

URBAN MANAGEMENT

Objective?

Targer groups?

Audience orientated
usage?

Traffic?

Image?

Trends?

Spatial consolidation?

Branch mixture?

Development?

Plan, budget, process?

Parties?



URBAN MANAGEMENT

DEVELOPMENT OF CITIES, CENTRES AND DISTRICTS

What challenges is our district or centre facing?

Urban analysis

Demand and trend analysis relating to retail trade, services, living, working; real estate market analysis, integrative process.

What does our district or centre need?

Target definition

Trend analysis, supply evaluation, expert interviews, workshops, positioning, passers-by survey.

How do we reach our goals?

Measure plan

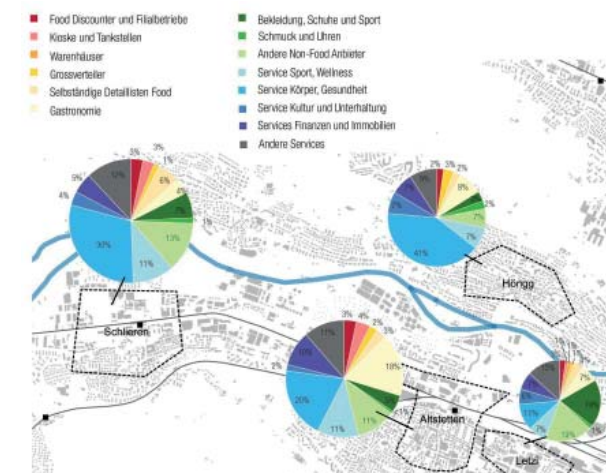
Spatial measures, surface procurements, event and audience coordination, real estate development, traffic management.

How do I initiate the development in my district or centre?

Process support / urban management

Target definition, public interests, coordination of owner's interests, test planning, master planning, total contractor competitions, marketing & financing, coordination till planning application.

Branch mixture in comparison



Measure plan

