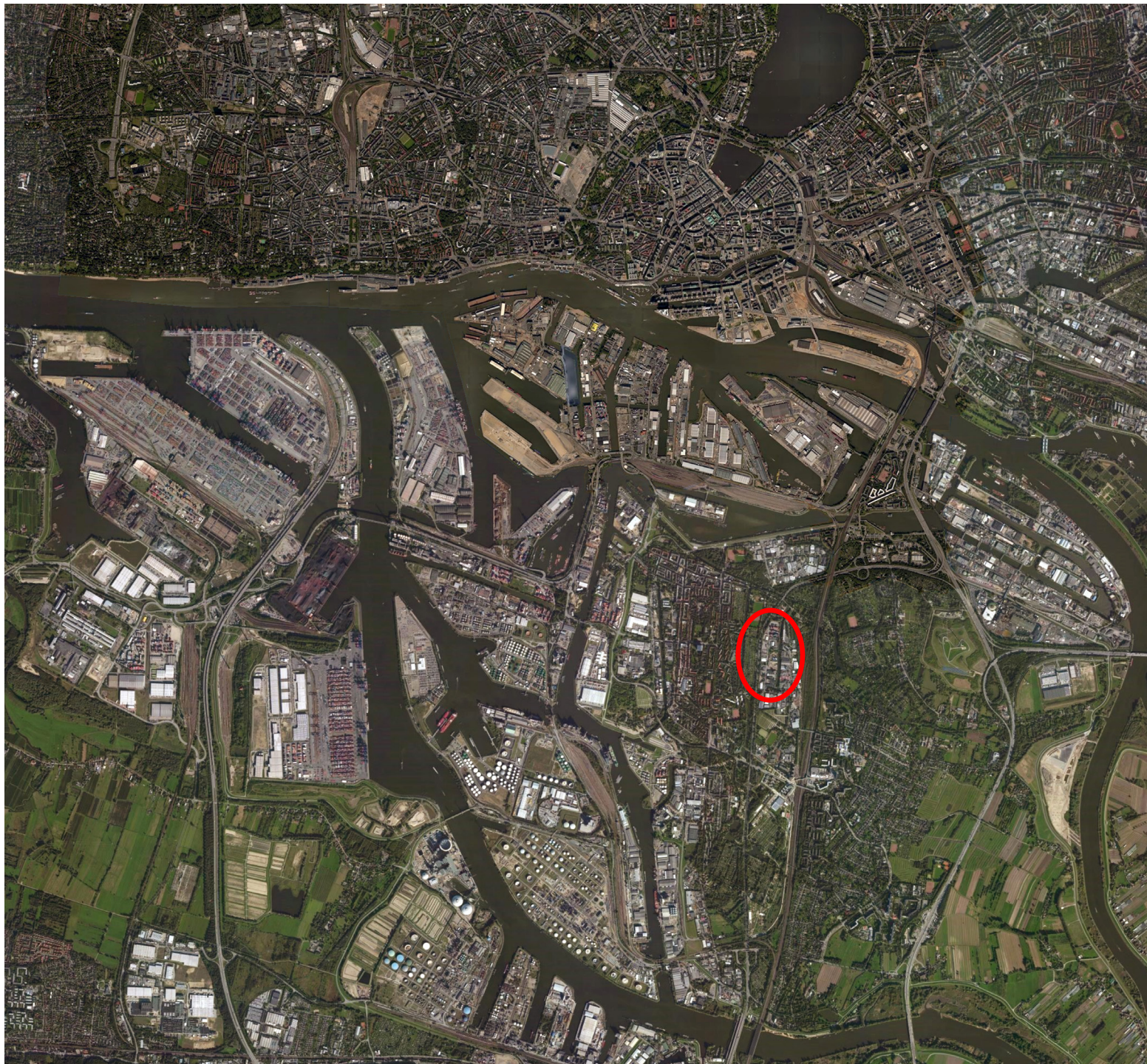
