



**CITY OF GAINESVILLE, FLORIDA
DOWNTOWN STRATEGIC MASTER PLAN
RFP DOSD-200033-GD**

CONSULTANT:
EU URBAN CONSULTANTS
140 S Dixie Hwy, 33020, Hollywood, Florida

CONTACT PERSON:
Belinda Tato
Principal
belindatato@ecosistemaurbano.com
+1 929 424 1980

June 29, 2020

LETTER OF TRANSMITTAL

EU Urban Consultants
140 S Dixie Hwy
Hollywood, FL 33020
June 29, 2020

City of Gainesville
Procurement Division
200 E University Avenue, Rm 339
Gainesville, FL 32601

RE: RFP Response for Downtown Gainesville Strategic Master Plan

From EU Urban Consultants, we are more than happy to submit our proposal and bid for Downtown Gainesville Strategic Master Plan advertised on the online platform DemandStar.com. We have attached a document that details the specifics of our proposal.

The team we have assembled to work with the City of Gainesville includes dedicated professionals known for their practical experience, creativity and commitment to making every city we work with socially, environmentally and economically sustainable, protecting and enhancing its quality of life.

EU Urban Consultants is a Hollywood (FL)-based design and consulting company operating within the fields of urbanism, planning, architecture, engineering, and sociology. Adding to our vast international experience with dozens of cities worldwide, and as a Broward County company, we are familiar with Florida and its local context, with experience in dealing with the most pressing issues that affect urban centers. We have a proven record of turning complex situations into successful projects:

- We lead urban projects from the initial conceptualization to the final implementation.
- We manage complex participatory processes involving up to several thousands participants.
- We rely on a wide network of collaborators who provide complementary expertise crucial to the project's success.

Given the opportunity, we would be honored to cooperate with Gainesville to help it develop its vision and aspirations. We would like to extend our sincerest gratitude for giving us the opportunity to show what we can do for you. We hope to hear from you soon. Thank you.

Sincerely,

Belinda Tato
Principal of EU Urban Consultants

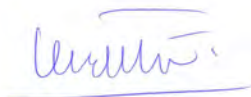


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1

**COMPLETED
FORMS**

PART 7 – PRICE PROPOSAL PAGE

Proposer Name: ECOSISTEMA URBANO LLC

Proposers are required to submit three (3) components in the pricing proposal:

- 1) Lump Sum price for the entire project – all inclusive of travel, administrative costs and other expenses.
- 2) Provide a breakdown of the lump sum by task
- 3) Detail hourly rate of each of the positions within Proposer's company that will be participating in the development of the Downtown Gainesville Strategic Master Plan.
- 4) Detail of how travel and administrative costs are calculated.

Respondent's Company Name: ECOSISTEMA URBANO LLC

Contact Name: BELINDA TATO

Contact Email: belindatato@ecosistemaurbano.com

Contact Phone: 929 424 1980

**Failure to use the City's COST PROPOSAL Page and provide costs as requested
in this RFP, may deem your proposal non-responsive.**

Submitted by:

BELINDA TATO

Name (printed)



Signature

06/29/2020

Date

VICE PRESIDENT

Title

DRUG-FREE WORKPLACE FORM

The undersigned bidder in accordance with Florida Statute 287.087 hereby certifies that

ECOSISTEMA URBANO LLC

does:

(Name of Bidder)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for the drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this bidder complies fully with the above requirements.



Bidder's Signature

06/29/2020

Date

BIDDER VERIFICATION FORM**LOCAL PREFERENCE** (Check one)Local Preference requested: YES NO

A copy of the following documents must be included in your submission if you are requesting Local Preference:

- Business Tax Receipt
- Zoning Compliance Permit

QUALIFIED SMALL BUSINESS AND/OR SERVICE DISABLED VETERAN BUSINESS STATUS (Check one)Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Small Business? YES NO Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Service-Disabled Veteran Business? YES NO **LIVING WAGE COMPLIANCE**

See Living Wage Decision Tree:

(Check one)

 Living Wage Ordinance does not apply (check all that apply) Not a covered service Contract does not exceed \$100,000 Not a for-profit individual, business entity, corporation, partnership, limited liability company, joint venture, or similar business, who or which employees 50 or more persons, but not including employees of any subsidiaries, affiliates or parent businesses. Located within the City of Gainesville enterprise zone. Living Wage Ordinance applies and the completed Certification of Compliance with Living Wage is included with this bid.**NOTE:** If Contractor has stated Living Wage Ordinance does not apply and it is later determined Living Wage Ordinance does apply, Contractor will be required to comply with the provision of the City of Gainesville's living wage requirements, as applicable, without any adjustment to the bid price.**REGISTERED TO DO BUSINESS IN THE STATE OF FLORIDA**

Is Bidder registered with Florida Department of State's, Division of Corporations, to do business in the State of Florida?

 YES NO (refer to Part 1, 1.6, last paragraph)If the answer is "YES", provide a copy of SunBiz registration or SunBiz Document Number (# L17000151629)

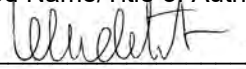
If the answer is "NO", please state reason why: _____

ECOSISTEMA URBANO LLC

Bidder's Name

MARÍA BELINDA TATO SERRANO

Printed Name/Title of Authorized Representative


Signature of Authorized Representative06/29/2020
Date



Department of State / Division of Corporations / Search Records / Search by Entity Name /

[Previous On List](#)
[Next On List](#)
[Return to List](#)

No Events No Name History

Detail by Entity Name

Florida Limited Liability Company
ECOSISTEMA URBANO, LLC

Filing Information

Document Number L17000151629
FE/EIN Number 82-2206601
Date Filed 07/14/2017
Effective Date 07/14/2017
State FL
Status ACTIVE

Principal Address

140 S DIXIE HWY
HOLLYWOOD, FL 33020

Changed: 09/28/2018

Mailing Address

ESTANISLAO FIGUERAS 6
MADRID
MADRID 28008 ES

Registered Agent Name & Address

Accounting, DCC
300 Aragon Avenue
Ste 375
Coral gables, FL 33134

Name Changed: 04/26/2018

Address Changed: 04/26/2018

Authorized Person(s) Detail

Name & Address

Title VP

TATO SERRANO, MARIA BELINDA
ESTANISLAO FIGUERAS 6
MADRID, M 28008 ES

Title P

VALLEJO MATEO, JOSE LUIS
ESTANISLAO FIGUERAS 6
MADRID, M 28008 ES

Title MGR

HOLLMANN, ANDRES
1701 SUNSET HARBOUR DRIVE 706
MIAMI BEACH, FL 33139

Annual Reports

Report Year	Filed Date
2018	04/26/2018
2019	04/22/2019
2020	04/22/2020

Document Images

- [04/22/2020 -- ANNUAL REPORT](#)
- [04/22/2019 -- ANNUAL REPORT](#)
- [04/26/2018 -- ANNUAL REPORT](#)
- [07/14/2017 -- Florida Limited Liability](#)

[Previous On List](#)
[Next On List](#)
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No Events No Name History

REFERENCE FORM

Name of Bidder: ECOSISTEMA URBANO LLC

Provide information for three references of similar scope performed within the past three years. You may include photos or other pertinent information.

#1 Year(s) services provided (For Example: 1/2018 to 12/2019): 1/2016 to 8/2018

Company Name: West Palm Beach Community Redevelopment Agency

Address: 401 Clematis Street – 2nd Floor

City, State Zip: West Palm Beach, FL 33401

Contact Name: Allison Justice

Phone Number: 561-822-1553

Fax Number: _____

Email Address (if available): ajustice@wpb.org

#2 Year(s) services provided (For Example: 1/2018 to 12/2019): 08/2020 to 08/2020 (tbc)

Company Name: City of Hollywood - Planning Department

Address: 2600 Hollywood Blvd, Rm 315

City, State Zip: Hollywood, FL 33020

Contact Name: Leslie Del Monte

Phone Number: 954.921.3471

Fax Number: _____

Email Address (if available): LDELMONTE@hollywoodfl.org

#3 Year(s) services provided (For Example: 1/2018 to 12/2019): 01/2020 to 12/2020

Company Name: City of West Palm Beach

Address: 401 Clematis Street – 2nd Floor

City, State Zip: West Palm Beach, FL 33401

Contact Name: Khanh Uyen Dang

Phone Number: (561) 822-2222

Fax Number: _____

Email Address (if available): kudang@wpb.org

CERTIFICATION OF COMPLIANCE WITH LIVING WAGE

The undersigned hereby agrees to comply with the terms of the Living Wage Ordinance and to pay all covered employees, as defined by City of Gainesville Ordinance 020663 as amended at 030168 (Living Wage Ordinance), during the time they are directly involved in providing covered services under the contract with the City of Gainesville for "Downtown Gainesville Strategic Master Plan" a living wage of \$12.5962 per hour to covered employees who receive Health Benefits from the undersigned employer and \$13.8462 per hour to covered employees not offered health care benefits by the undersigned employer.

Name of Service Contractor/Subcontractor: ECOSISTEMA URBANO LLC

Address: 140 S DIXIE HWY, HOLLYWOOD, FL 33020

Phone Number: +1 929 424 1980

Name of Local Contact Person: BELINDA TATO

Address: 140 S DIXIE HWY, HOLLYWOOD, FL 33020

Phone Number: +1 929 424 1980

\$ _____
(Amount of Contract)

BELINDA TATO

Printed Name/Title of Authorized Representative



Signature of Authorized Representative

06/29/2020
Date



Ron DeSantis, Governor

Halsey Beshears, Secretary

200290M



STATE OF FLORIDA
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

BOARD OF ARCHITECTURE & INTERIOR DESIGN

THE ARCHITECT BUSINESS HEREIN IS CERTIFIED UNDER THE
PROVISIONS OF CHAPTER 481, FLORIDA STATUTES

ECOSISTEMA URBANO, LLC

ECOSISTEMA URBANO, LLC
140 S DIXIE HIGHWAY UNIT 106
HOLLYWOOD FL 33020

LICENSE NUMBER: AA26003514

EXPIRATION DATE: FEBRUARY 28, 2021

Always verify licenses online at MyFloridaLicense.com



Do not alter this document in any form.

This is your license. It is unlawful for anyone other than the licensee to use this document.

Request for Taxpayer Identification Number and Certification

200290M

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate	Exempt payee code (if any) _____
	<input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.	Exemption from FATCA reporting code (if any) _____
	<input type="checkbox"/> Other (see instructions) ▶ _____ (Applies to accounts maintained outside the U.S.)	
	5 Address (number, street, and apt. or suite no.) See instructions.	Requester's name and address (optional)
6 City, state, and ZIP code		
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
-				-					
or									
Employer identification number									
-									

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶	Date ▶
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

STRATEGIC VISION FOR GAINESVILLE'S URBAN CORE

An epicenter for employment, entertainment, commerce, and civic activities, Downtown Gainesville plays a particularly important role in the vitality of the City as a whole. Downtown incarnates the image and spirit of what Gainesville has to offer to the local community, as well as to the region.

While it is true that Gainesville is a city with great potential, it has also various challenges that lie ahead. In harmony with the work and plans already developed over the last few years, and as required by the City in this request for proposal, the Downtown Gainesville Strategic Master Plan will aim to understand profoundly the challenges that the city faces, and transform them into opportunities for its development.

WHO WE ARE

EU Urban Consultants is a Hollywood (FL) based design and consulting company operating at the intersection of urban design and planning, architecture, landscape design, engineering and sociology. Over 20 years we have worked on more than 90 projects in 30 countries from four continents. Our projects have received more than 70 national and international awards and have been exhibited in multiple museums, galleries and institutions as the Chicago Art Institute and the Venice Biennale.

OUR APPROACH

We are specialized in urban innovation projects operating within the principles of design thinking. Our approach can be defined as urban social design by which we understand the design of environments, spaces, dynamics and tools that respond to the social and environmental challenges of an ever changing society. As practitioners and researchers, we have a strong commitment to analyzing, studying and engaging with the urban challenges that cities face today.

The objective of the Downtown Gainesville Strategic Master Plan is to prepare a comprehensive set of recommendations for the city, with the goal of providing it with:

- a multi-use urban fabric
- social inclusiveness and diversity
- sustainable mobility and easy accessibility
- urban and market density to achieve sustainable levels of activity
- resilience against social, economic or climatic changes
- improvement in the comfort of public spaces
- implementation of technology as a tool to improve the city

OUR TOOLS AND METHODOLOGY

We develop creative solutions with a solid, reality-checked knowledge base about the local context and its main challenges, all while staying in tight connection with the community's realities and needs. On top of basing our investigation on the most up-to-date studies, surveys, reviews of relevant literature, etc., we rely on participation processes with the community, with which we have a deep experience and for which we have developed an extensive toolkit.

The Downtown Gainesville Strategic Master Plan will be done through an in-depth analysis of plans, maps, market studies and other relevant data, along with new insights to be gathered from a deep public engagement process with citizens and stakeholders.

WORK PLAN AND TIMELINE

Our work plan to achieve the various tasks requested is developed in an Integrated Master Schedule, a structure for all the activities to be carried out during the process. This schedule relies on 6 lines of work, the 4 first being fundamental in any process of urban planning we undertake, and the 2 others which we propose as an additional layer to complement and enhance these processes:

- Urban Planning: urban analysis, vision, scenarios, final plan
- Project Management: meetings, workshops, presentations
- Civic Engagement: public events, charrettes
- Communication and branding: graphic design, web platform, publications
- Urban Lab: exhibitions, public sessions
- Prototyping: pilot activities and projects

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SUMMARY OF QUALIFICATIONS

EU URBAN CONSULTANTS

making cities better places

EU urban consultants is a Hollywood (FL) based design and consulting company operating at the intersection of **urban design and planning, architecture, landscape design, engineering and sociology.**

EU is specialized in urban consultancy, urban planning and design, public space quality assessment, and urban transformation processes.

The scope of its work goes from the initial conceptualization to the final implementation of the projects, and its clients comprehend local and national governments as well as multilateral agencies.

Over 20 years they have worked on more than **90 projects in 30 countries.**

More than
90 projects
in 20 years
in over **30**
countries
from **4**
continents
awarded
with more than
70 prizes



EU urban consultants is specialized in urban innovation projects operating within the principles of **design thinking**.

Our approach can be defined as **urban social design** by which we understand the design of environments, spaces, dynamics and tools that respond to the social and environmental challenges of an ever-changing society.

EU seeks to **implement transformative initiatives** that incorporate the citizens as active agents. We have used this philosophy to design and implement urban projects in contexts, such as USA, Norway, Denmark, Spain, Italy, France, China, Russia, Paraguay, Bahamas, Ecuador, Bangladesh, Bahrain, Honduras, Kyrgyzstan, etc.

eu projects

have been

widely

covered and

acclaimed by

professionals

and **media**

around

the **world.**



CLIENTS

The following is a selection of our most prestigious clients.

WORLDWIDE MUNICIPALITIES:

INTERNATIONAL ORGANIZATIONS:



- **IADB - Inter-American Development Bank**, Washington, D.C. (8 projects)
- **WBG - World Bank Group**, Washington, D.C. (4 projects)
- **100 Resilient Cities** program promoted by the Rockefeller Foundation, New York City
- **Van Alen Institute**, New York
- **Reggio Children Foundation** Reggio Emilia, Italy



GOVERNAMENTAL ENTITIES:

- **West Palm Beach Community Redevelopment Agency**, FL (4 projects)
- **City of West Palm Beach**, FL
- **City of Hollywood**, FL
- **European Commission**
- European urban sustainability program **URBACT**
- Ministry of Culture of **Paraguay**
- Ministry of Culture of **Bahrain**
- Ecology Department of the Government of **Voronezh, Russia**
- Government of the **Bahamas**
- Agence Nationale de Grands Travaux, Government of **Gabon**
- Government of Dunkerque, **France**
- Government of Galicia, **Spain**
- Government of **Mexico City**, Mexico



- Municipality of Madrid, Spain
- Municipality of Hamar, Norway
- Municipality of Oslo, Norway
- Municipality of Philadelphia, US
- Municipality of Dordrecht, NL
- Municipality of Getxo, Spain
- Municipality of Palma, Spain
- Municipality of Berlin, Germany
- Municipality of Heidelberg, DE
- Municipality of Odense, DK
- Municipality of Aarhus, Denmark
- Municipality of Rivas, Spain
- Municipality of Encarnación, PY
- Municipality of Seoul, Korea
- Municipality of Vienna, Austria
- Municipality of Grenoble, Francia
- ...

UNIVERSITIES AND CULTURAL INSTITUTIONS:

- **Harvard** University Graduate School of Design, Cambridge, MA
- **Columbia** University Graduate School of Architecture, Planning and Preservation, NYC, US
- **Hong Kong Design Institute**, Hong Kong
- **UMA - University of Malaga**, SP
- **Chicago Art Institute**, US
- **IVAM - Modern Art Museum**, Valencia, Spain
- **DAZ - Deutsche Architektur Zentrum**, **Berlin Germany**
- **Venice Architecture Biennale**, IT
- **Shenzhen UABB** Biennale, China
- Intermediae Matadero, Spain
- **Louisiana** Museum of Modern Art, Denmark

RELEVANT PROJECTS

The following is a selection of our most representative national and international projects by category.

URBAN PLANNING:

- **Hollywood Comprehensive Plan Update**, Hollywood, FL
- **Open Shore**, Redevelopment of the Waterfront of West Palm Beach, FL
- **Osh and Uzgen Urban** Reactivation Plan, Kyrgyzstan.
- **Dhaka Urban Upgrading Project**, Bangladesh.
- **Comprehensive Redevelopment of Riverfront Areas** of Asunción, Paraguay
- Revitalization Plan - **Historical Centre of Hermosillo**, Mexico
- **Master Plan of the Historical Centre** of Asunción, Paraguay
- **Territorial Planning** and Sustainability Plan. City of Encarnación, Paraguay
- **Master Plan** of the Sports Center Fadura, Getxo, Spain
- (...)

URBAN DESIGN:

- **Datura and Evernia St.** redesign. In collaboration with Alta Planning, City of West Palm Beach, FL
- **The Active Passageway**, Alley reactivation pilot project, West Palm Beach, FL
- Public Space (52ac) for the **University Campus of Malaga** Spain
- **Ecoboulevard**, bioclimatic public

space design in Madrid, Spain

- Strategic Revitalization of **Public Spaces in Cuenca**, Ecuador
- Environmental and ecological restoration **Voronezh Sea, Russia**
- Public space design of **Stortoget Square**, Hamar, Norway
- **Rainwater Park**, Meco, Spain
- **Urban Voids**, urban strategy in Philadelphia, PA
- **Park design** in a former military base in Heidelberg, Germany
- **Waterfront redesign** in Palma de Mallorca, Spain
- **Riverbank reactivation** in Vienna, Austria
- (...)

