

IDENTIFICATION OF LEISURE AND ENTERTAINMENT USES FOR GATEWAY GARDENS



Source: : www.gateway-gardens.de

Client: Grundstücksgesellschaft Gateway Gardens GmbH, Frankfurt am Main

Year: 2008

Location: Frankfurt/Main (Hesse), Germany

Brief Description:

Up to the year 2016 the district Gateway Gardens is to be developed in the airport surroundings of Frankfurt Airport. Due to its immediate proximity to the airport the 35 ha site is easily accessible by car or public transport. For an increasing number of enterprises the international reachability is an important criterion for a site.

The projected utilization mix is dominated through segments like office/service industry, hotel and fairs/conferences/congresses with no housing facilities. Beneath an optimal utilization mix and the landscape architecture leisure and entertainment offers as well as offers in gastronomy for public uses are more and more important for the quality of a site.



The task of Wenzel Consulting was to identify suitable leisure and entertainment uses for Gateway Gardens. Hereby it was important that the offers generate positive effects for the district and that they go together with the intended utilization mix.

In the context of the analysis various uses of the leisure and entertainment industry and gastronomy concepts were examined regarding their suitability for Gateway Gardens. In the end concrete recommendations for the implementation were carried out.

Tasks:

Phase I:

- Analysis of the Micro Site
- Potential Analysis
- Identification of Utilizations

Phase II:

- Data Sheets of the identified Utilizations
- Clustering

Phase III:

- (Rough) Concept Development: Gastronomy
- Data Sheets Gastronomy
- Resuming Recommendations for the Site Gateway Gardens