

Sierra Balmain: Nowy Rynek – A Modern Shopping Hub and Local Community Center

The Nowy Rynek shopping center in Jelenia Góra is effectively leveraging its potential, prime location, and community ties. Through strategic initiatives and a cohesive plan, this centrally located mall has become more than just a vibrant regional shopping destination; it's also a hub for diverse community activities.

For over 20 years, Sierra Balmain has consistently showcased its expertise in maximizing the value of its managed properties. Nowy Rynek stands as a prime example, where a well-crafted strategy and strong partnerships with local stakeholders have transformed it into a center where business, culture, and education intersect.

A Regional shopping center

Opened in 2015, Nowy Rynek is a favorite shopping destination for residents of Jelenia Góra and its surroundings. The mall draws in shoppers with its prime location and an offer of nearly 100 stores and services, featuring well-known Polish and international brands. The mall's popularity extends beyond Poland, attracting visitors from nearby Czech Republic, enticed by the diverse retail offerings and competitive prices, particularly at the Intermarche supermarket.

The mall maintains its strong regional position by continually enhancing its tenant mix with popular brands like H&M, New Yorker, Reserved, Smyk, CCC, Deichmann, and Martes Sport. The shopping center development strategy includes introducing more highly valued and popular brands.

"We continue to focus on expanding the mall's offer with new brands, as well as developing those that enjoy a stable position in Nowy Rynek. Recently, we opened a new and the only mBank branch in Jelenia Góra and a pop-up store by the furniture brand Leona Meble, valued for its quality and design. Our customers will soon enjoy a wider offer of the Monnari fashion brand thanks to expanding the store space by 90 sq m. In early 2025, the popular Fun Park children's play area will be enlarged to 687 sq m, filled with new family and children-oriented attractions. Additionally, we will soon be able to announce further new openings with partners from the value retail sector. The purpose of these activities is to create a cohesive and varied, regionally attractive tenant mix" - Agata Stańkowska, Head of Leasing at Sierra Balmain, summarizes the upcoming plans for the center.

Nowy Rynek is an attractive location for tenants, not only thanks to its comprehensive tenant mix that is popular with customers. The mall's policy is to foster relationship building with tenants, including e.g. environmental sustainability workshops for tenants.

"Gallery in the Heart of the Karkonosze Mountains"

The mall's slogan, "Gallery in the Heart of the Karkonosze Mountains," is fitting given its central location in Jelenia Góra. This position makes it an integral part of the city and region. The mall has naturally responded to its community's needs by embracing a wide range of initiatives.

"We consistently take actions driven by a single, overarching goal—to bring value to the local community of which we are a part. As a result, Nowy Rynek has become a place where residents of the region have regular access to various initiatives and events, whether entertainment, cultural, or educational. These activities provide a comprehensive offer for valuable and enriching ways to spend free time in the city, serving as opportunities for social integration and a platform for promoting important values" - says Dorota Suchodolska, Head of Operations at Sierra Balmain.

Just in the past year, 28 actions were carried out through joint efforts of the shopping mall with NGOs, cultural institutions, and the City Hall. The first half of this year was also rich in cultural, social, and ecological initiatives, which always draw on the region's assets. Among these are the inspiring cultural event, the Karkonosze Pearls Festival, the spring ecological campaign of distributing maple seedlings organized in cooperation with the State Forests, as well as summer workshops and educational events for children in collaboration with the Karkonosze National Park and Kolejkowo. By the end of this year, the activities of Nowy Rynek with local partners are expected to result in more interesting projects, such as car races organized by the Karkonosze Automobile Club, an ecological event with the Śnieżka Forestry Office, and legal advice sessions in collaboration with the Lower Silesian Notary Chamber.

Support for youth

A notable focus for Nowy Rynek has been the youth of Jelenia Góra. The shopping center is dedicated to creating spaces and opportunities for young people to express themselves and develop their passions.

In May of this year, the mall joined forces with the grassroots initiative Otwarta Papiernia. As a result of this collaboration, a unique space called LOKAL 10/75 was opened in the center, dedicated to hosting a series of inspiring artistic events for young people. A few months earlier, during the Nash Festival Mountain Cultural Event, a special zone called "Young Nash" was created, thanks to the involvement of Nowy Rynek. In this zone, younger residents of the region had the opportunity to participate in a variety of mountain-themed activities, including climbing workshops, survival classes in the field, and meetings with local, renowned athletes.

"We recognized the need to direct our special attention towards the younger part of our community. Discussions with local partners and the city have already resulted in several wonderful projects. We see that we are on the right path and feel that this is just the beginning of something valuable. We are already working on the implementation of more interesting initiatives targeted at the youth of Jelenia Góra" - announces Anita Mieszkowska, Marketing Manager at Sierra Balmain.

Events with a picturesque view

Nowy Rynek also boasts a popular rooftop viewing point with a telescope offering stunning views of the region. This unique spot hosts various events, attracting crowds looking for entertainment in unique surroundings. The recurring automotive rally Youngtimer Spot has become an iconic and well-known gathering throughout the region. Vintage cars are a particular passion of the mall, which, interestingly, also houses the Automotive Museum—another hallmark of Nowy Rynek across the entire Karkonosze area.

Nowy Rynek is more than just a shopping center; it's a hub that actively supports local initiatives, education, and youth development. Through broad collaboration with partners and institutions, Nowy Rynek has become a place deeply connected to the residents of the entire region.

Sierra Balmain operates in Central and Eastern Europe and has been present in Poland for over 20 years. The company provides comprehensive management services for commercial properties across various sectors, including retail, entertainment, culture, lifestyle, workplace, leisure, and logistics. Its portfolio includes 20 commercial properties visited annually by nearly 36 million customers. Sierra Balmain boasts extensive market expertise and a team of qualified specialists, enabling the comprehensive and consistent execution of the most demanding projects. The company is known for its individualized approach to each managed property.