



Post-olympic vision Kleiner Grasbrook and HafenCity, Reference: KCAP, Arup, Vogt, Kunst+Herbert, gmp, Drees&Sommer, WES, ARGUS, bloomimages, on3studio, Matthias Friedel

Mega Events and Urban Development

What Hamburg's HafenCity can learn from Olympic Games

Book contribution for Routledge, Ed.: Prof. Graeme Evans,
Author: Mathias Kuhlmann, 15.01.2018

1) Stage free: The world as a guest in Hamburg

- "Hello World, welcome to Hamburg!" Elphi as a new landmark
- The people say "no" to Olympics on the Elbe islands
- HafenCity in the context of worldwide waterfront projects

2) HafenCity: Europe's largest inner-city urban development project

- The masterplan from the year 2000
- Course correction ten years later
- Model for an OlympiaCity?

3) London 2012: Sustainable Urban Regeneration Games

- A massive development boost for the east
- Learned from the Docklands
- A piece of new cosmopolitan city

4) That's never been: Olympics in the heart of the city and harbour

- An OlympiaCity overlooking the skyline
- Living, working and leisure in best waterfront situation
- In the end, the citizens have the say

5) Paris 2024: Lighthouse project of European Urban Development?

- News between Eiffel Tower and Le Bourget
- Integrated urban regeneration in the north
- Made for sharing

6) Leap across the Elbe and International Building Exhibition (IBA)

- The divided Hamburg
- The IBA as a source of inspiration
- Forward-looking projects

7) The key question: A new city for all

- HafenCity, Billebogen and Grasbrook
- The right mix?
- Still space for the Olympics

1) Stage free: The world as a guest in Hamburg

"Hello World, welcome to Hamburg!" Elphi as a new landmark

The most beautiful way to Hamburg leads over the river Elbe. At the western border of the city, every ship coming from the North Sea and Baltic Sea is greeted with the national anthem of its home country and in its national language. Only a little later the new landmark of the Hanseatic city comes into view, the Elbphilharmonie, lovingly called "Elphi" by Hamburgers and guests. But not only from the west, from all directions visible from far away the 110 meter high wave mountains with its facade made of glass mounts up. When the new temple of culture opened on 11 January 2017 with a big concert, millions of people around the world followed it live via TV and the Internet. The music in the large hall was translated into a dazzling color symphony on the Elbe-facing facades using video technology and spotlights. "Hello World" was written there at the end of a fantastic evening.¹

The glass structure of the Elphi rests on a quay warehouse from the year 1963 with 3,100 square meters of floor space and a 37-meter-high brick facade. The location on the western tip of the former harbour area behind the historic Speicherstadt could hardly have been better chosen. A real piece of luck in Hamburg's architectural history, yet nobody half a century ago thought that HafenCity would once be home to the largest inner-city urban development project in Europe. The Elphi now welcomes Hamburg's guests to the central piers and directs their attention to the new HafenCity. The slogan of Hamburg has been "Gateway to the World" for centuries and the largest German port has always been the symbol for it. Since the establishment of HafenCity and Elphi, the slogan is called more modern "Welcome to Hamburg".

Hamburg has become bolder. For centuries, people did not dare to overtop the church towers that stand out from the cityscape. Larger high-rise buildings or even skyscrapers, as in other major cities, were frowned upon here for a long time. In Hamburg, as in all port cities, churches have a special significance as places of prayer for the sailors on the dangerous seas. Consequently, the main church of St. Michael, popularly known as "Michel", had until recently no real competitor as landmark. In contrast to cities such as London, Rotterdam or Barcelona, the tradition-conscious city of Hamburg has been venturing into higher or even "sloping" buildings, such as the "Dancing Towers" in St. Pauli, as recently as since the turn of the millennium. The realisation of the Elphi as a concert hall in combination with a hotel and luxury apartments stands for the new departure, as well as the plan to contrast Elphi with an "Elbtower", with 200 meter almost twice as high, at the eastern end of HafenCity. The neighbouring Elbbrücken underground and rapid train (U- and S-Bahn) station, currently under construction, is reminiscent of the Canary Wharf Crossrail Station in the London Docklands with its semicircular lozenge glass construction. Hamburg begins to become cosmopolitan.

1 The author, born in Hamburg, does not want to refrain from pointing out the great pride he felt at the sight of this spectacle from a barge swaying in the Elbe. His eldest son Oliver, 31 years old, was one of the persons most responsible for the technical realization of the light show, with which the participants entered new territory, at least in the German event scene. Youtube documents under the search terms "Eröffnung / Opening Elbphilharmonie" in December 2017 about 4,000 partly very impressive videos of the event.



Elbphilharmonie at the opening night, Picture: Ralph Larmann, schnellebuntebilder

The people say "no" to Olympics on the Elbe islands

Spectacular images and sounds such as those from the Elphi opening are usually known particularly from the opening and closing ceremonies of the Olympic and Paralympic Games (subsequent "Olympic Games"), most recently in Rio and Sochi. Hamburg also wanted the Games. After a first bid, which was defeated in the national competition against Leipzig in 2002, the newly-elected red-green Hamburg government announced in spring 2015 that it would re-apply as a key project in the coming legislative period. It's centrepiece was the development of the new district OlympiaCity on the Elbe island Kleiner Grasbrook opposite the Hafencity. In addition to the athletes' village, the Olympic Stadium for 60,000 spectators, the Aquatics Stadium for 17,000 spectators and a multifunctional sports hall for 15,000 spectators should be built on an area of 104 hectare, all embedded in a large park with beach and fantastic views over the Elbe, to the skyline of Hamburg with Michel, TV tower, Hafencity and Elphi.

The Olympic Stadium should have been dismantled after the Games to a terraced residential complex around a remaining athletics stadium. After the Games, the Aquatics Stadium would have become a sports and fun pool and the multi-purpose hall would have become a cruise terminal. For the athletes' village, the further development to a mixed-use district with apartments for up to 18,000 people, of which one third was publicly funded, was planned. Shops, restaurants and service companies should create 7,000 new jobs. Social facilities such as day nurseries, schools, health and facilities for

the elderly, two parks and other sports facilities were also planned. The new district was to be developed, in particular via a new underground line, which later would have been extended further south to Wilhelmsburg and Harburg. In addition, several new bridges were designed to improve the accessibility of the city centre by bicycle to the people in the adjacent old working-class neighbourhoods on the Elbe islands. Most of the Hamburgers considered plans for an OlympiaCity as a continuation of HafenCity on the Elbe islands. People with low income and education however view HafenCity primarily as a district for corporations, high earners and tourists - but not as their district.

The governing parties had declared the acceptance of the population in a referendum as a condition for the bid. At numerous events, the plans were presented, advertised and discussed with the active participation of politics, the public and the media. From the beginning, the numerous supporters (according to polls initially up to two thirds of the population) was opposed by a powerful NOlympics movement. On November 29, 2015, 51.6 percent of Hamburgers said "no" to Olympics at the banks of the Elbe. Almost the entire city centre with the left-alternative strongholds St. Georg, St. Pauli, Old Town Altona, Ottensen and Schanzenviertel and all neighbourhoods around the Kleiner Grasbrook - with the exception of HafenCity - had spoken out clearly against the Games. In addition a large part of the Borough of Harburg. On the Elbe islands, the rejection reached values of up to 80 percent. The reason was obviously the fear of rising rents and land prices as well as the loss of many jobs in the port businesses, which would have been forced to give way to the OlympiaCity. Olympic Games in the midst of the city and the harbour, but against the local residents and a considerable extent of skepticism in the port industry - that couldn't and cannot not work.

HafenCity in the context of worldwide waterfront projects

The conversion of former port areas into new neighborhoods for living, working, culture and leisure began earlier in other cities than in Hamburg. In Europe since the early 1980s, especially the Docklands in the East of London were ground-breaking, next to Amsterdam and Copenhagen. The first ideas for the revitalisation of fallow harbour areas have been put on paper already in 1973 by the Hamburg architect Volkwin Marg in his study "Hamburg. Building at the waterfornit". However, it took another 24 years before the HafenCity project was officially launched by the Senate under the First Mayor Henning Voscherau (SPD / Social Democratic Party of Germany). Volkwin Marg grew up in Gdansk, spent several years in the Netherlands and was particularly inspired by the development of the port cities there. The draftsman of the 2000 HafenCity Master Plan, the Dutchman Kees Christiaanse, came from Amsterdam, studied in Delft and became later partner of the Office for Metropolitan Architecture (OMA) of Rem Koolhaas in Rotterdam. The early waterfront projects in Europe, in turn, were influenced by previous developments in the USA, particularly in Boston and San Francisco.²

