



PARKRESIDENZ G O T H A

- 460 planed apartments
- Prime location - 800 meters from center
- Mixed-use oasis - retail & gastronomy



LIVING with HISTORY and FUTURE
A premium flagship project, Thuringia's most exclusive quarter

- Modern architecture - premium finishes
- High subsidy potential - EE40 energy efficiency
- Future-proof location - Close to Erfurter Kreuz
- Generous living with Thuringian Forest views
- Smart-home technology for comfort and security

- Strong value growth – Outstanding potential
- Strong tax benefits through high depreciation options
- Historic charm combined with modern living quality
- Very low vacancy rate – Low-risk investment
- Secure rental demand – Stable returns





YOUR INVESTMENT WITH VISION



Shaping the Future Together with the City of Gotha

On an expansive site of more than **50,000 m²**, a visionary new residential world is taking shape in Gotha. Parkresidenz Gotha combines urban comfort with green living quality, creating a modern place where living, working, and leisure flow together in perfect harmony.

As a project by the **SP Group** – an established real estate developer with **over 30 years of experience** and **more than 1,000 completed residences** – Parkresidenz Gotha offers private investors an exceptional opportunity to participate today in one of the most promising residential projects in Thuringia. Just minutes from Erfurter Kreuz, one of Germany's most dynamic economic regions, a **sustainable residential quarter with model character** is being created – a project that guarantees reliability, transparency, and long-term value growth.

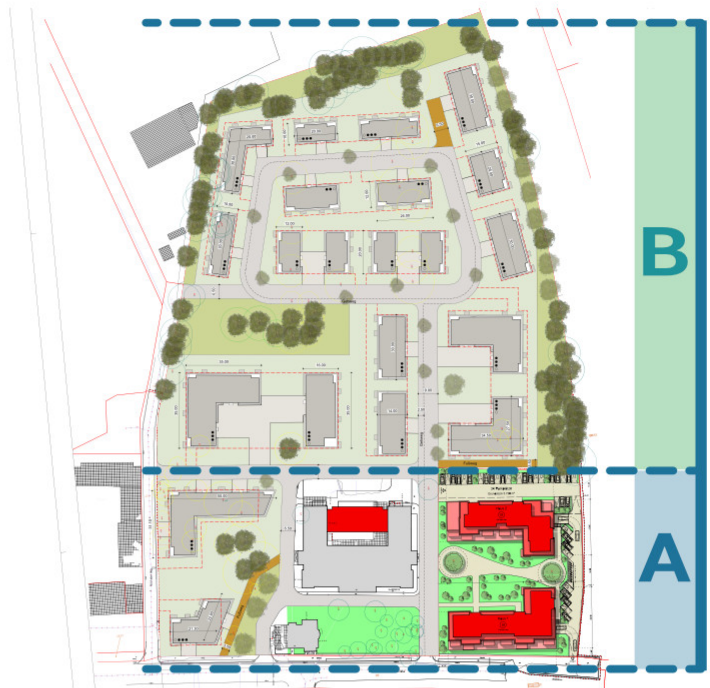
Together with the City of Gotha, we are shaping your future. The city actively supports our project to foster a vibrant mix of living, working, and leisure. This shared vision has enabled us to strategically divide the spacious property into **two thoughtfully designed development phases**.

Section A: Your New Home in the Heart of Gotha

An **exclusive residential complex** is being built on over **19,000 m²** directly on the former hospital site.

You can look forward to:

- **56 unique apartments** in the beautifully renovated historic clinic building.
- **7 more special units** in the charming old pharmacy.
- In addition: **160 modern, high-quality apartments** in four new apartment buildings. Planning permission has already been granted for most of them. Your start in your new home is therefore assured!



Section B: We plan your future-proof investment

The second part of the project, covering around **30,000 m²**, is already being planned in close cooperation with the city. A large, sustainable urban quarter with around **300 additional residential units** and modern residential and commercial areas is being created here. For you, this means: **potential for further growth and a secure investment for the future.**

Why invest now?

