



# Tenia Town



# Table of Content

**Booklet 1 of 3: Master Plan Design Principles and Ideas**

**Booklet 2 of 3: Villa Design Ideas and Types**

**Booklet 3 of 3: Mixed Use Building Design Ideas and Drawings**

بدلیل محدودیت حجم در آپلود فایل، سه دفترچه فوق در قالب سه فایل پی دی اف مجزا بارگذاری شده است

## Booklet 1 of 3:

### Master Plan Design Principles and Ideas

**با توجه به نکات مطرح شده در جلسه کرکسیون، موارد زیر در طراحی مستر پلان لحاظ شدند:**

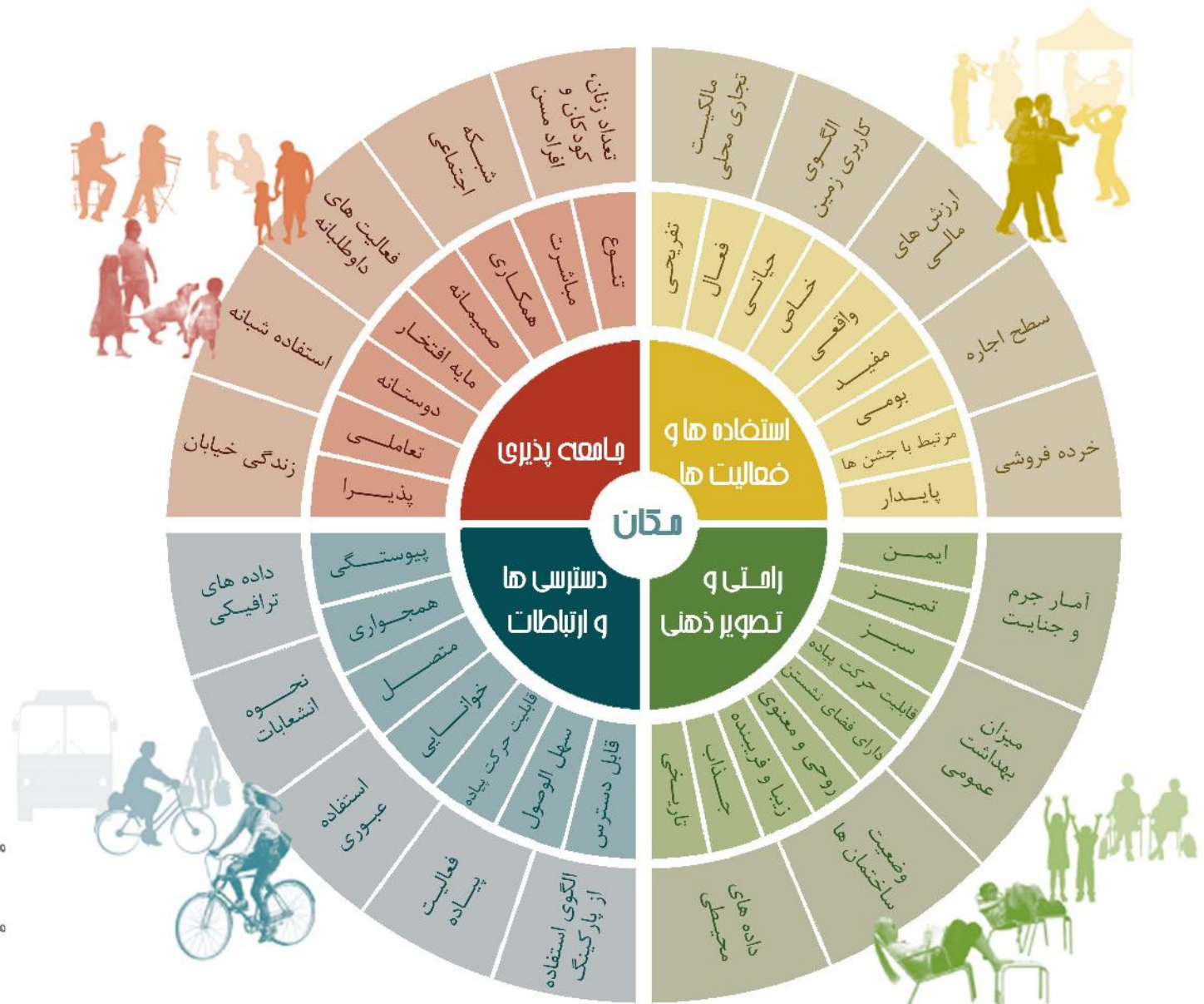
- طراحی مستر پلان با توجه به تئوری های جدید طراحی شهری (تمرکز بر مفهوم placemaking)
- استفاده از الگوهای بومی منطقه با بیانی مدرن و انعکاس روح و اتمسفر فضایی مناطق شمالی ایران در طرح
- ایجاد خوانایی در طرح با بهره گیری از نشانه های طبیعی (درخت نخل و سرو) و تاکید بر رشته کوه البرز به عنوان پس زمینه طبیعی طرح و انعکاس آن در طراحی سردر اصلی مجموعه
- ایجاد نفوذپذیری فضایی در طرح از طریق در هم تنیدگی فضای سبز و پیاده، فضای سواره و دوچرخه و استفاده از پرچین و فضاهای سبز متراکم و نامتراکم جهت تفکیک نرم فضاها از یکدیگر

# Placemaking: The Principle Approach in Mastreplan Design



In evaluating thousands of public spaces around the world, PPS (Project for Public Spaces) has found that to be successful, they generally share the following four qualities:

- They are **accessible**
- People are engaged in **activities** there
- The space is **comfortable** and has a **good image**
- It is a **sociable** place





# Placemaking Principles

## Sociability

This is a difficult quality for a place to achieve, but once attained it becomes an unmistakable feature. When people see friends, meet and greet their neighbors, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community - and to the place that fosters these types of social activities.