ARCHITECTURE:

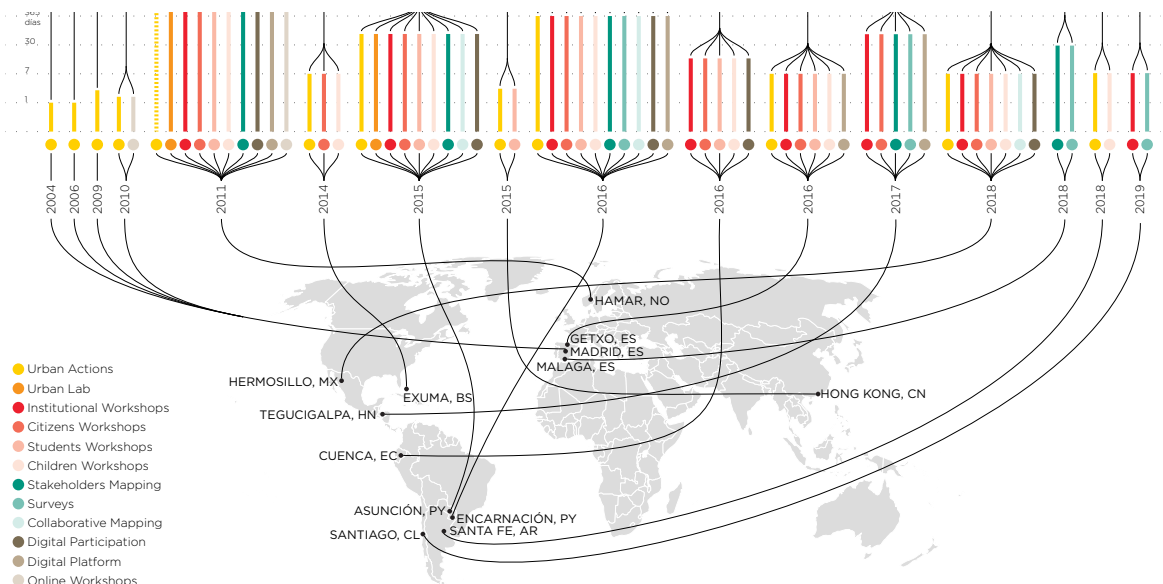
- **Banyan Hub**, New mixed-use building in West Palm Beach, FL
- **The Thoroughfare**, Mixed-use commercial space in West Palm Beach, FL
- **Febres Cordero**, New mixed-use building in Cuenca, Ecuador
- **Multifunctional Pavilion** for the IVAM - Modern Art Museum of Valencia, Spain
- **Experimental educational building** for Reggio Children Foundation. Reggio Emilia, Italy
- **Energy Carousel** playground. Dordrecht, Netherlands
- **Ecopolis Plaza** - kindergarten and public space. Rivas-Vaciamadrid, Spain.
- **Air Tree** - 2010 Shanghai Expo Pavilion, China

CIVIC ENGAGEMENT AND PARTICIPATORY PROCESSES:

- **Digital Charrette** to redesign Datura and Evernia Corridors in West Palm Beach, FL
- **Participatory activity** with children part of a resilience strategy for Santa Fe, Argentina
- **Participatory process** for the reactivation of the Historical Center of Tegucigalpa, Honduras
- **Collaborative installation** and participatory digital tool in Hong Kong
- **Collaborative installation** Exuma Garden of Dreams, Georgetown, The Bahamas
- **Participatory process and urban actions** Dreamhamar to transform the main square of Hamar, Norway
- **Participatory process and urban actions** for the territorial planning of Encarnacion, Paraguay
- **Participatory process** "City as a Playground: in Matadero", Madrid, Spain

WORKSHOPS AND INSTITUTIONAL ACTIVITIES:

- **Weekly roundtables with local authorities** to define a management model for the riverfront of Asunción, Paraguay
- **Interinstitutional workshop** for the redevelopment of the informal area along the Pantanoso River, Montevideo, Uruguay
- **Interinstitutional workshop** to define a management model for the Heritage area of Valparaíso, Chile
- **Interinstitutional workshop** for the resilient urban development of Arnos Vale & Kingstown, Saint Vincent and the Grenadines
- **Interinstitutional workshop** to include a digital agenda in the urban development of Santiago, Chile
- **Interinstitutional workshop** to rethink the public space of the informal neighborhood Barrio 31, Buenos Aires, Argentina



TEAM PROFILE

EU urban consultants brings together a **diverse team** with unique experiences and specializations. As architects, planners, urban designers, participation experts, engineers, and researchers, the team brings disciplinary insights to a holistic systems approach that EU applies to sustainable urban planning, urban activations strategies and hybrid architecture.

Managerial Capability

EU urban consultants has an organizational structure capable of handling complex international engagements.

The structure provides a clear distribution of responsibilities. It is operationalized through administrative, operational, technical and financial procedures, and protocols. Regarding project development, the firm has specialized procedures, protocols, safeties and KPIs including protocols for data acquisition and analysis, peer-to-peer commenting, QA/QC, design standards, reporting and communication.

Technical Capability

Technically the firm is organized in multidisciplinary practice areas, managed by leaders with over 10 years of experience. Every project is developed with passion in a very inspiring environment feeded with the international experience of the team members, the academic research inputs from the directors, and the common pursuit of innovation. Project development teams are staffed with a range of specialists with Master or PhD degrees from diverse fields including architecture, landscape architecture, urban planning, engineering, and sociology.

Locations

EU's offices are located in **Hollywood**, Broward County, Florida. The project team ensures availability and maximum flexibility to attend onsite meetings, conduct on field research and organize activities in different areas of Florida. Other offices of EU are located in **Boston, MA**, and the international branch office in Europe is based in **Madrid, Spain**.

BELINDA TATO



Principal - EU urban consultants
Architect, Landscape Architect and Urban Designer

Associate Professor in Practice of **Landscape Architecture** at **Harvard University Graduate School of Design**, Cambridge, MA

Belinda is responsible for **urban strategies** and the development of innovative methodologies that incorporate **participatory mechanisms** with digital tools to allow collaborative network design.

For the last seven years Ms. Tato has been a consultant for the InterAmerican Development Bank and the World Bank, having developed projects that range from **strategic urban planning** to detailed design for **public spaces**, always incorporating a social agenda as part of the design strategy.

Belinda Tato has led workshops, lectured and taught at the most prestigious institutions worldwide. She is currently an **Associate Professor in Practice** of Landscape Architecture at **Harvard University's Graduate School of Design**, where she has been teaching since 2010.

Selected professional experience:

2020/-: **Hollywood Comprehensive Plan Update**, Hollywood, FL
 2020: **Datura and Evernia St. redesign** (with Alta Planning) City of West Palm Beach, FL
 2020: **Comprehensive Redevelopment** of Riverfront Areas of Asunción, Paraguay
 2020: **Interinstitutional workshop** for the management of the Heritage of Valparaíso, Chile
 2019: **Interinstitutional workshop** to redevelop of informal areas of Montevideo, Uruguay
 2016/18: **Banyan Hub**, New mixed-use building in West Palm Beach, FL
 2017/19: **The Thoroughfare**, Mixed-use commercial space in West Palm Beach, FL
 2018: **Interinstitutional workshop** - public space of Barrio 31, Buenos Aires, Argentina
 2016/17: **Open Shore**, Redevelopment of the Waterfront of West Palm Beach, FL
 2017/2018: **The Active Passageway**, Alley reactivation pilot project, West Palm Beach, FL
 2016/17: **Febres Cordero**, New mixed-use building in Cuenca, Ecuador
 2017: **Participatory activity** with children part of a resilience strategy, Santa Fe, Argentina
 2017: **Park design** for a former military base in Heidelberg, Germany
 2015: **Participatory process** for the Historical Center of Tegucigalpa, Honduras
 2015/16: **Strategic Revitalization of Public Spaces** in Cuenca, Ecuador
 2014: **Collaborative installation** Exuma Garden of Dreams, Georgetown, The Bahamas
 2014/15: **Environmental and ecological restoration** of the Voronezh Sea, Russia
 2011/12: **Dreamhamar**, Public space design of Stortorget Square, Hamar, Norway
 2008: **Urban Voids**, urban strategy in Philadelphia, PA
 2004/08: **Ecoboulevard**, bioclimatic public space design in Madrid, Spain

JOSE L. VALLEJO



Principal - EU urban consultants
Architect, Landscape Architect and Urban Designer

Adjunct Associate Professor of **Urban Planning** at
Columbia University GSAPP, New York

Jose is a specialist in **urban regeneration processes** taking into account sustainability indicators and **urban metabolism processes** that are behind the most important challenges faced by contemporary urban societies.

Over 20 years, Mr. Vallejo has worked in urban environments in more than 30 countries **leading urban transformation projects** from the initial phases of data collection and analysis to the development of transformative strategies, reaching the implementation and supervision phases of the teams responsible for the final materialization.

Jose L. Vallejo is an outstanding academic with **more than 15 years teaching urban design and planning** in prestigious academic institutions such as **Harvard University and Columbia University** in New York City.

Selected professional experience:

2020/-: **Hollywood Comprehensive Plan Update**, Hollywood, FL
2020/19: **Osh and Uzgen Urban Reactivation Plan**, Kyrgyzstan
2019: **Interinstitutional workshop** Arnos Vale & Kingstown, St. Vincent and the Grenadines
2018/19: **Dhaka Urban Upgrading Project**, Bangladesh
2017/18: **Urban Revitalization Plan** - Historical Centre of Hermosillo, Mexico
2017/20: **Master Plan and Public Space design** of the University Campus of Malaga Spain
2016/18: **Banyan Hub**, New mixed-use building in West Palm Beach, FL
2016/17: **Open Shore**, Redevelopment of the Waterfront of West Palm Beach, FL
2018: **Waterfront redesign** in Palma de Mallorca, Spain
2017/18: **The Active Passageway**, Alley reactivation pilot project, West Palm Beach, FL
2017: **Master Plan** of the Sports Center Fadura, Getxo, Spain
2016/17: **Febres Cordero**, New mixed-use building in Cuenca, Ecuador
2015/16: **Territorial Planning and Sustainability Plan**. City of Encarnación, Paraguay
2015: **Riverbank reactivation** in Vienna, Austria
2015: **Participatory process** for the Historical Center of Tegucigalpa, Honduras
2015/16: **Strategic Revitalization of Public Spaces** in Cuenca, Ecuador
2014/15: **Master Plan** of the Historical Centre of Asunción, Paraguay
2014: **Collaborative installation** Exuma Garden of Dreams, Georgetown, The Bahamas
2012/13: **Experimental educational building** Reggio Children Found. Reggio Emilia, Italy
2011/12: **Dreamhamar**, Public space design of Stortorget Square, Hamar, Norway
2008: **Urban Voids**, urban strategy in Philadelphia, PA
2004/08: **Ecoboulevard**, bioclimatic public space design in Madrid, Spain

ANTONELLA MILANO



**Architect, Urban Designer and Urban Strategist
working with EU urban consultants since 2012**

Antonella is in charge of coordinating international projects aiming at defining **sustainable urban strategies** using a participatory approach. She leads interdisciplinary teams in diverse contexts, in particular in North and South America. She is an Architect and Urban Designer and she holds a Master in Urban Regeneration and Management.

Since 2016 she has been working for the city of **West Palm Beach** (FL) coordinating the design team for the downtown and waterfront activation, the definition of the Active Passageways transformation strategy and the architectural design for the mixed-use building Banyan Hub.

At EU she is also responsible for international competitions. Moreover, Antonella organizes and leads **interinstitutional workshops** designing specific tools to foster the dialogue between stakeholders aiming at defining innovative **management models** for urban development.

Selected professional experience:

2020/-: **Hollywood Comprehensive Plan Update**, Hollywood, FL
 2020: **Datura and Evernia St.** redesign and digital charrette, City of West Palm Beach, FL
 2020: **Interinstitutional workshops** for a Management Model for Asunción, Paraguay
 2020: **Comprehensive Redevelopment of Riverfront Areas** of Asunción, Paraguay
 2020: **Interinstitutional workshop** for the management of the Heritage of Valparaíso, Chile
 2019: **Interinstitutional workshop** to redevelop of informal areas of Montevideo, Uruguay
 2017/19: **The Thoroughfare**, Mixed-use commercial space in West Palm Beach, FL
 2018: **Interinstitutional workshop** - public space of Barrio 31, Buenos Aires, Argentina
 2017/18: **Urban Revitalization Plan** - Historical Centre of Hermosillo, Mexico
 2017: **Participatory activity** with children part of a resilience strategy, Santa Fe, Argentina
 2017/20: **Master Plan and Public Space design** of the University Campus of Malaga Spain
 2016/18: **Banyan Hub**, New mixed-use building in West Palm Beach, FL
 2016/17: **Open Shore**, Redevelopment of the Waterfront of West Palm Beach, FL
 2017/18: **The Active Passageway**, Alley reactivation pilot project, West Palm Beach, FL
 2016/17: **Febres Cordero**, New mixed-use building in Cuenca, Ecuador
 2015/16: **Territorial Planning and Sustainability Plan**. City of Encarnación, Paraguay
 2015/16: **Strategic Revitalization of Public Spaces** in Cuenca, Ecuador
 2014/15: **Master Plan** of the Historical Centre of Asunción, Paraguay
 2014: **Collaborative installation** Exuma Garden of Dreams, Georgetown, The Bahamas
 2012/13: **Experimental educational building** Reggio Children Found. Reggio Emilia, Italy

RYAN T. DEVLIN



Urban Planner
working with EU urban consultants since 2019

Assistant Professor of **Urban Planning** at **Columbia University GSAPP**, New York

Ryan holds a Ph.D. in City and Regional Planning, Designated Emphasis in Global Metropolitan Studies; University of California, Berkeley. He is a specialist in International Planning, History and Theory of Planning, urban inequality and street vending.

Ryan is also a researcher focusing on the following areas of specialization: Urban Informality; Policy and Planning in Immigrant Communities; **Policy Implementation** and Enforcement; **Urban Inequity**; Street Vending and Public Space; New York City Politics, Policy, and Planning.

Selected publications:

- 2020/ Forthcoming: "No Place for Street Vendors: Global Capital and Local Exclusion in an East Asian Immigrant Neighborhood in Queens, New York City." WIEGO Resource Document. Manchester, UK: WIEGO. (in press as of June 2020).
- 2019: "Planning for Desires Versus Planning for Needs: Negotiating Food Vendor Formalization at the Red Hook Ballfields." *Cultural Geography* Vol. 36(2).
- 2019: Devlin, Ryan Thomas and Tucker, Jennifer Lee (2019) "Governing through Uncertainty: Street Vending and Conflicts over Space in Ciudad del Este, Paraguay and New York City, USA." *International Journal of Urban and Regional Research* Vol. 43(3).
- 2018: "Asking 'Third World Questions' of First World Informality: Using Southern Theory to Parse Needs from Desires in an Analysis of Informal Urbanism in the Global North." *Planning Theory* Vol. 17(4).
- 2018: "Global Best Practice or Regulating Fiction? Street Vending, Zero Tolerance, and Conflicts over Public Space in New York, 1980-2000." *International Journal of Urban and Regional Research* Vol. 42(3).
- 2017: "Working New York Streets: West African Street Vendors in New York City." *Africa in Fact* Vol. 43.
- 2016: "Review: The Informal American City." *Journal of Architectural and Planning Research* Vol. 33(2).
- 2011: "An Area that Governs Itself: Informality, Uncertainty, and the Management of Street Vending in New York." *Planning Theory* Vol. 10(3).

JORGE TOLEDO



Architect, Urban Designer and Participation Expert working with EU urban consultants since 2011

Jorge is responsible for urban projects and **civic engagement processes**. He coordinates urban projects in Europe, South America and Asia as consultant for the InterAmerican Development Bank and the World Bank. He holds a Master in Architecture and Urban Design and he has more than 12 years of experience in urban projects and **participatory tools development**.

While working with EU urban consultants Jorge Toledo was the director of **EU pop-up office** in Paraguay, coordinating the participatory process for the Encarnacion Sustainable Development Plan and the local team, working in the design of the on-site activities, workshops and communication.

Moreover, Jorge Toledo is in charge of communication at EU urban consultants, and he develops **digital tools** applied to social issues, urban environments and architecture.

Selected professional experience:

2020/-: **Hollywood Comprehensive Plan Update**, Hollywood, FL
 2020: **Interinstitutional workshops** for a Management Model for Asunción, Paraguay
 2020: **Comprehensive Redevelopment of Riverfront Areas** of Asunción, Paraguay
 2020/19: **Osh and Uzgen Urban Reactivation Plan**, Kyrgyzstan
 2018/19: **Dhaka Urban Upgrading Project**, Bangladesh
 2017/18: **Urban Revitalization Plan** - Historical Centre of Hermosillo, Mexico
 2017/20: **Master Plan and Public Space design** of the University Campus of Malaga Spain
 2018: Interinstitutional workshop: **Digital Agenda** for Santiago, Chile
 2016/18: **Banyan Hub**, New mixed-use building in West Palm Beach, FL
 2016/17: **Open Shore**, Redevelopment of the Waterfront of West Palm Beach, FL
 2018: **Waterfront redesign** in Palma de Mallorca, Spain
 2017/18: **The Active Passageway**, Alley reactivation pilot project, West Palm Beach, FL
 2017: **Master Plan** of the Sports Center Fadura, Getxo, Spain
 2016/17: **Febres Cordero**, New mixed-use building in Cuenca, Ecuador
 2015/16: **Territorial Planning and Sustainability Plan**. City of Encarnación, Paraguay
 2015: **Riverbank reactivation** in Vienna, Austria
 2015/16: **Strategic Revitalization of Public Spaces** in Cuenca, Ecuador
 2014/15: **Master Plan** of the Historical Centre of Asunción, Paraguay
 2014: **Collaborative installation** Exuma Garden of Dreams, Georgetown, The Bahamas
 2011/12: **Dreamhamar**, Public space design of Stortorget Square, Hamar, Norway

ANDRES HOLLMANN



**Architect and Engineer; P.A. LEED AP.
working with EU urban consultants since 2017**

Andres, graduated from the University of La Salle in Colombia, joined the E+E Consulting Engineering team in Hollywood in 2000 and became a partner in 2005. In 2008 after receiving his architect license, he started his own architectural practice. His background includes over **20 years of experience** including design and coordination of MEP and structural engineering, project management and contract administration.

Andres is a trusted consultant of EU urban consultants. Since 2017 Andres collaborated with EU in urban and architectural projects developed in West Palm Beach.

Selected professional experience:

2020/-: **Hollywood Comprehensive Plan Update**, Hollywood, FL

2017/19: **The Thoroughfare**, Mixed-use commercial space in West Palm Beach, FL

2016/18: **Banyan Hub**, New mixed-use building in West Palm Beach, FL

2016/17: **Open Shore**, Redevelopment of the Waterfront of West Palm Beach, FL

2017/18: **The Active Passageway**, Alley reactivation pilot project, West Palm Beach, FL

MARCO RIZZETTO



Urban Designer, Urban Planner and GIS specialist working with EU urban consultants since 2013

Marco Rizzetto coordinates urban projects at EU urban consultants focusing on **environmental and sustainability strategies** and designing innovation solutions to improve **resilience** and climate change adaptation. He is also an expert in digital mapping and GIS tools.

Marco is also a specialist in **climatic design solutions** aiming at improving the climatic conditions of outdoor spaces using passive systems and devices. Innovative solutions of this kind have been designed for the Boulevard of the University of Malaga (Spain) as well for public plazas along the West Palm Beach waterfront.

Marco is currently a consultant of the Inter-American Development Bank for a **research project** on urban informality in Argentina, in collaboration with Harvard University GSD.

Selected professional experience:

2020/-: **Hollywood Comprehensive Plan Update**, Hollywood, FL
2020: **Interinstitutional workshops** for a Management Model for Asunción, Paraguay
2020: **Comprehensive Redevelopment of Riverfront Areas** of Asunción, Paraguay
2020/19: **Osh and Uzgen Urban Reactivation Plan**, Kyrgyzstan
2018/19: **Dhaka Urban Upgrading Project**, Bangladesh
2017/18: **Urban Revitalization Plan** - Historical Centre of Hermosillo, Mexico
2017/20: **Master Plan and Public Space design** of the University Campus of Malaga Spain
2018: Interinstitutional workshop: **Digital Agenda** for Santiago, Chile
2016/18: **Banyan Hub**, New mixed-use building in West Palm Beach, FL
2016/17: **Open Shore**, Redevelopment of the Waterfront of West Palm Beach, FL
2018: **Waterfront redesign** in Palma de Mallorca, Spain
2017/18: **The Active Passageway**, Alley reactivation pilot project, West Palm Beach, FL
2017: **Master Plan** of the Sports Center Fadura, Getxo, Spain
2016/17: **Febres Cordero**, New mixed-use building in Cuenca, Ecuador
2015/16: **Territorial Planning and Sustainability Plan**. City of Encarnación, Paraguay
2015: **Riverbank reactivation** in Vienna, Austria
2015/16: **Strategic Revitalization of Public Spaces** in Cuenca, Ecuador
2014/15: **Master Plan** of the Historical Centre of Asunción, Paraguay
2014: **Collaborative installation** Exuma Garden of Dreams, Georgetown, The Bahamas
2011/12: **Dreamhamar**, Public space design of Stortorget Square, Hamar, Norway

ELENA CASTILLO



Architect, Urban Designer and Sustainability Expert working with EU urban consultants since 2018

Elena Castillo is an architect and urban designer with expertise in environmental design and **energy efficiency solutions** both at urban and architectural scale.

