

# Überseestadt Bremen

Site of Opportunities



Überseestadt GmbH

Ein Unternehmen der Bremer Investitions-Gesellschaft mbH

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## BACK TO THE WATERFRONT



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# BACK TO THE WATERFRONT

## A CITY FOR THE 21st CENTURY

2020: "Standing up here, you see the possibilities. Or even sense the possibilities – and the challenge to unfold your own potential to the fullest. Whoever comes here, grows into the future, but is deeply rooted in historical ground at the same time. You don't know where we are? We are in the Überseestadt Bremen, one of the biggest urban projects in Europe.

In the last twenty years something unique has happened here. Bremen's old harbour districts were turned into a vibrant city district for the 21st century – on an area five times as big as the centre of Bremen. Service providers and office work, harbour activities and logistics, leisure and culture: Manifold branches form a highly dynamic and truly inspiring mix that is trend-setting in many ways.

Having been a city of trade and harbour activities, Bremen once became big through its River Weser. It discovered the river anew at the break of the new millennium. Where once ocean-going vessels from all over the world cleared their goods, a city within the city appeared. It gave Bremen its waterfront back. And opened a wide range of possibilities to men and women with vision and the courage to make their dreams reality."



# THE QUARTERS OF THE ÜBERSEESTADT



## EIGHT TIMES FUTURE

Just like any future, this one starts in the present: In the year 2000, Bremen's Parliament agreed on the "Concept to restructure Bremen's old harbour districts". The project will create 16,000 new jobs; 2.5 billion Euros of public and private money will be invested.

For the purpose of better orientation, the Überseestadt is subdivided into **eight Quarters**. Each of these Quarters has its own strong points and very specific features for clearly shaped forms of utilisation.

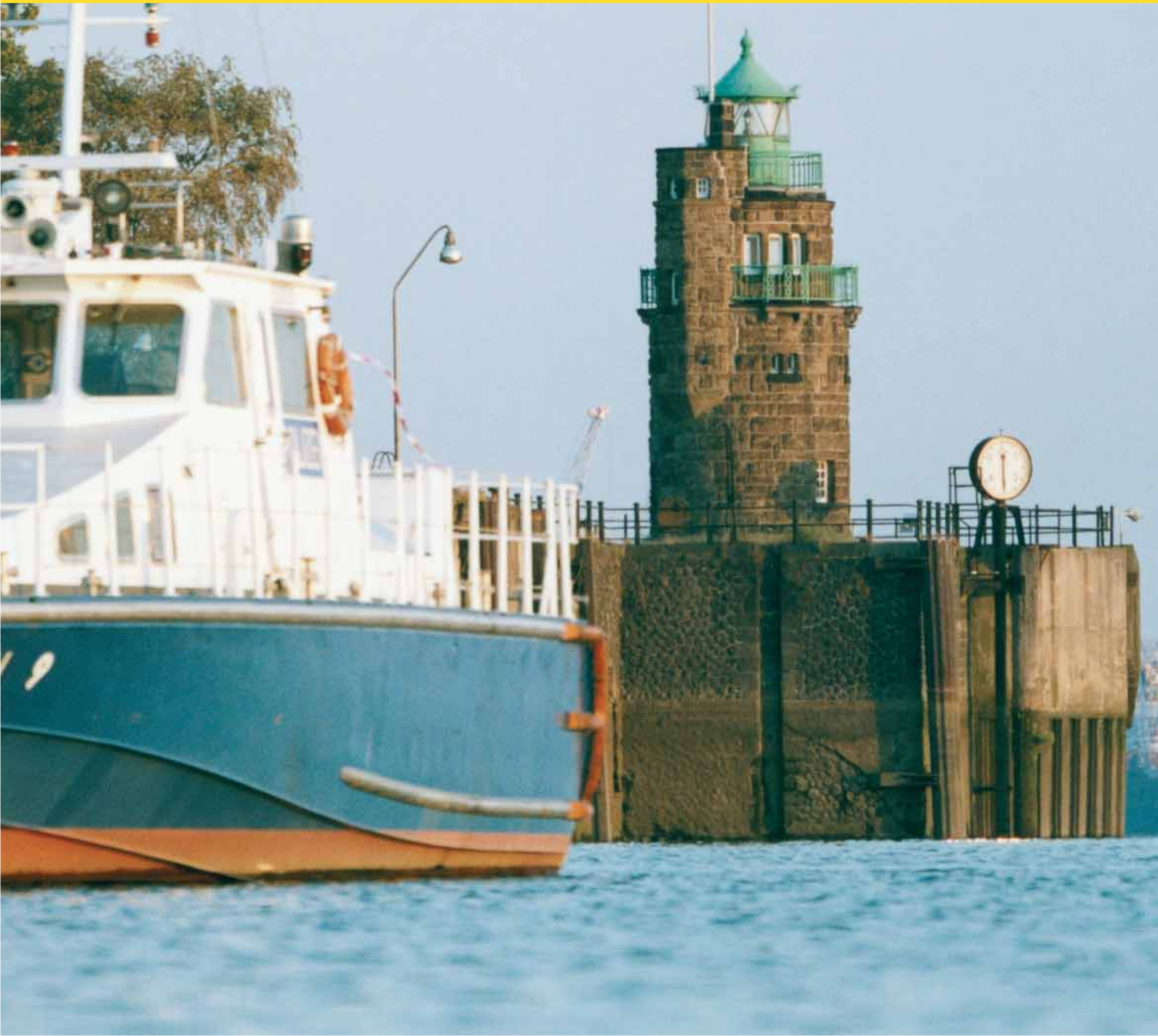
Step on new land: The **ÜBERSEEPARK** will be a distinctive area for high-quality services, culture and gastronomy. The **HOLZ- UND FABRIKENHAFEN** combines maritime flair, outstanding transport connections and diversity. Running from Bremen's University of Arts and the historical Speicher XI to companies of the wind power industry and traditional firms like Roland-Mill. In the heart of the **FRISCHEZENTRUM** (Fresh Goods Centre) lies the Großmarkt, Bremen's hypermarket for fresh goods of all kinds. Furthermore, a number of warehouse operators and logistics companies benefit from optimal train and street connections into all transport networks. The **ÜBERSEETOR** offers a wide variety of options

