

Expression of Interest Procedure for a Sports- and Event Arena

Neuer Huckepackbahnhof Quarter in Hamburg



Table of Contents

Overview

The Location

Why Hamburg?

Why the Neuer Huckepackbahnhof Quarter?

The Property Tender

What Will Be Available for Bidding?

Characteristics and General Conditions

The Procedure

How the Process Works.

Who We Are Looking For.

What We Need From You.

What We Provide.

Requirements for Developers.

What We Offer.

Contact

Overview

Billebogen Entwicklungsgesellschaft mbH & Co. KG (BBEG), a subsidiary of HafenCity Hamburg GmbH, is offering plots of land as part of this expression of interest (EOI) procedure for the development of a sports and event arena with approximately 8,000 seats in the Neuer Huckepackbahnhof Quarter in Hamburg. This area of about 11 hectares will be developed into a diverse district for sports, events, and commercial uses.

Through this EOI procedure, BBEG aims to identify real estate developers and investors interested in privately financing and developing the sports and event arena. Feedback and suggestions regarding the conditions that could encourage a bid are welcome.

As an interested party, you will receive exclusive access to the current urban planning status and can get in contact with us and prepare your proposal earlier than other bidders.

Take advantage of this opportunity and help shape a new part of Hamburg!

Location of the Neuer Huckepackbahnhof Quarter



The Location

Why Hamburg?

Hamburg is Germany's second-largest city and the center of the northern metropolitan region with around 5.5 million inhabitants. With its rich cultural and sports offerings, Hamburg is among the most livable cities in Europe. Approximately 16 million overnight stays per year underscore its attractiveness as a tourist destination and the numbers are rising.

Event organizers see Hamburg as a fixed stop on touring schedules, offering large and numerous smaller venues. However, a modern sports and event arena with about 8,000 seats is still missing and there is demand from professional sports clubs in Hamburg.

Hamburg also attracts companies, investors, start-ups, and talents. Its mix of economic potential and high quality of life makes it a key economic hub in Europe. People and businesses from all over the world are settling here. As Germany's second-largest city, Hamburg is a driver of innovation and a testing ground for urban development. The city is also a green metropolis and, with Germany's largest seaport, the most important logistics hub in Northern Europe. The upcoming Fixed Fehmarnbelt Link will further connect it to Scandinavian neighbors.

Why the Neuer Hukepackbahnhof Quarter?

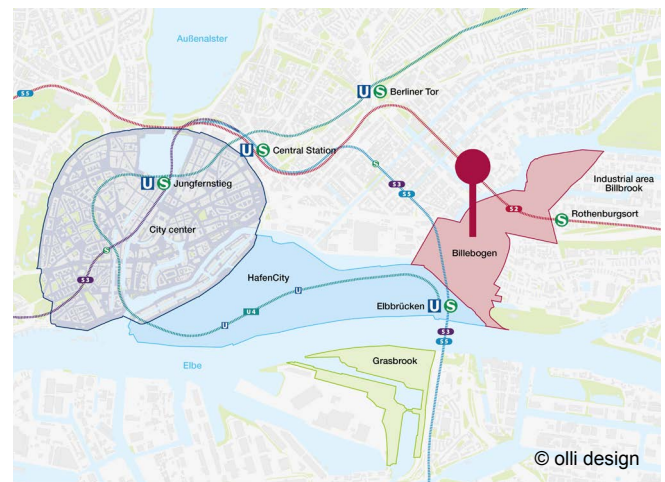
This new district will focus on sports, culture, and innovation across an area of 11 hectares. This EOI procedure refers specifically to the western plots of up to 4.5 hectares.

The location is highly visible and directly situated along one of Hamburg's busiest roads (Magistral), over 100,000 vehicles pass by daily. It is also in clear view of suburban train passengers coming from the south and east. This makes it an ideal location for sporting and entertainment events as well as for businesses.

The location is centrally positioned in Hamburg and well connected. The Elbbrücken Bridge and the highway toward the south are just 500 meters away. The highway is also easily accessible to the northeast via the Bundesstrasse 5, which is a 5-minute drive away. Hamburg city center is just a short drive to the northwest. The city hall lies 2.5 kilometers away. The location can be reached by public transport via the Rothenburgsort S-Bahn station on the eastern edge of the quarter. Two suburban and metro train stations are nearby (Elbbrücken and Hammerbrook) and

Metrobus Line 3 stops directly at the site. The surrounding area has around 450,000 residents within a 5-kilometer radius. Excellent bicycle infrastructure ensures sustainable access.

Green and recreational spaces are being created in direct proximity to the plots through the Alster-Bille-Elbe green corridor. These areas offer high amenity value and may also be used for sports and events. The greater area includes HafenCity, Grasbrook, Elbbrücken Gateway, and Billebecken – all undergoing dynamic transformation and urban renewal.



