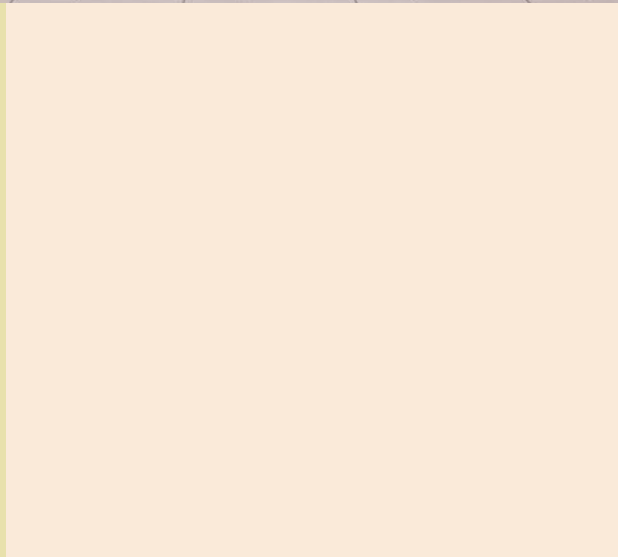




CITYMALL

# NEW CITY MALL







# ABOUT THE OBJECT

**Commissioning periods:** 2007 (phase I), 2011 (phase II)

**Location:** 17 bld.2, lit. A Kolomyazhskiy ave, Pionerskaya metro station,  
Primorskiy district, St. Petersburg

**Gross building area (GBA):** 104 768 m<sup>2</sup>

**Gross leasable area (GLA):** 72 050 m<sup>2</sup>

**Number of levels:** 4

**Parking:** ground, 1 200 parking spaces

**Total number of stores:** 155

1,2  
MILLION  
VISITORS PER MONTH

TOTAL QUANTITY OF STORES  
155

TRAFFIC GROWTH FORECAST  
AFTER RECONCEPTION  
20%





MOHITO

MANGO

ZARINA

PULL&BEAR

Bershka



oodji



O'STIN



RESERVED



LUHTA  
FINLAND FASHION



CALZEDONIA



mascotte  
ОБУВЬ И АКСЕССУАРЫ

CHESTER

Эконика  
ОБУВЬ И АКСЕССУАРЫ

CARLO PAZOLINI



mothercare



MAC

Jo MALONE  
LONDON



SAMSUNG  
ФИРМЕННЫЙ МАГАЗИН

Sony Centre  
сеть фирменных магазинов



Теремок  
Вкусно.





- 1** Coverage area within 10 min. of transport accessibility – 148 000 people
- 2** Coverage area within 15 min. of transport accessibility – 410 000 people
- 3** Coverage area within 25 min. of transport accessibility – 565 000 people

# LOCATION. COVERAGE AREA

City Mall is located, in one of the most dynamically developing and densely populated districts of the city, in walking distance from Pionerskaya metro station, at the intersection of 2 major roads – Kolomyazhskiy avenue and Ispytateley avenue.

