



**HK**

Handelskammer  
Hamburg

## **Business Improvement Districts (BIDs) – Public-private Partnerships for Livable Cities**

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Stadt Land Fluss



## What led us do discuss BIDs?

### Successful retailers

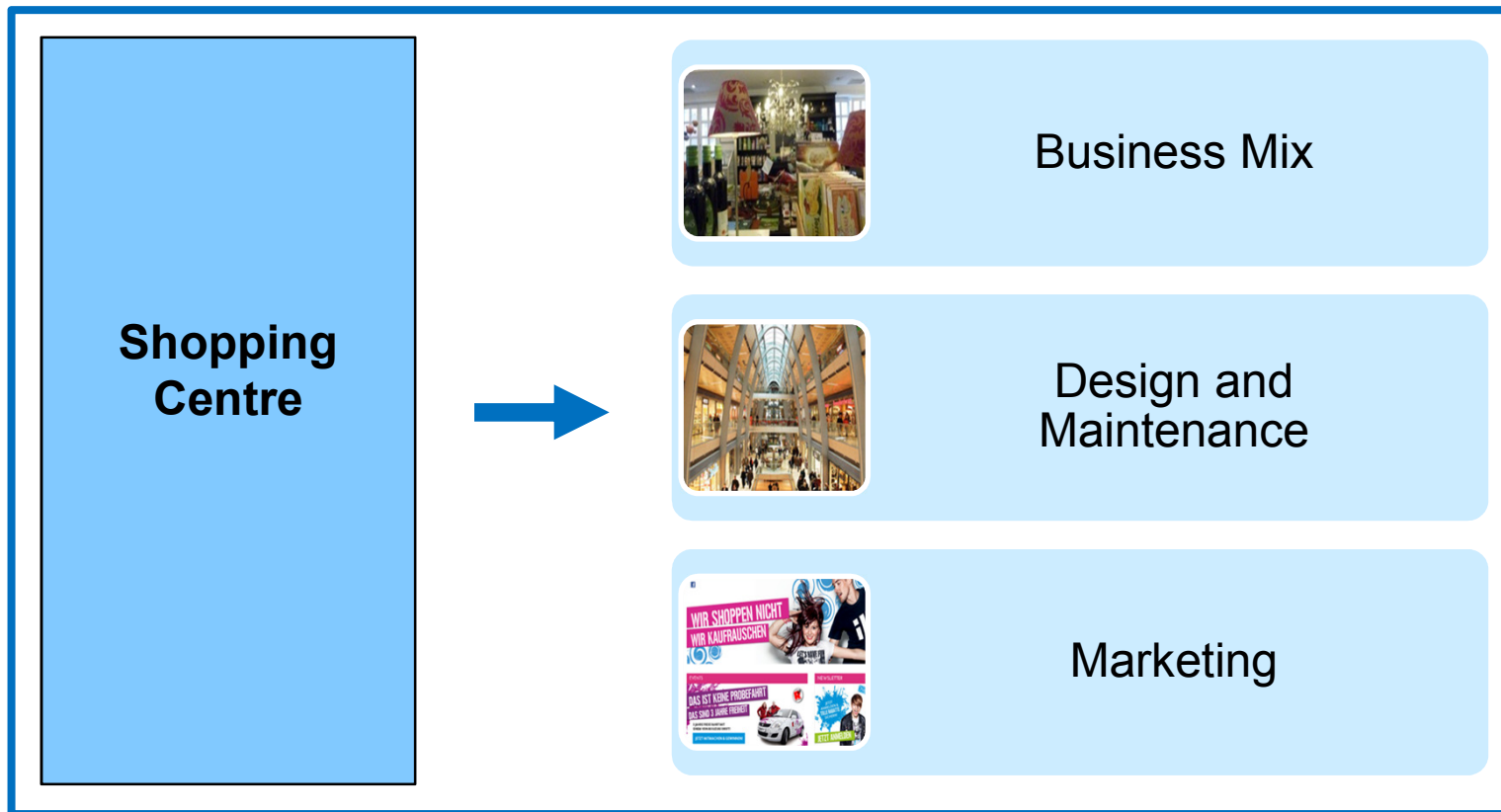
- offer the right range of goods
- offer a certain service
- are located in the right place