Elena has more than 15 years of experience in urban and architectural projects. Before joining Ecosistema Urbano, Elena collaborated with prestigious **international firms** such as SATT Architecture and Navarro Baldeweg, where she participated in large scale architectural projects for urban facilities in developing countries. She holds a Ph.D. in Architecture from the University of Madrid.

Elena is registered at Passivehouse International Association since March, 1st, 2012, and she is a certified **Passivehaus designer** since August 2016.

Selected professional experience with Ecosistema Urbano:

2020/-: **Hollywood Comprehensive Plan Update**, Hollywood, FL
 2020: **Research on sustainable housing and gender equality policies** in Argentina
 2019/20: **Multifunctional Pavilion** for the IVAM - Modern Art Museum of Valencia, Spain
 2018/20: **Master Plan and Public Space design** of the University Campus of Malaga Spain

Selected professional experience with other firms:

2016: Alma Nativa - **Master Plan for an Eco-lodge** in Popoyo Beach, Nicaragua
 2015/16: Entrepatrios Las Carolinas **Collective Housing** Madrid, Spain
 2015: Mongomeyén **Policlinic Hospital**, Mongomeyén, New Guinea
 2013/14: **Museum** Centro Documental de la Memoria Histórica, Salamanca, Spain
 2012/13: **University Hospital** HUA, Vitoria, Spain
 2012: **Koforidua Hospital**, Greater Accra, Ghana

OUR EXPERTISE



URBAN ACTIVATION STRATEGIES

*Combining long-term vision
with short-term impact interventions*

Our work sparks the activation of the complex and interconnected processes that act in the city. Starting from a minutious analysis of the context we seek to complement the strategic vision of urban development with a tactical, agile, action oriented approach

and the production of tangible results and experiences of transformation. In a process of constant feedback, the results of these "early activation" projects allow us to revise the design criteria and adjust the long-term vision.



RESILIENT ENVIRONMENTS

*Linking design decisions to
the environmental dynamics of the context*

To establish a lasting and mutually beneficial relationship with our environment it is necessary to understand how places and communities will respond over time, both in critical times and in long-term ever-changing scenarios. To this end, we bring a flexible way of thinking

about how design and creativity can help to cope with urban vulnerabilities and threats. Combining technical interventions with a social agenda, our work helps to build resilient communities around the principles of participation and environmental education.



CLIMATIC DESIGN

*Delivering climatic design
as a tool for space activation*

Through strategies of very low or zero energy consumption, we conceive solutions for open spaces that adapt to the climate, using available natural and cultural resources. We aim to create public spaces that can be climatically

comfortable enabling social interaction and public life all year round, which is, especially in extreme climates, an important factor in improving the quality of urban life.



CIVIC ENGAGEMENT

Incorporating citizens into urban transformation processes

We adopt and develop physical and digital tools and methodologies for participation, that favor interaction, empowerment, and social relations. Our projects develop in parallel a technical design process and a social or participative one with activities of

listening, communicating, learning, innovating and transforming action. We apply this toolkit both when planning on a territorial scale as to the scale of public space. Participation is a way to enable the creation of more democratic, inclusive and open ended environments.



HYBRID ARCHITECTURE

Designing spaces and systems open to diversity and adaptable to change

Combining design, engineering solutions, and management processes focused on people and the environment, we develop an adaptive architecture seeking to maximize its sustainability in the present and over time. We intend architecture as an open framework that

dynamically responds and adapts to the constantly changing needs of users and the context. Buildings that become demonstrative devices of sustainable principles, and catalysts, enablers or facilitators of urban change and activation.



INTERACTIVE SPACES

Creating connections and interactions between the physical space and the digital realm

By creating 'physital' spaces people can interact with, obtain information from, or even adapt to their own needs, our work contributes to the empowerment of smart citizens. This is possible through a digital layer that, using available technologies such as sensors, controllers, actuators and mobile

applications, adds a new dimension to public space and broadens the experience of inhabiting the city. Our aspiration is not building an automated "intelligent city", but promoting a generation of "intelligent citizens" who consciously use their data and digital tools to adapt their environment to their own needs.

URBAN ACTIVATION STRATEGIES

200290M

REACTIVATING CITY CENTERS THROUGH INCLUSIVE STRATEGIES AND OPEN PROCESSES





We combine city planning and urban design with short term strategies that distinguish **social, environmental, technological, and management aspects**.

In our practice we embrace the complexity of cities, having developed a work methodology around it. We see our work as an additional layer to this complexity, and as an intersection with the many existing aspects that compose urban reality.

We use this knowledge to boost urban activation processes making change visible from the beginning of **long term processes** like urban plans.

Through the implementation of pilot projects and **short-term actions** we are capable of **maintaining community engagement**, using the feedback to constantly update and revise our design criteria.



RESILIENT ENVIRONMENTS

FORWARD-THINKING DESIGN TO FACE TOMORROW'S CHALLENGES



We have developed an open mind and a multidisciplinary way of thinking about how design and creativity can help manage urban vulnerabilities, as well as establish an enduring and mutually beneficial relationship with our environment.

We combine **technical interventions with a social agenda** in order to implement design solutions that improve the city while addressing issues of sustainability. Our work helps to **build resilient communities** around the principles of **participation** and **environmental education**.



At ecosistema urbano, we challenge ourselves to **rethink static boundaries** and consider how the spaces we design will perform over time, both during critical events and long term, viewing each one of our projects as a process that doesn't end with the delivery of our plans. Our goal, and an integral part of our idea of resilience, is to create safer, stronger, and more appealing relationships with nature and communities.

Throughout our career, we have faced different challenges of this nature:

- Designing **solutions to improve** the water quality of a 30km reservoir crossing the city of Voronezh, Russia, while activating its shore with new programs and usage;
- **Engaging the inhabitants** of the informal neighborhood of "La Chacarita" in Asunción, Paraguay, which is flooded every year often causing severe damages, in developing a plan for a safer future;
- **Reshaping and activating** the waterfront of West Palm Beach, Florida, to include resilient solutions to face forthcoming rises in sea level.

One of the six pilot projects of the **Cuenca Red** plan is the "Tree House": an open-air classroom that combines playful elements with educational activities in a formerly neglected public space of the city. Like this one, the other five pilot projects are centered around the importance of natural public space within a city center, retrofitting old parking lots and other underused plots and buildings, to transform them into new urban catalyzers capable of regenerating. The project is awarded as Best Practice by the UN Habitat program for new centralities.

[Watch the Cuenca Red video here](#)
[Read more here](#)

Palma harbour waterfront has set itself the challenge of transforming a barrier, a border, into a new urban space that connects the city with the port. This project proposes a transition in the way of understanding this public space, from conceiving it as a linear "walkway" to seeing it as a wider maritime "front", a place where the city can expand its uses and discover new ones. [Read more here](#)



CIVIC ENGAGEMENT



We design both digital and physical tools that enable **dynamic participation to improve self-organization of citizens**, bettering their social interactions within communities and their **relationship with the environment**.

When developing the more technical part of our projects, our design process consists of a social or participative approach involving activities of listening, communicating, learning, innovating, and prototyping that directly affect our design.

We develop case-specific parameters that allow us to organize **participatory processes** in the most diverse countries, contexts, and scales.



At Ecosistema Urbano, we believe that successful design processes and urban strategies rely on an optimal balance between **good design and social engagement**. Therefore since the beginning of our professional practice we have considered the engagement and involvement of people as an essential part of our design proposals.

The participative community processes that we organize and facilitate, help inform our design decisions and often generate new communities around a specific urban process. When initiating a participatory process, we provide the necessary **tools and methodologies** for seamless engagement. We take care of registration, interpretation and **incorporation of the people's voices into our planning or design process**.

Additionally, we have held **training and educational workshops** for civil servants and employees of municipalities from around the world. As well as local associations, common citizens and active participants of all kinds. These events often reveal invaluable information that we use to constantly improve our methodology and develop new multidisciplinary concepts, influenced by the people we work with.

In **Tegucigalpa**, Honduras, we designed an open process, called Centro Histórico Abierto, that engaged more than 500 participants and stakeholders from universities, schools, institutions, and the general public. This engagement process temporarily transformed key areas of the city center and contributed to uniting a community of people concerned about the future of public space within the city.

[Read more here](#)

Dream Hamar, Norway, was a pioneering participative design process that reactivated the public space of Stortorget Square in Hamar, Norway. The design process had been supported by local and international workshops, lectures, urban actions, a constant communication and the development of online participative tools.

[Read more here](#)



4

EXPERIENCE WITH SIMILAR PROJECTS / REFERENCES

LIST OF CURRENT PROJECTS UNDER DEVELOPMENT

- *Estimated start date: Summer 2020:*
Hollywood Comprehensive Plan Update
Client: City of Hollywood, Florida, US
Scope: Urban planning and participatory process
- *March 2020 / August 2020:*
Comprehensive Redevelopment of the Riverfront Area of Asunción. Paraguay
Client: The World Bank, Washington, US
Scope: Urban design and management model
- *February 2020 / December 2020:*
Datura and Evernia St. redesign. In collaboration with Alta Planning and Design
Client: City of West Palm Beach, Florida, US
Scope: Participatory process
- *April 2020 / August 2020:*
Management model for the World Heritage Site of Valparaiso, Chile
Client: IADB - Inter-American Development Bank, Washington, US
Scope: Institutional workshop
- *June 2020 / August 2020:*
Analysis of sustainable housing and gender equality policies in Argentina
Client: IADB - Inter-American Development Bank, Washington, US
Scope: Research
- *September 2019 / April 2020:*
Osh and Uzgen Urban Reactivation Plan. Kyrgyzstan
Client: The World Bank
Scope: Urban design and participatory process
- *September 2019 / September 2020:*
Public Space Pavilion at IVAM, Valencia, Spain
Client: IVAM, Modern Art Museum of Valencia
Scope: Concept design, Design Development, Construction Documents and Construction Management

REFERENCE PROJECTS INDEX

	UP	UD	A	PP	IW
<i>1. OPEN SHORE</i> West Palm Beach, FL	●	●	●		
<i>2. HOLLYWOOD COMPREHENSIVE PLAN</i> Hollywood, FL	●	●		●	●
<i>3. MASTER PLAN OF THE HISTORICAL CENTER</i> Asuncion, Paraguay	●	●	●	●	●
<i>4. COMPREHENSIVE REDEVELOPMENT OF THE RIVERFRONT</i> Asuncion, Paraguay	●	●			●
<i>5. URBAN AND TERRITORIAL PLAN</i> Encarnacion, Paraguay	●	●		●	●
<i>6. PUBLIC SPACE REGENERATION PLAN</i> Cuenca, Ecuador		●	●	●	●
<i>7. MALAGA SMART CAMPUS</i> Malaga, Spain	●	●	●		
<i>8. URBAN UPGRADING PROJECT</i> Dhaka, Bangladesh	●	●			●
<i>9. HISTORICAL CENTER REACTIVATION</i> Hermosillo, Mexico	●	●	●	●	
<i>10. URBAN VOIDS</i> Philadelphia, PA	●	●	●		

URBAN PLANNING (UP)
 URBAN DESIGN (UD)
 ARCHITECTURE (A)
 PARTICIPATORY PROCESS (PP)
 INSTITUTIONAL WORKSHOPS (IW)

OPEN SHORE

LOCATION: WEST PALM BEACH, FL

CLIENT: WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY

DATE: SEPTEMBER 2016 - APRIL 2017

STATUS: COMPETITION FIRST PRIZE

PROGRAM: URBAN DESIGN PROJECT REIMAGINING DOWNTOWN WEST PALM BEACH

SCOPE: URBAN REACTIVATION STRATEGY FOR THE WATERFRONT, THE BANYAN BUILDING AND ALLEYWAYS

AMOUNT OF THE CONTRACT AWARDED: -

CLIENT CONTACT INFO:

Allison Justice

Interim Executive Director

West Palm Beach Community Redevelopment Agency

401 Clematis Street - 2nd Floor

West Palm Beach, FL 33401

P: 561-822-1553

Email: ajustice@wpb.org

The project imagines the future West Palm Beach as a dynamic and inclusive downtown where activities and spaces are closely interwoven, providing access to a new urban waterscape, enhancing the city's connection to the lagoon and bringing infinite possibilities of urban culture, economic development and leisure. In this vision, the waterfront plays a key role as the most representative and attractive space, and the Banyan Hub becomes a forward-thinking epicenter for urban reactivation.

Waterfront

The ecological and resilient design proposed here allows people to enjoy a more comfortable environment all year round: by coordinating

natural elements and bioclimatic devices, each space will be characterized by a specific microclimate matched to the activities that will take place there. This will also help reconnect people to nature and to the uniqueness of the Lake Worth Lagoon. This climatic comfort and range of activities will foster social interaction, making the downtown more active and appealing.

The new waterfront hosts a wide array of outdoor activities and public spaces that enhance the urban experience and multiply the possibilities of interaction with the water. The project takes into consideration the needs of youth and elders alike in order to make a positive impact on the city as a whole and create a healthier living environment for all residents and visitors.



Cross section on Flagler Dr.



- | | | |
|------------------------|-------------------------------|-------------------------|
| 1 Landscape Art Plaza | 10 Foggy Plaza | A Meyer Amphitheater |
| 2 Climbing Plaza | 11 Aquarium Plaza | B Multi-Use Urban Space |
| 3 Aquatic Plaza | 12 Cloud Forest Habitat Plaza | C Chameleonic Plaza |
| 4 Mindfulness Plaza | 13 Public Art Plaza | D Great Lawn |
| 5 Rain Plaza | 14 Playscape Plaza | E Palm Grove Plaza |
| 6 Aquatic Sports Plaza | 15 Sandi Plaza | F Tidal Plaza |
| 7 Splash Plaza | 16 Sports Plaza | G Banyan Hub |
| 8 Thermal Plaza | 17 Forest Art Plaza | P Passageways |
| 9 Mangrove Plaza | | |



Reconfiguration of the Waterfront



Water Plaza at West Palm Beach Waterfront

HOLLYWOOD COMPREHENSIVE PLAN

LOCATION: HOLLYWOOD, FL

CLIENT: CITY OF HOLLYWOOD

DATE: FALL 2020

STATUS: NOTICE OF INTENT OF AWARD - NEGOTIATIONS ONGOING

PROGRAM: COMPREHENSIVE PLAN UPDATE

SCOPE: URBAN PLANNING, CIVIC ENGAGEMENT, COMMUNICATION AND BRANDING, PILOT PROJECTS AND PROTOTYPING.

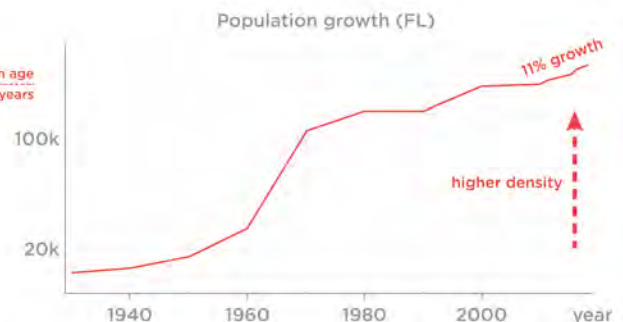
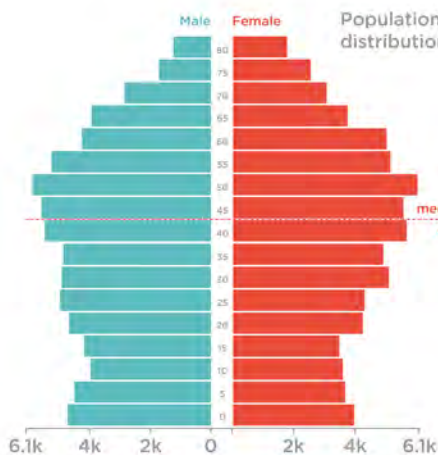
AMOUNT OF THE CONTRACT AWARDED: TBD

CLIENT CONTACT INFO:

Leslie Del Monte
 Planning Manager
 City of Hollywood - Planning Department
 2600 Hollywood Blvd, Rm 315
 Hollywood, FL 33020
 P: 954.921.3471
 Email: LDELMONTE@hollywoodfl.org

The Comprehensive Plan for the City of Hollywood is a blueprint providing the principles, guidelines, standards, and strategies for the orderly and balanced future development of the city. Our approach attempts to understand the city as a whole through an urbanistic, cultural, social, economic, and environmental perspective, aiming to create the framework for an accessible, healthy, appealing, and interactive urban life for Hollywood.

The form and peculiar territorial configuration of the city offers a unique opportunity to create new urban experiences between water and ground. At the same time, its physical features expose it to the effects of climate change and rising sea levels. These aspects assume a dominant role in defining the long term vision for the city and require an innovative approach that strengthens networks at the territorial level to share knowledge, good practice, and action against a common problem.





SCENARIO 01: Automated Mobility
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45 VOTES

SCENARIO 02: Bicycle city
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784 VOTES

MASTERPLAN OF THE HISTORICAL CENTRE OF ASUNCION

LOCATION: ASUNCION, PARAGUAY

CLIENT: MINISTRY OF CULTURE OF PARAGUAY AND MUNICIPALITY OF ASUNCION

DATE: OCTOBER 2014 - AUGUST 2015

STATUS: DELIVERED

PROGRAM: URBAN/ENVIRONMENTAL DEVELOPMENT AND PUBLIC SPACE DESIGN

SCOPE: REVITALISATION OF THE HISTORICAL CENTER OF ASUNCIÓN

AMOUNT OF THE CONTRACT AWARDED: 100,000 \$

CLIENT CONTACT INFO:

Carla Linares

Director Redevelopment Agency Asuncion Historical Centre.

Municipality of Asuncion

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At a time when many cities in the world are beginning to look for new ways to address their development, the Master Plan for Asunción aims to make the historical centre of the city a reference for other cities to follow as a pioneer in sustainable urban development. The idea is to create an “action plan” based on best practices we have gleaned from hundreds of real initiatives that have been successful throughout the world. Top-down and bottom-up actions will work in common to revitalize Asunción. In an effort to raise awareness and reconcile the city with its environment and natural heritage, our proposal aims to integrate sustainable urban development as a cross-sectoral approach applied to all of the actions. Taking inspiration from well-known initiatives, we propose the creation of a series of dynamic, green and ecological corridors, connected by urban catalysts: buildings with hybrid, mixed-use, and flexible programming.

