

An aerial photograph of a residential area, likely in Germany, showing a mix of houses, a green sports field, and a body of water. The image is partially obscured by a blue circle and a small white dot.

AGA-Goethe Fellowship

Responding to changing economic and cultural contexts: the transformation of post-industrial sites in Germany



Presentation outline

- Fellowship goals
- Rationale
- Context
- Research question
- Method / approach
- Evolution of project
 - Case studies
 - Additional information collected
- Communicating results and list of meetings



Fellowship goals

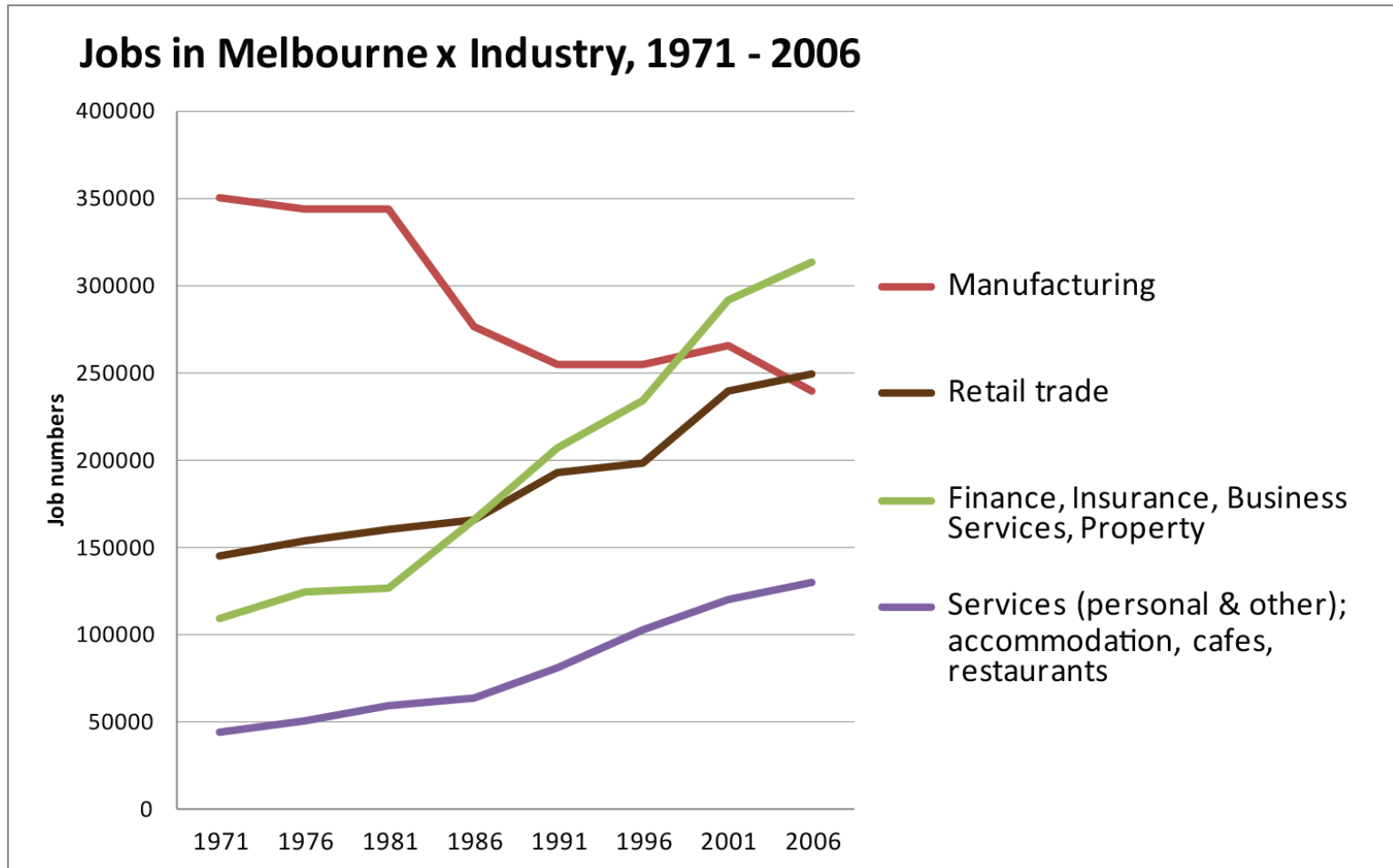
- **Project goals**

- To draw lessons and best practice from post-industrial sites in Germany's cities to inform urban renewal opportunities and implementation in Australian cities.
- To draw lessons and best practice from post-industrial sites in Germany's regions to inform the transition to a low-carbon economy for the Latrobe Valley and other trade-exposed, industrial areas around Australia.

