

BREMERHAVEN IS MOVING TOWARDS THE WATER A NEW URBAN DISTRICT IS BEING CREATED























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THE "WERFTQUARTIER" - THE LARGEST URBAN DEVELOPMENT PROJECT OVER THE COMING YEARS

Dear reader,

The development of the "Werftquartier" in Bremerhaven is one of the most extensive projects to take place over the next 10 to 15 years. The "Werftquartier" project will create a new urban district with a mixture of commercial, residential, recreational, and research & development space covering around 140 hectares in the area of the northern "Fischereihafen", with around 3,000 residential units for more than 6,000 people, and around 4,000 jobs. What is being realised here is a sustainable quarter of the future with completely new approaches to mobility.

As a city, we are providing the planning requirements to create an urban area for new residential buildings and multi-use structures, as well as green and open spaces and transport facilities.

I am confident that the "Werftquartier" will make our city of Bremerhaven even more attractive for workers and residents. By involving a large number of citizens of Bremerhaven, we aim to achieve a high level of acceptance for this monumental project. The "Werftquartier" will also bring Bremerhaven closer to the water to the south of the Geeste river and make it an even more attractive city.

I look forward to working with you to help shape a new quality of urban development in our city!

Yours, Melf Grantz, Mayor of Bremerhaven



A UNIQUE PROJECT FOR SCIENCE AND RESEARCH

Dear reader,

A thriving scientific environment and major seaports are already defining features of our maritime city of Bremerhaven. Germany's most significant research organisations are located in the "Fischereihafen", and the "Überseehafen" is the backbone of the economy of our federal state and the entire North West.

With the "Werftquartier", Bremerhaven is focusing even further on water and science. For me, as Senator for Science and Ports, the development of the "Werftquartier" is therefore particularly close to my heart. The mixture of existing structures, buildings, and features with new, modern, innovative architecture and new approaches and ideas creates fresh, unique highlights that, from an urban planning point of view alone, provide sustainable added benefits.

With its location on the western periphery of the Geestemünde district, south of the city centre and only about one kilometre from Bremerhaven's main railway station, the "Werftquartier" with its envisaged unique science campus, the core of which is the main building and the new Technical Centre of the Alfred Wegener Institute, will be even more impressive than before and will provide additional opportunities for everyone. Working together, making use of synergies and sharing ideas with each other will take on a whole new meaning – and this is something I am very much looking forward to!

(3a)

Yours, Dr Claudia Schilling, Senator for Science and Ports



A VIBRANT QUARTER WITH A RECIPE FOR QUALITY OF LIFE

The "Schaufenster Fischereihafen", the "Klimahaus® Bremerhaven", the "Mein Outlet" Shopping Center, the German Emigration Center, the "Zoo am Meer" – All well-known places that people associate with Bremerhaven. Since it was founded in 1827, the maritime city has, over the years, evolved into one of the largest port cities in Europe and today stands for the maritime industry, the food sector, tourism, logistics, science, and renewable energy.

After the realisation of the "Havenwelten" almost 15 years ago, Bremerhaven is now taking another major step in urban development with the "Werftquartier". The new district is geared to become an attractive

place to live and work. Around 6,000 people will be able to live there, more companies will locate there and thousands of new jobs will be created.

The area was previously occupied partly by the industrial operations of the former Seebeck shipyard and is now being restructured from a pure industrial estate into a multi-faceted commercial and residential area. The business development agency BIS is acting as the project coordinator for the development of the "Werftquartier".



Dipl.-Ing. Nils Schnorrenberger, Managing Director of the "BIS Bremerhavener Gesellschaft für Investitionsförderung und Stadtentwicklung mbH"



A SHIPYARD SITE WASHIPYARD SITE





1896

It was Prussia that provided the basis for a seaport with the construction of the "Fischereihafen I", which responded to the increasing importance of the industrial processing of deep-sea fish. The area around "Fischereihafen I", where the "Schaufenster Fischereihafen" is located today, is part of the "Werftquartier".

1910

In 1910, Georg Seebeck successfully established the shipyard. Over the years, numerous new ships were built on the 124,000 $\rm m^2$ site with modern electric slipways and building docks. Repair work was also carried out here.

In 1911, the "Altes Eiswerk" at the "Fischereihafen I" were built. In the centre of the building were the offices, and in the two halls on the sides, plate ice was produced for fishing trawlers and for the storage of fish on land.

HISTORY





1960

1992

In 1897, at the end of the "Fischereihafen I", where the marketplace of the "Schaufenster Fischereihafen" is located today, a slipway was built by the Tecklenborg shipyard for the repair of fishing vessels and was later taken over by the Seebeck shipyard. In 1966, the entire complex was demolished. The Seebeck shipyard, where special ships, ferries and trawlers were built, continued to expand to the north around the "Werfthafen".

In the early 1990s, the original fishing activities in the "Fischereihafen I" shifted further and further to the south.

From 1992 to 1996, most of the "Schaufenster Fischereihafen" was developed with restaurants, traditional fish processing operations in the converted Hall IV and, within the "Fischbahnhof" (the harbour's former fish shipping hall) the "Theater im Fischereihafen" and the "Fischkochstudio".

In 2009, the traditional company now renamed Schichau-Seebeck-Werft was closed. The two docks, the cranes and the slipway are classified as elements worthy of preservation as historic monuments.

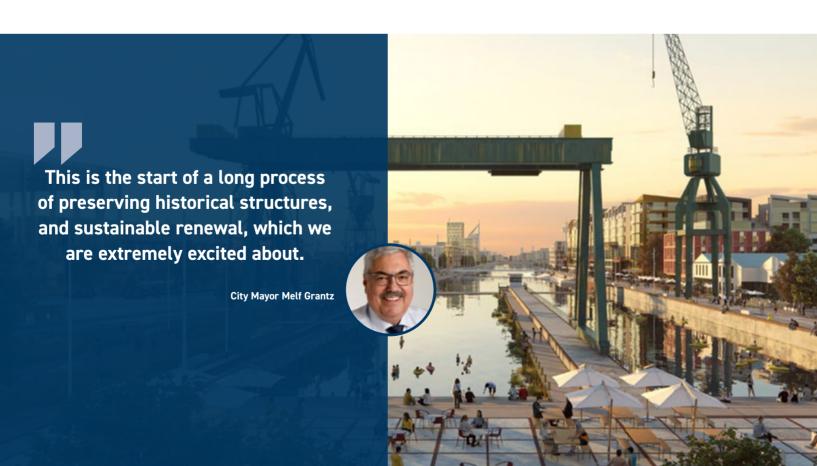
FUTURE WITH A BREATH OF FRESH AIR

AN EXISTING SITE GETS ITS OWN NEW MARITIME INDUSTRIAL CHARACTER

The most important ingredients in the unique and life-enhancing recipe for the new "Werftquartier" are the water, the green spaces and the urban areas. The close interlocking of these three components provides enormous potential for a new multi-faceted and creative urban district offering a high quality of life that will benefit the entire city and the surrounding area.

