

ENTER.HUB Rostock - Local Action Plan

AN URBACT II PROJECT



1. City context

Definition of the initial problem/ policy challenge

Spatial Context: City Center ← **Central Station** → Südstadt

- **central railway station:** general modernisation in 2003, no further development
- Rail tracks work as a barrier
- car parking and bike parking problems increasing
- Directly between Südstadt buildings and train station: vast empty plots – in the 1960s foreseen and reserved for central urban functions (+ vacant industrial buildings and Stadthalle)
- **Südstadt:** large-scale housing from the 60s (monofunctional, green, ageing population) AND university campus



1. City context

Definition of the initial problem/ policy challenge

Main challenges of Enter HUB

- 1. Upgrading of southern railway station area as a passenger traffic hub*
- 2. Utilisation of location advantage as a hub for the creative entrepreneur scene, addressing University-milieus as well as creatives and freelancers of the surrounding "Regiopol" region, catering the needs of the University and creative milieus in Rostock*
- 3. connecting the Südstadt to the city center*



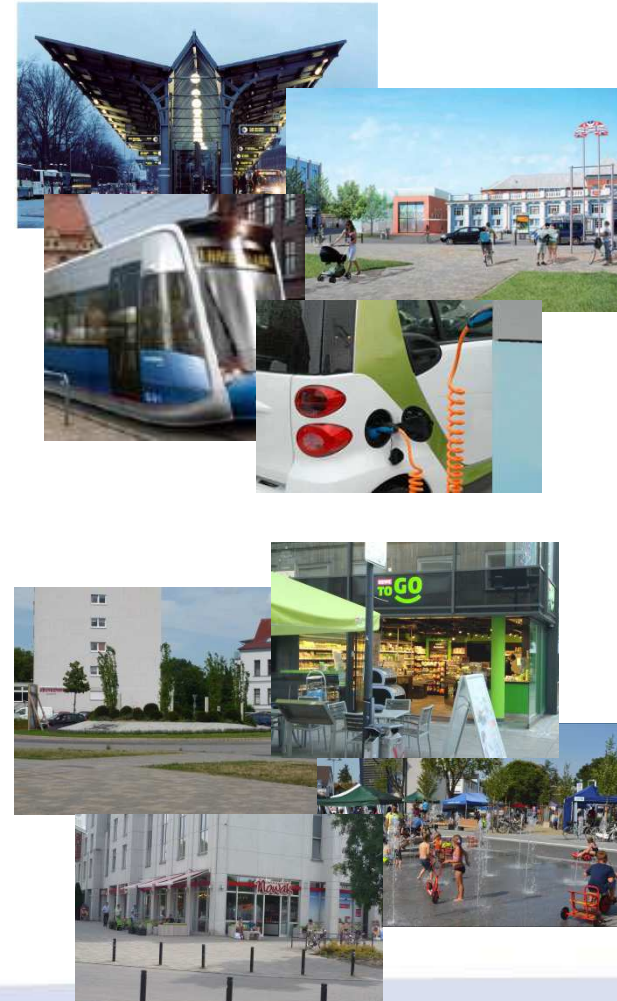
1. City context

Definition of the initial problem/ policy challenge

Main challenge of Enter HUB (1)

Upgrading of southern railway station area as a passenger traffic hub

- *Integrated intermodal traffic: short and stepless ways, integrated ticketing, integrated information systems and services; priviligation of foot- and bike and public traffic, e-mobility, Berlin-Rostock-Copenhagen connection*
- *Stay qualities in a human dimension → business improvement examples from the northside are the new designed traffic round about; new coffee shop and bakery, “railway station lunch feeling“*

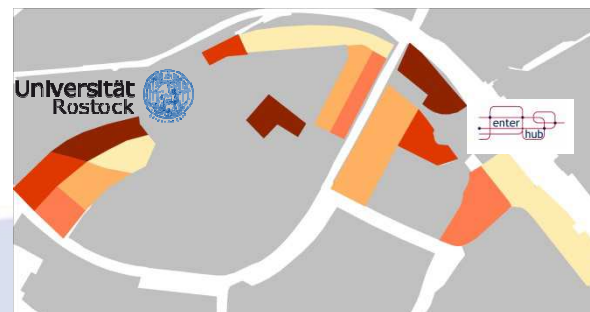


1. City context

Definition of the initial problem/ policy challenge

Main challenge of Enter HUB (2)

- *Utilisation of location advantage as a **hub** for the creative entrepreneur scene, addressing University-milieus as well as creatives and freelancers of the surrounding “Regiopol” region, catering the needs of the University and creative milieus in Rostock*
- *potential analysis, benchmarking, creation of positive intellectual atmosphere = support by key persons, transformation of a gardener area into a Rostock´s creative milieu supportive special area*



1. City context

Definition of the initial problem/ policy challenge

Main challenge of Enter HUB (3)

connecting the Sdstadt to the city center by a bucket of interventions like:

- directional system*
- bicycle highway*
- Sdstadt boulevard*
- connection between students dwelling quarter and faculty of economy with Sdstadt Campus by bridge and new tunnel*



2. Focus and objectives: Creative Hub

Creative Milieus in Rostock*:

- Creative enterprises are spreading along the inner city banks of the Warnow and KTV (inner city district)
- Südstadt is at the moment not considered a desirable location for cultural entrepreneurs, BUT...
- IT and digital media companies are more dispersed – science and university oriented stakeholders are interested in a development of the site south of the train station
- In general the creative milieus in Rostock have an optimistic spirit; desire to be engaged in the city; some lack markets and distribution, international buzz.

