

# EUROPAN 15 ITALIA

## Productive Cities

# VERBANIA

From former Acetati to the new  
productive challenges

C1

C2

C3



# ORGANIZATION OF THE COMPETITION

<b>Site representative</b>	City of Verbania
<b>Actor(s) involved</b>	Public, private or partnership public/private, no-profit and citizens
<b>Team representative</b>	Architect, urban planner, landscape designer
<b>Expected skills with regards to the site's issues and characteristics</b>	Architects, landscape architects, planners with expert knowledge in the environmental sector, designers, social scientists, innovators, artists, economists
<b>Communication</b>	Communication after the results of the competition with an exhibition of all projects, awards ceremony and publication of results (March-April 2020)
<b>Jury – 1<sup>st</sup> session</b>	The representatives of the sites meet the Jury before the installation to clarify any questions about the program.
<b>Post-competition intermediate procedure</b>	<p>Workshops locally with the prize-winning teams: winner, reported, special mention, to find the steps of implementation according to the owner of the site.</p> <p>If the results of the competition, in addition to the interventions in the private area, will determine the implementation in the field of public works and the characteristics of the commission should conform to the Public Contracts Regulations D.lgs 50/2016, the Municipality reserves the right to finalize the results of the workshop giving to the winner or to a team of award-winning designers, the commission for successive project steps or for an urban study, by negotiated procedure, provided that the professional subject has the technical and economic requirements in relation to the levels of the project to be developed and which will be defined subsequently at the results of the workshop. In case the professional(s) is not satisfy the requirements, he will associate with other parties in accordance with Article 46, paragraph 1 of D.Lgs.50 / 2016, which satisfy the requirements, in the forms of temporary teams and / or using the availment tool art. 89 of Legislative Decree. N. 50/2016</p>
<b>Mission given to the selected team(s) for the implementation</b>	Projects, urban studies, or other to be defined according to the project



# EUROPAN 15**VERBANIA**(IT)SHORTLY

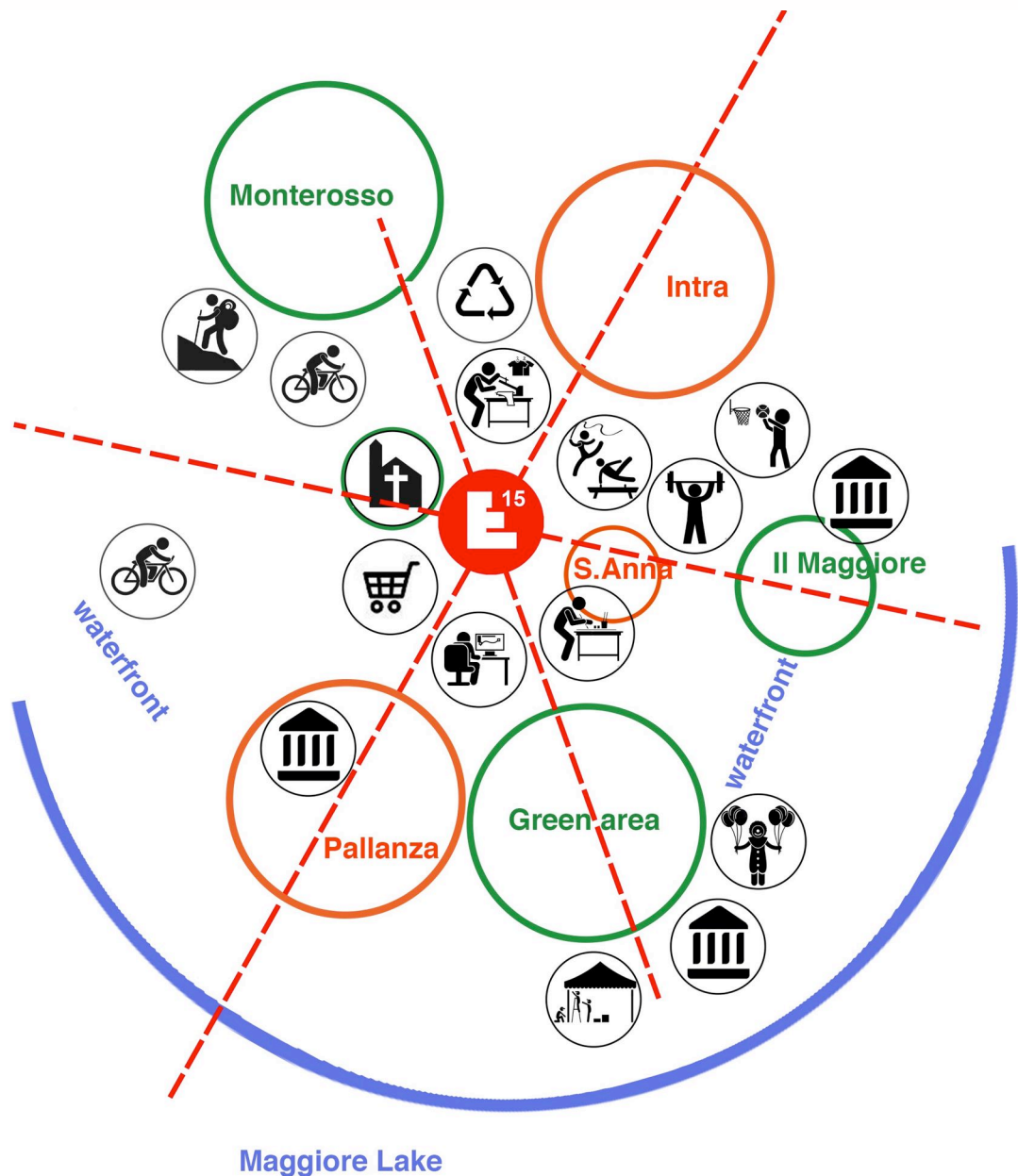
The result of the polycentric cities is to evolve starting from the historical nucleus and to localize in the "periphery" the processes with greater environmental impact.

In the case of Verbania we have different historical centers, different areas of expansion and ... different "suburbs", with the paradox that the "former Acetati" area is a peripheral site compared to the original town of Pallanza, but very central compared to today's "new" city of Verbania.

Opening up to the City a space with a particular urban dimension can generate new urban axes by connecting the towns of Pallanza and Intra directly through the districts of S. Anna and Sassonia.

The site must have a new role, a new urban profile; finding a new balance with the city through:

- the possibility of redesigning an area that, due to its proportions and location, is central to the urban context of the towns of Pallanza and Intra, as an opportunity to generate new forms of socio-economic development;
- to establish new forms of work and work culture;
- to combine the green areas with the recovered buildings or new buildings, in order to consolidate and expand the Verbania "garden city" settlement principle.



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# C1 TERRITORIAL URBAN CONTEXT





## The City

Verbania, founded in 1939, by Royal Decree of April 4, from the unification of the two former municipalities of Pallanza, with the towns of Fondotoce, Suna, Cavandone, and the towns of Intra with Trobaso, Unchio, Zoverallo, Biganzolo, Torchiedo, Antoliva and Possaccio.

City in the northeast of Piedmont, overlooking Maggiore Lake, it is the natural capital of the province of Verbano-Cusio-Ossola (established in 1992). The new territory has an area of 37.62 km<sup>2</sup> and is about 100 km from Milan, 160 km from Turin and 45 km from Locarno (Switzerland -CH)

In terms of urban morphology it appears as a linear city, developed mainly along the coast of the lake, but at the same time it is a polycentric city by virtue of the presence of more inhabited centers.

Intra stands between the two streams S.Bernardino and San Giovanni and the height where there is the basilica of San Vittore was probably inhabited already in Roman times, as evidenced by various findings of the last century that allow us to think of a settlement of the imperial age.

The first settlement was built around the current basilica. In the 12th century the village was under the Counts of Castello, and in 1270 the fortified

village of Sant'Ambrogio was founded, at the mouth of the S.Bernardino stream.

Intra was then initially subjugated to the feudal regime of the Visconti family, lords of Milan, who was succeeded by the Sforza family, who infused Intra with the Borromeo family who in turn fully exercised their power from 1773.

After the opening of the Sempione road (1806) and thanks to the abundant availability of water present on the territory, the activity of the so-called "bleaching" (sbianche - tissue whitening treatment) greatly developed. At the same time manufacturing activities developed, in particular those related to water power: cotton mills, foundries and mechanical industries. Several other industrial initiatives followed which made Intra the center of economic development in Verbano.

Thanks to the legacy of the industrialist Lorenzo Cobianchi, the vocational school and industrial technical institute that bears his name was born, a school that is still active and professionally appreciated today.

Very important for the history of the lake was the birth, in 1826, of steam navigation, which led to the strengthening of the same, making communications and travel easier.

In 1874, also, the first bank was born: Banca Popolare di Intra, founded by local entrepreneurs.





The evolution of Pallanza is different: various findings testify to the presence of settlements since the Neolithic period; there are also numerous signs of the Roman presence even if no traces of the town emerged.

The first mention of Pallanza was found in a document of the year 885: Pallanza was then probably a royal court and the presence of a Reigning residence is mentioned in an imperial diploma of the year 999.

