

what's
next,
ubm?

Quartier Belvedere Central

An urban quarter developed by ubm

“Quartier Belvedere Central
rightly bears its name – and not
merely because of its location.”



THOMAS G. WINKLER, CEO

MARTIN LÖCKER, COO

PATRIC THATE, CFO


MARTINA MALY-GÄRTNER, COO

District development is often referred to as the top discipline for developers. But not everything that aspires to be a city district actually qualifies as one. Judging by the urban development significance of the QBC and the sales volume of roughly half a billion euros, there can be no doubt that the Quartier Belvedere Central rightly bears its name – and not merely because of its proximity to the Belvedere and its central location. It is equally important that the QBC does not display any of the characteristics that one would normally spontaneously associate with a station district.

Quite the opposite in fact: the Quartier Belvedere has emerged as Vienna's financial district. With its restaurants and underground parking spaces, it has also become a popular alternative for a working lunch, especially for business people in the area who appreciate its location. The newly created district is clearly “investor architecture” – but it's also more than that. As the centrepiece of the new district, the QBC has cultivated a soul right from the start with its mix of residential, office and hotel space. This unique identity can be felt by everyone who lives and works there, or by those who are merely visiting. For UBM, the QBC is an important recent flagship project and a testament to our ability to execute effectively. We hope that this brochure and this project have succeeded in arousing your interest in UBM Development.

ONE SITE, THREE STATIONS:
THE NEW CENTRAL STATION WAS
BUILT WHERE THE SÜDBAHNHOF
AND OSTBAHNHOF RAILWAY
STATIONS ONCE STOOD.



An architectural rendering of a modern urban development. The scene features several multi-story buildings with a mix of white and dark facades. A central courtyard is paved with light-colored tiles and contains numerous trees, including large green ones and smaller trees with red and purple foliage. People are shown walking, sitting on a low concrete wall, and riding a bicycle in the courtyard. The sky is clear and blue.

The heartbeat of a metropolis

With the completion of its Central Station on the site of the old Südbahnhof, Vienna has executed one of the most spectacular infrastructure projects in the whole of Europe and created two completely new city districts. UBM Development was responsible for the *Quartier Belvedere Central (QBC)*, the centrepiece of the largest urban development area throughout Europe.

Vienna is a city that never ceases to amaze. When Vienna City Council unanimously adopted the urban development masterplan for the area in the mid-2000s following many years of planning and endless rounds of debate, it marked the launch of the Vienna Central Station project. One of Europe's most exciting infrastructure projects was finally firmly on track.

But this venture extended far beyond the landmark new Central Station – it included innovative plans for the surrounding districts, giving the green light to the construction of Europe's largest urban development area. A new district called the Sonnwendviertel was built on 34 hectares south of the station complex, and the Belvedere district emerged north of it, on around 25 hectares.

QBC - Facts & Figures

TOTAL SALES VOLUME:

Approx. 500 million euros

CONSTRUCTION AND PLANNING TIME:

2014 to 2021

USE:

Residential, office, retail, hotel

NUMBER OF BUILDING UNITS:

7

TOTAL FOOTPRINT:

25,000 m²

GROSS FLOOR AREA:

126,000 m²

OFFICE & COMMERCIAL SPACE:

78,000 m²

RESIDENTIAL SPACE:

21,000 m²

HOTEL SPACE:

27,000 m²

2 hotels

577 rooms

UNDERGROUND CAR PARK:

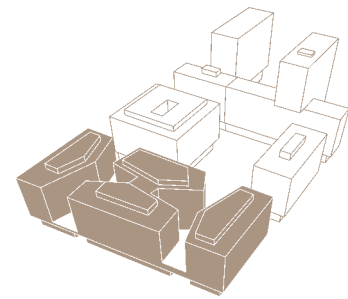
679 spaces

BICYCLE PARKING:

500 spaces



Within this new city district, listed property developer UBM Development created the Quartier Belvedere Central (QBC), a completely separate construction site with seven building units. With the leasing of the last square metres of office space in autumn 2021, the QBC chapter will finally be successfully concluded for UBM Development, a mere seven years after the start of construction. All properties have been sold or leased. Thomas G. Winkler, CEO of UBM Development AG, remarks: “With the QBC, we have succeeded in executing a development that is entirely removed from what one would normally associate with a station district.”



