

Commercial Local Urban District project – 7FP Marie Curie IRSES



CLUDs for regeneration of small historical centres



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PRESENTATION STRUCTURE

- Research Programme: *main objective and phases*
- Methodology: *case-study approach*
- Italian Centri Commerciali Naturali – CCNs (*Natural Commercial Malls*)
- Case studies: key issues
 - Lombardy*
 - Emilia Romagna*
 - Tuscany*
 - Sicily*

RESEARCH PROGRAMME

MAIN OBJECTIVE

To identify the most significant case-study typologies in the Italian experience referred to small historical towns.

PHASES

1. Creation of regional databases of CCNs.
2. Identification and classification of the main urban strategies supporting CCNs.
3. Recognition of socio-economic tools (programmes and policies) used for the implementation of CCNs.
4. Preliminary selection and analysis of the most significant CCN case studies to identify best practices.

METHODOLOGY:

CASE-STUDY APPROACH

Cluster analysis aimed at identifying CCNs typologies



Identification and in-depth analysis of case-studies



Identification of best/worst practices

Criteria:

<i>Geographical location</i>	<i>plain/mountain belonging to metropolitan area</i>
<i>Accessibility</i>	<i>physical accessibility virtual accessibility</i>
<i>Demographical aspects</i>	<i>dimension of cities and inhabitants</i>
<i>Characteristics of CCNs</i>	<i>number of associates year of foundation legal form</i>
<i>Role of public in PPP</i>	<i>strong weak</i>
<i>Financial sources</i>	<i>self-financing public funding other private funding</i>
<i>Functions</i>	<i>specialized or not</i>
<i>Activities of CCNs</i>	<i>urban qualification internal accessibility CCN Promotion</i>

ITALIAN CCNs

WHAT

A CCN is the set of retail enterprises, services and craft activities located in a specific area, which operate through a coordinated strategy and cooperate in different forms (consortium, association or corporation).

WHY

- Urban regeneration and retail revitalisation;
- Attractiveness and competitiveness;
- Territorial promotion.

WHEN

Starting from 1997/98.

WHO

Municipalities, retailers, Chambers of Commerce and other professional associations, other public and private local agents.

ITALIAN CCNs

How

- Urban qualification
- Accessibility
- CCN promotion

WHERE

Lombardy, Emilia Romagna, Tuscany and Sicily

REASONS:

