

# OBCHODNÁ

AND ADJACENT AREA

AT I 2016/17

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## **Analytical part**

October 13, 2016

**group**

**1: CONTEXT**

**2: OPERATION**

**3: FUNCTION**

**4: FORM**

**5: ATMOSPHERE**

**group  
present.: 25. 10.**

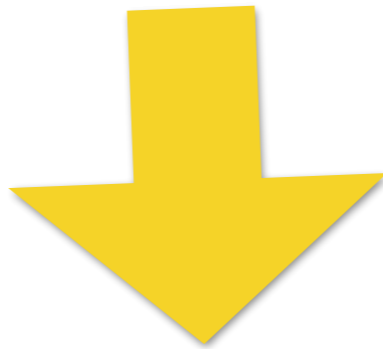
**1: CONTEXT**

**2: OPERATION**

**3: FUNCTION**

**4: FORM**

**5: ATMOSPHERE**



**in two  
present.: 27. 10.**

**PROBLEMS**

**CONCLUSIONS**

**POTENTIALS**

# 1: CONTEXT

2x slovak

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- position of the area within the whole city
- neighbouring areas - their character, etc.
- connections
- entering the area; Obchodná as a arrival point /first meeting point in Bratislava
- cultural, historical landscapes
- identity of the area (and its parts) within the city
- "OTHERS 'OBCHODNÁS": define a typology according to character within the city :  
shopping malls, markets, market streets, etc.

- **maps, photos, texts, sketches**
- **analysis of media coverage, interviews**





# C O N T E X T

## ENTRANCES TO THE CITY

1/5000 PLAN

- 1 MAIN TRAIN STATION  
MAIN BUS STATIONS
- 2 Autobusova Stanica
- 3 Mlynske Nivy
- ACTIVITY CONCENTRATION
- PEDESTRIAN
- TRAFFIC
- Influence of the city entrances



## 2: OPERATION

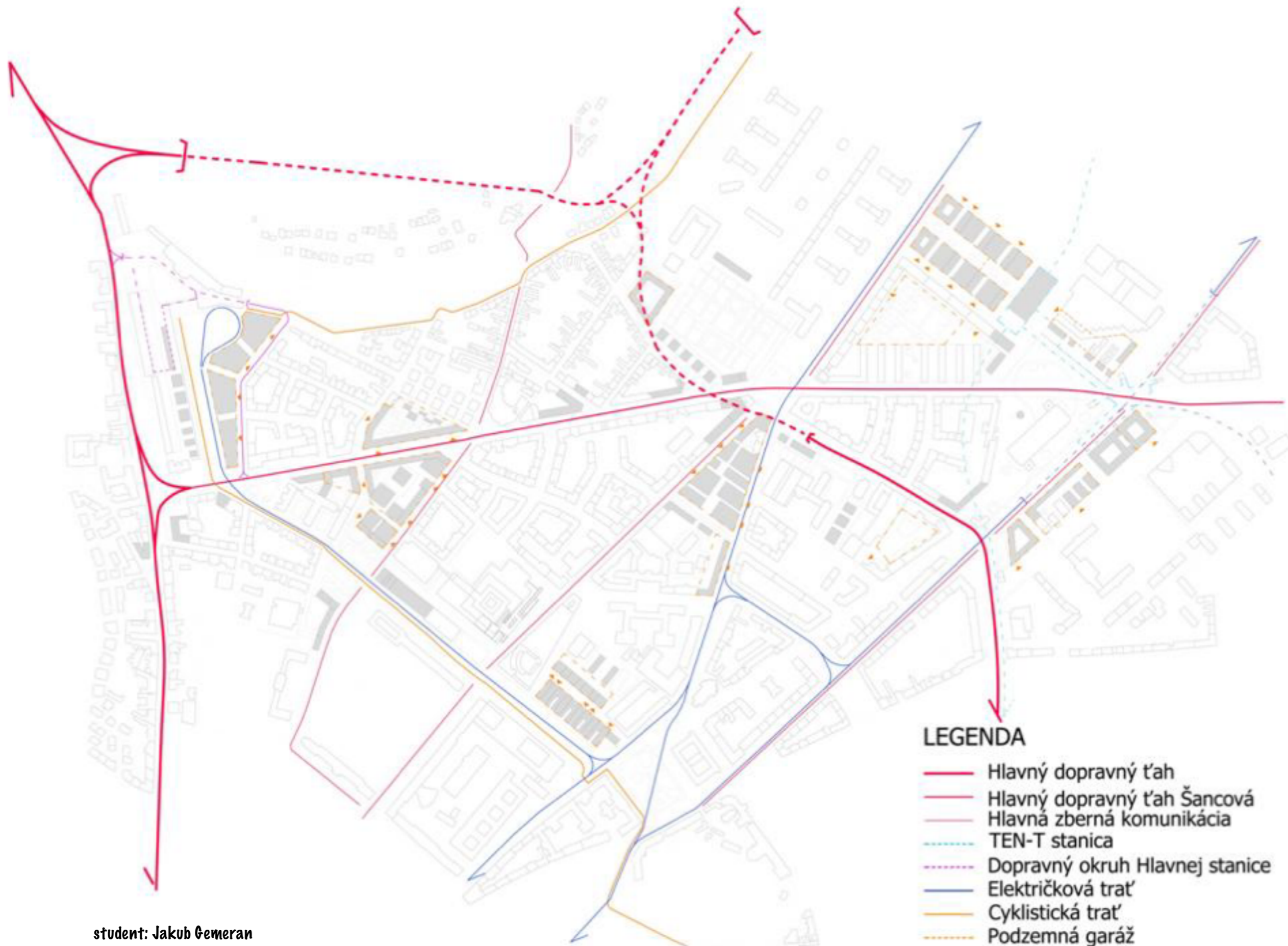
1x slovak + 1x intern.

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- analysis of traffic, including public transport, pedestrians, etc.
- load delivery, parking (including informal), cycle routes, cycle parking, etc.
  
- 'ROUTES' :
  - based on field observation add/amend given stories of typical users of the area, gather data, feelings, emotions that are these people experiencing on their trips to our area

- **maps, sketeches, photos**





**LEGENDA**

- Hlavný dopravný ťah
- Hlavný dopravný ťah Šancová
- Hlavná zberná komunikácia
- - - - - TEN-T stanica
- - - - - Dopravný okruh Hlavnej stanice
- Elektrická trať
- Cyklistická trať
- - - - - Podzemná garáž

student: Jakub Gerneran

# "ROUTES"

- based on field observation add/amend given stories of typical users of the area, gather data, feelings, emotions that are these people experiencing on their trips to our area

<b>ON FOOT</b>	male, 28 y, hipster	lives in a Jakubovo námestie, having coffee to go at Pán Kráľíček, then going to Martinus; planning to write a blog on coffee culture in Obchodná, because everyone is into Obchodná right now!
	group of foreign tourists	its Friday evening and the group of mid-aged englishmen staying at Crown Plaza Hotel is heading to famous Bratislava's parties
<b>BY TRAM</b>	female, 72y, pensioner	lives on Sibírska street, is in rush to buy some clothes for her husband in cheap chinese shop and a gift for a grandson in a jewellery... and then quickly to Tesco to get the sale promotion for bananas.. and then quick home to make a lunch!
<b>BY BUS</b>	female, 36y, on a maternity leave, with a 7months twins	before meeting a friend for a coffee has to pop in DM store, and afterwards also have a look on new exhibition in Kunsthalle ... and maybe she will have also some spare time for quick shopping spree at H&M! but what about the children ...?
<b>BY TROLLEYBUS</b>	male, 56y	heading for doctor's examination at Heydukova; arriving from Kramáre and going back to work in Ružinov
<b>BY BIKE</b>	male, 22y, student	gets a whitebike in front of the Faculty of architecture, trying to find a cheap lunch somewhere near by, on the way stopping for photocopying and printing
<b>BY CAR</b>	male, 40y, businessman	secretly visits hairdressers before having a romantic evening at Pulitzer's ... however, where he can get a nice flowers for his potential love?
	male, 31, physically handicapped (wheelchair)	works as a graphic designer at STU on Vazovova street, on Fridays likes to go out with a friends for a beer and for a good 'bryndzové halušky'.. however, where can he park his car?



