

# Master Plan Arsenal Roncade

08 Settembre 2021

## 01 Stato attuale

- 1.1. Planimetria generale
- 1.2. Pianta di situazione
- 1.3. Situazione Masterplan
- 1.4 Masterplan. Confini del Sito.
- 1.5. Condizioni meteo
- 1.6. Layout esistente
- 1.7. Tenant Mix esistente
- 1.8. Foto-Stato esistente
- 1.9. Vista aerea
- 1.10. Briefing\_ Tenant Mix

## 02 Proposta

- 2.1. Piano terra
- 2.2. Primo piano
- 2.3. Tabella di superficie
- 2.4. Orma dell'edificio da demolire
- 2.5. Nuova estensione da costruire
- 2.6. Traffico veicolare. Accesso
- 2.7. Sezioni e viste
- 2.8. Architettura\_Proposta di facciata
- 2.9. Parking promenade\_Soft & Hardscape
- 2.10. Giardino Promenade
- 2.11. Playground Area
- 2.13. Vista aerea
- 2.14. Viste pedonali

**contenuto**

**01** Stato attuale

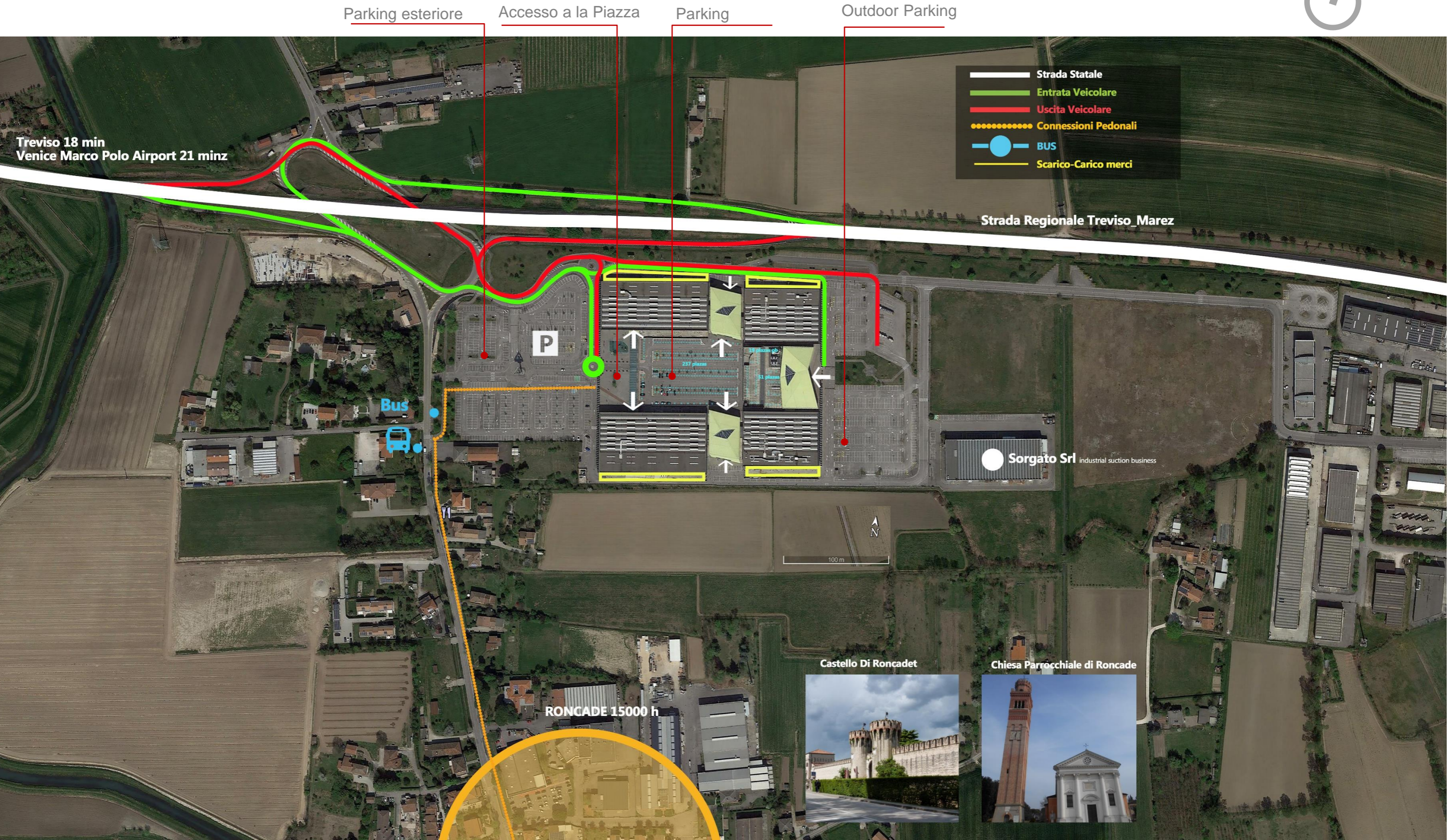
# Masterplan Arsenale

## Planimetria generale



# Masterplan Arsenale

## Situazione Masterplan



# Masterplan Arsenale

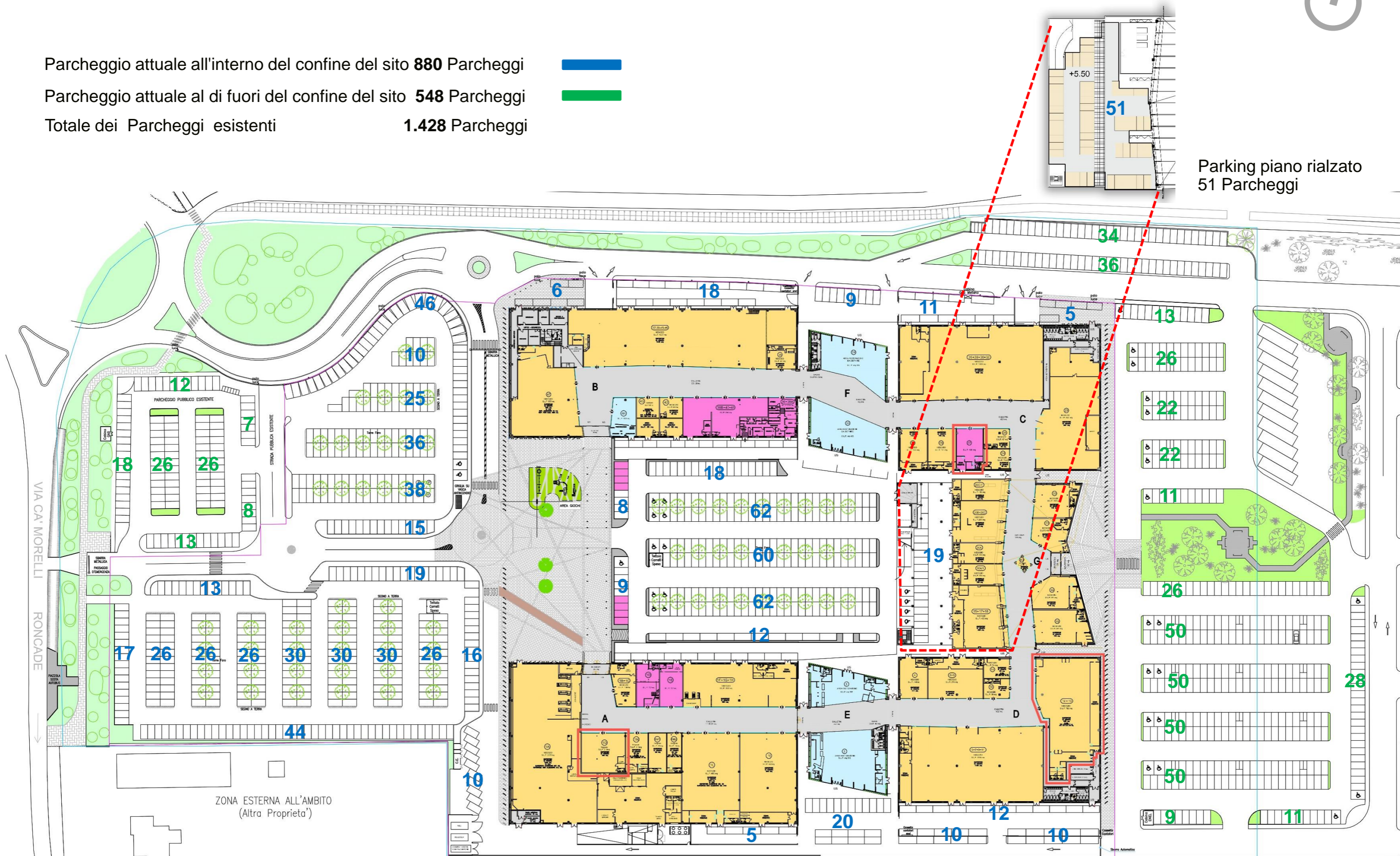
## Layout esistente\_Piano Terra



Parcheggio attuale all'interno del confine del sito **880** Parcheggi █

Parcheggio attuale al di fuori del confine del sito **548** Parcheggi █

Totale dei Parcheggi esistenti **1.428** Parcheggi



Parking piano rialzato  
51 Parcheggi

# Masterplan Arsenale

## Tenants Mix Esistente



# Masterplan Arsenale

Foto\_ Stato esistente

eurowfund  
group

BroadwayMalyan<sup>BM</sup>



Ingresso Pedonale Nord



Vista aerea



Ingresso Piazza



Parcheggio Centrale vista da Ovest Parcheggio scoperto



# Masterplan Arsenale

## Foto\_ Stato esistente



Mall



Vista Ovest del parcheggio esterno



Vista dal parcheggio centrale all'ingresso ovest



Mall



Accesso dal parcheggio centrale al centro commerciale



Vista angolo nord-ovest

# Masterplan Arsenale

## Briefing\_Tenant Mix Ricevuto il 22 Luglio 2021

### L'ARSENALE SHOPPING CENTER - RONCADE (TV)

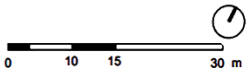
#### NEW LAYOUT

| Unit n.            | GLA smq (Masterplan) | GLA smq (New) | Category             | Activity        | Brand target      |
|--------------------|----------------------|---------------|----------------------|-----------------|-------------------|
| AL                 | 2.080                | 2.080         | GDO                  | GDO             | Aldi              |
| G1                 | 4.000                | 4.000         | Brico                | Brico           | Euro Brico        |
|                    | 1.300                | 1.300         | Leisure              | Fitness center  | Hut Fit           |
| <b>SUB TOTAL</b>   | <b>7.380</b>         | <b>7.380</b>  |                      |                 |                   |
| M1                 | 690                  | 840           | Pet                  | Pet             | Arcaplanet        |
| M2                 | 1.132                | 1.132         | Home & Decor         | Household goods | Satur             |
| M3                 | 1.170                | 1.170         | Home & Decor         | Household goods | Tedi              |
| M4                 | 1.070                | 1.070         | Apparel & Shoes      | Sportswear      | Cisalfa           |
| M5                 | 720                  | 720           | Apparel & Shoes      | Family store    | Pepco             |
| M6                 | 933                  | 933           | Home & Decor         | Furnishings     | Poltronesofà      |
| M7                 | 892                  | 892           | Apparel & Shoes      | Family store    | Terranova         |
| M8+M9              | 1.696                | 1.696         | Apparel & Shoes      | Family store    | Quello Giusto     |
| M10                | 653                  | 653           | Health & Beauty      | Drugstore       | Sirene Blu        |
