

28 MADELEINE

• PARIS •

Hines



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A 1,452 sqm Parisian flagship

A prestigious address,
ideally located on Place de la Madeleine
in the heart of Paris.

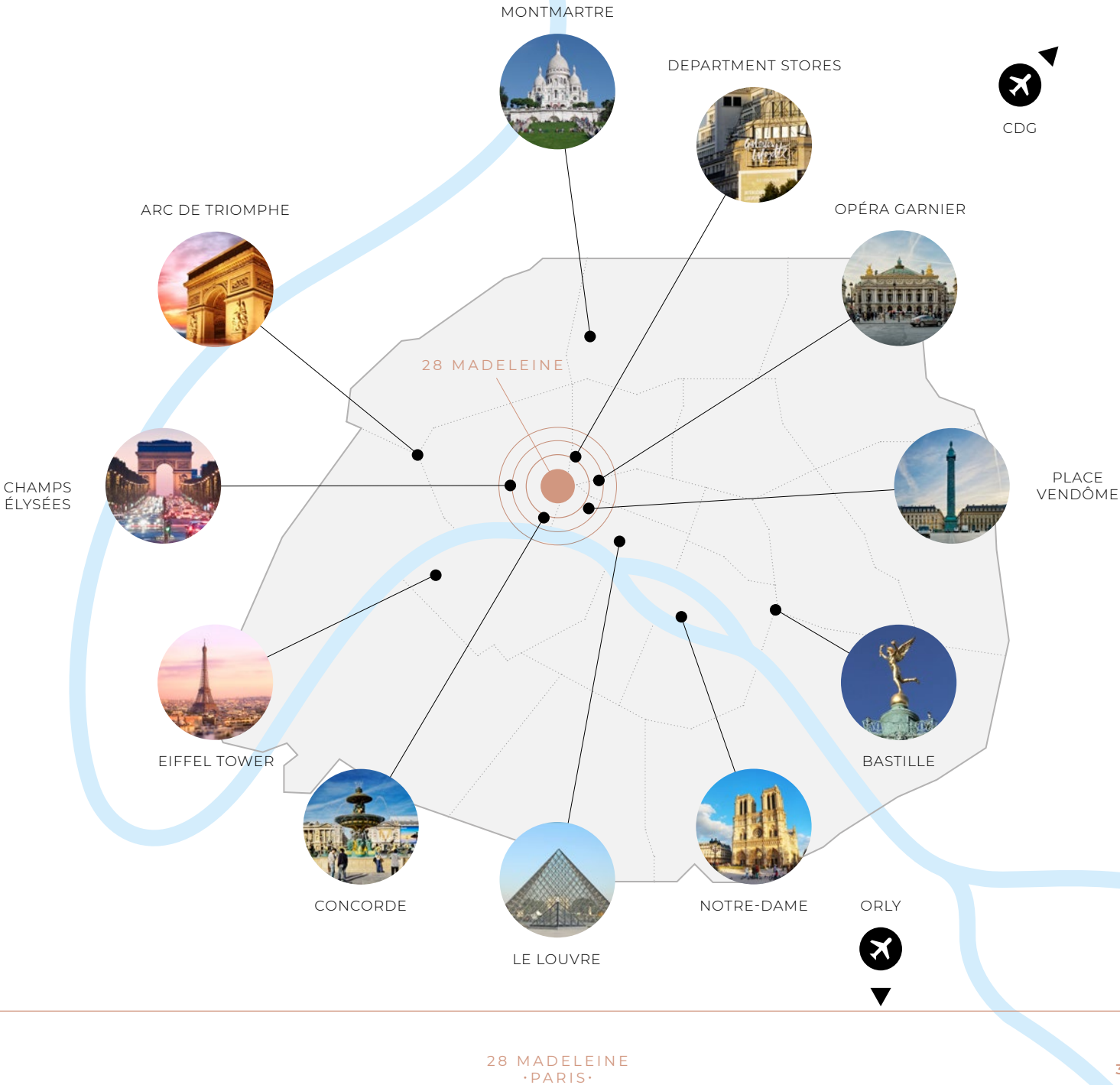
Paris, the world's top tourist destination...

