

Urban Regeneration and private public partnership

Prof. Carmelina Bevilacqua

la costruzione portante della trasformazione urbana – casi studio

Corso di Laurea in Scienze dell'Architettura

Planning system, land values,
real estate

The Italian case-study

Learning outcomes

- K1: Understand the variety of approaches to the planning and property system in the European context by focussing on the Italian case
- K2: Discuss the implications of different approaches to planning and property system and their impact on the real estate market
- K3: Assess the utility of a comparative approach in the planning innovation by evaluating the impact of other European planning system on the Italian one
- P1: Understand how the land-use and real estate nexus affects urban design and understand which actions can be put in place by the planners to perform high quality standards particularly in the public spaces

Private sector and transformation of the city

- Because of the above described innovation in planning tools, private developers are becoming more influential on urban transformation processes.
- The main areas are:
 - Mixed-use urban renewal (retail, commerce, offices, residential, public facilities)
 - Infrastructural upgrade including surroundings



Urban revitalization

Real Estate as an instrument for transforming the city: the case of Milan

Surface: 1.810.000 sqm

Urbanised area: 910.000 sqm

32 sqm public services area per inhabitant

1.297.901 inhabitants (city of Milan)

3.703.323 inhabitants (metropolitan area)

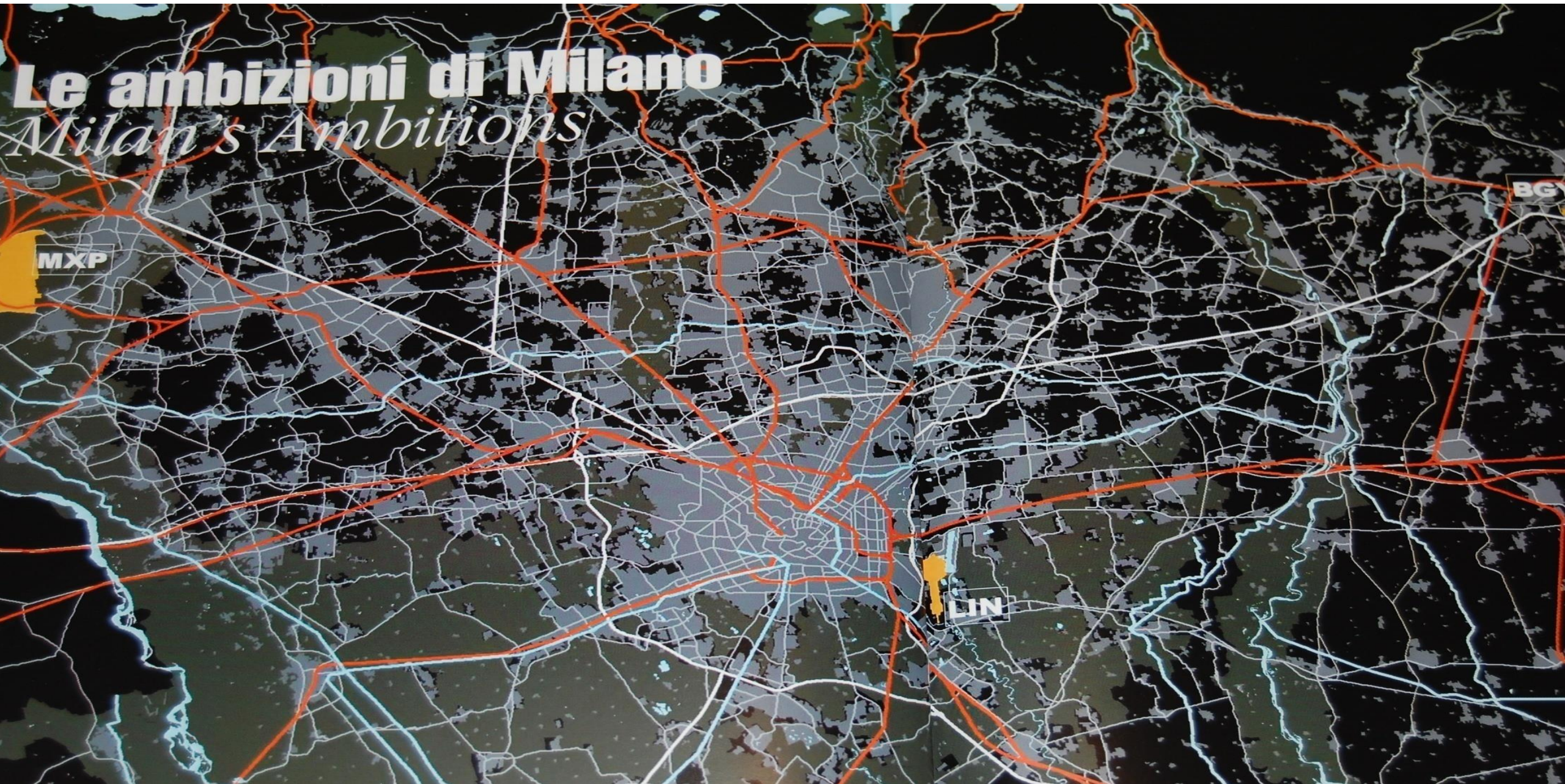
+115.000 students

+365.000 workers

+138.000 city users

Le ambizioni di Milano

Milan's Ambitions



Bicocca Pirelli RE

Vittorio Gregotti



Progetto Urbanistico e architettonico/
City-Planning Scheme and Architectural Project:
Gregotti Associati

Collina dei Ciliegi/Hill of Cherry Trees:
Land

Deutsche Bank:
Gino Valle

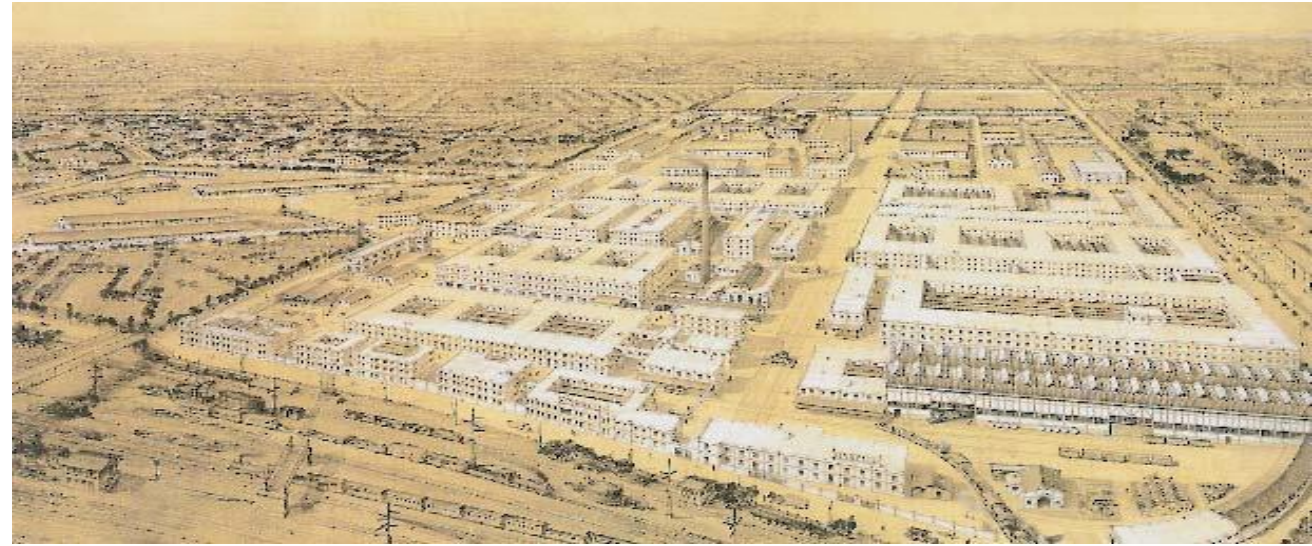
Centro Ricerca Cavi Pirelli/Pirelli Cable Research Center:
Boeri Studio

Bicocca Village:
Benedetto Camerana

1. Collina dei Ciliegi/Hill of Cherry Trees
2. Residenza dell'Esplanade/The Esplanade Residence
3. Pirelli RE Headquarters
4. Deutsche Bank
5. Centro Ricerca Cavi Pirelli/Pirelli Cable Research Center
6. Centro Ricerca Pneumatici Pirelli/Pirelli Tire Research Center
7. Tre Palazzi Torre/Three Office Towers
8. Sede del Gruppo Siemens/Offices of the Siemens Group
9. Dipartimenti scientifici dell'Università degli Studi di Milano/
Scientific Departments of the Università degli Studi of Milan
10. Dipartimenti umanistici dell'Università degli Studi di Milano/
Arts Departments of the Università degli Studi of Milan
11. Residenza La Piazza/La Piazza Residence
12. Istituto Neurologico Carlo Besta/
Carlo Besta Neurological Institute
13. Centrale sperimentale AEM/AEM Experimental Power Plant
14. Bicocca Village
15. Hangar Bicocca
16. Teatro degli Arcimboldi
17. Sede del Consiglio Nazionale delle Ricerche/
Seat of the National Research Council
18. Residenza in via Emanuelli/Residence on Via Emanuelli
19. Residenza Cooperativa in via Sesto San Giovanni/
Cooperative Residence on Via Sesto San Giovanni

Bicocca Pirelli RE

- The Pirelli factories first settled at Bicocca in the early 20th century, as a part of the company's strategy to move its facilities away from the city centre.
- The first location of the company, founded by Giovanni Battista Pirelli in 1872, was the site where the Lombardy Region skyscraper is today (designed by Gio Ponti and built by Pirelli in the 1960s).



Bicocca Pirelli RE

- Up until the 1970s, the production factories of Pirelli, Breda and Falk in the municipality of Sesto San Giovanni have been a real industrial district in the Milan metropolitan area.
- Later, facilities in the Bicocca area were progressively closed, and discussions started on how to reuse these sites.
- In 1983, the City and Pirelli signed a zoning agreement,
- based on which some Pirelli production and management functions would remain, and the rest of the area redeveloped.
- In 1985, Pirelli called an international design competition, won by the Gregotti Associati group.