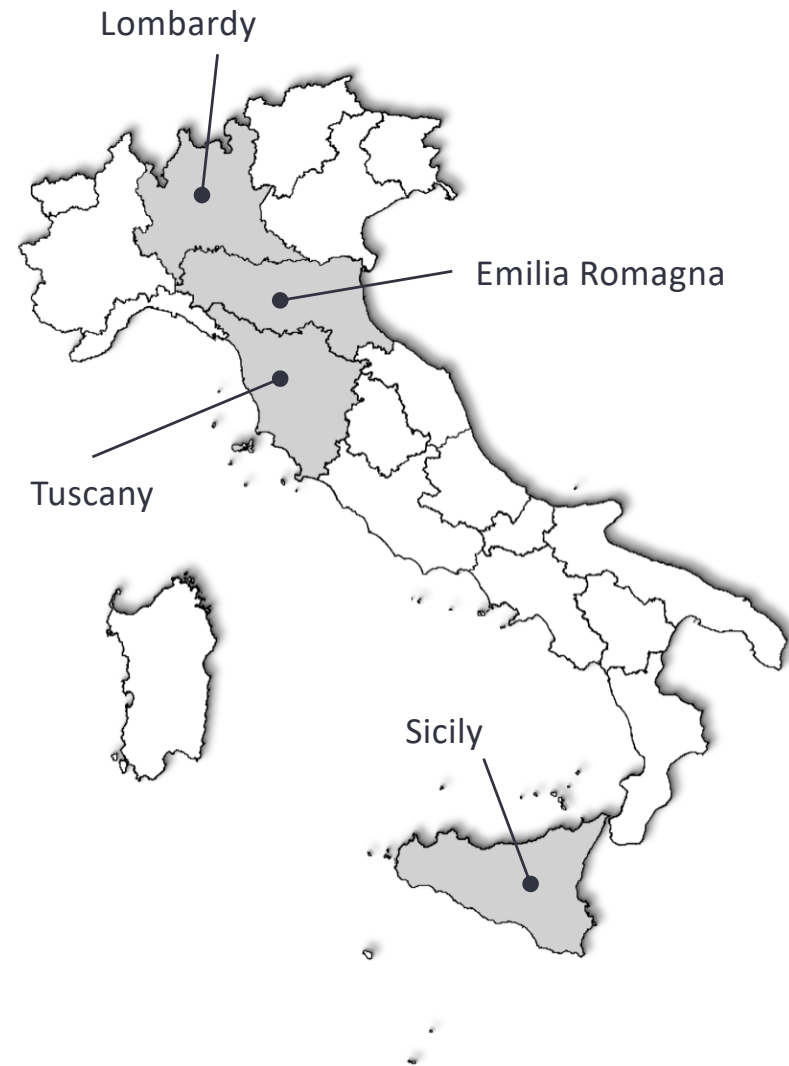
Long-established experiences

Specific model of CCNs

Number of CCNs

Data availability

Regional legislation



CASE STUDIES: *KEY ISSUES*

GROWTH or DEVELOPMENT

SPONTANEOUS or LED

PUNCTUAL or INTEGRATED

FORMS OF PPP

Case studies: **LOMBARDY, TUSCANY, EMILIA ROMAGNA, SICILY**



LOMBARDY

PUBLIC-PRIVATE PARTNERSHIP FOR RETAIL TERRITORIAL NETWORKS

GROWTH/DEVELOPMENT

- *Distretti del Commercio* based on public-private partnerships for enhancing the local economic structure (long-term logic).

SPONTANEOUS/LED

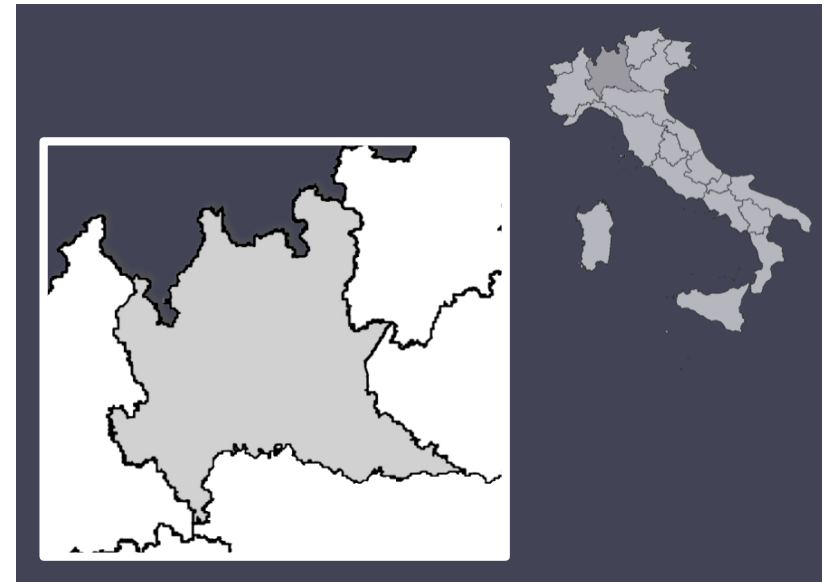
- Creation of territorial networks through regional acts.

PUNCTUAL/INTEGRATED

- Trade as key factor for the integration of territorial resources.
- Main activities: communication and marketing, urban qualification, accessibility and security services.

FORMS OF PPP

- Compulsory involvement of Municipality as the lead partner.



EMILIA ROMAGNA

NETWORKS OF CCNs FOR HIGH ECONOMIC PERFORMANCE AND QUALITY OF LIFE

GROWTH/DEVELOPMENT

- Main activities: qualifying urban context, re-organizing transport and infrastructure, activating or modifying urban services, coordinating and promoting events and activities.