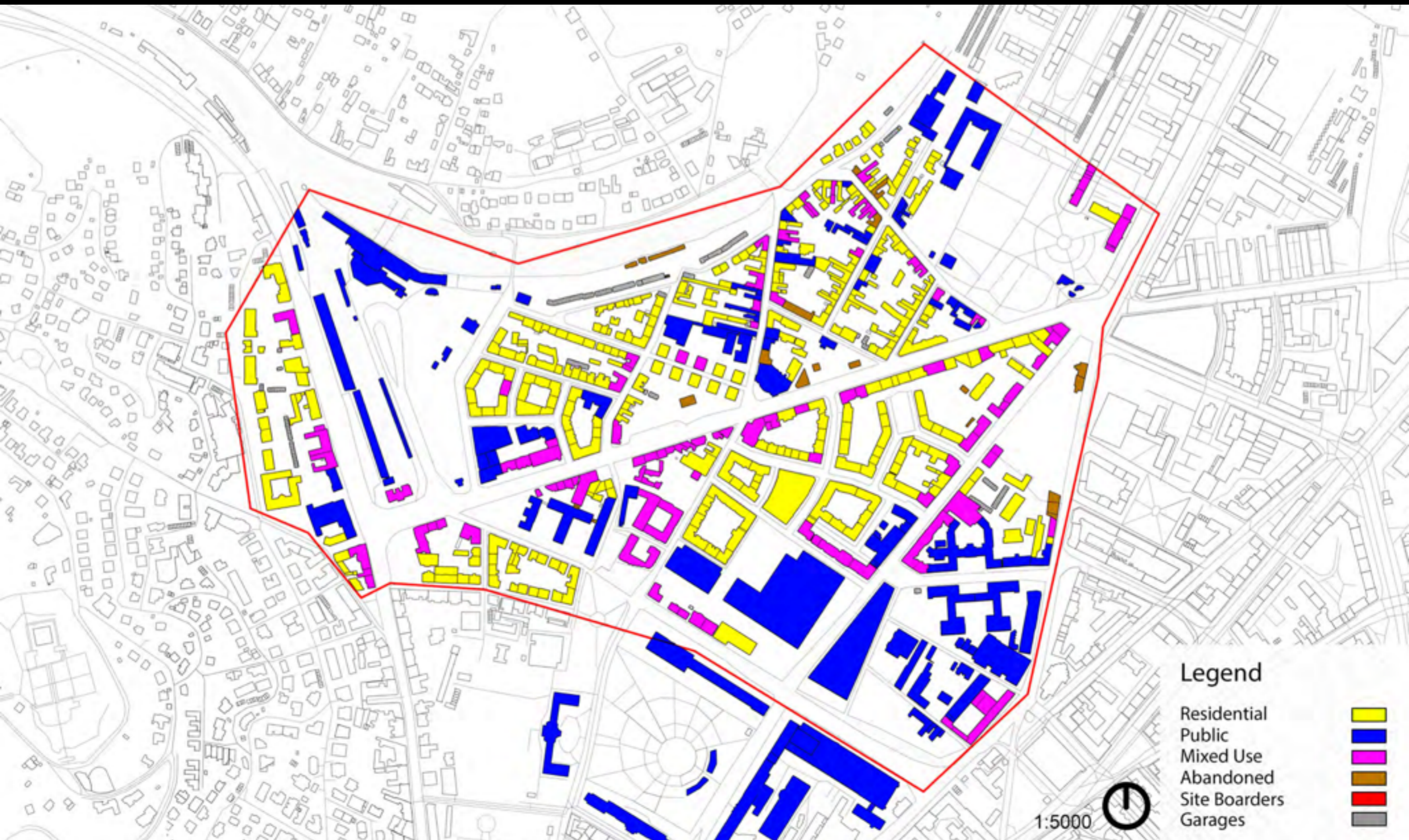
## 3: FUNCTION

2x slovak + 1x intern. triple

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- usage of individual objects and spaces, etc.
- socio-economic data (based on Bratislava's LandUse Plan; on the study by Marko&Placemakers - in Slovak language)
- "field observations" (2days x 3 - 4 places): direct observation in situ; gathered data presented in form of the sketches, photos, etc.

- **maps, photos, texts, sketches**
- **infographics**





# " FIELD OBSERVATIONS'

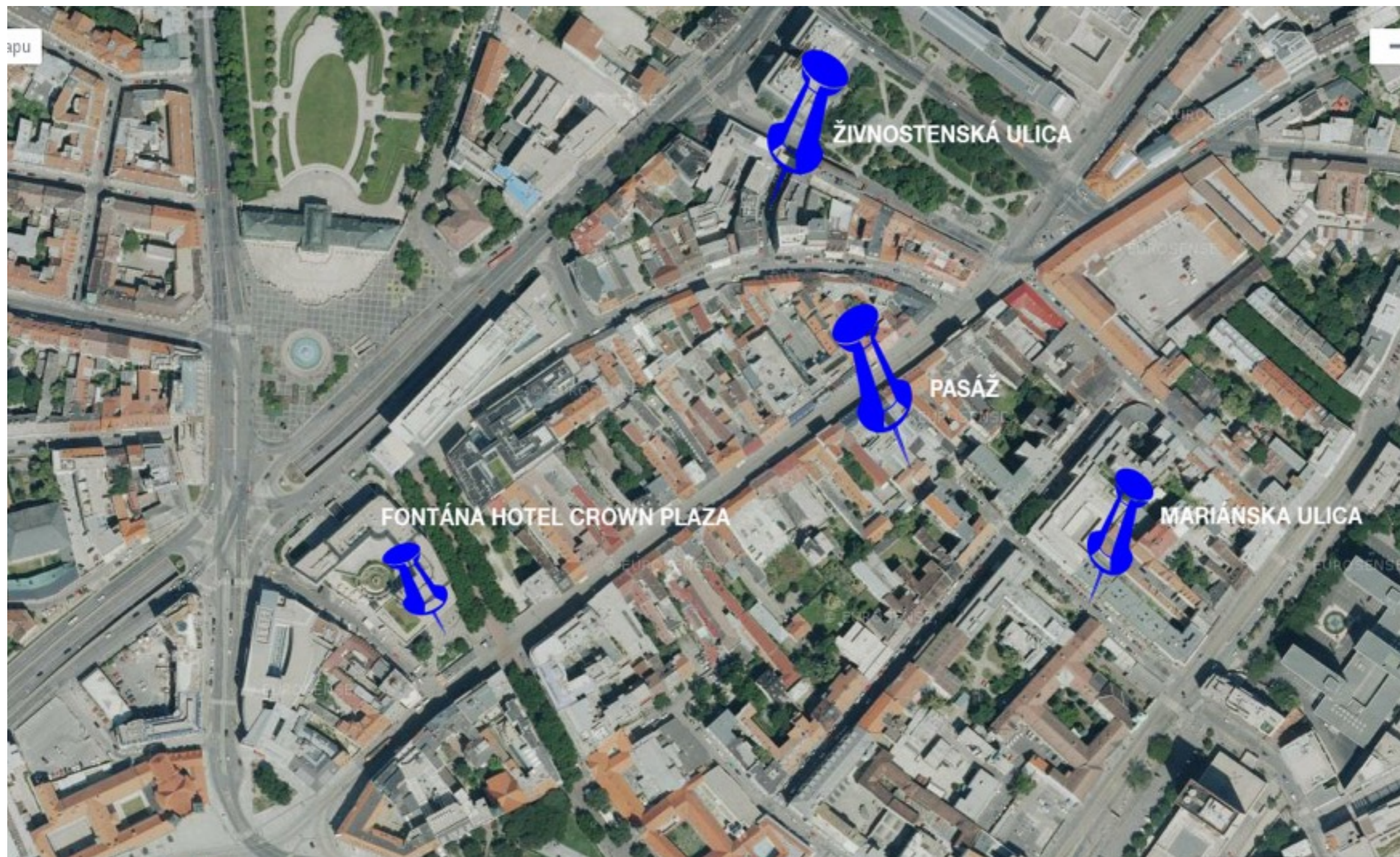
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- direct observation in situ; gathered data presented in form of the sketches, photos, etc.

