

EUROPAN 3 – QUARRATA – ITALIA

Location: Quarrata, disused Lenzi furniture factory

Category: Intensification of town centres

Population: 21,012 inhab.

Surface: 1.2 ha



SITE

At the very centre of the urban fabric of Quarrata (province of Pistoia), the site is occupied by industrial buildings –some of them being partially derelict– once occupied by a furniture factory. The Lenzi family used to be one of the most important furniture manufacturers in the region. During one of the customary crises in the sector, their fortune collapsed and they were forced not only to cease production, but also to liquidate their considerable property portfolio. The site now belongs to the town of Quarrata.

CONURBATION

The growth of Quarrata is today governed by a development plan valid until 1995. But a variant of it is being developed on the reorganisation of major roads, the completion and the rehabilitation of the peripheral zones, and the limitation of urban expansion by land reappropriation. The Lenzi factory site is one of those strategic areas.

As a result, the administration of Quarrata has acquired the whole site to

conduct an operation that will be beneficial to the entire conurbation. The problems for the implementation of this type of urban intervention are concentrated on the links to develop between the site and the town centre, and on the procedures and modes of participation of private promoters in the mounting and completion of the programme.

OBJECTIVES

The town wants to start with a phase in which the different options and projects on the “destiny of the site” will be compared, as the area is considered as particularly crucial for the commune.

The objects are clear and can be summed up as follows: reconstruction of the town centre image through the implementation onsite of a multifunctional ensemble to integrate into the surrounding fabric; definition of a system of services associated with housing; and improvement of the access to the old town centre, taking into account both parking and links with the peripheral areas.

PROGRAMME

The municipality has adopted a Detail Plan of principle providing –on the site in particular– for a series of residential, commercial and service functions: 35,000 sq.m. are to build.

The site is currently almost entirely occupied by disused industrial and commercial buildings, which given their mediocre architecture can be demolished. But none of these indications must be considered as a constraint if a different proposition fulfils the demanded objectives.

THEME

Reinsertion of a defunct industrial zone into a dense, central fabric by the creation of a completely urban pole of attraction.