Federico Barbarossa confirmed in 1152 to the Da Castello family, possessions and rights on Maggiore Lake, including Pallanza and its market. When Intra was given in fief to the Borromeo, Pallanza, strengthened by the wealth accumulated by its merchants, redeemed its jurisdiction by weight of gold, remaining subject only to the major magistrate of Milan.

Separated from Lombardy in 1744, Pallanza was head of Province for the Upper Novarese.

During the Cisalpine Republic, Alto Novarese was included in the Agogna department: it also belonged to the 15th district headed by Intra.

On the return of the Savoia family, Pallanza recovered its role until 1861, when the districts of

Pallanza and Ossola were established within the province of Novara.

In 1840 the coastal road that connects Pallanza with Intra and destined then to be extended up to Cannobio, was built.

Starting in the nineteenth century, Maggiore Lake was discovered by cultured travelers:

photographers, painters, poets and writers who, with their descriptions, helped make Verbano the privileged destination of an elite European tourism fascinated by the lake environment.

Appreciated for the sweetness of the climate and the beauty of the position, in the second half of the 19th century Pallanza established itself as a tourist resort: in 1870 the luxurious Grand Hotel (today Majestic) was built, followed by the Hotel Eden and then Métropole (today Europalace ), the San Gottardo and the Bellevue that made it one of the main tourist resorts of Lake Maggiore, visited by illustrious travelers, to which were added members of the rich Lombard bourgeoisie, determining the flourishing of summer residences that had to profoundly change the landscape with villas and gardens that have survived to the present day.

*Villa Taranto gardens*







## Accessibility

The geographical position of Verbania makes it an undisputed destination for tourism and therefore its accessibility is linked to proximity shifts and tourist itineraries.

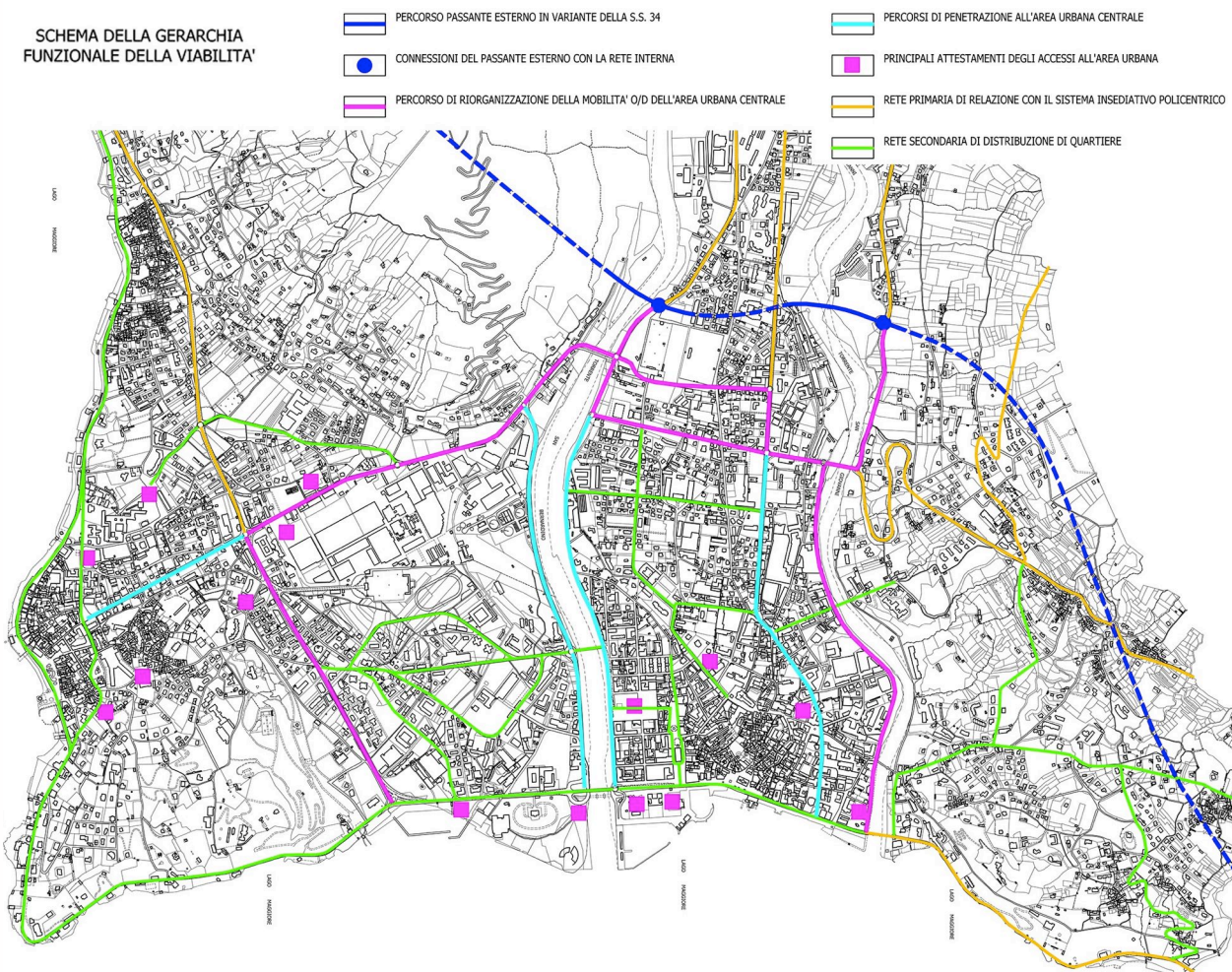
Through the highways A26, Genova Voltri - Gravellona Toce - Sempione, and the SS 34 road of Maggiore Lake is easily accessible by car, but there are also bus connections (Vco Trasporti, Autoservizi Nerini and Autoservizi Comazzi) and train from the nearby airports of Milan Malpensa and Milan Linate.

As with all cities of water, one of the main local and tourist transport routes is the lake.

The *Gestione Navigazione Laghi* (Government Agency established by Law of 1957) with a fleet of about 100 ships for sixty years guarantees mobility 365 days a year within the territories of Maggiore, Garda and Como lakes.

In addition, from 2017 Vco Trasporti has activated the public bike sharing network available to citizens and tourists.

SCHEMA DELLA GERARCHIA FUNZIONALE DELLA VIABILITA'





## Demographics

The Province VCO - Verbano-Cusio-Ossola has 160,000 inhabitants.

In the ranking of indicators of quality of life, drawn up annually by Sole 24ore, VCO is today at 48 ° position, for wealth and consumption in 23° position and for justice and security in 8° position.

The Municipalities of Baveno, Casale Corte Cerro, Gravellona Toce, Omegna, Union of Lake Maggiore, Verbania and the Chamber of Commerce of the VCO have signed a Program Agreement whose object is the implementation of the "Piano Strategico Città dei Laghi" (City of Lakes Strategic Plan).

The Agreement is aimed at giving common strategic planning for the future of the territory, aimed at creating a system of economic, social and governmental development, compatible with local resources and objectives and aimed at achieving well-being widespread, for a high quality of life, defining objectives and priorities.

The first priority was the creation of an "Osservatorio economico e sociale del VCO" (Economic and Social Observatory of the VCO), easily accessible through a single point of access to data that allows a reading not only economic but also social of the entire provincial territory.

By freely accessing to [osservatoriovco.it](http://osservatoriovco.it) it is possible to obtain all the information, data and graphs relating to:

- trend of companies in historical series
- economic sectors
- exports
- work
- tourism

The variables are presented in historical series, always updated to the current date and with a detail not only local but also national and regional: the comparison with other territories is in fact fundamental for a complete analysis and a correct reading of the indicators.

Extensive analyzes have been focused on:

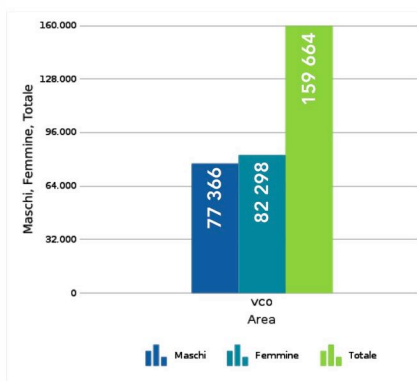
- youth companies
- female businesses
- foreign companies

which have assumed significant importance in recent years, taking on a central role in defining the performance of companies.

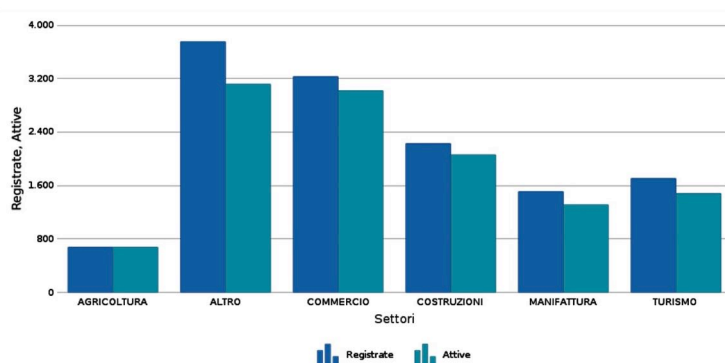
The Observatory, which describes the size and economic dynamics of the territory, has been integrated into the social context and the economic event of the local society.

