

HAFENCITY HAMBURG

FOCUS ON

**THE ÜBERSEEQUARTIER
PULSATING CENTRE ON THE ELBE RIVER**



HAFENCITY





Jürgen Bruns-Berentel,
CEO of HafenCity Hamburg GmbH

EDITORIAL

The HafenCity project is starting to take tangible shape. The first ten buildings are going up on Sandtorkai and Dalmannkai, and planning for the heart of HafenCity is now starting in earnest with the Überseequartier project, which is destined to become the hub of the new district and its link to the present city centre. The procedure to select the investors for this project is now entering the decisive phase.

This brochure describes the present development status of the Überseequartier and is the first of a series of publications which will describe other projects in the HafenCity development and answer questions frequently asked by interested parties. They will be addressed to both experts and laymen, easy to understand and informative.

This brochure is designed to complement the HafenCity Information Centre in the Kesselhaus, the website, the project brochures and the events publicising the HafenCity development. All these activities seek to illustrate the project and to ensure broad public involvement.

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Hafencity will link Hamburg's present city centre with the River Elbe and encompass the area once ringed by the old city walls.



„THIS PROJECT WILL MAKE
HAMBURG MORE COMPETITIVE
INTERNATIONALLY.“

HAMBURG SENATOR FOR ECONOMIC AND
LABOUR AFFAIRS GUNNAR ULDALE (6 OCTOBER
2003 AT EXPO REAL IN MUNICH)

The Überseequartier is the nucleus of Hafencity. It will create a new focal point in the city centre and make central Hamburg more attractive as a whole.

ÜBERSEEQUARTIER – THE HEART OF HAFENCITY

Hamburg is rediscovering its mighty river. HafenCity and the Überseequartier development will create new architectural and thematic highlights in the heart of this Hanseatic city.



HafenCity is crucial for Hamburg's future. It will create more space for the city's bustling central district, increasing its total area by some 40 percent. It will create new urban space only a few minutes' walk away from the City Hall and the main railway station. It will be a city centre in modern form. The salient features of the present heart of Hamburg are the vast lake of the Alster and the canals linked to it. The new developments in HafenCity will be oriented towards the River Elbe and the great seaport. Its centre will have a close relation to water.

HafenCity will add an additional 155 hectares to Hamburg's central urban area. They will be used for the construction of a fascinating mix of residential accommodation, offices, cultural and leisure amenities, retail facilities and restaurants set in a framework of an elaborate urban layout. The master plan approved by the Senate in February 2000 calls for some 1.6 million square metres of space, including residential accommodation for 12,000 people in the form of 5,500 apartments, and the creation of up to 40,000 jobs. HafenCity will be embedded in a graceful network of parks, squares and other open spaces. In the western section bordering on Hamburg's historic Speicherstadt containing picturesque old warehouses listed for preservation, more than twenty sites have been taken or reserved and ten buildings are under construction. Planning work has started on the Überseequartier development, which is scheduled to become the centre of HafenCity by 2009.



Above: The Überseequartier is located along the main axis between Alster Lake and Elbe River.

Below: The northern gateway to the Überseequartier is the historic Kaispeicher B building, which will house the marine museum containing the internationally outstanding Peter Tamm Collection.



A MODEL FOR THE EUROPEAN CITY CENTRE OF THE 21ST CENTURY

A vibrant harmonic ensemble of residential accommodation, offices, cultural and leisure amenities, good architecture and open spaces is being created around the Magdeburger Hafen.

The Überseequartier will be HafenCity's centrepiece, a district that will pulsate 24 hours a day. It lies at the intersection of the east-west-connection between the Elbe bridges and Kehrwiederspitze, and the north-south-axis between Alster and Elbe. It is within easy walking distance of the City Hall, the main railway station and the shopping district around Mönckebergstraße. Lying on the banks of the Elbe between the harbour and the Speicherstadt, it is HafenCity's prime location.

It covers an area of eight hectares, on which some 270,000 square metres of space will be built. That is nearly as much as in the whole of the Speicherstadt. The Überseequartier development is a mixed-use project offering an attractive blend of cultural and leisure amenities, retail facilities and restaurants, a cruise terminal and hotel, various types of services, plus centrally situated residential accommodation. It will form the nucleus of a modern metropolis and have a magnetic effect on the public. It will provide space into which Hamburg's burgeoning city centre can expand, enhancing its shopping facilities and creating other highlights that will make it vibrant with life. The city centre will be transformed into a vital, many-sided district in the tradition of great European metropolises.

The Überseequartier's unique location on the banks of a great river full of seagoing ships, next to the historic Speicherstadt and within walking distance of the Alster and the City Hall will make it equally attractive to the citizens of Hamburg and to tourists – to its residents and to visitors, offering, as it will, such a wide range of amenities and a well-balanced mix of uses.

An accent will be on leisure activities and culture, one of the main projects being the

Hamburg Maritime Centre, which will be based on a new concept. One item already under development in Kaispeicher B, the oldest building in the Speicherstadt standing at the entrance to the Überseequartier, is an international marine museum with an area of 14,000 square metres that will house professor Peter Tamm's Collection, an outstanding record of the development of shipping through the ages including a wide selection of paintings, books and models.

Hamburg is using a two-phase selection process to identify suitable investors capable of handling the complex Überseequartier development project. The first phase has already been completed and the short-listed entrants are now working on detailed concepts for submission in the summer of 2004. Negotiations will be finalised in 2005 and start of construction is scheduled for 2006. Over the following three to four years buildings with architecture of international standard will go up around the Magdeburger Hafen. The Überseequartier offers a unique chance for Hamburg: It can become a role model for lively European city centres with influence far beyond the region.

