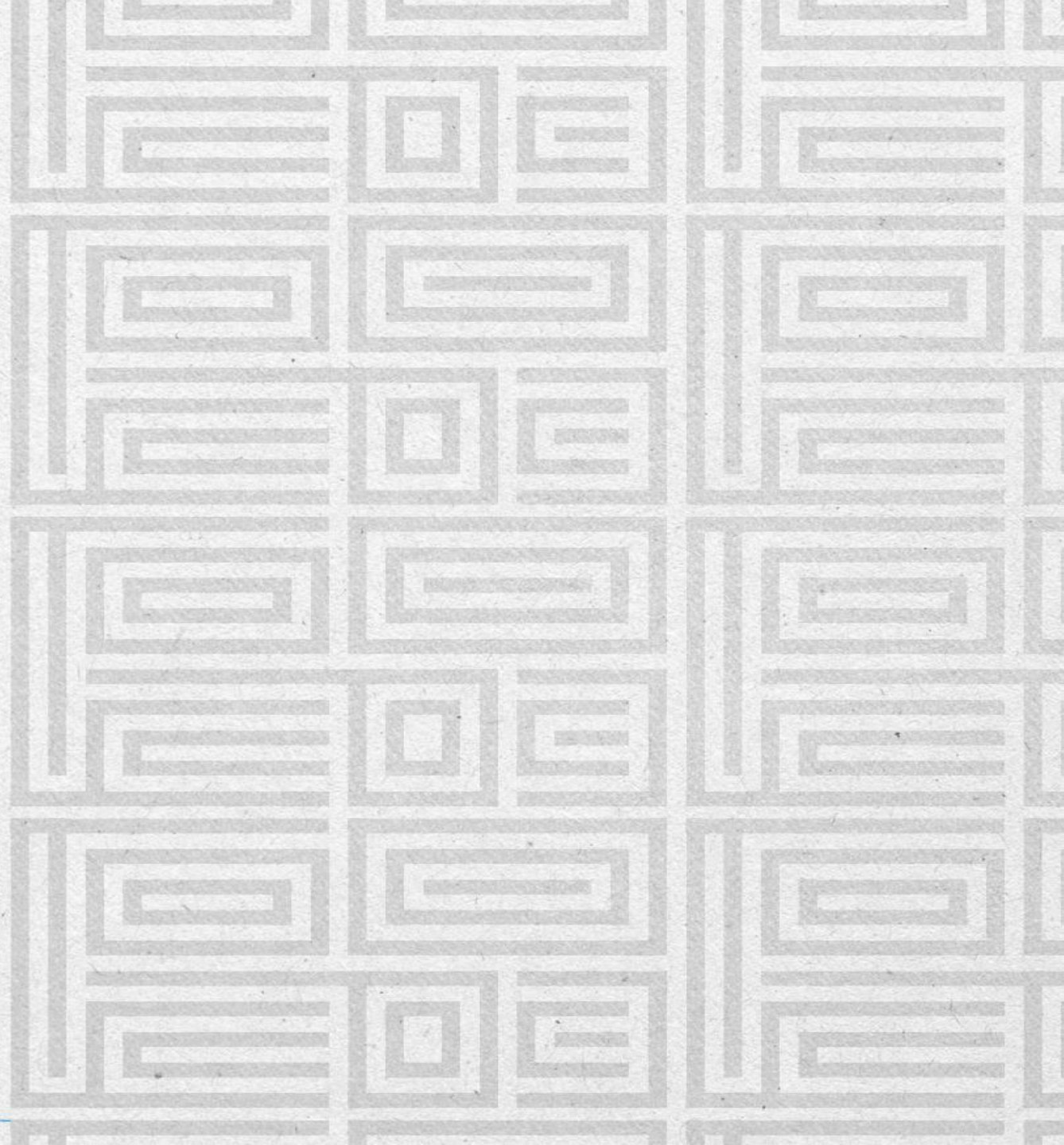


**RETAIL UNITS  
VALDEBEBAS**

 **BIALTO**



# B 01. MARKET ANALYSIS

Valdebebas has established itself as one of the most **ambitious and promising urban developments in Madrid**. With modern planning, large green areas, high-quality services, and a growing community, this area is positioned as a strategic point for the implementation of new retail concepts.

