



# SEESTADT ASPERN Vienna

The first managed shopping street in Austria

Vienna's Aspern Seestadt is one of Europe's largest urban development projects. Located in the rapidly growing Donaustadt district it is home to 12,500 residents and now to around 5,000 employees. By 2036, the new district will provide housing for more than 25,000 people and create an equal number of jobs. In 2012, the City of Vienna commissioned SES to be its retail partner for the development of a local supply concept in the new district. This was supplemented by the marketing and administration of spaces in Austria's first managed shopping street - in aspern Seestadt. A joint venture with Wien3420 aspern Development AG ensures local supply is optimised and guarantees a needs-based mix of retail, gastronomy and services. In 2015, the first 14 shops opened in the pioneering Seestadt district. Once the Seepark district was completed, further shops followed. The area serves as a business quarter. Today, the shopping street has 32 shops on around 8,200m<sup>2</sup> of retail space. SES is also responsible for the design and management of the retail space to be subsequently provided by the expansion in the north of Seestadt, after which Seestadt aspern is expected to offer up to 30,000 m<sup>2</sup> of retail, gastronomy and a service space by the mid-2030s.



<b>ADDRESS</b>	Wangari-Maathai-Platz 3, 1220 Vienna, Austria
<b>LEASABLE AREA (GLA)</b>	8.000 m <sup>2</sup> of retail, gastronomy, and services (phases I + II)
<b>NUMBER OF JOBS</b>	approx. 5.000
<b>STORES</b>	Phase I Maria Tusch Straße, Phase II Seeparkquartier: 30 shops in total, Phase III expansion by 2030: 24,000 m <sup>2</sup> of retail space
<b>PARKING SPACES</b>	approx. 450
<b>ANCHOR STORES</b>	SPAR, Ernsting's Family, Bäckerei, BIPA, Libro, Portobello, Ping Pong
<b>PROJECT HISTORY</b>	2015: Pioneer quarter (Maria Tusch Straße). 2020: Construction of Seepark quarter. 2028 onwards: Seeterrasse restaurant area. North extension by 2036.
<b>RETAIL SPACE</b>	Currently 8,200 m <sup>2</sup> . Expansion by 2036: 24,000m <sup>2</sup> of retail space.

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