



# Polish Commercial Property Markets 2012

Breakfast Seminar



27 November 2012

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# Agenda

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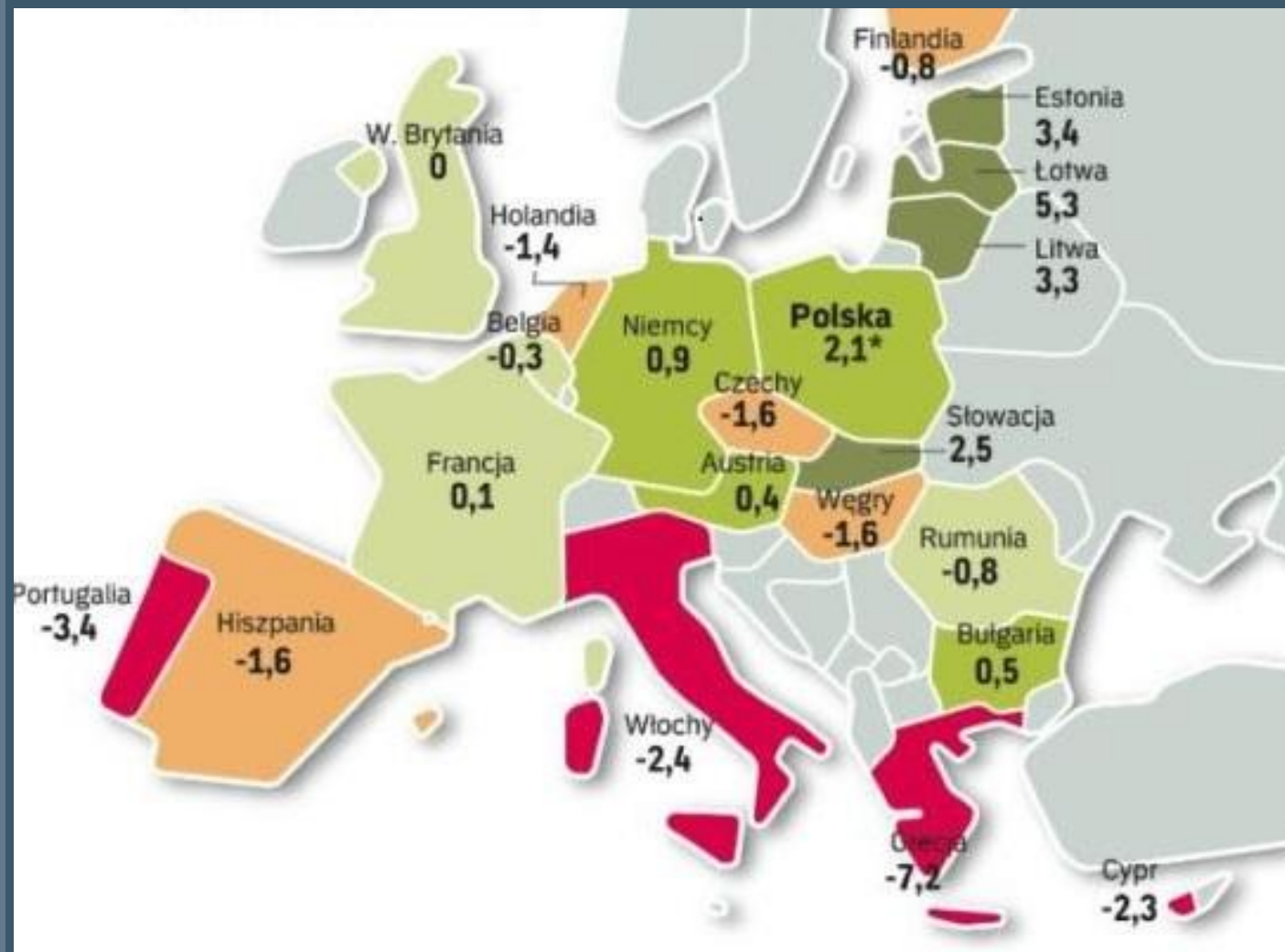
1	Economy
2	Investment
3	Office Warsaw
4	Office regional cities
5	Retail

# Economy: Poland – still a green island

GDP growth in:

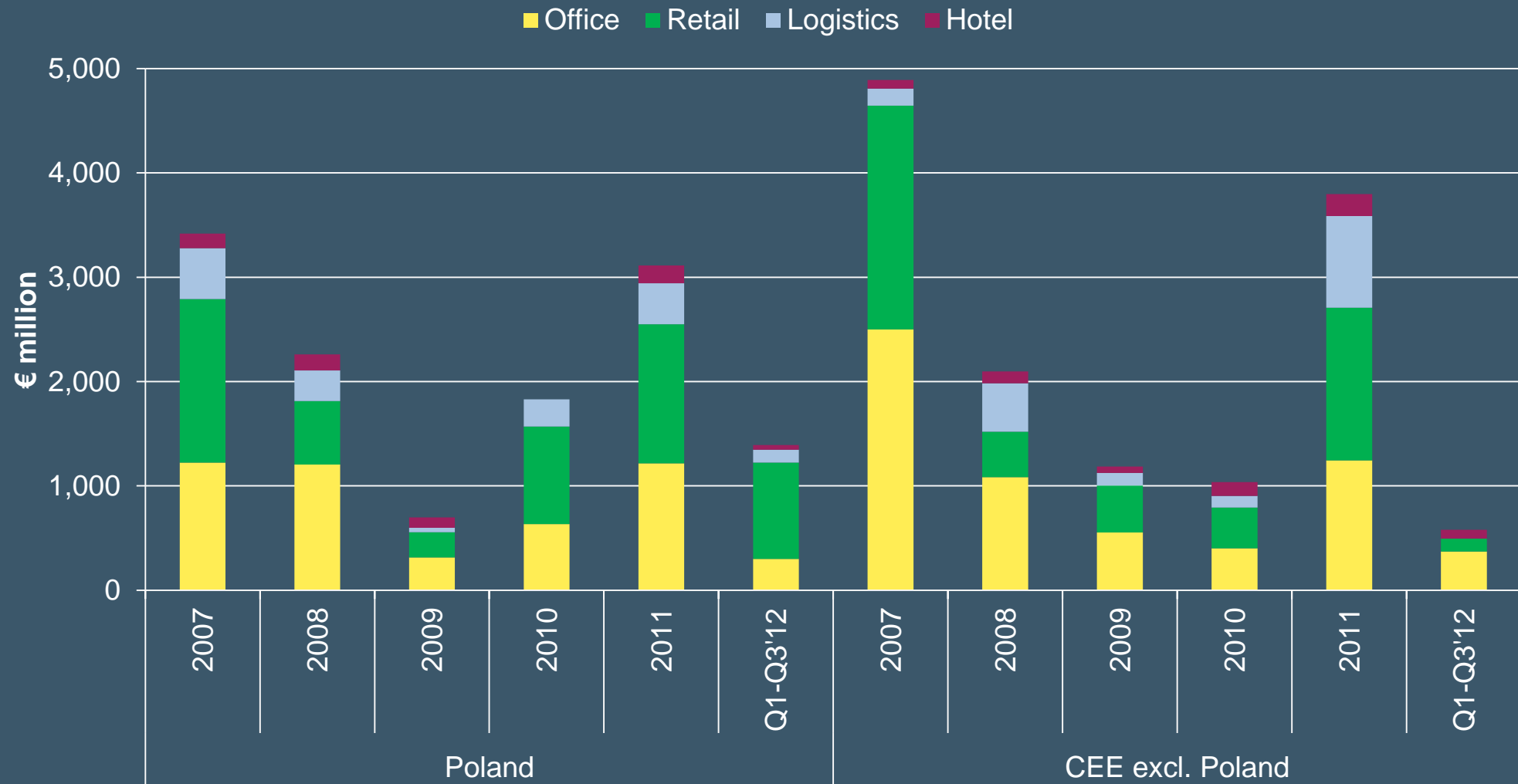
- Euro zone: -0.6%
- EU27: -0.4%
- UK: 0.0%
- France: 0.1%
- Germany: 0.9%
- Czech Rep.: -1.6%
- **Poland: 2.1%**

