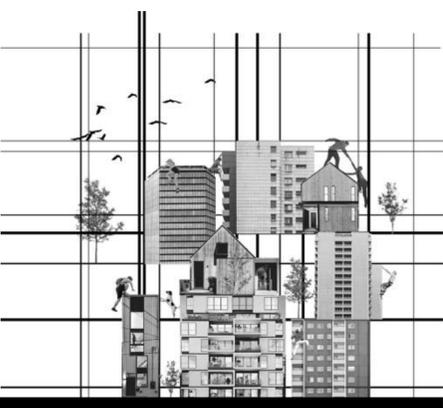


# Public Relations

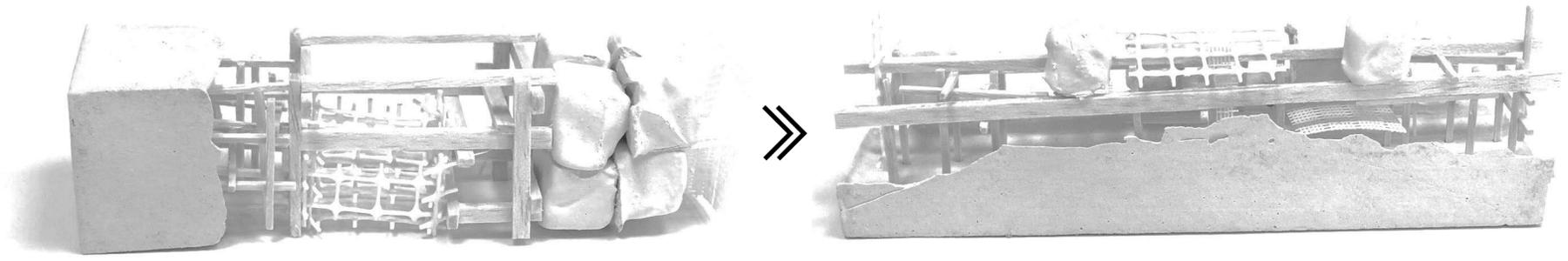


## A model for Public Housing

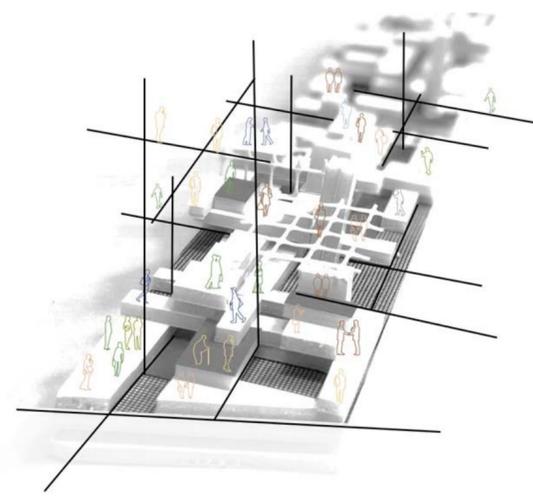
The starting point of the project is the belief that **housing is a fundamental right**, and therefore, should not be a product acquired by those with means, but a foundation for human existence.

The current balance of power, in which the free market is dominant in designing our living spaces, leaves little room for social issues. The project offers an **urban planning model that redefines the quality of living through public ownership, which serves as a social generator and drives the entire urban experience.** This while addressing issues that concern economics, sustainability, transportation, public space and more.

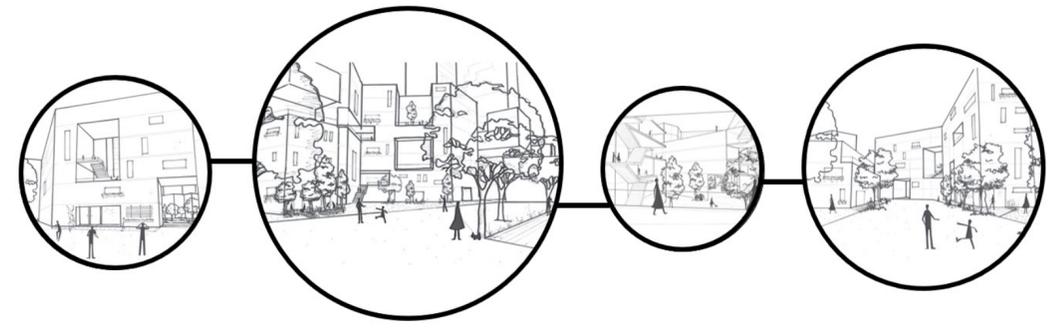
**Sde Dov** was chosen as a case study for rethinking the underlying powers at play in today's urban space, namely economy and real estate – closed, dogmatic and rigid systems, and strives to produce a heterogeneous and egalitarian urban space, which allows the integration of all populations



