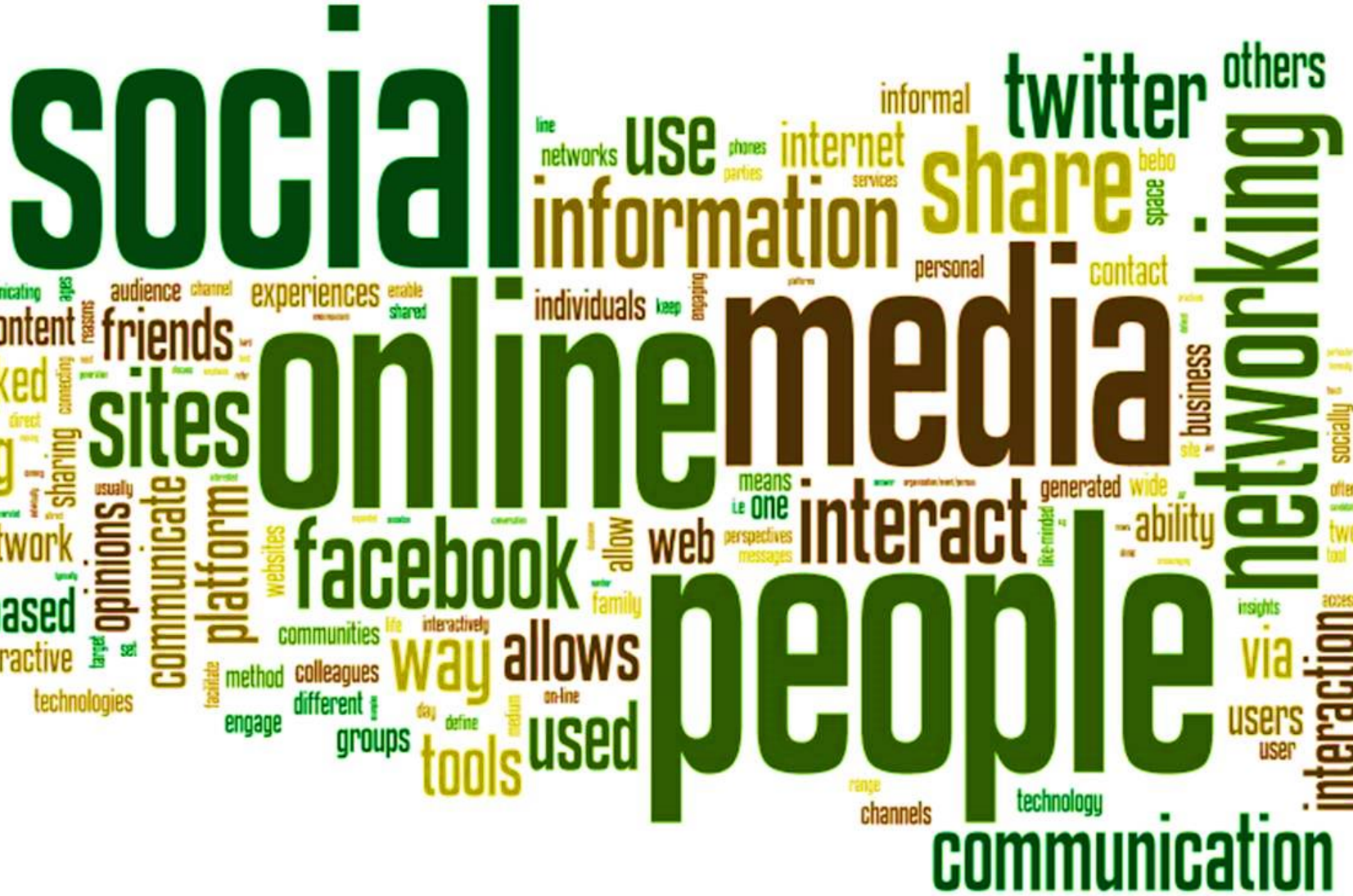


Design proposal: Rishon LeZion Media complex



The planning area will undergo massive changes in the near future. The transition of major media organizations, among them “Globes” and “Yediot Akhronot”, will bring a large amount of new workers to the compound, people that will come to the place for business and more. This will result in the increased movement of people who will search for easy access by foot or bicycle as well as spaces for recreation and gastronomy during and after working hours. The development of the place will also attract people that may use it as a recreation area in the evenings.