The elaborated data concern the demographic trend and the characteristics of the population, first of all the constant aging and the decrease of births, followed by data regarding life expectancy, the level of education, and schooling in the various school orders and the presence of foreign students, the cultural performances of the territories, the pension dynamics, the factors of suffering and social unease and the main interventions aimed at containing them, and more, but always with attention to territorial comparisons and to the observatory of historical dynamics of events.

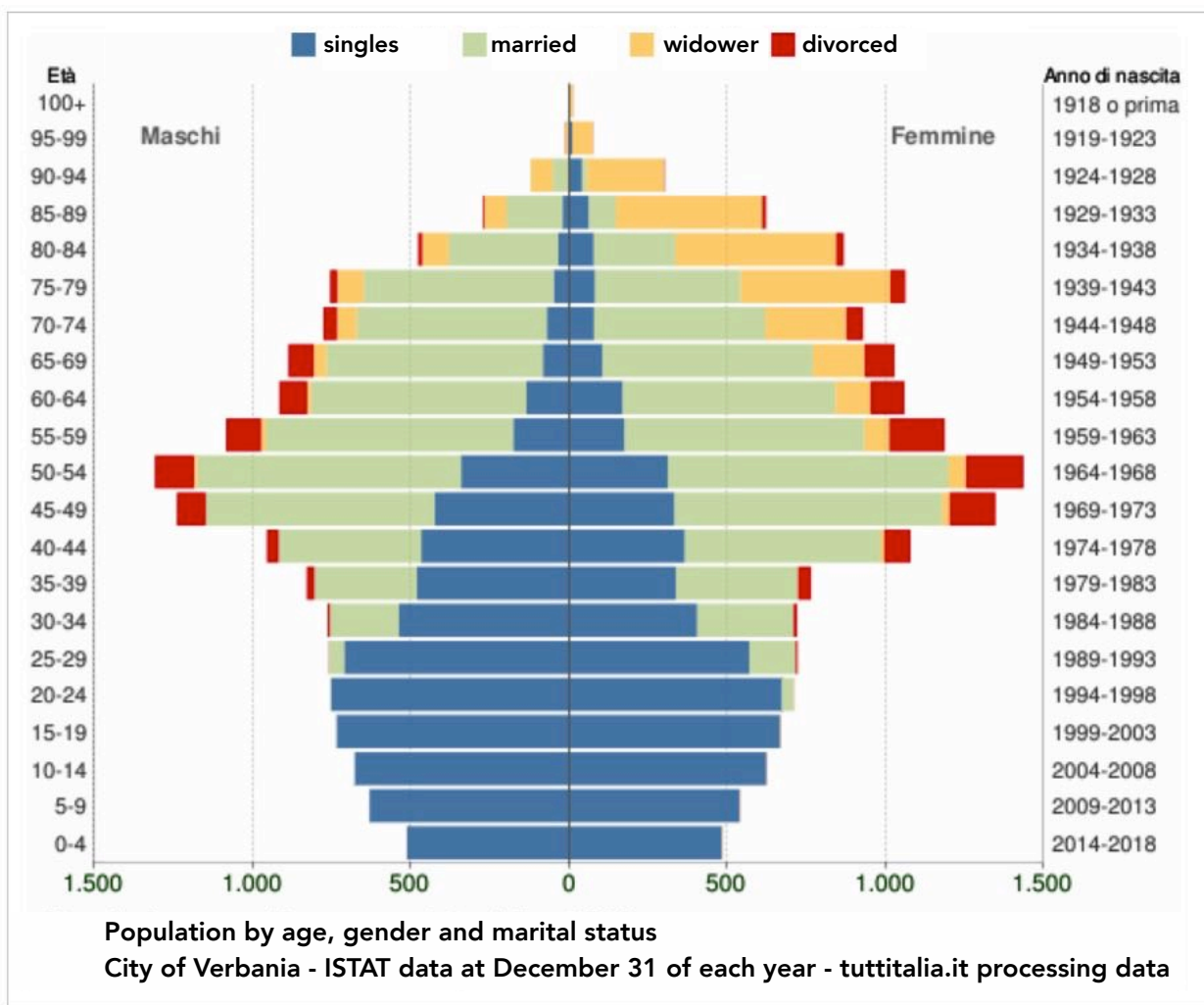
Residents of VCO Province - 2017



Active/registered companies - 2018

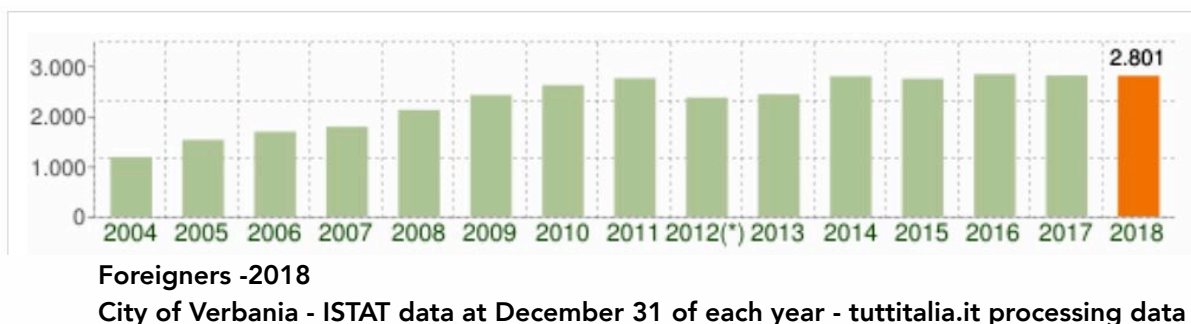




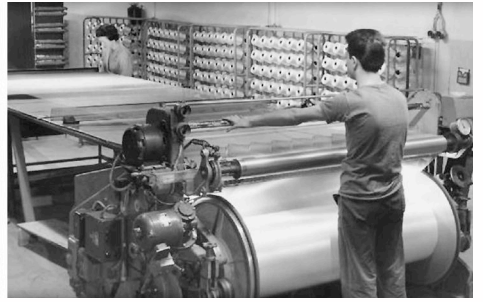


Foreigners residing in Verbania as of January 1, 2018 number 2,801 and represent 9.1% of the resident population.

The largest foreign community is from Ukraine with 17.8% of all foreigners present in the area, followed by Romania (15.0%) and the People's Republic of China (10.0%).







### Socio-economic context

To identify the main socio-economic challenges we need to analyze the industrial history of Verbania, which begins with the industrial revolution in Italy and the arrival of the Müller brothers in 1808 in Intra, before the merger of the nine Municipalities and the birth of the city of Verbania.

The Müller brothers undertook the first activity of mechanical cotton spinning in Italy.

In the following decades, further industrial initiatives were observed in cotton spinning.

In 1880, the Verbanese territory housed 35 establishments that employed about 5,000 people.

The spinning of cotton was joined by support activities such as foundries and mechanical industries with the Züst Mechanical Factories and also the hat industry in Intra.

The Banca Popolare of Intra in 1874 promoted the creation of a School of Arts and Crafts to train the professional figures required by the local industry, but also an institute attentive to

technological and economic needs, creator and implementer in its laboratories of equipment and equipment for use industrial.

A real polytechnic school at the service of local entrepreneurs.

The cotton spinning industry will go into crisis in the 1950s and disappeared completely.

The same end will be for the hat manufacturers with the last factory closed in 1981.

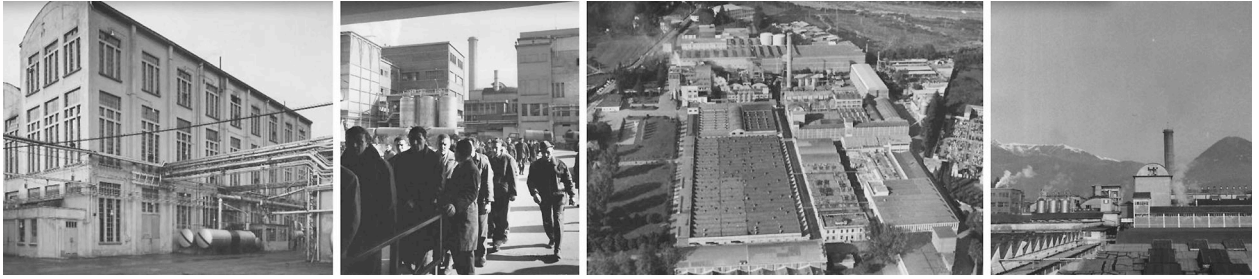
The textile industry, instead, continues the activity in the production of synthetic fibers.

The Rhodiatocce Company, using a cellulose acetylation technology for the production of rayon or artificial silk, undertook the construction of the Pallanza plant, the most important that the city of Verbania had ever had. In the 1980s, after contributing to the well-being of two generations of workers, the Rhodiatocce plant is closed and becomes Montefibre Acetati.

*Aerial view where the industrial pole was built*







"Thus ends the history of textile chemistry in the VCO to which we can add the latest developments consisting of the birth near the Acetates plant of a new PET production plant for plastic bottles with Japanese technologies and operated by Mossi & Ghisolfi through the Italtel company .

