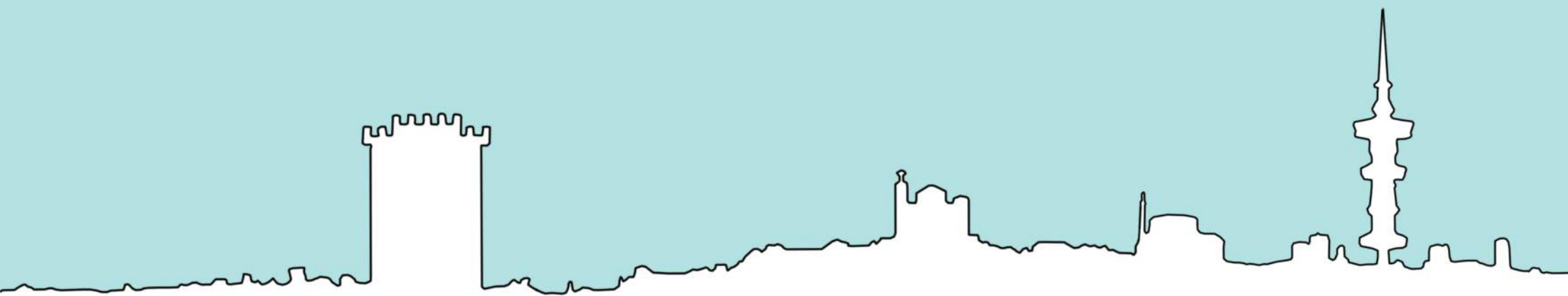
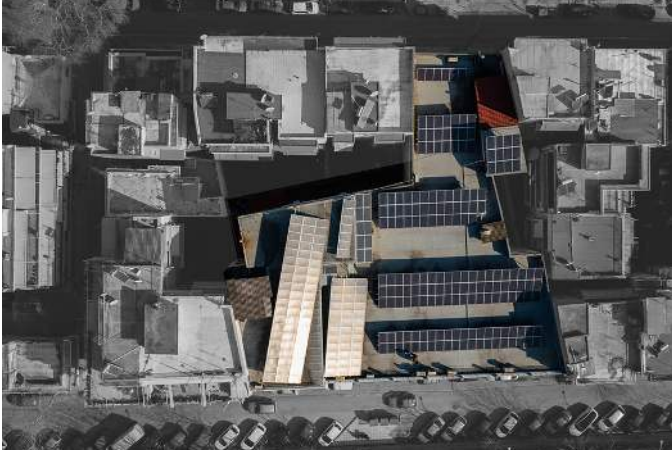


# THESSALONIKI

## WEST SIDE STORY





## west

The area in the northwest outskirts of Thessaloniki has been the entry point to the city since Roman times. In addition to its urban character, commerce and entrepreneurship flourished in the area due to its proximity to the city's port, main roads, and the railway station.

Based on the above, as well as the city's need for expansion, the western part is being integrated with the center.

Crucial investments, both by private individuals and the public sector (squares, parks, etc.), aim at the overall development of the area.



## side

The building has two-sided exposure and is built on a plot of 1115 m<sup>2</sup> on 74 Margaropoulou Street, which defines the northern side of the railway station, while it also faces Agathonos Street.

The building consists of a basement floor of 1030 m<sup>2</sup>, four levels (ground floor, 1st floor, 2nd floor, and 3rd floor) with a total area of 4120 m<sup>2</sup>, and a flat roof with enclosed spaces covering an area of 294 m<sup>2</sup>.

The load-bearing structure of the building is constructed of reinforced concrete based on a strict grid.

The main facade is oriented southwest, which, combined with the significant distance from the opposite buildings, ensures sunlight throughout the year.



## story

The building was constructed in 1961, initially intended to be used as a tobacco warehouse.

Its first use didn't last long, and it quickly converted into a school. Since 1987, is housing the clothing industry 'NEWLOOK FASHION'.

All uses had high demands on the structure, function and stability of the building.

According to Greek regulations, the seismic category the building belongs, able to house industrial space, is identical with the requirements for its operation as a hotel.





**Old Town**, also known as Ano Poli, is a historic district situated on the highest point of the city. Characterized by narrow cobblestone streets, traditional houses, and Byzantine-era walls.



**Sights** of the city belong to various eras (Ancient Greek, Roman, Byzantine, Ottoman) and now are an integral part of its contemporary form.



**Coastal section** of the city from the port to the music hall, with a length of 6 kilometers, is the most important relaxation spot of the city and offers a variety of outdoor activities.



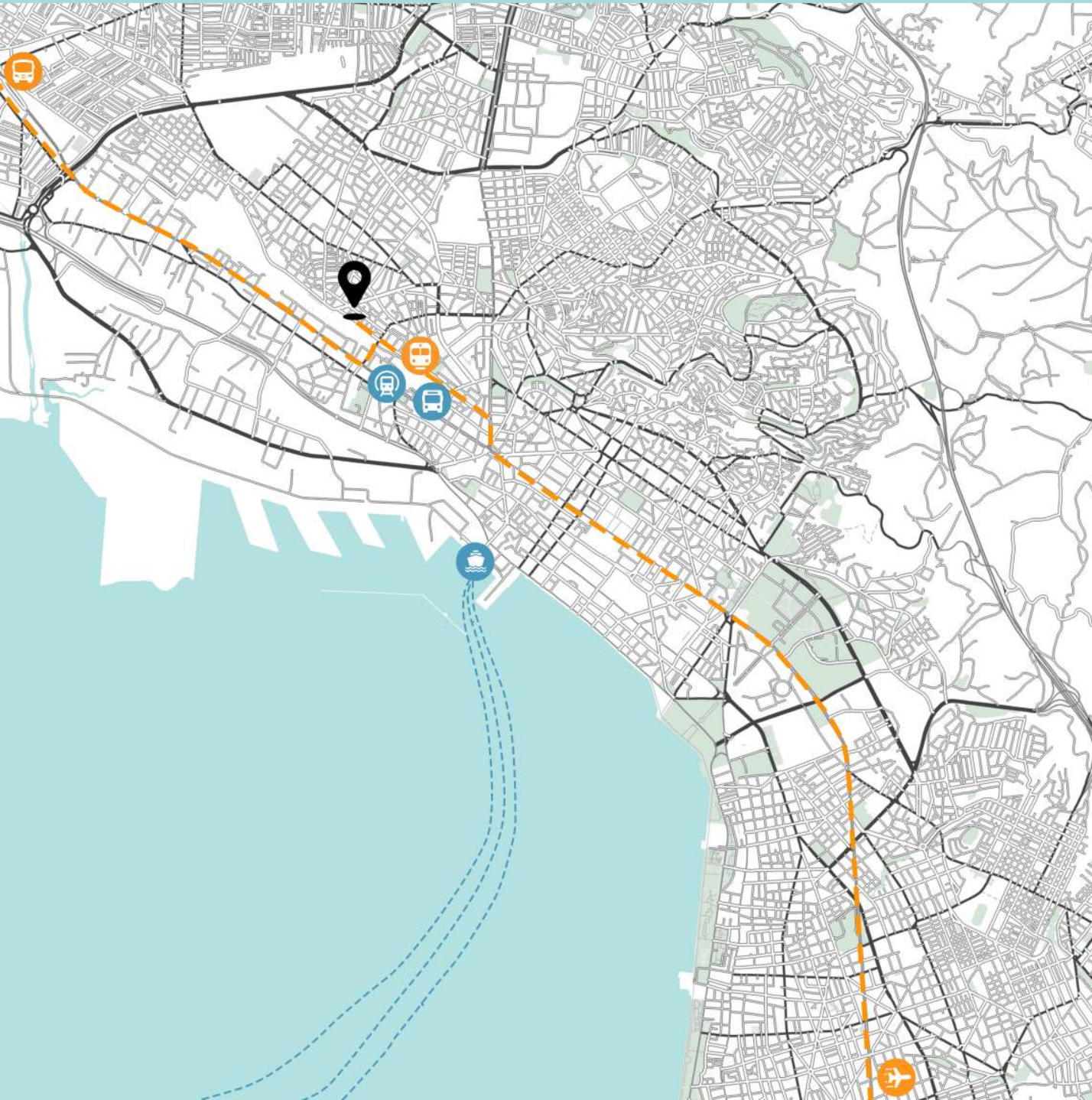
**International Film Festival** every November is a significant cultural event about cinema worldwide. The city hosts a variety of cultural events throughout the year.



