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**Problems, policies, and research**

City-ports. Plans and projects  
 Guidelines for port planning regulations  
 The maritime transport situation  
 Urban planning for waterfront redevelopment  
 The port-city interface as filtering line  
 The port as a park  
 Maritime traffic in the Mediterranean and Mediterranean issues  
 Port planning in the minor ports of Emilia-Romagna region  
 Emilia-Romagna ports  
 Tourist ports and urban development

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*Pietro Cozzani, Daniele Iselle*  
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**Projects and implementation**

Verona sud. The "Cardo massimo"  
 To imagine south Verona  
 South Verona and the 'style of the city'  
 The interpretation of a context for the construction of an urban plan  
 The street as a settlement rule. The project as a new identity image  
 The outline director for mobility and for public transport  
 The matrix of the landscape: the 'Cardo massimo', the sequence of the open spaces  
 The environmental strategic assessment  
 Land uses asset: a description along the axis  
 The guide criteria for the street plan and the seven drafts of the Cardo  
 Project deepening: two 'threshold' spaces along the 'Cardo massimo'  
 The normative structure  
 The perequative model  
 The quantities for the Variante

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*Andrea Bondonio*  
*Stefano Mancuso, Alberto Giuntoli*  
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Reggio Emilia: project, perequation and implementation  
 An international design competition for a Masterplan by private developers  
 Urban plan for parco Ottavi: from the competition to the definitive plan  
 Parco Ottavi: the design of the green areas  
 Communicating parco Ottavi

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**Profiles and practices**

Tools for shared representation of sites. From "Parish maps" to "identity maps"  
 The project Parish Maps in West Sussex  
 Identity representation and participation: a Genoese periphery district experience  
 Children and identity representation: two maps for Savona town

*Sofia Morgado*

Lisbon: five metropolitan states from unoccupied space

*Adele Semeraro, Simona Rappuoli*

**Methods and tools**

The management of the changes in the agrarian landscape, challenges and innovations of Siena Ptc

*Silvia Viviani*  
*Mariella Zoppi*  
*Romano Viviani*  
*Massimo Morisi*  
*Leonardo Rignanese*

Towards the territory orientation plan of the Tuscany Region  
 Town planning and upland areas  
 Good town planning: a question of culture  
 Effectiveness as a quality in public planning  
 Interview with Riccardo Conti

## The interpretation of a context for the construction of an urban plan

Federica Alcozer

A good urban project is the result of a good plan, but also of a good design that uses various planning, programming and financial tools with a clear line of government. Some recent Italian cases show how important is the theme of urban regeneration in public policies together with the design of infrastructures and public services. These are essential to grant a good 'urban project' also from a private development. This case study is significant, considering the local context.

### The planning framework

Town planning in Verona shows different instruments: Veneto Region has drawn up a plan, called *Piano d'area del Quadrante Europa*, to examine in detail the matters about settlement structures organization and their compatibility with environmental resources. It is organized in: settlement system, mobility system and environmental system. The municipality of Verona started a new General city plan in March, 2003; at the same time the process of a Strategic plan and of a Preliminary project started, with the aims to define the principal choices and strategies of the new city plan; examine in detail the strategies of the southern part of Verona; safeguard the territory; proposing a debate with the town on its own future choices. The *Piano per l'assetto del territorio* is the result of this planning process. The area of the variante have a surface of approximately 2.200.000 square meters, 1.100.000 of these are productive areas no more useful for their original use. The dimension is a central factor because it

represents an unique occasion in order to define the strategy of the city and to pay attention to the role and the real feasibility of the development, as far as times and modalities are concerned.

The area is organized on the axis *Cardo massimo* that connects the highway door of south Verona to the historical centre. The matrix of this urban system was born at the beginning of the nineteenth century, and was closely tied to the development of agriculture and its business activities. In 1948 the area is called agricultural-manufacture zone (Zai).

From the point of view of the transport, *Cardo massimo* absorbs approximately 30% of the traffic flow in entrance in the city from south and all the mobility system marks the morphologic and functional organization: the motorway infrastructure constitutes a limit of the city consolidated that look towards the diffuse/sprawl landscape (city-rural) and at the same time it is next to the city center. On the axis there are also the main traffic flows in the direction east-west.

The area turns out strategic not only for the impact that the new plan has in the whole north-south system, but also for the potential connection and integration between east and west. The quarters of Borgo Roma, Golosine and S. Lucia count approximately 60.000 inhabitants in two urban parts that can be read as islands separated from the Zai in two different urban and social contexts. In this interpretation the planning of the axis and of the areas along it assumes primary valence in the transformation of a wider part of the city.

The last aspect of extreme relief is the role of urban landscape that the *Cardo massimo* gains: the street system viale delle Nazioni-viale del Lavoro offers a

perspective cone defined by the lateral sequence of the existing industrial buildings and that has Porta Nuova and the historical centre as a background.