's signature title, "Gateway to the World" is rooted in its history as a port. In the globalized world of the 21st century, the metropolis of Hamburg is an internationally recognized advertisement for the entire North German economic area, and it is above all Hamburg's business community that creates and manages the city's world-wide relationships.

To strengthen Hamburg's position at the core of such a metropolitan region, we must act to seize the opportunities that a changing economy and multi-cultural urban society offer. Migrants, especially those from other countries, must be able to find an attractive place to call home.

Rising commuter numbers show that the jobs and educational opportunities in the region are becoming increasingly important for Hamburg residents as well. Conversely, the foundations of success in establishing and developing businesses, and the city's stable, diversified economy lie in the availability of a pool of skilled and unskilled workers throughout the region. This too, is a reason why Hamburg places such importance on close cooperation in the metropolitan region.

These inter-relationships point the way for future investments in social and technical infrastructures and increased development of regional locations for workplaces. The city must allow room for new economic developments and skilfully balance this objective with that of guaranteeing a good quality of life in the city and the region. In future, technical innovations will offer even more options to integrate home and work life.



59 Köhlbrand Bridge



60 Billbrook industrial area



61 Eifflerwerk, hub for networks and innovative start-ups, St. Pauli



62 Airbus site, Finkenwerder

# A FUTURE FOR HAMBURG'S INDUSTRIAL CORE

## D1

Hamburg's mixed and diverse economy remains rooted in a strong industrial core. Even though the number of people working in the service sector will continue to rise, Hamburg reaffirms its explicit commitment to the industrial core.

This is a central part of the city's economic power and the essential basis for services to industry, such as advertising, finance and logistics. And for the near future, there is considerable growth potential in the information and knowledge services sector, which is highly dependent on manufacturing. Hamburg has thus identified a specific development potential in the union

between production and services and will secure the central locations used by manufacturing companies for the future, readying them for coming needs – in the port, Finkenwerder, in Billbrook industrial area and near the airport. Wind energy in Hamburg – especially if sited in Hamburg Port – and throughout the region could become a new industrial growth sector, offering many different job opportunities.

Concentration on strategic networks in the city and region form part of a viable economic policy for the future. Hamburg has already achieved great successes with its strategy of developing industry clusters for IT & media, aviation, maritime industries, logistics and life sciences.

The task now at hand is to intensify current activities and extend them to other sectors of the economy that are ripe for development, for example the renewable energies cluster (wind power) or the creative industry. Hamburg will keep sites available for its strategic clusters and scan the metropolitan region for cooperative arrangements that will aid their development.



63 Aurubis works, Peute



64 Airbus



65 Industry, Wilhelmsburg

# SPACE FOR EDUCATION AND WORK PLACES IN THE METROPOLIS

## D2

Part of what characterizes an international metropolis is its open education landscape, providing good quality, internationally competitive courses for a very wide range of requirements. Hamburg will therefore invest in new building and extension work for the university at its urban setting in Rotherbaum district. Expanding academic facilities is also to be seen as a chance to better integrate academia with business. Hamburg's government will therefore give much thought to the issue of which locations might also allow greater physical proximity between research and development. Together with its partners in the Innovation Alliance, the Senate is dedicated to establishing a network of research and innovation parks in Hamburg to deal with selected topics. As a start, three research and innovation centres are being planned or developed close by universities and research facilities in Altona, Bergedorf and Harburg. It is intended to create – via the Energy Campus of the University of Applied Sciences (HAW), the Innovation Cam-

pus for Green Technologies (CGT) and the incubator that Desy is planning at the Bahrenfeld Campus – a scientific environment for applied research that will draw in innovative start-ups or newly establishing companies.

The 80,000 or so people working in the cultural and creative fields are attracted to lively, urbane districts. And even though it is not possible to plan these milieus on the drawing board, Hamburg aims to offer suitable locations and spaces – such as the Reeperbahn with its many and various clubs and its own Reeperbahn Festival, or the newly developing creative quarter in HafenCity, Oberhafen.

Like all cities, Hamburg profits from social trends, the changing nature of work and innovations in the field of environmental engineering that reduce noise and other forms of pollution; it has thus become possible to place homes and workplaces closer together again, even for smaller manufacturing and service enterprises that supply

the city. Hamburg will lobby for a revision of Federal regulations which often serve to uphold the outdated principles of separating homes from workplaces, in order to facilitate a greater mix of different uses in the city's districts and neighbourhoods.

