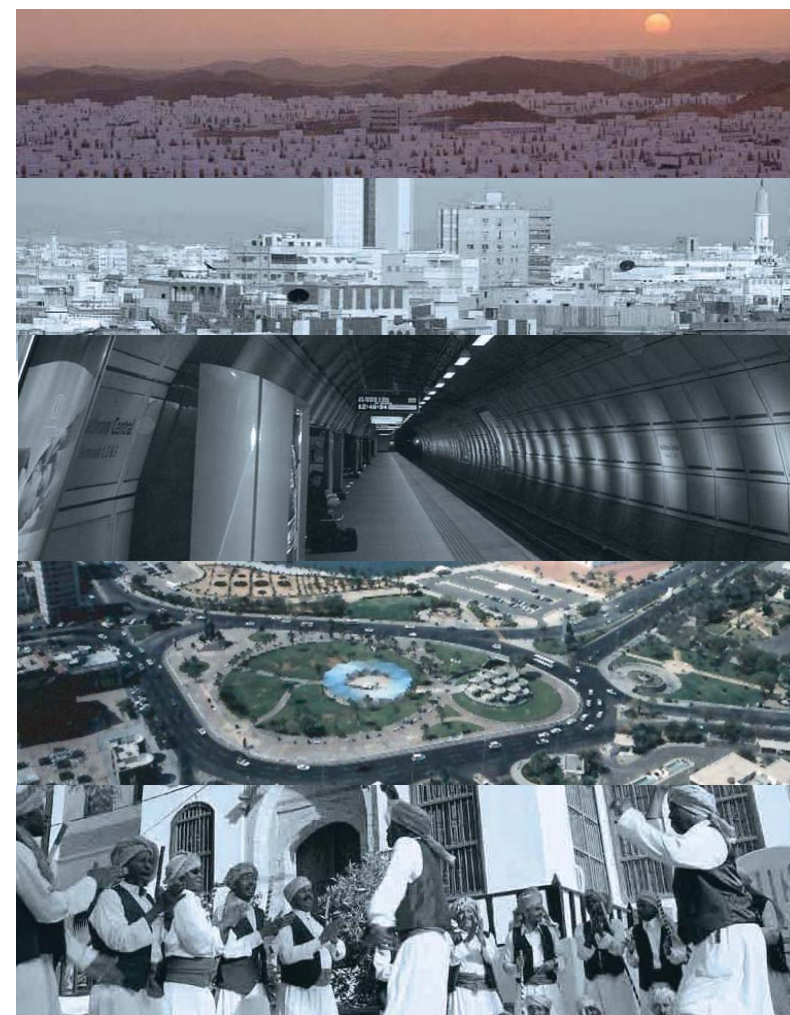


URBAN DESIGN STRATEGY

JEDDAH CENTER MASTER PLAN



وسط جدة



أمانة محافظة جدة



JEDDAH CENTER MASTER PLAN

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JEDDAH CENTER



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0.0 PRE-DESIGN SITE ANALYSIS



0.1 VISION STATEMENT

JEDDAH CENTER MASTERPLAN VISION STATEMENT

Gateway City _ Jeddah Center

The Jeddah Center Masterplan will provide an opportunity for Jeddah to formally define itself as the Gateway City of the Middle East. The former site of the King Abdul Aziz Airport provides the unique opportunity to create a significant and meaningful expansion of the urban fabric in the heart of the city. It has the potential to act as an instrument to re-establish Jeddah as the main Tourist and Commercial destination of the region.

Jeddah should build upon its strengths by emphasizing its position as the access point to Makkah and Medina while simultaneously building its role a financial center based on its active port and waterfront. Jeddah Center could reflect these characteristics in both its urban form and programmatic strategy. By enfolding them into a coherent visionary idea, it could attract international attention while maintaining a high quality of life for inhabitants and local visitors.

The new urban fabric should create a seamless transition between the old city and the new development, developing an integrated Center for Jeddah. The new urban structure should draw from the latent potential evident in the surrounding fabric. By weaving together residential, university, retail, and commercial programs, the resulting development will be inclusive, rather than simply exclusive. A mixture of housing types including affordable housing will also help to maintain an integrated society. This type of development will encourage the social interaction that is a fundamental element of the traditional fabric of Jeddah.

A large scale landscape strategy should act as an organizational element that creates a direct connection between the Waterfront and the Eastern Hills through the heart of site. The essential characteristics of the waterfront will be pulled in to the site in the form of a recreational landscape with innovative water elements. As a compliment to this insertion, a topographical study that will inform a constructed landscape within the site will act as an extension of the dynamic forms of the eastern hills. Through such efforts, this public open space could act as a physical and symbolic gateway for the city. It will be given further meaning and definition by integrating the King Abdul Aziz Plaza, Cultural and Sporting Facilities including the new Stadium, and the new Central Station into its structure. This productive landscape will serve as a catalyst for high quality development as well as operating as a focal point of religious tourism.

Infrastructural elements, especially transportation, are vital to the success of Jeddah Center. The site currently has direct links to important locations within and beyond the city. These should be reinforced and leveraged to bring energy into the new center while not overwhelming a few heavily utilized elements. Multiple paths through the site with a clear hierarchy will disperse traffic and ensure that the site does not become segmented or quartered by its major vehicular routes. Streets can act as integrated public open space that link transportation and landscape elements. Pedestrian paths and rail connections will provide alternative paths of movement throughout the district, further enriching the urban experience.

In addition to these organizational devices, Jeddah Center should act as a model for sustainable innovation in the Middle East. By orienting the overall urban structure to take advantage of wind for cooling and to create shading for sun protection, it will have a natural advantage. In addition, pursuing innovative building typologies that integrate both traditional and new environmentally sustainable technologies will make it an exemplary addition to the city.

The new urban fabric should also fully integrate King Abdul Aziz University into the city. By strategically locating institutions adjacent to the University that serve as a link between the University and the commercial center, its current insulated organization will be opened to Jeddah Center. This will help to make education an economic generator for Jeddah. Programs that could provide such connections include Research and Development as well as Cultural Institutions. This strategy, along with its role as the access point to important religious sites, would create the critical mass necessary to position Jeddah as the capital of Islamic Culture.



JEDDAH CENTER



وسط جدة



0.2 GOALS/OBJECTIVES

JEDDAH CENTER MASTERPLAN GOALS / OBJECTIVES

Gateway City _ Jeddah Center

The Goals of the Jeddah Center Masterplan are to ensure that the development of the Old Airport Site:

- Represents Jeddah as the Gateway City of the Middle East.
- Utilizes the unique opportunity found in the former site of the King Abdul Aziz Airport in a way that will help to re-establish Jeddah as the main Tourist and Commercial destination of the region.
- Allows Jeddah to build upon its strengths by emphasizing its position as the access point to Makkah and Medina while simultaneously building its role a financial center based on its active port and waterfront.
- Attracts international attention to Jeddah while maintaining a high quality of life for inhabitants and local visitors.
- Creates a seamless transition between the old city and the new development, developing an integrated Center for Jeddah.
- Weaves together residential, university, retail, and commercial programs in order to create a development that will be inclusive, rather than simply exclusive.
- Maintains a mixture of housing types that includes affordable housing in order to create an integrated society.
- Utilizes a large scale landscape strategy to make a direct connection between the Waterfront and the Eastern Hills through the heart of site.
- Utilizes this productive landscape as a catalyst for high quality development that acts as a physical and symbolic gateway for the city.
- Reinforces and leverages existing and new infrastructural elements, especially transportation to bring energy into the new center while not overwhelming a few heavily utilized elements.
- Promotes pedestrian and rail connections to provide alternative paths of movement throughout the district.
- Acts as a model for sustainable innovation in the Middle East.
- Pursues innovative building typologies that integrate both traditional and new environmentally sustainable technologies will make it an exemplary development.
- Integrates King Abdul Aziz University into the city fabric in order to help to make education an economic generator for Jeddah.
- Creates the critical mass of cultural institutions, along with its role as the access point to important religious sites, necessary to position Jeddah as the capital of Islamic Culture.



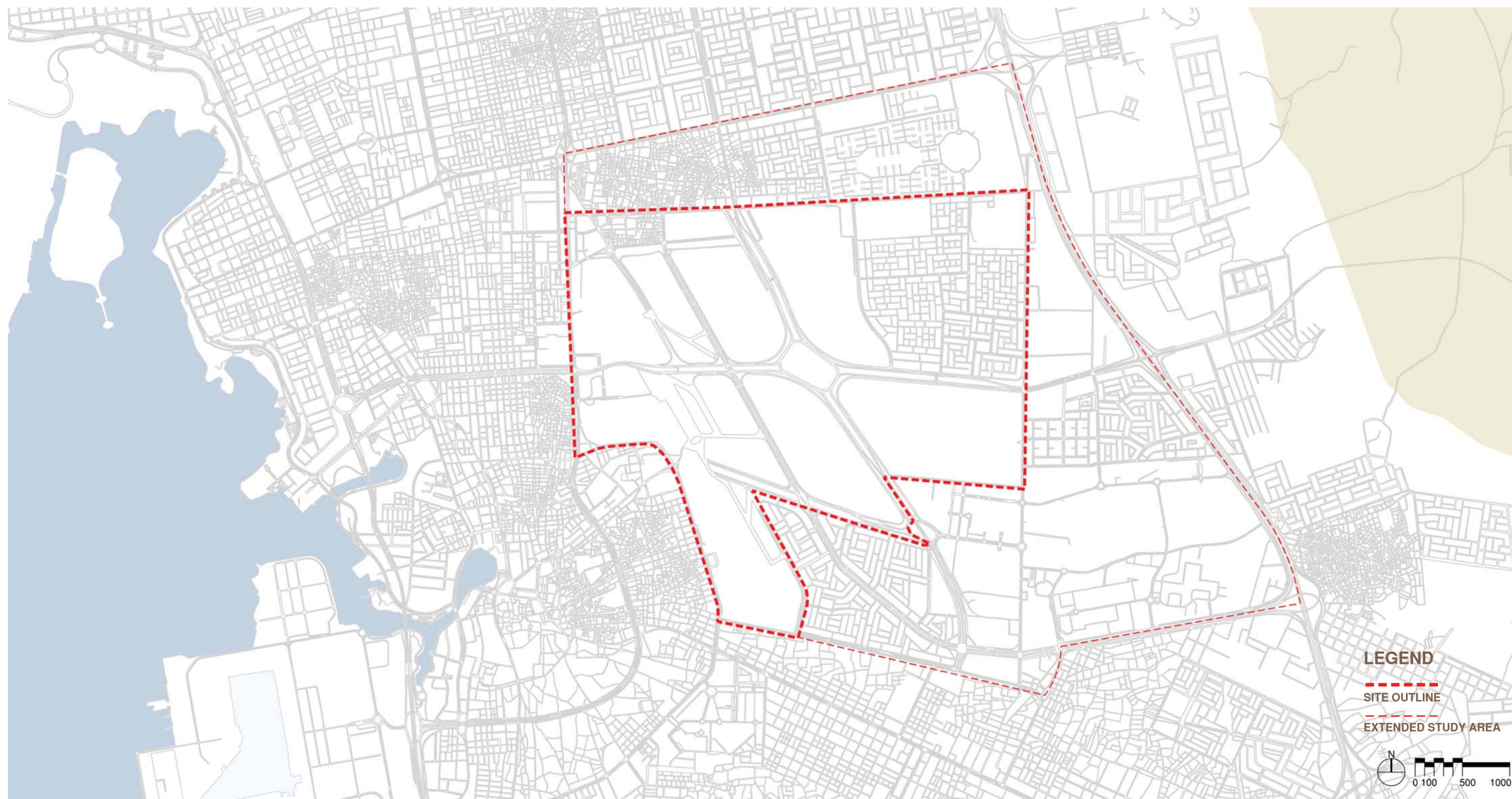
JEDDAH CENTER



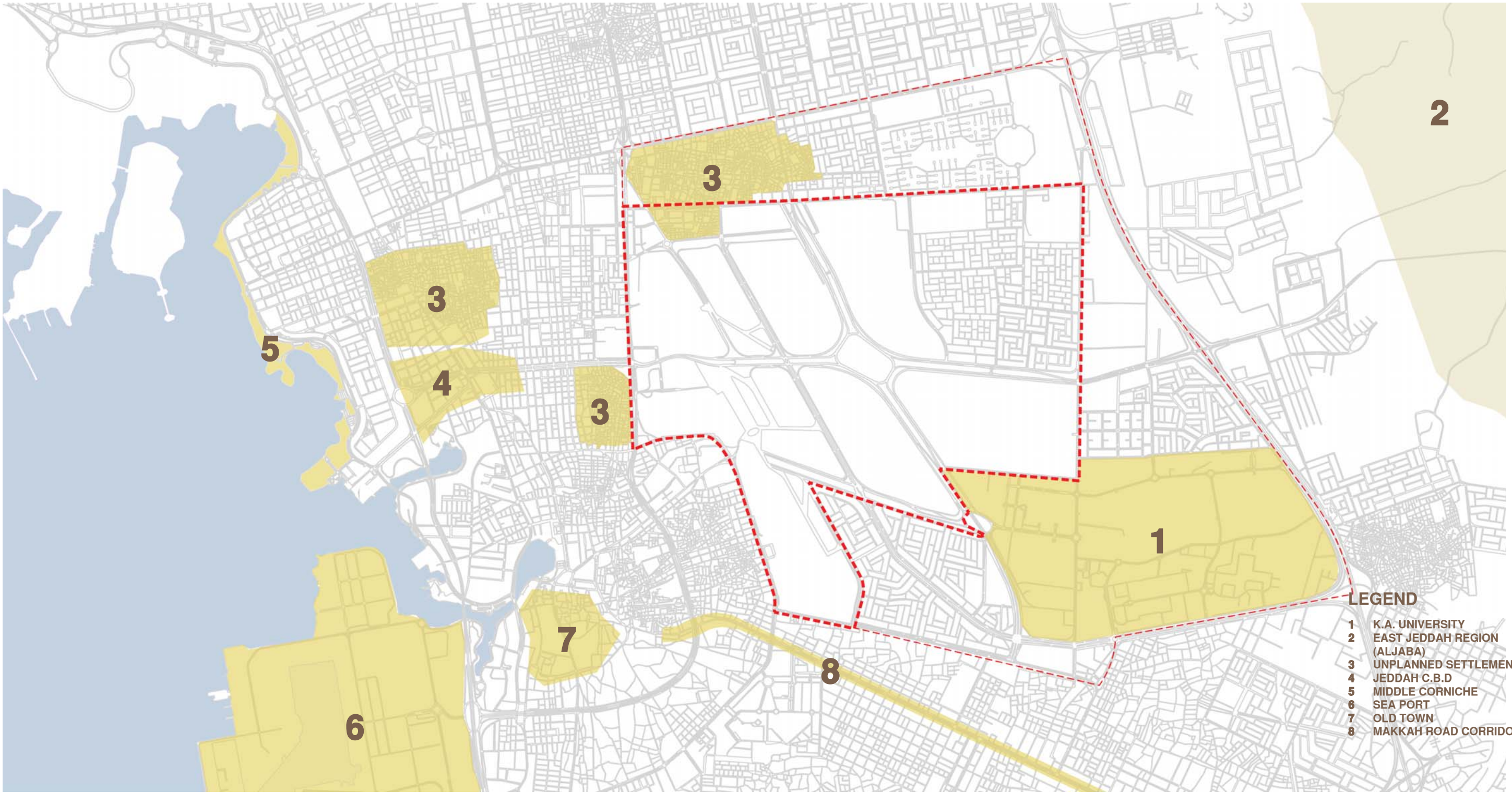
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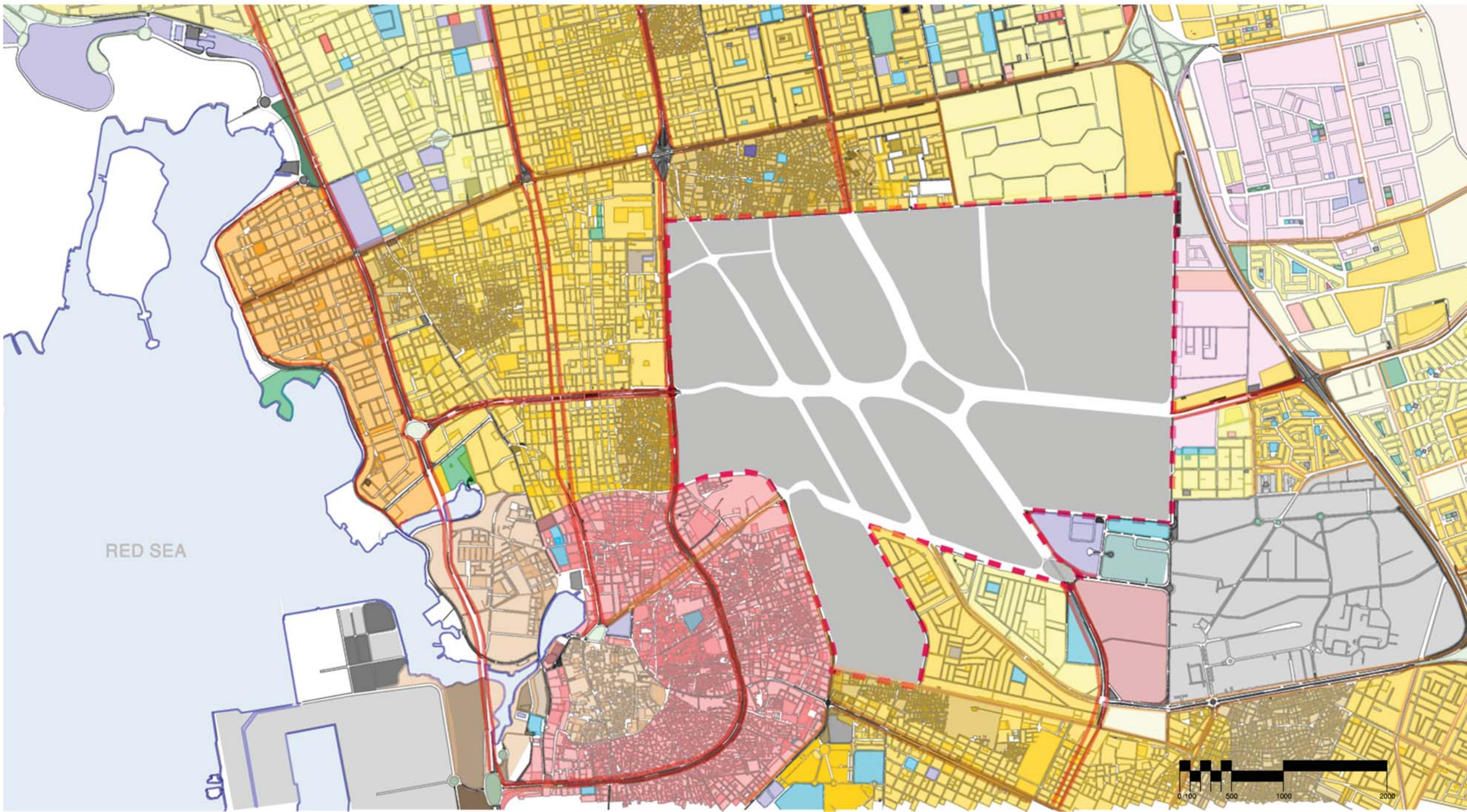
0.3 SITE INTRODUCTION



