re pensando
re thinking
ponce



PONTIFICIA
UNIVERSIDAD CATÓLICA
DE PUERTO RICO
ARQUITECTURA

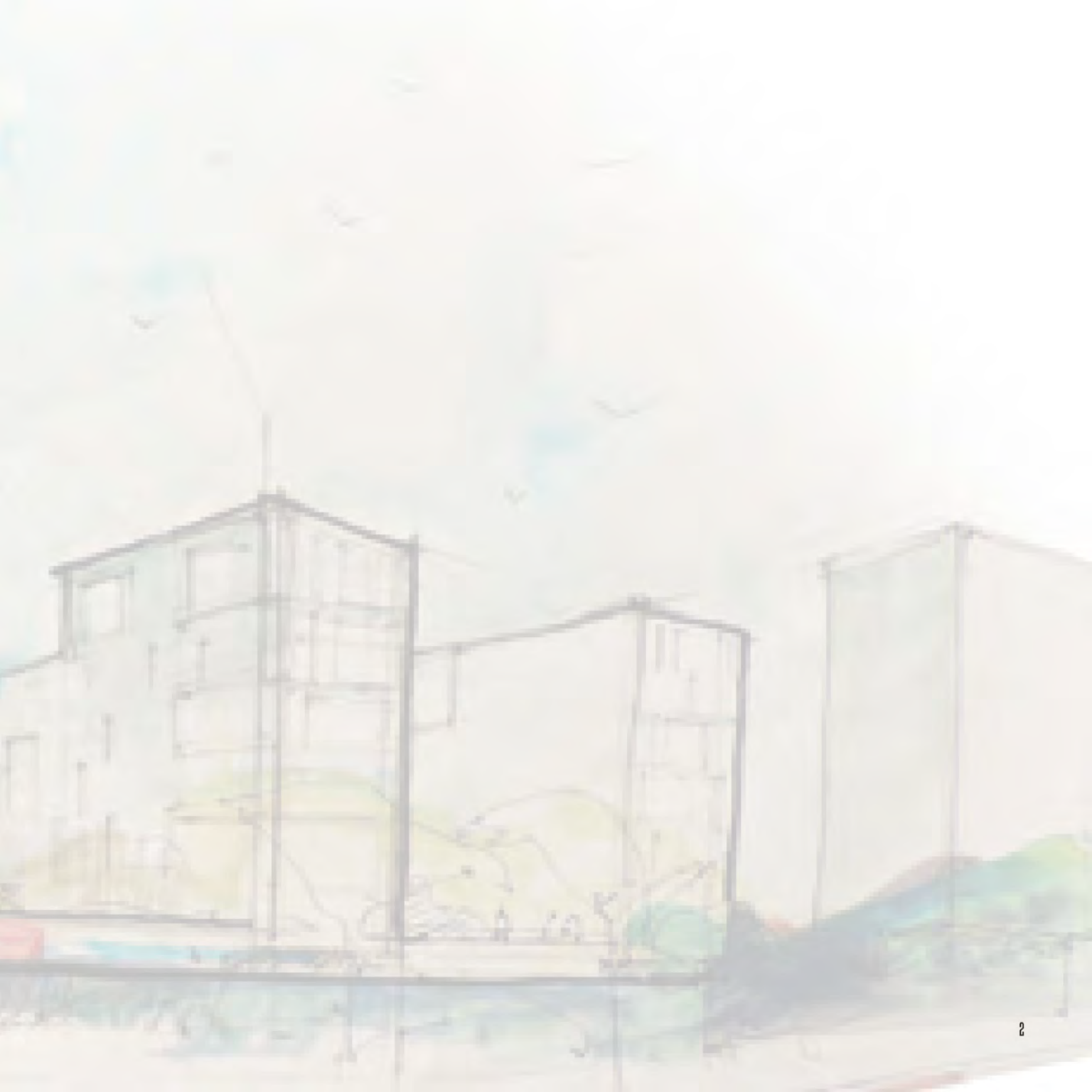


“Una Ciudad legible sería aquella cuyos distritos, sitios sobresaliente o sendas son identificables fácilmente y se agrupan, también fácilmente, en una pauta global...”

-KEVIN LYNCH

La Imagen de la Ciudad

Dibujo por Juan Arana / Sketch by Juan Arana





MENSAJE DEL PRESIDENTE / PRESIDENT'S MESSAGE

"Hay que atreverse a encontrar los nuevos signos, los nuevos símbolos, una nueva carne para la transmisión de la Palabra, las formas diversas de belleza que se valoran en diferentes ámbitos culturales" Evangelii Gaudium, 67

La Constitución Apostólica Ex corde Ecclesiae en el número 13 plantea el perfil que debe poseer una Universidad Católica "Puesto que el objetivo de una Universidad Católica es el de garantizar de forma institucional una presencia cristiana en el mundo universitario frente a los grandes problemas de la sociedad y de la cultura, ella debe poseer, en cuanto católica, las características esenciales siguientes:

1. Una inspiración cristiana por parte, no sólo de cada miembro, sino también de la comunidad universitaria como tal;
2. Una reflexión continua a la luz de la fe católica, sobre el creciente tesoro del saber humano, al que trata de ofrecer una contribución con las propias investigaciones;
3. La fidelidad al mensaje cristiano tal como es presentado por la Iglesia;
4. El esfuerzo institucional a servicio del pueblo de Dios y de la familia humana en su itinerario hacia aquel objetivo trascendente que da sentido a la vida".

El Primer Taller Internacional de Arquitectura y Urbanismo "Repensando Ponce" se enmarca en esta llamada a reflexionar, desde el saber interdisciplinario e internacional, cómo es la ciudad de Ponce aquí y ahora. De esta reflexión saldrán las mejores propuestas para que, en esta ciudad donde vive Dios, los ciudadanos encontremos y valoremos el "sentido trascendente que da sentido a la vida". San Juan XXIII en su "discurso "Gaudet Mater Ecclesia", pronunciado al inaugurar el Concilio Ecumênico Vaticano II," refiriéndose al Concilio "indicaba como objetivo fundamental del mismo, el cambio de la hermenéutica de la fe, de la reinterpretación de la fe. Lo que se deseaba, porque necesario, era que los contenidos de la fe fueran explorados y expresados en las formas y según la cultura de los hombres del tiempo presente. La Iglesia debía despojarse de los modos en que el mensaje había sido enclaustrado y hasta mal entendido, para dejarse alcanzar por la invitación de Jesús a salir, para ir a enseñar y hacer discípulos suyos a todas las gentes, y esto, de manera comprensible y cercana a los hombres y mujeres de hoy. Hacerlo "en el mundo que nuestros tiempos reclaman"".

Mons. Christopher Pierre, Nuncio Apostólico en los Estados Unidos invita a las instituciones católicas a colaborar desde la vida ordinaria a la extraordinaria transformación que Jesucristo nos pide "El mundo es, en efecto, el teatro primario de las operaciones que deberán favorecer, procurar y realizar el cambio. Es el mundo, y en él, es también, y de manera preponderante, toda institución educativa católica. Hacer llegar la alegría del Evangelio en el mundo universitario y, desde ahí, a la sociedad, a través de la transformación de los educandos, para que logren, por medio de la institución educativa católica, encontrar a Jesús. He aquí el desafío". Repensando Ponce ha mirado nuestro mundo inmediato; ha explorado y expresado las maneras y formas de vivir los variados aspectos de nuestra cultura ponceña. De este encuentro y dialogo entre fe y cultura saldrán las propuestas para el futuro lleno de esperanza que todos anhelamos.

Dr. Jorge Iván Vélez Arocho
Presidente

"One must dare to find the new signs, the new symbols, a new flesh for transmitting the Word, the diverse forms of beauty which are valued in different cultural settings" Evangelii Gaudium, 67.

The Apostolic Constitution Ex Corde Ecclesiae in number 13 poses the profile that a Catholic University should have: "Since the objective of a Catholic University is to assure in an institutional manner a Christian presence in the university world confronting the great problems of society and culture, every Catholic University, as Catholic, must have the following essential characteristics:

1. a Christian inspiration not only of individuals but of the university community as such;
2. a continuing reflection in the light of the Catholic faith upon the growing treasury of human knowledge, to which it seeks to contribute by its own research;
3. fidelity to the Christian message as it comes to us through the Church;
4. an institutional commitment to the service of the people of God and of the human family in their pilgrimage to the transcendent goal which gives meaning to life."

The First International Architecture and Urbanism Workshop "Rethinking Ponce" is framed within this call to reflect, from an interdisciplinary and international understanding, how the city of Ponce is here and now. From this reflection, the best proposals will emerge so that, in this city where God lives, we the citizens will find and value the "transcendental sense that gives meaning to life". Saint John XXIII in his speech "Gaudet Mater Ecclesia" given at the opening of the Second Ecumenical Vatican Council, referring to the Council, indicated as its fundamental objective the change in the hermeneutics of faith, the reinterpretation of faith. What was desired, because it was necessary, was that the contents of faith would be explored and expressed in ways according to the culture of men in the present time. The Church had to strip away the means in which the message had been cloistered and even misunderstood to allow itself to be reached by Jesus's invitation to go out, to go and teach and make all peoples its disciples, and this, in a comprehensible way closer to the men and women of today. To do it "in the way demanded by our times".

Mons. Christopher Pierre, Apostolic Nuncio of the United States invites catholic institutions to collaborate from ordinary life to the extraordinary transformation that Jesus Christ asks: "The world is, in effect, the operations primary theatre that should procure and realize change. It is the world, and in it, also, in a preponderant manner, every catholic educational institution. Deliver the happiness of the Gospel in the world of the university and, from there, to society, through the transformation of students, so that they can, through the catholic educational institution, find Jesus. This is the challenge." Rethinking Ponce has looked at our immediate world; has explored and expressed the manners and ways of living the various aspects of our Ponce culture. From this meeting and dialogue between faith and culture, proposals will come out for the future full of hope that we all aspire.

Dr. Jorge Iván Vélez - Arocho
President



MENSAJE DEL DECANO / DEAN'S MESSAGE

Ubicada en la costa sur de la Isla, Ponce es la segunda ciudad más grande de Puerto Rico fuera del área metropolitana de San Juan, con una población de menos de 200,000 habitantes. En el pasado y hasta la segunda mitad del siglo XX, debido a su importante papel en la escena política y financiera de la isla, Ponce fue considerado como la "La Capital del Sur". Desde entonces y hasta hoy, su influencia en los asuntos importantes de Puerto Rico y los constantes retos sociales y económicos, se ha reducido significativamente hasta haber relegada a un lugar secundario.

Es precisamente en el corazón, en el distrito Histórico de esta Ciudad donde se encuentra nuestra Escuela de Arquitectura. Siendo vecinos de la comunidad, somos testigos de ambos:

I. Una ciudad antigua bien planeada con un grupo significativo de edificios notoriamente hermosos.

II. Una ciudad que ha visto días mejores, recordatorio elocuentemente triste de lo que una vez fue.

Repensando Ponce es la respuesta académica de nuestra escuela a lo que nosotros consideramos una obligación con nuestro vecindario y una parte crucial de nuestra Agenda Institucional:

"el Cuidado, la Preservación, la Restauración y el Reposicionamiento de nuestra ciudad"

" Repensando Ponce 2017" Primera Edición fue dividida en dos fases individuales tomando lugar en diferentes distritos en la ciudad, la primera fase ocurrió durante el semestre de primavera, bajo los parámetros del currículo regular de la escuela, como parte de un taller de diseño avanzado y fue dedicado a intervenciones arquitectónicas y urbanas en el Distrito Histórico. La segunda fase fue un "charrete" internacional de una semana de duración, concentrado en un Nuevo Territorio Urbano, una gran extensión de tierra poco desarrollada, estratégicamente localizada en un punto medio entre el centro de la ciudad de Ponce y el distrito portuario. Ambas fases comparten como plataforma filosófica y marco de referencia las ideas y metodología delineadas por Kevin Lynch en su libro "La Imagen de la Ciudad".

Como un resultado tangible de los esfuerzos anteriormente mencionados, estamos presentando un amplio conjunto de propuestas para Proyectos Estratégicos con la capacidad de revitalizar y relanzar a Ponce, para que puede enfrentar los retos del siglo XXI de forma apropiada. Ponce tiene un pasado por el cual estar orgulloso, y definitivamente merece un futuro igualmente brillante, pero esto solo ocurrirá al redirigir y repensar su lánguido presente.