DARING TO PURSUE FRESH, MODERN, UNCONVENTIONAL IDEAS "With the "Werftquartier", we are combining tradition with new ideas and developing a sustainable new district with a high level of attractiveness, not least for young residents and those who are young at heart" says City Mayor Melf Grantz.

Private investor Dieter Petram and the Petram Group are also hoping for additional benefits beyond Bremerhaven's borders. "With the "Werftquartier", we are demonstrating that Bremerhaven does not have to hide behind other cities. New infrastructures are being created that are not only interesting for local residents and will add extra value, but will also attract people from outside" says Petram. The theme is new beginnings, fantasy, and a bright future for Bremerhaven, and with the "Werftquartier", a place is being created close to the water and right in the heart of the city.





PASSION AND PERSPECTIVES FROM THE "FISCHEREIHAFEN"

The unique character of the "Werftquartier" is based on an identity that has already been well established. What do the current stakeholders value most in the district and what do they hope to gain from the development of the quarter?

Since the mid-1990s, Bremerhaven has been creating a maritime mile in the form of the "Schaufenster Fischereihafen", which is not only an attraction for tourists, but also provides plenty of variety for locals thanks to the establishment of restaurants and regular special events. Petra Neykov has been in charge of the "Fischereihafen-Betriebsgesellschaft mbH" since 2013 and is also a member of the steering committee for the "Werftquartier". For the planned district, she would like to see "further convergence of the "Fischereihafen" and the urban area of Bremerhaven, as well as the development of a quarter that will meet people's expectations of future living and working". A new form of community life could emerge here, similar to what can already be seen in other cities.

At the very heart of the "Fischereihafen", in the place where the "Fischereihafen" began in 1896, the FBG, together with the State of Bremen, has created a harbour centrepiece that makes the quality of the products from the "Fischereihafen" a tangible experience. Thanks to the "Werftquartier", the second largest tourist area in the city will become part of a vibrant urban quarter that will attract a great deal of interest. Together with the event office in the "Schaufenster Fischereihafen", it is planned to provide first-class entertainment and dining. Sebastian Gregorius, Managing Director of the "Werbegemeinschaft Schaufenster Fischereihafen" advertising association, says he is excited about the realisation of the "Hallengärten" project. "This involves the fascinating transformation of a former industrial hall and will be a real asset for the "Werftquartier"."

Since 2013, the Best Western Plus design hotel has been welcoming its guests at "Fischereihafen I". The breakfast room has a view over the harbour with all its attractions, while the outdoor terrace area invites you to enjoy relaxing by the water. Builder and investor Lars Wübben sees the "Werftquartier" as an opportunity for improving the quality of life and recreational amenities, especially thanks to the greener, car-free surroundings.

ALTES EISWERK"

For five years they stood empty: the old "Altes Eiswerk" on the Kohlenkai. Founded in 1912 and famous for being Germany's largest producer of ice at that time, the premises now invite young and old to play, run around, use the trampolines and relax with coffee and other delicacies. Since 2021, the listed building has been resplendent in a colourful blend of contemporary style and industrial charm.

"KAFFEEWERKSTATT BOHNENGOLD"

In 2018, Ulli Berbrich founded the coffee roasting company "Kaffeewerkstatt Bohnengold" in the form of an exclusive small-scale operation offering coffee specialities for fully automatic coffee machines, filter coffee, and specialities such as cappuccino and chocolate espresso – a local product from the region for the region – using the traditional drum-roasting process. "I think that the district will be enhanced by the redevelopment and will be able to become a multicultural community in the long term" says Berbrich.

Bremerhaven has already undergone a great deal of positive development over the past 20 years. "The "Werftquartier" will continue this postive trend. It not only ensures that Geestemünde will move closer to the water, but that future generations will be able to feel at home here" says the mayor of Bremerhaven, Melf Grantz.

I hope to see the "Werftquartier" succeed in providing a cross-regional stimulus for environmentally compatible, future-oriented urban development and in convincing even more people that Bremerhaven is the city on the German North Sea coast with excellent living and working opportunities – in a quarter that also enables a wide cross-section of the population to live by the water.

Petra Neykov, Managing Director of the "Fischereihafen-Betriebsgesellschaft mbH"



THE PLANNING AND DEVELOPMENT

AUGUST 2018

Municipal decision on the project structure and urban planning

MARCH 2019

Public involvement: "Future workshop" and "Initiative evening" with general information, and the opportunity for all concerned to contribute ideas, visions and wishes for the development of the area.

NOVEMBER 2019

Announcement of the competition for the realisation of the project

MARCH 2020

Public information about the results of the realisation competition: holding of a competition with six architecture studios, including the results of the public participation.

SEPTEMBER 2020

Public participation in the realisation competition: continuation of the competition with three international architecture studios and the opportunity for public participation.

2020 - 2021

City Council Meeting: resolutions on the preparation of the land-use plan and the development plans

APRIL 2022 Public participation in the general urban development plan: presentation and explanation of the updated model by the architecture studio COBE, Copenhagen

JULY 2022 Resolution by the state and city on the general urban development plan by the COBE architecture studio as the basis for urban land-use planning



INVOLVEMENT OF THE CITY AND NEIGHBOURHOOD

In future, Bremerhaven's distinctive maritime identity will be reflected not only in tourism, commerce and education, but also in living spaces and everyday life. By opening up and attractively designing the quaysides in the "Werftquartier", activating the harbour basins with residential and water sport use as well as new forms of living and working in a maritime environment, the "Werftquartier" will bring Bremerhaven back to the water.

The heights of the new buildings in the "Werftquartier" are aligned with the existing buildings in order to blend into the existing structure of Bremerhaven's city skyline. Some exceptions are the taller structures which act as urban landmarks in the quarter. This ensures that the "Werftquartier" can be recognised as a distinctive place even from far away.