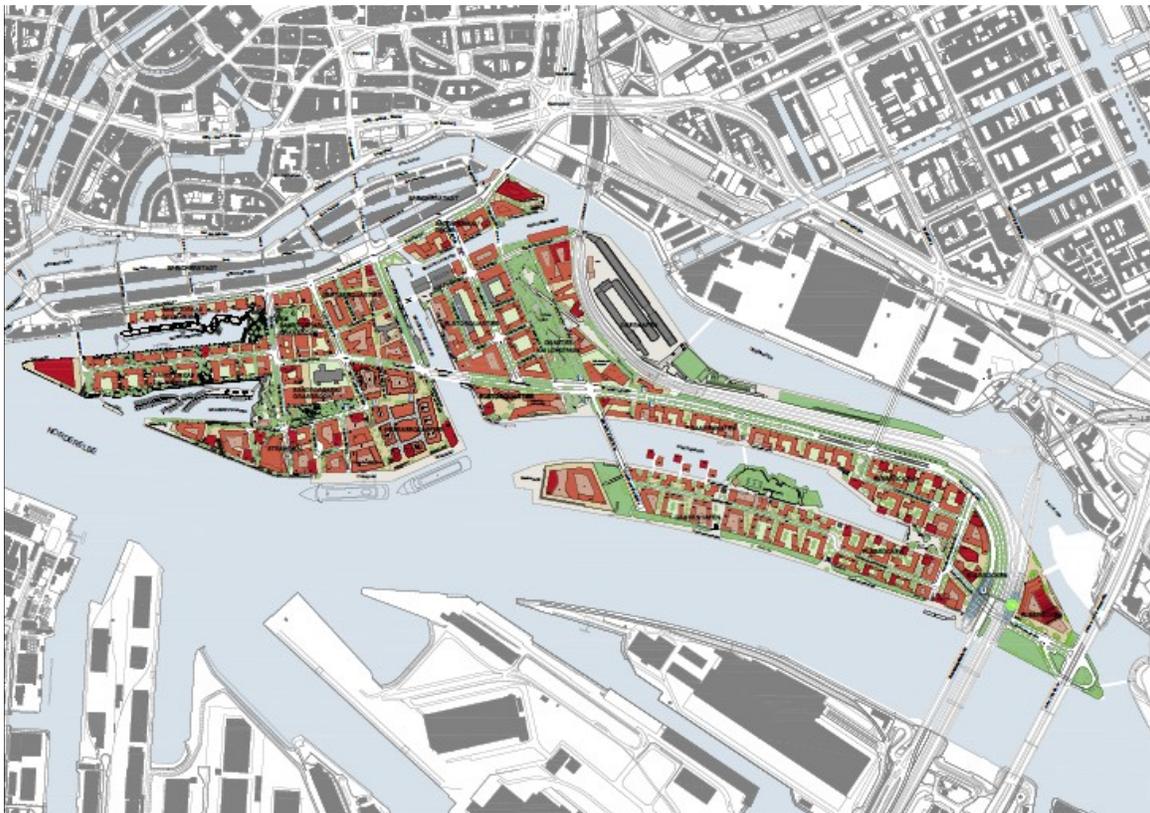
The list of cities in which the urban and landscape designers, architects and engineers involved in the HafenCity development are working reads like a cosmopolitan „Who is

² Dirk Schubert, who worked as a professor for housing and neighbourhood development at the Technical University Hamburg-Harburg and later until his retirement at the HafenCity University Hamburg, can be regarded as a pioneer of international waterfront research in German-speaking countries.

Who“: New York, London, Amsterdam, Copenhagen, Barcelona, Vienna, Berlin, Munich, Frankfurt, Stuttgart - and of course Hamburg. The HafenCity is inspired by ideas from Germany, Europe and the entire world, of course especially from port cities. Since ports, bank zones and city centres were rediscovered for urban development in the 1970s, there is a lively exchange of ideas and experiences not only of planners, but also of other stakeholders such as investors, companies, residents, scientists, non-governmental organisations, authorities and politicians. The resulting international know-how becomes impressively visible in the information centre Kesselhaus and on the website of HafenCity.

The special quality of the Hamburg HafenCity, like other waterfront projects, is essentially based on the mutual learning of the cities. The wheel does not have to be reinvented at every location. What was planned and tested in one city can be taken up and further developed in the other city. Keeping in mind all the competition that has always existed between port cities, and with every legitimate interest in the protection of good ideas, building on existing knowledge and ability is driving forward innovative developments considerably. Hamburg's plans for an OlympiaCity have also been developed by renowned offices that are involved in major urban development projects and sports facilities worldwide. With the necessary critical eye for weaknesses and mistakes, Hamburg can only benefit from this in the further development of HafenCity. In its planned eastern and southern extension, in the Billebogen as well as on the Kleiner Grasbrook, there is plenty of opportunity to do this in the coming years.

Structure plan of HafenCity, Reference: HafenCity Hamburg GmbH



2) HafenCity: Europe's largest inner-city urban development project

The masterplan from the year 2000

The political decisions to establish HafenCity in 1997 were largely based on the study "Development of the Inner City Harbour between Grasbrook and Baakenhafen" submitted by Volkwin Marg in December 1996. The municipal agency HafenCity Hamburg lim. was commissioned with the development management in 1998. It is responsible for the marketing of urban land, the acquisition and support of investors and builders, the development of sites and land for housing, service and recreational use, the coordination and facilitation of all planning and construction projects, the planning and implementation of development measures, the management of the municipal special purpose asset "City and Port", used for the development of HafenCity, cooperation with politicians and public administration as well as for location marketing, public relations and public participation.

The master plan adopted in 2000 was refined and specified in the further planning and development process. Its essential function is to use the development of HafenCity for an economic, social, cultural and urban ecological break-up of the city. For this purpose it was necessary to achieve broad acceptance of objectives and measures in a dialogue at an early stage of planning. The master plan is therefore the result of an interdisciplinary brainstorming process in which the results of an international urban planning competition, a public planning dialogue and political decisions have been incorporated equally.

The HafenCity between Kehrwiederspitz and Elbphilharmonie in the west and Elbbrücken in the east covers an area of 157 hectare and will expand the neighbouring inner city area by about 40 percent by 2025. A diverse mix of uses from offices, living, leisure, retail and culture is realised, loosened up by water surfaces, parks, squares and promenades. Here, up to 45,000 jobs are created on up to 2.4 million square meter of gross floor space, as well as 7,000 apartments for 14,000 residents. Except the promenades, the entire area is raised to flood protection up to 8 m above sea level. The concept of building on artificial compacted mounds (warfts) allows free access to both the water and the land side and differentiates HafenCity from other waterfront projects that are diked.

The area is divided into four sections, which are mainly realised behind the Speicherstadt successively from north to south and from west to east: The area at Dalmann and Kaiser Pier with the Elbphilharmonie as well as residential complexes, traditional ships and marina. The Overseas Quarter with retail trade, gastronomy, hotels, office space, science centre, science theater and cruise terminal. The Gate to the Elbe Quarter, designed as a "knowledge quarter" with the Maritime Museum, Design Centre and HafenCity University as well as an elongated residential area at the Baakenhafen with completion by the Elbbrückenquartier incl. Chicago Square. Transport links are provided via the existing road and path network, two existing underground lines running north of the Speicherstadt, and the new underground line 4, which leads directly from Jungfernstieg in the city centre to HafenCity with the Overseas Quarter and HafenCity University stops.

Course correction ten years later

In 2010, the master plan was substantially revised after intense public debate in light of changing economic, social and political conditions. Compared to the western and central parts, the three eastern quarters of Oberhafen, Baakenhafen and Elbbrücken (Elbe Bridges) are less spatially integrated into the existing city. In addition, the proximity to the traffic routes requires special noise protection measures. Baakenhafen is to be transformed into a socially mixed neighborhood, a residential and leisure quarter with several thousand jobs. The Oberhafen becomes a creative and cultural quarter and the Elbe Bridges Neighbourhood becomes a business and residential location with a high degree of innovation. Also, significantly more usable space can now be realised than originally planned.

The number of new apartments was also increased. As the Baakenhafen and Elbbrückenquartier alone generate more than 3,000 apartments, the total number of apartments is growing from 5,500 to more than 7,000. In addition, the possibilities of social mix are strengthened, social building ventures (Baugemeinschaften) are given greater consideration in the land allocation and, since 2011, one third of the resulting living space has received public funding. Another elementary school, a high school with a neighbourhood school and several additional day-care centres strengthen family-oriented living. At the same time, the number of possible jobs increases. The green character was also strengthened. Large and small squares as well as a networking of the places underline the spatial integration. In the south, an Elbe promenade invites you to stroll and the Baakenhafen receives with an artificially raised peninsula a green play and leisure area.

However, the character of eastern HafenCity due to major roads leads to considerable noise burden in the north and east. This is to be reduced by intelligent urban planning concepts: On the eastern main traffic axis Versmannstraße mainly office buildings with broad backs to the street side result, which lead thus to soundproofed city areas on the south side. Semi-closed housing ensembles in turn form courtyards that ensure a protected neighbourly coexistence. The high sustainability standards of western and central parts are even exceeded in the east. In addition to the establishment of an innovative thermal energy concept, almost all buildings are built to the strictest standards of the "HafenCity environmental label". At the same time, a car-sharing system with a high proportion of electric vehicles will be set up in the underground car parks and located in the underground garages. This makes own vehicles superfluous for many residents. In combination with e-bike and bicycle use, the financial expenses for private transport, which are already low due to the mixture of uses and the underground connection, are also reduced. The public space is upgraded by reduced parking spaces.

