

Success model revitalisation City-Galerie Aschaffenburg

Düren / Aschaffenburg

08.12.2021

WELCOME!



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REAL ESTATE | Real Joy.



BACKGROUND



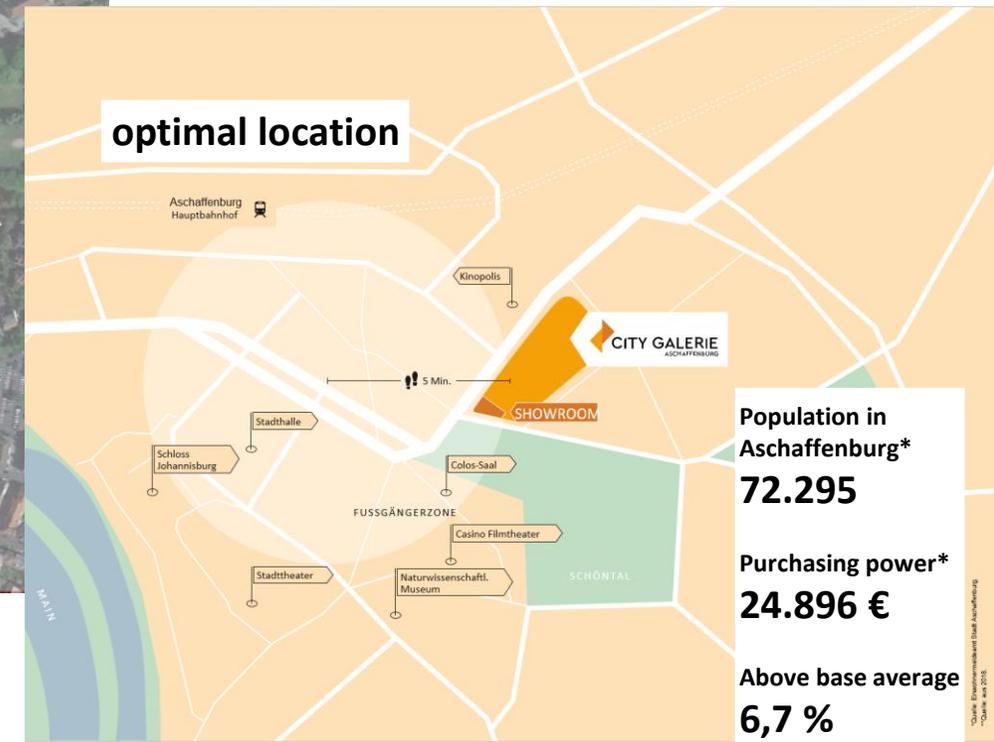
- The City-Galerie Aschaffenburg is a mixed-use property consisting of a shopping centre and office building in the city centre of the Bavarian metropolis and university location Aschaffenburg.
- It was opened in 1974 as Europe's largest shopping centre in a medium-sized city with 72,295 inhabitants and a catchment area of a further 400,000 people.
- Over the years, the City Galerie has been remodelled and extended several times.
- Currently, the largest shopping centre in Northern Bavaria comprises around 57,000 m² of commercial floor space, of which more than 46,600 m² is retail space on two mall levels and four floors.
- Visitors have access to 70 shops and 1,700 parking spaces on eleven floors.
- The property's associated office tower comprises 4,168 m² of space on eight floors (levels 4-11) with commercial and municipal tenants.
- The owner of the project, Principal Real Estate Europe, commissioned DI Group with its management and extensive revitalisation in 2018.



BACKGROUND



The City-Galerie is adjacent to Park Schöntal and the city's inner-city pedestrian zone. The local expression "You go to the City" is often associated with the centre.



BRIEF ANALYSIS BEFORE REVITALISATION



Branding

Improving the branding of the mall for a strong brand presence

Entrances

Each entrance should be labelled and clearly identifiable

Branding

Improve and standardise signage



Tenant advertising

Development of uniform specifications for rental advertising



Colours | materials

Cool and uninviting atmosphere, lack of warm colours and materials



Quality of stay

Furniture that exactly matches the interior concept of the mall

BRIEF ANALYSIS BEFORE REVITALISATION



No inviting seating possibilities



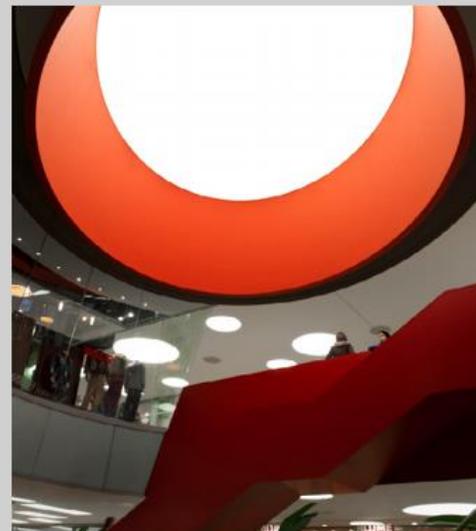
No possibility to linger

Mall Interior

- Keine Aufenthaltsqualität
- Atmosphäre lädt nicht zum Verweilen ein
- Kein Impuls zum Shoppen



