



# SOFIENQUARTIER



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## ADDRESS

Hauptstrasse 1–9  
69117 Heidelberg

## USE

Office, Residential, Retail, Parking

## PLOT

9,700 sq m

## LETTABLE AREA

26,000 sq m

## ANCHOR TENANTS

H&M, REWE, F&U Language  
School

Urban quarter in the heart of Heidelberg's city center. The property benefits from its unique location directly at the entrance to the pedestrian zone at "Hauptstraße 1."

### PROPERTY

- Mixed-use inner-city quarter with 26,000 sq m of rental space on a 9,700 sq m site
- 689 parking spaces in the in-house underground garage
- Built in 1970, modernization in 2025
- Diversified tenant and sector mix including retail, convenience, language schools, law firms, medical practices, and more than 100 residential units
- Einzigartiger Blick über den Neckar hin bis zum Heidelberger Schloss

### LOCATION

- Heidelberg as the economic and cultural center of the Rhine-Neckar metropolitan region (Top 30 European metropolitan regions with approx. 2.4 million inhabitants).
- Thanks to its unique location at the entrance of Heidelberg's pedestrian zone (Hauptstrasse), the Sofienquartier brings together all aspects of urban life in Heidelberg.
- Directly opposite Sofienquartier, Bismarckplatz connects Heidelberg's Old Town with the rest of the city center and offers extensive access to local public transport.







## ACQUISITION

2025

### | → INITIAL SITUATION

Diversified inner-city quarter in the heart of Heidelberg's city center

Fully connected to district heating for sustainable building operations

Numerous long-term secured leases, with remaining office and retail vacancies combined with significant rental upside potential in the residential units

### PROJECT PLANNING / REDEVELOPMENT MEASURES

Leasing of approx. 1,500 sq m to a nationally active fitness chain for its market entry into the Rhine-Neckar region (lease agreement signed prior to property acquisition)

Development of a new district and marketing initiative including a new website, corporate identity, and rebranding as "Sofienquartier"

Creation of a new wayfinding system and leasing of arcade units to suitable retailers and operators (division into market area and boulevard)

Gradual renovation of residential units upon tenant turnover with re-letting at market level

## SELLER

### Insurance company

(portfolio streamlining; lacking capacity and long-term vision for the property's repositioning)

### POTENTIAL/OPPORTUNITIES

Unique location in a growing and innovative city with a significant student population and high tourist inflow

Sustainable lease-up of vacancies through the repositioning of the quarter as "Sofienquartier" and targeted enhancement measures within the arcade

### RESULT

Sustainable and diversified leasing situation

Positioning of the property as the "go-to" destination in Heidelberg

Significant value appreciation

Holding phase with sustainable distribution yield

