

THIS IS HOW LIVING IN A HISTORIC SETTING FEELS



## ERDF. New life in an industrial monument

In the middle of Frankfurt (Oder), a new quarter is being built in the Ferdinandshöfe with modern residential concepts and a variety of leisure and gastronomy facilities. The place for community in a former brewery revitalises the city centre while preserving the historic building fabric.

With its many young students, the European University Viadrina (EUV) is an important economic factor for the city of Frankfurt (Oder) – given the overall decline in population figures. It is estimated that in 2017 around half of the approximately 6,600 students commuted daily from Berlin to the Brandenburg border city on the river Oder. In 2018, the General Student Committee of the EUV therefore launched the “Move to Frankfurt” campaign, advertising low rents and living costs, proximity to Poland and a one-off welcome payment. With rising rents in Berlin and the surrounding area, the city is becoming visibly more interesting for commuters. The demand for low-cost, small and variable flats and plenty of space for development is growing. The conversion of the old brewery buildings of the Ferdinandshöfe now masters two important challenges of integrated urban development – demographic change and monument protection – by creating living and open space for students.

### Project details



**Beneficiary:**

VariWo GmbH & Co. KG  
Gubener Straße 9a  
15230 Frankfurt (Oder)  
[ferdinandshoefe.de](http://ferdinandshoefe.de)



**Priority:**

Integrated development of urban and rural areas



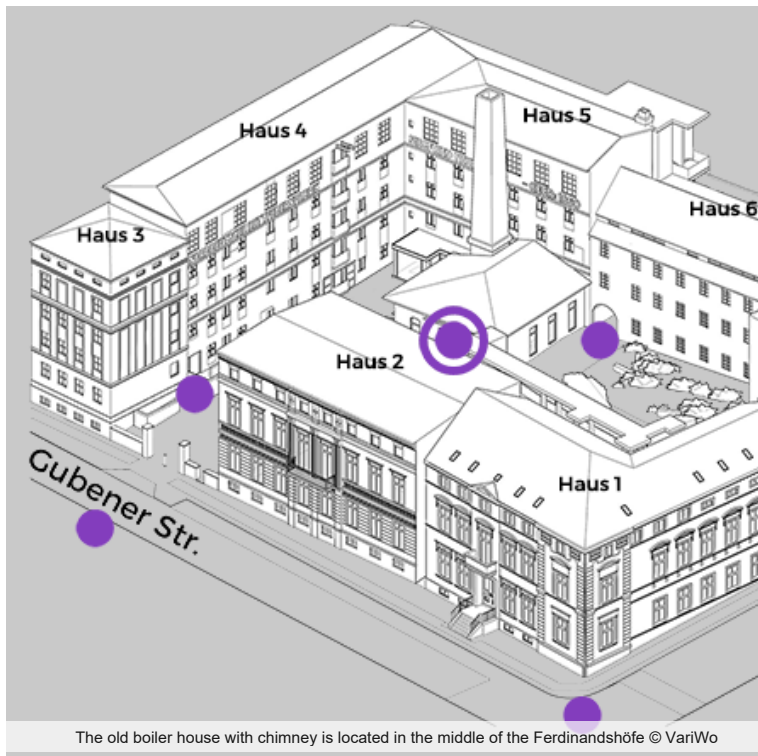
**Investment amount:**

EUR 526,450, of which EUR 200,000 is ERDF-funding



**Project term:**

November 2020 to December 2021



The old boiler house with chimney is located in the middle of the Ferdinandshöfe © VariWo

## WHY IT MAKES SENSE

- ✓ **Creation of affordable housing and communal areas** for student life
- ✓ **Creation of gastronomy and leisure facilities** in the new quarter
- ✓ **Conversion of the inner-city commercial wasteland Ferdinandshöfe** to a prominent location in the city centre **while preserving the historic building fabric**
- ✓ **Redevelopment with a focus on the socio-cultural development of the district and the development of diversity in the city centre**
- ✓ **Energetic neighbourhood planning**

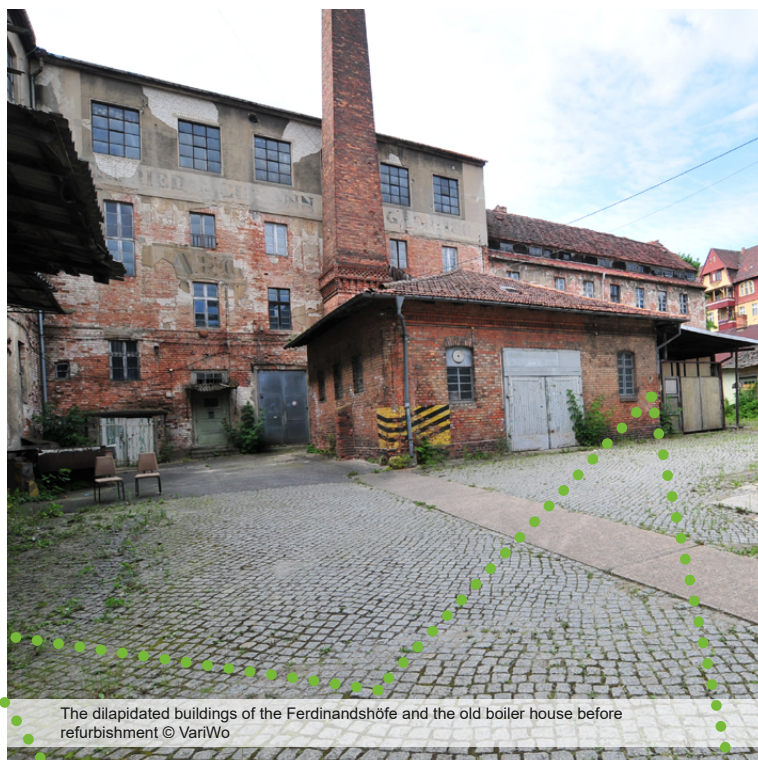
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### Student housing in old walls

In order to make student life in Frankfurt (Oder) attractive, around 130 living spaces have been created in flats and shared flats close to the university on the site of the former Ferdinand Schindler brewery. In more than 150 years of use, the old buildings at Gubener Straße 9 first housed a brewery, then a bedspring factory, a pharmacy and finally a spirits factory. Since reunification, the Ferdinandshöfe have stood empty and were among the last buildings in the city not to be redeveloped. VariWo GmbH invested in the redevelopment of the complex and created a special kind of residential home with units that are affordable even for those on lower incomes thanks to capped warm rents. The charm of the old infrastructure was complemented with new buildings, modern facilities and many communal areas for the student community.

### Space for the community in the old boiler house

To support the formation of a young community, there needs to be free space to come together. In the heart of the Ferdinandshöfe, a community space for the residents is being created in the small former boiler house. Funding from the European Regional Development Fund (ERDF) was used to renovate the brick building into a new neighbourhood shop with an adjoining restaurant and an event room in the vaulted cellar. In the centre of the neighbourhood, people can now enjoy their morning coffee on the 100 m<sup>2</sup> sun terrace or get together in the evening for a drink or to celebrate in the event cellar. A small selection of everyday goods will also be offered in the neighbourhood shop.



The dilapidated buildings of the Ferdinandshöfe and the old boiler house before refurbishment © VariWo

## DID YOU KNOW?

From 2015 to 2016, a student project of the Master's programme "Protection of European Cultural Heritage" at the European University Viadrina dealt with the reuse of the Ferdinandshöfe. With their visions, they helped to initiate the redesign of the grounds. Together with the students, they also collected initial ideas for the conversion of the old boiler house.