

**POLITECNICO DI TORINO**

FACULTY OF ARCHITECTURE,  
MASTER DEGREE IN ARCHITECTURE, CONSTRUCTION CITY

**LA HOYADA:**

URBAN REGENERATION THROUGH COMMERCIAL ACTIVITIES



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## ABSTRACT

Urban regeneration associates the urban system as a whole with the aim of counteracting urban deterioration and improving the urban quality of the city by involving the economic, social, physical and environmental structures of the city. This, understood as the meeting place for daily activities that take place on the surface of the public space, over the years the close relationship that commercial activity has had with public space has been evidenced, the exchange between them being part of the identity of citizens.

Caracas is the main political and economic center, as well as the capital of Venezuela. The Metropolitan District of Caracas is politically-territorially organized by 5 municipalities. Being the Libertador municipality the largest with the highest population and employment density. The urban evolution of Caracas accelerated due to the oil period, thus developing an urban-concentrated pattern mainly in the north of the province. The policies developed to meet the demand for housing have been criticized due to the lack of planning from the urban or architectural point of view, which, with the increase in inhabitants, has produced a lack of public space and services causing urban decline.

The sector in which the project proposal is located is known as La Hoyada in the Libertador Municipality, an area with urban and social degradation generated by its disconnection with its context and the lack of equipment demanded by the population. This thesis seeks, through the recognition of the pre-existing, to reincorporate and revalue the neglected space using the commercial potential of the sector as a driver for urban regeneration integrating the plot with its context and provide it with mixed facilities and making it accessible.

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## Introduction

Urban regeneration associates the urban system as a whole, involving economic, social, physical, and environmental features as key for the urban regeneration structure. The process aims for a long-term, strategic, and sustainable change by doing it progressively with a purpose in mind and is required to keep pace with continuous urban change. This process is achieved with the integration and cooperation between different stakeholders for which the Urban Regeneration of the area is of great importance, local communities, residents, visitors, businesses, investors, property owner and others.

*"Comprehensive and integrated vision and action which seeks to resolve urban problems and bring about a lasting improvement in the economic, physical, social and environmental condition of*

*an area that has been subject to change or offers opportunities for improvement"* Roberts, P., & Sykes, H. (1999). Urban Regeneration (p. 296). Sage Publications.

Caracas with less experience in urban regeneration compared with other countries such as Europeans or North American cities is still worth studying on the possibility of how this process can be introduced. More specific, close to the historical center of Caracas, La Hoyada is a great example for this study. This urban development hosts architecture typologies from different time periods which highlights the history of the city since its foundation in 1567.

The historical urban center of Caracas has gradually suffered a decline over the years. Commerce, as a fundamental activity in this urban center, has great potential for the improvement of economic competitiveness as an essential

part for its urban regeneration.

The partnership and integrated actions between different stakeholders of public and private sector acting as promoters of the urban regeneration process to transform the city in the ideal urban space with the interconnection of economic, social, and cultural activities in a progressive manner to sustain it in a long-term.

The aim is the urban regeneration of La Hoyada by recognizing the existing condition of the place as drivers of the process and adapting them, this may need the development of new facilities to create this new atmosphere. Reincorporate and revalue the neglected space integrating it in its context through the analysis of the pre-existing. Transforming the city as the support and generator of experiences through enhancement of public spaces, accessibility, walkability, and the development of mixed uses.

# CARACAS, VENEZUELA



1 km   
9

# 1. CARACAS AND BOLIVAR AVENUE

## 1.1 THE CITY: CARACAS, VENEZUELA

### General characteristics

VENEZUELA is located in Latin America, limits to the north with the Caribbean Sea, to the south with Brazil and Colombia and to the east with the Atlantic Ocean and Guyana and to the west with Colombia. With an area of 916.445km<sup>2</sup> it is divided into 23 Federal States, a Capital District and Federal Dependencies. Due to its location it has only 2 seasons: dry season, from October to March and rainy season from April to September. It has a total population of 27,227,930 (2011 census, INE) with a density of 29.7 hab/km<sup>2</sup>.

CARACAS is the main political and economic center as well as the capital of Venezuela. Located in the north-central coastal area of the country along the 35km Guaire River which is fed by several rivers and streams that flow down

from the mountains. Caracas is in a mountainous valley with irregular ramifications towards the south at an altitude varying from a point to another of the city, from 870 to 1.443 meters above sea level and 900 meters above sea level in the historic center. Located 15 km from the coast of the Caribbean Sea and separated from it by the coastal mountain range with 2.000 meters of altitude, also called El Avila National Park.

Due to the geographical location and the characteristics mentioned above, Caracas has a high-altitude subtropical climate. Depending on the altitude, the

climate varied from cold to warm with an average temperature of 25°C. It has a population of 2.904.376 inhabitants, a surface of 810km<sup>2</sup> with a density of 10,87 hab/km<sup>2</sup>. This means that more than 10% of the Venezuelan population lives in Caracas.

The Metropolitan district of Caracas is organized politically-territorially by 5 municipalities. Being the Libertador municipality the largest with the higher number of inhabitants. La Hoyada, in the east of Libertador municipality with a surface of 433km<sup>2</sup> and 1.943.901 inhabitants.



Figure 1: South America Location of Venezuela.



Figure 2: Venezuela. Location of Caracas.

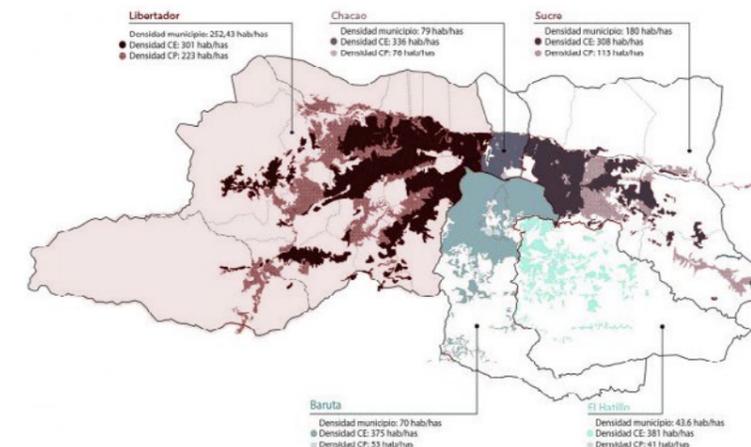


Figure 3: Map of the population densities in the five municipalities of Caracas differentiated between spontaneous city and planned city. Elaborated by Enlace Arquitectura

### Historical context and urban evolution of Caracas

From its origins Venezuela was inhabited by indigenous people organized into tribes that settled mainly in the mountainous coastal arc, the most fertile area of the country where they engaged in agricultural activity, taking advantage of the country's natural resources to make use of commercial exchange between communities.

The later colonization by the spanish reinforces the organization of the first settlements "In the mountainous coastal arc, the colonial domain specially and spatially reinforced the central-north-coastal region (CNC) with the development of the agro-export economy in the 18th century. There the seat of colonial power (Caracas), the fertile lands of the central valleys, a crop of appreciable demand in Europe (cocoa) and the main maritime ports of the province were combined" (López & Pulido, 2009, p. 95)

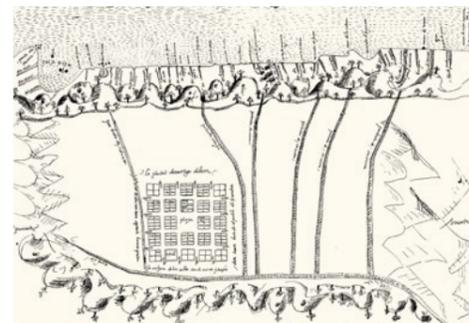


Figure 4: First draw of Caracas by Juan Pimentel, 1578.  
Available at: [Guiaccs.com/planos/el-primer-dibujo-de-caracas/](http://guiaccs.com/planos/el-primer-dibujo-de-caracas/)

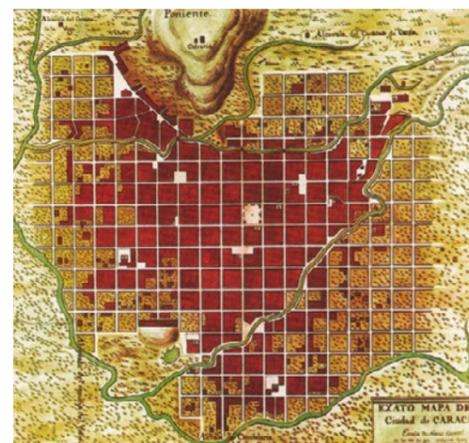


Figure 5: Plan of Caracas by Juan Vicente Bolívar y Ponte, 1772  
Available at: <http://guiaccs.com/planos/la-recaudacion-fiscal/>

Founded in 1567 as a Spanish colony under the name of Santiago León de Caracas. starting with the founding nucleus of a prefigured and idealized city with an orthogonal plot of 25 regular blocks of 100x100 meters with a central space for the main square with the church and houses around it. In the plan of 1578 it is shown the foundational nucleus contained by natural accidents and water courses following the rules "Leyes de Indias" for lands colonized by Spanish crown.

The strategic location and fertile soils of Caracas make the city of great importance for the agricultural economy and accessibility to the main maritime ports. The later urban growth of the capital follows the orthogonal grid as established in the writings in the foreground: "In this way the whole town goes building up" expanding towards the rural environment and interrupting when reaching the ravines that is reflected in the plan

1772.

In this plan the 25 original blocks can still be seen in red with the main square, now Plaza Bolívar in the center of the city, where the market and official acts were generally held, around it the church and the government building, as the city expands the blocks are partitioned, allowing different types of occupation. At this time, the thought about the independence of Venezuela from the Spanish crown at the hands of Simon Bolivar started.

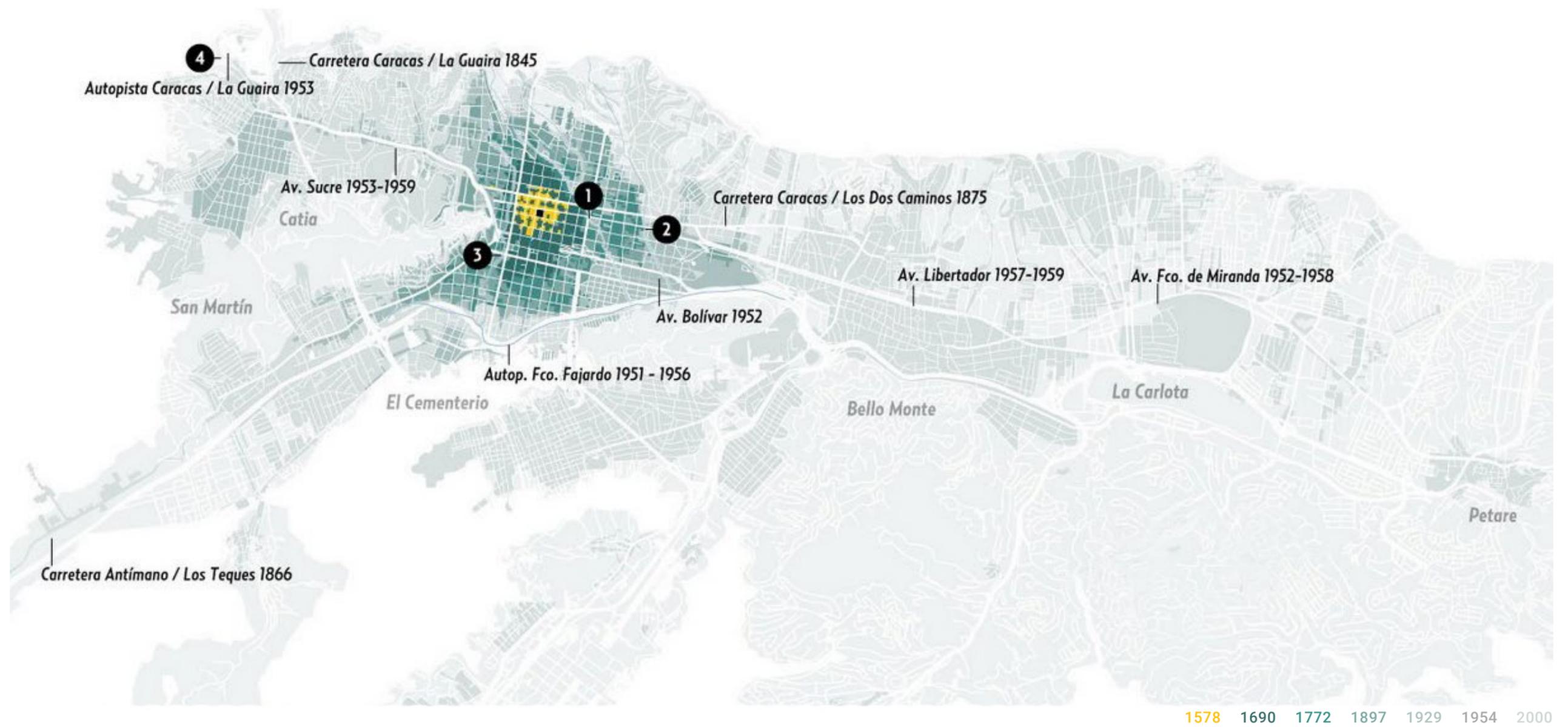


Figure 6: Urban Growth of Caracas from 1578 to 2000 with the development of main roads  
 Author: Antonio de Lisio

### The oil period

Before becoming an oil based economy country, Venezuela was dedicated to agricultural activity, concentrating its export mainly on products such as coffee, cocoa, sugar, paper, cattle, tobacco. The oil impact marks a before and after in the transformation of the country. From 1840 was one of the periods with the greatest transformations and investment in the history of Caracas developing and urban-concentrated pattern mainly in the north central coastal area of the country. As mentioned by López & Pulido, (2009).

the largest demographic, economic and of exchanges. It is there that metropolitan areas make up an urban corridor of megalopolitan dimensions led by the national capital, Caracas " (p.84)

The oil stage of the country that previously depended on agro-exports brings a significant flow of capital. The Central-North coast where economies of agglomeration, public services, environmental sanitation and competitiveness are prioritized. Therefore, the country went from having a mainly rural population to an urban one, concentrating the population mainly in the Central-North coastal region. Urban growth abandons the foundational plot, the roads determine the urban form relating it to the geography of the city with this, proposals to urbanize the capital arrived.

"Thus, it is verified that the network of forces and internal and external factors are combined in each time to reinforce the historical legacy or give shape to new territorial models. This geoeconomic dynamics in the history of Venezuela, is what determines that today the north-central-coastal region is the one that capitalizes

The social modernization of the country takes a leap in the XX century looking towards capitalist

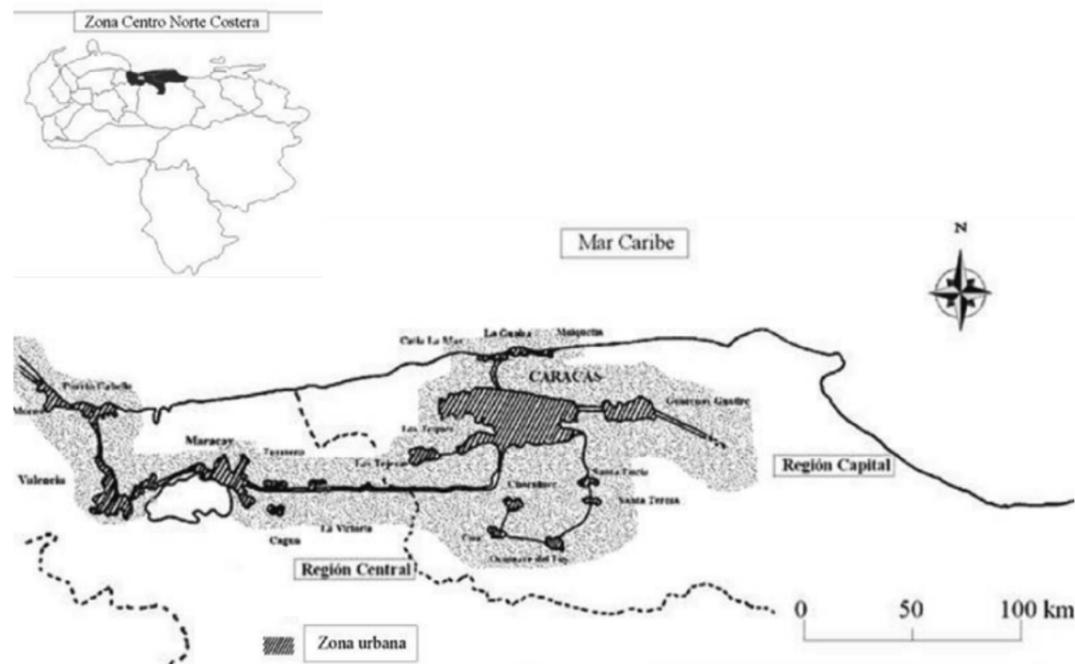


Figure 7: Urban Corridor of central north coast of Venezuela  
 Author: Pulido, 1999



Figure 8: Reurbanización El Silencio, Caracas



Figure 9: 23 de Enero, Caracas



Figure 10: Gran Misión Vivienda, Caracas

industrialization, modernization of agriculture and social and institutional modernization. From 1920 oil surpasses coffee as an export product and stimulates the modernization of the country. The State distributes oil income through wages and salaries, purchases and subsidies of the price of goods and services, public works, commercial policy and industrialization.

The decline in agricultural production and exports results in migration from the countryside to the city, as a consequence, the railway network associated with agriculture declined, consolidating the highway system in 1940 favoring cities and ports. At the end of this year the construction industry experienced a significant development causing an increase of urban land cost.

### Modernization and urban sprawl

With the increase in roads connecting the different cities and the growing demand of housing, the urbanization process gave rise to informal occupation and self-production of housing in neighborhoods. In 1928 the Banco Obrero was founded in order to make it easier for poor workers to purchase a house at a lower cost. One of the most important examples was the Redevelopment of El Silencio, built in 1945 and classified as a cultural asset, located in the center of Caracas at one end of Avenida Bolívar.

In the 1950s, government thinking towards the elimination of barrios generated in Caracas a massive construction of housing blocks, such as Urbanization 23 de Enero, consisting of 52 fifteen-story buildings, with correct solar orientation and ventilation;

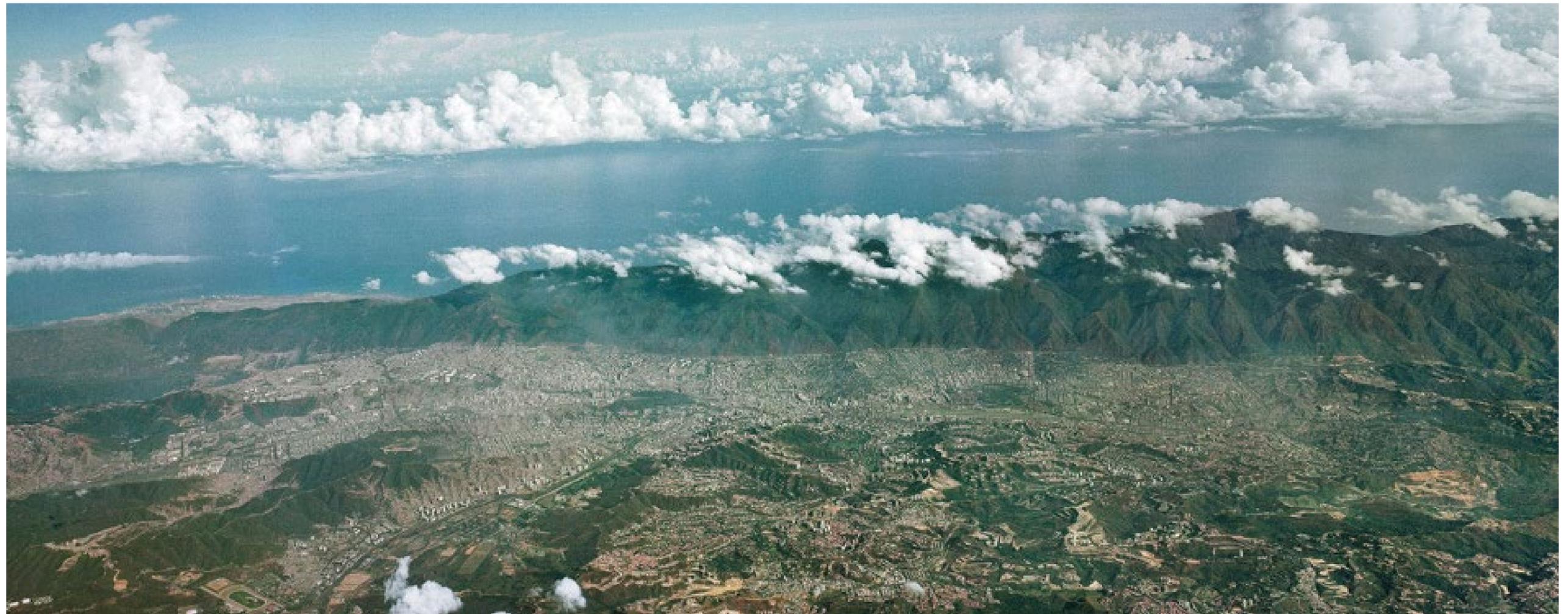
equipped with systems of green areas, kindergarten, shops and courts. The concept based on the CIAM principles that defined Modern urbanism.

The construction of housing blocks were built in many areas of the city, even so, this vision did not solve the problem of housing deficit due to the accelerated urbanization of Caracas. The self-production of neighborhoods is carried out as an extension of the city without minimal services, which makes them depend on the city. Numerous State policies have been applied in order to solve the housing problem. The most recent policy called: Gran Misión Vivienda Venezuela.

Since 2012 "Gran Misión Vivienda Venezuela" policy consisted of locating housing blocks in empty spaces of the city with existing services in the surroundings. This program originated after a landslide due to heavy rains in Vargas state in 1999

has received several criticisms for concentrating on the quantity of housing blocks rather than their quality, ignoring urban planning and worsening the urban life of the cities and citizens where these buildings are located. These models of housing buildings were carried

out as prototypes totally disjointed replica buildings and without a general urban plan to support them and link them with their context. The buildings are, as a result, alien to the place.



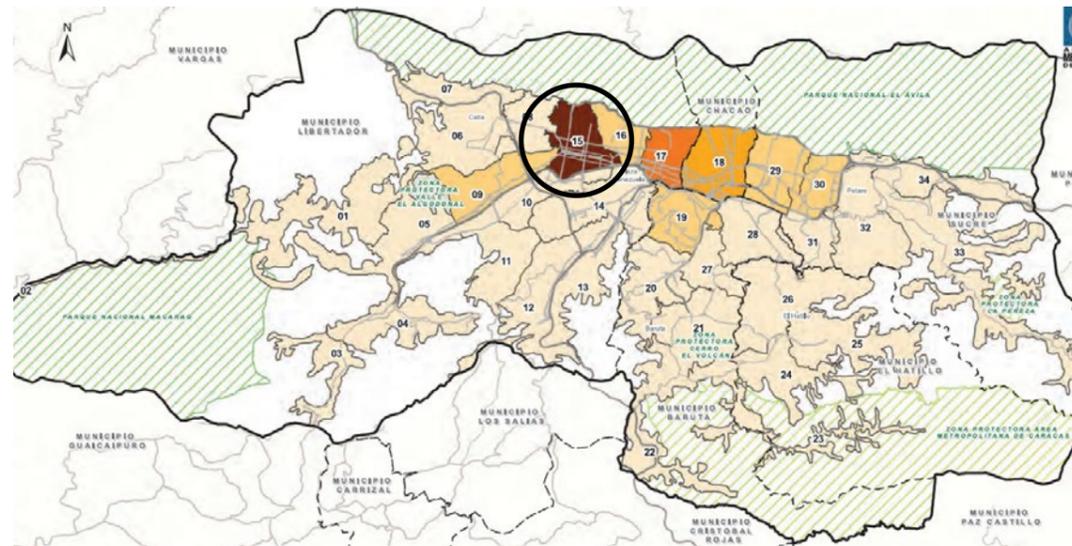


Figure 11: Density of employment: 483 Emp/Ha  
Source: Avances del plan estratégico Caracas Metropolitana 2020

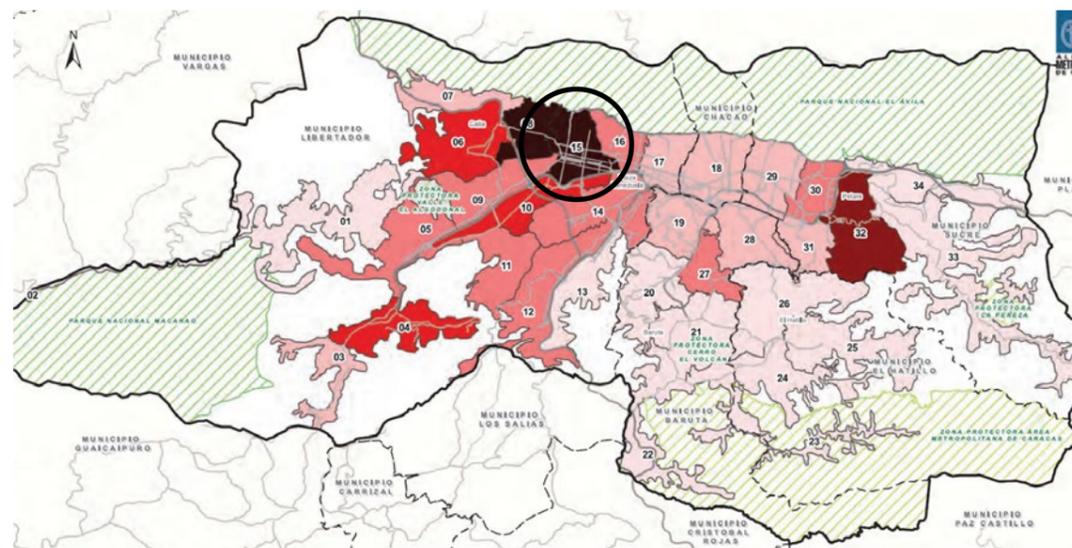


Figure 12: Density of population: 374 Inhab/Ha  
Source: Avances del plan estratégico Caracas Metropolitana 2020

## 1.2. CASCO CENTRAL

Bolivar Avenue, in the center of Casco Central de Caracas is located in the Libertador municipality and is the area with the largest population and density of employment. *"The economic base of the municipality is historically conformed by the functions of capitality ... it is the seat of typically tertiary and higher tertiary activities... fundamentally located in the central area, which make the Municipality the most important financial center in the country and a level exchange center international. However ... the attractiveness of its helmet and its periphery as an attractor of new activities of the tertiary superior has been deteriorating"* Barrios, S (2001).

As mentioned above, the site to be intervened is located in an area of great potential for the city. Next to the historic center, there are also the headquarters of the main public and private companies of the country, financial, tourist, cultural and commercial areas and also the Central University of Venezuela.

Due to this condition more specifically, the axis where

the plots are located has an important architectural contrast, as they summarize various periods the city passed through. This important urban axis has buildings of tourist interest as museums, historical buildings, churches and theaters. Moreover, is one of the municipalities where there is a higher density of employment and population.

As shown in the following plans the commercial and residential are the dominant uses. In addition, the good accesibility with public transport and good connection of the area with the main roads serve as support for the proposal. Even so, the plots to be intervened do not have built architecture that guarantees citizens the enjoyment of the city as a whole. The disconnection of the plots from the axis does not allow the activies carried out to be enjoyed as experiences but as challenges for the day to day citizen due to the lack of services.

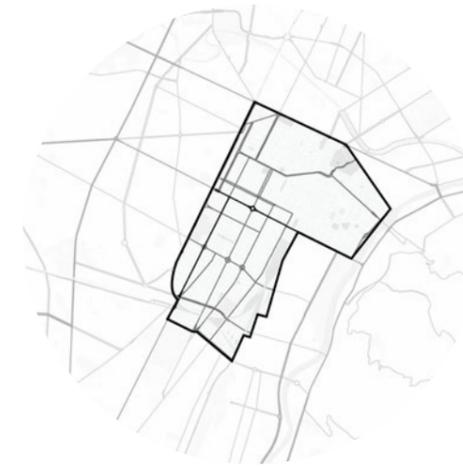
## Density comparison



### CASCO CENTRAL, CARACAS

Population density: 33.500 inhab/  
km<sup>2</sup>

Population: 274.700 inhab.



