

first vienna residential market report

edition

2023

BUWOG



Every new situation calls for
new architecture. — Jean Nouvel



Dear Reader,

Pandemic aside, new challenges for the real estate industry dominated in 2022. Inflation, price hikes, energy crisis, new lending regulations, and the war against Ukraine have left their mark on the market.

The year 2023 will also put many businesses and companies to the test across the gamut of industries and specialisations with increased real estate costs reflected in temporarily postponed construction kick-off dates, which may exacerbate the supply situation even more.

Even so, the Viennese housing market still holds plenty of potential for developers thanks to consistently high demand. We are pleased to provide a broad and deep overview of current developments, trends, and opportunities in our eleventh edition of the *First Vienna Residential Market Report*, a joint publication by BUWOG and EHL Immobilien.

The past decade has seen our report grow into an established and relevant reference work, one that has gained even more significance in the face of all the change and uncertainty in recent times. The wealth of content in the Residential Market Report provides wide-ranging benefits. We have generated our comprehensive market expertise using annual data collection and research, incorporating the data directly into our projects and services; the main beneficiaries are our customers and

business partners. Apart from that, the report provides a solid source of information for the many apartment seekers in Vienna also anticipating exciting project completions in 2023, and no less importantly, city planners, municipal departments, scientific institutions, institutional investors, and other stakeholders.

Last year's completion boom warrants a fresh analysis of market activities alongside a risk and opportunity analysis as never before, especially with regard to the globally tense economic situation together with changes in housing and living habits as well as new requirements on residential real estate.

Despite the new challenges, the Vienna housing market still holds plenty of potential for developers thanks to consistently high demand.

We have every reason to look forward to what the New Year has in store for us, and wish you an exciting read as well as a successful 2023 on the Vienna housing market.

Yours sincerely,



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Vienna is growing

Vienna has been seeing an increase in residents year on year, each year adding to the residential space requirement.



Vienna's districts in detail

Each of Vienna's twenty-three districts has its own special character, this affects construction activity and real estate supply.



Superb references

BUWOG Group GmbH and EHL Wohnen GmbH have an exciting array of real estate projects in store.

The future human habitat

Pleasantly cool in the summer, cosy and warm in the winter – a dream home? This is already a living reality in many of Vienna's residential buildings.

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Living in happiness



Founded more than seventy years ago, **BUWOG Group GmbH** has established a firm position as a successful company on the Austrian residential real estate market. A number of factors have contributed to the company's extremely successful positioning. Planning, construction, utilisation and management of apartments and entire properties have always benefited from the expertise and experience of BUWOG.

Our company has **solid foundations** with unique know-how accumulated and continuously extended over many years in every area of construction and housing.

Our business model is based on three pillars and business areas: portfolio management, unit sales, and project development; these form the basis of our diverse range of services while covering the entire value chain in the Austrian housing sector in equal measure. To this end, we place top priority on satisfying the high expectations on quality of our customers.

Our high-quality real estate portfolio at BUWOG Group GmbH currently encompasses 21,413 units in Austria as well as around 6,660 residential units in development mainly located in Vienna.

Numerous awards – national and international – reflect our successful activities on the real estate market, which are especially due to the contribution made by our 399 employees. Our employees bring our capabilities, commitment, and professionalism shared by our team to the fore.

We at BUWOG Group GmbH have been a wholly owned subsidiary of Bochum-based Vonovia SE, Germany's leading housing company, since January 2019.



We live for real estate

EHL Wohnen GmbH is part of the EHL Immobilien Group and one of the leading estate agents in Greater Vienna. Apart from arranging rented, occupier-owned and investment contracts as well as brokering land and houses, the company operates in property development consulting for developers with advice on planning and marketing for their projects.

EHL Immobilien was founded in 1991, and is one of Austria's leading residential property service suppliers with around two hundred employees specialising in residential, commercial, and investment properties.

Our range of services extends from estate agent services and property valuation to property and construction administration; asset, centre and portfolio management; and market research and investment consulting.

EHL has received many awards. These include the IMMY quality award from the Vienna Chamber of Commerce that the company has received eleven times in a row. EHL has also received twelve Cäsar awards, and has been named Austria's greatest real estate brand, again eleven times in a row.

In 2022, EHL arranged about 1,850 residential unit deals (rental, property, investment) and 49,000 square metres of office space, commanding a total transaction volume of 1.47 billion euros. The annual volume from the fast-growing property valuation segment amounts to around 18 billion euros. Apart from that, EHL manages properties in a variety of asset classes at a total of around 2.1 million square metres. The company's exclusive partnership with the BNP Paribas Real Estate global service provider secures a global framework for the EHL Group with market know-how in thirty-two countries.



Ideally, modern architecture is
always about people. — Richard Meier, architect

The ownership structure on the Viennese housing market is unusual compared to Austria's other eight federal states. Vienna has around 926,000 apartments considered occupied, with around 76 percent of households in rented accommodation. Of these rental apartments, 43 percent are owned by the City of Vienna or non-profit housing associations, making an important contribution to social housing in Austria's capital.

The percentage of owner-occupied apartments in Vienna and Austria is almost equal – however, in comparison to other types of housing, owner-occupied apartments are less common on the Viennese market. Single-family homes constitute the most popular form of housing in Austria but occupy rather a small proportion of housing options in Vienna due to the urban structure.

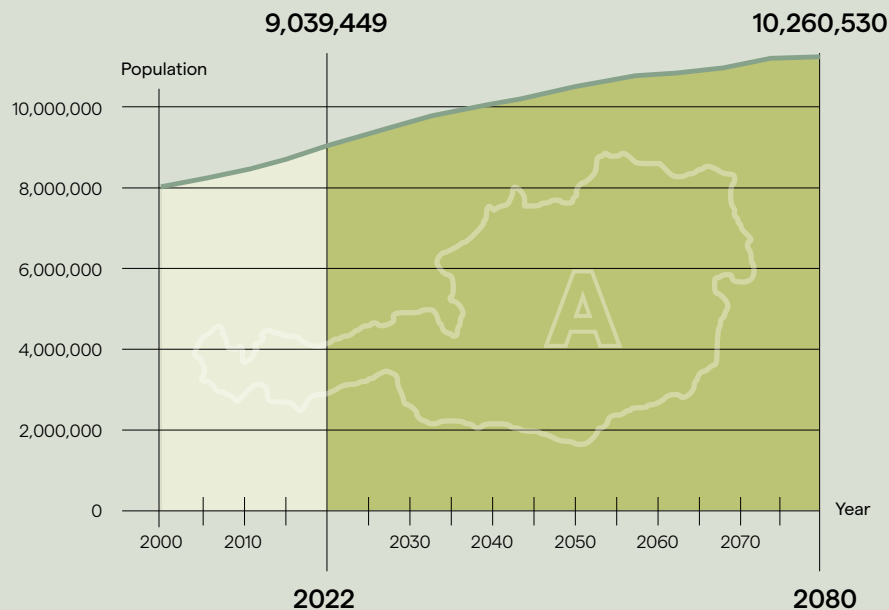
Housing stock 2022	Vienna	Austria
	Absolute figures	Absolute figures
Total apartments as main residence	926,000	4,019,700
Owner-occupied houses	55,560	1,483,269
Owner-occupied apartments	120,380	442,167
Rented	703,760	1,688,274
Social housing	203,720	277,359
Cooperative housing	194,460	663,251
Other rentals	305,580	747,664
Other	46,300	405,990

Source: Statistics Austria, deviations possible due to rounding differences

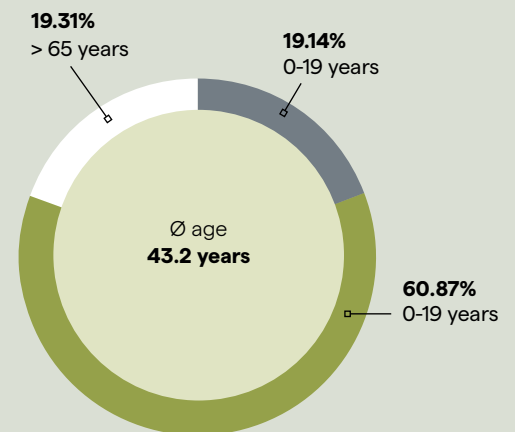
demographics of austria

A total of 9,039,449 people lived in Austria in 2022 with current forecasts pointing to further growth. This is due to the well-developed infrastructure, comprehensive social benefits, and high-quality leisure activities available in Austria. Austria offers a colourful variety of residential housing and human habitats that are highly appreciated by locals, newcomers, and investors.

Demographic outlook for Austria 2022 to 2080



Age profile of population as at January 1, 2022



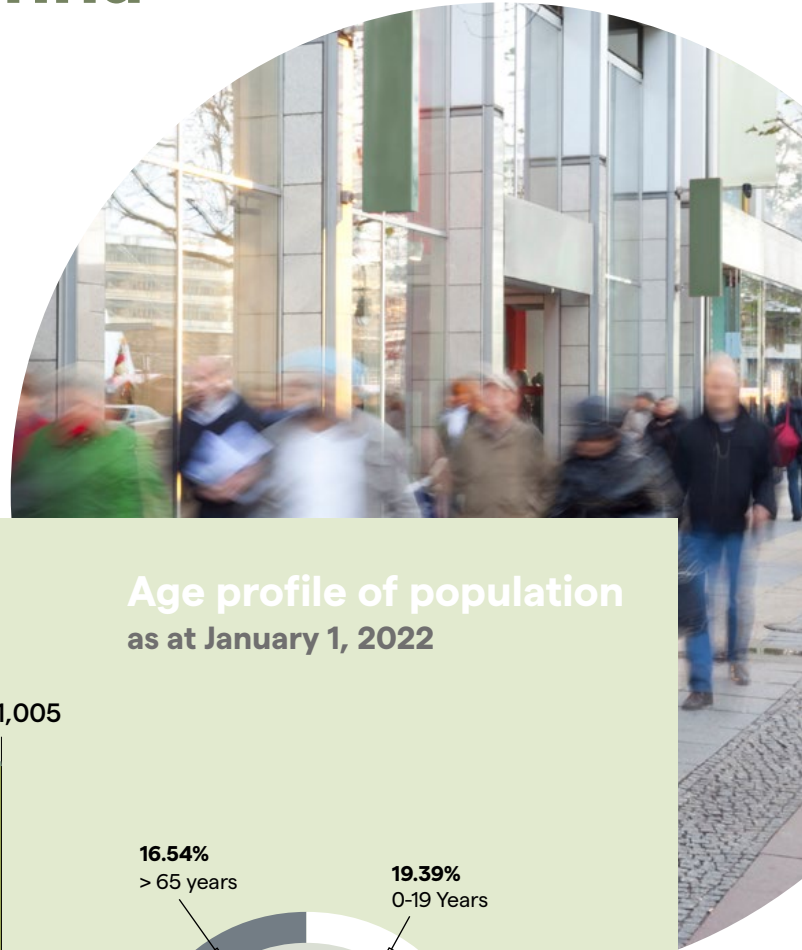
Forecast to 2080

- This corresponds to an **increase by 13.5%.**
- **28.9% of the population** will be 65 years or over.
- The number of people below the age of 20 **will fall to 18.8%.**
- In 2080, **more than 10 million people** will be living in Austria.

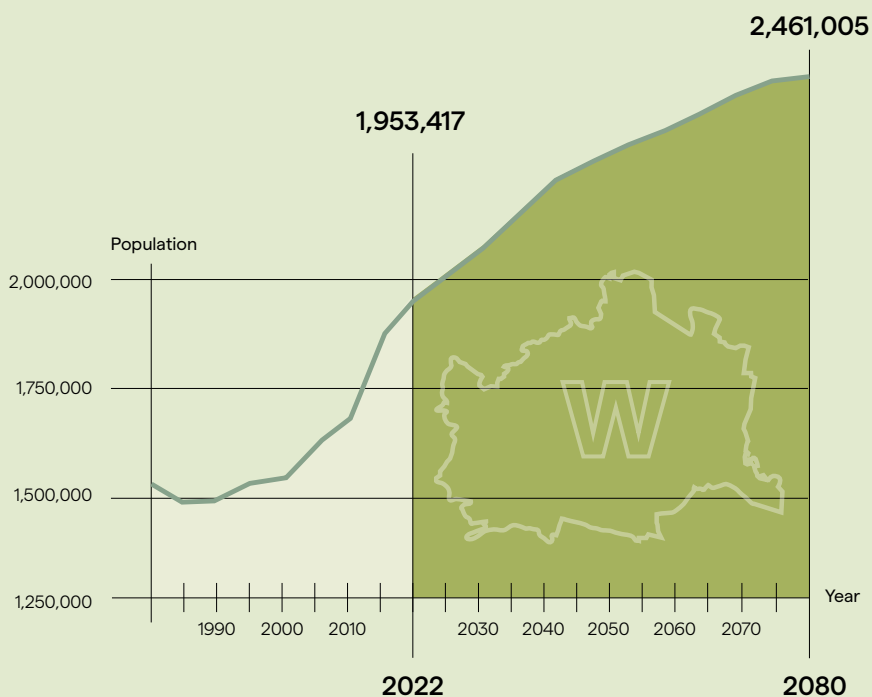
demographics of vienna

11

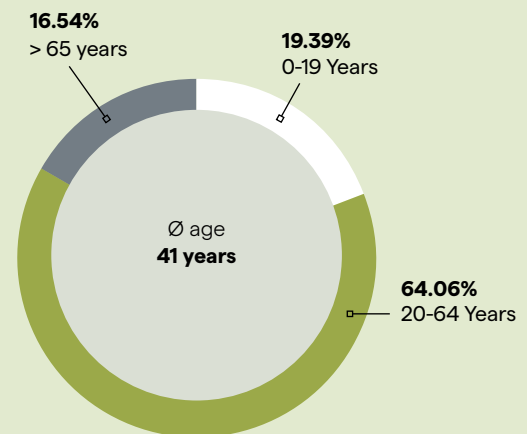
The two-million mark is drawing closer and will be reached by 2028 according to the latest population forecast. Vienna welcomes more residents every year, which translates to an additional need for living space every year even if the growth spurt temporarily has been slowing down somewhat in recent years.



Demographic outlook for Vienna 2022 to 2080



Age profile of population as at January 1, 2022



Forecast to 2080

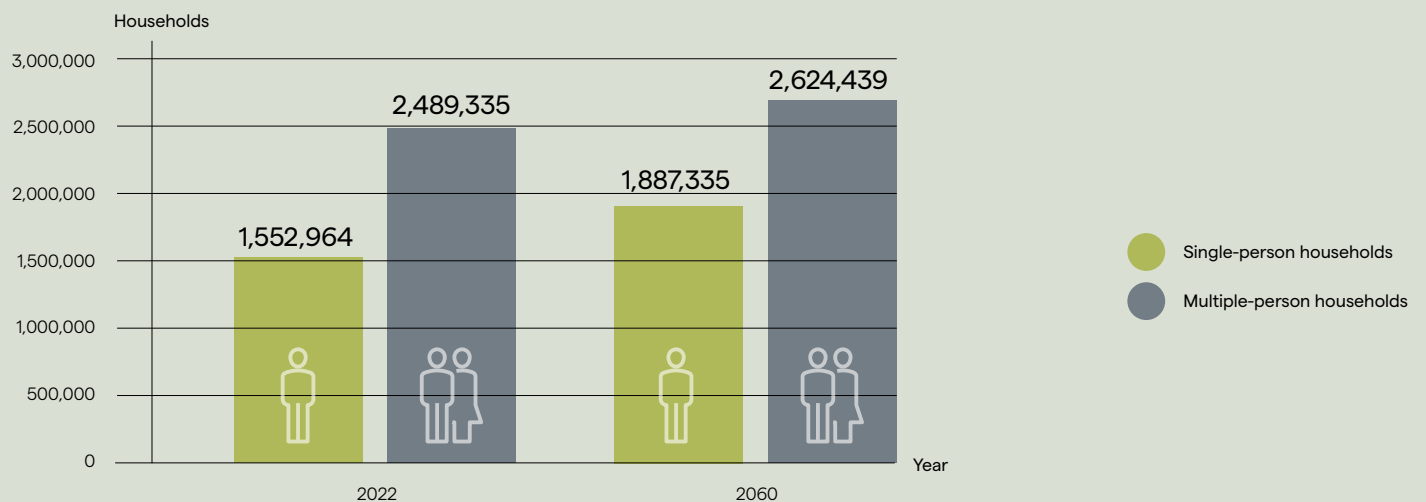
- In 2080, approx. **2,582,968 people** will be living in Vienna.
- This corresponds to an **increase by 26%.**
- **25.9% of the population** will be 65 years or over.
- The number of people below the age of 20 **will fall to 17.9%.**

households in austria

The trend towards smaller households continues unabated despite the popularity of single-family homes in Austria: the average Austrian household had 2.19 members in 2021. The number of private households will **reach 4.5 million in 2050 and the proportion of single-person households will increase to 41.5% by 2050** according to a forecast by Statistics Austria. This development combined with a looming climate crisis will make a new approach to urban development inevitable.



