Transforming Public Spaces through Design Competitions

7 June 2023

Live interpretation available: ITA | ESP | POR
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To make the case for urban living...

...we must make cities more livable and desirable
Since the past century, car-oriented planning

Allowing people to drive become the central goal for public spaces design.

Cars ran over all the other functions of public spaces.
Public space = living room of neighbourhoods
A global competition to stimulate **innovative solutions to environmental and urban challenges**.

Create a space where **cities and businesses collaborate** for sustainable urban regeneration.

Already **20 cities & 38 projects** under development.
The role of competitions in urban design

Martha Thorne | Senior advisor of The OBEL Award & Former Exec Director of the Pritzker Prize
### Why public space?
- Invites use for multiple purposes
- We have open space that can be used
- Can respond in a holistic way to many challenges
- A setting for multidisciplinary efforts

### Why design competitions?
- We can give value to our existing spaces
- Encourages new ideas
- A good path towards collaboration
- Recognizes the importance of design
High Line, New York City

2009-2014

Diller, Scofidio + Renfro in collaboration with James Corner Field Operations and Piet Oudolf

Burgos & Garrido; Porras La Casta; Rubio & A-Sala; West 8
Renazca competition, Madrid

RENAZCA COMPETITION
RFQ: Request for Qualifications

Reactivation of the public space of the AZCA area of Madrid
Winning proposal by DS+R, Kathryn Gustafson, B 720
Success depends on

- A **good process**
- Respecting the time, training and efforts of **professionals/participants**
- Collaboration: **public-private and beyond**
- Clear **communication and reasonable timing and expectations**
- Expressing and reflecting **goals** in the competition itself (**multidisciplinary approach**, **no final project**, some unanswered questions)
- Understanding the **time factor** (for design, implementation and evolution over years of use).
- Including **post occupancy evaluation**
- **Do more with less**
Milan Perspective

Carmen Salvaggio | Head of Milan 2030 Unit - General Urban Planning Department at City of Milan
For each site, the bidding teams (different specializations members) will compete to acquire (or lease) the site and to implement their project. They must include a financial plan to turn the proposal into reality.

At the end of the competition process, each city will organize the legal agreement to finalize the site transfer.
Milan took part to in **three consecutive editions of Reinventing Cities Program.**

The third and last one is still ongoing (**Reinventing Home**).
Different kind of sites in terms of dimensions and characteristics: from historical existing buildings to empty spaces, and from a small plot in a city center to a large site in a new development area.

4 sites
8.4 ha

It aims at: reducing economic and social differences; combining growth with the improvement of the environmental conditions and the quality of life for its citizens and users.
REINVENTING CITIES
A FOCUS ON PGT (URBAN DEVELOPMENT PLAN)

5 GOALS

A CONNECTED, METROPOLITAN AND GLOBAL CITY

AN INCLUSIVE, ATTRACTIVE CITY OF OPPORTUNITIES

A GREEN, LIVABLE AND RESILIENT CITY

A CITY WITH 88 AREAS TO CALL BY NAME

A CITY THAT REGENERATES
A CONNECTED, METROPOLITAN AND GLOBAL CITY

Milan 2030 wants to reinforce its mobility systems. The plan identified the “interchange nodes”, located along the borders, that are the access gates to the City. The PGT sets Milan future territorial development capacity, binding new constructions to the accessibility of the areas. In this sense promotes the densification of interchange nodes, for a metropolitan and regional oriented development.

AN INCLUSIVE, ATTRACTIVE CITY OF OPPORTUNITIES

Milan 2030 aim to combine innovation and economic, social and civil inclusion. The PGT aims at strengthening the services network in social housing neighborhoods, recovering ground floors as new working places, and supporting young people and low-income families with specific roles for promoting social housing.
A GREEN, LIVABLE AND RESILIENT CITY

Milan 2030 wants to have a green footprint. PGT introduced new environmental standards in order to reduce energy consumption and carbon emissions in the atmosphere and help to mitigate climate change (NBS).