| M11                | 1.238                | 1.438         | Consumer Electronics | Electronics     | Euronics          |
| <b>SUB TOTAL</b>   | <b>10.195</b>        | <b>10.544</b> |                      |                 |                   |
| V1                 | 220                  | 220           | Apparel & Shoes      | Family store    | NKD               |
| V2                 | 150                  |               |                      |                 |                   |
| V3                 | 200                  |               |                      |                 |                   |
| V4                 | 140                  | 140           | Health & Beauty      | Optician        | Lamà              |
| V5                 | 126                  | 126           | Personal Goods       | Jewellery       | Stroili Oro       |
| V6                 | 160                  | 160           | Apparel & Shoes      | Underwear       | Pompea            |
| V7                 | 126                  | 126           | Apparel & Shoes      | Sportswear      | Legea             |
| V8                 | 128                  | 128           | Apparel & Shoes      | Women shoes     | Primadonna        |
| V9                 | 128                  | 128           | Apparel & Shoes      | Menswear        | Imperial          |
| V10                | 128                  | 128           | Apparel & Shoes      | Womenswear      | Clara Faith       |
| V11                | 64                   | 64            | Health & Beauty      | Parapharmacy    | Local Tenant      |
| V12                | 80                   | 80            | Services             | Laundry         | Agos              |
| V13                | 140                  | 140           | Services             | Hair salon      | HC Milano         |
| V14                | 64                   | 64            | Health & Beauty      | Herbalist shop  | L'Erbolario       |
| V15                | 63                   | 63            | Services             | Phone service   | TIM               |
| V16                | 40                   | 40            | Services             | Phone service   | PhoneBest Service |
| <b>SUB TOTAL</b>   | <b>1.957</b>         | <b>1.607</b>  |                      |                 |                   |
| R1                 | 128                  | 128           | F&B                  | F&B             | La Piadineria     |
| R2                 | 128                  | 128           | F&B                  | Coffee Bar      | Adorata           |
| R3                 | 128                  | 128           | F&B                  | F&B             | Pollo & Friends   |
| R4                 | 48                   | 48            | F&B                  | Take away       | I Love Pokè       |
| R5                 | 300                  | 300           | F&B                  | Casual dining   | Rossopomodoro     |
| R6                 | 60                   | 60            | F&B                  | Take away       | Alice Pizza       |
| R7                 | 35                   | 35            | F&B                  | Ice cream shop  | Local Tenant      |
| R8                 | 810                  | 810           | F&B                  | Steak house     | Doppio Malto      |
| <b>SUB TOTAL</b>   | <b>1.637</b>         | <b>1.637</b>  |                      |                 |                   |
| <b>GRAND TOTAL</b> | <b>21.169</b>        | <b>21.169</b> |                      |                 |                   |

# 02 Proposta

# Masterplan Arsenale

## Piano Terra



### PROPOSTA

parcheggio all'interno dei confini del sito 742 Parcheggi  
parcheggio al di fuori del confine del sito 548 Parcheggi  
Total dei parcheggi 1.290 Parcheggi