Private households in Austria Forecast for single and multiple-person households 2022 to 2060

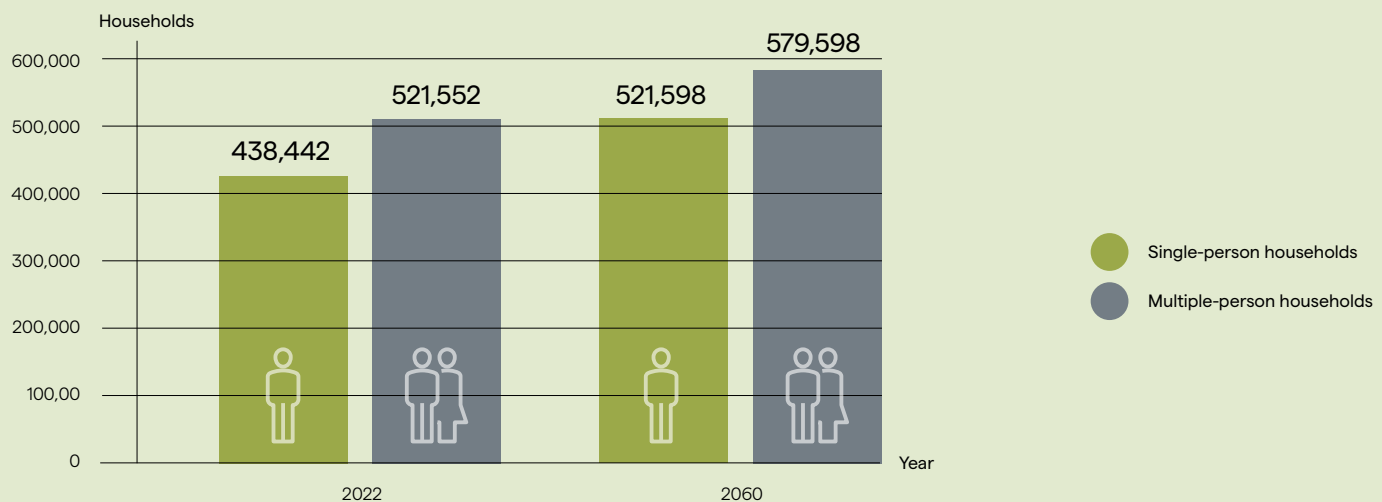


Forecast to 2060

- One-person households: **up by 21.53%**
- Multi-person households: **up by 5.43%**
- Private households: **up by 12.06%**

Austria's capital had 959,994 private households in 2021 at an average of only 2.02 members per household. The trend towards ever smaller households is also becoming apparent in Vienna, explaining the increasing need for new apartments to be covered by increased construction.

Private households in Vienna Forecast for single and multiple-person households 2022 to 2060



Forecast to 2060

- One-person households: **up by 18.97%**
- Multi-person households: **up by 11.13%**
- Private households: **up by 14.71%**
- **Around one million households** in Vienna by 2030

sinus-milieus®

Sinus-Milieus® constitute a model that groups people according to their basic attitudes and lifestyles.

Sinus-Milieu groups differ with regard to their consumer behaviour, lifestyle, and living environment.

traditional milieus

Conservative Established

The old structurally conservative elite: classic ethics of responsibility and hard work as well as claims to exclusivity and status; optimistic attitude, high self-confidence, desire for order and balance

Traditionals

The older generation with a longing for law and order: anchored in the petty-bourgeois and traditional blue-collar culture; unpretentious adaptation to need

central milieus

Nostalgic Middle Classes

The system-critical erstwhile middle class: desire for stable conditions and appropriate status together with criticism of prevailing conditions; overwhelmed by, and apprehensive of, social decline, feeling of being left behind by the current political and media mainstream; longing for the "good old times"

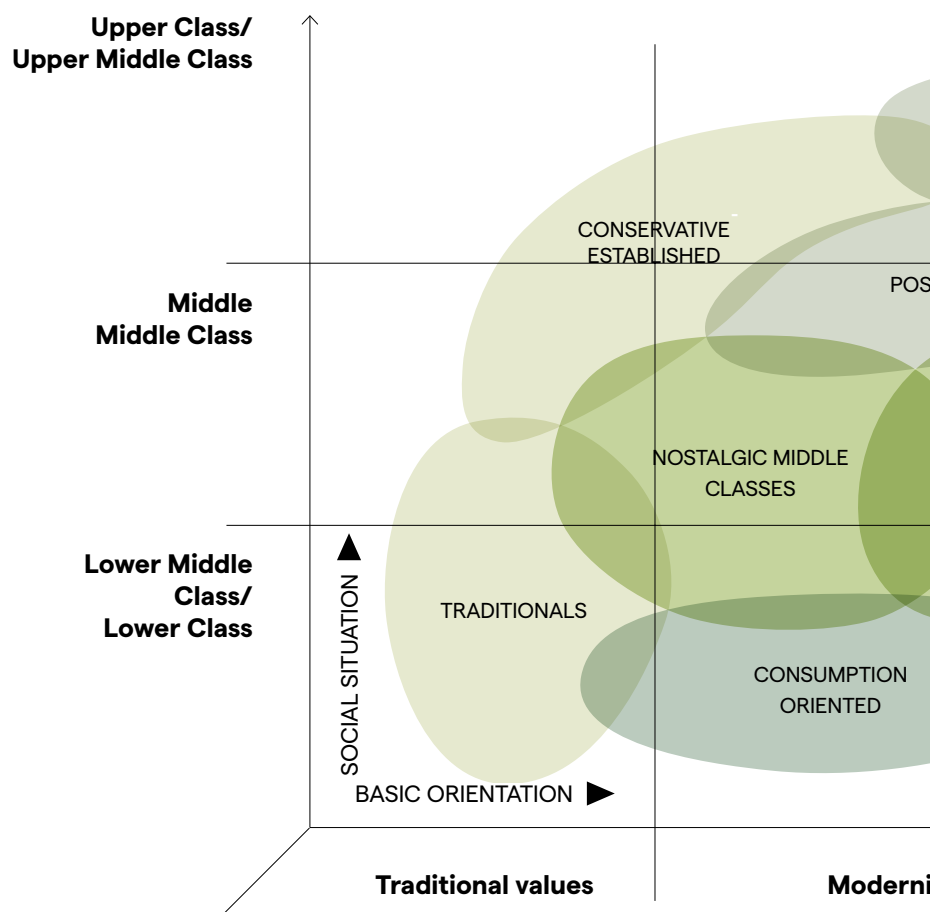
Adaptive Pragmatists

The flexible benefit-oriented mainstream: distinctive pragmatism as an approach to life, high degree of willingness to adapt and work hard; utilitarian philosophy, but also a desire for fun and entertainment; pronounced need for roots and belonging

Progressive Realists

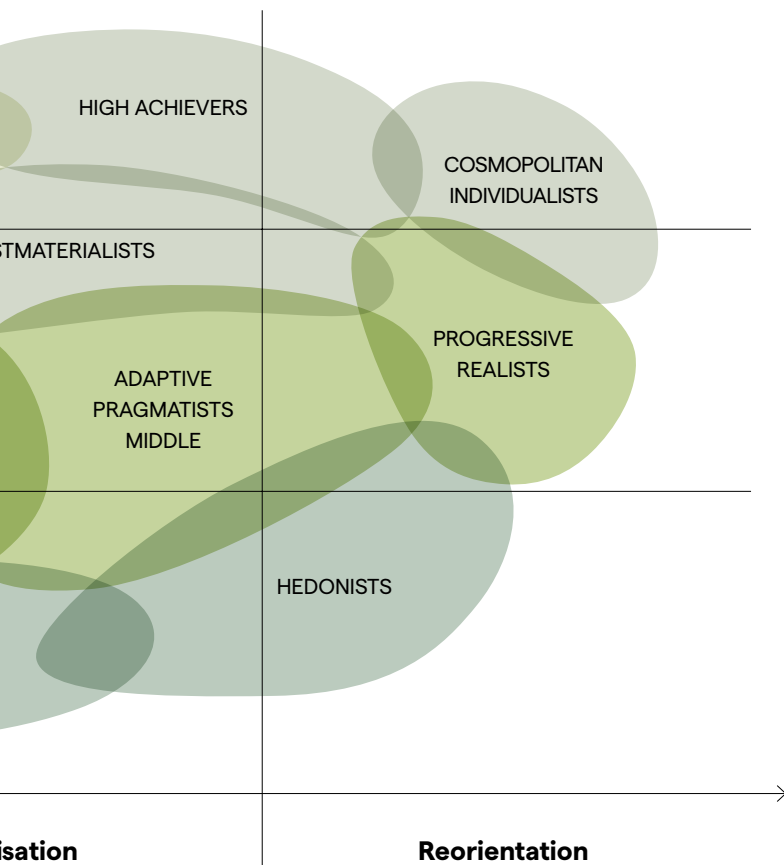
The trendsetters: willingness to change, pronounced problem awareness of global challenges; synthesis of responsibility and self-realisation, disruption and pragmatism, success and sustainability, party and protest

Who lives



Source: INTEGRAL Markt und Meinungsforschungsges.m.b.H.

es how?



upper class

High Achievers

The globally oriented modern elite with an optimistic view of future progress: efficiency, personal responsibility, and individual success take top priority; global economic and liberal thinking; economic rationality as the benchmark in every sphere of life; high technology and digital affinity

Postmaterialists

The cosmopolitan critics of society and zeitgeist: diverse culture-oriented, cosmopolitan interests but critical of globalisation; proponents of post-growth economy and sustainability, non-discriminatory conditions and diversity

Cosmopolitan Individualists

The avant-garde individualistic lifestyle: mentally and geographically mobile, connected online and offline; in search of new frontiers and unconventional experiences, solutions and achievements; excellent self-expression skills

the modern lower class

Consumption Oriented

The lower class striving for orientation and involvement: belonging and keeping up with the lifestyle and standard of living of the broad middle class, but hampered by accumulated social disadvantage and exclusion; feelings of being left behind, bitterness, and resentment




Hedonists

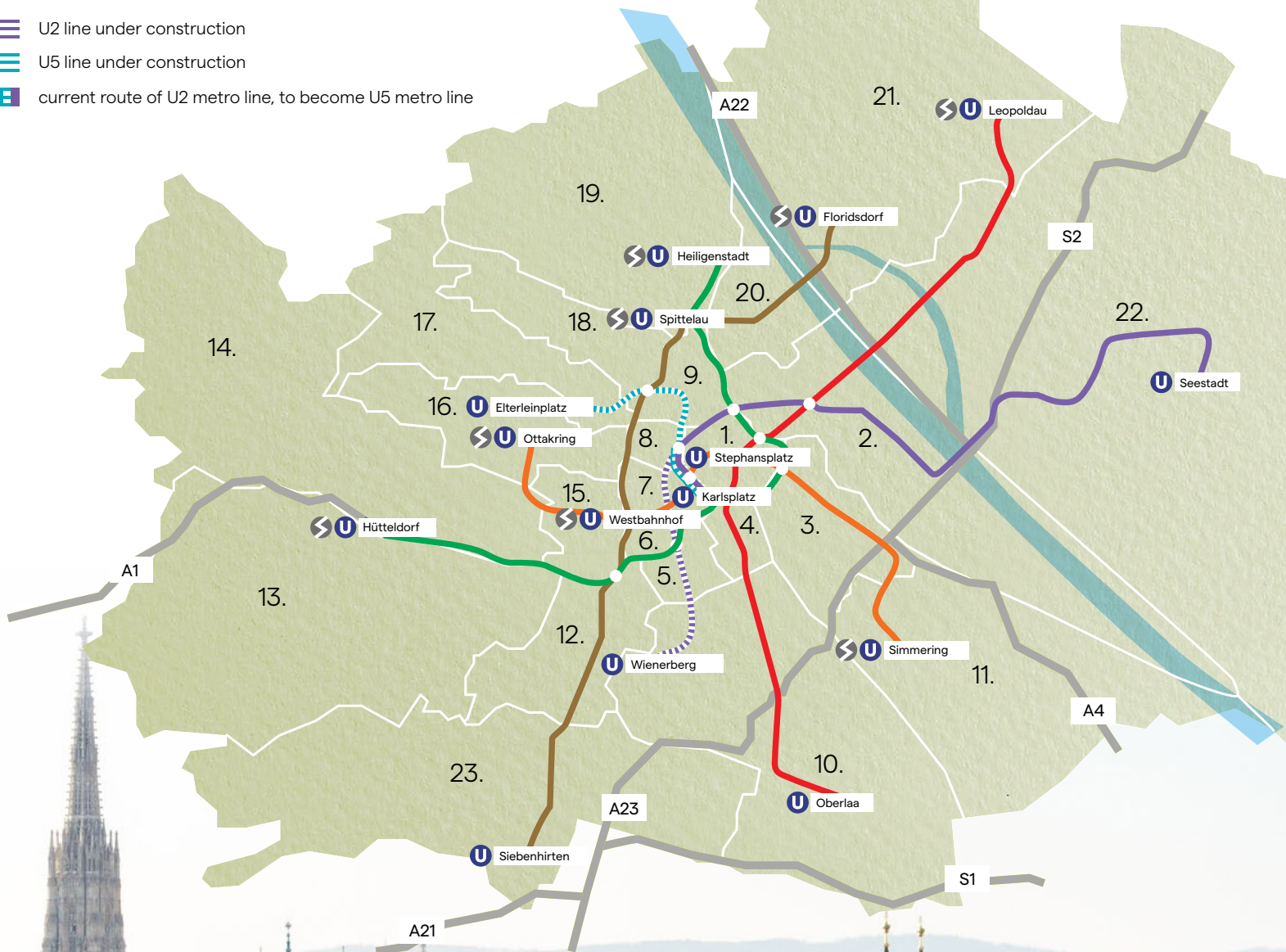
The (lower) middle class hungry for new experiences, living for the moment: fun in the here and now; balance between professional adaptation and leisure escapism; refusal to accept mainstream conventions, heavy identification with peer group

On the go in Vienna



Vienna is connected by a network of roads totalling around 2,800 kilometres. Vienna's metro service covers around 500 km of track. Apart from public transport, the city has a cycle-path network totalling 1,600 km allowing people to explore the surrounding nature.

-  U2 line under construction
-  U5 line under construction
-  current route of U2 metro line, to become U5 metro line



The table summarises all the important facts and figures on residents, income, and sales and rental prices in each district.

Prices are quoted per square metre as agreed at the time the contract was concluded, rather than offer prices.

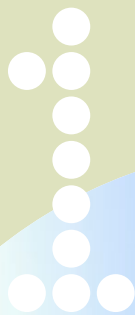
Sales prices are quoted as purchase prices per square metre of net living area excluding parking spaces and utilities. The following pages give a detailed impression of the essential demographic data, statistical details, and information covering the peculiarities of the twenty-three districts of Vienna.

