

C40 webinar

Transforming Public Spaces through Design Competitions

7 June 2023

 Live interpretation available:
ITA | ESP | POR 

 **Reinventing
Cities**



Agenda

01. Opening remarks 5'

Hélène Chartier | Director of Urban Planning and Design at C40 Cities

02. Role of competitions in urban design 5'

Martha Thorne | Senior advisor of the OBEL Award

03. Milan Perspective 10'

Carmen Salvaggio | Head of Milan 2030 Unit - Urban Planning Department at City of Milan

04. Reinventing Cities Piazzale Loreto LOC project 5'

Arianna Piva | Design Director at Metrogramma Milano

05. São Paulo Perspective 10'

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

06. Reinventing Cities São Paulo winner 5'

Lucas Coelho Netto | Founding Partner and Lead Architect at MATTERIA

07. Q+A 15'

To make the case for urban living..



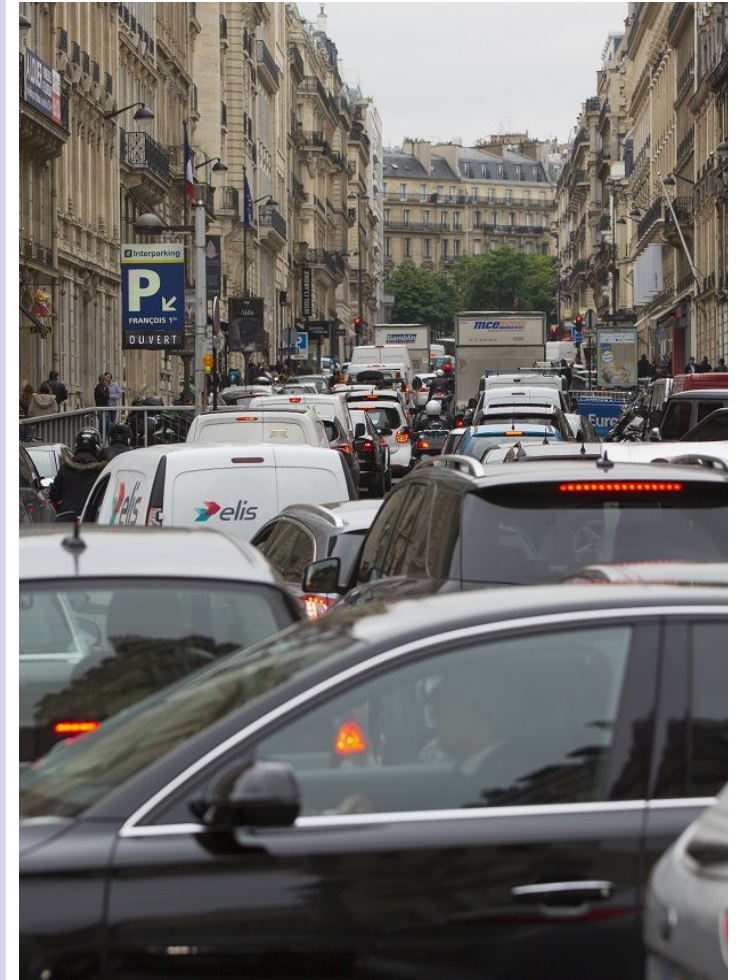
...we must make cities more livable and desirable

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



Reinventing Cities

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.





Milan



São Paulo

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

A setting for multidisciplinary efforts

We have open space that can be used

Can respond in a holistic way to many challenges

Why design competitions?

We can give value to our existing spaces

A good path towards collaboration

Encourages new ideas

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



Madrid Rio 2005 - 2015



Burgos & Garrido; Porras La Casta; Rubio & A-Sala; West 8



Renazca competition, Madrid 2020

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**





Comune di
Milano

Milan Perspective

Carmen Salvaggio | Head
of Milan 2030 Unit - General
Urban Planning
Department at City of
Milan

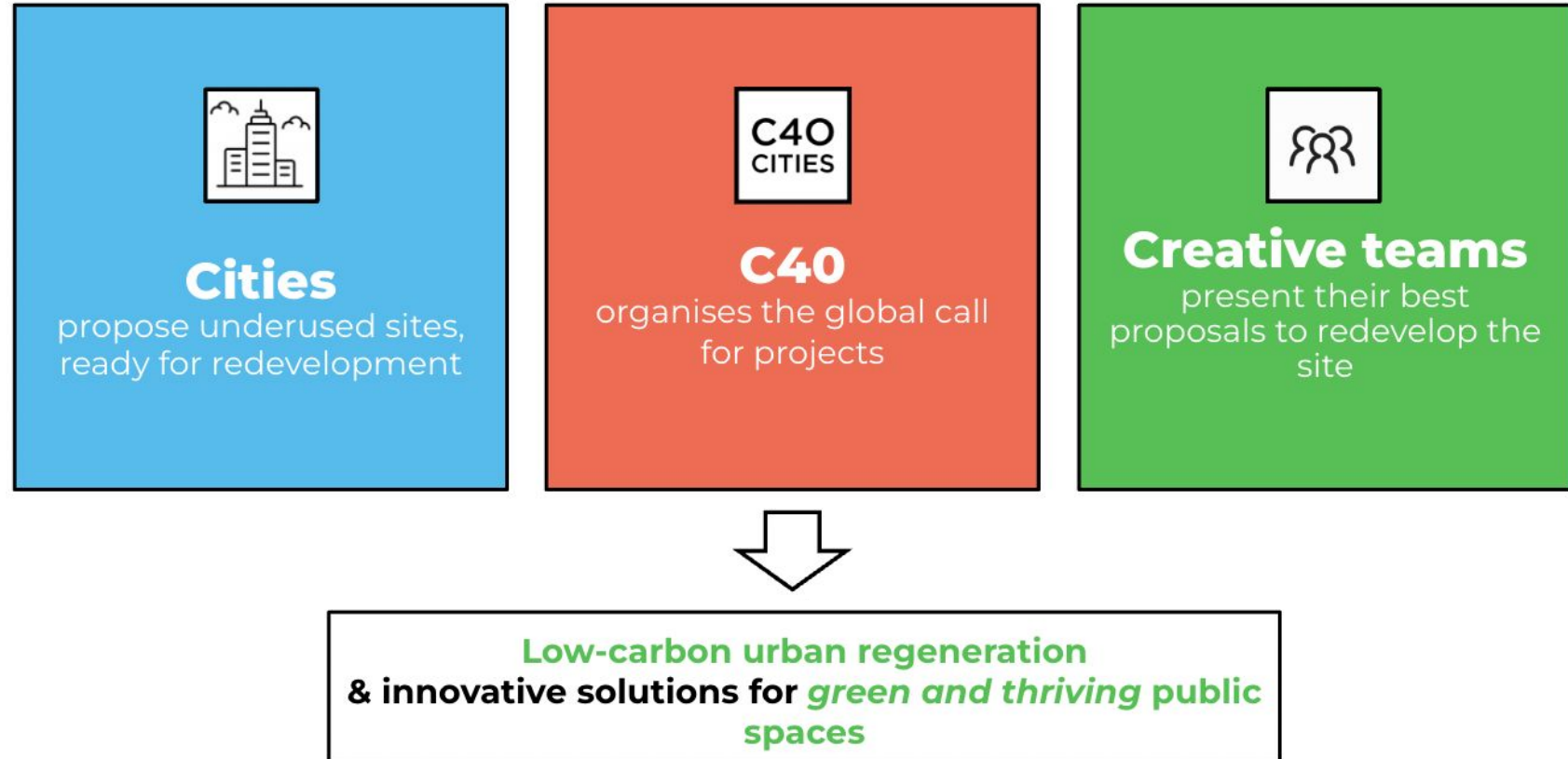


C4O
CITIES

REINVENTING CITIES HOW DOES IT WORK?

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.

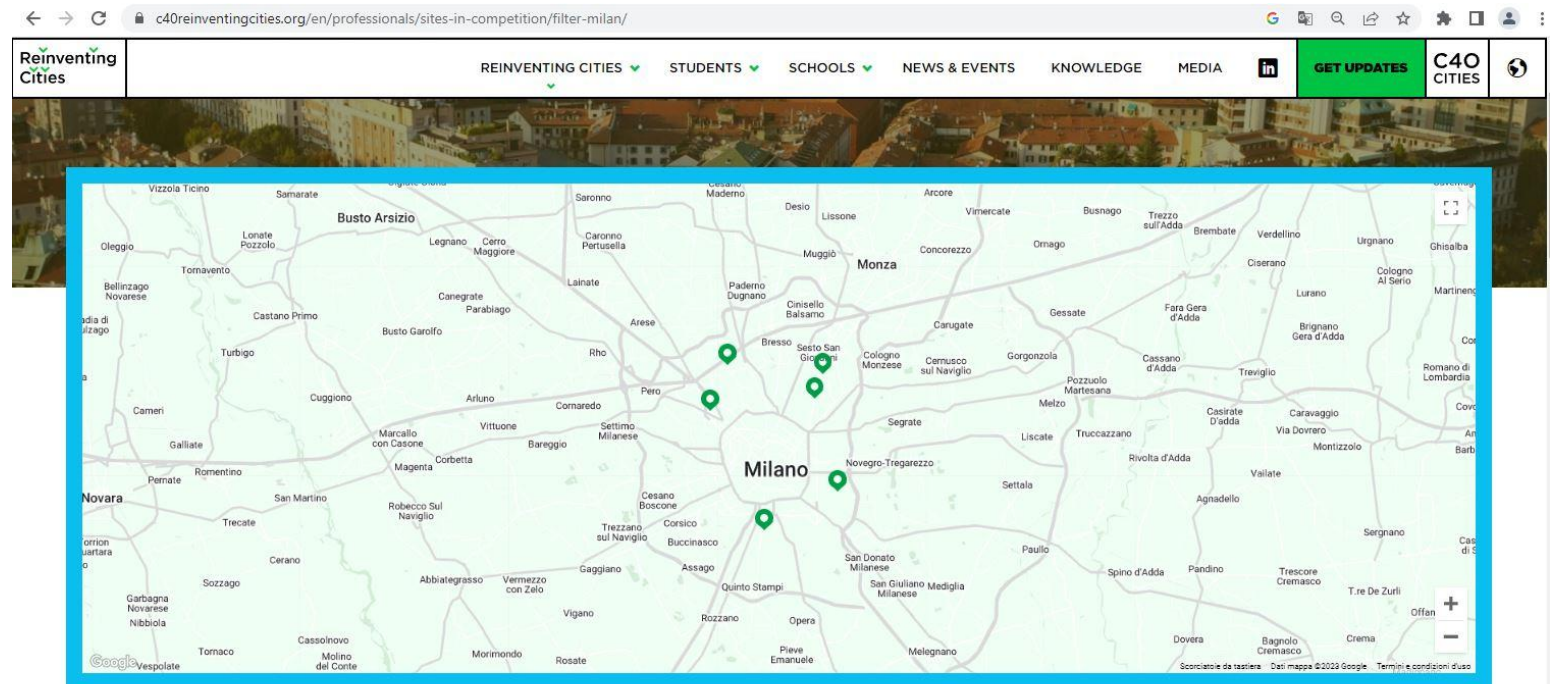


REINVENTING CITIES MILAN

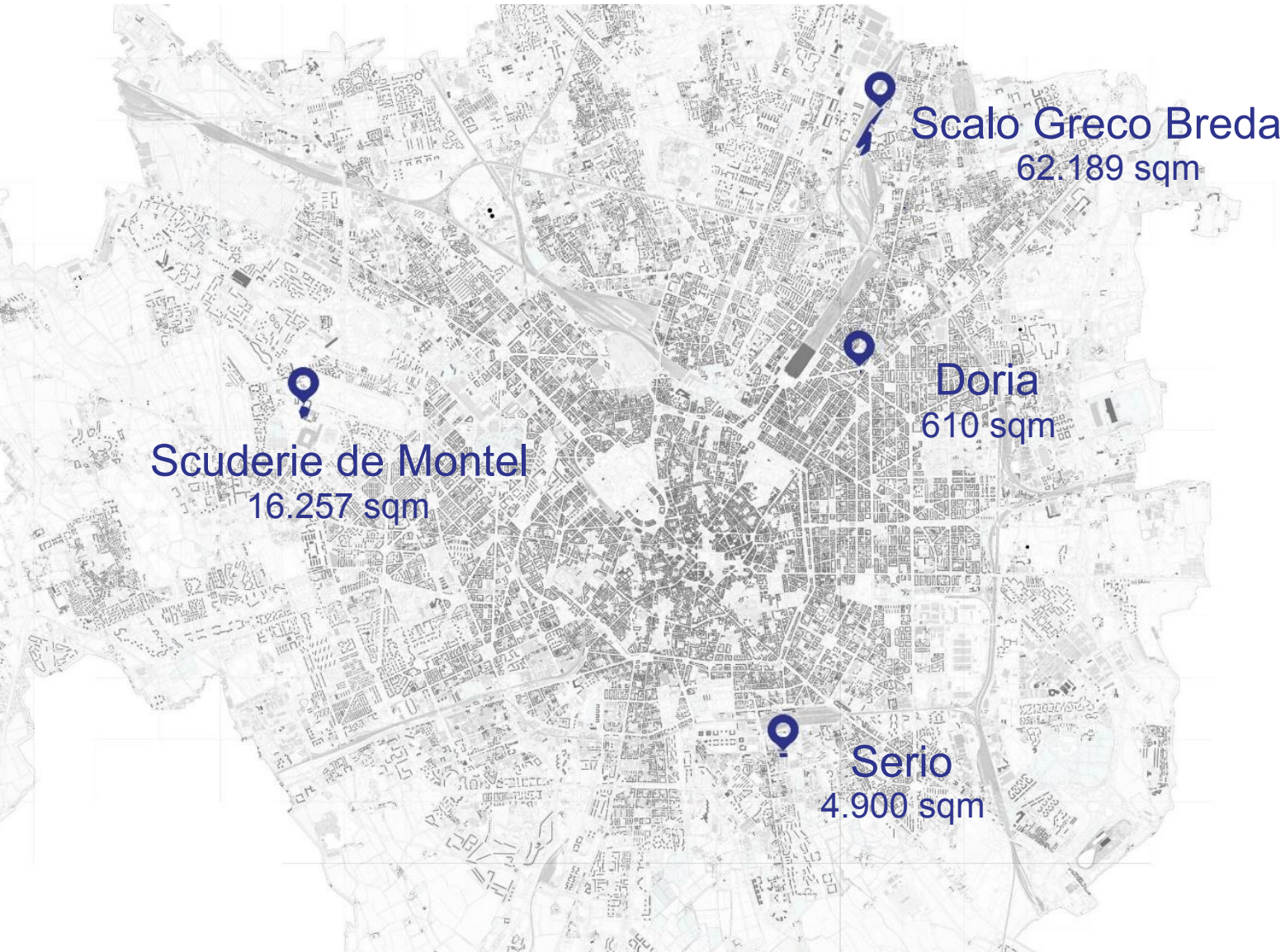


Milan took part to in three consecutive editions of Reinventing Cities Program.

The third and last one is still ongoing ("*Reinventing Home*").



