

CITY OF HOLLYWOOD, FLORIDA
COMPREHENSIVE PLAN
SOLICITATION # RFQ-4611-19-AP

ORAL PRESENTATION
October 30th, 2019

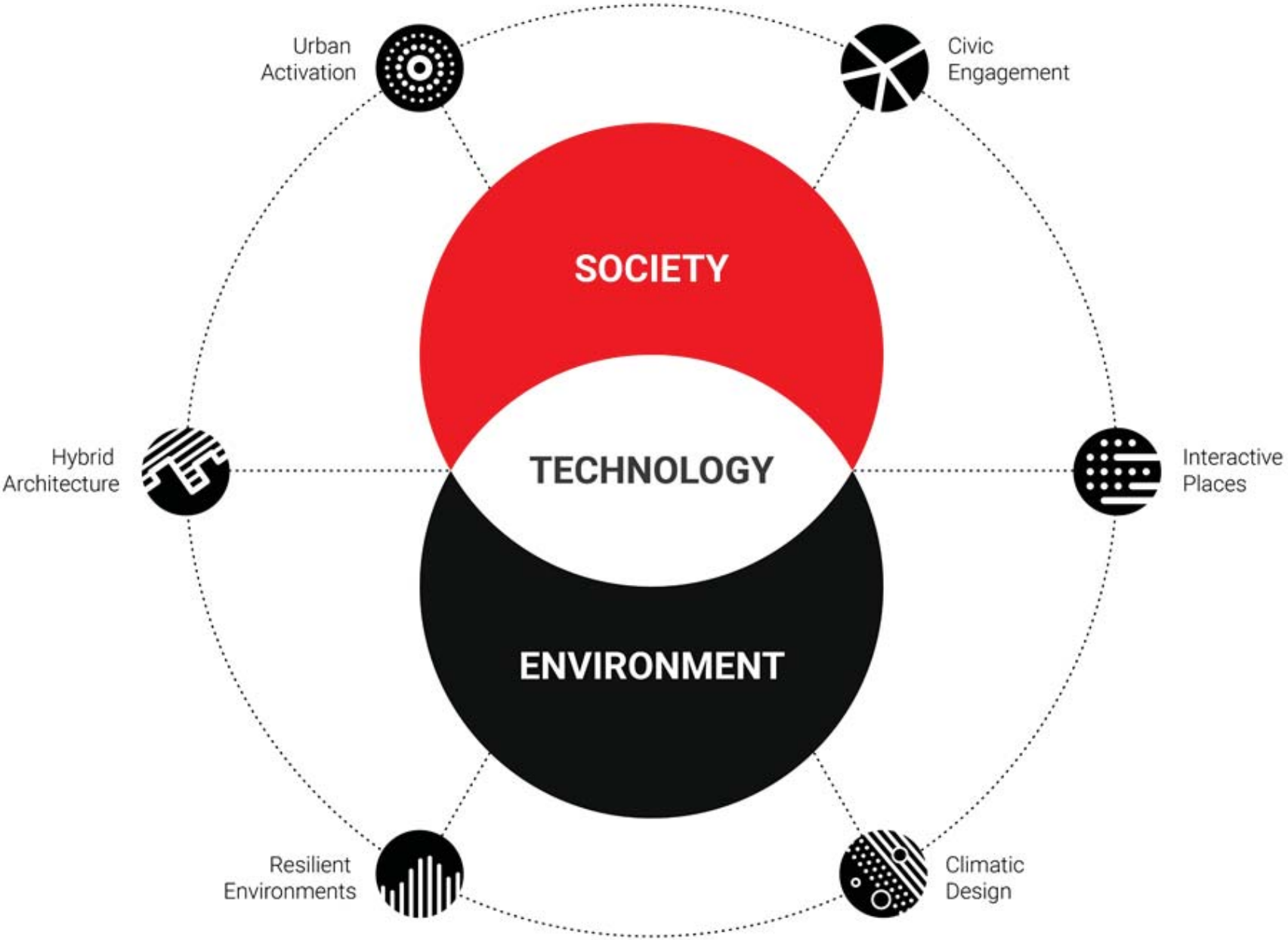


WHO

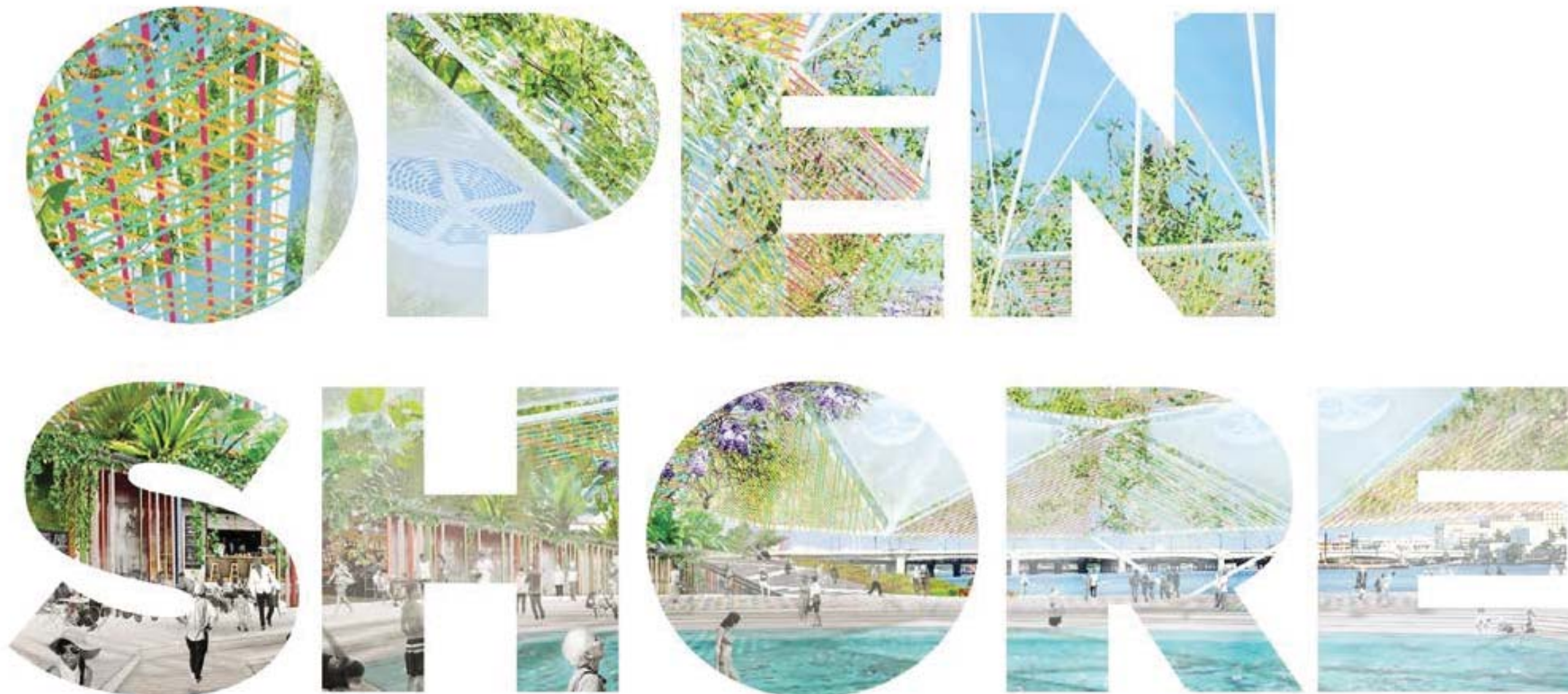
ECOSISTEMA URBANO



WHAT WE DO



ECOSISTEMA URBANO IN FLORIDA



International
competition

Shore To Core

-

West Palm
Beach CRA and
Van Alen
Institute

1st prize

ECOSISTEMA URBANO IN FLORIDA



1 Landscape Art Plaza
2 Climbing Plaza
3 Aquatic Plaza
4 Mindfulness Plaza
5 Rain Plaza
6 Aquatic Sports Plaza
7 Splash Plaza
8 Thermal Plaza
9 Mangrove Plaza

10 Foggy Plaza
11 Aquarium Plaza
12 Cloud Forest Habitat Plaza
13 Public Art Plaza
14 Playscape Plaza
15 Sandy Plaza
16 Sports Plaza
17 Forest Art Plaza

A Meyer Amphitheater
B Multi-Use Urban Space
C Chameleonic Plaza
D Great Lawn
E Palm Grove Plaza
F Tidal Plaza
G Banyan Hub
P Passageways



International
competition

Shore To Core

-

West Palm
Beach CRA and
Van Alen
Institute

1st prize

ECOSISTEMA URBANO IN FLORIDA



Banyan Hub
520,700 sq.ft.

Mixed-use
building as an
urban catalyst
in the heart
of the
downtown.

KEY PERSONNEL AND ROLES

BELINDA TATO, Director
ARCHITECT AND URBAN DESIGNER, PROFESSOR AT
HARVARD GSD

J. LUIS VALLEJO, Project manager
URBAN PLANNER, PROFESSOR AT GSAPP COLUMBIA
IN URBAN PLANNING

ANTONELLA MILANO, Team coordinator
ARCHITECT AND PARTICIPATION EXPERT

JORGE TOLEDO, Responsible for digital
tools ARCHITECT AND EXPERT IN DIGITAL
STRATEGIES

MARCO RIZZETTO, Responsible for GIS
ARCHITECT AND URBAN PLANNER

BENJI POWER, Local partner
URBAN PLANNER + REAL ESTATE DEVELOPMENT
CONSULTANT

ANDRÉS HOLLMANN, Local partner
ARCHITECT AND LEED AP

MARÍA PAULA DÍAZ, Local partner
ARCHITECT

ARTHUR CANTERO, Local partner
ENGINEER AND CGC

LUISA ZANCADA, Responsible of urban
design. ARCHITECT AND URBAN DESIGNER

KEY PERSONNEL AND ROLES

OUR INTERNATIONAL
TEAM'S EXPERTISE INCLUDE:

- URBAN PLANNING
- MAPPING AND GIS
- ENVIRONMENTAL STUDIES
- ENGINEERING
- COMMUNITY ENGAGEMENT
- COMMUNICATION
- SOCIOLOGY
- BIOCLIMATIC DESIGN

OTHER EXTERNAL COLLABORATORS
INCLUDE:

- MIC - MOBILITY IN CHAIN
(TRANSPORT PLANNING)
- SOFTWARE DEVELOPER

KEY PERSONNEL AND ROLES

HOLLYWOOD OFFICE

ANDRÉS HOLLMANN
MARÍA PAULA DÍAZ
BENJI POWER
ARTHUR CANTERO
+ 1 URBAN PLANNER

REMOTE OFFICE (BOSTON/MADRID)

BELINDA TATO
J. LUIS VALLEJO
ANTONELLA MILANO
JORGE TOLEDO
MARCO RIZZETTO
LUISA ZANCADA

NETWORK AND COLLABORATORS

UNIVERSITIES:

- HARVARD GSD, CAMBRIDGE, MA
- GSAPP, COLUMBIA, NEW YORK

INSTITUTIONS:

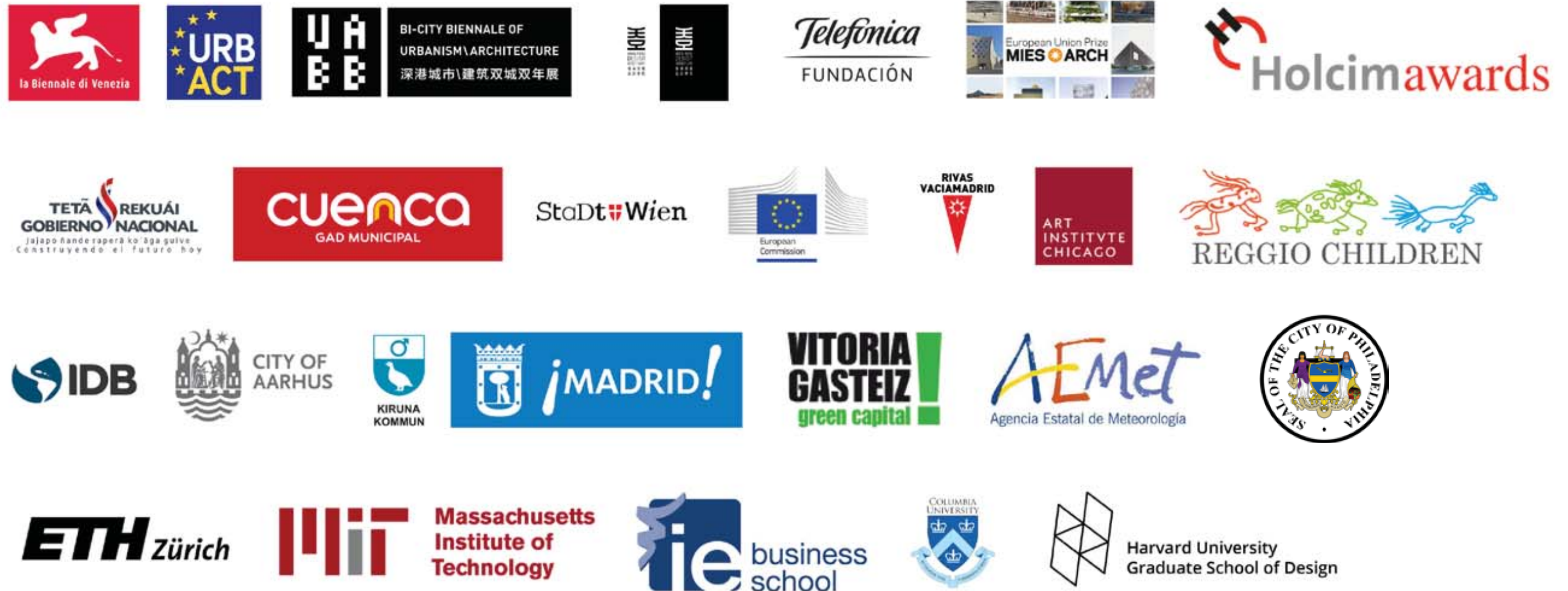
- THE WORLD BANK
- INTER-AMERICAN DEVELOPMENT BANK
- 100 RESILIENT CITIES - ROCKEFELLER FOUND.



Inter-American Development Bank



OUR CLIENTS INCLUDE:



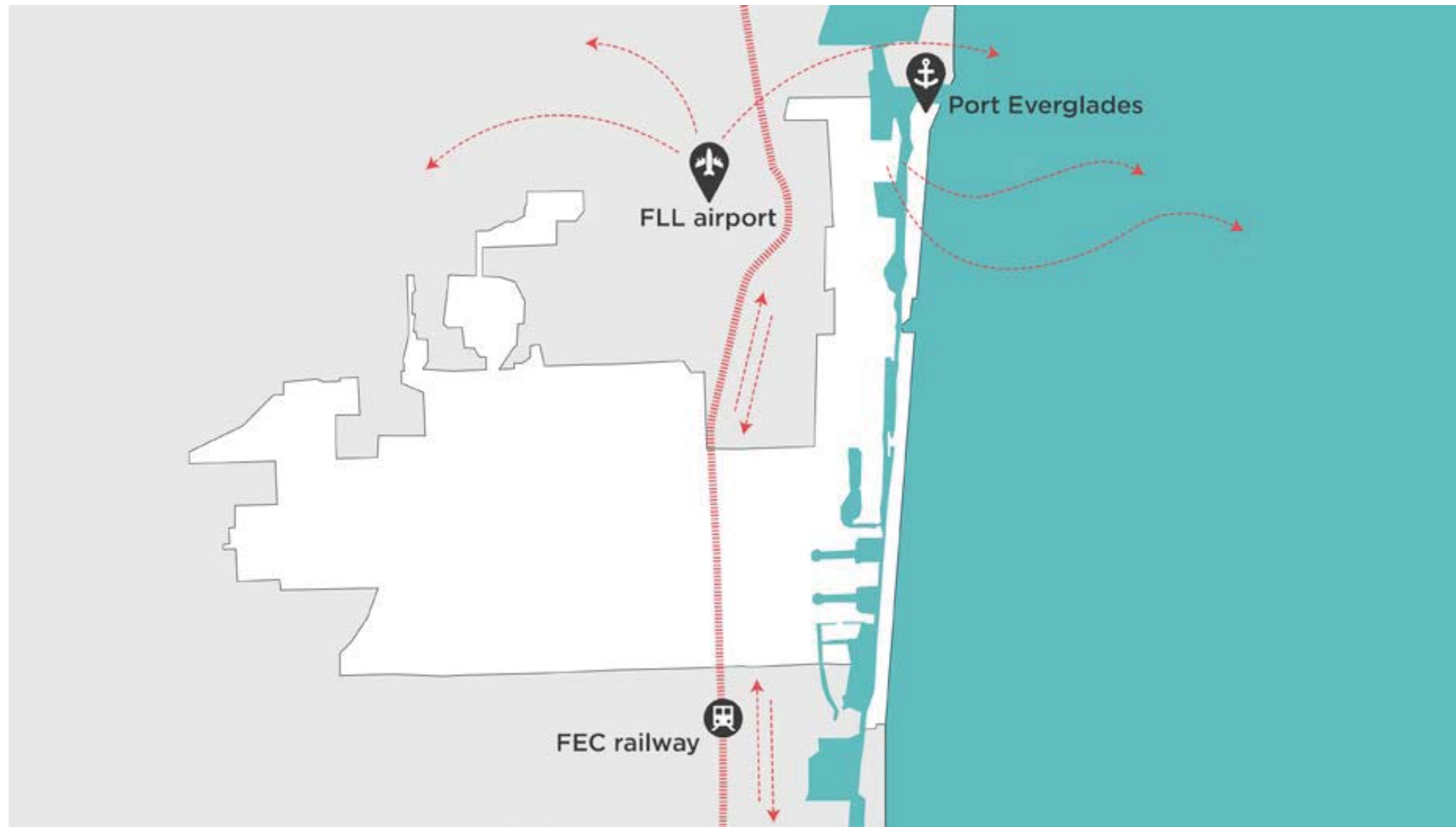
2

WHAT

OUR VISION
HOLLYWOOD



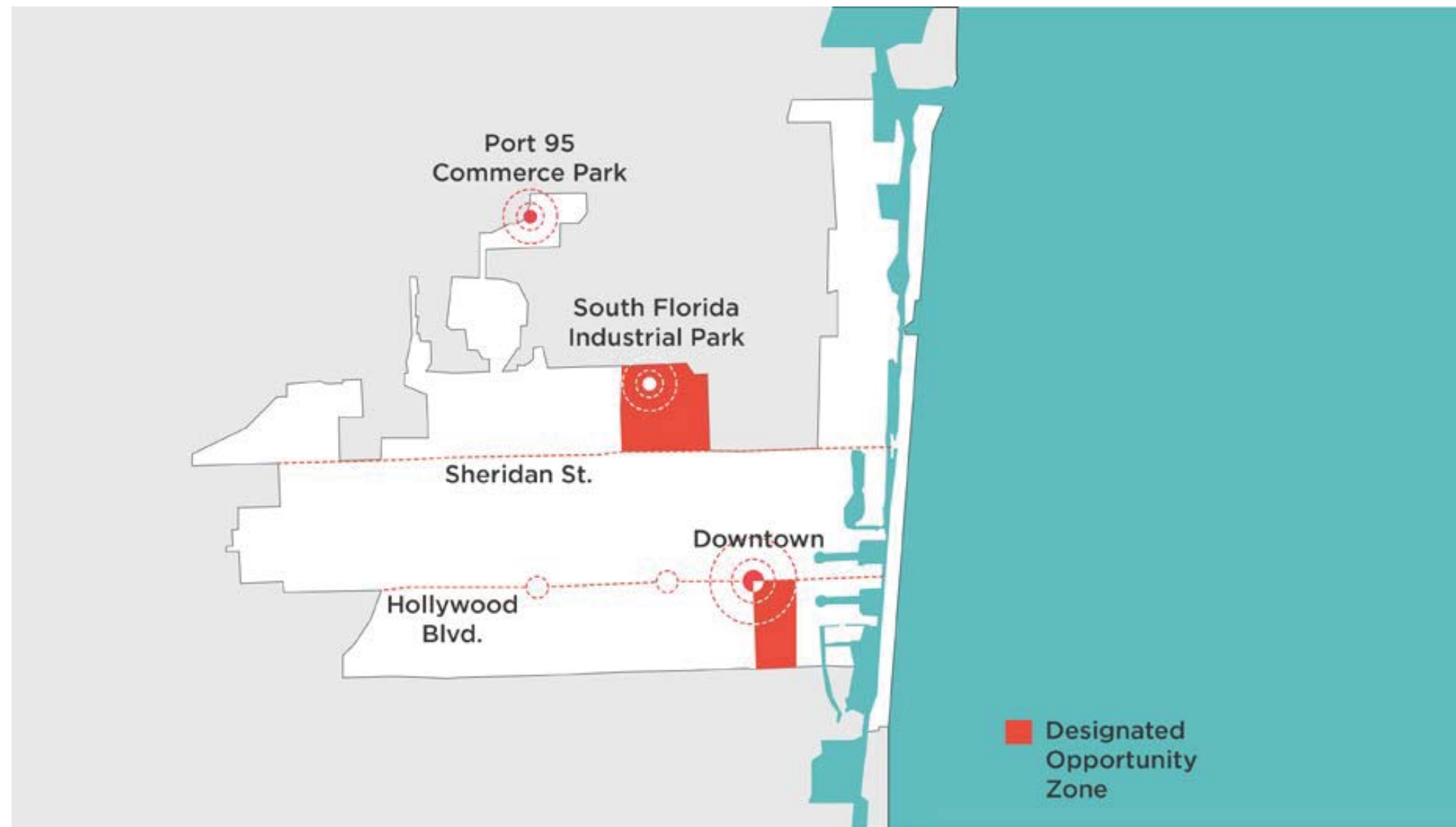
HOLLYWOOD KEY ISSUES: CONNECTIVITY



CONVENIENT LOCATION
ALONG INTERSTATE 95
HIGHWAY (BETWEEN FORT
LAUDERDALE & MIAMI)

DIRECT ACCESS TO
AIRPORT, PORT AND
RAILWAY (FREIGHT &
PASSENGER)
NATIONAL &
INTERNATIONAL
CONNECTIONS

HOLLYWOOD KEY ISSUES: OPPORTUNITIES



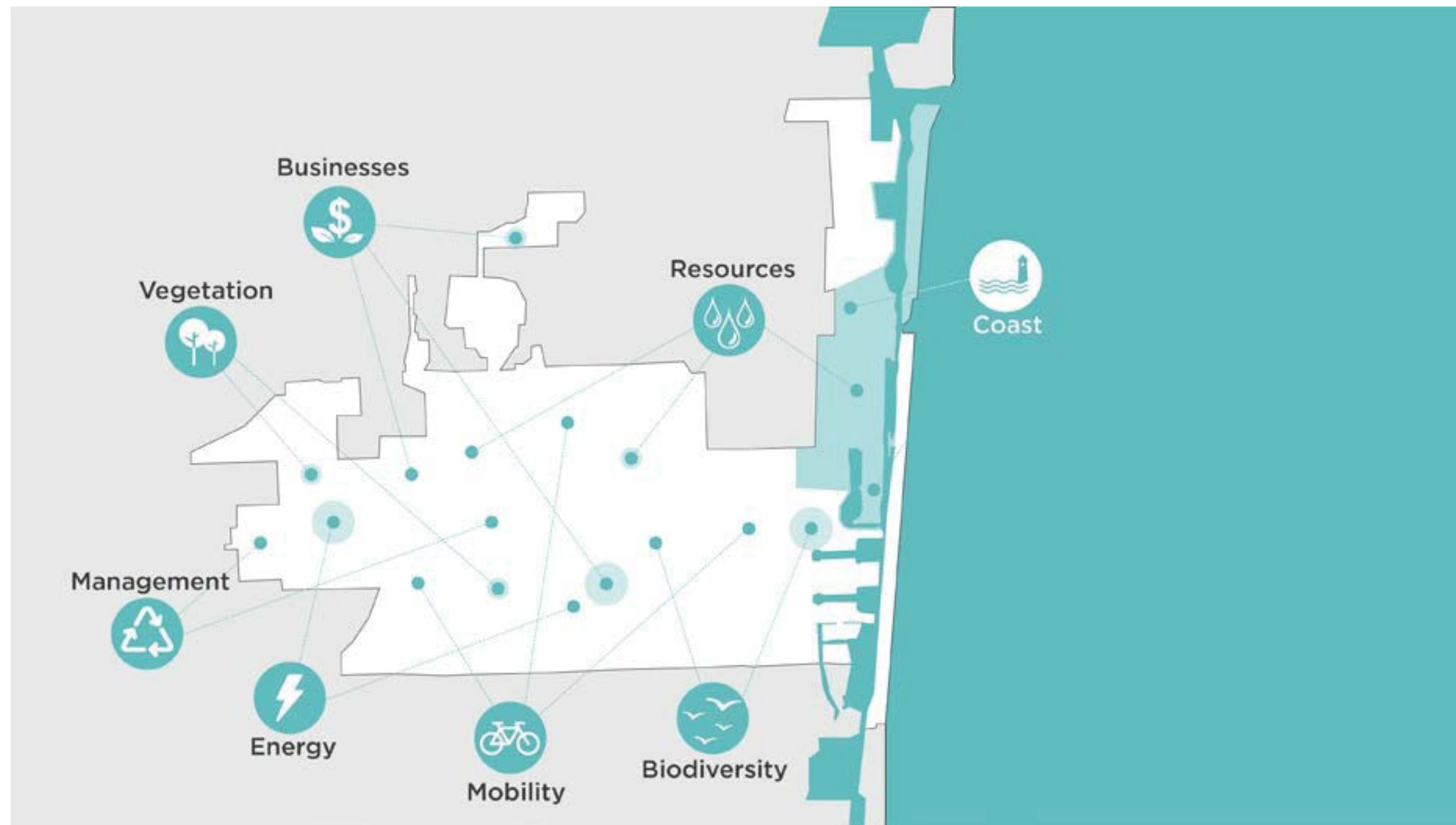
STRATEGIC LOCATION
FOR BUSINESSES

HIGH POTENTIAL FOR
TOURISM & INDUSTRIES
DEVELOPMENT

HIGH QUALITY OF LIFE,
HOSPITALITY HOTSPOT

EXCELLENT HEALTHCARE
& EDUCATION SERVICES

HOLLYWOOD KEY ISSUES: SUSTAINABILITY



AWARD-WINNING
SUSTAINABLE ACTION
PLAN

NATIONAL EXAMPLE IN
PLANNING AND CLIMATE
ACTION

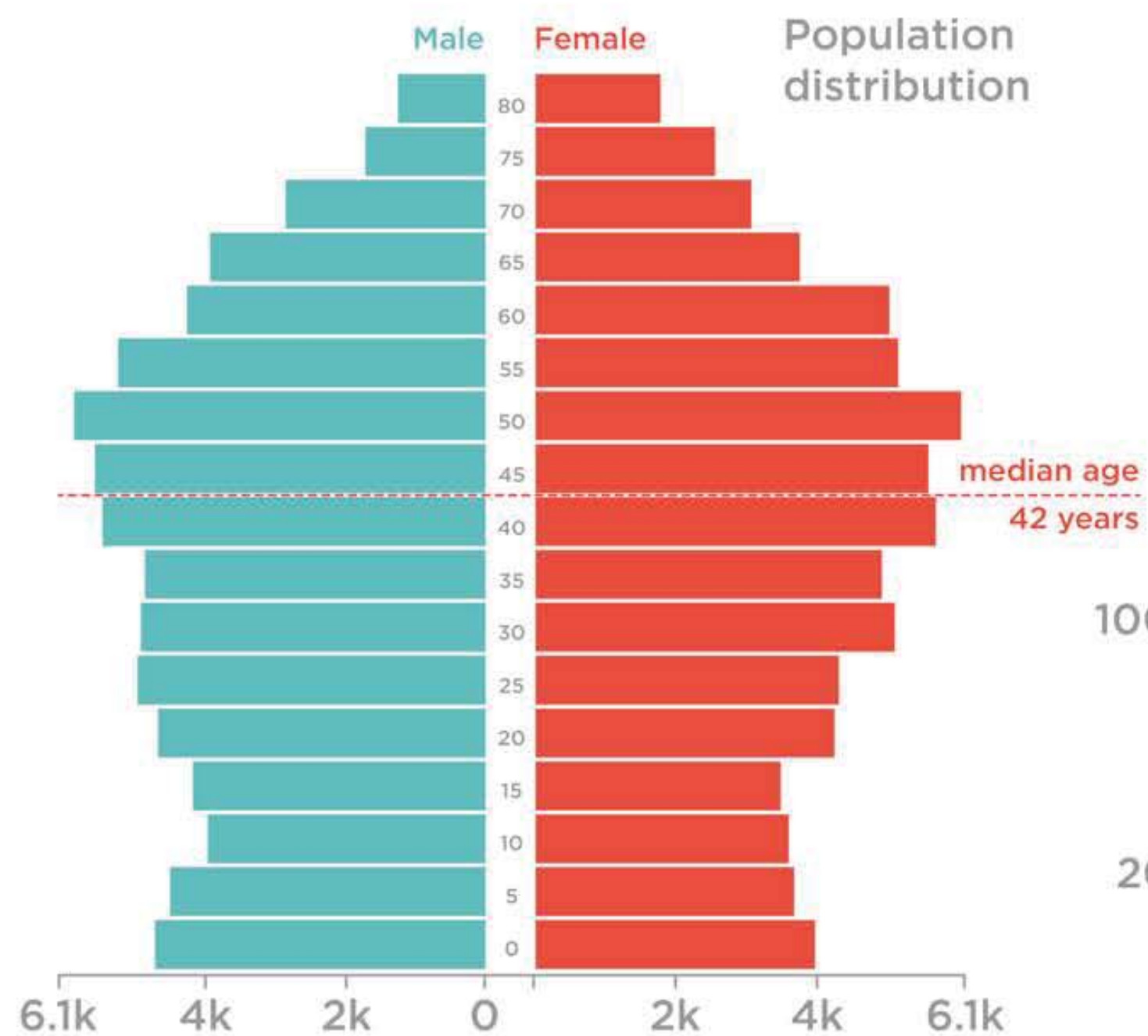
OVERARCHING STRATEGY
(ENCOMPASSING ENERGY,
MOBILITY, WATER,
WASTE, AND URBAN &
MARINE ECOSYSTEMS)