for instant usage. The planned enlargement of the Hafenhochhaus will present the Überseestadt with its first emblem. When the citizens of Bremen return to their river, they will spend their leisure time in the **EUROPAAHAFEN**. Generous open spaces and a marina predestine this area for service provision, culture and gastronomy. High storage capacity and low prices: Welcome to the **SPEICHERHOF**, Bremen's traditional site for logistics. The ingredients for a healthy breakfast are manufactured at the **WESERUFER**. Cereals made by Kellogg's are known to breakfast-gourmets all over the world, while Rickmers Reismühle focuses more on the grainy side of nutrition. The **HAFENVORSTADT** is the entrée of the

Überseestadt and its architectural "business card". Being in proximity to the centre of Bremen, this Quarter will provide prestigious spaces for offices, culture and leisure.

Everywhere in the Überseestadt, the changes have already begun. Restructured road networks are the veins through which new life is floating into the area. Reused storage facilities combine historical flair and modern urbanity. And young companies of all shades discover the fascinating atmosphere of the old harbour as an inspiring workplace. **Eight Quarters. Eight "stories". Eight times future!**





## VIRGIN SOIL FOR VISIONARIES

The vision of a modern town for the 21st century shows its face in the Überseepark. The 31.5-ha area between the Quarters Holz- und Fabrikenhafen, Frischezentrum and the River Weser will be cleared of all former buildings and will be restructured from scratch. The spaces are owned by the City of Bremen and are planned to be available in 2007.



Restructured from scratch: the Quarter Überseepark ca. 2020

The idea is to develop a highly modern centre for offices, service provision and leisure. Sophisticated buildings provide space for premium office work, service providers and gastronomy. Generous open spaces and parks use the special location close to the waterside. And modern forms of living offer residential space in a unique environment.

The vision is already coming into focus. The project "Hafenkante" (harbour front) unites a number of investors to develop a 10-ha area. The area is directly located at the riverside and is planned to combine high-quality offices, progressive residential spaces and recreation.

Being in close vicinity to the centre of town, the Überseepark will be one of Bremen's best addresses – with a lot of room for trend-setting urban development. **Step foot on virgin soil!**

