La Strada

street mall concept

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La Strada Popesti Leordeni is the first strip mall to be part of a new retail chain initiated and developed by a group of experienced real estate developers.

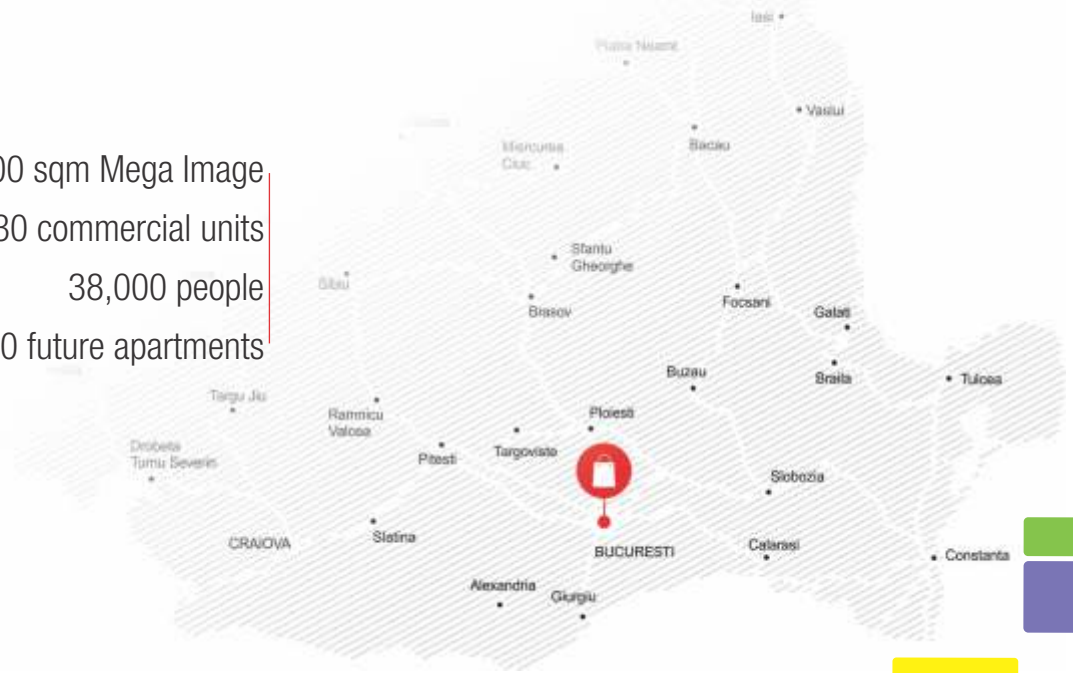
La Strada concept is all about bringing closer to the community all the necessary services, including opportunities for daily needs. The concept reunites a wide range of uses such as convenience stores, restaurants, coffee shops, pharmacy, bank, telecom, beauty salon, kids shops.

With a galloping demographic development and a community dominated by young families, Popesti Leordeni city represents the perfect location for this project. La Strada concept, anchored by a 1,000 sqm Mega Image store, will offer around 30 commercial units.

Shopping Hub in the South of Bucharest

With a population of around 38,000 residents, Popesti Leordeni is expected to receive new inhabitants.
15,000 apartments are planned for development in the area for the next years.