"Nuestra escuela quiere contribuir de manera decisiva en este proceso de transformación urbana"

Luis V. Badillo-Lozano, Dhc. M.Arch. AIA, CAAPPR
Decano

Located on the Southern Coast of the Island, Ponce is the second largest city of Puerto Rico outside of the San Juan Metropolitan Area, with a population shy of 200,000. In the past and until the second half of 20th Century, due to its significant role in the island's political and financial scene, Ponce was considered as "The Capital for the South." Since then and until today, its influence on Puerto Rico's important issues and constant social and economic challenges, has been diminished significantly to the point that it has been relegated to a far secondary place.

It is precisely at the heart, in the Historic District of this City that our School of Architecture is located. Being a neighbor of the community we are witness of both:

I. A well planned old town with a significant group of notoriously beautiful buildings, and ...

II. A City that has seen better days, and eloquent but sad reminder of what once was

Rethinking Ponce is our School's academic response to what we consider an obligation with our neighborhood and a crucial part of our Institutional Agenda;

"the Caring, the Preservation, the Restoration and the Reposition of our hometown"

"Rethinking Ponce 2017" First Edition was divided into two separate phases taking place in different City districts. The First Phase occurred during the Spring Semester, under a regular School's curricula parameters, as part of an advanced design studio and it was dedicated to urban and architectural interventions in the Historic District. The Second Phase was a one week international "charrette", concentrated on a New Urban Territory, a mostly undeveloped large piece of land, strategically located in a midpoint between city's downtown and the port district. Both phases share as philosophical platform and project framework the ideas and methodology delineated by Kevin Lynch in his book "The Image of the City"

As a tangible result of the above described efforts, we are presenting a comprehensive set of proposals for Strategic Projects capable of revitalizing and re-launching Ponce, so it can properly embrace the XXI Century challenges. Ponce has a past to be proud of, and it sure deserves an equally brilliant future, but this will only happen by redirecting and rethinking its present languorous course.

"Our School wants to be a pivotal contributor to this urban transformation process"

"The City Reawakening"

Luis V. Badillo-Lozano, Dhc. M.Arch. AIA, CAAPPR
Dean



KEVIN LYNCH LA IMAGEN DE LA CIUDAD / THE IMAGE OF THE CITY

El libro de 1960 de Kevin Lynch, La Imagen de La Ciudad ha sido obra fundamental para trabajos relacionados al urbanismo y en este nuestro 1er Taller de Urbanismo y Arquitectura lo utilizaremos de base para todos nuestras decisiones y propuestas.

En la investigación de las tres ciudades de los Estados Unidos (Boston, Jersey City y Los Ángeles) Lynch utilizo encuestas e ilustraciones que elaboraba con las personas para poder dar fundamentos a su investigación. Los resultados de dicha encuesta separaron los elementos esenciales y se trató de captar la imagen de una ciudad a través de la conciencia y el estudio de sus habitantes en relación al espacio de la ciudad.

El autor indica cuáles son sus postulados teóricos con interpretaciones psicológicas de la percepción, antropológicas ambientales y el comportamiento animal comparándolas en todo momento con el Urbanismo. Nos menciona que la Imagen del Medio Ambiente los seres humanos somos los espectadores que establecemos vínculos con la ciudad y su imagen. Lynch nos menciona que la legibilidad de una ciudad es una de las cualidades más importantes y específicas que hace que los sitios o sendas sean fácil de identificar y se agrupan en una pauta global.
Con todo su postulado de teorías, Lynch logra identificar cinco elementos fundamentales, los cuales serán los pilares de nuestro taller:

-Sendas
-Bordes o límites
- Barrios o Distritos
- Nodos
- Hitos

En este 1er Taller de Urbanismo y Arquitectura de la Pontificia Universidad Católica de Puerto Rico utilizaremos a Kevin Lynch con sus postulados teóricos de su libro La imagen de La Ciudad para poder Repensar nuestra ciudad de Ponce en términos Urbanísticos.

The 1960 book by Kevin Lynch, The Image of The City has been a fundamental work for projects related to Urbanism and in our first Workshop on Urbanism and Architecture we will use it as a basis for all our decisions and proposals.

In the investigation of the three cities of the United States (Boston, Jersey City and Los Angeles) Lynch used surveys and illustrations, that he elaborated with people to be able to give basis to his research. The results of these survey, he separated the essential elements and tried to capture the image of a city through the study and awareness of its habitants in relation to the space of the city.

The author indicates what are his theoretical postulates with psychological interpretations of perception, anthropological environment and animal behavior, always comparing them with Urbanism. He mentions that the Image of the Environment, the human beings are the spectators that establish links with the city and its image. Lynch tell us that the readability of a city is one of the most important and specific quality that makes the sites or paths are easy to identify and they are grouped in a global pattern. With all his theories postulate, Lynch manages to identify five fundamental elements, which will be the pillars of our workshop:

- Trails
- Borders or limits
- Neighborhoods or Districts
- Nodes
- Landmarks

In this first Workshop of Urbanism and Architecture of the Pontifical Catholic University of Puerto Rico we will use Kevin Lynch with his theoretical postulates of his book The Image of the City to be able to Rethink our city of Ponce in Urban terms.

> “A city district in its simplest sense is an area of homogeneous character, recognized by clues which are continuous throughout the district and discontinuous elsewhere.”



re pensando thinking ponce

Visión

Una oportunidad para proponer un mejor Ponce, el soñar una mejor ciudad, e imaginar un mejor futuro.

Misión

Un encuentro de mentes que identificarán realidades, nombrarán oportunidades, diseñarán estrategias y recomendarán acciones curativas.

Vision

An opportunity to propose a better Ponce, to Dream a better city and to imagine a better Future.

Mission

A meeting of minds that should identify realities, name opportunities, layout strategies and recommend healing actions.

PONCE HISTORIC CENTER

INVENTORY AND DESIGN PROPOSALS

STUDENTS

FRANCES DAVID
DARIELAINE DAVIS
AIDALIZ DE JESÚS
PAHOLA ESTRADA
CATHERINE GRAUBARD
CHRISTINNE MARTÍNEZ
KEVIN MERCED
MARIE REYES
MARÍA RIVERA
CARLA SERRANO
DEREK TORRES
JAN VALENTÍN
MIGUEL VÁZQUEZ
PHILLIP VELEZ

ARAD 402 | Spring 2017
Prof. L. Badillo Prof. P. Rosario

FASE 1

PHASE 1

LOCATION







Pictures taken by Gabriel Santiago Tomei

Introduccion / Introduction

La ciudad de Ponce contiene un centro urbano con una rica actividad social, cultural e historica con un valor arquitectonico abundante. Tambien alarde un potencial para una ciudad mas comleta y ocupada llena de actividad economica y cultural. Esto dio paso al desarrollo a una propuesta de ciudad que reconociera las diversas situaciones en la ciudad y sugiera nuevas formas de explorar sectores desatentidos y/o prometedores. Para mejorar lograr y preparar una propuesta mas completa, nosotros miramos a La Imagen de la Ciudad de Kevin Lynch y exploramos e investigamos la ciudad basada en su desglose de componentes y caracteristicas de una ciudad funcional. La propuesta se desarrollo en cinco etapas: Inventario y Documentacion, Propuesta Urbana, Catalogo de Diseño Urbano y Analisis de Oportunidad.

The city of Ponce contains an urban center of rich social, cultural and historic activity with an abundance of architectural value. It also boasts a potential for a more complete and busier city full of economic and cultural activity. This lead to the development of a city proposal that acknowledges the city's issues and suggests new ways to explore unattended and /or promising sectors. To better achieve and prepare a more complete proposal, we turned to Kevin Lynch's The Image of the City and explored and investigated the city based on his breakdown of a working city's components and features. The proposal was then developed into five pahases: Inventory and Documentation, Urban Proposal, Urban Design Catalog, and Opportunity Analysis.

EDGES

Catherine Graubard Christinne Martinez Miguel Vázquez



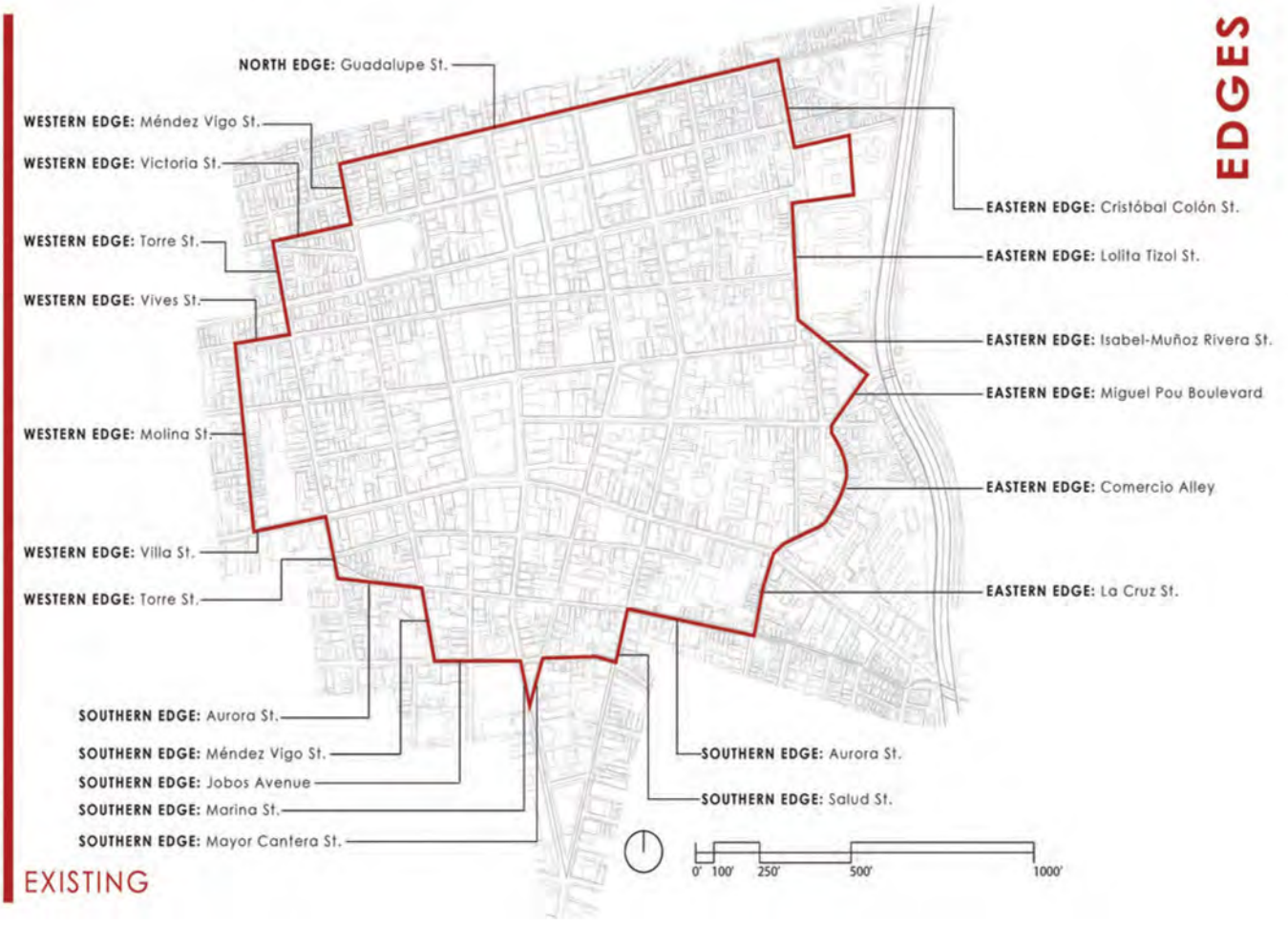
EDGES

"...boundaries between two kinds of areas." (K. Lynch pag. 62)

"While continuity and visibility are crucial, strong edges are not necessarily impenetrable. Many edges are uniting seams..."