# HOLZ- UND FABRIKENHAFEN

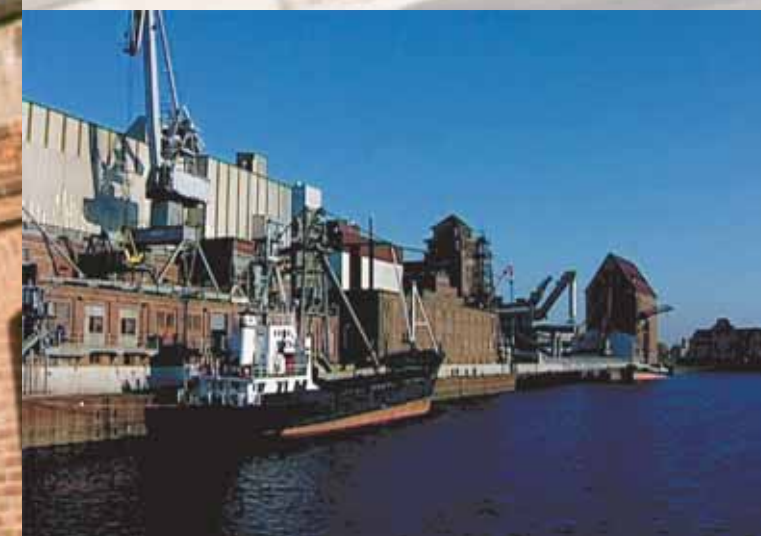
## WOOD, WIND & WAREHOUSES

In the Überseestadt the old harbour flair is not a remembrance of days gone by but part of its vital identity today. In the Quarter Holz- und Fabrikenhafen, many companies from the realm of harbour activities have been on location for more than a century. The traditional features of their site will not only be maintained but made even stronger.

At the same time, there's a fair wind of renewal blowing through the Quarter. Young companies of the wind power industry bring forth fresh dynamics into the Holz- und Fabrikenhafen. Together with other companies they form the "Energiemeile", a unique project that has already given a strong boost to the local Alternative Energy Industry.

In the year 2000, investors and restorers hoisted one of the biggest treasures of the Überseestadt. The 100-year-old Speicher XI, a 400-metre-long warehouse, was resurrected in the course of a cautious restoration. In the olden days, mainly wood and cotton were stored here. Now the University of Arts, a restaurant, museums and service providers blow new life into the old giant.

In the interplay of historical architecture, modern buildings and attractively designed public space, an inspiring Quarter emerges. Its heterogeneous utilisation and maritime flair release great potentials for development. **Potentials simply waiting for you to use them!**



Past and future in perfect tune:  
traditional harbour activities (above) and the restructured Speicher XI (left)

## FRESH AS A DAISY



The Frischezentrum (Fresh Goods Centre) is something like northwest Germany's pantry: The 23-ha-sized area was established here in 2002, when the old overseas harbour was filled to gain new land for the Überseestadt. Since then, a big part of Bremen's activities in the Food & Beverages Industry takes place here. The prominent focus of the Quarter is the Großmarkt (Bremen's hypermarket for fresh goods) and the warehouse operator Hameico. On 30,000 m<sup>2</sup>, about 120 small- and medium-sized companies provide retailers of the region with fresh goods of all kinds.

The Quarter Frischezentrum showcases Bremen's huge competence in food and beverages. Investors and companies are presented with a great number of options and advantages. The homogeneous utilisation identifies a Quarter that is easily reached by road and track. The companies here benefit from direct connection into every direction and the tightly linked competence network on site.

Together with the adjacent Quarters Überseetor and Holz- und Fabrikenhafen, the Frischezentrum is the heart of the Überseestadt. Here, living and working are not two separated realms. They form, rather, a dynamic entity of dynamic urban vibrancy. **Fresh as a daisy!**



Providing the region with fresh goods: the Großmarkt





## A GRAND ENTRANCE

Not only from a geographical point of view, the Überseetor will be the centre of the Überseestadt. At the southern entrance to the Überseestadt, the past and future of the old harbour districts are joined to a Quarter of impressive atmosphere. Fascinating buildings made of red brick give a historical flair, and ambitious new developments will soon set the architectural course for the restructuring process. Already now, tree-lined boulevards fulfil the claim of the whole area: The Überseestadt is a beautiful place.

At the moment, something extraordinary is planned here: The Hafenhochhaus (an old skyscraper formerly used by a big logistics company) will be enlarged by 15 floors that will add 11,500 m<sup>2</sup> of premium office space. The boldly futuristic harp-shaped building might become the Überseestadt's first landmark.

A number of historical buildings are ready for new utilisation. The old firehouse, for instance: This 100-year-old giant will be home to a design company, various ateliers, offices and restaurants.

Everything is possible in the Überseetor: service provision, living, trade activities. The bigger part of the 21-ha area is already available, and a development plan guarantees possible investors the necessary security. The Quarter is already an emblem of the Überseestadt. **Take a seat in the first row!**



Impressive architecture from two centuries: the new Hafenhochhaus (above as planned) and the old firehouse (left)