1 Changing perception from a state of a separated and divided **elements** to an hybridic and diversified **system**



2 Creating a **support system** by adding other functions beside housing



3 Placing the public housing units in the **heart of the city and in the power centers**



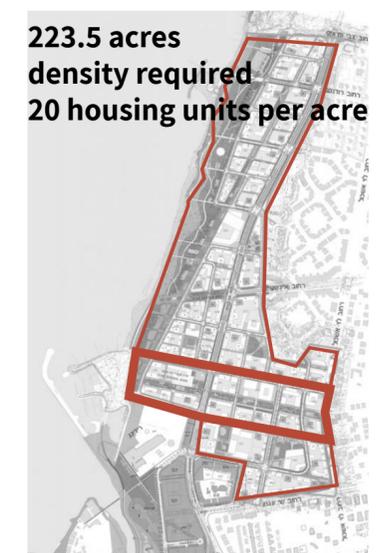
SDE DOV area



The future plan

Free Market	13,300 Units	83.7%
Affordable Housing	2,100 Units	13.1%
Special Housing	<b>300 Public units</b>	<b>1.8%</b>
	300 free market	1.8%
Hotel Rooms	720 Units	4.5%

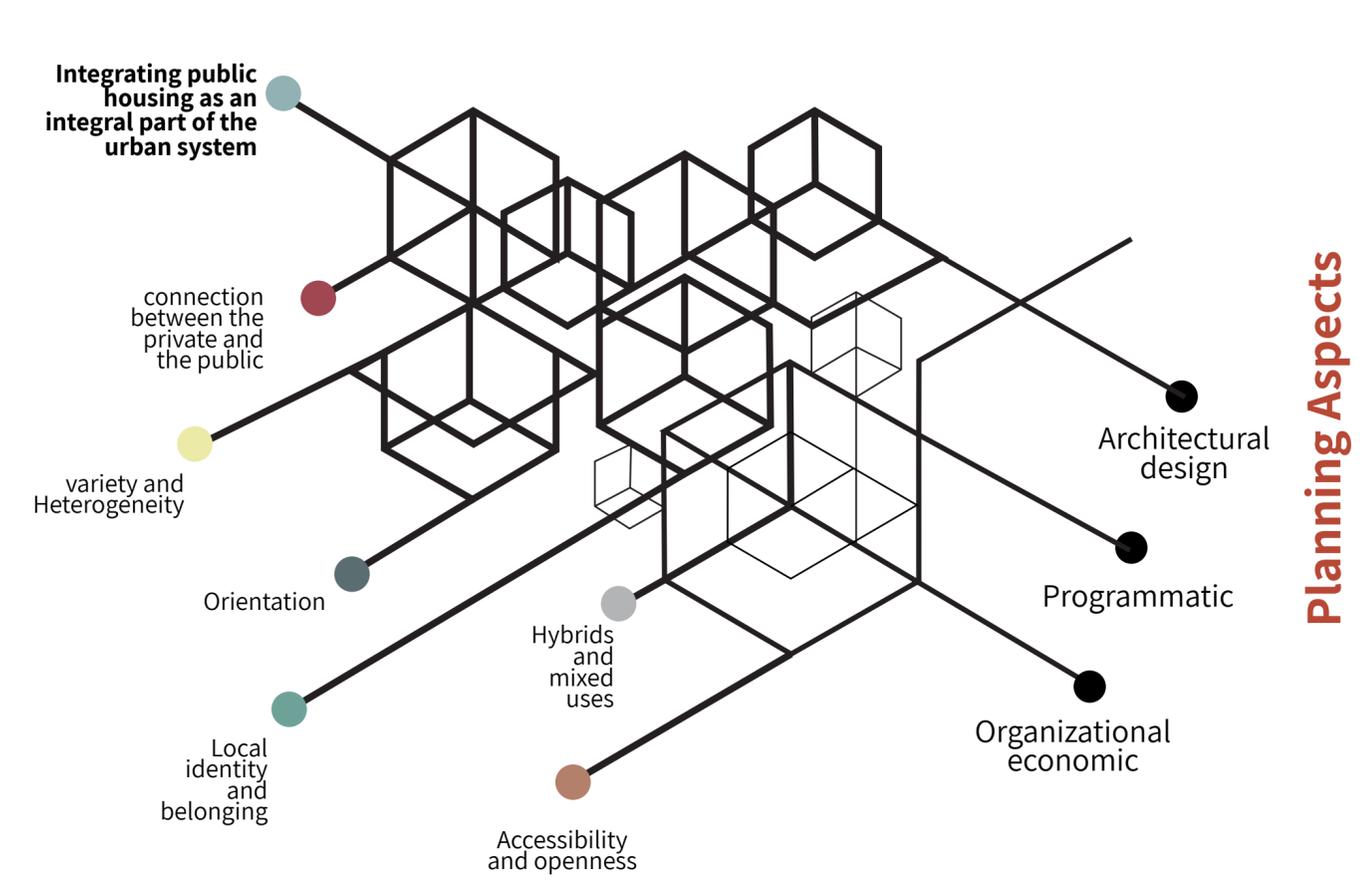
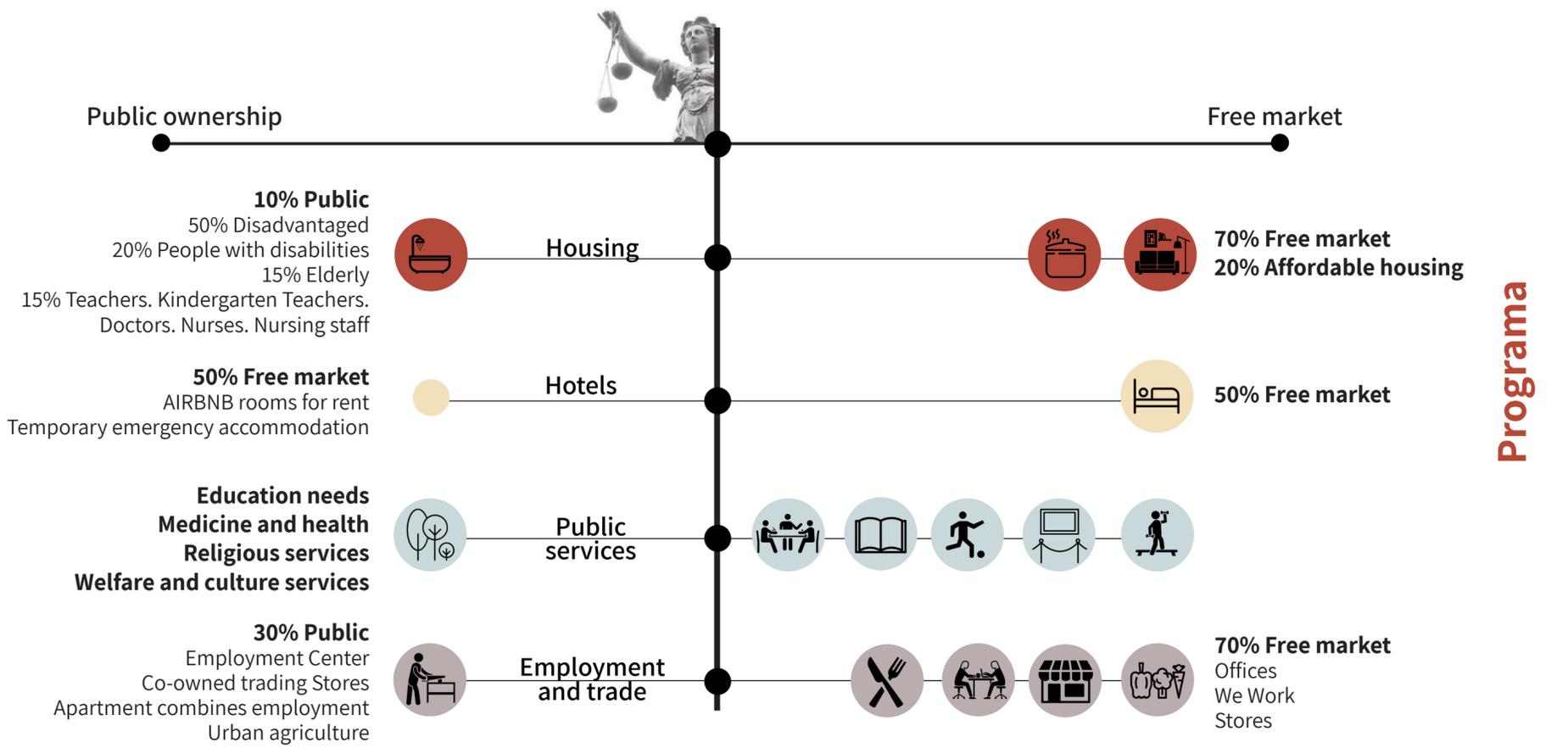
Types of housing units