The revision of the master plan strengthened the city function of HafenCity. At the same time, the urban development area was thought through to its eastern tip with its new possibilities. Overall, the master plan is not a plan that needs to be strictly implemented. Rather, it is the starting point for a flexible action strategy that will always create new opportunities over time. Overall, the HafenCity development process should create a new "City for All" - a highly ambitious goal.

Model for an OlympiaCity?

The economic boom as consequence of Germany's reunification in the early 1990s was an essential background for the specification of the plans for HafenCity. Hamburg needed more office space and that was to be created on a large scale in HafenCity. From 1992 to 1997, however, the plans were kept secret in order to avoid price-increasing speculation in connection with the relocation of the remaining port businesses on the site. The plots were mostly owned by the state of Hamburg. However, the companies had lease agreements, the extension of which would probably have delayed the realisation of HafenCity. At the same time, HafenCity was under considerable pressure from the beginning to exploit land sales in commercial and residential construction not only to finance public infrastructure, but also to expand the port in the south. On the site of the former village of Altenwerder, due to its proximity to the A 7 motorway and existing railway lines, conveniently located, a large high-tech container terminal was to be built to ensure the long-term competitiveness of Hamburg's port. 232 million Euros was to be generated by HafenCity lim. This coupling business burdened HafenCity until 2013.

The preparation of HafenCity as a "secret project"³, the massive economic pressure on it as well as a lack of social infrastructure, in particular the lack of affordable or even publicly subsidised housing, did not correspond to the model of state-of-the-art urban development that had changed since the 1980s. The new model included transparency and early citizen participation, a broad economically and socially oriented mix of uses as well as a more cautious approach while avoiding too much dependency on (fast) profit. At least these were the lessons learned of the Berlin International Building Exhibition (IBA) of the 1980s, which were decisively reflected in the National Building Law, which came into force in 1987, and should also act as guiding principle for major projects such as HafenCity.

The master plan for the HafenCity was decided in 1997 by a red-green Senate. This was replaced four years later by a coalition of the CDU (Christian Democratic Union of Germany / conservative party) and a right-wing populist law and order party (Schill Party). Many people in the old dockers' quarters on the Elbe islands and large suburban housing estates, which had made the structural change unemployed, felt no longer represented by the ruling SPD for 44 years. Democracy deficit, felt, lack of common benefit and overpowering profit orientation - these are also central criticisms of the Olympic Games and their legacy in the host cities. The International Olympic Committee (IOC) is trying to counteract this with its reform agenda adopted in 2014. And so, in 2015, the second red-green Senate's bid for the Hamburg Olympics actually focused on the modernised concepts of HafenCity and the Olympic Games. Nevertheless, it failed at the referendum.

3 See Gerd Kähler's book "Secret project HafenCity or How to invent a new urban district" from 2016, which stated that, in addition to the then First Mayor Henning Voscherau, five other SPD Senate members justified their behaviour 20 years later - "on the verge of constitutional legality".



Grasbrookhafen in the HafenCity, Picture: Mathias Kuhlmann

3) London 2012: Sustainable Urban Regeneration Games

A massive development boost for the east

In the discussion about Olympic Games in Hamburg no city was so often used for comparisons as London. The Games of 2012 were frequently reflected since the idea of the Olympic bid flared up again at the Elbe after two failed attempts of 1990 and 2002. In the award decision in 2005, London overtook favoured Paris at the finish line. A new idea was born: Regeneration Games, Urban Renewal Games. Labor Mayor Ken Livingstone wanted to show the world that the Olympics can fight poverty. He countered the seemingly unstoppable economic and social division of his hometown with the idea of Regeneration Games in the East, a multi-ethnic urban area with the highest levels of poverty and unemployment in the UK, which has been increasingly segregated since the decline of railroad and shipbuilding in the 1970s. To help these people with a strong investment push on the jump, to let them participate in the prosperity of the financial metropolis - what a bold idea in times when Tony Blair and Gerhard Schröder demanded "more self-responsibility" of the affected.

In the course of the 2012 London Games, the equivalent of 23 billion Euros was invested in the development of the eastern part of the city, which was one of the most deprived urban areas in the UK. Investment in what was to date the most expensive Games of all time flowed into permanent infrastructure such as the Olympic Park, the sports facilities, apartments for athletes and carers, and improved transport connections. 45 percent of the total investment was used just for the better accessibility of the area in the north of the Docklands. In particular, this investment was justified as sustainable value to the population of the neighborhoods surrounding the Olympic Park, with a high proportion of unemployed, low-income and low-skilled people, including (former) refugees. According to polls this contributed to an approval of up to 90 percent of the population.

The employment effect of the London Games is estimated at 70,000 jobs, mostly temporary. Forty-five percent of the construction work involved trainees and 13 percent were formerly unemployed with a high proportion of migrants. 10,000 permanent new jobs have been created alone at the Westfield Shopping Centre, the largest in Europe, at the entrance to the Olympic Park, with the new competition sacrificing older shops and businesses in the area to an unknown extent. Also unclear is the whereabouts of 200 predominantly smaller companies that had to make way for the conversion of a former industrial wasteland into the Olympic Park. Probably the biggest victims of the renewal of the London east, which has been running for 17 years, are significant price increases in the housing market, which are not only displace low-income earners out of the area. However, five years after the Games, there are many indications that the Olympic Park, with its attractive offers for all parts of the population and the new residential and commercial settlements including tens of thousands of new jobs, also has the positive effect of a better socio-economic mix.

Learned from the Docklands

The Olympic Stadium and adjacent Arcelor Mittal Orbit, a 115 meter high red steel sculpture with lookout tower function, are widely visible from all directions in the east, including Canary Wharf, five miles away, the symbol of the global financial and commercial heart of the Docklands. The Olympic Park is part of the 42 kilometer spanning north-south Lee Valley, with the River Lea flowing into the River Thames, and several side-branches created as industrial canals. It is the centrepiece of a long-term and large-scale renewal strategy north of the Docklands. One of the main objectives of the Olympic plans was to build on the successful achievements of the Docklands, such as the driverless operating Docklands Light Railway (DLR). On the other hand, mistakes like the lack of a social mix should be avoided.

The Docklands once formed as core area of the world's largest port, which had collapsed between 1960 and 1980 as a result of the closure of docks which were too small for container ships. Unemployment in East London increased rapidly, the area was impoverished, buildings were run down. The UK government responded in 1981 with the establishment of the London Docklands Development Corporation (LDDC), a trusted property management and development agency. On the Isle of Dogs, a special zone was created in which companies were exempt from property tax and benefited from simplified approval procedures. This caused a real estate boom, but affordable housing was not created. Large areas have been converted into expensive high-end residential and business zones with the core of Canary Wharf.

Docklands have only been considered a city planning and commercial success since its connection to the London high-speed rail network, the construction of London City Airport and the greatly improved real estate market at the end of the 90s. The number of inhabitants has more than doubled in the twenty years since the beginning of the new development. The Docklands have developed into a lucrative business centre and exclusive residential area. Parts of the old warehouses and shipyards have been converted into apartment houses and shopping centres. Some of the former docks are now used as marinas. The sharp increase in housing prices has created tensions between the wealthy newcomers and the long-established dockworker population. Sharp contrasts have arisen in many places between expensive luxury apartments and rundown social housing.

An important consequence of the negative developments of the Docklands was the comprehensive participation of the citizens in the planning and construction of the Olympic Park. This was also done in order to avoid delays and cost increases caused by protests, as in other major projects, and to focus the long-term use of the Olympic Park on the needs of people in surrounding neighborhoods and other stakeholders. Important conditions for this were intensive public relations and high transparency. On the basis of a detailed stakeholder analysis, various information and discussion events were held with residents, companies, district administrations, schools, associations and initiatives - resulting in an astonishing high level of acceptance.

A piece of new cosmopolitan city

The city of London has contributed less than eight percent of the cost of the 2012 Games amounting to 14 billion Euros. In addition, nine billion Euros were invested in the regional transport infrastructure. Almost 75 percent of the funding came from the UK government and national lottery revenues, the remainder from advertising sponsors (9 percent), TV broadcasting rights (three percent) and ticket revenues (five percent), with the IOC accounting for forwarding parts of the revenue from TV broadcasters rights and sponsors. The cost of the Games were at the end of two and a half times the calculation at the time of the bid. The funding of the bulk by national sources was politically justified with the large development boost for the deprived east of London, combined with an expected macroeconomic effect for London and the UK through additional foreign investment and tourism growth with an estimated gross value added of up to 50 billion Euro just by the year 2020. According to the Greater London Authority, these forecasts are likely to be significantly exceeded.

