DIVERSITY IN NEUKÖLLN

MAINTAINING OR CREATING ACCESSIBILITY (FOR A DIVERSITY OF SOCIAL GROUPS)
IN A GENTRIFYING CENTRAL NEIGHBOURHOOD IN THE CASE OF BERLIN

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INTRODUCTION

CONTEXT
CURRENT TRENDS
CURRENT TRENDS IN BERLIN

GENTRIFICATION
THEORY
AND IN THE CASE OF BERLIN

PROBLEM STATEMENT

GRADUATION PLAN
CURRENT TRENDS

Increasing consumption of places and events
Neoliberal city: competing cities

→

City as a brand
Public space: made more attractive and safe; privatization

Goal is attracting a certain public
Threat to open city ideals
CONTEXT: BERLIN 90’S
Figure 5: City marketing 1990s. Source: Own Image, adapted basemap http://fbinter.stadt-berlin.de/fb/index.jsp
CONTEXT: BERLIN 90’S
Part 1 INTRODUCTION

'89 FALL OF THE WALL

'91-'93 Olympic city

'93-'96 Experimenting with large-scale image campaigns

'96-'01 Das Neue Berlin

'99-’00 New Berlin 5 strengths

04-'11 Pushing the ‘discursive urban frontiers’

‘95 Four key sites

Promotion of cultural consumption

Berlin as global service metropolis

‘94-’01 Golden years of city marketing

‘04 Tourism marketing

‘04 Twelve Times Berlin

‘07 ‘Cultural tourism marketing’ featuring Memorial

‘08 Be Berlin

‘09-’10 added: Be diverse / the place to be

‘11 sub-campaign: Be Berlin international!

CITY MARKETING BERLIN

Figure 10 Timeline with key projects (as marketing) Source: Own Image
GENTRIFICATION

START:
WELL-EDUCATED ECONOMICALLY
STRUGGLING COUNTER-CULTURAL
TYPES
NO/LITTLE
DISPLACEMENT

1. CULTURAL PROFESSIONALS; PUBLIC OR ARTS SECTOR; LIBERAL VALUES OF TOLERANCE & Egalitarianism
   -> OWN HOUSES & RENOVATE INCREASE IN HOUSE PRICES!! (STILL RELATIVELY INEXPENSIVE)

2. PEOPLE WITH MONEY + DEVELOPERS AND PROPERTY INVESTORS
   -> REHABILITATE & SELL

3. MOST AFFLUENT BUYERS
   DECREASE IN DIVERSITY!
   DISPLACEMENT!
MIDDLE-TO-UPPER-MIDDLE CLASS NEIGHBOURHOOD

Figure 11 own source, formed with information from Smith, 2002 Shaw, 2008
GENTRIFICATION: WAVES

(60s - 70s)
lower socio-economic status → higher
housing tenure: rental → owner
“Rediscovery” sporadic, small neighborhoods
GOVERNMENT: + buy & improve properties
+ restoration funds
+ easing access to home ownership

(late 70s - 80s)
neighborhood → real estate frontier
widespread market-led
GOVERNMENT: + private sector
RESISTANCE!!

(90s -)
expanding in a more comprehensive way
large-scale developers
NEOLIBERAL GOVERNMENT + + +

Figure 12. own source, formed with information from Smith, 2002 Shaw, 2008
INCREASING RENTS

HIGHEST RENT INCREASE SINCE 2008 WAS 82% (IN NEUKÖLLN)

2007-2013 CHANGES IN RENT

SOURCE: IBB-Wohnungsmarktbericht 2013

2011-2013 CHANGES IN RENT (MEDIAN)
PROTESTS
DILAPIDATED HOUSING STOCK (IN PARTICULAR IN FORMER EAST)
POSSIBILITY OF EXISTENCE OF ‘RENT GAP’

INCREASING POPULATION & SMALLER HOUSEHOLDS
PRESSURE ON HOUSING MARKET

OUTWARD MOVEMENT OF INHABITANTS & NEW INHABITANTS IN CENTER
POSSIBILITY OF EXISTENCE PIONEERS & DISPLACEMENT

GOVERNANCE STIMULATING PRIVATE INVESTMENT AND OWNERSHIP
CONTRIBUTING TO GENTRIFICATION

INCREASING RENTS
PROTESTS AGAINST GENTRIFICATION AND NEOLIBERAL GOVERNANCE
CURRENT TRENDS:

CITY AS A BRAND

CHANGES OF PUBLIC SPACE

GENTRIFICATION PROCESSES IN INNER CITY

ENCOURAGING SEGREGATION IN TERMS OF PROPERTY VALUE AND AGGLOMERATION EFFECTS; THE FINAL STAGE OF GENTRIFICATION LEADS TO LESS DIVERSITY.

THE GOAL IS ATTRACTING A CERTAIN PUBLIC: AN ECONOMICALLY ATTRACTIVE PUBLIC. THIS GOAL SHOULD NOT BLOCK THE AIM OF TRYING TO CREATE ACCESSIBILITY FOR EVERYONE.