IN 2017
33.8 million visitors

IN 2018
35 million visitors and consumption
totaling over 21.5 billion euros.

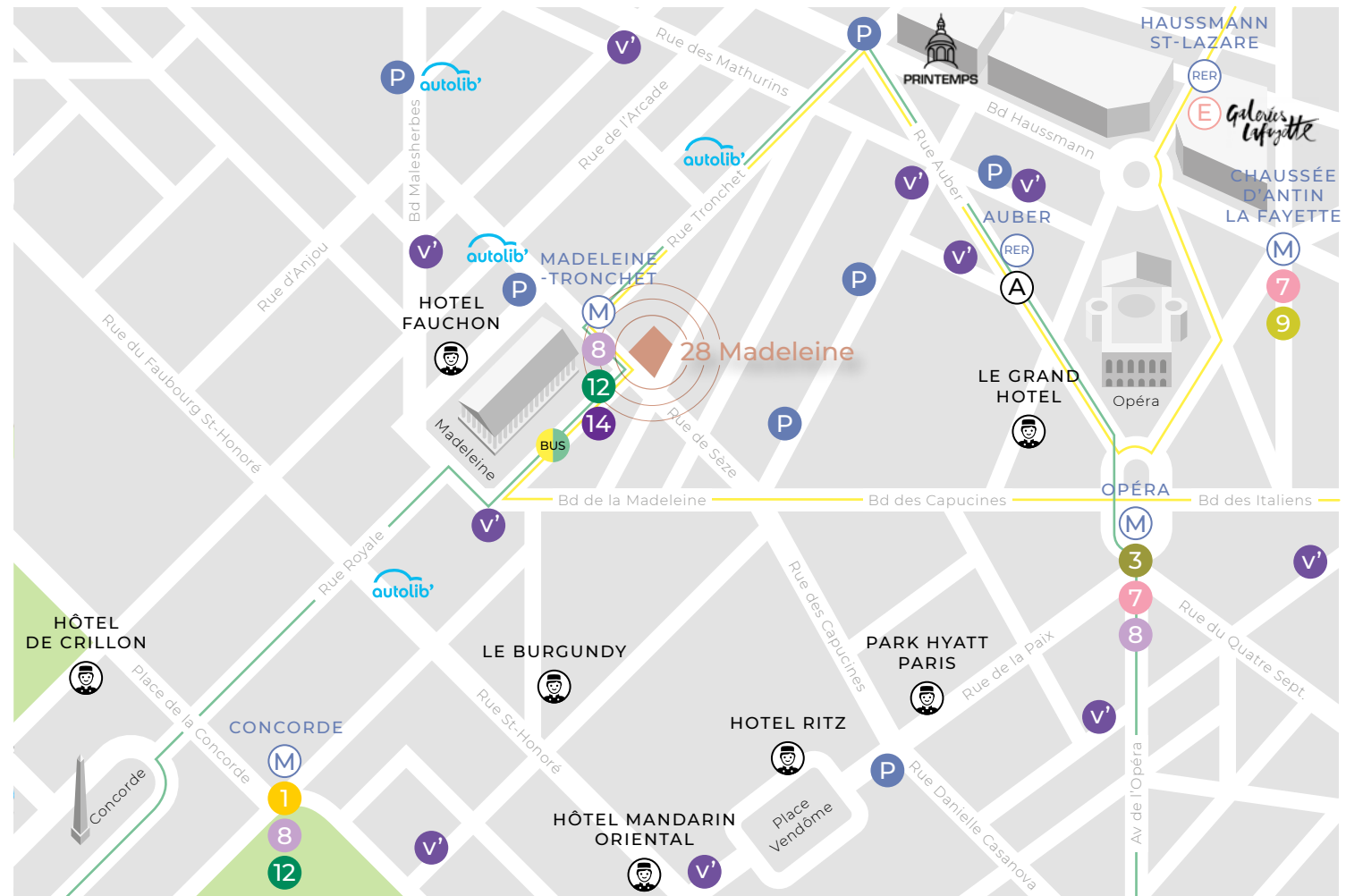
Source: Paris Region press release February 2019