(Q3 2012 year on year)



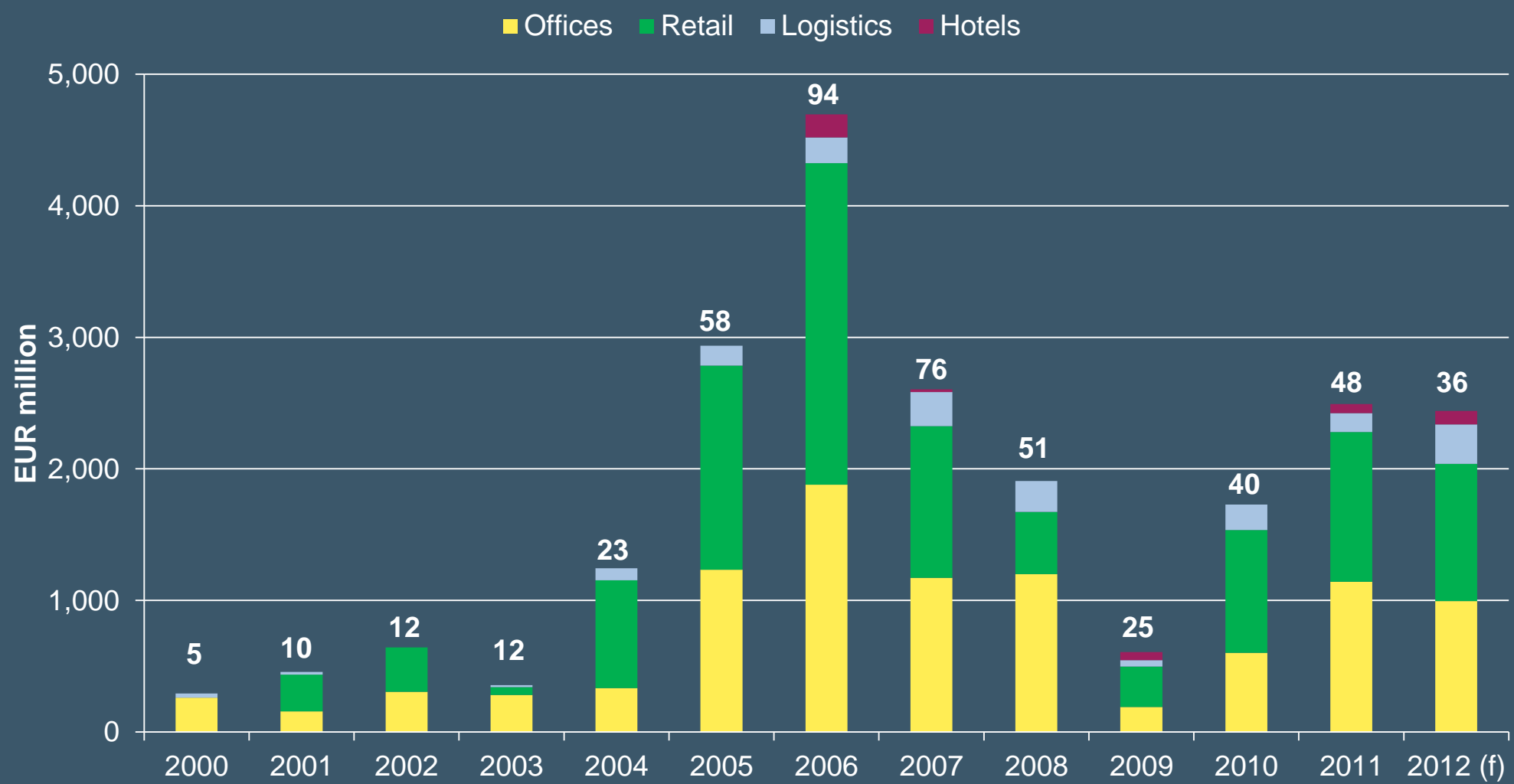


# Investment: Poland vs other CEE



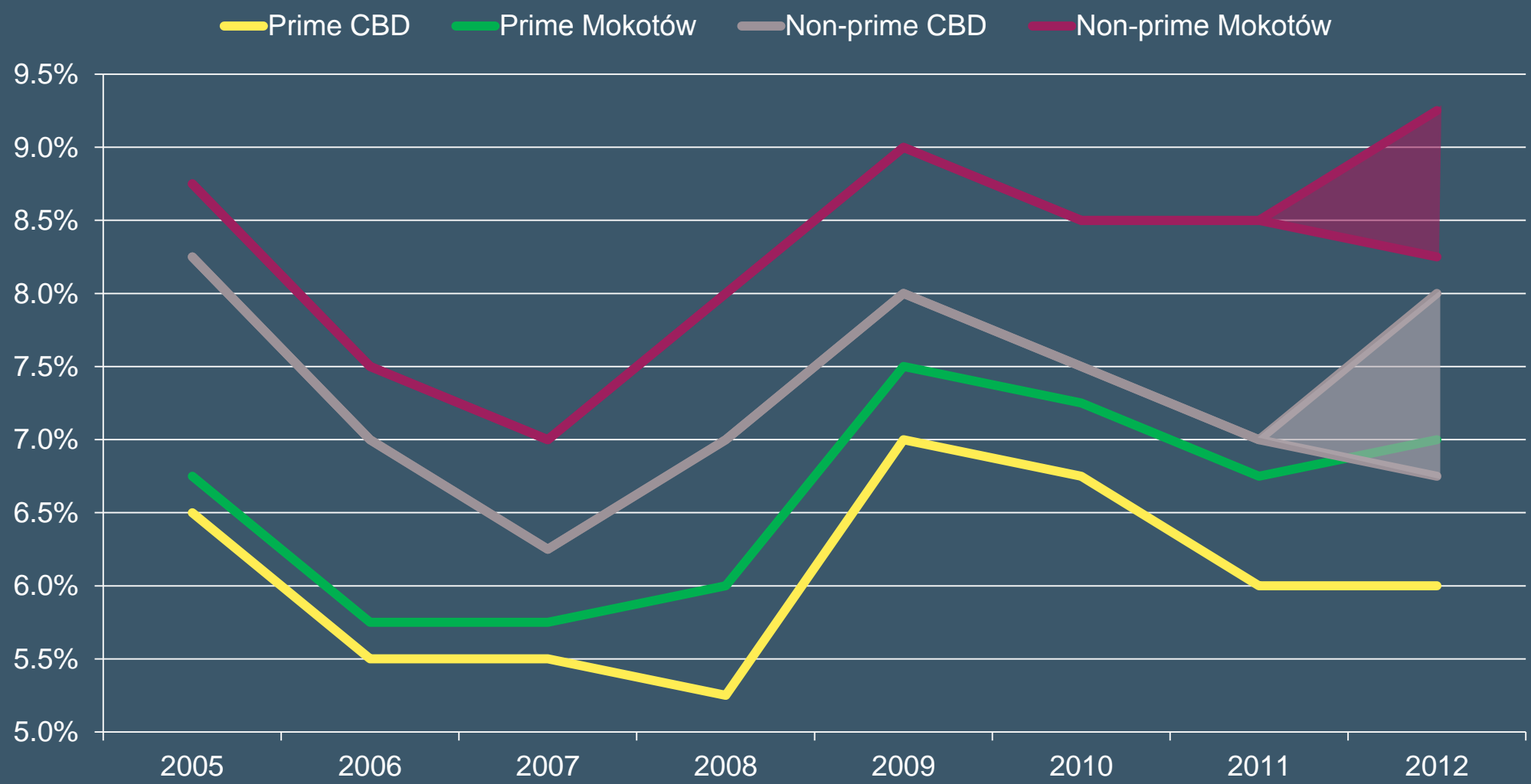