Usage (in GFS)

Überseequartier area

Area:

82,818 m²

Private building plots (constructible area incl. open space):

60,413 m²

optional area:

about 2,400 m²

Distribution of uses:

Hamburg Maritime Centre with Science Centre, aquarium, 3-D IMAX and exhibition space:

about 17,000 m² *

Hotel and cruise terminal:

about 17,000 m² *

Retail:

55,000 m² **

Restaurants:

about 10,000 m² *

Residential:

about 20,000 m² ***

Office and Service space:

about 144,000 m² *

Ecumenical centre:

about 800 m² *

Minimum gross floor space according to tender invitation:
263,800 m²

* benchmark ** minimum

*** maximum

A MAGNET WITH INTERNATIONAL FLAIR AND VARIETY

Urbane and Hanseatic, a place to visit and a place to live, unique but also familiar – the Überseequartier will be the highlight of Hamburg’s growing city centre.

The Überseequartier development will be in the tradition of the great European city centres – offering attractive functions to a national and international public and shining like a beacon to attract attention well beyond the city’s boundaries. Its excellent retail facilities and restaurants will act as a catalyst attracting customers and visitors from all around.

The retail concept with a maximum of 65,000 square metres gross floor area calls for orientation to the streetscape and the urban squares and for a close relation to culture and leisure activities. This is a major prerequisite for a vibrant district. A key asset of the Überseequartier is its

location on the Magdeburger Hafen and the Elbe. Shops and restaurants will look out onto open spaces and stretches of water. There will be new types of shopping facilities lining streets and squares – mostly at ground-floor level along the axis from St. Annen and the Elbe, inviting the visitor to stroll in the direction of the Magdeburger Hafen. This layout is similar to the latest trends in other countries, even in America where the tendency is now to move away from closed shopping malls and toward traditional European-type shopping streets. The Überseequartier is expected to attract more than ten million visitors annually from Germany and other countries.

Great care will be required in the design of the Überseequartier’s shopping and catering facilities because they will need to satisfy a complicated array of user demands if they are to compete successfully with Hamburg’s leading shopping centres and malls, and also be attractive enough to increasingly pull in new customers and visitors. The new shops and restaurants will also have to function as a source of growth for business in the present city centre, and businesses in the Überseequartier will develop their powers of attraction in close functional and geographical conjunction with the district’s cultural and leisure amenities which will act as a magnet for visitors.

A peep into the future:

The following is an extract from an article by British travel journalist Richard Barrows published on 27 November 2011:

When you arrive in Hamburg, you think you are in Venice. When you enter a restaurant there, you think you are in Paris. When it rains, you think you are in London and when you go on a shopping expedition, you know you are in one of the world’s great cities. The cruise ship ties up right in the middle of Hamburg’s city centre. You leave the ship and find yourself in a bustling district called the Überseequartier by the locals, which indeed draw inspiration from all parts of the world. There are luxury shops bearing the names of top designers just like in New York, London, Paris and Rome. Eating facilities range from tiny fast-food stands to top international restaurants run by leading chefs. Art collectors can spend a fortune on items ranging from aborigine drawings and Navajo jewellery to modern art and genuine antiques.

One really grandiose feature is the Hamburg Maritime Centre on the banks of the Elbe, right next to the cruise terminal. This literally sucks in people seeking to go on a voyage of discovery through the world’s oceans – a fascinating and totally unique

journey through an underwater world and a scientific lecture rolled into one. Afterwards, the visitor can stroll along the waterside or take a boat, just like in Venice, to the shopping streets and malls in the city centre as far as the city’s other great aquatic attraction, the vast Alster lake. In another direction lie the serried ranks of the city’s large museums leading back to HafenCity, the district where former docks have been transformed into marinas with historic ships lying at anchor and an amphibian world of small islands with cafés set amongst beautiful gardens rocks gently in the tidal waters of the River Elbe. There are small parks where the weary can rest, promenades for strolling along the riverbank and the historic Speicherstadt with its red-brick, nineteenth-century warehouses all listed for preservation. Some are still used as warehouses and emit fascinating aromas of coffee and spices. These stand cheek by jowl with buildings now converted into small museums or housing creative businesses...”

The architecture will be of top standard. The usage mix will include conventional retail facilities servicing local demand, plus an innovative selection of unique, international formats with a maritime flair and an entertainment character, as befits a district called the Überseequartier.

Hamburg's city centre will benefit from the expanded retail and catering facilities. Leading retail research institutes like Bulwien and Prisma report that central Hamburg still lags far behind cities like Munich and Cologne in retail space area and turnover. The researchers do not expect the new retail offer to siphon business away from the existing one. They expect it to make the city centre as a whole more attractive and in fact viable and produce increased turnover by drawing in more customers from the metropolitan region and from tourists.

The Überseequartier will be synonymous with international variety, culture, leisure amenities, shopping, good eating and urban living on streets and squares lined with top-class architecture.



“A SEA JOURNEY WAS ... AN ESCAPE FROM THE PETTY NOISES OF EVERYDAY LIFE INTO THE HOLY GRANDEUR OF THE ELEMENTS.”

