

Hellinikon SA Ελληνικό ΑΕ

INVESTMENT OPPORTUNITY Hellinikon SA Development Plan

HELLINIKON SA

Company & Vision



ELLINIKON SA is a Special Purpose Company, established on March 31st, 2011. Its scope of work includes the administration, management and development of the former Athens Airport of Hellinikon land* and the costal front** which hosts the National Youth Sports Center and the former Olympic Sailing Center (Marina) of Agios Kosmas. Hellinikon SA has the full ownership rights (freehold owner) of the 30% of the land, which equals almost all of the area that can be built, while at the same time holds the surface rights of the 70% of the Site for a period of 99 years.

The unique **qualities of the site** coupled with the excellent human capital found in Greece can produce **significant value** in sectors like tourism, health, environment and research.

The **vision** of Hellinikon SA for the development of the site can be analyzed into four main goals:

- 1. Creation of a mixed use metropolitan pole to be established as a national and international point of reference.
- 2. Attraction of investments and high added value activities as well as reinforcement

- of business innovation. Creation of jobs and opportunities in highly competitive sectors of the economy, benefiting the regional and national economy.
- 3. Implementation of an exemplary urban development based on high-performance sustainable design and state of the art infrastructure.
- 4. Integration with the surrounding environment, creating a lively and safe community. Provision for an accessible and safe metropolitan park, enhanced public spaces and promotion of sustainability awareness.

In this framework HELLINIKON SA has proposed an **urban model** for the development of the site, according to law 4062/2012

Sustainability is at the core of this model. Ensuring social prosperity and long-term economic development while protecting and restoring the natural environment guided design decisions on all spatial scales, such as infrastructure, neighborhoods and buildings.



^{*} according to Article 42 of Law 3943/2011)

^{**} according to Article 7 of Law 4062/2012

THE HELLINIKON SITE IS UNIQUE

Location in Europe and within a metropolitan area

Athens is a historical city with world reknown monuments, adjacent to the sea. It stands in a region of strategic significance, with three continents within a four hour flight radius and connections to all the islands in the Aegean and Ionian Sea.





The city offers a wide range of options in terms of culture, leisure and commerce both indoors and outdoors due to its excellent climatic features.





THE HELLINIKON SITE IS UNIQUE

Size & Adjacency to the sea

The Site area of 6.205.677 m² consists of:

- 1. The Airport Site, with a total area of approximately 5.250.000 m²
- 2. The Additional Sites of the coastal front, with a total area of approximately 955.000 m² include:
 - i. A 337-berth Marina, which is currently operational.
 - ii. The National Youth Athletic Center, which is hosted in various buildings with main uses being leisure and sports, and
 - iii. A waterfront of approximately 3,5 km.

The foreshore and beach zone, with a total area of 197.602 m², are subtracted according to Greek law from the developable area of the site, therefore 6.008.075 m² of the land are available.



The Site area includes:

Former Hellinikon Aiport Area (A area) : 5.249.873 sqm
Coastal zone (B area) : 955.804 sqm
Site's total land area (A+B) : 6.205.677 sqm

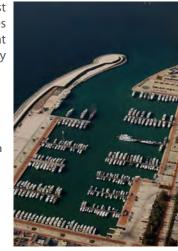
The Site's Developable area is defined by the:

Site's total land area (A+B): 6.205.677 sqm excluding Foreshore and Beach Area (B' area): 197.602 sqm total DEVELOPABLE area (A+B-B'): 6.008.075 sqm

Acomparison to Monaco is one of the most interesting, in terms of coastline size and land uses density developed within. The comparison shows that Monaco covers 33% of the Hellinikon Area but they both have the same coastline expansion to develop.

