



# Transforming Private Space

Transnational Meeting  
Casoria (Naples)  
November 14 - 16, 2016

4<sup>th</sup> issue

Never postpone 'doing',  
when you are 'planning'.

## Book of Ideas Reinventing the fringe

DOCUMENT FOR SCREEN READING





# TRANSFORMING PRIVATE SPACE

## INTRODUCTION

### PART 1

What is Private Space?

### PART 2

Casoria as a Case-Study

### PART 3

Toolkit: Local Action Plan

# INTRODUCTION

## DEAR READER,

This fourth edition of the Book of Ideas brings the essence of the Transnational Meeting in Casoria on Transforming Private Space. In retrospect a peculiar combination of the location and the topic, since Casoria is a bit of an outsider within the network and Transforming Private Space, by far the most difficult topic to grasp. Nevertheless, this meeting was a success and it was all about sharing interesting ideas, learning from the observations of the particular sites and connecting with local stakeholders. We hope you can relive this inspirational journey through this Book of Ideas.

Enjoy reading.

### **A Book of Ideas.**

What can you expect from a Book of Ideas? These aren't the minutes of the Transnational Meeting. It is rather an interpretation of the presentations and conversations, capturing the energy and atmosphere of the meeting. It is not the closing chapter of the meeting, but a starting point. By talking, experimenting and exchanging *how-to's* on concrete projects, all partners are not only gaining more insight on the topic, but also a set of tools to start experimenting with.





### **Make it happen!**

When you look at large organisations or administrations, you can read numerous books on good management and strategies. Which are of course useful. But it is easy to forget that at the end of the day, it all depends on the people. Results are booked by people who are engaged, enthusiastic and willing to go beyond their field of expertise to make it happen. This strength in human capital is what characterises Team Casoria. They are a group of young and dynamic people who are not afraid to experiment and to test ideas and actions and to search for solutions which are not mentioned in text books.

Note: this picture doesn't show the entire team. Also on the left you can see Ivan Tosics, the mayor of Casoria and the National URBACT point of Italy.

# THE CASORIA TEAM

## MONDAY NOVEMBER 14

Casoria tour | Contemporary Art Museum

- 08:45 Welcome to Casoria by sbs\_Lab
- 09:00 **1.1 WALK CASORIA**  
Guided by sbs\_Lab: Francesco Frulio, Pietro Salomone, Pasquale Volpe
- 13:00 Lunch
- 14:00 **1.2 PECHA KUCHA LOCAL ACTION PLAN**
- 15:00 **1.3 WORKCAFÉ**  
Peer Review methodology
- 17:00 Break
- 17:30 **1.4 URBACT NATIONAL POINT**  
Urbact in Italian Cities: Relation between Urban regeneration Projects and EU Programs by Simone D'Antonio (ANCI)
- 17:45 **1.5 INSPIRATION FROM NAPLES REGION**  
Asse-mediano by Fabrizia Ippolito (Unina2)  
Naples beyond boundaries and scales by Michelangelo Russo (DiArc)
- 18:30 **1.6 OPENING EXHIBITION 'PRIVATE EUROPE. WHAT'S UP IN THE FRINGE?'**  
Opening by Mayor of Casoria Pasquale Fuccio and Public Works Assessor Marianna Riccardi  
Short briefing about CAM activities by Simona Sanseverino, Enrico and Annie introduce the themes of the exhibition
- 19:00 Dinner at CAM

## TUESDAY NOVEMBER 15

Michelangelo Park | Public Library

- 08:45 Walk to Michelangelo Park
- 09:00 **CONFERENCE**  
by Miguel Georgieff/COLOCO introduced by Danilo Capasso
- 09:30 **2.1 SOCIAL GARDENING**
- 13:00 Lunch
- 14:30 **2.2 TRANSFORMING PRIVATE SPACE IN 5 TOPICS**  
- New Roles for Municipalities by Isabelle Verhaert  
Incentives for Private Parties to Collaborate by Maarten Van Tuijl  
- How to make residential buildings with fragmented owner ship more sustainable by Edmund Futo  
- How to kickstart the process of making illegal settlements more sustainable? by Hrvoje Bartulovic  
- Flexibility and transparency in processes with public and private parties by Antonio Meola
- 16:30 Break
- 17:00 **2.3 DEEP DIVE SESSION ABOUT TRANSFORMING PRIVATE SPACES**  
Group discussion on previous topic
- 19:00 Recap
- 19:30 Dinner

