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This phase probably offers the best opportunities to observe and discuss trends in the local experience of Italian urban planning and zoning. In taking this point of view, the case of Jesi may be seen as a laboratory of notable interest for several reasons. Firstly, the themes of regulation, physical transformation, and territorial development are profoundly connected in modern planning. In the case of Jesi the construction of a strategic agenda has been imposed according to an unusual model, guaranteeing original contributions from listening and hearing, diagnoses, attention shaping, and above all it forms part of a joint action program oriented towards town planning and the environment. A prerequisite for the development of (necessary) interaction between respective themes is the elaboration of the *Piano idea* and the Local Agenda 21 in the specific context. In particular, the *Piano idea* can guarantee the verification of (functional and morphologic) territorial cohesion of the local context's strategic directions.

The problem of local development must be solved within a suitable framework of vertical governance: that is, it must be articulated by extensive networks (required to ensure innovation and additional resources) and cooperation on the territorial, sector, and institutional level. In Jesi these integrate on different scales and are explicit because the area is valuable and strategically important to the national government's policy of territorial and infrastructural reorganization, which the

Italian Ministry of Transport and Infrastructure has been carrying out for some years now. Although the experiment has not yet matured, it is already possible to recognise influences on the work in progress. The urban planning and zoning process cannot be limited to dealing with local criticalities, nor can dealing with the strategic problems of large areas be left to a future territorial plan. The problem lies in how the area's future strategic plan, which provides for investment in infrastructure aimed at improving Italy's competitiveness as a nation, will be integrated with the needs, expectations, and management of the local context. Jesi in this sense is a laboratory in which local urban planning action and system strategies must find a shared vision of development. The aim has already been imposed correctly, and could merit more specific and detailed scrutiny in the future. This reference framework cannot but reflect the technical interpretation of the '*piano idea*', namely, the rediscovery of structural frameworks: this was a very influential aim in the cultural changes of the 1990s, occurring very much later than it did on other countries and carrying the risk of applying models which had been superseded by then. After almost a decade of testing, certain simplifications must be abandoned. Developing reference frameworks is not enough because they need to anticipate various action priorities in pragmatic and also, if possible, operational terms, action priorities which have a morphogenetic function in the future development of the urban territory. The transcalar nature of Jesi's problems reinforces these requirements. The work which has been carried out represents an interesting

model of strategically oriented structural urban layout. The framework outlined is already articulated on several scales and time durations, and incorporates a rich variety of knowledge using creative instruments and opportunities. That is, a good example of 'new urban planning in action'.

The experience of Jesi shows how professional responsibility and research interests can be married to cultural innovation. It truly is a 'city project' (not a work of art by one of the great masters), but the work of the planning group also reveals a strong and original sense of identity. The professional role is not external but needs to be rooted in the context, as witnessed by the availability to listen, by the time dedicated to the planning, by the presence in the field, as well as sensitive, diligent, and devoted management of the places involved. Nevertheless, experience, including lively dialectic exchanges, has demonstrated that where necessary planners are able to contribute critical interpretation and reorientation of local visions in order to consolidate them.

What clearly emerges is a desire for technical research and innovation. From the ideation of a descriptive-planning language able to marry vision, clear statements, and salient arguments, a great many innovative aspects result. What emerges is a notable ability to articulate new characteristics and discussions that are inclined to have a common form. Lastly, from this point of view the case of Jesi also becomes a laboratory of planning innovation meriting further reflection and development.