Lincoln Center NYC



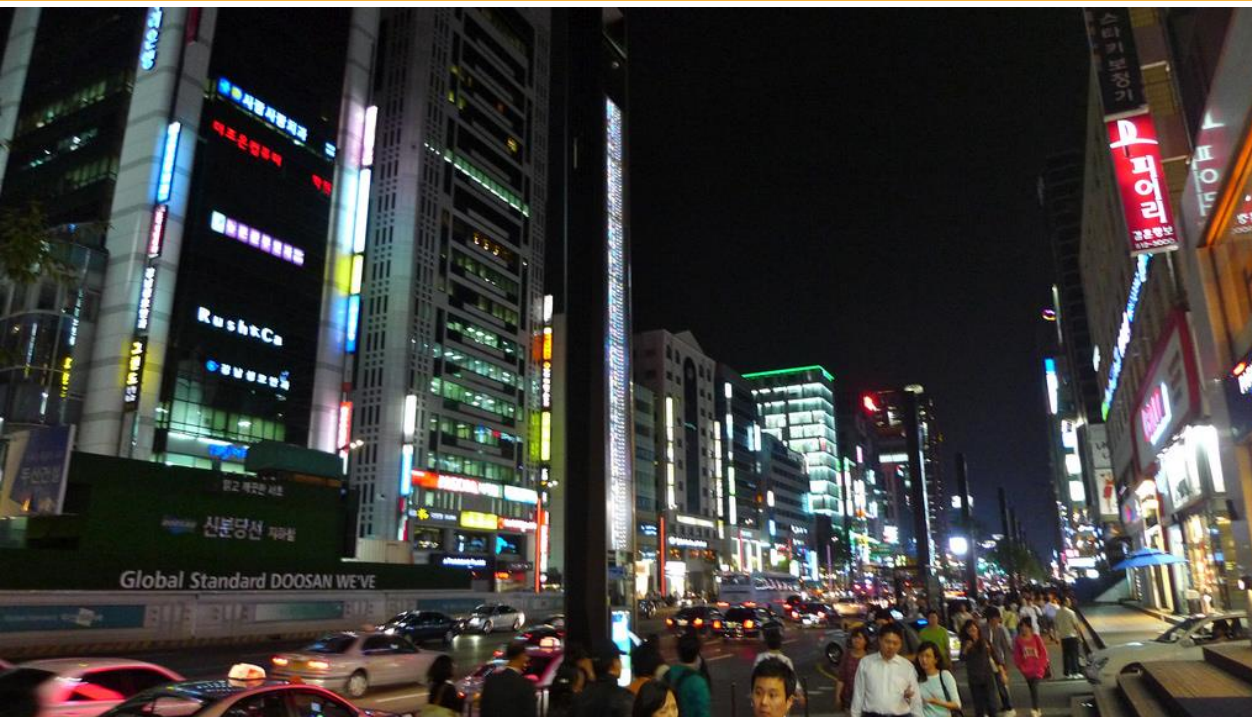
NBC News NYC



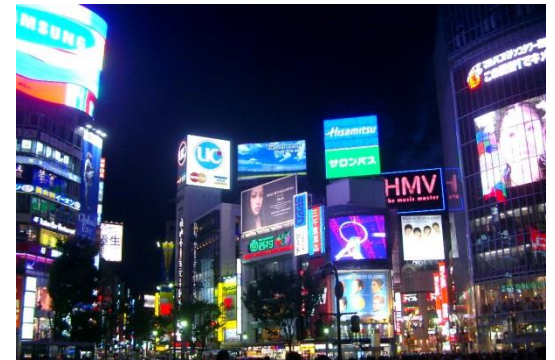
Times Square



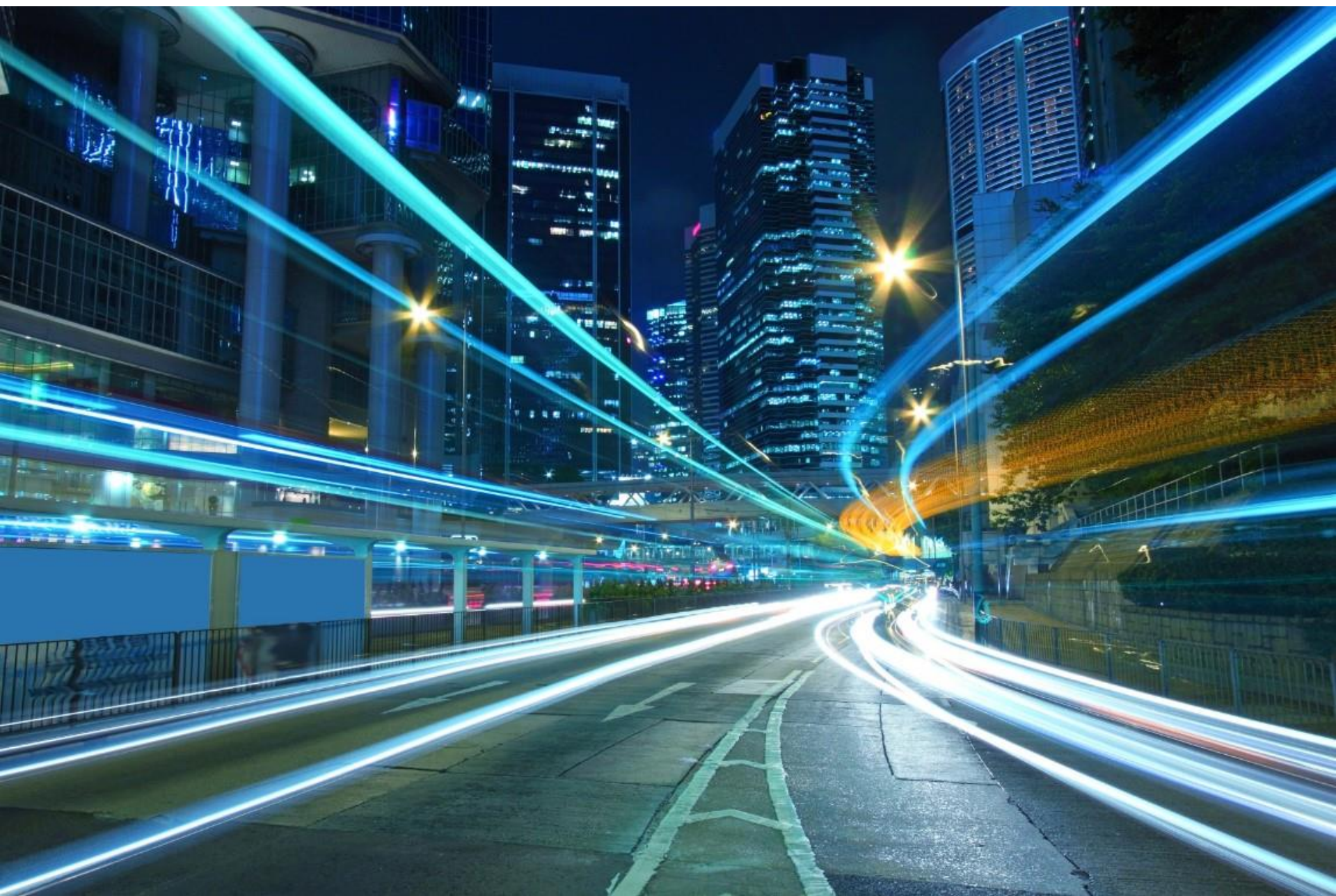
Reuters Times Square



Shibuya Tokyo







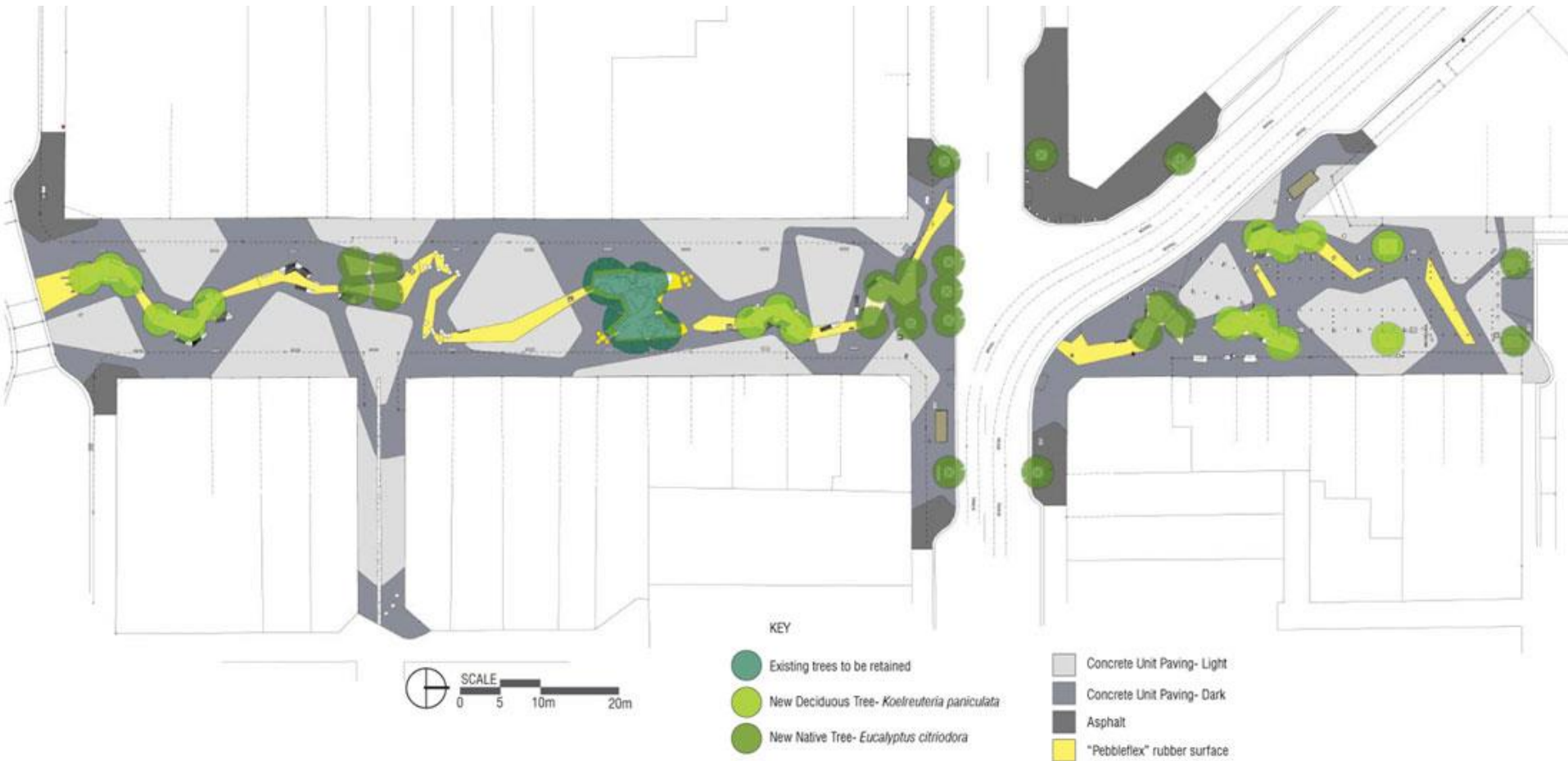




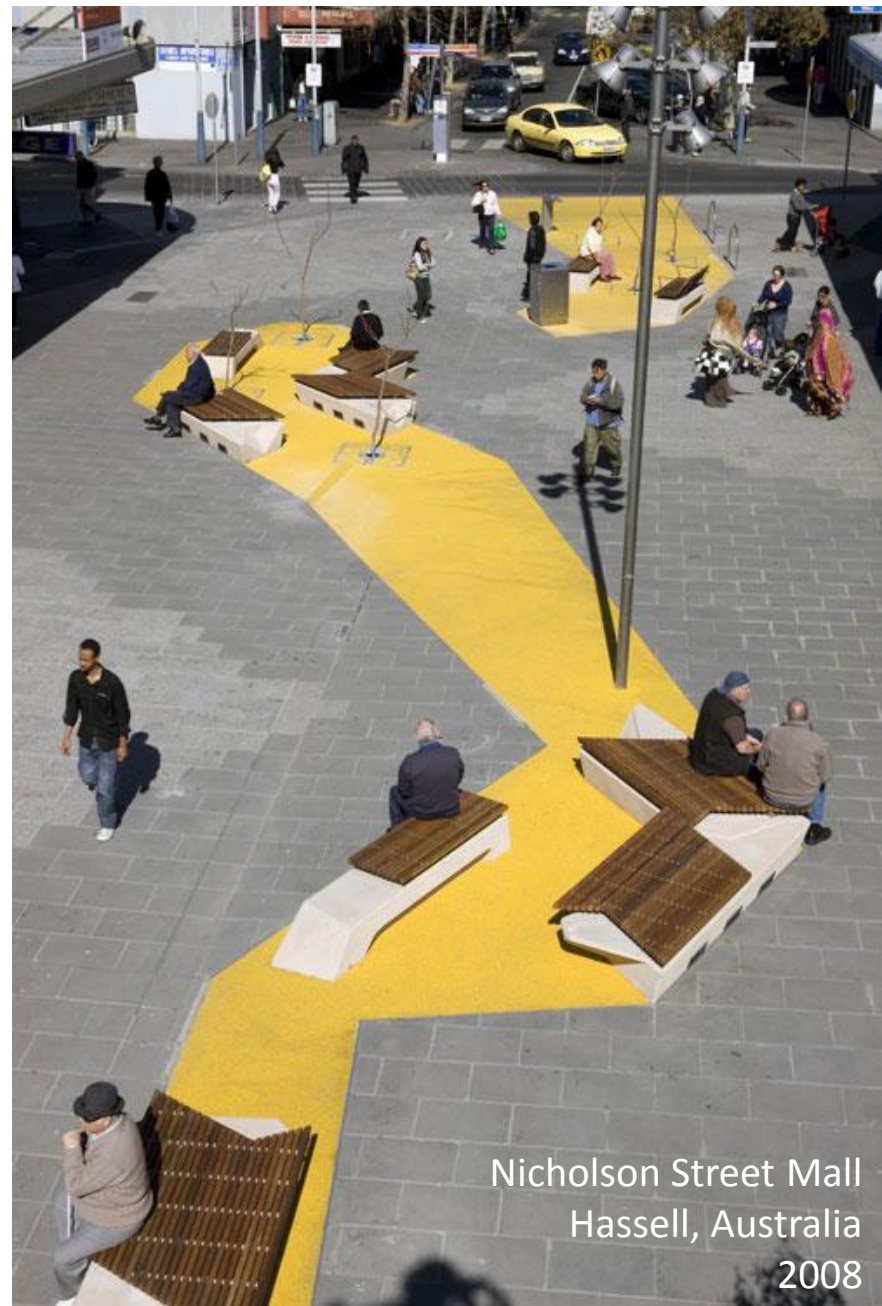
Yellow ribbon
inspiration



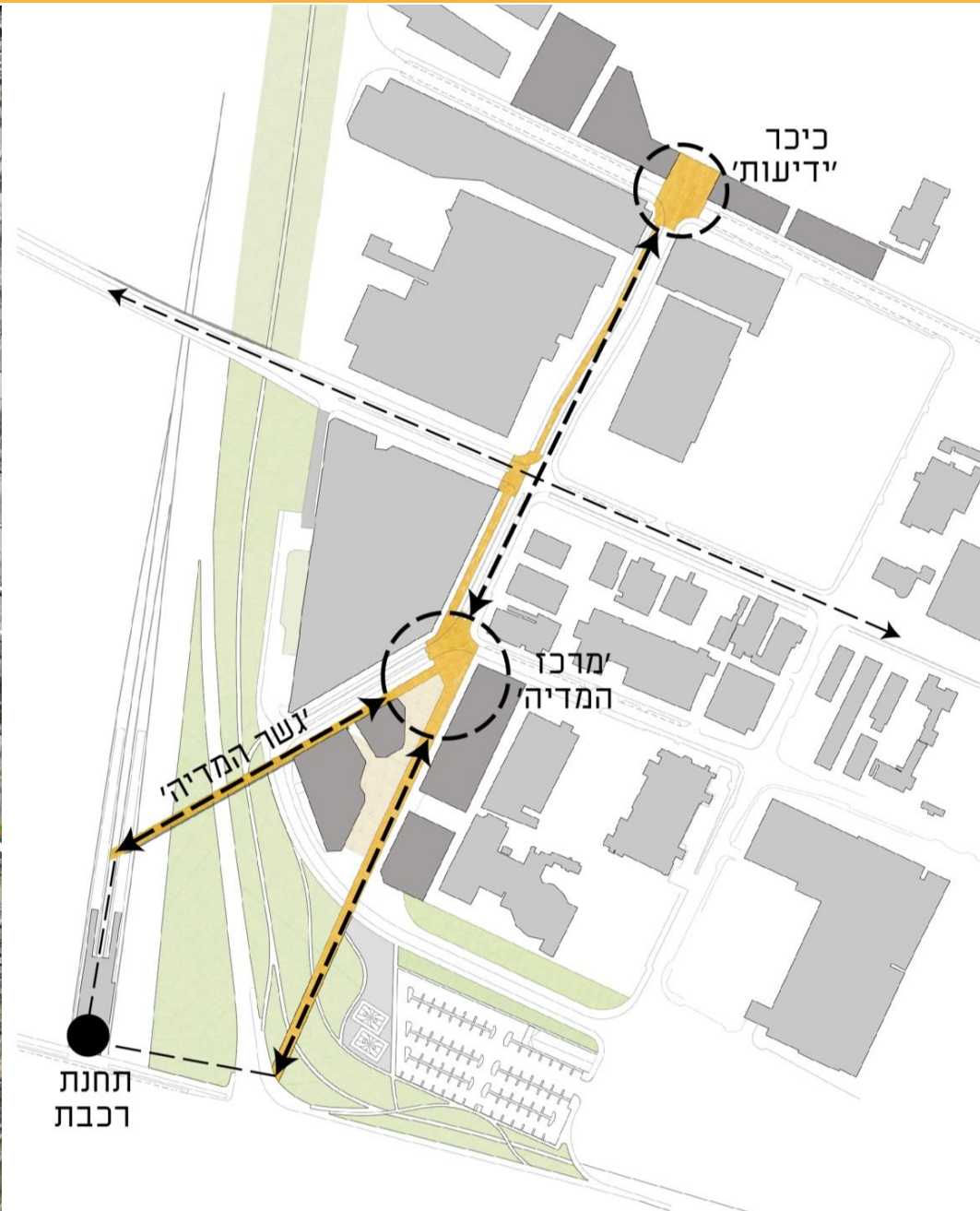
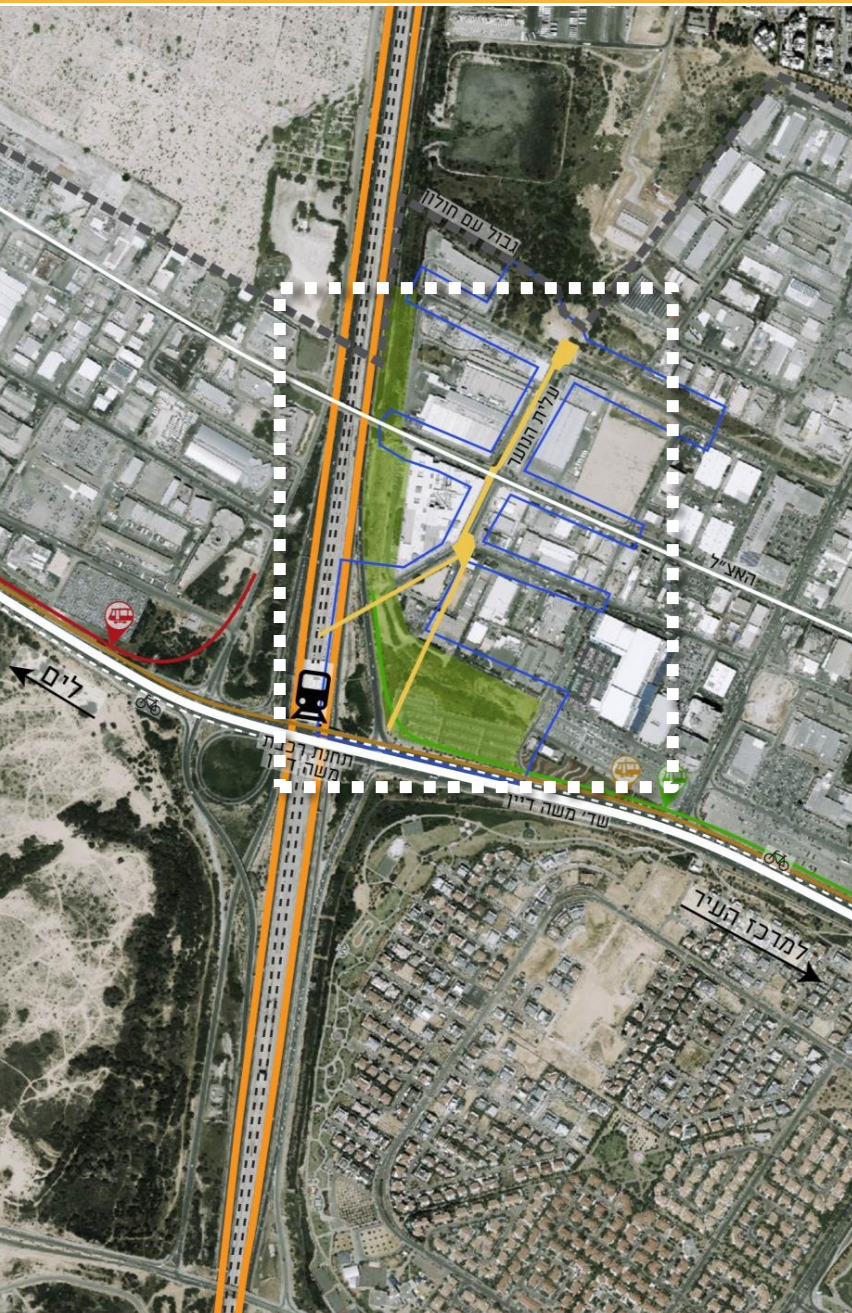
Street Art
Brooklyn, NYC
2014



Nicholson Street Mall
Hassell, Australia
2008



Nicholson Street Mall
Hassell, Australia
2008



Central idea

We propose to make the public space the motto for pedestrians and bicycles:

Motorized traffic will be routed to underground parking lots and loading and unloading zones only.

Expanding the sidewalks will be done at the expense of street parking spaces. As an alternative we suggest parking on the ground and underground.

In this context is also proposed to increase evening activities in the area, dining and entertainment in all its diversity and to take advantage of the nearby residential areas.

Street language

The main idea is to create an identity for the street by introducing a

broadband

in a distinct color scheme as a sidewalk.

All street elements will be integrated.

