

EUROPAN 16 ITALIA

Living Cities

SAN DONÀ-Venezia

from ATVO bus station to the new urban metabolisms

C1

C2

C3

ORGANIZATION OF THE COMPETITION

Site representatives	City of San Donà di Piave
Actors involved	ATVO, City of San Donà di Piave
Team representative	Architect, urban planner, landscape designer, engineer-architect
Expected skills regarding the site's issues and characteristics	Architects, landscape architects, planners with expert knowledge in the environmental sector, designers, social scientists, innovators, artists, economists
National communication of projects	Communication after the results of the competition with an exhibition of all projects, awards ceremony and publication of results (March-April 2022).
Jury - first session	The representatives of the sites meet the Jury before the start of works to clarify any questions about the program and goals.
Post-Competition Intermediate Procedure	<p>Workshops locally with the prize-winning teams: winner, runner-up, special mention, to be defined the roadmap according to the process.</p> <p>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>



EUROPAN 16 SAN DONÀ SHORTLY

Interaction with the Living Cities topic

The city is in a phase of transformation and relaunch, through a series of programs already under construction. The relocation of the ATVO bus station to the new Porta Nuova hub is an opportunity for the city to enrich the system of connections with its environmental, social, cultural and economic values.

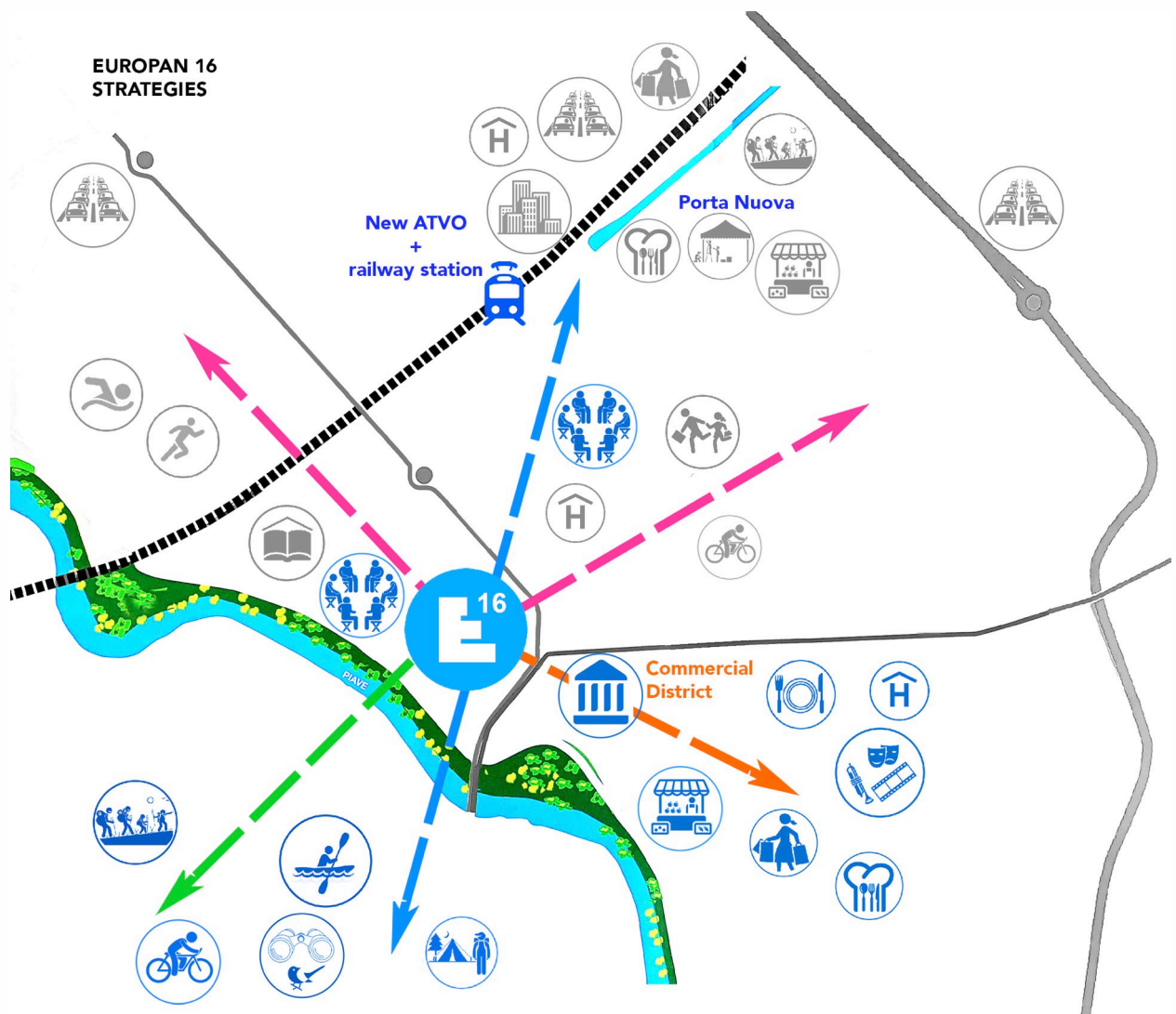
Strategic thinking for the ATVO must consider new attractive functions in the urban center, even for non-resident citizens. Part of the project are the new relationships to be defined on the "Piave river - urban center - Porta Nuova" axis. It is necessary to activate new metabolisms starting from the ATVO area of Piazza IV Novembre: a central place for the city and a hinge towards the main axis of transformation.

The challenge starts with the advantage of an accessible area, for those who use the bicycle and for those who use public transport, and also equipped with covered spaces.

The City ask for young European professionals for new models capable of giving vitality to the urban center.

The San Donà of the future is the city of all people, accessible, inclusive, capable of developing interventions to avoid the decreased birth-rate, through targeted projects for young couples.

A city that is characterized by the quality of life and well-being, with places for sport and outdoor life; that guarantees a good cultural, educational, health and service offer.



INDEX

C1

C2

C3

TERRITORIAL AND URBAN CONTEXT

The City of San Donà di
Piave
p.6

Connections
p.9

Demographics
p.11

Socio-economic and cultural
context
p.12

Events
p.14

Strategic tools and programs
p.15

STRATEGIC SITE

Description
p.19

Programs at strategic site
scale
p.22

PROJECT SITE

Description
p.24

Project guidelines
p.25

Credits
p.26

C1 TERRITORIAL URBAN CONTEXT



The City

San Donà di Piave, a city in the Eastern Veneto region, rises on the banks of the Piave river. It represents the third most populous municipality of the Metropolitan City of Venice and the ninth municipality of the Veneto Region by number of inhabitants. The territory extends for about 79 square kilometers, along the axis of the Piave river and between the Sile and Livenza rivers. San Donà shares its limits with Noventa di Piave, Salgareda, Cessalto, Chiarano, Ceggia, Torre di Mosto, Eraclea, Jesolo, Musile di Piave, Fossalta di Piave.

