

CAMPO NOVO


RETAIL







The **new centre of commerce** of Lisbon's residents

MAIN FEATURES

 **80.000 sq.m**
Built Area

 **2 acres**
Gardens


 **3**
Apartment Buildings

 **245**
Apartments

 **4**
Office Buildings

 **A and LEED Gold**
Energy Rating


 **1 Supermarket**
+ 17 Shops

 **15**
Restaurants

 **7**
Catering Kiosks

 **Rooftops**
On All Buildings

 **Exclusive
Condominiums**

 **2.424**
Parking Spaces

More than just a combined real estate development, it's a **new Lisbon neighbourhood**





Location

Excellent – next to the intermodal transport hub

Buses local and regional

Subway

Car parks

Easy access to Lisbon's main roads



Potential

Residents (Campo Novo and surrounding areas)

Workers (offices)

Visitors (professional reasons, convenience, leisure)

RESIDENTIAL

Total Population — **18.000 people**

Total Dwellings — **7.900 people**

OFFICES

NOS and Jerónimos Martins — **7.500 people**

UNIVERSITIES AND SCHOOLS

Faculty of Sciences, University of Lisbon, Lusófona University, ISEC, Doroteias School, Moderno School, German School, Mira Rio School, Cambridge English Language School — **75.000 people**

SPORTS COMPLEXES

Alvalade XXI Football Stadium, Padel, Horse Riding Centre — **5.700 people/day**

HEALTH

Hospital Pulido Valente — **2.000 people/day**

Clínica CUF Alvalade — **1.000 people/day**

TRANSPORTS AND ACCESS ROUTES

Transport Hub (metro, coaches, buses and car parks) — **50.000 people/day**

Retail-dedicated car park — **1060 retail spaces + 800 public spaces**





Residents



DESCRIPTION

- Campo Novo Buildings**
- Neighbouring buildings**
10 min. walking

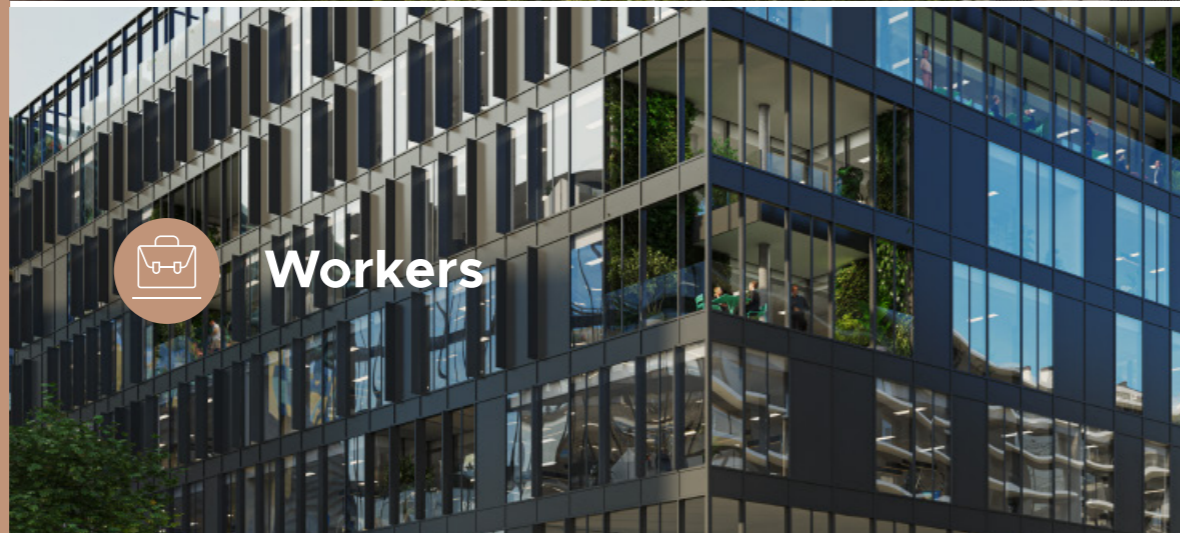
BEHAVIOUR

- Convenience services**
Shopping, meals (primarily dinner)
- Weekend leisure**

Upper and upper-middle class.
Daily use of convenience products and services.
Growth in delivery and take away services should increase demand for F&B on weekdays and weekends.



