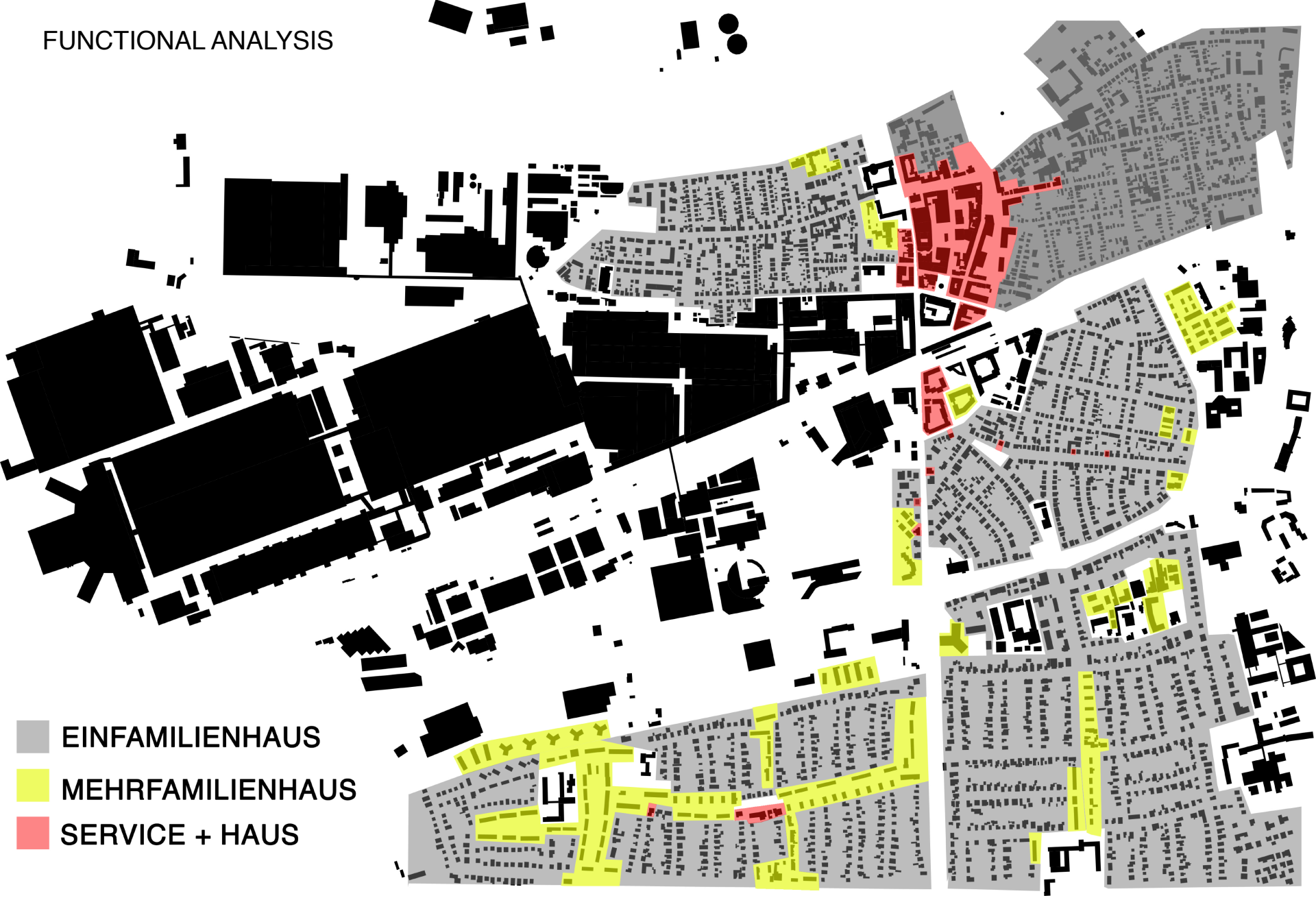
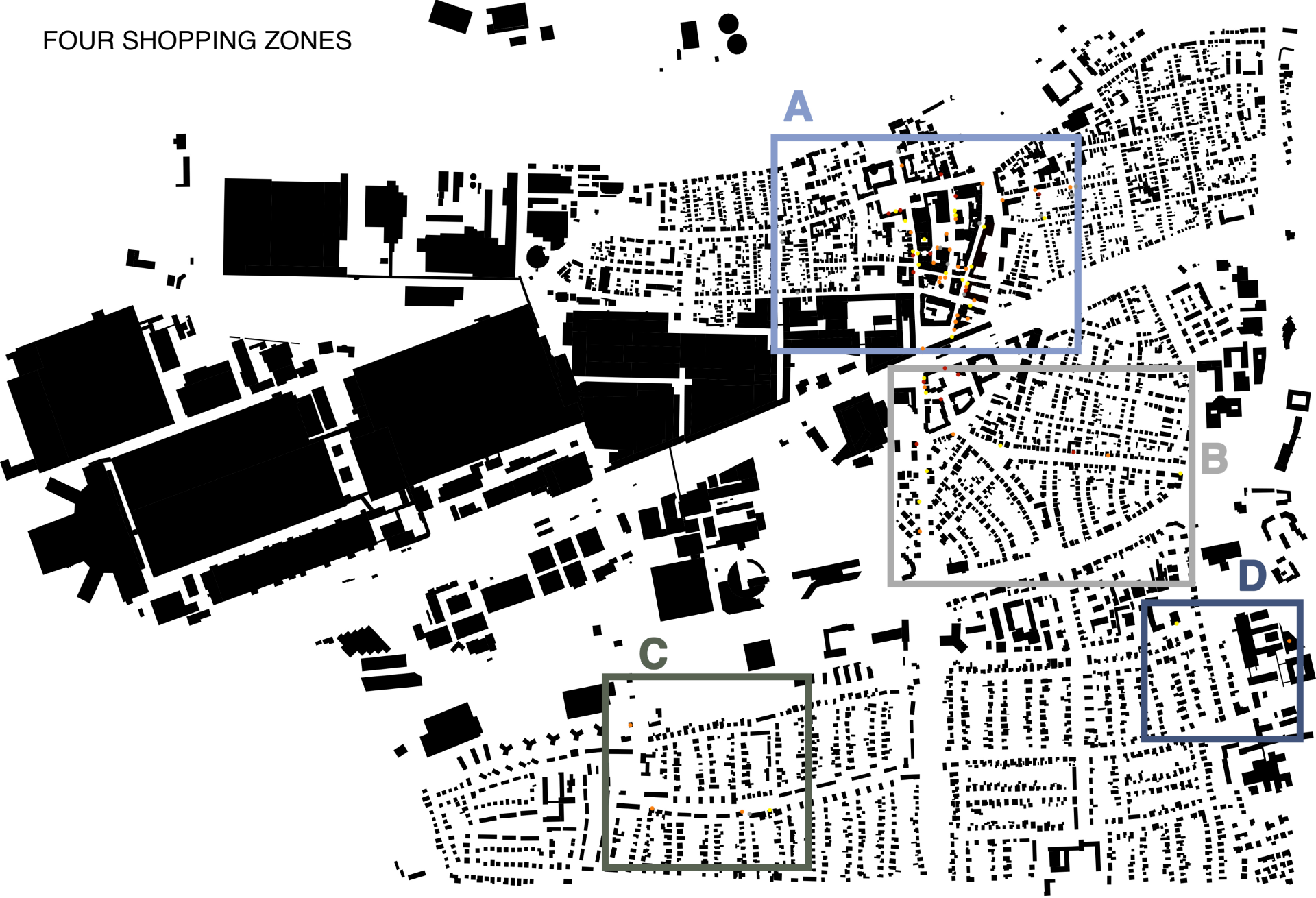
RUSSELSHEIM AM MAIN