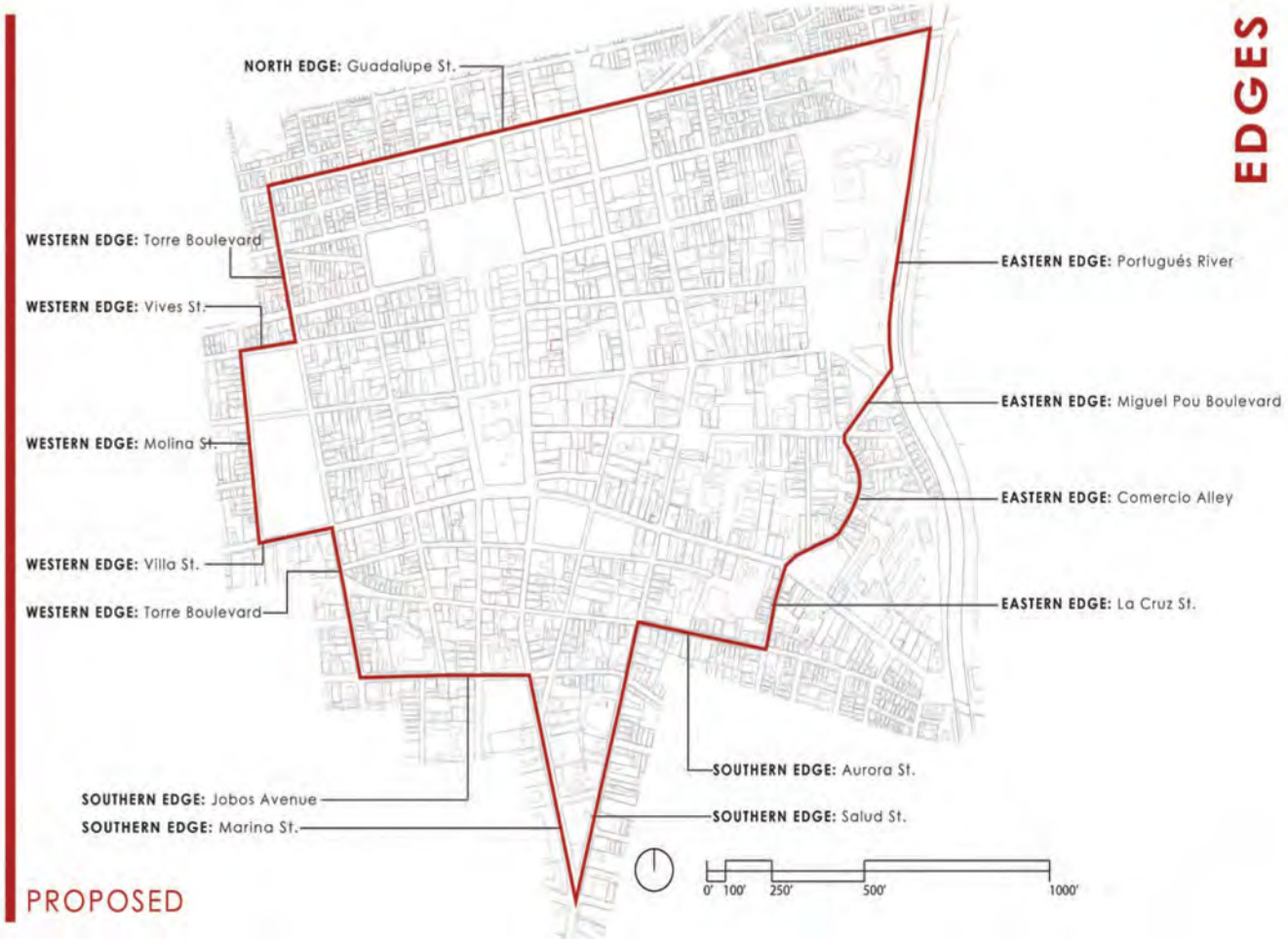
(K. Lynch pag. 65)

EDGES



EXISTING

EDGES



PROPOSED

DISTRICTS

Pahola Estrada Jan Valentín

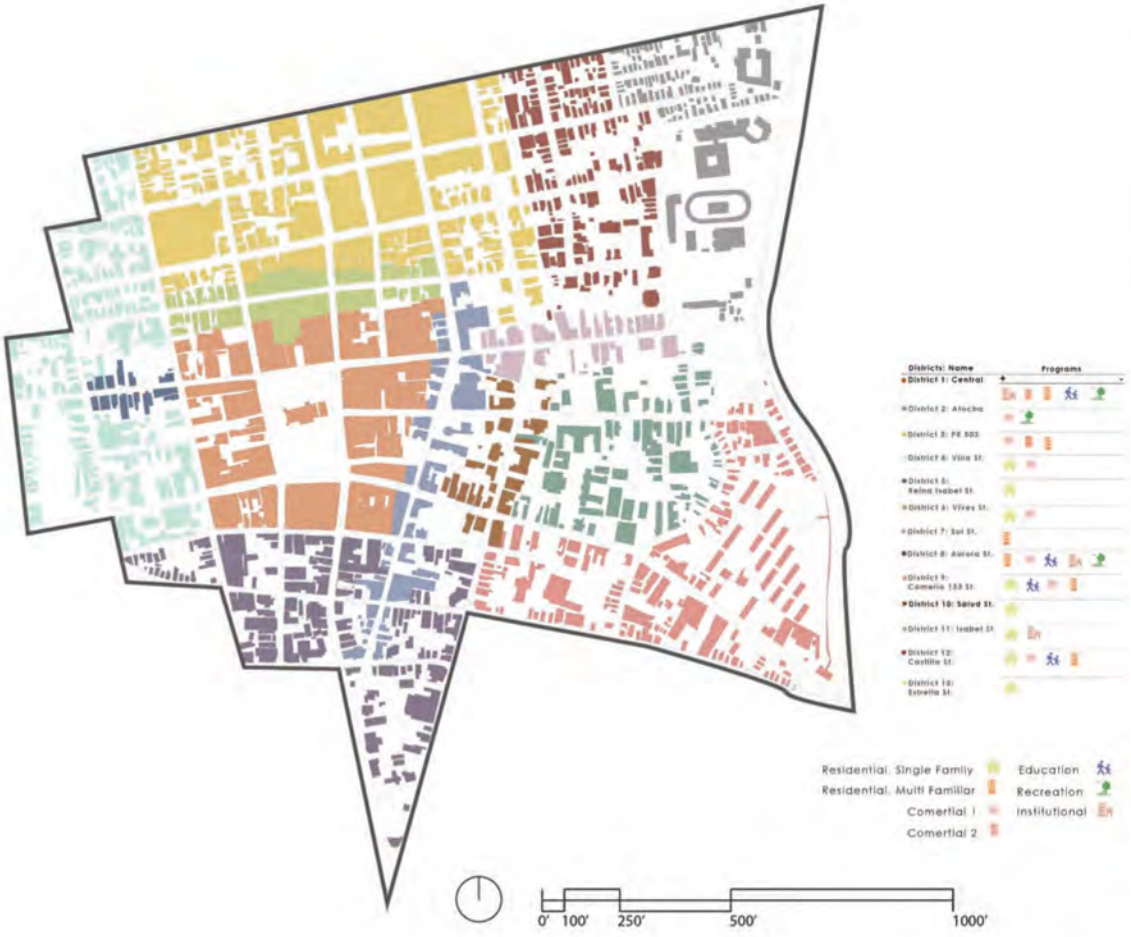


DRISTICTS

Districts are relatively large and medium areas which are characterized by common characteristic, which observers mentally enter "inside of" and have some common identifying characters. Distinctive physical, such as, texture, space, form, detail, symbol and building.

"Kevin Lynch Image of the City"

DISTRICTS


Districts: Name
Programs
District 1: Central
District 2: Atocha
District 3: PE 503
District 4: Villa St.
District 5: Reina Isabel St.
District 6: Vives St.
District 7: Sol St.
District 8: Aurora St.
District 9: Comelio 133 St.
District 10: Salud St.
District 11: Isabel St.
District 12: Castille St.
District 13: Estrella St.
Residential. Single Family
Residential. Multi Familiar
Comertial 1
Comertial 2
Education
Recreation
Institutional
0'
100'
250'
500'
1000'

DISTRICTS


Districts:
1-Center District
2-Ponce Live
3- Isabel District
4-Design University City
5-Mayor Cantera District
6-District Plaza del Mercado
7- Marina Street District
8- Pancho Colmbre District
Business and Commercial
Residential
Turistic
Service
Sport Recreation
Culinary
Education
Entertainment
Cultural
0' 100' 250' 500' 1000'

PATHS

Aidaliz de Jesús Kevin Merced

PATHS

The streets, sidewalks, trails, and other channels in which people travel.

When the main roads lacked identity or were easily confused with each other, the whole image of the city presented difficulties.

PATHS



PUBLIC TRANSPORTATION


Castillo St.
Sol St.
Isabel St.
Cristina St.
Villa St.
Mayor Cantera St.
Comercio St.
Lolita Tizol St.
Districts:
1-Center District
2-Ponce Live
3- Isabel District
4-Design University City
5-Mayor Cantera District
6-District Plaza del Mercado
7- Marina Street District
8- Pancho Coimbre District
Business and Commercial
Residential
Turistic
Service
Sport Recreation
Culinary
Education
Entertainment
Cultural
0'
100'
250'
500'
1000'

NODES

Maria Rivera Carla Serrano

NODES

"Nodes are the strategic foci into which the oberserver can enter, typically either junctions of paths, or concentrations of some characteristic."

"Kevin Lynch Image of the City"

NODES



PROPOSED


Districts:
1-Center District
2-Ponce Live
3- Isabel District
4-Design University City
5-Mayor Cantera District
6-District Plaza del Mercado
7- Marina Street District
8- Pancho Coimbre District
Business and Commercial
Residential
Turistic
Service
Sport Recreation
Culinary
Education
Entertainment
Cultural
EXISTING NODES
PROPOSED NODES
0'
100'
250'
500'
1000'

LANDMARKS

Marie Reyes Phillip Vélez



LANDMARKS

"Clear from contrast with background: Figure background constrast seems to be the principal factor"

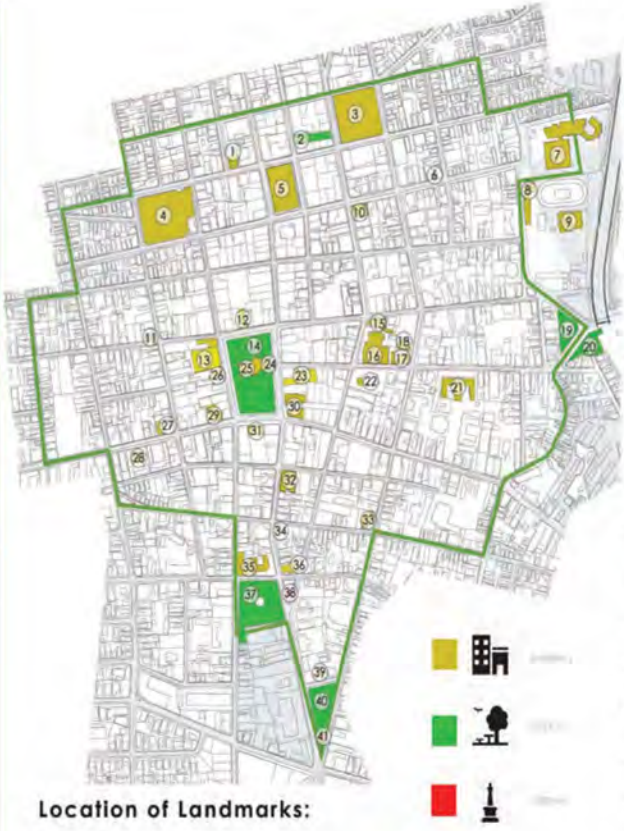
Spatial prominence:

- Making element visible by many locations
- Setting contrast with nearby elements:

Cleanliness in a dirty city, newness in an old city.
Activity associated with an element may also make it landmarks
Cultural status / Physical visibility /Historical association.


Sol St.
Isabel St.
Villa St.
Comercio St.
River Canal St.
Districts:
1-Center District
2-Ponce Live
3- Isabel District
4-Design University City
5-Mayor Cantera District
6-Distrfict Plaza del Mercado
7- Marina Street District
8- Pancho Coimbre District
Business and Commercial
Residential
Turistic
Service
Sport Recreation
Culinary
Education
Entertainment
Cultural
EXISTING NODES
PROPOSED NODES
EXISTING
TO IMPROVE
PROPOSED
0'
100'
250'
500'
1000'

LANDMARKS



Location of Landmarks:

They are milestones established according to the theory of Kevin Lynch these are specified either by buildings, monuments or parks.

