

VENICE, ITALY



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PROJECT BASICS

LOCATION: NORTHEASTERN ITALY SITED ON A GROUP OF 118 SMALL ISLANDS SEPARATED BY CANALS AND LINKED BY BRIDGES.

POPULATION: 263,996 (OCT 9, 2011)

AREA: 160.1 SQ MILES (414.6 KM²)

WEATHER: 50°F (10°C), WIND SE AT 5 MPH (8 KM/H), 71% HUMIDITY

PROVINCE: PROVINCE OF VENICE



BACKGROUND & CONTEXT

BACKGROUND:

LOCATED IN THE ADRIATIC SEA

“CITY OF WATER”

COMPROMISED OF 117 SMALL ISLANDS

COVERS 413 SQUARE KILOMETERS, 253
SQUARE KILOMETERS COVERED BY WATER.
OVER 60%

RELIES HEAVILY ON TOURISM

POLITICIANS HAVE PLANS TO TURN THE
CITY INTO A MODERN INDUSTRIAL CITY

ONE OF THE MAIN CHEMICAL AND OIL
CENTERS IN EUROPE

MODERN DAY VENICE:

INCREASED TOURISM AND A DECREASE IN
POPULATION DUE TO HIGH COSTS OF
LIVING AND LOW BIRTH RATE IN ITALY.

LONGER TOURIST SEASON

SUSTAINABILITY IS A GREAT CONCERN FOR
THE CITY

- A. SUSTAINABLE TOURISM
- B. URBAN QUALITY AND ENVIRONMENT
- C. PRODUCTION



BACKGROUND & CONTEXT

INFLUENCE OF WATER:

ACTS AS A CONNECTING ELEMENT

FUELS TRADING THROUGH THE PORT

INSTRUMENTAL FOR FISHING AND TRADING

THREE MAIN INLETS TO VENICE FROM THE
ADRIATIC SEA

LIDO, MALAMOCCO, & CHIOGGIA

GUARANTEED THE NATURAL TIDE FLOW
BRINGING IN CLEAN WATER INTO THE
LAGOON.

LARGE MEANS OF TRANSPORTATION, PORT
ACTIVITIES, LEISURE TIME AND TOURISM

CHALLENGES:

LOCAL POPULATION IS MOVING OUT OF
THE CITY

HIGH TOURIST LOAD HAS A HEAVY IMPACT
ON THE PHYSICAL STRUCTURE OF CITY IN
TERMS OF SERVICE

TRANSIT, PUBLIC TOILETS, GARBAGE,

RISK OF LOSING ITS OWN
CHARACTERISTICS AS A REAL "CITY"



DESIGN INTENT & VALIDATION

STRATEGIC PLAN FOR THE CITY; 2004-2014

- ACHIEVE A LIVABLE CITY
 - BALANCE BETWEEN ENVIRONMENTAL, SOCIAL, ECONOMIC AND SPECIAL ASPECTS.
- PROMOTE STRUCTURAL AND FUNCTIONAL TRANSFORMATIONS OF THE URBAN SYSTEM.
- THREE MAIN POINTS OF ACTION:
 - PRESERVE RESIDENTIAL & REMAIN WELCOMING FOR IMMIGRANTS AND SUSTAINABLE FOR ALL.
 - RESTORED AND PRESERVED IN ITS PHYSICAL HISTORICAL LAYOUT
 - "THINK" GLOBALLY AT THE METROPOLITAN SCALE
- LIMIT THE CONSUMPTION OF NATURAL RESOURCES AND PROTECT THE HISTORICAL AND NATURAL ENVIRONMENTS.
- COMBINE HISTORY AND INNOVATION, THE CONSERVATION OF ITS CULTURAL AND ARTISTIC VALUES ALONGSIDE THE DEVELOPMENT OF THE AVAILABLE RESOURCES.

KEY DESIGN STRATEGIES

TAKING ACTION:

1. URBAN REGENERATION:

- RESTORE HISTORIC INDUSTRIALIZED AREAS INTO MIXED USE URBANISM

2. TRANSFORMING INDUSTRIAL AREAS:

- TRANSFORM, REUSE AND "GREEN" INDUSTRIAL INFRASTRUCTURES.

