


**PLAZA SAN FERNANDO /#1 (Surrounding area)**

# Development framework plan

Kaluz

**Gehl**



Plaza San Fernando is located in the central area of Mexico City in close proximity to Alameda Central and Monumento a la Revolucion



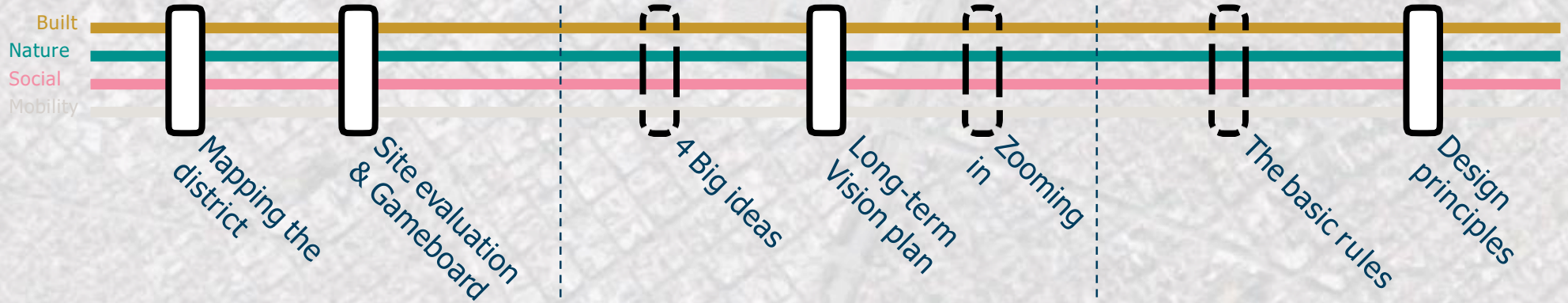
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# Development framework: Chapters & themes



“Understanding challenges and potentials for public life and spaces - to inform design decisions and provide a platform for new initiatives & development”

# Health check

**PLAZA SAN FERNANDO /#1.1 (Surrounding area)**

Health check

# Unique qualities of CDMX



Bosque Chapultepec



Paseo de la Reforma



Plaza de la República

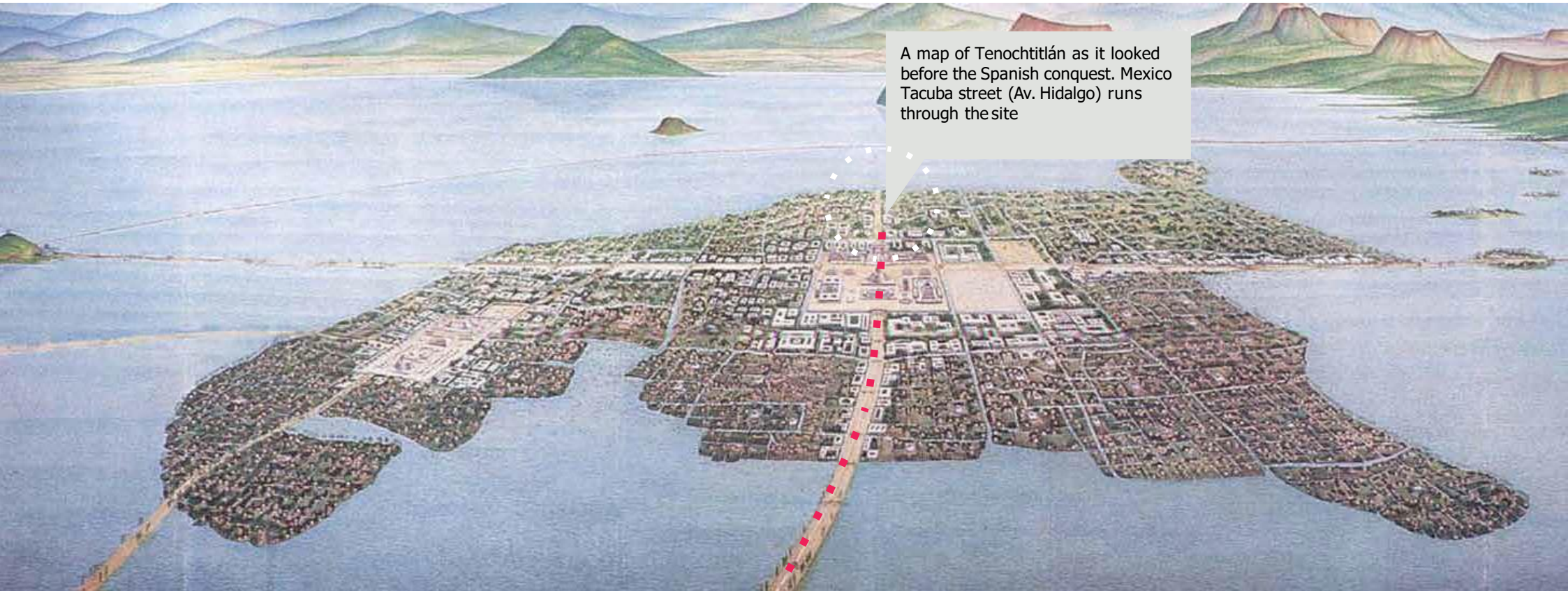


Alameda Central



Plaza de la Constitución

# Mexico Tacuba - oldest street in Americas



A map of Tenochtitlán as it looked before the Spanish conquest. Mexico Tacuba street (Av. Hidalgo) runs through the site

Health check

# ... with remains of Templo Mayor framing the city today



Health check

# ... marking the key moments in history

Tacuba cafe - one of the oldest restaurants in Mexico city. Two paintings from 1946 by Carlos González tell the story of the discovery of mole and chocolate



The house of Doña Josefa Sánchez Barriga, wife of Juan de O'Donoju, who would be the last viceroy of New Spain



Discovered in 2006, this is the largest known Aztec monument. Museum of Templo Mayor



images -<https://mike.polischuk.net/2018/03/tacuba-aztec-pyramis-mexican-rock-oldest-street-mexico-city/>



Health check

# ... with a gap right at it's core



Health check

# ...an opportunity to add a missing piece



Health check

# ...through a set of strategic interventions



Focus on site specific upgrades and an attractive secondary network instead of busy main trafficked corridors



Health check

## ... activate the fantastic potential of the secondary network away from the main corridors



Main corridors are noisier with lower public space quality, higher prices and higher buildings

Secondary network has a greener calmer environment, human scale. Cheaper m<sup>2</sup> and less resources for public space upgrades

Health check

# Hidalgo connects various characters, but also acts as a barrier



Health check

# High quality public spaces, well preserved monuments south of Hidalgo



Health check

# ...but lack of investment and lower quality public spaces north of Hidalgo



Health check

# Contrasting neighbourhoods, heritage sites and ways of life constantly transform the urban landscape



Condesa



Guerrero



San Rafael



Lagunilla



Centro Histórico



# Mapping the district

Health check

# Reading the development site through key layers





# Potential to create a well-connected green network

There is an uneven distribution of green spaces and planting throughout the area. Generally green corridors do not continue north of Av. Hidalgo especially along Reforma.

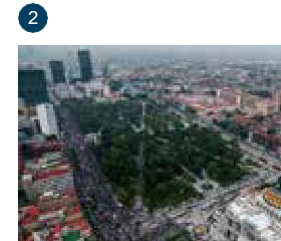
## #1 Nature



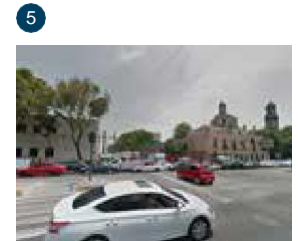
Reforma - southern stretch



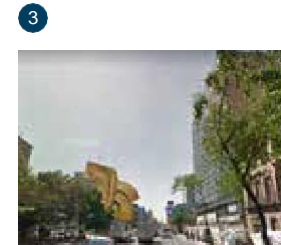
Reforma and Hidalgo crossing point. Reforma loses its green character



Alameda park



Crossing Hidalgo next to Alameda park



Calle Guerrero South of Hidalgo



Calle Guerrero loses its green character

Health check

# Reforma - one of the most fantastic green public spaces in the world



Health check

**... but loses this character up north**



Health check

# Monotonous main streets with no greenery

Main streets create barriers and disrupt the pedestrian network



Health check

# ...but very attractive and lush green internal streets





Health check

# Large public parks

Could we think of different ways of delivering green? Potential to create semi private and private green spaces improving everyday quality of life for the residents.



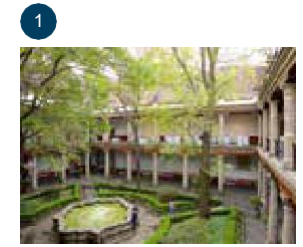
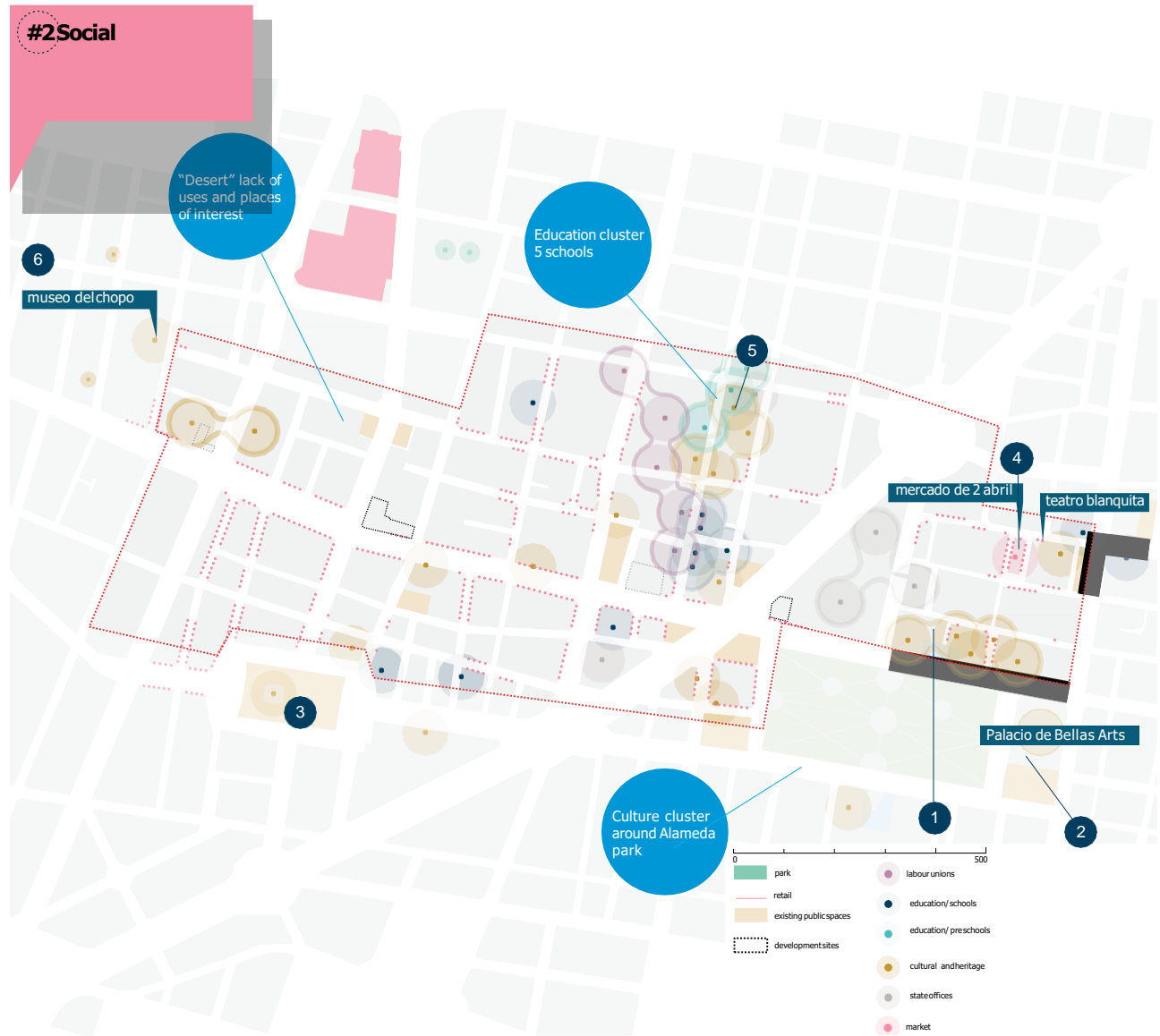
Health check

# ...but very few small private & semi-public green spaces



# Clusters of uses with potential to form routes and activate neighbourhoods

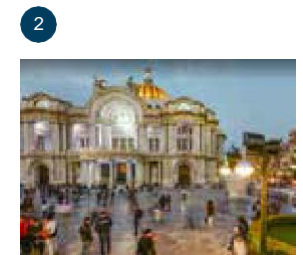
Big difference in number and quality of public spaces north and south of Hidalgo. Very few public spaces north of Hidalgo, lacking connections between them.



Museo Franz Meyer Courtyard



Mercado dos de Abril public space surrounding the market is dominated by parking



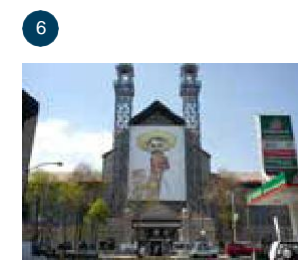
Palacio de Bella Arts



Casa Rivas Active cultural event space



Plaza de la Republica different age groups



Museo del chopo potential to become a key anchor point in the north part of the area

Health check

# Multiple uses, but not really that visible in the public spaces

Could school activities spill out into the street?



# More attractive street frontages are hidden along the internal streets

Main streets are mostly unattractive in contrast to highly attractive internal (neighbourhood) streets both north and south of Hidalgo. This opens up a potential to develop and focus on a secondary network stretching across the main avenues.

#3 Built



1



Calle Violeta  
Strong character, already acts as a destination

8



Calle Heroes  
Primary school facade

3



Casa Rivas Mercado  
Event and music venue used by various age groups

4



Calle Heroes  
Vacant building next to Casa Rivas Mercado

5



Calle Mina  
Vacant groundfloor/ potential development point

6



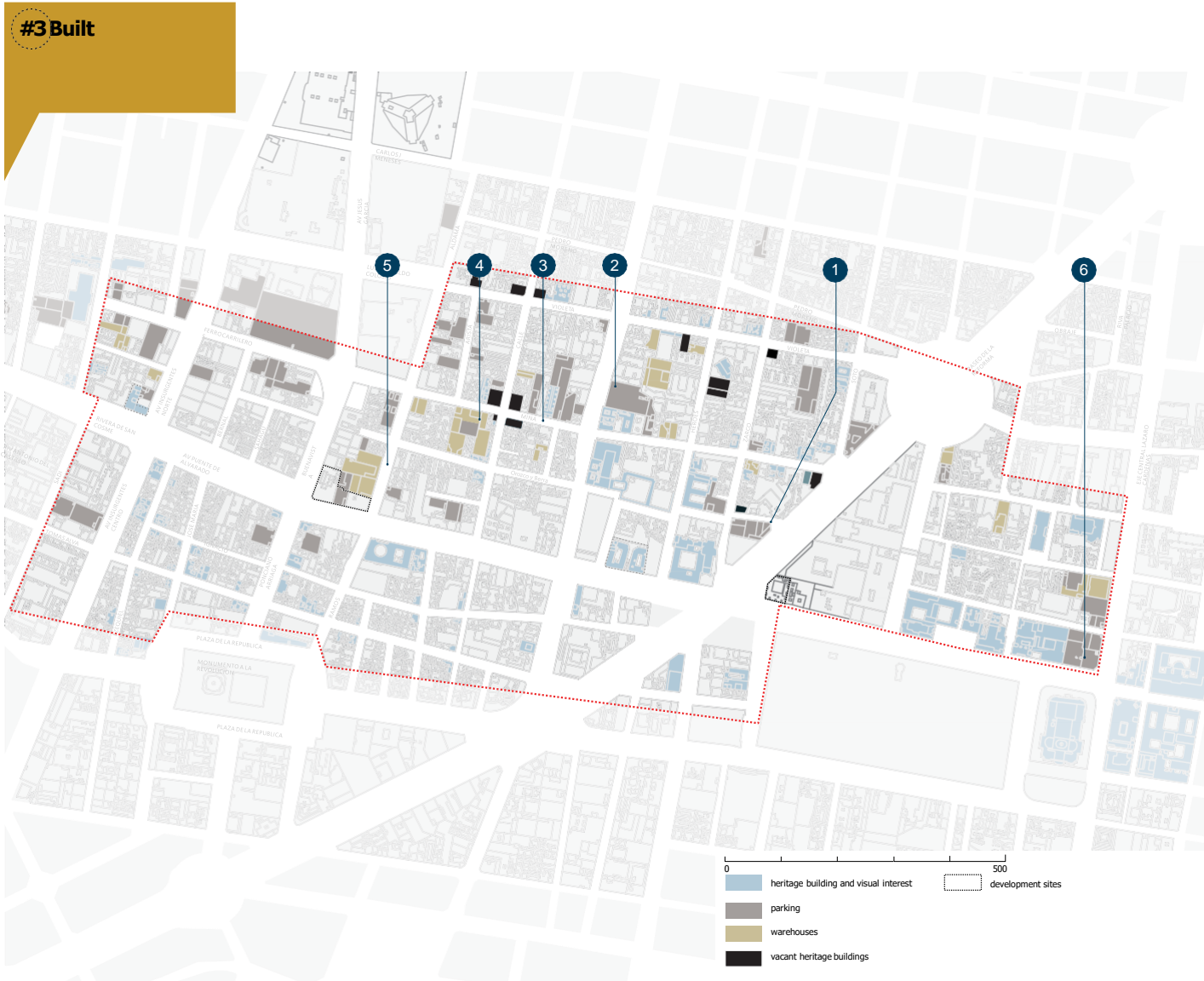
Calle Violeta/calle Zaragoza  
Perfect corners

Health check

**..with high vacancy north of Hidalgo, but significant architectural quality**



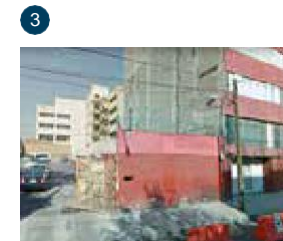
# ...But also an abundance of surface parking and low-intensive uses (warehouses etc.)



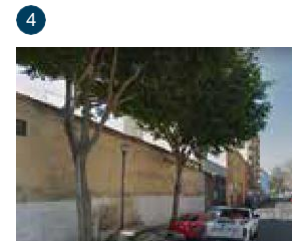
1 Calle Esmeralda  
Vacant plot



2 Calle Guerrero  
Fuel station



3 Calle Mina  
Plot used for parking



4 Calle Mina  
Single floor warehouse



5 Calle Aldama

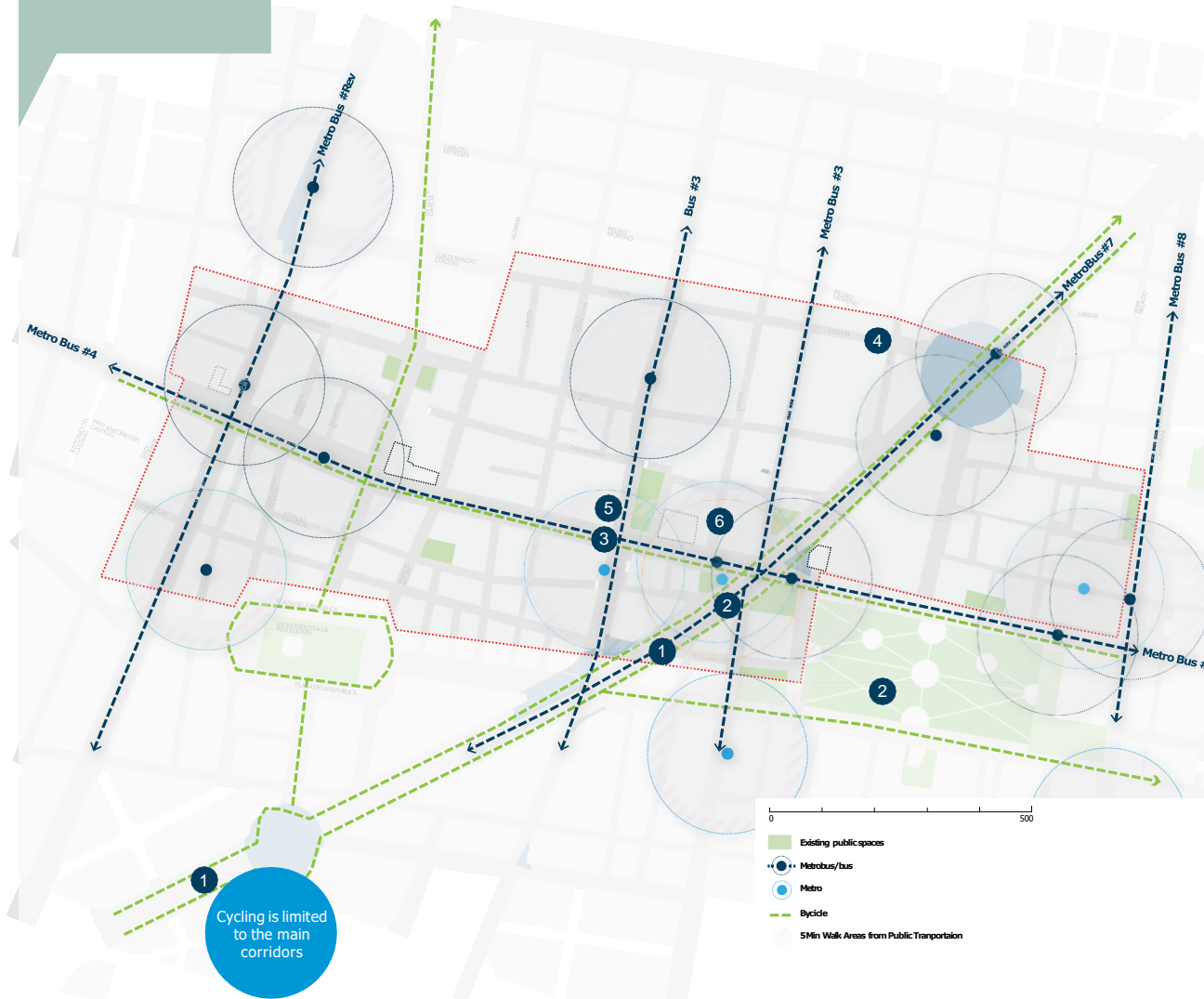


6 Calle Santa Veracruz

# Area well served by public transport, but lacking pedestrian and cycling infrastructure

Development area is well connected to public transportation, but has a limited infrastructure for cyclists and pedestrians

## #4 Mobility



1



Reforma - south part closed for traffic on weekends

2



All the bike lanes are along the main busy streets with high level of pollution

3



Crossing AvHidalgo

4



No cycling infrastructure along the neighbourhood streets

5



Metro entrance across to plaza San Fernando

6



Calle Heroes



Health check

# Cycling lanes along the busy avenues



Health check

## ...but difficult to cycle along the neighbourhood streets



# Secondary network forms a series of "islands" cut off by main busy streets

Very few crossings on Hidalgo and Reforma. Public spaces are difficult to access.

#3 Built



1



Calle Mina - potential of the side streets

2



Calle Guerrero - less attractive main street

3



Calle Violeta

4



Reforma - cutting across the site

5



Perfect corner - of Calle Violeta and Zaragoza

6



Avenue Hidalgo

Health check

# Great neighbourhoods, but separated by trafficked streets



# 66% of pedestrian movement is on the north side of Hidalgo

Many more pedestrians prefer walking on the north side of Av. Hidalgo in spite of the main access to the metro being on the southern edge.



North side of Av. Hidalgo



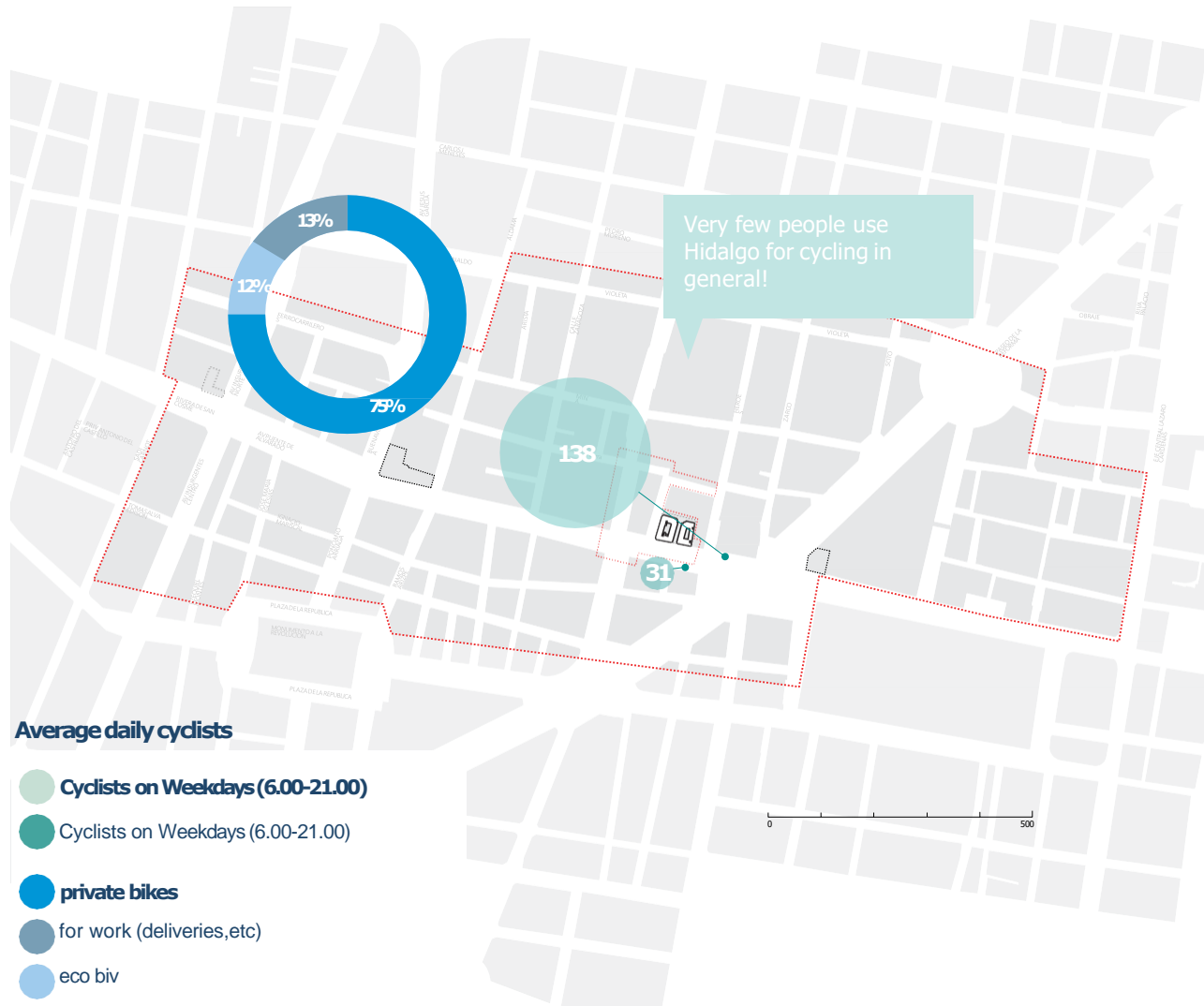
Busy south side of Av. Hidalgo



Crossing Av. Hidalgo -towards Plaza San Fernando

# 82% of bicyclists use the northern side

-75% are private bikes  
-12% are EcoBici  
-13% are used for work (deliveries etc.)