The production of cellulose acetate then had to suffer a major market problem due to the sharp reduction in the production of photographic films with the development of digital photography. However, a new application was born in the protective films for flat-screen TVs and monitors from which the decision of Mossi & Ghisolfi to close the Pallanza plant and transfer the productions to China close to large-scale production of electronic devices, which occurred at end of 2010.

Meanwhile, Mossi & Ghisolfi definitively abandoned the territory and sold Italtel to the American multinational Plastipak.

The latter, which has productions mainly in the USA, Latin America and Europe, then chose the Pallanza plant as the site of its European activities." (*Angelo Bonomi - "Storia industriale del Verbano Cusio Ossola, Imprenditorialità, innovazione tecnologica e declino. Proposte per nuove iniziative di sviluppo" - "Industrial history of Verbano Cusio Ossola, Entrepreneurship, technological innovation and decline. Proposals for new development initiatives"*)

At present the most important industrial area of the city of Verbania, once peripheral to the town of Pallanza, now incorporated by public residential buildings, appears to be underutilized and the once-active industrial plants and warehouses are now in a state of neglect and degradation with the exception of the production area of the Plastipak Italia Preforme Company which currently designs and manufactures packaging for the food and beverage sector.

Surrounding of former Acetati







### Verbania today

Today, the city of Verbania suffers due to the gradual deterioration of once vital industrial spaces and is in a state of decadence and unstoppable post-industrial decline, mainly caused by de-industrialization processes that occurred with the closure of more or less large factories by entrepreneurs external to both the city and the province, which did not hesitate to close and relocate activities in other territories and continents, realizing new productive investments with new technologies.

The result is the industrial decline of those that were once consolidated productive realities of the city and the search for work outside the city, often in the Lombardy region.

The rise of new commercial settlements built in the city, in Pallanza, Intra and along the axis of State Road n. 34, in the early 2000s, contrasts with this production decline.

The attracting elements of Verbania, current generators of the local economy, are tourist-cultural.

Maggiore Lake, the gardens, the lakeside and the Castagnola hill: together they give rise to a landscape that, with the Borromeo Gulf, is a tourist destination of great interest, thanks to the various and articulated flora in the botanical gardens and in the parks and to the interesting architectural emergencies.

Hospitality and tourist accommodation are guaranteed by existing hotel facilities.

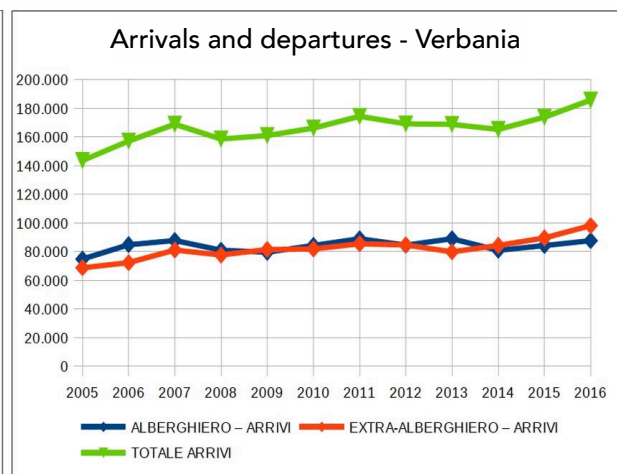
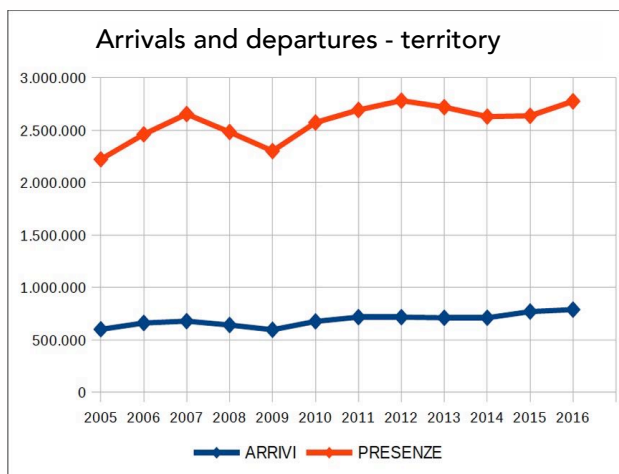
The built aspect of the waterfront of the lake reveals an overall qualitative value, determined by the historical centers of Suna, Pallanza and Intra: the lakeside gardens; the landscape of the villas and parks of the Castagnola promontory, with positive episodes such as Villa Maioni and its park, site of the civic library; Villa Giulia, cultural center of the city before the construction of the new Event Center "Il Maggiore"; Villa San Remigio and Villa Taranto, the most prestigious compendia of the city; villa Bialetti on the lakefront between Suna and Pallanza and to the east, beyond the stream San Giovanni, Villa Poss, today unfortunately in a state of neglect and advanced degradation.

*Top left: Isola Madre, Villa San Remigio, Villa Maioni, Isola Bella*

*Below: the new Il Maggiore Event Center*







### Tourist presences

The Verbano Cusio Ossola, with its 2.7 million presences per year, constitutes the second tourist destination of Piedmont and the first in Italy for incidence of foreigners on the total of tourists (80%).

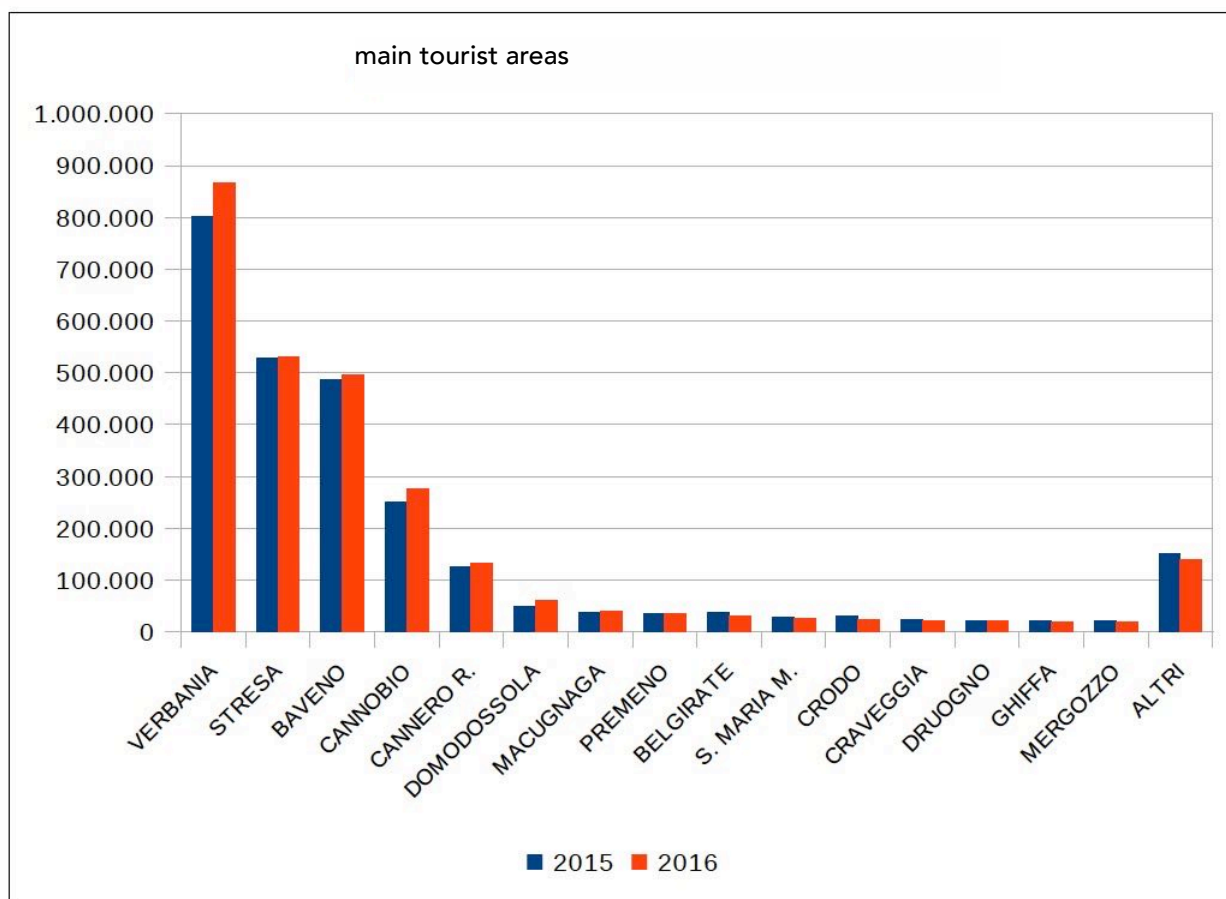
To the tourist presences are added the second houses, on which certain data are not had, even if their incidence has surely grown in the last decade.

