

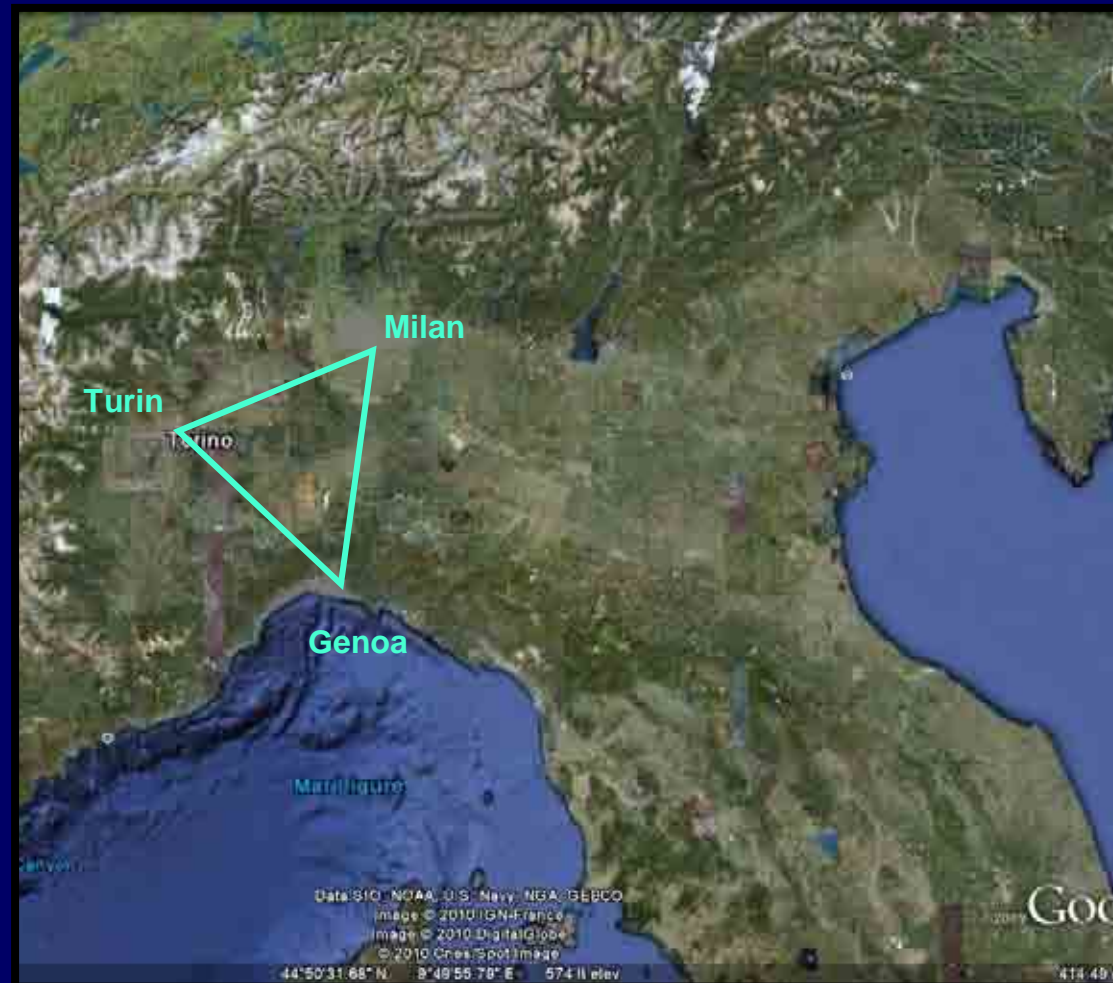
Urban Policy in Italy
The Genoa Case

Paola Briata
Milano, 14.05.2012

Genoa until the 1970/80s

Strategically located on the sea, Genoa has been one of the vertices of the so-called “**industrial triangle**” of North Italy

Traditionally a port and an industrial center, after the 1970/80s **crisis** and the **harbor reorganization**, the city’s great effort to manage a **transition towards a diversified economic reality** based also on **tourism, culture and leisure** has been widely recognized