With its industrial core and function as European transport hub for road, rail and ship, the metropolitan region of Hamburg is also the site of enterprises whose requirements cannot be reconciled with a small-scale mixed-use urban area. Some enterprises have specific requirements in terms of the size and location of their sites, e.g. firms that present a greater risk of undesirable incidents, large logistics companies generating heavy traffic, large industrial manufacturers such as Airbus in Finkenwerder, the aircraft maintenance works at the airport, the Mercedes-Benz works in Harburg, copper producer Aurubis at Peute, steel-maker ArcelorMittal and aluminium producer Trimet in the port, Beiersdorf in Eimsbüttel and similar companies.

Potential sites for industrial and logistics companies, both privately and municipally owned, still exist in Hamburg in places such as in Hausbruch, Neuland, south of Brookdeich and in the port. Looking ahead to 2030, it will become increasingly vital to make existing industrial and commercial areas more efficient and profitable through urban development that conserves land resources. This calls for constructions that use space more efficiently, multi-storey commercial buildings and strategic land management that backs the principle of sustainable development of the location in cooperation between city and region.



66 World Commercial Park, Wilhelmsburg



67 HafenCity University, HafenCity

# A CITY WITH A PORT – A PORT WITH A CITY

## D3

In Hamburg it is impossible to separate urban development from port development. In the years since the freeport was set up in 1888 the original intimate connection between the two gradually disappeared, so that all that remained was the parallel yet separate existence of two independent areas. But, however accustomed we may have become to their physical and institutional separation, now, in the 21st century, the mutual dependencies which call for consultation between city and port must return to centre stage, where they can be viewed as a whole.

Reasons include traffic at the congested interface with the city, necessary improvements to the links with the hinterland that reach deep into the city and the logistics industry's demand for space, as well as the realization that the sustainable provision of attractive homes and business locations is inextricably tied to the development of Hamburg's waterfront sites.

At first sight, an integrated scenario for the future development of both port and city appears to be a problem. But in fact, it is the revival of a centuries' old tradition, which gives Hamburg, with its port in the centre of the city, its own special quality, unlike any

other city in the world. In this sense, the 2013 abolition of its freeport status in response to globalization and European unity should be seen as a superb chance to bind the possibilities for port and city development more tightly together - to the advantage of both sides. The projects in Wilhelmsburg initiated by the IBA and IGS 2013 exhibitions also offer huge opportunities in the sense of opening up more of the port to tourists and interested parties.

As there is no longer unlimited space to extend the area used by the port, the targeted growth of goods traffic will depend, even more than in the past, on the more efficient use of existing areas. Rather as the town planning concept focuses on the principle of "More city in the city", i.e. internal growth, the port, driven above all by the need for cost efficiency, will also concentrate even more than it already does on a strategy of putting the existing sites to more intensive, space-saving use.

The big cargo handling companies have gone down this route very successfully over the past ten years, significantly expanding the capacity of the container terminals with the introduction of far more efficient handling technologies and pointing the way ahead to future growth with a modest demand for space. A prime example of this type of modernization is Burchardkai, the biggest of HHLA's container terminals. Here, container handling on the existing space was doubled thanks to innovative technology.

The port not only offers space for container handling, shipyard facilities and other services to port operators. It is also the city's biggest industrial area, the site of global players in the copper and aluminium making industries.



68 Container port



69 Historic Warehouse District „Speicherstadt“



70 Harburg Schlossinsel



The “Port Development Plan 2025”, approved at the end of 2012, brings together plans for raising container transshipment levels and improving internal and supra-regional traffic infrastructure with the desire to more consciously focus on opening the port for other related industries, innovative businesses with a technical bias, and the emerging renewables sector.

These changes in the port present an opportunity to focus on efficient development of any future potential sites. Despite the forecast growth of container traffic, the increased volumes will be handled in existing port areas and effectively release potential sites for other users – for example companies in the wind power sector. Thus the port will remain crucially important to industry in Hamburg as a place for logistics services and reservoir of sites for manufacturing companies.



71 Queen Mary 2 in port



72 Elbjazz Festival at the Blohm + Voss works



73 Concert in the port

# POTENTIAL FOR REGIONAL COOPERATION

## D4

Hamburg is Germany's second-largest city and dynamic heart of a metropolitan region in the north of the country. In the context of this economic area with a population of five million, Hamburg defines its structural policies and aims in consultation with its neighbouring states and local governments. In an increasingly globalized world with growing megacities, it is vital to have and retain a distinct identity.

The metropolitan region - with Hamburg as its centre and brand name - must develop a stronger vision of itself as an interconnected system of locations that competes at international level besides sharpening its profile

as a European region of the future against neighbouring metropolises such as Amsterdam/Rotterdam, Copenhagen/Malmö and St. Petersburg.

