

Marx Halle reloaded

Interested parties' competition



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Neu Marx has always been a project for pioneers. Individuals and companies believing in growth and success have located here. Meanwhile, more than 7,000 people work and live in Neu Marx, infrastructure and the catering sector are continuously being extended.

Over the next years, Neu Marx will continue to grow: on the former Vienna abattoir area, the Marx Halle will rise to new splendour amid a vibrant media, creative and research environment.

New scenarios for sustainable, creative and continuous use of the Marx Halle will be explored through an international investor selection procedure including user and operator search that will be launched in January 2017. It is planned to complete the procedure by August 2017 and commence with the implementation in 2018.

Fresh ideas for Neu Marx



The Neu Marx area is located between Schlachthausgasse, Rennweg, and Baumgasse and the adjacent South-Eastern bypass in Vienna's 3rd district. Since the nineteenth century, this area had been occupied by the municipal abattoir until the last operation was relocated in 2007 with the aim of developing the area into a leading Vienna business location. Already more than one hundred companies and institutions from the media and creative, research and technology sectors have located in Neu Marx, giving the location an urban character with excellent investment and development opportunities.

Marx Halle as the focal point

The listed Marx Halle (the former beef cattle hall) is a wrought iron structure that is temporarily used as an event venue. Expert planning processes have shown that while the Marx Halle adds life to the surroundings, it is insufficiently integrated in the public environment. It is envisaged to enhance this architectural gem (175 m long, 114 m wide) with a new mix of uses so as to increase its appeal and make it a star attraction for both Viennese and visitors from all over the world.

Vision “Marx Halle reloaded”

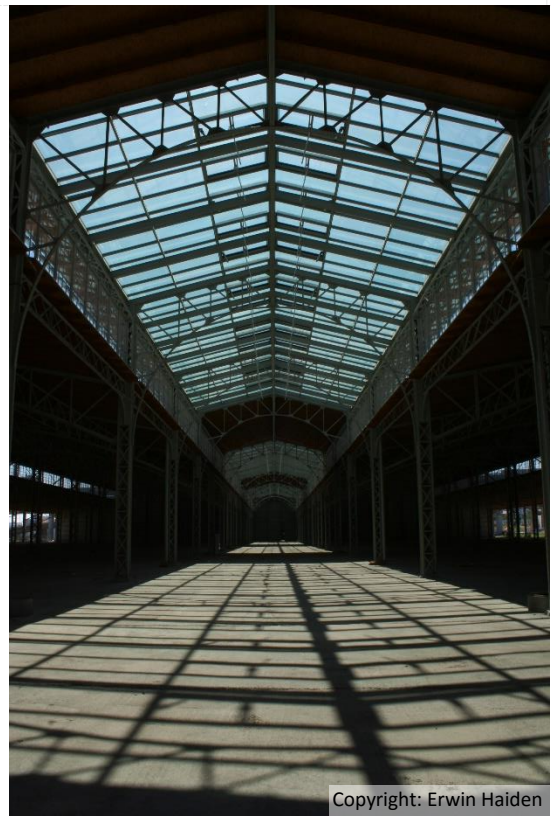
The goal of this process is to build an urban centre in which work and leisure blend, a place where people work, relax, network and pursue a multitude of other activities – a new hot spot for a variety of sectors and services also facilitating socio-cultural activities. What is envisaged is a conceptual redesign covering an area of 20,000 m² subdivided into various sections and incorporating a variety of actors. All of this is to be realized with a maximum of flexibility under the motto “Neu Marx – hier passiert Zukunft!” (~ Neu Marx - The future happens here). So, invest into the future!



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Who will be addressed?

Through an international competition for the selection of interested parties, new concepts for a sustainable, creative and continuous use of the Marx Halle are sought. The competition targets potential users and operators as well as possible investors who are interested in contributing to the vitalization of the Marx Halle and its surroundings.



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Users

In Stage 1 of the competition, **users** from a variety of sectors are sought who are interested in renting areas of 2,500 m² or more and want to be part of the creation of an urban centre in the Marx Halle, such as users from the creative, restaurant and catering, sports and leisure sectors.