Districts

	RESIDENTS	INCOME*	SALE PRICES ON CONCLUSION		RENTS ON CONCLUSION	
			First occupancy	Other	First occupancy	Other
1010 Wien · Innere Stadt	15,700	€ 37,250	€22,000	n/a**	n/a**	n/a**
1020 Wien · Leopoldstadt	104,688	€ 24,930	€ 6,550	€ 4,850	€ 13.80	€ 11.40
1030 Wien · Landstraße	93,744	€ 27,450	€ 6,650	€ 4,950	€ 14.20	€ 12.20
1040 Wien · Wieden	33,007	€ 29,010	€ 7,050	€ 5,250	€ 14.80	€ 12.60
1050 Wien · Margareten	53,731	€ 23,096	€ 5,850	€ 4,750	€ 13.10	€ 11.80
1060 Wien · Mariahilf	30,958	€ 26,528	€ 6,800	€ 5,150	€ 14.50	€ 12.50
1070 Wien · Neubau	31,326	€ 27,866	€ 7,050	€ 5,350	€ 14.80	€ 12.60
1080 Wien · Josefstadt	24,189	€ 28,488	€ 7,700	€ 5,600	€ 15.00	€ 12.90
1090 Wien · Alsergrund	41,382	€ 27,518	€ 7,500	€ 5,450	€ 14.80	€ 12.60
1100 Wien · Favoriten	212,255	€ 21,487	€ 5,500	€ 3,900	€ 13.50	€ 10.80
1110 Wien · Simmering	106,078	€ 22,629	€ 5,150	€ 3,700	€ 12.00	€ 10.50
1120 Wien · Meidling	97,909	€ 22,484	€ 5,500	€ 4,100	€ 12.50	€ 11.20
1130 Wien · Hietzing	53,959	€ 31,718	€ 7,500	€ 5,600	€ 14.20	€ 12.60
1140 Wien · Penzing	92,989	€ 26,570	€ 5,950	€ 4,100	€ 13.50	€ 11.90
1150 Wien · Rudolfsheim	75,635	€ 20,865	€ 5,400	€ 3,950	€ 12.50	€ 11.20
1160 Wien · Ottakring	101,638	€ 22,343	€ 5,650	€ 3,950	€ 12.90	€ 11.40
1170 Wien · Hernals	56,014	€ 23,890	€ 5,500	€ 4,050	€ 13.00	€ 11.40
1180 Wien · Währing	50,865	€ 28,749	€ 7,500	€ 5,350	€ 14.50	€ 12.40
1190 Wien · Döbling	73,873	€ 29,902	€ 8,300	€ 5,800	€ 14.90	€ 12.60
1200 Wien · Brigittenau	84,471	€ 21,200	€ 5,200	€ 3,800	€ 12.50	€ 11.50
1210 Wien · Floridsdorf	178,185	€ 24,381	€ 5,250	€ 3,700	€ 12.30	€ 11.30
1220 Wien · Donaustadt	203,823	€ 26,722	€ 5,150	€ 3,650	€ 12.10	€ 11.20
1230 Wien · Liesing	115,174	€ 27,268	€ 5,550	€ 3,950	€ 12.50	€ 11.50

* Source: Wage tax statistics for 2021, average annual net income for employees in total, in euros, valid as at December 2022

** The sample observed was too small to deliver reliable and accurate information.



Imperial charm

Schulerstraße 1-3 / BUWOG



Vienna's radiant downtown

Vienna's historic downtown, the First District benefits from its magnificent buildings and many sights such as St. Stephen's Cathedral, Opera, Burgtheater, and Hofburg.

This explains not only the district's extraordinary ambience that inspires residents and visitors alike, but also the high price levels on the housing market: the prices in Vienna's downtown are in stark contrast to those in the neighbouring districts for reasons including the highly limited volume of new buildings in Vienna's most prestigious, and also densely developed, location. Project development has once again decreased significantly following completion of high-quality construction projects around Börseplatz, Parkring, and Schellinggasse.

Even so, there are other projects in progress such as *Werder Six* and *Am Werdertor* (both on Werdertorgasse), *Kayser* on Franz-Josefs-Kai, and prestigious loft conversions on Stubenring

and Eßlinggasse. The high level of demand despite the high prices comes up against a low supply of new buildings. The apartments in the First District are heavily sought-after with buyers from all over the world, resulting in prices per square metre in the five-digit range comparable to other metropolitan cities in Europe.

Plans to restrict car traffic in the city centre are another positive factor from the housing market perspective as shown in increased prices around Rotenturmstraße, which has been traffic-calmed for a few years now. The leisure and culinary opportunities on the hip Donaukanal, or Danube Canal, in particular contribute to favourable development towards Schwedenplatz and Franz-Josefs-Kai.



FACTS

Demography

Residents	15,700
Main residences	8,723
Persons/household	1.80
Moved in	+ 1,754
Moved out	- 1,877
Migration balance	- 123

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

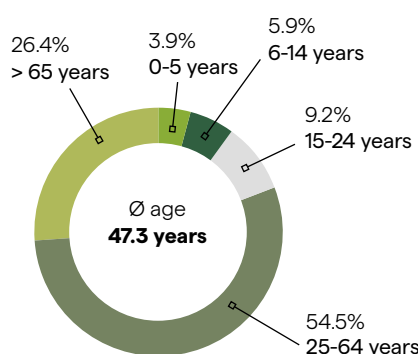
Vienna	32.2%
Innere Stadt	25.7%

Average income (net)

Vienna	€ 24,401
Innere Stadt	€ 37,250

Average age

Vienna	40.7
Innere Stadt	47.3



Housing prices

Owner-occupied

First occupancy	€ 22,000/m²
Other	k. A.*

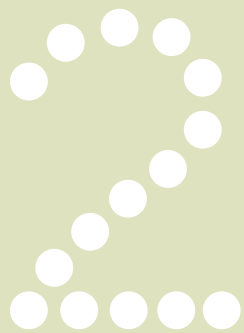
Rented

First occupancy	k. A.*
Other	k. A.*

Invest. property € 8,000 to € 14,000/m²

188 land registry transactions for apartments in 2022 saw purchase prices total around € 298 million.

*The sample observed was too small to deliver reliable and accurate information



Classic meets modern



Praterau / Lusthaus



BRUNO / BUWOG

Downtown diversity with a modern touch

Living on an island: Leopoldstadt between Donaukanal and the Danube. Residents especially appreciate the combination of idyllic surroundings and pulsating activity here; apart from the Prater, Vienna's green lung with its diverse local recreational opportunities, the Second District is special in its urban diversity.

The past few years have seen several new quarters emerging and breathing new life into the Second District. Another construction phase is due to be completed in the first half of 2023 with numerous apartments on the site of the former Nordbahnhof railway station, one of Vienna's most important inner-city urban development areas with spacious parks and a wide variety of infrastructural services.

The *BRUNO*, *Taborama*, *URBAHN – City Homes*, *Citylife* projects as well as parts of the *Mitten im Zweiten* project are already ready to move into, while others are still under construction. On the whole, the location will offer several thousand new apartments with excellent connections to downtown Vienna. The *LeopoldQuartier* development

along Donaukanal is in further planning with a focus on innovation and ecology in various architectural styles and utilisation opportunities on an area encompassing around 23,000 square metres. Projects including the *Das Artmann* building are currently under development in the immediate vicinity. The development axis on the banks of the Danube is also worth emphasising. The *MARINA TOWER* was completed in early 2022, triggering development on Vienna's waterfront. The medium to long term will see a whole series of high-quality projects completed here such as *BAI-Tower* and the *Albrechtskaserne* barracks site.

The area known as Vienna's Jewish quarter is currently undergoing a remarkable change as a residential area. Despite the district's alternative chic and central location, prices in Leopoldstadt have long since been lagging somewhat behind the western central districts. Leopoldstadt is now increasingly developing into a top modern location with rents and purchase prices in the district only recently growing above the general price level for Vienna.



FIRST VIENNA RESIDENTIAL MARKET REPORT 2023



HELIO Tower / BUWOG



Hundertwasserhaus

From embassy quarter to high-rise hotspot

The Landstraße district features a unique balance between historic buildings and new construction projects.

Known to many as the embassy quarter, the district has stylish apartment buildings from the Wilhelminian period, magnificent palaces, and a number of diplomatic missions vying with the striking presence of new residential high-rises. The development area around *The Marks* in particular with the *HELIO Tower*, *The One*, and the *Q Tower* has recently begun to dominate the district's skyline. The new living space also attracts new residents, with the heavy demand reflected in mainly younger target groups attracted to the district's diversity. Finally, *Media Quarter Marx*, *Marx Halle*, and a planned event hall to host an audience of 20,000 will make their contribution towards turning these locations into a new hotspot for urban life in Vienna. The district's planning phase is well underway in Neu Marx, boosting the attractiveness of the area around Erdberger Mais even more. *The Village im Dritten* development, a project at Grasberggasse 9-11,

and *Die goldene Nachtigall* near the Hundertwasserhaus will also provide the district with additional residential space.

However, the popularity of Landstraße as a residential area extends beyond the busy new-build construction activity. Considering its location close to the city centre, the district also has an unusually large share of green space such as the botanical gardens and Belvedere palace gardens, and its convenient transport connections with the U3 metro, regional railway services, motorway junction, and city exit towards the airport. Some parts of the district still offer plenty of room for new projects, but the embassy quarter between Vienna downtown, Rennweg and Ungargasse is already densely built up with only enough space left for few developments. These construction projects include Rechte Bahngasse 20 and Heumarkt 25. Housing costs are as varied here as the individual parts of the district due to the price gradient from the northwest to the southeast of the district.

1030 wien – landstraße

23



FACTS

Demography

Residents	93,744
Main residences	49,708
Persons/household	1.89
Moved in	+ 12,064
Moved out	- 11,751
Migration balance	+ 313

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

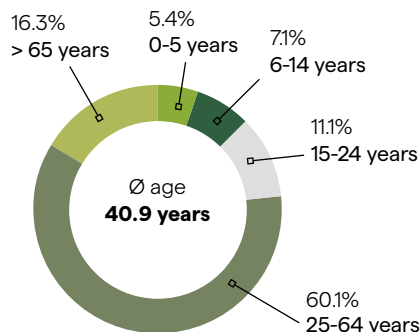
Vienna	32.2%
Landstraße	33.6%

Average income (net)

Vienna	€ 24,401
Landstraße	€ 27,450

Average age

Vienna	40.7
Landstraße	40.9



Housing prices

Owner-occupied

First occupancy	€ 6,650/m²
Other	€ 4,950/m²

Rented

First occupancy	€ 14.20/m²
Other	€ 12.20/m²

Invest. property € 2,800 to € 6,100/m²

951 land registry transactions for apartments in 2022 saw purchase prices total around € 420 million.



Solid middle-class flair



Charming blend of downtown and gateway to the south

The Fourth District is a sought-after residential area with a distinctly middle-class flair, especially in the areas around Karlsplatz, Schwarzenbergplatz up to Belvedere palace and lower Wiedner Hauptstraße.

The rather small size of the district and its dense development severely limit new construction activity in Wieden; most of the development consists of small exclusive projects, loft conversions, and apartment building renovation. The apartment buildings in particular offer plenty of potential for preservation due to the consistently solid building structure. Current developments in the district include projects such as *The Fusion* right next to Vienna's Naschmarkt, *The Core* at Petzvalgasse 4, *Ein Wiedner*, *Wieden 70*, and *On Air* at the listed ORF-Funkhaus broadcasting centre on Argentinierstraße. The *Quartier Starhemberg* alone is one of the larger construction projects in Wieden at around eighty residential units bordering on the Tenth District. Above all, locations along the Vienna

Beltway have seen continuous upgrades for several years owing to development of the Hauptbahnhof main railway station and new residential quarters in neighbouring Favoriten. High-quality development projects such as *Quartier Belvedere* (residential and office space) and *Erste Campus* with *The Icon Vienna* (offices) as well as several hotels have triggered a radical transition in this part of the district, a transition extending into the Fourth District and its price levels.

Locations adjoining the city centre such as those near Karlsplatz have always been amongst the more expensive areas in the Fourth District, although the more southern parts are slowly beginning to catch up. However, residents see prices on the housing market as absolutely justified as Wieden provides a wide range of cultural leisure activities and a lively restaurant and café scene together with excellent public transport connections, even if the number of green areas is rather sparse.



FACTS

Demography

Residents	33,007
Main residences	17,316
Persons/household	1.91
Moved in	+ 5,004
Moved out	- 5,083
Migration balance	- 79

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

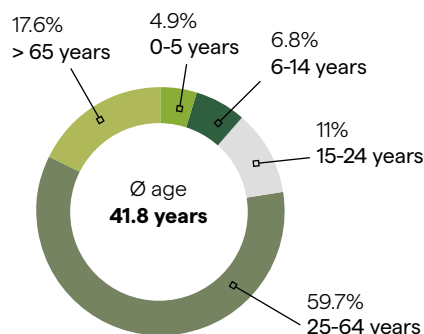
Vienna	32.2%
Wieden	33.2%

Average income (net)

Vienna	€ 24,401
Wieden	€ 29,010

Average age

Vienna	40.7
Wieden	41.8



Housing prices

Owner-occupied

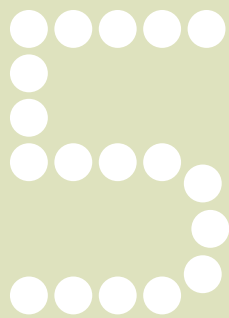
First occupancy	€ 7,050/m²
Other	€ 5,250/m²

Rented

First occupancy	€ 14.80/m²
Other	€ 12.60/m²

Invest. property € 4,000 to € 6,300/m²

242 land registry transactions for apartments in 2022 saw purchase prices total around € 133 million.



Catching up



Film Casino / Margaretenstrasse 78



Kohlgasse 47 / EHL

Margareten developing into a trend district

Formerly a classic working-class district, Margareten is currently in transition, especially due to the metro extension and associated connection to the U2 metro line. The district is set to benefit from the extension with a metro junction at Pilgramgasse and additional stations at Reinprechtsdorfer Straße and Matzleinsdorfer Platz.

These particular locations are already benefiting from the metro extension completion planned for 2028. As an example, Reinprechtsdorfer Straße is currently being redesigned as a central traffic axis and shopping high street. The ÖBB train station conversion at Matzleinsdorfer Platz saw completion last year, contributing to a significant increase in this major transport hub's attractiveness. Residential prices reflect Margareten's transition into a trend district. Expectations of significant upgrades to indi-

vidual locations in major parts of the district have led to acceptance of increased prices even though apartment prices in the Fifth District are currently still lower than in all other inner districts. Like Wieden, the dense development in Margareten severely limits new construction, so developers are mainly using the few areas available for smaller but all the more high-value construction projects such as *Gardencourt* (near Reinprechtsdorfer Straße) and at Obere Amtshausgasse 49A, Wiedner Hauptstraße 150, Vogelsanggasse 25, and Schönbrunner Straße 102. The district has rather few parks, but the special attraction comes in the form of all the many hidden courtyards in the Schlossquadrat quarter amongst other places providing culinary diversity for residents in a charming ambience between old buildings and urban hustle and bustle.



FACTS

Demography

Residents	53,731
Main residences	29,121
Persons/household	1.85
Moved in	+ 7,547
Moved out	- 8,226
Migration balance	- 679

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

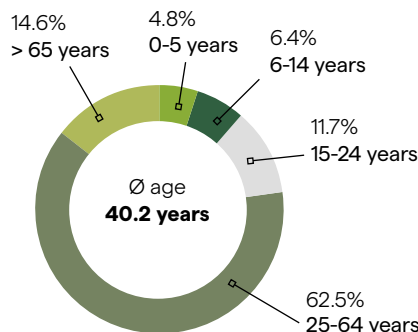
Vienna	32.2%
Margareten	39.1%

Average income (net)

Vienna	€ 24,401
Margareten	€ 23,096

Average age

Vienna	40.7
Margareten	40.2



Housing prices

Owner-occupied

First occupancy	€ 5,850/m²
Other	€ 4,750/m²

Rented

First occupancy	€ 13.10/m²
Other	€ 11.80/m²

Invest. property € 3,000 to € 5,500/m²

498 land registry transactions for apartments in 2022 saw purchase prices total around € 141 million.



