

The background of the image is a photograph of a modern, multi-level shopping mall. In the foreground, three women are standing on a wide, curved staircase with glass railings. The woman on the left is wearing a dark blue and grey athletic top. The woman in the middle is wearing a red athletic top. The woman on the right is wearing a white athletic top with the brand name 'Beautyrobics' visible. They are all smiling and looking towards the right. The mall's architecture features multiple levels with glass railings and escalators, creating a sense of depth and modernity. The lighting is warm and ambient, typical of a shopping mall interior.

Mixed use
schemes reshape
retail models

mapic®



Major mixed use schemes and rejuvenated malls are typically turning to leisure, F&B, commercial and even residential to create a complete offer. MAPIC looks at some of the projects under development, opening or reopening.

Few retail projects are developed or asset managed without extensive mixing of uses in the modern age and those uses are becoming ever-more diverse. While the COVID-19 pandemic has disrupted project construction and closed most malls completely for anywhere between weeks and months during lockdown, the industry has been reopening and rescheduling as restrictions eased.

In this short report, MAPIC looks at a few of the global developments and refurbishments where leisure and F&B are playing major roles in the retail mix and how major schemes are planning to reinvent themselves for new consumer needs and preferences.

REOPENING: AMERICAN MEGA-SCHEME



American Dream, New Jersey will begin welcoming guests again with the opening of retail and reopening of its indoor entertainment experiences on 1 October. Retailers including H&M, Primark, and Zara will open their American Dream locations for the first time and DreamWorks Water Park, Nickelodeon Universe, Out of This World Blacklight Mini Golf, plus The Rink will reopen at the same time.

Big SNOW American Dream opened on 1 September and announcements about additional openings and new experiences will be released soon, says the company. Reduced attendance levels and extensive health and safety protocols will be observed by all attractions and retailers at American Dream.

“Nickelodeon Universe exceeded all expectations in the several months that it was open pre-pandemic, and we look

forward to continued success together with our partners at American Dream,” says Gerald Raines, SVP, global location based experiences, ViacomCBS of the imminent reopening, while Jeff Rubin, CEO & founder, IT’SUGAR, adds: *“We are thrilled to reopen our three-storey flagship store and world’s first candy department store. There is nowhere else like American Dream and we look forward to once again immersing the property’s guests back into the world of IT’SUGAR.”*

“American Dream generates huge visitation for the region, filling hotels and in turn drives visitors to other local destinations. American Dream will be the economic engine for the Meadowlands Sports Complex, helping us attract the world’s most notable events. New Jersey needs American Dream to help revive its economy in a post-COVID-19 era,” says Jim Kirkos, president & CEO, Meadowlands Chamber.

REINVENTION: UK SCHEME UNDER NEW OWNERSHIP

New owners have taken over Derby's main shopping centre in the UK, following the collapse of previous owner Intu. The site has come under full ownership of Cale Street Investments, which had already acquired half of the property from the administrators.

It will be known as the Derby Centre initially and is the first of 17 Intu shopping centres to change hands since indebted Intu Properties failed to agree terms with its creditors in June. The building will be rebranded within the next few months.

The price paid for the shopping centre has not been disclosed although Cale Street Investments paid £186.3 million for half of the centre in a deal funded by the London-based Kuwaiti Investment Office.

Jim Tucker, joint administrator of Intu Properties, says: *"This is the first Intu centre to migrate to new management and ownership following the administration back in June, and as such marks a key milestone in the administration process."*

The management and day-to-day operation of the Derby Centre will be the responsibility of international property advisor Savills and Ken Ford, former executive director of Capital & Regional. Ford says: *"The fundamentals of Derby remain strong and I am looking forward to working with the team to develop a repositioning strategy that will ensure the centre can continue its positive trajectory. The centre enjoys high levels of interest from national brands, thanks to its strong catchment and footfall, and our plans will only help further this potential."*

Intu Derby purchased the centre from Westfield, which opened the shopping centre following a major refurbishment of the former Eagle Centre in 2007. It now attracts an annual footfall of more than 21 million and the space is more than 90% let. There are over 200 shops, including Next, Zara, H&M, M&S, Hugo Boss, Whistles, The Disney Store, Lush and JD Sports at the centre. It is also home to the main car park in the city, with over 3,600 spaces, a food court and leisure activities including a 12-screen Showcase Cinema De Lux, Hollywood Bowl, Paradise Island Adventure Golf and the 640-seat Derby Theatre.



HOTELS: NEW SCHEMES AT HEART OF HAMBURG

In cooperation with hotel BRAND Accor and real estate developer B&L Group, Unibail-Rodamco-Westfield (URW) is developing three hotels in the Westfield Hamburg-Überseequartier area in Hamburg, Germany.