The regeneration and consolidation of Upper Chacarita will follow in the footsteps of the revitalization process already begun in San Jeronimo neighborhood. The creation of a “coastal active green” (floodable park) will respect the existing topography and become the lungs of the

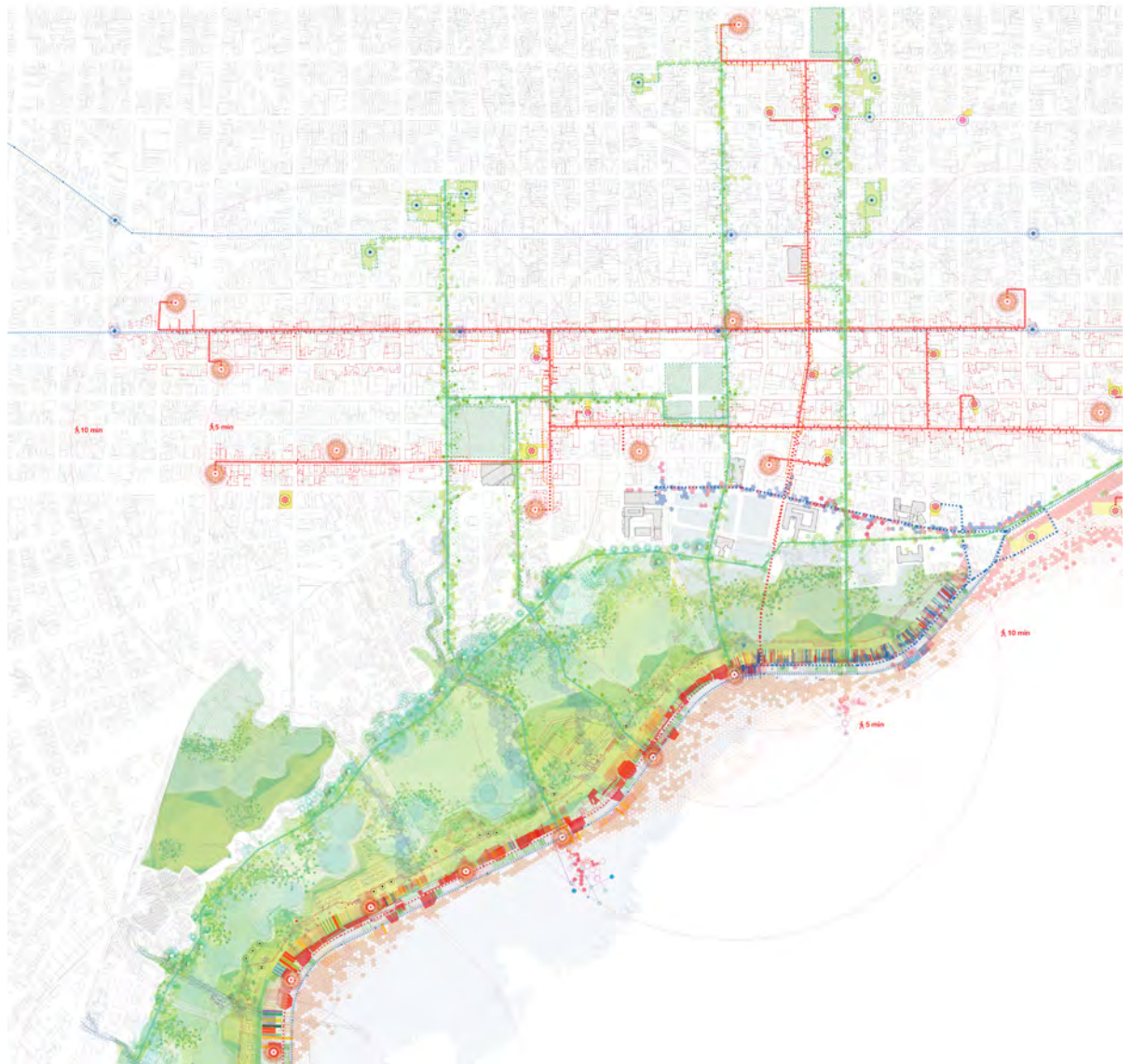
city, using natural processes to facilitate air and water purification.

A dense and compact urban waterfront will serve as both an urban façade and a gateway to the Bahia. It will also enable the spontaneous development of creative economies and new enterprises.

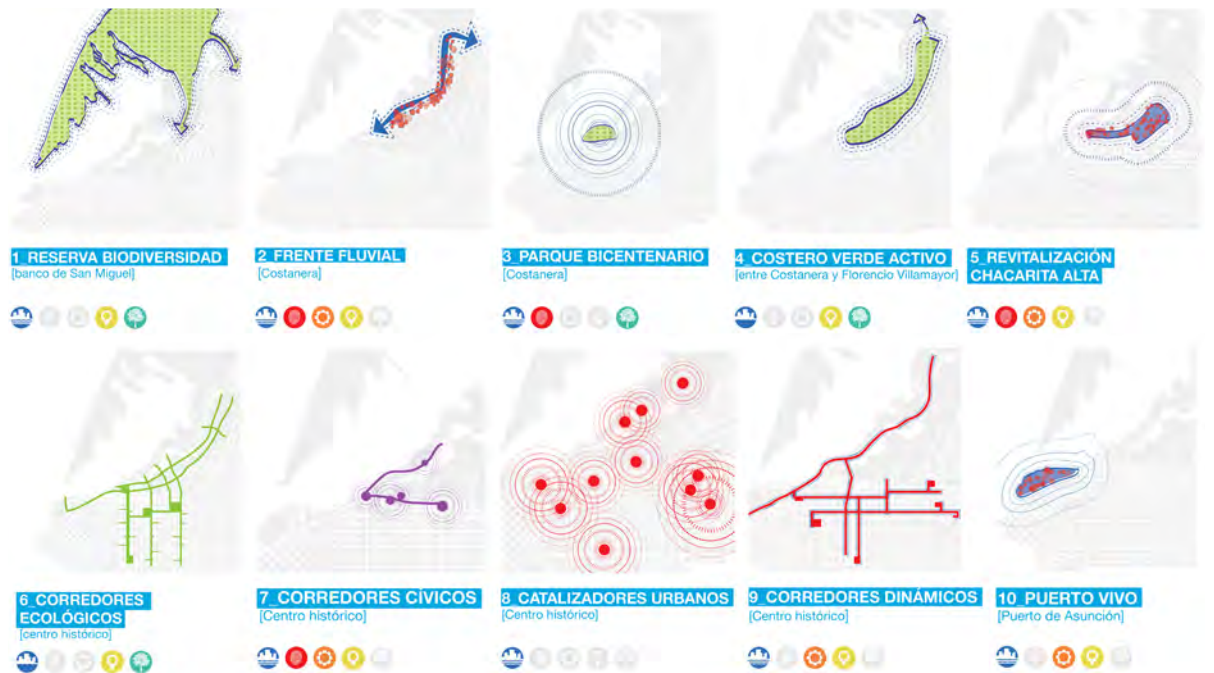
Environmental initiatives – such as the establishment of a nature reserve – will be implemented in Banco de San Miguel and Bicentennial Park. Meanwhile, the cultural, social and economic character of Asuncion’s seaport will be reactivated.

In these numerous and varied ways, a joint process of change is articulated in order to ensure an integrated and sustainable urban development based on the slogan “Think global, act local”.

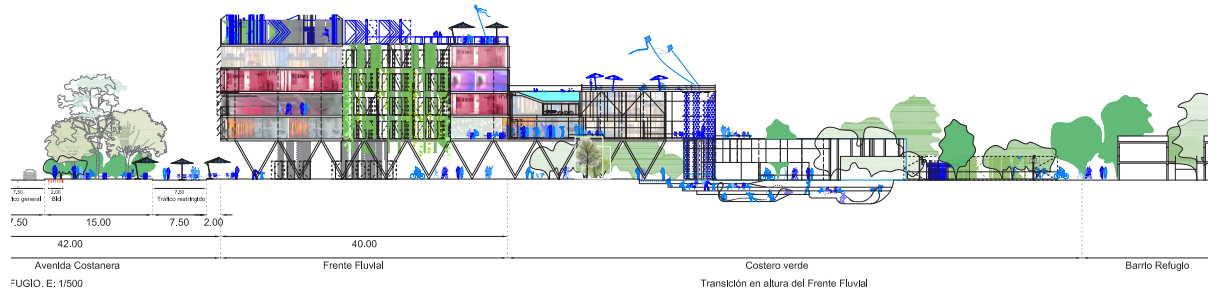
Institutional management and local input will be connected through the ASU LAB, a “Bureau de Change” that will communicate, mediate, connect, provide, program and design. It will be a space where intertwining visions and efforts will converge to create an urban fabric that is more alive than ever before.



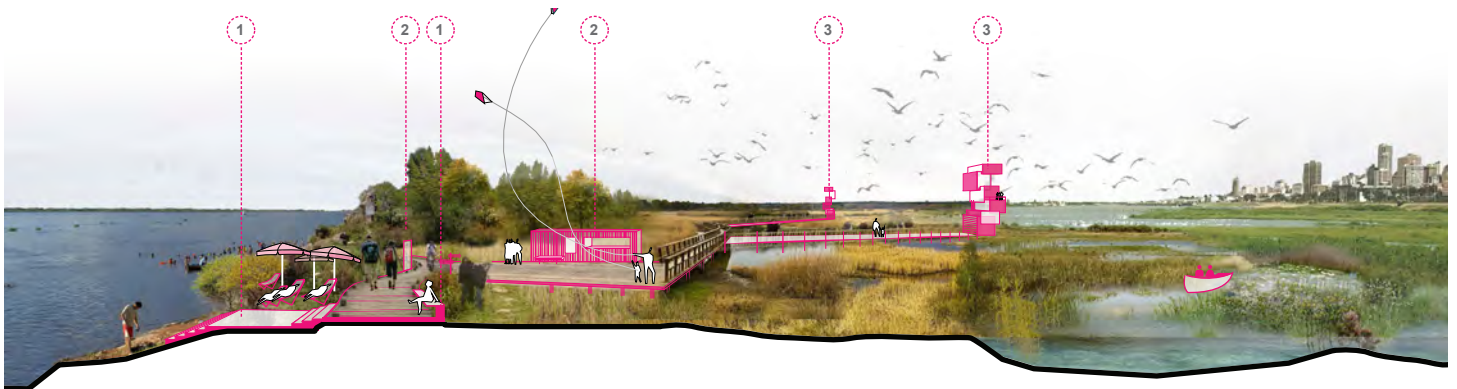
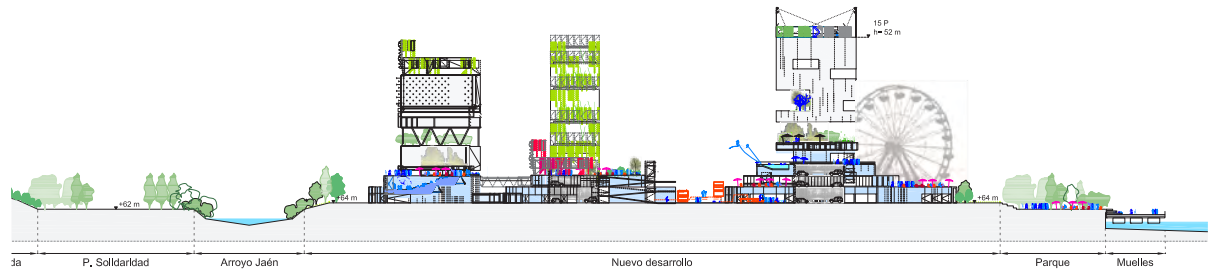
General layout



The 10 main reactivation strategies



New urban developments along the Avenida Costanera



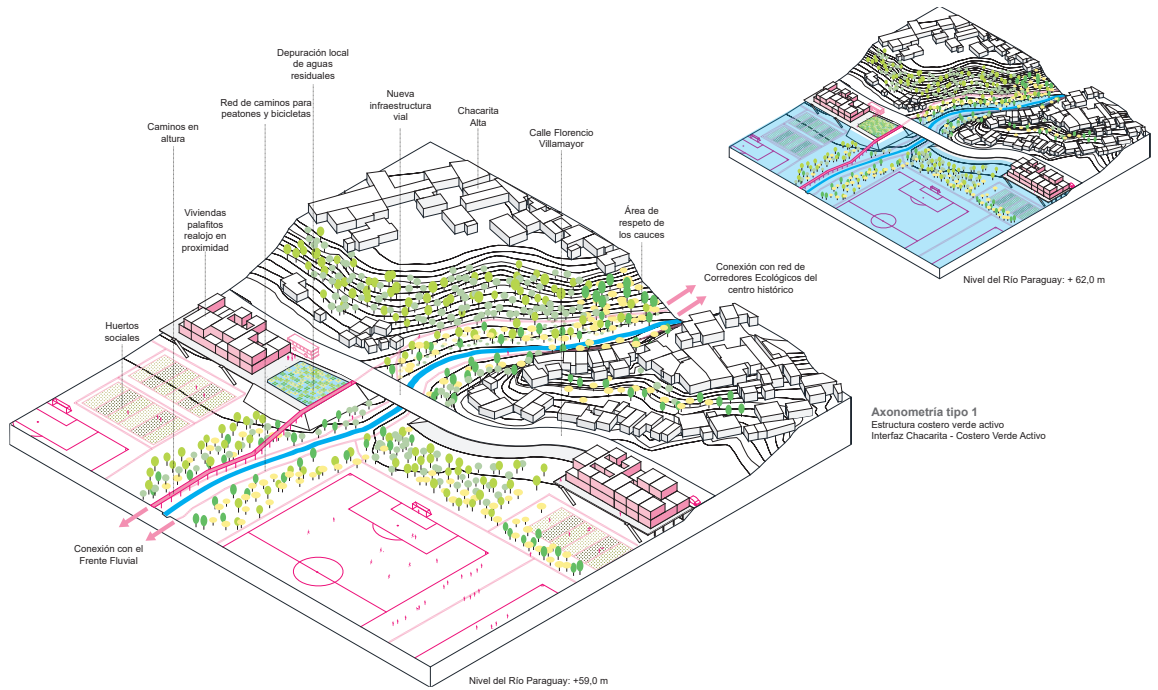
Landscape design for the area of the Asuncion Bay



Civic corridors



Riverfront development



Floodable park for the Chacarita Area



Master Plan final exhibition and Participatory activities

COMPREHENSIVE REDEVELOPMENT OF THE RIVERFRONT

LOCATION: ASUNCION, PARAGUAY

CLIENT: THE WORLD BANK

DATE: MARCH 2020 - AUGUST 2020

STATUS: IN PROGRESS

PROGRAM: URBAN, SOCIAL AND ENVIRONMENTAL REDEVELOPMENT

SCOPE: UPDATING OF THE EXISTING MASTERPLAN OF THE RIVERFRONT; CONCEPT DESIGN AND FEASIBILITY STUDY OF A NEW URBAN DEVELOPMENT; DEFINITION OF A NEW MANAGEMENT MODEL

AMOUNT OF THE CONTRACT AWARDED: 236,000 \$

CLIENT CONTACT INFO:

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 The World Bank
 Senior Urban Specialist
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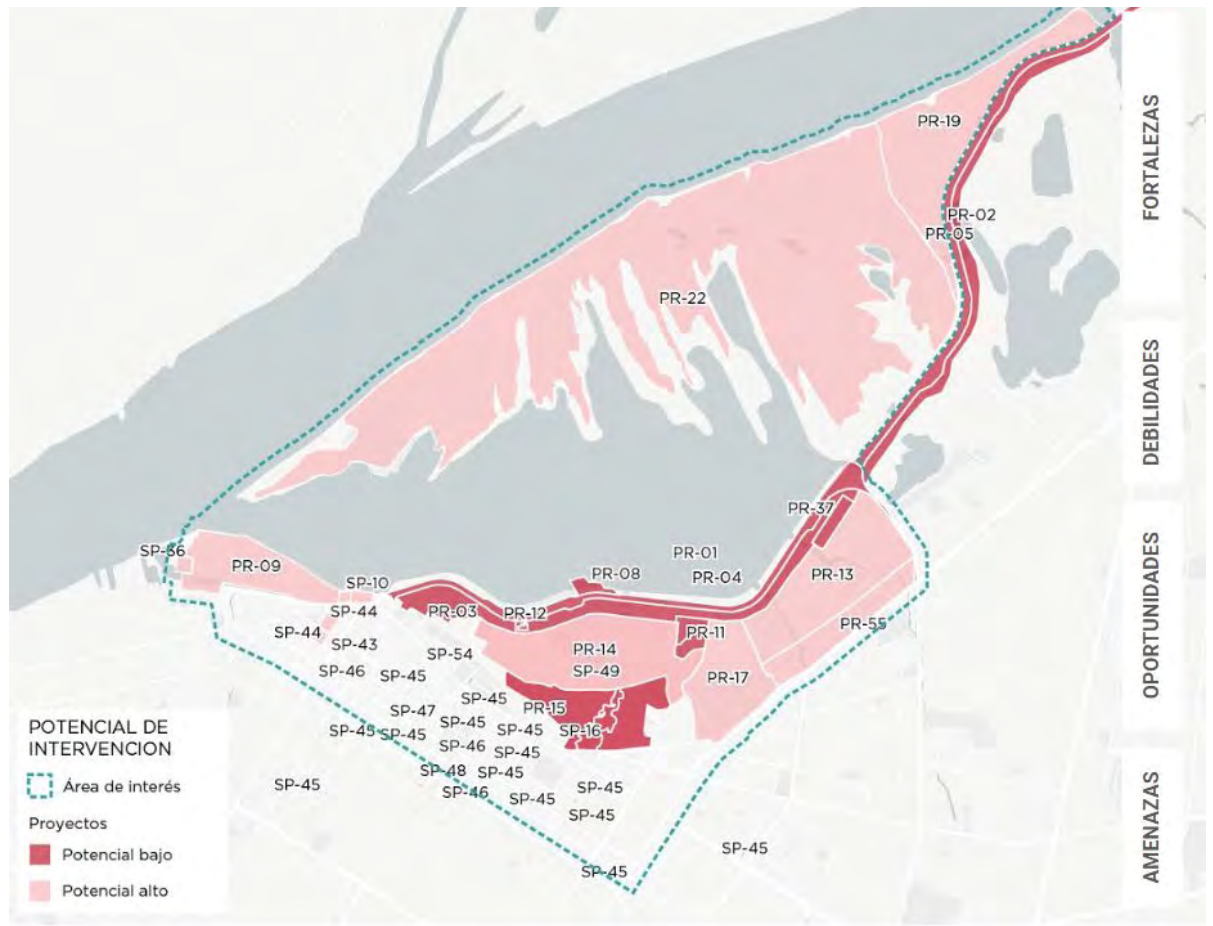
The consultancy includes the following components:

1. To review and assess the current status of the Riverfront Master Plan (PMFC) and other National and Municipal Plans having an incidence on the Coastal Strip and provide recommendations on the necessary studies for the comprehensive implementation of the PMFC.
2. To assess possible options for project activities along the Coastal Strip, including analysis and recommendations of basic social, environmental, technical, economic/financial criteria for selecting and prioritizing activities in the PMFC's area of influence. These criteria and methodologies

harness as inputs the already developed criteria and methodologies, such as the draft ordinance on social and environmental requirements for approving Urban Projects, outlined in the ASU Participa Plan.

3. To conduct a technical and financial assessment for potential interventions within the Coastal Strip's area of influence.
4. To review and benchmark good international practices and mechanisms to manage the kind of initiatives contemplated, from a comprehensive standpoint regarding sustainable urban development, considering the strengths and weaknesses of each option.





ENCARNACIÓN MÁS URBAN AND TERRITORIAL PLAN

LOCATION: ENCARNACION, PARAGUAY

CLIENT: MUNICIPALITY OF ENCARNACIÓN

DATE: SEPTEMBER 2015 - AUGUST 2016

STATUS: DELIVERED

PROGRAM: URBAN AND TERRITORIAL PLANNING AND SUSTAINABILITY PLAN FOR THE CITY

SCOPE: STRATEGY AND MASTERPLAN DEVELOPMENT

AMOUNT OF THE CONTRACT AWARDED: \$ 300,000

CLIENT CONTACT INFO:

Keiji Ishibashi
Architects Association of Encarnacion
Mariscal Estigarribia - Monseñor Wiessen
071204800 Int 109
Encarnacion, Paraguay

Encarnación is a regional node of great importance: the city is part of a binational network of cities gravitating around Lake Dam Yasyreta. The relationship between the city and the lake, characterized by its peculiar hydrological and environmental systems, and its recently built infrastructure, makes of Encarnación a unique case in waterfront cities.

Our project for the city of Encarnación consists in a series of actions that are more than a conventional Territorial Planning. We propose a process that leads towards concrete actions in the city and its surrounding area through a series of Pilot Projects,

showing positive and tangible signals of transformation to citizens in a very direct and quick way.

These Pilot Projects will be implemented even during the very definition of the Territorial Sustainable Plan, taking advantage from the attention and the synergies that will naturally arise during the planning phase. Moreover, Pilot Projects will actively involve citizens in the process of transformation and development of their city by enabling the communication possibilities between local entities and the responsible design team.