Sustainable value growth through strong project development

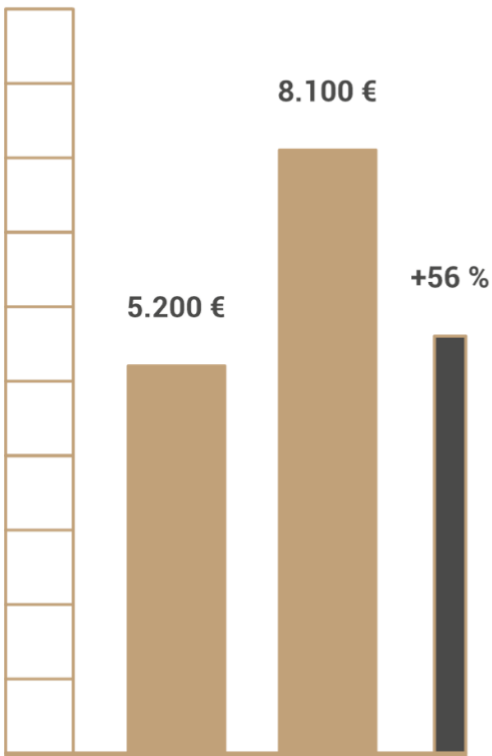
A look at past projects impressively shows the potential that lies in an **early investment**. In the project in Calw, investors had the opportunity to purchase condominiums at a price of around 3,200 euros per square meter as early as the development phase. After completion of construction, the market value was around 5,400 euros per square meter, an **increase in value of over 68 percent**.

This development shows how rewarding an early start can be, especially with an experienced and reputable partner like SP Immobilien. A similar opportunity is now opening up for the Parkresidenz Gotha. **Investing early not only secures attractive entry prices, but also real opportunities for above-average returns.**



Comparable privately financed projects with proven performance

**Project “Living at Ostbahnhof, Munich”
(new build & renovated
historic apartments, 2023)**



Concept: Condominiums + commercial spaces

Starting price (Planning, 2020):
€5,200/sqm

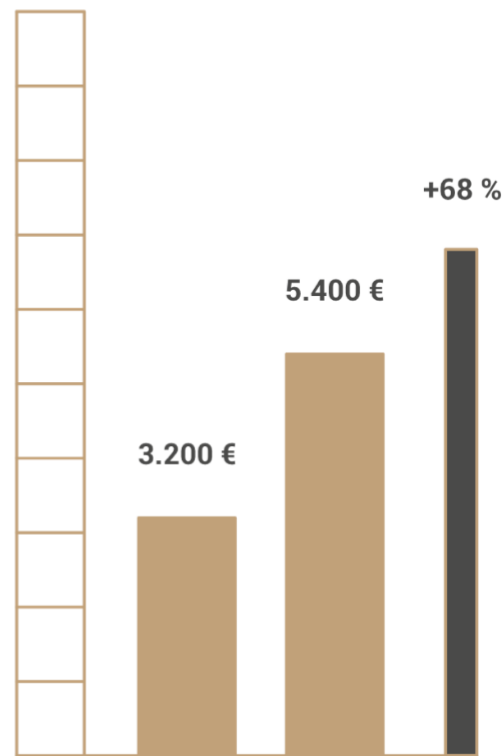
Final price (2023, completion):
€8,100/sqm

Increase in value: +56%

Private financing: Developed by the private investor group "Bavaria Real Estate

Sources: Münchener Merkur, 2020, Immoscout 24-Expose

**Projekt “Calw villa residential park”
(new build, 2023)**



Concept: New building with listed character

Starting price (Planning, 2020):
€3,200/qm

Final price (completion, 2023):
€5,400/sqm

Increase in value: +68,8%

Private financing: Financed by Lumina Real Estate GmbH, private banks and private family offices

Sources: SP-Immobilien, press release on construction financing 2020 (archive search necessary)