A CITY WITH 88 AREAS TO CALL BY NAME

Milan 2030 aims at increasing urban quality and building cohesive communities and identifies a system of squares designed as pedestrian-friendly “doors” to the city. The strategy is: attract investments for reshaping public space and redeveloping neighborhoods.
A first experimentation of PGT: a «square»
an «uncompleted plan»
an «interchange node»
an area for «social housing»
a railway yard, a former industrial area.

5 sites
35 ha
The site
is a traffic hub in one of the most accessible areas of the city.

The city of Milan Urban Plan (PGT) identifies Loreto as a regeneration area called “Square” to be designed as pedestrian-friendly “doors” to the city, reshaping public space and redeveloping neighborhoods.

K-role: it is allowed to exceed max. territorial index only enhancing the qualities of the public space.
Public space - Actually

A large space of 17,500 sqm
Of which only 41% (7,259 sqm) is for pedestrian use.
4,775 sqm are inaccessible green spaces.

2 subway stops (M2, M1)
Type of property transfer intended
sale with related building rights of Via Porpora building. Surface right for spaces in the square.

It was considered that the strategic location of the site could attract investment.
REINVENTING CITIES
II EDITION - LORETO

Expected program
Developing Piazzale Loreto as a ‘hub’ between Corso Buenos Aires (city centre), Viale Monza and Via Padova (north side), by improving mobility, including cycle and pedestrian systems and the quality of public spaces.

- provide continuity to the urban connections, optimising the mobility system;
- maximise the pedestrianised areas, increasing the safety, permeability and extension of the links;
- maximise the attractiveness of the open spaces;
- improve the relationship between built spaces and open spaces through the interaction of public transport;
- improvement of the microclimate.
REINVENTING CITIES
II EDITION - LORETO

Competition detailed Guidelines
Reinventing public space in Loreto can’t be possible without changing Mobility system. Detailed studies of the mobility system was carried on by the Municipality (Urban Planning and Mobility planning together) in order guarantee the regeneration project feasibility.

Vehicular relationship to guarantee:
- Via Brianza – viali delle Regioni (via Abruzzi),
- via Brianza – via Palmanova (via Costa)
- Viale Monza – corso Buenos Aires,
- corso Buenos Aires - Palmanova
REINVENTING CITIES
II EDITION - LORETO

Cycle systems to ensure:
- Priority cycle routes: Venezia-Buenos Aires – Monza
  and - Lunigiana Marche - Palmanova

Competition detailed Guidelines
Reinventing public space can’t be possible without changing Mobility system. Detailed studies of the mobility system was carried on by the Municipality in order guarantee the regeneration project feasibility.
REINVENTING CITIES II EDITION - LORETO

Competition detailed Guidelines

Reinventing public space can’t be possible without changing Mobility system. Detailed studies of the mobility system was carried on by the Municipality in order guarantee the regeneration project feasibility.

- Redesigning of the square, solutions that reinforce pedestrian links, also providing for the development of a partial or total pedestrianisation of the first stretch of via Padova.
- Public transport service level is to be guaranteed (accessibility of the metro station, presence of bus line 39, 55, 56, NM1, airport shuttles) but some bus stops can be modified.
The Municipality carried on simulation in order to set a maximum amount of building rights that can be transfer in Loreto. The result is that in addition to the existing GFA attributable to the building in via Porpora, the maximum acceptable volume to allocate underground, above ground on the square and in the building in via Porpora is 10,000 sq.m of “Superficie Lorda – SL” (Gross Floor Area – GFA) of which a maximum of 3,000 sq.m to be developed on the square;

Commercial use has the positive effect of enhancing the existing commercial businesses, diversifying the uses and maximising the attractiveness of the open spaces;

Incentives allows to transform the Square with no cost to the City

Competition detailed Guidelines
According to PGT the transfer of building rights is allowed in existing public space as incentive for private investments on public space redevelopment. The competition provide the possibility to re-activate the commercial use.
A great success, more than expected
Thanks to the clear structure of the competition that not only project quality but also suitability of the team.
Piazzale Loreto - LOC Loreto Open Community | Winning project