1,000 sqm Mega Image
30 commercial units
38,000 people
15,000 future apartments



Location

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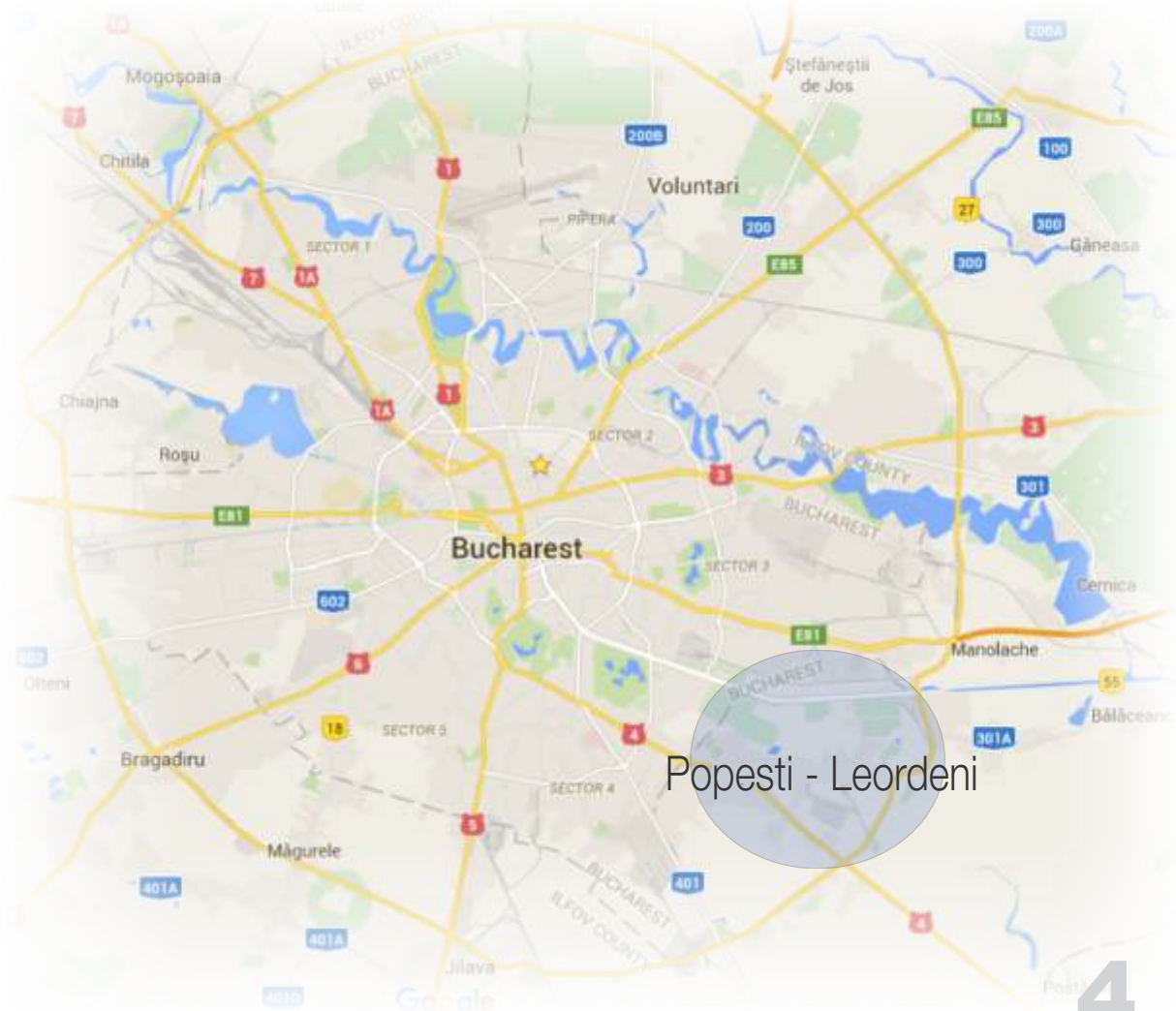
The area can be reached by car, by bus or by subway

- Bus lines 125, 232, 202, 611, 634, 124 serving Berceni and Oltenitei boulevards
- M2 subway, Dimitrie Leonida station

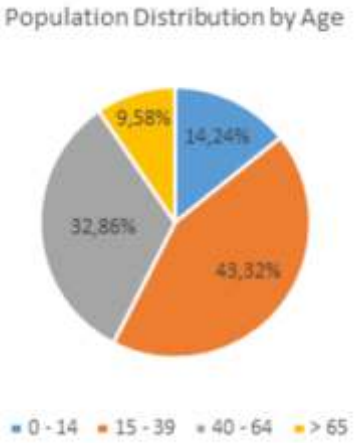
* West side of Popesti Leordeni
* Between Amurgului and Oituz streets
* 600 m from subway station

GPS coordinates (Amurgului street entrance): 44°22'21.9"N 26°08'59.1"E



Highlights

The future La Strada shopping hub is located in the heart of the newest residential area of the city. With more than 38,000 inhabitants, the area grew rapidly in the last 8 years, by more than 50% in terms of population and by 40% in terms of dwellings number.
The community living in the area has a good purchasing power level, 20% above the national average.