The city center of San Donà di Piave is 16 km from the coast, 6 km from the Venice lagoon, 70 km from the Dolomites. The Piave river connects 3 Unesco heritage sites: the Dolomites, the Prosecco hills of Conegliano and Valdobbiadene, Venice and its lagoon.

The first settlements were born on river deposits, along the Grassaga, an ancient branch of the Piave. The Romans began the transformation of these lands with the centuriation (first reclamation work) and the infrastructures (stone bridges and roads). Of the traces of the Roman reclamation, only a few geometries remain visible in the current reclamation. The flood of the Piave in 1250 diverted its course by moving the chapel of San Donato (San Donà) from the left bank to the right, where Musile di Piave stands today. From the early Middle Ages it will be necessary to wait for the end of the war between the Serenissima and the Kingdom of Hungary, to start the development of the territory that the Republic encouraged by offering tax exemptions to farmers willing to relocate. In 1468 the Republic rented the Gastaldia of San Donà which later became the private possession of the Trevisan family.

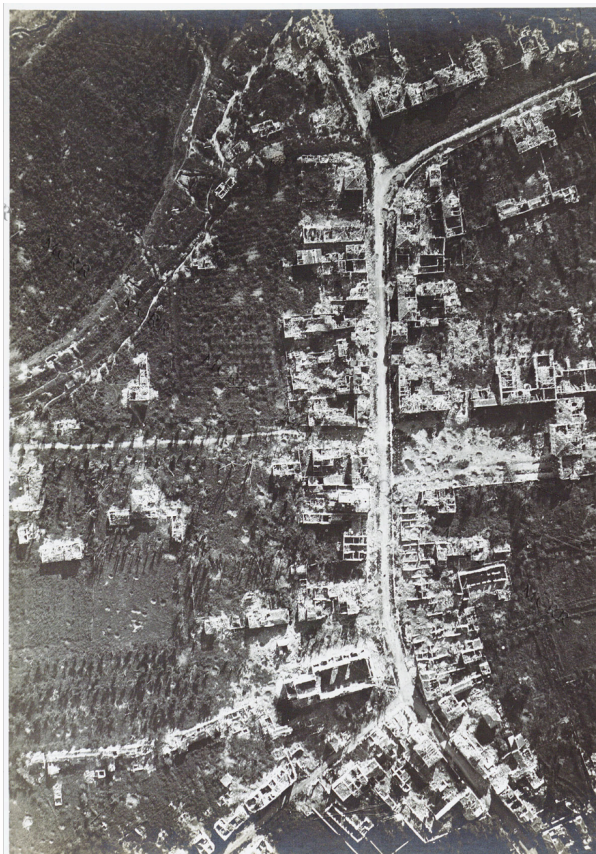
The growth of the urban center was initially difficult, due to the instability of the hydraulic balance of the area, which in the 19th century was still largely occupied by the marshes, residues of the great lake of the Piave. In 1797, the Municipality of San Donà was established, the capital of one of the fifteen cantons of the Treviso district. The first consortia for the reclamation of the areas arose; the urban center was enriched with palaces, commercial buildings and a new cathedral, built between 1838 and 1841.

In 1915 the environmental metamorphosis of the territory is complete. The productivity of the area increased, railway and vaporetto connection services were established, the road network was expanded and industries and services were opened for the population. The impact of the First World War on San Donà was devastating. From 13 November 1917 began the long months of trench warfare, culminating in the Battle of the Solstice.

In the autumn of 1918 the Italian army launched the decisive offensive against the Austro-Hungarian positions and on 31 October 1918 San Donà returned to Italian hands.

The toll of the war was heavy: the city infrastructures completely destroyed and most of the architectural and artistic heritage irretrievably lost. The first post-war period was characterized by the complete reconstruction of the city and the restoration of socio-economic activities, of the inter-municipal road network and of the railway service.

In 1940 Italy entered the war alongside Germany and in 1944 the city was subjected to several bombings that destroyed the Verdi Theater and the Umberto I Hospital. On April 25, 1945 the insurrection of the city was proclaimed and on the same day San Donà was freed.





Piazza Indipendenza

The urban fabric of San Donà includes :

- a historical nucleus;
- a semi-ring peri-urban system;
- a ring of peri-urban agricultural areas, between the town and the new ring road;
- the streets undergoing transformation, on which the commercial areas (Tecnopolis) and the production areas are connected, both of the first plant (such as the industrial area of via Kennedy) and of new formation (area of via Bassette, welded to that of Noventa di Piave) ;
- the satellite nuclei of the hamlets, distributed along the territorial roads starting from the center of San Donà;
- the agricultural space of environmental relationship.

Although the built-up area is compact, there are, within it, diverse building types: single-family and semi-detached buildings, terraced buildings, building curtains, multi-storey apartment buildings.

The numerous hamlets located within the municipal territory (in the right area Piave: Passarella, Chiesanuova, S. Maria di Piave, Caposile; in the left area Piave: Palazzetto, Isiata, Fiorentina, Fossà, Calvecchia, Cittanova; in the north: Mussetta and Grassaga) maintain small dimensions, associating pieces of more recent building fabric with the consolidated settlements.

Aerial view of 1918 from which is visible the development of the urban fabric -source www.14-18.it



The environmental components

The city geographically belongs both to the lagoon area and to the plain with different characters:

- to the north the more mature territory of ancient reclamation;
- to the south, recent reclamations with lower altitudes than sea level;
- between the two, the riverbed and paleo-beds of the Piave river.

As a land of reclamation, a large part of the municipal surface lies below sea level and is drained by the daily work of dewatering pumps that recover water from the earth and, through a dense network of canals, transfer it to the sea. It is characterized by :

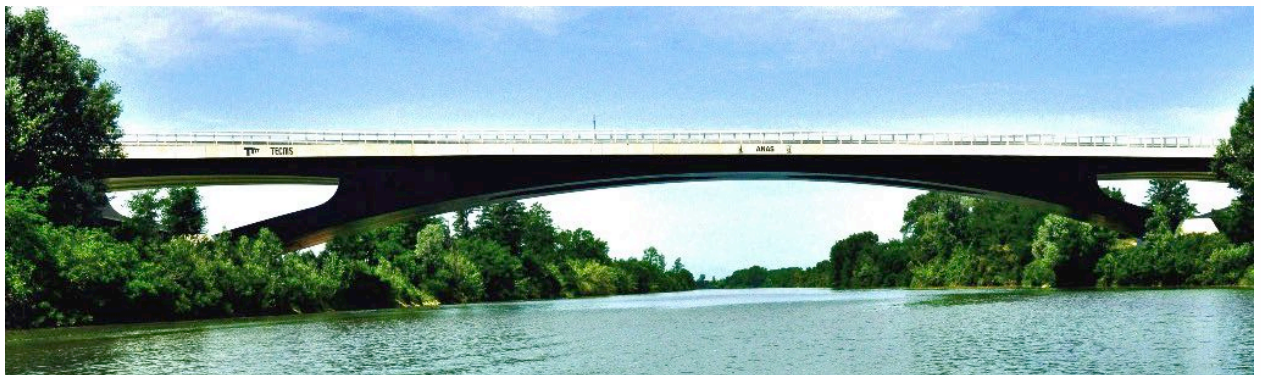
- a large agricultural area, rich in minor waterways, streams, which cross the entire territory;
- the area adjacent to the course of the Piave, of particular value in the upstream section of the town of San Donà di Piave;
- the marginal area of the Venice Lagoon, and the neighboring agricultural areas;
- a space of particular environmental interest which is located starting from the confluence of the Grassaga and Piavon canals on the Brian canal;