- **Personal goals**

- To improve my knowledge of the German language (particularly in business), culture and politics.
- To conduct high quality, timely and relevant research that is clearly reported and results in better planning outcomes, and improved knowledge exchange and relations between Australia and Germany.

Rationale



Vic context

Herald Sun

Fishermans Bend development planned as 'visual gateway'

by: John Mousmikian
From: Herald Sun
January 24, 2012 9:11AM



Industrial land at Fishermans Bend is set to make way for a new visual gateway.

AMBITION plans to develop Fishermans Bend Government has been warned.

Briefing notes reveal urban planners envisage a link to Docklands and North Melbourne.

Under the Government's plan, tens of thousands of industrial land makes way for housing.

A tram loop and a new school are also being considered for the area.

Fishermans Bend a vision of expanded CBD

June 28, 2012

Jason Dowling

Email article Print



The vision for Fishermans Bend.

THE first areas identified for CBD-style development at "Fishermans Bend" are located in Port Melbourne and South Melbourne near the General Motors Fishermans Bend facility on the banks of the Yarra River.

A departmental briefing shows the first four areas targeted to accommodate up to 60,000 new residents and 24,000 home West Gate Freeway in industrial land running to Williamstown Road.

Mr Guy's vision is for Fishermans Bend to become part of an expanded CBD. Documents from the Department of Planning show the first four areas identified for CBD-style development at "Fishermans Bend" are located in Port Melbourne and South Melbourne near the General Motors Fishermans Bend facility on the banks of the Yarra River.



Plan for development of Latrobe Valley unveiled

Updated July 12, 2012 07:04:33

The Victorian Government has released a plan to limit the number of jobs lost in the Latrobe Valley from the carbon tax.

MAP: Sale 3850

The Latrobe Valley Roadmap identifies opportunities for industry development in the Valley and neighbouring Shires.

The Federal Government is negotiating with three Latrobe Valley electricity companies to shut down 2,000 megawatts of coal fired power generation.



Australia's largest inner urban renewal project

03 Jul 2012

Planning Minister Matthew Guy has declared the Fishermans Bend Urban Renewal Area a State significance and rezoned the 240 hectares to Capital City Zone.

This rezoning expands Melbourne's Capital City Zone by more than 50 per cent and is expected to accommodate around 25,000 jobs and 50,000 residents.

Construction work is expected to provide thousands of additional jobs in the high rise buildings.

