

City. Innovation. Hamburg

New working environments on the Elbe and the Bille





- X-L storeys
- IV-IX storeys
- I-III storeys
- Public promenades and squares with options for leisure and sports facilities
- Public green spaces with options for leisure and sports facilities
- Publicly accessible private open spaces
- Private open spaces
- River tidal flats vegetation
- Biotope

Hamburg's new home for innovation

HafenCity is rapidly approaching its eastern end with the construction of the Elbtower, which is expected to start in 2022. Hamburg's city centre will stretch along the banks of the river Elbe, for around three kilometres going from west to east once construction is complete. However, the scope of HafenCity has long since gone far beyond the initial idea of extending the city centre to the harbour's former waterfront. HafenCity is now creating opportunities for the surrounding districts.

A new urban space is being created, this time going from south to north, starting from the Port of Hamburg and its surroundings, passing through Grasbrook and Veddel, continuing past Stadteingang Elbbrücken and Neuer Hucklepackbahnhof, before ending at Billebecken – an urban potential covering more 161 hectares and a veritable 'innovation ribbon'. When viewed through a modern lens, its distinctive maze of thundering railway lines and main roads gives the place something of a stagnant feel – both in terms of urban space and its economic prospects. But this unique characteristic is proving to be a stroke of luck in the here and now: a new innovation space for Hamburg's growing inner city is emerging here – with urban production at the heart of it all.

Urban production

The discussion surrounding urban production has been growing for some time now. But what does it mean in regard to the future of our cities in terms of competitiveness and jobs? We are not talking about large-scale production facilities in suburban areas by any means, but rather innovation spaces for highly productive companies, such as those from the digital economy, biotechnology or medical technology, which can also organise their production processes in inner-city spaces. The value added in these sectors is very high compared to many service sectors. Permanently integrating – or returning – these types of businesses to the inner city makes a vital contribution to the city's economic stability and diversity.

Jobs are at the centre

The noise pollution and distance that needs to be kept from existing industries mean that living conditions in this innovation ribbon are simply not healthy. This makes it all the more suitable as a location for companies and jobs, as concentrating the number of commercial entities here keeps the space free for residential developments elsewhere. These jobs can be very high in quality: Sometimes, more than 50 per cent of staff at research-intensive companies have academic qualifications. These

companies are export oriented and do not work for the local economy. For them, the city centre and the 'urban buzz' are the most important reasons for moving here. But the inner city is also attractive for a large number of 'low-tech companies' that serve the urban sales market with their production operations, and rely more on finding staff in the local area. This is also expected to impact on income and employment in the districts of Hamburg that will feel the effects of it – namely Rothenburgsort, Hamm, Veddel and Wilhelmsburg.

Competitive buildings

The concept of the innovation ribbon is not just tantamount to an inner-city business park. Rather, it is also about utilising urban heterogeneity throughout the entire scope of work-oriented urban development, too. It is about production and providing production-oriented service in a range of different sectors and company sizes. Start-ups and incredibly fast-growing 'gazelle companies', for example, often need new space at short notice so that they can expand their businesses. This also means that it is also important to have a range of different building types and finished buildings that can be converted available. Vertically stacked production as can be seen at Neuer Hucklepackbahnhof is vital if companies are to be competitive. At the same time, the locations must prove stable enough: companies cannot move larger production sites in the same way they do offices. This is where the uniform management of HafenCity Hamburg GmbH and its subsidiary Billebogen Entwicklungsgesellschaft come in, which are tasked with creating a broad range of offerings while at the same time facilitating spatial clusters.

This urban space enables Hamburg to offer a stimulating environment to companies with innovative demands. The economic and urban spatial qualification also benefits the neighbourhoods. The innovation ribbon is a new type of city that is production-oriented and less residential. A place that is heterogeneous in its structures and never 'finished' – and will be exciting to live and work in.

Grasbrook innovation district

The rapid, comprehensive transformation of the current port areas into the Grasbrook innovation district offers a unique opportunity to rethink urban development holistically in all its dimensions from the ground up. Urban infrastructure, mobility services, building standards and utilisation concepts were taken another step further in a forward-looking way during the planning phase. Businesses and residents are given the opportunity to run their operations sustainably and live a carbon-neutral lifestyle. The existing district of Veddel should also benefit from this.

There are plans to create approximately 3,000 flats to rent and purchase (both for cooperative projects and joint building ventures) and around 16,000 jobs. Grasbrook should have a direct benefit for the people in the neighbouring districts, especially Veddel, thanks to generous green spaces, educational and cultural facilities, as well as new shopping and leisure opportunities. At the same time, a variety of innovation strategies are being pursued at urban structure, sustainable building development, mobility and social development levels.

