

# SHAPING THE CITY OF TOMORROW



## We have big plans

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1954, a time of change: Josef Schörghuber founds Bavaria Hausbau GmbH, which he soon renames Bayerische Hausbau GmbH. He lays the foundation for one of Germany's most successful real estate companies with courage, confidence and a spirit of enterprise. Building construction over the next 71 years includes more than 27,000 apartments, 1,850,000 m<sup>2</sup> of commercial space and 4,130 hotel rooms.

2025, a time of change: Germany lacks hundreds of thousands of apartments, while at the same time climate change demands a completely new type of eco-friendly urban development. We here at Bayerische Hausbau Development continue to meet these challenges with courage, confidence and an enterprising spirit. Or, as we describe today what has always driven us: with quality, innovation and sustainability.

Urban developments covering an area measuring over 250,000 m<sup>2</sup> are already in the pipeline, providing living space for over 6,000 people. And that is just the beginning. Bayerische Hausbau Development is a nationwide project developer. We plan, build and market trendsetting residential developments, forward-looking commercial properties and top-notch hotels in core markets throughout Germany. With the experience gained over the course of 71 years – and looking forward to what the future holds.

Bayerische Hausbau Development is part of the

 SCHÖRGHUBER  
GROUP

The picture on the cover is an urban development at Munich's Nockherberg – one of Bayerische Hausbau Development's most ambitious projects. The residential block seamlessly integrates a previously enclosed site that was once home to the Paulaner brewery into the adjacent neighborhood.



## “Our prime focus is sustainable growth.”

Following its unbundling from its sister company, Bayerische Hausbau Development is now focusing on healthy and sustainable growth. New chapters in its success story will be added in Munich and Hamburg, the commercial real estate segment will be expanded to include Germany's top seven cities, and when it comes to residential construction, consideration will be given to major cities throughout Germany. CEO Gordon Gorski talks about the markets of the future, the value of tradition and the spirit special to a family business.

**You joined Bayerische Hausbau Development as CEO at the beginning of 2024. What is your impression the company?**

**Gordon Gorski:** Seen from the outside, Bayerische Hausbau Development looked as if it were in a Rip Van Winkle-like sleep. After all, the company hadn't acquired any new properties since 2017. But now that I'm actually here, I can feel its very positive dynamics. The Schörghuber Group continues to focus heavily on property development and, with restructuring now complete and the Development and Real Estate divisions unbundled, they want to get off to a flying start!

**What do you think makes Bayerische Hausbau Development so special?**

**Gorski:** There's a healthy combination here of an investor's perspective, with all its economic necessities, and the down-to-earth nature of a traditional family business as embodied by the Schörghuber

Group. You can feel the sense of responsibility behind the family's desire to preserve and expand what previous generations have created. There is a willingness to take risks, but no recklessness. We don't want to be the biggest; what we believe in is sustainable growth. The atmosphere in the office is also special: Even though many of the employees have been here for a long time, there's a flexibility when it comes to addressing the needs of colleagues and newcomers. I've rarely experienced this degree of identification with the company anywhere else.

**But what about the “Rip Van Winkle-like sleep”?**

**Gorski:** We are now benefiting from the fact that we didn't buy any – seen from today's perspective – overpriced properties on the overheated market of recent years. We have no legacy assets in our portfolio, and we see the falling price of land as an opportunity. The current market situation is of course difficult. Big-name project developers have gone bankrupt, which is creating uncertainty on the capital market. Banks now think thrice about whether or not to grant loans and to whom. But as a financially strong developer, we have a clear advantage.

**So you're confident despite the crisis?**

**Gorski:** Of course! Apartments and attractive offices are in great demand – and that's what's important. We have the experience, the know-how and the financial means. The projects that are currently in the development phase also work with the situation as it stands today. Once the market has stabilized and new conditions prevail, we'll be in a position to continuously develop new products.

**What products and locations do you have in mind?**

**Gorski:** We want to expand our business, make it more flexible and develop new locations. We want to build on the success that we've enjoyed in Munich in recent years, expand our project development activities in Hamburg, and also open two new branch offices: one in Berlin and one in the Rhine-Ruhr region, i.e. in Cologne or Düsseldorf, once we've launched property development projects there. We're also thinking about other locations for the future.

**What are your plans for this network of branch offices?**

**Gorski:** Our strategy makes a clear distinction between asset classes. For us, residential construction is a “mass” product. Demand is enormous, and we'll basically build wherever multi-storey residential buildings are most needed, first and foremost in cities with a high influx of people. We

have scanned the market for cities with high economic performance and low unemployment – and have identified a large number of potential locations. They will then be managed by our four future branch offices: We can develop projects in Augsburg, Nuremberg and Regensburg from Munich, attend to projects in Hanover from Hamburg, to projects in Leipzig and Dresden from Berlin, and the Rhine-Ruhr metropolitan area offers many interesting large cities in which we can spring into action from Cologne or Düsseldorf.

**Will business operations be managed from a central location – or will the branch offices operate independently?**

**Gorski:** We will of course provide a framework – but the managers of the branch offices will be responsible for adapting the strategy to their location, interpreting it in the context of local conditions, developing it further and refining it. As far as we're concerned, the manager of a branch office is an “entrepreneur in the enterprise”. Real estate is a very regional business, so you need a local expert who has a solid network, contacts to politicians and knows their market. There are large regional differences in terms of demand, the cost of land and so on. A product that works well in Munich will not necessarily sell in Cologne. It therefore makes no sense to dictate to the branch offices from Munich.

**Germany lacks hundreds of thousands of apartments and not nearly enough building is being done. Why is this?**

**Gorski:** At the moment, the rise in interest rates is having a two-fold impact on project developers: on the one hand, higher financing costs and, on the other hand, the fact that potential buyers and investors can't afford to pay as much because of the higher interest rates. The rise in construction costs over the past ten years, which are not expected to fall in the foreseeable future, and complex regulatory requirements have also made building in Germany expensive.

**What do you think politicians should do?**

**Gorski:** Firstly, the market for residential construction should be deregulated. Germany has far too many regulations. Instead of 16 state building codes, we need a single uniform federal building code – then modular construction would be able to establish itself faster, thus allowing more homes to be built in less time. Secondly, we need to speed up the approval process. It should be possible to complete the planning permission phase within two and a half years – at the moment, it takes significantly longer in metropolitan areas. And thirdly, we need to switch from supply-side subsidies to demand-side subsidies. Instead of artificially curtailing the market with a rent cap, we should provide targeted support for people who cannot afford to pay the rents. As things stand at the moment, building affordable apartments is simply not economically viable for many investors. Fourthly, the cost of purchasing a property in which the homebuyer intends to live can be reduced by waiving the real estate transfer tax for the first-time purchase of a home, for example.

**What is your strategy for commercial real estate?**

**Gorski:** The needs of office users have changed dramatically. The market is in the midst of upheaval. This is another reason why we're only going to build office buildings in Germany's top seven cities, i.e. Berlin, Munich, Hamburg, Cologne, Düsseldorf, Stuttgart and Frankfurt. There, we want to focus on the absolute Tier 1 locations in the city centers and build high-quality products that are sustainable, digitalized to the greatest extent possible, and meet all the prerequisites for the New Work culture:



**“At Bayerische Hausbau, there's a healthy combination of an investor's perspective, with all its economic necessities, and the down-to-earth nature of a family business as embodied by the Schörghuber Group.”**

flexible floor plans, large collaborative spaces, i.e. common areas that bring people together, an attractive working environment.

#### Aren't you worried that mobile working will leave many offices empty in the future?

**Gorski:** I think that most people will continue to go to the office. We're social beings who want and seek contact with others. But when I see offices full of people, there are a lot of people who don't really need to be there. And in metropolitan areas in particular, not everyone has a single-family home with a couple of studies – you're more likely to be sitting at the kitchen table with your laptop. State-of-the-art office space, on the other hand, offers a real advantage.

#### Will building hotels remain part of your strategy?

**Gorski:** Yes, within a clearly defined framework. Like offices, we'll only develop business hotels in the centers of the top seven cities. Leisure hotels we can imagine anywhere, from the North Sea coast to Austria.