# Investment: Volumes



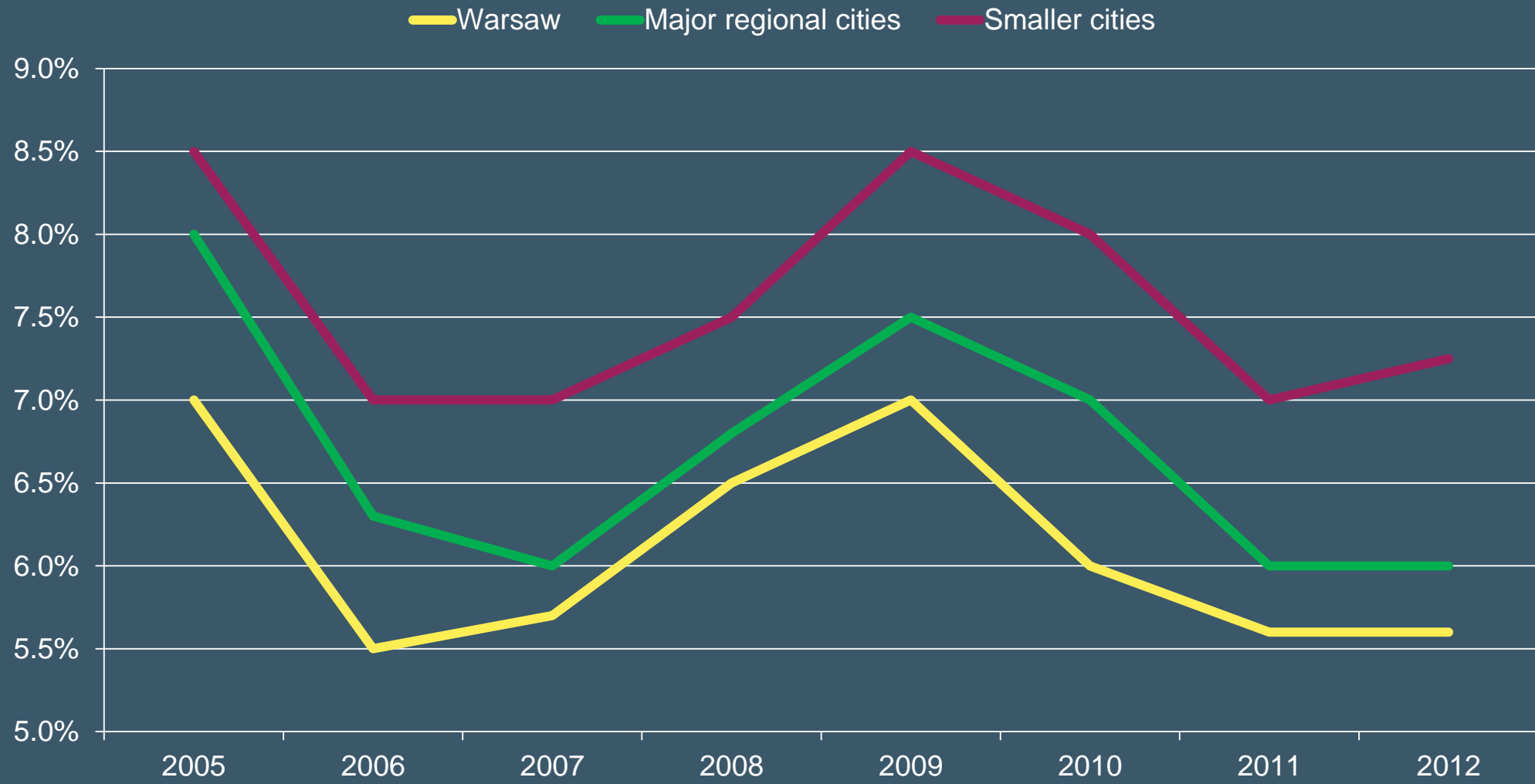


# Investment: Office yields



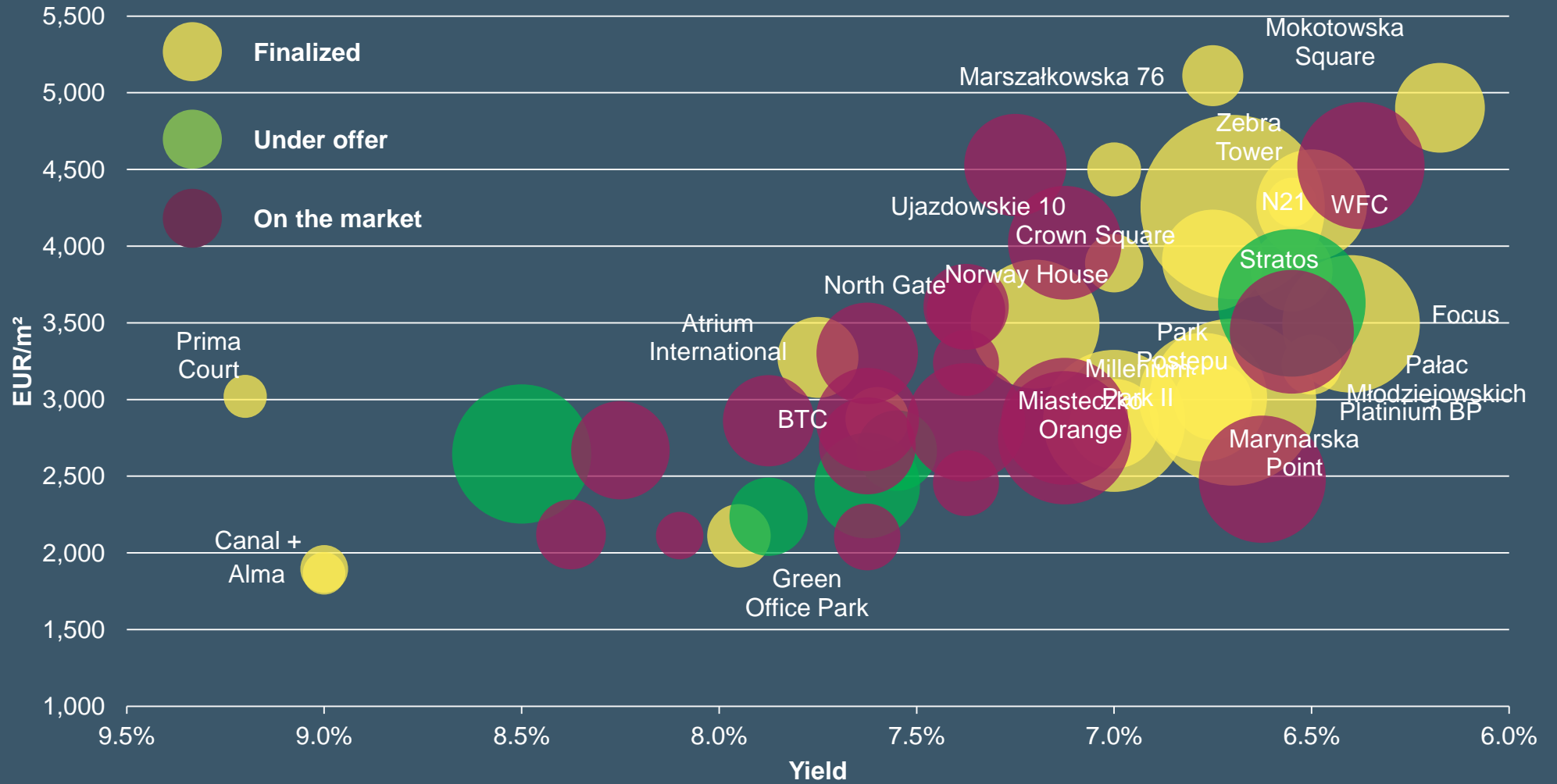


