

# Europa Viertel Boulevard Masterplan

*Design evaluation and pedestrian movement consulting for a new 1.2km Boulevard in central Frankfurt*

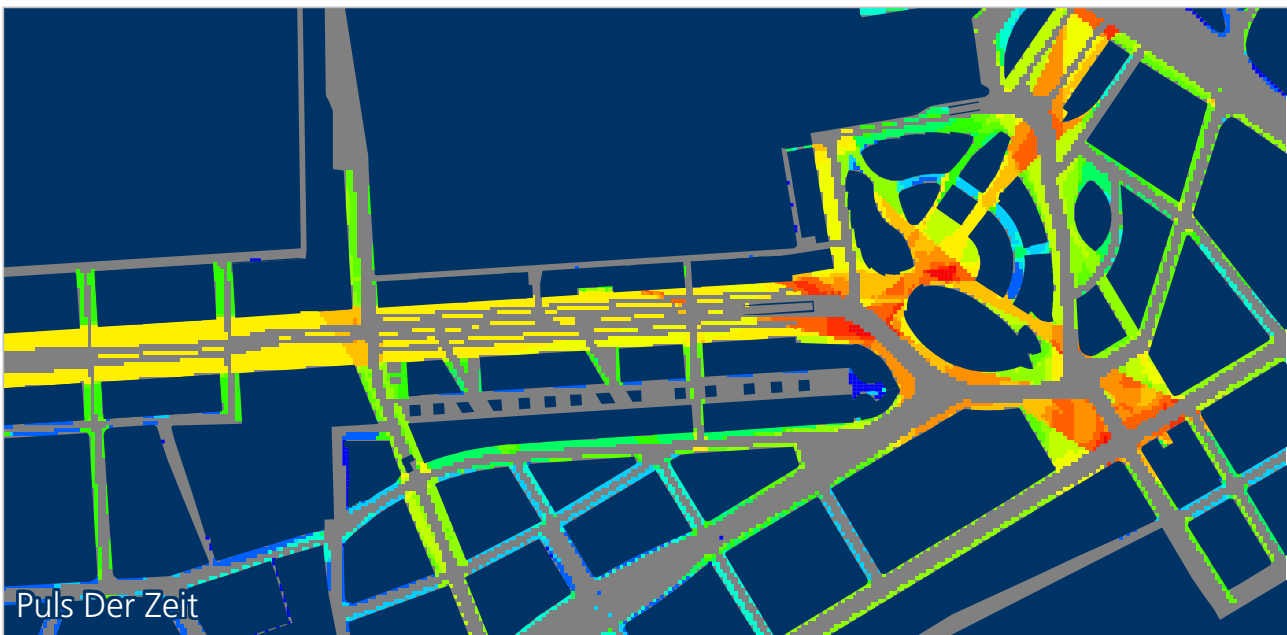
CLIENT	VIVICO REAL ESTATE
PARTNER	PLANPOOL
LOCATION	FRANKFURT, GERMANY
YEAR	2001

As part of the European Quarter development on the former goods yards in central Frankfurt, Vivico Management GmbH is developing a 60m wide Boulevard along the 1.2km long East-West axis of the site. The masterplan aims to create an urban space lined with buildings, with a mixture of office and residential uses, and cafes and shops for the creation of a lively public space at street level.

Vivico commissioned Intelligent Space to provide a pedestrian strategy report evaluating four design options for the public space of the Boulevard, in order to identify their advantages and disadvantages. For this evaluation, visibility, accessibility and pedestrian capacity were analysed using computer modelling tools. Comparative data about public space design were taken from a sample of existing European Boulevards. These case studies were used to identify best practice examples from existing streets of a similar scale.



Computer model of masterplan by Vivico



Visibility of pedestrian space in one of the design options