#### What other asset classes are you considering?

**Gorski:** Digitalization means that data centers will in the future continue to exhibit a fast pace of demand – we want to involve ourselves in this business in the long term. Data centers involve technical requirements that make building them three times as expensive as building offices, but they offer correspondingly higher yields. They could give rise to exciting synergies: The servers generate a lot of waste heat, which often literally goes up in smoke. If this energy could be supplied to nearby residential developments via local heating plants, it would create a very sustainable and innovative combination. The large amount of rooftop space is also perfect for hosting photovoltaic systems.

#### Are you also giving thought to other housing models like student residences?

**Gorski:** The demand for student housing remains high, especially in major metropolitan areas, which is why student housing will always be part of our strategy: Wherever there are universities, we also always build smaller apartments in buildings that have large communal areas.

#### Let's return to the restructuring of Bayerische Hausbau. What will future collaboration between the two companies Bayerische Hausbau Development and Bayerische Hausbau Real Estate look like?

**Gorski:** The companies are entirely independent – but we will always check whether there are any synergies we can utilize. When a building reaches the end of its lifecycle, we can develop it for Bayerische Hausbau Real Estate or revitalize it for the market. Bayerische Hausbau Real Estate, of course, always has the right of first refusal. Our profits are ultimately also made within the group: the greater the number of links in the value chain that remain in the group, the better.

#### How will the unbundling change project development?

**Gorski:** Many tasks have been redistributed, others have been eliminated completely. In the past, we awarded numerous individual contracts. In the future, we'll be placing greater focus on working together with general contractors.

#### Why this increase in collaboration with general contractors?

**Gorski:** Accurate costing is very important. When general contractors provide us with a cost estimate for an entire project at an early stage, it helps us enormously in terms of project reliability, serving as verification for shareholders, banks and capital partners. This model also gives us greater flexibility and allows us to take action faster, and it paves the way for digitalization and sustainability.

#### How does this promote sustainability?

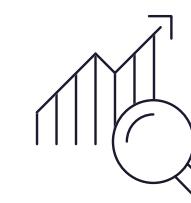
**Gorski:** In the case of hybrid-timber construction, for example, planning has to be extremely precise. Only then can the time advantage gained from the high degree of prefabrication be fully exploited. Damage to concrete can easily be repaired – but a timber construction usually arrives at the building site in its finished state. The new types of construction pose risks that are better handled by a general contractor with the appropriate expertise.

#### And how do general contractors help with digitalization?

**Gorski:** In the future, we want to make greater use of building information modeling (BIM), i.e. digital twins that make it possible for us to identify and avoid problems in the planning stage. This means that construction workers, painters and building technicians also have to consistently map their planning and implementation processes using BIM. Not everyone does that today. As a general contractor with longtime partners, you have greater sway when it comes to pointing subcontractors in the direction of digitalization.

#### Despite all the changes, the two companies remain under the joint umbrella brand Bayerische Hausbau. Why is that?

**Gorski:** Bayerische Hausbau has an outstanding reputation on the German market. The company has been around for 70 years. We have already seen and survived numerous crises. Our brand is synonymous with tradition, reliability and quality. That's not something that you easily relinquish. X



**"Once the market has stabilized and new conditions prevail, we'll be in a position to continuously develop new products."**

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## Faster, more efficient, more resilient

Bayerische Hausbau Development is establishing a modern new capital structure that is compatible with the future and with the company's history. Stefan Pelkofer, investment expert and the company's new CFO as of January 2025, talks about new financing methods, frequent controlling and the implementation of digital tools that communication with one another.

#### How do you finance new construction projects?

**Stefan Pelkofer:** We position ourselves as broadly and resiliently as possible: In addition to equity financing and conventional bank and property financing, we are also constantly analyzing alternative financing options. We want to always be in a position that allows us to respond flexibly to changing market conditions and are continually on the lookout for suitable strategic options.

#### Is there great interest in your products?

**Pelkofer:** Yes, definitely! Bayerische Hausbau Development has an outstanding reputation. The projects that we've already completed speak for themselves. Local market players are familiar with the market, which of course makes things easier, and initial discussions were very productive. But we're also talking to potential international partners. The entire Group enjoys a high level of trust, which facilitates access to the relevant networks.

#### You most recently held the position of managing director at LaSalle Investment Management, the investment division of a listed American corporation. How can Bayerische Hausbau Development benefit from your experience?

**Pelkofer:** In addition to my experience dealing with investors, my expertise lies in streamlining processes and making them more efficient. Implementing the right checks in the right places. This is an ongoing learning and development process and, with my many years of experience in these areas, I can certainly help Bayerische Hausbau Development move things along. That said, the corporate structure of a family business makes a lot of things easier: decision paths are much shorter and coordination with the relevant stakeholders is carried out quickly and directly. This speeds things up and provides clarity with regard to important strategic issues – a big advantage over corporate structures and that's really great for me!

#### How is controlling performed at Bayerische Hausbau Development?

**Pelkofer:** We make a distinction between project controlling and corporate controlling. The entire project controlling team, i.e. project

inspiration and professional development, an important prerequisite for goal-oriented, anticipatory management. I regard this as the foundation for success.

#### What role does digitalization play in this context?

**Pelkofer:** A very important role. We're in the process of restructuring our entire IT landscape. We have transferred our entire document management system and are currently introducing new tools for project controlling, the treasury function and sales. These are AI-assisted tools that communicate with one another, i.e. truly integrated solutions. This will make us faster, more efficient and more error-resistant – and that's what counts in a dynamic market environment.

#### So can Bayerische Hausbau Development, as part of the Schörghuber Group, still get to grips with the innovations that digitalization brings at the age of 71?

**Pelkofer:** Yes, absolutely! *(laughs)* The Group attaches great importance to this. It is also consistent with the Schörghuber Group's family values – innovation, quality and sustainability. That is the logical next step towards Bayerische Hausbau Development becoming a flexible and powerful operational unit. It is the path to success in the market of the future. X



**GORDON GORSKI**

has been CEO of Bayerische Hausbau Development since 1 January 2024. He has a degree in real estate management and has worked in the real estate industry since 2001. His previous positions include managing director at HOCHTIEF Projektentwicklung GmbH.



**STEFAN PELKOFER**  
CHIEF FINANCIAL OFFICER

## BRANCH OFFICE MUNICH

**In Bavaria and southern Germany, the demand for apartments and top office properties remains high. We will once again be creating outstanding projects in different asset classes from our Munich branch office, placing greater focus on the use of digital products like BIM and achieving a high degree of compliance with ESG criteria.”**

THOMAS WEINGARTNER  
Head of the Munich branch office



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## BRANCH OFFICE HAMBURG

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**“Hamburg is a key market for Bayerische Hausbau Development’s growth strategy. What’s obvious is that the demand for residential real estate in the city will remain high. In the coming years, there will also be a significant increase in excess demand for ecological and sustainable office properties.”**

MATTHIAS REUNER  
Head of the Hamburg branch office



# “We are building a piece of the city together.”

What should we do about the housing shortage? How can we create living space and more green space at the same time? And what will happen to the city centers? Prof. Dr. (Univ. Florence) Elisabeth Merk, Director of Urban Planning for the City of Munich, talks about the challenges that social and ecological sustainability pose, the combination of portfolio development and new construction, and what makes collaboration with Bayerische Hausbau Development so special for her.

Bayerische Hausbau is celebrating its 70th anniversary. You've been Munich's director of urban planning for 17 years. How do you view our company?

**Prof. Elisabeth Merk:** The extent to which the company's history is reflected in urban development is impressive. I was familiar with Arabellapark long before I came to Munich. As a project, its reputation extends far beyond Munich's city limits – with its urban development concept and mix of different usages. When I look at the old photographs of sheep grazing on what later became the building site, I find it fascinating to see the visionary power that Josef Schörghuber possessed when he set about developing the city of the future.

**Josef Schörghuber discovered the property while out flying his plane.**

**Merk:** Something like that wouldn't be possible today. There will be no second or third Arabellapark in Munich's green belt. In the future, instead of building on meadows, we'll have to place greater focus on what's already there. What should we do with urban spaces that have already been developed? How can we develop them further for future generations? Nockherberg provides a good example.

Bayerische Hausbau has created an urban quarter with 1,500 apartments and a large public park on the previous business premises of the Paulaner brewery.

