

## Saint-Petersburg is to get a new large scale multifunctional complex. Detsky Mir has got a new concept. Effective usage of regional assets. Warehousing trends, and more!

### Okhta Mall is welcoming tenants

Finnish developer SRV, jointly with investment fund Russia Invest, will complete the construction of Okhta Mall in St. Petersburg by spring 2016. The investment amount will total 11 billion rubles. The shopping and entertainment center is the first phase of Septem City multifunctional complex constructed as part of the renovation program for industrial areas adjoining Bolshaya Okhta. The MFC's total area will be 400K sq. m. The mall (GBA 144K sq. m., GLA 76K sq. m.) comprises two underground and four over-ground levels. The underground levels will include a hypermarket and a car park for 780 cars, there is also a parking lot for 1,000 cars. The mall will become a home for stores selling clothing, shoes, sports goods and children's goods; a fashion gallery of 200 Russian and international brands, entertainment zone and over 20 restaurants and food court objects. The project broker is Jones Lang LaSalle.

Among the first anchors are Prisma food hypermarket (8.9K sq. m.), home appliances and consumer electronics hypermarket Media Markt (3.3K sq. m.), sports goods hypermarket Decathlon (2.9K sq. m.) and fitness operator Sculptors representing the Susanin Fitness club chain (1.5K sq. m.). In the first stage of anchor tenant pool formation, 16.5K sq. m. of space was rented out.

### Another Super Regional Mall in Ufa

The second super regional mall opened in the capital of Bashkortostan. Planeta mall was opened by RosEvroDevelopment Group in the center of the city, at the intersection of Salavata Yulaeva Avenue, Sipaylovskaya Street and Mendelejeva Street. The object's total area is 154K sq. m., GLA is 64K sq. m. excluding the water park, O'Key food hypermarket (14.6K sq. m.) and Leroy Merlin hypermarket (16.5K sq. m.) not yet in operation.

The grand opening held on December 14 was attended by Rustem Khamitov, the President of the Republic of Bashkortostan, and top managers of RosEvroDevelopment: Nikolay Artemenko, CEO; Alexander Perezhogin, Commercial Director; Yevgeny Treshchalin, CEO in Ufa; Andrey Trapeznikov, Executive Manager of Planeta mall.

Planeta includes the first-in-Bashkortostan water park with the area of 5.4K sq. m. (10.5K sq. m. including the technical area).

Apart from the above-mentioned anchors, the three floors of the complex also feature Sportmaster, home appliances and electronics hypermarkets Media Markt and M. Video, 9-screen Kinomax cinema, children's goods store Boobl-Goom, family amusement park and over 180 fashion operators including Zara, H&M, Reserved, Lady&Gentleman City, Terranova, Calvin Klein Jeans, Mexx, Mango, Guess, No One, Replay, Naf Naf, Stefanel, Adidas, Levi's, Superstep, Nautica, Nike, Incity, Snezhnaya Koroleva, and others. According to Alexander Perezhogin, at the time of the grand opening, 62% of the fashion gallery stores were operating. "The brands that we introduced to the region include Tommy Hilfiger, H&M Home и Monki. All the Inditex concepts that opened in the mall have new formats. Even the Mega chain does not have them in all of its malls," says Perezhogin.

### Mango in Place of the Market

The official opening of Mango mall (GBA 7.432K sq. m., GLA 5K sq. m.) in Arzamas, Nizhny Novgorod region, is scheduled for February 1, 2014, while the technical opening took place on December 12. The object is located in place of the former market in a residential area at Mira Street 13, in close vicinity to the city's major artery road, Lenin Street.

Mango has four levels, including the basement. Anchors include Gloria Jeans, Adidas discount center, Zolla and CentrObuv. There is a parking lot for 50 cars. The mall will also feature a food market. The expected customer flow is approximately 5,000 people daily.

### Warehouse for Sportmaster

The Sportmaster chain has rented 22.5K sq. m. of floor space in the second phase of the A-class logistics park Noginsk, concluding a long-term contract with Raven Russia.

The logistics complex occupies the area of 63 ha and is located within the boundaries of Noginsk, Moscow region, at the

M7 Federal Highway (Moscow — Nizhny Novgorod), 44 km away from the MRR, between the Moscow Internal Ring and the planned Central Ring Road. The railway line going through the complex provides the connection to the railroad terminal of Orekhovo-Zuyevo.

The total area of the park's operating phases is 164.2K sq. m. Later on, the company is planning to construct additional 74K sq. m. of warehouse premises. Sportmaster also has distribution centers at Raven Russia warehouses in Novosibirsk and in Rostov-on-Don.

## Detsky Mir Goes Interactive

Detsky Mir chain has opened its first new-format hypermarket (after the concept change) in Mega Belaya Dacha. The new concept has been designed by the British agency CampbellRigg, which has in its portfolio projects of both international (Woolworth, Kesko, Comet, Adler, Tesco) and Russian (M. Video, Victoria and Snezhnaya Koroleva) retailers. In 2014 the company is planning to open seven new-format stores and to restyle over 30 of its existing stores operating in the Russian Federation.

The flagship store occupies the area of over 3K sq. m. The store's range includes 35K products for children aged between 0 and 12 years old. For the little customers, there is a separate entrance (like in the Imaginarium chain), "kids map" of the store and about 20 entertainment zones designed in cooperation with the manufacturers: Lego, Disney, Sony, Microsoft (X-Box), Mattel, Hasbro and others.

## Large Format for Novorizhskoye Highway

The Riga Mall is announced to open in Q3–Q4 2015. ZAO Riga Mall launched the construction of its mall (GBA 146K sq. m., GLA 80K sq. m.) in May 2013. The mall is located over the area of 11 ha at Novorizhskoye Highway, 6 km away from the MRR (to the right in the direction of the Moscow region), just past the Yunimall shopping center.



The grand opening of Planeta Mall was attended by Rustem Khamitov, the President of the Republic of Bashkortostan.

At present, the basement and first floors have been completed, while the second floor is still under construction.

The concept was created by the developer, architectural bureau RKW (Dusseldorf) and the chief architect V.I. Plotkin. The four-storey object will have a media facade, with the nature-inspired design of the building's interior.

The traffic flow near Novorizhskoye Highway has also been taken into consideration (140K cars daily, according to RosAvtoDor). The project includes a car park for 3K cars, public transport stops and a shuttle bus service. The marketing and leasing consultant is CBRE.

55% of the floor space (43.2K sq. m.) has been allocated for anchors. As of today, there is a contract with M. Video, and negotiations with Azbuka Vkusa, OBI, Hoff, Sportmaster, Kinomax are in the closing stage. The mall will feature fashion operators of the medium and upper-medium segments and more than 5 clothing stores of the mass market segment. The food court zone has a unique concept and provides for a large number of operators.