



Unique Opportunity for the 21st Century in Hamburg: “Elbtower”



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MIPIM / March 14th 2016

HafenCity: Development Pipeline 2017

Available Plots Only in the Eastern Part of HafenCity

(4 Remaining Plots in Western und Central HafenCity for 2021 or later)



■ completed
 ■ under construction / preparing to build
 ■ sites allocated
 ■ tender / ready for allocation
 ■ site development in preparation

Projects under construction:

approx. 180.000 sqm. GFA; thereof approx. 1.000 residential units
 (plot no. 33, 34-15/16, 60, 52 a+b /53, 71, 72, 80, 81 a+b)

Start of construction 2017:

approx. 320.000 sqm. GFA; thereof approx. 1.400 residential units
 (plot no. 55, 56, 57 a+b, 89, 90 a, 91, 92 a+b, 93, 95, southern Überseequartier without buildings A, B, C)

**Sites allocated
 (in process of planning)**

approx. 200.000 sqm. GFA; thereof approx. 1.000 residential units
 (plot no. 74-76, 82 a+b, 83a, 83 b, 88 a-d, 90 b+c, 92 a+b, 97, 99, 110, 118, 121)

Invitation to tender 2017:

approx. 72.000 m² GFA; thereof approx. 500 residential units
 Tender Unit IV (AEIV), 4 plots in Quarter Baakenhafen (plot no. 84 a/b, 98, 100 a; 100 b; the last properties intended for living) and tender unit I in Quarter Elbbrücken (AEI), 4 plots (plot no. 111, 112, 114, 116)

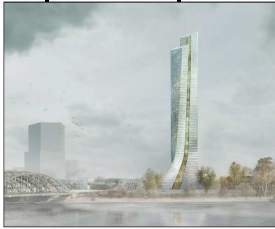
HafenCity: Generating a New Waterfront (3.1 km) in the Center of Hamburg as Identity Generation Process, Composed Almost Exclusively via Private Real Estate Development



Elbphilharmonie



Strandkai Quarter



Elbbrücken Quarter with high-rise buildings outside the view corridor of the inner city



Überseequartier with cruise terminal, hotel, office, residential, retail

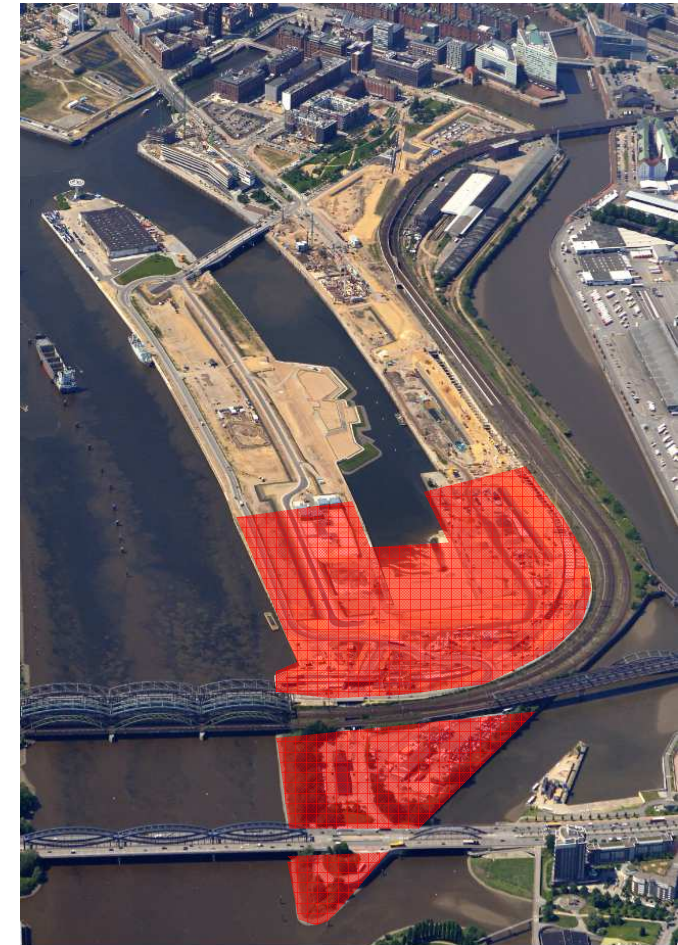


Baakenhafen Quarter

HafenCity Elbbrücken Quarter

Some Key Facts About the Urban Development Area

- Area of urban development: Elbbrücken West, in total approx. **16.5 ha**
- Mixed used quarter with approx. **1,100 apartments** (min. 1/3 subsidized) and approx. **13,000 jobs**
- Construction volume: approx. **436,000 sqm GFA** (Q.E. West). thereof approx. 220.000 sqm. GFA office and approx. 128.000 sqm. GFA residential, remaining areas: public related uses, eg. services, retail, leisure related uses, hotel and convention areas
- Elbtower: **100,000-150,000 sqm GFA** mixed use (public tender starting April 2017)
- Urban development competition:
September 2015 - Hosoya Schaefer Architects, Zürich
Development of functional plan
- Landscape competition:
November 2016 - Atelier Loidl, Berlin
- Land Development Plan (draft) HafenCity 13 (Elbbrücken West): Allows early building permit § 33.1 BauBG by end of 2017