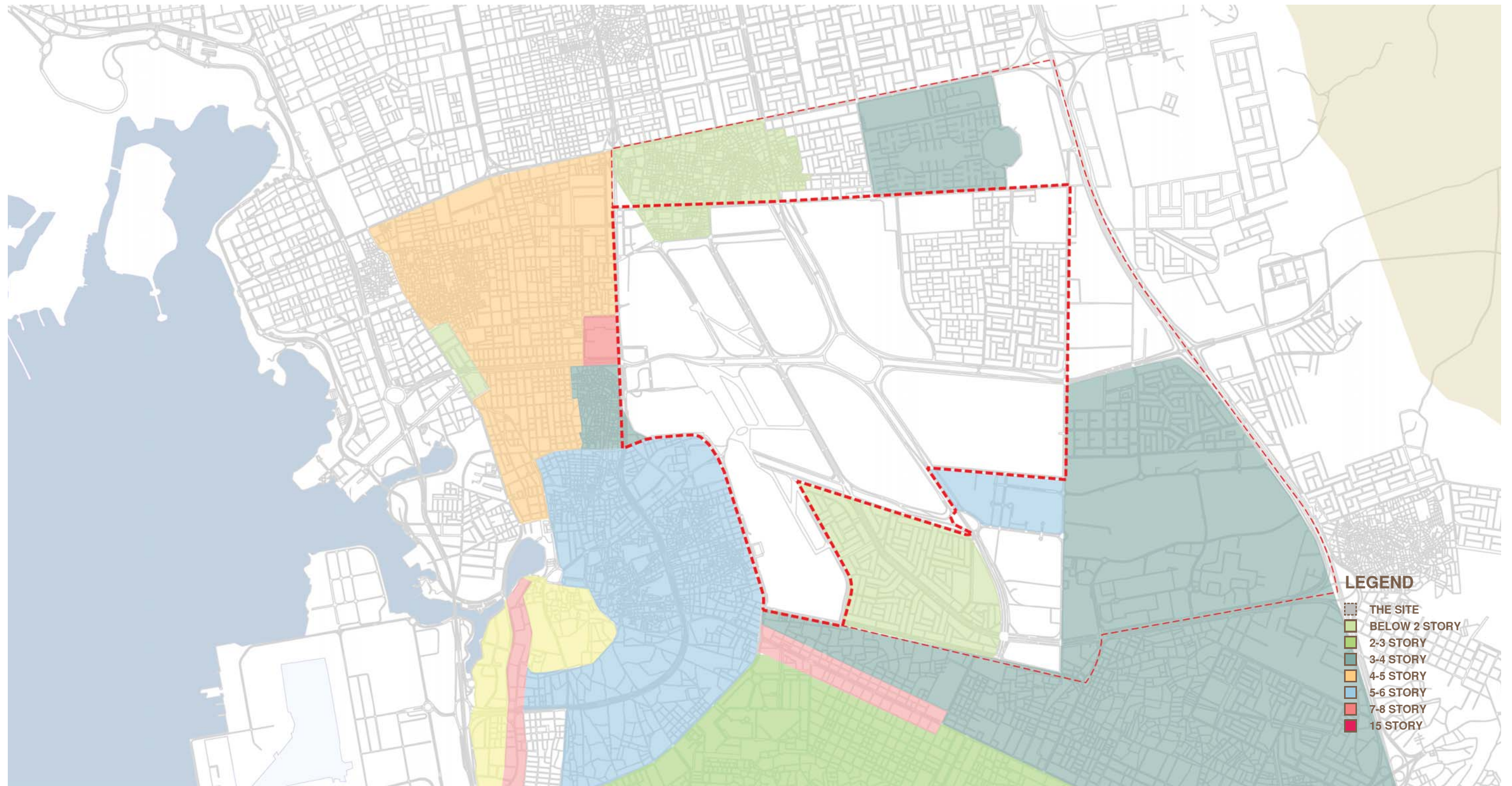
0.4.1 IMPORTANT SITES



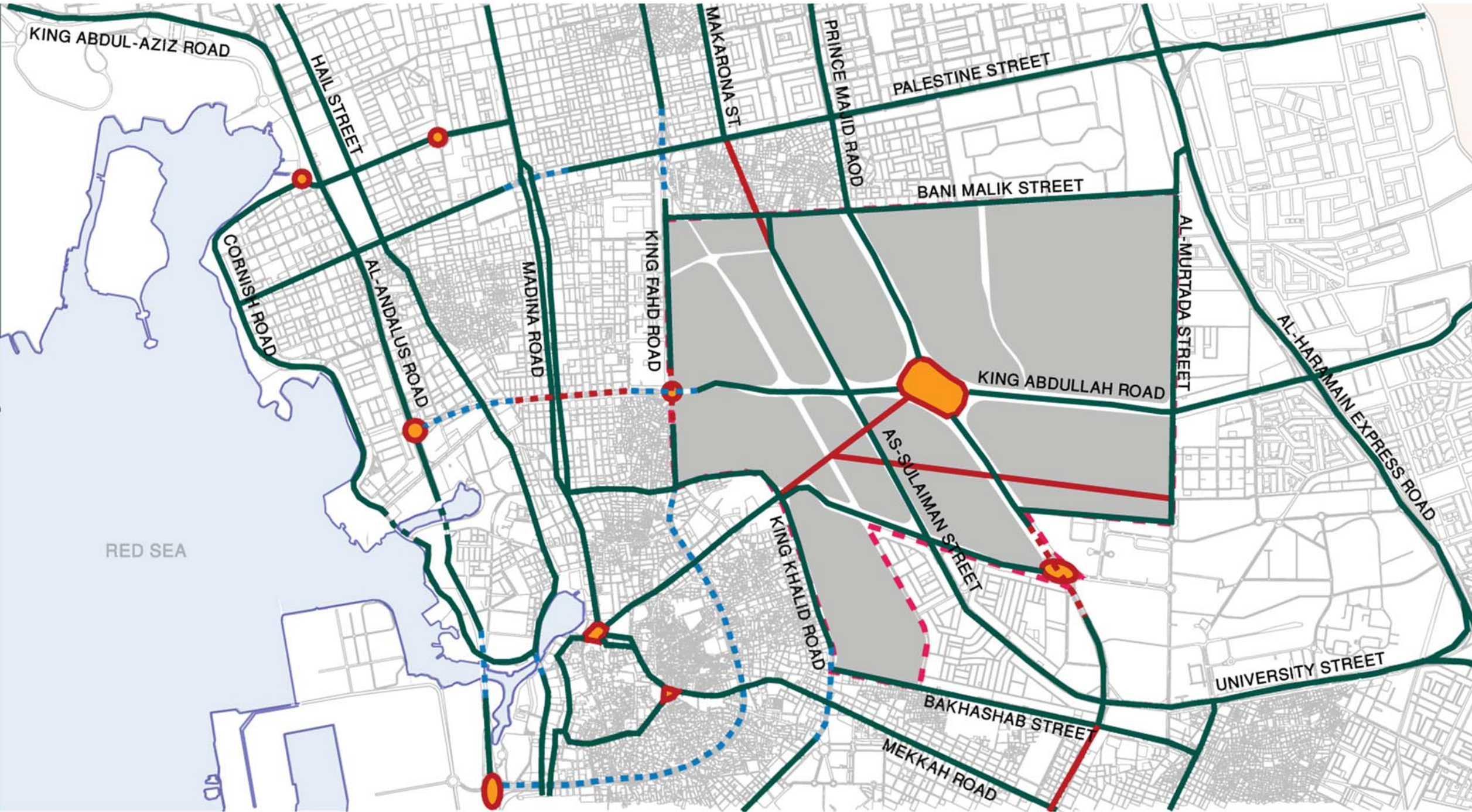
0.4.2 ADJACENT LAND USE



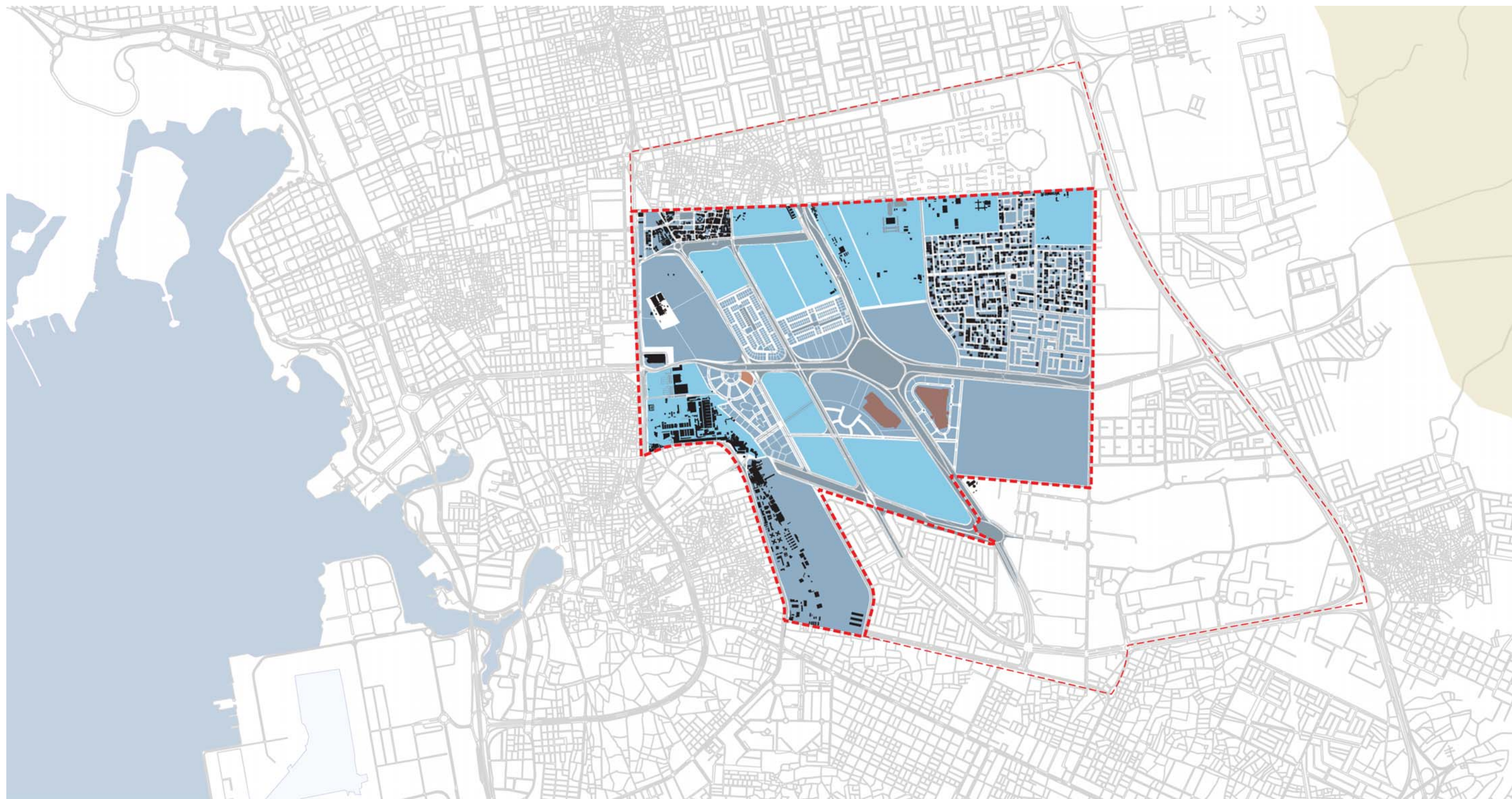
0.4.3 ADJACENT BUILDING HEIGHTS



0.4.4 TRANSPORTATION

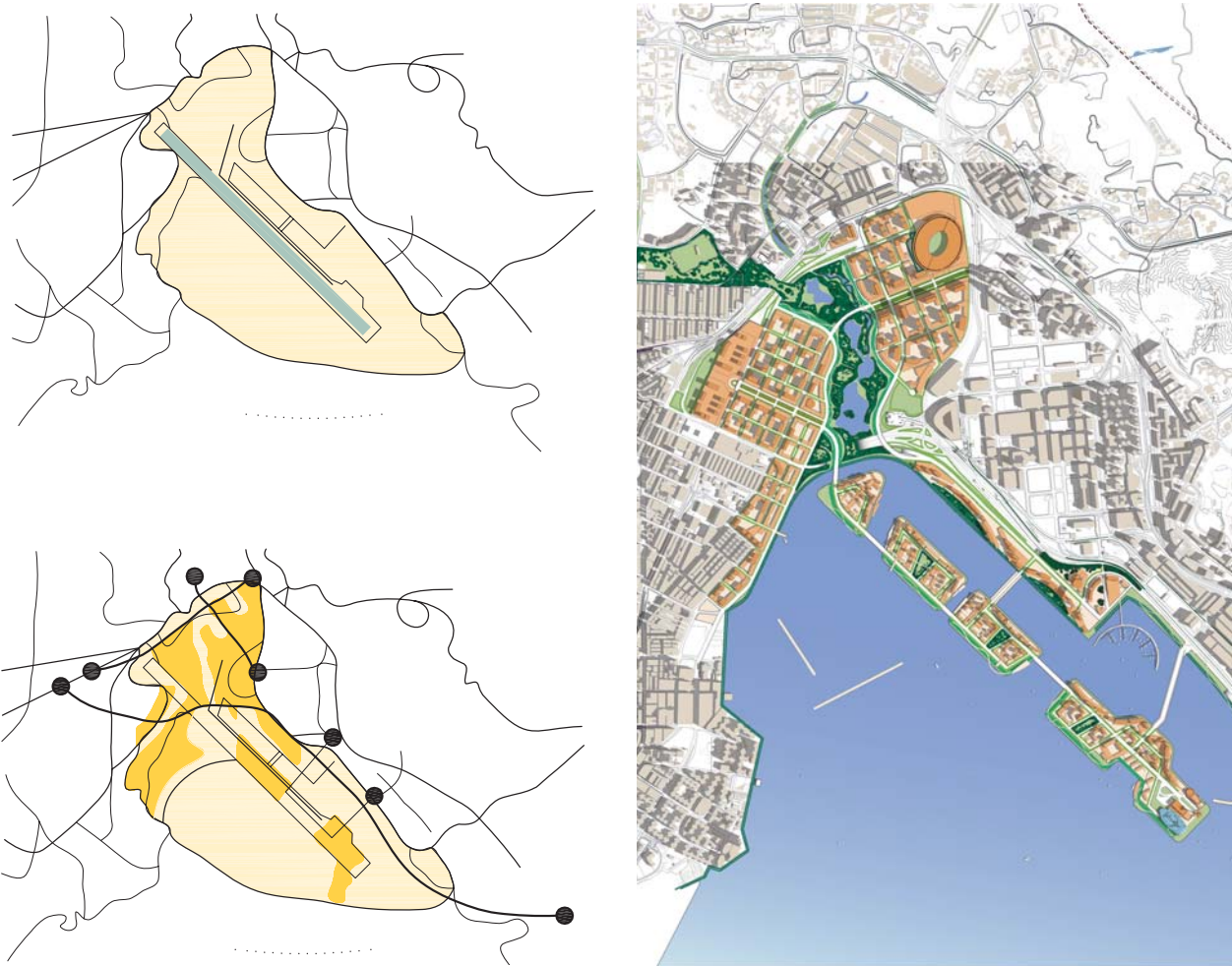


0.4.5 EXISTING AND PLANNED DEVELOPMENT IN SITE



0.5.1 AIRPORT REDEVELOPMENT PRECEDENTS

HONG KONG



Old runway converted to an archipelago of human-scaled island neighborhoods with channels cut to invrease waterfront open space

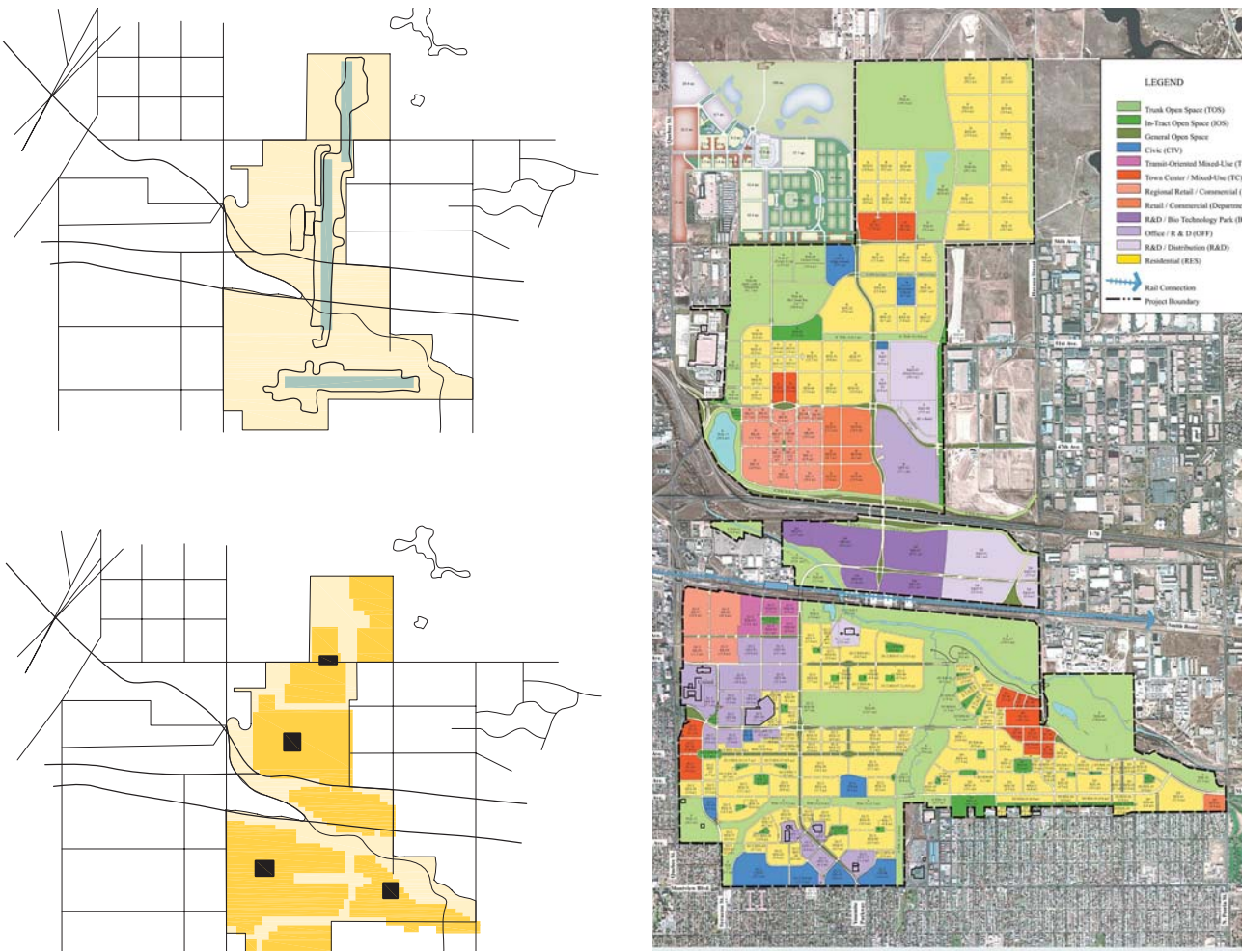


A vast waterfront park carries the harbourside character deep into the surrounding communities, increasing real estate value, and becoming a catalyst for the redevelopment of neighboring districts



Increased community access to waterfront ammenity

DENVER



The largest "New Urbanist" project in the United States. Will be home to more than 30,000 residents, 10 million sq ft of office space, 3 million sq ft of retail space, 6 public schools, and 600 acres of mixed-use neighborhoods



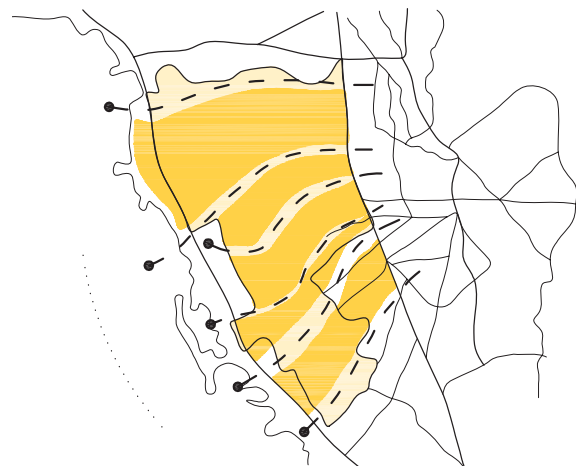
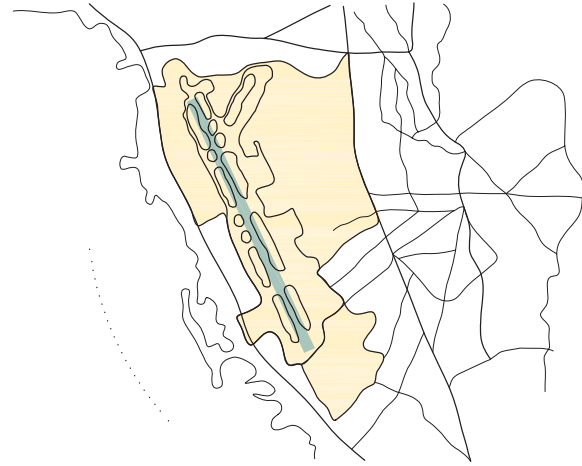
Stapleton's development area outlined prior to neighborhood construction.



Pedestrian-oriented design with more than 1,100 acres of public parks and open space

0.5.2 AIRPORT REDEVELOPMENT PRECEDENTS

ATHENS

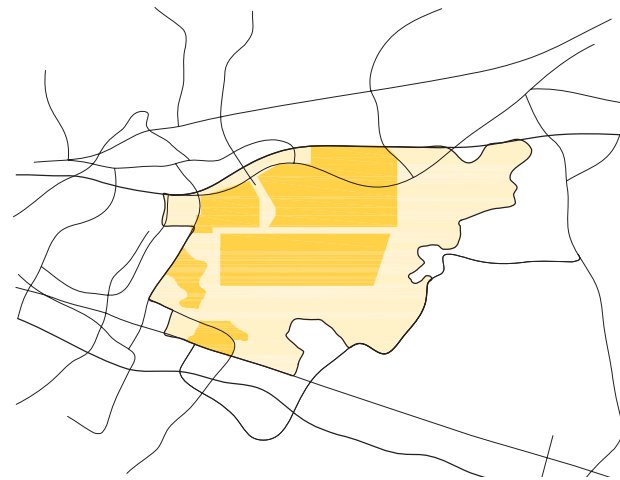
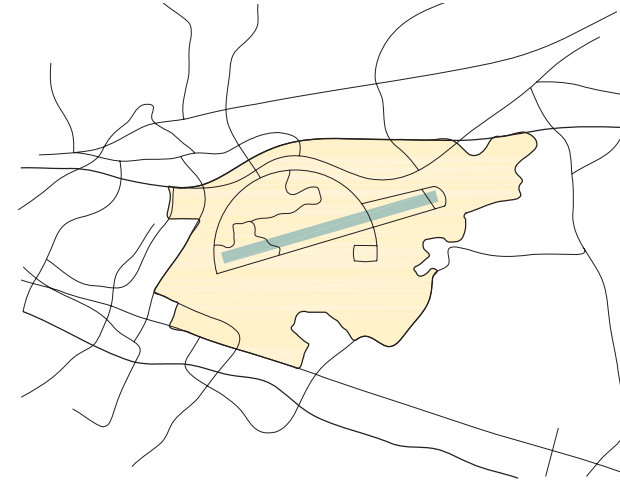


After its closure to passenger traffic, a hangar on the west side of the airport was converted into a basketball arena. Since the end of the 2004 Summer Olympics, there has been much discussion to develop what remains of the old airport and its runways into an urban park in order to alleviate Athens' need for more green spaces.



The area was transformed into congress centers and venues for the 2004 Olympic Games. The site was chosen because of the large area that it covered and proximity to the city, and its amenities.

MUNICH



The new exhibition grounds and the international congress center (ICM) together host around 40 trade shows and events a year, plus 300 guest events and 120 congresses



The fairgrounds trade center is located above the residential neighborhoods below. From this image, you get a better understanding of the scale and transformation of the site.

0.6.1 CITY / SCALE COMPARISONS

BARCELONA

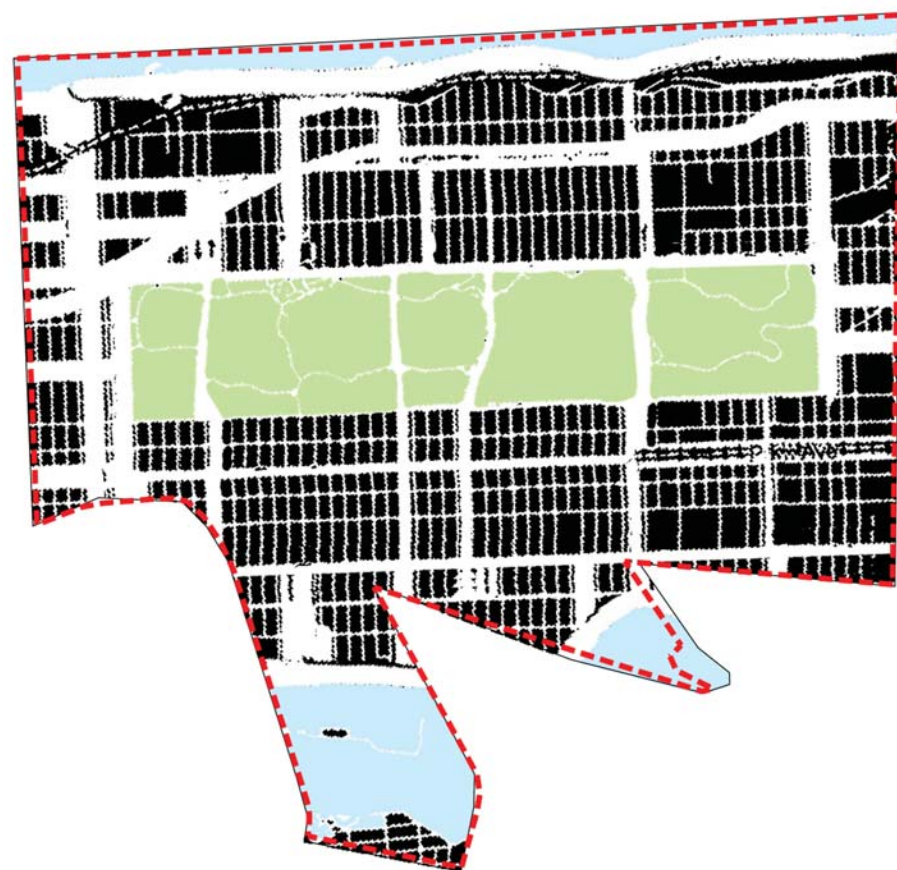


DUBAI

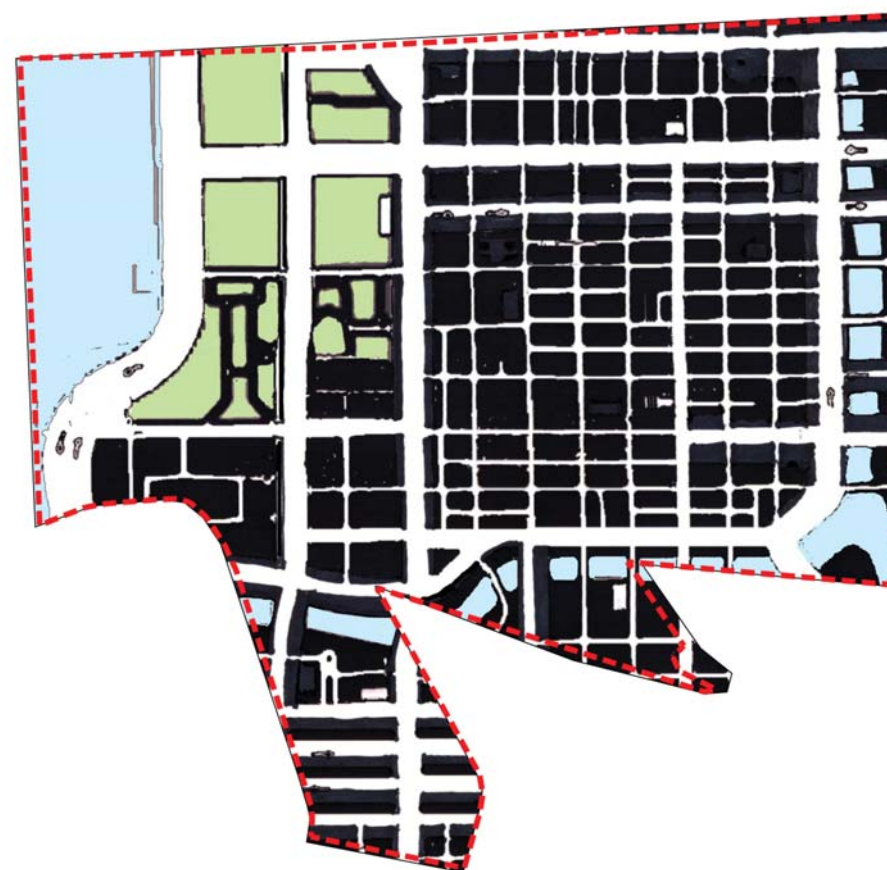


0.6.2 CITY / SCALE COMPARISONS

NEW YORK



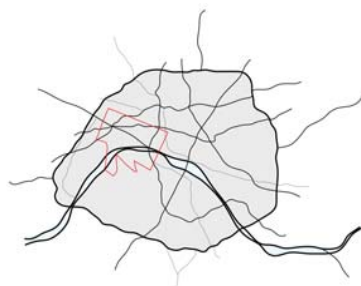
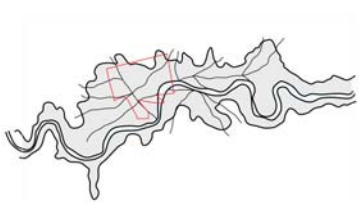
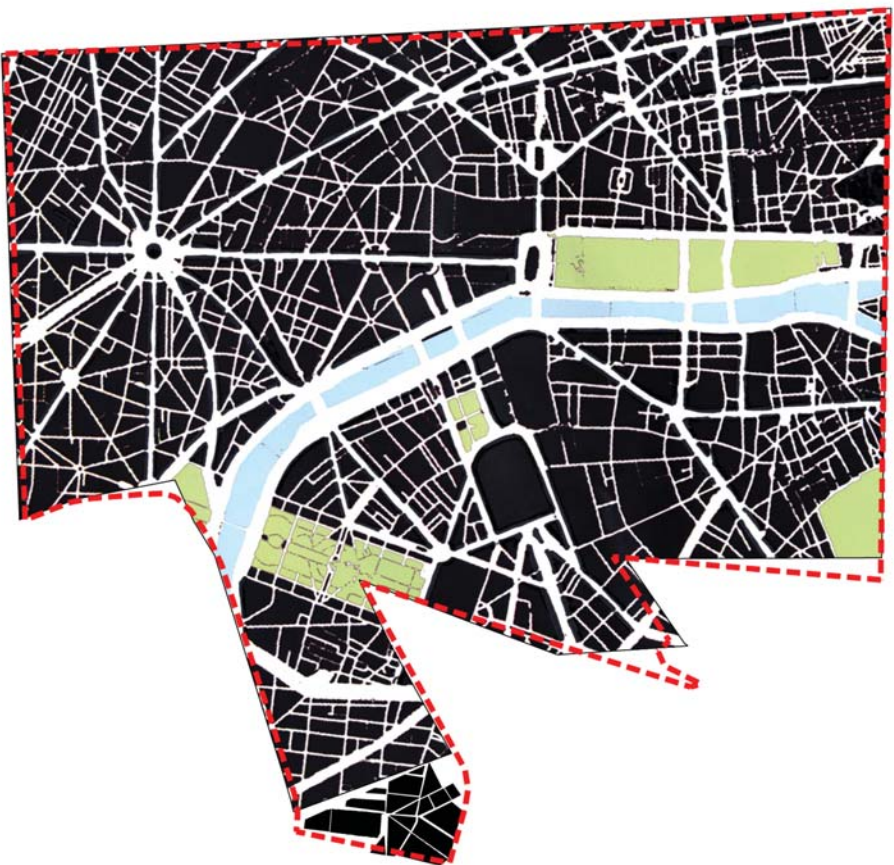
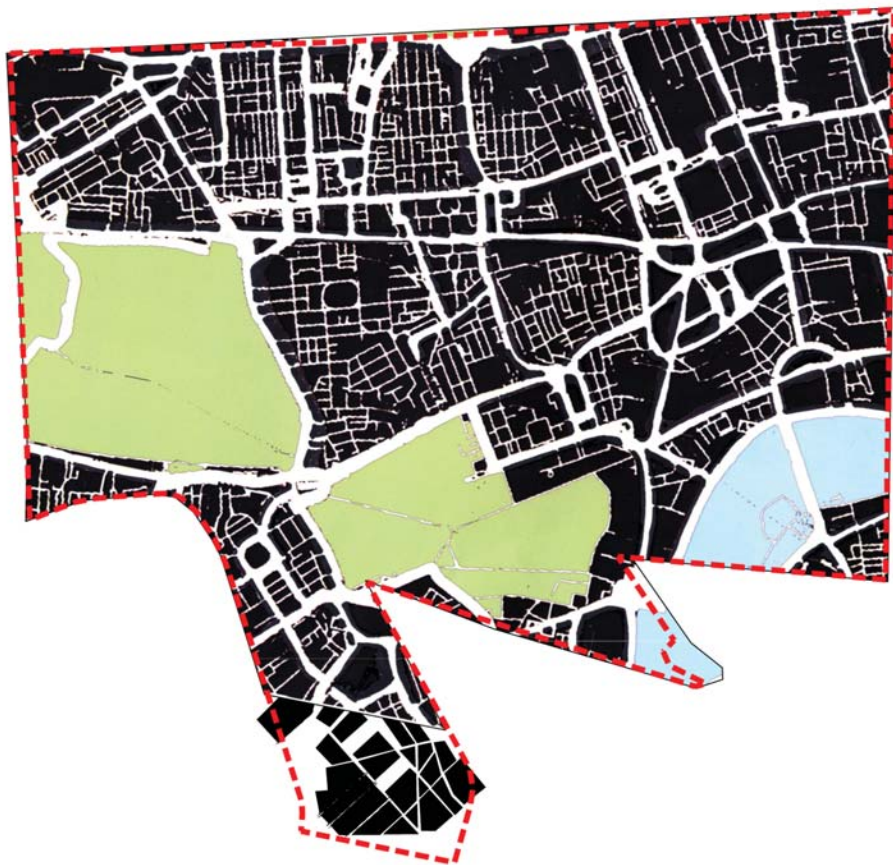
CHICAGO