**Gastronomy** of the city combines influences from both Eastern and Western cuisine creating a unique variation known for many local delicacies.



**Nightlife** in Thessaloniki is known for its youthful character due to the largest university campus in the country, offering a variety of entertainment options.



**Local transportation**



Bus station | 0,7km



Subway | 0,7km

**National transportation**



Port | 2,1km



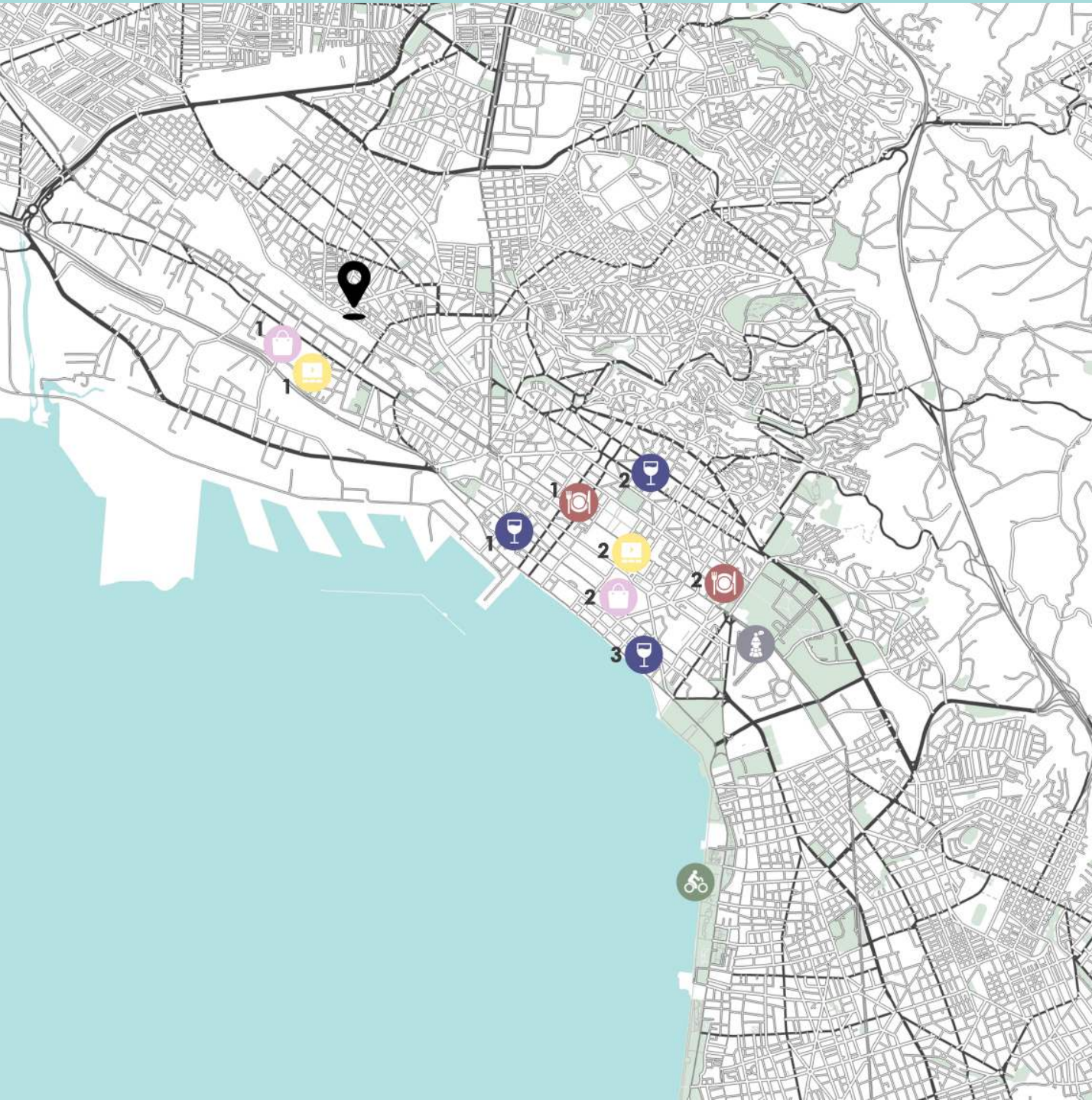
Station "MAKEDONIA" | 2,4km



Railway | 0,7km



Airport "MAKEDONIA" | 18km



- 1. Agora Modiano | 2,5km
- 2. D. Gounari Str | 3,1km



- 1. Ladadika | 2,5km
- 2. Olympou Str | 2,3km
- 3. Nikis Str | 3km



- 1. One Salonica mall | 1,2km
- 2. Tsimiski Str | 3km



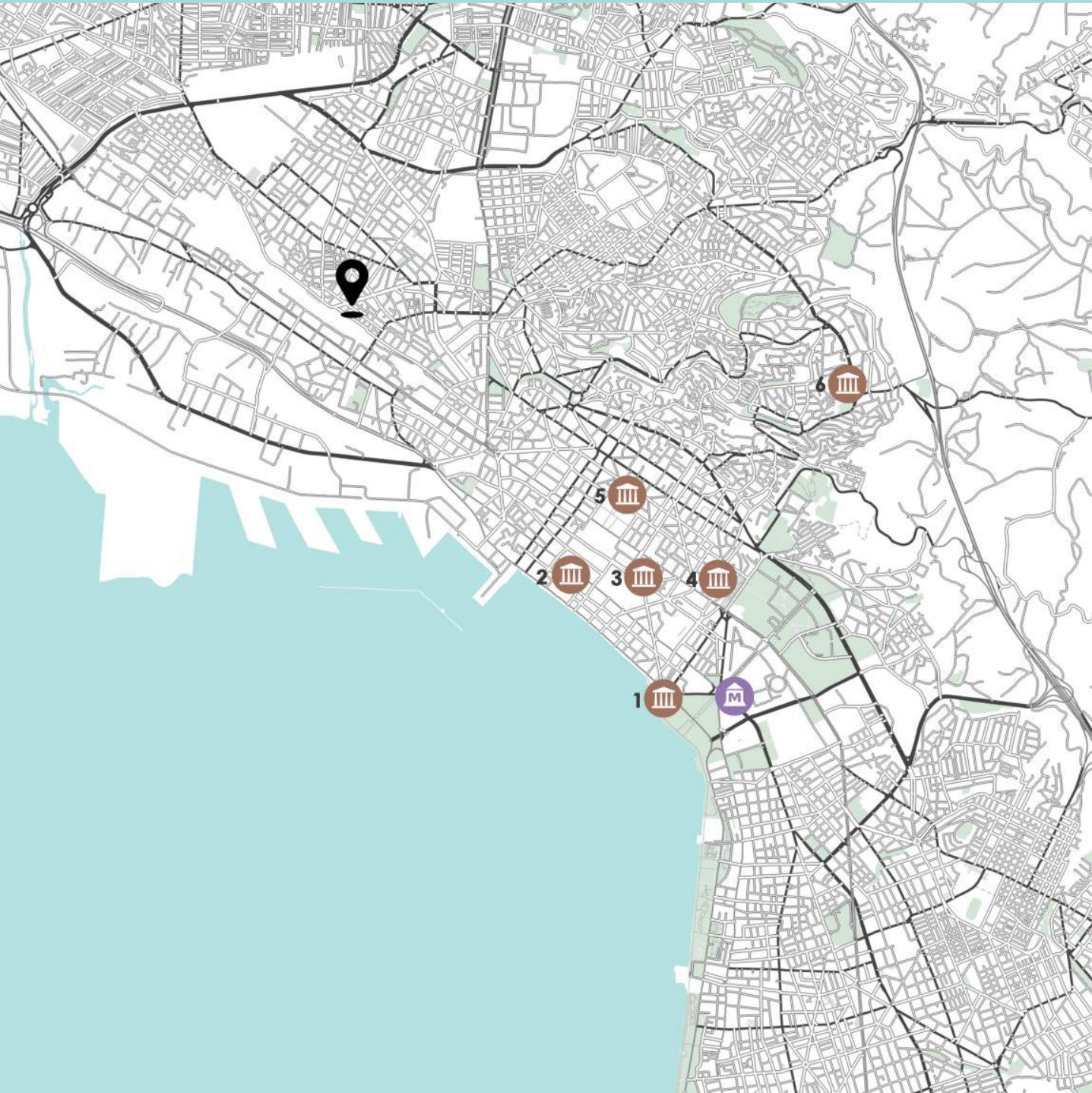
- 1. Cineplexx Cinema | 1,2km
- 2. Odeon Cinema | 3km