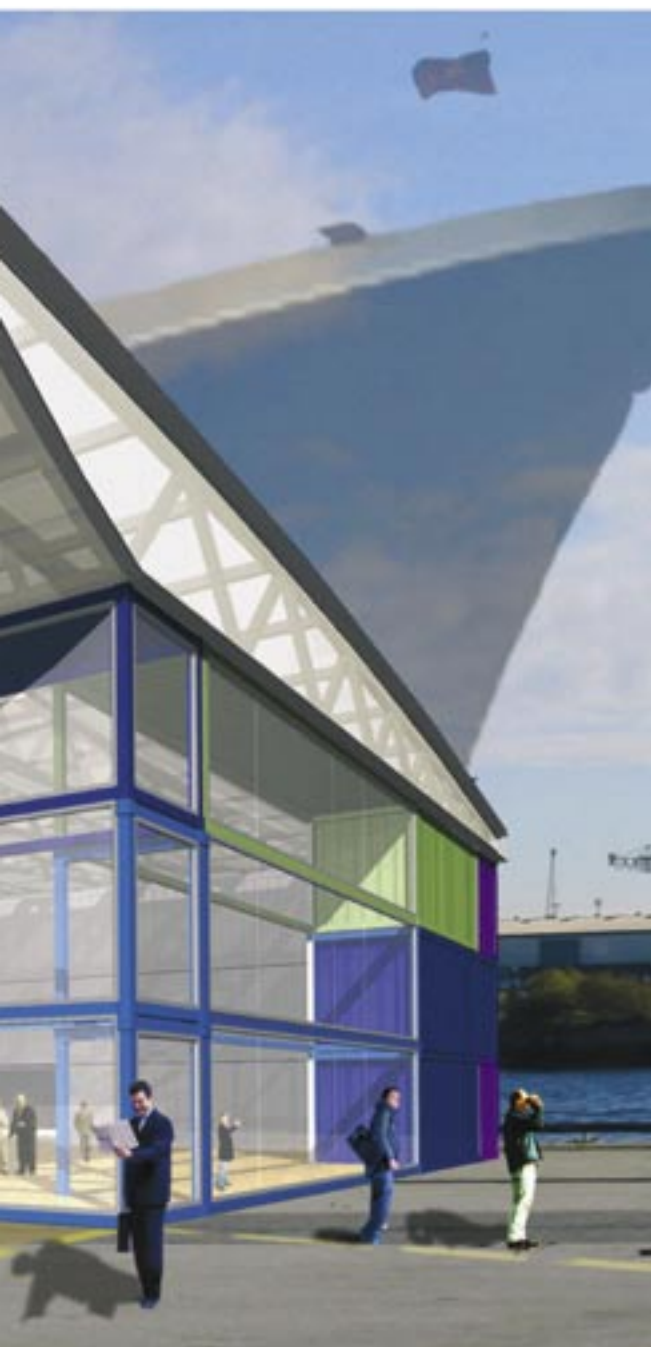
SIEGMUND FELDMANN, A PASSENGER ON THE MAIDEN VOYAGE OF THE IMPERATOR IN 1913



The architectural concept for the new Hamburg Cruise Center is simple but unique: Stacked sea containers make up its walls and a translucent canvas construction imitating a large sail builds the roof.

THE HOTEL UND CRUISE TERMINAL

The cruise terminal will be the gateway to central Hamburg for cruise ship passengers from around the world. Pathways bordering the water lead the visitor from the River Elbe to the Alster Lake. There will be promenades to the cultural centres, museums and the shopping streets in the heart of Hamburg.



Hamburg Cruise Center announcements of ships for 2004

	Ship	Length	Draft	Arrival
April	A'Rosa Blu	245	8.1	13.04.2004
	Jewel of the Seas	294	8.0	25.04.2004
	Jewel of the Seas	294	8.0	26.04.2004
	AIDAblu	245	8.1	27.04.2004
	Jewel of the Seas	295	8.0	28.04.2004
May	Delphin	157	6.0	08.05.2004
	Grand Princess	290	6.0	15.05.2004
	Mistral	216	6.9	27.05.2004
	Mistral	216	6.9	28.05.2004
	Mona Lisa	201	8.6	28.05.2004
June	Silver Cloud	156	5.2	13.06.2004
	Noordam	215	7.4	15.06.2004
	Rotterdam	237	7.8	21.06.2004
July	Bremen	112	4.8	09.07.2004
	Queen Mary II	345	10.0	19.07.2004
	Europa	199	6.0	22.07.2004
	Prinsendam	204	7.3	24.07.2004
	Europa	199	6.0	26.07.2004
August	Europa	199	6.0	09.08.2004
	Bremen	112	4.8	16.08.2004
	Prinsendam	204	7.3	21.08.2004
	Europa	199	6.0	31.08.2004
September	Seven Seas Voyager	207	7.1	03.09.2004
	Prinsendam	204	7.3	08.09.2004
	Europa	199	6.0	14.09.2004

A high-class hotel with between 200 and 250 rooms, conference facilities and a two-storey-high hall will welcome cruise ship passengers. The terminal, called "Hamburg Cruise Centre", is already in successful operation in a temporary building a few hundred metres west of the final location and has berths for two cruise ships. 40 cruise ships tie up there every year and the figure is expected to rise to 60 when the new terminal opens.

Some of the passengers will stay only a

few hours, others for one or two days to explore the cultural and leisure amenities, the shops and restaurants of the Überseequartier, doing their sightseeing comfortably on foot, for example to the City Hall, the museums, the shopping galleries and the Mönckebergstrasse shops lying between Elbe and Alster. The riverside hotel and its conference rooms will not be used only by cruise ship passengers. Market research documents that demand for hotel accommodation in Hamburg is rising

steadily despite the new hotels opened in recent years and that more capacity is needed. Maybe one day the cruise terminal will be the starting point of ferry boat connections across the Elbe to the "50s sheds", in order to link this special part of Hamburg's maritime heritage closely to the city centre.

THE HAMBURG MARITIME CENTRE – IMMERSING INTO THE REALM OF THE SEAS

A new concept combining an aquarium with a science centre and a 3-D Imax cinema will invite you to take a trip from the source of the Alster through the North Sea to the oceans.



Hamburg has been talking about building a maritime centre for a long time. But it had to be a novel concept and that is how the Hamburg Maritime Centre came into being. It will be built on an outstanding site at the point where the Magdeburger Hafen joins the Elbe and will have a gross external area of 17,000 square metres. This eye-catching attraction will form the end of the axis from Jungfernstieg, stretching via Domplatz to the Überseequartier and the Elbe river. The concept for the district's cultural and leisure amenities forms part of the bid procedure to be followed by the selected investor groups.

This unique project will consist of a science centre, an aquarium, a 3-D IMAX cinema, plus covered and open-air exhibition space. The individual elements will complement each other and create synergistic effects. This concept has been specially designed for the Überseequartier development project and offers visitors a journey through rivers and seas to the oceans and the life to be found there. It is a novel combination of popular science, entertainment and fascination. The Hamburg Maritime Centre emphasises Hamburg's proximity to the sea.