### CIRCOSCRIZIONE I, TORINO

Population density: 11.217,6 inhab/  
km<sup>2</sup>

Population: 78.523 inhab.



### CUAUHTÀEMOC, CDMX

Population density: 16.414,5inhab/  
km<sup>2</sup>

Population: 531.831inhab.



### DISTRICT I, PARIS.

Population density: 9.531,7 inhab/  
km<sup>2</sup>

Population: 17.443 inhab.



### MADRID CENTRO, MADRID.

Population density:  
25.225,24inhab/km<sup>2</sup>

Population: 131.928 inhab.



### CIUTAT VELLA, BARCELONA.

Population density: 25.159,09inhab/  
km<sup>2</sup>

Population: 103.429 inhab.

# BOLÍVAR AVENUE AXIS

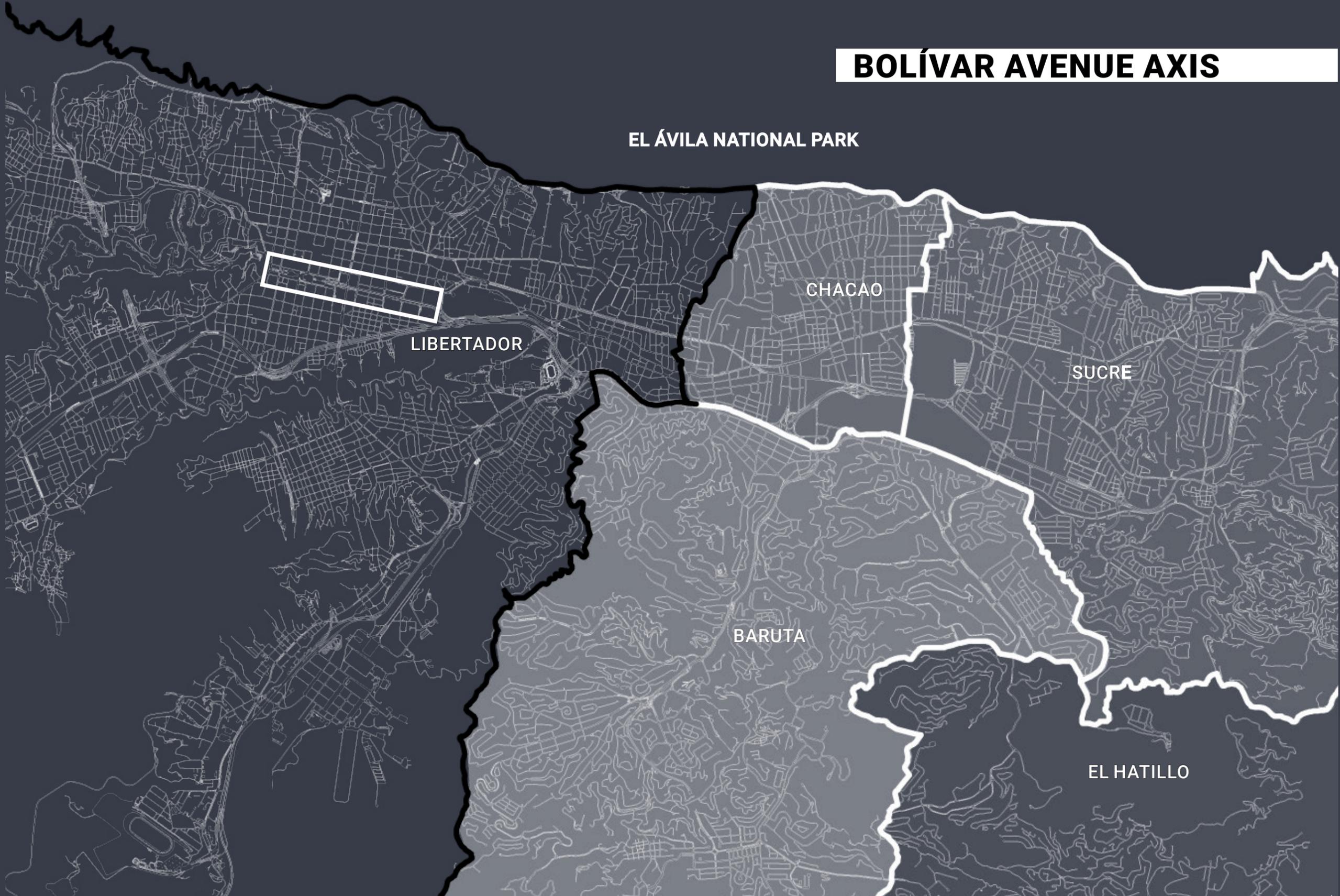




Figure 12: Avenida Bolívar, Caracas 1933.  
Available at: <https://oscartenreiro.com/2014/02/25/una-pequena-historia-necesaria-x/>

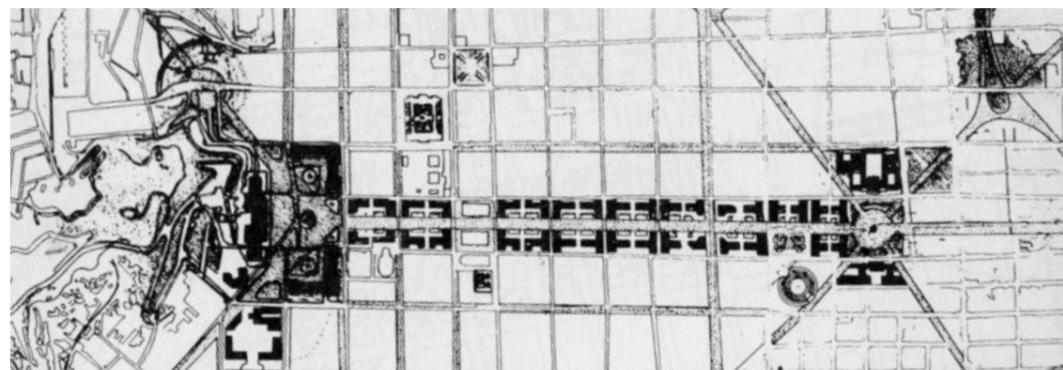


Figure 13: Monumental Plan of Caracas, 1938.  
Source: Cervilla, T. "Los signos del Plan Rotival en la arquitectura de Caracas".

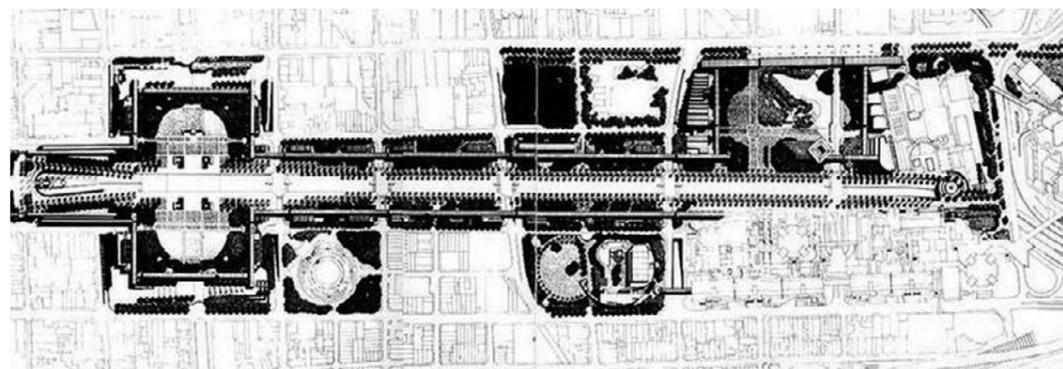


Figure 14: Parque Vargas, 1984.  
Available at: <http://hanniagomez.blogspot.com/2016/02/retroceso.html>

### 1.3. THE AXIS: BOLÍVAR AVENUE

The growth of the city that still conserved the colonial layout required new proposals. The Monumental Plan of Caracas, also known as the Rotival Plan, published in 1939 during the mandate of Eleazar L. Contreras, proposed the organization of Caracas and the planning of its future development, in which Maurice Rotival presents a project for the future development of the city.

In this plan, a new boulevard stood out in the center of the blocks crossing from east to west, complemented by a set of squares along the axis. It was proposed to widen the existing streets in addition to diagonals that connect the center with the new urbanizations of the periphery and the rearrangement of the historic center with a series of squares that connect the Avenue with the Plaza Mayor. The avenue

would end in El Calvario Park and a plaza of the public authorities of the city, towards the east would end in another plaza towards Los Caobos park.

The most important proposals were the Central Boulevard, the architectural conformation of the squares, the heights of the buildings and the image and composition of the monumental new buildings, just as important was the zoning for the city. This plan could not be finalized, but it was used as the basis for architectural and urban transformations in the following decades.

With the economic boom European immigration began, mostly Spanish, Italians and Portuguese arrived due to post-war conditions in Europe. Around the year 1946 the National Road Plan was developed with a network of roads, airports and ports centered in the capital and adding the

automobile as the main mode of transport. The influence of the automobile was such that it made the city's trams and railways stop working.

Urban modernity arrived with the inauguration of Avenida Bolívar, which included various symbolic buildings of the city. In 1951 the Caracas Regulatory Plan was carried out by Francis Violich, Maurice Rotival and Jose Luis Sert, previously approved, with a wider Bolívar Avenue, with levels, underground crossings, pedestrian passages, and underground shops. Even so, the plan left out the pedestrian to give importance to the automobile.

The project had the same premise of public space as urban reform, but it differs from the Rotival Plan by unifying modules of buildings in two or three blocks, ceasing to respect the fabric of the city and moving away from the historical heritage to try to

resemble the city to the modern models. This avenue connected to the main roads of the city gave a new metropolitan dimension to the city by generating a polycentric city.

Later, due to the character of highway that Avenida Bolívar took, in 1984 a proposal for an urban park of 2km long. The Parque Vargas proposed new squares and wide sidewalks for pedestrians of 90 meters wide, designed with the aim of pedestrian crossing from El Calvario Park to the center west with Los Caobos Park to the center-east of the city, passing through the squares O'Leary, Caracas, Ibarra, Justicia, Area and Museos, recovering the character of the original avenue, unlike the expressway it converted into. The architect in charge of the project, Carlos Gómez de Llarena, sought to recover the idea of a corridor through a system of pedestrian spaces providing the blocks with gardens and wide tree-lined walkways that accompany the architecture with

pedestrian galleries at the same time connecting north-south with pedestrian underground passages.

1.4. URBAN ANALYSIS

GROUND USES

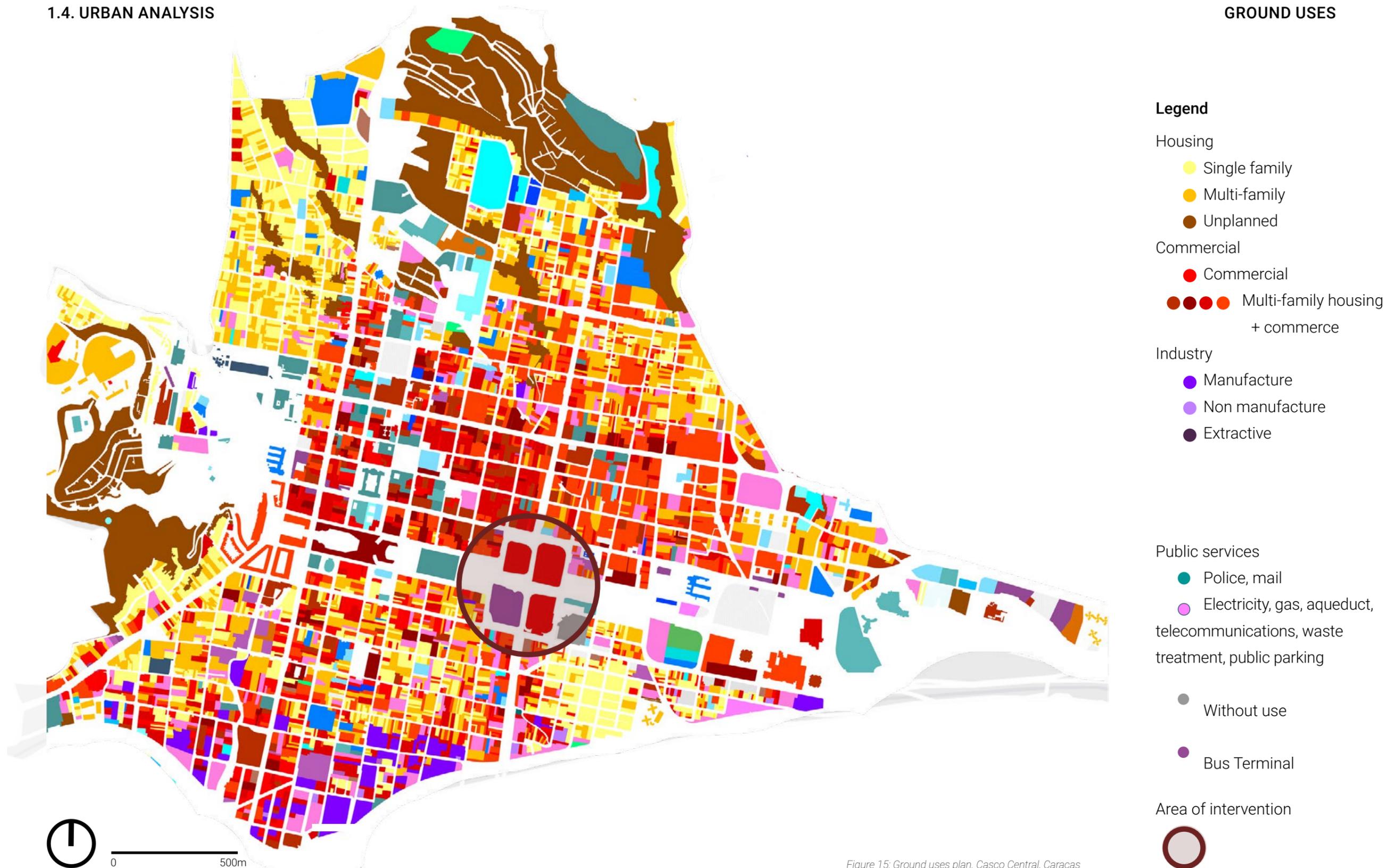
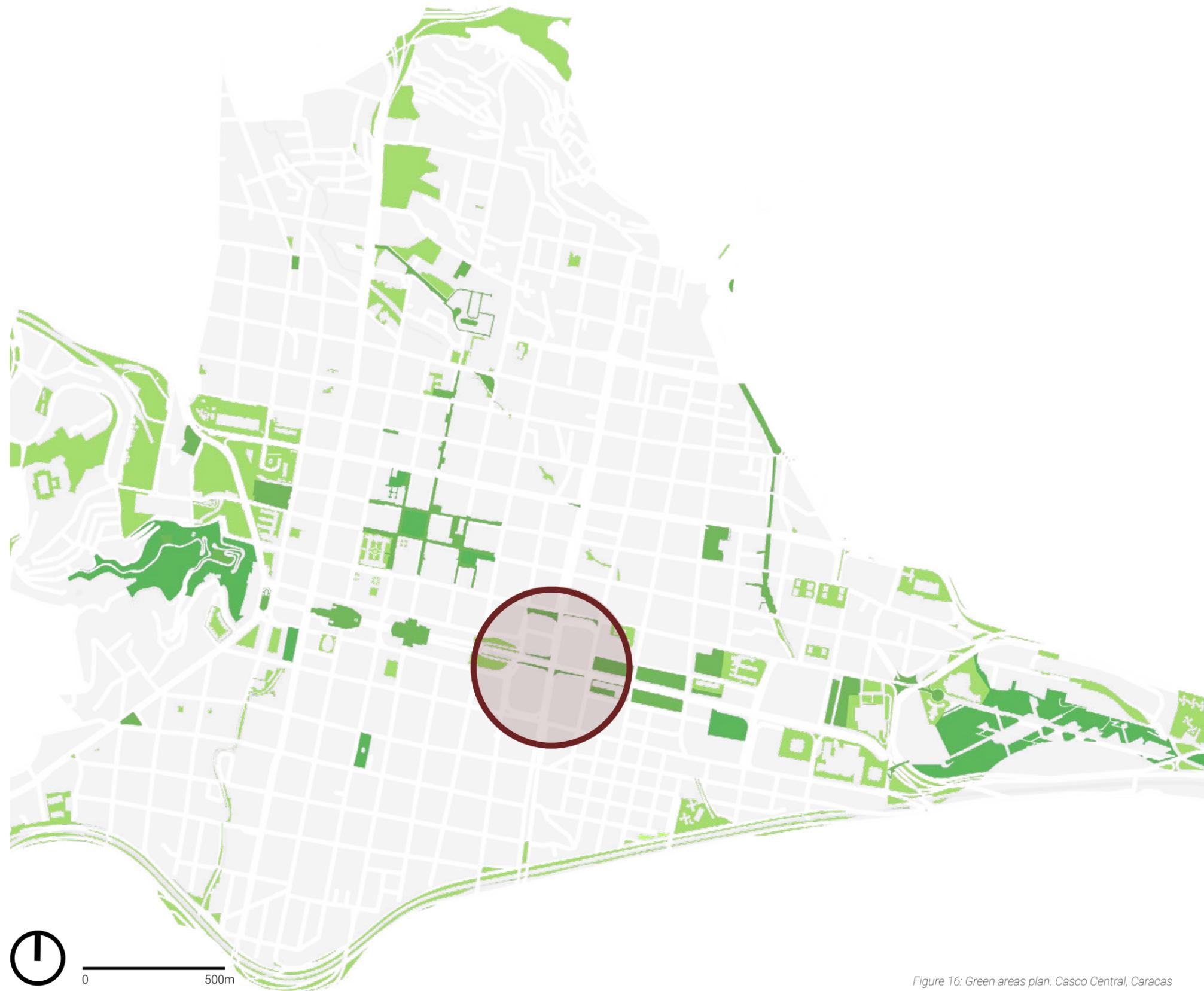


Figure 15: Ground uses plan. Casco Central, Caracas



**GREEN AREAS**

**Legend**

- Natural
- Park and boulevard
- Square

Area of intervention



Figure 16: Green areas plan. Casco Central, Caracas

# MORPHOLOGICAL PLAN



## Legend

- Site buildings
- Context buildings
- Public space



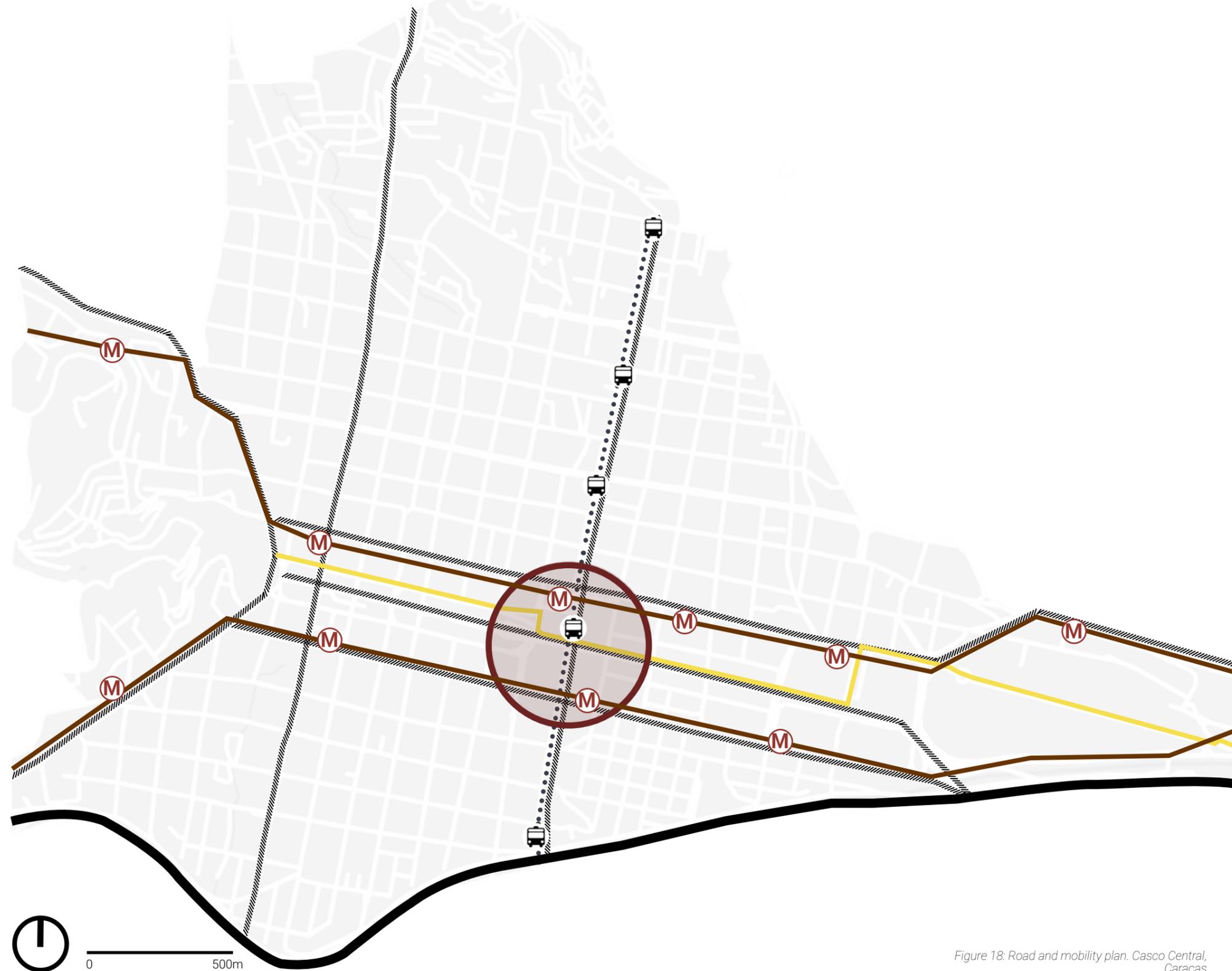
0 500m

Area of intervention



Figure 17: Morphological plan. Casco Central, Caracas

# ROAD AND MOBILITY PLAN



## Legend

- Underground Metro
- Bikeway
- Bus Caracas
- Metro Station
- Bus Station
- River
- Highway
- Main road

Area of intervention



Figure 18: Road and mobility plan. Casco Central, Caracas

## BUILDINGS OF INTEREST

### Legend

- National historic monument
- Cultural
- Governmental
- Residential
- Context buildings

### Area of intervention

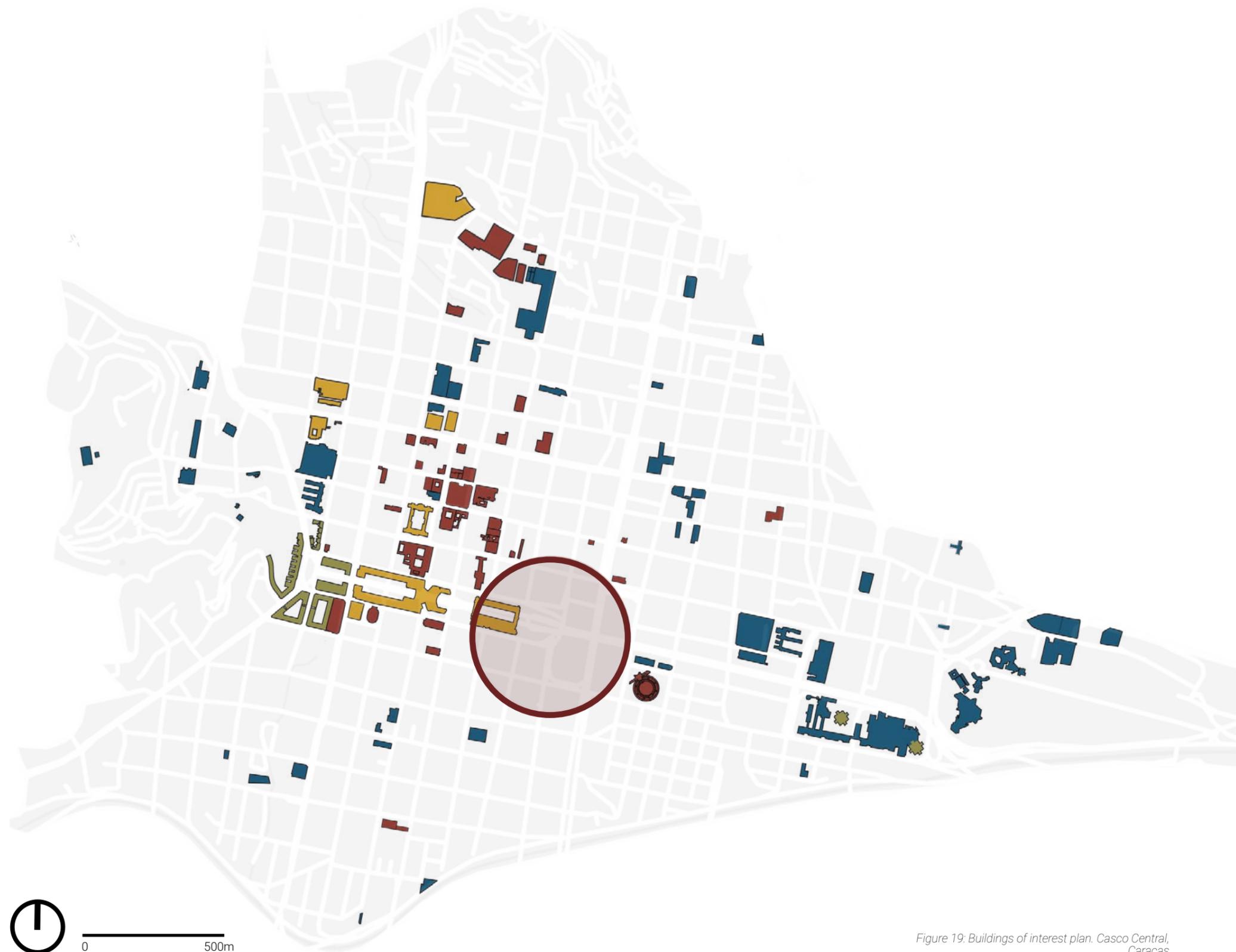
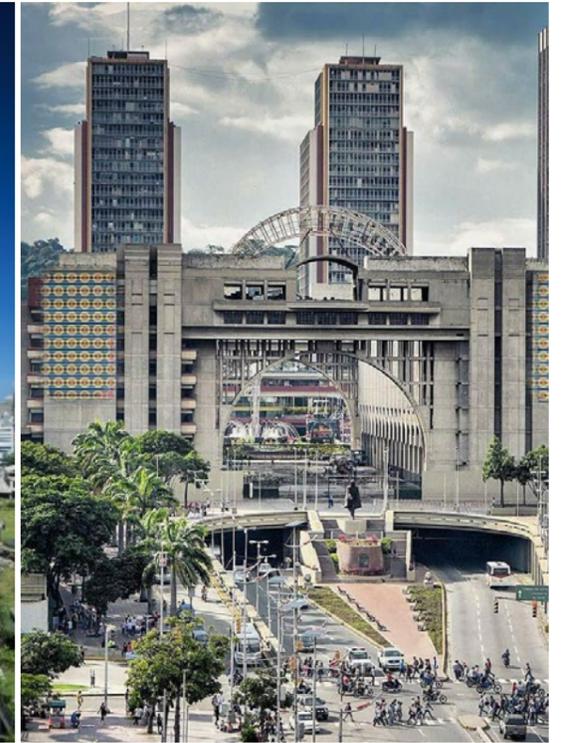


