



TAILORING SERRA MONTE CENERI

An Urban Fabric Sized for the People

Group 4

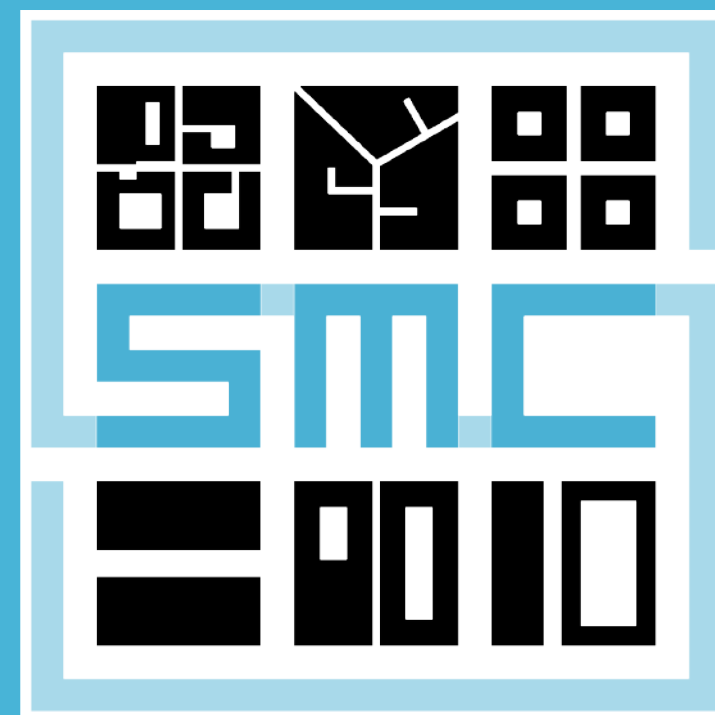
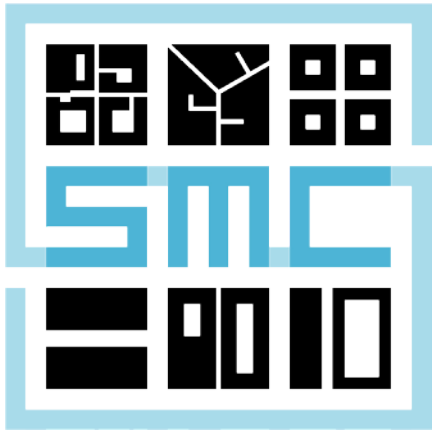


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POLITECNICO MILANO 1863

URBAN DESIGN STUDIO
GROUP 4

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OBSERVATIONS



Milan, like any other city, is a complex system functioning on the basis of three components; infrastructural, economic, and social; which work together to create interactions between the city and its inhabitants in order to enhance the quality of life within and around it. The infrastructure in these cities is a crucial component in regard to spatiality and have the potential to help or harm the quality and experience of a place. The Cavalcavia Adriano Bacula is a metropolitan arterial road in Milan that travels above a parallel arterial road, Via Serra Monte Ceneri and is an example of how this potential can be wasted.

When one sees the bypass for the first time, one realizes a change of scale between the pedestrian and the road. The calvalcavia rises from the asphalt generating a shadow that little by little begins to cover the passers-by. This infrastructure, with an aesthetically beautiful design, is surrounded by parked cars and garbage.

CLAUSTROPHOBIA

Quickly the sunlight begins to dimmer, the noise of the cars begins to increase, and the path begins to narrow. Every inch along Serra Monte Ceneri is surrounded by concrete. It only remains to move on since there is no place where it stops. The same environment forces you to move.

Due to the lack of pedestrian ramps to reach P.le Lugano, many of the local inhabitants choose to use the same flyover to reach their destination. Putting himself at risk, locating himself in the same pass as the cars.



AREAS OF DANGER

When you go through Serra Monte Ceneri you must keep in mind that any attempt to cross the road must be fast. The times given by traffic lights for pedestrians to cross are extremely short. And that's when you're lucky enough to have traffic lights. Many of the roads only have painted lines indicating pedestrian crossings. Unfortunately, the vehicles ignore any indication of this type.



PEDESTRIAN DISCOMFORT

In this place the car is king. That is the statement that everyone who walks the Serra Monte Ceneri has engraved in their minds. Cars parked under the Flyover, cars parked on the road, and cars parked on the sidewalk. The little space that the inhabitants have is even more reduced.

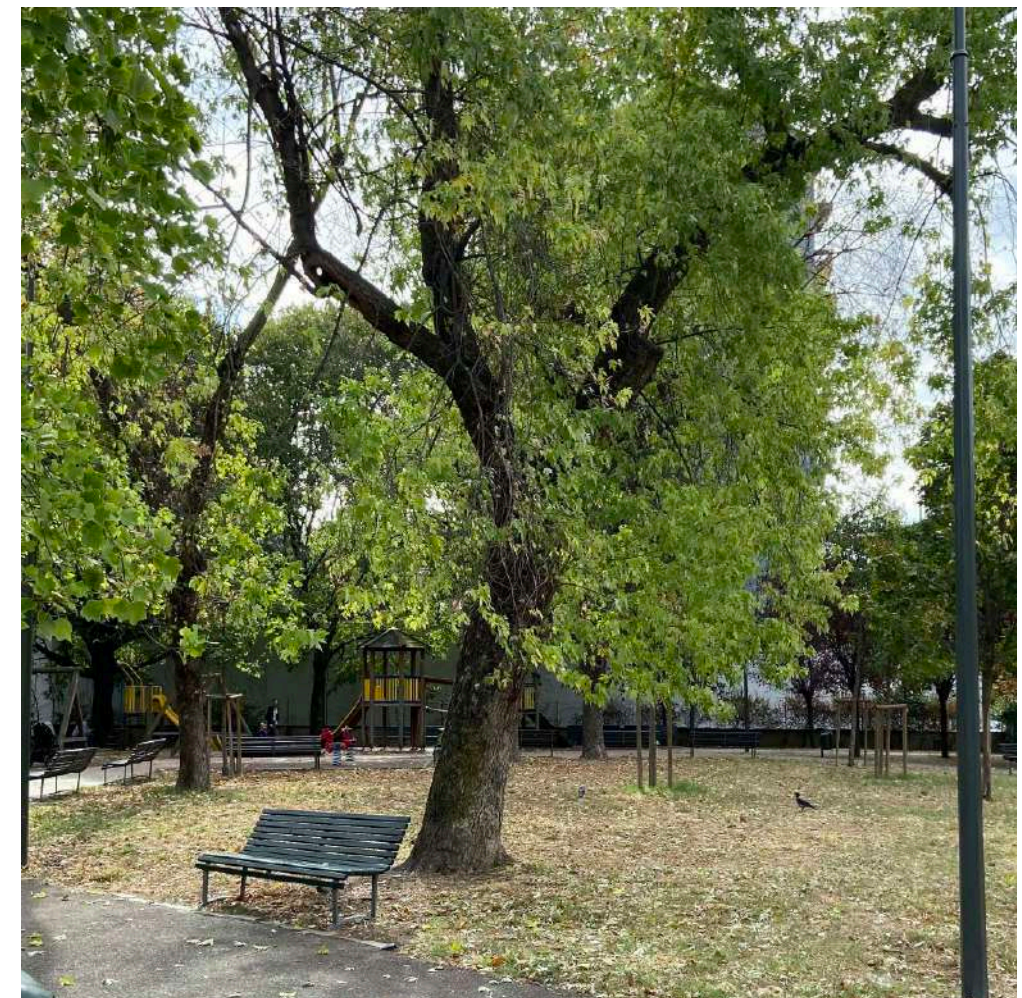
This becomes especially inconvenient when waiting for public transportation. A large number of people accumulate in the bus stops (which are quite small) further adjusting the pedestrian pass. The car is king at Serra Monte Ceneri, but this is about to change.



AREAS OF REFUGE

But there are times when you can take a breather. Only a couple of times are we reminded that there is more to it than vehicular chaos and darkness. Parco Industria Alfa Romeo and Parco V.le Serra are two green spaces and vehicular silence.

These two parks make us think that Serra Monte Ceneri would be if we had more green areas available. What would our tour be like if there was less noise and finally what would be the city with fewer cars.

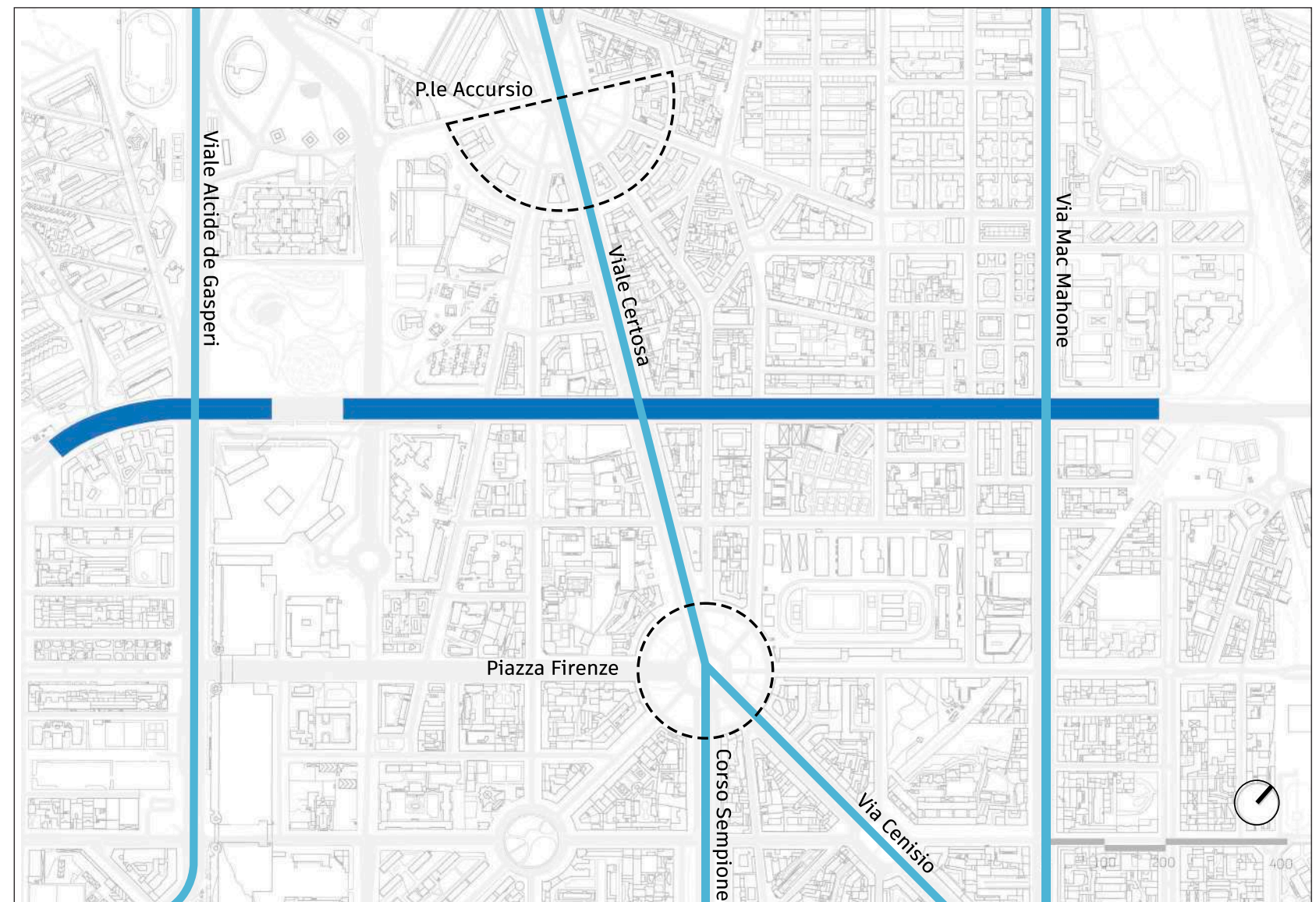
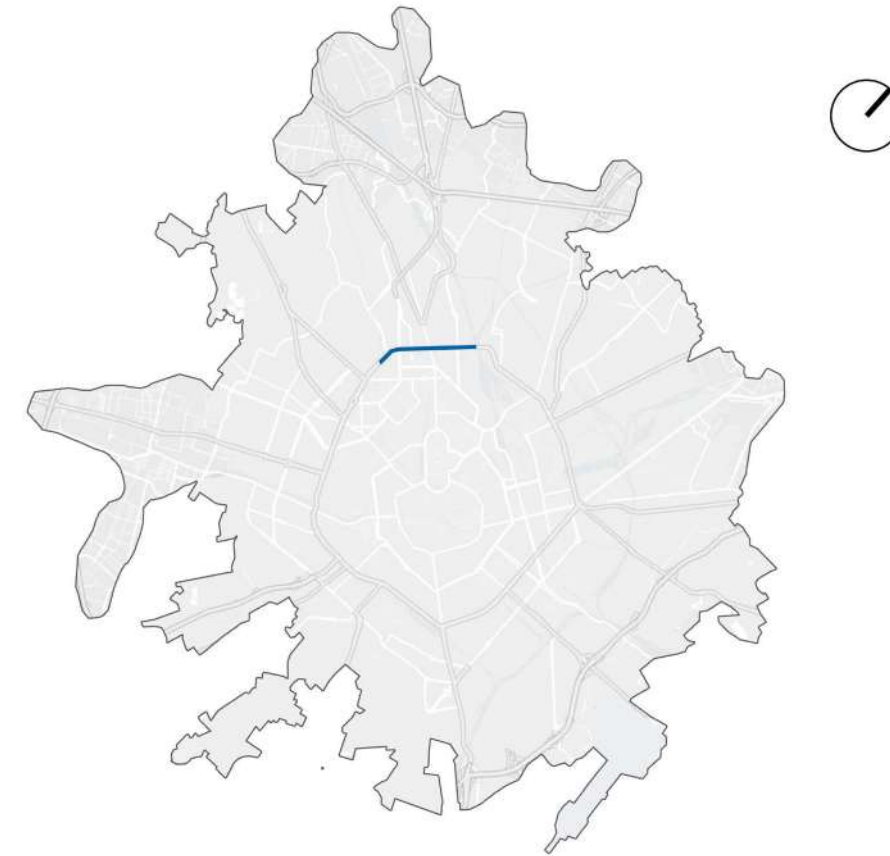


SITE ANALYSIS

ARTERIAL ROADS AND SOCIAL NODES

The cavalcavia is a metropolitan arterial road in Milan that runs parallel to the street below, Viale Renato Serra Monteceneri. The zones are further divided by three metropolitan arterial roads: Viale Alcide Gasperi, Viale Certosa, and Viale Mac Mahon.

Because these roads transport a great quantity of traffic, they have been identified as points of minimum intervention. However, Viale Certosa acts as an axis that connects two socially active points, Piazzale Accursio and Piazzale Firenze, making it an area of opportunity.



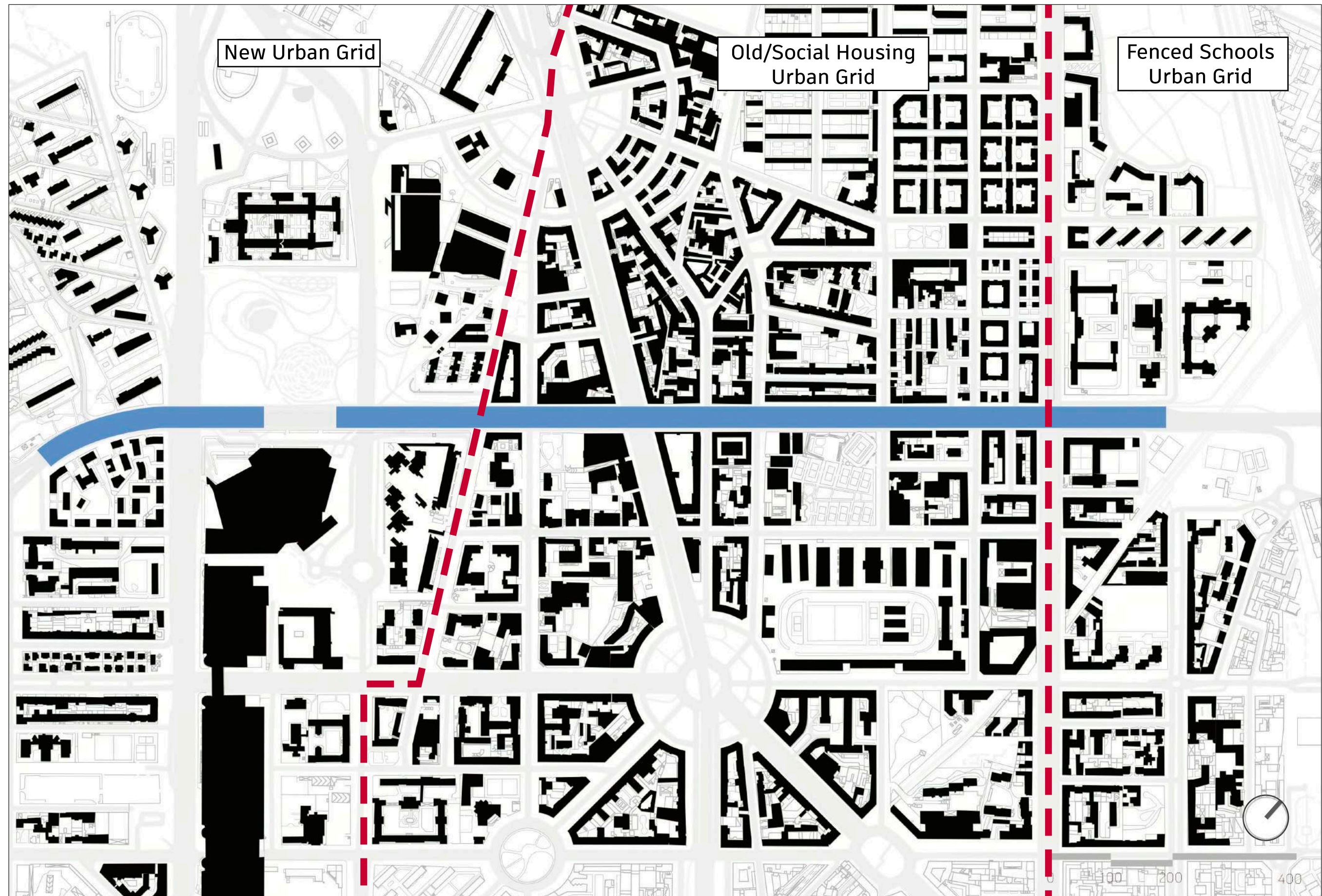
FILL AND VOID

To understand the surroundings of the Cavalcavia we carried out the exercise of studying the urban grid. Using a fill and void map, we realized that there is a great variety of grid types along just 2 kilometers from the city.



URBAN FABRIC ZONES OF PERMEABILITY

When the area around Via SMC is observed on a macro scale, a series of divisions can be seen throughout the urban fabric that encompasses it, based on the permeability of building congregations. Thanks to the fill and void map we started dividing the surroundings in zones.

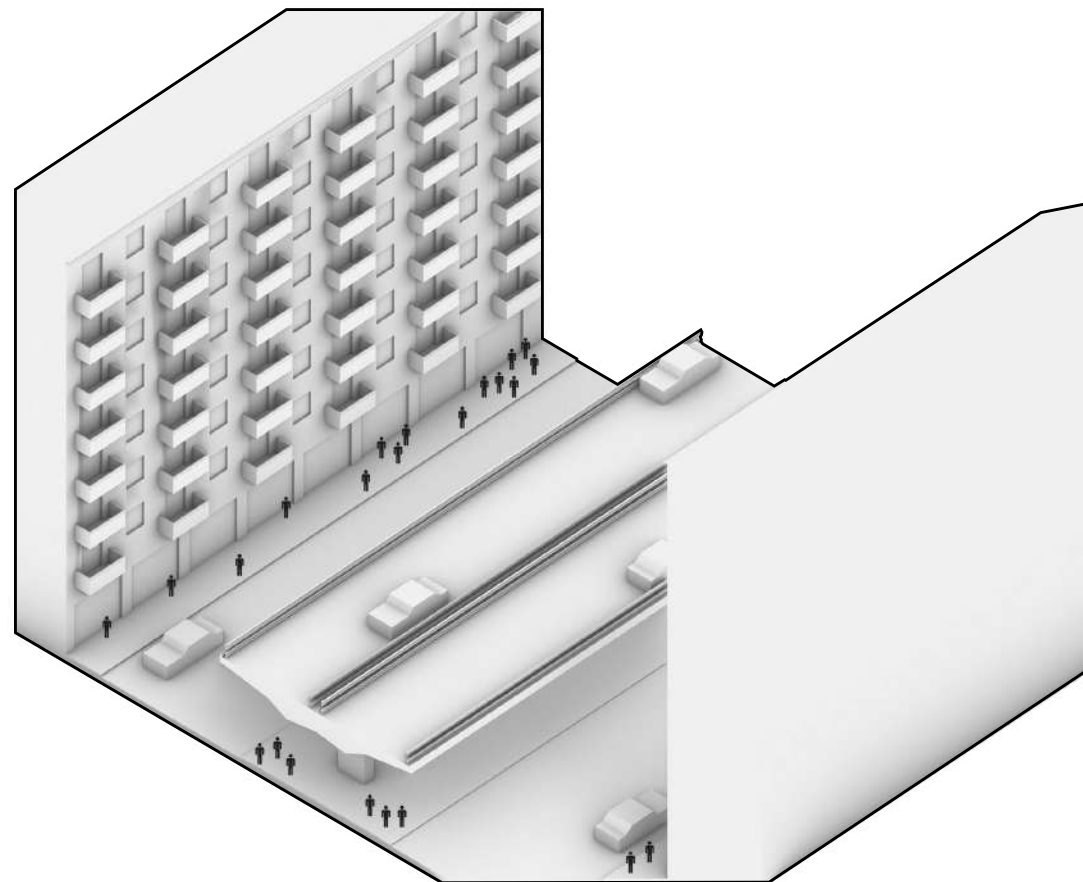


URBAN FABRIC TYPOLOGY

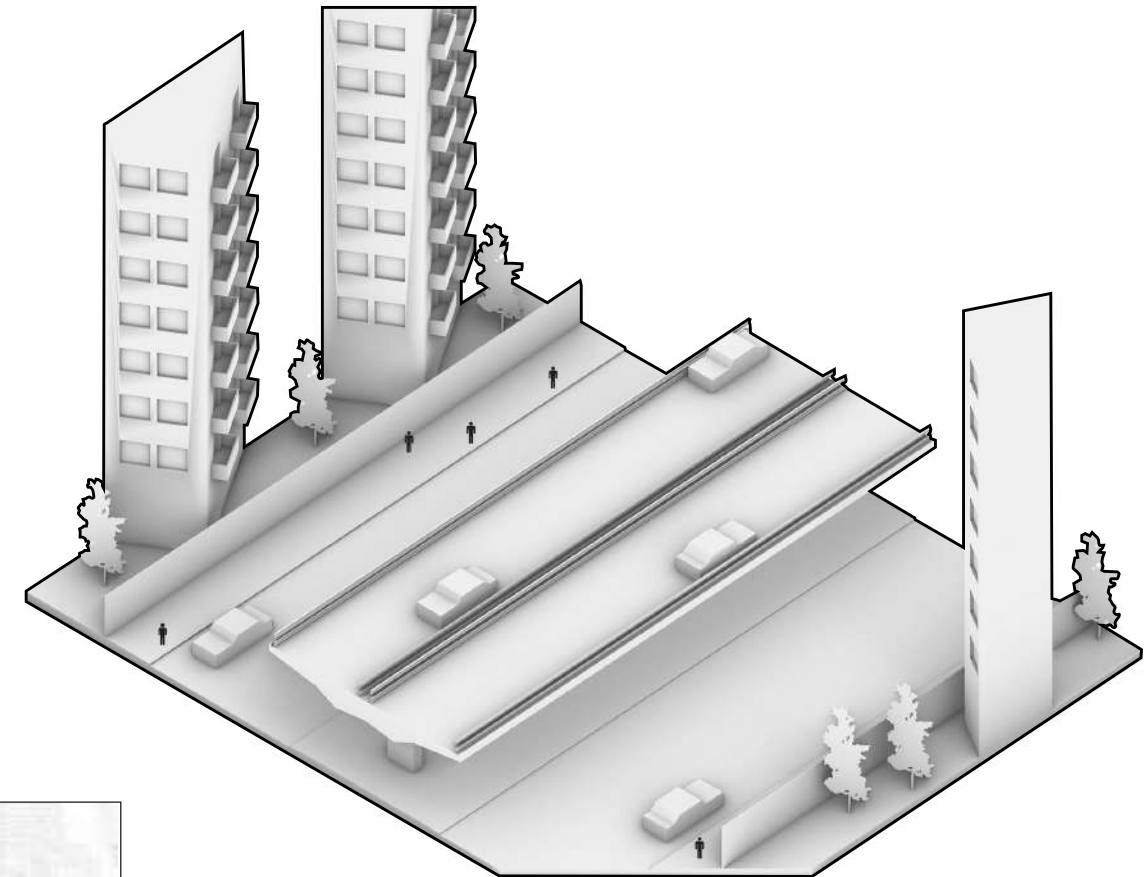
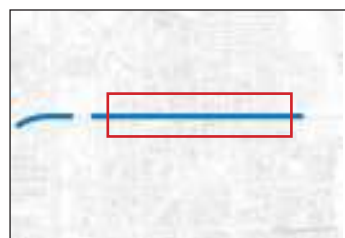
When we analyze the urban design opportunities offered by this infrastructure, we realize that changes in the typology of the urban grid play a crucial role. Serra Monte Ceneri, in the most modern sector of the infrastructure has a greater width. This complicates the crosswalk. In addition, we realize that the blocks are surrounded by green areas, which cannot be entered because they are behind bars.

Unfortunately the use of the buildings in this part of the city is mostly residential. The interaction between the pedestrian and the buildings is limited.