THE "WERFTQUARTIER",
WITH ITS PROXIMITY TO
BREMERHAVEN'S CITY CENTRE,
MAKES AN IMPORTANT
CONTRIBUTION TO SUSTAINABLE
HOUSING AND URBAN
DEVELOPMENT

The interlinking of the "Werftquartier" with the surrounding districts is one of the fundamental features of the plan. The connection to Geestemünde in particular is an important element of the urban development plan.

The following pages provide an overview of the plans and objectives for the "Werftquartier". With its around 73 hectares, the core district represents an exciting further development of the maritime city of Bremerhaven for investors as well as local stakeholders and residents. Prepare to be amazed, and become a part of this unique labour of love for the city of Bremerhaven!

TWO EAST-WEST AXES WILL BRING GEESTEMÜNDE CLOSER TO THE WATER AND THE "WERFTQUARTIER" CLOSER TO THE CITY WITH A NORTH-SOUTH CONNECTION





THE NEW DISTRICTS

The "Werftquartier" will be a lively and diverse neighbourhood for living and working, commerce, education, culture and, to a lesser extent, retail. Each neighbourhood has its own focal points.



Quality of life & leisure



Living



Working



Education and science



Children and teenagers

... will remain authentic

In the "Werftquartier" there are architectural testimonials to the past that are being revived and turned into central meeting places. Alongside modern interpretations of classic structures and new buildings, these will help to shape the new identity of the harbour, which will also include a marina for leisure activities on the water. In this way, the maritime-industrial history of the site will be brought to life for residents and visitors in and around the "Werftquartier".



1 | THE "HAFENHERZ"

The "Hafenherz" is already full of life: the "Schaufenster Fischereihafen" is a tourist attraction and a centre of public life. The impressive listed industrial structures around the "Werfthafen" will be activated and will function as a catalyst for the development of the quarter, just like the steel construction hall and the "Schaufenster Fischereihafen". The visual and structural city connections are designed to define the urban landscape in this quarter.

The old shipyard and the "Altes Eiswerk"

The warehouse at the head of the "Werfthafen" is suitable for sports and multi-purpose use with retail extensions. With a focus on maritime sports, the location directly adjacent to the harbour basin could be utilised here. The characteristic "Altes Eiswerk" has already been renovated and was opened as an indoor leisure park in June 2021.





2 | THE "KREATIVKAI"

In the future, the "Kreativkai" will be an area for culture, art, offices and manufacturing with a hybrid combination of uses. The location, far away from residential areas in an industrial landscape, provides space for louder, more extreme activities, which will also define the identity and character of the area. Pioneers of art and culture can already be found at the "Kreativkai" and will continue to revitalise the location in the future – for example, Grete's Café on the quayside. The tip of the "Kreativkai" is a very special place, surrounded by water on three sides.

3 | THE "HALLENVIERTEL"

Today, the area is characterised by the magnificent structure of the 340-metre-long industrial hall. The historic length is to be preserved and made tangible in the future. Individual building units are planned under the preserved hall structure, for example a primary school or a new children's daycare centre in conjunction with a family and youth centre. It is planned to make the outdoor facilities of the school and day care centre accessible to the public outside school hours.

The Art Hub

The site surrounding the remaining fuel tanks at the south-western edge is suitable for a free art and culture location. With sufficient distance to the sensitive residential areas, workshops and galleries can be created here alongside or in the old fuel tanks, bringing life to even the outermost section of the quarter.

The hall and the slipway

The structure of the former steel construction hall will be preserved and further expanded with both open and closed public amenities. The spectacular slipway, for example, could be developed into a museum and provide an appealing public space as a focal point for residents and visitors.





4 | THE "PARKVIERTEL"

The "Parkviertel" is characterised by a mixture of existing and new buildings that intertwine to provide a pleasant urban environment with small streets and squares. A distinctive feature is the presence of expansive former industrial halls and their roof profiles, which can be preserved or reinterpreted. The exposed gable facades will be able to mark the entrance to the quarter in the south of the district as a testimony to its industrial history.

5 | THE "KÜLKENHALBINSEL"

The construction of a canal on the "Külkenhalbinsel" will literally create a new island; a low-traffic district with new hybrid forms of housing for young people living alongside a multitude of generations. The mixed residential complexes of terraced houses and multi-storey apartments form a mixture of diverse forms of housing. A new bridge over the "Werfthafen" ensures optimal accessibility and direct access to the main railway station.

Riedemannstrasse

The Riedemannstrasse is to be largely preserved in its present location. The recessed structure of the building site allows the linearity of the existing street to be interrupted in the middle and thus newly aligned. The street will be transformed into an intimate residential zone within the quarter by means of a new surface design.

Halls and Mobility Hub

The small hall in the south of the island, which is well worth preserving, will remain intact and can be used to accommodate a children's daycare centre. Other halls could also be repurposed and opened to the public in the neighbourhood. It would also be possible to locate two mobility hubs in the southern area.



6 | THE "CAMPUSVIERTEL"

The "Campusviertel" is to be developed as a lively maritime science campus with the Alfred Wegener Institute at its centre. The urban structure has been created from the existing harbour layout together with old and new lines of sight in order to continue building on the existing features and to develop a network with the surrounding area. Fascinating focal points can be created at the edge of the harbour with a large-scale harbour laboratory and a marina serving as a yacht harbour.

The railway station

The old railway station building in the quarter could become a local driving force in the medium and long term, connecting the entire neighbourhood with students, events and a community refectory for students, working people and residents in the quarter. The station has the potential to breathe life into the district throughout the day and night, especially in the evenings and at weekends.





Quality of life & leisure



Living



Working



Education and science



Children and teenagers

A POWERFUL VISION FOR A CONTEMPORARY





large research harbour 90%
preservation of existing trees in the "Parkviertel"



10min

A bus every

2045 completely CO₂ neutral

QUALITY OF LIFE



50% 1- to 2-room apartments

50% 3- to 5-room apartments

6km of promenade



2500

new trees

100% wheelchair accessibility planned

MIN to the city centre



THE SUSTAINABLE URBAN QUARTER

The topic of sustainability is more important than ever and features in all planning activities related to the development of the quarter.

The planning of urban buildings, energy, mobility and open spaces will only be successful if everyone works hand in hand. This creates favourable conditions, offerings and incentives for the people in the quarter, all of which contribute to comprehensive sustainability.

THE "WERFTQUARTIER" HAS THE PARAMOUNT OBJECTIVE OF BEING COMPLETELY CO₂-NEUTRAL BY 2045

The networked structure connects the neighbourhoods, and is at the same time a place of relaxation for residents and visitors alike. Its size also helps to enhance the living spaces. Community uses and informal meeting places, urban gardening and public space in the form of a "marketplace" also provide the opportunity to reduce traffic routes for services and the transport of goods in the "Werftquartier".