The demographic and socioeconomic profile of its residents—mainly composed of **young families and professionals with high purchasing power**—creates an ideal ecosystem for brands seeking to offer distinctive, sustainable, and quality-of-life-oriented products and services.

Average **household income**: €82,456.77. Average per capita income: €26,409.74. These figures confirm Valdebebas as one of the **highest-income areas in Madrid**, reflecting strong purchasing power and an attractive profile for premium retail and service offerings.





## 02. RETAIL TENANT PROFILE

### 1. Convenience and Daily Essentials

Why they work: High foot traffic from residents and local workers needing nearby essential services.

- Boutique supermarket or gourmet store.
- Artisan bakery and café.
- Pharmacy and wellness-oriented drugstore.
- Technology and gadget store (smart home and automation focused).

Ideal location: Corners or main access points for visibility and customer flow.

### 2. Premium Dining and Specialty Cafés

Why they work: Valdebebas residents seek high-quality dining options without leaving the area.

- Healthy and organic restaurants (poke bowls, gourmet salads).
- Brunch spots and cafés specializing in origin coffee.
- Artisan ice cream and pastry shops.
- International cuisine (premium sushi, Italian, Mediterranean fusión,...).

Recommendation: Locations with terraces or large windows.

### 3. Wellness & Fitness

Why they work: Growing trend towards physical and mental wellness among affluent residents.

- Boutique gyms (pilates, functional training, personal trainers).
- Yoga and mindfulness studios.
- Premium physiotherapy and osteopathy clinics.
- Advanced aesthetic and dermatology clinics.

Recommendation: Sound-insulated spaces with flexible layout options.

### 4. Coworking and Boutique Offices

Why they work: Rise of remote work and lack of coworking options in Valdebebas.

- Small coworking space with meeting rooms and café.
- Offices for independent professionals (architects, lawyers, consultants).
- Hybrid space (coworking + premium café).

Differentiator: Modern design, high-speed internet, cozy environment.

### 5. Specialty Stores and Concept Shops

Why they work: Audience looking for quality, exclusivity, and personalization.

- Home décor and designer furniture (BoConcept, Zara Home Premium).
- Sustainable fashion and independent boutiques.
- Premium pet store with veterinary clinic.
- Eco-market with bulk products and natural cosmetics.

Key location: High pedestrian traffic areas or street-visible spots.

### 6. Multifunctional and Versatile Spaces

Why They Work: Demand for spaces for events, workshops, and cultural activities..

- Events and conference rooms.
- Art workshops and activities for children.
- Temporary showrooms for emerging brands

Key differentiator: Modular spaces can be adapted to the activity.



