

A photograph of a modern building facade featuring a series of vertical window slats. The building is partially obscured by green trees on the right side. The text 'Perspectives 2026' is overlaid on the upper right portion of the image.

Perspectives
2026

B&L GRUPPE

Inhalt

Editorial

The B&L Group

Business units

ESG

Project development

Project overview

CURRENT PROJECTS

Düsseldorf, Steinstraße

Office property

Hotel property

Office property

Frankfurt a. M., Hafenpark Quartier

HPQ Living

ANQR House

ANQR Tower

Waterfront

Hamburg, StadtKontor

Office property

Hotel property

HOSPITALITY

Hamburg, Südliches Überseequartier

References



Focused, transparent and solution-oriented

Although the market has bottomed out to some extent, the current environment remains challenging. It is taking longer than expected for purchasers and sellers to adjust their behaviour. The economic situation; high construction and financing costs and changes in the legal framework are still impacting the industry. These factors are curbing the willingness of players to make investments. Correspondingly, the transaction market for commercial and residential properties is continuing to underperform.

In contrast, there has been an upturn in the ‘Hotel’ asset class, with investors rediscovering their interest in hotels in good locations. Furthermore, hotel operators are opening more properties again, particularly in major cities and towns which are popular with tourists.

Banks are taking a very cautious approach when backing real estate projects. In cooperation with our long-standing finance partners we are developing solutions to conserve resources and minimise risks while simultaneously ensuring quality and adherence to time lines. Our experience shows that solid preparations and a clear risk structure provide the foundations for stable projects – also in volatile times. We observe carefully; analyse thoroughly and act responsibly. This allows us to give our partners certainty and reliability.

Every step of our work is characterised by a clear focus on sustainable values – from the selection of a location through planning to realisation. We take our ecological responsibility seriously, prioritising the reduction of CO₂ during the construction and operation phases

of our properties. To do this, we implement energy-efficient concepts; resource-saving construction methods and innovative technologies which achieve long-term reductions in operating costs. Furthermore, our current ANQR project in the Hafenpark Quartier of Frankfurt/Main and StadtKontor project in Hamburg demonstrate that it is possible to achieve the ideal combination of strict sustainability criteria with the creation of new, flexible working environments. Today, modern, attractive office spaces are an important factor in our tenants’ personnel recruitment strategies.

The progress which our urban development project in Frankfurt’s Ostend district is making proves that we are a reliable partner, even in a difficult market environment. The vast majority of the 288 exclusive residential units in the HPQ Living development have been completed, while surface construction of the ANQR office complex has already commenced.

Our property management services for third-party clients with existing buildings have also been consistently successful, with the Bell Management Consultants’ Property Management Report rating B&L Property Management GmbH Number 1 in the ‘Office, turnover under EUR 10 million’ asset class for the fifth time in a row and the best company in the overall ranking for the second time.

In the current demanding environment we offer everything which is required: market knowledge; responsible financing strategies and a firmly anchored promise of sustainability. This allows us to transform challenges into oppor-

tunities – for our clients and partners and for the regions in which we build. We remain focused, transparent and solution-oriented to realise real estate projects which are both economically stable and also ecologically viable.



Dr. Timo Haenelt
Managing Director
B&L Real Estate GmbH



Thorsten Testorp
Managing Partner
B&L Real Estate GmbH



The B&L Group

Financially strong. Independent. Sustainable.

Ever since it was founded in 1970 by Albert H. K. Büll and Dr. Cornelius Liedtke, the B&L Group has stood for sustainable value creation through high-quality real estate. Our diversity is our strength, both in regard to our know-how and when developing properties in all asset classes. As an independent, financially strong corporate group, we are active throughout Germany. Our partners and clients benefit from our experience, which spans more than five decades and some 192 implemented projects, and our ability to develop usage concepts which are fit for the future and reflect market needs.

1970

founded
in Hamburg

168

employees

1

trainee



The founders

The future has its roots in the past

Both founders of the B&L Group, Albert H. K. Büll and Dr. Cornelius Liedtke, act as advisors to the company, sharing their many years of commercial experience.

Business units

Project development

Since its founding, the B&L Group's core business has been the development of, and investment in, high-quality properties in prime locations in major and medium-sized German cities and towns.

Property management

The B&L Group shares the value preservation and appreciation know-how which it has gained as the owner of its own properties, offering it as a service to other owners.

Management services

The B&L Group has a profound competence pool in the fields of tax advice, contract law and accounting.

Hospitality

The Clipper Boardinghouses and Clipper Hotels are established brands in the upper segment of the German hospitality market. In addition to this, the B&L Group operates city hotels in partnership with Accor SA.

Full service with maximum range

For decades now, the B&L Group has been one of Germany’s top providers of attractive real estate investment opportunities for private and institutional investors. As a financially strong purchaser, we are interested in the acquisition of good inner-city building plots and properties. In addition to this, we provide a professional full-service property management service to owners of existing buildings. Our comprehensive real estate know-how is spread across independent companies, whose synergies also deliver maximum benefit to our partners and clients.

193
real estate projects
implemented

EUR 1,93 billion
Current
project volume



Project development

B&L Real Estate GmbH offers all the services required for ambitious development projects, and has the ability to act as an owner, a joint venture partner or a service provider. Whether a prestigious retail property or the complex requirements of an urban development project, property development must always be tailored to the specific situation. From the analysis of a location’s special circumstances and obtaining building rights to the precise, cost-conscious management of the construction phase, our team ensures trouble-free implementation. Our working relationships with public authorities, local councils and project partners are always equal partnerships and we are committed to achieving jointly defined goals. The outcome is high-quality properties which impress both users and investors.