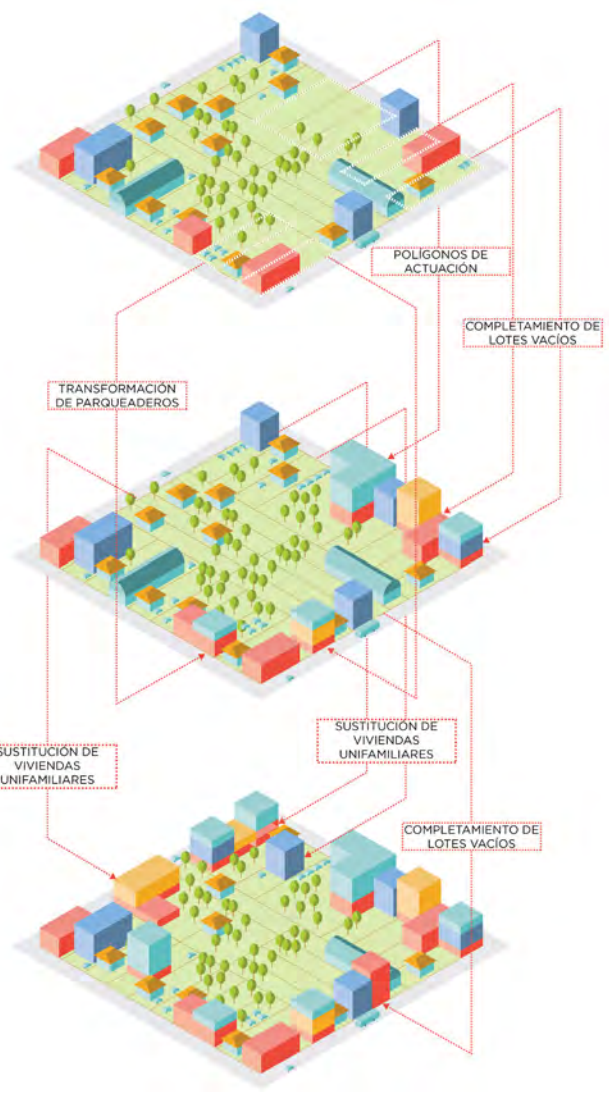
1.000 Km² de superficie inundada

600 Km² - superficie del río a la cota 60m

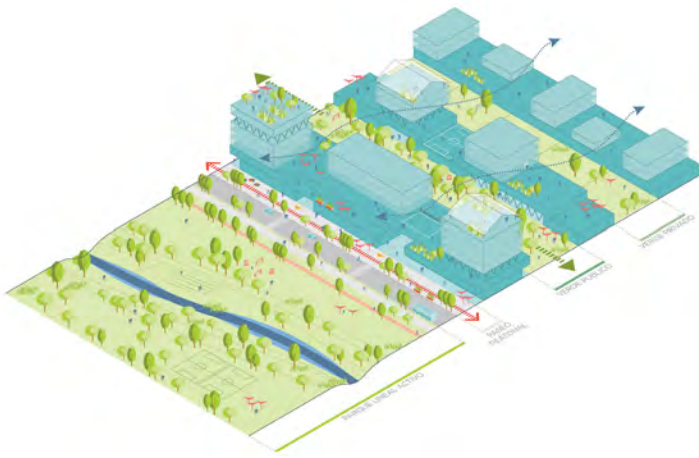
1.600 Km² - superficie del embalse a la cota 83m



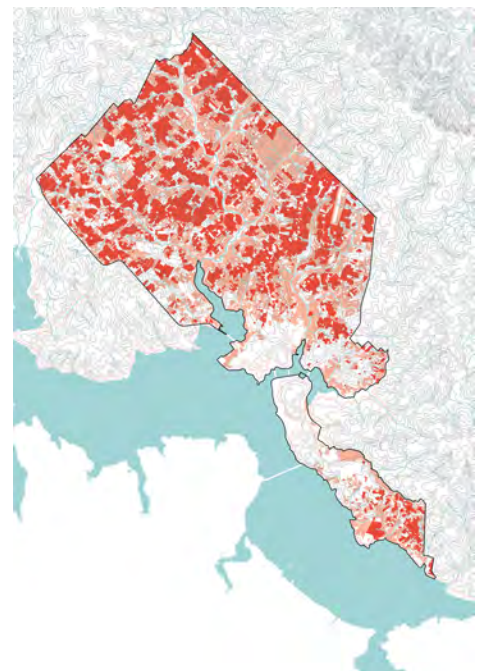
Urban development units



Urban densification process



Proposal for recovered areas



PUBLIC SPACE REGENERATION PLAN

LOCATION: CUENCA, ECUADOR

CLIENT: IADB - INTER-AMERICAN DEVELOPMENT BANK

DATE: SEPTEMBER 2015 - AUGUST 2016

STATUS: DELIVERED

PROGRAM: PUBLIC SPACE REACTIVATION PLAN OF THE HISTORICAL CENTRE

SCOPE: DESIGN OF THE URBAN REACTIVATION DYNAMIC, CREATION OF A NETWORK OF ACTIVITIES AND PROGRAMS IN PUBLIC SPACE

AMOUNT OF THE CONTRACT AWARDED: \$ 350,000

CLIENT CONTACT INFO:

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The historical center of Cuenca, included on UNESCO's World Heritage List in 1990, is now facing an important transformation of its mobility system shifting towards a new model of city, more active, livable, healthy, inclusive and dynamic. In this favorable framework, CUENCA RED aims to identify the great and underestimated opportunities that reside in the public space of this unique city to create a vibrant network (RED in Spanish) of reactivated spots, improving the urban experience and aspiring to a more livable and lively historical center.

The project is structured in 2 main parts: a participatory process, and the urban reactivation strategy- deeply influenced by the participative process- that consists in long term actions and short term projects for 6 emblematic spaces of the historical center.

+ Participatory process

Through the participatory process we encourage a bidirectional communication between institutions and citizens, allowing an urban transformation made with the necessary support and involvement of people. The process includes several target groups: university students, children and youngsters, institutions, active agents and citizens. They are engaged through different activities and formats rising urban awareness in many different ways.

The activities of the participatory process, as well as the urban reactivation strategies, are developed around 6 thematic axes, representing the new uses to be given to the identified opportunity areas: activity, mobility, heritage, culture, economy and environment. All these topics gravitate around the concept of public space, the transversal issue that influence and affect the different spheres of urban life.

+ Web Platform

Besides onsite activities, the participatory process takes place on the web platform **cuenca.red**, where everybody can share their ideas georeferenciated for a better historical center.

+ Urban Strategies

With the implementation of the new mobility plan that prioritizes pedestrians and soft mobility, many new opportunities arise for Cuenca's public space. The long term strategy aims to provide new uses and programs to these reconquered spaces, multiplying the environmental, economic and cultural offer of the city.

The short term strategy interests 6 emblematic spaces that are considered as "high priority" interventions; taking account of the inputs received throughout the participative process, a strong character related to use and program is defined for each space. The result consists in 6 projects: The City Lounge, The Social Network, City School, The Active Center, The Tree House and Cuenca Hub.

Local In platform used for the strategic urban design of the Historical Center



Social Network



City Lounge

MALAGA UNIVERSITY CAMPUS

LOCATION: MÁLAGA, SPAIN

CLIENT: UNIVERSIDAD DE MÁLAGA

DATE: 2017-ONGOING

STATUS: COMPETITION FIRST PRIZE - CONSTRUCTION DOCUMENT - ONGOING

PROGRAM: TRANSFORMATION OF A 3 KM AXIS INTO THE NEW BOULEVARD, WITH IMPROVED CLIMATIC CONDITIONS AND AN ARTICULATED PROGRAM

SCOPE: DESIGN, CONSTRUCTION DOCUMENT, ENERGY STRATEGY AND CONSTRUCTION MANAGEMENT

AMOUNT OF THE CONTRACT AWARDED: \$ 350,000

CLIENT CONTACT INFO:

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The project for the new boulevard Louis Pasteur gathers and extends the strategic planning developed by the University of Malaga, regarding: Resources Management, Nature, Health and Wellbeing, Innovation and Education, Mobility and ICTs. The solution foresees the transformation of the Boulevard, from a residual and underutilized space to the main public space of the Campus thanks to the new spatial characteristics, an improvement of the climatic comfort, the insertion of open air classrooms and other small infrastructures that articulate different programs, creating a common identity and connectivity across the whole area of intervention and its different parts.

The proposed design has the dual objective of creating a public university space, now non-existent, as well as offering a new infrastructure to the city. It will therefore be a unique element, capable of capturing situations from everyday university life, allowing them to develop in the public space and, at the same time, create a series of spaces that can be enjoyed by all citizens. The area to be first implemented reveals a scheme that will later be extended to the rest of the campus, articulated in three main systems: the Hubs, the large green areas and the linear boulevard that connects both.

Climatic and Digital Hub

This is the landmark space and main attraction point, both at the scale of the boulevard and at the metropolitan scale. It has a privileged access located in front of the metro station, offering an iconic

image, technological interactivity and cultural programming.

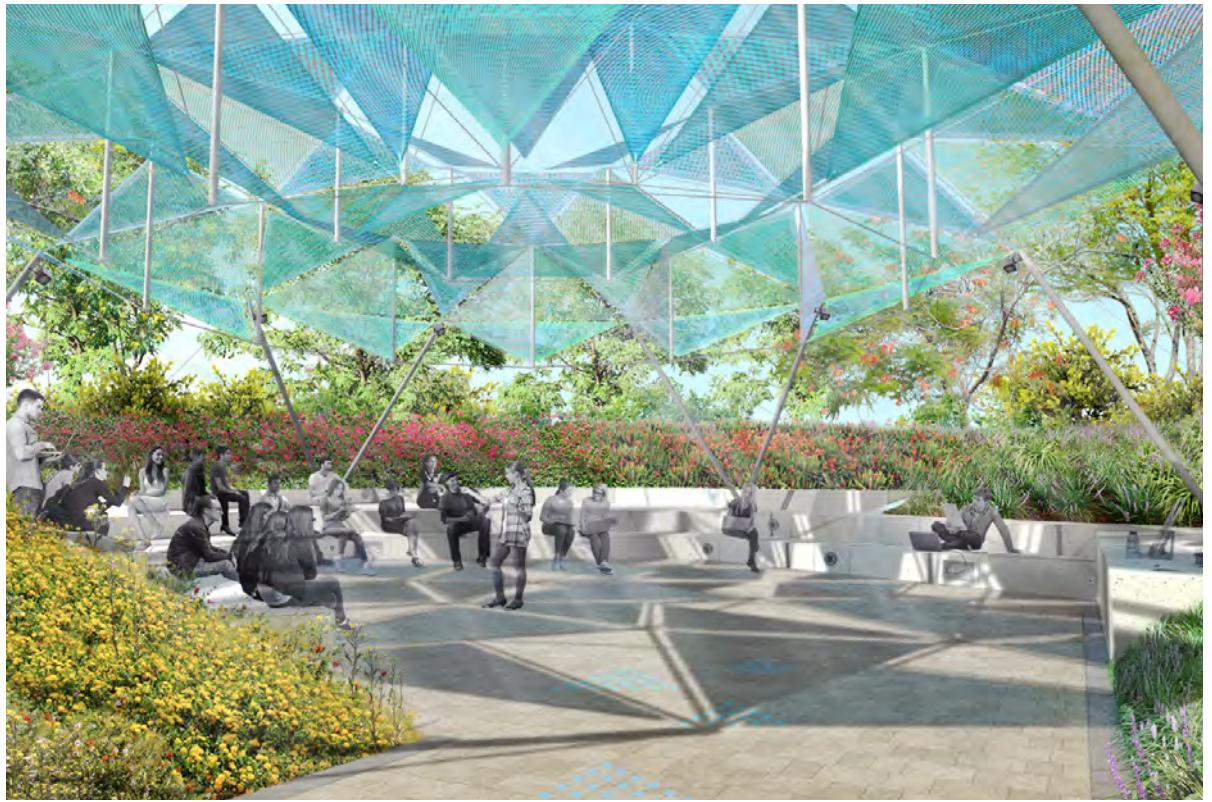
Green spaces:

Olive grove, the Terraces and West Plot.

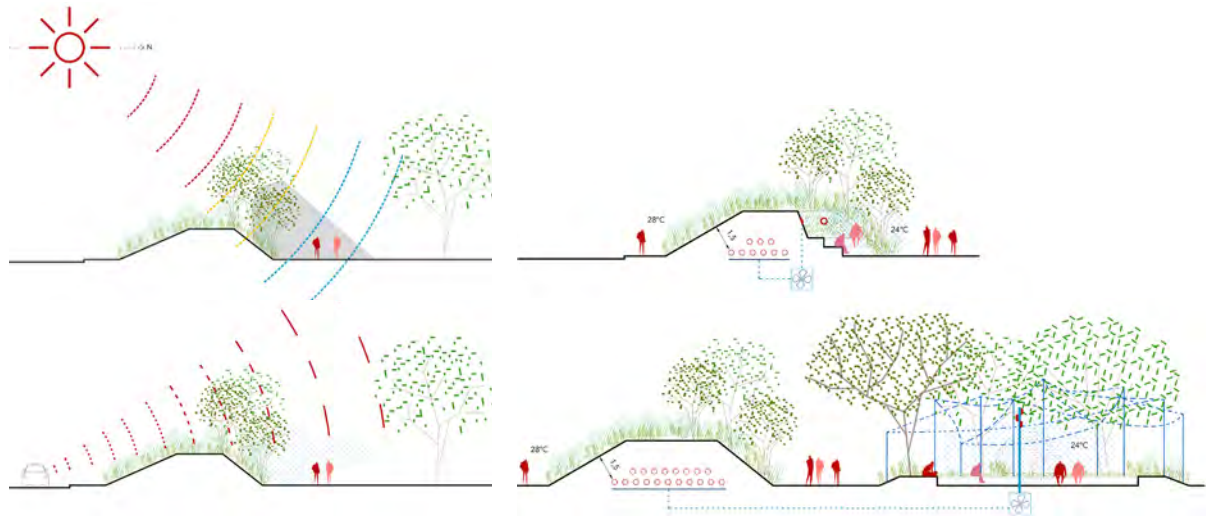
The green areas of the project combine a very diverse natural environment with academic, social and cultural programs. In this section, the project places value on an existing olive grove, a very peculiar natural area with its own identity, turning it into the open-air Library thanks to the presence of the old olive trees that generate a quiet environment favoring reading and seating. This area connects with the boulevard through the Terraces, and with the city through the West Plot, which works as a transition piece offering areas of activity and meeting.

Boulevard

It is the linear space of connection that welcomes the characteristic elements such as the Open Classrooms and the Meeting Spaces. It constitutes the element of longitudinal connection within the campus. It connects the consolidated areas with the new pole, generating a well-recognized and easily regulated landscape along the entire route. It is characterized by the repetition -with variations- of didactic, informative, study, work and leisure spaces integrated in a more controlled and urban nature.



University event at open classroom



Boulevard landscape strategies: sound buffer, shadow, geothermal cooling



General development plan: Hubs, boulevard and large green areas

HISTORICAL CENTER REACTIVATION

LOCATION: HERMOSILLO, MEXICO

CLIENT: IADB - INTER-AMERICAN DEVELOPMENT BANK

DATE: 2018

STATUS: DELIVERED

PROGRAM: URBAN STRATEGY TO ACTIVATE THE HISTORICAL CENTER OF HERMOSILLO. PARTICIPATORY PROCESS THROUGH ONSITE AND ONLINE ACTIVITIES

SCOPE: URBAN STRATEGY PLAN INCLUDING 27 PILOT PROJECTS. ARCHITECTURAL DESIGN OF THE PILOT PROJECT BANCO DE IDEAS.

AMOUNT OF THE CONTRACT AWARDED: \$ 350,000

CLIENT CONTACT INFO:

Diego Arcia

Emergent and Sustainable Cities Program

Housing and Urban Development Division IADB - Inter American Development Bank

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The project **Idea Hermosillo** arises from the challenge of Initiative for Emerging and Sustainable Cities, whose aim is to develop urban studies and projects in order to create a long-term vision and support the sustainable growth of emerging cities in Latin America and the Caribbean. The initiative prioritizes the areas with the greatest impact in terms of qualities and sustainability, such as historical centers. Hermosillo is one of the chosen cities to implement the ICES methodology.

After a detailed analysis of the context using municipal sources, studies, and reports related to the historical center of Hermosillo, we have worked in collaboration with citizens, different agents, and local institutions. Their opinions, impressions, ideas, and comments were collected and analyzed, becoming key to the development of the design strategies.

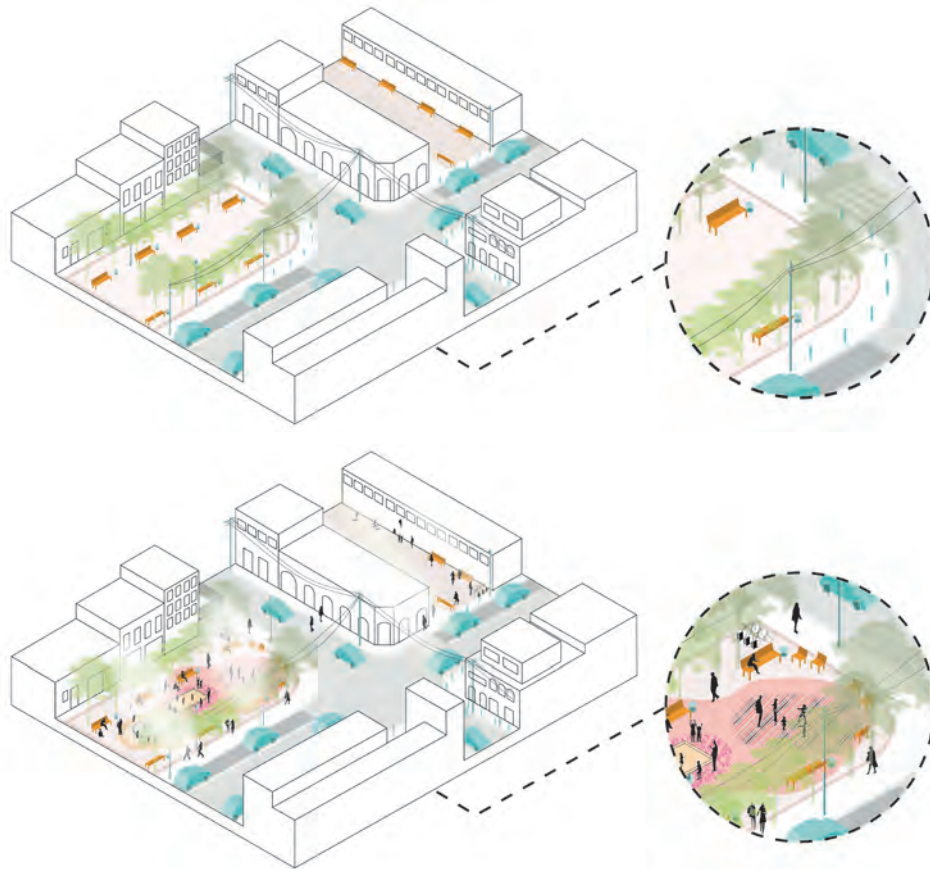
Our **Local In** web platform for participatory processes has been customized for the project (ideahermosillo.com) and used during the onsite activities. Several workshops, thematic meetings, and surveys helped us to have a deeper understanding of the local context and to receive key suggestions and ideas.