Bicocca Pirelli RE

- Total surface 676.000 sqm
- Total built up area 628.366 sqm
- Productive use 135.227 sqm
- Residential 132.177 sqm
- Offices 226.514 sqm
- Education and research 114.200 sqm
- Retail and services 20.248 sqm
- Public facilities 49.590 sqm
- Green areas, squares and boulevard 253.143 sqm
- Sport facilities 77.500 sqm







3. Pirelli RE Headquarters

L'edificio di dieci piani del quartier generale del gruppo Pirelli RE conserva intatta l'imponente torre di raffreddamento del-

l'impianto industriale dismesso racchiudendola in una hall a tutta altezza chiusa su tre lati dai corpi degli uffici e aperta sul quarto lato da una grande vetrata. Al piano terra della torre si trova un auditorium di 360 posti, alla sommità la sala del consiglio e nei piani intermedi altre sale riunioni raggiungibili con passerelle dai corpi laterali.

- The ten-story building of the headquarters of the Pirelli RE group preserves intact the imposing cooling tower of the disused industrial plant, enclosing it in a hall running the entire height of the construction and closed on three sides by the blocks of the offices, while the fourth side consists of a large expanse of glass. A 360-seat

auditorium is located on the ground floor of the tower, while the board room is at the top and the intermediate floors house more meeting rooms that are accessible by footbridges from the lateral blocks.



Saverio Lombardi Vallauri



5. Centro Ricerca Cavi Pirelli/Pirelli Cable Research Center

Per la sede della ricerca cavi è stato ristrutturato un edificio esistente su progetto di Boeri Studio. Il rivestimento esterno con le lastre di vetro di varie dimensioni scandisce le facciate alternando vuoti e pieni.

- To house the cable research center an existing building has been renovated to a design by the Boeri Studio. The outer facing with panes of glass of different dimensions creates a pattern of solids and voids on the façades.



Paolo Rosselli

4. Deutsche Bank

L'edificio si trova alla estremità sud di Bicocca in direzione del centro città. Progettato da Gino Valle, è costituito da corpi fabbrica di 7 piani articolati attorno a due corti chiuse verso sud e aperte con leggera rotazione verso la Collina dei ciliegi. Lo sfalsamento dei corpi sulla facciata principale a sud articola la compattezza del volume e il grande sbalzo dei piani superiori dell'ala ovest conferisce una dinamicità imprevista alla massa imponente del complesso.

- The building is located at the southern end of the Bicocca, in the direction of the city center. Designed by Gino Valle, it consists of seven-story-high blocks laid out around two courtyards that are closed to the south and open up with a slight rotation toward the Hill of Cherry Trees. The staggering of the blocks on the main front facing to the south breaks up the solidity of the volume and the large overhang of the upper floors of the west wing bestows an unexpected dynamism on the imposing mass of the complex.



Michele Nastasi

7. Tre Palazzi Torre/Three Office Towers

Le tre torri di uffici, nove piani e 32 metri di altezza, compongono un insieme avvalorato dalla soluzione unitaria del basamento dei primi tre piani rivestiti in pietra. Alla quota della piazza si trova un porticato con passaggi pedonali e attività commerciali. Per il resto i singoli edifici si differenziano per l'utilizzo di forme e materiali diversi.

- The three office towers, nine stories and 32 meters high, form an ensemble that is strengthened by the unitary solution of facing the base of the first three floors in stone. At the level of the square is set an arcade with pedestrian passageways and commercial activities. For the rest, the individual buildings are differentiated by the utilization of a variety of forms and materials.



8. Sede del Gruppo

L'edificio a dop
percorsi pedona
gresso principal
la Collina dei Ci
qui si ac
azienda



9. Dipartimenti scientifici dell'Università degli Studi/ Scientific Departments of the Università degli Studi

Il complesso dell'Università per le facoltà di Biologia, Scienze Ambientali, Fisica e Statistica è costituito da due edifici a "C", disposti specularmente a formare la piazza interna attraversata dall'asse centrale pedonale nord-sud e articolata da quattro patii seminterrati. Le facciate hanno una trama simmetrica di finestre quadrate contornate da infissi bianchi e da rivestimenti di pannelli prefabbricati verniciati in rosso.

- The complex of the university's departments of Biology, Environmental Sciences, Physics and Statistics is made up of two C-shaped buildings, arranged symmetrically to form the internal plaza traversed by the central pedestrian axis that runs

from north to south and is punctuated by four sunken patios. The façades have a symmetrical pattern of square windows with white frames and are clad in prefabricated panels that are painted red.



Saverio Lombardi Vallauri

corpi son
gna e la
scaffale
50.000
■ Two
building
contain
Jurispru
ciology
façades
chitectu
other pa
the bri
blocks a
bly hall
that ho
on oper



Michèle Nastasi

11. Residenza La Piazza/La Piazza Residence

Il complesso residenziale attorno a una piazza su due livelli occupa il centro geometrico della Bicocca. La piazza ribassata accessibile da scalinate è uno degli spazi pubblici più importanti del quartiere avendo numerose attività commerciali legate alla residenza. Anche le torri di 11 piani hanno il piano terra e il piano ribassato destinati ad attività commerciali. Un elemento di spicco che chiude la piazza verso nord è l'edificio di 14 piani alto 52 metri, destinato ad alloggi e servizi universitari.

■ The residential complex laid out around a split-level square that occupies the geometric center of the Bicocca. The sunken square accessible by flights of steps is one of the most important public spaces in the district, housing numerous commercial activities linked to the residence. The eleven-story towers also have their ground floors and basements devoted to commercial activities. A prominent element that closes off the square to the north is the 52-meter-high building of fourteen stories, which will be used for accommodation and university services.



Michèle Nastasi



19. Residenza Cooperativa in via Sesto San Giovanni/ Cooperative Residence on Via Sesto San Giovanni

Due lunghi corpi in linea paralleli sono conclusi da una doppia torre di 46 metri che funge da landmark del quartiere di Bicocca. Nei due corpi in linea che racchiudono una corte allungata è ripresa l'altezza dell'antistante edificio dell'Università.

- Two long and parallel linear blocks are concluded by a double tower of 46 meters that acts as a landmark for the Bicocca district. The two linear blocks that enclose an elongated courtyard are the same height as the university building front.





Bicocca Pirelli RE

- Process began in 1985: agreement among Municipality, Region of Lombardia, Province of Milan and Pirelli Company to transform the former industrial area into a “Multifunctional Technology Centre”
- 1989: Pirelli launched an international competition, won by Vittorio Gregotti
- Nowadays Bicocca is used every day by over 40.000 people (residents: more than 1.000 families, university students, workers in the research centres and companies)



Ex Fiera City Life

Zaha Hadid, Arata Isozaki,
Daniel Libeskind, Pier Paolo Maggiora

Progetto urbanistico e architettonico/
City-Planning Scheme and
Architectural Project:

Zaha Hadid, Arata Isozaki,
Daniel Libeskind, Pier Paolo Maggiora

Developer: CityLife

Arata Isozaki

1. Torre A/Tower A
2. Residenze/Residences

Zaha Hadid

3. Torre B/Tower B
4. Residenze/Residences

Daniel Libeskind

5. Torre C/Tower C
6. Residenze/Residences
7. Museo delle Arti Contemporanee/
Museum of Contemporary Arts

Pier Paolo Maggiora

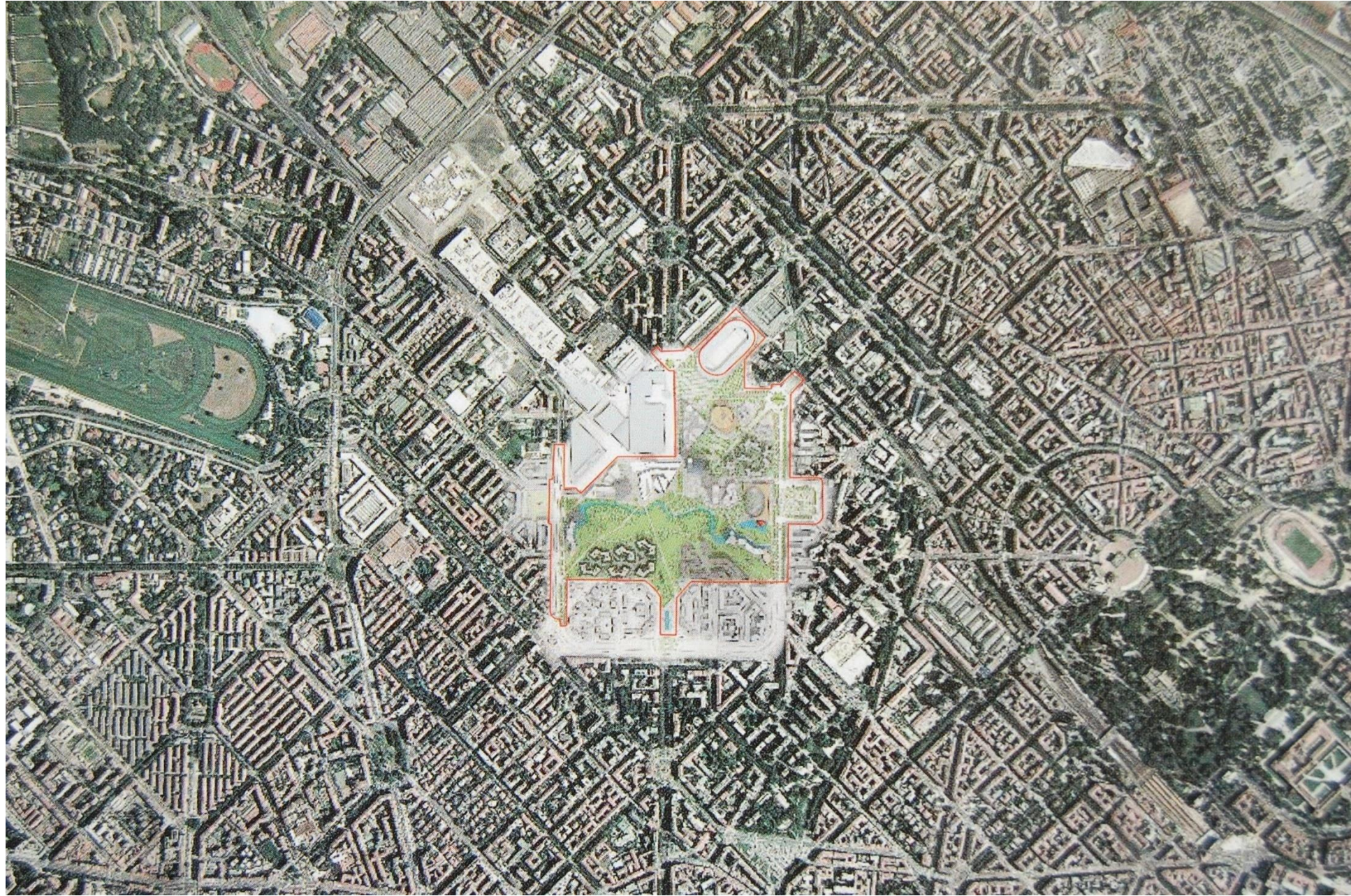
8. Residenze/Residences
9. Centro Servizi/Personal Services Center
10. Palazzo delle Scintille/Palazzo delle Scintille