Management services

B&L Management Services GmbH is the powerhouse behind the corporate group. Together with highly qualified HR and accounting specialists, experts who have many years of experience of working for international tax consulting and auditing companies accompany our development projects and the acquisition and selling processes around B&L Group asset and share deals.



Hospitality

The **Clipper Boardinghouses** in prime locations in Hamburg and Berlin were pioneers in Germany’s “serviced apartments” segment, winning numerous awards. The Clipper brand also includes the **Hotel Elbflorenz** in Dresden and the **Hotel Schillerhof** in Weimar, opened in 2022. In addition to this, within the scope of **Nordsüd Hospitality**, a strategic partnership with Accor SA, the B&L Group is expanding its know-how in the operation of city hotels.





Property management

B&L Property Management GmbH is one of Germany’s leading quality providers of commercial property management. Some 60 employees work hard to achieve the best results for the properties which they manage in the ‘Office’, ‘Hotel’ and ‘Shopping Centre’ segments. They make a key contribution to increasing the properties’ value and optimising yields. In 2025, the Bell Management Consultants’ Property Management Report rated B&L Property Management Number 1 in the ‘Office’ category for the fifth time in a row and the best company in the overall ranking. The company has offices in Hamburg, Esslingen near Stuttgart, Frankfurt am Main, Munich, Düsseldorf and Berlin.

78
properties
under management

1,126,676 m²
rental area
under management

EUR 6.5 billion
portfolio value



- KNOW-HOW
 - Property management
 - Asset management
 - Centre management
 - Accounting
 - Rentals
 - District management
 - Car parking management
- PROPERTY MANAGEMENT SERVICES
 - Commercial property management
 - Rental contract management
 - Tenant management
 - Payment transactions
 - Property accounting
 - Budget planning
 - Annual accounts and balance sheets
 - Ancillary cost calculation and statements
 - Dunning
 - Reporting
- FACILITY MANAGEMENT SERVICES
 - Technical property management
 - Infrastructure management
 - Operations managemen
 - Maintenance management
 - Technical budget planning
 - Warranty management
 - Construction project management
 - Tenant outfitting
 - Needs-based service concepts
 - Energy management
- SHOPPING CENTRE MANAGEMENT SERVICES
 - Advertising and Public Relations
 - Event Management
 - Management of Retail Associations
 - Revenue Optimisation
 - Monitoring Competitors
 - Monitoring Catchment Area Developments
 - Liaising with Authorities, Politics and Business
 - Optimisation of Tenant Mix
 - Coordination of Letting Management



ESG

ESG@B&L

ESG, a core topic in the real estate industry, is also a top priority for the B&L Group. As one of the world's largest producers of greenhouse gases, our industry has a duty to live up to its responsibility to future generations. This can only be achieved by specifically promoting both the energy-efficient modernisation of buildings and socially and ecologically sustainable development of real estate which is fit for the future. We proactively develop all aspects of sustainability with a business unit set up exclusively for this purpose.



Environmental

Environmental protection plays a decisive role in connection with ESG considerations. We believe that one of our central tasks with regard to both new buildings as well as also the modernisation of existing buildings is to consider properties in terms of their entire life cycle. Correspondingly, we take into account not only the energy required for construction and for maintenance, but also user needs within the scope of operations. We are extremely proud to have already taken on a pioneering role with our landmark projects KII in Düsseldorf and the Hafenpark Quartier in Frankfurt.



Social

We place great value on the health and wellbeing of our employees. Flexible hours and options to work from home ensure that staff are able to combine their families and careers. For many years now, the B&L Group has been active as a training company, helping young people to take their first career steps. As an equal opportunities employer, we support diversity in our workforce. We make sure that working conditions on our construction sites are good and that our subcontractors undertake to comply with our requirements regarding minimum wages, safety, working hours and much more besides.

Governance

The B&L Group has created an integrated, company-wide compliance code to ensure that our corporate values harmonise with the legal and social frameworks around us. It is binding for all employees, business partners and subcontractors. We have also drawn up guidelines dealing with sustainable management and environmental responsibility.



ESG examples

ANQR, FRANKFURT AM MAIN

The office complex in Frankfurt’s Hafenpark Quartier, developed by the B&L Group, is implementing groundbreaking sustainability concepts and has a strong focus on integrating new working environments into the project. Both buildings have gained LEED Platinum, WiredScore and SmartScore pre-certification. Innovative drilling techniques and the use of green electricity made it possible to reduce the CO₂ emissions during excavation works by more than 50 %. In addition to this, the remaining CO₂ emissions were offset by corresponding projects, such as woodland reforestation in Germany.



STADTKONTOR, HAMBURG

The B&L Group is planning to modernise the 86,000 m² “Stadtkontor” office complex, located in central Hamburg. The realisation of EG70-standard modernisation instead of construction of a new building will allow us to take grey energy into a new era. Our goal is to cut CO₂ emissions by approximately 80 % thanks to reducing the amount of materials used in comparison to a new building. Over and above this, a large-scale photovoltaic system will be installed on the roof. In addition to wide-ranging measures to achieve environmental sustainability, modern concepts for working environments will also be implemented.



KII, DÜSSELDORF

The “KII” high street property in the heart of Düsseldorf was built by the B&L Group . It has Europe’s largest living façade. The striking beech hedge which surrounds the building is eight kilometres long. It not only absorbs CO₂ and functions as natural insulation, but also improves the microclimate in the vicinity of the property. The project was subsequently awarded the highest DGNB Platinum certificate in its class to date, achieving a rating of 93.2 %. It was also awarded the DGNB Diamond award for its high design and architectural quality.

