

# The Berlin Strategy 2030 and Berlin's approach to integrated urban development

Dr. Cordelia Polinna | Polinna Hauck Landscape + Urbanism | Think Berlin

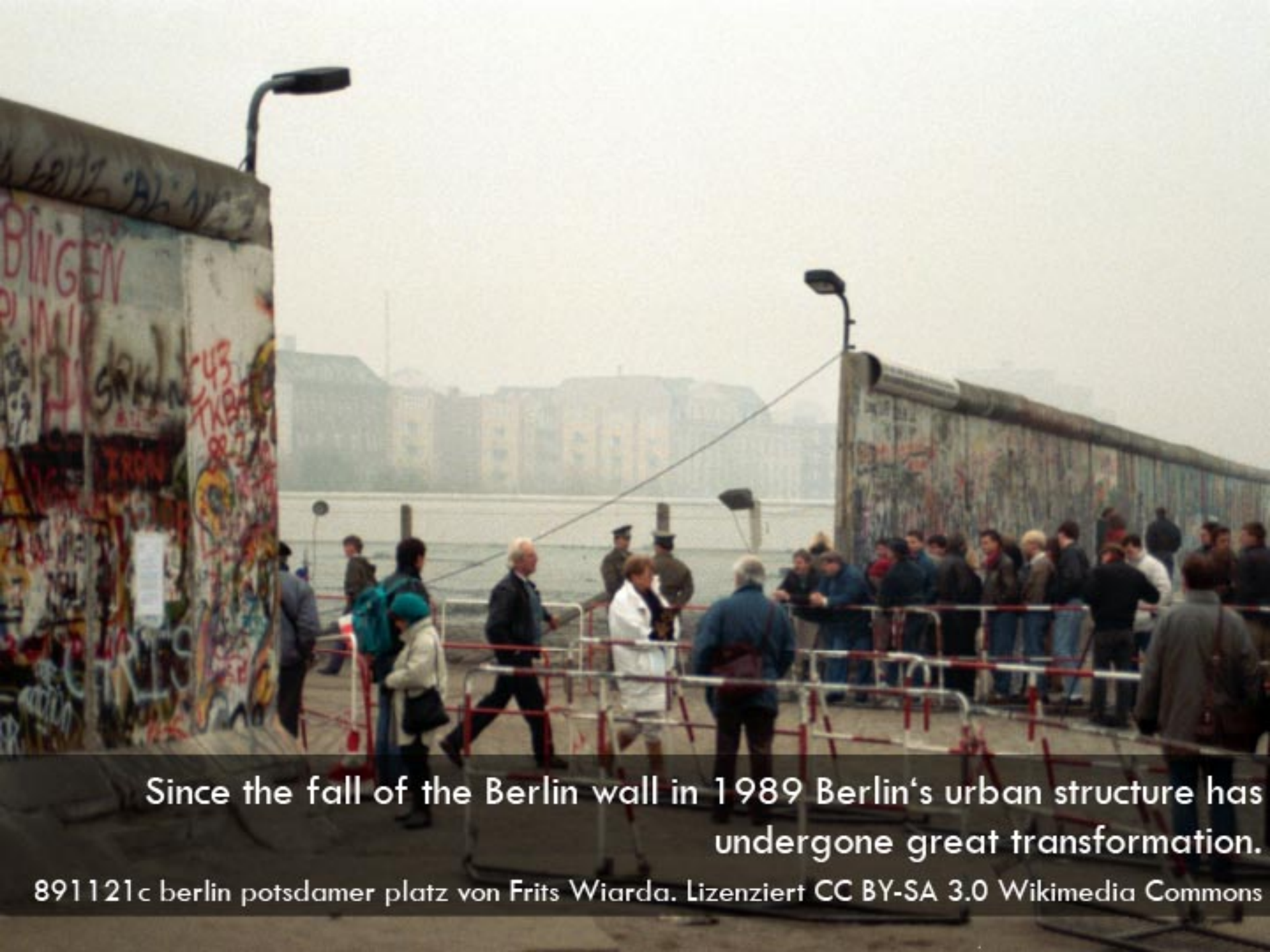




Since the fall of the Wall in 1989  
Berlin has regenerated large parts of  
the city using the tools of

- critical reconstruction and
- careful urban renewal





Since the fall of the Berlin wall in 1989 Berlin's urban structure has undergone great transformation.

891121c berlin potsdamer platz von Frits Wiarda. Lizenziert CC BY-SA 3.0 Wikimedia Commons





Brownfield sites e.g. along the river Spree were deteriorated. They were an important breeding ground for artists and the creative industries.

Along the River Spree 2013 | Photo: C. Polinna



„Careful Urban Renewal“ of former working class neighbourhoods  
created very attractive neighbourhoods.  
Oderberger Straße | Prenzlauer Berg | 2013 | Foto: C. Polinna





Foto: Cordelia Polinna



Berlin's city centre was regenerated to serve as the government and business district ...

Bundestag | 2013 | Photo: Cordelia Polinna





... and as a main attraction for tourists.  
Pariser Platz | 2013 | Photo: Cordelia Polinna





‘Critical reconstruction’ – reconstruction of the historic urban structure where buildings had been destroyed during the war or afterwards.

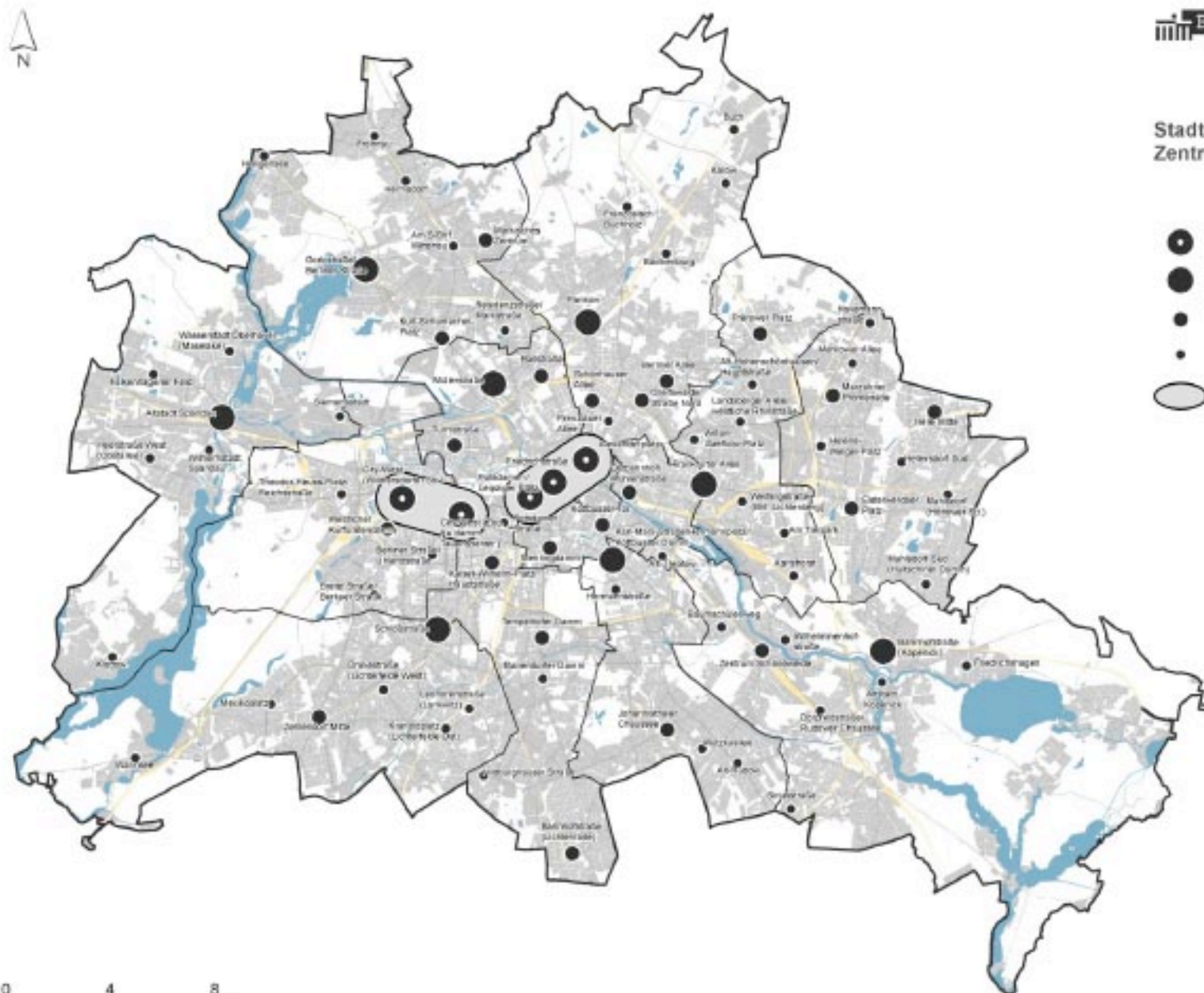
Townhouses Friedrichswerder | 2014 | photo: C. Polinna