**ROAD TRAFFIC**  
> 1 300 000  
VEHICLES PER DAY

 2 TRAM ROUTES

 3 TROLLEYBUS ROUTES

 14 BUS ROUTES

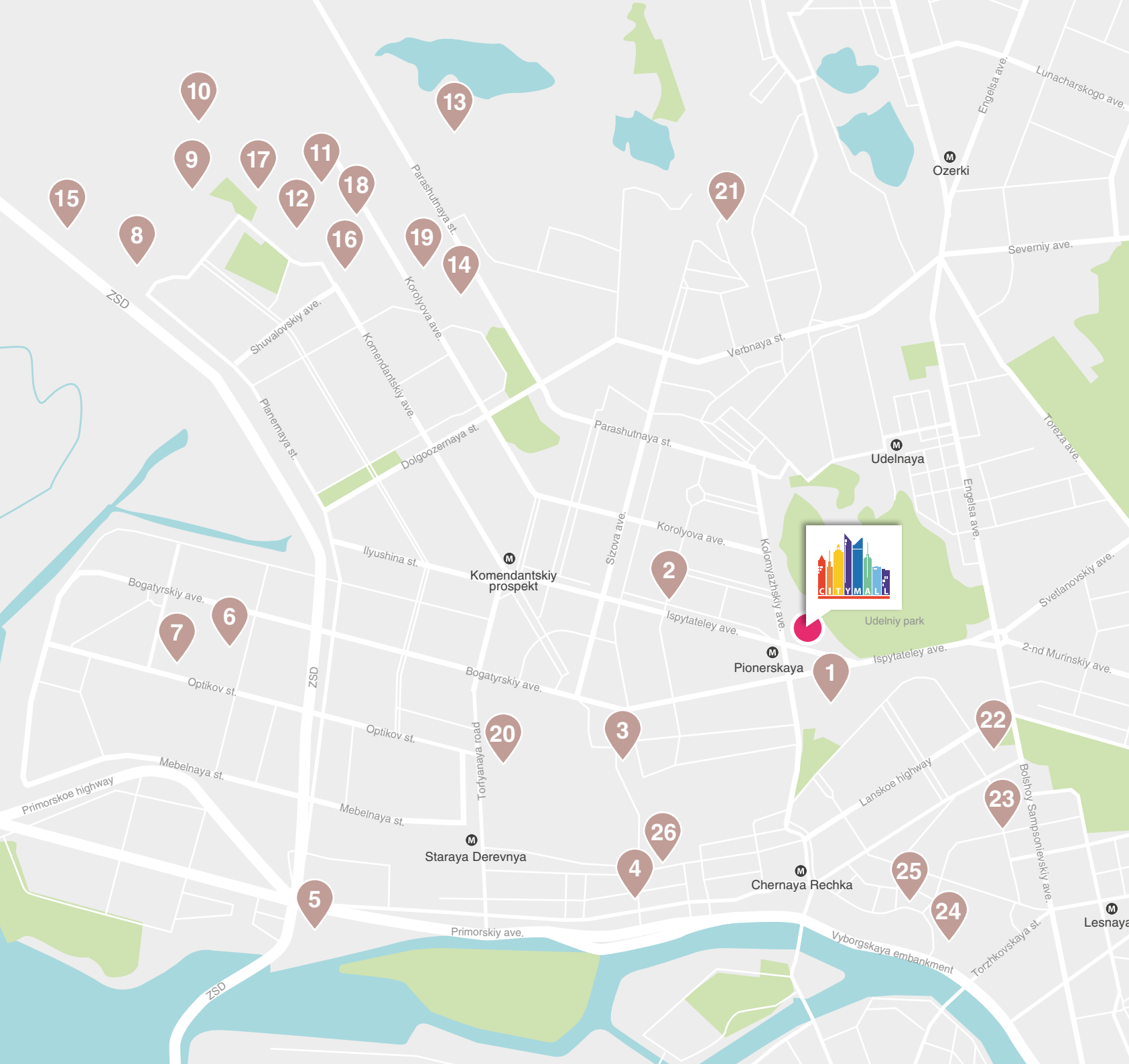
 18 COMMERCIAL MINIBUS ROUTES

PIONERSKAYA METRO STATION

2,3  
MILLION PASSENGER PER MONTH

COVERAGE AREA

5 655 000  
PEOPLE



Indicators for October, 2018.

# RESIDENTIAL DEVELOPMENT AND CONSTRUCTION IN THE COVERAGE AREA, DURING 2018-2022

- 1 RQ Primorskij Kvartal
- 2 RQ Master Serebristy Bulvar, 19
- 3 RQ Bogatyr 3
- 4 RQ Aviator
- 5 RQ Life-Primorskiy
- 6 RQ MoreOkean
- 7 RQ Morskaya zvezda
- 8 RQ Ariosto!
- 9 RQ Polis na Komendantskom ecological quarters
- 10 RQ Chistoe nebo
- 11 RQ Novaya Kamenka
- 12 RQ Legenda na Komendantskom, 58
- 13 RQ Shuvalovsky
- 14 RQ UP-kvartal Komendantskiy
- 15 RQ New Time
- 16 RQ YOGA
- 17 RQ Ultra City
- 18 RQ Na Koroleva
- 19 RQ Graffiti
- 20 RQ ArtLine v Primorskom
- 21 RQ Normandia
- 22 RQ TARMO
- 23 RQ Terra
- 24 RQ Riviere Noire
- 25 RQ Chernaya rechka
- 26 RQ RICH'ART CLUB