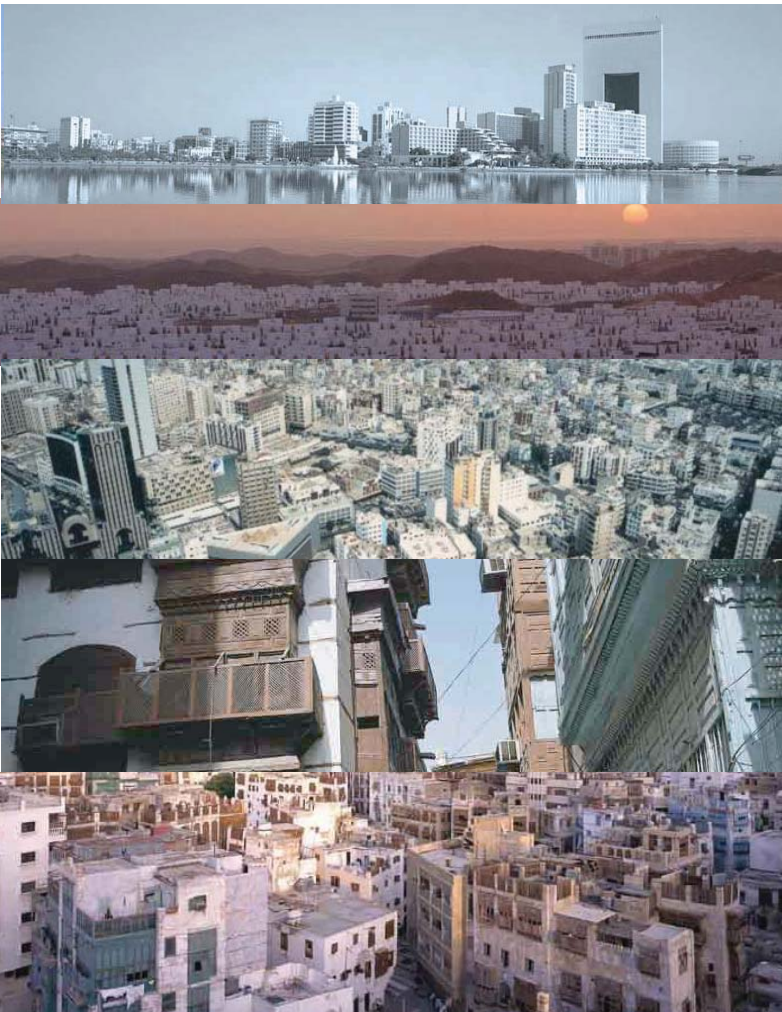
0.6.2 CITY / SCALE COMPARISONS

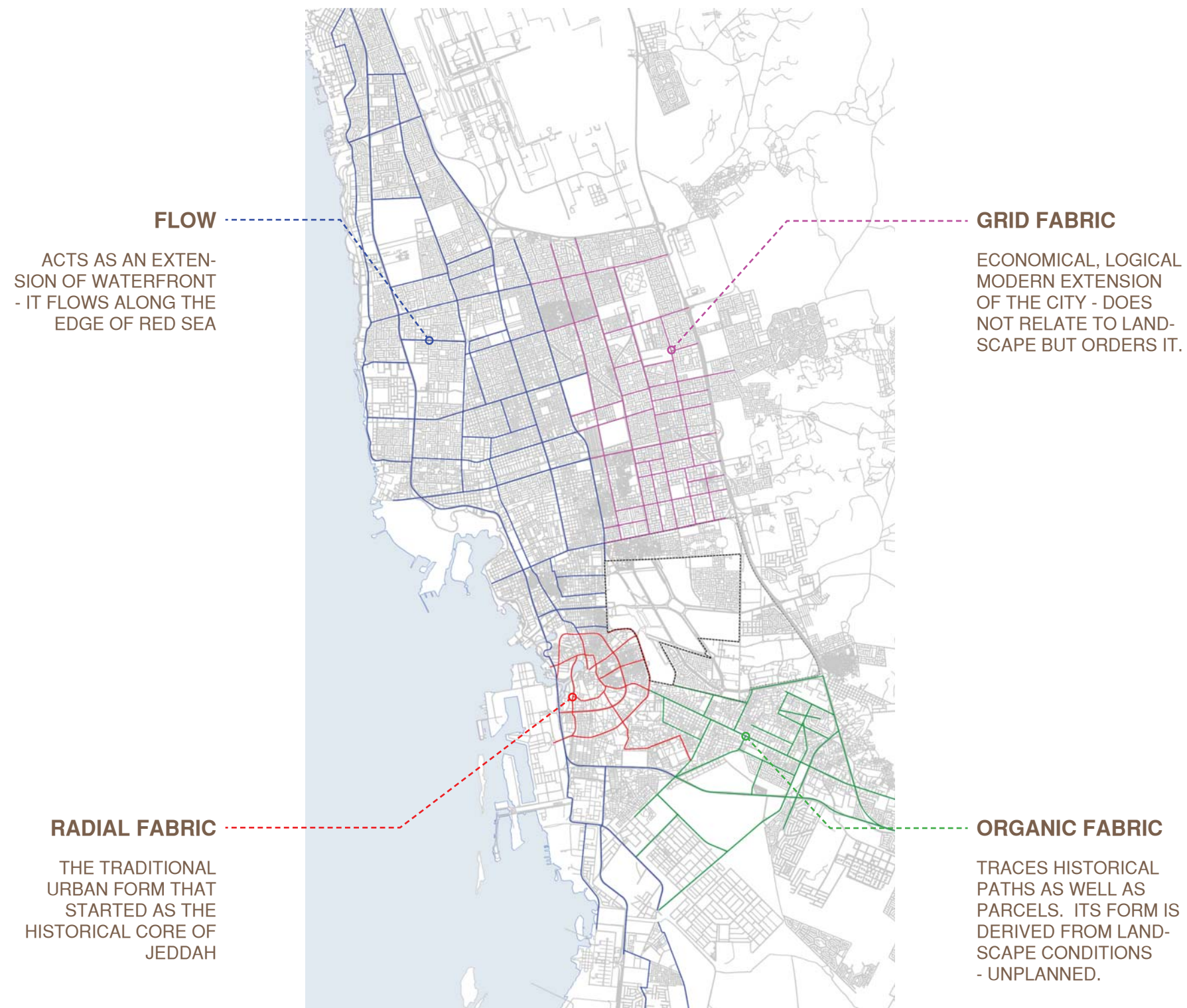
LONDON

PARIS



1.0 URBAN FRAMEWORK



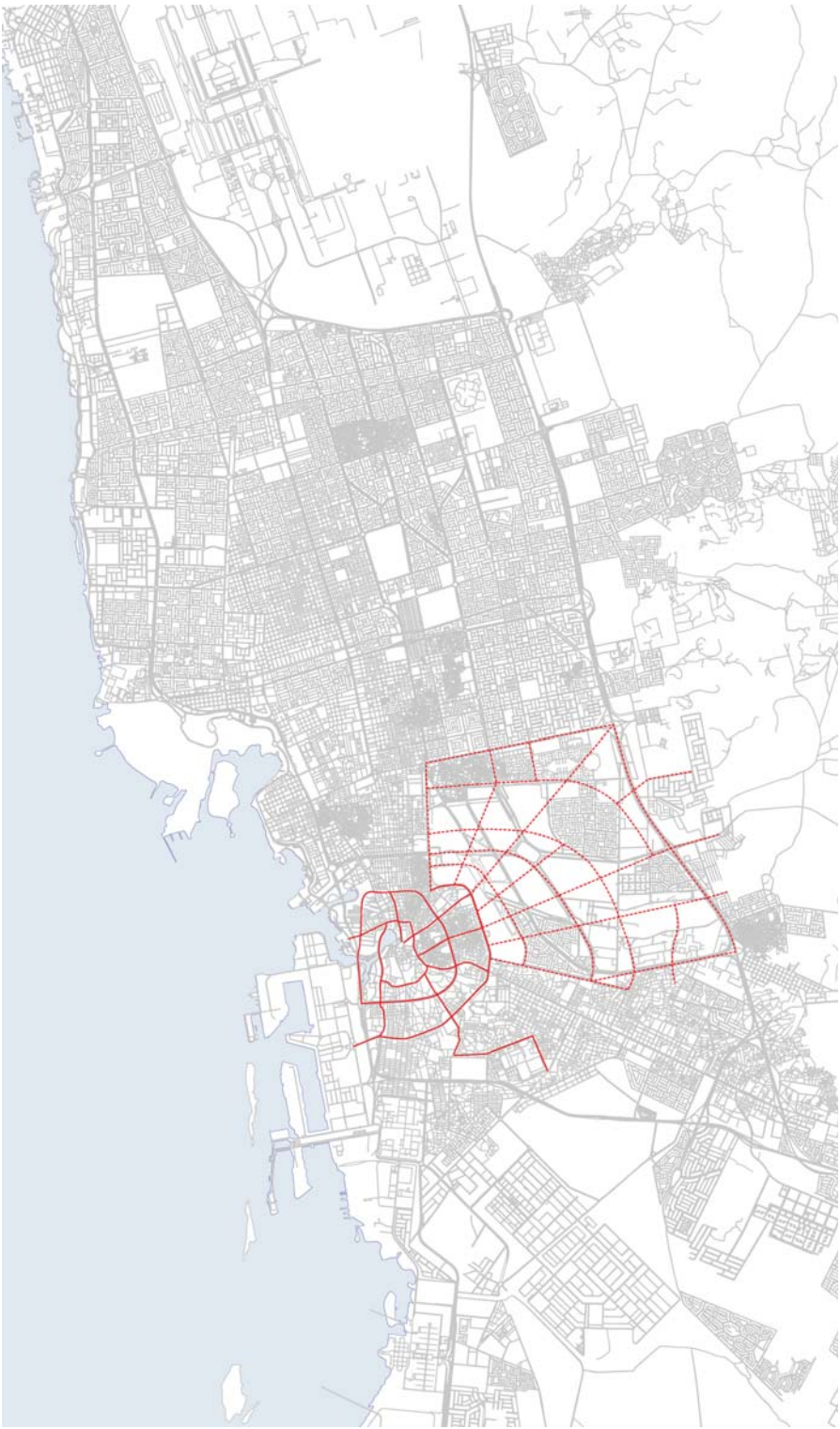
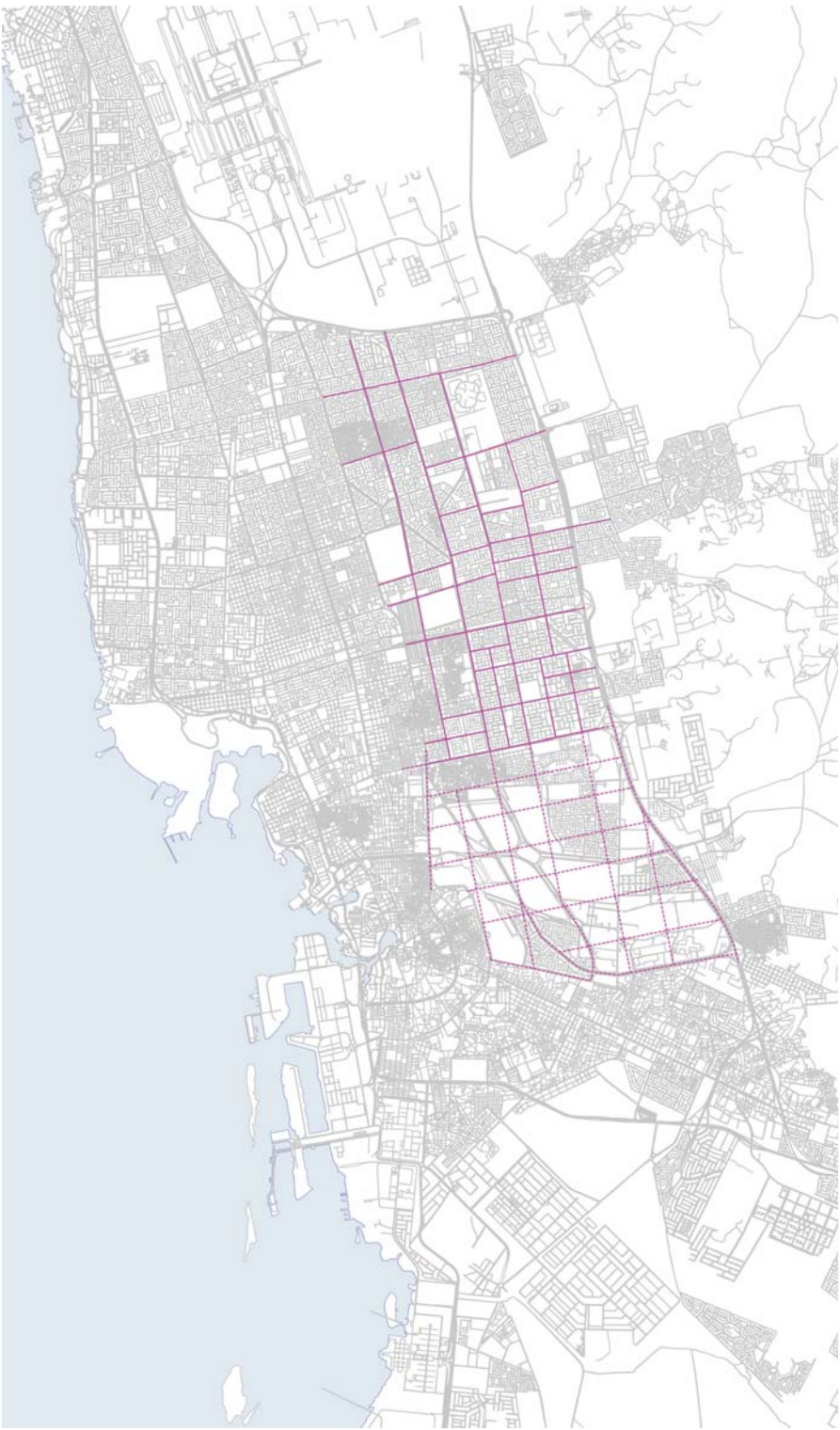
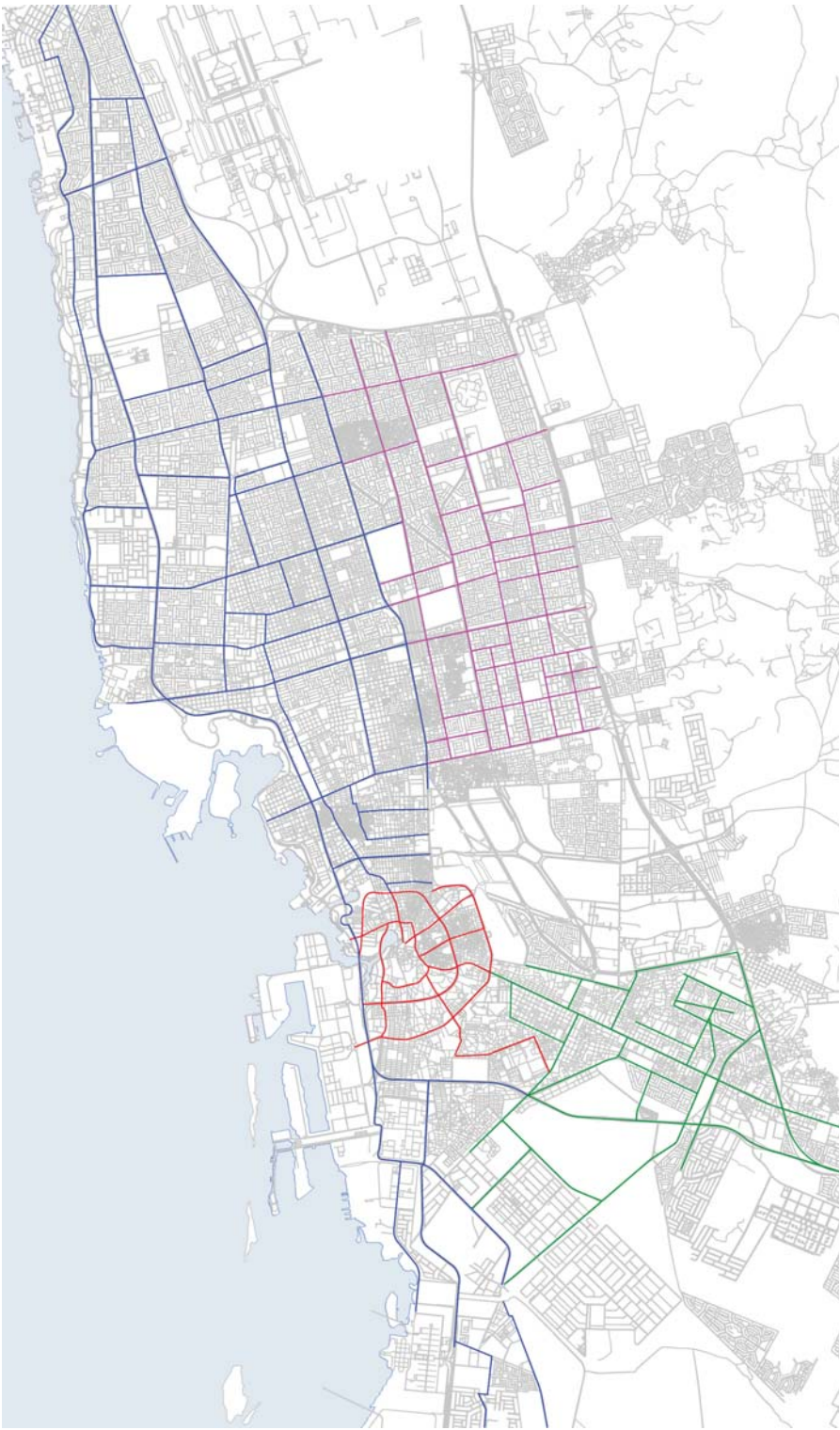


1.1.1

EXISTING

GRID

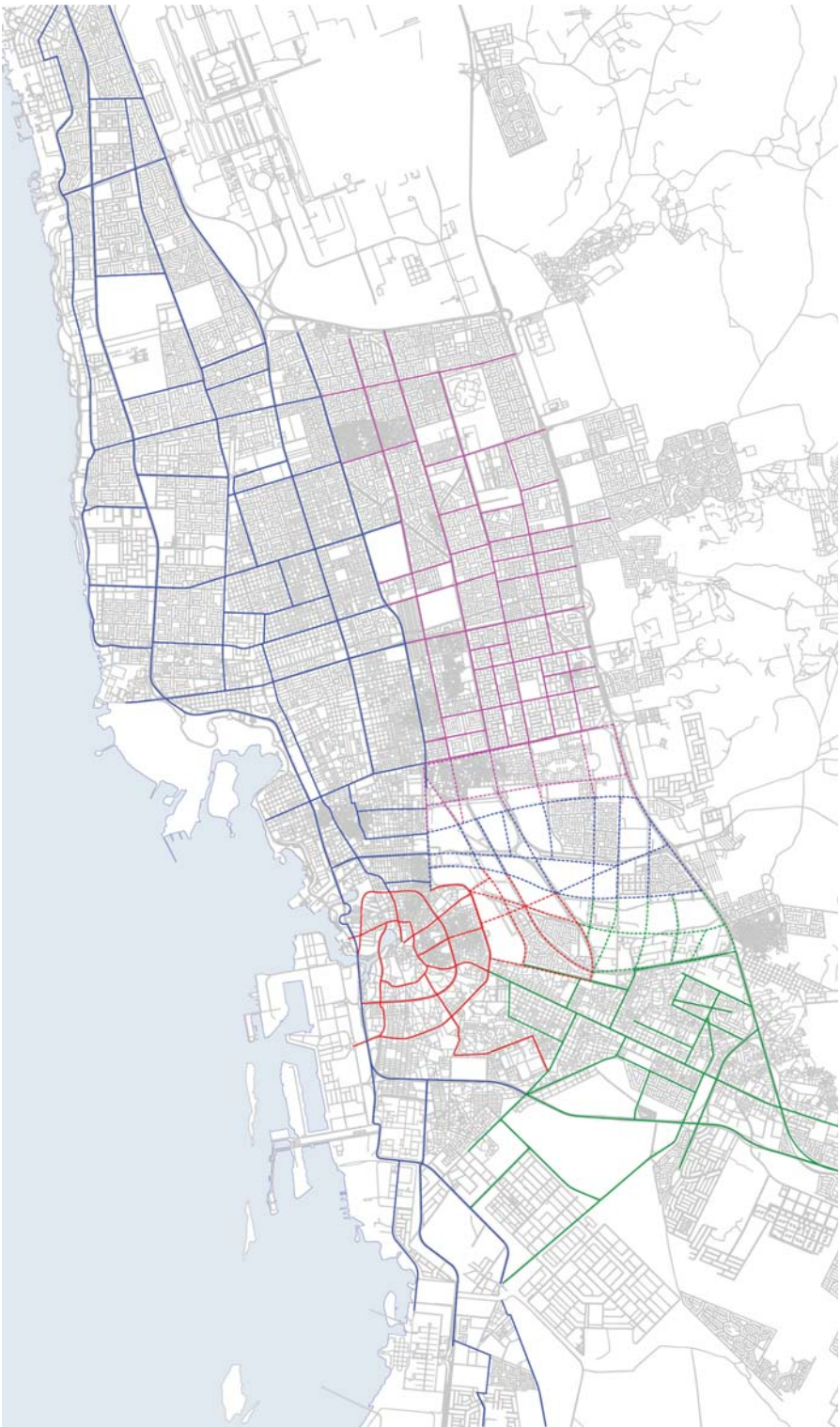
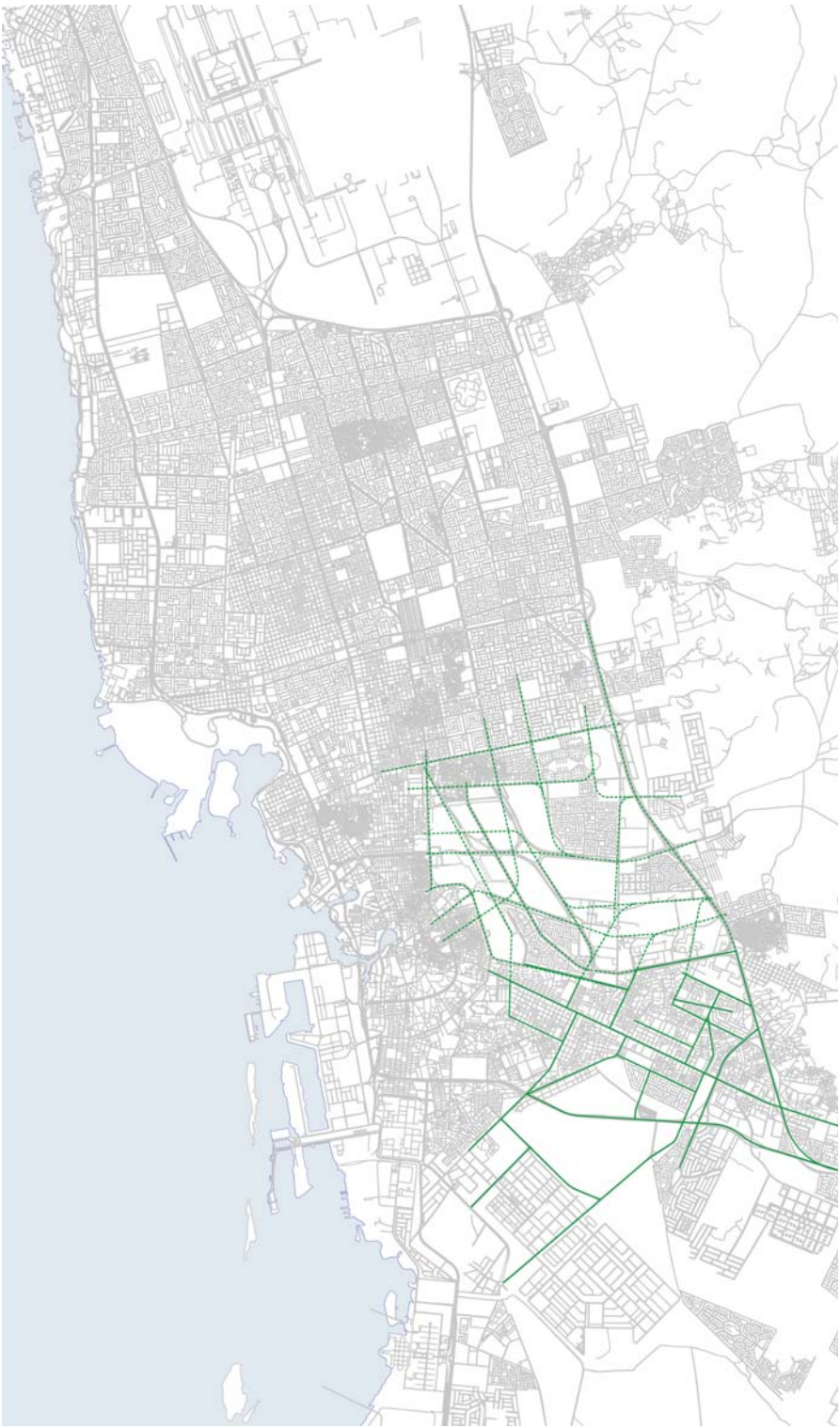
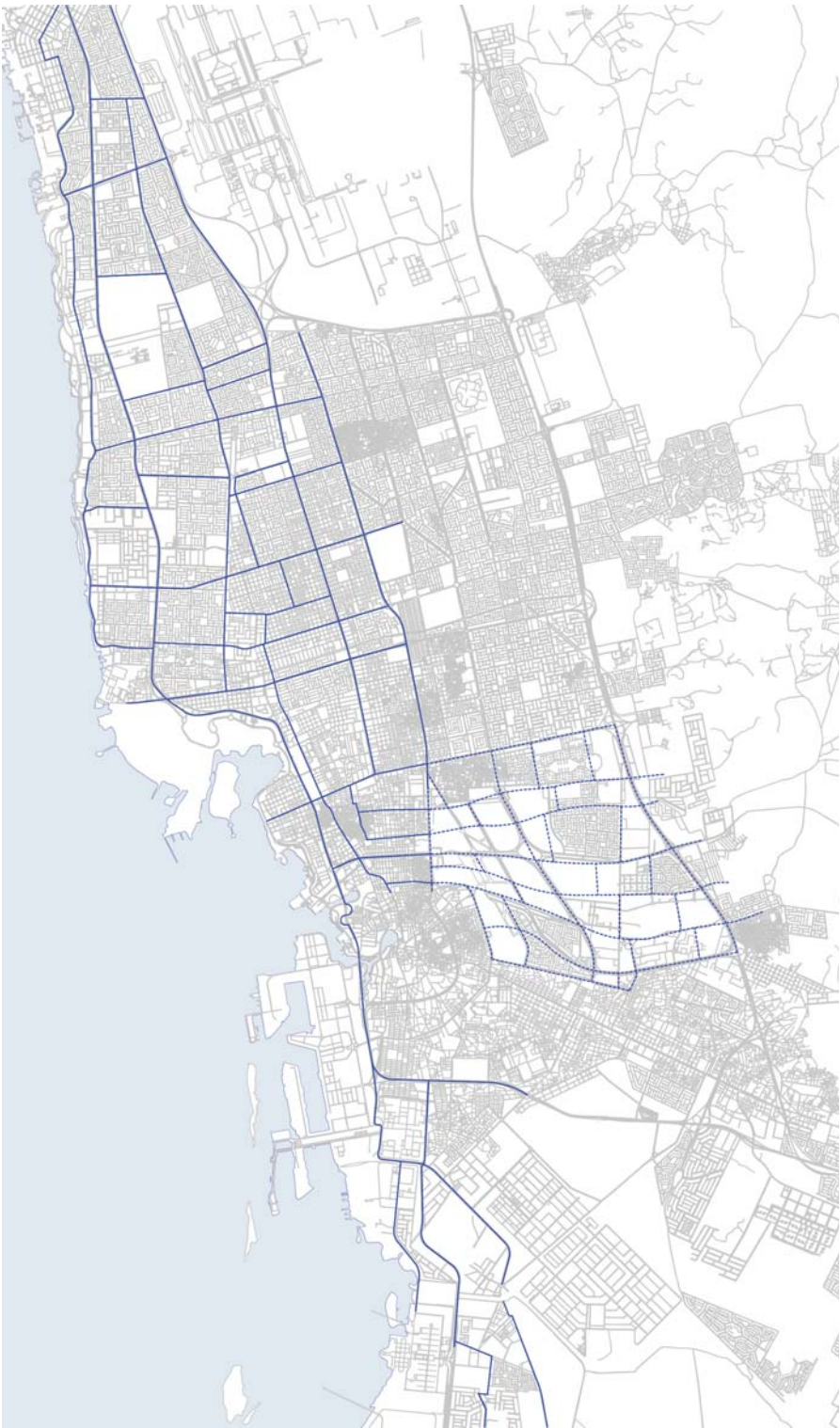
CENTER RADIAL



