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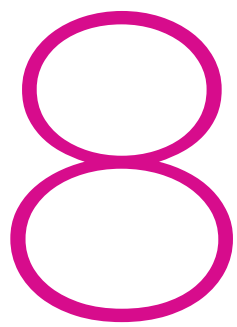
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OF THE BEST MIXED-USE SCHEMES IN DEVELOPMENT TODAY



Thomas Rose

“With the evolution of retail in a post-pandemic world, investors and developers are looking at growing long-term value and need to ensure the right mix of ground floor uses to secure the long-term success of the upper floors within mixed use destinations,” says Thomas Rose, Co-Founder at P-Three.

Indeed, leisure, food & beverage, office space, co-working, residential, healthcare, wellbeing and logistics are all transforming the face of mixed use retail destinations and lifestyle centres, with the latest mixed-use schemes aiming to fulfil a wide range of visitor needs and meet lifestyle requirements.

Two of the most significant game-changers of recent years have arguably been the evolution of food and beverage (F&B) outlets and the growth of food halls and dining-based destinations, a defining factor in driving footfall in a world where many conventional retail transactions have shifted online, plus the rise in all forms of leisure and entertainment.

The emergence of co-working and remote working, blended-living solutions, including mixed use residential and retail development, right across the real estate industry is also ensuring that the idea of combining work, living and leisure time in one location is becoming the new norm. The search for other complementary elements has also renewed interest in hotel anchors – often boutique or bespoke offers – for mixed-used schemes, and all these alternative uses are also reshaping the retail mix.

Rose adds: *“Although determining what is ‘right’ is inevitably scheme- and location-specific, it is possible to give some broad pointers on what is likely to be successful.”*

In this special white paper Rose has identified a number of common themes around:

1. Heritage buildings
2. Large public spaces and greenery
3. A vibrant mix of uses across retail, leisure, culture and restaurants as a recipe for success.

East Bank, Stratford

Developer: LLDC/Various

"You may not have heard of East Bank but it is the new powerhouse for innovation, creativity and learning on the Queen Elizabeth Olympic Park in London, being driven by the London Legacy Development Corporation (LLDC)," says Rose. "The development is one of the world's largest and most ambitious culture and education districts and central to the long-term legacy of the Olympic Park after London hosted the 2012 Olympics, in housing artistic excellence, learning, research, performance and exhibitions within the estate."

World-renowned universities UCL (University College London) and UAL's London College of Fashion will join the globally-recognised cultural brands of the BBC (BBC Symphony Orchestra and BBC music studios), Sadler's Wells Theatre and the V&A Museum to create this centre of innovation and ambition."



New York comes to London

Plans for a Populous-designed, 21,500-capacity spherical music venue at Stratford, were approved in March. The Sphere will be entertainment giant Madison Square Garden Company's first venue outside the US. Architect Populous was responsible for transforming RSHP's Millennium Dome into the O2 venue and also designed the 2012 Olympic Stadium, close to the site earmarked for its latest proposals.

Its plans for the Sphere will see the 17,500-21,500-capacity venue wrapped in triangular LED panels that will show a range of static and moving images including digital art, promotional material for the venue, and adverts. The venue will occupy a 1.9ha triangular site between railway lines next to the Westfield shopping centre and close to the former Olympic stadium, now the home of football club West Ham United.

A smaller 1,500 capacity venue is also planned at the Sphere site along with restaurant and retail space. The scheme will include building new bridges over neighbouring railway lines.

LLDC's approval for the Sphere still requires the backing of London Mayor Sadiq Khan.

HafenCity, Hamburg

Developer: Unibail-Rodamco-Westfield/ Various

“At around 2,500,000 sq m of development, HafenCity is one of the largest urban mixed-use projects in Europe and one of the key components will be the new Westfield Hamburg-Überseequartier which itself is 80,500 sq m of retail, leisure and restaurant space, opening in 2023,” says Rose.

“The wider HafenCity masterplan is incredibly innovative and demands creativity from developers; seeking to create architectural structures of international quality. There is a vast range of uses including office, residential, education, leisure, restaurant and cultural uses, with the focal point being the Elbphilharmonie Concert Hall which opened in 2027. One particularly interesting feature is that the scheme will expand the Hamburg City metropolitan area by 40% and the proportion of public open spaces and publicly accessible private open spaces is 38%.”



What's on offer in Hamburg?

Westfield Hamburg-Überseequartier is a mixed-use urban district with flexible offices with views over HafenCity and the harbour, modern apartments with direct access to the waterfront, three hotels, and a 200-store shopping centre offering the best local and international brands together with a wide range of services and digital innovations, for an enhanced customer journey. The largest city-centre project in Europe, it encompasses a culture, leisure, entertainment and dining offer, 10-screen cinema, beauty and wellness centres, international and local restaurants, bars and cafes and entertainment technology.