THE AQUARIUM

A large aquarium has been one of the items on Hamburg's shopping list for many years. Various locations between the banks of the Elbe and Hagenbeck's Zoo have been discussed repeatedly – and then rejected. One reason for this is that most aquaria have in the past been money-guzzlers. In contrast, the latest generation of aquaria attracts crowds of money-paying visitors. The leisure amenities experts of the Hamburg company Wenzel Consulting have developed a unique concept for an aquarium in the Überseequartier. It is based on the 'immersion' principle. Visitors go on an underwater voyage of discovery of the sea and its denizens, walking across platforms and ramps and through 180- and 360-de-

An expedition into the deep blue sea – available on the spot in the Überseequartier aquarium. The Hamburg Maritime Centre offers a unique combination of information and entertainment.



A 3-D Imax cinema screens documentaries and blockbusters creating the illusion that the spectator has been down in the depths himself.

gree underwater tunnels made of acrylic. They can peer through panoramic glass panes into enormous basins simulating the seabed and into cylindrical and other special aquaria. Films will also be screened. Formerly, fish in aquaria used to be kept at a distance. Nowadays proximity is the keyword – accompanied by the sound of whales singing and the roar of the waves to enhance reality and transport the spectator to the shores of the Atlantic Ocean.

The concept is based on regional themes relating to marine life habitats starting in the Alster and the Elbe and going on through the harbour to the coastal shallows of the Elbe estuary, the North Sea and the Atlantic. Spectators go on a voyage of discovery, accompanying an imaginary research expedition on its way from the source of the Alster to the Arctic.

THE MARITIME SCIENCE CENTRE – AN EXPEDITION TO THE “SIXTH CONTINENT”

Although 70 percent of the Earth’s surface is covered by water, there has been more research on the Moon and Mars than on ma-

ny parts of the oceans. Marine phenomena and denizens of the deep are the central theme of Überseequartier’s Science Centre. The concept was designed by the Swiss company Bellprat Associates. It enables visitors to experience marine and climatic research in a unique way in laboratories grouped around a central hall where themes like the origin of the oceans, weather and climate, currents and tides, life forms and their habitats, geology and navigation are displayed, simulated and explained. There are six labs in all, entitled ‘To the Ends of the World’, ‘Into the Invisible’, ‘Into the Great World Affairs’, ‘In Paradise and Desert’, ‘About the Sea’ and ‘On the Deck of a Research Ship’. They explain marine phenomena in dialogues and experiments. The popular method of mediating science in a simplified form to laymen and especially to children and adolescents is of particular concern. Like the aquarium, the Science Centre will use the ‘immersion’ principle to initiate this dialogue. After tuning up in the entrance hall, visitors will immerse themselves in the ‘Ocean’ theme. The Science Centre will also have 1,500 square metres of covered exhibition space where data on

the current state of marine research can be displayed. This will be supplemented by open-air exhibition space.

3-D IMAX CINEMA

The Hamburg Maritime Centre will also have a 3-D IMAX cinema screening documentaries explaining wind and weather, the oceans and the denizens of the deep; also movies, including block-buster films, on maritime themes like Deep Blue, The Abyss, The Storm and Titanic can be screened.

The aquarium and the maritime Science Centre will enable the layman to roam the seven seas and help him to understand them better. Labs will describe the habitats of marine life and explain weather phenomena.

Experts have calculated the construction and operating costs of this project and also some of the other key data:

The **aquarium** with a planned gross floor area of 5,650 m² can expect to attract 700,000 visitors annually, the **Science Centre** with intended 4,670 m² GFS up to 500,000 visitors annually.

The number of visitors coming to the planned 1,500 m² GFS of **exhibition and communication space** will depend on the events taking place there.

A 3-D IMAX cinema with 3,000 m² of gross floor area should be able to attract nearly 800,000 people a year.

Thus, the Hamburg Maritime Centre becomes an important visitor magnet in the metropolitan region Hamburg.

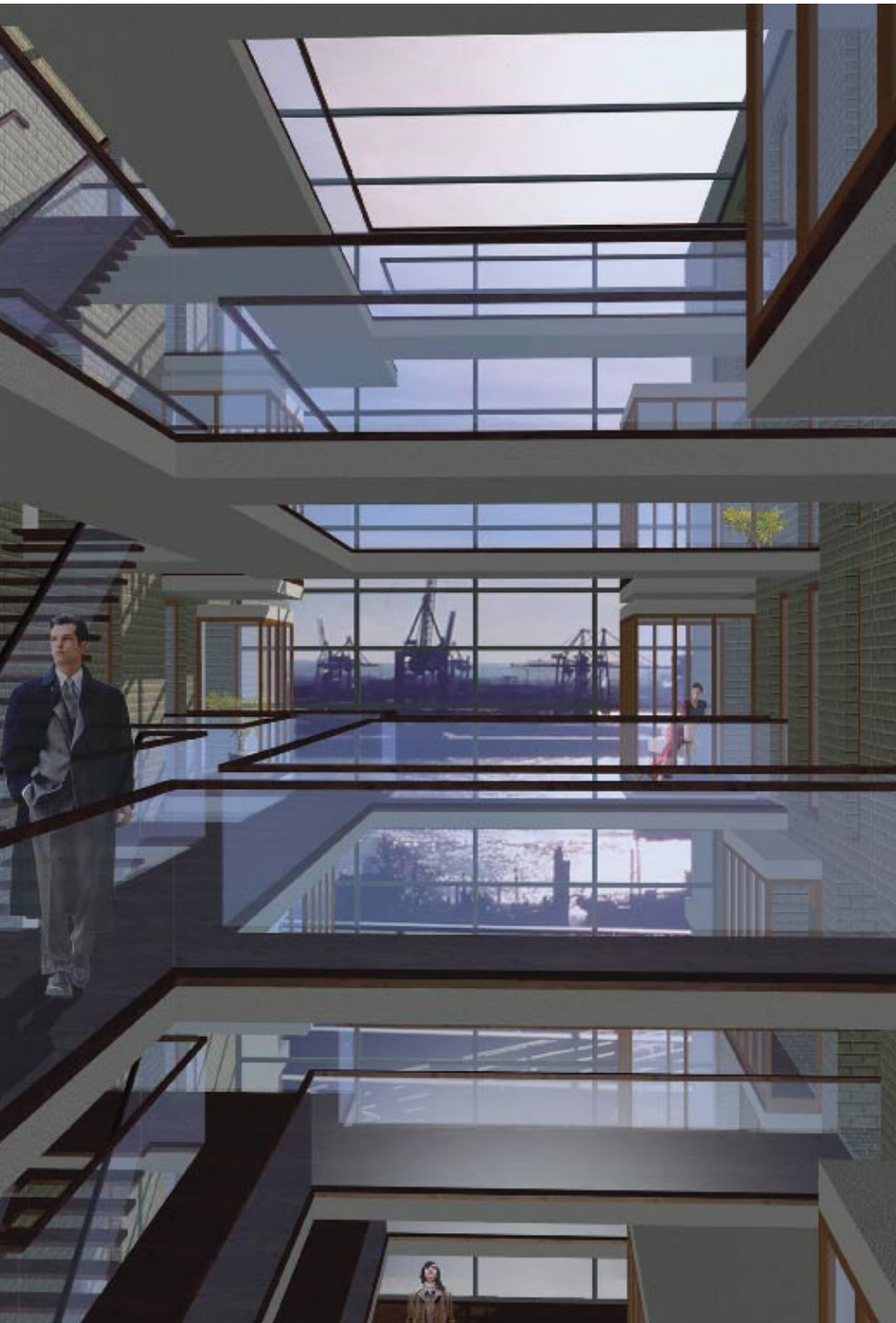
“AQUARIA OFFERING ATTRACTIVE
CONCEPTS OF LOCAL INTEREST HAVE
DEVELOPED INTO HIGHLY PROFITABLE
ANCHOR ATTRACTIONS.”