Youthful lifestyle

RAY, Gumpendorfer Straße 60 / EHL

Raimundhof

Attractive residential location in the mecca of urban diversity

Nestled between the Naschmarkt to the south and Austria's best-known shopping street, Mariahilfer Straße, to the north, the district of Mariahilf is considered a mecca of urban diversity. The district is home to all kinds of bistros, coffee bars, and trendy bakeries with French pastries and fresh sourdough bread all vying for customers.

Mariahilf is an attractive part of the city featuring excellent historic buildings. There may be relatively little in the way of parks, but the district makes up for it with its pretty little alleys and passage-ways. One example is Otto-Bauer-Gasse, an ideal place to stop and meet, having undergone a redesign and facelift. Apart from the excellent infrastructure with its unique public transport connections featuring four metro lines in the district, the Mariahilfer Straße redesign has created a spacious venue to stop and meet,

the traffic calming built for the purpose greatly adding to living quality in the district. The Pilgramgasse metro station extension to the U2-U5 junction still under construction is also set to boost the area's attractiveness around Wienzeile.

The Sixth District is densely built up, but there are still a few high-quality new construction projects despite the predominant perimeter block development style from the Wilhelminian era. The currently low level of construction activity in Mariahilf is mostly limited to individual vacant lots, renovation projects, and loft conversions. The scarcity of new apartments and attractive locations is reflected in housing prices with high-quality development in current projects such as HAY JOE on Haydngasse and RAY on Gumpendorfer Straße.



FACTS

Demography

Residents	30,958
Main residences	16,953
Persons/household	1.83
Moved in	+ 4,786
Moved out	- 5,126
Migration balance	- 340

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

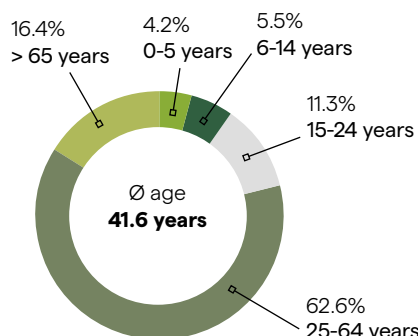
Vienna	32.2%
Mariahilf	31.1%

Average income (net)

Vienna	€ 24,401
Mariahilf	€ 26,528

Average age

Vienna	40.7
Mariahilf	41.6



Housing prices

Owner-occupied

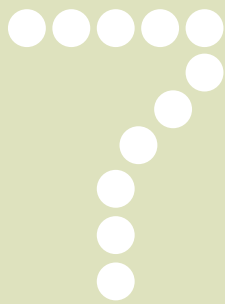
First occupancy	€ 6,800/m²
Other	€ 5,150/m²

Rented

First occupancy	€ 14.50/m²
Other	€ 12.50/m²

Invest. property € 4,300 to € 6,000/m²

184 land registry transactions for apartments in 2022 saw purchase prices total around € 78 million.



Cultural hotspot

Schottenfeldgasse 35 / EHL



Between Biedermeier and alternative lifestyle

The Seventh District has a unique combination of art, culture, and cuisine with the many galleries, hip designer boutiques, and trendy restaurants lined up one next to the other. Not only the culinary offerings make a stroll through the district worthwhile; the Biedermeier buildings and many magnificent Wilhelminian-style houses typical of parts of Neubau also add to the district's attractiveness. One of the cultural hotspots is the MuseumsQuartier with two of Vienna's major museums, mumok and Leopold Museum. The main court surrounded by cafés is a popular year-round place to meet and hold events.

The densely developed Seventh District may not be known for expansive parklands, but there are some smaller green areas such as Siebensternpark and Gutenbergpark that serve as ideal oases of peace and relaxation. The wide range of services in the district combined with excellent infrastructure make Neubau a truly popular residential area. This also comes with constantly ris-

ing housing prices and therefore also incomes amongst Neubau residents; over the years, the district has developed into one of the top residential addresses in the city.

The historically most densely built-up Spittelberg location in the southern part of the district is especially expensive and sought-after. This area has not only gained a reputation for its pub scene, the Volksoper and MuseumsQuartier are also located here. The area around Neubaugasse to become the U2-U3 junction in the next few years is also a popular residential area. The heavy demand for living space in the entire district has been difficult to satisfy in recent years due to the limited space available for new construction. Like most of Vienna's inner districts, construction activity is limited to individual vacant lots, renovation projects, and loft conversions. The only exception in terms of project development is the area around the former Sophienspital hospital with 180 new apartments to be built on 13 hectares by 2025.

1070 wien – neubau

31



FACTS

Demography

Residents	31,326
Main residences	17,707
Persons/household	1.77
Moved in	+ 4,303
Moved out	- 4,702
Migration balance	- 399

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

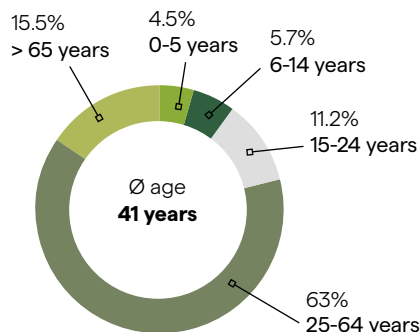
Vienna	32.2%
Neubau	30.3%

Average income (net)

Vienna	€ 24,401
Neubau	€ 27,866

Average age

Vienna	40.7
Neubau	41



Housing prices

Owner-occupied

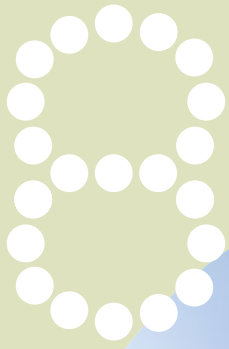
First occupancy	€ 7,050/m²
Other	€ 5,350/m²

Rented

First occupancy	€ 14.80/m²
Other	€ 12.60/m²

Invest. property € 4,000 to € 7,800/m²

359 land registry transactions for apartments in 2022 saw purchase prices total around € 195 million.



Urban elegance



Tigergasse / BUWOG



Palais Strozzi

Vienna's smallest district has a lot to offer

Despite its size, Vienna's smallest district has something of a suburban feel to it with its picturesque little alleys and squares. Architecturally, Josefstadt is a definite eye-catcher with its many apartment buildings from the eighteenth and nineteenth centuries and their ornate fronts dominating the district's aesthetic. Even so, the Eighth District is not just a pretty place, leaving little to be desired in the way of cuisine and culture. Whether it's a down-home tavern, a classy pizzeria, or a trendy fusion restaurant, the areas around the district's three largest streets, Lerchenfelder Straße, Josefstädter Straße and Alser Straße, in particular have been developing into an oasis of culinary delight.

Josefstadt has a great deal to offer in the way of culture as well. Volkskundemuseum, or Austrian Museum of Folk Life and Folk Art, located between Josefstädter Straße and Alser Straße showcases an enthralling mix of permanent and special theme exhibitions. The district is also home to Vienna's oldest existing theatre, Theater in der Josefstadt, established in 1788.

The extensive range of culture and cuisine and excellent infrastructure in combination with a charming atmosphere make Josefstadt a very attractive residential area. The district appeals not only to older and more well-heeled residents but has also become a hot-spot for the younger generations due to its proximity to downtown and the universities. Solid public transport connections and the upcoming U2-U5 junction near the town hall add to Josefstadt's popularity as a residential location. Prices for living space are rising continuously here; locations bordering on the First District are in especially heavy demand, fetching corresponding prices. Like the city centre and the upmarket districts of Hietzing and Döbling, the Eighth District is one of the most expensive districts in Vienna.

Hardly any new living space is being created here despite the heavy demand; this is mainly due to the lack of vacant lots. Regulations protecting historic housing stock also limit potential for additional living space. Any possibilities for loft conversions have already been exhausted for the most part. The few projects currently in development include *Albertgasse 30*, *St.-Georgs-Hof*, and *Green Oasis* on Lerchenfelder Straße.



FACTS

Demography

Residents	24,189
Main residences	13,051
Persons/household	1.85
Moved in	+ 4,913
Moved out	- 5,070
Migration balance	- 157

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

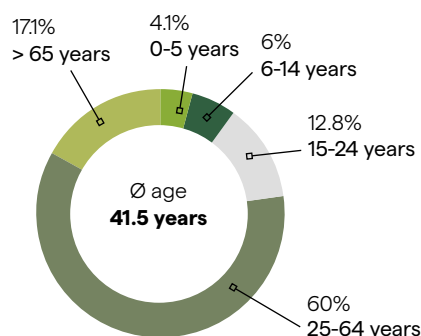
Vienna	32.2%
Josefstadt	30.7%

Average income (net)

Vienna	€ 24,401
Josefstadt	€ 28,488

Average age

Vienna	40.7
Josefstadt	41.5



Housing prices

Owner-occupied

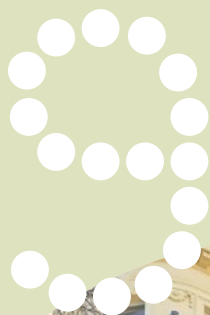
First occupancy	€ 7,700/m²
Other	€ 5,600/m²

Rented

First occupancy	€ 15.00/m²
Other	€ 12.90/m²

Invest. property € 4,100 to € 7,000/m²

165 land registry transactions for apartments in 2022 saw purchase prices total around € 89 million.



Multifaceted living environment



Widerhofergasse 8 / EHL



Liechtensteinpark

Between upper-class ambience and new development

Alsergrund is not only highly sought-after as a residential area; the district is also an extremely attractive place for leisure activities. The district is popular amongst residents and visitors alike. This is where the weight of history meets the charm of university life. The University of Vienna has many institutes in the district and there is a wide variety of cafés and culinary highlights located here, too. This has led to youthful student quarters developing such as those around Friedensbrücke and Spittelau in addition to the traditional upper-class areas.

The many recreation areas such as the Votivpark adjoining the First District, the campus in the old Vienna General Hospital grounds bordering on the Eighth District, the banks of Donaukanal, and the picturesque Liechtensteinpark are ideal for sports and relaxation. All these opportunities make Alsergrund a trendy, sought-after residential area. Apart from that, public transport connections in the district are set to see further improvement

in the coming years with the new U5 metro line plan including Arne-Karlsson-Park and Frankhplatz stations. There are plenty of art and culture attractions dotted around throughout the district. The Volksoper opera house, Theater am Alsergrund, and Schubert Theater can be found next to alternative institutions such as the WUK cultural centre and Sigmund-Freud-Museum.

Most of the district's residential stock consists of existing apartments and old buildings with new construction projects and full renovations sprinkled in. Two examples of ongoing projects include *La Nouvelle Maison* near the Votivkirche church as well as *Währinger Straße 41* somewhat further towards Nußdorfer Straße. Located between the former University of Economics and Franz-Josefs-Bahnhof railway station, Althangrund is currently the largest development area in the district. *Althan Quartier* is currently in an expansion phase, and the general station building is also undergoing modernisation.

1090 wien – alsergrund

35



FACTS

Demography

Residents	41,382
Main residences	22,954
Persons/household	1.8
Moved in	+ 6,890
Moved out	- 7,365
Migration balance	- 475

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

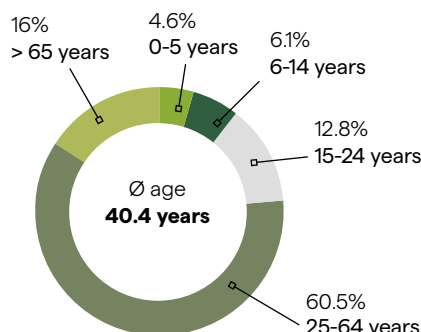
Vienna	32.2%
Alsergrund	33%

Average income (net)

Vienna	€ 24,401
Alsergrund	€ 27,518

Average age

Vienna	40.7
Alsergrund	40.4



Housing prices

Owner-occupied

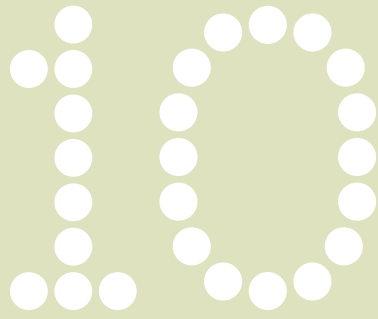
First occupancy	€ 7,500/m²
Other	€ 5,450/m²

Rented

First occupancy	€ 14.80/m²
Other	€ 12.60/m²

Invest. property € 4,000 to € 7,100/m²

297 land registry transactions for apartments in 2022 saw purchase prices total around € 146 million.



Cultural melting pot



Kurpark Oberlaa



Deck Zehn / BUWOG

A bit of everything: from urban development to „Supergrätzl“

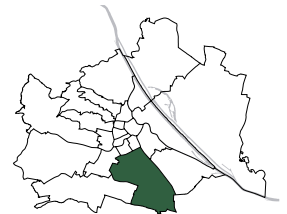
Favoriten in Vienna's south side is a district in transition. Once a traditional working-class district with a preponderance of industry, the Tenth District has been seeing steady development for a number of years. The district's reputation for consisting of large residential council blocks belies its variation and diversity.

Favoriten needs a closer look to understand it in its entirety as it has something of everything to offer: it would be fair to describe the high streets and markets as places for cultures to meet and mingle while the green recreation areas such as Wienerberg and almost village-like Oberlaa reflect the atmospheric family-friendly side of Favoriten. The former Ankerbrotfabrik bread factory, Hotel Schani, Amalienbad bathhouse in all its glory, and the Tichy ice cream parlour are well-frequented spots famous beyond the district's borders.

The many new developments and busy construction activity reflect Favoriten's place as the district with the second highest rate of new space development after Donaustadt. Projects include *DECK ZEHN* at Laxenburger Straße 2 and *The Metropolitan* at Karl-Popper-Straße 5, both along the railway line serving the

Hauptbahnhof main railway station. The current urban development areas testify to the district's enormous innovative potential: the *Am Kempelenpark* and *Neues Landgut* projects are a tour de force in creating new green spaces alongside dynamic residential developments. Apart from that, the City of Vienna has brought the first „Supergrätzl“, or archetypal traditional Viennese neighbourhood, into the capital in a pilot project in Favoriten: the Supergrätzl project entails developing a traffic, open space, and greening plan for the area between Gudrunstraße, Leebgasse, Quellenstraße and Neilreichgasse similar to Barcelona's Superblock, which has attracted a great deal of international attention.

Favoriten's proximity to downtown and its excellent transport links also add to the district's attractiveness. Located on the border to Margareten, Matzleinsdorfer Platz has been redesigned and is seen as the new gateway to the south and one of the city's major new traffic junctions. The U2 metro line extension to Wienerberg will also attract further growth in the district. These developments have recently led to price increases for residential real estate in Favoriten.



FACTS

Demography

Residents	212,255
Main residences	99,517
Persons/household	2.13
Moved in	+ 22,652
Moved out	- 21,415
Migration balance	+ 1,237

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

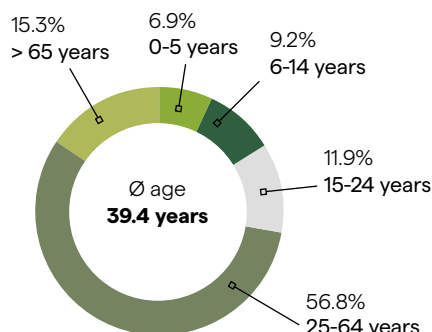
Vienna	32.2%
Favoriten	40%

Average income (net)

Vienna	€ 24,401
Favoriten	€ 21,487

Average age

Vienna	40.7
Favoriten	39.4



Housing prices

Owner-occupied

First occupancy	€ 5,500/m²
Other	€ 3,900/m²

Rented

First occupancy	€ 13.50/m²
Other	€ 10.80/m²

Invest. property € 2,200 to € 4,500/m²

1,212 land registry transactions for apartments in 2022 saw purchase prices total around € 131 million.



Comfort and efficiency



Green façades have a cooling effect and promote well-being. Both new building projects and existing apartments provide potential.

The aim is to generate an increasing proportion of our energy ourselves. Solar energy and environmental heat are ideal for the purpose.