Adrianna Fiącek & Olga Koczorowska

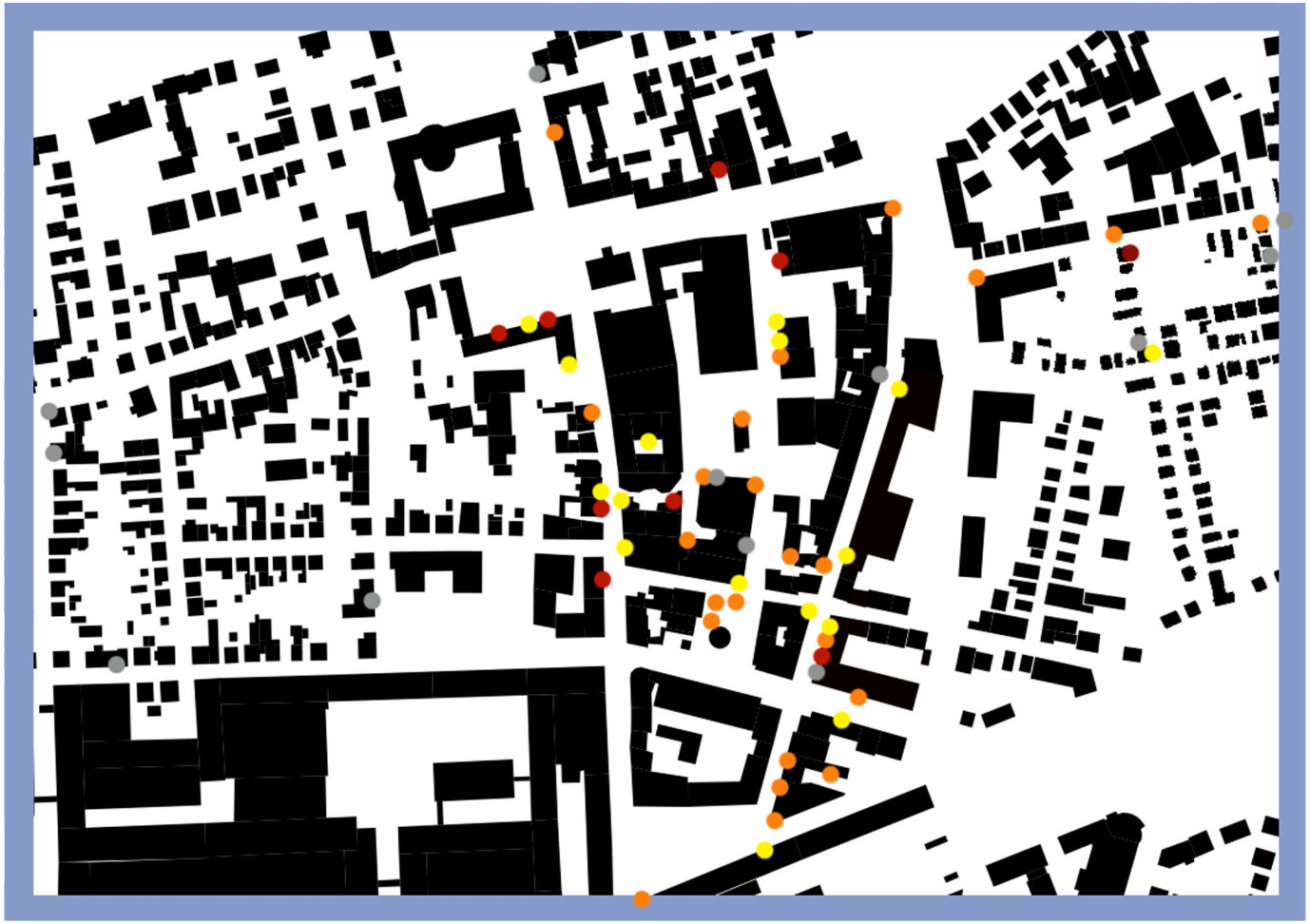
FUNCTIONAL ANALYSIS



FOUR SHOPPING ZONES



A



FAST FOOD RESTAURANT BAR CAFE

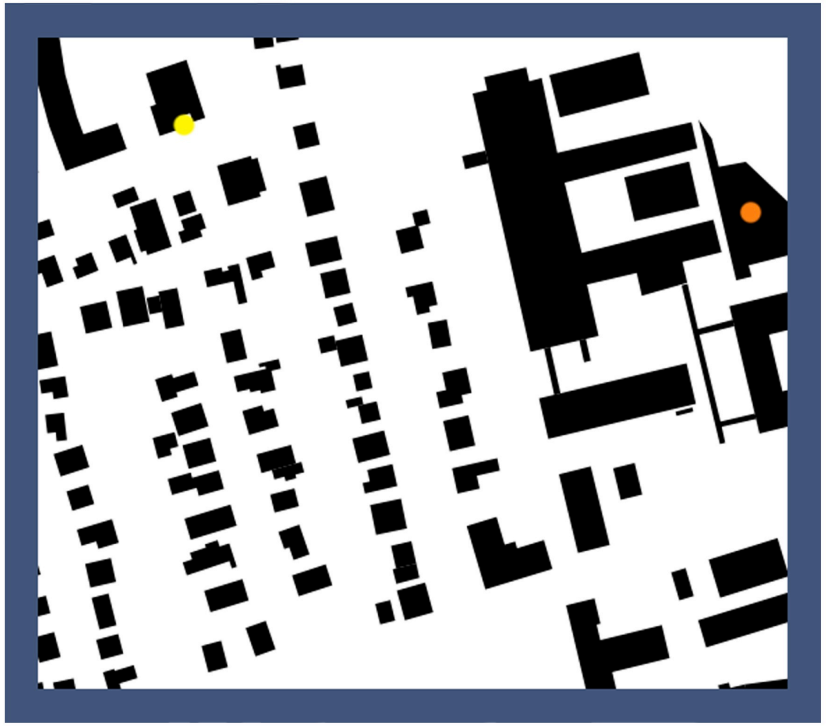
B

FAST FOOD RESTAURANT BAR CAFE

C

FAST FOOD RESTAURANT BAR CAFE

D



FAST FOOD RESTAURANT BAR CAFE

CITY CENTER

WICHTIGE PUNKTE

ANALYSIERTE PLÄTZE

A HAUPTBAHNHOF

B MARKT

C KIRCHE

D SCHAUSPIELHAUS

EMPTY VACANCIES

FUNCTIONAL ANALYSIS IN THE CITY CENTER

FOOD
SHOPS
VACANCY
SERVICES

FOOD

ATTRACTIVENESS

INTERIOR

- RESTAURANTS
- FAST FOODS
- COFFEEHOUSES
- PUBS

- 1-2
- 3-4
- 5-6

- 1-2
- 3-4
- 5-6

POTENTIAL

CONSUMER INTENSITY

- 1-2
- 3-4
- 5-6

- 1-2
- 3-4
- 5-6

SHOPS

- SPORT
- FARMACY
- JEWELLERY
- FOOTWEAR
- CLOTHES
- KIOSK
- GROCERY STORE

ATTRACTIVENESS

- 1-2
- 3-4
- 5-6

INTERIOR

- 1-2
- 3-4
- 5-6

POTENTIAL

1-2
3-4
5-6

CONSUMER INTENSITY

1-2
3-4
5-6

SERVICES

- FITNESS
- OPTICIANS
- PHONE SERVICES