A new hub has to address the following needs:

- Flexible space for early stage startups, facilitating access to markets, networking with clients and partners, (international/interregional) visibility; strong links to University and existing startup-centres (especially towards the direct surrounding of Rostock)

* Demand and potential analyses Aug-Dec 2014

3. Actions / schedule 1/2

- A **potential and demand analysis** was conducted for specifying goal III – the creative hub south of the train station
 - = start of the **dialogue** about a possible development (Aug. – Dec. 2014).

Next Steps:

- Presentation of the results of the demand analysis in Rostock in form of a workshop in Feb./March 2015.
- Setting up an e.g. INTERREG project for the development of the detailed concept for a creative hub in Rostock (program targeted: INTERREG V A South Baltic or alternatively “Kommune Innovativ”^{*}).
- The development of a creative hub is to be considered in the Wissenschaftskonzeption (Masterplan Science) in 2015 (→ synergies with other developments).

^{*}program of the Federal Ministry of Science and Education Germany.

4. Funding scheme

Our approach: we have enough funding, but at first we have to define the urban development aim.

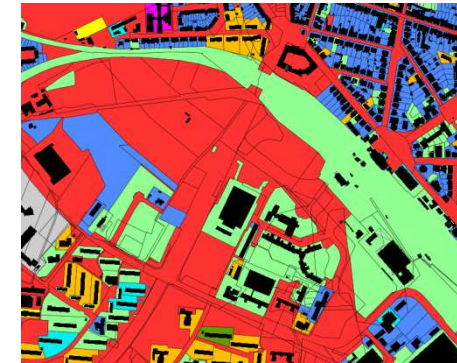
With our LAP we contribute to definition to binding planning and development aims. A wide public and political discussion will follow. After that it is the right time to search for optimal funding.

To enable further investigation, planing and communication a Interreg project (ERDF funded) seems to be nessesary. Also it seems possible to use city and university / region own grants; may be ERDF (technical support) from our region.

Summarizing: We are (Rostock) the land owner. Each excellent idea gets grants and bank credits (by city owed bank); also private investors like to be involved.



HANSESTADT ROSTOCK



Red=owner Rostock



5. Framework for delivery

- The City of Rostock is responsible for the communication of the results of the demand and potential analysis (supported by thematic expert/external consulting);
- The conception and application process of an INTERREG project is coordinated by the City of Rostock.
- Within the scope of the LAP a circle of **key stakeholders** was defined (e.g. University, surrounding businesses) who can serve as a steering committee in the future to advise and accompany the INTERREG process.

6. Description of the process

The URB ACT ENTER.HUB project and the resulting LAP gave substantial inspiration, knowledge and research resources for the planning process.

In particular:

- SUPSI Lugano served as inspiration and reference for the development of a creative hub in Rostock;
- The process of narrowing and specification of the development goals was set up together with the partner towns and the thematic expert for economy;
- The demand and support analysis for a creative hub helped involving key stakeholders in Rostock, and will lead to a demand driven development (asking potential users and stakeholders about their needs and demands).

7. Risk analysis

Risk 1:

Uncertainty about the developments in the surrounding Südstadt area (Stadthalle, Dieselmotorenwerk, demographic changes in the neighbourhood);

Risk 2:

Lack of critical mass for a new creative hub (redundancy of supply in Rostock and the near surrounding with existing Technology centres and incubators, creative places);

Risk 4:

There is no “recipe” for creating a creative milieu, the process generally has a low external steering capacity;

Risk 5:

The management structure as of such a creative hub can be a risk itself. This can be due to the challenges of a very heterogeneous user and management structure (diverging interests and commitment).

Conclusions

From URB ACT and INTERREG project Rostock's planner learned: make a spatial plan, add it with action-, communication and funding plan.

In the ENTER.HUB project we are in the excellent situation, because we are land owners, we have planning autonomy to create in a very early stadium of planing aim definition a complexe development strategy.

Now we implement in step 2 –basing on LAP- a wide discussion and political decision making process, no high risks given. Our suggestions has to find an appropriate position in the city development project ranking list. Evaluating the 1990s: we prefer public and non profit investments.

Realisation happens sooner or later, defenitely not before 2018 – the 800th aniversary of Rostock.



Grazie Thanks
Danke **Merci** Gracias
Ευχαριστώ multumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tänan kiitos köszönöm aciu
Tack děkuji paldies
nizžik ħajr dank u wel