In the center of Paris



In the heart of the hustle and bustle of Paris

- In the heart of Paris **CBD**, where the tourist circuits meet, a stone's throw from the Champs Elysées and the Louvre, between Place de la Concorde, the Palais Garnier and the main department stores.
- Presence of **large/luxury hotels** which attracts an international population with **high purchasing power**.
- **Optimal transport network:** 3 metro lines, self-hire car and bicycle stations, bus stop and 1,000-space public car park, all right next to the building.
- **Constant flow of consumers:** local residents, workers, tourists.
- **7.7 million people per year*** use the Madeleine metro station.



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* Source: RATP 2019



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Hub of stores in a tourist hotspot

- Located in the **International Tourist Zone** around Boulevard Haussmann.
- **Rich and varied retail offer** including fashion labels, watchmaking, gastronomy, tableware, sportswear/sports equipment, children's clothing brands.
- Presence of historical monuments and places of cultural interest (Palais Garnier opera house, Olympia concert hall, etc.) which attracts a **large French and international population**.



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Place de la Madeleine

- **Historical square:** at least ten historic buildings within a 100-meter radius of the church.
- **Vibrant and mixed-use square** where **diversity** is the main trend: shops and cafés stand alongside luxury brands which are the symbol of the French *art de vivre*.
- **Lively and welcoming square** with trees in a retail district.
- **Regeneration project** at the initiative of the City of Paris in the context of the "Let's Reinvent our Squares!" program, focused on achieving a **balance of uses** with a redesigned pedestrian pathway, easier bicycle access, and preservation of the existing car access.



City of Paris "Let's Reinvent our Squares!" competition



28 Madeleine — View from the 1st floor

Prestigious address: 28 Madeleine

Mixed-use **6-story building** in perfect state of repair,
major structural renovation carried out between 2004 and 2006.

—
Retail floor area of **1,452 sqm**,
spread over **G+1, GF and G-1**.



An unparalleled retail facade

- **Generous shop windows** of 55 meters long including 25 meters on Place de la Madeleine, which gives high visibility to the location.
- Elegant facade designed by architect **Franklin Azzi**: **maximized glazed area** bringing a guarantee of **transparency** and **natural light**, the addition of awnings highlights the upper floor shop frontage and the windows.