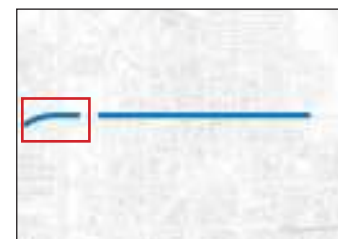
New Urban Grid = Less Pedestrian Interaction



OLD URBAN GRID



NEW URBAN GRID



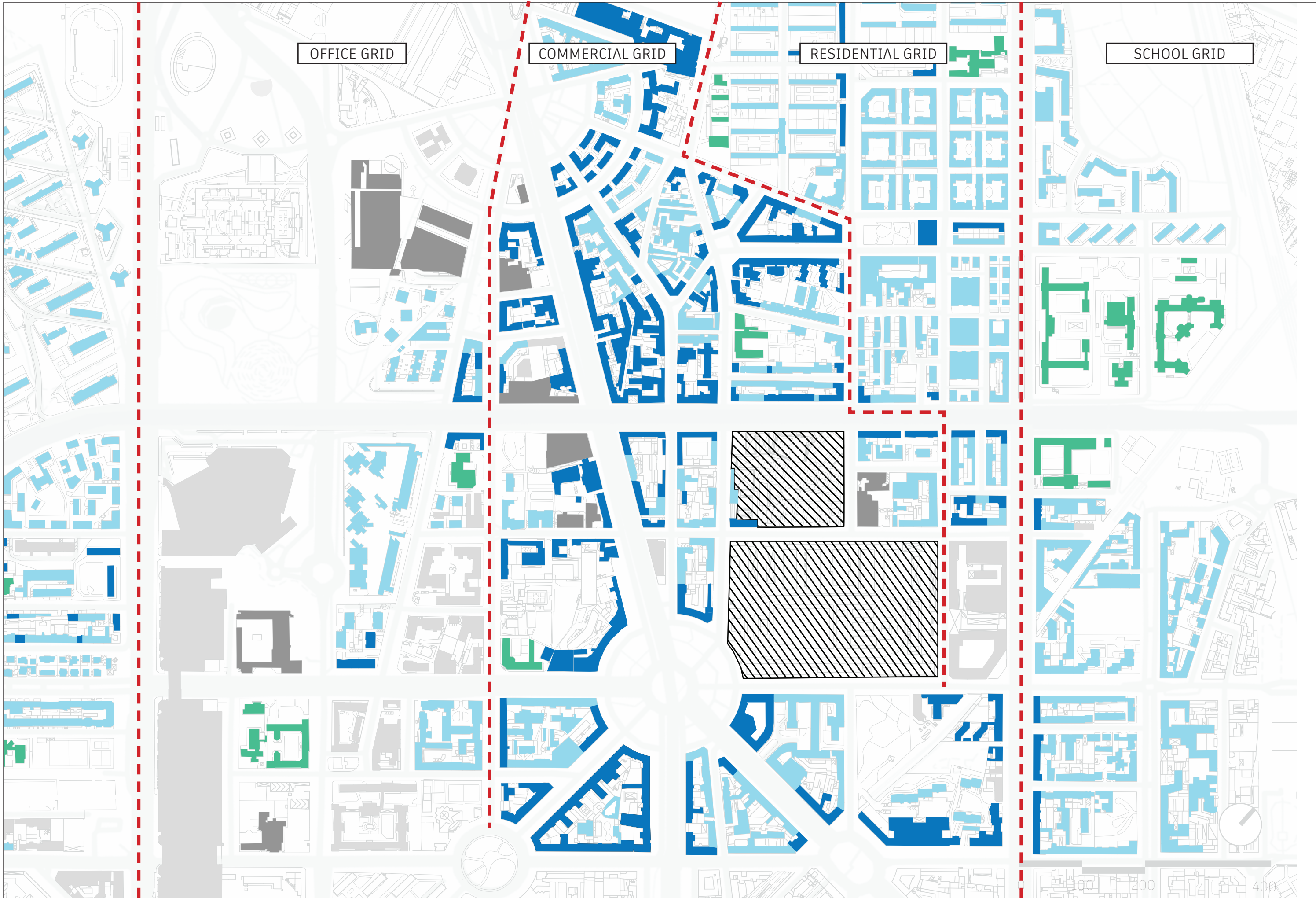
The old urban grid has a series of advantages which make it more appropriate for urban regeneration. Along Serra Monte Ceneri we can find a large number of local businesses, these bring with them a constant flow of pedestrians which keep this part of the city alive.

In addition to shops we find a variety of cultures along this road. Restaurants from different parts of the world attract communities that mix easily in this part of Milan.

Finally schools and offices are also located in the vicinity of Serra Monte Ceneri. Varied needs at different times of the day will need to be met. This provides different approaches to the design process. We believe that for these reasons urban regeneration should start in this part of the infrastructure.

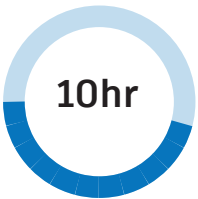
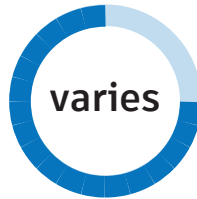
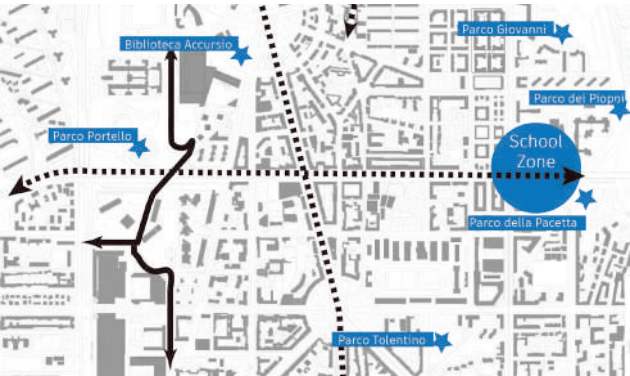
Old Urban Grid + More Pedestrian Interaction

- Ground Floor Retail
- Ground Floor Residential
- Entirely Retail
- Offices
- Schools
- No relation to street front



SERVICE DESIGN

USERS

SCHOOL CHILDREN	BUSINESS OWNERS/ EMPLOYEES	LOCALS	BIKERS
			
Age: 3-19 Presence:  10hr Activities: walking, studying, playing, gathering	Age: 30+ Presence:  16hr Activities: walking, receiving merchandise, maintaining storefront, gathering	Age: All ages Presence:  11hr Activities: walking pets, leisure, waiting for transport, shopping, eating, gathering	Age: All ages Presence:  varies Activities: biking
Occurence: 	Occurence: 	Occurence: 	Occurence: 
Description: Students travel along the Via Serra Monte Ceneri to reach their schools. They require safe mobility to their destination and space to carry out activities.	Description: Business owners carry out commerce on Via SMC and require uninterrupted access to their storefronts. They require safe mobility for themselves and clients. Food centered commerce benefits from seating spaces for customers.	Description: People using the local services or travelling through Via Serra Monte Ceneri require safe mobility, safe waiting spaces, and space for activities. Residents along Via SMC tend to leave while others enter to use the services.	Description: Bikers passing through or to destinations along Via SMC require safe bikeability of the area.
Students Sites   Schools  Activity Opportunity	Businesses Zones   Concentrated local commerce	Movements of Locals   Outgoing  Incoming  Activity Opportunity  Commerce	Bike Movement   Existing Bike Path  Potential Bike Path  Activity

Luis | Student



Nationality: Italian 

Age: 9 years old

Occupation: Student

Household: Parents

Location: Istituto San Gaetano

“ I do not like waiting for the bus with my mom because it is boring and there are too many people. I like it better when we drive our car, but my dad uses it for work. ”

Luis is a 9 year old student at the Istituto San Gaetano, who lives in Zona Farini with his parents. Although his home is in walking distance of his school, his mother prefers to take him to in bus because she does find the walk there pleasant. Luis would rather his dad take him to school in the car, but there is not time for him to do so in the morning. After Luis finishes school, his mom picks him up and they walk along Via Monte Ceneri so she can run errands.

Afterwards, they wait at the crowded bus stop to catch the bus home. This is his least favorite part of the day because there are so many people and his mom makes him stand completely still because it is dangerous.

Some of Luis’ school friends live on the other end of Via Monte Ceneri and he wishes there was a place in between where they can meet and play. Luckily he lives close to a park where he can ride his scooter but he wishes he could show his scooter to his friends and that they could ride together.

Daily Routine



Bus



Walk



School



Play

Needs

- Stimulating area to wait for the bus
- Safe area to walk, play, and meet

Maria | Owner



Nationality: Peruvian 

Age: 45 years old

Occupation: Store Owner

Household: Married +1 kid

Location: Via Monte Ceneri

“ The Serra Monte Ceneri streets are really lively during the lunch hours, good for business. And at night the bars and restaurants are full, good time to sell also.”

Maria is the business owner of Mi Chiqui Latino in Via Serra Monte Ceneri. She lives in Zona Farini and rides the tram to work everyday because she finds the bus 91 too crowded and feels that the bus stops are slightly more uncomfortable than the tram. She walks for about 15 minutes every morning to reach the tram 14 stop from her home and three minutes from the tram stop to her business. Maria’s tram stop is along Viale Certosa, a main arterial intersection with the cavalcavia and she does not feel comfortable in the spaces between the road and tram stop.

Some of the busiest hours of Maria’s shop are during the lunch break hours of people who work in the CityLife or other office areas close to the cavalcavia. She says they often concentrate in this area because the food and products are cheaper.

Maria loves her line of work because she is able to meet so many people from different countries despite occasional conflict due to cultural differences. She wishes that outer spaces of these culturally local owned businesses felt as welcoming as when you enter.

Daily Routine



Walk



Tram



Storefront



Socialize



Sell

Needs

- Access to her storefront
- Consistent flow of business
- Public transport within short walking distance to get home
- Safe environment to walk during early morning and night

Ideal Features	Challenges	Goals & Attributes
- Space to play while waiting for the bus - Place to meet with friends after school	- Finds waiting for the bus boring and crowded - Cannot safely walk to school - No where to play outside and ride scooter close to home	- Join a local soccer team - Make good grades at school - Save allowance to buy new video game

Ideal Features	Challenges	Goals & Attributes
- Better view of her storefront - Comfortable spaces to wait for the tram - Safer sidewalks that allow greater quantities to increase clientele at her store	- Finds the street uncared for - Too noisy in the morning - Has to run to cross the street - Uncomfortable journey to/ waiting for tram	- Grow her business - Move closer to her business (near Via Serra Monte Ceneri)

Maya | Resident



Nationality: Lebanese 

Age: 24 years old

Occupation: Marketing Intern

Household: Parents + Siblings

Location: Via Monte Ceneri

“ If I want to go out, I go to Piazza Firenze. The Cavalcavia is way too uncomfortable for me. First thing in the morning is to get out of Monteceneri... at least its cheap ”

Maya is a young woman who lives with her parents and siblings in an apartment in the second floor along via Monteceneri. She is the oldest of 3 children and helps her parents take care of her siblings. Every morning, Maya walks her 10 and 12 year old sisters to school at the Istituto Comprensivo Rinnovata Pizzigoni because it is too dangerous for them to cross via Monteceneri alone. Their parents are unable to take them to school because their dad works in a bar along the street which is open until 4 am, so he sleeps in the mornings, and their mom is busy cleaning the dust that entered the windows overnight from the streets outside.

Although Maya would prefer to bike, it doesn’t seem safe, so she gets on the overly crowded bus 91 to go work. This is her least favorite part of the day and she hopes that she can soon move out of her parents place and live somewhere with more comfortable external conditions. However, she hopes to find a place that is as cheap to live as via Monteceneri, and also that the rental prices don’t rise on her parents.

For the most part, Maya feels safe at night walking along via Monteceneri, but she still prefers to go to other social hubs to meet with her friends because the area feels more social and has more opportunities to sit outside.

Daily Routine



Accompany to school



Bus



Walk



Work



Socialize

Needs

- Public transport access along via monteceneri to access work
- Safe environment to walk during early morning and night

Giusseppe | Biker



Nationality: Italian 

Age: 35 years old

Occupation: Consultant at PWC

Household: Married + 2 kids

Location: CityLife

“ I think the area has alot of potential being so close CityLife. My colleagues and I always go to the Via Monte Ceneri and wish it were more inviting.”

Giusseppe is a businessman and a father of two who works and lives in the City Life district. His family has one car which his wife uses to take the kids to school and go to work. Because Giusseppe lives so close to work, he takes the opportunity to be active and bikes there.

During his lunch break, Giusseppe and his coworkers like to go away from work to eat and their area of choice is along Via Monte Ceneri. They like to go this area for lunch because of the wide variety of choices and because options there are cheaper. Giusseppe and his coworkers usually grab their lunch and go eat it at one of the nearby parks due to the limited seating at the restaurants.

After work, Giusseppe goes home to spend time with his family. He has been working long hours at work trying to get a promotion but has realized it has taken away from time with his family. For this reason he has started looking into activities he can do with his kids. He wants to get them into bike riding, but would like to have another place nearby and out side of City Life to take them, so that they can see more of the city. Giusseppe would really like to ride to Parco Alfa Romeo with his family as he enjoys the park, but there is no safe way for them to arrive by bike.

Daily Routine



Bike



Work



Lunch



Family

Needs

- Safe path to bike when riding across or along the cavalcavia

Ideal Features	Challenges	Goals & Attributes
- Better view of her storefront - Comfortable spaces to wait for bus - Places along via monteceneri to socialize with friends - More grassy areas to walk her dog - Ability to bike along the SMC with out safety concerns	- Finds the streets polluted and unkempt - Uncomfortable waiting space at bus stops - Afraid of prices rising too high - No where to bike safely - Doesn’t see the street as safe for children	- Buy her own place - Bike to work - Live in safe place to raise to children - Get into a normal exercise routine

Ideal Features	Challenges	Goals & Attributes
- Biking infrastructure to comfortably travel to the cavalcavia for lunch - Nice outdoor seating to eat lunch with coworkers - routes to safely bike ride with his family on the weekend	- Biking with the flow of car traffic - Having to avoid cars parked on the side of the road - No space to enjoy lunch with colleagues outside of restaurants	- Get a promotion at work - Spend more time with his family on the weekends - Improve english fluency and learn a third language

PERSONAS + PARAMETERS

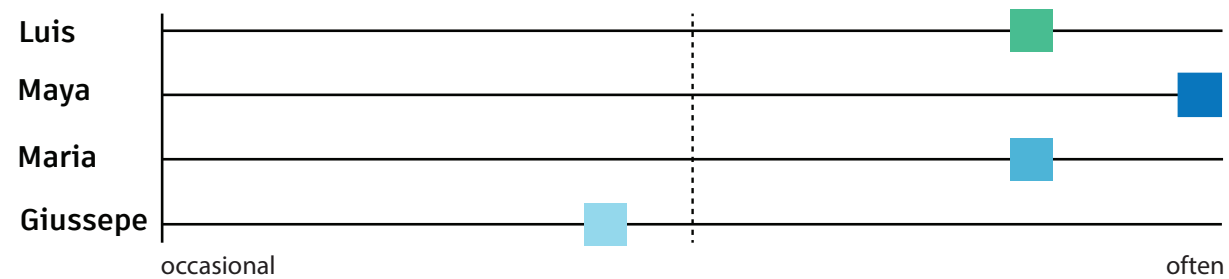
Students who attend schools along or near the Via Serra Monte Ceneri and must be able to safely navigate to and from. Furthermore, it is desirable for these students to be able to carry out daily activities, such as gathering, studying, or playing, in safe and local areas.

Business owners and workers, desire to have spaces to maintain their storefronts and expand them.

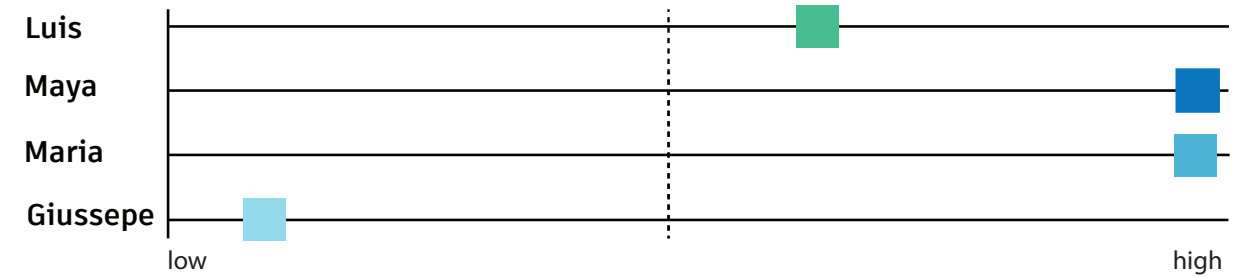
Locals and patrons. Like the first two profiles, this user requires safe mobility through the site and safe waiting spaces for public transport. In addition, spaces to carry out leisure activities is desired.

Bikers. This user requires safe bikeability and accessibility to the multiple leveled roads without being interrupted by the stairs which reside at the end of the road.

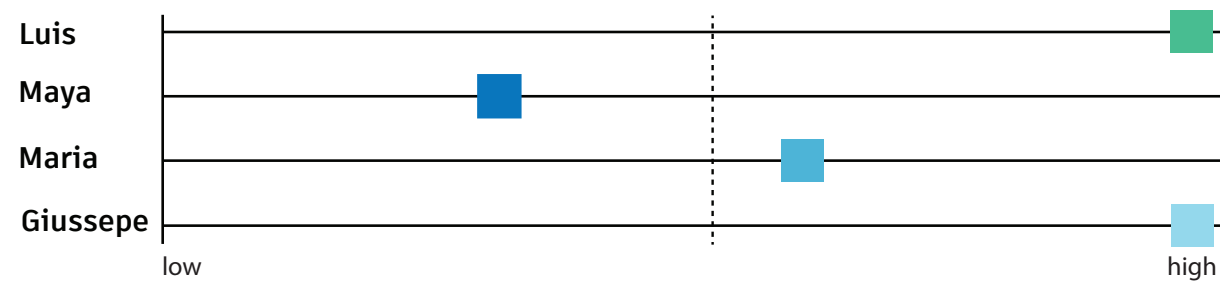
FREQUENCY OF USER



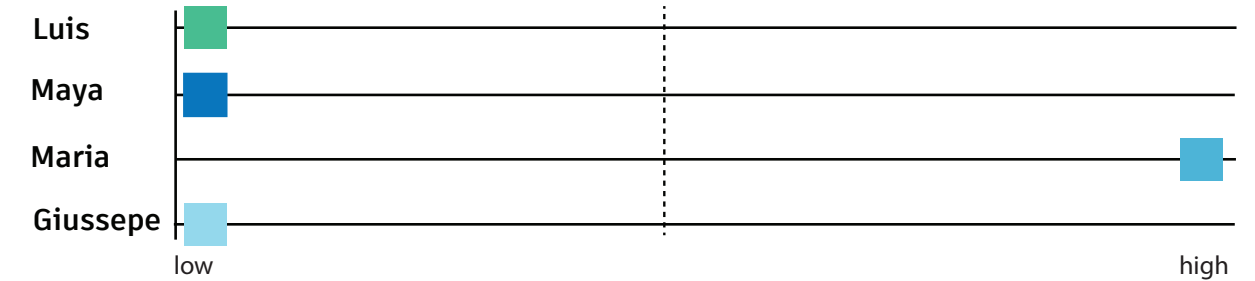
PUBLIC TRANSPORT USE



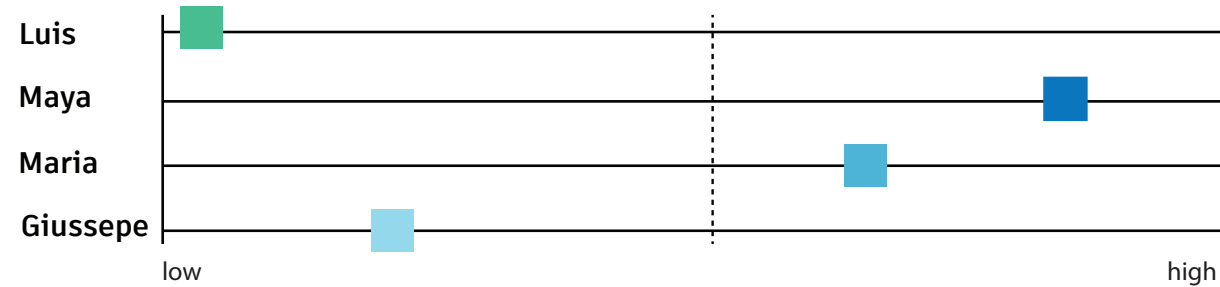
DAYTIME USE



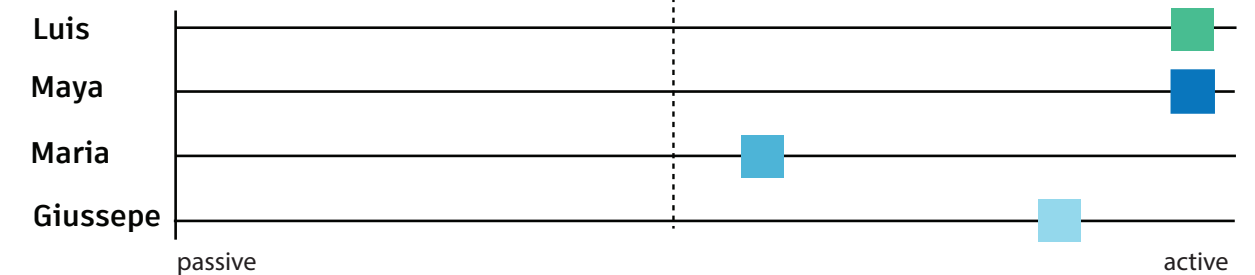
STOREFRONT MAINTENANCE



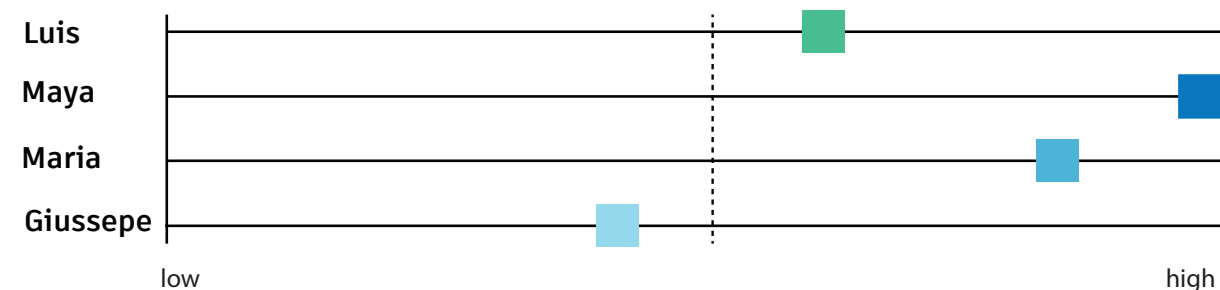
NIGHTTIME USE



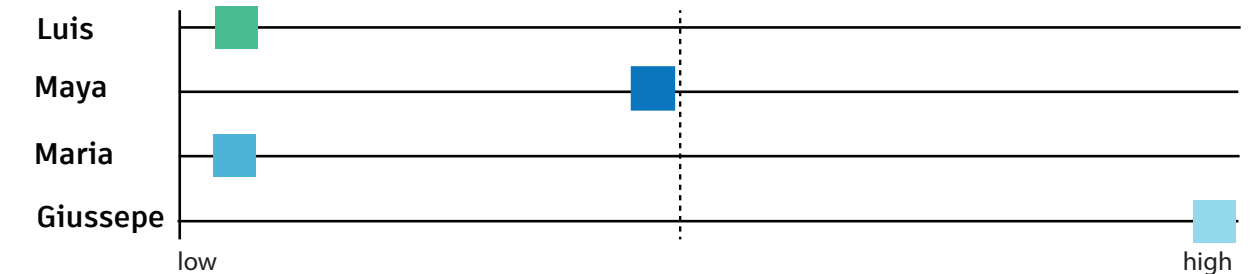
PUBLIC SPACE ENGAGEMENT



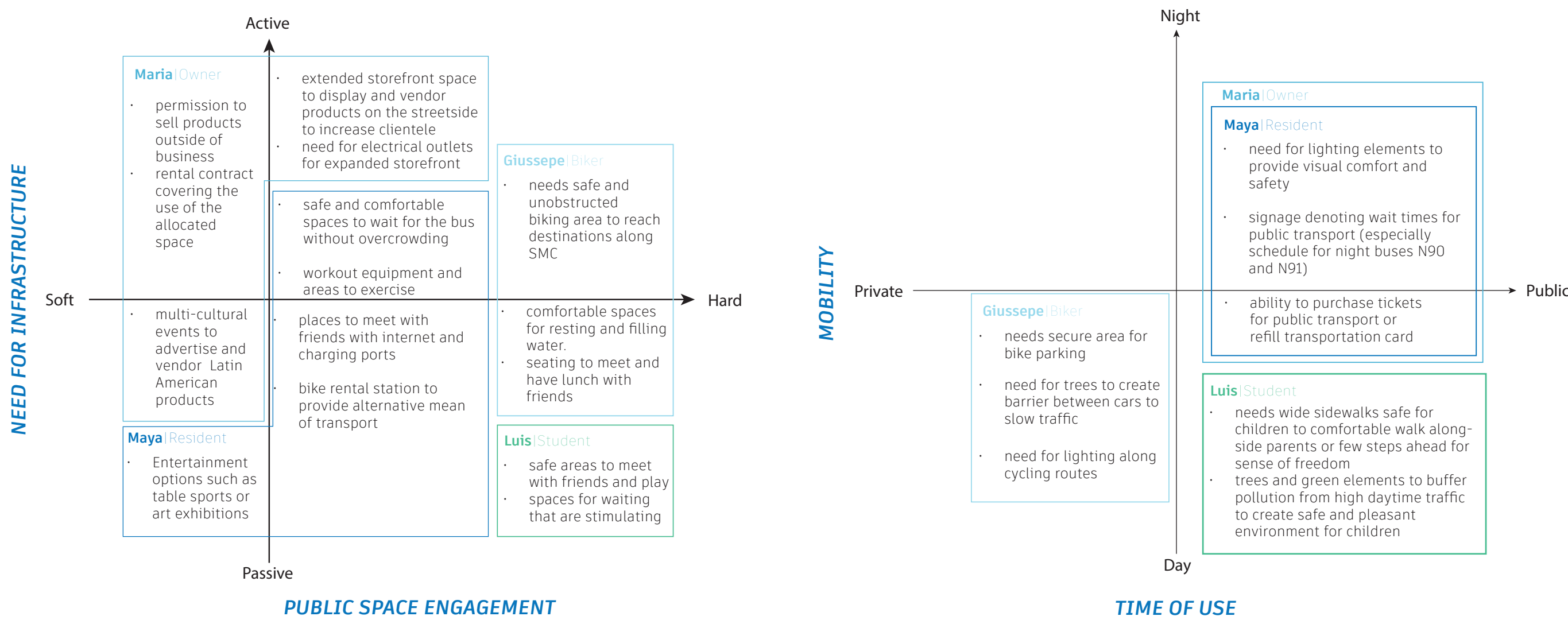
PEDESTRIAN MOBILITY



BIKING MOBILITY

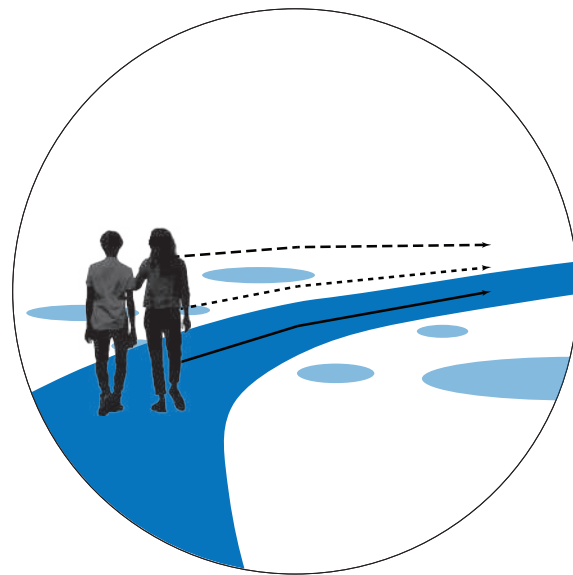


SCENARIOS + SERVICES

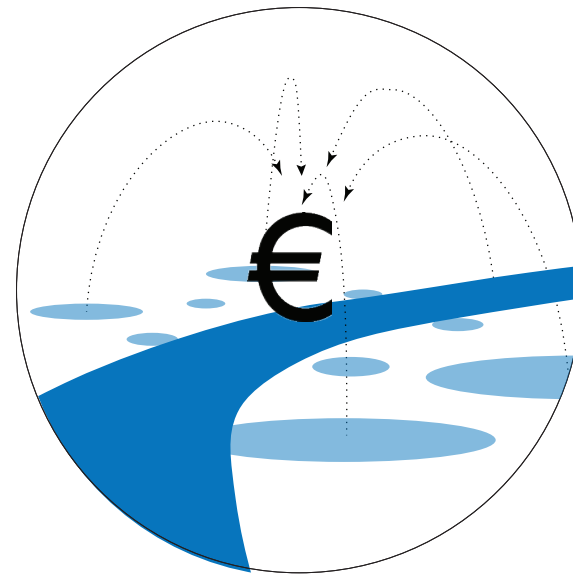


SERVICES			
TRANSPORTATION Bus stops Bike rental stations Bike parking ATM Kiosks	LEISURE Seating zones Art installations Shopping Opportunity	SPORTS AND RECREATION Playground areas Exercise Equipment Table sports areas	TOOLS Electricity and water Wifi Signage Info Points