# Investment: Prime retail yields



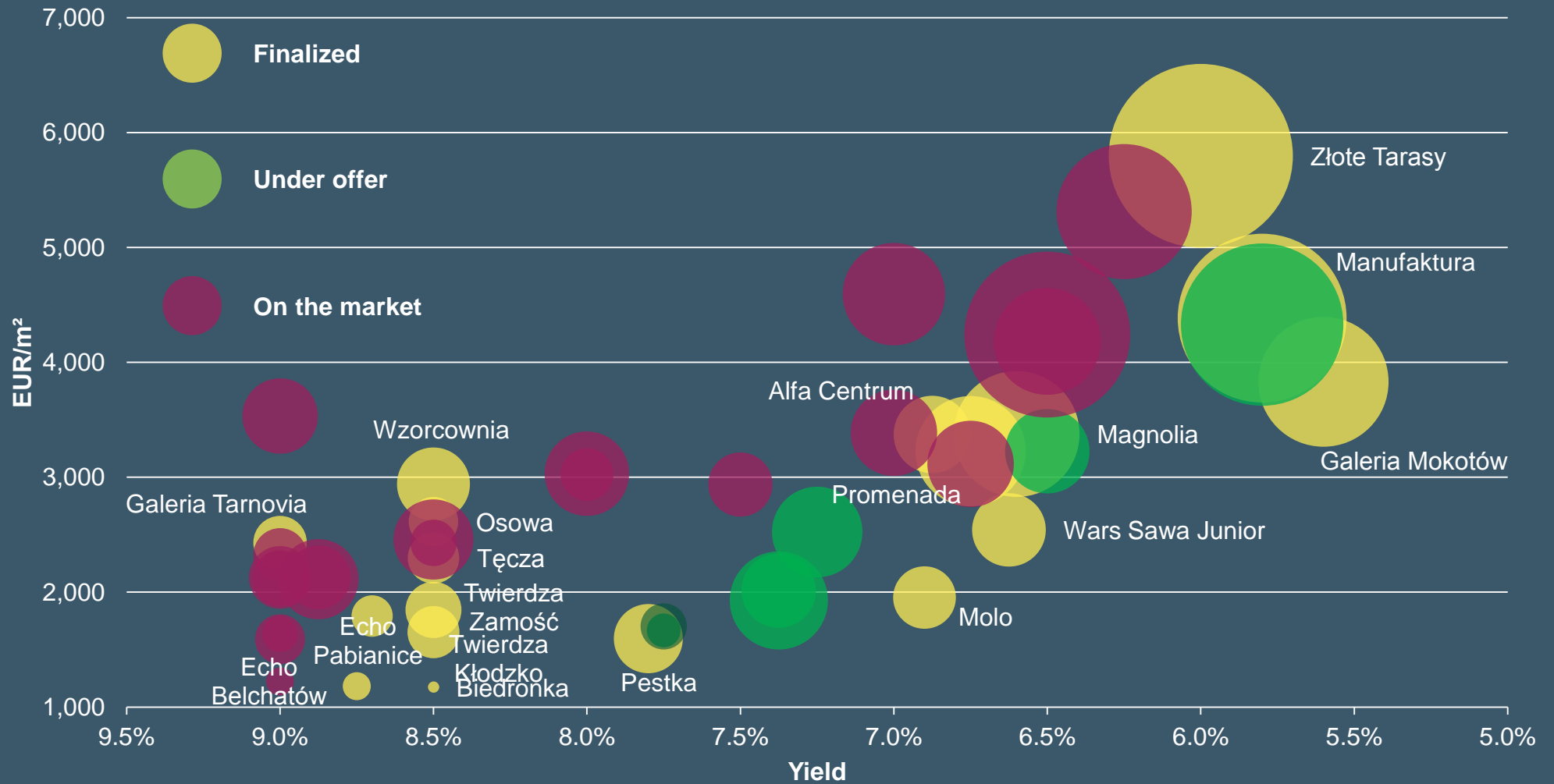


# Investment: Offices



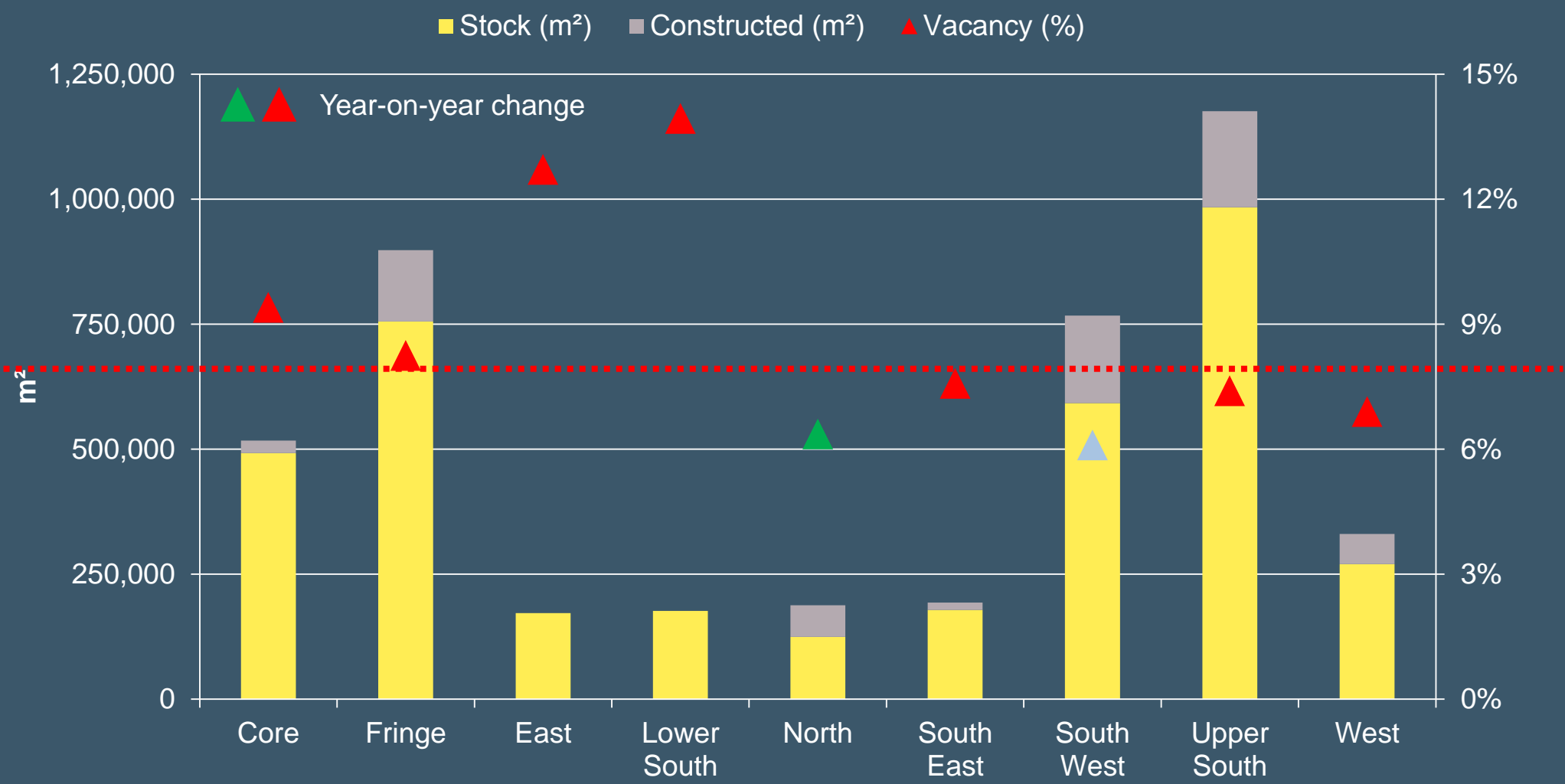