HOLLYWOOD INSIGHTS - CLIMATE

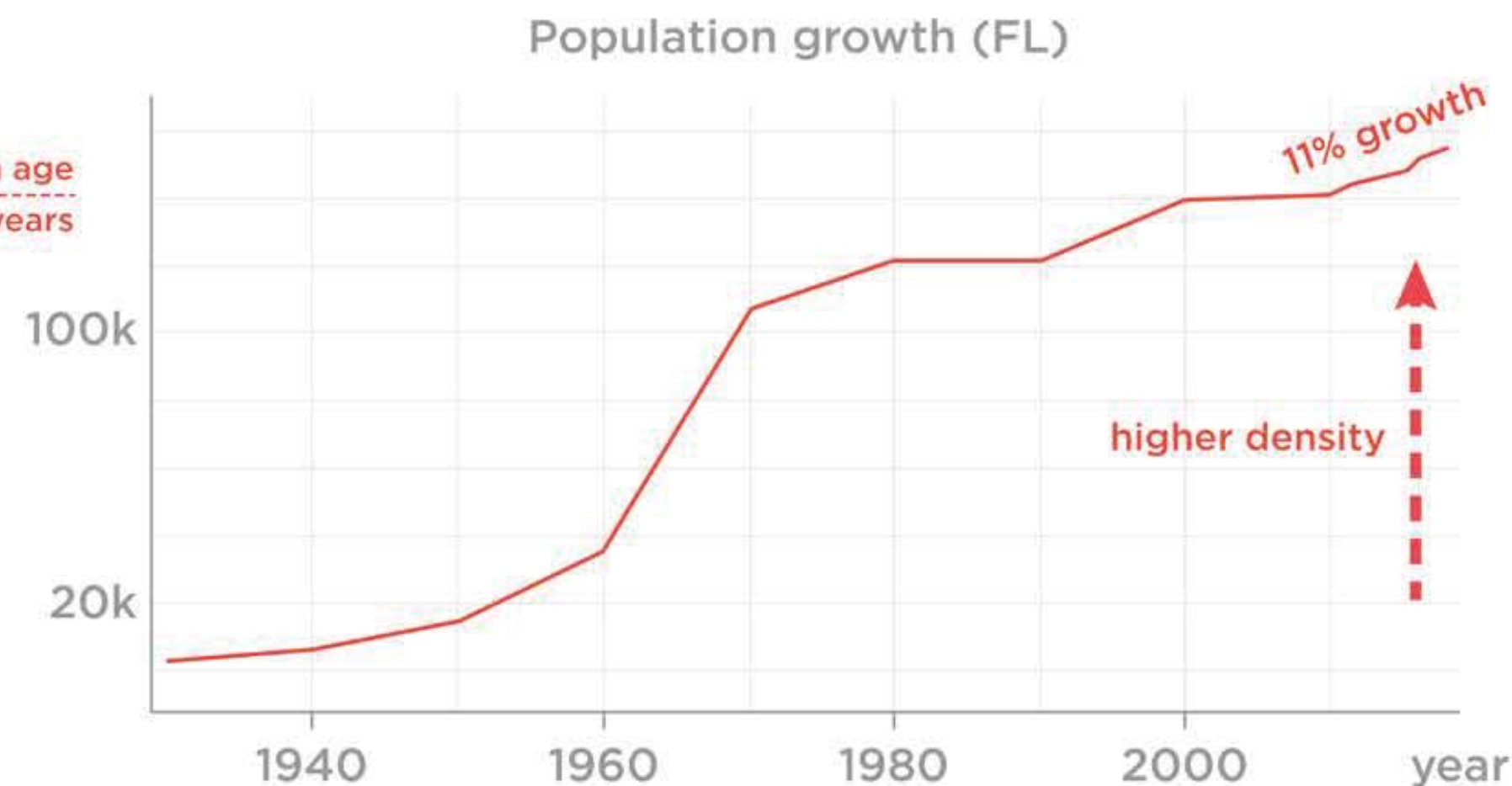


DATA SOURCE: <https://www.bestplaces.net/climate/city/florida/hollywood>

HOLLYWOOD INSIGHTS - POPULATION

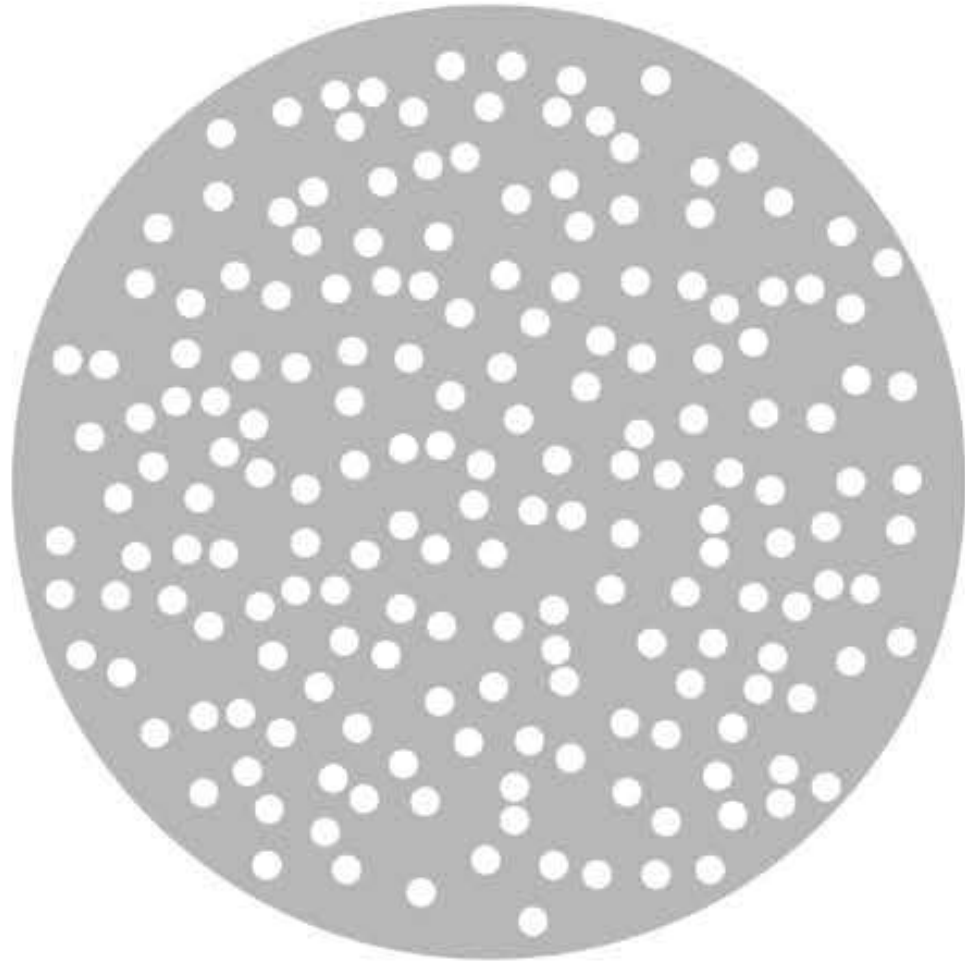


DATA SOURCE: <http://worldpopulationreview.com/us-cities/hollywood-fl-population/>

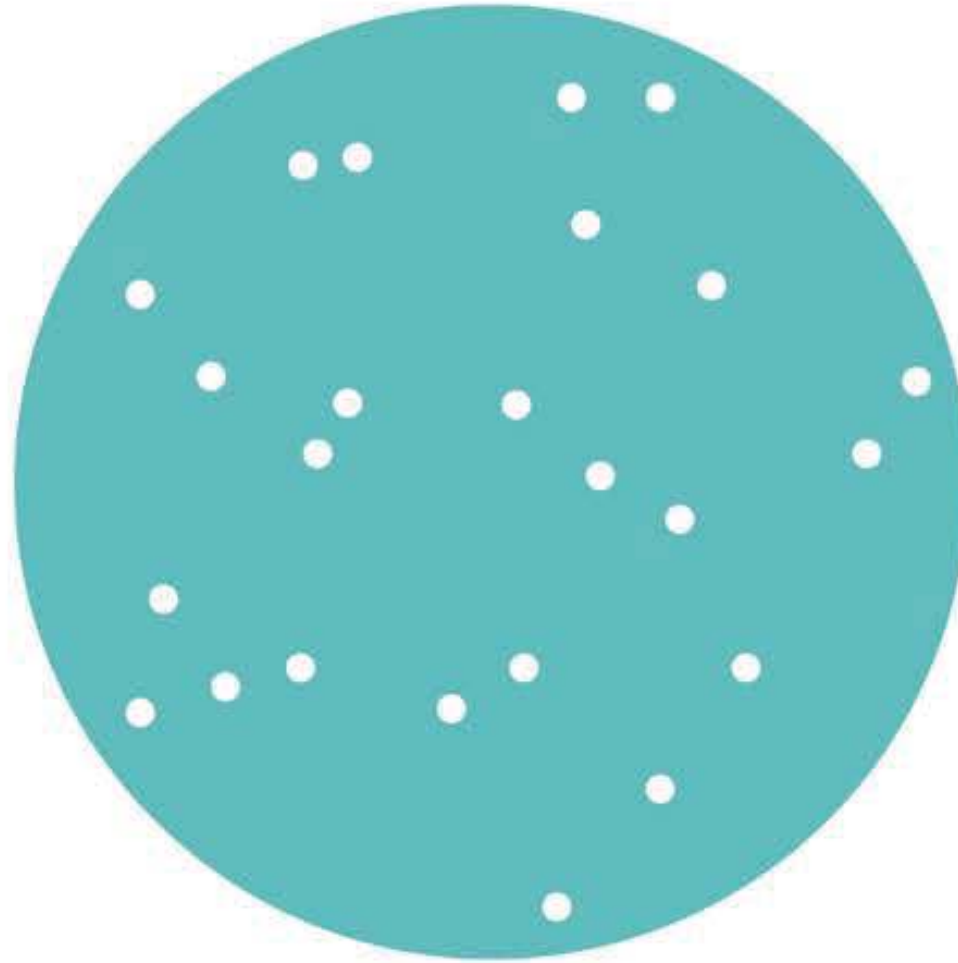


DATA SOURCE: <http://worldpopulationreview.com/us-cities/hollywood-fl-population/>

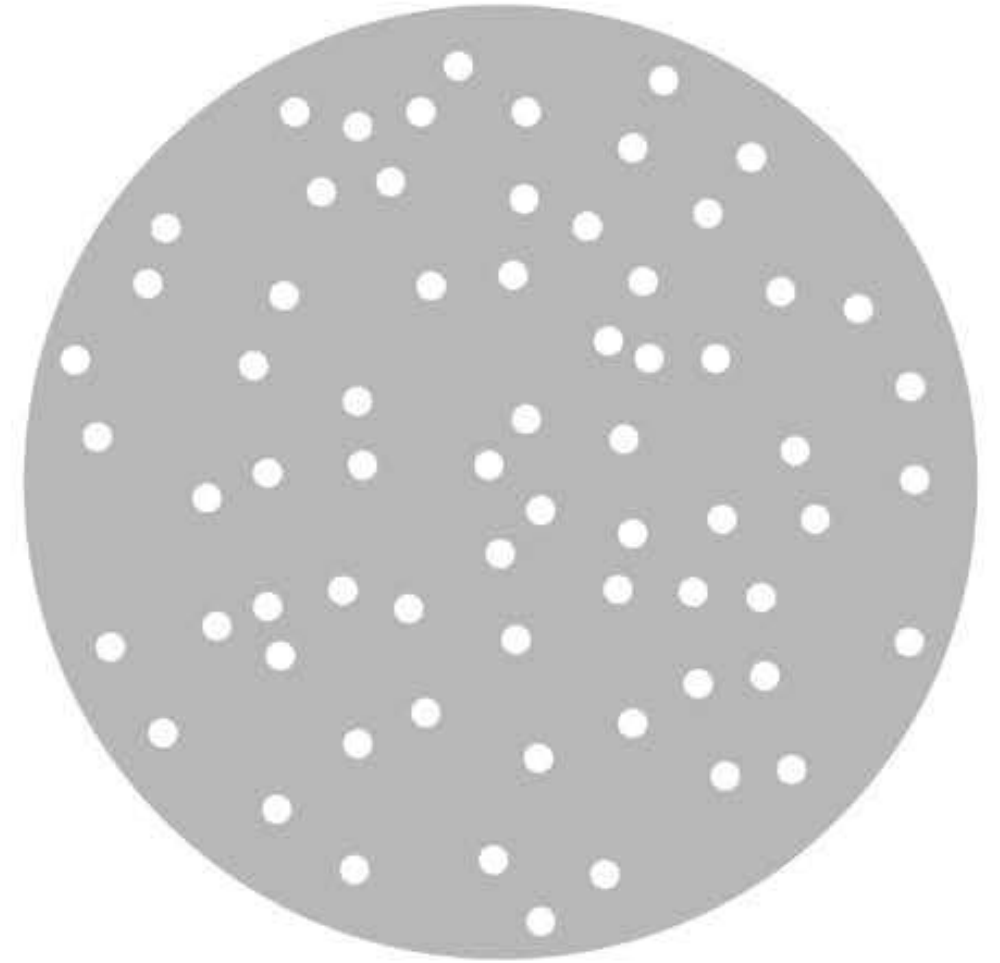
HOLLYWOOD INSIGHTS - DENSITY



New York City, NY
28,211 people/sqm



Hollywood, FL
5,553 people/sqm

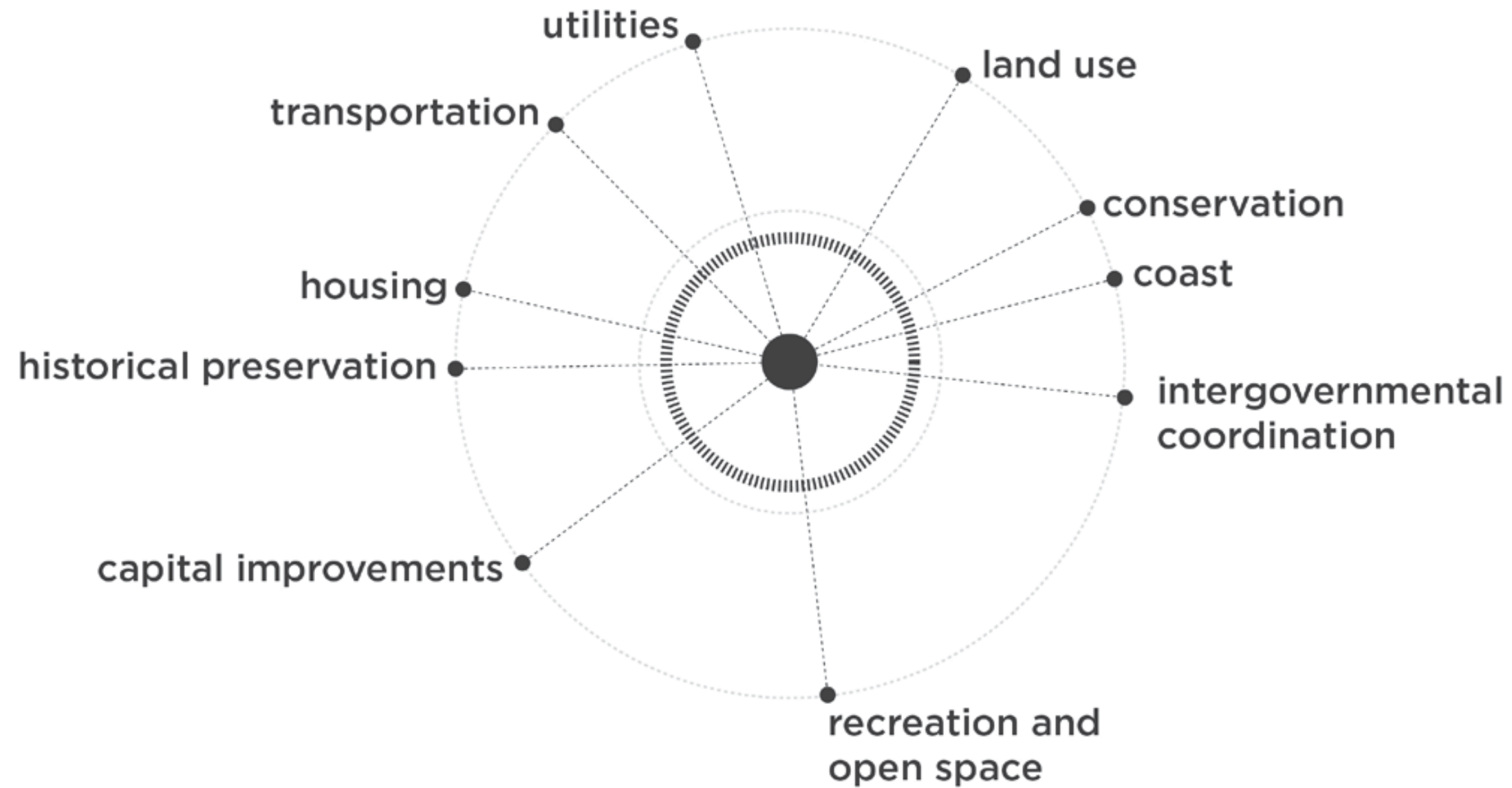


Miami, FL
12,645 people/sqm

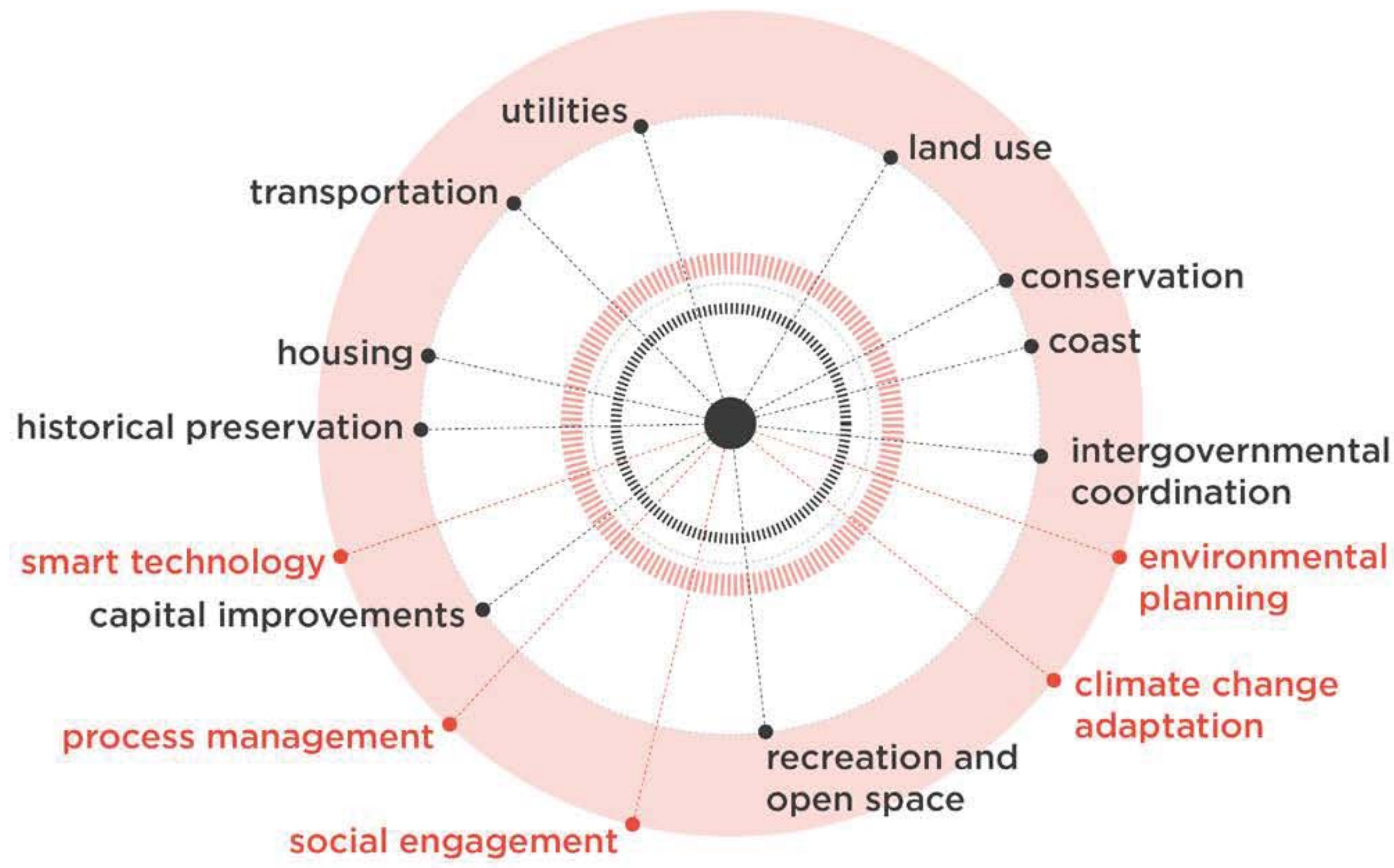
National average (USA): 87 people/sqm

URBAN PLANNING LAYERS

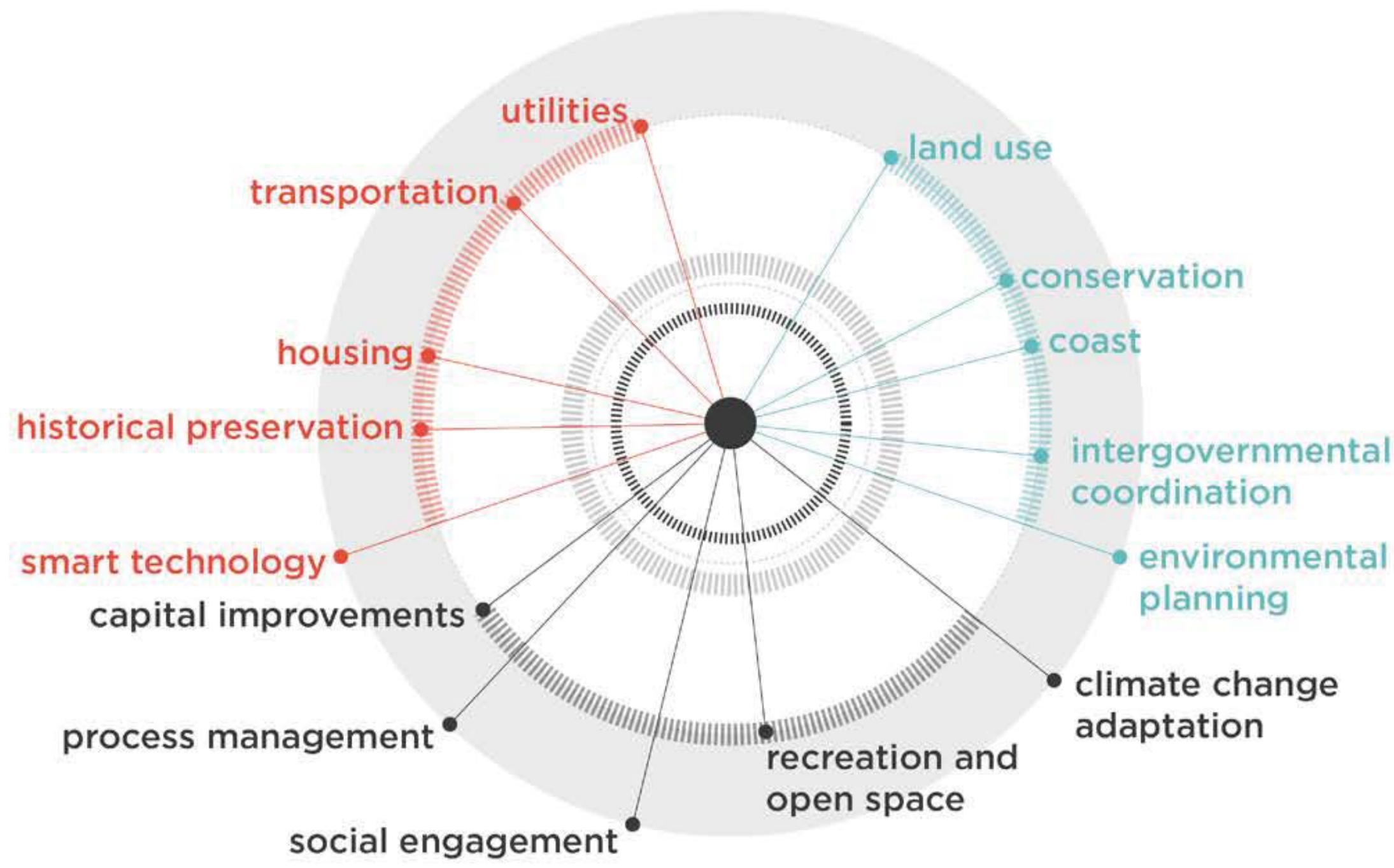
(FROM 2008 COMPREHENSIVE PLAN)



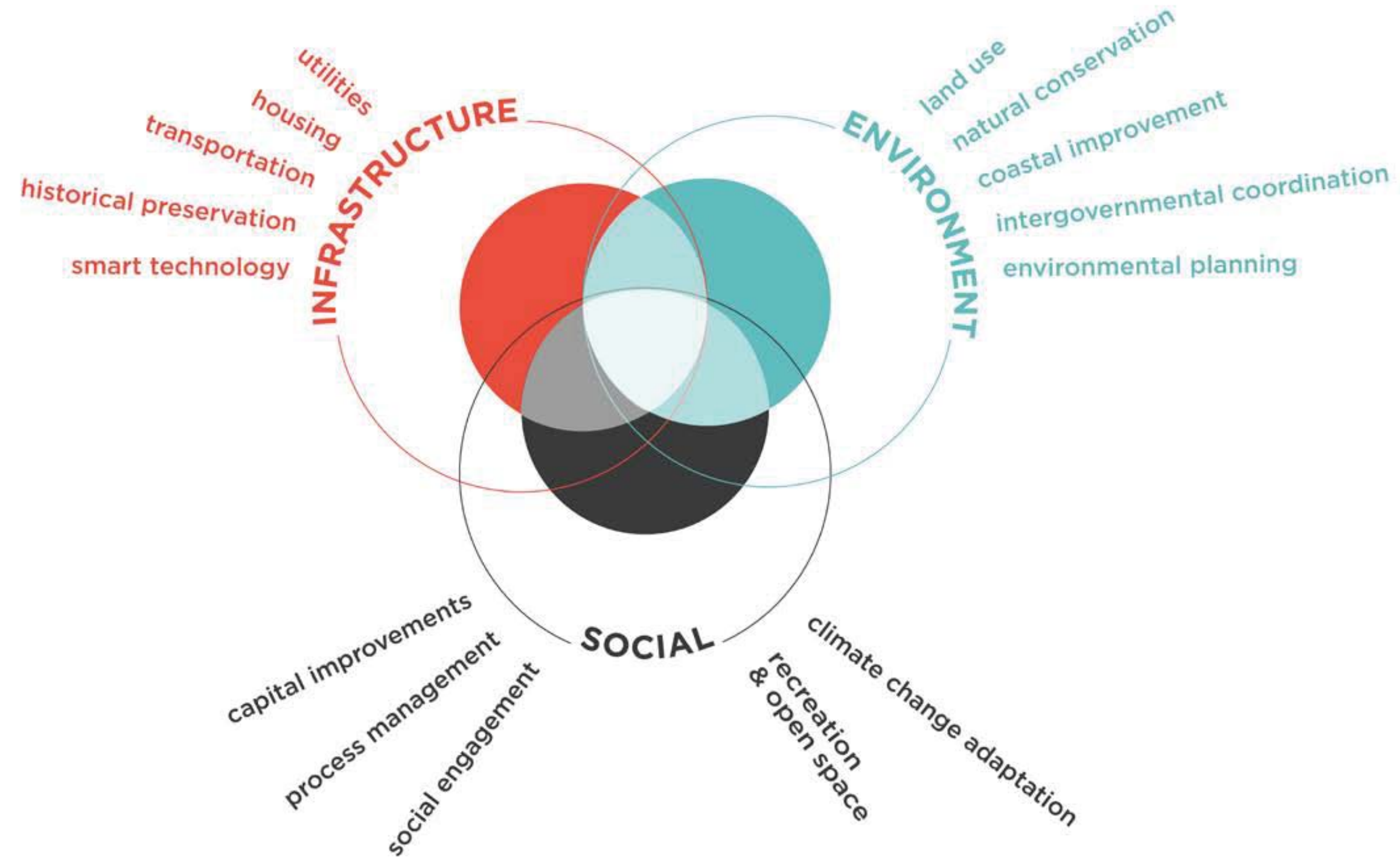
ADDITIONAL PROPOSED LAYERS




ADDITIONAL PROPOSED LAYERS



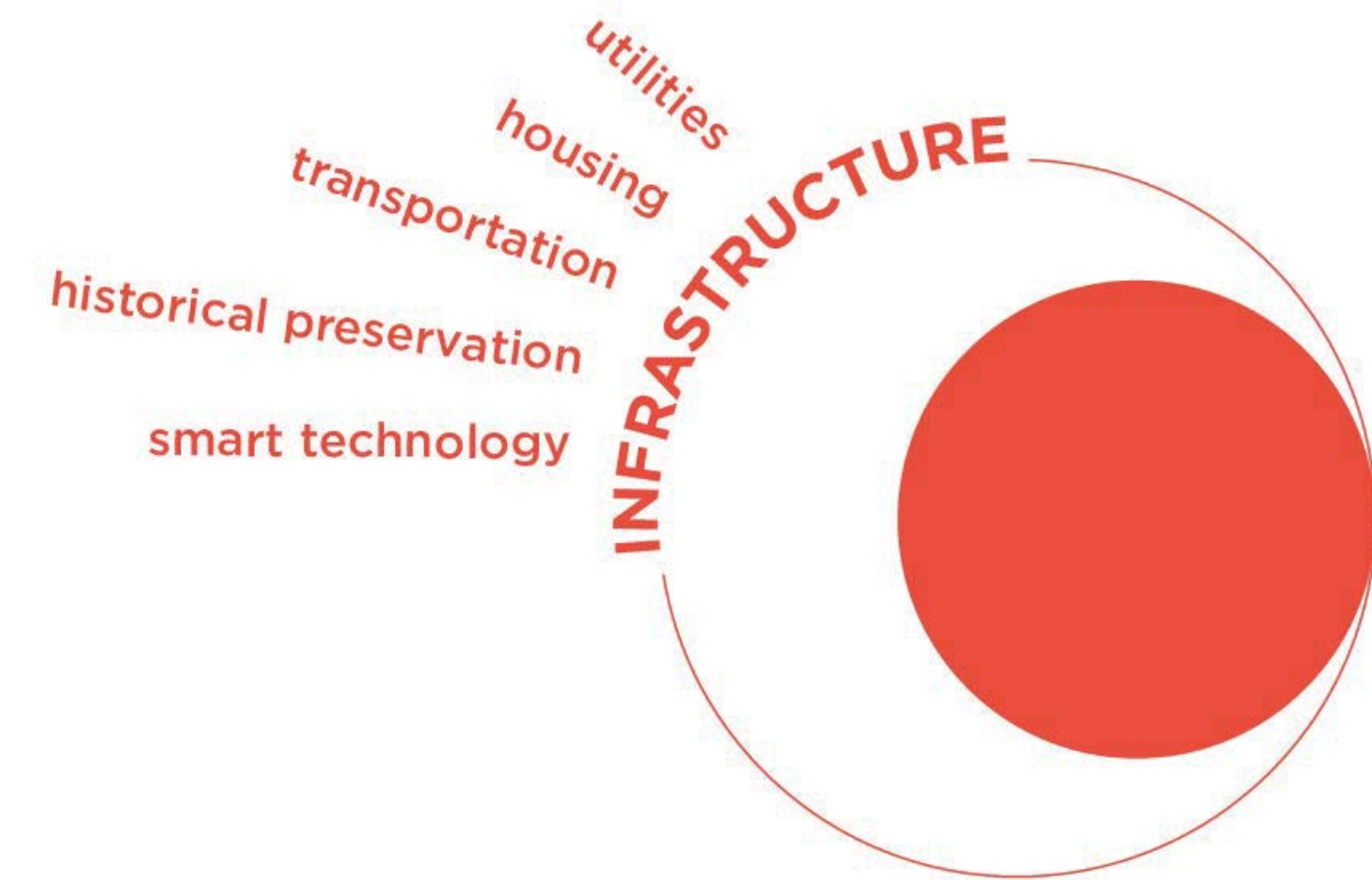
ADDITIONAL PROPOSED LAYERS



An aerial photograph of a coastal city, likely Miami, with a strong red color overlay. The image shows a dense urban area with numerous high-rise buildings, a large body of water (the ocean) on the left, and a canal or river winding through the city. The text is overlaid in the center in a white, bold, sans-serif font.

