PRESS RELEASE

A First for Berlin: Jagdfeld Real Estate Brings Senior Shared Housing to the "PLAZA Frankfurter Allee"

Four assisted-living communities for a total of 48 residents, covering approx. 1,480 m² starting in January—Berlin's first senior living communities in a shopping center

Düren/Berlin, November 11, 2026. Jagdfeld Real Estate is now breaking new ground by integrating assisted living communities for seniors into a shopping center—the "PLAZA Frankfurter Allee" in Friedrichshain—for the first time in Berlin. To this end, the Düren-based asset manager has partnered with the two Berlin-based care service providers "Ambulanter Pflegedienst MariEl GmbH" and "Elite Pflegedienst GmbH," which are setting up four assisted-living communities for seniors—accommodating a total of 48 residents—across approximately 1,480 m².

"Our 'PLAZA Frankfurter Allee' is ideally suited for this because it offers a diverse and vibrant mix of amenities, ranging from stores for everyday needs to restaurants, office space, and even a private college. In an aging society, this allows our seniors to remain at the center of community life and live independently for as long as possible," says Benedikt Jagdfeld, CEO and owner of Jagdfeld Real Estate.

The spaces on the 2nd, 4th, and 6th floors, which were recently vacated and had previously been occupied by various office tenants, are currently undergoing extensive renovations. The focus is on designing the space to be accessible to seniors and people with disabilities, which includes, in particular, barrier-free access and amenities tailored to their needs, enabling them to use the space as freely as possible. The long-term lease agreement begins on January 1, 2027. The first senior residents are expected to be able to move in during the first quarter. The "PLAZA Frankfurter Allee" is thus approximately 95% occupied, which is close to full occupancy.

The "PLAZA Frankfurter Allee"

The "PLAZA Frankfurter Allee" houses more than 50 tenants across 42,200 m² of office, retail, and restaurant space and offers 700 parking spaces. Jagdfeld Real Estate, an asset manager based in Düren, has been managing the property in Berlin's trendy Friedrichshain district for over 25 years on behalf of a group of investors.

Jagdfeld Real Estate's Retail Properties in Berlin

Jagdfeld Real Estate is responsible for a total of five retail properties in Berlin: In addition to the "Forum Steglitz" and the "LIO" in Lichterfelde, these include—in this case also as asset manager—the shopping centers "Rathaus Center Pankow" and "Forum Köpenick," as well as the mixed-use "PLAZA Frankfurter Allee" in Friedrichshain.

Note to the editor: The accompanying photograph shows the "PLAZA Frankfurter Allee" and may be freely published as part of your coverage (Copyright: Jagdfeld Real Estate).

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"Jagdfeld Real Estate" (Jagdfeld RE) – part of the "Jagdfeld Group" – has been successfully developing, delivering and managing retail, office, hotel and residential properties for over 45 years. Since then, the asset manager has developed, revitalised and managed more than 800 properties with a total value of over five billion euros. Currently, nearly 200 specialists manage properties worth over 2.8 billion euros, covering a total area of approximately 704,000 m².