The extensive incorporation of greenery and the creation of two expansive natural green spaces will increase biodiversity and ensure resilience to extreme weather in the future.



THE PRESERVATION OF EXISTING BUILDINGS

REDUCES THE NEED FOR "GREY ENERGY"

"ALTES EISWERK", 1910



"ALTES EISWERK", TODAY





Responsible use of resources

The objective is to both reduce the need for "grey energy" and address the recycling challenges in the "Werftquartier":

- Preservation of existing buildings
- Using wood as a natural material
- Using rainwater for irrigation and as service water in the buildings
- Storing run-off rainwater primarily for later use
- Allowing any additional rainwater to seep away on the respective properties.

Effective heating and cooling solutions

Wind is a decisive factor for the climate of cities in coastal areas. The overall structure of the urban development in the "Werftquartier" provides protection from the cold winter winds from the south/ southeast, but at the same time is open to the mild summer winds from the west.

The green spaces are positioned to form fresh air corridors for all the built-up areas to avoid urban heat islands in the summer and to contribute to improving air quality.

Effective thermal insulation of the buildings and passive measures ultimately reduce the energy requirements of the buildings and as a result the use of technology in the quarter. The passive use of solar energy is optimised by means of the floor plan and façade design, including the use of greenery.



Comprehensive and resource-saving energy management

In the "Werftquartier", the use of solar energy for generating hot water (solar thermal energy) and electricity (photovoltaics) will be used extensively. Surpluses of heat and electricity will be stored temporarily and processed for use in the mobility sector and other applications. The interconnection with the city's existing district heating network and the electricity grids of the transmission system operators allows mutual synergies to be used efficiently.

A REDUCTION OF INDIVIDUAL
MOTORISED TRAFFIC WILL BE
ACHIEVED THROUGH A WELLFUNCTIONING INFRASTRUCTURE
FOR CYCLISTS AND PEDESTRIANS
AS WELL AS AN EFFICIENT
PUBLIC TRANSPORT SYSTEM

A flexible infrastructure network also enables adaptation to multiple mobility modes. Lower CO₂ emissions are promoted by installing a primarily solar energy production network. This will be connected to a storage system in the mobility centres and further distributed via electric charging stations for electric cars as well as electric micromobility.

OPERATIONALLY CARBON NEUTRAL THANKS TO AN EXTENSIVE INTELLIGENT ENERGY SUPPLY CONCEPT

The heat and electricity requirements of the buildings are reduced to the greatest possible extent.

The buildings will be connected to a heating network and, if relevant, to a cooling network.

The waste heat potential currently available will be utilised in the network of the quarter.

Natural resources, such as the water in the Weser river are being investigated regarding their usability, as is the geothermal potential.

The remaining heat and electricity requirements will be met using renewable sources available on site (solar electricity and heat).

Surpluses will initially be made available to the quarter's internal charging infrastructure for electromobility in the form of intermediate storage.

There is an external network so that electricity and heat can also be fed from the quarter into the grids of the transmission system operators and district heating.



THE NEW DEMAND FOR HEAT AND ELECTRICITY WILL BE COVERED BY THE QUARTER ITSELF

The systematic use of waste heat potential, solar heat and power generation and the storage of heat and power are fundamental prerequisites. In the long term, the quarter should also be able to compensate for the emissions caused by the construction activity by means of local generation, so that the area becomes climate-neutral from an operational point of view.

SUSTAINABLE URBAN DEVELOPMENT

Processes and economics

Sociocultural aspects

Landscapes

Infrastructure

Resources







SUSTAINABLE MOBILITY

The mobility concept for the "Werftquartier" will implement the move towards traffic-reduced mobility. Not only will the traditional vehicle change, but the integration of various means of transport will play an important role.

The cityscape will thus be characterised by shared streets that combine cycling, walking, social activities, parking and local car traffic to create a common public space.

BY ELIMINATING THE STRICT SEPARATION OF MOTOR VEHICLES, PEDESTRIANS AND CYCLISTS, A VIBRANT COMMUNAL STREETSCAPE IS CREATED 4 BRIDGES 8 HUBS

250 mMAX. DISTANCE TO NEXT HUB

3.500 PARKING SPACES

BUS SERVICE **every 10 minutes**

Interlinking all transport options by means of mobility hubs

The entire "Werftquartier" will be served by eight mobility hubs, which will act as central interchanges for the various mobility services in the quarter. The maximum distance between the individual hubs will be 250 metres, so that destinations can be reached quickly and via a short route. The mobility hubs will also be located in the direct vicinity of a public transport stop and will incorporate communal car-sharing services as well as cargo bike and e-bike rental systems. They can also include other community-related features such as a local shop, a bicycle repair facility, a parcel or recycling station, and a mobility advice service. Residents of the quarter may also be able to obtain free or reduced-rate transport tickets here.

Barrier-free access to the "Werftquartier" by public transport

The planned bus route is to operate through the quarter at 10-minute intervals in order to provide a competitive alternative to private motorised transport. However, an additional shuttle service that provides access to all the neighbourhoods via a ring connection and ensures a connection to the city and regional bus services as well as the main railway station is essential for creating good accessibility and an attractive public transport system. To ensure mobility within the quarter, a local bus will be a useful additional service. The bus, which may operate autonomously in the future, will be ideal for the narrow streets.



Quick access - everything within walking and cycling distance

An essential feature of the access system is the systematic linking of the "Werftquartier" with the city by means of new and existing bridges:

- **1 | The "Werfthafen" bridge** links the "Külkenhalbinsel" with the "Campusviertel" and creates a direct connection to Geestemünde (main railway station).
- **2** | The bridge over the "Fischerreihafen I" between "Kohlenkai" in the "Hallenviertel" and Friedrich-Albert-Pust-Platz on the "Kreativkai" creates an attractive cycling connection to the "Fischerreihafen" in the south.
- **3 | The connecting bridge over the harbour canal** links the "Külkenhalbinsel" with the Alfred Wegener Institute (AWI) / Helmholtz Centre and creates a connection towards the city centre.
- 4 | A main cycling axis is the north-south connection that runs through the quarter's park. In addition, the "Fahr(G) Rad8" high-speed cycle link is being built, leading to Wulsdorf via the "Fischerreihafen".



