

## **Presentation of the Project**

### THE MARKET NEIGHBORHOOD

#### TEAM MEMBERS

Matthew Luck  
Jack Mountford  
Melissa Sellards  
Kirsten Thorne  
Nicholas Vincent

#### FACULTY ADVISORS

Francesca Riccardo  
Vanessa Mingozi

## **INTRODUCTION**

The Market Neighborhood seeks to create a network of connections between Via Portuense, Testaccio, and the Tiber River. The connections link multiple market typologies and would reinforce the market identity that Via Portuense already possesses. The Sunday Market makes Via Portuense one of the liveliest streets in Rome, but only one day of the week. For the remainder of the week, Via Portuense is not lively, not walkable, and not that enjoyable. Currently, Via Portuense is infested with edges, barriers, and obstacles that make living in the public realm difficult. Designing nodes and paths to be more liveable, walkable, and enjoyable will address the issue of making a weeklong lively neighborhood.

## THE URBAN ENVIRONMENT

Via Portuense and its surroundings make up a part of the wider web of Rome. At the neighborhood scale, the area is characterized by districts separated by paths. These paths meet at nodes and run along edges. Landmarks dot around the area and give people and wanderers a sense of place. Understanding all of these factors is important to comprehend how the neighborhood moves and functions so that improvements can be made. The Urban Environment focuses on the five key ideas of Kevin Lynch.

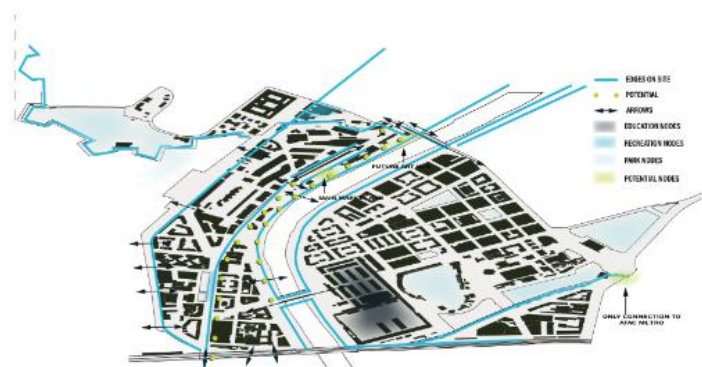
### PATHS

Those who travel through the area take the main roads located on the site. The main way people get around on the site is by vehicular travel or footpath.



### EDGES + NODES

Walls and roads define the edges of the liveable urban environment of Via Portuense and its surroundings. Nodes, formed by the building fabric and roads, are important meeting points for people to cross paths and to navigate around the city. Nodes have potential to be quality urban spaces.



## LANDMARKS

On the site of the project there are a small number of landmarks in the area. Some of these are more major than others and have more significance to the area. From standing at one point on the site it is possible to see some, but not all the landmarks. This is a potential for growth in the area in terms of the visibility of the landmarks.



## DISTRICTS

The typology of the buildings of the area are not a drastic difference. There are mostly high rise multi story residential buildings with commercial buildings located on the bottom floor of these buildings.

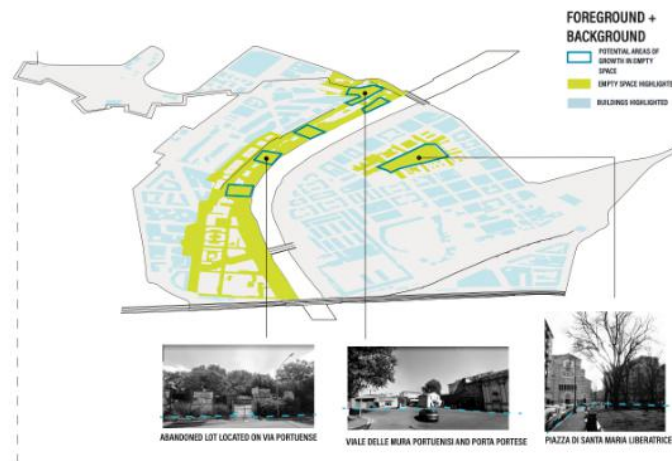


## URBAN MORPHOLOGY

The urban morphology of Via Portuense and the area around the Tiber is characterized by hills and valleys. Tall buildings taper down in height as they approach the Tiber and quickly reduce to one- and two-story high buildings. Narrow streets, broken off by city walls, cut through these volumes and run parallel to Via Portuense.