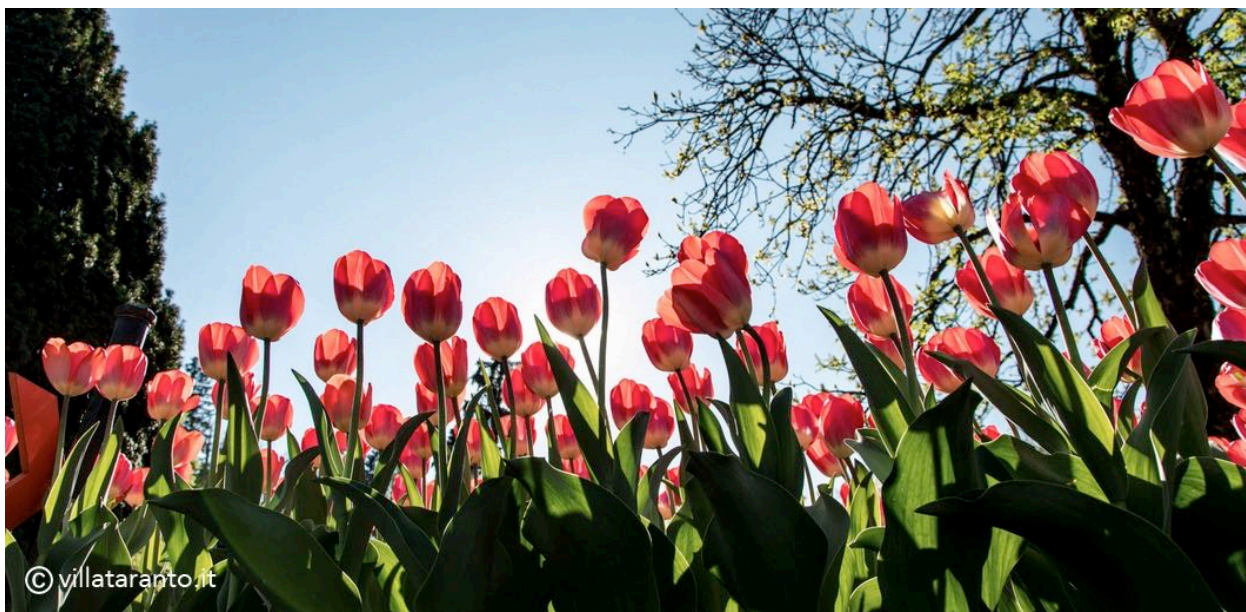
It should also be considered proximity tourism, particularly intense on weekends.

The presence of tourists in Verbania is constantly increasing, in the period from 2005 to 2017 the total number of arrivals in the city has increased by 29%.

In hotels, growth is 17% while in non-hotel hotels it is 43%.

The overall examination of the period considered shows an increase in arrivals of 31% and of presences of 25%.





### Events, celebration and traditions

Due to its location and the peculiarities of the territory Verbania is rich in cultural, sporting and traditional events throughout the year in particular:

#### In spring

LAGO MAGGIORE HALF MARATHON - Running competition that links Verbania to Stresa

EXHIBITION OF CAMELIA IN VILLA GIULIA combined with a theme exhibition (Consorzio Fiori Tipici Lago Maggiore - [www.camelieinmostra.it](http://www.camelieinmostra.it))

TULIPAN WEEK - VILLA TARANTO - Traditional initiative wanted by the creator of the gardens, Capt. Neil Boyd McEacharn, and continued by the Villa Taranto Botanical Gardens. 80,000 bulbous plants in bloom among which the undisputed protagonist is the tulip, among which the rare black tulip "Queen of night" and the majestic "Big chief" with a corolla diameter of almost 10 centimeters. ([www.villataranto.it](http://www.villataranto.it))

STRAVERBANIA Running race open to all people

#### In summer

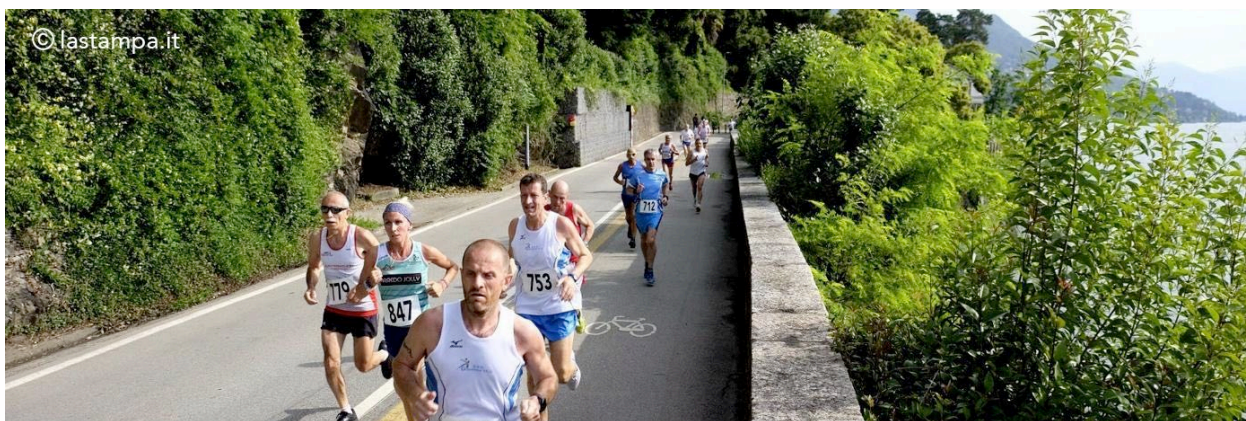
LAGO MAGGIORE LETTERALTURA - Festival of mountain literature. In the historical center of the city, among alleys and characteristic squares. ([www.letteraltura.it](http://www.letteraltura.it))

THE STANDS OF FRIDAY EVENING. In the months of July, August and September. Antiques, handicrafts and objects market

CACTUS FOLIES - VILLA GIULIA Exhibition Market of rare succulent plants and collections

DI FOGLIE DI LEGNO DI PIETRA - CHIESA DEL BUON RIMEDIO in Cavandone. Festival of ancient and popular music. (Association Difogliedilegnodipietra)

PERMANENT EXHIBITION OF DAHLIE - VILLA TARANTO. From the first decade of July to October, more than 1500 plants can be admired in the park in the "Labirinto delle Dahlie", divided into over 300 varieties.





PALIO REMIERO. Galleon race at night with a final fireworks show

IL PAESE DEI NARRATORI. A theater played out among the stone houses, in the most fascinating corners of the village, with a night view over the entire Borromeo Gulf.

CORSO FIORITO. Parade of thematic floats made with thousands of flowers.

In autumn

TROPHY OF SCIABOLA CITTA' DI VERBANIA. (A.S.D Verbania Fencing "Saber Team Azzurra VCO)

ORCHIDEE SUL LAGO - VILLA GIULIA. The flower event that closes the summer season.

VERBANIA CITTÀ DEI BAMBINI. Square games, dance and music

RASSEGNA EDITORIA E GIARDINI - VILLA GIULIA. Book lounge on the garden. Every year the exhibition presents over 2,500 titles with editorial presentations, conferences, exhibitions, courses, guided tours of private gardens, children's entertainment.  
([www.editoriaegiardini.it](http://www.editoriaegiardini.it))

In winter

MOSTRA DELLA CAMELIA INVERNALE - VILLA GIULIA. Extraordinary exhibition dedicated to the camellia Sasanqua "queen of winter".

NATALE INSIEME A VERBANIA. Exhibition of nativity scenes, concerts, charity moments

PIAZZE NATALIZIE - Verbania Intra. Christmas markets along the streets of the center

*Palio Remiero*





# The territorial strategic programs





### The territorial strategic programs

The city of Verbania uses the following planning tools at various levels:

- The **Regional Territorial Plan (P.T.R.)**, approved by resolution of the Regional Council No. 388-C.R. 9126 of 19 June 1997.

P.T.R. pursues the following objectives:

- a) protecting the environment and historical-cultural aspects in line with development policies
- b) support the processes of dissemination in the territory of activities and population
- c) constitute a reference framework for sectoral and territorial policies at various levels.
- the **PRG - General Town Plan**, approved with Regional Council Resolution n. 13 - 2018 on 23 January 2006, in force with the publication on the B.U.R. n. 5 of 2.02.2006.
- the **PGTU-mobility plan**.
- the **POR-FESR 2014-2020, Axis VI, Sustainable Urban Development** whose document of the Integrated and Sustainable Urban Strategy of the city, called "Verbania, the rediscovery of beauty" was approved with D.D. 16 May 2018, n. 194.

The Sustainable Urban Strategy focuses on the tourist and cultural development of the area, to increase its competitiveness and facilitate its economic and social development with the respect for environmental and landscape values. It is a complex initiative, defined through an accurate analysis of the potential of the territory with the involvement of all the economic and social actors of the city.

The objectives that directly involve the European 15 strategic area are:

- Making Verbania inclusive, attractive, safe, resilient and sustainable in the economic logic of being able to exercise international tourist appeal. Reconstruct the landscape and enhance the artistic heritage linked to it. Rediscover the hidden values of the city, to emerge from oblivion, opening them to the public.
- Given the polycentric development and the growth of the construction along the road system of the urban system, the realization of cycle paths of regional interest and the completion of the city cycle and pedestrian network must be promoted at all levels, to facilitate, ensure and guarantee slow mobility in the lake landscape, along the coast road (strong point and tourist attraction linked to sport, to the sustainable "movement" of tourist flows and to cyclists). Meeting the needs of ecological mobility in an efficient, safe and economical way for the city, tourists and citizens is one of the fundamental themes of leisure combined with the theme of culture and landscape.
- Ensuring respect for the right to environmental health, psycho-physical well-being, the needs of sport, physical exercise, relaxation and bathing; make available infrastructures and spaces to carry out movement inside and outside the polycentric settlements of the city.
- Offer innovative technological solutions for the creation and maintenance of all digital services that make the tourist and cultural offer more accessible, in particular for the development of mobility and to develop sustainable growth.