A. VEGA: VENICE GATEWAY FOR SCIENCE AND TECHNOLOGY.

B. SAN GIULIANO PARK:



KEY DESIGN STRATEGIES

MOBILITY OF VENICE:

CRUCIAL ISSUE FOR VENICE:

- WATER TAXIS, WORK BOATS FOR THE DELIVERY OF GOODS OF ANY KIND, PRIVATE BOATS FOR TOURISM AND LEISURE, AND CRUISE SHIPS.
- ISSUE OF CONGESTION.
- BRIDGE COMPLETED TO CONNECT THE RAILWAY STATION TO THE CAR TERMINAL OF PIAZZALE ROMA.
- "GREEN" ELECTRIC TRAMCAR
 - CONNECTION WITHIN THE URBAN BELT
 - HOPES TO MANAGE TRAFFIC AND REDUCE AIR POLLUTION
 - AIMS FOR ACCESSIBILITY, PUNCTUALITY, COMFORT, AND ENVIRONMENTAL FRIENDLINESS
 - NOT FULLY COMPLETED...



PERFORMANCE STUDIES

MAINTENANCE OF THE CITY & WATER PROTECTION:

- WATER QUALITY ISSUES DUE TO
OVERUSE OF THE WATERWAYS

- RESTRICTIONS ON SPEED CONTROL
AND BOAT TYPOLOGIES

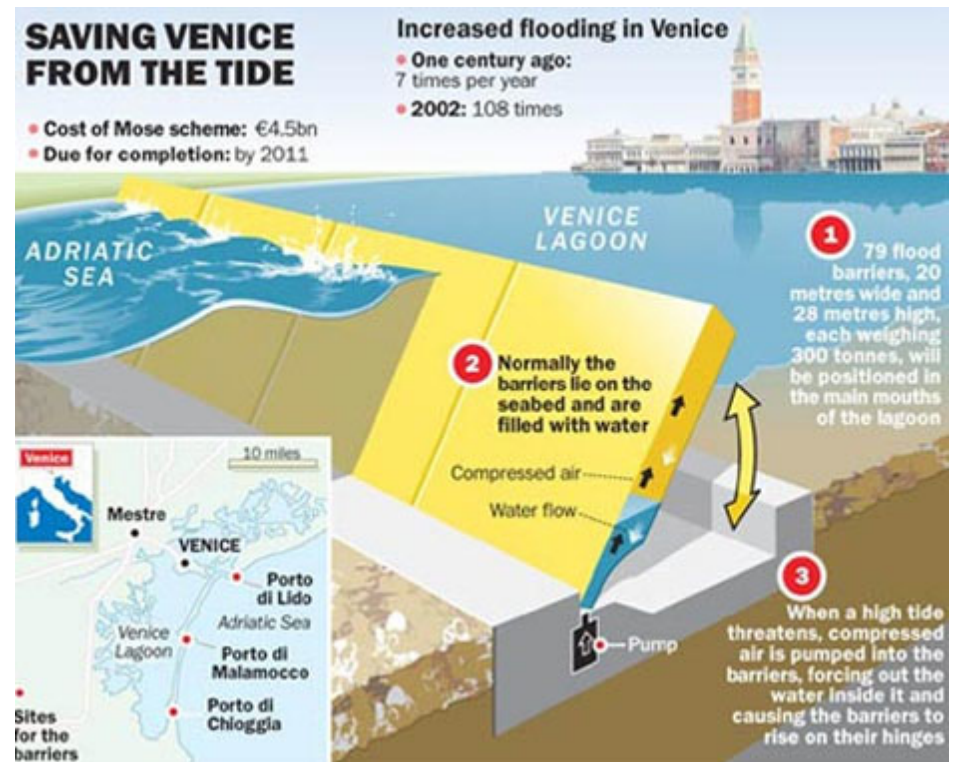
- MUNICIPALITY NEEDS TO DO
CONSTANT DREDGING TO KEEP UP
WITH THE DEBRIS DEPOSIT FROM
WAVE MOTION.