Battersea Power Station, London

Developer: Battersea Power Station Development Company

"Many will know the iconic Battersea Power Station – immortalised on the cover of a Pink Floyd album – and its first phase of development, Circus West Village, which is largely residential with some commercial and retail space," says Rose. "But the main action starts in September 2022 with the opening of the former Power Station building and the Electric Boulevard. This part of the development totals around 54,000 sq m of office space, 795 apartments, over 130 shops and restaurants, an incredible foodhall in addition to cultural attractions and what is sure to be one of London's hottest tourist attractions – the glazed chimney lift. Without doubt one of the most complex mixed-use schemes in Europe, the combination of historic building features, internationally recognised architecture and huge public outdoor spaces right beside the River Thames will undoubtedly be a huge success. With another four phases yet to be developed, the future is looking exciting for the project."



Battersea Power Station at MAPIC



Sam Cotton, leasing director,
Battersea Power Station
Development Company

With London's famous Battersea Power Station less than a year from reopening, head of leasing Sam Cotton was at MAPIC 2021 to showcase what will be on offer within the mixed use building and with an upbeat message on the future of retail.

The power station is at the heart of a much wider redevelopment of the south west London site, with several stages of development of its residential and convenience retail and leisure already complete and a new London Underground station recently opened. But the iconic power station will inevitably be the standout element of the wider urban regeneration.

Battersea Power Station Development Company revealed a little ahead of MAPIC that Control Room B, built in the 1950s and featuring stainless-steel control panels arranged in an arc, is to become a trendy bar upon reopening. It also recently announced that brands such as Ray-Ban, Ralph Lauren, Tommy Hilfiger, The Kooples, Aēsop and Calvin Klein will be opening among over 100 shops, bars and restaurants, 254 apartments, office space as well as a leisure offering that will include the Chimney Lift Experience. There will also be a new six-acre riverfront that is open to the public.

The retail and leisure retail experience within the Power Station will be housed in the two newly restored Turbine Halls, which although identical when viewed from the building's exterior, were built at different times. Turbine Hall A reflects the Art Deco glamour of the 1930s when the Power Station was built and Turbine Hall B, where Control Room B is located, was completed in the 1950s and has more of a brutalist, industrial look and feel.

"The power station has been in development for a long time and I have been coming to MAPIC for six years to talk about how we are developing the scheme," said Cotton. "So it's very exciting to be able to show people exactly what is going on within the space. We have been able to announce the brands, the look and also the office tenants."

Cotton said that the development started with the natural advantage that the building *"was already a brand"* and that one of the key jobs *"has been to do that justice"* and to show how the combination of old meets new will be executed.

"I am actually incredibly excited about the future of retail, not just at Battersea but beyond," he said. "We have had so much positivity from the retailers about what they are going to do with new concepts within the space and I think we all need to look forwards. I hope that Battersea Power Station is a symbol of that."

On site: Mark Faithfull, Editor, MAPIC News and Preview

Might Battersea be the last of the great UK shopping centres to open? It certainly looks that way, but what an era ending it will be.

Having intended to visit the site for some months, earlier this year I finally made it earlier this year thanks to a hard hat tour with Sam Cotton and Kate Boothman. The first thing to say is that the iconic power station takes up a relatively small floorplate on what is a huge development site, facing the Thames on its northern aspect.

A good chunk of the early phases have been completed or are well on the way, with a mix of offices, residential, leisure and ground floor retail and F&B.

The power station itself will be a modern mix of stores (well over 100 of them), dining, leisure, medical/wellness, co-working and offices. The original control rooms in both the 1930s and 1950s sides (who knew there were two construction phases?) are being retained to be cool dining/drinking locations and the architecture, unsurprisingly, is the star - albeit Art Deco one side, Chernobyl chic the other.

When open it will be a fitting contemporary urban bookmark to the UK's five decades of developing new malls, which started nearby funnily enough with the opening in 1971 of Wandsworth Arndale (now Southside), at the time Europe's largest indoor mall.

Olympia, London

Developer: Yoo Capital

"Olympia London has been an iconic exhibition venue for over 135 years and now developer Yoo Capital is planning an ambitious culture-led expansion of the asset," says Rose. "Designed by SPPARC and Heatherwick Studio the masterplan includes Hyatt delivering a luxury lifestyle hotel with 204 rooms alongside a Citizen M hotel with 146 rooms. A 4,400-capacity live music venue built on top of the existing West exhibition hall will be run by AEG Presents while Trafalgar Entertainment will run a 1,575-seat theatre - the largest new permanent theatre of its kind to open in London since 1976. Visitors will also be able to enjoy 20+ cafes, bars and restaurants in a beautiful sky garden with views across London and 2.4 acres of pedestrianised public space. A truly culture led destination beckons".