<b>2 DAYS x 4 LOCATION [A1 DAY DURING WEEK + 1 DAY DURING WEEKEND]</b>	7:30 - 8:30	analysis and reporting of characteristic of people using the space and activities in the area
	12:30 - 13:30	
	17:30 - 18:30	
	22:30 - 23:30	



# "FIELD OBSERVATIONS"

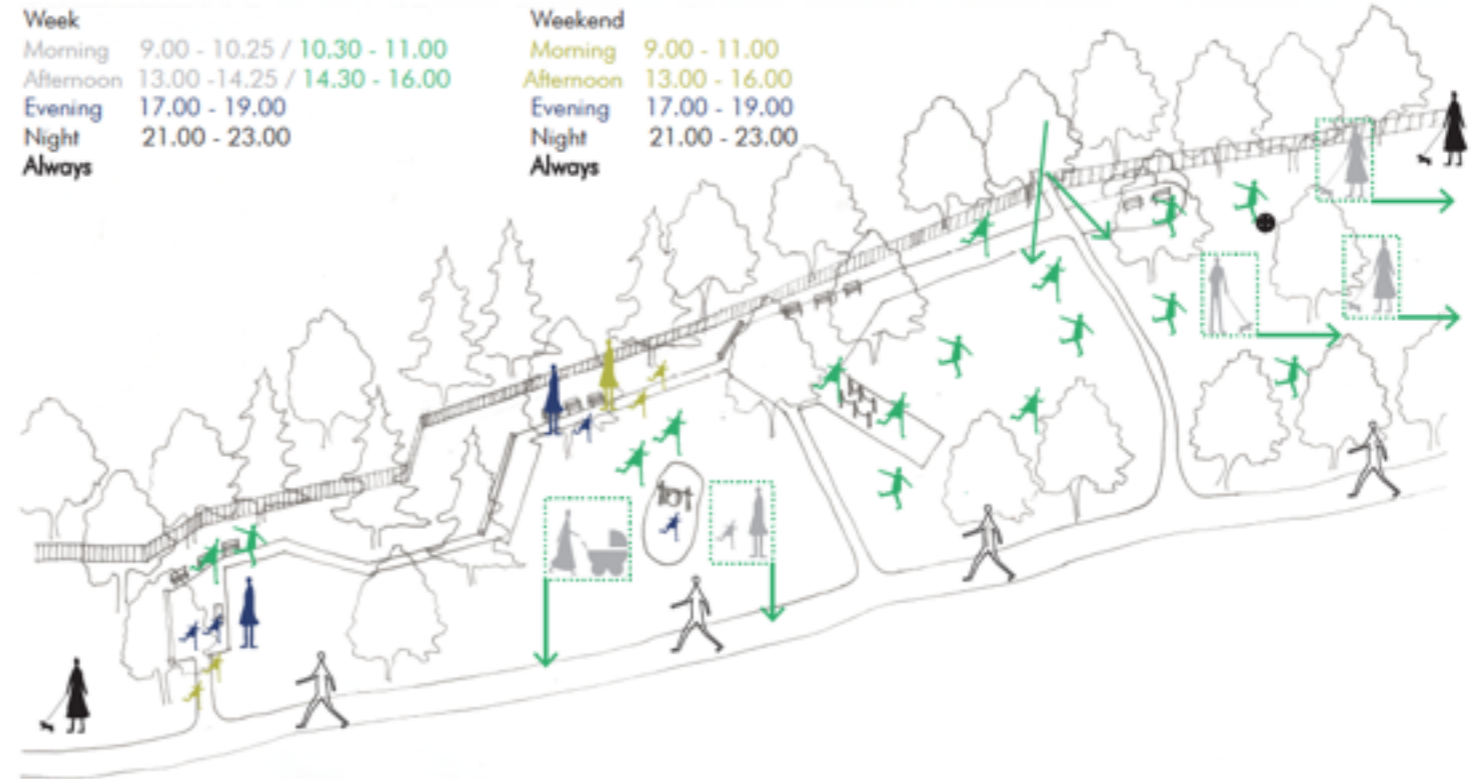






**2** Week  
 Morning 9.00 - 10.25 / 10.30 - 11.00  
 Afternoon 13.00 - 14.25 / 14.30 - 16.00  
 Evening 17.00 - 19.00  
 Night 21.00 - 23.00  
 Always

Weekend  
 Morning 9.00 - 11.00  
 Afternoon 13.00 - 16.00  
 Evening 17.00 - 19.00  
 Night 21.00 - 23.00  
 Always



