

Attachment 1: TORINO PLEDGE

STRATEGIC RECOMMENDATIONS SUBMITTED TO THE CITY OF TORINO	Transposed (totally or partially)	Partially transposed to develop	To transpose	Difficult to implement	
Environment and communication	I. The interdependence between remediation costs and the proposed type of land use has to be taken into account. Some expenses on remediation can be avoided if the land use concept is being adjusted to the results of the soil investigation. The soil and land remediation costs and timeframe should be considered as soon as possible in the planning process and the transformation projects should be confirmed or adjusted accordingly. Ex-ante environmental assessment procedures should be integrated formally at planning and programming level.		The project is already pointed in this direction through the Strategical Environmental Assessment Procedure (Legislative Decree 152/2006), it is nevertheless important to develop the implementation of the mechanism.		
	II. Other remediation methods should be investigated by means of demonstrative plots. It's recommended to set up new experimental plots with different site specific re-vegetation methods and seed mixtures. The exploitation of the remediation methods tested in the demonstrative plots in Valdocco nord should be broadened to future brownfield sites.	In line with the Resolution of the City Council n° 2008-07532/126, approved on November 25th 2008 ratifying an agreement with the University of Torino, which will be followed by a second agreement, as foreseen by the remediation project approved by Executive Decision 414, on July 11th 2008, of the Environment and Territory Department.	The demonstrative plots method should be enhanced also through the cooperation with the University of Torino.		
	III. Brownfield redevelopment process should be especially transparent and open for the local communities. Regular public events about the development process and further plans should be arranged by the municipality.	Implemented during the celebrations of the 150th Anniversary of the Unity of Italy	X		
	IV. The adjacent (or new) communities should be involved from the beginning of the planning process showing them the benefits of the development, in order to increase the public acceptance.		X		
	V. A communication strategy for Brownfields should be developed, showing the public the process from a derelict, contaminated site to an attractive site that can be used by the public and highlighting the existing strategies by showing the City's objective of making the transformed spaces accessible for all.			The Administration already works pointed in this direction, it is nevertheless important that the action must be systematic and not sporadic.	
	VI. The open discussion, monitoring process and outcome results should be available for every citizen.	In line with the town planning legislation, Regional Law n° 56/1997, which provides the publication of the proceedings.			

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Urban regeneration	VII. The majority of sites lie within existing areas and the importance of culture as a fundamental element of successful urban development should be incorporated into the vision for the future of a new area.	X	X		
	VIII. Other remediation methods should be investigated by means of demonstrative plots. It's recommended to set up new experimental plots with different site specific re-vegetation methods and seed mixtures. The exploitation of the remediation methods tested in the demonstrative plots in Valdocco nord should be broadened to future brownfield sites.	In line with the synergic strategy major events-transformations adopted by the City in the last years and recently with the Resolution of the City Council n° 2009-06523/060, approved on October 20th 2009, approval of the final design - extraordinary works for safety measures and reutilisation of the building Officine Grandi Riparazioni for exhibition purposes.	X.		
	IX. It is important to achieve 'buy-in' from key stakeholders: people who are involved in/run local successful cultural destinations (such as Casa del Teatro Ragazzi e Giovani) should be consulted and their experience sought in reviewing ideas for a new cultural centre in the area, taking into consideration the specifics of the different sites.			In line with Council Resolution n° 2010-03741/09, approved on February 14th 2011, adoption of the preliminary draft - variation 200 to the General Master Plan. The recommendation is useful in view of the approval of the final draft.	
	X. Interactive communication tools should be developed for public consultations, in order to involve different groups of the public (also the hard to reach ones).	Process partially adopted already as far as it concerns the Central Backbone and the variation 200 to the General Master Plan	X		
	XI. It is recommended the integration of practical physical measures: Improvement of alternative means of transport (footpaths/bicycle routes) and integration into an overall urban concept.				X
	XII. The open discussion, monitoring process and outcome results should be available for every citizen.			In line with Council Resolution No. 2010-03741/09, approved on February 14th 2011, adoption of the preliminary draft - variation 200 to the G.M.P. The recommendation is useful in view of the approval of the final draft.	
	XIII. It is recommended to show and communicate the added value of regenerated sites through public open spaces and the positive contribution to the city. It is also important to highlight, through existing communication tools, the environmental and social added value. The issue of new green space could be a regional or strategic requirement.		X		X
	XIV. Importance of reusing existing structures and retaining key memory elements (e.g. retaining the structural exoskeleton on wooden building next to the Environment Park, iron columns used as 'trees' and stepping stones in Dora Park).	In line with the projects of conversion / regeneration already planned by the Administration.			