- TRAVEL AGENCIES
- BANKS
- OFFICES
- HAIRDRESSER
- TAILORING
- GAMEHALL

ATTRACTIVENESS

- 1-2
- 3-4
- 5-6

INTERIOR

- 1-2
- 3-4
- 5-6

POTENTIAL

1-2
3-4
5-6

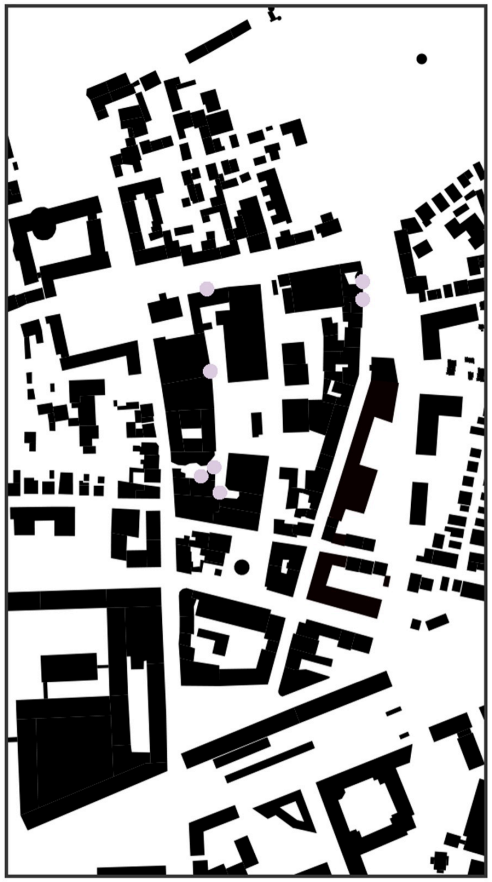
CONSUMER INTENSITY

1-2
3-4
5-6

VACANCY

ATTRACTIVENESS

1-2
3-4
5-6



INTERIOR

1-2
3-4
5-6

ANALYSIS OF ALL PREMISES

ATTRACTIVENESS

1-2

3-4

5-6

ANALYSIS OF ALL PREMISES

INTERIOR

1-2

3-4

5-6

ANALYSIS OF ALL PREMISES

POTENTIAL

- 1-2
- 3-4
- 5-6

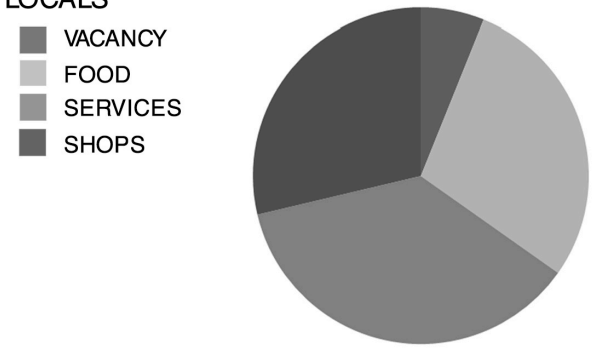
ANALYSIS OF ALL PREMISES

CONSUMER INTENSITY

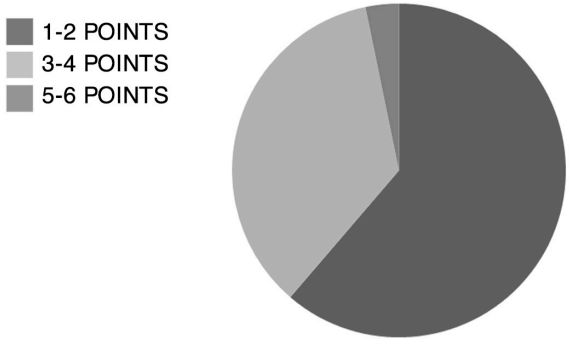
- 1-2
- 3-4
- 5-6

DIAGRAMS

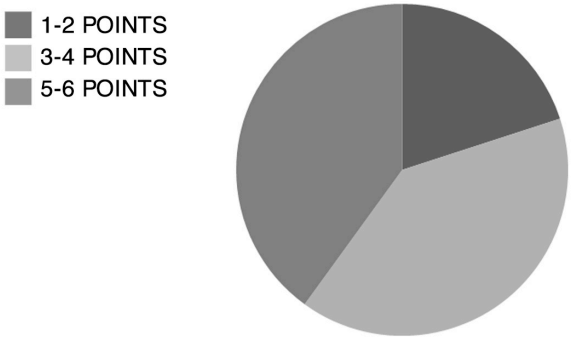
NUMBERS OF DIFFERENT KINDS OF LOCALS



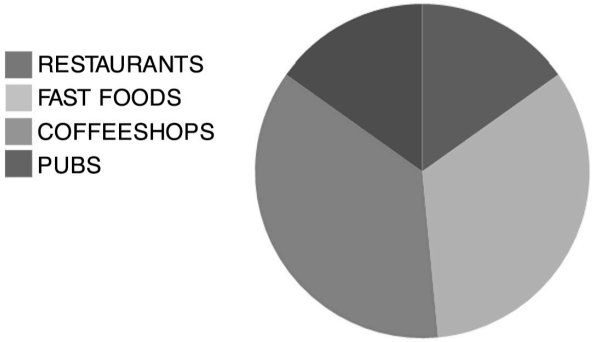
INTERIOR OF LOCALS WITH FOOD



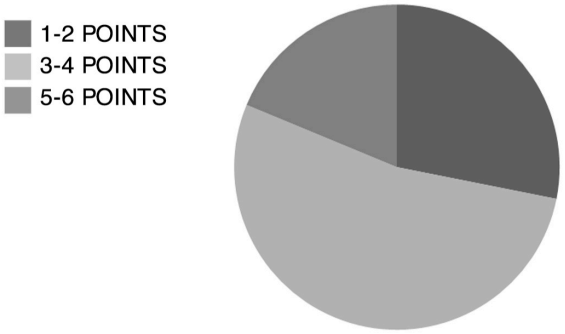
ATTRACTIVENESS OF RESTAURANTS



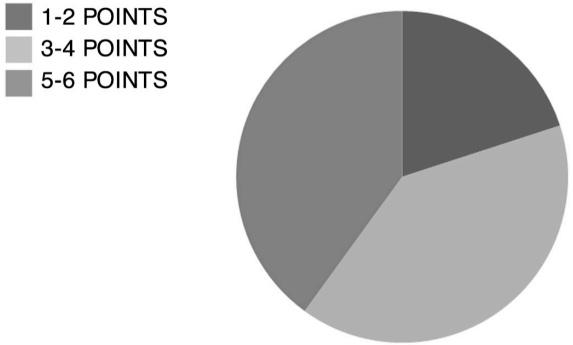
DIFFERENT KINDS OF LOCALS WITH SOME FOOD