- agricultural areas intended for repopulation oases near the archaeological area and close to the lagoon, which, due to the abundance of water, is the perfect habitat for animal species, insects, amphibians and small mammals;
- the nearby environmental sites of community interest: the Cessalto wood, the upper lagoon of Venice and the special protection area IT3250046.

The ecological discontinuities due to the anthropized territory and the presence of productive settlements and high traffic infrastructures are critical factors for the naturalistic development and the protection of Biodiversity. With the PAT (Territorial Planning Plan) the components for the creation of an ecological network have been identified. In recent years, the orientation of urban policies towards environmental sustainability has led to the strengthening of the green infrastructure, characterized by large public parks and urban forests, configuring the agricultural areas as an extensive countryside park, generator of relevant ecological services. After a series of actions, today San Donà has 140 hectares of public green, of which 20 hectares of wood, on a total area of 79 square kilometers.

PAT, Landscapes map-source City of San Donà





Connections

San Donà di Piave constitutes the new polarity of Eastern Venice, the main gateway to the Venetian metropolitan area, organized around Venezia-Mestre, Padova, Treviso and towards Europe. It provides public and private services of territorial rank, it is a welcoming residential city, a place of agricultural, industrial and artisanal production, with a strong connotation for the service economy.

Mobility infrastructure

The city is connected to the A4 Venezia-Trieste motorway via the provincial road 83 and is connected to the San Donà-Noventa motorway exit just over 1 km away.

Other provincial roads connect it to the cities of the coast and to Treviso, through the Regional Road 89 Treviso Mare-San Donà.

Furthermore, it is crossed by the Strada Statale 14 della Venezia Giulia. The main average travel distances are: A4 motorway and Factory Outlet - 8 minutes; Jesolo Lido - 25 minutes; Marco Polo Airport - 25 minutes; Canova Airport - 30 minutes; Mestre-Venice - 35 minutes; Padua - 55 minutes.

The San Donà railway station is located on the Venezia-Trieste line.

It serves the municipal area, the seaside resort of Jesolo and the entire Lower Piave area.

The city is the headquarters and central hub of the ATVO road transport company, which operates connections to the metropolitan city of Venice in Eastern Veneto, and the urban service in the city itself.



Cycle routes

- the named *Friendship cycle route* - international cycle route "Muenchen-Venice", crosses San Donà in the city center along Via Noventa, Via Garibaldi, the two pedestrian areas, up to the bridge.
- *National cycle route "Trieste-Lignano-Venezia"*, extension of the *Adriatic cycle route*.
- *BI5 cycle route - Romea Tiberina Paths*.

Pedestrian paths

San Donà is crossed by the *Romea Annia* (on the ancient route of the *Via Annia*), part of the *Romea Strata* that leads to the *Via Francigena*.

Accessibility

To make the city accessible and inclusive, architectural barriers were mapped and subsequent interventions were activated for their gradual removal. Among the interesting projects "*San Donà Accessibile*", of the I. T. C. S. L. Battista Alberti), through the involvement of various subjects, has made young people aware of the planning of paths for people with motor disabilities.

Biciplan

In 2016, the "*BiciPlan*" was adopted. From the organic vision of the *Biciplan* derives the action of creating the entire connection of the cycle paths, taking into account the center and hamlets with particular attention to schools, to the citadel of Second Degree Secondary Institutes (Higher) and to the Citadel of Sport.

The pedibus

The *Pedibus* project, launched by the City in collaboration with the Comprehensive Institutes of San Donà and ULSS 4, guides and educates to a mobility that favors sociality, healthier, and respectful of the environment and people, helping to reduce high traffic levels. The active *Pedibus* lines currently involve 200 children and numerous accompanying volunteers. They have led to a reduction of about 200 cars in the traffic that crowds the areas of the institutes every morning.



Demographics

The city of San Donà di Piave in 2020 has 41,861 inhabitants.

The demographic trend has increased by approximately 3% since 2011.

The population is distributed according to the following age percentages: 17% population over seventy; 60% productive population, 23% under 24 youth population.

Foreigner residents represent approximately 11% of the population.

The largest foreign community is that from Romania with 26.2% of all foreigners present in the territory, followed by Albania (14.8%) and Bangladesh (9.5%).

From 2002 to 2018, residents grew by 17% and the trend is still positive, in contrast to the regional average.

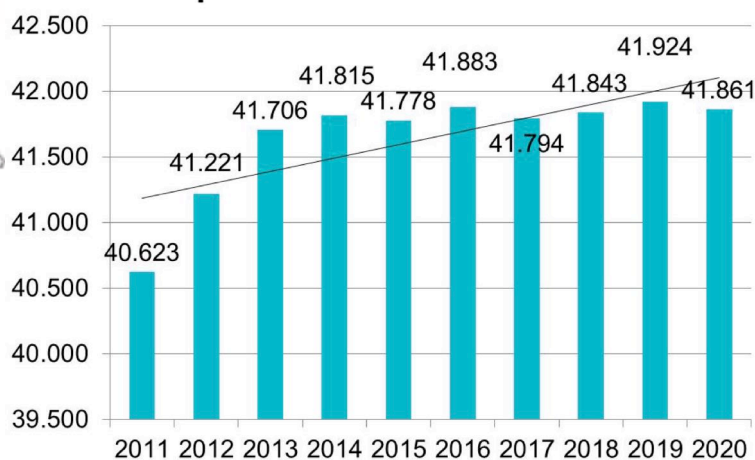
The old-age index (calculated as the ratio between the age group of over-sixty-four and those under the age of 15) is increasing from 127 to 157.

In all the municipalities of the Sandonatese area, after the initial demographic decline of the 1950s, connected with the radical transformation of the agricultural economy, a recovery followed, starting from the 1960s, due to the consolidation of the new socio-economic model. on widespread industrialization, on the presence of a strong core of services in the main city and on the construction of the coastal tourist city. The capital of the Sandonatese area is growing at a faster rate than that of the other municipalities not only in the province of Venice, but also in the Veneto.