QBC 1+2

USE:
Offices

AREA:
44,000 m² gross floor area

ARCHITECTS:
**Behnisch Architekten (until submission),
HNP architects (execution)**

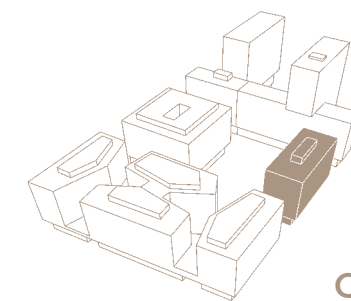
START OF CONSTRUCTION:
2018

COMPLETION:
2020

PURCHASER:
EPH European Property Holdings

TENANTS INCLUDE:
**Grant Thornton IBD Austria,
Dedalus, Johannes Apotheke,
Österreichische Post AG, Semperit,
Your Office, Leica, Payone**





QBC 3

USE:
Retail, restaurants, offices

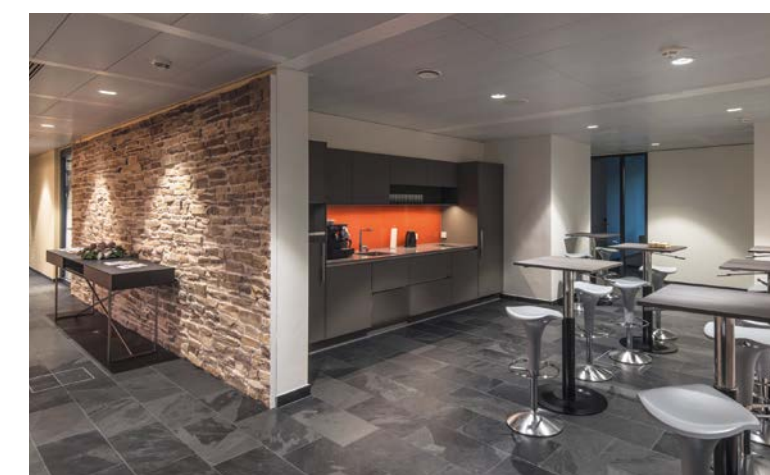
AREA:
9,000 m² gross floor area

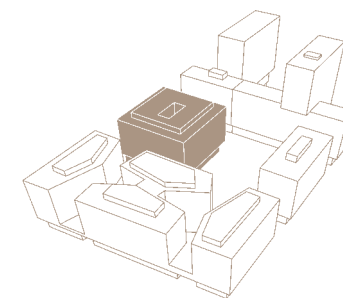
ARCHITECTS:
HNP architects

START OF CONSTRUCTION:
2016

COMPLETION:
2017

PURCHASER:
Union Investment





QBC 4

USE:

Offices

AREA:

20,000 m² gross floor area

ARCHITECTS:

Jabornegg & Pálffy

START OF CONSTRUCTION:

2016

COMPLETION:

2017

PURCHASER:

BDO, now EPH



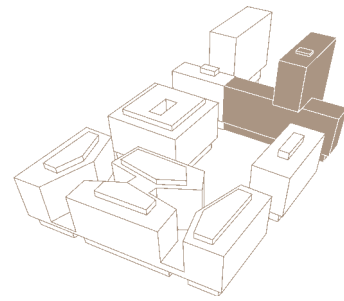
The residents of the Quartier Belvedere Central, as well as the people who work here or meet in one of the restaurants in the evening, can enjoy a lively and urban environment. Elegant terraces adorn not only numerous apartments, but also many office ensembles.



Big is beautiful

With a total sales volume of approximately 500 million euros, UBM has developed a new top business location and a residential area that is within easy walking distance of the city centre. The planning was ambitious and visionary. Developing this district has produced one of Vienna's premier urban and commercial projects, which now ranks among the city's most modern office locations. In addition to being part of Vienna's most exciting urban development projects, the QBC sets new standards for business districts and serves as a key hub for Central Europe.

The entire district has become one of Vienna's most sought-after residential areas and leading business locations, with a winning combination of offices and recreational activities, restaurants and hotels, housing and shops, cultural and educational institutions, and schools and day nurseries. And there is an abundance of green space in the immediate vicinity. This mix is characteristic of the entire district and ensures that it remains humming with activity around the clock, seven days a week.



QBC 5

USE:

Hotel

AREA:

27,000 m² gross floor area

ARCHITECTS:

HNP architects

START OF CONSTRUCTION:

2015

COMPLETION:

2017

PURCHASER:

Amundi

STATUS:

Leased to Accor

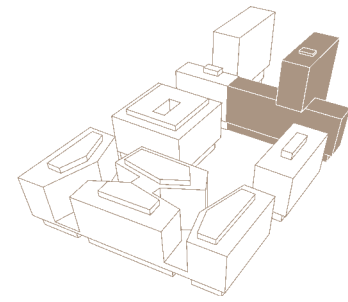
TENANTS:

**Ibis & Novotel
with a total of 577 rooms**

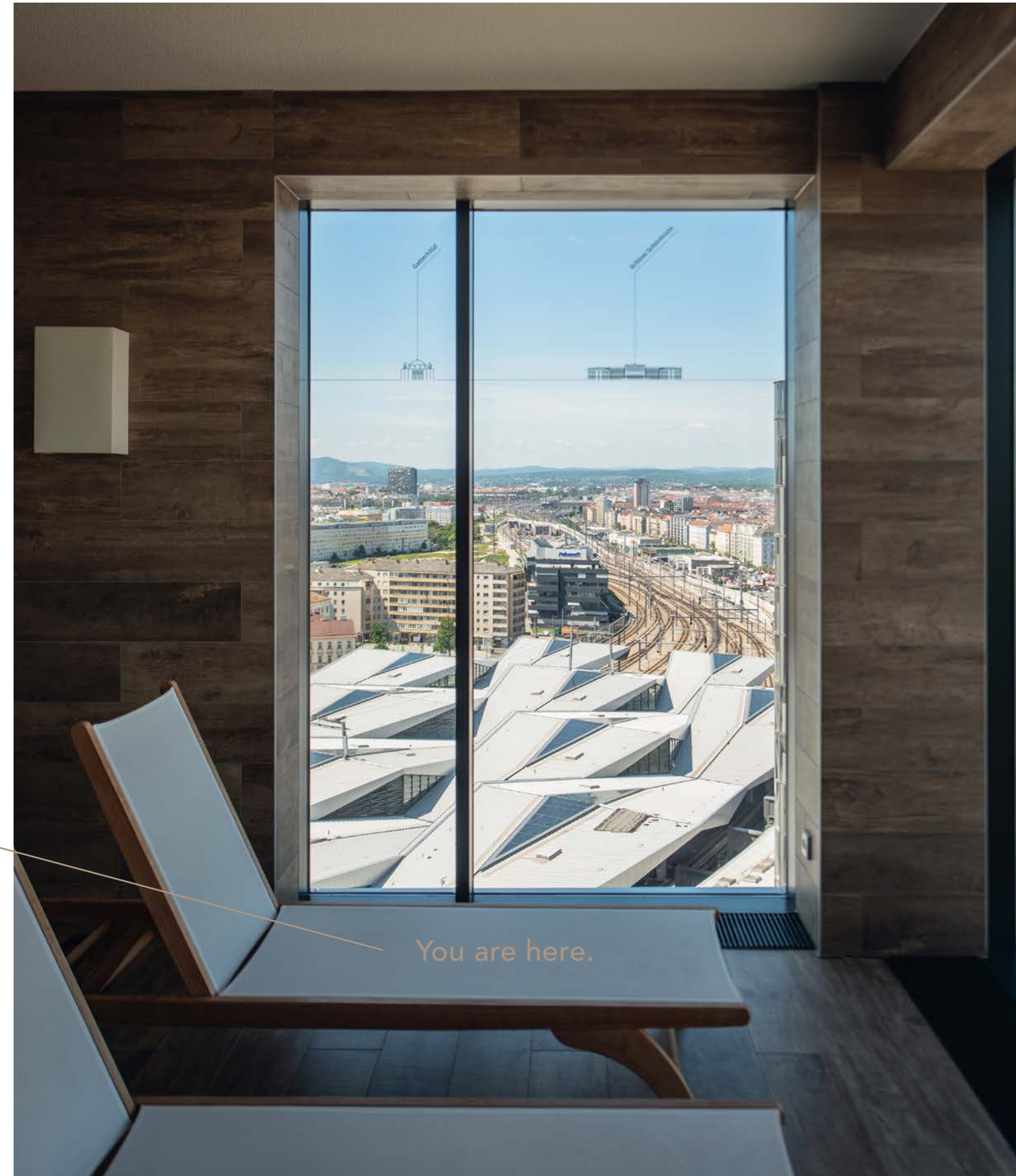


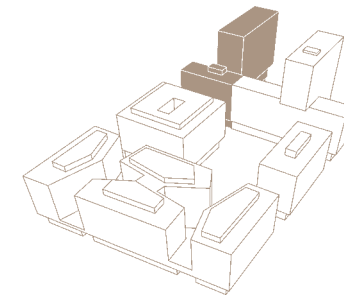
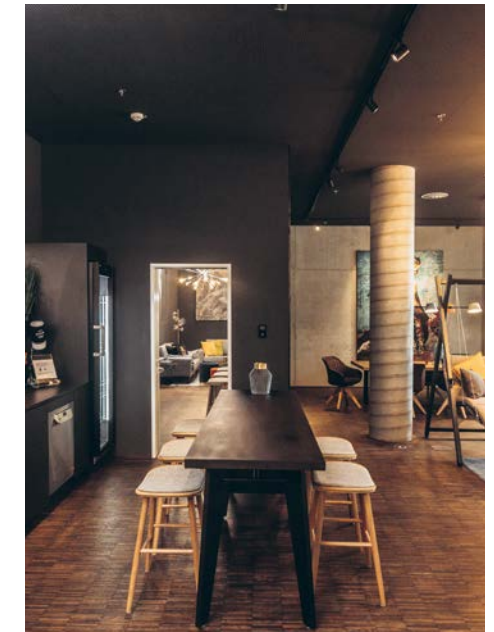
The transport connections of the QBC can definitely be termed sensational. The Central Station is one of the most important travel hubs in the whole of Europe – a calling card for Vienna and a gateway to the world. Within just a few hours, cities like Munich, Budapest, Prague, Trieste, Venice, Zurich, Bratislava, Brno and even Paris can be reached by train.