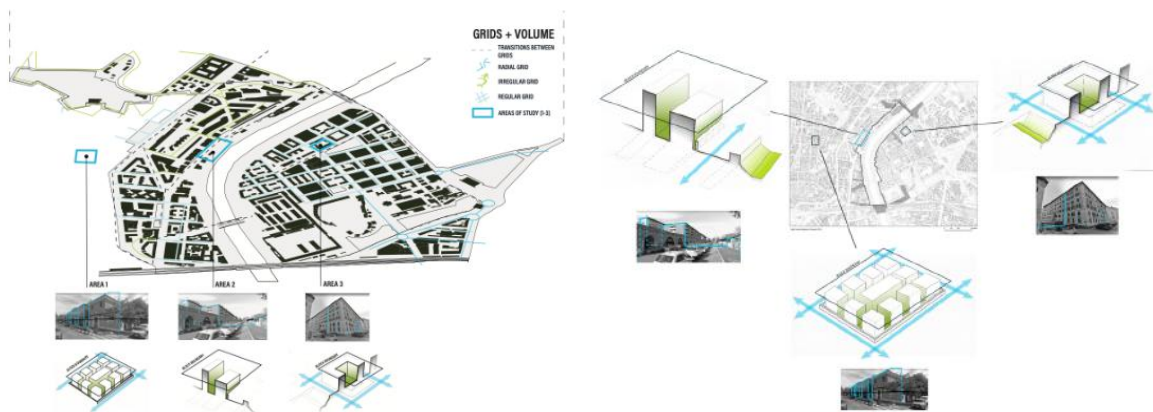
## FOREGROUND + BACKGROUND

In studying the space on the site there is the space occupied by the buildings and the open space. In this study, the space that is open has potential to become green space in this project.



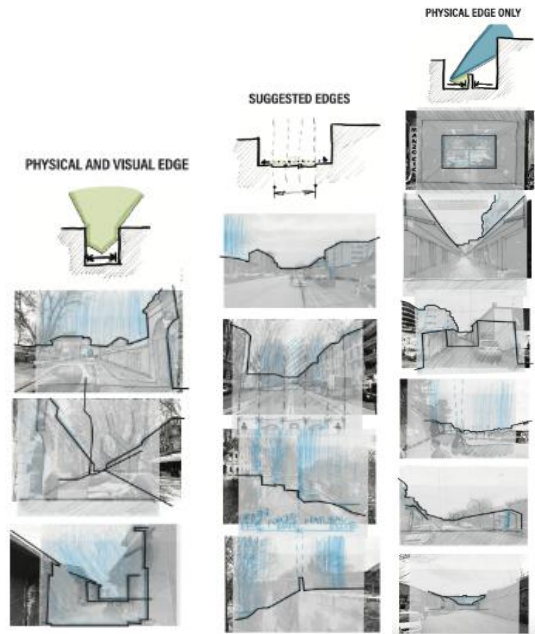
## GRIDS + VOLUME

The buildings situated on the site are placed in a grid layout. In addition, many of the buildings follow a similar volume.



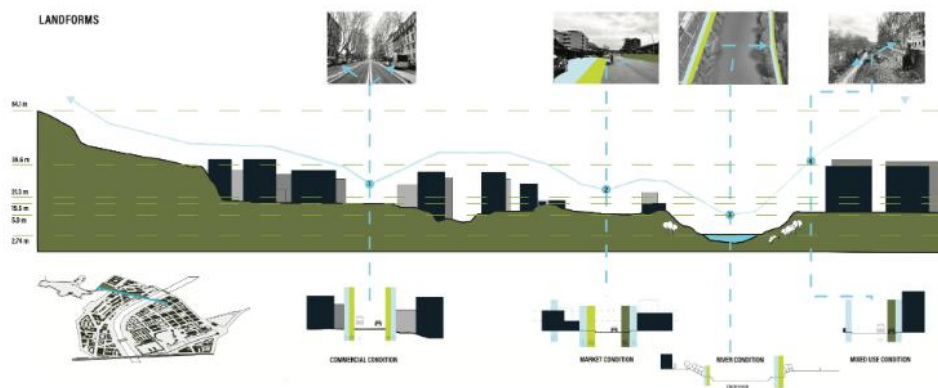
## PERSPECTIVE EDGES

Edges are sensed by perceived barriers. These barriers can be tangible (or physical), visible (or visual), and assumed (or suggested). These conditions are dictated by the morphology of the city. Portals and bridges relieve these edges.



## LANDFORMS

The site itself is not a flat piece of land. There are slopes in the terrain in which the buildings sit on and the land slopes down to the waterfront. This is important to be studied in the design of the site.

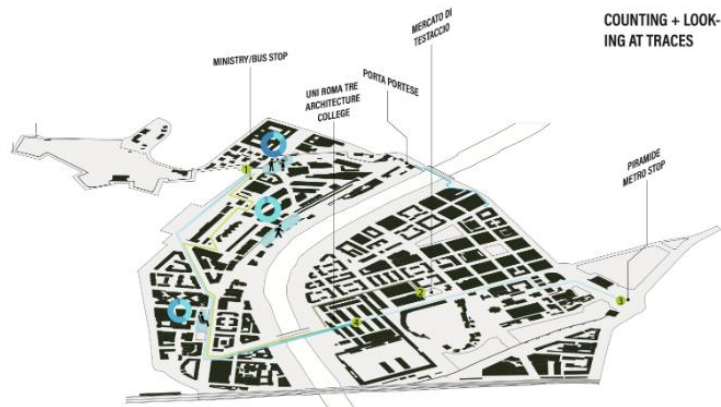


## SITE OBSERVATION

Collective observations from the site conclude that walls and roads contain Via Portuense to the small strip along the Tiber, the streets currently function as parking lots, and the site as a whole lacks quality recreational public space. Walks are unpleasant, interactions are slim every day but the Sunday Market, and there is little greenery besides the overgrowth beside the Tiber.