HOW CAN WE ADAPT URBAN
INFRASTRUCTURES
TO THE NEW CHALLENGES CITIES
WILL FACE?

INFRASTRUCTURE OVERALL STRATEGIES



CLOSING THE **RESOURCES CYCLES**
TOWARD SUSTAINABILITY

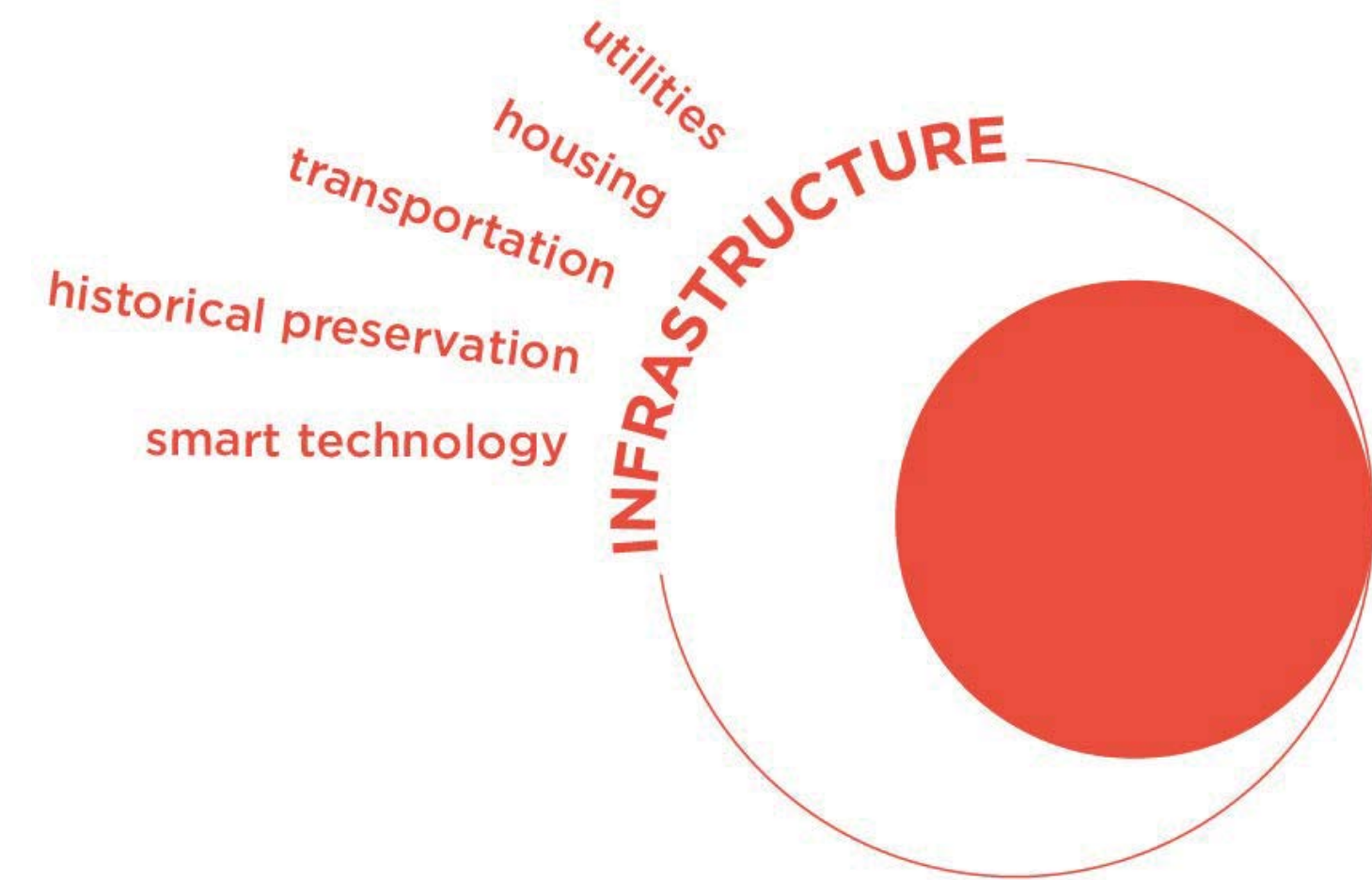
UPDATING **HOUSING MODELS** TO
ADDRESS NEW NEEDS and INCREASING
DENSITY

ADAPTING **STREETS** AND DYNAMICS TO
NEW MOBILITY MODELS

MAKING **HISTORICAL HERITAGE** THE
BEATING SOUL OF THE COMMUNITY

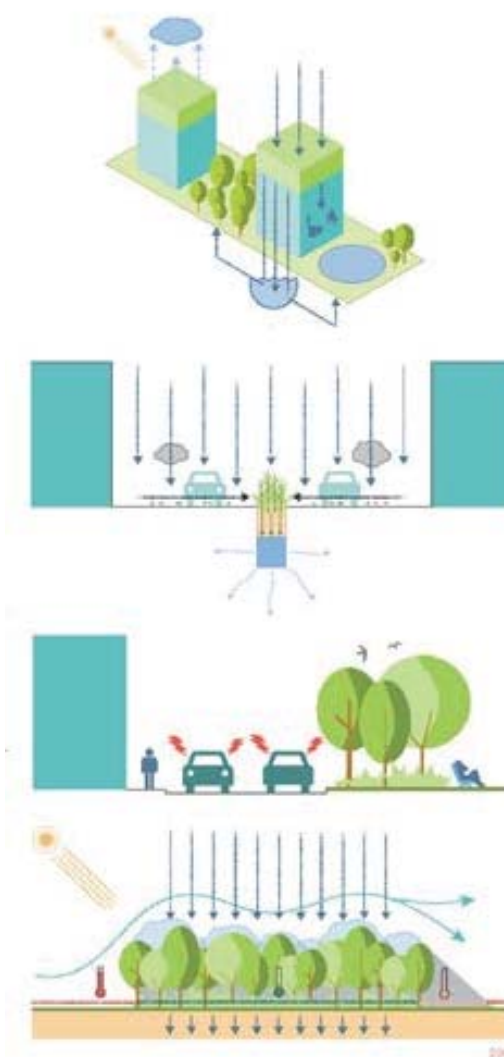
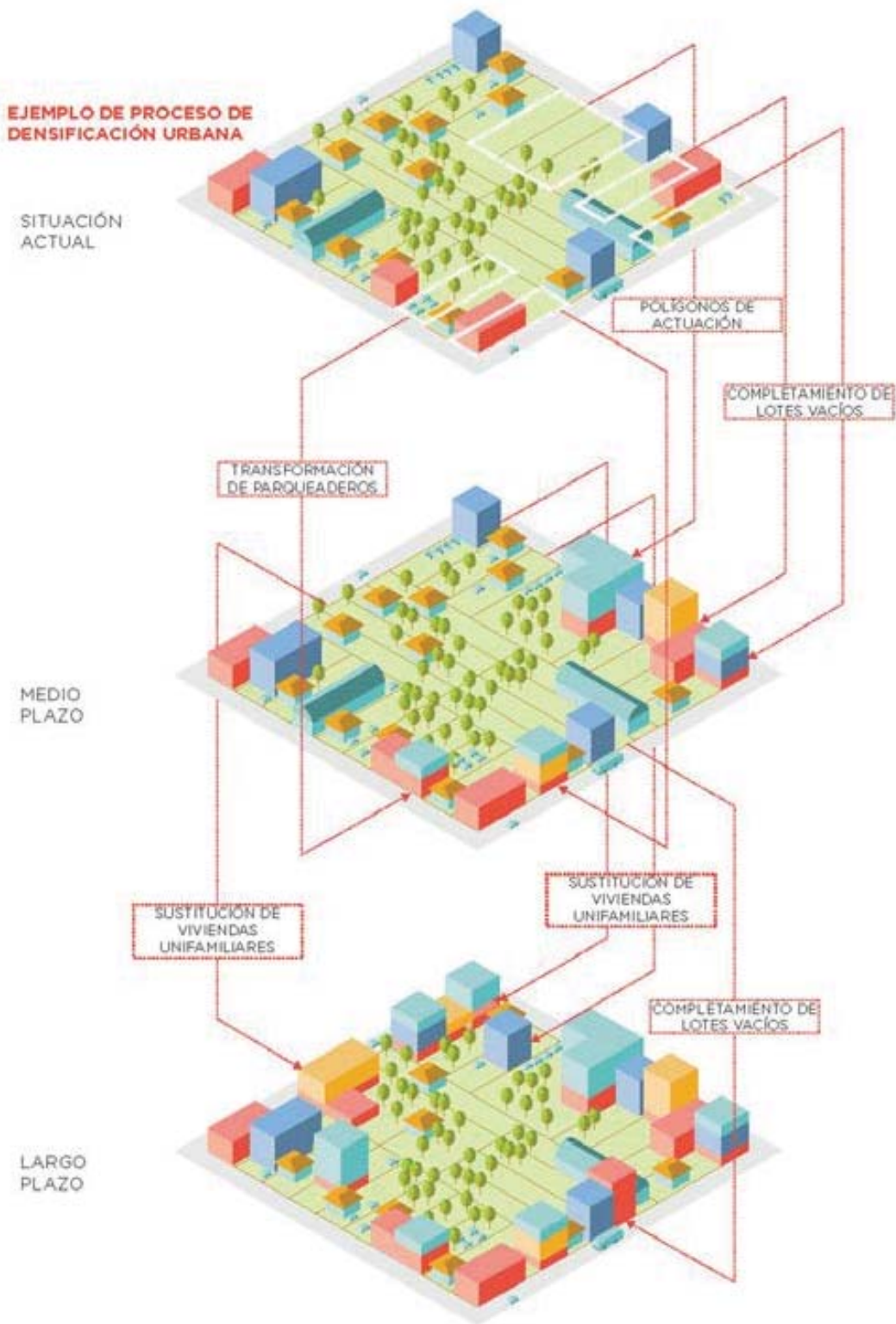
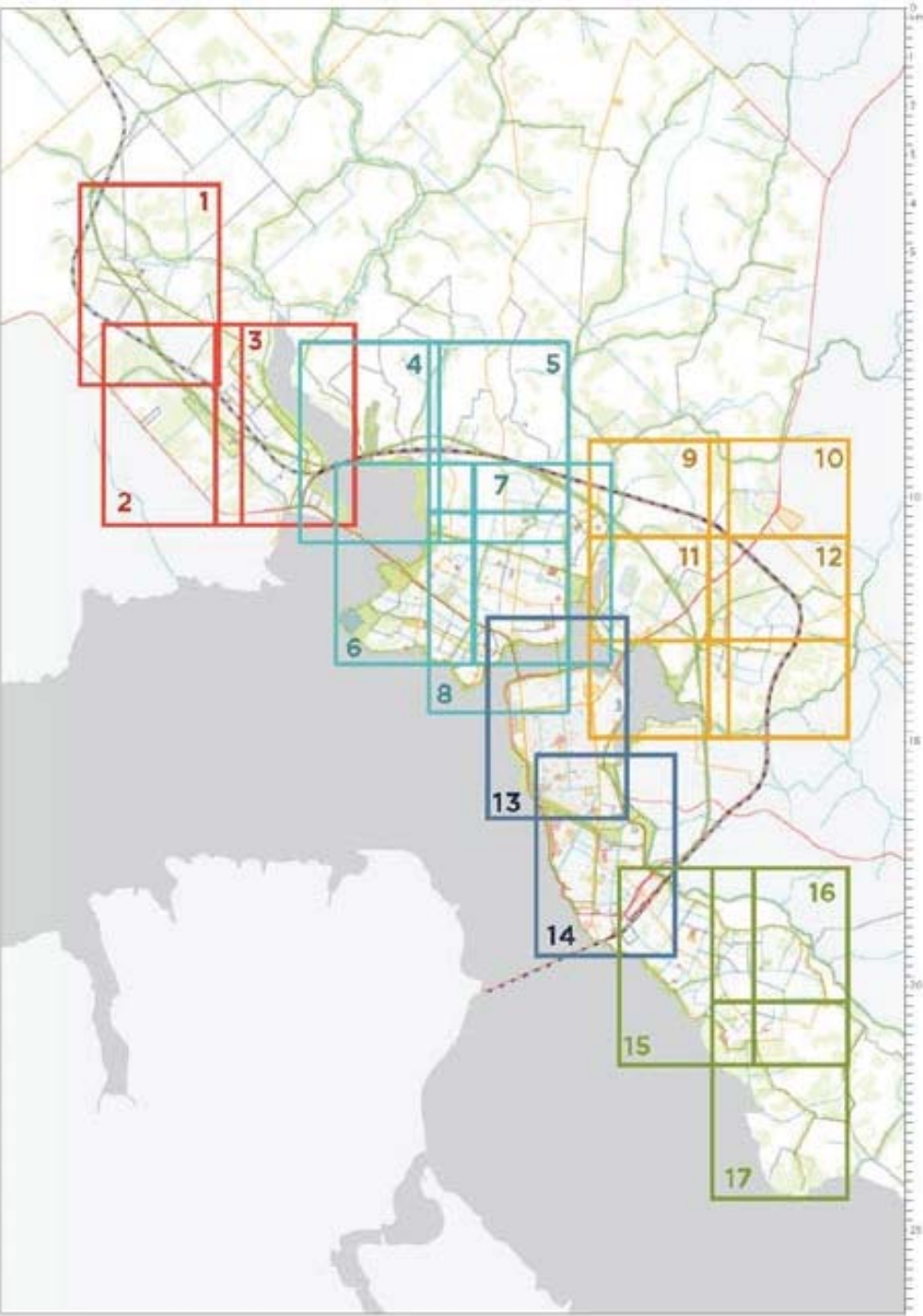
INTERACTING WITH PHYSICAL SPACE
THROUGH TECHNOLOGY

INFRASTRUCTURE OVERALL STRATEGIES



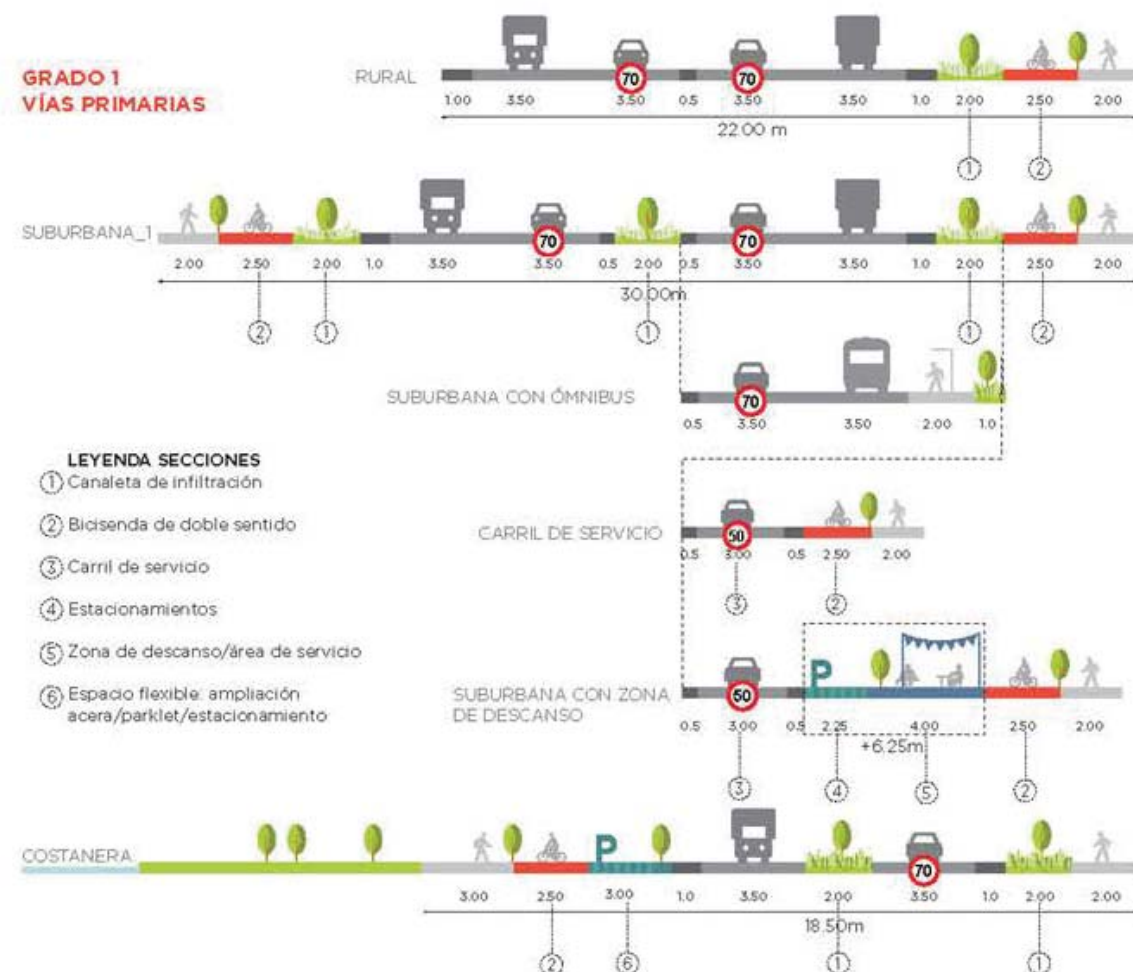
INFRASTRUCTURE OVERALL STRATEGIES

DENSITY

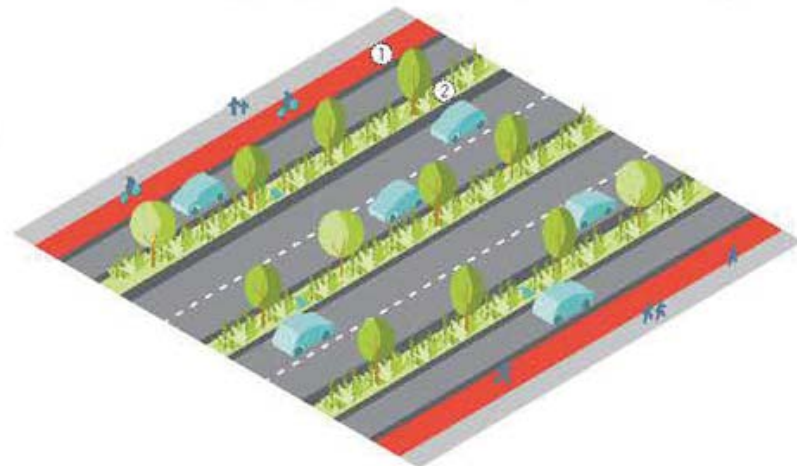


INFRASTRUCTURE OVERALL STRATEGIES

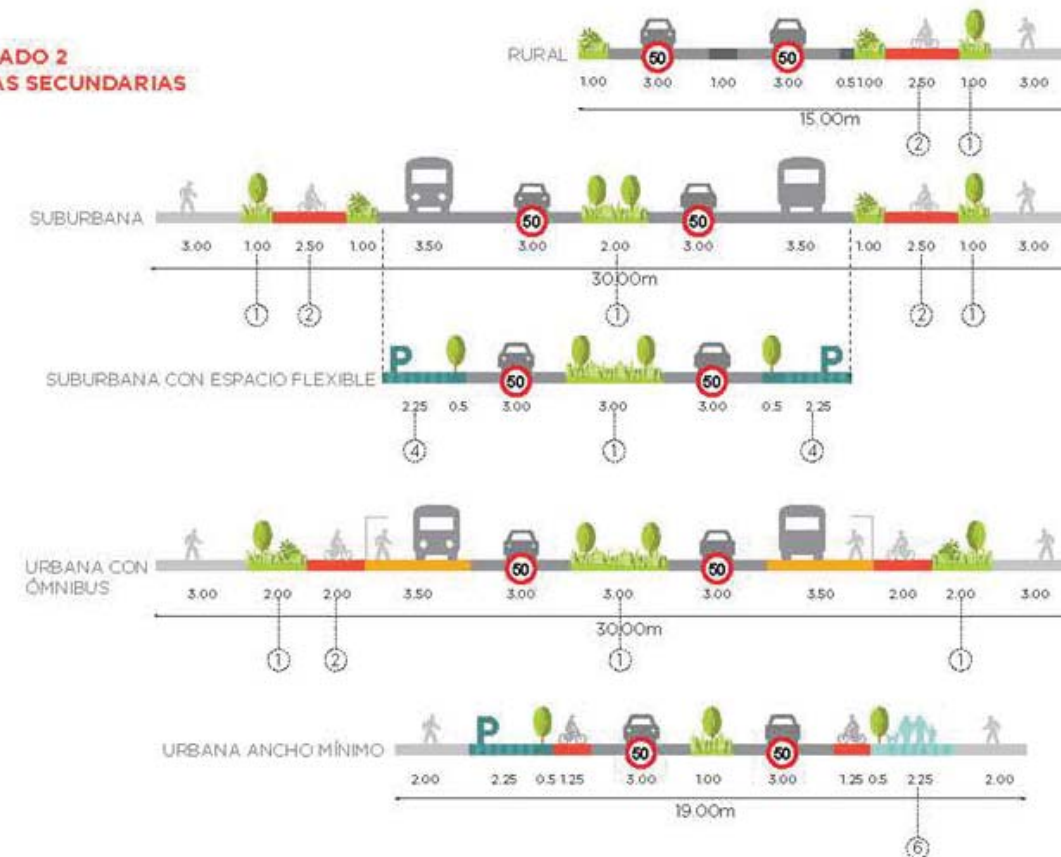
STREET SECTIONS



- ① **BICISENDA** a nivel de calzada, señalizada, sin delimitaciones físicas
- ② **JARDÍN DE LLUVIA** con plantas nativas para reducir la cantidad de agua de lluvia que ingresa a las redes de evacuación de aguas residuales



GRADO 2
VÍAS SECUNDARIAS

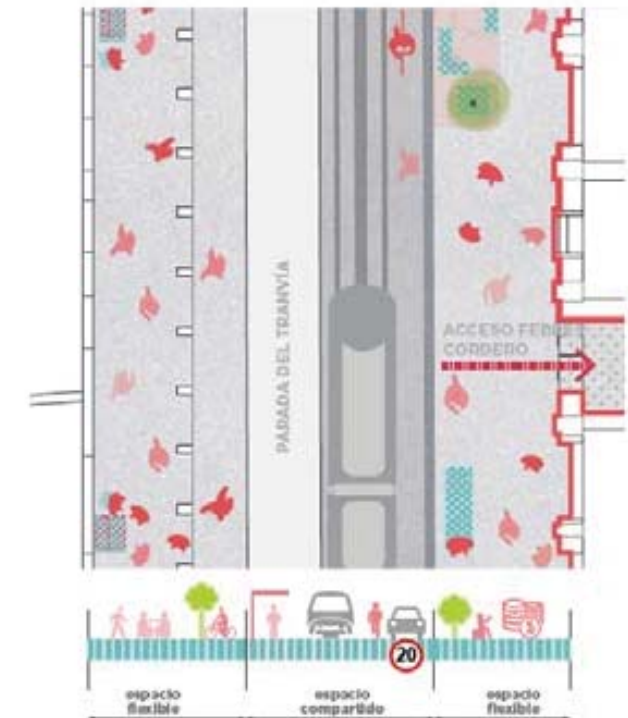
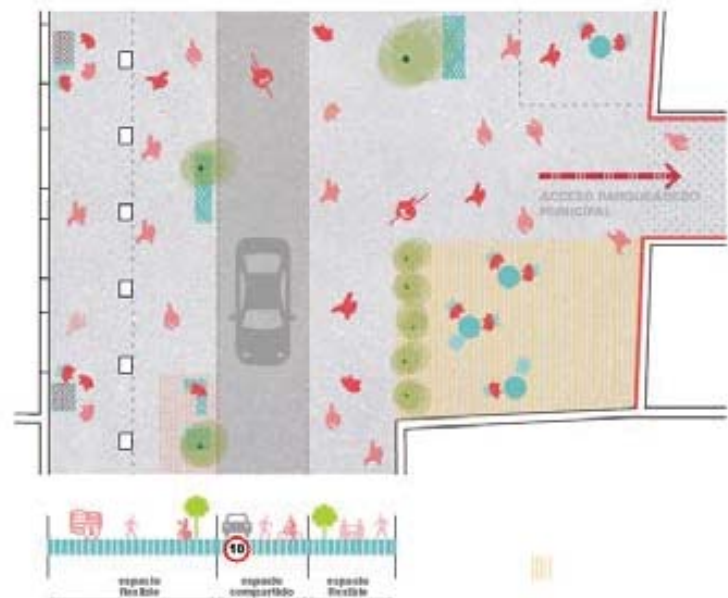
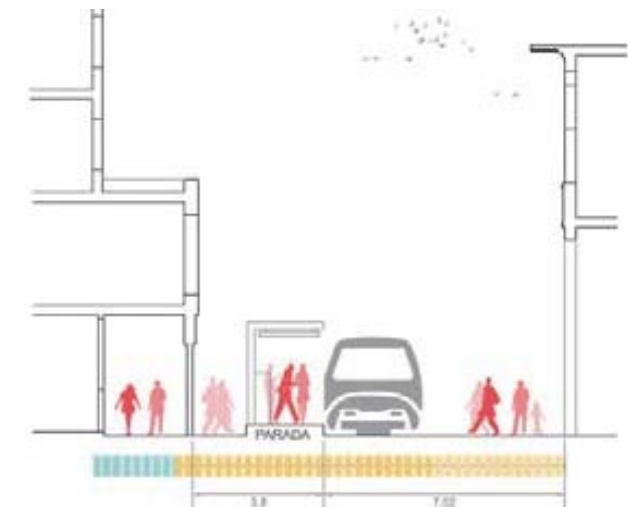
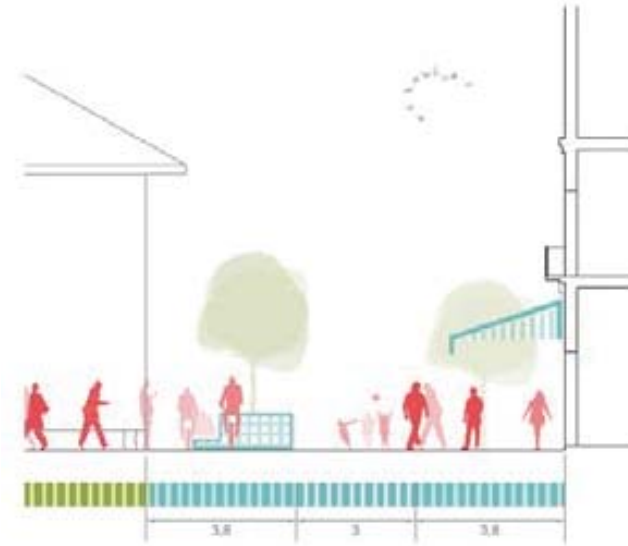


- ① **PARKLET** zona pública de descanso, comercio, estacionamiento bici, etc.
- ② **BICISENDA** a nivel de calzada, señalizada, sin delimitaciones físicas
- ③ **CANALETA DE INFILTRACIÓN** para reducir la cantidad de agua de lluvia que ingresa a las redes de evacuación de aguas residuales
- ④ **JARDÍN DE LLUVIA** con plantas nativas para recolectar el agua de lluvia desde las superficies impermeables
- ⑤ **ESTACIONAMIENTOS** con pavimento permeable