# Investment: Retail

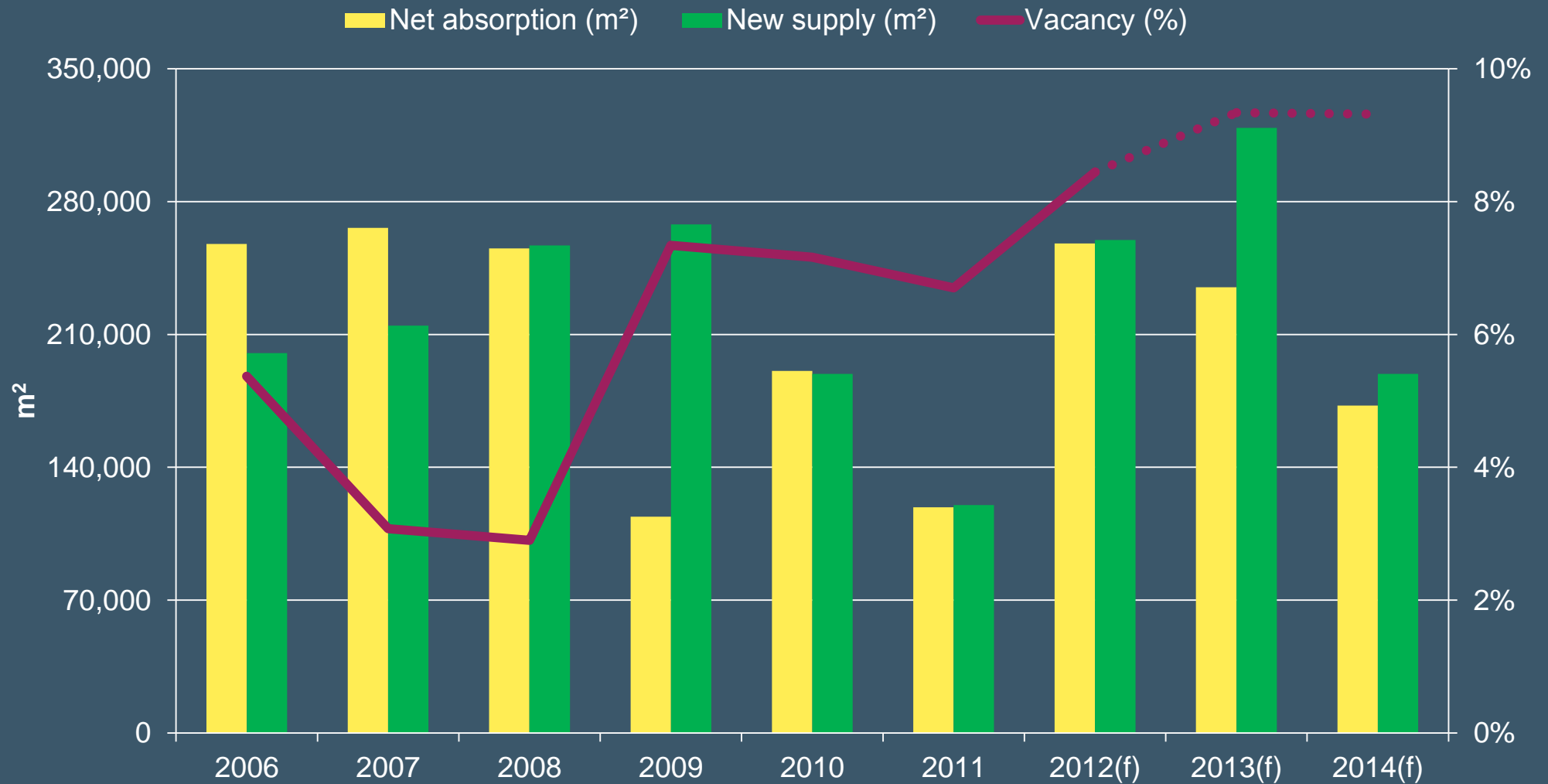




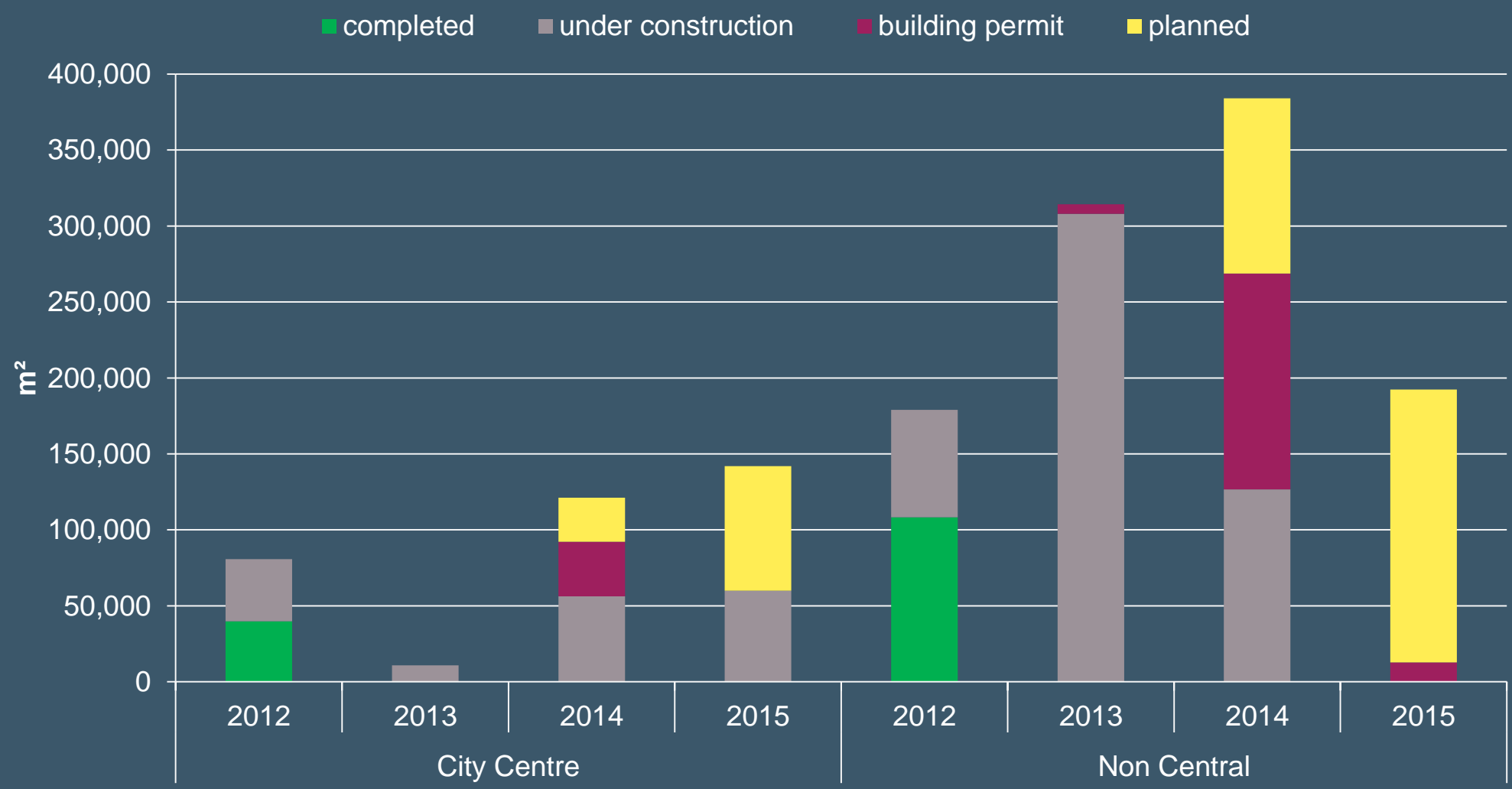
# Warsaw Office: Market performance Q3 2012



