



Heritage sensitive regeneration projects in Italy:

1- The historic waterfront of Genova

2- Ravenna City Dock

OVERALL AIM:

Gaining knowledge about past and current urban practices encouraging regeneration processes



Erasmus+

The historic waterfront of Genova

- The big regeneration process of the waterfront started with the first intervention within the area of the Colombian exposition
- This area affected the Cotton storehouses, the Acquarius and the area between Caricamento square, Calata Rotonda, Mandraccio and Siberia gateway.
- The new cultural, productive and recreational heart of the city has grown with the conversion of the Ancient Port to a mixed use area, together with the restoration of the historic city centre.

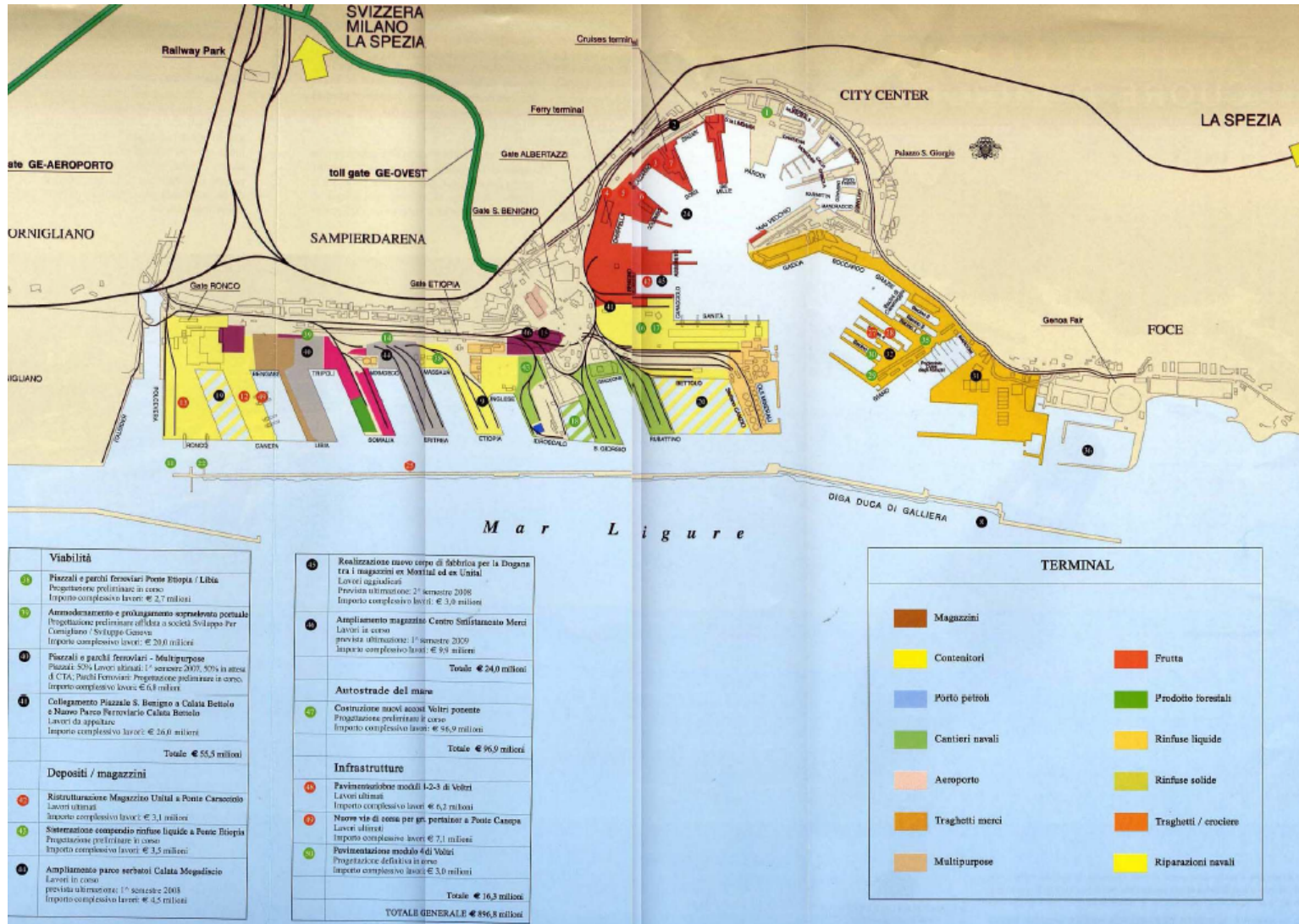
The historic waterfront of Genova

- Other important projects have followed the first intervention by creating a dynamic vibrant waterfront able to be one of the engines of the new urban economies

Strategies and plans.

- The Genova's strategic project conceives the port, culture, tourism, the environment and territory as key elements for a new solid and educational city.
- the new urban port park project has been strategically hired to a only one designer, Renzo Piano, who gave consistency and continuity to the project realization.