Parking esistente

Central Parking  
194 Car places

Green Piazza – Caffé  
Terrazze – palco - Eventi

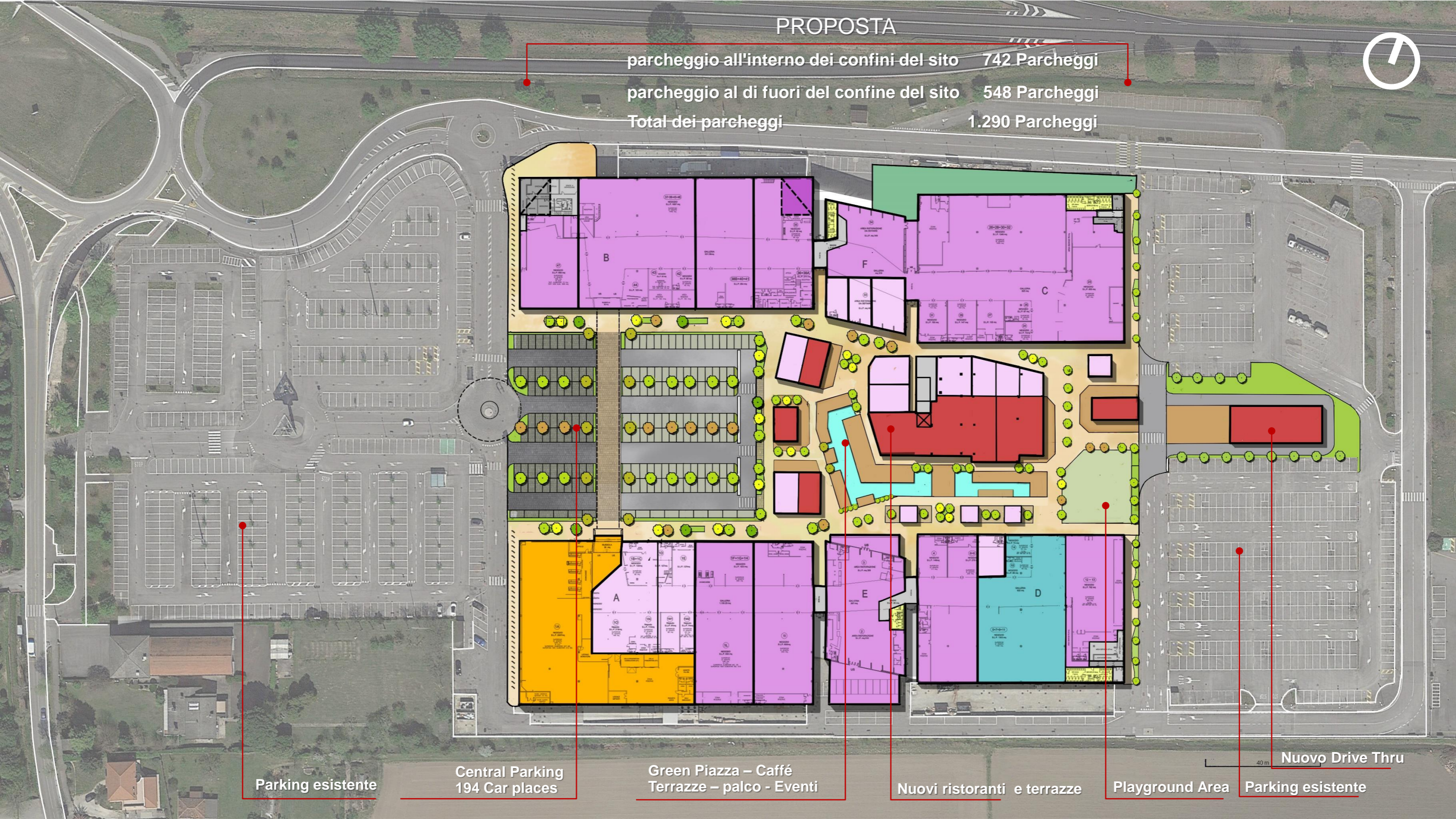
Nuovi ristoranti e terrazze

Playground Area

Parking esistente

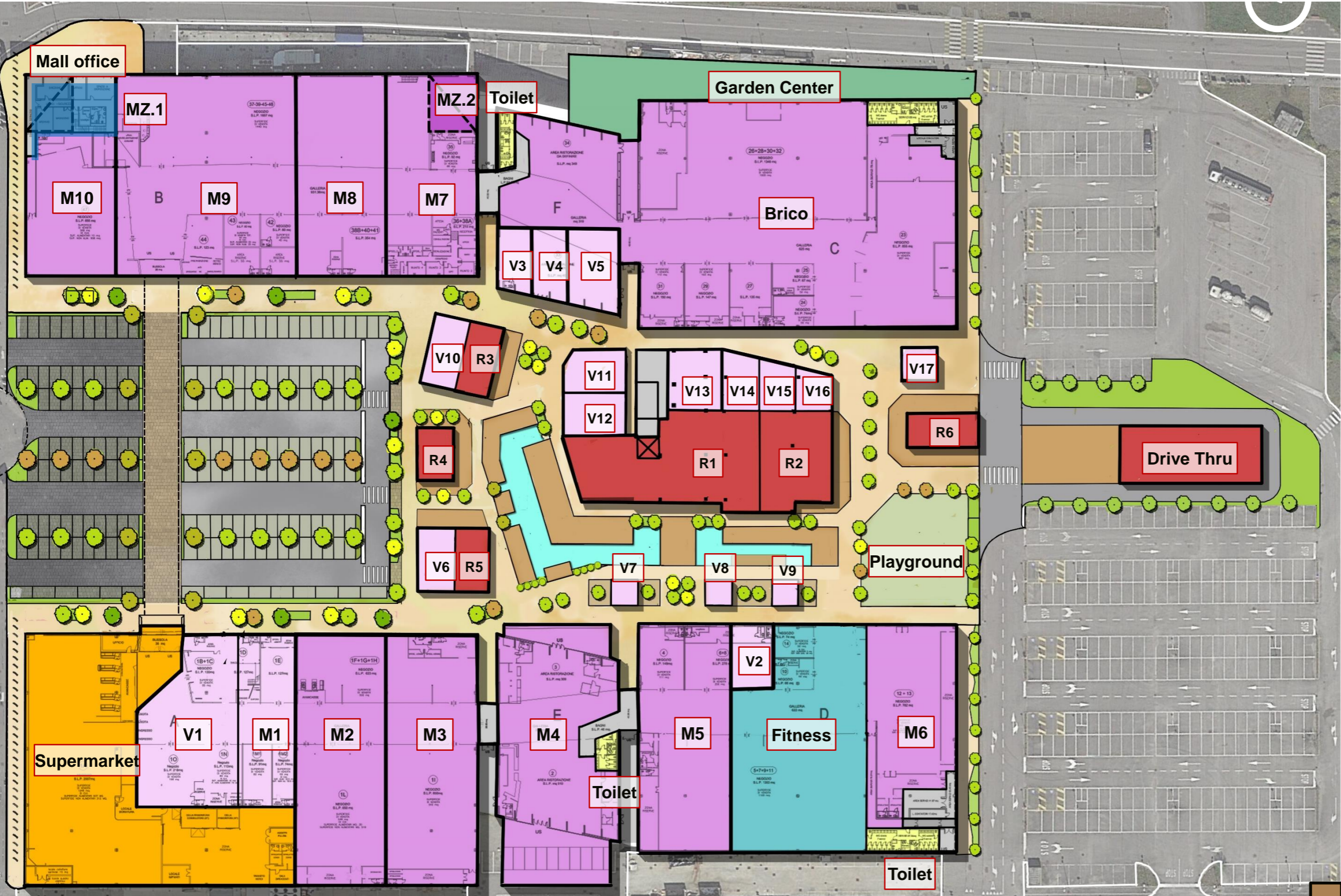
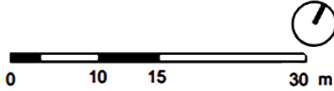
Nuovo Drive Thru

40m



# Masterplan Arsenale

## Piano Terra\_Tenant Mix



**PROPOSAL**

| Unit.            | GLA mq          | Category       |
|------------------|-----------------|----------------|
| AL               | 2.215,10        | GDO            |
| G1               | 4.144,80        | Brico          |
|                  | 1.004,00        | Garden Center  |
|                  | 1.426,50        | Fitness Center |
| <b>Sub Total</b> | <b>7.786,40</b> |                |

|     |          |                      |
|-----|----------|----------------------|
| M1  | 483,20   | Pet                  |
| M2  | 1.134,00 | Home & Decor         |
| M3  | 1.168,00 | Home & Decor         |
| M4  | 1.480,40 | Apparel & Shoes      |
| M5  | 1.054,70 | Apparel & Shoes      |
| M6  | 796,40   | Home & Decor         |
| M7  | 928,50   | Apparel & Shoes      |
| M8  | 906,00   | Apparel & Shoes      |
| M9  | 1.815,90 | Apparel & Shoes      |
| M10 | 679,80   | Consumer Electronics |

|                  |                  |  |
|------------------|------------------|--|
| <b>Sub Total</b> | <b>10.446,90</b> |  |
|------------------|------------------|--|

|     |        |                 |
|-----|--------|-----------------|
| V1  | 757,60 | Apparel & Shoes |
| V2  | 135,60 | Apparel & Shoes |
| V3  | 120,80 | Health & Beauty |
| V4  | 128,60 | Personal Goods  |
| V5  | 223,90 | Apparel & Shoes |
| V6  | 112,00 | Apparel & Shoes |
| V7  | 36,00  | Apparel & Shoes |
| V8  | 36,00  | Apparel & Shoes |
| V9  | 36,00  | Apparel & Shoes |
| V10 | 126,10 | Apparel & Shoes |
| V11 | 160,40 | Health & Beauty |
| V12 | 111,50 | Services        |
| V13 | 170,40 | Services        |
| V14 | 108,70 | Health & Beauty |
| V15 | 93,20  | Services        |
| V16 | 83,80  | Services        |
| V17 | 52,00  | Services        |

|                  |                 |  |
|------------------|-----------------|--|
| <b>Sub Total</b> | <b>2.492,60</b> |  |
|------------------|-----------------|--|

|    |        |     |
|----|--------|-----|
| R1 | 762,50 | F&B |
| R2 | 345,50 | F&B |
| R3 | 126,10 | F&B |
| R4 | 95,90  | F&B |
| R5 | 112,00 | F&B |
| R6 | 127,80 | F&B |

|                  |                 |     |
|------------------|-----------------|-----|
| Drive Thru       | 416,00          | F&B |
| <b>Sub Total</b> | <b>1.985,80</b> |     |

|                  |                  |  |
|------------------|------------------|--|
| <b>TOTAL GLA</b> | <b>22.711,70</b> |  |
|------------------|------------------|--|

**Mezzanines**

|      |        |             |
|------|--------|-------------|
| MZ.1 | 132,00 | Mall Office |
| MZ.2 | 136,00 | M7          |

|                  |               |  |
|------------------|---------------|--|
| <b>Sub Total</b> | <b>268,00</b> |  |
|------------------|---------------|--|

|                        |             |
|------------------------|-------------|
| Terraces               | 1.478,40 m2 |
| Services & Circulation | 539,50 m2   |
| Mall Office            | 411,30 m2   |
| Toilets                | 286,60 m2   |

# Masterplan Arsenale

## Piano Terra\_Tabella di superficie

| EXISTING BUILT AREAS                    |                  |
|---|------------------|
| Existing Area S.L.P.                    | 17.027,00        |
| Sup Galleria                            | 5.163,56         |
| Toilets                                 | 173,34           |
| Services Area                           | 187,55           |
| Mall Office                             | 187,55           |
| Mezzanines                              | 311,00           |
| <b>Total Built Area</b>                 | <b>23.050,00</b> |
| EXISTING COMMERCIAL AREAS               |                  |
| Existing Area S.L.P.                    | 15.456,00        |
| <b>Total Commercial Area</b>            | <b>15.456,00</b> |
| DEMOLITION AREAS                        |                  |
| Demolition Area (Central building)      | 2.613,00         |
| Demolition Mezzanine 3                  | 43,00            |
| <b>Total Demolition</b>                 | <b>2.656,00</b>  |
| EXTENSION ( NEW CONSTRUCTION)           |                  |
| Promenade Restaurants                   | 836,31           |
| Drive Thru                              | 416,00           |
| Retail extension                        | 822,60           |
| MSU Extension                           | 502,34           |
| <b>Total GLA (extension new Const.)</b> | <b>2.577,25</b>  |
| PARKING UNITS.                          |                  |
| Current Parking inside Boundary Site    | 880              |
| Current Parking outside Boundary Site   | 548              |
| <b>Total Current parking</b>            | <b>1.428,00</b>  |
| New Parking inside Boundary Site        | 742              |
| Current Parking outside Boundary Site   | 548              |
| <b>Total New parking</b>                | <b>1.290,00</b>  |