**Merk:** For those of us involved with urban development, it's great to see production sites in central locations being replaced by residential areas. It was previously an enclosed industrial site, but now we have an open urban district in an outstanding and beautiful location. The site extends from the Isarhochufer down to Munich's Au district. The building density was very ambitious – but when an urban space like this one becomes available, we have to be responsible and make efficient use of the space.

We are living in times of severe housing shortages – and not just in Munich. Is it possible to overcome them without new greenfield developments?

**Merk:** As the director of urban planning, I of course also give thought to redeveloping one or the other site – but always in combination with what's already there. By that, I don't just mean buildings or individual plots of land but also our infrastructure systems. Roads, subways, freight transportation routes – all of this is linked to what already exists to a different extent. But we also need to look more closely at the buildings themselves and take a much more systematic approach to developing them than in the past. We can often preserve basic support structures – and it's vital that we do so because concrete structures are simply too valuable if we examine them using today's parameters.

You're talking about the EU Taxonomy regulations.

**Merk:** The situation is changing drastically as a result of the new legislation. Until now it was almost always cheaper to demolish the old and build something new – in future, every building standing will also be assessed in terms of how much energy its construction cost. We need to place greater focus on circular construction, recycling and the reuse of building materials. With so many objects now getting on in years, finding innovative catch-all solutions will be a challenge for the construction industry.

**The city of the future should offer more green and open spaces – and at the same time more living space. How is that supposed to work?**

**Merk:** We can unseal parking lots and make better use of underground garages, create green roofs and facades – but first and foremost, we have to build on land that has already been sealed. In numerous construction projects, land can be unsealed, like the park at Nockherberg. A great deal of sustainable living space can be created by restructuring commercial space. According to our urban development plan for 2040, the entire industrial band from Vogelweideplatz, just off the ring road, all the way to Messestadt Riem is a development area.



“How the history of Bayerische Hausbau is reflected in urban development is impressive.”

PROF. DR. (UNIV. FLORENCE)  
ELISABETH MERK

is an architect and has been Munich's director of urban planning since 2007. She is honorary professor at the Stuttgart University of Applied Sciences and the Technical University Munich. She has been president of the German Academy for Urban and Regional Planning (DASL) since 2015.

If industrial areas are turned into residential developments, where should industry go?

**Merk:** Manufacturing industry will still need space – but that accounts for just a fraction of the total area. Many other things can be reconfigured and are currently changing by themselves. You can concentrate on your work even if working from home. People who go into the office today want in-person interactions and enjoy benefits home doesn't offer. That's why the trend is moving towards smaller, high-quality offices in central locations – which in turn has a positive impact on the development of city centers.

**The retail sector is foundering, large chains are going bankrupt. How can we keep city centers alive?**

**Merk:** We have to offer a wide range of different uses: culture and education as well as shopping.

The fact that the universities are in the center of the city is one of Munich's great strengths. We also need to make city centers more attractive, especially in times of rising temperatures: fewer sealed surfaces, more fountains, outdoor seating areas under trees, squares and cafés away from the pedestrian zones. And we have to ask ourselves how we can create social hotspots like Stachus: Places where young people from all over the city can meet up. Places like that are something very democratic – accessible to all, accepted by everyone.

**This type of dynamic is not easy to anticipate in the context of urban planning.**

**Merk:** That's why it's important to involve the public in the planning process. As a city, we have a public service obligation – which we fulfill together with the private sector. Public participation is a major challenge, but the team comprising Bayerische Hausbau and the city of Munich has already demonstrated a number of times that we take democracy seriously and are building a city intended for everyone. That's what I find so special about Bayerische Hausbau: I don't mean individual buildings, even though there are some outstanding ones, but the approach involved. We are creating a piece of the city. Anyone can erect a building.

**We will also have a lot to talk about in the future: The city has sites in projects like Dreilingsweg and the 5th construction phase of Messestadt Riem, which it's developing together with Bayerische Hausbau Development.**

**Merk:** We wouldn't do something like that if there weren't a solid foundation of trust. You talk about real estate development with the representative of a Munich-based family business in a completely different way than you would with a fund manager, however professional they might be. There's a meeting of like minds when it comes to developing residential areas. We want to build urban districts that become true communities. Bayerische Hausbau is making an important contribution to urban development in Munich today. And I think this is also the view that the city's urban society takes. x

# Bayerische Hausbau Development in numbers





1949

Josef Schörghuber, who runs his parents' carpentry and joinery workshop in Mitterham near Mühldorf am Inn together with his brother Leo, joins the project development team at Bayerische Baukredit GmbH in Munich as a freelancer.

## Growth and transformation

Seven decades, three generations, a piece of building history: Bayerische Hausbau's past is shaped by its pursuit of quality and sustainability. A look at the milestones achieved by a family business that remains true to itself despite its success.



1952

The young entrepreneur invests his own money for the first time in Holbeinstraße, building 27 apartments with an investment of DM 123,000. He immediately invests the profit in new plots of land and projects.

1954

On 2 April, Josef Schörghuber registers Bavaria Hausbau GmbH in Munich's commercial register. A few months later, he changes the name of the company to Bayerische Hausbau GmbH – the name under which the company will write building history.



1965

The foundation stone for Munich's Arabellapark is laid. The "city within the city" in Munich's Bogenhausen district offers space in which to live, work and relax – and becomes a model worldwide for the successful development of a new urban quarter.

**1972**

The Summer Olympics are held in Munich. Bayerische Hausbau builds approximately 1,000 apartments in the Olympic Village.



Bayerische Hausbau plans Deutsche Bank's two high-rise buildings in Frankfurt.

**1984****1990**

Following the reunification of Germany, Josef Schörghuber is the first project developer to receive building permission in one of the new federal states – for the extensive renovation and expansion of the Paulaner Palais in Leipzig's Klostergasse.



Bayerische Hausbau implements major projects outside of Germany: the highly praised MOM Park in Budapest and, two years later, the Articom Center in Warsaw.

**2002****1995**

Following the death of Josef Schörghuber, his son Stefan Schörghuber, takes over management of the highly diversified Schörghuber Corporate Group.



In the heart of Munich, Bayerische Hausbau revitalizes the Alter Hof, a property in Bavaria's capital that is steeped in history. Not only apartments, but also offices and retail space, are created in what was once an imperial residence.

**2004****2008**

Following the unexpected death of Stefan Schörghuber at the early age of 47, his widow Alexandra Schörghuber, as chair of the foundation board, succeeds him as head of the corporate group. Her husband had laid the foundation stone for THE m.pire office complex in Parkstadt Schwabing shortly before he died.

**2013**

Bayerische Hausbau develops two landmark properties: the Joseph Pschorr Haus in Munich's pedestrian zone and the extensively revitalized Zoobogen in the German capital, which makes a splash internationally as BIKINI BERLIN.

