



Urbanistica n. 133

May-August 2007

Distribution by www.planum.net

Paolo Avarello

If the plan...

*edited by Manuela Ricci
Roberta Lazzarotti*

Problems, policies, and research

Minor historic centres, the many ways of promotion and improvement
Regional actions for promoting historic centres. The opposition between town planning renewal and economic revitalization
The national Gis system for the cultural heritage
The Region of Campania promotes the rehabilitation of its minor historic centres
Atessa's historical centre between industrial and post-industrial development
The complex balance of the sites entered on the Unesco list: the case of Lijiang
The Lab.net project. Transborder network for promoting historic urban centres Sardinia-Tuscany-Corsica
Shared policies for the conservation of the features of local identity: San Chirico Raparo
Observatory on commercial revitalization measures in historic centres and urban areas

*Giovanni Biallo
Roberto Fiorentino
Giulia Augusto
Claudia Mattogno
Paola Lucia Cannas, Marco Melis*

*Anna Abate, Rosanna Argento
Iginio Rossi*

*edited by Piergiorgio Bellagamba
Piergiorgio Bellagamba
Luisa De Biasio Calimani
Franco Panzini
Luisa De Biasio Calimani
Roberta Angelini*

Projects and implementation

San Benedetto del Tronto and the masterplan: a choice, a challenge
The city model
The form of the city
Environmental resources
Open spaces and collective places
The masterplan construction procedure

*edited by Paolo Scattoni
Marco De Bianchi
Lucio Carbonara
Lucia Gracili, Pietro Pettini
Carlo Alberto Garzonio
Luca Favali
Manuela Ricci*

Grosseto. Structure plan and the memory of planning
The contents of the plan: the three dimension of sustainability
Urban planning and research
Territorial plans and structure plans
Geology and urban planning
The plan, Agenda 21 and environmental certification
A plan and its possible memory

*edited by Valentina Cosmi
Paolo Avarello
Massimo Cavallaro
Sebastiano Steffinogno*

Profiles and practices

The Urbanistica prize
Presentation
Romagnano al Monte (Salerno): a contract of quarter for an historical centre under used
Green by-pass, study for the requalification of the territory crossed by the Passing of Mestre
Eastgate Park, Portogruaro (Venezia)
Perugia, Monteluca project
From the sea-shore to the hill: and the front-city of Reggio Calabria
Verona, Consorzio Zai
Parco Europa at Cesena
History, landscape and sustainability. The seaside holiday camps of Calambrone
City of Forlì: feasibility study of the ministerial project system centro-nord

*Elisabetta Piacentini, Alice Marie Soulié
Luca Panizzi
Francesco Suraci
Franco Zuliani
Riccardo Barbieri
Olimpia Niglio
Manuela Barducci, Roberto Cavallucci*

Edoardo Zanchini

Methods and tools

Conflicts in a networked territory

Francesca Governa, Gabriele Pasqui

Local development weak areas

Paolo Pileri

Preventive ecological compensation for a new planning way

Francesco Ventura

Planning as a problem

Atessa's historical centre between industrial and post-industrial development

Giulia Augusto

Atessa, district of Chieti, a town having a population of 10,000 inhabitants, is characterized by a historical centre opposite to an industrial area localized in the Sangro valley. In Atessa, the Municipality founded a Committee to study the problems of the historical centre, to set strategies for territorial valorisation and to set guidelines for urban development.

How can a historical centre like Atessa be holder of ideas of complexity? Which logics are consistent with the industrial and commercial development? How can territorial resources meet domestic and external demand? How to compete with other territories offering a similar supply?

In order to answer to these questions, an analysis outlook that considers territorial and urban redevelopment not only as a way to improve spaces or physical structures, but as a process capable of producing social and cultural re-vitalisation taking into account the context on a large scale, was adopted.

Atessa as a magnet of flows

In Atessa the development of production activities generated an entrepreneurial texture drawn by enterprises such as Sevel and Honda encouraging development of a network of small and medium enterprises. Weaknesses are related to depopulation, dispersion and impoverishment of commercial activities, though in this framework the historical centre could develop a strategic role as a settlement model based on relations and cooperation so to start a process of 'return' to the historical centre itself.

Development between integration and complexity

Development is a challenge: an impoverished historical centre can be transformed emphasizing its uniqueness. In the case of Atessa, its valorisation has to take into account the relationship between inner factors and has to foster the external relations with the territory. It seems to be necessary to build projects through the implementation of an integrated plan able of managing complexity. The integration among sectors appears to be relevant in the experience: local development is built on relations among economic, material and immaterial activities supported by the stakeholders operating on the territory. Complexity and integration are strictly related to the ability of building trust and dialogue, immaterial elements that can influence economic and human resources so to produce innovation. A strategic plan, meant as a tool choosing and building territorial groups, can meet this need. The participation into wider territorial contexts, existing or in progress, and into territorial platforms follows this logic. The need to develop the resources on the territory and to activate governance models is emerging; an hypothesis is the establishment of a multi-services organisation at an inter-district level having a majority of public capital; it should also be supported by the participation of private enterprises to improve territorial performances such as: environment sustainability, production of technologies for energy development, territorial governance for the development of urban welfare and quality of life. This model includes a monitoring system for the implemented policies, in itinere and ex-post, aiming at rapidly activate corrective actions of the policies in the different sectors

(commerce, training, industrial development). In a post-industrial economy based on rapid transformation of professional roles and on a development not based on traditional activities (agriculture and industry), the training offers new opportunities for the new professional profiles required by the market. Training is a sector also related with social sector when it works towards the creation of professional roles specialized in social inclusion and integration of third-age people. The commercial sector is requested to act as a tool of valorisation and revitalisation both of the historical centre and of the suburbs while implementing private-public policies with both a short and a long-term perspective. Commerce is a strategic function living of flows, that's why it is necessary to encourage dimensional increase and communication facilities through technological infrastructures. If the application of the model of integration of networks for the valorisation of historical centre can meet difficulties and risks, the 'control' of networks could be the basis to start a consistent development holding elements of innovation. In a complex and integrated vision which is supported by planning and programming tools, critical knots for the development of historical centre can be solved through the creation of networks of the experimental repertory of technical and operative forms and governance able to support the effectiveness of transformation projects and to guarantee the coherence of future development visions.