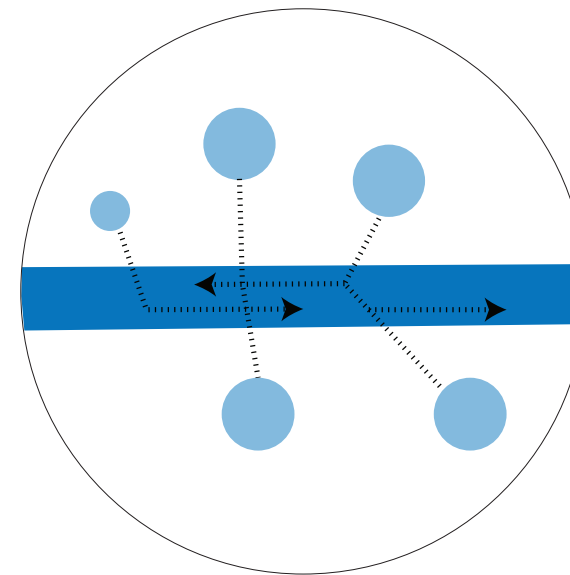
PRINCIPLES



1. Reclaim area for the pedestrian



2. Improve local commerce



3. Increase social connections within the city.



4. Foster zones of comfort where the community can coexist.

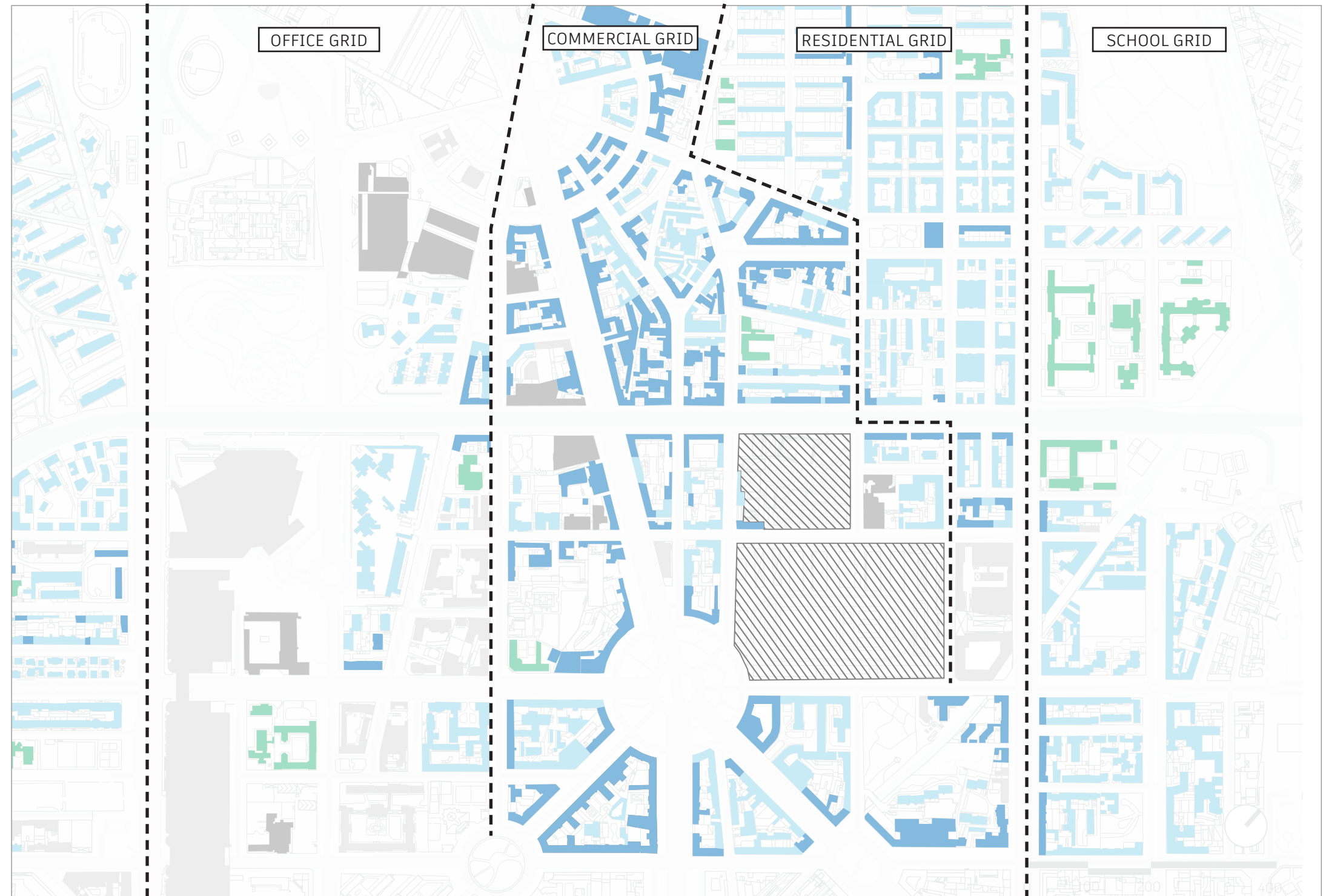
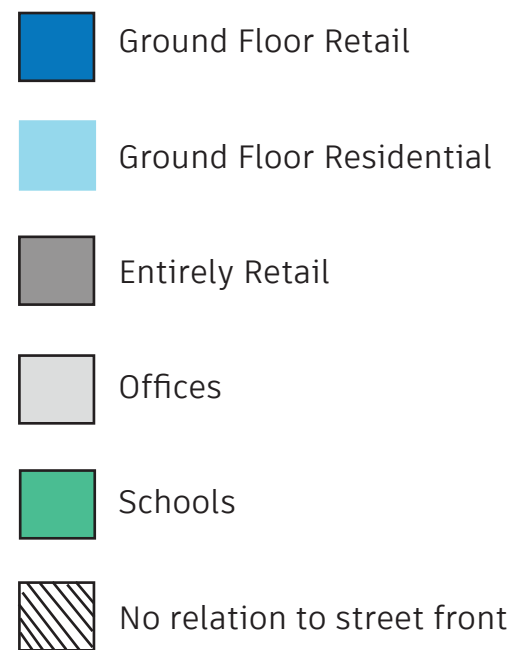
After analyzing the site and the users present, we are able to begin envisioning how the obstructive infrastructure and road beneath have the potential to positively reinforce the urban grid and create a space that is more suitable for the local inhabitants. A set of principles which reinforce this idea and which will guide the masterplan are: reclaiming the area for the pedestrian, improving local commerce, increasing social connections within the city, and fostering zones of comfort where the community can coexist.

STRATEGIES



URBAN FABRIC ZONES

To better understand the urban context and be able to take advantage of what exists. We analyze the uses on the ground floor. In this way we no longer only have the urban grids that we can take advantage of. Rather, we can take advantage of life at the pedestrian level, group the activities realized at this level, and propose particular solutions for each of these groupings.



SUPERBLOCK STRATEGY

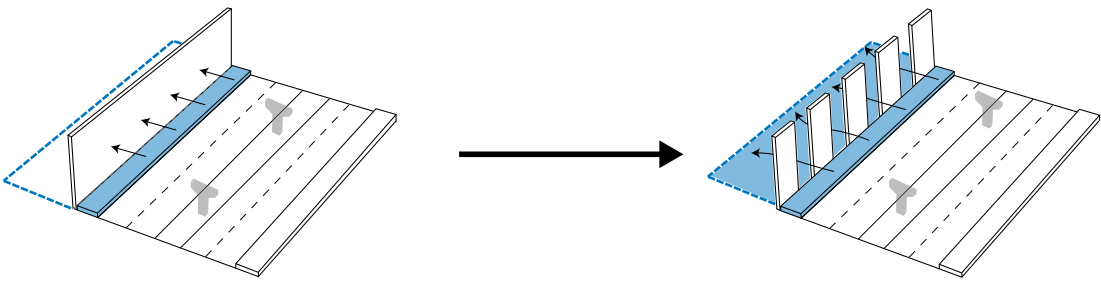
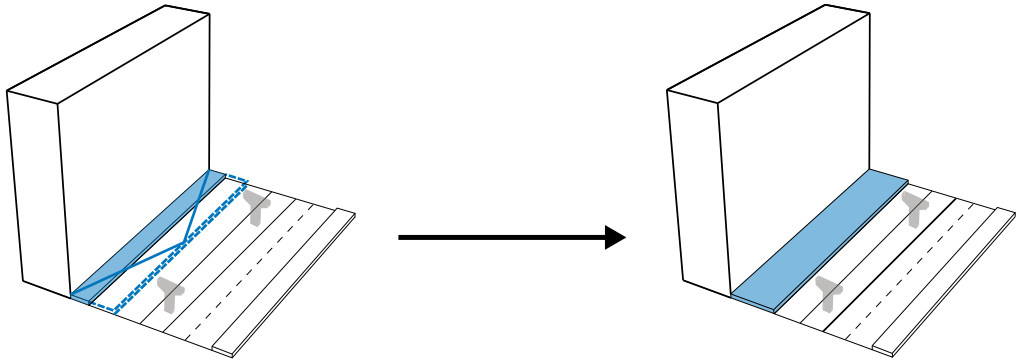
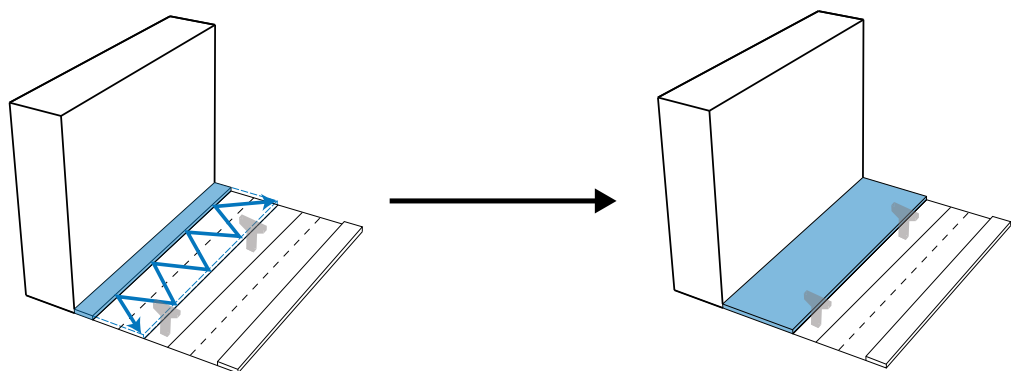
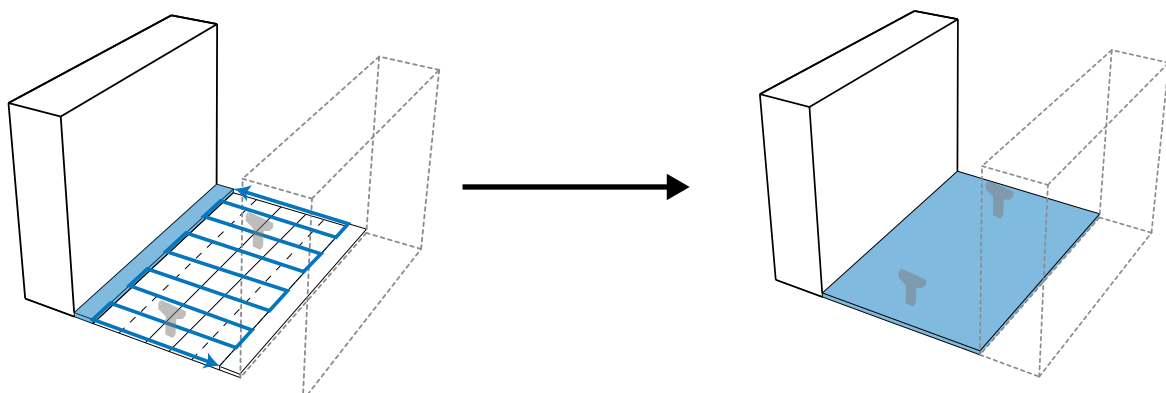
Understanding typology along with the identification of points of interest within the area, initiated the formation of superblocks which results in increased and enhanced points of interest.

By creating superblocks, we are able to provide areas specifically designated for pedestrians, increase social connections, and create spaces of opportunity for the coexistence of inhabitants. Furthermore, we are able to begin making transversal connections across Via SMC with places which have been divided by the highway.

- New Superblocks
- Ground Floor Retail
- Ground Floor Residential
- Entirely Retail
- Offices
- Schools
- No relation to street front

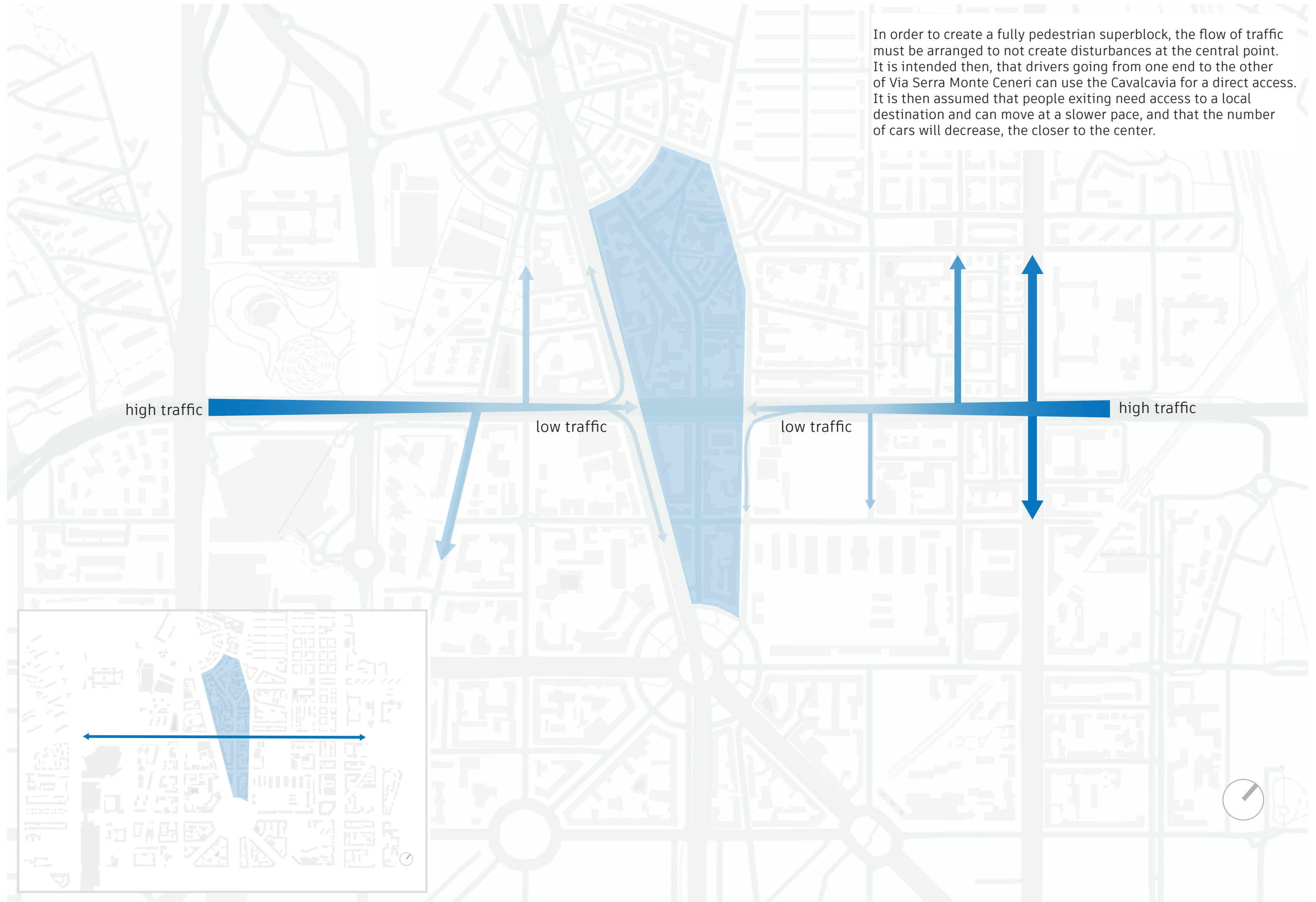


ACTIONS STRATEGY

Breaking  Barrier or Enclosure		Breaking is an action that removes a barrier that separates the pedestrian physically and/or visually from a site for the purpose of increasing accessibility to the site or comfort and visual engagement from the street.
Extending  Residential or educational ground floor use		Extending is an action that overtakes one lane of a road adjacent to the sidewalk for the purpose of providing more space for user comfort and activities.
Stitching  Ground Floor Retail		Stitching is an action that overtakes two lanes of the road (or an entire directional flow of traffic) adjacent to the sidewalk for the purpose of providing more space for user comfort and activities.
Zippering  Parallel Placement Ground floor Retail		Zippering is an action that completely closes a road to both directions of traffic, only allowing circulation through pedestrian or bike access in order to create safe and comfortable spaces for user activities.

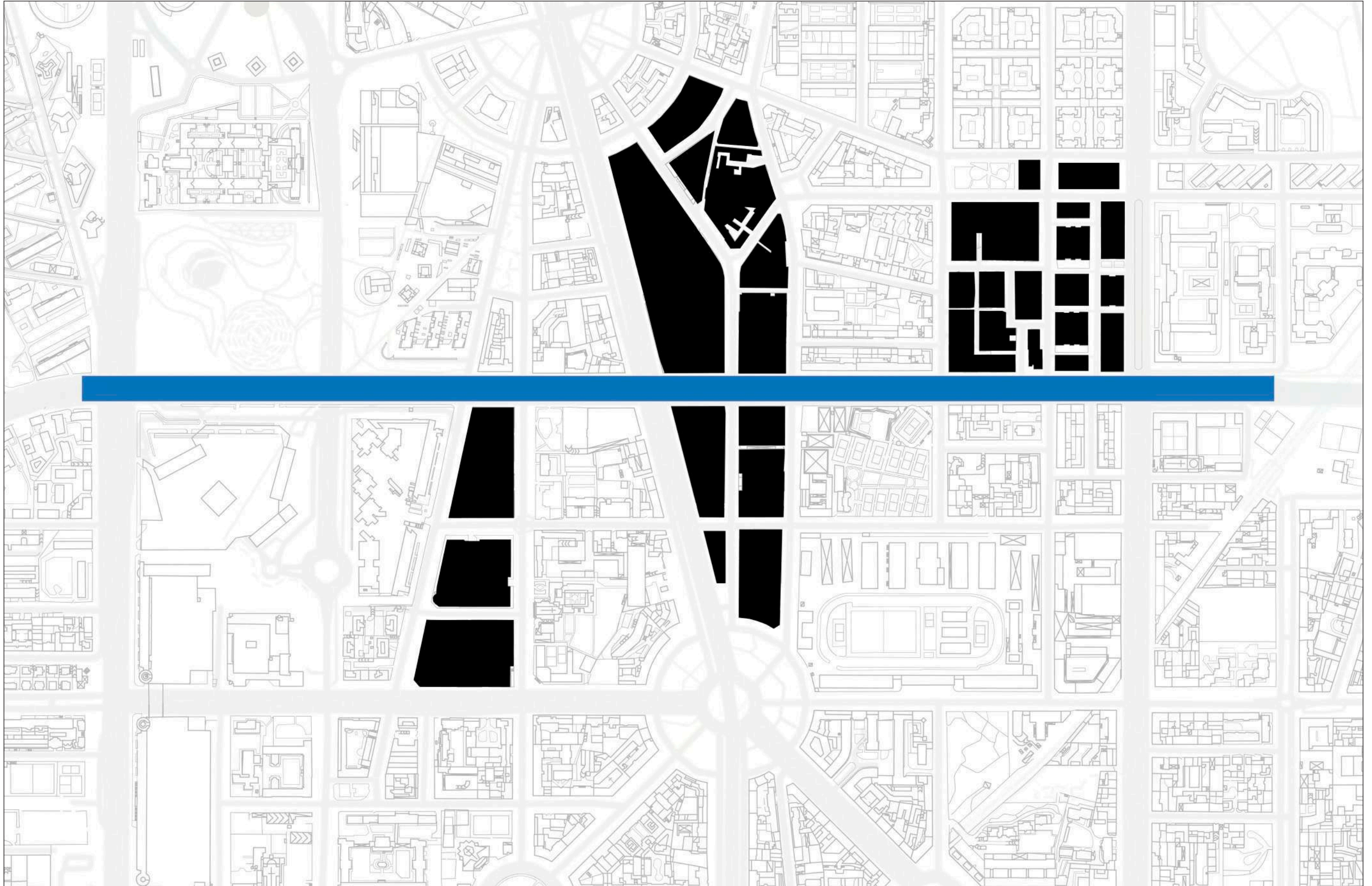
TRAFFIC STRATEGY

In order to create a fully pedestrian superblock, the flow of traffic must be arranged to not create disturbances at the central point. It is intended then, that drivers going from one end to the other of Via Serra Monte Ceneri can use the Cavalcavia for a direct access. It is then assumed that people exiting need access to a local destination and can move at a slower pace, and that the number of cars will decrease, the closer to the center.