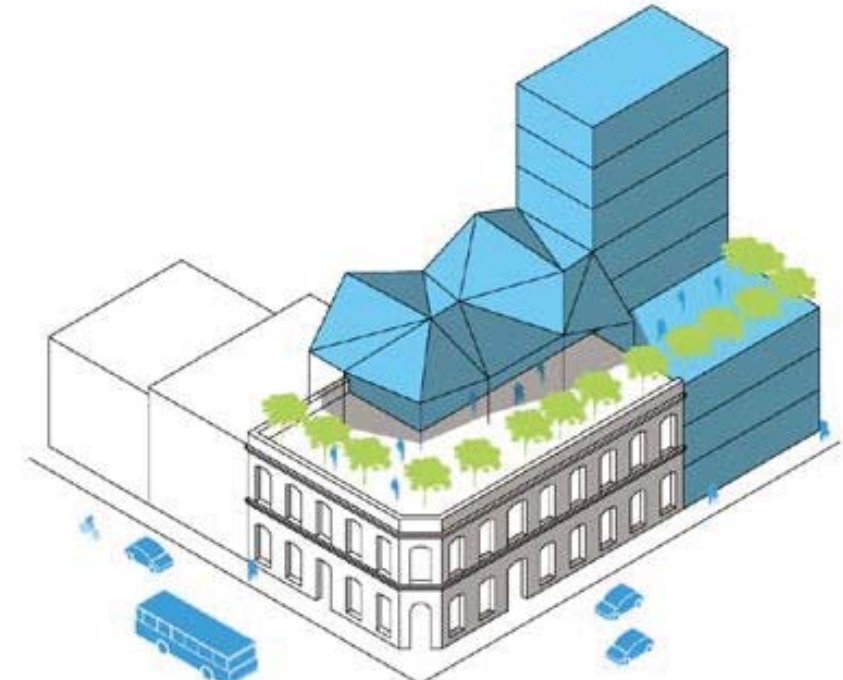
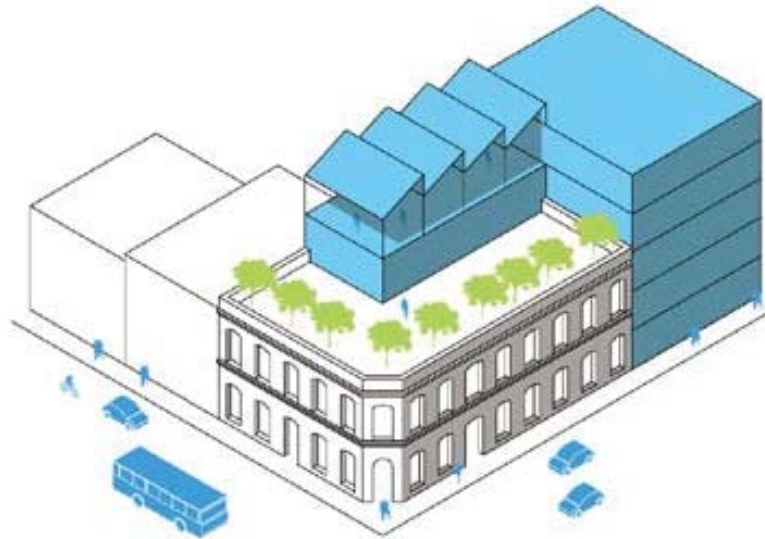
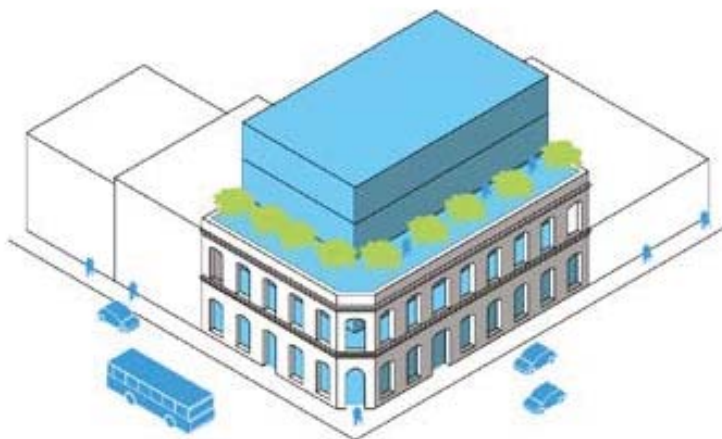
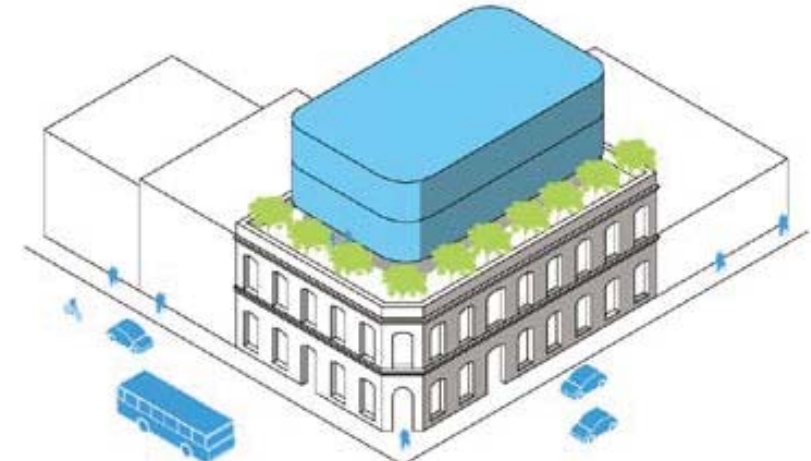
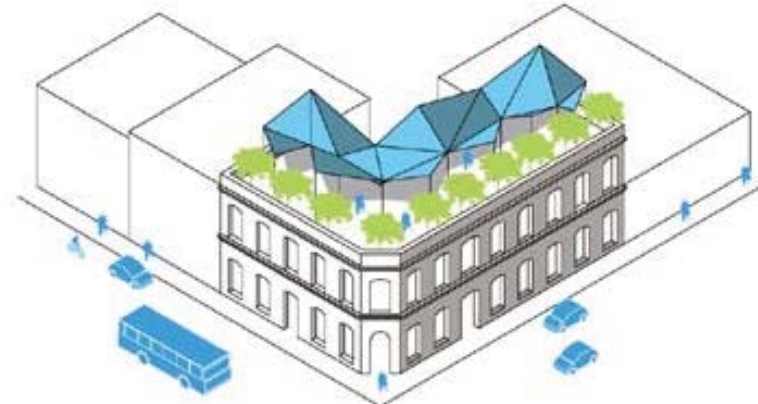
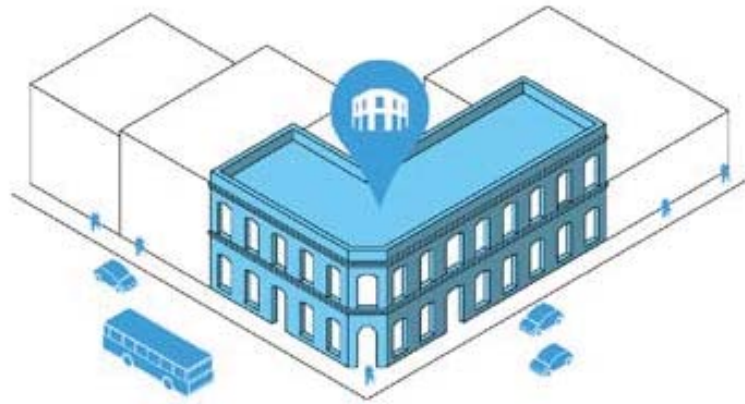
INFRASTRUCTURE OVERALL STRATEGIES

STREET SECTIONS



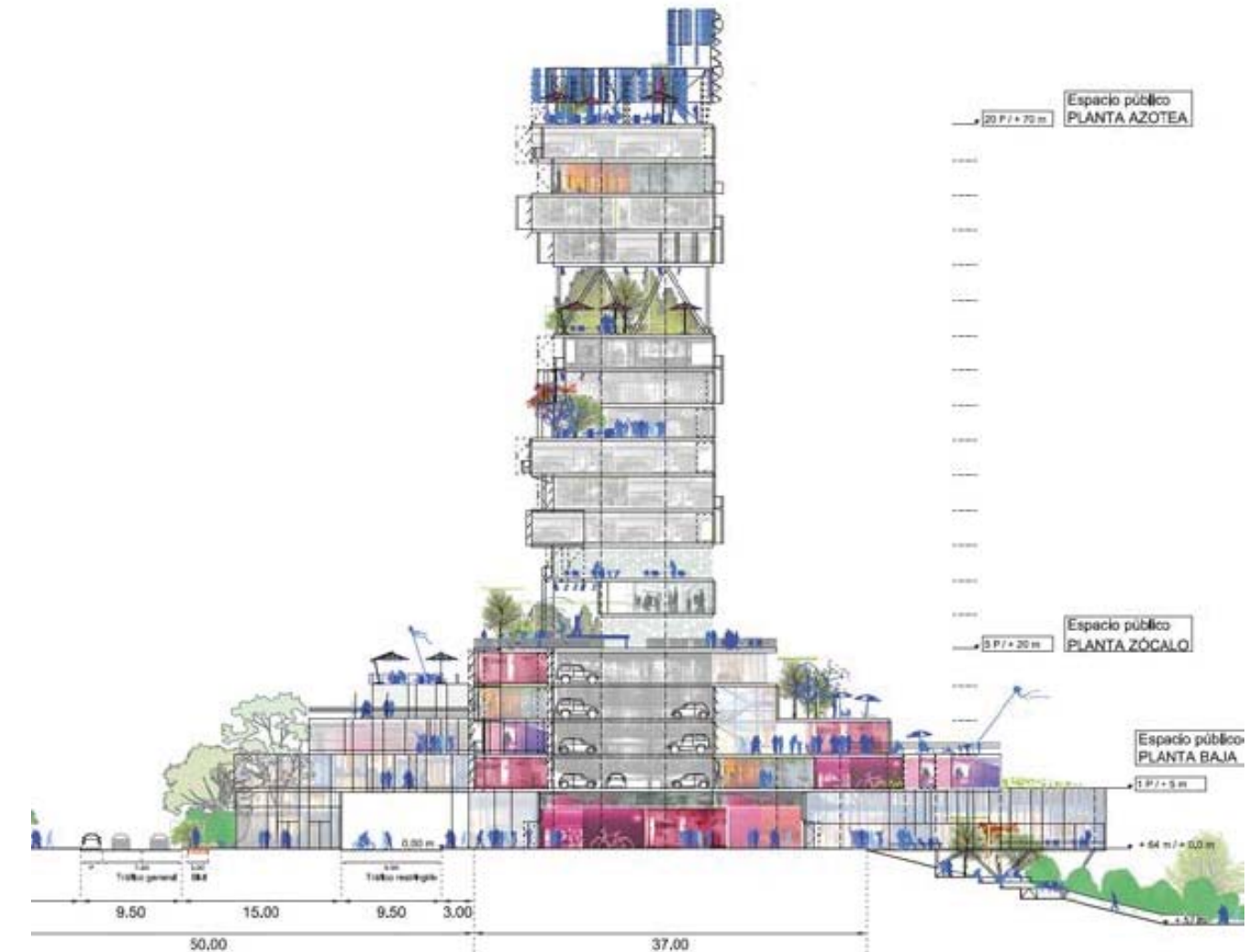
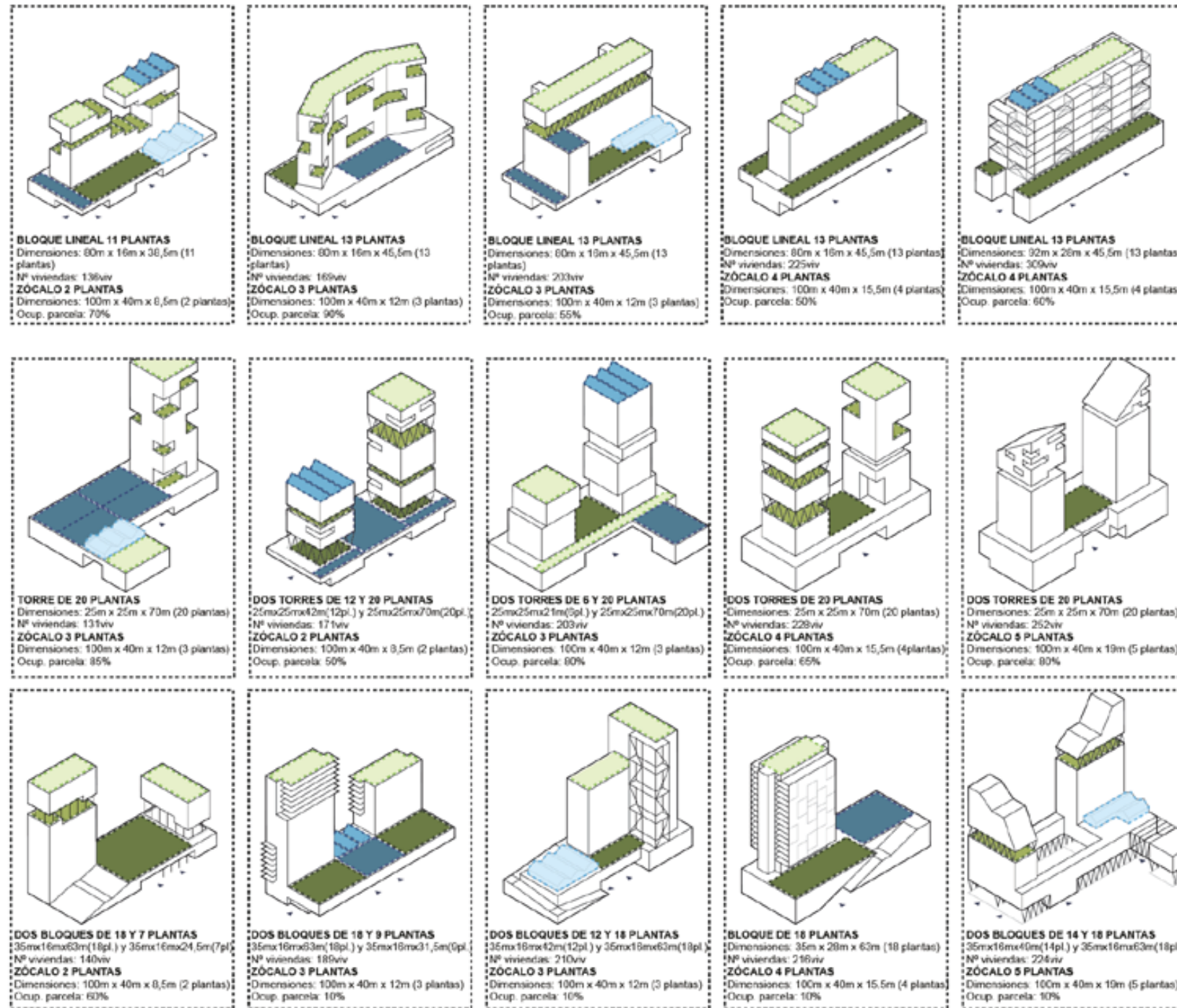
INFRASTRUCTURE OVERALL STRATEGIES

DENSIFICATION STRATEGIES / VOLUMETRIC STUDIES



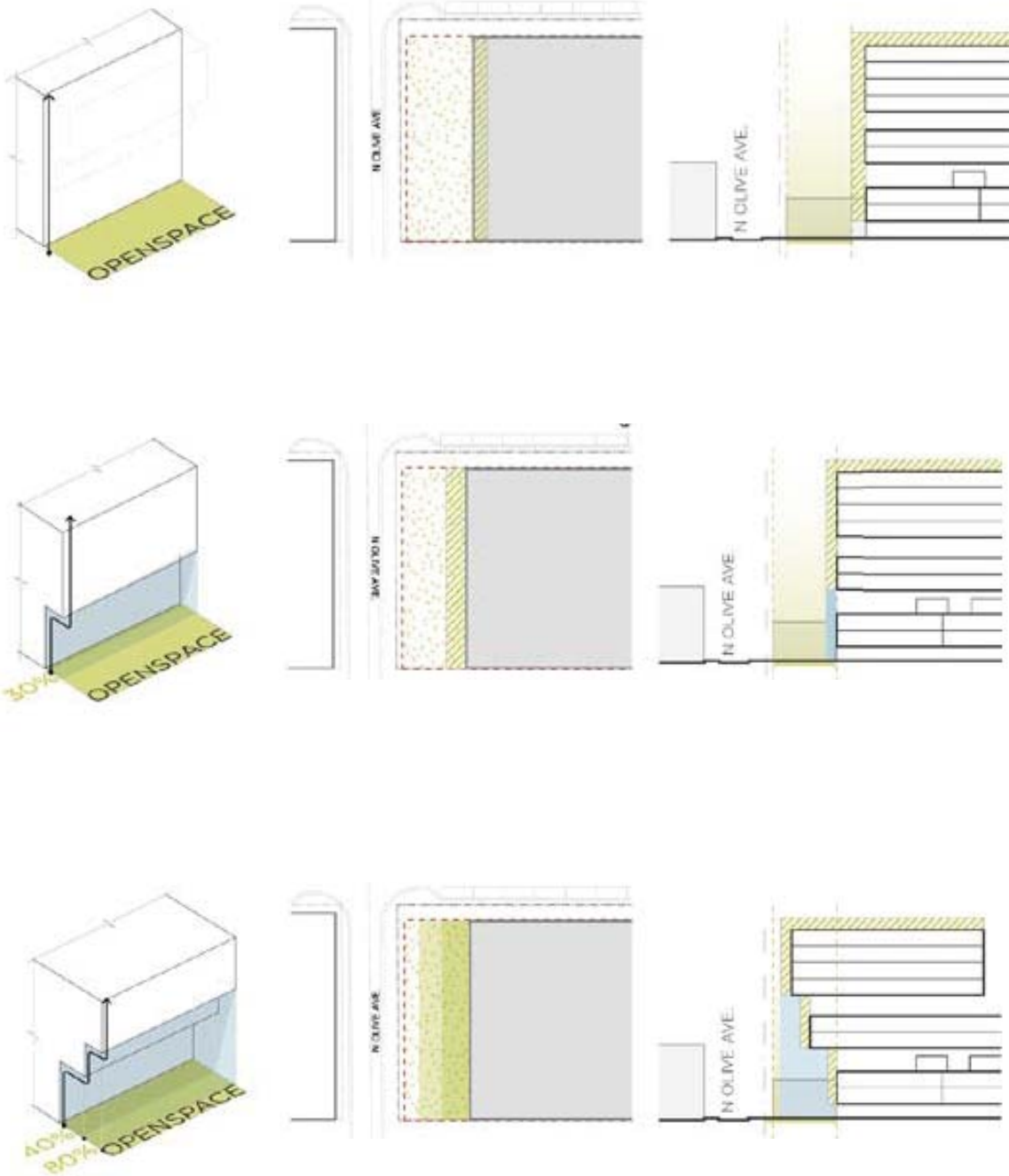
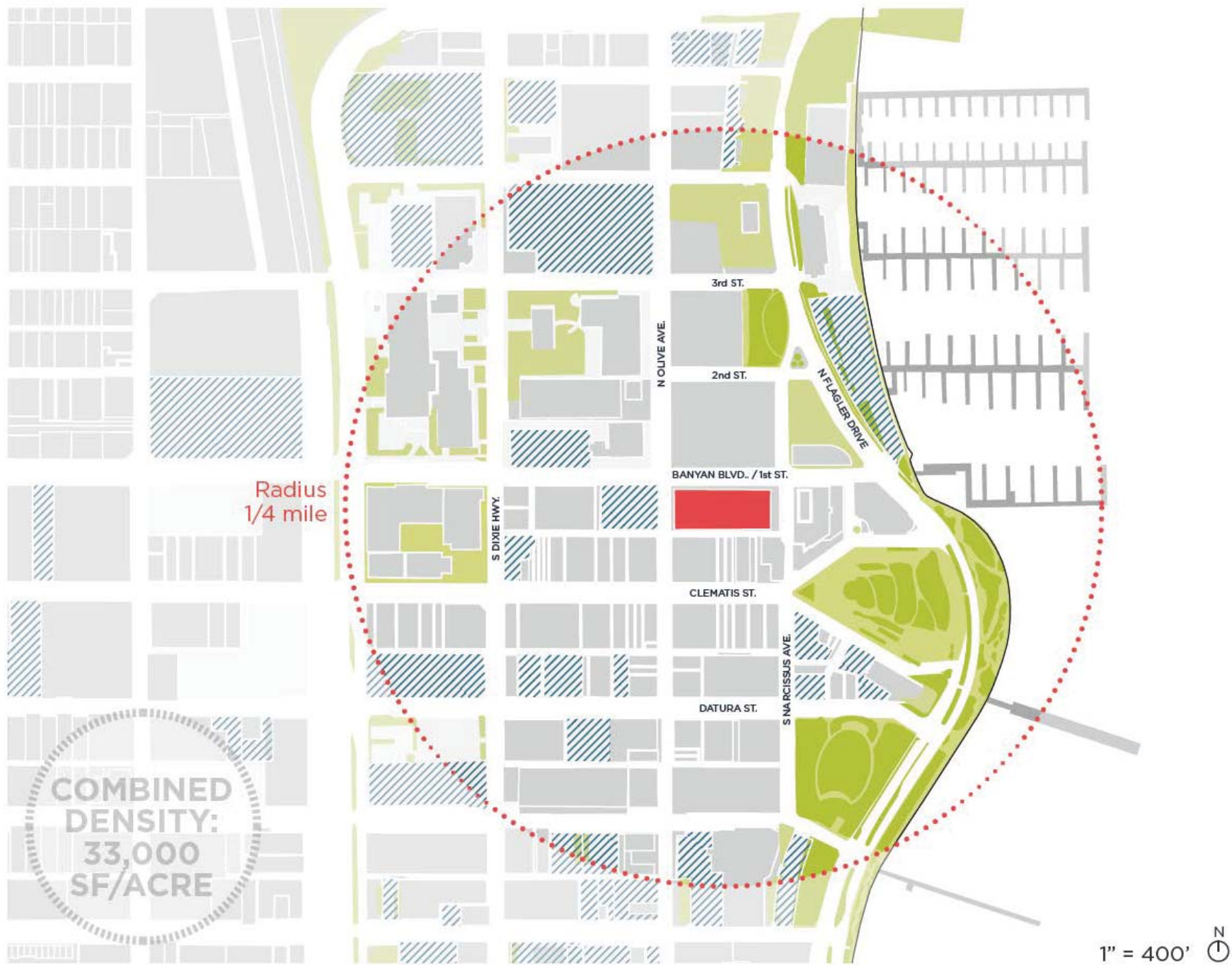
INFRASTRUCTURE OVERALL STRATEGIES

F.A.R. AND HYBRID BUILDINGS



INFRASTRUCTURE OVERALL STRATEGIES

REGULATION AND SETBACKS

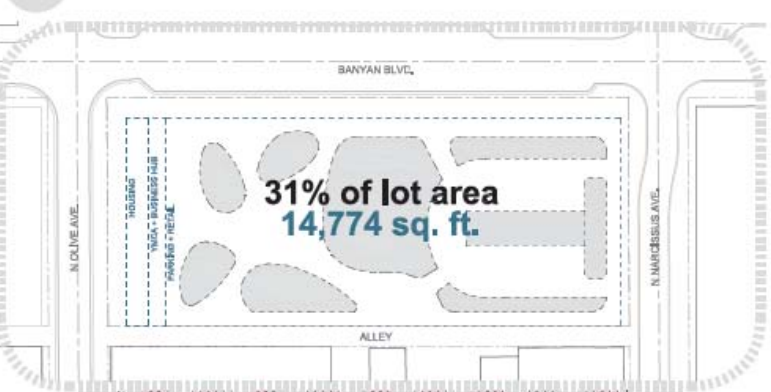


INFRASTRUCTURE OVERALL STRATEGIES

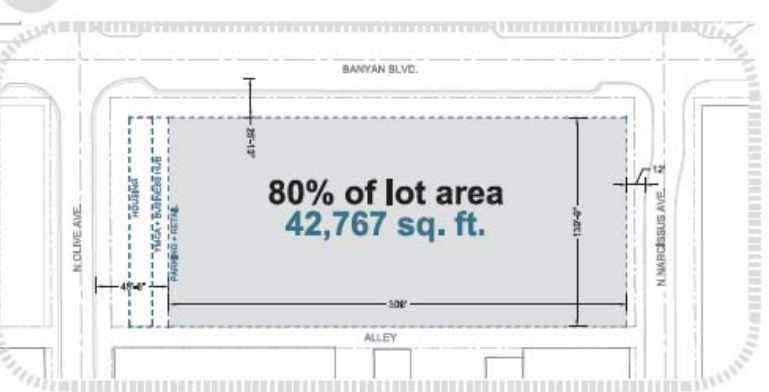
NEW TYPOLOGIES. PROGRAMS AND FOOTPRINTS



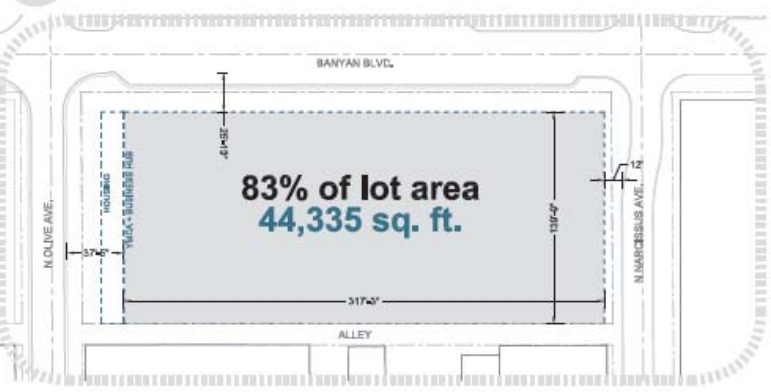
P1 BUILDING FOOTPRINT: GROUND FLOOR



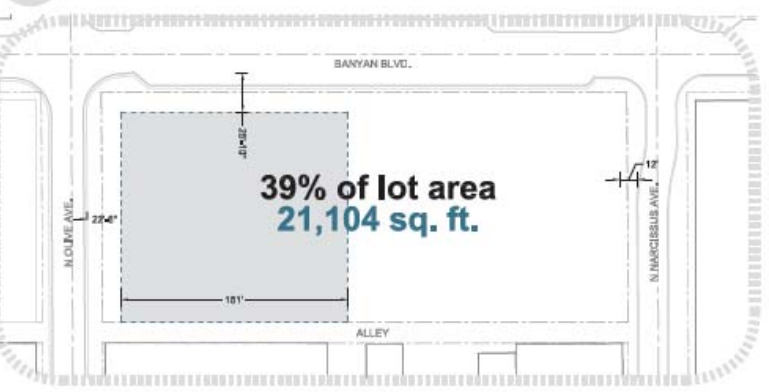
P2 BUILDING FOOTPRINT: LEVEL 01 - LEVEL 05



P3 BUILDING FOOTPRINT: LEVEL 06 - LEVEL 10



P4 BUILDING FOOTPRINT: LEVEL 11 - LEVEL 15



A photograph of a mangrove forest with dense, tangled roots and green foliage. The entire image is covered with a semi-transparent teal overlay. Centered over this background is the text "HOW CAN WE INCLUDE THE ENVIRONMENT AS A PLANNING TOOL?" in a dark, bold, sans-serif font, arranged in three lines.

HOW CAN WE INCLUDE THE
ENVIRONMENT
AS A PLANNING TOOL?