## COUNTING + TRACES

In going to the site to record data, the activities observed in the area were observed and how popular that activity was.



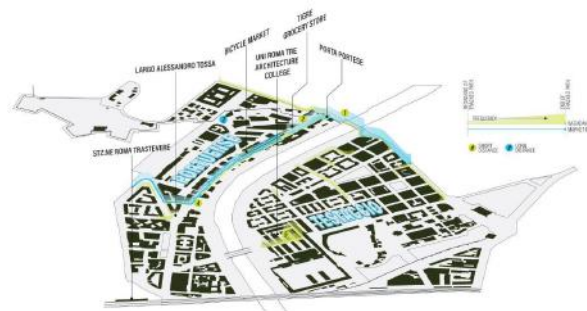
## TEST WALKS

Given the idea of a 15-minute city strategy, on site there was a need to better connect the community with local resources and create an opportunity to highlight how the community interacts with one another daily. Considering that there are minimal amounts of food sources within the 15-minute radius of the site, as found during test walks around the site, this was a major element to strategizing a scheme for the site. These findings concluded that using food as a driver for the project would be beneficial in bringing the community together to learn and preserve the already existing strength of the community.



## TRACKING + PHOTOGRAPHY

After following people around the site area and taking many photos, it became abundantly clear that while the site is unlivly most of the week, there is a desire and a need to move about the site without a motor vehicle. Other forms of transportation exist, and some people still do walk through Via Portuense. It isn't just a huge parking lot — and it doesn't want to be!





## MASTER PLAN

The Master Plan represents a vision of a neighborhood that links multiple market typologies with new landmarks and nodes that compliment a new idea for the market. That is, the neighborhood itself is a market supported by its surrounding urban ecosystems.

Bands connect these new and old projects and form a corridor of markets. These markets include the pre-existing Sunday Market, a new bike market, and arts market, a museum and center for archaeology to compliment the market ruins on the opposite side of Via Portuense in Testaccio, and a community center to anchor and merge the reinvigorated neighborhood with the surrounding urban ecosystem.



## COMMUNITY CENTER

A community center was designed to be a space where the community can come together and where events could be held. In addition the bottom two floors of the four floor center would act as a space where a market could be set up. The top two floors are more private spaces in which meetings could be held. The site interacts with the outside area and the river as there is a terraced walkway down to the river from the community center. The building's shape acts as a monumental figure drawing one up to the site if they were to just be walking along the path along the river.



## CENTER FOR ARCHAEOLOGY

The Center for Archaeology complex is nestled into the banks of the Tiber River, in line with the Testaccio Market Ruins. This complex sits between the Ponte Sublicio and the proposed new pedestrian-limited traffic bridge. The Center houses research facilities and a new museum and extends the urban streetspace in Testaccio towards and down to the Tiber. Precedent images are included below.



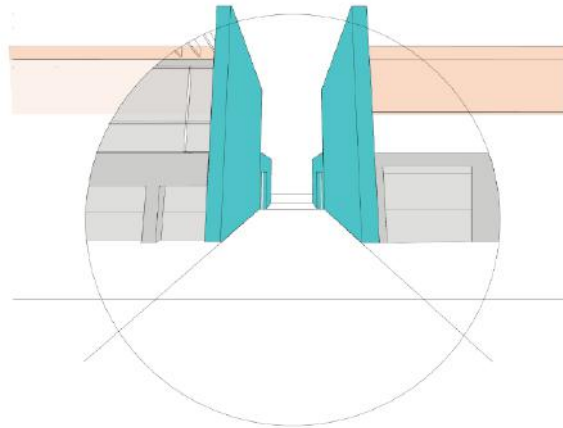
## AGRICULTURAL CAMPUS

The Porta Portese Agricultural Complex aims to create an agricultural community of education and food sustainability for the surrounding neighborhood of Porta Portuense. The goal is to celebrate Italian food practices while creating a place for both students at Roma Tre University and the residents to interact and learn about the importance of food sustainability. This scheme focuses on locally grown food that creates one piece of the overall market network strategy. The program allows for users to interact with different bands of food as part of the food production cycle where it stems from the locally grown food on site, to the university science and research buildings, and lastly to the community through the restaurant, market, and garden pavilion.



## ARTS MARKET

An Arts Market was designed to expand the existing market and provide more opportunities for artists and art vendors by providing studio, workshop, and gallery spaces. Additionally, the market is located between Via Portuense and the Tiber River so it is crucial that their connection is preserved, so the market strategically creates physical and visual connections across its strips of art. This part of the site will only be accessible to pedestrians and the new bus line on via Portuense.



## BIKE MARKET

The Bike Market is revitalized with redevelopment. The bike market complex now has more than just stores that sell bikes and accessories. There are now workshops to build and repair bikes, a pavilion and cafe to gather with neighbors before a bike ride, and ample bike storage. Connecting all these programs are ramps and bridges that bring the experience of the existing complex to the updated version. With the master plan calling for this region to be car free this complex will be a driving force for promoting bike use in the community.