Operators appointed for Olympia

ASM Global has been appointed to run operations at Olympia London exhibition halls, including concerts and other live entertainment shows as well as conferences above the exhibition hall at the £1.3 billion Olympia London development. The new facility is expected to open in 2024. Meanwhile, Trafalgar Entertainment has taken on a 70-year lease to run a 1,575-seat theatre in the complex. Formed by the merger of AEG Facilities and SMG in 2019, ASM Global operates 325 venues worldwide including in the UK the OVO Arena Wembley, Utilita Arena Newcastle, Aberdeen's P&J Live and Bonus Arena Hull.



Gare Maritime, Brussels

Developer: Nextensa

Gare Maritime consists of the repurposing a former rail freight terminal to create 30,000 sq m workspace, 10,000 sq m retail space, 2,500 sq m foodhall space alongside a significant amount of public and events space. The former freight terminal is the centrepiece of the wider Tour & Taxi development and a focus has been placed on restoring original features alongside new architecture - the developer has created 12 pavilions from 10,000 cubic metres of timber making it one of Europe's largest cross-laminated timber (CLT) projects. The combination of shopping, work, leisure activities, eating and drinking, and public events across a heritage building with strong sustainability credentials makes this scheme stand out in Brussels.



What the developer says

"Tour & Taxis will soon be home to a new lively city quarter. Renovations are underway on the Gare Maritime, and the expansive former freight station will become a covered neighbourhood with facilities for shopping, work, leisure activities, eating and drinking, and public events. The Gare Maritime is already a stunning building, and our renovations will highlight its beauty while increasing its functionality. The wood panels used to construct the original roof in 1902 have been restored to pristine condition. They complement the smaller wooden structures currently under construction in the station's side facades, which will house office

and retail space. The three central spans of the development will remain free, creating generous space for people to stroll and relax together, or to attend events, exhibitions and festivals.

Green, lush vegetation will thrive under a massive wide-span station roof, with a pleasant climate that will adapt to seasonal weather changes. From the depths of winter through the heat of summer, the Gare Maritime will be much more than a building - it will be a bustling neighbourhood for everyone in Brussels to experience."

EuropaCity, Berlin

Developer: Various

“The scheme can only be described as a city within a city given its urban scale; set around Heidestrasse, just north of Berlin’s Hauptbahnhof central train station,” says Rose. “The masterplan, conceived in 2005, is due for completion by 2030 and brings together a range of private developers into the ‘Europacity Association of Developers’ which was founded in 2017 to deliver a mix of office, residential, restaurant, retail and leisure uses across 61 hectares and will house 16,500 office workers and 3,000 new apartments in the very heart of Berlin. The scheme already includes the iconic The Cube building.”



A new centre for Berlin

The Europacity project area, which spans some 60ha, links directly to Berlin’s main station. The southern gateway to the new urban district is formed by the River Spree at Washingtonplatz and the city’s main rail station; to the north, Europacity borders Perleberger Brücke, while railway tracks form the western edge and the Spandau Ship Canal constitutes the eastern extremity. Heidestrasse, which is currently undergoing expansion into an attractive boulevard as part of the urban development project, will be the main street running through the quarter. The main owners of the project site are CA Immo Group (with around 20 hectares) and the state of Berlin (approximately six hectares). Deutsche Bahn has sold its part

of the project site (around 10 hectares) to an investor.

The aim of the development is to establish a thriving, mixed-use quarter of high quality urban space very close to the Charité university hospital, the seat of government, the main station and the Hamburger Bahnhof cultural facility. Berlin will gain a new centre with a distinctive urban cityscape – residential, work, culture and leisure – will combine to form a lively city district with Heidestrasse as its central thoroughfare. The area will be connected to its neighbouring districts by means of a pedestrian-friendly network of roads and attractive public spaces and green areas.

Norblin Factory, Warsaw

Developer: Capital Park Group

“Purchased in 2008 by Capital Park Group and the majority completed in 2021 - the space is not fully open, hence its inclusion in this list - the scheme is a bold reimagination of a former factory totalling approximately 65,000 sq m of space including 41,000 sq m of office and 24,000 sq m of cultural uses, restaurants (including one of the city’s largest foodhalls) and retail,” says Rose. “The 200-year history of the former factory has been celebrated and added to with a range of cultural and leisure uses to add to the new build office space to really focus on building a new community as the developer calls it ‘ładnahistoria’ [beautiful story].”



