

# Bratislava Central: after 20 years of decaying it will revive in a new format

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## The optimal mix of shopping centres

Located in the heart of Bratislava, at the landmark of Staré Mesto and Ružinov municipal districts, an excellent access by individual and public transport from all corners of the city - such are the attributes of the site. Centrál of the 3rd millennium not only architecturally appropriately and city-creating way will connect to the traditional municipal district, but it will subjoin it the patina of modern times, by which it will raise its lucrativeness.

And the Slovak developer Immocap Group does not hide its determination to smash into the implementation of the multifunctional project Centrál. An interest not to leave anything to chance it transformed into the agreement on future cooperation with ECE Projektmanagement Praha, which it has authorized to implement advisory activities in the field of architectural design, designing, leasing and subsequent management of the shopping centre. Satisfaction with establishing mutual partnership expressed the chairman of the Immocap board of directors Peter Lukeš and agenses of ECE Josef Tobek and Rüdiger Dany, who promise to bring a successful concept of shopping galleries into Bratislava.

"ECE represents a long-term involvement in projects and good cooperation with cities. Our strategy of leasing and professional management of shopping centres is assuring an optimal mix and raises the enthusiasm in numerous customers of our centres, „pointed out Dany and said that the same objectives also apply to the Central shopping complex in Bratislava.

## The new dominant as an orientation beacon

The project, which completion assumes the investor in the autumn of 2012, includes in addition to the garage in 3 underground floors, the Home of Services in the 6-storied building and the leisure centre in the high-rise building (21 floors) with the hotel of an international network and office spaces of the highest standard. The residential section includes 5 residential buildings with comfortable solved 1 - to 4-roomed apartments - of which two (13 - and 15-storied) with an orientation to Metodova Street and three terraced ones (8-storied) to Jelačičova Street. Within the framework of normal standard of buildings the investor included acoustic-thermal insulation of external claddings and monitoring the object by a camera system.

The shopping centre with three levels (the 2nd aboveground and the 1st underground floor) will provide 35 000 m2 of rentable commercial spaces for 156 stores. The park with the area exceeding 1 ha, which will occur on the roof of the shopping centre, will become, along with a water tank and year-round accessible playgrounds, unmistakable feature and value-added of the multifunctional complex Central. Again, but in a totally different form, will revive the Spa Central. Professionally guided relaxation-sports centre on the 3rd aboveground floor formed by wellness, spa & fitness zones will be located on the area over 1 600 m2.

Impact of the project on an urban aspect of neighbourhood is a radical element. The complex with a tower at the corner of Miletičova Street and Trnavská cesta, which will take the role of the orientation beacon with a wide range of „action radius“, will become a significant dominant feature in the area of post-war

buildings garlanded by monuments of socialist architecture (House of Trade Union, administration of the end of the 70th).

### **„Slovak premiere“ of Prague ECE**

The Slovak developer group Immocap Group acquired since its establishment (1996) extensive experiences in development and real estates. After implementation of the three administrative centres in the metropolis of Slovakia (Bratislava Business Centers III, IV and V involving the lease area of more than 60 000 m<sup>2</sup>) it developed its activities by the construction of other commercial properties as well as the family houses at Čierna Voda. It cooperates with several international real estate companies (Hetman, BSR Europe, GE Real Estate) and in addition to the Bratislava project Centrál it currently has in its portfolio a number of significant investments (e.g. hotel-resort project Bana Thermal at Piešťany or the residential project Ružinovský park in Bratislava).

Since 1965, ECE Projektmanagement - one of the leaders in the European market of shopping galleries located in the city centres - develops, designs, builds, leases and manages shopping centres and other large commercial real estates. The group currently manages 112 centres in Germany, Poland, Hungary, Czech Republic, Austria, Greece, Turkey and Qatar. Around 11 700 traders reach the annual turnover of 13.1 billion Euro on the floor space of 3.4 million m<sup>2</sup>. Ongoing or planned is construction of about 22 business centres. Since 1996 is developing its activities in the Czech Republic ECE Projektmanagement Praha, which planned, developed and now manages the Gallery Vaňkovka in Brno and Arkády Pankrác (Arcades) in Prague. A third of its Czech projects should be being prepared Arkády Hradec Kralové. Leasing and management of the new Centrál in Bratislava, for which ECE has been authorized most recently, means its "Slovak premiere".

Certainly not trivial is the mention that the construction will be implemented in the time of culminating economic crisis. However, from what comes the confidence that the project will be successful both in terms of compliance with the deadline of completion as well as its occupation and whether they acceded to any modifications of the original scope or capacity - to these issues its developer, Immocap Group, did not express till the closing. And whether the ECE Projektmanagement is able to apply its expertise and long-term international experiences in the specific conditions of Slovakia.

### **CENTRÁL Project in facts and numbers**

**Total area: 22 098 m<sup>2</sup>**

**Aboveground floors: 21**

**Underground floors: 4**

**Residential part (apartments): 307**

**Shopping Center (+ wellness) 35 000 m<sup>2</sup>**

**Offices: 14 000 m<sup>2</sup>**

**Hotel: 200 - 220 rooms**

**Parking places: 1 300**

**Start of construction: 2009 - 2010**

**End of construction: 2012 - 2013**

Visualisation - Immocap Group

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