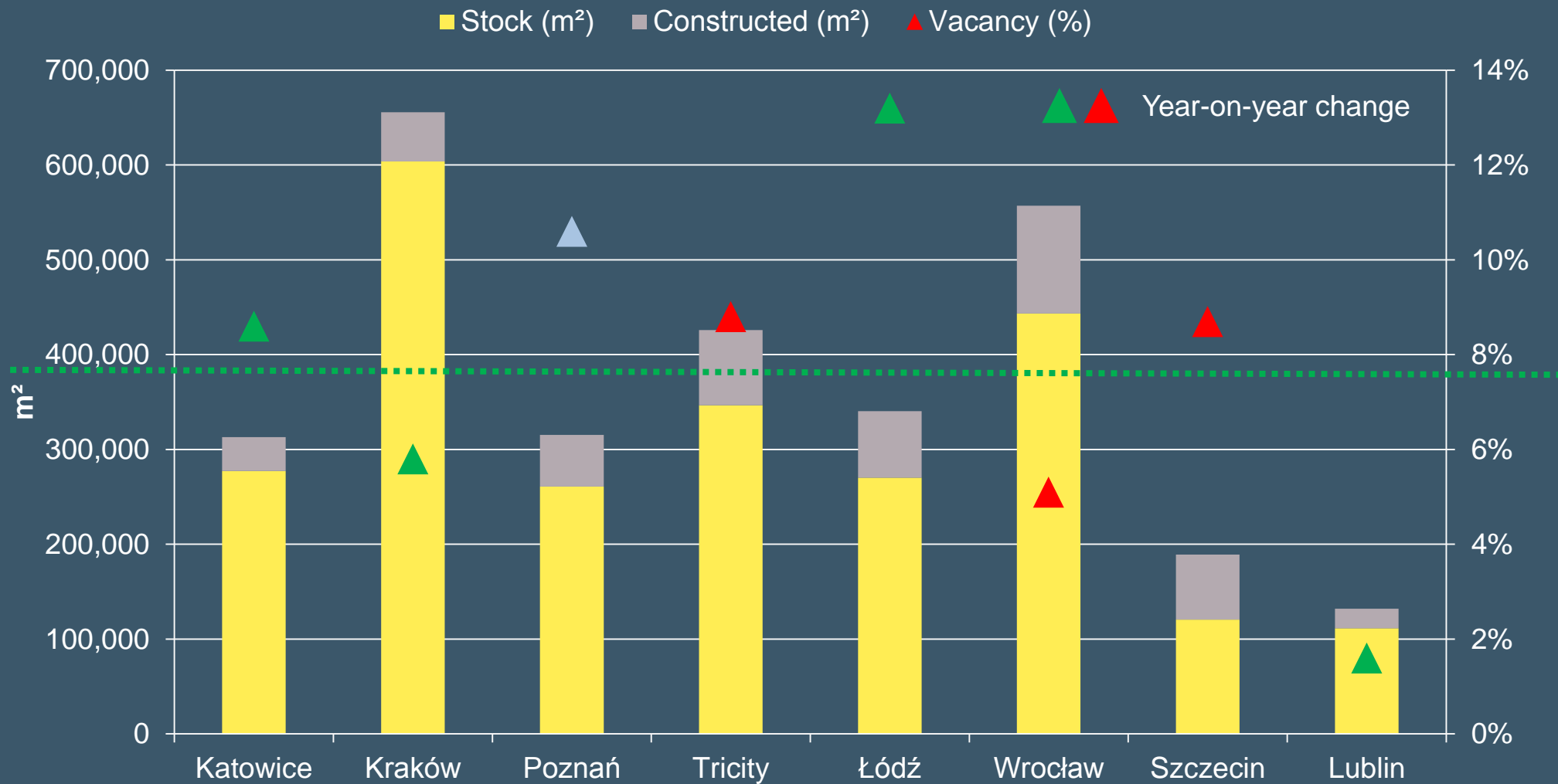
# Warsaw office: Market performance 2012 and beyond



# Warsaw office: New supply



# Regional cities office: Market performance



# Retail: Shopping centres are ageing – investors' strategies



## **MATURITY**

Marketing & PR: EXTENSIVE  
Renovation: MAINTENANCE OF FACILITIES  
Efforts to attract retail tenants: MODERATE  
Rents: COMPETITIVE  
Lease term: MODERATE

## **GROWTH**

Marketing & PR: MODERATE  
Renovation: MINOR MODIFICATIONS  
Efforts to attract retail tenants: MODERATE  
Rents: HIGH  
Lease term: LONG

