

**TOPIC**

Wilhelmsburg is a shrinking district within the growing city of Hamburg. Using urban planning intervention, the aim is to create links between the city as a whole and this district, which is isolated because of its island location. Strategies are sought to trigger a restructuring process to explore how the areas already available - near to existing commercial and industrial enterprises - can be developed in a sensible way. The objective is to develop ideas about how the area can be redefined in the long term and how the adjacent city quarter can be enhanced in order to make it more attractive.

CONURBATION

The Hanseatic City of Hamburg is situated in the Northern part of Germany and forms the centre of a metropolitan area of 4 million people. It is also the driving force for development in the region. Wilhelmsburg, lying on the "Elbinsel" island between Harburg in the south and the Hamburg city centre, used to be a mainly agricultural area. After the construction of a free port in 1888, the industrialization process was initialized. Small and large scale commercial and industrial companies arose and in a parallel development, multi-storey residential buildings were built in the West and private housing estates in the East, close to people's places of work. Thanks to its historical development, the structure of the district can still be described as heterogeneous: residential, allotment and green areas can be found among both intensively used and unused industrial areas. The centre of the district is characterized by large roads.

SITE

The competition area is situated at the north-eastern tip of the Wilhelmsburg district with a view over Hamburg's Old Town. The area marks the beginning of an industrial strip along Reiherstieg, which is due for renewed utilization in the medium term. The port use to the west of Reiherstieg will remain in the long term. Residential quarters are located to the east, beyond the raised-level approach road. The area is characterized by the increasing number of sites left as wasteland, a lack of any relation to the water and a strict separation from residential areas.

Population: Hamburg 1,730,000

Wilhelmsburg 48,000

Size of study area: 35 ha

Size of competition area: to be defined by the competitors



PROGRAMME

The challenge is to reorganize the settlement structure, which has been dominated by the port for many years and to open it up to future development. New uses and structures are sought to increase the attractiveness of the transitional area between the port to the west from Reiherstieg and the residential area to the east. The natural qualities of the river island and the optimum location on the waterside should be strengthened.

ISSUES

Social / Functional

The wasteland areas along Reiherstieg have a great deal of potential for the location of forward-looking service and commercial companies combined with leisure utilization for the district. Existing qualities should be elaborated upon, barriers should be surmounted and new settlement structures should be developed.

Sensitive

The quarter suffers from social problems, in particular in the areas with publicly funded housing, which in turn is due to structural economic changes because the high proportion of unemployed and immigrant residents. The long-term aim is to counteract the negative image of this city district and to attract population groups with stabilizing effect, by creating attractive employment and leisure opportunities.

Sustainability

The references to free spaces and the accessibility and/or development of embankment areas should be improved and linked to the urban surroundings. Priority is given to the enhancement of the east-west link from Reiherstieg to the centre of Wilhelmsburg. Within the master project "A Leap across the Elbe" great projects like the International Architecture Exhibition and the International Garden Show planned for 2013 as well as a diversity of already current town planning projects accompanied by EU measures will contribute significantly to the enhancement of the area.



