



Aerial photo towards south

CATEGORY: Urban / architectural

TEAM REPRESENTATIVE: architect

LOCATION MOLFETTA - ITALY

POPULATION Municipality approx. 60 000 inhab.

STRATEGIC SITE 35 ha **SITE OF PROJECT** approx. 12 ha

SITE PROPOSED BY Municipality of Molfetta

OWNER OF THE SITE Municipality of Molfetta and State

COMMISSION AFTER COMPETITION

In addition to the public presentation of the projects, the Municipality should consider to start a process, also involving prize-winning teams, through workshops, urban studies etc ..., aimed at the development of detailed planning.

HOW CAN THE SITE CONTRIBUTE TO THE ADAPTABLE CITY ?

The city is in a phase of reorganization involving urban and social-economic aspects. The activities that were supporting the local economy, especially those referred to the sea activities, are now downsized. These changes have urged the Municipality on deciding to qualify one of the most important resources of the city that must adapt to new uses and become an element attracting the inhabitants and the whole territory: the urban waterfront. In this moment of revitalisation, the city overlooking the sea has to take it back and «live in it». The waterfront reorganisation will represent the starting point to enhance the existing building estate and will have to be able to activate a process of transformation representing a chance of development and growth for the entire city.

CITY STRATEGY

Currently, the Municipality is going on to realize a plan of urban regeneration aimed at reducing the land grabbing and reusing the urban housing heritage by planning a city space designed for the real needs of the inhabitants. A rehabilitation, based on little interventions that can be developed gradually by sharing with the residents and the economic actors, obtained by: upgrading parks and outfitted green areas; improving transport network in the suburban areas; creating bike lanes and a plan of sustainable mobility; planning urban free beaches, in view of the approval of a coasts general plan; regeneration of the coastal areas to support tourism and commercial activities.



SITE DEFINITION

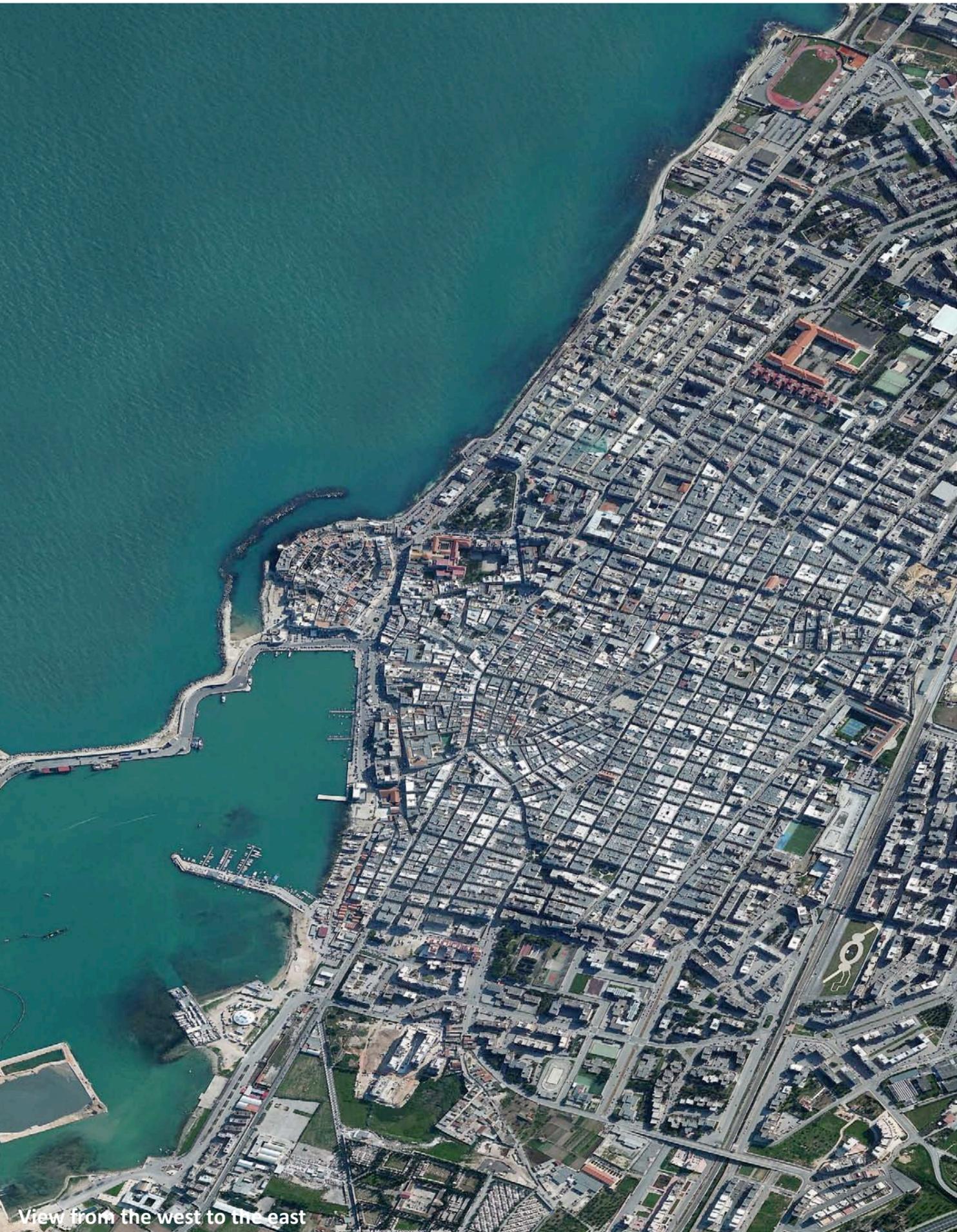
Molfetta is one of the most populated cities in Puglia, after Bari. It has an historical centre of Medieval origins, developed on a small peninsula, and a more modern area. This area is formed by the southbound expansions of the XVII-XVIII centuries and by more recent settlements toward west and east, gradually expanded beyond the railroad. The site consists of the two arms of coast extending to the east and west from the Old Town, each one 1.5 km long. In particular, the western waterfront starts from the Old Town and reaches the Basilica Madonna dei Martiri; the eastern arm goes from the Old Town to the bay called Prima Cala. Although swimming is allowed in the east area, the access to the seas often hampered by natural and artificial morphological barriers.