The Latrobe Valley Industry and Employment Roadmap

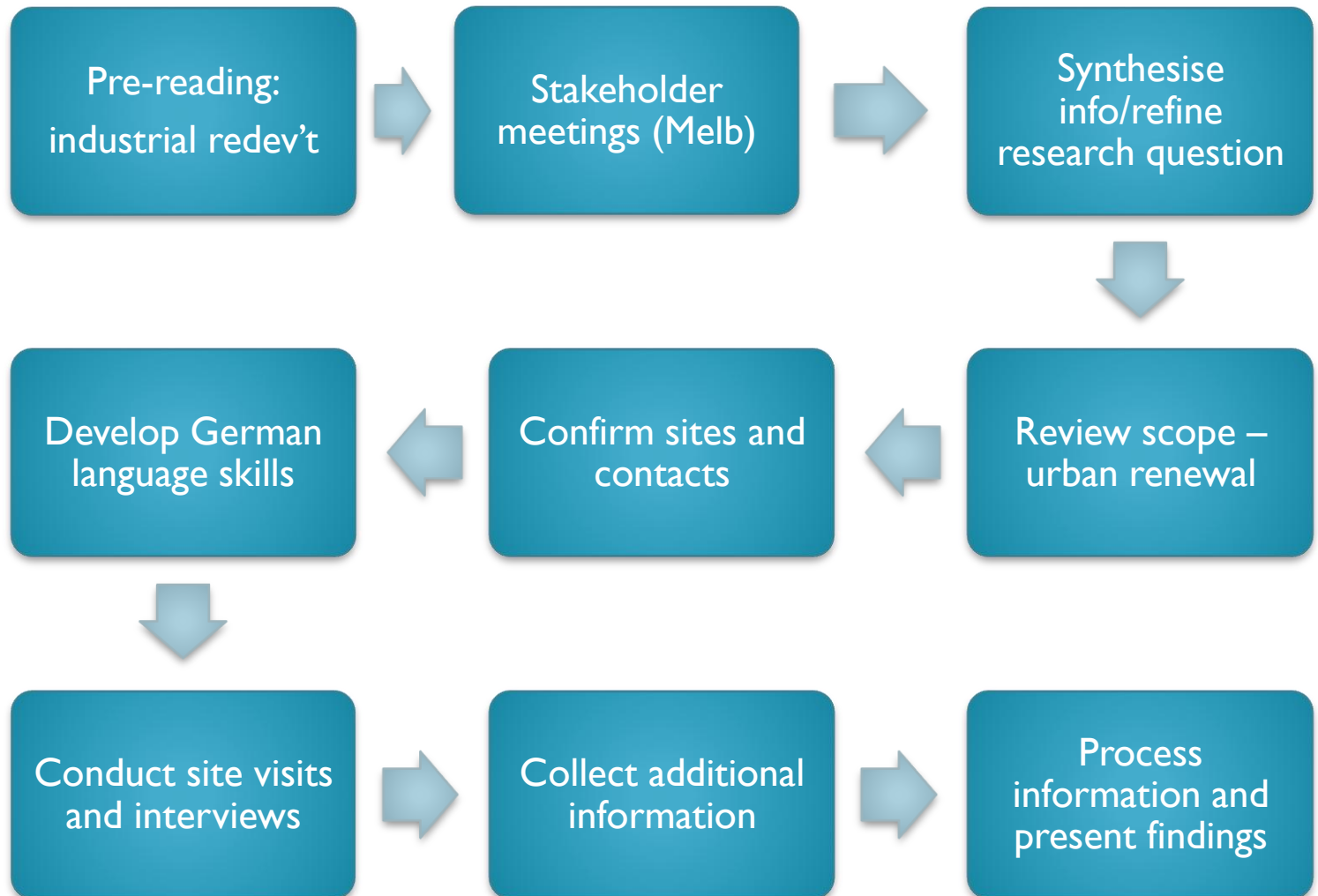




Research Question

- **How has Germany transformed post-industrial sites in response to changing economic and cultural contexts?**

Method / approach





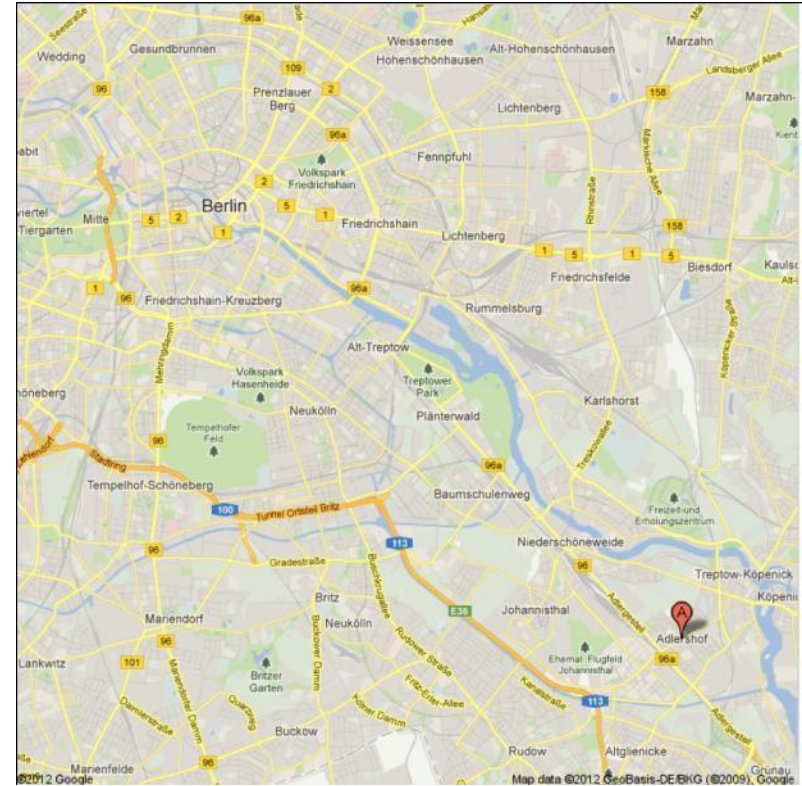
Case studies

- Berlin
 - Adlershof
- Leipzig
 - Spinnerei
- Hamburg
 - Hafencity
- Duisburg
 - Innenhafen Duisburg