Monaco area : $1.950.000 \text{ m}^2$ 33% of Hellinikon

Monaco Area: 1,95 Km2





LAND USES & GROSS FLOOR AREA

The development of Hellinikon is defined by the Greek State Law 4062/2012 (Government Gazette A'70/30.03.2012) on the «Development of the Athens former international airport Hellinikon». The Law allows for three basic categories of zones to be created in the site. Development zones, urban areas / urbanization zones and the Metropolitan Green and Leisure Park.

Tach Development Zone can have one of the following land uses:

Tourism – leisure • Business parks • Theme parks – shopping centers – leisure • Transportation - technical - social and environmental infrastructures and functions • Education-research.

Urban areas / **urbanization zones** are subject to future urban planning where roads, public spaces and urban blocks will be defined. A wide range of land uses is allowed, indicatively including residences, offices, retail, schools etc.

The Metropolitan Park must have an area of at least 2.000.000 m² (~494 acres) and in addition to green and open spaces, it can host land uses like leisure, sports, culture, social services and model urban infrastructure.



Total Developable Area:	6.008.075 m ²
Total Gross Floor Area of the Development:	3.058.673 m ²
Total Development Construction Cost estimate:	4.351.260 €

Name of Use	Gross Floor Area (m²)	Land Use area (%)	Gross Floor Area (%)	
Residence*	1.699.612 m ²	17 %		56 %
Tourism	276.460 m ²	F	9 %	N
Health & provision	42.010 m ²	1 %	1%	*
Offices & Business*	250.650 m ²	1 %	8 %	č
Mixed use	**	2 %	**	
Education & Research	190.712 m ²	6%	6 %	
Culture	139.565 m ²	3 %	5 %	
Amenities	10.334 m ²	0.3%	0,3 %	
Retail*	213.837 m ²	2 %	7 %	
Leisure*	75,790 m ²	1 %	2 %	
Sports	32.133 m ²	3 %	1 %	
nfrastructure	127.569 m ²	5 %	4 %	
Metropolitan Park open spaces	0	20 %	0 %	· ·
Public open space	_	11 %	0 %	
Pedestrians & roads	0	23 %	0 %	

Notes:

* In these uses' GFA, the area that belongs in Mixed Use buildings is added respectively (Total Mixed Use GFA = 40% Residence, 40% Offices & Business, 10% Retail, 10% Leisure)

** The total GFA of Mixed Use buildings is distributed as follows: 40% Residence, 40% Offices & Business, 10% Retail, 10% Leisure



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MARINA & LEISURE ON THE COAST

The coastal zone is designed as an international touristic pole with multiple attractors such as a 7* landmark hotel, an aquarium and a marina. Multiple 5* hotel services of smaller scale, such as boutique hotels, are also offered. A promenade running through the 3,5 klm of coast and the marina is created with land uses of leisure and commerce organized along its course in synergy with the residences and hotels. Leisure activities include restaurants, sports and entertainment.

The existing 337-berth Olympic Marina is maintained and upgraded with activities such as leisure and residences. It consists one of the main assets of the site offering easy access to the Saronic gulf and the Aegean sea. Combined with the rest of the touristic infrastructure and attractions of the site and of the wider Athens area, it can transform Hellinikon into the most competitive destination in the Mediterranean.







Commerce and retail

(a

RETAIL TOTAL LAND USE: 11.500 m²

Total GFA: 4.300 m²

Leisure facilities



LEISURE FACILITIES TOTAL LAND USE: 57.500 m²

Total GFA: 35.500 m²





AQUARIUM LAND USE: 7.400 m²

Total GFA: 11.000 m²





HOTELS LAND USE: 60.000 m²

Total GFA: 75.000 m²



RESIDENCES

Eco-housing model blocks, villas Neighborhoods & High-rise buildings at the former airport site

Multiple residential clusters are created throughout the site. A wide variety of residential typologies is provided. Both land plots and apartments of various scales and morphologies are included such as: 800 - 1600 m² plots, apartments in high rise buildings, apartments in eco-housing blocks, apartments and houses in the seafront and park neighborhoods.

cohousing is a specific typology of urban blocks featuring model sustainable design. A typical ecohousing block measures 130 m x 130 m and buildings are organized around its perimeter. A single semiprivate courtyard is created at the center of the block which can be developed to host various activities. The benefits and functionality of open green spaces are thus maximized.