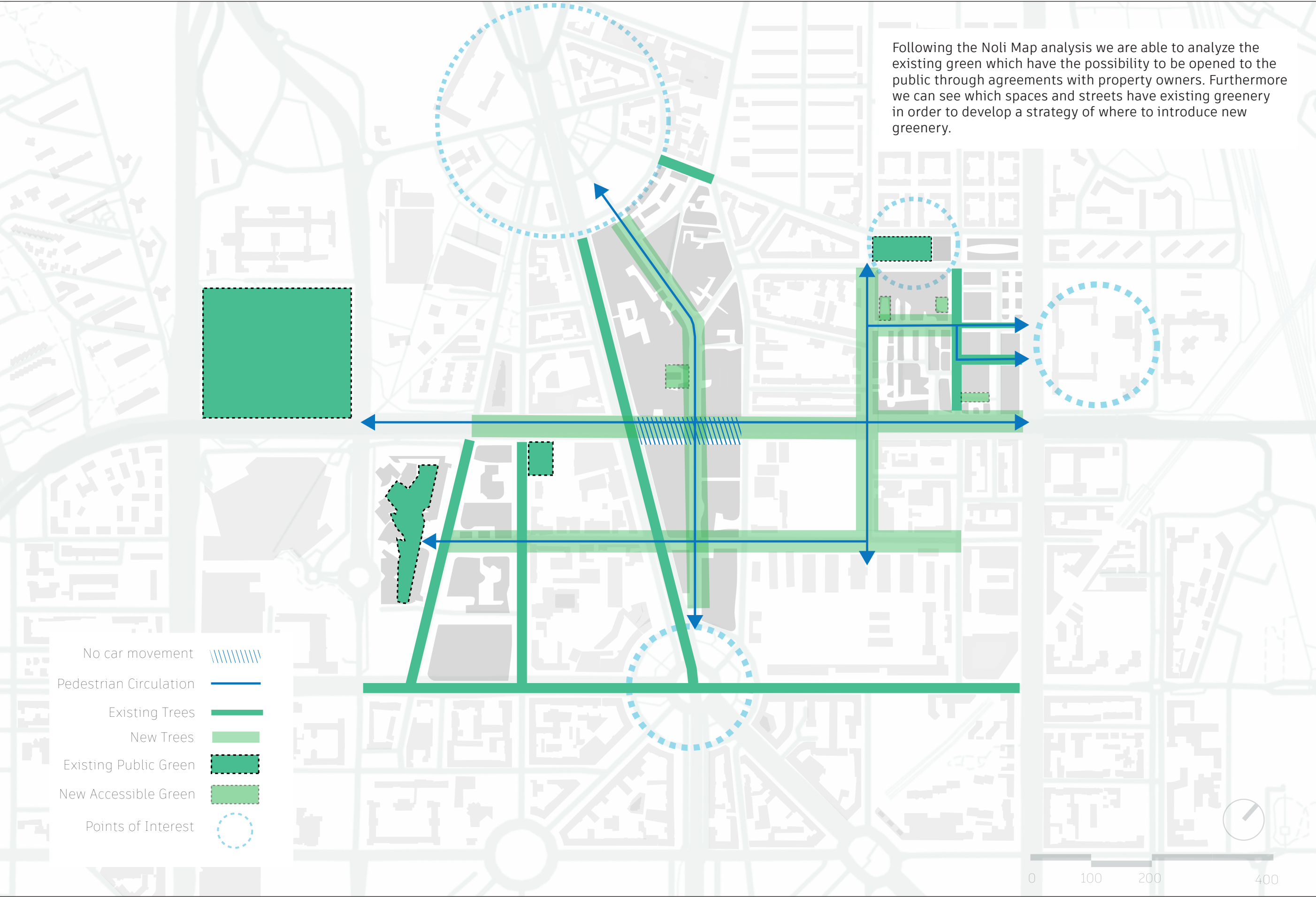


NOLI MAP - CURRENT PEDESTRIAN PERCEPTION

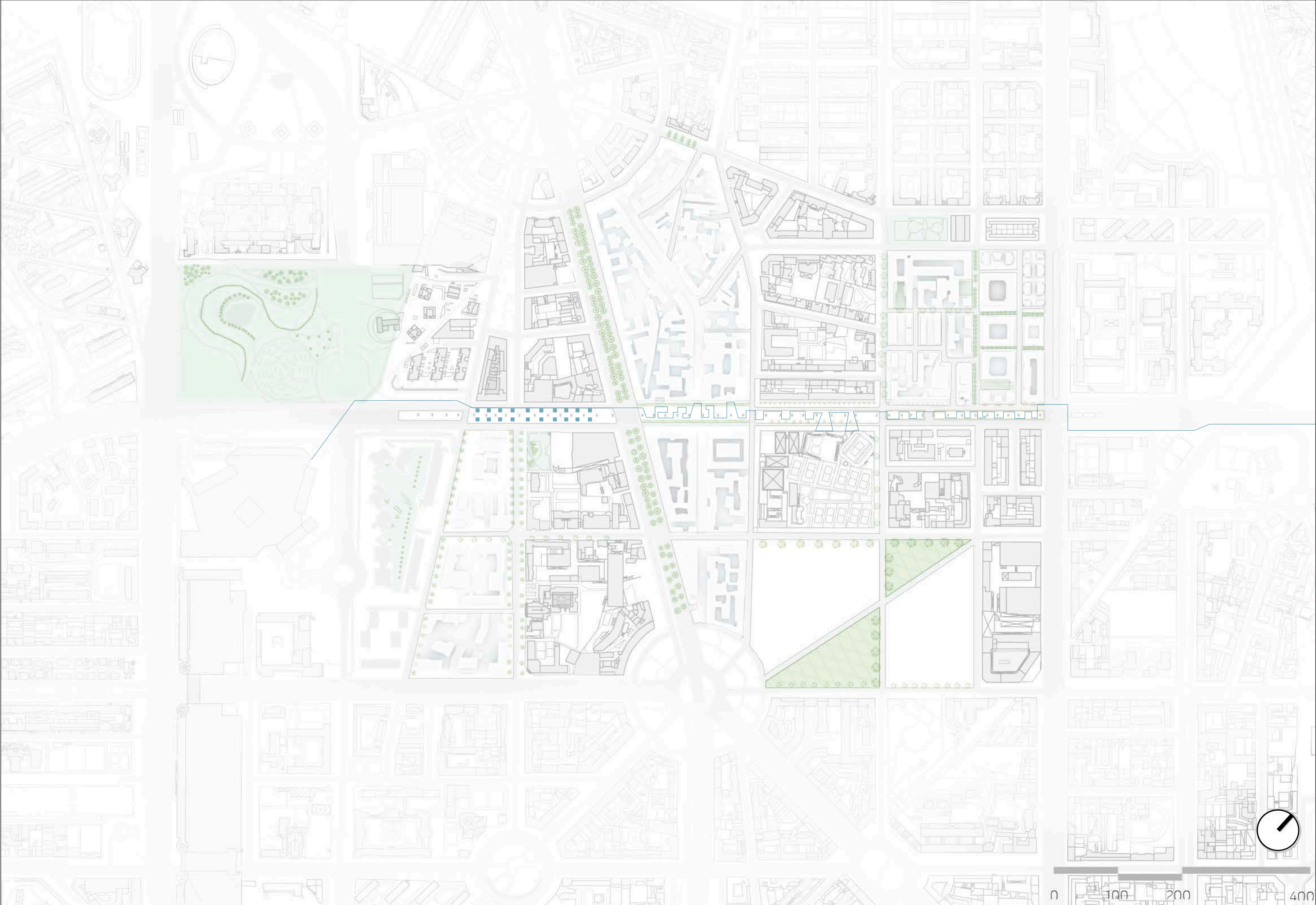
Currently pedestrians cannot take full advantage of the green spaces or recreation of private streets or some interior patios. When one walks the streets on the sides of the Cavalcavia, one can perceive that there is a potential to expand public life beyond the current limits of pedestrian streets.



GREEN STRATEGY



MASTERPLAN

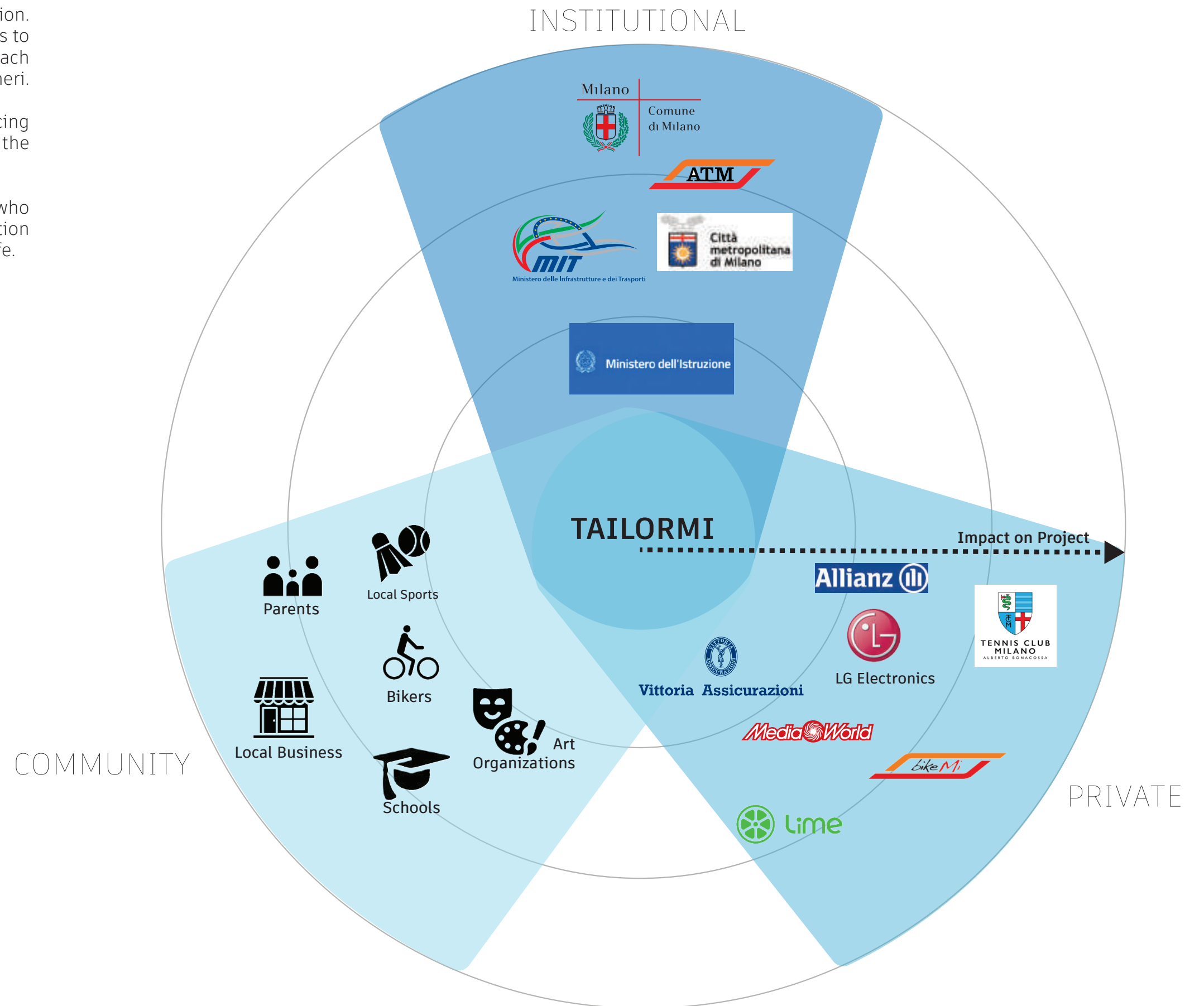


STAKEHOLDERS

Stakeholders play a crucial role in the development of urban regeneration. Institutions are the constant when it comes to ensuring the legality and promotion of each intervention carried out in Serra Monte Ceneri.

Private stakeholders will provide the financing in exchange for advertising benefits, or in the case of the tennis club, interest exchange.

Finally, the local communities are the ones who will get the most out of urban regeneration and thanks to them the spaces will have life.



TIMELINE

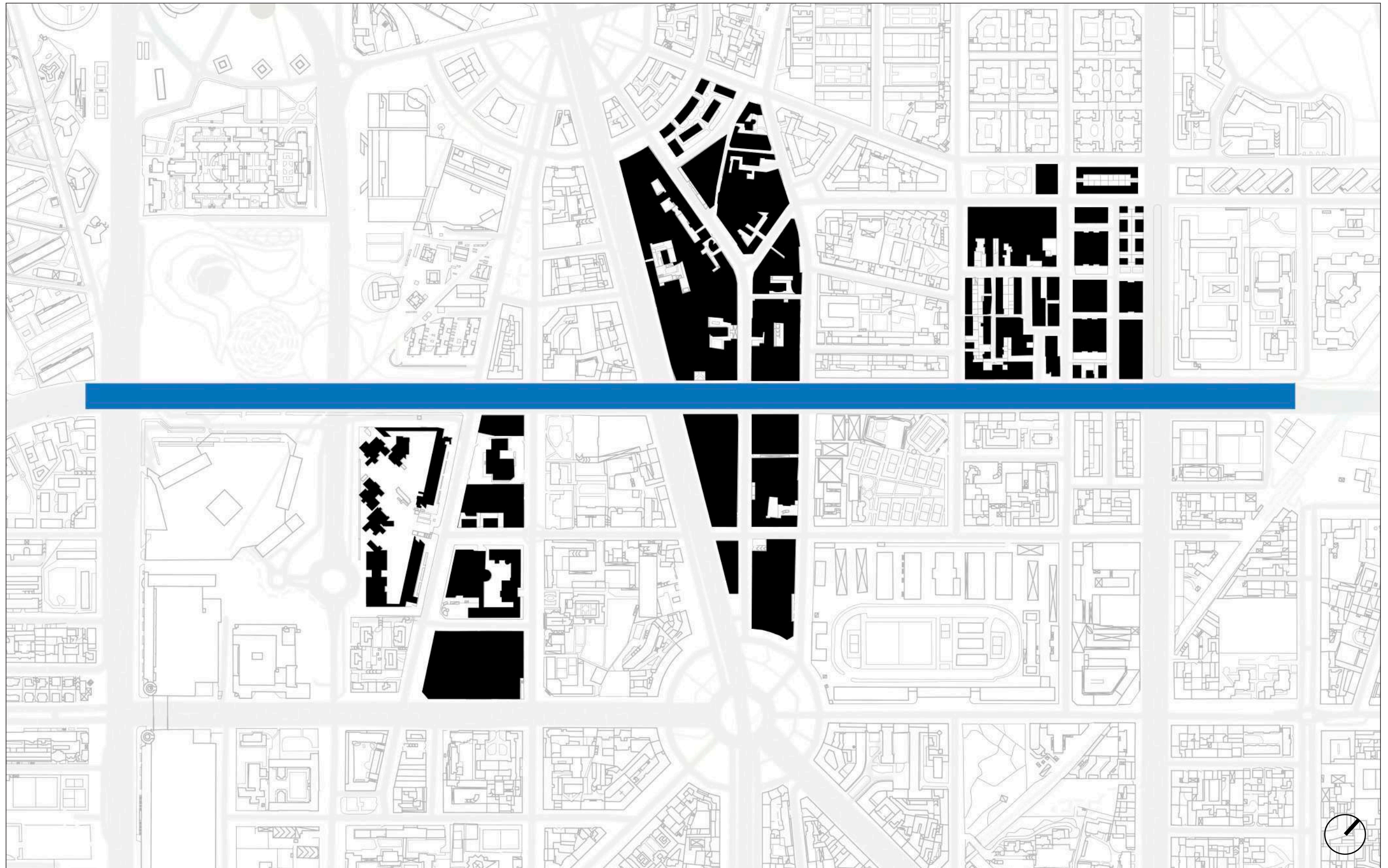
	PHASE 1 COMMERCIAL SUPER BLOCK								PHASE 2 OFFICE AND TENNIS COURT		PHASE 3 RESIDENTIAL	
	Year 1				Year 2				Year 3	Year 5	Year 10	Year 15
	Q1	Q2	Q3	Q4	Q1	Q1	Q1	Q1				
PLUG-IN	Site Analysis								Planning Activities			
		Define Theme							Experiment			
			Planning Activities						Re-evaluate community needs		Re-evaluate community needs	
	Community Survey											
	Gather and involve private sponsors								Re-Assess private sponsors		Re-Assess private sponsors	
WARM UP												
				Ex 1 Ex 2								
			Coordinate permission & SMC closure with Institutional Actors									
CATALYSIS					Light Interventions Along SMC							
					Experiment 3	Transformative Changes in the Space						
					Coordinate with local organizations	Permissions and Planning with Institutional Actors						
						Schedule activities with community and private Actors						
ROOTING										Expand elements to other parts of SMC		
RELEASE									Release to care and supervision of actors			Release to care and supervision of actors

THE VISION



NOLI MAP- RENEWED PEDESTRIAN PERCEPTION

In order to improve the quality of public space in the superblocks, we propose a policy of “Open Patios”. This policy consists on setting a time span during the day in which the private streets and patios with direct access from the street are available for public use. The amount of time these spaces are going to stay open will be determined by the amount of people circulating and the character of the superblock. Possibly the commercial block would have the patios open for the longest amount of time.



RESIDENTIAL BLOCK TREATMENT

Character of the Block:

Due to the typology that the use of the buildings that make up the urban grid is of a residential nature. At the moment is an area of pedestrian circulation for for the locals.

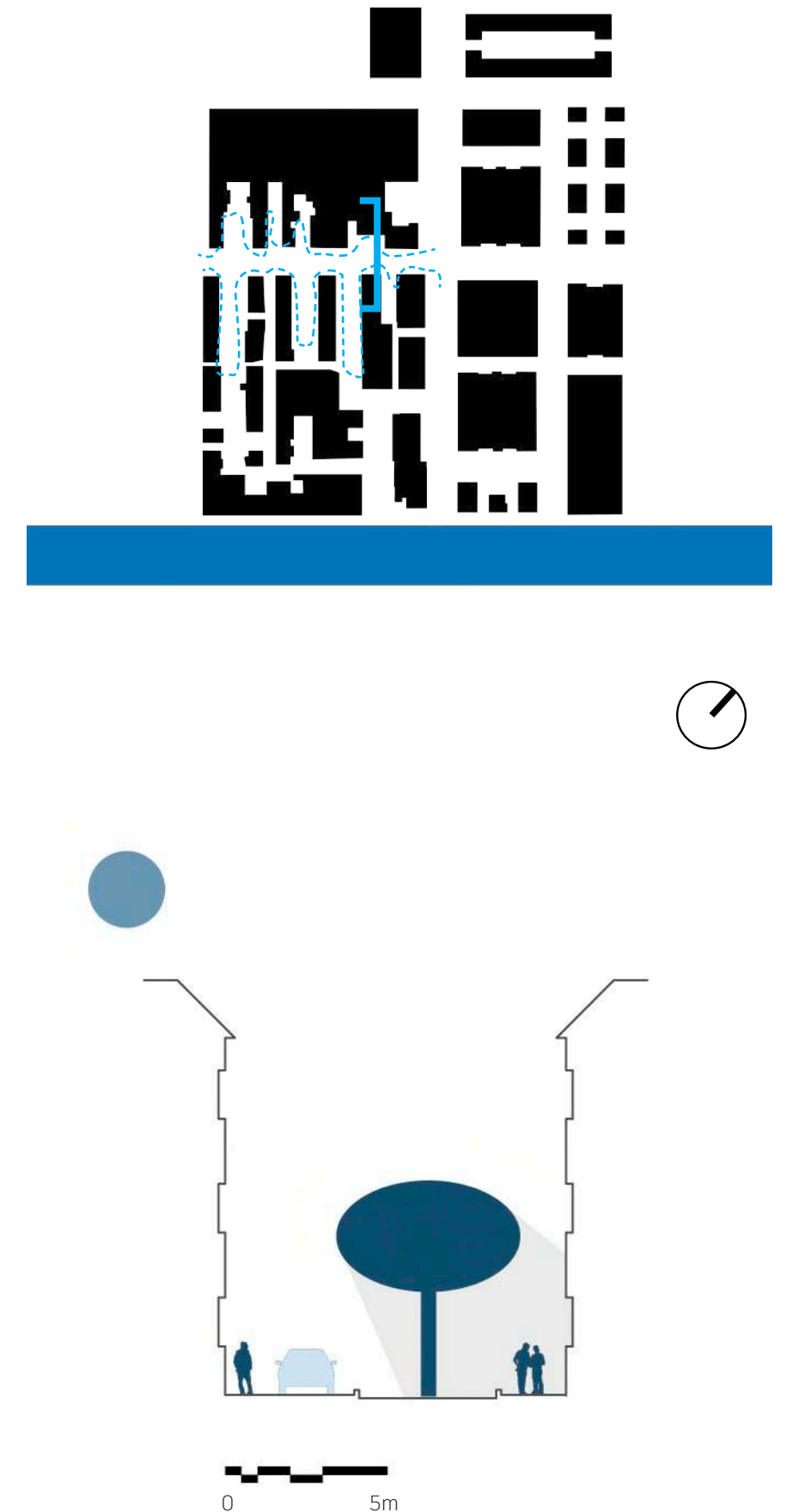
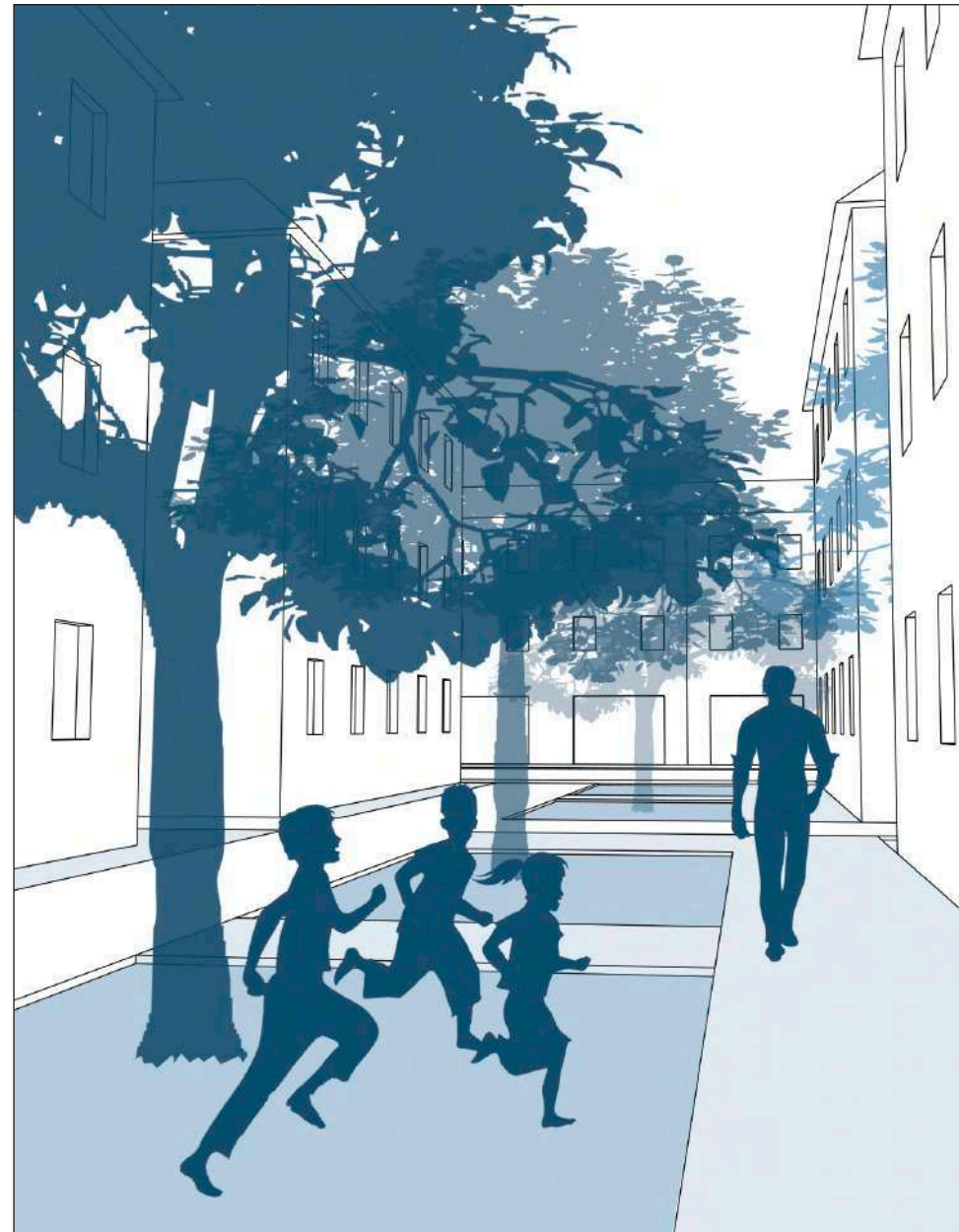
The roads parallel to the calvalcavia were already pedestrianized. The objective was to extend the amount of circulation area of people as well as provide spaces for stay.

The Block + Open Patio policy:

The streets in question have several internal passages that are free to circulate. But many of them end up in private courtyards. With the policy of open patios, the spatiality of pedestrian areas is extended by more than 50%.

The Block + New Green Strategy:

Along the streets that were previously paved, green areas are proposed, leaving a way for residents to access with their vehicles. The trees will have large canopy and medium height. In this way, the vertical scale of the street is reduced, generating more intimate spaces for staying.



RESIDENTIAL BLOCK TREATMENT

Character of the Block:

The streets perpendicular to the Cavalcavia have a greater vehicular circulation than the parallel ones. With two rows of parking on the east side of the road. The trees found on the road are tall and well established.