Berlin:Adlershof

‘Stadt für Wissenschaft und Medien’

- Site:
 - 420 ha
 - 12km SE Berlin Mitte
- Contacts:
 - Senatsverwaltung für Stadtentwicklung und Umwelt
 - Adlershof Projekt GmbH



Adlershof: what it was



Adlershof: what it is today

- City for Science, Business and Media
- Germany's largest science and technology park





Adlershof 2010/11:

- 883 companies
- 14,000 employees
- 7,800 students
- 17 Research and Science Institutes



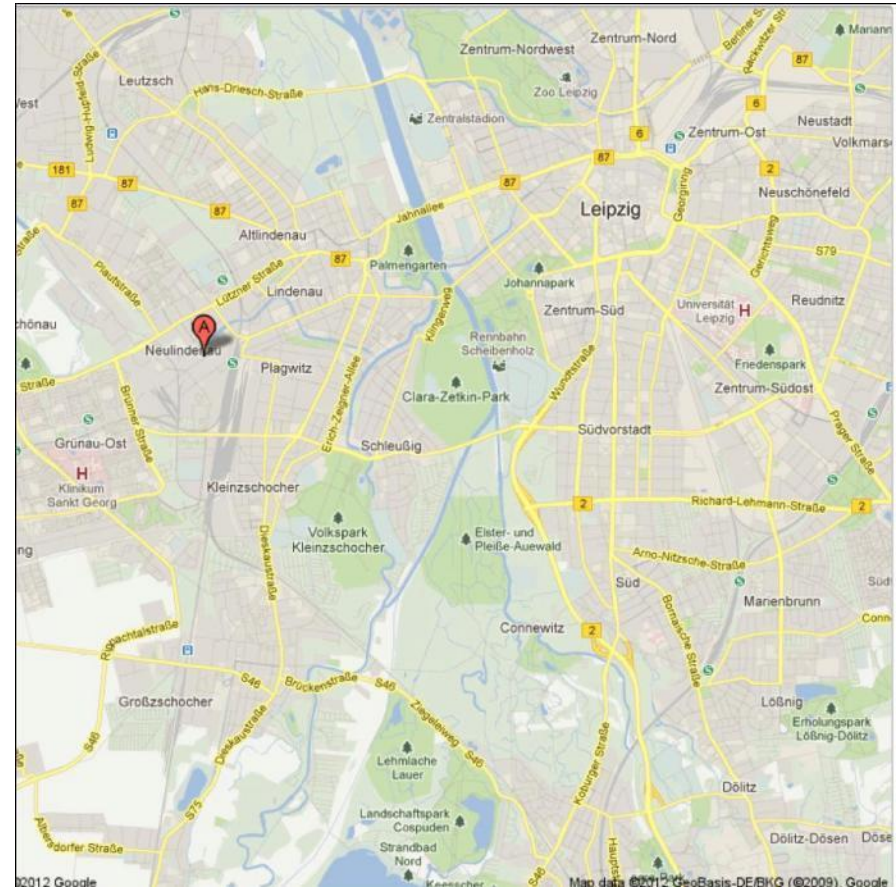
Adlershof: key success factors

- Government investment
- Networks:
 - Spatial proximity facilitated development of links and communication
 - Synergies – Linking research and training at unis and other institutes, through to implementation, private business enterprise and production of goods .
- WISTA - additional services offered