*Thomas / Punkt, Mönckebergstraße, Optik Weser, Spitalerstraße (photo: Schote)*

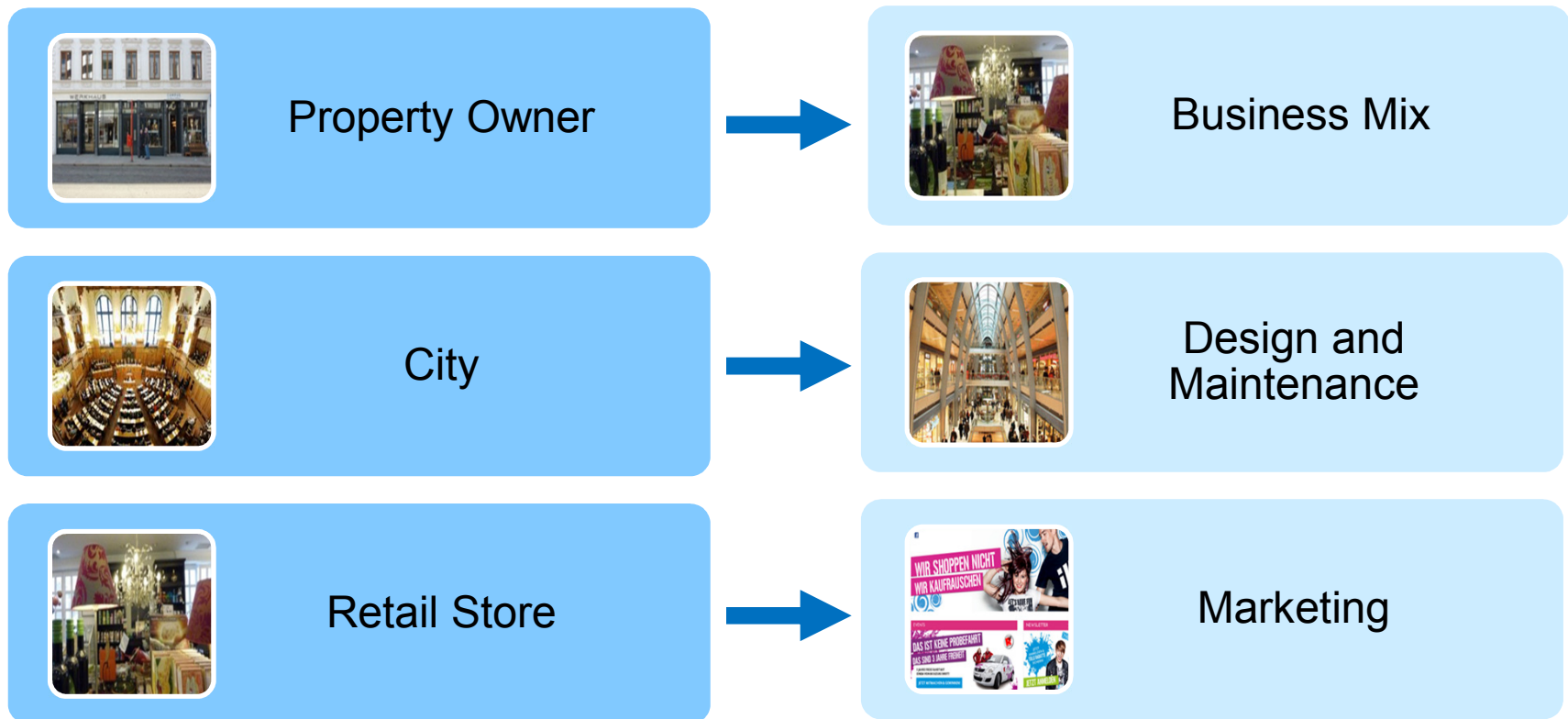


## How is a Shopping Centre operated?



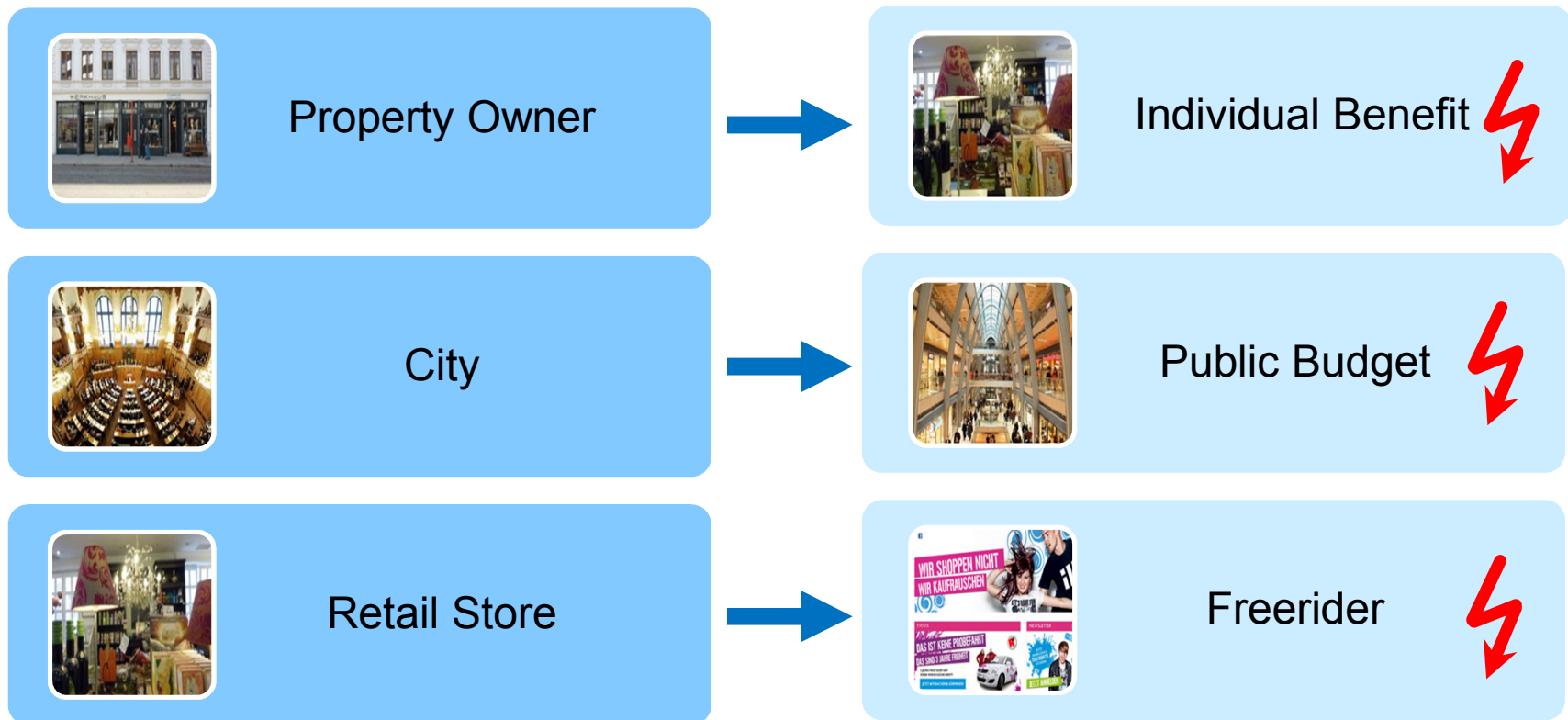