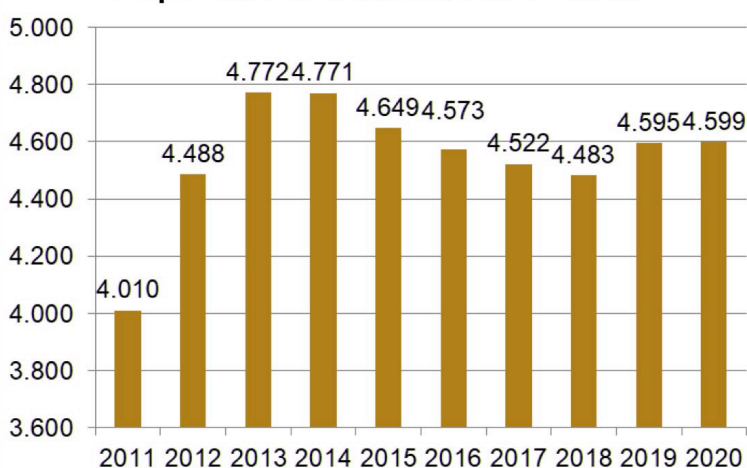


Densità di popolazione:
532 abitanti/kmq
Città Metropolitana di Venezia:
347 abitanti/kmq

Popolazione totale 2011-2020



Popolazione straniera 2011-2020





Socio-economic-cultural context

Productivity

The positive growth trend of the production system considers the strategic position of San Donà at an important infrastructural crossroads on a European scale, identifying some strategic axes:

- the great axis of east / west relationship (A4, SS14 and Venice - Trieste railway;
- the north-south route that links the north / east territories with the seaside towns;
- the motorway tollbooth directly connected to the San Donà network (S.P. 83, which connects Noventa di Piave with the new ring road also connected to the coast);
- the Regional Metropolitan Railway Service, with the new station planned at Porta Nuova.

Some data on some of the main attraction poles with repercussions on the territory of San Donà:

- **McArthurGlen Factory Outlet** (4 million visitors / year, of which 40% from abroad);
- **Venezia** (12.2 million admissions);
- **Jesolo** (5.6 million admissions);
- **Cavallino-Treporti** (5.7 million admissions); Caorle (4.5 million visitors);
- **Eraclea** (0.6 million admissions);
- **Noventa di Piave** (0.2 million visitors).

The current production system is structured around five macro areas:

- the predominantly industrial area that develops from via Kennedy, with the handicraft appendix of via Maestri del Lavoro;
- the area of via Vittorio Veneto, with the adjacency of the front on via Unità d'Italia, with a strong commercial impact;
- the complex in via Noventa, with a strong commercial presence in the process of partial conversion towards the residence;
- the new production area in continuity with that of Noventa;

Some data on active companies in 2019:

Active enterprises: **4,415** (82% company headquarters, 19% local units); 19.8% female businesses; 8.6% youth enterprises; 12.4% foreign companies; 10.5 businesses per 100 inhabitants.

Companies by sector: **9%** agriculture, **24%** industry and construction, **30%** trade, **7%** accommodation and catering, **30%** services. 89.8% of company headquarters have fewer than 6 employees, 99.6% less than 50 employees.

The main production sectors are:

Agriculture: reclamation, business concentration (and expansion of the average area per business), countryside with little human population compared to the rest of Veneto.

Crafts: the leading construction sector, given the demographic growth and proximity to the coast and the city of art, which requires construction companies and related industries.

Industry: industries of excellence, specialized in the engineering, green and food sectors.

Commerce and Services: financial, banking, insurance, consulting.

Tourist flows in the municipality of San Donà in 2019 recorded 37,280 arrivals and 71,018 presences.

Services

- 0-3 years: a municipal nursery (72 places) as well as private facilities
- Kindergartens (about 700 children): 12 complexes, of which 7 equal.
- Primary Schools (about 1,500 children): 6 school complexes in the 3 Comprehensive Institutes.
- Lower secondary schools (about 1,100 children): 3 plexuses.
- High schools (about 6,000 students, more than half of whom come from neighboring municipalities)
- Other training schools: "Don Bosco" Vocational Training Center (mechanical, motor, electrical, IT, renewable energy sectors), "San Luigi" CFP (wellness sectors, business services), "Luniklef" training school (aesthetic courses, hairstyle).
- Centro Territoriale Permanente - Permanent Territorial Center (CPIA - Provincial Center for Adult Education).
- 374 Associations, registered in the municipal register, of which: 34 combatants and weapons, 113 cultural, 98 social and voluntary, 129 sports.
- Parishes: 8 in the Diocese of Treviso, 2 in the Diocese of Vittorio Veneto, 1 in the Patriarchate of Venice.
- Health offer: Civil Hospital; affiliated private structures; the RSA Monument to the fallen in war (historic structure for the non-self-sufficient elderly in the city center, with 170 places); a 120-seat RSA building; a day center for the elderly.

Culture, sport and free time

San Donà is a lively center that responds to needs related to culture, sport and leisure.

Some are mentioned:

- Cultural Center (L. Da Vinci) with auditorium (300 seats) and conference room (100 seats)
- Exhibition centers (including the Gallery of Modern and Contemporary Art, the Metallica Hall and the Agorà Exhibition Center)
- Libraries
- Museo della Bonifica, inaugurated in 1983, important for understanding the history of the entire territory of the Lower Piave.
- Metropolitan Astra Theater (500 seats) hosts prestigious theatrical, cultural and musical events.

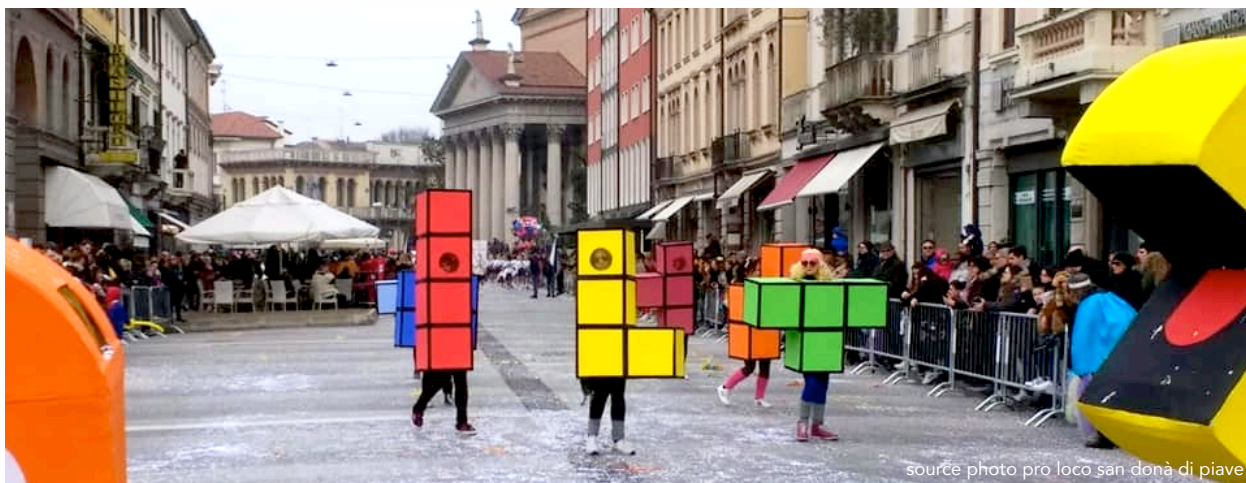
The considerable presence of parks facilitate outdoor life: *the Europa Park, the Rose Park, the Federico Fellini Park, the Villeneuve sur Lot Park, the Benjamin Park, the Sculpture in Architecture Park*, space for important musical events.

