

**DERIVATION OF RETAIL AND LEISURE OPTIONS
 DEVELOPMENT SITE "GORBUSHKIN DVOR"**



Source: ESP Hannover GmbH, Hannover

Client: JSC "Extract-Fil", Moscow
 Year: 2006
 Location: Moscow, Russia

Brief Description:

„Gorbushkin Dvor“ is one of the leading locations in Russia for the sale of electrical and electrical articles and home entertainment products. In Moscow, the center enjoys a unique and unsurpassed position as a result of its incomparable combination of individual companies, retail chain-stores and manufacturer outlets under one roof. The property has been rebuilt from a former factory for TV sets and offers now a wide range of goods from the assortment entertainment electronics, small and large electrical equipment, computers and accessories, telephony and also CDs, videos and software on approx. 60,000 sqm on several levels.

In order to safeguard and expand their market leadership, which has been upheld until the present time, the management is considering the expansion of the existing shopping center „Gorbushkin Dvor“ by an additional 60,000 sqm of leisure and retail facilities on an adjacent surface. Among retail offers – primary in the segment electronics – several leisure utilizations should be realized on three levels in the new center.



In cooperation with ESP Hannover GmbH, who realized the schematical layout-planning and the coaching of the architects, Wenzel Consulting was commissioned to develop the leisure and retail concept for the project.

Tasks:

- Evaluation of the Site (Makro and Mikro Site)
- Competition Analysis (Leisure and Shopping Center)
- Catchment Area Analysis
- Investigation of Purchasing Power/Volume of Demand
- Concept Development (two alternative Concepts) incl.
 - Conceptual Design
 - Turnover Prognosis
 - Rental Income Prognosis
- Schematical Layout-Planning
- Search for potential Operators
- Workshops