## Access & Linkages

- You can judge the accessibility of a place by its connections to its surroundings, both visual and physical.
- A successful public space is easy to get to and get through;
- it is visible both from a distance and up close.
- Accessible spaces have a high parking turnover and, ideally, are convenient to public transit.



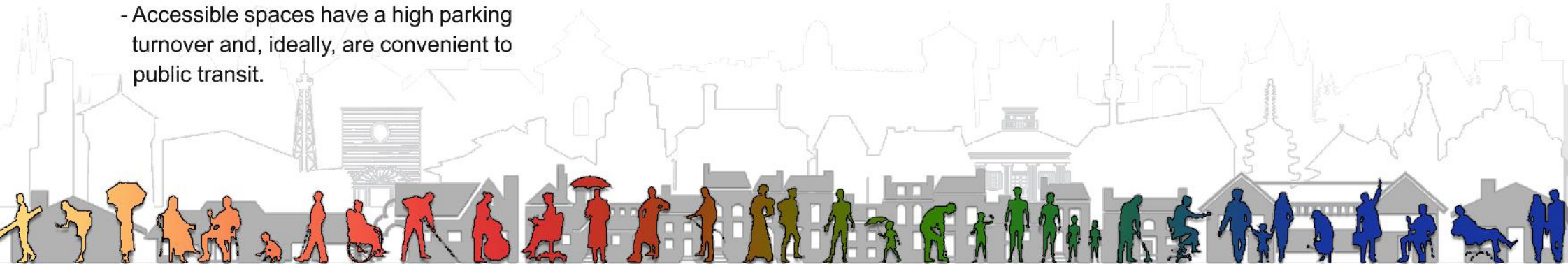
## Uses & Activities

Activities are the basic building blocks of great places:

- The reasons why people visit in the first place, and why they continue to return.
- What makes a place special or unique. When there is nothing to do in a place, it will sit empty and unused—a sure sign something needs to change.

## Comfort & Image

- Whether a space is comfortable and presents itself well - has a good image is key to its success
- Comfort includes perceptions about safety, cleanliness, and the availability of places to sit



# The Main Items in Addressing Each Placemaking Principles

## Questions to Consider on Socailability:

- Are people in groups? Are they talking with one another?
- Do people seem to know each other by face or by name?
- Do people bring their friends and relatives to see the place or do they point to one of its features with pride?
- Are people smiling? Do people make eye contact with each other?
- Do people use the place regularly and by choice?
- Does a mix of ages and ethnic groups that generally reflect the community at large?

## Questions to Consider on Access & Linkages:

- Can you see the space from a distance? Is its interior visible from the outside?
- Is there a good connection between the space and the adjacent buildings, or is it surrounded by blank walls? Do occupants of adjacent buildings use the space?
- Can people easily walk to the place? For example, do they have to dart between moving cars to get to the place?
- Do sidewalks lead to and from the adjacent areas?
- Does the space function for people with special needs?
- Do the roads and paths through the space take people where they actually want to go?



## Questions to Consider on Uses & Activities:

- Are people using the space or is it empty?
- Is it used by people of different ages?
- Are people in groups?
- How many different types of activities are occurring people walking, eating, playing baseball, chess, relaxing, reading?
- Which parts of the space are used and which are not?
- Are there choices of things to do?
- Is there a management presence, or can you identify anyone is in charge of the space?

## Questions to Consider on Comfort & Image:

- Does the place make a good first impression?
- Are there more women than men?
- Are there enough places to sit? Are seats conveniently located? Do people have is a choice of places to sit, either in the sun or shade?
- Does the area feel safe? Is there a security presence? If so, what do these people do? When are they on duty?
- Are people taking pictures? Are there many photo opportunities available?
- Do vehicles dominate pedestrian use of the space, or prevent them from easily getting to the space?