Operators

In Stage 1 of the competition, also **operators** are sought who combine several users of a sector or a use segment (e.g. start-ups or service providers) and submit a proposal as a general tenant for one or several partial areas – possibly also with investment of own capital.

The users and operators submitting a proposal in **Stage 1** are evaluated by an expert jury to assess their capability of contributing to the vitalization of the area. Based on this evaluation, the jury recommends interested users and operators for consideration in Stage 2 of the competition (investor selection).

Investors

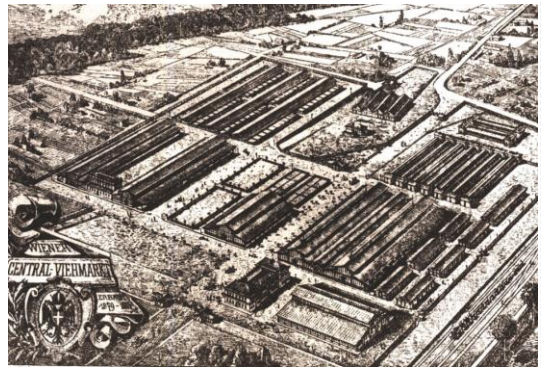
Parallel to the search for users and operators, Stage 1 already also includes an invitation of **investors** to express their interest in implementing and financing an overall concept for the Marx Halle. The user and operator proposals recommended by the jury are made available to interested investors in **Stage 2** in which the interested investors are asked to propose an overall concept to be realized by them.

History meets future

In 1877, the Vienna city government decided to expand the central slaughter cattle market in St. Marx and add new buildings. The building contract was awarded to the architect and main contractor Rudolf Frey based on his overall project design. The central building, the “Rinderhalle” (beef cattle hall) was the first wrought iron structure in Vienna and characterized by a lightness of construction that presented a huge advance at the time. Iron and glass were used for the elements enclosing the inner spaces. All buildings were constructed in a combination of brick and iron.

During World War II, the buildings suffered extensive damage and were later restored based on the old plans. In the 1960s, the separate buildings accommodating the slaughter cattle market, the beef cattle abattoir, the pig abattoir and a special abattoir for export were no longer appropriate. A new abattoir centre was constructed and parts of the previous buildings were decommissioned and condemned. However, the planned demolition met with opposition, and protesters occupying a building temporarily used for events (“Arena”) demanded the official conversion of the former abattoir into an arts centre.

In 2006 and 2007, the building enclosure of the central Marx Halle was refurbished by WSE Wiener Standortentwicklung GmbH. Between 2011 and 2014, a building use scenario was elaborated and first steps such as the refurbishment and extension of the infrastructure were taken.



Overall view of the slaughter cattle market area



Gate

Current temporary use

Currently, the Marx Halle property is let to an operator (until 30 June 2017) and used for concerts, exhibitions, trade fairs, cultural events, galas and celebrations. In the left hand front corner, the Globe Wien theatre was built, which has been used for cabaret shows by Michael Niavarini and others.



Globe Wien theatre

Future meets innovation

Old and new

Today, preserved brick buildings provide a historical backdrop of exciting examples of modern architecture in an area located in close vicinity to the inner city that offers direct connections to a number of public transport services, the South-Eastern bypass A23, and the motorway A4 leading to Vienna International Airport. One of the first new buildings and the flagship property of the new development was the headquarters of the mobile phone operator T-Mobile, the *T-Center* (7).

The *Vienna Biocenter* (VBC/15) houses science and research facilities and is being developed into an important biology cluster for Europe, providing work for about 1,700 scientists and students. In 2016, a new building of the Research Institute of Molecular Pathology (IMP) was erected in Viehmarktsgasse. Another project is already planned for Schlachthausgasse 43, where the *Biologiezentrum Universität Wien St. Marx*, the biology centre of the life sciences faculty of the University of Vienna (17) will locate. Currently, a competition is underway for the realization of the new build, with construction to start in mid-2018.

