

STRENGTHS

Consolidated historical and cultural heritage | The medieval historic core of Polignano represents a highly visible identity element with symbolic landmarks such as the Rocca Marone and the Chiesa Matrice acting as reference points for both residents and visitors. The local architectural identity becomes a generator of new design approaches that respect innovative projects and reinterpret traditional features. The strength of the cultural heritage enables regeneration projects that preserve continuity with the memory of the place.

Distinctive natural landscape | The limestone cliffs and the karst system of the "Grotte" form a unique ecosystem offering opportunities for landscape and environmental enhancement. The area's particular geological conformation becomes a resource for innovative design solutions that integrate nature and architecture. Panoramic sea views present potential for the creation of high-quality public spaces that enrich the urban experience.

Strategic position for integrated mobility | The unbridled presence of rail, road, and airport connections positions Polignano as a strategic hub for the development of multimodal mobility systems. Its proximity to Bari and other tourist destinations in Apulia favours the inclusion in broader territorial circuits. The compact size of the town centre offers an opportunity to effectively implement innovative sustainable mobility strategies.

Established international recognition | International recognition creates opportunities for developing place branding strategies based on authenticity and sustainability. Consolidated media visibility supports the promotion of innovative projects that strengthen the image of a responsible destination. The territorial brand can be leveraged to attract investment and strategic partnerships for urban regeneration.

OPPORTUNITIES

Attractiveness for new forms of residence | Polignano's urban and landscape context offers ideal conditions to attract digital nomads and professionals seeking high-quality, flexible workspaces. The growing demand for hybrid forms of living and working can be addressed through co-working spaces integrated into the urban fabric. Offering innovative services for temporary residents can help diversify the local economy beyond traditional tourism.

Transition towards sustainable mobility | Dedicated Regional policies and the adoption of bike-sharing systems create a favourable context for developing alternatives to private mobility. The growing awareness of environmental sustainability supports the acceptance of innovative public transport and active mobility solutions. The paradigm shift towards sustainable mobility presents an opportunity to reduce congestion and improve urban environmental quality.

Urban innovation through adaptive reuse | Underutilised railway assets represent strategic opportunities to develop multifunctional spaces integrating mobility, social housing, and innovative services. The availability of urban spaces to be redeveloped offers potential for experimenting with new housing and social models. Integrating different functions within the same urban areas can generate synergies and optimise land use. The regeneration of degraded areas can become a driver for revitalising entire urban districts.

Tourism as a driver for development | The enhancement of cultural heritage can attract visitors interested in authentic year-round experiences. The development of cultural events during the winter season can reduce the seasonal concentration of tourist flow and distribute economic benefits more evenly. The use of public funds for tourism can support infrastructure and service improvements that, beyond enhancing tourism offerings, also deliver tangible benefits for the local community.

WEAKNESSES

Inadequate infrastructure | Congestion on the SS16 Highway and the inadequacy of the internal road network generate bottlenecks that compromise both residents' quality of life and visitors' experience. The shortage of parking spaces creates conflicts between tourists and locals over the use of public spaces. The absence of local public transport limits alternatives to private mobility and worsens traffic problems.

Traffic congestion and lack of parking | Chaotic summer traffic turns city access points into bottlenecks that compromise the urban experience for all users. The lack of parking leads to illegal parking and inappropriate use of public spaces. The absence of sustainable mobility alternatives concentrates all flows on the existing road network.

Speculative pressure and accelerated gentrification | The risk in property prices driven by tourist pressure is pushing long-time residents out of the city centre. The conversion of housing into tourist accommodations drastically reduces the residential offer in the local population. Real estate speculation risks transforming the historic centre into a museum-like setting accessible only to tourists and outside investors.

Growing environmental vulnerability | The pressure from intensive tourism is causing significant stress on the coastal ecosystem and local water systems. The widespread of large urban surfaces reduces rainwater absorption capacity and increases hydrologic risk. The intensified tourist use of fragile natural sites, such as sea caves and cliffs, threatens their conservation. Rising urban temperatures due to the heat island effect worsen environmental comfort and increase energy consumption.

