



# One Step Closer to a Pan-European Shopping Center Standard

## Illustrating the New Framework With Examples

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**Abstract:** ICSC’s new pan-European standard for classifying shopping centers throughout the region, a much-needed step for cross-border comparisons, is presented. The article also extends this framework by populating it with examples for several European countries.

### Goal

At the end of 2005, ICSC Research published a study that reviewed national definitions currently used to describe shopping centers throughout Europe with the goal of distilling the common center types and their characteristics into a pan-European international standard.<sup>1</sup> This standardization of European shopping center definitions should greatly benefit the industry as a whole. It should assist, notably, the retail real estate professionals working in a pan-European context to facilitate cross-border shopping centre comparisons and benchmarking of both financial and operational performance. It should be noted that this new international framework does not replace any existing national definitions.

### Basic Definition

As a working definition, the study defines a European shopping center as a retail property that is planned, built and managed as a single entity, comprising units and “communal” areas,<sup>2</sup> with a minimum gross leasable area (GLA) of 5,000 square metres (m<sup>2</sup>).<sup>3</sup>

### Pan-European Center Standard

A framework was created after extracting common elements from center types throughout Europe. This new framework classifies shopping centers into 11 broad-based international types of centers, which can be grouped into two broader categories—traditional and specialized, as shown in Table 9-1. A **traditional** center is an all-purpose scheme that could be either enclosed or open-air and classified by size. **Specialized** centers include specific purpose-built retail schemes—or shopping centers—that are typically open-air and could be further classified by size.

There are two types of **small traditional centers**: *comparison-based* and *convenience-based*. Comparison-based centers include retailers typically selling fashion apparel and shoes, home furnishings, electronics, general merchandise, toys, luxury goods, gifts and other discretionary goods. Comparison-based centers are often part of a larger retail areas, most likely found in city centers and not anchored. Convenience-based centers include retailers that sell essential goods (those items consumers buy on a regular basis) and are typically

Table 9-1

International Standard for European Shopping Center Types			
Format	Type of Scheme		Gross Leasable Area (GLA)
Traditional	Very Large		80,000 m <sup>2</sup> and above
	Large		40,000 – 79,999 m <sup>2</sup>
	Medium		20,000 – 39,999 m <sup>2</sup>
	Small	Comparison-Based Convenience-Based	5,000 – 19,999 m <sup>2</sup> 5,000 – 19,999 m <sup>2</sup>
Specialized	Retail Park	Large	20,000 m <sup>2</sup> and above
		Medium	10,000 – 19,999 m <sup>2</sup>
		Small	5,000 – 9,999 m <sup>2</sup>
	Factory Outlet Center		5,000 m <sup>2</sup> and above
	Theme-Oriented Center	Leisure-Based	5,000 m <sup>2</sup> and above
Non-Leisure-Based		5,000 m <sup>2</sup> and above	

<sup>1</sup> ICSC Research. *Towards a Pan-European Shopping Centre Standard—A Framework for International Comparison*, International Council of Shopping Centers, New York, 2005.

<sup>2</sup> In this context, this definition also includes built or redeveloped retail space.

<sup>3</sup> Conversion rate: one square metre is the equivalent of 10.76391 square feet.

**Table 9-2**  
**EXAMPLES OF RETAIL PROPERTIES ACCORDING TO THE ICSC PAN-EUROPEAN SHOPPING CENTER STANDARD**

PAN-EUROPEAN STANDARD		EXAMPLES BY COUNTRY*			
FORMAT	TYPE OF SCHEME	Belgium	Czech Republic	France	
Traditional	Very large	None	Letnany (Prague)	Créteil Soleil (Créteil); La Part-Dieu (Lyon); Les Quatre Temps (Paris La Défense)	
		Large	Waastrand (St Niklaas); Wijnegem (Wijnegem, Antwerp)	Carré Sénart (Lieuxant); Forum des Halles (Paris); V2 (Villeneuve d'Ascq); Val d'Europe (Marne-La-Vallée)	
	Medium	Les Grand Prés (Mons); Westland Shopping Center (Brussels)	Futurum (Hradec Kralove); Olympia (Pzlen)	Bercy 2 (Paris); Centre Jaude (Clermont-Ferrand)	
		Comparison-based	TIR Abdijstraat (Antwerp); Ville 2 (Charleroi)	IGY (C.Budejovice); Varyada (Karlovy Vary)	Colombia (Rennes); Espace des Tanneurs (Lille); Passage du Havre (Paris); Passages de l'Hôtel de Ville (Boulogne)
	Retail Park	Small	Stockel Square (Brussels); Promenade (Kapellen, Antwerp)	Eurocenter (Hradec Kralove); Prior DBK (Prague)	Auchan Villebon (Villebon-sur-Yvette); Carrefour Chambourcy (Chambourcy); Elysées Village (La Celle St-Cloud); Géant Lons (Pau); Grigny 2 (Grigny)
		Large	Cora Rocourt (Liège); Gouden Kruispunt (Tielt-Winge, Gent)	Avion (Prague); Commercial Zone (Pruhonice/Cestlice)	Alphapark (Plaisir); Villebon 2 (Villebon-sur-Yvette)
Specialized	Factory Outlet Centers	Medium	Carrefour (Oostakker, Gent); Kruger Center (Eeklo, Gent)	14ème avenue, Herblay	
		Small	Bredabaan (Merksem, Antwerp); Frun Park (Oudenaarde)	Bourges Saint-Doulchard (Bourges)	
	Theme-oriented Centers	Leisure-based	Massmechelen (Maasmechelen); Messancy Outlet Shopping (Messancy, Arlon)	Freeport (Hate/Znojmo)	La Vallée Outlet Shopping Village (Marne-la-Vallée); Marques Avenue (Troyes); Mc Arthur Glen Troyes (Pont Ste Marie, Troyes); Usines Center Villacoublay (Vélizy-Villacoublay)
		Non leisure-based	Keyser Center (Antwerp); Supercity (Louvain)	Babylon (Liberec); Slovansky dum (Prague)	Bay 1 (Torcy); Quartier Libre (Pau); SQY Ouest (Saint-Quentin-en-Yvelines)
			Bouw & Interieurcentrum (Kortrijk) - furniture		Art de Vivre (Orgeval); Art de Vivre Eragny (Cergy-Pontoise); Cité du Meuble (Boissénart) - project; Domus (Rosny-sous-bois) - project

