

Loreto. Milan

Piazzale Loreto, via Porpora. Milan



The Loreto site is found in the north-east precinct of Milan, three km from Milan Cathedral, in one of the most accessible areas of the city. An underground link connects it in less than 10 minutes with Milano Centrale, city's hub for high-speed trains and Porta Garibaldi stations, access to the district of Porta Nuova, in addition to the Città Studi university campus. It is the main crossroads along the historic north east axis, which is currently undergoing transformation and being developed from the centre connecting the Corso Buenos Aires commercial district with the Viale Monza and Via Padova lines. The site is Located in one of the most crowded and active districts of Milan, a highly commercial environment rich in services. Today Piazzale Loreto is an heavily trafficked element of division, a feature that jeopardizes its urban quality as shown by the absence of pedestrian crossings and the low usability of green areas. For these reasons the *Milano 2030 Plan* identifies the Piazzale Loreto perimeter as one of the "Squares" connecting city center and peripheral districts where town planning regulations have been envisaged to foster

investments to reorganize public space; the aim is reconnecting and renewing the surrounding districts. The site consists of: an eight-storey building above ground along Via Porpora housing Municipal offices; one underground storey at the center of the square – with access to the metro line – with a series of tunnels housing offices, warehouses, technical premises and shops; and the square itself, on which the town planning projects will have to encompass an efficient mobility reorganisation and the connection between public spaces and the adjacent streets, with priority being given to pedestrian and cycle- traffic in complete safety. The reorganization of the plaza must provide accessible and liveable spaces, to allow the attainment of new buildable areas above ground, possibly connected with the underground storeys, and to give rise to new volumes to be integrated in the existing context. Reinventing the plaza on the basis of solutions inspired by the principles of sustainable mobility will allow the beginning of a regeneration process able to give a new look to this area of the city.



Expected program: Developing Piazzale Loreto as a 'hub' between Corso Buenos Aires, Viale Monza and Via Padova, by improving mobility, including cycle and pedestrian systems and the quality of public spaces.

Site's owner: Municipality of Milan

Plot area: Via Porpora building has a gross floor area estimated of approx.2,839 m². The Square has a surface area of around 17,000 m². The available underground floor space occupies approximately 6,000 m².

Type of property transfer intended: Sale with related building rights, with minimum price set by the owner, for Via Porpora building. Surface right, with minimum price set by the ownership, for spaces in the underground floor and any surface areas.

Deadline for the submission of the Expression of Interest: 5 June 2020 2pm Milan local time (UCT+1)

Site presentation and expectations for its development

Loreto is one of the most accessible and well-served urban areas in the city of Milan. It is 10 minutes on foot from the Milano Centrale railway station, the main public transport hub of the city which, thanks to high-speed trains, connects Milan to Turin (50 min.), Bologna (60 min.), Florence (100 min.), Venice (150 min.) and Rome (200 min.). Malpensa airport can be reached from the station in only 40 min. with the Malpensa Express rail service, while the Rho Fiera exhibition area and the future MIND area can be reached in only 25 minutes thanks to the regional railway service. The site is served by two subway lines, the M1 and the M2, which link Loreto to the city centre, to the Porta Nuova business centre and to the University of Milan campus in only 10 minutes. The 90, 91 and 92 surface bus lines stop in the immediate vicinity of the Square, as well as several Bike Sharing stations for promoting cycle-based mobility. Lastly, the site is easily accessible with private transport, being close to the city by-passes and major motorway connections (8 km from the A4 Milan-Venice motorway and 9 km from the A1 Milan-Bologna motorway).

The connection to Corso Buenos Aires, one of the most important commercial streets of the city, the presence of services of various nature and the high density of residents make the site one of the most dynamic urban contexts of Milan. The square is a focal centre of the north-west axis, a 6 km-long artery between corso Venezia, Buenos Aires, viale Monza and via Padova, on which significant transformations are under way for the ecological development of mobility and public spaces - such as zone 30 in Corso Venezia and the tree-planting projects planned in Corso Buenos Aires and via Padova, besides the widespread redevelopment of buildings, from the Etruscan museum in corso Venezia, to the former cinema in via Redi, from the new hostel in viale Doria, to the courtyards of Baires and the Palazzo di Fuoco of Loreto.

In this broad context of renewal, the urban regeneration of Piazzale Loreto, provided for by the "Piano di Governo del Territorio -PGT - Milano 2030" (City of Milan's Urban Plan for Milan 2030), takes on strategic importance for knitting together parts of the city that are presently fragmented, and creating continuity in the urban relations between different districts. The square, a crossroads of some of

the most important traffic arteries of the city, is a landscape dominated by cars, hostile to the thousands of pedestrians and cyclists that cross it every day. It is a place where the buildings and shops facing the square, as well as the mezzanine access to the subway, currently fail to express their potential, especially if compared to those of Corso Buenos Aires, Viale Monza and other adjacent streets. The excessive space dedicated to traffic leads to the fragmentation of the public spaces and inaccessibility to the residual green areas inside the hub, making Loreto inadequate in terms of public use.