EXISTING PROPERTIES

All existing B&L Group properties undergo sustainability inspections which form the basis for planning modernisation measures. We are also testing a variety of solutions to optimise operations, such as AI-assisted intelligent steering of building control systems. Over and above this, the installation of e-mobility charging facilities and photovoltaic systems is also a key aspect of our sustainability strategy. The B&L Group has been a member of the ECORE (ESG Circle of Real Estate) Initiative since early 2022 and is planning to have ESG scoring of its existing buildings carried out in 2023.



Real estate know-how in all asset classes

Over the course of its long company history the B&L Group has gained profound expertise in almost all real estate asset classes. This know-how enables us to react flexibly to market changes and respond efficiently to specific requirements for each use case and in different locations. We belong to the small group of German developers who have the ability to realise projects of any size, from compact retail properties to urban development projects.



Residential properties

When developing residential properties our goal is to create the perfect framework for the best possible quality of life. From city villas to apartment buildings and even entire districts. Our target groups are as diverse as the residential property market itself. Whether private residential construction for rent or purchase; publicly funded housing or the demanding luxury property segment, for five decades the secret of the B&L Group's success has been to deliver properties which remain attractive for many years.

Office properties

The B&L Group has built numerous multi- and single tenant buildings in prime locations in major German cities. These projects are characterised by the high quality of construction; flexible-use units and a perfect balance of prestigious surroundings and efficiency.



Hotels

The special challenges of this market segment lie in focusing consistently on operations and the specific facilities available at each hotel. When planning hotels, the B&L Group concentrates on sustainable profitability and high-end facilities, ensuring a long-term market perspective.



High street properties

High street properties are the calling cards of chain store retailers. Whether as a newly constructed building or a modernised existing building worthy of preservation, the B&L Group delivers customised projects in prime pedestrian locations in medium-size and major German towns and cities. Usage concepts which are tailored to tenants' needs ensure that we exploit the potential offered by high-traffic shopping areas to the full.

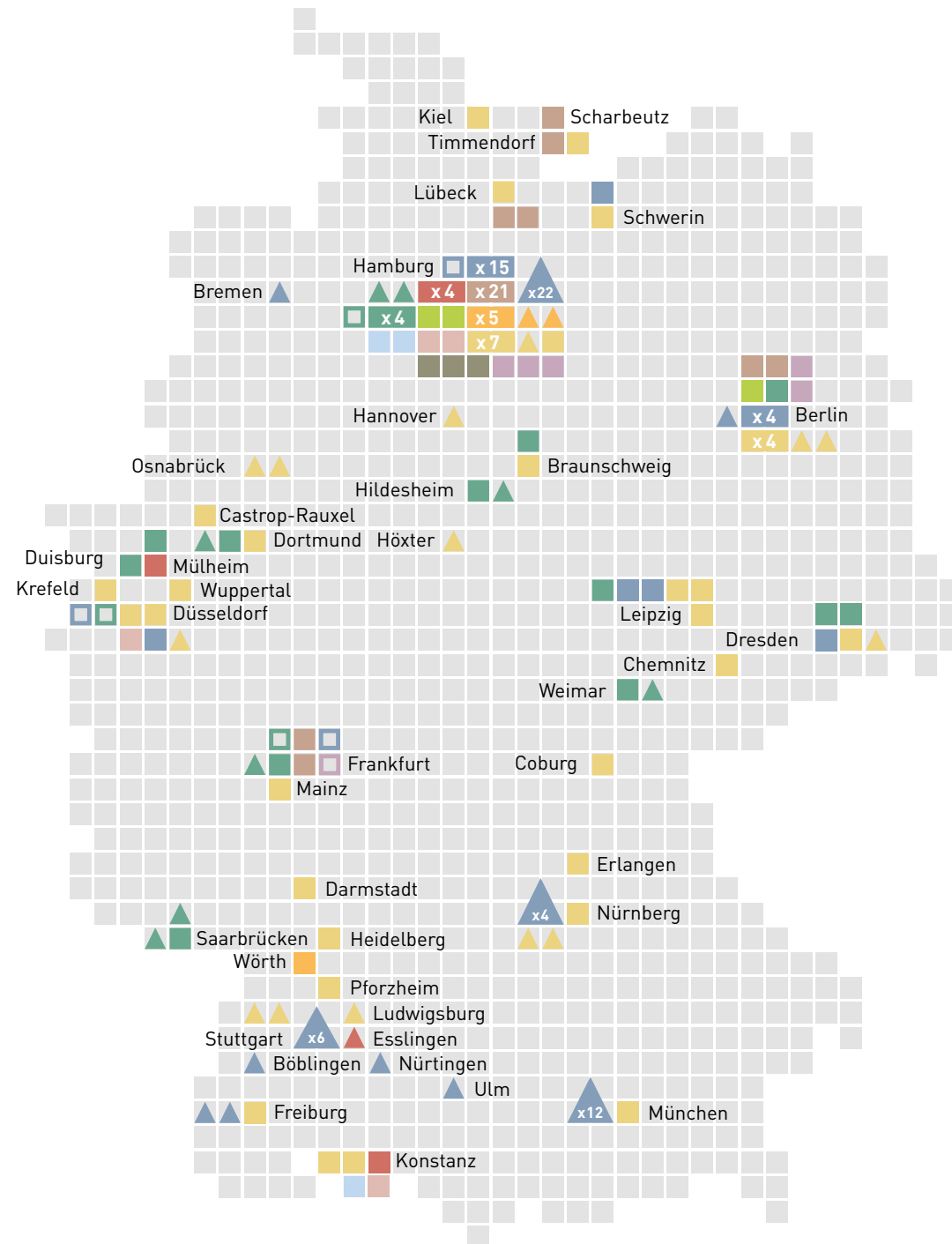
Shopping centres

The B&L Group has decades of experience in the development and management of modern shopping centres. Our centre management is characterised by cooperative relationships with tenants, investors and local representatives as well as by a consistent focus on the needs of our clients. The result is shopping centres which attract consumers and have a local character, thus gaining them a high degree of acceptance from surrounding communities and ensuring their long-term success.