**1** Week  
 Morning 9.00 - 11.00  
 Afternoon 13.00 - 16.00  
 Evening 17.00 - 19.00  
 Night 21.00 - 23.00  
 Always

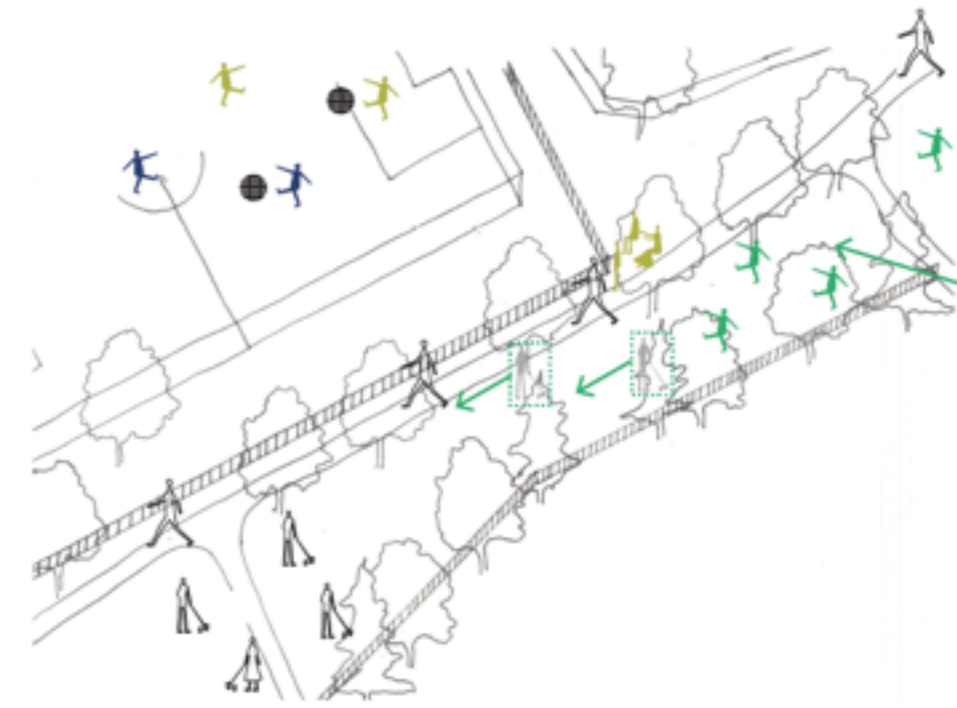
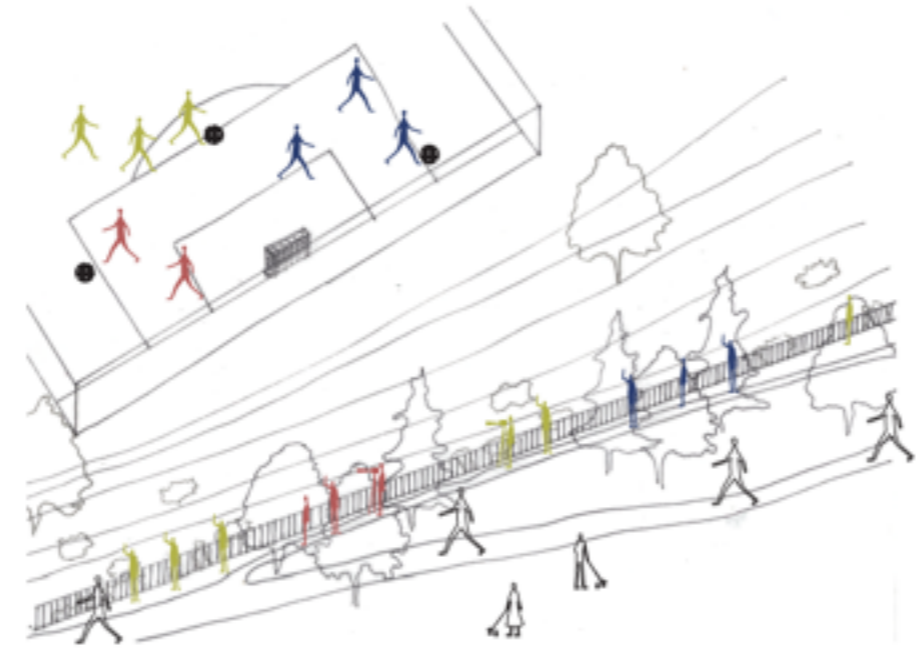
Weekend  
 Always

**3** Week  
 Morning 9.00 - 11.00  
 Afternoon 13.00 - 16.00  
 Evening 17.00 - 19.00  
 Night 21.00 - 23.00  
 Always

Weekend  
 Always

**4** Week  
 Morning 9.00 - 10.25 / 10.30 - 11.00  
 Afternoon 13.00 - 14.25 / 14.30 - 16.00  
 Evening 17.00 - 19.00  
 Night 21.00 - 23.00  
 Always

Weekend  
 Morning 10.00 junior football match  
 Always



## 4: FORM

1x slovak + 1x intern.

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- analysis of building constructions status, identification of important buildings and spaces in the area, passages (Listed buildings, landmarks, etc.)
- greenery
- identify and define characteristic types of urban structures in the area (building types)
- public spaces, hierarchy of public spaces
- planned development in the area
- " WORDS":
  - in the field search for examples of given words and try to catch them in a form of sketches of photos adjustments

- **schemes, sketches, photos**
- **maps (schwarzplans, public/private spaces), photos**
- **analysis of media/newspaper articles, marketing**

# "WORDS"

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- in the field search for examples of given words and try to catch them in a form of sketches of photos adjustments