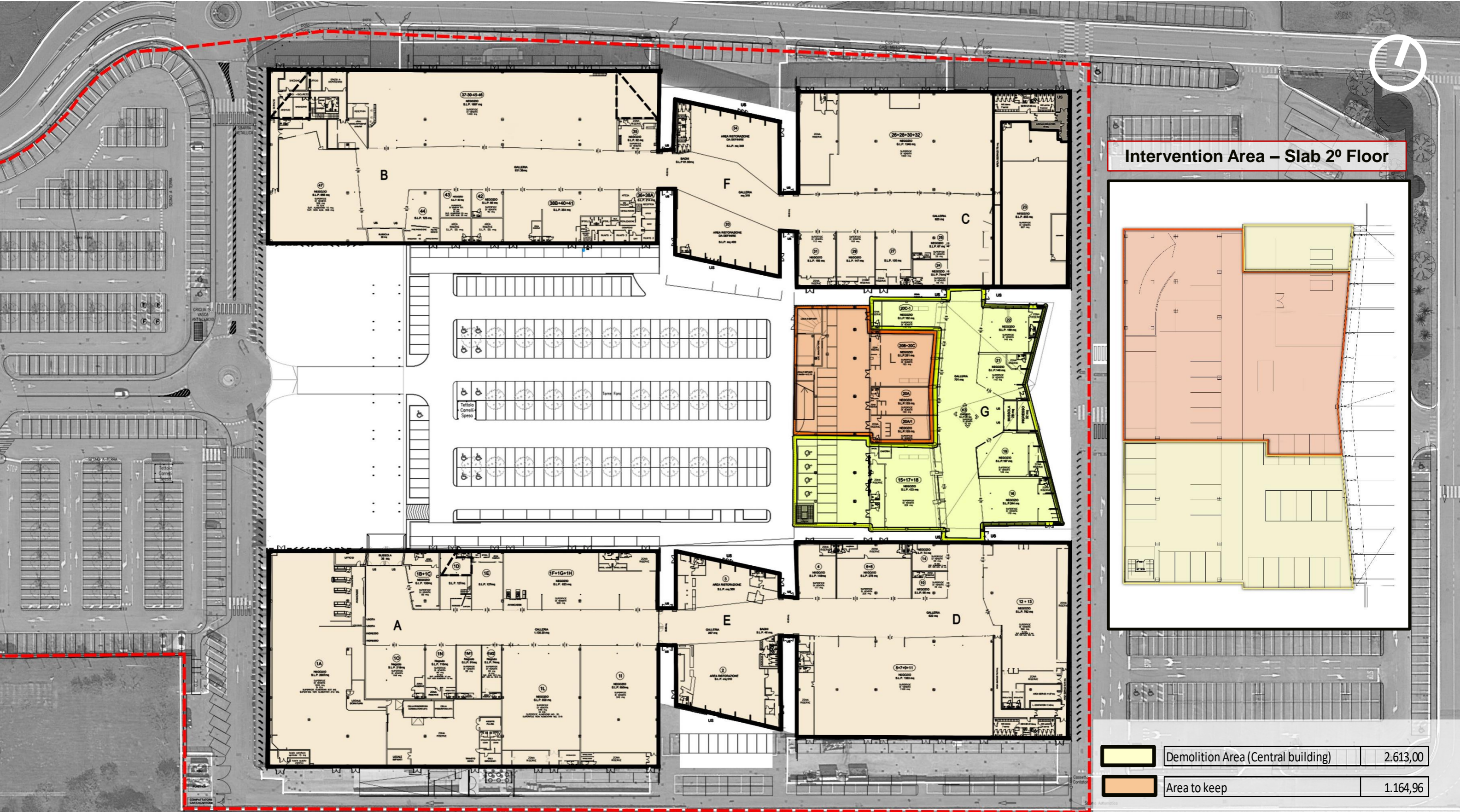
| BRIEFING TENANT MIX RECEIVED |                  |                      |
|------------------------------|------------------|----------------------|
| Unit.                        | GLA mq           | Category             |
| AL                           | 2.080,00         | GDO                  |
| G1                           | 4.000,00         | Brico                |
|                              | 1.000,00         | Garden Center        |
|                              | 1.300,00         | Fitness Center       |
| <b>Sub Total</b>             | <b>7.380,00</b>  |                      |
| M1                           | 840,00           | Pet                  |
| M2                           | 1.132,00         | Home & Decor         |
| M3                           | 1.170,00         | Home & Decor         |
| M4                           | 1.070,00         | Apparel & Shoes      |
| M5                           | 720,00           | Apparel & Shoes      |
| M6                           | 933,00           | Home & Decor         |
| M7                           | 892,00           | Apparel & Shoes      |
| M8+M9                        | 1.696,00         | Apparel & Shoes      |
| M10                          | 653,00           | Apparel & Shoes      |
| M11                          | 1.438,00         | Consumer Electronics |
| <b>Sub Total</b>             | <b>10.544,00</b> |                      |
| V1                           | 220,00           | Apparel & Shoes      |
| V2                           |                  | Apparel & Shoes      |
| V3                           |                  | Health & Beauty      |
| V4                           | 140,00           | Personal Goods       |
| V5                           | 126,00           | Apparel & Shoes      |
| V6                           | 160,00           | Apparel & Shoes      |
| V7                           | 126,00           | Apparel & Shoes      |
| V8                           | 128,00           | Apparel & Shoes      |
| V9                           | 128,00           | Apparel & Shoes      |
| V10                          | 128,00           | Apparel & Shoes      |
| V11                          | 64,00            | Health & Beauty      |
| V12                          | 80,00            | Services             |
| V13                          | 140,00           | Services             |
| V14                          | 64,00            | Health & Beauty      |
| V15                          | 63,00            | Services             |
| V16                          | 40,00            | Services             |
| V17                          |                  | Services             |
| <b>Sub Total</b>             | <b>1.607,00</b>  |                      |
| R1                           | 128,00           | F&B                  |
| R2                           | 128,00           | F&B                  |
| R3                           | 128,00           | F&B                  |
| R4                           | 48,00            | F&B                  |
| R5                           | 300,00           | F&B                  |
| R6                           | 60,00            | F&B                  |
| R7                           | 35,00            |                      |
| R8                           | 810,00           |                      |
| <b>Sub Total</b>             | <b>1.637,00</b>  |                      |
| <b>TOTAL GLA</b>             | <b>21.168,00</b> |                      |

| PROPOSAL         |                  |                      |
|------------------|------------------|----------------------|
| Unit.            | GLA mq           | Category             |
| AL               | 2.215,10         | GDO                  |
| G1               | 4.144,80         | Brico                |
|                  | 1.004,00         | Garden Center        |
|                  | 1.426,50         | Fitness Center       |
| <b>Sub Total</b> | <b>7.786,40</b>  |                      |
| M1               | 483,20           | Pet                  |
| M2               | 1.134,00         | Home & Decor         |
| M3               | 1.168,00         | Home & Decor         |
| M4               | 1.480,40         | Apparel & Shoes      |
| M5               | 1.054,70         | Apparel & Shoes      |
| M6               | 796,40           | Home & Decor         |
| M7               | 928,50           | Apparel & Shoes      |
| M8               | 906,00           | Apparel & Shoes      |
| M9               | 1.815,90         | Apparel & Shoes      |
| M10              | 679,80           | Consumer Electronics |
| <b>Sub Total</b> | <b>10.446,90</b> |                      |
| V1               | 757,60           | Apparel & Shoes      |
| V2               | 135,60           | Apparel & Shoes      |
| V3               | 120,80           | Health & Beauty      |
| V4               | 128,60           | Personal Goods       |
| V5               | 223,90           | Apparel & Shoes      |
| V6               | 112,00           | Apparel & Shoes      |
| V7               | 36,00            | Apparel & Shoes      |
| V8               | 36,00            | Apparel & Shoes      |
| V9               | 36,00            | Apparel & Shoes      |
| V10              | 126,10           | Apparel & Shoes      |
| V11              | 160,40           | Health & Beauty      |
| V12              | 111,50           | Services             |
| V13              | 170,40           | Services             |
| V14              | 108,70           | Health & Beauty      |
| V15              | 93,20            | Services             |
| V16              | 83,80            | Services             |
| V17              | 52,00            | Services             |
| <b>Sub Total</b> | <b>2.492,60</b>  |                      |
| R1               | 762,50           | F&B                  |
| R2               | 345,50           | F&B                  |
| R3               | 126,10           | F&B                  |
| R4               | 95,90            | F&B                  |
| R5               | 112,00           | F&B                  |
| R6               | 127,80           | F&B                  |
| Drive Thru       | 416,00           | F&B                  |
| <b>Sub Total</b> | <b>1.985,80</b>  |                      |
| <b>TOTAL GLA</b> | <b>22.711,70</b> |                      |

| Mezzanines                        |               |             |
|-----------------------------------|---------------|-------------|
| MZ.1                              | 132,00        | Mall Office |
| MZ.2                              | 136,00        | M7          |
| <b>Sub Total</b>                  | <b>268,00</b> |             |
| <b>Terraces</b>                   |               | 1.478,40 m2 |
| <b>Services &amp; Circulation</b> |               | 539,50 m2   |
| <b>Mall Office</b>                |               | 411,30 m2   |
| <b>Toilets</b>                    |               | 286,60 m2   |

# Masterplan Arsenale

## Piano Terra\_ Orma dell'edificio da demolire



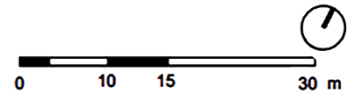
Intervention Area – Slab 2° Floor



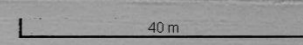
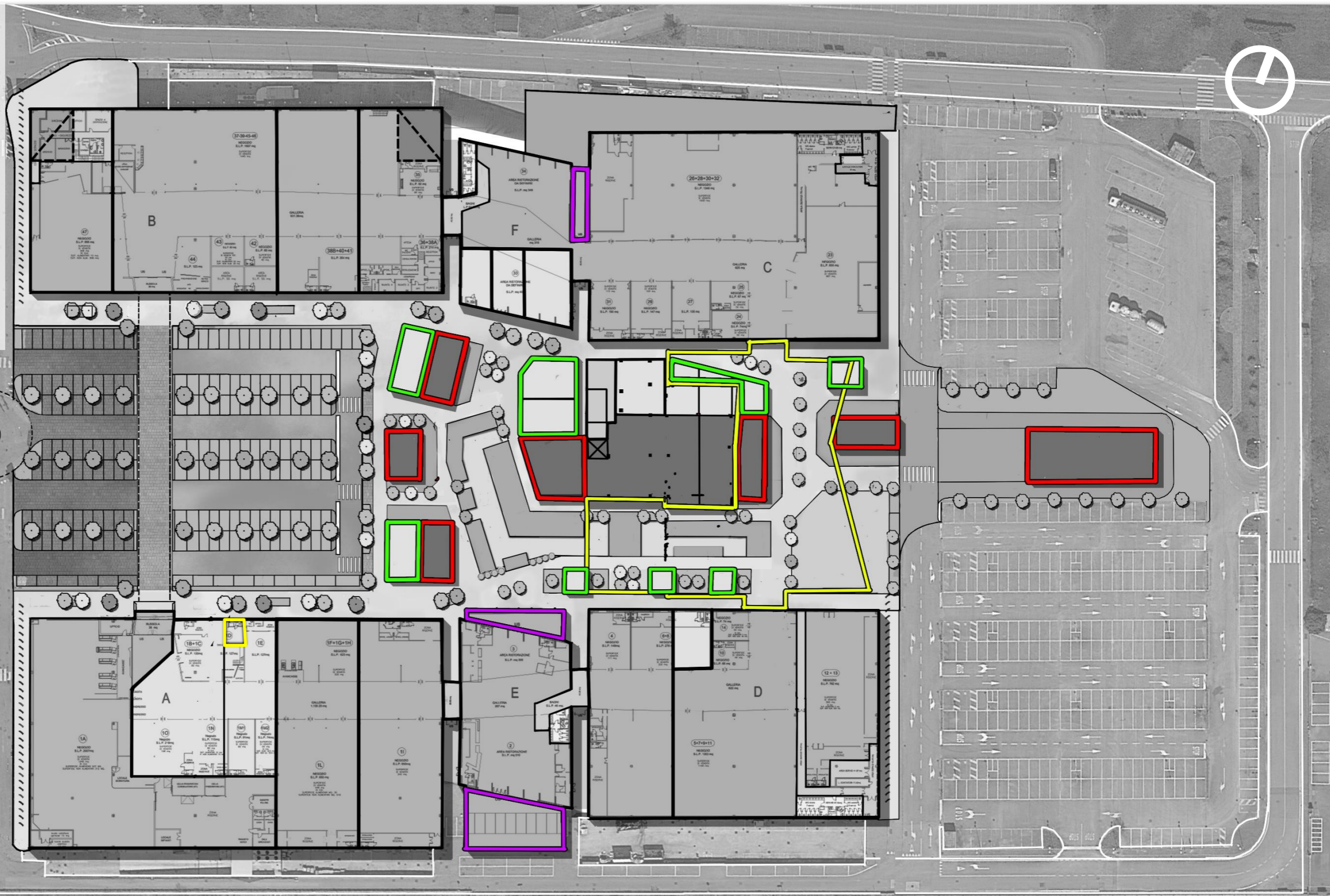
|  |                                    |          |
|--|------------------------------------|----------|
|  | Demolition Area (Central building) | 2.613,00 |
|  | Area to keep                       | 1.164,96 |