The Property Tender

What Can You Bid For?

This EOI procedure centers around plots in the western section of the Neuer Huckepackbahnhof quarter. The core tender includes land for the sports and event arena and one or two multi-storey car parks with a total GFA of approximately 30,000 sqm. If these parameters do not attract a private investment in this EOI, the tender may be extended to up to 65,000 sqm GFA. Suggested concepts and concepts of expansion should outline possible commercial, sports-related, or cultural uses that complement the arena and create synergies. The concept must comply with the functional plan.

Core Tender

The heart of the new quarter and the core tender is the sports and event arena with around 8,000 seats and all associated facilities. As a requirement for a later exclusivity agreement between BBEG and the Investor, for at least 25 days a year, the arena must be used by a local professional sports club (basketball or handball). The use of other professional sports clubs is welcomed and will be positively considered in the bidding process. The level of usage fees for the local professional sports club must not exceed the financial capacity of the club. In the further bidding process, this must be proven by agreement with at least one professional sports club and will be contractually secured as part of the heritable building right. The provision of the arena for major international sporting events in Hamburg is welcomed. Beyond that the arena can be used for other cultural and commercial events. User fees can be charged for all types of events and sporting events. A private operating company must be responsible for running the arena. The operating company must be founded by the developer, Investor or operator. There will be no public funding for the arena. In addition to the sports and event arena, the required number of parking spaces are to be built in the form of one or two multi-storey garages. According to the current state of planning, the multi-storey car parks have at least 600 parking spaces. The parking garages are to remain linked to the use of the arena in terms of organization and operation in the long term. The multi-storey garages are to be designed as neighborhood garages. This means that the parking spaces can be rented out to surrounding businesses during the day. In the evening, the parking spaces are mainly available for sports and event use. The income potential for the parking garage can thus be increased substantially and the number of parking spaces required in the quarter can be reduced. To this end, the parking garages will be encumbered with building charges for other construction sites in the quarter.

Expansions: There are no specific requirements for the following extensions. The aim is to develop usage concepts that create synergies with the sports and event arena. The usage concept is to be individually developed by the interested party.

Expansion I

Supplementary uses of approx. 6,000 sqm GFA (offices, practices, gastronomy, accommodations).

Expansion II

A tower with 30,000 sqm GFA is planned next to the arena, intended for commercial and cultural use. Direct connection to the arena is feasible. A mixture of hotel, office and additional cultural use is conceivable.

Expansion III

The 'collective block' near the Alster-Bille-Elbe corridor offers 30,000 sqm GFA for another multi-functional concepts. When including Extension III, outdoor areas covering approximately 5,000 m² must also be planned. Permanent accessibility for the public must be guaranteed, as the outdoor areas are centrally located in the neighborhood and serve as a network.

Plot Characteristics

Leasehold rights will be granted for approx. 60 years. Payment can be one-time or via annual ground rent. The amount of ground rent is part of your bid in the bidding process. The minimum amount is based on market value.

All of the areas on offer were originally used as a freight yard. The original use as a transshipment point for containers and goods gives rise to a fundamental suspicion of substances and contamination relevant to contaminated sites. A risk to protected goods cannot be ruled out at the present time. This results in an exploratory requirement for the future investor. A need for action under waste law in the area of the property is also to be expected.

There is a general suspicion of unexploded bombs on large parts of the site of the new quarter. The future investor is therefore obliged to investigate explosive ordnance and, if necessary, to clear the site of it.

The route of the Deutsche Bahn railroad line, which is tangential to the south of the quarter, is of supraregional importance and is not available for disposal. This means that any immissions and impacts from the railroad operations and the associated facilities must be tolerated. This is secured in the land register.

Plots will be handed over fully connected to roads, water, sewage, electricity, and telecom. No initial development fee is charged for roads and sewer systems. Telecommunications lines are available in the surrounding area. House connections are to be paid by the future investor. Suppliers of other infrastructures may charge any network expansion fees in accordance with the fee schedule. There is a legally regulated obligation to connect to a district heating provider.

The Procedure

The Expression of Interest procedure.

Participation in the current expression of interest phase is not required for the later tender phase. Both phases are independent. BBEG may cancel the process after the expression of interest phase.

We aim to identify potential developers early. Feedback on conditions is welcome to help refine the property tender.

The planning concept and the final property tender will be finalized based on responses. The tender phase is expected to begin in late 2025. Updates will be published on www.drost-consult.de.