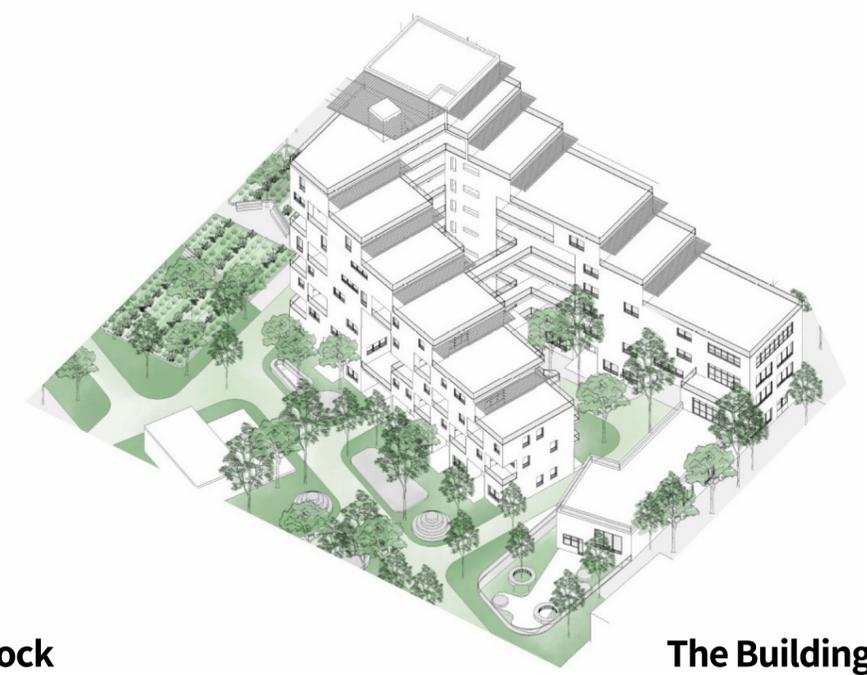
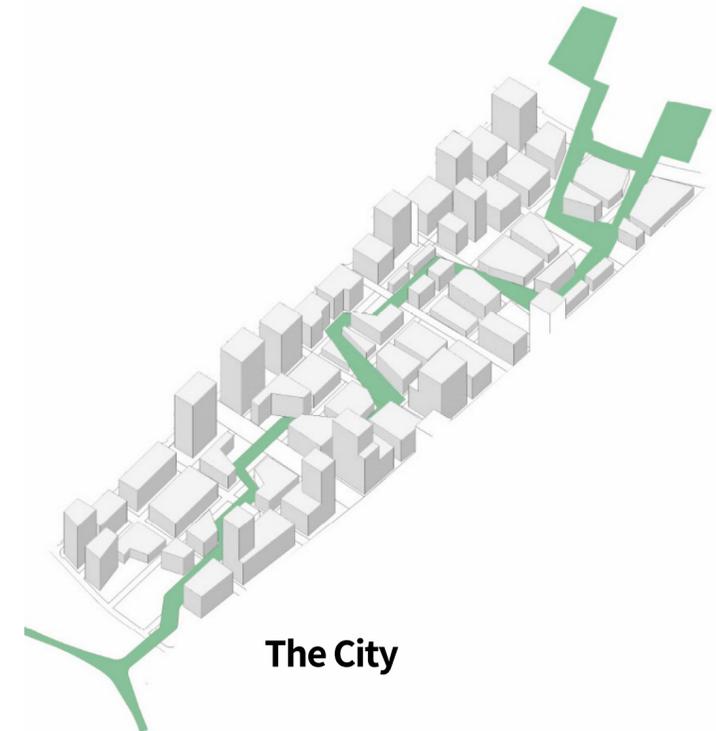
Chosen **STRIP** for planning