Idea Hermosillo identifies a series of strategic lines that address the challenges that the city center will

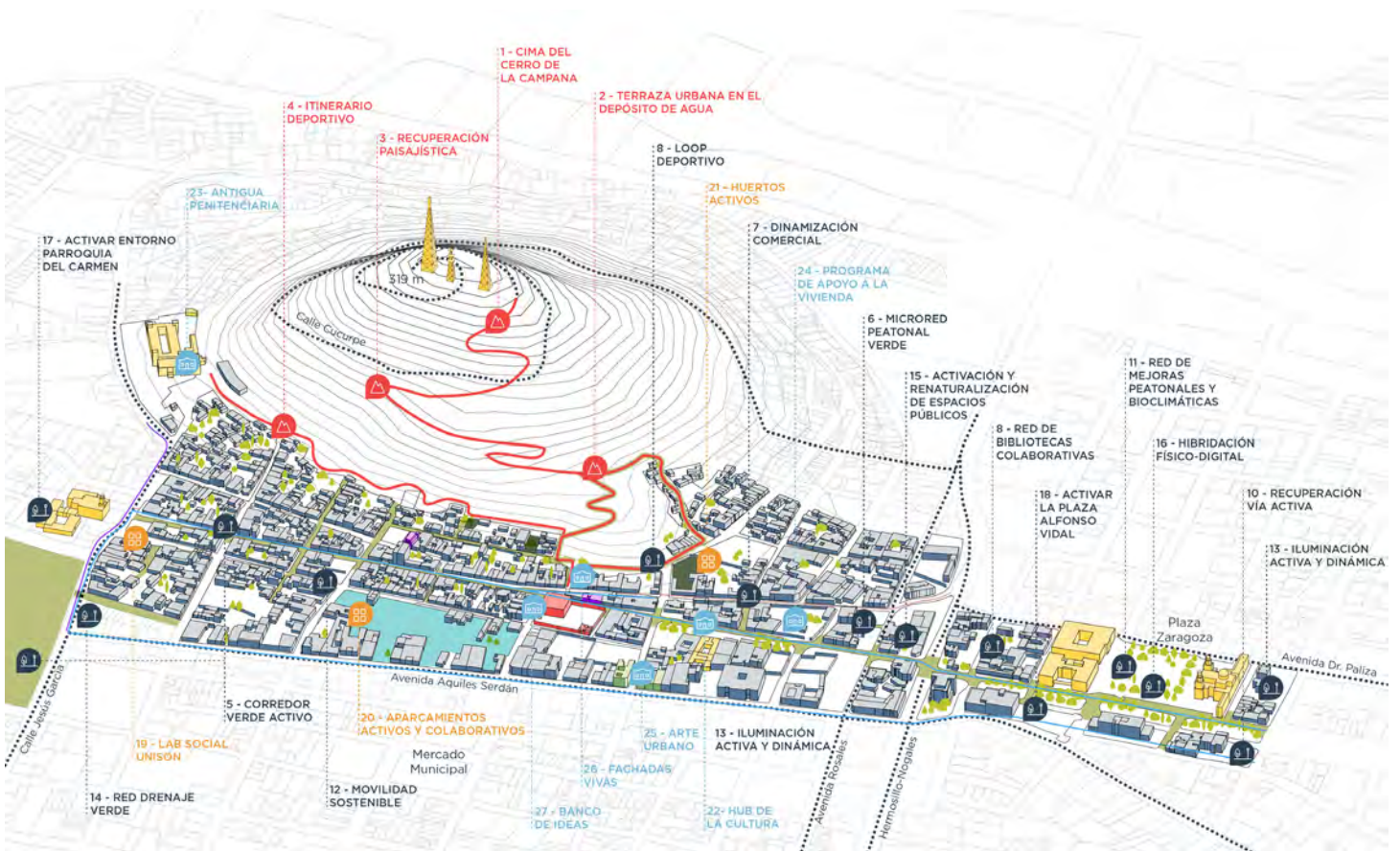
face in the coming years. These strategies include actions that can be taken in the short, medium and long-term, together with the implementation of the Pilot Projects. The aim of the Plan is to make the historical center more lively, active, well connected, green, and innovative.

The Pilot Projects consist of specific actions that stake the principles, the methodologies, and the agents involved in urban development. These are, in general, innovative management and physical intervention proposals that, due to their location, symbolic load, qualities or implementation, could become representative elements of future development and inclusive local planning.

One pilot project consists in the transformation of the Banco de Ropa (former storage for clothes donation) into the Banco de Ideas. The new programs that will find a place in this building, together with the activation of the adjacent outdoor spaces, will transform the Banco de Ideas into an urban catalyst, actively contributing to the urban revitalization of the historical center of Hermosillo. The mixed and open program of the Banco de Ideas will find flexible spaces inside the building, as well as temporarily in the adjacent parking.



One of the 27 Pilot Projects



Pilot Projects

5

PROJECT APPROACH / TIMELINE

PROJECT VISION: A VIBRANT AND AUTHENTIC DOWNTOWN FOR GAINESVILLE'S URBAN CORE

We imagine Downtown Gainesville as a charming and vibrant place open to citizens and tourists alike, bustling with a diversity of people and activities all year long. A city with plenty of jobs, a college-town spirit and an affordable cost of living for all. A city full of unique attractions, natural beauty spots and innovative cultural experiences. A healthy, inclusive and comfortable place suitable for everyone, with spaces enjoyable for people of all ages, needs and interests, enriched by an abundance of public spaces to rest, play, work, eat, or meet up with other people. We foresee Downtown Gainesville as a beacon in the center of Florida, an authentic and diverse place people want to visit and live in.

An epicenter for employment, entertainment, commerce, and civic activities, Downtown plays a particularly important role in the vitality of Gainesville. Downtown incarnates the image and spirit of what Gainesville has to offer to the local community, as well as to the region. It is a popular center for local restaurants from quick eats to fine dining and unique boutiques. It is also home to many of Gainesville's business offices, government buildings, as well as the Hippodrome Theater where people can enjoy live performances. The scene of restaurants, bars and clubs provide attractions for the population, typically for the student and youth's outings. Indeed, sitting east of the University of Florida campus, Downtown Gainesville has a strong connection with the University and its students.

Responding to unprecedented changes in its demographics and physical environment, the City of Gainesville has gone over the last few years through several initiatives of evaluating and redefining its vision and priorities for the development of and the investment in key areas. In harmony with the work and plans already developed, the development of the Downtown Gainesville Strategic Master Plan (as required by the City in this request for proposal) will aim to incorporate the insights extracted from these efforts, along with new insights to be gathered from a deep public engagement process, uncovering a fresh perspective on the community's needs, priorities and aspirations.

Our approach to the Downtown Gainesville Strategic Master Plan attempts to understand the city as a whole through an urbanistic, cultural, social, economic, and environmental perspective. Gainesville is a city with great potential, but also with various challenges that lie ahead. Our aim through the Downtown Gainesville Strategic Master Plan is to understand profoundly these challenges, and transform them into opportunities for the City's development, providing it with:

- a multi-use urban fabric
- social inclusiveness and diversity
- sustainable mobility and easy accessibility
- urban and market density to achieve sustainable levels of activity
- resilience against social, economic or climatic changes
- improvement in the comfort of public spaces
- implementation of technology as a tool to improve the city
- innovation to address all of these aspects in the best way possible

OUR APPROACH TO URBAN PLANNING

APPROACHING COMPLEXITY

We see urban reality as a complex system of interwoven layers. The complexity of this system might seem overwhelming, but we strongly believe that it is necessary to deal with it without trying to simplify it. The dense and extensive network of actors, stakeholders, institutions, communities, ecosystems, anthropic and natural processes that affect a city are tightly connected, and any attempt to oversimplify it would lead to a shortsighted view of the problems and its solutions.

We deal with this complexity without making rigid models. Instead, we aim to define open systems that are able to react and adapt to changes. In all our projects we open our design process to the people, working with the people and technical information in parallel, continuously generating links between those two sources of information.

The local knowledge of the stakeholders and institutions and the daily experiences of citizens make it possible to detect the necessities, concerns and opinions of the community. From our experience, the best design strategies are born from local learning and working together with institutions, citizens and communities.

INTERNATIONAL EXPERIENCE AND KNOW-HOW

In our experience working in very different locations across the world, balancing the level of manageable complexity or specificity has become second nature to our practice. The biggest challenge is developing site-specific solutions that can respond effectively to local issues instead of a 'one size fits all' approach, while adjusting to the availability of resources with precision and adequacy.

Our access to global best practices equips us with tools and methods for balancing technical interventions, environmental regeneration and social activation in different contexts. On the other hand, our participatory and close-up approach allows us to fine-tune general principles to specific behaviours or conditions of each place and to develop tailor-made solutions.

Our team counts on experts from various fields and disciplines that will work together in a true interdisciplinary approach. Indeed, from a 'glocal' perspective (a combination of the global and the local), there is no 'one size fits all' approach when it comes to urban planning and transformation: it is important to know global successful case studies all while tailoring these concepts to the very specific local contexts.

TECHNICAL AND SOCIAL PROCESS

We believe that the success of any urban strategy relies on an adequate balance between social, environmental, technical, and design interests. We always see and approach urban projects as two interlaced parallel processes: a technical one, usually identified with the work of a planner, architect, urban designer, engineer, environmental expert, and a social one, in the form of a deep social analysis that can be obtained through a participatory process.

Technical process: Study, strategy and design. Analyzing the existing information, conceiving a strategic vision for the whole area of intervention.

Social process: Consultation, communication and engagement. Getting in contact with the key stakeholders (institutions, experts, organizations and citizens) and understanding their needs, positions and agendas.

This approach implies that technical tasks (like analyzing urban data, existing plans or studies, or creating graphics and plans) can happen at the same time as a social mapping is generated. Under this scheme, the technical process supports and informs the social one, and the social process feeds and enriches the technical one. This is usually made possible by a multidisciplinary team working tightly together and constantly transferring insights from one field of expertise to the other.



PEOPLE-CENTRIC PUBLIC SPACES

Urban environments affect social behavior, lifestyle, perception and feeling, impacting people’s physical and psychological condition, conditioning present and future development as individuals and as a society. Every aspect of urban planning influences people’s daily life and well-being. In particular, public space is one of the key indicators of urban quality and the place where most of the social links, exchanges and interactions take place.

Creating people-centric public spaces generates distributed benefits, improving comfort, safety/security, health and quality of life of the community as a whole. This includes establishing coherent and complementary traffic and pedestrian networks, improving the environmental quality and accessibility of the spaces, etc., providing the conditions for a more inclusive and healthier social life. In the case of vulnerable communities, public spaces turn out to be particularly essential to build strong relations among inhabitants and enable them to develop a sense of solidarity, which helps them to be more resilient in the face of difficulties.

We believe that the success of a public space design strategy is based on an adequate balance between its physical reconfiguration - considering technical, economic aspects, etc. - and its social component, understanding the relationships between both layers since they are intimately related and feedback into each other.

COMMUNITY AND SOCIAL DEVELOPMENT

Social relations are a central issue when intervening in urban environments and, as such, must be fully explored in the natural, built and social environment. From that perspective, our aim is to create environments that can strengthen communities to generate social and microeconomic networks, and develop a community agenda, which can substantially contribute to both individual and collective well-being.

It is necessary to understand the neighbourhood as a productive space that allows the development of new economic activities with versatile spaces for business. At the same time, it must be able to function as an incubator for local entrepreneurship and social innovation, focusing especially on local strengths such as agricultural production with urban gardens, the transformation of raw materials, gastronomic culture, the commercialization of local products and other opportunities to generate employment.

TACTICS AND STRATEGIES, SHORT TERM AND LONG TERM

Approaching complex urban interventions requires looking at them through the double lense of scale and time. “Strategies” and “tactics” are two terms that can very well describe the contemporary vision of urban development that underlies the project. While urban planning requires a long term strategic vision, our approach to urban activation or revitalization also takes the more agile or tactical route, delivering the proposals in a way that makes them possible to be implemented and tested as soon as possible. This approach focuses on ‘bootstrapping’ urban activation by implementing several site-specific actions.

The main advantage of this methodology is that short term tactics can actually inform, help shape and improve long term strategies, bridging the gap between direct action and planning. Proposals can be tested in a quick way, giving high returns in terms of direct experience, project communication, civic engagement, and technical feasibility. Data can be generated and evaluated in a continuous feedback loop, helping to adapt certain aspects of the overarching strategies for the better.

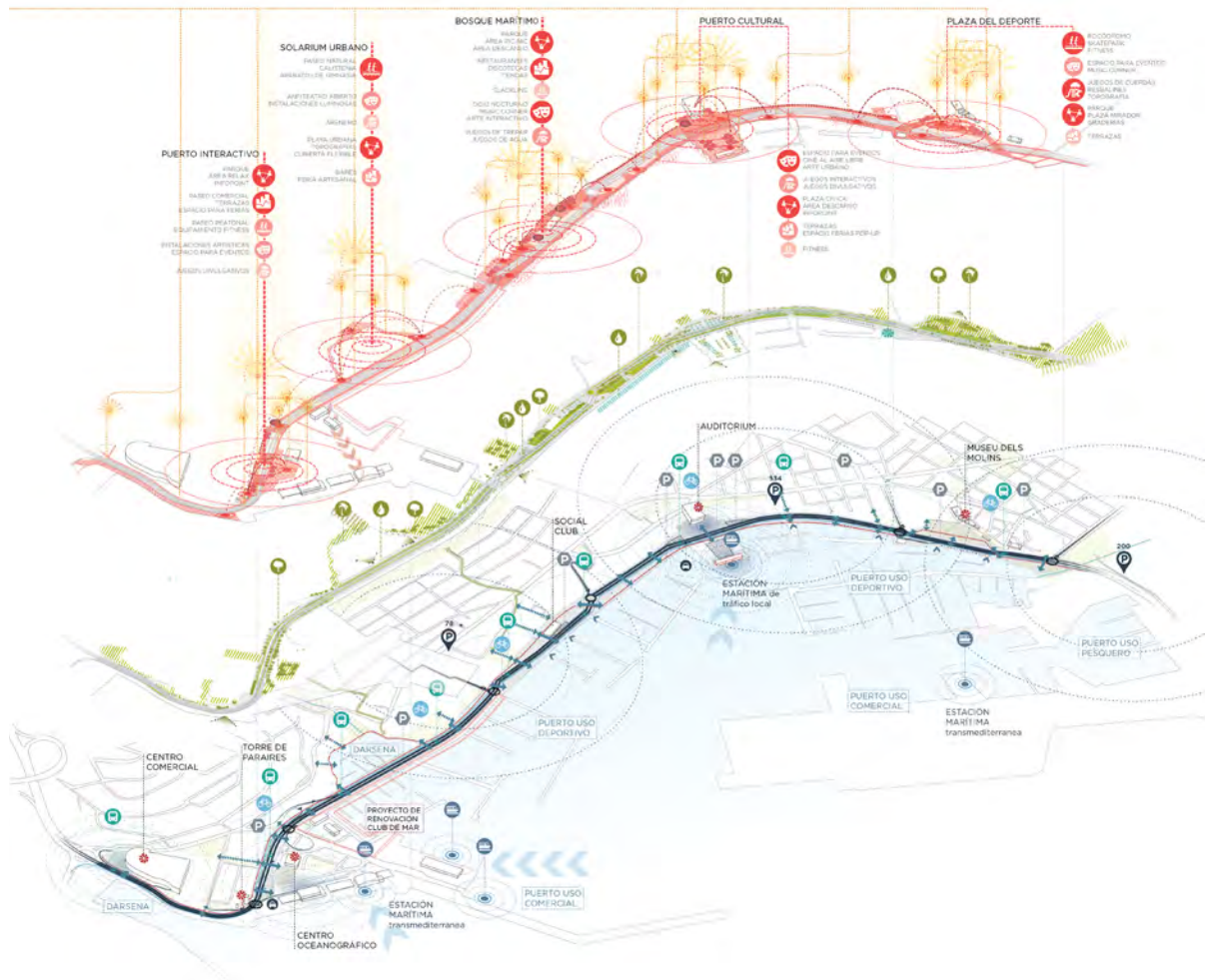


TRANSPARENCY, OPEN SOURCE MATERIALS

An often overlooked value in urban planning processes is the importance of transparency and the openness of data and information. Transparency, intended as the public insight in the work of public administration, means that all the decision-making processes, from the design, to the prioritization of projects, to the management of resources, should be accessible and the citizens should have access to instruments for monitoring it.

This approach to urban government contributes to the creation of more involved and active citizens, more conscious of the challenges that the administration of the “public thing - res publica” has to face but also is a way to make accountability a value and reduce the risk of corruption and the generation of benefits only for some individuals. Open data policies are a way that the administrations have to share available information with citizens and other stakeholders, offering a knowledge base that is necessary to make informed decisions and to foster new democratic initiatives based on the existence of public data.

The concept of transparency in urban planning should be applied to the whole process, involving all the interested people and stakeholders, allowing them to participate and express and then sharing with them in an accessible way the results of the process.



Waterfront, Palma de Mallorca, Spain

TOOLS AND METHODOLOGY

DATA GATHERING, ANALYSIS AND PRESENTATION METHODS

Our urban analysis methods are always based on a methodical and precise gathering of all the relevant and appropriate data, which we organize and process using adapted project management systems and software. We rely on maintaining throughout the whole process a tight collaboration with local and national agencies and trusted sources that provide trackable information.

On top of basing our investigation on the most up-to-date studies, surveys, reviews of relevant literature, etc., we rely on participation processes with the community, with which we have a deep experience and for which we have developed an extensive toolkit. We believe participation is an invaluable tool of data collection, as it captures the essence of the community with its needs, desires and aspirations, thoroughly informing the planning process.

In addition to forming part of the final documents, the data gathering and analysis process will go in parallel with the process of the community outreach: all the valuable insights and information will be formatted and presented following our high graphical representation standards, on which we rely to making the information clear to all citizens, allowing for a better understanding and adoption of the plan by the general public.

We could also use our own developed online georeferenced and crowdsourced mapping platform if the conditions allow it, both as a new channel for people to participate on their own, and as a publishing format for the results.

All these methods, tested and proven over time, would prepare us to develop creative solutions with a solid, reality-checked knowledge base about the local context and its main challenges, all while staying in tight connection with the community's realities and needs.

INSTITUTIONAL MEETINGS

As part of our on-site activities on the occasion of urban projects we work on, we regularly organize interdepartmental meetings with officials from the different institutions and levels of government to share ideas and challenges, defining and envisioning how to implement the different phases of the project.

We are aware that one of the most challenging aspects of a fluent workflow in public projects is the maintenance of a continuous dialogue between the different institutional stakeholders involved. For this reason we design specific formats and dynamics to ensure the communication between parts during meetings and, most importantly, after them.

MEETINGS WITH KEY STAKEHOLDERS

Following our commitment with open processes and participatory activities, we design ways of involving different kinds of actors and stakeholders related to sustainable urban development, or potentially affected by it.

In every project we identify the key stakeholders and ways for establishing communication with them. We often rely on local collaborators who help us identify the local actors, provide direct knowledge about the context and bridge linguistic or cultural differences. A key stakeholder map can include, among others and depending on the particular context, entrepreneurs, students, investors, business owners, creative people, associations and civil society groups and many others.

For each meeting we define specific formats and tools to encourage a creative dialogue between parts. The aim of these meetings is to communicate the urban strategies and let the stakeholders participate in the transformation process of their territory, involving them actively in the project and creating new networks and connections among them. At the same time, the meetings help us to better understand the challenges the different protagonists face, helping us to shape the solutions to be delivered.

CITIZENS WORKSHOPS

We believe that direct interaction with citizens is part of our work as urban planners and designers. During the development of participatory processes, we establish an open dialogue with neighbors and locals in general, in order to have a deeper insight on the area, getting to know the real needs, aspirations and challenges from locals. Apart from listening and understanding their points of view, we also involve them in a creative debate about transformation and urban regeneration. These workshops complement the meetings with institutional actors and other key stakeholders.

STUDENTS WORKSHOPS

Education has a crucial role in our practice. We believe that through capacity building it is possible to empower people and give the right assets to the future decision-makers of tomorrow. We regularly organize university workshops as one of our academic activities or as part of participatory processes of our urban projects, with groups that can reach 100 participants.

During these workshops, we invite students to explore different tools, methods and ways of approaching their city and working with it. Their activity becomes an engaging experience and their learning goes beyond the workshop itself.