Probably the biggest development boost came from the extensive expansion of the transport infrastructure around the Olympic Park. In addition to the extension of the DLR as a direct connection with Canary Wharf with connection to Crossrail, the new hypermodern east-west connection via the city to Heathrow Airport, several regional rapid trains were upgraded and the station Stratford modernised. With the new Stratford International Station, the Olympic Borough of Newham has a direct connection to the British high-speed rail network, including the High Speed One to the English Channel. With just twelve minutes drive to Canary Wharf, 30 minutes to the city and 50 minutes to Stansted Airport in the north, Stratford has now excellent public transport links. In combination with the Olympic Park, including the Olympic Stadium, Aquatics Centre,

multifunctional Copper Box Arena, Lee Valley Velo Park and hockey stadium, the new Westfield Shopping Centre and the new residential and commercial parks, the former dirty-boy Stratford has become an attractive district in a relatively short time.

The London Legacy Development Corporation (LLDC) doesn't only work as a park operator, but is also the responsible planning authority for the further development of residential and commercial settlements. With its watercourses, meadows, bushes, trees and hills, the close to nature and creative Queen Elizabeth Olympic Park enjoys great popularity among all parts of the population. On the meadows and lawns, paths, squares, playgrounds, restaurants and cafes there is a lot of activity. Unlike many other parks in London, it is not fenced. Undoubtedly, it has the greatest benefit for the approximately 1.5 million inhabitants of the five adjacent boroughs. But also for people from other parts of the British metropolis, families, singles, the elderly, athletes, joggers, cyclists, skaters and not least tourists and business people, the mostly barrier-free park is more and more a place-to-go destination as well as a location for leisure, living and working. The 2012 Olympics have changed the metropolis of London to a certain extent. The developments triggered by this will last for decades and are characterised considerably by innovation, creativity and internationality.

Queen Elizabeth Olympic Park and Stratford, Picture: Eilika Kohlhaase



4) That's never been: Olympics in the heart of the city and harbour

An OlympiaCity overlooking the skyline

Olympic Games have often been staged in port cities. But never in the midst of a big seaport and as close to the city centre as planned in Hamburg. And the upcoming Games of Tokyo 2020 and Los Angeles 2028, like the recent Games of Rio 2016, again take place in large port cities, without (former) port areas being included in the construction of the main sports facilities and the athletes' village. In this respect, Hamburg's plans to develop an OlympiaCity on a former port island have a unique selling point in the history of the Olympic Games. In addition, from the Kleiner Grasbrook, a completely new, fascinating view of the skyline of the city and HafenCity with old and new landmarks would be enabled. In any case, it's worth to take a closer look at the master plan for the post-Olympic OlympiaCity, which was developed in 2015, especially since parts of it are now to be realised independently of the Olympics.

In order to create a lively and socially stable district, a mixture of apartments, workplaces, shops and leisure facilities as well as social and educational facilities was intended. The aim should have been a socially, culturally and demographically diverse neighborhood in which also the inclusion of people with disabilities is possible. A mixed offer of publicly subsidised and freely financed rented flats as well as private property should be created, at least one third of the rented housing should be publicly subsidised. In total, up to 2,200 new social housing units were planned in the OlympiaCity. Public developers, cooperatives and private housing companies should also be involved, as social building ventures or providers of special housing for students and the elderly. The OlympiaCity as a "city for all" was planned as a bridge to the adjacent old dockers' neighbourhoods with a population that is predominantly not among the winners of the Hamburg city society.

The urban spaces in the OlympiaCity should have a diverse character with different building heights. As a standard, buildings with seven floors were planned, comparable to the usual building height in the HafenCity. However, there should have also been realised higher buildings, for example, individual skyscrapers at the Elbe bridges vis-à-vis the skyscrapers in the neighborhood Elbe bridges of the HafenCity. The aim was to create a structural density that offers a varied sense of space and at the same time promises an economic development of the district. In addition to apartments, shops, sports facilities, public parks, schools and offices were planned. The varied offer was to be developed via a dense network of cycle paths and footpaths. A diagonal bike path should allow a direct connection to the city centre and also bring great benefits for people from Wilhelmsburg and Veddel. The share of motorised traffic should be kept low by the mixture of uses, the underground connection and the well-developed pedestrian and cycle paths. The aim was to have a share of car traffic of only 25 percent of traffic, whereas the Hamburg average in 2015 was 42 percent.

Living, working and leisure in best waterfront situation

The OlympiaCity was planned as a district with a high proportion of public green spaces. A sports park should have been created at the waterfront, which offers a variety of sports and leisure activities. The master plan pursued the overarching goal of weaving the district with its parks into the Green Network of Hamburg and linking it with the surrounding parks and open spaces - be it in the south with the dyke of the Spree Harbour, in the north with the Lohsepark in the Hafencity or in the northeast with the Elbpark Entenwerder. The shore areas were intended as public promenades, parks and ecologically upgraded zones. As part of the sustainability strategy of the Olympic planning, the green areas of the OlympiaCity should also help keep rainwater out in the field.

The Kleiner Grasbrook is located in the marsh. Therefore, high demands are placed on flood protection here. The planned protection concept corresponded to the Hafencity system. The areas nearby the banks and today's quay walls should remain at about the previous level, the buildings and streets of the OlympiaCity, however, should have been built flood-protected on up to eight meter high artificial warfts. This also applied to the squares, courtyards and parking areas, which border directly to the street space. In order to bring the Olympic Park smoothly down to the Elbe, it should have been formed only partially flood-protected. Despite the topographical differences, it was sought that people with limited mobility could also move well between the flood-protected areas and the lower promenades and parking areas via smooth sloping ramps.

In recent years Hamburg has made good experiences with the return to mixed-use neighborhoods in the city centre. This applies to the social mix as well as to workplaces. These concepts also stand for environmentally friendly mobility and lively public spaces. The urban planning concept for the OlympiaCity followed this guiding principle and suggested that the new district not only had everything in its entirety, but that the subareas also differed from each other. With the desired variety, it should be easier to win people of different backgrounds and cultures, of all ages and lifestyles for a life in the OlympiaCity. Last but not least, in this way the identification of the inhabitants with their neighborhood should have been strengthened.

With the Olympic Park on the banks of the Elbe, a public, approximately ten hectare big park with views of the Elbphilharmonie and the harbour was planned in best waterfront situation, partly even with a sand beach. The terrain should have smoothly sloped down to the Elbe, the edge of the bank itself be formed predominantly as a steep slope. The tip of the northern headland should also have remained as far as possible unchanged. In the protected location of the Moldavian Harbour another small sand beach was planned. The eastern end of the park should have been particularly emphasised by a high-rise development at the Elbe Bridges. This should have also marked the entrance to the city centre of Hamburg and helped to shield the district from the railway and street noise of the Elbe Bridges. As a structural scenery at the Olympic Park an "Elbe Front" was planned, a completely closed seven-story building with fantastic views over the Elbe to Hamburg city centre. This development should have also acted as noise protection for the OlympiaCity.

In the end, the citizens have the say

In contrast to the HafenCity and the Hamburg International Building Exhibition (IBA), which took place between 2006 and 2013 south of the Kleiner Grasbrook in Wilhelmsburg and Harburg, the planning of the OlympiaCity as urban planning centrepiece of the Olympic bid was from the beginning subject to the acceptance of the Hamburg population through a referendum held in November 2015. The Bürgerschaft, the Hamburg state parliament, had decided by a large majority for a plebiscite, although only two years earlier Munich and Upper Bavaria had failed with their bid for the Olympic Winter Games in 2022 at a referendum. In particular the Green Party, ruling jointly with the SPD, had struggled hard and declared the "Bürgerschaftsreferendum" as a condition of the Olympic bid as one of the most important projects of the coalition. Regarding the scope and risks of the project the city wanted to make sure that its citizens back the venture.

Since the Olympic Games as well as other major sporting events have become discredited by many people due to problems such as corruption, doping, tax wastage as well as the excessive commercialisation, the Hamburg bid focused mainly on the hoped-for benefits for urban development. As in London's east, the Games, and in particular the OlympiaCity, as well as the expansion of the public transport infrastructure, should trigger a great development jump at the Elbe and make Hamburg world-famous. And because it was always clear that Hamburg could only cover a small part of the estimated 11.2 billion Euros costs and that most of the funding had to be contributed by the Federal Government, the bid was presented as a great opportunity to boost the development of the city with considerable support from outside.

But why did people say "no" to the really extraordinary plans at the end? And this despite a large-scale information, advertising and participation campaign, both by a large majority of the Bürgerschaft and the Senate and the powerful Chamber of Commerce and prominent entrepreneurs such as the Otto family or the Braun brothers, the operators of the largest model railway of the world at Speicherstadt. Many people were obviously not convinced that with the Olympic plans, the much-vaunted ecologically, economically and socially sustainable "City for All" would arise and had already heavily criticised the bid costs of 12 million Euros. It was noticeable that many urban development experts hardly joined the debate. The universities, including HafenCity University, were mostly skeptical or even hostile, as well as the welfare and environmental associations.