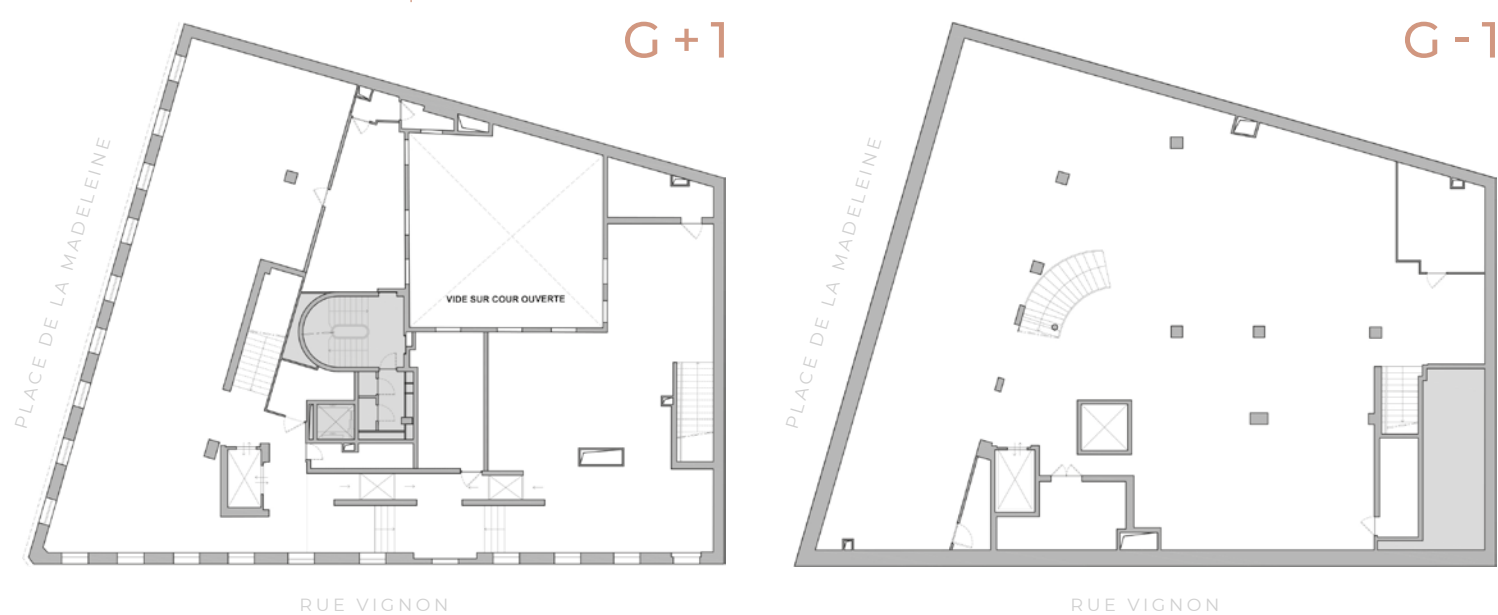
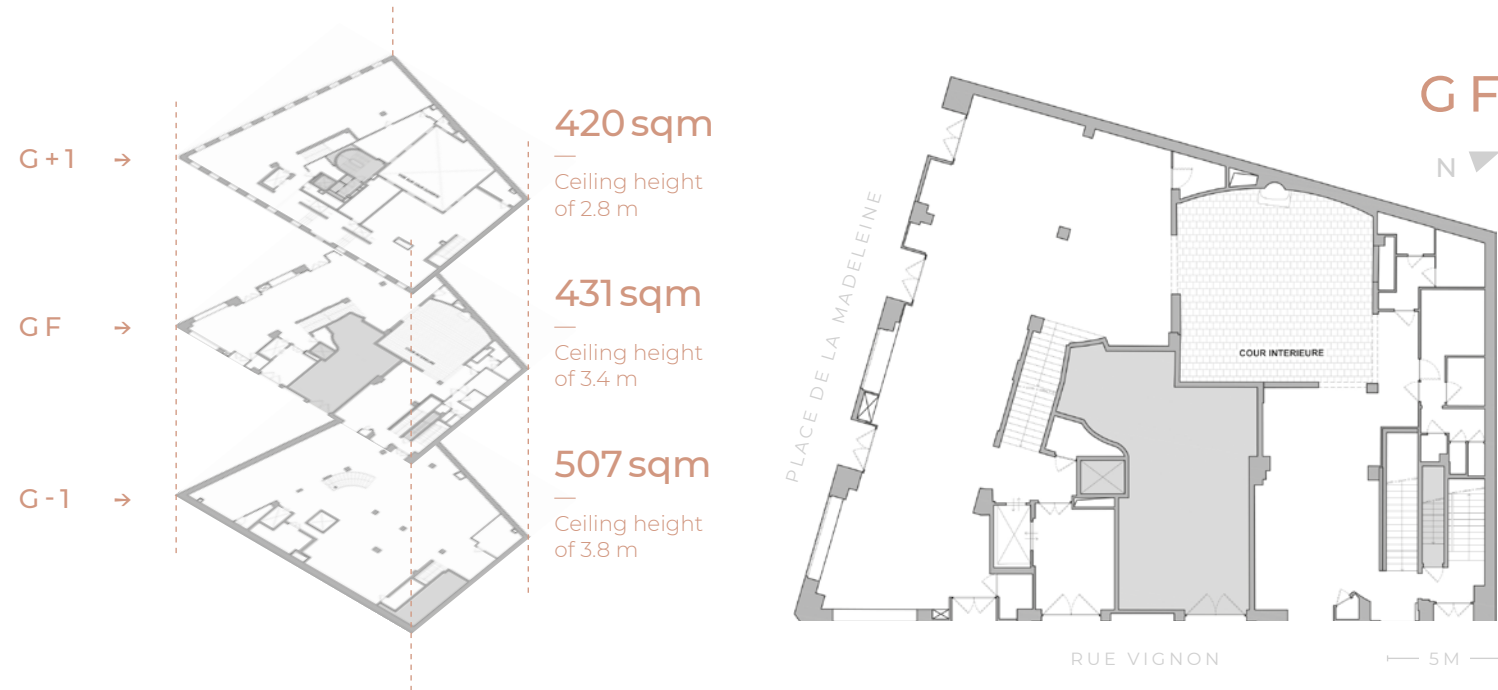