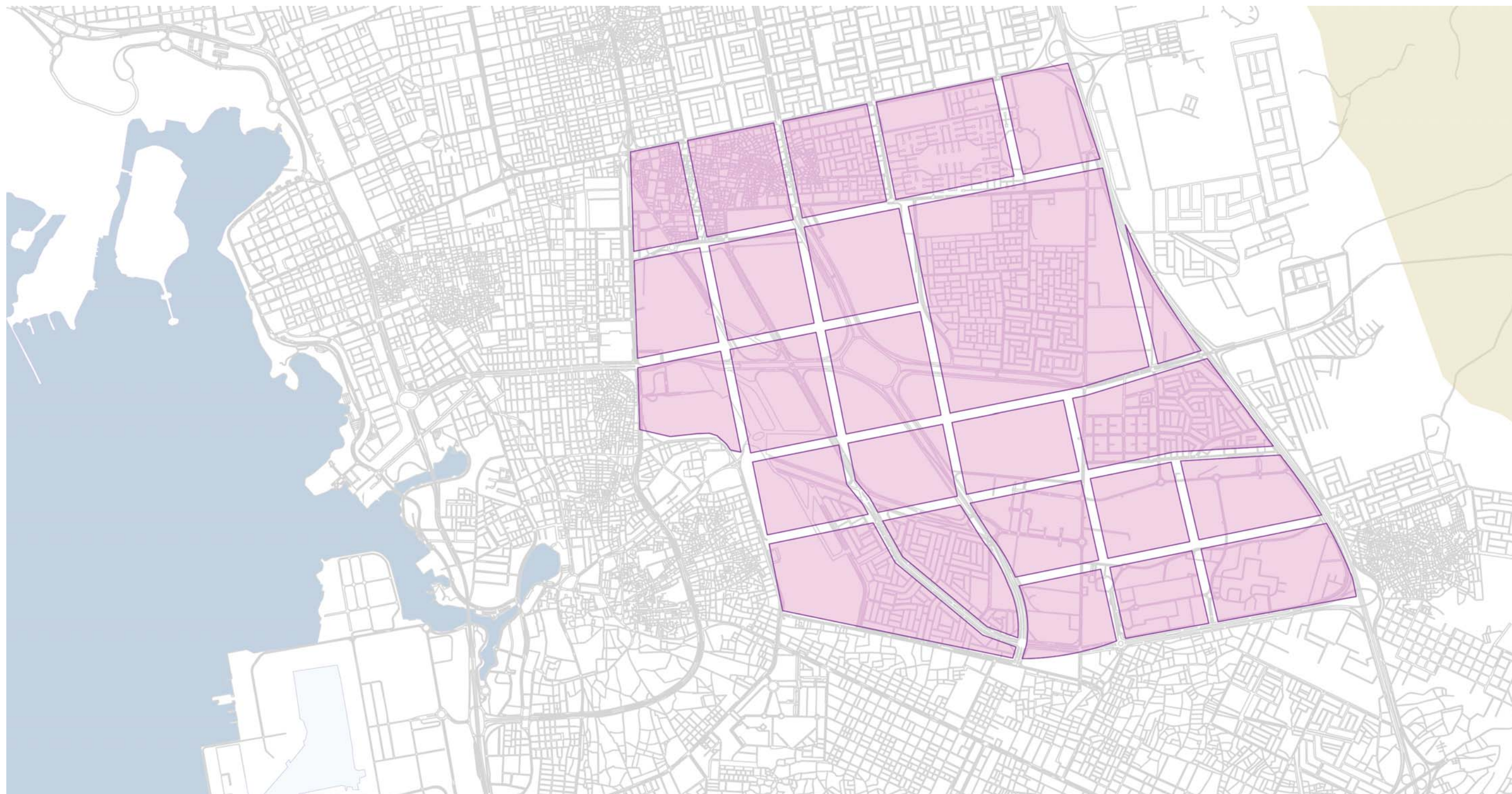
1.1.2 FLOW

ORGANIC

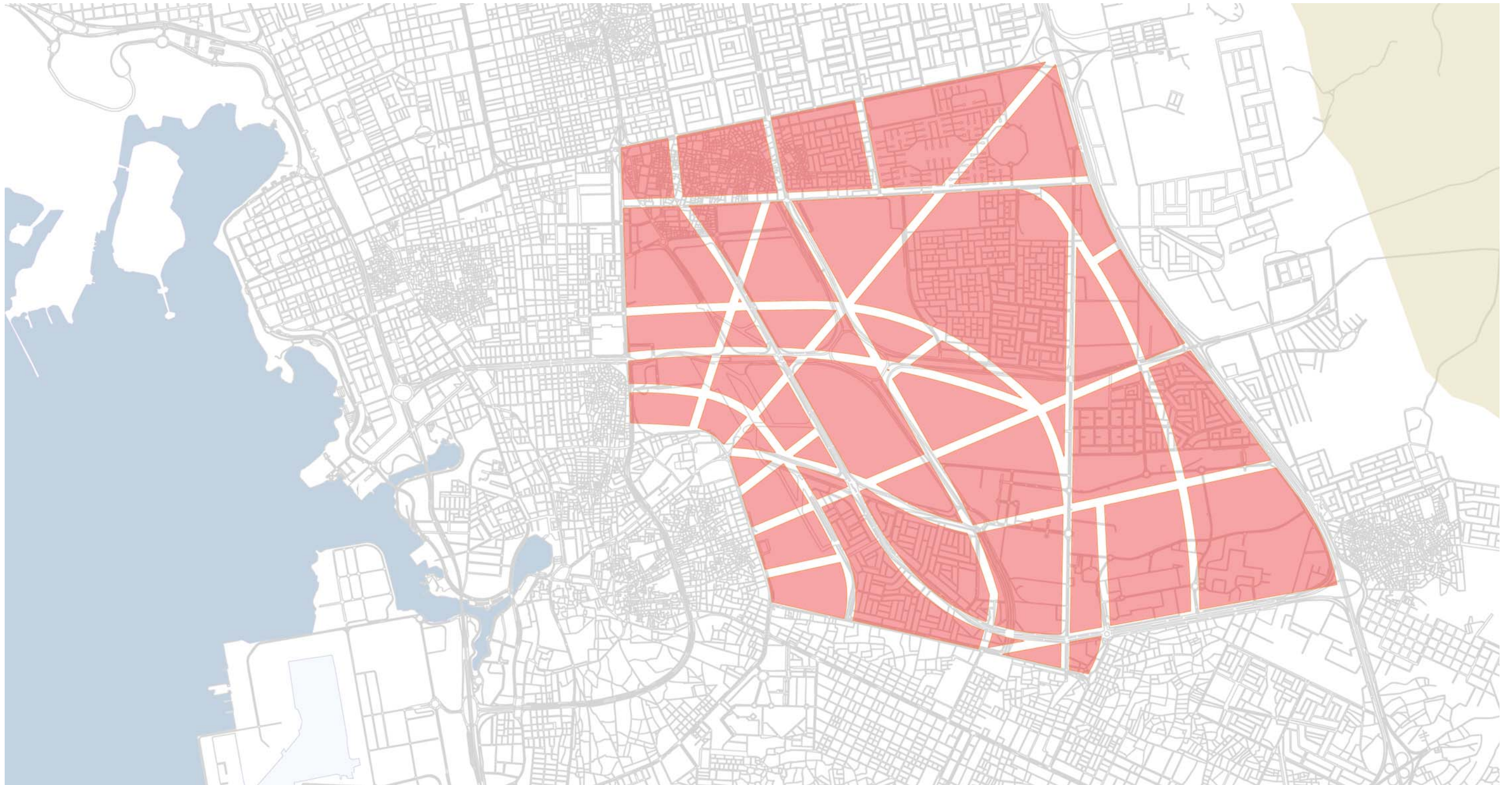
COMPOSITE



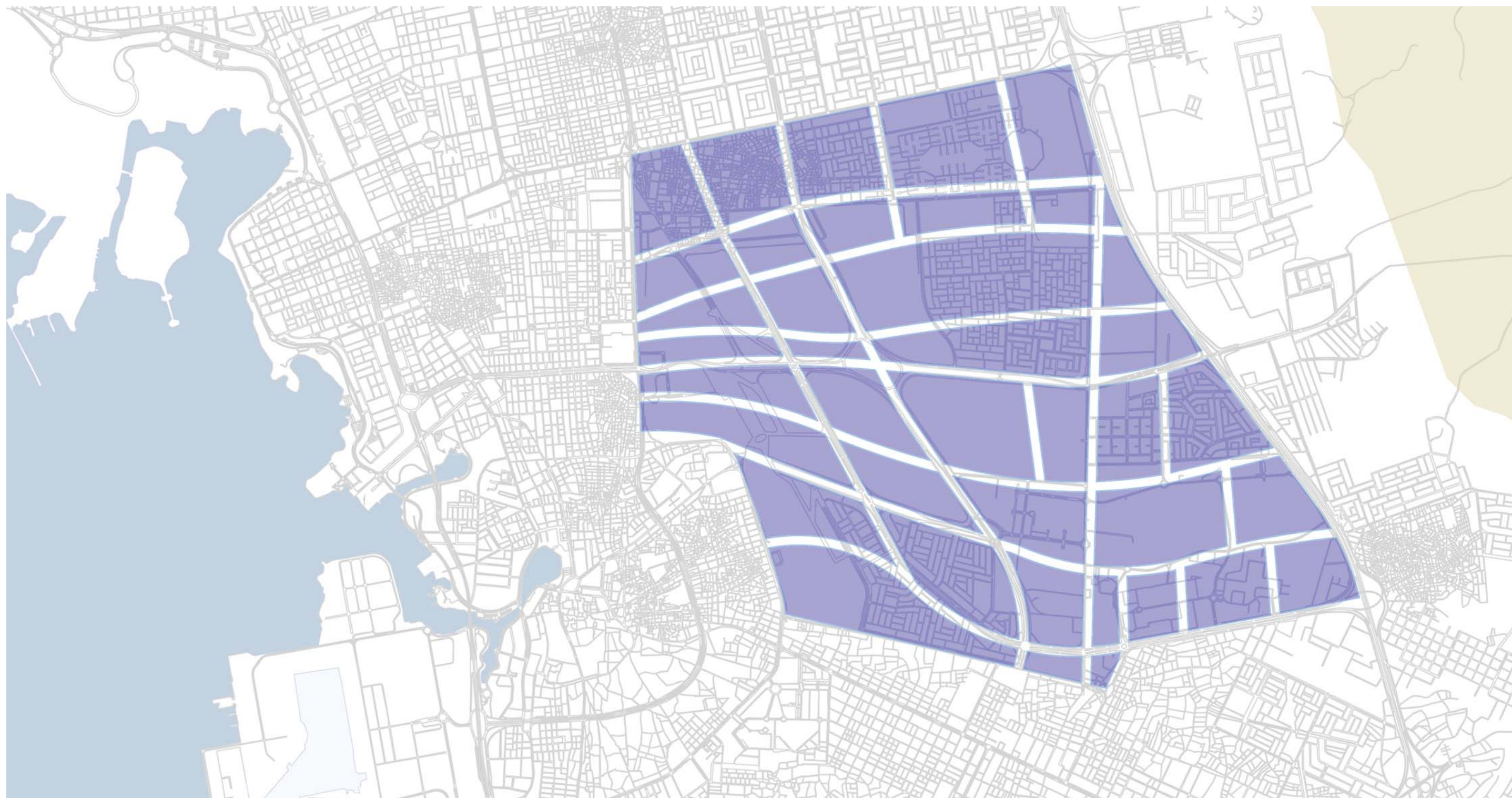
1.2.1 URBAN FABRIC TYPOLOGIES - GRID



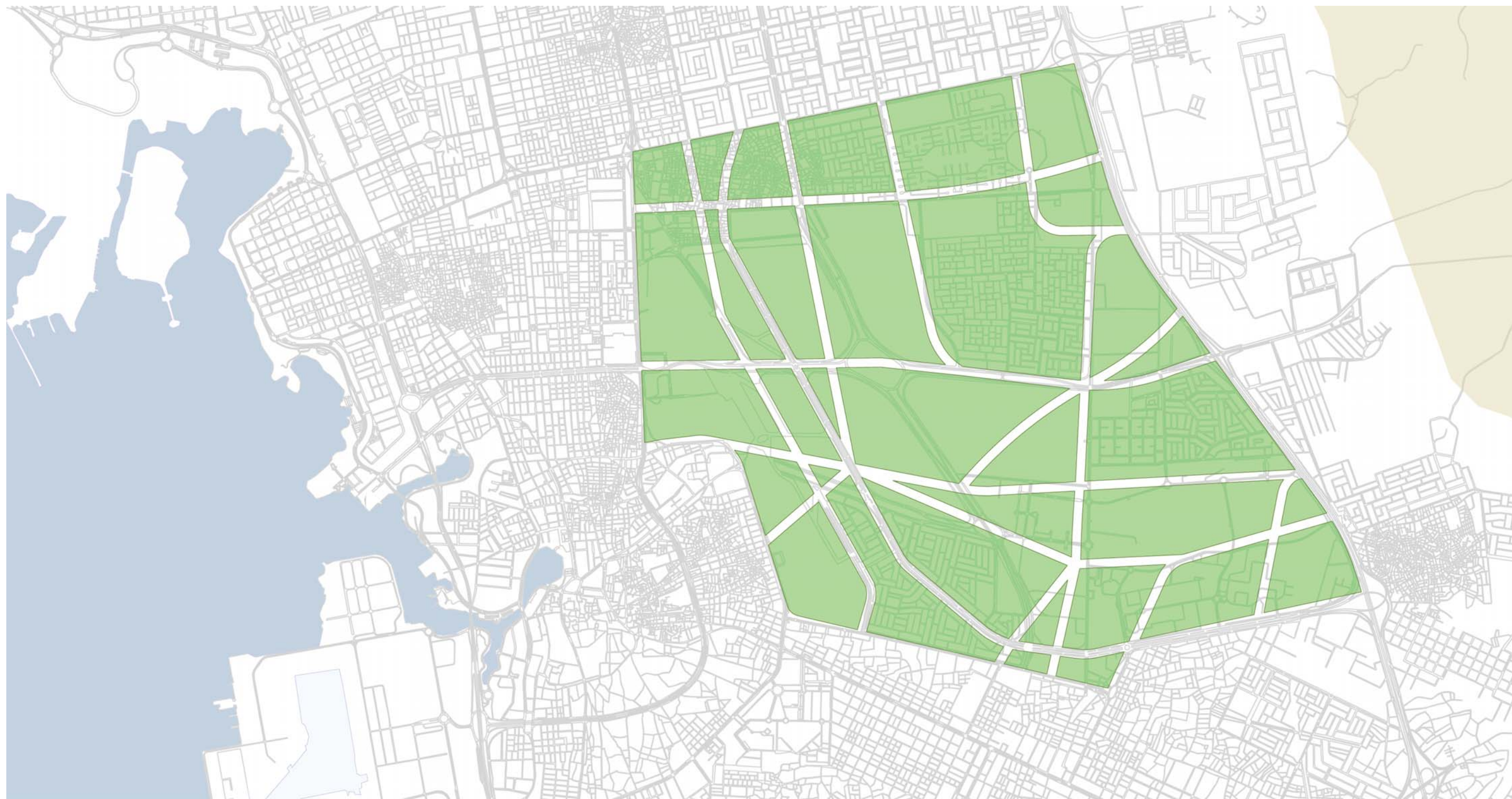
1.2.2 URBAN FABRIC TYPOLOGIES - CENTER RADIAL



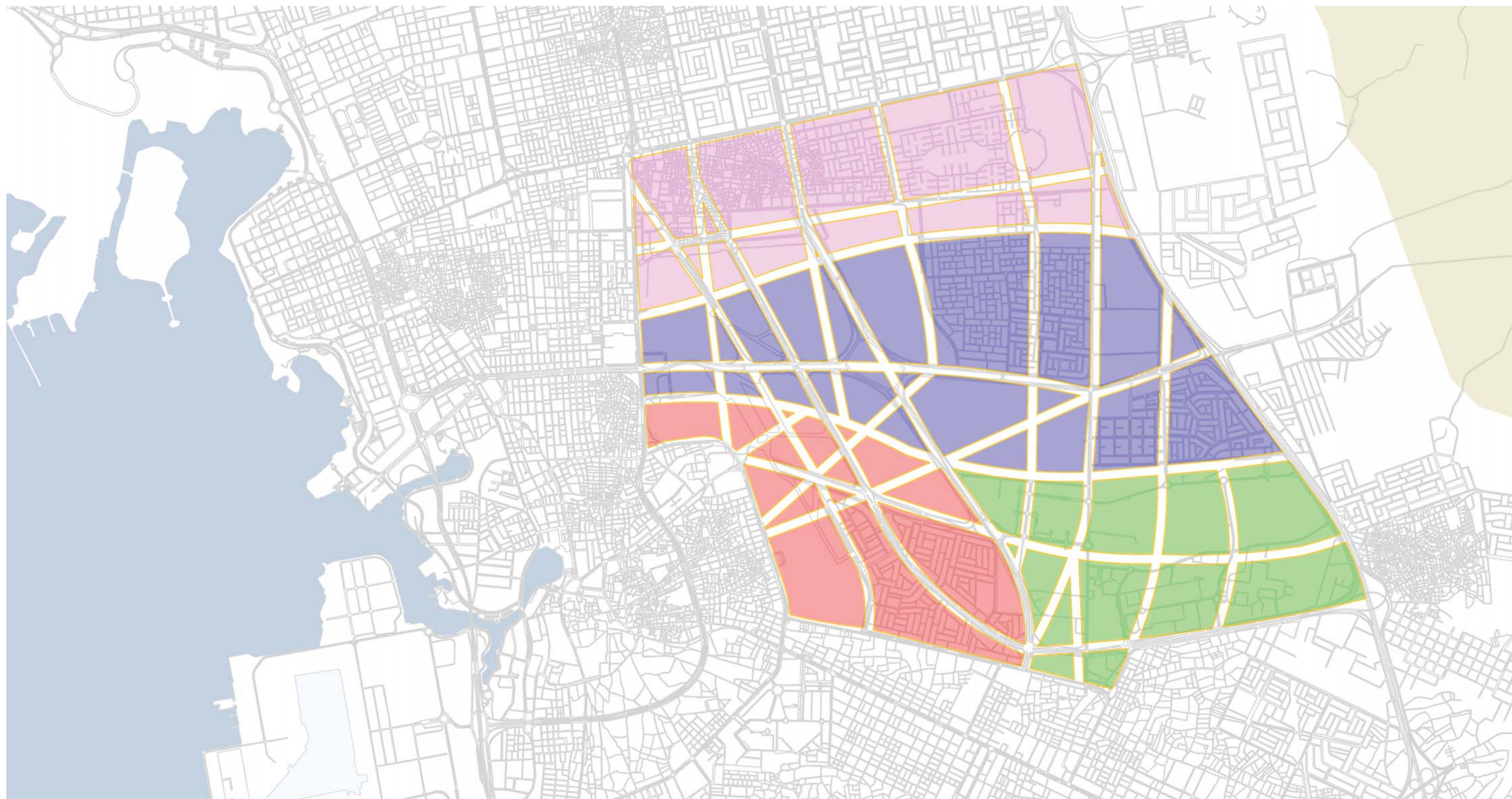
1.2.3 URBAN FABRIC TYPOLOGIES - NATURAL FLOW



1.2.4 URBAN FABRIC TYPOLOGIES - IRREGULAR



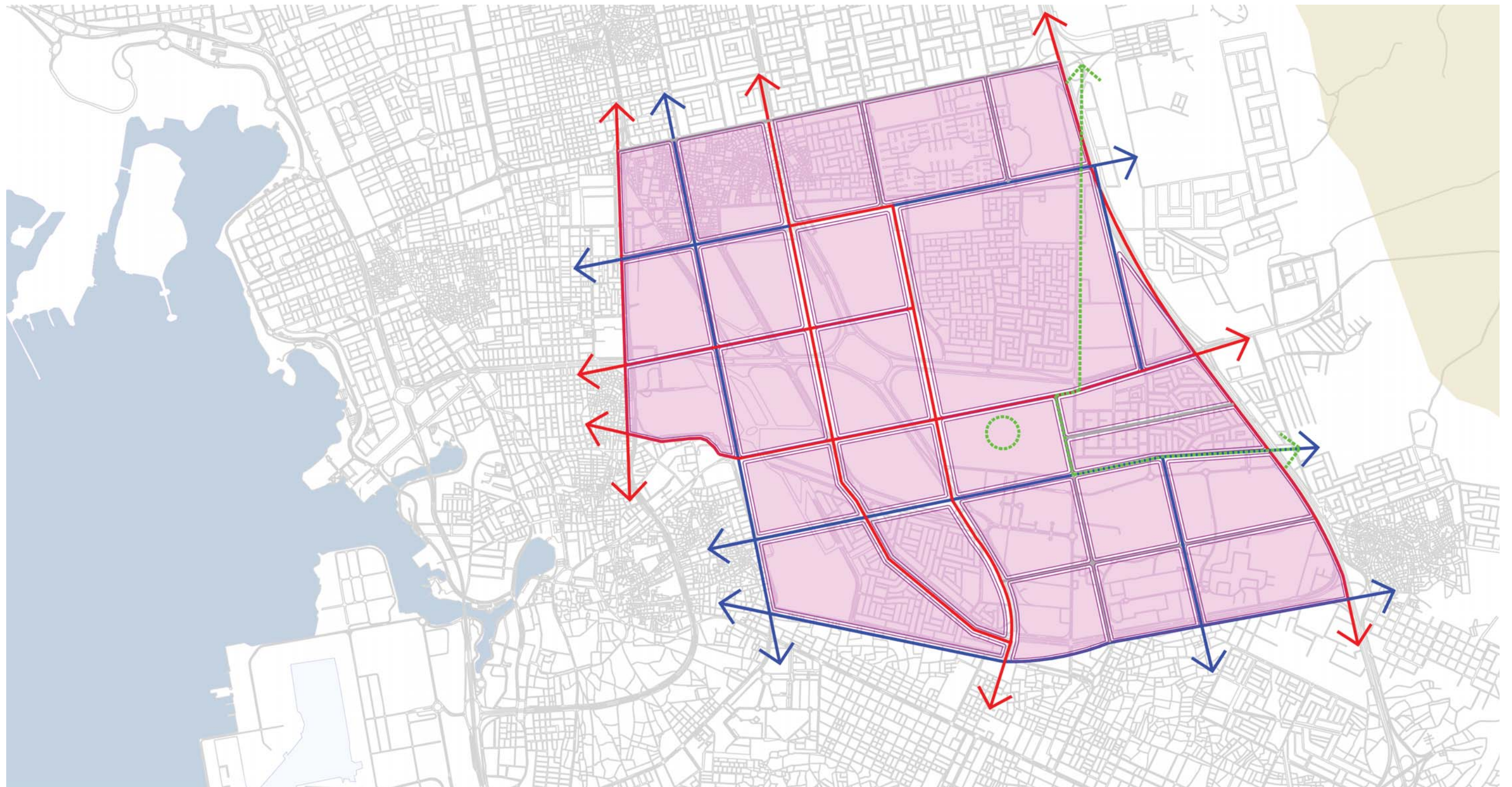
1.2.5 URBAN FABRIC TYPOLOGIES - COMPOSITE