OVERALL STRATEGIES



DENSIFYING URBAN FABRIC TOWARD
A DIFFERENT URBAN MODEL

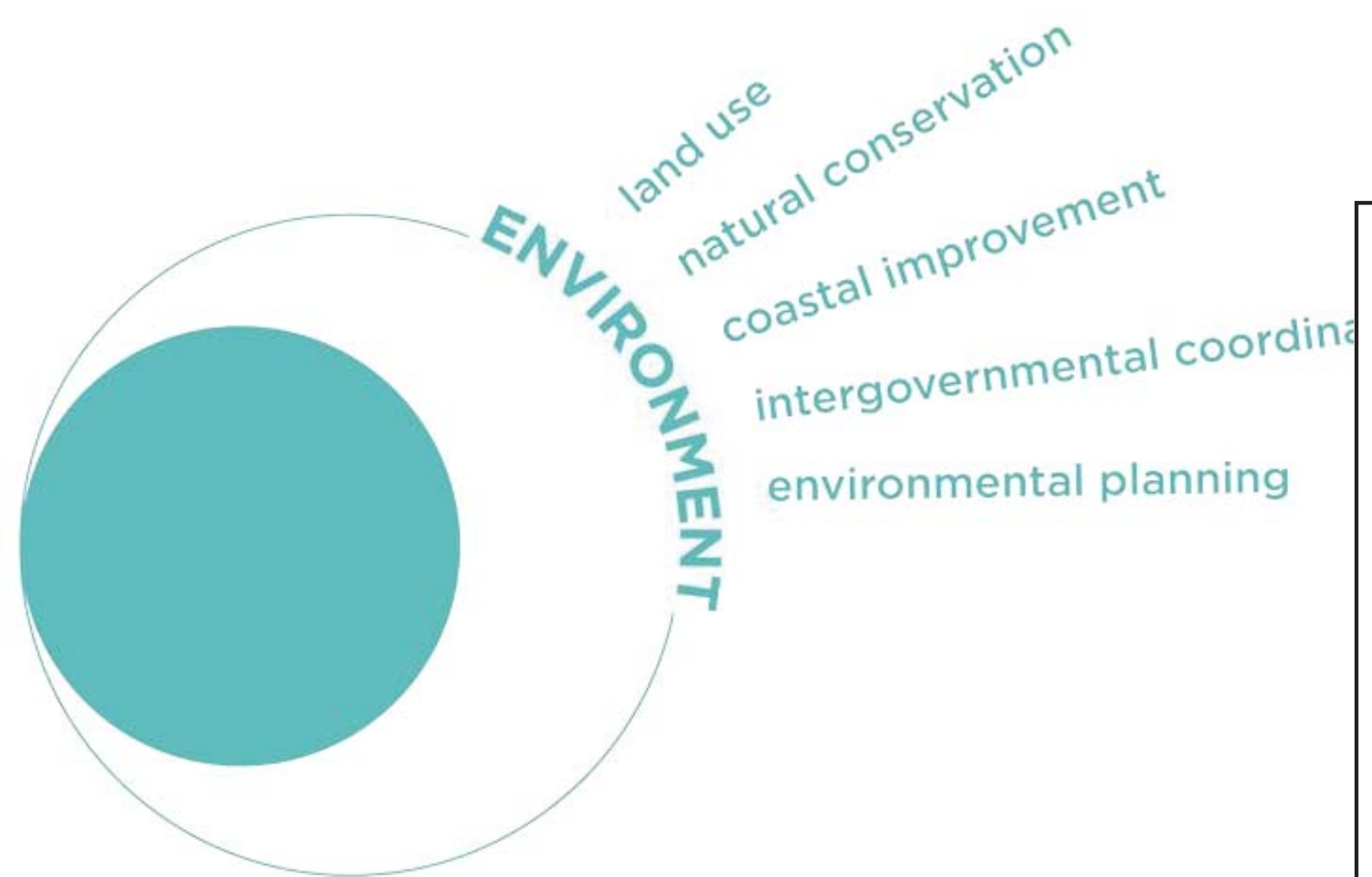
INTRODUCING NATURE AS A KEY
URBAN FACTOR

CREATING URBAN ATMOSPHERES BETWEEN
LAND AND WATER

FOSTERING SYNERGIES FOR MORE
RESILIENT COMMUNITIES

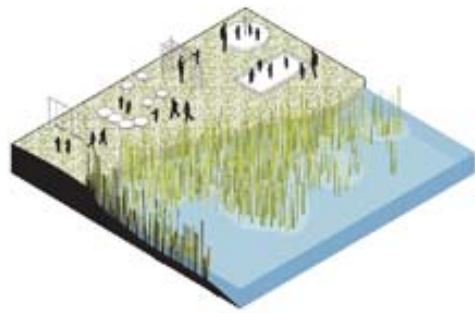
DESIGNING BIOCLIMATIC COMFORT AS A
KEY ASPECT IN PUBLIC SPACE

ENVIRONMENTAL OVERALL STRATEGIES

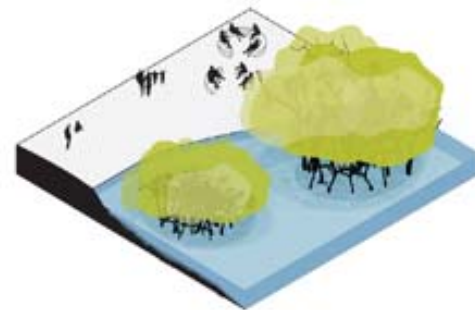


ENVIRONMENTAL OVERALL STRATEGIES

COASTAL DESIGN SOLUTIONS



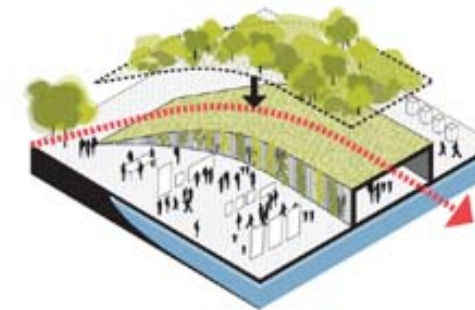
WETLANDS
RENATURALIZE THE BORDER



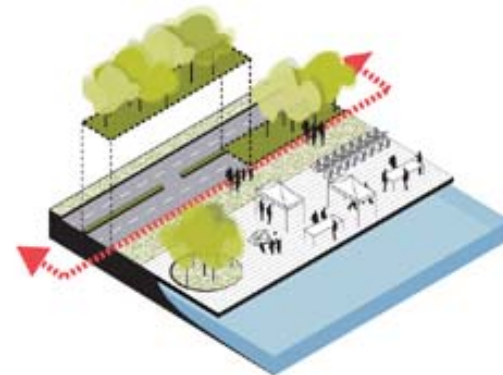
MANGROVE ISLANDS



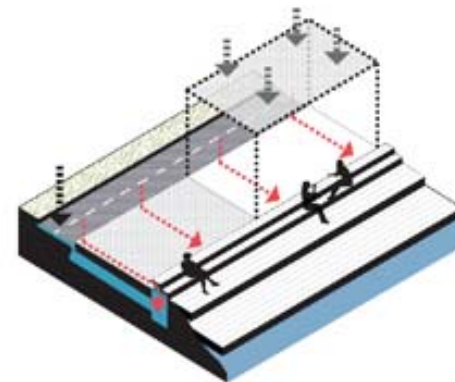
HANGING GARDENS
CLIMBING PLANTS



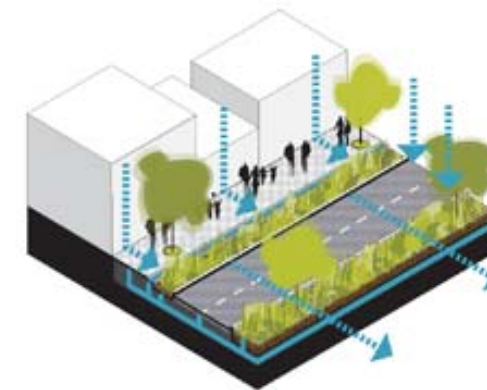
PLAZAS GREEN ROOF
TOPOGRAPHIC PERIMETER



REDUCE TRAFFIC
LANES & RENATURALIZE



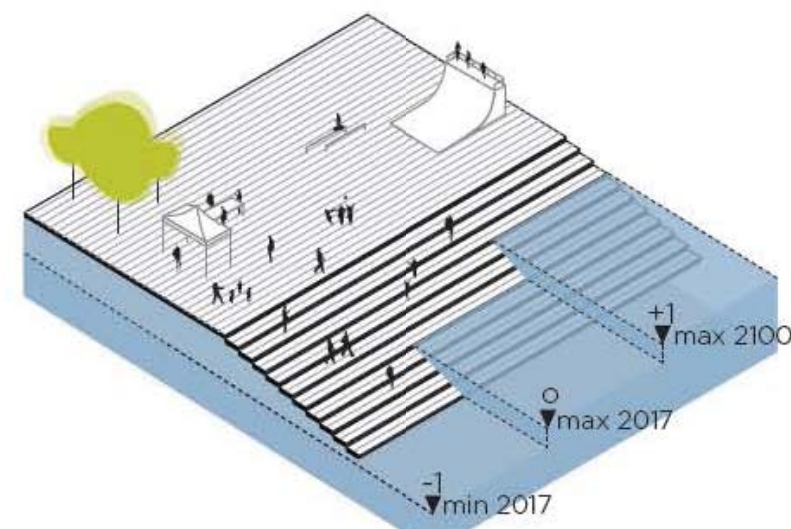
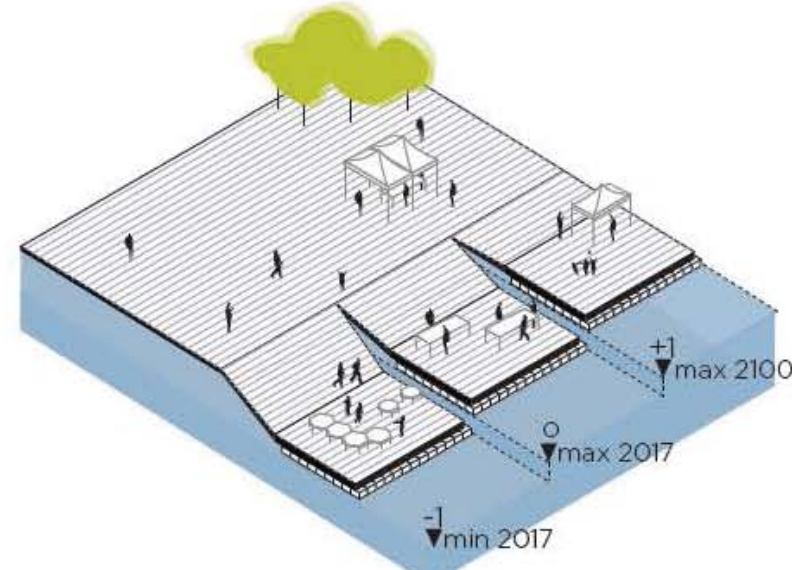
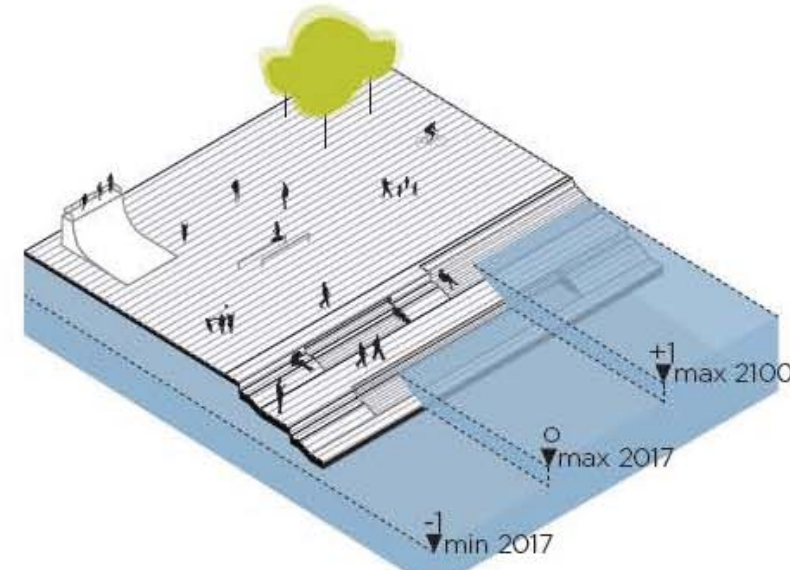
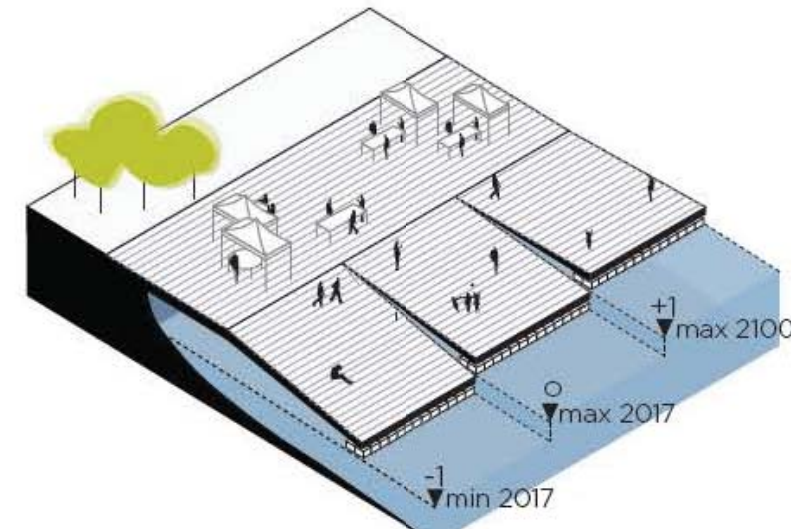
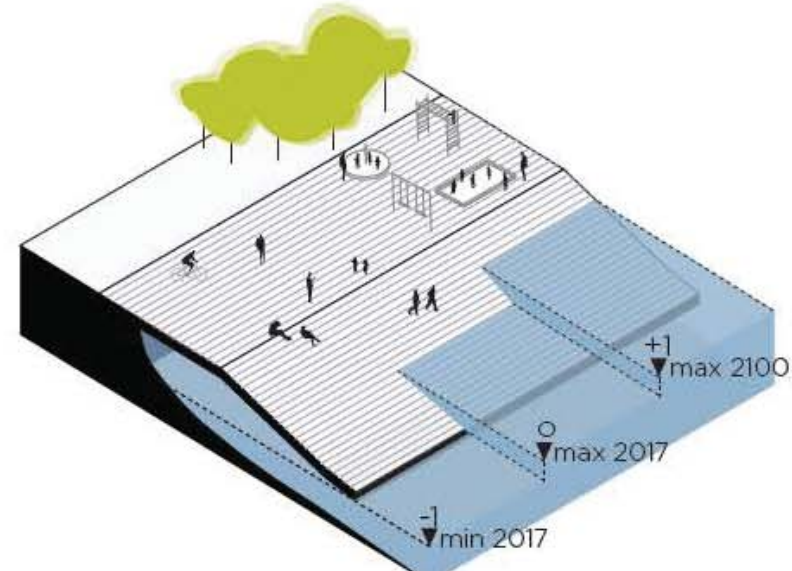
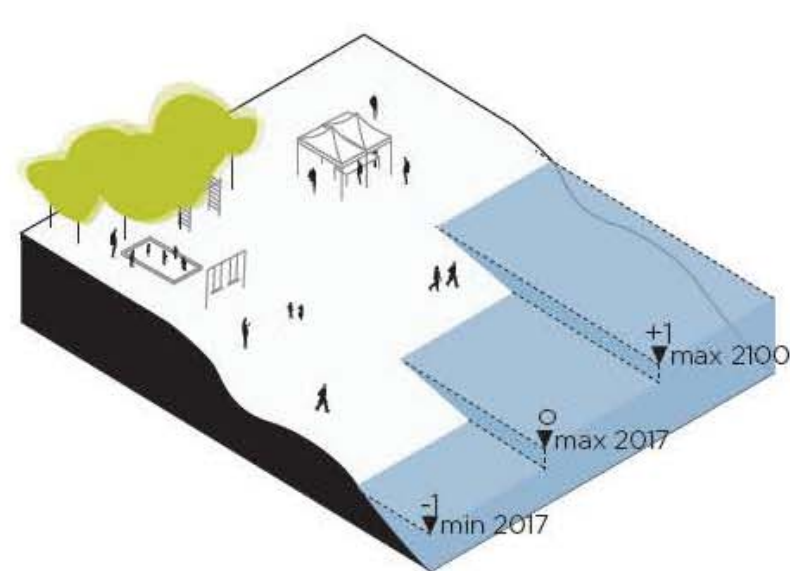
PERMEABLE MATERIALS
RAINWATER COLLECTION



STORMWATER GARDENS
BIORETENTION PROCESS

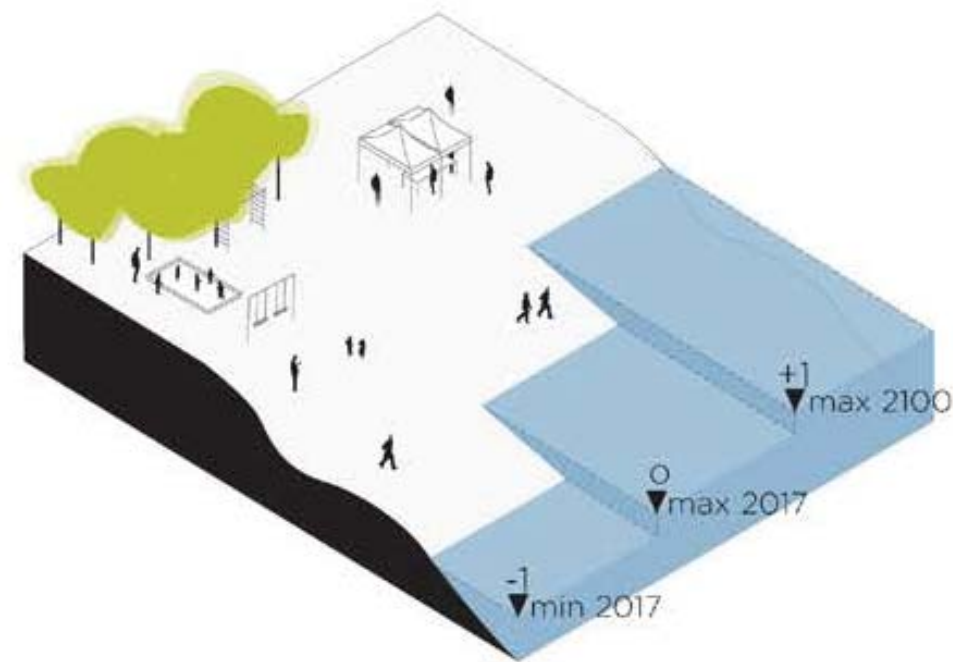
ENVIRONMENTAL OVERALL STRATEGIES

SEA LEVEL RISE DESIGN SOLUTIONS



ENVIRONMENTAL OVERALL STRATEGIES

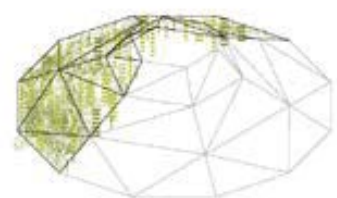
SEA LEVEL RISE DESIGN SOLUTIONS



A RESPONSIVE STRATEGY

ENVIRONMENTAL OVERALL STRATEGIES

BIOCLIMATIC CONDITIONING DESIGN SOLUTIONS



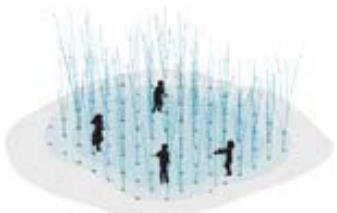
ROPES ARE REMOVED



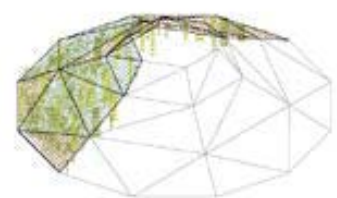
CLOSED DOME



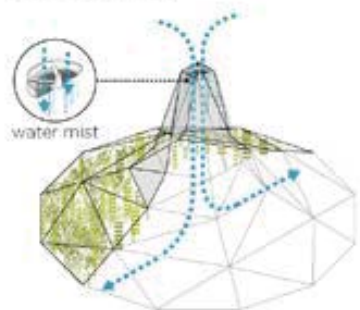
FANS



GROUND JETS



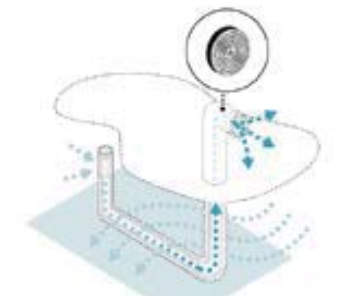
VEGETATION FINALLY
COVERS CANOPY



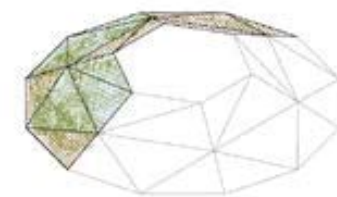
DOWNWARD EVAPORATIVE COOLING



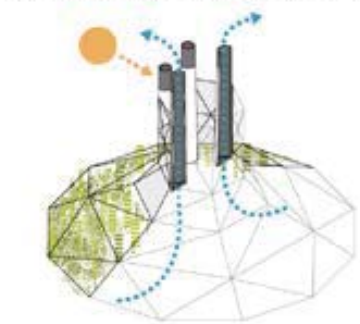
FANS AND FOG



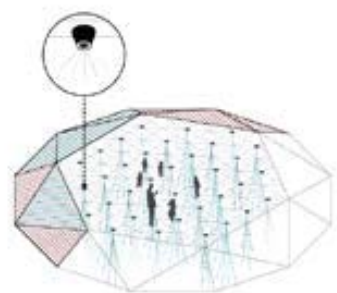
AIR COOLER



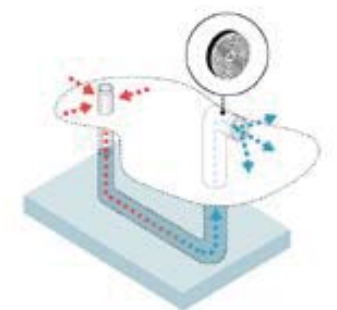
ROPES SUPPORT
VEGETATION GROWTH



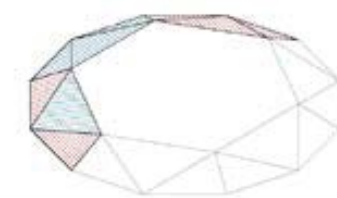
SOLAR CHIMNEY



WATER SPRINKLERS



WATER-AIR HEAT EXCHANGER



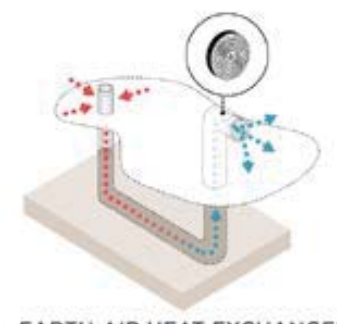
CANOPY STRUCTURE AND ROPES
PROVIDE SHADE DURING 1ST PERIOD



FOG RING



RESPONSIVE LIGHTS



EARTH-AIR HEAT EXCHANGER

ENVIRONMENTAL OVERALL STRATEGIES

BIOCLIMATIC CONDITIONING DESIGN SOLUTIONS



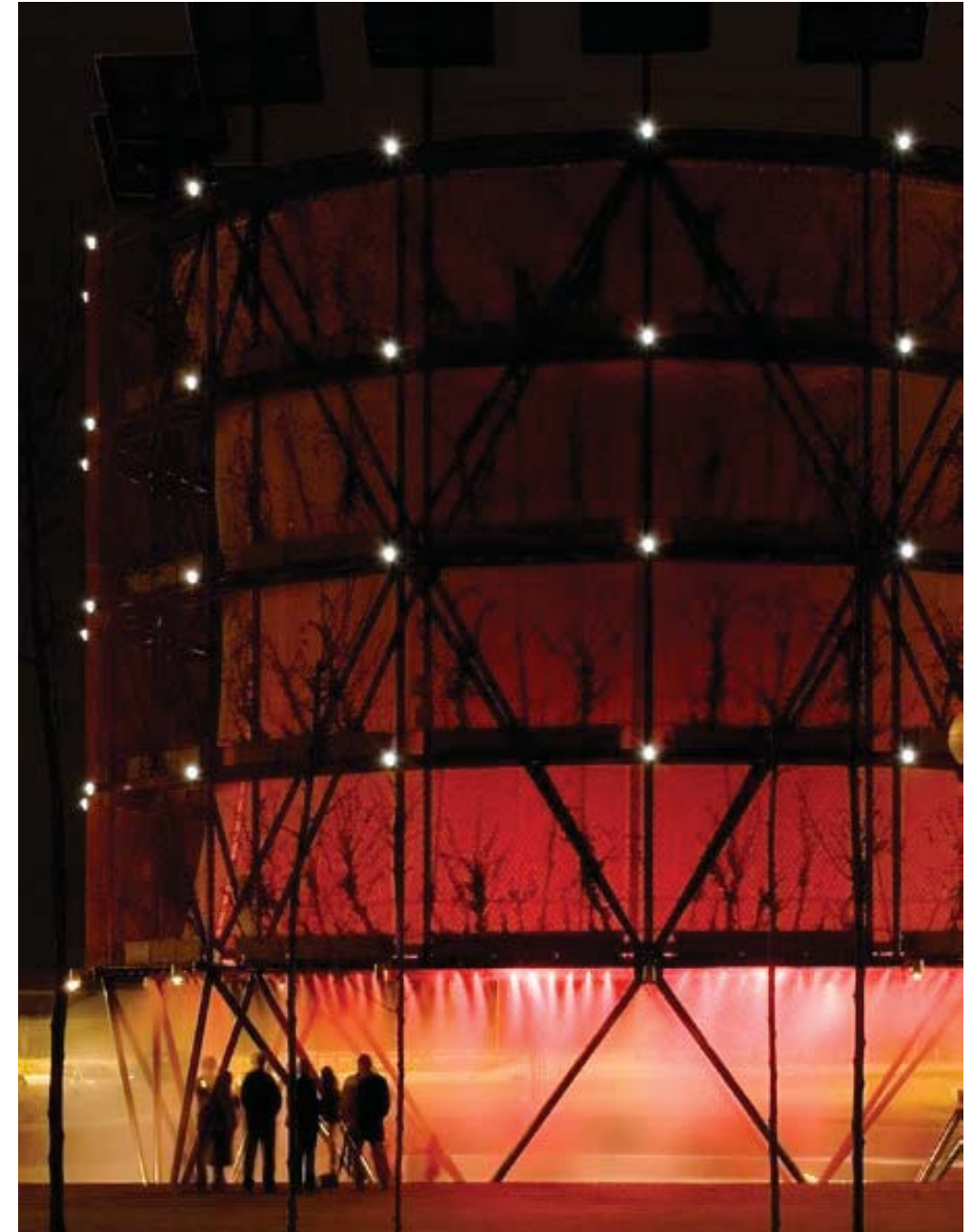
ENVIRONMENTAL OVERALL STRATEGIES

BIOCLIMATIC CONDITIONING DESIGN SOLUTIONS



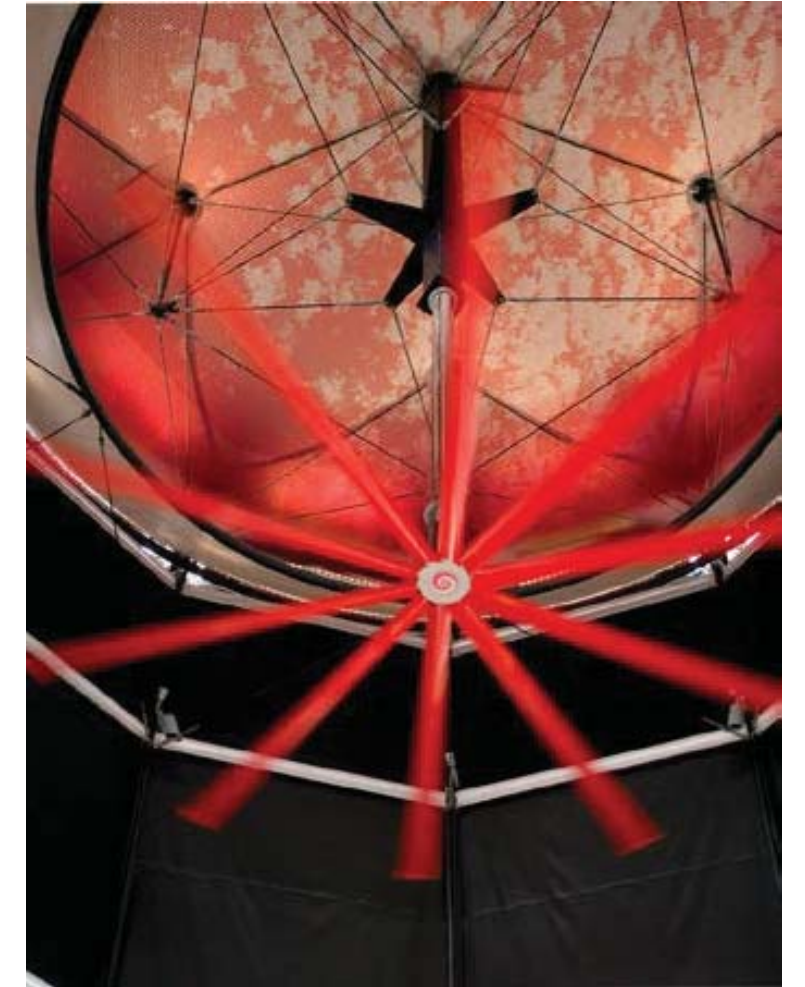
ENVIRONMENTAL OVERALL STRATEGIES

BIOCLIMATIC CONDITIONING DESIGN SOLUTIONS



ENVIRONMENTAL OVERALL STRATEGIES

BIOCLIMATIC CONDITIONING DESIGN SOLUTIONS



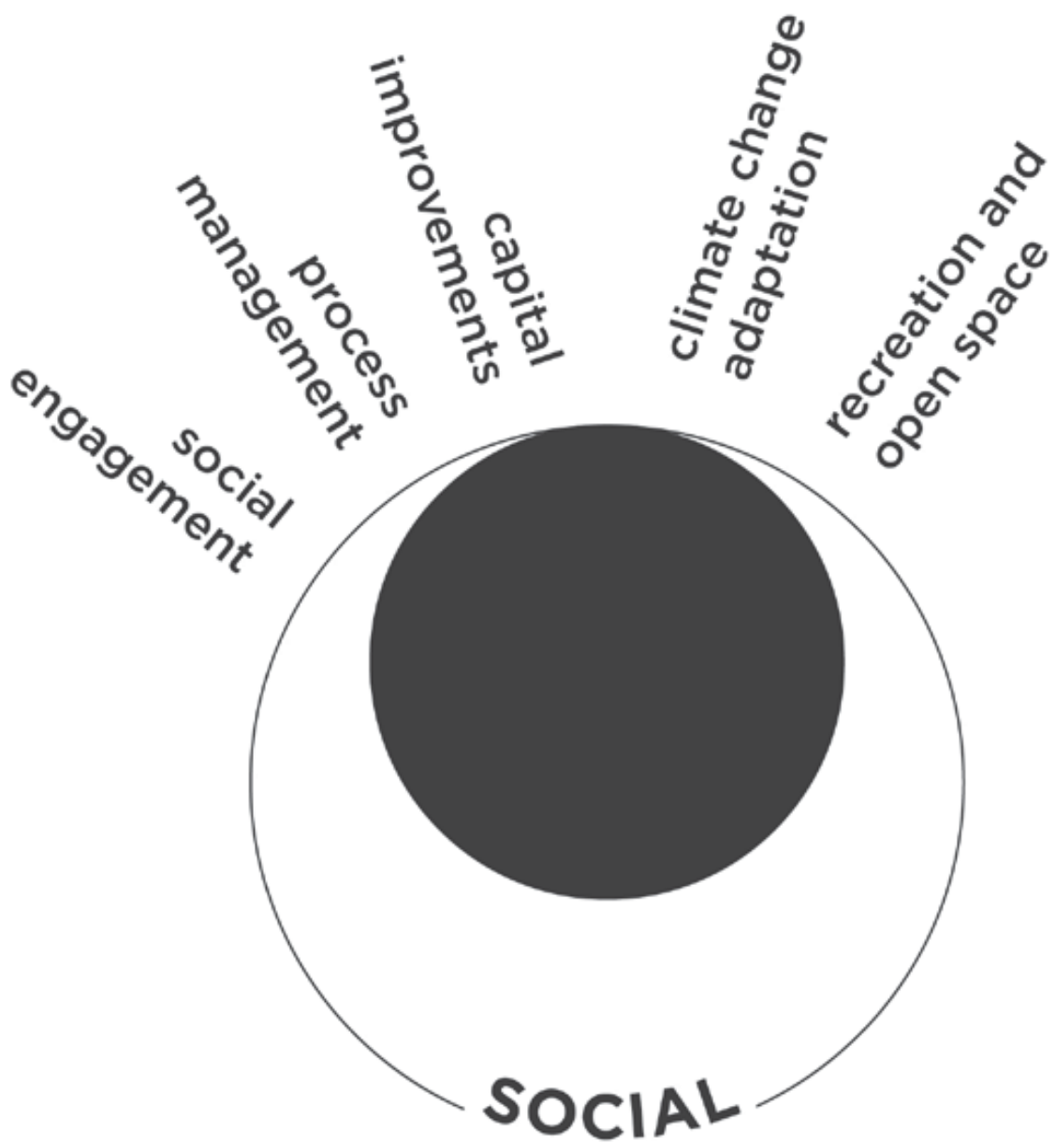
ENVIRONMENTAL OVERALL STRATEGIES
MERGING LAND AND WATER IN THE CITY OF HOLLYWOOD





CAN SOCIAL ENGAGEMENT BECOME
MORE MEANINGFUL, INSPIRING
AND INTERACTIVE?