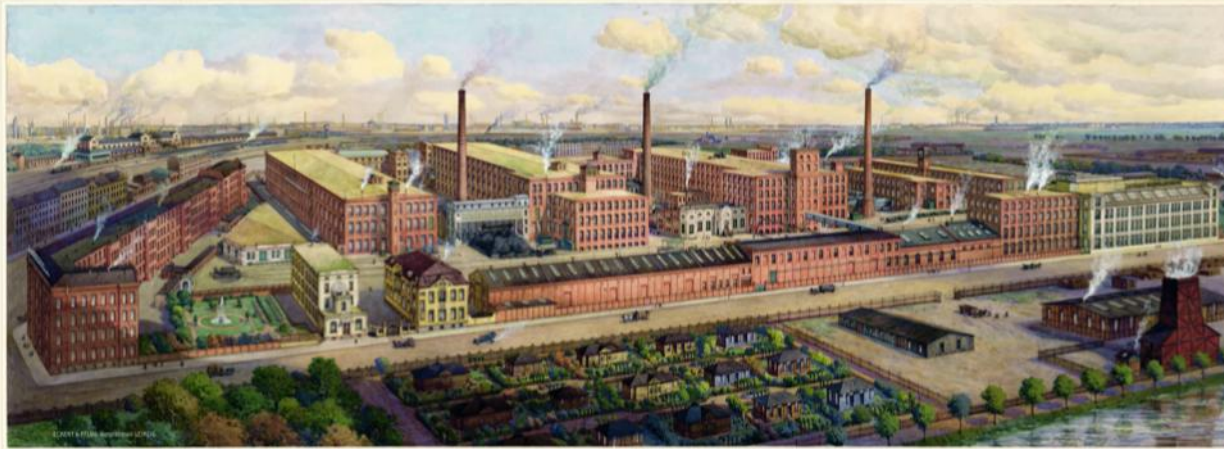
Leipzig: Spinnerei

From Cotton to Culture

- Site:
 - 10ha
 - 5km W Leipzig Hbf
- Contact:
 - Spinnerei, Bertram Schultze, CEO



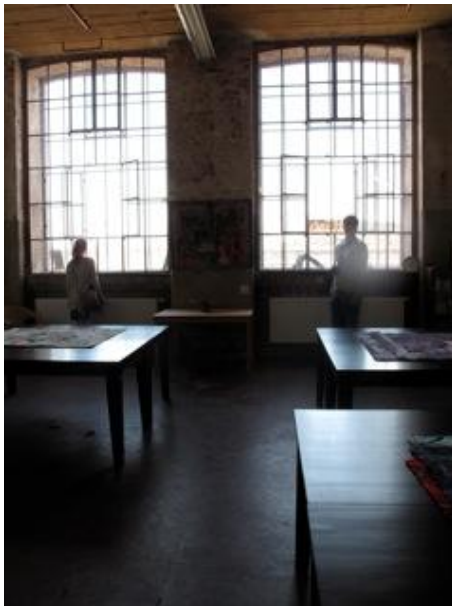
Spinnerei: what it was



1884 30.000 SPINDELN. LEIPZIGER BAUMWOLLSPINNEREI LEIPZIG-LINDENAU. 1909 240.000 SPINDELN.