Stadtentwicklungsplan Zentren 3  
Zentrenkonzept - Zentrenhierarchie

-  Zentrumsbereichskern
-  Hauptzentrum
-  Stadtteilzentrum
-  Ortsteilzentrum
-  Zentrumsbereich





In the late 1990ies it became clear, that inner city quarters with high numbers of unemployed people and migrants were struggling.

- Definition of 'areas with special development needs'
- Introduction of 'neighborhood management'
- Funding through ERDF and other federal and state programmes





Neighborhood management is run by small teams which are located in the area and link inhabitants with administrative bodies and other stakeholders.

Reuterkiez | 2015 | Photo: C. Polinna



# Entwicklungsindex Soziale Stadtentwicklung

## 2011

auf Ebene der Planungsräume (LOR)

Statistische Zusammenfassung von  
"Status-Index" und "Dynamik-Index"  
im Verhältnis 3:2



**Aktionsräume<sup>plus</sup>**

Gebiete ohne Zuordnung (13)

unbewohnte Fläche

01011401 Grenze und Nummer Planungsraum

Grenze Bezirk

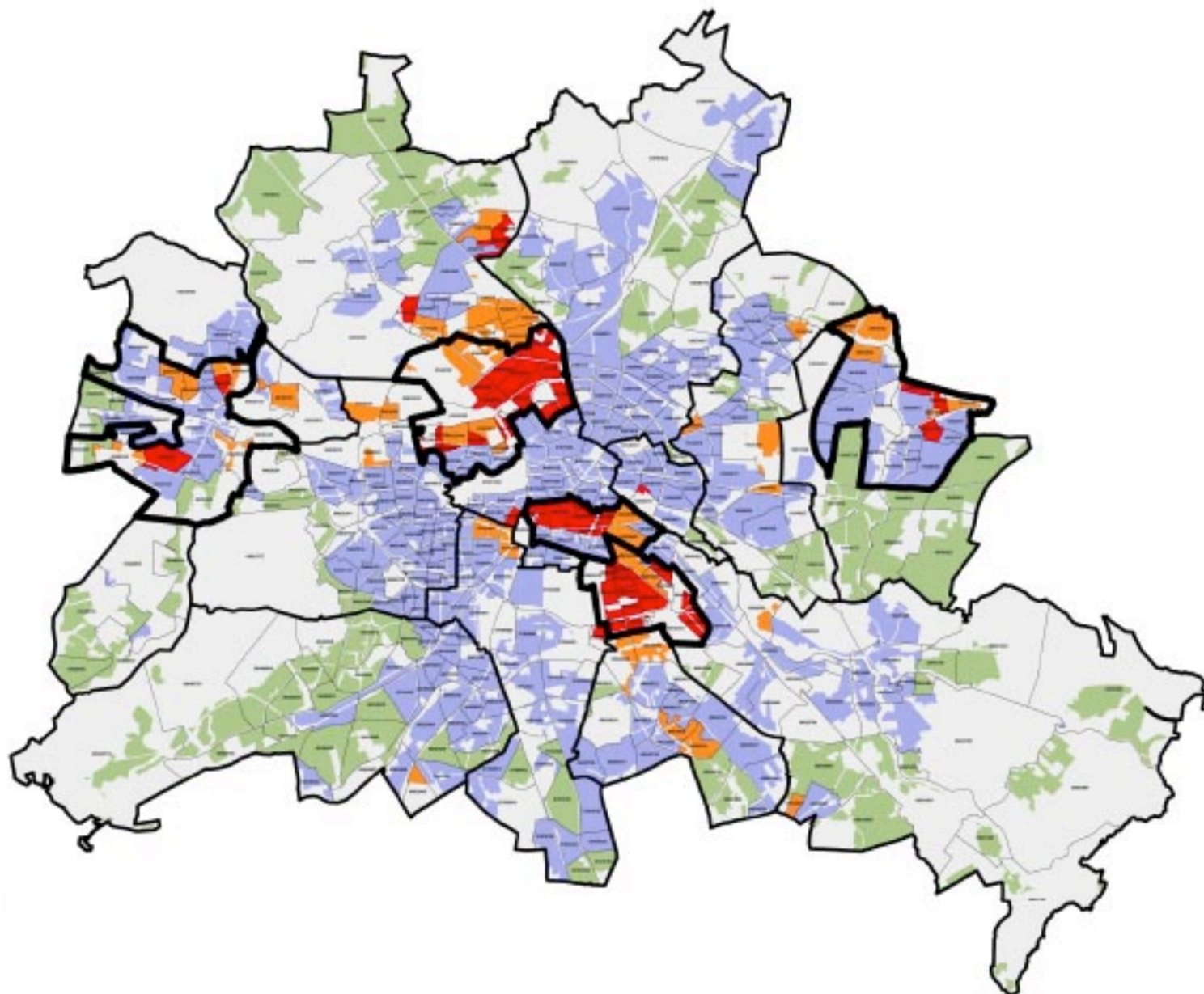
0 2000 4000 6000 8000 m

Datenquelle: Amt für Statistik DES, Senatsverwaltung für Gesundheit und Soziales  
Datum: 31.12.2010

Datenbearbeitung: nra urbana GmbH

Kartografie: 12/2011, SenStadtUmw I.A. 14

© Senatsverwaltung für Stadtentwicklung und Umwelt  
Referat I.A., Stadtentwicklungsplanung







Small projects aim to strengthen local businesses.  
Neues Kreuzberger Zentrum | 2012 | Photo: C. Polinna





Playgrounds and green spaces are being upgraded.  
Maybachufer | Neukölln | 2015 | Photo: C. Polinna



Public spaces are being improved to support local shops and strengthen town centers.

Alfred-Scholz-Platz | Neukölln | 2015 | Photo: C. Polinna








Counseling, education and childcare facilities are being improved.  
Hobrechtstraße | Neukölln | 2015 | Photo: C. Polinna





In certain areas the neighborhood management was very successful  
and the areas are now prospering.  
Pannierstraße | Neukölln | 2013 | Photo: C. Polinna



A photograph of a building facade with a light beige upper section and a dark red brick lower section. Four white-framed windows are visible on the upper level. Handwritten graffiti in black paint reads 'QM - Türöffner für Yuppies und Mietspekulanten'. In the foreground, a blue car and a white scooter are parked on a snow-covered street.

QM - Türöffner für Yuppies und Mietspekulanten

But not all people are happy with urban regeneration – they fear it prepares the city for speculative development.