The bid company had set up a stakeholder management and also consulted Klaus Grewe, one of the leading construction site managers of the 2012 London Games, also on the subject of citizen participation. However, it did not reach some of the city's key stakeholders, in particular the port industry, which partly publicly opposed the bid. Rather, together with many supporters, it predominantly highlighted the emotional factor, wanted to inspire with "fire and flame" for the largest party on earth and the modern brand of "Olympic Games". Without refugee crisis, FIFA scandal and terrorist threat it might have been successful. But would that have been good?



Follow-up use vision Hamburg Olympic Stadium, Reference: KCAP, Arup, Vogt, Kunst+Herbert, gmp, Drees&Sommer, WES, ARGUS, bloomimages, on3studio, Matthias Friedel

5) Paris 2024: Lighthouse project of European Urban Development?

News between Eiffel Tower and Le Bourget

In September 2017, for the first time in the history of the Olympic Games, there was a double award: The Games of 2024 will take place in Paris, the following 2028 in Los Angeles. Both cities have hosted the Games twice and have already a variety of sports venues that need only be modernised for the Games and supplemented by some temporary and new arenas. Paris and Los Angeles, as major European and North American cities, represent also an exciting pair of opposites in terms of the respective bid concepts. While the Games of Los Angeles are to be financed entirely privately and among others therefore met with great popular support, the plans of Paris tie in with the idea of European Urban Regeneration Games, as successfully implemented by Munich 1972, Barcelona 1992 and London 2012, and as also planned for Hamburg 2024. Mainly publicly funded it should only be built and renewed, which is needed also independently of the Games, both in terms of sports facilities and accommodation for athletes, carers and media as well as the transport infrastructure.

With Paris, the Games will return in 2024 to the birthplace of the inventor of the modern Olympic Games, Pierre des Coubertin. In Paris, the Games, which were of little importance at the time, first took place in 1900 as part of a World Exhibition, a rendezvous inspired by Coubertin that has left many lasting traces in the French capital, such as the parks Champ de Mars at the Eiffel Tower⁴. The 2024 bid follows the transformation of the industrial north in the suburb of St. Denis, about 10 kilometers from the centre. Here, the Stade de France with 81,000 seats was built for the 1998 Football World Cup, which now becomes the Olympic Stadium. In the immediate vicinity, the swimming stadium is planned as a new building. About two kilometers west of it, right at the river Seine banks, the athletes' and carers' village will be located in the district of Pleyel-Bords de Seine. Paris 2024 is the accelerator of a renewal strategy begun 20 years ago for a mixed urban area for living and working, for sports, culture, education and leisure.

As follow-up of the 2015 World Climate Conference held in the French metropolis, Paris wants to organise the most sustainable Olympic Games of all time. With the majority of existing or temporary venues, highly efficient public transport and a comprehensive strategy to reduce carbon emissions (55 per cent less than at the London 2012 and Rio 2016 Games), the first Olympic Games in accordance with the Paris Climate Agreement should be held there. 70 percent of the sports facilities already exist, 25 percent are temporarily built and only five percent newly built. The Games represent a new stage in the development of the north-eastern metropolitan area of Paris, as a joint project of the local actors and inhabitants and lasting legacy of the municipalities of the Seine-Saint-Denis department.

Integrated urban regeneration in the north

At the southern end of the fairgrounds area of Le Bourget, the oldest Paris airport, now used only for business jets and the biennial Paris Air Show, on an area of eight hectare an "Olympic Cluster" is planned including three halls from the 1950s converted into sports pavilions, the media centre and a new settlement to accommodate the journalists. The place is also of particular importance because the successful World Climate Conference took place here. After the Games, 1,500 new apartments will be available here in the subsequent use of the media village. The Olympic site of Le Bourget, located about seven kilometers north-east of the Stade de France at the major traffic axis to Charles De Gaulle Airport, will also be hosting a park. The existing, well-developed road and rail network in the region will be supplemented on the occasion of the Olympic Games in particular by several extended rapid train lines including stations.

The location of the Olympic Village was guided by two challenges: To find a place that offers living and service space to 17,000 people during the Games, while being close to major sporting venues. With its 51 hectare, including seven hectare of water on the Seine, and its proximity to the main sports facilities, the new site "Berges de Seine-Pleyel" will lie in the intersection of the municipalities of L'Île-Saint-Denis, Saint-Denis and Saint-Ouen and accommodate 3,500 new homes. It is located only two kilometers

4 Young city planners made an impressive statement on this during an international conference on "Olympic Games and Urban Development" in June 2017 in Paris. The author presented there the results of his comparative study Hamburg 2024 - London 2012.

from the Stade de France and the new swimming stadium, making it the spatial heart of the Games. Another advantage lies in the special urban charm of the banks of the Seine surrounding the film city of Cité de la Cinéma, quite similar to the situation of the Olympic Park in London.

The Games will push on the creation of much-needed affordable housing as well as some major infrastructure projects, such as the mentioned railway extensions, the swimming stadium and the new multi-purpose hall Bercy II near the centre. The long-term legacy is part of the DNA of the project right from the beginning. As the London urban renewal measures, the Paris Olympics will contribute to the development of the affected urban area. Paris 2024 will support the innovative renewal of the Seine-Saint-Denis département. Thanks to the economic and urban regeneration in the last years, this area is today considered the youngest and most cosmopolitan of France. Paris 2024 will be an important part of the transformation and further expansion of the Paris metropolitan area.

In June 2016, an agreement was signed for the Olympic planning between the City of Paris, the Seine-Saint-Denis département, the new municipality of Plaine commune of Paris and Greater Paris. This includes a range of projects in the fields of sport, urban planning, sustainable mobility, culture, education, employment and integration, also in order to improve the policy coordination of the local authorities involved. An essential part of these activities is an ambitious environmental strategy developed by the Bid Committee with the participation of relevant stakeholders, in particular the municipalities, the World Wide Fund for Nature (WWF) France and other environmental organisations.

Made for sharing

The Olympic Village is planned as a model for sustainable urban development. It is to be built 100 percent from biological materials, use 100 percent renewable energy and will be made fully accessible by environmentally friendly public transport. 26 hectare of formerly sealed industrial land will be converted into biodiversity at the Seine. Half of the new apartments will be publicly funded. The total cost of the Games is estimated at 6.2 billion Euros, most of it for permanent infrastructure, and thus well below the 11.2 billion Euros estimated by Hamburg. The bid enjoys apparently the necessary support of the population. According to a poll by the Sunday newspaper "Journal du Dimanche" from June 2015, 72 percent of the inhabitants of the Paris metropolitan area consider the Games a good thing for the city. Anne Hidalgo, Mayor of Paris since 2014, member of the Socialist Party and first woman in office, was originally one of the bid's skeptics. Meanwhile, she is convinced that the Games can trigger a big development leap for Paris as a sustainable cosmopolitan city.

The Olympic plans of Paris are ambitious and will change the north-east of the French capital considerably. In contrast to developments in the east of London and also Hamburg's plans for an OlympiaCity in the harbour, however, no new large district will be created on a former industrial site, which will have to be vacated therefore with more or less "gentle force" within a relatively short time. Rather, an already existing city structure, which has been undergoing transformation for many years, is comparatively carefully supplemented with what is necessary, meaningful and innovative. The Paris plans are

thus similar to those of Barcelona as host of the 1992 Olympic Games for its “Innovation District” Poblenou located directly at the seaside. Unlike Barcelona in the mid-1980s, however, Paris today has a well-developed road and rail network and, as it suffers from severe congestion like any other major city, will try to increase the share of environmentally friendly public transport through the Games. Whether actually the goal can be achieved to realise the first Olympic Games in accordance with the Paris Climate Agreement remains to be seen.

Paris wants to inspire its people and the world with sustainable, thrifty and participatory Games. The Games of Tokyo 2020 focus on innovation through high-tech, those of Los Angeles 2028 on curiosity and creativity. There is no golden way for Olympic Games as a catalyst for good urban development, and certainly not on a global scale. As different as the development of the cities is in the context of their specific historical, political, social, cultural and economic framework conditions, as different are the ideas for shaping change in the context of the Olympic Games. What seems to be certain is that due to the unbroken media attention there is hardly an event like the biggest sports festival on earth to fuel the competition of the best ideas for urban development. Perhaps the Games of Paris 2024 will actually go down in history as a flagship project of European, integrated and sustainable urban development. For years, the Eiffel Tower sparkles at night impressively over Paris. The motto of the 2024 Games "Made for Sharing" could send a strong signal from Europe to the world.