Sports clubs and associations offer all sports possibilities: river, air, team, individual, amateur, competitive ...

In the northern outskirts of San Donà there are: the Romolo Pacifici Stadium, that host the match of Rugby San Donà; the Guido Barbazza sports hall; the Mario Davanzo Sports Center. The Verino Zanutto Stadium, a historic facility in San Donà inaugurated in 1929, very dear to the citizens and subject to new uses.

The Park of Sculpture in Architecture





Events

Yearly

- **Carnival** (last Sunday of Carnival): parade of groups and floats with entertainment in Piazza Indipendenza
- **Liberation Day and Spring Festival** (April 25 and in the nearby days): Flower market, centopassioni-market for artistic crafts, food and wine, exhibitions and entertainment
- **Sports festival** (1 May and in the days around): in the flood plain of the Piave
- **San Donà-Giffoni movie day** (April): young people, schools and cinema meet Citizenship Day (May): the world of associations and volunteering in the square
- **City of San Donà Di Piave International Piano Competition** (2nd week of May)
- **Terrevolute**, festival of reclamation (3rd weekend of May, from Thursday to Sunday)
- **Fish festival** (between the end of May and the beginning of June)
- **River festival** (1st weekend of July, from Thursday to Saturday): a popular festival in the city with music, theater, readings, entertainment, etc.
- **Solemn Pact of Amistà** between San Donà di Piave and Musile di Piave (7 August)
- **Maramacoea** (during the month of September): period of events, exhibitions and manifestations that precedes the period of the Rosario fair.
- **Ziogando** into a strada (3rd Sunday of September) the games of the past in the city center One hundred passions (4th Saturday and Sunday in September) artistic crafts and creativity market in the city center
- **San Donà tomorrow** (September): the sustainable economy in the square
- **Adventure river fest** (September): sports, nature and events at the Piave floodplain
- **Fiera del Rosario** (1st Sunday and Monday in October): Traditional trade fair and widespread market in the city with numerous events and entertainment Festa de a poenta (2nd Sunday of October): typical dishes accompanied by polenta in Piazza Indipendenza.
- **Comics Fair** (2nd Sunday in October): fair dedicated to comics in via Pralongo

Every Saturday:

- **Agricultural market** at km 0 in Corso S.Trentin

Every first Saturday of the month:

- **Antiques market** along the arcades of via Cesare Battisti

Strategic tools and programs



The territorial strategic plans

Regional scale

The P.T.R.C. (Regional Territorial Coordination Plan) articulates the territory into fourteen Landscape Areas, identified pursuant to art. 45 ter, co. 1, of LR 11/2004, of the Code of cultural heritage and landscape (Legislative Decree no.42 / 2004, art. 135).

The Plan guidelines, referred to in the variant to the P.T.R.C. adopted on 10 April 2013, identifies the following Area Plans within the metropolitan area:

- P.P.R.A. (Regional Landscape Plan of Area) "Adriatic Coastal Arch of Venice Lagoon and Po Delta";
- P.P.R.A. "Eastern reclamation from the Piave to the Tagliamento", for which there is still no official document.

The Area Plans represent tools that are still in progress, which can constitute an important work table to achieve the goal of protecting landscape assets, the needs for the care and enhancement of all landscapes and the opportunities for sustainable territorial transformations.

The Region, with the "Veneto 2050" provision (Regional Law 14/2019), aims to overcome and stabilize the 2009 Housing Plan, reconciling the volumetric bonuses with the urban redevelopment objectives, and with the important one of reducing the consumption of soil, contained in the Regional Law 14/2017.

Metropolitan Scale

- PTGM - (Metropolitan General Territorial Plan) – approved on 1/03/2019 with all the contents of the PTCP;
- P.T.C.P. - (Provincial Territorial Coordination Plan), in force, approved in 2010;
- PSM - Metropolitan Strategic Plan three-year period 2019-2020-2021 - Adopted in 2018

Urban scale

Starting from the urban planning reform of the L.R. 11/2004 the city of San Donà implemented new and efficient urban planning tools:

- the P.A.T. (Inter-municipal territory planning plan) entered into force on 2 June 2013;
- the P.I. (Intervention plan).

The Intervention Plan has already implemented both the directives and prescriptions of the PAT relating to agricultural areas, in accordance with Articles 41-44 of the L.R. 11/2004, and those relating to fragility, environmental, landscape and historical-monumental invariants.

The Operational Technical Regulations have been aligned with the regulation of urban planning equalization, building credit, constraints and buffer zones. With suitable variations, the provisions on the containment of land consumption referred to in Regional Law 14/2017 have been incorporated into the municipal planning instrument (PAT + PI) and the provisions relating to the areas of expansion and transformation have been confirmed.

Programs

Agenda 2030. San Donà operates within the strategic framework of the 2030 Agenda for Sustainable Development, the action program for people, the planet and prosperity signed in September 2015 by UN member countries. 17 goals to be achieved by the year 2030. (image of SS objectives)

PAES (Action Plan for Sustainable Energy).

Nel 2011 il Comune di San Donà di Piave ha aderito al In 2011 the Municipality of San Donà di Piave joined the "Patto dei Sindaci", an initiative promoted by the European Commission to actively involve European cities in the strategy for energy and environmental sustainability. The PAES is the programmatic tool, coordinated and supported by the Province of Venice.

Specific projects

- European project "Elena": 7 million euros for the redevelopment of seven public buildings (municipal headquarters, schools, etc.) and the refurbishment of all public lighting.
- "WeGovNow!" (Horizon 2020): European project involving 11 partners, including San Donà, London and Turin, to test a technological platform dedicated to involving citizens in decision-making processes to improve the area in which they live.