# 03. COMPETITORS IN THE AREA

### Supermarkets:

- 1. Mercadona
- 2. Supercor
- 3. BM
- 4. Aldi
- 5. Ahorramas
- 6. Carrefour

### Restaurants:

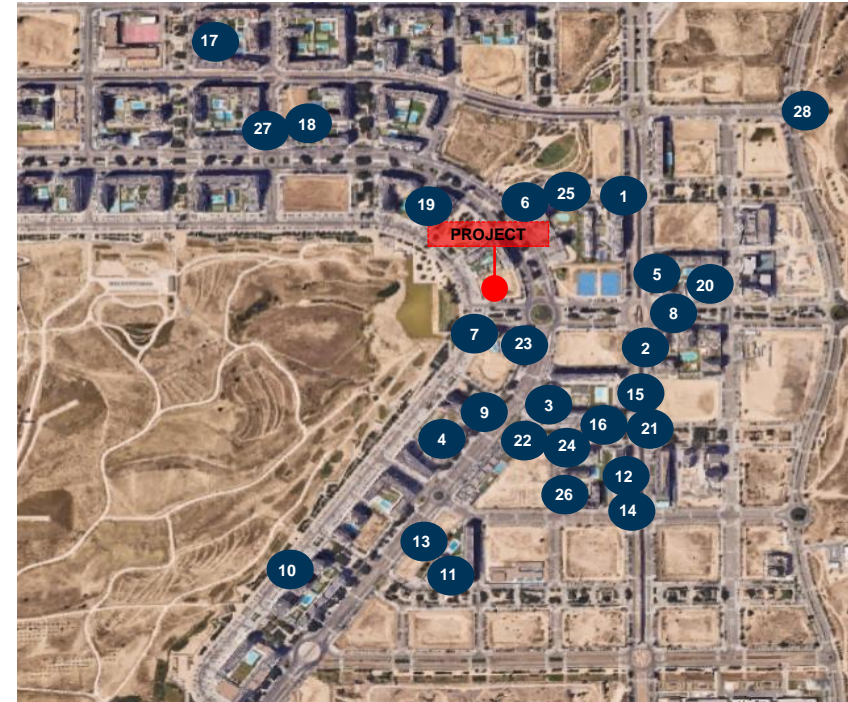
- 7. BaRRa de Pintxos
- 8. Le coq
- 9. VIPS
- 10. El Quiosko
- 11. Divina Locura
- 12. Carambola: Café Bistro
- 13. El Perejil
- 14. El Garnacho
- 15. Qalido / Levadura Madre / Goiko
- 16. La Mafia se sienta a la mesa
- 17. Lazarrella
- 18. Beefcious

### Healthcare:

- 19. Quirón Salud
- 20. Pharmacy
- 21. Pharmacy
- 22. Pharmacy

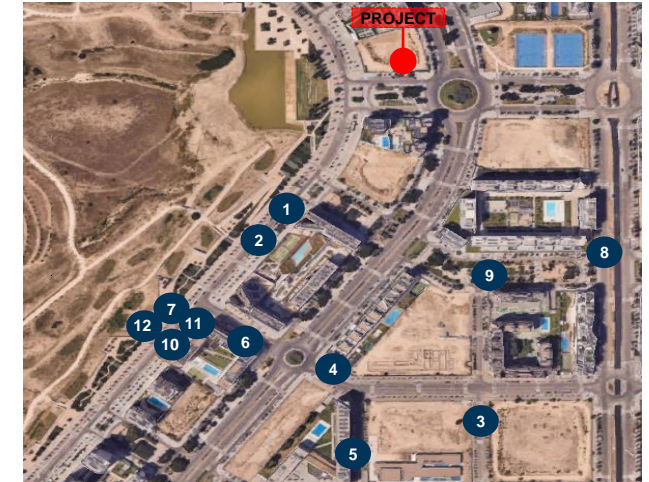
### Services:

- 23. Gym
- 24. Gym
- 25. Gym
- 26. Bank -Bankinter
- 27. Bank - Santander
- 28. Gas Station



# B 04. MARKET COMPS

#	Use	Available	Location *	Surface (sqm)	Rent (€/mth)	(€/sqm/mth)
1	Former Restaurant	Rented	C. de la Maria de las Mercedes de Borbón	350	6,500	18.6
2	Former Restaurant	Available	Av. Juan Antonio Samaranch	300	5,500	18.3
3	Former Restaurant	Available	C. de la Maria de las Mercedes de Borbón	300	5,500	18.3
4	Former Restaurant	Available	C. de Carlos Fernández Casado	290	5,900	20.3
5	Shell Unit	Rented	C. María Reiche, 31	345	6,300	18.3
6	Former Restaurant	Available	C. de Marques de Fontalba	305	5,500	18.0
7	Shell Unit	Available	Avenida José Antonio Corrales, 6	554	8,400	15.2
8	Former Restaurant	Available	C de María de las Mercedes de Borbón	220	2,600	11.8
9	Shell Unit	Rented	C. Estanislao Pérez Pita	179	2,000	11.2
10	Shell unit	Available	Avenida José Antonio Corrales, 6	567	8,516	15.0
11	Shell unit	Available	Avenida José Antonio Corrales, 6	1,032	15,490	15.0
12	Shell unit	Available	Avenida José Antonio Corrales, 6	1,600	24,007	15.0
<b>Average</b>				<b>504</b>	<b>8,018</b>	<b>16.3</b>