Model Principles

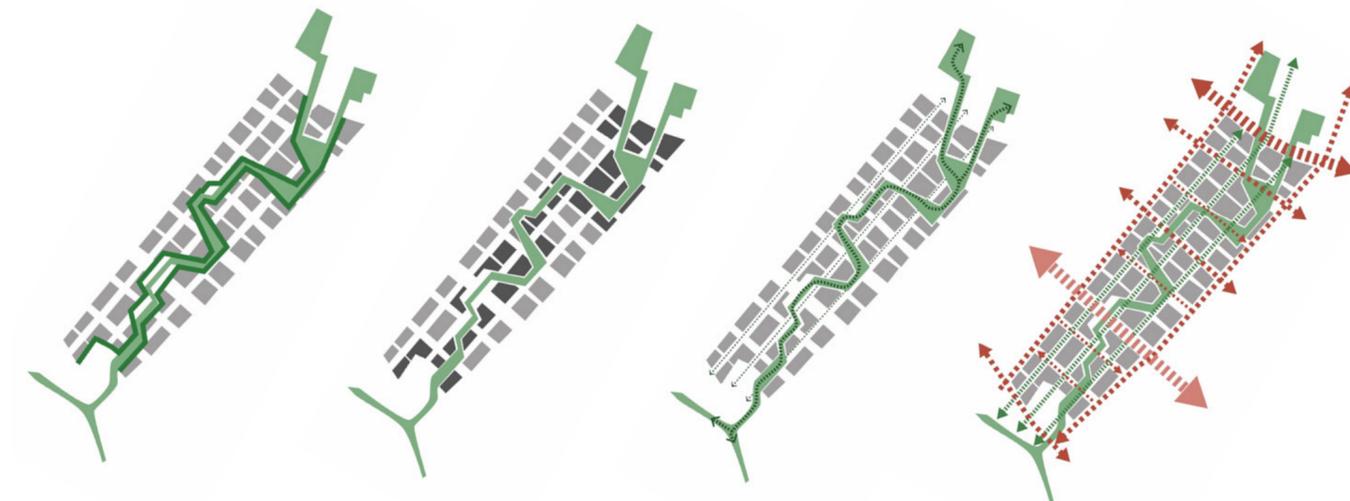
Planning Area



The planning works in parallel on **3 different scales** - the city, the neighborhood block and the single building. so that there is a reference to the needs of the individual, the development of the neighborhood community, and the promotion of intensive and sustainable innovative urbanity - all of these emphasize issues related to improving the lifestyles of public housing in particular, and city residents in general.