A blank canvas for your project...

Concept store? Flagship boutique? Showroom area?
Flexible, this shell & core area is waiting for you to incorporate your ideas.
Very few load-bearing elements, offering numerous layout possibilities.

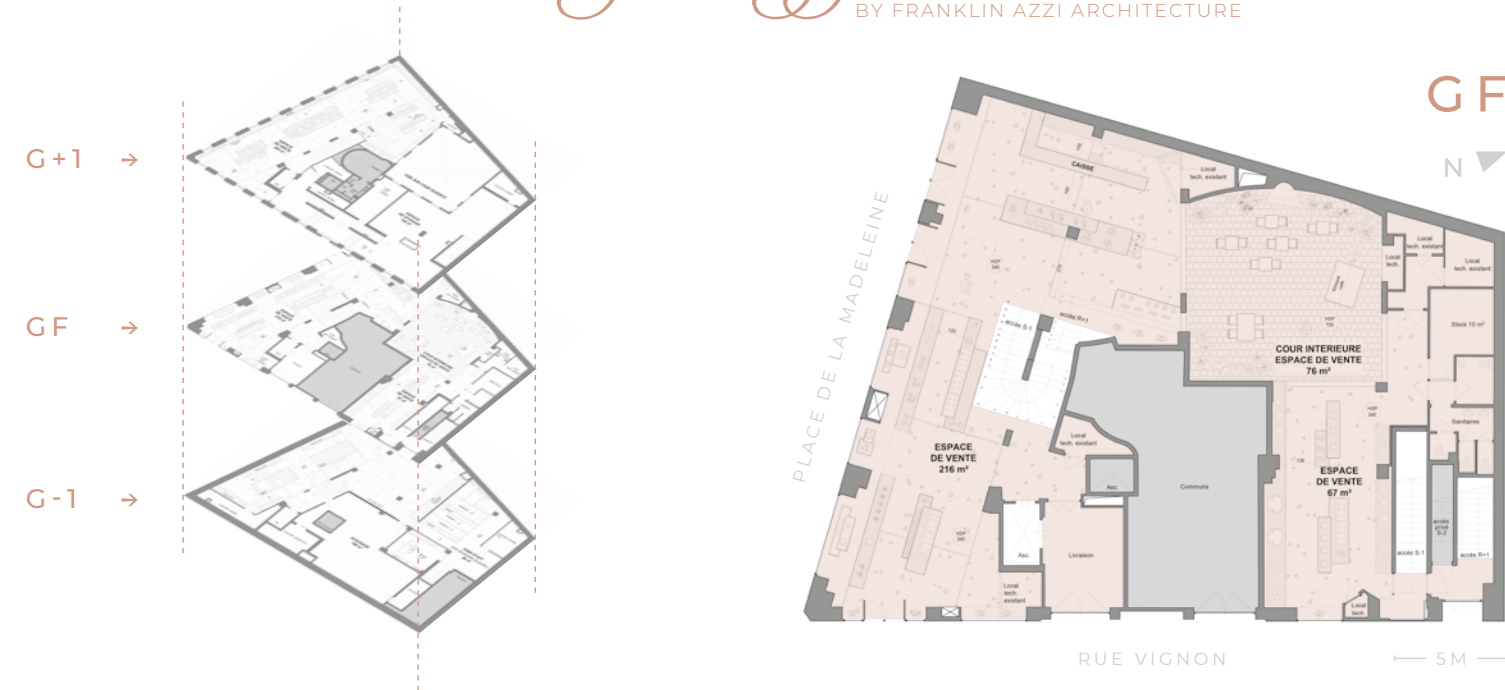


Spread over 3 stories...