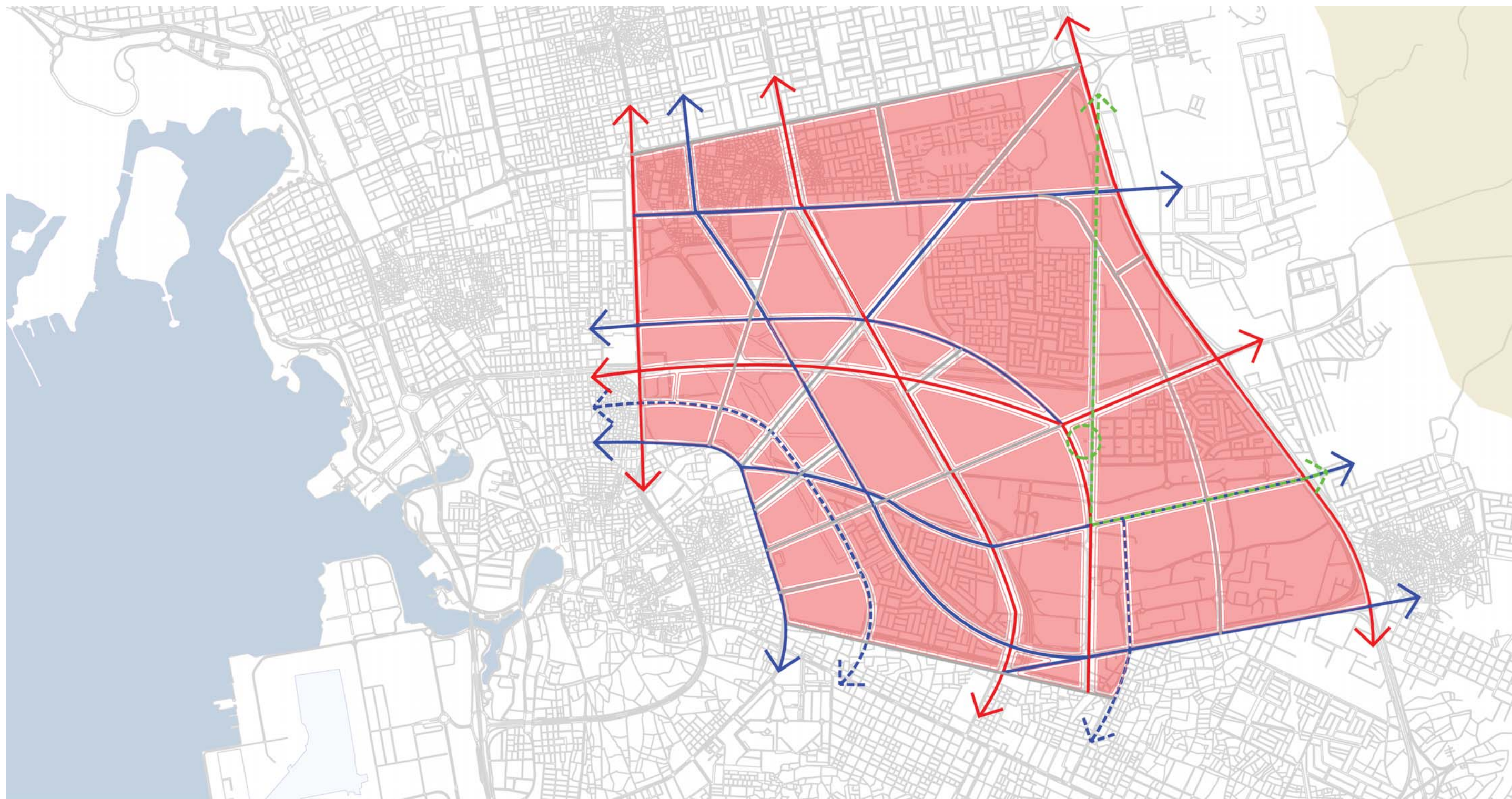
2.0 TRANSPORTATION NETWORK



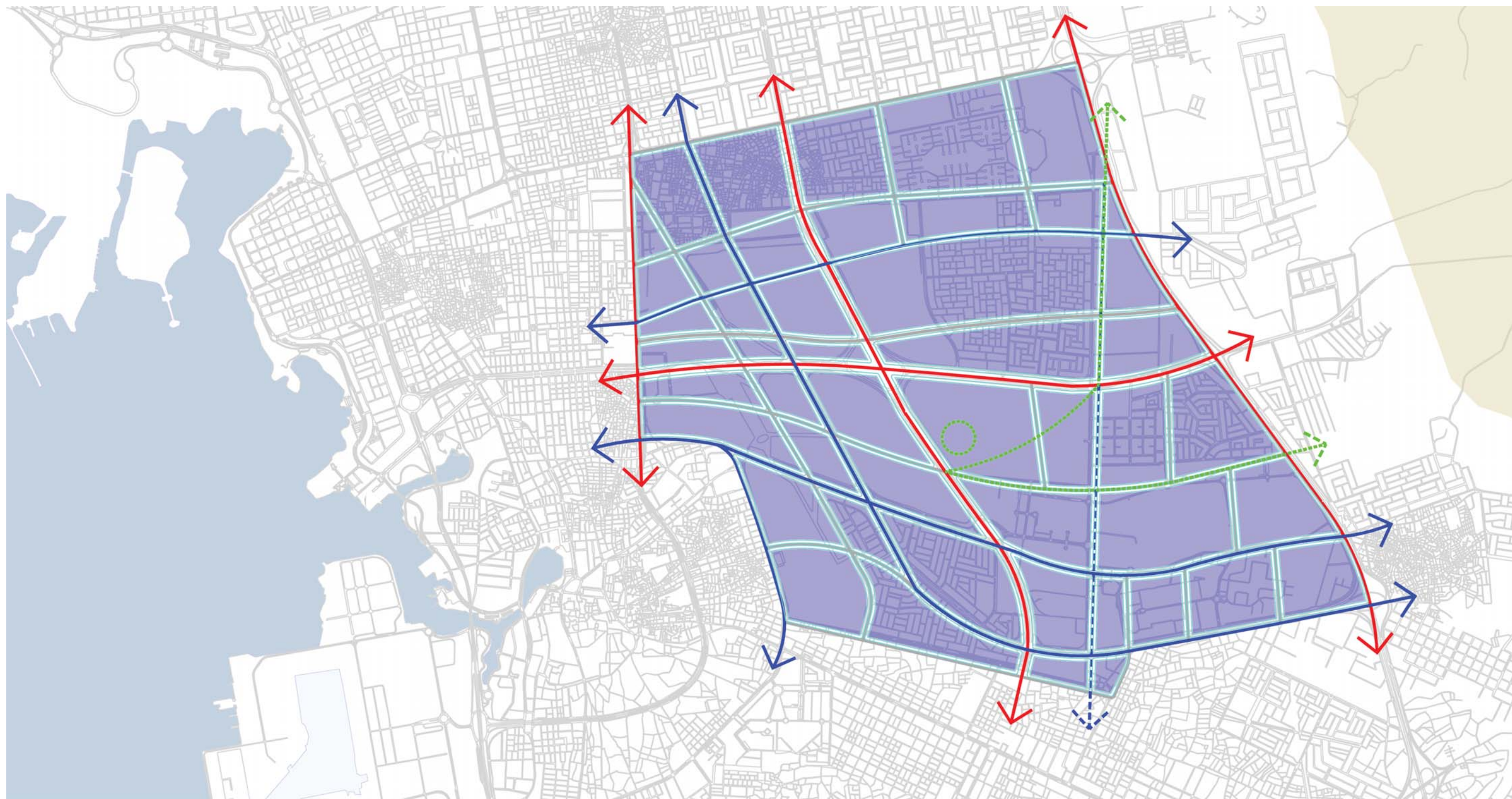
2.1.1 GRID



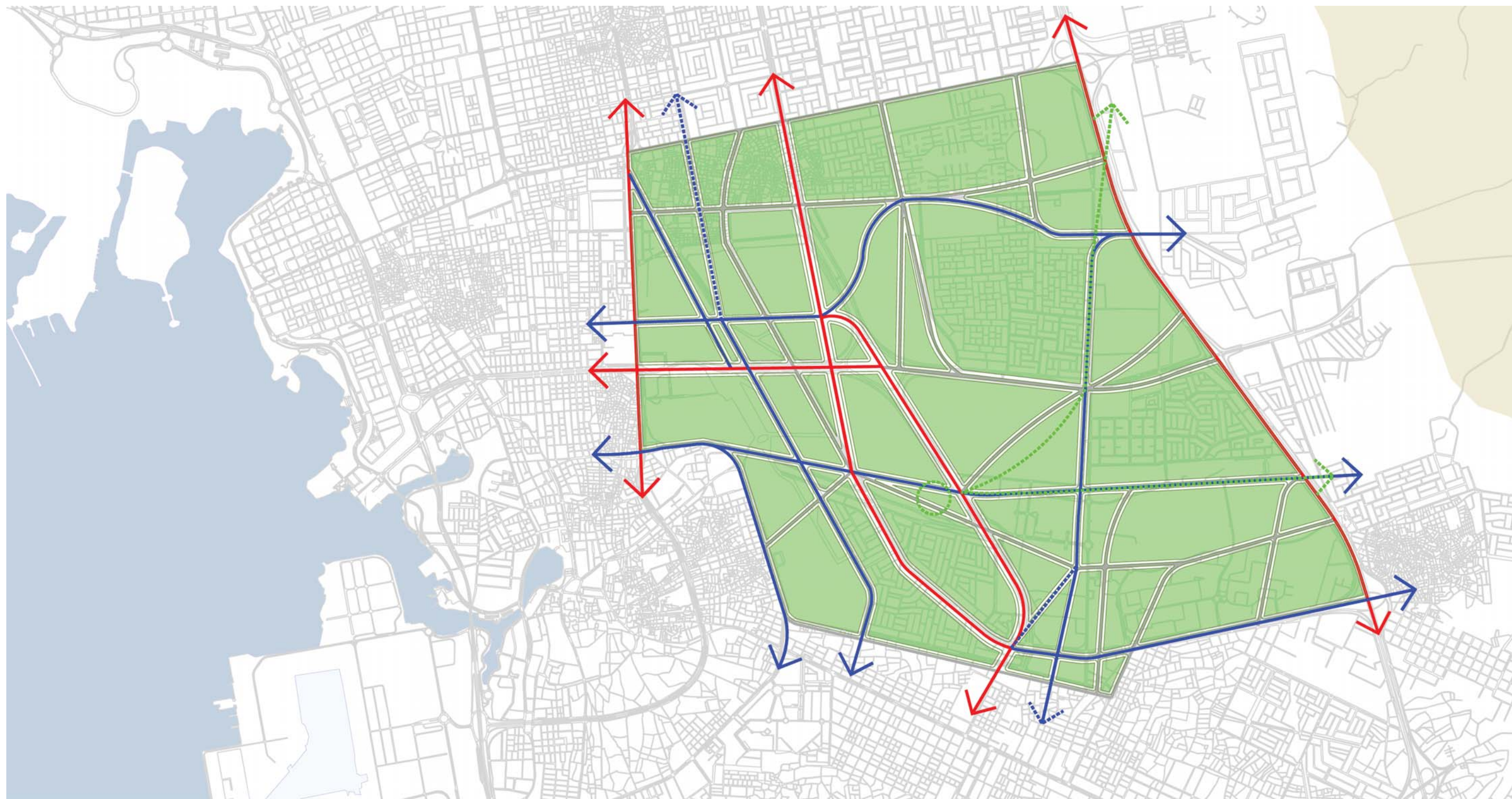
2.1.2 CENTER RADIAL



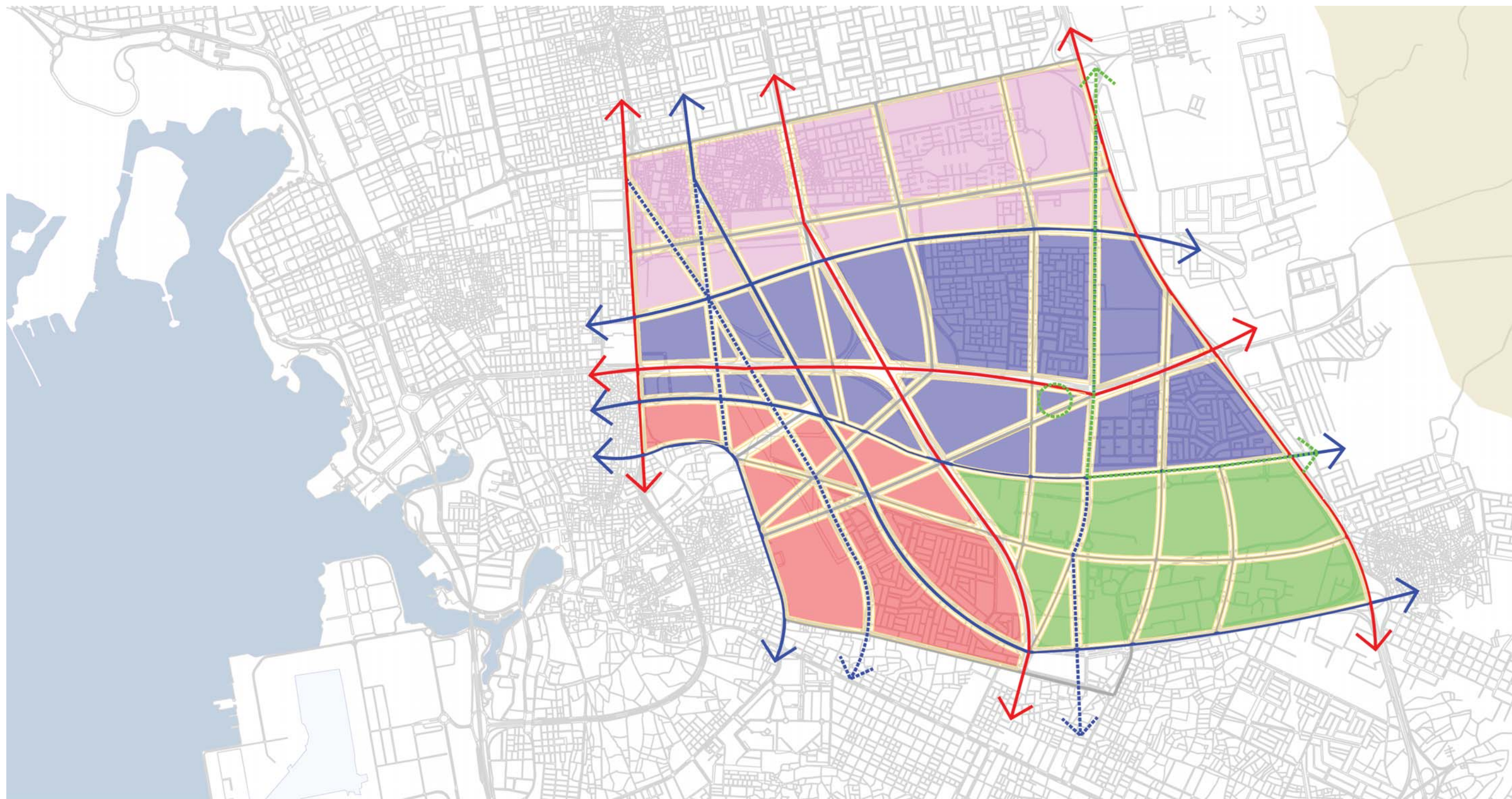
2.1.3 NATURAL FLOW



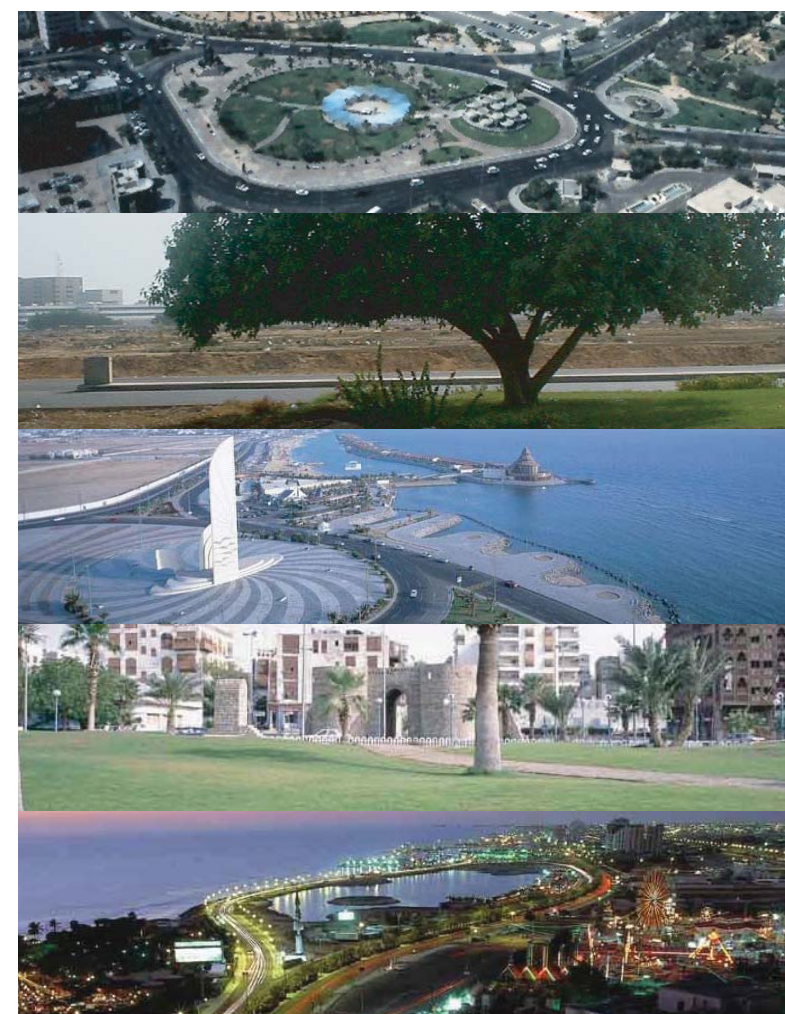
2.1.4 IRREGULAR



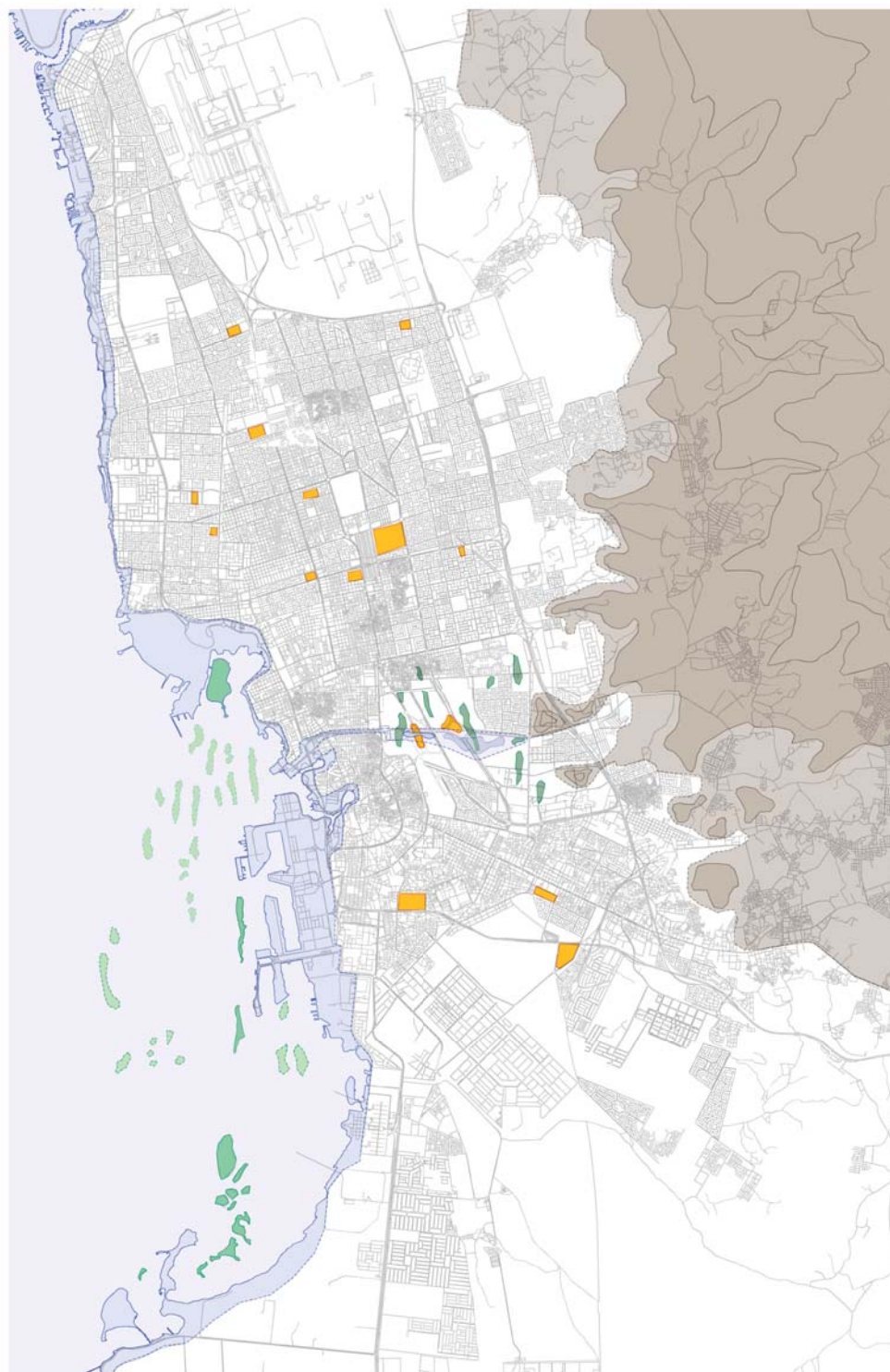
2.1.5 COMPOSITE



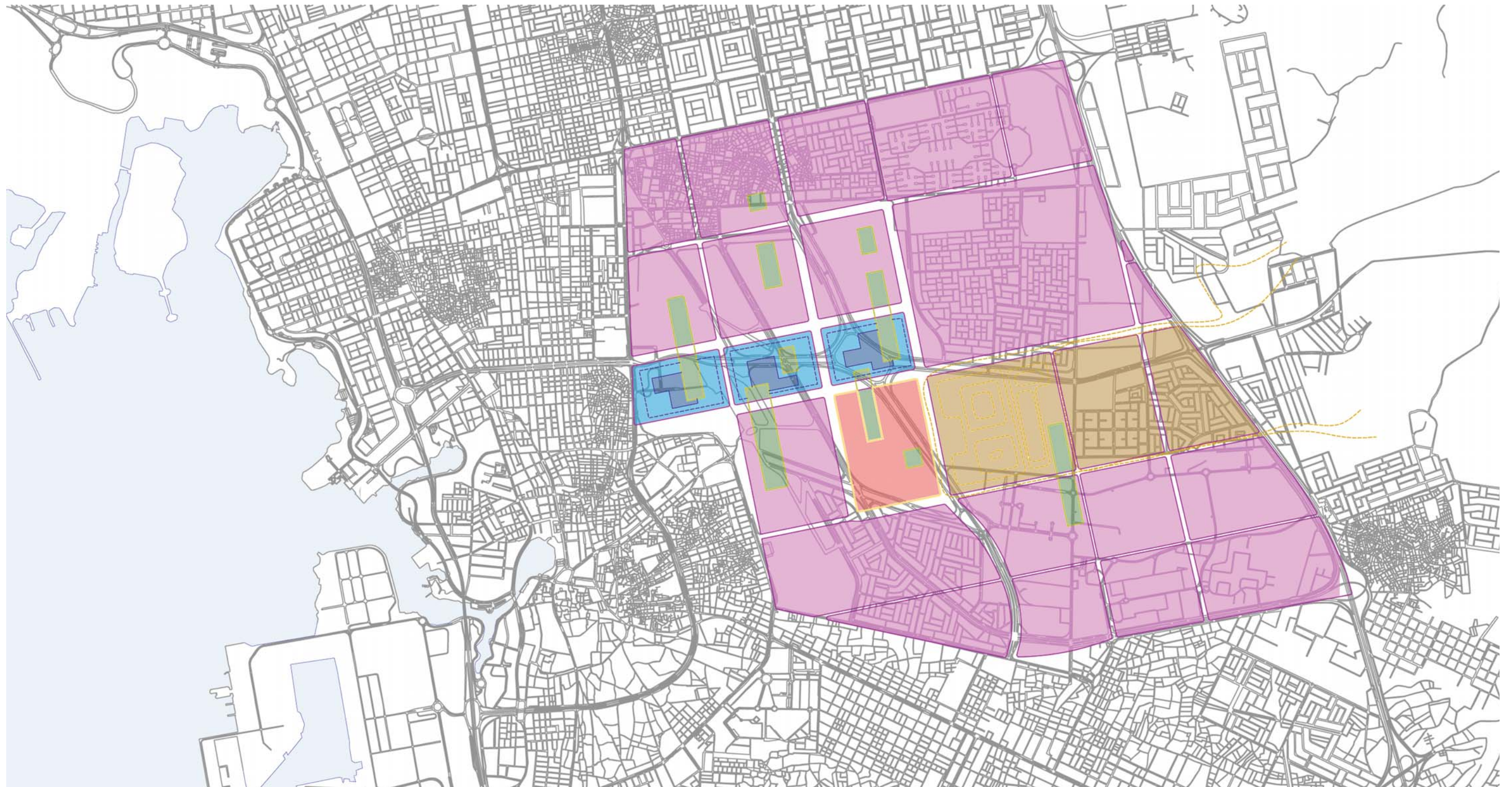
3.0 OPEN SPACE / LANDSCAPE NETWORK



