



## Campus Mixed-Use

REAL ESTATE STRUCTURES IN THE INTERSECTION  
OF THE HORIZONTAL AND THE VERTICAL CITY

# 11 Executive Summary

## Definition:

Campus Mixed-Use is a type of project development with at least two high-rise buildings, which are architecturally connected in different ways and combine different forms of use. The positive synergies of these different forms of use are optimised as best as possible.

## Historical urban background:

Result of the historic development from a car-friendly city towards a compact city as well as re-urbanisation. Campus Mixed-Use acts as a blueprint for the development and implementation of the widely preferred district concept. The resulting network creates new communication structures, opens up areas close to the city centre and defines new micro-cosmic cultural patterns, which support Campus Mixed-Use structures and sustainably shape them.

## Types of mixed-use:

Vertical Mixed-Use, Mixed-Use district developments, Horizontal Mixed-Use, Campus Mixed-Use

- Campus Mixed-Use combines features of vertical mixed-use and district development
- Implementation of the increasingly popular concept of vertical living

## Landmark character:

Campus Mixed-Use developments are defined by an outstanding appearance. Location, architectural composition and other exceptional features lead to the creation of regional or national landmarks through Campus Mixed-Use.

- Example: waterfront developments, outstanding height

## Forms of use:

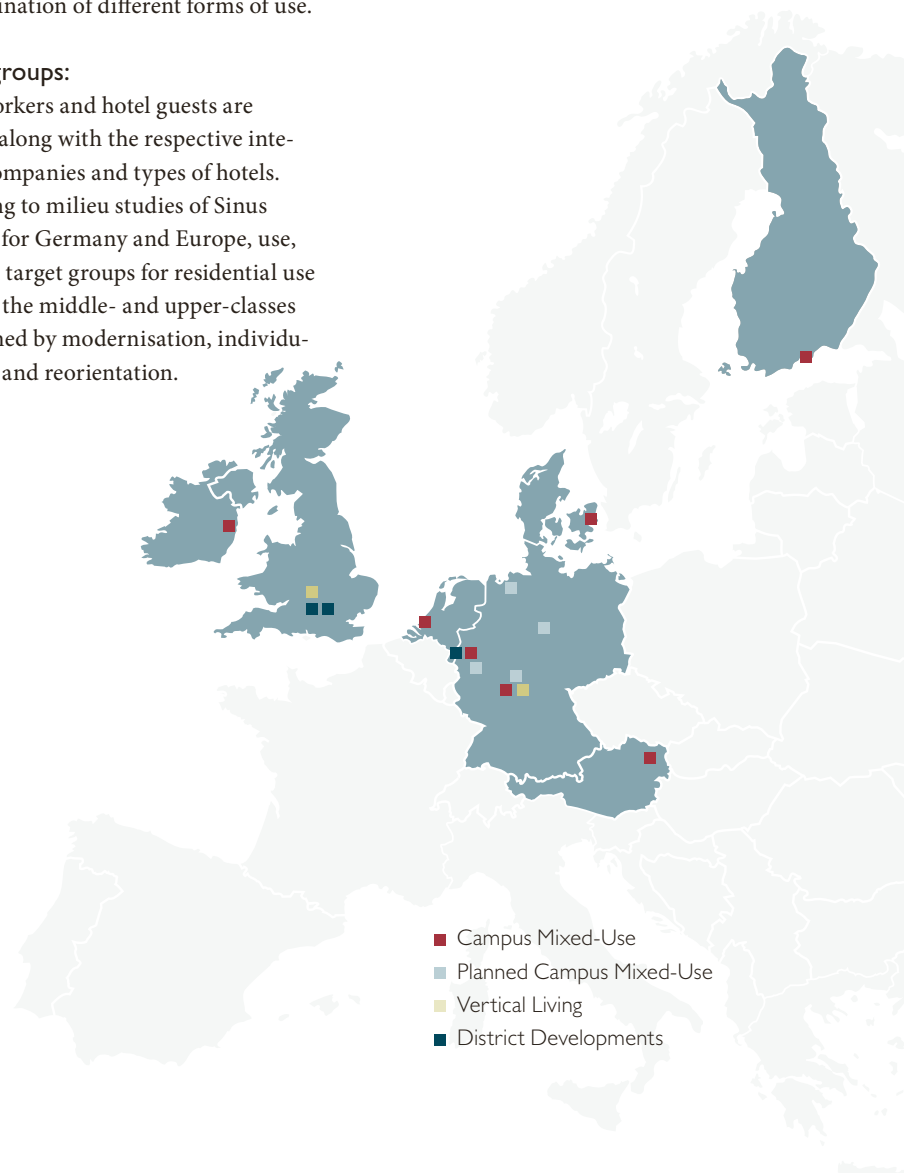
- Offices, residential use, shopping centres or hotels as main forms of use
  - At least 2 per project
  - Each with at least 30% share of the whole project
- Supporting forms of use as in restaurants, food retail and small-scale retail, parking
- Public use as in green areas, public spaces and playgrounds. Schools, medical practices and childcare facilities are also included.
- Digital connectivity is an important part of a modern project development and can be implemented due to the combination of different forms of use.