HELEXPO Center | 4,1km



Coastline activities | 4,5km



**Sights**



1. White Tower | 4,5km



2. Aristotelous Square | 2,5km



3. Agia Sofia | 3,1km



4. Rotonda | 3,1km



5. Roman Forum | 3,1km

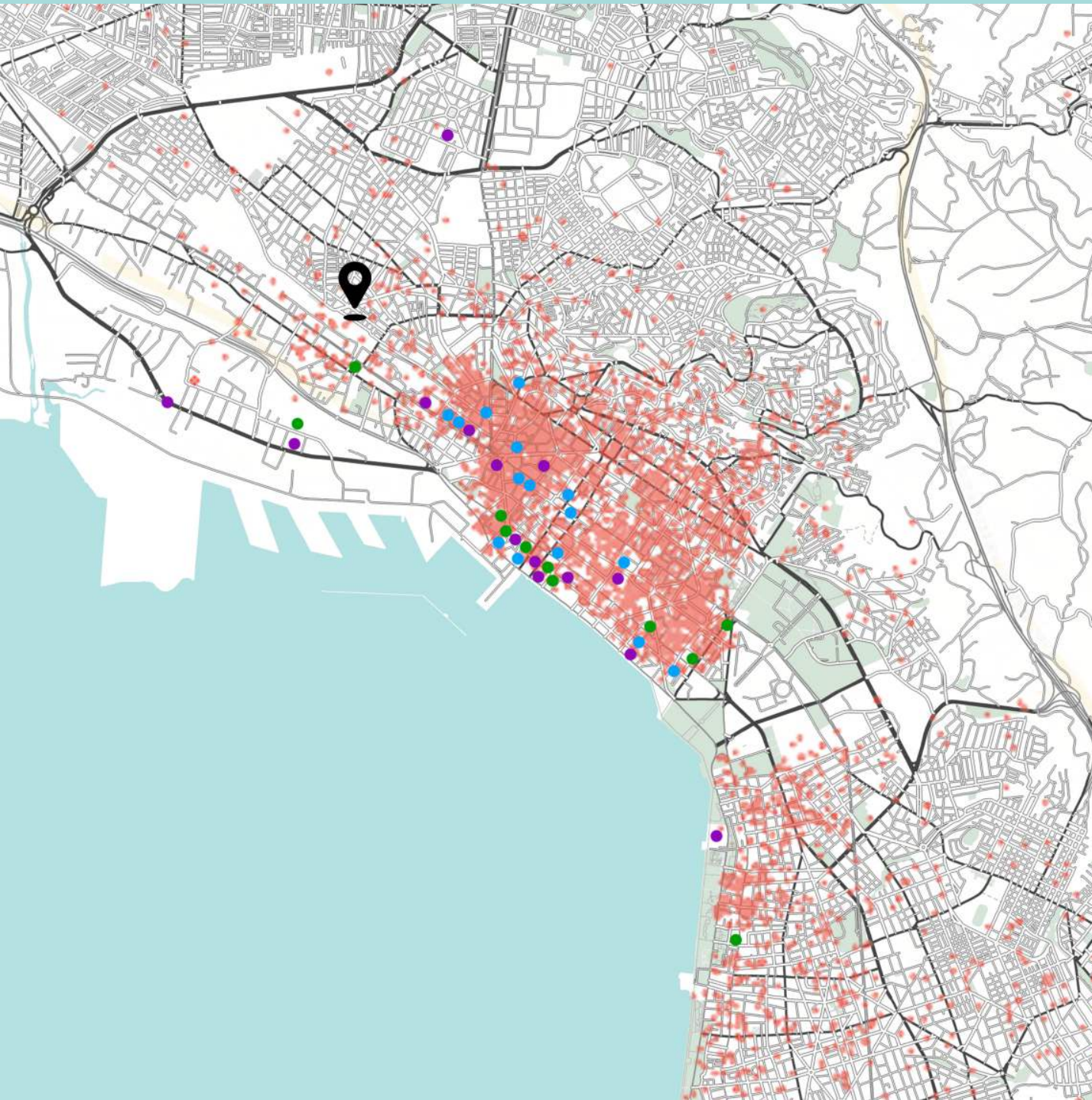


6. Eptapyrgio | 3,8km

**Museums**



Vyzantine, Archeological | 3,7km

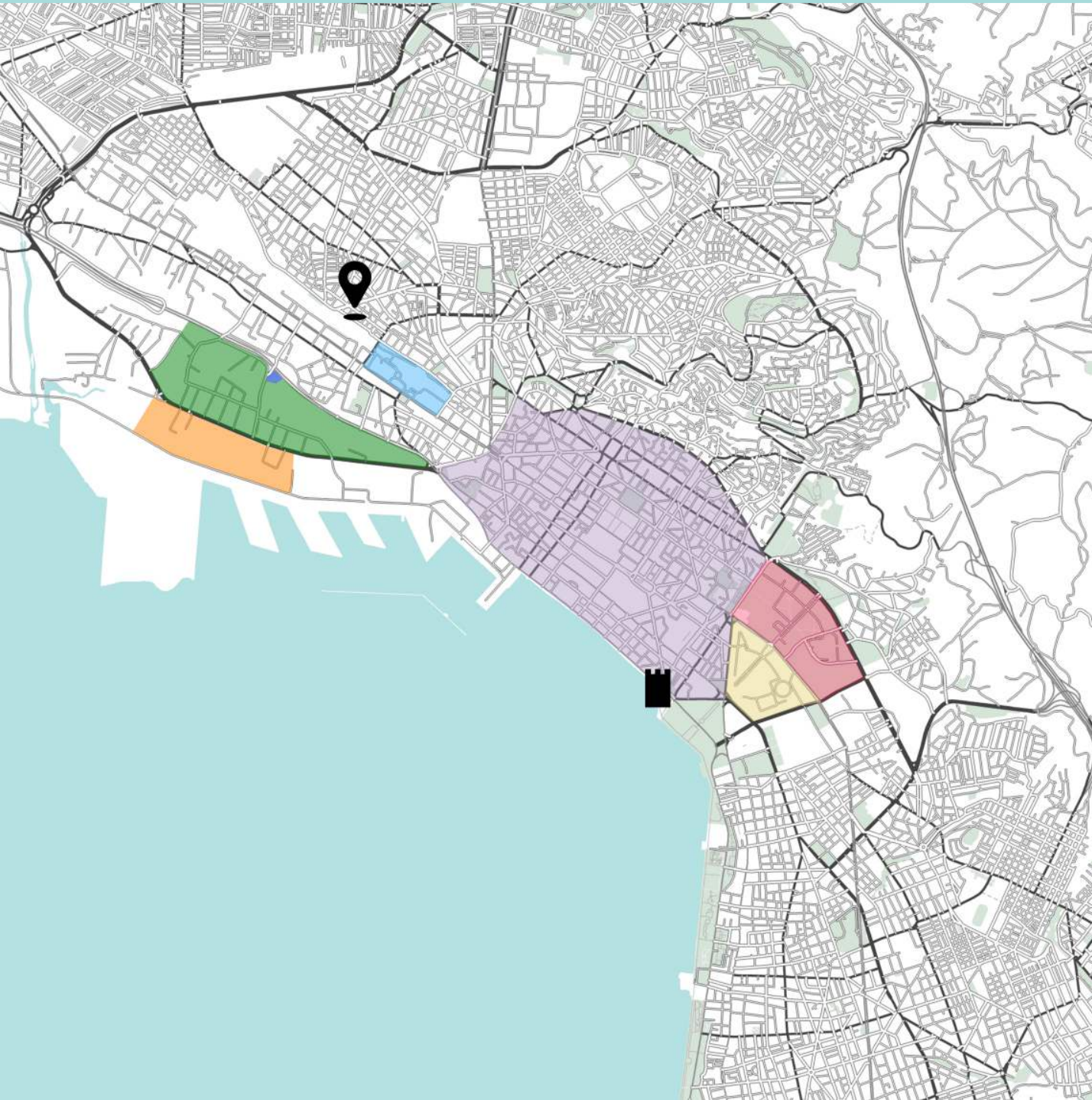


The accommodation sector in Thessaloniki is dynamic and competitive, considering the fact that the traffic of airport "MAKEDONIA" increased in 2023 by 18,7% compared to 2022 and reached the total amount of 7.029.957 passengers.  
*(Source: FG Traffic Data Management)*

Establishments continuously striving to attract guests by offering value, quality, and unique experiences.

**Memo**


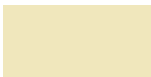



-  5\* Hotels
-  4\* Hotels
-  3\* Hotels
-  AIRBNB



**Thessaloniki's west section** boasts several advantages due to its strategic location and potential for growth, has seen significant urban development in recent years. This includes the construction of residential complexes, commercial centers, and cultural institutions, enhancing the quality of life for residents and visitors.

Overall, the west section of Thessaloniki benefits from its strategic location, offering a mix of economic opportunities, transportation access, waterfront amenities, urban development, and cultural attractions.