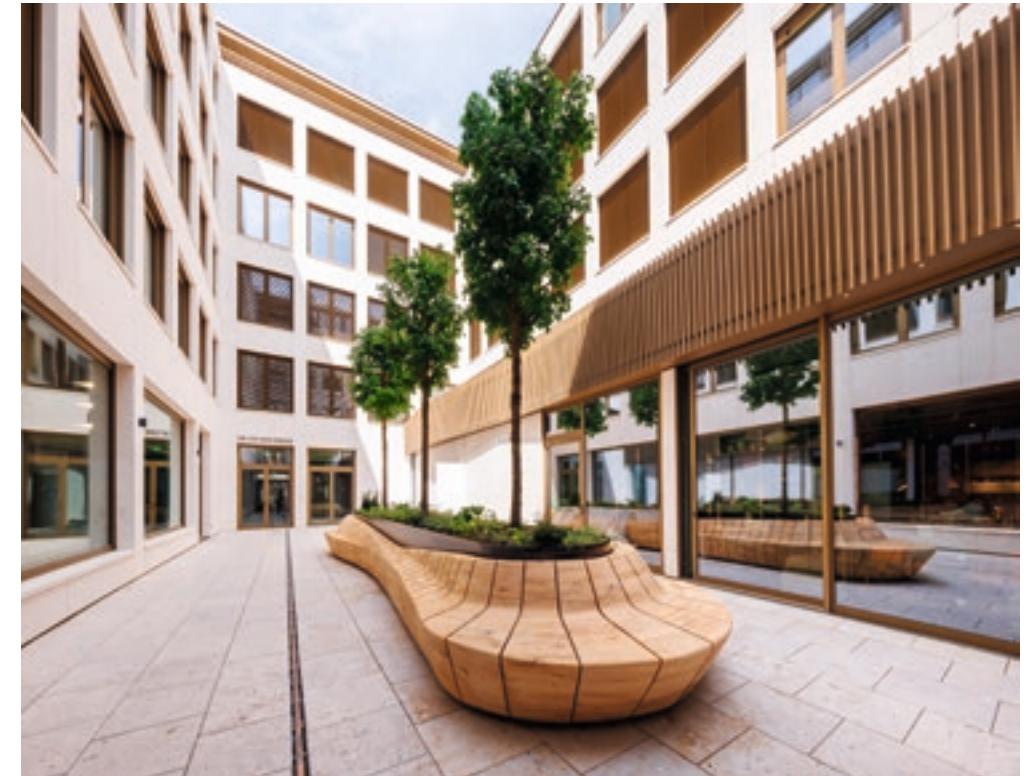


2017

The retail property at Marienplatz 22 shines in new splendor following renovation. Two years earlier, Bayerische Hausbau had revitalized the nearby Donisl, Munich's second oldest restaurant, bringing it into the 21st century.

2023

The Development and Real Estate divisions are transformed into two independent companies, each with its own autonomous management team and carefully tailored growth strategy. The "Bayerische Hausbau" umbrella brand, as home to both companies, will continue to enhance the visibility and positioning of the two companies on the market.



One of the most exciting real estate developments in Munich's recent past is brought to a close: Following almost eight years of planning and construction, the ultra-luxury Rosewood Munich hotel opens behind the facade of the former Bayerische Staatsbank. The new PRANNER, a premium office building, is completed next door.

2023

2022

Florian Schörghuber, grandson of the company's founder, Josef, and son of Stefan and Alexandra Schörghuber, joins the executive board. A new, decentralized corporate structure secures the future of the family business for generations to come.



2023

The last apartments in the urban development at Nockherberg are handed over to their new owners. Bayerische Hausbau has developed an urban quarter for approximately 3,500 people on the 9-hectare former site of the Paulaner brewery.



**70** **70 JAHRE**  
**BAyerische**  
**HAusbau**

2024

Bayerische Hausbau celebrates a milestone anniversary. From the founding of Bayerische Hausbau in 1954 to the present day – every step in its history bears witness to the pursuit of quality and sustainability. The company is synonymous with groundbreaking architecture and cityscape-defining urban developments.

# For our grandchildren

There is barely any other industry that has as much impact on the environment and climate as the construction industry. Six environmental targets have been defined within the EU and in international agreements that can be reduced to one simple question: How can we build cities in which our children's children can still lead a good life?

Johann Velarde Ramos and Lukas Hubauer are in their early thirties and often think about their offspring. "The term 'environmental protection' is somewhat misleading – it's not the environment that needs our protection, but rather it's us who need the environment if we are to live a life worth living," says Velarde Ramos, head of Sustainability & Strategy. The term "green" has also somehow lost its meaning – which is why he suggests another adjective to describe the pursuit of a future worth living on the planet Earth: "enkelfähig" (creating value for future generations).

Building for future generations – what does that mean? How can we, as real estate developers, help ensure that our children's children will also find a world in which there are enough resources for everyone? How can we build cities that can meet the challenges of the future?



**"We're already feeling the impact of climate change to an ever increasing extent. Climate protection is no longer about the why, but about the how. How do we build sustainable cities that our grandchildren will find worth living in? This question concerns the entire construction value chain."**

JOHANN VELARDE RAMOS  
Head of Sustainability & Strategy

water and marine resources, transition to a circular economy, pollution prevention and control, protection and restoration of biodiversity and ecosystems. "Protecting the climate is the prime objective in the long term," says Lukas Hubauer, Sustainability Manager at Bayerische Hausbau Development. The Green Deal stipulates that member states are to reduce greenhouse gas emissions to net zero by 2050. The aim is for Europe to be the first climate-neutral continent.

This means two things for the construction industry, which is responsible for around 40 percent of global CO<sub>2</sub> emissions. Firstly, whenever possible, we need to renovate rather than demolish because concrete binds a lot of what is referred to as "gray energy", i.e. emissions generated by material production and construction. Hubauer cites as an example the residential and commercial complex on Schwanthalerhöhe, which is being renovated from top to bottom and decarbonized on behalf of Bayerische Hausbau Real Estate. Secondly, that new buildings are as energy efficient and as climate neutral as possible – as is the case with the urban development being planned on Freisinger Landstraße. It will be completely self-sufficient in terms of thermal energy thanks to photovoltaic systems and heat pumps.

In view of the fact that man-made climate change is already well advanced, it is also important to ensure that buildings can withstand increasingly extreme weather events and do not exacerbate climate risks: "We perform a climate risk analysis for every project," says Velarde Ramos. No properties are being

**"The amount of energy consumed and waste generated by the construction industry is enormous. This means that we bear great responsibility – and have a huge opportunity to make a positive impact. As real estate developers, we can truly make a difference and bring about crucial changes."**

LUKAS HUBAUER  
Sustainability Manager

purchased or developed in places that are increasingly exposed to the impact of climate change. Buildings and greenery need to counteract the heat that creates "heat islands" in cities. Appropriate measures, for example sufficient retention and infiltration areas, need to be taken wherever heavy precipitation events can be expected.

However, it is not only too much water that is a problem, but also too little. Water shortages and drought are becoming one of the biggest challenges of the future. "We've reduced the water flow rate of toilets and taps in new office buildings like the PRANNER," says Velarde Ramos. And wherever there are large green spaces and rooftop gardens, like in the office development projects FLOW in Hamburg and DAVANTO in Munich, rainwater is stored and reused for watering plants, for example.

A great deal of expertise will need to be created along the entire value chain if the fourth environment and climate objective, the transition to a circular economy, is to be achieved. A key step is recording all the building materials used with the help of building information modeling (BIM), which allows us to digitally break down a building into its components long before it is dismantled. The Huthmacher Haus in Berlin is serving as a pilot project: all the materials used have been recorded in a building resource passport, entered in Madaster, an online registry for materials, and made available for use in the revitalization. To avoid pollution and channel building materials, we set up a recycling center for each project, like the one on Freisinger Landstraße, where biode-

gradable and recyclable materials are separated from non-recyclable materials.

There is certainly still a long way to go before we have a completely waste-free, climate-neutral and energy-efficient construction industry with a corresponding portfolio of existing buildings. But Johann Velarde Ramos and Lukas Hubauer are confident. The sustained progress being made by Bayerische Hausbau Development is made transparent every year in a detailed ESG report. But they can feel that progress is being made every day amongst their colleagues. Discussions are no longer merely about costs, revenues and profits but always also about the impact that projects will have on the environment and people, today and in future generations. Ecological and social responsibility have become part of the collective consciousness. "Creating places that are worth living in," says Velarde Ramos, "is a source of motivation for our day-to-day work."

The last and perhaps most obvious of the EU Taxonomy's six environment and climate objectives will be seen in all its splendor in the development on Freisinger Landstraße. The protection of biodiversity and ecosystems there means being able to sit in the shade of old beech trees with song thrushes chirping at the northern end of the English Garden, the city's green lung. Taking a walk along a stream where pike are hunting smaller fish and lizards are sunbathing on its banks. Looking out over flowering meadows, buzzing with wild bees and other insects. Just the way we want it to be for our children and grandchildren. x



## CERTIFICATION

### Lerchenauer Feld: certifiably sustainable

Lerchenauer Feld was the first urban development in Munich to be awarded Gold status by the German Sustainable Building Council (DGNB). The precertificate that the DGNB has issued for the urban quarter certifies that Lerchenauer Feld meets the highest technical, ecological, economic and functional standards.



Nachhaltiges Quartier  
DGNB Vorzertifikat in Gold

### Freisinger Landstraße: a sustainable urban quarter

The urban quarter has been awarded precertification in gold for urban development in accordance with the guidelines of the German Sustainable Building Council (DGNB). The degree to which the assessment criteria are met is above average in terms of urban climate, biodiversity, urban design and energy infrastructure in particular.