# Masterplan Arsenale

## Piano Terra\_Nouva estensione di costruzione



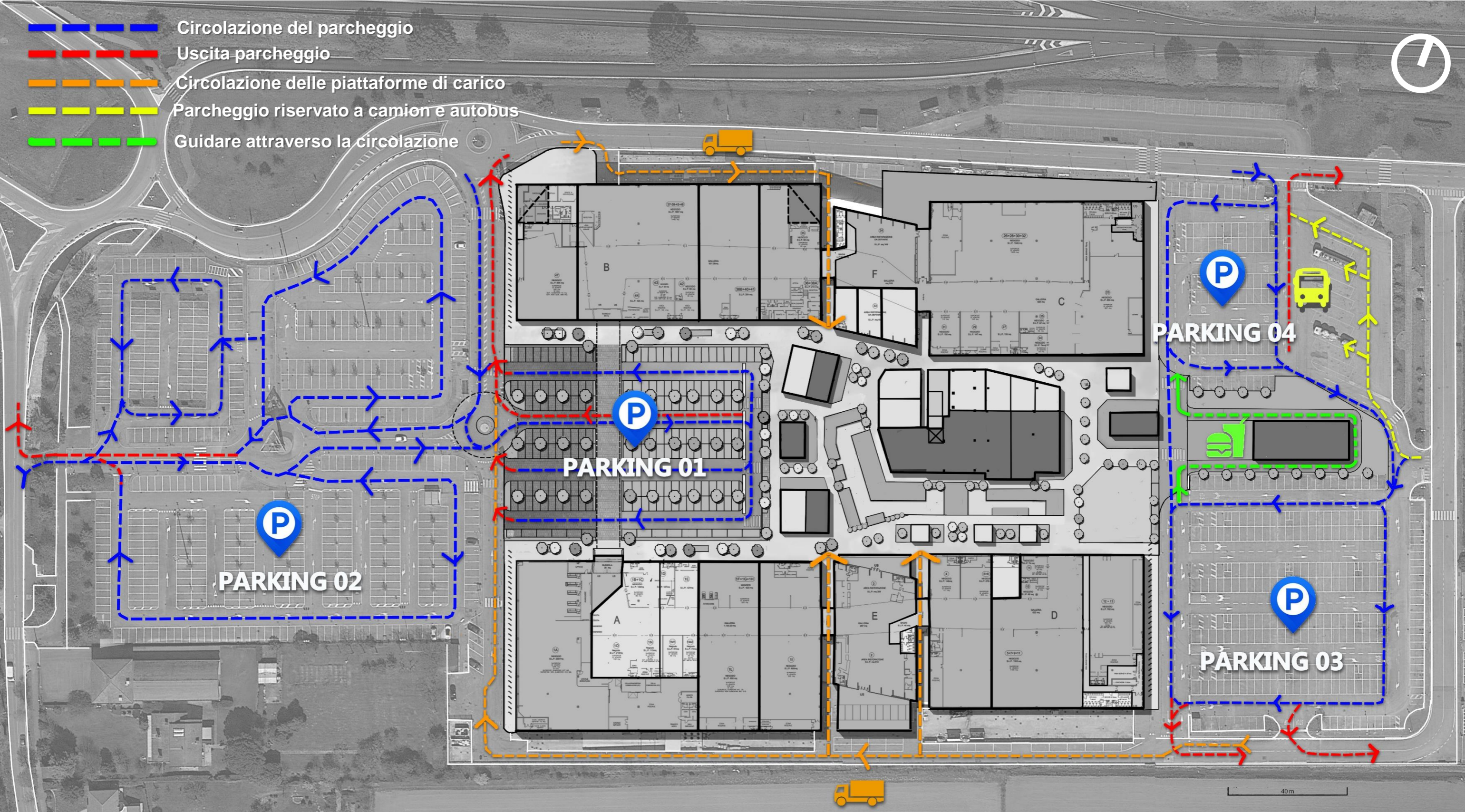
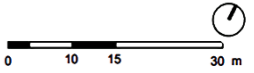
| DEMOLITION AREAS   |                 |
|--|-----------------|
|  Demolition Area (Central building) | 2.613,00        |
|  Demolition Mezzanine 3             | 43,00           |
| <b>Total Demolition</b>  | <b>2.656,00</b> |
| EXTENSION ( NEW CONSTRUCTION)  |                 |
|  Promenade Restaurants              | 836,31          |
|  Drive Thru                         | 416,00          |
|  Retail extension                   | 822,60          |
|  MSU Extension                      | 502,34          |
| <b>Total GLA (extension new Const.)</b>  | <b>2.577,25</b> |





# Masterplan Arsenale

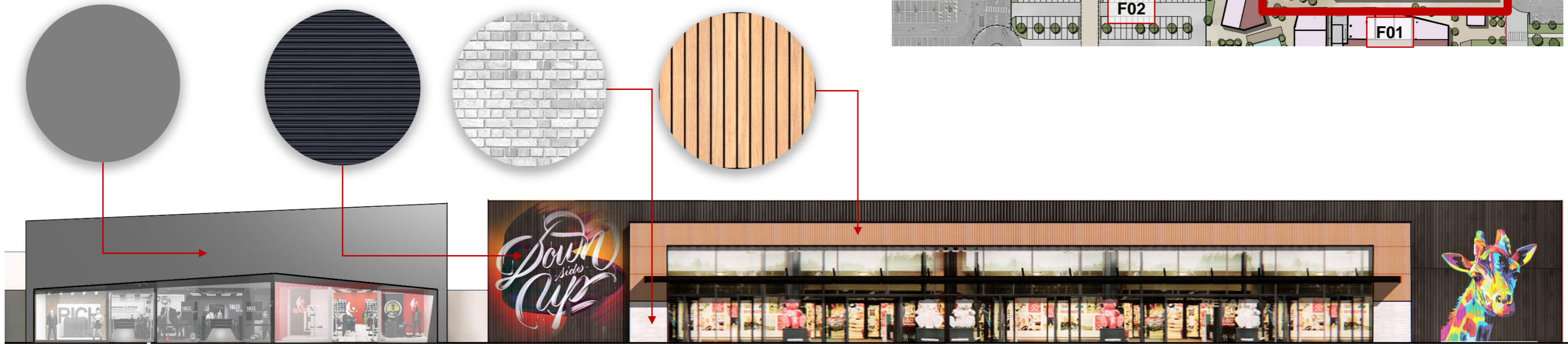
## Traffico veicolare. Accesso



# Masterplan Arsenale

## Architettura\_ Proposta Facciate

**F01** FACCIATA 02 – Pannello in alluminio bianco e grigio e pannello in legno ceramico – Arte murale dipinta su rivestimento di facciata metallica.

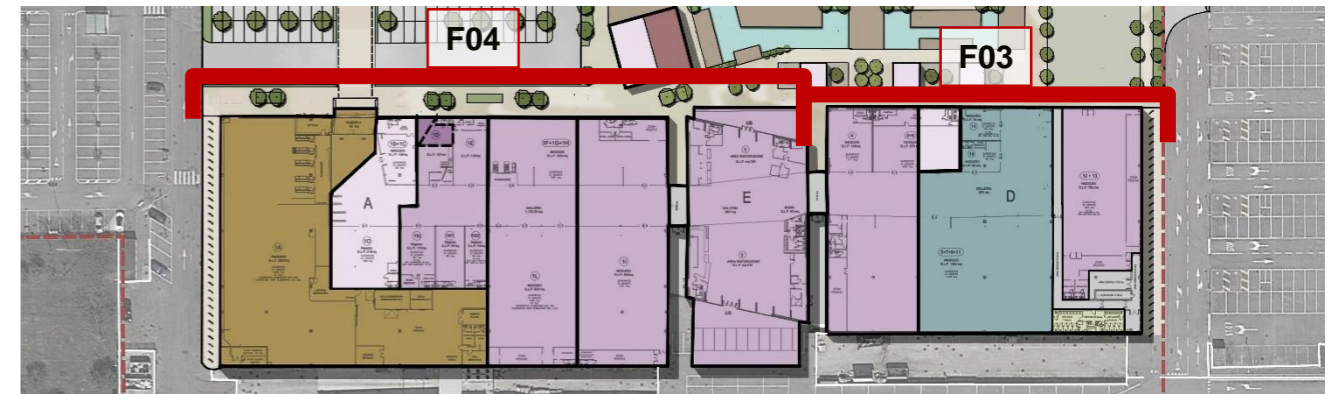


**F02** FACCIATA 02 – Pannello in alluminio bianco e grigio e pannello in legno ceramico – Arte murale dipinta su rivestimento di facciata metallica.