WENZEL CONSULTING (DEVELOPMENT ANALYSIS NOV. 2003)



OFFICE AND SERVICE SPACE

The Überseequartier development will create a new business location with international profile.



The Überseequartier will be a lively district day and night.

The office buildings lining the Magdeburger Hafen will be a top address for companies from all over the world. They tie in with Hamburg's modern business houses, providing first-class office accommodation at a unique location with views over the river, the Speicherstadt and Hamburg's skyline. The interposition of squares and open spaces will create a harmonious contrast with the density of urban centrality. The buildings will be ideal head offices for companies seeking to make a name for themselves in Hamburg. The Überseequartier development project will provide a total of 140,000 square metres gross floor area of office and service space which will blend into the surrounding shops, restaurants, cultural and leisure amenities to create an exciting district that will be vibrant day and night.



Representative office space for companies from all over the world.



The Überseequartier offers high-quality apartments with a maritime flair.

LIVING AT THE WATERSIDE

A central address situated amongst parks, squares and the Magdeburger Hafen.

A view of the central Hamburg skyline, the Magdeburger Hafen and the River Elbe, shops and restaurants on the doorstep, museums and exhibitions just around the corner – that is ultimate perfection in urban living. In the Überseequartier it will be reality. HafenCity will be the largest new, city-centre residential development in Europe. Some 20,000 square metres of high-quality residential space will become a top address for gracious living in central Hamburg. This follows the trend now becoming increasingly evident in many large cities where the population is abandoning the suburbs and returning to the city centres to have culture, entertainment, restaurants and maybe even a job available on their doorstep. The residential buildings are located near the Magdeburger Hafen and the Speicherstadt in a landscape of parks, urban squares and waterside promenades and with links to the residential development on nearby Cremon Island. The district will be very attractive to live in and will help to breathe new life into Hamburg's central area.



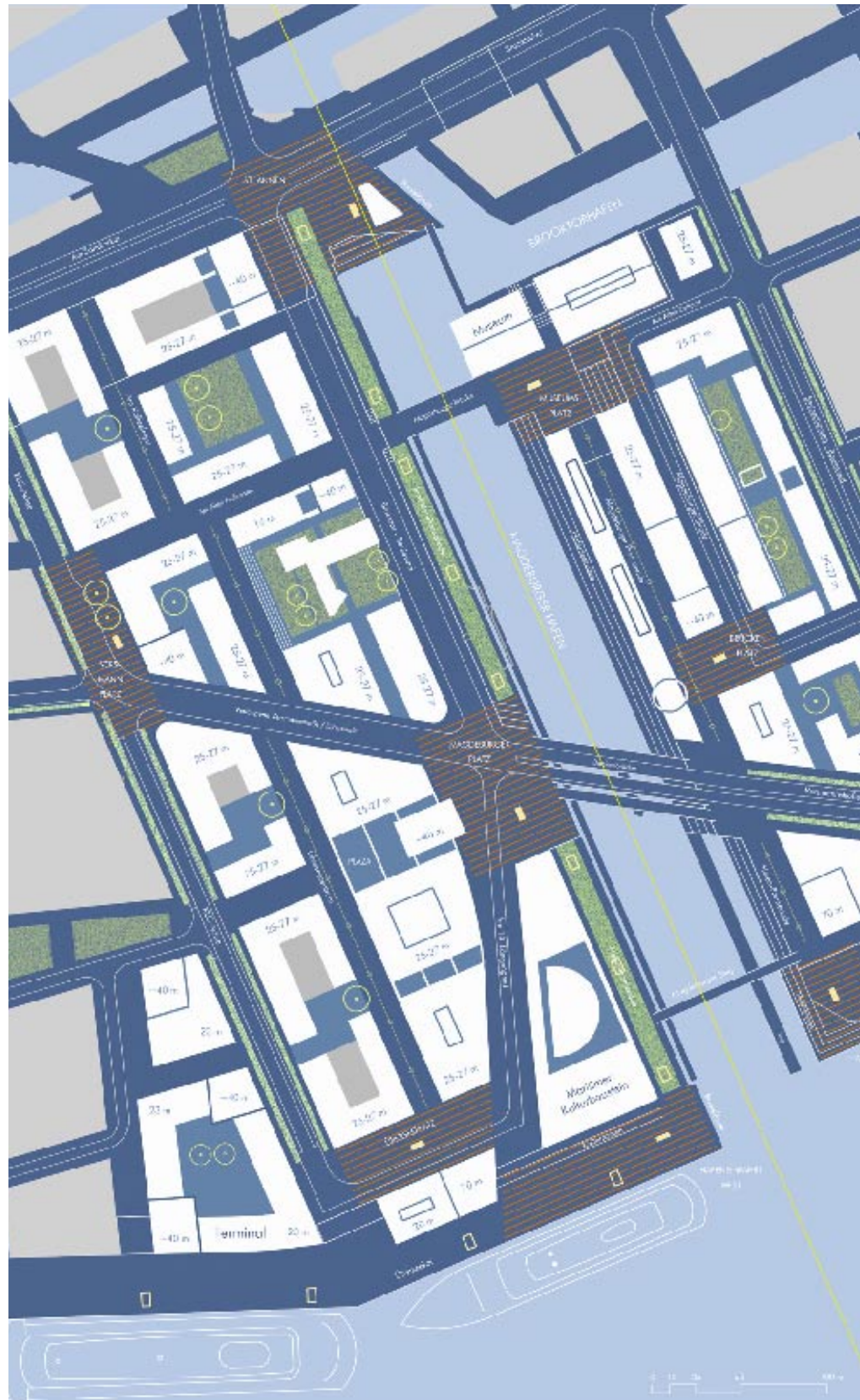
The view over the Magdeburger Hafen and the proximity to Hamburg's new city centre will help to ensure high quality of life for Überseequartier residents.