Ex Fiera City Life

- Process began with the decision to relocate the Exhibition site to the new area on the axis Rho-Pero
- The historic district of the Milano Trade Fair was moved in 2005 to the new area
- In April 2003 the Fondazione Fiera launched an international competition for the transformation of the area
- In December 2005 the Municipality of Milan adopted the Integrated Plan of Intervention

Ex Fiera City Life

- Total surface: 366.000 sqm
- Total cost: € 1.5 billion included the land purchase cost
- 4.000-4.500 new residents





Progetto urbanistico e architettonico/
City-Planning Scheme and
Architectural Project:
Zaha Hadid, Arata Isozaki,
Daniel Libeskind, Pier Paolo Maggiora

Developer: CityLife



ity and for an expansion of the
nd to the surrounding spaces.
the aforementioned phase com-
with the decision on the part of
sign the realization of the trans-
ed area, with its new uses, at the
n which a number of Italian and
e taken part, with the involve-
own architects on the interna-

presented proposals, in addition
e group, were: Pirelli RE with the
Workshop; Risanamento with
ank O. Gehry Partners LLP, Rafael
i, Richard Burdett-LSE Cities,
with Jean Pierre Buffi, Antonio
gne, Anna Giorgi, Pierluigi Nicol-
talo Rota, AIG Lincoln Italia with
ominique Perrault, Foreign Office
lon, Michele De Lucchi, Sanaa,
+Garretti and Buro Happold LLC.
s of qualitative evaluation classi-
yLife, Pirelli RE and Risanamento)
subsequently did the best finan-
titive bidding, assign the area to
made up of Generali Properties,
re Lombarda and Lamaro Appalti
Hadid, Isozaki, Libeskind and

the Municipality of Milan finally
Plan of Intervention. Discussions
led in this phase to some signifi-
scheme, with the 255,000 square
transformation covered by the
the 366,000 square meters of the



1. Torre A/Tower A

La torre A progettata da Arata Isozaki con pianta rettangolare presenta un involucro a doppia parete con la vetrata esterna caratterizzata da una successione di "rigonfiamenti"

orizzontali e delle balze che trapuntano il pacchetto superficiale. L'edificio è "puntellato" al suolo da due grandi sostegni obliqui incernierati alla quota del quindicesimo piano, mentre l'altezza totale dell'edificio di quaranta piani destinati a uffici supera i 200 metri.

- Tower A, designed by Arata Isozaki with a rectangular plan, has a double-walled envelope with the outer layer of glass characterized by a series of horizontal "swellings" and ledges that give the surface a quilted appearance. The building is "buttressed" on the ground by two large slanting supports hinged to the level of the sixteenth floor, while the total height of the forty-story office building exceeds 200 meters.

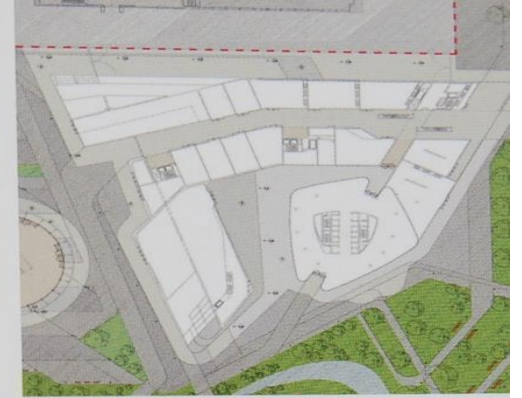


surface a quilted appearance. The building is "buttressed" on the ground by two large slanting supports hinged to the level of the sixteenth floor, while the total height of the forty-story office building exceeds 200 meters.

3. Torre B/Tower B

Il tema della torre B, progettata da Zaha Hadid, è quello della torsione. L'edificio, destinato a uffici, è un parallelepipedo a pianta quadrangolare dagli spigoli stondati che subisce una contorsione in elevazione per tutta l'altezza dei 170 metri. I due solchi che percorrono verticalmente la torre determinano la scomposizione del volume in due gusci.

- The theme of Tower B, designed by Zaha Hadid, is that of torsion. The building, to be used for offices, is a parallelepiped with a quadrangular plan and rounded corners that undergoes a contorsione in elevation for the entire height of the 170 meters. The two grooves that run vertically through the tower determine the decomposition of the volume into two shells.



5. Torre C/Tower C

La torre C, di Daniel Libeskind, è sagomata come una lastra incurvata con due superfici di facciata a doppia curvatura come fossero ritagliate da una calotta sferica. Il volume della lastra incurvata è sorretto nella parte convessa dell'estradosso dal corpo verticale della struttura delle scale e degli ascensori. Anche questa torre è destinata a uffici.

- Tower C, by Daniel Libeskind, is shaped like a curved slab with two surfaces that have a double curve as if they had been cut out of a segment of a sphere. The volume of the curved slab is supported in the convex part of the upper surface by the vertical body of the structure of the staircases and elevators. This tower will also house offices.







6. Residenze/Residences

Le residenze progettate da Daniel Libeskind nella zona sud-ovest, su viale Duilio e via Spinola, hanno un impianto definito da sei edifici di circa dieci piani distribuiti con criterio pittoresco nell'area di pertinenza in modo da formare una sorta di enclave o comparto caratteristico.

- The residences designed by Daniel Libeskind in the southwest zone, on Viale Duilio and Via Spinola, are distributed over six buildings of about ten stories arranged in a picturesque manner in the area, in such a way as to form a sort of enclave or characteristic sector.





2. Residenze/Residences

La zona residenziale progettata da Arata Isozaki è collocata a nord-est, su viale Boezio, a ridosso della zona centrale delle tre torri e di fronte al previsto Museo delle Arti Contemporanee. I sei edifici che costituiscono il complesso, anch'essi circondati dal verde, sono disposti in una insolita pianta a "stella".

- The residential zone designed by Arata Isozaki is located to the northeast, on Viale Boezio

close to the central zone of the three towers and opposite the planned Museum of Contemporary Arts. The six buildings that make up the complex, also surrounded by parkland, are arranged in an unusual "star" pattern.



4. Residenze/Residences

A sud-est, su via Belisario, Zaha Hadid ha progettato un'area residenziale composta di edifici in linea che percorrono traiettorie spezzate e vanno a collegarsi a tracciati e allineamenti esistenti. L'immagine "futuristica" è rafforzata dall'alternanza di fasce opache e vetrate che si rincorrono orizzontalmente in facciata.



- To the southeast, on Via Belisario, Zaha Hadid has designed a residential area composed of buildings arranged in lines that follow broken trajectories and link up with existing layouts and alignments. The "futuristic" image is reinforced by the alternation of opaque and glazed bands that run horizontally across the façade.

9. Centro Servizi/Services Center

Un centro servizi con una pianta dalla forma organica ospiterà le attività che puntano a incentivare la vitalità dell'area con ristoranti, bar, locali per il tempo libero, esercizi commerciali, cinema, banche e uffici postali. Il vicino centro del Design a pianta triangolare è progettato da Pier Paolo Maggiora. In questo edificio contiguo al Museo delle Arti Contemporanee si prevede che avranno sede gli showroom di numerose aziende del settore del design.

■ A personal services center with an organically shaped plan will house the activities that are intended to stimulate the vitality of the area, with restaurants, bars, places of entertainment, stores, movie houses, banks and post offices. The nearby Design Center with a triangular plan is designed by Pier Paolo Maggiora. This building adjoining the Museum of Contemporary Arts will house the showrooms of numerous companies working in the design sector.