Olympic Village Paris, Reference: Paris 2024 - Luxigon - DPA



6) Leap across the Elbe and International Building Exhibition (IBA)

The divided Hamburg

In the perception of most Hamburgers and visitors, the Hanseatic city ends at the Landungsbrücken on the northern bank of the Elbe. Everything south of it is a white spot on the map. The main river Norderelbe acts as a geographical, mental and social border. Both the Elbe islands and the Borough of Harburg on the other side of the Süderelbe are among the poorest districts of Hamburg with a high proportion of unemployed and low-skilled people, many of them with a migrant background. For a long time, the harbour fed the people in the workers' quarters. In particular, the conversion of goods handling to automated container terminals has left tens of thousands unemployed, including many former "guest workers". For decades, the areas were neglected by the Senate. In addition to the unemployment and lack of prospects of many people, the neglect of the built environment contributed to typical follow-up problems such as alcohol abuse and crime. The result was among others increasing popularity of right-wing populist parties since the 1980s. In the Hamburg election of September 2001, the populist "Party of Constitutional State Offensive" (Schill Party) in Wilhelmsburg received 35 percent of the vote.

In the wake of these developments, the longstanding resistance to a planned waste incineration plant, the enormous traffic burden caused by the road and rail routes running across the Elbe islands as well as several highway plans, a powerful civic movement was formed in Wilhelmsburg. Their commitment resulted in the year 2001 in the implementation of a conference on the future, jointly sponsored by citizens and Senate, followed by an international workshop on the future two years later. Many ideas flowed into the new urban development concept "Leap across the Elbe", a flagship project of the growing city of Hamburg, which is searching for new development opportunities on the Elbe islands and in Harburg. However, the actual catalyst for the renewal of Hamburg's south was the International Building Exhibition (IBA), which took place from 2006 to 2013 on the Elbe islands and the port of Harburg and whose presentation year 2013 was merged with an International Garden Show (IGS).

Under the motto "Drafts for the Future of the Metropolis", the IBA dedicated itself to the European metropolis in the 21st century and tackled the challenges that were concentrated here. With architectural, social and cultural projects IBA wanted to show how the metropolis of tomorrow can react to the challenges of globalisation, social polarisation and climate change. As an entirely owned subsidiary of the city of Hamburg, the agency IBA Hamburg lim. was commissioned with the realisation of the building exhibition. The project was financed with about 90 million Euros from special funds of the city of Hamburg. Between 2007 and 2013, around one billion Euros were invested, of which one third came from public funds and two thirds from private sources. More than 420,000 people attended the 70 projects of the IBA in the 2013 presentation year. Since the end of the building exhibition, IBA Hamburg lim. has been working permanently as an urban project developer in the south of the Hanseatic city in order to implement innovative mixed use areas based on the results of the IBA and to anchor them in Hamburg's urban development policy.

The IBA as a source of inspiration

How can living together in an increasingly international urban society be organised? How can spatial and social barriers be overcome in metropolises and how can new quarters be created in places that previously seemed unsuitable for living? How can metropolises become less dependent on fossil fuels? And how can they prepare for the consequences of climate change? These questions were the focus of the IBA Hamburg. At the beginning, these were concentrated into three main topics. The first topic was "Cosmopolis, making Diversity a Strength". The IBA was meant to show the benefits that international urban society can bring to a metropolis when looking for new ways of living together. The second theme was "Metro Zones, new City in the City". It was intended to show how the inner city borders, the zones of the infrastructures and industrial areas, can develop into attractive places. The third theme was "City in Climate Change, Growth in Harmony with the Environment". It was intended to show how a metropolis can grow without adding to the burden on the environment and the climate. The IBA was supposed to show with which new solutions a city on the water can respond to the consequences of climate change.

The hoped-for image change of the Elbe islands should among others be promoted by the IBA Convention. Their goal was to involve essential urban social actors in the process and to win them over as multipliers for the Elbe islands. Over the years, the number of "IBA Partners" climbed from 46 initial signers to more than 140 private and public companies and institutions that maintained their network in working groups and became ambassadors of the "Leap across the Elbe". From the beginning, the Wilhelmsburg activists of the IBA met with interest and vigorous criticism. At many meetings, IBA projects were presented to more than 30 local initiatives in the initial phase. A special role was played by the IBA / IGS participation committee, which consisted of 24 citizens and advised the projects. However, migrants were mostly underrepresented. As a result, the IBA sought to engage with representatives of Muslim communities and organizations who act as multipliers in their communities. Overall, IBA Hamburg has practiced more than a dozen target group-oriented participation formats, tailored to the respective projects.

The urban development authority, which together with the environmental authority moved into the largest IBA new building in 2013, set up the coordination centre "Leap across the Elbe". In this multi-agency round of voting, it was possible to complete within a very short time decision-making processes that would have taken weeks or months by conventional means. There were also other rounds of coordination between the IBA, IGS and Boroughs, the financial, educational, social and cultural authorities, such as the steering group "Education Offensive Elbe Islands". Without the extraordinary cooperation between authorities, the interdisciplinary approaches of the IBA would not have been feasible. The project ideas of the IBA were examined on the basis of quality criteria, which included the public interest, the originality and the potential use as well as the structural effectiveness and the presentability within the framework of the main topics. In many cases, a jury decided on the recognition as an IBA project.

Forward-looking projects

The IBA has been able to make the centre of the Elbe Islands into a liveable urban space through numerous projects: Modern workplaces, innovative residential buildings, sports facilities and the new building for the urban development and environmental authority have been forming a new quarter since 2013, directly at the modernised S-Bahn station Wilhelmsburg and at the entrance to the Inselpark, which emerged from the IGS. About one kilometer east of it, the "Gate to the World" education centre was built, consisting of a school & business centre, an environment & science centre and a multifunctional building with an event hall, parents' café, parents' school and a number of counseling centres. The new Elbe Island School, with its reform pedagogical concept, joins the education centre, which provides educational opportunities beyond school education and created a community centre for the district.

Under the motto "Residents shape their quarters", a settlement in the southern Reiherstieg district was converted into a "World Quarter", a model project for intercultural living with reconstruction measures designed to meet the diverse needs of international residents. An innovative participation procedure tried to ensure the involvement of the partially conflicting interests. The landfill hill Georgswerder was transformed into a regenerative energy mountain within the framework of the IBA. With wind power, solar energy, landfill gas, biomass and geothermal energy, it supplies electricity to 4,000 households on the Elbe island. In addition, the energy mountain was made public as a vantage point. An exhibition informs about the history of the mountain. A former war bunker in the Reiherstieg district became a symbol of the climate protection concept of the IBA. The monument which was unused since the war has been equipped with a biomass combined heat and power plant, a water storage and a solar thermal system that produce hot water and heating for the apartments of the "World Quarter".

In Müggendorfer Toll Harbour, not far from the S-Bahn station Veddel, the IBA dock was built, a floating office building for the IBA administration with visitor centre and exhibition. On a concrete pontoon of about 1,000 square meters, the building was established in modular construction with weather-resistant fiber cement panels. The IBA promotes the building as an information and event centre, which aims to foster dialogue on the future of the metropolises with the inhabitants of the Elbe islands and the general public. This offer is typically accepted by well-educated Elbe islands residents and interested visitors, many old-established and low-educated people pass it by. There were several protests from local residents, although these mainly related to the lack of affordable housing throughout the entire city of Hamburg.

The citizens' initiatives and the IBA have made the Elbe islands well on their way from the backyard of the city to an address of departure. Although some (experimental) projects don't not work as planned, a lot of forward-looking initiatives were created. A flip side of the upgrading is the fear of displacement of the original inhabitants. To this day, however, gentrification is rather a felt than an existing phenomenon. Anyway, better social mixing is definitely something good for the Elbe islands. The current and future area developments with their innovative concepts, competition and participation procedures make important contributions to this.



IBA new buildings at the entrance of the Wilhelmsburg Inselpark, Picture: IBA Hamburg lim.

7) The key question: A new city for all

HafenCity, Billebogen and Grasbrook

As a result of the growing demand for residential and commercial space close to the city centre, HafenCity lim. mandate in recent years has been extended to the renewal of old industrial port and urban areas east and south of HafenCity. This will further advance the realisation of the two major urban development strategies "Upstream Elbe and Bille" and "Leap across the Elbe". The spatial starting point for these area developments is the new business centre Elbbrückenquartier, characterised by a partially spectacular high-rise development including a 200 meter high "Elbtower" with connection of the new underground line 4 to the S-Bahn lines 3 and 31 in the direction of the central station and the centre respectively Wilhelmsburg and Harburg in the south. With its location, which is also reminiscent of Canary Wharf due to its exposed location on the river and its excellent integration in the regional rail network, HafenCity is expected to find its eastern end by 2025.

In the new 70 hectare Billebogen area in the Rothenburgsort district, an innovative industrial park with up to 3,000 workplaces in forward-looking service and production companies, including startups, is being built on the site of a former container loading station (Huckepackbahnhof). The first major user of the project carried by the City of Hamburg as investor will be the Hamburg State Opera with a large props warehouse and stage production workshops. The eleven hectare area will be complemented by hotels, restaurants and social infrastructure (such as day-care centres) with a small green area for pedestrians and cyclists. A residential development is not feasible here, mainly

because of the noise pollution from the surrounding streets and railway lines. As part of various regeneration and supplementary measures, up to 20,000 new apartments and 10,000 new jobs are to be created in the entire "Upstream Elbe and Bille" development area by 2030.