BENCHMARKING PRACTICES

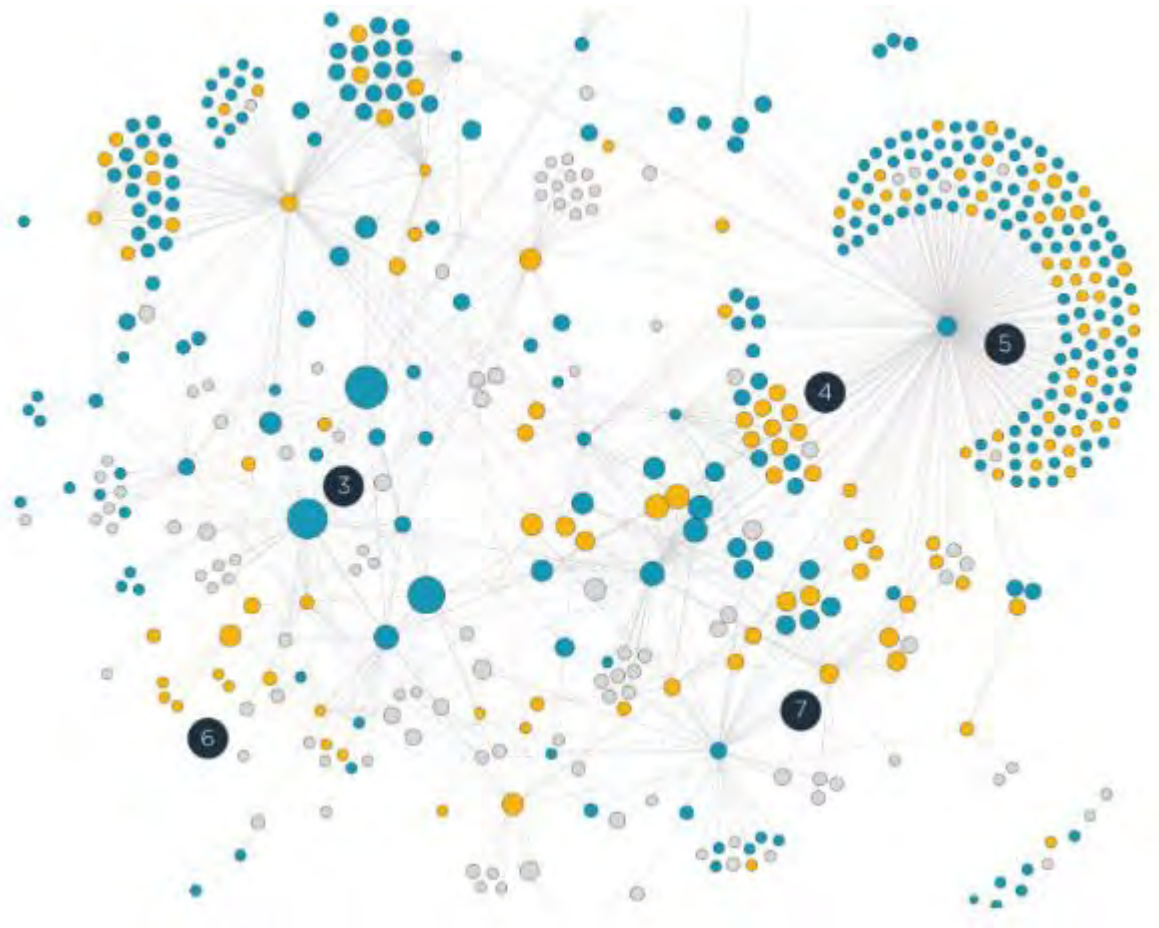
Conducting a benchmarking process ensures that the technical capacities are brought up and maintained to the best possible level, keeping the planning operations running in a smooth and effective way. The process entails working on both the local level through internal benchmarking, which involves a performative analysis within the managing organizations, and on the global level through external benchmarking, involving a strategic comparison with international best practice.

On the one hand, internal benchmarking will allow to find gaps in the management processes, which can be revealed through participative processes mainly within the managing institutions, as well as between institutions and citizens if deemed necessary. Internal benchmarking allows to:

- identify good practices on the local level and in past processes
- identify gaps within these processes
- establish and review functional / performance / financial metrics
- conduct SWOT analysis

On the other hand, external benchmarking will involve compiling international case studies with similar situations and challenges, articulating the similarities and differences between the local context of Asuncion and all its specificities to the other contexts, as well as the differences in process from which lessons can be drawn. External benchmarking allows to:

- explore various disciplinary trends
- establish quantitative comparisons
- better the improvement rate



Stakeholder mapping for a participatory process in Getxo, Spain, 2017

SCOPE OF WORK: ANALYSIS, PARTICIPATION AND RECOMMENDATIONS FOR THE URBAN FABRIC AND MICROECONOMY OF DOWNTOWN GAINESVILLE

Our understanding of the tasks required in this request for proposal to provide the City with the Downtown Strategic Master Plan is based on the three following pillars:

ANALYSIS (TECHNICAL PILLAR)

In order to have a thorough understanding of the processes that have been developed over the years in the City of Gainesville, we will compile and analyze the various plans, official documents, and community visioning and strategies produced up to this day. This serves the aim of forming a comprehensive image of the City's past and present growth, and provide a realistic, up-to-date framework for the development of the Downtown Strategic Master Plan.

These documents to be reviewed include several that have been mentioned in the request for proposal:

- The City of Gainesville Comprehensive Plan
- The Downtown Community Redevelopment Plan
- The Gainesville Community Reinvestment Area (GCRA) Plan
- The University of Florida Strategic Development Plan
- The Housing Action Plan
- The 2019 Transit Development Plan
- The 2019 Mobility Hub Analysis
- The 2010 Parking Management Plan
- The GCRA Parking Plans
- The Equity Plan
- Other past downtown plans

In addition to the documents previously listed, we will also focus on several studies that will be deemed relevant to grasp the complex realities of Gainesville and its Downtown:

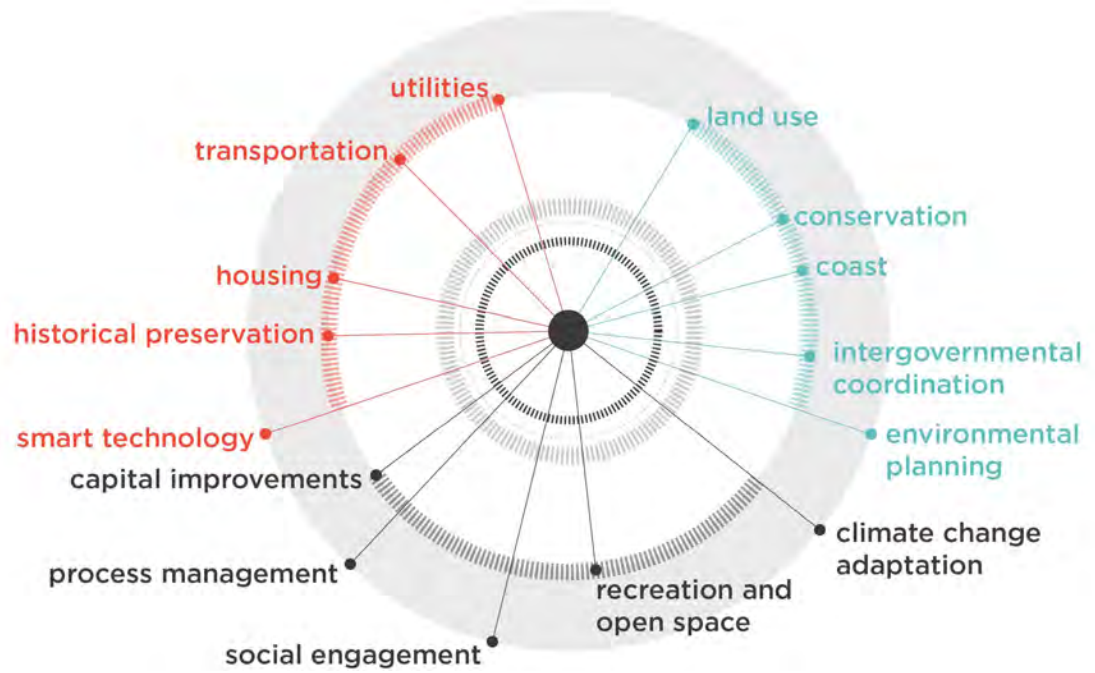
Urban maps and plans with elements related to:

- zoning
- heights & densities
- transit
- parking
- infrastructure
- green spaces
- waste management
- mixed-use development
- historic areas
- wayfinding
- demographics and population displacement

Market analysis studies with elements related to:

- market size (current and future)
- market trends
- market growth rate
- market profitability
- key success factors
- key success details

All the results of the analysis process will be incorporated into the final report of the Downtown Strategic Master Plan.



PARTICIPATION (SOCIAL PILLAR)

The analysis of existing documents and studies will be closely accompanied by a deep public engagement process with the community of Gainesville, in particular the main stakeholders and users of Downtown. We believe that the success of urban strategies relies on an adequate balance of social and design interests. Defining common goals and creating community participatory processes from the beginning, will help inform relevant and desired design decisions. The main objectives of the participatory processes are the following:

- Identifying key stakeholders within the Downtown area
- Determining the geographic boundaries of the Downtown area
- Developing a Stakeholder Committee at the beginning of the project.
- Coordinating the knowledge and interests of public sector officials/agencies and private sector stakeholders
- Obtaining up-to-date information about the social realities and public perceptions
- Informing relevant and desired recommendations
- Defining widely accepted and agreed upon public solutions

In addition to the main objectives that are directed towards the production of relevant recommendations for the Downtown Strategic Master Plan, a layer of social objectives is essential in the planning process. Indeed, as cities have always been created and maintained by people for people, urban development only makes sense when the community cares about it. The secondary objectives of the participatory processes thus include:

- Stirring the interest of the community in the development of the plan
- Generating a dialogue between parts of society that are usually underrepresented or marginalized
- Increasing the feeling of belonging to a cohesive community
- Increasing the feeling of trust between the community and the City officials
- Improving the communication channels between the community and the City officials

Given the current circumstances related to the COVID-19 pandemic, special attention will be given to the norms and sanitary recommendations to enforce social distancing, as will be deemed appropriate by the City officials. During the participatory process, we will provide all the necessary tools and methodologies, taking care of the registration, compilation, interpretation, and incorporation of the results into the final planning process and documents.

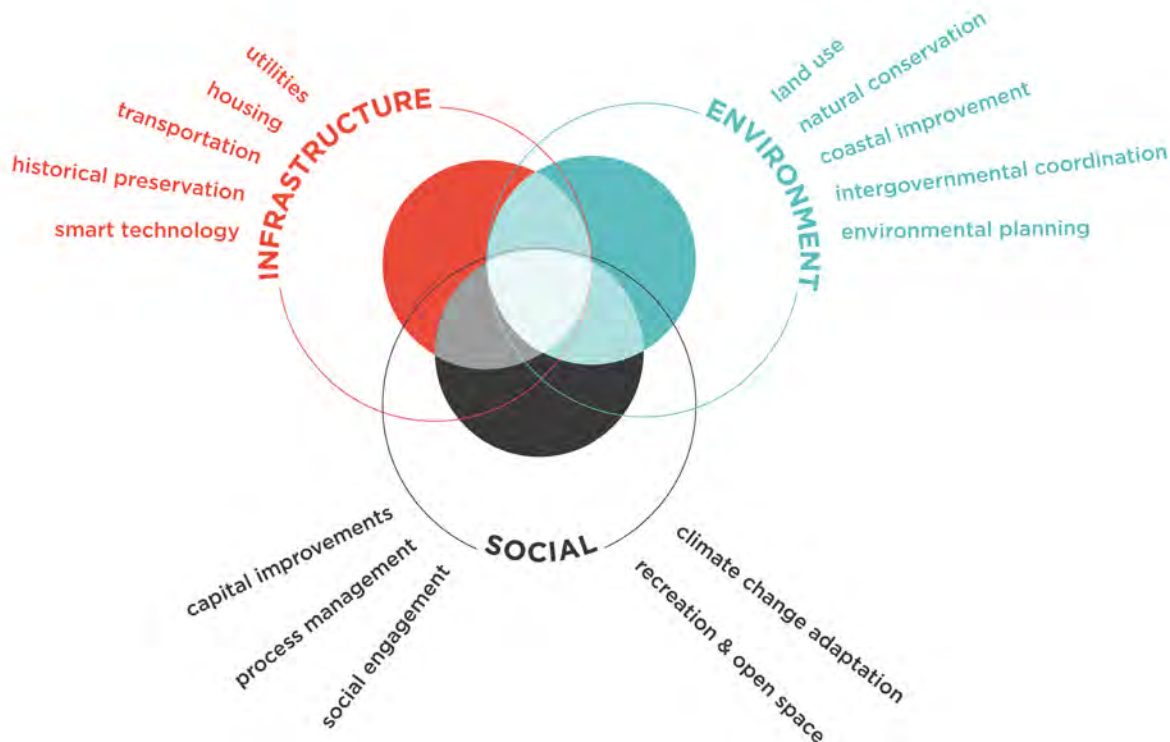
All the results of the participatory process will be incorporated into the final report of the Downtown Strategic Master Plan.

RECOMMENDATIONS (NORMATIVE PILLAR)

The final aim of the work to be realized is to provide the City with a comprehensive Downtown Strategic Master Plan that will be based on both the technical and social pillars previously developed. These recommendations will include:

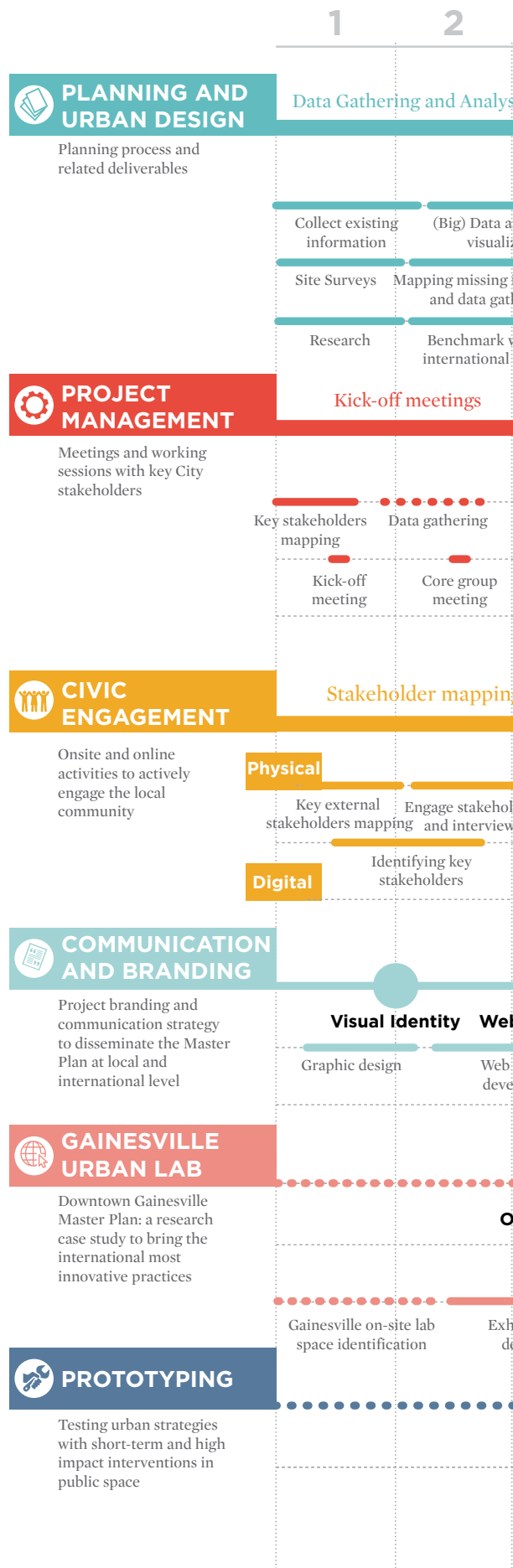
- Identification of areas of interest for change, consolidation or expansion of Downtown land uses, spatial environment and socio-economic activities
- Identification of principles and standards for the various areas of interest related to all the layers previously identified and analyzed:
- height, density, use and typologies, zoning, transit, parking, infrastructure, green spaces, waste management, mixed-use development, historic areas, wayfinding, demographics and population displacement
- Listing of strategic short-term, high-impact and low-cost pilot projects
- Listing of expanded long-term roadmap of projects
- Identification of funding mechanisms for the implementation of both short-term and long-term projects

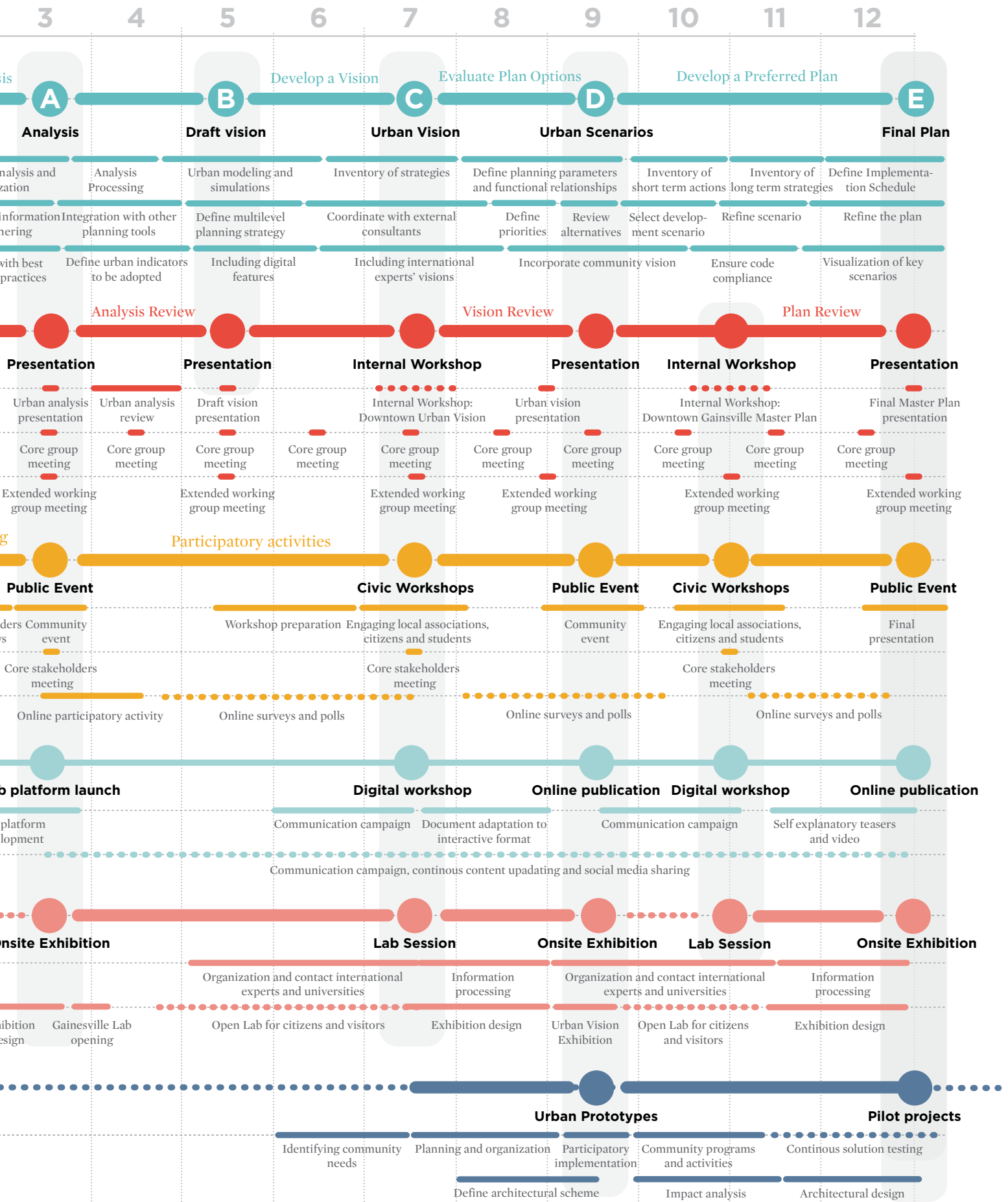
All the recommendations will be accompanied by comprehensive sets of the appropriate graphics to illustrate them as necessary, based on our high-standards of communication and presentation.