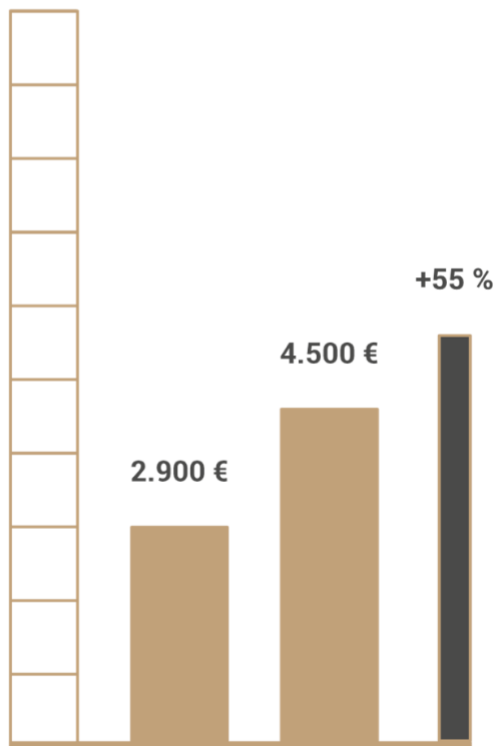
Investments with Substance

Strategic Urban Development

Record Budget 2025: With a total volume of €127 million, including over €26 million in the capital budget, Gotha is planning extensive investments in education, culture, and infrastructure.

Integrated Urban Development Concept (ISEK) 2035+: This concept addresses both current challenges and future requirements in order to further develop Gotha as a livable and attractive city.

Project “Erfurt Old Town Quarter” (new build, 2024)



Concept: Condominiums + commercial spaces

Starting price (Pre-sale, 2021):
€2,900/sqm

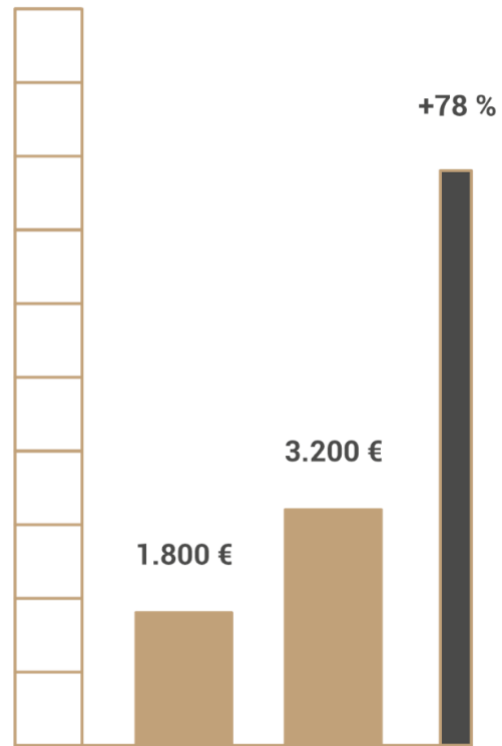
Final price (Completion, 2024):
€4,500/sqm

Increase in value: +55%

Private financing: Financed by private Thuringian investors

Sources: Real Estate Report Thuringia, Immowelt

Project “Eisenach City Palace” (monument renovation, 2023)



Concept: Luxury apartments + boutique hotel (privately financed)

Starting price (Planning, 2019):
€1,800/sqm

Final price (Completion, 2023):
€3,200/sqm

Increase in value: +78%

Private financing: Developed by Eisenacher Immobilien GbR (private investor association)

Sources: Thuringian list of monuments, Thüringer Allgemeine 2019 (paywall, archive available)

Economic Strength as a Driver of Growth

Erfurter Kreuz – High-Tech Cluster on the Upswing: One of the largest and fastest-growing technology hubs in Germany. Just a few kilometers away lies an industrial zone with more than 100 companies, including global corporations such as **Mercedes-Benz, Bosch, and CATL**, all investing heavily in research, development, and production. **With over 13,000 employees today and expansion plans reaching up to 15,000 jobs**, the region is experiencing rapid growth and with it, a rising demand for high-quality housing.

Gotha Industrial Estate: The development of this 50-hectare industrial area is designed to attract manufacturing industries and create sustainable employment, further strengthening Gotha’s economic foundation.

German Armed Forces Base Gotha. Expansion Underway: The Bundeswehr site in Gotha is also being enlarged. With the arrival of additional personnel, the demand for housing continues to grow steadily.