Layout suggestion

BY FRANKLIN AZZI ARCHITECTURE





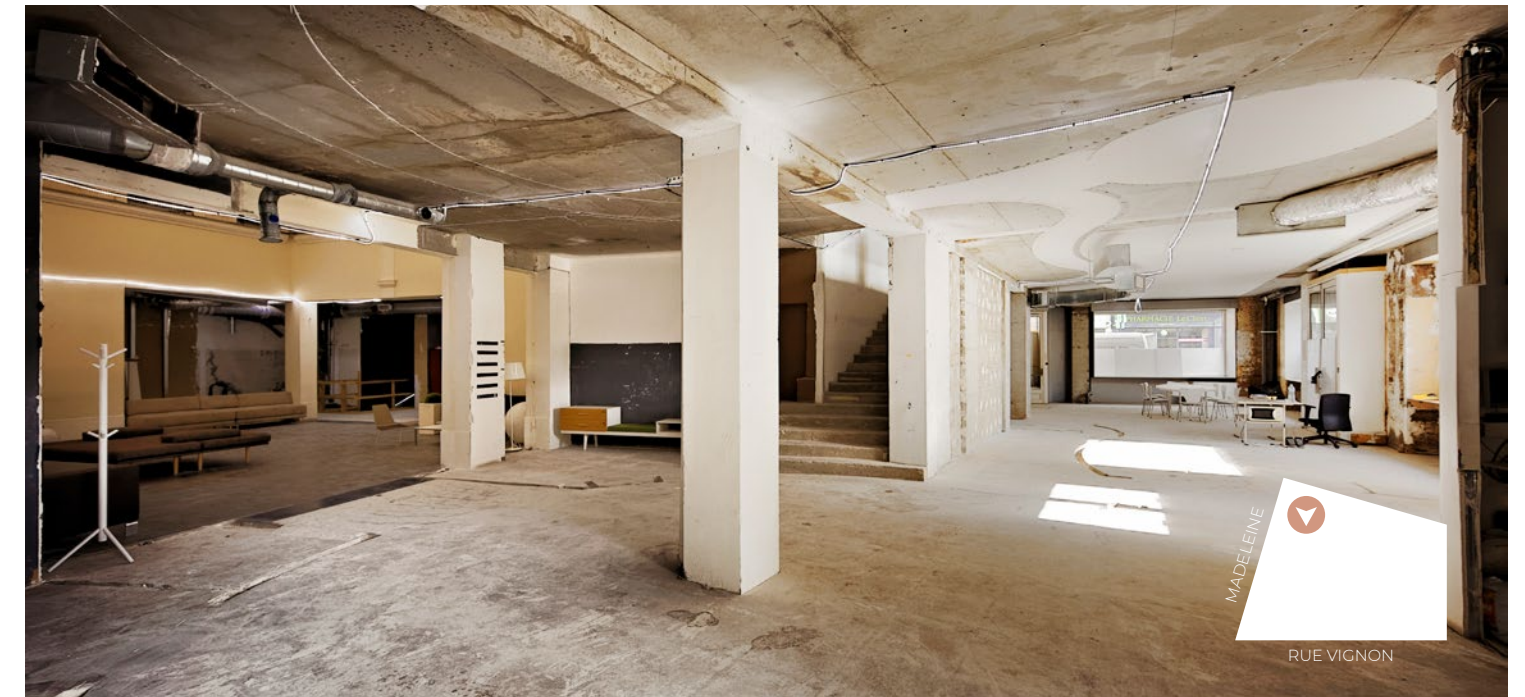
Ground Floor

431 SQM

Presence of a covered paved inner yard with vegetation,
similar in design to the space at the heart of a block – a real Parisian courtyard.

—
Superb sales area enhanced
by a generous ceiling height of 3.4 meters.

—
Flexible location for the stairs which easily connect the levels.









1st Floor

420 SQM

Sales space offering different layout
and storage possibilities.

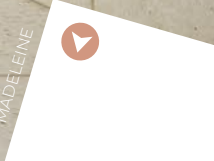
View over the square and the Madeleine Church,
Rue Vignon and the paved inner courtyard.

Ceiling height of 2.8 meters.





Suggested layout - Franklin Azzi Architecture



MADÉLEINE

RUE VIGNON



Basement

507 SQM

One vast volume boasting a generous ceiling height of 3.8 meters.

Open and well-organized space, ideal for meeting a wide variety of needs and requirements (showroom space, venue for fashion shows, exhibitions, etc.).





Focus on 28 Madeleine

ADDRESS

28 Place de la Madeleine
75008 Paris

FLOOR AREA

1,452 sqm
G+1 : 420 sqm
GF : 431 sqm
G-1 : 507 sqm
G-2 : 94 sqm*

LENGTH OF FACADE

Place de la Madeleine: 25 meters
Rue Vignon: 30 meters

CEILING HEIGHT

G+1 : 2.8 m
GF : 3.4 m
G-1 : 3.8 m

ADMINISTRATIVE LICENCES

Non food commercial license (CDAC)
Building permit

OTHER FEATURES

Concrete structure.
Paved courtyard with fountain on ground floor level.
Heating: Compagnie Parisienne de Chauffage Urbain (C.P.C.U.).