The seafront and park neighborhoods will be based on the core principles and spatial qualities of greek and mediterranean vernacular architecture. The aim is to create unique spaces with strong identity.



Park neighborhood



800 m2 plots



High-rise residences





HIGH-RISE RESIDENTIAL TOTAL LAND USE: 49.300 m²

Total GFA: 87.000 m² 3% of development's GFA



Apartments number: **565**

Total GFA: 106.000 m² 3% of development's GFA



Eco-housing blocks





Eco-housing Blocks

number of blocks: 9.457

ECO-HOUSING TOTAL LAND USE: 667.500 m²

Total GFA: 1.335.000 m² 44% of development's GFA

800 sq.m. Plots

number of plots: 145

800 sq.m. PLOT TOTAL LAND USE: 115.800 m²

Total GFA: 46.400 m² 1,5% of development's GFA

1.600 sq.m. Plots

number of plots: 13

1.600 sq.m. PLOT TOTAL LAND USE: 20.800 m²

Total GFA: 8.300 m² 0,3% of development's GFA

Park neighborhood

Plots number: 125

PARK NEIGHBORHOOD LAND USE: 37.700 m²

Total GFA: 30.200 m² 1% of development's GFA





RESIDENCES

Villas and neighborhoods on the coast

esidential areas, are planned in the coastal area, **N**in order to maximize the advantages of adjacency to the sea. The planning includes diverse types of residences i.e. luxury villas and residential plots along the coastline, high quality apartments in the marina and a small seaside neighborhood creating a lively settlement on the waterfront. The design of the seaside neighborhood will be based on the principles and features of Greek vernacular island architecture.



Seafront neighborhood & luxury villas



NUMBER OF RESIDENTS: 44.100

FORMER AIRPORT SITE max.

POPULATION ESTIMATION: 43.000

COASTAL FRONT max.

1.100 POPULATION ESTIMATION:





Seafront neighborhood

200 sq.m. Plots number: 146

SEAFRONT NEIGHBORHOOD LAND USE: 30.000 m²

Total GFA: 17.600 m²0,6% of development's GFA

Luxury Villas

2400 sq.m. Plots number: 19

LUXURY VILLAS LAND USE: 46.500 m²

Total GFA: 18.500 m² 0,6% of development's GFA

Coastal Front Plots

800 sq.m. Plots number: 20

PLOTS LAND USE: 16.000 m²

Total GFA: 6.400 m² 0,2% of development's GFA

Marina Apartments

CONCESSION LAND USE: 22.100 m²

Total GFA: 16.000 m² 0,5% of development's GFA

RETAIL AREAS

Shopping Mall & Local retail

The main Business and Retail zones are arranged along the axes of Poseidonos and Vouliagmenis Avenues.

central shopping mall is placed adjacent to the Amain axis of Vouliagmenis Avenue, served by metro and tram. Smaller groups of offices and retail are also dispersed throughout the site, located in the mixed use local centers of the residential areas in order to cater to everyday needs.

BUSINESS & OFFICES

Maritime Business center & Vouliagmenis Business Center

business center with high rise buildings is planned Aalong Poseidonos Avenue enjoying views to the Saronic Gulf and Imittos Mountain. A Business Maritime Centre is located between Poseidonos Avenue and the coastal zone in order to benefit from its proximity to the Marina.