Housing Demand Meets Modern Solutions

Market Dynamics & Housing Demand

Rising demand → Gotha currently requires 1,000 apartments, and demand is growing by a further **400 units every year**.

Attractive residential offer → More than **460 modern apartments** are being developed in Sections A and B.

Strong demand → **High pre-reservation rate**

This strong demand significantly reduces investment risk, both for owner-occupation and for rental purposes. An investment in Park Residenz Gotha is therefore not only secure, but also highly sustainable.

Urban Quality of Life with Potential

Unique living with prospects:

Unique residential concept in Thuringia → An urban oasis with retail & dining

Value appreciation potential → Mixed-use developments often achieve higher market values

Quality of life & location advantages → Less dependence on the city center, more independence and convenience

Future-Proof Construction Method

Sustainable energy concept → Clinic to KfW 55 standard, with geothermal energy and photovoltaics; all other new buildings to EE 40 standard

Environmentally friendly materials → Use of sustainable building materials and advanced insulation technologies



Photo: Just Play Media

Prime Location with Every Comfort for Your Life

With its central location, **just about 800 meters from the city center**, Parkresidenz Gotha combines the advantages of urban convenience with the peace of an idyllic setting. **The clean and well-kept surroundings create an inviting atmosphere** that immediately conveys **comfort and a sense of belonging**.

Directly across lies the **Thuringian Forest**, whose majestic nature invites you to stroll, hike, and spend relaxing hours amidst the greenery. The proximity to **historic landmarks** such as **Friedenstein Castle** and the Orangerie reinforces the feeling of being part of a place **rich in tradition and cultural significance**.

The entire neighborhood radiates a **nostalgic charm**, reminiscent of **old Germany** as told in stories and history books.

This is not just a **place to live**, it is a place with the **potential to become a true home**. A **rare jewel** that unites **modern living** with **historic values**. Living here means arriving in an environment that offers both **tranquility and inspiration**.

Living Comfort & Modern Amenities

Premium living comfort → Spacious layouts, high ceilings & modern floor plans.

Intelligent living solutions → Smart-home integration & future-proof technology.

Optimized infrastructure → Underground parking, bicycle storage & barrier-free access.

Perfect combination of historic charm & contemporary new builds.

Quality of Life

Education & family friendliness → Schools, kindergartens & medical care in direct proximity.

Unique location → **Historic city of Gotha** → **Clean and well-kept neighborhood** →
Directly opposite the Thuringian Forest.

Optimal Connectivity & Mobility

Road network → Direct access to the A4 motorway and federal highways B7 and B247.

Public transport → Efficient tram network with three lines and 17 stops.

Rail → Direct ICE and IC connections to Frankfurt, Dresden & Düsseldorf.

Air travel → Erfurt-Weimar Airport only 15 km away.



Photo: Just Play Media

The Historic City of Gotha

Gotha is a city of rare beauty and historical splendor. As a former royal seat, it uniquely combines magnificent architecture, cultural heritage and an impressive history. Only a few places in Germany offer such a density of historic residences, embedded in a charming, lively city. Investing here is not just investing in real estate, but in a piece of German cultural history.



Photo: Just Play Media

The Historic Buildings of Park Residenz

Former Clinic:

The **Gotha Clinic**, founded in **1878**, was for decades a **cornerstone of regional healthcare**. Today, its **solid, listed architecture** provides the foundation for **exclusive residences** that combine **historic charm** with **modern living comfort**.



Original Photograph, ca. 1895



Photo: Just Play Media

Condition 2024: The solid and well-preserved building fabric allows for efficient, cost-effective refurbishment.



The former clinic is set to shine in new splendor, modern living space with historical character.

Former Pharmacy:

Not far from the former clinic is the **traditional Gustav Freytag Pharmacy**, an **architectural gem** from the **19th century**. With great care and attention to detail, this **historic building** is being transformed into exclusive living space that combines the **charm of times gone by** with **contemporary furnishings**.

On a total area of **650 square meters**, **7 stylish apartments** are being created.