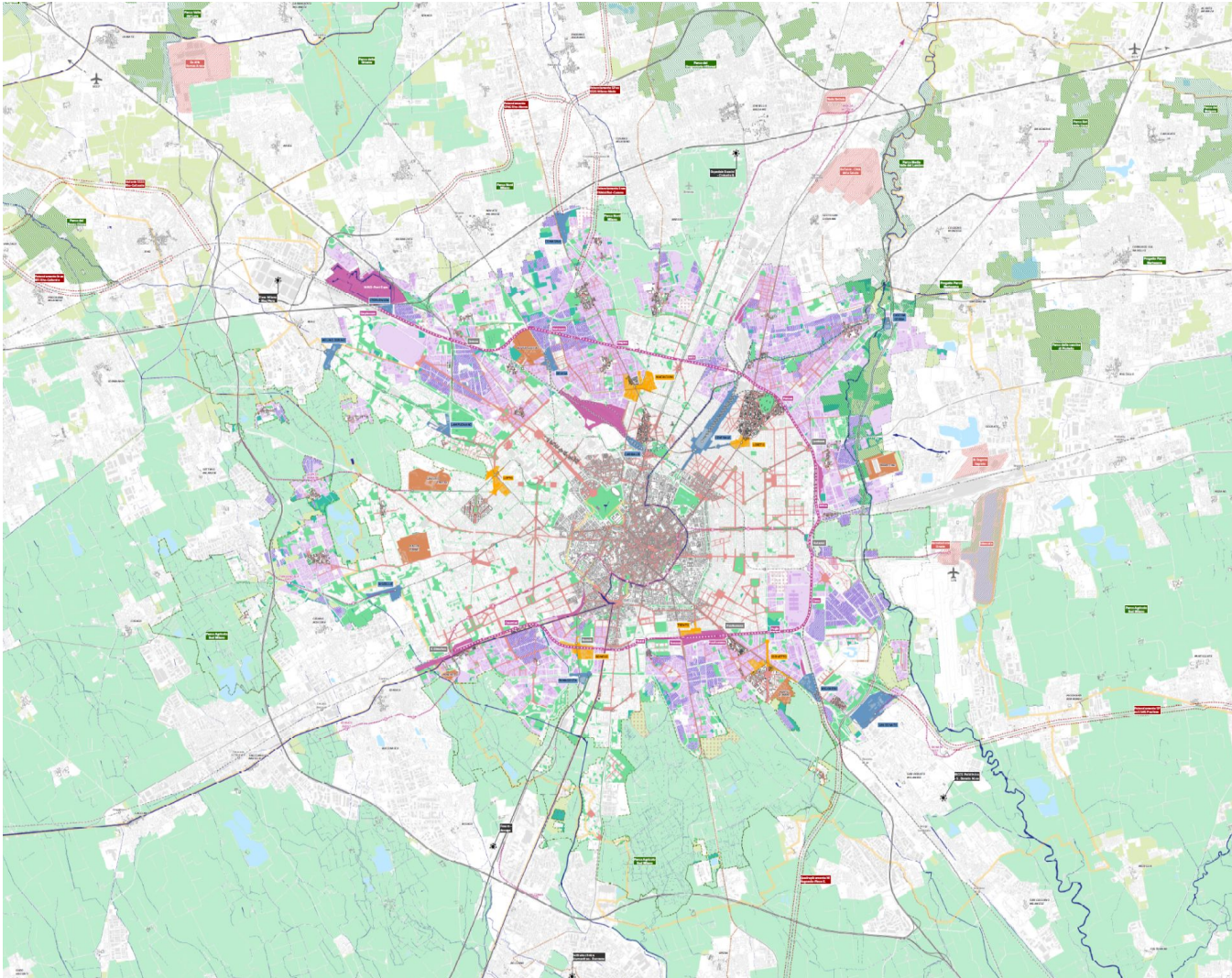
REINVENTING CITIES I EDITION - DECEMBER 2017- JULY 2019



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

REINVENTING CITIES A FOCUS ON PGT (URBAN DEVELOPMENT PLAN)



**URBAN
DEVELOPMENT
PLAN
A NEW VISION
FOR THE CITY**

Urban Development Plan (“Piano di Governo del Territorio – PGT”) guides Milano towards 2030.

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)



**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 FOCUS ON PGT (URBAN DEVELOPMENT PLAN)

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 FOCUS ON PGT (URBAN DEVELOPMENT PLAN)

A GREEN, LIVABLE AND RESILIENT CITY

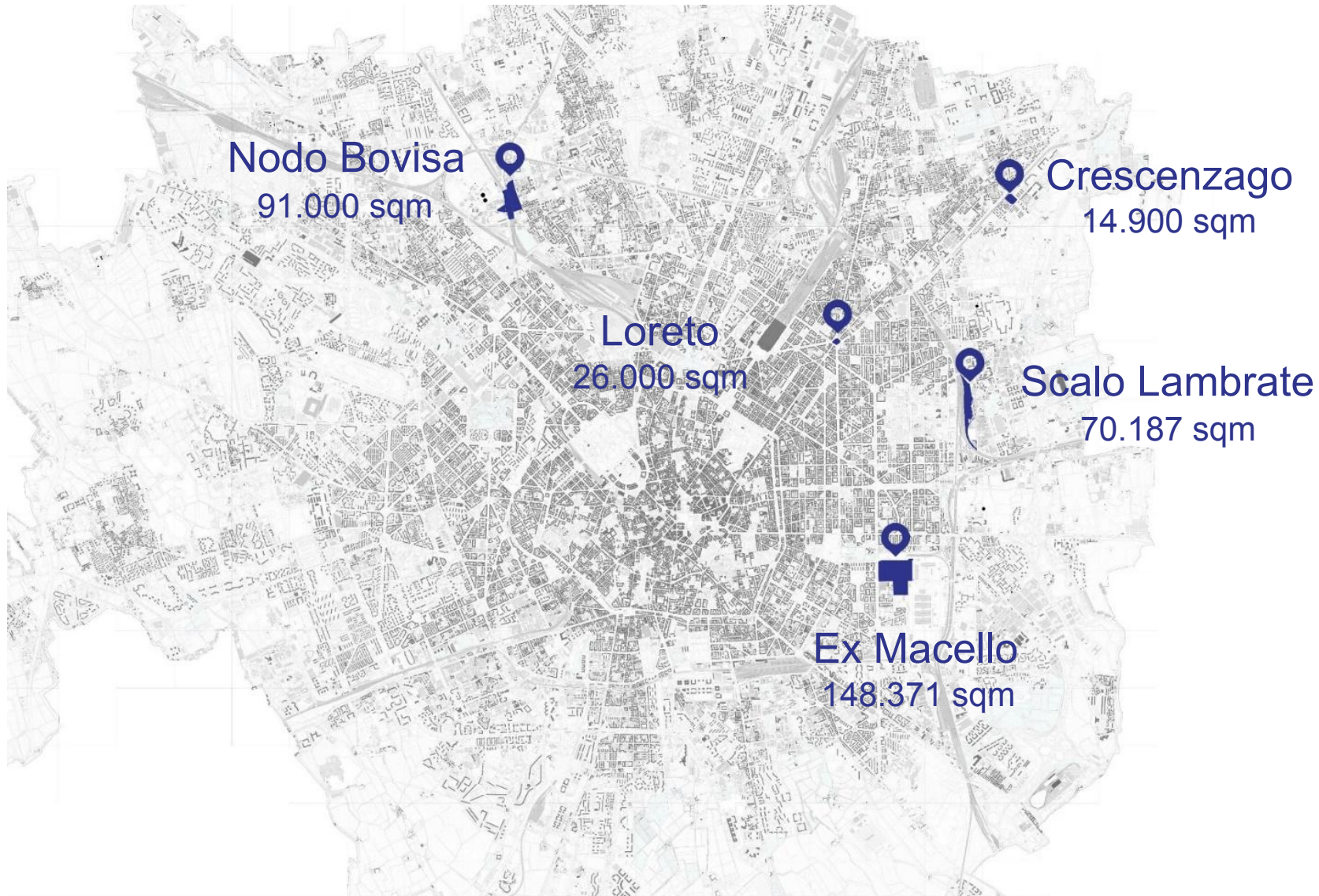
Milan 2030 wants to have a green footprint. PGT introduced new **environmental standards in order to** reduce energy consumption and carbon emissions in the atmosphere and help to mitigate climate change (NBS).

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.

REINVENTING CITIES

II EDITION - DECEMBER 2019 – JULY 2021



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

REINVENTING CITIES II EDITION – LORETO – HOW WE BUILT THE SSR?



- **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.

REINVENTING CITIES II EDITION - LORETO



➤ **Public space - Actually**
A large space di 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)

REINVENTING CITIES II EDITION - LORETO



➤ 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

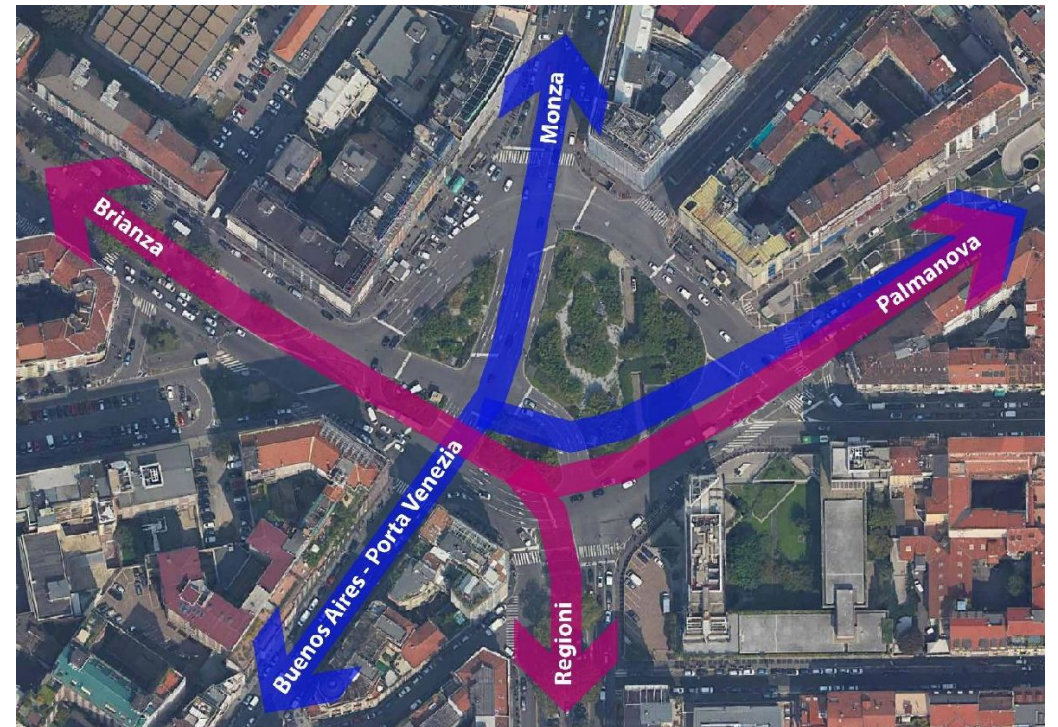
- provide continuity to the **urban connections**, optimising the **mobility system**;
- **maximise the pedestrianised areas**, increasing the safety, permeability and extension of the links;
- maximise the attractiveness of the **open spaces**;
- improve the **relationship between built spaces and open 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



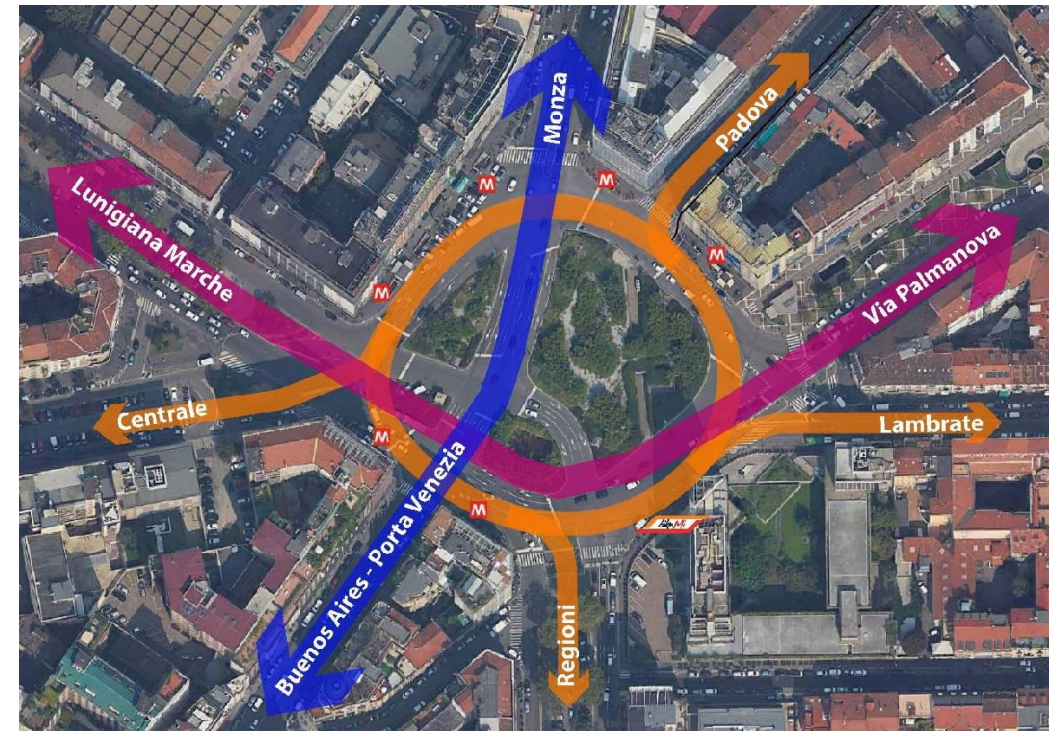
REINVENTING CITIES II EDITION - LORETO

- **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



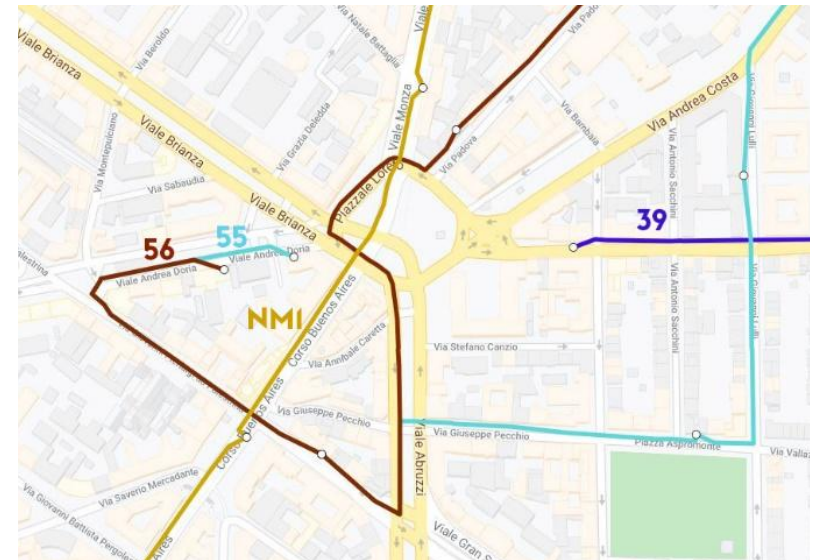
REINVENTING CITIES II EDITION - LORETO

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.



REINVENTING CITIES II EDITION - LORETO

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.