Secure, easily accessible bicycle parking facilities

These will be located decentrally and will provide excellent protection against theft and the weather. A charging infrastructure is planned for the parking spaces, as well as parking spaces that are large enough for cargo bikes and bicycles with trailers.



Main cycle paths

Secondary cycle paths



Mobility hub



AFFORDABLE QUALITY OF LIFE IN THE CITY BY THE SEA

Water has always played an important role for Bremerhaven, and the location continues to offer huge potential today. The "Werftquartier" is planned to reflect the city's distinct maritime identity in its living spaces and day-to-day life. That is why around 44% of the area is dedicated to housing, with a total of 262,615 m² spread over the entire site, the largest share of which is planned for the "Külkenhalbinsel".

All the apartments along the promenade are ideal for mezzanine floors to create a distance between living space and the promenade. Patios with integrated plant protection across wide areas or in green zones provide buffers to the outdoor space. Towards the park, the creation of large gardens will also be possible. In the urban areas, the living space is on the ground floor or mezzanine. In the existing buildings, communal forecourts can be created.

YOU CAN EITHER LIVE ALONGSIDE GREEN SPACE OR BY THE WATER - COMBINED WITH THE PROXIMITY TO EVERYDAY ESSENTIALS SUCH AS LEISURE ACTIVITIES, SHOPPING FACILITIES, SCHOOLS AND CHILDREN'S DAY-CARE CENTRES, IT IS A SETTING THAT IS BOTH PLEASANT TO LIVE IN AND SUSTAINABLE



LIVING SPACES IN THE QUARTERS

"KÜLKENHALBINSEL" **81.560 m²**

"PARKVIERTEL" **62.905** m²

"HALLENVIERTEL"
49.403 m²

"HAFENHERZ"
37.153 m²

"CAMPUSVIERTEL" 31.594 m²

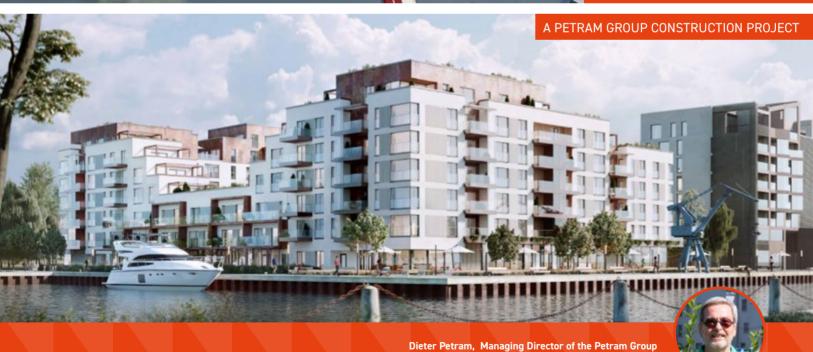
MODERN, INNOVATIVE LIVING SPACE FOR EVERYONE

With its exceptional location, the "Külkenhalbinsel" has all the potential to become a unique neighbourhood. When it comes to living spaces, the municipal housing company STÄWOG has joined forces with all the former non-profit housing companies (GWF Wohnungs-und Immobilien GmbH, Vereinigte Bau- und Siedlungsgenossenschaft eG and Wohnungsgenossenschaft Bremerhaven eG), GEWOBA and Friedrich Stindt KG to form the Van Ronzelen Group. Together, they were able to creatively plan the "Külkenhalbinsel" over an area of 8 hectares with around 540 apartments in multi-storey housing and residential courtyards as well as 60 terraced houses - architecturally varied and completely climate-neutral. Sieghard Lückehe, Managing Director of STÄWOG says "Our aim is to create affordable living space including terraced houses, which are particularly interesting for young families."

Dieter Petram's objective is also that people in the new "Werftquartier" should enjoy living in a state-of-the-art contemporary environment. As an investor in the quarter, the Petram Group aims to attract people both from the city and from outside Bremerhaven – with, among other things, modern, barrier-free living options with floorspace ranging from around 70 m² to over 200 m². Throughout the "Werftquartier", interesting living spaces are being developed directly by the water and with lots of greenery, some of which the Petram Group is planning. "We want to create something extraordinary, but also realistically achievable for Bremerhaven with the means at our disposal" says Petram.

For the residential development in the "Werftquartier", it is planned to create alternatives to traditional forms of housing, for example with residential courtyards and buildings designed to encourage communication.





With the "Werftquartier", Bremerhaven has the chance to take another major step forward and show that it is an excellent place to live and work.



CROSS-GENERATIONAL QUALITY OF LIFE AND LEISURE ACTIVITIES

Bremerhaven already has a wealth of leisure and cultural activities for all ages. In the new "Werftquartier", existing offerings will be expanded with new ideas and vibrant surroundings.

There will be an interlinking of the densely populated city centre around the harbour basin, the residential district with its social neighbourhoods on the "Külkenhalbinsel" and creative retreats with opportunities for experimentation on the "Kreativkai".

HARBOURS VIEWS LAWNS SPORTS SKATEPARK

RELAXING BY THE WATER

TOURISM

DAYCARE CENTRE & SCHOOL

MOORINGS

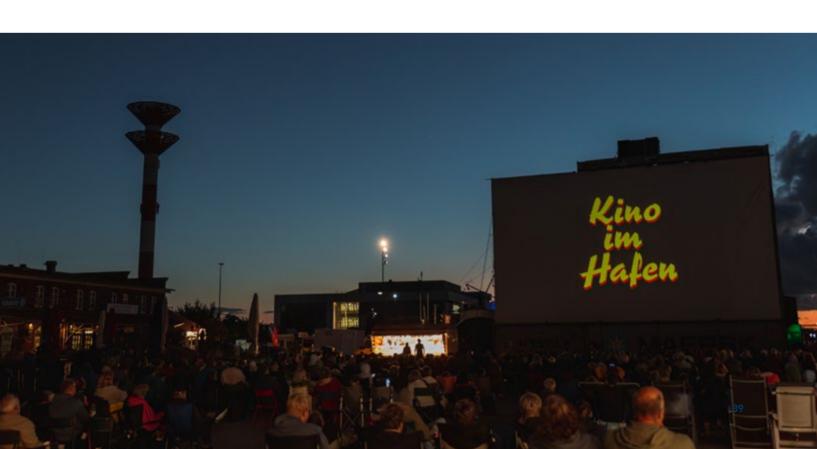
SURFING

URBAN GARDENING **CULTURE** & DINING

FAMILY CENTRE

FLOATING STAGE

PROMENADE



ACCESSIBILITY TO THE WATER PLAYS AN IMPORTANT ROLE FOR THE "WERFTQUARTIER"

A new 6 km-long harbour promenade with new leisure and educational facilities will give the quarter more emotional appeal and will provide a new place of recreation for the entire city of Bremerhaven. The special feature of the harbour promenades is the interplay between spectacular large-scale open spaces and smaller, more intimate places where people can spend time.