Spinnerei : what it is now



Spinnerei : what it is now



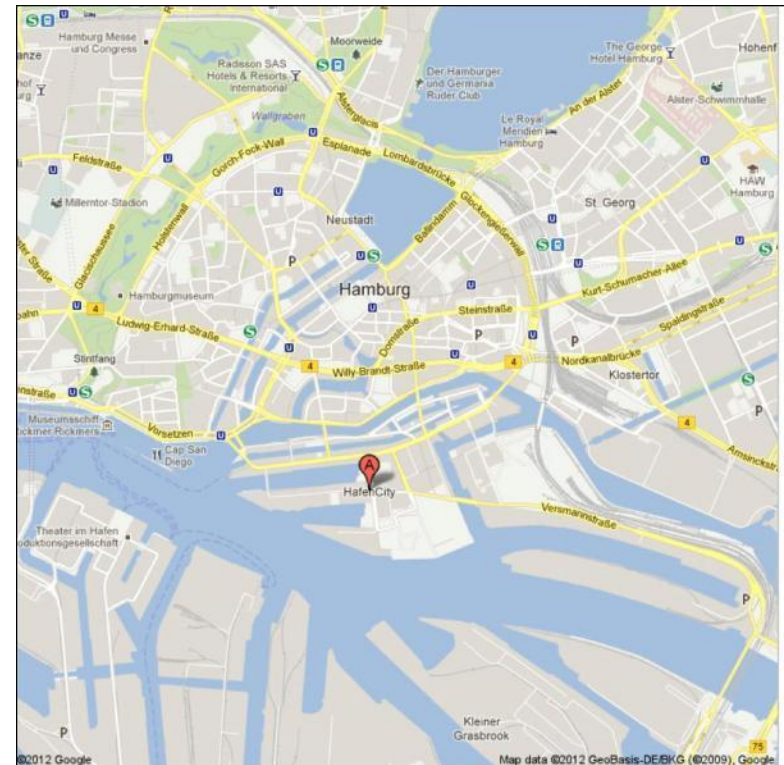
Spinnerei : key success factors

- Quality of site
- Building on momentum of current activity + city strength
- Staged development
- Balance of tenants



Hamburg: Hafencity

- Site:
 - 157 ha
 - 1km S from city centre
- Contact:
 - Hafencity Hamburg GmbH, Assistant der Geschäftsführung, Hans Peter Schneider



Hafencity: what it was



SANDTORHAFEN AROUND 1900: Hamburg was known as a particularly fast port, the goods handling system in the Hanseatic City was the most advanced in the world

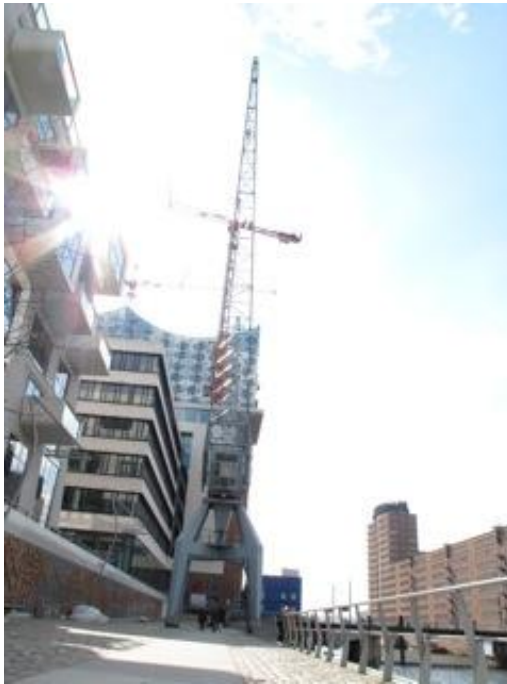


THE GERMAN EMPEROR HIMSELF came to Hamburg in 1888 for the opening of the Speicherstadt, which to this day remains the biggest remaining historic warehouse complex in the world

Hafencity: what it is now



Hafencity: what it is now



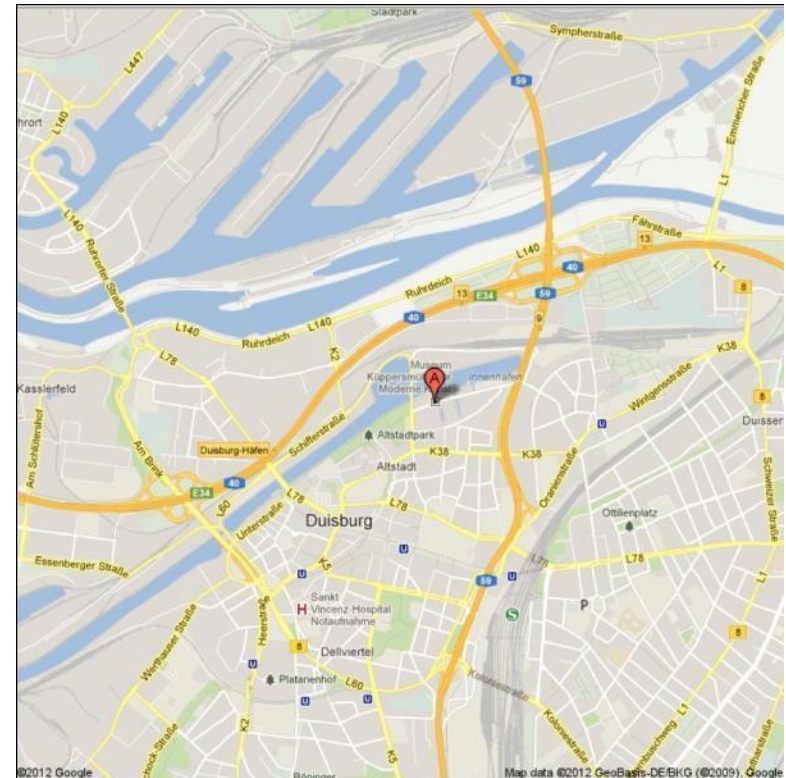


Hafencity: key success factors

- LT process – didn't plan everything at the start, able to respond to changing conditions
 - Kept the process for development simple at the start, added in more criteria and variables as time went on
- Ensured a small scale mix of uses:
 - New parts of cities need to be lively and have the capacity to change over time (uses etc).
 - Criteria first floor be a min. 5m and not for office use, but 'active' use – e.g. shops, restaurant.