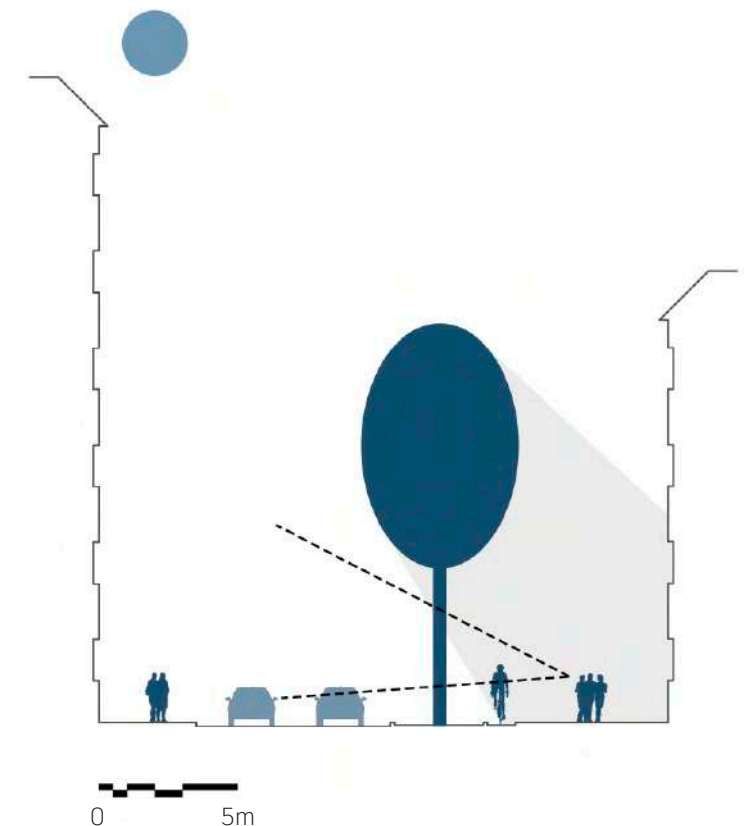
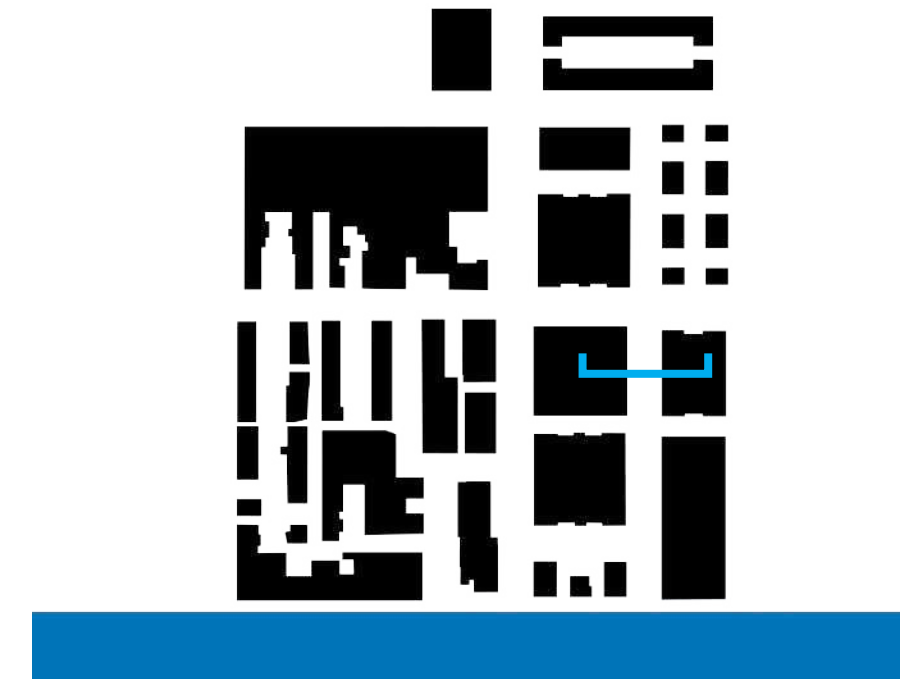
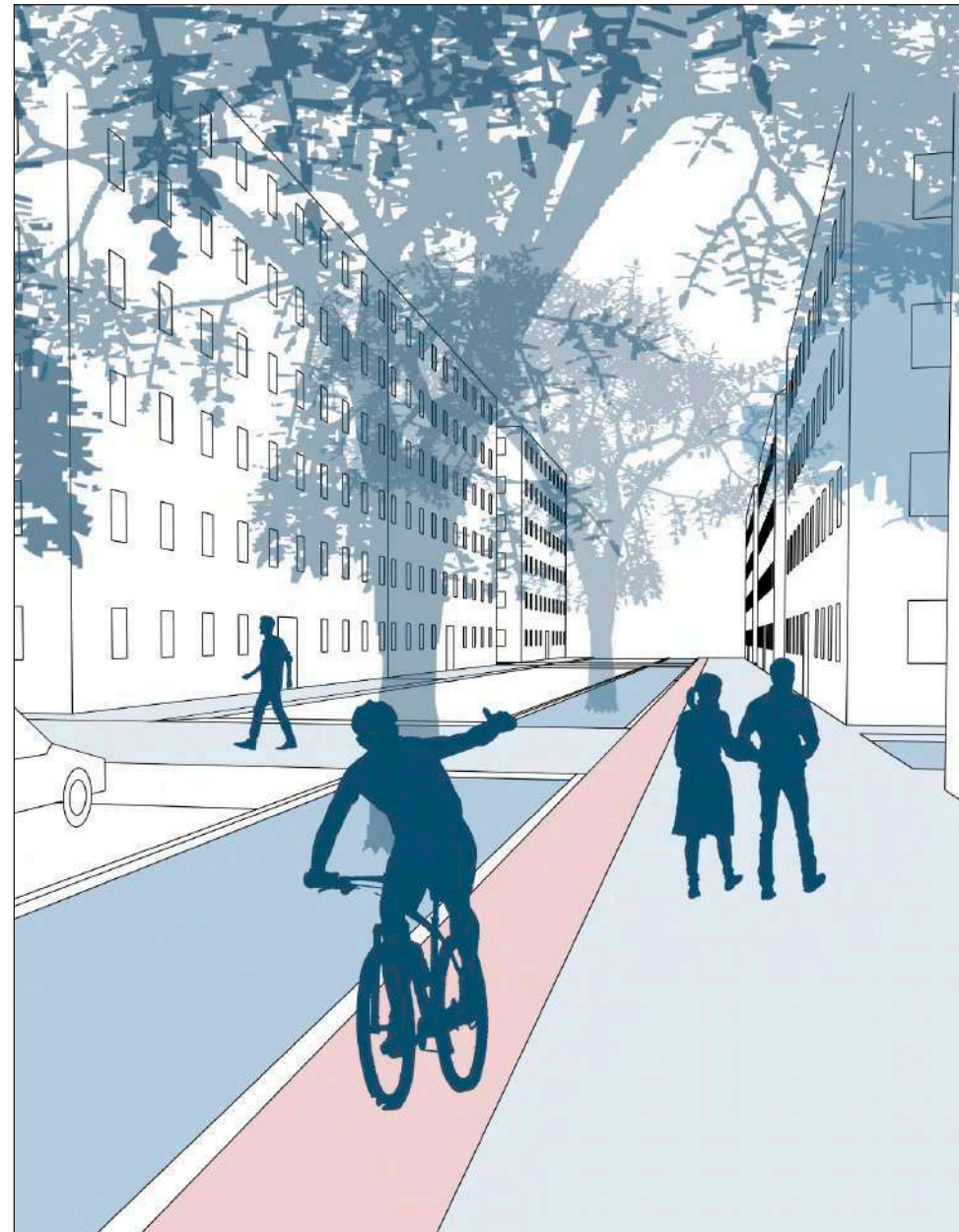
The treatment of the street will consist of extending the green area by reducing the number of parking lots. Due to the reduction in parking spaces, a bicycle path is proposed, which better connects the locals with the Prealpi Community Market. Also, better crossroads for parallel streets are proposed.

The Block + Open Patio policy:

The typology of the buildings on the sides of this street do not have interior patios. But due to having connections with the previously mentioned private passages, it will be possible to access green areas more easily.

The Block + New Green Strategy:

Due to the parking lots grass could not grow under the trees. There was even a concrete block treatment. The current proposal is to remove those blocks and allow grass to grow freely in the vicinity of the trees. In this way there is a mitigation space between vehicles and pedestrians.



COMMERCIAL BLOCK TREATMENT

Character of the Block:

The block has one of the characteristics of having commercial spaces on the ground floor, along the entire length of via Plana. Unfortunately a person cannot cross freely from one side of the street to the other because of vehicular traffic.

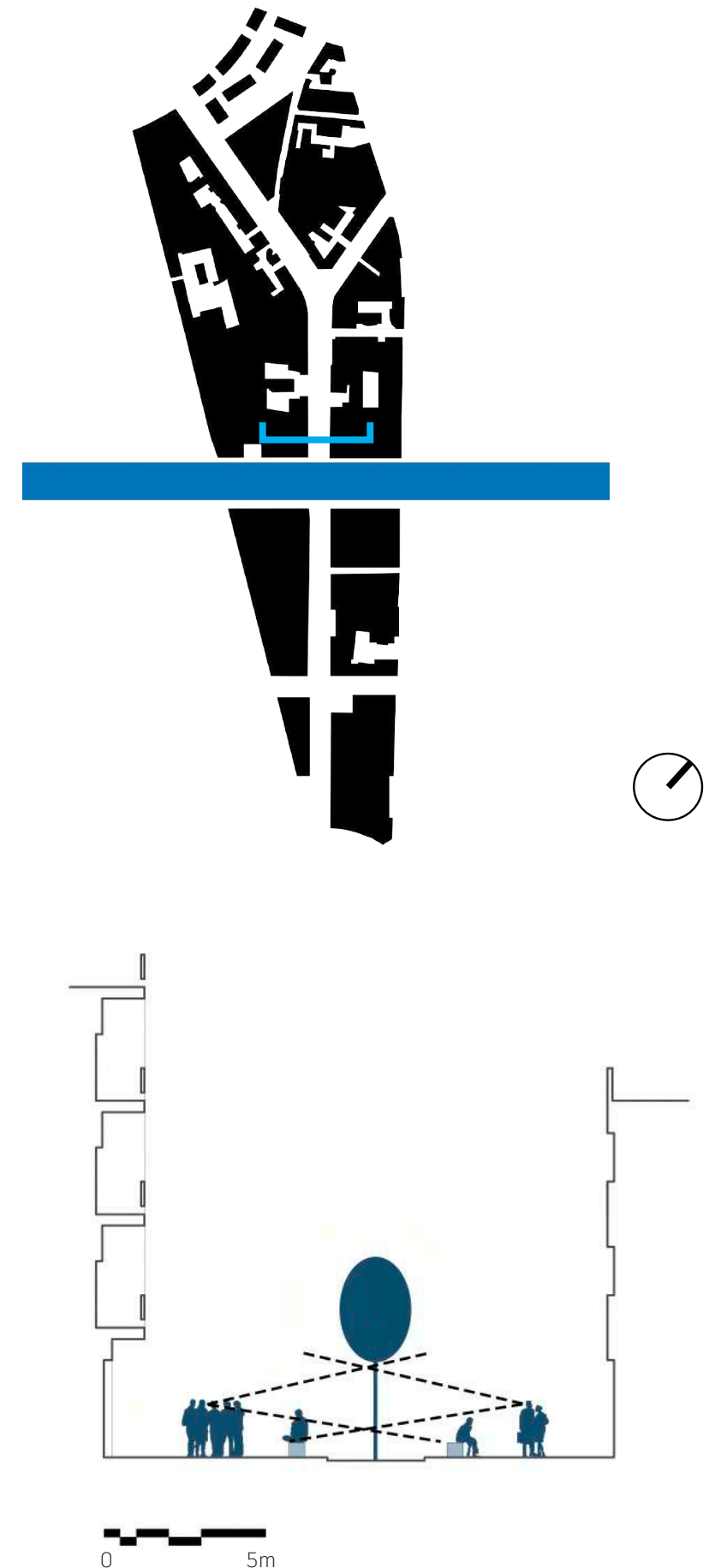
What is proposed is to eliminate vehicular circulation (unless it is to supply businesses) to provide a greater commercial front and allow pedestrians to cross from facade to facade.

The Block + Open Patio policy:

Some of the buildings in this block have green patios that could serve as spaces for stay and rest. This due to the high circulation of people that is expected to be after the intervention.

The Block + New Green Strategy:

Currently via Plana does not count with green areas at all. Small spaces of green areas are proposed in the middle of the street in order to maintain a flow of people on each side of the road. Medium canopy trees are proposed so that they do not block the view from one side of the street to the other. In this way, the largest amount of commercial frontage is guaranteed while still providing some green to the space.



OFFICE BLOCK TREATMENT

Character of the Block:

The block is made up of office buildings that do not have differentiated uses on the first floor. After working hours this area of the city is almost deserted.

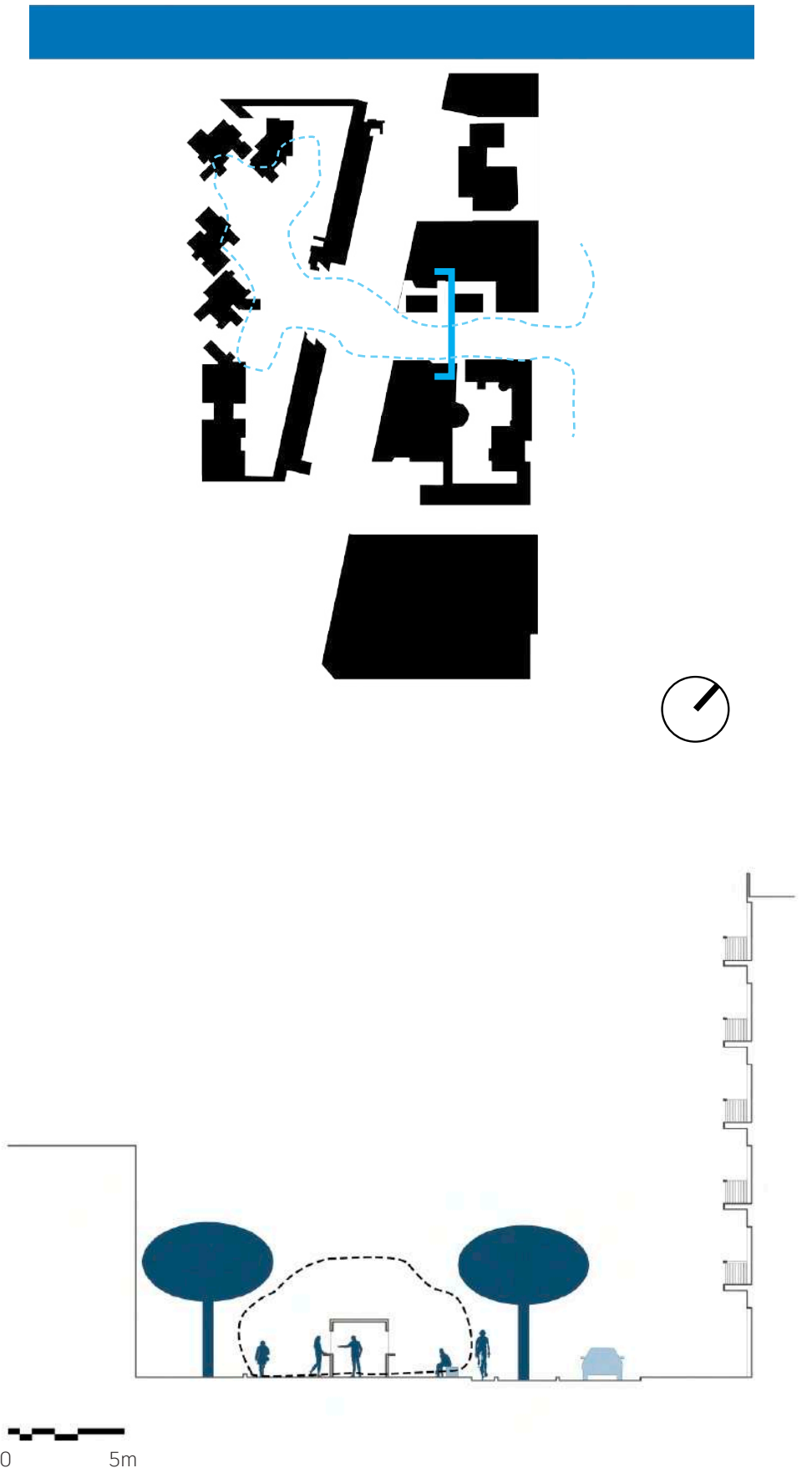
To improve the stay of the users, it is proposed to extend the sidewalks to provide a bike path as well as urban furniture to sit and stay in the space. Within this new path, small shops are proposed so that there is commercial continuity with the buildings along Serra Monte Ceneri.

The Block + Open Patio policy:

Many of the offices have open patios and large circulation areas. Although not all of them can be open to the public, many have trees on their periphery that can be used to improve the exterior paths.

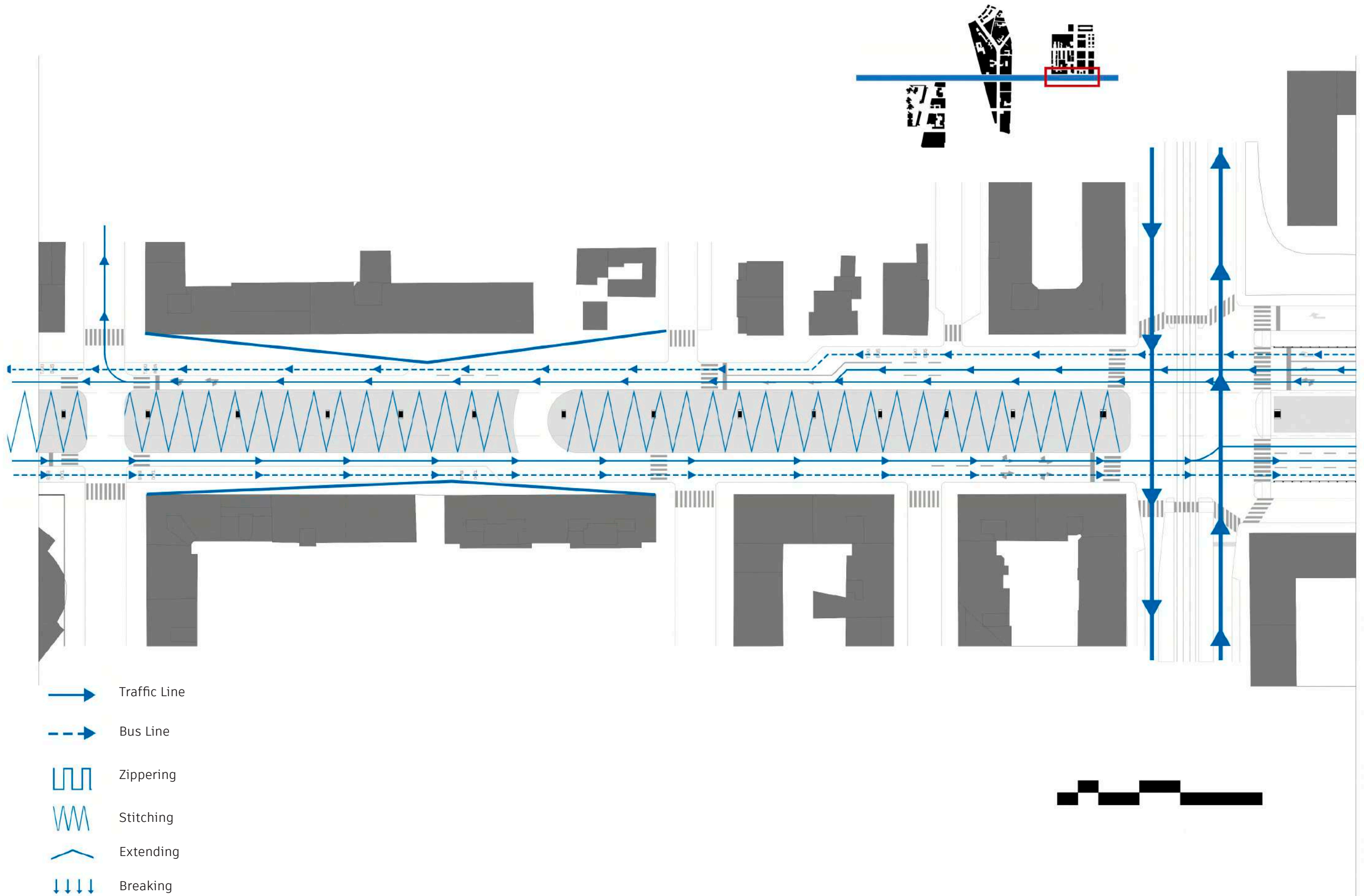
The Block + New Green Strategy:

Medium height trees and large canopies are proposed to enclose the space. This creates more intimate spaces for people to gather. But they also generate a kind of tunnel that connects the street of the block with Parco Vittoria.