Urban development

The development of an urban area is the most challenging task which can be given to a real estate professional. Local circumstances must be taken into consideration. A well-considered usage concept which anticipates long-term trends is a must and the ability to competently manage complex construction activities spanning several years is essential. The B&L Group has wide-ranging experience with such demanding challenges and has created successful projects with unique characters.



Projects of the B&L Group

- completed
- planned /under construction
- under management

- shopping centre
- hardware store
- high street property
- hotel
- Clipper Boardinghouse
- office property
- parking facility
- cinema
- rental property
- retirement estate
- urban development

HAFENPARK QUARTIER, Frankfurt a. M.
→ P. 28





Urban development

Düsseldorf Steinstraße/Bismarckstraße

The B&L Group is developing a striking ensemble of buildings which will create a new urban gateway to this up-and-coming area of Düsseldorf's city centre. An office tower with modern shopping areas on the ground floor and a corner building directly opposite are planned. Two alternative usage concepts have been developed for the corner building: as an upper-upscale conference hotel or as offices. Future users of these high-quality commercial areas will benefit from both the prestigious architecture as well as also the central location with optimum transport links.



Office property

Düsseldorf Steinstrasse/Building Section West

The 12-storey office tower creates an architectural link to the German Central Bank’s high-rise building, which is located across the street. In addition to this, the new building’s roof-top gardens will create a visible landmark for greater sustainability in the heart of Düsseldorf. The prime city-centre location between Königsallee and the main railway station will include some 14,000 m² of high-quality office space and an approximately 700 m² retail area.

Address
Steinstrasse
40210 Düsseldorf



Plot size

Approx. 1,500 m²

Gross floor area

Approx. 18,000 m²

Office area

Approx. 14,000 m²

Retail

Approx. 700 m²

Parking spaces

Approx. 40

Completion

2029

Architects
ingenhoven associates, Düsseldorf



Hotel property

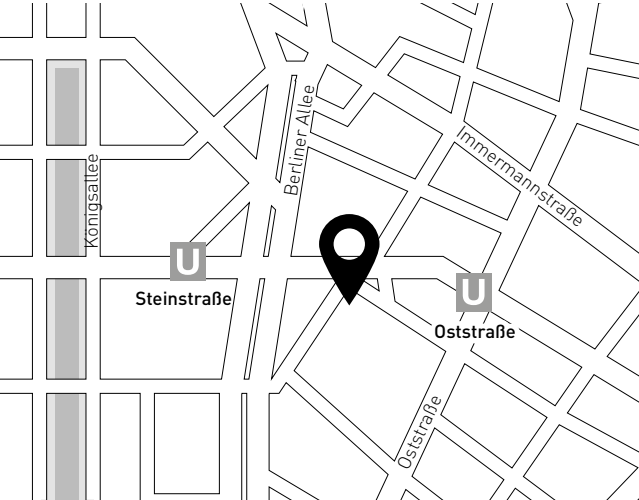
Address

Steinstrasse

40210 Düsseldorf

Düsseldorf Steinstrasse/Building Section East

In a central location between Königsallee and the main railway station, the B&L Group is planning the construction of a modern upper-upscale conference hotel. Architecturally, the building takes its cues from the opposite “Building Section West”, which is also being developed by the B&L Group. The planned hotel will feature around 290 guest rooms and suites, as well as a spacious ballroom. The offer will be complemented by an innovative mobility concept including car sharing and e-mobility, seamlessly linked to the excellent road and underground connections. With its exclusive facilities and prestigious location, the project aims from the outset to establish itself firmly in the top segment of Düsseldorf’s hospitality market.



Plot size	Gross floor area	Guest rooms
Approx. 3,300 m²	Approx. 21,400 m²	Approx. 290
Apartments	Parking spaces	Completion
Approx. 400 m²	Approx. 100	2029

Architects
ingenhoven associates,
Düsseldorf



Office property

Düsseldorf Steinstrasse/Building Section East

As an alternative to the planned conference hotel, the “Building Section East” could also be constructed as a high-quality office building which complements the office tower in the “Building Section West”. This would create an additional approximately 14,400 m² of office space in a prestigious city centre location. The premises would offer discerning users the possibility to create customised working environments with cutting-edge fixtures and fittings and innovative layout concepts. The B&L Group has the expertise required to develop office properties which are fit for the future and to combine efficiency with the highest sustainability standards.

Address
Bismarckstrasse
40210 Düsseldorf



Plot size

Approx. 3,300 m²

Gross floor area

Approx. 21,900 m²

Office area

Approx. 14,400 m²

apartments

Approx. 400 m²

Parking spaces

Approx. 100

Completion

2029

Architects
ingenhoven associates,
Düsseldorf



Urban development

Frankfurt am Main Hafenpark Quartier

The B&L Group is developing the “Hafenpark Quartier” with approximately 600 apartments, offices, a Scandic Hotel and the Waterfront, a spectacular 21-storey hotel in the “contemporary luxury” segment, in Frankfurt’s trendy Ostend district. The site is located directly on the Main river, next to the headquarters of the European Central Bank. The project has accelerated the Ostend district’s extremely dynamic development, turning it into an attractive urban area with a unique combination of workspaces, residential housing and leisure facilities.