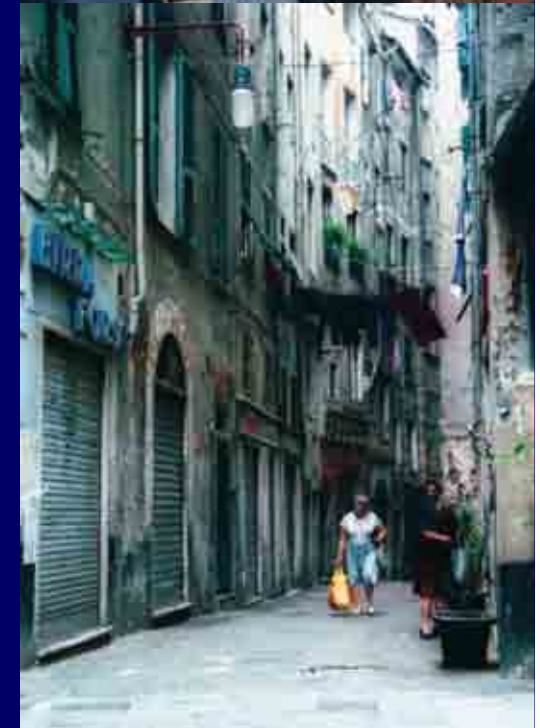
Problems before the 1990s Historical Center

The historical center has always been the “**port of entry**” in the city for the newcomers, and has always been characterized by **marginality, social exclusion, crime and illegal activities**

It has been until the 1990s the “dark side” of the city: a “**no go**” area for the **middle and upper classes** that tended to settle in the hills zones outside the old town

The **small alleys** that characterize this historical centre (carugi), the **buildings’ state of decay and the public space’s declining** fostered the perception of a **dangerous place**

From the '80 the **arrival of immigrants** from less developed countries contributed to enhance the negative perception of the old town



Genoa's Historical Center

Surface: 198 hectares

Inhabitants: 23.000

(Regular) immigrants: 22,1%



***A Very Complex Environment and its
Different Sides:
The Example of Genoa's Ghetto***



Data di acquisizione delle immagini: 8 Set 2007 44°24'46.67" N 8°55'37.38" E 13 m. elev 573 m Alt



Problems Before the 1990s Waterfront

Previously occupied by the docks, until the 1990s **the city had “lost” its relationship with the sea**

The docks were a **“wall”** between the city and the sea



A New Development Strategy

Hemmed in between steep mountains and the sea, Genoa **didn't have so many territorial resources** to develop its new economic strategy based also on tourism, culture and leisure



The Old Town and the Sea

This strategy implied an investment on the regeneration of an **highly stigmatized historical center** and on its **reconnection with the sea**



1992 (Colombiadi) key date

The early 1990s saw the large-scale deployment of resources to activate processes of **urban regeneration** for the **old town** and the **waterfront**:

- ✓ redefining their **image and identity**
- ✓ **improving the urban facilities** and spaces for leisure
- ✓ **promoting the visitor economy** (tourism oriented redevelopment of the historical center and waterfront)



The Great Events' Role

The “**great events**” have played a core role in the recovery process mobilizing large-scale resources

✓ **1992 – Colombiadi** [old harbor renewal]

Renzo Piano's project for Genoa's old harbor that implied the restoration of a number of existing buildings, as well as new buildings such as the aquarium, the harbor offices, the “bigo” tensile structure

✓ **2001 – G8 summit conference** [old town renewal]

Large-scale actions of “urban maintenance” involving streets, historical buildings' façades and public spaces

✓ **2004 – Genoa, European Capital of Culture** [new identity]

Actions of urban maintenance and redevelopment of public spaces and façades of the historical buildings, strengthening of the museums functions, environmental redevelopment projects for the central area and waterfront, organization of cultural events, promotion of the city's image



The **old harbor regeneration** process started in 1987



The Old Town Regeneration Process

Before 1992 (during the 1980s) a number of interventions played a core role in the old town recovery process:

- ✓ The restoring of **Piazza de Ferrari , Palazzo Ducale** (converted in a cultural and exposition centre) and of the **Opera house** (teatro Carlo Felice). These places are not in the historical centre, but they are a sort of **clasp** between the old and the new town
- ✓ The **Faculty of Architecture** moving in the old town in a new building realized on a former monastery bombed site