No inviting atmosphere



No interior concept



No highlights

OBJECTIVE REVITALISATION

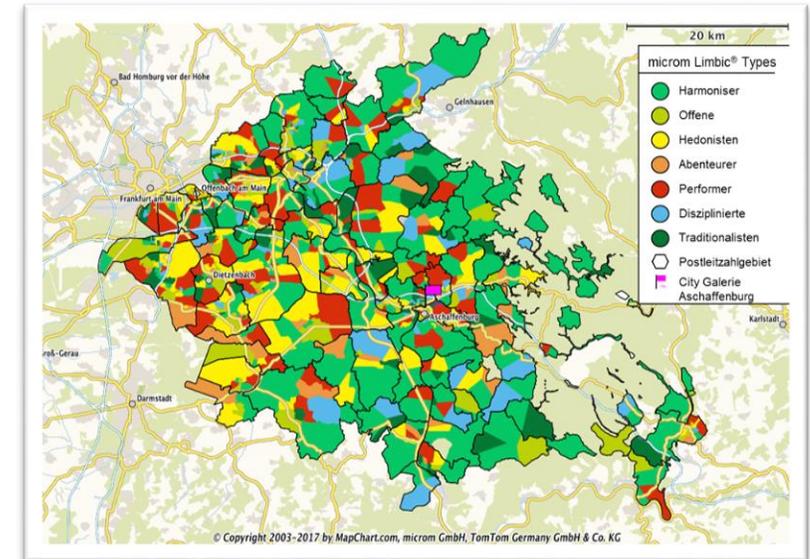
- **Updating and refurbishment** of the property: the last major refurbishment took place in 2008/09, during which, among other things, the entrance areas were revised and the new food court developed; 10 years have passed since then without any significant activities.
- **Maintaining the competitiveness** of one of the most important shopping, service and gastronomy locations as well as the central social meeting point of the city of Aschaffenburg, which provides a quarter of the city's retail space.
- **Developing a relevant positioning:** “Enjoyable shopping”
- **Increase the quality of stay** and permanently improve the quality of the property with the result of securing footfall and stabilising turnover for tenants and owners.



IMPLEMENTATION REVITALISATION



- LIMBIC© analysis for target group definition and derivation of consumer needs for the target groups "harmonisers" and "traditionalists": e.g. family, security, harmony as well as naturalness and enjoyment.
- Analysis of the customer journey with the most important touchpoints and derivation of numerous operative structural and marketing measures
- Development of a new content positioning and a new corporate design, which is also reflected in the mall.
- Redesign of all entrances: larger, friendlier, more inviting
- Design revision of the mall food court
- New furnishing of the entire mall, new signage system
- Replacement of 50 percent of the floors in the new CD
- Replacement of all ceilings: more spacious, brighter look, removal of all old technical equipment under the old ceiling
- New energy-saving lighting concept using LED technology



IMPLEMENTATION CONCEPT

- "Joie de vivre - shopping at the park" - "Shopping with pleasure."
- "The Schöntal Park borders the City Galerie and is directly connected to it. The new concept integrates the themes of "park" through natural materials such as wood and natural elements such as plant accessories as well as inviting coloured surfaces as an expression of "enjoyment" and "joie de vivre".
- Creation of an attractive and contemporary mall design
- Integration of seating areas that invite people to linger, with integrated charging stations
- More services: Free wifi, digital packing stations, digital mall information system with additional benefits, electronic gift card, bicycle and e-car charging stations
- Emotionally designed food court



IMPLEMENTATION: PARKING OFFER



In order to meet the growing issue of climate protection and the increasing need for e-mobility in the City-Galerie surrounded by nature, modern e-bike charging stations have been set up. Further car charging stations will follow.



IMPLEMENTATION: MAIN ENTRANCE



The missing long-distance effect of the strongest entrance "Park Schöntal" was optimised by a generous portal with inviting colours and materials.



IMPLEMENTATION: SIDE ENTRANCE 1



The missing branding and the unclear inconspicuous entrance situation in Ernsthofstraße have been improved.



IMPLEMENTATION: SIDE ENTRANCE 2



The weak recognisability and signage of the Goldbacher Strasse entrance as well as the hierarchy of tenant and mall logo were optimised.