## Functionality of a Commercial Street



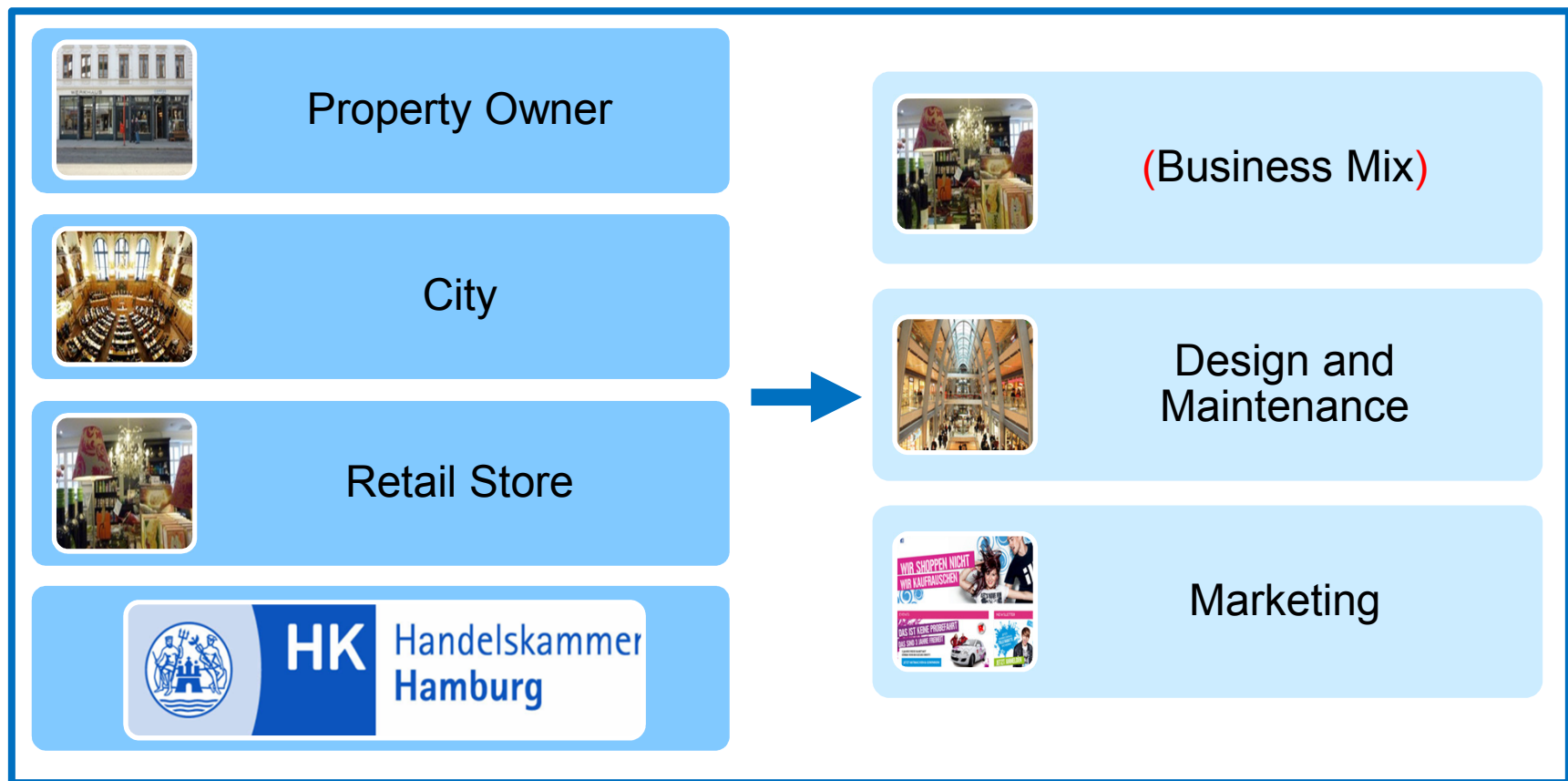


## Functionality of a Commercial Street





## Functionality of BIDs



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## **Business Improvement Districts are...**

