

# Doria. Milan

Viale Doria (54-56). Milan



**Doria** is a small vacant lot of 610 mq and currently used as a parking lot, located just 3 km from Duomo at the north-eastern side of the city centre, in one of the most accessible areas of Milan – and probably Italy.

The site has an incredibly strategic position. It is very well connected to all transport modes, close to **Centrale railway station** hub and 300 metres from the MM1 and MM2 underground line station Loreto. From the Doria site it takes no more than 10 minutes to get to Duomo or Porta Nuova, and to catch a train to go anywhere in Italy.

The neighborhood is among the busiest and densest in the city, next to Corso Buenos Aires, one of Milan's most

important commercial streets. It is characterised by a young population, and a high rate of residential buildings (71%), with bars, restaurants, shops, and public and private services at the ground floor.

The site today appears as a small urban void along viale Doria, the axis connecting Centrale Station to Loreto square. The site has the potential to become an attractive destination, particularly concerning public space.

As the City of Milan aims to provide better facilities for walking and cycling, as well as new green infrastructures in the area, the call for projects provides an opportunity to develop proposals able to refurbish the public space.



### Expected program:

Proposals with architectural and technological innovations aiming at greening, energy saving, and CO2 emissions cuts will be favoured. Proposals should include the re-design of the public space of via Doria, according to citizen's expectations

### Owner:

The Municipality of Milan.

### Plot area:

Approximately 610 sqm.

### Type of property transfer intended:

The site will be on sale with its building rights, with a minimum price set by the owner. According to the proposal, further rights may be purchased from the Municipality or achieved through incentives (i.e. social housing or energy efficiency).

## ► Presentation of the site and expectations for its development

The site has an incredibly strategic position. It is located at less than a 10 minutes walk from Centrale railway station, in proximity to the city's main public transport hub which connects Milan by high speed train to Turin (50 min), Venice (150 min), Florence (100 min) and Rome (200 min).

Moreover, the site is 100 metres from the MM1 and MM2 underground line station Loreto, which connects Doria to destinations like Duomo (city centre), Porta Nuova (CBD) and Città Studi (University campus) in about 10 minutes.

Moreover, Doria is located in an area not far from undergoing significant urban transformation and is surrounded by relevant urban renewal projects and opportunities, such as the temporary Ventura Centrale Design District at Magazzini Raccordati (underused railway warehouses under the Centrale railway yard).

All these factors make it a potentially very attractive location for mixed-use development including offices, retail and hotels.

Furthermore, the City of Milan is encouraging policies to attract young workers and increase tourism, by providing support for start-ups and/or accommodation for students and tourists; this represents an additional success factor for the potential development of the site.

Concerning accessibility, Doria is 40 minutes from the airport via the [Malpensa express](#) train, and regional trains connect Centrale to the Rho-Fiera exposition site in just 25 min.

The site is also easily accessible via private transport, as it is not far to motorway access points (8 km from A4 Milano-Venezia, 9 km from A1 Milano-Bologna). Various [bike sharing stations](#) are within walking distance.



## Specific planning rules and regulations regarding the development of the site

Concerning planning rules, the [PGT](#) (City of Milan's Urban Plan) includes the site within the Ambiti dal Disegno Riconoscibile (ADR – Area of recognizable urban design).

Therefore, proposals will have to comply with the following rules:

- The area is in a "high accessibility" zone (see Article 8 of the [implementing regulations of the Piano delle Regole/PdR](#), Plan of Rules of the PGT); in these areas it is obligatory to obtain a Floor Area Ratio (FAR) of 1 sqm/sqm;
- The maximum Floor Area Ratio (FAR) allowed can exceed 1 sqm/sqm, according to the morphological exceptions permitted by the Urban Plan in the "compact urban grain". Proposals must comply with the guidelines and provisions set by the Art. 15.2 of the [implementing regulations of the PdR](#);
- In particular, new buildings may reach the same height of the lowest building adjacent to it (approx. 25m) on street fronts.
- At the back of the lot (16.5m from the street front on viale Doria), buildings may not exceed 4m in height.
- Due to the morphological exception, the maximum Gross Floor Area (GFA) will be calculated depending on the architectural project, in accordance with Article 4, Paragraph 6 of the [PdR](#).
- No limitations on possible urban functions.