**STABLE** - UNSTABLE

INCLUSIVE - **EXCLUSIVE**

FORMAL - INFORMAL

LEGAL - ILLEGAL

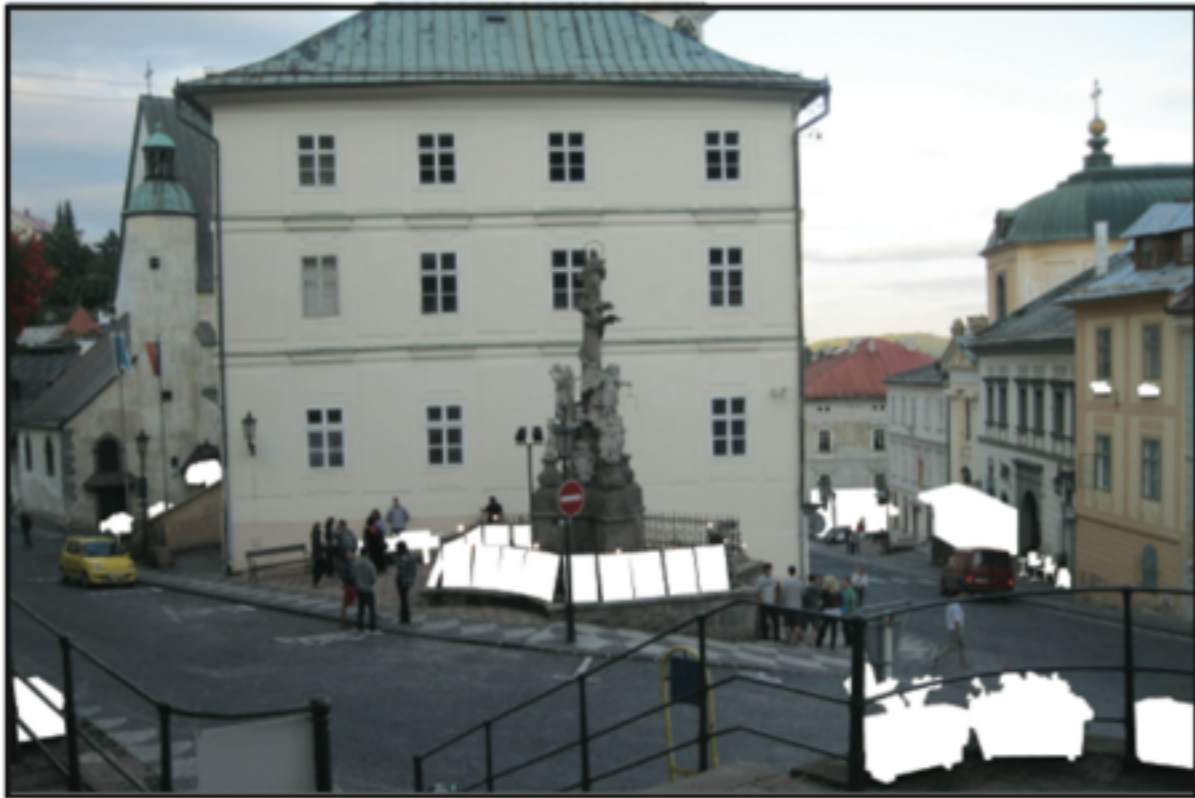
CHEAP - EXPENSIVE

**PERMEABLE** - CLOSED

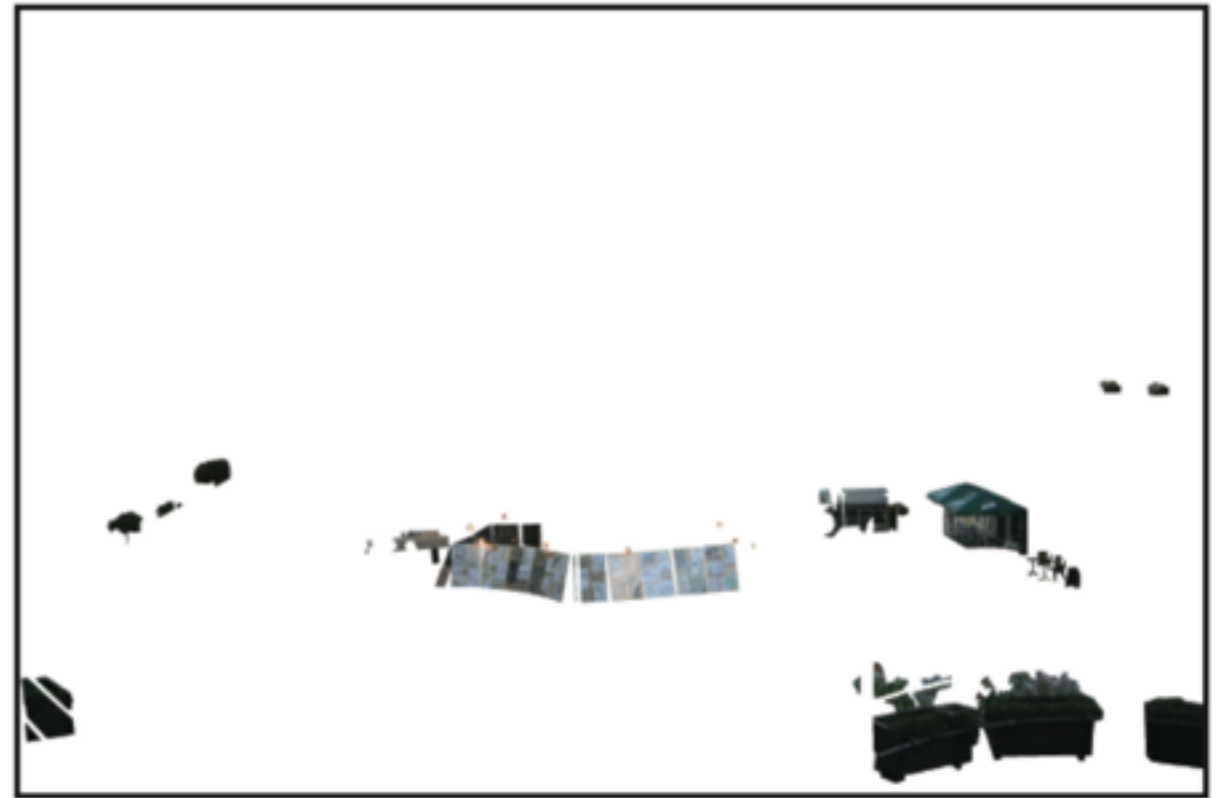
FLEXIBLE - RIGID

**DYNAMIC** - STATIC

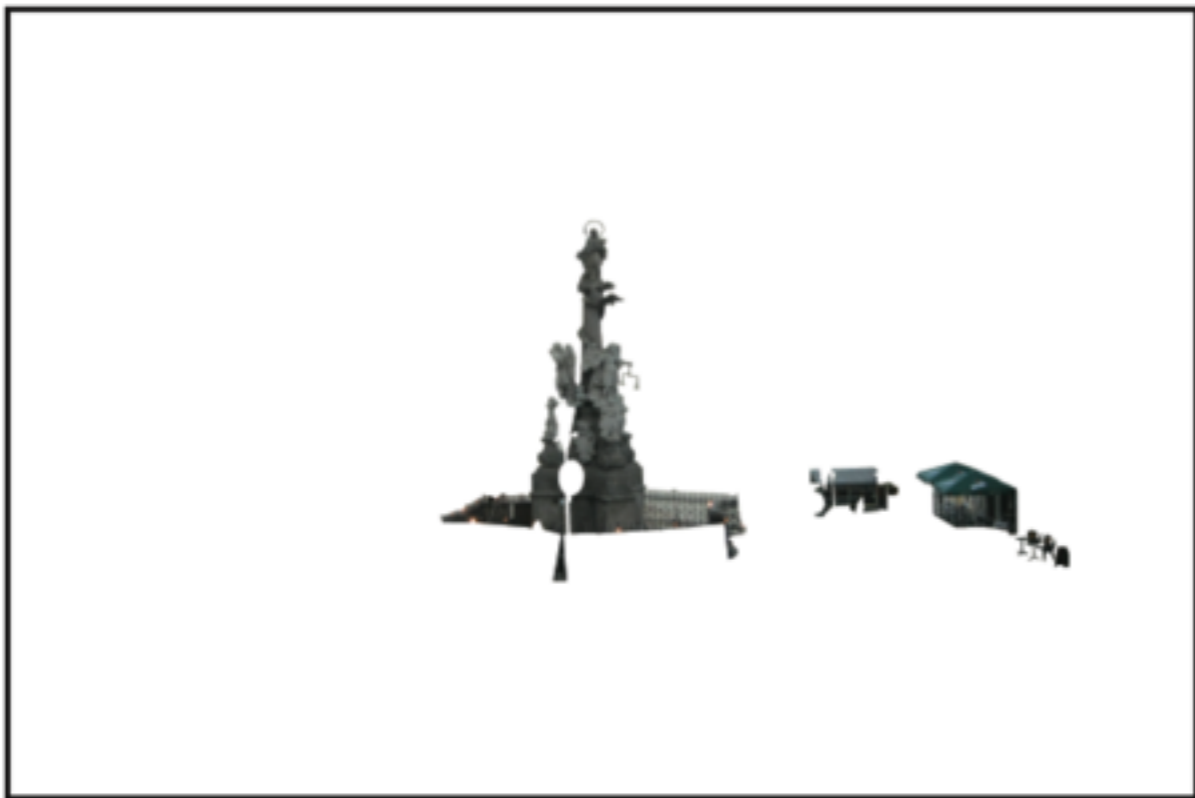