- "Energy Care" (Interreg Italia-Slovenia): European project through which a cycle path will be created in Viale Libertà with the safety of the school access area.
- "City Center Doctor" (Urbact): European project with 10 European cities for good urban regeneration practices.
- "D'Basket" (Erasmus +): European project for the development of teaching and learning activities for basic skills, multilingualism, creativity and inclusion in teaching activities.
- "Bando Periferie": 7 million euros from the National Government for the North Gate, the Cantina dei Talenti, the single train-bus station, with private co-financing of another 7 million euros (R.F.I., ATVO, Cantine VI.VO).
- Masterplan of the cycle paths of the eastern Veneto Municipality of San Donà di Piave - 2019 (Leader of the Municipalities adhering to the Conference of Mayors of Eastern Venice).



San Donà and the post-pandemic

The post-covid recovery of the City of San Donà di Piave intends to activate projects with a supra-municipal value, within the wide area strategies (Eastern Venice, Metropolitan City, Region). These projects, which have already started, respond to the development and investment objectives and priorities contained in the European Green Deal * and Next Generation ** strategies.

The 10 projects in progress in San Donà that cross the UN 2030 Agenda and the EU Green Deal EU + Next Generation EU community policies are:

Porta Nuova

- #1 RFI/ATVO Intermodal Hub
- #2 Cantina dei Talenti
- #3 Agro-Food Competence Center
- #4 Laboratory for the processing of agricultural products
- #5 Piazza della Frutta
 - New exhibition space
 - Multifunctional covered square
- # 6 Traffic and parking

- # 7 Innovation gym / Foundation for young people

- # 8 Quartiere di Comunità

- #9 Redevelopment and increase of the public housing buildings

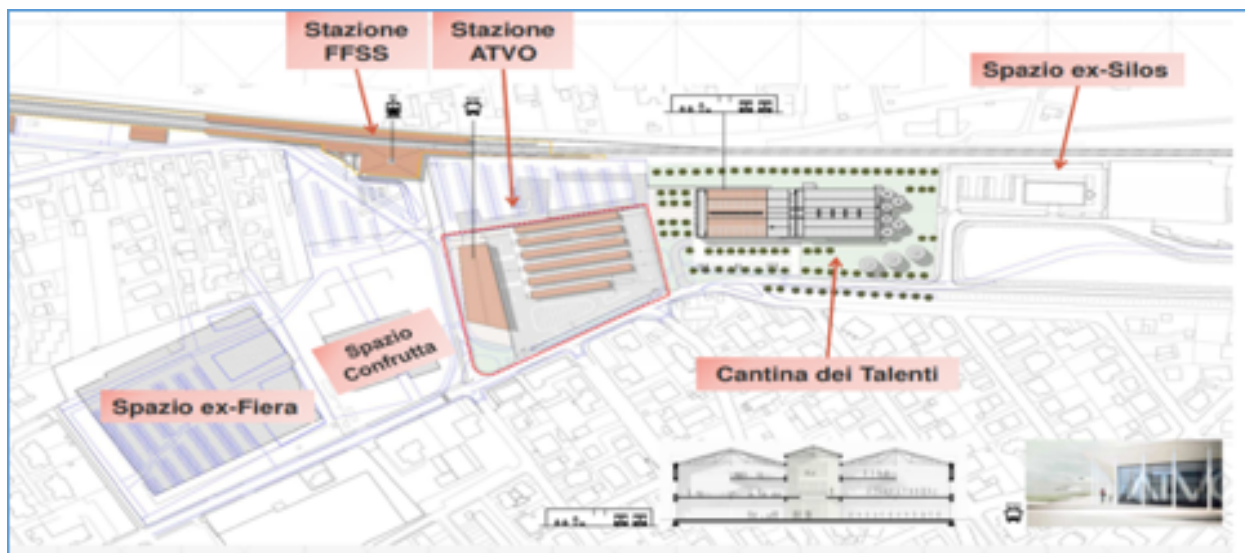
- #10 Bike-park / Enhancement of the former landfill (RSU)

* The European "Green Deal" includes an action plan aimed at:

- a) promote the efficient use of resources by moving to a clean and circular economy;
 - b) restore biodiversity and reduce pollution
- The plan outlines the necessary investments and available financing tools and explains how to ensure a just and inclusive transition to achieve climate neutrality in 2050.

** The "Next Generation EU" strategy represents the extraordinary € 750 billion instrument agreed by EU leaders in July 2020 which, for our country, is worth € 208.8 billion, of which 39% non-repayable and the 61% on loan.

The Recovery and Resilience Facility aims to help member states address the economic and social impact of the COVID-19 pandemic, while ensuring their economies embark on green and digital transitions and become more sustainable and resilient.



C2 STRATEGIC SITE



Description

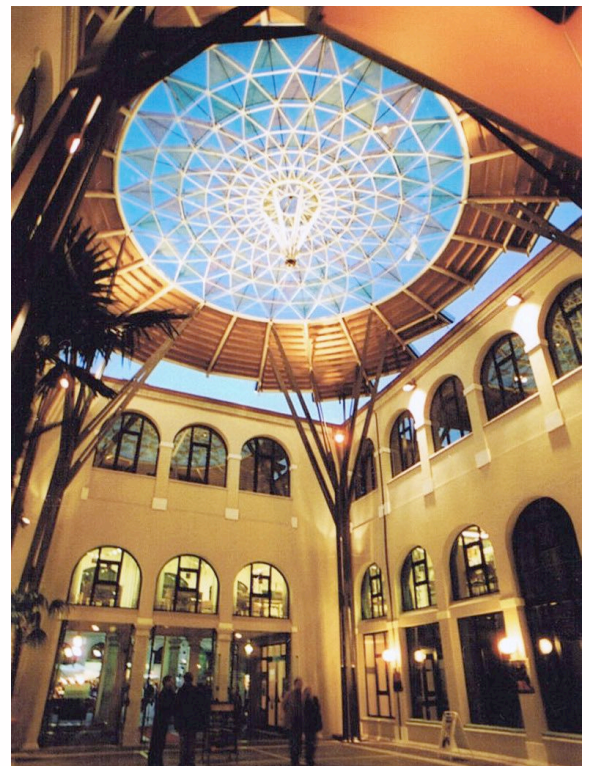
The perimeter of the strategic area identified by European 16 is marked by some of the project areas for urban transformation, already started by the City.

The participants will have to take this future scenario into account and propose connection ideas with the ATVO site.