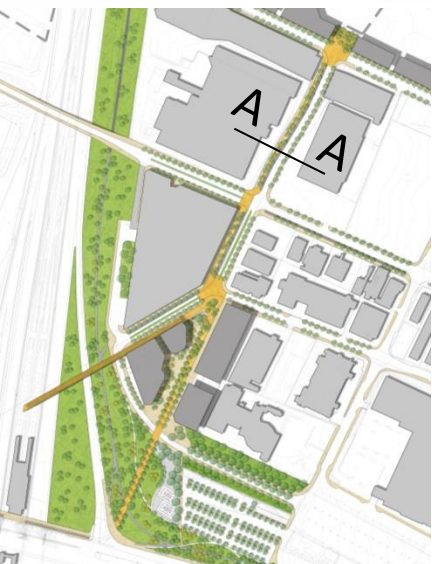
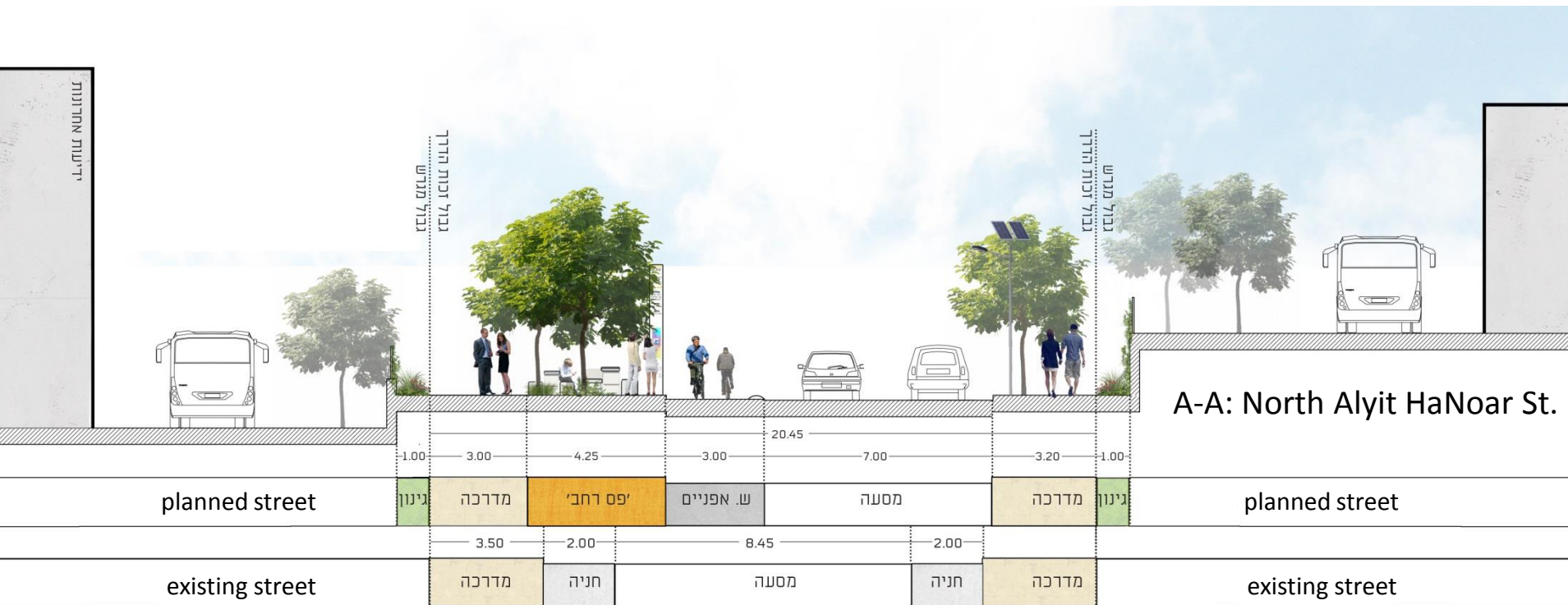


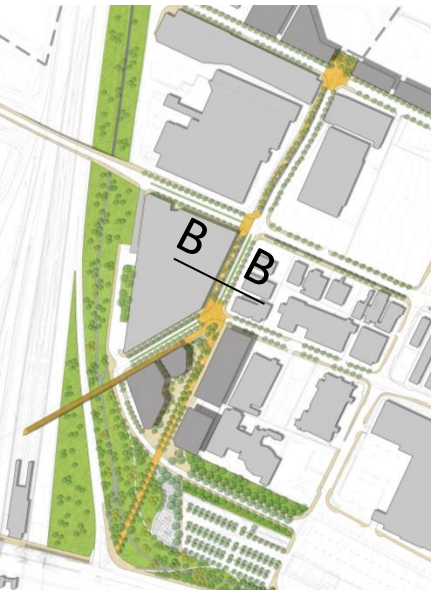
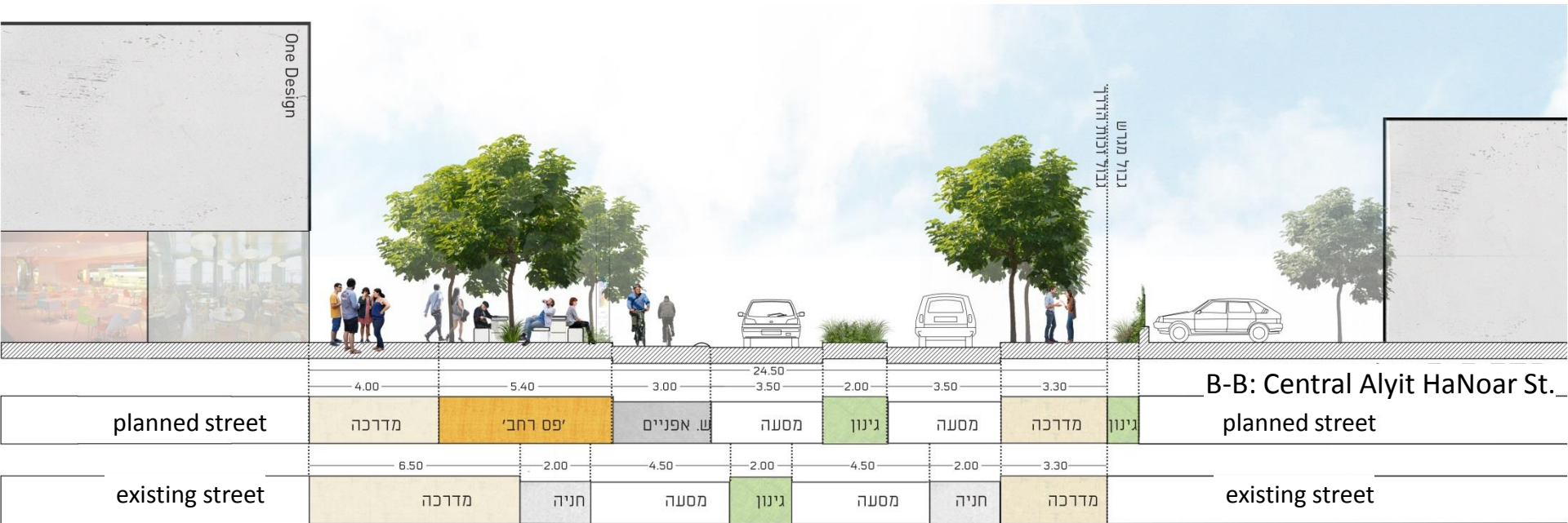
מבנים קיימים