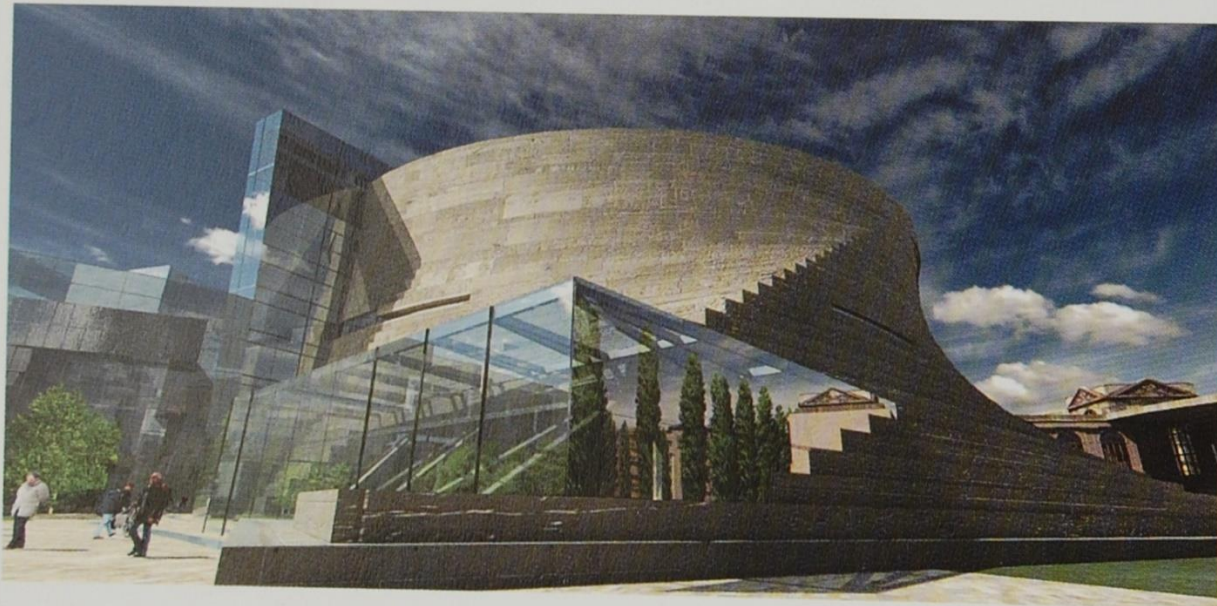


7. Museo delle Arti Contemporanee/ Museum of Contemporary Arts

Il Museo delle Arti Contemporanee – istituzione dedicata al ruolo di Milano in questo settore – è tratteggiato da un progetto di Daniel Libeskind dove si mette in mostra una trasfigurazione della pianta quadrata di base nella sagoma circolare di copertura tramite una graduale deformazione verticale. Il futuro Museo delle Arti Contemporanee sarà realizzato in collaborazione con la Triennale di Milano.

- The Museum of Contemporary Arts—an institution dedicated to Milan's preeminent role in this sector—is outlined in a

project by Daniel Libeskind, in which the square plan of the base is transfigured into the circular shape of the roof by a gradual vertical deformation. The future Museum of Contemporary Arts will be realized in collaboration with the Milan Triennale.





Lotus International 131 2007

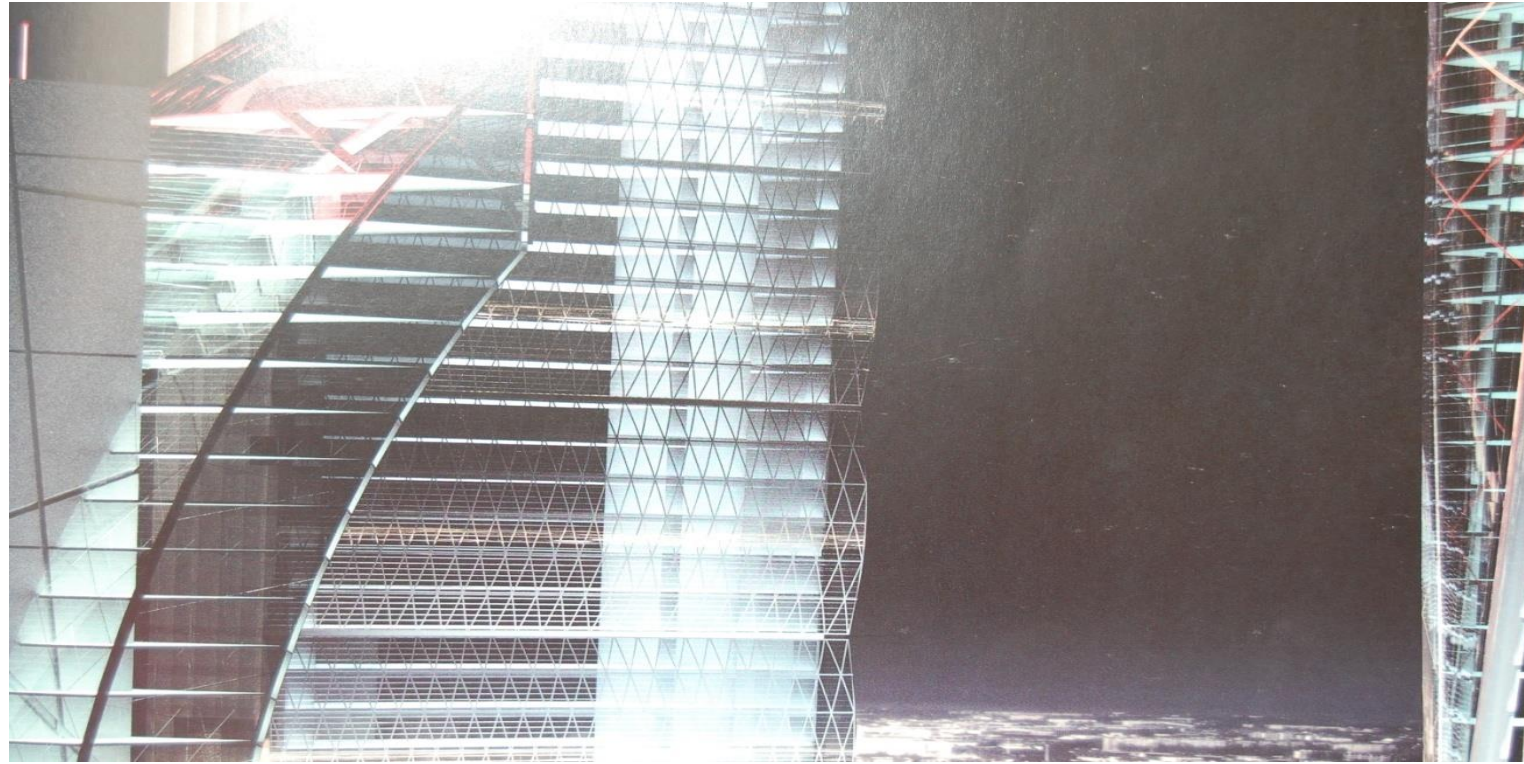
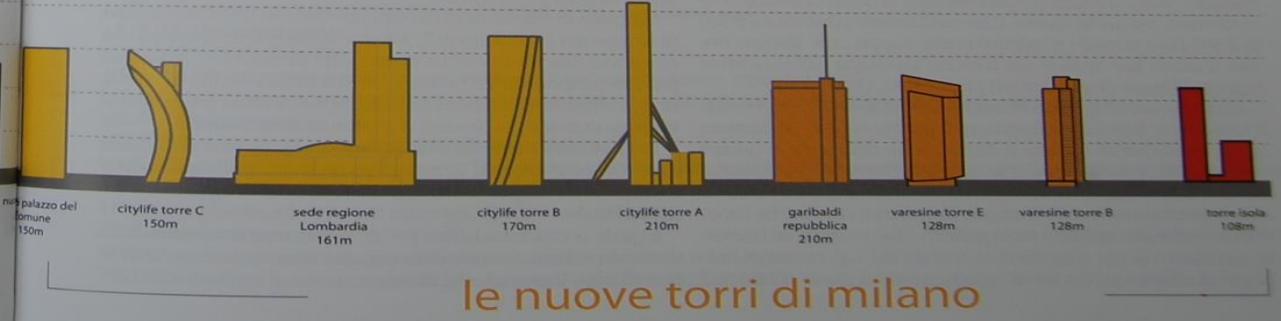
MILANO BOOM

“From the ethic of production to the aesthetics of consumption”

Gregotti approach: still a city-centred approach, in opposition to the spectacular effects of the last generation projects

Isozaki/ Libeskind/ Hadid: research of new icons for a global city

Norman Foster: enchanting exclusive areas, a sort of new gated communities





Santa Giulia Risanamento

Foster and partners, Caputo Partnership, Urb.A.M., RAUM, West 8

1. Stazione Milano Rogoredo/Milan Rogoredo Station
2. Sede Sky/Sky Headquarters
3. Residenze-Cooperative/Residences-Cooperatives
4. Strutture alberghiere/Hotel Structures
5. Centro civico/Civic Center
6. Residenze studenti/Student Housing
7. Parcheggi/Car Park
8. Parco/Park
9. Centro congressi/Conference Center
10. Zona commerciale/Commercial Area
11. Boulevard
12. Cinema multisala/Multiscreen Cinema
13. Chiesa Santa Giulia/Church of Santa Giulia
14. Ex-Centrale elettrica/Former Power Plant
15. Residenze Crescent/Crescent Residences
16. Parco privato/Private Park

Committente/Client:

Milano Santa Giulia spa (Gruppo Risanamento)

Progetto urbanistico/City-Planning Scheme:

Norman Foster, Studio Foster + Partners

Paolo Caputo, Studio Caputo & Partnership Arch.

Marco Cerri, Urb.A.M. spa

Giovanni Carminati, RAUM srl

Progetto urbanizzazioni primarie e secondarie/
Preliminary and Secondary City-Planning Projects:

Proiter srl

Progettisti Associati spa

West 8

Studio arch. Giorgetta

Sistema Duemila spa

Santa Giulia

- 1.200.000 sqm total surface
- Congress centre, park, school...
- Residential buildings: 270.885 sqm
- Offices: 162.785 sqm