HafenCity Elbrücken Quarter: The Basis for Densification at Elbrücken
The Public Transport Node
Connection of U- and S-Bahn (U 4, S 3 and S 31; Completion 2018 / 2019)



HafenCity Elbbrücken Quarter Mixed Use Prime Development Area



HafenCity: Elbbrücken Quarter – Ongoing Development Process

New Working Environments, New Technologies: Sustainable, Cooperative, Idea-Generating and Flexible

Exclusive options granted / to be granted:

Plot 121

- Prevention center of VBG and BGW (approx. 27.500 sqm GFA)
- Experience world and exhibition area on the subjects of work safety and health precaution
- Integrated accommodation and catering
- Excellent realization of inclusion and accessibility (building completely barrier-free)

- Reduction of regular parking spaces by 75% (reduction area)
- 75% of the spaces with e-charging connection (for office parking spaces)

Plot 118

- Company seat of solar energy organisation Enerparc AG (approx. 7.000 sqm GFA)
- Integrated photovoltaic
- High proportion of engineers in the workforce (high value added)
- Additional areas for employees' start-ups

- 25% of regular parking spaces (reduction area)
- 75% of the spaces with e-charging connection

Plot 110

- High-Tech Smart-Building (approx. 24.000 sqm GFA)
- Multidimensional digitalization
- Significant amount of short-term leases
- Significant amount of co-working spaces
- User profiles: international tech companies, gazelles, Fortune 500, freelancers, start ups etc.

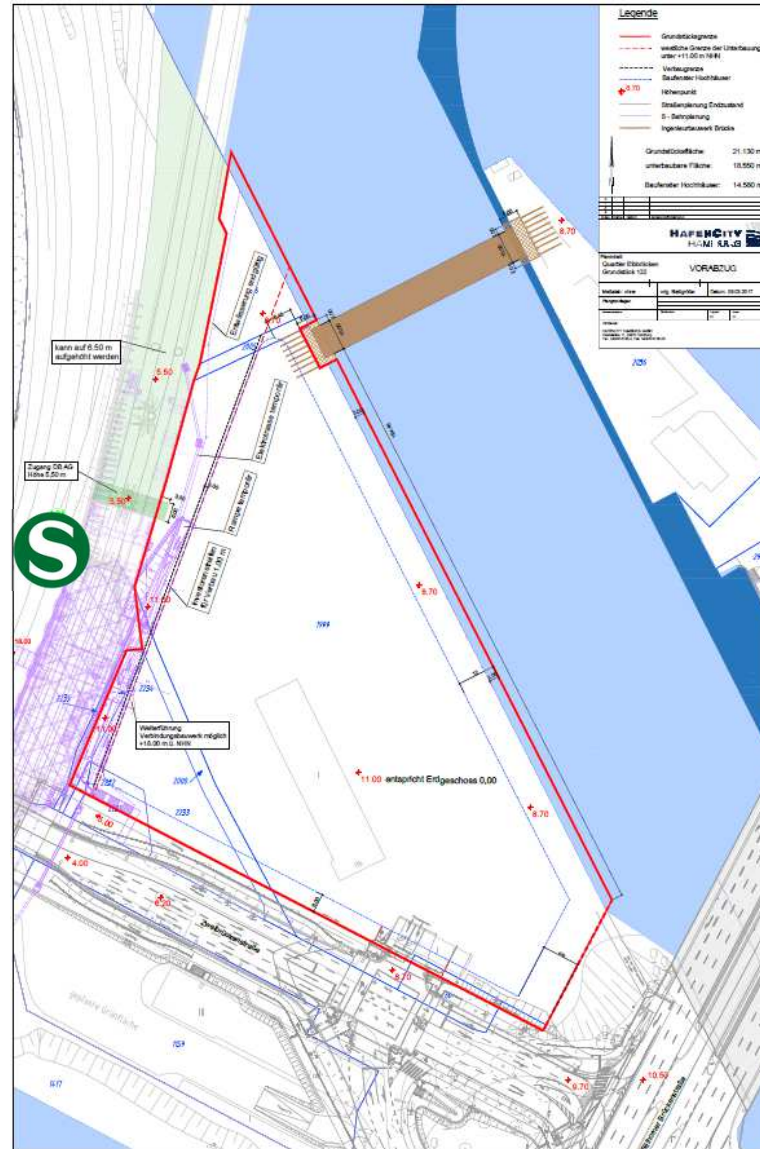
- 25% of regular parking spaces (reduction area)
- 75% of the spaces with e-charging connection