To understand the context in which the European project is inserted, it is useful to see in summary the urban strategic actions which are:

- A new *Corso Urbano*, from the Ponte della Vittoria to the new North gate, as a great backbone of urban regeneration where to concentrate the management, logistics, leisure, business and mobility services, completing the pedestrianization system and strengthening that of public car parks.
- To give a new Magnet at the Intermodal Hub, integrated with commercial, receptive, directional and wellness services in the most accessible point for public transport (new train and bus station) and private (link road connecting to the A4 the SS 14).
- Redevelopment of the Urban Center as a magnet for public services, cultural activities, with a capillary and integrated system of shops, reinforced by the presence of commercial hubs and large car parks, supported by qualified public spaces and an extensive cycle and pedestrian mobility network, redeveloping the courtyards inside the blocks serving new residential spaces.
- Renewal of the urban backbones (such as Via XIII Martiri - Via Vizzotto, Via Carozzani, Via Garibaldi - Via Noventa, Viale Primavera, Via Pralungo, Via Brusade) favoring the reconversion of the structures to give impetus to the new residence in the city.
- Completion of the areas of consolidated urbanization, favoring co-housing, the community neighborhood and houses for Gio.Co.
- Functional reconversion / regeneration of production areas by evaluating the opportunity for temporary reuse, the location of tertiary, residential, agro-industrial, public service or energy production activities;
- Enhancement of the Piave River corridor as a slow ridge (*Corso Verde*) urban garden, ecological corridor and tourist visitation route, integrated with river navigation support equipment.
- Strengthening of the polycentric settlement system of the hamlets, according to a low density and high naturalistic quality model.
- Support for the renaturalization of the territory through the demolition of incongruous works and elements of decay, also through the use of building credits.
- Adoption of new forms of resilience for sustainable water management in both urban and agricultural areas;
- Promotion of planning and design methods that use existing or potential eco-system services of the territory (natural drainage, widespread phytodepuration, green barriers and corridors against smog, noise, heat islands).

Cultural Centre Leonardo Da Vinci



The European project will link the development axis (river-Vittoria bridge-urban center-IV November square-via Gorizia-via Pralungo) up to the new Porta Nuova system, promoting a new metabolism in the urban center of San Donà.

The elements and actions that characterize the proposals in the strategic area are:

"Fare Centro Fare Città": the Urban District of Commerce in the historic center

The historic center of San Donà has experienced, since the 1980s, an emptying of services, production activities and population, partially balanced by a recent phenomenon of returning residents. The recent redevelopment actions have concentrated in the public space of the central streets with a large pedestrian area, connected to Piazza Indipendenza, and the strengthening of the cycle path of the Center, flanked by the cycle and pedestrian network that branches off from the city center to the outer towards the hamlets, touching all the main services. In 2020 the historic center was recognized as an area of the "Urban District of Commerce" by an action of the Veneto Region in accordance with European and international policies.

The San Donà di Piave District project (with Noventa and Musile) aims to build a territorial identity by aiming to strengthen three main values / characters:

a) Liveability and quality of life: quality of places in its various components: environmental context, offer of commercial and non-commercial services (accessibility and urban transport, public services), animation, relationship system, etc. in

favor not only of residents (current and future) and tourists, but also of a wider population basin that extends to the neighboring municipalities. The progressive aging process places emphasis on the demand for services and the type of commercial and entertainment offer that the area needs.

b) Tradition and innovation. The tradition of the territory starts from the eventful history that distinguishes it and is above all linked to the rivers, another distinctive element of the District, and to the Great War, and the uniqueness of the territory and is evident from the artistic and cultural heritage, but also typical products and dishes.

c) Sustainability and green orientation. One of the assets of the territory is the culture of sustainable buildings and mobility (energy efficiency of buildings, cycle-pedestrian paths, etc.) and the enhancement of the landscape made up of water and greenery.

Quartiere di Comunità project

Another important element of the redevelopment of the territory concerns the area of the Zanutto stadium. It is a space of about 20 thousand square meters that will be the subject of a redevelopment for the creation of a new residential area that is defined as a "Community Quarter", that is a context with accessible spaces and environments that facilitate social relations and provided with housing, suitable to all age groups.



The Porta Nuova project

It is conceived as a new "gateway to the city".

The area, until a few decades ago, was the seat of production activities in the agri-food sector.

Served by the main communication routes and connected to the productive and social fabric of the city, it could be the main axis affected by the green innovation of transport.

This is a bottom-up project, in line with the principle of "participatory local development".

A new space, a place to produce, innovate, learn and meet: this is the Porta Nuova Project, this is the vision for the San Donà di Piave of the future.

The project is developed on three main nuclei:

a) "Cantina dei talenti" and "Piazza della Frutta".

The old building of the Social Winery will be transformed into a space for activities that promote a fair, healthy and environmentally friendly food system, supported by innovative technologies. The former Confrutta cold store will

become a flexible space suitable for hosting events, exhibitions, fairs and meetings throughout the year.

b) New intermodal hub. Located about 1200 meters away from the current ATVO headquarters, it will constitute the bus station / railway station / link road between the Noventa-mare motorway exit. The new Local Public Transport hub will allow the City to activate the new mobility plan,;

c) Requalification of the area's viability. The urban access roads to Porta Nuova and those inside the project area will be redeveloped, facilitating the flow of incoming and outgoing traffic and making connections between the various functional spaces easier.



Guideline for Strategic site

• Connection system Fiume Piave - Ponte Vittoria-Porta Nuova

A new Corso Urbano, from the Ponte della Vittoria to the new gate, as a great backbone of urban regeneration where to concentrate the management, logistics, leisure, business and mobility services, completing the pedestrianization system and strengthening that of the car parks public.

Thanks to this integration, the city of San Donà will be able to offer the metropolitan area of Venice an effective offer of residential accommodation and tourist hospitality, given the short distance from it.

- **Commerce district** : The Area is bounded by corso Silvio Trentin, via Ancillotto, piazza Angelo Trevisan, via Campanile and part of via Jesolo. The main objective of the project is to improve the livability and attractiveness of the Commerce District, as a magnet for public services, cultural activities, with a capillary and integrated system of shops, reinforced by the presence of commercial hubs and car parks, through interventions on the public space, on accessibility and urban furnishings by redeveloping the courtyards inside the blocks to serve new residential spaces and also ensuring the safety of pedestrian flows and light traffic.

C3 PROJECTSITE



The ATVO site in piazza IV novembre

The site, in the historic center of the city of San Donà di Piave, is the current headquarters of the bus station of the Eastern Veneto Transport Company.

It is a 2-storey building where the company's administrative offices have been located. In the building there are also other rooms, used for cultural activities and for services to the citizen. On the ground floor there are the ticket office, the waiting room and a restaurant-bar. The bus departure lanes are located on the street level, in the underpasses of the building, which on the upper floor house part of the offices. .

The bus station has an internal area for parking vehicles, as well as an area for their refueling and cleaning. It is spread over about 7000 square meters. of which about 1000 are covered. Currently its function is the central station and bus depot of the company ATVO S.p.A. operating in the public transport sector. It is a real industrial activity set in the city center.