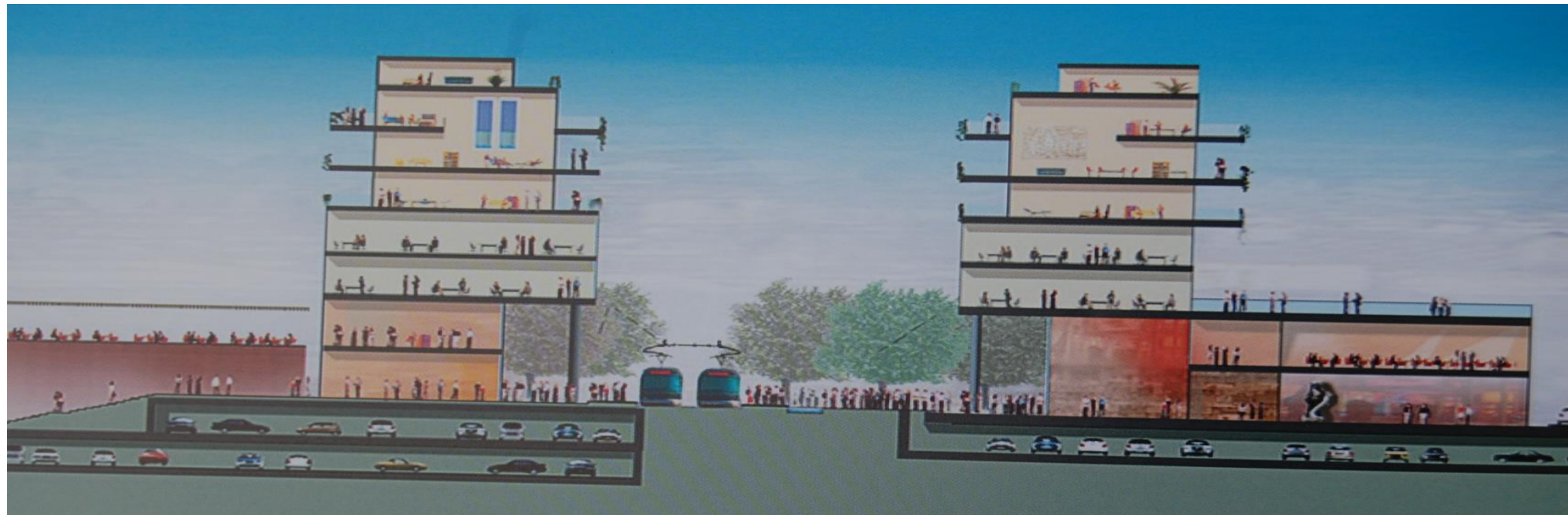
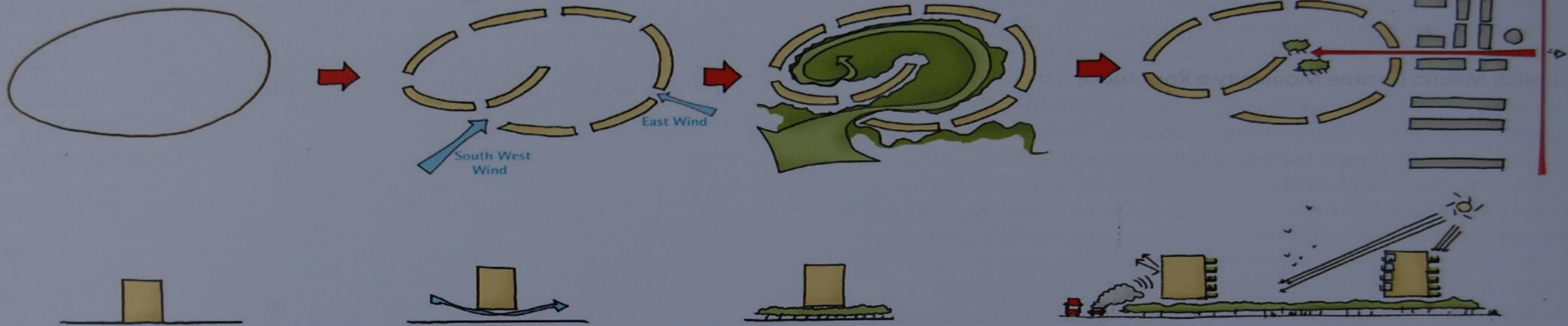
- Cost 4.5 billion euro
- 605 luxury apartments
- Private park 4.5 hectares
- Residential buildings 8 floors

Santa Giulia

- March 2005: agreement between Municipality and Risanamento spa for an Integrated Intervention Program
- Former industrial area Montedison and steel factories Redaelli







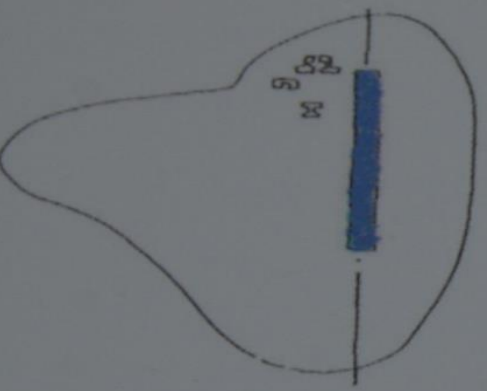


Montecity Avenue

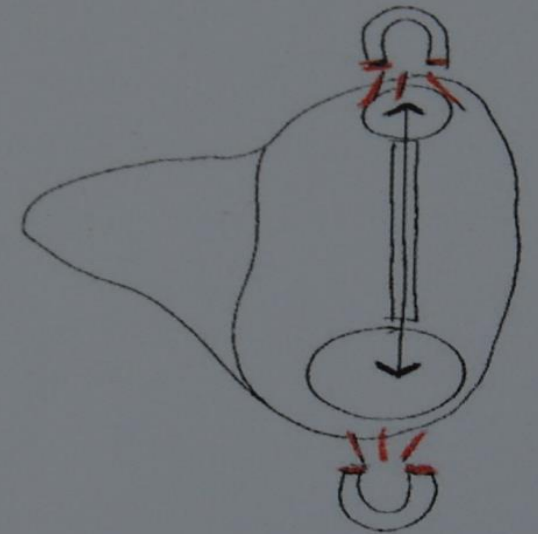
L'insediamento a nord-est, la parte pedonale di Milano Santa Giulia con una porta di ingresso rappresentata da Centro Congressi ed dalla exhibition hall (per una superficie di 32.000 mq), è pensata come il punto focale della lunga prospettiva del parco tra Rogoredo e Montecity. La "promenade" lunga circa 500 metri e percorsa dalla linea tranviaria collega il centro congressi e il nucleo commerciale a sud con il cinema multisala e il centro multimediale a nord. Sulla "promenade" affacciano residenze, strutture commerciali – tra cui una sede della Rinascente progettata dallo Studio Schaefer Hosoya – strutture di servizio e per il tempo libero; alle spalle di questo sistema si trovano uffici e alberghi con corti e giardini.

■ The settlement to the northeast, the pedestrian part of Milano Santa Giulia with an entrance gate represented by the Conference Center and Exhibition Hall (with an area of 32,000 square meters), is conceived as the focal point of the long vista of the park between Rogoredo and Montecity. The roughly 500-meter-long "promenade" accompanied by a streetcar line links the conference center and the commercial complex to the south with the multiscreen cinema and multimedia center to the north. Onto the promenade face residences, commercial structures (including a branch of the La Rinascente department stores designed by the Schaefer Hosoya Studio) and service and leisure facilities; at the rear of this system are located offices and hotels with courtyards and gardens.

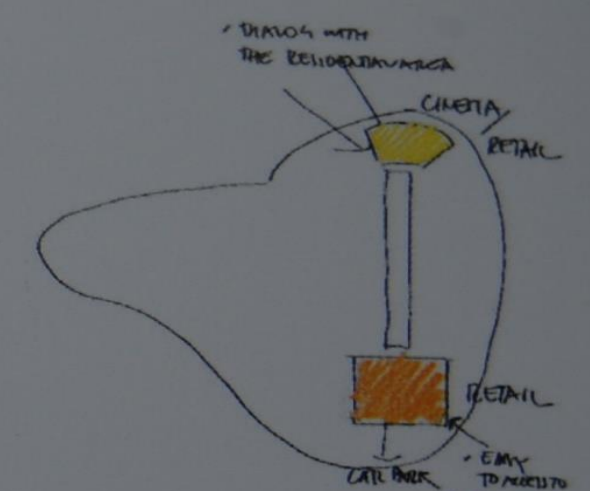




THE PROMENADE

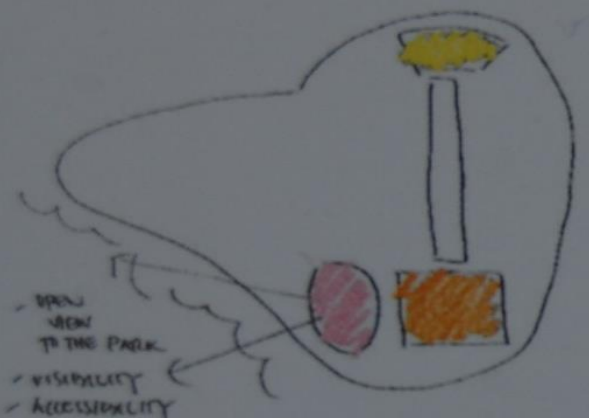


THE TWO MAGNETS!



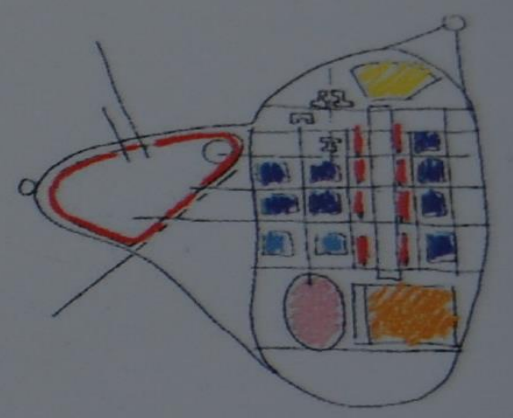
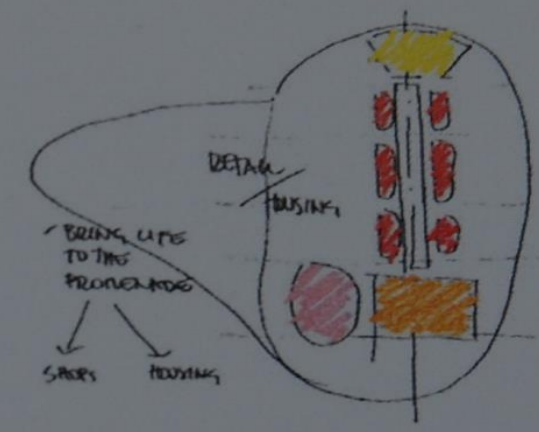
LOOKING AT THE BRIEF...