The "Werfthafen" is a listed harbour basin with characteristic features in the form of cranes bearing testimony to the former shipbuilding industry. This spatial setting at the heart of the whole quarter forms an attractive space for various water sports uses and recreation such as swimming and kayaking.

The "Schaufenster Fischereihafen" is already a vibrant place for dining and culture with numerous events. Here (almost) everything revolves around

fish and visitors are able to gain insights into this unique food product. In a former packing hall, you can buy every conceivable type and processed variety of fish, for example smoked specialities and Matjes herring rolls. A wide variety of fish restaurants, harbour pubs and gourmet temples cater for all tastes. It goes without saying that foodies, whether meat aficionados, vegetarians or vegans, will always be in their element.

The "Fischkochstudio" in the "Fischbahnhof" has been transformed into an event location where fish and seafood are presented in a modern and entertaining way. With its high-quality combination of residential and commercial developments, the "Werftquartier" will in future contribute to the vitalisation of an area that has up to now been a purely industrial estate, and will open up its potential as a vibrant new district of Bremerhaven.



What I love most about
Bremerhaven is its
incredible location by the
water and the friendliness
of the people.

Petra Neykov, Managing Director of the "Fischereihafen-Betriebsgesellschaft mbH"



THE "FISCHERREIHAFEN I" FORMS A LIVELY MARITIME BACKDROP AND ALREADY OFFERS A VARIETY OF LEISURE ACTIVITIES AND OPPORTUNITIES TO RELAX RIGHT NEXT TO THE WATER

Annual music festivals such as the Bremerhaven Music Summer attract large audiences, as do the numerous concerts, theatre performances, vintage car rallies, farmers' markets and the open-air cinema "Kino im Hafen". A temporary water stage will be able to bring the events even closer to the water.

In the harbour basin, the "Fischerreihafen I" shows off its most attractive maritime character with the former side trawler, the museum ship "MMS Gera", the saloon steamer "MS Hansa" and a shrimp cutter. And a day at the harbour would not be complete without a round trip on the sightseeing boat "MS Dorsch". Two piers are available for the mooring of private boats. There are parking spaces for mobile homes on the fish quay and at the double lock.

THE CURRENT ATTRACTIONS WILL BE INTEGRATED AND EXPANDED

INNOVATIVE CONCEPT FOR THE HISTORIC BUILDINGS OF THE "ALTES EISWERK"

Since 2021, Kai-Uwe Schulz has been breathing new life into the historic halls that fascinated him right from the start with an indoor playground with a trampoline and climbing park as well as food and drink facilities. Part of the industrial charm has been preserved, for example, with the old overhead cranes, and the high rooms and columns, which also appeal to visitors. Today, the "Altes Eiswerk" is divided into three areas covering more than 3,000 m².





The future residents of the quarter can already look forward to a wide range of attractions right at the heart of the "Fischerreihafen". Together we are developing the "Werftquartier" into a premium location for fans of the North Sea coast's maritime flair.

Sebastian Gregorius, Managing Director of the "Werbegemeinschaft Schaufenster Fischereihafen"

A WIDE RANGE OF OPPORTUNITIES FOR GAMES, SPORTS, AND SUSTAINABLE RECREATION IN GREEN OPEN SPACES

The public and social facilities such as children's daycare centres, schools, public buildings and cultural venues are surrounded by green spaces that are open to everyone. Although they are all interconnected, every park and green area has its own individual character.

THE "QUARTIERSPARK"

The park will become a new place to relax not only for the residents of the "Werftquartier", but also for neighbouring districts such as Geestemünde.

- Games and sports areas
- Open lawns
- Wooded leisure areas
- Retention areas

"HALLENGÄRTEN"

The hall structure will be retained in the "Hallengärten" as a historical backdrop for the new urban lifestyle, reactivated with new uses and serving as a communal green meeting place.

- Primary school and children's daycare centre with adjoining courtyards
- Family and Youth Centre
- Cross-generational games and leisure activities

"WERFTPARK"

The "Werftpark" is intended to unite the historic harbour buildings at the "Schaufenster Fischereihafen" and the "Werfthafen".

 Communal gardens for residential complexes and the neighbourhood

"HAFENPARK"

The "Hafenpark" embodies a green space for relaxation directly by the water.

- No construction development at all
- Open design





MARITIME SPORTS

IN FOUR HARBOURS

GREEN SPACES
DESIGNED FOR GAMES
AND ACTIVITIES

ART HUB

AS A FREE ARTS AND CULTURE LOCATION

SKATEPARK

FLOATING STAGE FOR CONCERTS AND EVENTS

WORKSHOPS AND GALLERIES

TO EXPRESS YOURSELF CREATIVELY

120 CRÈCHE PLACES

160

NURSERY SCHOOL PLACES

PRIMARY SCHOOL

STEPS FOR SITTING
BY THE WATER

SURF POOL FOR ACTIVE LEISURE

LEISURE ACTIVITIES

AT THE "FISCHERREIHAFEN"

3 URBAN GARDENING AND FARMING AREAS

JUMPIN TRAMPOLINE PARK

CHILDREN'S PARADISE KIDSZONE

MUSEUM

VIBRANT ENVIRONMENT

WITH CAFES AND RESTAURANTS



NEW WORKSPACES FOR A HEALTHY WORK-LIFE BALANCE

When it comes to work, there have already been a lot of changes in the past few years. Working from home is now commonplace in many companies. Firms increasingly prefer to locate in places where employees can go for a drink or do some shopping during their breaks or after work. The future "Werftquartier" will be a vibrant and multi-faceted district that will create up to 4,000 jobs and meet the requirements of both employers and employees.

BEING SO CLOSE TO THE WATER MAKES WORKING IN THE "WERFTQUARTIER" PARTICULARLY APPEALING

A new office building in the "Werftquartier" is to be opened for occupancy as early as September 2022. Between the Thünen Institutes and the Nordsee-Hotel at the "Schaufenster Fischereihafen", architect Nico Dohm has created a prestigious six-storey building with plenty of glass on behalf of Polzin Projektentwicklung GmbH as the investor and marketer, and KSF Steimke, Dr. Hemmy & Partner Beratende Ingenieure mbB as the anchor tenant. There is space for more than 80 workplaces in the building. In addition, part of the ground floor has been set aside for food and drink outlets.



