

PRESS INFORMATION

Schwabinger Tor - Modern city district will form new urban center and entrance to inner Munich

Munich, 2nd of October 2009 – The Munich property company, Jost Hurler Beteiligungs- und Verwaltungsgesellschaft GmbH & Co. KG, will erect a new center on the site between Leopoldstraße and Berliner Straße. Based on historic city center models, the future city district will reflect urban life in a completely new form. For this project, the previous use of the site by the major retailer Metro and Holiday Inn is being completely abandoned. A new living area will enrich and enliven the north of Munich with diversity.

The building site comprises a total area of 42,000m² and is over 500m long along the Leopoldstraße. The site redesign does justice to the address' exclusivity, and at the same time eliminates the barrier between the neighboring residential area "Berliner Straße." In this way, the plan will rejoin formerly separated city districts. The redesign gives special attention to this new interconnectedness, develops green areas and provides general improvement to the surrounding areas.

The architecture firm 03 München won the urban planning competition in 2007. Its design united all the facets of life in a major city: living, working, shopping, culture and relaxation are architecturally linked with one another. A special effort was made to integrate the new building complex in the pre-existing structures. Equal allowance was made for the Berliner Straße avenue and the hidden squares of Altschwabing, as well as for the urban cultural significance of Leopoldstraße. Three higher buildings contribute to the city silhouette and the overall picture. The offset location of individual buildings creates a series of squares and alleys that can expand organically with further construction of the city. The tram line 32, which is under construction, will provide the new city district with ideal infrastructural connections.

About a third of the site will provide new residential space for all kinds of needs, from the classic family flat to luxurious apartments. The latter will be closely connected to the planned five star plus hotel. Restaurants, shops and offices will create the urban character of the district, which will be further supplemented by a theatre and nursery school. Many green areas and a playground will offer opportunities for relaxation.

Based on deep-rooted and proven utility structures, the design of the architecture firm 03 München is distinguished by a successful horizontal separation of structures. The ground floors of the individual buildings will have a pronounced public character. Shops, restaurants, hotel lobbies and theatre foyers ensure a lively coming and going. The lower floors are planned as offices, while the upper floors are to be reserved principally for residence. Hence the new city district will offer a wide range of facilities to everyone who lives, works, shops or goes out there.

Jost Hurler Beteiligungs- und Verwaltungsgesellschaft GmbH & Co. KG leases and finances its own stock of properties in Germany and Austria. The company's core business is property administration and consequently Jost Hurler will continue to be responsible for leasing and maintaining the property following the building project's completion. As is the case with all of its properties and in accordance with company tradition, Jost Hurler attaches particular value to service for tenants and users. "For us quality comes before quantity," emphasizes Gerhard Kanzler, managing director of Jost Hurler GmbH & Co. KG. "Our projects are distinguished by intensive stock maintenance and value. It is already clear from the award-winning model that it meets these goals and that all sides will profit from it - the future users as much as the citizens of and visitors to the state capital Munich. Other vital parts of the company are property and project development with the most important locations being in Bavaria, North Rhine Westphalia and in the eastern federal states. Developing stock in growth regions is a particular focus of the company. Jost Hurler Beteiligungs- und Verwaltungsgesellschaft GmbH & Co. KG is based in Munich.

Learn more about the project in the podium discussion on the 6th of Oct. 2009 at 2.00 pm at the Munich Stand A1.320.

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