Traffic Av. Hidalgo



Lots of cars /very few cyclists



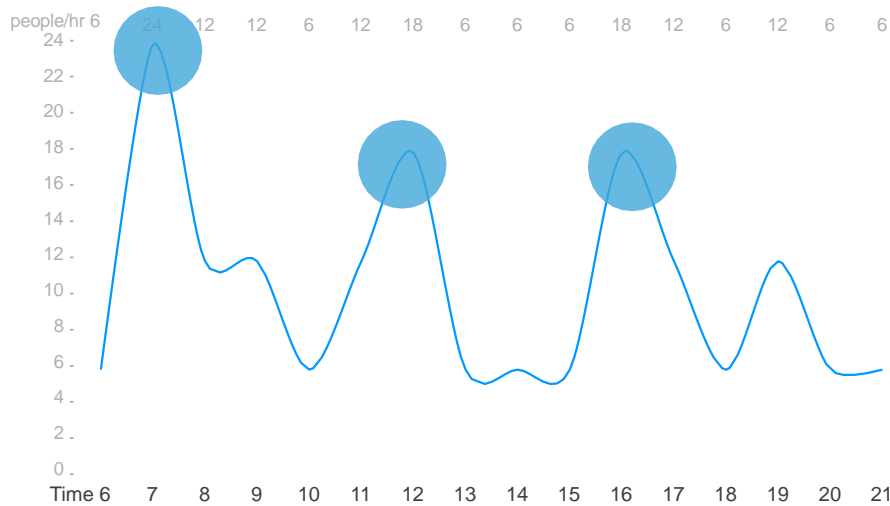
Eco bici cyclists

# Hidalgo - busy pedestrian street with steady activity throughout the day

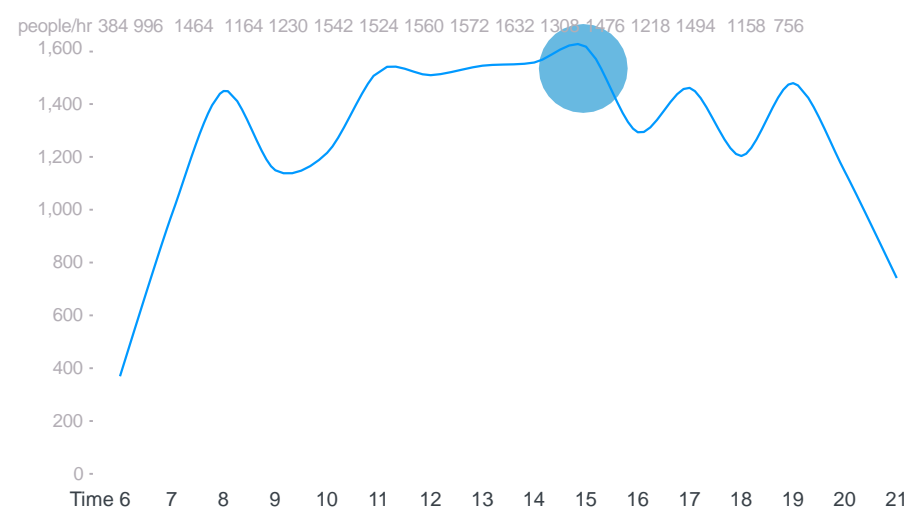
Av. Hidalgo has little cycling activity and mainly related to peak hours / work related patterns

Pedestrian streets with commercial activity create attractive public spaces. In the diagram below we can see that Av Hidalgo has a high and steady number of pedestrians during the weekdays.

Hourly average: 11



Hourly average: 1280

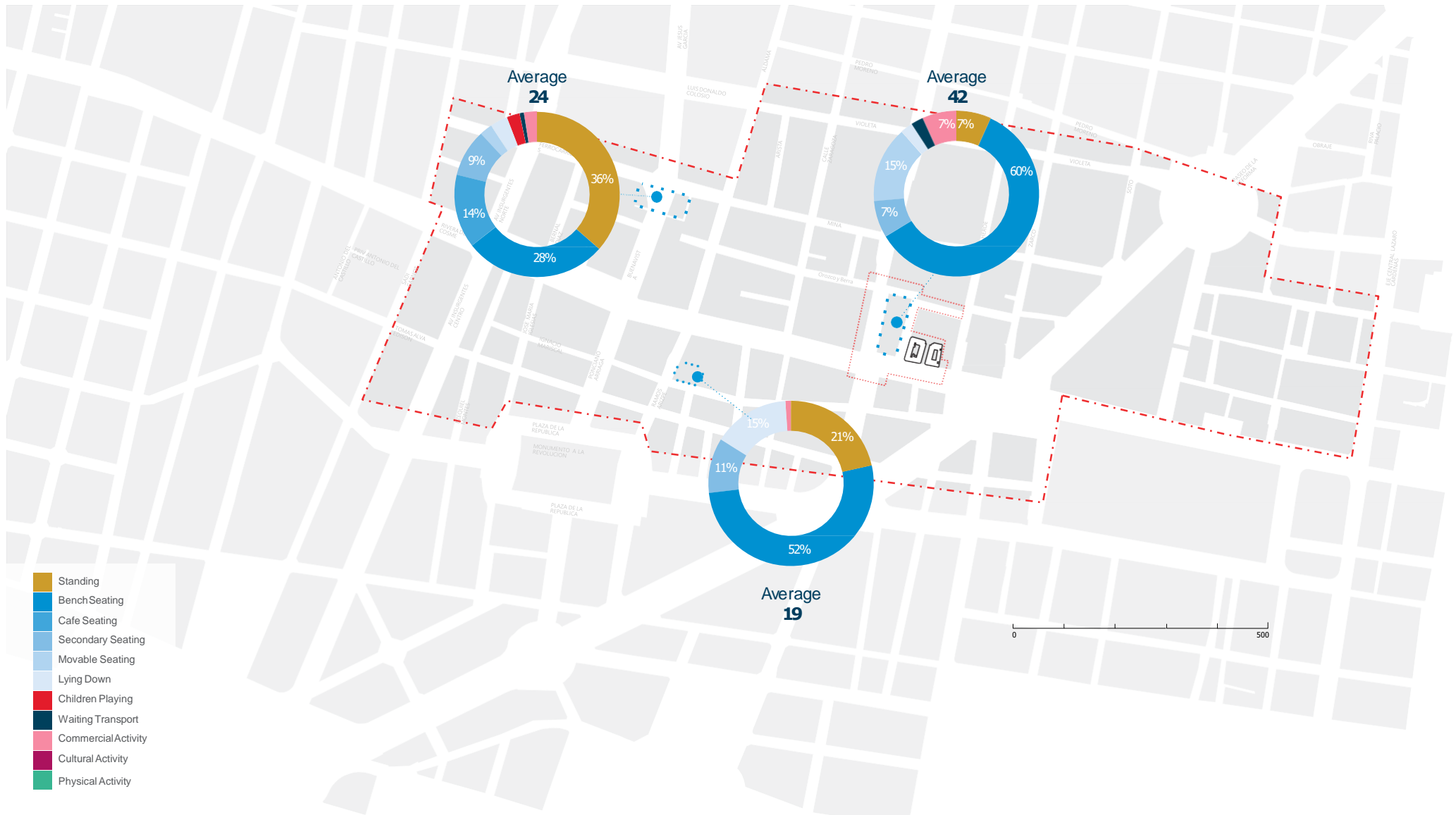


Cycling activity Av.Hidalgo

Peatonal Belgrano

# Seating is the main activity on plazas and parks north and south of Hidalgo on weekdays

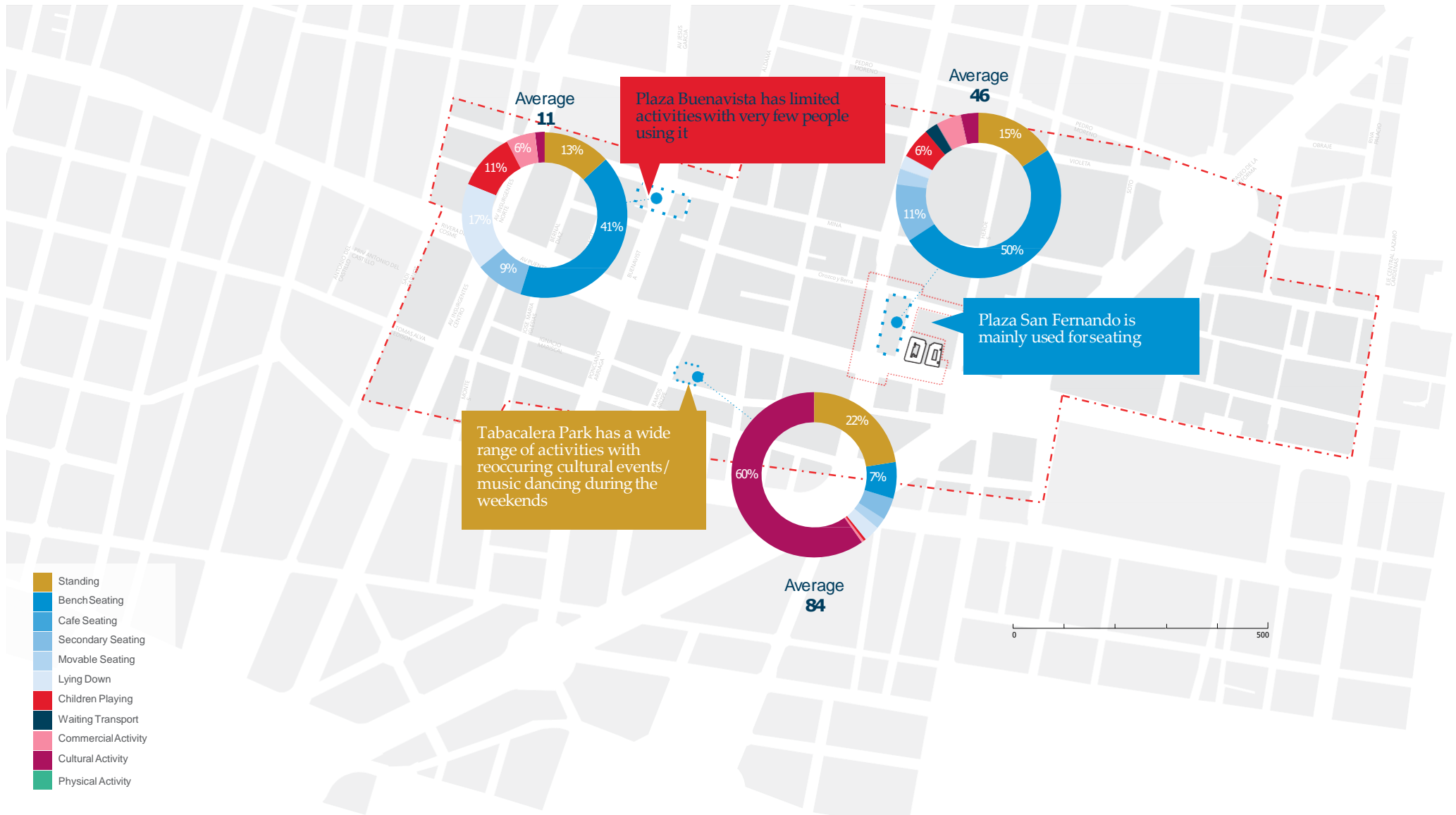
At the moment plazas don't promote variety of uses with the main activity being seating or standing



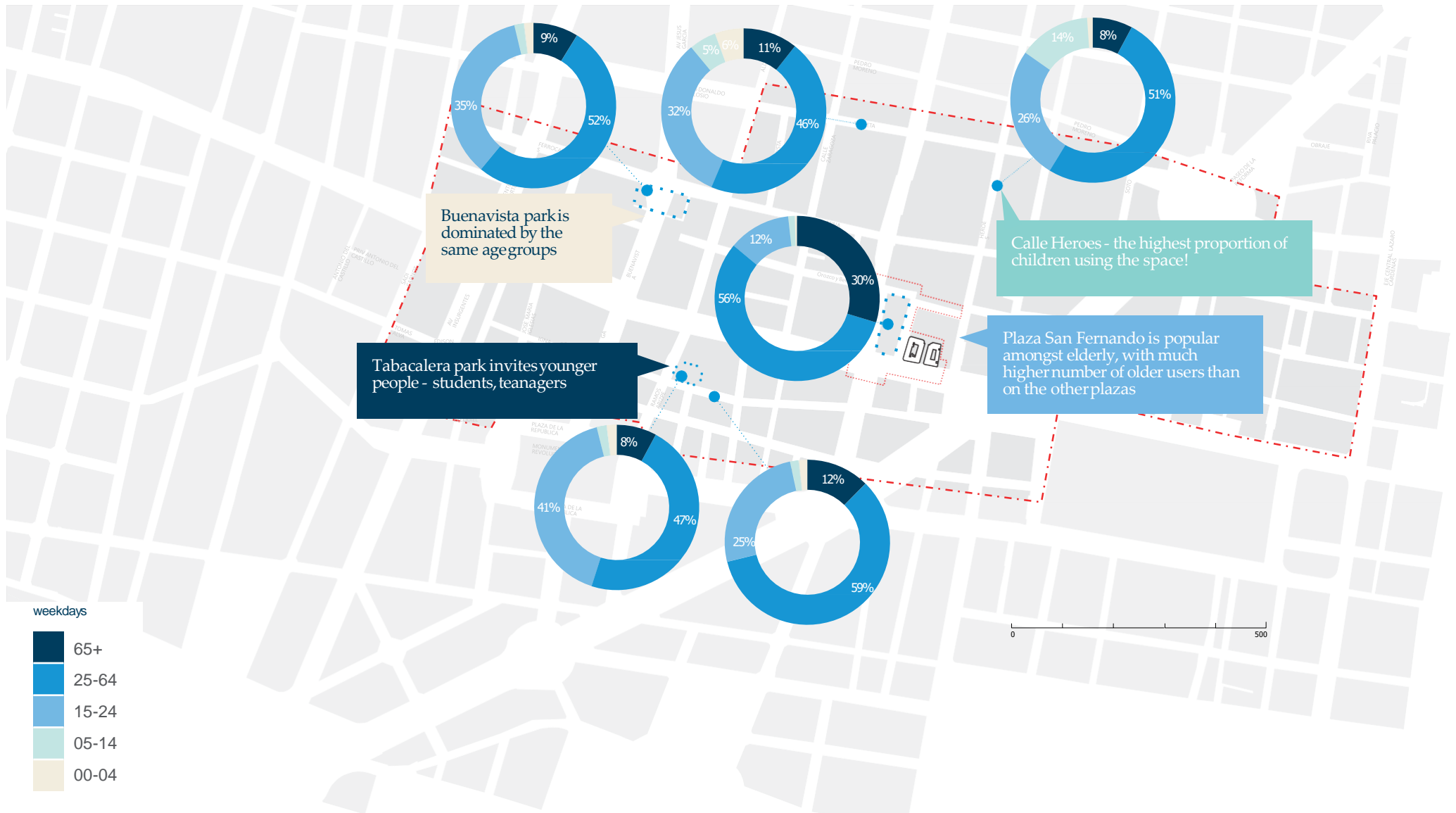


# ...but there is a much wider variety of uses and activities during the weekends

South of Hidalgo activities and uses are more varied than north of Hidalgo



# There are very few children using public spaces!



# ...but larger variety of age groups during the weekends with more mixed public spaces north of Hidalgo



# Women tend to stay in spaces that feel comfortable and secure



0 500

# More women in most of the public spaces during the weekends



# Plaza San Fernando - twice as much activity than the other plazas during the weekdays!



# ... but not attracting as many people as other plazas on the weekends



# ...more pedestrian and cycling activity north of Hidalgo

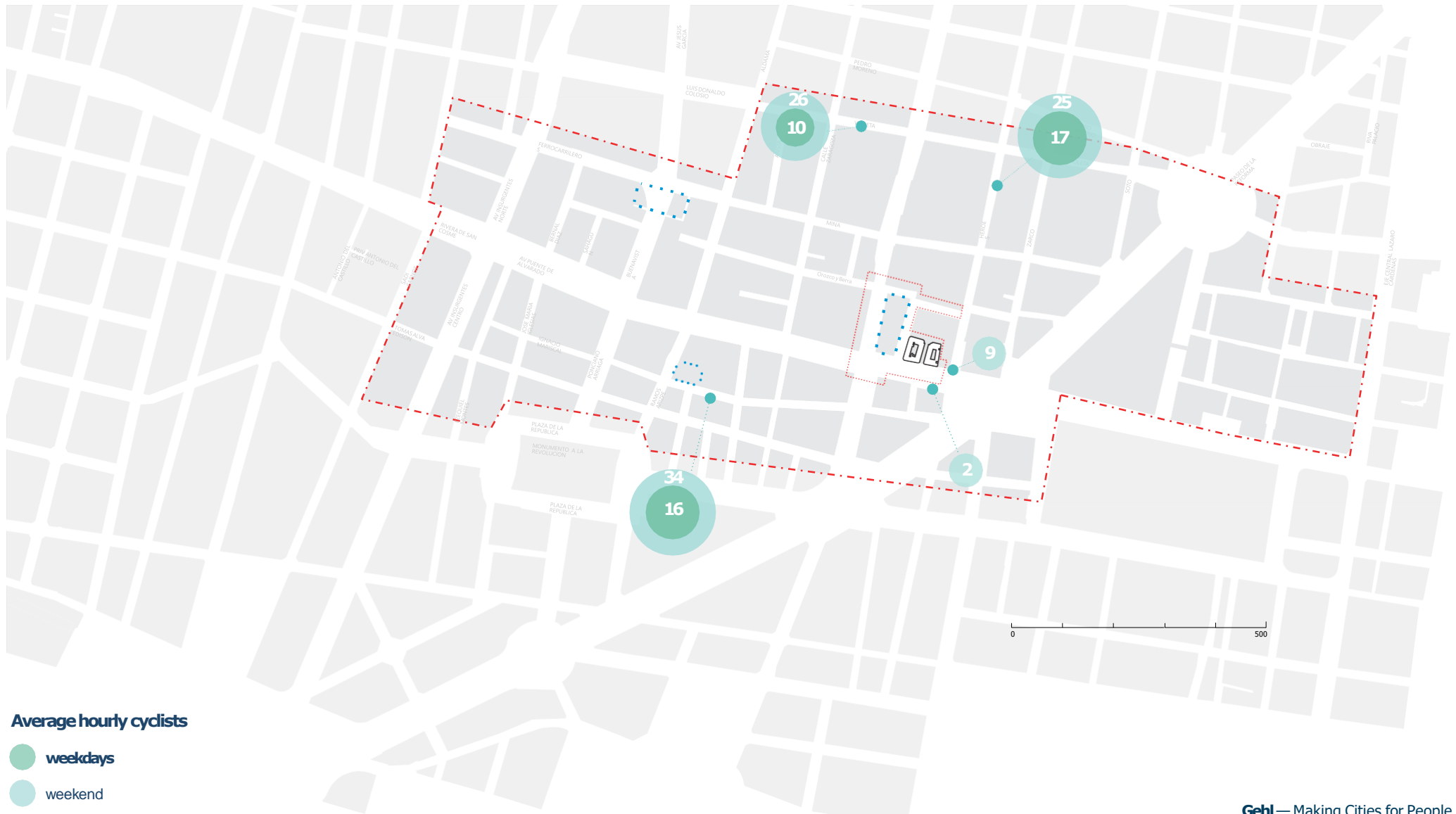




# Cycling and pedestrian activity during the weekends



# There is very little cycling activity in the area due to the poor environment



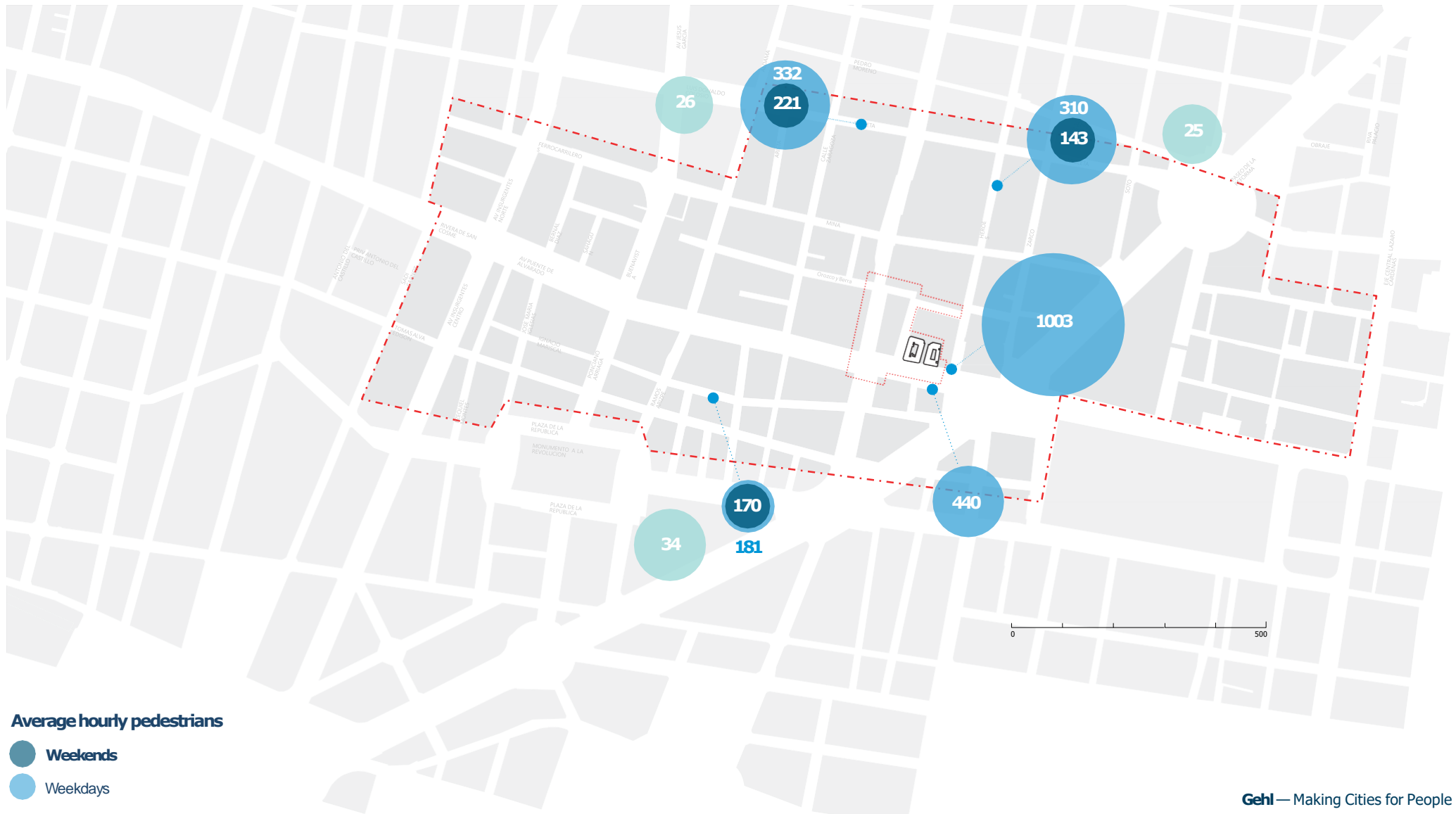
## Average hourly cyclists

- weekdays
- weekend

# Most of the pedestrian flow is related to necessary activities...



# ...and there is more pedestrian activity north of Hidalgo.



# Site evaluation & gameboard

# Using health check themes as an evaluation tool...

**Built**  
Urban fabric, built quality



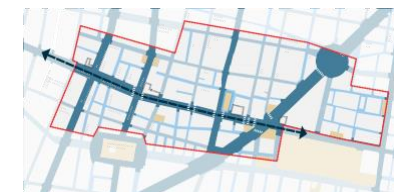
**Nature**  
Greenery



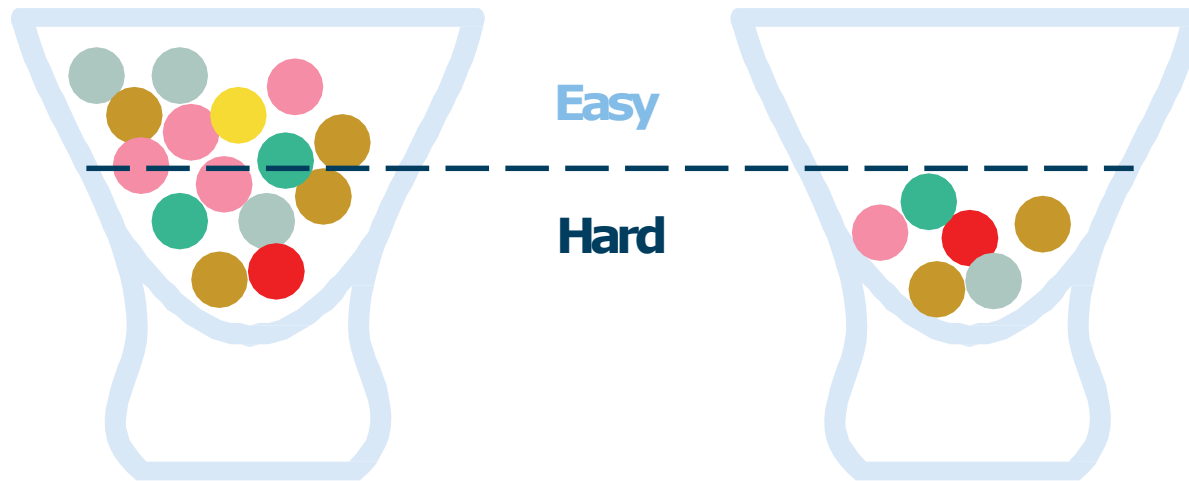
**Social**  
Diversity and density of activities







**Mobility**  
Access to public transport, walking and cycling experience



# ...to define how "easy or hard" the districts sites and areas are to work with...



## Analysis Criteria and Design Rules

-  Built
-  Mobility
-  Nature
-  Social



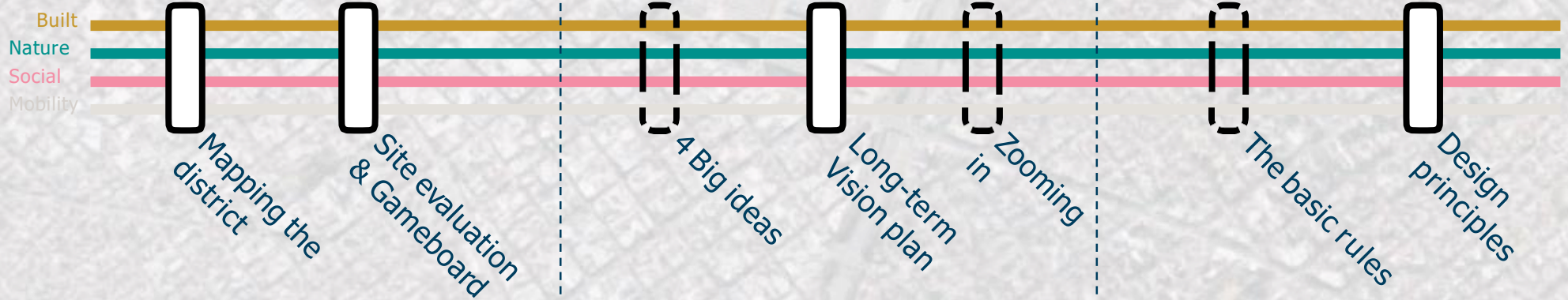


“What are the long term potential qualities of spaces and connections in the district? (Snapshot from the future: Potential public space network plan)”

# The future district

**PLAZA SAN FERNANDO /#1.2 (Surrounding area)**

# Development framework: Chapters & themes



# Life, space, buildings

## #1 Life First

Encourage different identities and characters meet



## #2 Open Space Network

Develop a coherent network of public spaces, north and south of Hidalgo encouraging different social and age groups to mix.

## #3 Buildings

Enhance existing grain, scale and density by developing smaller strategic sites

The future district

# Working within three scales

**S** \*Site + Surroundings



**M** \*Core Clusters



**L** \*City Scale



1

# Big idea: A unique district of Mexico City

How can we leverage the rich  
existing public life in the area?