Current condition: The Gustav Freytag Pharmacy is also in a very good structural condition and offers ideal conditions for an economical conversion in line with the requirements of a listed building.



Planned exterior view of the Gustav Freytag pharmacy after refurbishment

Modern Architecture Meets Premium Comfort

The building offers 2-, 3-, and 4-room apartments, some with terraces, balconies, or spacious rooftop decks with impressive views. Its light-filled design combines high-quality materials with first-class finishes. Modern kitchens equipped with premium appliances and elegant worktops ensure the highest level of comfort.

Underground Garage and Fully Automated Parking System

The five-storey building includes an **underground garage with 64 parking spaces**, 34 of which are part of a fully automated parking system. This space-saving solution provides security and saves valuable time in everyday life.

Sophisticated Living in an Exclusive Location

High-quality finishes, modern technology, and a thoughtfully designed residential concept make this revitalized building one of the most sought-after addresses in Gotha. Its exclusive location, combined with the sustainable use of energy, **guarantees the highest standard of living comfort**.



Sophisticated Interiors

Spacious living and dining areas

The light-flooded room offers plenty of space for relaxing and for sociable evenings with family and friends.

Modern kitchens & bathrooms

The fully equipped kitchen impresses with high-quality appliances and plenty of storage space.

Bedrooms & balconies

The cozy bedrooms offer enough space for your individual design to make your dreams come true. Enjoy your morning coffee and sunsets on the spacious balcony with a view of the greenery.







REGISTER NOW, LIMITED UNITS AVAILABLE!



Investment Advantages & Market Potential

- Tax benefits through high depreciation and KfW subsidies
- Exclusive new-build project in a prime location
- Stable rental prices in Gotha with rising demand
- Forecasted value growth due to limited housing supply
- Attractive price-performance ratio compared to Leipzig & Dresden
- Very low vacancy rate – investments in residential property in Gotha are considered low-risk

Interested investors can now register without obligation and secure one of the high-quality apartments in a prime location. The units will be developed in phases. Those who commit early benefit from maximum choice and attractive entry-level prices.



Evaluation and Classification

Why Park Residenz Gotha Is Considered a Premium Residential Quarter

Four New Builds

(Class A+)

- Energy efficiency EE 40 – sustainable & future-proof
- Modern architecture & high-quality finishes
- Smart-home technology for energy, lighting and security
- Sustainable materials – resource-efficient & health-friendly
- Low operating costs & strong rental yields
- Urban living concept with retail & dining
- Spacious apartments with views of the Thuringian Forest
- Optimized floor plans – attractive for families, couples & investors
- High subsidy potential for EE 40 standard
- Future-proof location – in direct proximity to dynamic economic & research hubs

Historic Buildings

(Class A to A+)

- Energy efficiency KfW 55 – eco-friendly & eligible for subsidies
- Very well-preserved building structure – minimal renovation required
- Historic charm meets modern residential quality
- Tax advantages through high depreciation allowances
- Strong demand for unique living concepts – attractive to premium tenants & buyers
- Exclusive residential location with views of the Thuringian Forest
- Limited units – high rarity value
- Unique architecture – emotional connection for buyers & residents
- Long-term value growth – above-average potential
- Cultural heritage preserved – safeguarding the city's identity

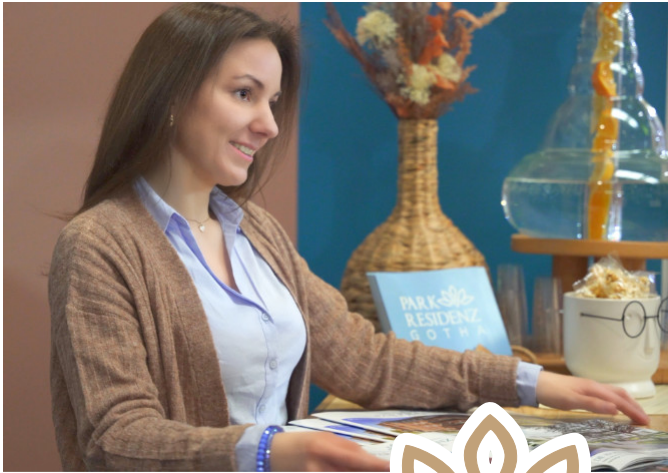
Successful Private Mixed-Use-Concepts as Role Models

Successful projects such as **HafenCity Hamburg**, **Eisenach City Palace**, **Erfurt Old Town Quarter**, **Kö-Bogen I & II in Düsseldorf**, and **Arnulf Park** in Munich show that **privately financed Mixed-Use developments** not only **revolutionize urban life**, but are also **economically convincing in the long term**.