Maritime Business center near Poseidonos

NUMBER OF JOBS: 14.500

OFFICE EMPLOYEE CAPACITY





Vouliagmenis Shopping Mall

LAND USE: 32.000 m²

GFA: 70,000 m²

RETAIL TOTAL LAND USE: 105.000 m²

Total GFA: 215.000 m²

Maritime Business Center

LAND USE: 33.000 m²

GFA: 75.000 m²

Vouliagmenis Business Center

LAND USE: 32.000 m²

GFA: 71.000 m²

Offices in Mixed Use High-rise buildings

GFA: 106.000 m²

BUSINESS & OFFICES TOTAL LAND USE: 65.000 m²

Total GFA: 145.000 m²







HEALTH CENTER

City's Health center & Coastal Rehabilitation center

iming to cover needs of the new development, of Athe greater Athens area as well as to promote the sector of health tourism, two zones are designated for hosting health and wellness services.

pecifically, a health and provision centre is placed On Vouliagmenis Avenue in close proximity to the metro and tram station. Its connection to mass transit and vicinity to the Metropolitan park are important advantages of the selected location. A rehabilitation center is also proposed in the coastal area benefiting from the proximity to the sea. Clusters of hotels are located in adjacency to both centers.



Rehabilitation Center near Poseidonos ave.



Health Center near Vouliagmenis ave. and near the Metropolitan park

NUMBER OF BEDS: 2.800

ESTIMATED BEDS IN HEALTH SERVICES



CONVENTION CENTER

Touristic facilities

ANNUAL VISITROS ESTIMATION

convention center compliments the hotel cluster And reinforces the synergies created between the tourism, health, research and business land uses.

NUMBER OF VISITORS: 170.000







City's Health Center at Vouliagmenis

LAND USE: 40.000 m²

GFA: 27.000 m²

Coastal Rehabilitation center

LAND USE: 20.000 m²

GFA: 16.000 m²

HEALTH CENTER TOTAL LAND USE: 60,000 m²

Total GFA: 43.000 m²

Convention Center

LAND USE: 43.500 m²

GFA: 60.000 m²

HOTELS

City's Health center & Coastal Rehabilitation center

Touristic infrastructure is placed throughout the site. The coastal zone, the proximity to Athens' historical center and monuments, as well as the proximity to the port of Pireus and the international airport, offer competitive advantages to the site as a touristic pole.

n the coastal zone a cluster of 5* hotels and condominiums is planned. The area benefits from adjacency to the hotels at the coast, the Metropolitan park and the Marina. Additional clusters of hotels are located close to the health center, rehabilitation center, metro station and the Saarinen Incubator Center.









HOTELS TOTAL LAND USE: 186.000 m² Total GFA: 166.000 m²



INCUBATOR CENTER

Eero Saarinen listed building

The former East terminal building is one of the last works by the renowned Finnish-American architect Eero Saarinen and one of the only three airport buildings he designed. The building is currently listed as part of Athens' modern architecture heritage. It is proposed to be converted into an business incubator center.



Incubator Center in the Eero Saarinen building

RESEARCH & EDUCATION

n Education, Research & Development zone is **A**located at the heart of the site. It is planned as one of the main attractors of the development aiming to attract the interest of the international scientist community and promote the site as a research hub. The selected area is located between two residential urban areas and adjacent to the incubator centre.



Private School at Former Pierce college buildings

NUMBER OF STUDENTS & RESEARCHERS: 8.150

ESTIMATED RESEARCHERS IN R&D CENTER ESTIMATED STUDENTS IN UNIVERSITY & PRIVATE SCHOOLS





Research center

PLOT: 84.000 m²

GFA: 30.000 m²

University

PLOT: 90.000 m²

GFA: 33.000 m²

Private School at Former Pierce college buildings &

International College

PLOT: 102.000 m²

GFA: 52.000 m²

RESEARCH AND EDUCATION Land use: 276.000 m²

Total GFA: 115.000 m²

Incubator center at Eero Saarinen former airport terminal

LAND USE: 116.500 m²

GFA: 18.000 m²



MUSEUMS IN METROPOLITAN PARK

Word class Museum & Aviation Museum

■ ultiple cultural activities are included in the Multiple cultural activities are included in the Metropolitan park as attractors. The listed former aviation hangars will host an Aviation Museum, as defined by a Greek State Law, a World class Museum is placed in the center of the park and an area for hosting ephemeral events is organized along one of the former airport runways that is converted to a promenade.







