



# Local Action Plan

## URBACT REPAIR



## The Local Action Plan of Florence December 2010

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## SCOPE AND OBJECTIVE OF LAP

### 1. Scope and Objective of LAP

The LAP covers the completion of the recovery of former prison Le Murate in the historical centre of Florence, with impacts on the broader urban regeneration of the whole district of Santa Croce in a balanced system of public space and functions. The recovery brings to the City more than 100 new social dwellings.

The City has completed the 1997-2010 phase of the intervention, with the realisation of 73 social dwellings, 2 new urban squares, a commercial-leisure gallery and public and services spaces (euro 15 million financed by National government and Region – funds for social housing).

In this phase we are designing and realising a new phase of intervention 2010-2014:

- 24 bed-places with common service spaces destined to “smart dissidents” (euro 1,8 million financed by City)
- spaces for launching of young entrepreneurs (technological districts for cultural goods”) (euro 430.000 financed by ERDF)
- regeneration of via dell’Agnolo (euro 800.000,00 financed by City)
- road link Le Murate-Largo Annigoni (euro 264.000 financed ERDF)
- 28 new social dwellings for young couples and artists (euro 6 million – 3,3 to be financed)
- space for “House of the City” and subterranean parking (euro 5 million to be financed).

Florence Council has been actively involved and represented in URBACT REPAIR meetings. During the whole project process Florence Council and the key project development team has consulted the ULSG, which is represented by all the main socio-economic and political stakeholders

## CITY PROFILE

### 2. City Profile

#### *Introduction*

Florence is the capital city of the Italian region of Tuscany and of the province of Florence. It is the most populous city in Tuscany, with 372.826 inhabitants (1,500,000 in the metropolitan area), covering an area of 1262.8 km<sup>2</sup>.

The city lies on the River Arno; it is known for its history and its importance in the Middle Ages and in the Renaissance, especially for its art and architecture and, more generally, for its cultural heritage. A centre of medieval European trade and finance and one of the wealthiest cities of the time, Florence is considered the birthplace of the Renaissance; it has been called the Athens of the Middle Ages. A turbulent political history included periods of rule by the powerful Medici family, religious and republican revolution. From 1865 to 1870 the city was also the capital of the recently established Kingdom of Italy. Florence is often known as the "Jewel of the Renaissance".

The historic centre of Florence attracts millions of tourists each year. It was declared a World Heritage Site by UNESCO in 1982. Florence is regarded as one of the most beautiful cities in the world, and the impact of its artistic, historic and cultural heritage in the world remains to this day. The city has a major impact in music, architecture, education, cuisine, fashion, philosophy, science and religion. The historic centre of Florence contains elegant squares (piazze), Renaissance palaces (palazzi), academies, parks, gardens, churches, monasteries, museums, art galleries and ateliers. The city has also been nominated, according to a 2007 study, as the most desirable destination for tourists in the world.

The city boasts a wide range of collections of art, especially those held in the Pitti Palace and the Uffizi, (which receives about 1.6 million tourists a year). Florence



is arguably the last preserved Renaissance city in the world and is regarded by many as the art capital of Italy. It has been the birthplace or chosen home of many notable historical figures, such as Dante, Boccaccio, Leonardo da Vinci, Botticelli, Niccolò Machiavelli, Brunelleschi, Michelangelo, Donatello, Galileo Galilei, Catherine de' Medici, Luigi Cherubini, Antonio Meucci, Guccio Gucci, Franco Zeffirelli, Salvatore Ferragamo, Roberto Cavalli, Leonardo Bruni, Coluccio Salutati, and Emilio Pucci.

### ***Historical heritage and its cultural and historic significance***

Regarding the historical heritage the original use areas of the site was a medieval monastery and from a male prison. Although the central historical district of Santa Croce/Sant'Ambrogio has been one of the liveliest in the town (with a high concentration of touristic visitors) it has also been affected by social degradation. The cultural and historic significance is impressive with for instance several historical monuments and cultural functions (National Library, State Archive, University faculties), commerce functions (historical market).

### ***Demography***

The population of the city proper is 372.826, while Eurostat estimates that 696,767 people live in the urban area of Florence. The Metropolitan Area of Florence, Prato and Pistoia, constituted in 2000 over an area of roughly 4,800 square kilometres, is home to 1.5 million people. Within Florence proper, 46.8% of the population was male in 2007 and 53.2% were female. Minors (children aged 18 and less) totalled 14.10 percent of the population compared to pensioners, who numbered 25.95 percent. This compares with the Italian average of 18.06 percent (minors) and 19.94 percent (pensioners). The average age of Florence resident is 49 compared to the Italian average of 42. In the five years between 2002 and 2007, the population of Florence grew by 3.22 percent, while Italy as a whole grew by 3.56 percent. The birth rate of Florence is 7.66 births per 1,000 inhabitants compared to the Italian average of 9.45 births.

As of 2006, 90.45% of the population was Italian. An estimated 60,000 Chinese live in the city. The largest immigrant group came from other European countries (mostly from Albania and Romania): 3.52%, East Asia (mostly Chinese and

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Filipino): 2.17%, the Americas: 1.41%, and North Africa (mostly Moroccan): 0.9%.

### ***Policy context***

The LAP and its actions are completely in key with the social and environmental sustainability that characterize the Regional Law for the Territorial Governance (n. 1/2005) and the Structural Urban Plan approved by the City Council.

The LAP has been implemented since the beginning in deep synergy with the Tuscany Region that financed almost all the actions approving costs almost double than other similar interventions.

### ***Urban challenges***

The challenge for the Firenze City Program of Social Housing is the functional recovery of a historical former prison called "Le Murate", because of its dimension and location in the city and of its architectural value.