*Verbania viewed from Isola Bella*





# C2 STRATEGIC SITE





## Description

Following the First World War, Pallanza experienced an important economic crisis linked to the tourism sector, until then the main economic source. At that time the Podestà, in October 1929, made an agreement with the Italian Rhodiaseta Company, for the construction of a factory for the manufacture of artificial silk - nylon - with a planned extension of about 150,000 square meters.

With the establishment of this significant activity, Pallanza progressively saw a period of new economic growth and in particular from the second post-war period, also of internal emigration, first from the Veneto and then from the south of Italy: in the 70s the factory, later under the new Montefibre company name, employed over 4,000 employees.

With the increase in population in the areas surrounding the industrial perimeter, a new residential area was subsequently built in the area of the S. Anna plain.

At the beginning of the 1970s, however, a strong declining phase of many industries began and within ten years the industrial divestment became so serious as to determine the economic impoverishment of the area and a heavy employment crisis.

The activity, which was resized, was subsequently taken over in the early 1990s by the company Acetati S.p.A of the Italian Mossi & Ghisolfi Group, which ceased production in December 2010. Later the decommissioning phase of the plants (decommissioning) and the start of the reclamation procedure for the area, currently being completed, followed.

The gradual disintegration of the industrial production sector has left visible traces of deterioration and abandonment of production sites, once viable, within the urban fabric; the polycentric characteristic of the city has led to having these sites disseminated widely in the building fabric, generating strong discontinuities not only in the production sector, but also in the urban structure and in the possibility of finding a recognizable and living sign of its evolution.

The processes of de-industrialization have inevitably led to a period of particular socio-economic transformation, where the classic productive sector has progressively been replaced by the sectors of the service sector, both public and private, of the commercial, of the directional, and by the recovery of the tourist - regulatory, while the craft sector of both production and service, still has a certain stability.

There are some areas of the city that differ in terms of location and functions, but which may represent points of interest and inspiration so that the "former Acetati" area becomes a complementary area or to create and complete an ideal city network by strengthening direct connections or indirect with the rest of the city.

Near the site there are some points of interest on which to support the design:

- the church of Madonna di Campagna enhancing its surroundings;
- the green area inside the site with the new relations with the headquarters of the Consortium of Social Services in the province of Verbano Cusio Ossola;
- the sports facility of the athletics field and Rugby and the leisure facilities of the skate and basketball court;
- new connections with the S. Anna district;
- connection with Quartiere Sassonia - Piazza F.lli Bandiera;

Moreover in the enlarged area there are other buildings and interesting socio-economic functions:

- the Court and the commercial structures (Esselunga, Euronics, Lidl, Bennet);
- the different locations of the Landscape Museum;
- the theater and multipurpose hall of the "Maggiore" and its outdoor area for leisure and beach;
- Villa Maioni, seat of the municipal library and its park;
- the area of the new tourist port;
- the botanical gardens of Villa Taranto;
- the future center of Villa San Remigio and its Italian gardens (under restoration);
- the stops of the Navigazione Lago Maggiore both of the boats that of the ferry of connection with Laveno and the Lombard shore;

### Planning at the scale of the strategic site

It would be right to imagine the representation of the transformation of the area more in the form of a metaproject (ie an exemplification of transformative intentions) than of a real masterplan.

In other words we could define a regulating and incremental device where a series of availability of the proponents are shared with the public administration not only in terms of spaces, equipment and artefacts to be made available to the community, but also of processes through which it is possible to catch tacit or emerging wills from other actors and protagonists in the urban and territorial scene of Verbania, in addition to the attraction of other exogenous subjects.

It is necessary to define already at this stage those planning and strategic lines that could put in synergy the intentions of private investment with the idea of a public city.

By public city is meant, in addition to the traditional "rare functions" of institutions and primary services, also the archipelago of possible single or collective initiatives that can lead to the construction of new functions attributable to the idea of "common good" (product or result of a community action that leads to the construction of assets based on collaboration and sharing).

The methods of convergence of common strategies between public and private are therefore a condition of success of those complex urban operations of regeneration of important portions of the fabric of a city. We must not consider them only in terms of negotiating opposing interests, but rather as a point of balance between demand and supply of some functions that are integrated with other value mechanisms distributed over time or space.

The clear need for a public-private relationship is based not only on a precise and thorough contract, but also on the awareness that the redevelopment of the area, the maximum usability, the attractiveness, the multi-functionality in its evolved form of mixité and the fullness development of the right to the city are useful aspects both for private enhancement and for public use.

The interpenetration between collective city and economic activities is not only spatial, but can also stimulate the development of functions and services for citizenship and the creation of a shared and shared vision of this part of the city.

Some themes are common: mobility, accessibility, areas of aggregation, the quality of urban spaces, the landscape, the attractiveness of the area and the functions installed.

The ability to qualify and identify the project for first and the area for second, will open up the possibility for new investments and new policies of use of the city, according to some general objectives:

- environmental redevelopment of the area;
- redevelopment of the urban landscape;
- fluidity of infrastructure for mobility of the entire sector;
- transformation of the area into an important service hub for the city;
- provide an implementation system in phases that privilege the public city, supported by a unified and organic vision that will be the basis of the (P.P.) Detailed Plan;
- provide specific project paths (public spaces, equipment, services, experiments, hybrid places, etc.) to be implemented with the involvement of citizenship;
- to tie up the implementation of interventions with activities of re-use, even temporarily, of parts of the area and buildings from the first implementation phases.



### **The project "Riusiamo Verbania" (Re-use Verbania)**

The project involved several Verbania stakeholders and neighboring territories. During the period March-May 2018 some meetings were held with around 30 subjects, from which 23 requests for spaces / places emerged: culture, sport, assistance / welfare / civil protection, active citizenship, tourism development and / or promotion, technological innovation / social, social agriculture, events / aggregation.

From these meetings comes the proposal of the ManiTese Social Cooperative in r.l. Onlus for the Riuso pole to be located in the Ex Acetati area. With municipal council resolution n. 144 of 20/04/2017, the Municipality of Verbania has confirmed the interest in the project of POLO DEL RIUSO of Manitese Cooperativa Sociale a r.l. Onlus.

The Municipality, careful to good environmental practices, is constantly looking for solutions that can reduce waste production and increase the percentage of separate waste collection. Despite being one of the first municipalities in the provincial capitals, at national level, due to the percentage of separated waste collected to date, the Administration has among its objectives that of the constant improvement of activities that allow it to respect the environment by reducing the use of resources and with the principle of prevention, also through continuous and constant education.

The Re-use therefore appears to be a fundamental step for the containment of wastefulness and for its re-entry into the vital circuit of things.

A Re-use Center represents at the same time a physical space, an exchange space, a place of culture, but also a concrete place of action.

A Re-use Center serves to reduce the amount of goods that are disposed of in landfills and to constantly educate citizens. In order to achieve effective results, the Re-use Center should be structured on one side in such a way as to be able to physically intercept the objects, which otherwise would become waste and therefore would be disposed of; on the other, the objects intercepted should be repaired in places/ laboratories/workshops created for this purpose and subsequently destined for final sale. These three "spaces" could be positioned together or located in different locations, but it is

essential to underline the importance of the proximity, of the "interception point" to the Ecological Island: users, in fact, who already attend the center to confer waste, they would find in the same place, the possibility of changing the course of objects that shortly before becoming waste could become new material.

In the center of Re-use fundamental activities should be carried out, such as:

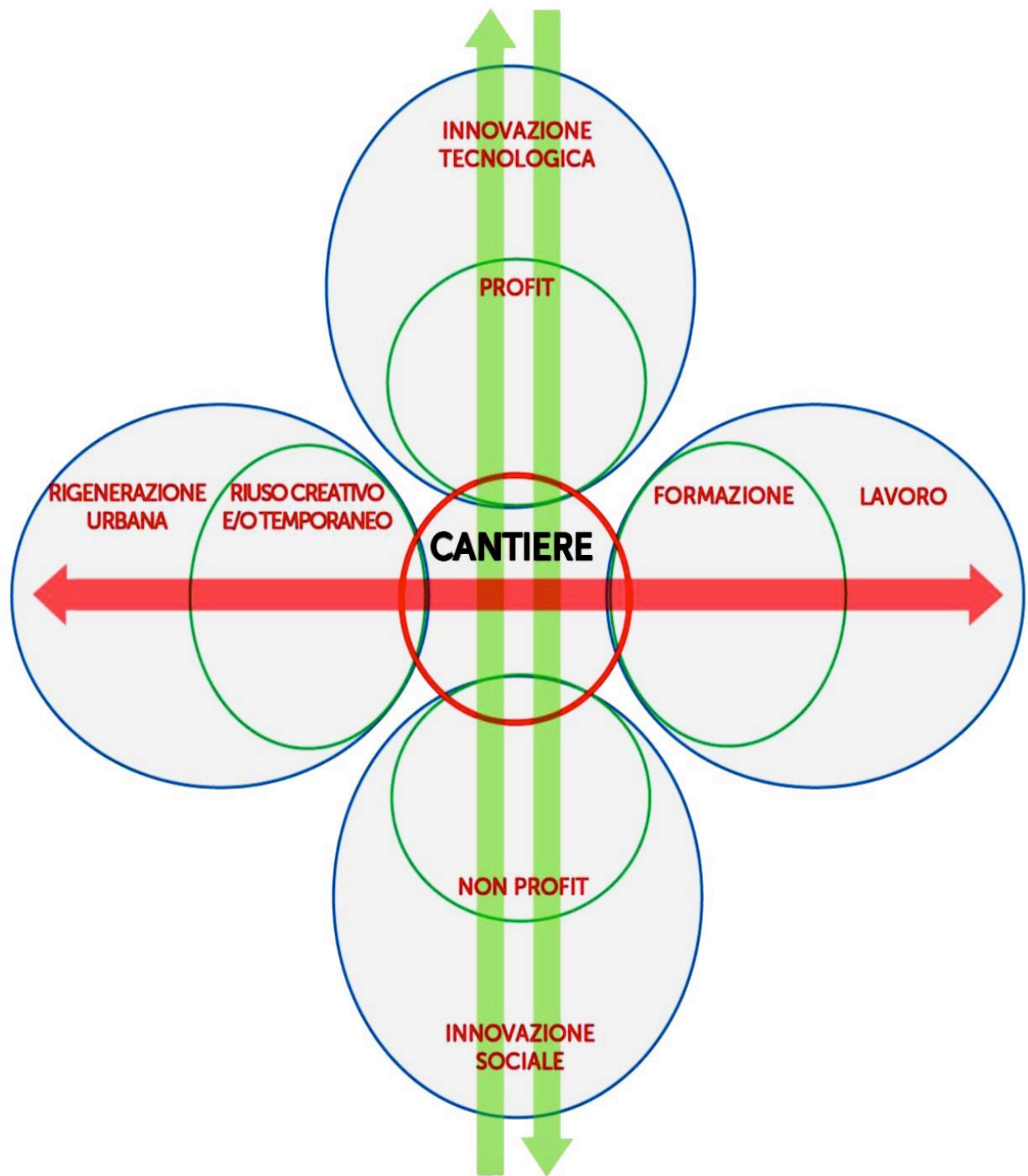
- Choice of marketing for the objects at the time of re-entry into the "active" circuit of Re-use for the economic sustainability of the project, minimizing the risk of not giving continuity to the same;
- This marketing must allow the creation of jobs position even for disadvantaged people;
- To combine the main activities of recovery and collection with a fundamental cultural action and environmental sustainability education, both with information material and with a schedule of events and meetings.

Objectives of the POLO DEL RIUSO project are:

- implement sustainability practices and promote environmental issues;
- create a structure that can respond to the social needs of the territory, through training and work acceptance.

Directive 2008/98 / EC defines the European hierarchy concerning the management and reduction of waste.

The highest position is for PREVENTION, due to a decrease in the flow of waste, through a continuous and constant education and resource saving policies. Immediately in second place, but first as an action on the "waste", we find the REUSE, or better the PREPARATION for the REUSE: extension of the life of an object, through the control, the cleaning and the repair of the same. This action is preferred to RECYCLING and RECOVERY; in the first case implies in the transformation, the use of energy and resources, in the second one we talk about energy recovery.





# C3 PROJECT SITE





## Description

The great industrial fence of the "farmer Acetati" stands along the nineteenth-century route of Viale Azari: an optical axis that, starting from Piazza Gramsci, has as its visual fulcrum the church of Madonna di Campagna, a national monument in Renaissance style designed in the first half of the XVI sec. and built on a pre-existing Romanesque building, of which only the bell tower remains. Within the original site there is still an important company: Plastipak Italia Preforme s.r.l. which belongs to the American multinational group Plastipak, specialized in the packaging sector in the beverage, food, personal hygiene and automotive sectors, which designs and manufactures PET and HDPE containers. Going north along Viale Azari we still find a historic engineering factory and at the junction with Via Olanda other service facilities, such as the headquarters of V.C.O. transport, a public transport company, a private company operating in the sector of iron and non-iron scrap recovery and the city Purifier.

The result of the polycentric cities is to evolve starting from the historical nucleus and to localize in the "periphery" the processes with greater environmental impact. In the case of Verbania we have different historical centers, different areas of expansion and ... different "suburbs", with the paradox that the "ex-Acetati" area is a peripheral site compared to the original town of Pallanza, but very central compared to today's "new" city of Verbania.

Opening up to the City a space with a particular urban dimension can generate new urban axes by connecting the towns of Pallanza and Intra directly through the districts of S. Anna and Sassonia.

The site must have a new role, a new urban profile; finding a new balance with the city: the possibility of redesigning an area that in terms of proportions and location is in fact central to the urban context of the towns of Pallanza and Intra, is an opportunity to generate new forms of socio-economic development. To settle new forms of work and work culture; to combine the green areas with the recovered buildings or new buildings, in order to consolidate and expand the Verbania "garden city" settlement principle.

This future urban space must be designed to combine work and leisure; place of culture and production, designed for the different material and immaterial connections; an open space and a built-up area, green areas and infrastructures that can be experienced as spaces of social aggregation for the different age groups, trying to make it alive on an ongoing basis and not as a specialized and lived place exclusively for production needs as it is been until now. In this context the main challenges are the mending and re-composition of the edges of the site and the different spaces and functions close to them.

*Il sito di progetto veduta aerea*





## Project guidelines

The projects that will be presented must take into account different thematic levels: a first general level corresponding to the enhancement of the elements surrounding the area, also taking into account the different values and the difference in the morphology of the site; a second level characterized by the design of a new urban armor and by the relationship between this, the new public spaces that will be provided inside the site and those existing outside; a third level that will have to foresee the spatial and functional organization of the containers, whether new or recovered.

### First level

- enhance the church of Madonna di Campagna, from the axis of Viale Azari, also modifying the road geometry, while maintaining the peculiarity of the so-called "mileage perspective" of late eighteenth-century inspiration;
- integrate within the general design and the proposed functions, the existing sports facility (athletics field, rugby, skate track, outdoor basketball court), solving the problems of both morphological discontinuity (topographic) and general accessibility to the site;
- provide for the connection with the Saxon quarter (Intra area) through Piazza Fratelli Bandiera through the third bridge;

### Second level

- designing the new urban structure, the new armor of the future building fabric, foreseeing the roads, but above all the pedestrian and cycle paths, identifying the new connections with the existing roads, as well as within the site.
- design the relationship between the new armor and the new public spaces that will have to be built within the site;
- study the relationship and continuity with public spaces located outside the site.

### Third level

- designing the new building fabric also envisaging the recovery and re-functionalization of existing buildings, as evidence of a historical period of particular importance in the socio-economic life of the city.

The re-functioning and re-use of the former Acetati area and its surroundings must contribute, also from an architectural point of view, to the creation of a new urban area characterized by a functional mix linked to tertiary, cultural, leisure and sport activities, representing, as mentioned, an area of connection between different urban areas.

The allowed functions are:

#### productive activities

- craft industries/laboratories;
- laboratories for analysis, research and experimentation related to production activities;
- technical and maintenance functions;
- warehouses and stores;

#### Retail

#### tertiary

- service activities relating to public services and offices;
- tertiary activities related to credit;

#### sport and free time

- sports equipment: gyms, swimming facilities, etc.;
- local restaurants;
- recreational and entertainment activities;

*Piazza Fratelli Bandiera viewed from via Brigata Valgrande Martire (on the right)*



Particularly in **zone A**, highlighted in the graph, it requires the establishment of complementary commercial activities to the existing structures outside the site, in addition to spaces and activities for leisure time, favoring the maintenance and recovery of existing buildings. The existing green area must be maintained, but proposals can be made for its redevelopment and the establishment of open-air activities. A portion of the green area will be reserved for the activities of the Consortium of Social Services of Verbano.

Within **Zone B**, the *Polo del Riuso* will be established by the Mani Tese Association, which will have an active temporary office starting from the completion of the reclamation activities, until the recovery of the entire building is started, and as indicated, a definitive location in the building next to it, completed the redevelopment works. The *Polo del Riuso* will not be a simple point of collection of objects or materials used, but a center where the objects before they become waste, prolonging their life, are transformed into something useful, find a second or third life, because they are sold or exchanged, or because they have become useful for another purpose; reworked objects, which become design objects: tables, lamps, chairs.

It will be a living space of sharing, of exchange and collaboration, in which one breathes and learns what "circular economy" means and what advantages it brings. Helping to bring innovation by creating a model of a new socio-economic and cultural ecosystem.

In zone B, the functional mix should be privileged, which also allows the inclusion of economic activities of a productive nature (artisanal or industrial with low environmental impact and with reduced need for surfaces for the production cycle) preferably oriented to the principle of the circular economy:

The circular economy is an economic system designed to be able to regenerate on its own by playing with two types of material flows, biological ones, able to be reintegrated into the biosphere, and technical ones, destined to be upgraded without entering the biosphere.