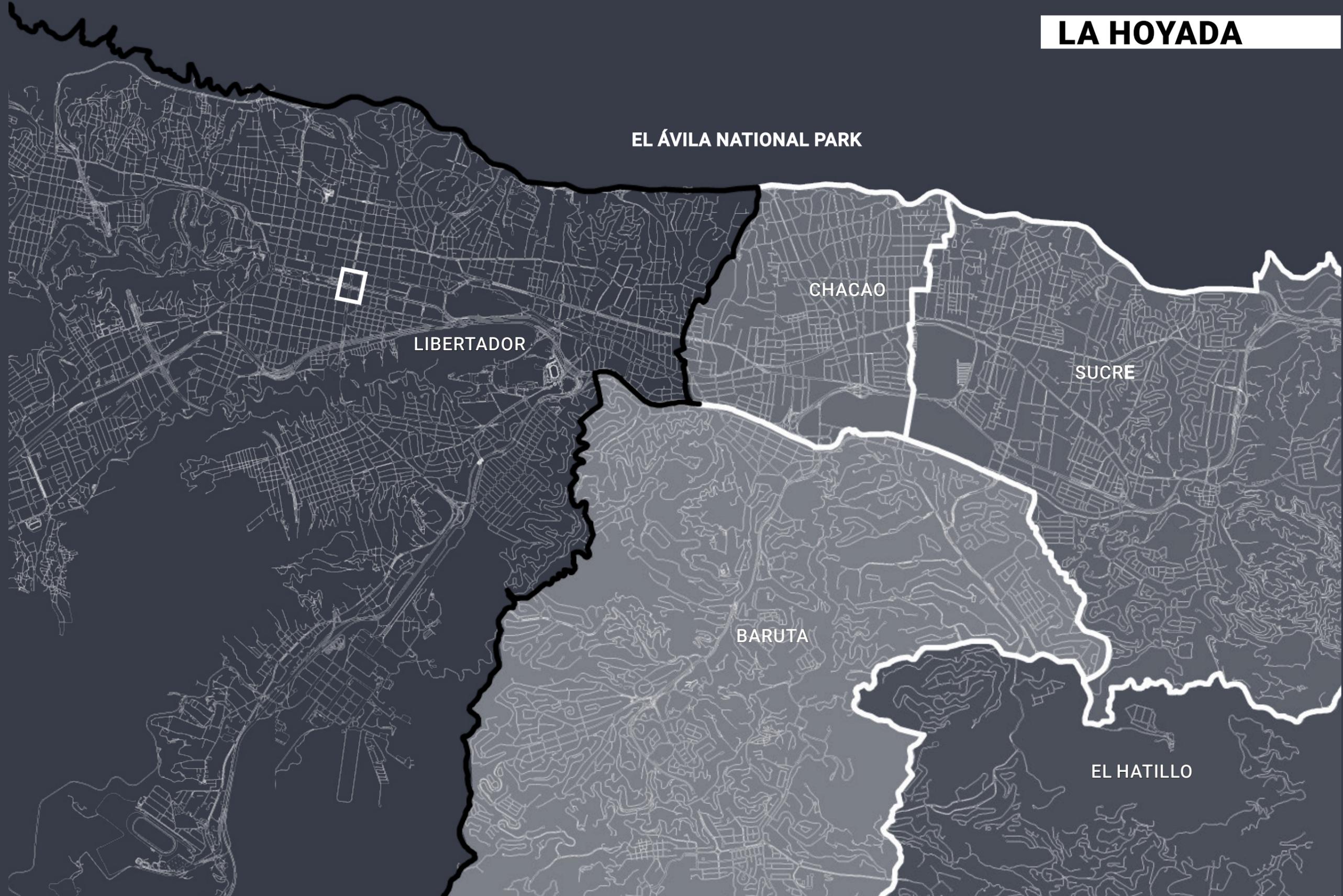
Figure 19: Buildings of interest plan. Casco Central, Caracas



0 500m



# LA HOYADA



1 km   
45

## 2. LA HOYADA



Figure 20: La Hoyada, ca. 1950  
Source: Museo de Artes y Ciencias Fotográficas y Audiovisuales de Caracas

### 2.1. STATE OF THE ART

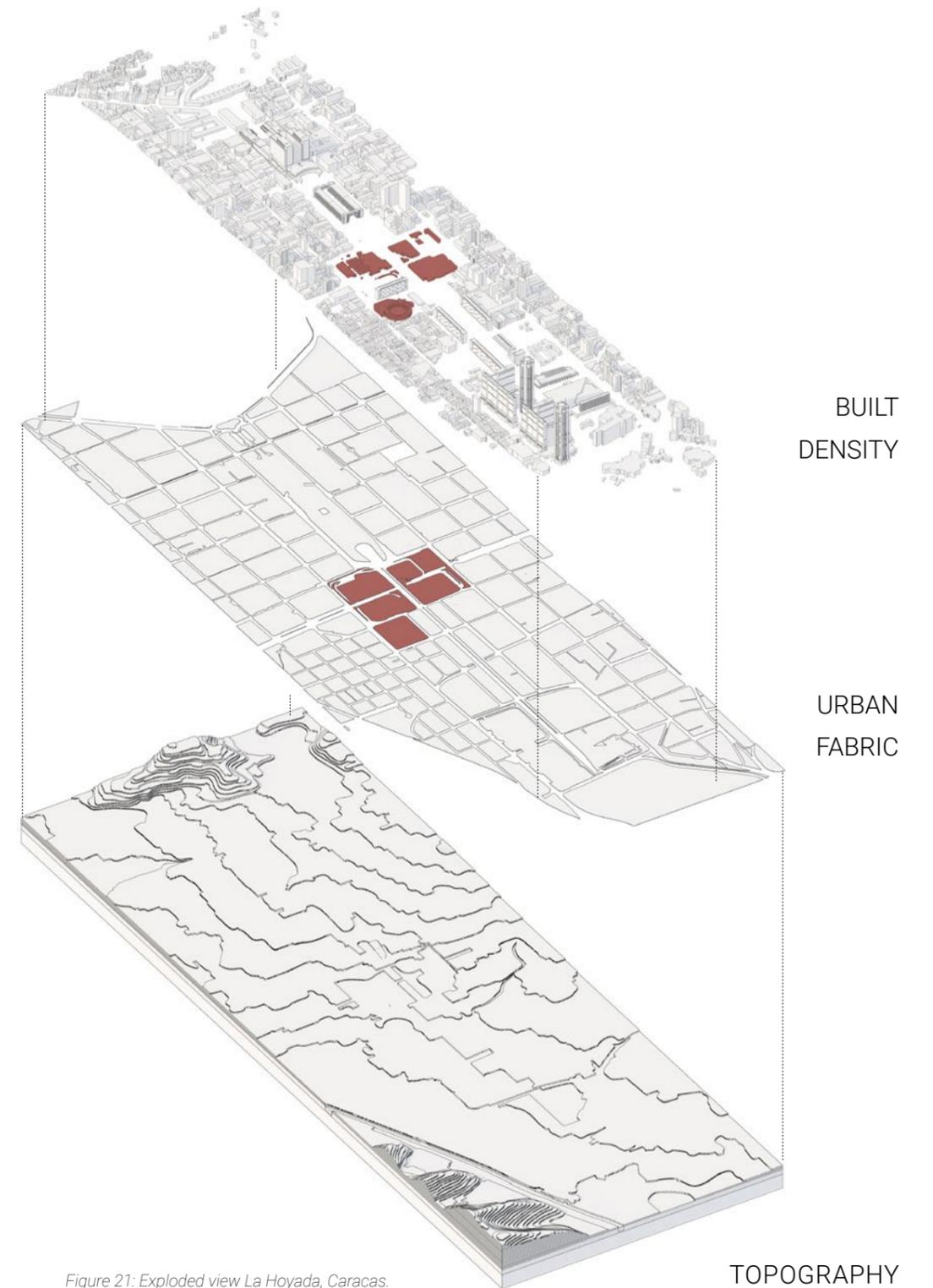


Figure 21: Exploded view La Hoyada, Caracas.

TOPOGRAPHY

La Hoyada is a sector of the city of Caracas, it receives this name from the depression of the land where it is located. Also called "El Trebol", in English, The Clover de la Hoyada for its shape and location in the center of the capital. The urban landscape is made up of contrasts in its architecture where colonial buildings coexist with buildings from more recent times.

This sector is of great economic importance due to the activity that takes place there, its proximity to the main headquarters of public and private companies, as well as to the tourist, cultural and commercial areas of the Libertador Municipality. In addition to the good connectivity it has, since two different subway lines border the plots, making it an area of great accessibility linked to several stops of the Bus Caracas transport.

This area of the city has suffered a urban deterioration, being underused throughout the

years. Retailers using the space were the first to recognize the business opportunities the area offers and the changing demands of consumers. Even so, the lack of commercial organization, infrastructure, services, adequate parking for cars does not allow to provide a greater range of products and the provision of adequate services, as well as a more attractive shopping environment and a safer environment for users.

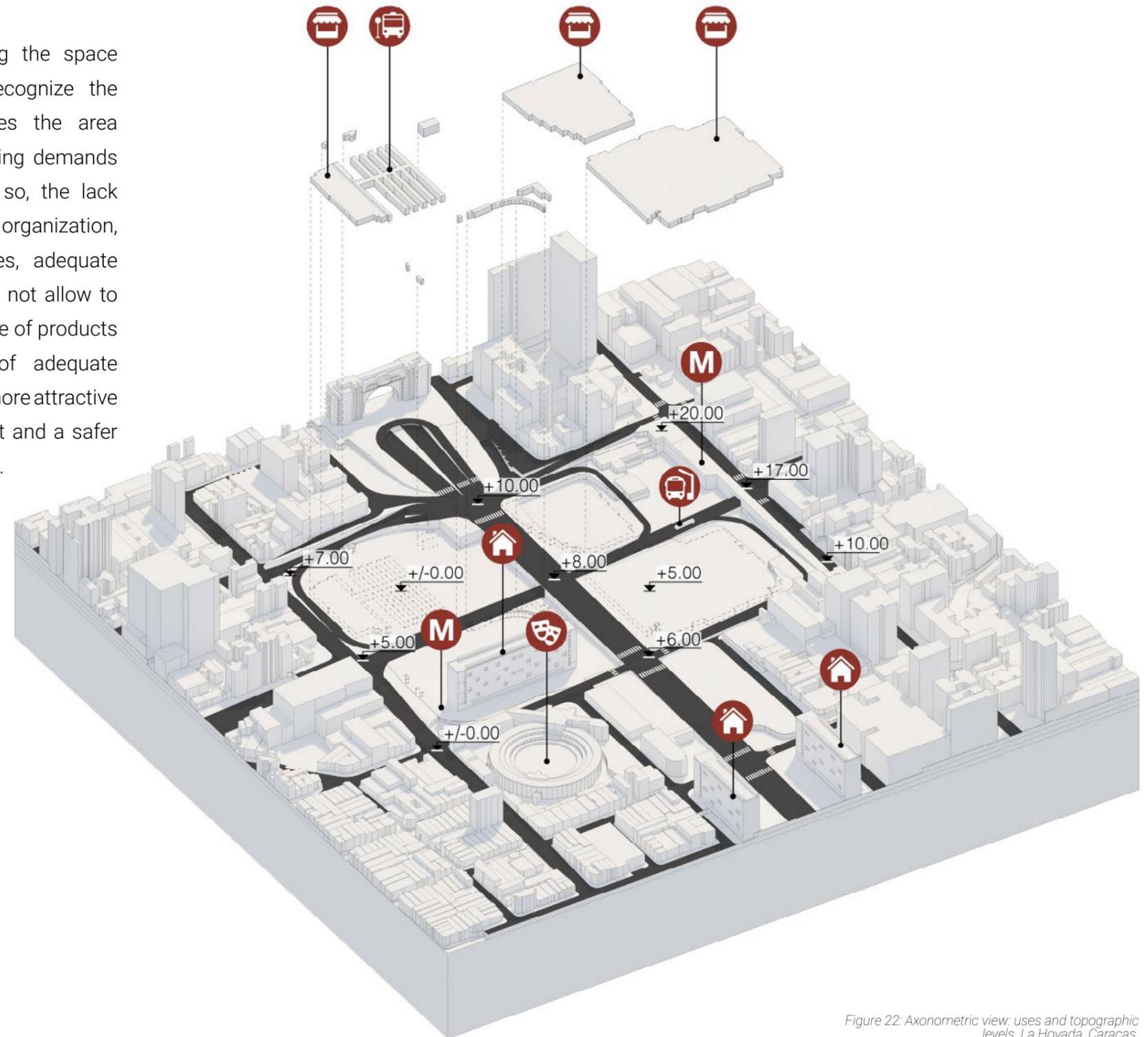


Figure 22: Axonometric view: uses and topographic levels. La Hoyada, Caracas.

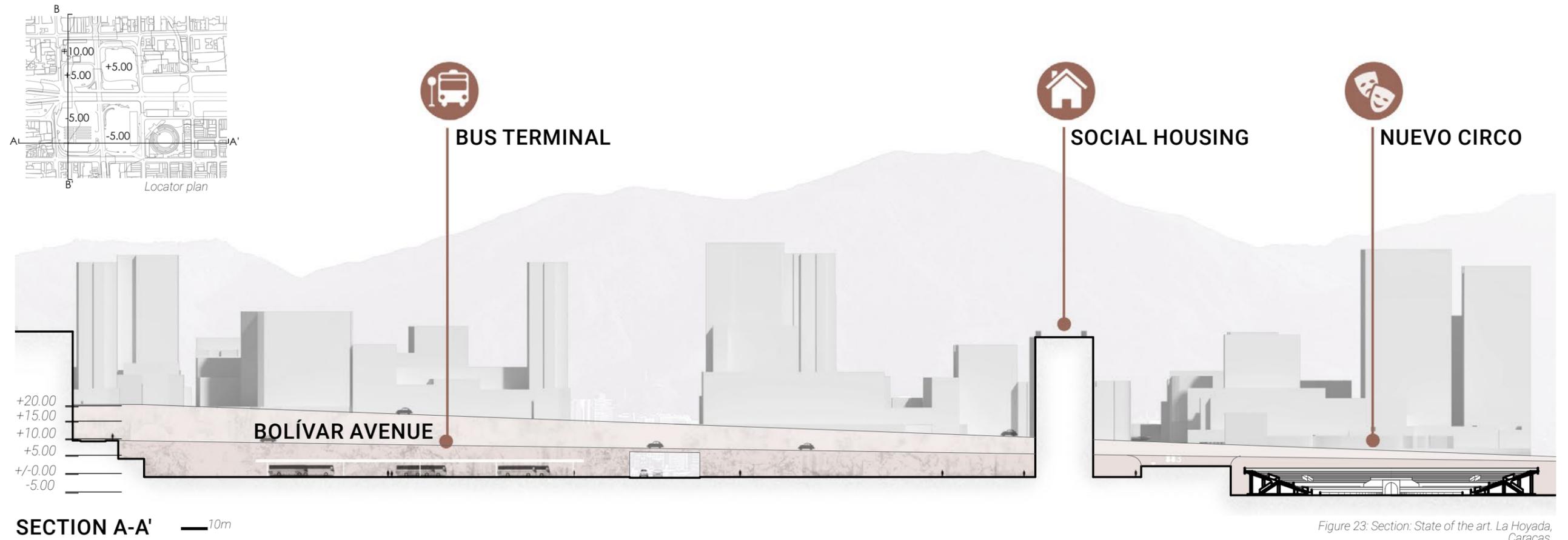


Figure 23: Section: State of the art. La Hoyada, Caracas.

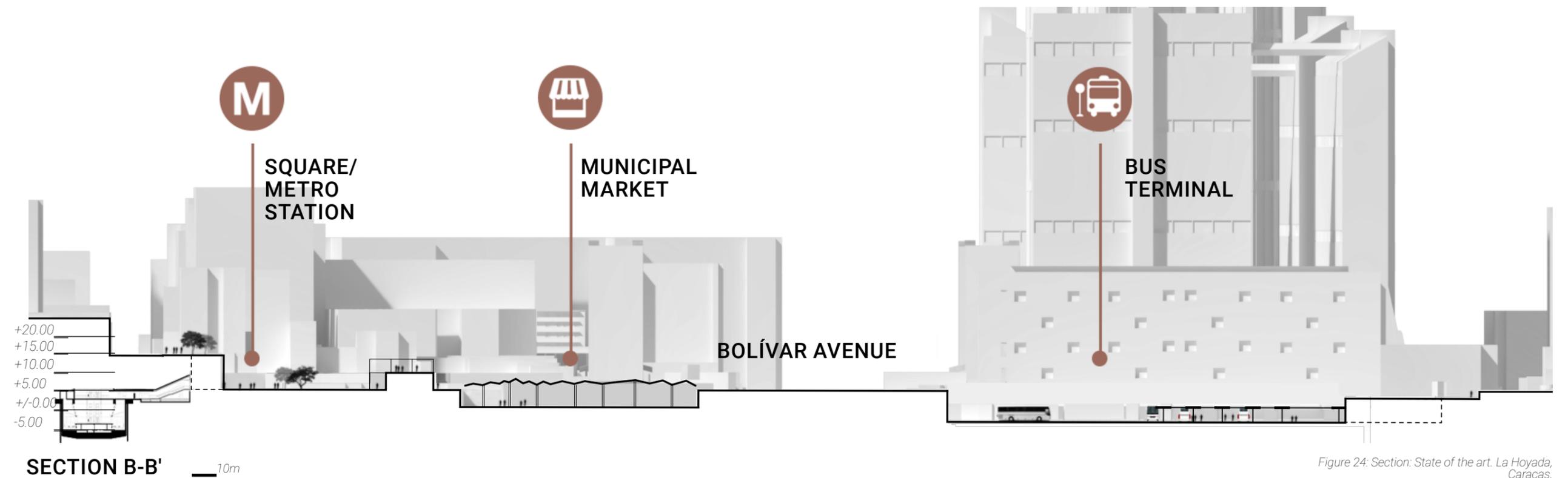


Figure 24: Section: State of the art. La Hoyada, Caracas.

### La Hoyada Market

The market has always been present as a public space of interest for citizens it has been perpetuated in the memory of the city since its foundation. Since the founding of the city in 1657, the

Main Market was held in the Plaza Mayor, now Plaza Bolívar due to its central quality. In this market, food, fish, fruits, sweets, newsprint, fabrics, footwear, building materials, animals were sold along with the services of shoemakers, carpenters, dentists, grinders. Due to the growth of commercial activity, arcades were built to

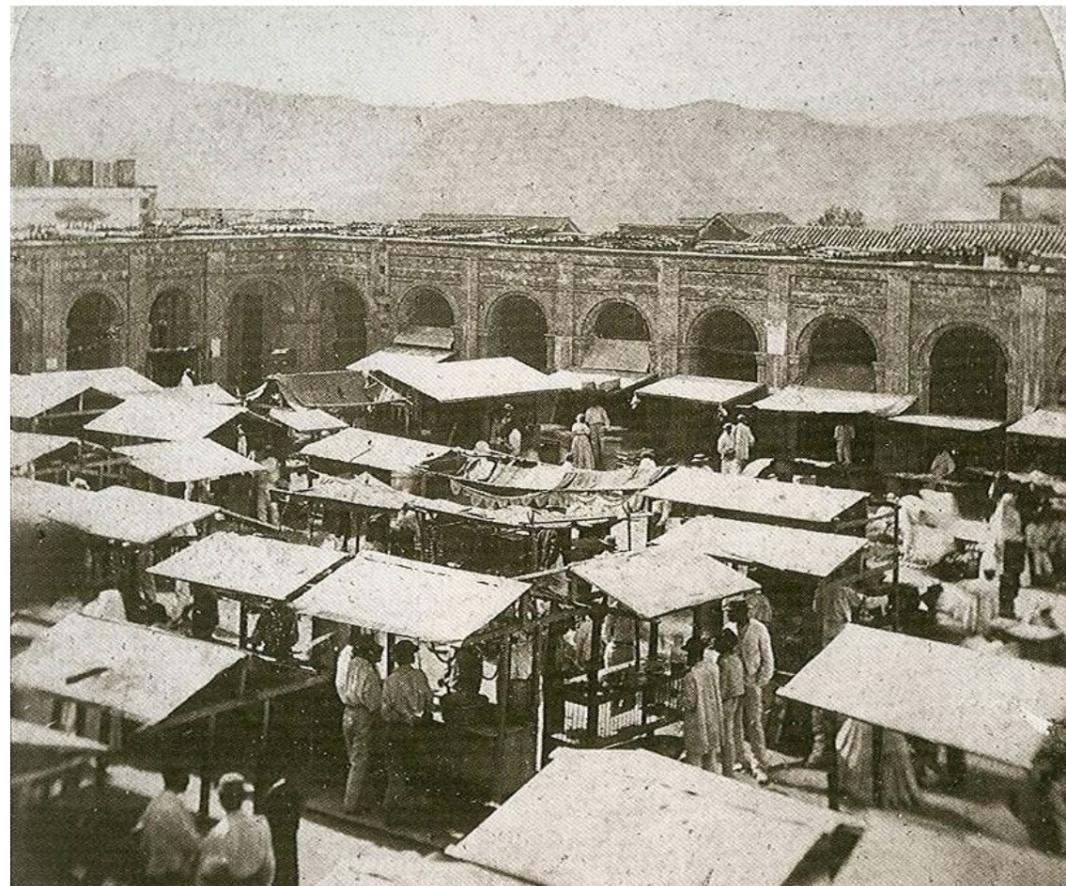


Figure 25: Plaza Mayor de Caracas, 1866  
Author: Federico Lessmann. Available at: <https://prodavinci.com/federico-lessmann-un-recorrido->

contain the market and separate it from the main buildings.

Later, due to population growth, fixed stands were built within the portals for those vendors who were located on the streets. At the beginning of the 19th century, the number of vendors increased and the limits that had been established previously were not enough. In the same way, tax collection became difficult and health was beginning to be an issue.

This market continued to develop until 1870 when merchants were evicted due to the start of construction in Plaza Bolívar. This market moved to Plaza San Jacinto. As mentioned above, starting from 1937, the colonial model was broken with the arrival of the automobile, leaving the pedestrians aside, new public buildings appeared in the center of Caracas. With the Rotival Plan, value was added to the plots of the central core giving it a productive

and governmental role beyond being a historical representation.

In the 70's the plot where La Hoyada market is currently located used to be an open parking lot. Nowadays La Hoyada is a reference point in the center of the capital with a concentration of commercial, business, institutional and symbolic-cultural activities.

The Hoyada market previously occupied a plot, from 2006 merchants (peddlers) began to sell their merchandise in the Luis Narváez square at the exit of La Hoyada metro station next to the market due to lack of space. As they were relocated the market currently occupies two plots.



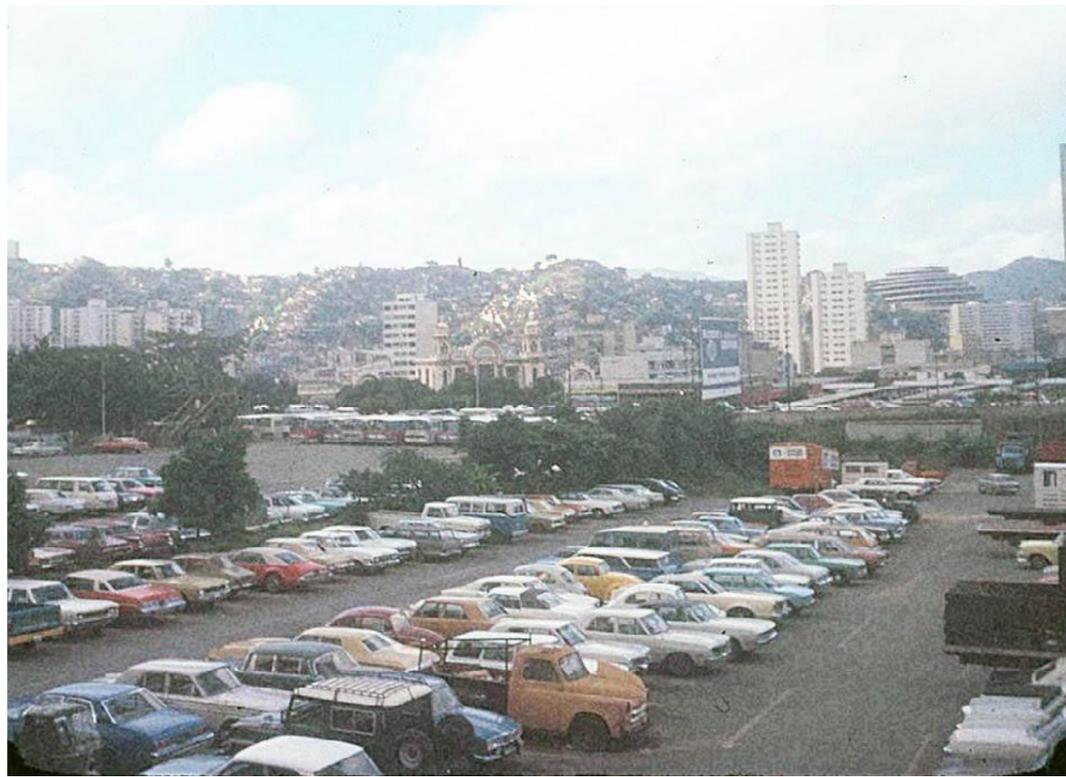


Figure 26: Parking lot ca. 1970.



Figure 27: Current situation. La Hoyada, Caracas.



Figure 27: Nuevo Circo. La Hoyada, Caracas.  
 Available at: <https://elestimulo.com/el-viejo-nuevo-circo-de-caracas/>

### Nuevo Circo Building

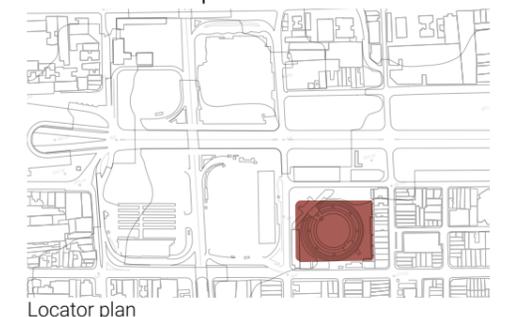
On the land of the old municipal slaughterhouse the Nuevo Circo de Caracas was built in 1919 by the architect Alejandro Chataing and Luis Muñoz Tébar with a capacity of 12.000 spectators for bullring and equestrian shows as a replacement of the old Metropolitan Circus. The architectural expression is focussed on the main facade with two side towers in the entrance inspired by the spanish bullrings in neo-Moorish style was built in concrete with metal beams.

Currently there are no bullfights, the purpose for which it was built , in 1997 was the last one held in Nuevo Circo. For many years it was the center of entertainment in the capital, also functioning as a theater, cinema, operas, boxing and stage for political rallies. A place where the people would enjoy culture.

With the inauguration of the

Poliedro de Caracas in 1974, Nuevo Circo was displaced and closed in 1987. In 1998 it was declared "Asset of Cultural Interest of the Nation". In 2005, a restoration project began commissioned by the Mayor's Office of Caracas through the Metropolitan Institute of Cultural Heritage of Caracas where the facade was recovered, this was part of a bigger project for the revitalization of the building and new adjustments with new buildings in the perimeter to complete the block.

The building is currently in the hands of the Mayor's Office of the Libertador Municipality and the endogenous Nucleus of Cultural Development de Caracas operates in the facilities where dance, theater, music, audiovisual arts and circus arts workshops are held.



Locator plan

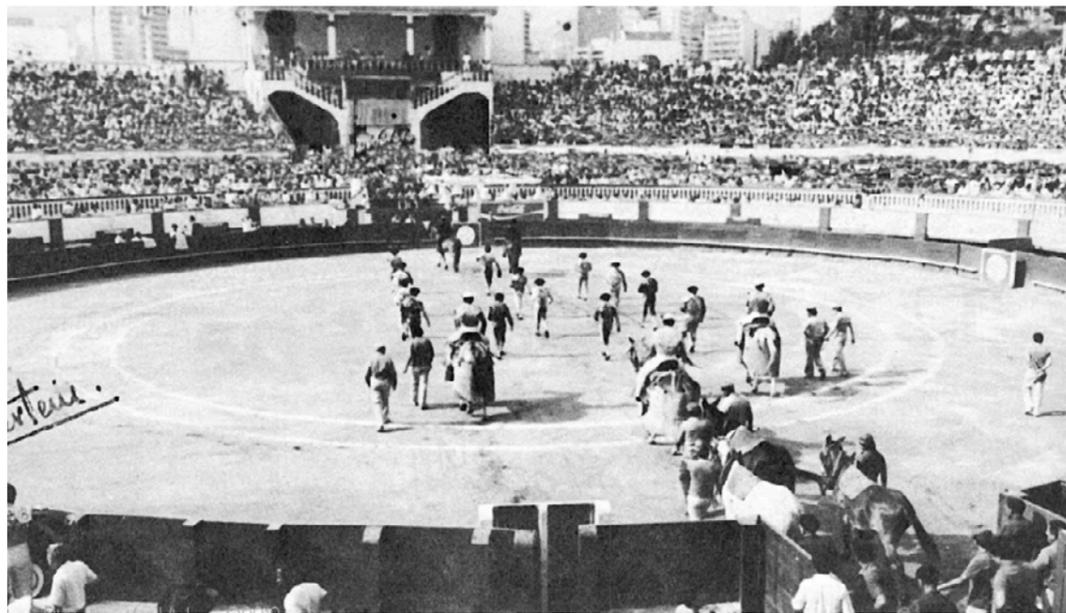


Figure 28: Nuevo Circo. La Hoyada, Caracas, ca. 1981  
Available at: <https://lostorosycultura.blogspot.com/2018/05/>



Figure 29: Nuevo Circo Facade. La Hoyada, Caracas.