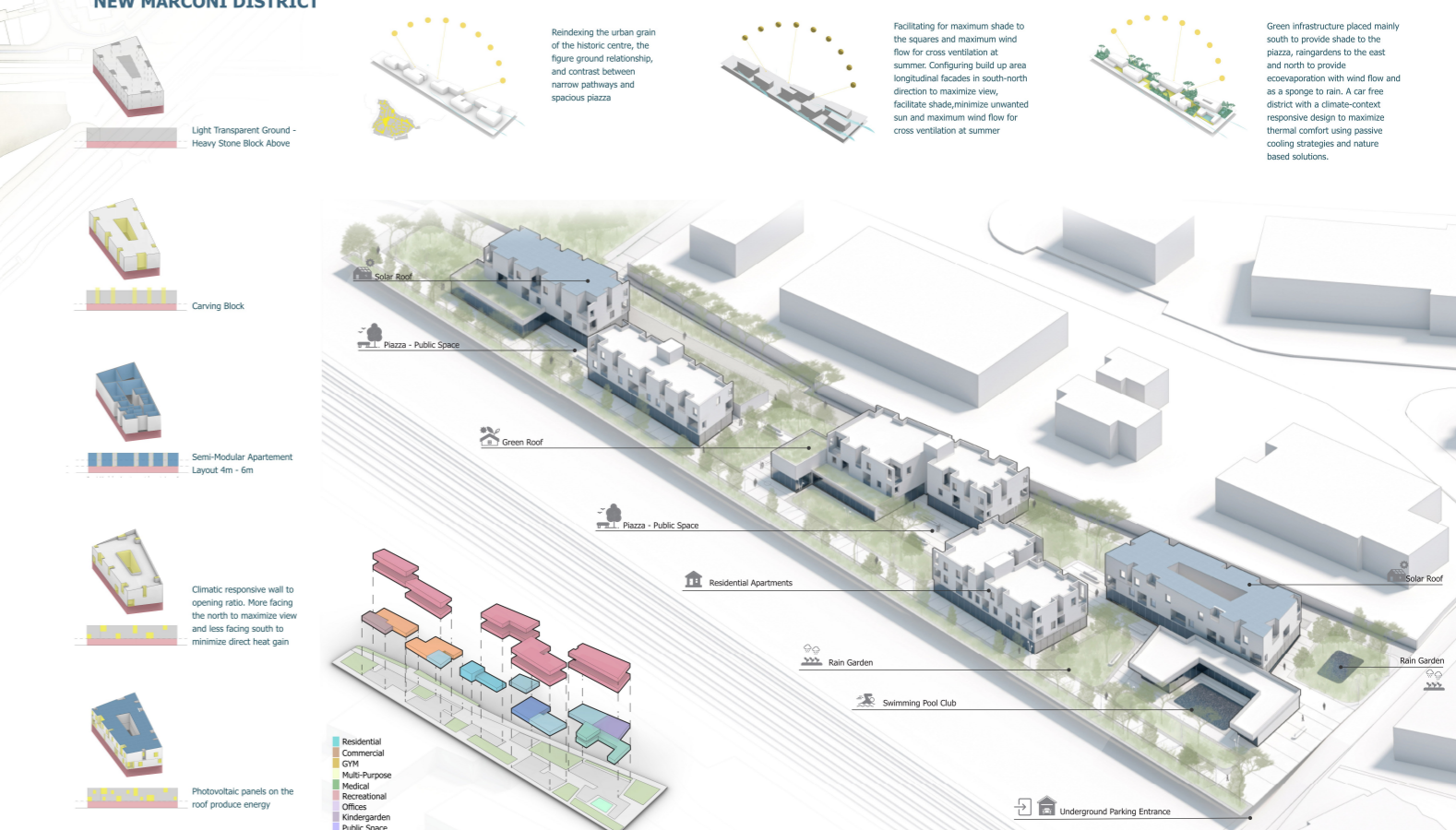
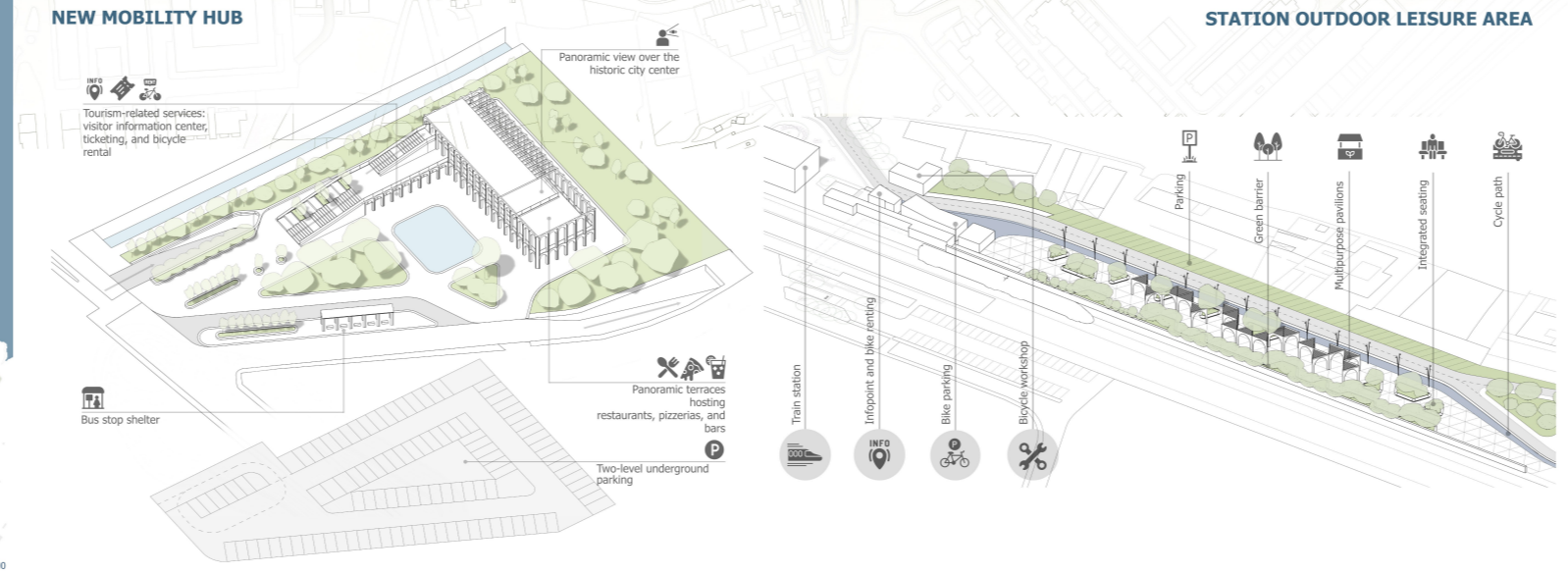
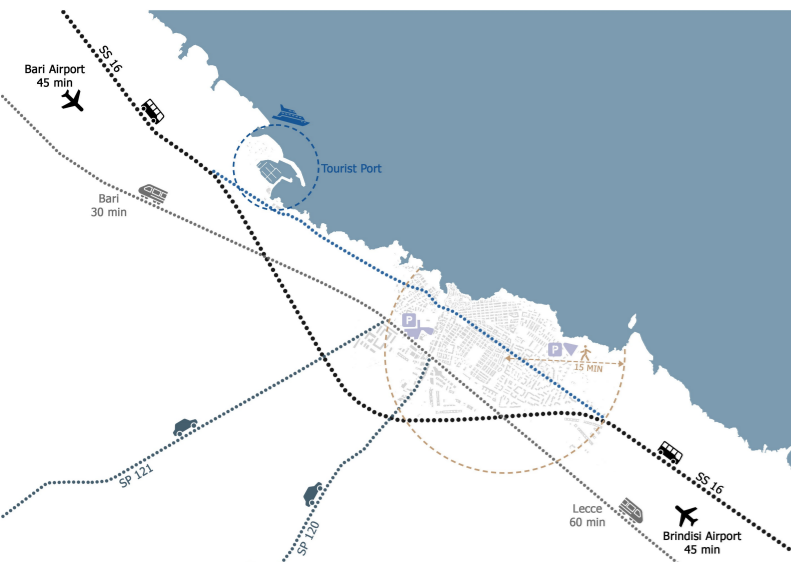
THREATS