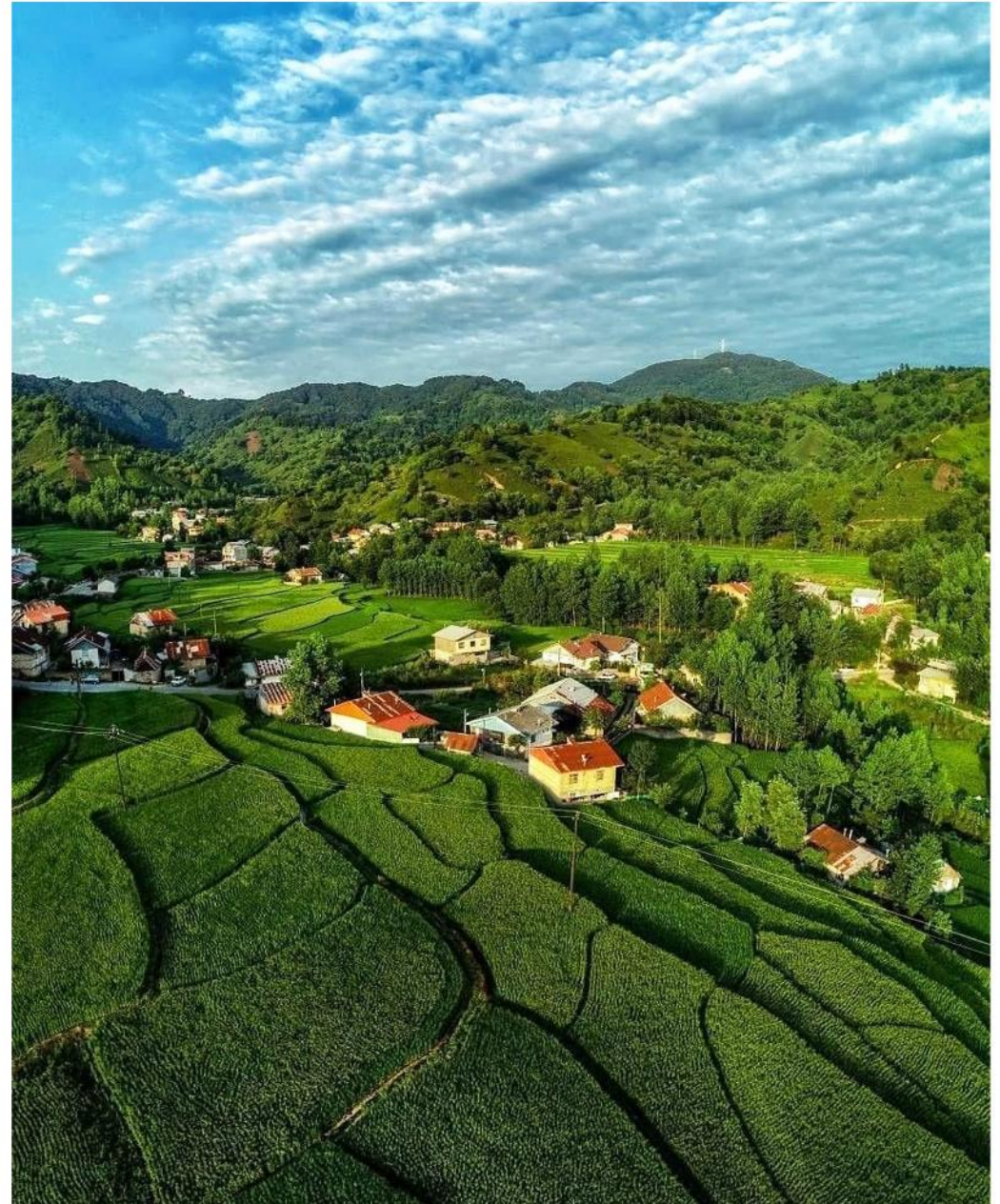




## Design Idea: Inspired by Local Environment

- In close connection with nature
- Using Alborze Green Mountain Chain as a natural background
- Mesmerizing scenery of surrounded natural environment
- Non-dense urban and rural environment due to climate features of this state

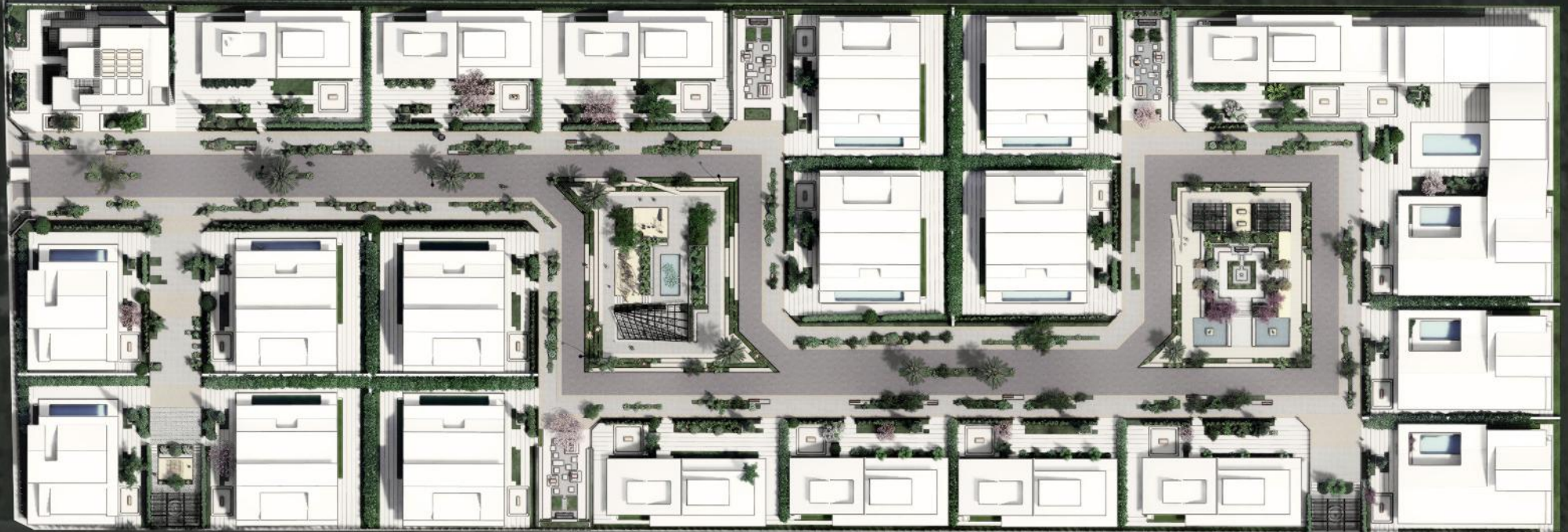
- در ارتباط نزدیک با طبیعت
- استفاده از رشته کوه البرز به عنوان پس زمینه طبیعی
- بهره مندی از مناظر زیبای طبیعت پیرامون
- بافت شهری و روستایی نامتراکم جهت سازگاری با خصوصیات اقلیمی منطقه