Workers



DESCRIPTION

- Office buildings**
- Companies** of surrounding areas
- Visitors** professional meetings

BEHAVIOUR

- Daily having lunch**
Groups or individually
- Relaxation** End of day
- Convenience services**

With so many options in one place, they can have lunch and end the day enjoying F&B offerings.
"Heavy users" value quality, diversified food, convenience services that improve day-to-day management of their lives.



Visitors



DESCRIPTION

- Professional reasons**
- Convenience**
- Leisure**

BEHAVIOUR

- Shopping or use of services**
- Meet people, meals.**
- Social interaction**
Day and night

Proximity to schools, universities, Alvalade XXI Stadium.
Meeting point for young people who value socializing, entertainment and low prices.
Potential visitors, mostly, in the afternoon and evening, to eat or drink.

Targets & Lifestyles

Essential pillars:
create **attractive
mix of stores**



Convenience

To be a **multiple-use destination** with multiple benefits throughout the **customer journey** before, during and after the visit.



EASY PATHWAY



Experience

To be a **vibrant meeting point** for a community of people with a desire for a life full of **enjoyable experiences**.



MULTISENSORY, EXCITING,
VIBRANT EXPERIENCE THAT LASTS



Stores mix
Convenience
+ F&B



Anchor stores

2 major stores

F&B

quality + variety

Stores

convenience



Anchor stores (x2)

Supermarket — attracts visitors

2nd anchor store (not yet disclosed)

Stores with larger areas: 4,700 sq.m (± 60% GLA)



F&B (Food Lab)

15 restaurants + 7 catering kiosks

- Wide range of restaurants and kiosks
- New healthy food concepts
- Spaces for events and pop-ups, show-cooking and other experiences

