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4/5 July Auditorium Calipari Consiglio Regionale Della Calabria, Reggio Calabria

A NEW PARADIGM FOR SUSTAINABLE URBAN-RURAL REGENERATION: CLUDS (COMMERCIAL LOCAL URBAN DISTRICTS)

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Object: proposing a new paradigm for sustainable urban-rural management, capable to integrate social, economic and environmental goals by capturing stakeholders' interests from the regional context, and to operationalise it through a new sustainable urban-rural management tool, called Commercial Local Urban District.

Tracks

a new vision of the european space perspective

clusters and territorial networks

incorporating territorial milieu into current urban regeneration tools

from empirical evidence to model structure The project aims to introduce the territorial milieu concept into current urban management tools, such as Business Improvement Districts, and to turn it into an additional asset to further increase sustainability for the competitive urbanrural platform, also building on the Cluster theory concept.

The main hypothesis is that the development of a socioeconomic territorial network can act as driver for sustainable urban regeneration and rural areas competitiveness, by involving producers and sellers in targeted urban-rural areas, also acting on food chains.

Further researches could test the proposed tool. Potential impacts of it can be foreseen in the current European Commission regional programs.





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Cities acquired an important role within the reform process of cohesion policy that took place in order to build up operational programme for 2007-2013 period (Hubner, 2000).

It is reasonable to argue that by introducing a strong urban regional programmes, particularly in the Italian context which struggles to integrate spatial planning and economic policy, acquired the spatial dimension thanks to the introduction of the urban dimension as resources of the regional development (Bevilacqua, 2007)

The rationale of this important change is based on the choice to introduce competitiveness within the new Agenda of LOCs (less development countries) development policy after a estrong debate on the reform of cohesion policy from 2000 2006 to 2007-2013 programming period.





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The urban dimension becomes fundamental in order to give to cohesion policy a competitive implication besides its specific redistributive character.

The spatial control of the programming acquires a logical and functional importance.

The competitiveness, as a reinforcing factor of development policies has became a very important aspect in programming European funds in order to make effectiveness the public expenditure.

The call back of urban dimension into regional development policy represents a significant element of the strategic reform of cohesion policy by a more competitive push that only the cities are able to give: the urban dimension of the development is the concept area to give a strategic frame to future programming documents.





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The reform of cohesion policy starts from the city, recognizing the urban dimension as the driving to develop from "convergence" condition to "competitiveness" condition.

The spatial dimension marks the public action, defines the public choice and adapts the interventions. The TEN networks and the transnational corridors figure out new scenarios of territorial unity.

The city as node of urban European network exploits the new development potentials to reach information, people and goods' flows.





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Nevertheless, the reform of cohesion policy tries to translate the fundamental concept of polycentrism that the ESDP has defined to introduce the European diversity as a richness into globalization process:

it is necessary to compete into new markets shaped by globalization with a diversified supply of innovative services, but in the same time the supply should be concentred.

The service concentration figures the new geography of urban system.





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By contrast, an evolution of rural development approach within European policies occurs as well. The globalization effects the rural condition from backwardness to source of economic growth.

The new frontiers of biotechnologies, applied genetics, mechanic and information management of economicrural resources have changed the rural territorial context into a fruitful space of innovation.

The change has played an important and structural role to modify the concept of rural space and social rural conditions. (Trillo, 2007)





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european space perspective

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MARIE Despite different program tools, to manage financial resources at regional level, have been development by European Commission to keep separate urban development Despite different program tools, to manage financial from rural ones, other European framework program have investigate the relationship between urban and rural. S

First of all, the research programme ESPON 2000-2006 produced a study on "ESPON 1.1.2, Urban-rural relations in Europe".

The main result of the above study is the overcome of a dichotomy vision between urban and rural space. The reasons stay in the change of the use of rural spaces towards a hybrid model called rurbanisation. (Bengs, 2006)

Urban competitiveness integrated with rural-urban relationship characterises the European space as a new perspective to shape development scenarios towards sustainable economic growth.





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A way to explore the challenges that urban competitiveness combined with rural-urban relationship suggest is the rationale of the CLUDs model.

The CLUDs model strengths the challenges towards a new paradigm for sustainable urban-rural regeneration.

The rationale of CLUD as new urban integrated management tool establishes its principles by rethinking to the Cluster Analysis and its current role to make urban plans and projects.

The objective is to define a new urban-rural taxonomy, innovative in the attempt to put together the features related to urban clustering with territorial milieu ones.





clusters and territorial networks



Urban clustering, Cluster development (or cluster initiative or economic clustering) is the economic development of business clusters.

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Clusters in themselves are not a completely new concept. As early as 1890, Alfred Marshall introduced the notion of industrial districts, highlighting the benefits of economic activities being concentrated in a small area. In the late 1970s, the Italian economist Giacomo Becattini picked up on the idea, applying it to the industrial organization of Northern Italy.