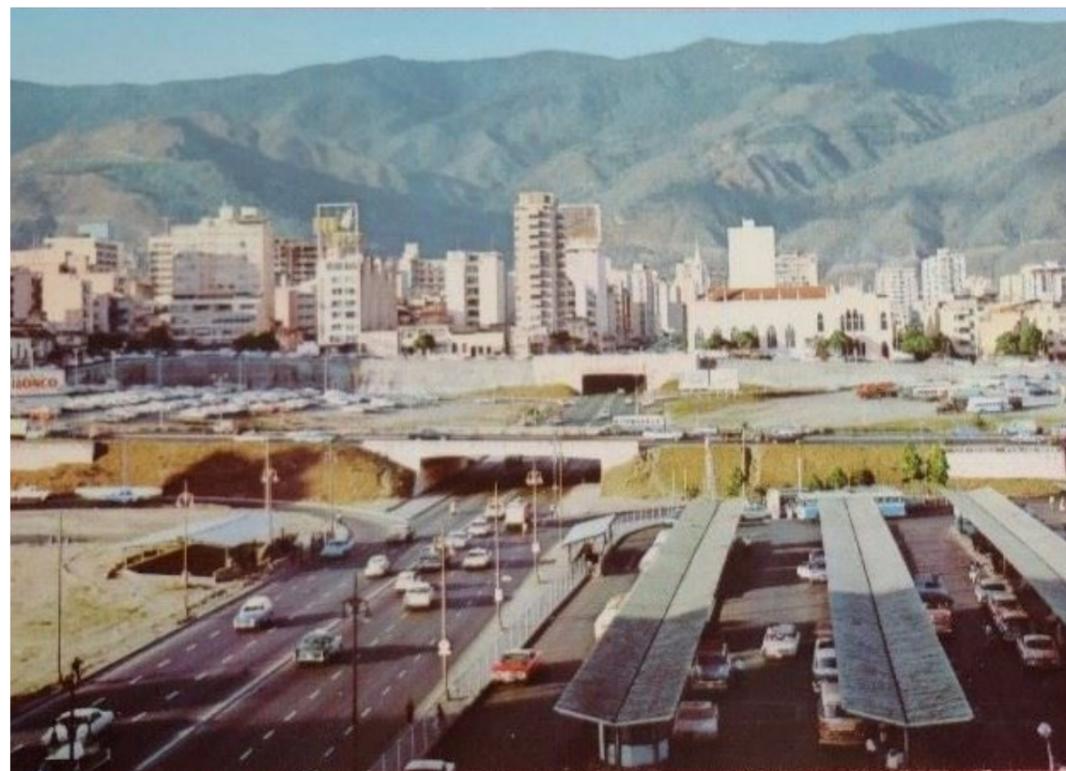


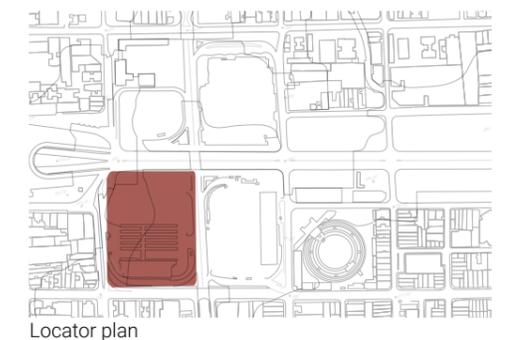
Figure 30: Nuevo Circo bus terminal. La Hoyada, Caracas, ca. 1960.

### Nuevo Circo bus terminal

The bus terminal construction was completed in 1962, located in front of the Nuevo Circo Bullring from where it takes its name. Since the beginning it was the main passenger terminal in Caracas. From here all the extra-urban collective transport routes departed towards the center, east and west of the country.

The terminal occupied two plots south of Bolívar Avenue. In 1993 due to the construction of Terminal de Oriente that carries out the transportation to the east of the country, the routes were reduced and when La Bandera terminal which covers the routes to the west of the country was built in 1998, the east wing of Nuevo Circo bus terminal was demolish. The capacity of the remaining terminal was reduced covering only medium-distance roads.

Currently, the east plot is occupied by a social housing building belonging to the Gran Mision Vivienda Venezuela and the exit of the Nuevo Circo metro station.



Locator plan



Figure 31: Aerial view La Hoyada, Caracas.



Figure 32: Nuevo Circo bus terminal, Caracas.

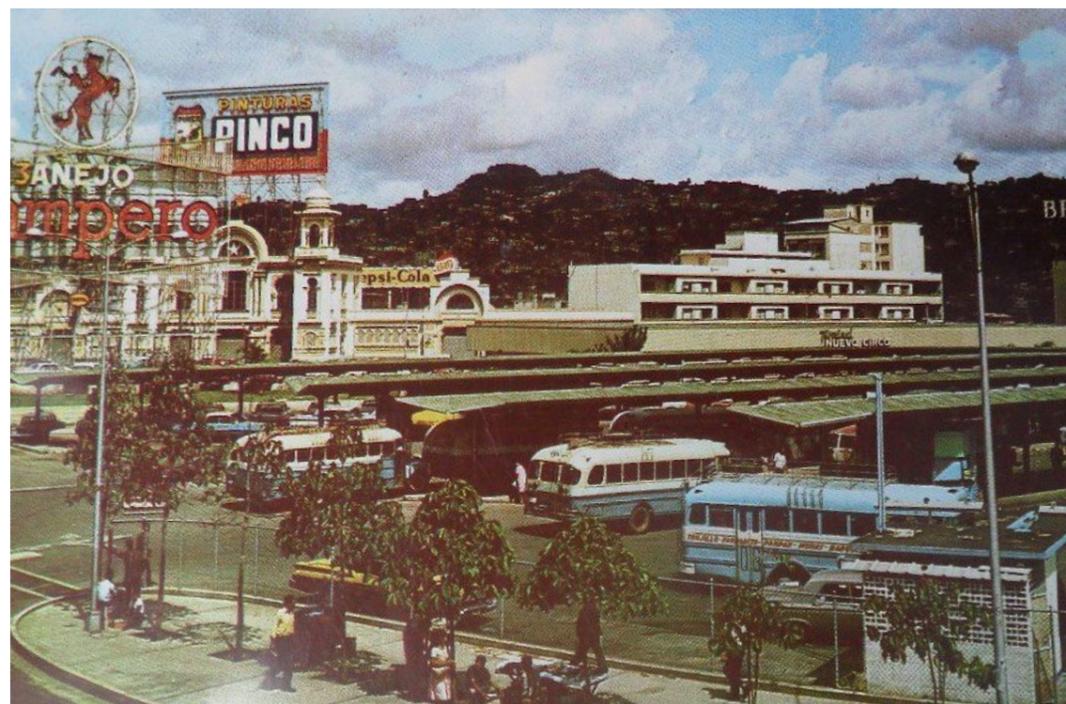
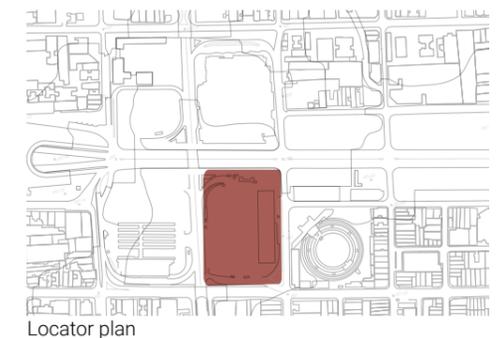


Figure 33: Nuevo Circo bus terminal. La Hoyada, Caracas, ca. 1960.

### Gran Mision vivienda (Social Housing)

In the southeast plot that previously occupied by the east wing of the Nuevo Circo terminal, a building for social housing was built after the aforementioned terminal was demolished due to the construction of the Terminal de la Bandera. In 2011, due to a new state policy "Gran Mision Vivienda Venezuela" (GMVV), as a response to the demand for housing and the growth of the population, social housing buildings were placed in the empty spaces of the city.

This social housing building, like others located on the same Bolívar avenue, did not have urban planning, without increasing the urban facilities or services necessary to meet the needs of the new inhabitants, fostering urban decay.



Locator plan



Figure 34: Social housing (GMV), West facade.  
La Hoyada, Caracas.



Figure 35: Social housing (GMV), East facade.  
La Hoyada, Caracas.



Figure 36: Nuevo Circo Metro station.  
La Hoyada, Caracas.

### 3. URBAN REGENERATION STRUCTURE

Even if there are no steps to follow to achieve and guarantee the urban regeneration of an area as mentioned by Tallon, A. (2013). in *Urban regeneration in the UK* (p. 6). Routledge. " *Due to its nature and practice, urban regeneration is far from being a completely fixed set of guiding principles and practices, and does not have a proven or well-established track record of success.*" A framework is embodied to guide the evolution of this proposal contextualized by the setting and the geography where it is developed.

*"Urban regeneration is an outcome of the interplay between these many sources of influence and, more importantly, it is also a response to the opportunities and challenges which are presented by urban degeneration in a particular place at a specific moment in time. This should not be taken to suggest that all urban problems are unique to a particular town or city, or that solutions advocated and attempted in the past have little relevance to the circumstances of the current day, but it is the case that each urban challenge is likely to require the construction and implementation of a specific response."* Roberts, P., & Sykes, H. (1999). *Urban Regeneration* (p. 9). Sage Publications.

The proposed framework will work in favor of the integration of blocks with the city taking into account general requirements linked to the previous urban policies applied, instead of treating them as an isolated object, exploiting the potential of the existing conditions to achieve urban regeneration adding physical, economic, social and environmental value to the area.

The goal is to counteract urban decay and improve the urban

quality of the area **through the introduction of the plots to the city system through the integration on the continuous public domain of local activities and different uses based on an analysis of the current urban scenario.** In *Urban Regeneration* the city should be conceived as the core instead of the borders or boundaries of a plot.

#### 3.1. INTEGRATION

The city is a system where all the activities take place and the articulation between them, the surface of public space, as described by S. Rueda (2001) "*The city is, in essence, the meeting of complementary ones. It is the meeting of different uses and functions that work synergistically maintaining the urban organization in a dynamic way. In the city, the meeting place and the meeting place is the public space.*"(p.123). Then, the public space is the surface to achieve the integration of the plot to the city as a possible catalyst for

an integrated urban regeneration

The definition of integration is the action or process of combining two or more things effectively into an integral whole, a larger unit that works successfully. Now, an architectural definition: is a process of **conciliation of the conflicting needs** of the context, understood as the environment not only physical or geographic but also historical, cultural, social, economic and environmental context that seeks to articulate the tangible and intangible environment through which it can be possible, to in this case, make urban regeneration possible through an integrative process.

The integration is sought through **the continuous public domain as the articulation between needed local activities of the place at a given moment and time**, in this case, mixed uses, emphasizing mainly on retail to obtain economic benefits that can later be invested in services, public space and

citizens, being consistent with the history, culture, landscape and architectural typology of the place promoting the existing identity of the place.

### CONTINUOUS PUBLIC DOMAIN

The continuous public domain is the container of civic life, understood as the urban **surface that structures** the conditions to **promote new relationships and interactions** between not only objects and spaces, but also dynamic processes, events and people that move through it. Wall, A (2002) in an essay title "Programming the urban surface" refers to the urban surface as "*the extensive and inclusive ground-plan of the city, to the "field" that accommodates buildings, roads, utilities, open spaces, neighborhoods, and natural habitats. This is the ground structure that organizes and supports a broad range of fixed and changing activities in the city. As such, the urban surface is dynamic and responsive; like a catalytic emulsion, the surface literally unfolds events in time*"

The aim is to achieve an **uninterrupted continuity** with an "*increased capacity to support and diversify activities in time, even, activities that cannot be determined in advance.*" Wall, A (2002) continuity is the product of the **absence of limits** that allows the relationship between two spaces, as the surfaces supports a universe of activities they have to be thought as a whole, a system, beyond the limits of individualism. One of the most important aspects of this public area must be in the public domain, this means that it must be **available to all those citizens** who want to own and make use of it thinking carefully about how public life relates to spaces

### COMMERCIAL ACTIVITIES

Since the beginning of the city, the public space has been the stage of markets for the sale and purchase of products, the open squares were the preferred spaces for these exchanges.

Commercial activity has played an important role all over the world, being a figure of attraction for the population. **Markets are a reflection of the changes that cities went going through, from their economic growth to building innovation, as well as the representation of the public and social interaction.**

*"The markets, more than simple spaces for buying and selling in the daily supply, are a synthesis of the culture and history of a region, as well as of the commercial relations with its neighbors. Historically, not only products have arrived at these sites, but uses and customs, artistic forms, knowledge and different ways of seeing the world."* Mercado P{ublico Matamoros, Arquine

As for the role of commercial activities in urban regeneration Claxton, R., & Siora, G. (2008) point out the importance of retail-led regeneration "*Retail-led regeneration is an important mechanism to revitalise communities by providing jobs, promoting economic*

*growth and creating attractive places to draw people into an area. It also has an important role to play in place-making as an element of wider urban regeneration.*" as well as provide residents with "*opportunity to access a range and choice of retail facilities*". Adding to this the advantages of population concentration and the ease of transportation offered by the city centers as potential for urban regeneration, attracting further development and exposing the viability of the location as a catalyst.

The mixed uses of the land simultaneously increase the day and night vitality of the regenerated areas, guaranteeing the continuous use of the spaces and, as a result, providing security to the users "*Evans (1997) noted that ingredients for a successful town or city centre include a mixture of land uses; housing uses; social functions; economic vitality; good transport and accessibility; amenities; a secure, safe environment; the promotion of arts, culture and heritage; and environmental sustainability*" (Tallon, 2013)

### 3.2. COMMERCIAL ACTIVITIES TYPOLOGIES

Nowadays, it is possible to recognize commercial establishments that share similar characteristics when walking the city and how these feed into the public space. The classification may vary according to the surface area, the way of sale, the variety of

products and their relationship with other establishments. In addition to this classification, it is important to take into account the location in the city, the relationship with urban preexistence, the typology as a container for commercial activity, and the dynamics with the public space.

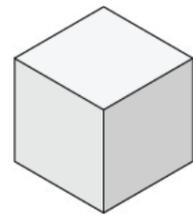
#### Business establishments by configuration

##### individual establishment

Everyday products

Non-everyday products

Multipurpose establishments



##### Collective establishment

Shopping mall: mixed shops

Commercial passage: share common spaces and certain services

Municipal market: public ownership made up of small establishments

Mobile market: demountable commercial facilities

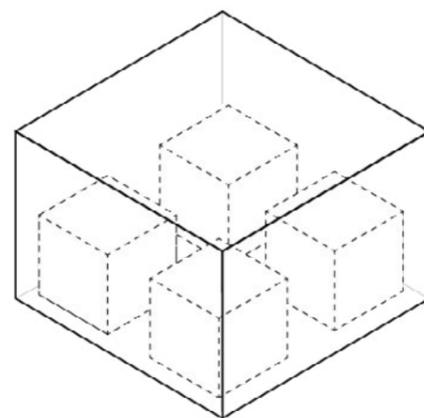


Figure 37, 38: Diagrams of individual and collective commercial establishments.

#### Business establishments by relationship with public space

Linking commercial architecture through their location in areas of the city that with the existing urban fabric guarantee a greater flow of people to commercial establishments: squares, parks, subways, buildings and areas of interest.

Taking advantage of the public space commercial establishments depending on the type of stay in the public space can be classified as:

Itinerant: Commercial activity generally carried out on public spaces without permanent commercial establishment that uses transportable or mobile facilities to transport goods moving from place to place and stopping only for a necessary amount of time for selling to the consumers..

Stationary: Commercial activity generally carried out in the same place, frequently in a

public space where removable commercial establishments are grouped. It is usually located in a specific place periodically or regularly with a pre-established time frame. They are usually found in squares, boulevards, streets with prior government approval.

Permanent: Commercial activities that indefinitely occupy specific areas of the public space and are directly related to it.



Figure 39: Itinerant commercial activities, food truck

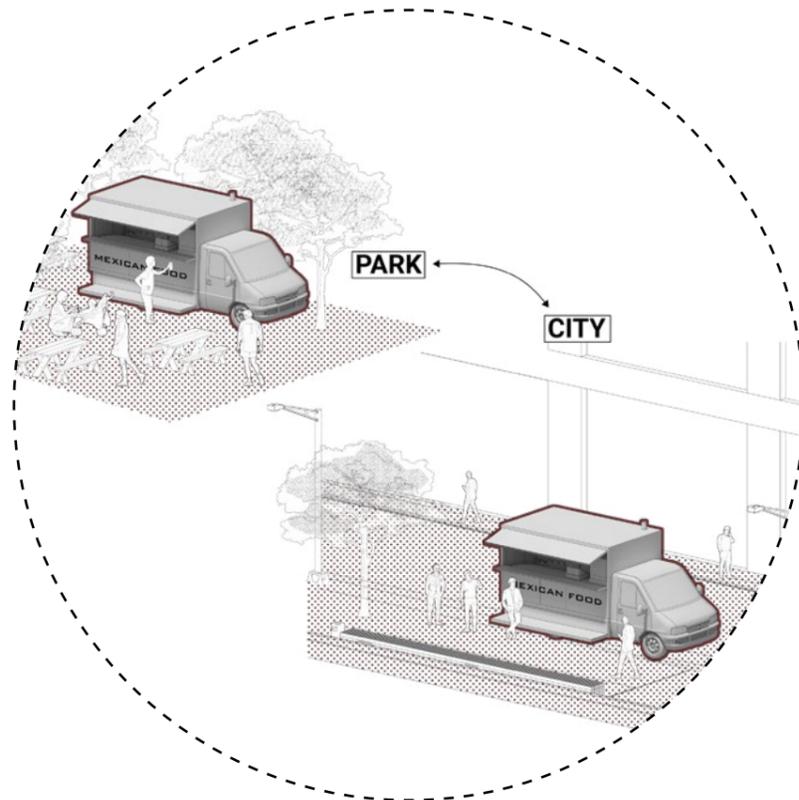


Figure 40: Stationary commercial activities, market square.

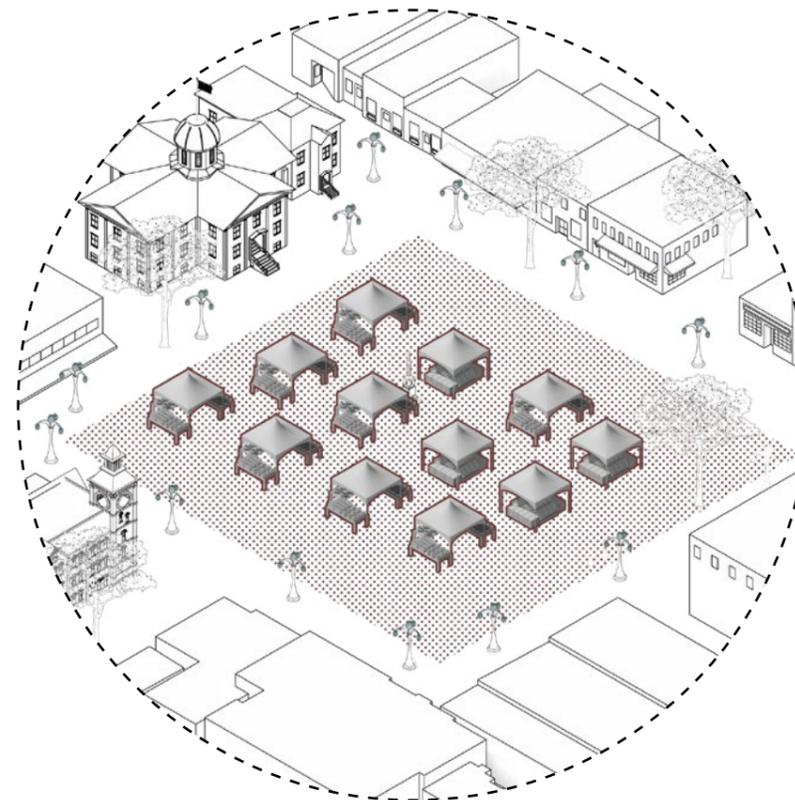


Figure 41: Permanent commercial activities, kiosk.

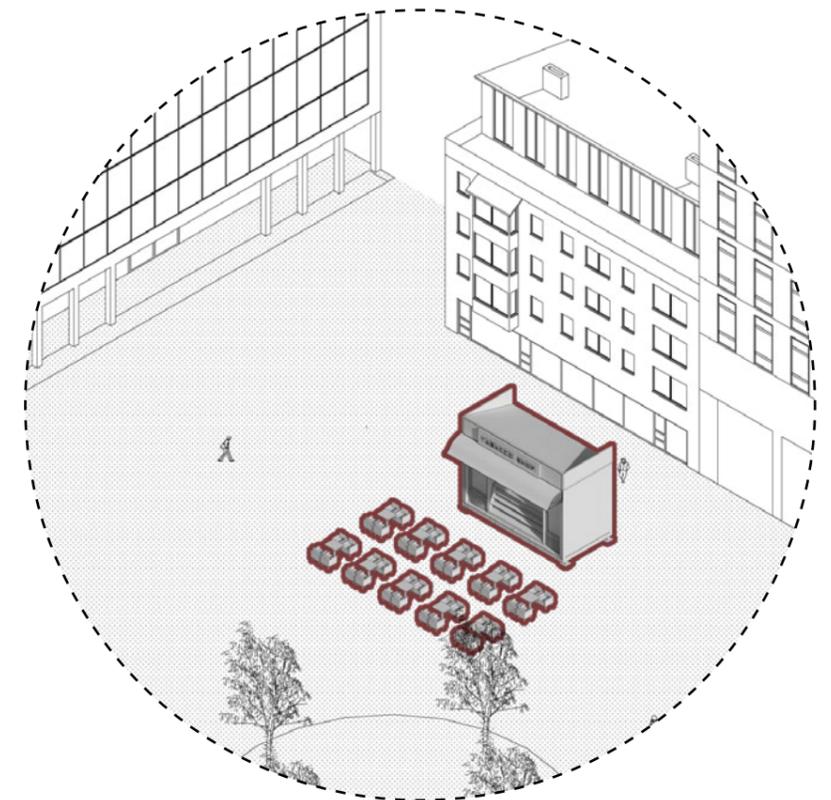
**ITINERANT** : Movement as a strategy to attract customers



**STATIONARY**: Temporarily located in public space.



**PERMANENT**: Located indefinitely



## Business establishments by location

Commercial activities can be classified according to their location and accessibility in the city. Accessibility is a basic requirement for the proper functioning of the commercial relationship, both for customer access and for receiving merchandise.

Integrated into the urban fabric: Individual commercial establishments located on the ground floor of residential or office buildings or located in commercial galleries that provide greater visibility to the establishments and allow pedestrians to access easily from the street.

Contained in commercial buildings: Establishments located in shopping centers or municipal markets. Group of small individual commercial establishments that share common spaces and in some cases services. Although the container is related to the street, the individual establishments are not directly related to it.

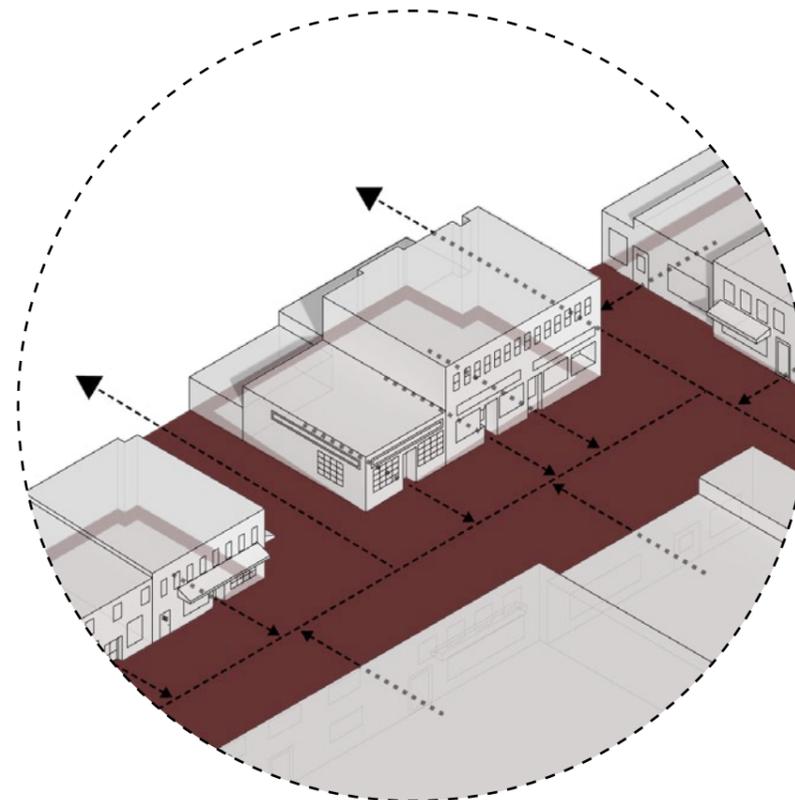


Figure 42: Commercial activities located in ground floor.



Figure 43: Commercial activities located in commercial gallery.

### INTEGRATED INTO THE URBAN FABRIC ESTABLISHMENTS IN GROUND FLOOR



### ESTABLISHMENTS IN COMMERCIAL GALLERY

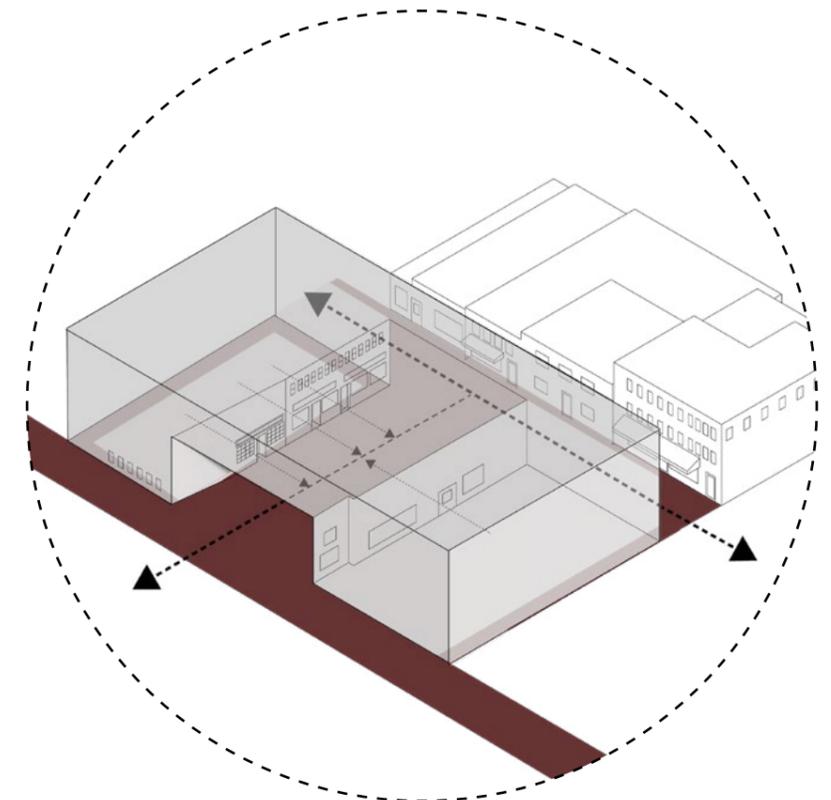




Figure 44: Commercial activities contained in Municipal markets.