1. First Baptist Church
Bertoly St. - Victoria St.

2. Juan Ponce de León Plaza
Mayor Cantera St. – León St.

3. Ponce Servicios
Estrella St. – Mayor Cantera St. - Guadalupe St. – PR. 14

4. Public Transportation Station
Unión St. – Vives St. - Méndez Vigo St. – Victoria St.

5. Plaza del Mercado
Victoria St. – León St. - Castillo St. – Paseo Atocha

6. Font Ubidez House
Castillo St.

7. Fine Arts School of Ponce
Lolita Tizol St.

8. Francisco Pancho Coimbre Museum
Lolita Tizol St.

9. Sports City Charles H. Terry
Lolita Tizol St.

10. Rafael Hernández Colón Library Foundation
Mayor Cantera St. – Castillo St.

11. Wiechers - Villaronga House
Reina Isabel St. – Méndez Vigo St.

12. Fox Delicias Hotel
Isabel Muñoz Rivera St.

13. Ponce Plaza & Casino Hotel
Union St.

14. Plaza las Delicias
Union St. - Isabel St. - PR 123

15. Ponce History Museum
Mayor Cantera St. - Isabel Muñoz Rivera St.

16. Teatro La Perla Theater
Mayor Cantera – PR 1

17. Music Institute Juan Morel Campos
PR 1 – Salud St.

18. Barrio Mameyes Museum
Salud St.

19. Tricentennial Park
Boulevard Miguel Pou - Isabel Muñoz Rivera St.

20. Francisco Porrata Park
Boulevard Miguel Pou

21. The Ponce High School
PR 1

22. Escuela Libre de Música
PR 1 – Mayor Cantera St.

23. Melia Hotel
Plaza Degetau St.

24. Parque de Bombas
Plaza Degetau St.

25. Catedral Nuestra Señora de La Guadalupe
Unión St.

26. Armstrong House
Unión St.

27. Centro Español
Villa St.

28. Missionary Society of the Methodist Episcopal Church
Villa St.

29. Bélgica Hotel
Villa St.

30. Santander & Popular Bank
PR 1 – Muñoz Rivera St.

31. Ponce City Hall
Villa St.

32. Antiguo Casino de Ponce or Casino de Ponce
Luna St. – Marina St.

33. Oppenheimer House
Aurora St. – PR- 14

34. Casa Masacre de Ponce
Marina St.– Aurora St.

35. Antigua Clínica Dr. Pila
Jobos Avenue – Marina St.

36. Iglesia Evangelica Unida de P.R.
PR-123 St.

37. Dora Colón Clavell Park
Marina St. – Jobos Avenue – Concordia Street

38. Women's Monument
Marina St. – Mayor Cantera St.

39. Santísima Trinidad Church
Abolición St. – Marina St.

40. Teatro La Concha
Marina St. – PR-14

41. Monument to the Abolition of Slavery
Marina St.– PR-14

CONNECTIONS

Frances David Darielaine Davis Derek Torres

ROUTE FROM PLAZA LAS DELICIAS TO EL VIGÍA



EXISTING

ROUTE FROM PLAZA LAS DELICIAS TO EL VIGÍA



PROPOSED

DEVELOPMENT OF OPPORTUNITIES

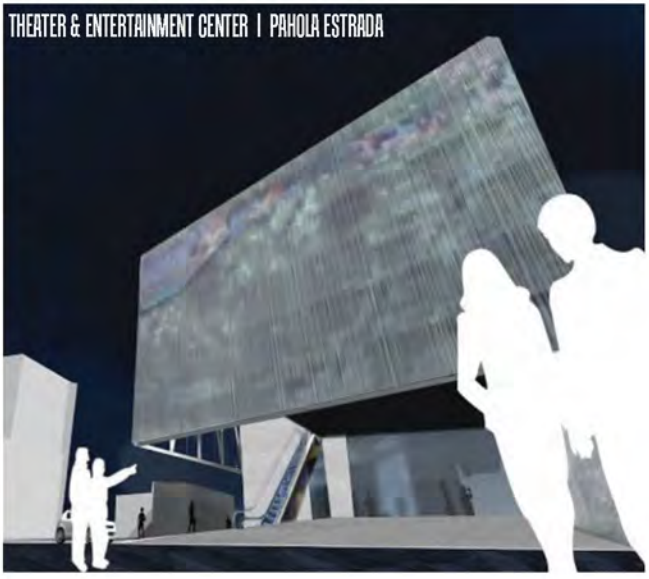

BERTOLY URBAN LIGHT HOUSE | FRANCES DAVID


SENIOR HOUSING COMPLEX | CHRISTINNE MARTINEZ


PONCE GOVERNMENT HQ | MIGUEL VASQUEZ


INNOVATIVE URBAN HUB | CATHERINE


PONCE LIVE HOTEL | JAN VALENTIN


THEATER & ENTERTAINMENT CENTER | PAHOLA ESTRADA


STUDENT HOUSING COMPLEX | AIDALIZ DE JESUS


YOUNG COUPLE APARTMENTS | MARIA RIVERA


re pensando
thinking
ponce



Nuevo Territorio Urbano Fase II

New Urban Territory Phase II

JUAN ARANA



Education

Dip. Arch
University College London. Bartlett School of Architecture
London, UK

Arquitecto Superior
Universidad Politécnica de Madrid. ETSAM
Madrid. Spain

Professional Experience

Equipo Bloque Arquitectos slp, Madrid
Partner. Designer/project manager

Daniel Libeskind Studio, Berlin
Intern designer

Academic Experience

USP CEU Polythechnic School, Madrid
International Coordinator
Lecturer in Urban Design
Lecturer at the Master of Urban Interior Design (CEU + Politecnico di Milano)



Centro de Mayores EL Val, Alcalá de Henares, Madrid



Competition for South Korea New Multifunctional Administrative City



JUAN LUIS GRACIA



Education

Licenciatura en Arquitectura
Instituto Tecnológico de Zacatecas
1994-1999
Zacatecas, Zac.

Derecho Urbanistico
Colegio Nacional de Jurisprudencia Urbanistica
2016

Professional Experience

PROYECTISTA AREA DE DISEÑO
PROINTE Guadalajara, Jalisco
1999 – 2000

PROYECTISTA
Despacho Maestro Arq. Gregorio de la Rosa
Guanajuato, Gto.

DIRECTOR GENERAL
Despacho graciarquitecto
2001 – a la fecha

AREA DE PROYECTOS, OBRAS PÚBLICAS
H. Ayuntamiento de Fresnillo, Zacatecas
2002 – a la fecha

Academic Experience

PRESIDENTE Academia de Arquitectura
Instituto Tecnológico Superior de Fresnillo
Carrera de Arquitectura
2014 – 2016

Docente de la carrera de arquitectura
Instituto Tecnológico Superior de Fresnillo

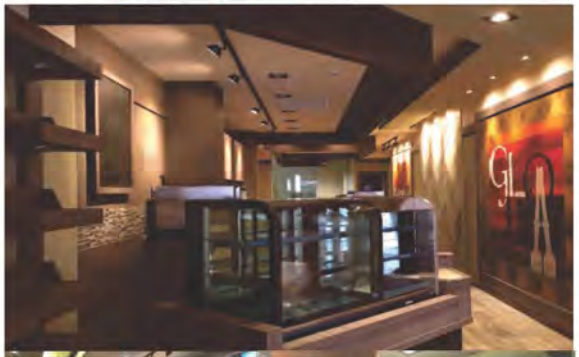














Gustavo Montenegro



Education

Diploma de Estudios Profundos (DEA) en Urbanismo, Universidad de Toulouse-Le Mirail
Toulouse, Francia.

Maestría en Urbanismo, Universidad de Toulouse-Le Mirail, Toulouse, Francia.

Arquitecto, Facultad de Arquitectura, Urbanismo y Diseño, Universidad Nacional de Córdoba, Argentina.

Professional Experience

MÓDULO, Estudio de Arquitectura; co-fundador.

Gustavo Montenegro & Asociados, Arquitectos, presidente.

Consultor Nacional, Consejo Nacional de Competitividad, Programa auspiciado por USAID, Clúster Turístico de Samaná, Rep. Dominicana.

Asesor del Plan Estratégico de Santiago, Rep. Dominicana.

Diseño y anteproyectos de varios complejos hoteleros para la cadena Bahía Príncipe en Rep. Dominicana, México y Cuba.

Diseño y ejecución de diferentes proyectos residenciales y centros comerciales.

Academic Experience

Profesor Asociado de la Pontificia Universidad Católica Madre y Maestra, 1978- presente.

Asignaturas de Diseño y Urbanismo de los últimos semestres.

Profesor de las materias del Ciclo Proyecto de Grado (Trabajo Final).













MENTORES LOCALES | LOCAL MENTORS

Luis V. Badillo

FACULTY



Education

1983 Master Degree in Architecture
School of Architecture. University of Puerto Rico

1981 Bachelor Degree in Environmental Design
School of Architecture. University of Puerto Rico

Design and Work Experience

Mr. Badillo began his professional career as designer for some architectural Firms. In 1985, he joined the office of Méndez, Brunner A&E becoming an associate in 1989 and full partner in 1991 when the firm changed it's name to **Méndez, Brunner, Badillo & Associates.** Badillo is responsible for the Design of a wide range of projects in both the private and public sector, amounting to more than $100 millions in construction cost.

More recently, Mr. Badillo, has been involved in the expansion of his Firm's International practice, in Panama City, Panama and lately in Tortola, BVI

Academic Experience

•Since 2012 Member of the Professional Ethics Committee. Colegio de Arquitectos de Puerto Rico
•Since 2009, Coordinator of the Building Technologies & Sustainability Academic Unit at PUCPR School of Architecture and Professor of the technology courses ARAD 301 & ARST 101
•Since 2009, IDP Educator Coordinator
•From 2005-2010 Member of **NAAB** Accreditation Team, representing National AIA
•2007 Member of the Committee on Education, Colegio de Arquitectos de Puerto Rico
•2000 -2009 Professor of several Advanced Level courses at School of Architecture" UPPR
•1996 Co-Chairman AIA Florida Region Caribbean Basin Initiative
•1994-President American Institute of Architects, Puerto Rico Chapter

PONTIFICIA UNIVERSIDAD CATÓLICA DE PUERTO RICO



Magda Bardina-García

FACULTY



Education

1989 Masters in Architecture. University of Puerto Rico, Rio Piedras, P.R.
1988 September –Historic District Planning- University Menéndez Pelayo Sevilla, Spain
1984 Participant, UNESCO Workshop and Course on Monument: Techniques: Roofing, Carpentry and Masonry. National University of Haiti.
1983 Bachelors in Environmental Design. School of Architecture. University of Puerto Rico, Rio Piedras, P.R.
1983 Participant, Preservation Institute of the Caribbean. University of Florida / Interamerican University. San German, P.R.

Professional Experience

2003 - Present – Ponce, Puerto Rico
President Atelier 66, CSP
1998 - 2001 Consultant Municipality of San Juan, Puerto Rico Urban Development Office.
1992 - 1998 Historic District Director, Municipio Autónomo de Ponce, PR
1990 - 1992 Historic District Director, Puerto Rico Cultural Institute, Ponce, PR
1988 -1990 - Consultant Puerto Rico Cultural Institute, Ponce, PR.
1986 -1989 Consultant Conservation Trust of Puerto Rico, San Juan, Puerto Rico

Academic Experience

2009 - Coadinator Hitoric Preservation Pratcum - Pontifical Catholic University of Ponce, P.R.
2009 - Lecturer, School of Architecture, Pontifical Catholic University of Ponce, P.R.



Luis A. Camaño

FACULTY



Education

B.Arch.
SCI-Arc (Southern California Institute of Architecture) Cal-Earth (the California Institute of earth art and architecture)
Los Angeles, CA

SCI-Arc studies abroad program, ISA Istituto Internazionale
Di architettura, Lugano, Switzerland

Professional Experience

Camaño Design studio
Principal

Bonnin Olivieri Arquitectos,
Project Designer

Jakob + MacFarlane studio, Paris, France
Design Intern

Urban Department of City of San Juan, P.R.
Territory Plan for the City of San Juan,
Architects assistant

Academic Experience

Lecturer , PUCPR School of Architecture Ponce, Puerto Rico





Javier L. Bonnin

FACULTY



Education

Master of Architecture M.Arch
Georgia Institute of Technology
Atlanta, GA

Bachelor of Science in Architecture B.S.
Georgia Institute of Technology
Atlanta, GA

Professional Experience

Bonnin Orozco Arquitectos, csp
Principal (1998 – present)

Directoria de Urbanismo
Municipio de San Juan
Chief Advisor for SJ Territorial Plan

Oficina de Ordenación Territorial de Ponce
Municipio Autónomo de Ponce
Director

Oficina del Plan Maestro de Ponce
Chief Architect

Oficina del Centro Histórico de Ponce
Municipio Autónomo de Ponce
Director

Plan de Revitalización Integral del Centro
Histórico de Ponce
Local Director

Nix, Mann and Assoc. (Perkins + Will, Atlanta)
Intern Architect

Academic Experience

Experimental Unit Coordinator, 2012 - 2013
Lecturer, 2011 PUCPR School of Architecture
Ponce, Puerto Rico

Design and Urban Planning instructor,
Universidad de Puerto Rico, School of
Architecture 2000 - 2001

PONTIFICIA UNIVERSIDAD CATÓLICA DE PUERTO RICO











Manuel A. de Lemos

FACULTY



Education

Master of Architecture M.Arch
Tulane University School of Architecture
New Orleans, LA

Bachelor of Architecture B. Arch
Tulane University School of Architecture
New Orleans, LA

Professional Experience

Manuel de Lemos AIA, Architects & Planners
1991- present

Academic Experience

Adjunct, 2015, PUCPR School of Architecture
Ponce, Puerto Rico

Professor, 1984-1991, UPR School of Architecture
Rio Piedras, Puerto Rico

PONTIFICIA UNIVERSIDAD CATÓLICA DE PUERTO RICO



PILARIN FERRER

FACULTY



Education

Master Degree In Architecture - School of Architecture University of Puerto Rico - 1988

Bachelor Degree In Environmental Design - School of Architecture University of Puerto Rico - 1985

Two years of History of Art and Architecture - McGill University, Montreal, Canada - 1979-1981

Professional Experience

Ms. Ferrer started her professional career in 1985 as an Architectural Designer working on the design of private homes, office building. In 1988 she joined the offices of Simon Drury Ltd. In-charge of the Interior design of banks, offices, laboratories, pharmacies, and hospitals.