While the Moldauhafen quarter in the north is mostly made up of housing, schools, local amenities, cultural and leisure facilities and the large park in the middle, the majority of jobs will be created in the Hafentor quarter to the west and east of the Saalehafen. The high levels of noise emissions from the neighbouring traffic roads mean this neighbourhood is purely a commercial one, making it a prime location for knowledge-based companies to move into. A potential 11,000 or so jobs can be created here, and, in the future, new working envi-

ronments will be developed and tested, ranging from co-working, maker spaces and flexible office concepts to research and development and urban production. The immediate proximity to the Port of Hamburg forms another facet, for example through uses related to the port. In Grasbrook, alliances are being forged with the players and institutions involved in innovative urban development. One example is the 'Hamburg Wireless Innovation Competence Center' (HAWICC) at HafenCity University, as one of three nationwide locations of the 'German Centres for the Mobility of the Future' (Deutsches Zentrum Mobilität der Zukunft) planned by the Germany Federal Ministry of Transport and Digital Infrastructure (Bundesministerium für Verkehr und digitale Infrastruktur). The federal government is providing €25 million worth of funding to support the establishment of the HAWICC as an innovation centre for smart infrastructures and mobility. It will make a significant contribution to fundamental research and technology transfer in the field of wireless digital technologies, as well as promote start-ups.

The Grasbrook innovation district is being built on the south bank of the Elbe, with fascinating waterfront locations on the Elbe and in Moldauhafen and views of HafenCity and the Elbphilharmonie concert hall.



A close interplay of water and green urban landscape, striking architecture and a new centrally located metro station give the new Grasbrook district a distinctive identity.

Total area

- 68 ha (50 ha land area, 18 ha water area)
- 910,000 m² gross floor area (GFA)

16,000 jobs

- (Digital) office buildings
- With a range from maker spaces to start-ups to company headquarters
- Buildings for vertical production
- Research facilities and laboratories, port-related inner-city uses

3,000 flats

- Mixed social structure
- One third subsidised public housing
- Cooperatively organised joint building ventures
- Cooperative flats
- Privately financed housing schemes

Parks, promenades, sports and play areas

- Around 10 ha of open public spaces
- Central, 5 ha park at Moldauhafen
- Around 1 ha of playground areas
- 4 kilometres of promenades
- Competitive football pitch, basketball and streetball field, sports ground and beach volleyball
- New roof structure with leisure and sports options

Social infrastructure and culture

- Local shopping centre (located near the metro station)
- Primary school with 4 to 5 classes
- 8 nursery locations
- Common areas (for example, neighbourhood centre and communal spaces in joint building ventures)
- Joint facilities with the neighbouring district of Veddel
- A variety of cultural amenities, including the German Port Museum with the jetty for the four-masted barque 'Peking'

Mobility and transport

- New station on the U4 metro line above Moldauhafen
- New bridge connections between Grasbrook and Veddel
- Switch station, StadtRad call-a-bike rental station, bike + ride
- Car sharing in the quarter
- Highly reduced share of e-mobility parking spaces
- Very good cycling integration

Innovations

- Carbon-neutral district
- Circular resource economy
- Sustainable and 'energy-negative' building concepts
- Holistic consideration of water cycles and urban climate (facades, water retention and so on)
- Central route for supplying services to and removing waste from the district via an accessible media channel

Elbbrücken Quarter

The highly dense urban centre of the innovation ribbon – the future home of the new landmark, the Elbtower – features spectacular high rises, water on three sides and the central Amerigo-Vespucci-Square. Construction on corporate headquarters and premium locations for businesses and service providers is already underway. These buildings are complemented by smaller niches for growing start-ups and attractive living close to the city centre. Pioneering concepts for the future pursue construction in line with the ‘circular economy’ principle, using wood as the construction material and consistently implementing digitalisation solutions.

In Hamburg’s easternmost and newest quarter, HafenCity, located between Baakenhafen and Elbbrücken, a proper laboratory for sustainable building, for digital infrastructures and for innovative operating and utilisation concepts is being created. The just-over 20 hectares is home to prime residential locations that are right on the water, outstanding open spaces and unique working environments.