### Memo

-  City Center
-  Aristotle University Campus
-  HELEXPO Conference Center
-  Railway station
-  New business district area
-  New Holocaust Museum
-  Waterfront Development

New Holocaust Museum



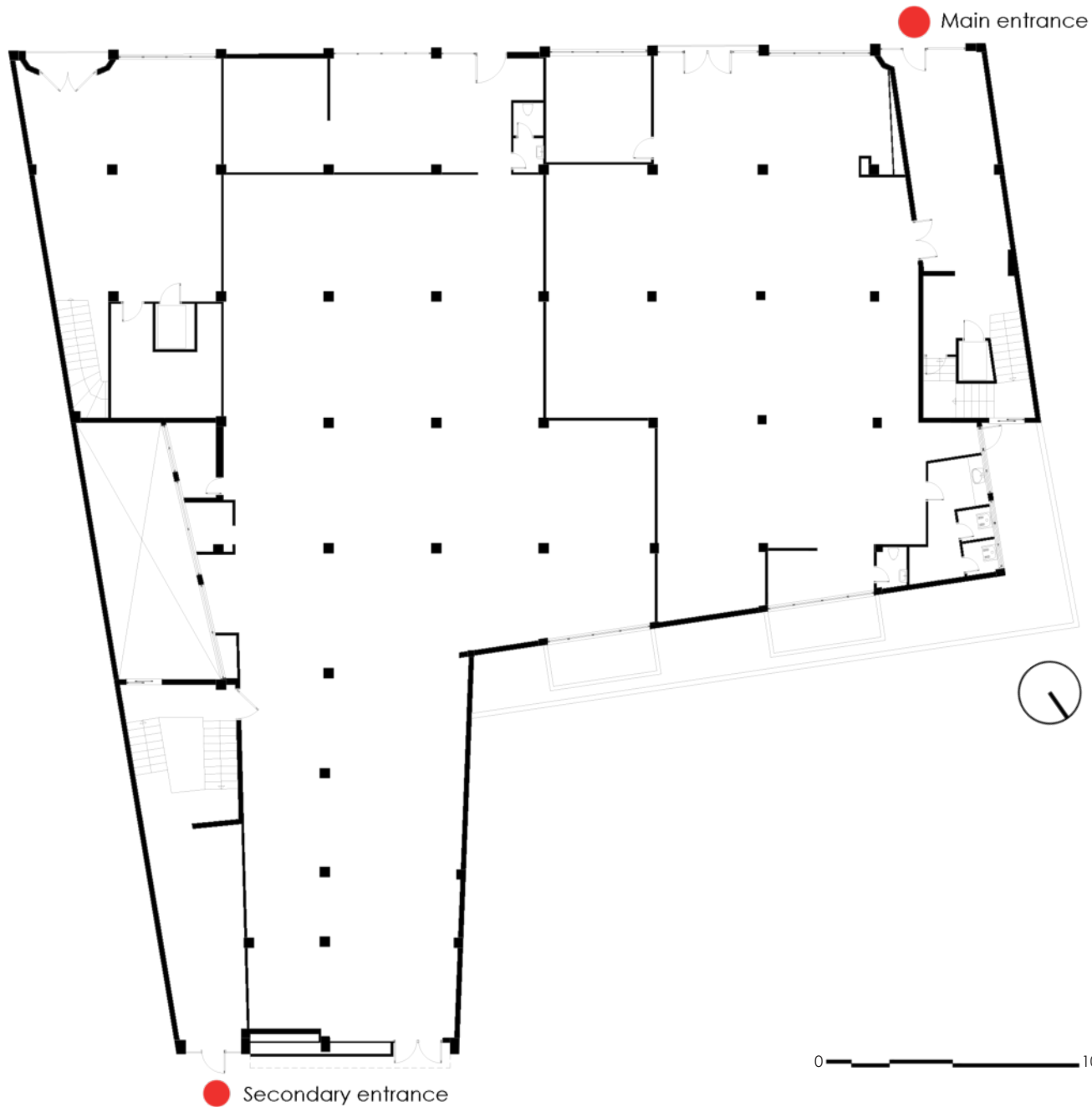
Waterfront Development



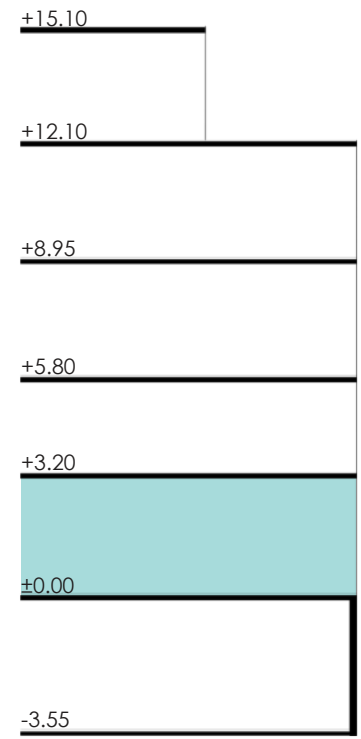
New HUB





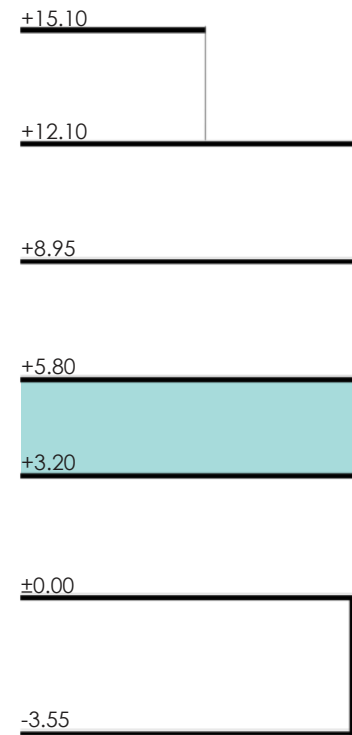


**Ground Floor**  
Built area: 1.030 m<sup>2</sup>

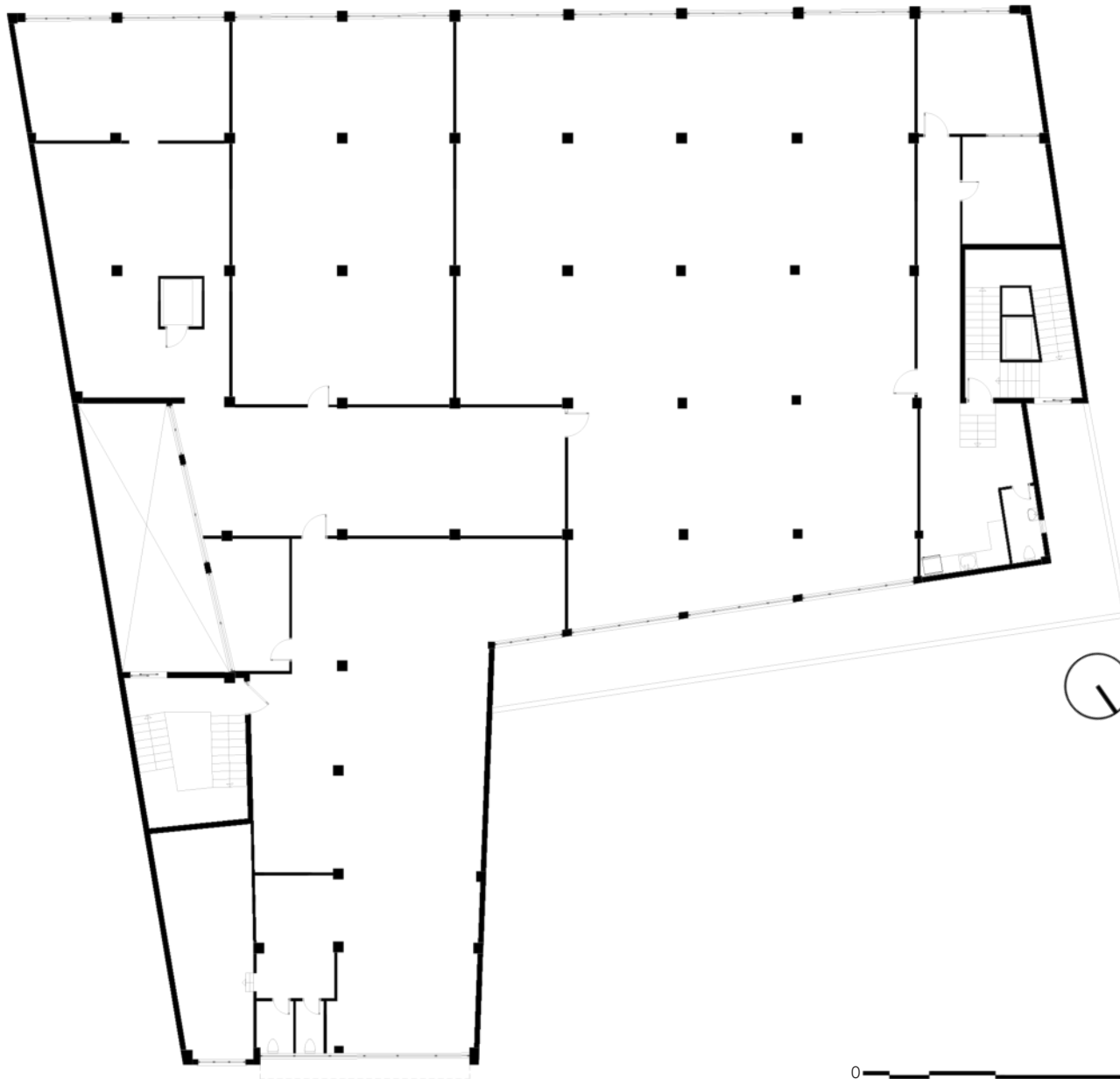




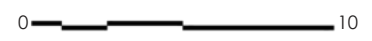
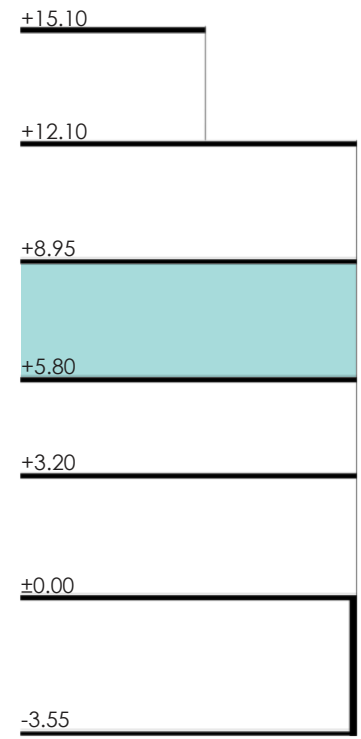
**First Floor**  
Built area: 1.030 m<sup>2</sup>



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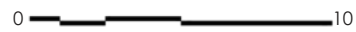
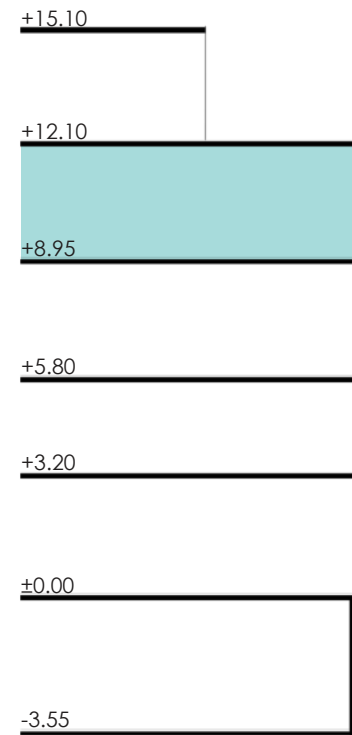


**Second Floor**  
Built area: 1.030 m<sup>2</sup>





**Third Floor**  
Built area: 1.030 m<sup>2</sup>