The distinctive new European Central Bank building, where some 2,800 employees work, was the catalyst for the Ostend district's dynamic development. The Hafenpark Quartier, an urban development with an international reputation, is being created in direct proximity to the bank. The project delivers a perfect combination of workspaces, housing and attractive leisure amenities.

Urban development
Hafenpark Quartier
Hanauer Landstrasse /
Honsellstrasse
60314 Frankfurt am Main

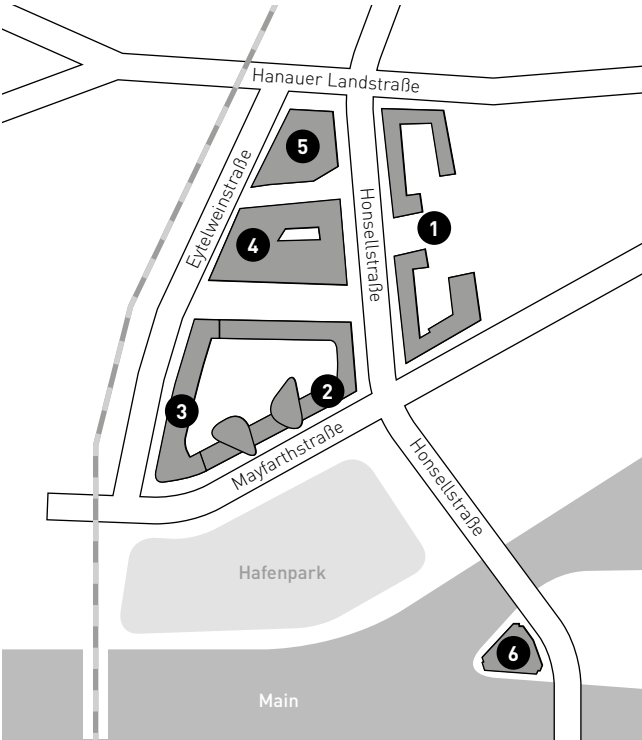


The Hafenpark Quartier’s usage concept was developed in response to growing demand in Frankfurt. It includes 316 rental apartments; 288 exclusive owner-occupied apartments, many with river views; a conference hotel for Scandinavian market leader Scandic and the ANQR complex, which will provide around 66,000 m² of high-quality office space spread across an atrium building and a distinctive tower. The Waterfront, a spectacular hotel with some 280 guest rooms and 95 serviced apartments, will occupy a prominent position on the tip of the breakwater.



HPQ HAFEN
PARK
QUARTIER

- 1 Max & Sophie
Rental apartments
- 2 HPQ Living
Owner-occupied apartments
- 3 Scandic Hotel
Conference hotel
- 4 ANQR House
Office property
- 5 ANQR Tower
Office property
- 6 Waterfront
Hotel



Master plan
AS+P, Frankfurt am Main

Plot size	Gross floor area	Residential	Office
Approx. 34,000 m²	Approx. 184,000	Approx. 72,000 m²	Approx. 66,000 m²
Scandic Hotel	Waterfront Hotel	Retail	Child daycare centre
Approx. 22,500 m²	Approx. 26,500 m²	Approx. 2,000 m²	Approx. 1,000 m²
Parking spaces	Completion		
Approx. 1,240	2020– 2029		



Owner-occupied apartments

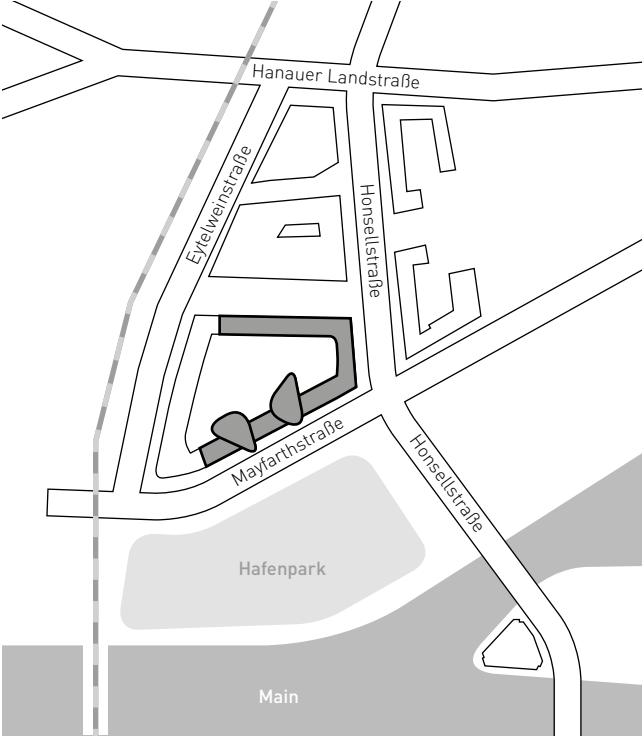
Hafenpark Quartier, Frankfurt a. M. HPQ Living

The HPQ Living complex is a diverse ensemble of buildings designed by Hadi Teherani Architects. The high-end owner-occupied apartments will have fantastic views of the Main river and Frankfurt's skyline. Two-storey townhouses, apartments and penthouses with varying apartment sizes for a wide range of requirements are grouped around a generous landscaped inner courtyard. The two organically shaped towers are not only the highlight of the complex but also function as the face of the entire district and the Ostend area.