PLANNED POPULATION INCREASE  
DURING 2017-2018

45 550 PEOPLE

TOTAL AREA OF THE NEW RESIDENTIAL FACILITY,  
WHICH IS TO BE COMMISSIONED DURING 2017-2018

1,06 MILLION  
SQUARE METRES

TOTAL AREA OF THE NEW RESIDENTIAL FACILITY,  
WHICH IS TO BE COMMISSIONED DURING 2018-2023

2,2 MILLION  
SQUARE METRES

POPULATION INCREASE FORECAST DURING 2018-2023

97 500 PEOPLE



# RECONCEPTION

## **CHANGES TO THE ARCHITECTURAL PLANNING AND INTERIOR SOLUTIONS:**

- development of the new attraction areas such as: City Plaza, City Square, City Avenue, City Boulevard, City Park, City Garden, City Food;
- leasable area expansion;
- height increase for shopfronts;
- visitors flow improvement, by means of shifting the escalators to the center of the gallery and installing pedestrian bridges;
- changing of the architectural planning and interior solutions, which were developed together with the British architectural bureau Chapman Taylor.

## **ZONING AND TENANT MIX:**

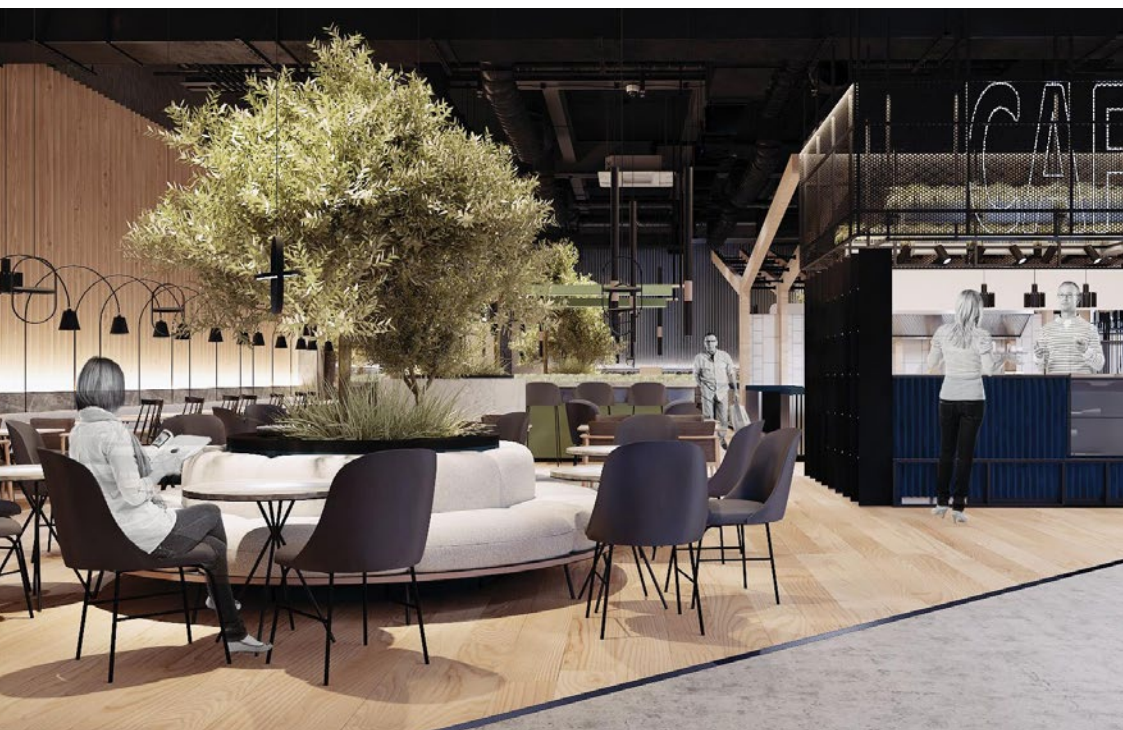
- expansion of formats and conceptual actualization of the existing operators;
- expansion of the Children's goods gallery located on the level 3;
- qualitative improvement of tenant mix, introduction of the international brands;
- food court enlargement, as well as the expansion of the choices of operators, from classic network concepts to original gastro cuisine;
- construction of a panoramic park view restaurant on the rooftop.