In1992 she joined the office of Méndez Brunner, Badillo & Associates to reinforce the Design and Production Departments. Her work as an Architect, involves the Interior planning of Federal Government Agency's projects, of a highly sensitive nature.

AIA PR Chapter President 2006
FCAA Secretary General 2010-2012
CAAPPR President 2013

Academic Experience

- Professor PUCPR School of Architecture Ponce, Puerto Rico
- Invited Juror at several Capstone Courses Polytechnic University School of Architecture
- Invited Juror at several Design Courses at the School of Architecture University of Puerto Rico
- Speaker at FCAA Caribbean Architecture Biennale Havana, Cuba 2009
- Speaker AIA Florida 2008 Convention Boca Raton, Fla.
- Speaker APT World Forum 2007, San Juan PR



Roberto García-Soto

FACULTY



Education

1989 Masters in Architecture. University of Puerto Rico, Río Piedras, P.R.
1984 Participant, UNESCO-Workshop and Course on Monument, Techniques: Roofing, Carpentry and Masonry. National University of Haiti.
1983 Bachelors In Environmental Design. School of Architecture. University of Puerto Rico, Río Piedras. P.R.
1983 Participant. Preservation Institute of the Caribbean. University of Florida/ Interamerican University, San Germán, P.R.

Professional Experience

2000 / present Anastylosis Inc. - President - Historic Restoration Company.
2001/ present Design & Historic Preservation Consultant to Atelier, 66cap
2001 Plantel del Cuelo Architects - Consultant
Antiguo Asilo de Niñas, Puerto Rico Music Conservatory, Santurce.
1995 Designer Architect and Historic Preservation Consultant to Eng. Axel Bonilla, Ponce, P.R.
1991/ 1995 Project Manager and Historic Preservation Consultant to the ESCO Group.
1989 Project Manager for Historic Properties of the Conservation Trust of Puerto Rico. Cabezera de San Juan Lighthouse. Fajardo, P.R.
1988 Designer. Beatriz del Cuello. A.I.A. Architects & Historic Preservation Consultants, Guaynabo. P.R.

Academic Experience

2009 Lecturer, PUCPR School of Architecture, Ponce, Puerto Rico 2009-present
1998 / 2009 Design Professor, School of Architecture, Polytechnical University of San Juan, P.R.



Ricardo Miranda-Pérez

FACULTY



Education

M.A. UPR Río Piedras, School of Architecture. 1996

B. Environmental Design, UPR Río Piedras, School of Architecture Cum Laude. 1988

Professional Experience

PUCPR School of Architecture Ponce, Faculty
Urban mobility consultant municipality of Ponce and cycling activist.
Atelier 66 CSP, Architect, Design, Digital Modeling and Presentations.
Former head of housing rehabilitation in historical urban center, City of Ponce, PR.
Supervisor, Cartography and Digital Services, Urban Planning Office , City of Ponce,PR.
Director, Community Development Department. City of Ponce,PR.

Academic Experience

Lecturer, PUCPR School of Architecture Ponce, Puerto Rico 2009-present

Instructor State Historic Preservation Office, Restoration Workshop Coordinator, Escuelas-Talleres





Fernando Pabón

FACULTY



Education

European Postgraduate Masters in Urbanism: Strategies and Design for Cities and Territories – (EMU). M.U.D.
Universitat Politècnica de Catalunya, Universitá IUAV di Venezia, TU Delft, K.U.Leuven
Barcelona, Spain
Venice, Italy
Delft, Netherlands
Leuven, Belgium

Bachelor of Architecture & Arch.
Syracuse University School of Architecture
Syracuse, NY

Professional Experience

PUCPR, School of Architecture Ponce, Puerto Rico
faculty

Urban Designers Network, San Juan, Puerto Rico
local partner

Lehman Smith McLeish Washington, DC
architect

Intergroup, Bayamón, PR
designer

Academic Experience

Lecturer, PUCPR, School of Architecture Ponce, Puerto Rico 2012-present

Juror, UPR School of Architecture San Juan, Puerto Rico

Juror, PU School of Architecture, San Juan, Puerto Rico

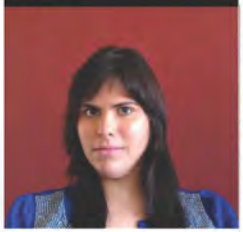
Juror, Corcoran College of Art + Design Washington, DC

Berlitz Language Center Washington, DC
instructor



Lily M. Riefkohl

FACULTY



Education

Master of Architecture - M.Arch
Savannah College of Art and Design
Savannah, GA

Bachelor in Environmental Design, B.Env
University of Puerto Rico
San Juan, PR

Professional Experience

R&F Consultants and Developer, San Juan Puerto Rico
Junior designer

Cue & Lopez, San Juan, Puerto Rico
Junior designer

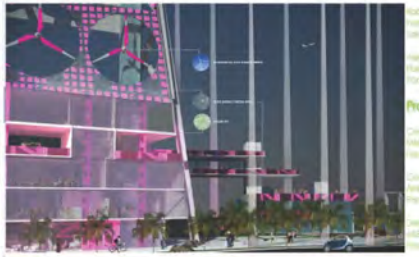
NOP Group, Guaynabo Puerto Rico
Environmental designer

Edgardo Perez Architects and Associates, San Juan PR
Intern designer

Academic Experience

Lecturer, PUCPR, School of Architecture, Ponce, Puerto Rico 2002-present







Pedro Angel Rosario

FACULTY



Education

Professional Experience

Academic Experience











PONENTES | SPEAKERS



PROFIT CITY Abel Misla Villalba

Decano fundador de la Escuela de Arquitectura de la PUCPR. Misla Villalba es un arquitecto y desarrollador con grandes visiones para la ciudad Señorial y la Región Sur. En su conferencia nos mostrará una perspectiva amplia de las oportunidades y ventajas de desarrollar en la Ciudad de Ponce.

Founding Dean of the PCUPR School of Architecture. Misla Villalba is an architect and developer with great visions for the city of Ponce and the South Region. In his lecture he will show us a broad perspective of the opportunities and advantages of developing in the City of Ponce.



Urbanismo: Posturas, Teorías y Utópias

Javier Bonnin Orozco

El arquitecto profesor de la Escuela de Arquitectura de la Universidad de Oregon, nos presenta un pareamiento de teorías urbanas con la realidad de la ciudad de Ponce y sus aspiraciones futuras. Oportunidades para definir una nueva ciudad con propuestas utópicas.

The architect professor of the School of Architecture of the University of Oregon, presents a pairing of urban theories with the reality of the city of Ponce and its future aspirations. Opportunities to define a new city with utopian proposals.



De Repensar a Lograr: Catalíticos Elusivos

Jaime Yordán Fráu

Principal Desarrollador de Negocios de Integro Success, Yordán nos presenta los elementos necesarios para atraer, retener y potenciar la gesta del renacer urbano y social; nos presentará razones por la cual estos elementos dejaron de existir en Ponce y cómo recobrar los mismo en un plan de desarrollo Urbano a largo plazo.

Main Business Developer of Integro Sucess, Yordán presents the necessary elements to attract, retain and enhance the feat of urban and social rebirth; he will present reasons why these elements ceased to exist in Ponce and how to recover them in a long-term Urban Development plan.



Ponce: Perspectiva de un Desarrollador Dereck Fleming

Fleming nos presenta su experiencia como inversionista de bienes raíces en Ponce y la región Sur, nos ayuda a ver un análisis del sistema regulatorio y restricciones en el desarrollo de la zona histórica y áreas adyacentes. Explicará en el tema de la globalización de los desarrollos inmobiliarios, como una filosofía del hacer, de la acción y de la ambición por progresar buscando nuevas oportunidades.

Fleming presents his experience as a real estate investor in Ponce and the South region, helping us to see an analysis of the regulatory system and restrictions on the development of the historic area and adjacent areas. Explain on the subject of the globalization of real estate developments, as a philosophy of doing, action and ambition to progress looking for new opportunities.

repensando thinking ponce

Schedule

Domingo 18 junio

6:00 pm
Workshop Registry
Hand out welcoming package

7:00 pm
Mentors and Participating Students Reunion
Second Floor Classroom 216

8:00 pm
Free Night

Lunes 19 junio

8:00 am
Breakfast - Discuss Schedule For The Day

9:00 am
Official Welcome / Opening Ceremony- Aula Magna

10:00 am
Conference - ProfitCity
Arq. Abel Mista Villalba, Decano Fundador EA PUCPR/ Desarrollador

10:45 am
Mentor's Presentation

11:30 am
Conference: Ponce desde el punto de vista de Kevin Lynch
Arq. Luis V. Badillo Lozano/ Prof. Pedro Rosario & Students

12:30 pm
Lunch

01:30 pm
Conference- Urbanismo: Posturas, Teorías y Utopías
Arq. Javier Bonnin Orozco

02:30 pm
Tour on Trolley: Historic District & Site

06:00 pm
Transfer to Castillo Serrallés
Cine Urbano en el teatro del Castillo, Recorrido y Cena/Cocktel

10:00 pm
Transfer to Hotel

Martes 20 junio

8:00 am
Breakfast - Discuss Schedule For The Day

9:00 am
Conference- El Nuevo Centro de San Juan
Arq. Fernando Pabón Rico

10:00 am
Workshop

12:00 pm
Lunch

01:00 pm
PIN-UP

02:00 pm
Workshop

04:00 pm
PIN-UP

05:00 pm
Conference- De Repensar a lograr: Catalíticos Elusivos
Jaime Yordán Frau

06:00 pm
Dinner
BBQ en el Patio de Forteza

07:00 pm Opcional- 8:00pm
Free Night / National League Basketball Game

UNIVERSIDAD CATÓLICA
ARQUITECTURA

Miércoles 21 junio

8:00 am
Breakfast - Discuss Schedule For The Day

9:00 am
Workshop

10:00 am
PIN-UP

12:00 pm
Lunch

01:00 pm
Workshop

03:00 pm
PIN-UP

04:00 pm
Workshop

05:00 pm
Transfer to Site & La Guancha

07:00 pm
Trasnfer to Hotel / Free Night

Opcional - 8:00pm
"Ponce Es Ley" Murals Tour
Historic District of Ponce

Jueves 22 junio

8:00 am
Breakfast - Discuss Schedule For The Day

9:00 am
Conference- Ponce: Perspectiva de un Desarrollador
Derek Fleming/ Developer

10:00 am
Preliminary Presentation I (Mock-up I)

12:00 pm
Lunch

01:00 pm
Commentary (Improving Images)

04:00 pm
Preliminary Presentation II (Mock-up II)

05:00 pm
Dinner
BBQ on the Forteza Patio

06:00 pm
Free Night

Viernes 23 junio

8:00 am
Breakfast - Discuss Schedule For The Day

9:00 am
Commentary (Improving Images)

12:00 am
Deliver Final Digital Presentation

12:30 pm
Lunch

01:30 pm
Final Preparations for Presentaiton
Studios/ Designated Design Workshop

05:00 pm
Formal Final Presentation
To community and special guests / Aula Magna

07:00 pm
Reception / Closing Ceremony
Carmen Solá de Pereira Cultural Center, Ponce

sábado 24 junio

7:00 am
Breakfast - By own account

9:00 am
Transfer to Luis Muñoz Rivera Airport
According to Flight Schedule

Repensando Ponce

Será una oportunidad el poner nuestro tiempo e interés en la búsqueda de una mejor ciudad. Localizado en la costa sur de la isla, Ponce es la segunda ciudad más grande de Puerto Rico fuera del área metropolitana de San Juan, con una población cerca de los 200,000. En el pasado y hasta mitad del siglo 20, debido a su importante rol en los asuntos económicos y políticos de la isla, Ponce fue considerado como "La capital del sur". Desde entonces y hasta el día de hoy, su influencia en los asuntos importantes de Puerto Rico y sus retos sociales y económicos, ha sido disminuida de tal manera que ha sido relegado a un lugar secundario.