- 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

REINVENTING CITIES II EDITION – LORETO - WINNING PROJECT



Comune di
Milano

Reinventing
Cities Milan

- **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



© Ceetlus

C4O
CITIES

LOC

Loreto Open Community

Design a square – regenerate a district



METROGRAMMA
MILANO

Ente Banditore:

Comune di Milano
Reinventing Cities



Reinventing
Cities

Sviluppatore e Co-Investitore

NHOOD Services Italy SpA
CEETRUS Italy SpA



Project. Sustainability
& BIM Management

Arcadis Italia Srl



Progettazione architettonica
Piazzale Loreto e coordinatore
team di progettazione

Metrogramma Milano Srl
Andrea Boschetti
Arianna Piva



Progettazione architettonica
Edificio Via Porpora 10

andreacaputo.com
Andrea Caputo
Marcello Stabile

ANDREACAPUTO.COM

Progettazione
Mobilità e Flussi

MIC-HU
Dedrico Parolotto

MIC HUB

Progettazione del Verde -
Consulenza paesaggistica

LAND Italia Srl
Andreas Kipar

LAND

Processi partecipativi
e usi temporanei

Temporioso Srl
Isabella Inti
Giulia Cantaluppi

temporioso

FROM
Stefano Daelli
Davide Agazzi



Progettazione Strutturale

SIST - Studio Ingegneria Strutturale Organte
& Bortot



Mario Organte

Progettazione Impiantistica

MANENS - TIFS
Daniele Sartori



CSP Coordinatore sicurezza
in fase di progettazione

Gabriele Maragotto

Partner e consulenti

SIEMENS

IGPDecaux



LOC

Loreto Open Community

MASTERPLAN

Before and after

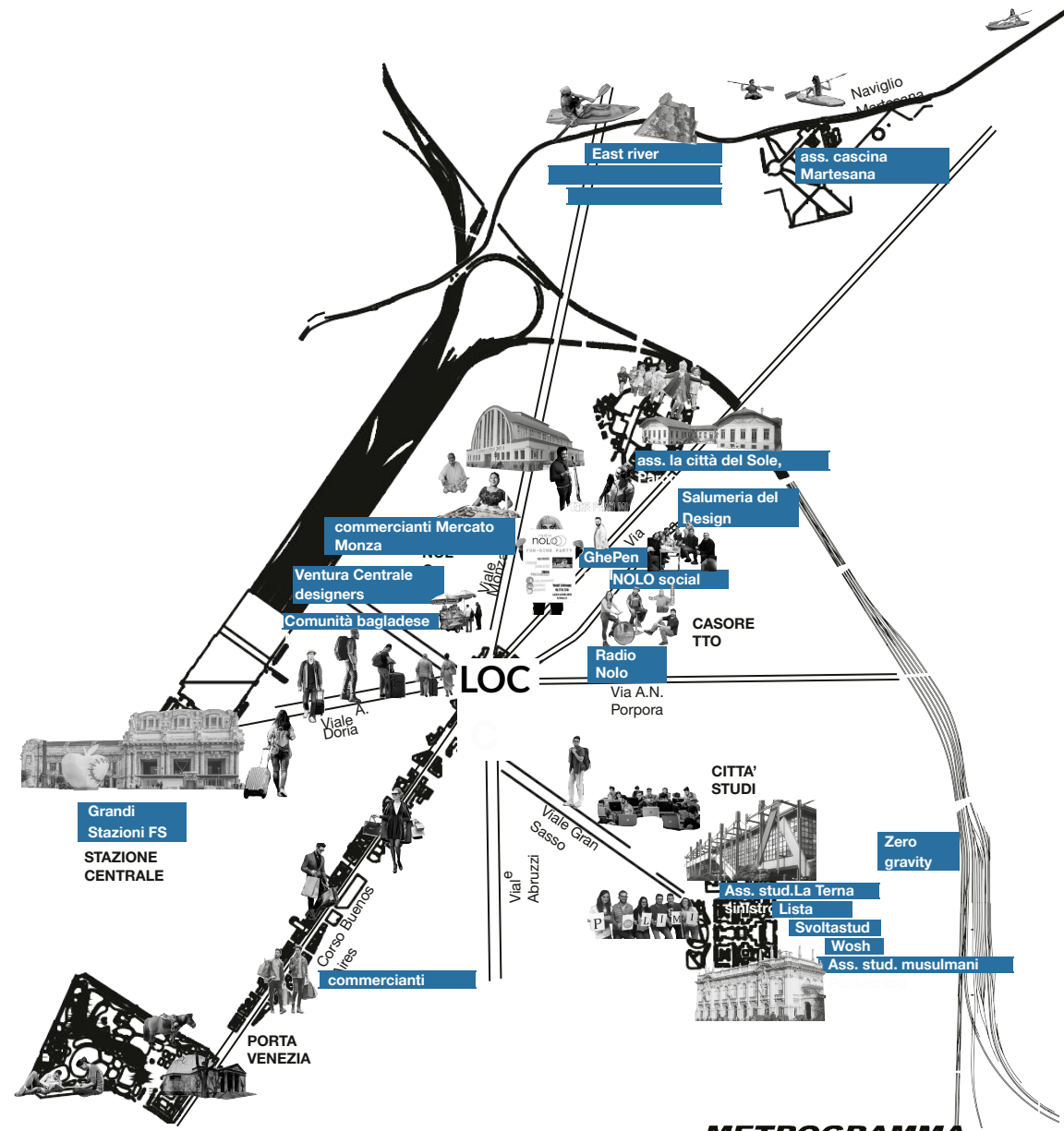
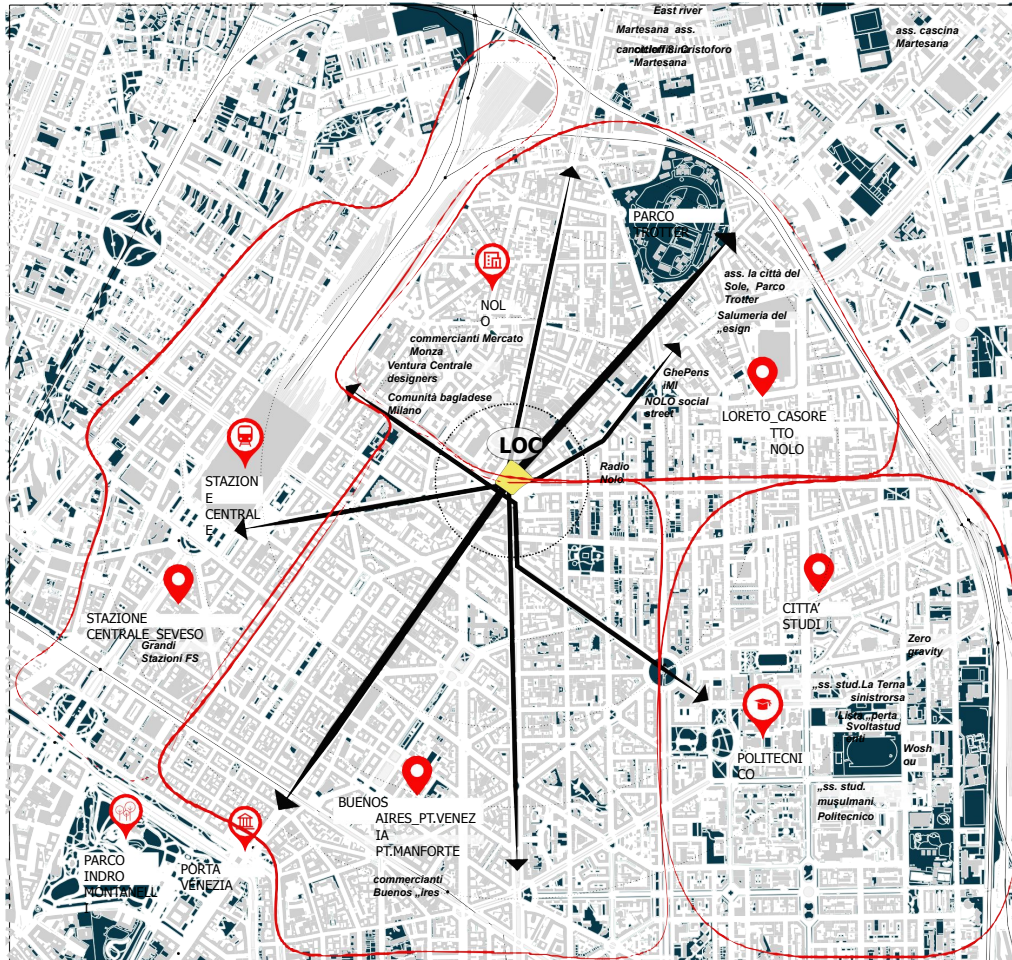


LOC

Loreto Open Community

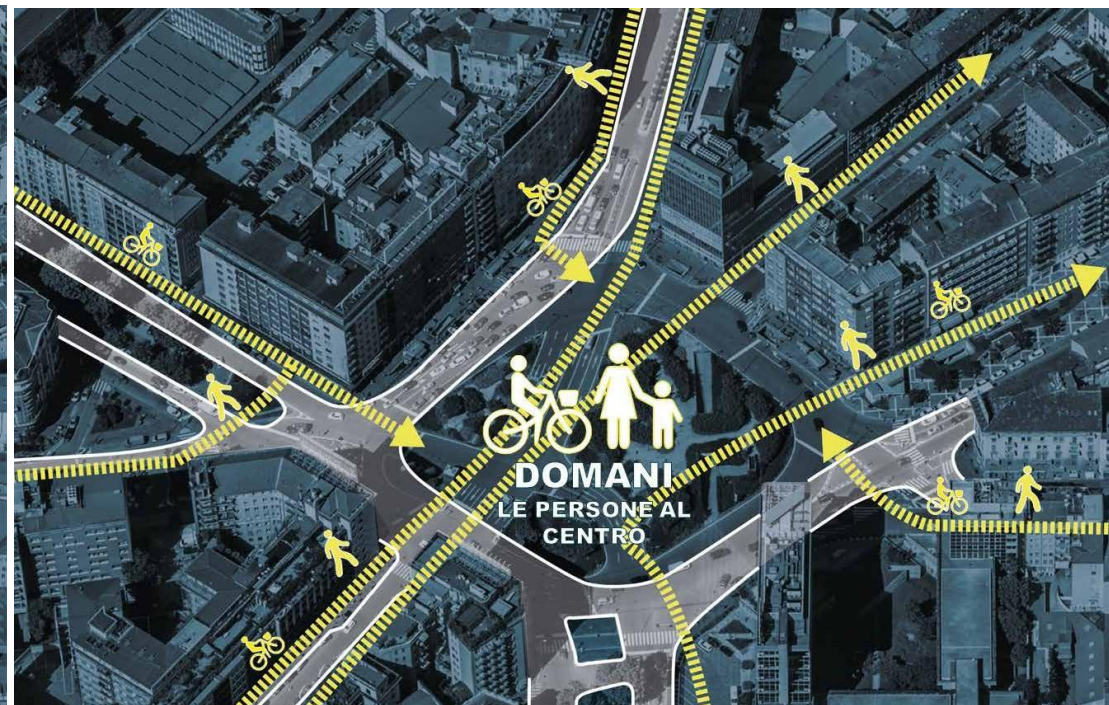
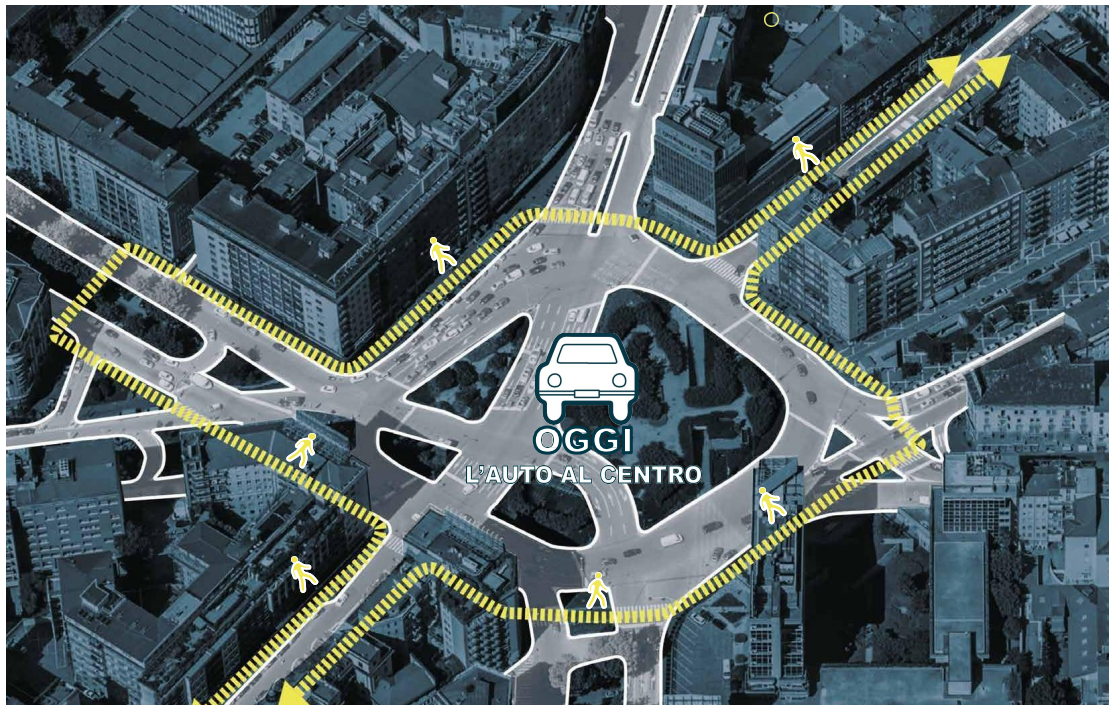
LORETO in MILAN

4 districts to a square



MOBILITY STRATEGY

Before and after



MIC
mobility in city

LOC

Loreto Open Community

METROGRAMMA

2014/2016

THE MASSING

Complex functional program – tight available space

>9K m² public space
+ 8K m² built volumes



Dense urban fabric →

← Dense urban fabric

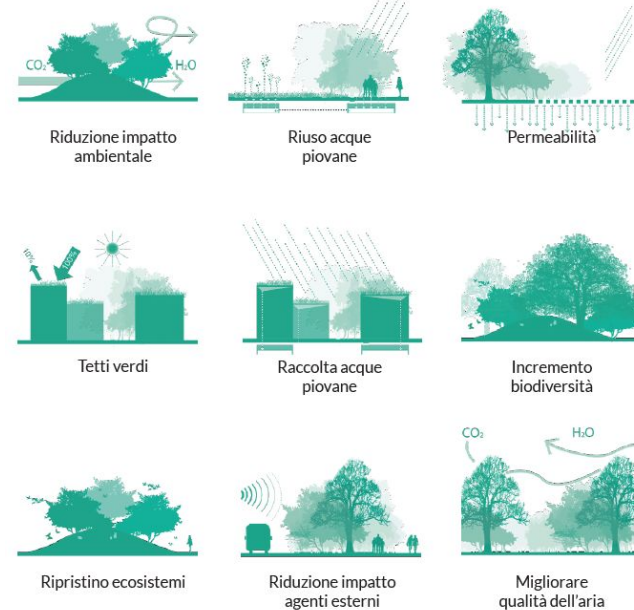
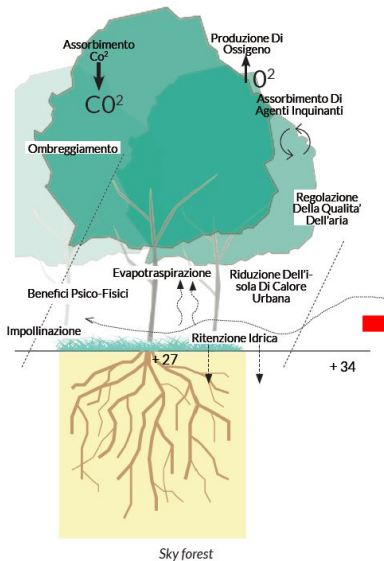
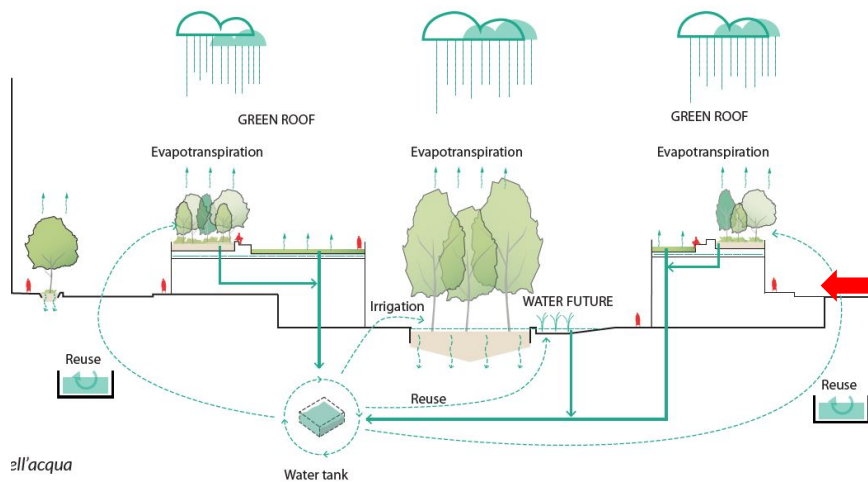