Plot 119 (April 2017)

- Congress hotel with more than 500 rooms



Elbbrücken Quarter: Elbtower Site Plan



Elbbrücken Quarter

Elbtower: The Aesthetic Qualities and Requirements



Top

- Integration of the top into the existing skyline of the city



Middle

- sculptural formation
- tapering of the main body
- segmentation of volume



Base and Plaza

- integration in surrounding quarters
- shaping an own urban quarter
- defining entrances and connections
- public amenities

„Elbtower“: The Criteria for the Selection of the Successful Bidder

The complete offer package has to include:

- Design / architecture / architect
- Structural and mechanical engineering
- Use concept (mixed concept; LOIs?)
- Planning and project development approach and timing
- Complete business case including development and investment phase
- References
- Choice between acquisition by sale and long-term leasehold and comment on legal documents

The criteria for the selection of the successful bidder:

Criteria for „urbanistic and architectural quality“ (including reference cases):

- 70% design quality, aesthetic quality and coherence of urbanistic integration
- 30% technical and innovative quality including sustainability

Criteria for „security of realisation“ (including reference cases):

- 40% financing concept (private equity, third-party funds, investment concepts including bridging loan)
- 15% economic feasibility of the project and mixture of uses (including LOIs (?) of users and branding concept)
- 15% project management quality (organisation of project management, experience of developer team and investors management capacity)
- 10% acceptance of sales contract or leasehold conditions
- 20% price offer including payment modalities

Elbtower: View From the West



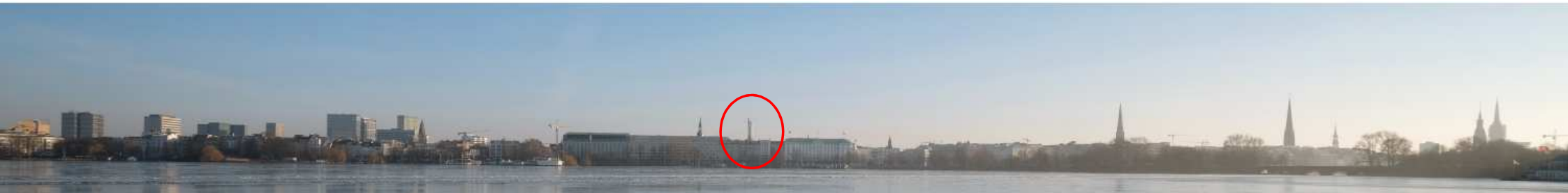
Elbtower: View From the East



Elbtower: View From the South



Elbtower: View From the Alster Lake Preserving the Skyline of the Core City



Opportunity of the 21st Century: „Elbtower“ Hamburg



Outstanding market conditions:

- Hamburg's growth prospects and commercial property market are currently excellent
- Hamburg occupies second place among all European cities according to the reknown Emerging Trends in Real Estate Ranking (ULI/PWC)
- Constant high demand for hotel and residential accomodation, good prospects for office market
- HafenCity Elbtower as once in a lifetime investment opportunity with international reputation and outstanding large-scale projects such as the Überseequartier development by Unibail-Rodamco (construction of 960 million € investment with 270,000 sqm GFA just started in March 2017)

The right place at the right point in time:

- The only place to build a high rise building in Hamburg with that height (without disturbing the historical cityscape and inner-city skyline)
- Unique visibility: the „Elbtower“ will not only mark Hamburgs skyline but also be the landmark for Hamburgs southern entrée
- Unique point of cohesion: because of its centrality and connectivity to subway and rapid train station
- No disturbing of city skyline from the Alster lake

„Elbtower“: Time Schedule Tender Process



Publication of the tender	April 11th 2017
Urbanistic and architectural counseling phase for bidders (with HafenCity Hamburg GmbH and Chief Urban Planning Officer)	May 2017
Delivery of complete bids	August 11th 2017
Selection of short-list of bidders	September 2017
Negotiation phase (with max. 2 bidders) until ➤ Finalisation of contract(s) (subject to approval by Hamburg Government and Parliament)	December 2017
Final decision by Hamburg Senate (Government) and Parliament	Summer 2018

Thank You for Your Attention! Questions?



Professor Jürgen Bruns-Berentelg, HafenCity Hamburg GmbH