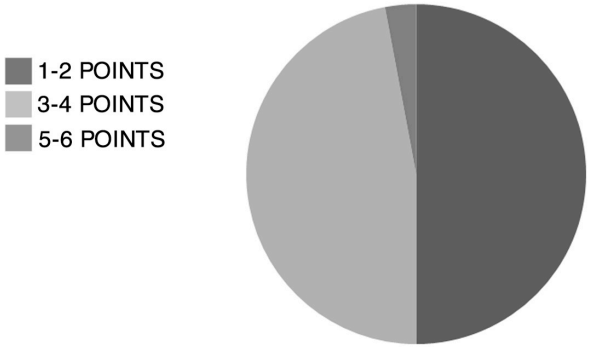
POTENCIAL OF LOCALS WITH FOOD



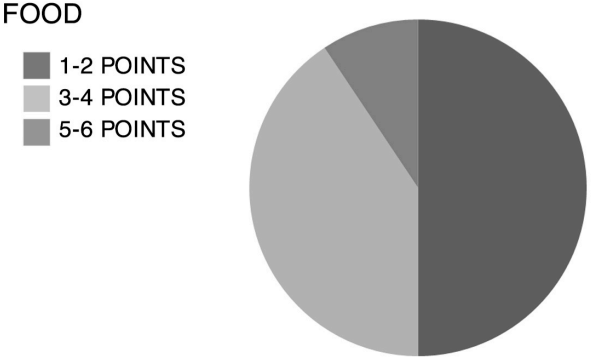
INTERIOR OF RESTAURANTS



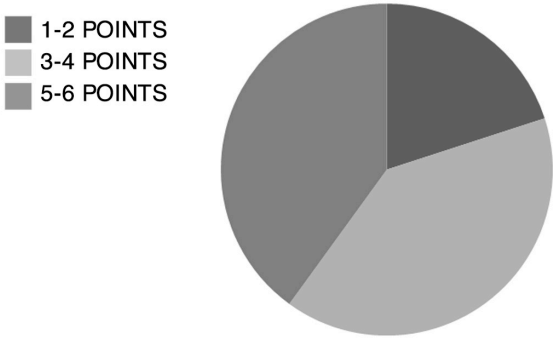
ATRACTIVENESS OF LOCALS WITH FOOD



CONSUMER INTENSITY OF LOCALS WITH FOOD

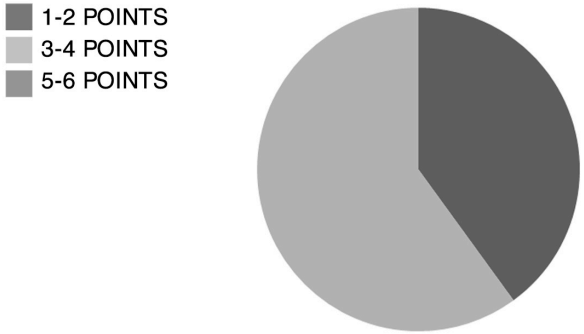


POTENCIAL OF RESTAURANTS

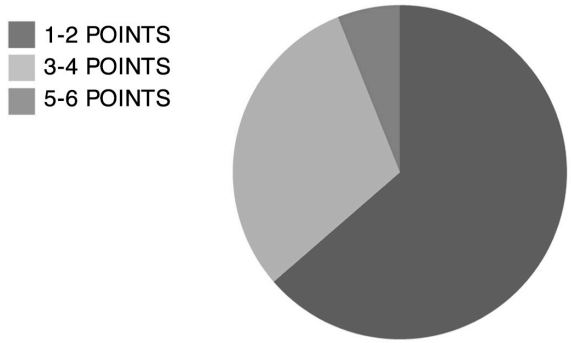


DIAGRAMS

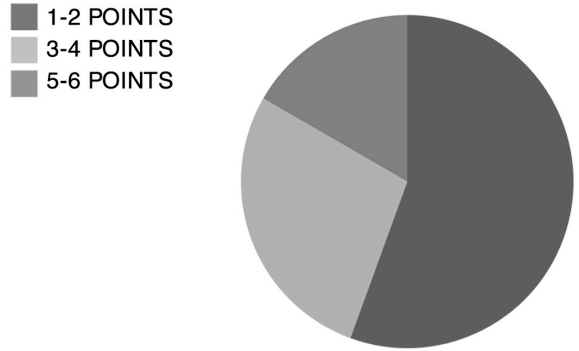
CUSTOMER INTESITY OF RESTAURANTS



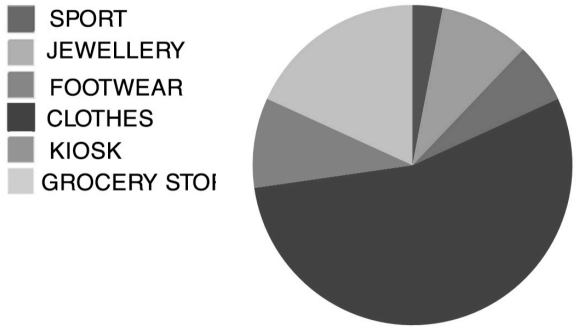
INTERIOR OF SHOPS



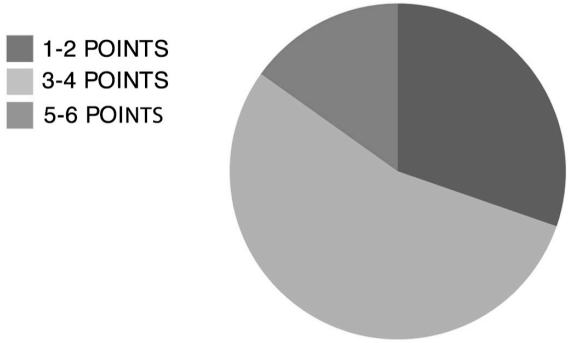
ATTRACTIVENESS OF SHOPS WITH CLOTHES



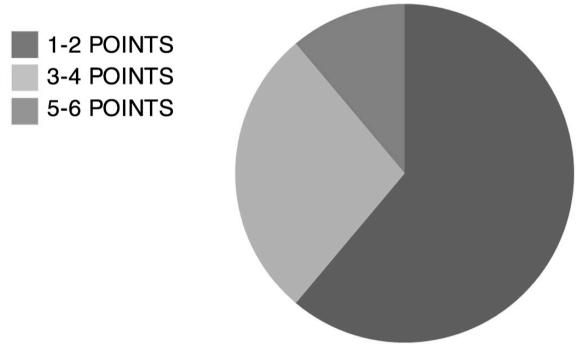
DIFFERENT KINDS OF SHOPS



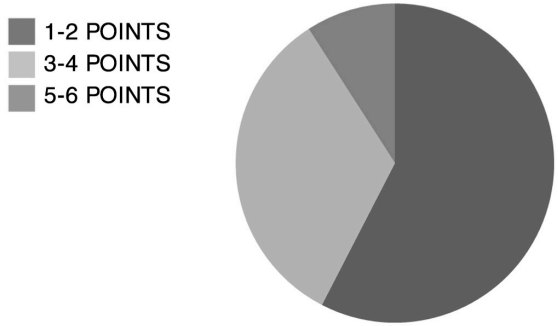
POTENCIAL OF SHOPS



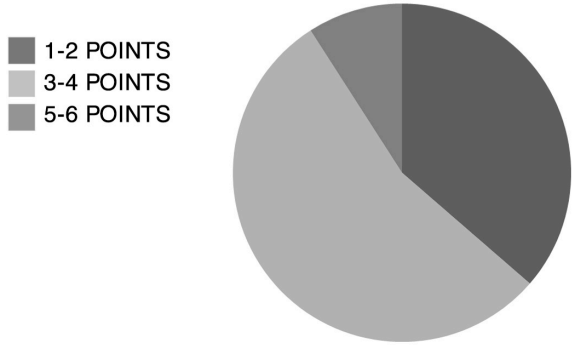