- RETAIL
- CINEMA

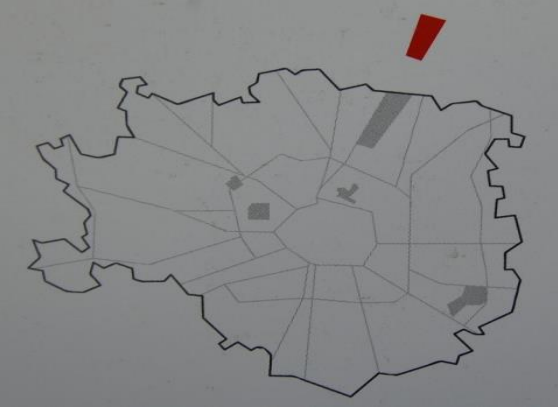


LOOKING AT THE BRIEF...

- RETAIL
- CINEMA
- CONCRETE LEAF



INTERNAL CIRCULATION 2



Falck Sesto San Giovanni Risanamento Renzo Piano Building Workshop

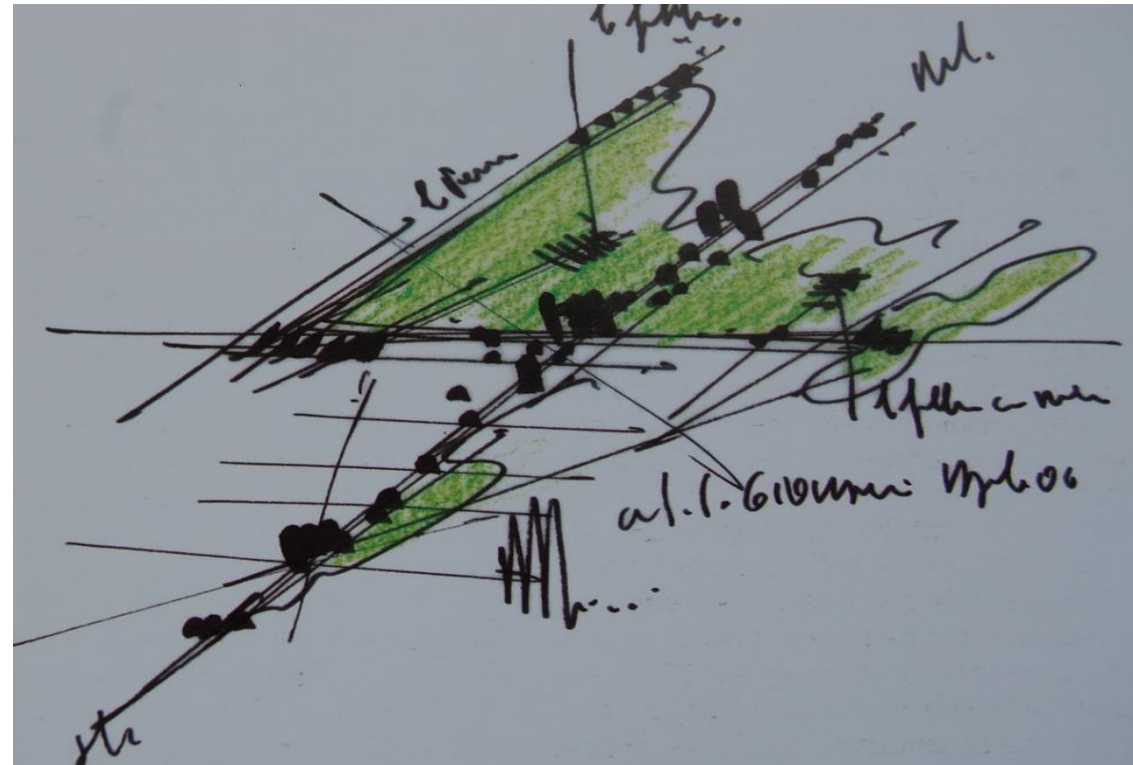
Progetto Urbanistico/City-Planning Scheme:
Renzo Piano Building Workshop
Con/With: Caputo Partnership srl

Paesaggio/Landscape:
Atelier Corajoud
Franco Giorgetta

Energia/Power:
Buro Happold
Carlo Rubbia
Pianeta srl

Viabilità/Traffic:
Systematica spa

Developer: Risanamento spa





Area Falck

- 1.300.000 sqm total surface
 - 1.000.000 sqm park
 - Residential towers: 40-90 m
-
- Steel factories Falck and Marelli: closed 1996
 - Risanamento purchased the land in 2005
 - Renzo Piano presented a project in 2006

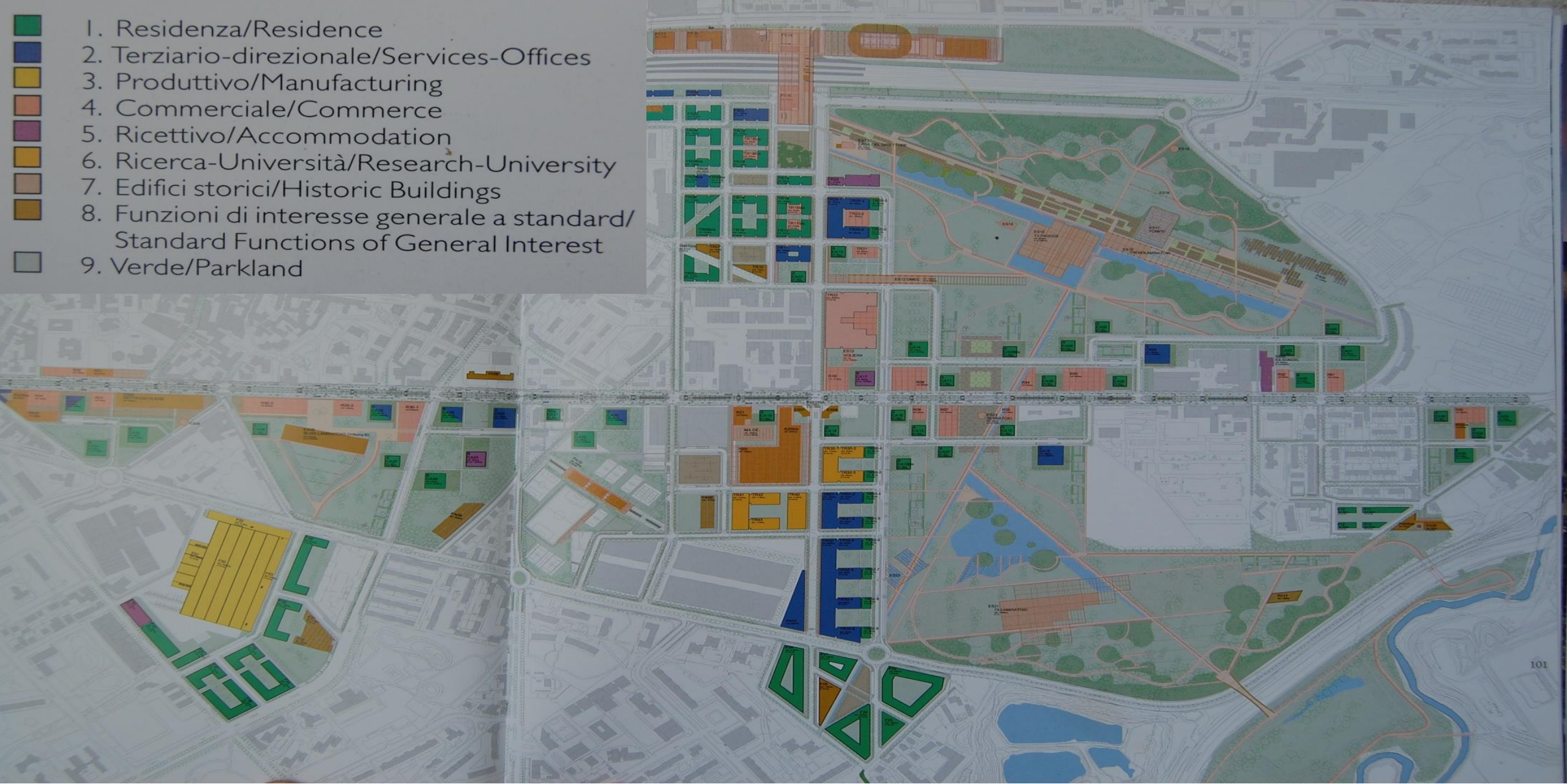
Il parco/The Park

La scelta di costruire per la maggior parte torri di media altezza ha permesso di ottenere – su circa 1.300.000 mq di superficie fondiaria – un'estensione di circa 916.000 mq per un parco aperto al pubblico, cui si devono aggiungere le aree di verde privato sottoposte ad asservimento d'uso pubblico. Il parco come superficie unitaria a verde delimitata dagli assi viari stabilisce il nuovo contesto di riferimento per gli edifici di progetto e anche per le strutture superstiti delle ex acciaierie.

■ The choice to build mostly towers of medium height has made it possible to set aside—out of around 1,300,000 square meters of real estate—an area of about 916,000 square meters for a park open to the public, to which should be added the area of the private gardens that are also required to be open to public use. As a unified area of greenery bounded by the road axes, the park establishes the new context of reference for the planned buildings, as well as for the surviving structures of the former steelworks.