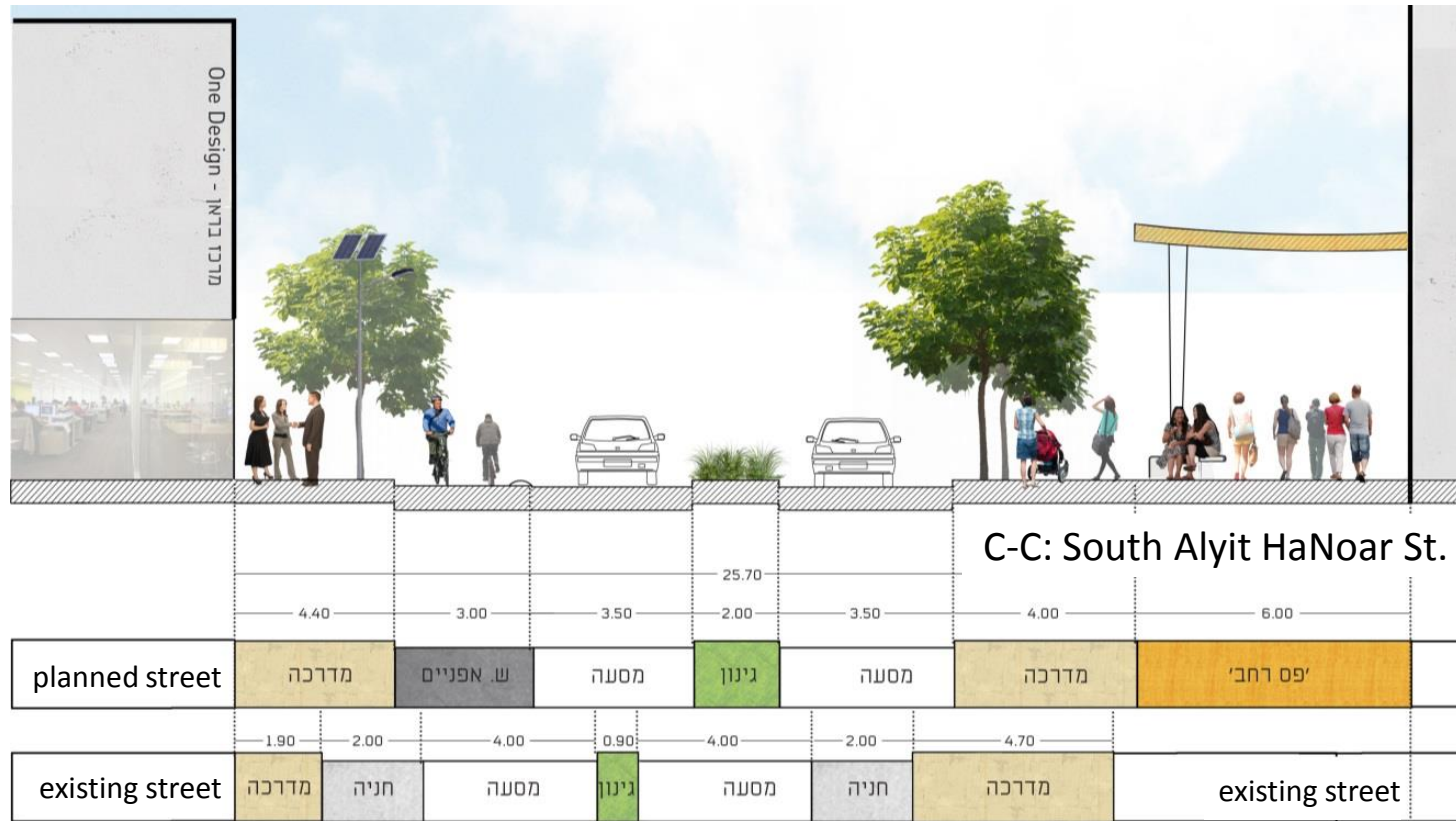


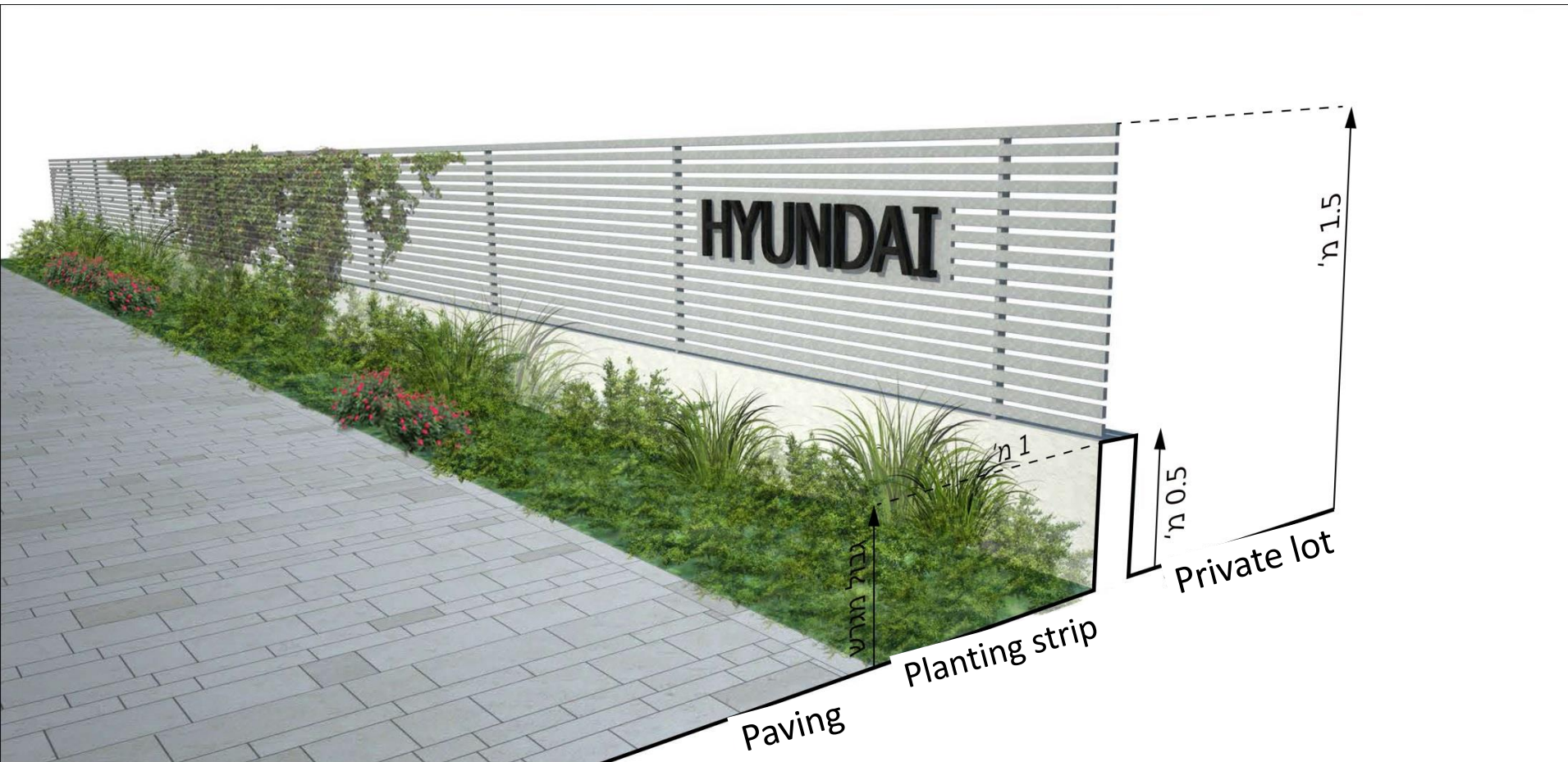
מבנים מתוכננים







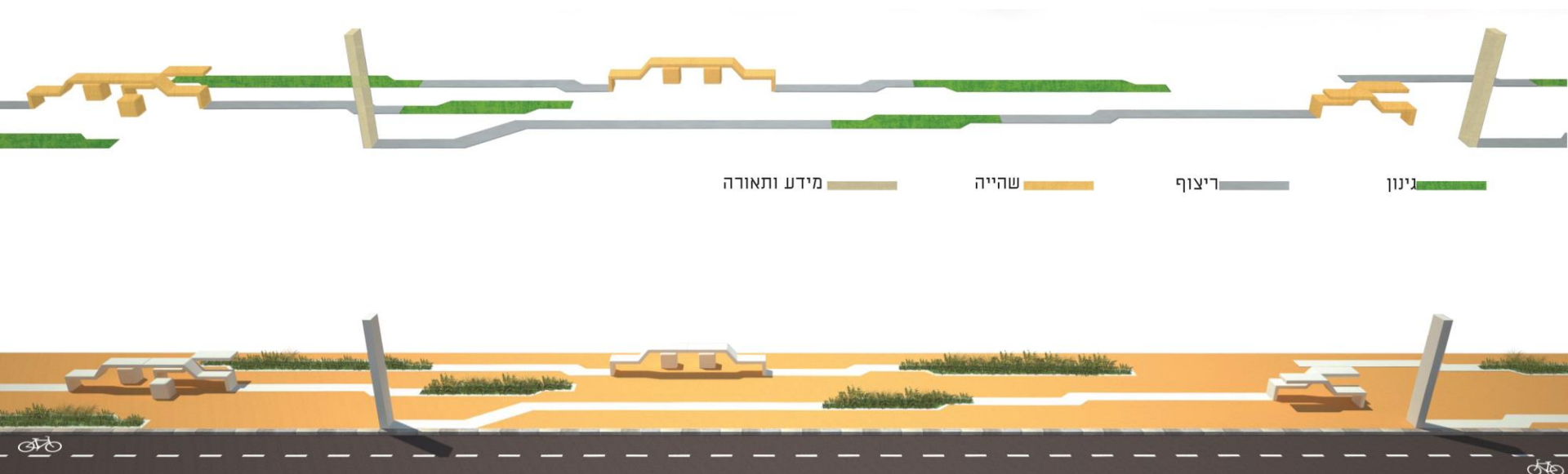


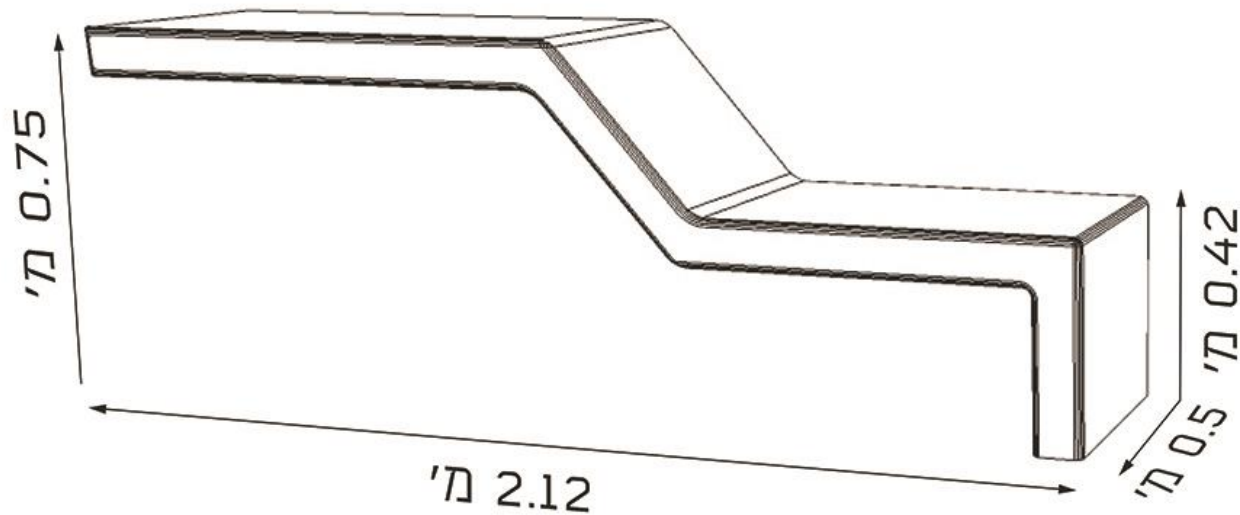


There will be clearly defined guidelines for signage on building facades in a uniform manner, as well as guidelines for the location of fences and characterization of contact points in public space.