The ATVO is a reference point for public mobility and sorting of the student and tourist population. During the winter, the San Donà school complex hosts about 6,000 high school students, with young people coming from all over the surrounding area through the services organized by ATVO.

In addition to serving the student center, the San Donà bus station is the strategic hub for directing the direct tourist component or arriving from the upper Adriatic coast (Lignano, Bibione, Caorle, Eraclea Mare, Lido di Jesolo, Cavallino and

Venice), from the airports of Venice and Treviso, from the port of Venice and from the railway stations of Mestre, San Donà, Portogruaro and Latisana.

Porta Nuova and the transfer of the ATVO headquarters

The ATVO relocation plan foreseen 2 phases for the headquarters in Piazza IV Novembre:

1) Until the completion of the works on the North Gate - 2023 - The ground floor of the building and the surrounding space currently used as a parking lot and bus station will be available for transformation. The administrative offices on the first floor will be kept operational.

2) After moving the offices to the Porta Nuova bus station, the site will be fully available. Concerning the executive offices, about 300 meters from the new bus station, on via Silos, there is already a business center, owned by a bank, capable of hosting all ATVO administrative activities. The conversion of the old bus station into a new aggregative reality will guarantee the owner ATVO to recover the economic resources to acquire the new complex in via Silos.

The new depot will be built on an area of about 20,000 square meters, located on Via Silos, near the navigable canal, about 500 meters from the new bus station and already in the availability of ATVO.

The area is suitable for being equipped according to the new power systems to ensure the transition to clean and silent mobility. Also for the new vehicle depot, projects will also be developed for the green transition with new alternatives for refueling vehicles.



Guidelines for the Site project

The relocation of the ATVO will give the city an important area of the city center. The designers will have to think about new functions strictly connected with all the transformations of the context. An attractive pole for residents but also for non-residents (the city of 15 minutes), encouraged to frequent the city center and take advantage of all commercial, cultural and social services.

The ATVO space is located on the external border of the Historic Center and can act as a hinge with other urban transformations. It becomes essential and strategic for the community to develop solutions capable of maintaining the same relevance for the area.

One of the functions conceived on the site is a new generation market dedicated to food, fruit and vegetables and flowers, as a place for promoting local food and wine excellence and a stimulus for aggregation. It could guarantee the social function of local trade and contribute to environmental sustainability through the short chain of agricultural products. In any case, it is necessary to think of solutions that can generate new metabolisms to revitalize the economic development of the community.

The relocation of the bus station will have an important economic impact, not to be underestimated, for all those commercial activities that, over time, have consolidated in the "historic" center of the city, to meet the needs of mobility users.

It becomes essential and strategic for the community to develop solutions capable of

maintaining the same attractiveness for the area. Indeed, it is a social obligation to initiate urban restructuring with the aim of giving life to a new commercial and social creativity.

The new axis that will develop must have an urban continuity with the new mobility pole and be one with the Piave line, a true meeting point for the communities and for the history of the city.

Despite the abandonment of the Center, by the numerous banking agencies, the Court and many shops, the elements to rethink a successful policy are all there: the centrality and accessibility of the ATVO, both for those who move in bicycle for both those who use public transport; a wide range of spaces, including covered spaces, and the launch of a new form of public-private governance to facilitate the networking of commercial and artisan activities and accommodation with the city.

The proposal on the project site must also extend to the strategic area to take into account the important system that will be determined with the birth of the Porta Nuova intermodal hub and the new user induced to which the City can also offer services related to the culture (city center), new ways of social aggregation and outdoor life (river park) and the "slow experience" (business district). In fact, along the connecting axis between the two sites there are spaces that await a clear destination and that can / must be related to the project site.



Editorial	Documents	Links
<p>Created by European Italia (all rights reserved)</p> <p>Editorial board Rosalia Marilia Vesco, <i>national secretary, scientific committee coordinator</i> Virginia Giandelli, <i>president</i></p> <p>Scientific Contributions National and European Scientific Committee Matteo Maggiò, <i>architect, President of the Association Animare Venezia - D.O.T. E16 (Department of tutoring)</i> Loredana Modugno, <i>architect, member of Scientific Committee</i></p> <p>Editing assistant Angela Colamonico</p> <p>City programmatic given and documents support Andrea Cereser, <i>Mayor of the City of San Donà di Piave</i> Fabio Turchetto, <i>President of ATVO</i> Andrea Galimberti, <i>Head of Urban Planning - San Donà</i> Stefano Cerchier, <i>General Manager of ATVO</i> Valeria Lorenzelli, <i>architect</i></p> <p>Graphic RMV studio</p> <p>English version Françoise Bonnat, European Europe secretariat Frederic Bourgoise, European secretariat</p>	<p>Photos, plans and documents</p> <p>Cartographic materials Comune di San Donà di Piave ATVO S.p.A</p> <p>Photos ATVO S.p.A. Marilia Vesco Matteo Maggiò Screenshot from Giffoni video</p> <p>Maps, CTRs, graphs and aerial photos Google corporation (aerial photos) Microsoft corporation (aerial and semi-aerial photos) Alamy Stock Photo (with purchase of use rights) Sit (Territorial Information System) Veneto Region</p> <p>Contribution to the text Andrea Cereser, Fabio Turchetto, Stefano Cerchier, Valeria Lorenzelli</p>	<p>Links</p> <p>Città di San Donà di Piave www.sandonadipiave.net</p> <p>PAT (Territory Planning Plan) www.sandonadipiave.net/myportal/C_H823/dettaglio/contenuto/piano-di-assetto-del-territorio</p> <p>PI (Intervention Plan) www.sandonadipiave.net/myportal/C_H823/dettaglio/contenuto/piano-degli-interventi</p> <p>Porta Nuova, San Donà di Piave www.portanuova.eu</p> <p>Itinerary "San Donà di Piave. A spasso per la città" www.turismovenezia.it</p> <p>Veneto Ciclabile www.venetociclabile.it</p> <p>PTRC (Regional Territorial Coordination Plan)-Sandonese Area https://www.regione.veneto.it/web/ptrc/area-sandonatese</p> <p>Siti web di concorso: www.europan-europe.eu www.europan-italia.eu www.europan-italia.com www.facebook.com/EuropanItalia www.youtube.com/europanitaliavideo</p> <p>Interesting videos about the city</p> <p>San Donà di Piave - video della Città https://www.youtube.com/watch?v=Uh9xREVSIf8</p> <p>ATVO. Dal 1978 la nostra storia attraverso la tua https://www.youtube.com/watch?v=vcXj--gsMX8</p> <p>Ali su San Dona' di Piave https://www.youtube.com/watch?v=qpM8K4kbmVc</p>

All rights on the editing of the documents and the graphic format are reserved.

The brief is an integral part of the call and is completed with the graphic and photographic documents in the download area available to registered candidates. Those registered on the site will also have available in their area any files that will be produced after the site visit.