Starfish shaped metropolitan park

World class Museum

CONCESSION: 46.500 m²

GFA: 90.000 m²

Aviation Museum

CONCESSION: 16.100 m²

GFA: 16.100 m²

MUSEUMS TOTAL CONCESSIONS: 62.600 m²

Total GFA: 106.100 m²

NUMBER OF VISITORS: 210,000

ANNUAL VISITORS ESTIMATION IN AVIATION MUSEUM & WORLD CLASS MUSEUM



POTENTIAL USE: THEME PARK

International examples

By replacing part of the proposed land uses, an entertainment theme park can also be included in the site development. A few international case studies of theme parks and their size comparison to the site, are presented below.

Theme parks generally consist of landscaping, buildings and pathways based on one or more specific themes. A park contains a mixture of features which can be divided into several categories. The most common is a core set of thrill rides. Roller coasters are among the most popular attractions, featuring steep drops, sharp curves and inversions, in addition to other train and water rides, dark tunnels or simple transport rides. A significant portion of their income is generated through the sale of food and drink to their visitors.



http://en.wikipedia.org/wiki/Efteling



http://www.joywood.gr/

Efteling Park, Netherlands

Area: 650.000 sq.m. (including parking area 130.000 sq.m.) Theme: Fantasy - ancient legends, mythology, fables,

folklore, fairy tales

Visitors per annum: 4 million

Total Rides: 36, Roller coasters: 5, Water rides: 4

Disneyland Park, Paris

Area: 1.100.000 sq.m. (including parking area 450.000 sq.m.)

Theme: Fairy tales and Disney Characters

Visitors per annum: 11 million

Total Rides: 34, Roller coasters: 4, Water rides: 5

and the planting of the planti

http://www.picstopin.com

Parc Asterix, Paris

Area: 700.000 sq.m. (including parking area 350.000 sq.m.)

Theme: Historic Culture Visitors per annum: 1.8 million

Total Rides: 32, Roller coasters: 7, Water rides: 4











Theme Park Area





age, 14

POTENTIAL USE: SEA PLANES TERMINAL

Proposed seaplanes water-base landing areas

Because of Athens location in adjacency to the sea and its proximity to all the islands in the Aegean and Ionian Sea (1 hour flight or max 7 hours boat trip) a potental sea plane terminal in the marina could provide excellent connections to the islands.

Asurvey for the appropriate location of water-base landing areas, indicates three potential take-off and landing "corridors" and a potential jetty in one of the Marina's docks.



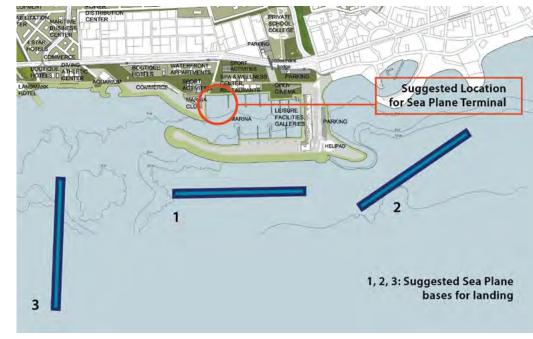
http://keralaseaplane.com/photos.php?cat=7



http://keralaseaplane.com/photos.php?cat=7



http://boatfloater.com/blog/?p=30



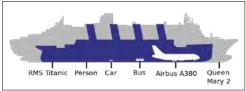
POTENTIAL USE: CRUISE SHIP TERMINAL

Proposed cruise ship berthing facilities

ellenic Ports Association's* research indicates that during the year 2012 more than 4.500 cruises and almost 5.500.000 passengers** travelled through the ports of Greece. At the same time, Peiraius hub currently prioritizes port facilities for cargo ships at the expense of the facilities provided for only 6 cruise ships, epsecially during summer's high season***.