REALISATION: STAY MALL



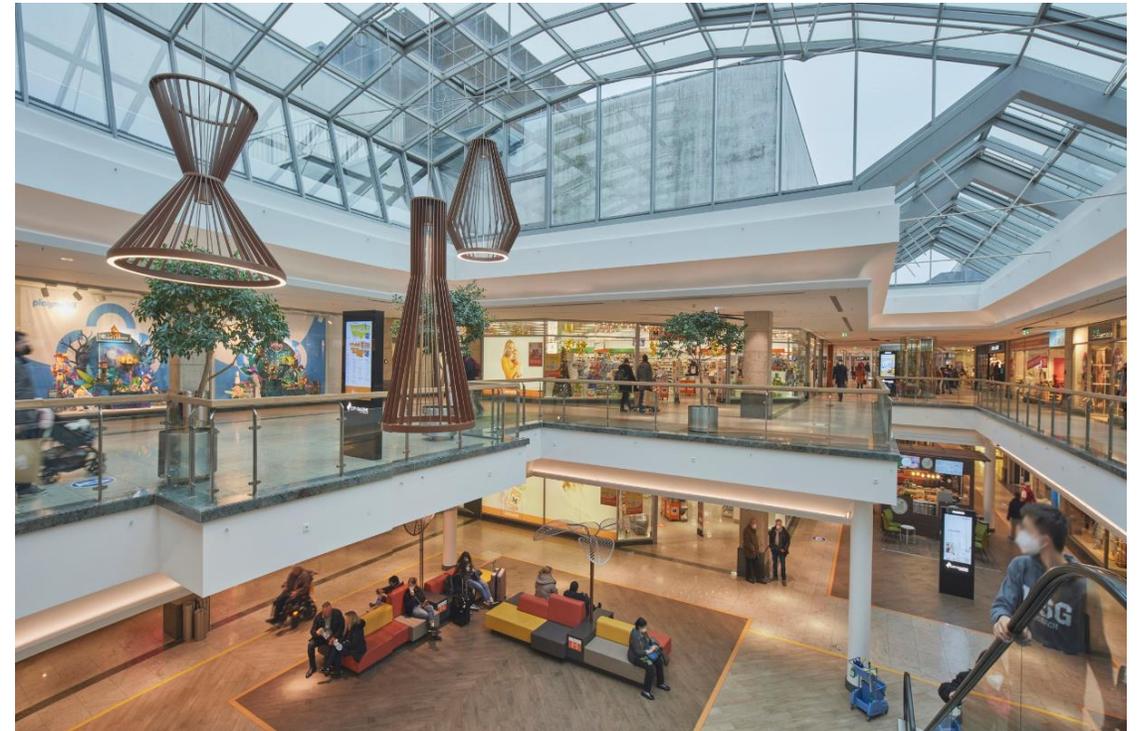
The bright but sober-looking atrium of the mall was emotionally upgraded with new lights, seating islands, floors, ceilings and decorative elements.



REALISATION: STAY MALL



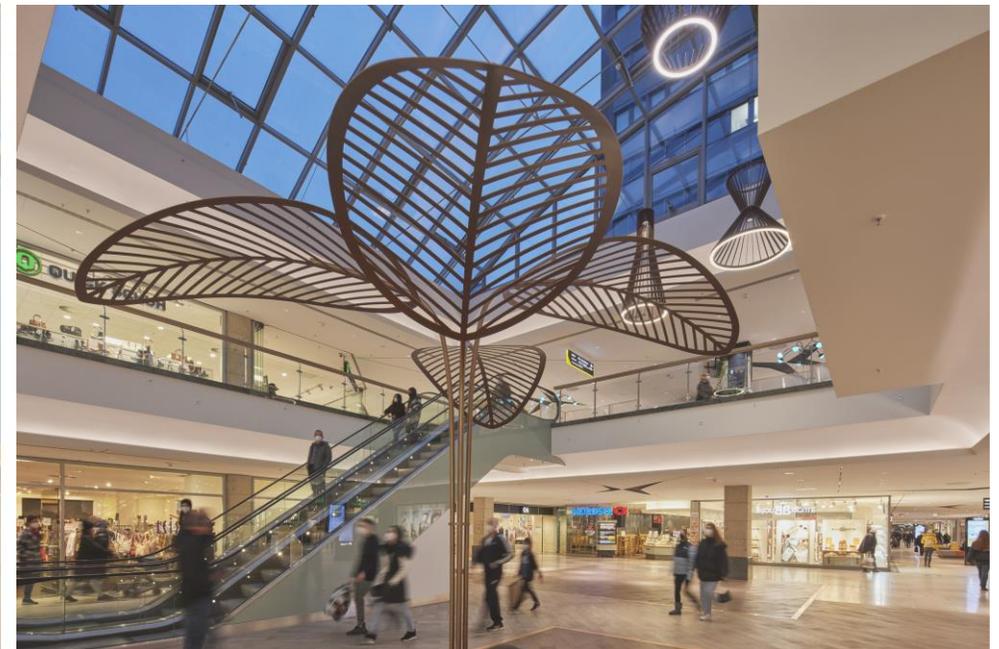
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REALISATION: STAY MALL