CITYSCAPE, ARCHITECTURE AND OPEN SPACES

An exciting ensemble – riverside buildings, streets and squares between Speicherstadt and Elbe.

The Überseequartier will be a densely developed, compact district – a modern extension of Hamburg's city centre. Its name says it all: Überseequartier stands for Hamburg as a gateway to the world and a gateway through which the world comes to Hamburg. The nearby Speicherstadt is a symbol of Hamburg's maritime past and the view downstream along the Elbe points the way to the city's international connections. The urban planning concept to be followed by the selected investor in the development project was approved by Hamburg's Senate in December 2003 in the form of a number of Planning Guidelines defining form and spread of uses, building masses and heights, public ways, streets and squares, general architectural conceptions, and also parcelling out the sites around the Magdeburger Hafen and specifying the plot ratios and other key development standards for them. These are based on the master plan published in 2000 but with added refinements based on ideas submitted by Darmstadt architects and urban developers Trojan + Trojan, the winning team of the urban design competition in 2003 with 35 invited entrants. The concept proposed by this firm creates a structure containing the various types of urban uses and at the same time leaves future developers adequate room to manoeuvre and to realise ideas for new forms of residential accommodation, working environments and architecture. The Überseequartier is the largest section of the western part of the area which was the subject of the competition.

Diversity is the keyword in the Überseequartier. A delicately balanced mixture of residential space, offices and retail facilities, plus cultural and leisure amenities will act like a magnet on residents and office staff alike, on the population of Hamburg and on the tourists coming to the city. Public attractions will guarantee a district



The Überseequartier enriches the Hanseatic City of Hamburg by offering manifold new promenades and public open spaces and thus creating a high quality ambience.



vibrant with life 24 hours a day and twelve months a year, just like in other great European city centres. The retail facilities will be mainly at ground level and easily accessible, creating a pleasant shopping environment and also a link between the Alster and the Elbe. The Überseequartier's big advantage is its central location in the middle of HafenCity directly on the main link to the existing city centre along the Magdeburger Hafen to Domplatz and the Jungfernstieg. There will be arcades lining Brooktor on the landward side and spacious promenades and riverside terraces on the Magdeburger Hafen side. Inside the Überseequartier there will be a dense network of buildings and urban spaces for various types of use. North-south connections will be crisscrossed by an intricate east-west system of streets, squares, promenades, courtyards and parks making the Überseequartier a pleasant place to live and work in or to visit.

The Überseequartier will have a dense, but orderly, elongated urban structure running parallel to the Magdeburger Hafen with its main lines of development leading to the River Elbe. This will create a close link to the spectacular developments on the riverside. The governing principle of 'one site, several buildings' will ensure fine-grained subdivision of the available land and human-scale development. Squares will add diversity and give the district a high-quality urban layout combined with versatile open spaces. Three main squares typical of historic European cities will dominate the picture and create links to neighbouring districts – "St. Annen Platz" at the interface to the Speicherstadt, „Magdeburger Platz", which is destined to become the hub of the

HafenCity and "Überseeplatz" fronting on to the River Elbe between the Hamburg Maritime Centre and the Cruise Terminal and hotel, which will inevitably become a major tourist attraction. Two green areas will form oases for the more intimate lifestyle in the district's two residential areas.

The scale in the Überseequartier will be similar to that in the present city centre. General maximum height will be 6-7 full storeys (25-27 metres), modular structures with courtyards and terraced developments constructed with compact blocks. Slightly higher buildings (2-4 more storeys) will highlight prominent locations as "belvederes". These will give rhythm to the district and introduce a new element into the city centre and HafenCity. The Überseequartier's most spectacular location at the meeting-point of the Magdeburger Hafen and the Elbe, will be the site of the only high-rise development – a landmark building some 70 metres high with architecture creating a powerful visual impact from a distance and offering breathtaking views over the city and its seaport. It will not detract from Hamburg's traditional skyline. The buildings forming the Hamburg Maritime Centre will also be a prominent landmark. The building formerly occupied by the Port Authority, which is listed for preservation, will stay at its lower level inviting for sojourn on a stairways arrangement. Located near the main pedestrian flow, this building can be earmarked for a special use and will function as one of HafenCity's points of attraction.