Duisburg: Innenhafen

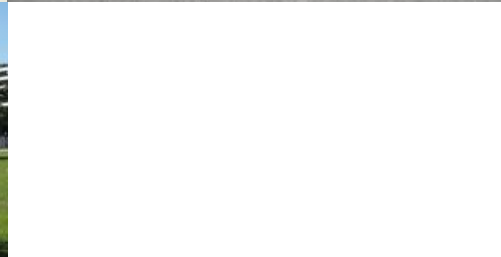
- 89 ha site
- 1.5km N Duisburg Hbf
- Contact:
 - Rolf Fehr,
Bereichsleiter
Standortentwicklung
und Infrastruktur,
Innenhafen Duisburg
Entwicklungsgesellschaft



Innenhafen: what it was



Innenhafen: what it is now



An aerial photograph showing a city waterfront development. The image captures a mix of residential buildings, green spaces, and a waterfront area with some industrial or commercial structures. The development is situated along a body of water, with a mix of urban and natural elements.

Innenhafen: key success factors

- Good master plan:
 - Only a few rules, but stringently kept to:
 - Service (not production); 6 floor limit for offices; as dense as possible
- Small but strong development organisation
- Funding – public investment for private interest
- Potential of the site



Additional information collected

- Ruhr region – meetings and contacts
- Industrial redevelopments:
 - Landschaftspark Duisburg Nord
 - Phoenix See – conversion of steel works to lakes ringed by new residential and commercial developments
 - Leipzig Neuseenland – conversion of open cut mines to lakes for recreation and conservation purposes
 - Many industrial building conversions in Berlin – often for cultural, music or artistic pursuits.
- Baugruppe – model for housing development
- Leipzig – urban renewal program
- Temporary uses of space (Berlin Tempelhof and Leipzig Wächterhäuser)



List of Meetings / Communicating Results

BERLIN

- **Australian Embassy**, Günter Schlothauer
- **EUROPARC Deutschland**, Jan Wildefeld and Gudrun Batek, Project Officers
- **Land Berlin - Senatsverwaltung für Stadtentwicklung und Umwelt**, Dominique Sandten, Project Manager
- **Humbolt University**, Professor Dr Ludwig Ellenberg and Benjamin Otto, Doctorate Student
- **Technical University Dortmund**, Professor Emeritus Klaus Kunzmann
- **Planergemeinschaft Dubach & Kohlbrenner**, Udo Dittfurth
- **Adlershof Projekt GmbH**, Annette Rott, Project Manager

LEIPZIG

- **Stadt Leipzig**, Stefan Gabi, Abteilungsleiter
- **Spinnerei**, Bertram Schultze, CEO

HAMBURG

- **Hafencity GmbH**, Hans Peter Schneider, Assistant der Geschäftsführung
- **Gängeviertel**, Franzi Schillig, Planner

RUHR REGION

- **Innenhafen Duisburg Entwicklungsgesellschaft GmbH**, Rolf Fehr, Bereichsleiter Standortentwicklung und Infrastruktur
- **Bottrop Innovation City Ruhr**, Jan Schaare, Projektleiter Marketing
- **Institut für Landes- und Stadtentwicklungsforschung GmbH**, Herrn Danielzyk, Wissenschaftlichen Direktor
- **Metropole Regional Verband Ruhr**, Claas Beckford, Teamleiter Masterplanung

MELBOURNE

- Places Victoria
- Department of Planning and Community Development
 - Regional Development Victoria
 - Heritage Victoria
 - Planning policy
 - Spatial Analysis and Research
 - Minister of Planning's office
- Victorian Industrial Heritage Advisory Committee
- Renew Australia
- RMIT – EU Centre, and Professors and doctorate students in Planning Department