Motorists also benefit from fast and efficient connections to other cities. From the QBC, located directly on one of Vienna's main traffic arteries, the Gürtel (literally "belt"), travellers can access Austria's outstanding highway network within just a few minutes, with numerous nearby motorway junctions heading west and east, as well as north and south. In addition, Vienna International Airport is directly accessible from the Quartier Belvedere by rapid transit (S-Bahn) in just 20 minutes. But this international air travel hub can also be reached by car in a similarly short time.



QBC 5





← QBC 6.1

USE:
**Residential (140 owned apartments)
Offices and medical practices (owned property)**

AREA:
**14,000 m²
gross floor area (residential),
5,000 m² gross floor area
(offices and medical practices)**

ARCHITECTS:
RLP Rüdiger Lainer + Partner

START OF CONSTRUCTION:
2016

COMPLETION:
2018

PURCHASER:
Private owners

↑ QBC 6.2

USE:
Serviced apartments (managed by JOYN)

AREA:
7,000 m² gross floor area

ARCHITECTS:
RLP Rüdiger Lainer + Partner

START OF CONSTRUCTION:
2017

COMPLETION:
2019

PURCHASER:
Corestate Capital



A TEAM OF FOUR

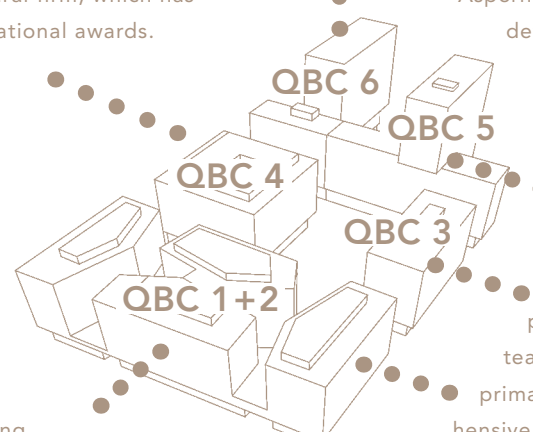
The QBC architects – Who's who?

The conversion of the parliament building in Vienna, the design of the Jewish Museum Vienna on Judenplatz and the redevelopment of Karlsplatz in the heart of Vienna all figure prominently on the reference list of the architects at JABORNEGG & PÁLFFY. The Viennese architectural duo designed construction site 4 (QBC 4) for UBM Development. Dealing with historical spatial constellations is a specific focus of the architectural firm, which has won numerous national and international awards.

BEHNISCH ARCHITEKTEN operates worldwide and has made a name for itself with the planning of a wide range of projects, including schools and universities, residential and administrative buildings as well as museums, concert halls and sports facilities. For example, Behnisch designed the administration building of the Nord/LB Bank on Friedrichswall in Hanover, the Ozeaneum maritime museum in Stralsund, the German head offices of Unilever in Hamburg and the adidas World of Sports ARENA in Herzogenaurach. At the Quartier Belvedere Central, the architectural firm was responsible for the design and planning of construction sites 1 and 2 (QBC 1 + QBC 2).

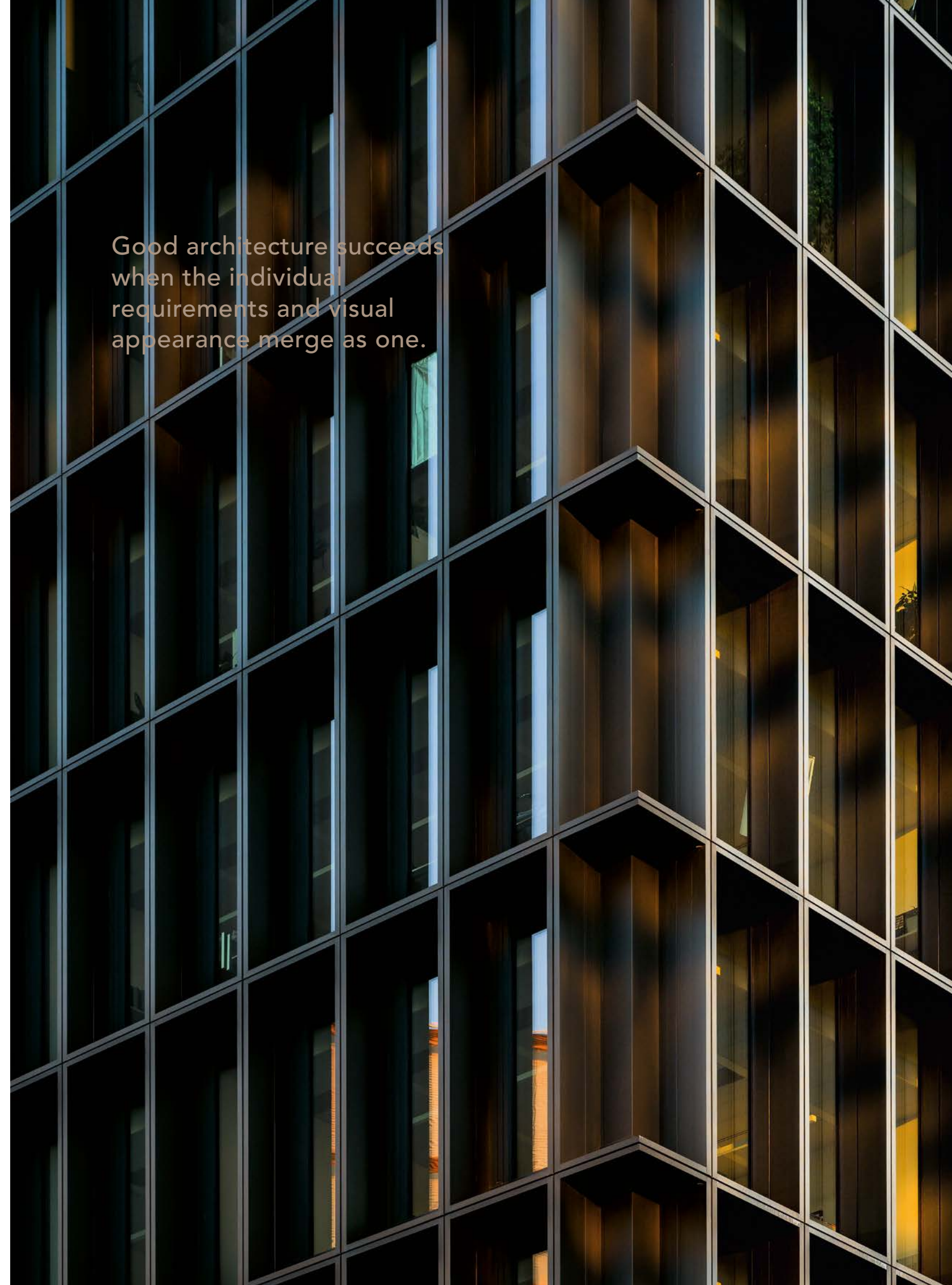
The architectural team of RLP RÜDIGER LAINER + PARTNER provided the design and planning of construction sites 6.1 and 6.2 (QBC 6.1 + QBC 6.2). The range of services offered by the internationally active Viennese firm includes everything from attic conversions to large-scale urban planning projects. One of the team's most outstanding projects is the HoHo wooden high-rise in