# PROGRAMME

## WEDNESDAY NOVEMBER 16

Casa Natale San Ludovico da Casoria

- 08:45 Bus ride to Casa Natale San Ludovico da Casoria
- 09:00 **3.1 TED TALK FORM PROGRAM EXPERT**  
by Ivan Tosics
- 09:45 **3.2 QUESTION/DISCUSSION**
- 10:10 **3.3 OVERALL INTRODUCTION 2ND CHANCE AND REFILL AND LINKS TO SUB>URBAN**  
by Ivan Tosics
- 10:15 **3.4 PRESENTATION 2ND CHANCE NETWORK**  
by Nicola Masella
- 10:30 **3.5 PRESENTATION REFILL**  
by Maarten Van Tuijl
- 10:35 **3.6 DISCUSSION**
- 11:00 **3.7 WORKING GRID**
- 13:00 Farewell lunch
- 19:30 Optional Evaluation

# AT THE TABLE

Who are the people that make it happen?



**Maarten Van Tuijl**  
Lead Expert



**Ivan Tosics**  
Program Expert



**Isabelle Verhaert**  
Lead Partner



**Isabel Michielsen**  
Local coordinator  
Antwerp



**Gordan Cengic**  
Local Coordinator  
Antwerp



**Veva Roesems**  
Antwerp



**Dirk Van Regenmortel**  
Antwerp



**Edmund Futo**  
Local Coordinator  
Baia Mare



**Camelia Alina Gherasim**  
Baia Mare



**Salvador Avia**  
Barcelona  
Metropolitan Area



**Isabel Tomé Prieto**  
Barcelona  
Metropolitan Area



**Emilia Silvatie**  
Casoria



**Eva Kalová**  
Brno



**Martina Pacasová**  
Brno



**Janne Jakob Fleischer**  
Düsseldorf



**Leif Von Nethen**  
Düsseldorf



**Barbara Wolf**  
Düsseldorf



**Anna Attademo**  
Casoria



**Francesca  
Avitabile**  
Casoria



**Ermelinda  
Clarino**  
Casoria



**Francesco  
Frulio**  
Casoria



**Enrico  
Formato**  
Casoria



**Annalisa  
Lala**  
Casoria



**Salvatore  
Napolitano**  
Casoria



**Marialuisa  
Pezone**  
Casoria



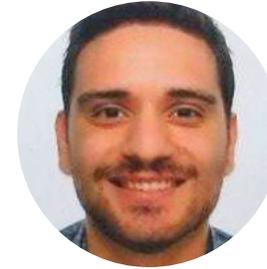
**Gennaro  
Riccio**  
Casoria



**Pietro  
Salomone**  
Casoria



**Bianca  
Senese**  
Casoria



**Pasquale  
Volpe**  
Casoria



**Kristine Visite  
Eriksen**  
Oslo



**Cecilia  
Carlsson**  
Oslo



**Hvroje  
Bartulovic**  
Solin



**Antonija  
Eremut Erceg**  
Solin



**Marijana Zizic**  
Solin



**Andreas  
Hacker**  
Vienna

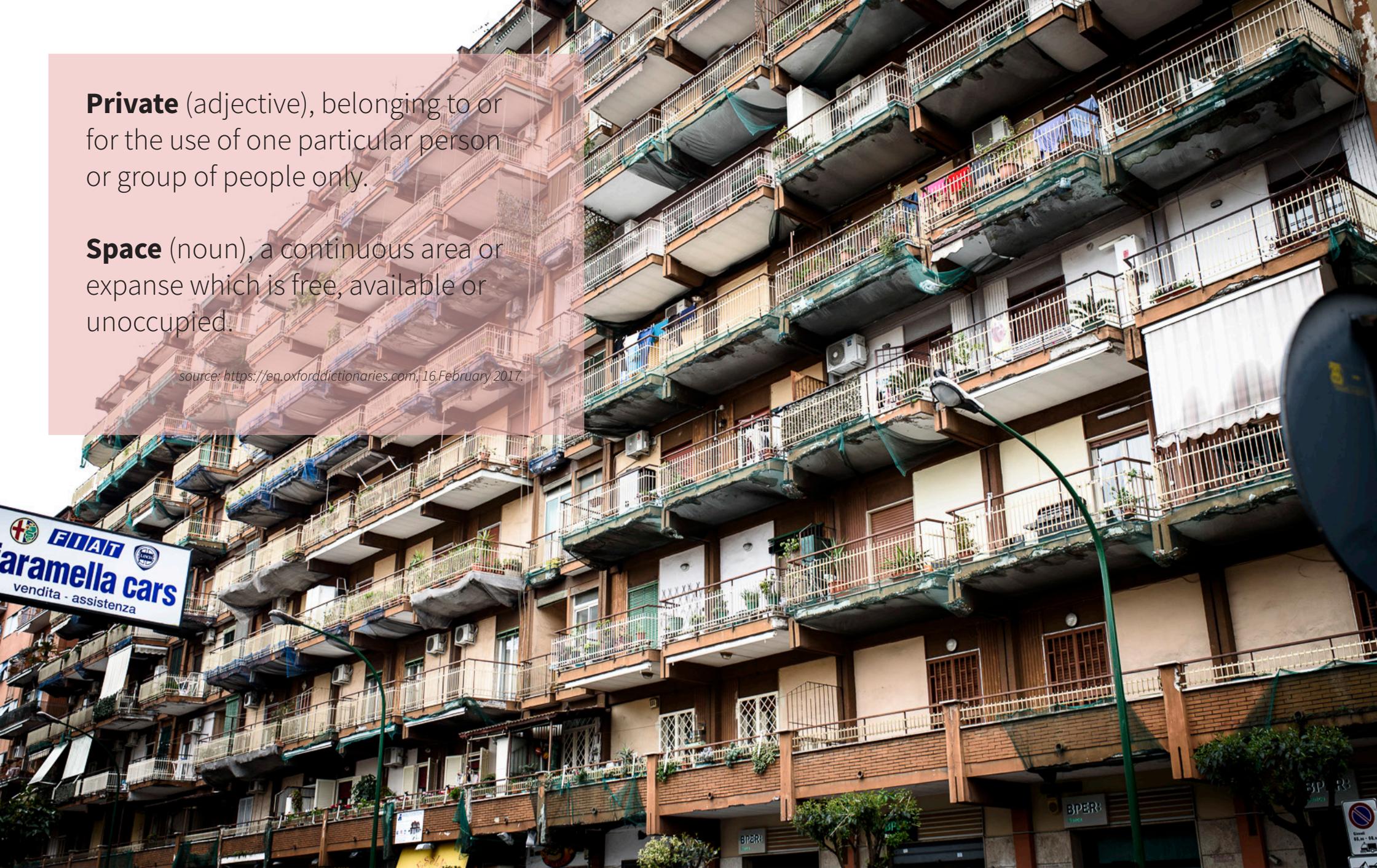


**Birgit  
Hundstorfer**  
Vienna

**Private** (adjective), belonging to or for the use of one particular person or group of people only.

**Space** (noun), a continuous area or expanse which is free, available or unoccupied.

*source: <https://en.oxforddictionaries.com/>, 16 February 2017.*



## PART 1 What is Private Space?

A group of people is gathered in the doorway of a brick building. They are holding various umbrellas, including black, blue, and patterned ones, indicating it is raining. The building has a red brick facade with some peeling paint and overgrown plants around the entrance. The scene is captured from a low angle, looking into the dark interior of the doorway.