2 metro lines + 1 Electric Substation
+ sewage pipe

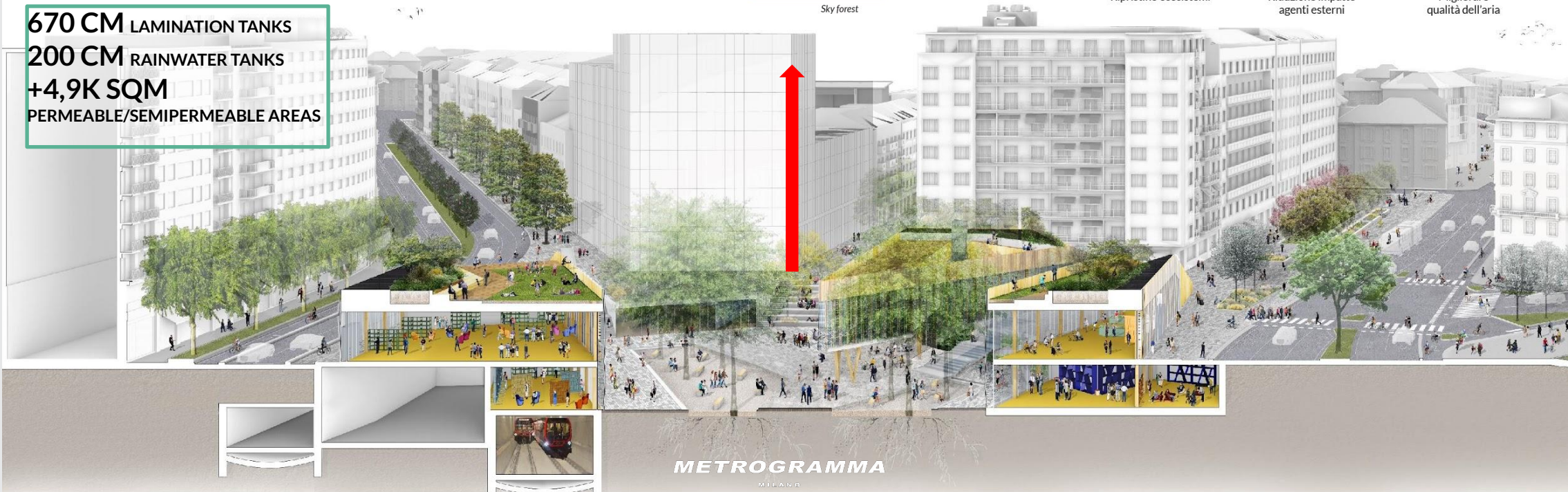


GREEN AND BLUE

Pursuit of permeability

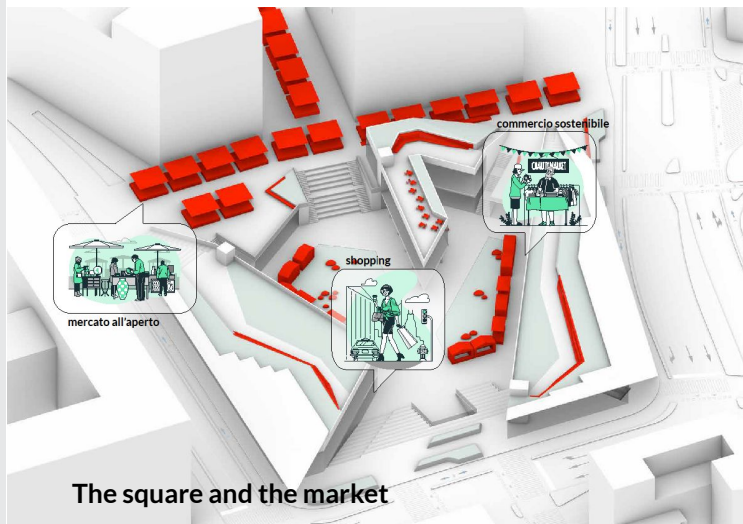


670 CM LAMINATION TANKS
200 CM RAINWATER TANKS
+4,9K SQM
PERMEABLE/SEMIPERMEABLE AREAS

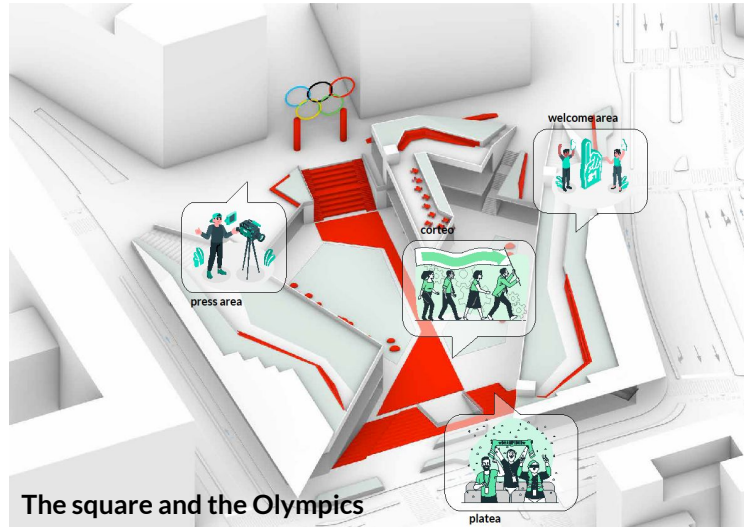


SOCIAL SUSTAINABILITY

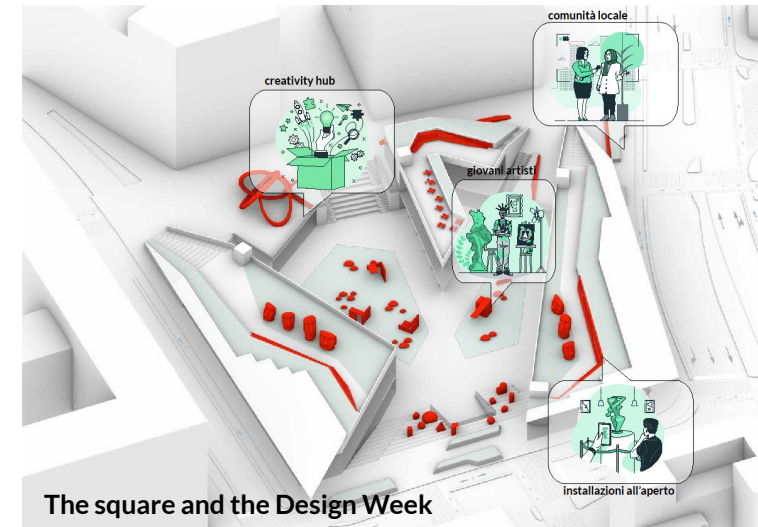
A welcoming hub



The square and the market



The square and the Olympics



The square and the Design Week

LOC

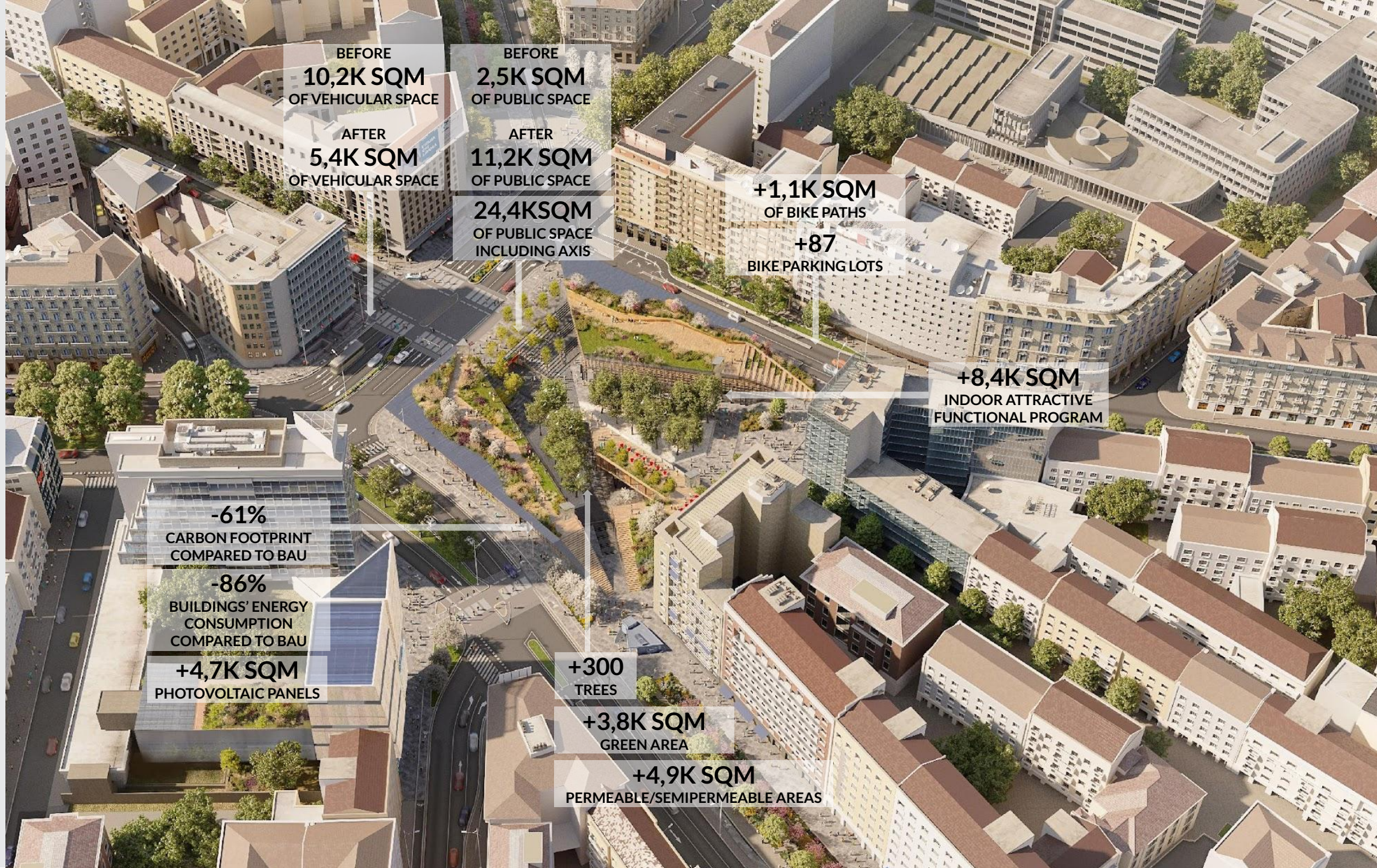
Loreto Open Community



METROGRAMMA
LAND

LOC

Loreto Open Community



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

24,4KSQM
OF PUBLIC SPACE
INCLUDING AXIS

+1,1K SQM
OF BIKE PATHS

+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

+300
TREES

+3,8K SQM
GREEN AREA

+4,9K SQM
PERMEABLE/SEMIPERMEABLE AREAS

LOC

Loreto Open Community

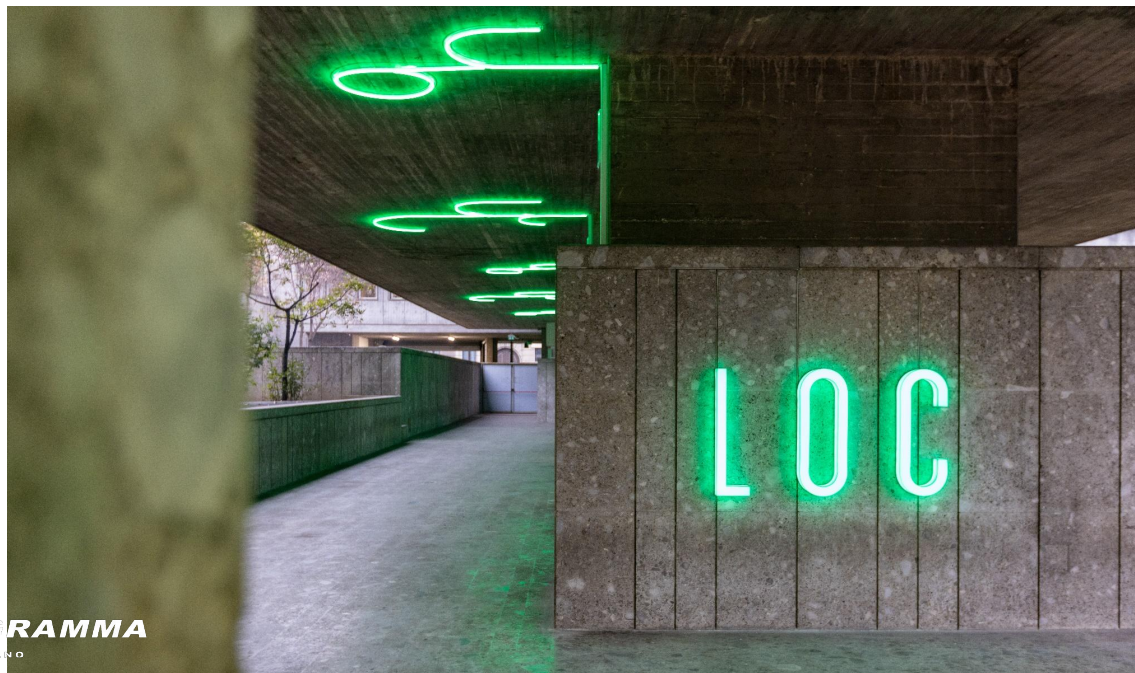
SOCIAL SUSTAINABILITY

LOC 2026



+4.100 VISITORS
>280 VISITORS
>100 INTERVIEWS
+50 LOCAL STAKEHOLDERS

METROGRAMMA
MILANO



São Paulo Perspective

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



São Paulo

► Data

	City SP	Center of SP
Territorial area	1.521,202 km ²	4,59 km ²
Estimated Population	12.396.372	80.632
Population density	8.149 hab/km ²	18.325 hab/km ²

□ Districts of São Paulo
□ Municipalities in the state of São Paulo
■ Districts - República e Sé

0 10 20 km

- Public Company connected to the Municipality.
- For more than 50 years has been responsible for the urban plans, programs and projects of São Paulo