A unique district of Mexico City

# “Diamond in the rough”



A unique district of Mexico City

# Potential of the green network

Green corridors dissolve north of Hidalgo, with busy main streets and very few green spaces. The ways we deliver green could be much more diverse - not only parks, but smaller, more intimate green - gardens / courtyards



A unique district of Mexico City

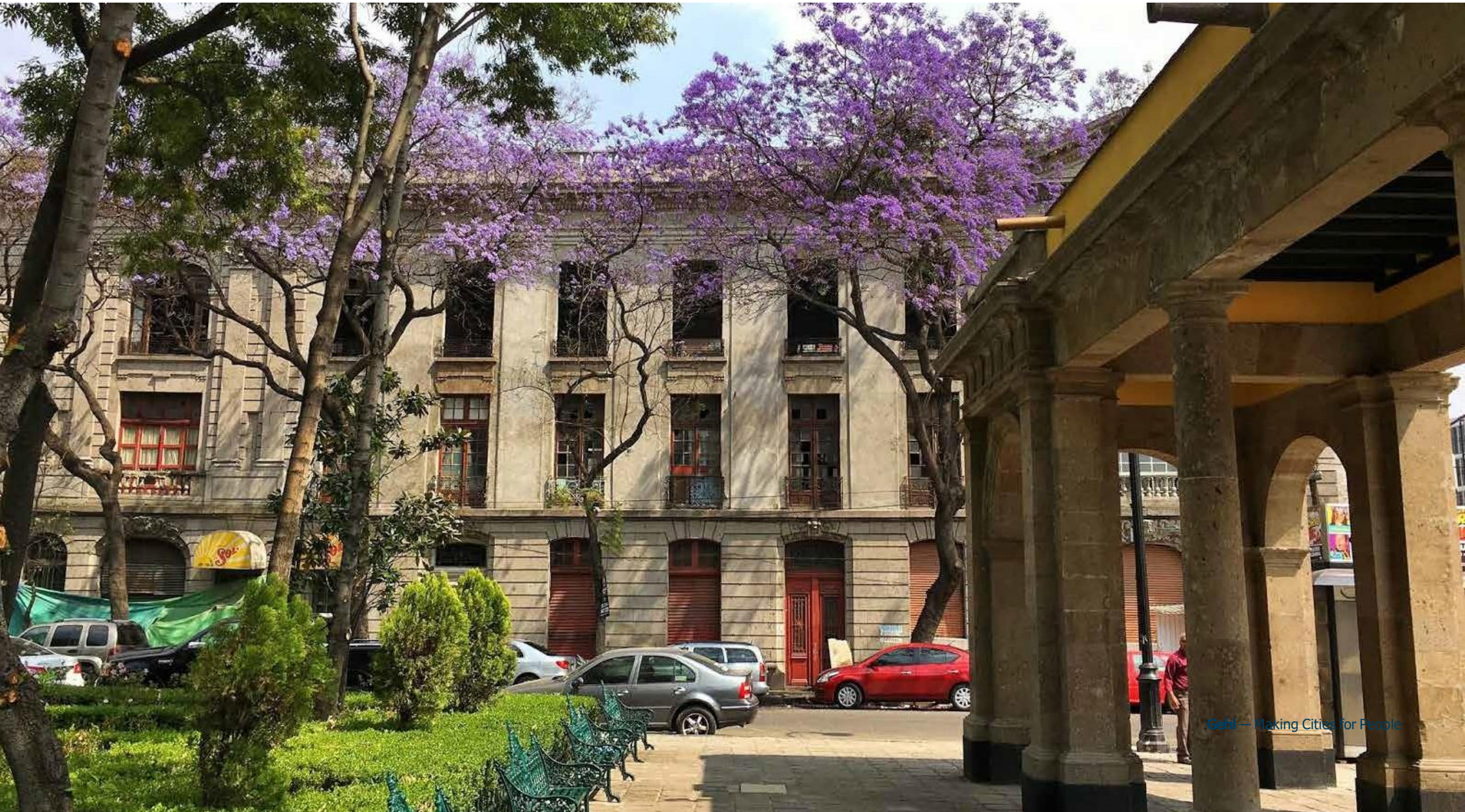
# Repurposing underutilized sites





A unique district of Mexico City

# Restore and repurpose architectural heritage



A unique district of Mexico city

# The missing link in the city-wide public space network



A unique district of Mexico city

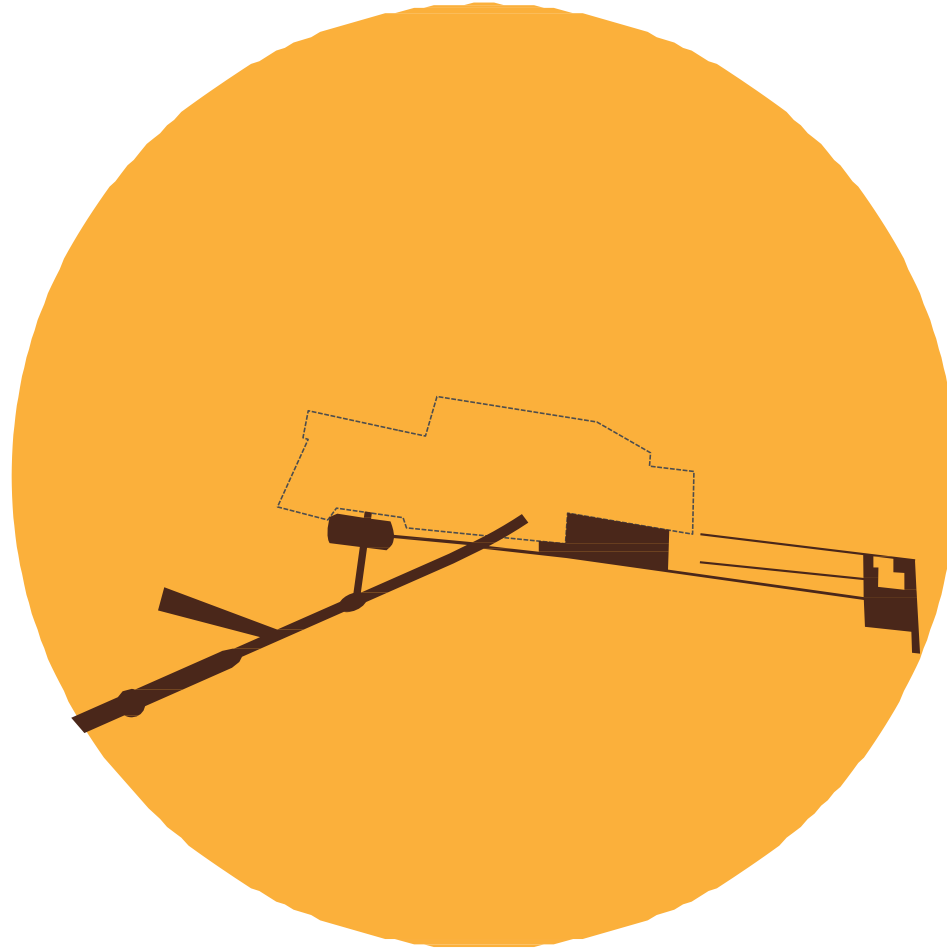
# Cluster of sites across Guerrero and south of Reforma



Reurbano cluster

A unique district of Mexico city

# Densify around existing public transit



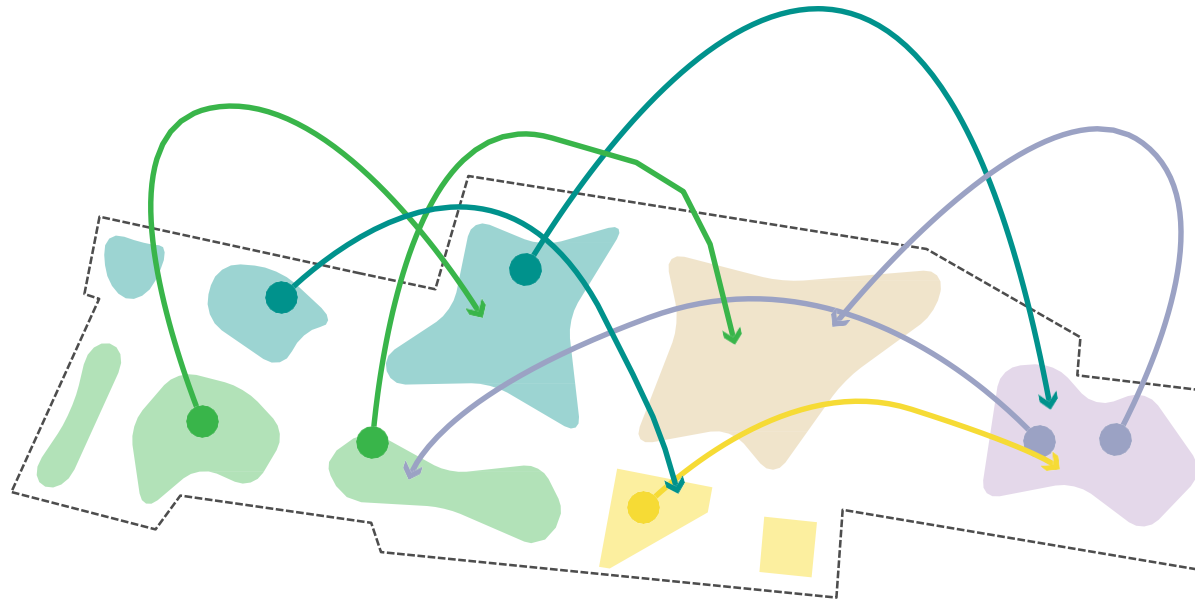
2

# Big idea: More than a mixed-use building: a mixed-use network

How can we deliver best practice mixed-use development to ensure diversity and viability?

More than a mixed-use building: a mixed-use network

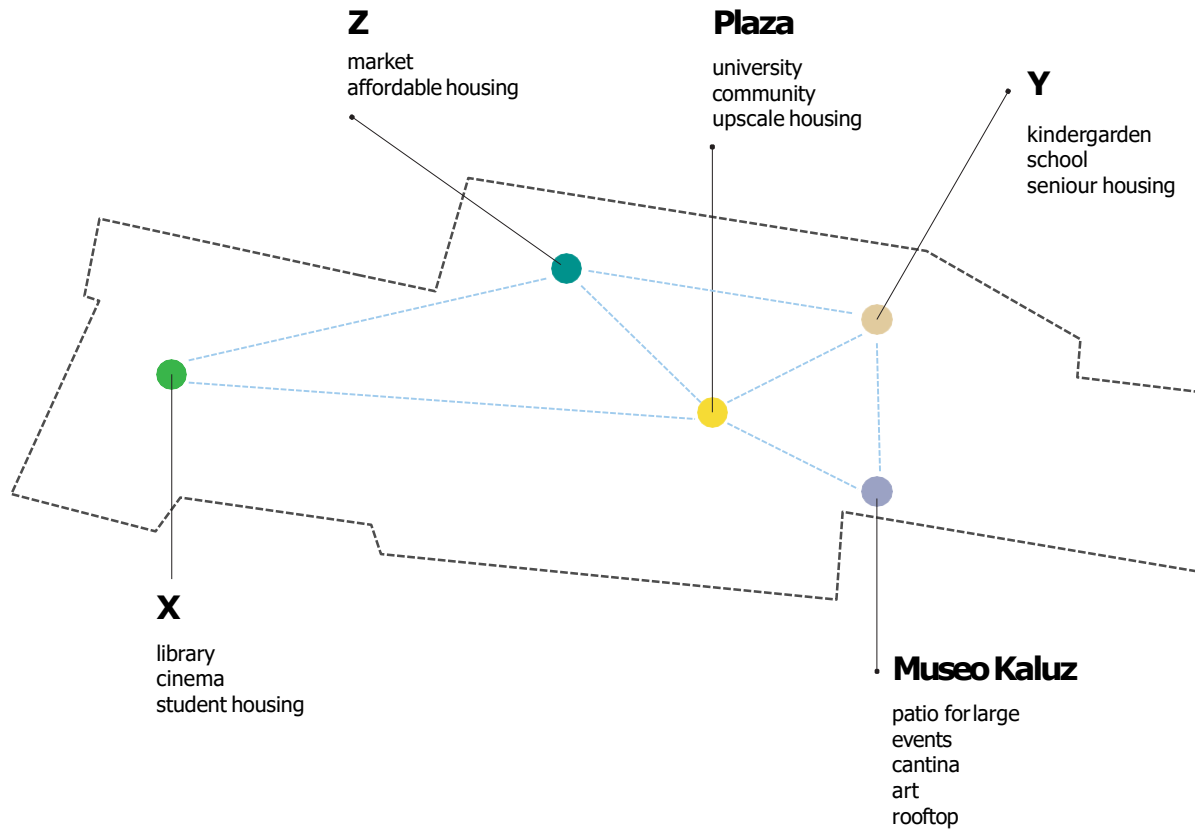
# Anchors to invite people to meet across the area



More than a mixed-use building: a mixed-use network

# Diverse: each site has a different anchor, functions and DNA - access to more by sharing across sites

Unique: Best practice mixed-use is not about everything in one building



More than a mixed-use building: a mixed use network

## Financial: more critical mass for maintenance and development shared across sites





3

# Big idea: Restoring and creating new connections

How do we design streets and  
spaces to provide more invitations  
and good experiences?

# Restoring the social and urban fabric

The difference in character between public spaces north and south of Hidalgo has a great potential to establish a resilient and diverse network.



Restoring and creating new connections

# Mixed use/diverse public spaces



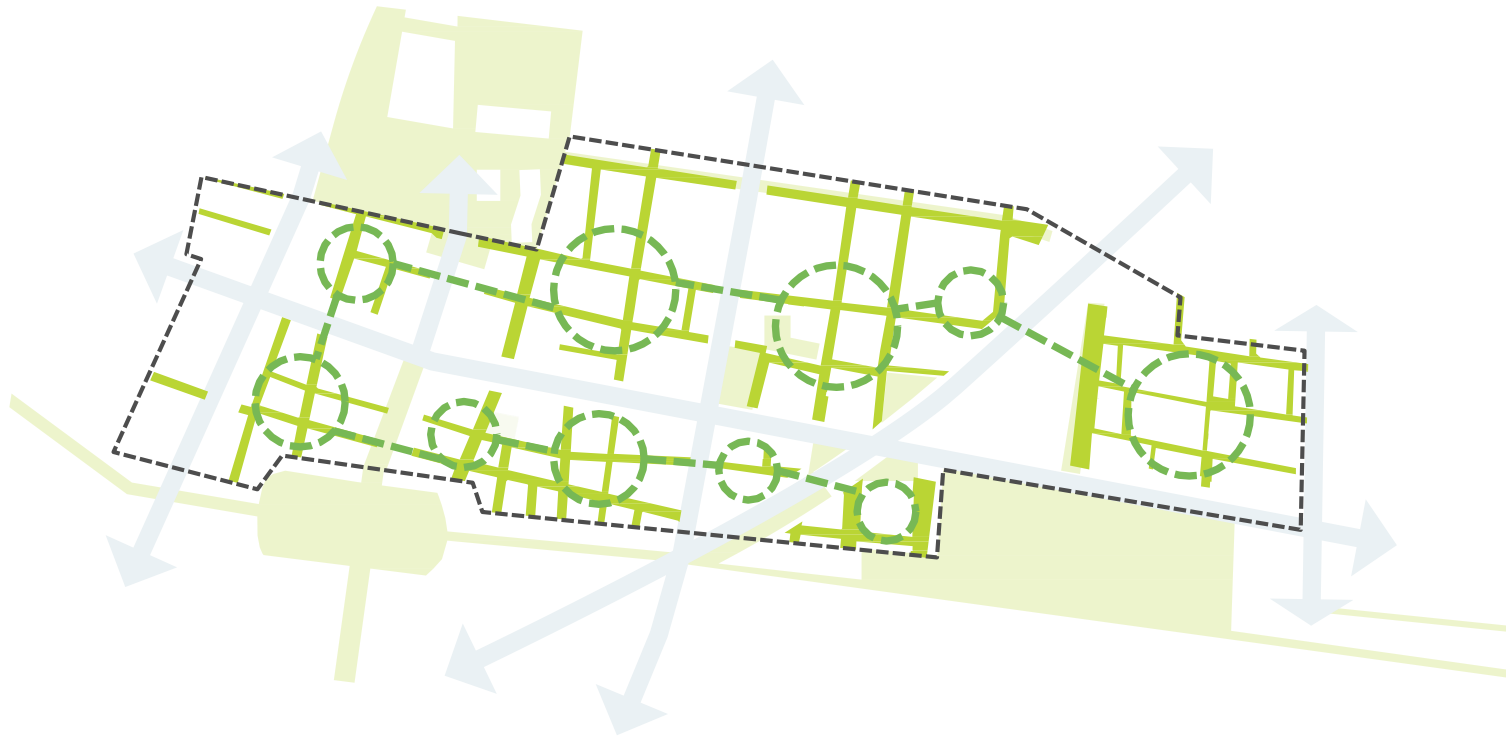
Restoring and creating new connections

# A layer on top of the city, that connects with and complements /instead of competing



Restoring and creating new connections

## Focus on secondary network of streets/ neighbourhood fabric (instead of main arteries)



4

# Big idea: Gentrification and safety - a network for all

What about the challenges? Social cohesion, gentrification, passive safety?

Gentrification and safety - a network for all

# How can we foster inclusive places that invite for social interaction?



Gentrification and safety - a network

# Vecindades - how to integrate?





# Integrate with labour union presence?



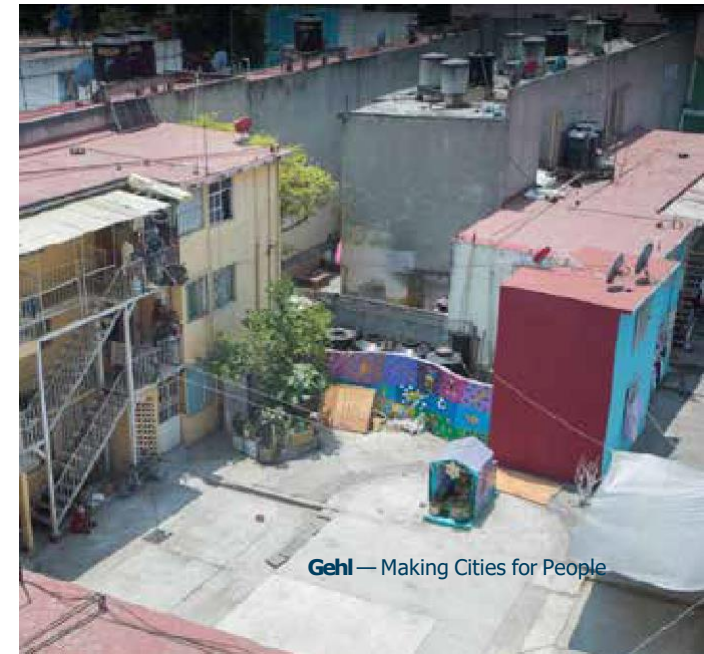
Gentrification and safety - a network for all

## Night time activities/life



Gentrification and safety - a network for all

# Integrate diverse characters of surrounding districts?



# Long- term vision plan

Long term vision plan

# A future district

Starting with the existing how do we diversify and create nice urban experiences based on the potential that the site already has.



## Big Moves

- 1 Plaza San Fernando  
Plaza upgrade, San Fernando House
- 2 Calle Guerrero upgrade, green boulevard
- 3 Triangle site at Reforma
- 4 Upgrade to Market
- 5 New Theatre and Public Space
- 6 Schools at Heroes, Loop connecting...
- 7 Secondary Network
- 8 Patios
- 9 Del Chopo connection

park	school	secondary network
secondary network zone	secondary network	secondary network zone
pocket parks & gardens, linear parking lot	secondary network	secondary network zone
secondary network - site building	secondary network building (school)	secondary network building

# Vision Plan Themes



**Social**



**Nature**



**Mobility**

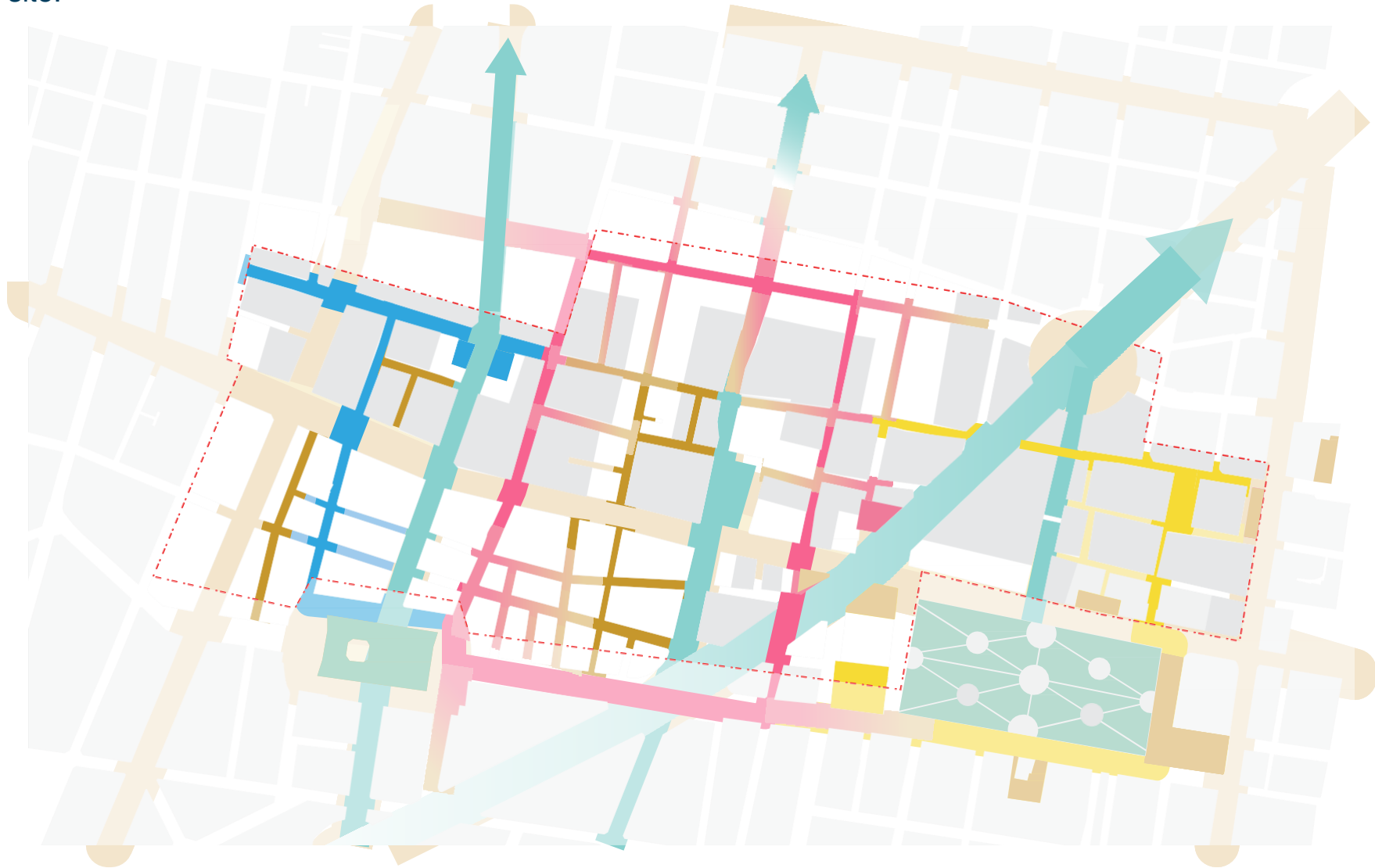


**Built**

Layers

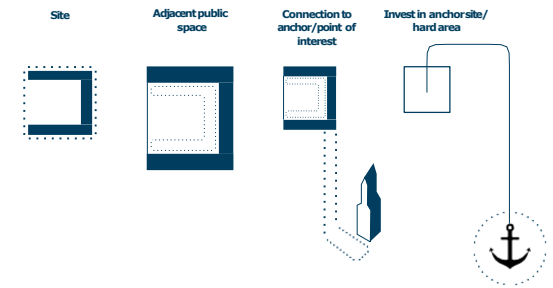
## Social

Leveraging the rich existing public life in the area. Supporting public space as a meeting place and inviting people to meet across the site.



# Social

5 Principles towards leveraging the rich existing public life in the area. Supporting public space as a meeting place and to invite people to meet across the site.



## 1 Concentrate investment along key routes running through both easy and hard sites

The Framework proposes 3 main routes of activity through the area. Prioritise upgrading of “hard” sites along these routes.

## 2 Provide anchor projects supporting each other between easy and hard sites

If working with an “easy” site invest in an anchor project in a “hard” area. The level of investment could vary from a small early activation project to a permanent public space or building project. If working with a “hard” site the same principle could apply but with more of a focus on the site and adjacent area itself.

## 3 Establish a “2 minute city” principle

Find out what other programs are around the site and ensure a point of interest or anchor destination every 2 minutes. Accomodate for everyday ordinary life aswell as special days and events.

## 4 Provide a variety of public space and building programs across the area which cater for all user groups.

If working with public space adjacent to a site provide a variety of outdoor activities and events. Best practice is not about everything in one public space but a specific mix of activities responding to what is missing / needed in that particular place. And that attracts users from other neighbourhoods.

## 5 Invite building functions to spill out into the street

This applies to all groundfloors but in particular if working with a site that includes a special building or key community function i.e. school or labour union, encourage users of the building to meet eachother and passers by outside.



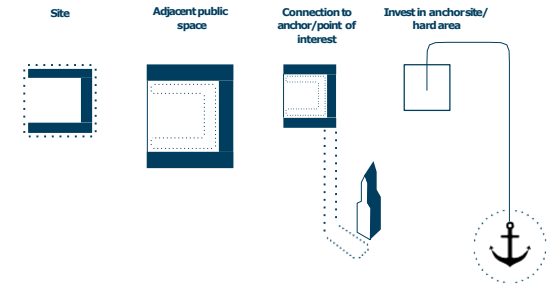
# Nature

Establishing a sustainable and green neighbourhood with a comfortable microclimate, reduced pollution and maximised permeable surface.



# Nature

Establishing a sustainable and green neighbourhood with a comfortable microclimate, reduced pollution and maximised permeable surface.



- 1 Focus investment in “green” along the secondary network**  
 The secondary network already has attractive and lush streets but few green spaces. If the site sits along the secondary network prioritise smaller vacant lots as public green pocket parks.
- 2 Use planting to strengthen the character of streets and places. Respond to programs i.e. schools and healthcare**  
 Use the street and spaces hierarchy to guide species choice, layout and types of planting adjacent to or on the site. Street types are Boulevards, City, Neighbourhood, Local and Grower Streets.
- 3 Establish a biodiverse and robust green network**  
 If working with an adjacent street, plaza or roofscape ensure a diverse planting palette; include street trees, groundflora, hedges and climbing plants. Maximise permeable surfaces and plant trees along busy streets / direction of prevailing wind to reduce pollution particles.
- 4 Invite people to spend time outside and connect with nature in all weathers**  
 Aim for a variety of green spaces, more than street tree planting! Pocket Parks, Plazas, accessible green roof terraces, gardens, courtyards, balconies and french windows. Place benches under trees and provide protection from wind and drain.
- 5 Provide opportunities for “grow-your-own”**  
 For example: Vision for the roof terrace at Plaza San Fernando.

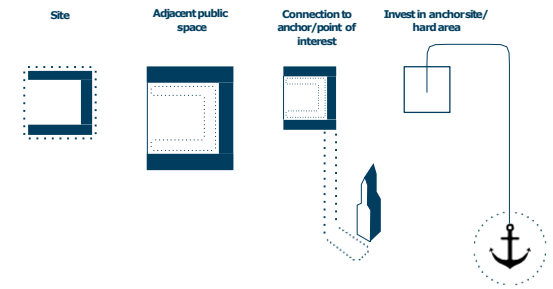
# Mobility, Getting Around

Towards a comfortable walking and biking experience for all users groups. Match the already high quality of the public transport network with upgraded public space to match!



# Mobility, Getting Around

Towards a comfortable walking and biking experience for all users groups. Match the already high quality of the public transport network with upgraded public space to match!



## 1 Upgrade cycle infrastructure along neighbourhood streets and connect to the city-wide network

In particular if working with sites along the secondary network give more space for cycling, upgrade the crossing experience at busy intersections and provide cycling related items; bike parking, bike stations, bike repair and drinking fountains.

## 2 Improve the pedestrian experience along busy streets by widening sidewalks and providing direct, safe and easy crossings

Quality and space for pedestrians should be prioritised. Pull sidewalks across side-streets and make crossings more direct at bigger intersections.

