



**Urbanistica n. 133**

May-August 2007

Distribution by [www.planum.net](http://www.planum.net)

---

*Paolo Avarello*

If the plan...

---

*edited by Manuela Ricci  
Roberta Lazzarotti*

**Problems, policies, and research**

Minor historic centres, the many ways of promotion and improvement  
Regional actions for promoting historic centres. The opposition between town planning renewal and economic revitalization  
The national Gis system for the cultural heritage  
The Region of Campania promotes the rehabilitation of its minor historic centres  
Atessa's historical centre between industrial and post-industrial development  
The complex balance of the sites entered on the Unesco list: the case of Lijiang  
The Lab.net project. Transborder network for promoting historic urban centres Sardinia-Tuscany-Corsica  
Shared policies for the conservation of the features of local identity: San Chirico Raparo  
Observatory on commercial revitalization measures in historic centres and urban areas

*Giovanni Biallo  
Roberto Fiorentino  
Giulia Augusto  
Claudia Mattogno  
Paola Lucia Cannas, Marco Melis*

*Anna Abate, Rosanna Argento  
Iginio Rossi*

---

*edited by Piergiorgio Bellagamba  
Piergiorgio Bellagamba  
Luisa De Biasio Calimani  
Franco Panzini  
Luisa De Biasio Calimani  
Roberta Angelini*

**Projects and implementation**

San Benedetto del Tronto and the masterplan: a choice, a challenge  
The city model  
The form of the city  
Environmental resources  
Open spaces and collective places  
The masterplan construction procedure

*edited by Paolo Scattoni  
Marco De Bianchi  
Lucio Carbonara  
Lucia Gracili, Pietro Pettini  
Carlo Alberto Garzonio  
Luca Favali  
Manuela Ricci*

Grosseto. Structure plan and the memory of planning  
The contents of the plan: the three dimension of sustainability  
Urban planning and research  
Territorial plans and structure plans  
Geology and urban planning  
The plan, Agenda 21 and environmental certification  
A plan and its possible memory

---

*edited by Valentina Cosmi  
Paolo Avarello  
Massimo Cavallaro  
Sebastiano Steffinlogno*

*Elisabetta Piacentini, Alice Marie Soulié  
Luca Panizzi  
Francesco Suraci  
Franco Zuliani  
Riccardo Barbieri  
Olimpia Niglio  
Manuela Barducci, Roberto Cavallucci*

**Profiles and practices**

The Urbanistica prize  
Presentation  
Romagnano al Monte (Salerno): a contract of quarter for an historical centre under used  
Green by-pass, study for the requalification of the territory crossed by the Passing of Mestre  
Eastgate Park, Portogruaro (Venezia)  
Perugia, Monteluca project  
From the sea-shore to the hill: and the front-city of Reggio Calabria  
Verona, Consorzio Zai  
Parco Europa at Cesena  
History, landscape and sustainability. The seaside holiday camps of Calambrone  
City of Forli: feasibility study of the ministerial project system centro-nord

---

*Edoardo Zanchini*

**Methods and tools**

Conflicts in a networked territory

*Francesca Governa, Gabriele Pasqui*

Local development weak areas

*Paolo Pileri*

Preventive ecological compensation for a new planning way

*Francesco Ventura*

Planning as a problem

**Presentation**  
*Paolo Avarello*

Even before becoming an exhibition, UrbanPromo was born as a meeting place for real-estate agents, financial institutions, firms and administrations interested in promoting the importance of real-estate within urban regeneration schemes. In the background was the experience of 'complex programmes' initiated in Italy in the '90s, first opposed by urbanistic culture as it was outside the traditions of national planning, but then accepted as an instrument of intervention that could contribute to the overcoming of restrictions and limits. In addition to the exhibition of projects and programmes, UrbanPromo also added conferences and seminars: a cultivated form of urban marketing, but also a site for the exchange of best practices, that distinguished UrbanPromo from other similar initiatives, above all for its public audience which was very attentive and highly qualified. Why, therefore, not make use of this public as a resource? Why not collect their opinions, their enjoyment, their interests, their points of view? From this idea the "Urbanistica" Prize was born, recognising the projects and programmes held to be the most interesting from three points of view, environmental quality, urban quality, and equality or balance of interests, that in substance confirmed the opinions, and perhaps also the 'feelings' of the public. "Urbanistica" participated in the undertaking because it has always worked to be involved in and to make known whatever of interest is taking place in its region and, above all, for some time has ceased to act as a judge, leaving the field open