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Prelios brings H&M, EDEKA and dm to Husum Shopping Center

Prelios Immobilien Management has secured three well-known anchor tenants for the Husum Shopping Center (HSC) project. Lease agreements have been signed with fashion chain H&M, the grocer EDEKA and the drug store dm.



Prelios Immobilien Management GmbH

With an attractive clothing outlet on two shopping levels and two successful providers of brand-name items for daily needs, approximately 50 per cent of the entire rental space has already been allocated. The process of leasing the remaining spaces, including in the food court, which will serve as the main communal area featuring restaurants, has begun.

According to Martin Mörl, Managing Director of Prelios Immobilien Management, “The high level of interest in rental spaces in the Husum Shopping Center is clear proof that the location is extremely attractive and the overall concept is a good fit. We are delighted about the lease agreements that we have concluded with the anchor tenants. They perfectly complement and will truly enhance the existing retail offerings in Husum.” The concept for the Husum Shopping Center includes a mix of tenants and product ranges suitable for the location, featuring international chains, national brands and regional merchants from the areas of fashion, shoes, accessories, restaurants, health, groceries, chemists and services. “Now that the lease agreements with the most important tenants in terms of surface area and high customer volume are signed, the process of leasing the approximately 30 other spaces in the HSC has begun,” Mörl added.

Husum Shopping Center is scheduled to open in the second half of 2018

Prelios Immobilien Management is responsible on behalf of the owners for handling project development, leasing and the subsequent management of the Husum Shopping Center. Plans call for a total surface area of some 12,000 sq m – accommodating around 35 shops and 650 parking spaces – at the HSC, which will be situated across from the well-known clothing store CJ Schmidt in the historic old town. Once the proceedings for the development plans wrap up this summer, the site will be cleared and construction will begin. The HSC is scheduled to open in the second half of 2018.

“Our objective is to ensure excellent quality for visitors by establishing a lively and contemporary shopping centre that brings new life to Husum’s old town, fits seamlessly into

the city centre and takes into account the special appeal and attractiveness of the location,” says Peter Cohrs, owner of the well-known clothing store CJ Schmidt and one of the two managing partners of Husum Shopping Center GmbH, in addition to Dr Gisbert Beckers from BNS Real Estate GmbH. BNS Real Estate GmbH is responsible for structuring the project financing and acquisition of loans for the Husum Shopping Center during the development phase.

The purchasing power and centrality of Husum benefit greatly from tourism and close regional integration. Located at the Schleswig-Holstein Wadden Sea National Park, Husum – together with an extended catchment area of more than 340,000 consumers and more than three million day visitors per year – represents the economic centre and heart of the tourism industry for North Frisia. Husum has a very high retail centrality rating of 219 (German national average: 100).