



Rostock (DE)

City context and definition of the initial problem / policy challenge

The Rostock Central Railway Station underwent general modernization in 2003. Since then there was no further development. Today the tracks work as a barrier, car parking and bike parking problems are increasing. The empty lots south of the train station have a potential for a high-quality development - and could potentially be connecting the Südstadt to the city centre.



Rostock Südstadt Structural Plan (first draft 09.2014) (Hanseatic City of Rostock)

Setting of focus and objectives

The objectives of the Hanseatic City of Rostock are threefold:

- Upgrading the southern railway station as a passenger hub
- Connecting the Südstadt to the city center
- Utilisation of the location advantage as a **hub for the creative entrepreneur scene**.

The focus of the LAP lies on the third objective. The focus here is to address University-milieus as well as creatives and freelancers of the surrounding “Regiopol” region and to cater their needs with a potential development.

Actions/schedule

Within the scope of ENTER.HUB a potential and demand analysis was conducted. The goal was to identify and to contact key stakeholders of a potential development, to investigate their demands

and their interests and to choose the right funding and next steps. In the course of the demand analyses interviews and focus groups were conducted (e.g. with the University of Rostock, the Chamber of Commerce, freelancers and creative scene, surrounding businesses). The analysis helped narrowing down the topic, identifying key partners and creating a dialogue on the topic.

Funding scheme

In the following months it is planned to set up an INTERREG project for continuing the process of developing the creative Hub.

Framework for delivery

The City of Rostock is working on the communication of the results of the demand and potential analysis and responsible for the conception and application of an INTERREG. A circle of key stakeholders (e.g. University, surrounding businesses) is identified and motivated to advise and accompany the INTERREG process (= steering committee)

Description of the process

Through the transnational exchange and learning (especially the example of SUPSI Lugano) the topic of a creative hub south of the railway station was developed. The actions were planned in exchange with the partners and the thematic expert.

Risk analysis/ conclusions

In the ENTER.HUB project the City of Rostock is in an excellent situation because the city is the land owner and has the planning autonomy to create the planning aims in a very early stage and to define the development strategy.

Based on the LAP a wide discussion and political decision making process is about to be started. The risks therefore are considered low. The project has to find an appropriate position in the city's project ranking list. Realization will not happen before 2018 - the 800th anniversary of Rostock.



(left) Southern Area around railway station (H. Stavenhagen, HRO)

(right) Industrial flats from the 1960-s at Südsradt (H. Stavenhagen, HRO)