Nachhaltiges Quartier  
DGNB Vorzertifikat in Gold

# Better than new

More than mere renovation: Revitalizing existing buildings in an environmentally friendly manner and thus giving them a new lease on life in the context of development projects is part of Bayerische Hausbau Development's sustainability strategy. To do this, both the building fabric and the utilization concept are made fit for the future based on the principles of sustainability and with the aim of creating added value for users, owners and the city's urban society. A brief portrait of three pioneering projects.

## THE HUTHMACHER HAUS – A PILOT PROJECT CLOSES THE CIRCLE



The Huthmacher Haus in Berlin is a prime example of architecture in the late 1950s. And, following the revitalization, also a model project for the circular economy.

The Huthmacher Haus is where the past and the future meet. Construction of the historic 16-storey building, located on Berlin's Hardenbergplatz, was completed in 1957. Bayerische Hausbau Development is currently revitalizing the high-rise building, which is part of the BIKINI BERLIN ensemble owned by its sister company, Bayerische Hausbau Real Estate, in a sustainable and resource-efficient manner. This includes, for example, fire protection measures and technical building services. The objective is to ready the building for a new utilization cycle. Existing components and building materials were assessed, recorded in a building resource passport and digitized using the Madaster platform. This means that the striking high-rise can become part of the circular economy in construction in the context of urban mining.



## LAGOT – SPECTACULAR TRANSFORMATION IN A PRIME LOCATION



Togal becomes Lagot: The name is synonymous with the sweeping transformation of the former premises of the Togal factory into a modern and multifaceted residential quarter. At the heart of the new urban development in Munich-Bogenhausen is the listed Togal villa, which has been revitalized in a sustainable manner and redesigned as a building for commercial and residential use. The idyllic garden that surrounds the villa is intended for use by all the residents, thus making the building the heart of the new urban quarter. The major challenge facing Bayerische Hausbau Development was planning a vibrant new quarter with residential buildings, family-friendly townhouses and an office building around this striking building on a very small amount of space. The fact that Bayerische Hausbau has mastered this challenge with flying colors is evidenced by the numerous awards that this urban development has received. These include an honorary award for good residential construction, an award for the facade from the city of Munich, and the German Housing Award.



## BIKINI BERLIN – BREATHING NEW LIFE INTO AN ARCHITECTURAL ICON

Berlin is full of landmarks with humorous nicknames: the "Waschmaschine" (washing machine), the "Goldelse" (Golden Elsie) and the Wasserklops (water ball). This also includes the BIKINI BERLIN building ensemble, which owes its name to what was once an open-sided storey above the second storey, which today is encased in glass. The ensemble provides a visual link between Breitscheidplatz and the Berlin Zoo. BIKINI BERLIN was and is a symbol of new beginnings. In the post-war years, the out-of-the-ordinary ensemble was a sign of the spirit of a new era. After the ensemble became increasingly rundown in the 1990s, Bayerische Hausbau breathed new life into the listed building complex. Following its revitalization, BIKINI BERLIN once again exemplifies the dawn of a new, sustainable future – with a stylish concept shopping mall, state-of-the-art offices, outstanding restaurants and a hotel that offers a view over Berlin. The project developers succeeded in establishing a link between the site, with its historical significance for the City West district, and the adjacent zoo. The project scores high in urban livability and creates new visual axes. BIKINI BERLIN, now owned by Bayerische Hausbau RE, is once again the place to go for those wanting to enjoy urban flair while shopping, dining, strolling or going to the movies at the legendary Zoo Palast cinema.



An architectural gem made of air, glass and reinforced concrete: Following its revitalization by Bayerische Hausbau, BIKINI BERLIN has lost nothing but gained a lot.

# Projects and reference objects

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No two projects in Bayerische Hausbau Development's portfolio are the same. But they all have one thing in common: All the development projects involve outstanding buildings and building sites in exceptional locations that are setting new standards in terms of urban planning, urban development, architecture and sustainability. This is the foundation upon which we are building the future.



**NOCKHERBERG**  
DEVELOPMENT PROJECT → [page 24](#)



**KARDINAL-FAULHABER-STRASSE 1 /  
PRANNERSTRASSE 4**  
DEVELOPMENT PROJECT → [page 30](#)



**THE M.PIRE**  
REFERENCE OBJECT → [page 34](#)



**LERCHENAUER FELD**  
DEVELOPMENT PROJECT → [page 36](#)



**DAVANTO**  
REFERENCE OBJECT → [page 40](#)



**FREISINGER LANDSTRASSE 40-60**  
DEVELOPMENT PROJECT → [page 42](#)



**DREILINGSWEG**  
DEVELOPMENT PROJECT → [page 46](#)



**FLOW**  
DEVELOPMENT PROJECT → [page 50](#)



**JOSEPH PSCHORR HAUS**  
REFERENCE OBJECT → [page 54](#)





ARTUR RIEDL  
Head of Sales

"We used every available sales channel for the Nockherberg project to ensure that our customers found the property they were looking for. This project in particular offered numerous different options: private individuals bought condominiums as investments or for their own use and family offices entire buildings. Institutional investors acquired entire subdivisions and one plot of land was sold to another developer. Nockherberg demonstrates that Bayerische Hausbau's sales options are many and that we can offer every prospective buyer exactly what they want."



Location: Nockherberg, 81541 Munich  
(subdivisions Falkenstraße,  
Regerstraße and Welfenstraße)  
Completed: 2020–2023  
Design: BKLS Architekten + Stadtplaner,  
Munich/Caruso St John Architects,  
London/Fink + Jocher, Munich/Hilmer  
Sattler Architekten Ahlers Albrecht,  
Munich/Henning Larsen, Munich/  
Rapp+Rapp, Amsterdam/  
Steidle Architekten, Munich  
Plot size: approx. 91,000 m<sup>2</sup>  
Floor space: approx. 148,800 m<sup>2</sup>



Sternenhaus

Welfengarten



## Urban diversity instead of industry

Bayerische Hausbau Development recently completed one of its most ambitious projects on the former site of the Paulaner brewery in the Obere and Untere Au districts in Munich. Starting in 2017, multiple residential buildings were built on the previously sealed industrial site, which measures approximately 91,000 m<sup>2</sup> – the equivalent of 13 football fields. 1,500 apartments provide homes for up to 3,500 residents on one of the last newly developed locations in the city. The project spans three subdevelopments: Welfengarten and Nockherberg in the Obere Au district and Am Alten Eiswerk in the Untere Au district. Thirty percent of the living space is subsidized. Not only apartments but also retail and commercial space, four daycare centers and 14,000 m<sup>2</sup> of public green space were created. The Sternenhaus building provides a new home for the Nicolaidis YoungWings Foundation, which provides support for young people in mourning. Seamless integration into the surrounding neighborhoods and architectural diversity were of prime importance in the context of the design. A number of different architectural firms were therefore involved in designing the respective subdevelopments. Thought was given to how to develop the industrial site starting in the early 2000s. Bayerische Hausbau overcame initial skepticism among the public and politicians with a transparent and open planning process as well as comprehensive public participation. As part of a two-stage competition procedure, numerous ideas and suggestions from the public were incorporated into the designs, resulting in a coherent overall concept. X

## “A special project”

Different building heights, a wide variety of floor plans, diverse facades are what made the Nockherberg construction project so special. Stephan Gries, who was one of seven project managers at Nockherberg, talks about the challenges of planning and building the complex object – greening the roofs, for example.

In the largest subdivision in Regerstraße, each block was designed by three different architects; no two buildings are alike. What is the major challenge with an object like this?

**Stephan Gries:** In the block that I'm responsible for, there are 16 different houses with 16 different facades; each house has a different height, a different floor plan and a different layout. In conventional residential construction, all the units tend to be the same – here, in my block alone, we have 150 different apartments. Creating the basic planning framework for this requires a lot of time and effort.

### Why such a complex architecture?

**Gries:** When you're building an out-of-the-ordinary project like this one in such a prominent location, you want to create a landmark. The wide variety of different buildings creates an ensemble similar to those in the older parts of the city. Other modern housing complexes are optimized to a great extent in terms of living space and balcony space – I like what has been created at Nockherberg much better.