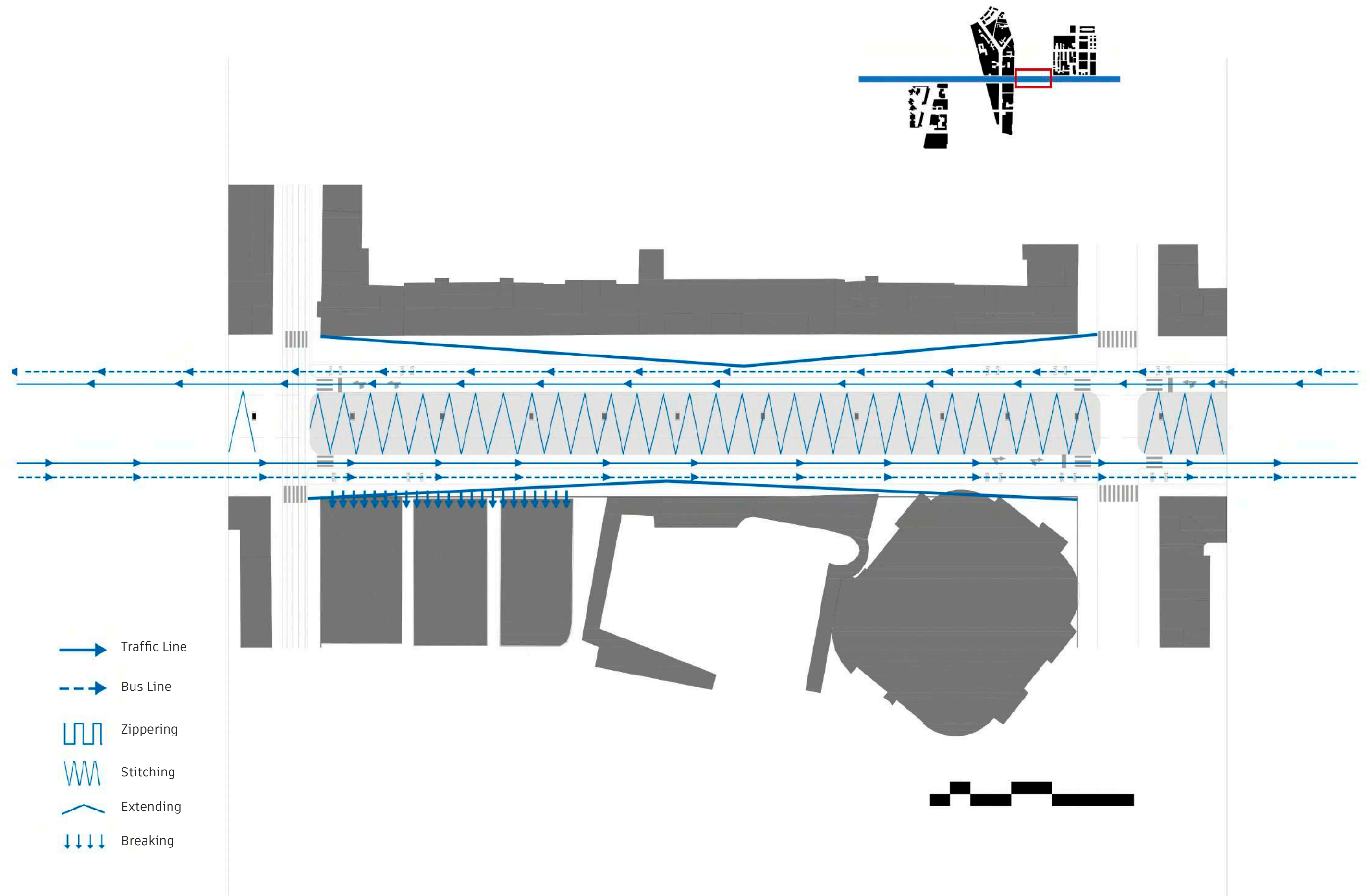


UNDER THE FLYOVER

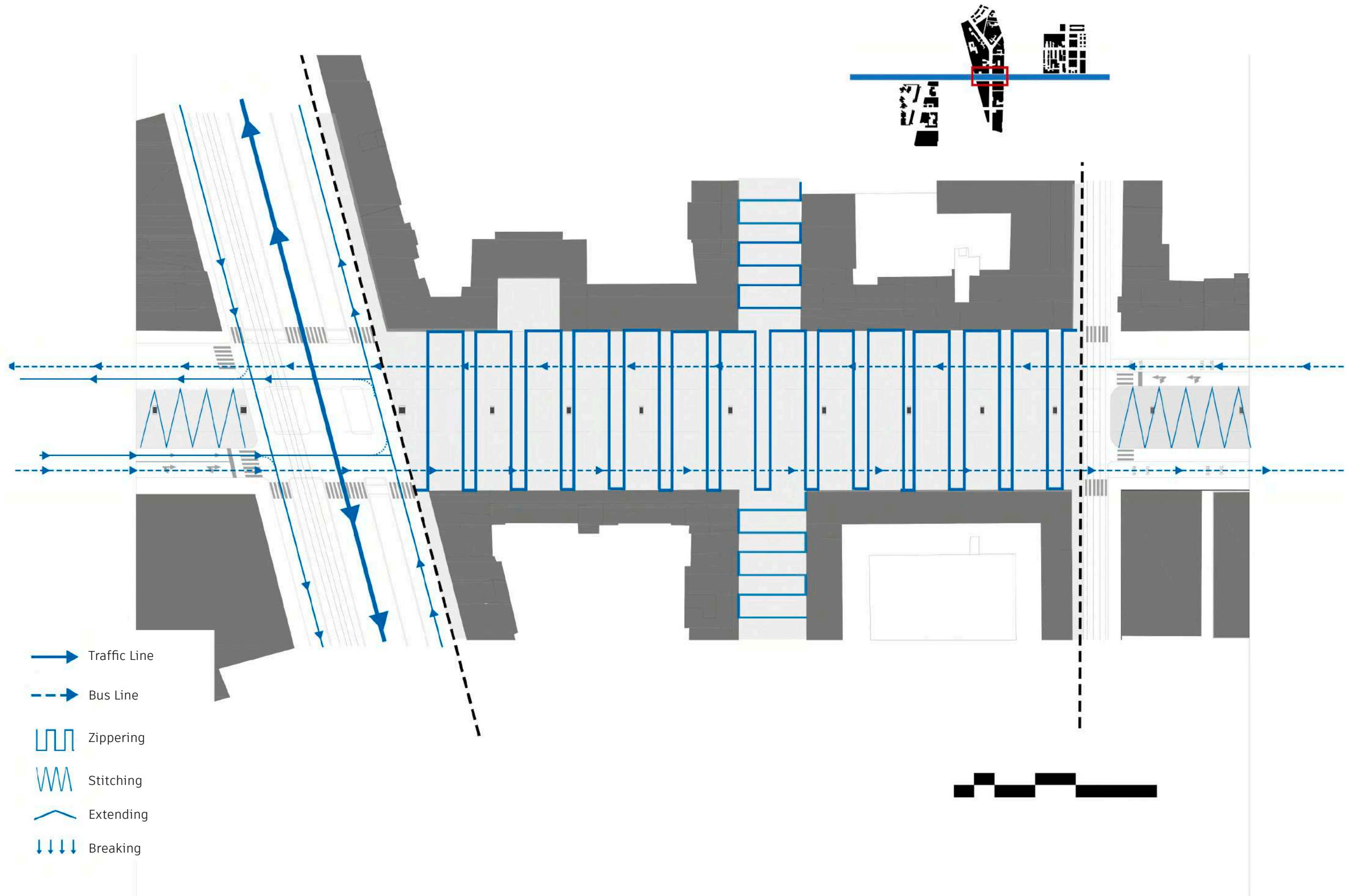
APPLICATION OF ACTIONS AND TRAFFIC STRATEGIES - *RESIDENTIAL SECTOR*



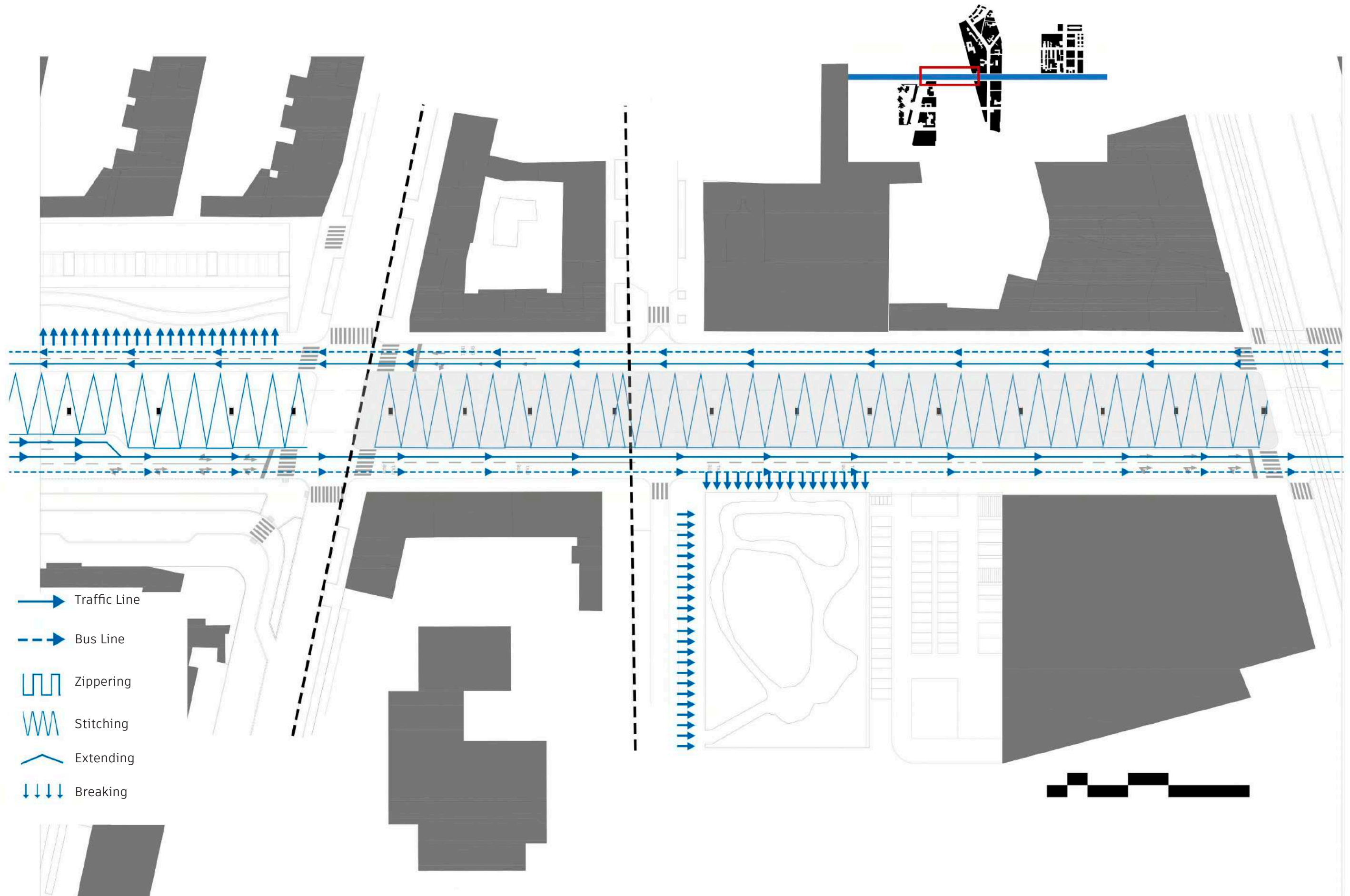
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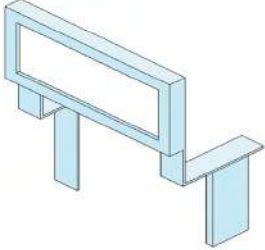
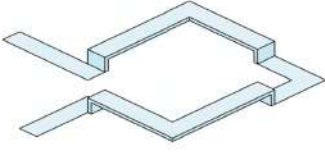
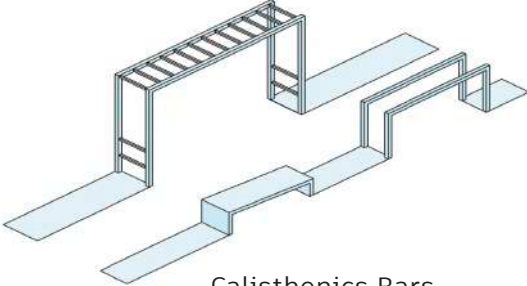
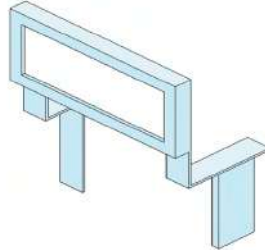
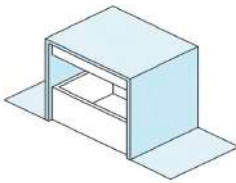
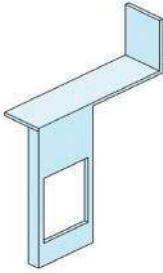
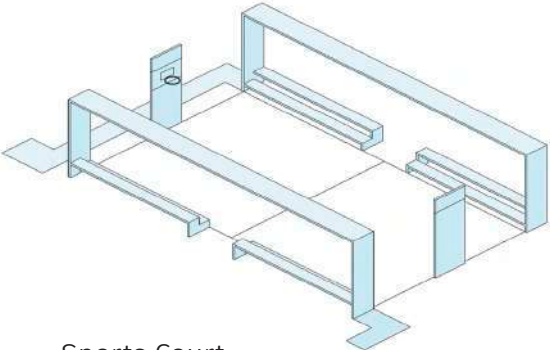
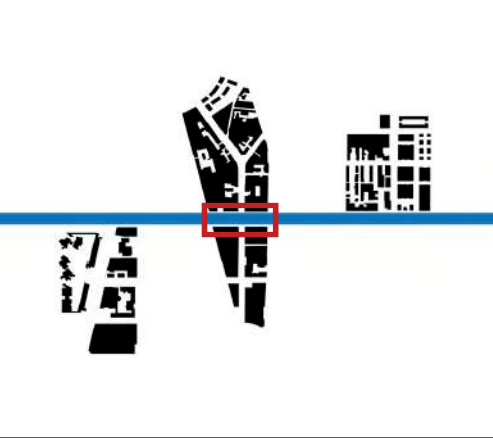
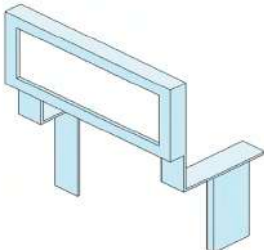
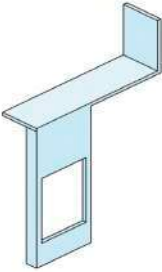
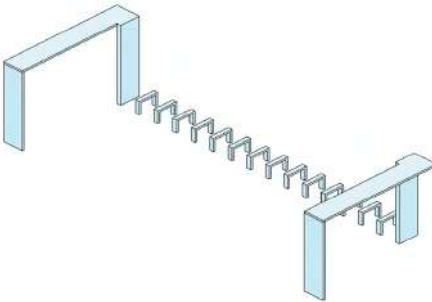
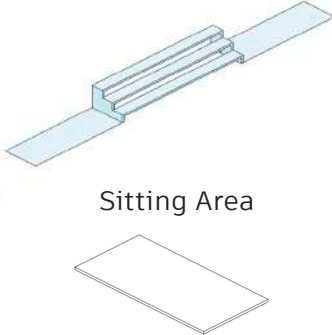
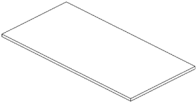
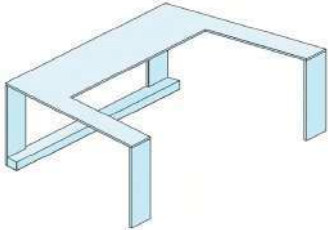
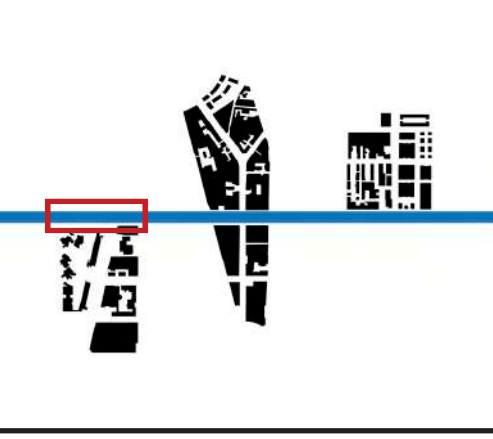
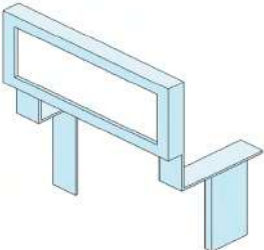
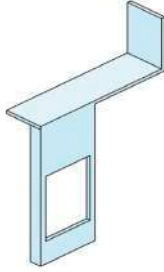
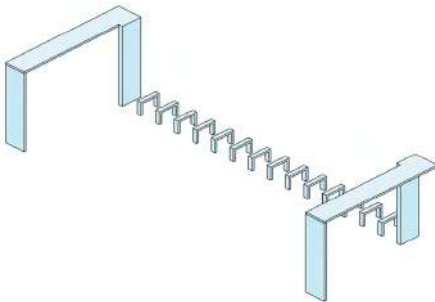
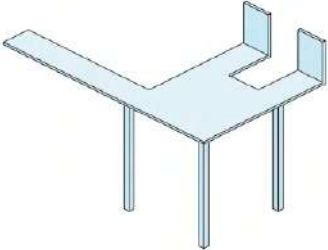
APPLICATION OF ACTIONS AND TRAFFIC STRATEGIES - *COMMERCIAL SECTOR*

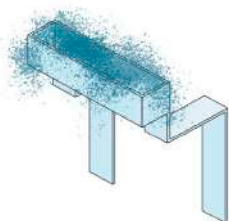
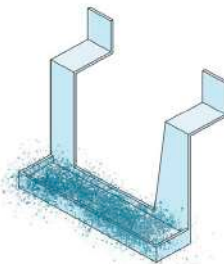
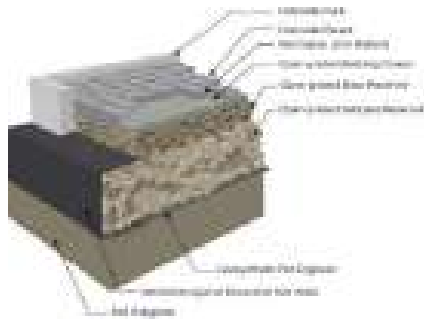
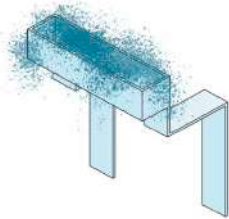
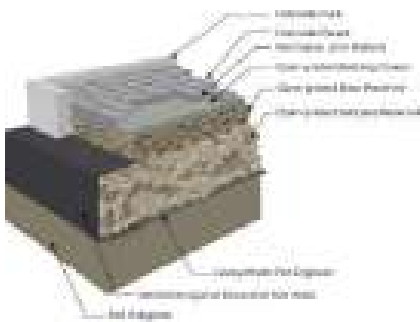
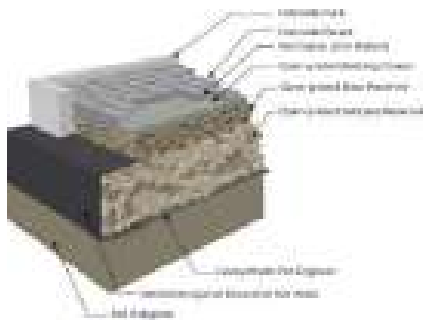
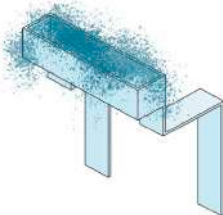
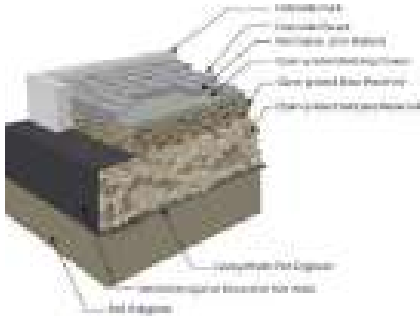


APPLICATION OF ACTIONS AND TRAFFIC STRATEGIES - OFFICE BLOCK



DESIGN TOOLKIT - THE RIBBON

		Flooring Palette	Urban Furniture (Ribbon Based)
Residential Sector		 Rubber flooring for kids  Concrete Brick floor (Permeable)	 Publicity Billboard  Sitting  Calisthenics Bars
Tennis Club Sector		 Concrete Brick floor (Permeable)  Polished Concrete (for artist paint)	 Publicity Billboard  Kiosk or Toilet  Touchpoint (Booking)  Sports Court + Sitting
Commercial Sector		 Concrete Brick floor (Permeable)	 Publicity Billboard  Touchpoint (ATM or Publicity)  Bike Parking  Sitting Area  LCD Screen (Under Flyover)  Bus Stop
Office Sector		 Concrete Brick floor (Permeable)  Blue tinted concrete finish for bike lanes	 Publicity Billboard  Touchpoint (Event info)  Bike Parking  Framework (Point of Electric-)

Nature Based Solutions			Green Strategy (Trees)
			 High Canopy Thick crowned deciduous leaves
			 High Canopy Thin Crowned Deciduous Leaves
			 Small Canopy Thin Crowned Thin Trunk Small Broadleaf
			 High Canopy Thick crowned deciduous leaves Thin trunk

The Ribbon

The Ribbon is a design tool that allows us to give an identity to the whole regeneration under Serra Monte Ceneri.

The density of the Ribbon should be determined by the character of the superblock next to it.

The urban furniture should come (in the majority of the cases) from the ribbon. The materiality should be determined by the use of the urban furniture. But in the majority of the cases the ribbon should be considered as a metal object.

When the ribbon reaches the floor the metal should be between the concrete bricks that maintain the materiality of the floor.

Finally, the lath must be able to be removed without much difficulty and expanded in the event that the influence of Serra Monte Ceneri is to be extended.

Permeable Concrete flooring + Greenery

Runoff Before Intervention:

Total Area 770m²
 Impervious Surface area (50% runoff)= 770m²
 Average Annual Precipitation 1100mm
 Cost per yr treatment 7.5 euro/m³
 Calculation: 1100mm*.5= 550mm --> .55m
 770m²*.55m= 423.5m³ volume runoff
 423.5m³ *7.5 euro/m³= 3,176.25 euros per year

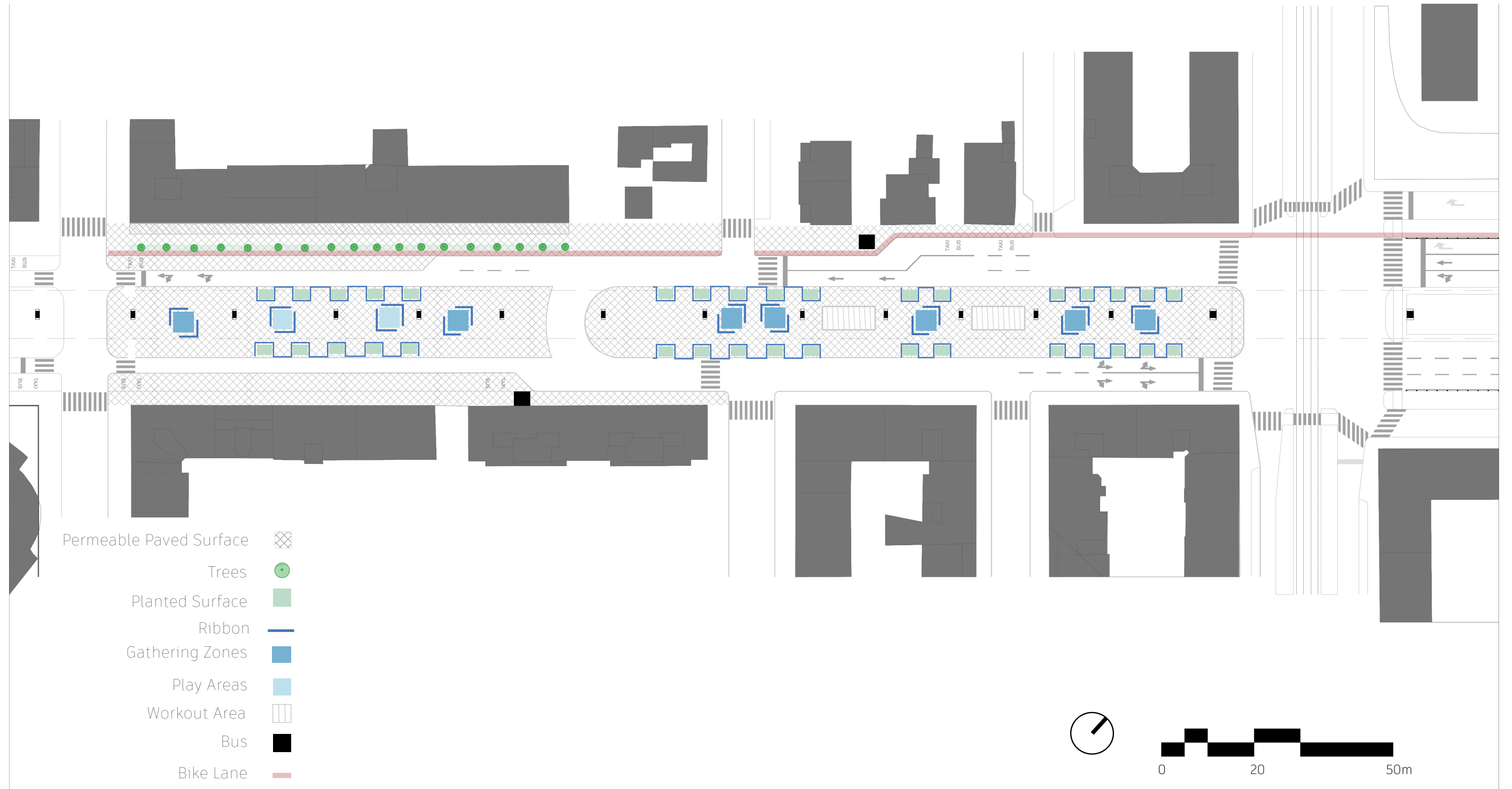
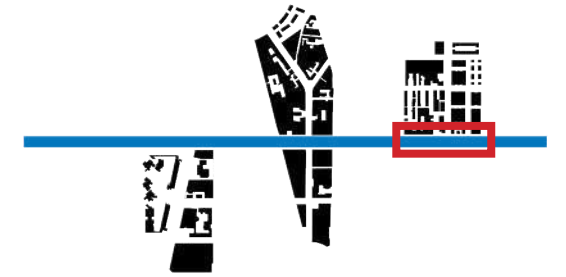
Runoff After Intervention:

Total Area 770m²
 Permeable Paving Surface (30% Runoff):
 763.75m²

Green Permeable Area (25% surface runoff):
 6.25m²
 Average Annual Precipitation 1100mm
 Cost per yr treatment 7.5euro/m³
 Calculation: .25*1100mm=275mm ---> .275
 .275m * 6.25m²= 1.72m³
 .30*1100mm=330mm---> .330m
 .33m* 763.75m²= 252m³
 1.72m³+252m³= 253.72m³

7.5eu/m³*253.72m³= 1902.9eur/yr

USERS ACTIVITY DIAGRAM- RESIDENTIAL SECTOR



RESIDENTIAL SECTOR TREATMENT

Character of the Ribbon:

The character of the residential superblock demands spaces with greater privacy. Spaces that are clearly delimited and that protect their occupants from vehicular traffic. For this reason, the ribbon has a greater density along this sector of the Cavalcavia.

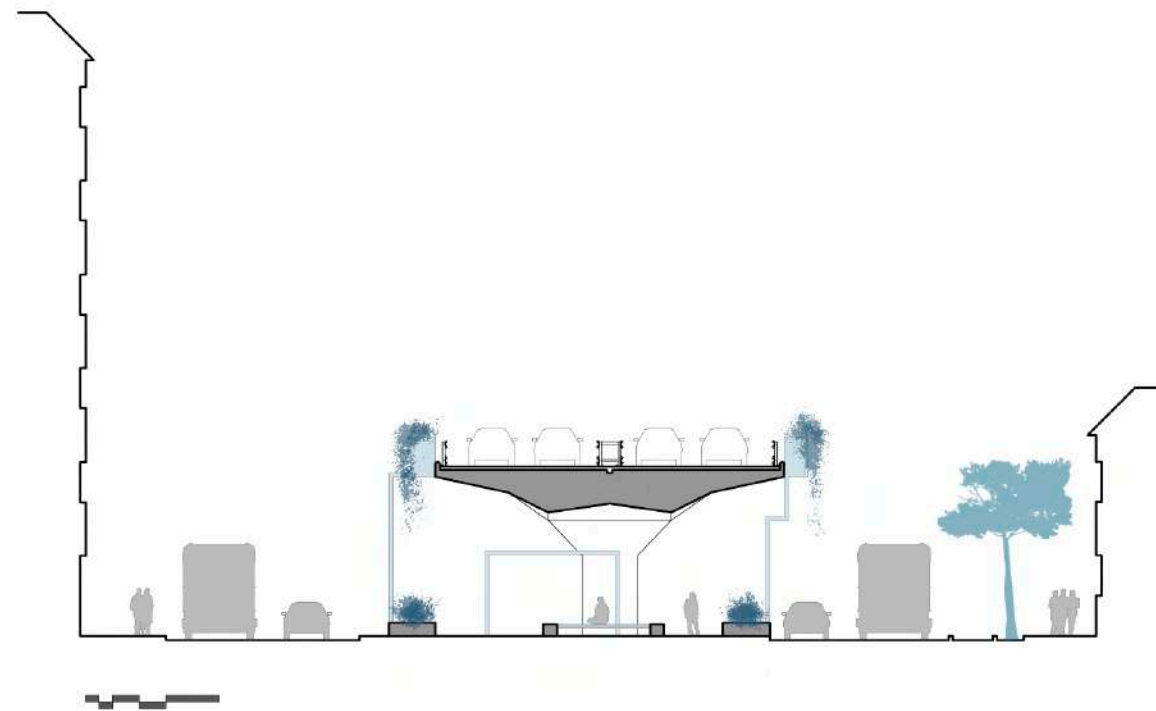
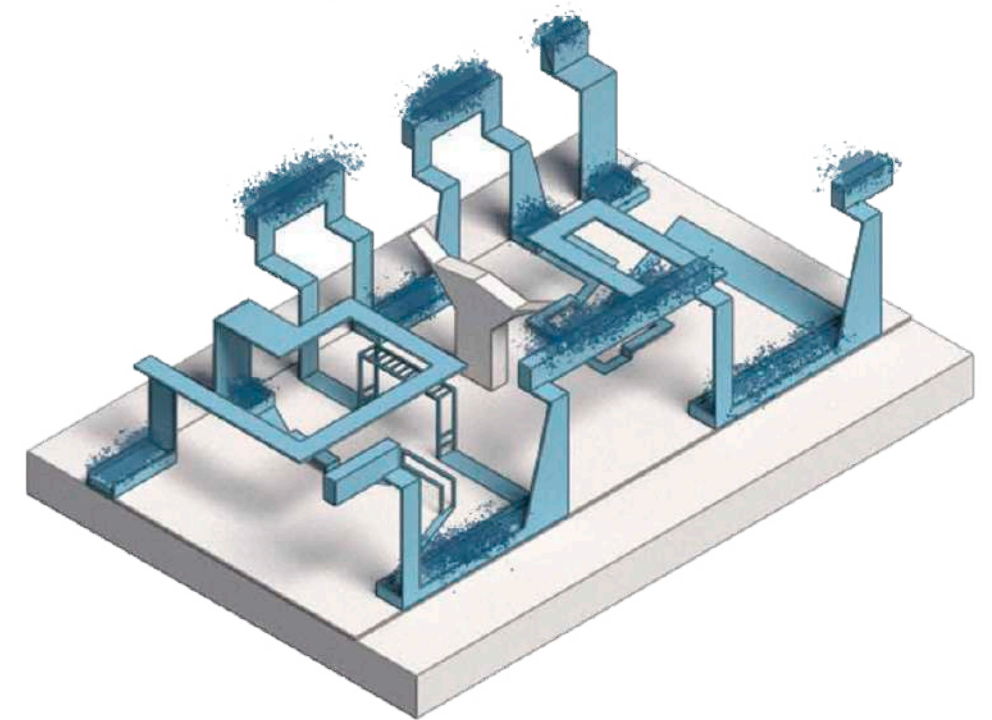
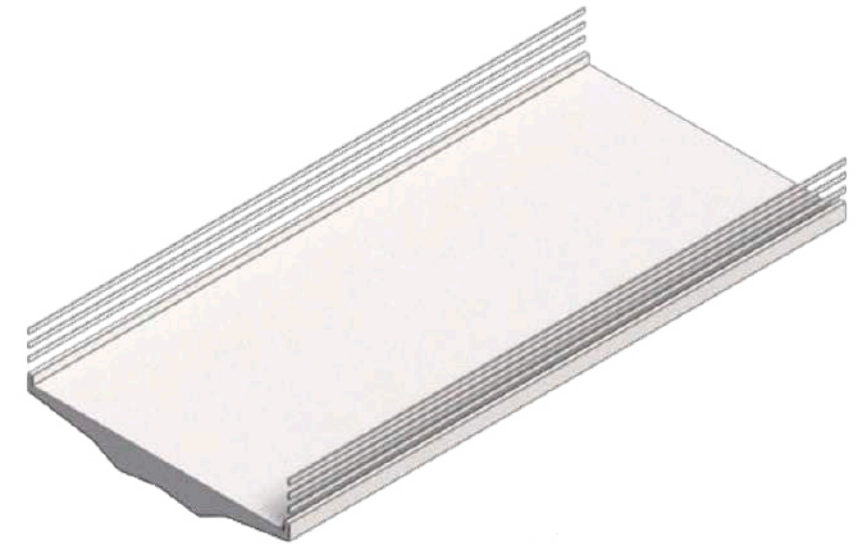
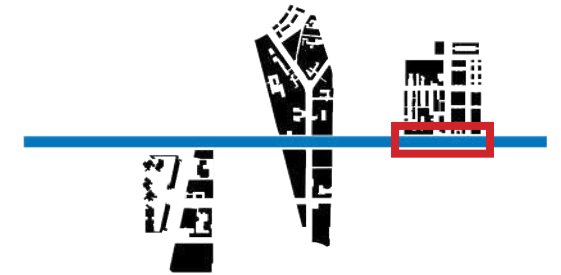
Green and the flyover:

To maintain the same character as in the superblock, trees located on the north side of Serra Monte Ceneri will have the same density as those inside the block.