Posing as an alternative to the classic linear model, the circular economy promotes a different conception of the production and consumption of goods and services, which passes for example for the use of renewable energy sources.

In **zone C**, activities related to sport and leisure should be privileged, in particular with the aim of creating a swimming pool and large green areas for free use.

In addition to the provision of roadways, particular attention must be paid to the design of the greenery, as an element to characterize the spaces as well as the green connection between the different areas and the areas outside the site.

The proposals must be developed to the degree of technical-economic feasibility project that also demonstrates the potential economic sustainability of the proposals presented.





### Prescriptive elements

In addition to the compatible functions with the General Town Plan destination reported above, the operational and planning disputes are represented by the following parameters and constraints:

Rc (coverage ratio) = 66% of the SF surface area (the coverage ratio is the quotient, expressed as a percentage [%], between the surface area covered by the built and / or building buildings and the land area; it represents the percentage of covered and built-up area on the land surface. The land area is the real area of a portion of land destined for use as a building. It consists of the land area net of the areas destined for public services and infrastructures, the road network and the plants constituting primary, secondary and urbanization works. induced surface area is measured in square meters -mq)

H = 12.50 ml. except for pre-existing higher heights on the building subject to intervention (the height is the maximum height between the various fronts measured in meters)

#### Standard areas

for production facilities: in the case of interventions for new production plants, the provision of areas for public services and equipment and for public use must be equal to or greater than 20% of the land area used for productive purposes;

for tertiary and commercial settlements: the allocation of areas for equipment serving the management and commercial settlements is stable to the minimum 80% of the gross floor area

In the respect zone of the cemetery it is allowed the realization of infrastructures, parks, gardens, public or public use parking lots; within this range, for existing buildings, ordinary maintenance, extraordinary maintenance, restoration and conservative restoration, building renovation are permitted, as well as functional expansion of the buildings themselves, in a maximum percentage of 10% for hundred of the Gross Profit Area (ON: sum of the surfaces of all the floors included in the external perimeter profile of the building, expressed in square meters - square meters).

Note:

a) "ordinary maintenance interventions", building interventions concerning repair, renovation and replacement of building finishes and those necessary to integrate or maintain existing technological systems;

b) "extraordinary maintenance interventions", the works and the modifications necessary to renovate and replace even structural parts of the buildings, as well as to implement and integrate the sanitary and technological services, as long as they do not alter the overall volume of the buildings and do not involve changes to the destinations of use. The extraordinary maintenance interventions also include those consisting in the splitting or unification of the real estate units with works execution even if they involve the variation of the surfaces of the single real estate units as well as the urban load as long as the overall volume of the buildings is not modified and yes maintain the original intended use;

c) "restoration and reconditioning interventions", building interventions aimed at preserving the building organism and ensuring its functionality through a systematic set of works that, while respecting the typological, formal and structural elements of the body itself, also allow it the change of intended use provided that these elements are compatible, as well as compliant with those envisaged by the general urban planning instrument and the related implementation plans. These interventions include the consolidation, restoration and renewal of the constituent elements of the building, the insertion of the accessory elements and of the systems required by the needs of use, the elimination of elements extraneous to the building organization;

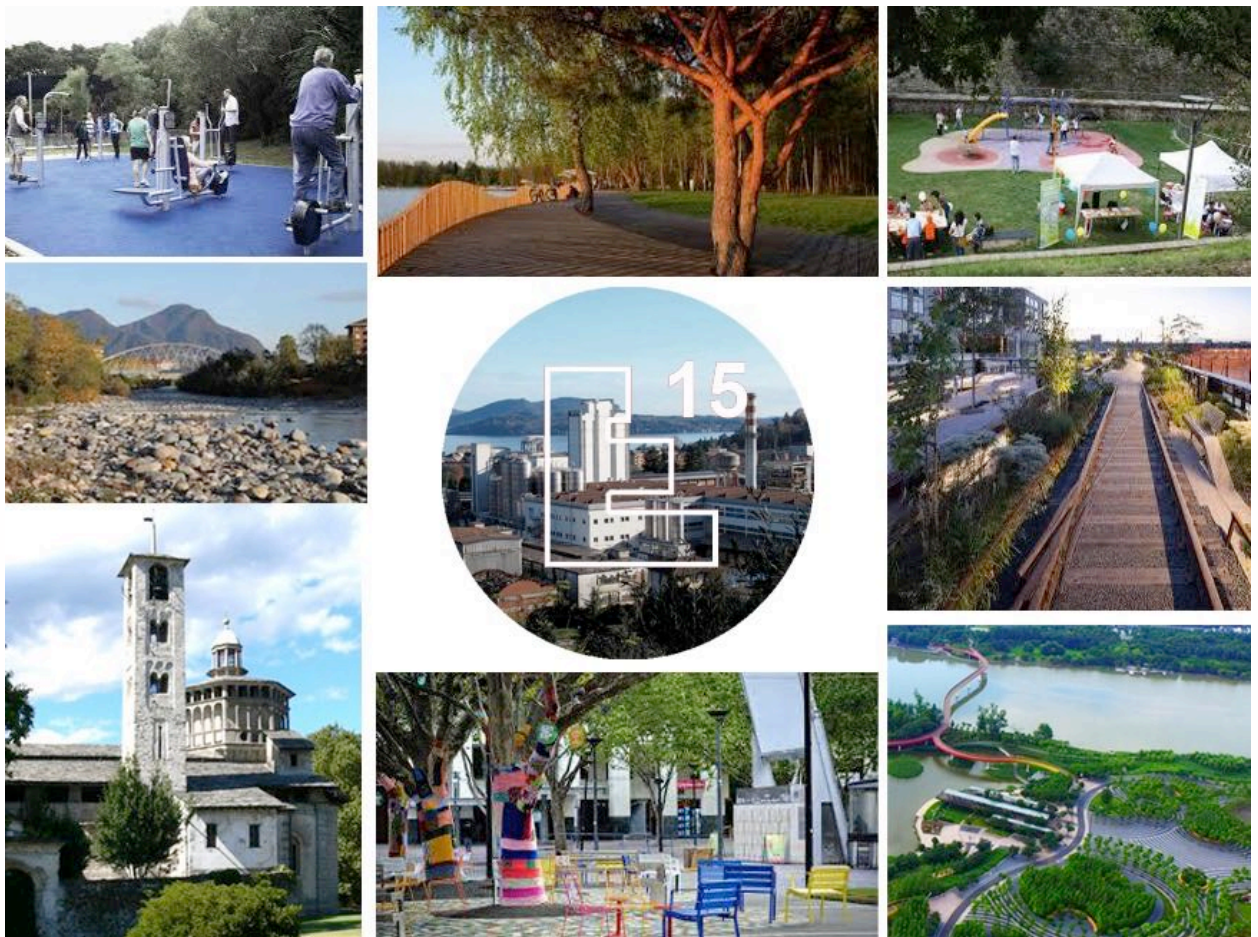
d) "building renovation interventions", the interventions aimed at transforming the building structures through a systematic set of works that can lead to a building organization in whole or in part different from the previous one. These interventions include the restoration or replacement of some building constituents, the elimination, modification and insertion of new elements and installations. The building renovation also includes those consisting of demolition and reconstruction with the same volume as the pre-existing one, except for the innovations necessary for adaptation to the anti-seismic regulations as well as those aimed at restoring buildings, or parts of them, possibly collapsed or demolished, through their reconstruction, provided that it is possible to ascertain the existing consistency.

### Interaction with the “Productive Cities” topic

Following the decline of the era of heavy industry, the places of production become widespread and the way of working is increasingly immaterial. In addition to the tertiary sector, it is important that diversified production methods are located within the site.

We need to think of a new productivity that adapts itself to a context that favors smaller spaces and able to satisfy the rotation of activities, favoring the concept of recycling and reuse with low or zero environmental and energy impact. The creation of a context of public and private spaces, in analogy with the urban building structure typical of a consolidated urban center, will generate a place of attraction for different types of users and a place of reconnection with other urban spaces.

*Summary of the schema elaborated by Chiara Fornara, Director of Consorzio Servizi Sociali of Verbania*





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### Photos, plans and documents

#### Cartographic materials

City of Verbania

#### Photos

City of Verbania (p.1,11,12, 23)  
Turistalverde.it (p.6)  
Turismoempione.it (p.7)  
Navimaggiore.blogspot.com (p.8)  
Google street view (p.12 basso, 25)  
Sempionenews.it (p.13)  
LaStampa.it (p.15,16)  
Mapio.net (p.17)  
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#### Maps, aerial photos and CTR

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## Links

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Web sites of EUROPAN competition:

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[www.europian-italia.com](http://www.europian-italia.com)

[www.facebook.com/EuropianItalia](http://www.facebook.com/EuropianItalia)

[www.youtube.com/europianitaliavideo](http://www.youtube.com/europianitaliavideo)

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[Verbania, over the City di Alberto Caldani](#)

[Verbania e Villa Taranto del Distretto Turistico dei Laghi](#)

[Centro Eventi Il Maggiore Verbania di Giuseppe Galliano](#)

[Villa Taranto. Verbania di Riccardo Piazzalunga](#)

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