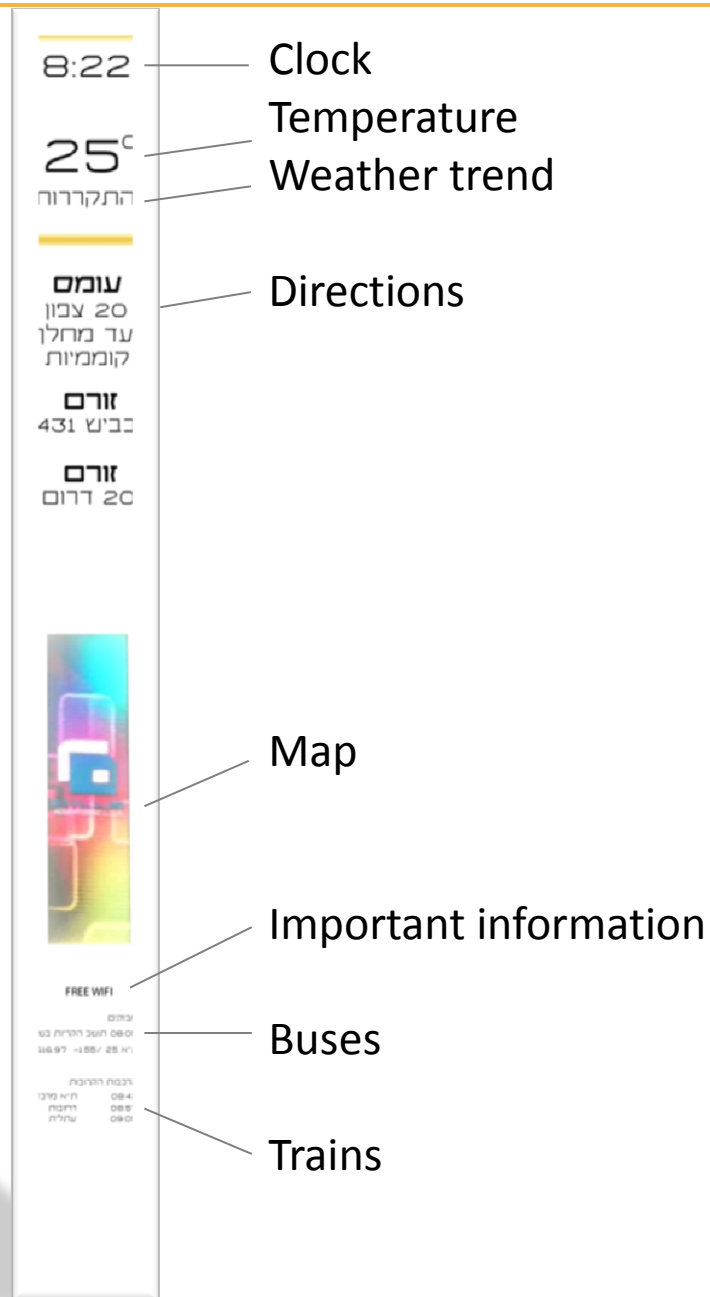


The built elements in the streetscape will incorporate all functions of sitting, resting, lighting, signage, and information – in a uniform and harmonious design.





Sitting element
based on the TWIN model by talco



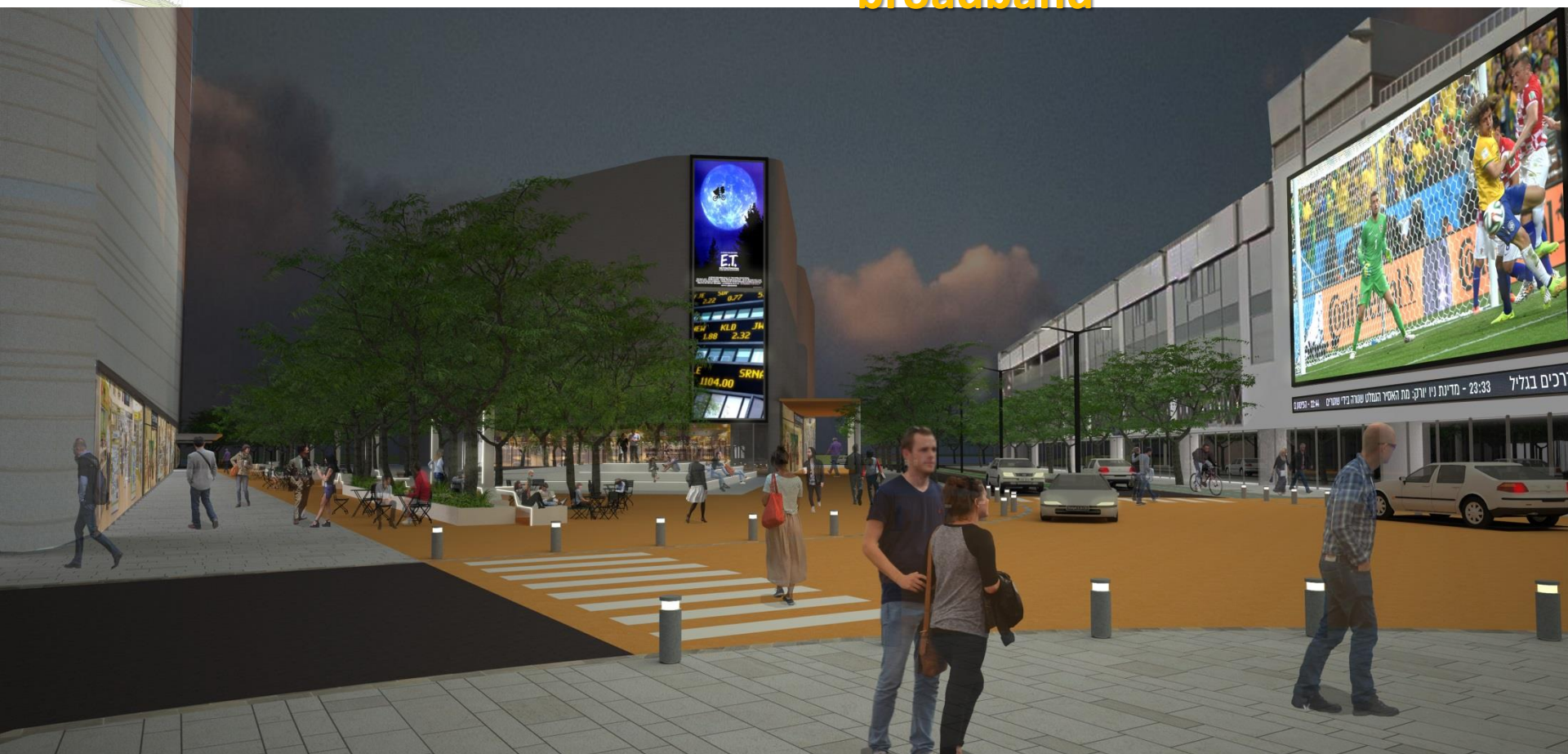
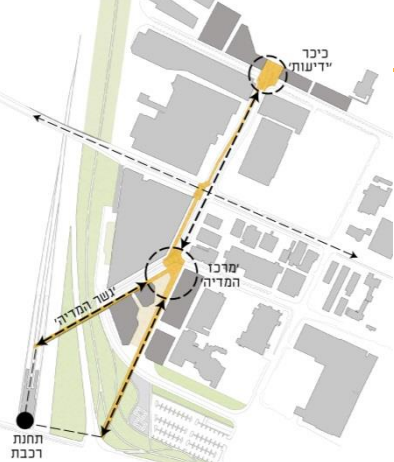
The main idea is to create an identity for the street by introducing a **broadband** in a distinct color scheme as a sidewalk and to integrate all street elements. The built elements in the streetscape will incorporate all functions of sitting, resting, lighting, signage, and information – in a uniform and harmonious design. Wherever possible, trees will be planted on the sidewalk and squares.



The paving in the entire compound will be executed in uniform colors meeting the standards of green building (prevention of radiation). The street furniture will be painted in matching colors complementing to the harmonization of the area. In night times a distinct lighting scheme will be introduced reflecting once again the idea of a **broadband**