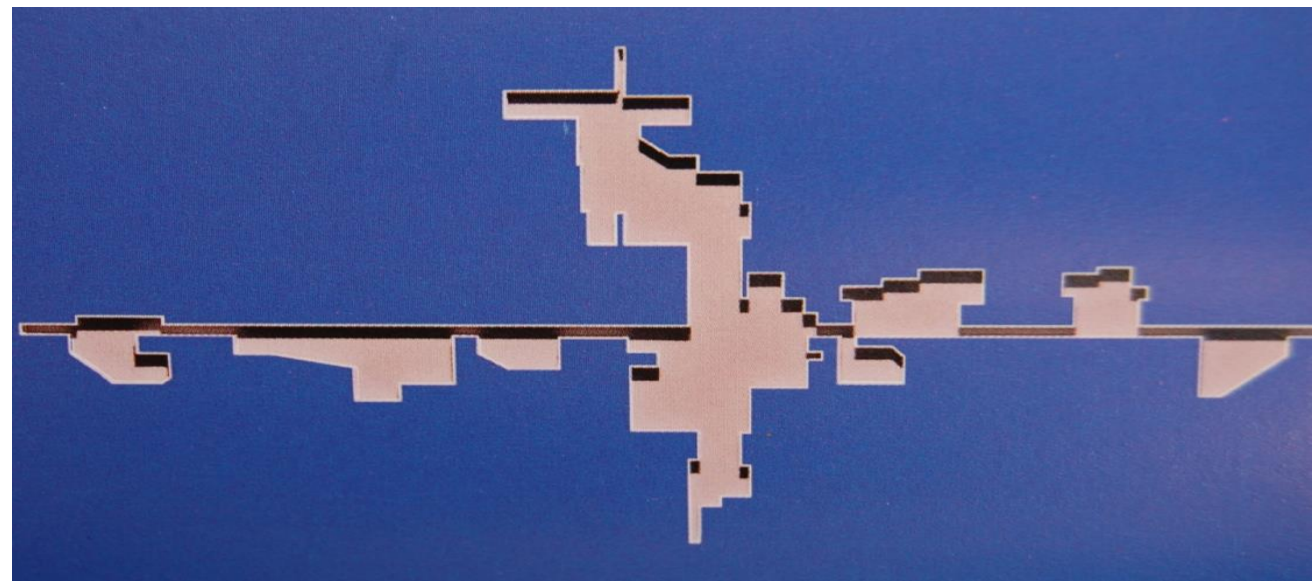
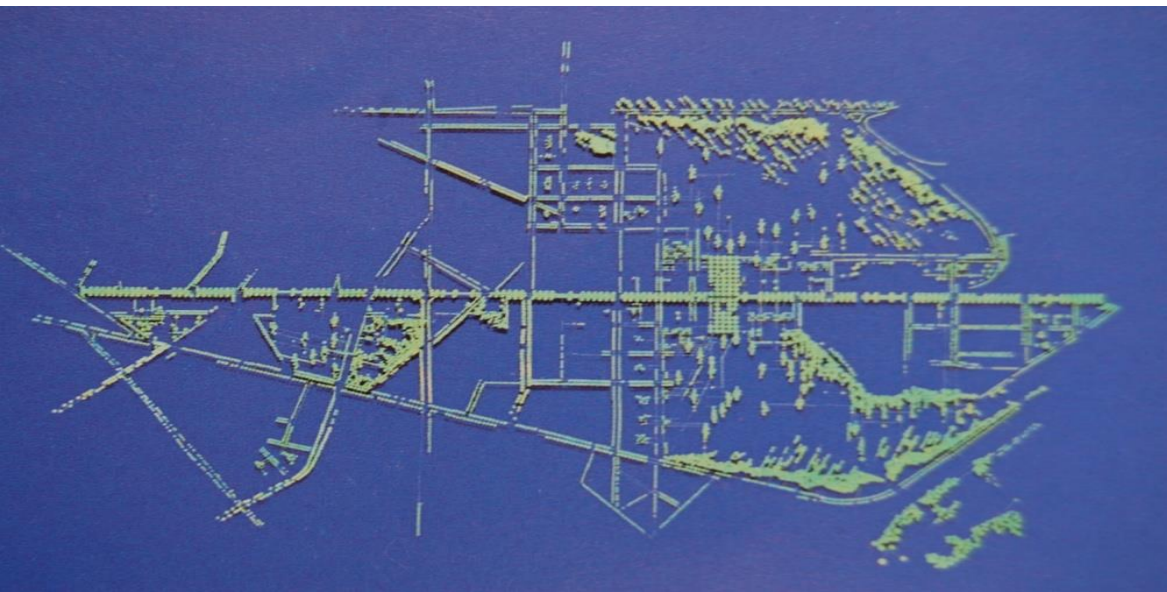
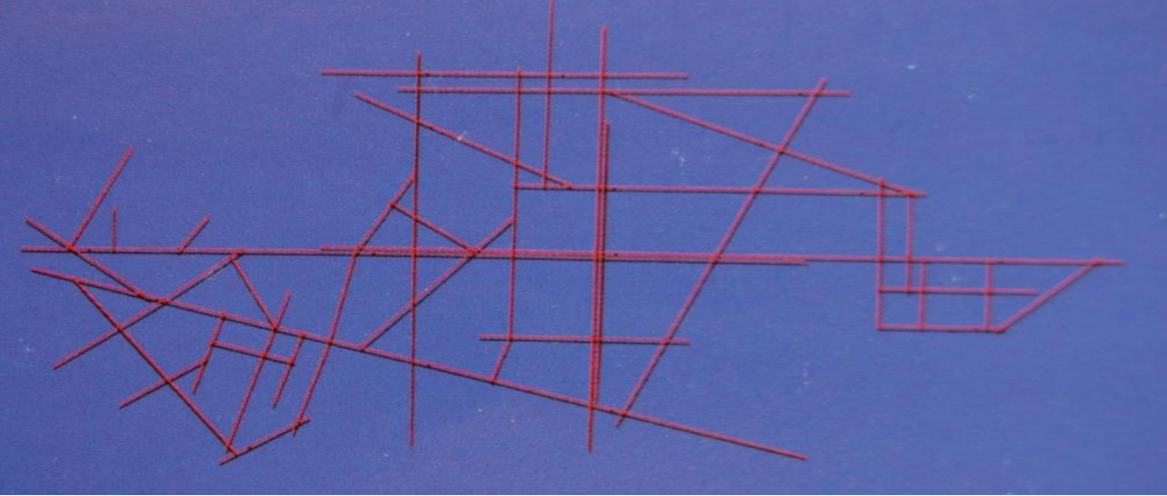


- 1. Residenza/Residence
- 2. Terziario-direzionale/Services-Offices
- 3. Produttivo/Manufacturing
- 4. Commerciale/Commerce
- 5. Ricettivo/Accommodation
- 6. Ricerca-Università/Research-University
- 7. Edifici storici/Historic Buildings
- 8. Funzioni di interesse generale a standard/Standard Functions of General Interest
- 9. Verde/Parkland

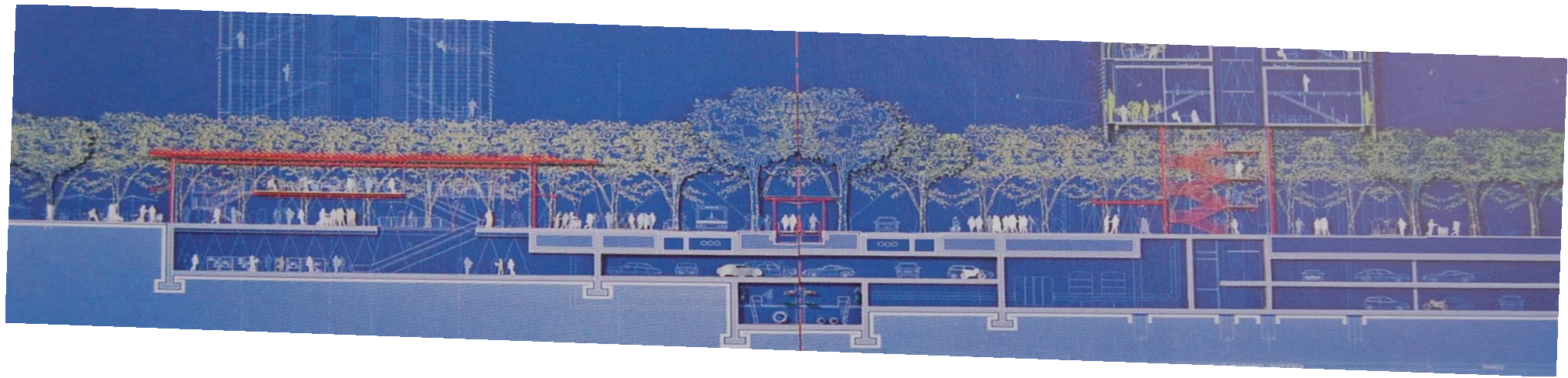




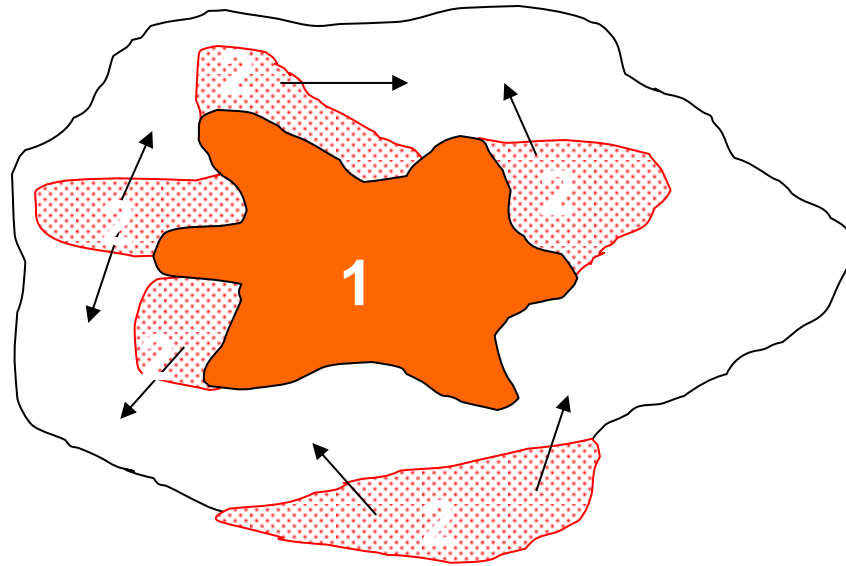








Future challenges for Milan



- 1) **Urban land**
- 2) **Not urbanised areas for public services**
- 3) **Not yet urbanised land for private development**

Same Floor Area Ratio to the areas 2 and 3

To be able to build in the areas 3 more development rights than those, which are allowed on those areas, are necessary