## 3 Upgrade public space around public transport stops. Focus on Metro and Metro Bus Stops

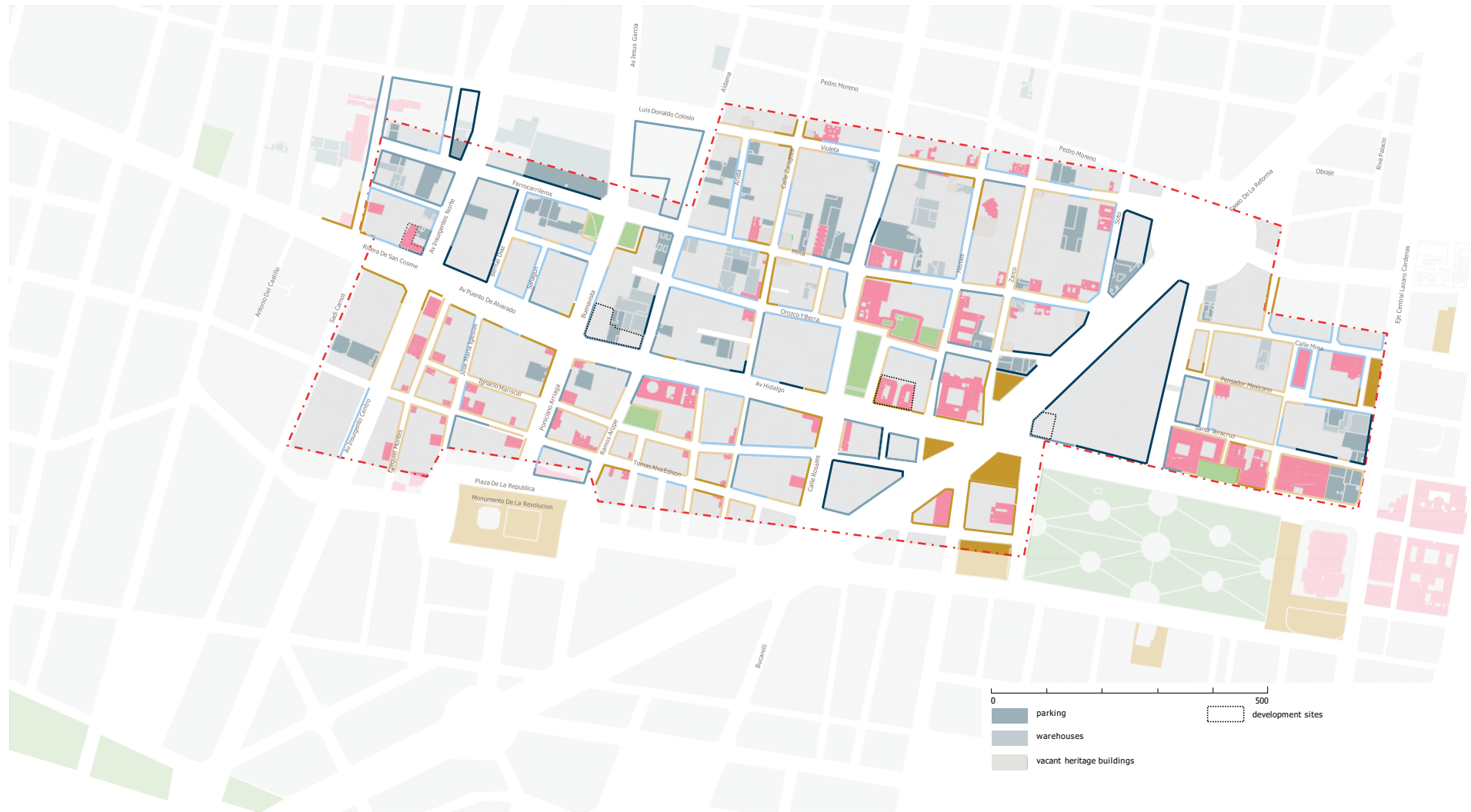
If working with a site adjacent to public transport create meeting and gathering places at the stop or metro entrance. Ensure that public transport stops are comfortable places to stay and spend time not just places to pass through.

## 4 Strengthen and create new connections across easy and hard sites.

If working with an “easy” site south of Hidalgo extend the quality of the connection north and help to unify the area across Av. Hidalgo

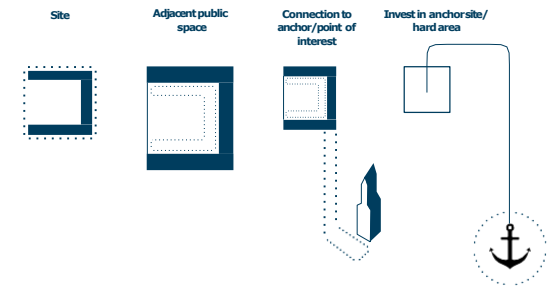
# Built

Towards a human scale neighbourhood sensitive to context, history and culture



# Built

Towards a human scale neighbourhood sensitive to context, history and culture



## 1 Work with sites at different scales (XS - L )

The more diversity across the area the better! Work with both larger sites and tiny in-fill sites.

## 2 Prioritise restoration of historical heritage buildings

Strengthen the unique qualities of the area by not only restoring but re-purposing heritage buildings. Focus on sites in “hard” areas north of Hidalgo.

## 3 Re-purpose smaller, underused vacant plots and structures

Establish a layer on top of the city that connects with and complements rather than competing.

## 4 Complete the street frontage and frame public spaces

Restore and fill the gaps in the urban fabric, ensure continuous frontage along the sidewalk.

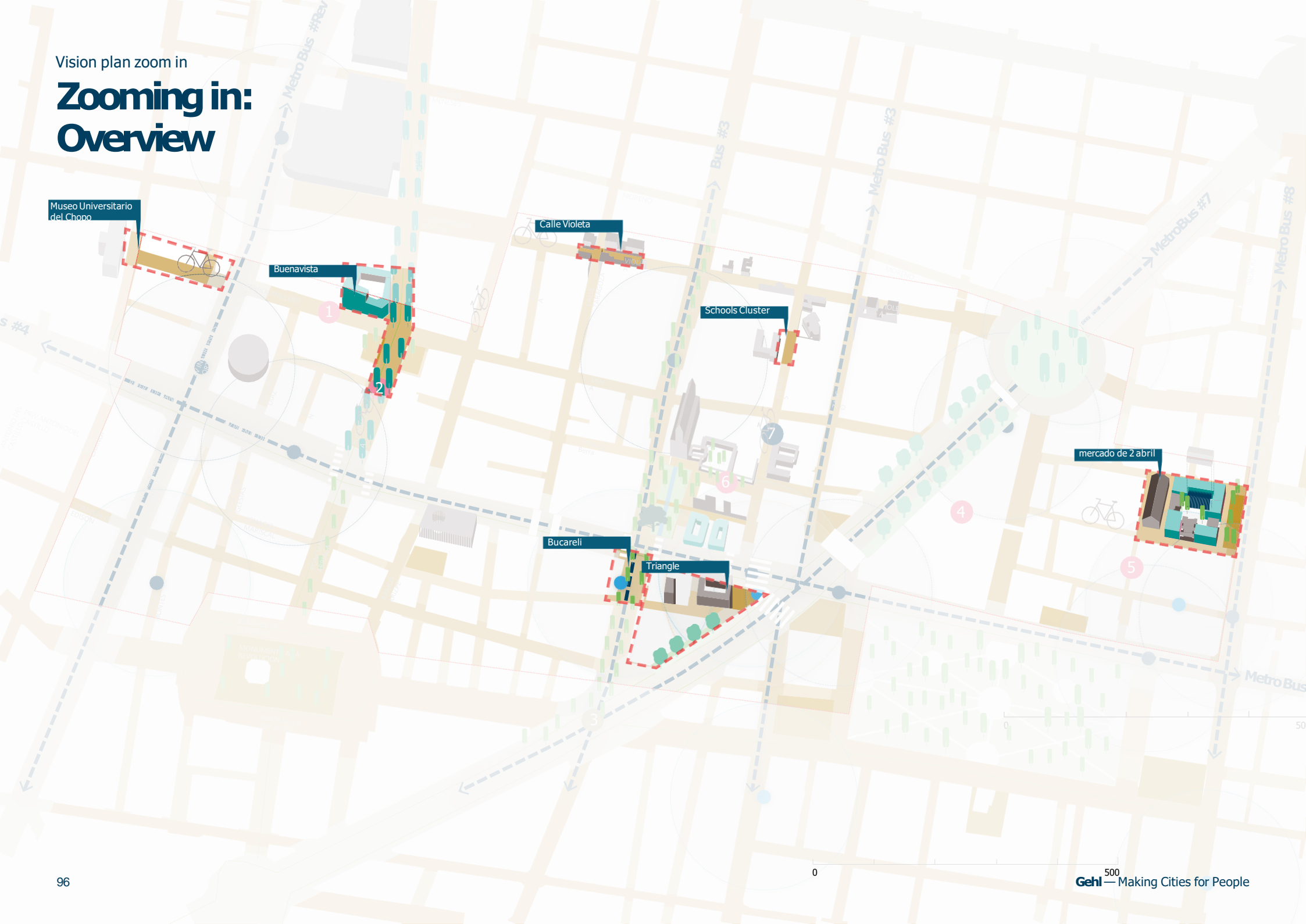
## 5 Ensure permeability between inside and outside through working with facades and edge zones

Ensure edge zones appropriate for the building ground-floor use, generous entrances, and invitations to sit and stay along the edge

# Zoomin g in

Vision plan zoom in

# Zooming in: Overview



Museo Universitario del Chopp

Buenavista

Calle Violeta

Schools Cluster

Bucareli

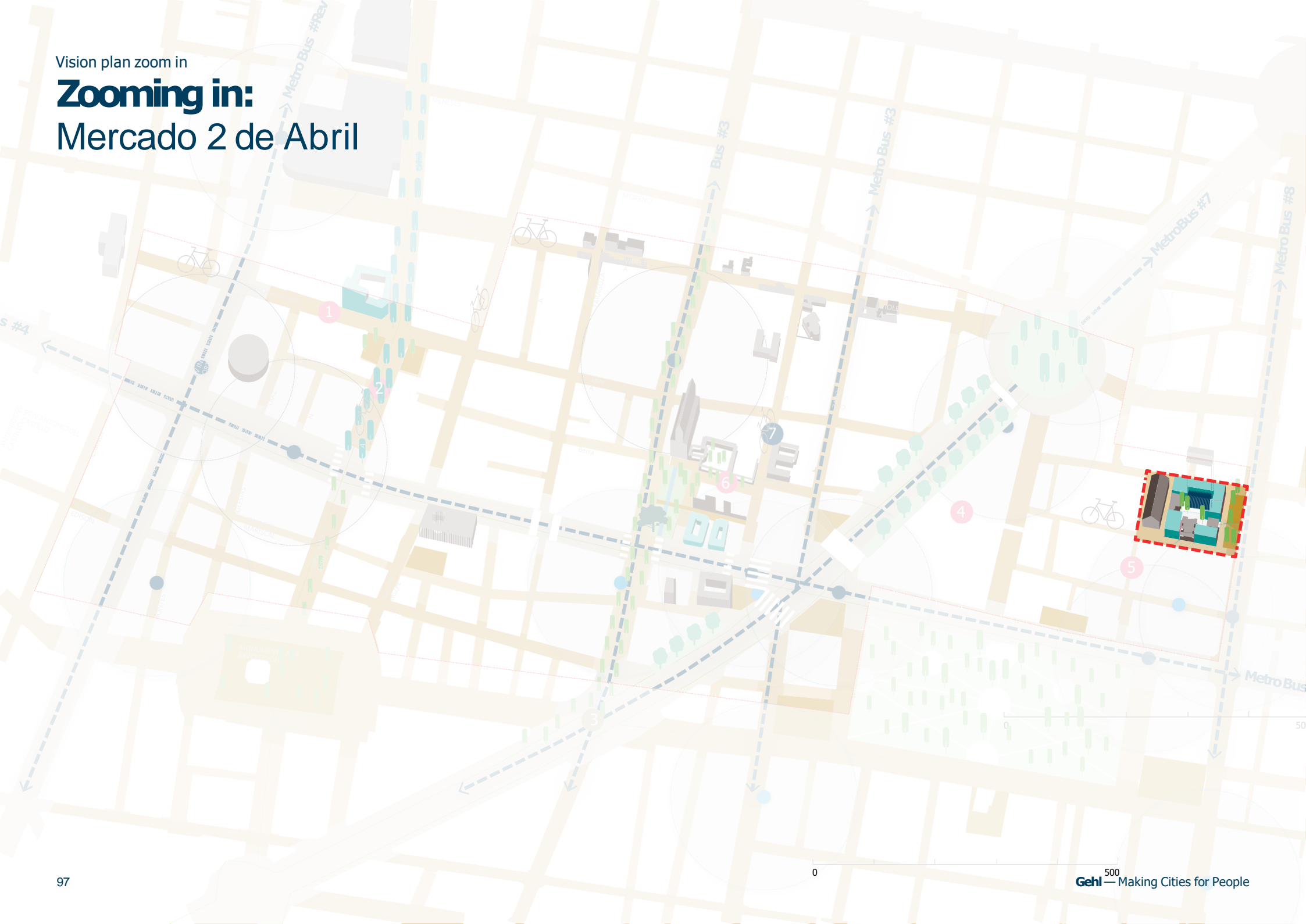
Triangle

mercado de 2 abril



Vision plan zoom in

# Zooming in: Mercado 2 de Abril



Vision plan zoom in

# Zooming in: Mercado 2 de Abril



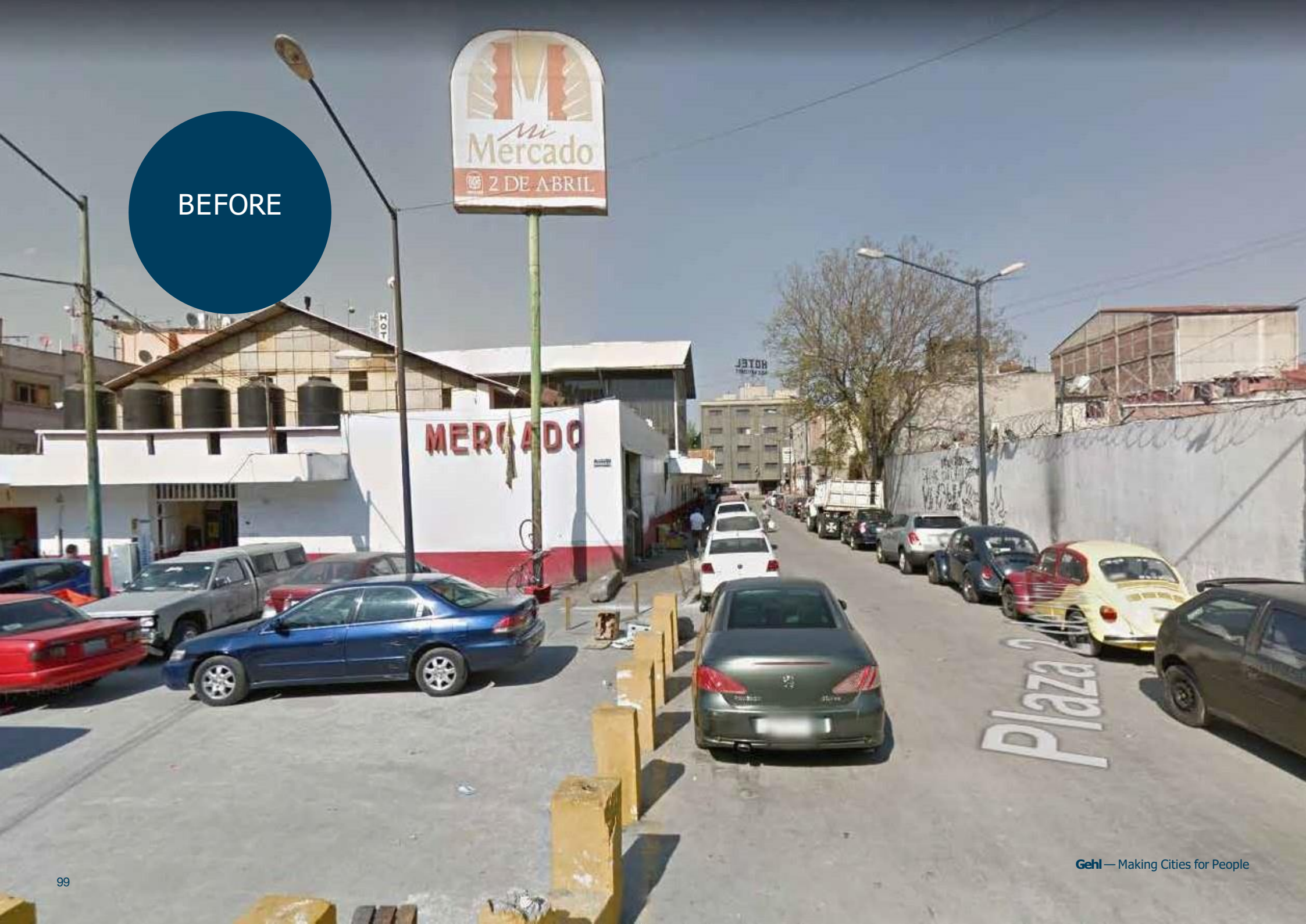
DESTINATION  
AND  
PERIMETER  
BLOCK

The vision for Mercado 2 de Abril and Teatro Blanquita is to strengthen the block as a key destination in the area. There is a potential to link the theatre and market with events and performances and to create a vibrant shared space street along Plaza 2 de Abril and new market plaza.



- 1 New Square and main entrance at the Market Building
- 2 Shared space street (laneway character) for bikes and pedestrians only with active edge zone at the market building
- 3 Public green roof terrace. Potential to access from the laneway? related to the market - foodie
- 4 Semi-public courtyard / Patio. Potential for the Theatre to host events
- 5 Semi-Public green roof terrace, shared by 2 buildings on either side. i.e. co-work
- 6 Street upgrade in particular west corner of the block
- 7 Plaza upgrade, a new address for the Theatre

BEFORE

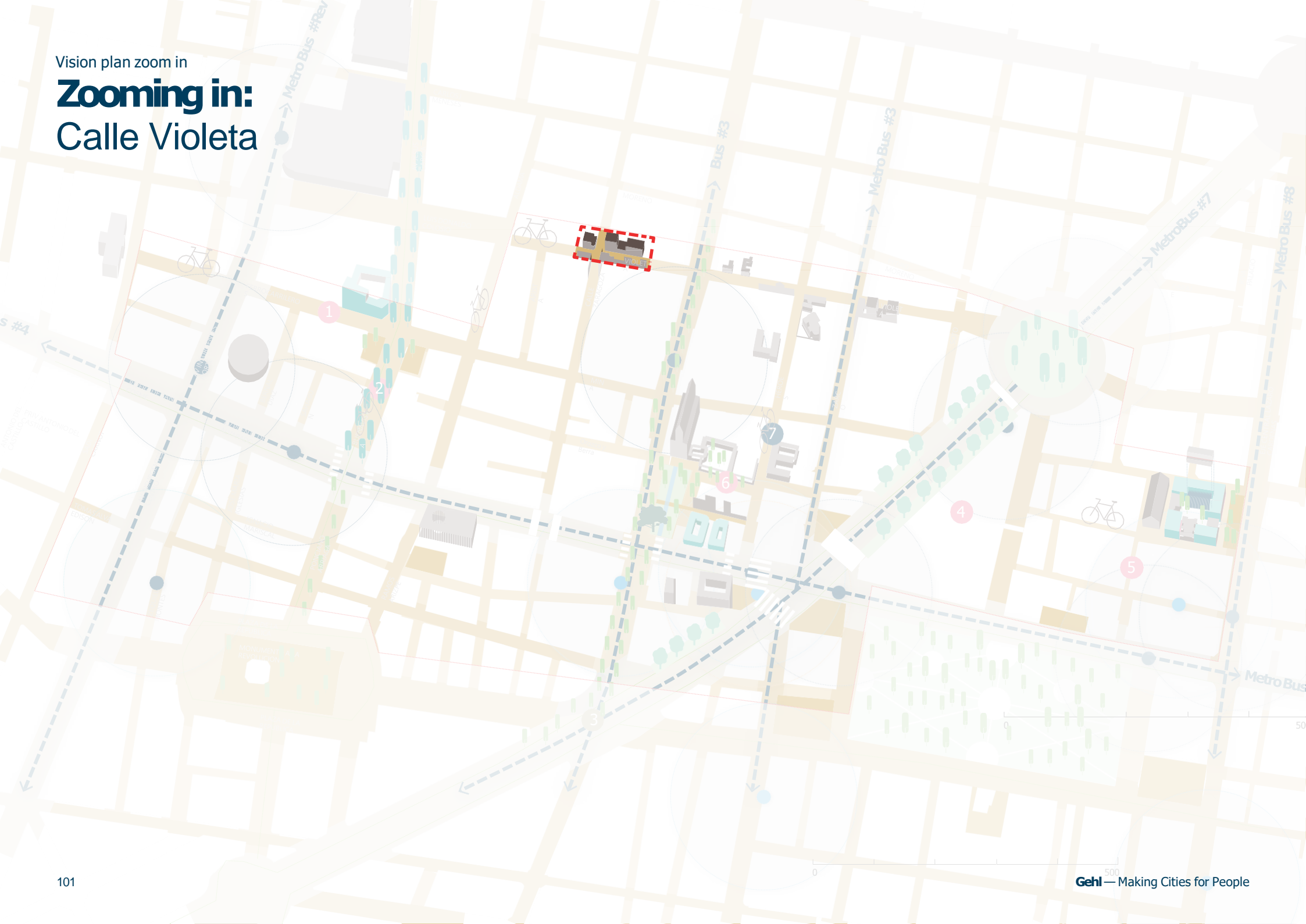


AFTER



Vision plan zoom in

# Zooming in: Calle Violeta



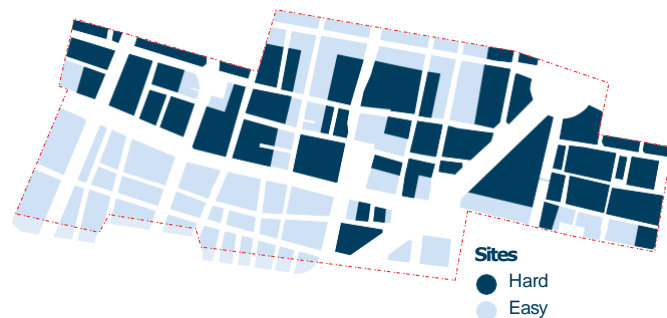
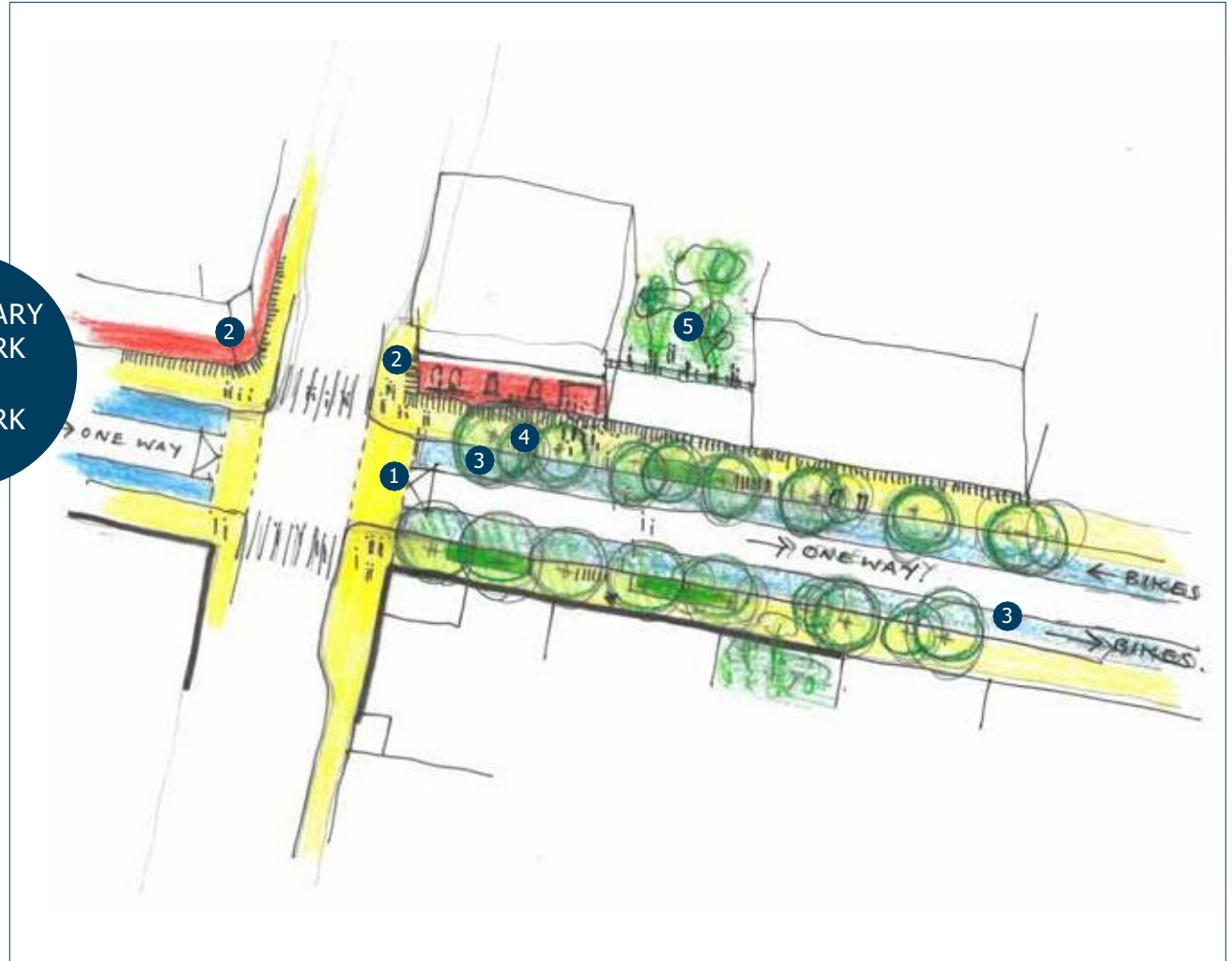
Vision plan zoom in

# Zooming in: Calle Violeta



SECONDARY NETWORK  
BIKE NETWORK

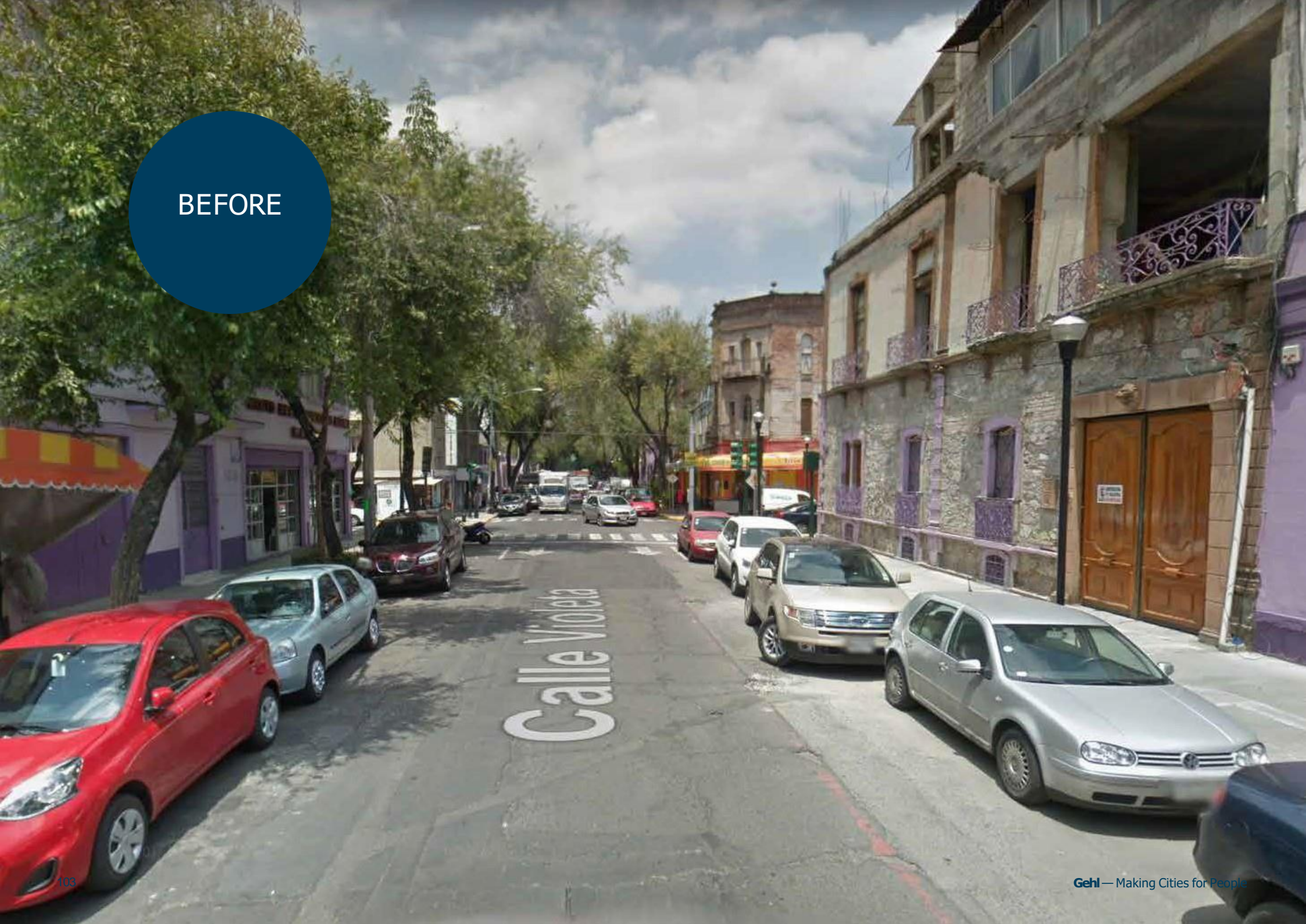
The Vision is to establish Calle Violeta as a key cycling and pedestrian route.