- ...**urban planning instrument** to increase attractiveness, to strengthen and to revitalize central city areas
- Property owners, local retailers and the city agree on measures to improve a **clearly defined area**
- financed by a **BID levy** which **all property owners** of the respective district have to pay by law
- The BID-levy – imposed by themselves – will be **raised and collected by the city**
- Duration of a BID: **max. 5 years**
  - **Competitive advantage vis-à-vis other districts**





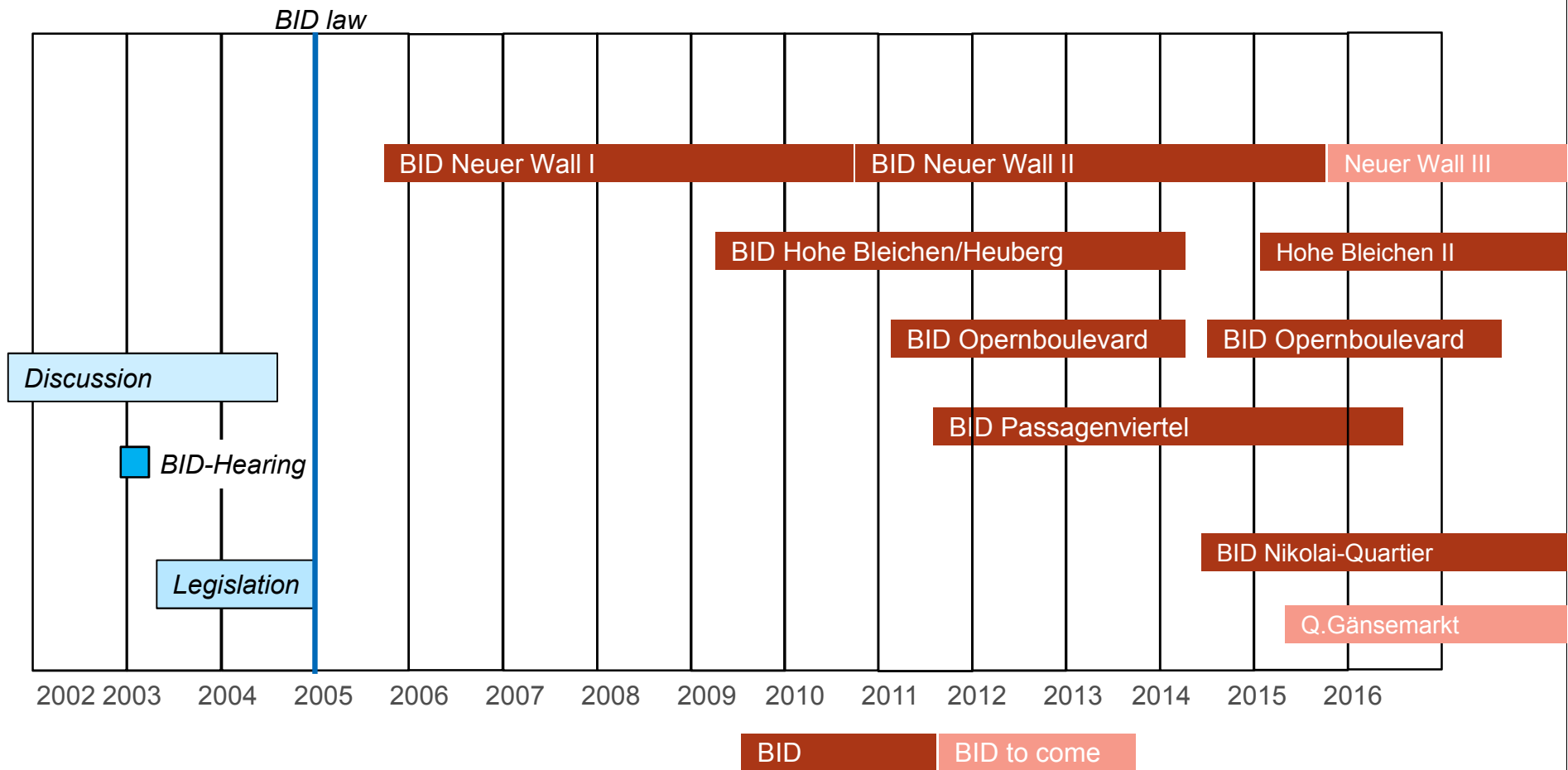
## Functionality of BIDs

- BIDs – a win-win-situation for everybody
  - **Property Owners:** They ensure or increase the value of their property
  - **Local Retailers and Service Providers:** They benefit from a growing customer traffic
  - **Visitors:** They can use a greater variety of retail stores and enjoy the improved cityscape