## **CHANGES TO THE FACADE AND IMPROVEMENT OF THE ADJACENT AREA:**

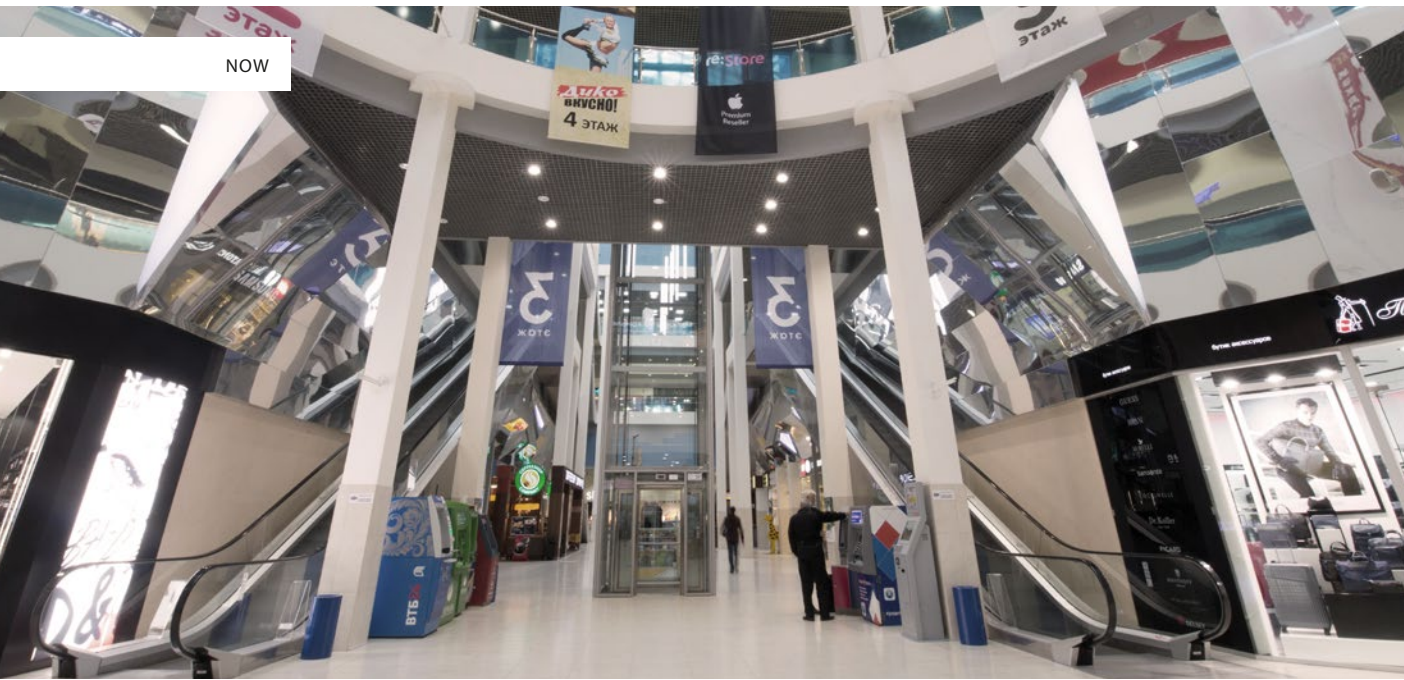
- facades renovation;
- reconstruction of the entrance area;
- conceptual update of the informative and advertising media located on the facade;
- changes to the parking arrangement system;
- development of the allotted, conveniently placed pedestrian areas.

Duration of reconception — 2018-2019, without operation shutdown.