**CONTAINED IN COMMERCIAL BUILDINGS  
MUNICIPAL MARKET**

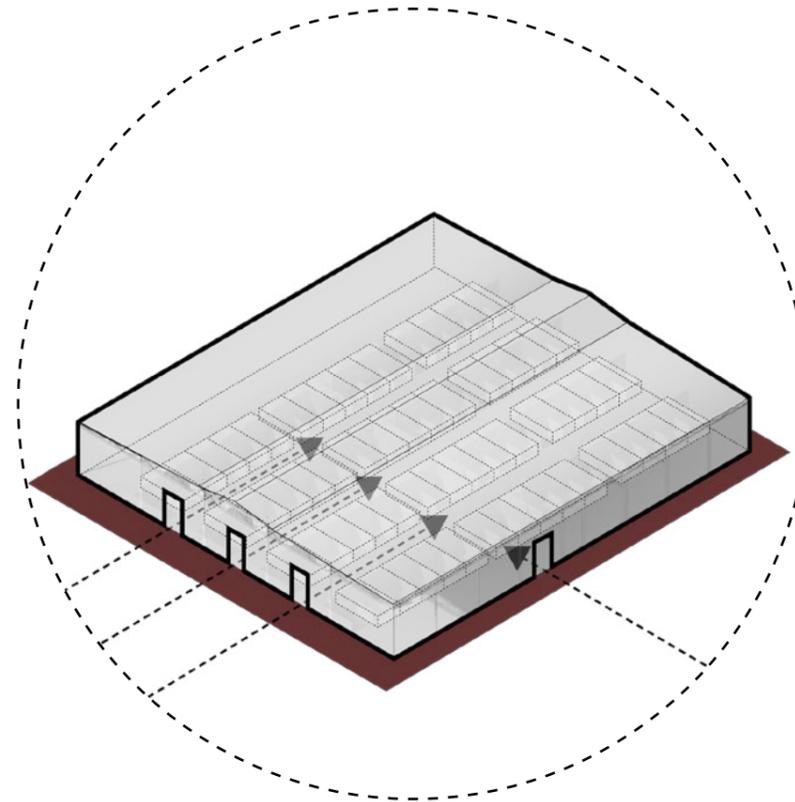
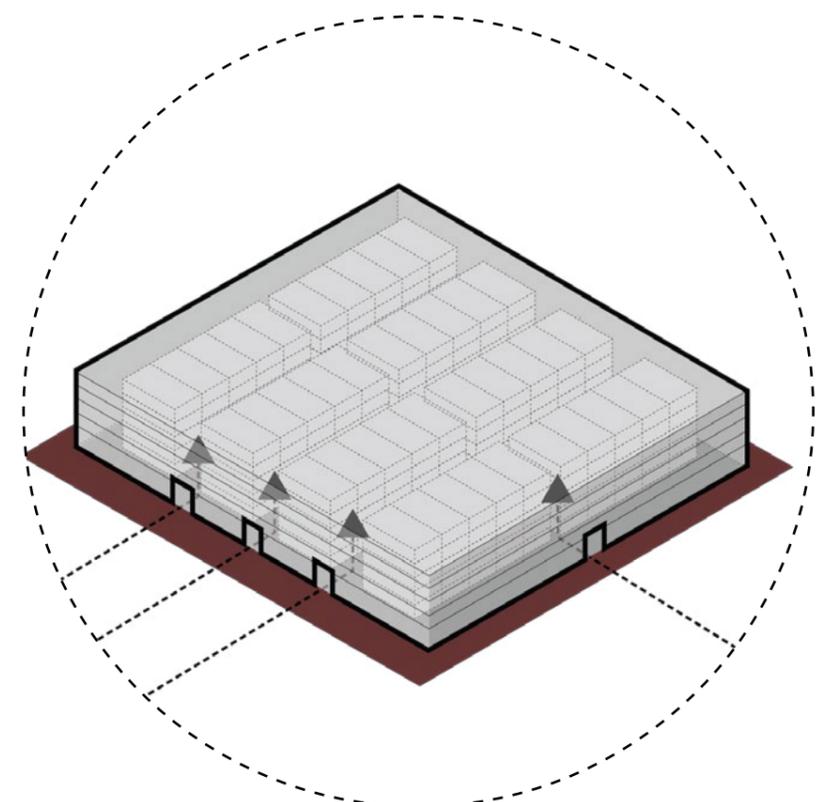


Figure 45: Commercial activities contained in Shopping mall.

**ESTABLISHMENTS IN SHOPPING MALL**



### 3.3. COMMERCIAL EVOLUTION IN CARACAS

In the case of Caracas, since its foundation, commerce was part of the urban layout, held in the open air. The Plaza Mayor in the center of Caracas now called Plaza Bolivar was the first space that allowed citizens to stock up with basic necessities as well as recreate themselves. Due to the unhealthy market and little control, the perimeter arcades of the square were built where the stalls would be rented to carry out the exchange.

In the 19th century it was decided to move the market to the Plaza de San Jacinto, an old convent, where it became the main market of the city, due to the growth of the population, the Plaza Mayor could not supply the entire city. In the 1950s, due to unhealthy conditions, poor commercial organization and the modernization of the city, the markets located in public squares disappeared. The construction of

facilities built to house the markets begins, the first, "The Quinta Crespo market" and later "Guaicaipuro" with a covered area and commercial premises in the perimeter at street level. Like this, large markets were built with all the services for a good operation. At the end of the same year, the self-service markets were opened. In the 70s, the construction of larger shopping centers began, a greater number of commercial premises including in them leisure and recreation areas.

The organization of the sales establishments and their organization have changed since their inception, as well as the mode of consumption of the people. Nowadays the market not only complies with the above statement, it is a meeting place for citizens. Currently in Caracas, the shopping center typology has achieved a dialogue between commercial activities and public space as the container of civic life adding value to the pedestrian.



Figure 46: Colonial Market of Caracas  
Author: Federico Lessmann, 1852.

#### OPEN AIR COMMERCIAL ACTIVITIES

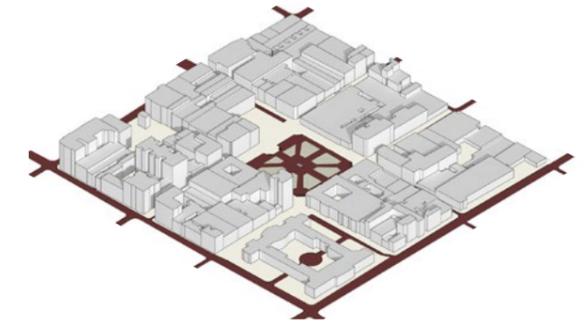


Figure 47: Grocer's shop ca. 1930.  
Caracas, Venezuela.

#### INTEGRATED COMMERCIAL ACTIVITIES

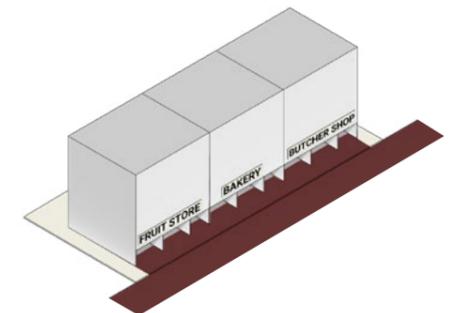
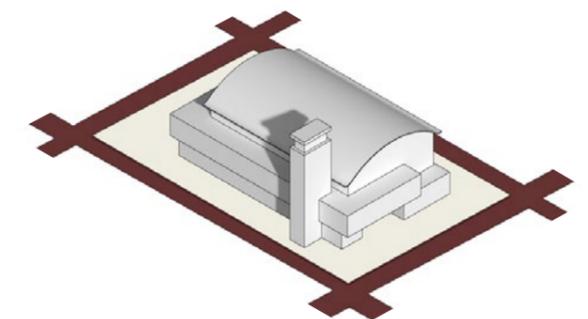


Figure 48: Quinta Crespo Market ca. 1952.  
Caracas, Venezuela.

#### contained COMMERCIAL ACTIVITIES



**Case studies: Public space and commercial activities hybrids**

**Zingg building**

1940, Oskar Herz  
1953, Arthur Kahn

In 1940 it was decided to build the office building designed by Oskar Herz, later modified by Arthur Kahn in 1953 to turn it into a commercial passage, generating a new pedestrianized public thoroughfare with two sections of road to take advantage of the difference in levels.

The commercial passage connects Universidad Avenue in the first section through an internal street that has 40 shops to Bolivar Avenue in the second section, on the upper floors it houses offices. The building has a roof that allows the entry of overhead lighting.

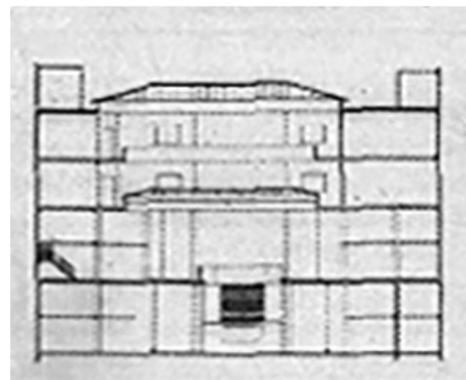


Figure 49: Zingg building Section.  
Source: La polifacética obra de Arthur Kahn: el Pasaje

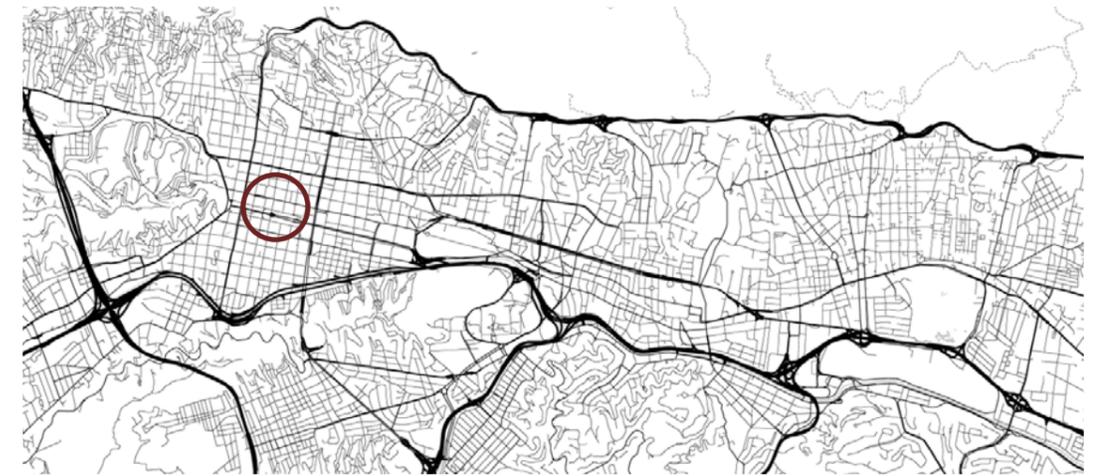


Figure 50: Zingg building facade.



Figure 51: Zingg building lobby.

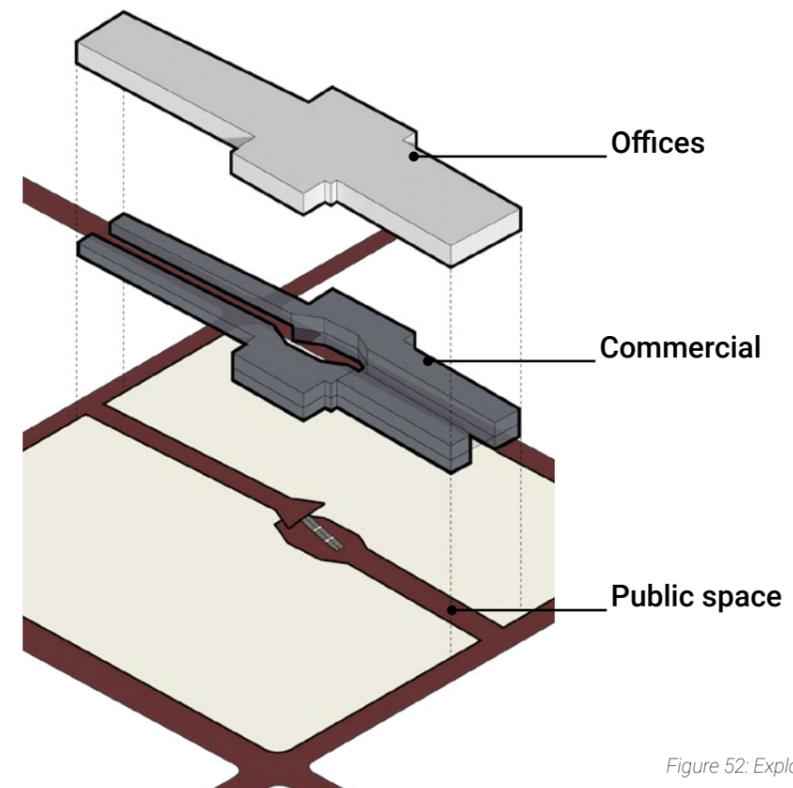


Figure 52: Exploded axonometric: Uses and public space. Zingg Building

### San ignacio shopping center

1988. Architects: Carlos Gómez de Llarena, Moisés Benacerraf

The San Ignacio Shopping Center, a commercial and office building, turns its back on the closed shopping center typology to relate to the environment and open up to the city. The concept of the building that has a commercial base idealized as a public square defined by a perimeter volume and two towers that define a central void.

The relationship of the building with the context allows pedestrians greater accessibility to shops through perimeter galleries and an internal stepped gallery. For greater comfort, the building is finished with a permeable roof as solar protection and unifying the project.

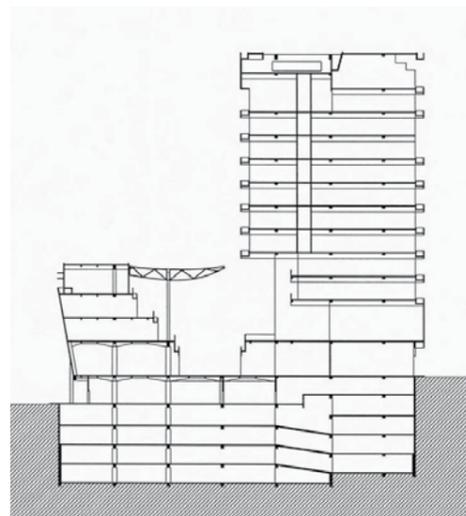


Figure 53: San Ignacio Shopping center section.  
Source: <http://hanniaomez.blogspot.com/2016/04/>

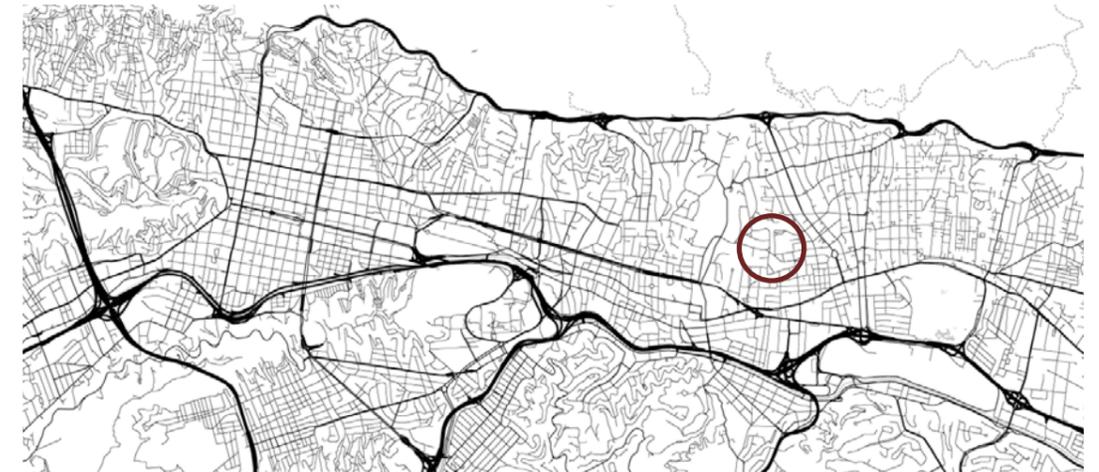


Figure 54: San Ignacio shopping center facade.



Figure 55: San Ignacio shopping center public space.

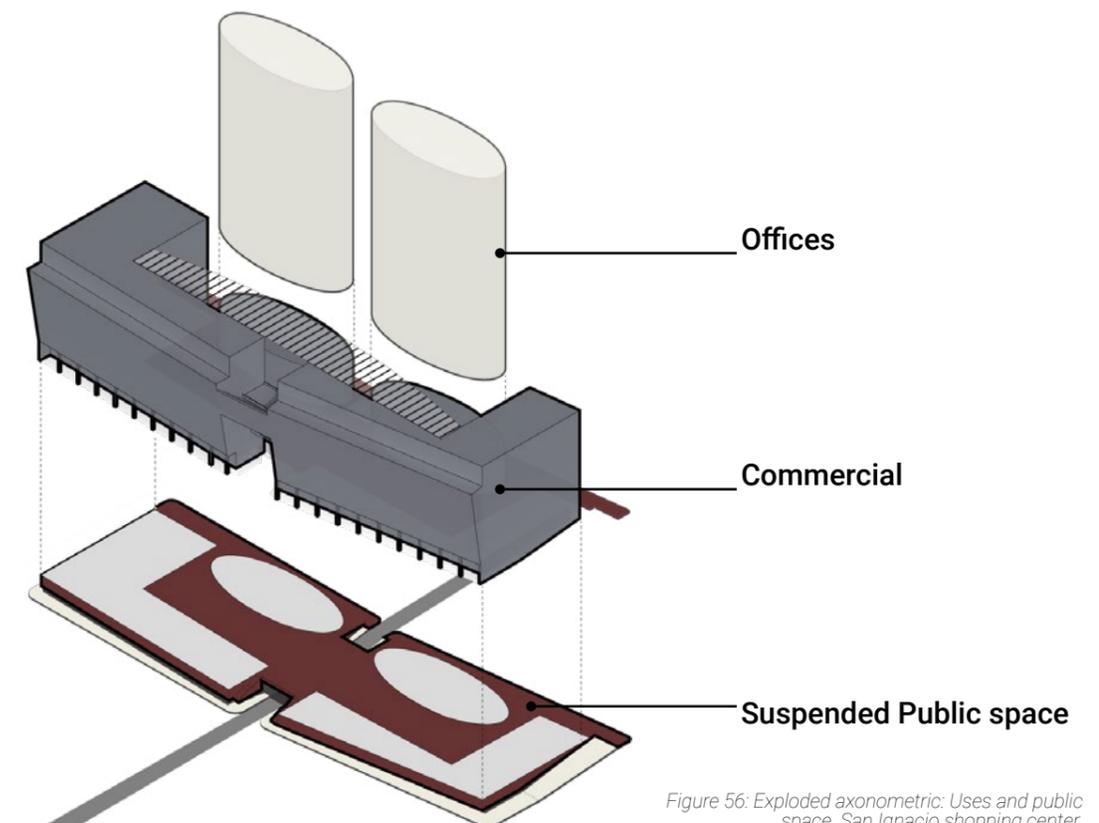


Figure 56: Exploded axonometric: Uses and public space. San Ignacio shopping center.

## Millenium shopping mall

2008. Architects: Francisco Pimentel + Oscar Capiello

The Millenium Shopping Center proposes a new conception of the commercial space by submerging five commercial levels connected by bridges and three surface levels contained in volumes that allow permeability from different points of the plot, ensuring pedestrian path through all levels.

The street level of the shopping center is idealized as an extension of the public space, relating the building to the urban environment through spatial fluidity.

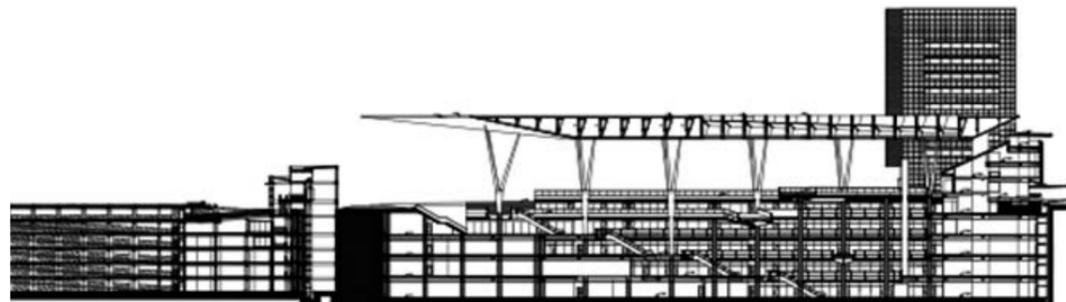


Figure 57: Millenium shopping mall section.  
Source: Arquitectura panamericana.

The central space is finished by a roof that in turn generates a large covered plaza.

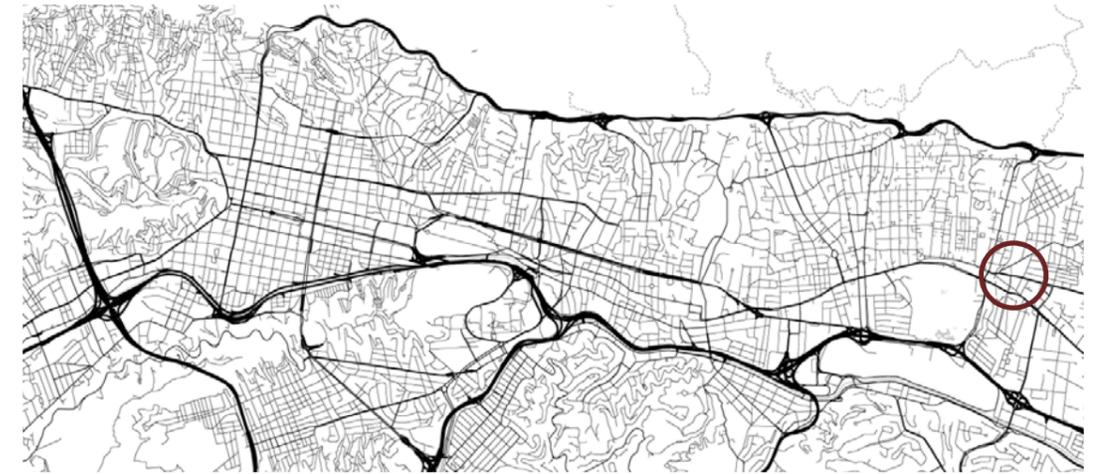


Figure 58: Millenium mall facade.



Figure 59: Milenium mall public space.

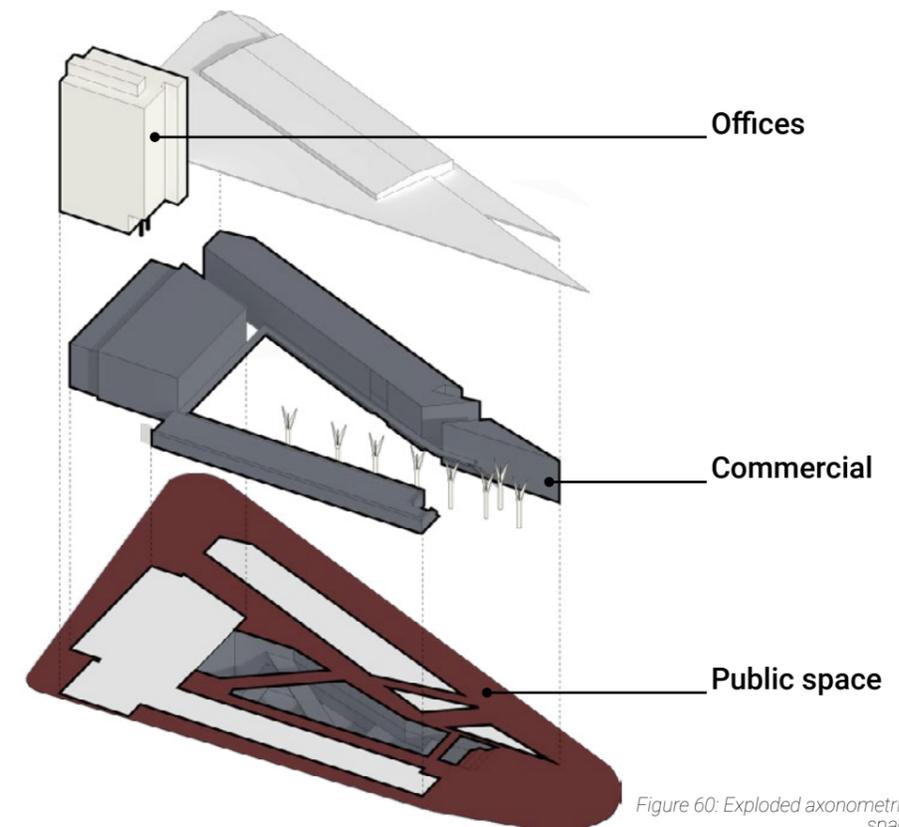


Figure 60: Exploded axonometric: Uses and public space. Millenium mall.

## 4. DESIGN PROCESS

### 4.1. MASTER PLAN: INTEGRATION

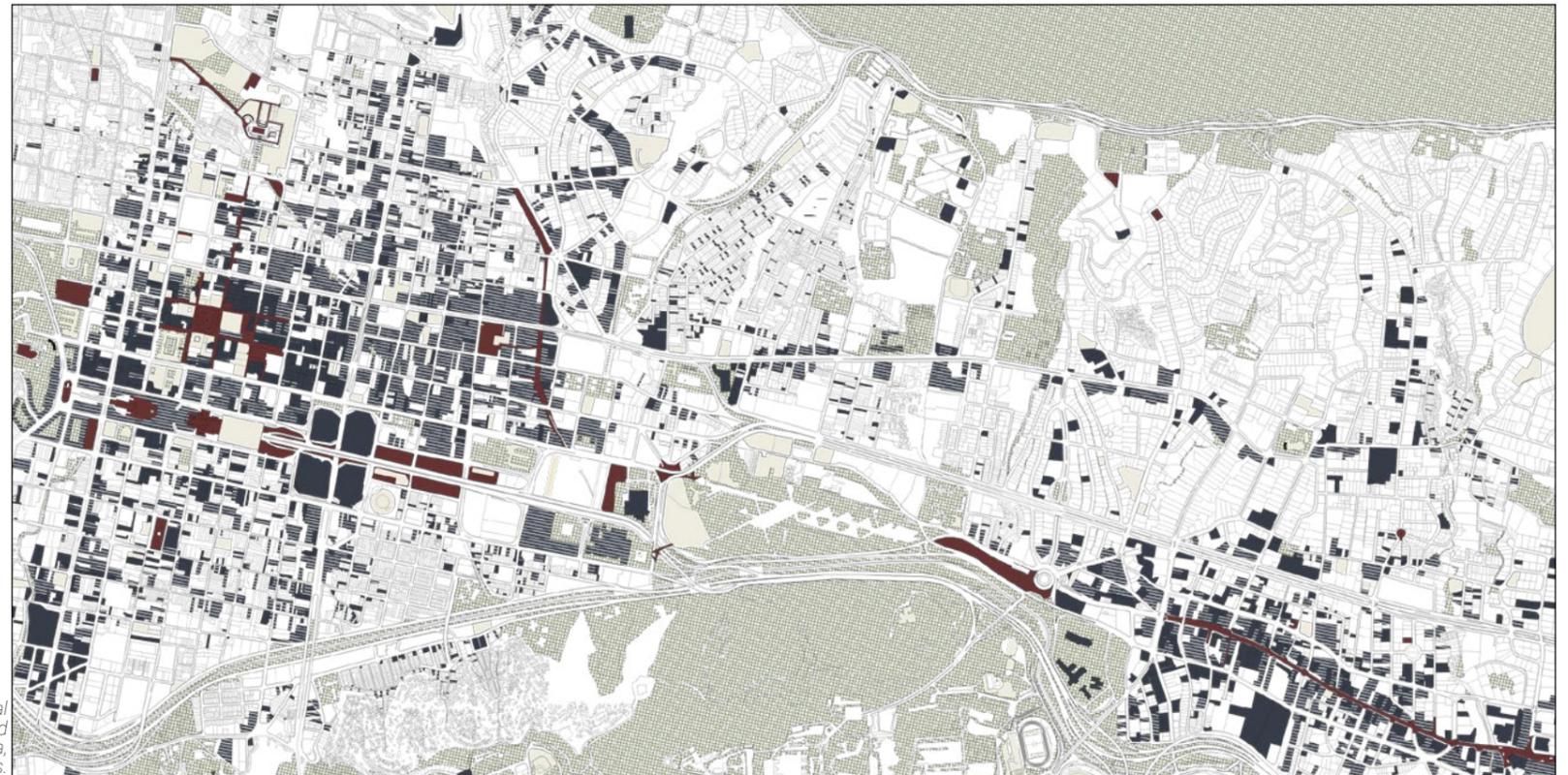
As a mixed housing and commercial area where different points of interest for the city converge. The city center where the founding area is located and comprises its architectural and urban legacy. As it is the city center, it houses the headquarters of public and private entities. The Sabana Grande boulevard, a pedestrian route with buildings of historical, cultural and patrimonial value is located in one of the most important commercial, tourist and financial areas of Caracas. The potential of both areas can be developed through the pedestrian connection of Avenida Bolívar and Boulevard de Sabana Grande.