EOIs and discussions are confidential and do not affect future awarding. They have no influence on the subsequent award decision. Rather, the aim is to create a framework in which interested parties can address critical issues or object to the conditional objectives of the procedure. The contents and objectives of the bidding process are to be checked for their market conformity and, if necessary, sharpened.

Who We Are Looking For.

Developers and Investors capable of financing, constructing the sports and event arena and ensure its sustainable operation. Expressions of interest may be submitted by consortia or joint ventures comprising various developers and, where applicable, future operators and users. From the perspective of BBEG, the early integration of operators and users is considered crucial to the success of the project.

What We Need From You.

You can express your interest informally in writing by e-mail to the contact listed under Contact. We would be pleased to discuss the project with you in person.

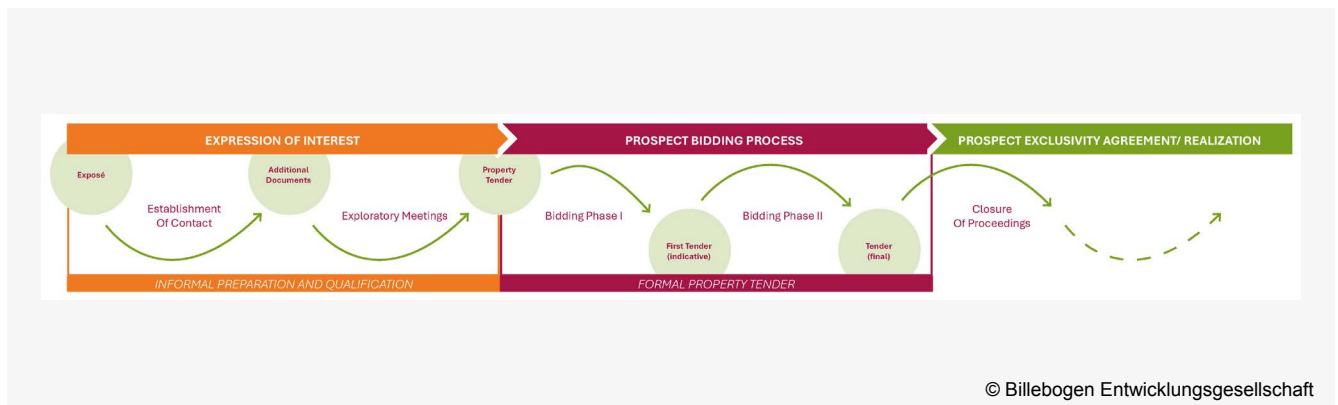
To take your interest into account when shaping the property tender, we kindly ask you to answer the following questions:

- A) Are you interested in the core tender without expansions? Any suggestions to improve it?
- B) Are you only interested with expansions? Which ones? What other conditions would make you consider a bid?

In order to give appropriate consideration to your interest, we kindly request the following information. All submissions will be handled with the strictest confidentiality.

- A short company profile with relevant references
- Concept for arena use and operations (events, local club usage, etc.)
- Concepts for expansions and potential synergies
- Comments on the functional plan and specific requirements

The Process



What We Provide.

Exclusive access to current urban plans and supporting documents. This access is granted upon the signing of a non-disclosure agreement (NDA) to ensure confidentiality and protect all parties involved.

- Draft functional plan (Spring 2025)
- Property records, Expert reports
- Environmental certification brochure

Requirements for Developers.

The process leads to a later exclusivity agreement (2026), which grants exclusive rights to plan and evaluate feasibility. During the time of the exclusivity agreement the following requirements must be met:

- Conducting a building construction realization competition with a landscape planning component, if applicable, whose winning design defines the architecture to be implemented for the various usage modules
- Obtaining planning permission on the basis of the competition results
- Agreement on the final contents of a leasehold contract
- Ensuring that the DGNB special environmental label is obtained for the specific building construction tasks and that additional DGNB certification can be achieved at district level.

Once all the requirements for the application have been met, the developer or investor concludes a leasehold contract with BBEG. Construction is expected to start at the end of the 2020s so that operations can commence at the beginning of the 2030s.

What We Offer.

BBEG develops various urban districts in Hamburg together with private developers and in close coordination with the municipal approval authorities. It is responsible for the realization of high-quality public spaces and the construction of efficient development facilities. BBEG sells the plots to private developers and then coordinates the planning and construction process between developers and the public authorities and departments.

With Billebogen Entwicklungsgesellschaft mbH & Co. KG (BBEG), you have a reliable partner at your side who will ensure that your private investments are flanked by the necessary (planned) developments in the surrounding city.

Contact

This expression of interest procedure is supported by D&K drost consult GmbH on behalf of BBEG. If you are interested in this process and development opportunity, please contact us:

D&K drost consult GmbH
André Westendorf
+49 (0) 40/36 09 84-217
NHB@drost-consult.de