## FIVE TOPICS ON PRIVATE SPACE

The most difficult challenge for cities who are redeveloping their fringe areas, is the transformation of private spaces. One of the main reasons for this difficulty is the lack of public ownership of land and buildings, limiting a city's influence. At the same time the proportions of private space is smaller in the fringe than in inner cities, due to larger private parcels and building blocks, more car dominance and a lack of squares and spaces for pedestrians. Therefore, if we only renew the public domain and use the regular instruments of individual building permits to guide the transformation, the effect will be too limited and we miss the opportunity to generate a qualitative and sustainable urban environment. Facilitating the transformation of the private spaces asks for new approaches and new roles. So how can a municipality act upon this, to break the deadlock situation in the fringe? Five different views on this theme have been explored in presentations. We highlight the essential conclusions in the next pages.

# 1 NEW ROLES FOR MUNICIPALITIES, Flandres (Antwerp):

In Flandres, with its fragmented ownership, different experimentation labs are set up both by the municipality of Antwerp and the Flemish government to test new ways of working together with different stakeholders. The [Flemish Chief Architect \(FCA\)](#) has launched several pilot projects to link policy preparation with research by design and project development. Each of the pilot site themes is addressed by five multidisciplinary team of builders, designers and other experts. The pilot projects are seen as a transition arena for a mind shift and therefore the different teams are also collaborating with each other.

Noteworthy in relation to our network theme is the pilot project on 'New forms of collectivity', investigating scenarios and methodologies for a necessary mind shift in housing production to stop sprawl and increase collective housing in urban areas. The role of the FCA is to guide the process (facilitator) and match the builders to the designers (matchmaker). [Stadslab 2050](#), initiated by the city of Antwerp, also works both as facilitator and matchmaker to stimulate experimental projects on the sustainable city of the future working across several themes. With an open call for projects, different partners, who are not reached in traditional participatory projects, were brought together around the theme of sustainability. The process is guided by a core team with internal and external experts and network partners. Ideas are co-created, sharpened and developed through a diverse set of methodologies.