SPONTANEOUS/LED

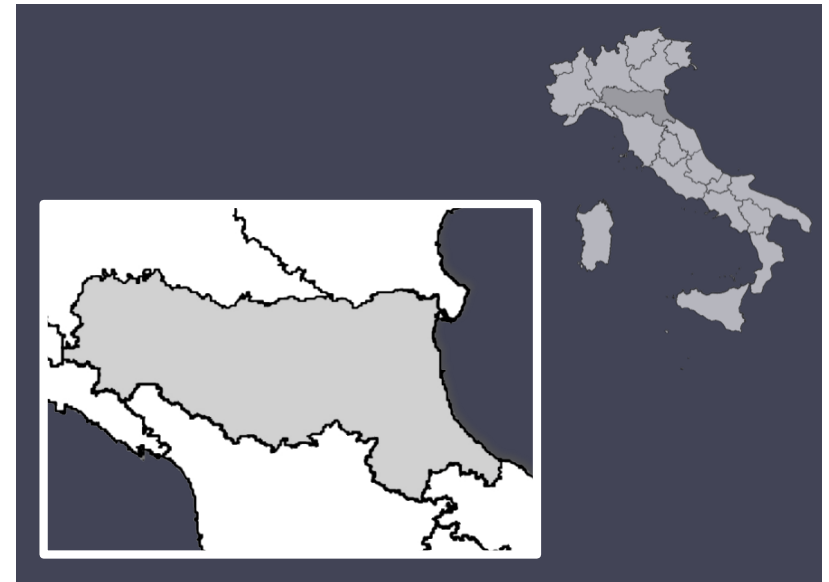
- Long-term spontaneous strategies in which pro-active community and municipalities have invested over time.

PUNCTUAL/INTEGRATED

- High density of networks, with associated municipalities sharing actions, programmes and funding.

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- Strong involvement of local authorities in the partnership.



TUSCANY

QUALIFICATION OF LOCAL RETAIL&CRAFT ACTIVITIES AND CREATION OF NETWORKS

GROWTH/DEVELOPMENT

- Model based on: promotion of local production; creation of networks; consumers' services; integration of retail and cultural activities; promotion of tourism.

SPONTANEOUS/LED

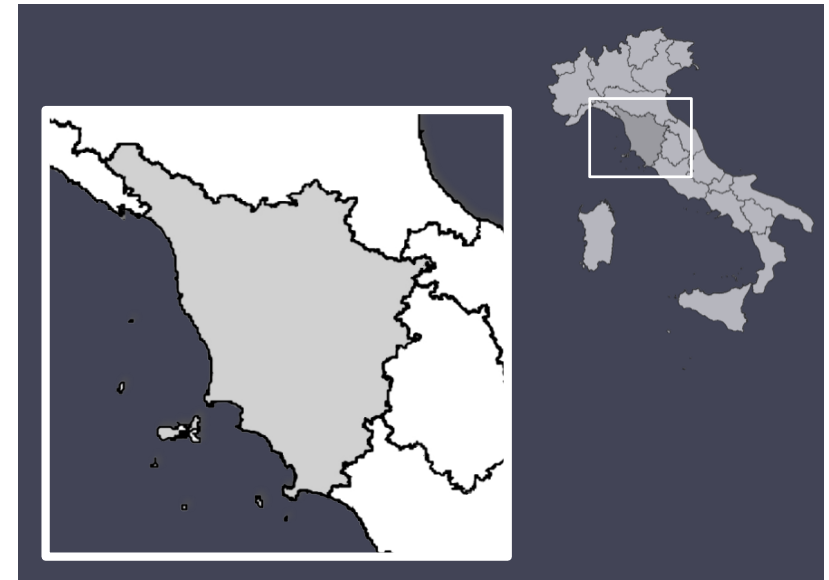
- First CCNs community-led.

PUNCTUAL/INTEGRATED

- Integrated tools: Integrated Programs for the revitalization of the distribution network and the Regional Program "Vetrina Toscana".

FORMS OF PPP

- Weak involvement of Municipalities.



SICILY

TOURISM AND ATTRACTION OF EXTERNAL DEMAND

GROWTH/DEVELOPMENT

- Tourism and service industry based model: attractiveness increase and image improvement.

SPONTANEOUS/LED

- Regionally accredited CCNs.

PUNCTUAL/INTEGRATED

- Lack of networks and cooperation among CCNs of different municipalities: a stand-alone city-centred model.
- Lack of integration between CCNs and other existing Programs for urban regeneration.

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- Compulsory only if there are many CCNs in the same Municipality.