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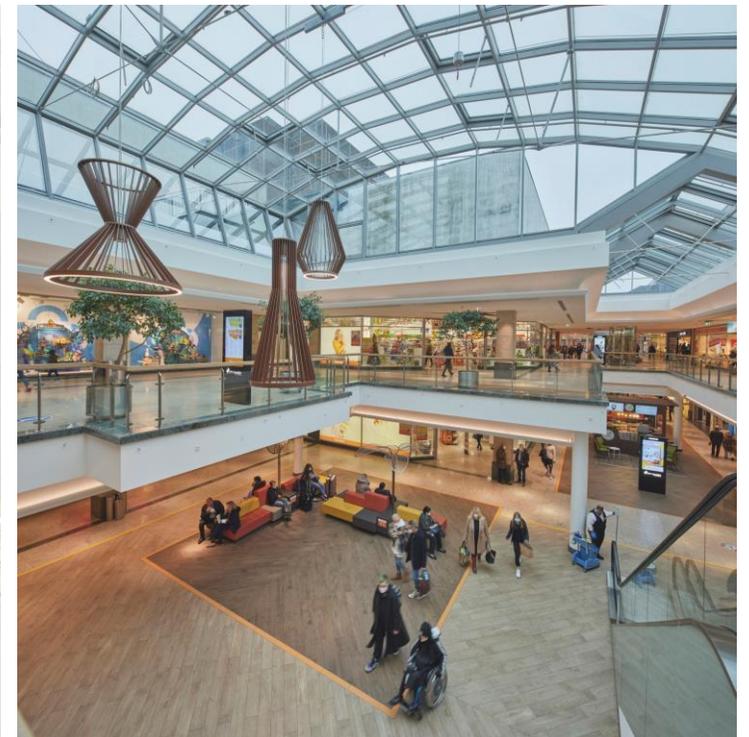
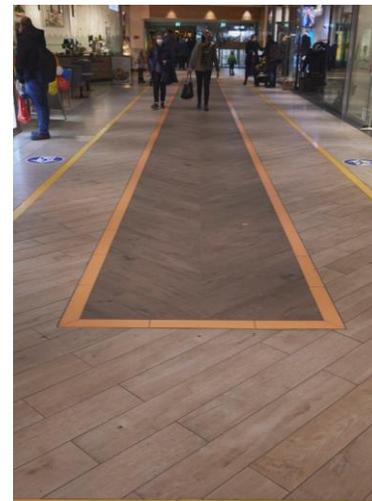
The grey-cool colour world was completely immersed in a luminous-warm impression.



REALISATION: STAY MALL



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REALISATION: STAY MALL



The grey floors were completely redesigned and adapted to the new corporate design.



REALISATION: STAY MALL

The furniture, which was uninviting and did not fit into the design concept, was completely replaced by colourful lounge corners with integrated power sockets.



REALISATION: STAY MALL

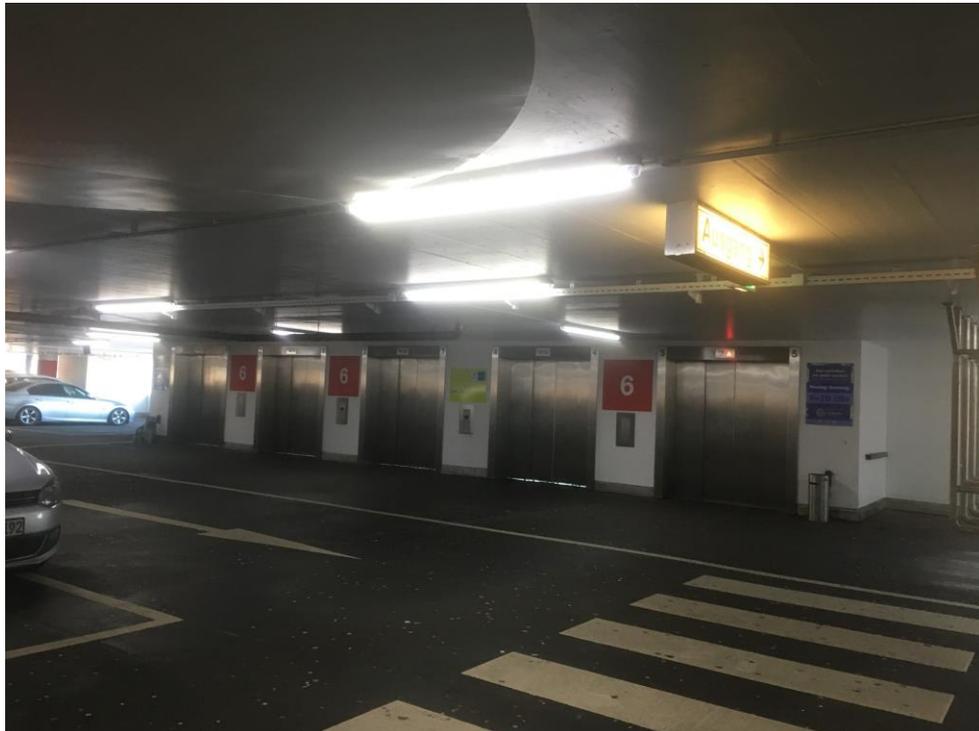
The sober and small-scale lift lobby was upgraded with generous, warm materials



REALISATION: STAY MALL



The entrances from the car park into the mall were emotionalised and adapted to the mall's corporate design.