At national and international level it is imperative to engage in cooperation and exchange experiences with other big city regions, partly in order to attain common goals in Brussels and Berlin. Extremely important elements here are upgrading the transport links with other European metropolises (e.g. across the Fehmarn Belt to Copenhagen) and port-hinterland traffic routes, especially towards Central and South Europe. To respond to the great challenge of coping with

additional road, rail and waterway traffic, we need to set clear priorities, to cooperate within North Germany and coordinate investment projects. Hamburg's long-term need to tap into the pan-regional reservoir of skilled workers is one of the reasons why it is of key importance to expand local train services in the region.

As far as development goes, the Lower Elbe region is a special case. It is where the objectives of nature protection, schemes to attract tourists and local recreational uses meet head-on with plans for further industrialization in the Elbe estuary. A "Master Plan Lower Elbe" that takes into consideration the integrated Elbe Estuary management plan (IBP) should be able to create an integrated development strategy which will use the wide range of opportunities and potential contained in this area.

On the regional scale, Hamburg is the core of an intermeshed space within a metropolitan region of five million inhabitants, characterized by close relationships between spaces and transport modes. That calls for close cooperation when it comes to planning procedures and the development of infrastructure. Residents quite rightly expect regional programmes and solutions for problems, like the ones already in place for local recreation areas or the Hamburg Transport Association HVV. Some good examples of increasingly close cooperation within the Hamburg conurbation are the regional parks in Wedel and Rosengarten which straddle state borders, coordinated policies regarding commercial estates, transparent rules for subsidized housing, plans to extend the S4 train line from Hamburg to Bad Oldesloe and the S21 extension towards Kaltenkirchen.



74 Extension of the S4 train service towards Ahrensburg



75 Stintmarkt, Hanseatic City of Lüneburg



76 Biosphere reserve, Elbe riparian landscape

# NORTH EUROPEAN TRANSPORT HUBS AND TRANSIT THROUGH HAMBURG

## D5

Hamburg is the North German transport hub where international transit traffic overlaps with regional and municipal traffic. The result is heavy congestion on all routes. In coming years numerous large infrastructure projects will be realized in the city and region which will directly affect urban development. Projects include improving the A1 and A7 motorways, re-locating the Wilhelmsburger Reichsstrasse highway and extending the A26 to join the A1. The dimensions and siting of motorways and major road routes through the inner city have already been defined to reflect the requirements up to 2030. Projected capital spending in coming years will serve,

first and foremost, to optimize the network's capacity to cope with rush hour traffic and to make city life better for the residents of districts where traffic is particularly heavy. Good examples of this approach are projects to roof over the A7 in Altona and to re-locate the Wilhelmsburger Reichsstrasse highway.

Hamburg is a major rail hub and will continue to champion rail as a sustainable mode of transport for goods and passengers. The rail network is heavily congested because growing volumes of freight traffic, especially that originating in the port, overlap with regional and international passenger services.

To preserve Hamburg's significance as Europe's biggest rail-served seaport, one priority is to extend links with the hinterland eastwards. The overriding objectives are thus – apart from expanding the national rail freight network as the first step towards further separating freight and passenger services – to repair the link line, reduce congestion at the main station and to preserve the decentral stations for *ICE* express trains, allowing other parts of the city to act as important "places of arrival".

Within the metropolitan region of Hamburg the pattern of traffic flows is changing rapidly: the growing stream of commuters now pours in from ever more parts of the region, and the number of people commuting out of the city is rising too. Stade, Lübeck and the Hanseatic City of Lüneburg, site of the Leuphana University, have long since become commuter centres. Public transport in the region, especially the rail service, is to be adjusted as fast as possible to meet demand on the metropolitan region's education and

labour markets, which cover a wide area. Extending the S4 train service to Bad Oldesloe and the S21 towards Kaltenkirchen will be key projects for the period up to 2030. Inside the city, attention will focus on extending to the U4 to the Elbe Bridges station.

When extension work has been completed, Hamburg's airport in Fuhlsbüttel will comply with international standards and have reserves for potential increases in traffic volumes. Technical progress in aircraft building and ongoing innovations at the airport will reduce noise pollution in the northern parts of the city and the neighbouring communities in the north. Hamburg will not lift the building restrictions in the vicinity of the airport or the ban on night flights. All the North German states have agreed to drop the proposal to build a new airport in Kaltenkirchen.



