As a centre for services, science and research, Würzburg – the main hub of Lower Franconia – is known as a young and dynamic city. That reputation is fuelled by a prestigious university and the fact that students thus make up a high percentage of the population. Würzburg also serves a large catchment area, which is reflected in a turnover index of 200 – the highest in Germany. The biggest beneficiary is retail, which clusters in the 1A-locations in the heart of the city.
LEVEL OF RENTS UNCHANGED

The undiminished high demand is also evidenced by stable rental prices. Still heading the table are the two top precincts Schönbornstrasse and Kürschnerhof, where the prime rent stands at 135 €/m². Close behind come Domstrasse and Marktplatz, each with a top rent of 125 €/m². In the other precincts, too, rental prices have remained unchanged. One major problem for retail in Würzburg is the shortage of available premises, which means that many concepts which are not yet represented in the city are unable to implement expansion plans. As a result, there is relatively little activity in the rental market. Only two deals were registered in the first half of the year in the A-locations. Jeweller Christ secured an approx. 150 m² shop on Kürschnerhof and mobile brand yourfone signed a lease for approx. 80 m² in the same precinct. Berlin accessory label Liebeskind opted for the B-location Otto-Wels-Strasse and opened an approx. 100 m² store there.

SUPPLY STILL LIMITED

With over 6,000 visitors an hour, Schönbornstrasse remains the precinct with the highest footfall, and has climbed 12 places to rank 30th nationwide. Domstrasse also occupies a good midfield position in the national ranking, with more than 4,200 visitors an hour. The appeal of the more consumer-oriented Kaiserstrasse is being significantly enhanced by revamping measures and this is expected to strengthen its footfall count in the future. Würzburg’s prime shopping area is distinguished by its ribbon-like shape and tightly interconnected shopping streets. As a result, the supply of space for new shops and concepts has traditionally been limited. This is particularly noticeable in the heavily frequented precincts, such as Schönbornstrasse and Kürschnerhof, where little fluctuation is observed. In connection with Würzburg’s hosting of the 2018 State Garden Show, there are plans to refurbish the railway station and the square fronting it, which will make the city centre and retail landscape even more attractive.