INTERIOR OF SHOPS WITH CLOTHES



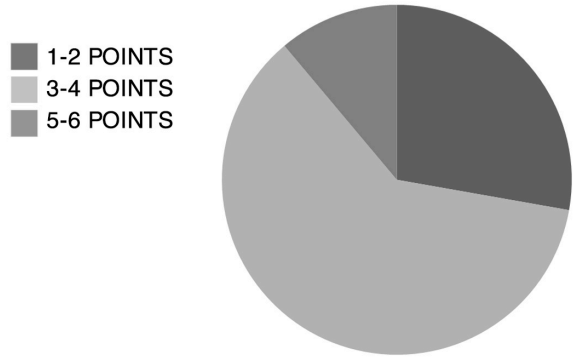
ATTRACTIVENESS OF SHOPS



CONSUMER INTENSITY OF SHOPS

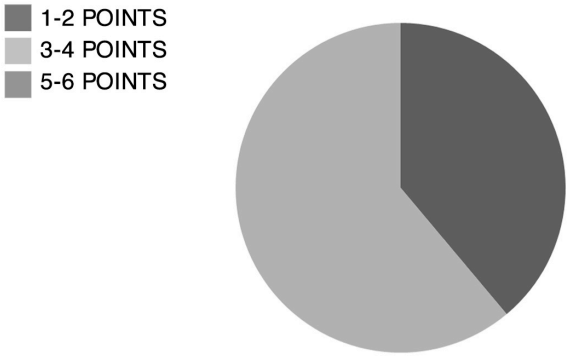


POTENCIAL OF SHOPS WITH CLOTHES

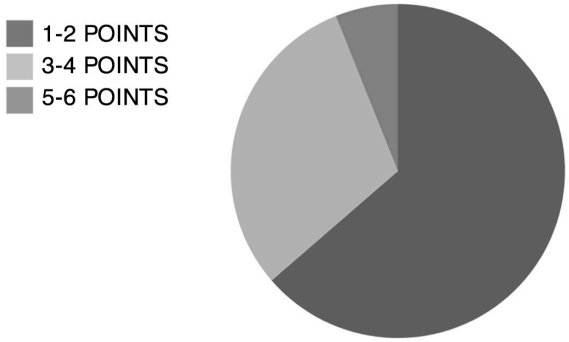


DIAGRAMS

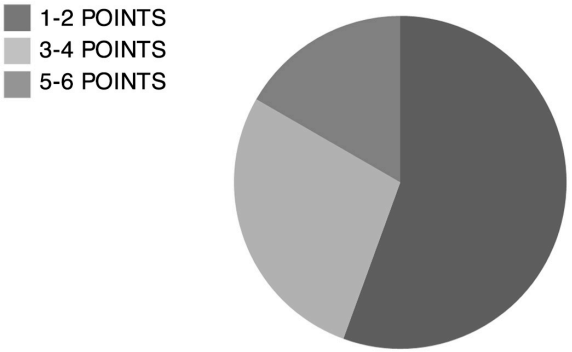
CUSTOMER INTESITY OF SHOPS WITH CLOTHES



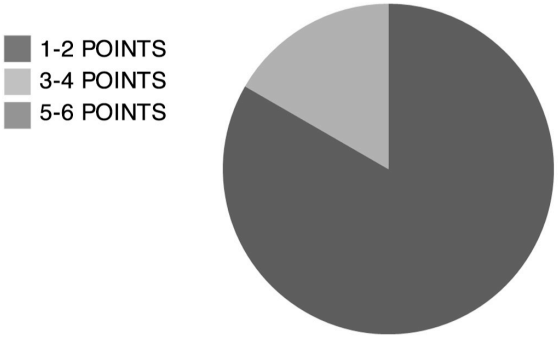
INTERIOR OF SHOPS



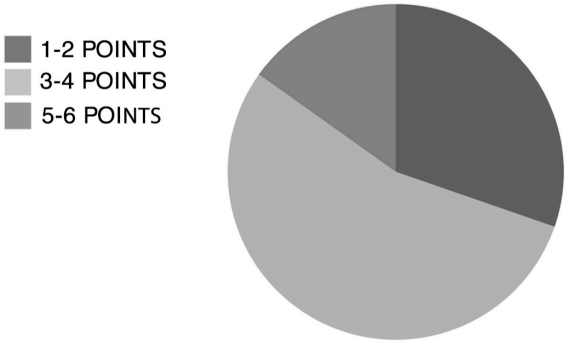
ATTRACTIVENESS OF SHOPS WITH CLOTHES



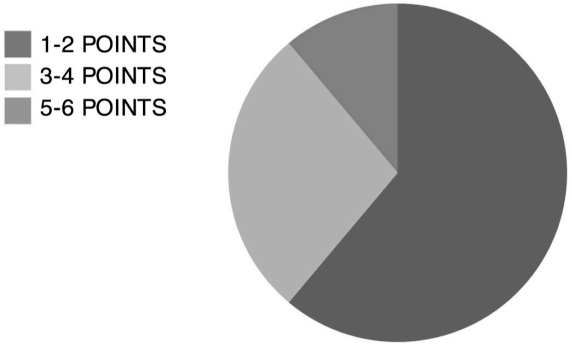
ATTRACTIVENESS OF GROCERY STORES



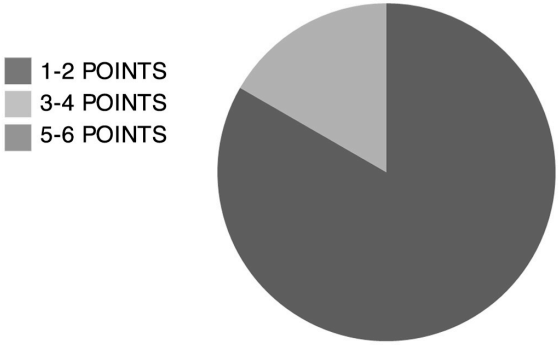
POTENCIAL OF SHOPS



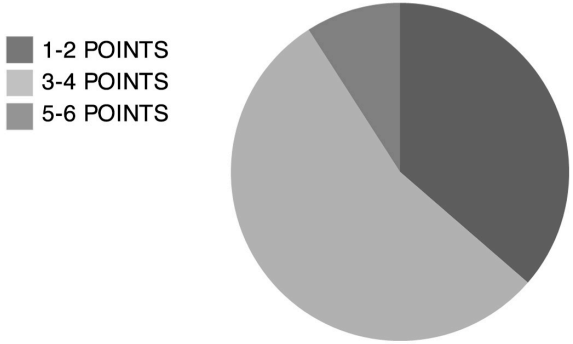
INTERIOR OF SHOPS WITH CLOTHES



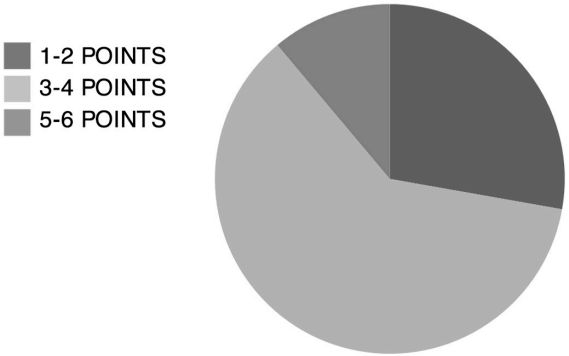
INTERIOR OF GROCERY STORES