SOCIAL ENGAGEMENT OVERALL STRATEGIES



ENGAGING CITIZENS BEYOND THE
PLANNING PHASE

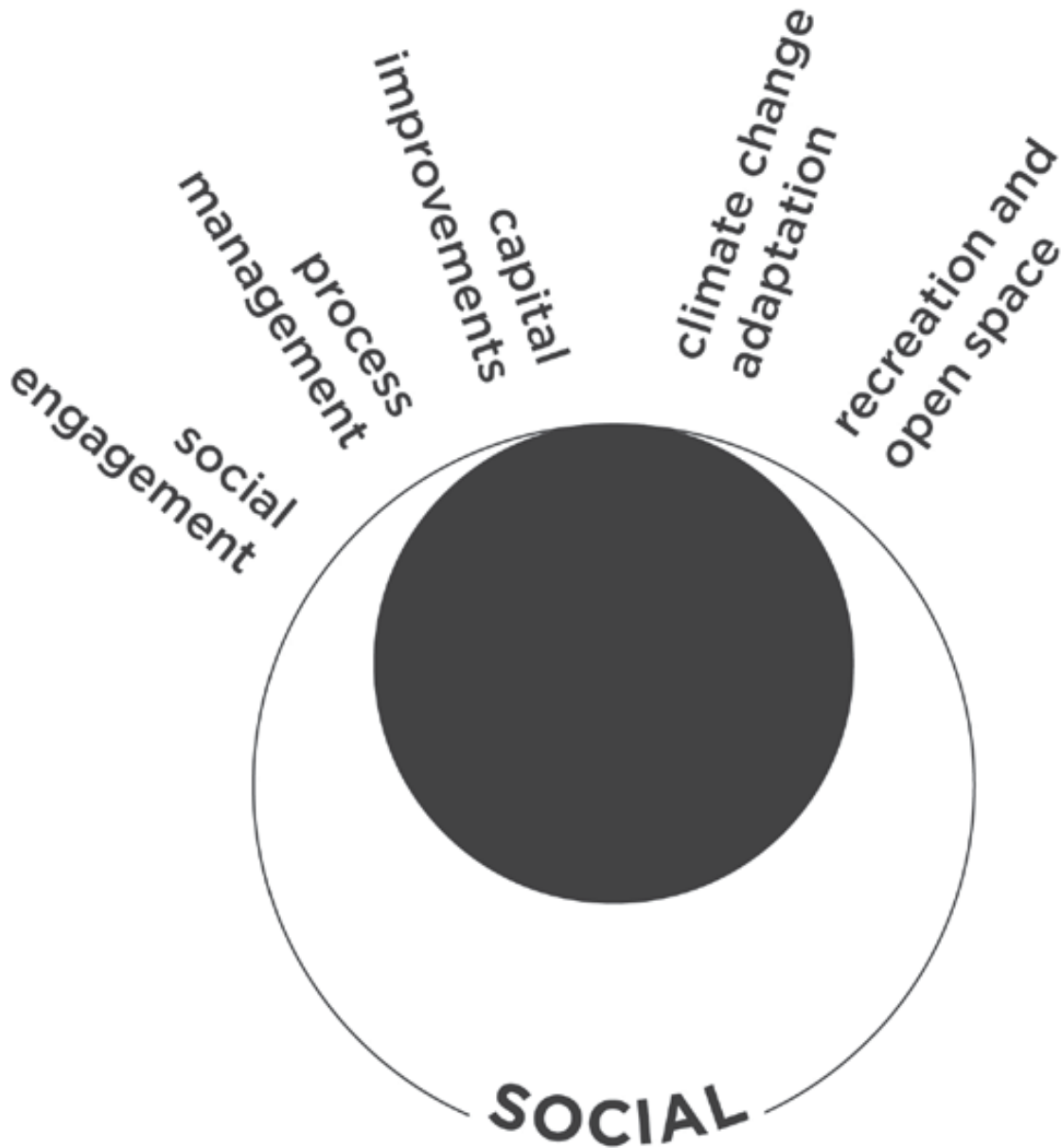
STRENGTHENING COMMUNITIES TO MAKE
THEM MORE RESILIENT

ENRICHING HUMAN CAPITAL FOSTERING
CREATIVITY AND INNOVATION

CONCEIVING PUBLIC SPACE AS SPACE FOR
SOCIAL ACTIVATION

EXPANDING RECREATIONAL PROGRAMS AND
EQUIPMENTS TOWARDS SOCIAL EQUITY

SOCIAL ENGAGEMENT OVERALL STRATEGIES



SOCIAL ENGAGEMENT OVERALL STRATEGIES
SPACES FOR SOCIAL INNOVATION



SOCIAL ENGAGEMENT OVERALL STRATEGIES

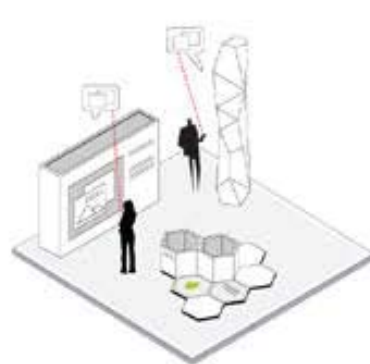
DIGITAL INTERACTION IN PUBLIC SPACE



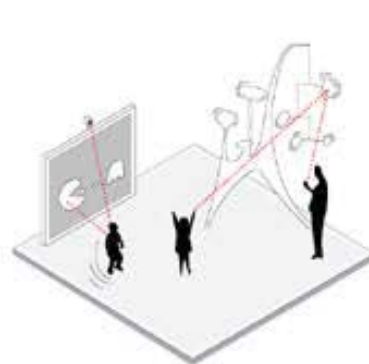
CONNECT AND RECHARGE



PARTICIPATION



SOCIAL INTERACTION



GAMING, ART AND EDUCATION



BOOKING



WEATHER CONDITIONS



PARKING SPACES



MOVABLE FURNITURE



AUTOMATIC WEATHER CONTROL



USER-DRIVEN WEATHER CONTROL



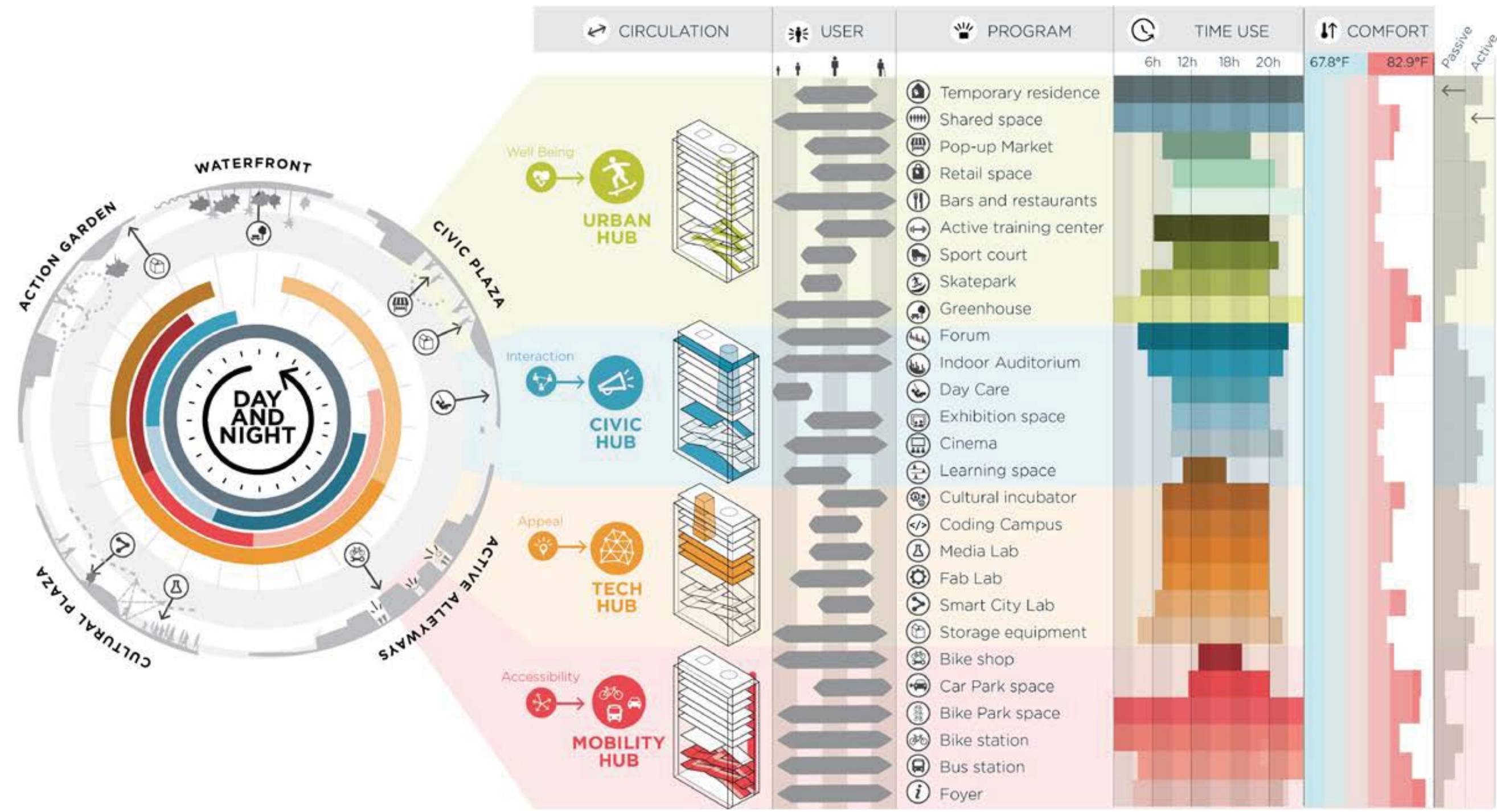
LIGHT CONTROL



LUMINOUS ROPES

SOCIAL ENGAGEMENT OVERALL STRATEGIES

SOCIAL EQUITY



3

HOW?

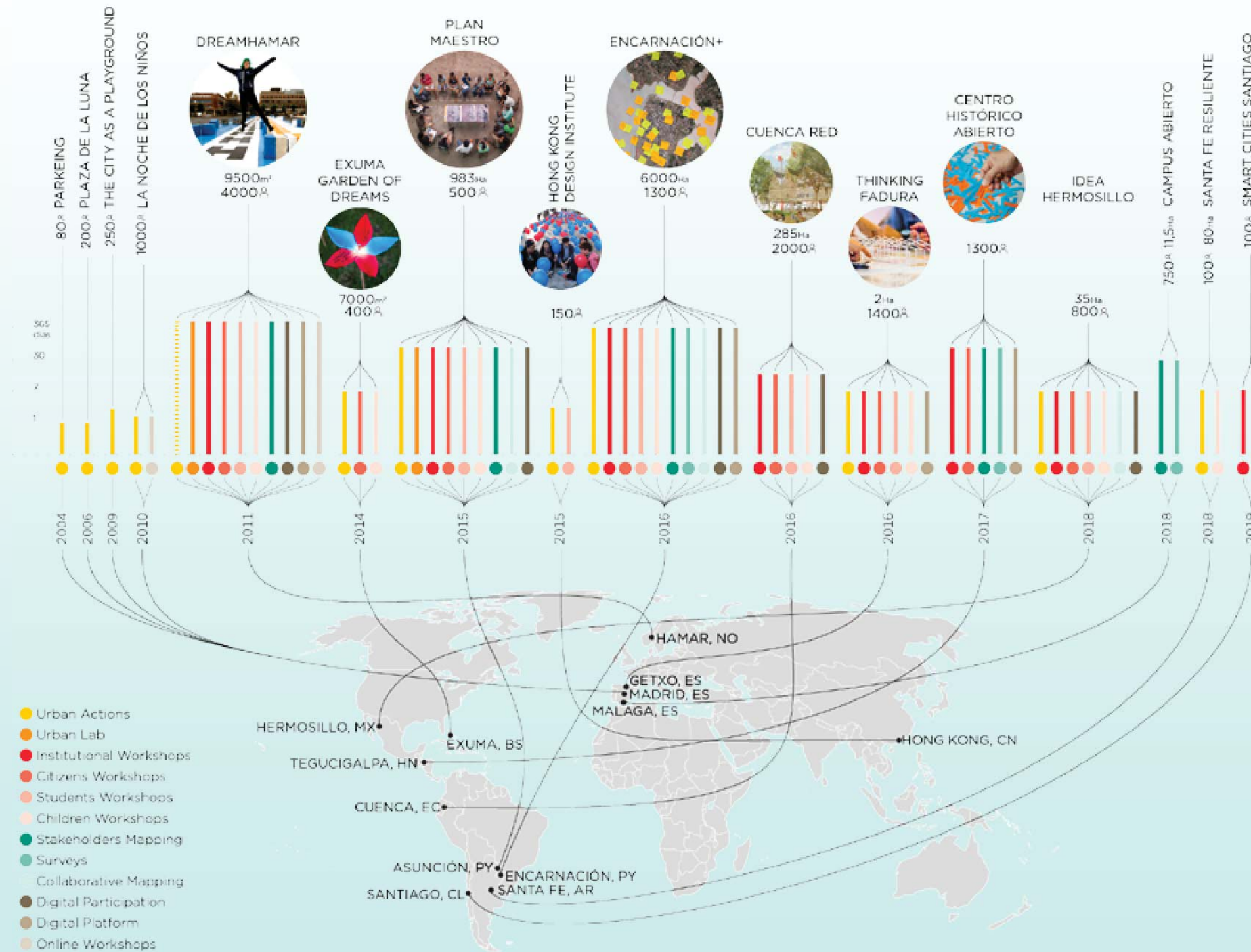
PROPOSED
METHODOLOGY

3.1

DESIGN AND SOCIAL
PROCESSES ALIGNED

3.1

DESIGN AND SOCIAL PROCESSES ALIGNED



ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

PARTICIPATORY
PROCESSES WORLDWIDE



DESIGN AND SOCIAL PROCESSES ALIGNED



Harvard University
Graduate School of Design

Courses

Making Participation Relevant to Design



By trying to understand how participation can make design more relevant to society, we can create more socially just cities. This course starts from the premise that it would not be ethical to design cities without creating meaningful conversations with different stakeholders. Our main challenge is to improve the quality and ethics of design work by staying in close contact with the city and its residents.

BELINDA TATO'S
ACADEMIC EXPERIENCE

HARVARD COURSE



3.1

DESIGN AND SOCIAL PROCESSES ALIGNED



ECOSISTEMA URBANO'S PARTICIPATORY TOOLKIT

- CREATIVE MEETINGS WITH STAKEHOLDERS
- WORKSHOPS WITH CITIZENS
- DESIGN CHARRETTES

3.1

DESIGN AND SOCIAL PROCESSES ALIGNED



ECOSISTEMA URBANO'S PARTICIPATORY TOOLKITS

- KITS FOR KIDS
- UNIVERSITY STUDENTS WORKSHOPS

3.1

DESIGN AND SOCIAL PROCESSES ALIGNED



ECOSISTEMA URBANO'S PARTICIPATORY TOOLKIT

- URBAN ACTIONS
- 1:1 SCALE MOCK UPS
- COMMUNITY EVENTS

3.1

DESIGN AND SOCIAL PROCESSES ALIGNED



ECOSISTEMA URBANO'S
PARTICIPATORY TOOLKIT

- COLLECTIVE ART
INSTALLATIONS

3.1

DESIGN AND SOCIAL PROCESSES ALIGNED

LOGO EN VERSIÓN REDUCIDA



TIPOGRAFÍA: Gotham
ESTILO DE TIPOGRAFÍA: Book
COLOR: siempre blanco

TIPOGRAFÍA: Gotham
ESTILO DE TIPOGRAFÍA: Medium
COLOR: el color de la (e) no puede variar
COLOR CMYK: #EB4B3C
COLOR RGB: R 235 G 76 B 60



encarnación más

TIPOGRAFÍA: Gotham
ESTILO DE TIPOGRAFÍA: Medium
COLOR: el color de la tipografía tiene que ser el mismo que el icono circular.
COLOR STANDARD CMYK: #61BDBF
COLOR STANDARD RGB: R 97 G 188 B 191

COLOR STANDARD CMYK: #61BDBF
COLOR STANDARD RGB: R 97 G 188 B 191

COLORES DEL LOGO

El logo se puede adaptar a las distintas necesidades cambiando de color. Es importante que el color pertenezca a la paleta oficial del proyecto.



CODIGO DEL COLOR



2E: #AED141



2D: #56799C



H: #ED2A8C



2C: #F2AC27



G: #803D97

ECOSISTEMA URBANO'S EXPERIENCE IN COMMUNICATION

- PROJECT BRANDING
AND IDENTITY

3.1

DESIGN AND SOCIAL PROCESSES ALIGNED

ECOSISTEMA URBANO'S EXPERIENCE IN COMMUNICATION

- PROJECT BRANDING AND IDENTITY
- ONLINE AND OFFLINE COMMUNICATION



3.1

DESIGN AND SOCIAL PROCESSES ALIGNED



ECOSISTEMA URBANO'S EXPERIENCE IN COMMUNICATION

- DRAFTS AND DOCUMENTS PUBLISHED ONLINE

3.1

DESIGN AND SOCIAL PROCESSES ALIGNED

dreamhamar/digitalLAB/hamarexperience

HAMAR EXPERIENCE 18 | PLAYHAMAR TAKES STORTORGET!



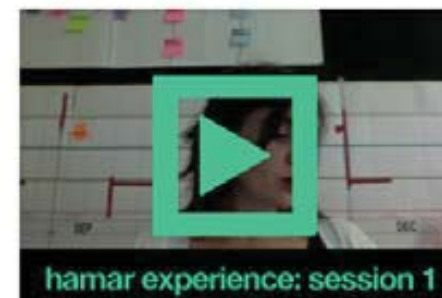
In no time Hamar Experience 18 will be on your screens, so this will be a short post. Come with Belinda and chat about dreamhamar's latest events and developments. We have one more week of... [CONTINUE READING](#)

21 NOV 2011 | POSTED IN BLOG, HAMAR EXPERIENCE BY MARISA | [LEAVE A COMMENT](#)

HAMAR EXPERIENCE 17TH | WE THE PEOPLE OF HAMAR



Hamar Experience is a weekly broadcast for sharing dreamhamar's progress, reports about the activities. Every Monday at 6 pm (Norway time) here in this page.

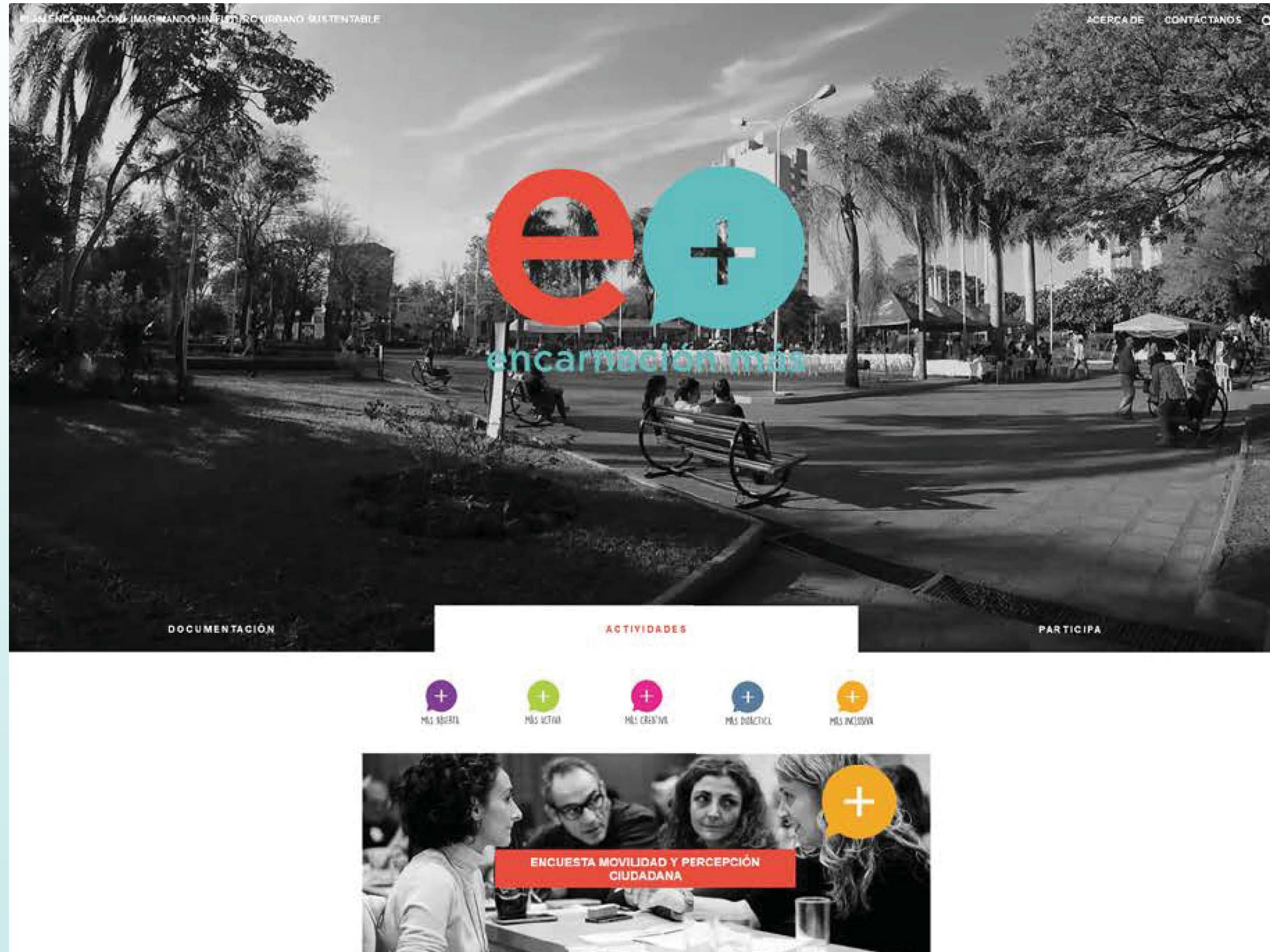


ECOSISTEMA URBANO'S
EXPERIENCE IN
COMMUNICATION

- WEB PLATFORMS AND DIGITAL LABS

3.1

DESIGN AND SOCIAL PROCESSES ALIGNED



ECOSISTEMA URBANO'S EXPERIENCE IN COMMUNICATION

- WEB PLATFORMS AND
DIGITAL LABS

3.1

DESIGN AND SOCIAL PROCESSES ALIGNED

C U E N C A



RED DE ESPACIOS DINÁMICOS

Proyecto para la Recuperación y el Mejoramiento del
Espacio Público en el Centro Histórico de Cuenca,
Ecuador