Owner-occupied apartments
HPQ Living
Mayfarthstrasse /
Honsellstrasse
60314 Frankfurt am Main

Architects
Hadi Teherani Architects,
Hamburg
AS+P, Frankfurt am Main



Whether for a morning work-out with a breathtaking view of the skyline or for a sundowner with friends and neighbours, the HPQ Living communal roof garden is already being used extensively by the residents. The beautifully landscaped inner courtyard is the green heart of the residential complex.

Gross floor area	Residential units
Approx. 39,500 m ²	288
Parking spaces	Completion
245	2025

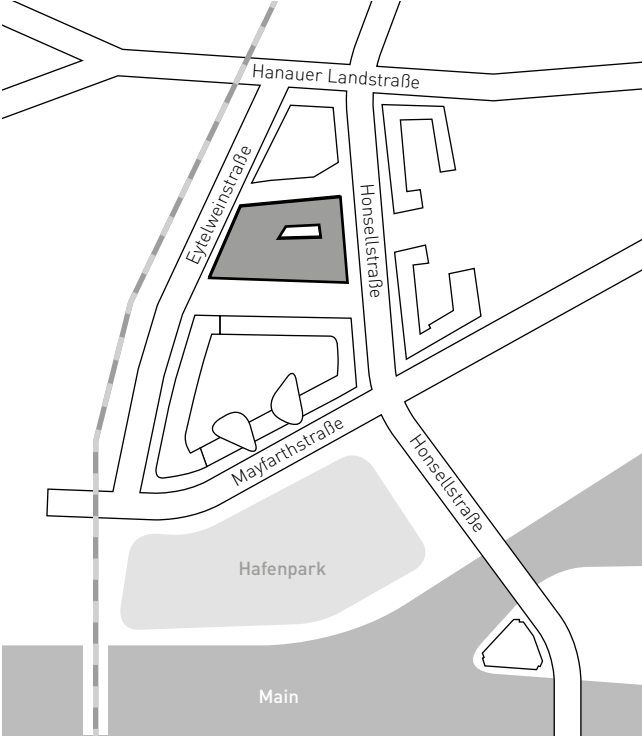


Office property

Hafenpark Quartier Frankfurt a.M. ANQR House

Designed by Frankfurt architects Meixner Schlüter Wendt, the ensemble consists of two buildings which provide state-of-the-art working environments. Both buildings have gained LEED Platinum, WiredScore and SmartScore pre-certification for their interior design concept and for criteria including energy and atmosphere; water efficiency; materials and raw materials. The ANQR House building has a distinctive spacious and bright atrium. A smart zoning concept creates numerous multifunctional lounges, meeting areas and workspaces, providing the users with innovative options for their daily work routines.

Address
Honsellstrasse
60314 Frankfurt am Main



Gross floor area (above ground)	Rental area	Floors
Approx. 33,000 m ²	Approx. 32,250 m ²	7 (ground floor + 6 upper floors)
Car parking spaces (district garage)	Bike parking spaces (district garage)	Completion
Approx. 620	Approx. 900	2028

Architects
Meixner Schlüter Wendt, Frankfurt am Main





ANQR House
Atrium



Office property

Hafenpark Quartier Frankfurt a.M. ANQR Tower

The impressive, 16-storey office tower is a highly visible landmark for the new Ostend. Its approximately 32,250 m² of premium office space is the perfect location for innovative new work concepts. Several of the upper storeys are broken up by “green sections”, two-storey vertical open spaces with plants. In addition to this, spacious roof terraces are planned and will offer excellent recreational opportunities. Some of them will also have spectacular views of the European Central Bank and Frankfurt’s skyline. Just like the ANQR House building, the ANQR Tower building has gained LEED Platinum, WiredScore and SmartScore pre-certification. The building’s tenant will be the ING Bank, providing the ideal location for bank’s new German headquarters.

Address
Hanauer Landstrasse /
Honsellstrasse
60314 Frankfurt am Main



Gross floor area (above ground)	Rental area	Floors
Approx. 33,000 m²	Approx. 32,250 m²	16 (ground floor + 15 upper floors)

Car parking spaces (district garage)	Bike parking spaces (district garage)	Completion
Approx. 620	Approx. 900	2028