## OLD HARBOUR – NEW FLAIR

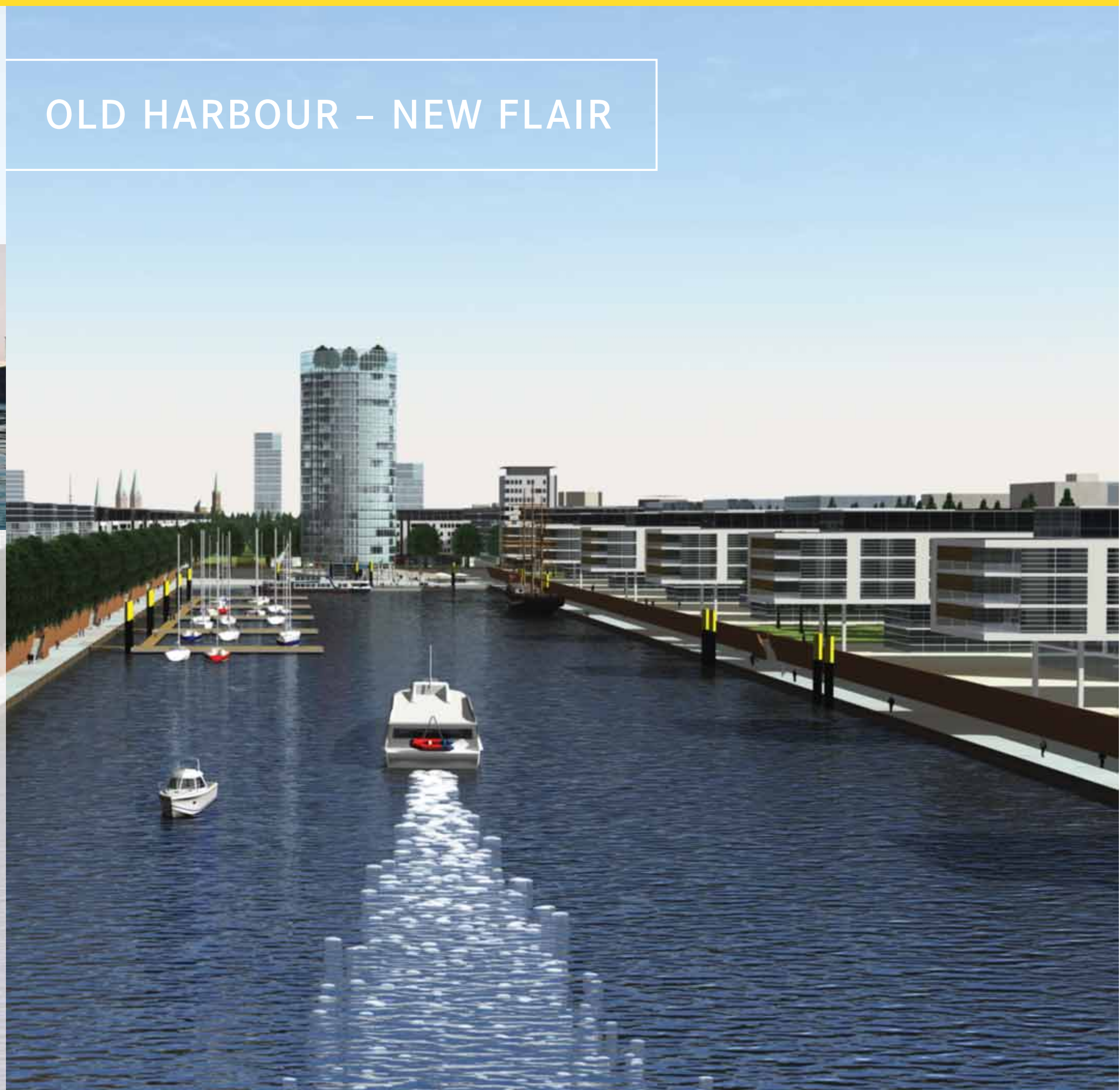
The bird's eye view of the future Europahafen shows a highly modern Quarter full of esprit and metropolitan flair. In a bold restructuring process, the spaces on both sides of the old dock will be turned into an area that combines premium office space and service provision with attractive cultural and recreational opportunities. The spaces belong to the City of Bremen and are planned to be available in 2008.



Plenty of room for visionary perspectives:  
the Europahafen now (above) and after the restructuring process (right)

Generously designed public spaces, a yacht harbour and plenty of offers for gastronomy, culture and (water) sports will bring the waterfront back into the cityscape. Bremen's citizens and guests will be able to experience the waterfront in a beautiful surrounding. Furthermore, the Europahafen benefits from the new streets of the Überseestadt: The Hansator, Überseetor and the new link into the centre of Bremen (to be completed in 2006) bring the Europahafen in close vicinity to all regional and national transport networks.