Solaris (12), *Marxbox* (14) and *Media Quarter Marx* (MQM / 9, 10, 11) are upscale properties providing a unique place to work for a large number of businesses, primarily from the media and creative industries, for instance the largest Austrian private TV group ProSiebenSat.1 PULS 4, the echo medienhaus, the Wiener Zeitung newspaper and others. In MQM 3, the Vienna Business Agency offers subsidized space for start-ups and small-scale businesses.

A variety of cafés, bistros and restaurants, several company nursery schools, a *multi-storey car park* (4), the Austria Trend Hotel Doppio at Rennweg and the *Robert-Hochner-Park* (13) complement the infrastructure. The *Doppio building* (6) also accommodates numerous offices.

Neu Marx still offers ample space for further developments. On an area of 60,000 m², WSE focuses on the combination of working and living. With in-depth planning processes, WSE sets the course for the future.

“Neu Marx reloaded” and “Neu Marx gemeinsam gestalten”

These are the official titles of the two planning processes that define the parameters of the future strategy. WSE has properties of a substantial size, such as the 40,000 m² large area in *Karl-Farkas-Gasse 1* (2) which is currently used for intermediate purposes. Two other plots, *Marxquadrat* (5) and *NXT Marx* (3) are likewise located in the immediate vicinity of the Marx Halle. In the “Neu Marx gemeinsam gestalten” (Shaping Neu Marx together) planning process, the options for use and new builds for the future development have been identified. The results will be available to all interested parties in the data room. The next step will be a masterplan which will serve as a basis for the new land-use and development plan.



Location

The Neu Marx area is situated in Vienna's 3rd district Landstraße close to the city centre. Thanks to this central location and good connectivity, it has an extraordinary urban character. The underground stations Erdberg and Schlachthausgasse are within five minutes' walking distance. The area can also be reached by the nearby tram lines 71 and 18.

The Marx Halle – the listed “heart” of Neu Marx – is 175 m long and 114 m wide. Temporarily used as an event location, the Marx Halle is envisaged to become the central venue of public life. With this in mind, a small-scale activation of the Marx Halle building is intended with the aim of bringing about an urban mix of cultural and creative enterprises, start-ups, service providers, commercial and small-scale businesses, common areas, sports and leisure facilities and much more.

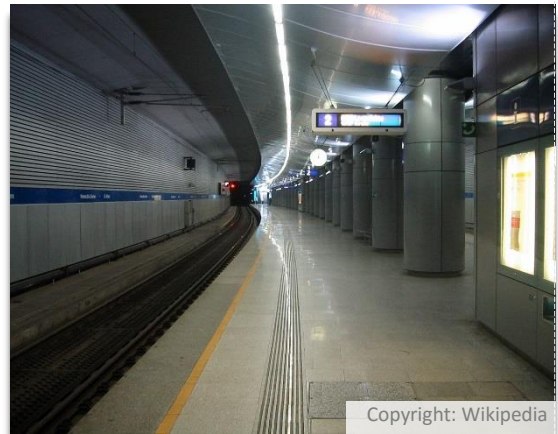


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Impressions of the environment



Prater



Sankt Marx light rail station



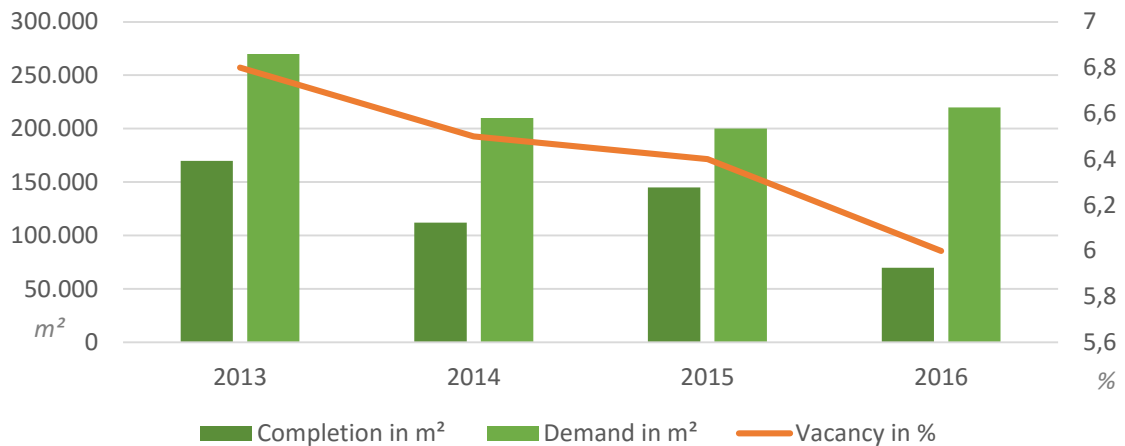
Gasometer City



T-Mobile Austria (T-Center)

