The Free and Hanseatic City of Hamburg: 
The Urban Regeneration of Ottensen-Spritzenplatz

The Quarter

The historically shaped worker and student neighbourhood of the Ottensen quarter is situated to the west of the Hamburg city centre in the district of Altona and to the south is bordered by the river 'Elbe'. The former urban regeneration area 'Spritzenplatz' is marked by the small-proportioned housing estate structure. It comprises of numerous restaurant-occupied business surfaces, residential houses from the Period of Promoterism (1870/71 to 1914), a high density of gastronomic offers, few green areas and open spaces, car-parking problems, as well as a very heterogeneous inhabitant structure. Since the start of the 1990s, 'Ottensen' has developed into a 'Szene Quartier' (hub), with its shopping area acting like a magnet far over the quarter boundaries.

Regeneration Requirements

The rival utilisation requirements for the rental properties at the block periphery and the commercial occupation in the block centre, especially with regard to commercial traffic, along with the deficiency of playgrounds and green areas, has proved to be problematic. In addition, the large majority of the buildings originating from the Period of Promoterism (1870/71 to 1914) had mostly not been renovated and showed clear shortcomings.

Aims and Concepts

The central urban regeneration aim was to ensure the area's existing mixed-use development in the form of residences, businesses and shopping facilities now and in the future. This was to be attained through the modernisation and demolition of building substance, through the maintenance and adjustment of business utilisation on the ground floor, as well as the removal of a few rear buildings in the yard in favour of open spaces and green areas.

Organisation

Leading the urban regeneration was the participating senates authority, 'Construction Authority' or rather more specifically the 'Town Development Authority'. For advice regarding individual measures, a task group at an authorities level and an Urban Redevelopment Committee at a district level were enlisted. The redevelopment agency changed many times. The institutionalisation of the citizen participation resulted from a conference in the quarter, having an office in the quarter, as well as brochures of information and public discussions.
Implementation

In the course of the urban regeneration approximately 500 residential and 64 business units were modernised. Approximately 265 residential and 22 business units, along with 123 underground garage car-parking spaces were newly erected. In order to improve the residential area 17 inner courtyards were planted with greenery and 5 children’s play areas were erected. Moreover, various measures were carried out in respect of traffic calming.

Costs and Financing

Altogether approximately 19 million euros was invested from urban development grants in the urban regeneration area of 'Ottensen: Spritzenplatz'. The largest proportion of the investments (65%) was attributed to Construction measures. Over half of the total expenditure (14.06 million euros) flowed into modernisation and restoration. The expenditure for the new building projects came in at a very low 0.35 million euros, as the new residential buildings were independently financed, or more specifically, were requested within the framework of residential construction funding. Consequently 0.24 million euros were invested in necessary community and related facilities. Into the regulatory measures flowed 6.11 million euros, which utilised almost a third (27%) of the total investments. In particular, it included the cost factors of the ground regulations and land purchase with around 2.23 million euros (10%), as well as the financing of the provision of utilities with about 1.18 million euros and the clearance of plots with 1.34 million euros. Into the preparatory measures flowed 8% (approximately 1.87 million euros) of the total investments.

The profit side of the urban redevelopment comes together from the earmarked receipts (approximately 2.89 million euros) and the property assets from town properties (0.45 million euros), arising from their appreciation and consequent adjustment. The largest proportion of profit is attributed to the property revenues in the area of earmarked receipts with around 1.26 million euros (44% of the total profit). The difference between the total costs and the total profit was financed to the tune of 54% from Hamburg's own funding (approximately 12.35 million euros), as well as 31% from federal government financial help (approximately 7.03 million euros). For the appreciating provisions within the framework of the urban regeneration, compensatory payments to a value of 1.10 million euros were raised by property owners after the closing of the urban regeneration.
Diagram 1:
Expenditure in connection with the redevelopment.
(Source: The Authority for City and Town Development and the Environment 2005, own figures.)
• Preparation and remuneration of the redevelopment agency.
• Regulatory measures
• Construction measures