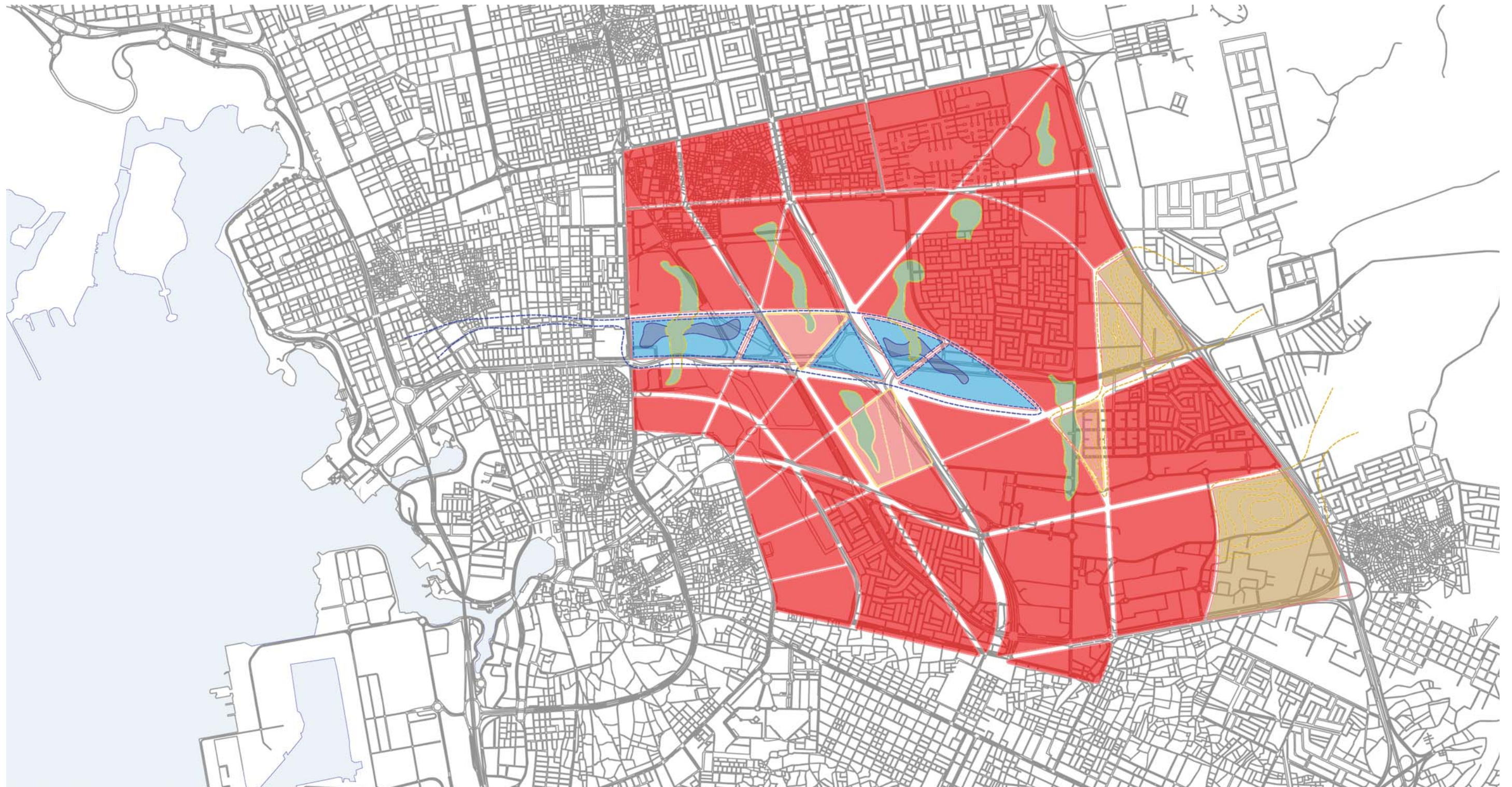
3.1 LANDSCAPE ANALYSIS



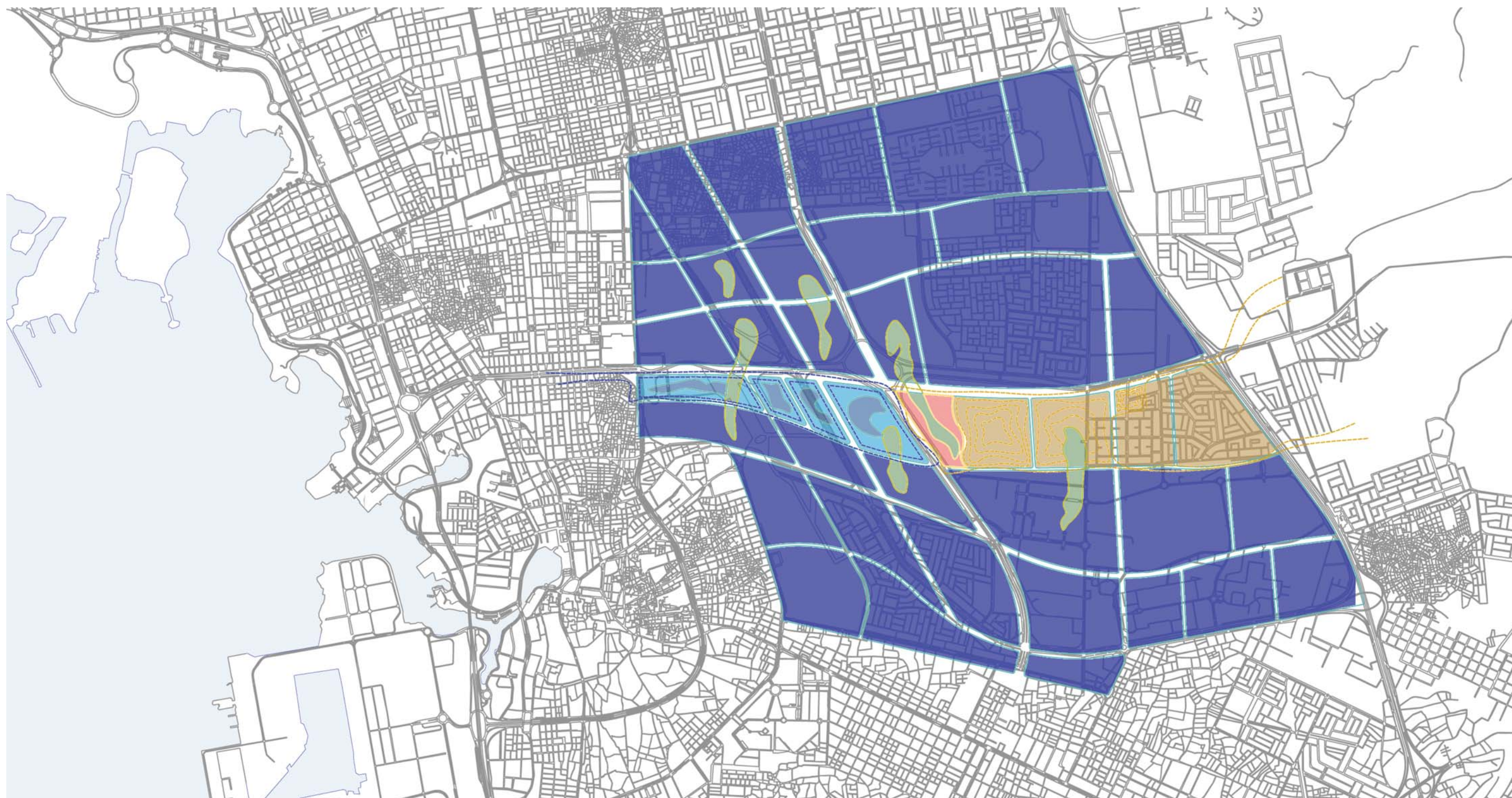
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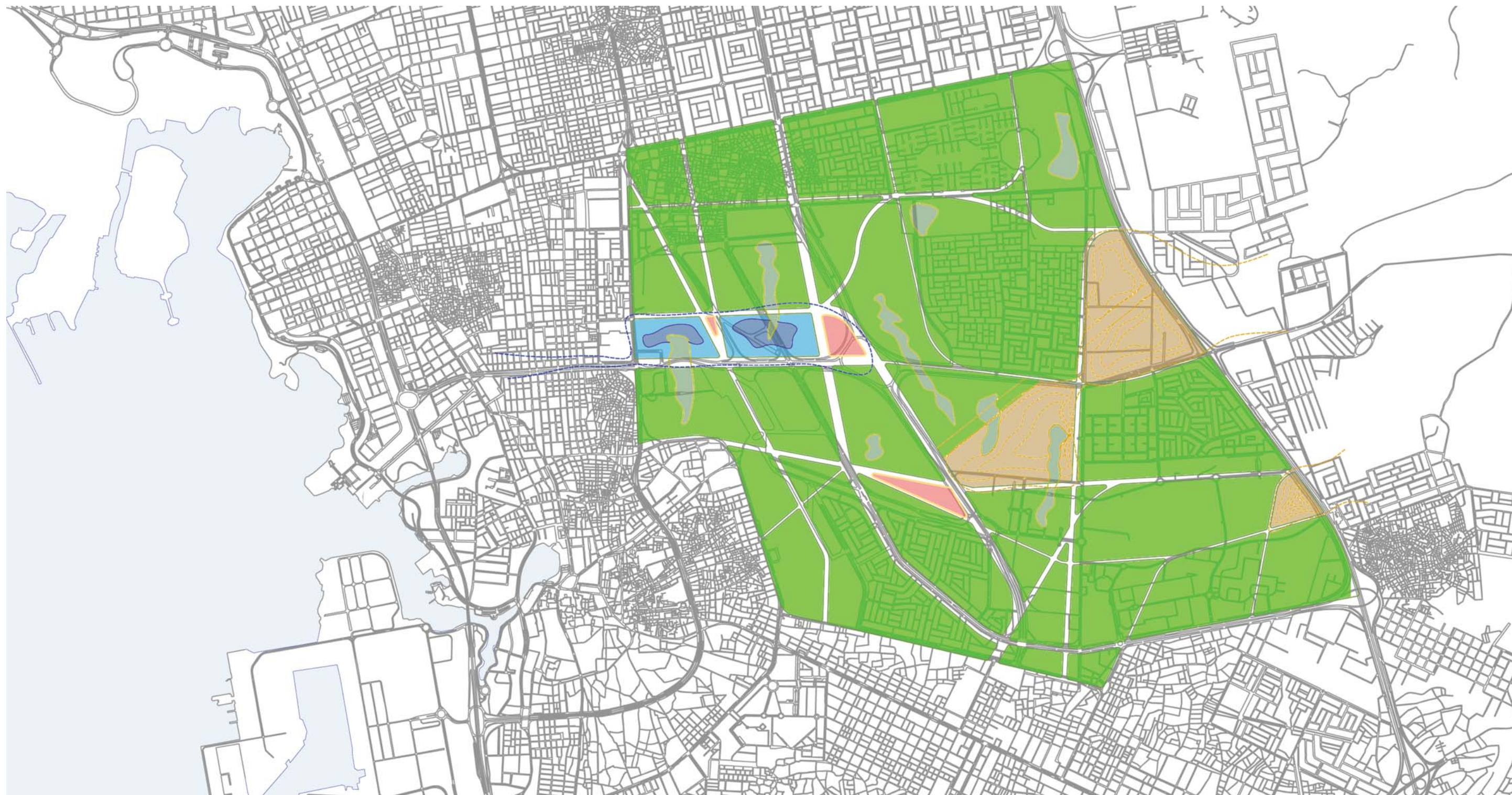
3.2.2 CENTER RADIAL



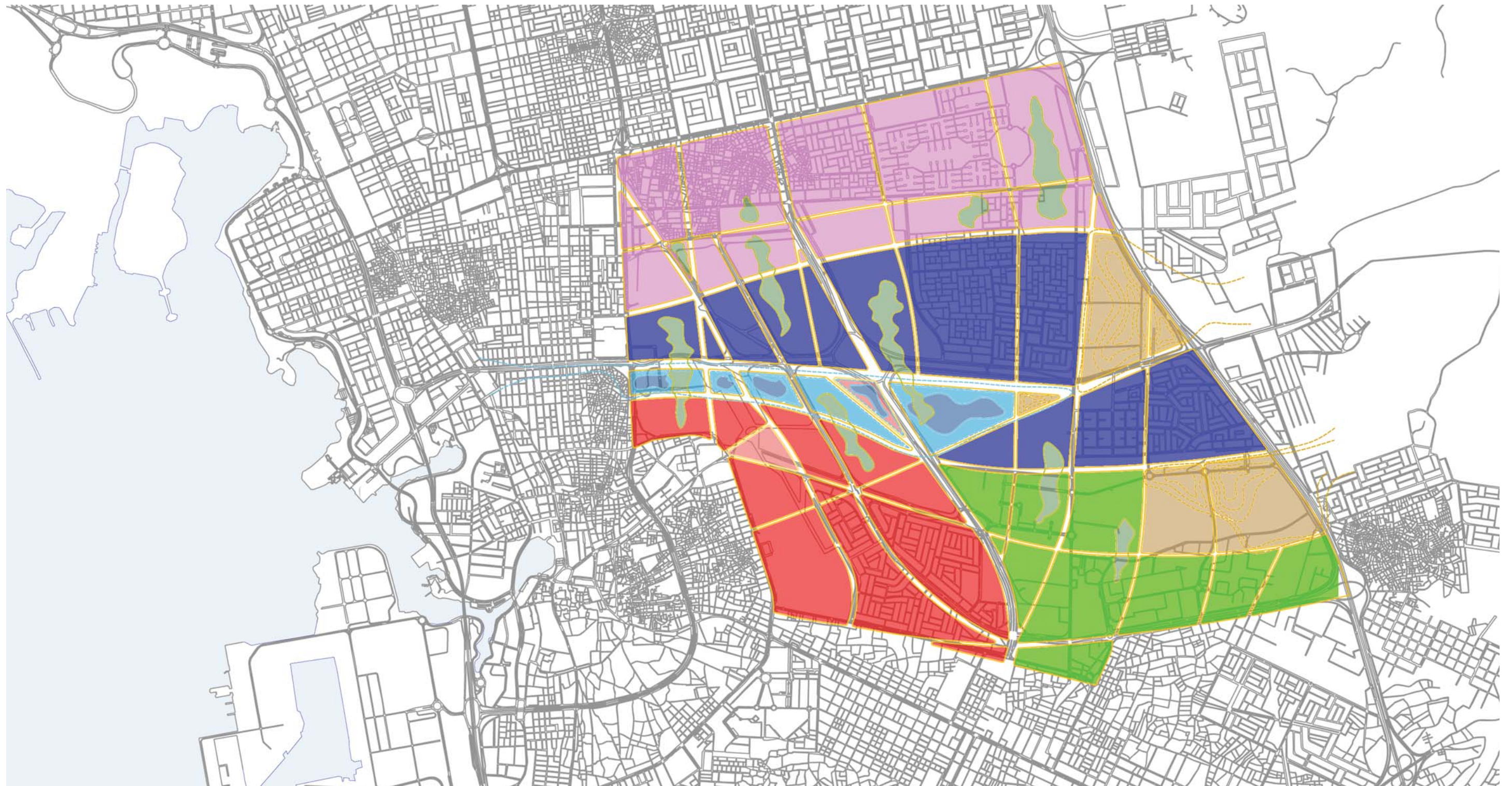
3.2.3 NATURAL FLOW



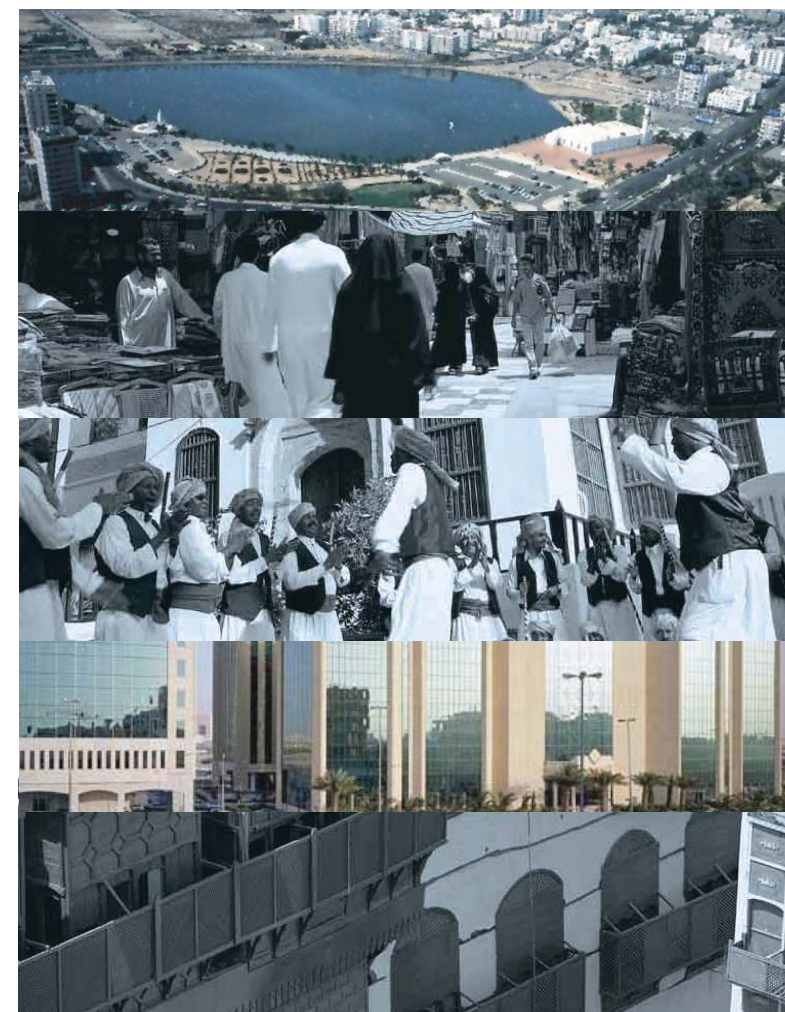
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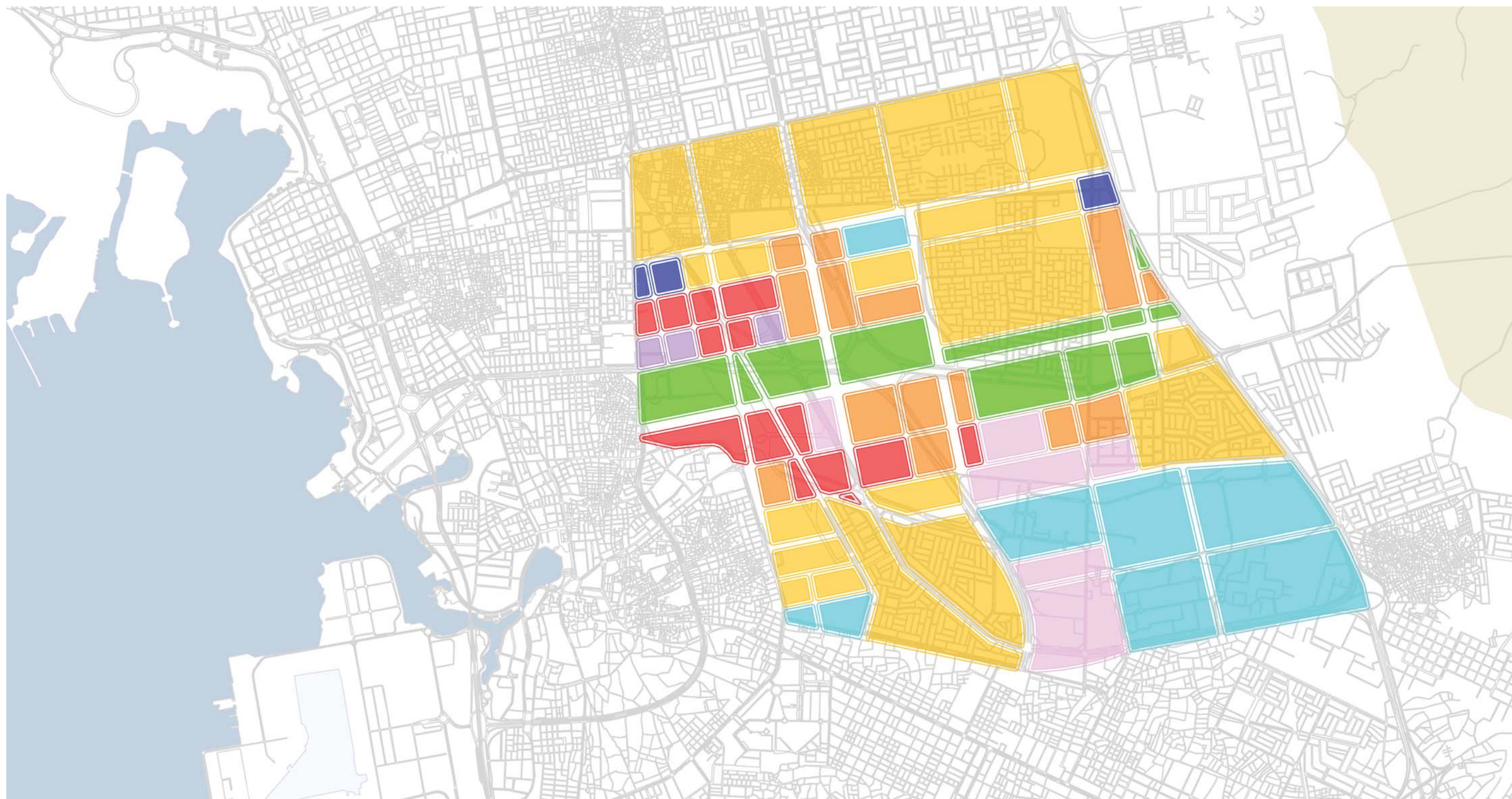
3.2.5 COMPOSITE