Early prototypes and experiments are facilitated by professional guidance (e.g. working out a business plan), the possibility of (partial) city funding and offering PR by constant storytelling. All steps are evaluated, improving the process. What these two Flemish examples show is that despite the rules of procurement, with increasing focus on cost, time and risk management, there are ways in which cities can stimulate innovation and experimentation by trying out new roles as facilitator and matchmaker and opening up for ideas and initiatives by others.

[Click here for the presentation.](#)

# 2 CREATE INCENTIVES, The Netherlands (Amsterdam):

As most municipalities do not own a lot of land and buildings, it is often imperative to negotiate agreements in the public interest. Depending on their position municipalities can use an enforced or a seductive incentive to achieve their goals. Antwerp for instance charges a fee to developers according to the amount of new construction. The city then uses the money to invest in public services or public spaces. This charge is backed up by updated public data, showing what kind of and how many amenities such as schools, parks etc. are necessary per habitant. Amsterdam with its land lease principle can set specific demands, when tendering a land lease, for instance favouring quality and sustainability over price. But often the city's position is not that strong and private owners

can make the final call. In these cases it helps to look at the situation from the perspective of the private owner/ developer and focus on opportunities instead of problems, looking for shared goals and/or trade-offs.

Even the city of Amsterdam with its land lease principle had to find new incentives to stimulate often far away private owners to transform their buildings into housing and other much needed functions. This was put high on the agenda, because of a high rate of office vacancy due to the financial crisis. The main challenge was to find the owners and make the process of transformation more attractive to them. How did they tackle this challenge?

First of all the city appointed a special civil servant (office pilot) to map the amount of vacancy and find out who the owners are.

**Secondly** the office pilot facilitated the transformation by coordinating the bureaucratic process within the municipality. For instance by speeding up procedures and making the connection to other private parties such as developers, if necessary. On a national level several important amendments to laws were made to stimulate the re-use of existing buildings over new construction. Existing buildings were given acquired rights in the Dutch building regulations so they did not have to fulfill the same demands as new construction. A temporary building permit was extended from five to ten years, improving the return on investment.

**Finally**, the newly introduced 'crumb case' regulation makes it easier to use an existing building inside an existing urban area for a function that deviates from the zoning plan. It is called crumb case because from

the perspective of the zoning plan it is a small and local exception.

[Click here for the presentation.](#)

### 3 **STIMULATING A TRANSPARENT POLICY, Italy (Naples Metropolitan Area):**

Participatory projects, whether with big private stakeholders such as investors, developers and landowners or small ones such as residents, can conflict with a democratic and fair process. A representative from the Naples Metropolitan Region pointed out that: “Finding the right balance between the necessary flexibility on the one hand and a transparent and a fair process on the other hand, is the challenge in urban development processes in the fringe.” It is important to have clear, open and frequent communication with the stakeholders from the beginning of a project. For instance, a website with all related documents, can create a lot of transparency about a project. Be clear on how and why they are engaged and what will happen with the results. As a result, the rest of the process will be less labour-intensive and expectations will be managed more efficiently. In other words, this will set the stage for the transition arena and its flexible process.

### 4 **IMPROVING ILLEGAL SETTLEMENTS, Croatia (Solin)**

Some of the areas in the fringes of our Southern and

Eastern European City Partners have started out as illegal settlements. This has led to the maximisation of individual private space and a lack of proper public infrastructure such as sewerage, public space, water supply, etc... To make these areas future proof it is important to provide infrastructure and to improve the sustainability of the existing buildings. In Solin over recent decades different measures were taken to legalise or demolish these illegal settlements and building extensions. We notice a mental shift with the owners. They see that something needs to be done to improve the living conditions. Hence a sense of a neighbourhood collective is starting to develop. The Urbact Local Group is building on this by organising the process together with the residents and finding ways to implement the results.

[Click here for the presentation.](#)

### 5 **IMPROVING RESIDENTIAL BUILDINGS, Romania (Baia Mare)**

Since a lot of the residential buildings in Baia Mare were constructed during the post-war building boom, the sense of urgency in renovating and making the buildings more energy efficient is rising. A logical, economic and sustainable solution would be to tackle this issue for the whole of the building. But because of privatisation processes the ownership is fragmented, leaving the renovation to the private initiative. Many private owners see the benefits of improving the insulation, but they are doing this only for their private apartment. The challenge is to coordinate, bundle and bring together these private initiatives.

