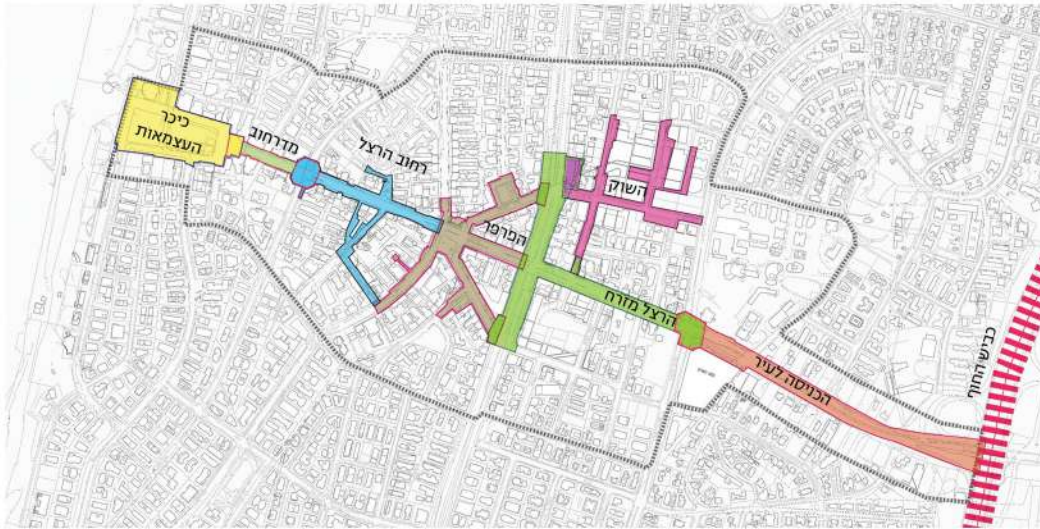


Netanya City Center Urban Renewal By Mayslits Kassif Architects



Netanya urban renewal scheme, led by Mayslits Kassif Architects, is a multi disciplinary and operative scheme, commenced and commissioned in January 2008 by the Ministry of Housing and the Municipality of Netanya.

The city that is situated on the cliffy shores of the Mediterranean Sea, 25 kilometers north of Tel Aviv, was known in the 70's as a leisure center and as a favored vacation destination for locals and tourists. In the last few decades the city was growing rapidly and new peripheral neighborhoods were developed. As a result, and like many other cities, Netanya's city center was left to decline and its main high street was neglected, losing its role as the vivid urban center of the city.

The scheme, nicked named "A Mother Plan", rather than a Master Plan, for its nurturing and operational nature, is a multi tasked, scheduled strategic plan that includes small and large scale public space interventions, a new town center management, economic strategies, various branding moves, new public transport schemes, environmental actions, etc. All aspects of the plan are composed with the aim to create a vibrant rejuvenated town center within a short period of three to four years from today.

Following the foundation of the new city center management, the current action items are a series of 5 temporary projects in the public realm, which will be constructed during 2009, the first one opening on June 2009.



The Mother Plan's 4 booklets



Two projects out of the series of the temporary projects





Haatzmaut square - a landmark project connecting the city to the sea



Haatzmaut square - a grove around a water element



Herzl Street - the main high street as the vivid urban center of the city



Hanotea Square and the market space - medium scale public space interventions

**Netanya City Center
Urban Renewal**

Location: Netanya city center, Israel

Program: Strategy and action plan for the historic center rejuvenation

Client: Ministry of Housing & Municipality of Netanya

Status: launched March 2009

Land Area: 100 hectare

Design Team: Udi Kassif, Ganit Mayslits Kassif, Maor Roytman, Tom Sperber, Noa Appel, Havi Livne, Yaniv Lenman, Shiri Kalay.