Analyses and Strategies for Markets and Locations in Europe

Our Service Range for the Private Sector

- Location and Potential Analyses
- Feasibility Studies
- Impact Studies
- Optimising the Location Network
- Approval Procedures; Impact Studies
- Investment Decisions
- Portfolio Guidance and Evaluation
- Center Development
- Competitive Analyses
- Verification and Validation of Surveys and Experts Statements
- Area and Utilisation Concepts
- Tenant Demand Reports
- Strategies for Market Entry and Market Development
- Basic Research
- Opinion Research

- **Our Service Range for the Public Sector**

- Location Development
- Retail Trade and Market Concepts
- Approval Procedures; Impact Studies
- Revision and Validity Check of Present Retail Trade Concepts and Impact Studies
- Advisory Guidance of Town Planning Measurements & Urban Development Projects
- Regional Economic Analyses (impacts, indirect returns)
- Analyses on Local Retail Supply
- Basic Research
- Opinion Research

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Preliminary remarks

Beginning in the USA and, over the past 25 years, subsequently spreading in Europe as well, a new retail format has been established: the Factory Outlet Centre (FOC) or Designer Outlet Centre (DOC). In the meantime, such a high density of Outlet Centres already exists in some European countries (e.g. Great Britain), that one can certainly speak of market saturation here. Thus, in Great Britain, as in the USA also, a market shakeout is observable among locations of Outlet Centres, whereby the most professional operators, and accordingly suitable locations, win out over less productive concepts or locations with weaknesses.

The situation in continental Europe is somehow different. Due what are, to date, extremely restrictive building permission procedures compared to those in the rest of Europe, Germany has only a very few Outlet Centres in relation to the size of this national market. However, there is little doubt that this will change in the medium-term perspective, at least. The kind of emotional argument that often used to take place until just a few years ago has now given way to a much more factual discussion on the advantages and disadvantages of establishing an Outlet Centre.

Whereas Germany still shows a lot of potential for new Outlet Centres, Italy has seen a rapid development in the last years, and it's difficult to discover any "white spots" on the map there. The same applies to Switzerland and Austria. In the Central and East European Countries (CEE) the development took up pace but slowed down again in the aftermath of the credit crunch. So still there are significant differences on the development of Outlet Centres and the numbers of such centres in the European countries.

For more than 7 years now, ecostra is publishing this survey on Outlet Centres in Europe. This survey is free of charge and is available to everyone without any limitations as a PDF-download at the ecostra-website. The overview presented in this survey includes all those centres that are, currently either in operation or planned, that correspond to the following definition of Outlet Centres:

> *Outlet Centres are an agglomeration of many outlet store units within a coordinately-planned or a spatially-interrelated complex of buildings with more than 5,000 m² retail sales area (= approx. 6,000 m² GLA) and with more than 20 outlet stores. There manufacturers and vertically-integrated retailers sell past seasons, factory seconds, surplus stock etc. directly to the consumer, without using retail businesses as (intermediate) distributive channels. All products are sold with a discount to the original high-street price of at least 25 %. The coordination, organisation and marketing of an outlet centre is carried out by a centre management. Designer Outlet Centres (DOCs) are Outlet Centres which claim to incorporate an especially high proportion of premium brands; however, the designation "DOC" is often used only for marketing purposes.*

For this reason, neither Outletcity Metzingen (www.outletcity-metzingen.com), Seemaxx Factory Outlet Center Radolfzell (www.seemaxx.de), the 50 Factory Store in the Italian town of Aosta (www.fifty.it) nor, among other sites, The Mall in Leccio Reggello, close to Florence (www.themall.it) have been included on the list.

The following survey of existing and planned FOCS in Europe is intended to help improve transparency on the retail trade market. The overview has been compiled according to the best of ecostra's knowledge and is updated approximately every 3 months. Plans, developments or other information disclosed to the author on a confidential basis have not been included in the overview, in consideration of protection of confidence. No guarantee can be given for the completeness or correctness of the said information.