South of the Elbbrückenquartier the new district Grasbrook is planned on the Kleiner Grasbrook island. After the IBA initiated the "Leap across the Elbe" in the middle of the last decade in Wilhelmsburg and Harburg, the new district Grasbrook, as the southern quasi further development of HafenCity, forms the gap closure on the Elbe islands and shall also strengthen the connections to the adjacent district of Veddel. However, in contrast to the plans for an OlympiaCity, it is no longer expected that there will be a complete evacuation of the harbour area, which today still employs around 1,000 to 2,000 people⁵. Rather, the renewal shall be gently initiated with the conversion of fallow subareas on the northern edge and the successive relocation of port operations from 2019.

The right mix?

On the Kleiner Grasbrook flats for about 6,000 residents, families and people of all ages and backgrounds are planned, as well as 16,000 jobs, plus shopping facilities, a primary school and day-care centres. The new district will also provide space for new offices, commercial buildings, research facilities and laboratories. Even existing buildings shall be used for this purpose. In total, a project with approximately 880,000 square meters of gross floor space is to be realised on an area of approximately 46 hectare. Several kilometers of publicly accessible waterfront areas will be created, combined with other attractive urban spaces and green spaces. A mixed district is planned, in which old and new things can connect, with a good gradation between living, working and port use. Many technical aspects were studied in the same location as the OlympiaCity was planned and can now be used as the legacy of the bid for further development.

The Grasbrook district is expected to encompass three neighborhoods: The residential neighborhood of the Vltava Port in the dual waterfront between the Elbe and the Vltava Port, the mixed-use Free Port Elbe District and the Harbour Gate District, which encircles the Saale Port and is reserved for commercial use with a mix of new and old buildings. Independent of noise protection issues, individual projects can be created step by step, because the buildings in this area comprise exclusively commercial uses. At the same time, this quarter marks the transition to existing port uses, which will continue to occupy the largest area of the Kleiner Grasbrook with 53 hectare. The connection to the new U-Bahn and S-Bahn station Elbbrücken, located on the northern banks of the Elbe, shall be done first by buses. The underground trail from the south remains free to secure the subsequent extension of the U 4 coming from the HafenCity.

For the new district of Grasbrook applies, as with all major housing projects since the

5 During the debate about the OlympiaCity in 2014/15, it was noticed that only rarely were figures given on the number of employees at the Kleiner Grasbrook. While the port economy initially spoke of 2,000, the Senate called a figure of 1,000. There was also no information on this issue during the presentation of the plans for the new district Grasbrook in September 2017. The missing or strongly fluctuating information is reminiscent of the discussion about the clearance of old industrial areas for the London Olympic Park.

return of the SPD in the state government in 2011, that one third of the apartments are publicly funded. For all buildings, high environmental standards based on the eastern HafenCity will apply. These include, for example, the requirement for solar energy generation on or near buildings and high e-mobility standards. For example, 40 percent of the parking spaces in residential buildings are to be equipped with electric charging stations, and the share of car sharing for dwelling-related parking spaces shall be 30 percent.

The Hamburg Port Authority, the Hamburg Industry Association and the Authority of Economics signed a Letter of Intent on 1 August 2017 on the use of the Overseas Centre and adjacent areas. In the future, these will be rededicated into mixed use for living and working. The adjacent areas on the Kleiner Grasbrook and also the current Czech Port remain in the harbour area. The existing companies get a location perspective and will be economically secured in case of any relocations at a later date. By the structural design a kind of protective latch shall be pushed between housing and port use. On the basis of an ideas competition, the next step is to develop an urban design, which will then be followed by the formal planning procedures (development plan, land use plan,) with early public participation.

Still space for the Olympics

The Olympic plans of Hamburg as a major urban development project in the centre of the city and harbour have largely failed due to the lack of integration of both the interests of the port industry and the neighbouring districts. The strategy of the Hamburg Parliament, Senate, Bid Company and private "Fire and Flame Initiative" relied too much on the emotional conviction of the people of the Olympics brand. Due to the difficult circumstances such as the FIFA and doping scandal, the refugee crisis and terrorist threat as well as the unsecured financing of the Federal Government's part, the bid had come into difficult waters. Instead of too much marketing-oriented stakeholder management, it would have required intensive involvement of both local residents and other important players, such as welfare and environmental organisations, in order to gain the trust of the population. Nevertheless, the enthusiasm of the people for the largest sports festival in the world as a symbol of global understanding among nations is an indispensable condition for hosting Olympic Games and their sustainable legacy for urban development.

Of course, good urban development is also possible without the Olympics. However, the examples Munich 1972, Barcelona 1992, London 2012 and Paris 2024 show that the Games can trigger big development leaps even in cosmopolitan cities. Hamburg's failed Olympic bid has also left a valuable legacy, as the plans for an OlympiaCity and subsequent plans for a new district in the harbour show how the city's division into a prosperous north and a disadvantaged south could be overcome, at least partly. If, in the years to come, the completion of the "Leap across the Elbe" would indeed create the much-vaunted "City for All", Hamburg would have done really a great job. Also the reconciliation of urban and port planning has long been overdue, so that large projects no longer need to be developed secretly. Decisive are the learning processes. Learning from mistakes is as important as the model of good examples. This shows the transformation of port areas as well as the history of international building exhibitions and Olympic Games. And always a good partnership between the public sector,

business and society, especially with regard to the creation of affordable housing and the securing of sustainable jobs, is key to successful strategies.

Hamburg has also set out to become a good arrival city for refugees. After the initial contrast of spontaneous welcome willingness and doubts about absorption ability exactly at the time of the Olympic bid meanwhile disappeared, the civic contracts negotiated between citizens and Senate provide good, decentralised housing for some 30,000 newcomers at 120 locations with a long-term perspective in mixed-use neighbourhoods. Hamburg actually seems to succeed. A new idea for Olympic Games would be sustainable integration Games. There is still enough space on the Kleiner Grasbrook. A small athletics stadium for clubs and schools could temporarily become a big Olympic Stadium. Athletes and carers could stay in student apartments. A sports bath could temporarily become a swimming stadium, a cruise terminal a multifunctional arena. There is still enough time until 2032 or 2036.

Mathias Kuhlmann, born 1963 in Hamburg, is working as urban sociologist and journalist for many years on questions of urban development within international comparisons.
Picture: A friendly passerby at the London Olympic Park



Many thanks to the following interview partners:

- **Prof. Ingrid Breckner**, HafenCity University Hamburg
- **Richard Crawford**, Councilor, London Borough of Newham
- **Dr. Ozlem Edizel**, Boston, formerly Middlesex University London
- **Prof. Graeme Evans**, University of Arts London
- **Dr. Nikolas Hill**, formerly managing director Bid Company for the Olympic and Paralympic Games Hamburg 2024 lim.
- **Prof. Marcus Menzl**, University of Applied Sciences Lübeck, formerly HafenCity Hamburg lim.
- **Paul Sathianesan**, Councilor, London Borough of Newham
- **Chris Shellard**, Lee Valley Estates, London
- **Michél Slottag**, formerly student HafenCity University Hamburg and HafenCity Hamburg lim.

References Hamburg

- Association Future of Elbinsel Wilhelmsburg (ed.): A strong island in the middle of the city, citizen engagement in Wilhelmsburg and on the Veddel as engine of the urban district development, Hamburg 2012
- Diakonie Hamburg: Olympics for all: Diakonie calls for cost-benefit calculation before the referendum, press release of 13.07.2015; taken on 15.01.2018 from: www.diakonie-hamburg.de/web/newsarchiv/Olympia-fuer-alle-Diakonie-fordert-Kosten-Nutzen-Rechnung-vor-Referendum
- Free and Hanseatic City of Hamburg, Authority for Urban Development and Housing: Evaluation of the citizen's suggestions for the Hamburg Olympic and Paralympic Summer Games 2024 bid, October 2015; taken on 15.01.2018 from: www.hamburg.de/olympia-1024
- Free and Hanseatic City of Hamburg, Authority for Urban Development and Housing: Olympic and Paralympic Games 2024 in Hamburg - OlympiaCity and sports facilities, September 2015, taken on 15.01.2018 from: www.hamburg.de/pressearchiv-fhh/4609722/2015-10-01-masterplan-olympia
- Free and Hanseatic City of Hamburg, Senate Chancellery: Grasbrook. A new district for Hamburg, press release from 12.09.2017, taken on 15.01.2018 from: www.hamburg.de/pressearchiv-fhh/9491236/2017-09-12-pr-lpk-hafen-city
- HafenCity Hamburg lim.: HafenCity - the genesis of an idea; taken on 15.01.2018 from: www.hafencity.com/en/overview/hafencity-the-genesis-of-an-idea.html
- HafenCity Hamburg lim. (ed.): Themes, Quarters, Projects, Hamburg 2017, taken on 15.01.2018 from: www.hafencity.com/upload/files/files/HafenCityProjekte_March_2017_english.pdf
- Hamburg Business Association: Assessment of Olympic-related costs in the port from the point of view of the port industry, press release of 01.12.2017; taken on 15.01.2018 from: www.uvh.de/info/presse/bewertung-der-olympiabedingten-kosten-im-hafen-aus-sicht-der-hafenwirtschaft
- Hamburg Chamber of Architects: Conclusion Workshop of the Hamburg Chamber of Architects "Arrival City of Hamburg - but how?", Press Release dated 15.03.2016, taken on 15.01.2018 from: www.akhh.de/aktuell/nachrichten/artikel/fazit-workshop-der-hamburgischen-architektenkammer-