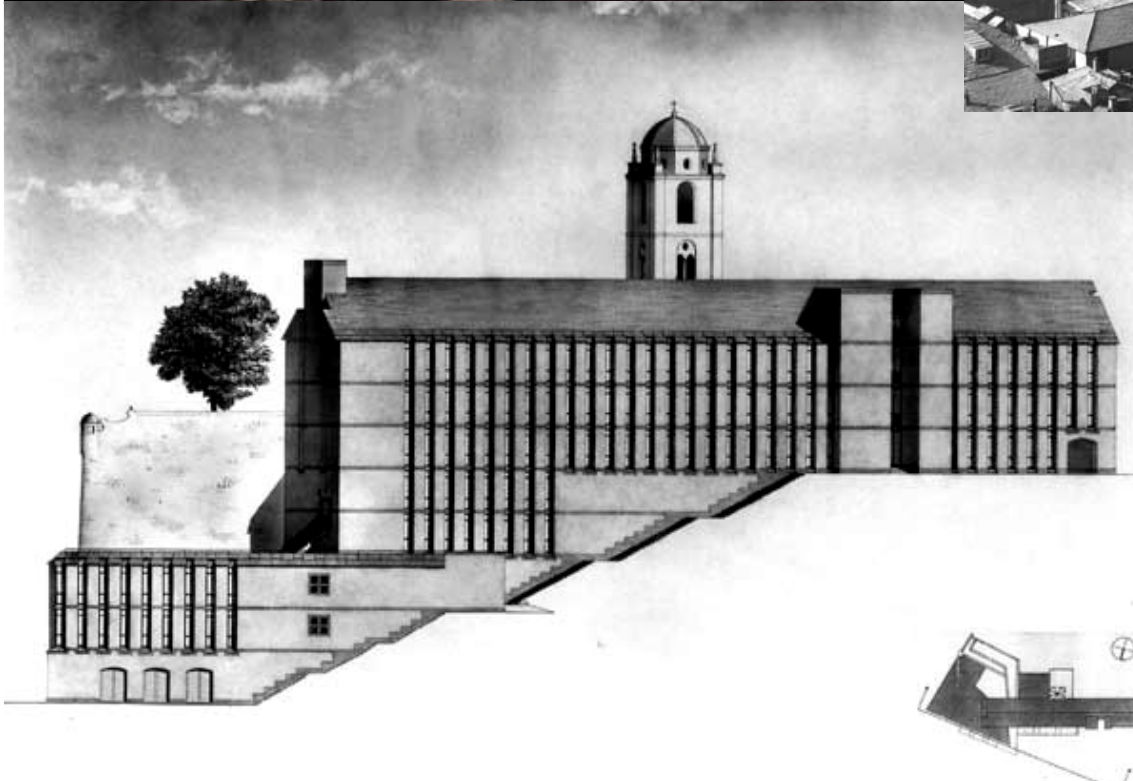
Interventions During the 1980s



Intervention During the 1980s



The Faculty of Architecture



Other Plans and Projects

From 1994 – Urban Rehabilitation Programs (PRU – Programma di Riqualificazione Urbana)

Public space and built environment rehabilitation and improvement in the Carmine, Porta Soprana and Darsena areas

Investment: PRU Porta Soprana 23 millions €

From 1997 – Neighbourhood Contracts (Contratti di quartiere) for the Giustiniani-Porta Soprana area and for the Ghetto area

Integrated urban regeneration projects

*Investment: CdQ1 – 10,5 millions €
CdQ 2 – 7,5 million €*



Other Plans and Projects

From 1998 – Genoa PRUSST

Involving a number of regeneration projects for the historical center (the most important being the municipal dock and the Parodi bridge to perform new urban functions)

Investment: 27 million €

From 1998 – Integrated street centers (Centri integrati di via)

Objective 2 Funds aimed at improving and strengthening the commercial environment through the public space improvement

Investment: 600 thousand €



Other Plans and Projects

From 2000 - EU Initiative Urban II

Actions of physical redevelopment, economic and social revitalisation in the historical center

Historical docks buildings restoration and promotion for tourism and cultural purposes

Public space and built environment improvement

Investment: 30 million €

From 1987 – Organic Programs of Intervention (Programmi organici di intervento)

Public and private actions for housing renewal. The public funds are spent to improve the public space environment

Investment: POI Erbe – 13 millions €

POI Giustiniani – 12 millions €

POI Porta Soprana – 11 millions €



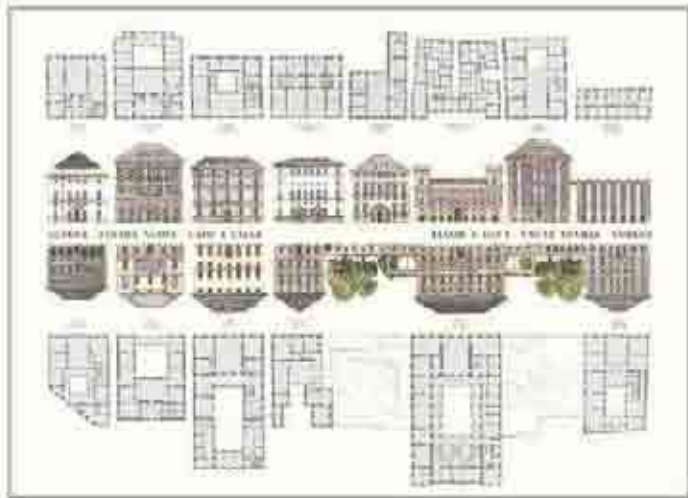
Genoa in the Unesco World's Heritage List