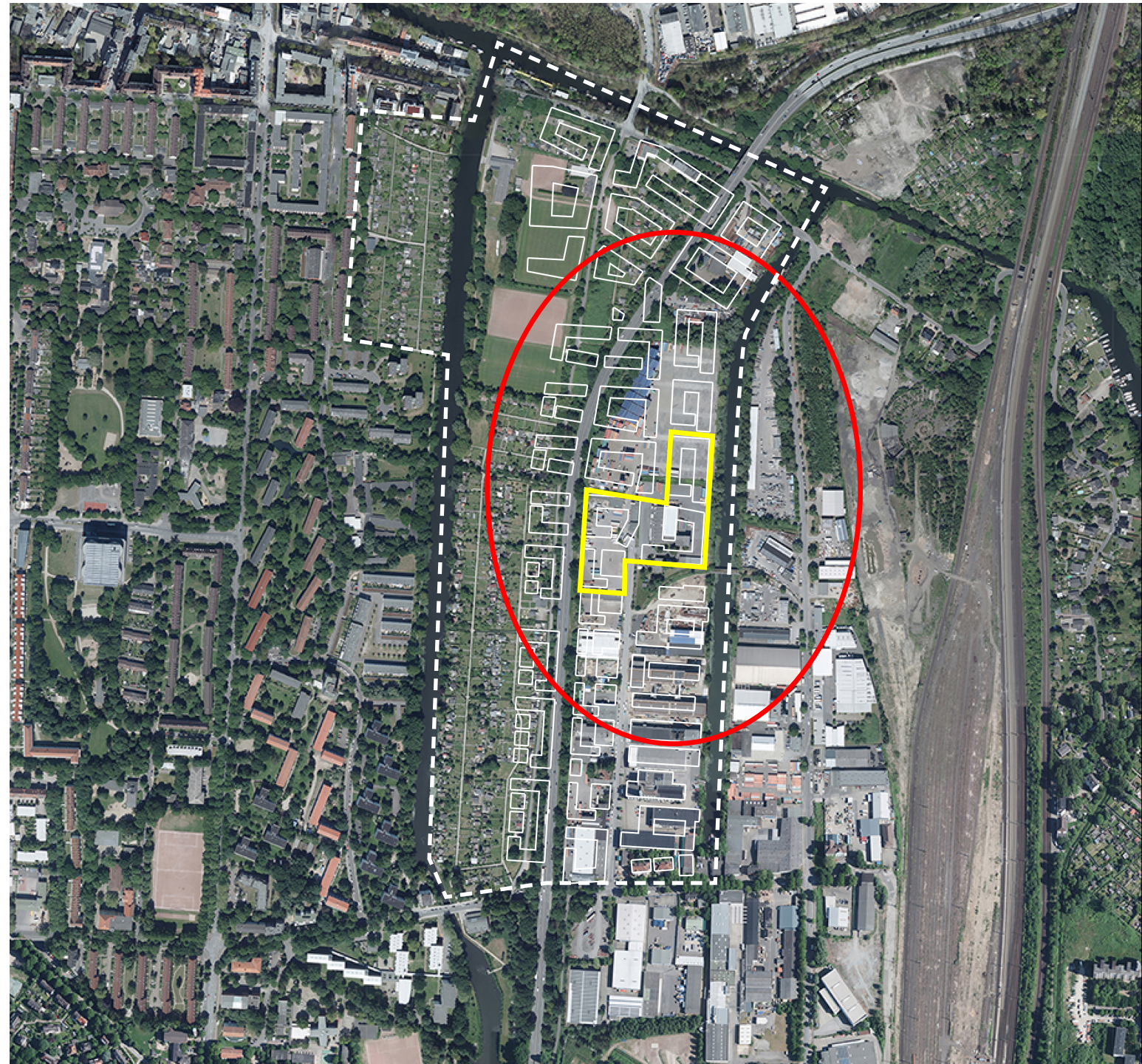