Porter (1990) defined clusters as follows: "geographic concentrations of interconnected companies, specialised suppliers, service providers, and associated institutions in a particular field that are present in a nation or region. Clusters arise because they increase the productivity with which companies can compete".





clusters and territorial

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networks In more recent time, at European level a new perspective on urban clusters is emerging, as demonstrated by the following definition: "Urban cluster (are) critical mass of companies, public bodies and research institutions working in the same area of knowledge and coming together to fulfill common projects" (Pique 2009).

In terms of spatial implementation of the city cluster development and its potential impact on the territorial network, this theory supported a knowledge-led new approach in city competitiveness, by re-considering the city as place for innovation and by experimenting through urban clusters the creation of productive systems specialized in a network of goods and services. Consequently, urban form can be regarded as resulting from the interaction between demand and supply of people, information and goods mobility.





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Globalization processes together with informationalization (Hall 2001) caused a strong change in localization choices productive activities: the advanced economies acquired more power because of their capacity of producing information and manipulating it rather than supplying material goods (Castells 1989 and 1996).

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Thus, urban boundaries are becoming fuzzier and cities generate new markets, i.e. the knowledge market where knowledge workers operate through agreements, negotiations, deals according to a new image of city: more attractive as a whole, more fragmented inside it.

In this context, the paper seeks to conceptualise new urban management tools able to produce "sustainable" competitiveness, by acting on the territory as a whole, in order to build also on the sense of identity underpinned in the territorial milieu drawing from the Cluster concept.





clusters and territorial networks

According to Dematteis (1994), the milieu represents a sort of evolution of the environmental and physical concept of territory, capable to capture the institutional thickness and the complex social networks, thus allowing us to better apply the concept of sustainability as interaction among environmental, social and economic factors.

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As a matter of facts, Governa (1998: 89) further specifies that milieu "represents at the same time the local and territorial foundation of a specific collective identity, but also the whole of development endogenous potentials".

In so doing, the paper aspires to fill the gap in Clusters literature, which highlights a lack of studies in the field of applicability of the cluster theory "to the experience of peripheral regions" (Cumbers and MacKinnon 2006: xiv).





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As a matter of facts, Cluster analysis in our hypothesis should incorporate the territorial milieu concept, by activating a network of local stakeholders from both the urban and the rural context and building on the identity of the territory, also taking advantage from a place-branding approach (Ashworth 2008), rather than focusing either on peripheral or on central regions.

In order to operationalise this theoretical assumption, we suggest to experiment a new urban management tool, that we call CLUD in order to emphasise the role of targeted and concentrated areas inside urban contexts (thus, UD as Urban Districts) as potential catalyst of competitive mechanisms, which should be locally bound (thus, L as Local) also by acting on the short commercial nets (thus, C as Commercial). CLUDs aspire to resist better to the globalisation displacement effects, which often affect urban commercial areas looking similar all around the word, featured by the same globalised brands.

Gentrification processes affect not only residents, but also retailers, with the same devastating effects on local identity: small traditional retailers, often better linked to the local producers' short chain, are often expelled by emerging competitive corporation brands, which homogenise tastes and habits, thus contributing to reduce the stock of cultural (bio-)diversity across Europe.





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incorporating territorial milieu into current urban regeneration tools

Urban regeneration is a key topic in urban planning, since the great urban renewal and urban regeneration US projects (Wagner et al. 2005) came to fore. In the '90s it massively interested both the Italian planning culture, with the integrated programs experience (Avarello 2000 and Ricci 2000), and the UK context, culminating in the experience of the Social Exclusion Unit (Tiesdell and Allmendinger).

Despite of this continuity, great changes happened in the theoretical background of planning practice in regeneration and its conceptual paradigms evolved by the time. A milestone in turning the deterministic approach mirrored by the models from the '60 into a new one, is represented by key-ideas on identity and participation from Jacobs (1961) and Davidoff (1965). In the following years, regeneration models based on Public-Private Partnership mechanisms flourished, by emphasising not only the financial opportunities of private investors, but also the further opportunities achievable thanks to a private-led approach.





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regeneration tools Business Improvement Districts (BIDs) are a very well know and investigated model, which demonstrated potential to cope with declining urban centres.

First BIDs date back to the '60 in the US: they are private institutions aimed to provide supplemental services in underserved urban areas (Lloyd 2003; Billings and Leland 2009). In the '90 BIDs were transferred to the UK, in order to support Town Centre Management strategies (Cook 2008), and furthermore adopted internationally. Today 1.000 BIDs circa exist in the word (Dawkins 2007: 79).