## Examples in Hamburg – BIDs in the Central City





## BIDs in Hamburg Central City





## **BIDs in Hamburg**

Bürgermeister-Petersen-Platz (BID Neuer Wall) before and after its redesign



*before*

*photo: BID Neuer Wall*



*after*

*photo: Schote*



## BIDs in Hamburg

Organisation of public spaces, BID Neuer Wall



*before*  
*photo: Büttner*



*after*  
*photo: Schote*





## BIDs in Hamburg

- Design of the streets
  - Pavement
  - Furniture
- Illumination
- Seasonal decoration
- Maintenance
- Additional services, esp. Cleaning (on top!)
- Marketing
- District management



*photo: Schote*



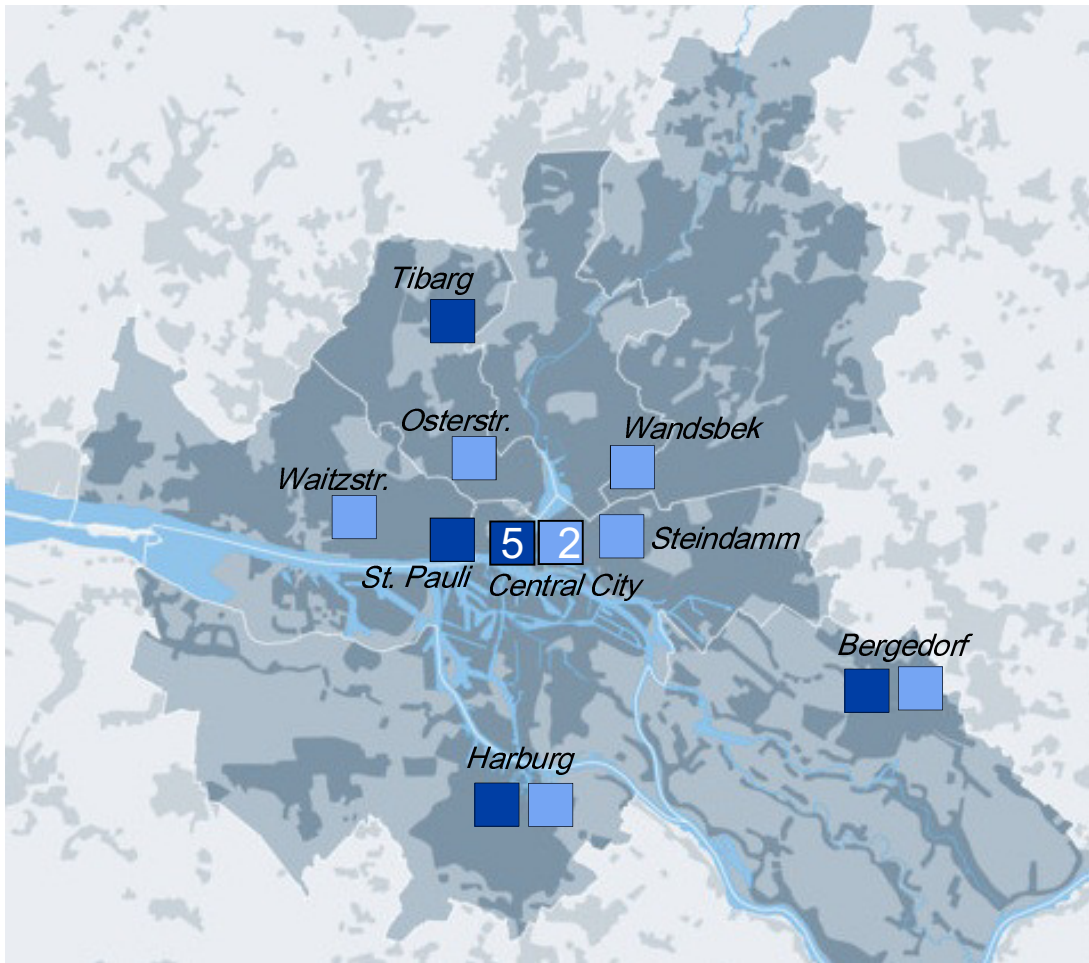
*photo: Büttner*





*photo: Schote*



## BIDs in Hamburg



-  BIDs
-  BID-Initiatives



## **BIDs in Hamburg**

*Water Sculpture, BID Tibarg in Hamburg-Niendorf*



*phot: Schote*



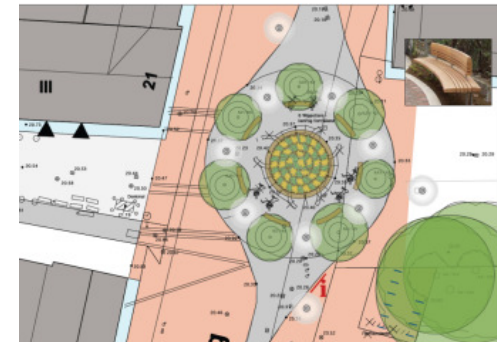


## BIDs in Hamburg

*Flower Bed, BID Tibarg in Hamburg-Niendorf*



*phot: Schote*







## **BIDs in Hamburg**

*Bistro tables and chairs in public spaces, usable for everybody*



*Left: BID Tibarg in Hamburg  
(Photo: left: BID Tibarg,  
right: New York  
(Photo: Schöte)*