ORGANIC - **PLANNED**



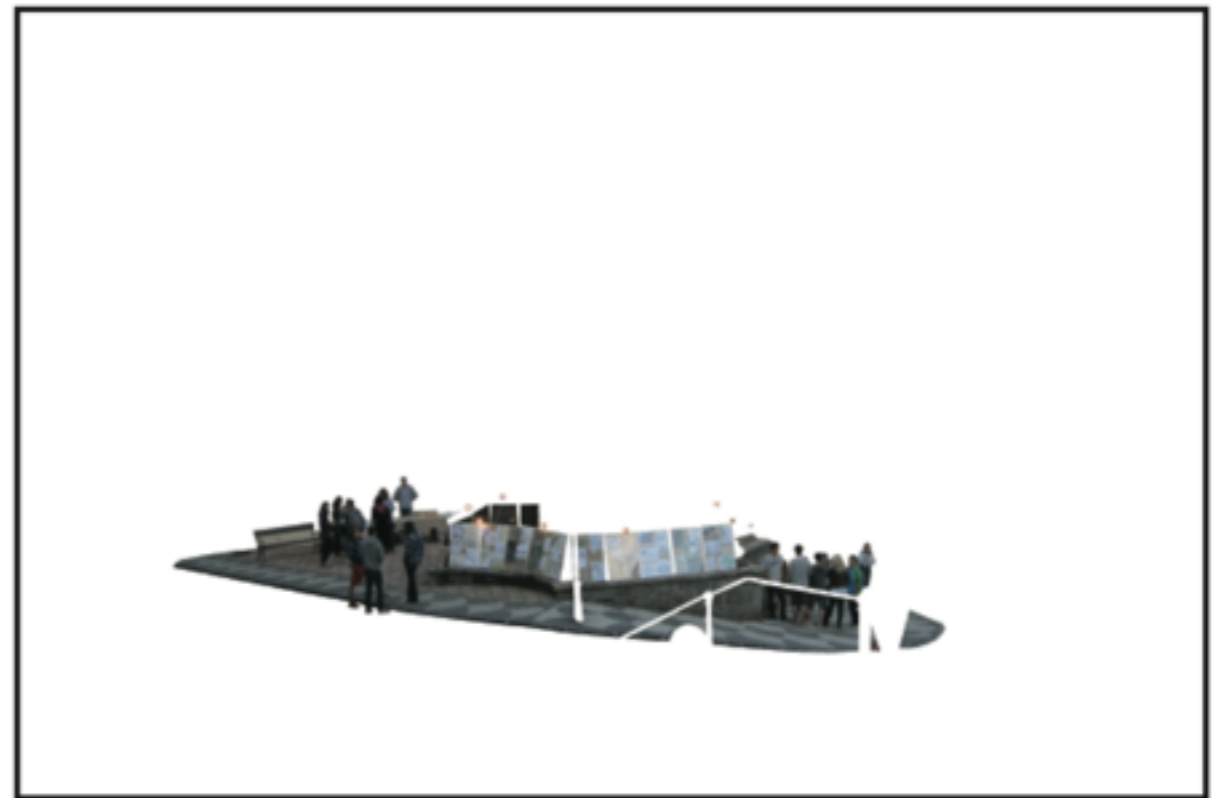
PAIRED TERMS 1 - Stable



PAIRED TERMS 1 - Unstable



PAIRED TERMS 2 - Exclusive



PAIRED TERMS 2 - Inclusive



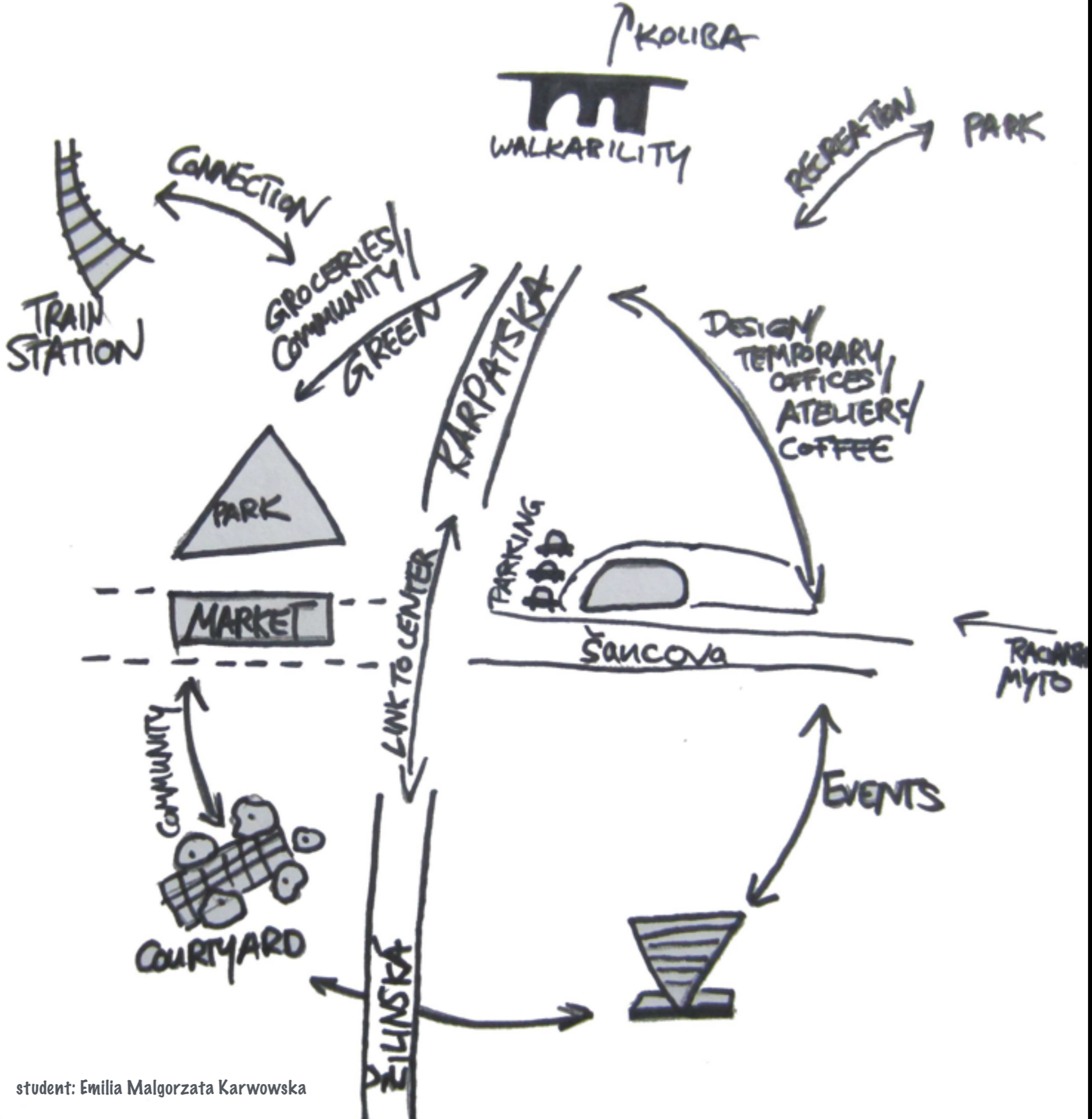
## 5: ATMOSPHERES

1x slovak + 1x intern.