Section A-A



▲  
A

▲  
A



East Elevation

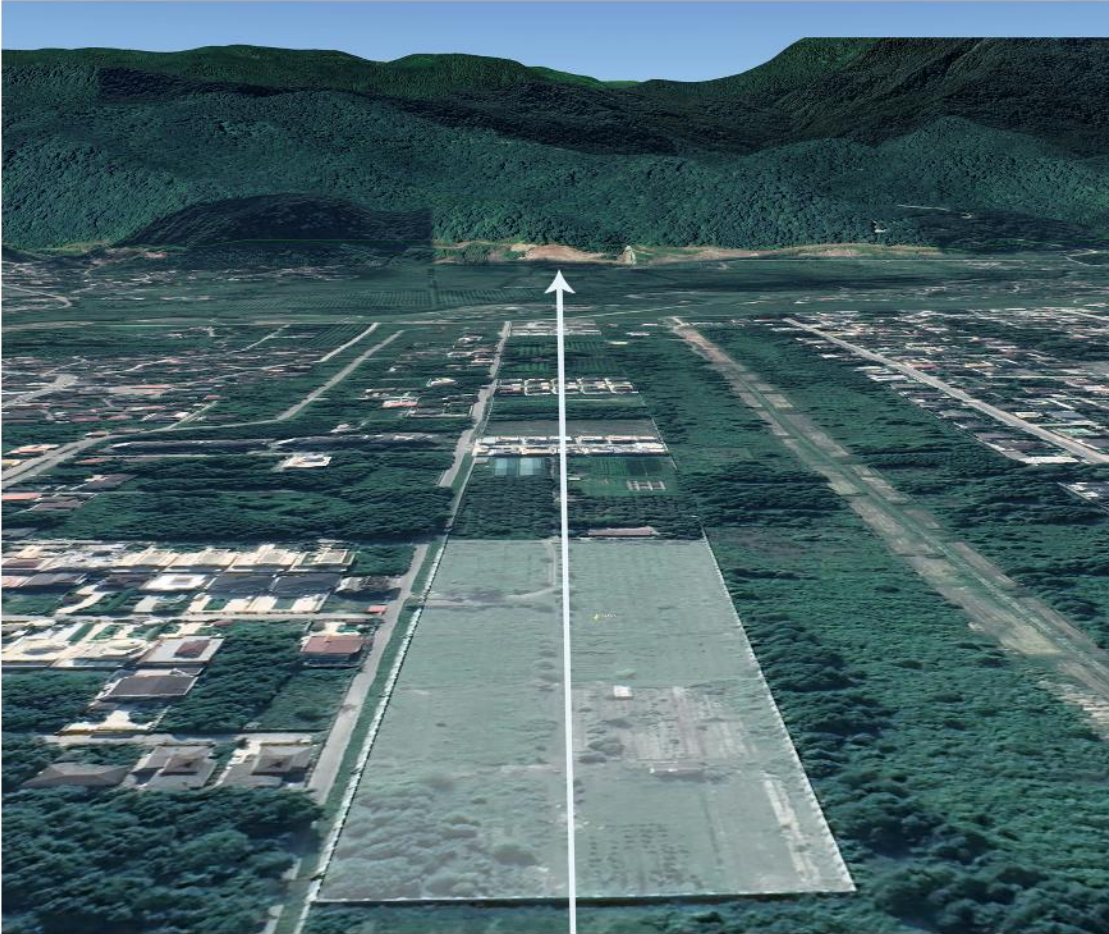


# Landscape W-E Sections





## Design Idea: Mountain as a Natural Background



تاکید بر رشته کوه البرز به عنوان پس زمینه طبیعی طرح









TENIA  
T

**Town Gate**



# Gate Design Idea: Inspired by Alborz