Arianna Piva | Design
Director at Metrogramma Milano
Loreto Open Community
Design a square – regenerate a district
MASTERPLAN
Before and after
LORETO in MILAN
4 districts to a square
MOBILITY STRATEGY
Before and after
THE MASSING
Complex functional program – tight available space

>9K mq public space
+ 8K mq built volumes

Dense urban fabric

2 metro lines + 1 Electric Substation
+ sewage pipe
GREEN AND BLUE
Pursuit of permeability

670 CM LAMINATION TANKS
200 CM RAINWATER TANKS
+4.9K SQM
PERMEABLE/SEMIPERMEABLE AREAS
SOCIAL SUSTAINABILITY
A welcoming hub

The square and the market
The square and the Olympics
The square and the Design Week
Passive and active tools

ENERGY STRATEGY

BEFORE
10.2K SQM
OF VEHICULAR SPACE

AFTER
5.4K SQM
OF VEHICULAR SPACE

BEFORE
2.5K SQM
OF PUBLIC SPACE

AFTER
11.2K SQM
OF PUBLIC SPACE

+24.4K SQM
OF PUBLIC SPACE
INCLUDING AXIS

+1.1K SQM
OF BIKE PATHS

+300
TREES

+3.8K SQM
GREEN AREA

+87
BIKE PARKING LOTS

+8.4K SQM
INDOOR ATTRACTIVE
FUNCTIONAL PROGRAM

-61%
CARBON FOOTPRINT
COMPARED TO BAU

-86%
BUILDINGS’ ENERGY
CONSUMPTION
COMPARED TO BAU

+4.7K SQM
PHOTOVOLTAIC PANELS

+4.9K SQM
PERMEABLE/SEMIPERMEABLE AREAS

+4700
Sqm
PUBLIC SPACE
INCLUDING AXIS

+87
BIKE PARKING LOTS
SOCIAL SUSTAINABILITY

LOC 2026

+4.100 VISITORS
>280 VISITORS
>100 INTERVIEWS
+50 LOCAL STAKEHOLDERS
São Paulo Perspective

Maurício Del Nero Oliveira | Advisor to the Management of Urban Plans & Projects at São Paulo Urbanismo
São Paulo

### Data

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<tr>
<td>Territorial area</td>
<td>1,521,202 km²</td>
<td>4.59 km²</td>
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<tr>
<td>Estimated Population</td>
<td>12,396,372</td>
<td>80,632</td>
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<tr>
<td>Population density</td>
<td>8,149 hab/km²</td>
<td>18,325 hab/km²</td>
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Public Company connected to the Municipality.

For more than 50 years has been responsible for the urban plans, programs and projects of São Paulo.
Urban Acupuncture: new perspective on our projects

Historical Corner

Open Center
MANAGEMENT OF PLANS AND URBAN PROJECTS

- People-Centered Design

  +

- Importance of **public space**
FOCUS: CITY CENTER

➢ From urban scale to people scale

REINVENTING CITIES SÃO PAULO

➢ To attract the attention of architects and society to look at the center of São Paulo
Selecting Areas

- Project Survey:
  - Built
  - Designed
  - On design

- Remaining Areas

- To fix a plan

- Reduce the use of cars

- Put people first
The surroundings
Reinventing Cities São Paulo

General Guidelines

- Add *symbolic value* to unused public spaces;
- Promote more *sustainable* public spaces;
- *Articulate* the proposed interventions with pre-existing ones;
- Improve the *urban environment*;
- Reinforcing the center *identity*;
- Promote universal *accessibility* in the Center Ring Road.
Reinventing Cities São Paulo

Material

Documents with maps, photos and guidelines
Winning Projects

Reinventing Cities São Paulo
AREA 1A
Kinjo Yamato Market

Winner team: Tempo Arquitetos

Project Goals:
- Increase low carbon mobility;
- Promote Urban nature;
- Make pedestrian centered streets;
- Give value to heritage sites.
Kinjo Yamato Market

**AREA 1A**

Winner team: Tempo Arquitetos

From arid spaces…

To green places.
Project Goals:

- Create a new square;
- Make Efficient and adaptable spaces;
- Accessibility to the park;
- New viewpoint.
AREA 1B
Prestes Maia Blvd.