Not only the building itself is a real eye-catcher, but the prime location right in the middle of everything is also an inspired choice.

Olaf Steimke, Spokesman of the KSF Management Board



SCIENCE ON YOUR DOORSTEP

In 2005, Bremerhaven was named the first City of Science. Today, the location is known throughout the world and is a popular workplace for international scientists.

The main focus is on energy and marine technology, life sciences, logistics and information systems as well as tourism and management. In addition to the Alfred Wegener Institute, the Helmholtz Centre for Polar and Marine Research (AWI) and the Thünen Institutes for Sea Fisheries and Fisheries Ecology, the German Maritime Museum which serves as a research museum, the Institute for the Protection of Maritime Infrastructures and the Fraunhofer Institute are also located here.

In addition to the distinctive scientific landscape, the city has a university with a long tradition of education with practical relevance and forward-looking development projects.

BREMERHAVEN, AT THE ENTRANCE TO THE NORTH SEA, IS THE HOME OF WORLD-LEADING RESEARCH



For the maritime research sector, the planned science campus is an excellent opportunity to jointly further develop the infrastructure, because we are all faced with the challenge of being able to work effectively and sustainably. Moving forward together here in the "Werftquartier" would be a major step in the right direction for us.

Prof. Dr. Antje Boetius, Alfred Wegener Institute

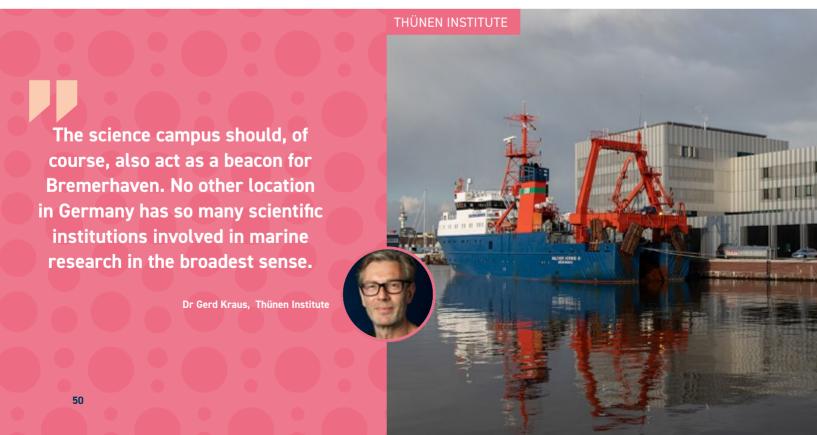
STUDYING AND RESEARCHING AT THE SCIENCE CAMPUS

In order to increase the physical proximity of the science institutes, a science campus is to be created in the "Werftquartier" with attractive opportunities for the institutes' staff and guests: on the one hand, to work in a complex where dialogue and collaboration with other institutes is possible within a short distance, and on the other hand, to live close by and enjoy a private living environment with a wide range of leisure opportunities.

The Thünen Institutes have been based at the "Kohlenkai" on the "Fischerreihafen I" since 2018. Institute Director Dr Gerd Kraus hopes that the design of the "Werftquartier" will not only provide a more appealing location and additional space, but will also have a positive effect on the institute's staff and guests: "My great hope is to create flexible spaces where people can regularly come together and work in a common team in dynamic project groups

from the worlds of business, society in general and politics to address the issues at hand."

Matthias Bong-Bertram, head of the general administration and organisation department at the Alfred Wegener Institute (AWI), also hopes that the planned common infrastructure will be used to further evolve with each other, broaden perspectives and develop the area as a socio-cultural research mecca as quickly as possible. "Putting this and the plans into practice without delay would be a huge opportunity for all the resident institutes. Not only with regard to those working here, but also to make Bremerhaven more interesting for skilled professionals" says Bong-Bertram. The new AWI technical centre will be completed as early as 2023.







THE "FISCHERREIHAFEN I" AND THE RESEARCH HARBOUR

The "Fischereihafen I" is characterised by research vessels that form a vivid maritime backdrop. In the future, the "Handelshafen" is to become a hub for research, the exchange of knowledge and new types of living space. The quays will be revitalised with various new uses and connected by means of the harbour promenade. New berths will be provided for the research vessels of the Alfred Wegener Institute (AWI), a large-scale harbour laboratory will be built and a new marina will provide moorings for leisure boats and stimulate life in the harbour. The harbour laboratory offers space for practical experimentation and full-scale research in and alongside the water. The research work on the promenades of the harbour laboratory will be part of public life in the "Hafenquartier". The marina is to be open to the public.



BREMERHAVEN IS MOVING FORWARD

With the "Werftquartier", a new district with its own identity and a high quality of life is being created in Bremerhaven. The objective is to continue the city's ongoing transformation towards more modernity, more appealing places to stay, an enhanced quality of life, greater attractiveness for skilled workers and high-quality, affordable housing.

The structure of the future "Werftquartier" consists of three equally important levels that make the area unique and each will take on its own unique identity through special features such as the continuous harbour promenade, the green city pockets and the post-industrial housing developments. These three ingredients form a robust master plan and together will create a lively district where meeting places and synergies between people, industry and Bremerhaven are created. On top of all this, the location is highly attractive.

As a vibrant port city with tradition, we invite you to get involved and to help shape the "Werftquartier" as investors, stakeholders and active participants.

We hope that with this brochure we have been able to provide you with an initial insight and overview of the project and to demonstrate how the "Werftquartier" will be something unique, inviting, emotional, adaptable, self-confident, genuine, environmentally aware and truly worthwhile – with a typical North German character and just the right amount of passion, courage, common sense, commitment and openness.

Become part of a major new landmark project for Bremerhaven!