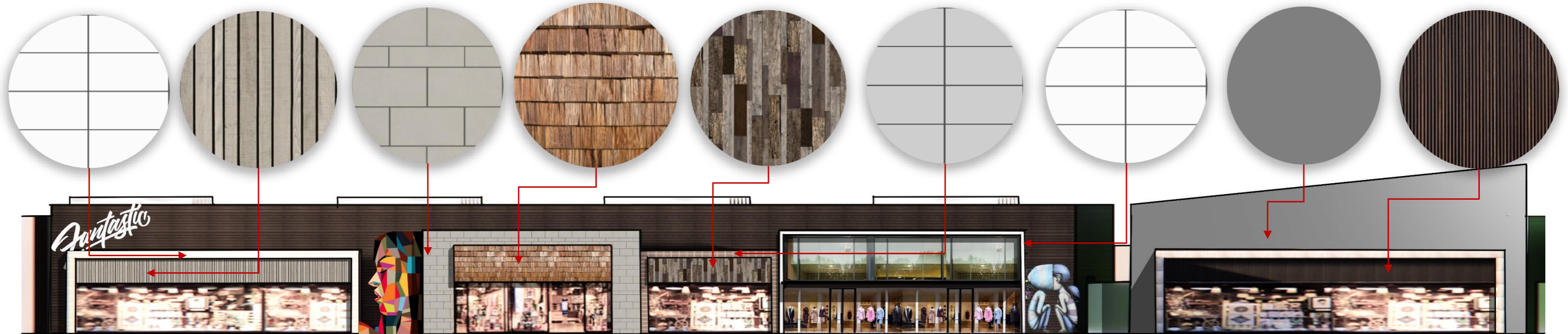


# Masterplan Arsenale

## Architecture\_ Rivestimenti esteriori



**F03** FACCIATA 03 – Pannello in alluminio bianco e grigio e pannello in legno ceramico – Arte murale dipinta su rivestimento di facciata metallica– Pannello in fibrocemento

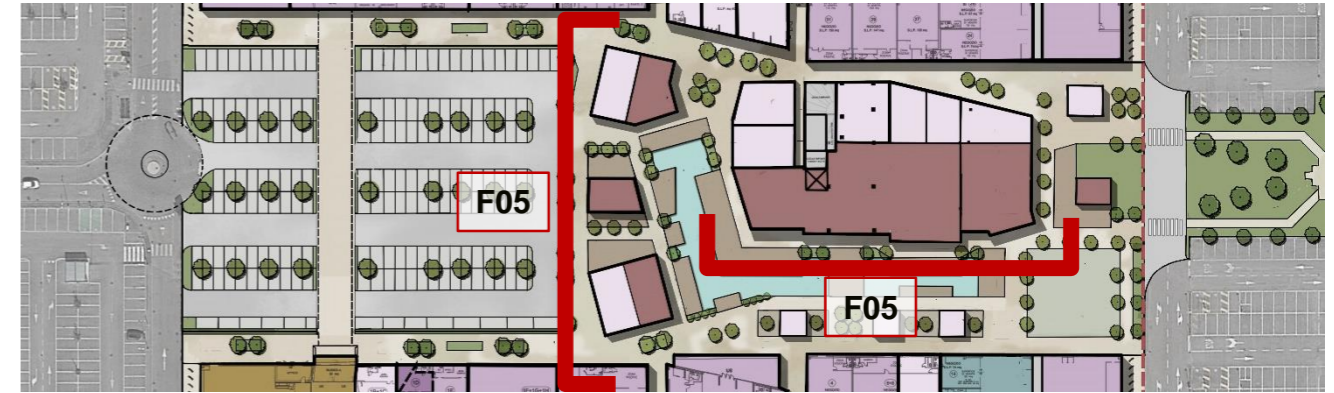


**F04** FACCIATA 04 – Pannello in alluminio bianco e grigio e pannello in legno ceramico – Arte murale dipinta su rivestimento di facciata metallica – Pannello in fibrocemento – Pannello di lamiera in rame



# Masterplan Arsenale

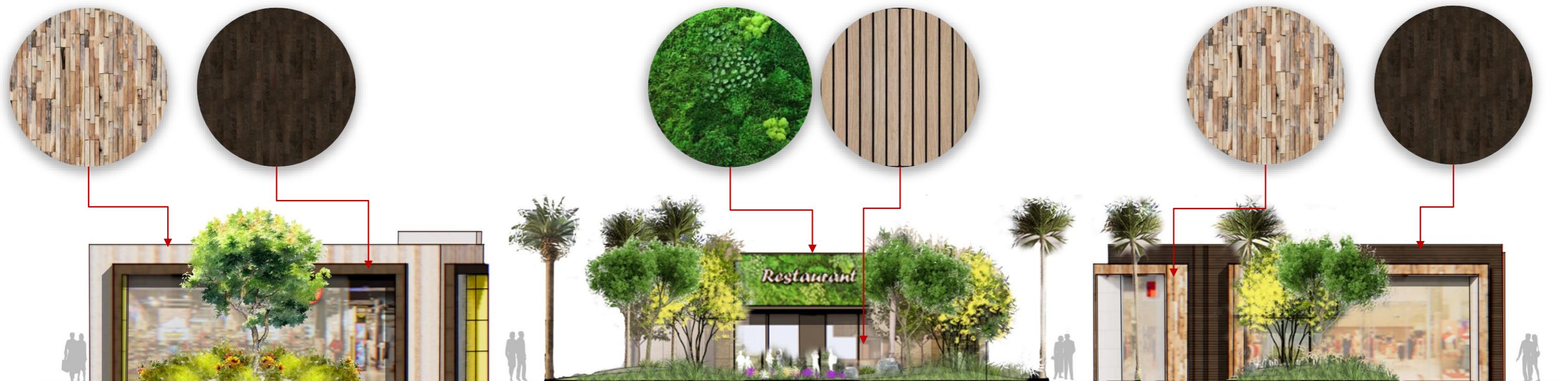
## Architecture\_Promenade F&B rivestimenti



**F05** FACCIATA 05 – Pannello in alluminio bianco e grigio e pannello in legno ceramico – Arte murale dipinta su rivestimento di facciata metallica – Pannello in fibrocemento.



**F06** FACCIATA 06 – Pannello in alluminio bianco e grigio e pannello in legno ceramico – Green Wall – Pannello in fibrocemento