The historic waterfront of Genova



The Genova port's layout

The historic waterfront of Genova

The EXPO area



Source: Flickr

The historic waterfront of Genova

- The project's core idea is to provide new urban facilities, cultural uses and urban infrastructures to enhance the services for the citizens and to connect the historic port area with the entire city
- The process has been rooted on the coordination of several plans: the Genova Urban Plan, the landscape territorial coordination plan and the coastal territorial coordination plan.
- Many other urban programmes operating on the historic city centre have been activated by the Municipality in conjunction with these plans, to include new tertiary functions in the historic part of the city.

The historic waterfront of Genova

- Urban has led and financed physical interventions and economic and social revitalization of the city centre
- The Porta Soprana-Darsena Urban regeneration programme has foreseen urban and building revitalization interventions involving both the municipality and private real estate operators
- Neighbourhood contracts for the Giustiniani street has financed public housing interventions involving historic buildings, the restoration of street sections, regeneration of socio-economic sectors
- A Prusst (urban regeneration and sustainable development of the territory programme) has recovered the Municipal dock, the Parodi Bridge

The historic waterfront of Genova

- The City Plan is the overall development project for concretely undertaking all the urban policies for the city
- It is a strategic plan for all the transformations based on the promotion of a policentric and decentralized administration urban structures
- The same strategic approach is embedded in the waterfront regeneration plan, designed by Renzo Piano a the new Masterplan for Genova
- The City-Port Agency is a relevant example of how to engage the operators involved in the re development and management of the recovered areas.

The historic waterfront of Genova

- This is an experimental initiative in which the City and the port Authority of Genova have started a technical process aimed at optimize urban plans and project development.
- The goal is to define shared design solutions between the city and the port to avoid future conflicts and to encourage synergies
- In the waterfront regeneration other institutions are involved: the Liguria Region, the University of Genova, the San Paolo and Carige Bank, Palazzo Ducale S.p.A., Porto Antico S.p.A. and the Agency for transport and mobility of Genova.

The historic waterfront of Genova

- The project does not neglect the vitality and the driving role of port economies, for which a five-axis strategy is elaborated:
 - to favor the establishment of structures dedicated to receiving containers; to identify specific areas for the management of conventional loads;
 - to develop greater efficiency and effectiveness of intermodal networks by gradually widening the catchment area towards more accessible areas;
 - to create appropriate structures for the development of logistic services;
 - to realize the conditions to allow the development and the rooting of industries connected to the maritime-port sector

The historic waterfront of Genova

Urban, economic and social regeneration.

- The Magazzini del Cotone are the most incisive presence of redevelopment of the entire port basin affected by the project.
- They offer functions and attractions for an intergenerational public (bookstores, discos, shopping centers and galleries, cinemas, bars and restaurants, play areas).
- They have been reused as an exhibition space supported by a series of technological systems and services, whose placement required the design of a new structure joined with the ones of the Magazzini.

The historic waterfront of Genova

Urban, economic and social regeneration.

- These are flanked by the Aquarium, the buildings dedicated to catering and many other attractions settled along the basin of the Old Port, complemented by accommodation, residential and commercial activities that recall an intense use of the area.
- More recently, the recovery of the marina and the restructuring of the Galata District to build the Museum of the Sea, have integrated the cultural and tourist offer already over the historic port, using the facilities of a building always dedicated to "naval" activities and which today hosts an educational museum dedicated to the culture of the sea.

The historic waterfront of Genova

Urban, economic and social regeneration.

- The intervention policies that have oriented and managed the waterfront recovery project of the historic city have been able to activate a renewed economic interest on the part of entrepreneurs and investors, and the traffic of passengers shows an expansion that makes Genoa one of the first Mediterranean cities.
- The city also answers to the new social needs with interventions that involve the reduction of the marginalization of minors, the elderly and immigrants, placing among its main objectives the policies of promotion of well-being and quality of life, protection and prevention of the inconvenience of situations of fragility referred to the third and fourth ages.

Ravenna 'City Dock'

> an area of over 136 hectares which includes the old port district along the Candiano Canal, east of the city centre

> progressive decline of the port since the 1980s



(Source: ravennatoday.it)

1995



2004



Ravenna 'City Dock'

2012



- > importance of rethinking the urban regeneration of the City Dock in discernable stages, with the direct involvement of the local community
- > an occasion for organizing in the Dock some important pop-up events, such as art exhibitions, concerts etc.
- > final report with the aim to collect new strategies for the redevelopment of the area.
- > the report highlighted the inhabitants' need of living this central area of the city soon, claiming for effective urban regeneration actions.

Ravenna 'City Dock'

2015

2020



temporary (re)use strategy within a planning tool which is traditionally conformative and rigid for what concerns land-uses and building rights

Website Ravenna Riusi

('Re-uses in Ravenna')

> an exchange platform
to create a virtual space between
'who is offering' and 'who is searching'

<http://rup.comune.ra.it/Darsena-RIUSI>



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