Sites  
● Hard  
● Easy

- 1 Pedestrian paving continues over junction with a little bump up for cars ( one way only )
- 2 Activate key corners and provide generous edge zones
- 3 Bike Lane in both directions ( 2m width )
- 4 Tree Planting, Bike Parking at key entrances
- 5 Establish accessible green roof terraces along and overlooking the street to strengthen the “green” character of Violeta further

BEFORE



AFTER





Vision plan zoom in

# Zooming in: Schools Cluster along Heroes



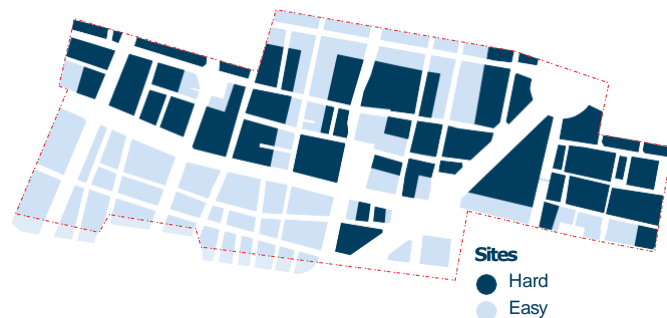
Vision plan zoom in

# Zooming in: Calle Heroes



## SECONDARY NETWORK SCHOOLS CLUSTER

At the school cluster along Calle Heroes a “School Street” is established. This means a safe street for children and parents to walk or bike along. At School entrances Car Parking is removed and a “public space” established as a proper arrival and meeting place outside the school.

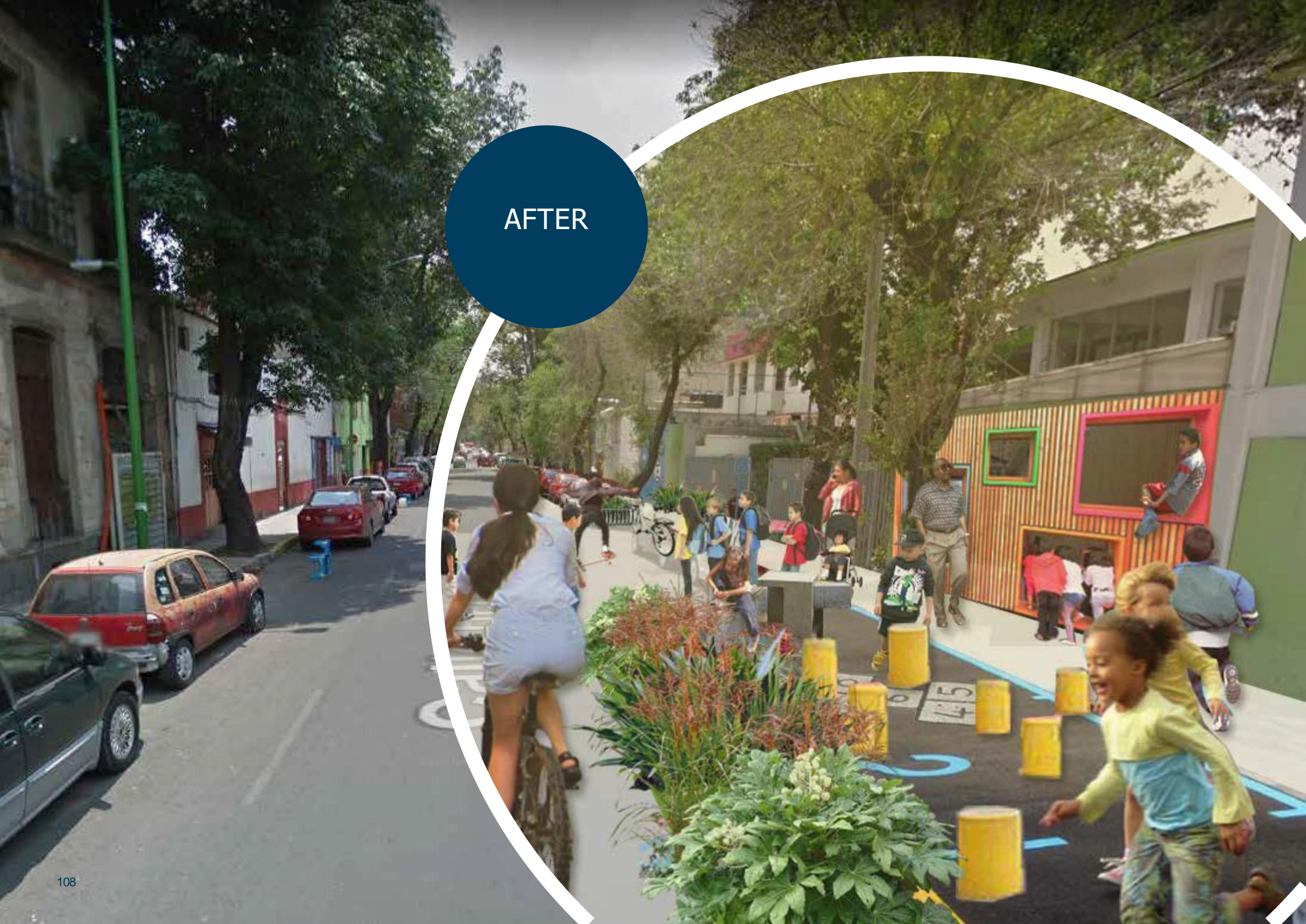


- 1 Bump up to special paving signals to cars that they are approaching school main entrances
- 2 Shared surface with special paving
- 3 Flex zone / Parklet outside Schools. Includes tree and groundflora planting, bike parking, drop-off, disabled parking and benches
- 4 Space for on-street events or exhibitions hosted by the schools
- 5 Street tree planting is established to provide more permeable surface, shade and create a pleasant setting at the main entrance to the schools

BEFORE

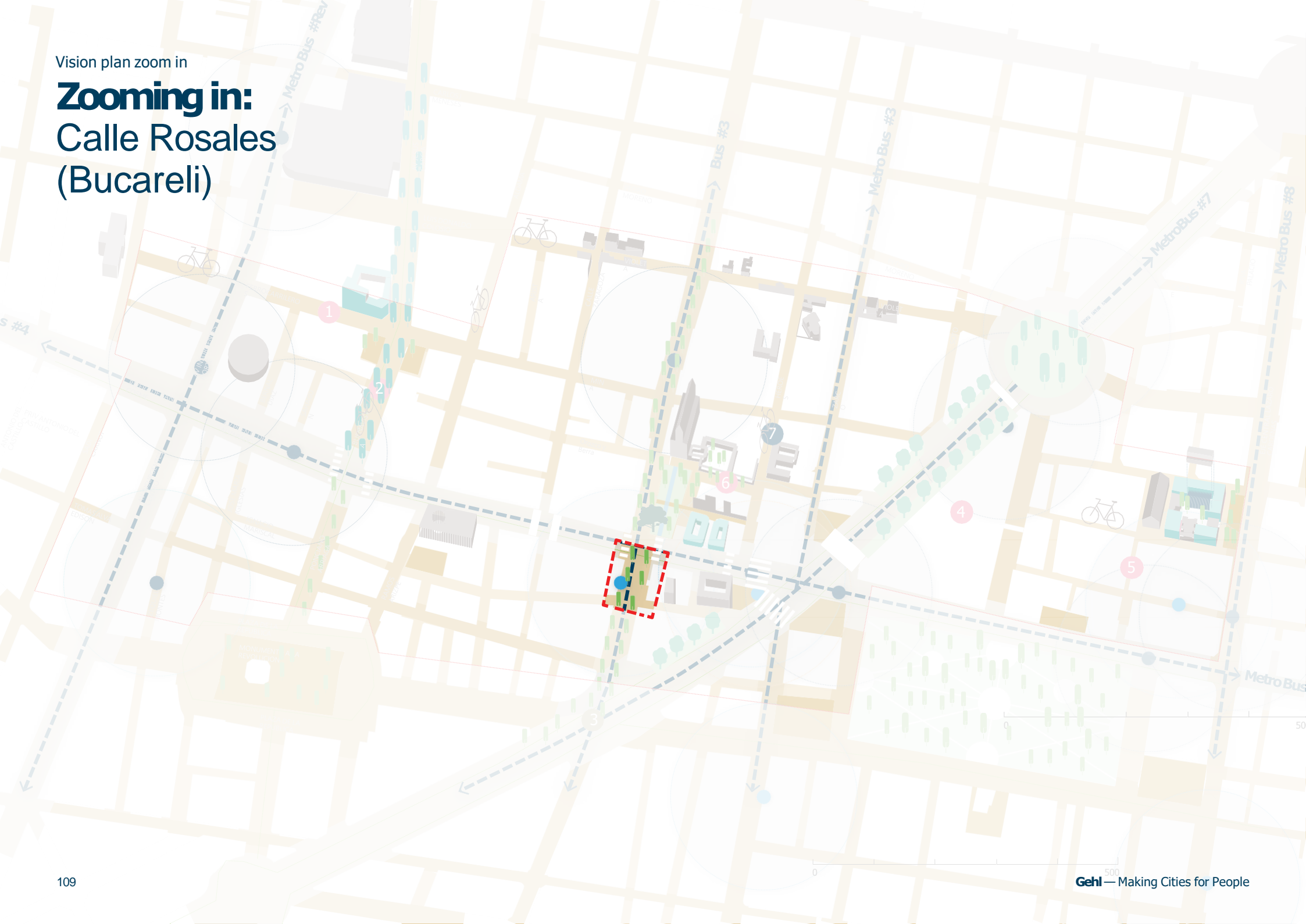
Calle Heróicos

AFTER



Vision plan zoom in

# Zooming in: Calle Rosales (Bucareli)



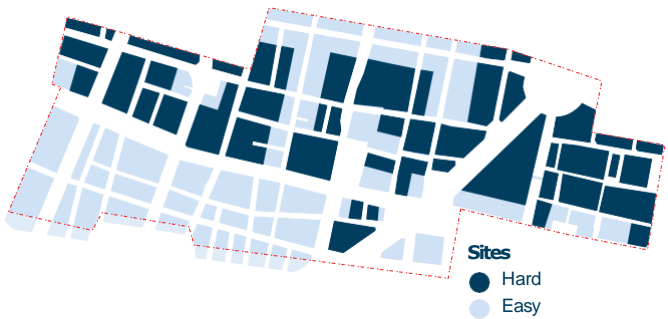
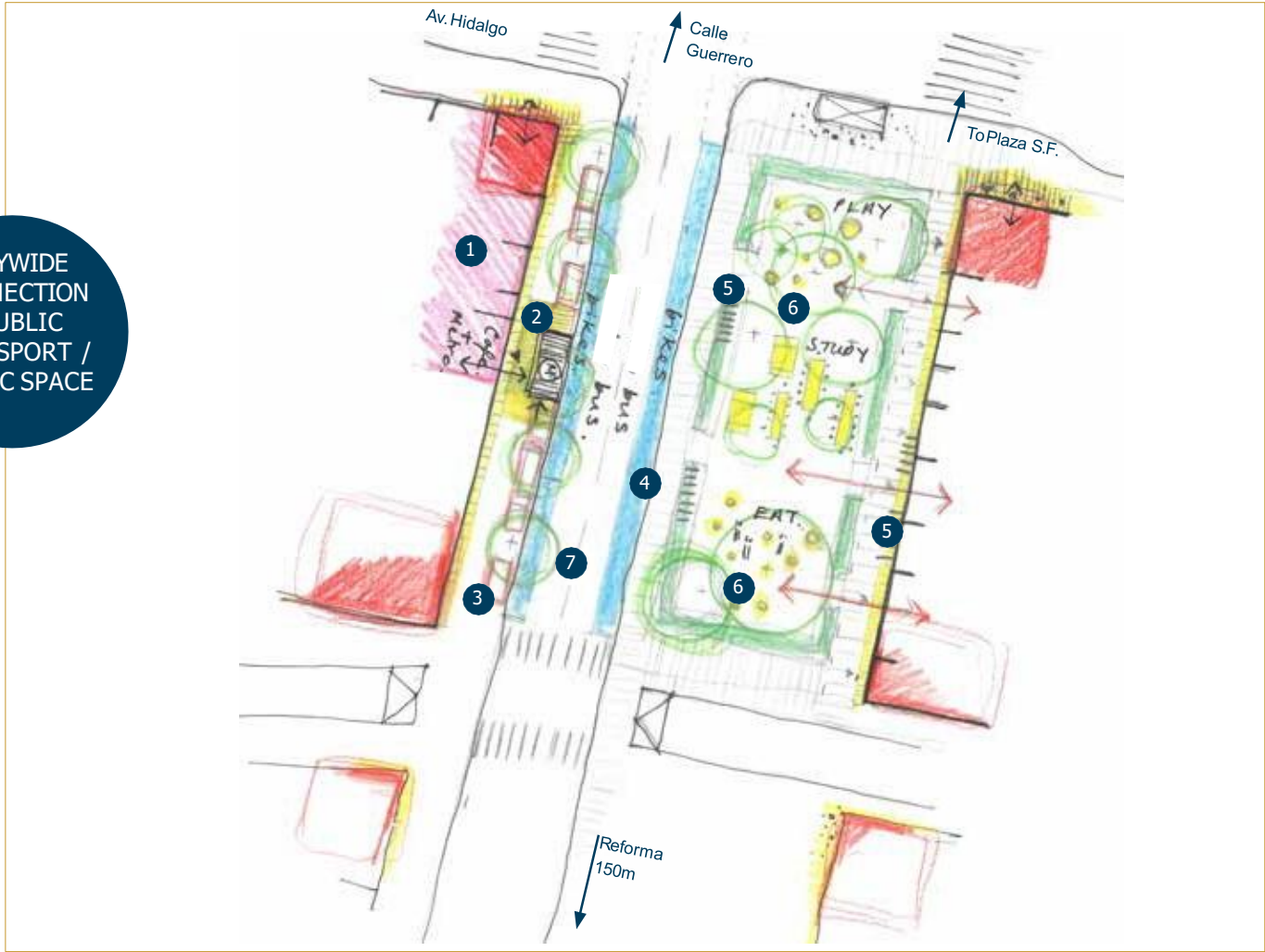
Vision plan zoom in

# Zooming in: Calle Rosales (Bucareli)



CITYWIDE CONNECTION / PUBLIC TRANSPORT / PUBLIC SPACE

The vision at Calle Rosales is for a street and plaza that prioritises public transport, bikes and pedestrians. The plaza, like at Plaza San Fernando, provides outdoor space for the businesses along the adjacent facade and encourages people to stay longer in the area. In particular the area around the metro stop is also upgraded and dedicated space for street vendors is established / organised.



- 1 Restored / Refurbished historic building with active groundfloor and edge zone
- 2 Upgraded Metro entrance with complementary function in the building i.e. cafe
- 3 Dedicated / organised space for street vendors under the trees
- 4 Bike Lane linking-in with the city wide network
- 5 Bike Parking at key entrances to plaza and buildings
- 6 Plaza upgrade which invites for users of the building to stay and spend time.
- 7 In the future street used for public transport

BEFORE



AFTER



PLACES  
TO STUDY



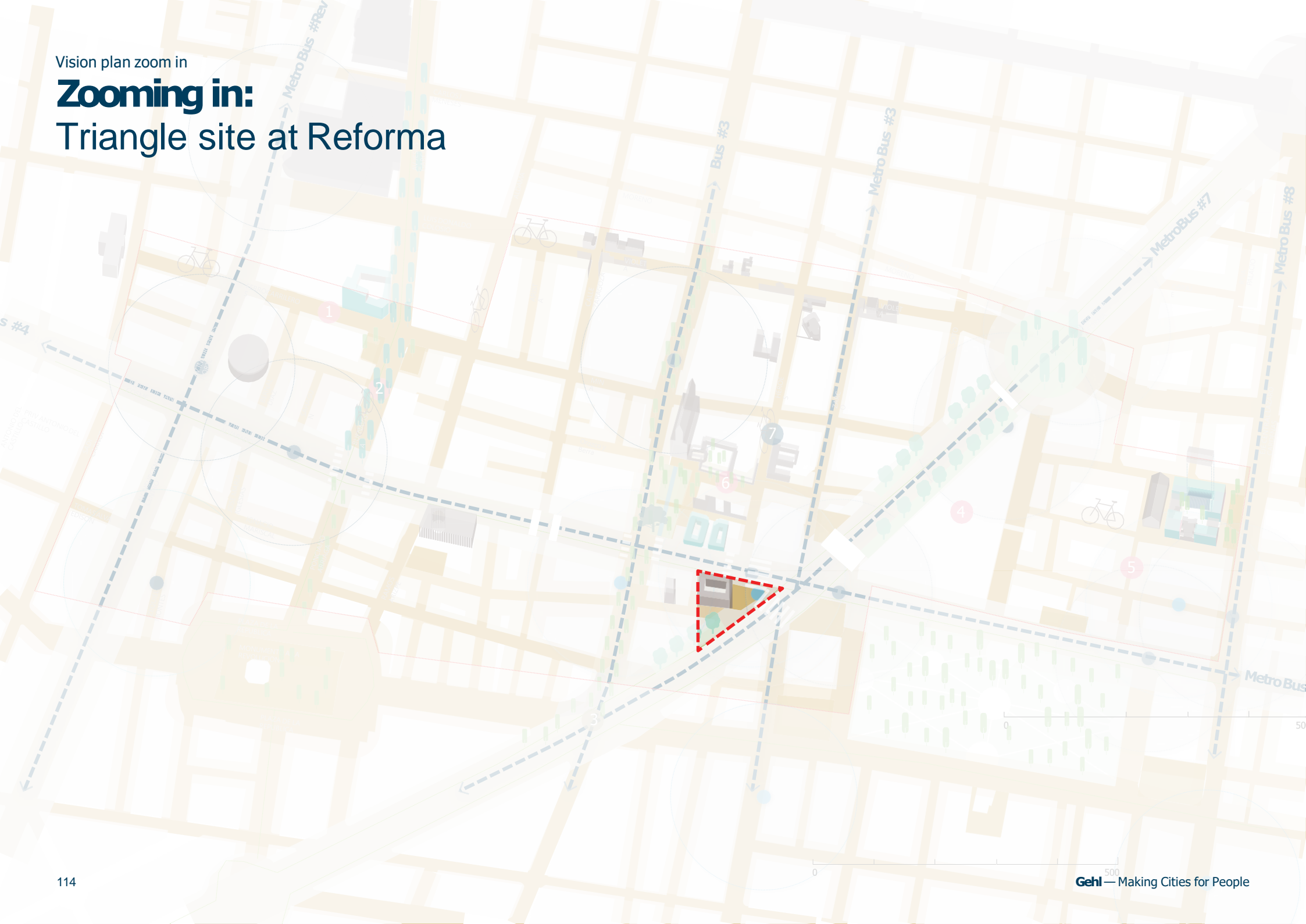
AFTER



PLACES  
TO PLAY

Vision plan zoom in

# Zooming in: Triangle site at Reforma

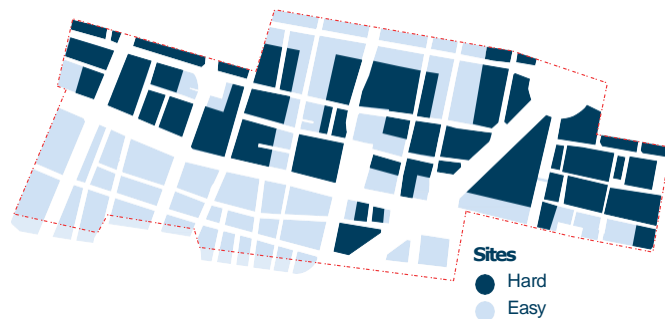


Vision plan zoom in

# Zooming in: Triangle at Reforma

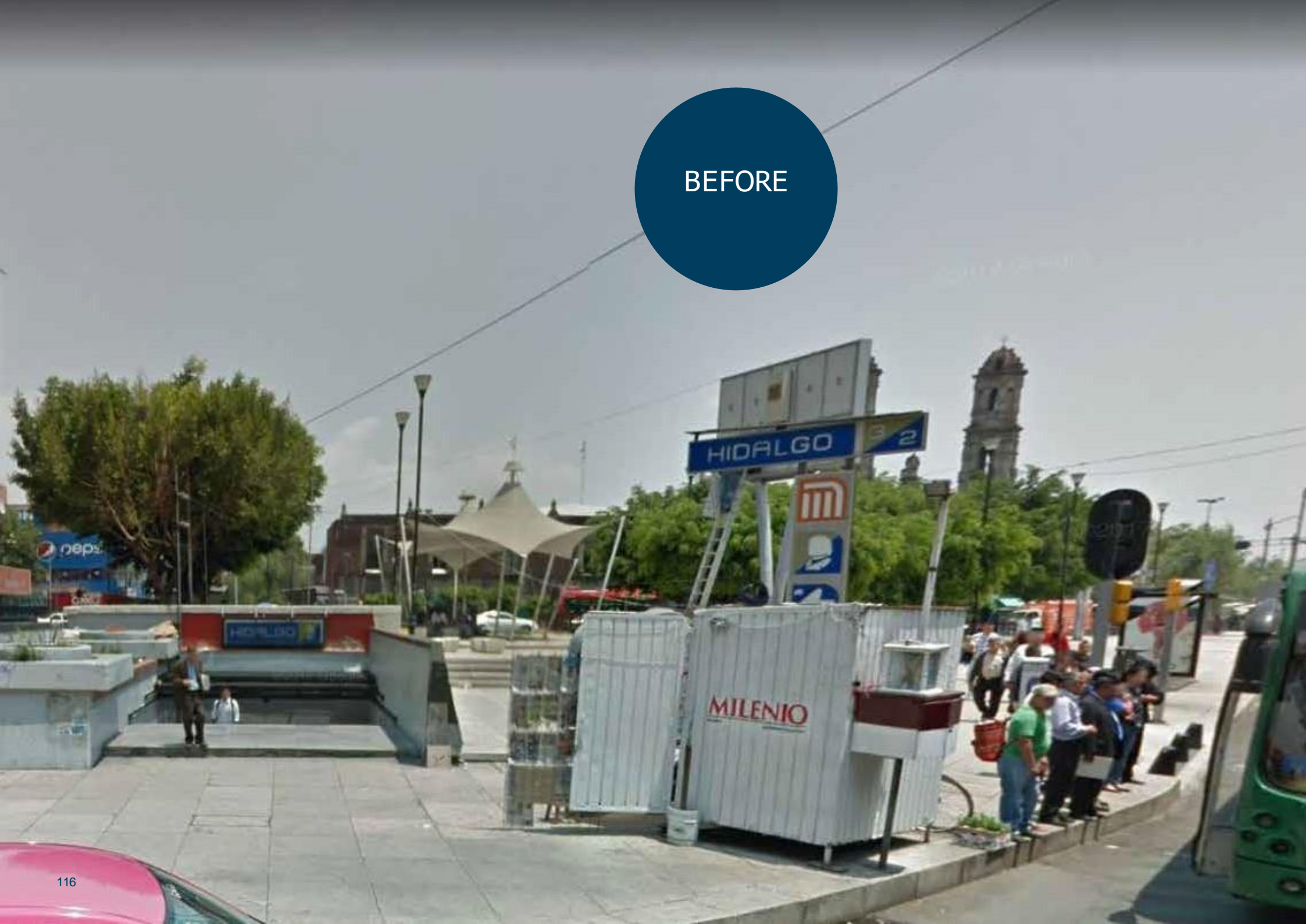


Considering location, public transport options, and scale this site has the potential to be a high density mixed use city block. An attractive all round destination. Work with the neighbours to connect to the street. Planting trees, widening sidewalks. Close the street at lunchtime. Curating inside and spilling out and working with the public realm. Not just a shopping destination. Make tall buildings work better for everyday situations.



- 1 Existing metro station Hidalgo plays an important part in the public transport of Mexico and is one reason for a higher density of uses in this area
- 2 Potential for a tower in this area. Potential for a “blockscaper” or a combination of the two.
- 3 Potential for an active groundfloor
- 4 Potential for a public route through the block
- 5 Potential to strengthen the connection between the site and the San Fernando House
- 6 Green spaces
- 7 **Continuity of Place. Retain for example the Theatre in the block and Carlos Septién García**
- 8 **School of Journalism**
- 9 Widen sidewalk at Reforma

BEFORE



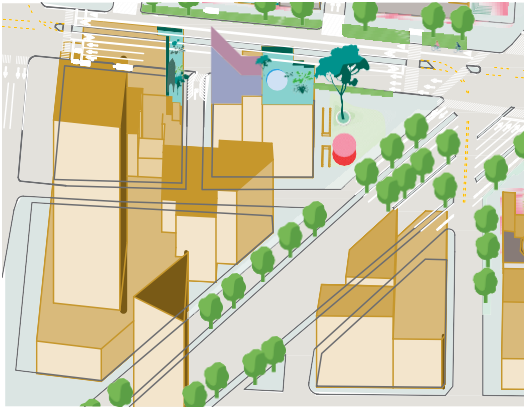
AFTER



Vision plan zoom in

# References: Dense City Block (Melbourne, Tokyo, Shanghai)

## Triangle Site at Reforma. The most central place in the country!



Considering location, public transport options, and scale this site has the potential to be a super dense mixed use city block



Vision plan zoom in

# References: Dense City Block (Melbourne, Tokyo, Shanghai ) Triangle Site at Reforma. The most central place in the country!