THESE TRENDS ARE ALSO VISIBLE IN BERLIN.
Part 1 INTRODUCTION

Prenzlauer Berg
1st gentrification area
early 90s demonstrations

Pankow
2014 mieterforum - meetings for

Friedrichshain
2009 - now
car burning & squatting

Kreuzberg
2011 - now
car burning against gentrification

Mitte
90s gentrification

Neukölln
2012 - now
car burning & protest against gentrification

“Hipster Antifa Neukölln”

100% Tempelhofer Feld
2012 - now

PROTESTS

Figure 20. Trend. See sources fig. 1.31 and Holm, A. 2010 gentrification.wordpress.com, adapted.
Figure 21  Trend with rents and with city marketing/key projects. Source: Own map with information from Holm, A. 2010, gentrificationblog.wordpress.com, http://fbinter.stadt-berlin.de/fb/index.jsp; Colomb, 2012
THE CONCEPT OF THE RIGHT TO THE CITY

DEMONCRATIC REDISTRIBUTION OF SURPLUS VALUE;
CITIES FOR PEOPLE, NOT PROFIT.
ACCESS TO THE (BENEFITS OF THE) CITY
THROUGH INCLUSIVITY AND PARTICIPATION

AIM FOR INCLUSIVITY, BY MEANS OF:
ACCESSIBILITY OF THE CITY CENTER FOR A DIVERSITY
OF SOCIAL GROUPS

RESEARCH THE RELATION BETWEEN ACCESSIBILITY
AND DIVERSITY IN USE OF THE INNER CITY.

MAINTAIN THE CENTRAL FUNCTION OF THE CITY
CENTER

Figure 23. Source: Nina Hüpen-Bestendonk, http://assets.vice.com/content-images/contentimage/no-slug/d814a851701f37562ac4308814e7b5f.jpg
RESEARCH QUESTION

How to stimulate/maintain accessibility for a diversity of social groups in a central gentrifying area [in the case of Neukölln, Berlin]?

OBJECTIVE

Create a strategy for the city of Berlin to maintain and/or stimulate diversity in user groups and accessibility to different social groups to the inner city, with policies, building regulations and spatial interventions.
CITY AND LARGER DISTRICT:

SPATIAL & SOCIAL ANALYSIS

NEUKÖLLN (AND PART OF ALT-TREPTOW)

SOCIAL & SPATIAL ANALYSIS

Figure 24 Source: Own image
Figure 25  Source: Own image
Figure 26  Source: Own image
SOCIAL ANALYSIS

41.1% INHABITANTS WITH MIGRATION BACKGROUND
22.3% FOREIGNERS  Both highest in Berlin

41.2 YEARS AVERAGE (BERLIN 42.8) Highest in Berlin
15.2% UNEMPLOYMENT (ESPECIALLY NORTHERN PART)
€ 1,765 AVERAGE MONTHLY INCOME PER HOUSEHOLD (BERLIN € 2,141) Lowest in Berlin
inhabitation length of at least 5 years:

- 70% - 80%
- 60% - 70%
- 50% - 60%
- under 50%

INHABITATION LENGTH

Figure 28  Source: http://fbinter.stadt-berlin.de/fb/index.jsp, adapted
unemployment (2013):

- more than 12%

Figure 29: Source: own image with information from http://fbinter.stadt-berlin.de/fb/index.jsp
IMMIGRATION BACKGROUND

Figure 30  Source: own image with information from http://fbinter.stadt-berlin.de/fb/index.jsp
Turkish and European (EU28) are always the biggest and 2nd biggest immigrant background in the area.

Figure 31 Source: own image with information from http://fbinter.stadt-berlin.de/fb/index.jsp
Figure 32  Source: own image
SPATIAL ANALYSIS | URBAN FABRIC

Figure 33  Source: own images
P5 Diversity in Neukölln | 31

Part 2 RESEARCH

SPATIAL ANALYSIS | PUBLIC FUNCTIONS

Figure 34: Source: own images
SPATIAL ANALYSIS | SPECIFIC FUNCTIONS

Figure 35 Source: own images
SPATIAL ANALYSIS | INFRASTRUCTURE

MAJOR INFRASTRUCTURE LINES

Figure 36  Source: own image
Figure 37  Source: own image
STRATEGY

Figure 38  Source: own images
INCREASING AND MAINTAINING THE ACCESSIBILITY

INCREASE AMOUNT OF CONNECTING PUBLIC PLACES OF MIXED-LIFE:
PUBLIC SPACES THAT ARE DIVERSE, DEMOCRATIC, INCLUSIVE AND MEMORABLE.