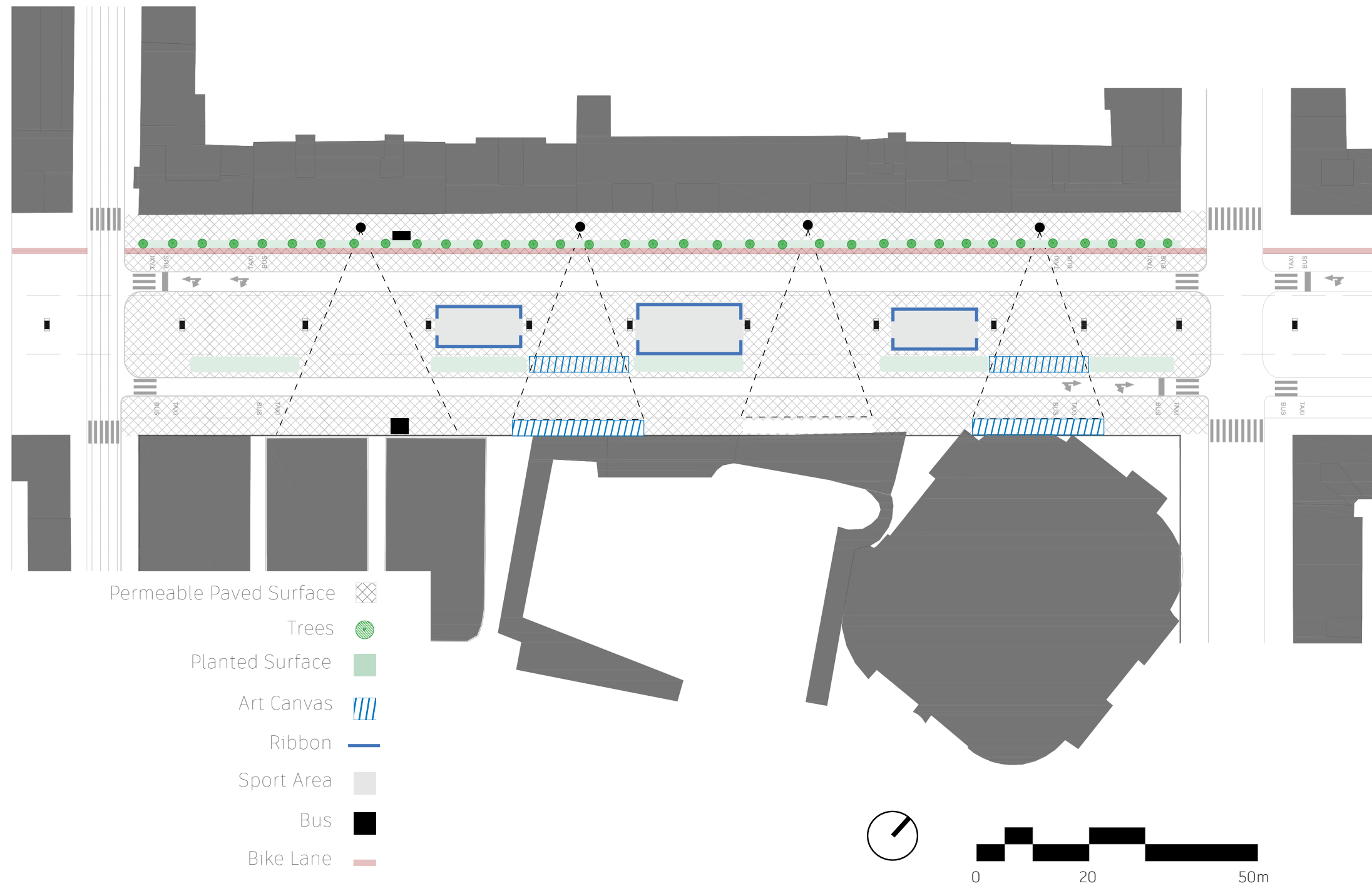
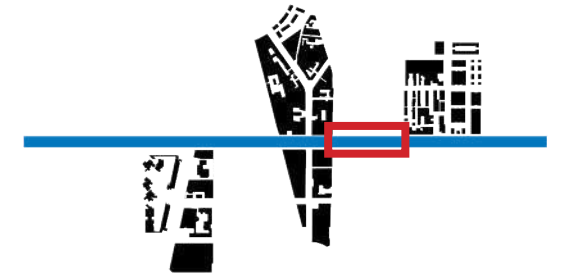
In the Cavalcavia, thanks to the high density of the ribbon, planters will be located at the top so that when the vegetation grows it can increase privacy under the infrastructure. Pedestrian level planters not only add privacy to the space but also serve as seating furniture.

Ribbon based Furniture:

The furniture includes calisthenics bars, benches arranged in such a way as to create meeting spaces, artificial lighting and games for children. All made with the same material as the ribbon.



USER ACTIVITIES DIAGRAM- TENNIS CLUB SECTOR



TENNIS CLUB SECTOR

Character of the Ribbon:

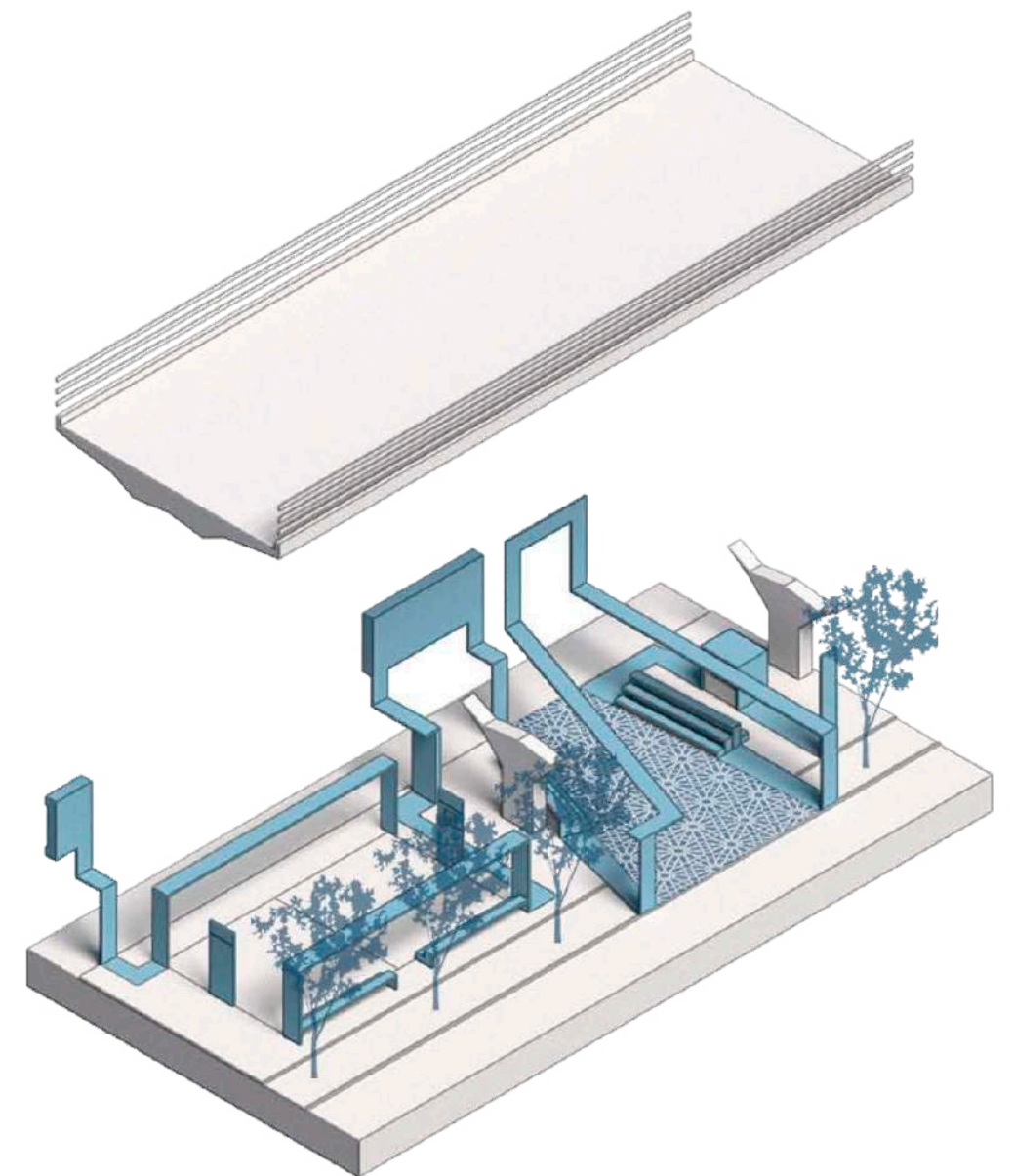
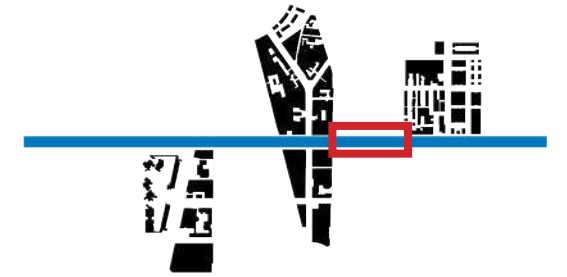
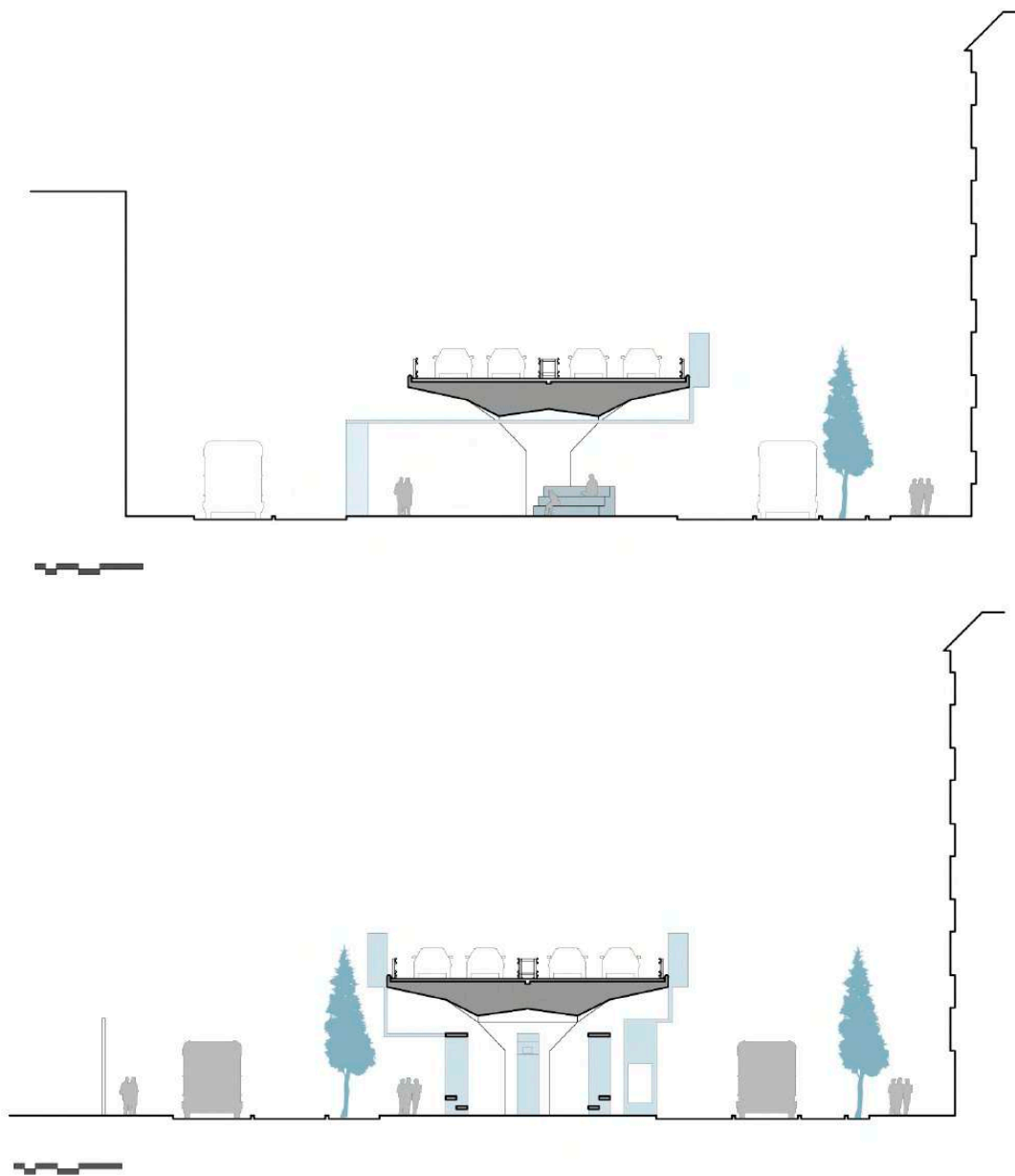
It has the characteristic of having a direct relationship with a private entity, the Tennis Club. The walls of the tennis club would serve as a canvas or stage for local artists. These canvases should be framed by the ribbon, thus delimiting the performance areas. In the same way, sports activities are proposed throughout this sector. The ribbon will provide benches as well as lighting for these sports areas.

Green and the flyover:

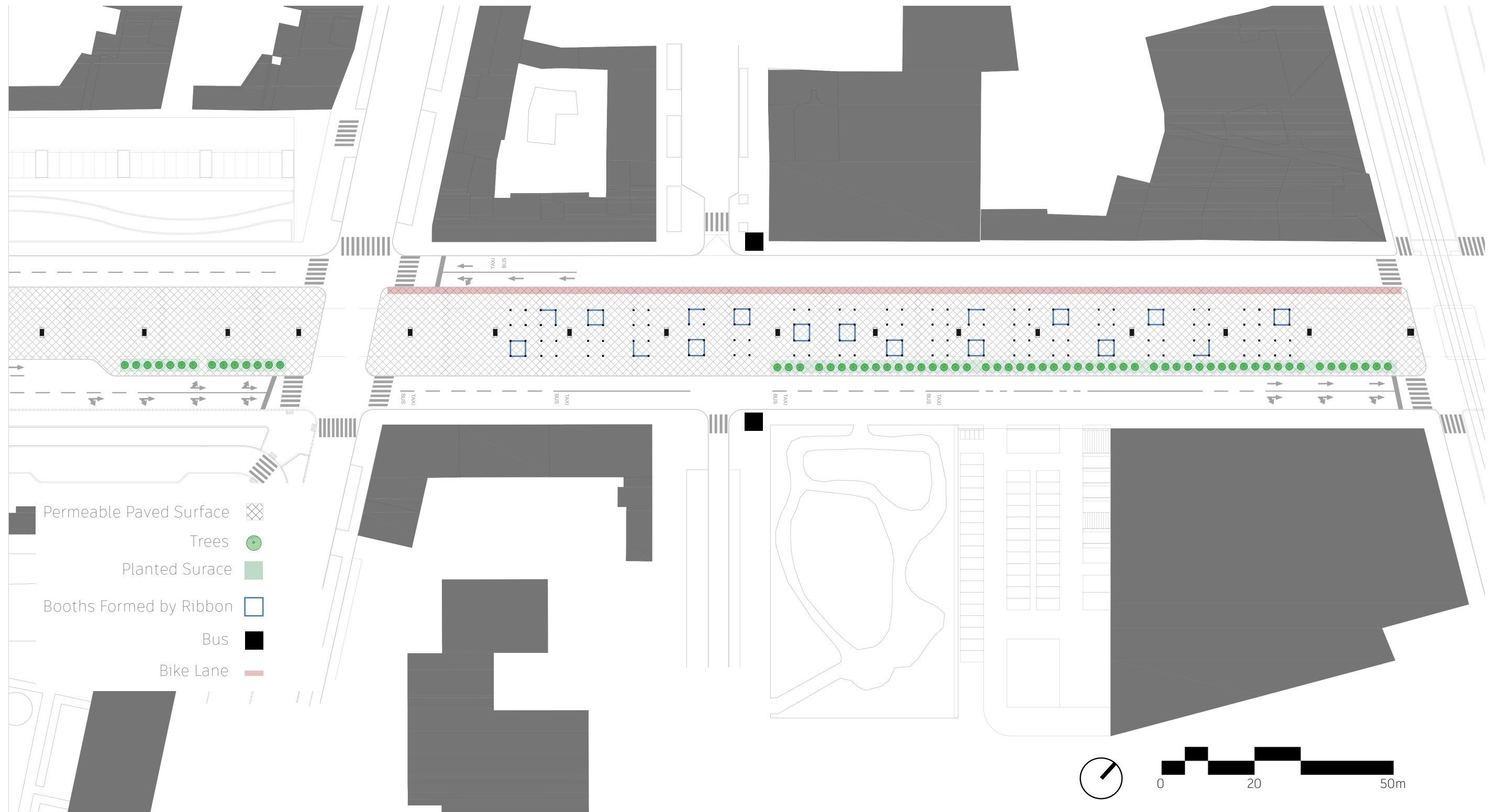
This area of Serra Monte Ceneri has the characteristic of allowing the entry of the solo at almost all hours of the day. This opens the possibility of having trees on the south side of the Cavalcavia and north of the avenue. These trees will be planted as close to each other as possible to create a visual barrier. Which would only open at the visual points where you can best appreciate the canvas on the walls of the club or to observe sports activities.

Ribbon based Furniture:

As previously mentioned the batten will provide seating furniture as well as lighting. Also, as far as possible, the strip will be used for sports furniture (such as basketball hoops). The ribbon will also serve as an interface, as screens for reserving performance and sport spaces will be located on the ribbon.



USER ACTIVITIES DIAGRAM- OFFICE SECTOR



OFFICE SECTOR TREATMENT

Character of the Ribbon:

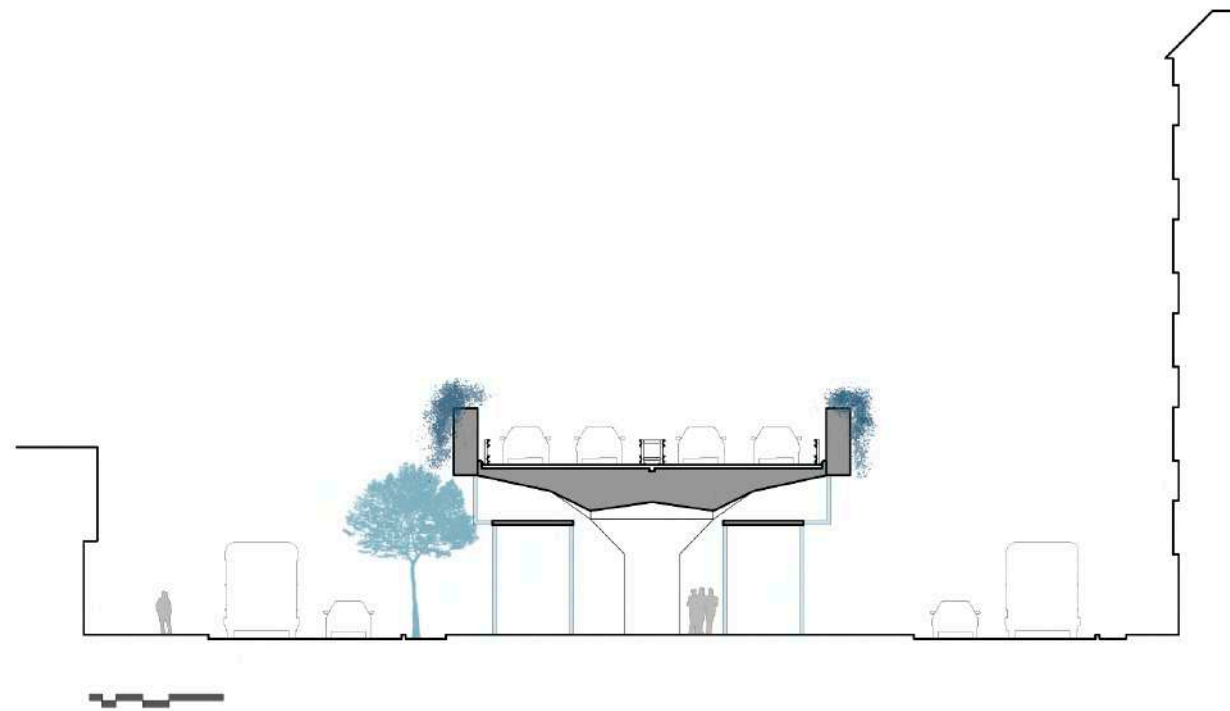
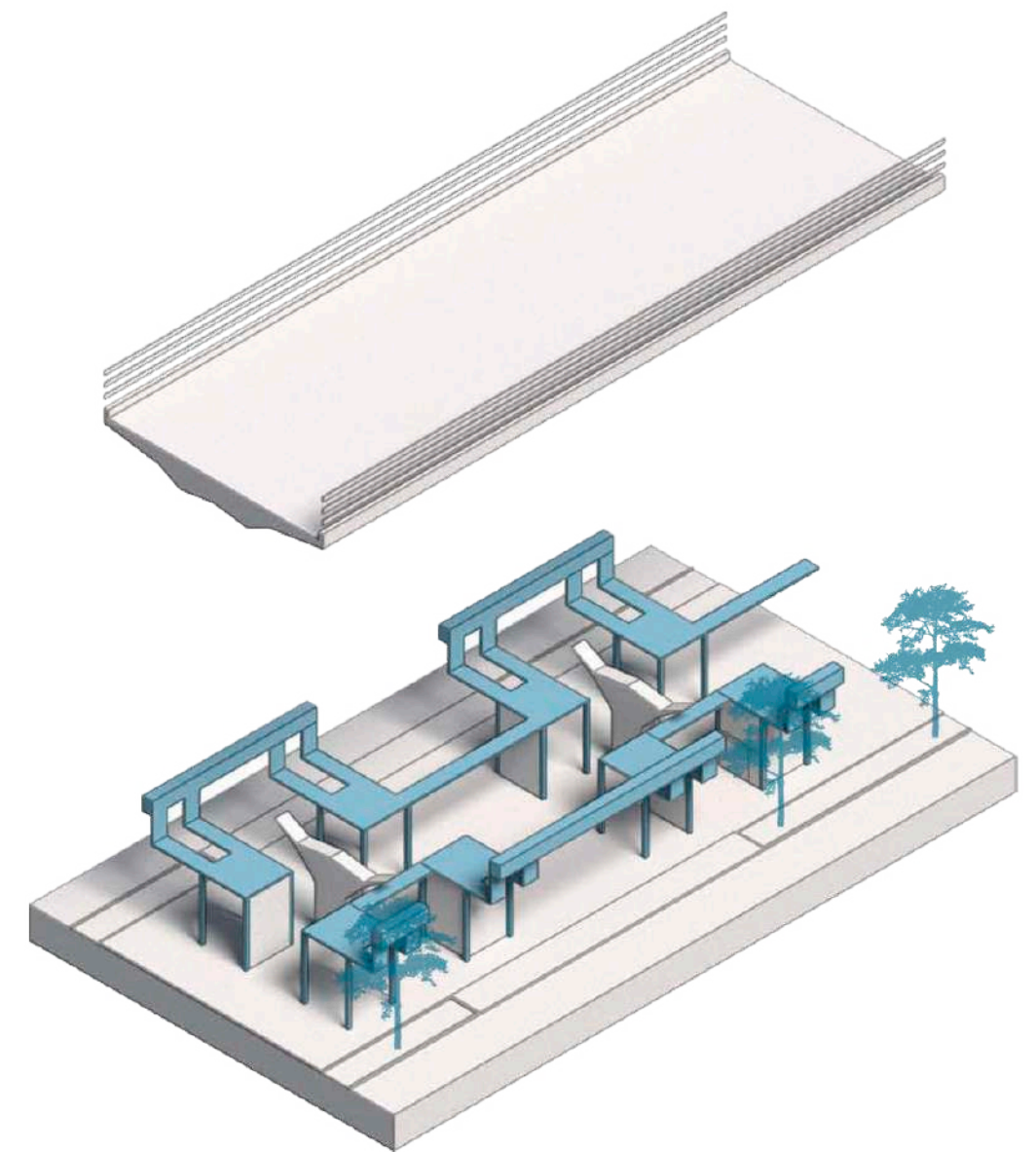
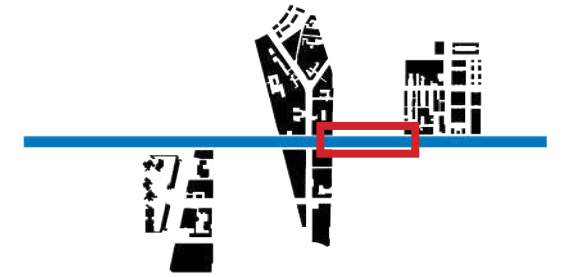
As in the interior of the superblock, this sector of the flyover does not have local businesses that allow the constant flow of people. For this reason, the ribbon is used to provide a framework so that different activities can be carried out throughout the sector.