77 „Roof“ on the A7 at Altona



78 Hamburg Airport



79 Hamburg main station

E

# HAMBURG OPENS UP TO NEW PERSPECTIVES



# HAMBURG OPENS UP TO NEW PERSPECTIVES

# E

Cities are very popular. Throughout the world they are places where people flock in search of the good life and a better future. And time and again throughout its long history, Hamburg has acted as a magnet, drawing in new people and becoming home to many of them. Population growth in recent decades shows that Hamburg continues to exert this pull. And with a background like that, a further rise in the number of inhabitants is a perfectly realistic scenario. We need to take this into account and plan the city's development accordingly.

That will pose new challenges for the city in the years to come. The preceding chapters have discussed the important issues, questions and objectives behind future developments. In the overall view of things, what will it be crucial to consider if we want to use the current pace of growth for the benefit of the city and its residents?

## AN OPEN AND INTERNATIONAL PEOPLE'S CITY

Usually, when cities face changes, there is a pronounced tendency to hold fast to the familiar and the 'always has been'. But Hamburg's motto must be this: we need a willingness to make changes in the city and a strong motivation to act openly with our eyes on the future. This must guide every aspect of urban development. The city government will have a very open ear for the ideas of its citizens if they have the potential to increase the quality of life for everyone.

In the city, neighbourhoods form a stable foundation for a feel-good atmosphere with a community bias. Joint building ventures that address a social need have a long history in Hamburg. Over the course of time the cooperative concept has changed and given rise to many new projects. The growing city must be receptive to new forms of community living, to the mixing of homes and workplaces, new neighbours and neighbourhoods. This will change the familiar, built city – Hamburg will look rejuvenated and become more compact. High density is the chance to create urbanity and quality of life. This process must be steered in such a way that, even for difficult locations, convincing solutions can be found, funding obtained and the residents involved in the transformation.

Digital technologies will continue to develop and create the conditions for better environment conservation, while at the same time improving personal mobility options. Urban development measures can, and should, promote these changes. They can ensure that by the 2020s and 2030s there has been a surge in the quality of life for everyone - thanks to improved air quality, less noise pollution, better-designed public spaces and better-functioning transport systems. It is imperative that the city receive fresh stimuli from inside and outside its borders. In the past ten years the International Building Exhibition and the International Garden Show brought into the open the issues that will face metropolises in future, and proposed exciting new

approaches to solving the problems. As in the past, an open attitude towards immigrants, foreign visitors and students, the cross-border exchange of ideas, products, culture and art, will continue to be at the root of Hamburg's international character. Urban development should facilitate and encourage encounters between citizens, in private and on the public „stage.“ This idea has already been put into practice in many parts of the city centre and HafenCity. In future it is to be transported into other city neighbourhoods and urban centres.

### **URBAN DEVELOPMENT AND BUILDING NEW HOMES - A TASK FOR THE COMMUNITY**

Following years of stagnation, new housing construction has sprung back to life thanks to the commitment of many stakeholders. How can we stop this engine of development from faltering? Building new homes is a task for the community. In Hamburg there is permanent demand for a large number of affordable new build apartments, well designed and with good environmental qualities – and as yet there is no end in sight. And this challenge is not just about numbers of units. Hamburg will not reap any long-term benefit from new housing construction unless it serves to improve the quality of life in the city – including a greater mix of social groupings in the districts.

This objective means that every building project must fit well into its surroundings, adding value to its locality and meeting with broad public approval. Therefore the project must be examined at an early stage and in a transparent process, to see whether it helps to improve open spaces and connecting pathways, adds to local amenities and social infrastructure or has other benefits for the residents. The opinions of the local residents should play an important part in the public debate about priorities for improvements in the neighbourhoods.

### **NEW SPATIAL PROSPECTS**

In recent years Hamburg has been able to develop many new urban quarters by converting brownfield sites, mostly in central locations. A number of these projects – HafenCity, Central Altona, and the disused military sites Jenfelder Au and Röttiger Kasene – are still works in progress and will continue to require public attention and resources in coming years. However, these brownfield sites became available due to the changing face of the economy and altered military structures; for the future, we cannot expect any similarly big shifts in requirements.

In tune with the „More City in the City“ strategy, the top priority for future urban development policies is therefore internal growth. There will be fewer cases where it is possible to meet this objective by creating large, new quarters. Instead, it is to be met by a large number of projects in many different locations inside the central city. Nevertheless, urban developers must continue to concentrate resources on strategically important areas and thus convert new ideas into sustainable effects. Special steps are to be taken to spark action in neighbourhoods that already show development potential but have not yet generated sufficient momentum of their own. In the next ten years attention will focus especially on continuing development of the Elbe Islands towards the south and promoting development of central, eastern neighbourhoods of the city.