## Target groups:

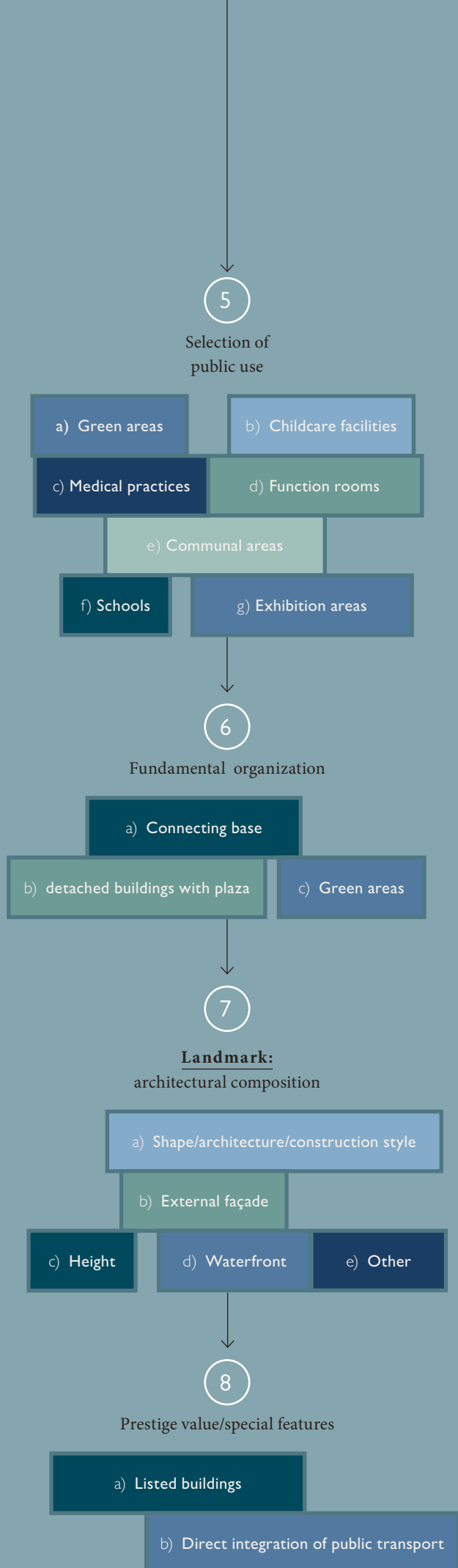
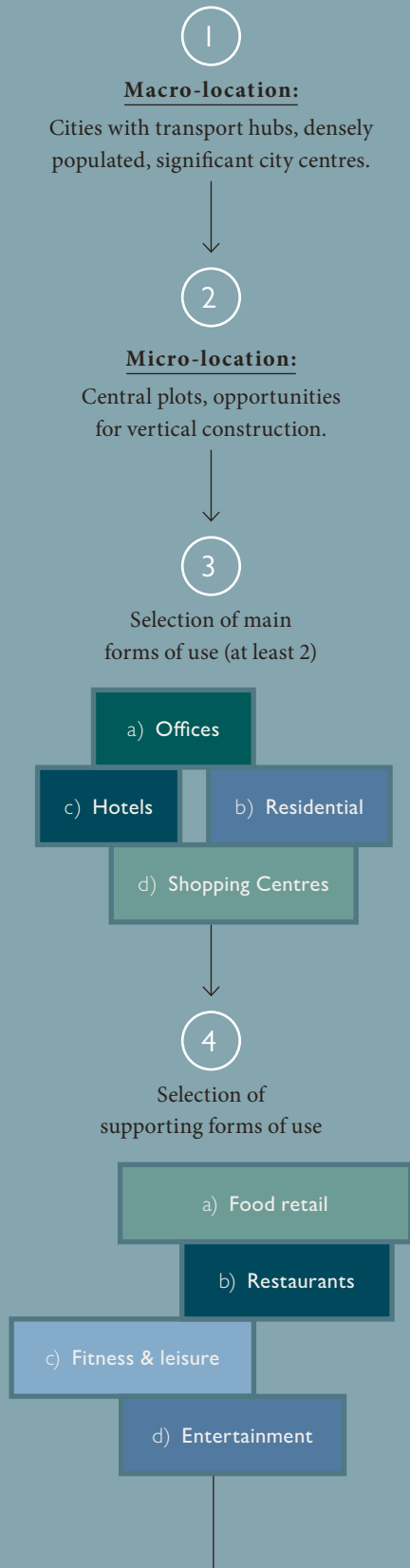
Office workers and hotel guests are targeted along with the respective integrated companies and types of hotels. According to milieu studies of Sinus Institute for Germany and Europe, use, the main target groups for residential use are from the middle- and upper-classes and defined by modernisation, individualisation and reorientation.

## Location:

- Macro-location: Mostly A-locations, although the first projects in B-locations are being announced.
  - Micro-location: Central locations in proximity to transport hubs and main roads are most suitable for Campus Mixed-Use structures.
1. Campus Mixed-Use
  2. Planned Campus Mixed-Use
  3. Vertical Living
  4. District Developments



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