Mountain Chain (the Project Natural Background)



الهام از رشته کوه البرز (پس زمینه طبیعی طرح) در طراحی سردر مجموعه









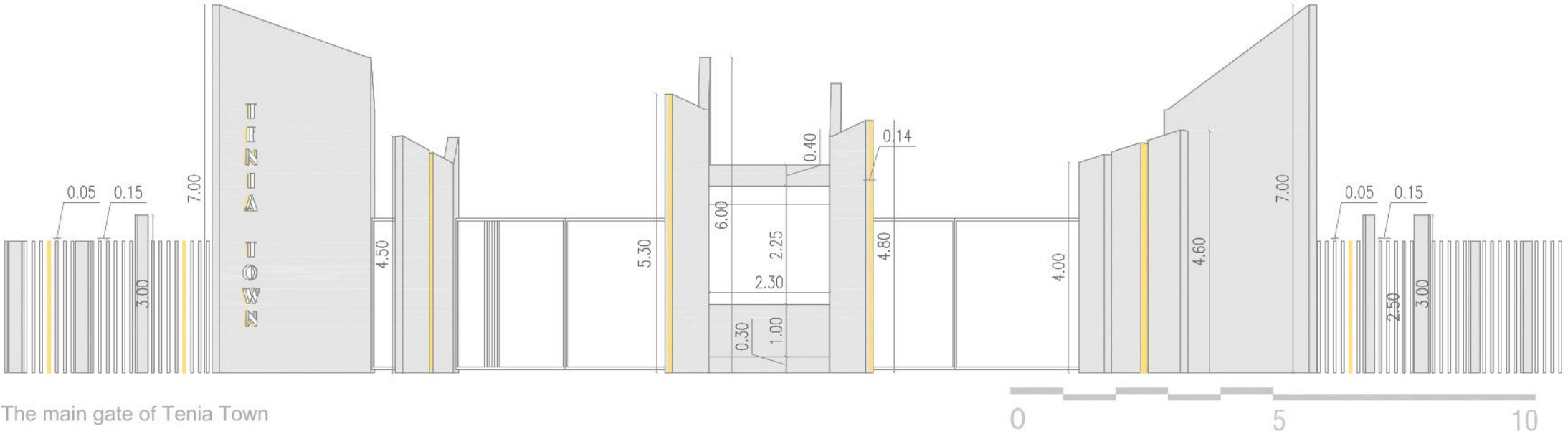
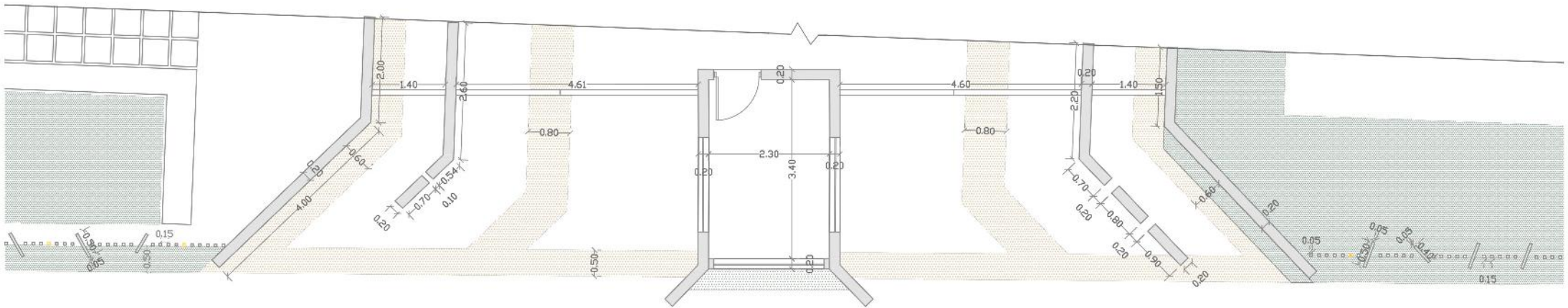
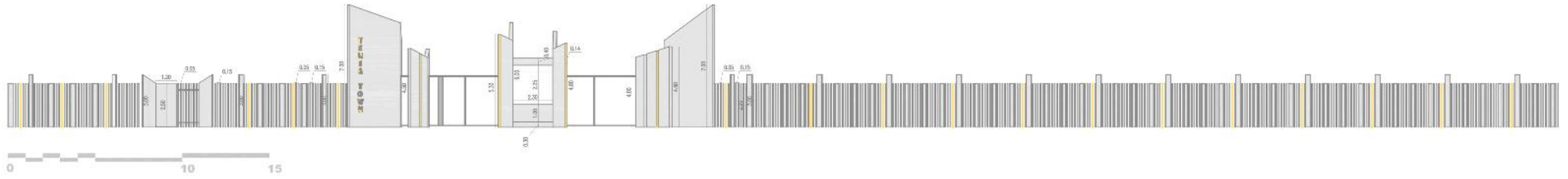
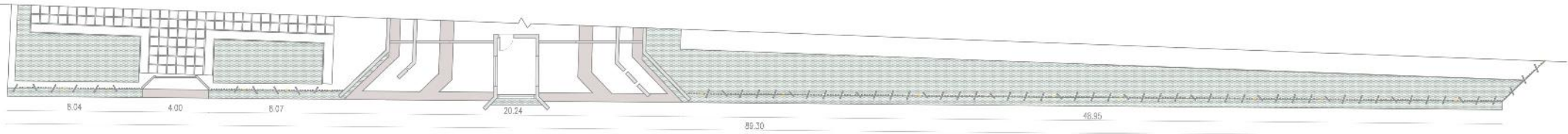
J  
E  
N  
I  
A

