

Extensive refurbishment of Unilever building on Dammtorwall

Change of name to Central Plaza Hamburg underlines repositioning within Hamburg's property market

The landmark "Unileverhaus" building at Dammtorwall 15 in Hamburg's Neustadt area now has a new identity in the property market. The change of name to Central Plaza Hamburg reflects the downtown location of the property, which is owned by Hamburg-based Union Investment Real Estate AG. The leisure aspect is also emphasised, following a decision to "return" the building to the public. Wide outside steps, cafés and green spaces will invite passers-by to linger and unwind. In addition, a new building will be constructed adjacent to the high-rise block, helping to transform the character of the site. "The refurbishment of this landmark building will significantly enhance its value and ensure that it remains one of Unilmmo: Deutschland's premier properties for many years to come," predicts Dr. Frank Billand, member of the Management Board of Union Investment Real Estate AG.

Refurbishment to begin in 2009

After the current tenant, Unilever, moves out in 2009, Union Investment will commence a programme of refurbishment work aimed at restoring the high-rise block to its status as a showpiece building. "It's such a comprehensive project – including upgrading

the entire façade and building services, as well as all the lifts – that it virtually adds up to a new building,” says Billand. Since the property is a listed building, special regulations apply when adapting the property to meet current German energy saving requirements and making other changes. One planned feature is the installation of a double-skin façade whose outer layer closely replicates the listed exterior of the building, with the inner layer meeting structural requirements. What makes Central Plaza Hamburg so impressive is not only its unique architecture, central location and breathtaking views of Hamburg, but also the quality of its offices. In terms of construction and energy efficiency, it will fulfil all the requirements of a modern office development. Updating the building, its façade and building services will cut the cost of heating and cooling by over 80%, while the environment will benefit from a reduction in CO² emissions of around 2,145 tonnes a year.

The perfect location for corporate headquarters

The new Central Plaza tower will offer extremely flexible options for internal division and usage, combined with a highly efficient use of space. When refurbishment is complete, the market will benefit from Union Investment's creation of a multi-tenant building with rental units starting at 500 square metres. Since each storey can be divided into three, it is also possible to implement completely separate rental areas. Open-plan spaces of up to 1,500 square metres covering an entire storey are also available in the high-rise block, offering unrivalled panoramic views from every workstation. Central Plaza Hamburg is therefore a perfect location for corporate headquarters.

Central Plaza Hamburg benefits from excellent access to public transport: the high-rise block and new building are a short walk from the Dammtor train station, while the subway stops right outside the property. Thanks to its height and location in the northern part of the Neustadt area, the building is a prominent feature of the cityscape and local skyline.

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