QUÉ ES



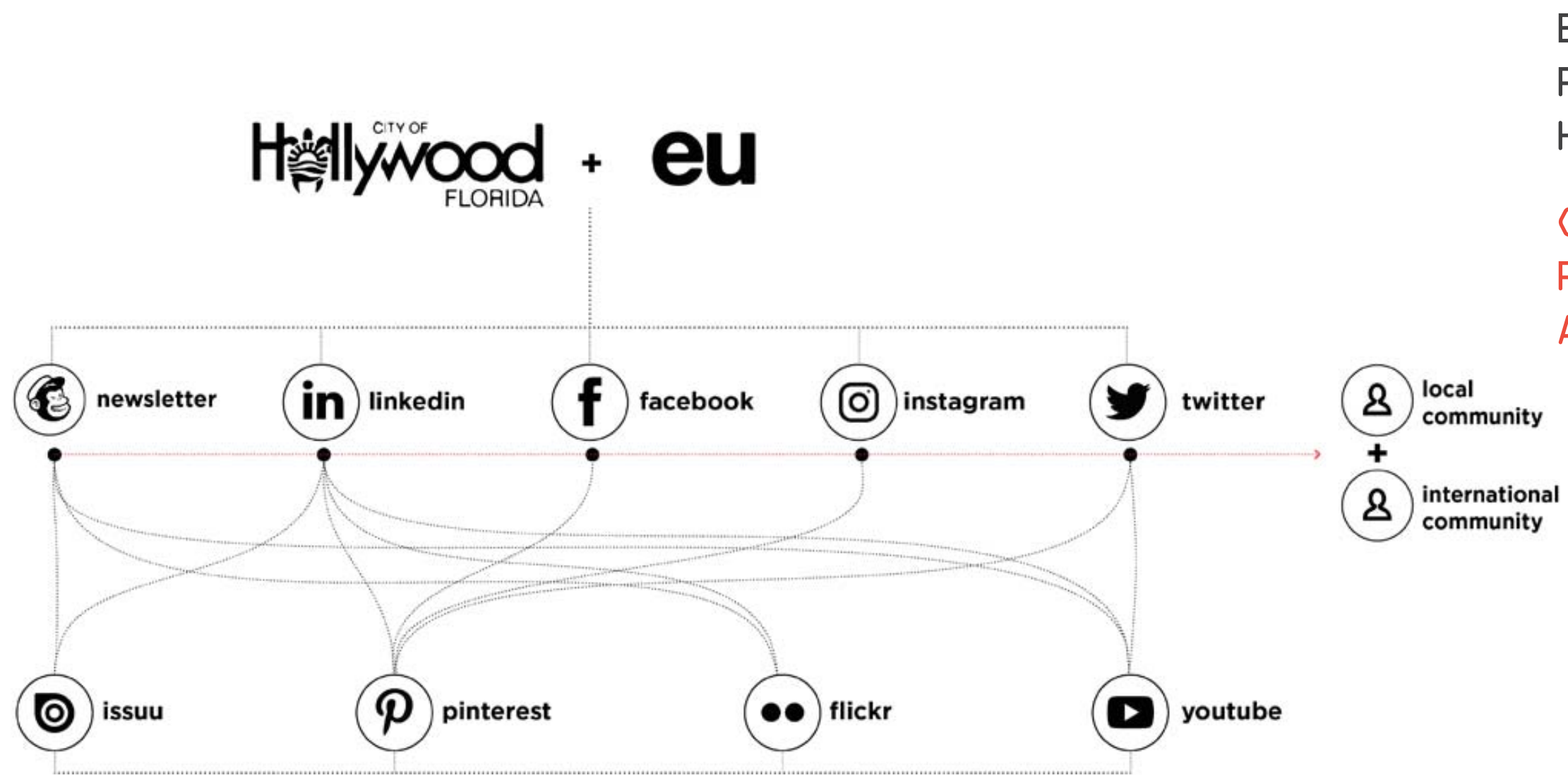
PARTICIPA

ECOSISTEMA URBANO'S
EXPERIENCE IN
COMMUNICATION

- WEB PLATFORMS AND
DIGITAL LABS

3.1

DESIGN AND SOCIAL PROCESSES ALIGNED



ECOSISTEMA URBANO'S
PROPOSAL FOR
HOLLYWOOD

COMMUNICATION AND
PARTICIPATORY
ACTIVITIES PLANNING

3.2

SHARING DATA,
INTERACTING WITH THE
PROCESS

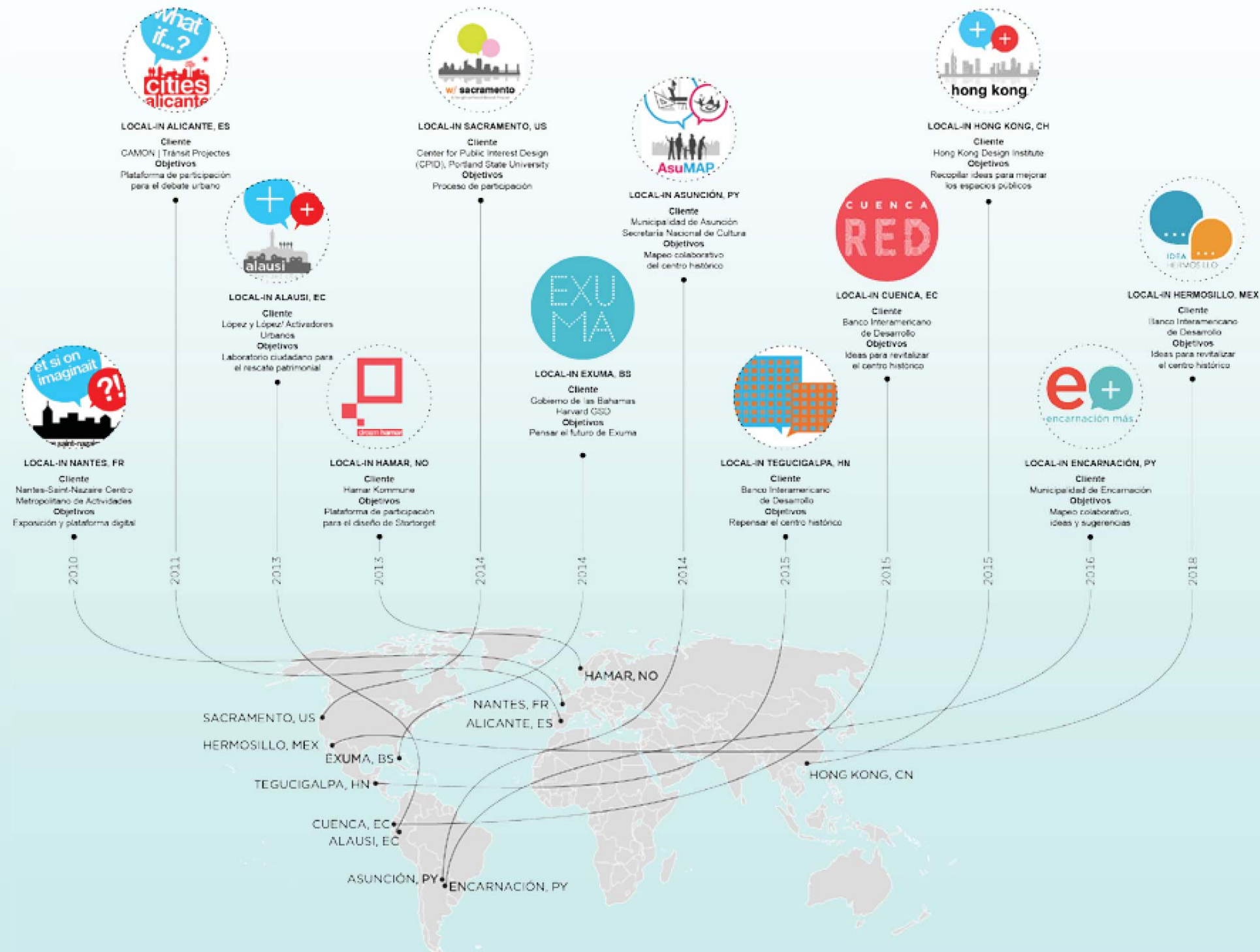


3.2

SHARING DATA, INTERACTING WITH THE PROCESS

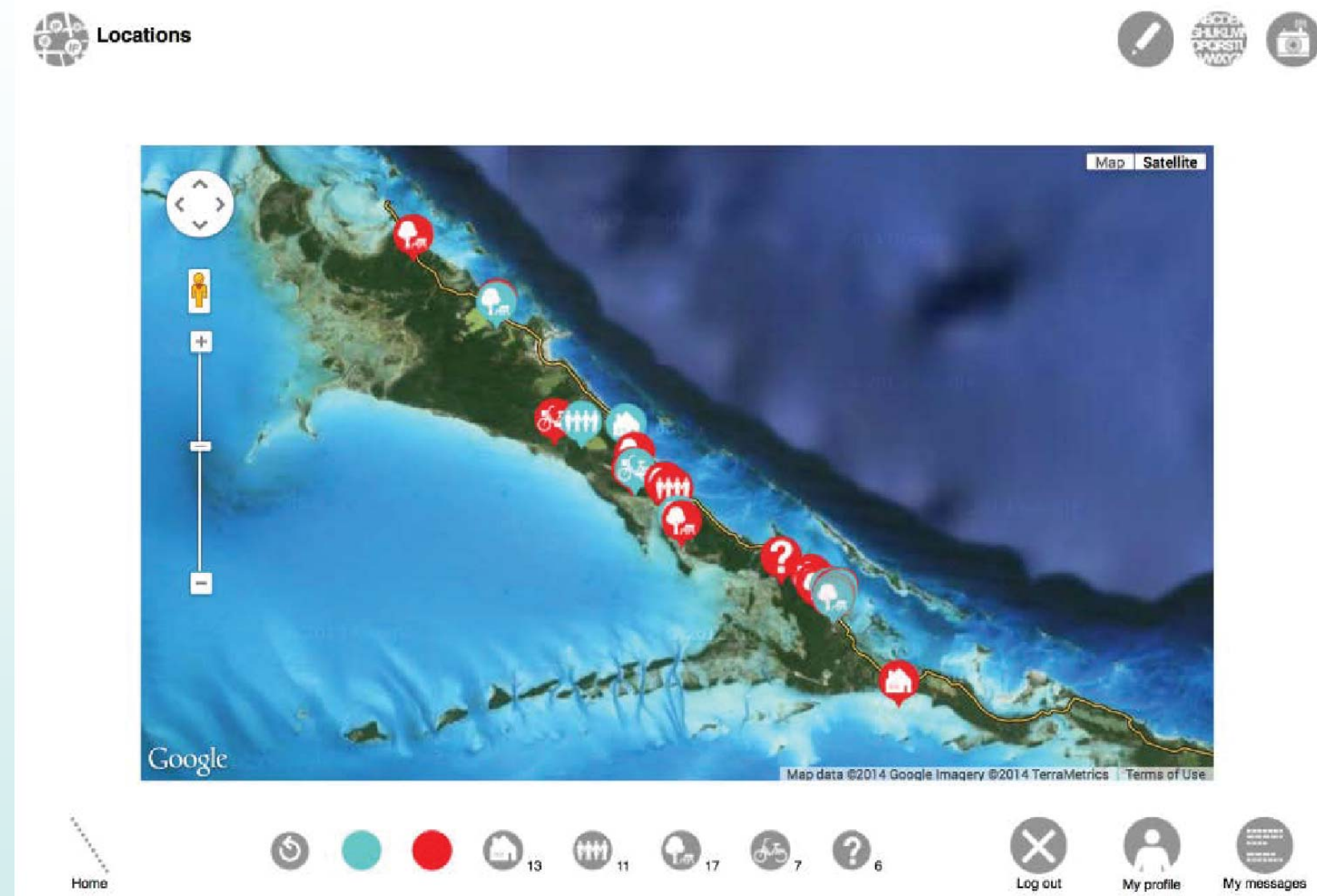
ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

LOCAL IN PLATFORM



3.2

SHARING DATA, INTERACTING WITH THE PROCESS



ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

LOCAL IN PLATFORM

3.2

SHARING DATA, INTERACTING WITH THE PROCESS

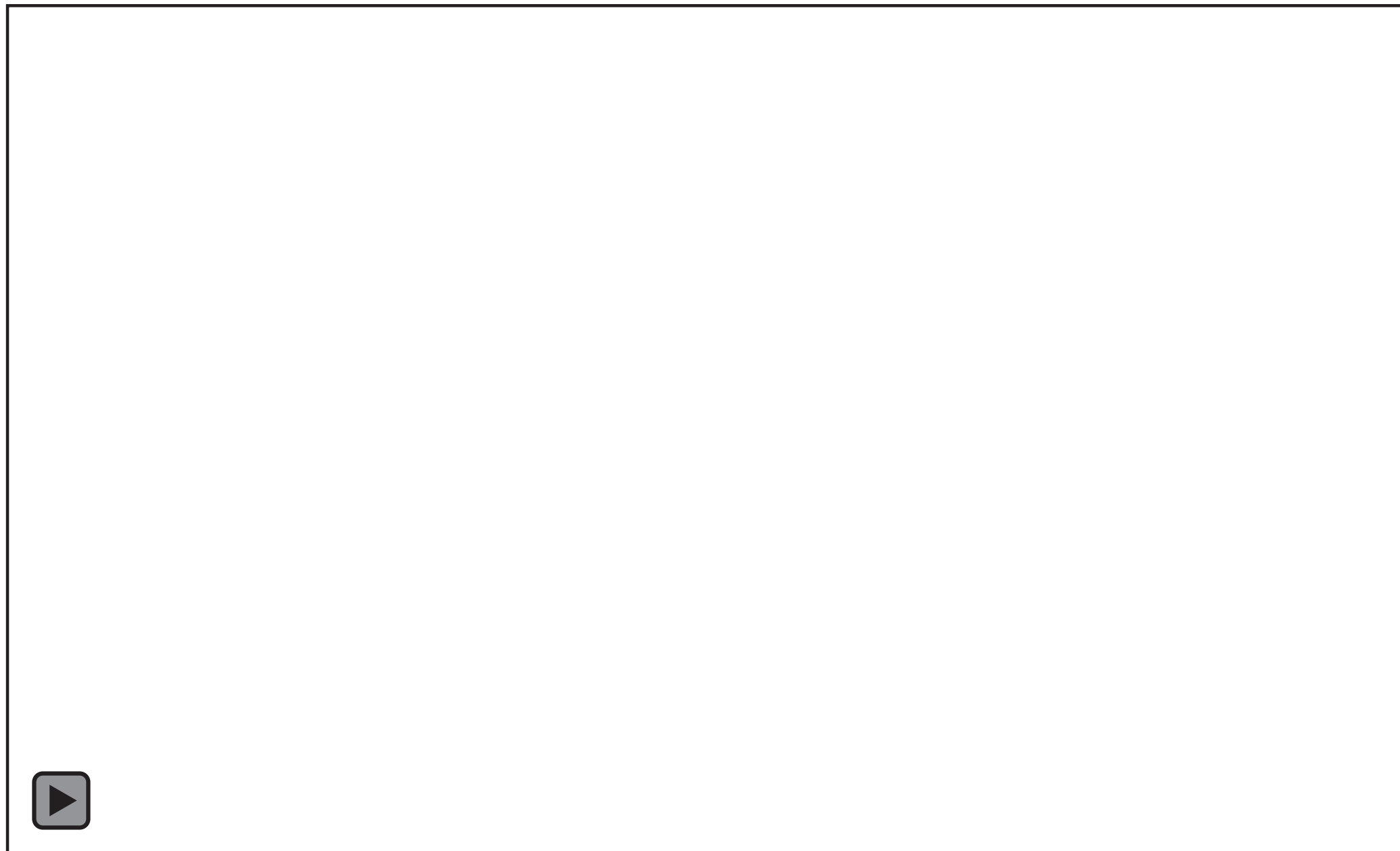


ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

LOCAL IN PLATFORM



SHARING DATA, INTERACTING WITH THE PROCESS



ECOSISTEMA URBANO'S
PROPOSAL FOR
HOLLYWOOD

INTERACTIVE DIGITAL
PLATFORM

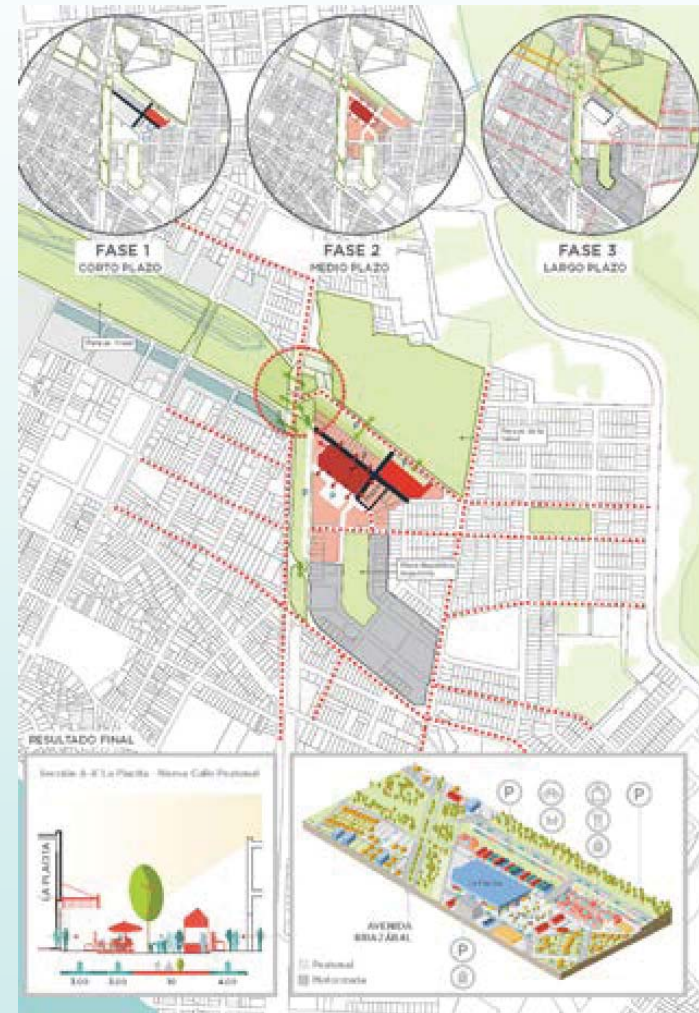
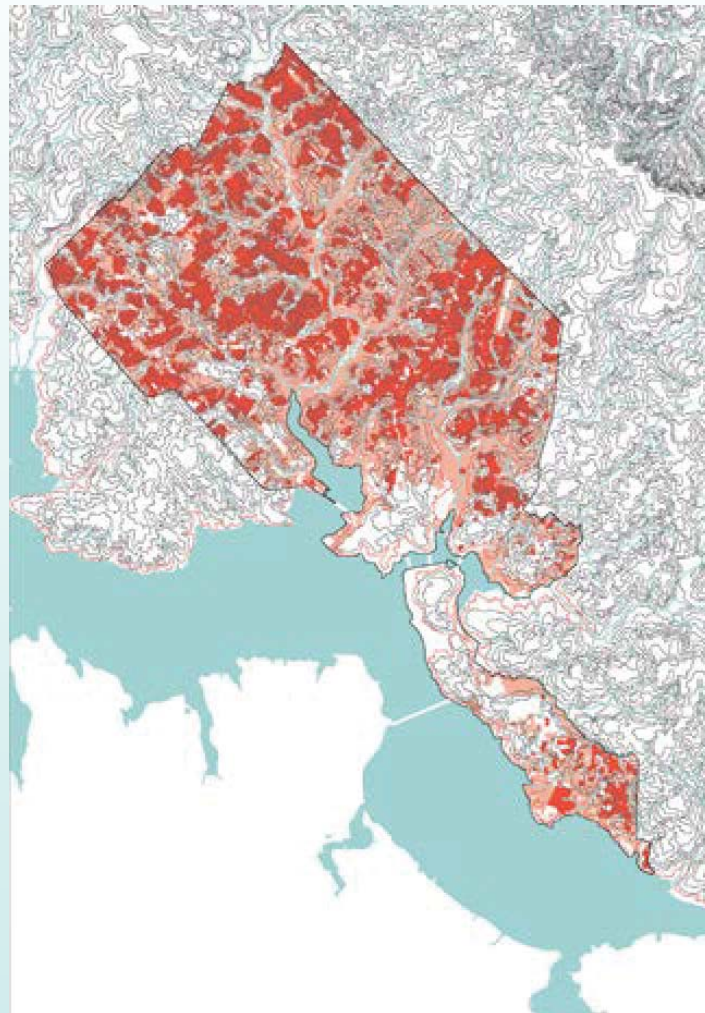
3.3

LONG TERM STRATEGIES,
SHORT TERM ACTIONS



3.3

LONG TERM STRATEGIES, SHORT TERM ACTIONS



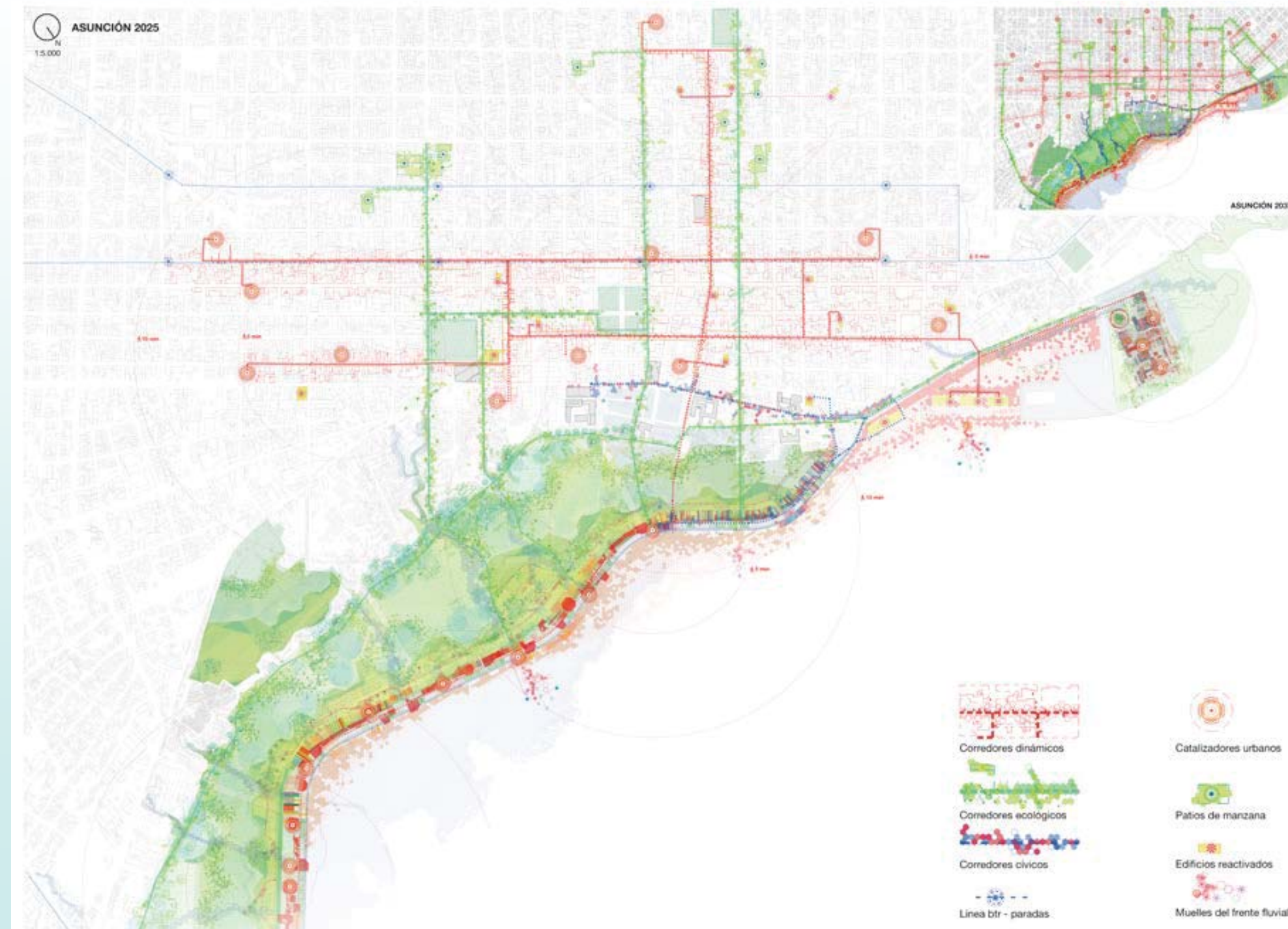
ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

ENCARNACIÓN MÁS

URBAN AND TERRITORIAL
PLANNING AND SUSTAINABLE
DEVELOPMENT PLAN,
ENCARNACIÓN, PARAGUAY

3.3

LONG TERM STRATEGIES, SHORT TERM ACTIONS



ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

PLAN CHA

MASTER PLAN OF THE
HISTORICAL CENTER OF
ASUNCIÓN, PARAGUAY

LONG TERM STRATEGIES, SHORT TERM ACTIONS

PLAN C H A Plan Maestro del Centro Histórico de Asunción

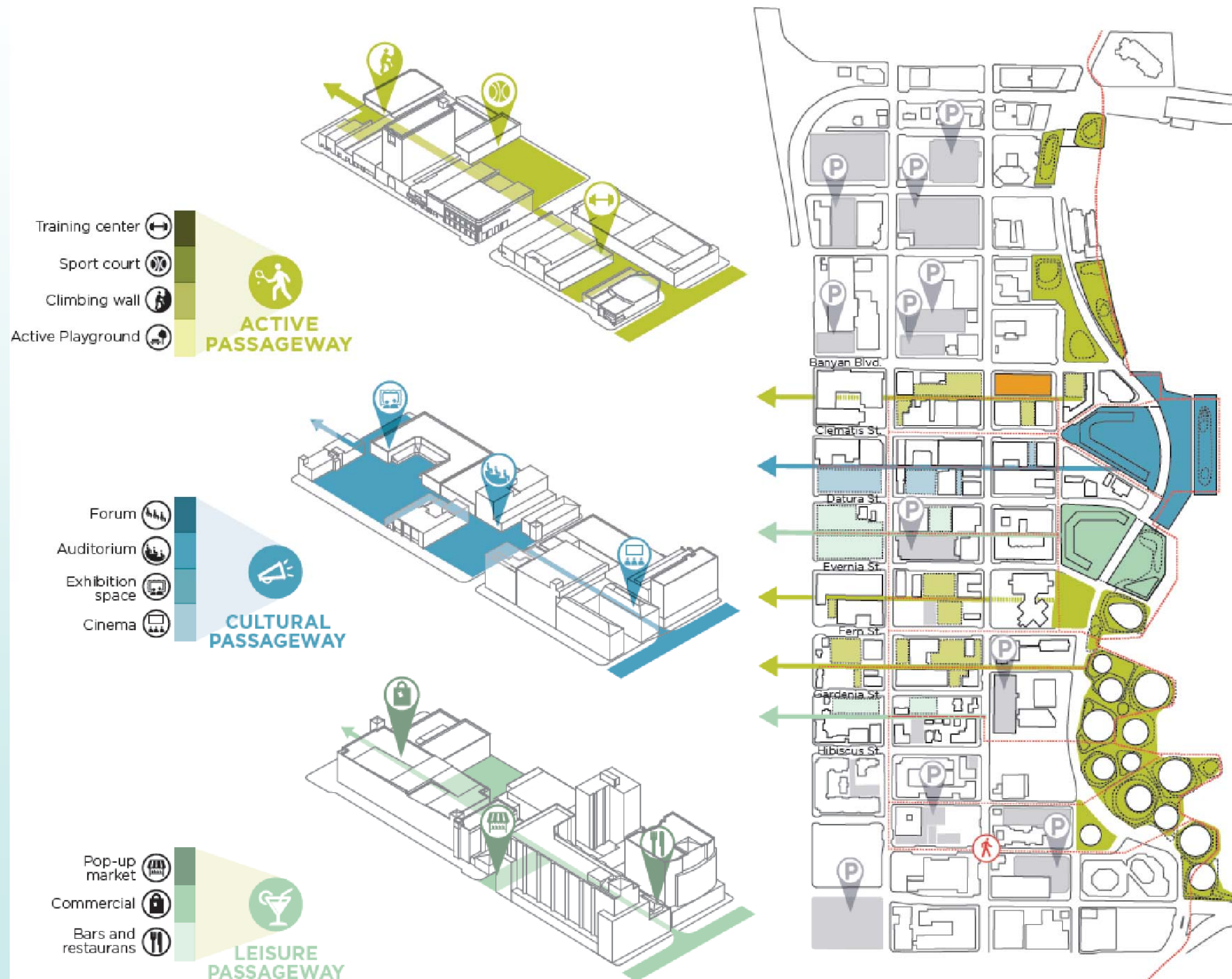
ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

PLAN CHA

MASTER PLAN OF THE
HISTORICAL CENTER OF
ASUNCIÓN, PARAGUAY

3.3

LONG TERM STRATEGIES, SHORT TERM ACTIONS



ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

THE ACTIVE PASSAGEWAYS

REACTIVATION STRATEGY OF
WEST PALM BEACH DOWNTOWN
ALLEYWAYS AND PILOT
PROJECTS



LONG TERM STRATEGIES, SHORT TERM ACTIONS

ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

THE ACTIVE PASSAGEWAYS

REACTIVATION STRATEGY OF
WEST PALM BEACH DOWNTOWN
ALLEYWAYS AND PILOT
PROJECTS



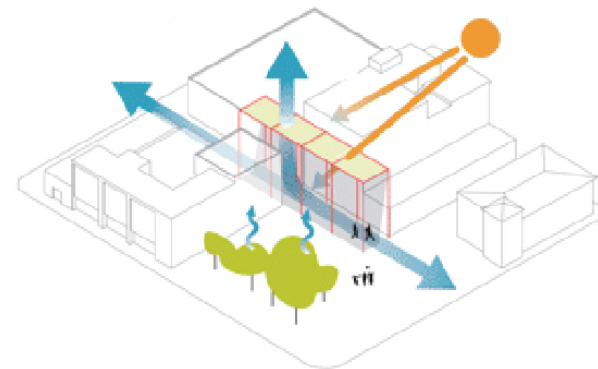
3.3

LONG TERM STRATEGIES, SHORT TERM ACTIONS

ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

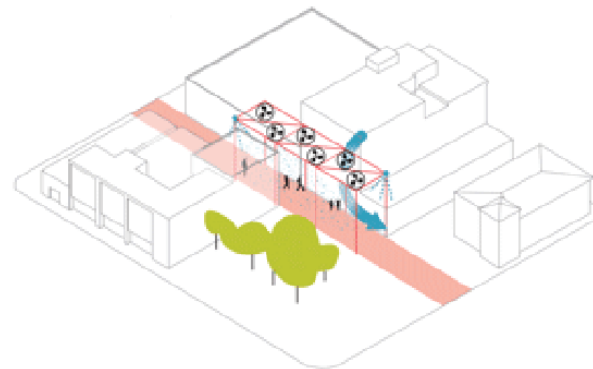
THE ACTIVE PASSAGEWAYS

REACTIVATION STRATEGY OF
WEST PALM BEACH DOWNTOWN
ALLEYWAYS AND PILOT
PROJECTS



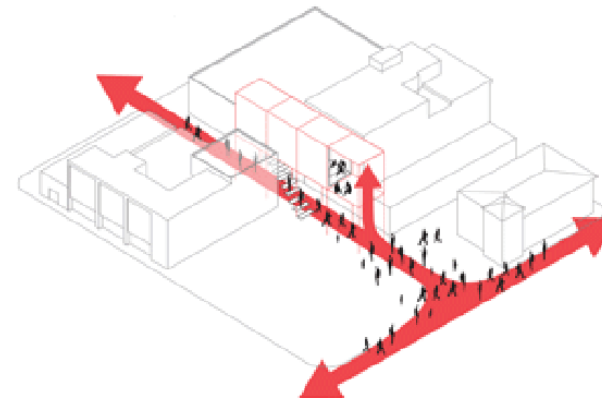
PASSIVE CLIMATIC MITIGATION

Sun shading elements: textile canopies, combined with vegetation for cooling and natural ventilation.



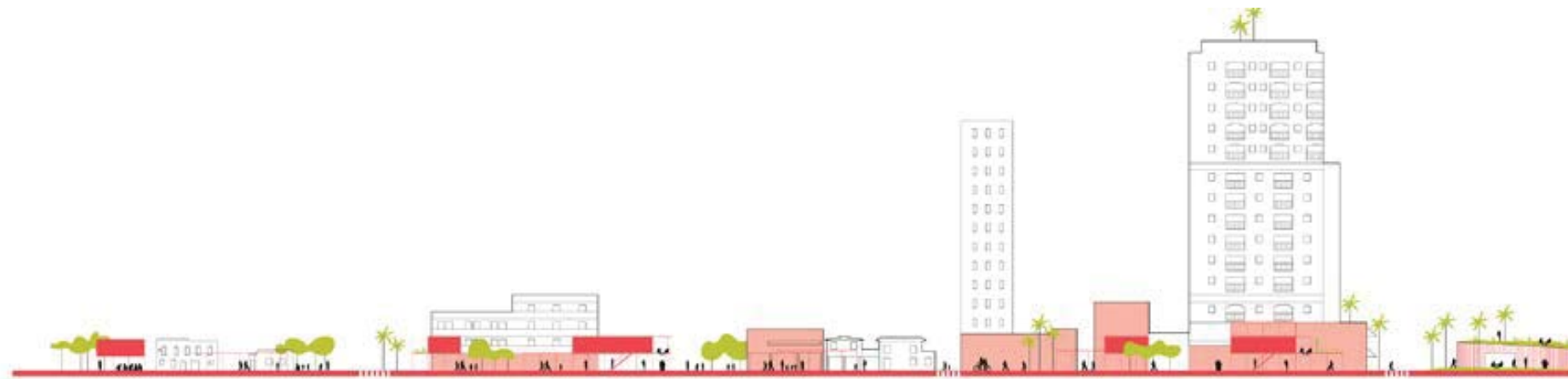
ACTIVE CLIMATIC MITIGATION

Water misting combined with fans, controlled by automatic environmental sensors.



THEMATIC ROUTES

Connecting the programs in the waterfront with the rest of the city through the passageways.



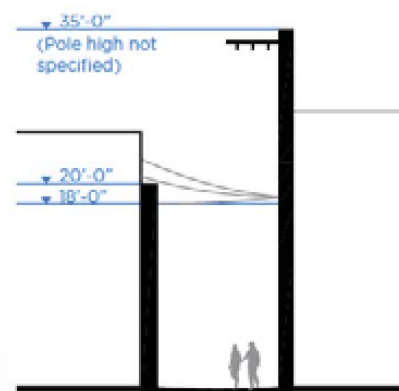
3.3

LONG TERM STRATEGIES, SHORT TERM ACTIONS

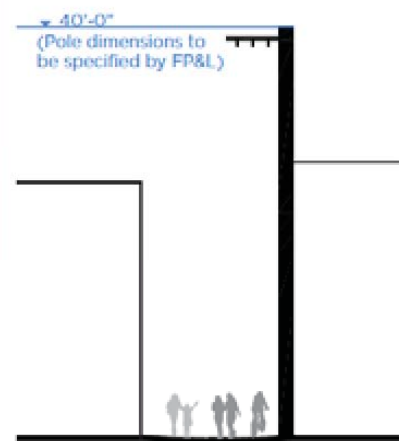
ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

THE ACTIVE PASSAGEWAYS

REACTIVATION STRATEGY OF
WEST PALM BEACH DOWNTOWN
ALLEYWAYS AND PILOT
PROJECTS



Existing situation - 300 block
alleyway cross section looking east.