### What is the key to the success of a project like this one?

**Gries:** There are not many construction companies that can handle such a large amount of construction work in such a short time. We agreed on commissioning a general contractor, PORR AG from Austria. The construction company, of course, first of all endeavors to optimize the project in the context of their work to ensure an efficient construction process. As project manager, I always have to check that the specifications from the previous planning phases have been implemented in full – and meet Bayerische Hausbau Development's high quality standards, which have evolved over the years.

### The construction of the buildings is not only diverse but also dense.

**Gries:** The high floor space index placed great demands on our landscape architects in terms of planning. We moved some of the green space to the roofs. We now have three large rooftop terraces that are available to all the residents.

### There is also the 14,000 m<sup>2</sup> public Regerpark.

**Gries:** Yes, and the landscaped courtyards within the blocks. Planning the playgrounds was also no easy task. A certain amount of playground equipment and number of seating options are prescribed per square meter of living space. But we didn't want to cram 34 spring riders and 65 park benches in there. So we had to find creative ways of implementing the specifications. But how big a fun factor do 200 m<sup>2</sup> of grass have? This is not regulated in the Bavarian building code, but we discussed it with the local building commission and found a good solution with multifunctional playground equipment and large expanses of grass for children to play on. X



STEPHAN GRIES  
Senior Project Manager





### Modern hotel, historical charm

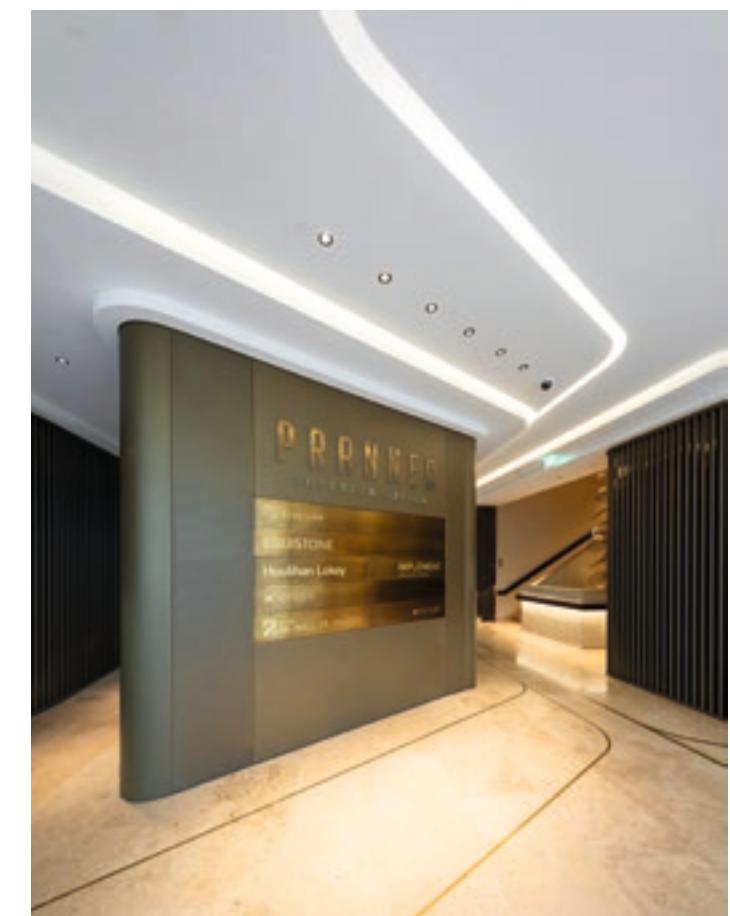
Bayerische Hausbau Development has created another showcase property for the portfolio of its sister company, Bayerische Hausbau Real Estate, by redeveloping the site at Kardinal-Faulhaber-Straße 1 in the historical part of Munich. A luxury hotel has been built on a site in the Kreuzviertel district acquired in 2011, which includes the facades of the neo-Baroque building that was home to the former Bayerische Staatsbank and the Rococo Palais Neuhaus-Preysing: the first 5-star ultra luxury hotel in Germany to carry the Rosewood Hotels & Resorts brand. The architectural design created by the Munich architectural firm Hilmer Sattler Architekten Ahlers Albrecht incorporates not only 85 rooms and 47 suites but also a conference area, a restaurant, a bar and a two-storey spa on approximately 20,000 m<sup>2</sup> of space. An open concept with multiple entrances invites both visitors from all over the world and Munich residents to visit. The redevelopment will markedly revitalize the former office district and turn it into a new attraction in the historical city center. X

Location: Kardinal-Faulhaber-Straße 1,  
80333 Munich  
Completed: 2023  
Design: Hilmer Sattler Architekten Ahlers  
Albrecht, Munich/Dippold Innenarchitektur,  
Munich/Tara Bernard & Partners, London  
Plot size: 3,751 m<sup>2</sup>  
Floor space: approx. 20,000 m<sup>2</sup>



### Opposites attract

Bayerische Hausbau Development brings the architectural past and present together in Munich's elegant Kreuzviertel district. The commercial building in Prannerstraße, which adjoins the Palais Neuhaus-Preysing, which in turn is part of the Rosewood Munich hotel, shows what such an encounter can look like. The PRANNER echoes the structure of the historic Palais and the adjoining facades but speaks its own architectural language with its restrained yet eloquent natural stone facade. The six-storey building, with generously proportioned office and retail space, encircles a picturesque inner courtyard. The catalog of materials includes stone, glass, metal, brass accents and oak, which were also incorporated in the interior design of the foyer and office space. X







# Impressive dimensions

Planning permission on a grand scale: A new residential development is being created on the 23-hectare Lerchenauer Feld site in Munich's Feldmoching district. Bayerische Hausbau Development is one of three project partners. Project developer Maximilian Schnizer is providing support for the project.

## What makes the Lerchenauer Feld project so special?

**Maximilian Schnizer:** Obtaining planning permission for projects of this size is nothing new for Bayerische Hausbau Development. In 2023, for example, we completed the Nockherberg project in the city center. But here at Lerchenauer Feld in Feldmoching, the site, the requisite infrastructure and the number of apartments being built are even larger in scale and scope than at Nockherberg. The challenges involved are correspondingly big.



**MAXIMILIAN SCHNIZER**  
Project Developer

## The development plan was approved by the city council in 2023. What did and does work on the project look like?

**Schnizer:** It remains complex. Once the relevant resolution was passed, the next step in the building law procedure had to be taken. What is referred to as the reallocation process regulates the reorganization of the land on the site so that plots of land suitable for our purposes can be designated. The reallocation plan went into effect in March 2024, marking another major step forward. The development of roads, squares and green spaces

is also currently being planned for Lerchenauer Feld. It is intended that these measures be implemented step by step starting at the end of 2024. Bayerische Hausbau Development is realizing the most attractive lots with the green corridor in the west and a quiet building plot with a lot of green space in the north.

**The project being developed at Lerchenauer Feld is not your average project, there are a number of special requirements relating to the urban quarter...**

**Schnizer:** That's true. Not only is the intention to build as many as 1,650 apartments on the site but also to create an extensive social infrastructure like a youth center and a nursing home. There's also a school campus with a secondary school, an elementary school and sports facilities, and we've also developed a sustainable energy concept and a mobility concept. These requirements make planning complicated but also make the future quarter a place well worth living in. Lerchenauer Feld was the first urban development in Munich to be awarded precertification in gold by the German Sustainable Building Council (DGNB).

## What does the mobility concept look like?

**Schnizer:** The planning permission phase for Lerchenauer Feld is the first in Munich that involves private property developers and includes a mobility concept of this size and level of detail. Lerchenauer Feld has been planned as a urban development where everything is within easy reach via a safe and convenient network of footpaths and cycle paths. What the bicycle gains in terms of space in Lerchenauer Feld, is the car's loss. In mathematical terms, only 0.56 parking spaces per residential unit will be created in the new quarter instead of 1.0. It is intended that the proportion of journeys made by car amount to just 20 percent.