In **2006** the “Strade Nuove” and the system of the “Palazzi dei Rolli” were included in the **Unesco World Heritage List**, confirming and strengthening the new touristic vocation of the city

The **Palazzi dei Rolli** are private residences belonging to the city’s aristocratic families that in 1536 started to host the distinguished guests of the Republic of Genoa

The system is mainly constituted by **two streets** (Strade Nuove – Via Garibaldi and Via Balbi) built by the city’s wealthiest families in the XVI and XVII century

Strade Nuove lay in a pivotal position **between the medieval streets to the south and the modern traffic system to the north**



Genoa Historical Center Today

Still problematic areas

Partially regenerated areas

Areas more affected by regeneration



Intervention on Public Space

The recovery strategy has been successful as **the city has been reconnected with the sea** and the **historical center**, mainly in the part that lay east of Via San Lorenzo, thanks also to the Faculty of Architecture's and urban functions' presence, **has become a place to visit and stay for city users and tourists**

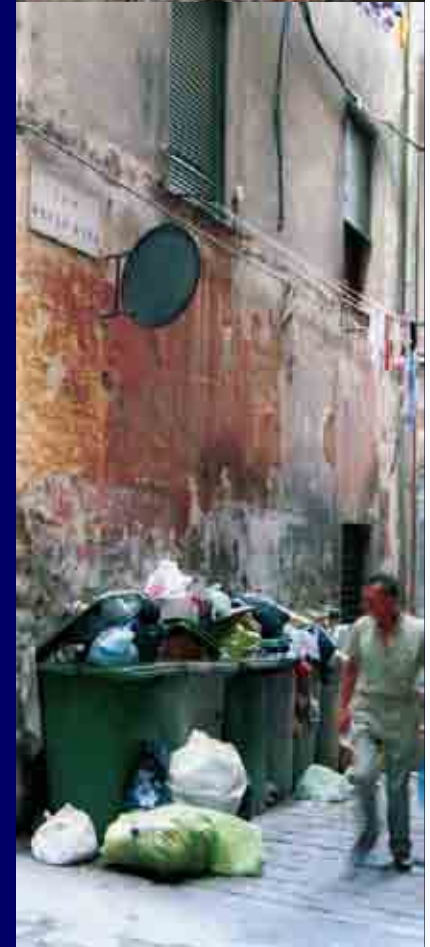
In this way, the urban space is **less dominated** by the immigrants' and social excluded people's presence: visitors and city users feel "safe"



Connections between the Public Space and Housing Renewal

The public space's renewal and the primary services improvement had a core role to **create a condition of reliance between the public administration and the private owners** whom started to invest on their buildings' restoration

Among these, **primary public works** regarding water, drains, electricity and gas supply networks were carried out; the stone streets surfaces, the lighting system and the alleys' cleaning were improved



Intervention on Housing

Incentives addressed to the private owners for housing renewal were provided by different initiatives for the old town

These policies aimed at **rising the real estate values** (Alderman Gabrielli), but were also a **form of social control** as the state of decay of the old town had generated an informal real estate market characterized by cases of overcrowding and economic or other types of exploitation between Italians and foreigners but also between co-nationals



A Spontaneous Social Mix?

A policy aimed at rising the real estate values leads to **the poorest and weakest groups' displacement**

As also the most “socially oriented” programs (for example the Neighbourhood Contracts) have not provided strong initiatives to cope with these phenomena, **the old town social mix** is preserved only thanks to a **spontaneous process** as wealthy people don't buy dwellings located in the first floors of the old buildings because the lighting is not good



*The “Other Side” of the Old Town Regeneration
The Neighbourhood Contract for the Ghetto Area*



The Neighbourhood Contract's Target area







http://genova.repubblica.it/cronaca/2011/07/08/foto/per_la_pulizia_del_ghetto_residenti_trans_e_suore-18868796/1/



Images of Genoa's Historical Center
November 2010
























































COMUNE DI GENOVA
MUNICIPIO GENOVA CENTRO EST

**CENTRO AVANZATO
DI ASCOLTO DELLA MADDALENA**





NESSUNA
FRONTIERA

Thank you

