

## DEVELOPMENT ANALYSIS

### UEC FRANKFURT DEPOT



Source: Vivico Real Estate GmbH

Client: Vivico Real Estate GmbH, Frankfurt

Year: 2002/2003

Location: Frankfurt/Main (Hesse), Germany

#### Brief Description:

In a cooperation with gesa Gesellschaft für Handels-, Standort- und Immobilienberatung (today: BulwienGesa AG), Hamburg, and with Prime Real Estate Consulting, Düsseldorf, Wenzel Consulting carried out the development analysis for the projected Urban Entertainment Center (UEC) on the surface of the former Frankfurt Depot.

Objective target of the examination was to analyze the feasibility of the different segments like retail, f & b and leisure uses and to develop an utilization concept.

During realization phase the investors tasked Wenzel Consulting to adapt and optimize the leisure utilization concept and to prepare the operator selection procedure.



Tasks:

- Site Analysis (Macro-/Micro-Site)
- Analysis of the Catchment Area
- Analysis of the relevant Leisure Segments
- Assessment of the relevant Competition
- Concept Development
- Definition of the economic Key Data
- Definition of the Guidelines of the Layout Planning
- Preparation of the Operator Selection Procedure