

Case Study Revitalisation “Out of town retail Delitzsch”

Düren / Delitzsch

December 6th, 2018

INITIAL SITUATION



JAGDFELD
REAL ESTATE

LOCATION

JAGDFELD

REAL ESTATE | Real Joy.

Initial situation



Stand 2019

AERIAL VIEW

Initial situation

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Stand 2016

(c) Bing Maps, Nexiga, Kaufland, Open Street Map, Tom

TRAFFIC SITUATION

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Initial situation

Intersection of truck traffic and customer car traffic

- Dangerous situations arise

Customer parking lot

- Problems of capacity in case of high customer traffic
- No mother-child parking spaces
- Parking lot size no longer meets current requirements
- Needs to be refurbished

REAL ESTATE

JAGDFELD

REAL ESTATE | Real Joy.

Initial situation

No contemporary appearance outside and inside

- Facade design
- Mall
- Customer WC
- No air conditioning

CONCEPTS

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Initial situation

- No current store design concept Kaufland
- No current shopfitting concepts Pre-checkout zone
- No current advertising concept Kaufland

An aerial photograph of a large residential development. The foreground shows a green field. The middle ground is filled with several multi-story apartment buildings in various colors (white, grey, blue, red, yellow). There are parking lots with cars and some trees. In the background, there's a city skyline under a cloudy sky.

OPTIMISATION

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GOAL

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Optimisation

1. Optimal customer satisfaction
2. Creation of a sustainable and competitive market
 - Structurally and technically flawless object
 - Modern store concept + adapted organisation/ processes
 - Optimised appearance
 - Sustainable economic efficiency

REFURBISH- MENT



Mo. - Sa. 7-22 Uhr

Täglich frisch



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PARKING LOT

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Optimisation of parking structure through purchase of land

- Rehabilitation/ repair of parking lot
- Deconstruction of the outdoor pavilions



before



after

PARKING LOT

Rehabilitation/ repair of parking lot

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REAL ESTATE | Real Joy.



before



after

PARKING LOT

Deconstruction of the outdoor pavilions

JAGDFELD

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before



after

ENTRANCE, FACADE, ADVERTISING CONCEPT

JAGDFELD

REAL ESTATE | Real Joy.

Refurbishment

- Redesign of the entrance area and the exterior facade
- Extension of the pre-cash zone to the outside
- Current advertising concept Kaufland & CI above main entrance



ENTRANCE, FACADE, ADVERTISING CONCEPT

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before



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MALL, CONCESSIONAIRES

JAGDFELD

REAL ESTATE | Real Joy.

Optimisation customer journey



MALL, CONCESSIONAIRES

JAGDFELD

REAL ESTATE | Real Joy.

Redesign of mall and concessionaires according to current standards



before



after

MALL, CONCESSIONAIRES

JAGDFELD

REAL ESTATE | Real Joy.

