

MIXED USE AS A FUTURE-ORIENTED MODEL

Rapid market developments, changes in usage habits, demographic change and ongoing urbanisation present retail companies such as METRO with new challenges. Not only have the retail concepts and formats changed over the past few decades – so too have the demands made of the retail properties that METRO PROPERTIES develops.

Minhang, Shanghai, China
METRO Cash & Carry store,
mixed-use concept



Solutions for megacities

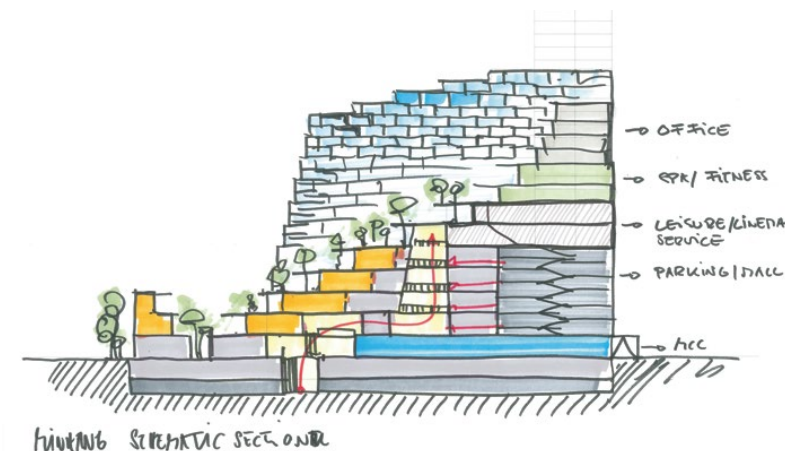
What will living and working look like in the future? Where will these activities take place? Mixed-use concepts are an answer to changing living conditions in the urban context. In the growing metropolises of China, Turkey, Russia and India, METRO PROPERTIES is focusing on bringing various functions and areas of life together under one roof.

This includes the areas of retail, residential space, office space, hotels and entertainment. The combination of horizontal commercial space with residential and office space results in the development of new centres – ‘cities within cities’.

Functional, holistic concepts

In cooperation with the sales lines, METRO PROPERTIES develops strategies that facilitate the best possible use of the locations. This requires a visionary approach that anticipates developments in public spaces, as well as professional property management, in order for all the key business and management processes to run smoothly – from goods logistics to waste management.

Mixed-use concepts aren't just an economically successful model – in a world of increasingly flexible lifestyles, they also contribute to community building. As such, they play an important part in the development of modern megacities.



The mixed-use model concepts reflect urban diversity. Living, working, leisure activities, lifestyle and retail – everything is gathered together under one roof or in one neighbourhood, offering attractive new prospects for operators and users.

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