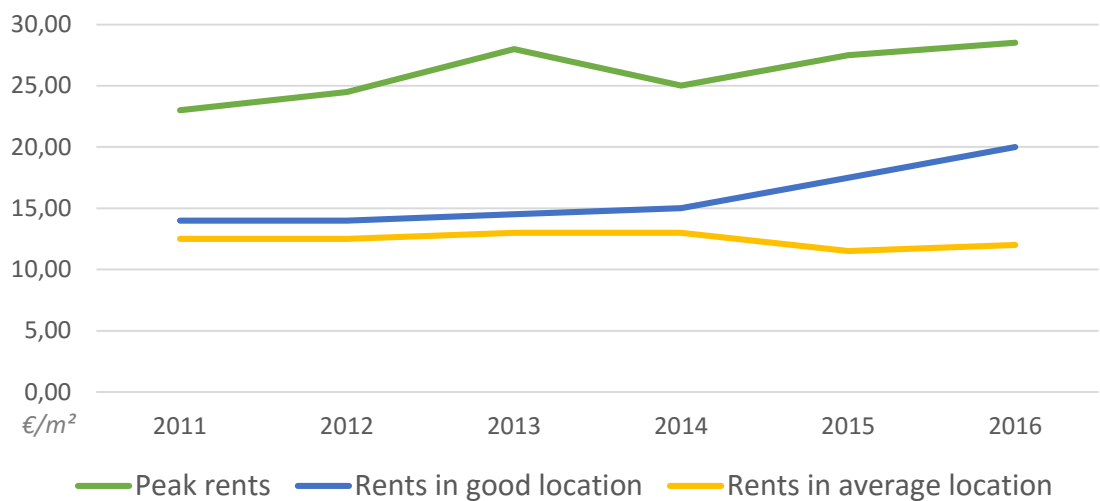
Current office market situation

Office premises – development of supply and demand



BAR bareal Immobilienreuehand GmbH (2016 & 2015): Wiener Büromarktbericht
EHL Immobilien GmbH (2016): Büromarktbericht Wien | Herbst 2016

Office premises – development of rents

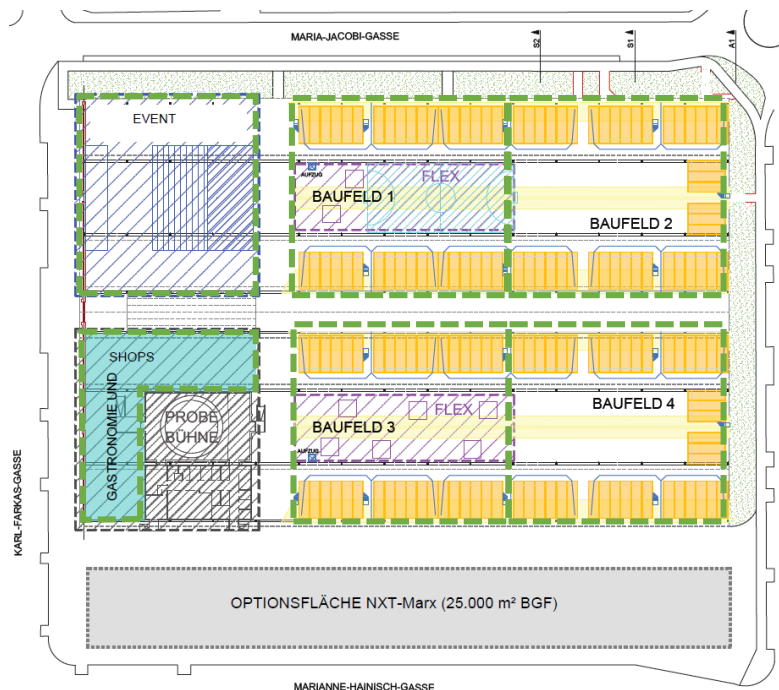


BAR bareal Immobilienreuehand GmbH (2016 & 2015): Wiener Büromarktbericht
EHL Immobilien GmbH (2016): Büromarktbericht Wien | Herbst 2016