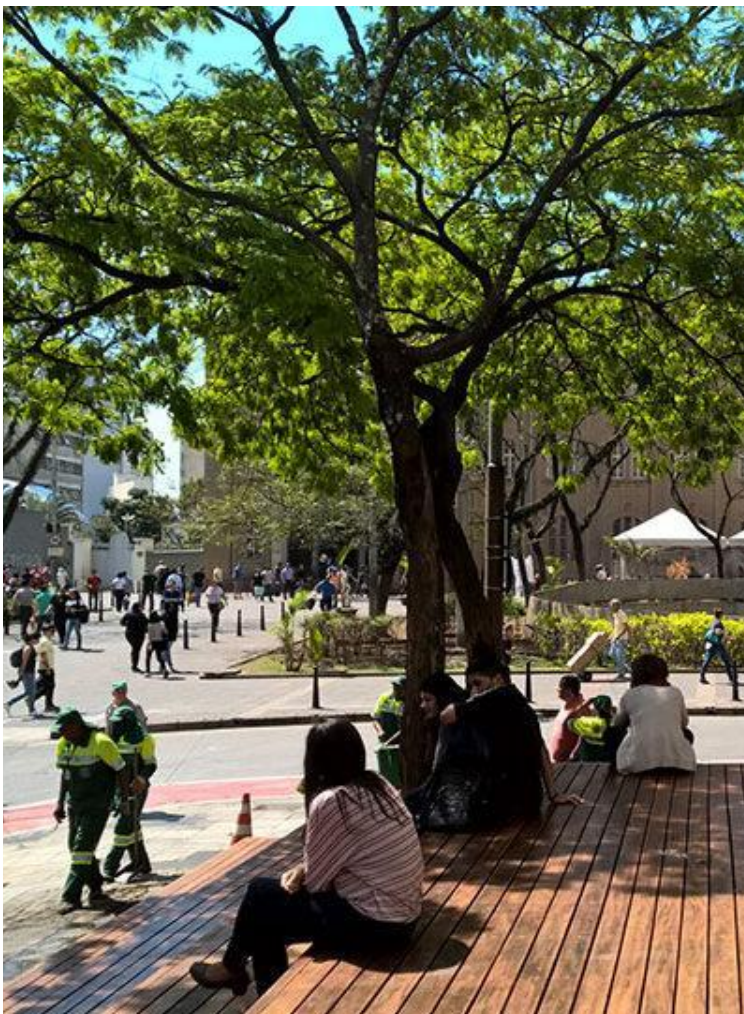
➤ Urban Acupuncture: new perspective on our projects



Historical Corner



Open Center



MANAGEMENT OF PLANS AND URBAN PROJECTS

➤ **People-Centered Design**

+

➤ **Importance of public space**

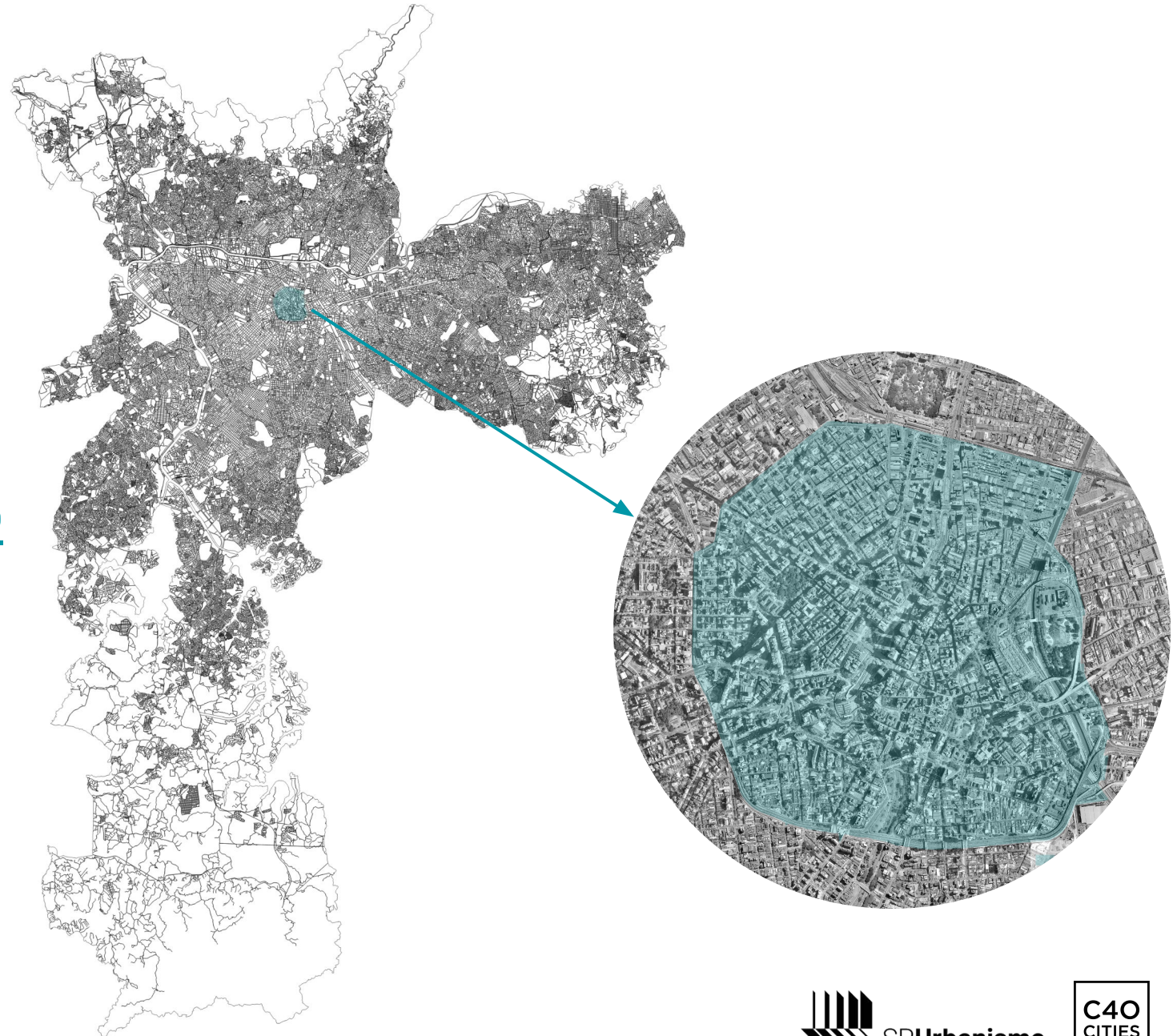


FOCUS: CITY CENTER

- 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:

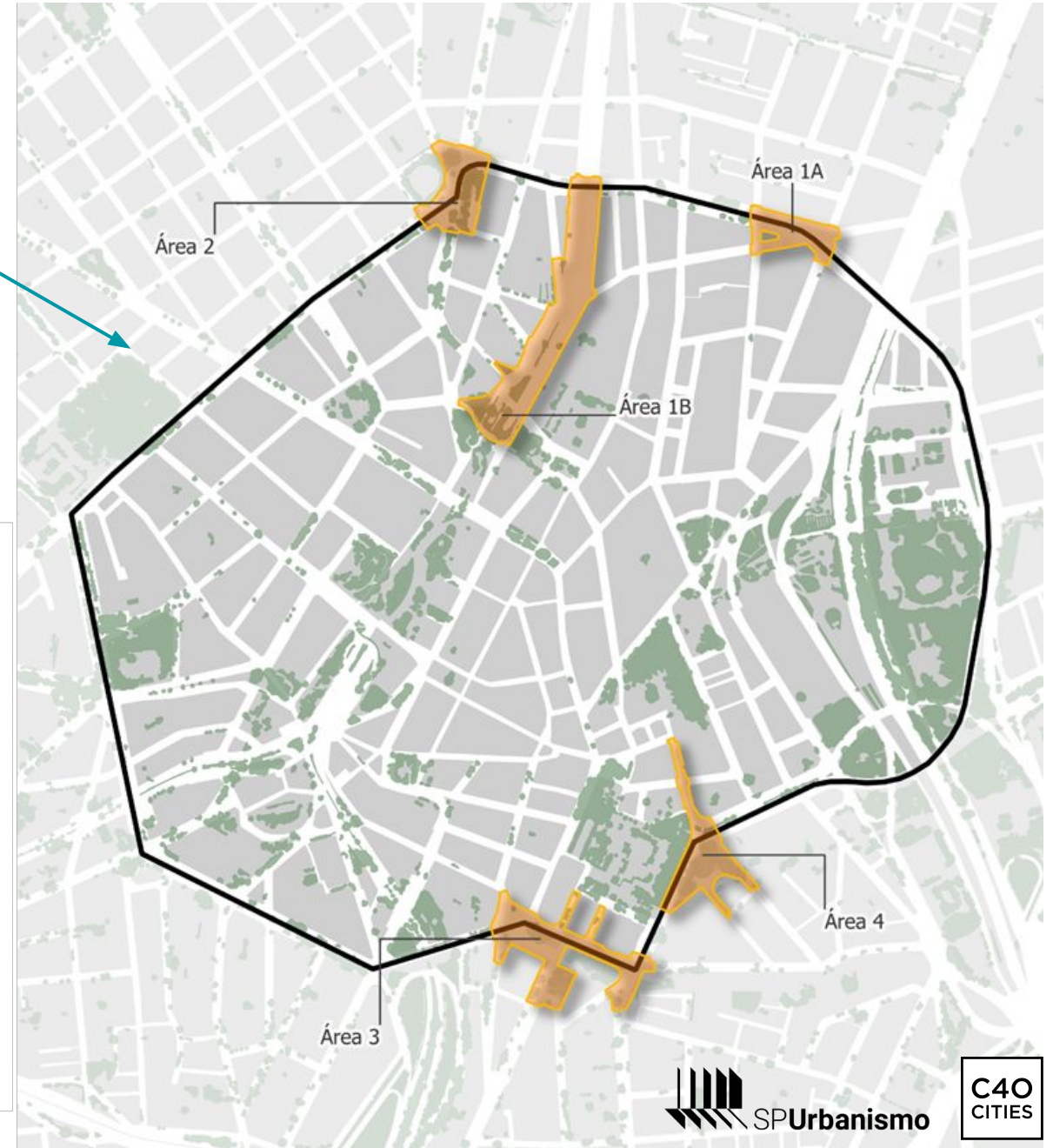
- Built
- Designed
- On design

➤ Remaining Areas

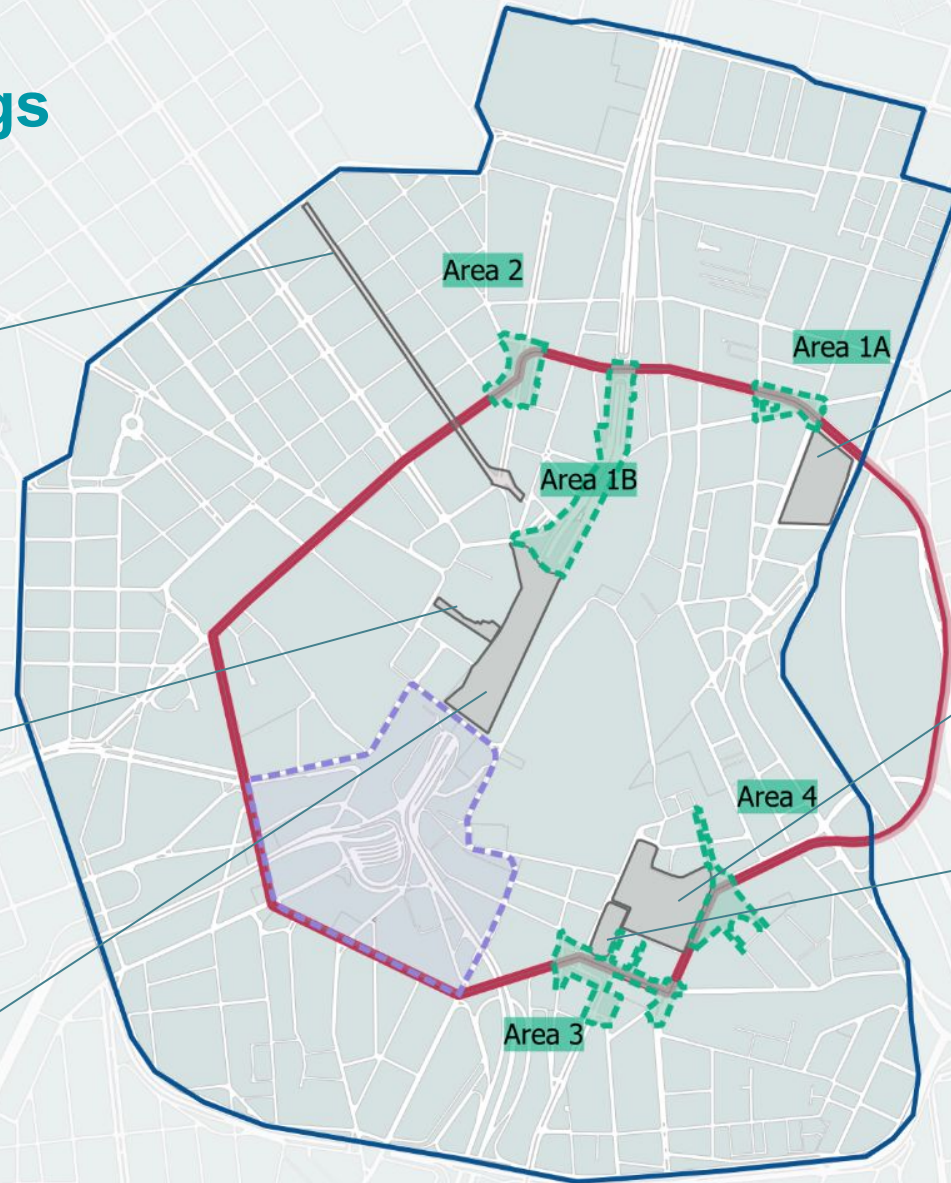
➤ To fix a plan

➤ Reduce the use of cars

➤ Put people first



➤ The surroundings



— Area Students Reiventing Cities

— Contra-Rótula

— Center Ring Road

— Areas of intervention

— Main Ring Road



0 0,5 1 km



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



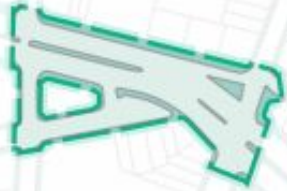
SPUrbanismo

C40
CITIES

➤ AREA 1A

Kinjo Yamato Market

Winner team:
Tempo Arquitetos

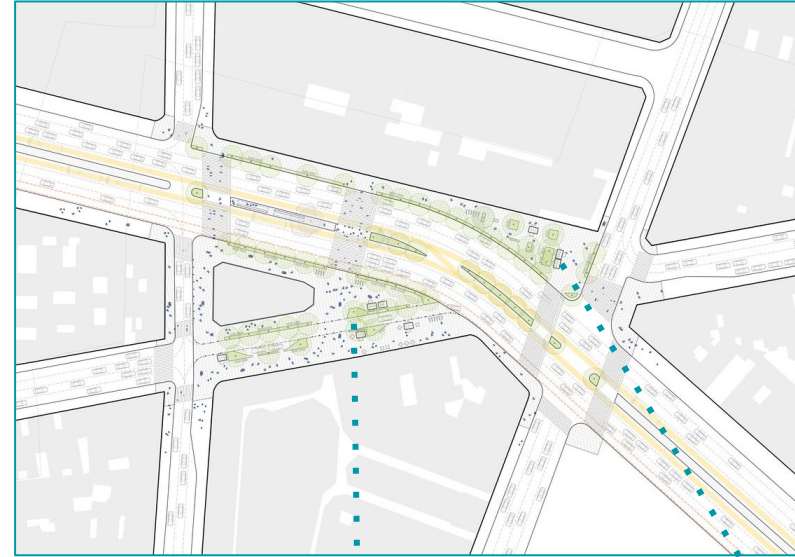
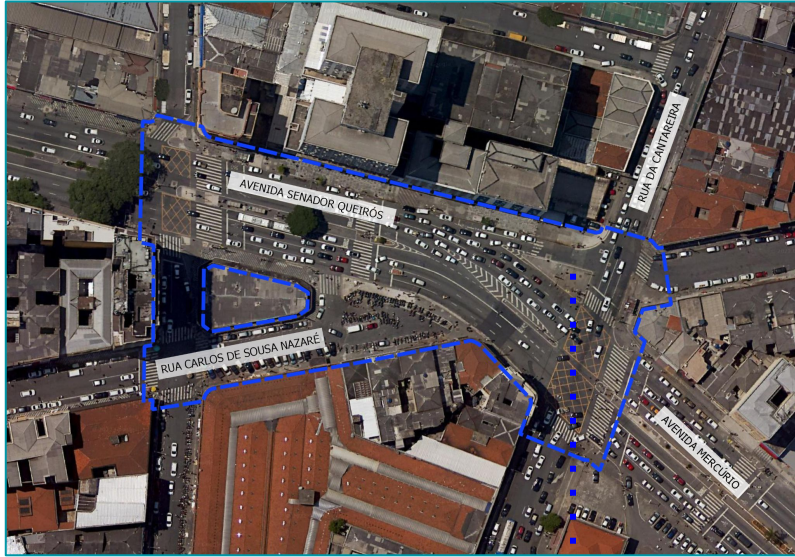


Project Goals:

- Increase low carbon mobility;
- Promote Urban nature;
- Make pedestrian centered streets;
- Give value to heritage sites.