## Large-scale projects are controversial, especially in a rural district like Feldmoching...

**Schnizer:** The fact that this central, undeveloped site not far from Feldmoching's old village center is being developed comes as no surprise to anyone locally. Proposals for building apartments on Lerchenauer Feld were put forward as early as in the 1990s. These plans, however, came to nothing. We, of course, sense a certain degree of skepticism among the locals with regard to the development. But from the very start, we tried to overcome this skepticism with transparency and the opportunity to participate. Projects of this size are not possible without public participation. I believe that we are now well on the way to creating a very contemporary urban quarter that does not constitute a burden for Feldmoching and its population but rather a huge asset. X



Location: between Lerchenauer Straße, Lerchenstraße and Ponkratzstraße, 80995 Munich  
Start of construction urban quarter 2024, Start of construction Bayerische Hausbau Development 2026  
Certification: DGNB precertification in gold  
Plot size: approx. 230,000 m<sup>2</sup>  
Floor space: approx. 60,000 m<sup>2</sup> (share BHG), plus space developed by project partners



## Urban development designed with care

The subway to the east, the center of Feldmoching to the north, lakes to the west and Munich city center to the south: Lerchenauer Feld is characterized by its convenient location. In the coming years, a new residential development will be built on the 23-hectare site, which is currently being used for agricultural purposes. The two owners of the land are working together to develop Lerchenauer Feld: the city of Munich and Wohn Park Lerchenauer Feld GmbH & Co. KG, a joint venture between Bayerische Hausbau Development and Concept Bau. An urban and landscape planning competition was held in 2019 with the winning design providing the basis for the future development. The design establishes a successful link between Munich's dense city center and the village-like character of Feldmoching. It creates appealing urban spaces well worth living in, with gently curving streets, courtyards typical of Munich and plenty of green space. X





## Sustainability, nature and a new place to meet

Munich was and is characterized by the many streams that run along the Isar river and through the city. One of them is the Garchinger Mühlbach, which flows through the Freimann district in the north of Munich and on whose banks nature flourishes. This is where sustainable, urban living space will be created between Freisinger Landstraße and the Garchinger Mühlbach. The planning permission phase is due to be completed in 2024. Bayerische Hausbau Development is planning residential buildings with over 600 apartments to the north and south of a new square, which will be home to restaurants, shops and sports facilities. The compact design protects unsealed areas, and on the other side of the Garchinger Mühlbach, a spacious new park will be created on land that has remained inaccessible for decades. The heat supply for the new urban district will also be sustainable and environmentally friendly: energy sources available on site ensure that it will be CO<sub>2</sub>-neutral. X



**Location:** Freisinger Landstraße 40–60,  
80939 Munich  
**Completion:** to be determined  
**Design:** zillerplus Architekten und Stadtplaner,  
Munich, and grabner huber lipp  
landschaftsarchitekten und stadtplaner, Freising  
**Certification:** DGNB precertification in gold  
**Plot size:** approx. 120,000 m<sup>2</sup>  
**Floor space:** approx. 65,000 m<sup>2</sup>



**KARL ALEXANDER HÄFELE**  
Senior Project Developer  
**JULIAN LILL**  
Senior Project Manager

## In full bloom

A new construction project along a stream, between old trees and freshly sown wildflower meadows: project managers Karl Alexander Häfele and Julian Lill talk about building an underground parking garage below horse chestnut trees, relocating bats and utilizing natural air conditioning.

**Numerous old trees remain on the project site – was the urban development planned around them?**

**Julian Lill:** The tree population played a big role during the development of the design. It posed quite a challenge. The underground garage, for example, was planned in such a way that the anchors won't damage the roots.

**Which trees and how many of them are we talking about?**

**Karl Alexander Häfele:** There are around 3,000 trees on the project site: hornbeams, horse chestnuts, Norway maples, ash trees and black pines. Many of them are over 20 meters high; the girth of one chestnut tree, for example, is more than 3 meters.

**Lill:** We had a report on the tree population drawn up by experts. It indicated which trees are worth preserving – and that they are not endangered by our construction project. They are not only important in terms of environmental protection but will, of course, also be of great value to the residents.

**Häfele:** Sitting under an old beech or chestnut tree is a great way to spend time. The trees offer shade and lower temperatures around them – this also applies to the buildings. In times like these, when summers are getting increasingly hot, this is an aspect that's becoming increasingly relevant. In most new urban developments, with their predominantly young plants, this is difficult to achieve from the word go. X

### Will trees also be felled?

**Lill:** Only a few. We already have concrete numbers for the planning area in the south. We will be felling around 100 of the 950 trees and planting 150 new trees in their place. In the end, we'll have more trees than before.

**Häfele:** Our studies have also shown that some of the tree species on the site, such as the Siberian larch, find it difficult to cope with heat and drought. That's why we'll be planting mainly native, climate-resilient trees.

### Which species of animal are there on the project site?

**Lill:** The biodiversity study carried out identified numerous species of birds that should be protected, including green woodpeckers, kestrels, buzzards and even kingfishers. Bite and gnaw marks made by beavers were also found. The property is located on the Garchinger Mühlbach. There used to be a natural pool there that's now completely overgrown. There were still some small, overgrown huts there with bats living in them. The bats will now be relocated to bat boxes in the south-eastern part of the park.

### What's going to happen to the stream?

**Lill:** At the moment it's a canal, with sheet piling on the left and the right. We want to restore the stream to its original state, with shallow water zones where birds can drink and amphibians might settle.

### On the planning site to the north, you will be building on what used to be a conservation area. How are you going to create compensation areas?

**Häfele:** There is a sealed area in the southern part that used to be a tennis court. We'll be creating a meadow with native wildflowers there, which will attract insects. Together with the adjoining park, this will create a contiguous biotope. Once its finished, two thirds of the new urban development will be unsealed green space – that's very unusual.

### Green space that hasn't been accessible for years.

**Häfele:** The site hasn't been accessible to the public for a long time. Now we will be creating a new public park there.

**Lill:** A bridge over the stream will provide access to the public green spaces from the buildings in the west. The urban quarter will be integrated in the neighboring community and the entire district will be enhanced.

### Not only were plants and animals taken into consideration during planning but also the winds.

**Häfele:** We're situated on the Munich gravel plain, which stretches from Maisach in the northwest to Weyarn in the southeast. In the summer, relatively warm air flows over the plain, rises up the mountains, cools and then flows back down. This brings cold air into the city at night and can serve as a natural air conditioning system. These wind corridors are often blocked by conventional perimeter block development. We therefore made sure that the buildings are arranged in such a way that as much wind as possible can flow through, thus allowing us to take advantage of this effect. X





### An urban quarter with good connections

Munich is growing. How this can be done in a socially and environmentally responsible way is demonstrated by the urban development being planned on Dreilingsweg. Bayerische Hausbau Development is developing the approximately 13-hectare site together with the city of Munich. The guiding principle for this urban quarter is a philosophy of openness and good connections. Establishing a link between old and new neighborhoods, between buildings and the landscape, between new and longtime residents. The point of reference for the winning urban planning and landscape design is a secondary school with six grades, which has up until now been lacking in the northwestern part of Munich. An open square adjoins the school campus and is intended to serve as both a place to meet and the interface between what already exists and the new urban development. The U- and L-shaped blocks of buildings on both sides of the school entrance, with their 1,200 new apartments, open up in the direction of the existing buildings – an architectural gesture of welcome. A tight network of roads, footpaths and bike paths as well as easy access to local public transport link the new urban quarter with its immediate surroundings and, in a broader sense, the city. Sustainable construction and a special energy concept in turn establish a link to the climate-neutral future of a city that has grown – in a good sense of the word. X

The site is located in the northwestern part of Munich.  
Approval of the development plan: expected in 2026  
Design: MLA+ und Lohrengel Landschaft  
Plot size: approx. 135,000 m<sup>2</sup>  
Of which approx. 46.3 % is being developed by Bayerische Hausbau Development and 53.7 % by the City of Munich







Location: Deelboge, 22297 Hamburg  
 Completion: at the end of 2025  
 Design: Tchoban Voss Architekten, Hamburg  
 Plot size: approx. 12,600 m<sup>2</sup>  
 Mietfläche: approx. 23,600 m<sup>2</sup>  
 Certification: LEED Gold

### Innovation included

Bayerische Hausbau Development is creating a new, contemporary office campus in Hamburg together with the Hamburg-based project developer MATRIX as part of a joint venture: FLOW. The ensemble on Deelboge street in the popular Alsterdorf district was designed by the architectural firm Tchoban Voss. The way in which the buildings are arranged opens up the campus in the direction of the Alster river via a promenade, and the site is bordered by Tarpenbekpark. Attractive outdoor areas in the form of semi-open courtyards link the buildings, creating an ensemble, and extend an invitation linger or work. FLOW is a New Work-inspired office campus that addresses the new challenges posed by the working world. The project partners will implement numerous innovative approaches in and around the buildings in terms of connectivity, working environment and mobility, for example. The level of ecological quality is high thanks to green roofs, lushly planted courtyards and a newly restored biotope. The buildings are scheduled for completion in the fourth quarter of 2025.