Es precisamente en el corazón, en el Distrito Histórico de la ciudad que nuestra Escuela de Arquitectura se encuentra localizada. Siendo vecinos de la comunidad, somos testigos de:

I. Un pueblo muy bien planificado con un significativo grupo de edificios históricos con belleza única y...

II. Una ciudad que ha visto mejores días, y un elocuente pero triste recordatorio de lo que fue.

It will be an opportunity to put our time and thoughts together in search of a better city. Located on the Southern Coast of the Island, Ponce is the second largest city of Puerto Rico outside of the San Juan Metropolitan Area, with a population shy of 200,000. In the past and until the second half of 20th Century, due to its significant role in the island's political and financial scene, Ponce was considered as "The Capital for the South." Since then and until today, its influence on Puerto Rico's important issues and constant social and economic challenges, has been diminished significantly to the point that it has been relegated to a far secondary place.

It is precisely at the heart, in the Historic District of this City that our School of Architecture is located. Being a neighbor of the community we are witness of both:

I. A well planned old town with a significant group of notoriously beautiful buildings, and...

II. A City that has seen better days, and eloquent but sad reminder of what once was.



Repensando Ponce

Repensando Ponce consiste de un taller académico de una semana de duración, el cual reunirá tanto estudiantes como facultad de varias, prestigiosas Escuelas de Arquitectura internacionales, con la intención de producir propuestas arquitectónicas y urbanas "viable / sustentable / realístico / atractivo" para revitalizar y reposicionar la ciudad. El taller de diseño debe ser una experiencia positiva, intensa, altamente creativa y productiva mediante la cual evaluaremos las condiciones y posibilidades existentes en Ponce. Vamos a terminar con una propuesta de una mejor ciudad, una mejor experiencia urbana, a través de una presentación clara y bien pensada con ideas innovadoras.

Rethinking Ponce consist in a one week long academic workshop that will reunite both students and faculty of various, prestigious international Schools of Architecture, with the intention to produce "viable /sustainable /realistic/ attractive" urban and architectural proposals to revitalize and re-positioning the city. The Design Workshop should be a positive, intensive, highly creative and productive experience during which we will evaluate the Ponce's existing conditions and its possibilities. We should end proposing a better city, an improved urban experience, through a well thought out, clear presentation of innovative ideas.

TALLER
WORK SHOP





PRESENTACIONES
PRESENTATIONS

MENTORES
MENTOR WORK

Base Filosófica

. . .una ciudad legible sería una en la cual sus distritos, hitos y caminos son fácilmente identificables, agrupados a un patrón general... la legibilidad es crucial en la ciudad (Kevin Lynch, La Imagen de la Ciudad, 1959)

Un paisaje en el cual cada piedra cuenta una historia puede dificultar la creación de nuevas historias. (Kevin Lynch, La Imagen de la Ciudad, 1959)

Fisicamente, las ciudades son objetos inmovibles, pero en otros aspectos contienen mucha fragilidad. Desde el comienzo de América, sus ciudades han sido acosadas por componentes urbanos. En la última mitad del siglo, ha sido golpeado por la suburbanización; y más recientemente... por el cambio el económico... (Herbert J. Gans, Cities, The Fragile City,1982)

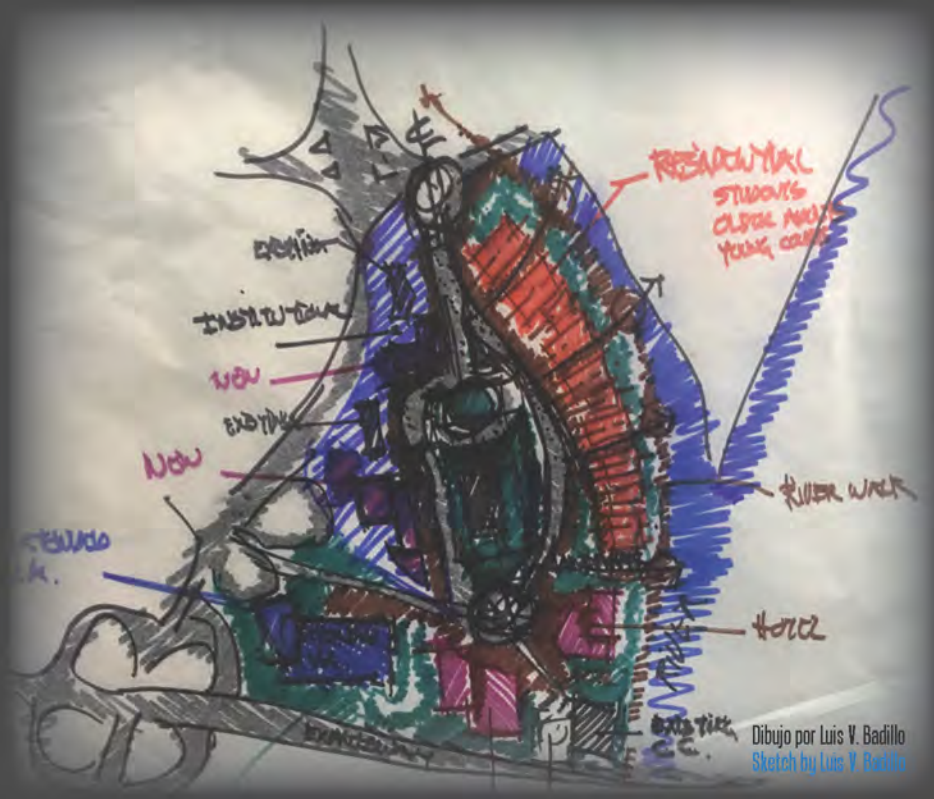
PROPUESTAS
PROPOSALS

Philosophical Ground

. . .a legible city would be one whose districts or landmarks or pathways are easily identifiable, grouped into an over-all pattern. . . legibility is crucial in the city (Kevin Lynch, The Image of the City, 1959)

A landscape whose every rock tells a story may make difficult the creation of fresh stories. (Kevin Lynch, The Image of the City, 1959)

Physically, cities are immovable objects, but in other respects they have always been quiet fragile. Ever since America began, its cities have been harassed by urban opponents. In the last half century, have been hit by suburbanization; and most recently. . . by the shift of economic growth. . .(Herbert J. Gans, Cities, The Fragile City,1982)



Dibujo por Luis V. Badillo
Sketch by Luis V. Badillo







CONFERENCIAS
CONFERENCES





RECORRIDOS
TOURS

VISITA SITIO
SITE VISIT











RECEPCIÓN
RECEPTION



Arch. Luis Badillo, Dean
Mr. Roberto Serrallés
President Serralles Distillery

Arq. Luis Badillo, Decano
Sr. Roberto Serrallés
Presidente Destilería Serralles



Mentores Internacionales
de izquierda a derecha:

Juan Arana - CEU San Pablo
Juan Gracia - ITSF
Gustavo Montenegro - PUCMM
Luis Badillo - Escuela Arquitectura, PUCPR

International Mentors
from left to right:

Juan Arana - CEU San Pablo
Juan Gracia - ITSF
Gustavo Montenegro - PUCMM
Luis Badillo - Escuela Arquitectura, PUCPR

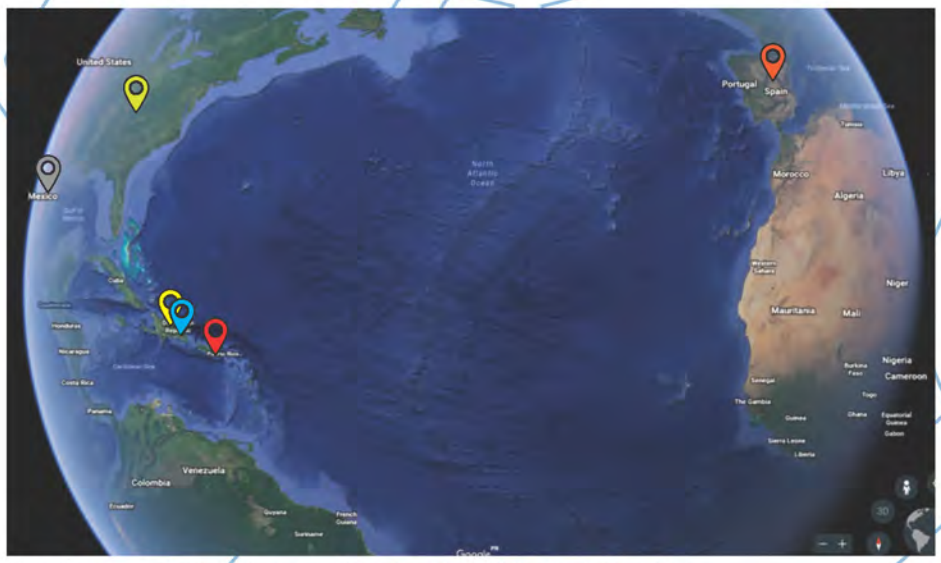

re pensando
thinking
ponce



La Propuesta

The Proposal

LUGAR DE INTERVENCIÓN / PLACE OF INTERVENTION



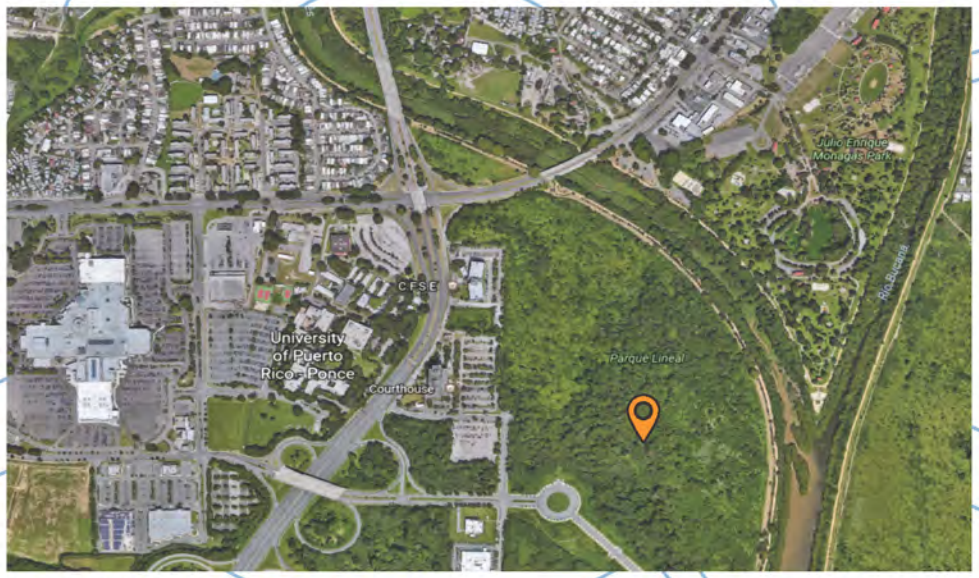
Países Visitantes en relación con Puerto Rico / Visting Countries in relationship with Puerto Rico



Localización de Ponce, Puerto Rico / Location of Ponce, Puerto Rico



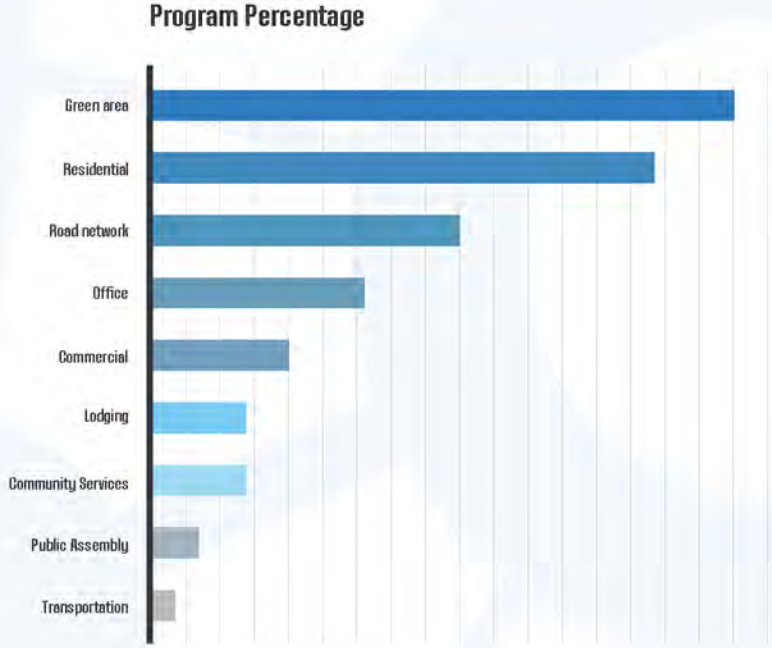
Localización del Centro Histórico junto con el lugar de Intervención / Historic District Location together with the place of intervention