Architects
Meixner Schlüter Wendt, Frankfurt am Main

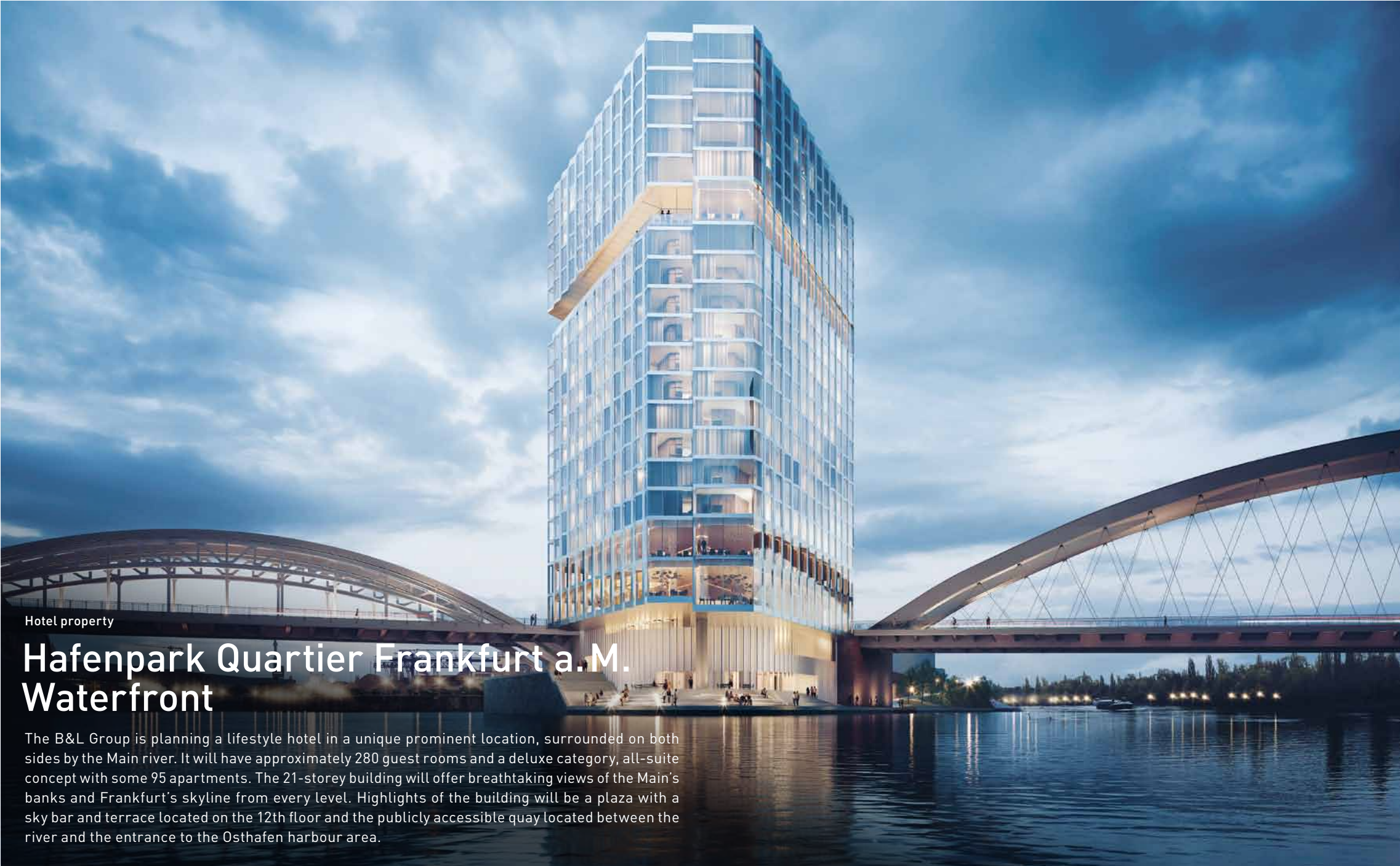
Tenant
ING-DiBa AG



SmartScore
PRE-CERTIFIED



WiredScore
PRE-CERTIFIED



Hotel property

Hafenpark Quartier Frankfurt a.M. Waterfront

The B&L Group is planning a lifestyle hotel in a unique prominent location, surrounded on both sides by the Main river. It will have approximately 280 guest rooms and a deluxe category, all-suite concept with some 95 apartments. The 21-storey building will offer breathtaking views of the Main's banks and Frankfurt's skyline from every level. Highlights of the building will be a plaza with a sky bar and terrace located on the 12th floor and the publicly accessible quay located between the river and the entrance to the Osthafen harbour area.



Architects
Barkow Leibinger Gesellschaft von Architekten, Berlin

Plot size	Gross floor area
Approx. 1,400 m ²	Approx. 26,500 m ²
Guest rooms	All-suite concept suites
Approx. 280	Approx. 95
Parking spaces	Completion
Approx. 40	2029



Waterfront
Frankfurt am Main
Sky-Bar

An architectural rendering of the Hamburg StadtKontor office building at dusk. The building features a modern design with a grid of windows and a prominent entrance. To the left is a brick building, and to the right is an older building with arched windows. A large tree stands in front of the older building, and a car is blurred in the foreground. The sky is a soft blue, and the building's interior lights are visible through the windows.

Office property

Hamburg StadtKontor

The B&L Group has started revitalisation of one of Hamburg's largest office complexes, located in the up-and-coming district of St. Georg. By continuing to use the grey energy contained in the structural elements and carrying out energy-oriented modernisation of the buildings, the project will create a groundbreaking offering of energy-efficient, modern working environments. The project is designed to appeal to price-conscious large-scale tenants who also expect their future office premises to meet the highest sustainability standards. In addition to this, the building's direct proximity to the main railway station and bus station ensure that it offers optimum transport links.



Address
Besenbinderhof 43 + 52
Norderstrasse 101
20097 Hamburg, Germany



Plot size	Gross floor area (above ground)	Total rental area	Office area
Approx. 19,700 m ²	Approx. 86,000 m ²	Approx. 76,500 m ²	Approx. 68,500 m ²
Canteen + delivery area	Storage area	Car parking spaces	Bicycle parking spaces
Approx. 4,000 m ²	Approx. 4,000 m ²	400	Approx. 1,000
Completion of revitalisation			
2027/2028			



Hotel property

Hamburg Hotel im StadtKontor

A modern upscale boutique hotel with up to 290 guest rooms is being created in the listed building wing of the complex. It will offer its future guests a diverse room mix plus gym and spa areas. A prestigious bar concept should ensure that this new destination in direct proximity to the main railway station becomes a top address in Hamburg's trendy St. Georg district.