In the City South, Rothenburgsort, Hammerbrook and Hamm districts there are still closed or inadequately developed tracts of land, inefficiently utilized commercial space in the process of transformation and public spaces that require enhancement. These districts also open up possibilities to create new connecting pathways through the city. The many canals that are a feature of this urban space are not, as yet, anything like as attractive as they could be. All in all, Hamburg has huge prospects for developing lively urban quarters in the city.

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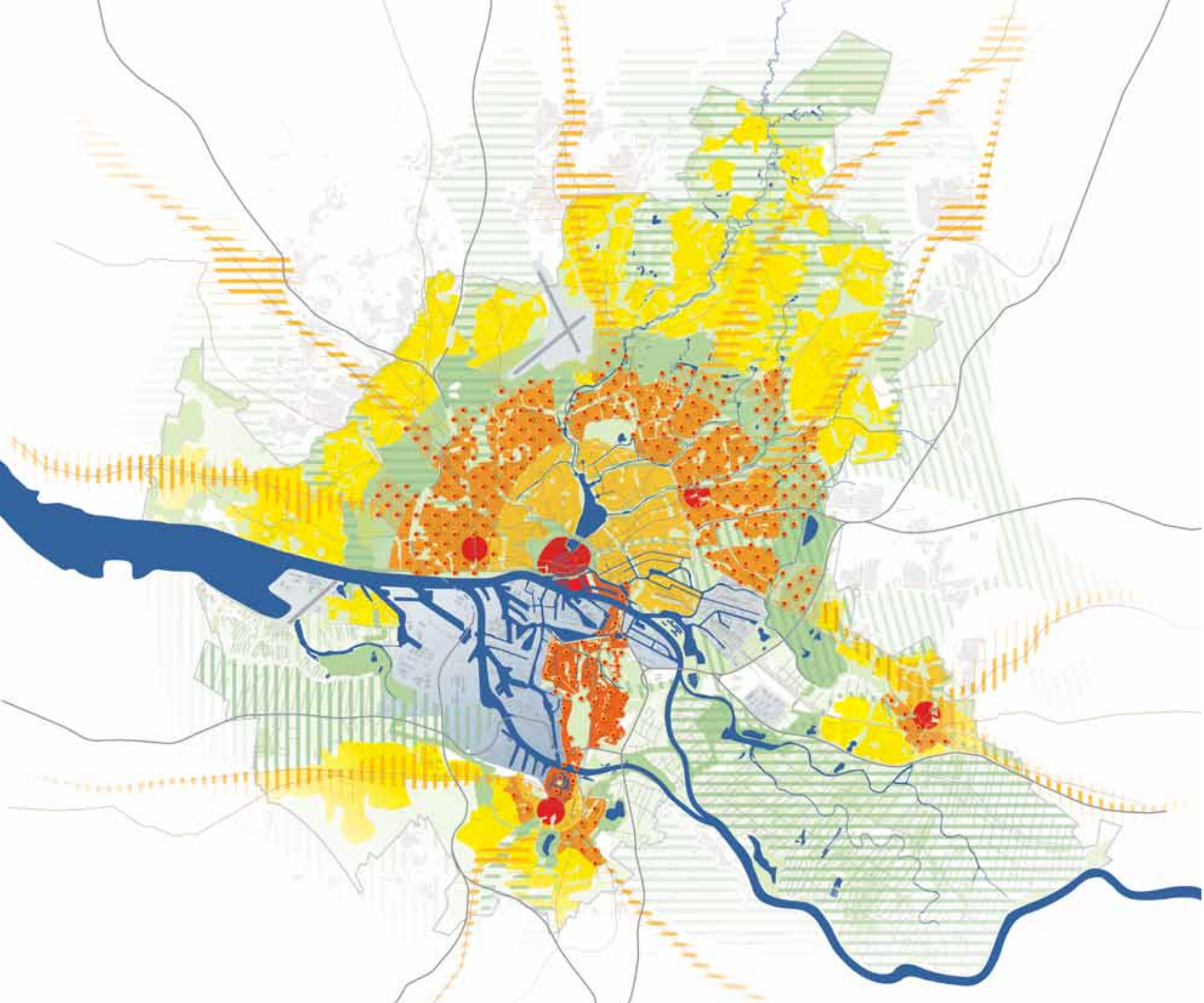
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# Hamburg 2030: general plan for urban development



-  City - HafenCity
-  Port area with cargo handling and industry
-  Urbanization zone with potential for "more city in the city"
-  "Leap across the Elbe" development zone
-  Inner city
-  Outer city
-  Landscape axes
-  Green rings





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