AREA 1A

Kinjo Yamato Market



Winner team:
Tempo
Arquitetos

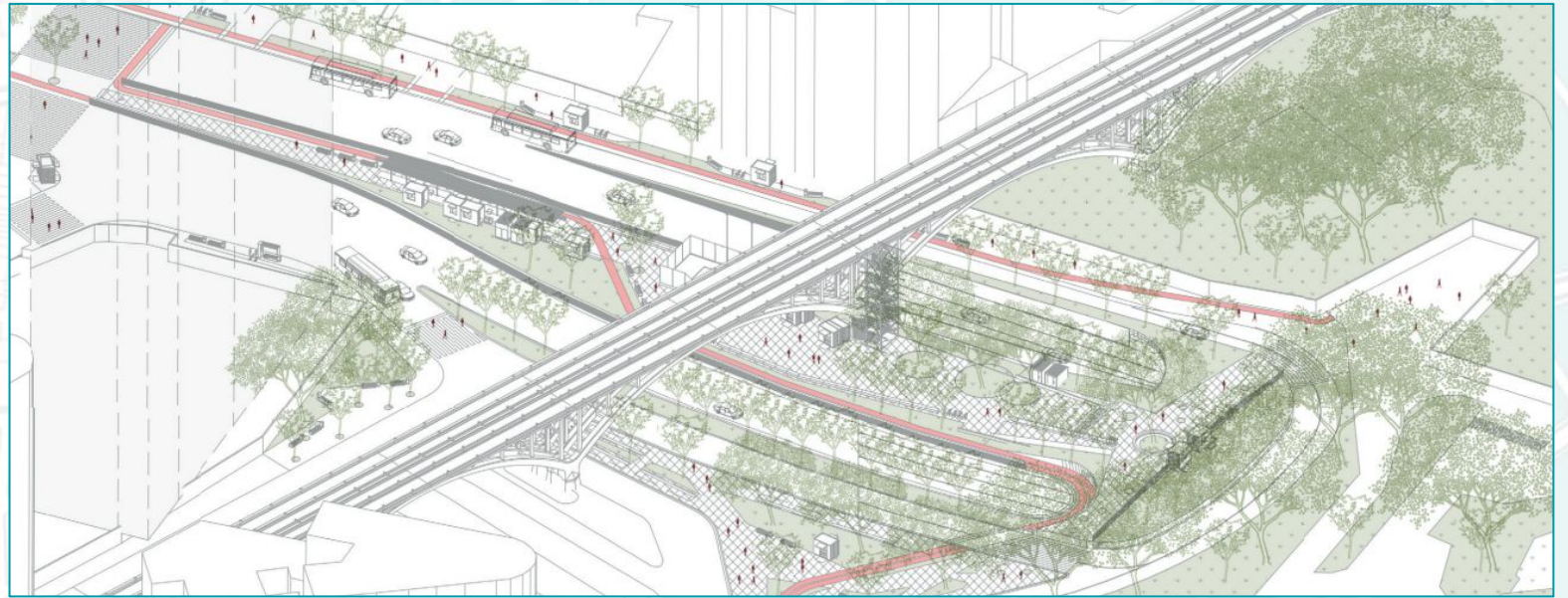
From arid
spaces...



To green places.

> AREA 1B

Prestes Maia Boulevard

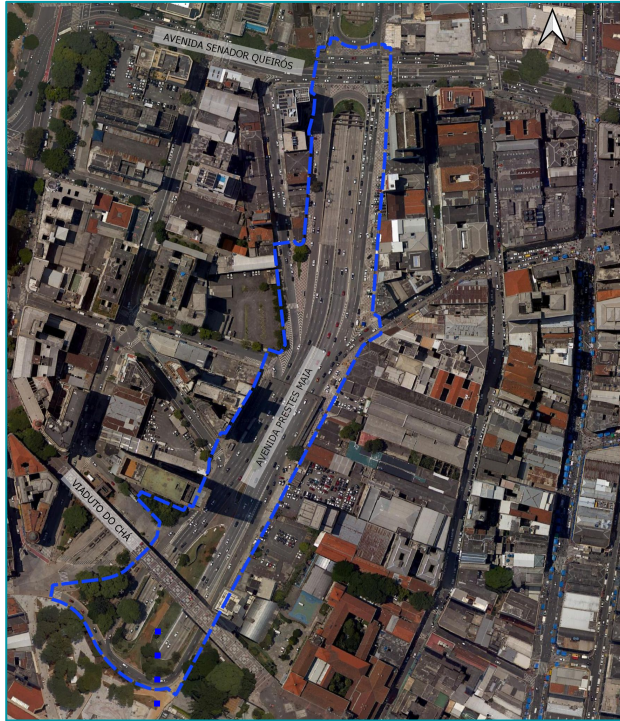


Project Goals:

- 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...

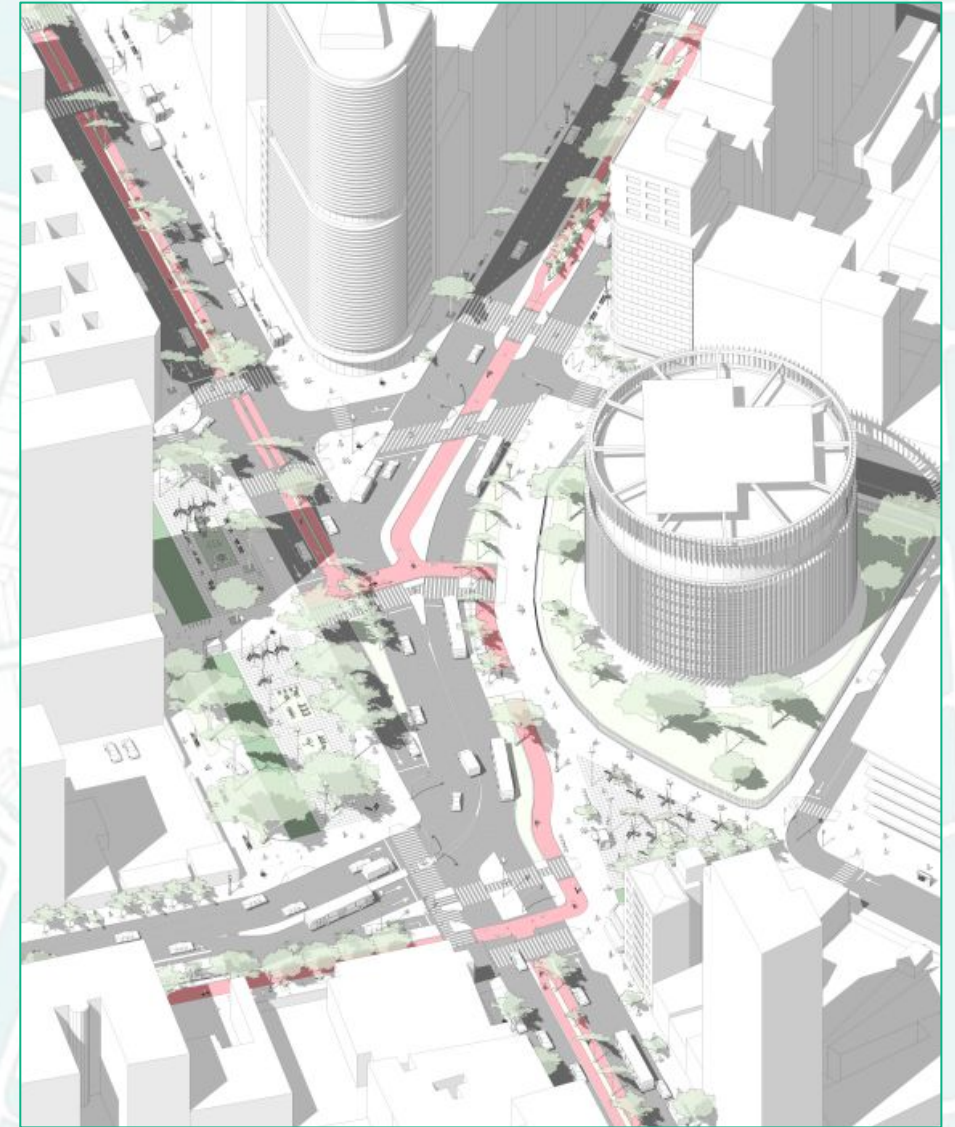
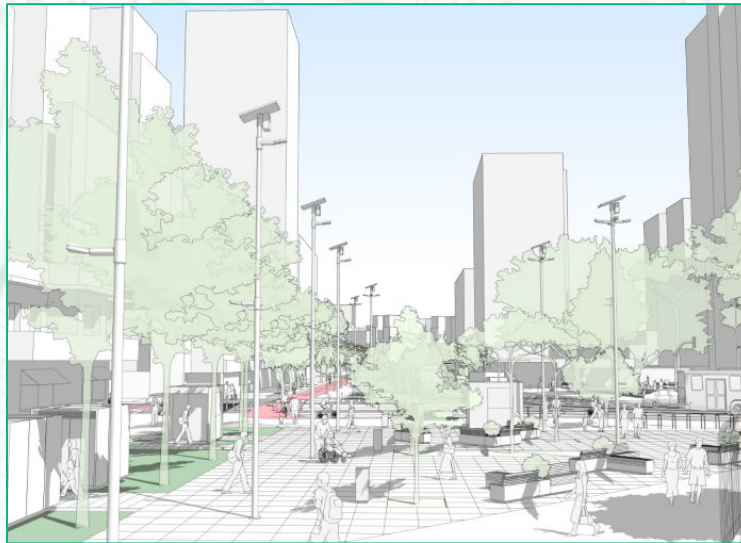


To a new square for people.

AREA 2

Alfredo Issa Square

Winner team:
Estúdio Útil Arquitetos

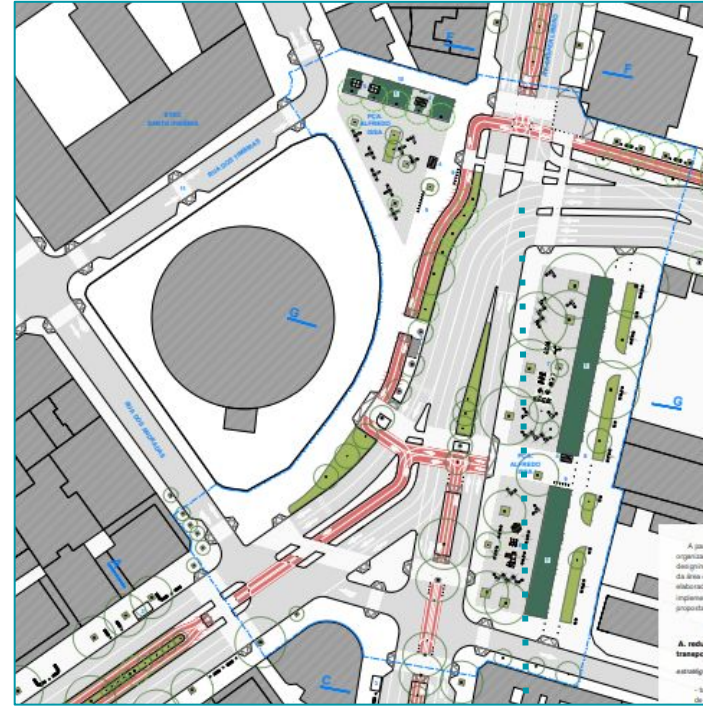
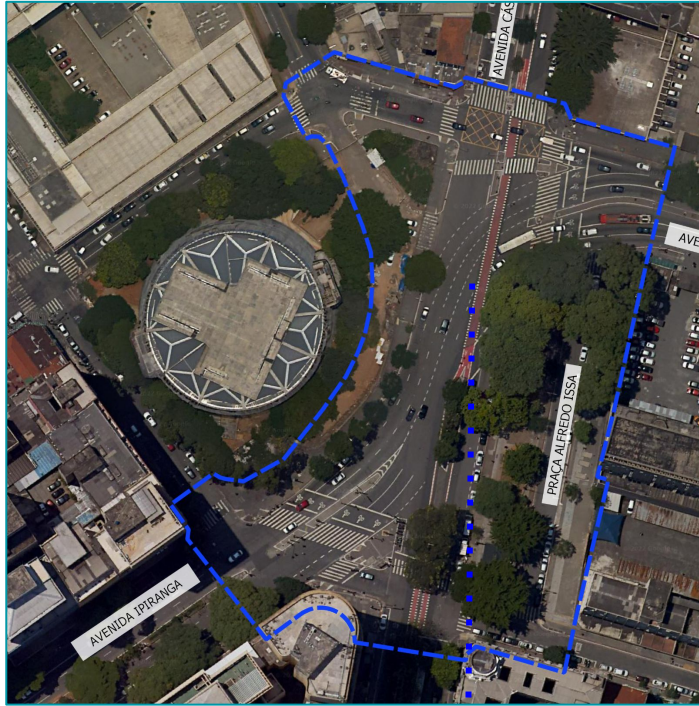


Project Goals:

- Adaptation of public open spaces;
- Ensuring the safer places;
- Increased soil permeability;
- Reduce carbon emissions.

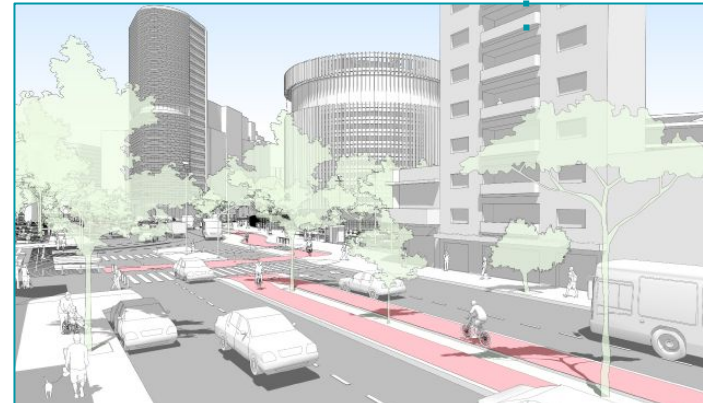
AREA 2

Alfredo Issa Sq.



Winner team:
Estúdio Útil
Arquitetos

From small bike lanes...



To redesigned new ones.

