

MARKET ANALYSIS

(MUSIC)CULTURAL CENTRE BLANKENESE



Source: www.stadtplanung-altona.hamburg.de

Client: Büll & Dr. Liedtke Projektentwicklungsgesellschaft mbH, Hamburg

Year: 2001

Location: Hamburg, Germany

Brief Description:

The development project "Blankeneser Bahnhofsvorplatz" included beneath the implementation of a (Music)CulturalCentre with a capacity of 500 visitors inside the event hall the realization of new retail and f & b offers as well as residential uses.

Task was to examine the future occupancy rate of the event hall and to estimate the economic practicability of this offer as a part of the total development.

Tasks:

- Trend Analysis of the German Event Market
- Site Analysis
- Analysis of the Competition
- Potential Analysis
- Recommendations to Conception und Dimensioning
- Rough Calculations of the Economy