\* Note: Name of locality is in parenthesis.

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FORMAT	TYPE OF SCHEME	Germany	Italy	Netherlands	
Traditional	Very large	CentrO (Oberhausen); EKZ Ruhrpark (Bochum)	Etnapolis (Catania); Parco Leonardo (Roma)	In de Bogard (Rijswijk)	
		Alstertal EKZ (Hamburg); Eibe Park (Dresden)	Citta' Delle Stielle (Ascoli Piceno); I Gigli (Firenze); Oriocenter (Orto al Serio, Bergamo); Le Porte Franche (Brescia); Shopville Le Grù (Torino)	Hoog Catharijne (Utrecht); Stadshart (Amstelveen)	
	Medium	City Galerie (Augsburg); Potsdamer Platz Arkaden (Berlin)	8 Gallery (Il Lingotto, Torino); Carrefour Assago, Assago (Milano); Centrosarca (Milano); Fioridaliso Auchan (Assago, Milano); La Mongolfiera (Bari); Freccia Rossa (Brescia), Le Torbiere (Brescia)	Osdorpplein (Amsterdam); Overvecht (Utrecht)	
		Comparison-based	Ku-Damm Karree (Berlin); Sevens (Düsseldorf)	Galleria Alberto Sordi (Roma)	Beustraverse (Rotterdam); Gelderlandplein (Amsterdam)
	Small	Convenience-based	Reuter Passage (Rostock); Stadtteilzentrum Gohlis (Leipzig)	Le Barche (Venezia); Le Cupole (Milano); Sanpaolo (Napoli)	Heyhoef (Tilburg); Plein 40-45 (Amsterdam)
		Retail Park	Large	Förde Park (Flensburg); Kauf Park (Göttingen)	Meraville (Bologna); Navile (Bologna)
	Medium		Seilwolf Center (Mannheim); Wallen Center (Bremen)		NoviCenter (Spijkenisse); Woon Boulevard (Zaandam)
	Small		Fachmarktzentrum (Mülheim-Kärlich); Kaufland-EKZ (Hannover)		Klaprozenweg (Amsterdam); Oostplein (Roosendaal)
	Specialized	Factory Outlet Centers	Ingolstadt Village (Ingolstadt); Oci Designer Outlet Center (Zweibrücken)	Fashion District Valmontone (Roma); Franciacorta Outlet Village (Brescia); Mc Arthur Glen Serravalle (Alessandra)	Batavia (Leijstad); D.O.C. (Roermond)
			Leisure-based	Bicocca Village (Milano); Porto Allegro (Perugia)	
Theme-oriented Centers		Globaltrotter (Hamburg and Köln); Stilwerk (Hamburg)		Villa Arena (Amsterdam) - home furniture; Woon Mall (Rotterdam) - home furniture	