Redesign of mall and concessionaires according to current standards

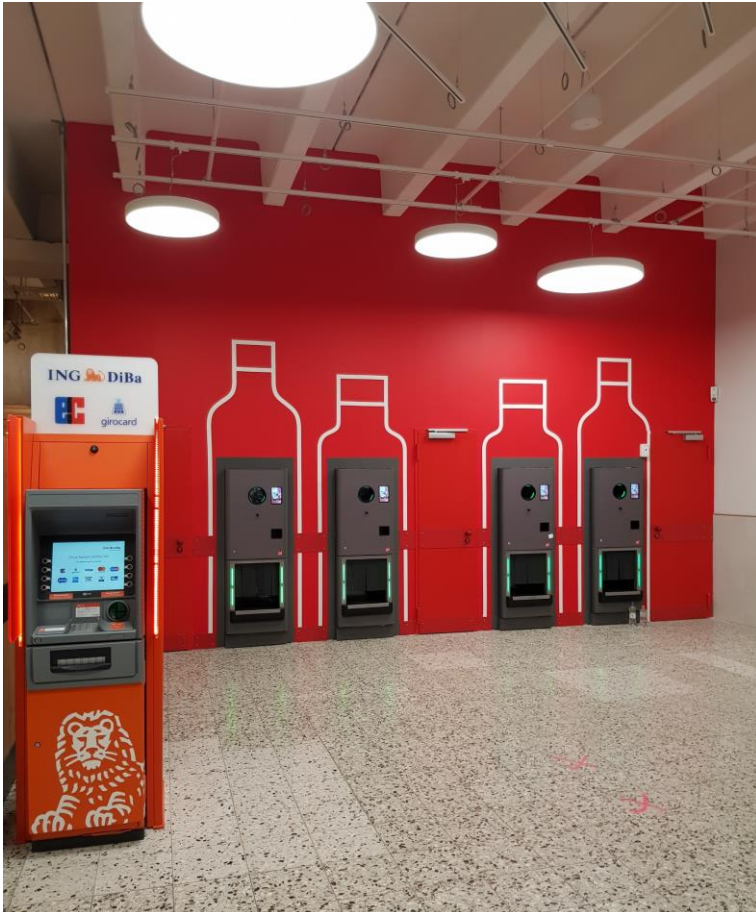


SALES AREA

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New building automatic empties reception



SALES AREA

JAGDFELD

REAL ESTATE | Real Joy.

Implementation of new shopfitting concept & new LED lighting concept



SALES AREA

New construction of service areas

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before

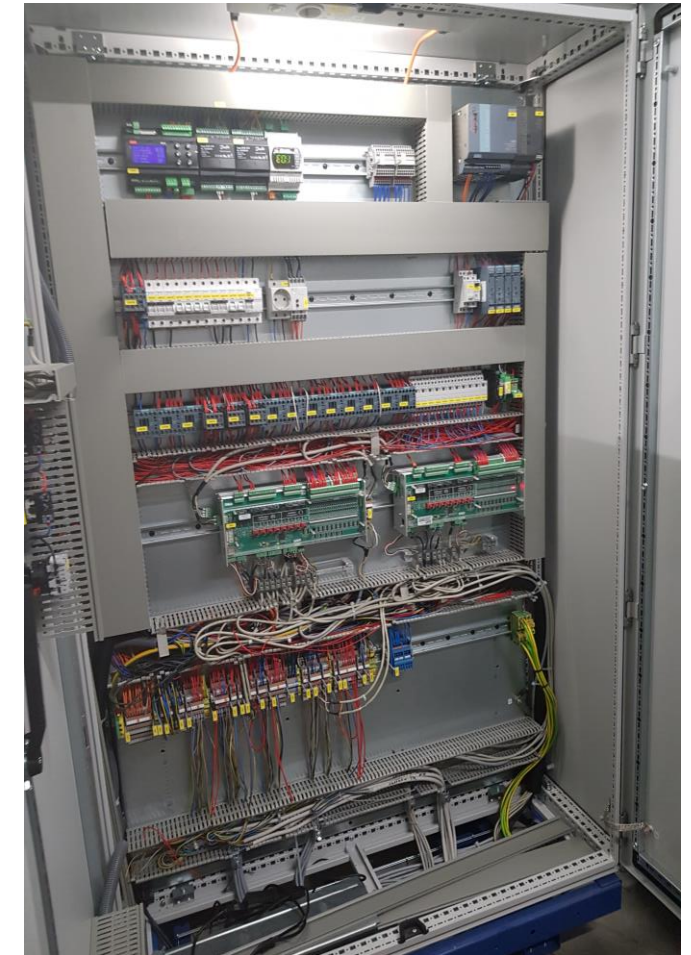


after

TECHNOLOGY

Refurbishment

- Adaptation/ installation of technology according to current guidelines
- Extension of sprinkler storage tanks & installation of a new sprinkler control center
- Renewal/ extension/ adaptation of all important technical installations
- Installation of air conditioning



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„SOFT OPENING“ AM 01. NOVEMBER 2018

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Success





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