



June 2026

Sports and Event Arena in the Heart of Hamburg

Billebogen

Land Parcels NHB 01 – 04, Neuer Huckepackbahnhof Quarter

The land parcels NHB 01–04 within the 'Neuer Huckepackbahnhof Quarter' are appealing not only for their central location on one of Hamburg's most significant arterial roads, but also due to their excellent multimodal transportation connections. This top-tier infrastructure makes the site ideal for high-profile development uses. Adjacent to the land parcels, high-quality park space and leisure facilities are being developed to further enhance the area and increase access to green space. The combination of urban connectivity, natural surroundings, and growing infrastructure creates ideal conditions for a sports and event arena with at least one of Hamburg's professional sports club.

As part of a concept competition, a developer or consortium is sought to build a modern sports and event arena with a minimum of 8,000 and a maximum of 10,000 seats, as well as a district parking garage. The location also offers the opportunity to integrate additional commercial, sports-related, or cultural uses that will contribute to the neighborhood's revitalization. The goal is to give impetus to urban development in Rothenburgsort, to establish long-term synergies within the neighborhood and encourage sustainable development in accordance with the DGNB standards. This is an opportunity for developers and investors to realize a project with high public visibility and long-term impact that demonstrates a well thought-out design and contributes to sustainable urban development.

Billebogen Entwicklungsgesellschaft mbH & Co. KG (BBEG), offers properties for sale either as freehold or through the granting of a leasehold interest, in exchange for either an annual ground rent or a one-time fee.

If you are interested, please email
Carlotta Ruppert: carlotta.ruppert@hafencity.com



Digital property description

Location:	Billhorner Brückenstraße
Land Area:	up to approx. 30,790 m ²
Floor Space:	up to approx. 79,860 m ² GFA (excluding the arena)
Stories:	up to XXII
Use:	Sports and event arena, with additional commercial uses
Zoning Plan:	in progress
Construction Start:	expected 2029
Public Transit:	S2 (Rothenburgsort)

Requirements for applicants include, but are not limited to:

- Concept submission to the **call for land development proposals**
- Entering into a **preliminary development agreement**
- Fulfillment of the criteria for the **DGNB special award Ecolabel**
- Holding an **open space and architectural design competition**

The land parcels will be awarded to the applicant who submits the best offer. Evaluation criteria include the offered price, the applicant's credit rating and references, and particularly the quality of the submitted development concept. Before granting the leasehold, or completing the sale, the BBEG will enter into a preliminary development agreement with the selected applicant for a temporary period. This provisional period gives the applicant the exclusive opportunity to review the feasibility of their submitted development concept, secure financing for the project, and negotiate the leasehold agreement with the BBEG. The leasehold allocation or purchase price will only be determined once the building permit has been obtained.

Any information in the call for land development proposals takes precedence over this description.