## **BIDs in Hamburg**

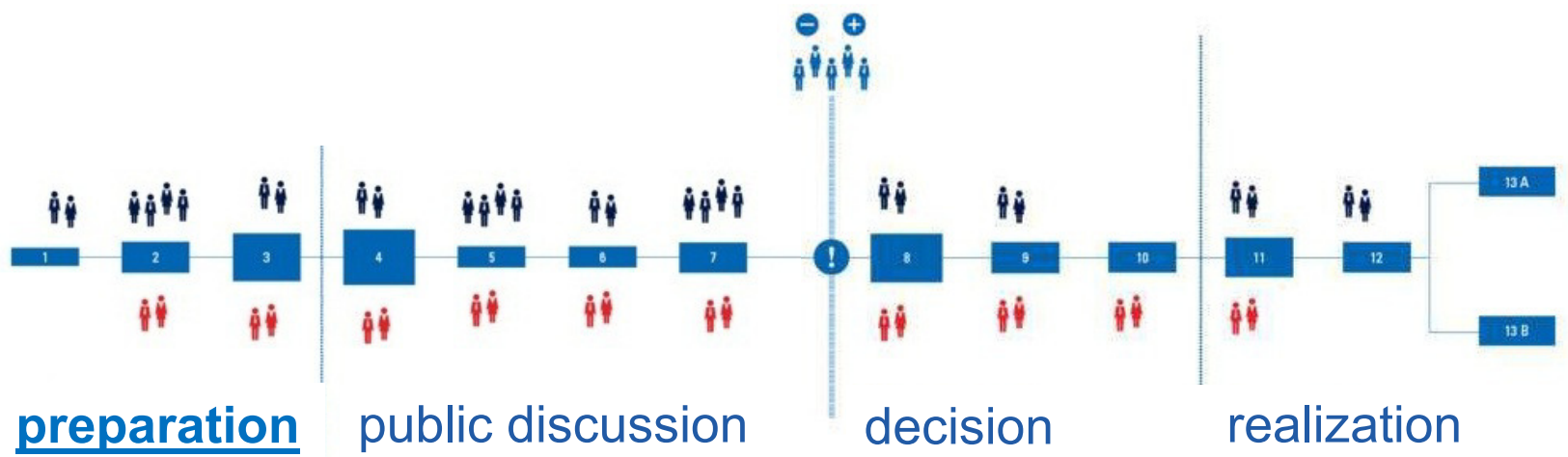
*Newly-arranged pedestrian and cycle paths, BID Wandsbek-Markt*



photo: (left) BID Wandsbek, (right) Schote



## How to establish a BID?



- Property owners and local retailers:  
„We want a BID! What do we have to do?“





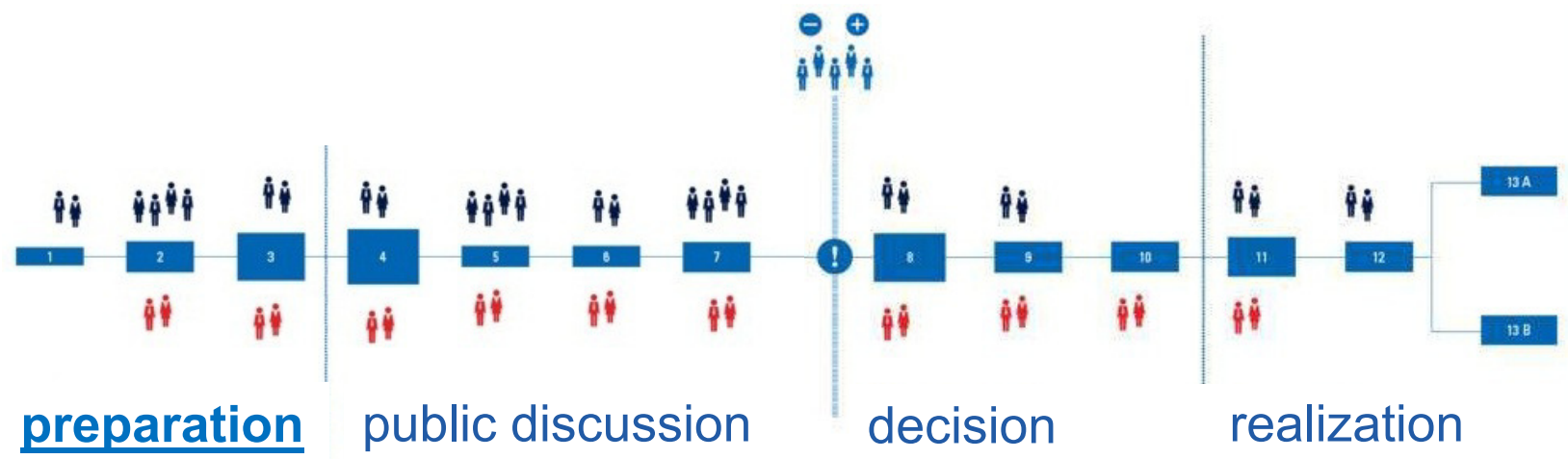
## How to establish a BID?