European 14 - Hamburg (DE) Living and working between the branches of the river



position in the urban agglomeration



aerial view / strategic and project site overlaid with the masterplan from HSA/AT

CATEGORY: architecture, urbanism, landscape architecture

TEAM REPRESENTATIVE: architects, urbanists, landscapers

SITE FAMILY: From Productive Area to Productive City

LOCATION: Hamburg-Wilhelmsburg

POPULATION: City of Hamburg 1.8 Mio

Strategic site 2,200 residences (planned)

STRATEGIC SITE: approx. 26 ha **PROJECT SITE:** approx. 2 ha

SITE PROPOSED BY: IBA Hamburg GmbH in cooperation with the Ministry for Urban Development and Housing

ACTOR(S) INVOLVED: IBA Hamburg and private owners

OWNERS OF THE SITE: public and private owners

COMMISSION AFTER COMPETITION:

Realisation of buildings in a cooperative planning process

HOW CAN THE SITE CONTRIBUTE TO THE PRODUCTIVE CITY ?

The creation of new zoning plans with various construction areas (housing, mixed use, commerce and industry) in a complex context with noise from traffic and business can only lead to the urban planning and architectural quality desired by connecting it with solutions in building construction. The design of multifunctional buildings in cooperation with property owners and companies that are already active, offers the potential for increased efficiency. The delivery of goods, production and craftsmanship should be facilitated at the location just as should housing and education. Here, it is not possible only to supply the new district locally, but also to make an economic contribution to the city as a whole.

CITY STRATEGY

The project site is located centrally in the middle of the Elbe island of Wilhelmsburg. A re-organization and development of the areas within the framework of high-quality, future-oriented, and socially compatible planning of the district is supposed to result in a lively urban district oriented towards the needs of future residents as well as those of neighbourhoods that already exist, with a diverse mixture of uses comprising housing, trade, education and leisure. At the same time, the social infrastructure and the utilization of all possibilities for an amicable neighbourhood made up of housing, trade, and communication in the sense of sustainable solutions are of particular importance. For this purpose, an urban- and open-space-planning competition process was organized, from which Hosoya Schaefer Architects and Agence Ter (HSA/AT) emerged as the winners. The focus lies on a precise space allocation plan and its built structures.

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semi aerial view

SITE DEFINITION

Resulting of the relocation of Wilhelmsburger Reichsstrasse, which currently still cuts through the city district in a north-south direction and will run along the eastern railway corridor in future, the site, which is situated between former industrial canals, becomes a focus of urban planning. With the relocation of the road, the barrier between the existing districts will be removed. The plots of land that are freed up in the competition area provide the opportunity for new urban development in a central location. The site today finds itself in a complex situation with various uses and contrasts between existing structures and planning. The allotment garden area will be densified, the sports areas relocated within the framework of an overarching concept, and underused areas (e.g. the former container site) activated.

HOW IS PRODUCTION CONSIDERED IN THE URBAN DIVERSITY PROGRAM ?

Jaffestrasse and the plots of land adjacent to it are already productive today. The properties located here are characterized by warehousing, manufacturing enterprises, mixed-use properties such as the old margarine factory with its commercial studios, and the modern business park Jaffe12. The development of the Elbinselquarter as well as the Wilhelmsburger Rathausviertel (Town Hall District), which borders to the south, and the Spreehafenviertel (Spreehafen District), which borders to the north, will lead long-term to the influx of ca. 10,000 people. The development goal comprises the creation not only of living space, but also of attractive structures for small to mid-sized production and commercial facilities. The credo for the planning in all areas should not be either-or, but instead both-as-well-as.

With what spatial program and physical structures can the idea of the productive city be realized? In developing the programme, the elevated noise emissions from the industry to the east as well as from Wilhelmsburger Reichsstrasse, which will be relocated by the end of 2019, have to be taken into account. The location on the canal is regarded as a quality and should be enhanced as such in the development of the site. The design should make programmatic statements on concrete occupancy options for the individual spatial units (vertical as well as horizontal). The question of what kind of enterprises can make a suitable contribution to a productive district and what role it can play in supplying Hamburg with local products or central services beyond the boundaries of the site should be addressed in detail. Various real estate development models for process-oriented execution and occupancy should also be cited as part of the design.

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view from the west on the project site



existing hall in the southern part of the project site



view from the south on the project site



left : business park Jaffe12, right: old margarine factory

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Jaffe-Davids-canal, view from north, on the right new building business park Jaffe12



factory owner villa Rotenhäuser Strasse/Jaffestrasse



mixed uses along the Jaffestrasse, view to the north in direction of the project site