The priority objective that the City intends to pursue is, therefore, to redesign the square to make it crossable, increasing the pedestrian spaces and making them useable in order to integrate the commercial axes of Corso Buenos Aires with Viale Monza, Via Padova and via Costa.

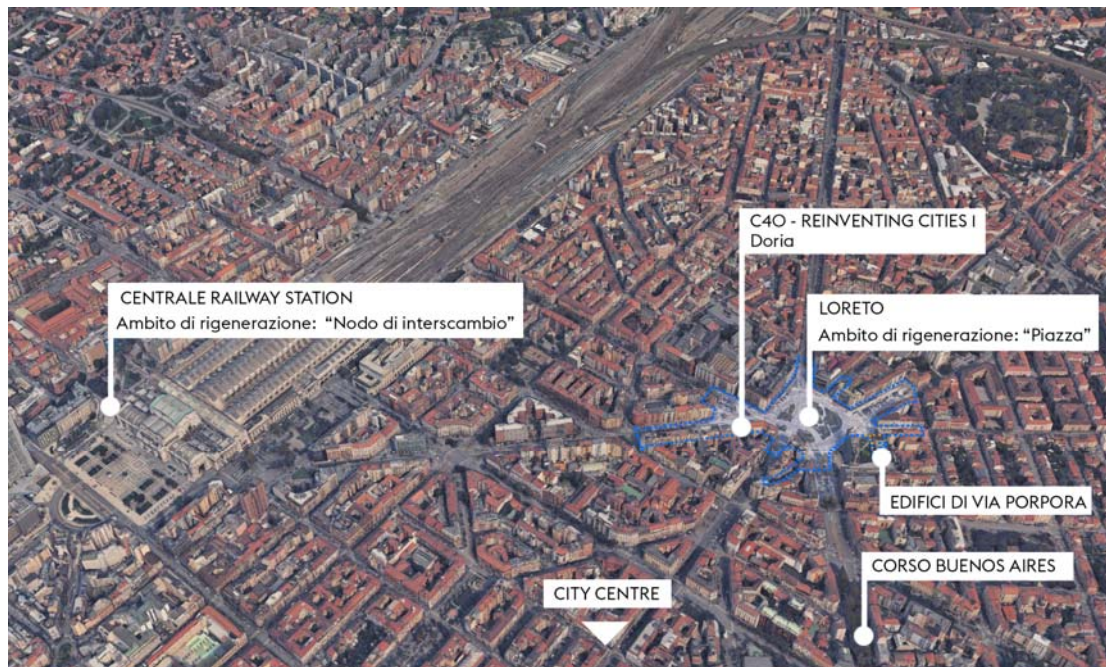
To this end, the projects must:

- Reorganise the geometry of the square in order to give priority to the movement of pedestrians, cyclists and public transport, increasing safety, permeability and the extension of links while maintaining, at the same time, adequate flows with regards to the main traffic routes according to the schemes and indications that will be provided in Dataroom;
- Maximise the provision of uniform, accessible, inclusive and quality public spaces in the Square, as well as in the neighbouring streets, guaranteeing attractive and programmable spaces on a human scale, enhancing existing accesses to the subway and providing for integration with the green areas in order to improve the microclimate and reduce the carbon footprint.
- Re-activate the predominantly commercial use of the mezzanine access to the subway, maintaining the full functionality of the service, also in connection with the ground floor of the surrounding buildings and/or providing for the development of possible above-ground volumes integrated in the context, enhancing the existing commercial businesses, diversifying the uses and maximising the attractiveness of the open spaces.
- The functional recovery of the building in via Porpora in order to improve

architectural quality and environmental performance through the choice of project solutions based on energy efficiency principles and the consumption of clean energy.

The above points constitute specific public objectives, for the pursuance of which the administration reserves the right, subject to verification of compatibility with the legal framework in force, to use the proceeds however generated by the project within the Reinventing Cities site, with particular reference to the redevelopment of the public spaces of the square, in a framework of agreed proposals that are consistent with the winning project. The proposals may provide for design solutions regarding only the space occupied by the square with reference to the public spaces of the square, or only the building relating to via Porpora, or a solution that includes both, provided complying with the general objectives and strategic criteria of the PGT.