Municipalities and other governmental institutions have an important role to play in stimulating an integral approach on the scale of the whole building or, even better, on the scale of the whole housing estate. The Municipality of Baia Mare is addressing exactly this challenge, together with their Urbact Local Group, both by collectively organising private initiatives of residents and by using new investments for additional housing to improve the existing area.

[Click here for the presentation.](#)

**IN CONCLUSION: KEEP ON TRANSFORMING**  
**So, let's circle back to the starting point: how can cities break the deadlock situation in the fringe? The five perspectives make us aware that municipalities should get out of their comfort zone and experiment with new roles. They should also look at the situation from the perspective of the private parties involved and consider which incentives could stimulate action in the public interest. At all times a fair and transparent collaboration must be maintained. We will keep you updated on our ongoing quest to transform private space [here](#).**



# A TALK WITH MAARTEN VAN TUIJL

## **Identikit.**

**Nationality:** Dutch

**Role in sub>urban:** Lead Expert

**Author of:** The Flexible City

**Co-founder of:** temp.architecture

**Expertise:** Urban planning

**Maarten Van Tuijl is the URBACT lead expert for sub>urban. As an expert on urban planning in a flexible city, he is the right person to advise this network. Since ‘transforming private space’ is the most difficult topic, we interviewed Maarten to elaborate on this.**

## **What is private space? How do we define private space?**

The term private space has two interpretations for me. First of all, it can mean space owned by the private sector: developers, investors, businesses, retailers. At the same time it can refer to houses owned or rented by individual citizens. These two definitions represent two different scales.

Professional builders often deal with larger plot sizes. The challenge is to make them look beyond their borders, benefits and projects. The sense of commitment to the space is usually less, which leads sometimes to detachment (e.g. It is hard to address and involve a Swedish investor with property in the

Netherlands.) At the same time they are professionals who often speak the same language as architects and planners. On the other hand, there are inhabitants who own private houses or apartments. Most of the time the houses are smaller entities (for example 140 families in an apartment building), people are more emotionally attached to their living environment and struggle with the spoken and visual language often used in urban planning. In the fringes of our network we deal with a mix of both kinds of private spaces and actors.

The challenge in dealing with both kind of stakeholders is the same. How do you stimulate these stakeholders to think and act beyond their own individual interests? How do you reach them? Before the financial crisis or in a lot of greenfield developments in the past, the city made a plan with a small circle of experts and only informed the inhabitants and professional stakeholders about it. This often resulted in a no-modus, a strong reaction towards any kind of change. Without a strategic amount of land ownership by the municipality, these projects often stopped, since ownership still is a protected right in most countries. When transforming fringe areas where we deal with fragmented space and mostly private ownership we need new roles and new processes. How to deal with private space is the most difficult yet crucial question in our modern day society.

### **What is specific for the private space of our fringes?**

Private space is maximised in the fringe. Parking lots and even streets are often privately owned by companies and residents. All private property is drastically fenced off and lacking a transition to the public space. On top of that, public space is often a car dominated hard surface surrounded by undefined green and overall lacking quality. Opposed to city centres with their clear building blocks the collective layer is a layer that is largely missing in the fringe areas throughout Europe. The collective layer is crucial as a space of mediation and the bringing together of individual interests. This is the place where you meet your neighbours, the place where the public and social life takes place, where sustainable and social improvements can take place. It can be a place like the doorstep of an apartment building or the collective space behind the gardens. But it can also be a person, like a concierge or an association of co-owners that link the different inhabitants or users together.

Both the quality of the spaces needs to be upgraded in the fringe areas as the quality of the roles. In the Netherlands people are looking to reinstate the role of a concierge and this from a health care perspective. Special care for elderly people is very expensive, but there are synergies possible with somebody who takes care of the

building and helps with small tasks for elderly people. In this way, they could stay longer in their own apartment.

### **There were many presentations on the topic of Private Space. What caught your attention?**

#### **1. The necessity for a link between maintenance and development**

To improve our fringe areas we need to look for partners who are not only interested in developing a site or a building, but are also willing to take a role in the use of the area. The commitment to the projects of these partners are much higher. The drive to produce a qualitative project is much higher. The ambition to create a sustainable neighbourhood will be much higher. We need to look for the end users of the project area, only those actors will see the benefit of a collective layer and improving things in terms of liveability and sustainability. Individual citizens are the easiest examples of such actors. But also project developers who are building for rent or actors that will have a business in the future project. The involvement of these partners is necessary on a longer term. But the question is, how do we find these players and facilitate this kind of developments as a municipality? This starts by recognizing new partners and opening yourself up to them.

#### **2. The necessity for new types of intermediaries**

Important new partners are facilitators who can guide corporations, citizen groups and end users through the complex processes of project development. These intermediaries can also be found in the example of Romania, where a project developer renovates an apartment building in return for the possibility of adding an extra apartment on the roof.