In the accessibility plan, the proximity the intervention area has with the areas mentioned above and how these can be reached with different means of transport is an opportunity to promote the connection between the city center and the Sabana Grande boulevard.

#### PUBLIC SPACES + COMMERCIAL ESTABLISHMENTS

- Buildings of interest
- Public space
- Commerce
- Commerce + housing/office
- Green Areas

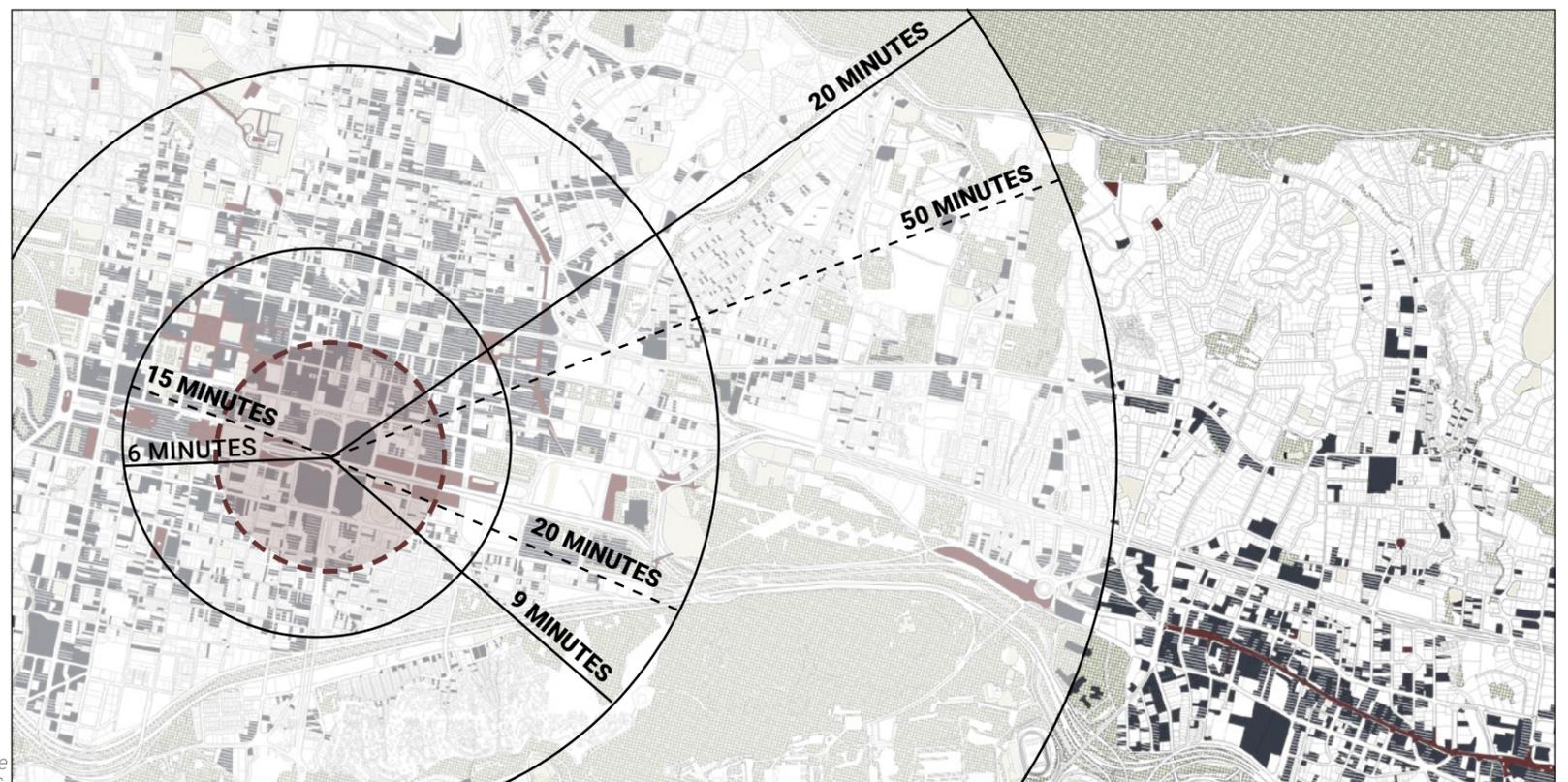
Figure 61: Public spaces, commercial establishments, green areas and buildings of interest. Intervention area, Caracas.



#### ACCESIBILITY FROM PLOT

- Bicycle
- - - - Pedestrian

Figure 62: Accessibility from the intervention area, Caracas.



In both parts of the city, the concentration of commercial activities and the relationship that these have with the public space can be appreciated. For these reason the master plan seeks to establish a synergy of the continuous public surface as a support for commercial activities, generating a continuous route that allows the enjoyment of the city through history, culture and taking advantage of commercial benefits as a strength of the sector.

**IDENTIFICATION OF PLACES OF STAY**

- Stay places
- Site

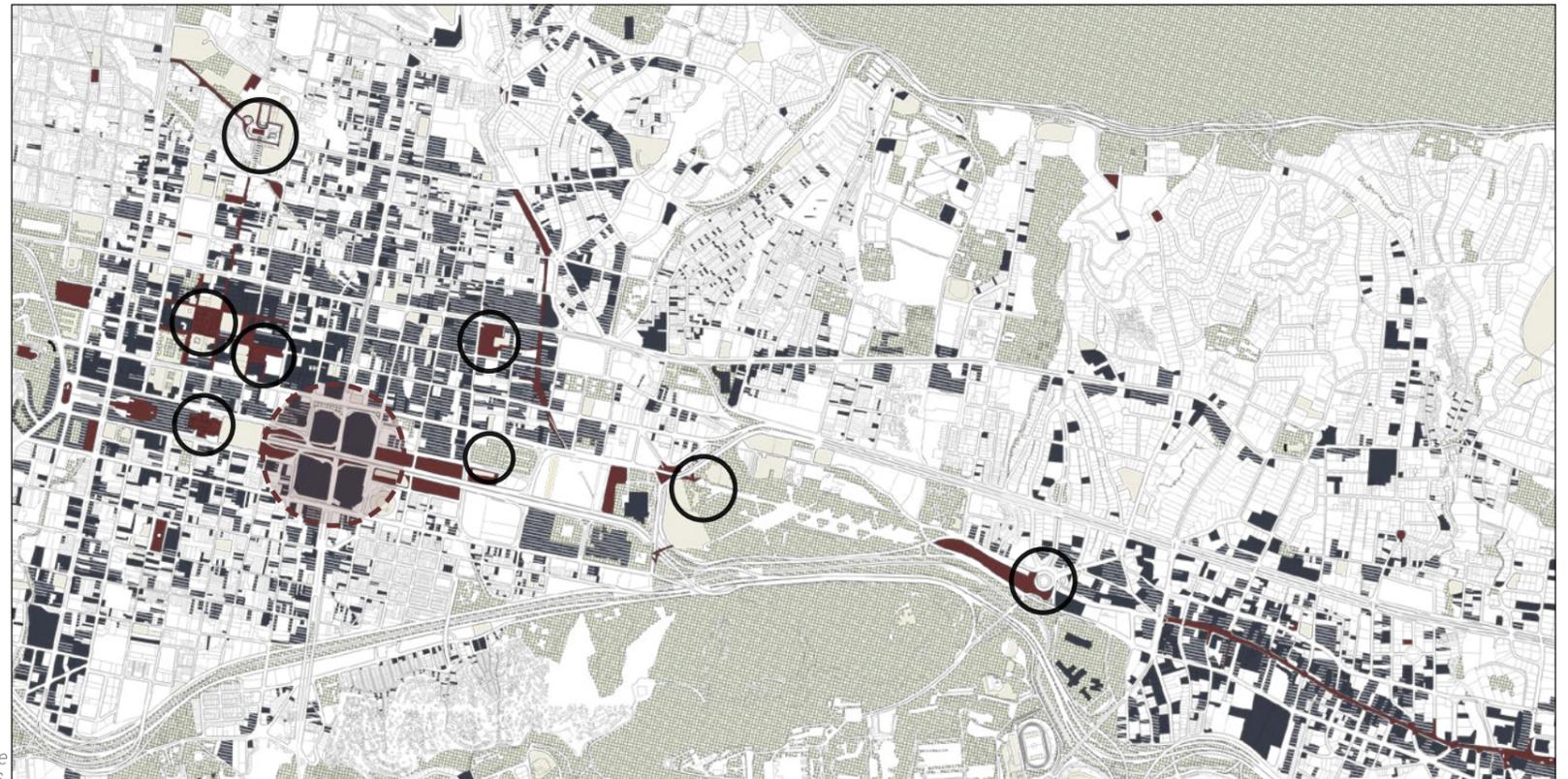


Figure 63: Places of stay in the intervention area, Caracas.

As mentioned previously, along this path different types of buildings from different periods can be seen that are currently landmarks of the city. The proposed backbone seeks to generate a tour of these places of interest, reinforcing the perspectives of the city for the citizen.

**PATH PROPOSAL: BACKBONE**



Figure 64: Path proposal to support the Intervention area.



1. National Pantheon of Venezuela



2. National Library of Venezuela



3. Bolivar Square/ Caracas Cathedral



4. Casa Natal del Libertador



5. Centro Simon Bolivar

**LANDMARKS AND PEDESTRIAN VIEWS**



Figure 65: Landmarks along the proposed path in the intervention area.



6. Museum of Print and Design Carlos Cruz-Diez



7. Paseo Anauco



8. Teresa Carreño Theater



9. Venezuela Square



10. Sabana Grande Boulevard

#### 4.2. PROMENADE: PASEO JOSÉ MARÍA VARGAS

Continuation of the pre-existing Paseo José María Vargas which consisted of a linear public space that connects El Calvario Park and Los Caobos Park at the two ends of Bolívar Avenue for pedestrian enjoyment. This continuity is lost due to the interruption generated by the neglected area, the objective is to recognize and revalue it by reinforcing the original idea through the strategies of the proposed architectural project.

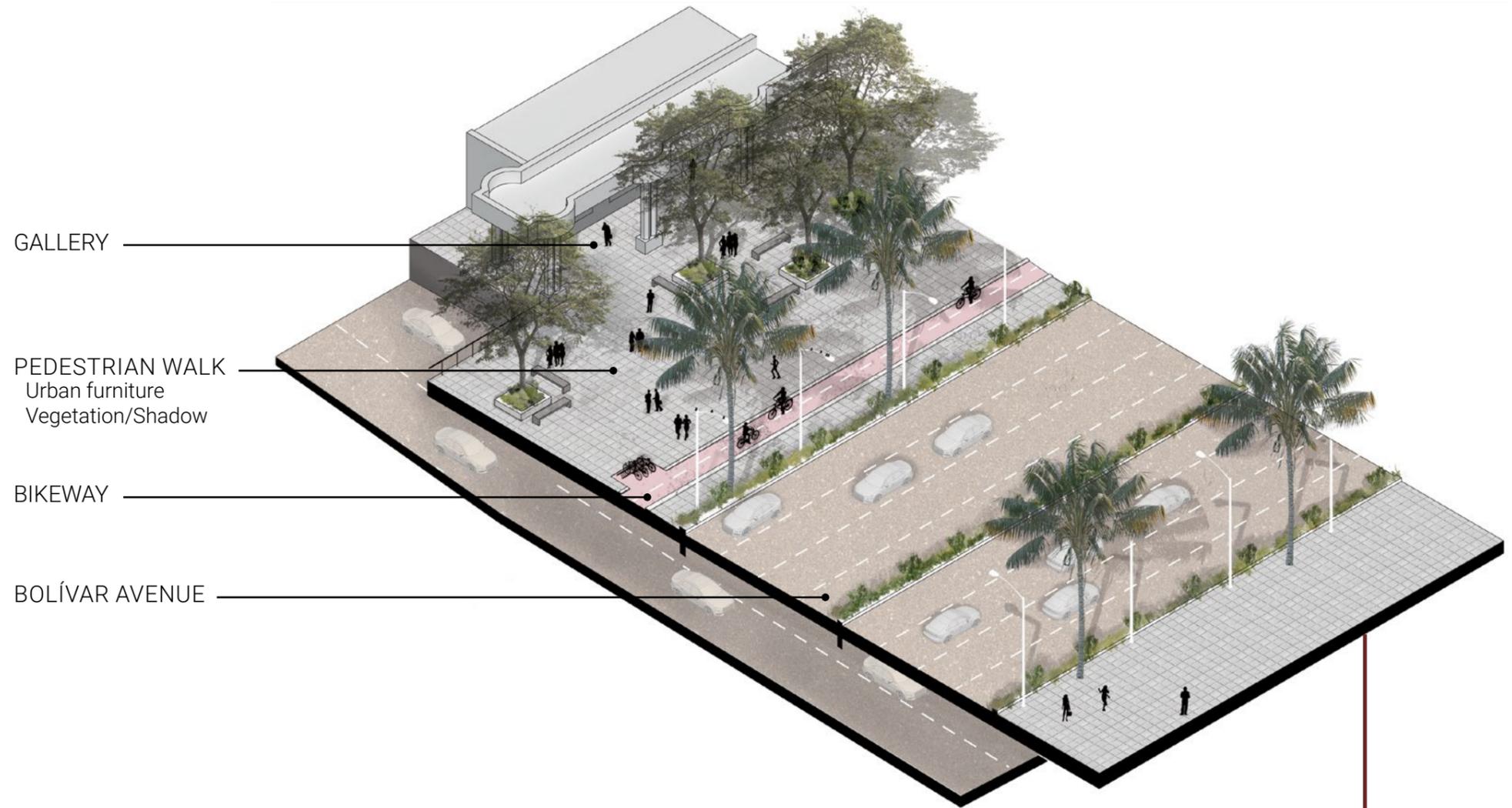


Figure 66: Axonometric view: Composition of "Paseo José María Vargas".



Galeria de Arte Nacional, Av. Bolívar.



Paseo José María Vargas Av. Bolívar



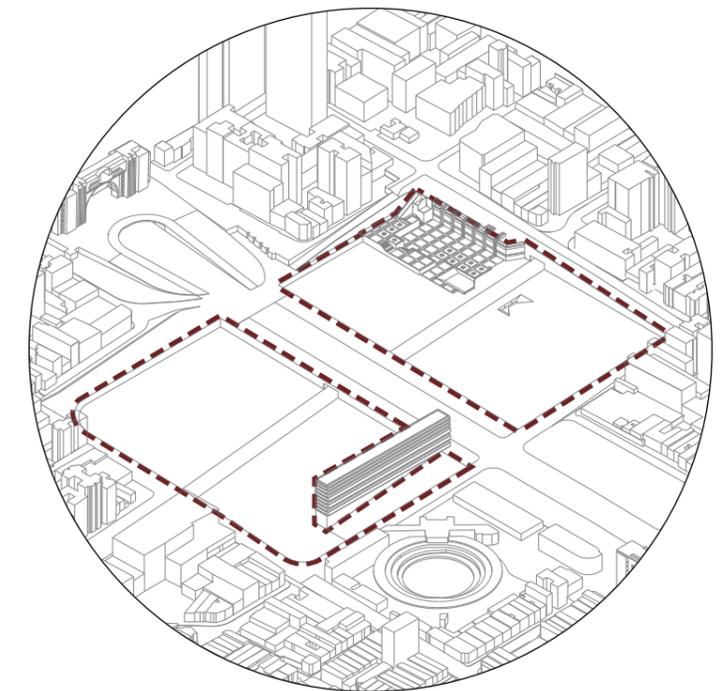
4.3. ARCHITECTURAL PROPOSAL

Project strategies

After analyzing the aspects described in the previous chapters and considering the importance of the plot in terms of location in the city, the area has great potential for the development of commercial activities combined with various uses. The aim of the proposal is to configure the space

currently perceived as a barrier due to the topographic condition and transform it through various strategies that encourage the interaction of the project with the city.

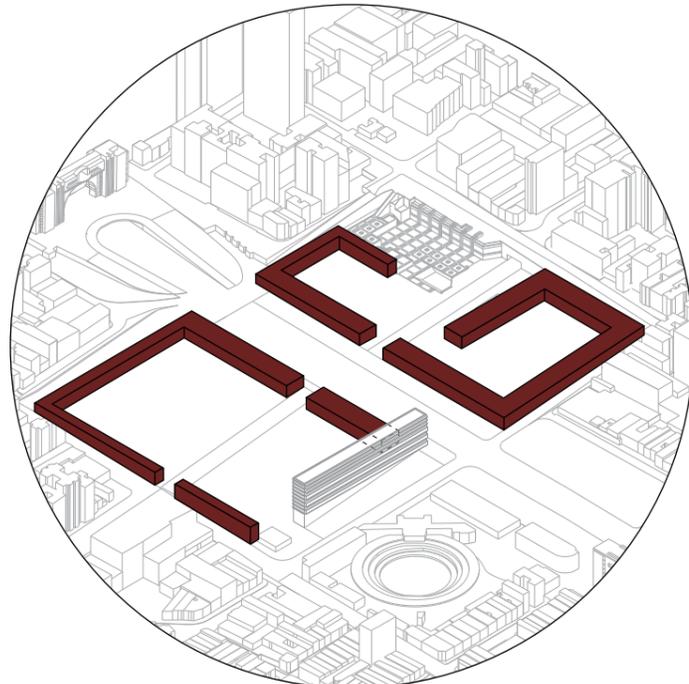
LA HOYADA from barrier  
to PUBLIC SPACE  
to PASSAGE  
to ANCHOR



Recognition of the existing limit caused by the different levels of the topography

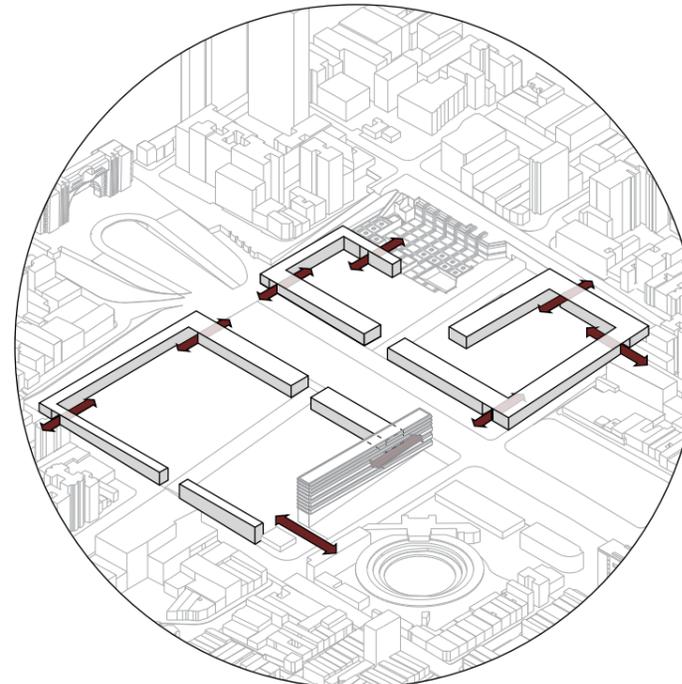
1. PLOT REDEFINITION

1.1



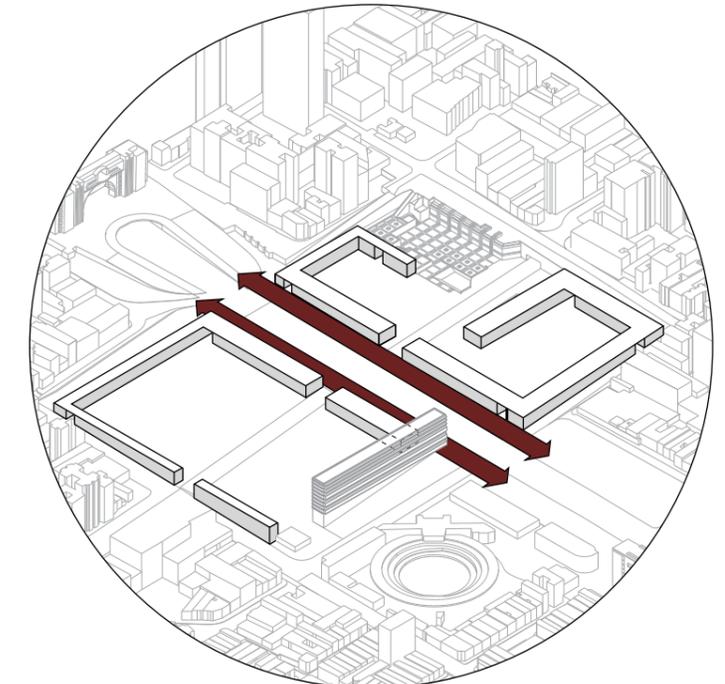
**URBAN FRONT:** Facade construction towards the city. Passage volume that allows circulation of pedestrians through the building.

1.2



**INTEGRATION:** Pedestrian access from different articulated levels, given the topography, multiple ground floors are generated allowing access and circulation through the project.

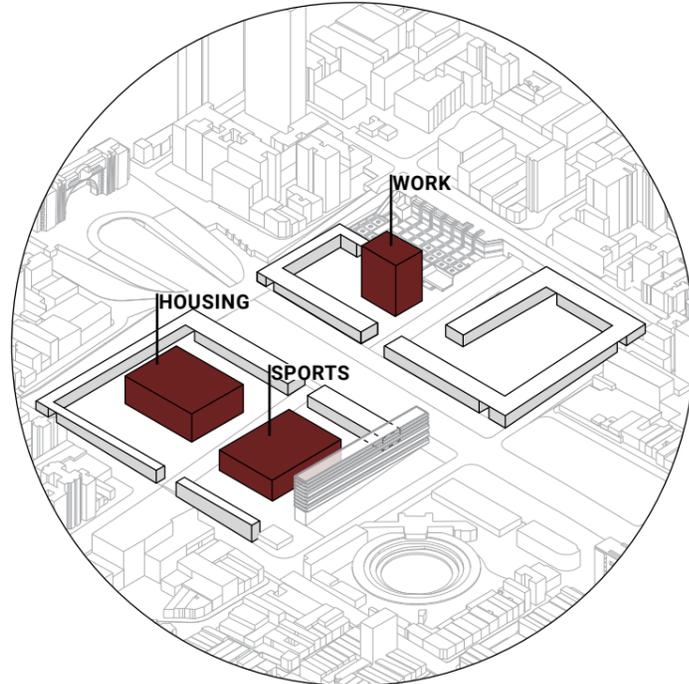
1.3



**SIDEWALK EXTENSION:** Continuation of the "Paseo José María Vargas"

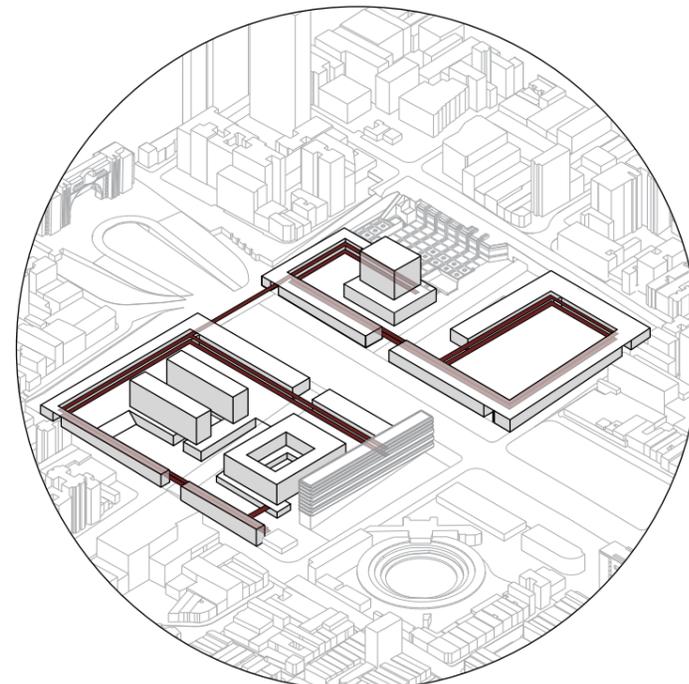
## 2. ANCHORS

2.1



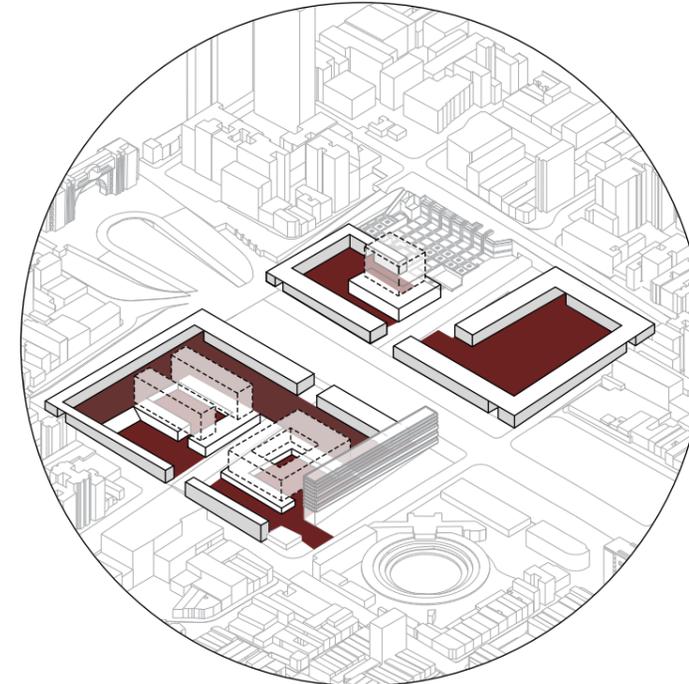
**GENERAL PROGRAM:** Anchor buildings that act as attractors.

## 3. CIRCULATION



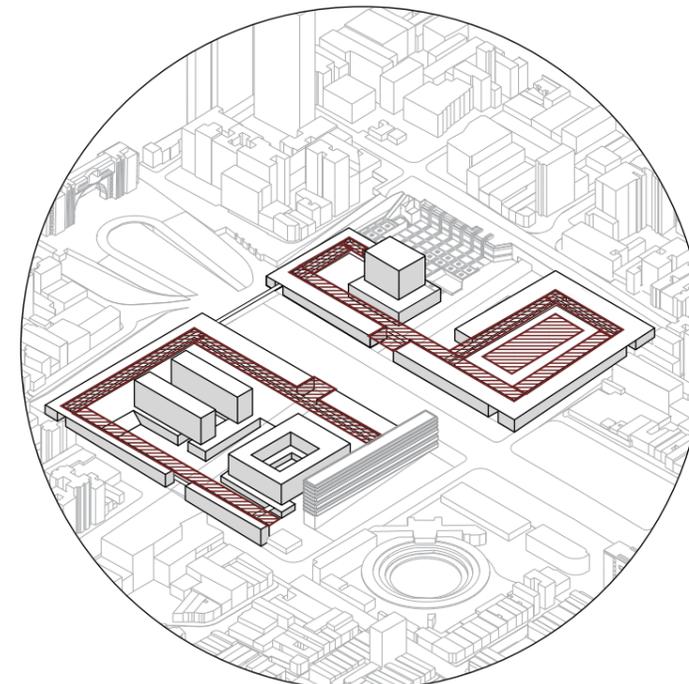
Platform that runs through the perimeter building and connects it with the anchors

2.2



**PUBLIC SPACE:** Relation and interaction with the lower volumes allowing flexibility.

## 4. COVER



Permeable cover that allows the passage of light and at the same time provides shelter from the solar incidence, making the promenade comfortable.