Aspern Seestadt, Vienna's urban lakeside development. The 24-storey tower is one of the tallest buildings in the world with a timber hybrid construction.



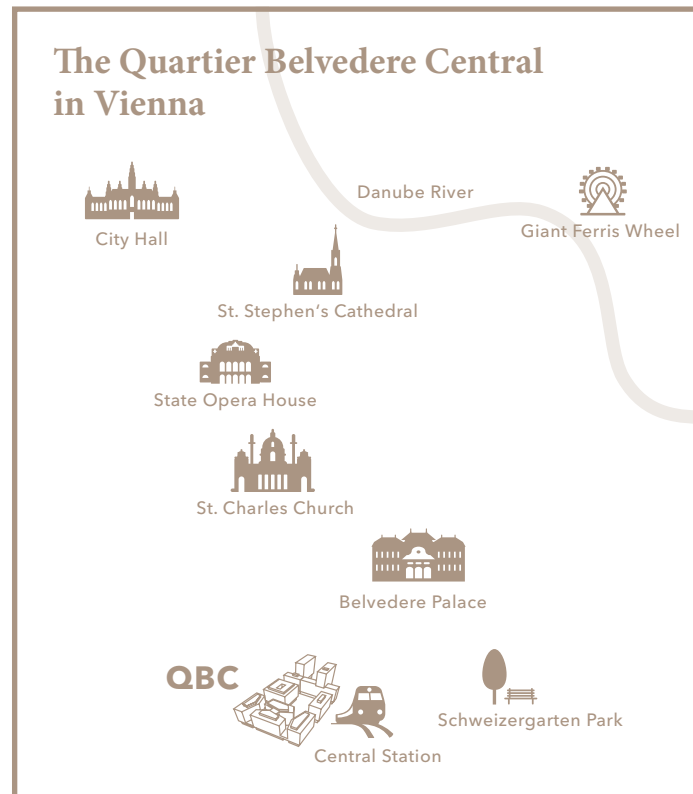
“Good architecture succeeds when the individual requirements and visual appearance merge as one,” to quote one of the guiding principles of the HNP ARCHITECTS team, which has made a name for itself primarily with the development of comprehensive projects (Uniq Tower, River Gate, Saturn Tower, Ares Tower and Office Park 4 at Vienna Airport), featuring services ranging from market and location analysis to efficient energy systems and turnkey project delivery. In the Quartier Belvedere Central, HNP was responsible for construction sites 3 and 5 (QBC 3 + QBC 5), the execution phase of construction sites 1 and 2 (QBC 1 + QBC 2) as well as the car park and Quartiersplatz square.

Good architecture succeeds when the individual requirements and visual appearance merge as one.



Art district and travel hub

The Quartier Belvedere Central is only a short distance from Vienna's city centre – this is another reason why it is so attractive and appealing as a business location. It is embedded in an area with modern infrastructure like the Central Station, green havens like the baroque gardens of Belvedere Palace and the Schweizergarten park, and cultural hotspots like the collection of classical modern art in the Upper Belvedere, avant-garde art in the Belvedere 21 Museum of Contemporary Art, and historical objects and collections in the Museum of Military History.