Neukölln | 2010 | Photo: C. Polinna



In the past 2-5 years problems have shifted:

- Berlin is growing, rents are rising.
- The inner city is being gentrified.
- Deprivation is moving to other parts of the city.



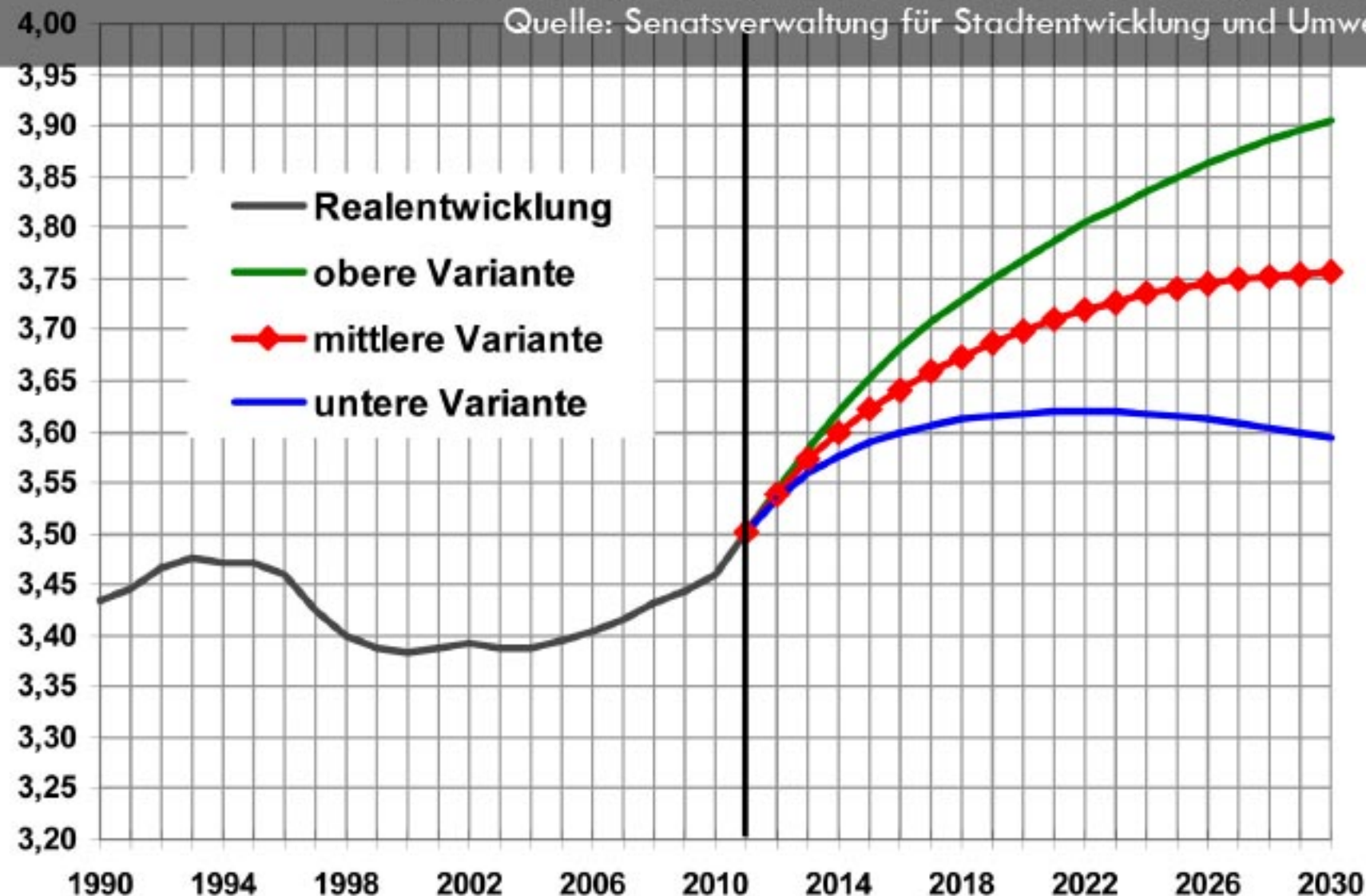
## Bevölkerungsentwicklung in Berlin 1991 – 2030

Realentwicklung bis 2011, Prognose ab 2012 in drei Varianten

in Mio

Berlin will grow by 250.000 inhabitants by 2030.

Quelle: Senatsverwaltung für Stadtentwicklung und Umwelt







Where shall all these new inhabitants live?  
Most people still want to live in the inner city, but not all can afford it.  
Marienburger Straße | Prenzlauer Berg | 2011 | Photo: C. Polinna



A large pink banner is held by a crowd of people at a protest. The banner features bold black text. The main headline reads 'STEIGENDE MIETEN' (Rising rents). Below it, a diagonal line of text reads 'SCHLUSS MIT DER PROFITORIENTIERTEN WOHNUNGSPOLITIK DES BUNDES UND IN DEN ANDEREN KREISEN' (End to the profit-oriented housing policy of the federal government and in the other circles). To the right of the main headline, there is a small logo with a hand holding a house. The background shows a crowd of people, some wearing hooded jackets, and a city street with trees and buildings.

**STEIGENDE MIETEN**

**SCHLUSS MIT DER PROFITORIENTIERTEN WOHNUNGSPOLITIK DES BUNDES UND IN DEN ANDEREN KREISEN**

Low rents are becoming a key political issue both on state and on federal level. Rent caps and funding programmes have been introduced.

Schillerkiez | 2010 | Photo: C. Polinna





Socio-spatial segregation is a huge challenge: People increasingly fear displacement to less attractive parts of the city.

Lichtenberg | 2012 | Photo: C. Polinna





Civil society protest against rising rents and eviction.

Protest von 'Kotti & Co' in Kreuzberg | 2012 | Photo: C. Polinna



Many Berliners are not content with the city's growth-oriented policy.

They fear growing influence of private investors and shrinking influence of the public sector.

Civil society initiatives gain relevance.



Berlin has been a very open city with a lot of space for experiments.  
These spaces are threatened by new developments.

Prinzessinnengärten Berlin | 2013 | Photo: Cordelia Polinna





## URBAN PIONEERS



Berlin: Stadtentwicklung durch Zwischennutzung  
Temporary Use and Urban Development in Berlin

## SELF MADE CITY

Bottom-up urbanism gains importance and international attention.  
Berlin's development model can be different from other cities – more  
people oriented.

Foto: Cordelia Polinna





There is growing unhappiness about any new development and all types of planning proposals.

Spree | 2013 | Photo: C. Polinna



# BerlinStrategy 2030

A new spatial development concept  
for a growing city





Berlin Urban Development Concept 2030: adopted in fall 2014  
 Vision | 2014 | Urban Catalyst Studio/SenStadtUm

