



Firm Profile

Geoplanning Ltd has been preparing plans and programs for the execution and operation of projects in urban and rural environments for approximately a decade.

The Firm founder and owner, Mr. Zvika Mintz, was academically educated in Israel and abroad in geography, urban and regional planning and land economy and appraisal, and has over 25 years of professional experience in these fields, in both the public and private sectors.

The Firm created, among other projects, a methodological-practical tool, intended for dealing with protected / heritage sites, to which new activities are to be introduced. This tool enables the creation of a land use mix for the site, which integrates cultural and economical activities and complements the site's values, and which may even contribute to its improvement and enhancement for the general public.

Zvika Mintz specializes in:

- Consultation on regional, urban and rural planning and development issues, in all matters related to regional aspects including: statutory / ecological / economical / tourism / organizational / marketing issues.
- The creation of program / content elements for experiential attractions, in accordance with the organization's goals and the visitor interfaces. Consultation, with a comprehensive approach, during their creation process, their operation and quality control.
- Creating urban renewal programs for conservation sites intended for cultural, commercial, entertainment and leisure activities, and consultation during their operation.
- Consultation and empowerment for organizations in urban, rural and community planning processes.
- Investigator in objection hearings, for plans under Section 107(A) of the Planning and Building Law.

Below is a partial list of programs prepared by the Firm, for conservation sites, intended for cultural and entertainment activities:

- The Ottoman Railroad Station Complex – "The Station" - a complex intended for conservation, located to the north of Jaffa, and near the Neve Zedek neighborhood, over an area of approximately 1.7 hectares, consisting of approximately 18 structures with an area of approximately 5,500m², under different levels of conservation. The Tel-Aviv Municipality / Ezra & Bitzaron Company recommended the appropriate land use mix for the location. The land use mix was assimilated in the documents of the tender offered by the Tel-Aviv Municipality / Ezra & Bizaron Company to business bidders.

Recently, the entrepreneur tender process was completed, with very economical and valuable results for the Tel-Aviv Municipality and the complex itself.

The complex is in development processes, and is planned for operation in mid-2010.
<http://www.hatachana.co.il>

- Program consultation for a building intended for conservation in the historical center of Tel-Aviv, which was preserved, renovated and prepared to serve as an experiential museum of Banking, by the Discount Bank – "Herzelilenu – A Museum of Banking and Tel-Aviv Nostalgia". The project is open to visitors.
- Preparation of a program for the Nature and Park Authority for the ancient Midgal Zedek Fortress, in Rosh-Haayin, which shall be prepared for cultural, commercial and leisure activity through private entrepreneurs. The project is in preliminary stages of planning.

As part of his work in the public sector, Zvika Mintz served for over 9 years as the Planning Manager of the National Park Authority. In this position, he worked on entrepreneurship and leadership in a number of projects for the preparation of heritage and landscape areas for activity complexes intended for different target audiences. This included the following national parks: Masada, Hayarkon, Beit-Guvrin, Ashkelon Park and other heritage sites and parks.