Pleasantly cool in the summer, cosy and warm in the winter – a dream home? This is already a living reality in many of Vienna's residential buildings, and it could be in others.



Energy efficiency will play an especially important role in future residential construction projects, but renovating existing properties may also prove beneficial.

Apartment seekers are increasingly focused on daily energy consumption and costs. Answers can be found in the Viennese housing industry and the many alternative ways of creating energy-efficient housing in the city that have been explored in the past few years.

Intelligent construction

New-build projects can already generate a growing proportion of the required heating, hot water, power, and even air conditioning themselves. There are two approaches to this: one is to create enough space on building surfaces for photovoltaic systems to generate electricity from solar energy, and the other is to use heat pumps that tap into thermal energy from the ground, groundwater, or air, and convert it into heat.

At home with the feel-good factor

Heat pumps also provide air conditioning in the summer months by working in reverse, extracting warm air from indoors and releasing it into the environment. Green roofs and façades provide additional heat protection. Plants, too, keep out fine dust and noise while also promoting biodiversity as a habitat for animal life. Façade greening is eligible for funding in Vienna, like many other sustainability projects. As an extra bonus, plants add a welcoming touch to the aesthetic of any home.

Renovation in existing housing

Older residential buildings use more heating energy than modern new buildings. This is where thermal renovation comes into the picture: post-fitting insulation on the basement ceiling, building fronts, and top floor ceiling as well as window replacement all play a major role in minimising energy consumption. Installing external roller blinds with heat-insulated light metal slats may also help. Replacing the entire heating system may be beneficial but not always feasible at short notice. In such cases, a service water heat pump may be a welcome addition as this would, at least, provide hot water in a sustainable way. This device uses warm indoor air where temperatures are higher than necessary, for instance in basements and laundry drying rooms.

Finally, a pro tip for apartment seekers: it's always worth studying the energy performance certificate for the respective building (from A++ to G) to compare the energy efficiency in a property. This will help you assess current and future costs more accurately.



Excellent connection

HALLER / BUWOG



Herderpark



Rural-urban residential area meets industry

Simmering was long known as Vienna's traditional working-class industrial district where social housing used to dominate. This has changed in recent years with many private property developers specialising in freehold residential property development discovering Simmering, leading to an increase in extensive new-build construction activity due to the excellent existing and growing infrastructure, and plentiful supply of free space indicating the district's potential.

Current development hotspots are located in the Erdberg area, along Simmeringer Hauptstraße, and in Kaiserebersdorf. This is reflected in ongoing projects such as *HALLER* on Hallergasse, *Kaisergarten* on Sellengergasse, *Am Kanal 111-113*, and at Rudolf-Simon-Gasse 3-5. Average residential prices in Simmering are still well below the average for Vienna as a whole, which does not always correspond to the objective qualities of the location.

The district has also been gaining a reputation for urban development with a modern new quarter in development on the gasometer grounds to the west and south. The idea behind *Bricolage City* – the name of the new development – is to op-

timise living and working together for residents. Parts of the area are intended for corporate headquarters and office buildings, but there are also modern residential high-rises and classic residential complexes under development. Apart from structural development, the plans especially focus on further development and improvement in public spaces for the area to meet requirements for future use. The Zentralpark, or central park, will form the centrepiece and improve the area's living quality in general with a new green zone in the district.

The Eleventh District's rural character is especially visible on the southern outskirts towards Lower Austria, but changes rapidly further north towards downtown Vienna. Despite its location and periphery, Simmering is perfectly connected to the city centre due to the many major transport connections across the district. Another benefit is the district's proximity to Schwechat Airport – both Schwechat and Wien Mitte can be reached in a very short time from the regional railway stations in the district, which makes the Eleventh District a popular residential area for commuters and frequent flyers.

1110 wien – simmering

41



FACTS

Demography

Residents	106,078
Main residences	48,920
Persons/household	2.17
Moved in	+ 9,563
Moved out	- 8,837
Migration balance	+ 726

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

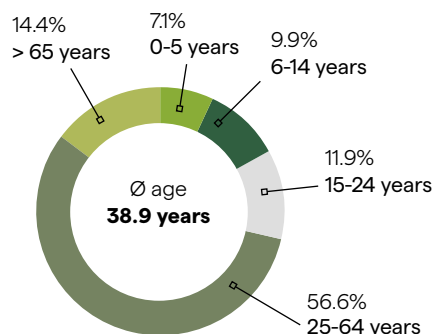
Vienna	32.2%
Simmering	32.8%

Average income (net)

Vienna	€ 24,401
Simmering	€ 22,629

Average age

Vienna	40.7
Simmering	38.9



Housing prices

Owner-occupied

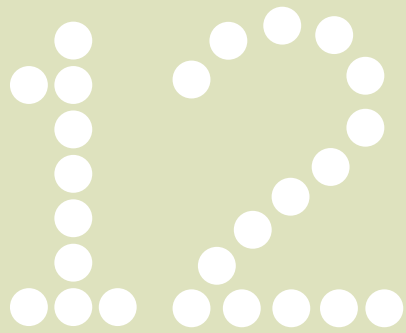
First occupancy	€ 5,150/m²
Other	€ 3,700/m²

Rented

First occupancy	€ 12.00/m²
Other	€ 10.50/m²

Invest. property € 2,000 to € 3,600/m²

615 land registry transactions for apartments in 2022 saw purchase prices total around € 167 million.



Potential aplenty



Springer-Schlösschen



Strohberggasse 27 / EHL

A district in transition

Once a sleepy, suburban working-class district, Meidling has much more to offer than the notorious Meidling "L" that non-Meidling residents have to practice so long to perfect.

The Twelfth District possesses a wide variety of qualities after years of developing into a popular up-and-coming residential district. Examples include the many quiet squares and relaxed residential areas in the individual traditional Viennese neighbourhoods. Even so, downtown Vienna and St. Stephen's Cathedral are still within easy reach with convenient transport connections. Meidling also has much to explore beyond the well-known hot-spots such as Schloss Hetzendorf palace, the U4 discotheque, and Theresienbad: Meidling's market is one example of a culinary hotspot attracting mixed custom to its amazing array of restaurants and cafés. The Meidlinger Hauptstraße high street is not far away, providing a great opportunity for shopping or a casual stroll. The district has enough in the way of architecture to satisfy church aficionados in particular – known for its

density of churches, Meidling has everything from neo-Romanesque to modern.

Many new construction and renovation projects throughout the district reflect Meidling's increasing popularity and demand. Projects under construction especially include *VIO Plaza* on Schönbrunner Schloßstraße and *Stadthaus Meidling* near the Vienna Beltway.

The expansion near Rosenhügel hill at the triple border to the Thirteenth and Twenty-Third Districts is well underway in the *Wildgarten* urban expansion project; there are also larger projects under development around the *Wolfganggasse* project area in Eichenstraße such as *OAX Vienna* and *Lebenscampus* on Wolfganggasse, to name just a few.

The favourable connections to public transport, small-town atmosphere in parts, and relatively low residential property prices are set to increase the district's attractiveness in the coming years.

1120 wien – meidling

43



FACTS

Demography

Residents	97,909
Main residences	48,719
Persons/household	2.01
Moved in	+ 12,511
Moved out	- 11,582
Migration balance	+ 929

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

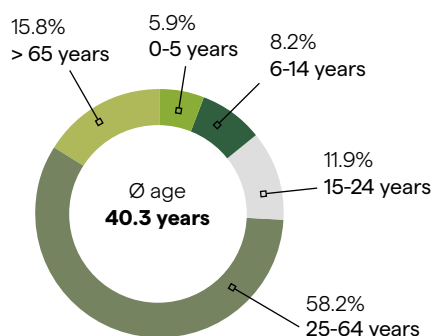
Vienna	32.2%
Meidling	36.8%

Average income (net)

Vienna	€ 24,401
Meidling	€ 22,484

Average age

Vienna	40.7
Meidling	40.3



Housing prices

Owner-occupied

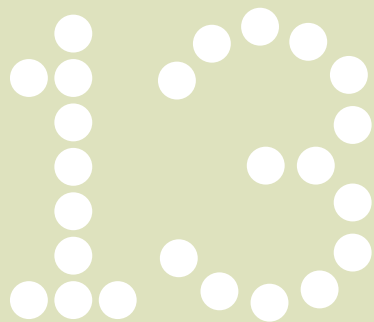
First occupancy	€ 5,500/m²
Other	€ 4,100/m²

Rented

First occupancy	€ 12.50/m²
Other	€ 11.20/m²

Invest. property € 2,800 to € 4,900/m²

803 land registry transactions for apartments in 2022 saw purchase prices total around € 240 million.



Hermesvilla



Elegant residential area in the west of Vienna

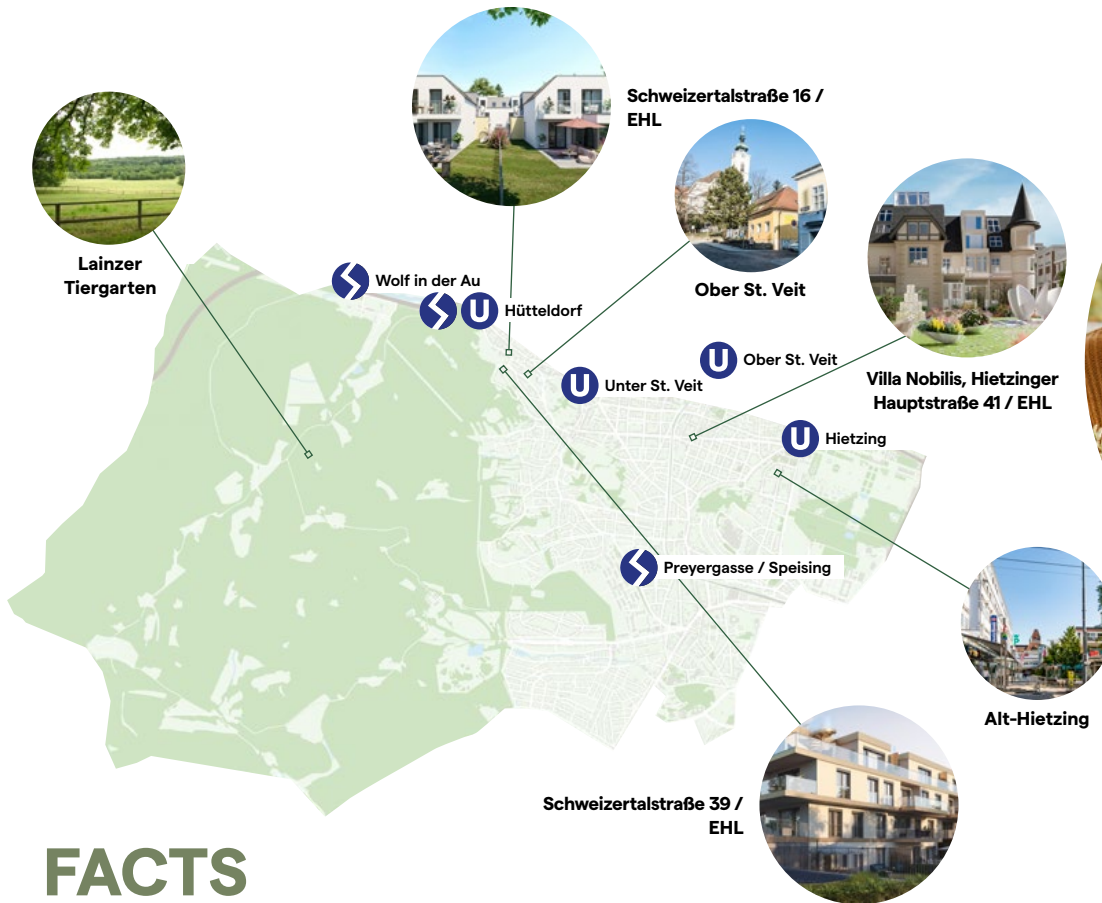
Vienna's Thirteenth District is a highly attractive residential area – and not only for families – with its extensive greenery and recreational spots such as the Lainzer Tiergarten wildlife preserve. Green space takes up more than seventy percent of the entire area of Hietzing, more than of any other district in Vienna. Unlike the neighbouring districts, Hietzing has tree-lined avenues and front gardens rather than house fronts looking onto the streets. Along with the many benefits of this idyllically green district comes the drawback that there are only a few plots of land available for new developments to meet the heavy demand for real estate.

The housing supply cannot keep up with the popularity of the district as there are only a few small and exclusive new construction and renovation projects here; these include the *Villa Nobilis* project on Hietzinger Hauptstraße, *Floriette* on Jagdschlossgasse, *BeLeaf* on Erzbischofgasse, *Villa Schönbrunn* on Volksgasse, and *Bellavista* near the cemetery of Ober St. Veit. *Das Noah* at Preyergasse 4-6 is an exception in project size at

around seventy apartments – rather a meagre amount of construction activity overall considering Hietzing's area and attractiveness as a residential location.

The Thirteenth District has a few more highlights in store in addition to its idyllic green areas and historic buildings such as Schloss Schönbrunn palace as well as the Klimt and Hermes villas. Lainzer Straße in Alt-Hietzing has become an insider tip for fashionable concept stores and trendy cafés, for example. The planned redesign of the railway connecting Hütteldorf to Meidling is set to give the district a new source of inspiration. The additional stops planned at Hietzinger Hauptstraße and Stranzenbergbrücke will significantly improve public transport links, creating added value.

The low supply and numerous amenities have turned the district into one of Vienna's most expensive residential areas with its imperial flair from times gone by.



FACTS

Demography

Residents	53,959
Main residences	27,144
Persons/household	1.99
Moved in	+ 4,665
Moved out	- 4,362
Migration balance	+ 303

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

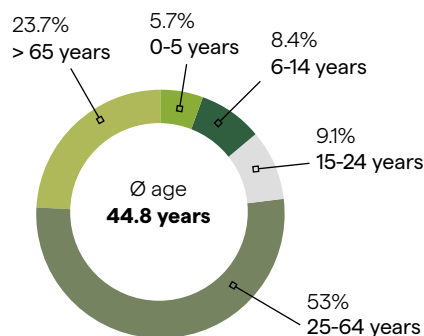
Vienna	32.2%
Hietzing	21.7%

Average income (net)

Vienna	€ 24,401
Hietzing	€ 31,718

Average age

Vienna	40.7
Hietzing	44.8



Housing prices

Owner-occupied


First occupancy	€ 7,500/m²
Other	€ 5,600/m²

Rented


First occupancy	€ 14.20/m²
Other	€ 12.60/m²

Invest. property € 3,800 to € 5,700/m²

382 land registry transactions for apartments in 2022 saw purchase prices total around € 189 million.



Popular Penzing



Kennedy Garden / BUWOG



Otto-Wagner-Villa

The green gates to Vienna

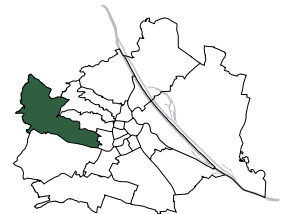
There are many reasons to opt for Penzing as a residential area: Penzing profits from its many green and recreational spaces due to its location on the western outskirts of Vienna with the hills of the Vienna Woods and their forest paths and meadows attracting many nature lovers on the one hand, and the district's convenient transport connections with the U4 metro line and regional railway services on the other. The Fourteenth District has seen much development in recent years, but there is still plenty of potential that has not gone unnoticed by builders and developers. This explains the busy construction activity in Penzing, which is especially visible in major projects at former factory and barracks sites.

Kennedy Garden on Penzinger Straße and *Alice in Cumberland* on Cumberlandstraße are two large projects nearing completion with more than five hundred and almost two hundred residential units, respectively, and the part development on the Körnerkaserne barracks site has already been completed. Apart from that, there are further projects in preparation or already underway making Penzing the most active new construction

market on the west side of Vienna. These projects include a new construction project at the former Salesian headquarters and a construction project at Goldschlagstraße 191, a major project between Huttengasse and Kendlerstraße, and several other new repurposing projects that are now in planning or under development on what were once company properties.

