

AUGUSTA

— LISBON —

TROPHY DEVELOPMENT OPPORTUNITY



OVERVIEW

The property, located in one of the most privileged and central zones of Lisbon, enfolds a unique opportunity to establish the best high end mixed used development project in Baixa, comprising an entire city block.

Bounded by four streets, the asset benefits from an exquisite location, just two steps away from the Augusta Arch, the main gate of Lisbon's most imponent and important square - Terreiro do Paço.

The block, of fairly uncommon size in Lisbon's Downtown, covers a Gross Construction Area with 11,100 sq m, over 5 different buildings.

This is a fantastic opportunity to develop the largest and best located project in Lisbon's downtown. A new bold and iconic project will have the chance to transform the entire block at once.





LOCATION





LISBON

Augusta Square (the asset) enjoys a distinguished location, right in the heart of Lisbon's historical town.

Baixa district is the center of the 18th century city, which was rebuilt after the 1755 earthquake to become one of Lisbon's most iconic pieces. The neighborhood is one of the main sightseeing poles, offering to the public many new restaurants, brand new hotels and dynamic public spaces facing the main mass market retail spaces.

The asset faces Rua Augusta directly, among other important streets, right before the small square that is formed behind the emblematic arch, the main gate to Terreiro do Paço.

This noble square is one of the largest in Europe, with a total area of 36.000 sq m, a stage between the old town and the Tagus river.

The neighborhood is served by a wide net of public transports, including the subway, bus and tram lines, making it very easy and accessible to the public.





RESIDENTIAL MARKET

Baixa District has been under the radar for all types of real estate projects, with a main focus on new residential developments.

The old city center is a stage for many refurbishment operations which offer to the final buyer modern living solutions, preserving the old and unique traces of these iconic buildings.

In the last years we have noticed a strong and growing demand in Lisbon for all kinds of residential units, between domestic and international market.

Baixa plays an important role on this process, the new developments in this neighborhood are commonly focused on small units, representing a very interesting investment solutions that can profit from the growing tourism that takes place in Lisbon.

A large number of these projects are sold off plan, due to the strong investment dynamism that benefits from the Golden Visa and Non-Habitual Residents programs. Baixa is indeed one of the main development references in Lisbon.



RETAIL MARKET

Baixa is the city's oldest retail area in Lisbon. Known for its symmetrical streets, Rua Augusta forms the Baixa's main axis. Here, souvenir shops blend with fashion mass market international chains, such as Zara, H&M and Pull & Bear, yet traditional retailers such as Portuguese shoe shops and boutiques have a relevant profile.

Locals and many, many foreigners wind their way among the numerous street artists who are considered a genuine

tourist attraction. Rua Augusta is one of the streets with the greatest footfall, and it is a must for the growing number of tourists who visit Lisbon, the town that was nominated best choice for city breaks.

Commercially, tourism has indeed stimulated this area, and now more than ever, we are witnessing a genuine race among large retailers to find an available space, which in the main axis is a scarce commodity.

A total of 23,000 sq m on Rua Augusta, is occupied by retail spaces, where traditional retail, which has always been relevant, begins to lose significance.

Nonetheless, stores belonging to national and international chains carry the most weight here, representing 52% of the total occupancy; new concepts are emerging and already represent 24%.

MANGO

H&M

ZARA

intimissimi

Italian lingerie



adidas®



benetton

Bershka

P&B

PULL&BEAR



stradivarius





THE ASSET



THE ASSET

The Property is composed by 5 different buildings that through time were improved to answer the occupant's needs, allowing a direct connection between 4 of them.

The façades were kept and preserved, representing today a reference of the 18th century “Pombalina” architecture. Together the 5 buildings form an entire block which is surrounded by 4 of the most important streets in Baixa: Rua Augusta, Rua do Comércio, Rua do Ouro e Rua de São Julião.

This asset is the largest available space to develop the most iconic project in the neighborhood, with strong potential for a mix use of retail, residential and hotel projects.





THE ASSET

The Property currently comprises a total construction area of 11.100 sq m above ground, over the 5 different buildings, distributed as follows:

BUILDING	GCA ABOVE GROUND	GCA BELLOW GROUND
A	2.500 SQM	-
B	2.304 SQM	248 SQM
C	3.209 SQM	419 SQM
D	1.220 SQM	205 SQM
E	1.867 SQM	280 SQM
TOTAL	11.100 SQM	904 SQM

The asset includes the usage of 44 parking spaces located 100 meters away in Praça do Município.









SALES PROCESS

JLL has been retained by the vendor to initiate a sales process targeted to a limited number of potential purchasers which are believed to have an interest in the property.

The vendor is accepting offers for the property, which is freehold and available by way of an asset deal.

Any questions or requests for additional information during the process should also be directed, via email, to the sales team. Upon NDA execution interested parties will be granted access to inspect the properties. Access to a info pack with additional information will be made available to investors under the same condition.

Potential investors are invited to submit indicative bids until **February 23rd** which should include:

- Details of the purchaser;
- Track Record;
- Identification of the advisors;
- Proposed price;
- Payment conditions;
- Capital structure;
- Internal approval process description;

Site visits have to be scheduled in advance and will take place on **Saturday January 20th** and **27th** and **February 3rd**.



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