

FEASIBILITY ANALYSIS

MULTIFUNCTIONAL HALL COBURG



Source: www.stadt.coburg.de

Client: Stadt Coburg
Year: 2004/2005
Location: Coburg (Bavaria), Germany

Brief Description:

The City of Coburg was planning a middle sized multifunctional event hall with a seating capacity of 6,000 for its extended catchment area. Beneath events in segments like sports, concerts and entertainment also arrangements for the domestic industry and society should be able to be operated there.

In cooperation with Volker Jauch Consulting, Cologne, Wenzel Consulting carried out the feasibility analysis incl. a site examination for the potential intergration of an artificial ice rink. As a consequence of the examination results of the economical feasibility and the need for municipal grants an alternative planning was examined in phase II.

To determine the real demand and the essential functions the existing concept ideas were discussed and optimized with local key players and afterwards an expert workshop with them and future users of the hall was implemented.

In the result a functional and economically optimized concept was developed for the site.



Tasks:

Phase I: Feasibility Analysis

- Rough Evaluation of the Market
- Market Analysis of Multifunctional Event Halls in Germany
- Analysis of Reference Facilities
- Site Analysis (Micro)
- Market and Demand Analysis (Macro)
- Consultancy in Conception and Dimensioning
- Economic Analysis
- Determination of Regional Economic Effects

Phase II: Optimization of the Concept

- Expert Workshop
- Development of a Functional Room Book
- Layout Planning
- Determination of the Invest
- Calculation of the Economy

Phase III: Implementation Consultancy