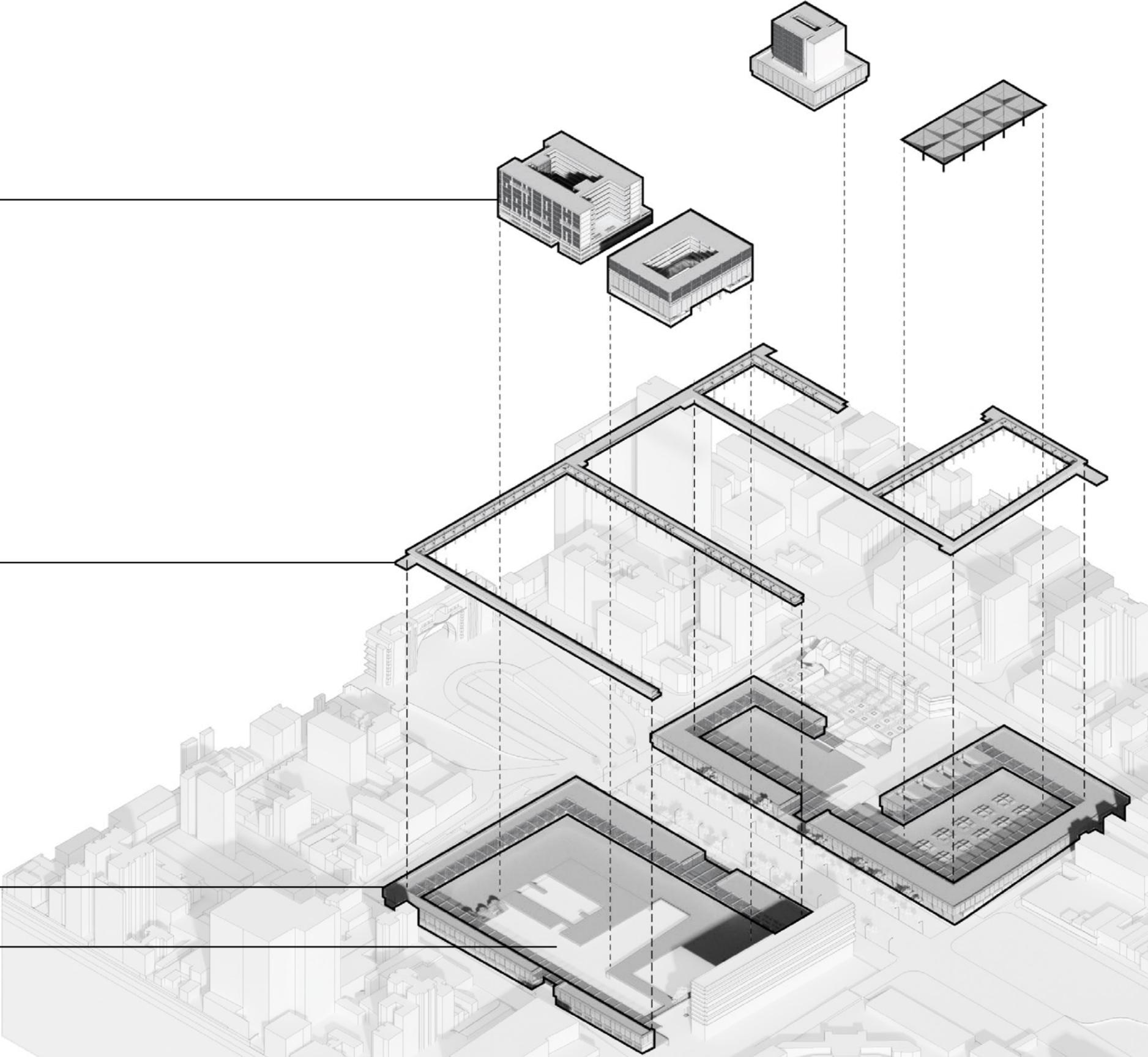
**Project Elements**

1. Anchor buildings

2. Connective platform

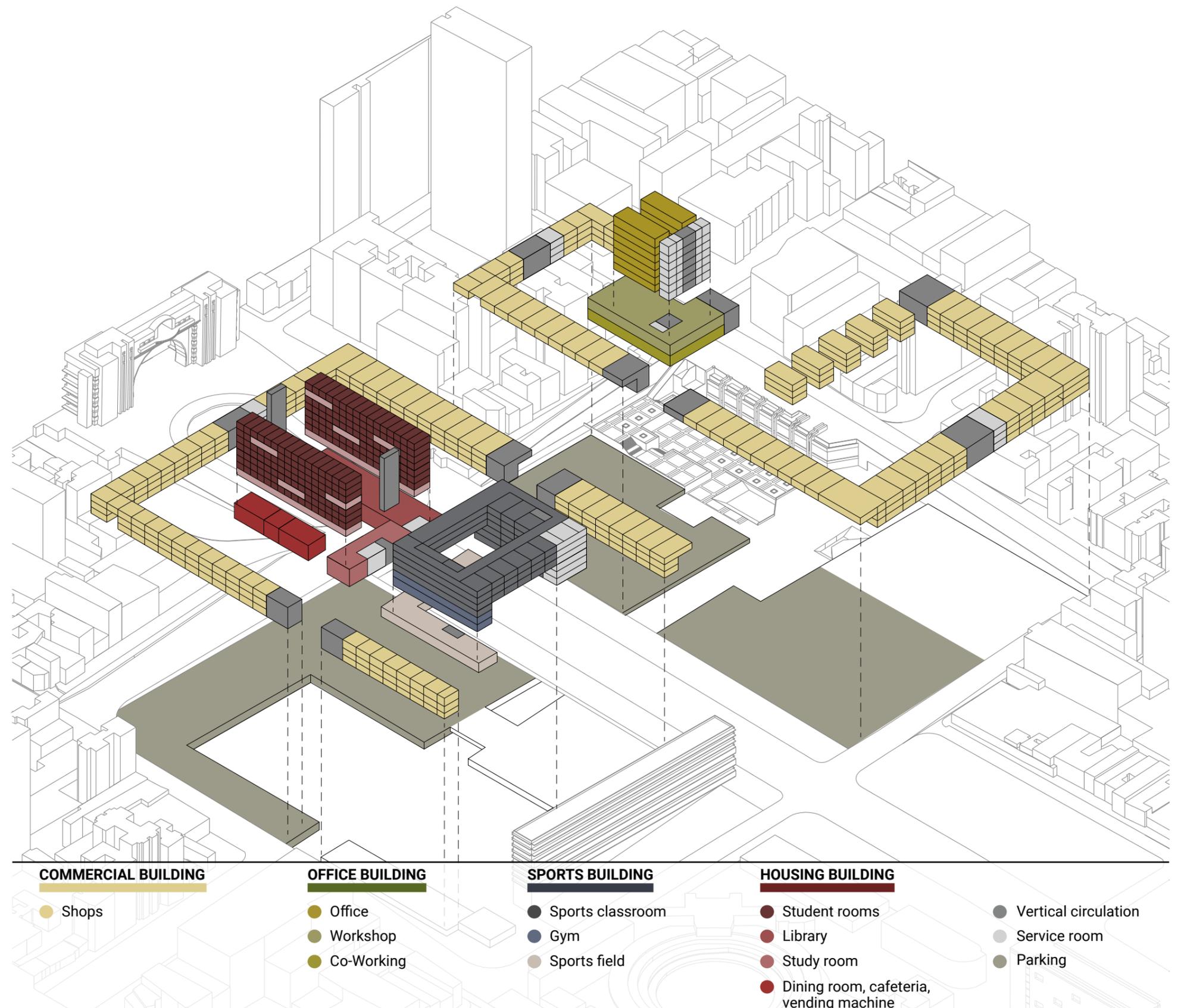
3. Perimetral buildings

4. Public Space



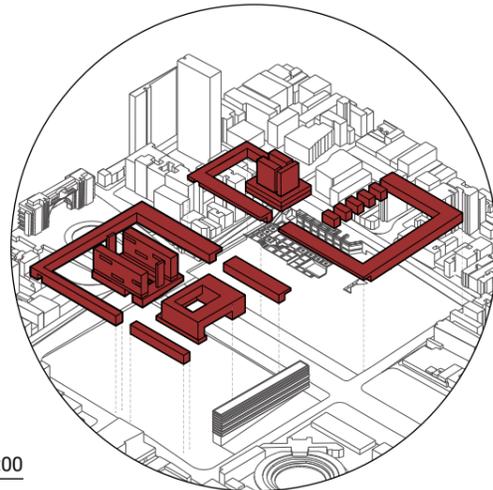
## Program Organization

The program responds to the opportunities offered by the area, the commercial interest of the users having already been verified, for which the commercial activities are maintained and with these the circulation of users is sought through a perimeter passage building which allows users to access from different levels of the streets towards the blocks. Various programs are strategically positioned to act as anchors to the plots, being the programmatic response to the needs of the area. The office building responds to an existing need of users for facilities suitable for teaching workshops on various subjects. The sports program solves the low supply of recreational areas and sports facilities due to the high density of inhabitants of the sector. The housing program responds to the proximity to the Central University of Venezuela and the high demand of rooms for students who come from different cities of the country.

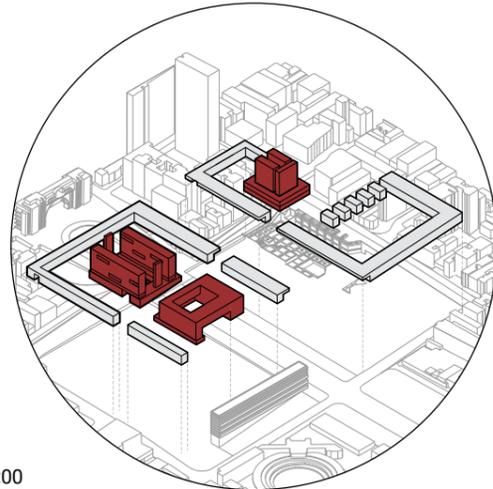


**Program Schedule**

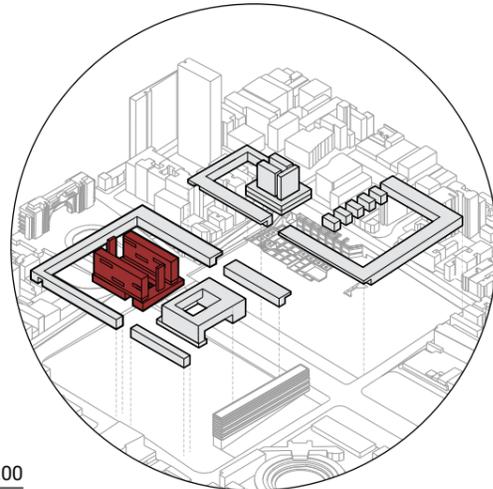
- ON
- OFF



8:00

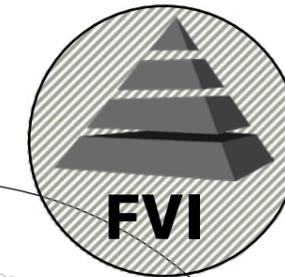


20:00

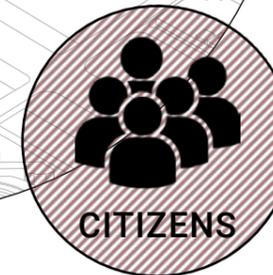
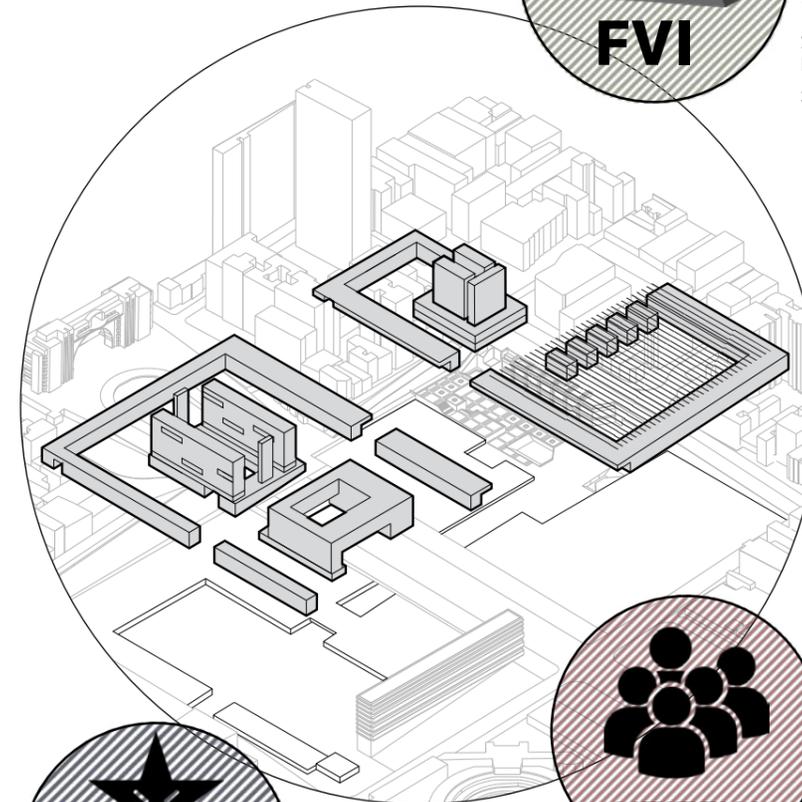


00.00

**Actors (Public and private investors)**



- 1. RETURN ON INVESTMENT
- 2. AREA WITHOUT SIMILAR DEVELOPMENTS
- 3. PROVEN BUSINESS INTEREST

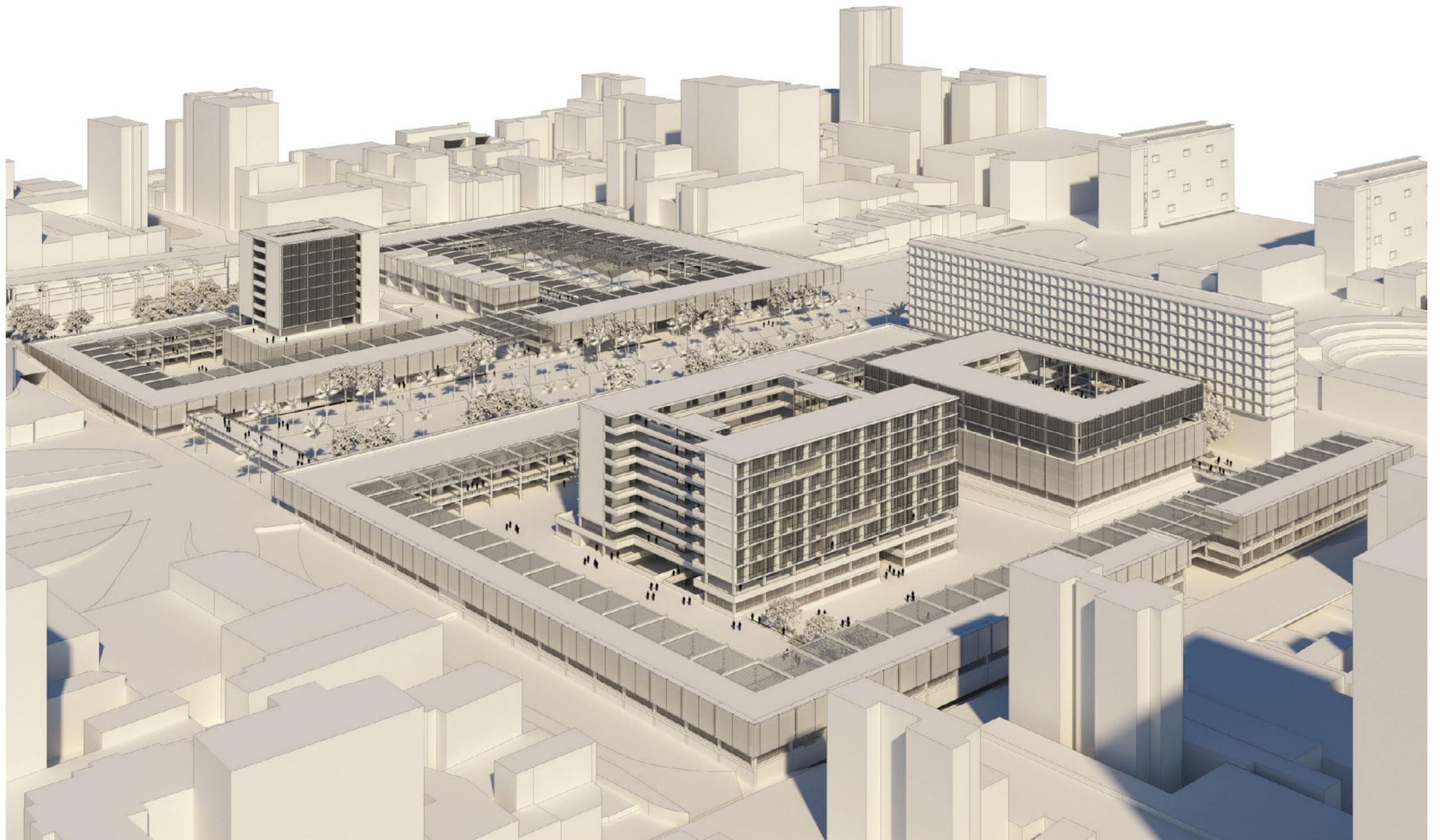


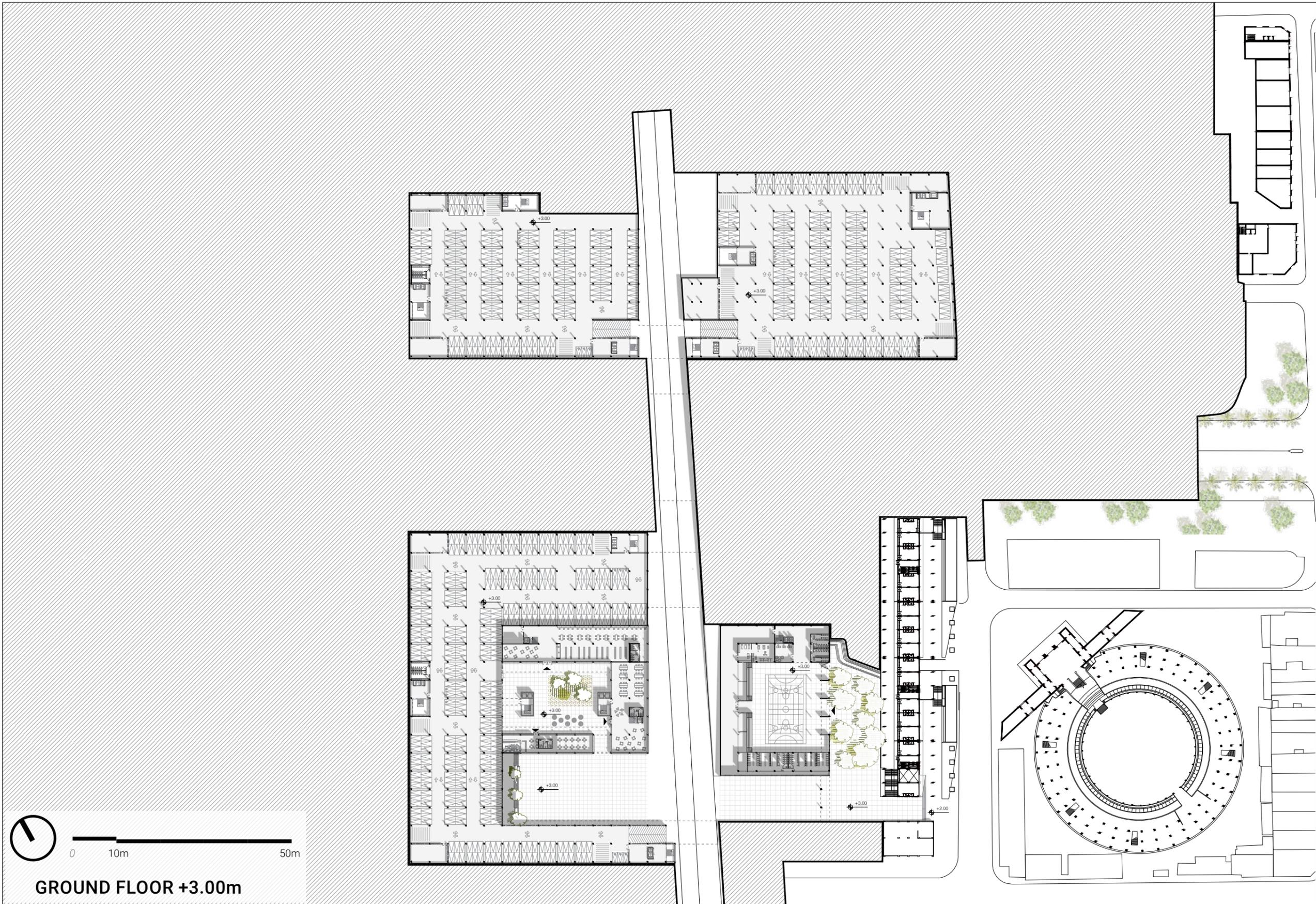
- 1. PUBLIC SPACE
- 2. SOCIOCULTURAL AND SPORTIVE EQUIPMENT
- 3. REHABILITATION OF THE AREA

