

# RIGA

*Cushman & Wakefield*

*Global Cities Retail Guide*

***Riga is the largest city in the Baltics region and is often described as ‘Little Paris’, because of its boulevards and atmosphere. Since 1991, Riga has been the capital city of independent Latvia.***

Due to historical reasons there are no high streets in Riga. The main shopping areas are in the old town around Galerija Centrs and along Valnu, Kalku and Audeju streets. There are some upmarket shops along Elizabetes street and some smaller retail areas exist near Terbatas and K Barona streets.

Modern retail development started in the 1990s and is concentrated in the city’s shopping centres. The central market, partly based on five zeppelin hangars from the great war period (bought and adapted for market use in the mid of 1930s), remains popular. The main railway station/ shopping centre Origo, plus the Stockmann department store are attached to the Central Market.



## RIGA OVERVIEW

# RIGA

## KEY RETAIL STREETS & AREAS

### OLD TOWN, CENTRAL MARKET AND CENTRAL STATION

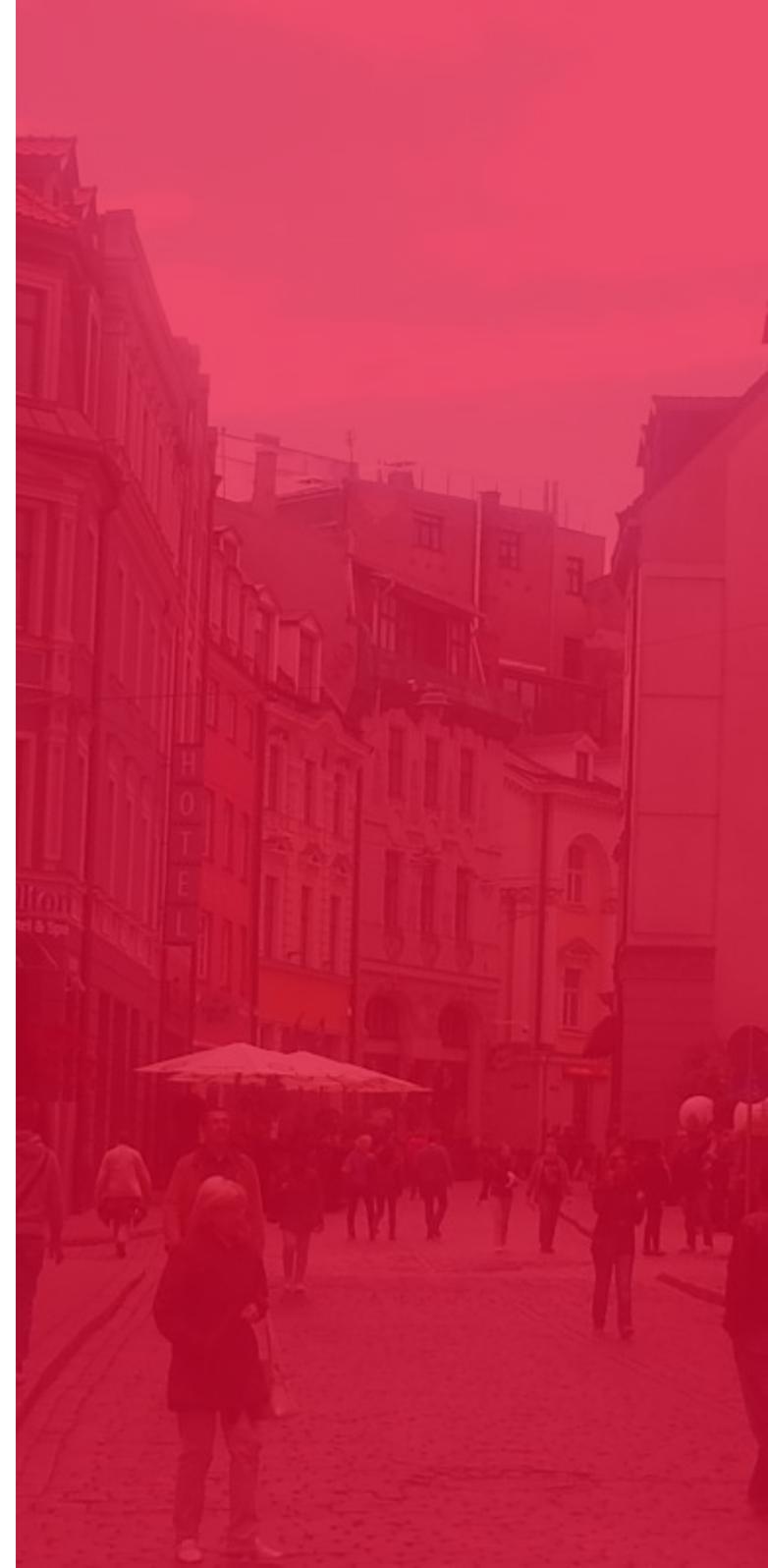
**Old Town (Vecrīga)** is an extensive collection of architecture and museums, dotted with boutique shops of different types, many small cozy hotels, cafes, pubs and restaurants. Reconstructed “Galleria Centrs” provides retail space and by using the pedestrian subway the Central Market and other retail schemes are close by.