According to PGT, the area has building rights for 0.35 sqm/sqm of FAR. However, complementary rights to reach the mandatory maximum FAR (1sqm/sqm) may be obtained through the following procedures (Article 8 [PdR](#)):

- 0.35 sqm/sqm of FAR through volumetric incentives such as those arising from the energy efficiency of the building (Article 10 [PdR](#)) and/or the purchase of additional building rights, if necessary from the City of Milan as part of the economic proposal and/or insertion of social and affordable housing (ERS - 0.15 sqm/sqm of FAR);

to which are added:

- 0.30 sqm/sqm of FAR (known as "Accessibility Ratio") equal to 0.15 sqm/sqm of FAR for social and affordable housing (0.10 sqm/sqm for the categories of Article 9.2 letter a, and 0.05 for the categories of Article 9.2 letter b) + 0.15 sqm/sqm of free construction;

or:

- 0.30 sqm/sqm (known as "Accessibility Ratio") using volumetric incentives, such as those resulting from the energy efficiency of the building (Article 10 [PdR](#)) and/or the purchase of additional building rights, if necessary from the City of Milan as part of the economic proposal.

According to the Piano dei Servizi (Plan for Services, part of the PGT), urban functions included in the [Catalogo dei Servizi](#) (Catalogue of Services) may not be considered in the calculation of the GFA.

For proposals exceeding the Floor Area Ratio 0.35 sqm/sqm, territorial infrastructure provision for services is required to the extent provided for in Article 9 of the [implementing regulations of the Plan for Services](#).

The norm foresees, in conjunction with building permits, the possibility to monetise the transfer of areas for public spaces and services, based on parameters set by the City of Milan.

The design proposals will have to comply with the building rules of the Milan's [building regulation code](#) and Decree n.1444/68 (with regard to distances from existing buildings). The GFA must be calculated in accordance with Article 4, Paragraph 6 of the [PdR](#).

The necessary permits for new construction are subject to the payment of primary and secondary urbanisation planning fees and a contribution to the cost of construction in relation to the functional purpose of the building work itself. No payment of planning or monetisation fees for the provision of public services is envisaged. It is allowed to carry out works of urbanization in order to deduct the fees.

For every 10 m<sup>3</sup> of volume constructed, it will be necessary to create 1 m<sup>2</sup> of allocated parking spaces (law 122/89).

According to the PGT, the developments may be implemented via:

- Direct procedure subject to (formal) agreement - Building Permit with Act of Obligation - if the obligatory ratio of 1 sqm/sqm is used through volumetric energy efficiency benefits and/or equalising rights, recurring to monetisation instead of the transfer of areas.
- Direct procedure subject to (formal) agreement - Building Permit with Act of Obligation - if the height of the lowest adjacent building is reached, by the sole use of equalising building rights, volumetric benefits for energy efficiency and/or equalising rights with use of monetisation instead of the transfer of areas. In this case, the Landscape Commission's opinion on the project is needed for the morphological exception.
- Direct procedure subject to agreement – Building Permit subject to agreement – if the maximum ratio of 1 sqm/sqm or the height of

the adjacent lower building is reached, through the insertion of a proportion of Social and Affordable Housing, or if the project involves the transfer of areas and/or the inclusion of services of public interest.

- Direct procedure subject to agreement – Building Permit subject to agreement – if the project includes the provision of services of public interest, regardless of the built volume.

The minimum sale price is 1,053,500 €.

In addition, proposals may take into account the purchase of additional development rights from the City of Milan as part of the economic proposal. The parameter values for building rights shall be specified by the City administration. The City of Milan shall reserve the right to verify the suitability of the project of the winning bidder's proposal before proceeding to the sale.

All the documents mentioned above are available in the dataroom.



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## Specific climate or environmental issues regarding the development of the site

Except for those issues affecting the whole city, such as concentration of air pollution (especially during winter seasons) or heat waves (during summer), there is no evidence of specific environmental or climate risks concerning the site.

The area is affected by noise pollution, whose reduction should be considered by proposals, since the site faces a particularly busy street.

Correct integration into the urban context, in terms of environmental and functional integration, is required. Particularly relevant will be the activation of the street front at the ground level, including the re-design of the public space of via Doria, between Piazzale

Loreto and via Giovanni da Palestrina as a green boulevard to improve walkability and ciclability.

Owing to the main environmental challenges that the City of Milan is currently facing, green (and/or cool) roofs and facades or interventions with a similar scope will be properly considered to mitigate heating risks and improve biodiversity.

Regarding soil quality, data from preliminary environmental surveys carried out by the owner of the site, will be available by the beginning of the second phase. The costs of any necessary reclamation work shall, in any case, be borne by the winner of the competitive tendering procedure.