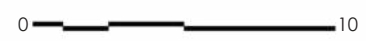
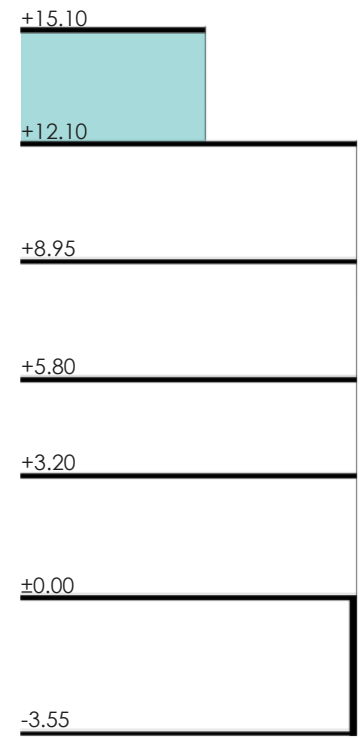




**Roof**

Built area: 294 m<sup>2</sup>

Gross area: 1.030 m<sup>2</sup>





Despite the density of the urban environment, the percentage of solid and void, the height of the surroundings, and the width of the streets, the **building** has the advantage of being located on the boundary of the railway station.

The area of the station that intervenes creates a significant distance from the opposite buildings, increasing privacy as a result.

Combined with its orientation, it provides uninterrupted sunlight to the building (as shown in the accompanying study).

Privacy is further enhanced by low congestion due to the distance, given that passing trains move at very low speeds because they are within the railway station.