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ENHANCING SUSTAINABILITY BY **INCORPORATING TERRITORIAL MILIEU INTO CURRENT URBAN REGENERATION TOOLS**



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Set up an analytical process to partnerhin can be both marketable and social sustainbale Set up an analytical process to understand how a territorial mileu can reinforce local urban regeneration initiatives. Classifying levels of flows' intensity from territorial production and local consumption that can be explained by CLUD rationale	URBAN-RURAL URBAN-RURAL N N Constr poverty integrat (plannin urban g finances decision develop tools ba practitio so far fo of indice whereas impleme learn frc usefulne	Innovation BIDs to CLUDs based on the ruction of a territorial milicu. reduction (employment, services, soci on), urban environmental manageme g, infrastructure), and the promotion overnance (decentralisation, municip ;, real estate. support tools for urban sustainable ment. The interest in decision support sed on indicators is increasing among ners and researchers. The research ha scused on indicator types and systems tors and goals for urban sustainability is less focus has been on the context o entation and even less on what we can mp practical experiences about the sess of urban sustainable indicator tools	open days cluds
Activities			PROJECT
tical process to build CLUDs pilot initiatives	References BIDs rationale		
OMIC DEVELOPMENT STRATEGIES Inc development strategies merge an understanding of the obace with organizational development to create realistic action plans t tools to implement them. (private partnerships) based action plan: capitalization on market opportunities, identification of ment district, clustering strategies and site-specific project options on of: transb, demographics, community priorities, stakeholder wes and competing destinations to create a distinctive nche and mastrateru: borhood-Based Economic Development ation on locat market opportunities. In addition to extensive borhood-Based Economic Development districts, market opportunities, in addition to extensive borhood-Based Economic Development district market opportunities. In addition to extensive community h, the process may include completing an economic profile, retail leakage siste readiness evaluation and/or development feasibility analysis for the district. Implementation tactics are designed to utilize financial and totoal tools that best fit the economic, political and budgetary resistes of client communities. TeGIC PLANNING r graving and refocusing organizations that advance commercial corridor abon, community development and other civic agendas gic plan consensus among board members, staff and constituents, resulting in a transition from plan to implementation	¹ Business Improvement Districts represent an innovative approach to the delivery of public services. BIDs have traditionally been established by groups of local businesses and property owners. Funds to support BIDs are raised in the form of additional taxes and/or fees for services in a particular geographic area. These funds are used to improve specific business areas through beautification sum of the activities selected by the local BID bard to benefit the business district. The goal of BID activities is to attract customers, clients, and shoppers, as well as businesses, to ther business district. The leading service provided by over three-fourths of the BIDs in the survey was consumer marketing, such as promoting events. and producing maps and newsletters. BIDs operating in big cities (greater than 700,000 population) and with large budgets (vers 700,000) were more likely to be involved with maintenance and security activities; those in small towns (fewer than 25,000 population) and with capital improvements.	BIDs have some level of involvement with nine improvement, consumer marketing, economic development, marketing, economic development, marketing, secontive parking and transportation, policy advocacy, public space regulation, security, social services.	
support tools al agreements nunity Engagement community engagement	CLUDs		
Ingues community planning building networks advocacy changes in national policies city consultations on plans anchoring institutions knowledge management ship retreats and workshops gain consensus for strategic planning, ng, work programs and marketing objectives, providing the vision and focus ry for success	Territorial milieu local p Urban Renewal	production	
UNITY DEVELOPMENT TOOLS g economies require innovative public/private financing approaches to	Service Accessibility Capital Attraction		
e projects and programs orial <i>milieu</i>	Capital Attraction		
nection with a broader network of local producers, thus fostering the ration of services (urban competitiveness) by connecting them to the ion of goods in a wider territorial milieu (urban-rural balance)			
Local Action Plan in testing cities		1	(





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CURIE The goal of this paper is to push the body of knowledge forward, by combining the private-led approach still underpinned in the majority of current urban regeneration tools, such as BIDs, with sustainability. In terms of urban management, the new suggested tools, named CLUDs, are designated areas, reflecting the rationale of Economic Opportunity Zones, in which local authorities deliver integrated packages of services, aimed to foster investments and entrepreneurship, ranging from subsidies for investors to public investments for upgrading premises, and from training schemes for specific groups to consulting/ coaching for local entrepreneurs. The rationale of the CLUD is to provide critical mass to targeted urban areas through the connection with a broader network of local producers, thus fostering the concentration of services (urban competitiveness) by connecting them to the production of goods in the wider territorial milieu (urban-rural balance).





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The conceptual hypothesis of the proposed model is based on a different assumption. The innovation of the proposed new tool seeks to moderate the neo-liberal approach still dominating current urban regeneration tools, such as BIDs through the idea of territorial balance.

By re-engeneering urban management current tools in terms of governance and by shifting from an urban-centred to a regional-focused perspective, capable to incorporate also the rural network through a cluster approach, the concept of territorial milieu comes to fore as an asset for the sustainable urban platform in order to implement the three essential components of sustainability as follows:





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incorporating territorial milieu into current urban

Regeneration tools environmental component: particularly by reducing transportation costs and by linking the urban logistic to the

economic component: particularly by acting on optimization of costs through a shared management, as already happens in BIDs, but also by applying locally-led place branding and place marketing concepts, i.e. by maximizing the potential of the place in terms of image and identity

social component: particularly by emphasizing the identity and participatory features, also by enlarging the involved stakeholders, in order to contrast cultural banalization threats.