# Masterplan Arsenale

## Parcheeggio Promenade\_Soft & Hardscape



A. Ligustrum lucidum B. Pyrus calleryana C. Olivo



D. Chioschi e Foodtrucks



E. Aree di seduta dei mobili



1. Finitrici in mattoni

2. Block 8x8x6 Marfil\_Breinco

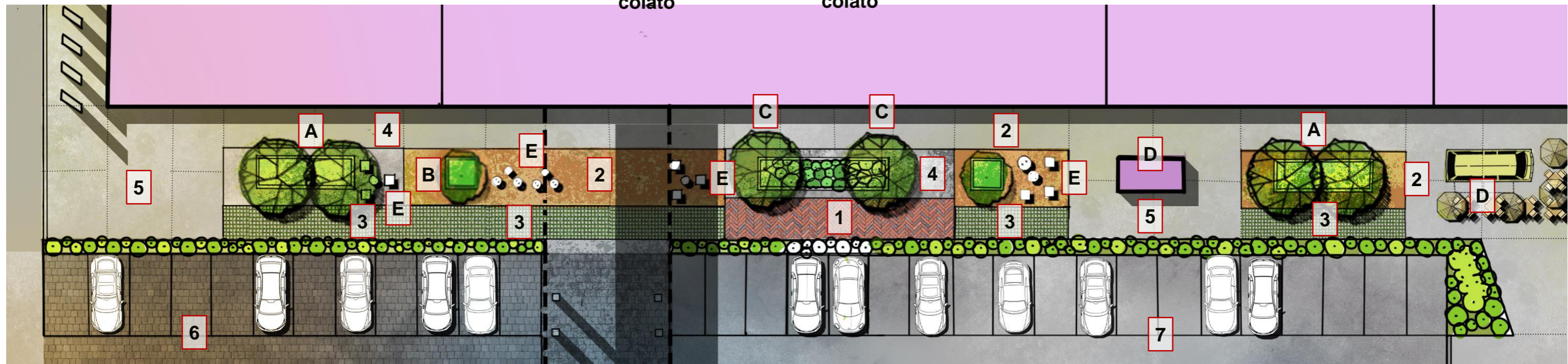
3. Pavimentazioni permeabili

4. Pavimentazione in cemento bianco colato

5. Pavimentazione in cemento grigio colato

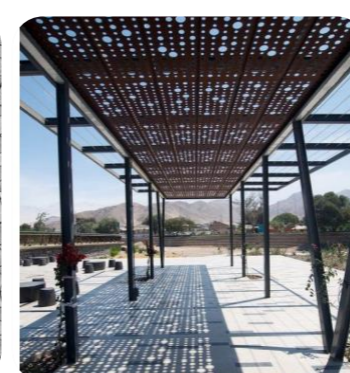
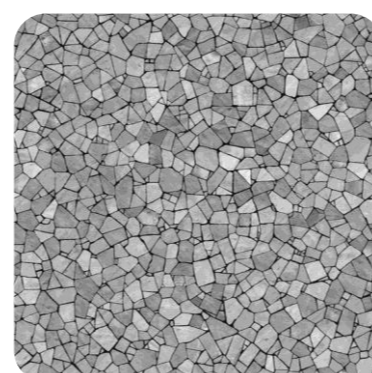
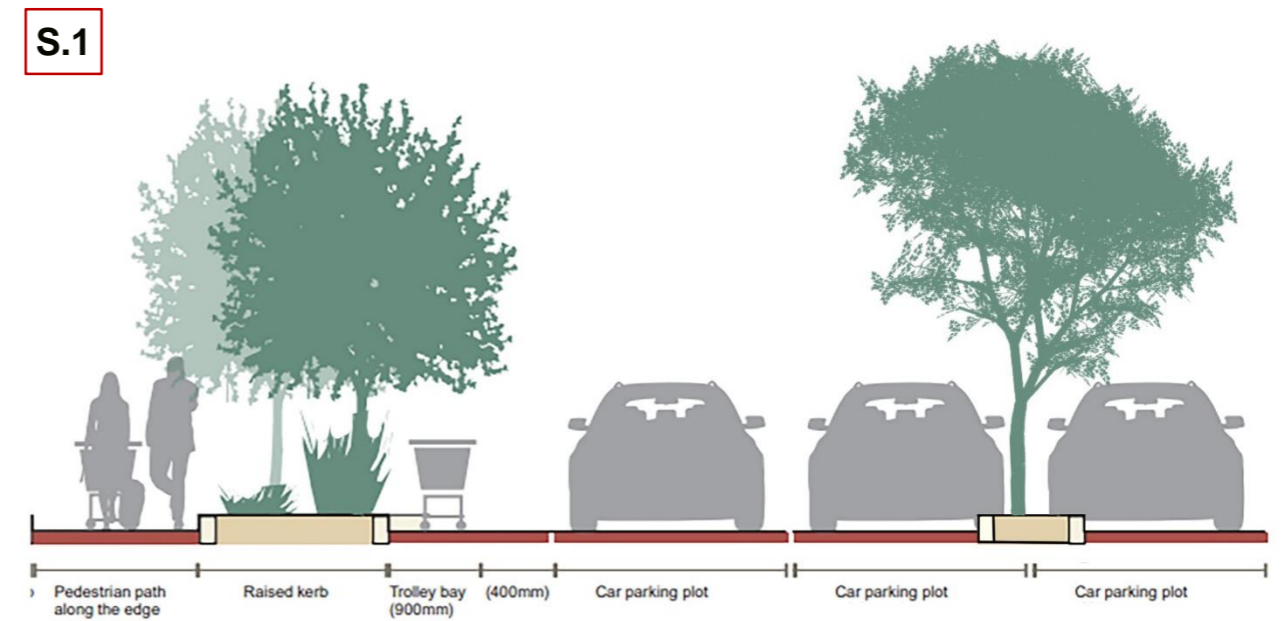
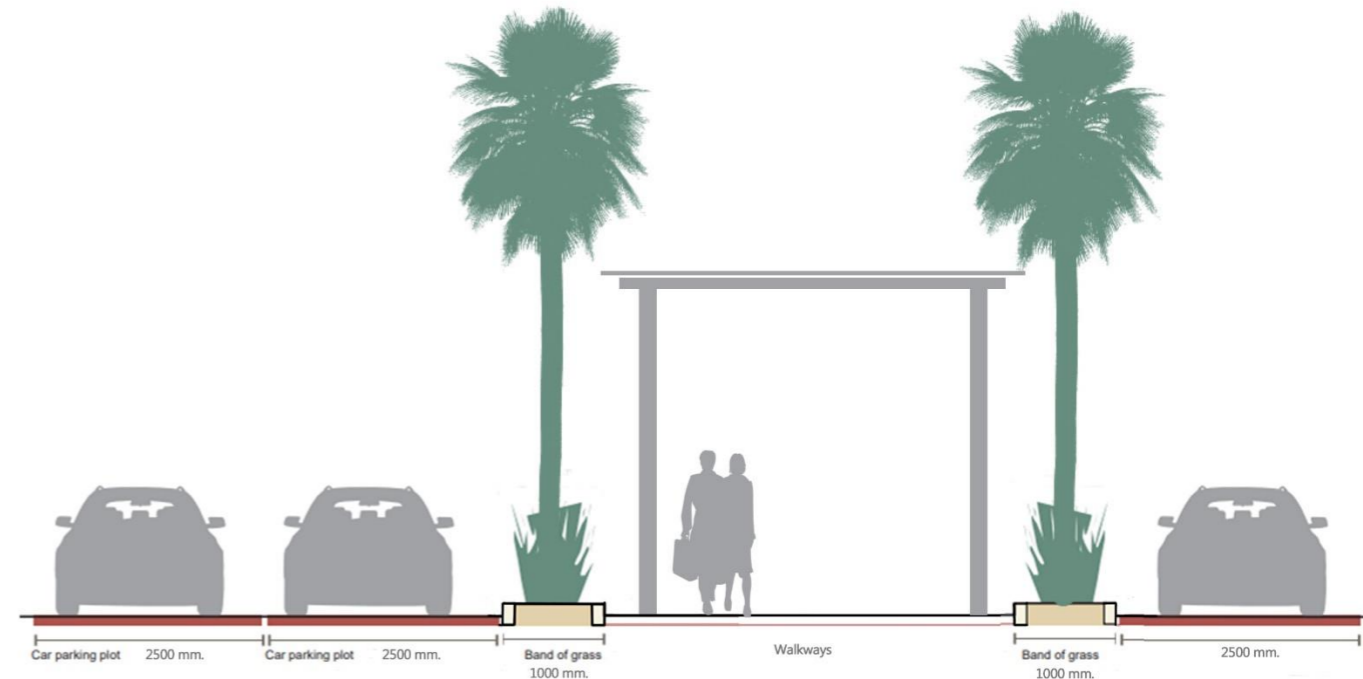
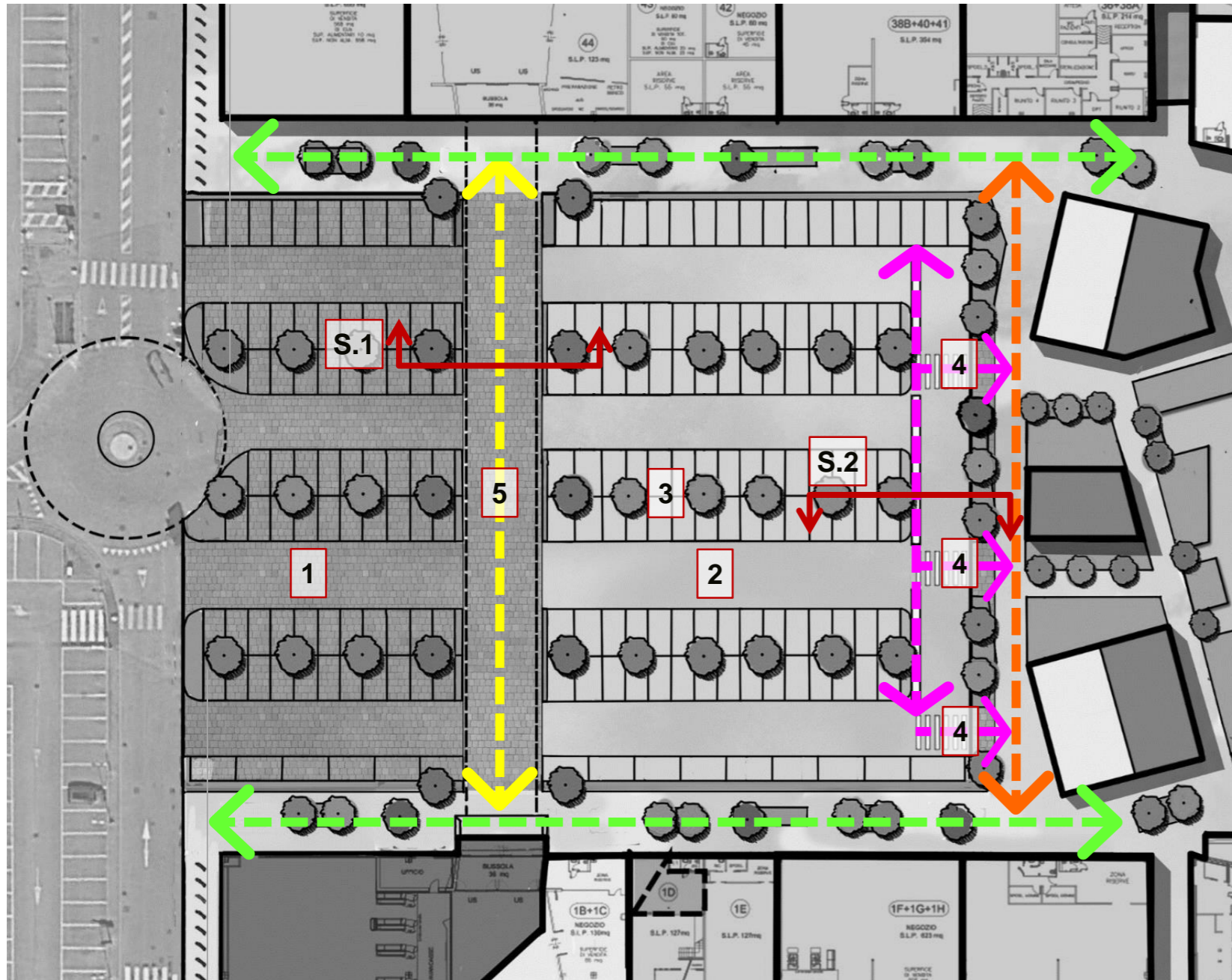
6. Ciottoli marciapiede esistente