With regards to the 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, the maintenance of accesses to the subway line public transport system and relative direct connection at mezzanine level, or their possible reallocation, will be positively assessed. With regards to the mezzanine floor, it will be possible to optimise the spaces for technical staff use or to reallocate them to a different place within the project site. In relation to the provision of new buildings on the square, solutions that avoid creating conflict with the blocks that define the border will be preferred. The new building structures, also arranged as widely distributed, must be of a height which is considerably lower than that of the existing urban facades, and ensure high levels of permeability of the ground floors, besides the accommodation of support activities for use of the square, also in direct connection with the businesses established in the mezzanine.



Specific urban planning rules and regulations

With regards to planning regulations, the “Piano di Governo del Territorio - PGT - Milano 2030” (City of Milan’s Urban Plan for Milano 2030) includes the site within the “Piazze” (“Plazas”), Regeneration Areas identified in Table R.02 - “Urban Planning Indications” of the “Piano delle Regole – PdR” (Plan for Rules) of the PGT

The site is affected by the following provisions:

- with reference to the square, it’s possible to transfer both publicly and privately owned building rights, also for new constructions on areas of municipal ownership, including those devoted to mobility and the existing green area, compatibly with the restrictions imposed on constructions situated on the basement floor and on the mobility system, with the scope of redesigning public spaces;

- with reference to the property in via Porpora, there is the possibility of exceeding the maximum “Indice di Edificabilità Territoriale” (Floor Area Ratio - FAR) equal to 1sq.m./sq.m. through the use, either alternatively or in composite form, of: building rights, also equalised rights, “Edilizia Residenziale Sociale - ERS” (social housing) and public housing services. This regulation is applicable exclusively for projects that provide for the redevelopment of the public space and according to the following general criteria and objectives:

- a) provide continuity to the urban connections, optimising the mobility system;
- b) maximise the pedestrianised areas, increasing the safety, permeability and extension of the links;
- c) diversify uses on the ground floor and maximise the attractiveness of the open spaces;
- d) improve the relationship between built spaces and open spaces through the interaction of public transport;
- e) ecological restoration for improving the microclimate.

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; the 10,000 sq.m include the GFA which can be allocated within the existing mezzanines.

The applicability of a bonus in case of competitions (as stated by the paragraph 11 of the Article 13 of the Implementing Regulation of the “Piano delle Regole – PdR” (Plan for Rules) of the PGT) is excluded.

The buildings facing Piazzale Loreto are included in the “Ambiti dal Disegno Urbano Riconoscibile - ADR” (Areas of Recognizable Urban Design) and, in particular, in the “Tessuto urbano compatto a cortina” (high density contiguous urban fabric) category.

The calculation of the GFA must be carried out, both for the evaluation of the existing GFA and for that of the project, according to the parameters and methods described in the Implementing Regulations in the PdR of the PGT (Definitions and parameters).

There are no limitations to the possible urban functions that can be introduced into the scope of the project.

The urban functions included in the Catalogue of Services of the “Piano dei Servizi – PdS” (Plan for Services) of the PGT available in the Data Room, if agreed or accredited, may not be considered in the calculation of the GFA.

The public spaces included within the perimeter of the site are classified as suitable for pedestrian use. For the areas adjacent to them, there is the possibility of deducting the surface areas relating to private services, shops, small businesses and food and drink outlets for up to 250 sq.m of GFA.

Provision for services are required to the extent provided for by the Implementing Regulations of the PdS.

If the proposals foresee the assignment of a portion of the area in favour of the Municipality, the team will ensure the Municipality’s full ownership of these areas.

In terms of environmental sustainability, the PGT requires that interventions must take action in terms of minimising CO2 emissions and increasing soil permeability and ecological restoration, also through the

integration of greenery in the buildings (living walls and roofs).

The proposals must comply with the provisions of the Building Regulations of the Municipality of Milan and, with regard to distances from existing buildings, Italian Ministerial Decree no. 1444/68.

All the higher-level constraints remain applicable, including hazards related to air navigation and protection of the territory. A historic road layout is present in the site.

Permits for new building schemes, the extension of existing buildings and restorative construction work are subject to the payment of primary and secondary urbanisation planning fees, as well as a contribution on construction costs, according to the functional aims of the interventions. Planning fees and/or contribution on construction costs will not be owing or are reduced in those cases expressly provided by Italian Law (Presidential Decree 380/2001, LR 12/2005). It is allowed to carry out works of urbanization in order to deduct the fees.

The allocation of private parking facilities can be found in the Implementing Regulations of the PdR in the PGT and in accordance with the provisions of Italian Law 122/89, including the location and dimensions of parking for sustainable mobility.