## **LAUNCH**

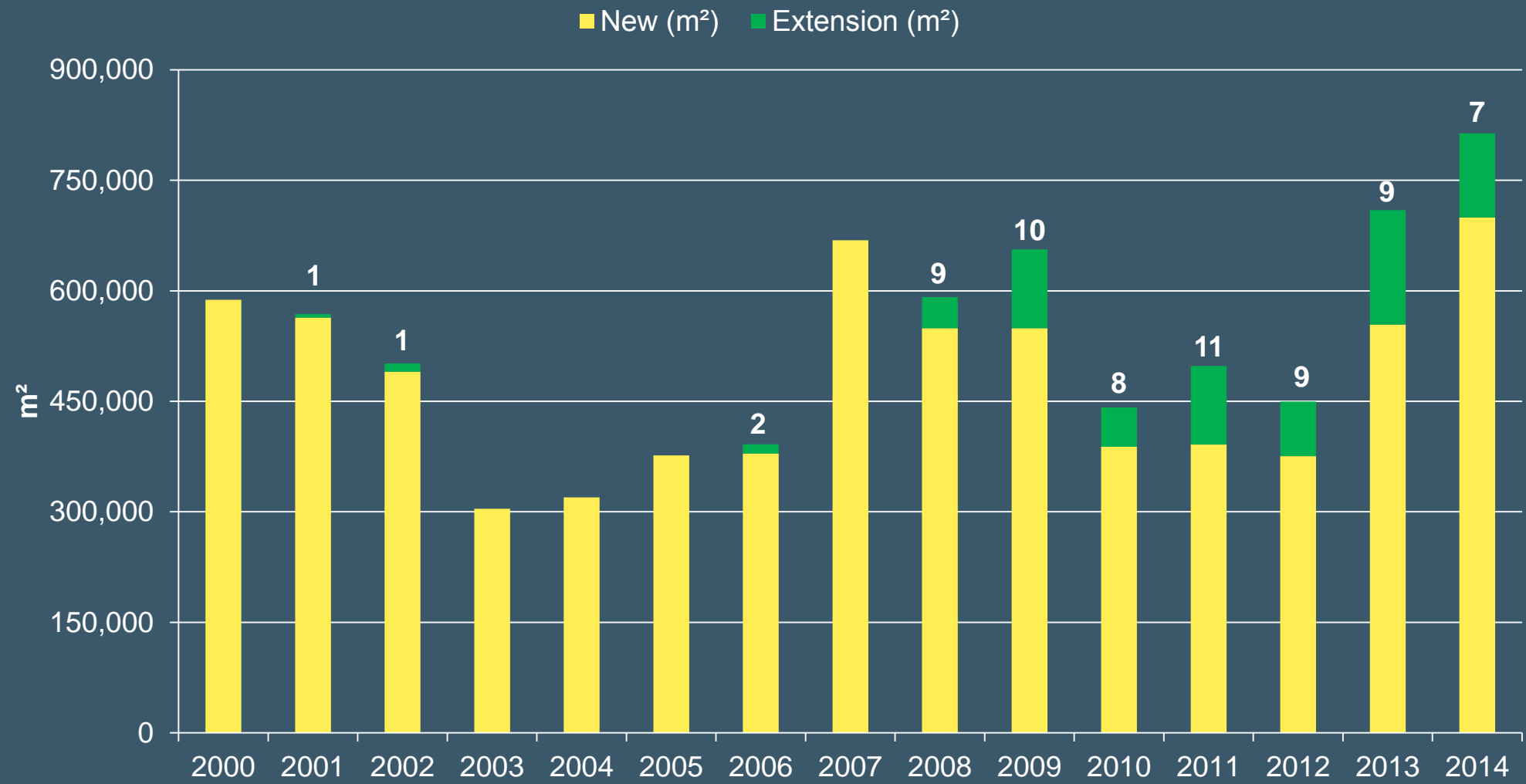
Marketing & PR: EXTENSIVE  
Renovation: NONE  
Efforts to attract retail tenants: EXTENSIVE  
Rents: HIGH  
Lease term: LONG

## **DECLINE**

Marketing & PR: MODERATE & CHAOTIC  
Renovation: NEGLECT  
OR EXTENSIVE REFORMATTING  
Efforts to attract retail tenants: EXTENSIVE  
Rents: LOW  
Lease term: SHORT

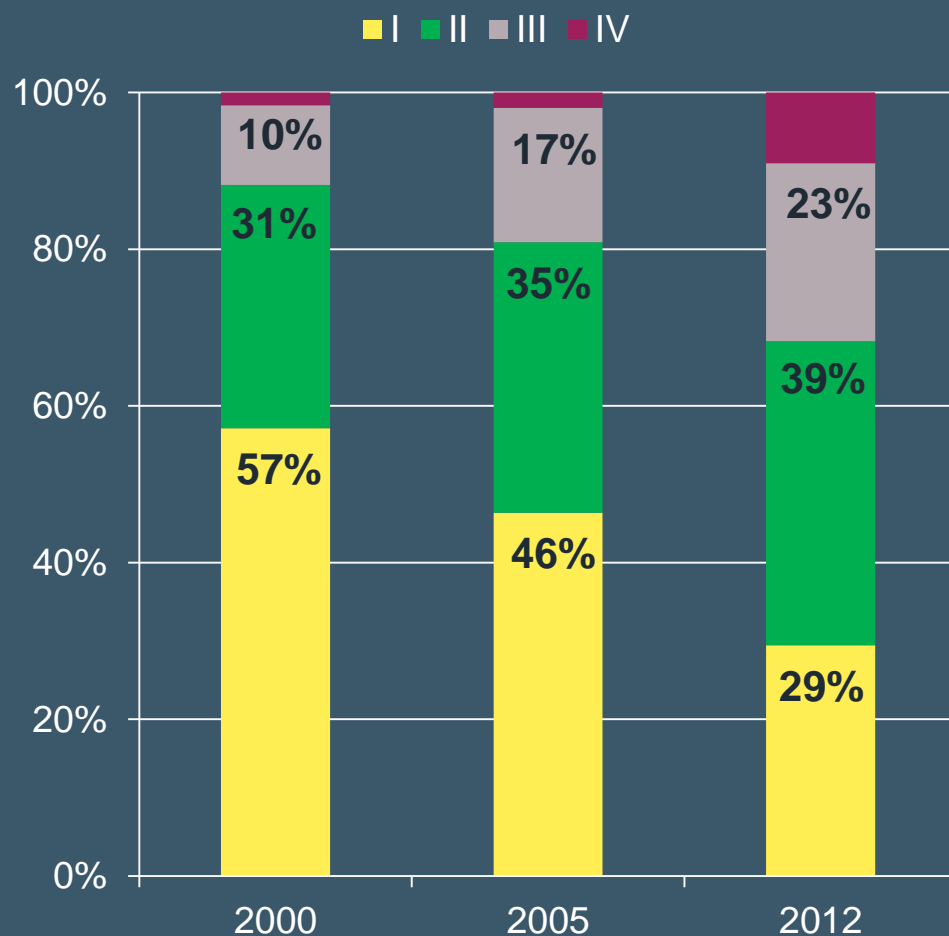


# Retail: New projects vs extensions



# Retail: Shopping centres

## Generation of shopping centre



## 4 RE process:

- RE-positioning (eg. Klif Warsaw, Blue City, Galeria Mokotów)
- RE-modelling (eg. Echo Kielce, Wzgórze Gdynia, Promenada)
- RE-commercialization (eg. Złote Tarasy, Arkadia, Galeria Kazimierz, Manufaktura)
- RE-branding (eg. Molo aka Piast Szczecin, Dom Mody Klif aka Klif)