FUTURE OF THE SITE AND ADAPTABILITY

The program of the waterfront regeneration foresees:
EAST SIDE: creation of a public beach for swimming with the related services; accessibility to the state maritime bathing area from the above Marcantonio Colonna sea promenade; bike and pedestrian paths connecting the Marcantonio Colonna promenade, with the rear Municipal Villa, to the beach of Prima Cala, where it's planned also the rehabilitation of the former seaside holiday camp; pathways and functions of catering in some areas.
WEST SIDE: planning a continuity of routes between the church of Madonna dei Martiri and the Cathedral; proposing new functions inside the sensitive areas which take into consideration the needs of the inhabitants and the potentiality

of the current resources through outfitted areas and services for tourist and cultural aims; reorganising the roads and parking systems to favour the new cycle and pedestrian ways. Punctual architectural proposals must be planned in some sensitive areas of both sides. The aim of the whole project should be to revitalise the urban space, so to make it more liveable and to turn it into a chance of settlement for new production and commercial activities, an attractive area for a new way of tourism, as well as a site where also the traditional activities already established there can develop in a more efficient way. The project must be able to combine the need for a new waterfront design with some processes of transformation already in progress.

Molfetta - Italia - EUROPAN 13



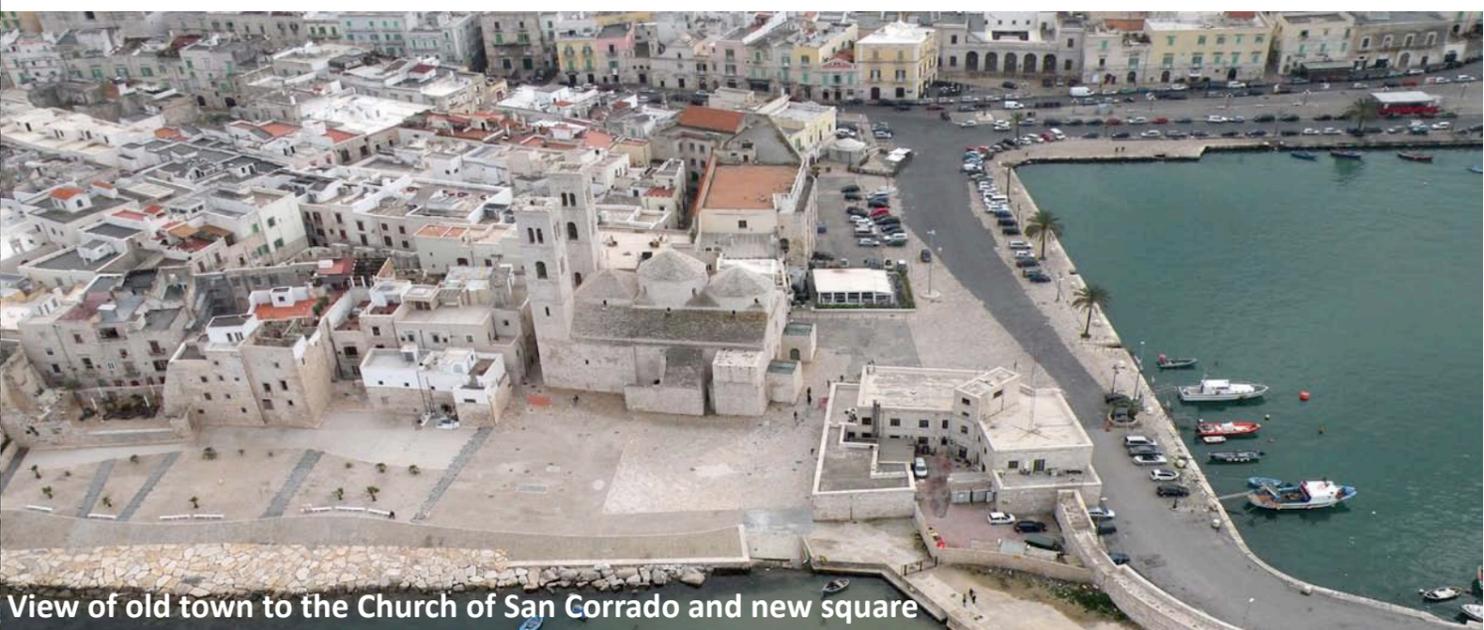
View from the west to the east



View of former seaside holiday camp at *Prima Cala*



View of the seafront near to Garibaldi Garden



View of old town to the Church of San Corrado and new square



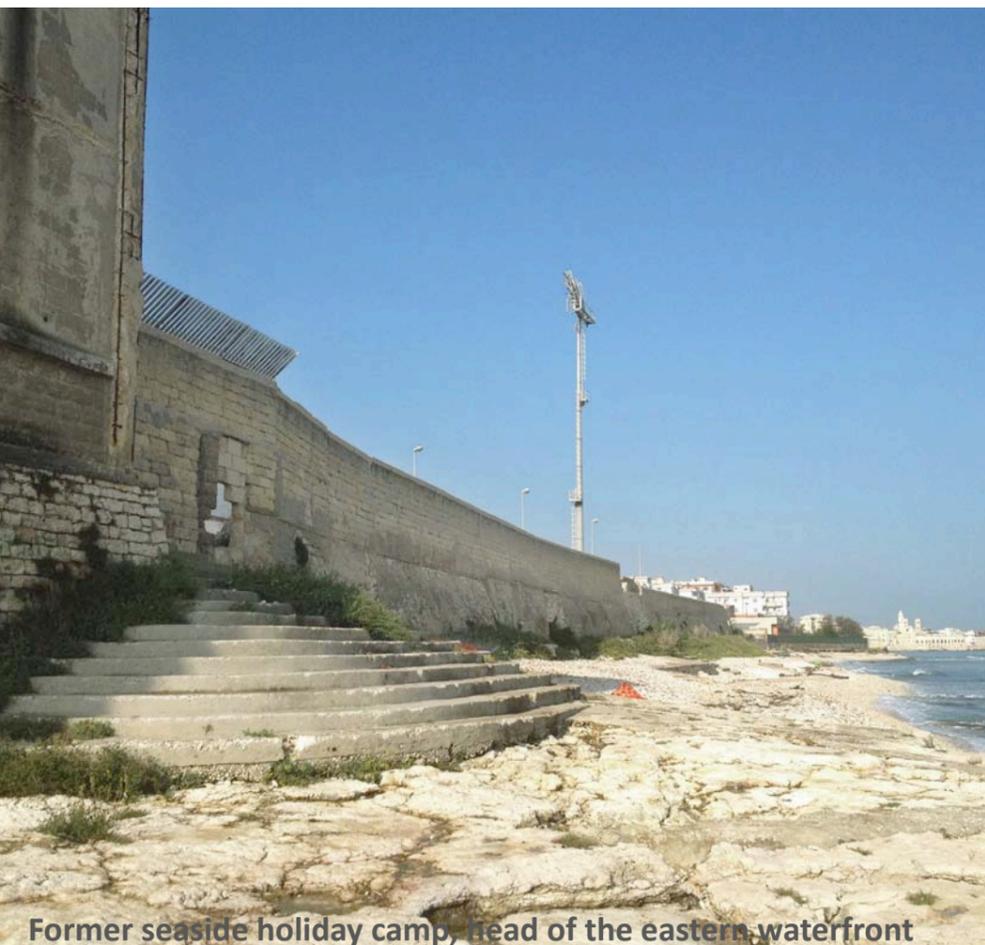
Charming glimpse of the ancient centre



Madonna dei Martiri's Day - September 8th, photo by Diana Cimino Cocco



Church of Madonna dei Martiri, head of the western waterfront



Former seaside holiday camp, head of the eastern waterfront



View toward "Sala dei Templari" building



The end of eastern waterfront