

# PROMONTORIO

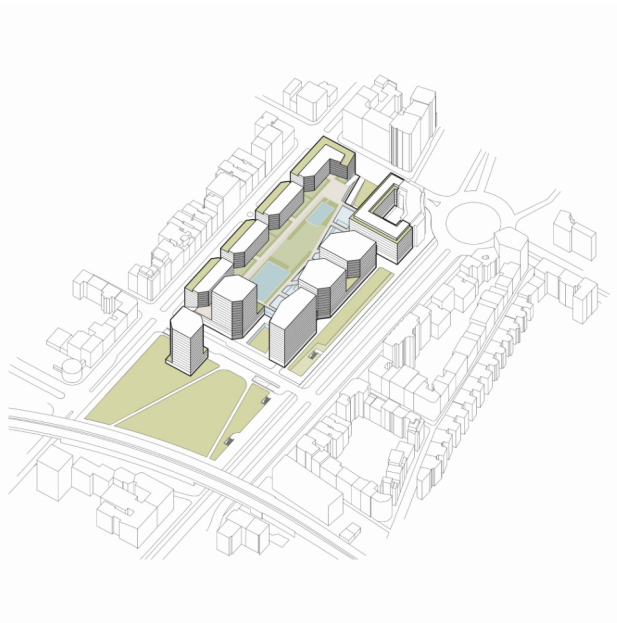
CENTRAL LISBOA (FEIRA POPULAR)  
LISBON, PORTUGAL  
2016–2015

Located in Avenida da Republica, Lisbon's central business axis, at the junction with the capital's most important transportation hub, the site is the property made vacant by the former Luna park (known as *Feira Popular*) and will be the city's largest urban renovation project. In 2015, PROMONTORIO was asked to develop a concept in order to support a feasibility plan for the acquisition of the entire site on behalf one of the leading property developers in Europe. Negotiations failed and in the meantime the Municipality decided to divide the property in individual parcels to be sold in auction. Notwithstanding, the project was hailed for its holistic design, its coalescence of public and private space and multilevel connectivity.

The proposed project, which includes subway connections to a retail area in the basement, and interconnectivity between train, metro and bus — at both local and regional level —, is crisscrossed by pedestrian flows from different sources. In terms of programme, there is street retail at ground-level, and a mixed programme of offices and residential on the upper floors, in addition to large public spaces with extensive landscaping reconnecting this part of the city to the wide public garden of Campo Grande in the vicinity.

The project is based on an interior, longitudinal and pedestrian street that flows between two urban squares creating a vibrant retail street and promoting a sense of community while generating a large sloped park framed by the office buildings towards Avenida da Republica.

Both as a place to live and work or as a place of entertainment, this new meeting point was intended to revive an ill-grown area of the city and reclaim its much deserved relevance. Making the best use of the existing road and transportation infrastructure together with the revitalization of the 19<sup>th</sup>-century *Avenidas Novas* promenade structure, the project aimed at improving the quality of life in Lisbon's CBD.



Location: Avenida da Republica (Feira Popular), Lisbon, Portugal

Client: Undisclosed

Scope of Services: Master planning, architecture and landscape architecture

Project Brief: Mixed-use ensemble with residential units, office buildings and shopping centre in addition to the parking

Gross Built Area: 170,000 sq. m (plus basement parking 93,995 sq. m)

Gross Leasing Area: 41,715 sq.m (shopping centre), 50,150 sq.m (residential) and 78,135 sq.m (offices)

Parking: 1,792 cars

Estimated Construction Cost: EUR 215m

Project Status: 2015 (concept design) – 2016