

we develop **your** project.

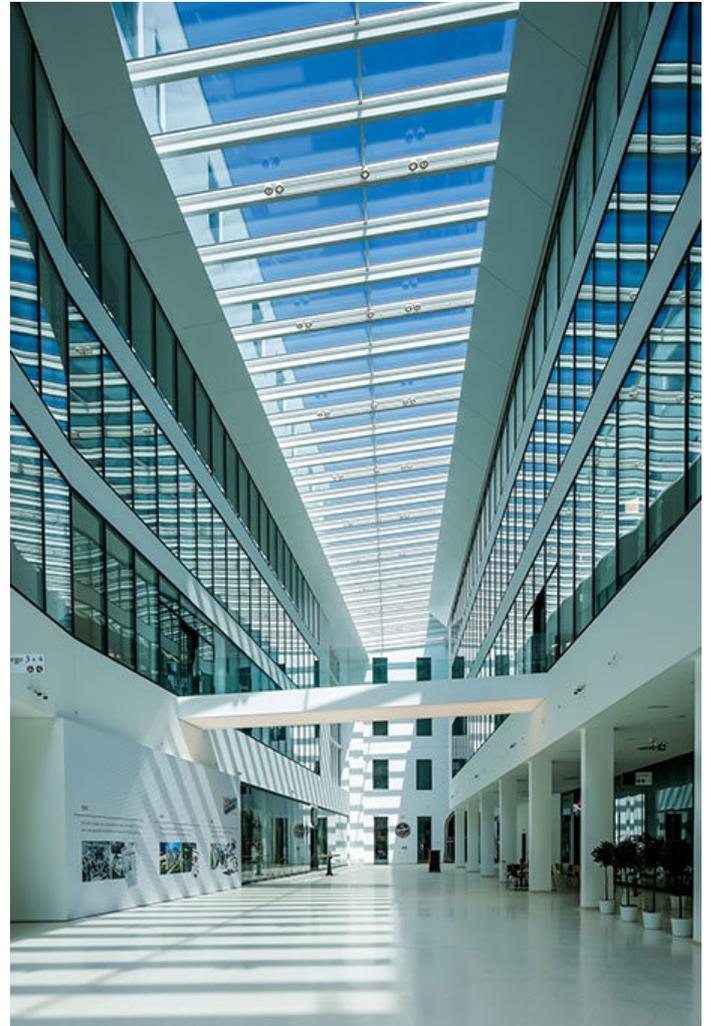
Invigorating central Linz

The multifunctional pedestrian passage offers optimal benefits while securing the long term viability of the site. The Promenaden Galerien are home to 13,000 square meters of office space and 1,720 square meters of shops as well as restaurants, 54 rental apartments, a budget hotel, and an event space with a capacity of 200 seats.

In its role of service developer Redserve has been developing the new downtown complex in Linz since 2010. The site, which covers a total of 11,900 square meters, is close to the center and bordered by Steingasse (to the south), Herrengasse (to the east), and Promenade (to the north).

The objective was to find a new use with which to fill the property, most of which had been vacant for many years. An initial expert-supported location and market analysis concluded that a multifunctional center was the most promising concept. The subsequent economic appraisal and cost calculations underlined the economic potential of the Promenaden Galerien. During this process Redserve supported the client with well-founded advice which provided decision-making bases for the project idea and for the implementation of this idea in the shape of a planning and execution process.

Consisting of offices, quiet rental apartments, and needs-oriented shopping and restaurant areas the benefits of the complex for the city and its residents are paramount. The heart of the project is the new city center headquarters of the OÖNachrichten with its multimedia newsroom for 200 employees. A design budget hotel with 129 rooms, and a 200-seat events space which can also be used as a cinema



Photos: OÖNachrichten/Husar, Halle 1/Renderwerk

complete the facilities offered by the Promenaden Galerien.

As a subsidiary of ATP, Redserve can turn to the know-how of 750 architects and engineers in all fields of design, construction, and building services. In other areas, however, Redserve meets its responsibility as a service developer by acting independently of all design consultants. For example, it accompanies architectural competitions and the optimization of winning concepts as a means of safeguarding the interests of the client in the execution management process.

A future-oriented operational concept was also drawn up in order to guarantee the long-term economic success of the complex. Today, the Promenaden Galerien are a successful urban symbiosis of aesthetics, functionality, and cost-effectiveness.

Promenaden Galerien

Location: **Linz, Austria**

Volume: **11.900m² LA | 38.000m² GFA**

Time frame: **2010 - 2016**

Our project services

M1: Location Study and Market Analysis

M2: Pre-Feasibility Study

M3: Product Concept

M5: Design management

M6: Owners Advisory

M7: Consultant Selection Procedure

M8: Execution management

M12: Operator Concept

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