#### **3. The necessity to build more affordable housing in the fringe**

4. The most shocking facts I saw in the presentation of Ivan, **showing the percentage of social housing versus the percentage of poverty**. In countries with a lot of poverty such as in Eastern and Southern Europe there is a drastic shortage of affordable housing. In North-West European countries it is almost the other way around. There is relatively a lot of social housing in relation to the amount of poverty. But even there due to rising prices of real estate, affordable housing is under pressure, pushing some groups out. This is something to build on in the Transnational Meeting in Düsseldorf, where we look at the theme: Transforming for Social Inclusion.



**Ivan Tosics is one of the programme experts of URBACT. As an expert in urban sociology, strategic development and housing policy he guides the networks 2nd Chance, Refill and sub>urban. Ivan joined this Transnational Meeting and we took this opportunity to interview him on Transforming Planning.**

**What was your impression of the Transnational Meeting?**

The meeting was well prepared, with a lot of energy from the Casoria team, lead expert and lead partner. It was an excellent idea to spend time in Casoria and not be tempted to spend too much time in Naples. Everybody knows Naples, nobody knows Casoria. But now we really understand the problems and the challenges better. We have got a good feeling of the fringe area in the Naples Metropolitan region.

**The topic of the meeting is ‘Transforming private**

**space’. The success of transforming the private homes of people is linked with the different organisational models of the private spaces. How can a city influence, steer or stimulate that?**

First of all, I do agree with the link between the success of transformation of big apartment buildings and the way that the residents are organised. The legal framework for the management of apartment buildings is determined by different national laws. And this is something a city does not have a direct influence on. If you look at the privatisation of Tirana and you compare it to the law on condominiums in Hungary, you can see that the legislation has a great impact on the spatial results. But within a context of national legislation, a city can do a lot even when there is no good national legislation towards different stakeholders. First of all there are the owners and renters of an apartment building. A city can raise incentives and give subsidies to collaborate. It can approach the national government to ask for subsidies

## A TALK WITH IVAN TOSICS

**Identikit.**

**Nationality:** Hungarian

**Role in sub>urban:** Programme  
Expert

**Expertise:**

Urban planning  
Public policy  
Sustainable development  
Urban sociology  
Strategic development  
Housing policy  
EU regional policy issues

to be given to large buildings. The city can make a lot of propaganda for joint actions, can organise trainings for the facilitators or owners, hand over a certificate for the trainees, ...

Owners and renters should become aware that they should not choose the easiest way to renovate individually. There are other possibilities and incentives to renovate jointly.

A second important stakeholder is the bank. If they are not willing to give loans to a group of owners, a joint renovation is not likely. The city can act as a broker between the bank and the owners. The city should be able to pressure the national government to develop a system so that bank loans reach home owner associations. It should be possible to handle a multi-family building as one entity, not as 30 separate families.

Finally, there is the option of EU cohesion policy money (ERDF). This can be used on housing. Cities should look into this possibility. A sidenote to this advice is that each country has their own rules on adapting EU regulation and intentions into their own regulations.

**We should encourage the collaboration between different families in renovating a building or different houses together. Can we show the benefits of these joint actions to counter the difficulties that collaborations always have?**

To counter urban sprawl you must indeed focus on the benefits of more compact urban living. But first you have to make a **financial mapping** to show the subsidies that flow into suburban living.

What is the financial contribution the state makes for households who build in remote suburbs? In Germany for example the state supports the transport costs (also by car!) of far-away households. In Belgium the state promotes company cars and transportation costs can be subtracted from tax. Contrary to such harmful subsidies, financial incentives in suburban areas should be focussed on making them more urban. There is an interesting mapping research done on this topic in the US, e.g. <http://www.citylab.com/housing/2015/03/how-much-sprawl-costs-america/388481/>

Furthermore, the advantages of joint actions in denser urban areas should be made more visible: qualitative buildings, more energy efficient with a monthly bill that allows substantial savings... The social aspects of common actions are also interesting. If you have 20 to 30 owners, not everybody will be able to pay for the renovation. There are interesting examples where the nati-

onal government takes over these renovation costs for poor tenants and home owners through a subsidy system or a lean on the property, for instance like our partner city Barcelona Metropolitan Area.