La Strada offers

30 retail spaces,
with lower maintenance costs
compared to classic malls but
with similar catchment area.

Plan of the project

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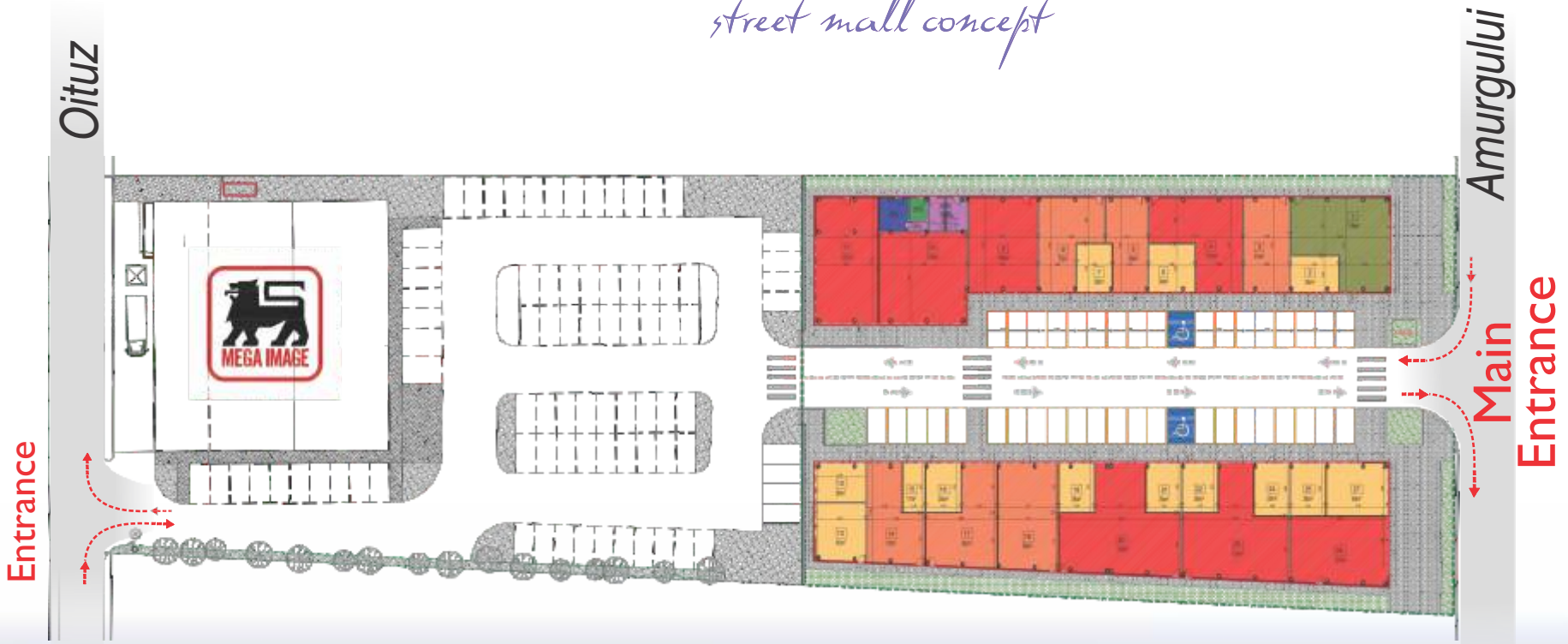

Developer

The project is developed by a group of experienced developers, with vast activity in managing and developing real estate projects, with emphasis on retail.

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"In everything we do, our goals are mutual respect and profitable business relations on all parts. In relation to our partners, transparency and efficiency are the main leads of our collaboration. We team up with high profile partners while welcoming other partners willing to share the same values as we do, in order to join efforts for the developing of new successful projects."

Contact

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