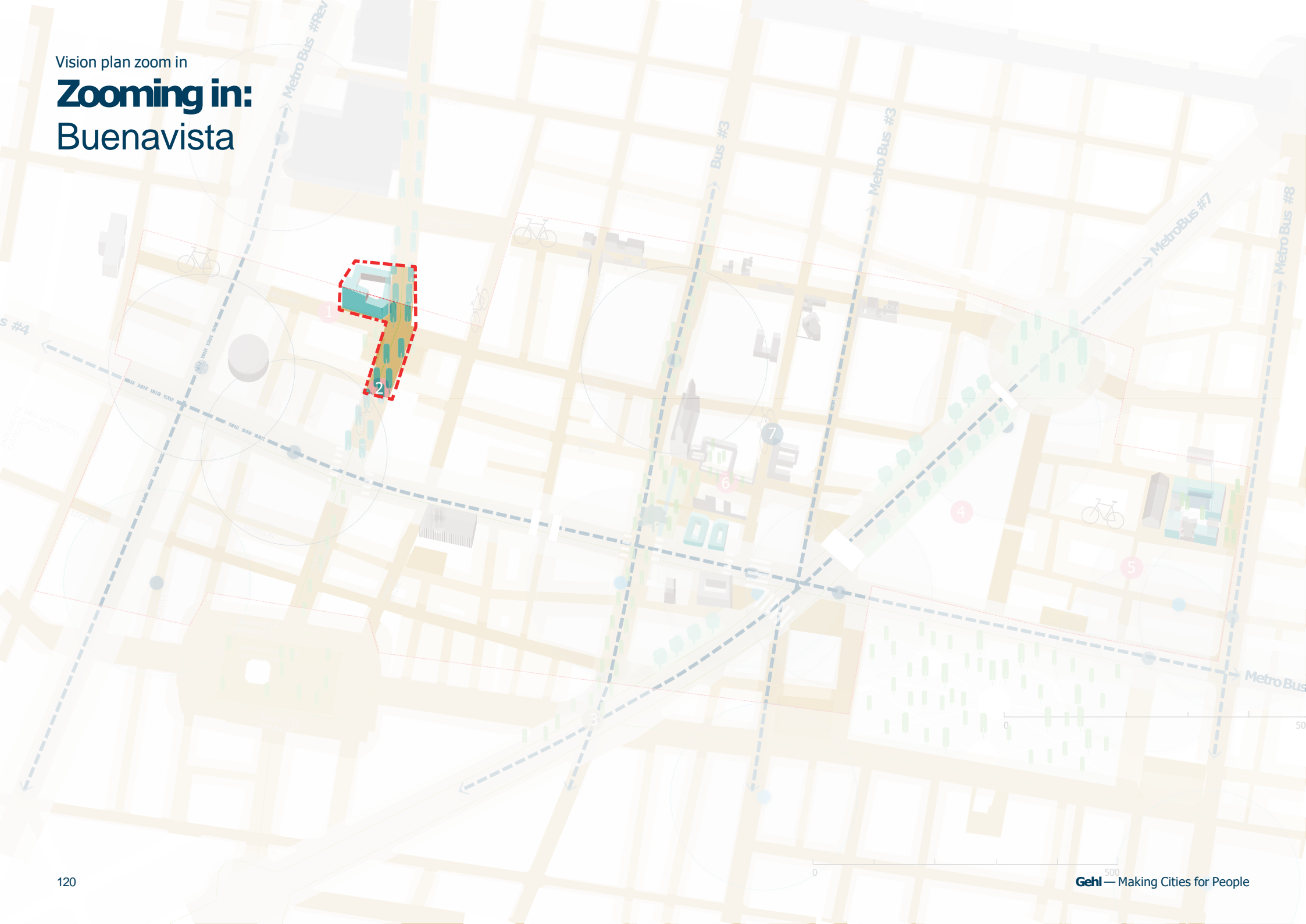


Twitter Office  
San Francisco, US  
Office plus  
public market,  
restaurants and  
supermarket.



Vision plan zoom in

# Zooming in: Buena Vista



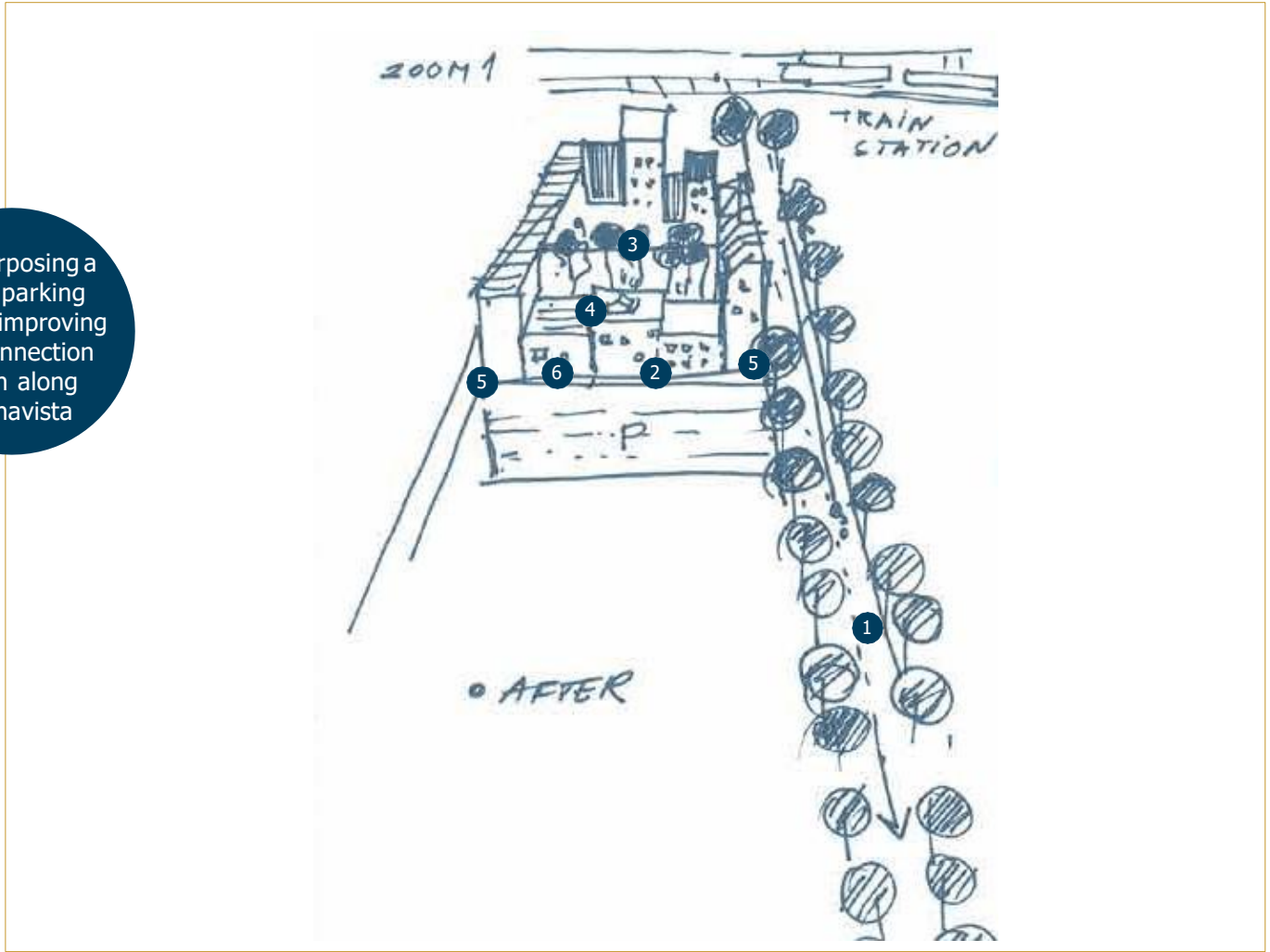
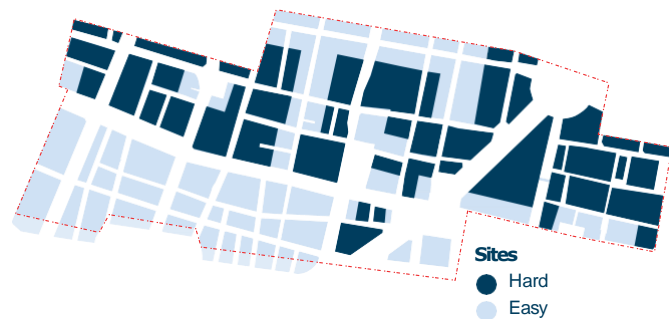


Vision plan zoom in

# Zooming in: Buenvista



Re-purposing a large parking lot and improving the connection south along Buenvista



- 1 Upgraded pedestrian and bike experience along the street and public spaces adjacent
- 2 Completing the street frontage along Heroes Ferrocarrileros ( on a key neighbourhood activity routes. See page 16, Social Layer )
- 3 A variety of semi-private and private green spaces / patios
- 4 Varied roofscape and opportunities for public and private roof terraces
- 5 Special function on the corners
- 6 Attractive and lively edge zones facing the street

Vision plan zoom in

# Zooming in: Museo Universitario del Chopo

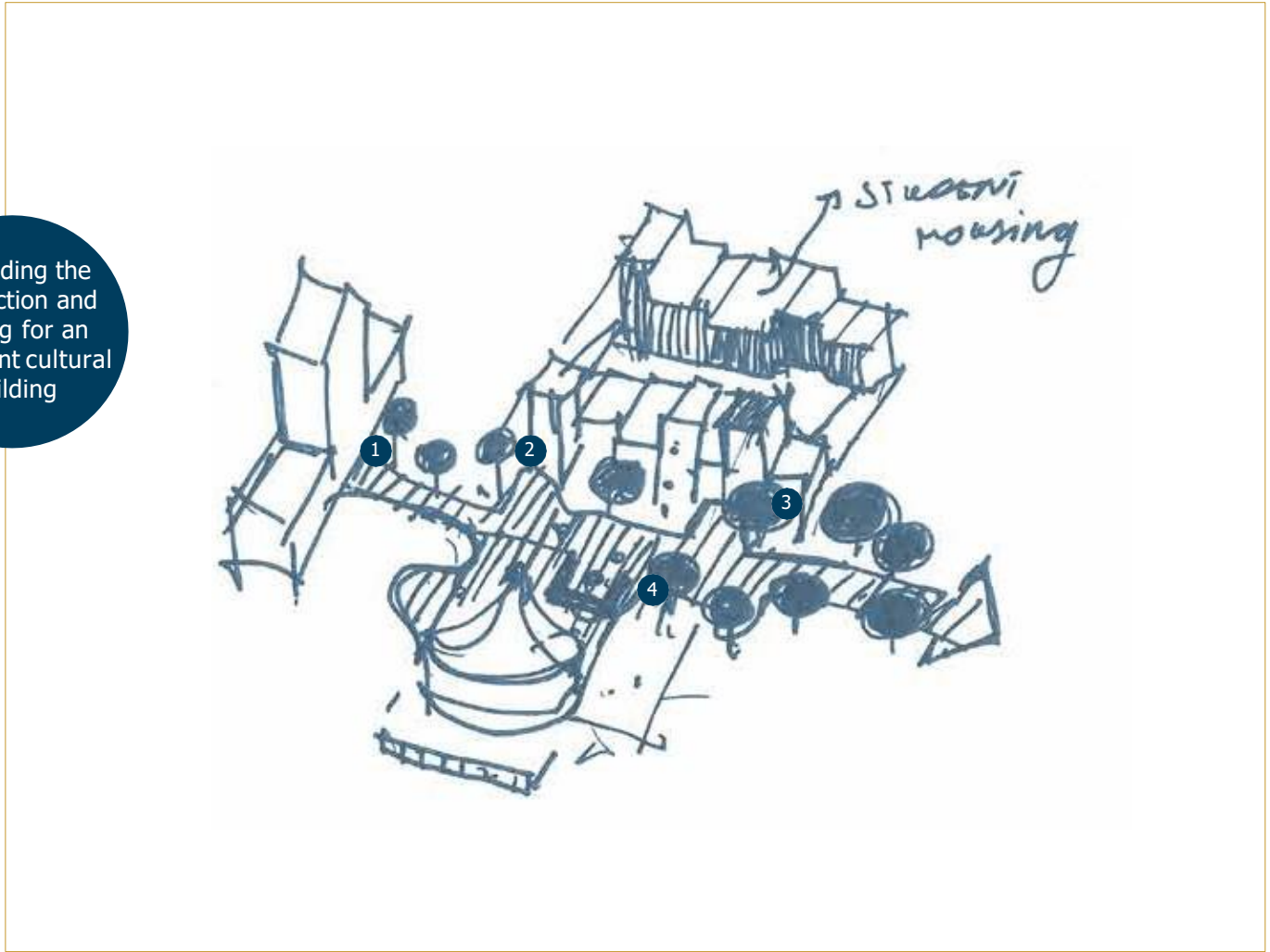
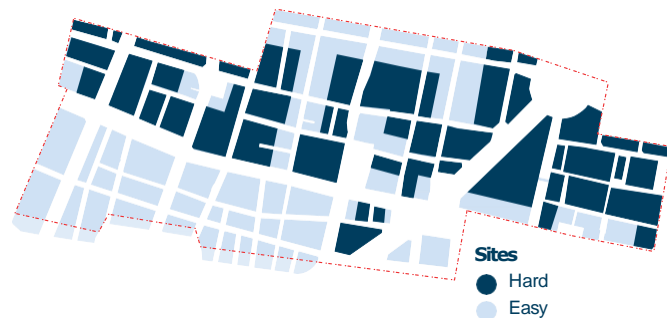


Vision plan zoom in

# Zooming in: Museo Universitario del Chopo



Upgrading the connection and setting for an important cultural building



- 1 Building function invited to spill out onto street with a complementary building function on the opposite corner
- 2 Additional street tree planting, more permeable surface
- 3 Repurpose the car park to strengthen the corner. Complete the street frontage
- 4 Open up inactive or blank walls and facades

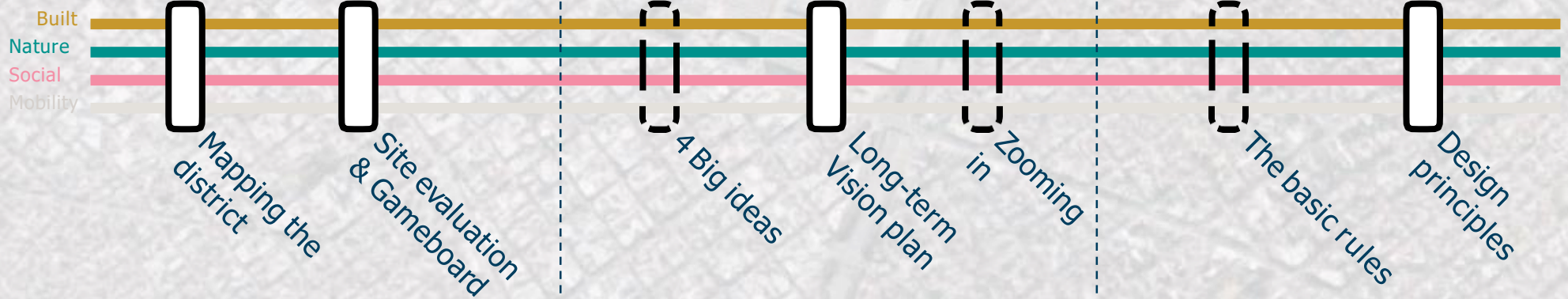
How do we get there? Defining the areas & sites of interest as well as their priority

“If this, then that” approach

# Rulebook

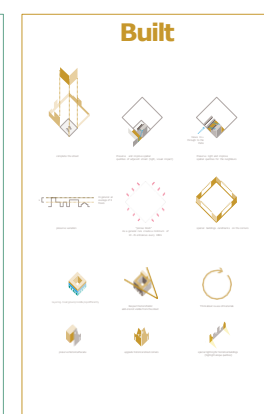
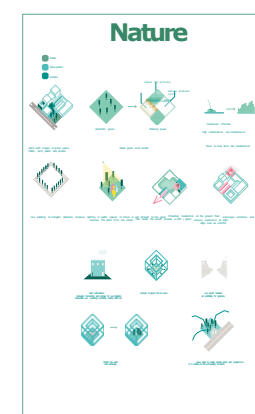
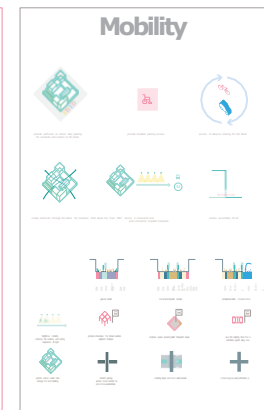
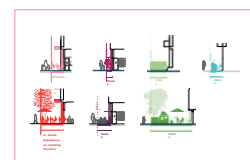
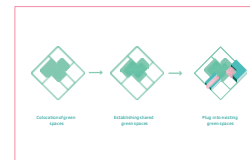
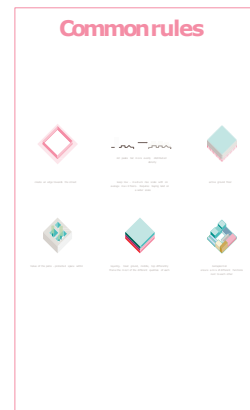
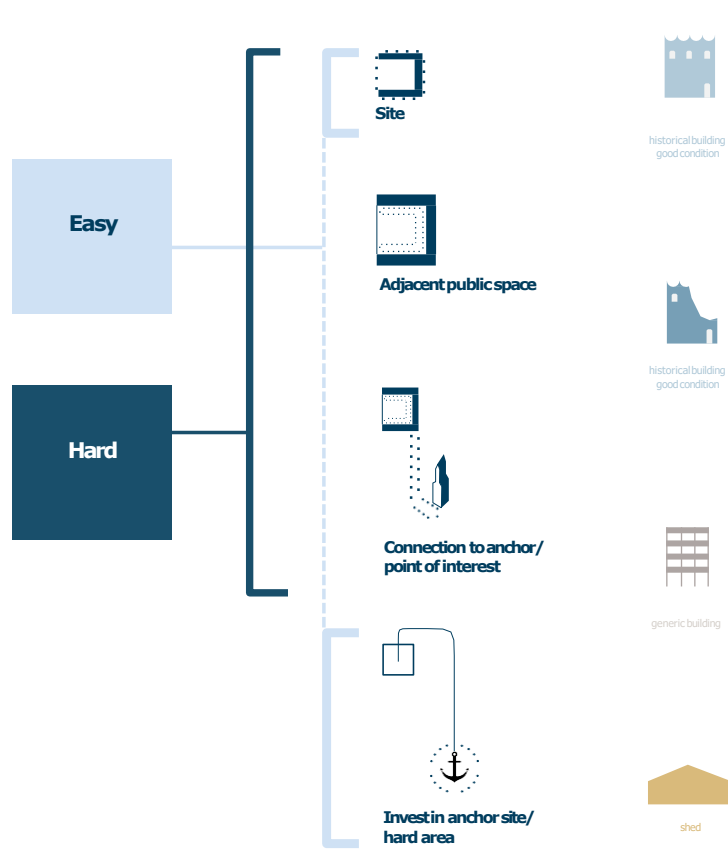
**PLAZA SAN FERNANDO /#1.3 (Surrounding area)**

# Development framework: Chapters & themes

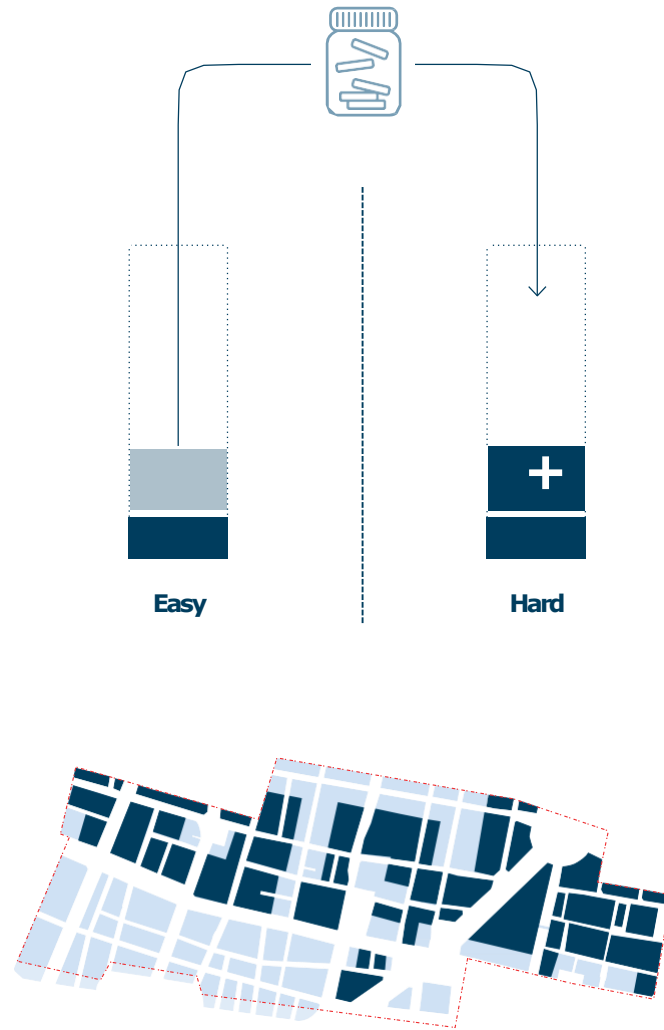


# The basic rules

# How to Start

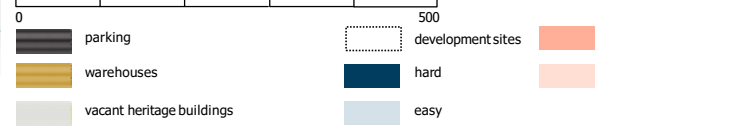
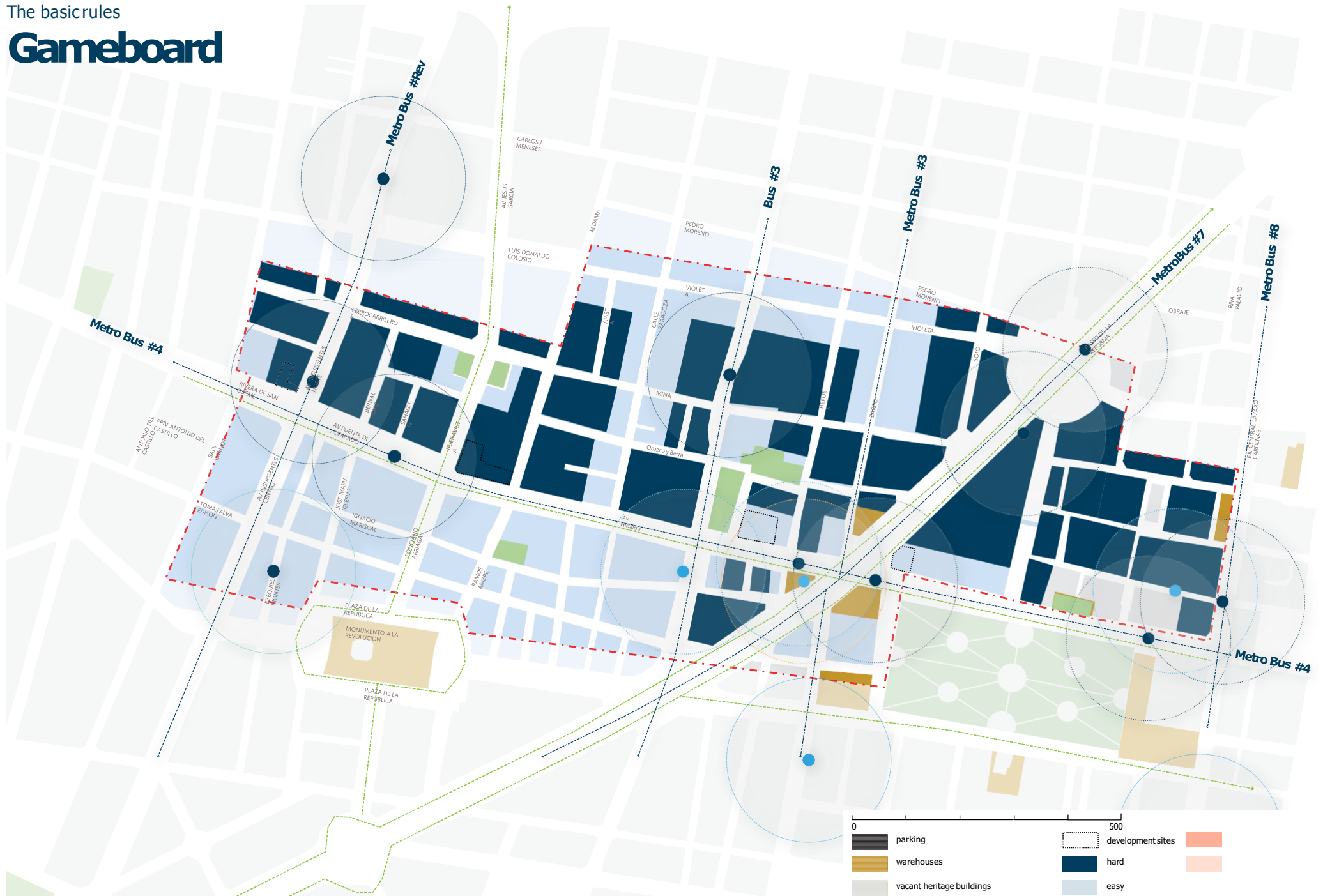


# Step 1: Easy or hard site (or area)?

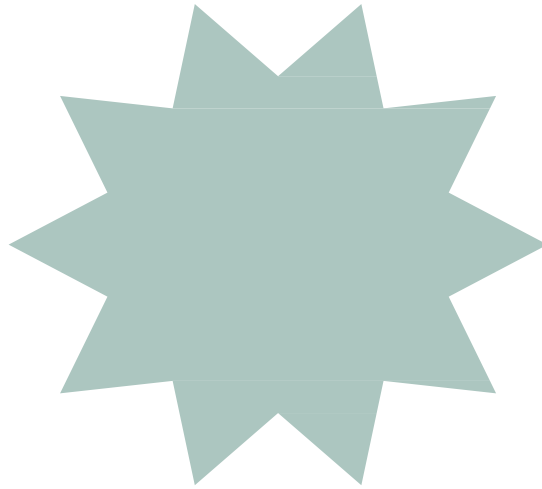




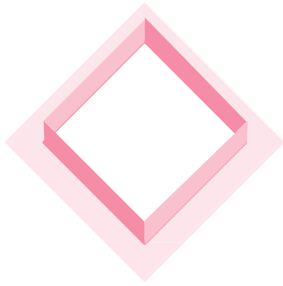
# Gameboard



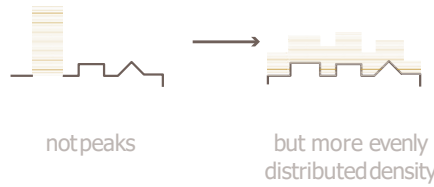
# Reurbano GIS analysis showing individual plots (TBC)



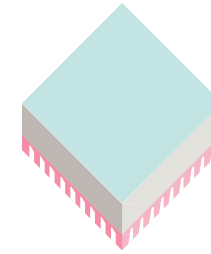
# Step 2: Start with the common rules...