Figure 39  Source: own images
**Mixed -life:**

DIVERSITY IN USES AND IN USER GROUPS

(Mark Francis)

**Important qualities needed:**

- Physical framework for daily (known and unknown) activities and practices.
- Provide for appropriation
- Adaptable
- Public access
- Offer comfort, relaxation, active & passive engagement, discovery and fun

- > Stimulate gentrification

Figure 40 Tempelhofer Feld (in the project area) Source: Own Image
Figure 43  Source: own image
CURRENTLY:

- FEW PLACES FOR STAYING, PASSIVE & ACTIVE ENGAGEMENT.
- NOT MUCH SPACES FOR SPONTANEOUS ACTIVITY
- PARK NOT CLEARLY PUBLICLY ACCESSIBLE

Figure 44  Source: own images
CENTRAL LINE

Figure 45 A Market at the Karl-Marx Platz. Source: Own Image

Figure 46 Körnerpark is connected to the Hohes. Source: Own Image

Figure 47 Körnerpark is connected to the Hohes. Source: Own Image

Figure 45 A Market at the Karl-Marx Platz. Source: Own Image
Figure 48  Source: own image
Figure 49  Source: own image

CENTRAL LINE

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Part 3 STRATEGY & IMPLEMENTATION

CENTRAL LINE

Figure 52  Source: Own Image.
Figure 53  Source: Own Image.
LINES | THE ‘DISTRICT’ LAYER

ACCESSIBILITY:
FOR INHABITANTS OF THE AREA OR SPECIFIC USERS

ADDING DIVERSITY:
BECAUSE OF THEIR SPECIFIC CHARACTER

Figure 54  Source: Own Images.
Figure 55  Source: Own Images.
AREAS | THE ‘SPECIFIC’ LAYER

MAINTAINING AND CREATING DIVERSITY

PROTECTING
DistrACTION
(WITH NEW PROJECTS)

AppropriAtion
(THROUGH BOTTOM-UP PROJECTS
& AS ACTOR IN NEW DEVELOPMENTS)

Figure 56  Source: Own Images.
AREAS | ‘SPECIFIC’ LAYER

50% TO 70% LONG TERM INHABITATION
HOUSING PRICES NOT ABOVE AVERAGE

- NO NEW DEVELOPMENT
- BOTTOM-UP NEIGHBOURHOOD PROJECTS
- POLICIES AGAINST GENTRIFICATION

LESS THEN 50% LONG TERM INHABITANTS

- BOTTOM-UP PROJECTS

RENTS HAVE GONE UP & ARE GOING UP

- POLICIES AGAINST (FURTHER) GENTRIFICATION (ARE EXISTING IN SOME PARTS)
- NEW PROJECTS, IF POSSIBLE

Figure 57  Source: Own Images.
AREAS | ‘SPECIFIC’ LAYER

Figure 58  Source: Own Images.
Bottom-up projects: “They provide a diversity that fits within the idea of a democracy, that does not represent the common denominator (generic space; large-scale development), but ensures the differences and the public space in the city as a representation of the society in all its facets.” (van den Berg, 2013)
**AREAS | PROTECTION & DISTRACTION**

Erhaltungssatzung § 172

Composition of resident population is maintained

![Diagram](image)

Wohnungsgenossenschaften

- Cooperative in which:
  - Independent of costs, every member has one vote.
  - Renters become their own landlords.
  - Board consists of members of cooperation.

Figure 62: Source: own image with information from [http://fbinter.stadt-berlin.de/fb/index.jsp](http://fbinter.stadt-berlin.de/fb/index.jsp) and S. Pahl, Bezirksamt Neukölln von Berlin.
AREAS | THE ‘SPECIFIC’ LAYER

Figure 63  Source: Own Images.
AREAS | 1.

Keep the canal as border between the new ‘green’ generic line and the area.

No development on the new plot: use it for a bottom-up project within the area. Community garden, neighbourhood pavilion are options.

Figure 64 Source: Own Images.
AREAS | 2. SCHILLER PROMENADE

HIGHEST INCREASE IN RENT IN WHOLE OF BERLIN
HIGH AMOUNT OF PRIVATE HOUSING (FOR RENTAL)

Figure 65  Source: Own Images.
2. MAINTAIN PATH WITH LARGE TREES
SMALL PAVILIONS POSSIBLE:
MAX: 12x12x8
NEW PARK (LANE)

Figure 66  Source: Own Images.
Figure 67  Source: Own Images.
NEW MIXED URBAN AREA
TO PROVIDE FOR NEW USERS/SOCIAL GROUPS

Figure 68  Source: Own Images.
AREAS | EXTENDING THE URBAN AREA

- SMALLER URBAN BLOCKS
- DENSIFICATION

Figure 69 Source: Own Images.
AREAS | 3.

Figure 70  Source: Own Images.
AREAS | 3. EXAMPLE 1

EMPHASIS ON COMMUNITY SPACES, RE-USE OF EXISTING STRUCTURES

Figure 71 Source: Own Images.
AREAS | 3. EXAMPLE 2

EMPHASIS ON INDIVIDUAL SPACES,
NEW MORE TRADITIONAL TYPOLOGIES.
KEEPING INDIVIDUAL ALLOTMENT GARDENS

Figure 72  Source: Own Images.
AREAS | EXTENDING THE URBAN AREA

- Extension of existing specific lines
- Emphasis new line: green path along canal
- Repositioning current S-bahn

Figure 73  Source: Own Images.
AREAS | 3.

Figure 74  Source: Own Images.
Figure 75  Source: Own Images.
Max. building height: 20 m.
Ground floor: 4 m. for commercial spaces or public functions.

Figure 76  Source: Own Images.