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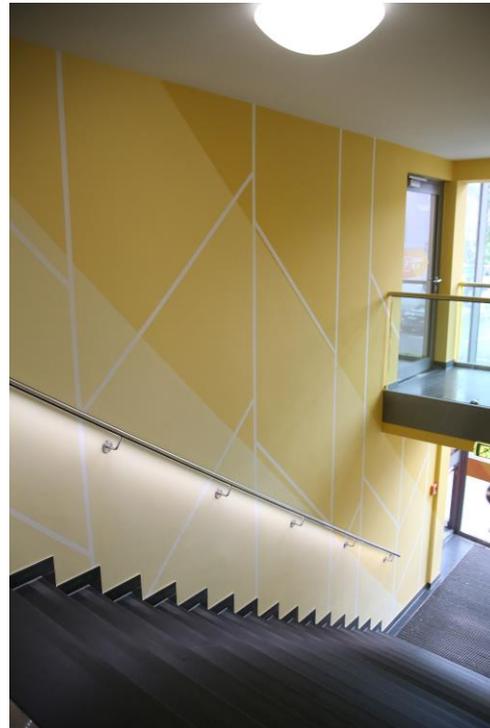
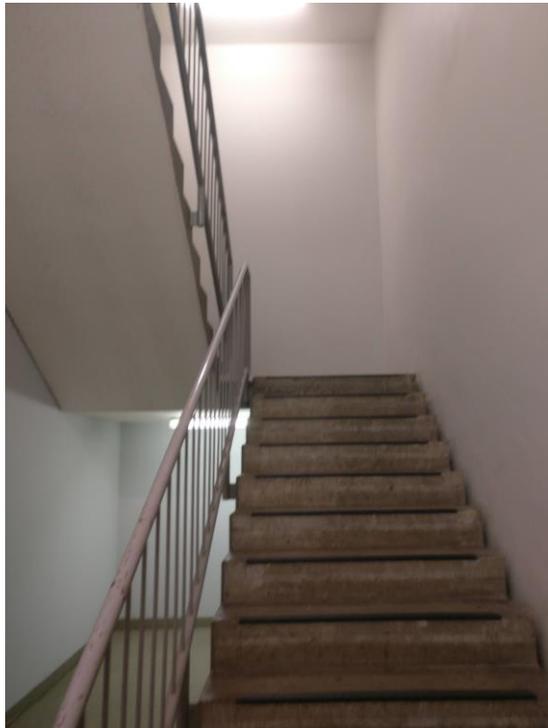


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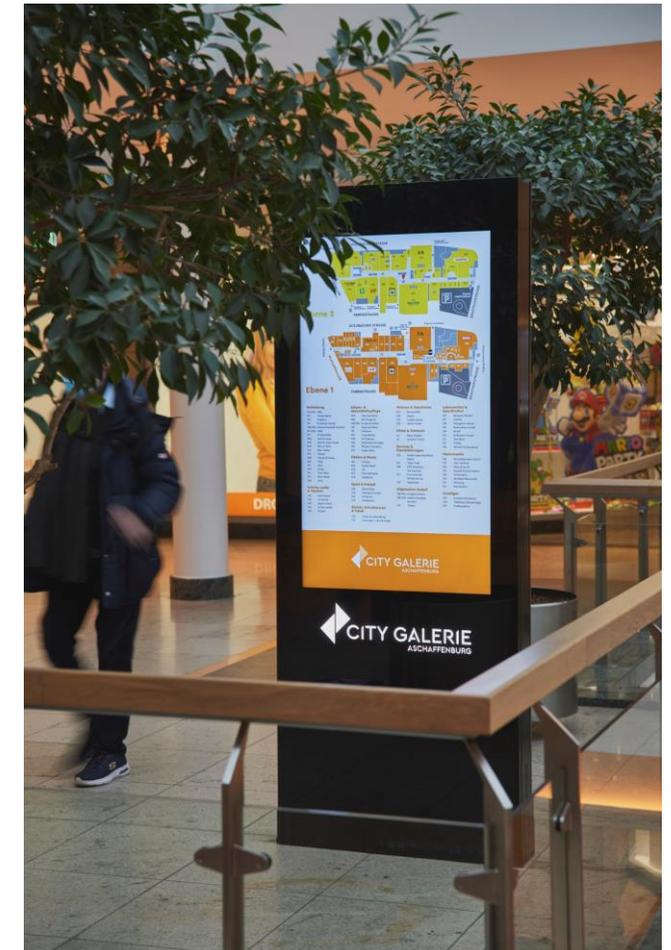
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Completely inviting, emotional and CD-compatible redesign of the staircases