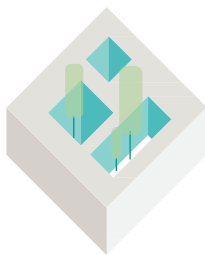
create an edge towards the street



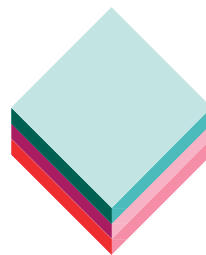
keep low - medium rise scale with on average max 6 floors. Requires buying land on a wide scale



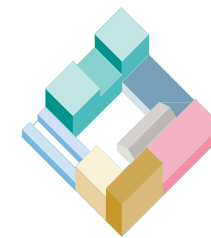
active ground floor



Value of the patio - protected space within

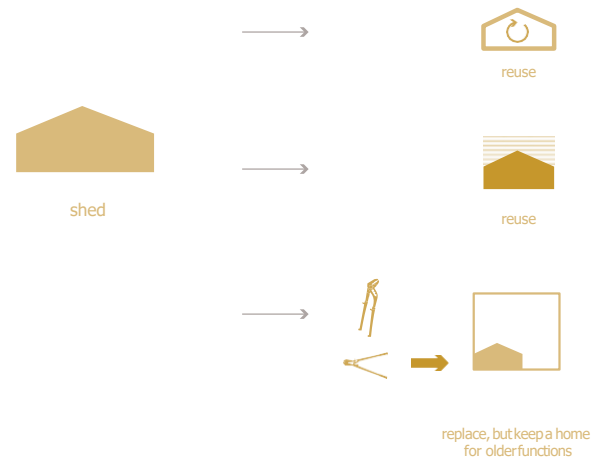
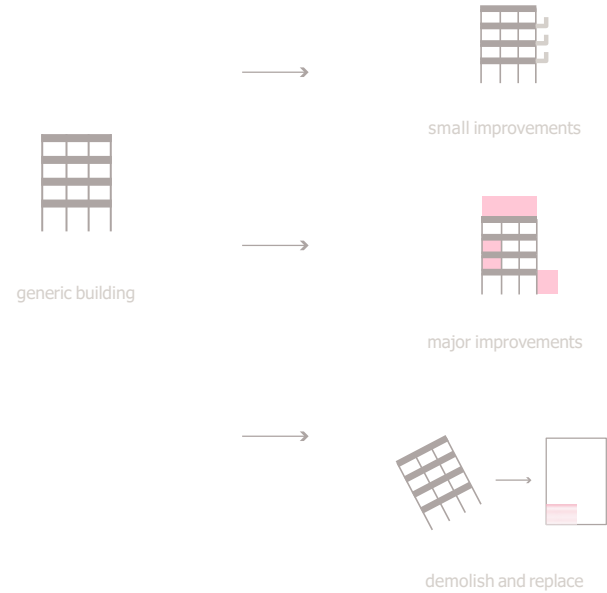
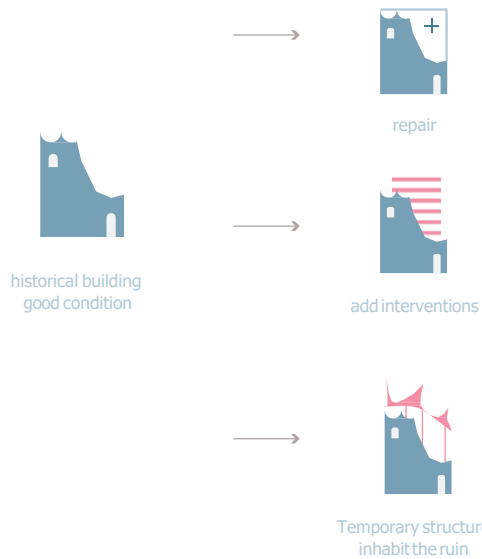
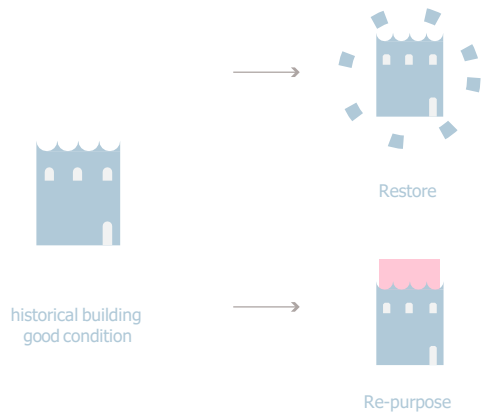


layering- treat ground, middle, top differently  
Make the most of the different qualities of each



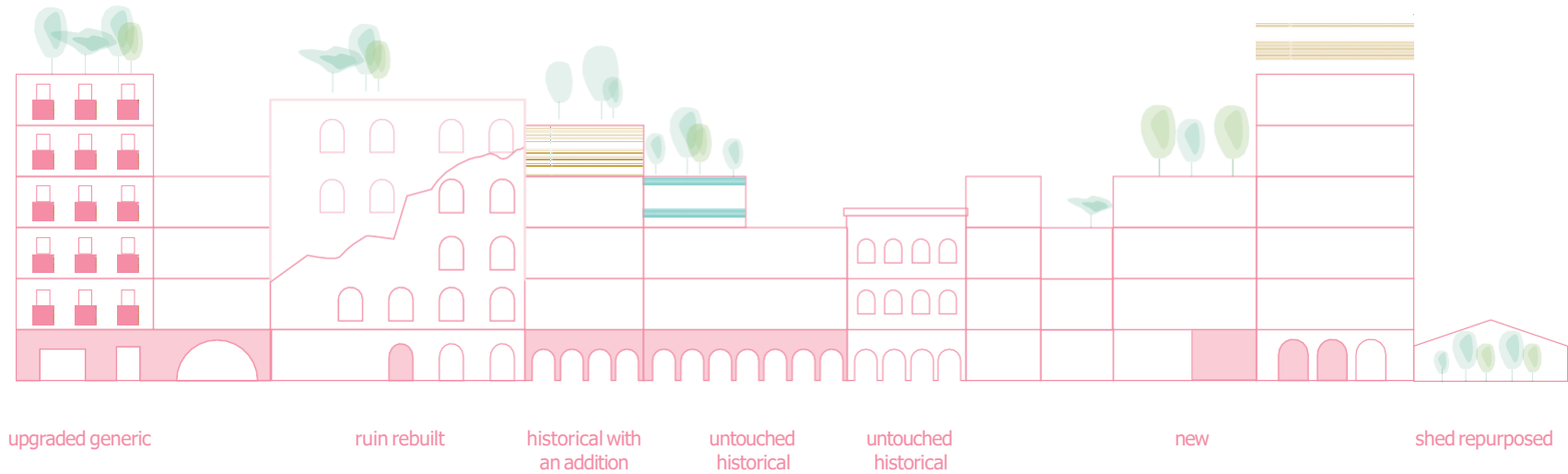
Juxtaposition  
ensure a mix of different functions  
next to each other

# Depending on the type of site, define the different potential scenarios



# Focus on a busy ground floor and a varied roofscape

Invite more people to spend time at street level



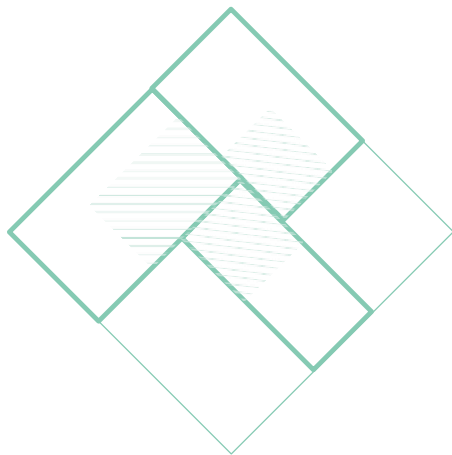
The basic rules

# Recognise the value of the patio

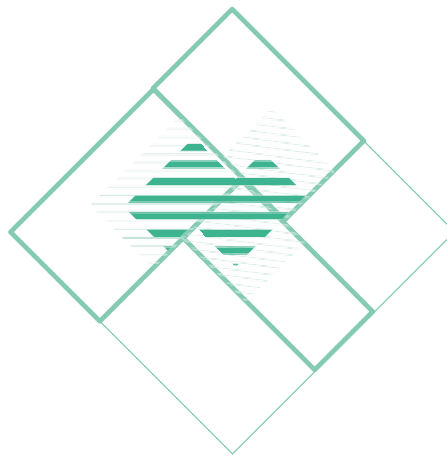
## Co-location of green space

**Why value the Patio?**

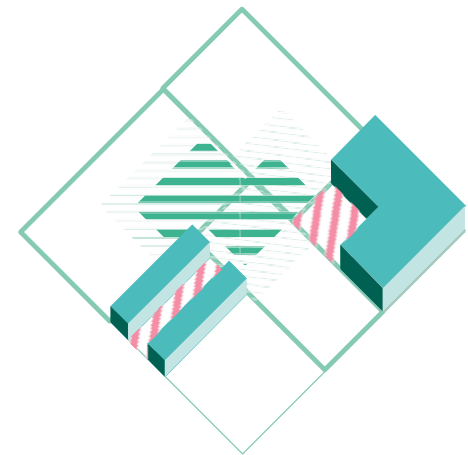
1. It's a safe and secure place in the city
2. It gives a good internal micro-climate
3. Provides a shared meeting place for residents
4. It creates a common space in the middle
5. Gives potential for private edge zones (back-gardens)



Colocation of green spaces



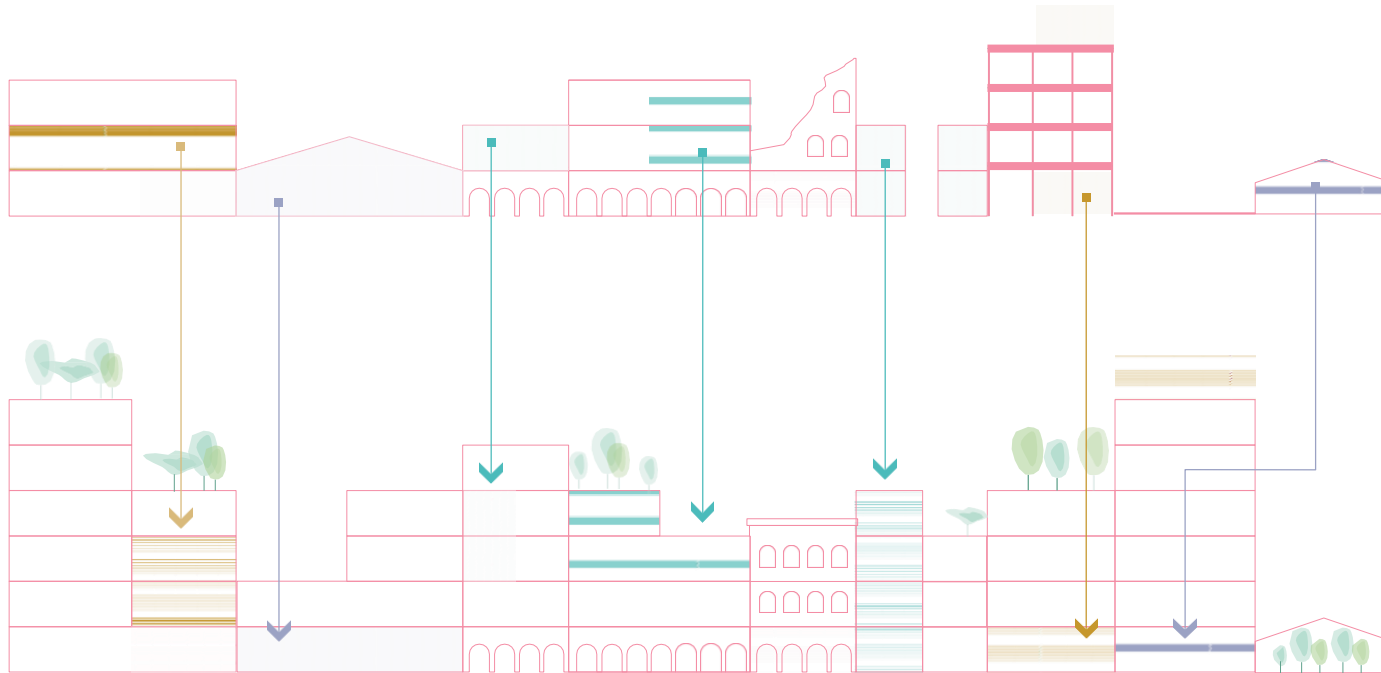
Establishing shared green spaces



Plug in to existing green spaces

## Continuity of place

When building new, give functions that are important to the neighbourhood a new home on-site



# Establish lively and attractive edges



## Important points to keep in mind when designing edge zones:

### 1. In general aim for a "hard" urban / active edge to the street and a softer more domestic edge to the patio

2. Invite for life around the front door contributing to a lively place
3. Provide visual contact between inside and outside
4. Respond to aspect and climate conditions
5. Provide the right dimension for the function. I.e. Garden edge zone facing the Patio, provide ample space for use - play, sitting outside etc...
6. If designing a private resi edge zone ensure there is a clear boundary between what is private and public / semi-public.
7. Ensure edge zones are clearly defined. This can be achieved in a variety of ways. A simple change in paving material at main streets such as Hidalgo or a hedge and little gate along streets of a more resi nature or in the patio

## We would like to achieve:

1. Active Edges
2. Variety and Diversity of Edge Conditions
3. Edge Zones which relate to building function as well as the street
4. That the edge zone contributes to a lively and attractive street scene
5. That the edge fosters a sense of safety and security "eyes on the street"

## We would like to avoid:

1. Large set backs along key streets
2. That the edge zone is neglected and not considered holistically as part of the building and public realm design
3. That the edge zone is not dimensioned or programmed appropriately related to use

## Designing with different types of Edge Zone :

1. Minimal Edge Zones (from 0.5m - 1m )
  1. Commercial Edge (from min 0.5m - 5m )
  2. Residential Edge facing the street (1m - 3.5m )
  3. Residential Edge towards the Patio (from min 3m )
  4. Cultural and Institution Edge (1.5m - 5m at main entrances)
  5. Office Edge zones ( 1.5m - 5m at main entrances )
6. Green Edge



# Step 3: apply design rules (block and site scale)

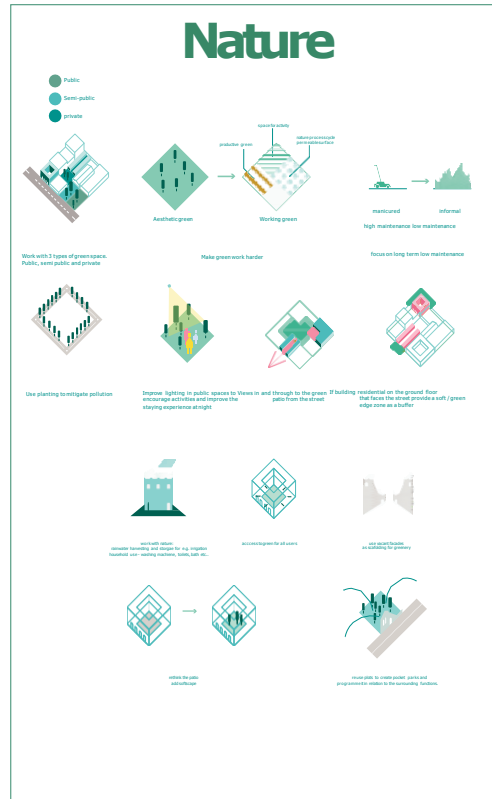
## Social



A grid of 15 icons illustrating social design principles. Each icon is accompanied by a short text description.

- edges open for internal functions** (top left)
- transform developments for social programmes** (top middle)
- when developing new outdoor space for people** (top right)
- Provide open of interest every direction** (middle left)
- for each "reach to almost labor" program aim for diversity programs** (middle middle)
- provide an outdoor common meeting place for the residents of the block** (middle right)
- provide useful functions and programs** (bottom left)
- establish connection between internal and external public space** (bottom middle)
- ensure mix of social and commercial programs** (bottom right)
- provide high quality and address the ground floor** (bottom left)
- provide handover flexible zones between the functions for example residential and working** (bottom middle)
- ensure complementary programmes, which make the building a central meeting place of the day** (bottom right)
- reconnect - ensure good connectivity to the street, to ensure good connectivity to the street, light and noise** (bottom left)
- involve** (bottom middle)
- spill out** (bottom right)
- complementary programmes** (bottom right)

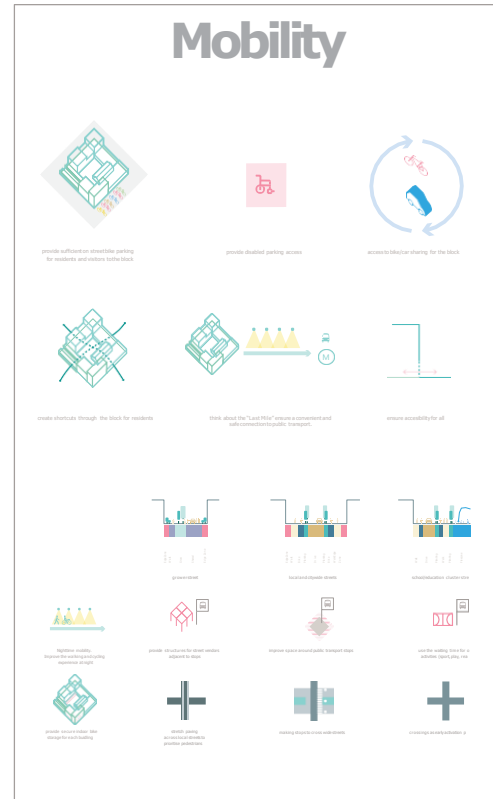
## Nature



A grid of 15 icons illustrating nature design principles. Each icon is accompanied by a short text description.

- Work with 3 types of green space: Public, semi-public and private** (top left)
- Make green work harder** (top middle)
- focus on long term low maintenance** (top right)
- Use planting to mitigate pollution** (middle left)
- improve lighting in public spaces to focus in and through to the green** (middle middle)
- if building residential on the ground floor encourage activities and improve the staying experience at night** (middle right)
- use water urban** (bottom left)
- use water urban** (bottom middle)
- use water urban** (bottom right)
- write for city architecture** (bottom left)
- connect to other public parks and programs to make it an exciting, inclusive** (bottom middle)

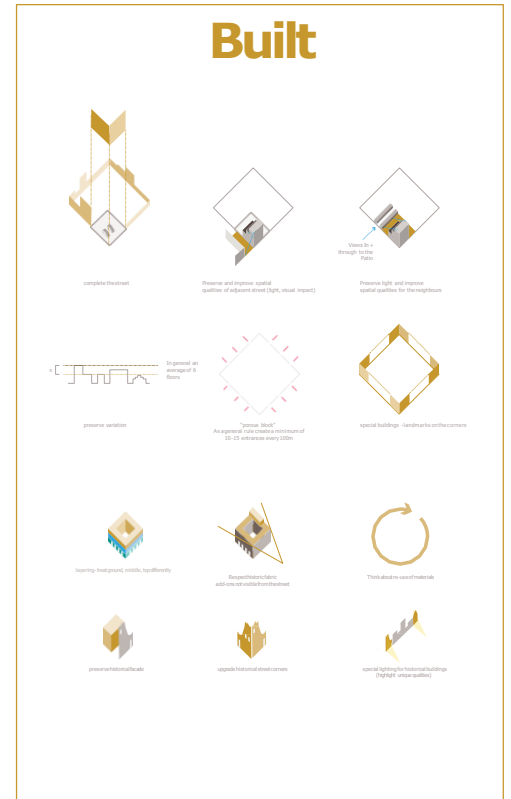
## Mobility



A grid of 15 icons illustrating mobility design principles. Each icon is accompanied by a short text description.

- provide sufficient on-street parking for residents and visitors to the block** (top left)
- provide disabled parking access** (top middle)
- access to shared car sharing for the block** (top right)
- cross streets through the block for residents** (middle left)
- think about the "last mile" ensure a convenient and safe connection to public transport** (middle middle)
- ensure accessibility for all** (middle right)
- provide** (bottom left)
- provide** (bottom middle)
- provide** (bottom right)
- provide** (bottom left)
- provide** (bottom middle)
- provide** (bottom right)
- provide** (bottom left)
- provide** (bottom middle)
- provide** (bottom right)

## Built



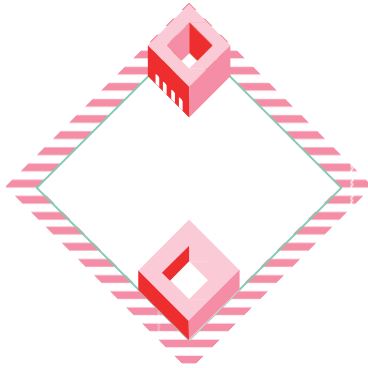
A grid of 15 icons illustrating built design principles. Each icon is accompanied by a short text description.

- complete threshold** (top left)
- Preserve and improve spatial qualities of adjacent street (light, visual impact)** (top middle)
- Preserve light and improve spatial qualities for the neighborhood** (top right)
- preserve variation** (middle left)
- Original on average 6 floors** (middle middle)
- "Porous Block" As a general rule create a minimum of 20-25 entrances every 100m** (middle right)
- special buildings - landmarks on the corners** (bottom left)
- ensure that ground levels, topography** (bottom middle)
- ensure that ground levels, topography** (bottom right)
- provide a historical facade** (bottom left)
- update historical street corners** (bottom middle)
- update lighting for historical buildings (LED light - warm quality)** (bottom right)

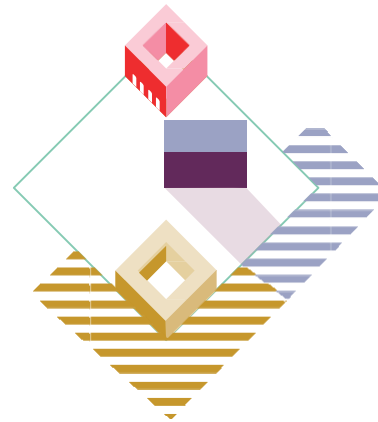
# Design principles

# Social

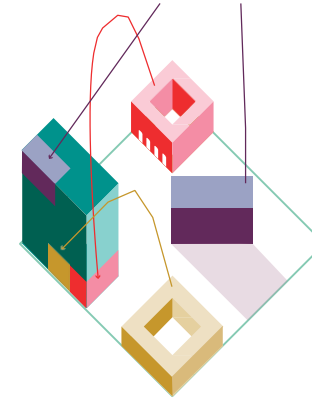
## Block scale



edge zone for internal functions to spill out into the street



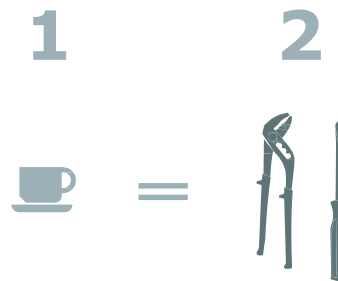
transform streetscape for special programmes - i.e. schools, event spaces, labour unions



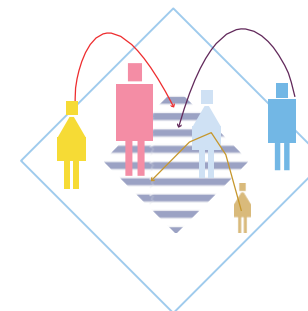
when developing new, create space for people to meet across the site



Provide a point of interest every 2 minutes



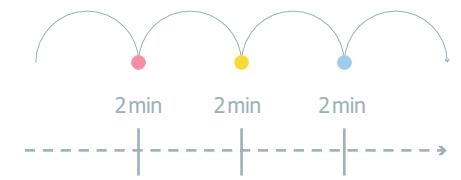
for each "matcha almond latte" program aim for 2 everyday programs



provide an outdoor common meeting place for the residents of the block

Design principles

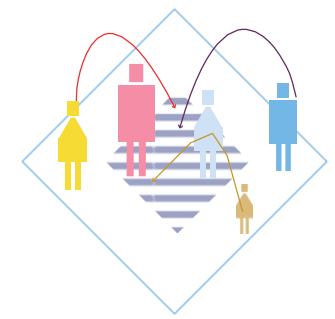
# Social Block scale



**"Provide points of interest"**  
**to create network of destinations and invite people to move through the site**

Design principles

# Social Block scale



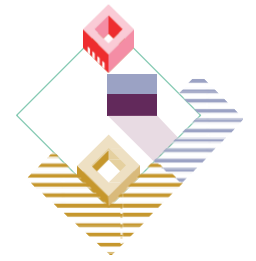
**“Outdoor meeting  
space for the residents  
of the block”**

- enhance social connections
- possibility for activities outdoors

Design principles

**Social**

Block scale



**Allow for programme to spill out! Make it visible!**

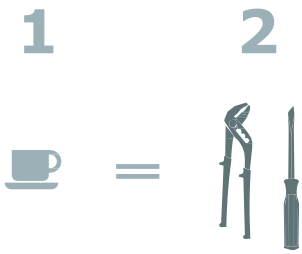
Wider edge zones for buildings with important cultural, educational, civic functions will allow for more people to engage, significantly improving quality of public life in the city



Design principles

# Social

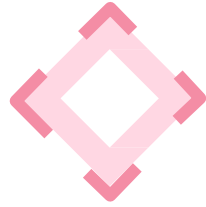
## Block scale



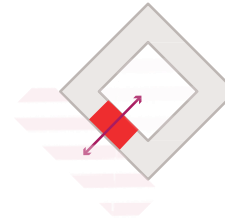
**Think of everyday programmes**

Malha in Rio de Janeiro was created to be innovative platform for the fashion world. A way in which creators, entrepreneurs, producers, suppliers and consumers committed to building a new way of operating in fashion world.

# Social Site scale



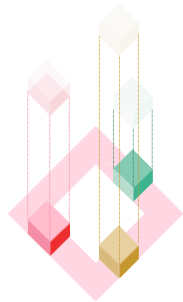
provide special functions on the corners



establish connection between internal and external public spaces



ensure mix of social and commercial programmes



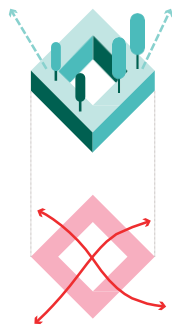
give each programme an address on the ground floor



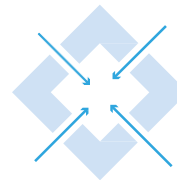
provide transition/flexible zones between the functions for example: residential and working



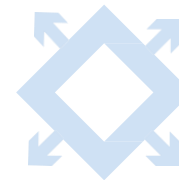
ensure complimentary programmes which make the building active at most times of the day



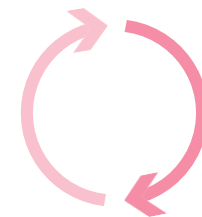
groundfloor - ensure good connectivity to the street, roof - ensure good connectivity to nature, light and views



invite in



spill out



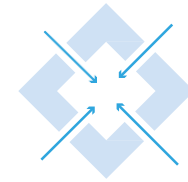
complementing programmes



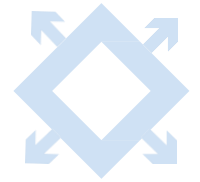
Design principles

**Social**

Site scale



invite in



spill out

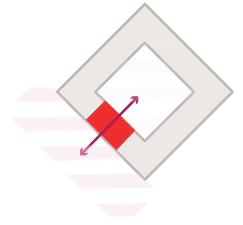


**“Invite in and spill out”**  
Library by Cobe in Copenhagen with generous hall on the ground level creating a strong connection with the garden

Design principles

**Social**

Site scale

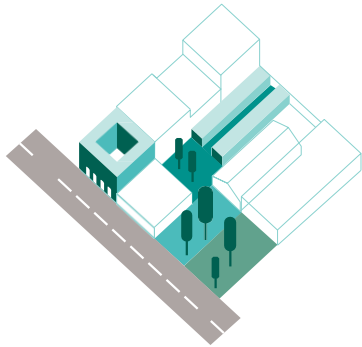


“Establish connection  
between internal  
and external public  
spaces”

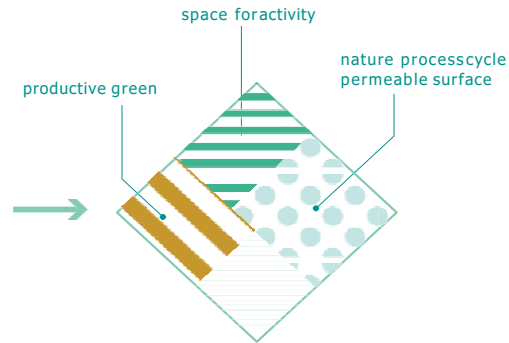
Garage Museum, Moscow

# Nature

## Block scale



Aesthetic green



Working green

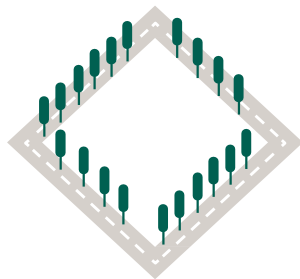


manicured high maintenance      informal low maintenance

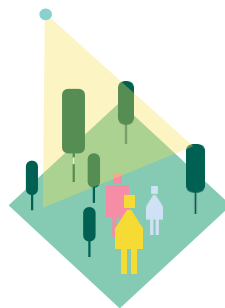
Work with 3 types of green space. Public, semi public and private

Make green work harder

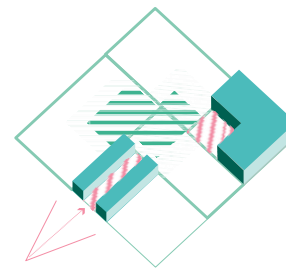
focus on long term low maintenance



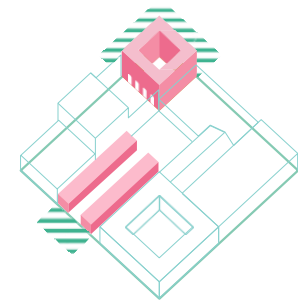
Use planting to mitigate pollution



Improve lighting in public spaces to encourage activities and improve the staying experience at night



Views in and through to the green patio from the street



If building residential on the ground floor that faces the street provide a soft / green edge zone as a buffer

# Nature

## Block scale



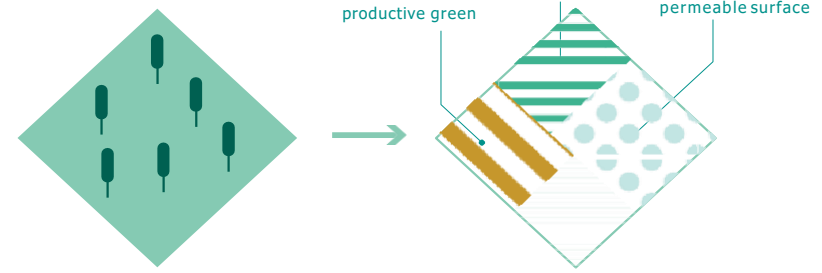
**“Why to focus on more informal - perennial planting?”**

- higher investment to establish, but much lower investment long term
- increased diversity

Design principles

# Nature

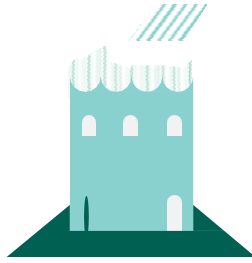
## Block scale



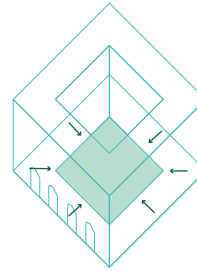
**"Make green work harder"**

# Nature

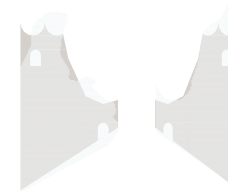
## Site scale



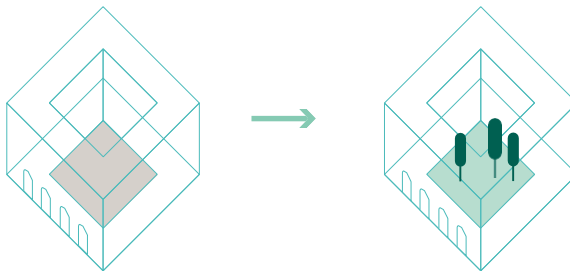
work with nature:  
rainwater harvesting and storage for e.g. irrigation  
household use - washing machine, toilets, bath etc..