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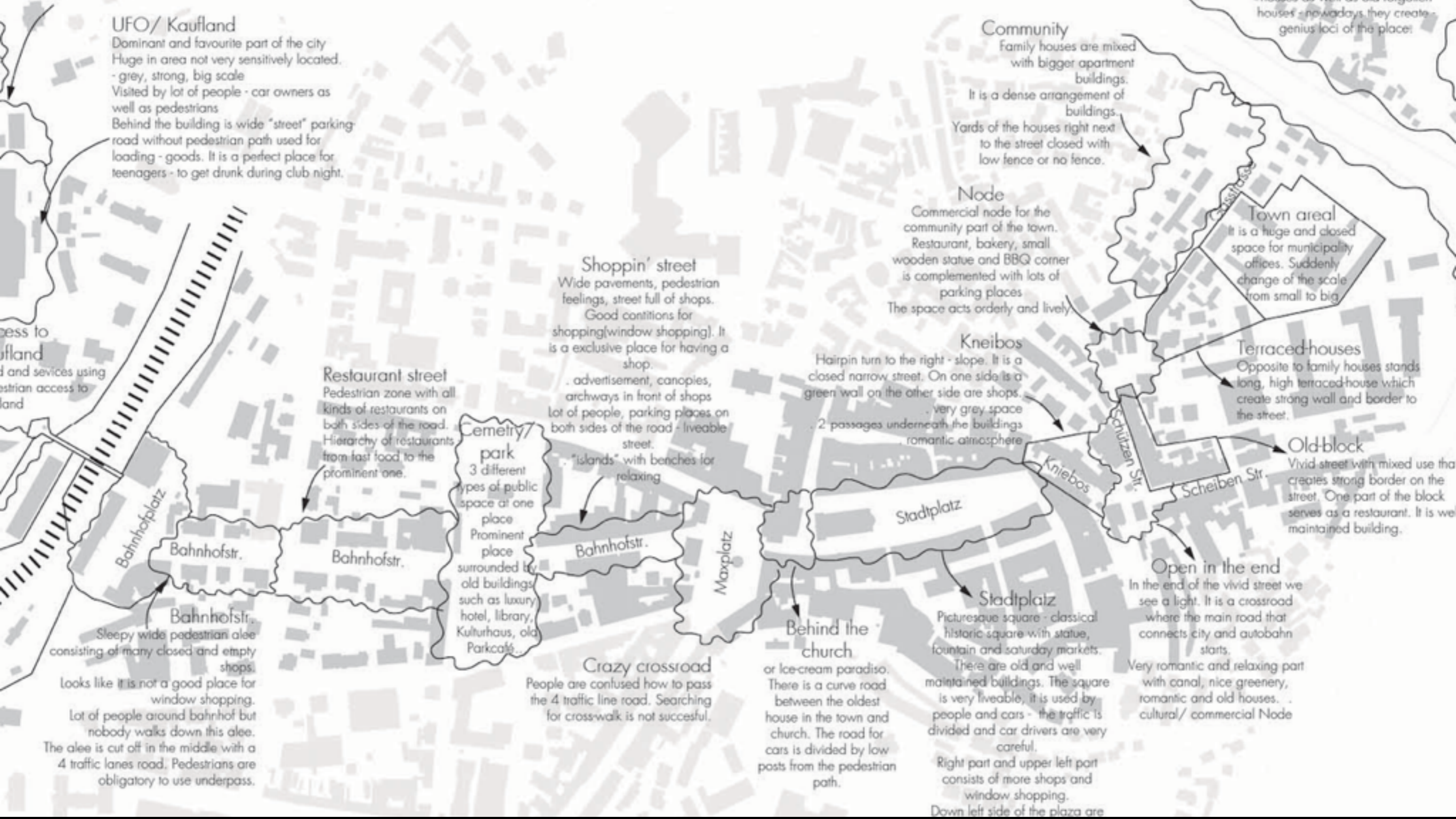
- division of the area based on different atmospheres, specific traits or evenets taking place in the areas + edges/demarcation (solid/diffusedl/etc.)
- noise map
- smell map
- mental map, etc.

- **maps, photos, texts, sketches**





We consider this place as a perfect spot for extending the existing local center.



**UFO/ Kaufland**  
 Dominant and favourite part of the city  
 Huge in area not very sensitively located.  
 - grey, strong, big scale  
 Visited by lot of people - car owners as well as pedestrians  
 Behind the building is wide "street" parking road without pedestrian path used for loading - goods. It is a perfect place for teenagers - to get drunk during club night.

**Community**  
 Family houses are mixed with bigger apartment buildings.  
 It is a dense arrangement of buildings.  
 Yards of the houses right next to the street closed with low fence or no fence.

**Node**  
 Commercial node for the community part of the town.  
 Restaurant, bakery, small wooden statue and BBQ corner is complemented with lots of parking places  
 The space acts orderly and lively.

**Town area**  
 It is a huge and closed space for municipality offices. Suddenly change of the scale from small to big

**Shoppin' street**  
 Wide pavements, pedestrian feelings, street full of shops.  
 Good conditions for shopping(window shopping). It is a exclusive place for having a shop.  
 . advertisement, canopies, archways in front of shops  
 lot of people, parking places on both sides of the road - liveable street.  
 . "islands" with benches for relaxing

**Restaurant street**  
 Pedestrian zone with all kinds of restaurants on both sides of the road.  
 Hierarchy of restaurants from fast food to the prominent one.

**Cemetery/ park**  
 3 different types of public space at one place  
 Prominent place surrounded by old buildings such as luxury hotel, library, Kulturhaus, old Parkcafé...

**Kneibos**  
 Hairpin turn to the right - slope. It is a closed narrow street. On one side is a green wall on the other side are shops.  
 . very grey space  
 . 2 passages underneath the buildings  
 romantic atmosphere

**Terraced-houses**  
 Opposite to family houses stands long, high terraced-house which create strong wall and border to the street.

**Old-block**  
 Vivid street with mixed use that creates strong border on the street. One part of the block serves as a restaurant. It is well maintained building.

**Bahnhofstr.**  
 Sleepy wide pedestrian alea consisting of many closed and empty shops.  
 Looks like it is not a good place for window shopping.  
 Lot of people around bahnhof but nobody walks down this alea.  
 The alea is cut off in the middle with a 4 traffic lanes road. Pedestrians are obligatory to use underpass.

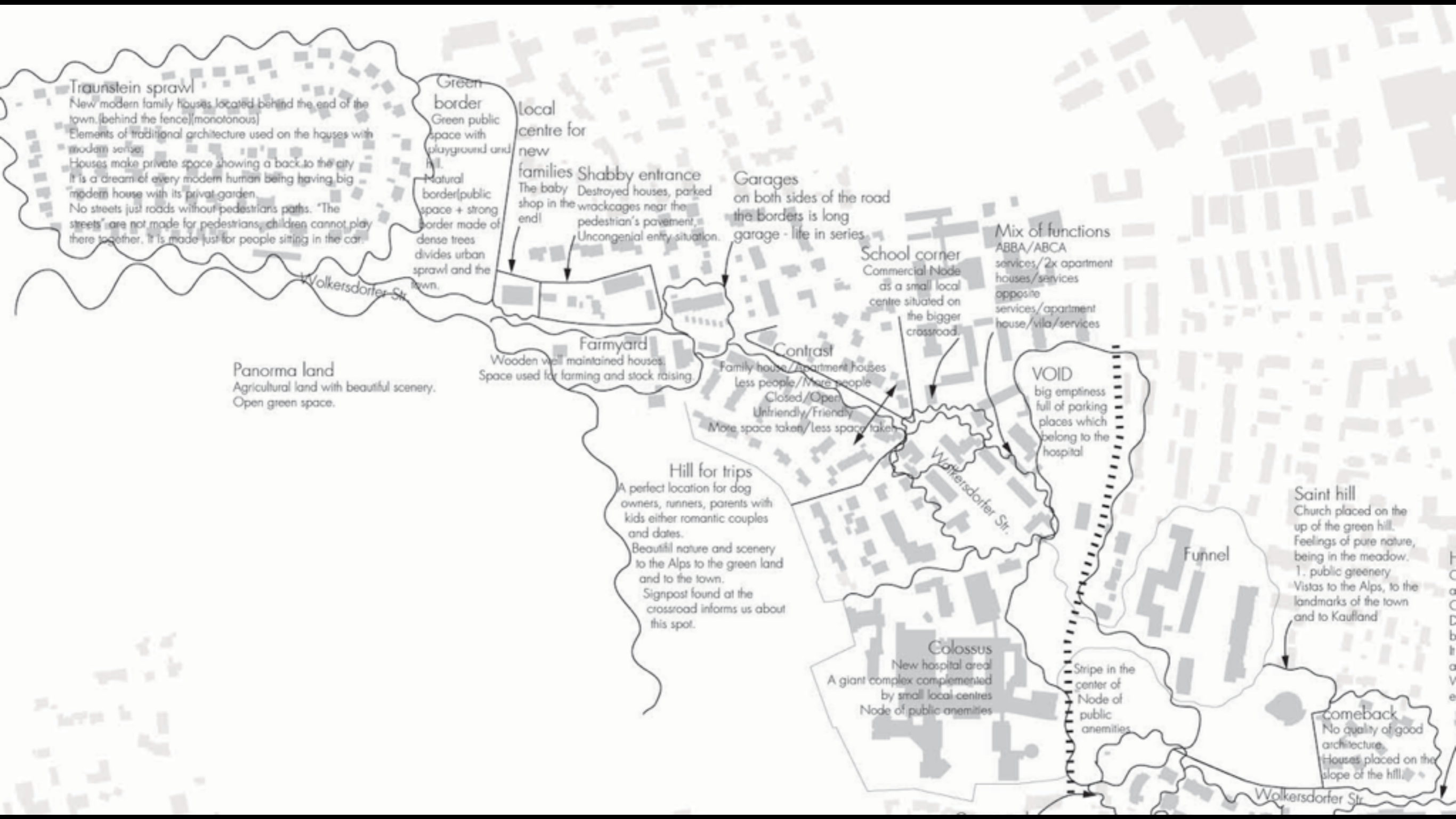
**Crazy crossroad**  
 People are confused how to pass the 4 traffic line road. Searching for crosswalk is not successful.