REALISATION: MALL ORIENTATION

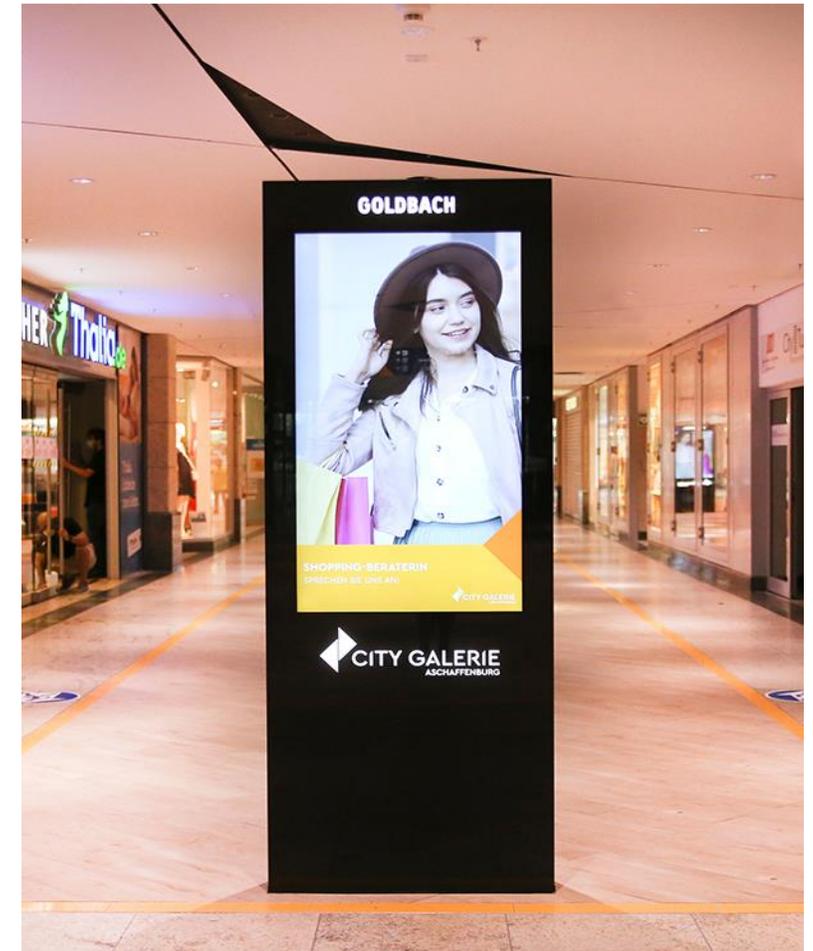
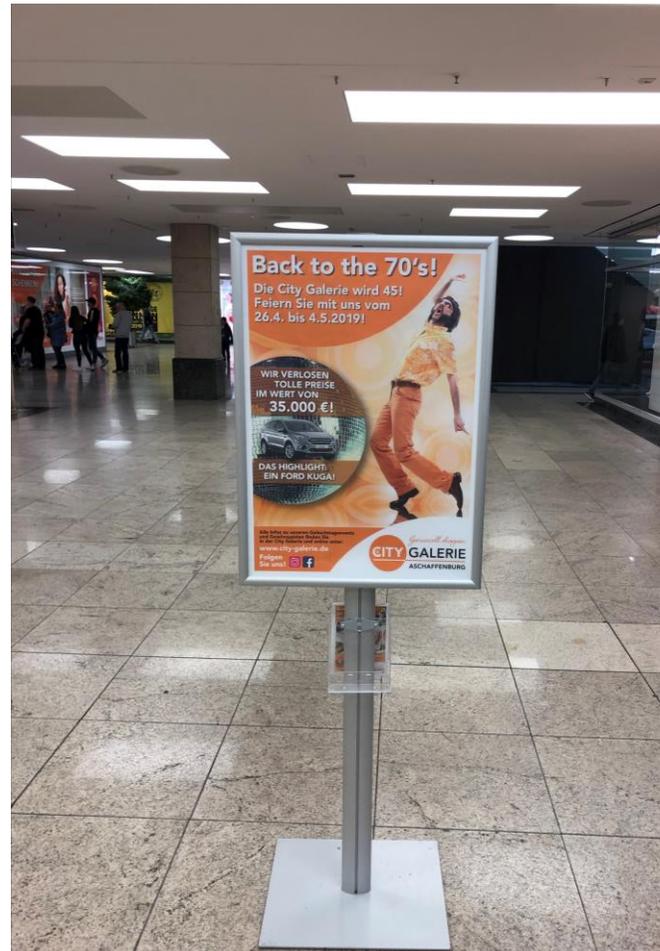
- The outdated paper maps were replaced by digital devices:
 - 1 double-sided stele
 - 2 single-sided steles
 - 2 double-sided wall displays
 - 1 wall display at the customer information desk
- Representation of the centre plan now more modern, larger, more vivid and thus better readable



REALISATION: MALL ORIENTATION



- The poster as a classic communication medium was replaced by digital customer information displays
- Elimination of the illuminated advertising boxes in the lift lobbies and at the Schöntal entrance and bundling on the digital steles
- 8 double-sided large-format steles and
- 2 wall displays with 55" screens
- on level 1 and 2.



REALISATION: MALL ORIENTATION

The mall signage, which was too small and not very meaningful in terms of content, was completely revised in terms of design and content.



REALISATION: SERVICEPOINT



The service point was integrated into the contemporary mall design and the long-distance effect was enhanced by colour accents. The new digital info screen offers additional service information (public transport departure times, promotions, etc.).