CONSUMER INTENSITY OF SHOPS

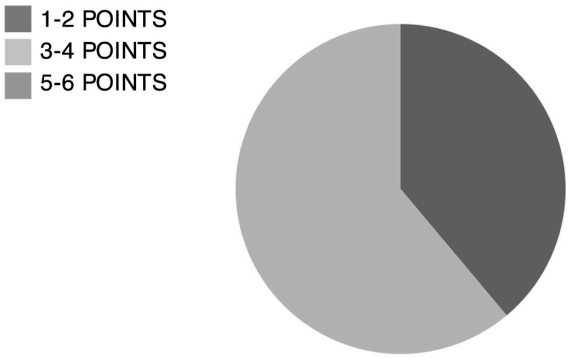


POTENCIAL OF SHOPS WITH CLOTHES

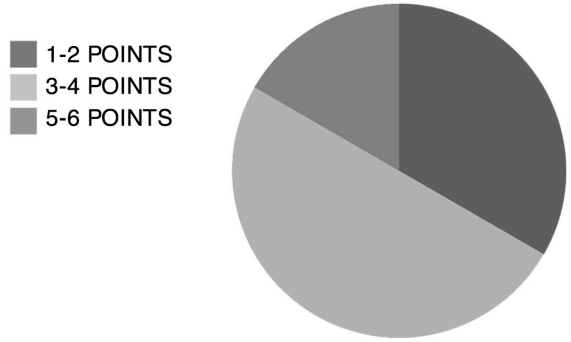


DIAGRAMS

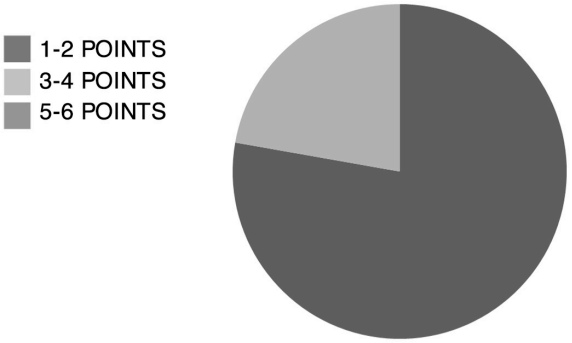
CUSTOMER INTESITY OF SHOPS WITH CLOTHES



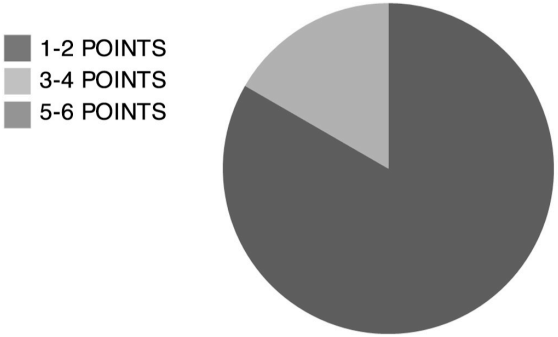
POTENCIAL OF GROCERY STORES



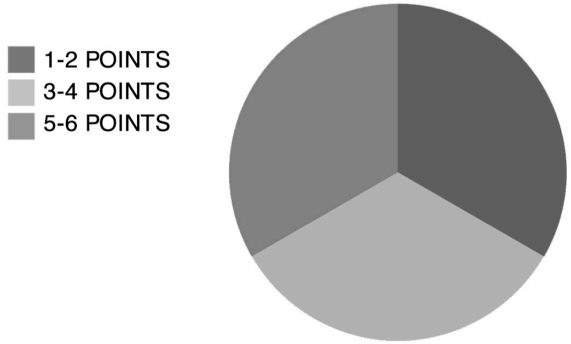
ATTRACTIVENESS OF PHONE SERVICES



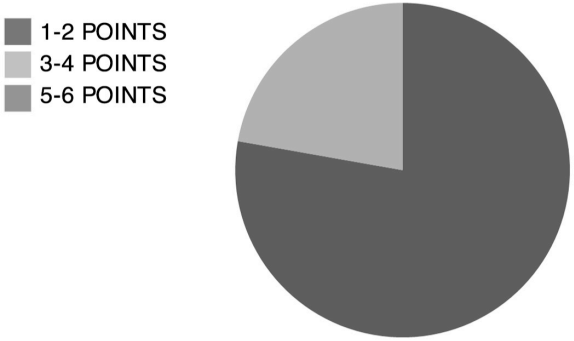
ATTRACTIVENESS OF GROCERY STORES



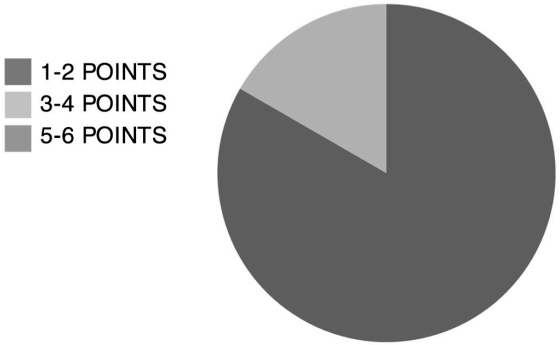
CUSTOMER INTESITY OF GROCERY STORES



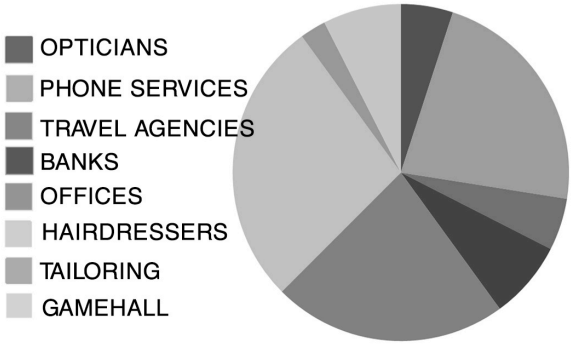
INTERIOR OF PHONE SERVICES



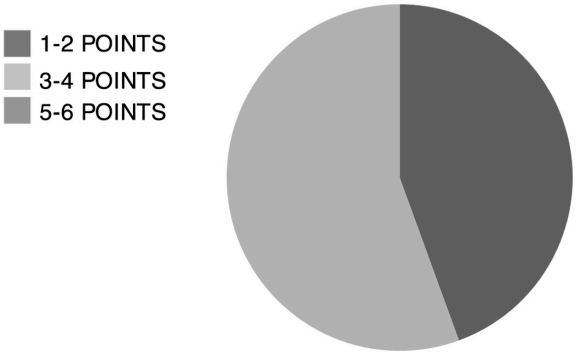
INTERIOR OF GROCERY STORES



DIFFERENT KINDS OF SERVICES

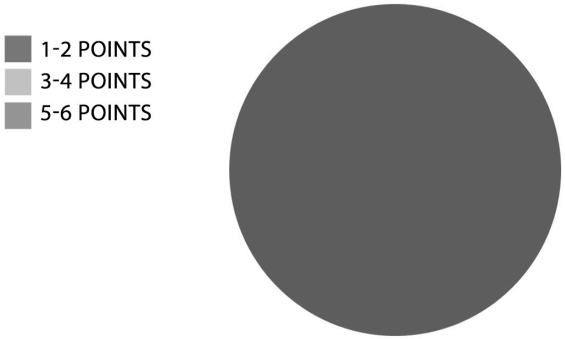