Construction work on innovative buildings is underway, such as the new headquarters for photovoltaic expert Enerparc and energy company Vattenfall, smart buildings by EDGE and Germany’s tallest wooden building ‘Roots’, which contains flats and is also host to an exhibition on the topic of nature and species conservation. There is also the ‘Moringa’ project, Germany’s first high-rise residential building built entirely according to the cradle-to-cradle principle, not to mention The TIDE with its unique digital museum. These projects are already demonstrating that the Elbbrücken Quarter is an excellent role model – for the entire innovation area next to it

and beyond. Developers are taking several innovative paths towards carbon neutrality in the Elbbrücken Quarter. These include low-emission building construction, low-emission houses throughout the entire lifecycle, as well as non-destructive deconstruction and recyclability. Other solutions implemented include using recycled materials, sustainable timber construction, saving energy through smart building technology, green facades, biodiversity and using renewable energies.

In addition to excellent public transport connections, a station-based car-sharing system, the fleet of which is mainly e-cars, will be set up in the neighbourhood and located in the underground car parks. Combined with e-bikes and traditional bicycles, this not only noticeably reduces the costs of individual transport mobility for households, but also simultaneously improves public space and reduces CO₂ emissions by moving all of the parking spaces that are still necessary into the private underground garages.

The Elbtower, which is around 245 metres tall, is located directly at Elbbrücken and will become the emblematic focal point of the entire innovation.



Water on three sides and the central Amerigo-Vespucci-Platz are the hallmarks of a highly dense urban city space at Elbbrücken.

HafenCity Hamburg GmbH is working in close cooperation with pioneering institutions such as HafenCity University’s City Science Lab to systematically develop and scientifically monitor the work going on there. These institutions amalgamate and evaluate the findings, transforming them into blueprint for other projects around the world.

The dense residential quarter around the top of Baakenhafen at Amerigo-Vespucci-Platz will become the ‘living room’ of the Elbbrücken Quarter, characterised by a variety of lively ground-floor facilities such as restaurants and retail spaces along the promenade and on the square – and by a special atmosphere: busy and quiet at the same time, all thanks to the fact the buildings in the Elbbrücken Quarter stand in two rows, one behind the other. In practical terms, this means that the taller, commercial buildings in the outer row provide the waterside residential buildings in the inner row with shelter from noise.

Neighbouring Versmannstrasse will mainly be home to block structures for offices with six to seven storeys and individual high points. The structural frame in front of the Freihafenelbbrücke to the east and the railway tracks, on the other hand, is formed by larger buildings with several high points. The 245-metre-tall Elbtower right at Elbbrücken will become the emblematic focal point of the entire innovation area. The spectacular mixed-use tower will be completed by early 2026. Public meeting places, exhibitions, retail spaces and food services, as well as semi-public uses such as areas for hotels, gyms and spas will be created in the base. The tower floors are intended for co-working and modern, flexible offices for up to 3,000 people.

The public viewing platform on the 55th floor will be a particular highlight. This floor will offer visitors unique views over all of Stadteingang, Grasbrook and Billstedt, as well as towards HafenCity and the city centre, from the comfort of an extensive terrace.

Size

→ 25,7 ha

Total GFA

→ 585,000 m²

Jobs

→ Approx. 11,500

Flats

→ Approx. 1,400

Development period

→ 2016 to 2030

Utilisation possibilities

→ Office (approx. 50%), residential (approx. 40%), public uses (approx. 10%)

Billebogen

Production and industry return to the inner city: three city quarters offer excellent visibility and connectivity as well as versatile waterfront locations. The juxtaposition of existing, temporary conditions and new, short-term moving opportunities makes the area an inspiring one that is full of contrasts. There are excellent prospects here for small to large businesses, existing companies and newcomers alike. The space-saving concept of 'vertically stacked' production sets innovative standards in the development of sustainable commercial districts.

Stadteingang Elbbrücken

The area between north Veddel, eastern HafenCity and Billebogen forms the central urban space of the innovation ribbon. As is the case throughout all of Billebogen, the noise means that only a few of the locations here are suitable for residential buildings. On the other side of the coin, however, this opens even more opportunities to create new jobs and add new sites in prime locations to bolster Hamburg's business portfolio. The proximity of the neighbourhood to the highly urban Elbbrücken Quarter, as well as to the future innovation district of Grasbrook and the Neuer Hucklepackbahnhof, allows for many points of contact.

In 2021, BBEG (Billebogen Entwicklungsgesellschaft mbH & Co. KG) adopted the framework plan on which the concrete development steps are based, in cooperation with the Hamburg Authority for Urban Development and Housing (Behörde für Stadtentwicklung und Wohnen) and the district of Hamburg-Mitte. A central aspect in the Stadtein-

gang Elbbrücken Quarter is urban repair: In the 20th century, the area was defined by its massive transit routes for motor vehicles and railways, which resulted in the waterfront locations on the Elbe and Bille often being overlooked. The deconstruction of an oversized motorway interchange built in the 1960s is planned to start in 2022. This will free up a potential area of 170,000 to 222,000 m² GFA, which can be developed for commercial, office and cultural purposes. Stadteingang Elbbrücken already has a distinct culture and is home to a number of creative industries. In future, two new bridges from Entenwerder and Billhafen will connect the quarter with the Elbbrücken Quarter in HafenCity, as well as its metro and suburban railways stations of the same name. Construction on the bridge to Entenwerder will start in 2023/24. The 'Branntweinmonopol' site near the Entenwerder leisure park will complement the growing range of uses in the future as a place for education and for the neighbourhood to gather.