*Workshops about the future of Hamburg Central City in the Chamber of Commerce, Workshop for the BID Waitzstraße in Othmarschen*



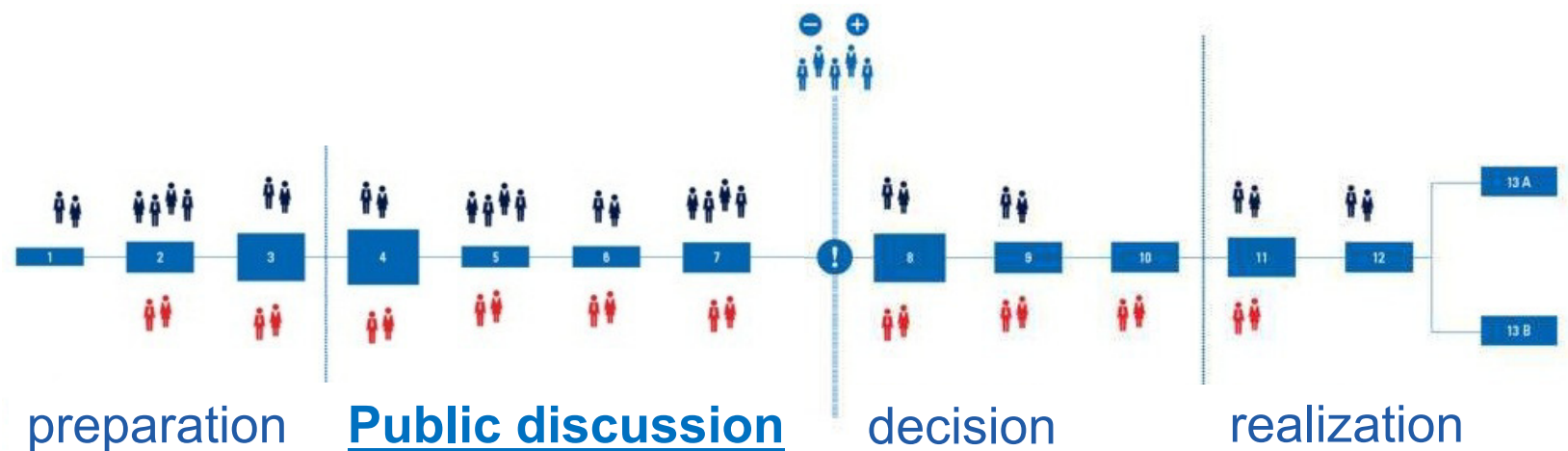
## How to establish a BID?



- Property owners and local retailers:  
„We want a BID! What do we have to do?“
  - **Form a BID steering committee**
  - Sketch of ideas – **business and financial plan**
  - Elect a **task manager** for the BID's realization



## How to establish a BID?



- The **BID steering committee** presents the **BID application** (with the business and financial plan) to the other property owners and to the public
  - At least **15 % of the property owners** (by number and by area) have to agree to the BID application
  - The **BID task manager** sends the BID application to the public authorities