The district is also developing outwards from the city with many smaller projects emerging such as *Sophie's Gärten* on Mauerbachstraße, *Floé* on Flötzersteig, and *Zwei beim Kirschbaum* on Hauptstraße. These locations have a lot to offer due to their proximity to the extensive green areas of the district, attracting an extremely broad target group.

This heavy demand has led to a sharp increase in housing prices in the district benefiting both new and existing properties, which in turn has a positive effect on commercial areas such as on Linzer Straße and Penzinger Straße, where many properties that had long since been vacant are gaining new tenants and business to the delight of residents, reviving this traditional Viennese neighbourhood.



FACTS

Demography

Residents	92,989
Main residences	46,971
Persons/household	1.98
Moved in	+ 8,818
Moved out	- 9,098
Migration balance	-280

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

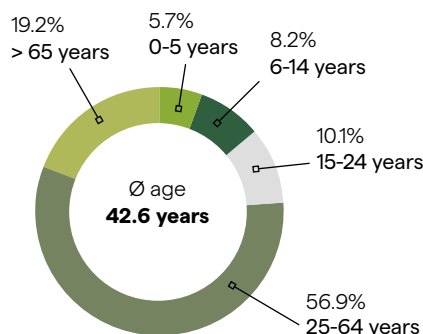
Vienna	32.2%
Penzing	27.4%

Average income (net)

Vienna	€ 24,401
Penzing	€ 26,570

Average age

Vienna	40.7
Penzing	42.6



Housing prices

Owner-occupied

First occupancy	€ 5,950/m²
Other	€ 4,100/m²

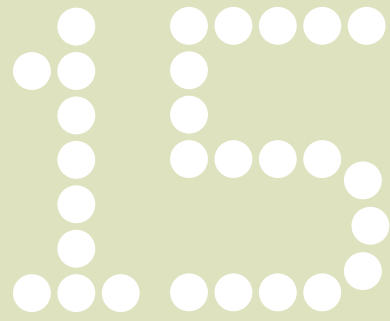
Rented

First occupancy	€ 13.50/m²
Other	€ 11.90/m²

Zinshaus

€ 2,900 to € 5,100/m²

1,190 land registry transactions for apartments in 2022 saw purchase prices total around € 495 million.



Diefenbachgasse 7-9 / EHL

Multi-cultural human environment



Auer-Welsbach-Park



Hotspot outside the Vienna Beltway

To the west from downtown, Rudolfsheim-Fünfhaus has a lot in common with the central districts despite its location outside the Vienna Beltway, which by definition places it in the suburbs. Apart from the small area and high population density, the district is also close to the city centre and has transport connections that are unique for a suburb. Three metro lines – U3, U4, and U6 – and regional and long-distance train services place downtown Vienna and the outskirts virtually at the front door.

The Fifteenth District has been a youthful and multicultural place of transition for some time. This residential district was still not especially popular a few years ago, but the changes can be felt by the improvements to the urban landscape already completed and planned for the future. Examples include the revitalised Westbahnhof railway station with its diverse shops and broad range of eateries. The outer Mariahilfer Straße is also under continuous development. Increasing numbers of hip coffee shops and pop-up stores have found a place alongside the international supermarkets and takeaways. Another positive sign

was the opening of the first city IKEA in autumn 2021, especially reflecting transition and innovation in the district.

As we have always said in the real estate industry, a residential location near markets, on the water, or in green areas will always increase in value. Most of the Fifteenth District is up to it, too. One of the oldest markets in Vienna still in existence, the now revitalised Schwendermarkt, is located in the district. Rudolfsheim-Fünfhaus also has its fair share of green areas with the Auer-Welsbach-Park and Märzpark providing plenty of space for leisure and relaxation.

Positive changes in the district together with comparatively affordable housing prices will ensure the increasing popularity of Rudolfsheim-Fünfhaus as a residential district. Construction activities currently include gradual renovation and expansion on the many now rather aged apartment buildings. There are also great new construction projects and loft conversions, for instance on Wienzeile, around Johnstraße, near the Vienna Beltway, and across from Längenfeldgasse, reshaping the district's image.



FACTS

Demography

Residents	75,635
Main residences	39,449
Persons/household	1.92
Moved in	+ 11,529
Moved out	- 12,019
Migration balance	- 490

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

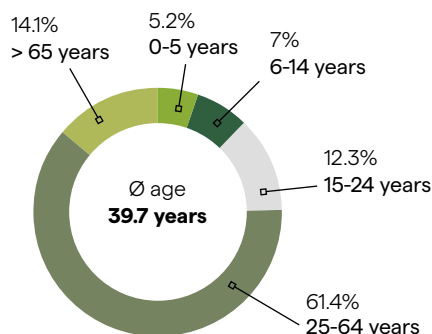
Vienna	32.2%
Rudolfsheim	43.1%

Average income (net)

Vienna	€ 24,401
Rudolfsheim	€ 20,865

Average age

Vienna	40.7
Rudolfsheim	39.7



Housing prices

Owner-occupied

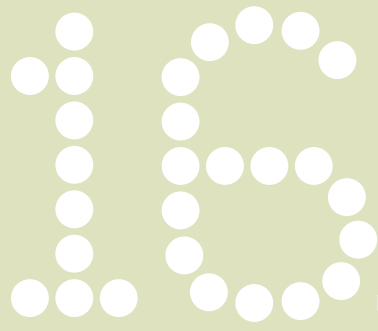
First occupancy	€ 5,400/m²
Other	€ 3,950/m²

Rented

First occupancy	€ 12.50/m²
Other	€ 11.20/m²

Invest. property € 2,900 to € 4,900/m²

489 land registry transactions for apartments in 2022 saw purchase prices total around € 121 million.



Multi- faceted and suburban



Schloss Wilhelminenberg



Lorenz-Mandl-Gasse 19-21 /
EHL

From the Vienna Beltway to Ottakringer brewery to Wilhelminenberg

Ottakring is a melting pot of cultures as reflected in its diverse population. The district stretches from the Vienna Woods in the west to the Vienna Beltway in the east and has more to offer than you might find in many a small town.

The famous Brunnenmarkt market – the longest, permanent street market in Europe – is one example, providing a small culinary trip around the world in addition to fresh fruit and vegetables. The market has bread from Afghanistan alongside Turkish cheese, oriental sweets, and jams and preserves from a well-known traditional Austrian family business. Yppenplatz is lined with hip bars and cafés attracting a more alternative crowd while Ottakringer Straße has gained a reputation for its party scene, not least due to the brewery located there. Ottakring is evolving, and not only the streetscape: a greening offensive has been running a renovation campaign for the high streets, with tree planting and seating set to boost the district's attractiveness even further. The Vienna Woods on the western edge of Ottakring offer plenty of lush greenery, hiking trails, and a panoramic view over the city from 449 metres up on Wilhelminenberg, the district's "local hill".

Residential areas and housing prices in the Sixteenth District can also be described as diverse. Prices per square metre around Ottakringer Straße are still relatively moderate whereas real estate prices on Wilhelminenberg range from above average to exorbitant.

In any case, the housing market in the district has been moving in a positive direction throughout with most of the new construction projects near the U3 metro line. Projects also include revitalising older buildings as well as loft conversions. Several new projects are emerging, or have been completed, on Römergasse; the area between Thaliastraße and Ottakringer Straße is also seeing increased construction activity.

The western outskirts of Ottakring are also home to a selection of highly exclusive high-quality projects. Wilhelminenberg is one of the most sought-after locations in Vienna with its cottage-like villas, abundance of green space, and a great view of Vienna. This is where mostly smaller buildings containing only a few residential units are currently under development.

1160 wien – ottakring

51



FACTS

Demography

Residents	101,638
Main residences	51,802
Persons/household	1.96
Moved in	+ 4,797
Moved out	- 4,069
Migration balance	+ 728

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

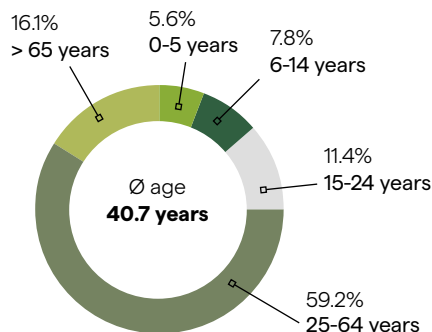
Vienna	32.2%
Ottakring	37.2%

Average income (net)

Vienna	€ 24,401
Ottakring	€ 22,343

Average age

Vienna	40.7
Ottakring	40.7



Housing prices

Owner-occupied

First occupancy	€ 5,650/m²
Other	€ 3,950/m²

Rented

First occupancy	€ 12.90/m²
Other	€ 11.40/m²

Invest. property € 2,800 to € 5,000/m²

653 land registry transactions for apartments in 2022 saw purchase prices total around € 179 million.



Diverse and green



Zwerngasse 49 / EHL



Bahnhof Hernalds

Multicultural living and an upswing from expansion

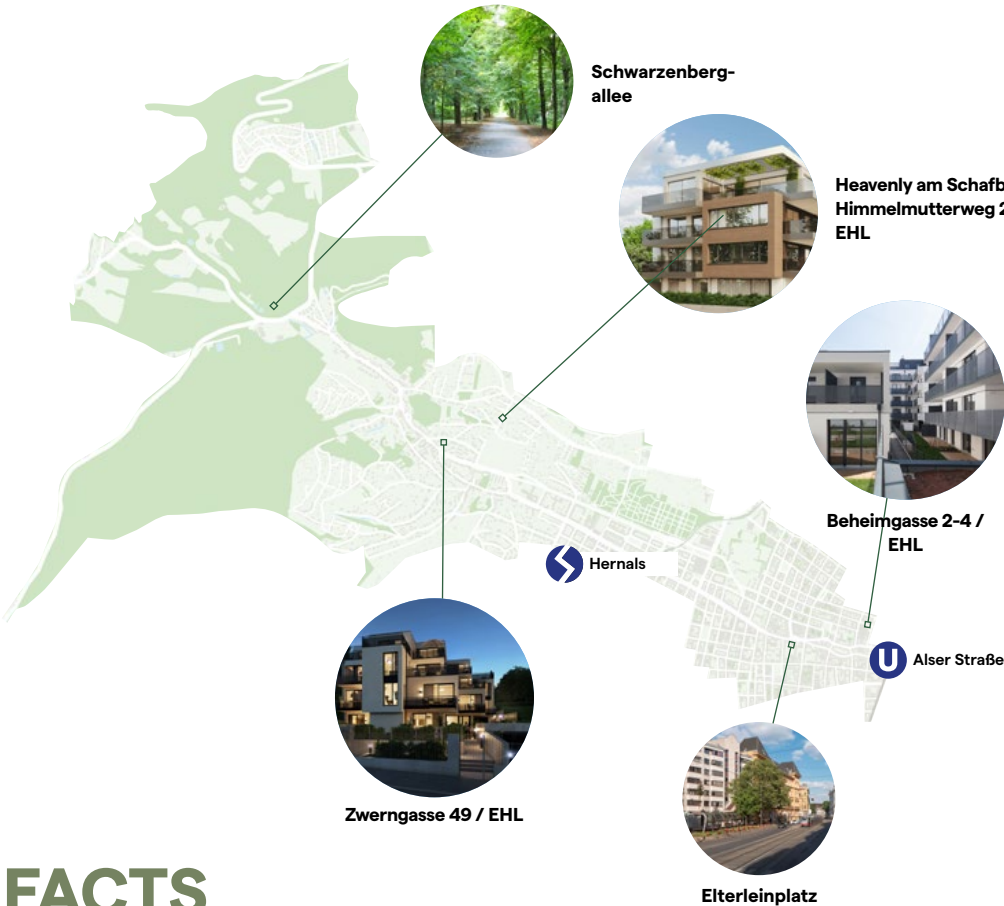
Huge local recreation areas and a new metro line are probably the first things that come to mind regarding Hernalds. The U5 metro line will only start running directly between the Seventeenth District and downtown in a few years' time, but residents can already use the extensive green areas that Hernalds has to offer. As an example, Schwarzenbergpark has eighty hectares of spacious avenues bordering directly on the Vienna Woods. Half an hour's walk from there will take you to Schloss Neuwaldegg palace and its magnificent listed gardens, which are amongst Austria's most outstanding landscape gardening monuments.

Like Ottakring next door, Hernalds has its own internal diversity. On the one hand, the urban part of the district closer to downtown between Hernalser Hauptstraße and Elterleinplatz is especially popular amongst younger people. The U5 metro line currently under construction is the main reason for the upswing, especially in the real estate sector. Future enhancements to Hernal's public transport connections especially appeal to property developers and residential buyers, and play a significant role in driving real estate prices in this part of the district.

On the other hand, Hernalds has a dignified, genteel atmosphere about it from Alszeile outwards. This is where the northwestern part of the Seventeenth District borders on the green Vienna Woods with their hiking trails, picnic areas, and city views. The Dornbach and Neuwaldegg quarters radiate a village atmosphere, and are amongst the city's most upmarket locations with their villas and exclusive new buildings.

The housing market reflects the district's diversity. The closer to the Vienna Beltway from the west, the more social housing and Wilhelminian style dominate the picture. Hernalds is extremely attractive for real estate developers and building contractors due to the district's vacant lots and existing buildings with potential for renovation and redevelopment. New projects can currently be found at the foot of Schafberg hill as well as on Alszeile and Sandleitengasse. An expansion project at the former Mannervilla on Klampfelberggasse is also currently in planning. There are also plans to modernise the Postsportverein area, providing more space for new housing in the future.

1170 wien – hernals



FACTS

Demography

Residents	56,014
Main residences	28,349
Persons/household	1.98
Moved in	+ 7,201
Moved out	- 7,785
Migration balance	- 584

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

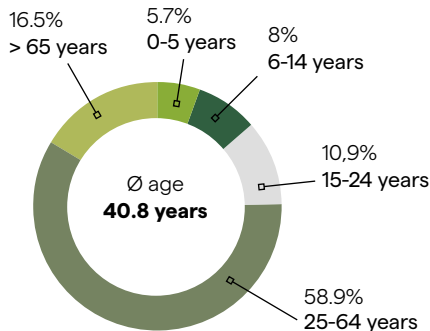
Vienna	32.2%
Hernals	35.1%

Average income (net)

Vienna	€ 24,401
Hernals	€ 23,890

Average age

Vienna	40.7
Hernals	40.8



Housing prices

Owner-occupied

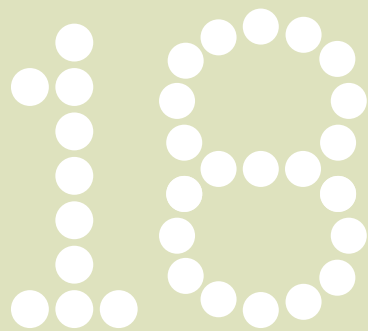
First occupancy	€ 5,500/m²
Other	€ 4,050/m²

Rented

First occupancy	€ 13.00/m²
Other	€ 11.40/m²

Invest. property € 2,300 to € 5,200/m²

392 land registry transactions for apartments in 2022 saw purchase prices total around € 127 million.



Trend meets tradition



Geymüllerschloss



Park Suites, Hockegasse 49 / EHL

Where city market atmosphere meets elegant lifestyle

Währing is one of the most sought-after residential areas in Vienna. The reasons are obvious: the Eighteenth District is rich in local recreation spaces with twenty-seven percent of the district dedicated to parks ideal for a long relaxing stroll, e.g. the extensive Türkenschanzpark, the cool Währinger Park, and the romantic Pötzleinsdorfer Schlosspark. The district also has a distinctly family-friendly ambience with its multitude of quality educational institutions, the extremely popular Kutschkermarkt weekly farmers' market, and convenient transport links to downtown.

Public spaces have also seen an upgrade in recent years. Währinger Straße, Johann-Nepomuk-Vogl-Platz, and Gersthofer Platz have been redesigned and greened. The best-known market in Währing is also set for expansion and greening with new trees in the coming years. Kutschkermarkt is planned to reach Staudgasse as early as in autumn 2023. Further development on the former Semmelweis-klinik hospital grounds will also make for an exciting project in the future. A new zoning and development plan has secured the future use of the historic park with its large share of green space.