Over-tourism and loss of urban authenticity | The risk of tourist overcrowding can irreversibly compromise the balance between urban functions and tourist use of the historic centre. The transformation of local commercial fabric into standardised activities catering to mass tourism may erase the authentic identity of the place. Over-tourism generates social tensions between residents and visitors, potentially undermining community cohesion and the quality of hospitality.

Acceleration of real estate speculation | The uncontrolled rise in property prices can accelerate the displacement of long-time residents and transform Polignano into a city inhabited only by tourist flows. Speculation may lead to excessive urban densification, harming the area's landscape and environmental quality. The economic inaccessibility of housing may drive away younger generations and accelerate demographic aging.

Erosion of permanent residency | The massive conversion of housing into short-term rentals may severely reduce the availability of housing for long-term residents, threatening the demographic sustainability of the town centre. Population decline can lead to the closure of essential services such as schools and healthcare facilities. The weakening of the permanent social fabric may undermine the transmission of cultural traditions and the preservation of intangible heritage.

Monocultural economic dependency on tourism | Over-reliance on tourism makes the territory vulnerable to external crises in the sector. The lack of economic diversification can lead to structural unemployment during downturns and diminish local professional skills. Dependency on tourism may skew all urban policies towards maximising attractiveness for visitors at the expense of residents' needs.



Polymnia Futura addresses Polignano a Mare's tourism-resident coexistence challenges through sustainable urban regeneration. The project transforms four strategic areas: Via Lepore becomes a mobility hub with underground parking and panoramic belvedere; Viale Trieste develops as a multifunctional railway gateway; Via Marconi hosts innovative social housing with proximity services; Villa Pinocchio becomes a park seamlessly integrated with the urban fabric. Key interventions include 24,000 sqm of renaturalized surfaces, abundant greenery, sustainable mobility networks with electric buses, and mixed-use developments combining residential, commercial and community functions. The strategy promotes local materials, renewable energy systems, and nature-based solutions for stormwater management, creating a resilient model that honors historical identity while building a sustainable future.