21 April\_09:00



21 April\_14:00



21 April\_19:00



21 June\_10:00



21 June\_15:00



21 June\_18:00



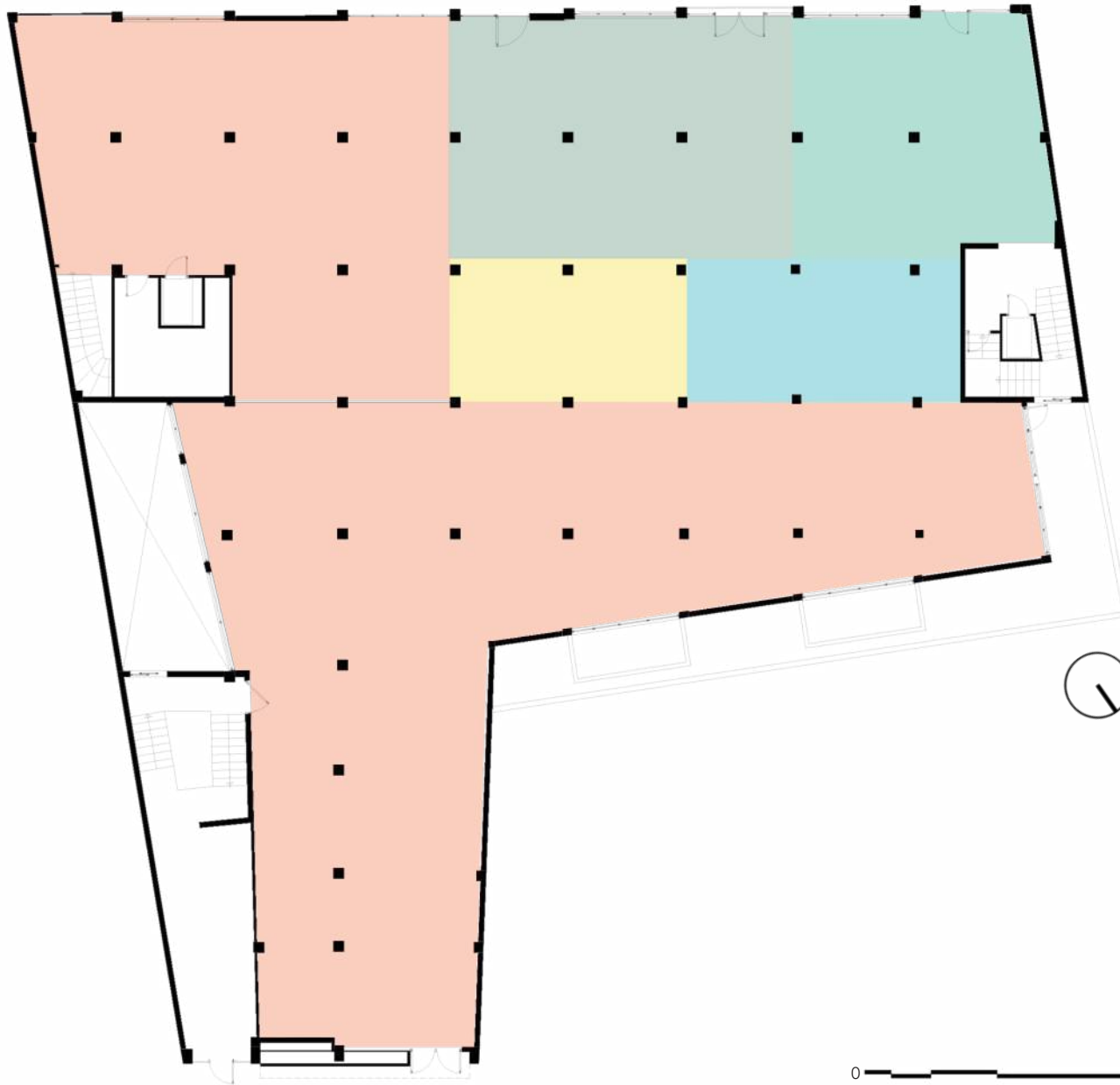
21 December\_10:00



21 December\_13:00









21 December\_16:00

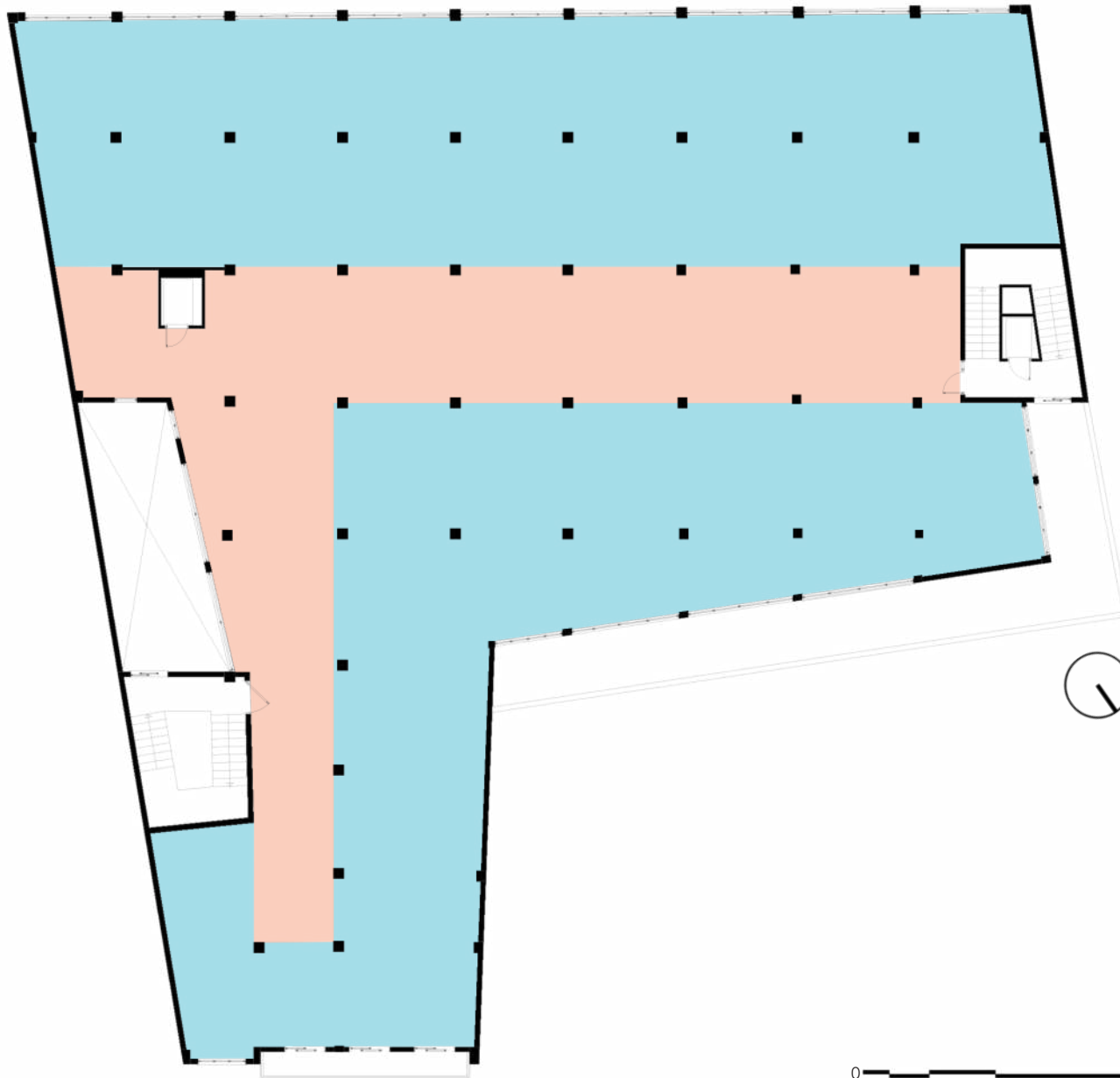


**Ground Floor**

Built area: 1.030 m<sup>2</sup>

**Memo**

-  Reception-Lobby | 90 m<sup>2</sup>
-  Bar-Lounge | 120 m<sup>2</sup>
-  Quest Kitchen | 55 m<sup>2</sup>
-  Hallway
-  Breakfast room | 190 m<sup>2</sup>
-  Ancillary uses