The district has a very diverse aesthetic; the area close to the centre of the district near the Vienna Beltway has Wilhelminian-

style houses and closed construction dominating whereas avenues and green streets with many single-family houses as well as small and large villas are the main architectural staple in the northern and western part of Währing.

Even so, anyone expecting prices to decrease closer to the Vienna Beltway will be in for a disappointment. The area around Kutschkermarkt including Kreuzgassenviertel and the area between Gentzgasse and Aumannplatz host a colourful blend of bars and boutiques – a real “Bobo” paradise.

Home seekers will find a qualitatively excellent but quantitatively rather sparse range of opportunities here. Währing is the smallest district outside the Vienna Beltway and has little in the way of new construction activity. The villas in the Cottageviertel, or “cottage quarter”, only rarely come onto the market; most of the development here consists of apartment building renovations and loft conversions wherever there is a garret to convert. Examples of smaller renovation and expansion projects can be seen at Gentzgasse 144, Semperstraße 47, and Bischof-Faber-Platz 9. Larger housing projects such as the exclusive *Park Suites* at Hockegasse 49 are more of a seldom occurrence in Währing.

1180 wien – währing

55



FACTS

Demography

Residents	50,865
Main residences	26,640
Persons/household	1.91
Moved in	+ 5,753
Moved out	- 6,195
Migration balance	- 442

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

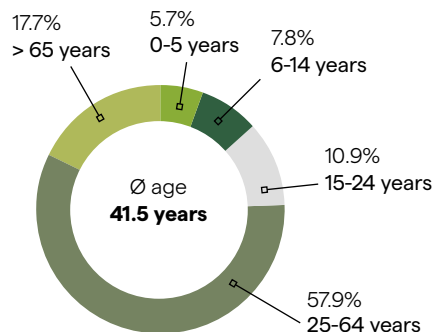
Vienna	32.2%
Währing	28.3%

Average income (net)

Vienna	€ 24,401
Währing	€ 28,749

Average age

Vienna	40.7
Währing	41.5



Housing prices

Owner-occupied

First occupancy	€ 7,500/m²
Other	€ 5,350/m²

Rented

First occupancy	€ 14.50/m²
Other	€ 12.40/m²

Invest. property € 2,500 to € 5,700/m²

479 land registry transactions for apartments in 2022 saw purchase prices total around € 232 million.



Village charm, glorious villas, and Viennese wine

The Nineteenth District is amongst the most exclusive addresses in Vienna. Located on the edge of the Vienna Woods, Döbling is synonymous with beautiful excursion destinations such as the Kahlenberg, Leopoldsberg and Nussberg hills, providing inspiration for residents and visitors alike with its abundance of natural space and breathtaking views over the city. The traditional wine-tavern suburbs of Neustift, Sievering, Grinzing, and Nussdorf radiate rural charm. They offer an opportunity to try out Viennese wines, some of which are really excellent, and are also extremely popular as residential areas. This also explains the busy building activity and heavy competition for empty lots in these parts of the district.

It costs a pretty penny to live in the Nineteenth District, for the most part. This especially applies to the villa areas in Sievering and Oberdöbling as well as the various wine-tavern suburbs. Residential prices per square metre are also constantly increasing in the more urban parts of the district such as those near the major traffic axes at Döblinger Hauptstraße, Krottenbachstraße, and Billrothstraße.

Most of the construction activity across the entire district consists of smaller exclusive development projects. These range from loft

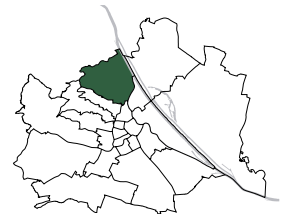
conversions to conversions and expansions to wine taverns such as *Zur Schönen Agnes* on Sieveringer Straße, to smaller new construction projects such as *The Unique* at Krottenbachstraße 162/Hackenbergweg 43.

Large new buildings tend to be the exception; these include the *Inside XIX* project on Gatterburggasse completed at the end of 2022, and *The Shore* directly on the waterfront at Kuchelauer Hafen.

Things are a little less exclusive in Heiligenstadt with social and association housing complexes dominating this part of the district. The most famous social housing tenement is probably Karl-Marx-Hof, which opened in 1930 as the world's longest contiguous residential building at 1,050 metres in length, a symbol of social housing in Vienna. But there is also a lot happening around Heiligenstadt. Examples include a new urban, climate-friendly and mixed-use city quarter under construction around Muthgasse. However, the plans encompass upgrading and revitalising the area especially in quality of living space and open spaces, public space design, and environmental integration – not just developing modern residential and office buildings.

1190 wien – döbling

57



FACTS

Demography

Residents	73,873
Main residences	37,866
Persons/household	1.95
Moved in	+ 7,409
Moved out	- 6,992
Migration balance	+ 417

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

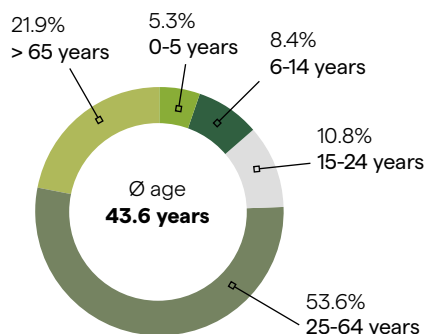
Vienna	32.2%
Döbling	27%

Average income (net)

Vienna	€ 24,401
Döbling	€ 29,902

Average age

Vienna	40.7
Döbling	43.6



Housing prices

Owner-occupied

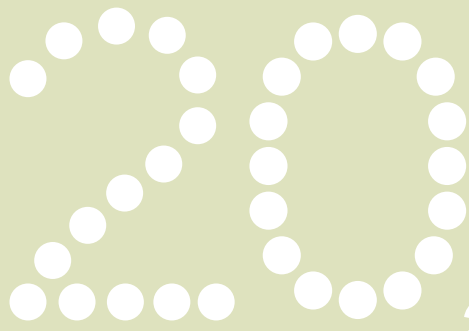
First occupancy	€ 8,300/m²
Other	€ 5,800/m²

Rented

First occupancy	€ 14.90/m²
Other	€ 12.60/m²

Invest. property € 3,400 to € 5,600/m²

530 land registry transactions for apartments in 2022 saw purchase prices total around € 301 million.



Lively and close to the centre



Wallensteinplatz



Das Forsthaus 11
Forsthausgasse 11 / EHL

How urban development has raised Brigittenau from its slumber

Between Donaukanal and the Danube, Brigittenau is the gateway to the northwest. The Twentieth District may not have the hip image of the Second District next door, but there is still much to explore in Brigittenau.

Densely populated Brigittenau is lively and multicultural and has its own local charm. Wallensteinstraße, Wallensteinplatz, and the surrounding areas have a multitude of restaurants, bars, and shops with food and products from various cultures. There are also fine dining restaurants and iconic bakeries in the same area, however.

One side of the district borders on Donaukanal and the accompanying green promenade together with a cycle path to downtown, home to part of the popular Augarten; the other side features a waterfront of more than three kilometres along the Danube. In addition to the extensive cycle path network, the U6 metro line as well as regional and long-distance train services ensure a convenient connection to the city centre and the outskirts.

Brigittenau's central location, its increasing popularity as a residential district, and the largest amount of free space available for

urban development have led to increased construction activity in the district in recent years. Many projects have been driving this urban development, causing an awakening in the district from its slumber.

A new quarter on the former Nordwestbahnhof railway station's grounds has been planned for completion by 2033, and will bring the district closer together with new apartments, jobs, and recreational opportunities, as well as space for leisure activities. The area next to Augarten between Nordwestbahnstraße, Adolf-Gstöttner-Gasse, and Heistergasse, previously almost exclusively dedicated to business operations, is to be redeveloped into space for residential, commercial, and public services.

Larger projects already under construction include the *Das Forsthaus 11* project on Forsthausgasse, the *DS90* high-rise, and a six-storey building on Dresdner Straße. The Danube waterfront area next to Millennium City is also a site for busy construction activity. Projects such as *Am Donaukai* on Handelskai and the *Engerthstraße City Flats* loft conversions on Engerthstraße have recently been completed.



FACTS

Demography

Residents	84,471
Main residences	42,859
Persons/household	1.97
Moved in	+ 10,343
Moved out	- 11,145
Migration balance	- 802

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

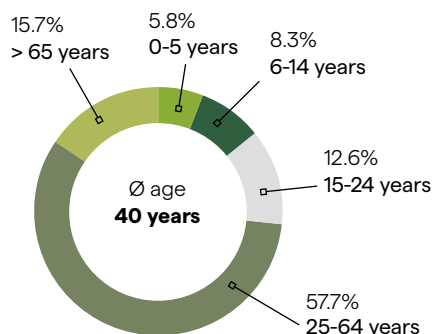
Vienna	32.2%
Brigittenau	40.2%

Average income (net)

Vienna	€ 24,401
Brigittenau	€ 21,200

Average age

Vienna	40.7
Brigittenau	40



Housing prices

Owner-occupied

First occupancy	€ 5,200/m²
Other	€ 3,800/m²

Rented

First occupancy	€ 12.50/m²
Other	€ 11.50/m²

Invest. property € 2,900 to € 4,000/m²

550 land registry transactions for apartments in 2022 saw purchase prices total around € 139 million.



Living quality in Transdanubia



Alte Donau



SCHÖNECK 13 / BUWOG

Transformation and expansion

Floridsdorf is a district in transition. The district's infrastructure has undergone extensive expansion in recent years with construction activity far more intense here than in the rest of Vienna. The Twenty-First District is especially attractive to project developers due to the large supply of space available for development. These spaces offer a multitude of possibilities for building affordable residential projects with efficient floorplans.

The district's transformation is also apparent in terms of urban development with specific plans to create several new traditional-style Viennese neighbourhoods and quarters in the next few years. The new Donaufeld quarter with its huge share of green space is especially worth mentioning. The area covers around sixty hectares located between the Floridsdorf and Kagran district centres. Around six thousand apartments are planned as well as space for offices, services, and social infrastructure.

Neu-Leopoldau is another example of ongoing development with a new quarter currently under development on the former Leopoldau gasworks site. This project entails a total of 1,400 apartments – most of which subsidised – and 70,000 square metres of commercial space, social infrastructure, and large open spaces.

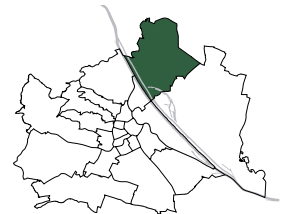
Floridsdorf also has a number of renovation and modernisation projects such as the Werndl-gasse estate, which is currently being renovated and appropriately expanded. There are also new workshops and production facilities for trade and services under development on Karl-Schäfer-Straße. The area around Floridsdorf hospital is set for a redesign, mainly focusing on public living space.

There are many reasons to opt for Floridsdorf as a residential area: some of the quarters still have a rural feel, combining peace and quiet with a small-town attitude to life, and nearby Donauinsel island on the Danube provides an ideal place for leisure; on the other hand, it takes no more than twenty minutes or so to reach downtown thanks to the excellent public transport connections.

The residential real estate market reflects Floridsdorf's increasing attractiveness as a residential quarter as a result of the changes taking place in the district. Housing is especially popular in the wine-tavern neighbourhoods; one example is the now completed *Schöneck 13* project for owner-occupied apartments on Bernreiterplatz in the Jedleseer quarter. *Leopold XXI* is another exciting project that has been completed on Leopoldauer Platz. Other projects are under development at Drygalskiweg 59, An der Schanze 25, and Brünner Straße 105.

1210 wien – floridsdorf

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FACTS

Demography

Residents	178,185
Main residences	84,213
Persons/household	2.12
Moved in	+ 15,808
Moved out	- 11,874
Migration balance	+ 3,934

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

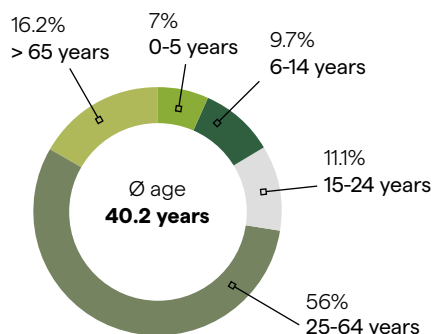
Vienna	32.2%
Floridsdorf	27.9%

Average income (net)

Vienna	€ 24,401
Floridsdorf	€ 24,381

Average age

Vienna	40.7
Floridsdorf	40.2



Housing prices

Owner-occupied

First occupancy	€ 5,250/m²
Other	€ 3,700/m²

Rented

First occupancy	€ 12.30/m²
Other	€ 11.30/m²

Invest. property € 2,000 to € 4,300/m²

983 land registry transactions for apartments in 2022 saw purchase prices total around € 277 million.

A district of contrasts



Barany&me / BUWOG



Donau-Auen

Where urban development meets nature paradise

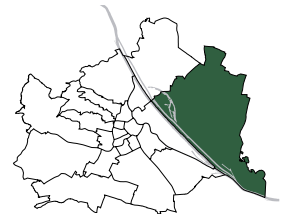
Donaustadt is Vienna's largest district by area; like the other outlying districts, Donaustadt features a stark range of contrasts with urban landscapes and city life on the one hand, and agriculture and untouched nature on the other. The Vienna skyline and UNO-City represent the business hustle and bustle of city life in Donaustadt, whereas other parts of the district have a distinctly rural atmosphere with wide open fields punctuated by small neighbourhoods.

Donaustadt is understandably popular not only as a residential area, but also as a destination for a day out. Residents find a nature paradise virtually on their doorstep with almost sixty-four percent green space and unique access to the water. Local recreation and leisure opportunities leave nothing to be desired with freely accessible bathing spots on the Old Danube, a wide selection of outdoor pools, and the nature paradise of Lobau in the Donau-Auen National Park.

There are many areas available for development in Donaustadt, a great variety of opportunities for development as reflected

in the busy construction activity with more than three-and-a-half thousand residential units currently under construction. The *Am Seebogen* expansion to Seestadt Aspern is still in full swing. This project will see a mixed quarter emerge for around two-and-a-half thousand new residents on a gross surface area of two hundred thousand square metres. Busy construction activity is also underway around Kagran and Hirschstetten and in the Raffenstättergasse development area in a project involving almost a thousand residential units, an educational campus with a day-care centre as well as a school. Other urban and district development concepts are already in planning, so it seems safe to assume that Donaustadt will keep expanding on its pioneering role in future-oriented urban development in the coming years.

Projects such as *Barany&me* on Baranygasse, *Der Ballon* on Groß-Enzersdorfer Straße, *Das Herzog* on Erzherzog-Karl-Straße, *HV03* on Hovenweg, *Vienna Twentytwo* in Dr.-Adolf-Schärf-Platz, *Danube Flats* on Wagramer Straße, *Garten-Städtchen-22* on Marlen-Haushofer-Weg, and *DC Flats* on Donau-City-Straße will offer a wide range of opportunities for home seekers.



FACTS

Demography

Residents	203,823
Main residences	93,511
Persons/household	2.18
Moved in	+ 16,407
Moved out	- 11,720
Migration balance	+ 4,687

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

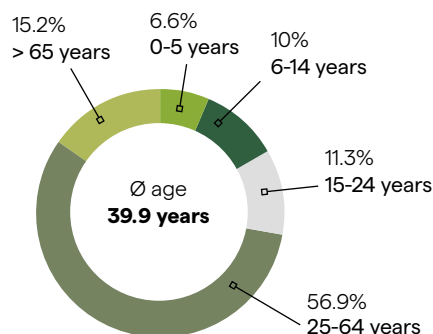
Vienna	32.2%
Donaustadt	23.9%

Average income (net)

Vienna	€ 24,401
Donaustadt	€ 26,722

Average age

Vienna	40.7
Donaustadt	39.9



Housing prices

Owner-occupied

First occupancy	€ 5,150/m²
Other	€ 3,650/m²

Rented

First occupancy	€ 12.10/m²
Other	€ 11.20/m²

Invest. property € 2,200 to € 3,600/m²

1,705 land registry transactions for apartments in 2022 saw purchase prices total around € 671 million.