With every development project, our vision is to create real estate projects that are "green. smart. and more."

For travellers and shoppers

For individual travellers, the QBC has an underground car park with room for 679 vehicles, including charging facilities for electric cars and spaces for short-term parking. The overall mobility concept is complemented by ample indoor and outdoor bicycle parking. In the immediate vicinity of the QBC, there are several hotels, a wide range of restaurants and shops, physicians and healthcare facilities as well as local service providers like a post office and pharmacy. The two hotels in QBC 5 (Ibis and Novotel) alone have 577 rooms.

The neighbourhood is home to a well-balanced mix of supermarkets, food outlets and smaller shops. The BahnhofCity

complex at the Central Station has more than 90 shops and restaurants, all under one roof. Anyone seeking an even greater selection of goods and services can explore the neighbouring fourth district, Wieden, or Vienna's city centre. While the city centre exudes the flair of an international major cosmopolitan city and captivates visitors with the charm of buildings dating back to the monarchy and the unique architecture of the Ringstrasse, Wieden is an inviting place for a stroll. Here visitors will find narrow Viennese streets with a colourful mix of charming shops featuring lovingly selected products, specialities and distinctive designs.

Ecologically sound

"The QBC is Vienna's state-of-the-art office location. It is ecologically sound, located next to the Central Station, in the heart of the financial district, and has fabulous restaurants and parking spaces if you should decide to travel by car," says UBM CEO Thomas G. Winkler in his summary of the development. Technically, ecologically and economically sophisticated approaches played a highly decisive role in all projects, along with the prudent use of resources.

This is entirely in keeping with the guiding principle of UBM Development: "With every development project, our vision is to create real estate projects that are *green. smart. and more.*"

Heading south

Vienna's Südbahnhof railway station was always a busy place where people came and went. But it was also a place of longing – many travellers headed south from here.



VIENNA 1956.
SÜDBAHNHOF, NEWLY OPENED

VIENNA'S SÜDBAHNHOF AROUND 1875.
IT WAS ONE OF THE LARGEST RAILWAY PROJECTS
IN THE AUSTRO-HUNGARIAN EMPIRE.



The holiday railway station." This was the name given to the Südbahnhof by Viennese residents because it was their point of departure for many exciting journeys. These trips included summer excursions to the southern suburbs of the city, to the Bucklige Welt region, or to the Viennese mountains such as the Rax, Schneeberg and Semmering. People would travel to alpine pastures in Styria or to the Carinthian lakes, or even venture beyond the country's borders. From the Südbahnhof ("south railway station") they headed to the Adriatic, to Italy for a beach holiday, or to Trieste and Venice.

For well over a century, the Südbahnhof stood as a familiar city landmark. As a purely functional building from the historical past, it was not particularly loved or appreciated, but nonetheless brimming with life and energy as a busy hub of comings and goings. There were arrivals of students from the south of Austria and the first immigrant workers from Turkey and former Yugoslavia. But the station also served as the point of departure for long and often arduous journeys to far-flung and exotic destinations.

The dark underworld

At the turn of the 20th century, Austrian journalist and writer Karl Kraus (1874–1936) noted: "It's not that far to Egypt, but first you need to get to the Südbahnhof..." In the 1970s, the Viennese city authorities deftly routed the U1 underground line to bypass the Südbahnhof station. The railway platforms could only be reached from the U1 Südtirolerplatz station by traversing dark catacombs and seemingly endless corridors.

Until 2009, the Südbahnhof in the 10th Viennese district of Favoriten was the largest railway station in Austria. Its appearance was characterized by the two large wings of the station building, long lines of shunting tracks and extensive freight yards. The roots of the complex can be traced back to the Gloggnitz railway station, which was opened in 1841 and later also called the “first Südbahnhof”. In the immediate vicinity of Gloggnitz station, the Raab railway station was opened a few years later, in 1845. This was later also known as the Staatsbahnhof (“state railway station”) and finally the Ostbahnhof (“east railway station”).

It was not until 1957 that the Gloggnitz and Ostbahnhof stations were finally merged under one roof to form the Südbahnhof. The opening of the rapid transit railway (S-Bahn) followed in 1962. By then, the Südbahnhof had morphed into a sprawling railway station that extended over four levels – essentially making it three stations all rolled into one. Admittedly, this also made the building rather confusing to negotiate. To make matters worse, ongoing construction activity in the vicinity of the Südbahnhof ensured that the once relatively free-standing station building was increasingly absorbed and cramped by its urban surroundings.

LOCATED ON ITALY'S ADRIATIC COAST, TRIESTE WAS NOT ONLY ONE OF THE MOST IMPORTANT TRADING CENTRES FOR THE AUSTRO-HUNGARIAN MONARCHY, IT WAS ALSO A FAVOURITE DESTINATION FOR MANY VIENNESE PEOPLE.