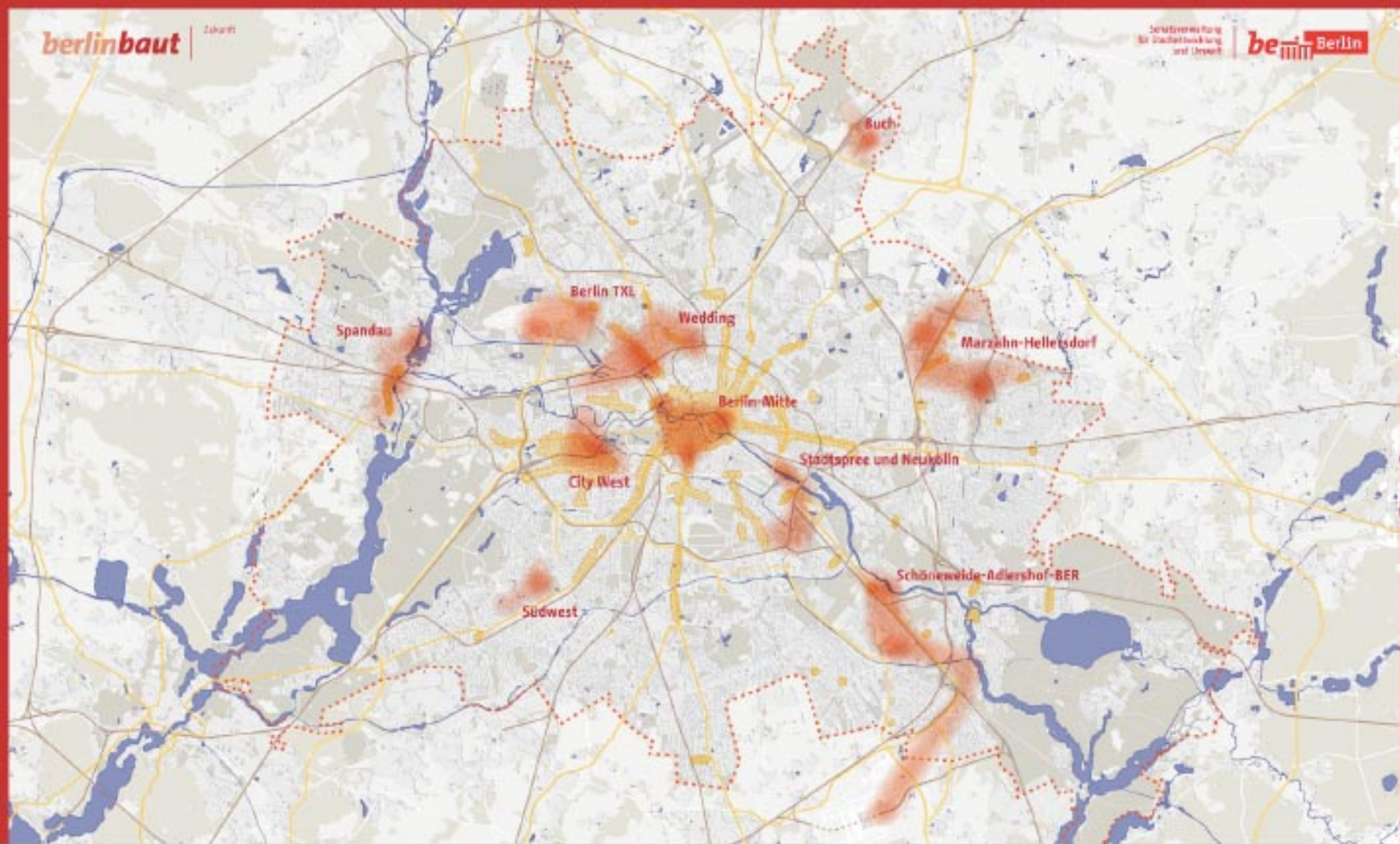




Public discussions with senators, politicians, experts and various stakeholders framed the production of the plan for almost 2 years.

Stadtforum April 2014 | Photo: SenStadtUm





The plan identifies 'transformation areas' where resources and funding will be pooled

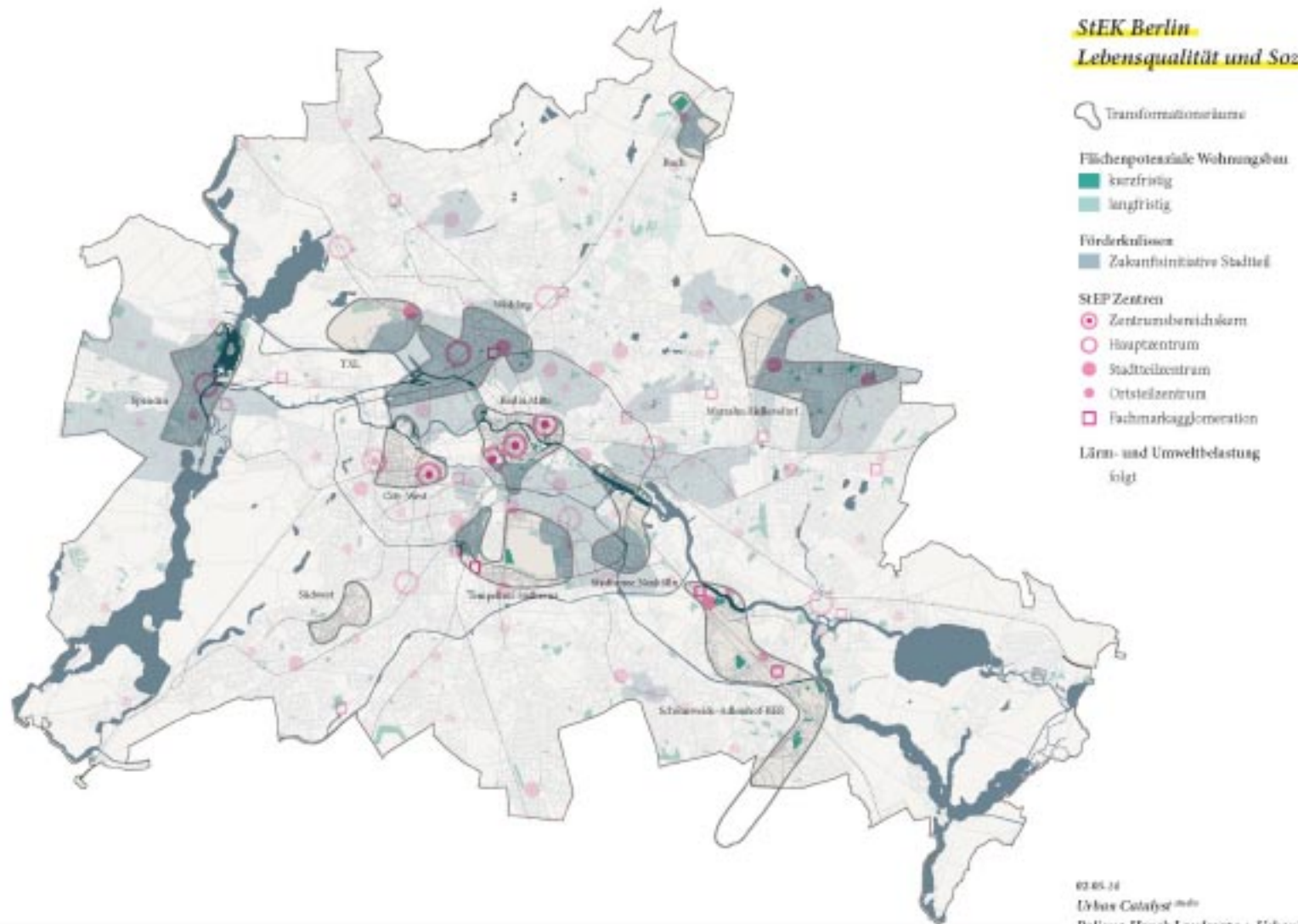
Source: SenStadtUm



What are the key strategies of the plan and how do they fit in with ERDF?