# Retail: What about REVITALISATIONS?

*Selected completed projects*

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Manufaktura

Łódź



Stary Browar

Poznań



Wzorcownia

Włocławek

# Retail: What about REVITALISATIONS?

*Selected completed projects*



Bonarka  
Kraków



Dukat  
Olsztyn



Dekada  
Żyrardów



# Retail: What about REVITALISATIONS?

*Selected ongoing projects*



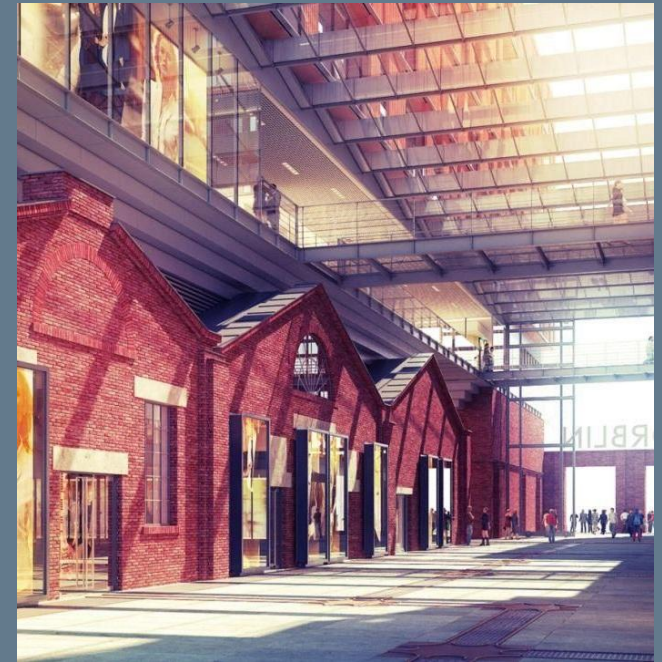
Sukcesja

Łódź



Koneser

Warsaw



Art Norblin

Warsaw

# Retail: What about REVITALISATIONS?

*Selected ongoing projects*



Bawełnianka  
Bełchatów



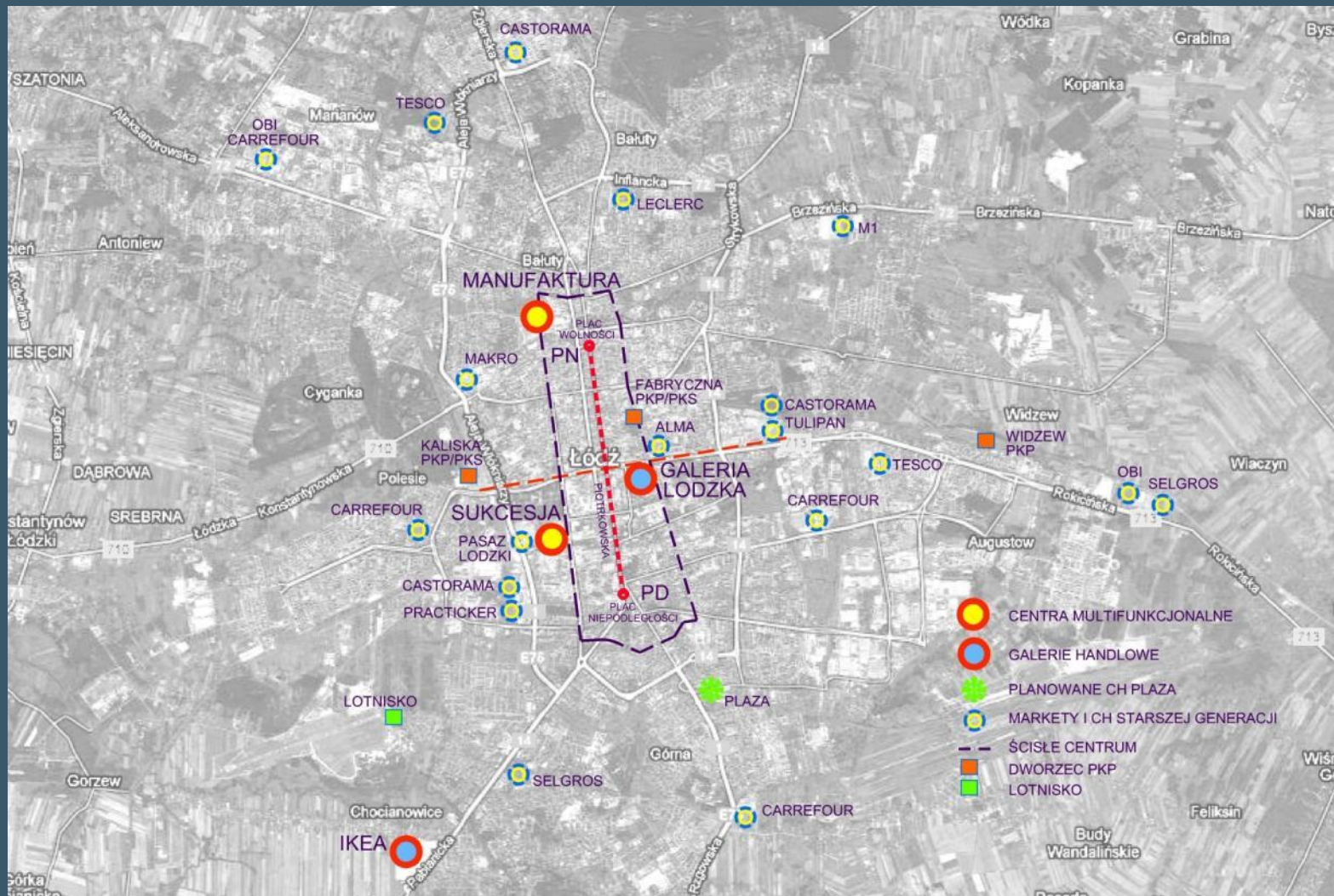
Alchemia  
Lublin



Hala Koszyki  
Warsaw



# SUKCESJA, Łódź – Savills Retail Leading Agent





# SUKCESJA, Łódź – Savills Retail Leading Agent



<b>1</b>	<b>ACS</b>
	AKADEMICKIE CENTRUM SPORTU HALA WIDOWISKOWA BASEN 50M I 25M - MOŻLIWOŚĆ ORGANIZACJI ZAWODÓW MIĘDZYNARODOWYCH ZAGOSPODAROWANIE TERENU WOKÓŁ INWESTYCJI
<b>2</b>	<b>TARGI MIĘDZYNARODOWE</b>
	NOWA HALA EXPO MTL: CENTRUM KONFERENCYJNO-WYSTAWIENNICZE 4 SALE KONFERENCYJNE AULA 700M2 POW WYSTAWIENNICZA 5.700 m2 FOYER 800 m2 PARKINGI
<b>3</b>	<b>GALERIA SUKCESJA</b>
	GALERIA HANDLOWA 131 897 m2 PONAD 170 SKLEPÓW 9 SALOWE KINO 2500 M2 FITNESS Z TARASEM HOTEL 2-3 GWIAZDKI/ 170 POKOI PARKING NA PONAD 1000 MP ZIELONY DACH
<b>4</b>	<b>INWESTYCJA URBANICA</b>
	OSIEDLE PARK POLESIE 2000 MIESZKAŃ 10 000 M2 USŁUG W 2012 ODDANE BĘDĄ 2 BUDYNKI NA 59 MIESZKAŃ ZIELONE WNETRZA PARKINGI PODZIEMNE
<b>5</b>	<b>POLITECHNIKA ŁÓDZKA</b>
	MIASTECZKO STUDENCKIE: WYDZIAŁY AKADEMIKI BIBLIOTEKA GŁÓWNA ZABYTKOWY PARK
<b>6</b>	<b>OSIEDLE MIESZKANIOWE</b>
	WYDANE WARUNKI ZABUDOWY DLA OSIEDLA MIESZKANIOWEGO WIELORODZINNEGO 800-1000 MIESZKAŃ + PARKINGI PODZIEMNE

**1**

**2**

**3**

**4**



# SUKCESJA, Łódź - 2011

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# SUKCESJA, Łódź – Q3 2014





# SUKCESJA, Łódź – Q3 2014

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# SUKCESJA, Łódź – Q3 2014

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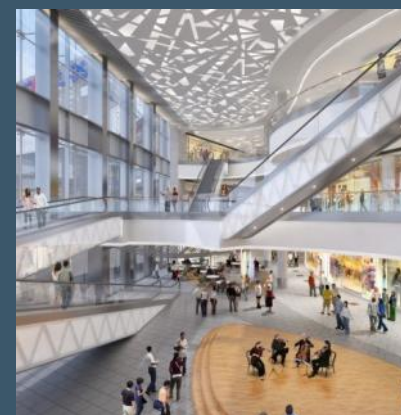




# SUKCESJA, Łódź – Savills Retail Leading Agent

Mixed-use project: shopping & entertainment centre and hotel;

- 3.2 ha site;
- 131,897 m<sup>2</sup> of usable area;
- 51,538 m<sup>2</sup> of GLA;
- 1,010 parking spaces;
- Helios cinema: 9 screens with 2,150 seats;
- LPP Group, Pure Jatomi
- 172 retail units;
- 160 rooms in business class hotel;
- **Q3 2014**



For more information:

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