## Market Comps

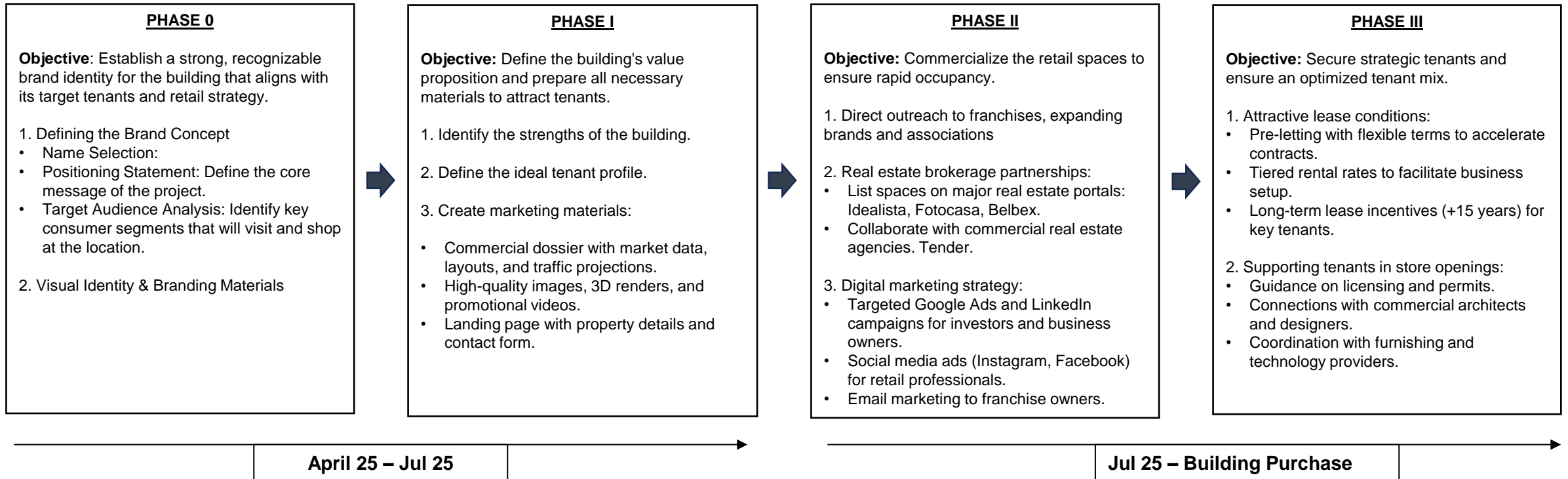
Avg. Surface (sqm) Comps	Avg. Rent(€/mth) Comps	Avg. (€/sqm/mth) Comps	Avg. Surface (sqm) UW	Avg. Rent (€/mth) UW	Avg. (€/sqm/mth) UW	Diff. Sqm (%)	Diff. €/mth (%)	Diff. €/Sqm/mth (%)
504	8,018	16.3	451	3,606	8.0	-10%	-55%	-51%

## Conclusions

- As we can see, restaurants, supermarkets, and healthcare services are the most predominant commercial uses in the area. Restaurants lead with a strong presence of more than 5 units, offering a variety of dining experiences.
- The table above, "Market comps", shows that the **UW pricing for the Retail units** is significantly below the market average:
  - **55% lower on a €/month**, and
  - **51% lower on a €/sqm/month.**