The utilisation of the information printed in this market survey, including of excerpts from it, e.g. as part of one's own publications, studies, lectures or of other publications, is unreservedly

Front page
This issues front page shows the City Outlet in Bad Münstereifel (Southwest of Cologne, Germany). This project is Europe's first outlet centre integrated into a historical city centre, where unlet stores and empty buildings were used. The City Outlet Bad Münstereifel started trading in August 2014.

Additional information requested
If you do have any information on Outlet Centres in Europe that is missing in this survey, you are welcome to provide us with the necessary data. Please, just send us an email with the relevant information. After our review you will find it in the next issue of this market survey.

Location	Status	Name of the Centre	Operator	Developer / Investor / other Partners	Gross Leasable Area (GLA) in m²	Retail Sales Area (SA) in m²	Remarks
				Greece			
Attiki Odos (Athens)	operating	Factory Airport	Factory Outlet S.A.	Elmec Sport S.A.	14.000	13.000	Located in a retail park (next to IKEA) near Athens Airport
Piraeus	operating	Factory Pireos	Factory Outlet S.A.	Elmec Sport S.A.	13.000	12.000	
Yalou (close to Athens)	operating	McArthurGlen Designer Outlet Athens	McArthurGlen	McArthurGlen Group / Bluehouse Capital Advisor Ltd	21.100	19.000	Village Centre with 2 sales levels and underground parking. Opened 02.06.2011; approx. 2,400 parking spaces
Lavrio	cancelled	Lavrio Village Company Store	Europ Invest Management S.r.l.	Europ Invest		25.000	An application for building permission has been made. Opening was planned for 2010, but construction work didn't start yet. 2800 parking spaces.
				Hungary			
Törökbálint (west of Budapest)	closed	GL Outlet Center	GL Outlet	Group GL	16.500	15.000	Project opened in November 2004. However, due to location disadvantages and conceptual planning weaknesses, the centre was not able to compete with the neighbouring Premier Outlets Center in Biatorbágy and closed down operations at the beginning of 2011. The centre is now standing completely empty.
Biatorbágy (west of Budapest)	operating	Premier Outlet	Jones Lang LaSalle	Miller Developments / Raiffeisenbank Österreich / AVIVA Central European Property Fund	22.880	20.000	Project opened in November 2004. The 3rd construction phase was completed in August 2007
Budaörs (west of Budapest)	closed	M1 Outlet Center	Óbuda-Újlak	FTB Invest Kft.		16.500	Located in immediate proximity to the Premier Outlets Center in Biatorbágy. The centre was more a mixture between an OC and a traditional shopping centre. Due to the severe competition, it failed and closed again. The centre is now standing empty!
Polgár	operating	M3 Outlet Center	SJ International	BTZ Kft. / M3 Outlet Service Kft.	10.900	9.500	Located on the M3 motorway in Eastern Hungary, between Miskolc and Debrecen. Opened on 17th May 2008. Change in management on 1st May 2012 from Jones Lang LaSalle to the developer's management company.
				Ireland			
Killarney	operating	Killarney Outlet Centre	European Outlet Markets	Green Property	7.000	6.500	