Le Murate is located in the historical centre of the city and was closed in 1983. Implementation of the proposed project will provide access to a great area in the city centre, historically closed to the town as it was a convent before becoming a prison). This activity will make the venue a city and more so; the historical centre.

The City Council placed more that €26 millions public resources for social residential building toward the recovery of this former prison, on the basis of a preliminary project characterised by the coexistence of different functions; the residential function covers only 34% of the surface area

### ***Problem analysis for the site***

The site problem was caused by closing of a prison without a project of reuse in a district historically problematic (gathering of "negative" functions: prison, hospice, military barracks). Hence, an "urban empty", a large dismissed building in the historical centre of Florence was the result, in a district with socio-economic discomfort. The key effects of this dismissal include:

- Effective and perceived discomfort
- A district cut in two by the building
- Negative image in touristic perspective

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## LOCAL SUPPORT GROUP (ULSG)

### 3. The Local Support Group

In Le Murate case, the institutional stakeholders are not really “secondary” (the City is the first actor, developing the vision and the projects to achieve it), while the “primary” go from the tenants of social dwellings to the users of social spaces and, regarding the “House of the City”, the whole town. The LSG actively participated in the production of the LAP, each member with his daily work and with periodic plenary sessions in the strategic steps of the process.

The Local Support Group for Le Murate is made up of:

Claudio Fantoni	City Board member for Social Housing
Giuliano Da Empoli	City Board member for Culture
Vincenzo Esposito	Casa s.p.a. (*)– Architect - CEO
Roberto Melosi	Casa s.p.a. – Architect - Councillor
Vincenzo Vaccaro	Fine Arts Trust – Architect - Director
Giacomo Parenti	Municipality – Engineer - Coordinator Urban Development Area
Paolo Pantuliano	Municipality – Director of City Estate Office
Michele Mazzoni	Municipality – Engineer - Director of Technical

	Services Office
Valerio Cantafio	Municipality – Director of Social Housing Office
Giorgio Caselli	Municipality – Architect - Director of Fine Arts Office

Mario Pittalis	Municipality – Architect for Urban Restoration
Maurizio Barabesi	Municipality – Architect for Urban spaces requalification
Alessandra Barbieri	Municipality – Officer for Urban development
Marta Fallani	Municipality – Officer for Touristic promotion
Marco Toccafondi	Municipality – Officer for Social Housing Programs
Giuseppina Fantozzi	Municipality – Architect - Officer for Social Housing Programs

*(\*) Casa s.p.a is a public company that designs, realizes and manages the social housing estate of Florence metropolitan area (33 Commons)*

## EXCHANGE OF KNOWLEDGE AND BEST PRACTICES

### 4. Exchange of Knowledge and Best Practices

The Le Murate regeneration project commenced prior to the beginning of the REPAIR project so the development goals and the activities have not been extensively taken into account the REPAIR methodology and recommendations. The REPAIR methodology is mainly focusing on providing socio-economic regeneration from redevelopment of military sites and buildings to provide tangible added value for local population but which also can contribute to regional growth and cohesion. Le Murate project would benefit from better reflection of the REPAIR methodology and in particular better integration of the pillars on energy/waste and transport/accessibility.

The peculiarity of all the REPAIR sites and LAPs makes difficult to define precisely good practices that can be brought in from other partners; it has been more important and decisive the methodology of REPAIR (working group, LAP, LSG, integrated approach) for the definition of last stages of LAP.

## KEY ACTIONS

### 5. Key Actions

Goal	Complete the recovery of the former prison in a social and cultural perspective
Objectives	<ul style="list-style-type: none"> <li>- full management of urban contemporary spaces ("SUC")</li> <li>- realisation and management of "House of the City" (HotC) (part in the already recovered spaces, part with new light structures)</li> </ul> <p>This planned to be realised by 2014</p>
Outputs	<ol style="list-style-type: none"> <li>1) Management plan for SUC</li> <li>2) House of the City premises</li> <li>3) Management plan for House of the City</li> </ol>
Activities	<ol style="list-style-type: none"> <li>1) meetings between City offices, stakeholders, private bodies identifying resources and responsibilities for the management of SUC</li> <li>2) design and realisation – by technical personnel of the City – of the HotC</li> <li>3) meetings between City offices, stakeholders, private bodies identifying resources and responsibilities for the management of HotC</li> </ol>

	Indicators	Means of verification
Goal		
Objective	<ul style="list-style-type: none"> <li>- SUC have a management plan</li> <li>- HotC is realised and has a management plan</li> </ul>	Direct
Outputs	<ul style="list-style-type: none"> <li>- management plan for SUC</li> <li>- HotC premises</li> <li>- Management plan for HotC</li> </ul>	Direct



Planned to be finalised in 2014

Activities	Identified resources (City-Region-State-EU funds) Timescale 2011-2014 based on following expectations: 2011 – design of HotC 2012 – beginning of works for HotC and definition of management plans 2014 end of works of HotC	Direct
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**European Union**  
European Regional Development Fund

## FINANCIAL RESOURCES

### 6. Financial Resources

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# Annex

## SWOT Analysis

<i>Positive</i>		<i>Negative</i>	
<b>STRENGTHS</b>		<b>WEAKNESSES</b>	
	City strategy supporting the recovery of former prison	Technical and bureaucratic barriers	
	Strong political support (3 mayors)		
	Involvement of several City offices		
<b>OPPORTUNITIES</b>		<b>THREATS</b>	
	Support from Region and Fine Arts Trust	Risks regarding the implementation of works (call for tenders, building company)	
		Lack of resources needed	