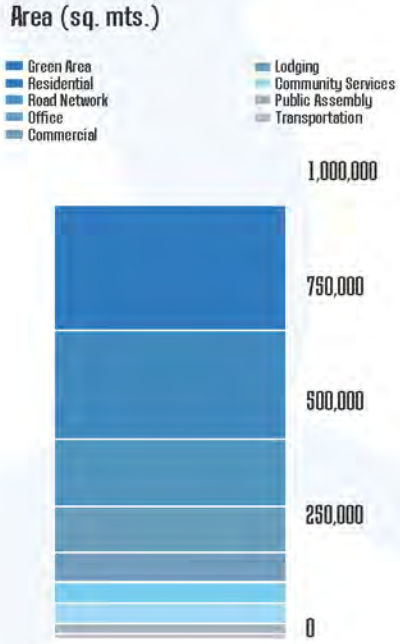


Finca Multeado Estrella / "Multeado Estrella" Estate

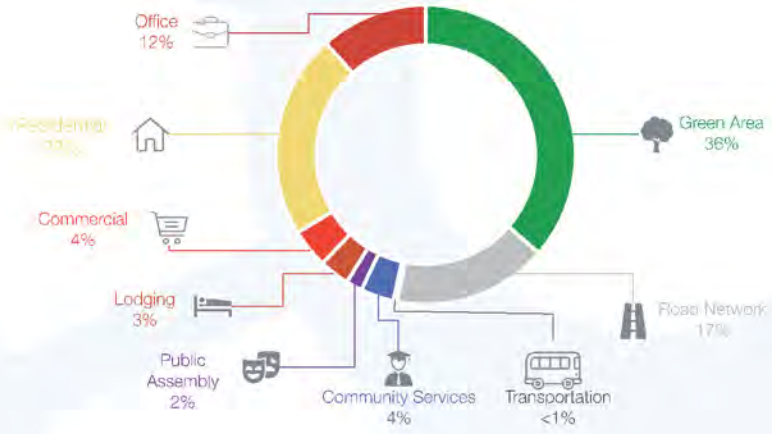
PROGRAMACIÓN / PROGRAM CHARTS

	Area (sq. mts.)	Parking Area (sq. mts.)	Parking Spaces
Office (+/- 10,000 units)	105,331	105,025	4,201
Residential (2,475 units)	247,500	123,750	4,950
Commercial	47,310	47,325	1,893
Lodging (900 rms.)	44,390	22500	900
Public Assembly	16,000	62,500	3,500
Theatre (2,000 seats)	8,000	25,000	1,000
Public Space (parking on street)	8,000	37,500	2,500
Community Services	32,341	54725	2189
Education	6,271	7500	300
Sanitary / Health Care	18,900	32,225	1,289
Sports facilities	7,170	15000	600
Transportation	4,000		
Road network	150,912		
Green area	296,506		
TOTAL	496,872	393325	17633





DISTRICT	TYPOLOGY	UNITS	HEIGHT BY LEVEK	TOTAL HEIGHT	LEVELS
RESIDENTIAL	LINEAR BLOCK (COLLECTIVE HOUSING WITH FIRST LEVEL SHOPS	100 SQ. MTS.	1ST LEVEL = 3.5 MTS LEVELS 2-5 = 3.0 MTS	15.5 MTS	6 LEVELS
	TOWER		1ST LEVEL = 3.5 MTS LEVELS 2-12 = 3.0 MTS	39.5 MTS	12 LEVELS
LODGING	BOUTIQUE HOTEL	20 SQ. MTS.	1ST LEVEL = 6 MTS LEVELS 2-8 = 3.0 MTS	27 MTS	8 LEVELS
	EXECUTIVE HOTELS WITH SHOPS		1ST LEVEL = 6 MTS LEVELS 2-10 = 3.0 MTS	33 MTS	10 LEVELS
LANDMARK	ASSEMBLY		1ST LEVEL = 7 MTS LEVELS 2-4 = 6 MTS	30 MTS	4 LEVELS
CORPORATE	MAJOR MULTIPURPOSE TOWER		1ST LEVEL = 8.5 MTS LEVELS 2-24 = 3.66 MTS PENTHOUSE 4.27MTS	96.3 MTS	25 LEVELS
	TWIN TOWERS (3 MODULES)		1ST LEVEL = 4.88 MTS LEVELS 2-15 = 3.66 MTS	56 MTS	15 LEVELS



Residential (units)	2,475
Expected Population	4,950
Total area	754,560 mts^2
Road network	150,912 mts^2
Gross area	307,145 mts^2
Net area	890,197mts^2
Floor Area Ratio	2.9
Population density	6,600 inhabitants/Km^2
-Ponce 1930	12,000 inhabitants/Km^2
-Current Ponce	2,900 inhabitants/Km^2
-Current Old San Juan	10,000 inhabitants/Km^2
-Nuevo Centro San Juan	5,000 inhabitants/Km^2
Average Daily Transit	
PR-2 (Al Oeste de la PR-52)	48,400 vehicles
PR-12 (Entre PR-2 y PR-52)	40,002 vehicles
PR-52 (PR-1-PR-12)	52,810 vehicles

HITOS / LANDMARKS



Hito Propuesta
Proposed Landmark

... son otro tipo de punto de referencia, pero en este caso el observador no entra dentro de ellos ya que son externos. Por lo general, son un objeto físico bastante simple como: edificios, letreros, tiendas o montañas.

... are another type of point-reference, but in this case the observer does not enter within them, they are external. They are usually a rather simply defined physical object: building, sign, store, or mountain.

- Kevin Lynch, The Image of the City

NODOS / NODES



Nodos Reconocidos y Después
Recognized and Proposed Nodes

... son puntos, los lugares estratégicos en la ciudad en los cuales el observador puede entrar, y que son los focos intensivos a los que viaja. Pueden ser principalmente uniones o concentraciones.

... are points, the strategic spots in a city into which an observer can enter, and which are the intensive foci to and from which he is traveling. They may be primarily junctions or concentrations.

- Kevin Lynch, The Image of the City.

BORDES / EDGES



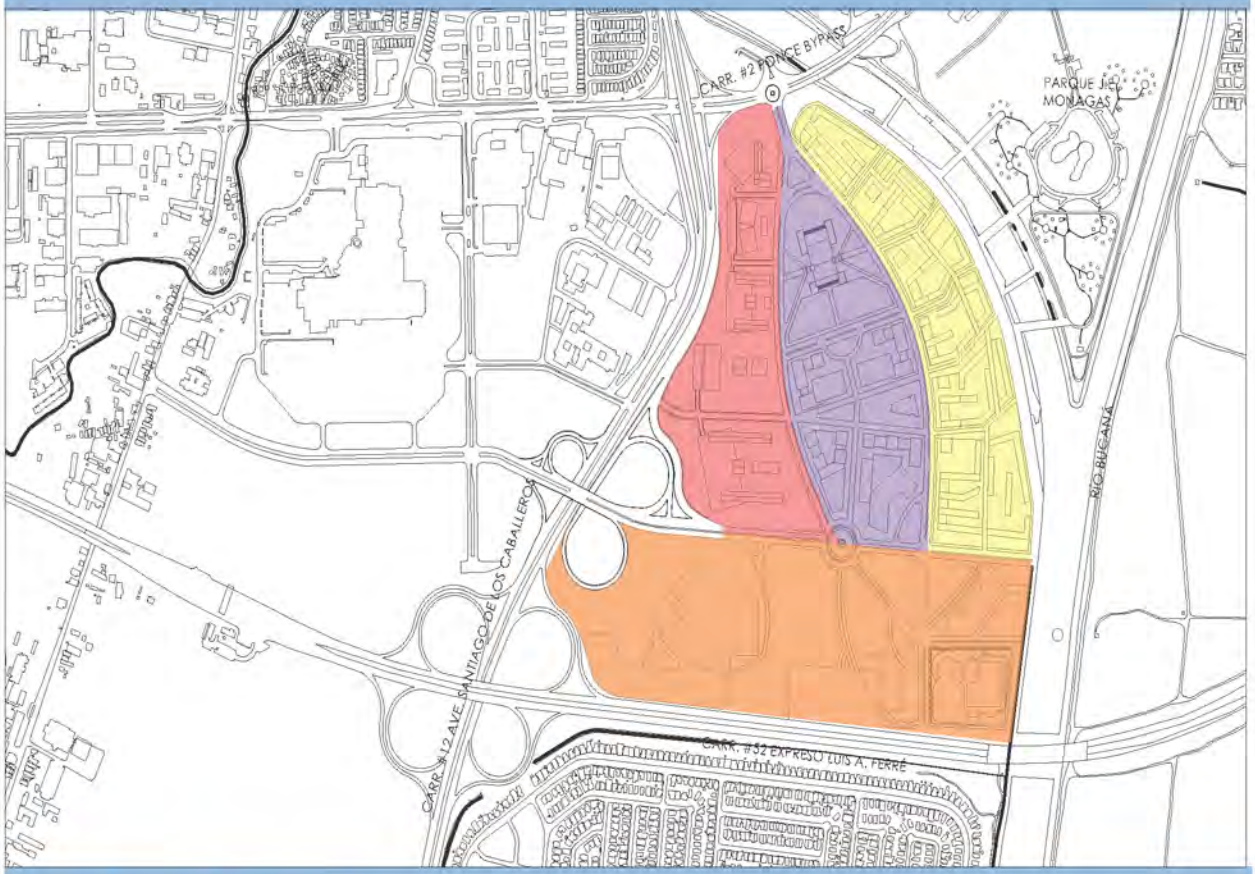
BORDES DEL DISTRITO
DISTRICT BORDERS

... son los elementos lineales no utilizados como caminos por el observador. Son los límites y quiebres lineales en continuidad: costas, cortes de vías, bordes de muros de desarrollo.

... are the linear elements not used as paths by the observer. They are the boundaries and linear breaks in continuity: shores, railroad cuts, edges of development walls.

- Kevin Lynch, The Image of the City.

DISTRITOS / DISTRICTS



Hotel Corporative Residential Civic

DISTRITOS PROPUESTOS
PROPOSED DISTRICTS

... son los sectores medianos a grande en la ciudad en donde el observador entra mentalmente, y el cual es reconocible por poseer un carácter común que lo identifique.

... are the medium-to-large sections of the city which the observer mentally enters "inside of," and which are recognizable as having some common, identifying character.

- Kevin Lynch, The Image of the City.

CAMINOS / PATHS



CAMINOS PROPUESTOS
PROPOSED PATHS

... son los canales por los cuales el observador se mueve. Pueden ser calles, pasarelas.

... are the channels along which the observer moves. They may be streets, walkways, transit lines, canals, railroads.

- Kevin Lynch, The Image of the City.

CONECTORES / CONECTORS



DISTRITO CORPORATIVO / CORPORATE DISTRICT



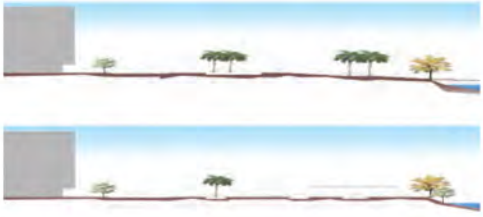
Dibujos por Luis V. Badillo
Sketches by Luis V. Badillo



DISTRITO RESIDENCIAL / RESIDENTIAL DISTRICT



Dibujo por Juan Arana
Sketch by Juan Arana



Dibujo por Juan Arana / Sketch by Juan Arana





DISTRITO TURÍSTICO / TURIST DISTRICT



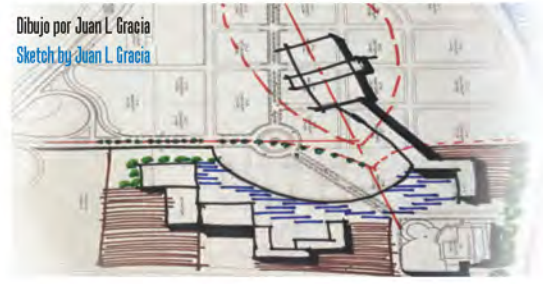
Dibujo por Luis. V. Badillo
Sketch by Luis. V. Badillo

