

NEGLINNAYA STREET AND CENTRAL CHILDREN'S STORE

YEAR: 2015

LOCATION: MOSCOW, RUSSIA

DEVELOPER: THE GOVERNMENT OF MOSCOW

AUTHOR: STRELKA KB IN COOPERATION

WITH MARTHA SCHWARTZ LTD

PRIZE CODE (CCCB): J275



MOSCOW

◇ **30 200**
square meters
paved with granite

💡 **120**
lighting poles with
energy-saving lamps
installed

🌳 **90**
trees planted

🪑 **143**
benches

🗑️ **24**
trashbins

🅅 **111**
parking pockets for
cars

🚌 **2**
parking space for
tourist buses pro-
vided

🏠 **26**
facades of the listed
historical houses
repaired

🚫 **31**
unauthorized ad-
vertising structures
dismantled



2015



2013

In 2014 the government of Moscow has launched an extensive program "My Street". Within four years it is planned to improve thoroughly about 3,000 streets with total length of 3,419 km. Since 2015 Strelka KB is the principal consultant of the program implementation. Neglinnaya street and the area around the Central Children's store was its main pilot project, which was completely executed in the period of only 4 months.

The project is the first attempt in Russia to design a street that doesn't provide separated sidewalks, but creates conditions for harmonious coexistence of different kinds of mobility, creating so-called "Shared space". The street is supposed to become more convenient for pedestrians and cyclists without exclusion of cars (the speed limit of 20 km/h is introduced). The behaviour of the traffic participants will be less restrained but more focused.

It is important to notice, that despite the location in the historical center of Moscow the project is not trying to imitate past-era styles. It cooperates with the historical environment through well-scaled and context-sensible solutions convenient for the citizens.

The area around the Central Children's Store is a special district of historical Moscow. Since the XIXth century Kuznetsky Most was a location consisting of European streets with foreign stores. It was the place where the first hotels, shopping passages and Petersburg-style revenue houses appeared. The historic character of the place can be defined as "Moscow's Europe". This site always had the potential to become the new pedestrian center of the city.