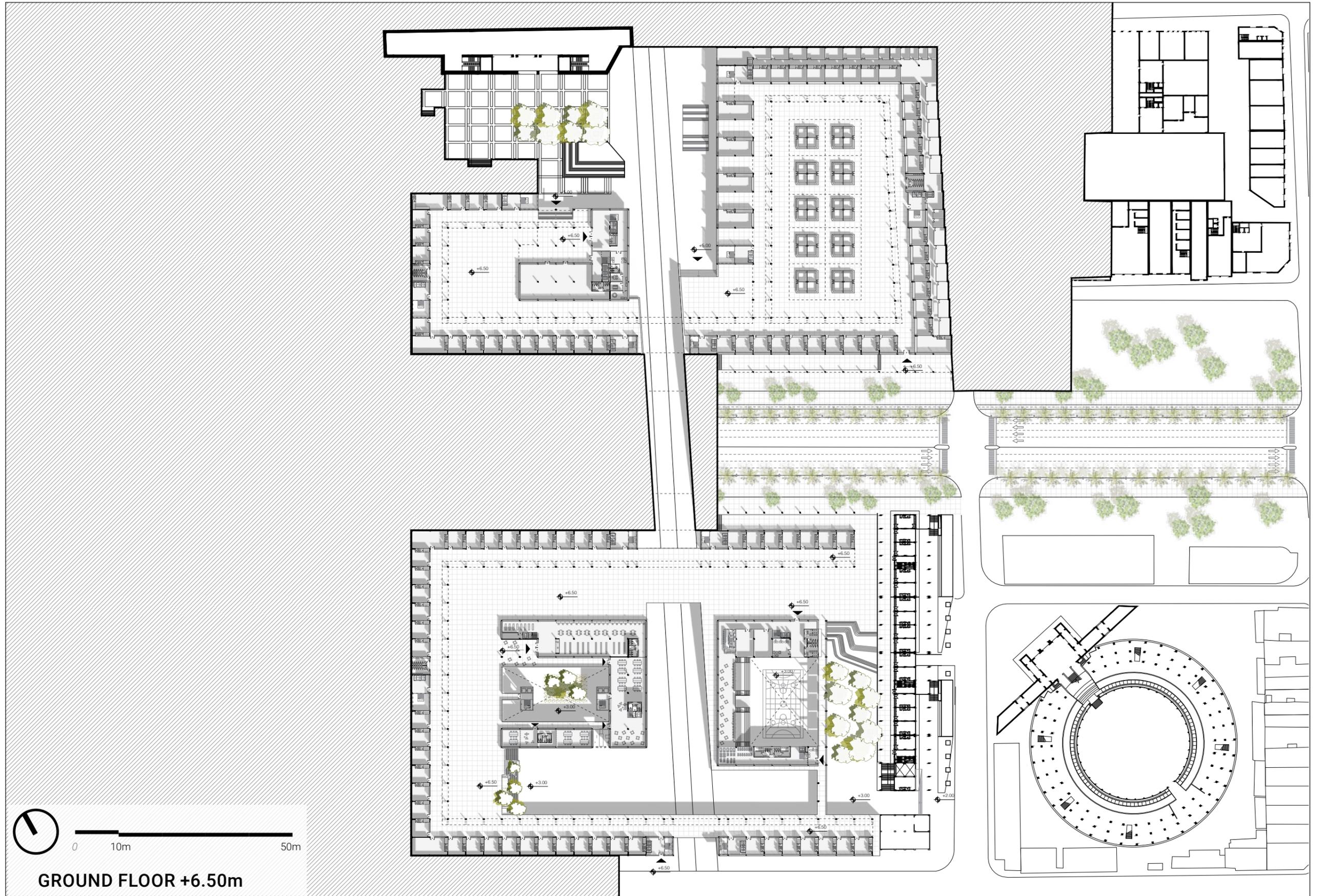


- 1. CONSTRUCTION INCOME
- 2. COST COVERED BY PRIVATE INVESTOR
- 3. INTEGRATION INTO CONTEXT

## 5. ELABORATIONS

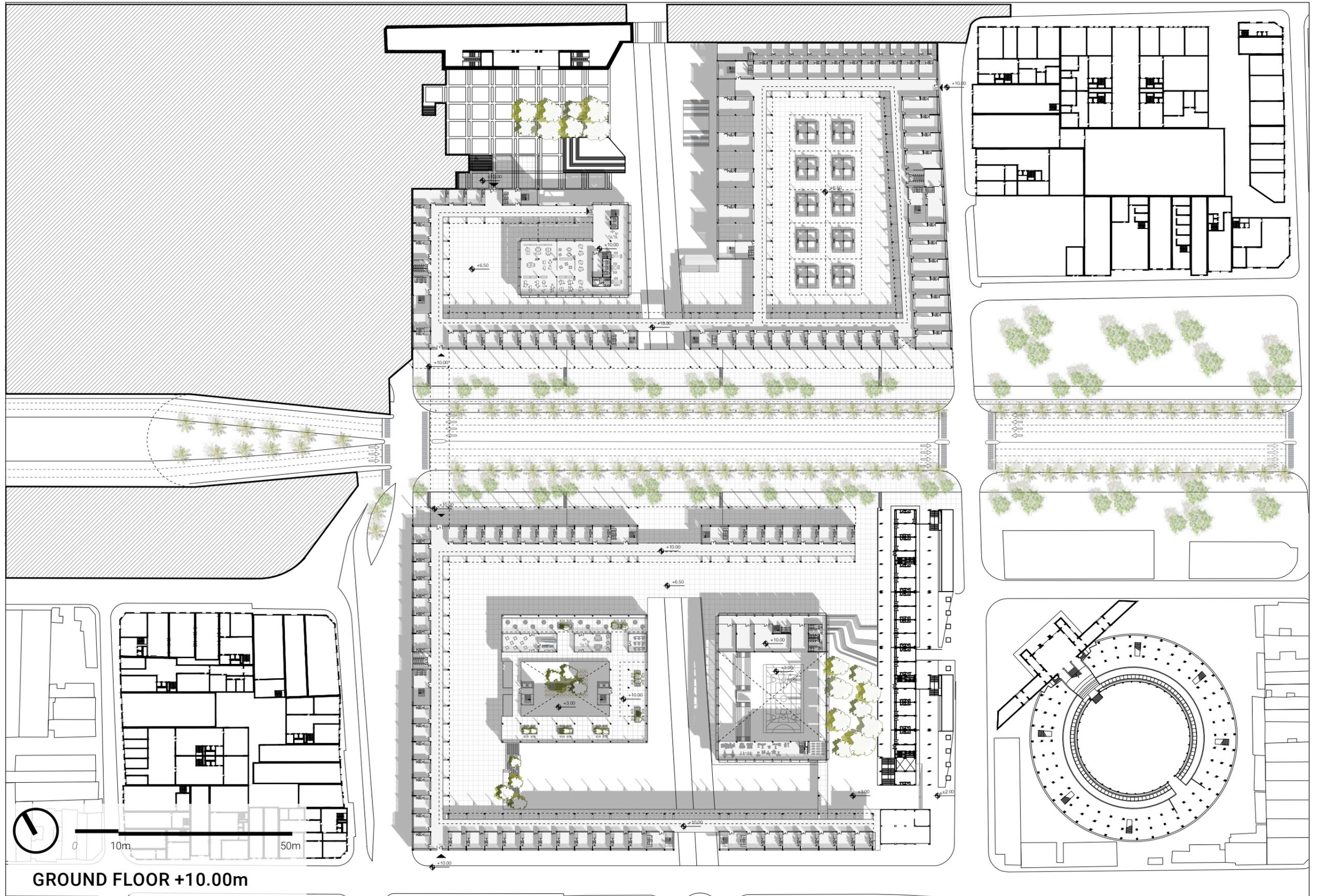




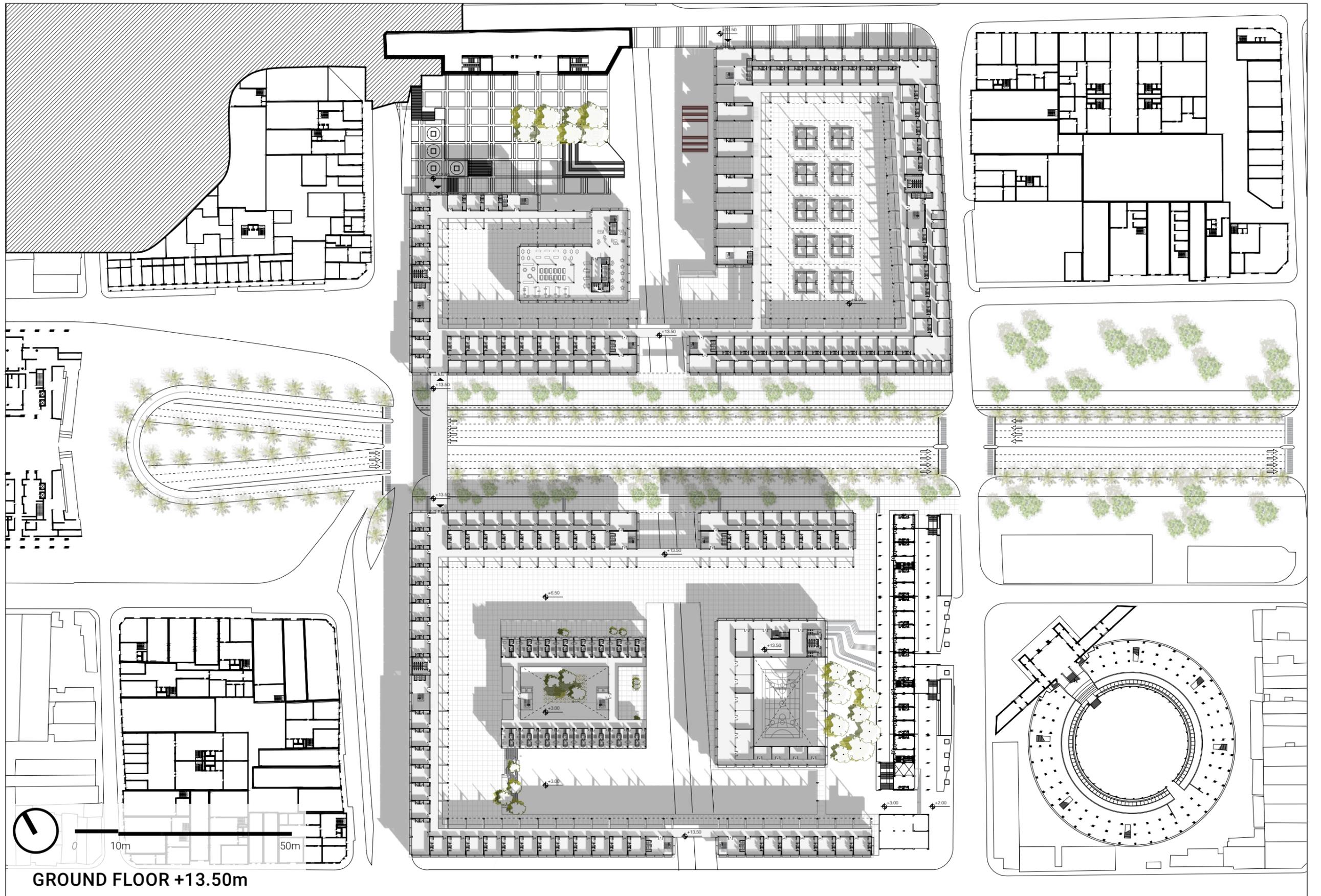




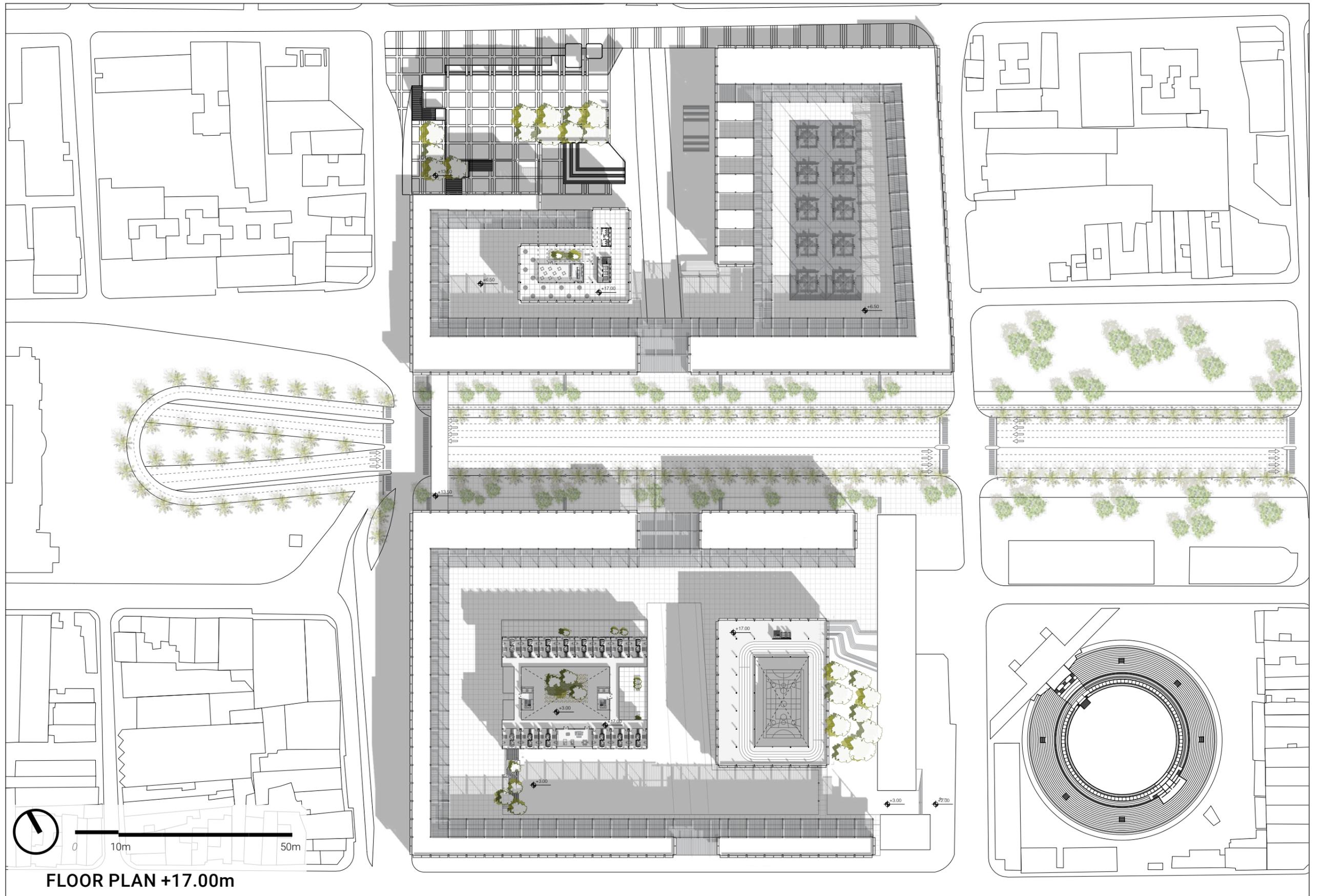
  
**GROUND FLOOR +6.50m**

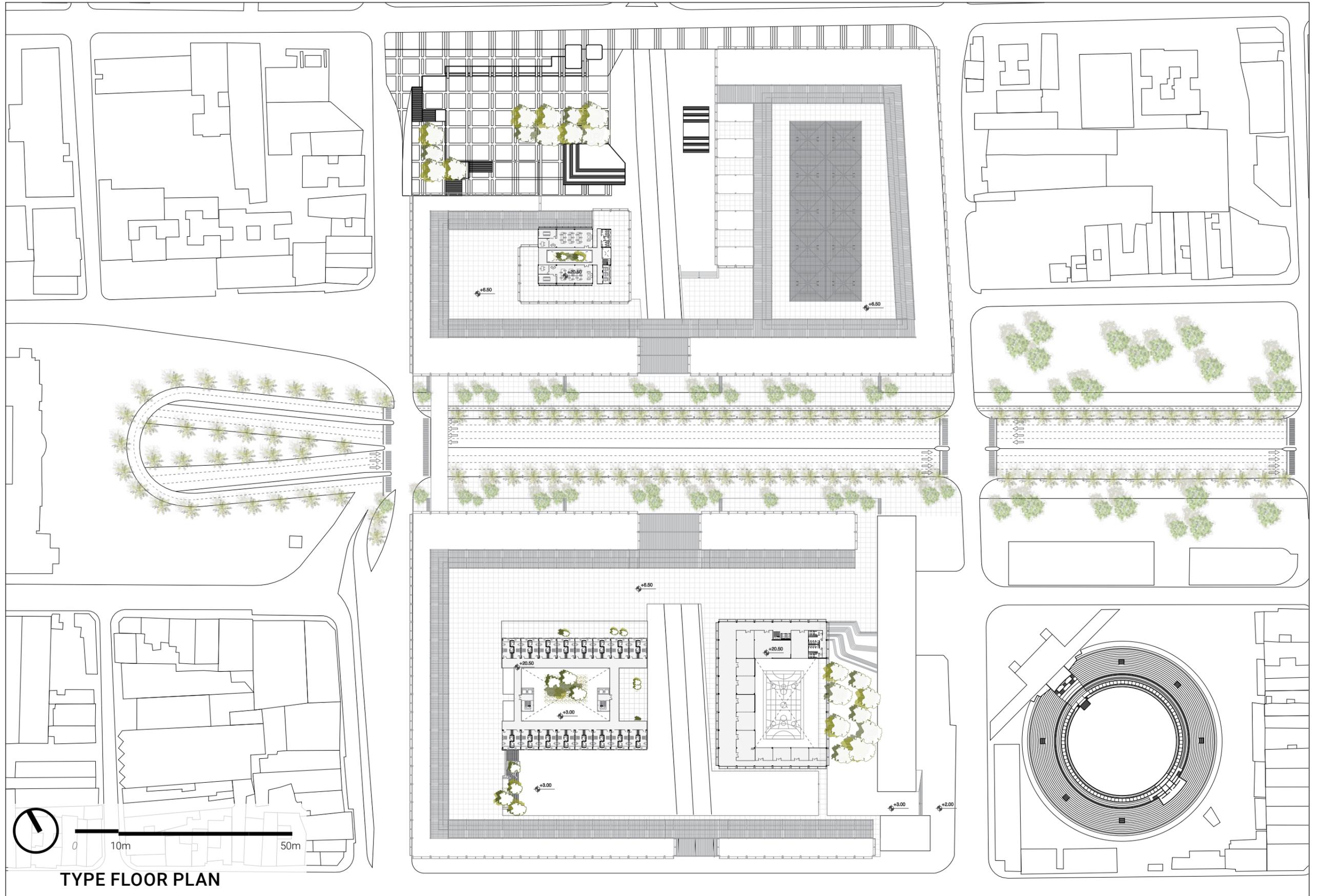


GROUND FLOOR +10.00m

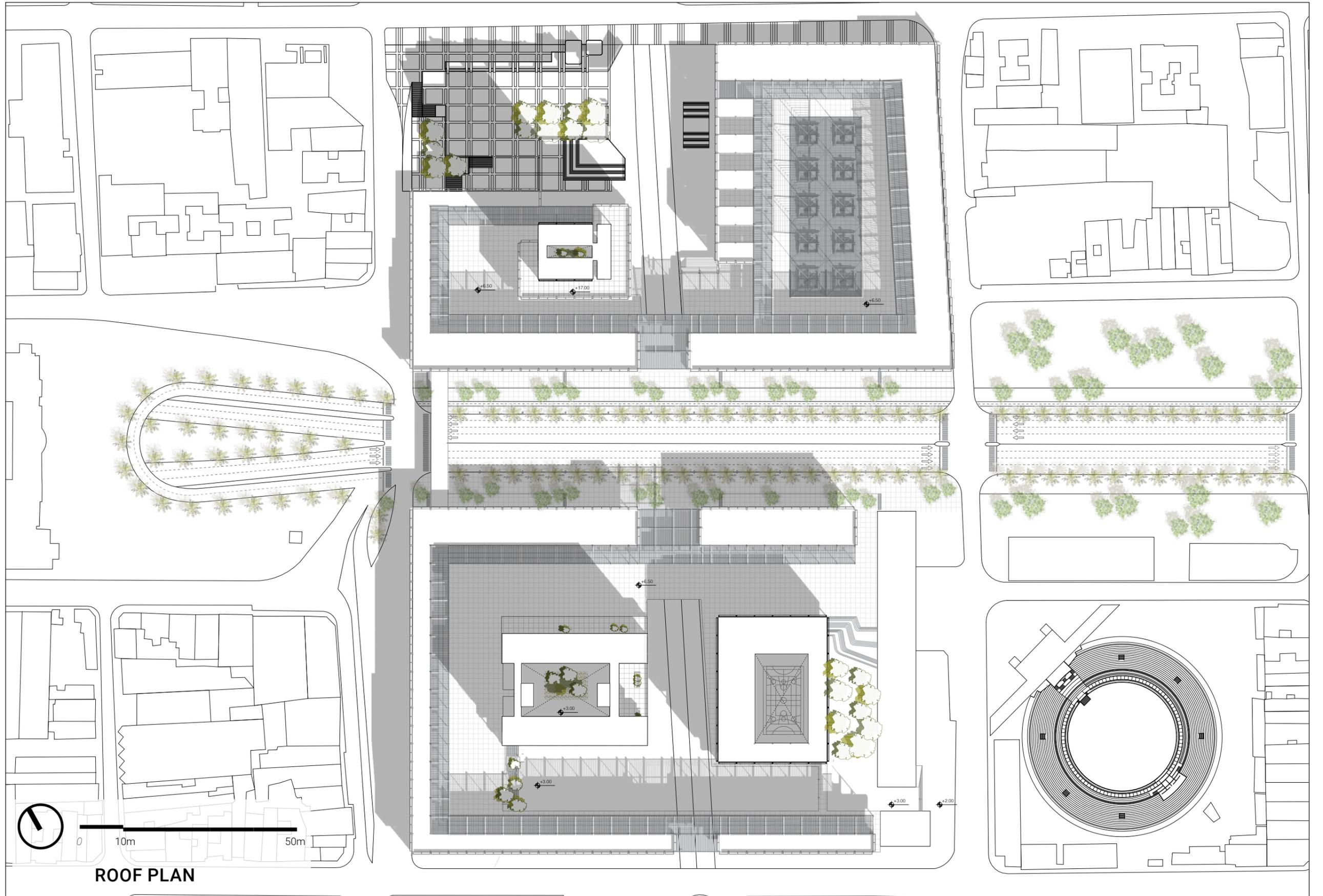


GROUND FLOOR +13.50m

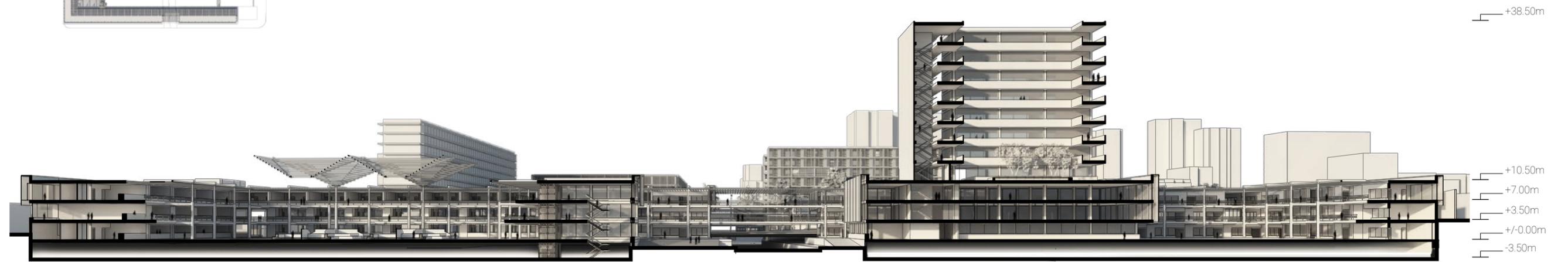
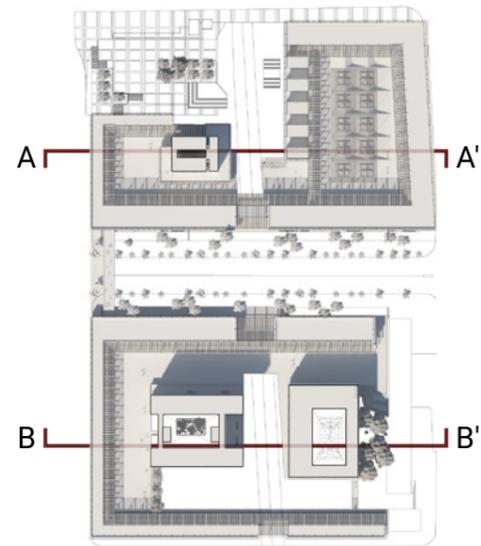




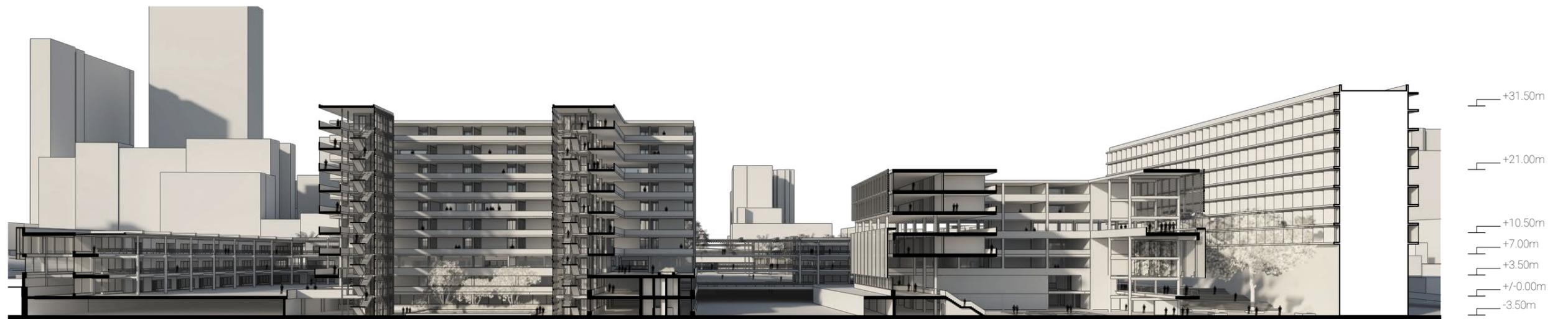
TYPE FLOOR PLAN



**ROOF PLAN**

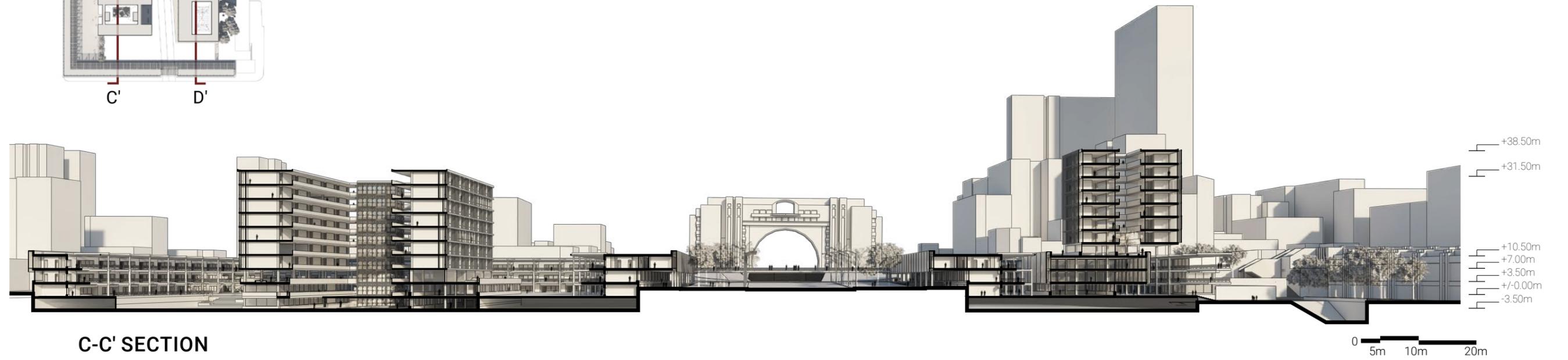
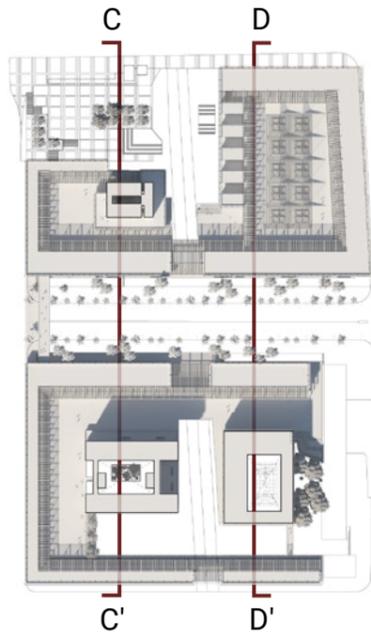


A-A' SECTION



B-B' SECTION

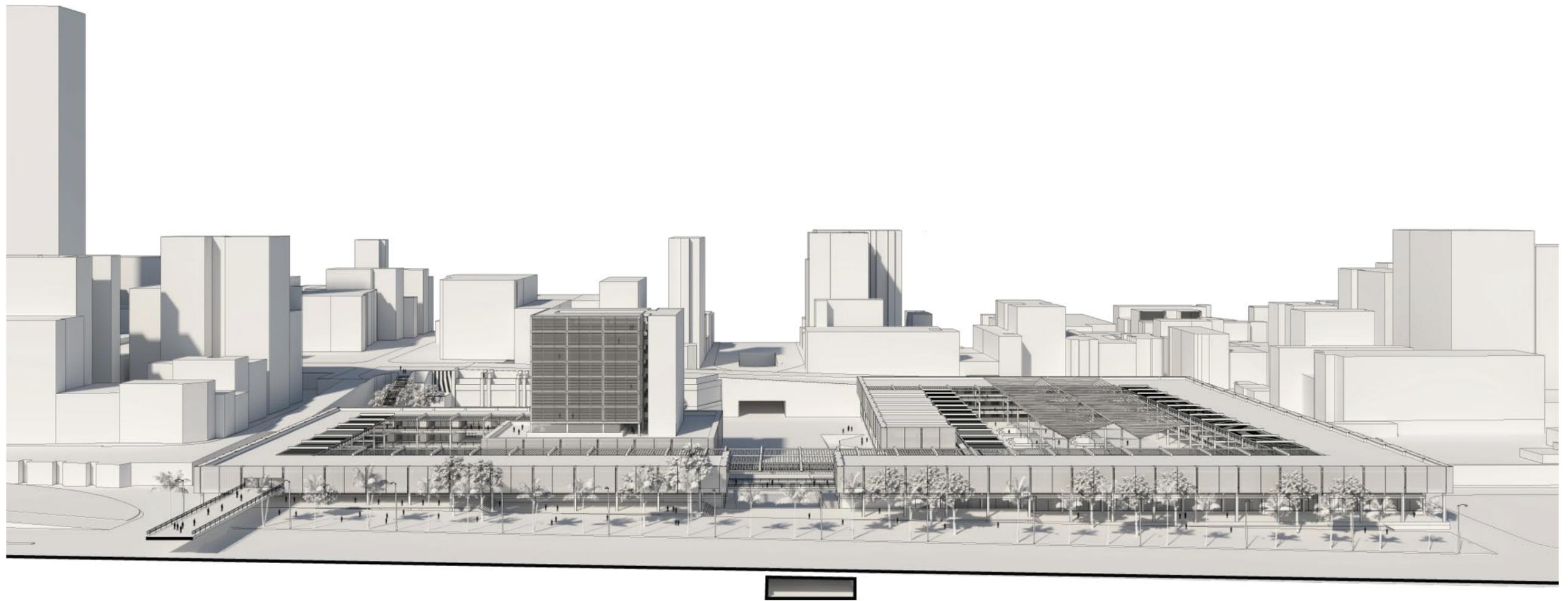
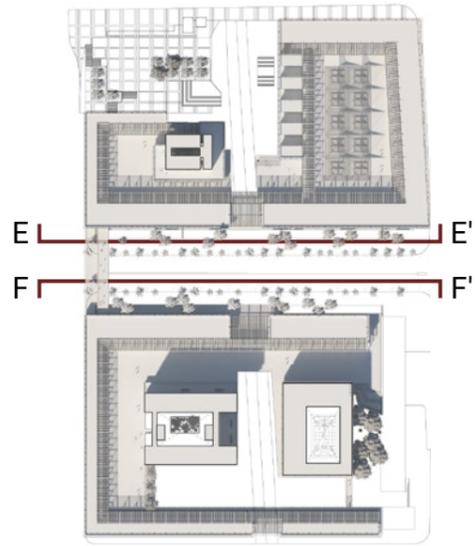




C-C' SECTION

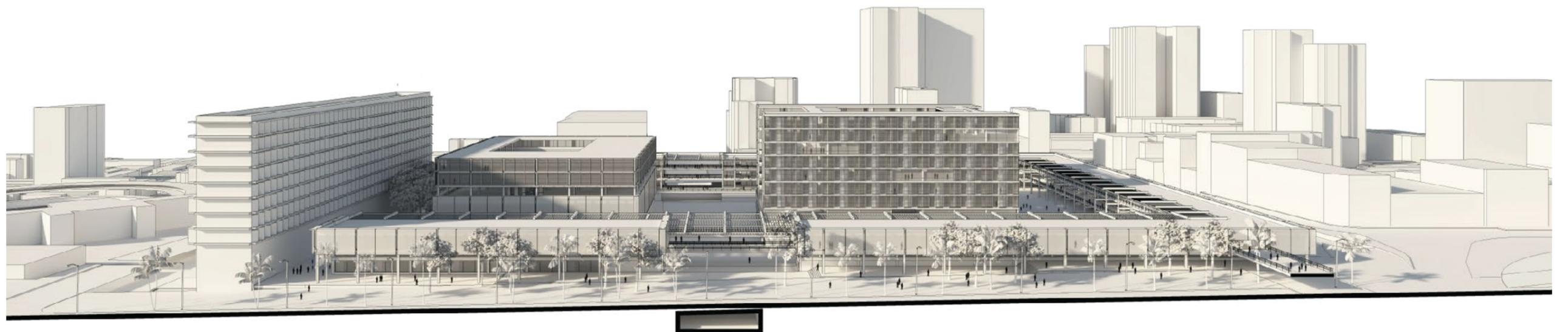
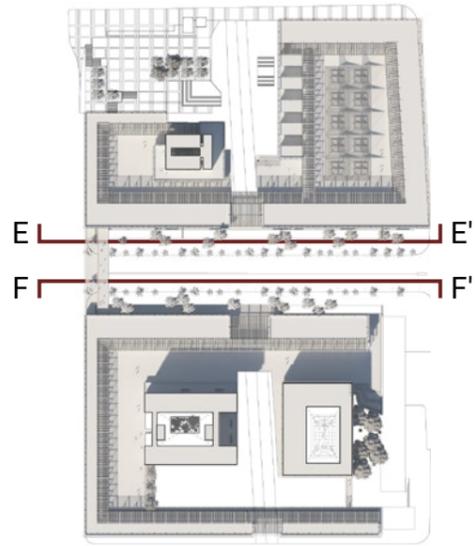


D-D' SECTION



E-E' SECTION / SOUTH FACADE





F-F' SECTION / NORTH FACADE























**WALKING THROUGH LA HOYADA\_ VIDEO**  
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