**Planning Scales**



Large interface between built and open

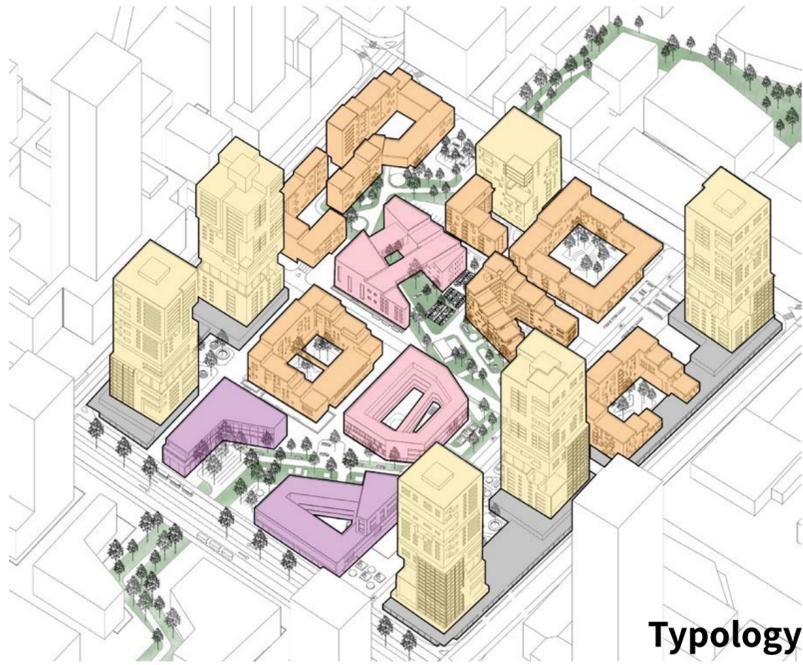
Different building footprint

Rich and diverse public space

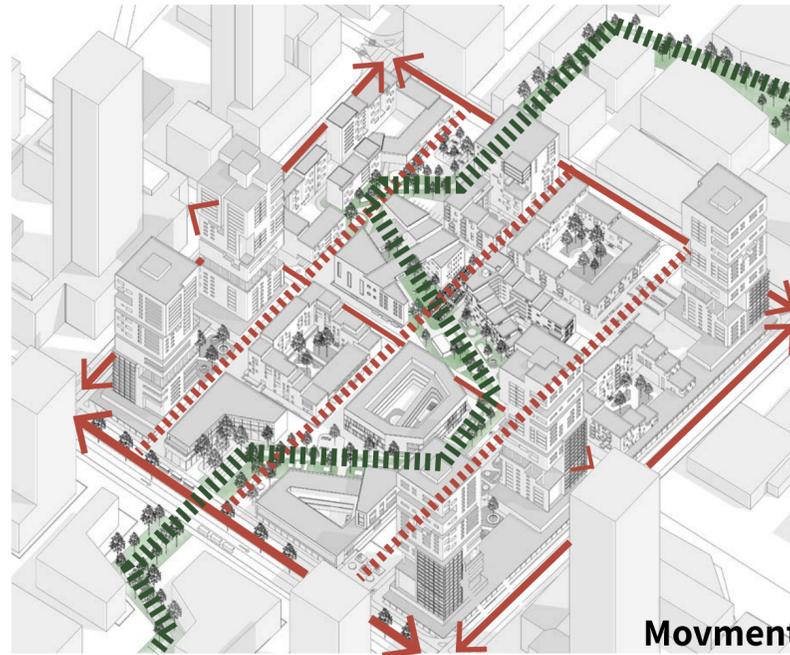
Diverse and hierarchical system



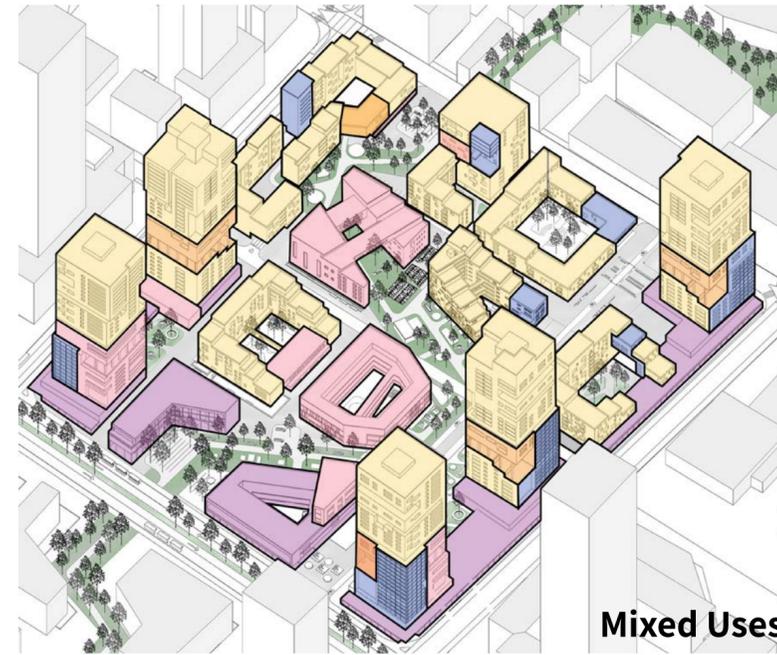
**The City** Urban planning is based on the future plan environment in order to create an urban continuum and context, which has been strengthened through the addition of a frequent and dense network of axes. This has led to the creation of small plots that contribute to the construction of living spaces on an intimate scale, and strengthen community and belonging. The winding green axis enters the regular network, which creates an extensive interface between the free space and the open space and allows as many people as possible to be close to it, In addition, a diverse sub-level construction that relates to its environment and unique urban situations.