Proposed conceptual design

The unique ambience of the listed Marx Halle is to be subdivided into seven construction sites. Apart from restaurants and retail stores, the rehearsal stage of Vereinigte Bühnen Wiens and an event area, four sites will be available for the creation of useable areas of 2,000 m² to 3,000 m² each.

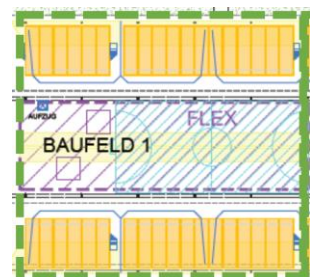
The focus will be on accommodating start-ups, co-working spaces, retail stores, service providers, fitness studios, innovative businesses and other facilities. For the sites 1 to 4, the feasibility study showed a gross floor area (BGF) of 12,141 m² and a net floor area (NGF) of 10,344 m².



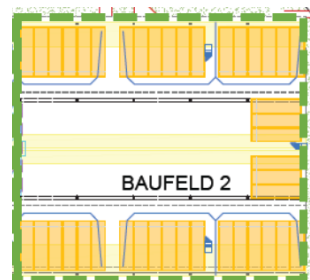
Proposed conceptual design: possible investment units

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Site 1: Located at the heart of the Marx Halle, this area is suitable for a variety of uses. Special benefits are the immediate vicinity to the event area and the location along the pedestrian way linking Rennweg with the development area on Karl-Farkas-Gasse 1. A total floor space of approx. 3,100 m² will allow the creation of approx. 2,284 m² of useable area accommodating e.g. sports and leisure activities, educational institutions, show and sales rooms, wellness services etc. An option might be the use as playing field with a flexible sports area (e.g. with artificial turf or the like that can be installed and removed as needed).

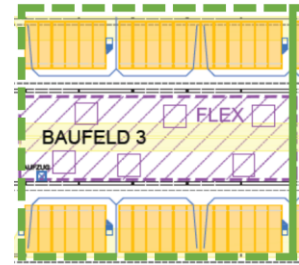


Site 2: Located at the rear end of the Marx Halle, this site offers approx. 110 m of view to the public road space of Maria-Jacobi-Gasse and Hermine-Jursa-Gasse. Thanks to its proximity to the car park with its 540 parking spaces, site 2 offers ideal conditions for uses attracting driving customers. The direct daylighting from Hermine-Jursa-Gasse allows the erection of a total of four floors with a total of up to 2,888 m² of useable area suitable for continuous occupation by people.

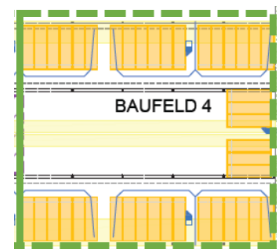


Proposed conceptual design

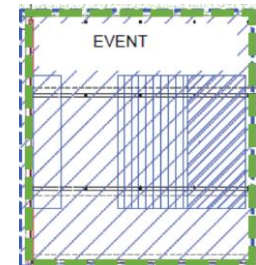
Site 3: Adjoining the catering area and located along the optional area NXT Marx, site 3 with its approx. 3,100 m² offers ample space for innovative projects. The main and cross passageways promote the development of a hub, with a key impact on customer frequency. This way, a central point in the Marx Halle can be created which can be linked with a flexibly designed part of the main aisle. Examples include smaller craft enterprises with shops or the like. With full development on the ground floor, approx. 1,100 m² of open space can be used for markets, exhibitions, etc.