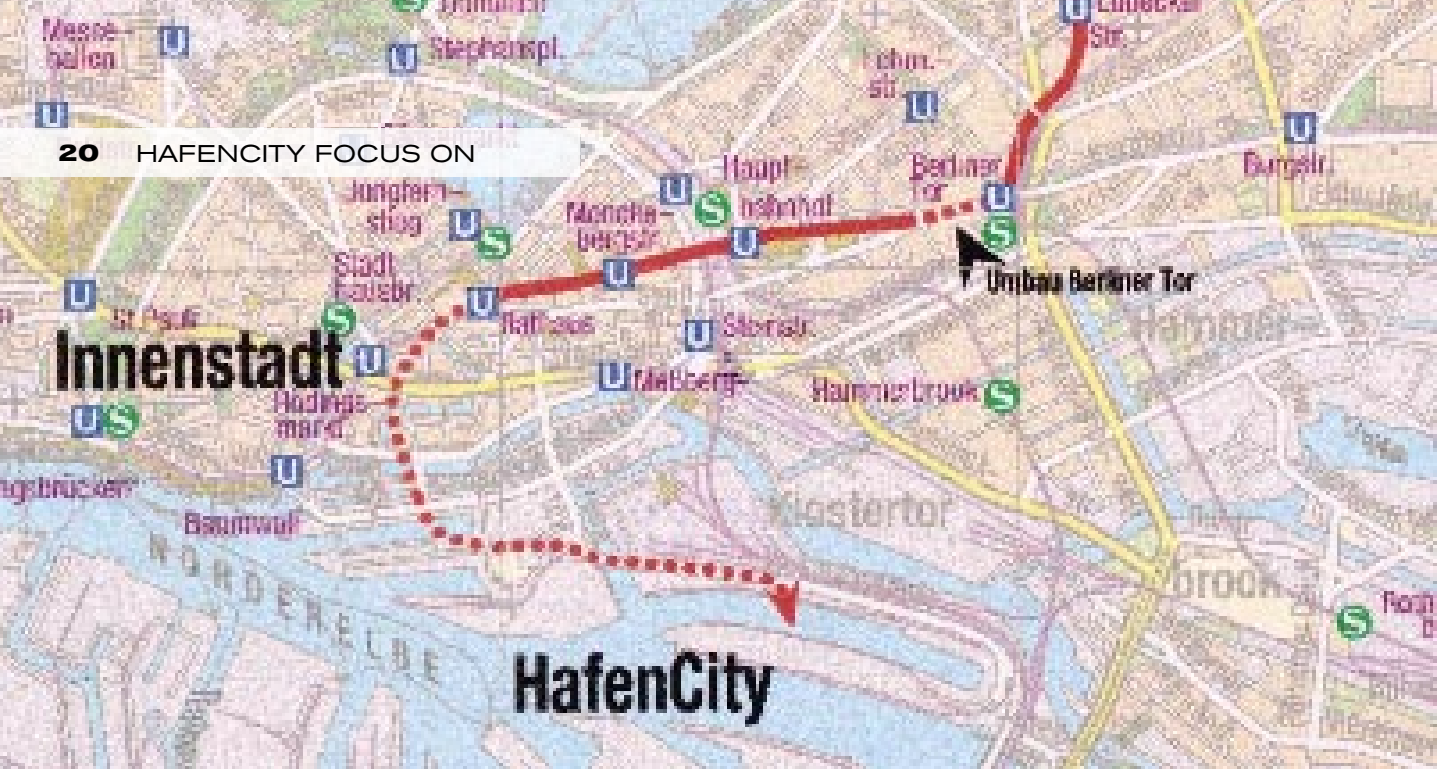
There will naturally be revisions of detail during the project's development and the emphasis will be less on strict adherence

to the proposed typologies than on conformity with and interpretation of the basic idea – a new form of urban block interspersed with pathways and small inner courtyards opening outwards, and a structure facilitating flexibility of use which will prevent it from becoming obsolescent. It is not only important to produce a creative design of a new district on the drawing-board, the new city will have to be functional – both commercially and structurally – and it will need to afford room for future development.



Promenades and public spaces invite pedestrians to stay and linger.

The salient features of the development around the Magdeburger Hafen will be buildings scheduled for mixed use, many of them bordering on water and linked by a dense network of paths and promenades.



The U 4 underground railway line will run from HafenCity to Bramfeld and will be fully integrated into the existing local passenger transport network.

THE INFRASTRUCTURE

A link with Hamburg's underground railway system, streets, promenades and riverside paths – the Überseequartier will be the forerunner of future development on the other side of the Elbe.

A city's infrastructure is its backbone and that also applies to a district like the Überseequartier. It will be easy to reach, convenient to drive through and pleasant to stroll in. A dense network of streets and pathways, which for the most part will be raised to a level high enough to protect them against flooding, and waterside promenades will be laid out. The riverside pathway runs from Entenwerder and the Elbe bridges past the riverfront in the Überseequartier

to St. Pauli Landungsbrücken and Willkommhöft.

The new U4 underground railway line running between HafenCity and Bramfeld will play a major role in the passenger traffic to and from the new district and will thus relieve the road network. This new line, for which planning procedures were initiated in 2003, will be fully integrated into Hamburg's existing local passenger transport network at Rathaus (City Hall) and will link to important nodal points like

Jungfernstieg and the main railway station with connections to regional and long-distance rail services and to the airport. It will be the starting point for a subsequent leap southwards across the Elbe to the districts of Wilhelmsburg and Harburg.

The Überseequartier's streets, squares, shopping areas, cultural and leisure amenities will throb with life 24 hours a day.