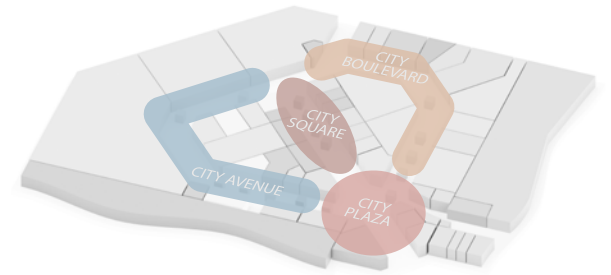








NOW



NEW CONCEPT

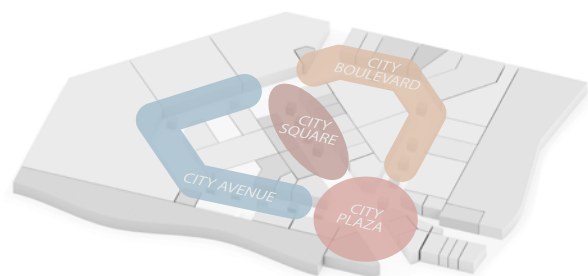
# CITY PLAZA

CENTRAL ATRIUM  
LEVEL 1

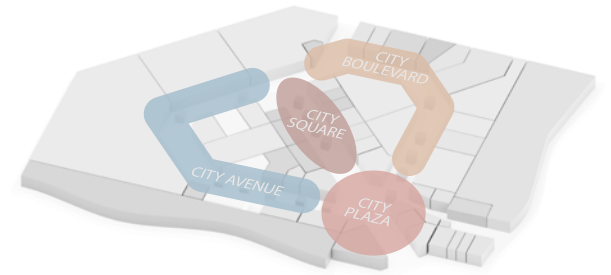


# CITY SQUARE

CENTRAL ATRIUM  
LEVEL 1





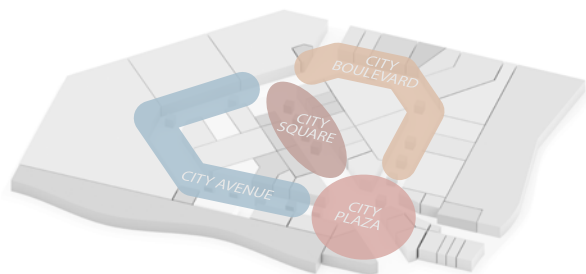


# CITY BOULEVARD

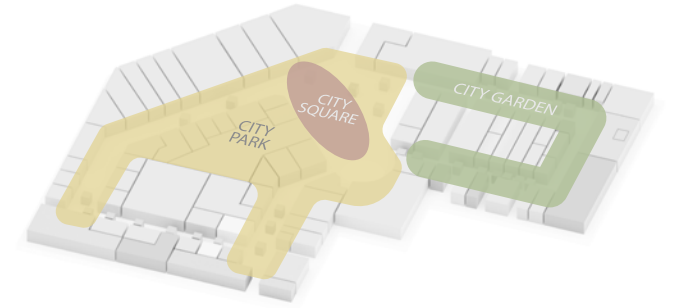
FASHION GALLERY  
LEVEL 1

# CITY AVENUE

FASHION GALLERY  
LEVEL 1







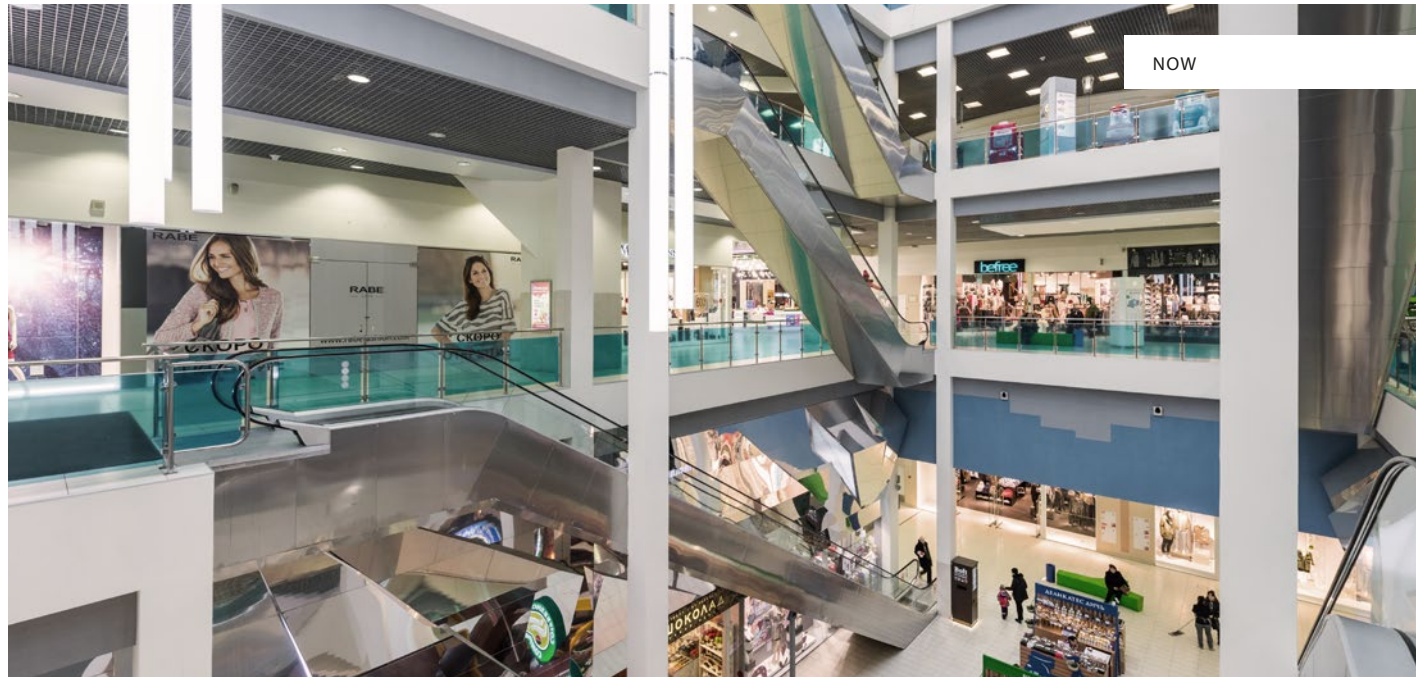
