



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 Steffanogno*

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

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

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

Presentation
Paolo Avarello

Even before becoming an exhibition, UrbanPromo was born as a meeting place for real-estate agents, financial institutions, firms and administrations interested in promoting the importance of real-estate within urban regeneration schemes. In the background was the experience of 'complex programmes' initiated in Italy in the '90s, first opposed by urbanistic culture as it was outside the traditions of national planning, but then accepted as an instrument of intervention that could contribute to the overcoming of restrictions and limits. In addition to the exhibition of projects and programmes, UrbanPromo also added conferences and seminars: a cultivated form of urban marketing, but also a site for the exchange of best practices, that distinguished UrbanPromo from other similar initiatives, above all for its public audience which was very attentive and highly qualified. Why, therefore, not make use of this public as a resource? Why not collect their opinions, their enjoyment, their interests, their points of view? From this idea the "Urbanistica" Prize was born, recognising the projects and programmes held to be the most interesting from three points of view, environmental quality, urban quality, and equality or balance of interests, that in substance confirmed the opinions, and perhaps also the 'feelings' of the public. "Urbanistica" participated in the undertaking because it has always worked to be involved in and to make known whatever of interest is taking place in its region and, above all, for some time has ceased to act as a judge, leaving the field open