AREA 3

Dr. João Mendes Square

Winner team:
Matteria Arquitetura



Project Goals:

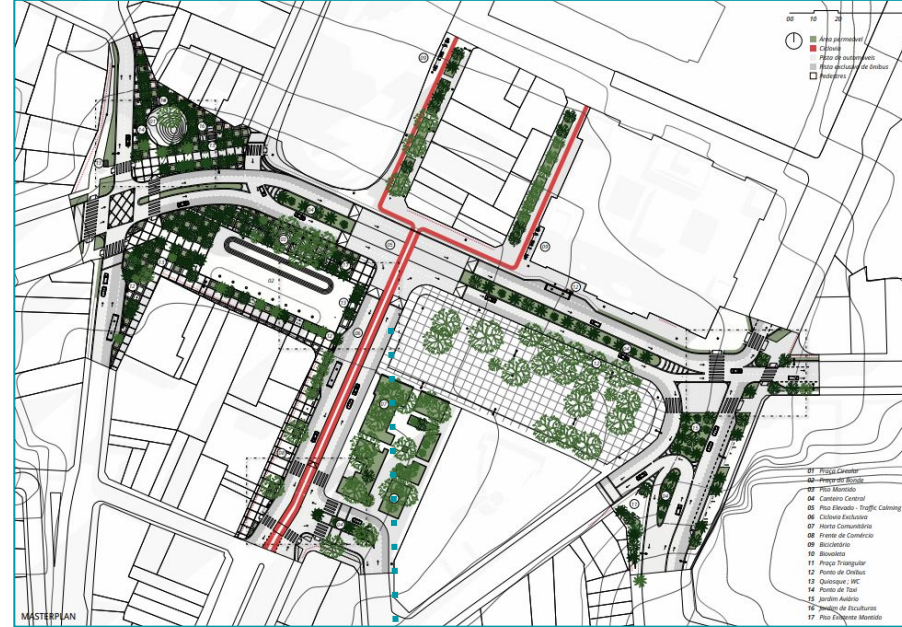
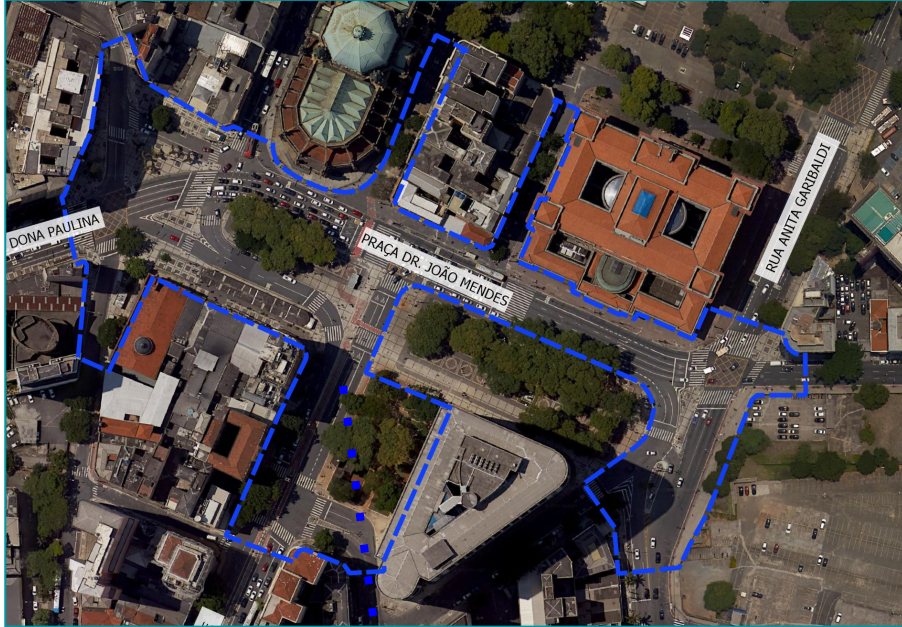
- Valuing local memory;
- Reduction of carbon emissions;
- Improvements in the road system;
- New spaces for socializing.



AREA 3

Dr. João Mendes Square

Winner team:
Matteria Architettura



From heavy traffic...



To encourage active mobility.



➤ **AREA 4**
Clóvis Bevilácqua Square

Winner team:
MAAT Arquitetos



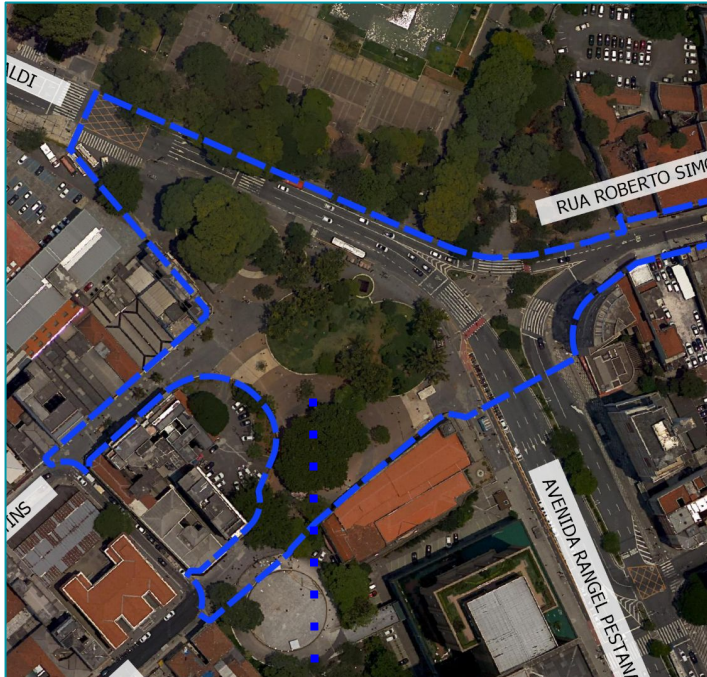
Project Goals:

- 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



SPURBANISMO STAFF

- Pre. Cesar Azevedo
- Arch. Marcela Evans
- Arch. Maurício Del Nero Oliveira
- Arch. Daniel Souza Lima
- Arch. Tiago Rodrigues da Silva
- Justin Lima
- Rafaella Castori
- Thais Milanez

C40 TEAM AMAZING SUPPORT

- Hélène Chartier
- Costanza de Stefani
- Priyanka Premlal

Thank You!

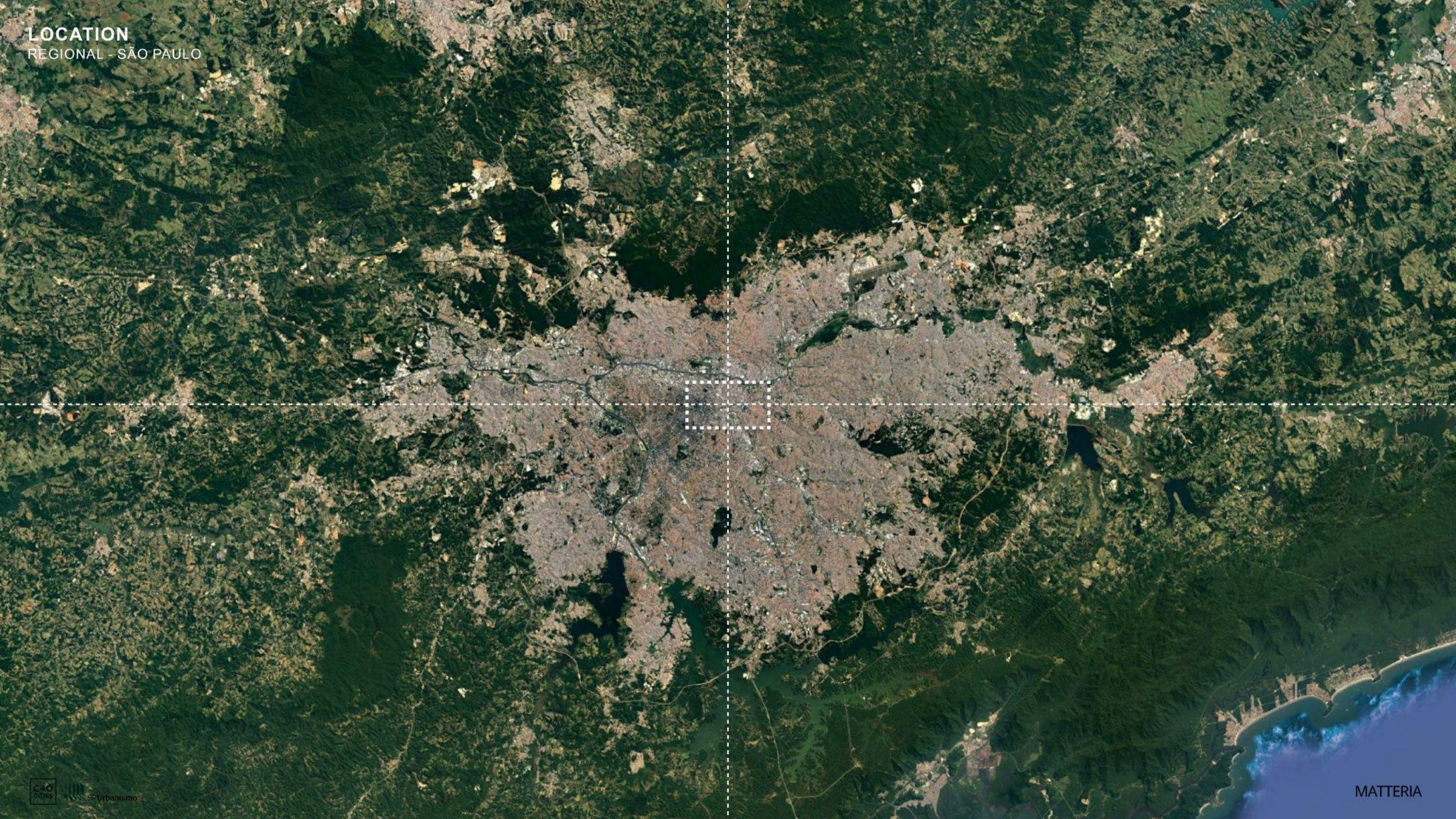
Obrigado!

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

Lucas Coelho Netto | Founding
Partner and Lead Architect at
MATTERIA studio



LOCATION
REGIONAL - SÃO PAULO



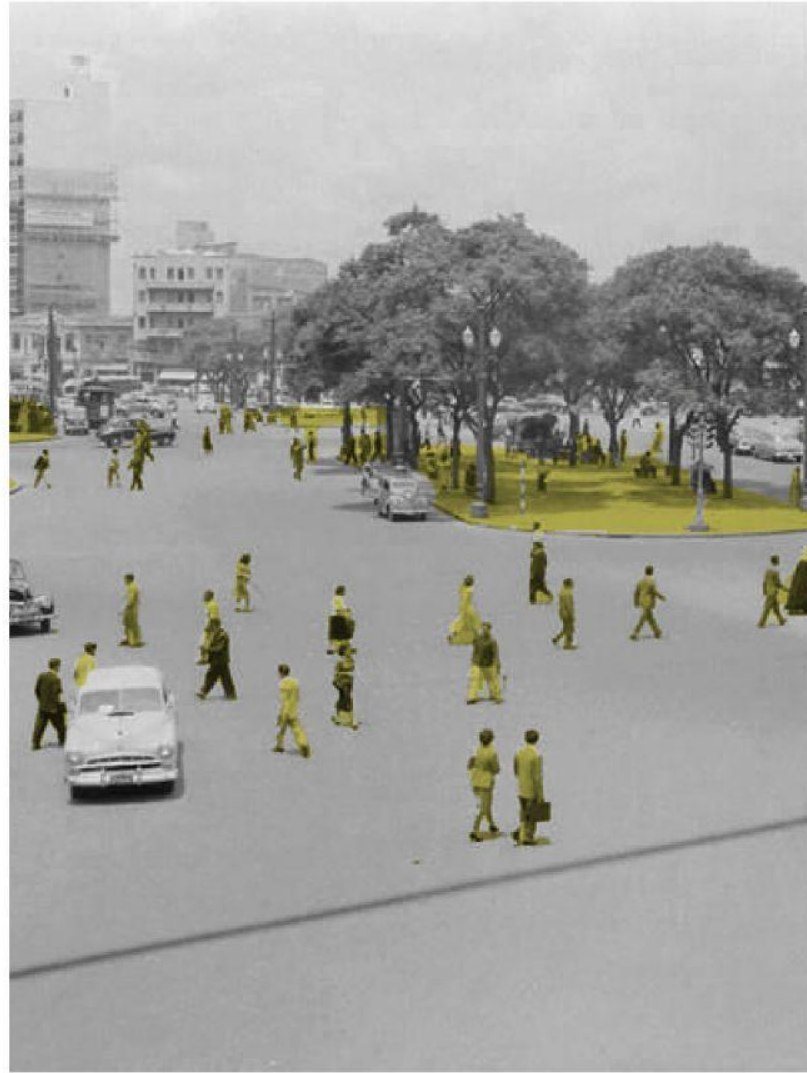
LOCATION
LOCAL - SÃO PAULO



SITE

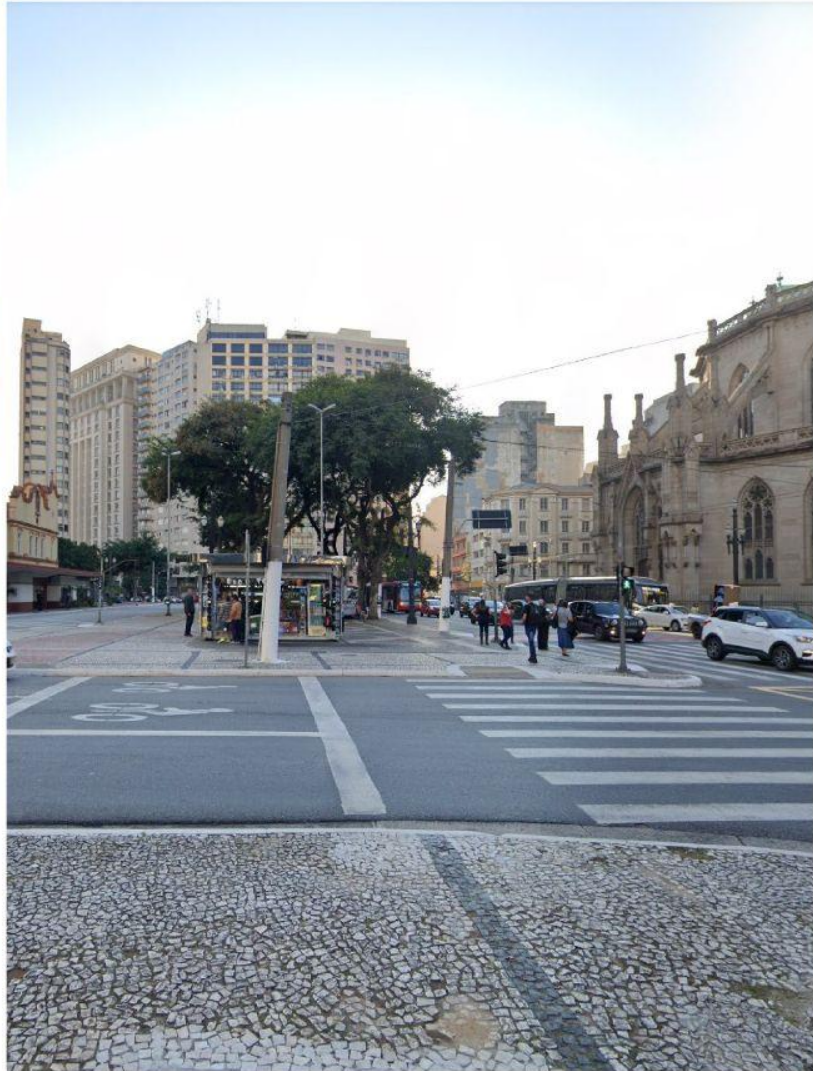
HISTORICAL CONTEXT

1940, 1953, 1974



EXISTING SITUATION

2023

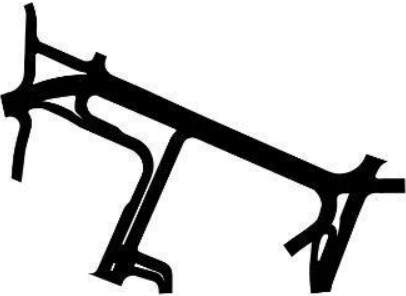




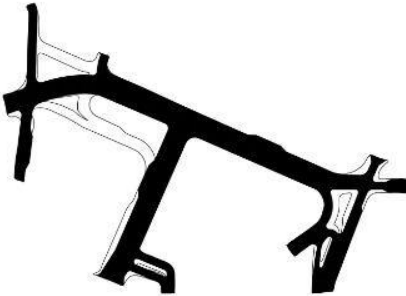
How can under utilized streets be converted into vibrant public realms?

