

RELAUNCH

MONTANUSHOF GREVENBROICH



Presentation of the new logo. Source: www.montanushof.com

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| Client: | CBB Holding AG, Köln |
| Year: | 2001 |
| Location: | Grevenbroich (Northrhine-Westphalia), Germany |

Brief Description:

The Montanushof, a shopping center with leisure facilities, was opened in 1983 as one of the first Urban Entertainment Centers in Germany. Located conveniently in the centre of the agglomeration area Düsseldorf – Cologne – Aachen – Mönchengladbach the macro site offers good conditions for the successful operating of this type of real estate.

Apart from small modifications and extensions of the mall the Montanushof didn't change since its opening. With the background of the harder local competition in the region as well as the changing consumer behaviour the development of a relaunch concept for the Montanushof was decided in the year 2001. Wenzel Consulting compiled the study in cooperation with the Prime Real Estate Consulting GmbH, Düsseldorf.

After the relaunch the thematically structured center with 28,000 sqm includes, beside retail, a hotel, leisure components like a cinema, F & B, bowling, billard, dart, a discotheque, a children's playland as well as wellness offers. The attendance frequency is about approx. 11,000 visitors per day.



Tasks:

- Site Analysis
- Catchment Area Analysis
- Market Analysis of different Leisure Markets
- Inventory Analysis and Evaluation of the existing Real Estate
- Relaunch Concept
- Economic Analysis
- Feasibility