# CITY PARK

FASHION GALLERY  
LEVEL 2

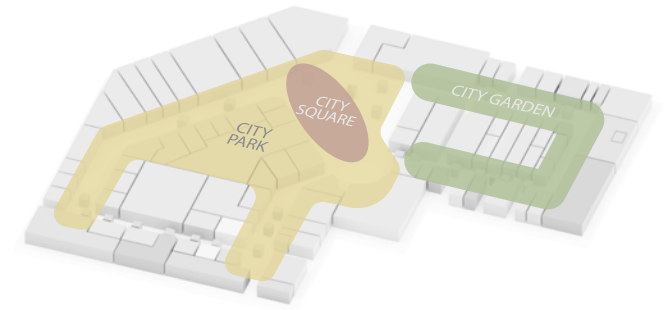


# CITY SQUARE

CENTRAL ATRIUM  
LEVEL 2







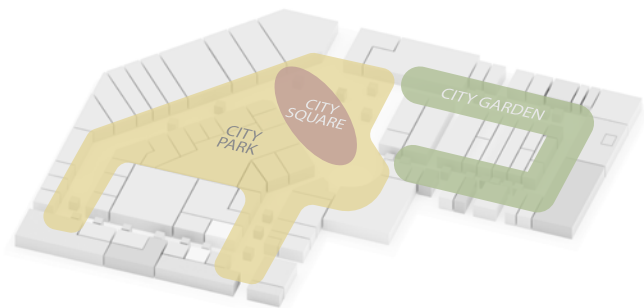
# CITY GARDEN

FASHION GALLERY  
LEVEL 2

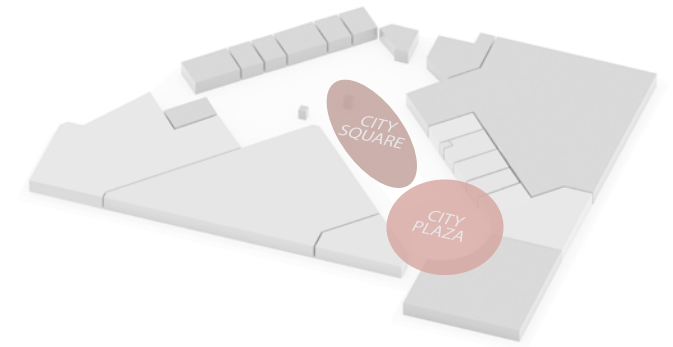


# CITY GARDEN

FASHION GALLERY  
LEVEL 2







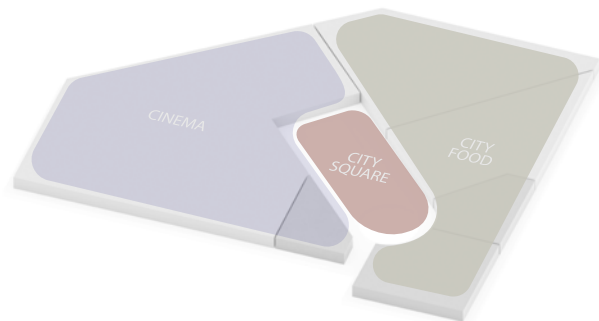
# CITY PLAZA

CENTRAL ATRIUM  
LEVEL 3



# CITY SQUARE

CENTRAL ATRIUM  
LEVEL 4