Ringing the changes in the south



Inzersdorfer
Schubertpark



RIVUS VIVERE / BUWOG

Growth potential and urban development

The Twenty-Third District is situated along the banks of the river Liesingbach in southwestern Vienna between the Vienna Woods to the west and the Vienna Basin to the east. The Liesing district is highly varied with industrial areas such as Inzersdorf, Atzgersdorf, and Liesing itself, as well as more rural parts such as Rodaun, Mauer, and Kalksburg. The Twenty-Third District is also in high demand as a residential area due to its large share of green space, many opportunities for local recreation, and convenient public transport connections by metro, regional railway, and motorway.

As with many other districts, Liesing shows major variation in its general aesthetic in the individual quarters. The large residential complexes in Siebenhirten and Erlaa, especially the well-known listed buildings of the Alt-Erlaa residential complex, contrast with the many single-family houses and villas in the idyllic wine-tavern neighbourhoods of Mauer, Rodaun, and Kalksburg.

Extensive housing estates have been constructed between the historic district centres and numerous industrial companies based here. The district's proud industrial heritage has left Liesing with plenty of development space for high-volume residential construction. The potential for densification is being tapped into in many places, one prominent example being the area around

Breitenfurter Straße. The major *RIVUS* project on the site of the former Unilever factory between Liesingbach and Breitenfurter Straße is one such example. *RIVUS VIVERE* completed in early 2023 was the final part of the residential quarter with around 850 residential units, commercial space, educational institutions, and local shops and services.

The district's attractiveness has been boosted by ongoing urban development as reflected by the *Biotop-Wildquell* project in Atzgersdorf. New (subsidised) housing and a three-hectare park will emerge on the former Wildschek paint factory site. The main focus of this project is on sustainability, resource conservation, and climate neutrality. A new residential area with around 620 new apartments including some 280 subsidised rental and SMART apartments is also under development on Rösslergasse. The area forms a kind of entryway to the large *In der Wiesen Mitte* urban development area, which should be completed by 2030.

A multitude of new projects will be addressing the ongoing heavy demand for living space in the district. *KleeLiving* on Breitenfurter Straße, *KH:EK:51* on Korbasse, *Willi 23* on Willergasse, and *Kult 23* on Gastgebasse are some of the small and medium-sized development projects in the district.



FACTS

Demography

Residents	115,174
Main residences	53,851
Persons/household	2.14
Moved in	+ 10,375
Moved out	- 6,991
Migration balance	+ 3,384

Sinus-Milieus®

Upper class	
Traditional milieus	
Central milieus	
Modern lower class	

Foreign nationals

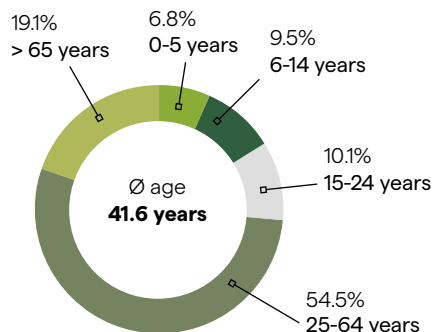
Vienna	32.2%
Liesing	23.2%

Average income (net)

Vienna	€ 24,401
Liesing	€ 27,268

Average age

Vienna	40.7
Liesing	41.6



Housing prices

Owner-occupied

First occupancy	€ 5,550/m²
Other	€ 3,950/m²

Rented

First occupancy	€ 12.50/m²
Other	€ 11.50/m²

Invest. property € 2,300 to € 3,700/m²

572 land registry transactions for apartments in 2022 saw purchase prices total around € 179 million.

ehl / apostelhof



Luxurious modern living in the Apostelhof, built in 1899

Built in 1899, the Apostelhof building is located in the middle of the Third District of Vienna. This development entails exclusive modern apartments with expansive and large open spaces as part of a comprehensive revitalisation programme for the existing building in combination with a new construction project. Apostelhof is perfect as a main place of residence with its infrastructure and proximity to numerous leisure activities.

Smart floorplans with spacious room layouts and high ceilings satisfy the highest standards of luxury in modern living.

All the new apartments in the Apostelhof have one thing in common – top-quality modern living with the best possible materials and equipment together with state-of-the-art, flexible and therefore future-proof floorplans.

apostelhof.at



A multi-story red brick building with modern balconies and a courtyard. The building features a mix of traditional brickwork and modern architectural elements, including large windows and balconies with metal railings. The courtyard in the foreground has a paved area, greenery, and a large white umbrella. People are walking in the courtyard, and a person is visible on a balcony. The overall scene is bright and sunny, with trees and plants adding to the urban environment.

Perfect revitalisation

Apostelgasse 25-27, 1030 Vienna

buwog / DECK ZEHN



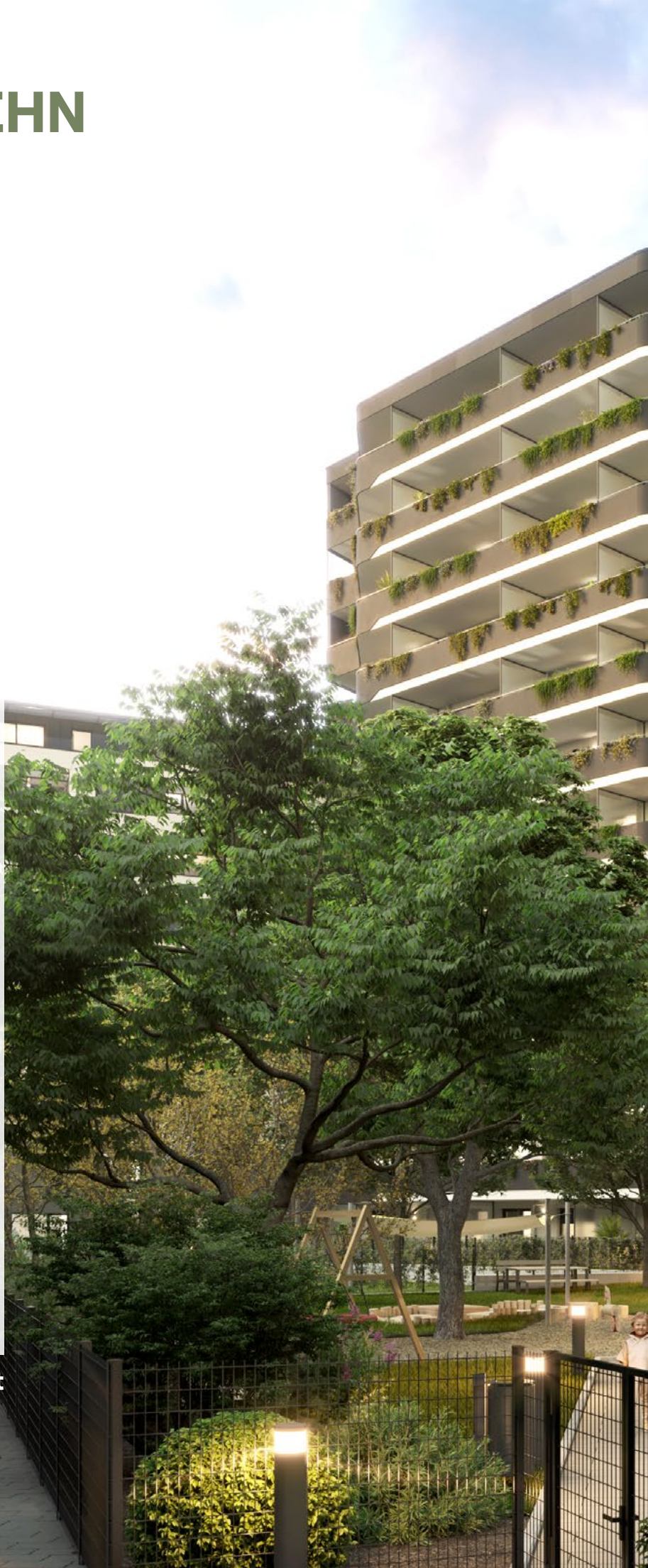
A place to live right in the beating heart of Vienna

A new local harbour in the middle of Vienna. Relaxing and vibrant, sustainable and attractive, communal and individual, DECK ZEHN has 229 owner-occupied apartments for every phase of life at Laxenburger Straße 2D.

A whole new way of living is emerging at the centre of one of the most diverse residential districts in Vienna. This residential project offers extraordinary characteristics such as common facilities for co-working, exercise, and relaxation, a sun deck for relaxing, green roof terraces with urban gardening, and a sauna for extra well-being.

The project includes a wide range of apartment types for a variety of needs ranging from studio flat to roomy duplex. The building is characterised by spacious, curved balcony fronts providing each apartment with a highly serviceable outdoor area. BUWOG places heavy demands not only on the architecture, but also on everyday qualities such as a sustainable greening concept. Completion is expected by the end of 2023.

deckzehn.buwog.at



Green living at the pulse of the city

Laxenburger Straße 2, 1100 Vienna

ehl / zwerngasse 49

Living on Schafberg hill

Zwerngasse 49, 1170 Vienna



Exclusive location with vineyard views

Two four-storey residential buildings with twenty-two apartments are under construction on an area of almost 3,000 square metres in Dornbach in the popular Seventeenth District of Vienna. This project will make an ideal place to call home due to its exclusive location with views over vineyards and excellent facilities prioritising exclusivity, future-oriented technology, and high living quality. The residential complex profits from its southern orientation, immediate proximity to the Viennese vineyards and Schafberg hill, as well as the grove-like neighbourhood.

The architecturally sophisticated design features bright open floor plans and large open spaces in the form of balconies, terraces, and gardens. Apartments range from 62 to 144 square metres in area, and all benefit from generous glazed surfaces providing a wonderful living atmosphere. Shared green areas on the property for use by the owners round off the picture.

ehl.at/zwerngasse

buwog / kennedy garden



BUWOG is currently developing the Kennedy Garden project named after the US president John F Kennedy and Viennese Kennedybrücke bridge just a few minutes' walk away. A beautiful new residential area is emerging with a total of 512 privately financed owner-occupied, buy-to-let, and rental apartments.

A spacious green garden, which gave the project its name, opens up amidst the six buildings, each of which is characterised by an individual architectural design. The garden provides a relaxing idyll for young and old with urban hustle and bustle right on the doorstep.

The location profits from excellent public transport connections, a wide range of shopping opportunities, and its proximity to Schönbrunn with its magnificent palace gardens. The residential part of the project consists of three parts, each with its own architecture. The rental apartments meet the highest quality standards with smart floorplan designs suitable for singles, couples, and families. Completion: 2023.

kennedygarden.buwog.at



Pure joy of life in Penzing

Penzinger Straße 76, 1140 Vienna



ehl / das forsthaus 11



Sustainable living near Donaukanal

The DAS FORSTHAUS 11 investment apartment project is up for apartment sales and tenancy on Forsthausgasse 11 in the up-and-coming Twentieth District. The project is certified according to the stringent ÖGNI GOLD standard, with prime importance placed on sustainability during planning and construction.

This development benefits from 148 studio flats and apartments of up to two bedrooms with optimised floorplans, state-of-the-art fit and finish, and private open spaces in the form of terraces, balconies, or loggias to each unit, all in a bright and welcoming living environment. A community room and spacious inner courtyard with a children's playground round off the project.

The residential complex is situated in quiet surroundings with views over the Donaukanal area and Kahlenberg from the upper floors. All major motorway access roads are located nearby, and the Viennese metro is just a few bus stops away.

ehl.at/dasforsthaus11



Adding value to urban living

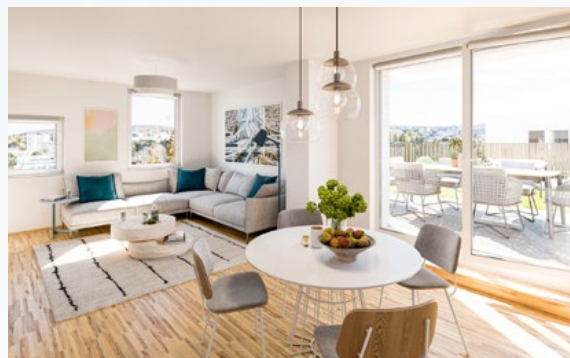
Forsthausgasse 11, 1200 Vienna

buwog / rivus vivere

A location for the future

Breitenfurter Straße 225 - 233, 1230 Vienna

Heating energy demand: 16.3-22.7 kWh/m²a, total energy efficiency factor: 0.68-0.70 Photo credits: RIVUS VIVERE © BUWOG / infinity eleven



The new BUWOG RIVUS VIVERE project is under development with both residential and commercial space right on Breitenfurter Straße in the middle of Liesing, Vienna's Twenty-Third District.

The adjoining piazza and supermarket and an all-day elementary school that has already been built also liven up the quarter. An area with ideal development potential for trading companies, service providers, and doctors is emerging here for attracting new customer groups in a sustainable and future-oriented way.

The modern, innovative living concepts benefit from smart floorplans and attractive outdoor areas. Open floorplans combine cooking and living areas to create a modern living space.

Environmentally friendly architecture helps keep the future healthy for coming generations.

rivus.buwog.com

closing words



As we always do at the end of each issue of our Residential Market Report, we at BUWOG and EHL Immobilien would like to take a peek at what to expect on the Viennese housing market in 2023.

We forecast a balanced relationship between supply and demand in last year's report, emphasising that our view of the future would not include any unforeseen events – and there have definitely been some in 2022 with an impact on the current year and beyond. This should not cause undue concern as 2023 will also offer many opportunities to take a critical look at processes, projects, and strategies, and improve them wherever necessary. The year 2023 will start a kind of transformation process in many different avenues.

We will increasingly see new concepts being established over the course of the year, concepts corresponding even more closely to new requirements from target groups – buzzwords such as the 15-minute city as well as assisted living and accessible housing already point in the right direction.

We are optimistic that the year will serve as an opportunity for us even with all the challenges it presents.

We will register the transition most acutely in how we build. The ESG criteria and EU taxonomy – both sustainable requirements on environmental protection, social issues, and corporate governance – will place certain standards on us that we will need to fulfil. However, we should mainly be considering ways to bring project development forward in terms of cost structure. We see one such opportunity in modular construction. The year 2023 will give us an opportunity to start planning much earlier and increase the depth of planning, as well as to go into further depth on considerations and approaches towards a circular economy. This in particular is a factor of which we in the real estate industry have not taken enough heed, a topic that still offers plenty of potential.

We are optimistic that the year will serve as an opportunity for us even with all the challenges it presents. We will need to use the time well and hopefully start again at full speed by the end of the year at the latest with absolutely state-of-the-art projects in terms of sustainability, energy efficiency, and compliance with current requirements for living standards.

Small print comes in large print. Please find below comments and explanations of some terms used in this report.

All references to persons in this text are intended to refer to all genders.

Source data

Every effort has been made to ensure the accuracy of information in this report. Certain topics are, however, quite complex and subject to constant change. The housing market in Vienna is extremely dynamic and prices vary greatly from area to area. While certain locations are in high demand at the moment, this might change quickly.

In our analysis of the housing market, we relied mainly on up-to-date data provided by Statistics Austria, the state statistics office, and information obtained from the City Government of Vienna, unless a different source is named.

Prices

In Austria, older buildings (i.e. non-subsidised buildings constructed with planning permission before 1953 and owner-occupied houses built with planning permission prior to 1945) are subject to the full scope of the Austrian Tenancy Act. This means that rents are not subject to normal market forces of supply and demand, but are basically fixed (to what is known as an “adequate rent” or “guideline rent”). Such rents are not taken into account in our report.

All prices quoted for the various districts of Vienna refer to square metres of net floor area (i.e. not including loggias, etc.).

Sales prices are full ownership prices per square metre of net floor area, not including service and maintenance costs.

Rents are quoted net, exclusive of taxes and service charges.

Definitions

The term “First occupancy” in relation to prices refers to newly built apartments, or older buildings after complete refurbishment.

“Other” refers to tenancies and sales of second-hand homes.

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Errors exempted.

The information and forecasts in this report
are given to the best of our knowledge.

Status: February 2023

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