



EUROPEAN UNION

European Regional
Development Fund

Senate Department
for Economics, Energy
and Public Enterprises



BACK TO THE FUTURE IN ONKEL TOMS HÜTTE (UNCLE TOM'S CABIN)

THERE IS A SMELL OF FRESHLY ROASTED COFFEE, a shopkeeper is arranging her assorted product range, a painter is painting over the graffiti on the walls, and from time to time, an underground train rattles past. This is a different Berlin here, in Uncle Tom's Ladenstraße (shopping street), which borders the eponymous Berlin underground station of line 3 on both sides. Coffee shops and boutiques are adjacent to stores of larger commercial chains, luminous signs with coloured lettering installed at the ceiling point the way. Somehow, there is a bit of everything here, the people know and greet each other. It is a little bit like just under 100 years ago, when the concept of the – then new – train station with shopping arcades was developed and implemented by Otto Salvisberg. The successful design remains – it is just to become more modern. *“Back to the Future”* is therefore the name of the local associations' project *Onkel Toms Hütte*, which is supposed to make the residential area in the Zehlendorf district even more attractive: for tourists, for residents and as a settlement area for young families, who do not want to leave the vicinity of the metropolitan city for small town life.

»FROM THE VERY BEGINNING, ALL INVOLVED PARTIES WERE ENTHUSIASTIC, EVERYONE IS WORKING TOGETHER. THE PROJECT IS REALLY AN AFFAIR OF THE HEART OF ALL RESIDENTS AND THE LOCAL PLAYERS.«

Heide Wohlers, Project Manager „Onkel Toms Hütte – Back to the Future“

NOWADAYS, THE HISTORICAL SHOPPING STREET IS LISTED FOR PRESERVATION, just like the adjoining Waldsiedlung Zehlendorf, more commonly known as *„Onkel Toms Hütte“*. It was designed and built between 1926 and 1931 by the architects Hugo Häring, Otto Rudolf Salvisberg and Bruno Taut as part of the urban development movement *Neues Bauen* (New Construction). Since June 2018, the cycle routes Dahlem and Wannsee are passing these and other landmarks, which this district has to offer. And there are quite a few. The district is located along the Wannsee Route RR1, a road that leads to the European Bicycle Route R1, and is therefore an ideal stop and rest area. The aim of project *“Back to the Future”* is to raise awareness of the merits of the district.

THE RESIDENTIAL AREA AROUND THE SHOPPING STREET HAS LARGE DEVELOPMENT POTENTIAL and to utilise this, the European Union has been funding the project within the scope of the funding programme *Economic Measures of the Bezirkliche Bündnisse für Wirtschaft und Arbeit (BBWA)* of the European Regional Development Fund (ERDF) since the beginning of 2017.



NEW DESTINATION FOR A DAY TRIP IN BERLIN

The **development** that the district in Berlin Zehlendorf near Grunewald has undergone since the beginning of the funding, can be seen at every corner: **New stores** in the shopping arcades, flyers about the district and its **cycle routes** everywhere, a permanent exhibition, which provides information about the station's history, and a second digital exhibition on the historical residential area. It is thus worth for citizens living in the city centre to make a trip to the south-west periphery. **Nature enthusiasts, sports fans** and **tourists** can take a break at the train station *Onkel Toms Hütte* during a bike ride. Recently, it is possible to not only stroll through the **Thursday weekly market**, but one can also get the bike repaired or hire a new one, if one's own bike suddenly stops working in the middle of the Dahlem cycle tour. Ultimately, a lot of effort is going into the **online presence** of *Onkel Toms Hütte*, so that the varied new offers are also effectively promoted.

THANKS TO ERDF, ONKEL TOMS HÜTTE WAS ABLE TO DEVELOP

The enhancement of the district was made possible in the first place with the **co-financing by the European Regional Development Fund (ERDF)**. Despite various activities, the modern residential area and its centre with its shopping street, it was lacking a design for staging the area, nor did it have the required **infrastructure**. This could be successfully developed and built thanks to EU funding, so that *Onkel Toms Hütte* in future receives more of the attention it deserves due to its interesting history, the historical architecture and beautiful surroundings.

ERDF HAS AN IMPACT IN BERLIN

Within the framework of the *Economic Measures of the Bezirkliche Bündnisse für Wirtschaft und Arbeit (BBWA)*, ERDF is supporting the economy at a district level. Apart from a suitable conceptual development, the main crucial factor is **sustainable location marketing and management**, which will be supported by the ERDF funding programme. The aim is to support and raise awareness of for these districts and thereby improve the situation of local SMEs. This enable Berlin to demonstrate how versatile it really is and all regions in the country can develop profitably.

IN CONCRETE TERMS, THE ERDF IS ENSURING THAT ...

- tourism and the economy in Zehlendorf are boosted.
- the tourism in Dahlem experiences better marketing.
- the situation of SMEs (retail, service providers, skilled trade) is improved at the location, including the shopping street.
- the infrastructure is improved.
- the listed ensemble of Onkel Toms Hütte is visually enhanced.



The grand opening of the Dahlem Route



The historical exhibition on Onkel Toms Hütte



Opening of the Dahlem Route included a musical programme

FUNDING: CONTACT:

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Productivity of the economy
Economic Measures of the Bezirkliche
Bündnisse für Wirtschaft und Arbeit
(BBWA)

FUNDING AMOUNT

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PROJECT TERM

01.01.2017–31.12.2019

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