**On the last day of the Transnational Meeting Ivan Tosics gave an inspirational talk on transforming private space, setting the topic in a larger EU historical context and comparing different cities, policies and solutions for interventions in the 20th century fringe areas.**

[Click here for the presentation](#)



**Identikit.**

**Nationality:** Italian

**Role in sub>urban:** partner city  
Casoria

**Works at:** University Federico II of  
Naples, Department of Architecture

**Expertise:** Urban planning,  
architecture

**Identikit.**

**Nationality:** Italian

**Role in sub>urban:**  
partner city Casoria

**Works at:** University  
Federico II of Naples,  
Department of Architecture &  
Member of Crios

**Expertise:** Urban planning,  
architecture

# A TALK WITH ANNA ATTADEMO & ENRICO FORMATO

Anna Attademo and Enrico Formato work for the University Federico II of Naples and are in strong collaboration with the municipality of Casoria. They have organised the Transnational Meeting together with the Casoria administration and put together the Step-by-Step strategic plan. We are curious on their perspective on transforming the private space in Casoria and asked them for a short interview.

## **Anna and Enrico, can you describe the private space of Casoria, the fringe of Naples?**

Casoria had a huge urban and demographic growth in the early post war period, based on the development of industrial activities. The city grew from 19.000 (1951) to 68.000 inhabitants (1981). There was a second wave of growth due to the construction of shopping malls along the highways until 2001 with a peak of 82.000 inhabitants living in Casoria. After 2001, due to the socio-economic crisis, a decline of the number of inhabitants had begun. The industrial factories closed down and became brownfields, the shopping malls went bankrupt. This resulted in the present condition with a high fragmentation of ownership, large unused former productive areas, a lot of illegally developed buildings and settlements and several under-used or abandoned middle-class apartments. A lot of young people, mainly highly educated ones, are leaving Casoria.

This results in some paradoxes:

- 1) A lot of low-income people suffer for lack of housing while a lot of middle-class apartments are not used or partially-used.
- 2) Large brownfields in the city core are not used since the early eighties, while these parts of the city suffer for lack of green areas and amenities;
- 3) A lot of new buildings, both for productive and residential uses, are built in the external fringes: often without authorization, in

areas dedicated by general land-use plan to agricultural production or public facilities.

4) Historical settlements are abandoned and degraded, largely inhabited by low-income people, migrants and refugees.

Overall, the condition is dramatic as the space of the private city is generally uncomfortable, unsafe and inefficient: uncomfortable because of the lack of facilities, green areas and public infrastructures; unsafe as many buildings are not earthquake-proof, but also because of socio-ecological vulnerability (criminality, hydrogeological risk, etc.)

### **Is density a problem or an opportunity in Casoria?**

During the Transnational Meeting there was a discussion about the density of the post war areas (1st urban belt) of Casoria and whether this was seen as an opportunity or a problem. In Casoria the problem is not the density in itself, it is the way it is organised. In the 1st urban belt there is a lack of public space, green spaces and facilities. Everything is car-based, because there is no public transport.

We want to use the development of the big brownfield areas as a lever to insert qualities into the 1st urban belt and to transform it into a more mixed environment. How we will do this? It is not worked out yet. It is possible that we look at demolishing parts or relocating people or transferring ownership. But the development

of the brownfields should have a positive impact on the wider environment. This process will not be conducted top-down, we will work this out together with all the stakeholders. The municipality will act more as a public facilitator.

### **How did the SBS Lab experienced the transnational meeting in your municipality?**

It was very nice that the partners of the Sub>Urban network could finally experience the challenges of the city and the work of the SBS Lab. We have talked about it during previous meetings, but only now it could come into reality.

The gardening activity

We have created a vibe in our municipality, by including schools, the politicians, neighbours and our network during this activity. This is very positive and the SBS Lab finally came alive for many stakeholders. But we are worried that the perception of our politicians and the inhabitants is that we are only transforming green areas, while the adopted Structural Plan also involves transforming build up areas and brownfields. We must keep managing these expectations carefully. But for now, we are trying to keep the energy of the meeting alive with other events in the park and an official opening in 2017.

[Click here for the presentation on the Local Action Plan.](#)



## PART 2

## Casoria as a Case-Study



# WELCOME IN CASORIA



[Click here to watch the Welcome movie.](#)

## **Context.**

Casoria faces a big challenge in transforming the municipality and making it more attractive for the next generation. Luckily they have a young, dynamic and enthusiastic team of urban planners and architects and a strong collaboration with the University of Naples.

What struck us most during the Transnational Meeting and what was unanimously agreed upon by all participants is their hands-on approach and their eye for detail. For instance, from the very beginning of the visit everyone received a the movie above.

# STEP-BY-STEP

## Step 1

### GREEN PARKS IN PUBLICLY-OWNED AREAS

functions, accessibility, integrated management

1st public arena: citizens, associations, administration, planners

## Step 2

### GREEN PARKS IN PRIVATELY OWNED AREAS

public-private agreements, etc.