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FORMAT	TYPE OF SCHEME	Nordic Countries	Portugal	Spain	
Traditional	Very large	Field's (Copenhagen, Denmark); Itäkeskus OY (Helsinki, Finland)	Colombo (Lisboa)	Bonaire (Valencia); Diagonal Mar (Barcelona); Parquesur (Leganés, Madrid); La Vaguada (Madrid); Xanadu (Madrid)	
		Large	Almada Forum (Almada); CascaShopping (Cascais, Lisboa); NorteShopping (Porto); Vasco da Gama (Lisboa)	La Maquinista (Barcelona)	
	Medium	Rødovre Centrum (Rødovre, Denmark); Ski Storcenter (Ski, Norway)	Dolce Vita Porto (Porto)	Principe Pio (Madrid)	
		Comparison-based	Fältöversten (Stockholm, Sweden); Kämp Galleria (Helsinki, Finland)	Forum Aveiro (Aveiro)	El Triangle (Barcelona); ABC Serrano (Madrid)
	Small	Convenience-based	Byporten Shopping (Oslo, Norway); Frederiksberg Centret (Fredericksberg, Denmark)	ViaCatarina (Porto)	Plaza de Armas (Seville)
		Retail Park	Large	IKEA Center (Taastrup, Denmark); Kungens Kurva (Stockholm, Sweden)	Megapark Madrid (Madrid)
	Medium		Næstved Megacentret (Næstved, Denmark); Storcenter Viborg (Viborg, Denmark)	Sintra Retail Park (Sintra); Retail Park Albufeira (Albufeira)	Millenium (Majadahonda, Madrid)
	Specialized	Small	Lavhedeentret (Holstebro, Denmark); Megacentret Tilst (Århus, Denmark)		
			Factory Outlet Centers	Freeport (Göteborg, Sweden); Quality Outlet (Stockholm, Sweden)	Nassica Factory (Madrid)
		Theme-oriented Centers	Leisure-based	Heron City (Stockholm, Sweden)	Plaza Mayor (Madrid)
Non leisure-based			Lanterna (Helsinki, Finland) - furniture	ABC Serrano (Madrid)	

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**EXAMPLES BY COUNTRY\***

PAN-EUROPEAN STANDARD		EXAMPLES BY COUNTRY*		
FORMAT	TYPE OF SCHEME	Turkey	United Kingdom	
Traditional	Very large	None	Bluewater (Kent); Bullring (Birmingham); MetroCentre (Gateshead); The Trafford Centre (Manchester)	
	Large	Tepe Nautilus (Istanbul); Migros (Ankara)	The Bentall Centre (Kingston upon Thames); Buchanan Galleries (Glasgow); Golden Square Shopping Center (Warrington); The Harlequin (Watford); West Quay (Southampton)	
	Medium	Akmerkez (Istanbul); Armada (Ankara)	Cascades Shopping Center (Portsmouth); Castle Court (Belfast); Ocean Plaza (Southport); Princes Quay (Hull); Two Rivers (Staines)	
	Small	Comparison-based	Flyinn (Istanbul); Town Center (Istanbul)	Cathedral Lanes (Coventry); St. Johns Centre (Leeds); The Triangle (Manchester); Victoria Quarter (Leeds)
		Convenience-based	MKM (Istanbul); Kipa Tesco Cigli (Izmir)	Arndale Centre (Leeds); Chalfont Square (Reading); Chineham Centre (Basingstoke)
	Retail Park	Large	Bilkent Center (Ankara)	The Brewery (Romford); The Fort (Birmingham); Roaring Meg (Stevenage)
Medium			Boulevard (Peterborough); Central Retail Park (Manchester); Forbury Retail Park, Reading; Riverside Retail Park (Norwich)	
Small			Kew Retail Park (Richmond); Lady Bay (Nottingham); Taunton Retail Park (Taunton)	
Specialized	Factory Outlet Centers		Bicester Village (Bicester); Freeport Fleetwood (Fleetwood); MacArthurGlen Designer Outlet Cheshire Oaks (Ellesmere Port); McArthurGlen Designer Outlet (Livingston); Sterling Mills Designer Outlet Village (Tillicoultry)	
			O2 Centre (Finchley, London); Printworks (Manchester); Tower Park Centre (Poole)	
	Theme-oriented Centers	Mayadrom (Istanbul)		
	Leisure-based			
	Non leisure-based	Addressistanbul (Istanbul); 1000A (Istanbul)		

\* Note: Name of locality is in parenthesis.



anchored by a grocery store (supermarket or hypermarket). Additional stores usually found in convenience-based centers include chemists (drugstores); convenience stores; and retailers selling household goods, basic apparel, flowers and pet supplies. Those centers are typically located at the edge or out of town.

**Retail Park**, also known as a “power center,” is a consistently designed, planned and managed scheme that comprises mainly medium- and large-scale specialist retailers (“big boxes” or “power stores”).

**Factory Outlet Center** is a consistently designed, planned and managed scheme with separate store units, where manufacturers and retailers sell merchandise at discounted prices that may be surplus stock, prior-season or slow selling.

**Theme-Oriented Center** is a consistently designed, planned and managed scheme that can either be leisure-based or non-leisure-based. This scheme includes some retail units and typically concentrates on a narrow but deep selection of merchandise within a specific retail category. A *leisure-based center* is usually anchored by a multiplex cinema and includes restaurants and bars with

any combination of bowling, health and fitness and other leisure-concept uses. A *non-leisure-based center* concentrates on a niche market for fashion/apparel or home furnishings or can target specific customers such as passengers at airports.

### **Making Definitions Operational**

Illustrating the pan-European standard with a list of existing shopping centers is the first step to make this framework operational. Members of the ICSC European Research Group contributed to this project by providing examples for most categories in several countries. (See Table 9-2.) The table should help users to better visualize and understand the new framework.

### **Concluding Remark**

It is recognized that the standard will evolve over time and with the industry. ICSC Research plans to monitor new retail real estate properties and concepts as they challenge the existing standard. Nonetheless, these definitions provide a much-needed starting point for the creation of cross-border benchmarks as transparency is essential to effective property management.

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