NOW

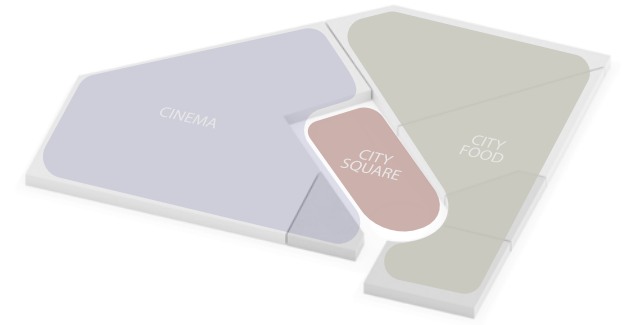


NEW CONCEPT





NOW



NEW CONCEPT



# CITY FOOD

FOOD COURT  
LEVEL 4



# CITY FOOD

## FOOD COURT LEVEL 4

- Total area – 4 500 m<sup>2</sup>
- 1 100 seats
- City and park panoramic view
- Design studio DA.Architects
- 12 fast food operators
- 18 original cuisine operators
- Grand opening – March 2019







ZANAPOL





GET IN!

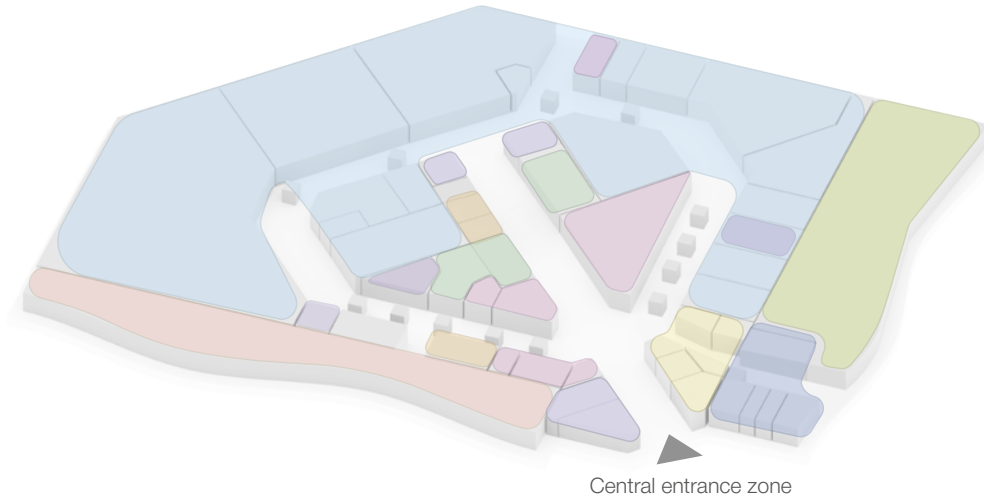
GET IN!