# 05. COMMERCIALIZATION STRATEGY

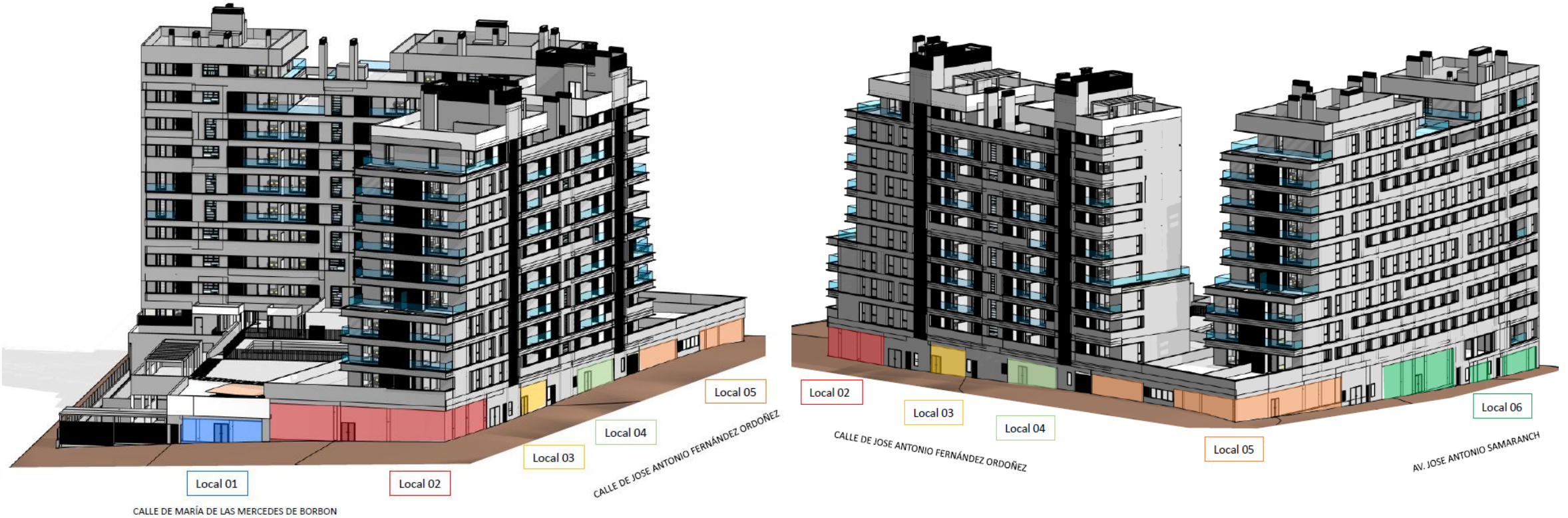


**Key considerations:**

1. **Shell Condition** – No Leasing Until Ownership Transfer
2. **Preletting to ensure rapid occupancy:** Letter of Intent (LOI) agreements can be used to establish preliminary commitments with brands, Franchise and corporate tenants often require 6+ months for store setup, making it critical to secure agreements well in advance.
3. **Incentive Strategy to Secure Tenants Pre-Purchase** (Lower Initial rents, free periods, longer leasing periods, fit out free period...)