The vision is highly inspiring: Picturesque yachts rock gently on the waves of the restructured dock, a motorboat pulls a water-skier. All along the generously designed waterfront, many pedestrians are promenading, while restaurants, bars and little shops make for the overall maritime vitality of the area. There are even people living here; their impressive flats for combined living and working offer an astonishing view into the far ends of the Überseestadt. **Steer your boat into the Europahafen!**



## ALL IN STORE

Just like in the Holz- und Fabrikenhafen, the restructuring of the Quarter Speicherhof will not change the location's identity but rather enhance it. For generations, this has been a place where coffee, tobacco and cotton wool were handled and stored in large quantities. The companies on site benefit from low prices and appreciate the high capacities of the old warehouses. Site-related factors like these will be maintained and even strengthened.

Furthermore, the development of the Überseestadt will have a positive effect on the Speicherhof in terms of transport connections. While the area is already well linked to motorways and train networks, the overall restructured road connections of the Überseestadt will open up an even faster access in and out of the Speicherhof.

With its big supply of available spaces, the homogeneous branch-structure and the tightly knitted transport network, the Speicherhof outlines Bremen's image as an outstanding site for logistics. **Set up your camp in the Speicherhof!**



Low-priced storage capacities: the Speicherhof





## BACK TO THE WATERFRONT

At the moment, companies of the Food & Beverages Industry mainly forge the Quarter Weserufer. Cereals made by Kellogg's are known to breakfast-gourmets all over the world, while Rickmers Reismühle focuses on the more grainy side of nutrition. The region's breakfast tables are laid at the Weserufer!

The Quarter Weserufer benefits from the restructuring of the old harbour districts, mainly in terms of transport connections. A new road network that will link the Überseestadt to the city of Bremen (to be completed in 2006) will put the Weserufer in a very prominent place. Furthermore, several new road networks will open the Weserufer to all transport networks, and a newly developed tramline will lead visitors and workers straight to the gates of the 28-ha site.

The attractive location directly at the riverbank, low prices and outstanding transport connections all sum up to a site perfect for industrial companies. **Settle down on the waterfront!**



Working on the waterfront: Rickmers Reismühle



## SHOP-WINDOW FOR THE ÜBERSEESTADT

For its entrée, the Überseestadt showcases its urban brilliancy: Modern complexes of buildings, generous green spaces and a wide variety of cultural offerings present the Quarter Hafenvorstadt as the “business card” of the whole area.

On top of the new link to the city centre (to be completed in 2006), the Hafenvorstadt will open itself up in another way: The Schlachte, a very prestigious and popular promenade along the River Weser, will be prolonged. It will carry the vibrant, communicative atmosphere of the city centre right into the Hafenvorstadt. Furthermore, a new residential area is planned here. Up to 700 new flats and apartments will join the Quarter with the adjacent Stephanieviertel and the Faulenquartier. Already now the Hafenvorstadt provides investors with a lot of room for manifold engagements. Old harbour buildings are being prepared for their future role in the entrance of the Überseestadt, and the restructuring of existent harbour facilities opens up many interesting options. Service, trade, living and culture – in the Hafenvorstadt the overall character of the restructured harbour will come to its first vital expression. **A warm welcome to the Überseestadt!**

Connecting the Überseestadt to the City of Bremen: the restructured Hafenvorstadt (right) with the "Kaffeehof" on Lloyd Street (drawing by P. Wels)



If your interest is aroused, a visit to the Überseestadt is surely a good recommendation. There is no better way to experience the flair of the old harbour and signs of the changing times.

Right in the heart of the Überseestadt, in the Speicher XI, you'll find the info centre. Impressive installations and an abundance of informational materials offer you a deep insight into the past, present and future of Bremen's old harbour regions.

If you decide to engage yourself in the Überseestadt, you will become a part of one of Europe's most exciting projects of urban development. Furthermore, you will benefit from all the advantages that the City of Bremen offers you. Formerly a city of harbour and trade, the traditional town of the Hanseatic League (a medieval alliance of north German trading towns) has turned itself into an innovative and multifaceted site. Aerospace, IT, automobile industry, logistics, food and beverages, research and development – Bremen offers an outstanding mix of industries.

While you are "travelling overseas", you are accompanied by an experienced guide. The Überseestadt GmbH is part of the BIG-Group – your competent partner in all matters of business development in Bremen. Here you'll receive any information you would like to have on Bremen as a business location.

The BIG-Group offers you support for investment, innovation and business start-up and gives you access to special programmes that will help you financing your project. Furthermore, the group helps you to find accurate real estate and premises and links you to all of Bremen's strong networks between economy and science. You will be introduced to possible partners for business and corporation, public authorities and associations to provide you with the contacts you need for a successful start.

**Bremen awaits you!**

## TRAVELLING OVERSEAS



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