Air conditioning: chiller system.
1 elevator serving the 3 stories - maximum capacity of 1.2 T.
2 monumental staircases allowing access to the basement and G + 1 from the ground floor.
Auxiliary vertical circulations between the 3 stories.
Few load-bearing elements, opening up a myriad of possibilities in terms of layout solutions.
Second delivery address (9 rue Vignon).

* Mechanical areas



Place de la Madeleine



ROYAL EXCHANGE
Manchester, United Kingdom — 8,000 sqm
44 tenants, incl. Hotel Chocolat, L'Occitane, Molton Brown, Swarovski



114 CHAMPS ÉLYSÉES
Paris, France — 3,253 sqm
Tenant: Apple



MARCHÉ SAINT-GERMAIN
Paris, France — 2,114 sqm
Tenants: Apple, Marks & Spencer Food, Nespresso, Uniqlo



PIAZZA CORDUSIO
Milan, Italy — 4,000 sqm
Tenant: Uniqlo

Hines in Europe

KEY PLAYER IN RETAIL REAL ESTATE WITH EXTENSIVE RETAIL EXPERIENCE

Presence
in **13** European
countries

38
retail assets
under management

Over **€2.8bn**
in total retail AUM

More than
300,000 sqm
of retail real estate
experience

Privileged relationship
with **numerous local and international brands**
through a European portfolio of
over 550 retail leases.

ASSET MANAGER

Hines

LETTING AGENTS



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www.28-madeleine.fr

Non-binding document — July 2019

Renderings: Franklin Azzi Architecture • Photos: Thierry Lewenberg-Sturm • Graphic design: Frédéric Tacer



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