REALISATION: NEW SERVICE



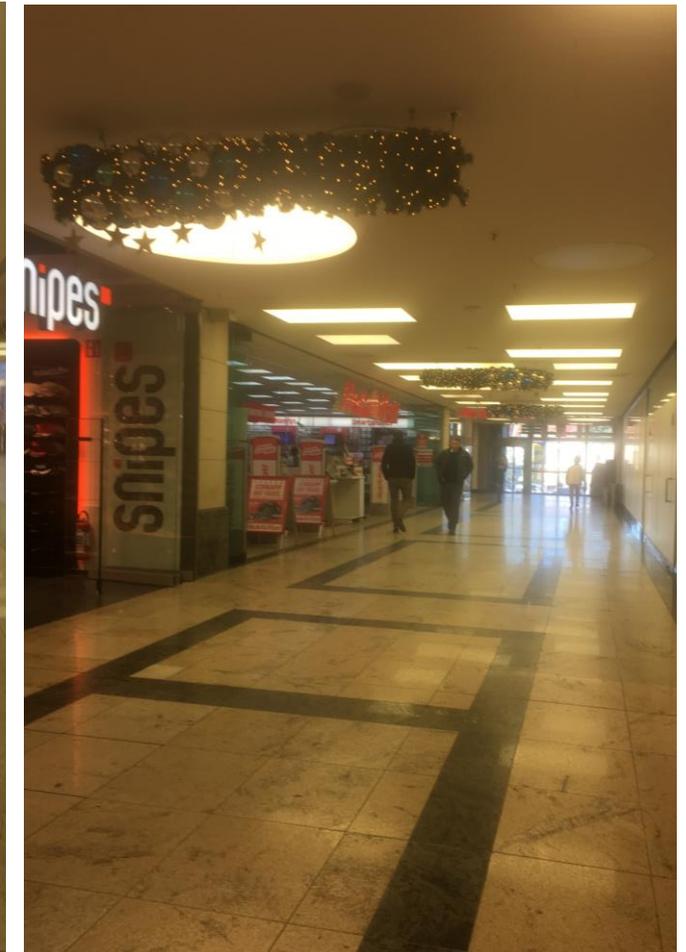
New digital parcel pick-up system

- Pick up parcels when it suits you, independent of working/shop opening hours and parcel service, and also receive them contactless.
- without direct issue by staff.
- The storage of delivered parcels is done manually and therefore works with all **parcel service providers**.
- **Parcel collection or returns** by users is possible at any:
 - Acquisition by owner
 - Operation: advertising association + pakadoo
 - Packing of parcels in Packstation: Customer information staff
 - Notification of customers via modern and stylish app

REALISATION: SUSTAINABILITY

Renewal of lighting technology - before:

- Large number of luminaires with uniform, wide-area light, light colour in poor colour quality on an area of approx. 270 m²
- Technology: mercury-containing fluorescent tubes
- Main feature: luminaires were dazzling and dominant in the visitor's field of vision - a diffuse sea of light on the ceiling
- Consequence 1: Shop windows were visually pushed into the background
- Consequence 2: sometimes 10 tubes per luminaire / regular failures / replacement of luminaires
- Consequence 3: high maintenance intensity, high power consumption, dazzling effect



REALISATION: SUSTAINABILITY

Renewal of the lighting technology - after:

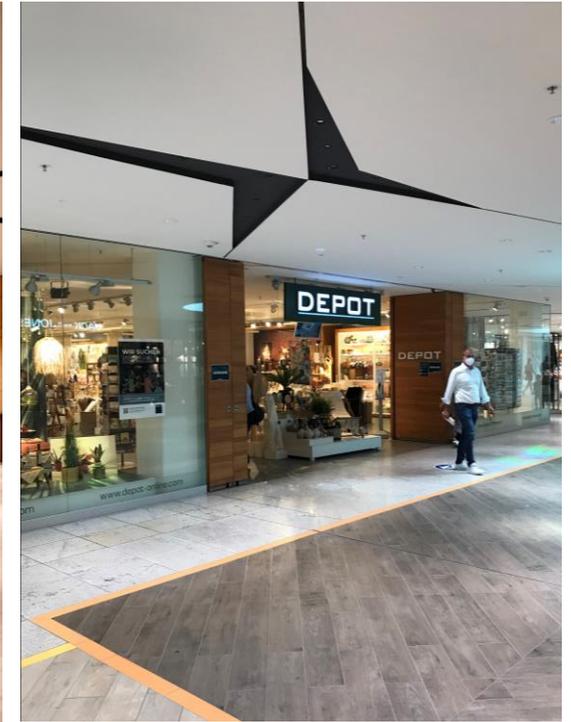
- Technology: Fully glare-reduced new LED
- Light colour is automatically adjusted to the natural light of the sun via the control system during the course of the day (Human Centric Lighting (HCL))
- Dimming via separate circuits during the course of the day: no permanent full power demand
- Characteristic of the mall: atriums flooded with light, very bright in places. Lighting control ensures interaction between darker "corridors" and atriums during the day (only at 100 % at certain times)
- On average, the luminaires are dimmed during the day
- Highlights are placed on seating groups



REALISATION: SUSTAINABILITY

Renewal of the lighting technology - after:

- Result 1: More attention is paid to the shop windows
- Result 2: significantly less maintenance
- Result 3: considerable energy/CO2 savings
- Result 4: stable visual perception, the space is calm and effective due to furniture and merchandise
- Result 5: higher quality of stay due to material, furniture, light leads to longer stay and higher turnover



REALISATION: SUSTAINABILITY



Renewal of lighting technology - economic results:

- New LED lighting in the mall → approx. 60% energy saving p.a.
- 1,500 new LED lights in the car park → approx. 35% energy saving p.a.