[ankunftsstadt-hamburg-aber-wie](#)

- IBA Hamburg lim.: Information on the International Building Exhibition 2006 - 2013 and on the current neighbourhood developments, Hamburg 2017; taken on 15.01.2018 from: www.iba-hamburg.de/en/iba-hamburg-gmbh/skill-set/holistic-neighbourhood-development.html
- Kähler, Gert: Secret project HafenCity or How to invent a new district ?, Hamburg 2016
- Marten, Florian: Port city and city port, A complex relationship box with acute therapy needs, from: Hamburg Chamber of Architects (ed.): Architecture in Hamburg, Yearbook 2016/17, p. 154 - 161, Hamburg 2016
- NOlympia Hamburg: Something better than Olympia! taken on 15.01.2018 from: www.nolympia-hamburg.de
- Preuß, Olaf: A box conquers the world. The triumph of a simple invention, Hamburg 2007
- Court of Auditors of the Free and Hanseatic City of Hamburg: Court of Auditors points to risks of the Olympic bid, press release on the Advisory Statement "Olympic and Paralympic Games" from 11.09.2015; taken on 15.01.2018 from: www.hamburg.de/weitere-veroeffentlichungen/nofl/4595950/beratende-aeusserung-2015-olympia
- Seifert, Dirk: Fair play; taken on 15.01.2018 from: <http://fairspielen.de>
- Senate Chancellery of the Free and Hanseatic City of Hamburg and others: Olympic and Paralympic Games 2024 in Hamburg - Financial Report:: Status of costing and revenue expectations, September 2015
- Zurawski, Nils and others: Olympic criticism from science, position paper of Hamburg scientists on the bid for the Olympic and Paralympic Summer Games 2024; taken on 15.01.2018 from: www.olympiakritik-aus-der-wissenschaft.de

References London and Paris

- Bernstock, Benny: Olympic Housing, A Critical Review of London's 2012 Legacy, London 2014
- East London Business Alliance (ELBA): The London Legacy 2020 programme; taken on 15.01.2018 from: www.elba-1.org.uk/what-we-do/london-legacy-2020
- East Village London: Welcome to London's newest neighborhood, the former athletes' village; taken on 15.01.2018 from: www.eastvillagelondon.co.uk
- Evans, Graeme: London 2012 and Regional Regeneration: Legacy Games, Regions Magazine, Volume 295, pages 11-13, 29.09.2014; taken on 15.01.2018 from: <http://rsa.tandfonline.com/doi/pdf/10.1080/13673882.2014.11006051#.ViSX1H7hDDc>
- Grabher, Gernot and Thiel, Joachim: Coping with a Self-Induced Shock: The Heterarchic Organization of the London Olympic Games 2012, Social Sciences, 2014/3, pages 527-548, 11.09.2014; taken on 15.01.2018 from: www.mdpi.com/2076-0760/3/3/527

- Grewe, Klaus: Preparing for the London 2012 Olympic Games - Successful Citizen Participation and Urban Planning for the 21st Century, BBE News Last 03/2012; taken on 15.01.2018 from: www.b-b-e.de/fileadmin/inhalte/aktuelles/2012/02/nl03_grewe.pdf

- London Docklands Development Corporation: The LDDC History Pages; taken on 15.01.2018 from: www.lddc-history.org.uk

- London Legacy Development Corporation: Queen Elizabeth Olympic Park; taken on 15.01.2018 from: <http://queenelizabetholympicpark.co.uk>

- Newham Council: Newham's Legacy Story, 2013; taken on 15.01.2018 from: www.newham.gov.uk/Pages/Services/Legacy-of-the-2012-Games.aspx?I1=100002&I2=200079

- Paris 2024: A nous les jeux, Paris 2017; taken on 15.01.2018 from: <http://paris2024.org/en>

- Polinna, Cordelia: London as a deterrent model, Der Tagesspiegel, 21.02.2015; taken on 15.01.2018 from: www.tagesspiegel.de/berlin/olympische-spiele-in-berlin-london-als-abschreckendes-vorbild/11396730.html

- Rogers, Simon: London Olympics 2012: Where does the money come from - and where's it spent ?, The Guardian, 26.07.2012; taken on 15.01.2018 from: www.theguardian.com/sport/datablog/2012/jul/26/london-2012-olympics-money

- Schubert, Dirk: From dream to nightmare? From the docks to the Docklands - structural change and conversion of former port areas in London; in: Schubert, Dirk (Hrsg.): Ports and shore zones in transition: Analyses and plans for the revitalisation of the waterfront in port cities, 1.Auflage, Berlin 2001, p.195 ff.

- SR: Exemplary Olympic Games, Sustainable and Contractual Aspects of Project Management of Major Projects, Article in Deutsches Baublatt, No. 374, May / June 2014

- Steger, Oliver: Londoners were involved in the development of the Olympic Games Area - Sports World Games as a "catalyst" for ambitious urban development project, GPM magazine PMaktuell, Issue 2/2012, page 3 - 14

- UK Government, Mayor of London: Inspired by 2012: The London Legacy 2012 Olympic and Paralympic Games, 19.07.2013

- Urbanisme (ed.): Paris 2024: The Jeux accélératrice développement territorial, Supplément au numero 404, taken on 15.01.2018 from: www.urbanisme.fr/paris-2024-des-jeux-accelerateurs-de-developpement-territorial/sommaire-404S

- Volkery, Carsten: London's Olympic Borough Stratford: Souped-up street urchin, Spiegel Online, 23.07.2012; taken on 15.01.2018 from: www.spiegel.de/reise/staedte/stratford-in-london-gentrifizierung-im-olympia-viertel-a-845552.html

- Watt, Paul: It's not for us, Regeneration, the 2012 Olympics and the gentrification of East London, City: analysis of urban trends, culture, theory, policy, action, 17: 1, pages 99 - 118, 18.02.

2013; taken on 15.01.2018 from:

www.tandfonline.com/doi/abs/10.1080/13604813.2012.754190

- Wilkinson, Tom: Olympic afterlife: the real legacy of the London Games for Stratford, The Guardian, 08.08.2014; taken on 15.01.2018 from:

www.theguardian.com/cities/2014/aug/08/london-olympic-games-legacy-stratford

References International

- Ballhaus, Werner: Mega events ensure long-term economic growth, Press release on the publication of the PwC study: Game on - Mega-event infrastructure opportunities, April 2011

- European Council of Spatial Planners: Cities and Olympic and Paralympic Games, feedback and future, Paris, 29.06.2017, taken on 15.01.2018 from:

www.ectp-ceu.eu/index.php/en/biennal-31/planning-awards-30

- Flyvbjerg, Bent and Stewart, Allison: Olympic Proportions: Cost and Cost Overrun at the Olympics 1960 - 2012, Said Business School working papers, University of Oxford, June 2012; taken on 15.01.2018 from:

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2238053

- HafenCity University Hamburg: Olympic Games in Hamburg - Learning from good and bad examples, final report of a study project in the master programme Urban Planning, Hamburg, 26.03.2015

- International Olympic Committee: Factsheet London 2012 Facts & Figures, Lausanne, November 2012; taken on 15.01.2018 from:

www.olympic.org/Documents/Reference_documents/Factsheets/London_2012_Facts_and_Figures-eng.pdf

- Kuhlmann, Mathias: Hamburg's HafenCity as a project of regional structural policy in an international comparison, scientific commissioned work, Berlin 2009

- Kuhlmann, Mathias: How London benefited from the Olympics, Hamburger Abendblatt, 26.11.2015; taken on 15.01.2018 from:

www.abendblatt.de/hamburg/article206724129/Wie-London-von-Olympischen-Spielen-profitierte.html

- Schubert, Dirk (ed.): Ports and Shore Zones in Transition: Analyses and Plans for the Revitalization of the Waterfront in Port Cities, 3rd edition, Berlin 2007

- Vöpel, Henning: Olympic Games in Hamburg - productive vision or expensive fiction? HWWI Policy Paper 84, January 2014; taken on 15.01.2018 from:

www.hwwi.org/publikationen/policy-report/publikationen-einzelansicht/olympische-spiele-in-hamburg-produktive-vision-oder-teure-fiktion.html

- Waterfront Center, Washington D.C. 2009; taken on 15.01.2018 from:

www.waterfrontcenter.org