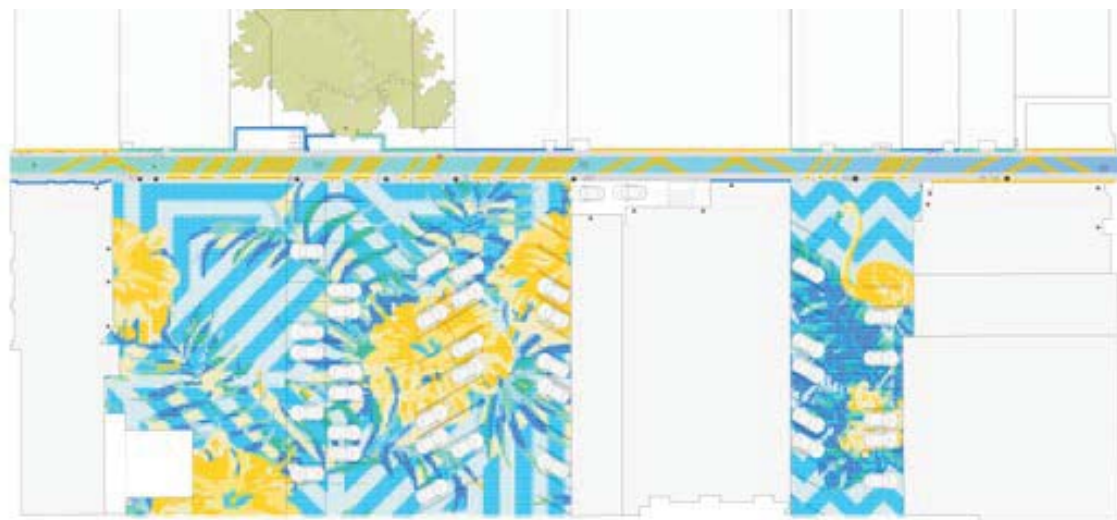


After Public Works



3.3

LONG TERM STRATEGIES, SHORT TERM ACTIONS



ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

THE ACTIVE PASSAGEWAYS

REACTIVATION STRATEGY OF
WEST PALM BEACH DOWNTOWN
ALLEYWAYS AND PILOT
PROJECTS

3.3

LONG TERM STRATEGIES, SHORT TERM ACTIONS



ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

THE ACTIVE PASSAGEWAYS

REACTIVATION STRATEGY OF
WEST PALM BEACH DOWNTOWN
ALLEYWAYS AND PILOT
PROJECTS



LONG TERM STRATEGIES, SHORT TERM ACTIONS



ECOSISTEMA URBANO'S
PROPOSAL FOR
HOLLYWOOD

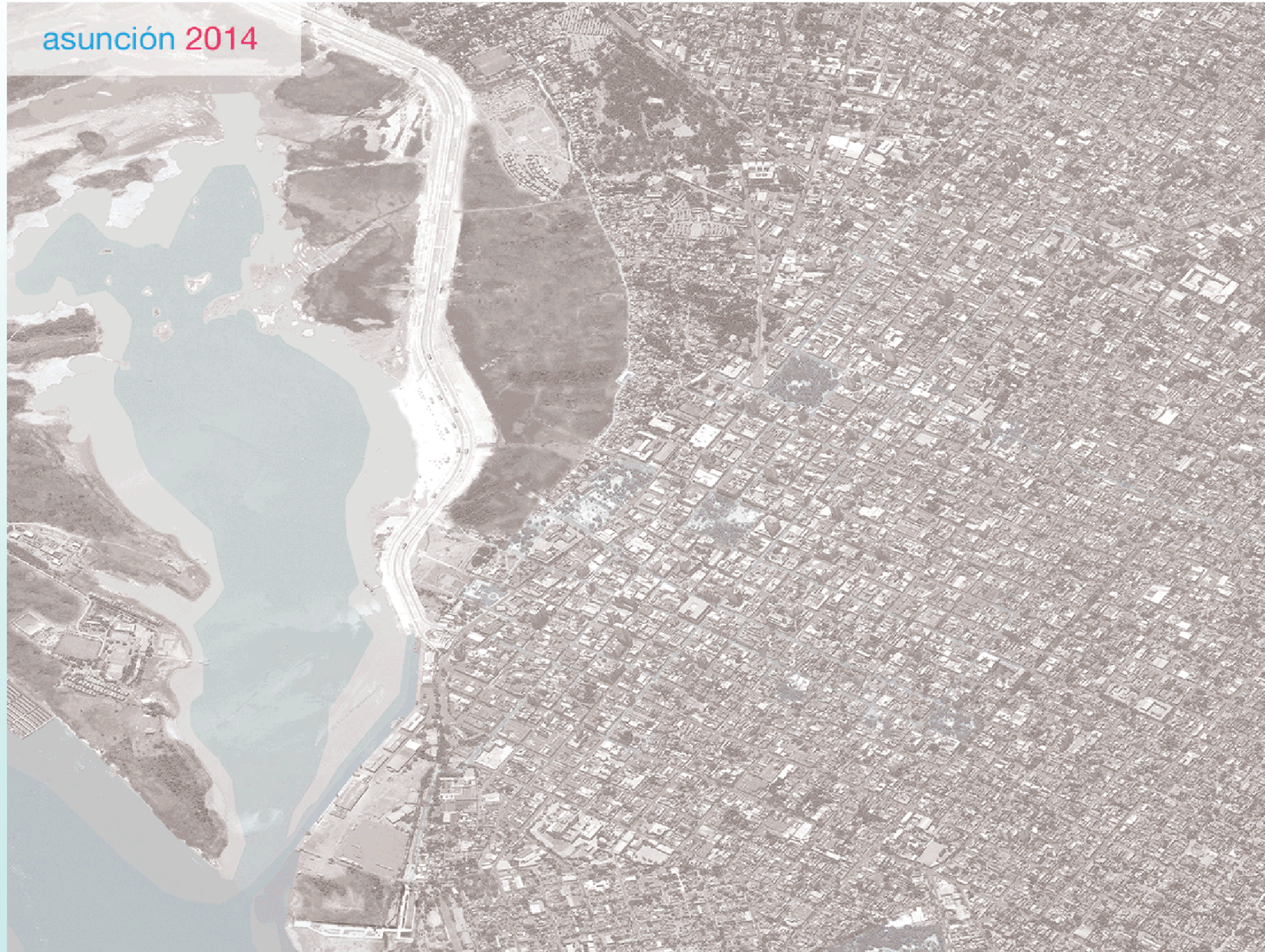
SCENARIOS MODELLING

3.4

FROM MASTER PLAN TO
MASTER PROCESS

3.4

FROM MASTER PLAN TO MASTER PROCESS



asunción 2014

ECOSISTEMA URBANO'S
PREVIOUS EXPERIENCE

THE ASULAB

AN INNOVATIVE ENTITY TO
IMPLEMENT THE
INSTITUTIONAL STRATEGIES
TOGETHER WITH THE BOTTOM-
UP CITIZEN INITIATIVES

3.4

FROM MASTER PLAN TO MASTER PROCESS

10 INSTITUTIONAL ACTIONS

- Live Harbour 10
- Dynamic Corridors 9
- Urban Catalysts 8
- Civic Corridors 7
- Ecological Corridors 6
- Revitalization of Chacarita Alta 5
- Green Active Coast 4
- Bicentenario Park 3
- Riverfront 2
- Biodiversity Reserve 1

CHA competition



- Urban design and mobility
- Identity and culture
- Management and technology
- Society and economy
- Ecology and resources

10 CITIZEN INITIATIVES

ECOSISTEMA URBANO'S PREVIOUS EXPERIENCE

THE ASULAB

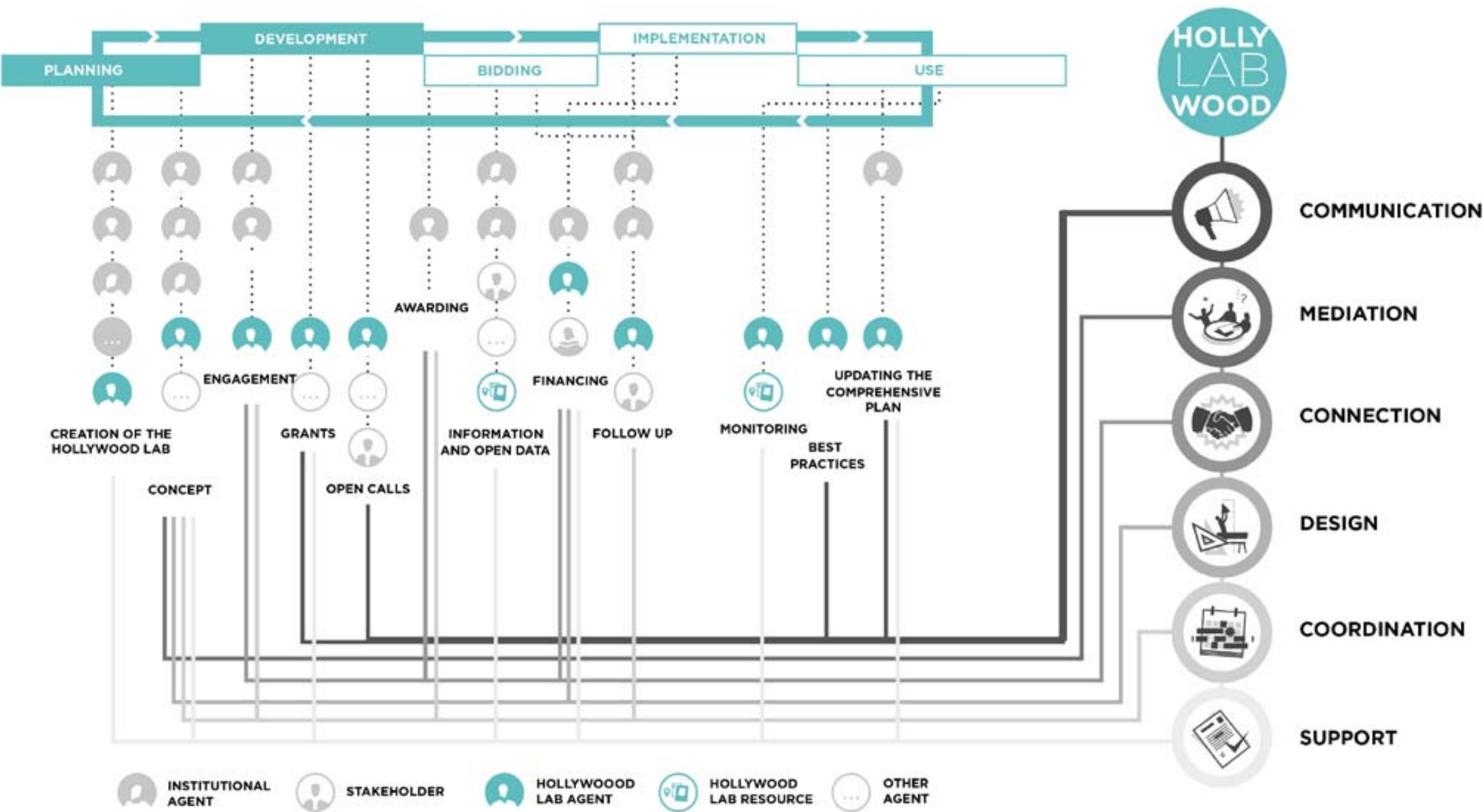
AN INNOVATIVE ENTITY TO IMPLEMENT THE INSTITUTIONAL STRATEGIES OF THE MASTER PLAN OF THE HISTORICAL CENTER OF ASUNCION TOGETHER WITH THE BOTTOM-UP CITIZEN INITIATIVES

3.4

FROM MASTER PLAN TO MASTER PROCESS

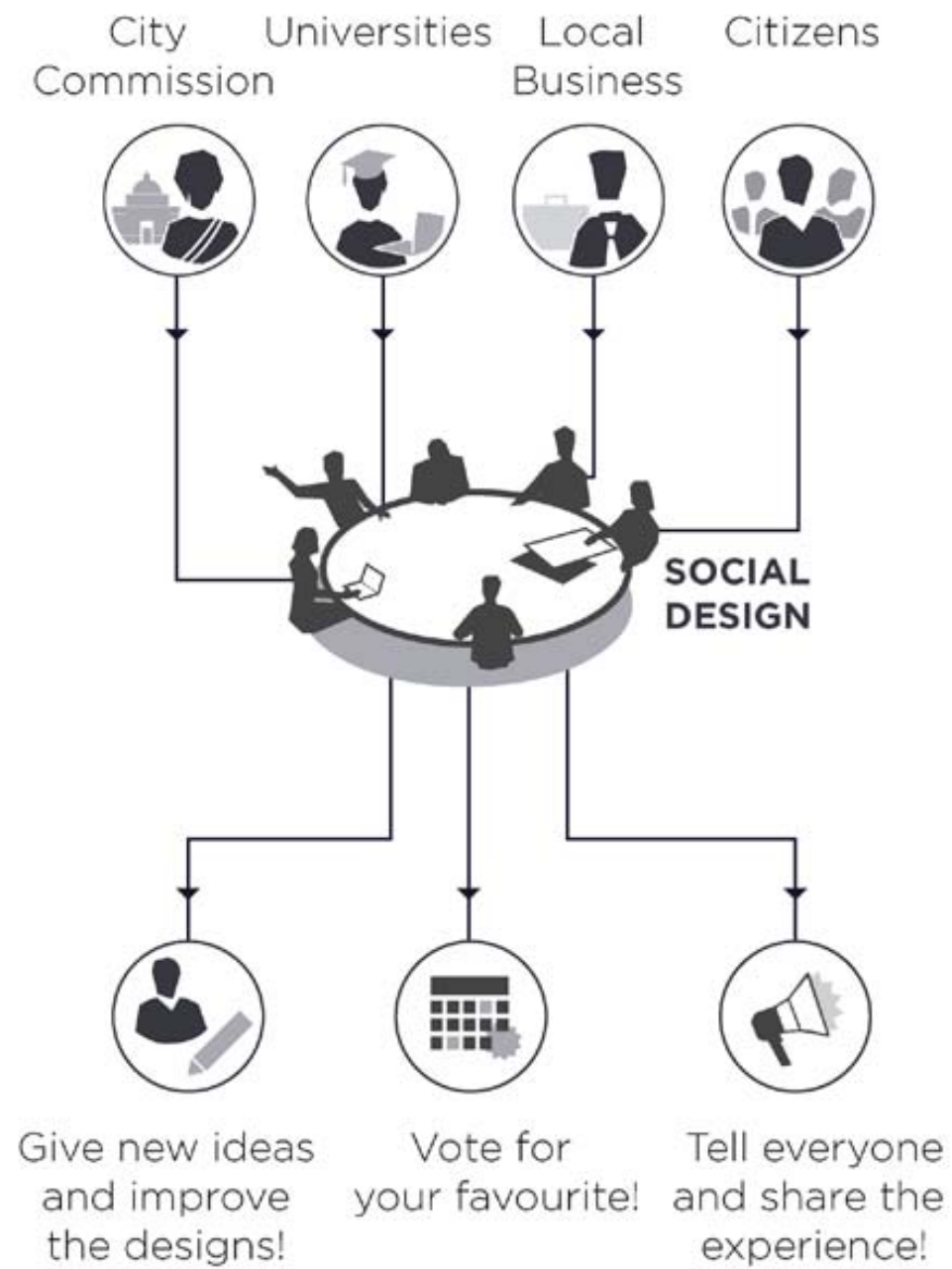
ECOSISTEMA URBANO'S
PROPOSAL FOR
HOLLYWOOD

HOLLYWOOD LAB



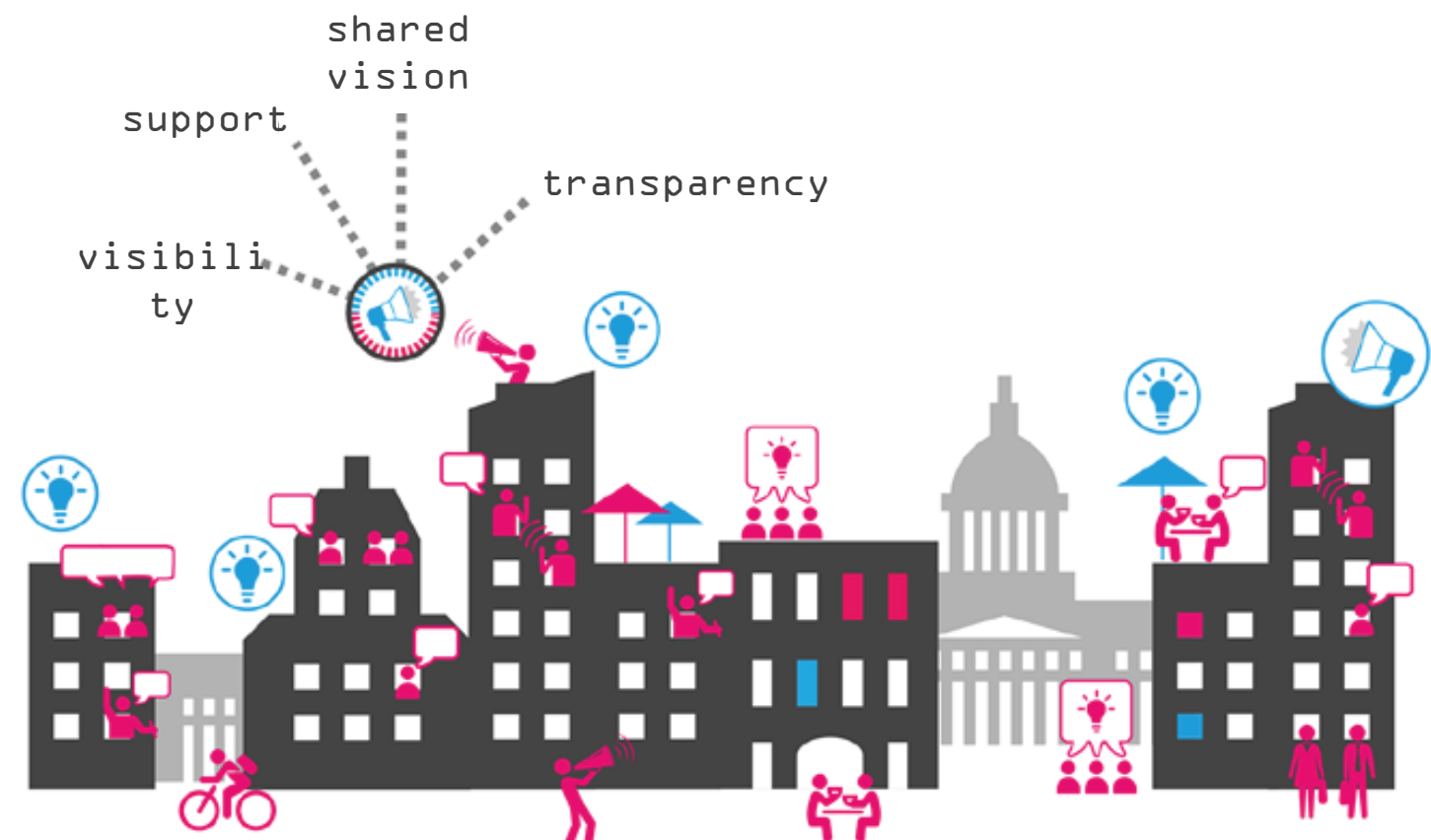
3.4

FROM MASTER PLAN TO MASTER PROCESS



ECOSISTEMA URBANO'S
PROPOSAL FOR
HOLLYWOOD

HOLLYWOOD LAB

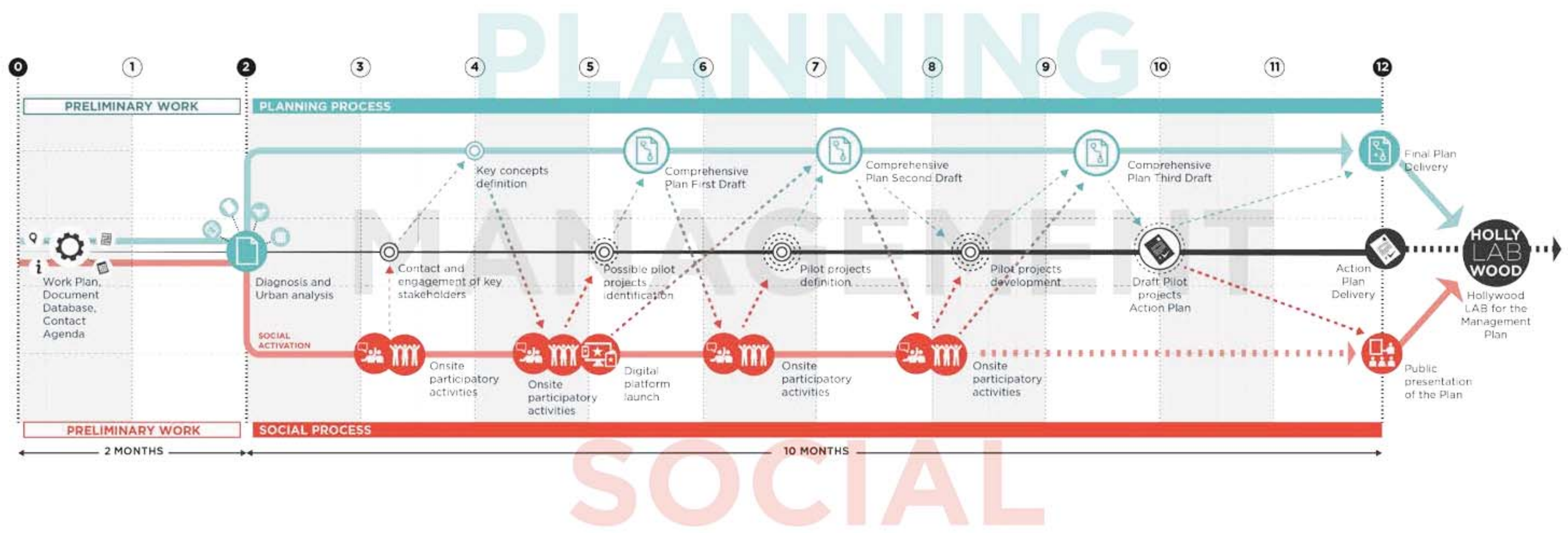


4

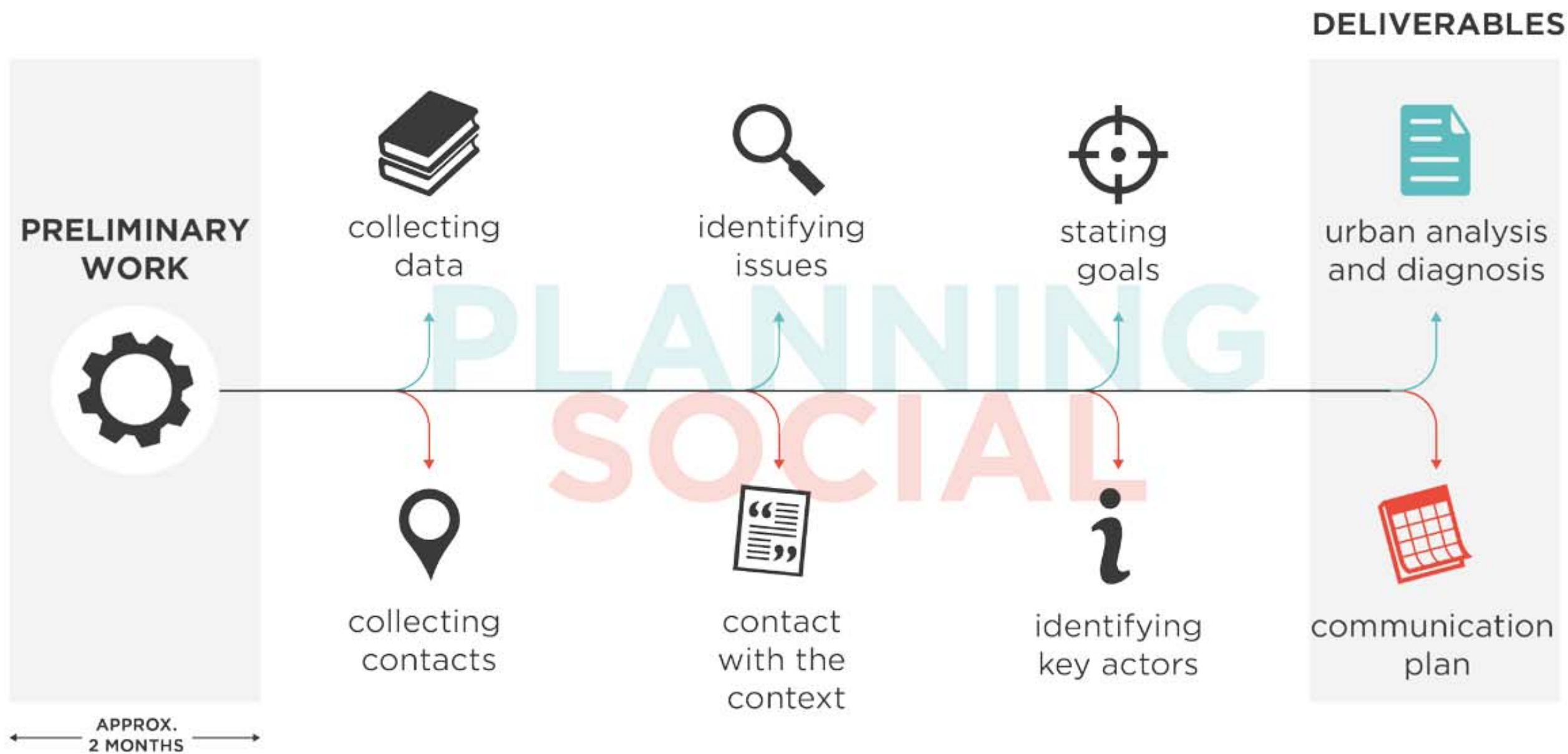
WHEN?

PROJECT
DEVELOPMENT

OVERALL PROJECT SCHEDULE



PRELIMINARY WORK



PRELIMINARY WORK

COLLECTING URBAN DATA

USING THE FOLLOWING POSSIBLE DATA SOURCES:

USA

- Data.gov <https://www.data.gov/>
- USGS (United States Geological Survey) <https://www.usgs.gov>
- MRLC (Multi-Resolution land Characteristics Consortium) <https://www.mrlc.gov>
- Intergovernmental Panel on Climate Change <https://www.ipcc.ch/>
- NOAA's (National Oceanic and atmospheric administration) <https://coast.noaa.gov/>
- United States Census Bureau <https://www.census.gov/>
- United States Interagency Elevation Inventory <https://www.coast.noaa.gov/inventory/>

FLORIDA

- Florida Geographic Data Library <https://www.fgdl.org>
- University of Florida GeoPlan Center <https://sls.geoplan.ufl>
- Florida Statewide LiDAR Project <https://floridadisaster.maps.arcgis.com>

LOCAL

- GIS developed by the City of Hollywood. Departments of: Public Utilities, Economic Development, Community Development and Community Redevelopment Agency <https://gis.hollywoodfl.org/portal/home/index.html>



PRELIMINARY WORK

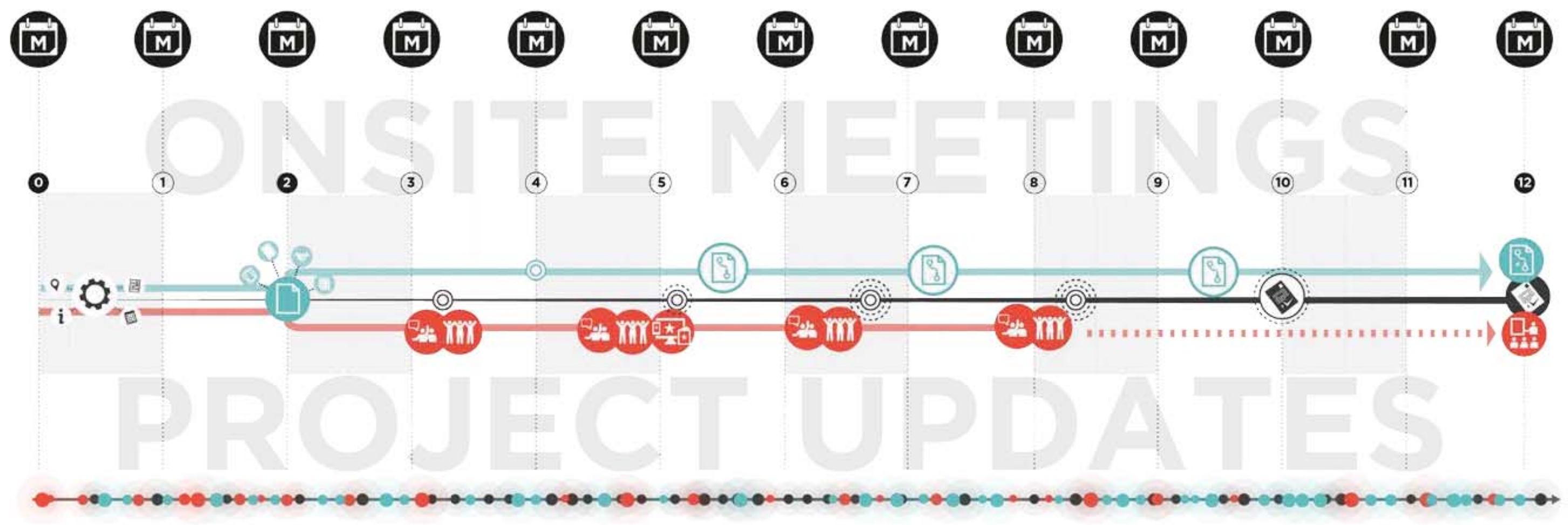
ANALYZING URBAN DATA

USING THE FOLLOWING SOFTWARES AND TOOLS:

- QGIS / ArcGIS Software
- Place Syntax Tools
- Dron Images
- Satellite images
- Interactive Digital Platform
- Mapathons
- Onsite mapping
- Open Street Map



COMMUNICATION WITH CITY STAFF







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