According to the provisions of the PGT, the implementation of the works will be possible through "Permesso di Costruire Convenzionato" (Building Permit subject to agreement) with the Municipality of Milan in order to regulate any urban development works, ERS, planimetric and volumetric aspects, the transfer of building rights and/or the inclusion of services of public interest. The implementation is required to be carried out through an Implementation Plan if the interventions involve a "Superficie Territoriale – ST" (Surface Area - SA) greater than 20,000 sq.m, connected to urban rehabilitation works or according to a provision of significant new urban planning allocations.

PGT, higher-level provisions and regulations prevail over the contents of this sheet.

It should be noted that the urban planning regulations described in the preceding paragraphs and contained in the initial tender documentation (graphs and urban planning regulations containing excerpts from the PGT) became applicable on February 5th 2020, when the variation of the PGT, approved on October 14th 2019, came into force following its publication in the Official Bulletin of the Lombardy Region.

The minimum sales price for the building in via Porpora is 6,624,000 euros. The minimum price for the granting of Surface Rights for the part above ground part for a maximum duration of 90 years, is 331.50 €/sq.m. The minimum price for the granting of Surface Rights for the part below ground for a maximum duration of 90 years, is 1,511.35 €/sq.m.

An additional cost for the premises at the mezzanine, currently effectively used should be taken into account, as notified in the document "Documento di sintesi, dati di progetto, vincoli, obiettivi" available in dataroom.

In the event of the use of building rights originating from other sources, an additional "landing" fee of 224.50 €/sq.m. will be applied. In case of purchase of building rights from the City of Milan, the additional amount is already included in the building rights price, which shall be notified thereafter.

The proposals can take into consideration the acquisition of building rights from the Municipality of Milan, as an additional part of the economic offer, according to parametric values which will be indicated by the Municipality.

The Municipality of Milan reserves the right to verify the adequacy of the economic offer of the winning project, prior to proceeding with disposal. The economic offer may include an indication of private extra costs for the redevelopment of the square, which will be assessed positively.



Specific climatic risks and environmental challenges

The Municipality of Milan has recently started drafting the Air Climate Plan (PAC), an urban-scale instrument aimed at responding to the climate emergency and the safeguarding of health and the environment, the reduction of greenhouse gas emissions, local air pollution and formulating a climate adaptation strategy with an interim target of 2030. Reinventing Cities is part of this framework of objectives. The proposals, in addressing the environmental challenges of the call, must share the underlying vision and objectives of the PAC, with specific reference given to the issue of pedestrian-cyclist, intermodal and zero-emission mobility, urban forestation, and improving soil drainage capacity. Furthermore, the introduction of measures aimed at safeguarding residents and city users from air pollution and making citizens more aware and active in reducing their own carbon footprint will also be taken into consideration.

Besides environmental problems affecting the entire city, such as the concentration of pollutants in the air (especially during the winter season) or heatwaves (in the summer), the area is affected by notable noise pollution caused by the traffic, the reduction of which must be considered in the proposals.

The environmental challenges to be given particular importance to, when considering

the characteristics of the site, are those relating to the improvement of sustainable mobility, and resilience against, and adaptation to, climate change, taking account of the reference social context that may contribute to the design of the proposals in terms of the involvement of different categories of stakeholders (students, workers, residents, category associations, public transport operators).

Effective integration in the urban context in environmental and functional terms is required. The redesign of the public space for improving pedestrian and cycle routes with sustainable mobility systems and exploitable green areas which permit an improvement in traffic conditions, safety and noise level of the site, will be of particular importance -

The site is characterised by urban heat islands; the average daytime surface temperature, measured during the summer months, is 36.6-38.8 °C (satellite readings 2014-2017).

The environment contains existing green links; projects for the introduction of green infrastructures along the Buenos Aires – Costa axis, which contribute to improving the urban microclimate, as well as the current conditions of adaptation to extreme climate conditions, are encouraged. Projects aimed at mitigating the urban microclimate and

improving air quality, both through an increase in vegetation in open public spaces and through the provision of greenery integrated in the buildings and in the infrastructures will, therefore, be favoured.

The site is partially affected by geological feasibility limitations and, therefore, new building work and work on existing buildings

are subject to thorough checks to assess possible dangerous impacts.

With regards to the project proposal, the successful bidder must arrange to carry out, at their own care and expense, necessary land reclamation operations, complying with the project proposal submitted and the regulations for the sector (Italian Legislative Decree 152/2006).



Provisional timeline

- Deadline for the submission of the Expression of Interest: 5th June 2020
- Date of announcement of the finalists: within August 2020
- Deadline for submission of the final proposals: 15th January 2021
- Date of announcement of the winning project: within March 2021

Language requirements

All the documents of the EOI must be submitted in Italian.

The second document of the EOI (presentation of the project and development

concept for the site) must also be submitted in English.