**Typical Floor (1st-2nd-3rd)**

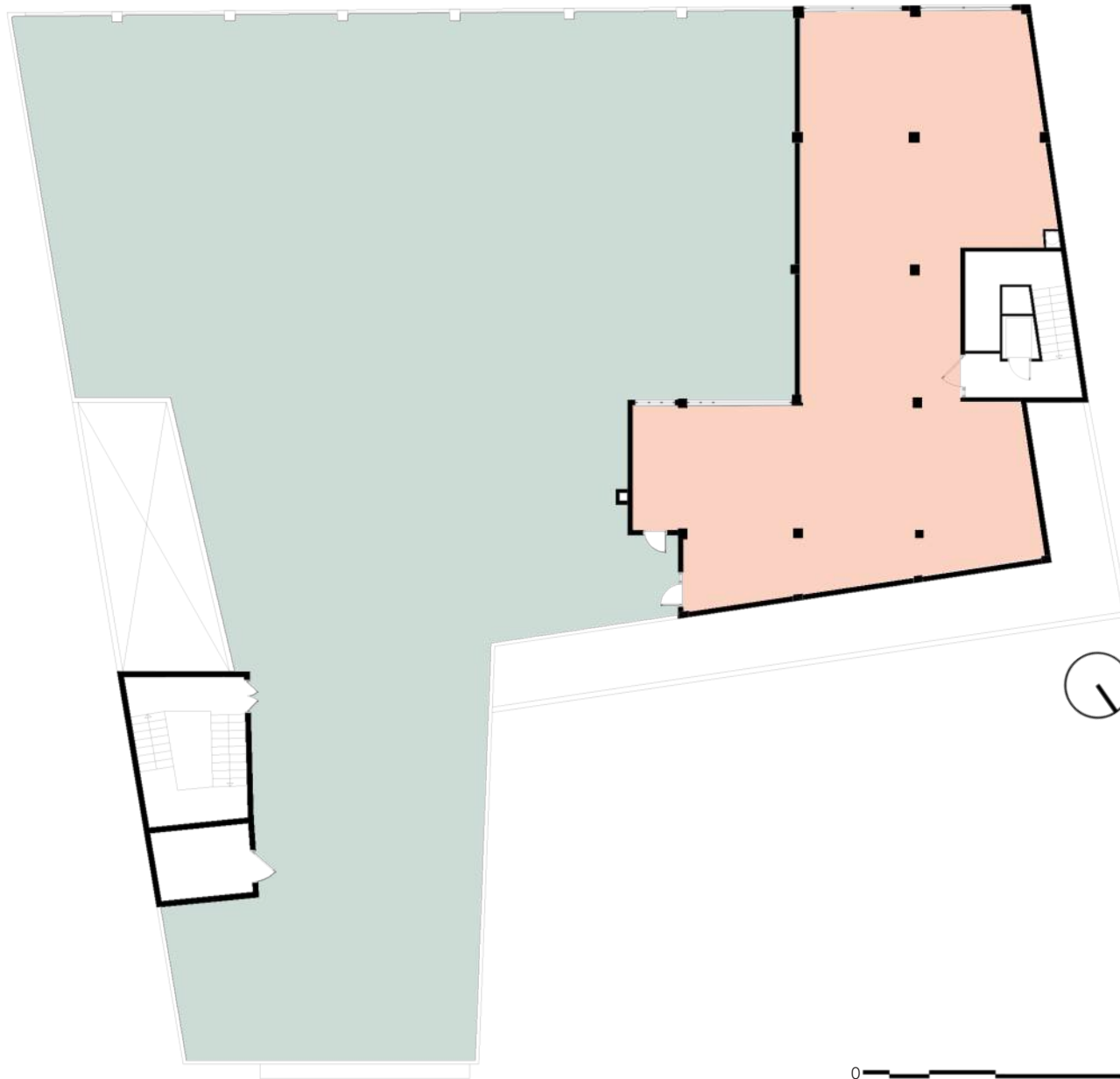
Built area: 1.030 m<sup>2</sup>

**Memo**

 Rooms | 700 m<sup>2</sup>

 Ancillary uses | 250 m<sup>2</sup>

0 ————— 10



**Roof**  
Built area: 294 m<sup>2</sup>  
Gross area: 1.030 m<sup>2</sup>

**Memo**

 Bar | 220 m<sup>2</sup>

 Roof garden | 720 m<sup>2</sup>

0 ————— 10

**STRENGTHS**

1. The proximity to the train terminal positions the hotel as a transportation hub, attracting guests who prefer easy access to various modes of transportation.
2. The form and the structure of the building allow for the implementation of contemporary sustainable architecture.
3. The orientation of the building and the open air space of the flat roof provide ideal conditions for a roof-garden.

S

**WEAKNESSES**

1. Due to its typology and dimensions, for the full utilization of the surface area of the typical floors, the building is more suitable for rooms that can accommodate 4-6 people.
2. Being located behind the train terminal might result in limited visibility for potential guests, requiring effective marketing strategies to attract customers.

W

**OPPORTUNITIES**

1. Adaptability to market trends, customer preferences, and external factors is essential for success in this competitive landscape.
2. West side development attracts tourists and locals alike, supporting tourism, recreation, and cultural events.
3. The hotel can capitalize on transit passengers by offering convenient accommodation options, transit packages, and amenities tailored to their needs.

O

**THREATS**

1. The city has a competitive hotel market, with numerous hotels ranging from budget to luxury accommodations, requiring the hotel to differentiate itself through unique offerings, excellent service, and strategic marketing.
2. While Thessaloniki has a well-developed transportation network, there may be ongoing infrastructure projects or maintenance issues that could disrupt travel routes or accessibility to certain areas, affecting the hotel's operations.

T

# THESSALONIKI

## WEST SIDE STORY

Thessaloniki, March 2024

how  
|a|r|c|h|i|t|e|c|t|s