T FOOD

#MAKEP

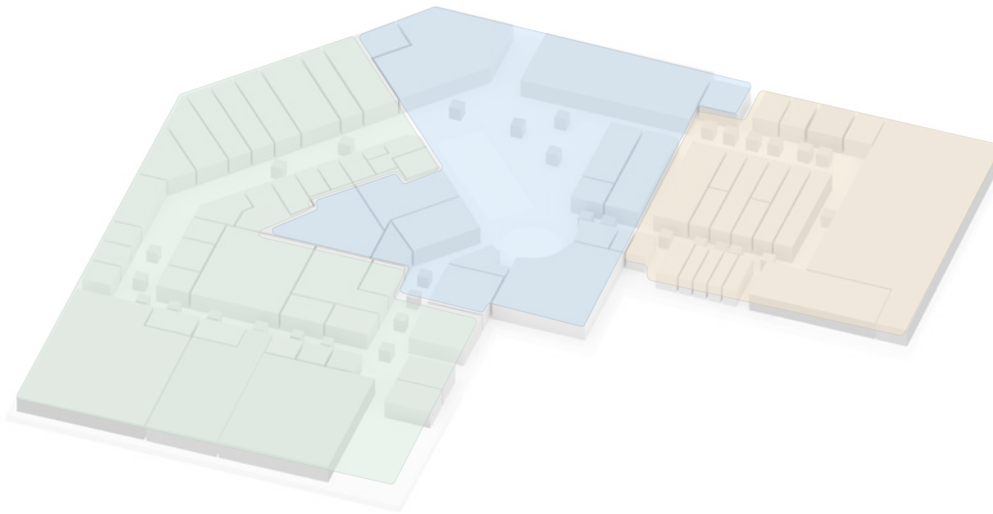


# 1 LEVEL



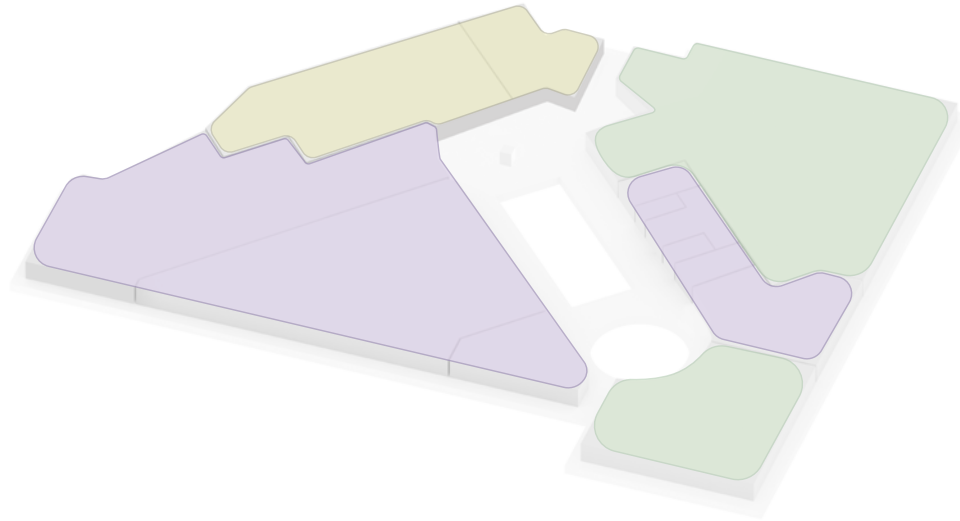
- Fashion
- Accessories, gifts and jewelry
- Health and beauty
- Lingerie
- Electronics and multimedia
- Homeware
- F&B
- Food hypermarket
- DIY
- Services

# 2 LEVEL



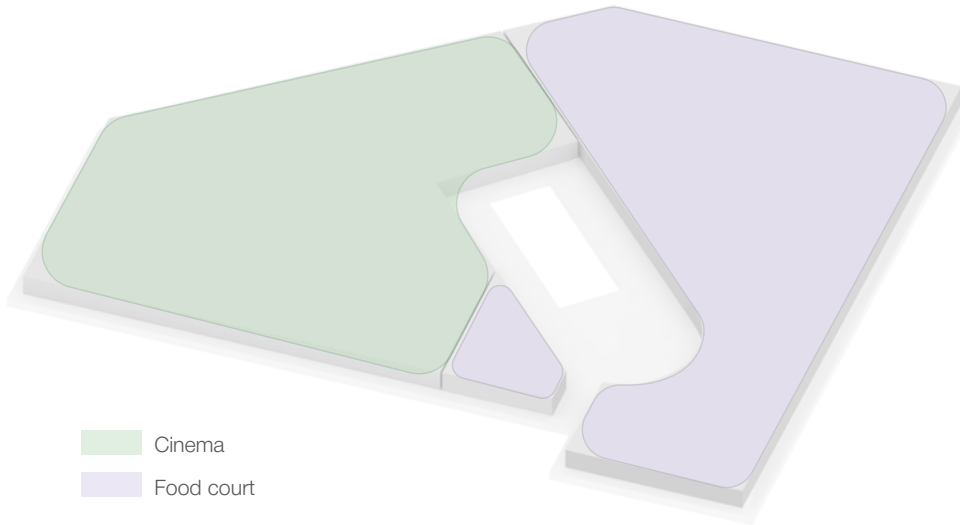
- Fashion
- Shoes and accessories
- Young, sport and casual

# 3 LEVEL



- Electronics and multimedia
- Goods for kids
- Books and hobby supermarket

# 4 LEVEL



- Cinema
- Food court

## ROOFTOP RESTAURANT





# CONTACTS

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FG  
FORTGROUP