These projects combine **modern architecture** with attractive living, working and leisure spaces – creating vibrant neighborhoods that are in tune with the times. Similarly, **the Parkresidenz Gotha combines the charm of historic buildings with contemporary living concepts and energy-efficient new-build development to offer a unique urban experience**.

Take the opportunity to become part of a **very special construction project** that not only promises returns, but also **sets the standard for future-oriented urban development**.





PARK RESIDENZ G O T H A

SP Immobilien Trust, Excellence, Sustainability

Our Corporate Culture

Employees as the Foundation –
A Dedicated and Reliable Team

Over 30 Years of Experience in the Real Estate Market → Our roots run deep in the history of the real estate market, enabling us to act with foresight and solid expertise.

Focus on long-term partnerships & integrity
→ We build relationships that last for decades, based on honesty and mutual respect.

More than an investment – Taking responsibility

→ Every one of our projects contributes to the region's economic stability and sustainable development.

Success through transparency & integrity

→ Open communication, clear processes, and traceable decisions are the cornerstones of our success.

Over €750 million in supported transactions & more than 1,000 completed residential units

→ Our extensive experience is reflected in a broad range of successful projects.

From the restoration of historic buildings to modern new developments

→ Our expertise ranges from careful renovation to innovative construction.

Partnership with substance – more than just eye-level collaboration

→ We are not merely a service provider, but a strategic partner working toward shared goals.

Quality as the foundation of our success

→ Our pursuit of excellence is the key to our continued success.



Attractive Investment Conditions with Real Surplus Potential

The Parkresidenz Gotha not only impresses with its **location, concept and substance**, but also with **clear economic advantages for private investors**.

Thanks to the **attractive rent levels** and **tax advantages**, it is possible to get started **without an equity share** if the property is structured accordingly.

In Many Cases, the Monthly Costs Are Fully Covered By:

- **59 % Rental Income**
- **41 % Tax Benefits**
- **0 % Own Contribution**

Plannable. Profitable. Reliable.

A large proportion of the running costs **can be covered by rental income and tax returns**. The result is a **calculable investment** with **above-average potential** and **manageable risk**.

We will be happy to provide you with detailed financing and yield examples on request.

Request non-binding information now!

We look forward to an informal conversation with you!

Go to the contact form



Dr. Karin von Bismarck
HEAD OF TRANSACTION

Dr. Karin von Bismarck is an experienced investment representative and strategic intermediary at the intersection of politics and business.

With over 20 years of expertise in management consulting, finance, and organizational development—alongside more than a decade of international experience—she advises and supports complex construction and investment projects. As a mediator, she connects ministries, cities, investors, and project developers.

Her interdisciplinary doctorate in social psychology and economics enables her to effectively align economic, political, and societal interests in a constructive and goal-oriented manner.

Impressum

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DE261052961

EU DISPUTE RESOLUTION

The European Commission provides a platform for online dispute resolution (ODR): <https://ec.europa.eu/consumers/odr>

CONSUMER DISPUTE RESOLUTION / UNIVERSAL ARBITRATION BOARD

We are not willing or obliged to participate in dispute resolution proceedings before a consumer arbitration board.

Developed by SP Immobilien Group –

With over 30 years of experience and more than 1,000 completed residences. Parkresidenz-Gotha combines reliability, sustainability, and strong economic potential.

Become part of Thuringia's most exclusive flagship project – a unique opportunity for private investors.

Scan for full video-presentation



SP Immobilien GmbH
Entwickeln - Planen - Realisieren