THE DEVELOPMENT OF THE ÜBERSEEQUARTIER

	City/HafenCity GmbH		Third party/ Experts	Investors	
	Area development	Planning and contracting			
Planning and construction phase		<ul style="list-style-type: none"> ■ infrastructure (construction of the U4 railway line) 		<ul style="list-style-type: none"> ■ construction work 	2007
	<ul style="list-style-type: none"> ■ relocation of Port Authority 	<ul style="list-style-type: none"> ■ monitoring of architectural competitions for implementation ■ building permits 		<ul style="list-style-type: none"> ■ construction start (potentially with partial building permit) ■ finalisation of planning, building permit applications 	2006
Negotiation phase	<ul style="list-style-type: none"> ■ construction start for access roads ■ relocation of Kaffee-Lagerei Gesellschaft (coffee storage), until 2005 	<ul style="list-style-type: none"> ■ procedure of official approval for U4 railway line ■ start of detailed local development plans on the basis of urban planning guidelines and investor proposal ■ decision of senate and citizenship on real property purchase agreement ■ negotiations and conclusion of purchase agreement with investors ■ conclusion of lease for office space (office of central district and other public authorities) 		<ul style="list-style-type: none"> ■ conclusion of purchase agreement ■ start of investors' planning (analyses, architectural competitions) ■ reward procedure for implementation competitions (e.g. Hamburg Maritime Centre) 	2005
	<ul style="list-style-type: none"> ■ decontamination of Grasbrook area until 2005 ■ completion of temporary cruise terminal 	<ul style="list-style-type: none"> ■ preparation for negotiations of purchase agreement ■ examination of bidder concepts and submissions 	<ul style="list-style-type: none"> ■ further development of Hamburg Maritime Centre (concepts on content and operators) 	<ul style="list-style-type: none"> ■ bidders develop complex usage and construction concepts in a competitive tender (Stage II of selection procedure), January - June 2004 	2004
		<ul style="list-style-type: none"> ■ Senate decision on cultural themes and urban planning guidelines, December 2003 ■ invitation to tender in investor selection procedure, June - Dec. 2003 ■ selection of four bidder consortia, October 2003 ■ formulation of tender documents, June - December 2003 	<ul style="list-style-type: none"> ■ development analysis for Hamburg Maritime Centre, March - October 2003 ■ urban design competition Magdeburger Hafen, May - June 2003 	<ul style="list-style-type: none"> ■ expressions of interest/formation of consortia (Stage I of selection procedure), May - Oct. 2003 ■ preliminary talks with investors and the City 	2003
Preparation	<ul style="list-style-type: none"> ■ demolition of Cellpap-storage facilities 	<ul style="list-style-type: none"> ■ design of usage concept ■ advancement of masterplan ■ landmark decision of senate on development of Überseequartier ■ preliminary talks with investors 	<ul style="list-style-type: none"> ■ preparatory studies and expert talks concerning the cultural concept ■ analysis of retail basis 	<ul style="list-style-type: none"> ■ preliminary talks with investors and the City 	2002

THE BIDDING PROCEDURE FOR INVESTORS

A project the size of the Überseequartier needs the sort of experience possessed only by large, internationally active investors in order to handle the mixture of residential space, office and service uses, leisure and cultural amenities making up this development.

The City of Hamburg has designed a novel procedure for award of the contract for the Überseequartier development project. Tenders for small plots as in the areas around Sandtorkai and Dalmannkai are not feasible in this case. If the intricate ensemble of shops, restaurants, cultural amenities, office and service space and residential accommodation is to function efficiently as a unity, it will have to come from a single master mould. Tenants must know they have strong neighbours from the start, who make up an attractive business and cultural district. The investors are obliged to guarantee for this. Stepwise development is not a viable option. The whole project will have to be developed at one fell swoop, transforming the former

harbour area into the modern, fully functional Überseequartier. The Hamburg city authorities and planners are well aware of the importance of the Überseequartier for Hafencity and Hamburg as a whole and are now looking for high-powered investors with sound financial backing and with experience in the development and management of a project of similar size and complexity. A transparent procedure is being used for the sale and development of the site. Hafencity Hamburg GmbH initiated this two-stage procedure at international level in spring 2003. Stage 1, the general application of interested parties, was submitted in spring 2003. After examination of these during the summer and autumn of the same year, four bidders, all

well-known internationally, were invited to submit bids for Stage II, the competitive tender negotiations. The four short-listed bidders are:

- ECE Projektmanagement GmbH & Co. KG of Hamburg with DIFA Deutsche Immobilien Fonds AG, also of Hamburg und Tishman Speyer Properties Deutschland GmbH of Frankfurt/Main
- HINES Immobilien GmbH of Düsseldorf
- Hochtief Projektentwicklung GmbH of Essen with MAB Projektentwicklung GmbH of Frankfurt/Main
- ING Real Estate Germany GmbH of Frankfurt/Main with Groß & Partner Grundstücksentwicklungsgesellschaft mbH, also of Frankfurt/Main

The Überseequartier will create a link between Hamburg's city centre and the Elbe. The name stands for a district with international connections for people



WHAT COMES NEXT?

The investors must submit their bids not later than 30 June 2004. These will be examined by a jury which is expected to complete this phase by 30 September 2004. The names of the successful bidders should be known by November 2004. Negotiations with these bidders will follow and are currently scheduled for completion by mid 2005. The Überseequartier project will then be in the hands of the politicians. Committees will be responsible for assessing the results of the negotiations and it could be possible to have the contracts drawn up ready for signature by the third quarter of 2005.

It is planned to initiate planning permission procedures in parallel after completion of the negotiations in the second quarter of 2005. This would enable the start of construction work some time around the end of 2006. The objective is to have the Überseequartier completed and ready for opening in 2009.

Investor performance in the competitive tender

1. Usage concept
2. Building development concept taking into account the urban planning guidelines
3. Concept for the inner infrastructure development incorporating the U4 railway line planning
4. Suggestions for teams of architects to take part in the qualification procedure
5. Operation and Management concepts, in particular for the areas with public access
6. Purchase price offer
7. Property market-oriented business case
8. Development and marketing concept
9. Financing and hedging concept (phase-related)
10. Credit-rating documents
11. Organisational, contractual and corporate law-related concepts for development, construction and operation
12. Tasks and functions of the responsible staff for different development phases
13. Comments on the draft purchase agreement
14. Nomination of the relevant consultants and service providers who are to be included in the future process

wanting to live centrally and for farsighted companies. It also stands for a new attraction in central Hamburg .



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