SITE SPECIFIC RECOMMENDATIONS SUBMITTED TO THE CITY OF TORINO		Transposed (totally or partially)	Partially transposed to develop	To transpose	Difficult to implement
Backbone 3 - Environment and communication	XV. As a part of a broader strategy to highlight the advantage of the regeneration and demonstrate the transformation processes that are taking place across the city, the demonstrative plots in Valdocco Nord should be further developed aiming at an increased public fruition, by the means of guided tours for example, in order to present the ongoing process.		The system of experimental plots, set up by the Great Works of Public Green Department and by the Environment and Territory Department on the areas of Spina 3 in the last years, will need further development, even through the possible collaboration with the University of Torino and with private subjects highly qualified on the issue.		
	XVI. A broader discussion specifically about Backbone 3 should be held with the Parco Dora Committee in order to achieve a more effective action on the area.	In line with the Resolution of the City Council approved on February 21st 2006, establishment of the Comitato Parco Dora, approval of the Statute.			
	XVII. The results of the environmental monitoring should be published online.	In line with the updates of the Comitato Parco Dora's website.			
	XVIII. Local educational resource should be activated, informing the public about the previous successful Brownfield regeneration projects in the city, showing the continuation of the process - involving for example the Museo A come Ambiente.			X	
	XIX. It is recommended to develop a marketing strategy for Spina 3, showcasing the potential uses of the public space through interacting with adjacent communities				It is no longer possible to develop a marketing strategy, as the works are about to be completed.
	XX. It is recommended the temporary use for derelict but valuable heritage structures on the site (such as the Michelin Tower) as well as the reduction of bureaucracy that might impede the transferring of such a practice to other sites.				The temporary use of areas under reclamation, reconversion, regeneration presents high costs, severe limitations for safety reasons, difficulties in the case of privately owned areas.

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Former Fiat AVIO, Lingotto - Urban regeneration	XXI. The role of the new open spaces along the river Dora as part of a green belt system should be promoted similarly to what has been done for the new public transport network that runs through the whole city.	In line with the projects Torino City of Waters and Green Crown.			
	XXII. It is recommended to improve access to train and metro stations (should also include public transport access to Lingotto).	In line with the Program Agreement in variation to the G.M.P. of Torino, signed by the Region Piemonte, the City of Torino, R.F.I. S.p.A. and the society F.S. Urban Systems S.r.l, on November 5th 2009.	The recommendation is useful in view of the preparation of the Town Planning variation Lingotto Station.		
	XXIII. A specific branding should be developed for the sites such as “Living on the Backbone”, similarly to Dresden’s example of “Dresden’s new address on the water”, to highlight the attractiveness to live there.		In line with the variation 200 to the G.M.P.	X	
	XXIV. The realized studies should be integrated as far as it concerns the realization of well functioning and safe pedestrian and bicycle routes on the Fiat Avio area, connecting to the surrounding areas and the river.	In line with the indications of the Program Agreement FIAT Avio.	X		
	XXV. The new Lingotto railway station, beyond providing access to regional trains, should be conceived as a multifunction space (exhibition/performance areas, rental space, bicycle parking).		The recommendation is useful in view of the preparation of the Town Planning variation Lingotto Station.	X	
	XXVI. Better connections and improved accessibility for the Olympic Village are recommended as well as a better (cultural or public) ex-post use of derelict structures (former Mercati Generali)			X	

Comments

- The role playing workshop held on November 10th 2010 during the Brownfield Days in Torino could be a useful tool to involve the key stakeholders in tackling the transformation processes of other areas.
- The city has performed an endogenous, continuous regeneration process to strengthen the city structure from inside and preserving the nature areas surrounding the city instead of expanding. It's recommended, in terms of urban marketing, to mention it more often.
- In relation to proposals for buildings modifying the skyline of the city, it is crucial to foresee high quality design and urban design, to produce inter-visibility analyses to clarify any visual impact, and to set up marketing campaigns highlighting the potential planning gains such as new parks, transportation facilities and decontamination.
- Improving 'quality of life' – creating substantial new parks, investment in culture, theatres and museums (including facilities for children). This in turn becomes a development engine, promoting tourism, exhibitions, conferences, attracting foreign students to better third level institutions and attracting more investment including multinationals.