7. Asfalto



# Masterplan Arsenale

## Parcheeggio Promenade\_ Percorsi pedonali



1. Ciottoli marciapiede 2. Asfalto esistente

3. Cemento grigio chiaro per parcheggi e percorsi pedonali

4. Pavimentazione in ardesia rustica e grigia

5. Passerelle esistenti



Viale con piantazione di palme su entrambi i lati



Percorsi pedonali



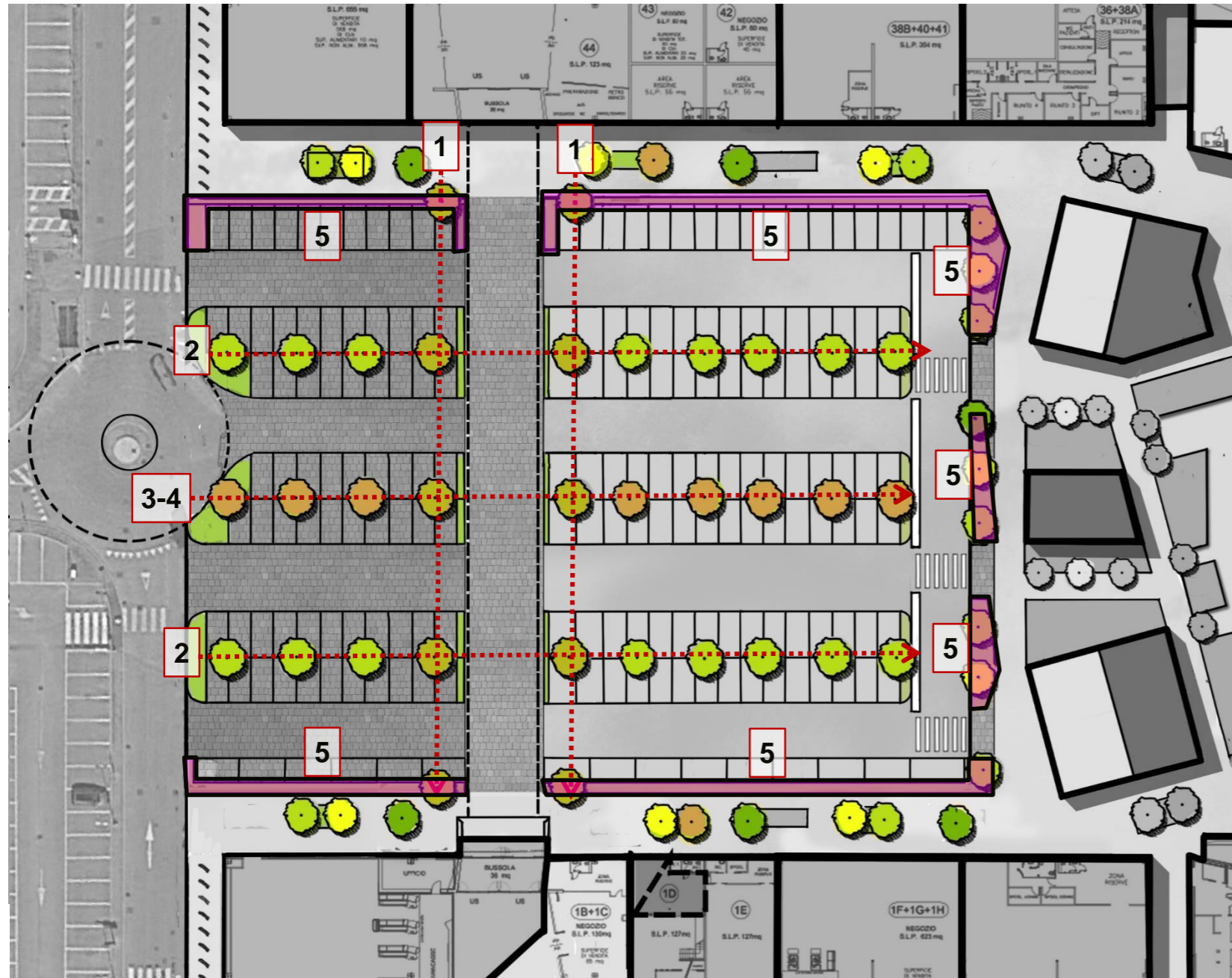
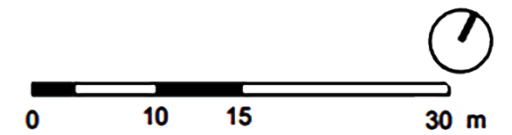
Viale alberato



Percorso pedonale lungo il bordo di cemento di colore grigio chiaro

# Masterplan Arsenale

## Parcheeggio Promenade\_ Paesaggio



Le aree di parcheggio saranno separate aiuole ornamentali angolate per formare una scena drammatica e contemporanea che può essere migliorata attraverso i materiali di superficie e le pitture stradali.

ALBERI SEMPREVERDI  
ALBERI CADUCIFOGLIE E ARBUSTI CON ESPRESSIONE STAGIONALE



1 Palm *Washingtonia*

2 *Ligustrum lucidum*

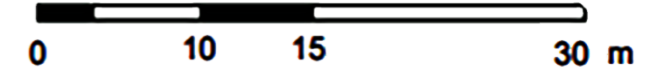
3 *Pyrus calleryana*

4 *Liquidambar styraciflua*

5. Arbusti ornamentali e tappezzanti

# Masterplan Arsenale

## Paesaggio\_ Giardino Promenade



La palette softscape include una varietà di arbusti autoctoni e non e tappezzanti adatti all'ambiente di Roncade



1. Mattoni a spina di pesce

2. Blocco 8x8x6 Marfil\_Breincó



*Diates grandiflora*



*Gazania uniflora*



*Lavandula vera*



*Leucophyllum frutescens*



*Portulaca grandiflora*



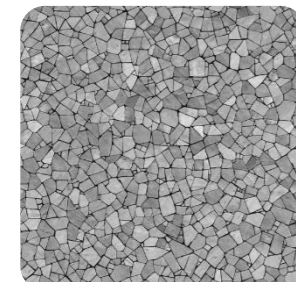
3. Pavimentazione in cemento bianco



4. Pavimentazione in cemento grigio colato



5. Pavimentazione rustica in legno porcellanato



6. Pavimentazione in ardesia rustica e grigia



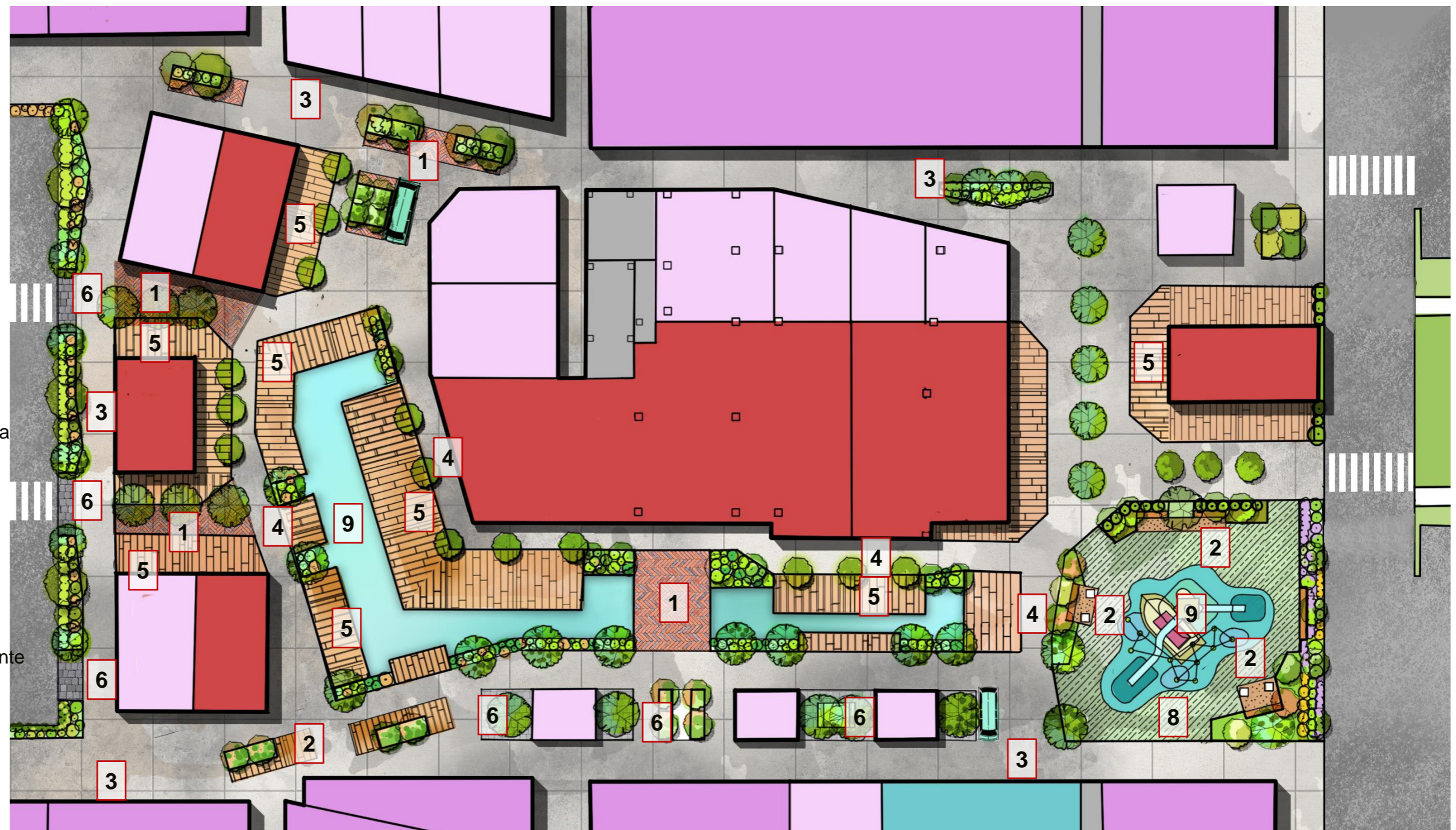
7. Pavimentazione in gomma continua (toni blu)



8. Pavimento in aggregato autolegante



9. Lago: acqua cristallina





# Masterplan Arsenale

Vista aerea

eurowfund<sup>®</sup>  
group

BroadwayMalyan<sup>BM</sup>

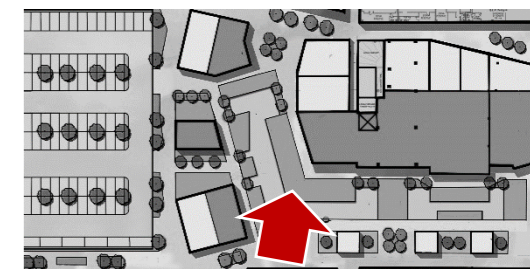


# Masterplan Arsenale

Vista pedonale \_ Nuova Area F&B

eurowfund<sup>o</sup>  
group

BroadwayMalyan<sup>BM</sup>

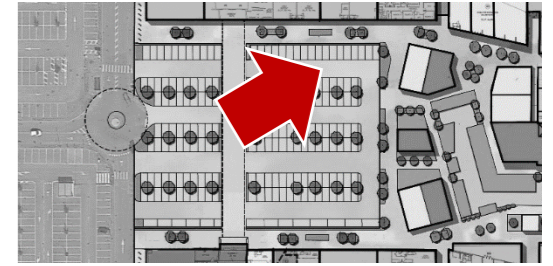


# Masterplan Arsenale

Vista pedonale\_ Parcheggio Promenade

eurowfund<sup>®</sup>  
group

BroadwayMalyan<sup>BM</sup>

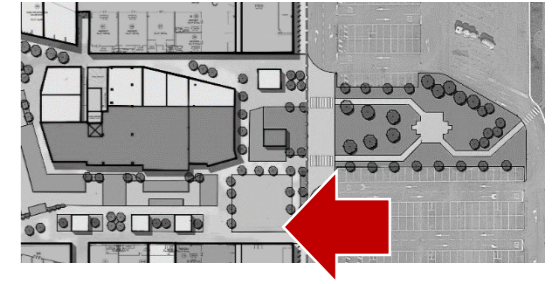


# Masterplan Arsenale

Vista pedonale \_ Promenade Mall aperto

eurowfund<sup>o</sup>  
group

BroadwayMalyan<sup>BM</sup>



**BroadwayMalyan<sup>BM</sup>**