## How to establish a BID?

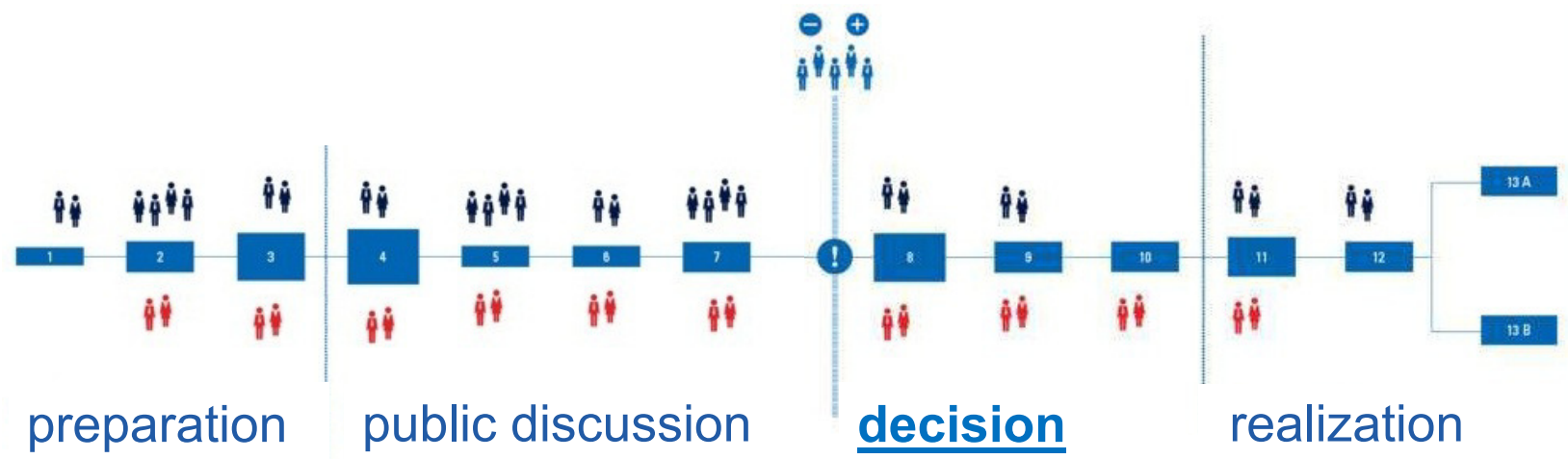


*Information given to the property owners in BID Sachsenor, in the town hall of Hamburg-Bergedorf*





## How to establish a BID?

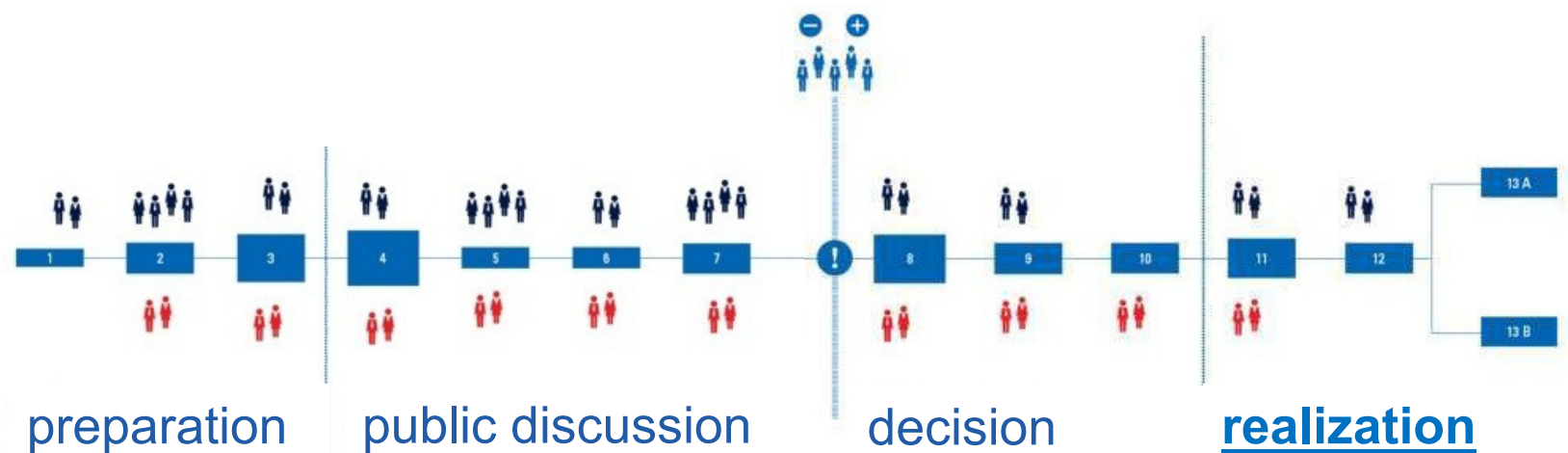


- The **City of Hamburg** informs all affected property owners about the BID application
- If less than **1/3 of the property owners** (by number and by area) vote against the BID application, the **Hamburg Senate** can establish a BID





## How to establish a BID?



- The **BID task manager** implements the measures which are included in the business and financial plan
- Duration: max. 5 years
- By law **all property owners pay** for the BID measures



## How to establish a BID?



*The new design under construction:  
BID Hohe Bleichen (all photo: Schote)*



*Opening session  
BID Passagenviertel (2012)*



## What makes a **BID** successful?

- **People** who take the initiative  
*(property owners and retailers)*
- **Democratic decision**
- **Broad consensus** about the business and financial plan
- **Stamina** (2 years or more)
- **Professional support** throughout the whole process  
*(BID task manager)*
- **Local authorities** support BID-initiatives



## What belongs to a successful BID?

- A realistic perspective / a **vision**



a BID will not solve all problems  
a BID is not always the best solution





## What makes a **BID** successful?

- Cooperation with **shopping-centres**
- Cooperation with **initiatives for city marketing**



*Christmas market, financed by the local shopping-centre, BID Tibarg in Hamburg-Niendorf (December 2014); photo: BID Tibarg*



## Conclusion and future prospects

- BIDs are...

... an **urban planning instrument** to increase the attractiveness of central city areas and district centres,

which are established by property owners and retailers to **improve the public space** or to do marketing or district management

which could not be financed

- by public funds or
- on a voluntary basis

➤ **Competitive advantage** vis-à-vis other districts





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Hamburg

**Thank you  
for your attention**

For further information:

**[www.hk24.de/bid](http://www.hk24.de/bid)** (in German)

International BID Congress on July 2<sup>nd</sup> and 3<sup>rd</sup> 2015 in Hamburg