X

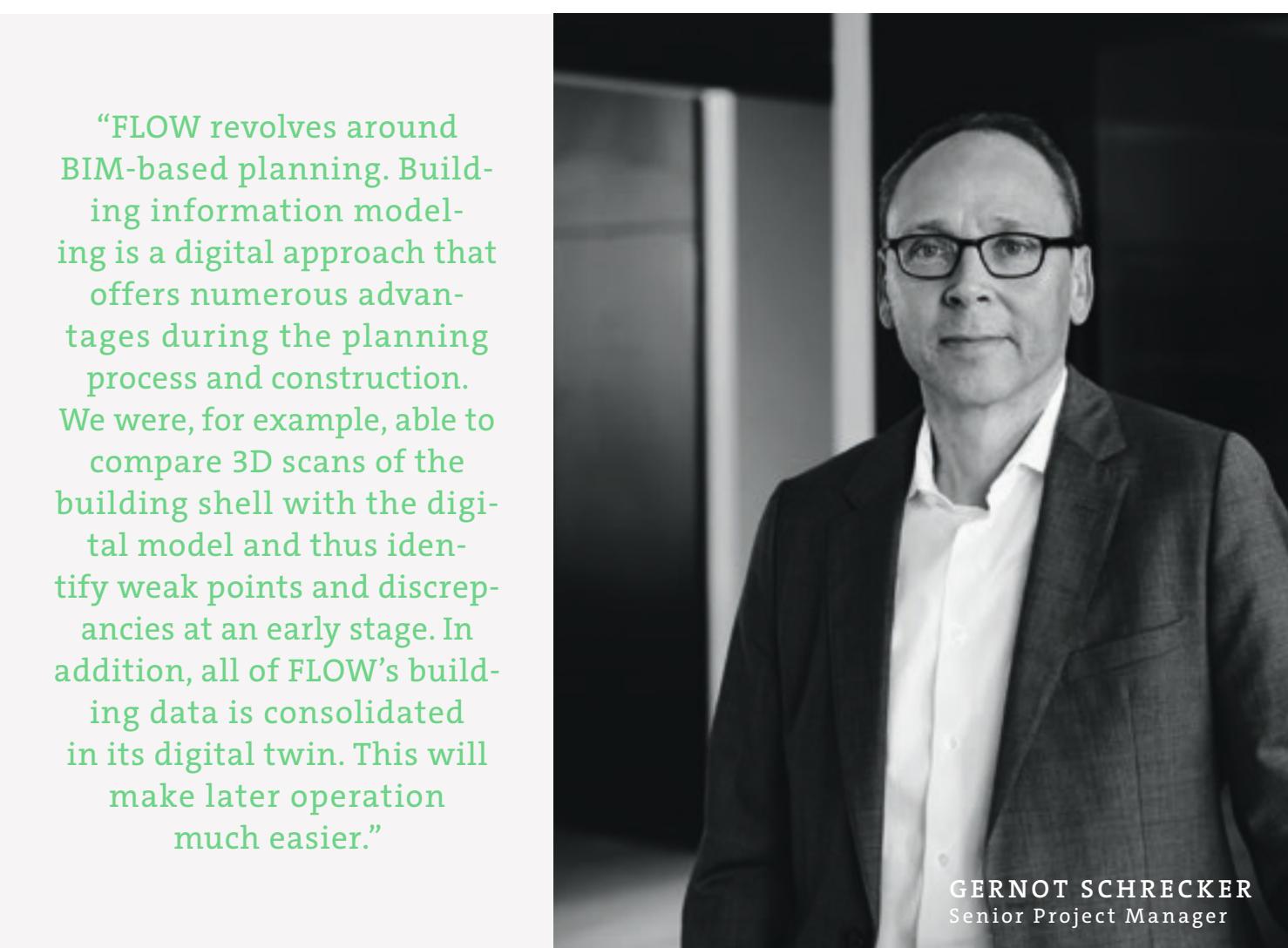


ANDREAS WIELAND  
 Senior Project Developer

“We are living in turbulent times. And the architecture needs to take this into account. That is why our prime objective for FLOW was to create a work campus that will withstand the test of time – today and in the future. A key factor in this context is a comprehensive sustainability concept, which will be awarded LEED Gold certification. The high level of ecological quality is underscored by the green facades, lushly planted courtyards and a newly restored biotope.”



“FLOW revolves around BIM-based planning. Building information modeling is a digital approach that offers numerous advantages during the planning process and construction. We were, for example, able to compare 3D scans of the building shell with the digital model and thus identify weak points and discrepancies at an early stage. In addition, all of FLOW's building data is consolidated in its digital twin. This will make later operation much easier.”



GERNOT SCHRECKER  
 Senior Project Manager



Striking building  
in Munich

The Joseph Pschorr Haus has changed the face of Munich's city center. With its folded facade, it has long been part of the ensemble of buildings in the pedestrian zone. Not visible from the front is the landscaped atrium, with its kaleidoscope-like interior, and the particularly sustainable construction.

Location:  
Neuhauser Straße 19-21/  
Eisenmannstraße 3,  
80331 Munich  
Completed: 2013

Design:  
Kuehn Malvezzi, Berlin  
Plot size: 4,984 m<sup>2</sup>  
Floor space: 22,909 m<sup>2</sup>  
Owned by  
Bayerische Hausbau RE

# A family business with a proud tradition and a bright future

The Schörghuber Group – the roots of the family business reach back to Bayerische Hausbau Development, which was founded in 1954. The family-owned Schörghuber Group, which is headquartered in Munich, enjoys success both nationally and internationally with its five business divisions Development, Real Estate, Beverages, Hotels and Seafood.



## BAYERISCHE HAUSBAU DEVELOPMENT

Bayerische Hausbau Development is synonymous with the development, planning, realization and sale of residential and commercial real estate. Over the past 71 years, it has shaped entire urban districts. The company is synonymous with high-quality, groundbreaking architecture and sustainable urban developments.



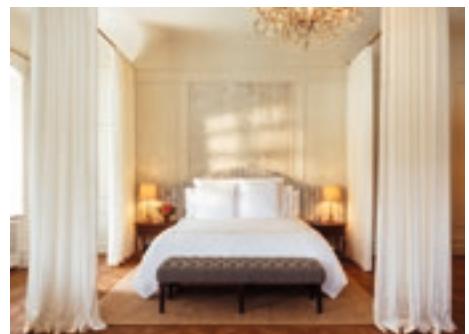
## BAYERISCHE HAUSBAU REAL ESTATE

Bayerische Hausbau Real Estate focuses on managing the assets in its own real estate portfolio, taking a value-oriented approach to portfolio development. With a portfolio of properties valued at approximately 3.3 billion euros, the company holds a leading position in its core market, Munich, in particular.



## PAULANER BREWERY GROUP

Josef Schörghuber acquired a majority shareholding in the Hacker-Pschorr Bräu, Paulaner-Salvator-Thomasbräu and Kulmbacher Reichelbräu breweries in 1979. There are now 14 breweries in the Paulaner Brewery Group, which is operated as a joint venture between the Schörghuber Group and the Dutch brewery group Heineken.



## ARABELLA HOSPITALITY

Arabella Hospitality – over half a century of superlative hotels. As owner and developer, leaseholder and operator, the company bundles all of the Group's hotel activities in Germany, Austria, Switzerland and on the Balearic island of Mallorca. The portfolio includes city and business hotels, family resorts and luxury hotels.



## PRODUCTOS DEL MAR VENTISQUEROS

Productos del Mar Ventisqueros is one of Chile's top 10 producers of farmed salmon. Founded in 1989, the company became part of the Schörghuber Group in 2010. Ventisqueros concentrates primarily on the farming and selling of Atlantic salmon and Pacific salmon (coho) along the entire length of the value-added chain.

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