# 06. RETAIL UNITS ANALYSIS



# B 07. RETAIL UNITS

## RETAIL UNIT 1

**Orientation:** West – facing María de las Mercedes de Borbón st

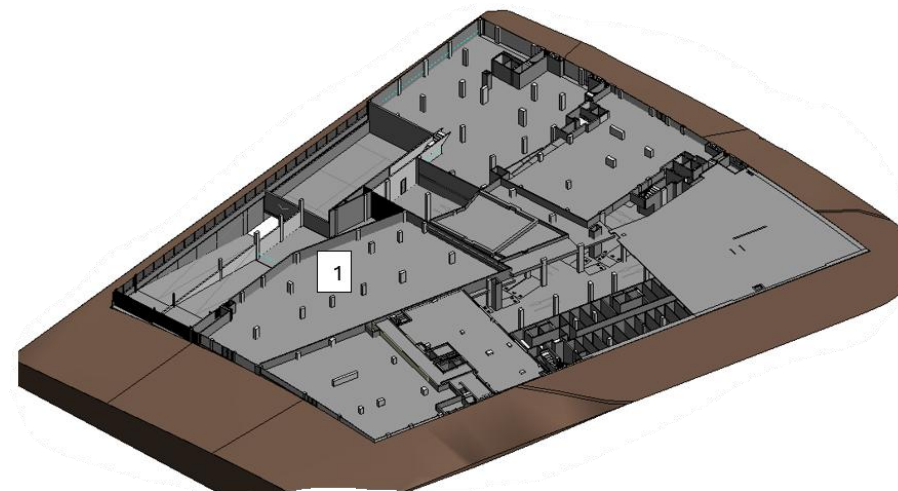
**Built Area:** 569 sqm

**Pros:** (+)Quiet Street.

**Potential €/sqm/m:** € 12.0-16.0/sqm/m

**Potential tenant:** Premium Home & Decoration Store

Provides significant value in growing residential areas by offering premium decor and convenient access to high-quality interior design solutions.



## RETAIL UNIT 2

**Orientation:** West –facing María de las Mercedes de Borbón st

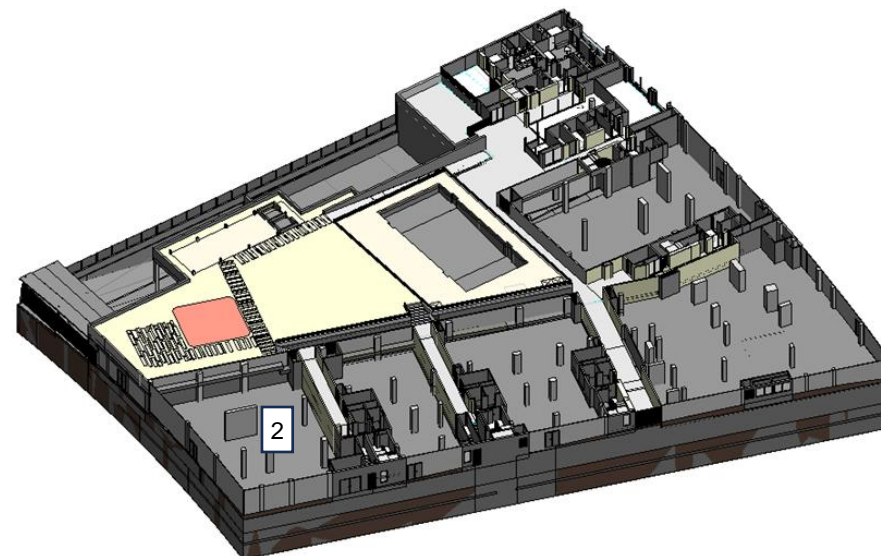
**Built Area:** 305 sqm

**Pros :** Quiet street.

**Potential €/sqm/m:** € 14.0-17.0/sqm/m

**Potential tenant:** Veterinary Clinic or Pet Care Center

A pet service center enhances the community by meeting the needs of pet owners in residential areas like Valdebebas, offering veterinary care, grooming, and supplies in a pet-friendly environment.



# B 08. RETAIL UNITS

## RETAIL UNIT 3

**Orientation:** South –facing José Antonio Fernández Ordóñez st

**Built Area:** 182 sqm

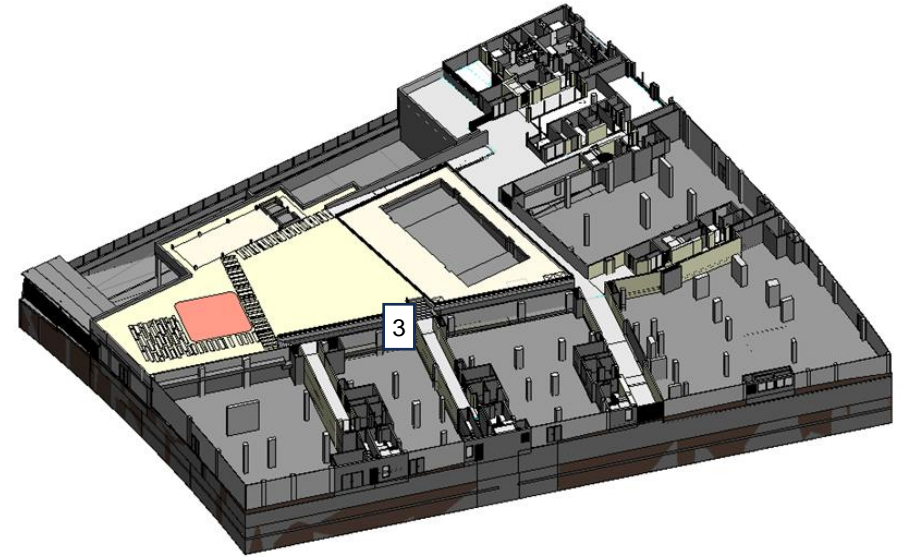
### Pros & Cons:

- (+/-) Facing a secondary street can be positive or negative depending on the tenant.
- (-) Smallest retail unit in the building, area not increasable

**Potential €/sqm/m:** € 12.0-16.0/sqm/m

**Potential tenant:** Coworking space

A coworking space or small consulting office is ideal for freelancers and local businesses seeking a flexible, well-located workplace.



## RETAIL UNIT 4

**Orientation:** South –facing José Antonio Fernández Ordóñez st

**Built Area:** 260 sqm

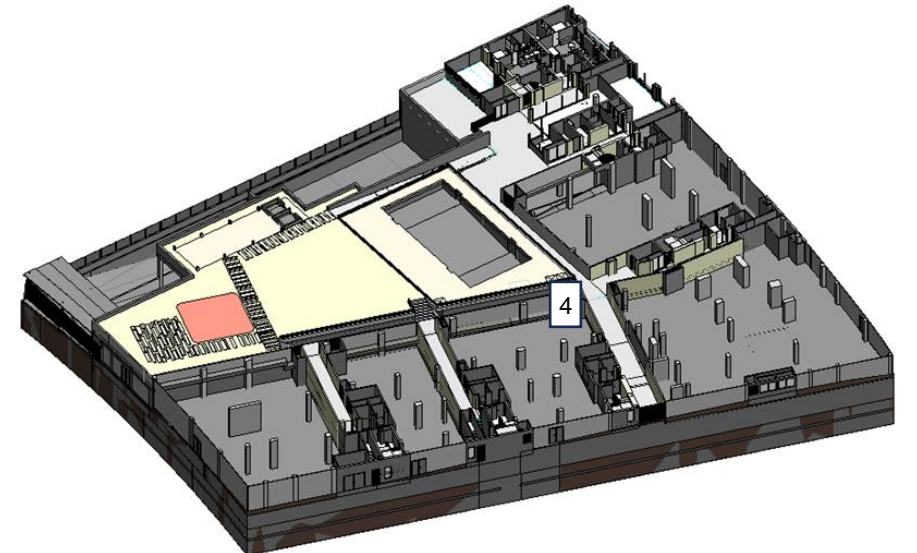
### Pros:

- (+/-) Facing a secondary street can be positive or negative depending on the tenant

**Potential €/sqm/m:** € 12.0-16.0/sqm/m

**Potential tenant:** Eco-Friendly Store or Local Products Market.

This space could accommodate an eco-friendly store or a local products market, offering sustainable, organic food and goods, aligning with current consumer trends toward sustainability and healthy living.