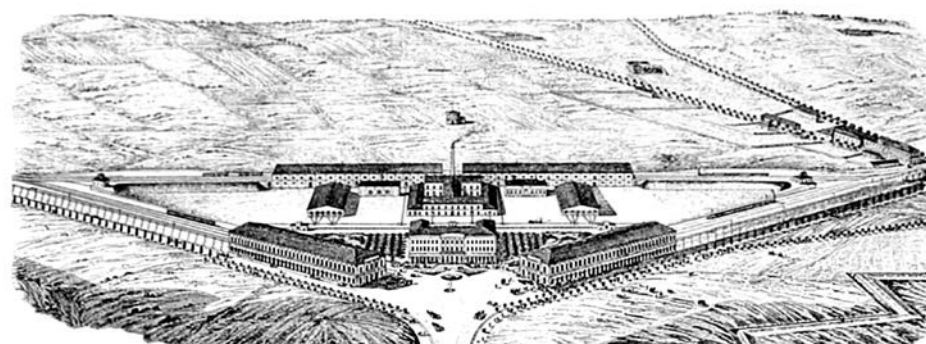
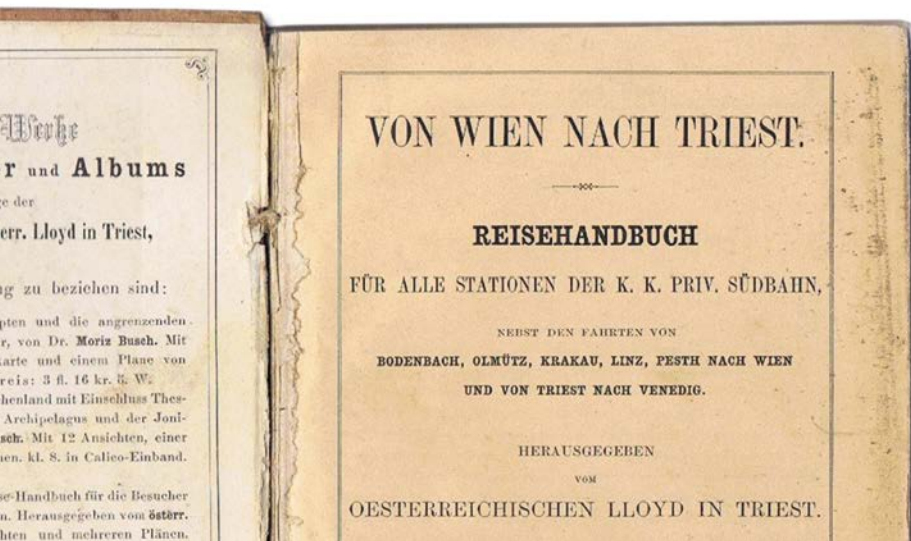


Abb. 184. Ansicht der Bahnhöfe der Wien-Gloggnitzer Bahn in Wien.

BUILT IN THE CLASSICAL STYLE AND STRUCTURED SYMMETRICALLY, THE RAAB (L.) AND GLOGGNITZ STATIONS (R.) SERVED AS THE NUCLEUS OF THE SÜDBAHNHOF.

Duel of the railway stations

But the Südbahnhof was also a haphazard agglomeration of railway engineering, randomly thrown together, and in many ways its development was a matter of chance. And it was ultimately upstaged by its smaller brother, the Westbahnhof, which, like the Südbahnhof, was a terminus station. After 1945, the western railway was simply more important than the southern axis. Furthermore, the Westbahnhof was also always a more attractive building than its southern counterpart.

For those with a sense of nostalgia for the Südbahnhof, the Wien Museum is now a must-see. The sign “Südbahnhof”, which dominated the entrance portal for many years, was donated to the museum by the Austrian Federal Railways (ÖBB) and adorned the front of the museum on Vienna’s Karlsplatz for a number of years until renovation work began. Carriage signs like “Vienna-Venice” also bear witness to the Austrian capital’s former “holiday station”.

VIENNA'S SÜDBAHNHOF WAS ALWAYS A PLACE OF ARRIVALS, SUCH AS FOR THE FAMILIES OF MANY "GUEST WORKERS" FROM FORMER YUGOSLAVIA AND TURKEY WHO EMIGRATED TO AUSTRIA IN THE 1970S. IN 1973, THE THEN 17-YEAR-OLD PHOTOGRAPHER ROBERT KOMAREK PROFILED THESE IMMIGRANTS IN A SERIES OF PHOTOGRAPHS AT THE SÜDBAHNHOF.