In this context, a potential cruise terminal in the Hellinikon coastal front of Ag. Kosmas, might be an alterantive to enhance cruise trips around Aegean sea and Mediterranean and furthermore to promote Athens as a competitive touristic destination.

- * http://www.elime.gr/english/
- ** http://www.ypodomes.com/index.php/limania-aerodromia/
- *** http://www.tovima.gr/society/article/?aid=408093&h1=true#commentForm



RMS Queen Mary 2

Launched: 21 March 2003 Length: 310.7 m Height: 72.0 m

Height: 72.0 m Draught: 10.1 m

Capacity: 2,620 passengers & 1,253 officers & crew

http://en.wikipedia.org/wiki/RMS_Queen_Mary_2



Cruise Ports of Greece

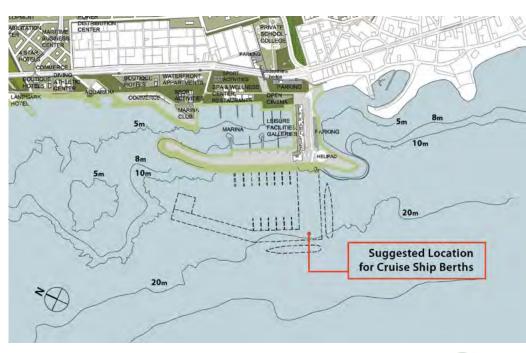
information: www.greekcruise.gr/index.php/map - map background: www.bing.com/maps/



Jeff Koons artwork



http://allthingscruise.com/barcelona-boasts-a-beautiful-port-whichgreets-ships-throughout-the-spring-and-summer/#lightbox/0/





OTHER POTENTIAL LAND USES

FILM STUDIOS

CASE STUDIES

The Walt Disney Studios is an American production company based in Burbank, California and owned by The Walt Disney Company. It is one of Hollywood's major film studios, known for its multi-faceted film division. The Studios generated an estimated income of \$722 million during the 2012 fiscal year.

20th Century Fox Studios is one of the six major American film studios. It is located in the Century City area of Los Angeles. Most popular film franchises include, Star Wars, X-Men, Ice Age, Alien etc. The Company generated a net income of \$1.85 billion http: (2004).



THEME PARK RELATED TO GREEK HISTORY





Athens 2004 Olympic Games, Opening ceremony - http://www.dimitrispapaioannou.com

YEAR ROUND ATHLETIC TRAINING





http://free-best-hd-wallpapers.blogspot.gr/2011/01/baseball- https://c479107.ssl.cf2.rackcdn.com/files/14161/wallpapers.html area14mp/2fmnybmr-1344816345.jpq BASEBALL ATHLETICS