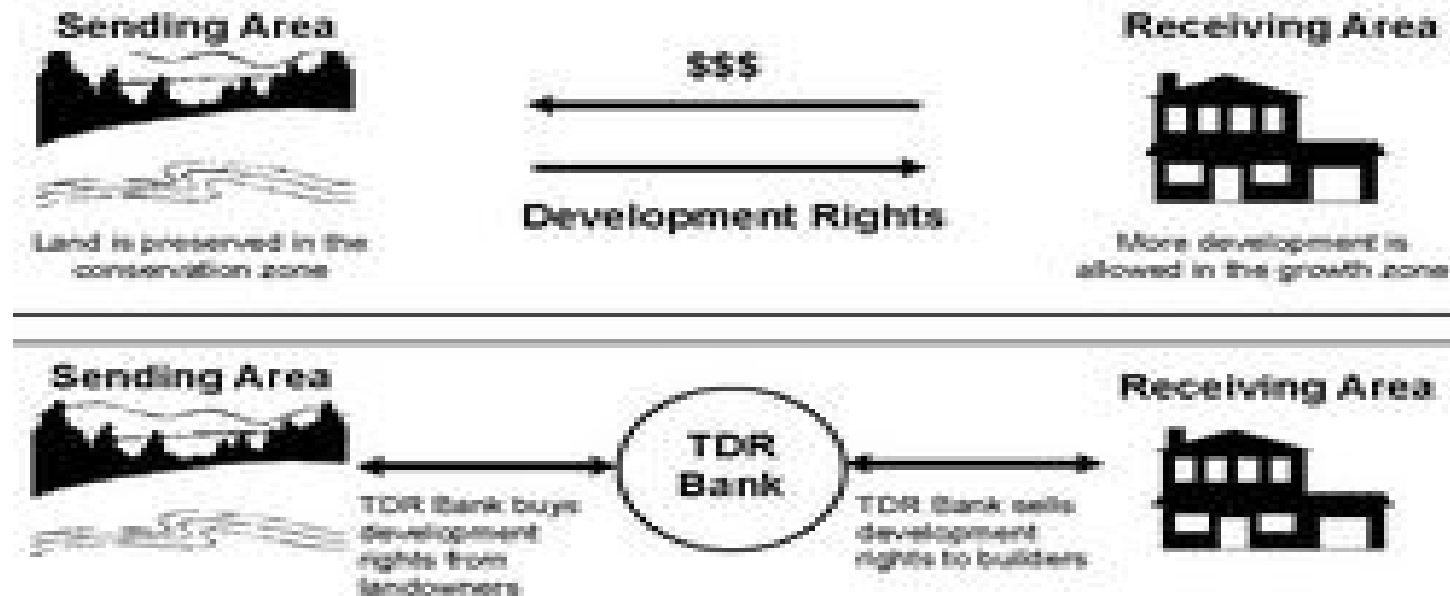
Landowners of areas 3 shall buy development rights from landowners of areas 2

A market of development rights among landowners of areas 2 and 3 is fostered

International lessons transfer from the USA

Transfer of Development Rights can result from:

- Direct transfer of development rights across landowners
- Transfer of development rights which rests on the mediation of a TDR bank



Risks and implications

An institution able to manage information on demand and supply of development rights is necessary

A public body in charge to control transparency of the market is necessary

Land values can be impacted in the short perspective

Legal issues in case of litigation are still unknown

Taxation of development rights is still unclear

STU of Cesena



STU NOVELLO

Location: Cesena

Client: 63% Comune di Cesena, 18% Private Owners,
17% Ferrovie dello Stato,
2% Demanio Militare

Developer: STU Novello

Investors: STU Novello, Private Investors

Architects: Simona Gabrielli with Studio GAP Associati

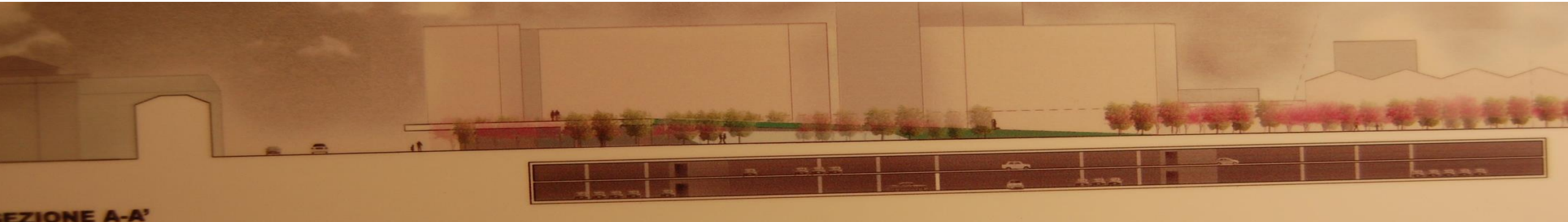
Masterplan Date: 2008

Status: Ongoing

Cost: 30.000.000 Euros

Functions: Residential, Tertiary, Commercial, Offices

Images courtesy Studio GAP Associati, Urbanpromo



The Waterfront of Naples

WATERFRONT

Location: Napoli

Client: Autorità Portuale di Napoli

Developer: Nausicaa

Architects: Michel Euvé, T-Studio, 3C+T

Masterplan Date: 2005

Status: Ongoing

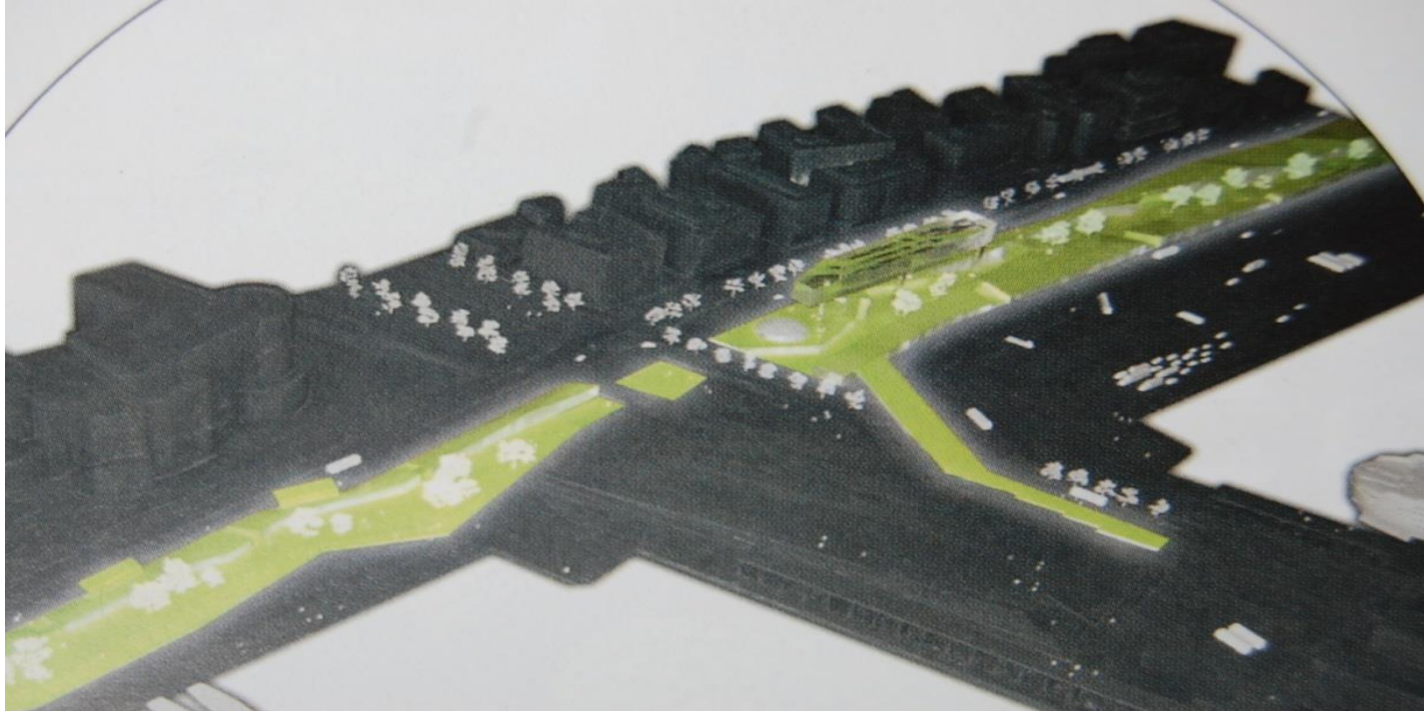
Masterplan Floorspace: 100.000 m²

Cost: 120.000 Euros

Functions: Leisure Activities, Commercial, Cultural, Ferry Terminal, Offices

Images courtesy TStudio, Urbanpromo





Planning process, land value, private and public interests.

- Complexity and contradictions of the private- public interaction
- Conflicts arising from the huge interests on land use

Follow – stop and think

- Which are the most important benefits that private sector can bring to the development of a balanced urban environment?
- Which major risks can derive from an uncontrolled presence of the private sector in the city development?
- As planner, how would you address the issue of balancing private and public interest in developing / regenerating cities?

References

- Lotus International (2007). Milano Boom. Vol. 131
- The Plan (2010). Urban Development. Vol. 039, December 2009 – January 2010, pp. 111-120
- L'Arca (2007). Vol. 222, February
- Area (2007). Real Estate, Vol. 92 May – June
- Area (2006). Real Estate. Vol. 86 May – June

The next...

- Come possiamo individuare le modalità giuste che ci consentono un approccio corretto al tema del progetto urbanistico ?
- Possiamo analizzare casi paradigmi dove la forma urbana si è generata attraverso modalità *forti* di progettazione urbanistica.
- I Casi paradigmatici possono essere individuati in funzione dell'elemento principale utilizzato per generare la forma urbana
- How can we find the right way that allows us approaching correctly to urban planning tool and urban design?
- We can analyse case studies where the urban form has been generated towards the implementation of strong urban design peculiarities.
- These case studies can be selected on the basis of the main «element» that has been used for generating urban form.

- **GRIGLIA/GRID**
- l'evoluzione del tema della griglia nel modello Barcellona Lo sviluppo urbano all'interno della regola della griglia (element: the GRID)
- **ISOLATO/BLOCK**
- la scelta tipomorfologica alla base dei processi generativi della forma urbana nel modello Amsterdam Dal plan Berlage alla questione dei grandi quartieri l'isolato
- **FLUSSI/INNOVAZIONE- FLOWS/INNOVATION**
- La rete dei flussi nell'era della globalizzazione connettività e progetto multiscalare.
- Casi paradigmatici