Dibujos por Gustavo Montenegro
Sketch by Gustavo Montenegro

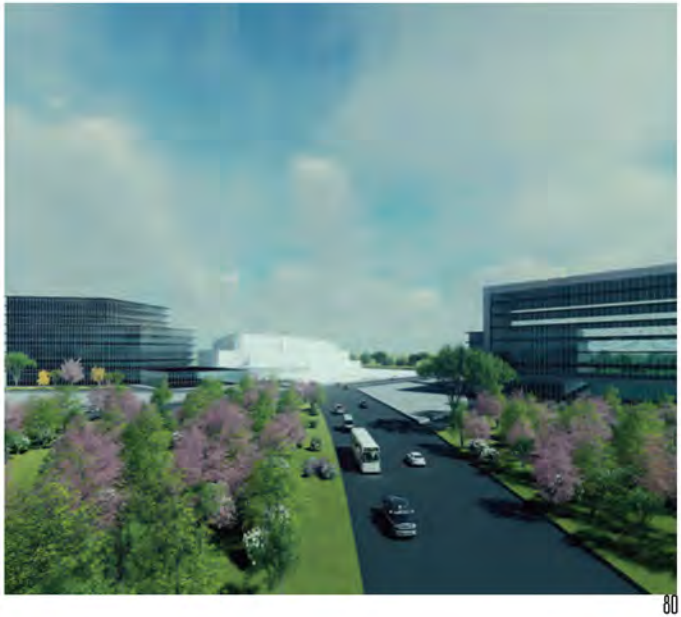


DISTRITO CULTURAL / CULTURAL DISTRICT

Dibujo por Juan L. Gracia
Sketch by Juan L. Gracia



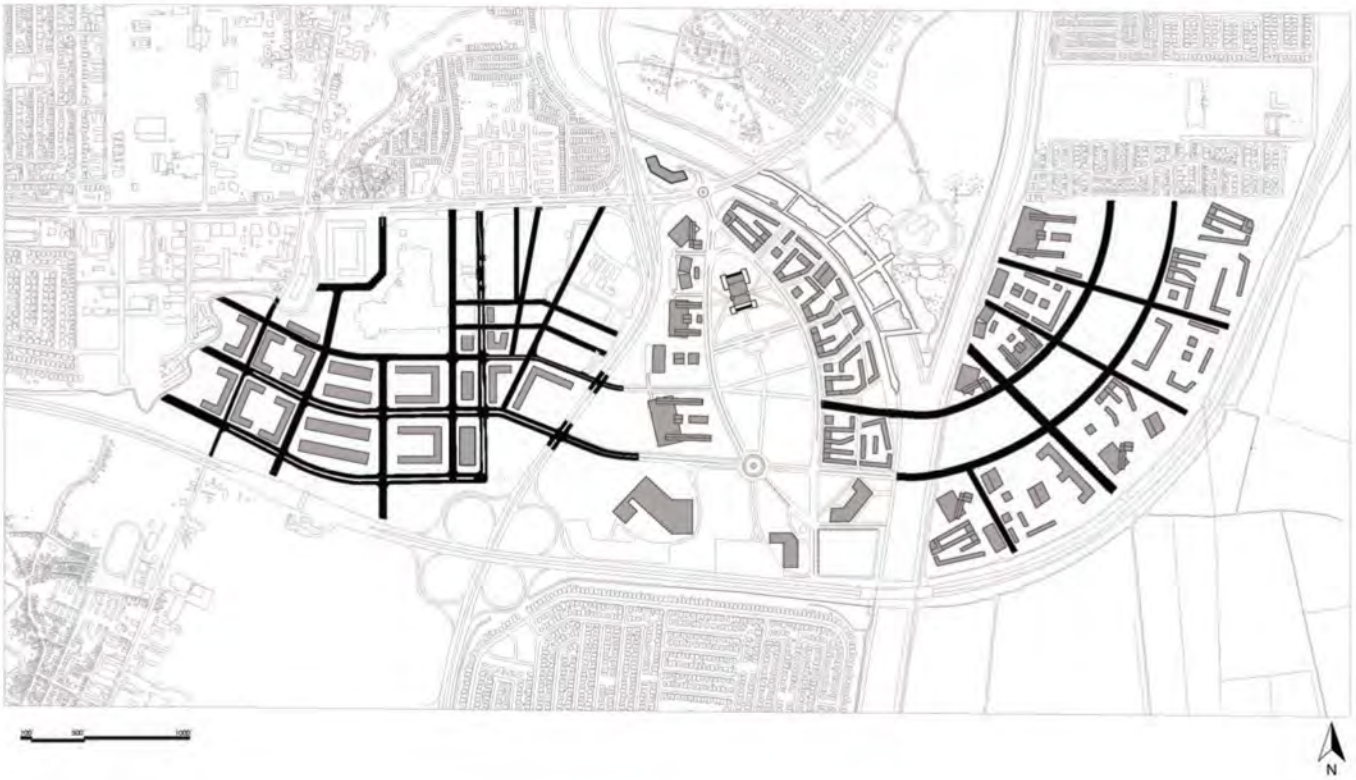




DIBUJOS DE PROCESO DEL TEJIDO URBANO/ PROCESS DRAWING OF URBAN FABRIC



ESQUEMA URBANO Y DE EDIFICIOS PROPUESTO / PROPOSED BUILDING AND URBAN SCHEME



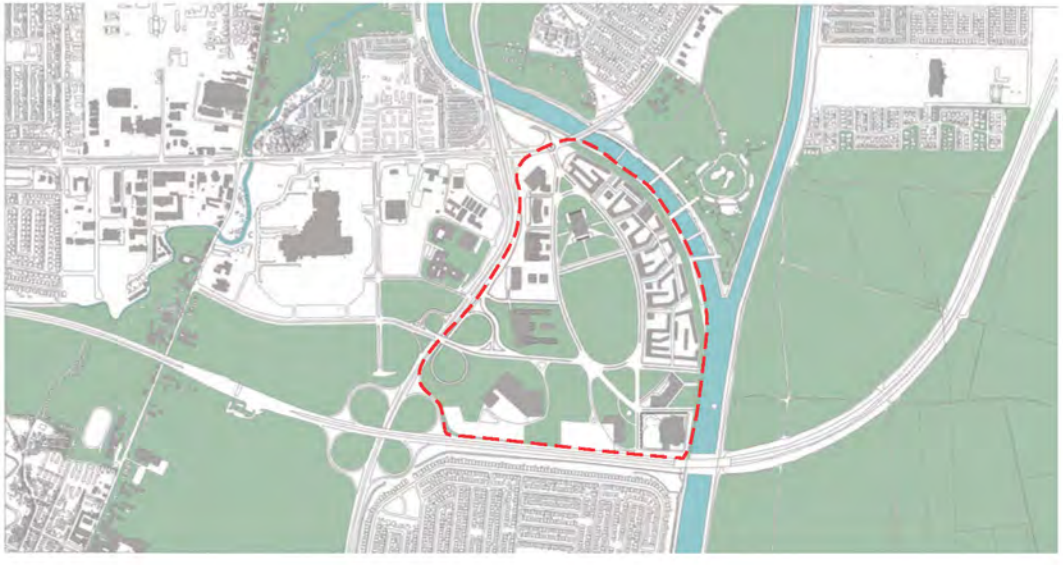
CALLE TÍPICA
TYPICAL STREET





ESQUEMA FINAL
FINAL SCHEME





ESTUDIANTES PARTICIPANTES

PARTICIPATING STUDENTS

Andrea Acevedo Berrios
PUCPR
e-mail: aacevedoberrios@pucpr.edu

Fabiola Aponte Martínez
PUCPR
e-mail: fapontemartinez@pucpr.edu

Juan Bernal Irizarry
PUCPR
e-mail: jbernalirizarry@pucpr.edu

Yenifer D. Betánces Díaz
PUCMM
e-mail: diomarisbetances09@gmail.com

Claudia Brea Matos
UNIBE
e-mail: claudiabrea07@hotmail.com

Rodny Colón Meléndez
PUCPR
e-mail: rodnycolon@pucpr.edu

Ivan Dario Tio
PUCMM
e-mail: arq.tio@icloud.com

Octavio Delena Herrera
ITS Fresnillo
e-mail: diseno_arquitectura@live.com.mx

Oskarina Domke
PUCMM
e-mail: oskdomke@gmail.com

Francisco A. Feliz Dicló
UNIBE
e-mail: a.francysco.o@gmail.com

Shantall D. Feliz González
UNIBE
e-mail: shantall95@gmail.com

Liza García Crespo
PUCMM
e-mail: lmgc915@gmail.com

Lisbeth M. González Messina
UNPHU
e-mail: ig14-1993@unphu.edu.do

Ramón L. González Meléndez
PUCPR
e-mail: ramongonzalez@pucpr.edu

Catherine Graubard Quiñones
PUCPR
e-mail: cgraubardquinones@pucpr.edu

Luz T. Hernández Irizarry
PUCPR
e-mail: lhernandezirizarry@gmail.com

Robert A. Gúzman Matos
UNIBE
e-mail: robert_aguzman@hotmail.com

Liza M. Jáquez Castillo
PUCMM
e-mail: lizajaquez1994@gmail.com

Kayla N. Jimenez Fernández
UNIBE
e-mail: kayla.nicolejimenez@gmail.com

Joemar Lopéz De Jesús
PUCPR
e-mail: jlopezdejesus@pucpr.edu

Emely Madera Soler
UNIBE
e-mail: emely.madera2808@gmail.com

Karina Martínez Lopéz
ITS Fresnillo
e-mail: karinamartinezlopez@gmail.com

Christinne Martínez Tejada
PUCPR
e-mail: cmartineztejada@pucpr.edu

Shantal P. Mejia
UNIBE
e-mail: shantalpaola@hotmail.com

Belice P. Melián Rodríguez
UNPHU
e-mail: melian2404@hotmail.com

Derek Pagán Laboy
PUCPR
e-mail: dpaganlaboy@pucpr.edu

Gerardo Pagán Román
PUCPR
e-mail: gerardopagan@pucpr.edu

Lilybeth Rentero Ruiz
PUCPR
e-mail: lrenteroruiz@gmail.com

María Rivera Aponte
PUCPR
e-mail: mariarivera9@pucpr.edu

Hector Rivera Bachier
PUCPR
e-mail: hectorrivera3@pucpr.edu

Hector G. Rodriguez Burgos
PUCPR
e-mail: hectorrodriguez5@pucpr.edu

Ricardo Rosado Rolón
PUCPR
e-mail: rrosadorolon@pucpr.edu

Gabriel Santiago Tomei
PUCPR
e-mail: gabrielsantiago@pucpr.edu

Gabriela Sayuri Herrera
UNIBE
e-mail: sayurily11@gmail.com

Luis Serrano Quiñones
PUCPR
e-mail: lserranoquinones@pucpr.edu

Carla Serrano Torres
PUCPR
e-mail: johndoe@pucpr.edu

Juan M. Soto Murillo
ITS Fresnillo
e-mail: manuelst06@gmail.com

Luis D. Váldez Nova
PUCMM
e-mail: luisvaldez@outlook.com

Ambar Vidro Acevedo
PUCPR
e-mail: avidroacevedo@pucpr.edu

Yasmin Zayas Santana
PUCPR
e-mail: yasminzayas@pucpr.edu

AUSPICIADORES
SPONSORS

SERRALLES

DIAMANTE

CEMEX 15 AÑOS PUERTO RICO

PRIME JANITORIAL

CIRT

PROPERTY GROUP

ORO

SION

BRONCE

Agradecimiento

Ada Gesualdo
Aero Visual
Alianzas Internacionales de Escuelas de Arquitectura
Centro Cultural Carmen Sola de Pereira
Compañia de Turismo de Puerto Rico
Expresiones Perdidas
MedCenter
Melao
Mocha
Municipio Autónomo de Ponce
Patronato Castillo Serralles
Sabor y Rumba

PONTIFICIA UNIVERSIDAD CATÓLICA DE PUERTO RICO
ARQUITECTURA

re pensando thinking ponce

1er. Taller Internacional / 1st. International Workshop / Jun | 2017
Una reflexión sobre nuestra ciudad, su realidad y su potencial / A thoughful reflection on our city, its reality and its potential





Autor
Author
Luis V. Badillo - Lozano

Profesores
Professors
Luis V. Badillo - Lozano Design Studio ARAD 401
Pedro A. Rosario - Torres Design Studio ARAD 401
Luis Camaño - Rivera Digital Graphic Lab ARAR 401

Ensamblaje Gráfico
Graphic Assembly
Job K. Bonilla - Rosas
Héctor M. Rivera - Bachier

Logo por:
Logo by:
Ricardo Miranda- Pérez

Coordinadores de Evento
Event Coordinators
Lorna M. Báez - Amely
Job K. Bonilla - Rosas

Editorial
Publisher
Forteza
Escuela de Arquitectura
Pontificia Universidad
Católica de Puerto Rico
9337 Calle Marina
Ponce, PR 00730

T (787) 841 - 2000
F (787) 651 - 2656
E arquitectura@pucpr.edu

ISBN- 978-1-970009-17-0

©2017 Forteza

Todos los derechos reservados.