REALISATION: GASTRONOMY

The former food court with its unsettled overall impression and monotonous furnishings were completely overhauled



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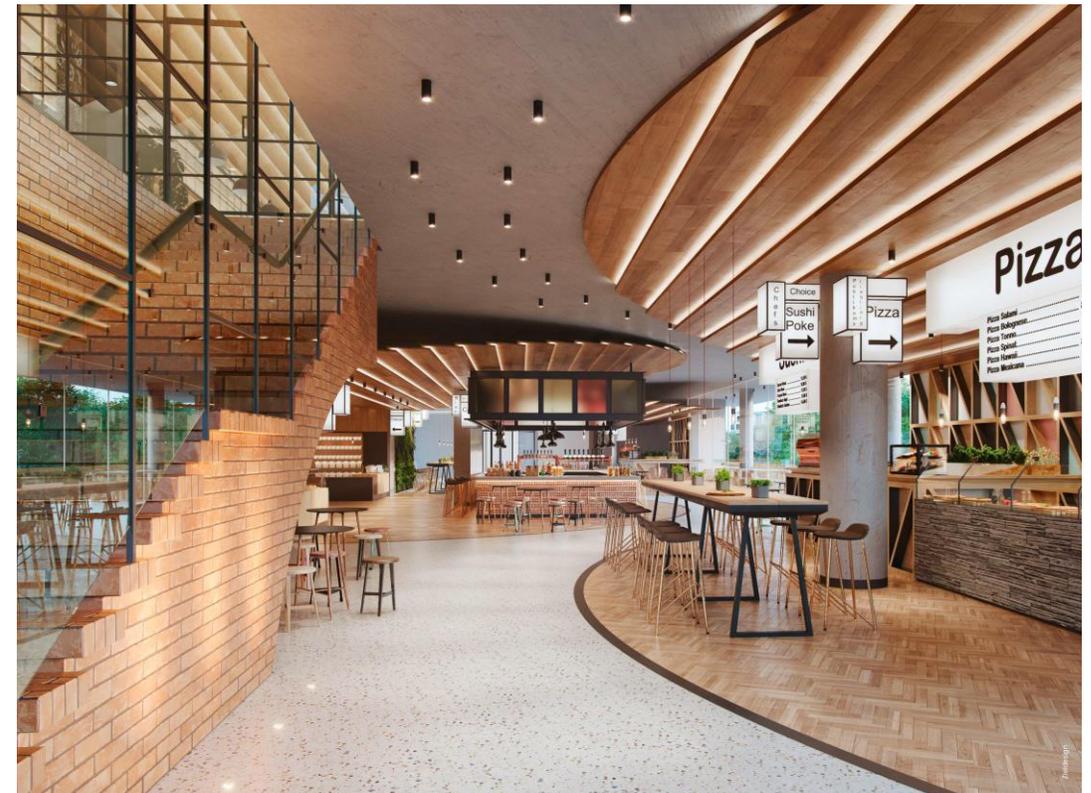
REALISATION: GASTRONOMY



OUTLOOK: GASTRONOMY



In conception: additional gastronomy area on approx. 2,000m² of the former Wöhl area on levels 2 and 3 in combination with theatre and kids' entertainment.



TECHNOLOGY IN THE BACKGROUND

New fire detection system

- In the course of the very extensive ceiling renovation, numerous contaminated materials were removed from the suspended ceiling, including 80 km of old cables.
- A new up-to-date fire alarm system was installed
- In addition, a smoke aspiration system (RAS) was installed.
- This detects smoke at an early stage in the development phase of a fire.
- The automatic alarm is triggered to the fire brigade and customers are escorted out of Mall
- This means even higher personal protection



EXCURSUS: X-MAS + REFURBISHMENT



The new CGA-Christmas decoration
The optimised quality of stay is also reflected in the atmospheric redesign of the mall during the most important time of the year:

- Completely new decoration in the mall, which picks up and extends the design elements of the revitalization
- Linking with interactive modules for families with children
- Creation of further attraction for tenant turnover and increase in property value

RESULT: CGA TODAY



Broadly positioned as a healthy city quarter

- Noticeably and measurably longer length of stay for customers
- Thanks to increased feel-good atmosphere that invites customers to stroll, linger and shop
- Significantly more developed attraction especially after 1.5 years of corona thirst, in which customers have to be won back from online shopping
- Satisfied tenants who have gained tailwind for their sales in a qualitatively enhanced environment
- Improved basis for talks with new tenants, especially from the gastronomy sector, which still needs to be expanded.
- This also leads to a sustainable increase in the quality and value of the property for the owner.

EXCURSUS: CONVERSION OF KARSTADT



- From a previously separated retail space on the 5th floor of the former Karstadt in the City-Galerie, which had lain fallow for 9 years, the DI Group developed a day care centre for children.
- 100 day-care and crèche places on 1,000 m² + 700 m² outdoor terrace
- Win-win-win: space rented, urban infrastructure improved, additional frequencies gained for the centre
- Weighing up loss of return vs. reduction in return leads to creative approaches that keep the property in use

GOODBYE!



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RETAIL



OFFICE



LIVING



HOTEL



QUARTIER

ASSET MANAGEMENT | PROPERTY MANAGEMENT | PROJECT (RE) DEVELOPMENT | REVITALISATION | TRANSFORMATION

LEASING MANAGEMENT | CENTER /OFFICE /HOTEL MANAGEMENT | RESIDENTIAL PROPERTY MANAGEMENT | TECHNICAL PROPERTY MANAGEMENT