**StEK Berlin**  
**Lebensqualität und Soziales**



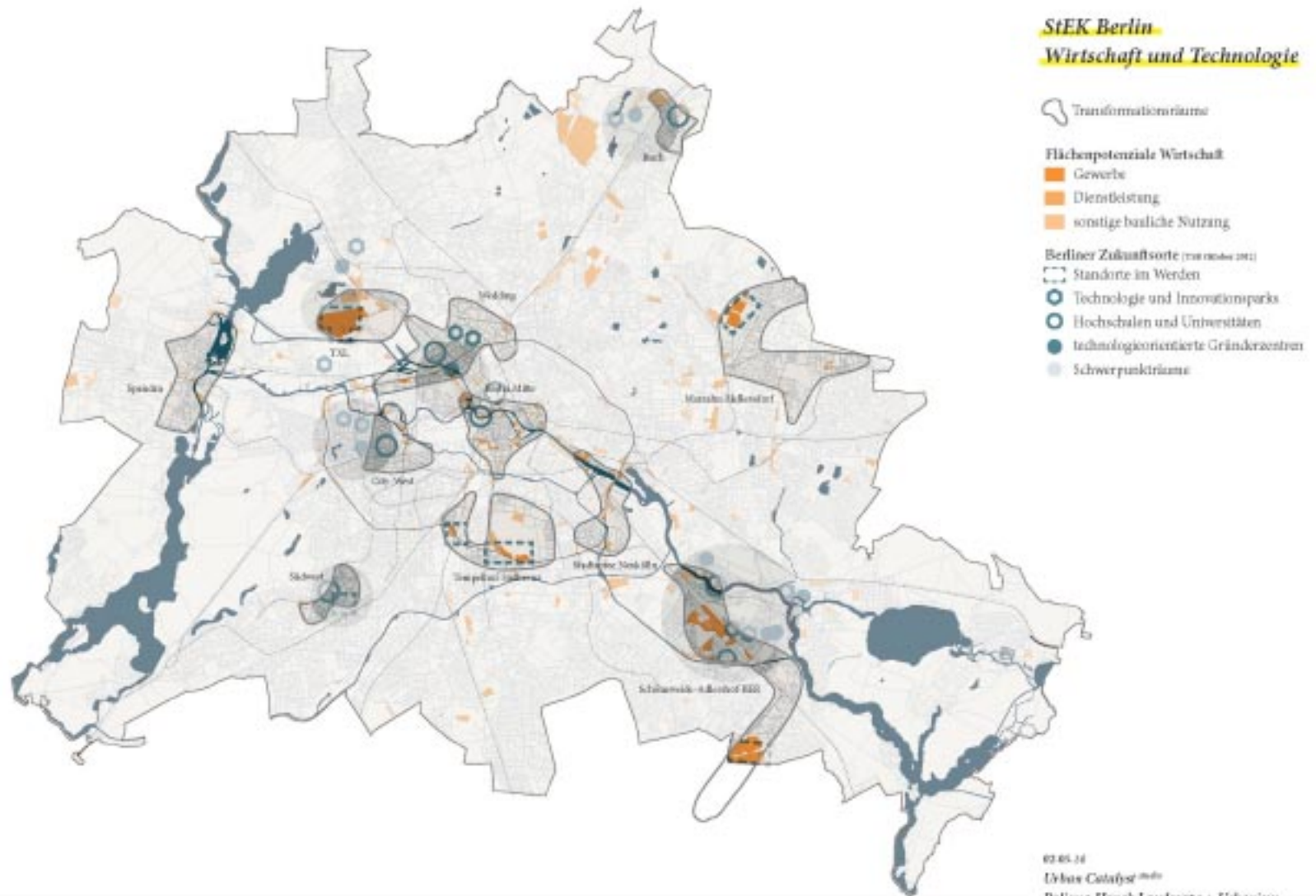
03.05.16  
 Urban Catalyst *studio*  
 Polinna Hauck Landscape + Urbanism

In the transformation areas sites for new housing but also deprived areas are concentrated.

Urban Catalyst Studio | Polinna Hauck Landscape Urbanism for SenStadtUm



**StEK Berlin**  
**Wirtschaft und Technologie**



In the transformation areas projects with high relevance to economic development, research and technology are concentrated.

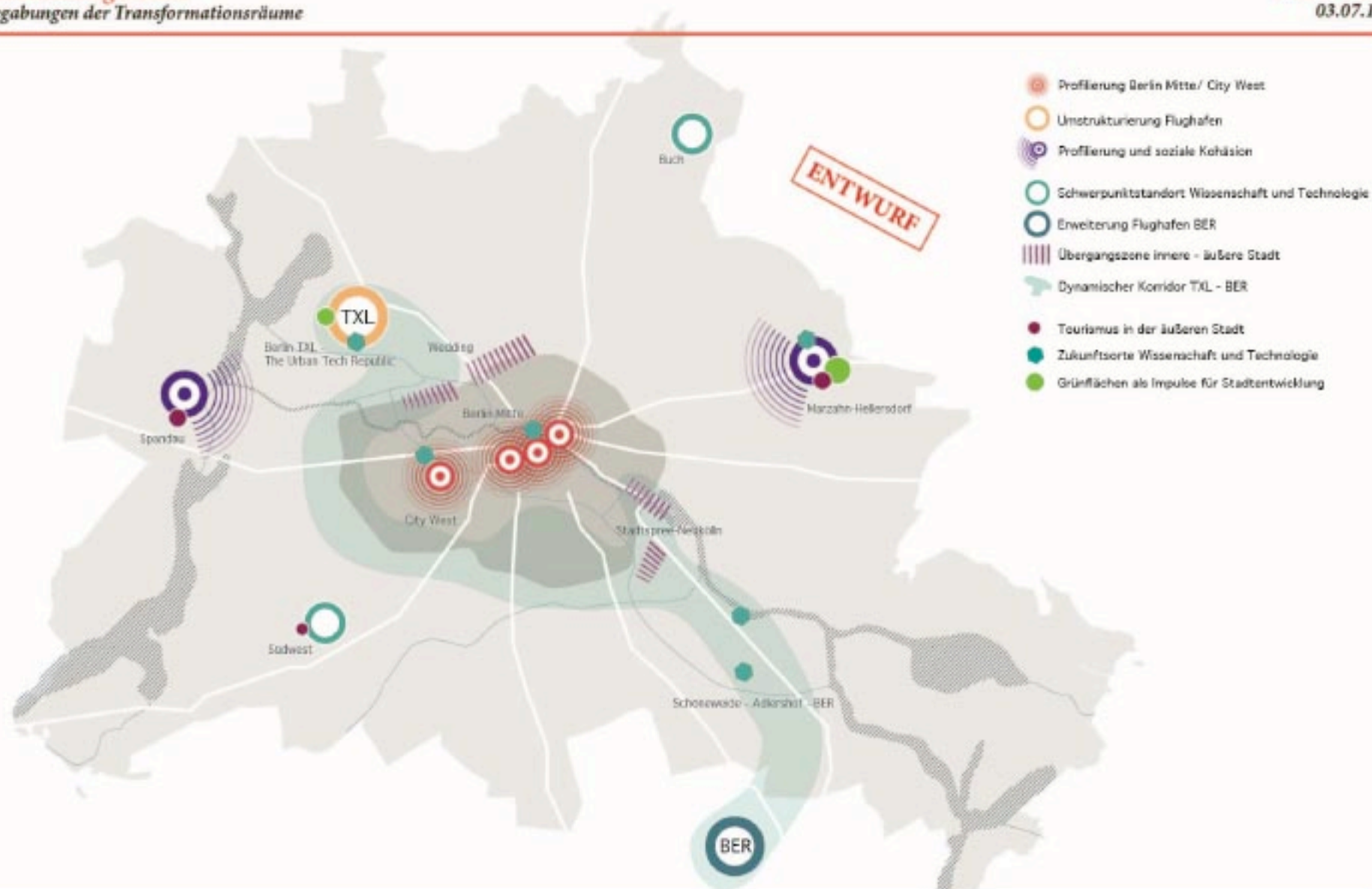
Urban Catalyst Studio | Polinna Hauck Landscape Urbanism for SenStadtUm



## Strategies

- Strengthen economy with knowledge and innovation and creativity
- Improve opportunities for education and qualification
- Develop livable and socially inclusive neighborhoods
- Adapt the city to climate change
- Strengthen Berlin's accessibility and city-compatible mobility