POTENCIAL OF PHONE SERVICES

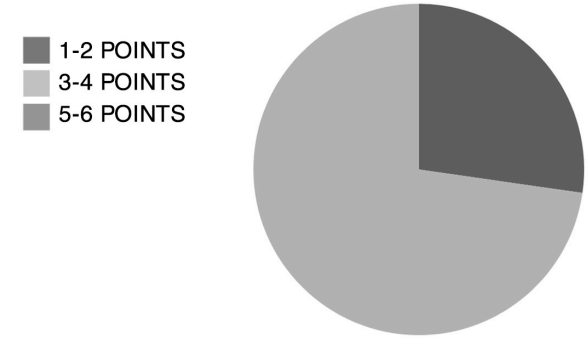


DIAGRAMS

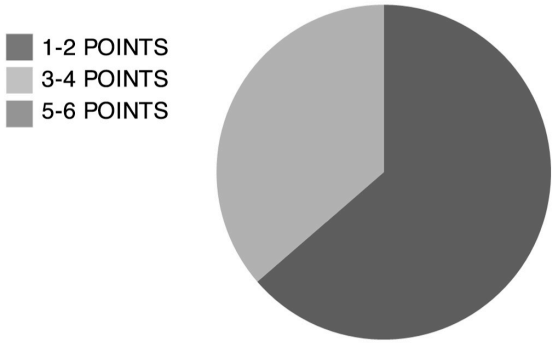
CUSTOMER INTESITY OF PHONE SERVICES



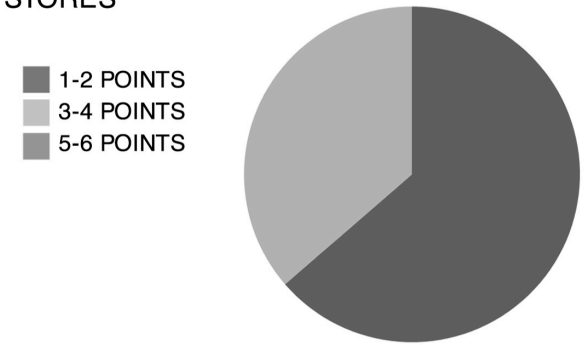
POTENCIAL OF HAIDRESSERS



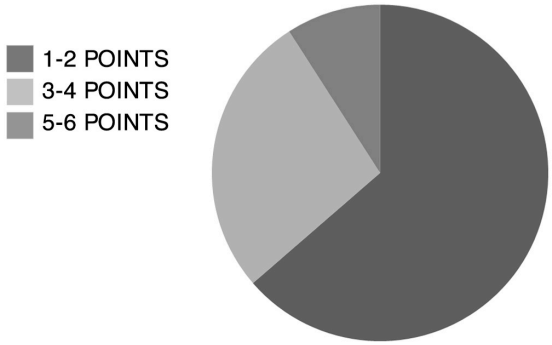
ATTRACTIVENESS OF HAIRDRESSERS

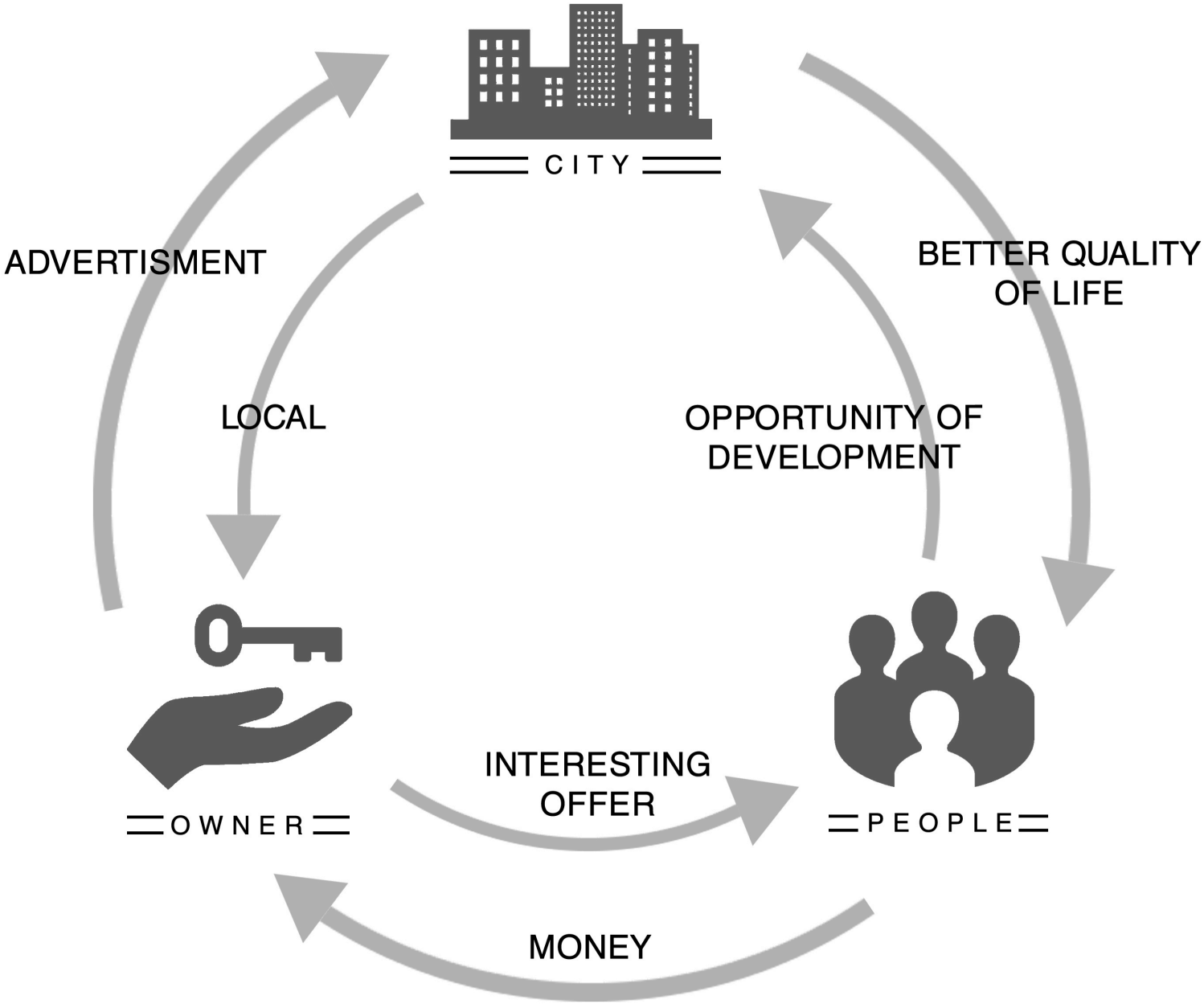


CUSTOMER INTESITY OF GROCERY STORES



INTERIOR OF HAIRDRESSERS




CITY
ADVERTISMENT
BETTER QUALITY OF LIFE
LOCAL
OPPORTUNITY OF DEVELOPMENT
OWNER
INTERESTING OFFER
PEOPLE
MONEY

STEP I : F O U N D A T I O N

STEP II : C O N T E S T

STEP III : P R O M O T I O N

STEP IV : D E V E L O P M E N T

STEP V : F U T U R E P L A N S

STEP I : F O U N D A T I O N

CREATE AN F O U N D A T I O N WHICH WILL LEAD THIS PLACE

DEVELOPMENT BY SMALL STEPS

STEP II : C O N T E S T

ORGINISE A C O N T E S T : WINNER WILL GET A LOCAL FOR FREE FOR THE FIRST MONTHS

ADVERTISMENT OF THIS PLACE AS A RETURN

STEP III : P R O M O T I O N

ORGANIZATION OF EVENTS AND SALES AS A WAY OF P R O M O T I O N

WAY TO ATTRACT PEOPLE AND SHOW THEM OFFERS WHICH THEY CAN FIND IN LOCALS

STEP IV : D E V E L O P M E N T

D E V E L O P M E N T OF BUSSINESES THAT WON THE LOCALS

THEY START TO PAY A RENT = FOUNDATION STARTS TO EARN MONEY

FURTHER D E V E L O P M E N T

STEP V : F U T U R E P L A N S

THE AREA STARTS TO BE AN ALTERNATIVE PLACE FOR MAIN CONSUMER STREAM

MORE OWNERS START TO BE INTERESTED IN ENTING LOCAL THERE

FOUNDATION WILL EARN ENOUGH MONEY TO START TO RENOVATION
OF LOCALS AND STREET