Hospitality Hamburg Südliches Überseequartier

The Nordsüd Hotelbetriebsgesellschaft company, a strategic partnership between the B&L Group and travel and lifestyle corporation Accor SA, is taking on management of three planned hotel projects in Hamburg's Westfield Überseequartier, developed by Unibail-Rodamco-Westfield. The excellent river-bank location in the HafenCity district in combination with direct proximity to the Hamburg Cruise Centre ensure that the site will be a highly attractive destination for international guests. Accommodation will consist of some 820 guest rooms, offered by Accor's Pullman, Novotel and ibis Styles hotel brands, and be designed to appeal to a range of target groups.

Address
San-Francisco-Strasse
20457 Hamburg, Germany



Project development/ Investor
Unibail-Rodamco-Westfield Germany

Architects
Christian de Portzamparc, Paris
Hild und K Architekten, Munich
Böge Lindner K2 Architekten, Hamburg

Project partner
Accor SA

Hotel lessees
ibis Styles (403 guest rooms)
Novotel (163 guest rooms)
Pullman (253 guest rooms)

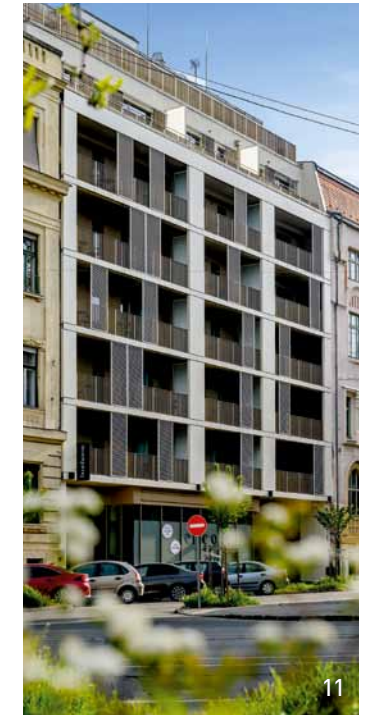


Guest rooms

Approx. 820

Hotel openings

From 2026/2027



References (selected)

01 KII, DÜSSELDORF, high street property · 02 Baross tér, BUDAPEST, hotel · 03 Clipper Boardinghouse HAMBURG-HOLZHAFEN · 04 Clipper Boardinghouse HAMBURG-MICHEL · 05 Holzhafen, HAMBURG, urban development · 06 OASIS Berlin, BERLIN, urban development · 07 Kristall, HAMBURG, residential property · 08 Bahnhofstraße, SAARBRÜCKEN, high street property & hotel · 09 World Trade Center DRESDEN, multi-tenant building · 10 Fuhle 101, HAMBURG, high street property & hotel · 11 Mosonji utca, BUDAPEST, residential property · 12 St.-Petersburger Straße, HAMBURG, hotel · 13 Eytelweinstraße, FRANKFURT A.M., hotel · 14 Mercado, HAMBURG, shopping centre · 15 Hainspitze, LEIPZIG, high street property · 16 Mercatorstraße, DUISBURG, hotel · 17 Hotel Schillerhof, WEIMAR · 18 Westenhellweg, DORTMUND, high street property · 19 Katharinenstraße, DORTMUND, hotel · 20 Neue Flora, HAMBURG, musical theatre · 21 Nürnberger Straße, ERLANGEN, high street property · 22 Dammtorstraße, HAMBURG, parking property · 23 Lago, KONSTANZ, shopping centre · 24 Max & Sophie, FRANKFURT A.M., residential property





14



15



16



17



21



22



23



Titelmotiv: HPQ Office & ANQR House, Hafenpark Frankfurt a. M.
Visualisierung: X010



18



19



20



24

Limitation of liability

All information, data and representations provided in this brochure have been compiled with the utmost care. No liability can, however, be accepted for their completeness and correctness. The right to make individual changes is expressly reserved. 3-D visualisations are free artistic interpretations which may not always reflect the subsequent reality. Current as of: October 2025

Picture credits

Accor SA S. 54 – 55 | Alamy S. 23 u. | bloom images S. 48, 52 | H. G. Esch S. 10, 12 u., 15 u., 17 | Hans-Jürgen Darlison S. 16 o. + u. | Peter Drittpreis S. 4, | Nikolai Brenner S. 30 u. | H-Hotels S. 24 | Oliver Heissner S. 7 o. | iStock.com S. 11 o.r. + u., 13 u. | Peter Jahn S. 9f | Jellyspace S. 13 o., 50 u., 51 | Kozy Studio S. 14, 34 | LH-Architekten S. 50 o. | Stefan Markquardt 15 o. | Arne Maynz S. 8 | Marco Moog S. 5, 7 u. | Ralph Richter S. 9e | Shutterstock.com S. 25, 30 o. | Wolfgang Stahr S. 6, 11 L.o., 19, 31, 32 u., 36 | Daniel Sumesgutner S. 9a,b,c | Textschwester S. 37 | X010 Visualisierungen S. 2, 12 o., 20 – 23, 26 – 29, 32 o., 38 – 47

Picture credits References

Clipper Boardinghouses 04 | Hans-Jürgen Darlison 06, 14, 15, 16, 18, 20, 24 | H.G. Esch 01, 05, 07 | H-Hotels 08 | Jana Kay 19 | Lago 23 | Stefan Markquardt 13 | Arne Mayntz 10 | Verena Meier 17 | Jonas Miller 21 | Marco Moog 03, 09, 12, 22, | Christian Schorn 02, 11

Concept & Layout

Witt Gestaltung – www.witt-gestaltung.de

B&L GRUPPE

Große Elbstraße 47
22767 Hamburg
Tel.: +49 (0)40.37660-100
Fax: +49 (0)40.37660-111
info@bl-gruppe.de
www.bl-gruppe.de