



Success Factors for Olympic Games in Hamburg as Beacon Project of European Urban Development

Mathias Kuhlmann

Paris

29th June 2017



Idea, Method and Results

- Idea: Learning from success and failure of previous Olympic Games as major urban development projects, partic. London 2012 - deduction of success factors for the Hamburg 2024 bid
- Method: Comparative study incl. online research, interviews and on site visits in Hamburg and London (plus Barcelona)
- Results: Recommendations during public debate prior to referendum on 29. November 2015 (participation in events, e-mails to involved authorities, politicians, planners, universities and bid company, newspaper article)







Legacy of London 2012

- Excellent new transport infrastructure serving 5 boroughs in East London (1.5 mill. residents), for cars, trains, bicycles and pedestrians (rapid trains, tubes, stations, bridges, pathes)
- Queen Elizabeth Olympic Park: 250 ha new green land incl. canals, ponds, play grounds, cafes, restaurants, ArcelorMittal Orbit, 5 new housing estates (10,000 flats), 3 new business parks: Westfield Shopping Centre (10,000 jobs), Here East TechPark (7,500 jobs), International Quarter (25,000 jobs)
- Olympic Stadium - Athletics / Football stadium (60,000 seats)
Aquatics Centre - Public sports and leisure pool (2,500 seats)
Copper Box Arena - Multi sport venue (7,500 seats)
Lee Valley Velo Park - Velodrome (6,750 s), BMX racing track









The Hamburg 2024 Summer Games Bid

- Urban Development: “Regeneration Games” on an island in the centre of the port (largest port of Germany), very close to the city centre (Hamburg: 1.8 mill. inhabitants, second largest city of Germany) - unique in the Olympic Games’ history!
- Location: Opposite to HafenCity (largest European inner city urban development / waterfront project, under construction since 2001), adjacent or close to deprived neighbourhoods (St. Pauli, Rothenburgsort, Veddel, Wilhelmsburg, Harburg)
- OlympiaCity: Stadium (60,000 s), Aquatics Centre (17,000 s), Multi Purpose Arena (15,000 s), Athletes’ Village and Park



Legacy of Hamburg 2024 (I)

- Improved infrastructure for (public) transport, bicycles and pedestrians (rapid trains, tubes, stations, bridges, pathes)
- OlympiaCity: 104 ha very attractive, inclusive and sustainable new urban district at an excellent inner city / port location
- 8,000 new flats for 18,000 residents (1/3 social housing), two parks, shops, business space, services, modern sports facilities, social infrastructure (e.g. child care, elderly care)
- 7,000 new jobs at OlympiaCity plus thousands of additional new jobs through city-wide long-term economic impact induced by increase of (international) tourism and investment



Legacy of Hamburg 2024 (II)

- Olympic Stadium: Athletics stadium (20,000 seats) plus 400 flats on terraces with a magnificent view of the city's skyline
- Aquatics Centre: Public sports and leisure pool (2,000 seats)
- Multi Purpose Arena: Multi Purpose Cruise Hall
- Critical points: Referendum too early, involvement of the port, balanced mixed-use development, too high building density?
- Key question: Do all residents really benefit from the legacy, including those communities in the nearby disadvantaged neighbourhoods, does it really improve their living conditions?



Lessons Learned / Success Factors

- Olympic and Paralympic Games must leave behind beacons of integrated urban development, comprising a wide range of urban issues, interest and stakeholders, EU- and worldwide
- The staging of the twice two weeks mega event should be financed by the local and worldwide audience (income from ticket sale, tv and internet coverage, commercials, sponsors); the majority of the investment for the infrastructural legacy should be financed by the national government
- Key issues: High-quality transport infrastructure, affordable housing / avoidance of gentrification, good jobs, civil participation; economic, social and environmental sustainability



Thank you very much for your attention!

Mathias Kuhlmann

Tel.: 0049 - (0)30 - 49 78 37 45

0049 - (0)172 - 58 14 989

E-Mail: mathias_kuhlmann@yahoo.de

Internet: www.linkedin.com/in/mathias-kuhlmann-773167a2/