Diagram 2
Income in connection with the redevelopment.
(Source: The Authority for City and Town Development and the Environment 2005, own figures.)
• Federal government funding for urban regeneration
• Complimentary funding from the City of Hamburg
• Revenue
• Earmarked receipts
Balance and Appraisal

The central aim of the urban regeneration project to maintain the existing mixed development structure of residences, small businesses and retailers in the area, and to extend this in the future, was largely achieved. In particular, the quarter experienced a clearly upwards valuation arising from the comprehensive modernisation of the residential buildings. The desired expansion of the residential function could be manifested due to the increase in the number of residences by approximately 218 residential units. The businesses also experienced a strengthening as planned, due to the 61 additional companies (+46%). Investigation of branch development from 1976 to 2001 suggests however, that the traditional trade (decline of the structural proportion to 7.9%) and small business (-8.7%) enterprises in the quarter were on the whole not able to profit from these provisions. Even the retailers, despite an increase in number saw around 11 companies being affected by structural losses (-10.5%). Clearly the winners of these structural changes are the service providers with an increase of 86 companies and a growth of the structural proportion to 33%, as well as the gastronomy area with a plus of 4.3%. The strong decline in the area of wholesale trade is above all traceable back to the increased demands for plots in the quarter, which were unable to be met. The business structure in the regeneration area is nevertheless marked by an extraordinary diversity and 'discount stores' and 'high-priced fashion boutiques' stand alongside one-another. The fears of negative effects on the retail businesses arising from the construction of the 'Mercado Shopping Centre' at the periphery of the urban regeneration area were unfounded. Instead of which, it additionally increased the attraction of the 'Ottensen' pedestrian zone.

With thanks to the protective urban development, the small proportioned character of the housing estate structure in the quarter has largely been maintained. Even today, the housing supply still tends towards small residences and single person households. Large 'luxury residences' are solely available under owner-occupation as individualised complete attic floors. The increasing popularity of the quarter since the 1990s has reflected in a clear increase in the rental prices. This, in addition to the effect of the change in structure, is seen as one of the grounds for the clear decline in the proportion of workers in the quarter. As a consequence of the abstinence of a (well-timed) instigation of a social maintenance order, the potential of the intended maintenance of the ancestral population structure here was given away. The problematic of traffic calming and the proportion of green areas in the quarter has continued to prove unresolved. However, the potential for improvement in these areas due to the high utilisation density in the quarter (through increased numbers of cars) is also limited.
Milestones

1975  Introduction of the preparatory investigation.
1977  Publication of the investigation results.
1978  Formal designation of the urban regeneration area.
1979  BGFG became the redevelopment agency.
1980  Resolution on the preparation of the first legally-binding land-use plan draft.
1985  Revision of the regeneration concepts.
       Official publicising of the resolution on the preparation of the first legally-binding land-use plan draft.
1988  BGGB resigned from their role as the redevelopment agent.
1989  SAGA officially becomes the redevelopment agent.
1990  Official publicising of the resolution on the preparation of the first legally-binding land-use plan draft 'Ottensen 35'. SAGA gives up their role as redevelopment agent, STEG becomes the fiduciary redevelopment agent.
1992  Revision of the regeneration concepts.
1993  Further update of the regeneration concepts.
1995  Taking over of trust property from the STEG, resolution of the legally-binding land-use plan 'Ottensen 35' by the city parliament.
1998  Revision of the regeneration concepts.
1999  Resolution on the preparation of a social maintenance order, Rescinding of the urban regeneration by-law via the Senate, execution of preparatory investigations in respect of issuing a social maintenance order.
2000  Rescinding of the resolution of the social maintenance order.
2001  Evaluation of the urban redevelopment processes: analysis and concepts.
2005  Compilation of the final accounts.
Pictures:

Picture 1: View of the 'Mottenberger Twiete'

Picture 2: Business courtyard

Pictures: Katharina Janke