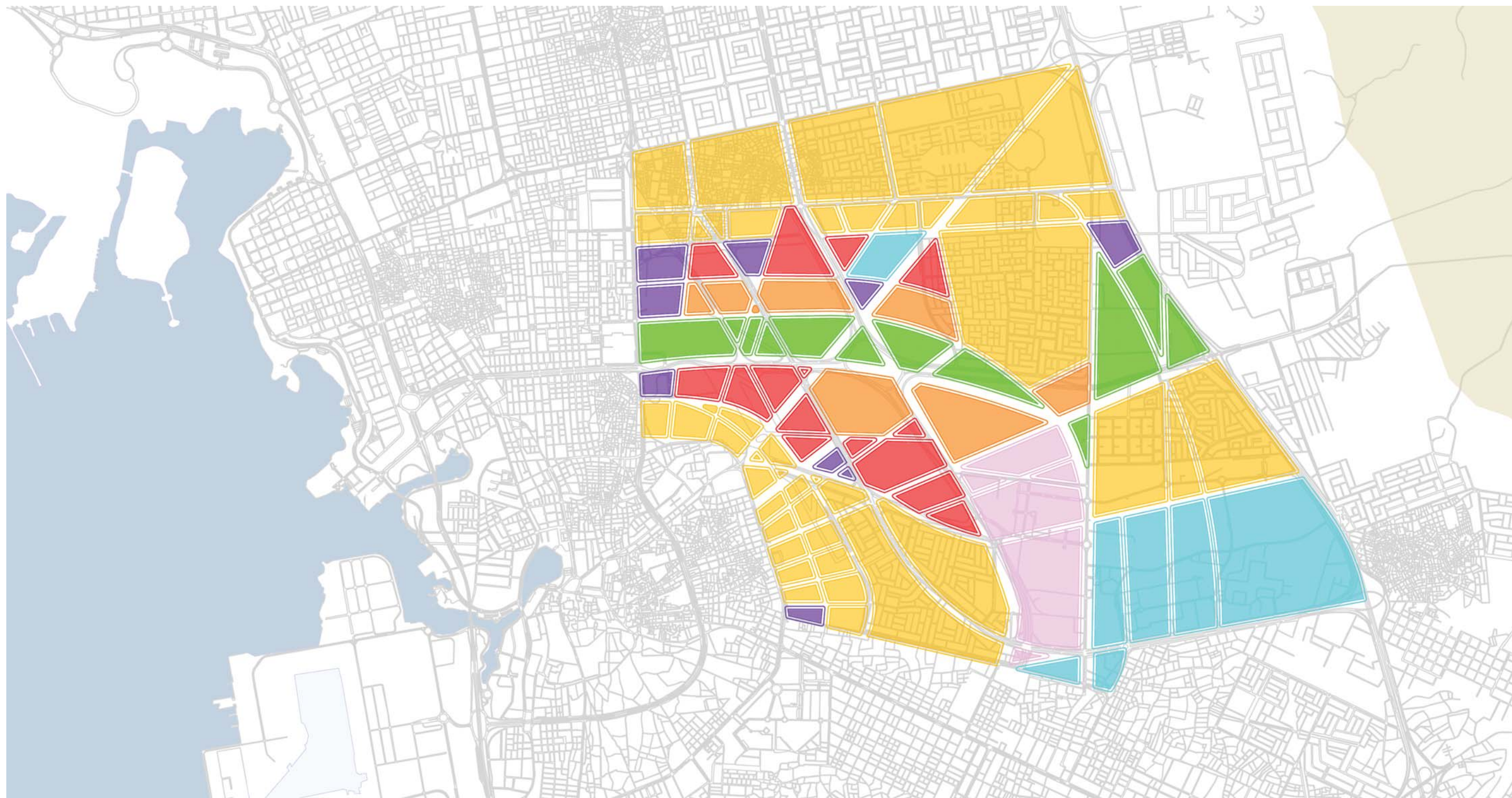
4.0 PROGRAM STRATEGY



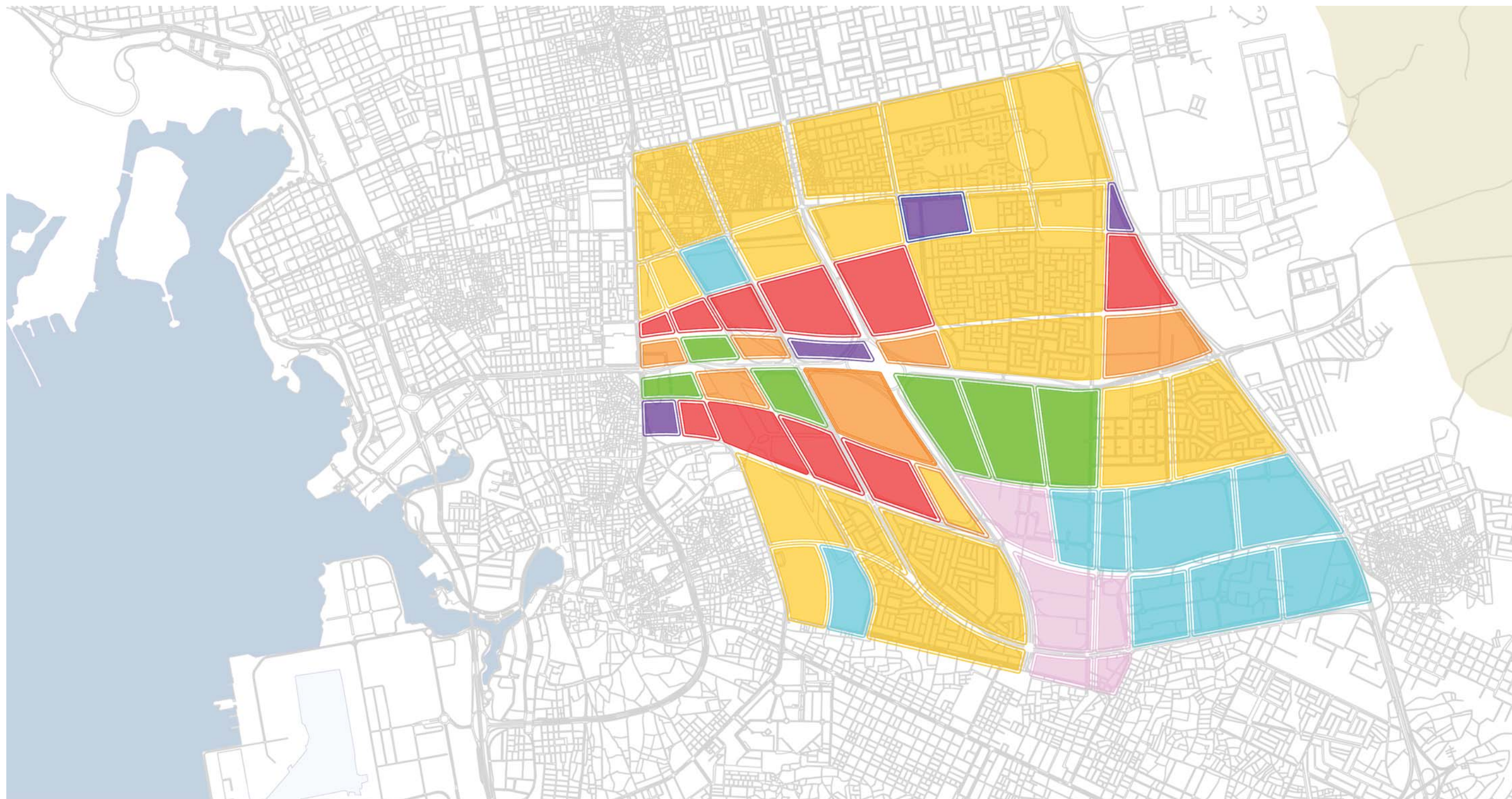
4.1.1 GRID



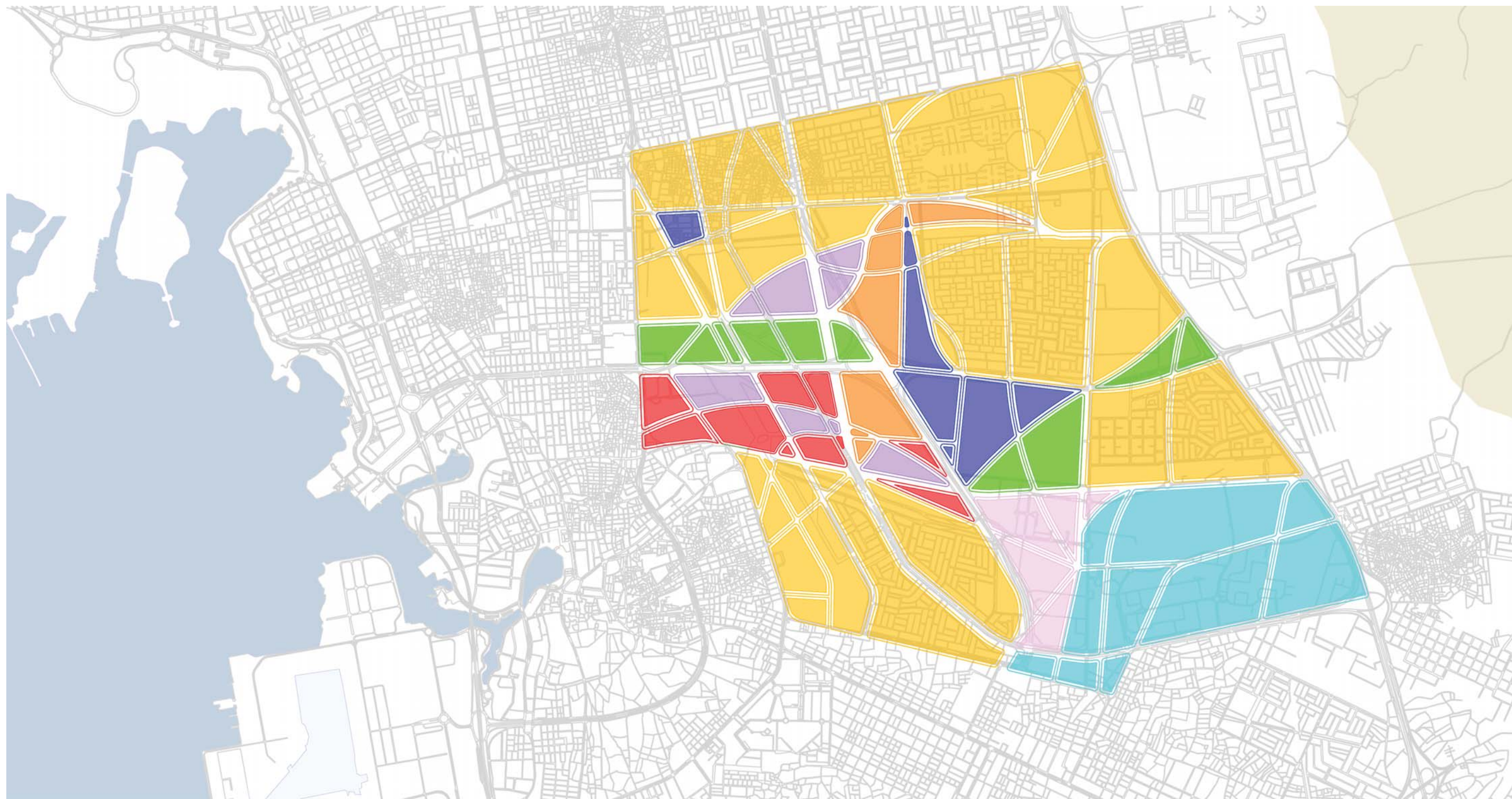
4.1.2 CENTER RADIAL



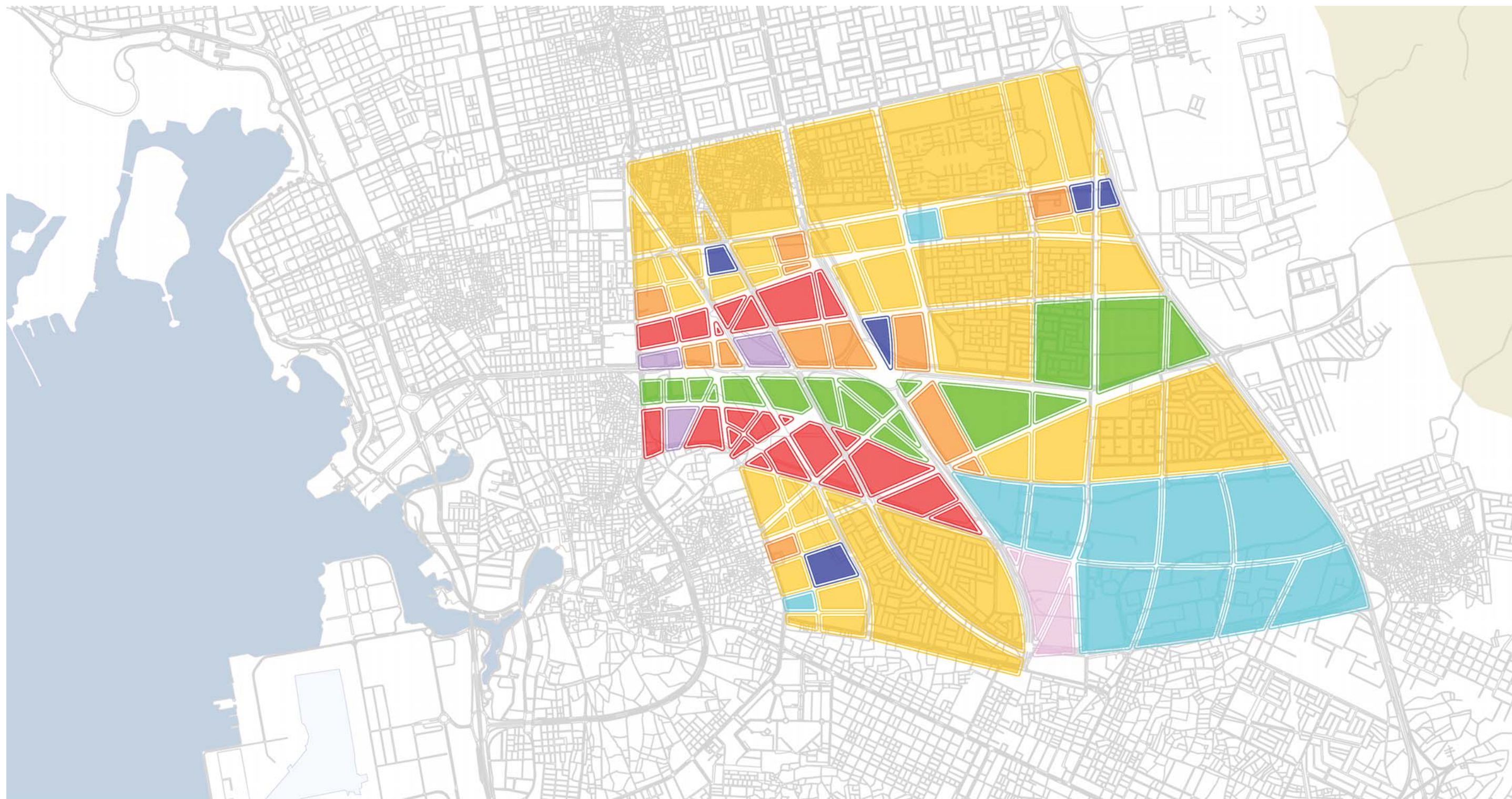
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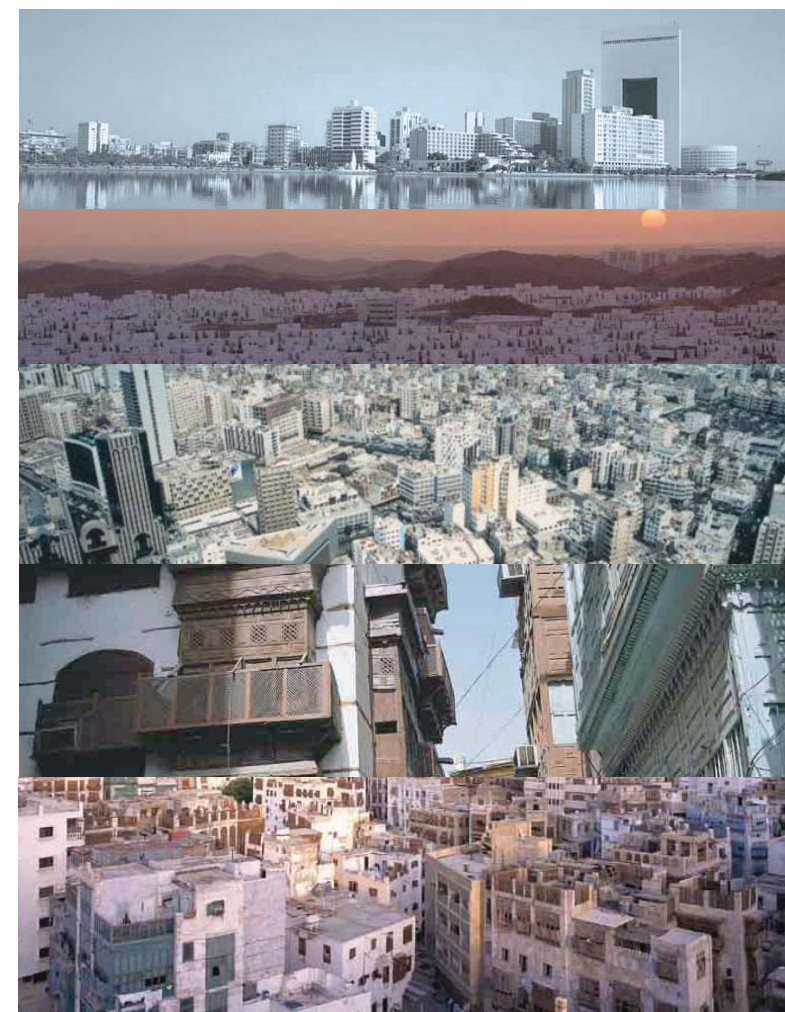
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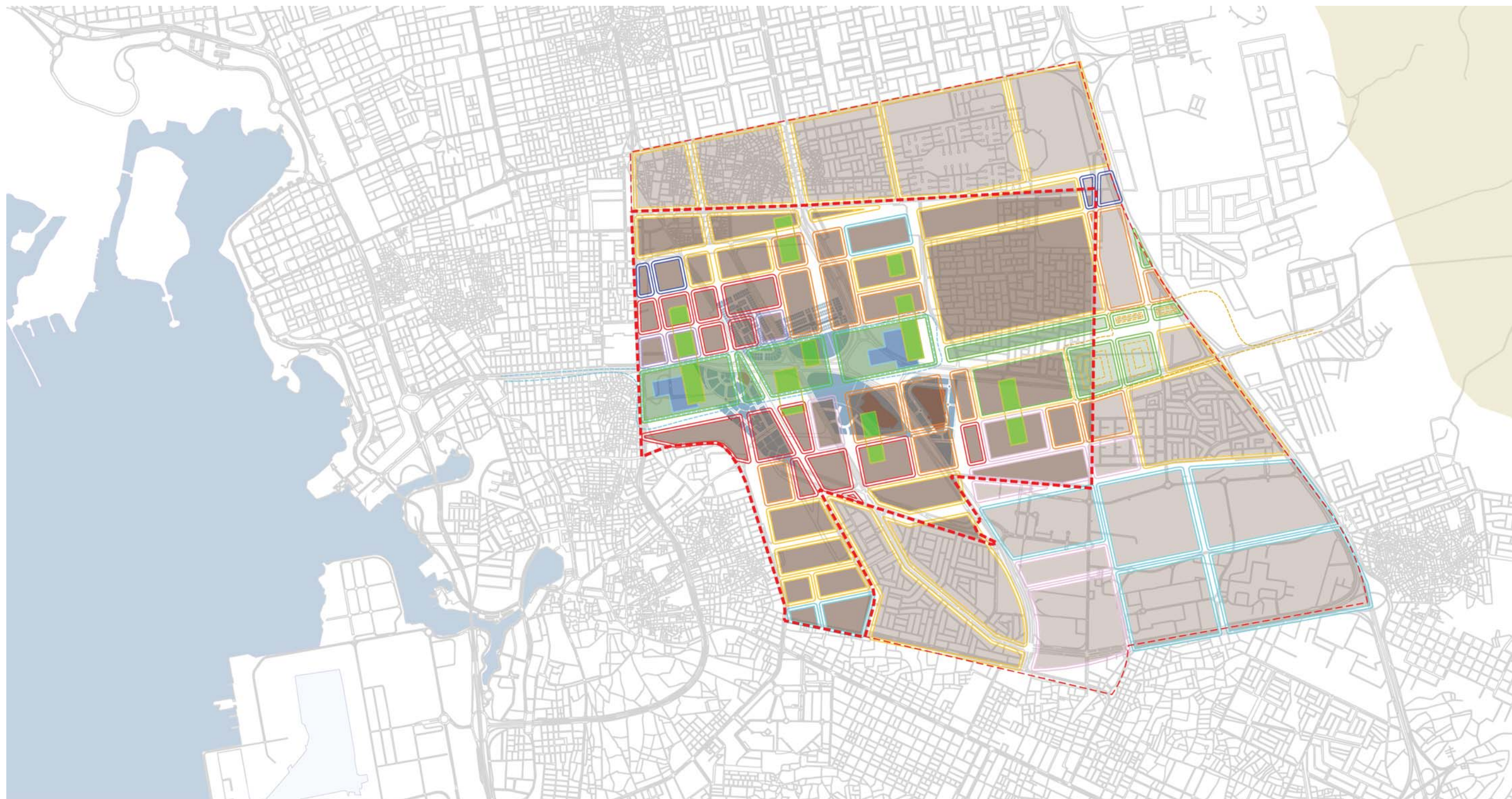
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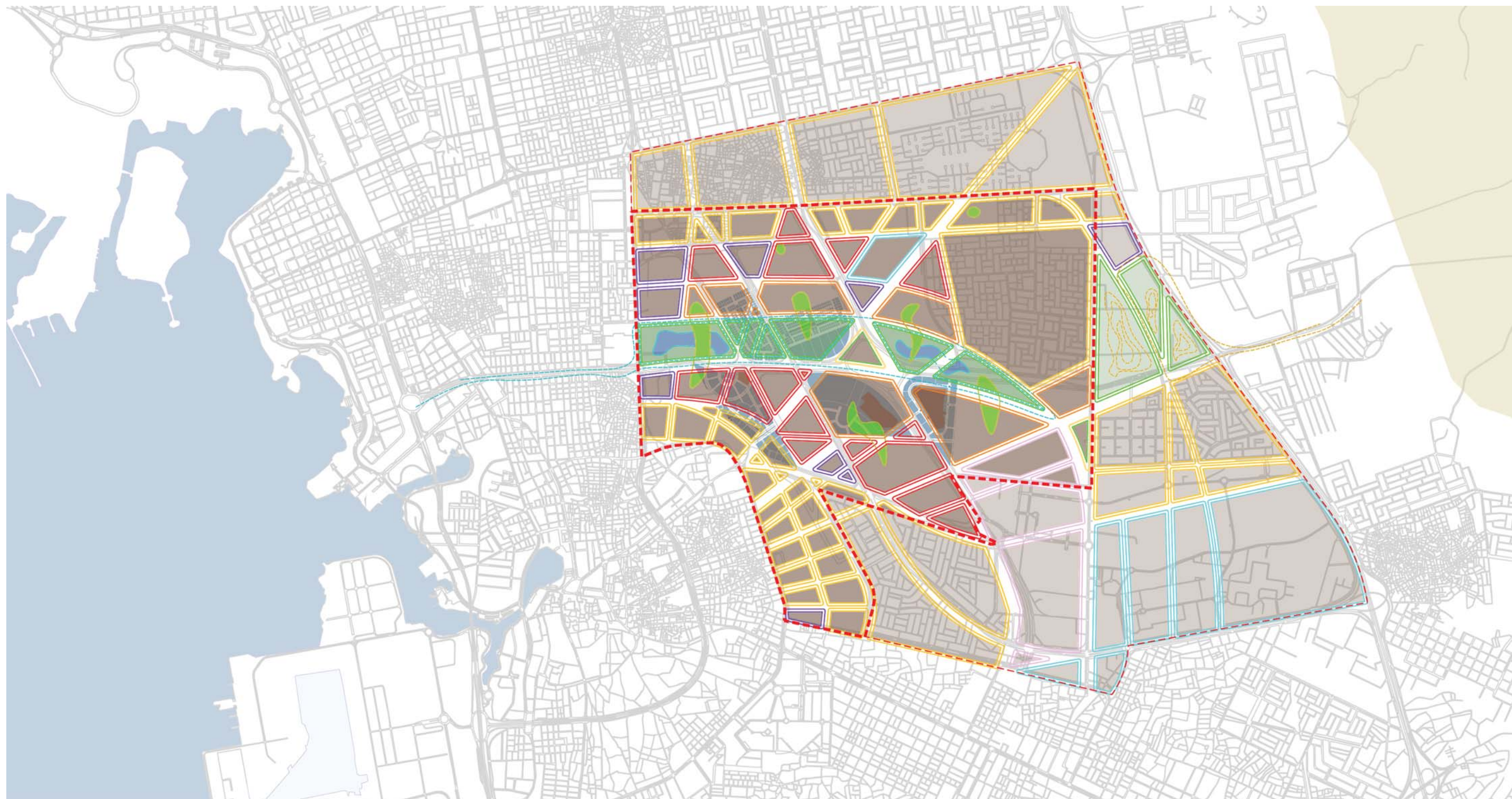
5.0 PARCELIZATION ANALYSIS