IMPRESSUM - LEGAL NOTICE

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Interior © Lasertag Arena GmbH

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- 47 Office building on the "Kohlenkai" © City of Bremerhaven press office - Pheline Hanke
- 48 Scientist in laboratory © BIS - Heiko Sandelmann
- Portrait: Prof. Dr. Antje Boetius © Alfred Wegener Institute

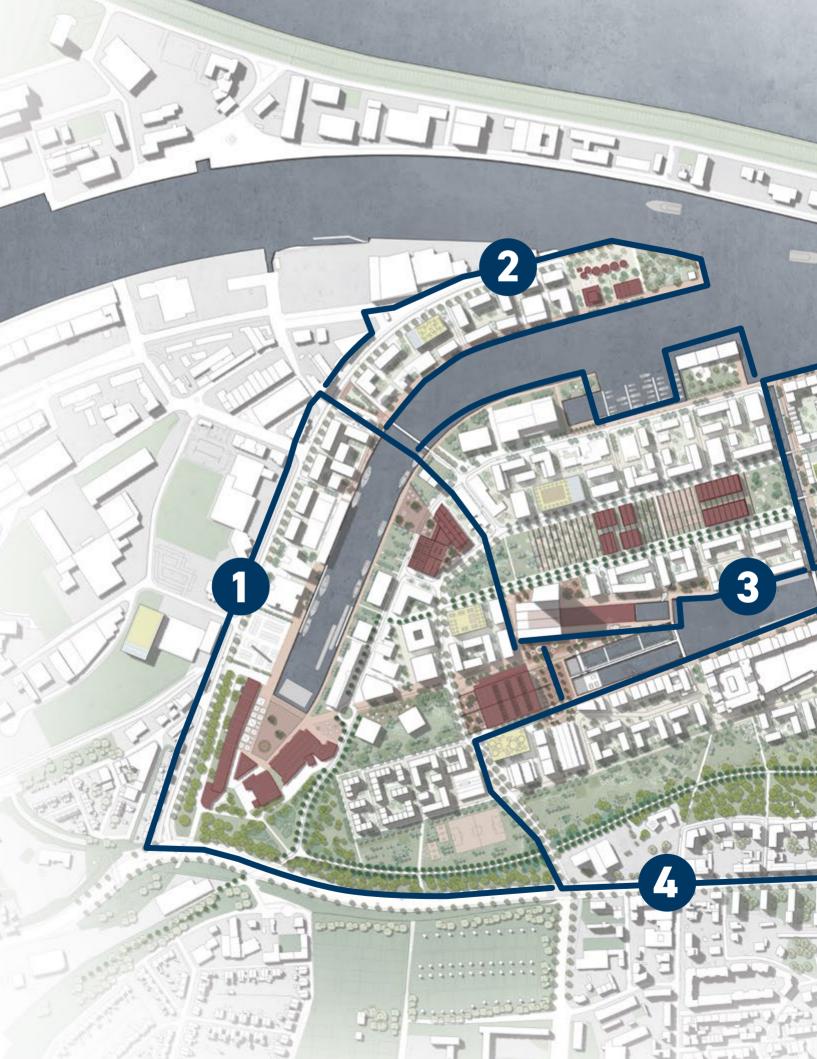
AWI Campus © Alfred Wegener Institute - Gruebner

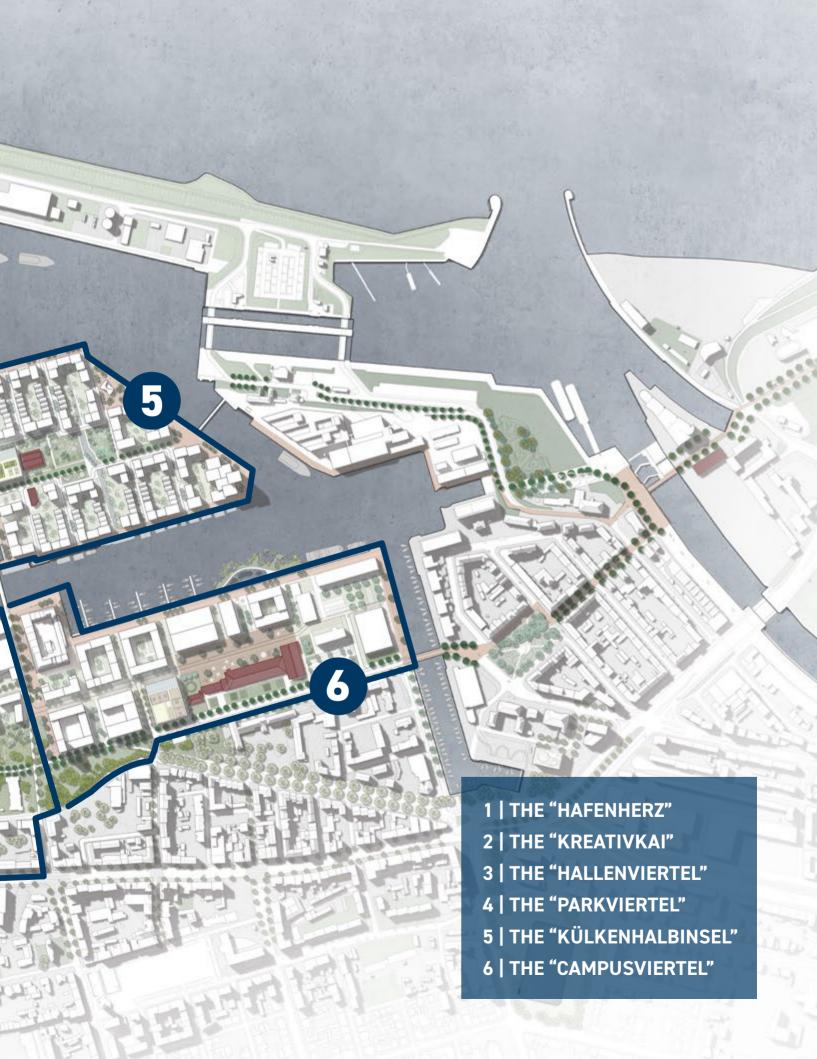
Ship in harbour © Thünen Institute - Panten

Portrait Dr Gerd Kraus © Thünen Institute

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DOCK ON! MAKE THE NEW "WERFTQUARTIER" YOUR QUARTER!

FOR INVESTORS



Are you interested in investing in Bremerhaven's urban development? The BIS, the City Planning Office and the Department for Business Development will be happy to advise you on the possibilities of becoming an investor in the "Werftquartier".

FOR ACTIVE PARTICIPANTS



Would you like to be actively involved in the "Werftquartier?" Do you want to set up a company, a shop, a restaurant or another type of operation in Bremerhaven? Then please do not hesitate to contact us!

DO YOU WANT TO LIVE OR WORK IN THE QUARTER?



Are you interested in real estate in the "Werftquartier?" Whether you want to rent or buy a property – with the Petram Group, STÄWOG and the Van Ronzelen Group, you have highly competent partners at your disposal who will be happy to provide you with support for your plans.