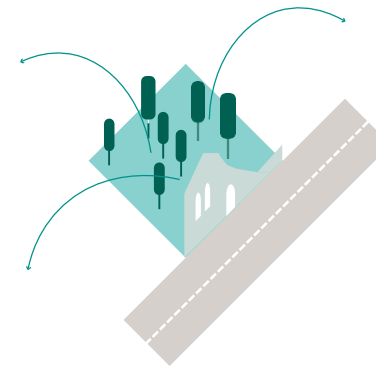
access to green for all users



use vacant facades  
as scaffolding for greenery



rethink the patio  
add softscape

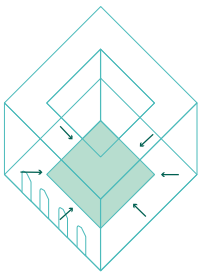


reuse plots to create pocket parks and  
programme it in relation to the surrounding functions.

Design principles

**Nature**

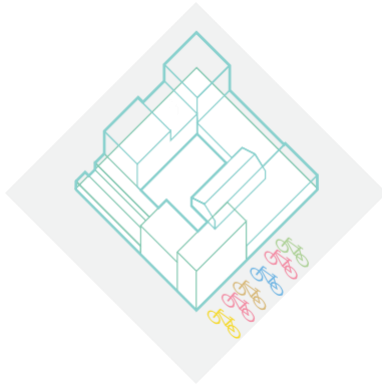
Block scale



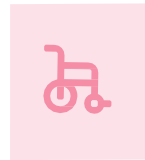
“Access to green for all users”

# Mobility

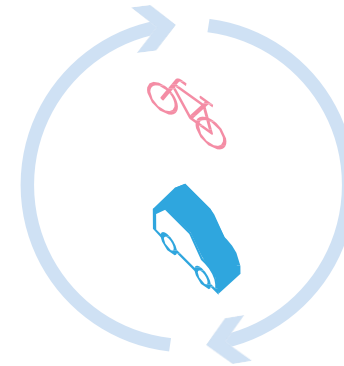
## Block scale



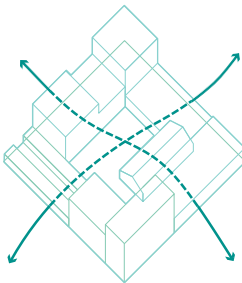
provide sufficient on street bike parking for residents and visitors to the block



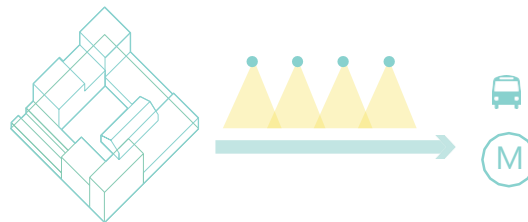
provide disabled parking access



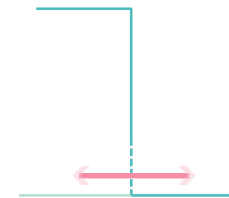
access to bike/car sharing for the block



create shortcuts through the block for residents



think about the "Last Mile" ensure a convenient and safe connection to public transport.



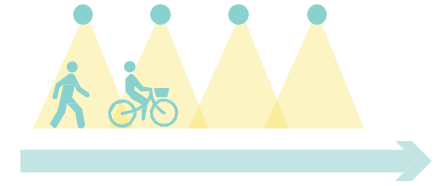
ensure accessibility for all



Design principles

# Mobility

## Block scale



### Why to think about how people would move at night?

Good lighting on important routes to the public transport will allow more vulnerable groups - women, teenagers, elderly to feel safe and enjoy the city throughout the day

Design principles

# Mobility

## Block scale



**Safe and convenient  
bike parking in  
proximity**

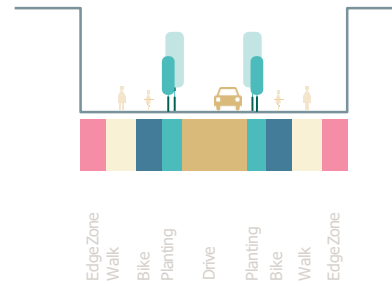
Bike parking at Erfurt ICE Station an example of how mobility infrastructure can not only be practical, but as well contribute to the quality of public space in the area

# Mobility

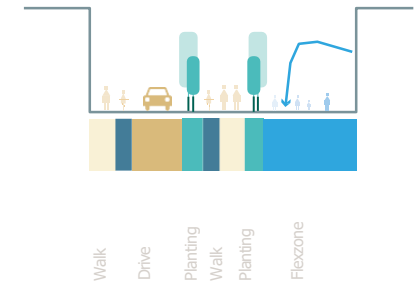
## Site scale



grower street



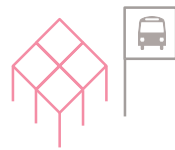
local and citywide streets



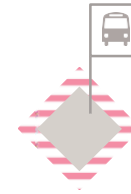
school/education cluster street



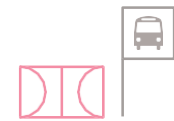
Nighttime mobility.  
Improve the walking and cycling  
experience at night



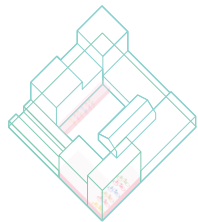
provide structures for street vendors  
adjacent to stops



improve space around public transport stops



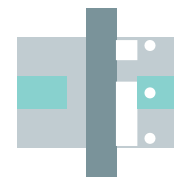
use the waiting time for other  
activities (sport, play, read)



provide secure indoor bike  
storage for each building



stretch paving  
across local streets to  
prioritise pedestrians



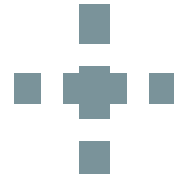
making stops to cross wide streets



crossings as early activation projects

# Mobility

## Site scale



“Crossings as early activation”



# Mobility

## Site scale



### More than a bus stop

A bus stop in Baltimore is turned into a playscape, changing everyday experience for both grown up and younger commuters

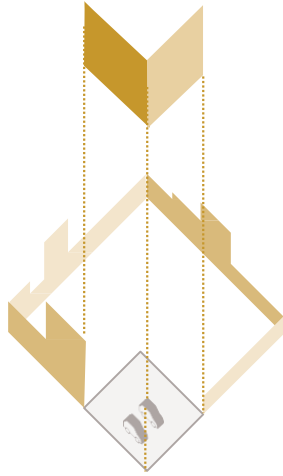


### Why to focus on public transport stops?

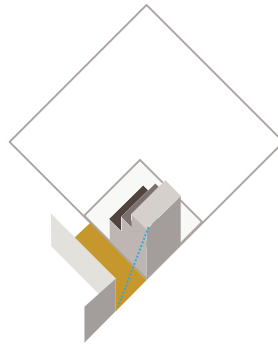
Public transport stops are key social spaces in the city. Upgrade of these spaces influences mobility choices. The city of Montreal integrated in their bus stop network "play" element, improving the daily experience for citizens and encouraging socializing

# Built

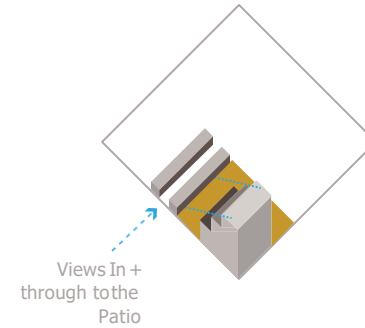
## Block scale



complete the street



Preserve and improve spatial qualities of adjacent street (light, visual impact)

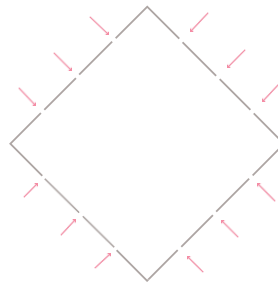


Preserve light and improve spatial qualities for the neighbours

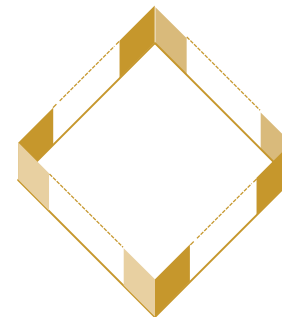


preserve variation

In general an average of 6 floors



"porous block"  
As a general rule create a minimum of 10-15 entrances every 100m

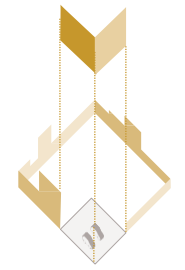


special buildings -landmarks on the corners

Design principles

# Built

## Block scale



### "Complete the street"

- eyes on the street / safer environment
- concentrated activity

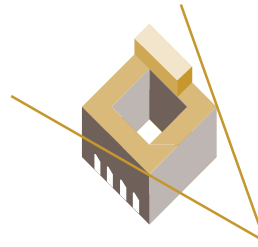


# Built

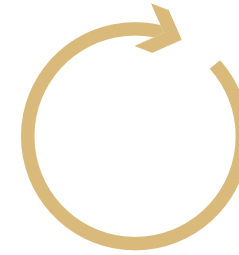
## Site scale



layering- treat ground, middle, top differently



Respect historic fabric  
add-ons not visible from the street



Think about re-use of materials



preserve historical facade



upgrade historical street corners



special lighting for historical buildings  
(highlight unique qualities)

Design principles

# Built

## Site scale



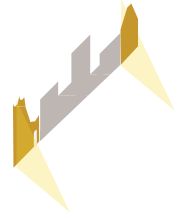
**“Why to preserve  
historical facade?”**

- continuity of the place
- historical DNA of the area

Design principles

# Built

## Site scale



“Highlight unique qualities”

- use low cost lighting strategy to create a destination



# Appendix: Neighbourlytics summary

Social media insights into the unique social life of the area  
comparing with Santa Maria La Ribera and La Roma

## Neighbourlytics Summary / Key Take-aways

- 1** InGuerrero 44%of “chatter imagery, instagram etc... is about the public realm. That is high! and is often reflective of a strong connection to “place”
- 2** InGuerrero most of the places people engage with and promote via social media are located south of Av. Hidalgo
- 3** Guerrero has 4.6M daily users\* compared with Roma at 1.1M  
\* Daily users are based on how many unique users are recorded online in an area in a 24 hour period. This includes people visiting, working, or spending reasonable time there (e.g. waiting for transport)
- 4** InGuerrero 91%of daily users are residents /local to the area compared with Santa Maria where only 46%are residents  
\* Residents are..... This shows that the majority of people live and work in the area.
- 5** InGuerrero 2800 “places of interest” were recorded, this is comparable with central London. InRoma however 4200were recorded  
\* Places of interest areplaces that have a digital profile or show up on google maps, facebook, posts etc...

# Local People in the neighbourhood across a 24 hour period

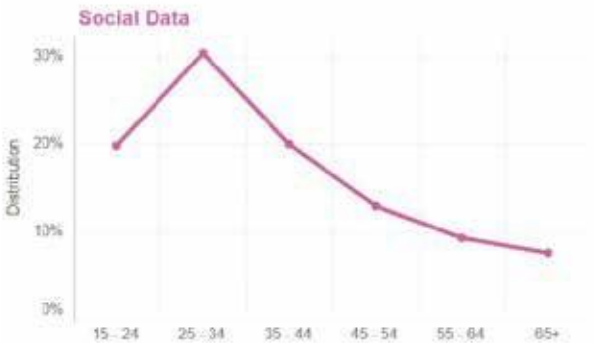
Less daily users in Roma than Guerrero but twice as many places!

## Guerrero

People in the neighbourhood across a 24 hour period

**4,600,000** daily users **91.30%** residents  
**0.33%** out of town visitors  
values under 1.00% are below our data capture threshold and should be disregarded

### PEOPLE BY AGE



## Santa Maria La Ribera

People in the neighbourhood across a 24 hour period

**390,000** daily users **46.15%** residents  
**3.33%** out of town visitors  
values under 1.00% are below our data capture threshold and should be disregarded

### PEOPLE BY AGE



## Roma

People in the neighbourhood across a 24 hour period

**1,100,000** daily users **72.73%** residents  
**1.91%** out of town visitors  
values under 1.00% are below our data capture threshold and should be disregarded

### PEOPLE BY AGE



# Local Events between July 2018 and Sept 2018

## Guerrero

Aggregated between 07/2018 and 09/2018.



130 events



18 venues

Busiest day: **Saturday**

Blank values indicate no data was found.

### EVENTS BY LOCATION



## Santa Maria La Ribera

Aggregated between 07/2018 and 09/2018.



25 events



7 venues

Busiest day: **Wednesday**

Blank values indicate no data was found.

### EVENTS BY LOCATION



## Roma

Aggregated between 07/2018 and 09/2018.



120 events



48 venues

Busiest day: **Wednesday**

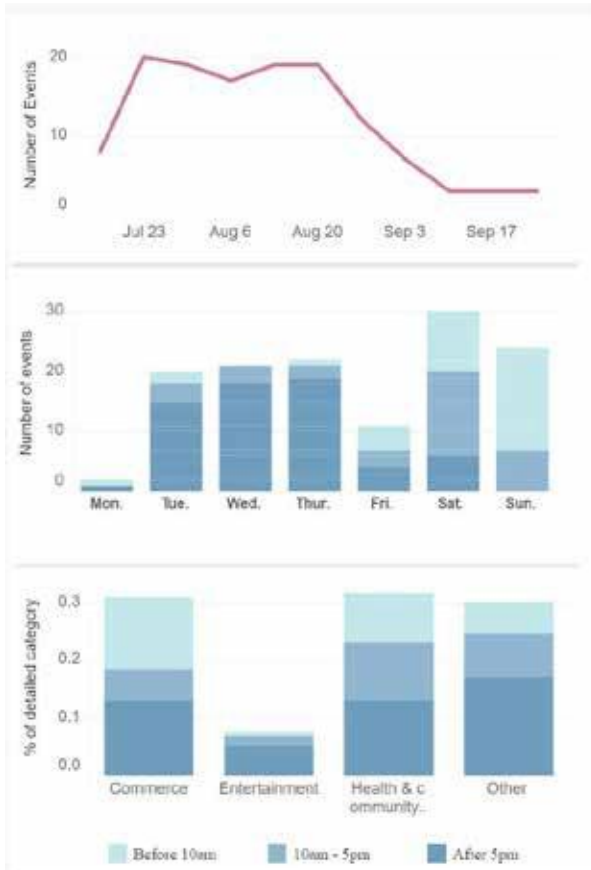
Blank values indicate no data was found.

### EVENTS BY LOCATION

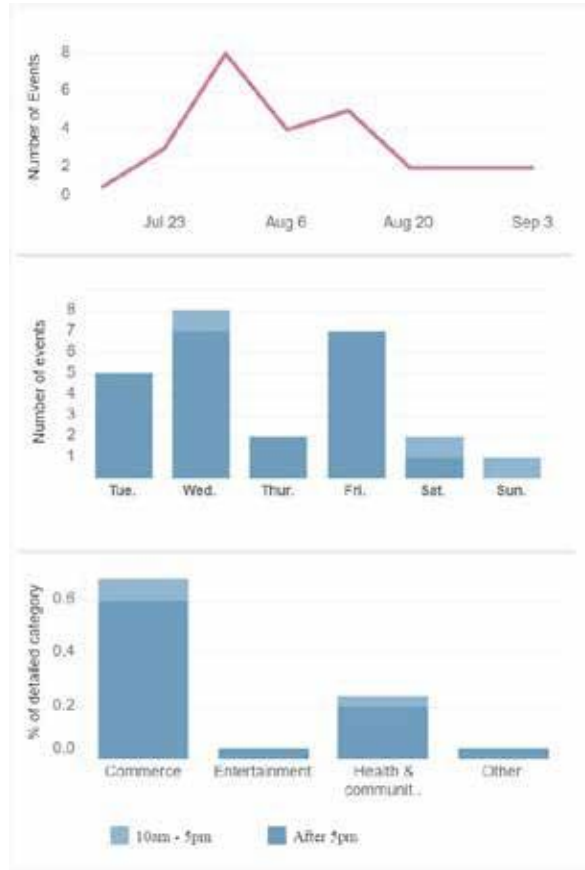


# Local Events between July 2018 and Sept 2018

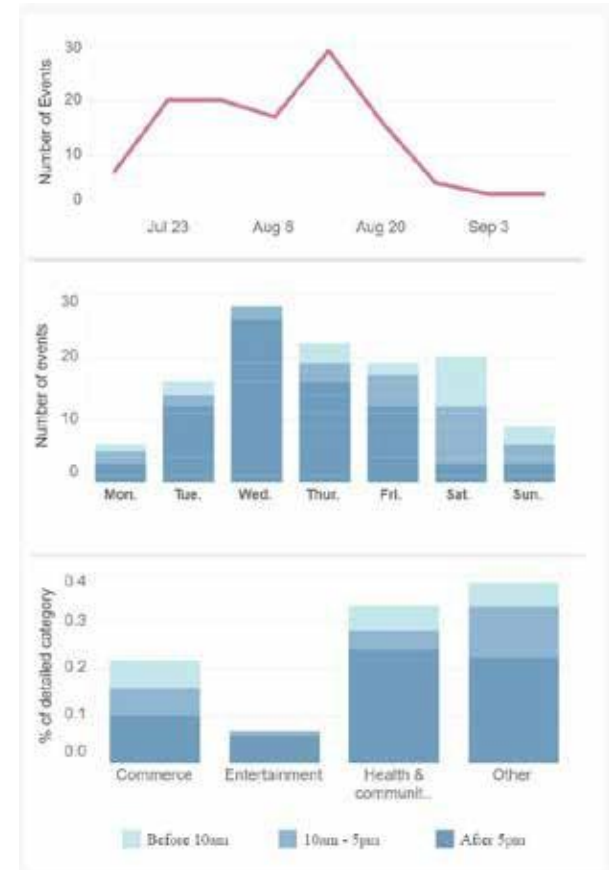
## Guerrero



## Santa Maria La Ribera



## Roma





# Local Events between July 2018 and Sept 2018

## Guerrero

**TOP CHATTER TOPICS & CONSISTENCY**  
**Public realm (built environment)**  
*(Street art, monuments)*  
**Other (art/selfies)**  
*(Art/selfies)*  
**Events**  
*(Corporate/political)*

**TOP CHATTER IMAGERY**



Sample of top chatter topics



**44%**  
is about the public realm. That is high! and is often reflective of a strong connection to "place"

## Santa Maria La Ribera

**TOP CHATTER TOPICS & CONSISTENCY**  
**Public Realm (built environment)**  
*(Street art, architecture)*  
**Hobbies**  
*(Miscellaneous)*  
**Food and Drink**  
*(Fresh vegetables, local food)*

**TOP CHATTER IMAGERY**



Sample of top chatter topics



## Roma

**TOP CHATTER TOPICS & CONSISTENCY**  
**Public Realm (built environment)**  
*(Street art, architecture)*  
**Food and Drink**  
*(Cocktails/cuisine)*  
**Social**  
*(Miscellaneous)*

**TOP CHATTER IMAGERY**

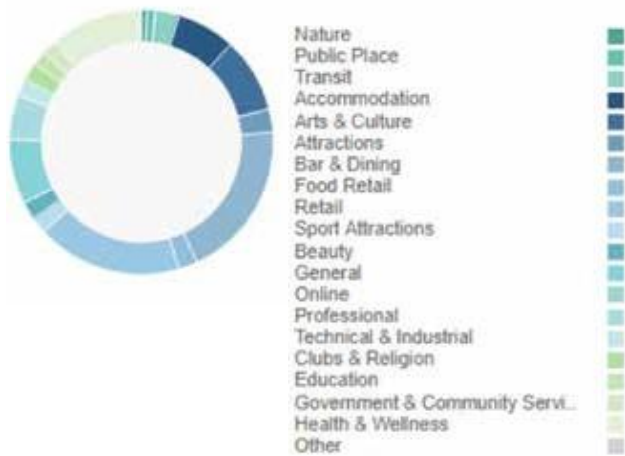


Sample of top chatter topics



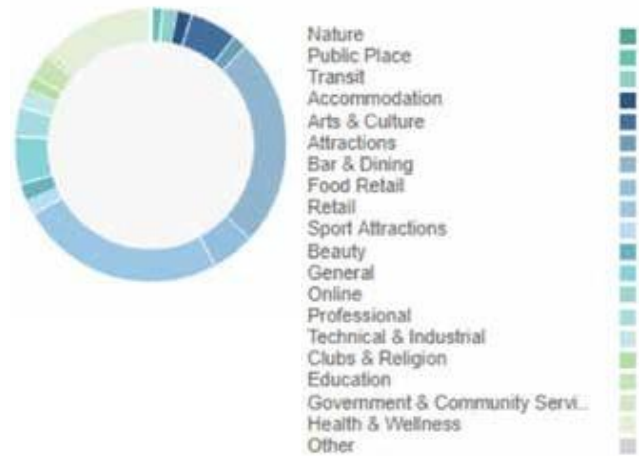
### Guerrero

2829 Places



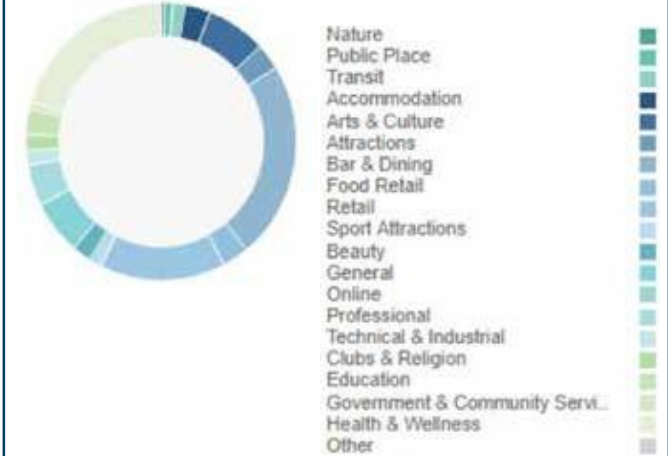
### Santa Maria La Ribera

2545 Places



### Roma

4245 Places



# Community - Clubs, Religion, Education, Government and Community Services and Health

Guerrero

XXXX



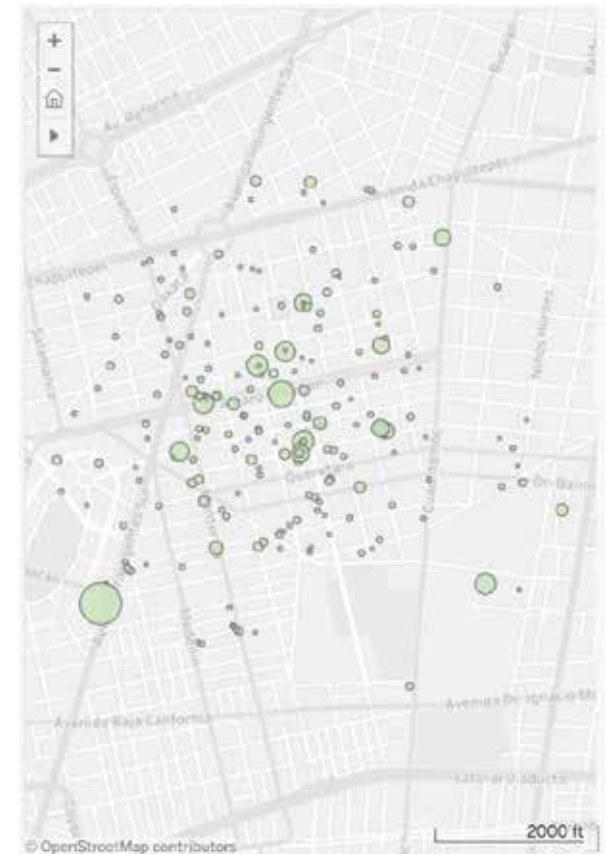
Santa Maria La Ribera

XXXXX



Roma

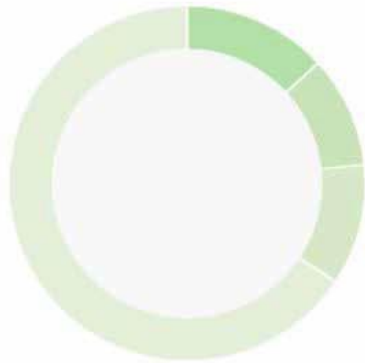
XXXXX



# Community - Clubs, Religion, Education, Government and Community Services and Health

Guerrero

XXXX

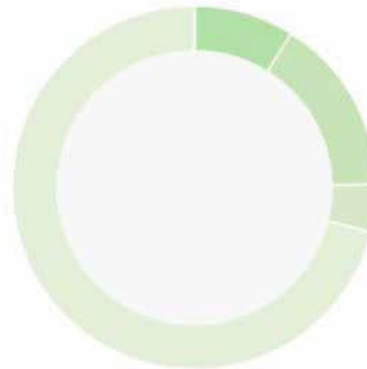


**Legend**

- Clubs and Religions
- Education
- Government and Community Services
- Health and Wellness

Santa Maria La Ribera

XXXXX

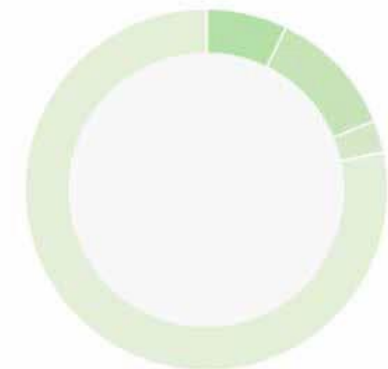


**Legend**

- Clubs and Religions
- Education
- Government and Community Services
- Health and Wellness

Roma

XXXXX



**Legend**

- Clubs and Religions
- Education
- Government and Community Services
- Health and Wellness

# Physical Places - Nature, Public Place, Transit

Guerrero

XXXX



Santa Maria La Ribera

XXXXX



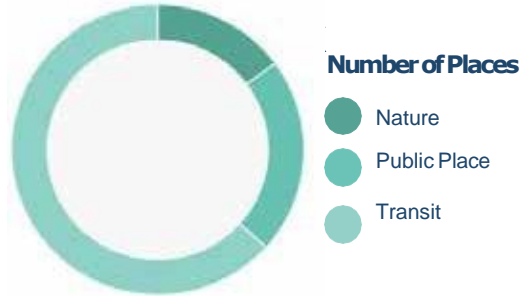
Roma

XXXXX



# Top 10 Physical Places - Nature, Public Place, Transit

## Guerrero



**1. Monument a la Revolucion**

Monument, art museum

**2. Mr Duck**

Public swimming pool bar

**3. Crisenix Grupo Turistico**

Tour agency

**4. Mute Garibaldi. Museo del Tequila y el Mez**

Public square / plaza

**5. Angel de la Independencia, Reforma**

Monument

**6. Bucardon**

Neighbourhood Bar

**7. San Juan de Letran**

Transit hub, landmark and historical place

**8. Juarez (estacion)**

Transit hub, landmark and historical place

**9. Hotel Fiesta Americana Reforma**

City beach, resort, buffet restaurant

**10. Tols Alameda**

Restaurant, Park

## Santa Maria La Ribera

XXXXX

## Roma

XXXXX

# Top 10 places in the neighbourhood people engage with and promote

## Guerrero

XXXX



## Santa Maria La Ribera

XXXXX



## Roma

XXXXX



# Top 10 places in the neighbourhood people engage with and promote





Gehl

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