T  
O  
W  
N









The main gate of Tenia Town



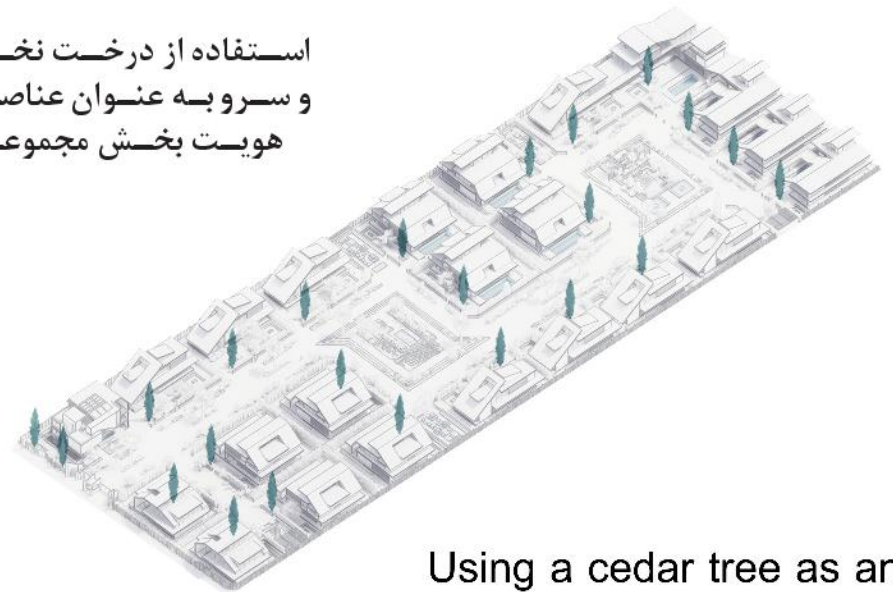
# Design Idea: Using Trees as Landmarks

as we see in famous buildings in north of Iran



Using palm trees to define the town main axe

استفاده از درخت نخل  
و سرو به عنوان عناصر  
هویت بخش مجموعه



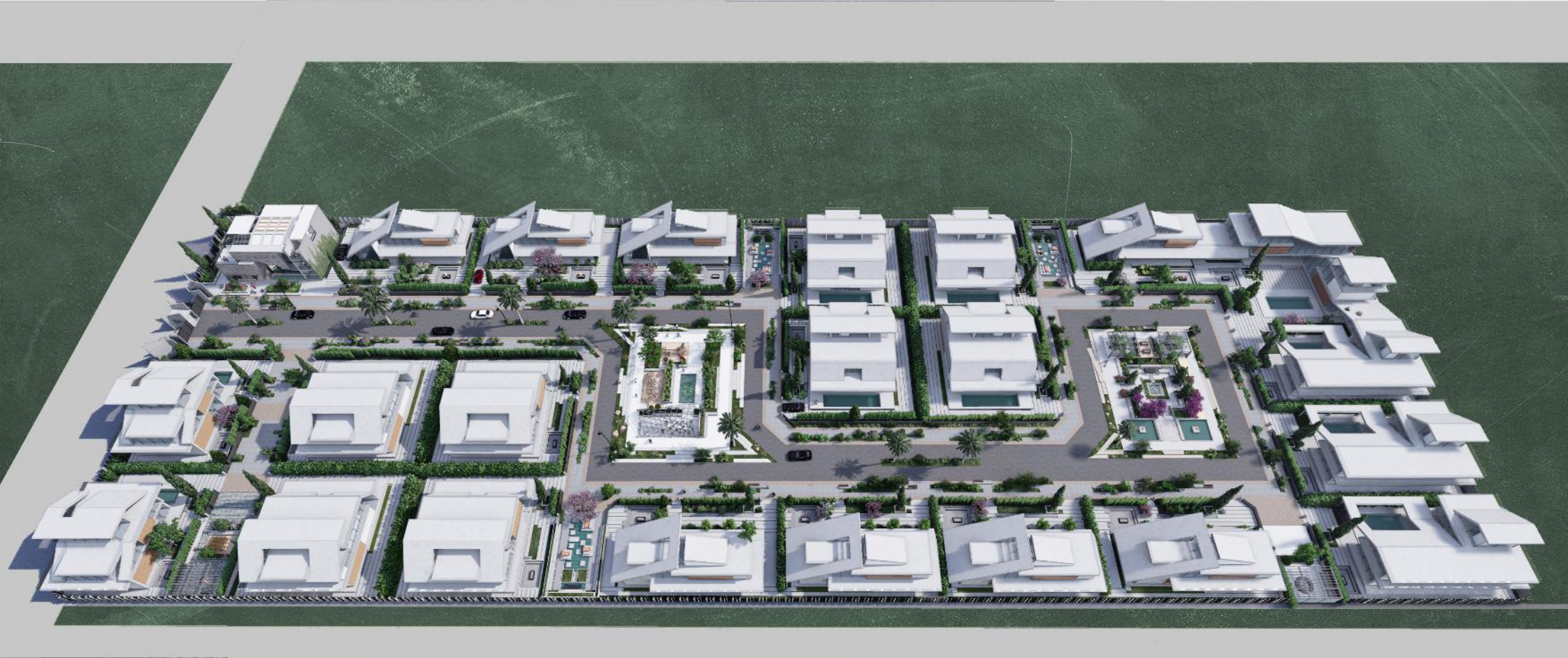
Using a cedar tree as an identity element of each building