WORK PLAN: INTEGRATED MASTER SCHEDULE

Our work plan to achieve the various tasks requested is further developed in our Integrated Master Schedule, a structure for all the activities to be carried out during the process. Throughout our years working on urban planning projects and strategies, we have developed and refined this methodology that has allowed us to integrate in a comprehensive manner all the tasks and layers of work that we find necessary to successfully achieve our urban planning & visioning projects in an efficient and timely manner.







PLANNING AND URBAN DESIGN

It is the principal working line of the project development as it consists of the Strategic Master Plan and related documents. The planning activities as well as the deliverables will define the key milestones of the process.

A**Urban analysis****Urban Analysis**

This first phase includes collecting, reorganizing, and analyzing existing data related to all the different layers of the city, including its urban, natural, social, and economic features. As the quantity and quality of available data are expected to be high, tools and methodologies for data science and urban big data analysis will be implemented.

B**Draft vision****Draft Vision**

After the first phase of analysis, the main challenges and opportunities for the city will be identified and some preliminary strategies will be developed. The first draft vision will include the general approach that will be adopted for the Comprehensive Plan, the key concepts for future urban development, as well as a statement of founding principles to be assessed.

C**Urban vision****Urban Vision**

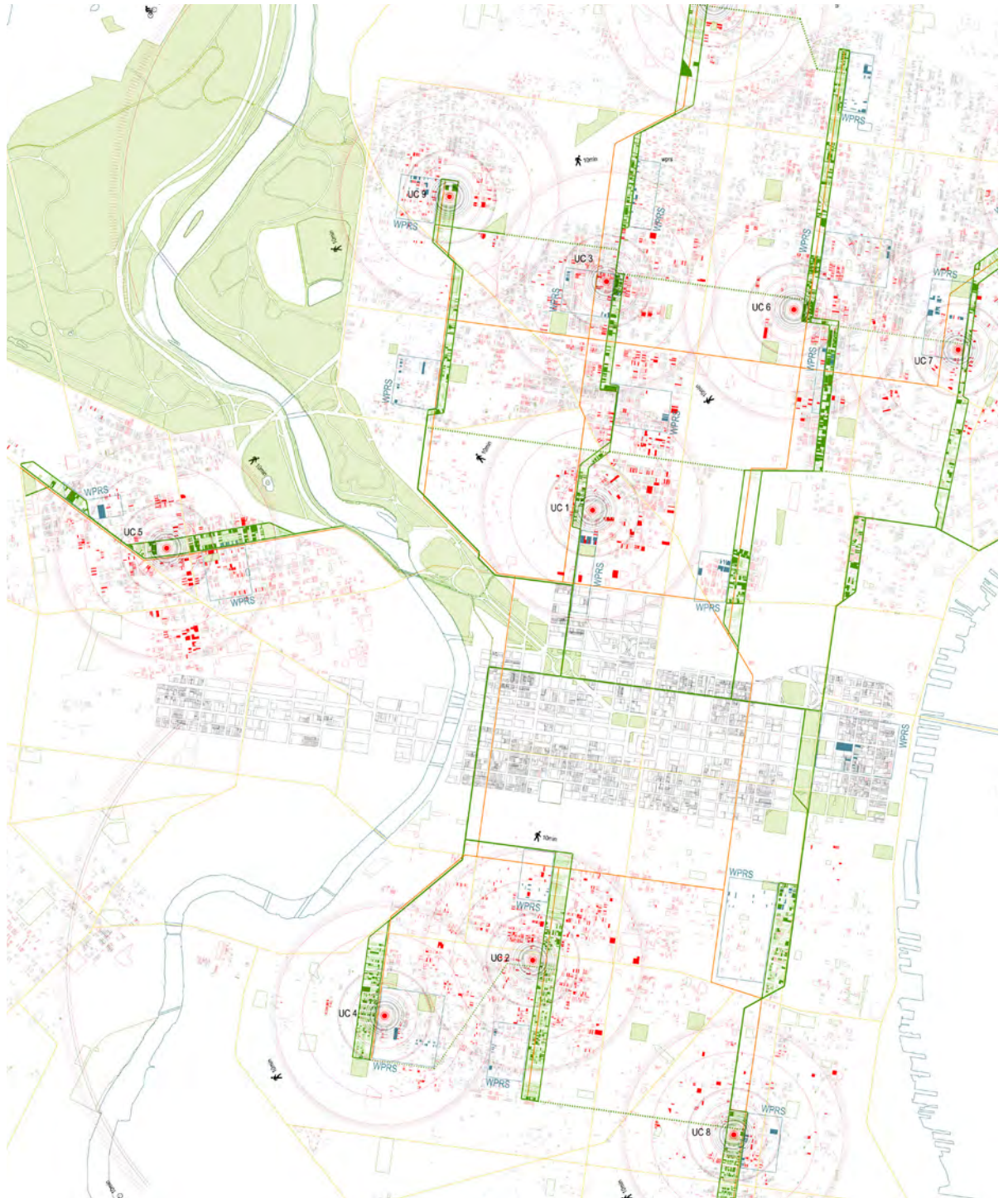
Once key concepts and a draft vision are delineated and shared with key stakeholders and the local community, a more defined vision for the future development of the city will be outlined including received comments and feedback. The urban vision will be developed using urban modeling and digital simulations to visualize different scenarios, using specific expertise and innovative tools. Key external experts will also contribute to the outline of possible scenarios.

D**Urban scenarios****Urban Scenarios**

As city planning is a complex task and different variables redefine possible urban models, different scenarios will be developed in order to analyze the benefits and trade-offs of each option. The process of developing and selecting the most suitable scenario for the city will include inputs from stakeholders and the local community.

E**Final plan****Final Plan**

Once one scenario is selected as the final shared vision for the future development of the city, it will be fully developed including a dedicated chapter for each specific topic to be addressed. Besides land use plans and all documents and plans required by law, the final document will include images to better illustrate the proposed scenario and a proposed schedule for its implementation.



Urban Revitalization Masterplan.
Urban voids Downtown Philadelphia, PA

PROJECT MANAGEMENT

An innovative and ambitious project as the new Downtown Strategic Master Plan requires careful planning of management and micromanagement activities. Fluid communication and constant coordination with the Planning Department and other working groups will be crucial.


Core group meetings

Core working group meetings

Monthly on-site meetings with the Planning Department and other internal key stakeholders will be organized to inform about the evolution of the project, discuss general strategies, adjusting the schedule and specific goals, and detailing participatory methodology activities and tools. Additional meetings can be scheduled throughout the process, both on-site and remotely.


Extended working group meetings

Extended working group meetings

At the beginning of the process, key stakeholders from other Departments and institutions will be identified and incorporated in extended working groups. Those groups will be focused on specific topics and will convene periodically at milestones of the planning process when the Plan's progress updates will be presented.


Presentations

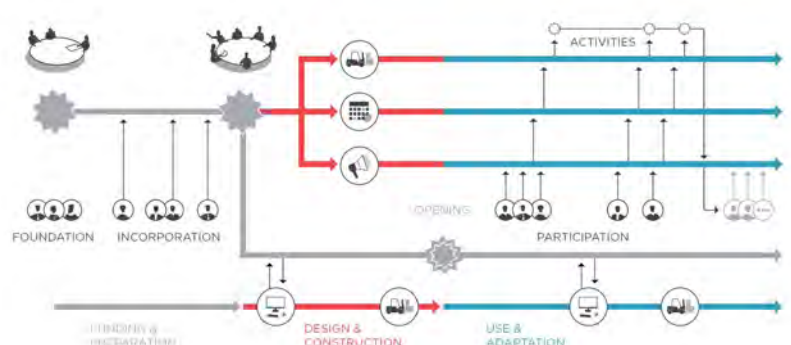
Presentations

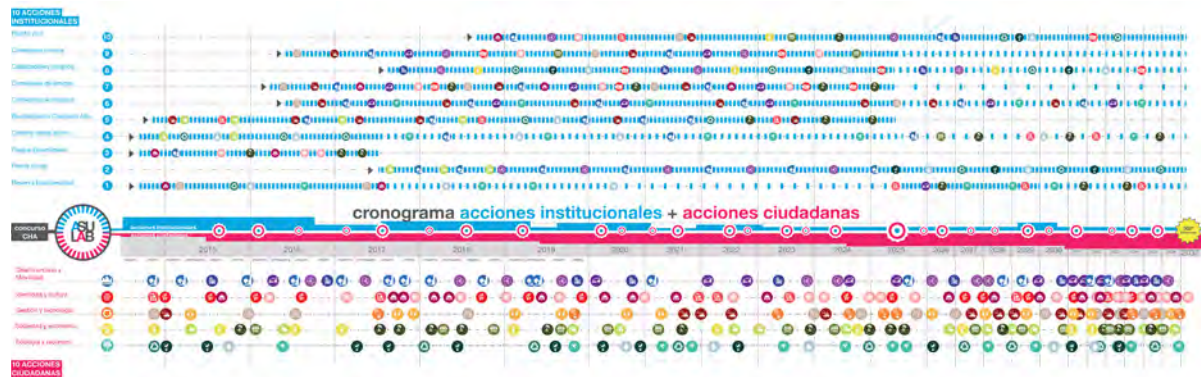
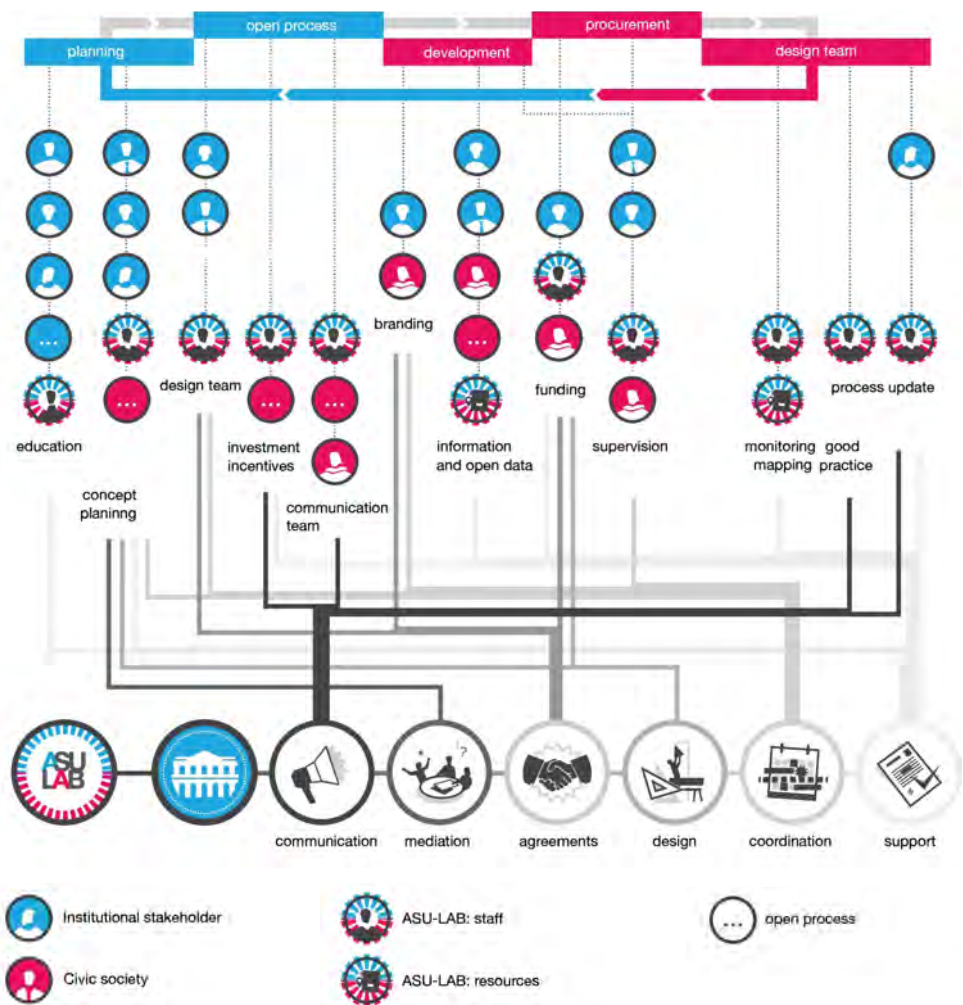
At every new step archived in the Plan's development corresponding to urban planning deliverables, a detailed presentation to the Planning Department and other key personnel of the City of Gainesville will be organized. These presentations will show technical details and are aimed at receiving feedback that could be incorporated into the Plan.


Internal workshops

Internal Workshops

At key moments in the Plan's development, a more dynamic and collaborative format will be explored to trigger conversations with key stakeholders from the City and include their suggestions and notes in the plan. These workshops are proposed to be organized at crucial moments such as for the Urban Vision definition, the outline of the different scenarios, and the Final Master Plan development.





Organization chart and timeline of activities of ASU LAB, the urban management entity developed for the implementation of the Master Plan of the Historical Center of Asunción, Paraguay.



CIVIC ENGAGEMENT

Civic engagement is crucial for the success of the Master Plan. The proposal includes on-site and online activities to actively engage the local community in the process, listening to their needs, and incorporating citizen's vision in the Master Plan.



Public events

Public Event

Public presentations allow citizens to connect with the project and get involved. These are events that seek to capture attention and interest for the emerging ideas for the city and to share the research and progress that will be made along the way. Public events will be organized on the occasion of key document delivery as Urban Analysis, Urban Vision, Urban Scenarios, and the Final Plan.



Creative Civic Workshops

Creative Civic Workshops

Open workshops will be organized to engage citizens and key actors of the local community in reimagining the future of the Downtown. Civic workshops will be organized around the identified key topics during the most decisive moments of the planning process such as the urban vision development and the selection of a preferred scenario to be detailed in the Master Plan. Tools and methodologies to be adopted will aim to engage the community while inspiring the dialogue with case studies presentations.



Charrettes

Charrettes

Specific formats of workshops will be designed for high-intensity activities at key moments of the process. On-site as well as online charrettes could be particularly useful when developing different urban scenarios and discussing them with citizens and stakeholders. The interactive format of the charrette will allow the participation of external experts and different types of participants.



Public exhibition. Presentation of the Master Plan of the Historical Center of Asunción, Paraguay.



Exuma - Garden of Dreams:
participatory activities with citizens in Georgetown, Bahamas.



COMMUNICATION AND BRANDING

Communication has a crucial role in the success of urban projects when civic engagement is a key factor in the process. During the development of the Master Plan, the creation of a recognizable visual identity of the project together with the implementation of an *ad hoc* communication strategy will allow reaching the local and international community and generate a creative debate around the future of the city.



Visual identity

Visual Identity

Making the project recognizable at first sight is the first step in communication strategies. The Downtown Gainesville Master Plan will be branded with its very own visual and graphic identity, including an appealing and meaningful name, motto, logo, color palette, etc. Once the brand of the Master Plan is created, it will make it recognizable on multiples supports, including official documents, participatory formats, digital files, and physical urban interventions.



Web platform launch

Web platform launch

A web platform is one of the most effective tools to reach the local community, as well as the general public from other cities. In the platform, besides publishing all project-related information which will be made accessible, interactive and real-time data visualizations will allow users to envision the different urban scenarios that the planning team will be developing. Moreover, the web platform will contribute to disseminating open calls or other public initiatives related to the project.



Online publications

Online publications

To maintain an active presence in the physical and virtual world it is necessary to constantly feed the digital tools that will be created for the communication strategy of the Master Plan. Online publications will consist of key moments corresponding to the dissemination of the deliverables of the Plan, as well as continuous content sharing and social media updating (Instagram, Facebook, Twitter, Youtube, etc.)



Digital charrettes

Digital charrettes

As the digital component is considered a key aspect in civic engagement, innovative formats including online tools will be implemented throughout the process to organize digital workshops and charrettes. The digitalization of traditional participatory formats -intended as a complement to the physical ones- allows to multiply the occasion of generating creative debates engaging external experts from a wider network, and enabling the participation of those stakeholders who cannot attend physical meetings.



Digital events

Digital events

In parallel to on-site public events, digital events will create gathering moments for the local and external community to reflect, debate, and celebrate the future of the city. Digital events will include ad hoc formats as well as streaming and podcasting physical events taking place in Gainesville.



THE ACTIVE PASSAGEWAY

A NEW URBAN CATALYST OPEN TO THE CITY AND ITS CITIZENS IN WEST PALM BEACH, FL



Visual identity of the projects The Active Passageway (West Palm Beach, FL) and Dreamhamar (Hamar, Norway) applied to different digital and physical communication formats as well as in urban interventions.

 **GAINSEVILLE URBAN LAB**

The high level of innovation that we aim to achieve with the new Downtown Strategic Master Plan is related not only to its contents but also to the methodology to be implemented, which aims to put Gainesville on the map of most innovative cities and make it an international case study. Moreover, the Gainesville Urban Lab will have its own physical space where showcasing the evolution of the Master Plan while maintaining high engagement level with the local and international community.


Urban Lab Sessions

Urban Lab Sessions

Internationally renowned experts will be invited to present their vision, share their knowledge, and work together with key stakeholders to inspire and sparkle the conversation with forward-thinking approaches to tackle urban issues. The format will be specifically designed to include digital and physical tools with a global approach aiming to explore alternatives for Downtown Gainesville while contributing to international debates on the challenges of future city planning.


Reports

Reports

Besides influencing the Master Plan, the results of the Urban Lab Sessions will be collected, organized, and published in topic-related reports. These documents will add crucial value to the Plan as well as will provide critical thinking on key issues such as resilience, sustainability, mobility, etc. with research and academic approach.


Onsite Exhibitions

Onsite Exhibitions

The progress along the Plan's development process will be shared with citizens and visitors through specific exhibitions that could take place in the physical space of Gainesville Urban Lab. The evolution and the results of the Master Plan will be displayed using attractive and interactive formats that could combine physical models and projections.



Interactive format designed for a site specific exhibition at the Urbanism and Architecture Biennale of Shenzhen, China.

PROTOTYPING

The planning of a city is a challenging and inspiring mission. However, long-term urban strategies risk appearing too abstract, remote, or ambitious to be discussed as concrete solutions to be implemented. Prototyping is an effective way of introducing the change starting with punctual interventions aiming to test solutions and analyze their impact and acceptance.

Urban prototypes

Urban prototypes

Through urban prototypes, the planning process can be transformed into simple yet concrete actions in public space. Urban prototypes allow us to give locals a taste of the revitalization of the city through low-cost, high-impact interventions. Activating a storefront, planting new trees in public spaces, transforming an alleyway through urban art, organizing a new pop-up market, or turning a park into an open gym may be the best ways to engage citizens in the future of the city.

Pilot projects

Pilot projects

As planners and urban designers, we believe it is crucial to combine long-term strategies with short-term pilot projects aiming to act in the city and improve key aspects of it since the first implementation phase of the Master Plan. For this reason, we propose to define pilot interventions that reflect the principles of strategic urban planning and translate them at an architectural scale that could be further developed once the Master Plan is adopted.



On top left a vision of a possible urban intervention in Hollywood. The other images show pilot projects connecting physical and digital layers in Oslo and West Palm Beach, FL.

6

PROPOSED COST

LUMP SUM:

Downtown Gainesville Strategic Master Plan: **260,000 \$**

Additional services not required by the RFP

(Urban Lab + Prototyping): **80,000 \$**

BREAKDOWN PER TASK

Urban planning and design	150,000 \$
Project management	20,000 \$
Civic engagement	50,000 \$
Communication and branding	20,000 \$
Travel and administrative costs	20,000 \$

ADDITIONAL SERVICES

Gainesville Urban Lab	40,000 \$
Prototyping	40,000 \$

EU URBAN CONSULTANTS 2020 hourly rates

PRINCIPAL	180 \$
PROJECT MANAGER	170 \$
SENIOR PROJECT DESIGNER / SENIOR ENGINEER	150 \$
PROJECT DESIGNERS, ARCHITECTS, URBAN PLANNERS, ENGINEERS	115 \$
GRAPHIC DESIGNER	100 \$
DRAFT PERSON	90 \$
ADMINISTRATIVE	65 \$

TRAVEL AND ADMINISTRATIVE COSTS

Travel costs are calculated considering traveling from Hollywood to Gainesville.
Administrative cost is calculated approx. 5% of services cost.