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 of car lanes, shortening pedestrian crossings, and creating incentives for **active mobility** - and reinforcing it through site-specific urban design and landscape interventions.

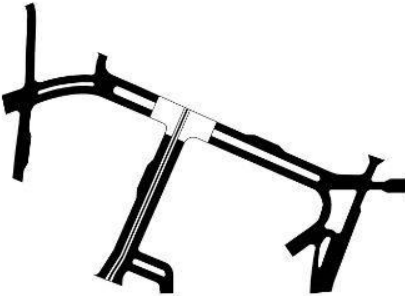
CONCEPT
HIGH LEVEL PROPOSAL



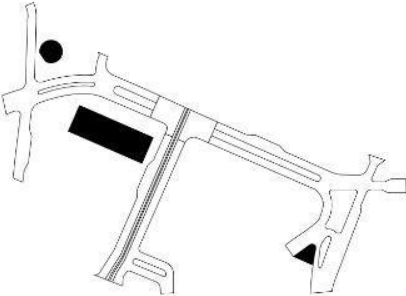
1. Existing Streets



2. Reduced Streets

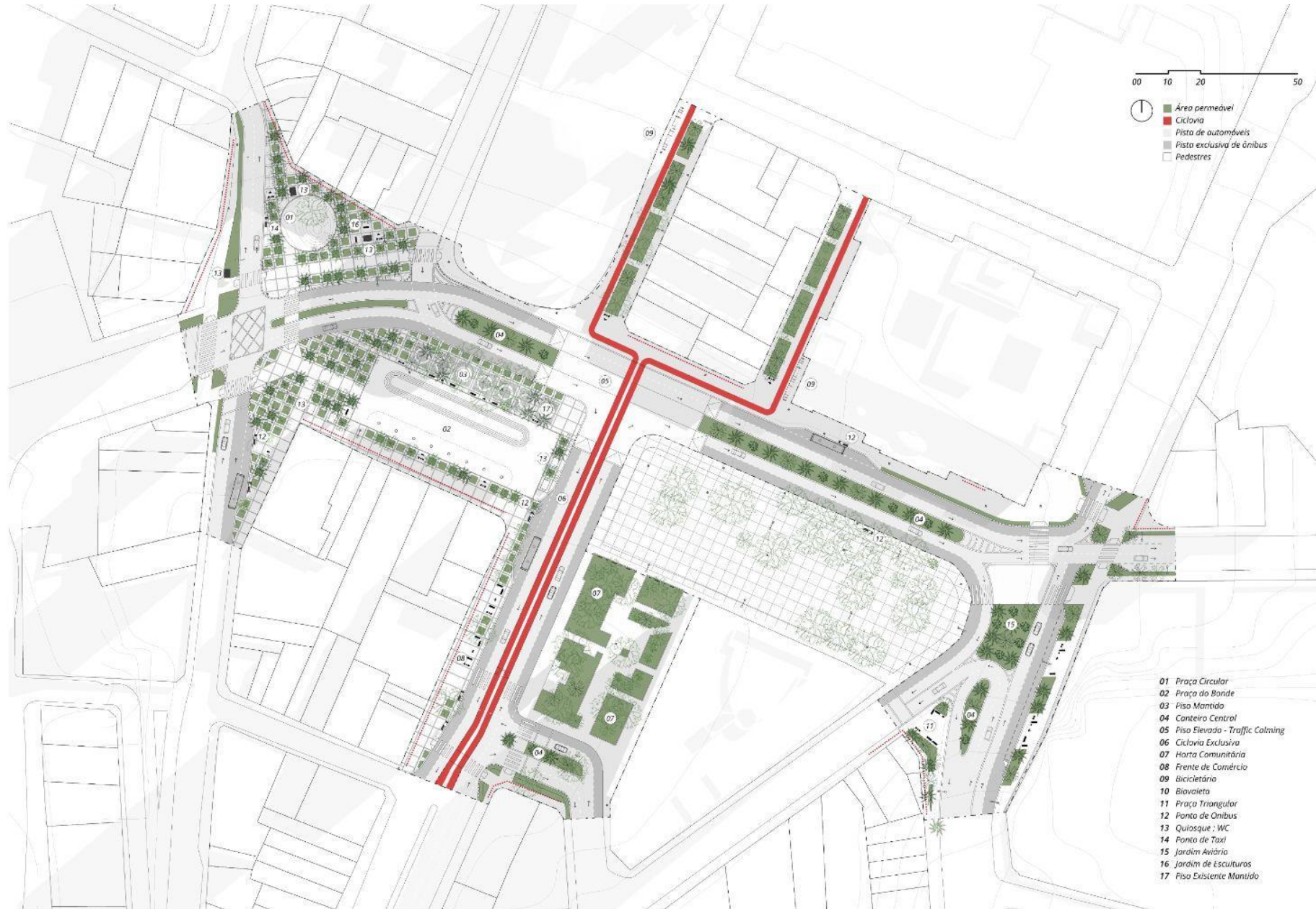


3. Proposed Layout

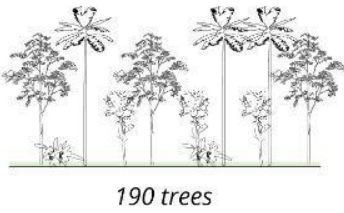
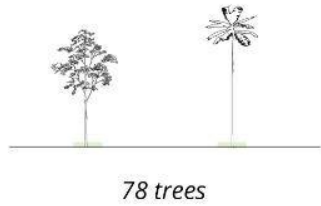


4. New Urban Plazas

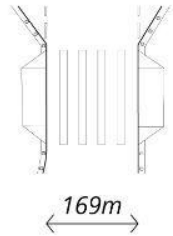
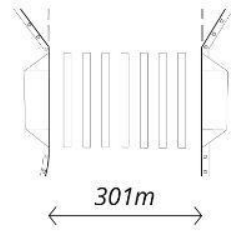
CONCEPT
PROPOSED SITEPLAN



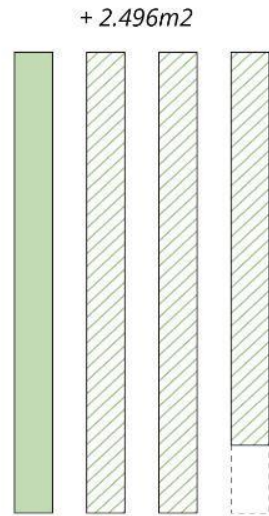
TREES



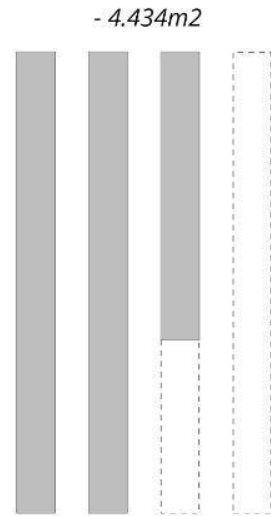
CROSSINGS



PERMEABLE SURFACE



PAVED SURFACE



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



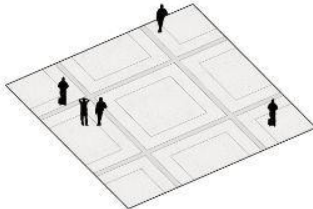
PLAZA 02
CIRCULAR PLAZA AND SCULPTURE GARDEN



PAVING STRATEGY

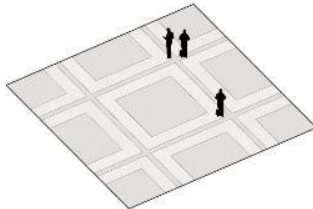
OPTION 1 - CIRCULATION

Base on existing 3x3m grid



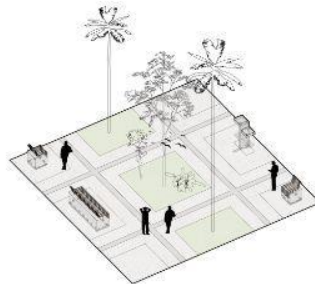
OPTION 2 - PERMANENCE

Paving with darker cobblestones



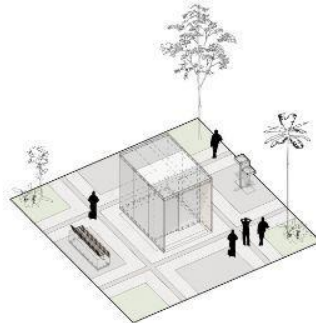
OPTION 3 - GREENERY

Greenery and Urban Furniture



OPTION 4 - URBAN INFRASTRUCTURE

Kiosks and Restrooms



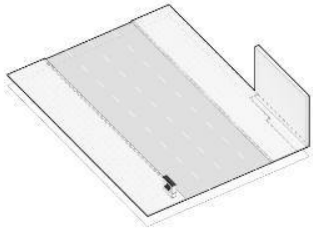
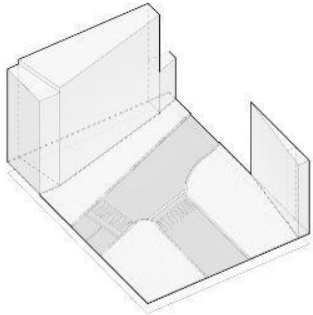
CONCEPT
PHASING DIAGRAM

NEW PEDESTRIAN STREETS

CAR LANES ALTERATION

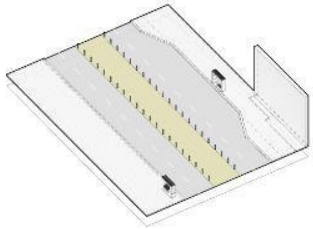
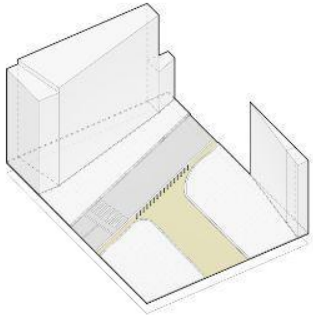
PHASE 1 - EXISTING

Existing Streets



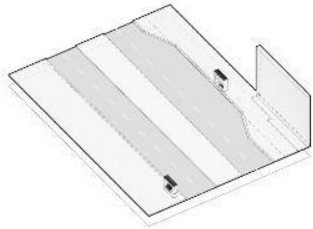
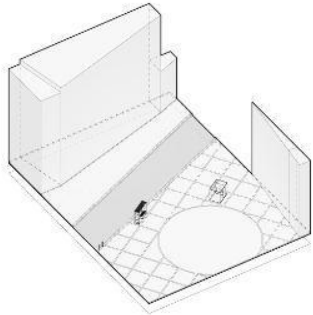
PHASE 2 - TEMPORARY

Flexible Delineators and Street Paint



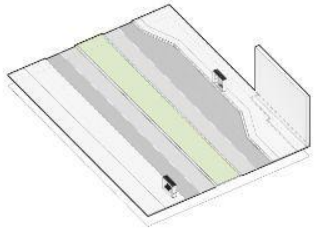
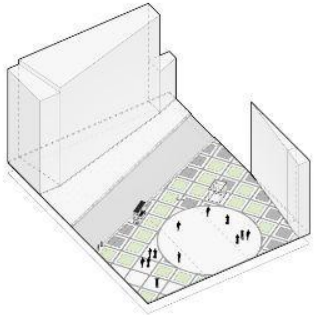
PHASE 3 - TRANSITION

New Curb and Paving



PHASE 4 - PERMANENT

Greenery and Urban Furniture



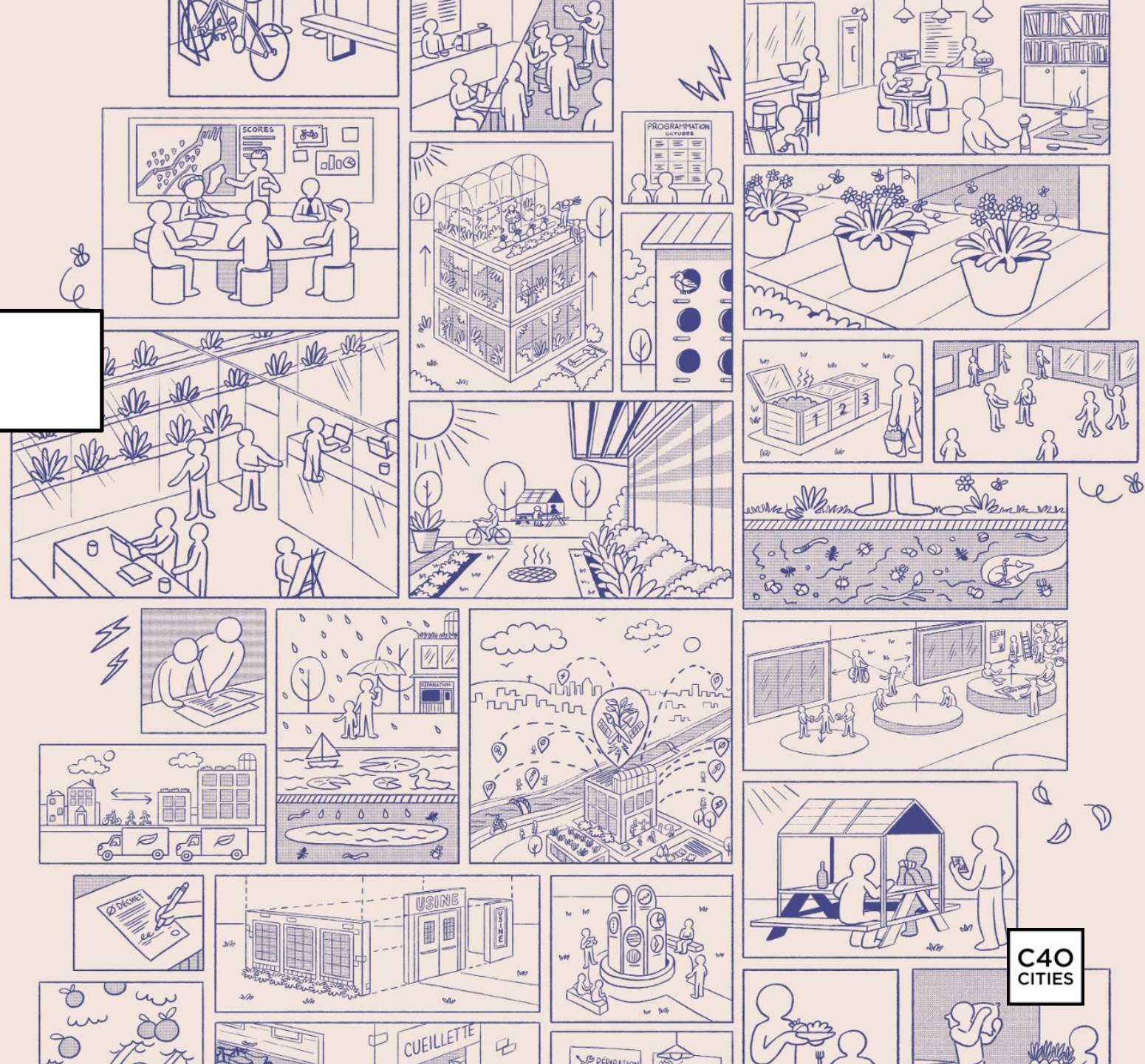
MATTERIA

www.matteria.studio

@matteria_studio



Q&A



Thank you!



c40reinventingcities.org

reinventingcities@c40.org

**Green & Thriving
Neighborhoods**

ctallon@c40.org
vmalta@c40.org