The mixed-use development will be home to three hotels on the shores of the Elbe river. Accor's Pullman, Novotel and Ibis will bring a total of 830 rooms over three buildings complexes to offer the possibility to serve different target groups at the same location.

"The three hotels are of vital importance in our strategic planning to establish the Westfield Hamburg-Überseequartier as a mixed-use destination with national appeal. They underline our desire to create new standards in the areas of hospitality, quality of life and urban

atmosphere," says Andreas Hohlmann, managing director of URW Germany.

Yannick Wagner, responsible for the development for the Central Europe region at Accor, adds: *"The Hamburg hotel market is still exciting for us and the ambitious project with three of our hotel brands underlines our plans for continued expansion in all segments. This affects not only Hamburg but the whole of Germany. Westfield Hamburg-Überseequartier is ideal due to its proximity to the city centre and its mixed-use character."*



REGENERATION: MILAN IN TRANSFORMATION

Lendlease has established a long-term strategic partnership with Canadian pension investment manager PSP Investments for the €2.5bn development of a major urban regeneration project, Milano Santa Giulia, in Milan. This covers more than 110 ha in the southeast of Milan and is split into two distinct areas to the north and south of a new mixed-use development, with the potential for 2,500 homes alongside an office, retail and entertainment district.

The scheme will provide facilities for over 1,500 students, new schools and a museum. Milan's largest multi-function 16,000-capacity indoor arena will be built to the north of the site and used as a venue during the Milano Cortina 2026 Winter Olympics.



Meanwhile, Ceetrus Italy is to invest at least €2.5bn in a five-year plan, including Merlata Mall, a complex consisting of two buildings that extends over an area of 65,000 sq m in the heart of the first 'urban smart district' of Milan adjacent to the AreaExpo.

Merlata Mall will host new forms of entertainment based on virtual reality, sports activities and digital art as well as catering, located along a covered boulevard illuminated by natural light. The inauguration is scheduled for 2022. The second project is Milanord2 in Cinisello Balsamo. At 240,000 sq m, it will combine a futuristic mall, served by a subway hub, plus an office district, scheduled to open in 2023-24.

DEVELOPMENT: DUTCH OUTLET TO DEBUT



The joint project between Neinver and Nuveen Real Estate will be the first outlet centre in the Netherlands. Less than ten minutes away from Amsterdam Schipol Airport, Amsterdam The Style Outlets will occupy 19,000 sq m of commercial offerings with 1000 sq m allocated to leisure areas and restaurants. Set to open with an occupancy of 75%, the location already houses 110 international brands such as Adidas, Bjorn Borg, Guess, Nike, O'Neil, Puma, Salomon and The Kooples, with more brands set to be open in the coming months.

Amsterdam The Style Outlets will open to customers on 26 November and will become the 15th asset of the two companies.

Daniel Losantos, CEO of Neinver, says of the opening: *"The opening of Amsterdam The Style Outlets contributes to Neinver's international expansion in a very attractive market and represents an important milestone in our growth strategy, since it becomes the seventeenth outlet centre in our European portfolio and the first in the Benelux."*

Charlotte Ashworth, fund manager for Nuveen Real Estate, says: *"This new outlet centre in Amsterdam is a great project that represents another step in our alliance. At Nuveen we continue to bet on the outlet sector due to the unique experience it offers its visitors and because it provides relative resistance to e-commerce trends."*

CHANGING USES: NORWEGIAN COMMERCIAL TO HEALTHCARE AND COMMUNITY

In the summer Finnish developer Citycon signed agreements with Bergen municipality for a new health centre, and with Veidekke for construction of the next development phase of Oasen Center in Bergen, Norway as over 6,000 sq m of office space is to be converted into premises for a new health centre, F&B and convenience shopping.

“Citycon’s assets are located in the heart of the community, in some of the city’s most dynamic and popular areas. As developers, we can provide high-quality public spaces and meet the growing demand for housing and office space in attractive urban areas. Our vision is to create inclusive new neighbourhoods with great amenities, better public areas and job opportunities, places that meet the needs of residents and businesses today”, says Fredrik Myhre, development director at Citycon.

The local authority is also establishing a new stop on the Bergen light rail line and a new, extended bus terminal at Oasen Center. Citycon will develop Oasen into a more modern and connected centre with retail, health services, offices and residential. Veidekke will convert existing office space into public-oriented services in the first phase of the development project, which also includes more food & beverage units and a new main entrance from the west.

Planned completion is the spring of 2021 and Bergen municipality will become the largest tenant in the redeveloped area at Oasen.

“Developing good premises, with different functions for different users is always exciting. We will do what we can to turn Oasen into a great place to be for both those who work and shop there, and for those who seek out the various other services available at the centre,” says Erlend Bygnes, district manager at Veidekke Bygg Bergen.