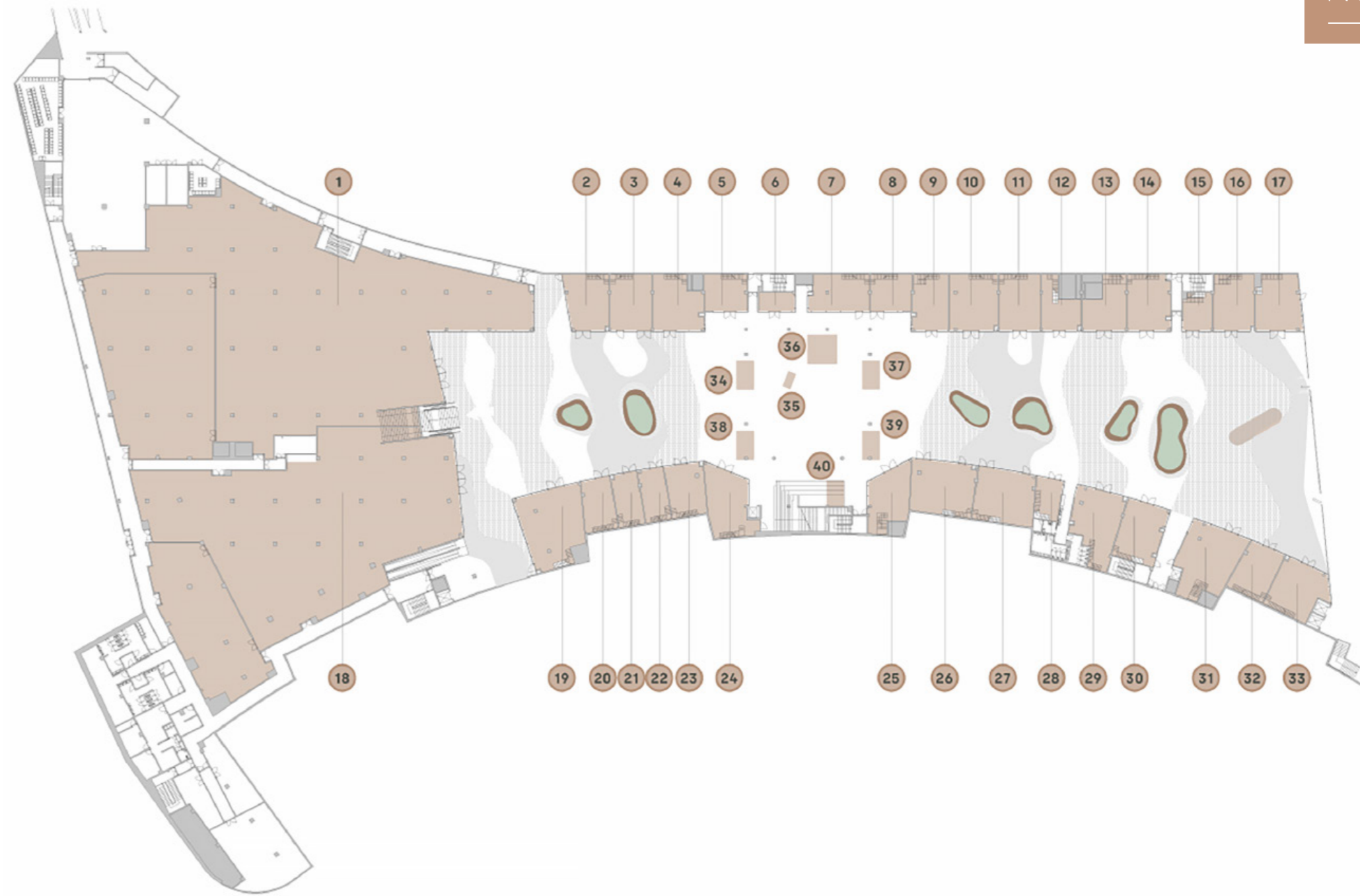


Convenience stores

Adapted to residents' consumption needs

Shops

- | | |
|--------------------|-------------------|
| 1 A01 — 2.742 sq.m | 21 L08 — 52 sq.m |
| 2 L05 — 89 sq.m | 22 R10 — 51 sq.m |
| 3 R09 — 88 sq.m | 23 R11 — 71 sq.m |
| 4 R08 — 95 sq.m | 24 R12 — 107 sq.m |
| 5 R07 — 61 sq.m | 25 R13 — 87 sq.m |
| 6 R06 — 28 sq.m | 26 R14 — 123 sq.m |
| 7 R05 — 86 sq.m | 27 R15 — 115 sq.m |
| 8 R04 — 59 sq.m | 28 L09 — 40 sq.m |
| 9 R03 — 74 sq.m | 29 L10 — 177 sq.m |
| 10 R02 — 103 sq.m | 30 L11 — 96 sq.m |
| 11 R01 — 88 sq.m | 31 L12 — 251 sq.m |
| 12 L04 — 63 sq.m | 32 L13 — 126 sq.m |
| 13 L03 — 74 sq.m | 33 L14 — 177 sq.m |
| 14 L02 — 92 sq.m | 34 Q01 — 18 sq.m |
| 15 L01b — 67 sq.m | 35 Q02 — 5 sq.m |
| 16 L01a — 148 sq.m | 36 Q03 — 30 sq.m |
| 17 L01 — 131 sq.m | 37 Q04 — 18 sq.m |
| 18 A02 — 1877 sq.m | 38 Q05 — 18 sq.m |
| 19 L06 — 163 sq.m | 39 Q06 — 18 sq.m |
| 20 L07 — 61 sq.m | 40 Q07 — 16 sq.m |





Auto alfacinha

Lisbon is a young girl and a maiden, says the fado song.

It is the homeland of the alfacinhas, say the people.

It is a city that is always new, according to the chronicles.

But to remain a maiden, this city-light needs to give birth to new neighbourhoods.

Stretch its arms beyond the seven hills.

To embrace new fields (*campos*).

Lisbon has always been enchanted by the countryside.

Campo de Ourique and Campolide are neighbourhoods.

Campo Pequeno and Campo Grande are a central square and park.

Campo Novo will be born to expand this centre.

It's a new neighbourhood for families to live in.

It's an innovative neighbourhood for entrepreneurs and companies.

It's a neighbourhood of renewed commerce to go shopping.

It's a new neighbourhood with an alfacinha heart.

Born to be a historic neighbourhood of Lisbon.

It's not yet a neighbourhood where you're from.

But it's a neighbourhood of where you'll be.

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SALES

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ARCHITECTS

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by Sona Sierra