HORSE RIDING

SAILING

FORMULA 1





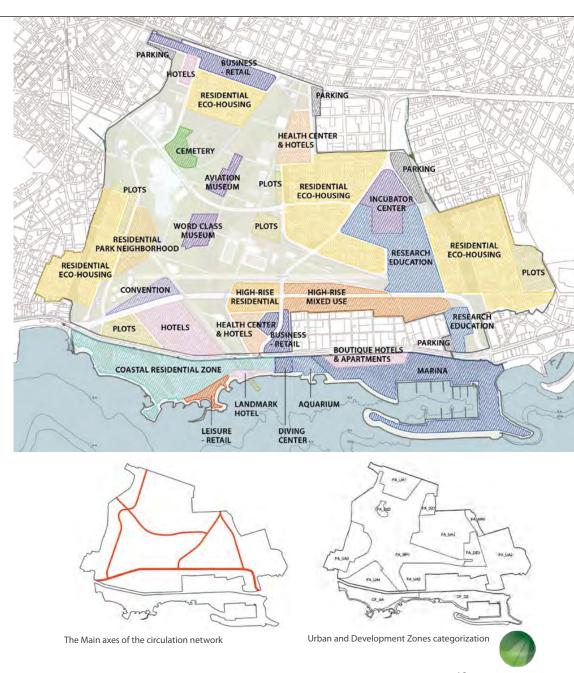
FORMULA 1 GRAND PRIX DU CANADA

HELLINIKON FORMER AIRPORT POTENTIAL F-1 CIRCUIT

AUCTIONS

Potential Areas for Developers

AUCTION	LAND USES	LOCATION ON SITE	ZONING	AREA (m2)	TOTAL AREA (m2)
		Former Airport (FA)	FA_UA1	145.240	1.274.970
RESIDENTIAL ECO-HOUSING		Former Airport (FA)	FA_UA2	863.890	
		Former Airport (FA)	FA_UA3	265.839	
		Former Airport (FA)	FA_UA2	112.860	
RESIDENTIAL PLOTS		Former Airport (FA)	FA_UA3	26.212	195.159
		Former Airport (FA)	FA_UA4	56.086	1
RESIDENTIAL PARK-NEIGHBORHOOD		Former Airport (FA)	FA_UA3		79.738
RESIDENTIAL HIGH-RISE		Former Airport (FA)	FA_UA2		62.915
MARINA - LEISURE & CULTURE		Coastal front (CF)	CF_DZ		336.497
COASTAL FRONT - RESIDENTIAL		Coastal front (CF)	CF_UE		299.712
MIXED USE		Former Airport (FA)	FA_UA2		184.971
BUSINESS / RETAIL	BUSINESS-RETAIL CENTER	Former Airport (FA)	FA_UA1	96.672	145.020
DUSINESS / RETAIL	MARITIME BUSINESS- RETAIL CENTER	Former Airport (FA)	FA_UA4	48.348	
HEALTH CENTERS	VOULIAGMENIS HEALTH CENTER (including 4* HOTELS) REHABILITATION	Former Airport (FA)	FA_DZ1	74.439	118.006
	HEALTH CENTER (including 4* HO- TELS)	Former Airport (FA)	FA_UA2	43.567	
CONVENTION CENTER		Former Airport (FA)	FA_UA4		44.298
	5* HOTLES 4* HOTLES	Former Airport (FA) Former Airport (FA)	FA_UA4 FA_UA1	145.382 17.568	224.288
HOTELS	BOUTIQUE HOTELS & APARTMENTS	Coastal front (CF)	CF_DZ	11.486	
	7* LANDMARK HOTEL	Coastal front (CF)	CF_DZ	49.852	
RESEARCH, UNIVERSITY		Former Airport (FA)	FA_UA2 /FA_DZ3	243.297	315.750
& EDUCATION	PRIVATE SCHOOL	Former Airport (FA)	FA_UA2	47.622	
	AQUARIUM	Coastal front (CF)	CF_DZ	24.831	
DIVING CENTER	DIVING CENTER	Coastal front (CF)	CF_DZ		14.836
COASTAL LEISURE - RETAIL	_	Coastal front (CF)	CF_DZ		20.980
INCUBATOR CENTER	INCUBATOR CENTER 4* HOTELS	Former Airport (FA) Former Airport (FA)	FA_UA2 FA_UA2		116.609
WORLD CLASS MUSEUM	T (IOILL)	Former Airport (FA)	FA_UAZ FA_MP1		47.155
AVIATION MUSEUM		Former Airport (FA)	FA MP1		30.209
		Tornier Airport (FA)	I W_INIT	l	30.203



HELLINIKON PROJECT

Development of the Hellinikon former airport site and the coastal front of Agios Kosmas









The former Hellinikon Airport area constitutes an **excellent opportunity** for a multi-level development project with an **international appeal**