### GOLDEN SQUARE

**Golden Square** is more upmarket and is a culturally diverse annex of the Old Town. The perimeter of the area is defined by Raina boulevard, K. Valdemara street, Bruninieku Street and Chaka/ Marijas Street. “Berga Bazars” is hidden in the middle. Galleria Riga is located in this area. Elizabetes street is a short stretch with several high end retailers, including Burberry and Armani.

### ELKOR EMPORIUM

**ELKOR** is a local retail phenomenon – the undisputed market leader in white goods and electronics, with frequently changing retail formats in shopping centres as well as stand alone shops. Further eastwards by main (Brivibas) street, there are two department stores, both owned by the group and sharing the same car park: ELKOR PLAZA department store for upper middle class consumers and PODIUM department store for luxury brands.



# RIGA

## MARKET OVERVIEW

KEY AREAS / STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Old Town/ Central Railway Station	Mass market, tourists	Stockmann	4,000 € / month	20-1,500 sqm
Golden Square	Mass to up-market, tourists	Armani, Burberry, Boss, Benetton	5,000 € / month	20-800 sqm
Galleria Centrs	Mass to up-market, tourists	H&M, Gant	3,000 € / month	20-800 sqm
Galleria Riga	Mass market, local	Suit Supply, Piazza Italia, Cortifiel	4,000 € / month	20-1,000 sqm
Riga Plaza	Mass market, local	P&C, Inditex, Mango	2,500 € / month	20-3,000 sqm
Spice And Spice Home	Mass market, local	Next, Tommy Hilfiger, Inditex, Benetton	5,000 € / month	20-4,000 sqm
Alfa	Mass market, local	H&M	4,000 € / month	20-3,000 sqm
Domina	Mass market, local	M&S, Bata, Benetton	3,000 € / month	20-2,000 sqm



# RIGA

## SHOPPING CENTRES

### SPICE & SPICE HOME

**Spice & Spice HOME** started in the late nineties as a hypermarket. Over several stages it has grown to two separate buildings (fashion and food in one, home related goods in the other) with a total GLA of around 60,000 sqm. Spice & Spice Home holds the status as the most popular shopping destination not only in Riga, but in Latvia. Developed, owned and managed by an Estonian Merko, it is also popular among Estonians. Its proximity to Riga International airport also helps, as it is not possible to get to the city centre without passing SPICE. The anchor tenant in Spice is Rimi and other well-known tenants include Debenhams, H&M, Zara, Bershka, Pull&Bear, New Yorker, Massimo Dutti, Tommy Hilfiger, Camell Active, United Colors of Benetton, Next, Timberland, Nike, Sportland, Ecco, Desigual, Women'secret, Pierre Cardin, Armani Jeans, Love Moschino, Lauma, Guess, Lee Coper, Esprit, Clarks, Lloyd, etc.