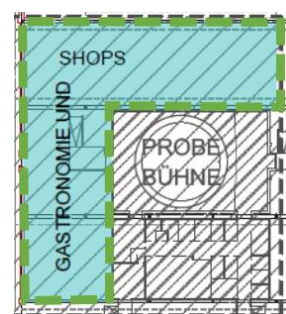
Site 4: Site 4 in the rear section has two sides allowing a view outside. Erecting up to 4 floors will allow the creation of a total of 2,888 m² useable area with daylighting (same as site 2). This area would hence be suitable for the construction of units for start-ups and co-working spaces that could, for instance, benefit from customized floor-to-ceiling heights (e.g. for laboratories, storage facilities and the like).



Event area: At the location of the Globe Wien theatre, it will also in the future be possible to hold events for up to 1,500 people. The existing image of the site will prove an additional benefit. The proposed uses may also include events with access for the public.



Catering and retail area: Between the event area and the rehearsal stage of Vereinigte Bühnen Wiens, approx. 1,280 m² will be available for restaurant and catering and retail use. This space would be ideal for the realization of innovative projects and unique ideas for Vienna.

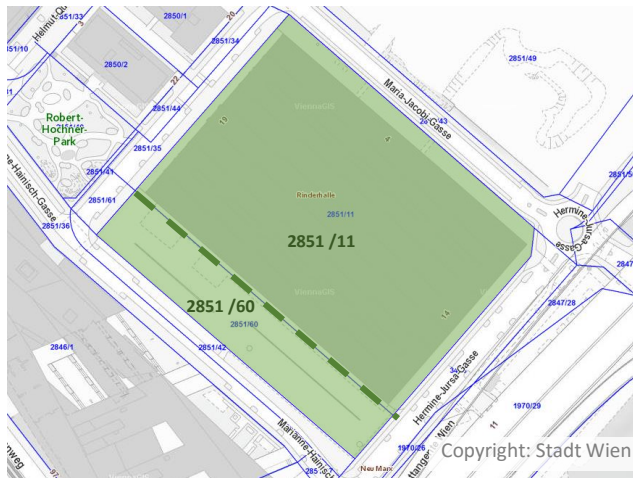


Rehearsal stage: The rehearsal stage (Probebühne) of Vereinigte Bühnen Wiens will be erected from April 2017 to July 2017 and will not be accessible for the public. So, while forming part of the ensemble, the stage will not have any decisive impact on the mix of uses in adjacent areas.

Optional area NXT Marx (EZ 4480, KG 01006): The adjoining land between Marx Halle and the T-Mobile building has a size of approx. 6,000 m² and allows the creation of a gross floor area of approx. 25,000 m². The property can therefore be seen as an ideal complement to the envisaged use in the Marx Halle. Interested parties are invited to submit concepts and indicative offers for this area in combination with their submission for the Marx Halle.



Plot data - existing situation



Extract from the cadastral map

Plot area Marx Halle

Owner: Immobilienentwicklung St.Marx GmbH (subsidiary of WSE)
Address: Karl-Farkas-Gasse 19, 1030 Wien
Plot number: 2851/11
Size: approx. 20,000 m²
Dedication: GB BG II g
Land register entry no.: 4366; KG 01006

Plot area NXT Marx

Owner: Immobilienentwicklung St.Marx GmbH (subsidiary of WSE)
Address: Karl-Farkas-Gasse / corner of Marianne-Hainisch-Gasse, 1030 Wien
Plot number: 2851/60
Size: approx. 6,000 m²
Dedication: GB BG V 23m g, GB BG II g
Land register entry no.: 4480; KG 01006

Planning law baseline



Extract from the land-use and development plan

According to the land-use plan, the Marx Halle is classified as GBBG II which designates mixed building land with primarily commercial/industrial use. Class II defines a minimum building height of 2,5 m and a maximum building height of 12 m as well as closed coverage.

NXT Marx is likewise classified as GBBG in the land-use plan but partly as Class II and Class V with a higher permissible building height of max. 26 m. In total, the current classification allows the creation of approx. 25,000 m² of gross floor area (BGF) on the plot.

Supervision of the procedure

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- January 2017 -