



## BASIC INFORMATION FOR THE PRESS

# IBA Hamburg GmbH

Acting as a municipal development corporation, IBA Hamburg GmbH is concerned with the holistic development of innovative residential districts and sustainable commercial areas. Its tasks range from conducting an initial survey of the situation and making plans for funding, to drafting functional (sectoral) plans, providing infrastructure and, finally, to selling the building land. IBA Hamburg GmbH uses a variety of tools to encourage grass-roots participation and integrate public interests into the plans. The municipally-owned company is now responsible for local development in ten parts of Hamburg.

To build or further develop an open, mixed city within the city remains the aim of IBA Hamburg. In its municipal development role, the company continues to take a holistic approach to projects and sets new standards for urban renewal. The positive developments that have already been set in motion are to be continued, to make and keep Hamburg a liveable city for all kinds of people both north and south of the River Elbe. Close cooperation with the relevant authorities in Hamburg and with the city's borough councils, the local stakeholders and a variety of investors is an important foundation of urban development, if renewal is to be a longer-lived success and widely accepted by the public. For further information please see [www.iba-hamburg.de](http://www.iba-hamburg.de)

### **About the various districts**

#### **Wilhelmsburg**

At the beginning of 2017 IBA Hamburg took responsibility for the development of six neighbourhoods located on the Elbe island. In coming years more than 5,200 new dwellings plus child-care facilities and schools, sports and leisure amenities, will be developed in these areas. The new central districts, **Wilhelmsburger Rathausviertel** (Wilhelmsburg Town Hall District) and **Elbinselquartier** (Elbe Island District), will create a new centre in the heart of the island; its attractive architecture and landscaping will also link with the various existing built areas. Plans for these districts alone envisage more than 3,000 dwellings accompanied by social amenities such as child-care facilities, green areas, open spaces and some 60,000 m<sup>2</sup> (gross floor area) of commercial buildings for shops, services and businesses. The

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relocation of the four-lane Wilhelmsburger Reichsstrasse highway, scheduled for completion in 2019, opens the way to redeveloping these big, central districts. IBA Hamburg is also steering developments in the **Spreehafenviertel** (Spreehafendistrict) and **Haulander Weg**, where about 1,700 more dwellings plus commercial units are projected. Development in **Georgswerder** and the **Georg-Wilhelm-Höfe** (Georg-Wilhelm-Courtyards) project is now the responsibility of IBA Hamburg GmbH; there is potential here for an additional 300 dwellings or more. Because they are so different from each other, these districts are ideally suited to meet a wide range of housing needs and other patterns of requirements, whether they emerge within this part of the city or are generated by greater demand from outside the area.

IBA Hamburg has been active in Wilhelmsburg for more than ten years. In the context of the International Building Exhibition 2006 - 2013 the company completed numerous internationally acclaimed projects and built a complex network of relations. IBA is thus ideally positioned to tap into the potential for internal growth in metrozones close to the city centre and create much-needed housing. Other items on the agenda for IBA Hamburg are the social infrastructure, high standards of energy efficiency and making full use of all the options for achieving neighbourhoods where homes, businesses, allotment gardens, sports and traffic infrastructure co-exist in harmony. For all districts, the aim is to implement good quality, sustainable and socially fair neighbourhood development and, through cooperative urban development processes, to let stakeholders - local people, enterprises, landowners, policy-makers, interest groups, trade chambers and associations, future investors and house-builders - have a say in what that development should involve.

### **Neugraben-Fischbek**

In Neugraben-Fischbek IBA Hamburg GmbH is developing three new family-friendly neighbourhoods bordering two of the loveliest nature conservation areas in Hamburg. In **Vogelkamp Neugraben** an area of about 70 ha (173 acres) is being developed with around 1,500 dwellings. Immediately next to Fischbek Heath, in **Fischbeker Heidbrook** on the site of the old Röttiger army barracks, some 54 ha (133 acres) are to be redeveloped with 800 dwellings, ranging from single-family houses, duplex and row houses to apartment buildings. The primary focus is on good quality, sustainable development. IBA Hamburg believes that when homes are built close to nature it is important to act with consideration towards the



natural features and to set the highest standards of aesthetic design and energy efficiency for the new builds. An important aim is to achieve climate-neutral, sustainable new neighbourhoods. Innovative procedures for the allocation of building land, e.g. an “Architects’ Exchange” and a catalogue of houses suggesting designs for close to nature homes, ensure the high quality of house plans and modern standards.

At the start of 2016 IBA Hamburg also took on development of another area north of Fischbeker Heidbrook. In **Fischbeker Reethen** it is planned to develop around 70 ha with an equal mix of residential and commercial buildings. A variety of building typologies is planned for the residential area, with rental (government-subsidized and privately funded) units and owner-occupier properties. For further information please see [www.naturverbunden-wohnen.de](http://www.naturverbunden-wohnen.de) (only german).

### **Oberbillwerder**

North of the Allermöhe train station a completely new city district named **Oberbillwerder** is set to grow on some 120 ha (297 acres) of land. This development offers a chance to create vibrant neighbourhoods featuring a huge variety of homes and workplaces plus educational, leisure, sports and recreational facilities. Until 2018 a cooperative planning process and intense participation procedure will seek to involve the local citizens in developing a master plan for Oberbillwerder. To this end IBA Hamburg is consulting closely with the Ministry of Urban Development and Housing, other ministries and departments, with Bergedorf District Office and with various experts, town and landscape planners, architects, policy-makers and local stakeholders. The objective is to generate ideas by working with experts and members of the public interested in the issues, to discuss town-planning alternatives and draft designs for a liveable, diverse, high-quality city district. For further information please see [www.iba-hamburg.de/oberbillwerder](http://www.iba-hamburg.de/oberbillwerder)

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