

RECOMMENDATIONS FOR TORINO

Strategic recommendations:

<p>Environment and communication</p>	<ul style="list-style-type: none"> • 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 – the procedures for approval of urban transformation projects require their publication thus allowing observations from public and private stakeholders. • Develop a communication strategy for Brownfields – showing the public the process from a derelict, contaminated site to an attractive site that can be used by the public – highlighting the existing strategies by showing the City’s objective of making the transformed spaces accessible for all. • Involvement of adjacent (or new) communities – showing them the benefits of the development; the adjacent communities should be involved from the beginning of the planning process in order to increase the public acceptance. Potential Regional requirement for such developments. • The open discussion, monitoring process and outcome results should be available for every citizen. This could be translated to a Regional requirement and be transferable. • Investigating the use of remediation methods based on the “ENVIRONMENTAL LAB” on future brownfield sites • 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 (i.e. the level of remediation required) is being adjusted to the results of the soil investigation (<i>Need to consider soil and land remediation cost and timeframe as soon as possible in planning process</i>). Ensure consideration of the proposed land use can be reviewed after detailed investigations to confirm viability or adjust the development proposals – formal stage in the process. Assessment procedures at planning and programming level.
<p>Urban regeneration</p>	<ul style="list-style-type: none"> • 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. • Importance of achieving ‘buy-in’ from key stakeholders: <i>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</i>

	<p><i>reviewing ideas for a new cultural centre in the area. Taking into consideration the specifics of the different sites.</i></p> <ul style="list-style-type: none"> • To “recruit” contemporary or traditional cultural events into the redevelopment process at the initial stage; to encourage cultural events to become drivers for creation of the new identity of the redevelopment area. Those unique cultural events (that reflects special features of the area) could become a successful marketing tool. • Integration through practical physical measures. Improvement of alternative means of transport (footpaths/bicycle routes) and integration into an overall concept • Develop a sense of community for developments and new residential areas through public events. Encourage temporary use for areas that are derelict for a longer time (to improve acceptance of public) • Interactive use of communication tools in public consultations to involve different groups of the public (also the hard to reach ones) • Show and communicate the added value of regenerated sites through public open spaces and the positive contribution to the city. The issue of new green space could be a regional or strategic requirement. Highlighting through existing communication tools the environmental and social added value. • Investment in culture as important motor of development – optimise the potential regeneration benefits of major / national events; the after-use has to be ensured and a concept should be in place of how to use to site after the event. • 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)
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Site specific recommendations:

<p>Environment and communication</p>	<ul style="list-style-type: none"> • Further development of “ENVIRONMENTAL LAB” and its use for the public; opening the lab area for the public through guided tours as a possibility to present the ongoing process. Part of a broader strategy to highlight the advantage of the regeneration and demonstrate the transformation processes that are taking place across the city. • Broadening the ENVIRONMENTAL LAB to other remediation techniques; agreement on phytoremediation between the
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	<p>City and the University of Torino.</p> <ul style="list-style-type: none"> • A broader discussion specifically about Backbone 3 should be held with the Parco Dora Committee to check their means to improve their service. • Publication of the results of the environmental monitoring online • Local educational resource informing the public about the previous successful Brownfield regeneration projects in the city, showing the continuation of the process – involvement of the Museo A come Ambiente. • Set up of new experimental plots with different site specific re-vegetation methods and seed mixtures • “marketing” for Spina 3 – showcasing potential uses of the public space through interacting with adjacent communities
<p>Urban regeneration</p>	<ul style="list-style-type: none"> • improve access to train and metro stations (should also include public transport access to Lingotto) • develop specific branding for the sites such as “Living on the Backbone” in a similar way to Dresden’s example of “Dresden’s new address on the water” to highlight the attractiveness to live there • well functioning and safe pedestrian and bicycle routes on the Fiat Avio area, connecting to the surrounding areas and the river; implementation of existing studies • versatile functions on the new Lingotto railway station, including for example exhibition / performance areas, rental space, bicycle parking - establish Lingotto station as a local centre, beyond providing access to regional trains. • temporary use for derelict but valuable heritage structures on the site such as the Michelin Tower; reducing the barriers of bureaucracy that might impede this by transferring best practice from other sites • Promote the role of the new open spaces along the river Dora as part of a green belt system similar to the new public transport network that runs through the whole city • better connection to the Olympic Village – new (cultural or public) use of derelict structures with the Village to connect it better within and to other areas



Other comments:

- The coordination between all the agencies seem to be good in Torino – “conference of services” could be applied to other partners.
- Developers’ contribution to public open space is another tool that could be transferred. Further detail on the link between increased density (value) and the shared rewards or liabilities in terms of development costs.
- The role playing workshop could be done with the stakeholders of a regeneration area, in co-operation with the university and a committee for a transformation area. Recommendation could be to adopt this for other major sites in Torino as well as for pledges.
- The city has done a continuous regeneration process to strengthen the city structure from inside and preserving the nature areas surrounding the city instead of expanding, this is worth mentioning more often! The context for this would be of interest at the regional level – are there regional policies or targets to retain growth within existing areas or a natural demand to live within the city.
- In relation to proposals for high buildings, the importance of high quality design and urban design, producing inter-visibility analyses to clarify any visual impact, and show linkages to 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.