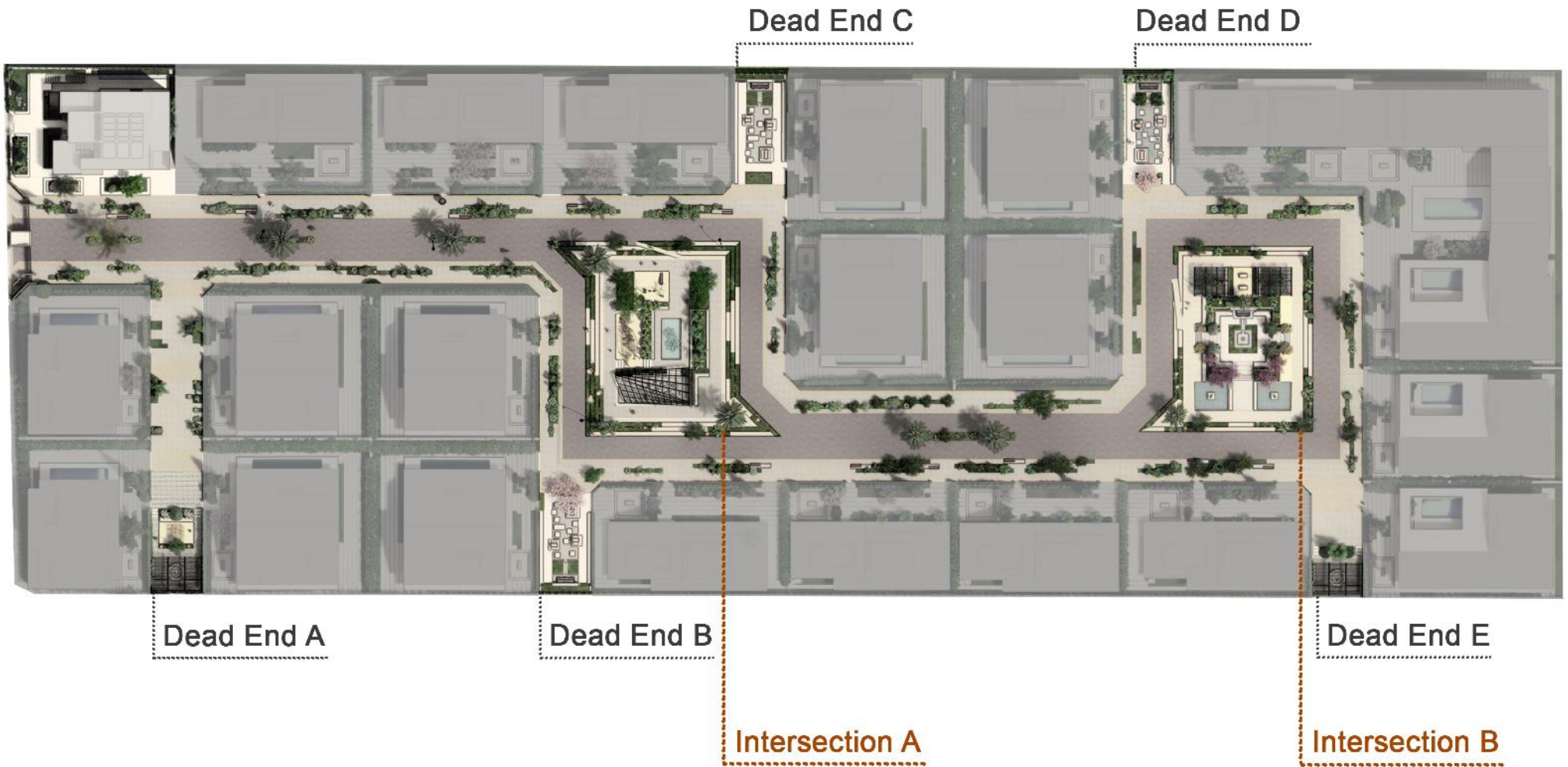


# Green Spaces and Water





# Public Spaces





# Intersection A













# Intersection B













# Dead End B & C & D









# Dead End A & E









## Design Idea: Using a Combination of Wooden Fences and Plants -Allowing Visual Continuity- as Seperating Element



تداوم بصری از طریق استفاده از پرچین در ترکیب با گیاه



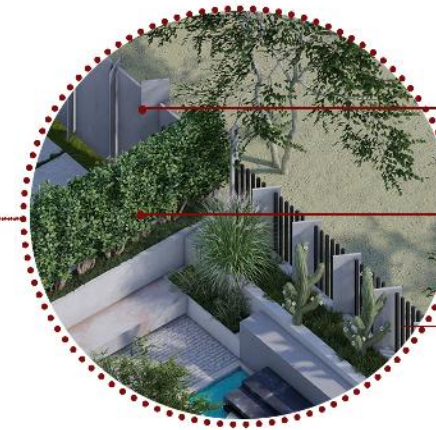








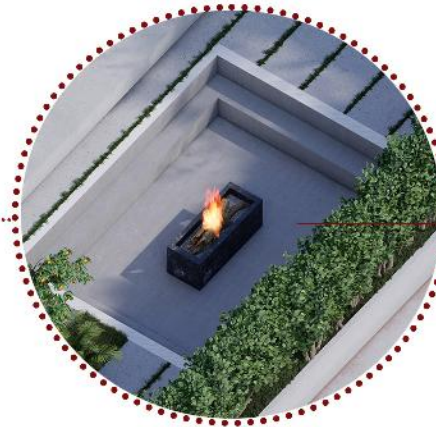
