



Was ist ein Urban Entertainment Center? Das Frankfurter Palais Quartier (German Edition)

Daniel Hamann

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Essay aus dem Jahr 2009 im Fachbereich Geowissenschaften / Geographie - Bevölkerungsgeographie, Stadt- u. Raumplanung, Note: 2,0, Johannes Gutenberg-Universität Mainz, Sprache: Deutsch, Abstract: Unter einem Urban Entertainment Center (UEC) versteht man eine Weiterentwicklung des Einzelhandelsimmobilientyps Einkaufszentrum, das durch thematisch integrierte Freizeit- und Unterhaltungsangebote erweitert wird.

Die Entwicklung der modernen UEC basiert auf der Krise des klassischen Einzelhandels. Beginnend in den 1960er und 1970er Jahren ging der Trend daher hin zu Einkaufszentren, wo dem Konsumenten unter einem Dach zahlreiche verschiedene Geschäfte angeboten wurden. Klassische Ausformungen von Einkaufszentren bestehen aus einem Hauptlaufweg in der Mitte mit je einem Ankermieter an jeder Seite. Diese Form wird auch „Hundeknochen“ genannt. Einkaufszentren sind in der Regel geschlossene Gebäude mit zahlreichen PKW-Stellplätzen. Wirtschaftlich gesehen ziehen die Ankermieter die Kundschaft an, die wesentlichen Mieteinnahmen werden über die kleineren Geschäfte dazwischen generiert.

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