- DOES NOT HAVE A REAL SEWAGE
SYSTEM.

- URBAN WASTE USES THE CANALS, UTILIZING THE NATURAL EXCHANGE OF WATERS

- THE MOSE PROJECT

- DEFENDS VENICE FROM HIGH TIDES.



SCORECARD

ANALYSIS

GREEN CITY SCORECARD

PRIVATE CAR ONLY



MOBILITY

BIKES/TRANSIT NETWORKS

PEDESTRIAN BARRIERS

WALKABILITY

PEDESTRIAN FRIENDLY

BROWNFIELD

BIOPHILIA

PARK NETWORK

WASTEFULLNESS

CARBON/ENERGY

PRO-PLANET

THROUGHPUT

METABOLISM

CLOSED LOOP

SELFISHNESS

GOVERNANCE

COOPERATION/COLLABERATION

NO PLAN

PLANNING



PLAN FULFILLMENT

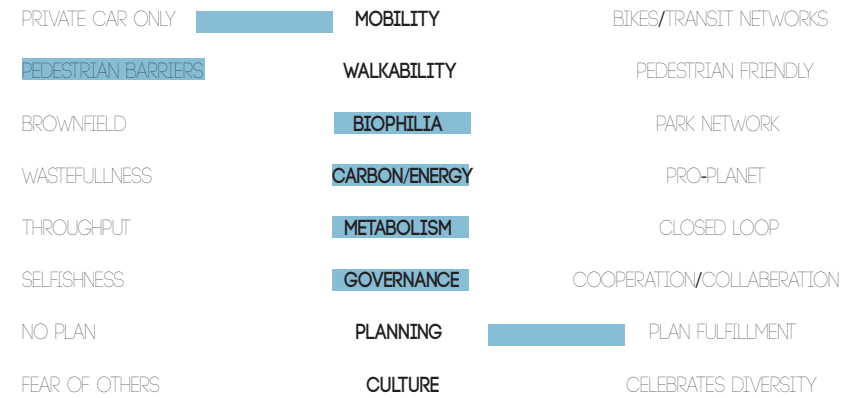
FEAR OF OTHERS

CULTURE

CELEBRATES DIVERSITY

SCORECARD

ANALYSIS



[BASED ON INTERVIEW WITH KATIE KILTY, WHO TRAVELED TO VENICE IN THE SUMMER OF 2012]

MOBILITY: OPTIONS WERE TO BOAT (EXPENSIVE) OR WALK EVERYWHERE. NOT ADA ACCESSIBLE.

WALKABILITY: MAIN, CROWDED ROADS WERE THE ONLY WAY TO GET AROUND. PATHS ARE DENSE AND AREN'T EFFICIENT

BIOPHILIA: FEW PUBLIC GREEN SPACES. CAN'T SIT IN MAIN PIAZZAS UNLESS YOU'RE DINING AT AN EXPENSIVE RESTAURANT

CARBON/ENERGY: NO PASSIVE DESIGN STRATEGIES UTILIZED

METABOLISM: VERY CLEAN; NO RECYCLING. SEEMS VACANT (TOURISM>LIVING)

GOVERNANCE: ITALIAN GOVERNMENT (PARLIAMENTARY, MULTI-PARTY SYSTEM)

PLANNING: TRYING TO SOLVE FLOODING PROBLEM THROUGH THE MOSE PROJECT

CULTURE: TOURISTS DOMINATE POPULATION; FEW ITALIANS RESIDE THERE. AGE DEMOGRAPHIC: 60 YEARS AND ABOVE

OTHER:

- HARD TO NAVIGATE
- NOTHING TO DO BESIDES WALK AROUND (UNLESS YOU'RE WILLING TO SPEND MONEY)
- SEEMED VACANT
- TOURISTS DOMINATED POPULATION; LITTLE ITALIAN WAS SPOKEN
- SEEMED LIKE AN AMERICAN TOWN WITH A FEW ITALIANS
- NO THOUGHTFUL PASSIVE DESIGN STRATEGIES