### ALFA

**ALFA** has also seen development over a number of phases and is earmarked for further extension (from 60,000 sqm to around 100,000 sqm). As SPICE dominates in the western part of Riga, ALFA does so in the eastern part, including the vast area outside Riga. For those living in the very large suburban areas a visit to Riga includes a visit to ALFA. There is a huge parking area, which also operates as a Park & Ride (P&R) hub. The anchor tenant is Rimi, and other key tenants are Bershka, Donna, H&M, Lindex, Mango, Lee Coper, Pull and Bear, Sportland, etc.

### RIGA PLAZA

**RIGA PLAZA** was opened in the height of the recession (spring 2009). It was 60% leased on the opening, but is now fully occupied. The considerable leisure component has helped to maintain the centre's attractiveness to customers. Anchored by Prisma it has retailers such as Bershka, CCC, Guess, H&M, Lindex, Reserved, Sportland, Zara, etc.

### GALLERIA CENTRS

**GALLERIA CENTRS** was first opened as one of the most modern department stores in the Baltic and Nordic area in 1938. During the Soviet period it performed the functions of a department store. It was purchased by Norwegian developers and reconstructed in 2006. Today after a second reconstruction and extension, the shopping centre which incorporated Rīdzene Street in the Old Town has some 140 shops and restaurants. Anchored by Rimi it has retailers such as Gabor, Gant, H&M, Karen Millen, Marco O'Polo, Massimo Dutti, Tommy Hilfiger etc.

### DOMINA

**DOMINA** was developed by Italian developers. It has a good fashion oriented tenant mix, with a multi-storey car parks at both ends of the centre. The anchor tenant is Maxima XXX and other key tenants include Euronics, Jysk, H&M, Guess, Sportland, Reserved, Lindex, NewYorker, CCC; Pierre Cardin, Echo, Lauma, etc.



## DEVELOPMENT TO WATCH OUT FOR

### Akropole

Total Size	100,000 sqm
- Retail GLA	60,000 sqm
- Leisure/Entertainment GLA	10,000 sqm
Planned Opening Date	2019
Tenant Mix/Consumer Profile	Mass market and leisure. Local shoppers

### ABOUT THE DEVELOPMENT

Mixed use (retail & offices) development with a strong leisure offer (multiplex, ice rink, fitness, bowling, snooker). The development will have excellent public transport links.



# RIGA NEW DEVELOPMENT WATCH

# RIGA

## FOOD & BEVERAGE

***Between the wars Riga had a reputation as Little Paris, not only because of its ambiance, but also for its multicultural F&B scene.***

Riga is trying to regain this reputation. The F&B market in Riga is small and restaurants come and go, although over the last few years the market has seen signs of stabilisation. There is one iconic restaurant in Riga, Vincents, led by UK born Latvian chef, Martins Ritins.

The best restaurants, bars and cafes are concentrated in the Old Town, Golden Square and in the upmarket district known as "The Calm Centre". The summer roof terrace of "Galleria Riga" is also not to be missed. At weekends there is a slow food market at Kalnciema kvartals, a restored island of wooden architecture from the late 19<sup>th</sup>/early 20<sup>th</sup> centuries.

International brands are represented in the Latvian market, including McDonald's, Hesburger (Finland), Costa Coffee, McCafe and TGI Friday's

### ***Vincents***

Since restaurant Vincents was founded in 1994, it has grown to become one of the premier gourmet establishments in Eastern Europe. Its reputation has spread far beyond Latvia's borders, with many famous gourmands and prominent personalities having savored the restaurant's haute cuisine. Vincents is located in one of the most picturesque parts of Riga, just a 15 minute walk from the Old City.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	TYPICAL RENT FOR UNIT OF 350 SQM
Old Town	Mass - upmarket, tourists		7,500 € / month
Golden Square	Upmarket, tourists		6,000 € / month
The Calm Centre	Upmarket, tourists		9,000 € / month
Central Market	Mass market, tourists	Local operators (mostly independent, one-off restaurants)	2,000 € / month
Kalnciema kvartals	Arty, eco, tourists		2,000 € / month
Andrejosta	Trendy		4,500 € / month
Galleria Riga	Tourists		5,000 € / month
Shopping centres (generally)	Mass market, locals		3,500 € / month



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