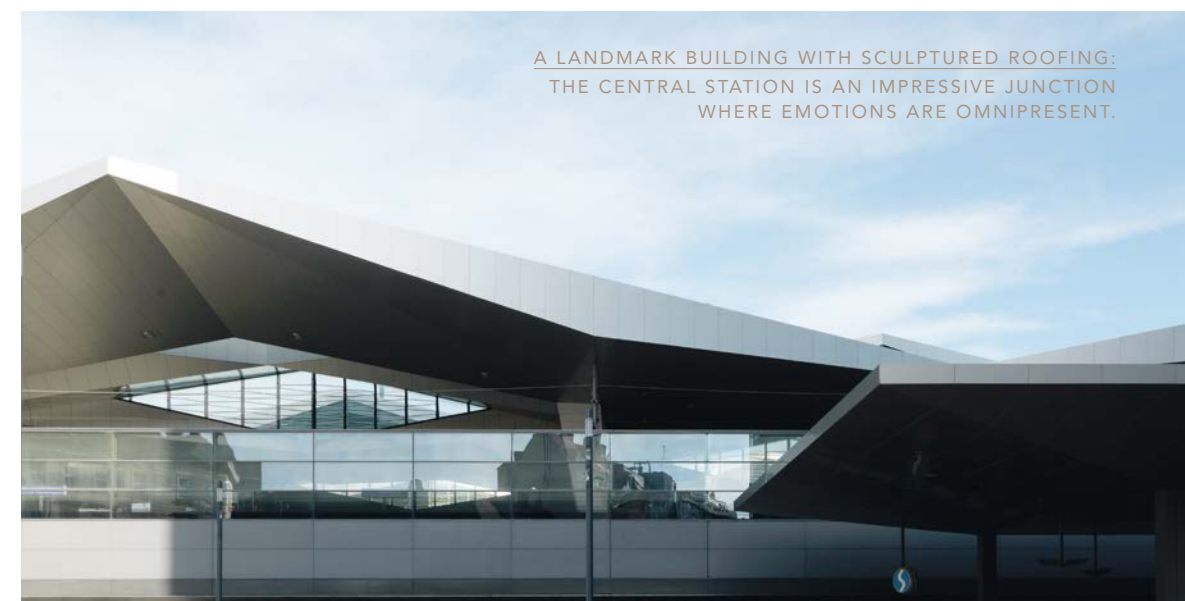
THE SPACIOUS CONCOURSE OF THE “MODERN” SÜDBAHNHOF (1956–2009) WAS CONSIDERED A “TEMPLE OF PROGRESS” OWING TO ITS BALANCED PROPORTIONS AND HUGE DIMENSIONS.

“It’s not that far to Egypt, but first you need to get to the Südbahnhof...”

Karl Kraus
Austrian journalist and writer

History moves on

On 12 December 2009, the multifaceted history of the Südbahnhof came to an end. This was the last official day of operations at the Viennese institution. The Südbahnhof was consigned to the annals of history. From now on, the future belongs to the Central Station and a completely new city district: the Quartier Belvedere.



A LANDMARK BUILDING WITH SCULPTURED ROOFING: THE CENTRAL STATION IS AN IMPRESSIVE JUNCTION WHERE EMOTIONS ARE OMNIPRESENT.

A tailor-made business location



“We decided to move into QBC 4 early on and have been totally happy with our decision since day one. The quality of our building, the surroundings and the transport links are simply superb!”

Peter Bartos
Partner at BDO Austria



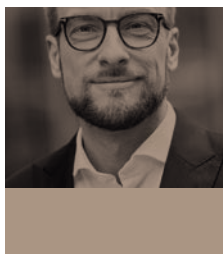
“The Central Station marks the emergence of a new urban area that ‘pulls out all the stops’, as they say! The Sonnwendviertel and the adjacent Quartier Belvedere are one of our best practice examples of modern and social housing that are the envy of the entire world. No wonder the German newspaper Süddeutsche Zeitung headlined one of its Vienna reports with the words: ‘What a great way to live!’

In the new district surrounding the Central Station – which was already a matter close to my heart when I was a city councillor for housing – modern apartments, business premises, offices, restaurants and venues for cultural and social activities have been established, such as CAPE10 – a place where people can meet and rekindle hope which was supported this year by the Catalan star tenor José Carreras with the proceeds of his farewell concert in Vienna.

According to the plan, this new urban area will serve as a workplace and home for 30,000 Viennese people. As a business location, the Quartier Belvedere Central is ideal – in large part thanks to the phenomenal transport connections! The proximity to the Schweizergarten and the Belvedere Park gives the area an oasis of green. And Vienna’s city centre is just a stroll away. Several day nurseries and schools within easy walking distance make it convenient to live and work in Vienna’s new ‘showcase district’.”

Dr. Michael Ludwig,
Mayor and Governor of Vienna

“We acquired QBC 3, completed in 2017, as a project development for the open investment fund ‘UniImmo: Global’. The property is a great example of a successful mixed-use concept. A new urban district has been created here, with a mix of offices, apartments, restaurants, culture and education that keeps this place lively around the clock, seven days a week. We intend to invest even more in such mixed-use, inner-city districts in the future.”



Broer Kalow,
Fund manager for UniImmo: Global, Union Investment



“The QBC has become one of the most sought-after locations in Vienna and EPH is pleased to own property in this district, with two office complexes. UBM has an efficient transaction team and the process went smoothly.”

Tomasz Dukala, CFA
*Member of the Board of Directors
EPH European Property Holdings Ltd.*

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