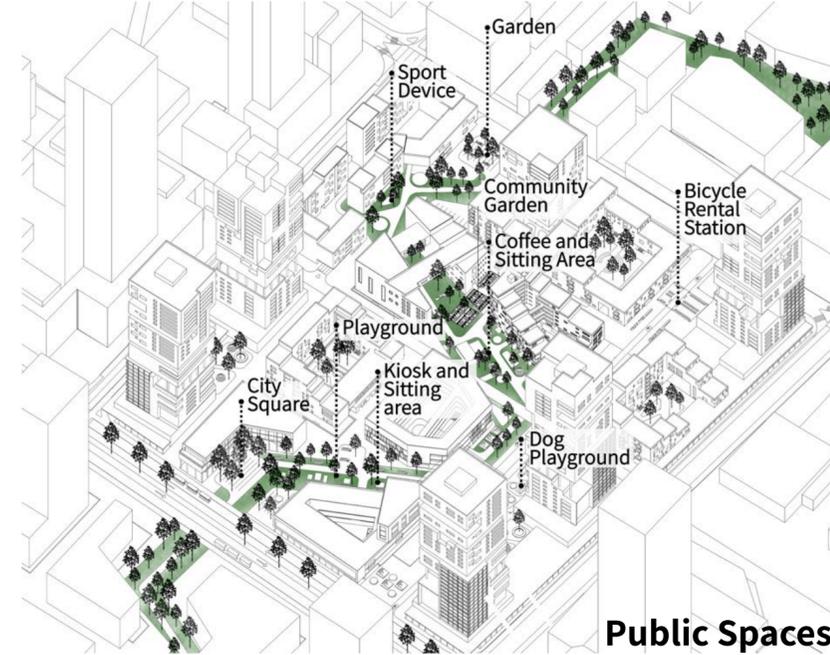
Typology



Movement



Mixed Uses



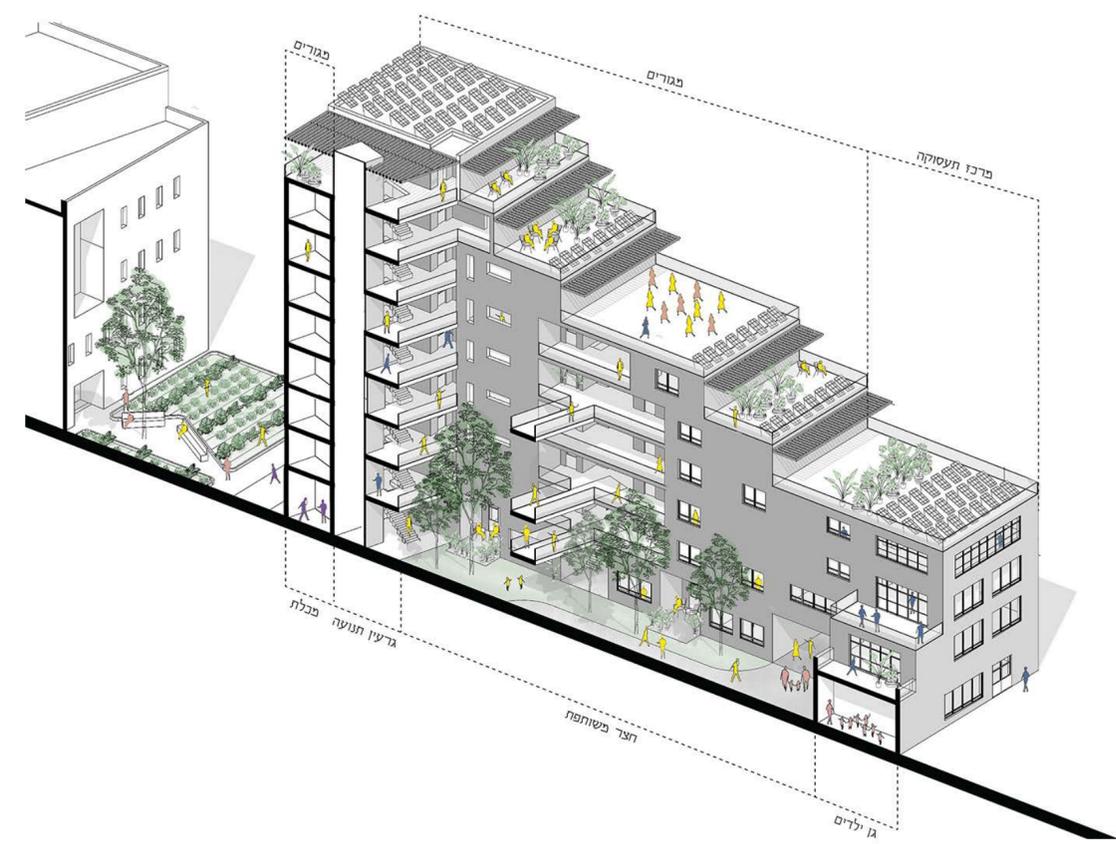
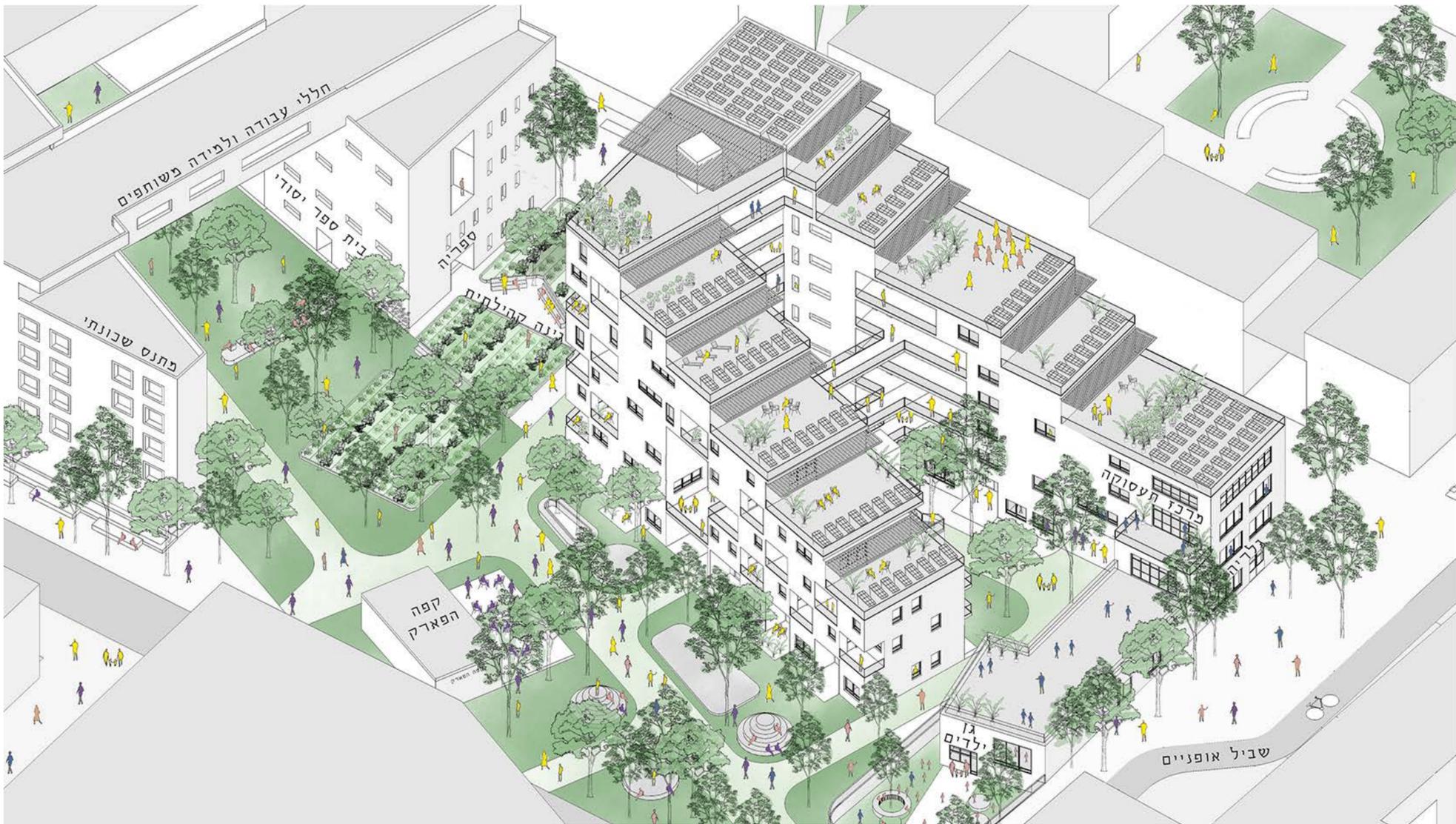
Public Spaces



**The Neighborhood Block** was designed to create a community that combines diverse populations, with traffic that prioritizes pedestrians and public transportation, A variety of typologies and a mix of uses, allows proximity to different services, and using the potential of open spaces by creating focal points along the parks, accessible and equal for everyone.



Neighborhood Plan



**The Building** is designed to suit different people with different needs - there is a diverse mix of apartments based on type and not size, commercial and employment spaces as part of the building's financing and maintenance, Transparency of the movement systems and the cooperative spaces in the building to link the orientation between the spaces, Separation and gradation between the private and the public to create a sense of security.



Floor plan



View from a common area in the building



East-west section