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Rathdowney	closed	Rathdowney Shopping Outlet	Morrison Developments	Morrison Developments / AWG	7.500	6.800	Centre was closed in May 2012.
Kildare	operating	Kildare Village	Value Retail		10.980	9.500	Project was opened in July 2006. The centre already has a planning consent for a 6,180 m² GLA extension.
Dundalk	cancelled	Ballymac Village Factory Outlet Centre	n.s.	Coverfield Developments Ltd. / ING Real Estate Developments		15.500	Building permission was granted in October 2004. Construction work has begun, but due to judicial proceedings the completion and opening originally planned for September 2006 was delayed; at the end of 2006, the project was abandoned by the operators due to the delays
Dunleer	cancelled	n.s.		Donal Kinsella		10.000	Completion is unlikely due to the development of the competition and the developer's lack of experience
Dublin	cancelled	City West	n.s.	Jim Masefield		n.s.	Up-to-dateness of information uncertain. Project possibly abandoned.
				Italy			
Rovereta (San Marino)	operating	San Marino Factory Outlet	n.s.	San Marino Factory Outlet Srl	8.000	5.000	
Serravalle Scrivia	operating	McArthurGlen Designer Outlet Serravalle	McArthurGlen	McArthurGlen Group / Henderson Global Investors / EOMF	38.965	30.650	Opened September 2000; approx. 3,500 parking spaces. Enlargement by approx. 1,000 m² SA planned
Bergamo	closed	La Galleria Factory Outlet Center	Morrison Developments	Buontempo	14.000	12.000	Opened in 2003; approx. 1,100 parking spaces. In the meantime, the centre has been turned into a classical shopping centre.
Fidenza	operating	Fidenza Village	Value Retail		17.285	15.000	Opened in 2003. Approx. 1,700 parking spaces.
Rodengo Saiano (close to Brescia)	operating	Franciacorta Outlet Village	Premium Retail S.r.l.	Blackstone Group L.P. / European Fashion Centres	32.000	28.000	Opened in October 2003; enlargement by approx. 7,800 m² is planned; approx. 3,000 parking spaces. In September 2013 the centre was sold by DEGI Deutsche Gesellschaft für Immobilienfonds mbH to Blackstone.
Castel Guelfo di Bologna	operating	Castel Guelfo The Style Outlets	Neinver	IRUS Property Fund / ING Real Estate / Neinver	24.500	20.000	Opened in May 2004; approx. 1,970 parking spaces. Centre was taken over by Neinver in June 2008
Castel Romano (close to Rome)	operating	Castel Romano Designer Outlet	McArthurGlen	McArthurGlen Group / Henderson Global Investors / EOMF	31.200	28.000	Opened in October 2003. Last extension with approx. 7.300 m² SA was opened in April 2013. Approx. 2,200 parking spaces

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United Kingdom							
Bicester (Oxfordshire)	operating	Bicester Village	Value Retail		22.135	20.000	
Ellesmere Port (Cheshire)	operating	Cheshire Oaks Designer Outlet	McArthurGlen	McArthurGlen Group / Henderson Global Investors / UKOMF	32.345	30.005	Opened in March 1995; approx. 3,200 parking spaces. European OC front-runner for visitor frequency, with currently just under 8 million visitors p.a.
Swindon (Wiltshire)	operating	Swindon Designer Outlet	McArthurGlen	McArthurGlen Group / Henderson Global Investors / UKOMF	19.200	17.000	Opened in March 1997; approx. 1,850 parking spaces. Utilisation of an old steam locomotive factory which is protected as a historic monument. Construction work will shortly begin to enlarge the centre by approx. 4,600 m² SA, to be completed by 2014
Hatfield (Herfordshire)	operating	The Galleria	Land Securities	GE Capital Real Estate	29.700	14.500	
Street (Somerset)	operating	Clarks Village	Realm Outlet Centre Management	Hermes Real Estate	20.000	17.185	
Hornsea (East Yorkshire)	closed	Freeport Hornsea Outlet Village	Realm Outlet Centre Management			8.100	The OC was sold by Freeport to a pension fund in 2005. According to the available information, the centre had increasing problems and was closed in 2009.
Hartlepool (Cleveland)	closed	Jacksons Landing	Schroder Property			5.500	Centre closed since July 2004!
Fleetwood (Lancashire)	operating	Freeport Fleetwood	Realm Outlet Centre Management	Hermes Real Estate / LaSalle Investment Management	11.000	9.500	Centre opened 1995 and was remodelled, rebranded and relaunched by Realm in 2006
Doncaster (South Yorkshire)	operating	Lakeside Village	Realm Outlet Centre Management	Realm Outlet Centre Management / LaSalle Investment Management	15.000	13.500	Centre is part of the 300 acre mixed use development known as the Doncaster Lakeside Project
North Shields (Tyneside)	operating	Royal Quays Outlet Centre	Waxy Management	North Shields Investment Properties	15.000	12.300	Location is quite next to the International Ferry Terminal with connections to the Netherlands.
Batley (West Yorkshire)	operating	The Mill	The Mill Management		11.610	10.000	Enlargement by approx. 2,000 m² GLA is planned. 550 parking spaces