**Behind the church**  
 or ice-cream paradiso.  
 There is a curve road between the oldest house in the town and church. The road for cars is divided by low posts from the pedestrian path.

**Stadtplatz**  
 Picturesque square - classical historic square with statue, fountain and saturday markets.  
 There are old and well maintained buildings. The square is very liveable, it is used by people and cars - the traffic is divided and car drivers are very careful.  
 Right part and upper left part consists of more shops and window shopping.  
 Down left side of the plaza are

**Open in the end**  
 In the end of the vivid street we see a light. It is a crossroad where the main road that connects city and autobahn starts.  
 Very romantic and relaxing part with canal, nice greenery, romantic and old houses.  
 . cultural/ commercial Node







## legenda

-  Tree fence
-  Low bushes
-  Lower hedge(1m)
-  High hedge(2 m)
-  Small bush - continuously disappearing
-  Strong concrete wall
-  Low concrete wall
-  Strong concrete wall - continuously disappearing
-  impermeable wooden fence
-  permeable wooden fence low
-  permeable wooden fence
-  parking border
-  garage border
-  wire-netting fence
-  border of the building - possibility to look inside
-  border of the building
-  supporting high stone wall
-  psychological border
- 

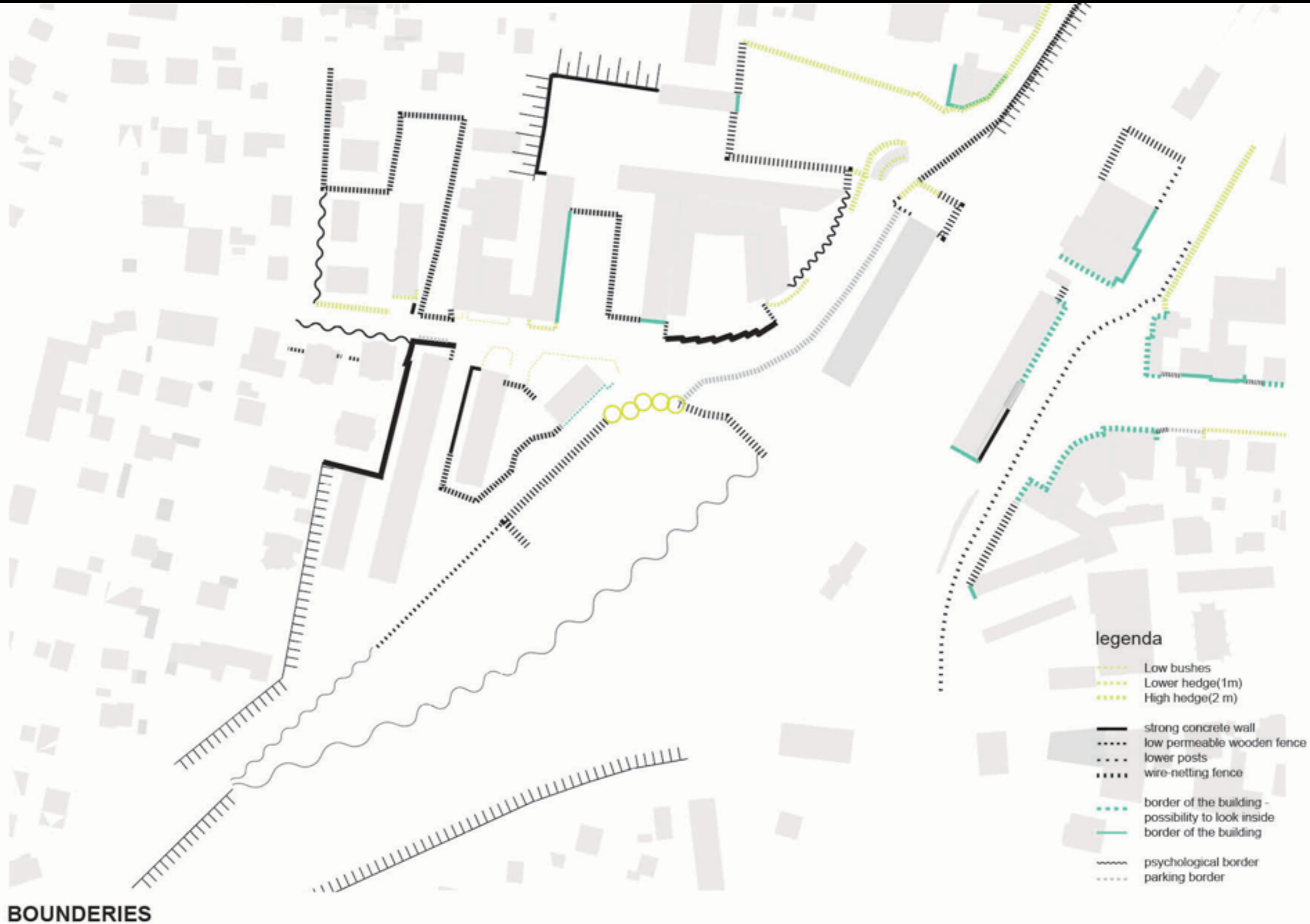
## BORDER ANALYSIS

legenda

- |           |  |  |
|-----------|--|--|
| views     |  | Entrance/exit - to / from the city                   |
|           |  | Panoramic view                                       |
|           |  | Vista to the street - Durchblick                     |
|           |  | Unpleasant view                                      |
| buildings |  | Inverted space with a strong boundary                |
|           |  | Out of scale   |
|           |  | Contract - family houses/apartment buildings         |
|           |  | Romantic   |
|           |  | Elegant  |
| actions   |  | Playing  |
|           |  | Promenading  |
|           |  | Window shopping                                      |
|           |  | not functional window shopping                       |
|           |  | Activity low   |
|           |  | Activity high  |
| boarders  |  | Canyon   |
|           |  | Important crossroads                                 |
|           |  | Solid mass of trees                                  |
|           |  | ALLEE  |
|           |  | Railway  |
|           |  | River  |
| elementst |  | Archway  |
|           |  | Passage  |
|           |  | Signalpost   |
|           |  | Fountain   |
|           |  | Statue   |
|           |  | Oldest building in the town                          |
|           |  | Landmark   |
|           |  | Church   |
|           |  | Train station  |
| centers   |  | center - NODE - with more important public services  |
|           |  | a small public service within a bigger public center |
|           |  | Potential local centre                               |
|           |  | Existing local centre                                |









## **TUESDAY OCTOBER 18, 2016:**

- **13:00 - 16:00 model room: optional consultations**
- **16:00 room 119: lecture and open discussion with:**
  - **Dominika Belanská, Milota Sidorová - socio-economic study on Obchodná**
  - **Ingrid Konrad: city architect of Bratislava**

**Prepare questions, discussion arguments!**