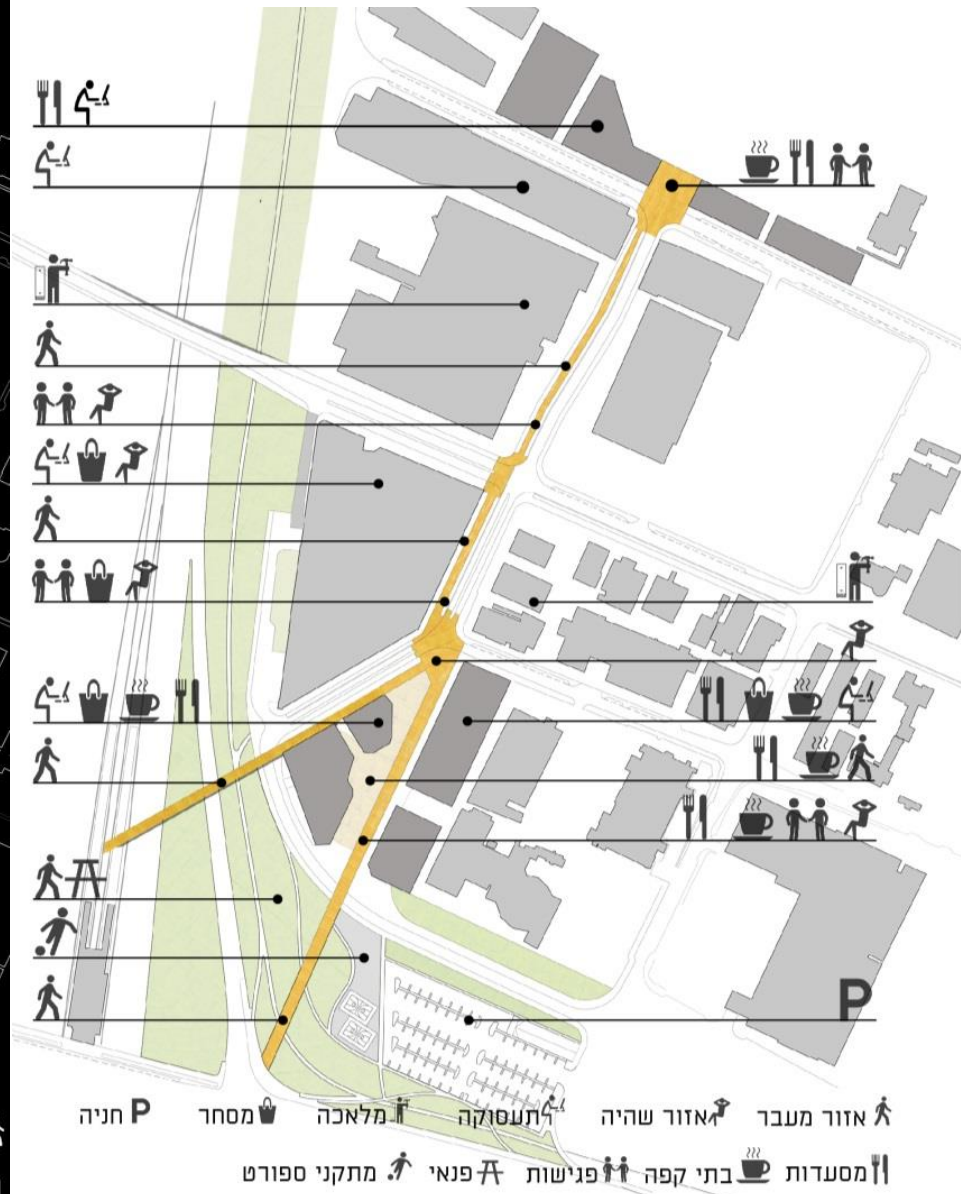
At the intersection of the streets on the north and south end of Youth Aliyah, two squares are being planned that will be the central and gathering points and activity areas. The street elements combine various activities in the public spaces including strolling in the squares, lighting as well as providing energy and information to users at all times. In the two squares motorized traffic will be slowed down, travel routes will be highlighted by the **broadband** paving and defined by bollards.



during night time



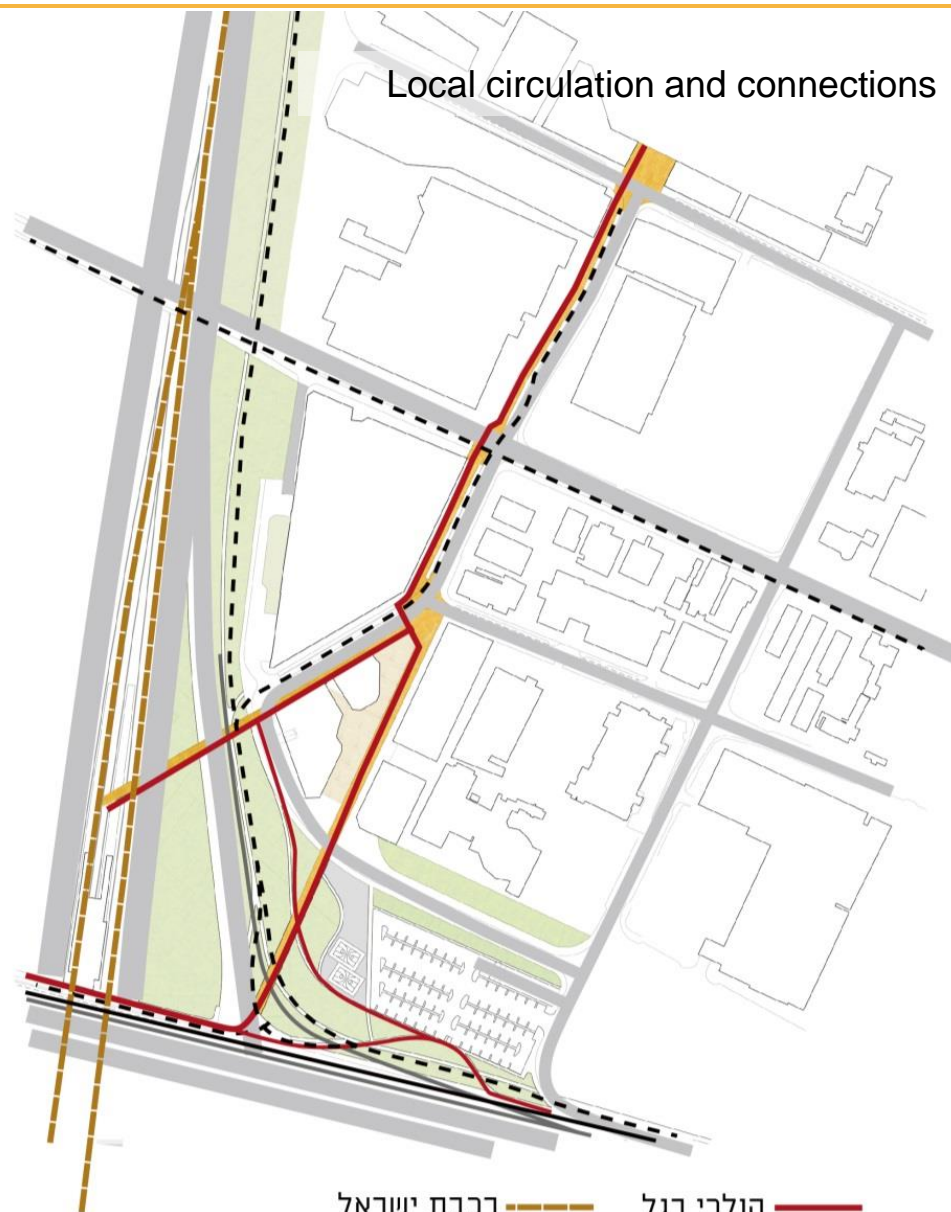
during day time



Landscape elements



Local circulation and connections



רכבת ישראל ————
 הולכי רגל ————
 כלי רכב ————
 אופניים ————
 רכבת קלה ————

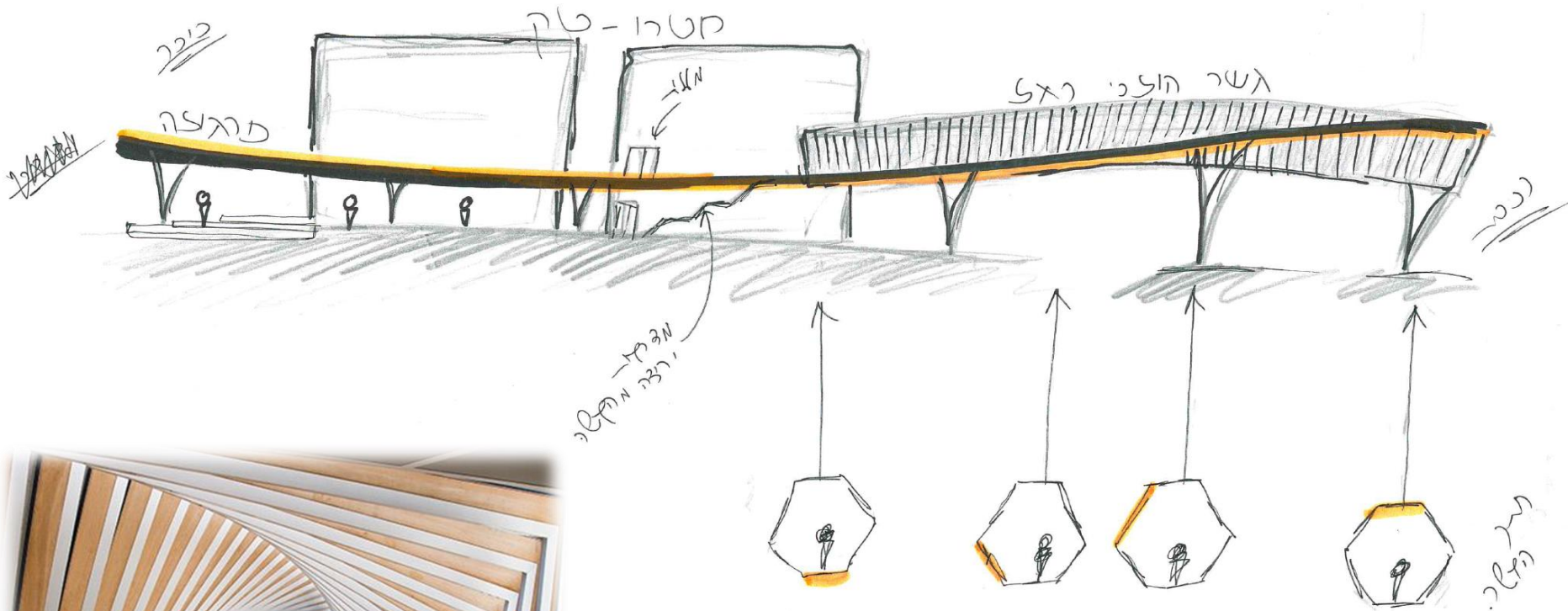


The bicycle path along Moshe Dayan Blvd. will be expanded leading into the compound and along Ayalon Highway. Additional bicycle paths are being planned in the compound connecting it with the rest of the city. Along Moshe Dayan Blvd. a park will be built including leisure activities, sports and recreation for the benefit of employees in the compound and local residents. The existing parking lot at the corner of Lishanski St. will be rearranged and expanded with underground parking. A new pedestrian bridge will lead directly to the train station