# Design Idea: Using Different Types of Separating Elements



Concrete Panel  
(Visual Discontinuity)

Box-Tree Fence  
(Half-Visual Continuity)

Square Tube  
Rectangular Profile  
(Visual Continuity)



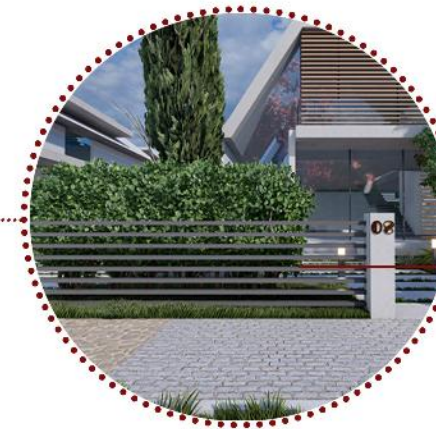
Fire pit



Dense Box-Tree Fence  
(Visual Discontinuity)

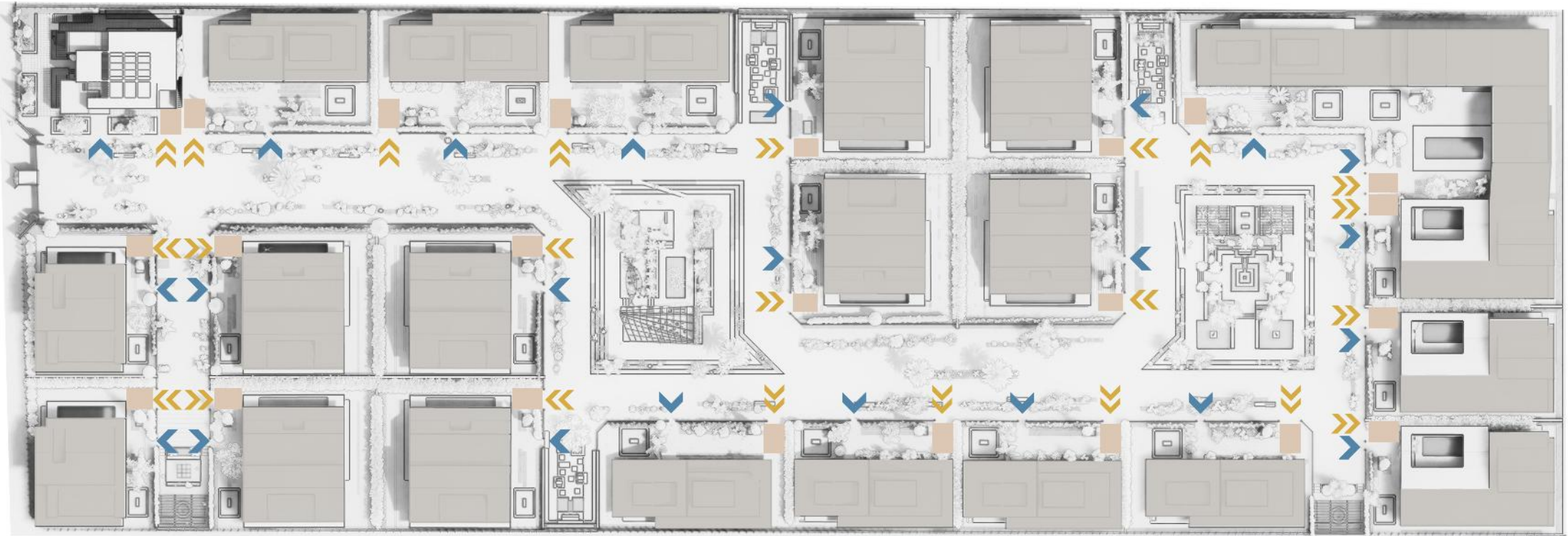


Square Tube  
Rectangular Profile  
(Visual Continuity)





# Design Idea: Entrances



Pedestrian Entrance >

Vehicle Entrance >>

Parking Lot