

PRESS RELEASE

Redevco unveils “Demey Park”: a sustainable and green new neighbourhood in Auderghem

- A sustainable and mixed-use redevelopment addressing modern housing requirements, mobility needs, and well-being.
- Public consultation process starts 6 September, allowing everyone to review the project and share their views at this stage of the project, in preparation for the permit application.
- The Carrefour hypermarket and Brico store will remain on site.

Auderghem, 26 August 2025 – Redevco, one of Europe’s largest private real estate investors, presents “Demey Park”: an ambitious project exploring the redevelopment of the retail park located in Auderghem, along Boulevard du Souverain and Avenue Gustave Demey. Once a symbol of the retail revolution of the 1960s with Belgium’s first hypermarket – which will remain on site – this single-use space is about to start a new chapter as a vibrant, mixed-use and sustainable neighbourhood.

The project will be submitted for public consultation starting 6 September 2025, as part of a 30-day public inquiry.

A project serving the city and its residents

Part of the Herrmann-Debroux Master Development Plan (PAD), adopted in 2022, Demey Park aims to transform this vast 7-hectare site. The goal is to meet evolving societal needs in terms of housing, mobility, and living environment.

“In all our projects, Redevco places great importance on community engagement and local acceptance. The success of Demey Park depends on our ability to create a living environment that meets local expectations and instils pride among residents. At this stage of the process, we want everyone to be able to discover the project and share their feedback. We hope this new neighbourhood will be seen as an opportunity to enhance quality of life in the immediate surroundings: more green spaces, pedestrian and cycling connections, community facilities, and a diverse retail offering,” says **Gilles Bourgoignie, Head of Development**.

Diversity and quality of life

The future neighbourhood will offer a variety of housing types – family homes, compact units, and intergenerational living – alongside offices, shops, and community facilities such as a nursery, medical centre, and leisure spaces. This mix will foster an inclusive atmosphere where residents, workers, and visitors can interact.

The project also includes a large urban park of 24,000 m², a pedestrian public square of 5,000 m², and a shared vegetable garden. These welcoming and lively spaces will encourage social connections and community life.

Sustainable mobility and innovation

With a fully underground car park (1,064 spaces), the surface area will be dedicated to pedestrians and cyclists. Over 1,800 bicycle parking spaces are planned. Directly connected to Demey and Herrmann-Debroux metro stations, the site will be at the heart of an efficient public transport network.

Continuity of retail offer

The site's retail offering will be maintained and enhanced to ensure continuity with its historical role and to meet the daily needs of residents and visitors. The Carrefour hypermarket and Brico store will remain on site, supported by modernised logistics and a spacious underground car park, freeing up surface space for pedestrian-friendly and community uses.

Around these two key anchors, a commercial artery will host local shops, specialised stores, artisanal businesses, and hospitality activities such as cafés and restaurants, creating a diverse and complementary offering. This setup aims to energise neighbourhood life while fostering synergies between major brands and small businesses.

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About Redevco

Redevco is one of Europe's leading privately-owned real estate managers, overseeing a portfolio valued at c. €9.5 billion as of July 1, 2025. The company is committed to **building value for investors and enriching communities through transformative real estate**. It offers specialist investment strategies focused on repurposing best-in-class high street retail into mixed-use assets, investing in retail parks & logistics and a growing presence in the living & leisure space. Redevco Capital Partners focuses on special situations opportunities whilst Redevco's real estate debt arm provides transitional lending solutions. Expert real estate teams in seven locations across Europe ensure that the portfolios Redevco manages optimally reflect the needs of our clients. For more information visit www.redevco.com.

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