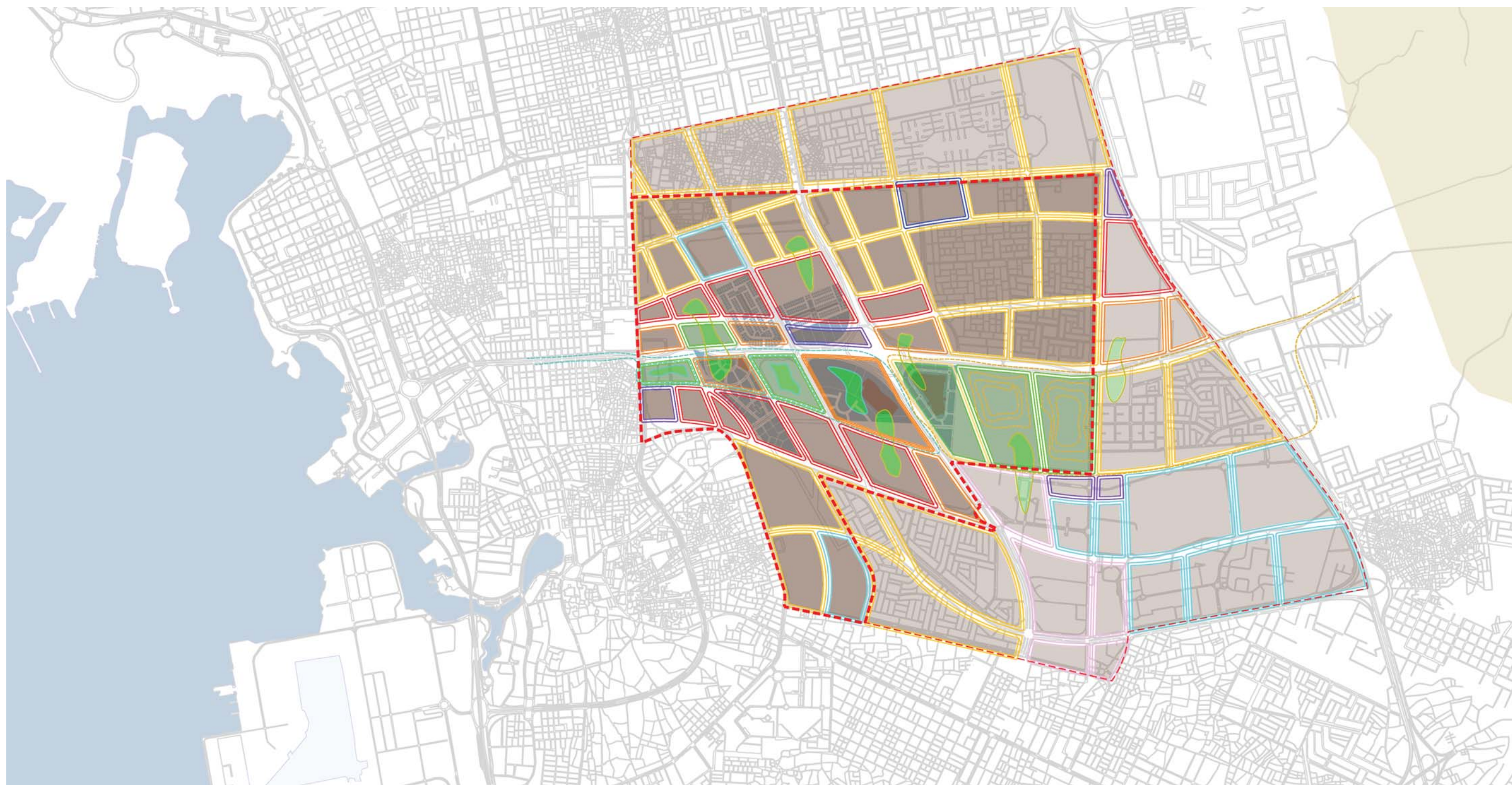
5.1.1 GRID



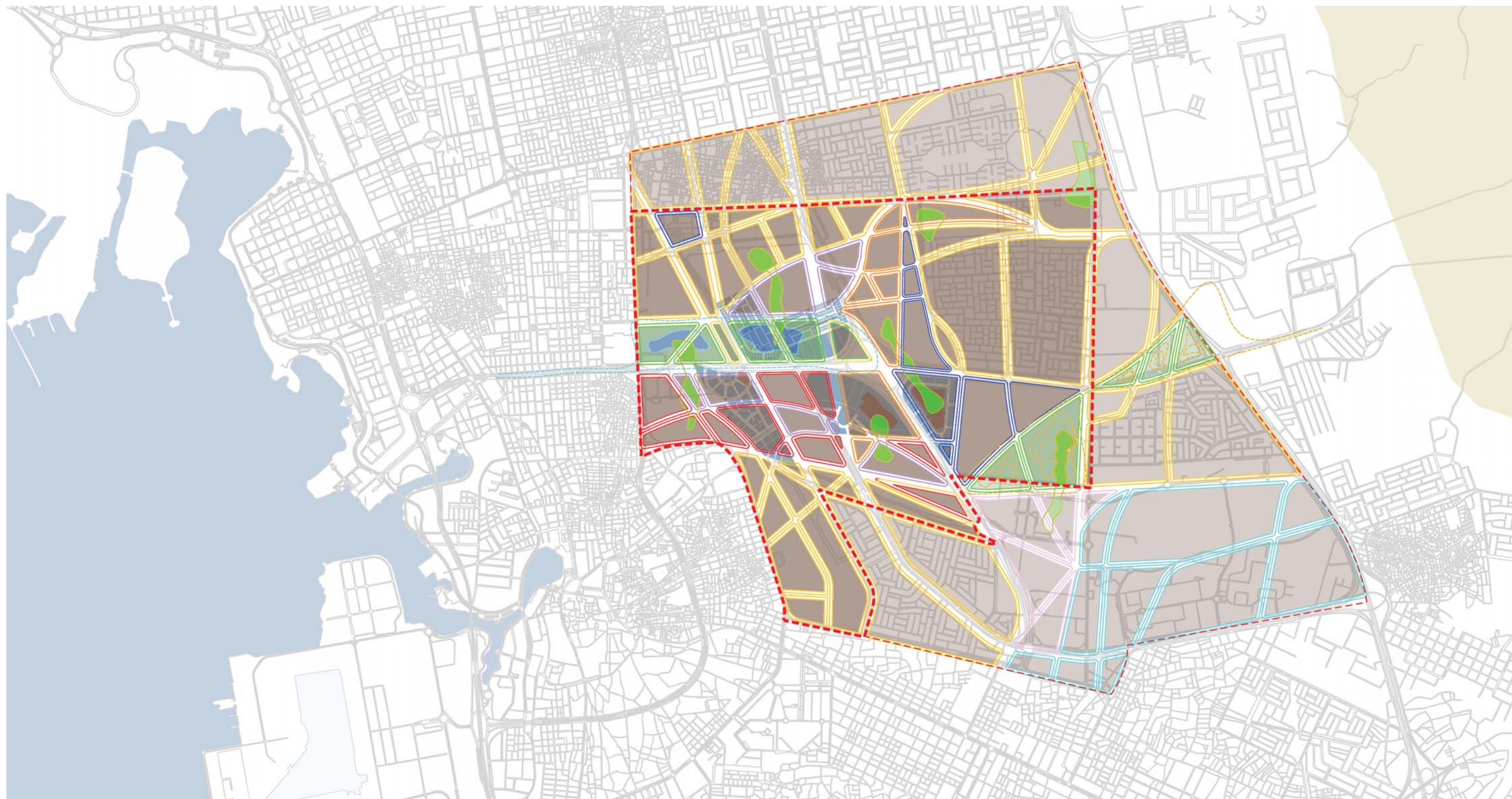
5.1.2 CENTER RADIAL



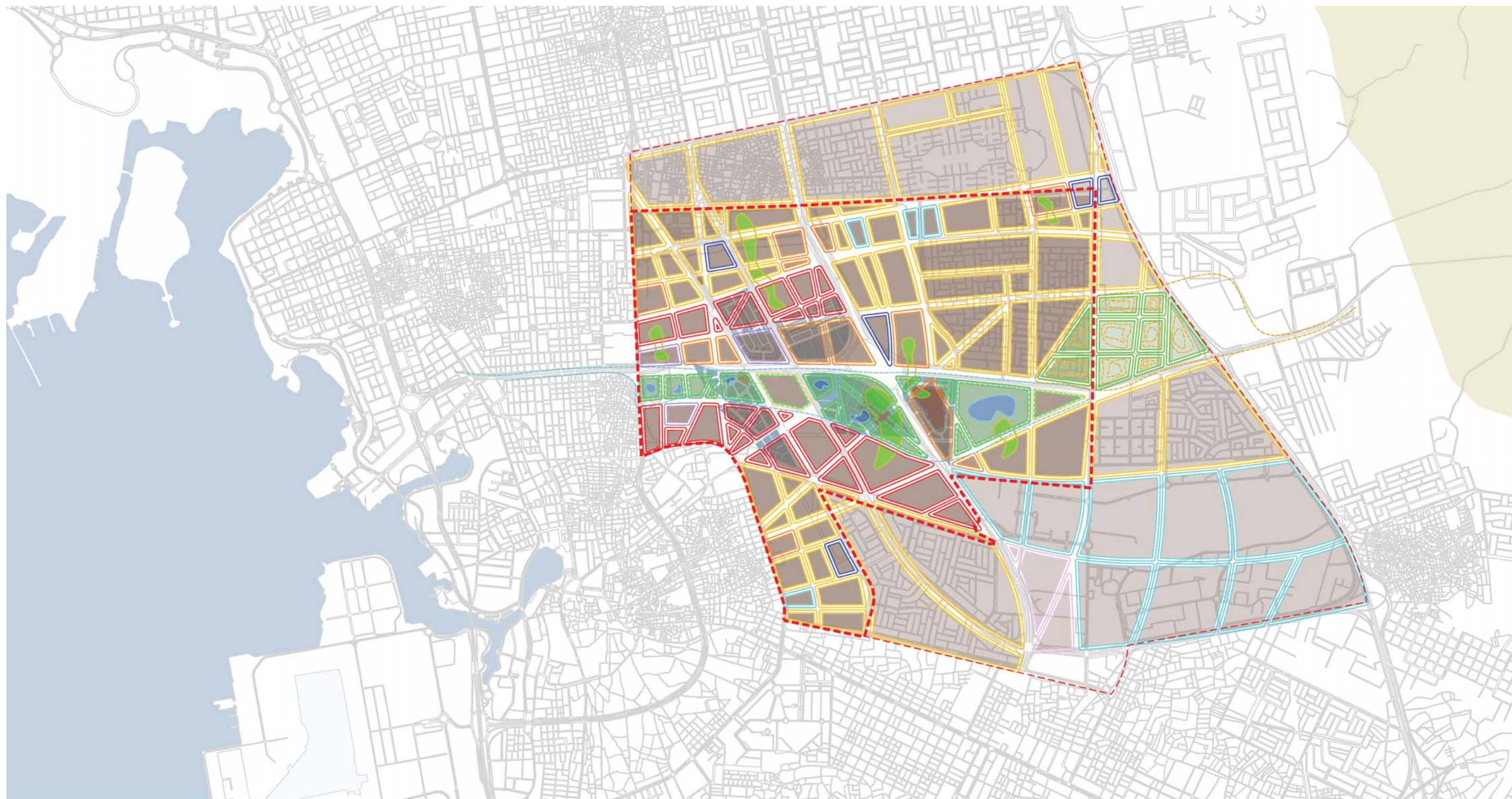
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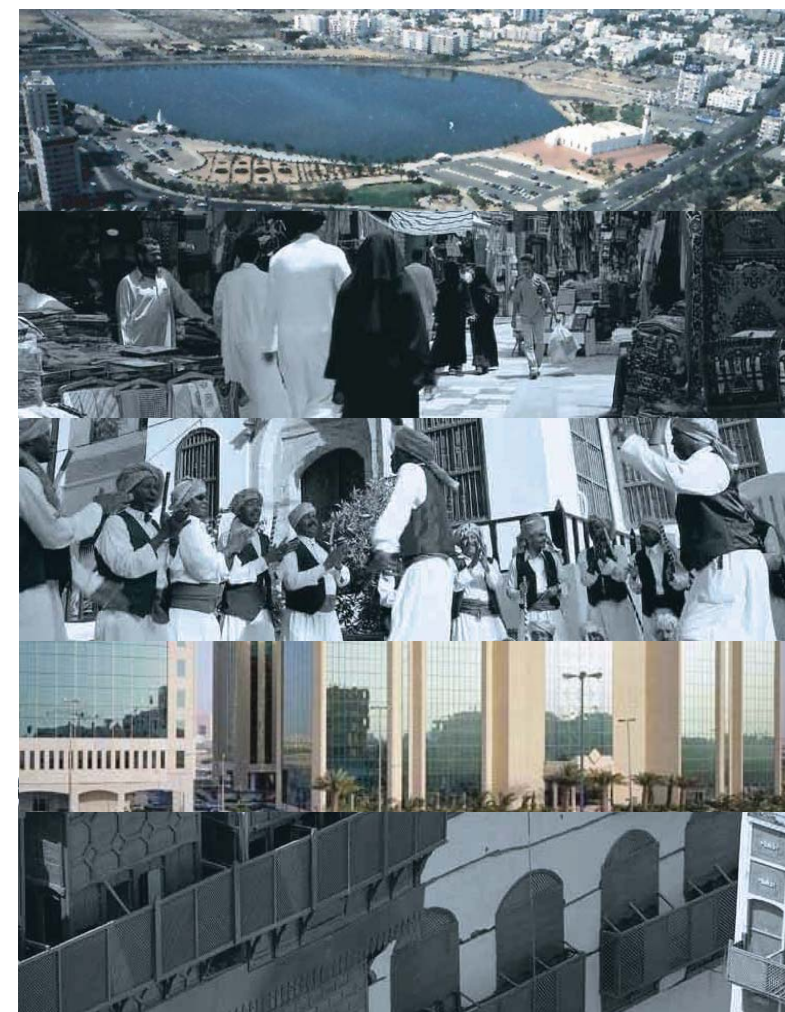
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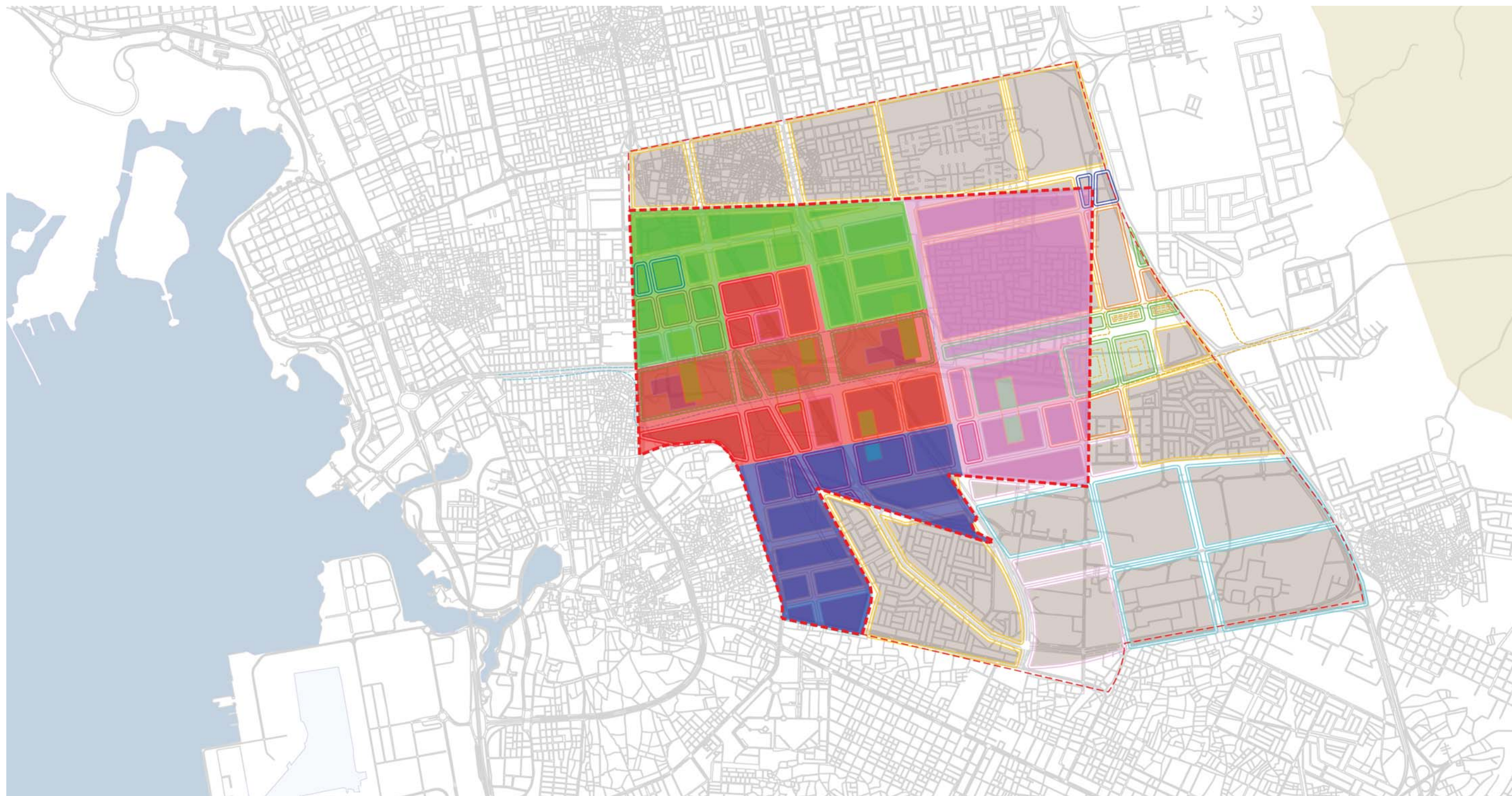
5.1.5 COMPOSITE



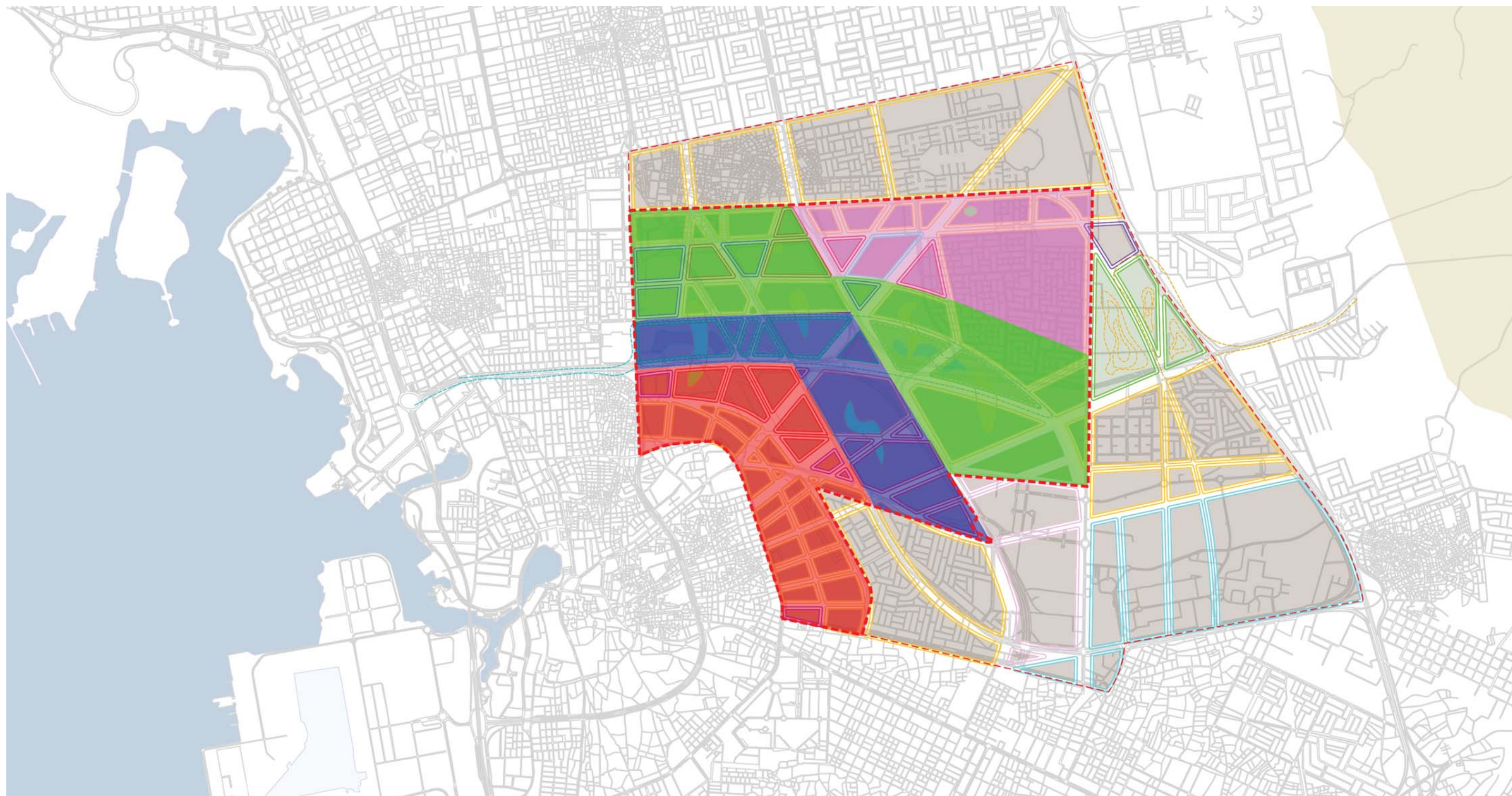
6.0 PHASING STRATEGY



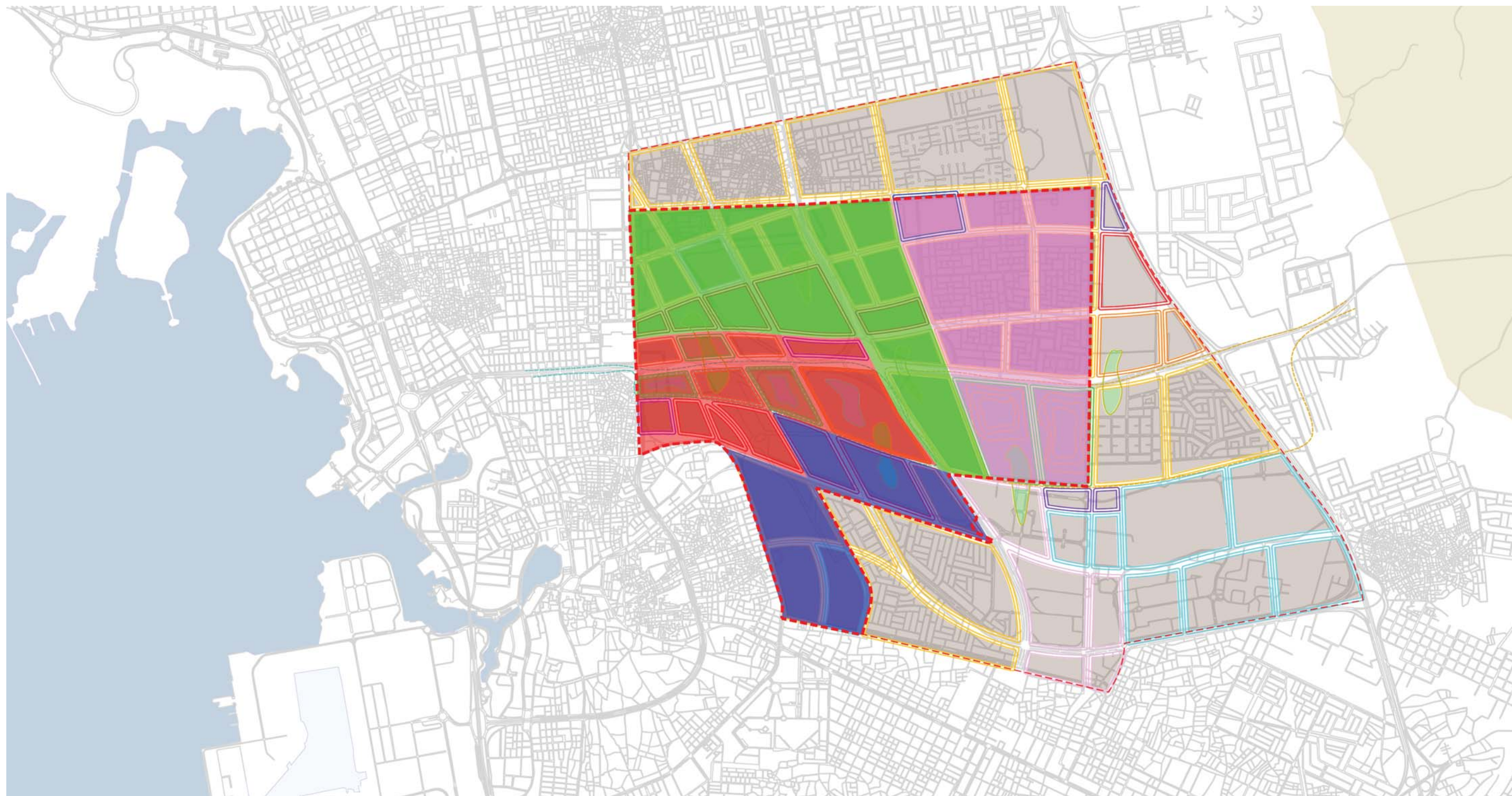
6.1.1 GRID



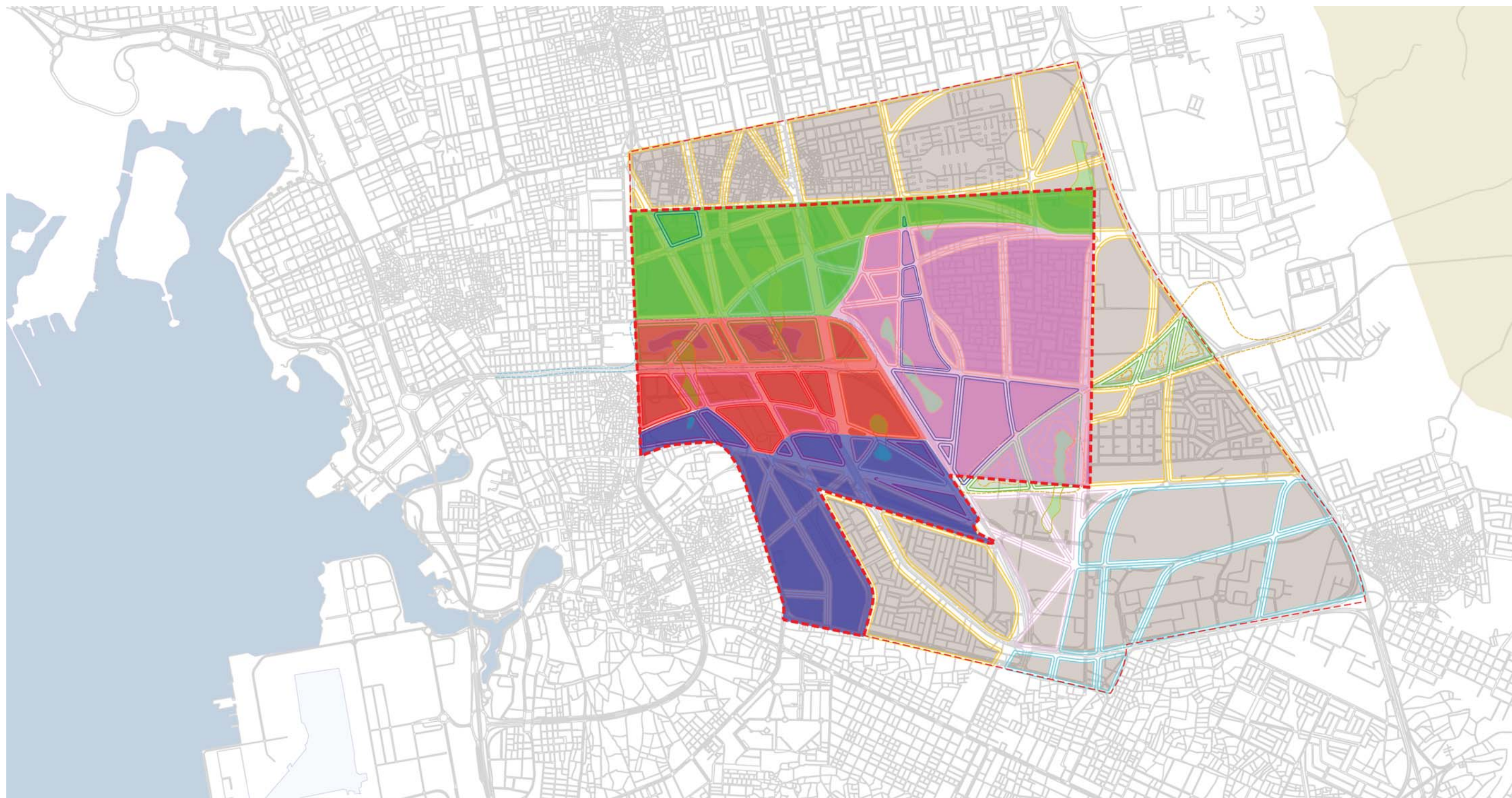
6.1.2 CENTER RADIAL



6.1.3 NATURAL FLOW



6.1.4 IRREGULAR



6.1.5 COMPOSITE