# B 09. RETAIL UNITS

## RETAIL UNIT 5

**Orientation:** South –facing José Antonio Fernández Ordóñez st  
+ East –facing Juan Antonio Samaranch st

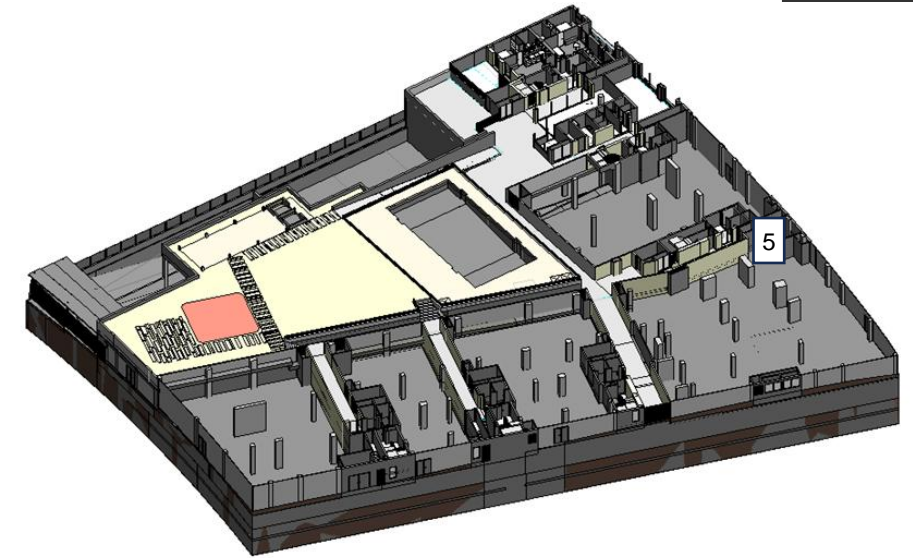
**Built Area:** 525 sqm

**Pros:** Double façade, attractive ratio façade/depth

**Potential €/sqm/m:** € 14.0-17.0/sqm/m

**Potential tenant:** Wellness Center

A space focused on mental health and well-being, offering activities such as gentle yoga, pilates, meditation, alternative therapies, and mindfulness (avoiding the traditional gym format).



## RETAIL UNIT 6

**Orientation:** East –facing Juan Antonio Samaranch st

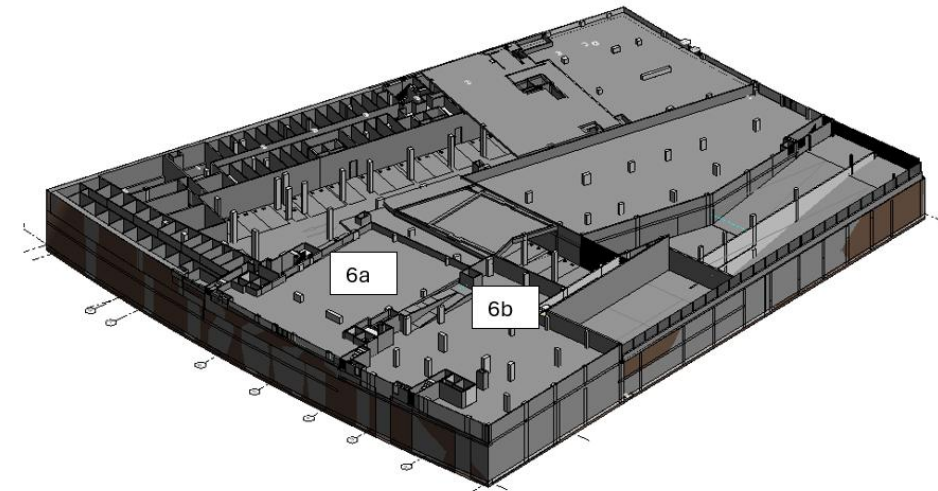
**Built Area:** 864 sqm

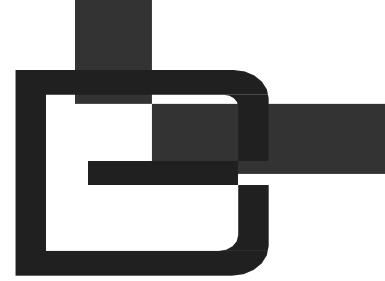
**Pros:(+)** Double-storey unit, attractive ratio façade/depth

**Potential €/sqm/m:** € 12.0-16.0/sqm/m

**Potential tenants:** Multi-Use Community Space

This space could be dedicated to cultural and social activities, such as workshops, exhibitions, neighborhood meetings, or educational events. It could be managed in collaboration with local organizations or operate as a hybrid space combining private rental activities with community services.





**B BIALTO**

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