Green and the flyover:

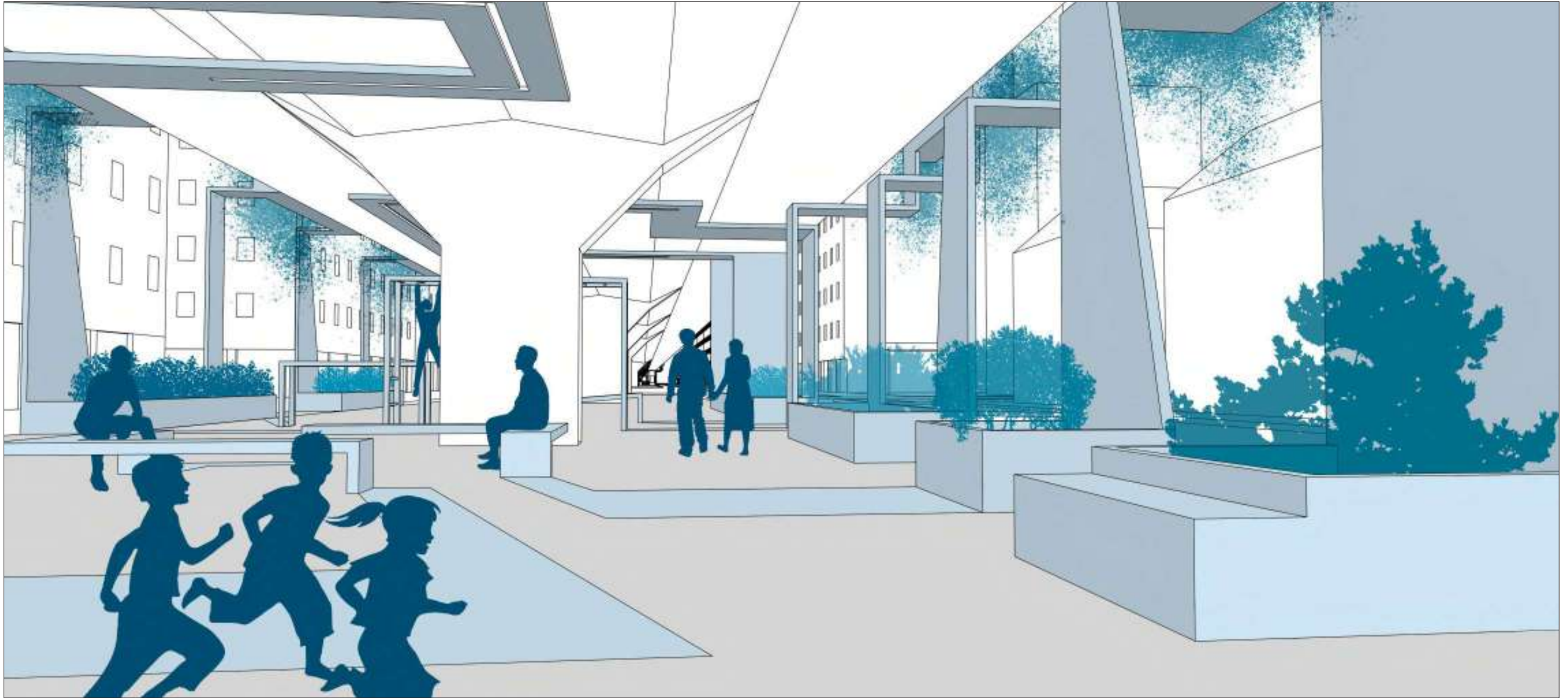
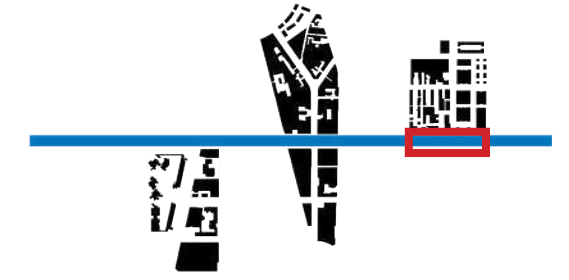
To the south of Serra Monte Ceneri there is greater access to sunlight. For this reason trees are proposed on this side of the flyover. This not only because the sun allows it, but to protect the users of the spaces under the cavalcavia from the direct entry of sunlight. Because the space could be used for art exhibitions or other activities, it is more convenient that they be protected from direct radiation. As in the residential sector, the cavalcavia planters in the upper part will be used as an option to increase the green area in the area. Like muffling the sound of the cars on top.

Ribbon based Furniture:

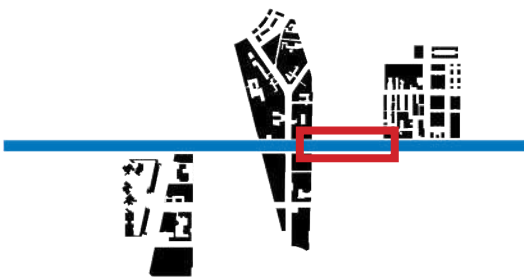
The ribbon has a particular role in this sector of the Flyover. The ribbon will offer the possibility of being used in different ways depending on the event developed. Metal columns located at 3.20m each will serve as a framework for users to have an infrastructure ready for use. The ribbon will have a lighting point and electrical points. The space under the ribbon can be closed and used as a trade or information point. Just as it can be used for the exhibition of works of art.



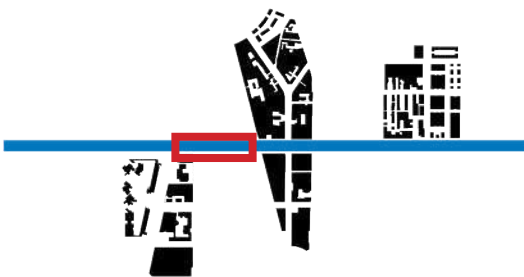
RESIDENTIAL SECTOR



TENNIS SECTOR



OFFICE SECTOR



THE COMMERCIAL SECTOR

COMMER SECTOR TREATMENT

Character of the Ribbon:

The sector with the least density of the ribbon. The purpose of serving as a support for commercial activities in the vicinity, as well as promoting events that take place in the rest of Serra Monte Ceneri. As in the tennis club sector, the ribbon can serve as an interface to see the activities available throughout this sector of the city, but it will also serve for advertising purposes. Within the square that will be formed under the flyover, the ribbon will delimit certain sectors where people can sit and rest after traveling either from north to south or east to west.

Green and the flyover:

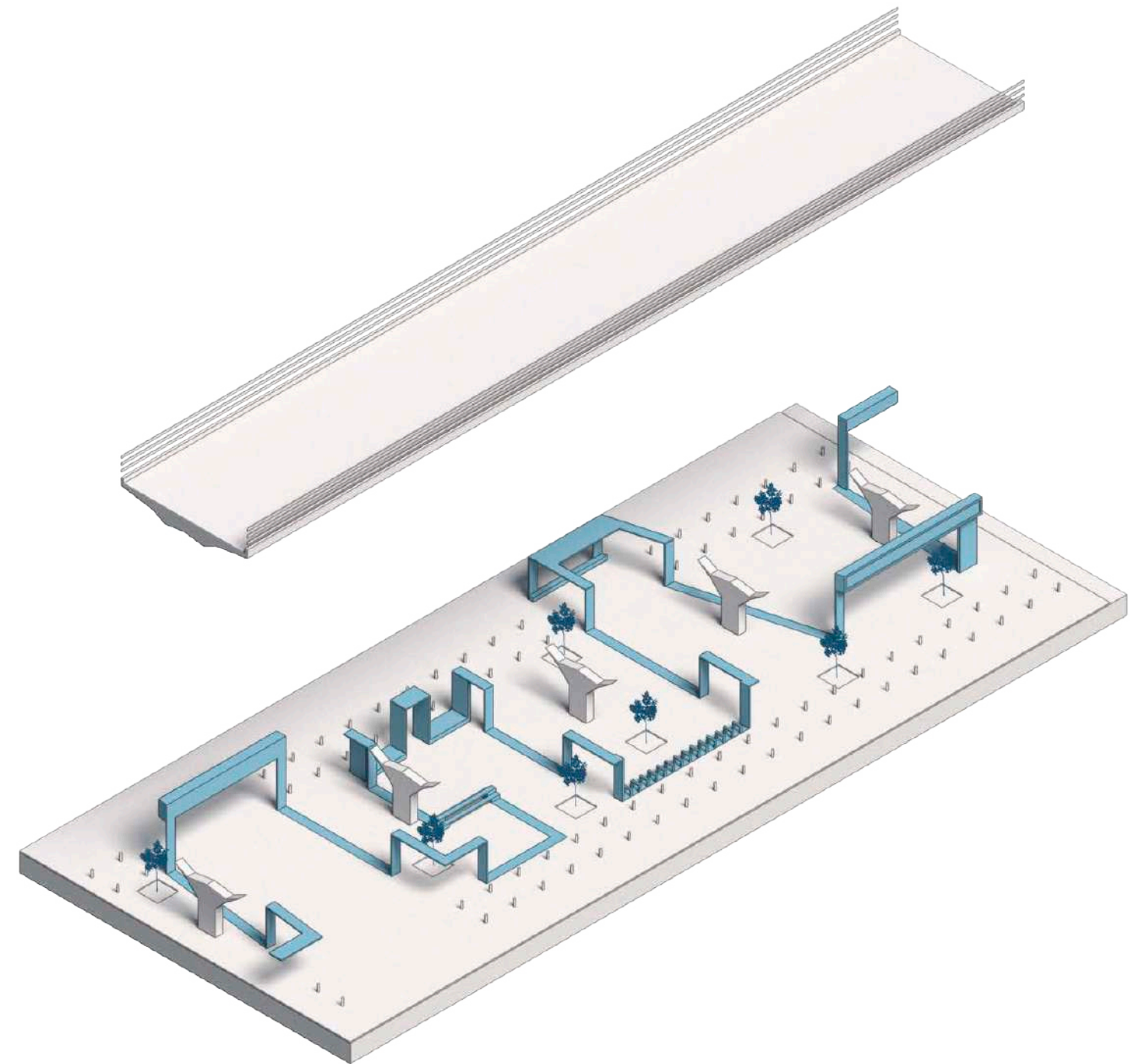
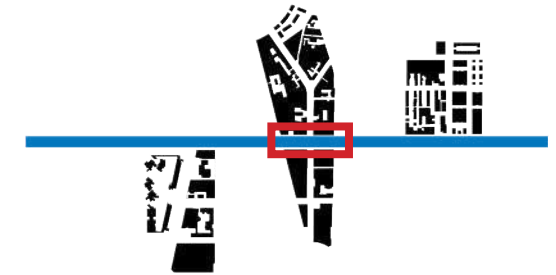
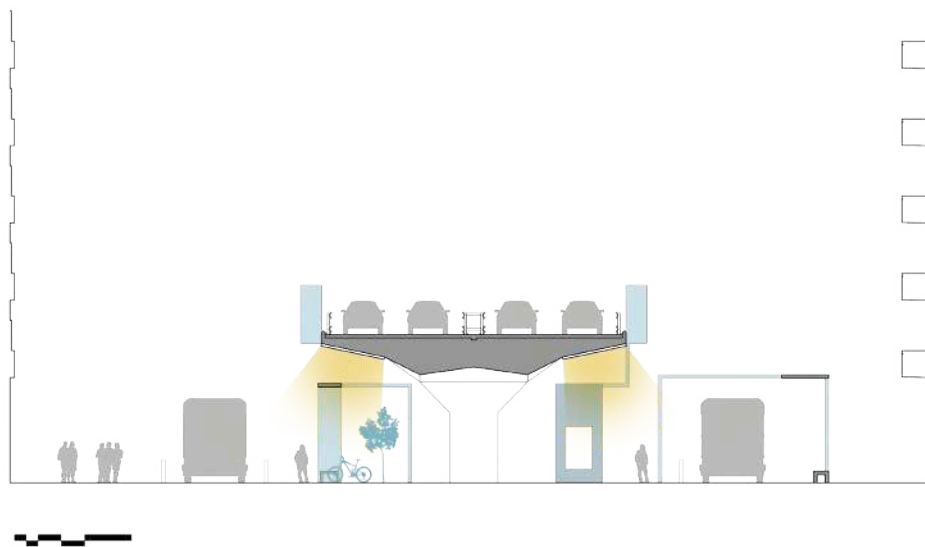
As in the interior of the super block, the trees will be narrow-trunked, so as not to interrupt the line of sight to the commercial fronts.

Ribbon based Furniture:

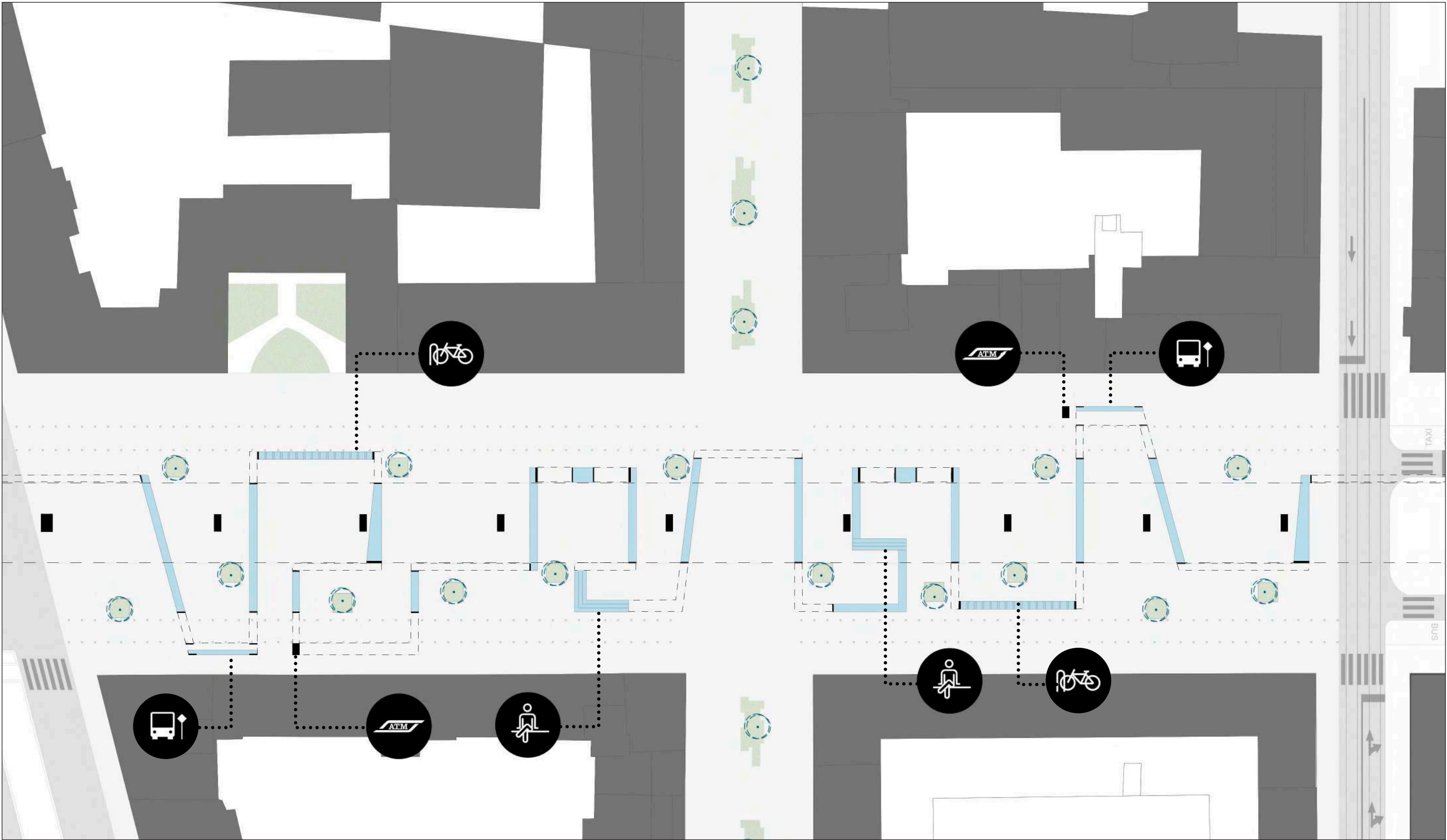
Because this new plaza is expected to have a metropolitan and not just a local influence, the treatment of bus stops was also considered as part of the furniture that the ribbon can provide. The ribbon will provide screens where you can buy bus tickets with the support of ATM. The list also contemplates bicycle parking on both fronts of Serra Monte Ceneri. In this way, the three methods of entry to the commercial axis, bus, bicycles and pedestrian, are covered.

Other:

LED screens located under the Flyover will promote metropolitan-scale events, commercials, and interactive artistic images. The concept is that this square is always with a constant flow of people and these screens will contribute to achieving this goal.



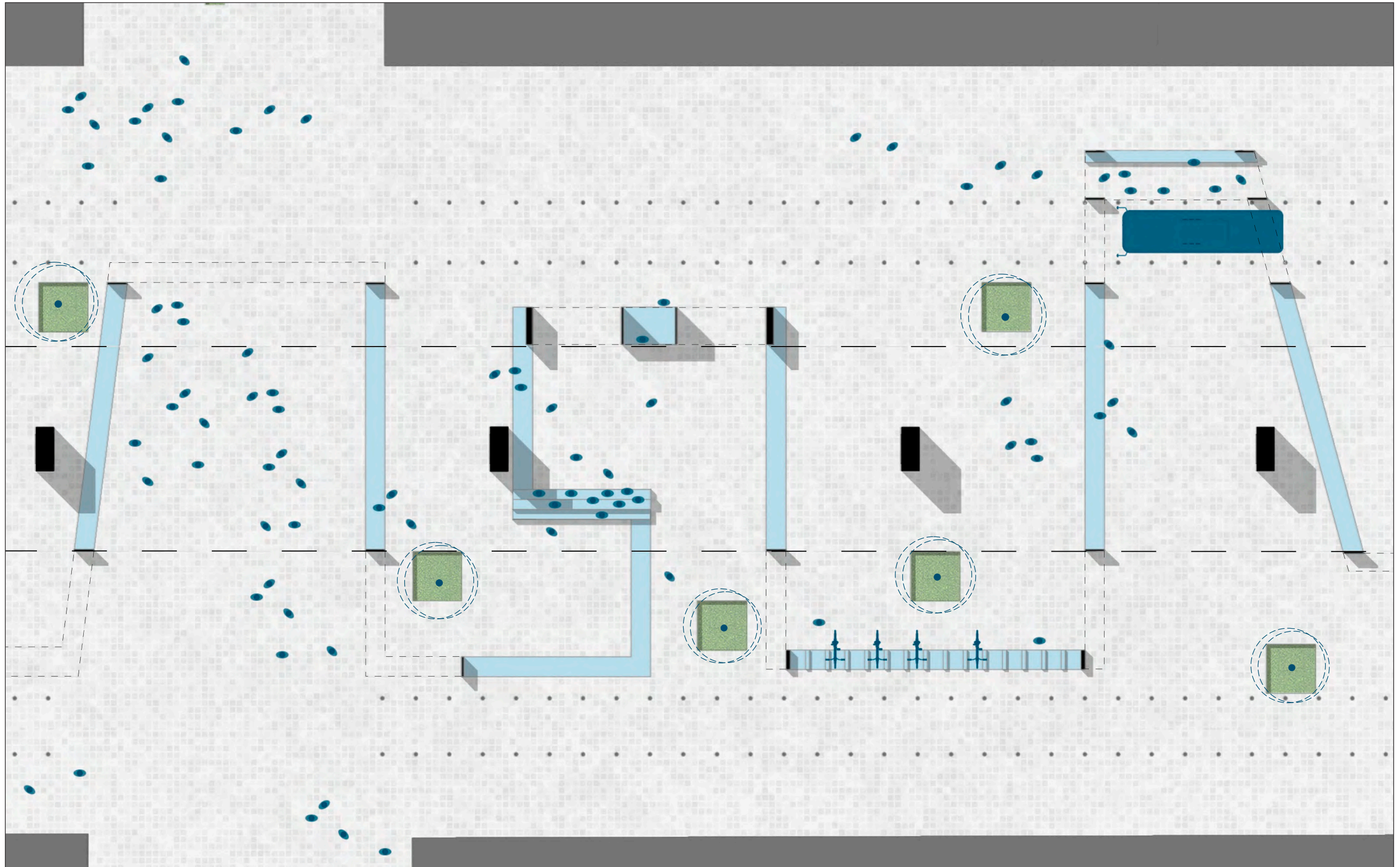
COMMERCIAL BLOCK PLAN- 1:500



COMMERCIAL SECTOR *PLAN- 1:200*

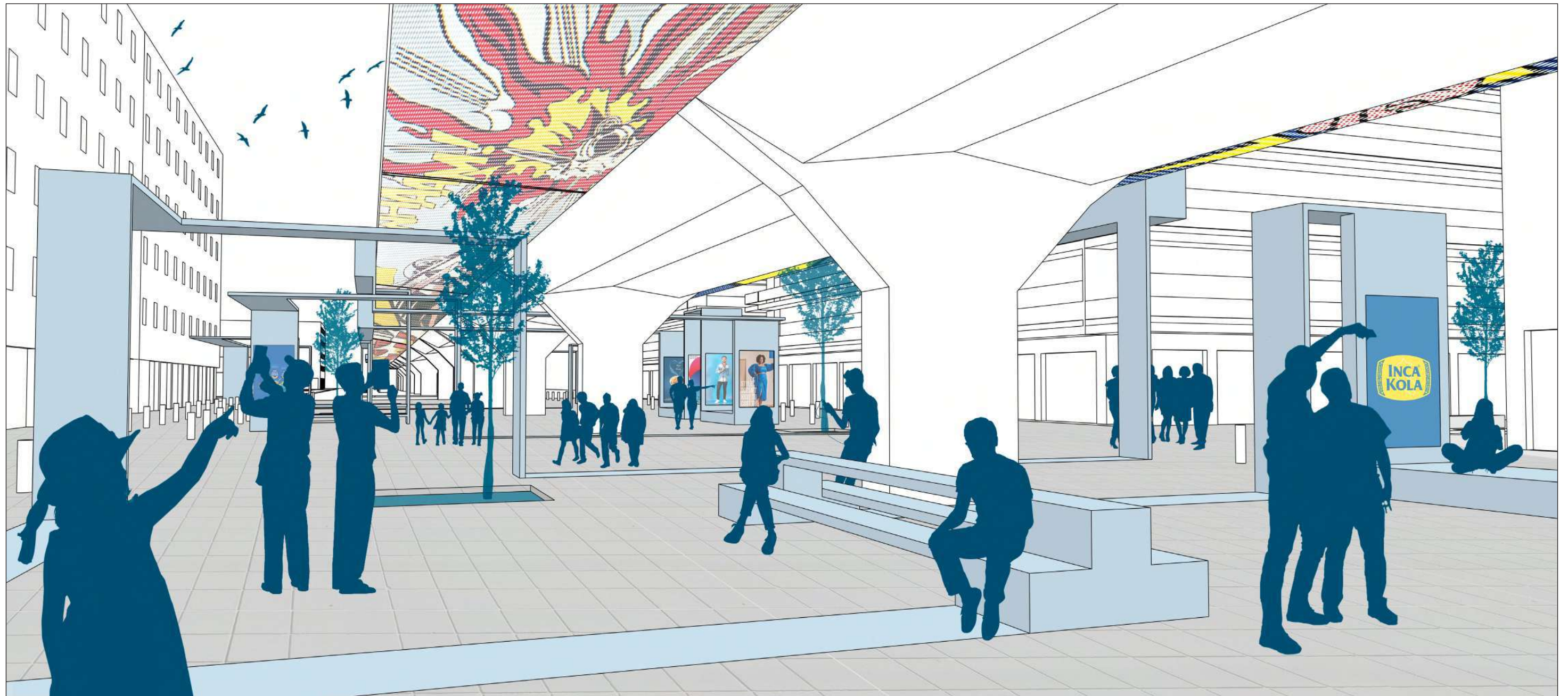
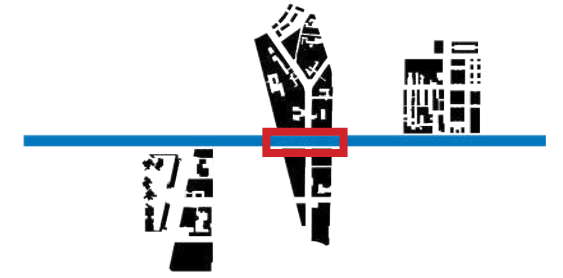
Floor Treatment

Throughout the length of the plaza there is only one type of floor treatment. It consists of concrete bricks with separations between them, these allow rainwater to pass into the subsoil, making it more permeable. Likewise, this treatment helps to give a smaller scale to the space that, due to its dimensions, could be too large.



COMMERCIAL SECTOR

Graphic by Carlos Muñoz



COMMERCIAL SECTOR SECTION- 1:100