The Stadteingang Elbbrücken Quarter: one of Hamburg's most beautiful waterfront locations. The partial dismantling of transport infrastructure will create new land potential.



Urban production in innovative, flexible buildings will be the hallmark of Neuer Hucklepackbahnhof.

Neuer Hucklepackbahnhof

500 metres from Elbbrücken and HafenCity, 2.5 kilometres from Jungfernstieg, a company location is being created in a central location with excellent access routes between Billhorner Brückenstrasse, Billstrasse and the Rothenburgsort suburban railway station. The area is intended for urban production and Industry 4.0, as well as production-related services, start-ups, makerspaces, creative uses and think tanks. The first long-term occupant, the Hamburg State Opera, opened its operations in autumn 2018 and brought 70 highly specialised jobs to the area with its workshops and prop storage facility. The mixed-function structure based on an urban planning concept developed by HENN Architekten also offers space for a hotel, foodservices, culture and social infrastructure, such as a nursery. In 2020, Neuer Hucklepackbahnhof was pre-certified with the seal of approval from the German Sustainable Building Council (Deutsche

Gesellschaft für nachhaltiges Bauen, DGNB) in line with the gold standard for commercial areas. In total, about 2,500–3,000 modern jobs can be created here alone. A new type was designed for the future commercial buildings: instead of expanding horizontally, the development and production processes in these buildings focus on a more vertical integration. Flexible storeys with room heights of 4.80 to 8 metres can be adapted as needed, such as for company headquarters or research and development, for instance. Being located on the central Cornelia-Harte-Strasse adds a touch of prestige to business addresses, while on the logistics side facing the railway embankment, a lower, incredibly flexible floor opens up a wide range of options for production, delivery and parking. The development plan, which also determines the layout of further plots, is expected to be available from 2022.

A plea for a productive mix

All over the country, inner cities are becoming deserted. Trades, small service providers and industry were already disappearing from the urban landscape at an ever-increasing rate even before the coronavirus pandemic hit. Digital technologies in particular are giving rise to new opportunities to bring production back to the city. And that is essential for functioning cities of tomorrow, which are built on a mix of different uses. The ground floors in particular could be revitalised with manufacturing businesses.'

Prof. Dieter Lämpke: The successful city (Die erfolgreiche Stadt). IBA Magazine No. 4, April 2020

Billebogen



In the future, green spaces such as the Billepark will open up beautiful waterfront locations for leisure facilities.

Billebecken

For the area to the north-east of Billebogen, the focus is also on urban production, with an emphasis on biotechnology and medical technology. The first long-term businesses have already been acquired. In addition to this, urban repair and improved access to the beautiful waterfront locations is a key development goal here as well. To this end, BBEG conducted an urban planning workshop together with the Hamburg Authority for Urban Development and Housing (Behörde für Stadtentwicklung und Wohnen) and the district of Hamburg-Mitte in 2021. The functional plan based on the selected designs by Lorenzen Mayer Architekten (Berlin) will follow in 2022. The listed former school on Bullenhuser Damm will play a key role as an architectural landmark and serve as inspiration for further uses. It is home to a Holocaust memorial, for which a dignified environment will be created – alongside stimulating uses, too. In 2020, BBEG launched a dialogue-oriented brainstorming process involving numerous stakeholders from the authorities, heritage conservation associations, cultural representatives and representatives from the neighbourhood.

Urban developer

→ Billebogen Entwicklungsgesellschaft mbH & Co. KG (BBEG), wholly owned subsidiary of HafenCity Hamburg GmbH

Area size

→ 79 ha

Areas in urban hands

→ 19 ha BBEG
→ 32 ha Free and Hanseatic City of Hamburg



Potential number of jobs

→ Approx. 10.000

Public transport connections

→ Elbbrücken combined metro and suburban railway station
→ Rothenburgsort suburban railway station

Innovation ribbon in the inner city

| Key | | | Total |
|---|------------------------|--------|--|
|  | Land area in hectares | | 161.2 |
| GFA | Gross floor area in m² | | 2,240,000 |
|  | Jobs | 39,000 |  Residents 10,500 |