Who is open at Norblin Factory

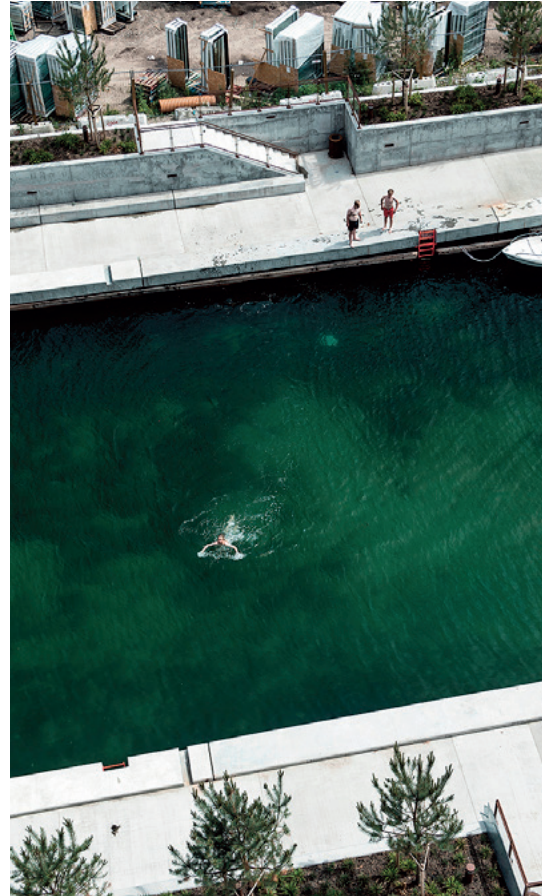
The Norblin Factory covers a total area of over 65,000 sq m., including 41,000 sq m. of modern A+ class offices and 24,000 sq m. adapted for entertainment, culture, food, retail, and service space. The complex includes boutique cinema KinoGram, Poland’s first market with certified organic products BioBazar, and the largest foodcourt in Warsaw Food Town. The Norblin Factory is home to a Buqiet flower shop, a YES jewellery store, an Alkohole Świata shop, the Tashka publishing house which also operates the Norblin Factory Museum, a Sirene Eyewear store, and the atmospheric Piano Bar. New outlets opening or opened this year include the Apple Museum Poland, Poland’s first fully digital art gallery ART BOX Experience, the craft beer bar UWAGA Piwo, the restaurants Soul on the grill, Paradiso and Blue Cactus, a Bang & Olufsen store, the Manufaktura Wiśni, and a W. Kruk jewellery store. The complex will house a modern OrangeTheory Fitness club, the newonce.media Group, a SuperPharm drugstore and pharmacy, a Paris Optique store, as well as a Medicover Stomatologia dental care centre.



Nordhavn, Copenhagen

Developer: Various

"Sustainability sits at the core of this development which is based on the '5-minute city' model and designed around a former cargo ship port," says Rose. "Over a 40-year period the development will provide homes for 40,000 people and office space for another 40,000. Water is a key feature with canals and the river criss-crossing the scheme and a network of green areas linking to the new metro stations. Retail and restaurant space is key to enlivening the project and adds to the tourism hotspots of Copenhagen. Culture and the arts are key cornerstones of the development with established uses such as cinemas already open and the innovative uses set within a former factory including a huge performance arts venue with maker studios and other cultural uses."



Eco-credentials for ambitious urban plan

Scandinavia's largest and most ambitious urban development project to date, vacant industrial buildings and land are being transformed into a new sustainable urban district with a pedestrian- and bike-friendly infrastructure. Conceived to meet Copenhagen's future need for housing, work began on the industrial area of Nordhavn in 2009 and buildings like The Silo, Kanonhuset, Havnehuset and Frihavnstårnet now house residents, while businesses occupy dynamic structures like Portland Towers, converted twin cement silos whose cladding echoes the Øresund sound's tones.

Redeveloped warehouses and new buildings blend styles, sizes and heights on fragmented,

small-scale plots. All this is criss-crossed by new canals showing Nordhavn's connection to the water as well as a planned marina. Buildings and the area's energy supply are environmentally friendly. Greenery is used creatively, as residential roofs are carpeted with plants and at the playground-topped car park Konditaget Lüders.

A 'five-minute city' of small hops between housing, work, day care, transport, recreation and shopping amenities, Nordhavn actively champions journeys on foot, bike or public transport. New initiatives include two Metro stations which opened in 2020 and a 'super bikeway' to the city.