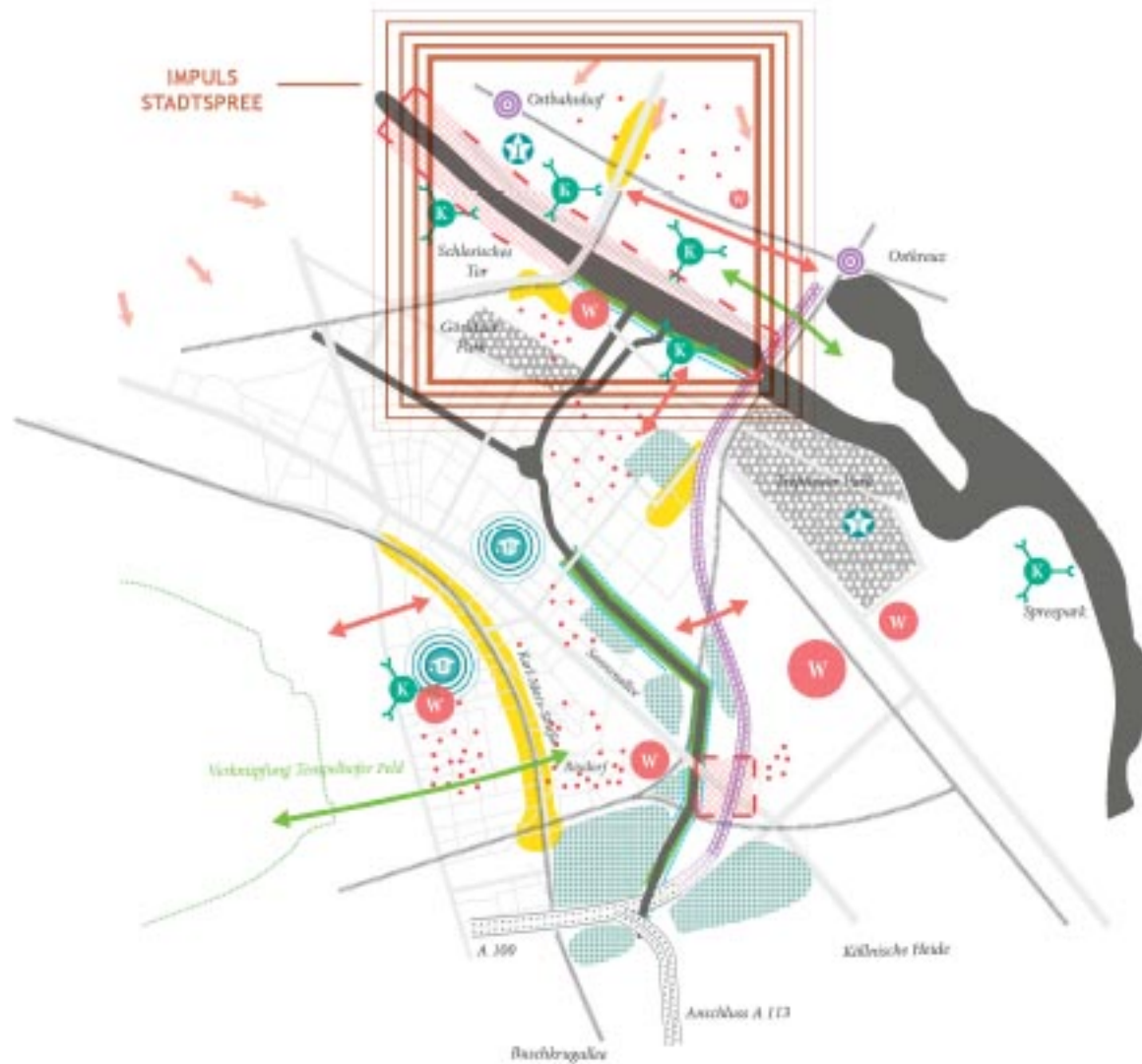




## City Fringe:

- Stabilize deprived neighborhoods
- Increase quality of natural environment
- Adapt areas to climate change





Transformation Area Neukölln-Stadtspreewald  
(city fringe)





The banks of the River Spree would benefit from a public footpath and more pedestrian crossings.  
Spree | 2014 | Photo: C. Polinna





Industry and infrastructural uses will be protected in order to 'keep Berlin working' and to retain workspaces in the inner city.  
Hafen Neukölln | 2010 | Photo: C. Polinna



Especially in the dense neighbourhoods in Neukölln deprivation, unemployment and social exclusion have to be addressed.

View from Neukölln to Mitte | 2013 | Photo: C. Polinna



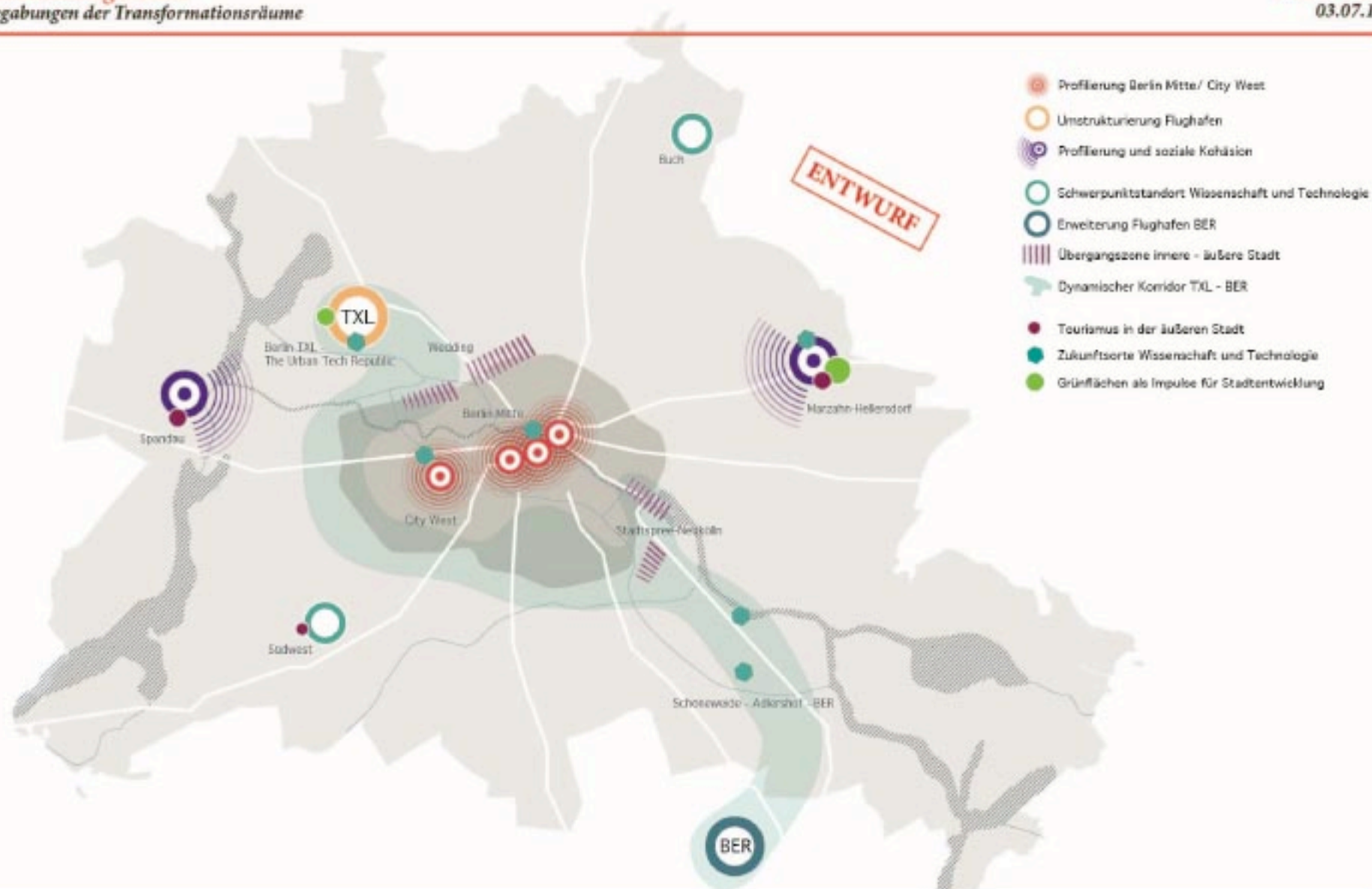


Shift of focus:

The Outer City gains importance:

- Stabilize deprived neighborhoods
- Increase quality of natural environment
- Improve sustainable mobility, reduce car-dependancy
- Support businesses and R&D facilities







## Gesamtindex Soziale Ungleichheit 2013

auf Ebene der Planungsräume (PLR)

Gebietsbezogene Überlagerung des Status-  
index (4 Gruppen) mit dem Dynamikindex  
(3 Gruppen) auf Ebene der Planungsräume  
zum Gesamtindex Soziale Ungleichheit  
(Status/Dynamik-Index) in 12 Gruppen.

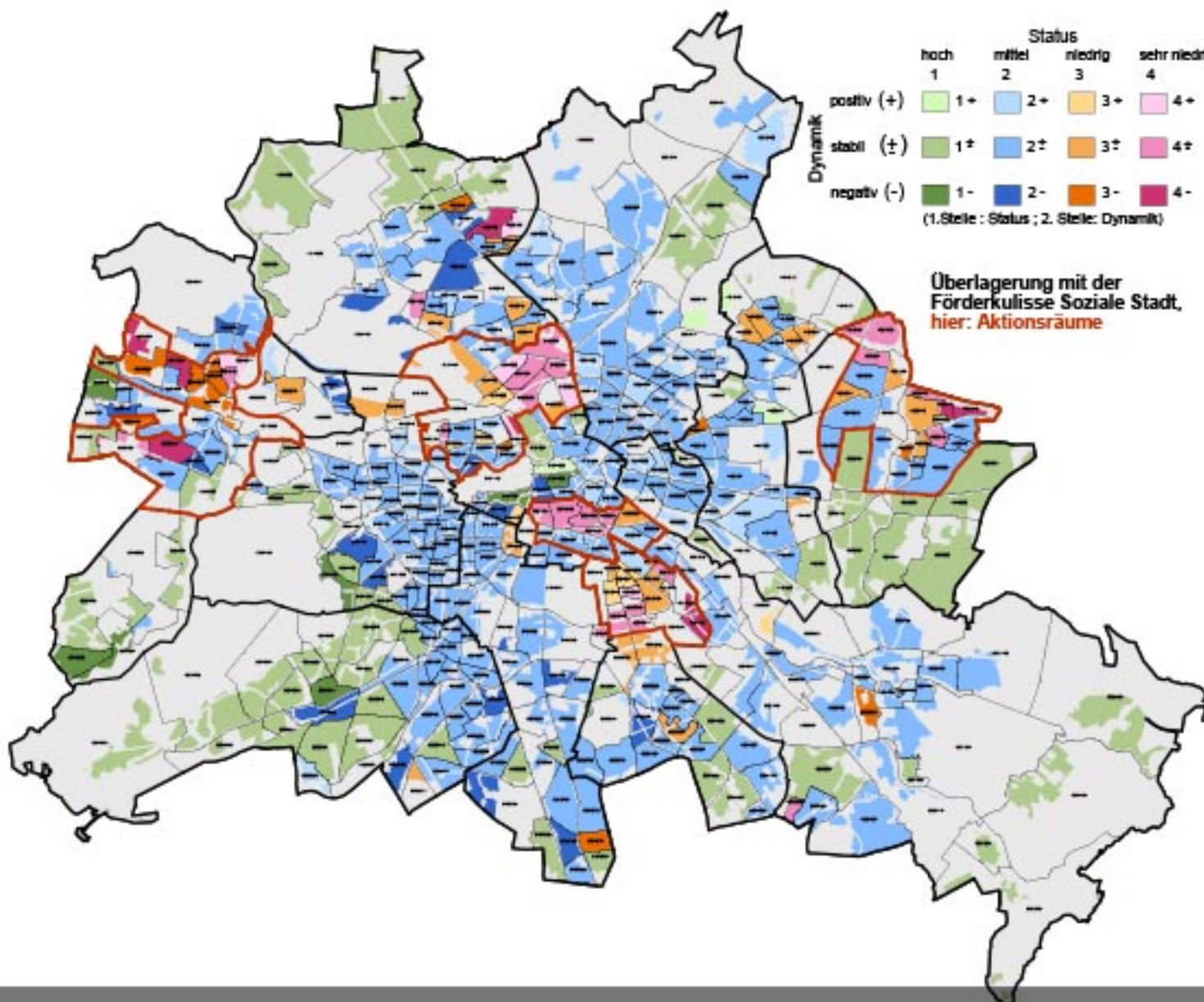
Planungsräume mit:

- 1+ hohen Status und positiver Dynamik
- 1+- hohen Status und stabiler Dynamik
- 1- hohen Status und negativer Dynamik
- 2+ mittleren Status und positiver Dynamik
- 2+- mittleren Status und stabiler Dynamik
- 2- mittleren Status und negativer Dynamik
- 3+ niedrigem Status und positiver Dynamik
- 3+- niedrigem Status und stabiler Dynamik
- 3- niedrigem Status und negativer Dynamik
- 4+ sehr niedrigem Status und positiver Dynamik
- 4+- sehr niedrigem Status und stabiler Dynamik
- 4- sehr niedrigem Status und negativer Dynamik

- Aktionsräume
- unbewohnte Fläche
- Gebiete ohne Zuordnung (13 PLR)
- 01011401 Grenze und Nummer Planungsraum
- Grenze Bezirk

0 2000 4000 6000 8000 m

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Datenbearbeitung: DHS / HCU / UHH  
Kartografie: 01/2014, Senatskanzlei LA 14  
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Politik LA, Stadtentwicklung



Monitoring results show clusters of deprivation in the outer city.  
Source: Senate Department for Urban Development





## Transformation Area Hellersdorf-Marzahn (city fringe)





Neighborhood management and other measures financed through ERDF shall prevent large-scale housing estates from further decline.

Marzahn | 2014 | Photo: C. Polinna





The outer city has to gain qualities regarding retail, mixed use,  
public space design, green space, transport etc.

Hellersdorf | 2012 | Photo: C. Polinna





An International Garden Exhibition will take place in order to create new high quality green spaces and add touristic attraction in the outer city.