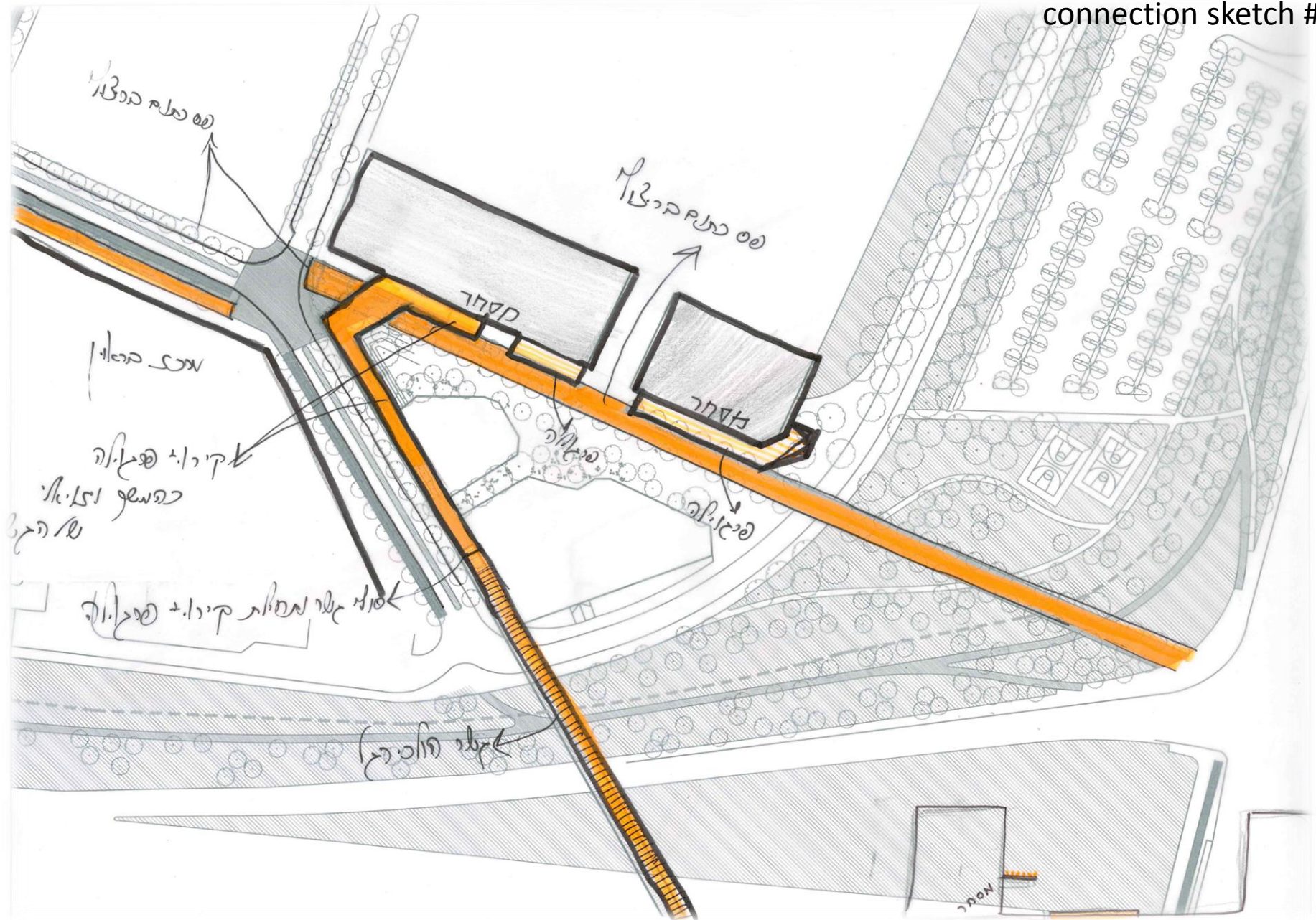


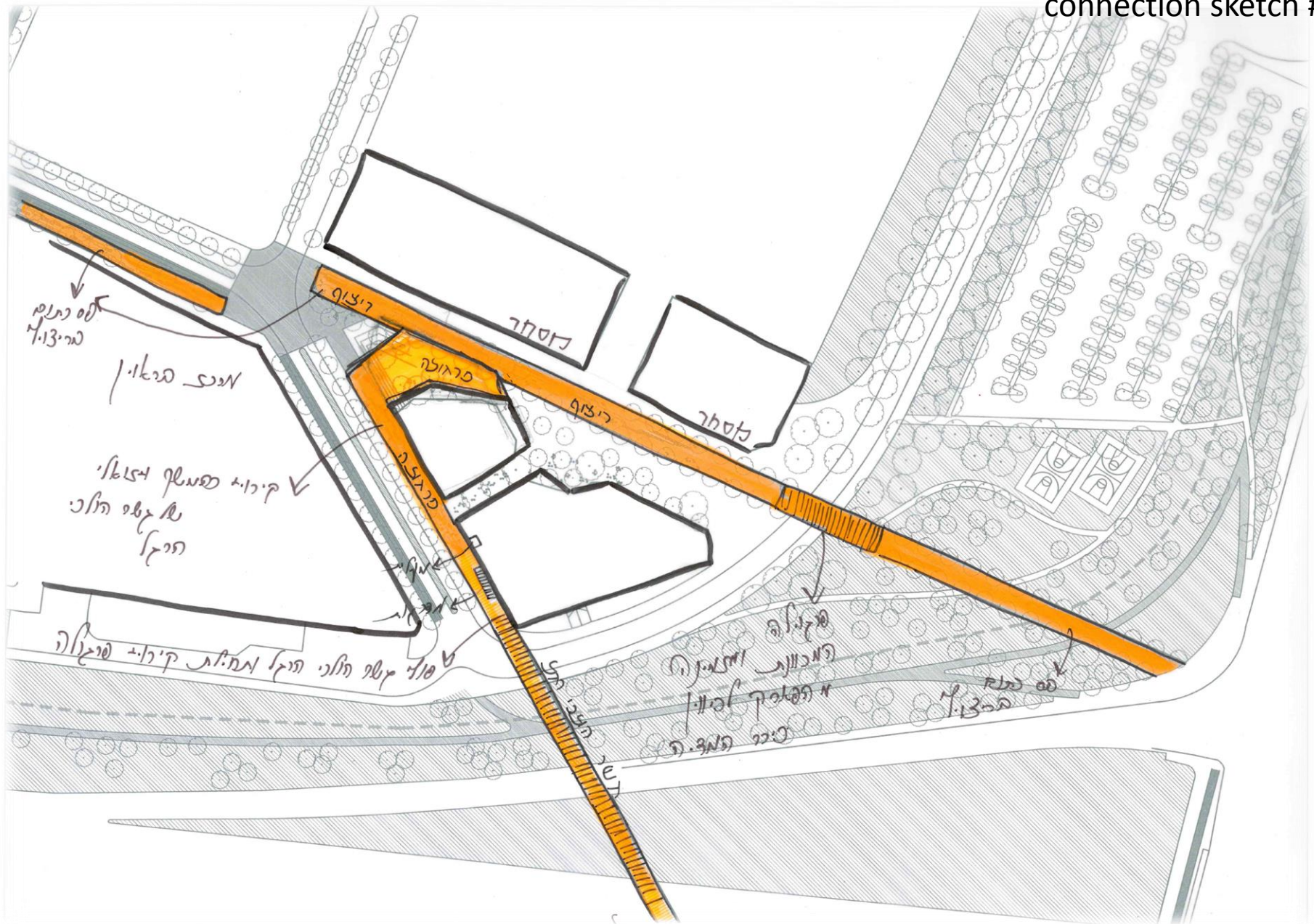
Vlaardingse Vaart Bridge
by West 8

Pedestrian bridge inspiration + sketch



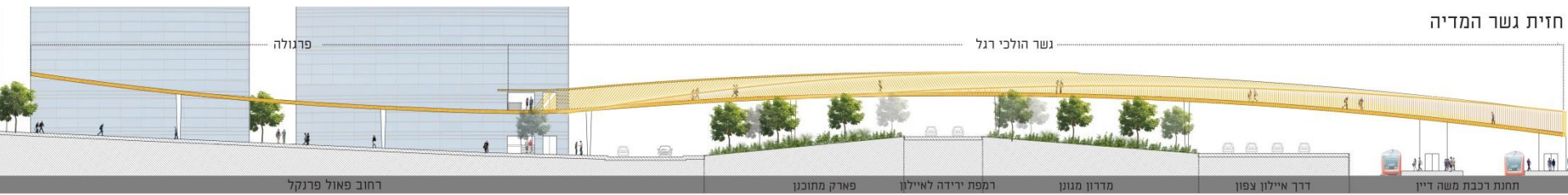
Pedestrian bridge
connection sketch #1





Pedestrian bridge day time

A bridge will be built from the railway station over the ramp to Ayalon Highway leading down towards the media compound.



Pedestrian bridge night time

Recognizable for passengers from far away along Ayalon Highway due to its unique design and light features in the night, it will become a landmark and create a sense of local identity.