Winner team:
Tempo Arquitetos

From only cars…

To a new square for people.
Project Goals:

- Adaptation of public open spaces;
- Ensuring the safer places;
- Increased soil permeability;
- Reduce carbon emissions.
Winner team: Estúdio Útil Arquitetos

AREA 2
Alfredo Issa Sq.

From small bike lanes…
To redesigned new ones.
Valuing local memory;
Reduction of carbon emissions;
Improvements in the road system;
New spaces for socializing.

Project Goals:

**Winner team:**
Matteria Arquitetura

**Area 3**
Dr. João Mendes Square
AREA 3
Dr. João Mendes Square

Winner team:
Matteria Arquitetura

From heavy traffic…

To encourage active mobility.
AREA 4
Clóvis Bevilácqua Square

Winner team: MAAT Arquitetos

Project Goals:
- Encouraging urban fruition
- Optimize the pedestrian routes
- Preserve as many trees as possible
- Encourage the permanence of people
AREA 4
Clóvis Bevilácqua Square

Winner team: MAAT Arquitetos

From empty spaces…

To people-centered spaces.
JURY and AWARD CEREMONY

Jury composition:
Renowned architects and urban planners

Award Ceremony:
Mayor of São Paulo: Mr. Ricardo Nunes
SPUrbanismo’s President: Mr. Cesar Azevedo
Architects and urban planners participants
Society

Award Ceremony:
Exhibition of the participant proposals
WHERE WE ARE NOW:

- Contracts Signed with the winners
- Approving with other departments
- To finish projects in 100 days

EXPECTATION:

- Start building in the end of this year
- To finish in July 2024
Thank You!

Obrigado!
Praça Doutor João Mendes e Largo Sete de Setembro | Winning project

Lucas Coelho Netto | Founding Partner and Lead Architect at MATTERIA studio
HISTORICAL CONTEXT
1940, 1953, 1974
How can under utilized streets be converted into vibrant public realms?
The region has had several means of transportation, individual or collective, such as trams, buses, and cars. Until now, those prevailed over pedestrian and cyclists. We must revert this scenario, reducing the number or car lanes, shortening pedestrian crossings, and creating incentives for active mobility - and reinforcing it through site-specific urban design and landscape interventions.
CONCEPT
HIGH LEVEL PROPOSAL

1. Existing Streets
2. Reduced Streets
3. Proposed Layout
4. New Urban Plazas
CONCEPT
SUSTAINABILITY - HIGHLEVEL DATA

TREES
78 trees
190 trees

CROSSINGS
301m
169m

PERMEABLE SURFACE
+ 2.496m²

PAVED SURFACE
- 4.434m²
The creation of **two urban plazas** stands out as clearings in the midst of dense vegetation. The formal limit defined by the canopy of trees creates an **environment with less noise and air pollution**, where historic buildings stand out and activities are concentrated - supported by the proposed urban furniture. The lack of permanent elements allows for great **flexibility of uses**, being able to host small performances, exhibitions, fairs, sports activities, and so on.
PLAZA 01
HISTORICAL TRAM'S STOP
PLAZA 02
CIRCULAR PLAZA AND SCULPTURE GARDEN
CONCEPT
PAVING

OPTION 1 - CIRCULATION
Base on existing 3x3m grid

OPTION 2 - PERMANENCE
Paving with darker cobblestones

OPTION 3 - GREENERY
Greenery and Urban Furniture

OPTION 4 - URBAN INFRASTRUCTURE
Kiosks and Restrooms
CONCEPT
PHASING DIAGRAM

PHASE 1 - EXISTING
Existing Streets

PHASE 2 - TEMPORARY
Flexible Delineators and Street Paint

PHASE 3 - TRANSITION
New Curb and Paving

PHASE 4 - PERMANENT
Greenery and Urban Furniture

NEW PEDESTRIAN STREETS

CAR LANES ALTERATION
Thank you!

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