IGA Proposal 2017 | geskes.hack Landschaftsarchitekten

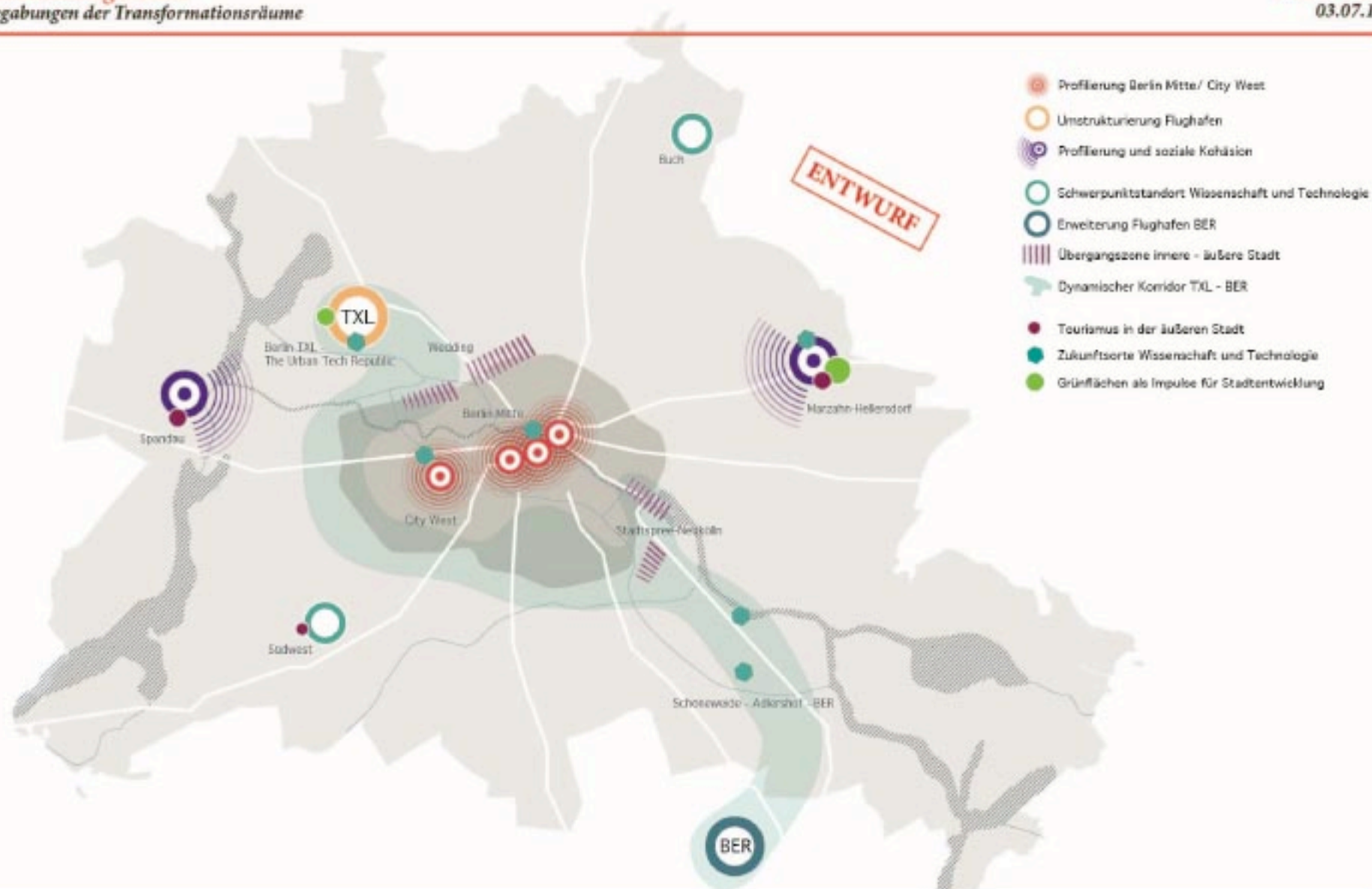


Public spaces will have to become less car-oriented and more pedestrian friendly in order to cope with peak oil and the aging society.

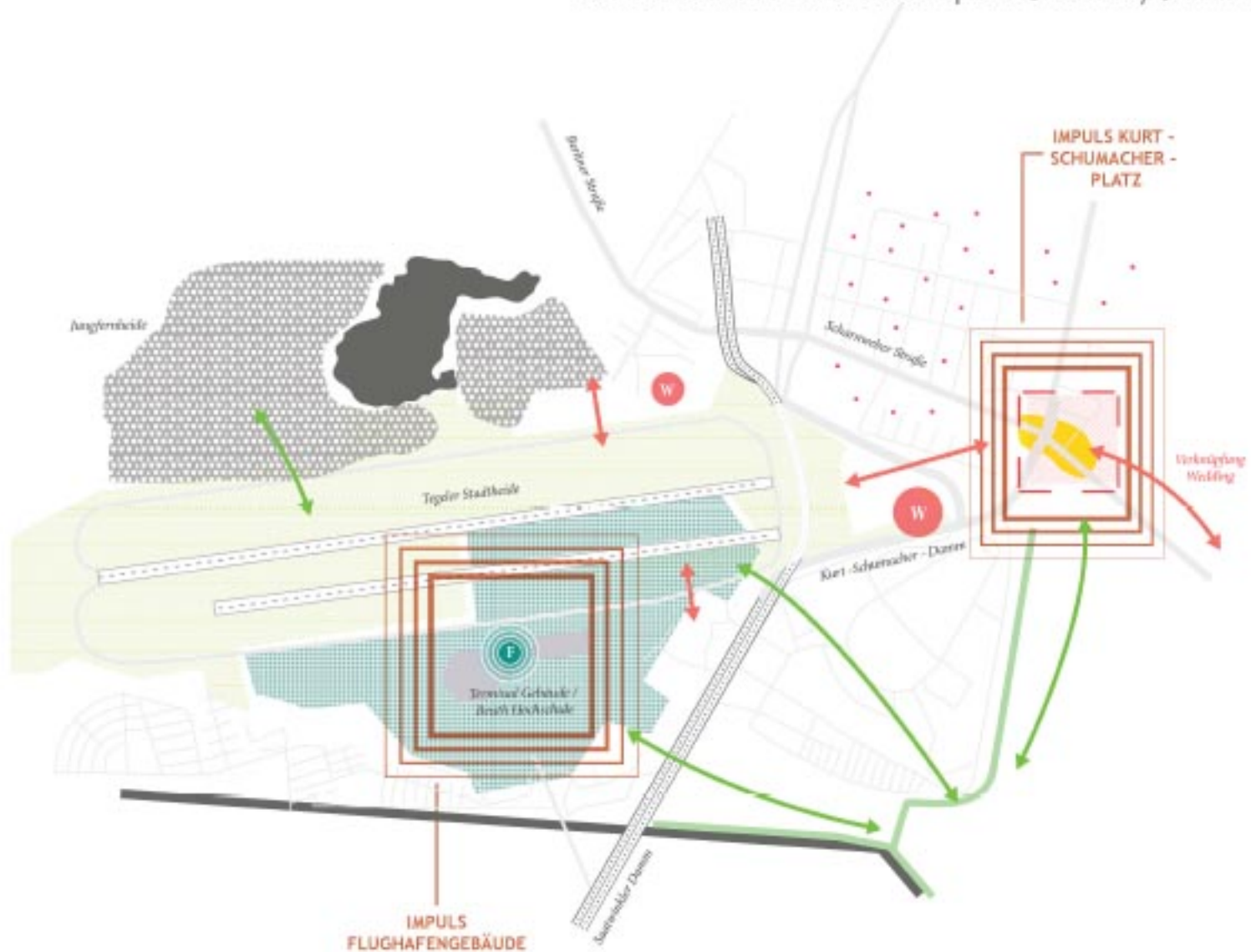
Prenzlauer Promenade 2013 | Photo: Mila Hacke











## Transformation Area Tegel Airport (outer city)





The airport will be turned into a centre for urban technologies/smart city and into a new living quarter with 5.000 homes.  
Tegel Airport | 2013 | Photo: C. Polinna





Urban Tech Republic Masterplan Proposal.

Source: SenStadtUm





Connections with adjacent Kurt-Schumacher-Platz will be improved.  
Underused building sites offer opportunities for new uses.  
Kurt-Schumacher-Platz | 2012 | Photo: C. Polinna



## Urban Development Concept Berlin 2030:

- Defines: where does Berlin want to be in 2030?
- Highlights the most important long term aims and strategies for Berlin
- Is an all departments involving process to integrate all policies
- Explains the target-oriented use of funding programmes e.g. ERDF
- Efficiently concentrates resources to strategic areas



Thank You!

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LANDSCAPE AND URBANISM