2nd public arena: 1st arena actors versus owners

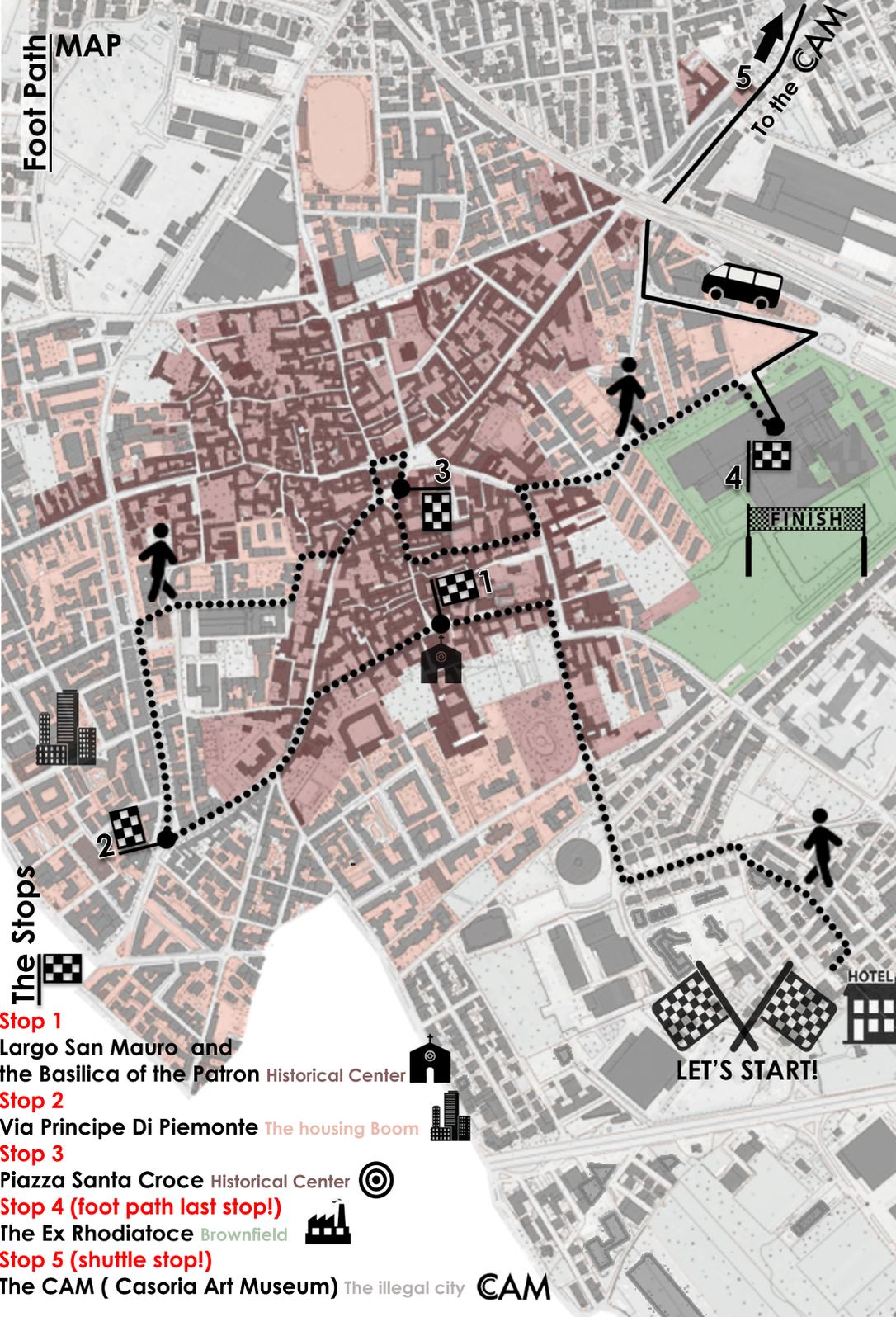
## Step 3

### TRANSFORMAION OF THE LOW- QUALITY XX CENTURY BELT

relocation of high density dwellings, restoration of historical landscape open access to high-potential sites created in the previous steps.

## Philosophy

“ The main task of the Laboratory Cas-oria Step-by-Step is pushing an urban plan gradually into reality, in search of realistic scenarios without sacrificing the visionary nature, going beyond simple maintenance or survival of the existing.”



# GUIDED WALK

## Context.

The Casoria team took us on a walk around the city, explaining the different neighbourhoods and linking them with the different steps of the strategic urban plan.

Through the social media accounts of the SBS\_labs (facebook, website, instagram, twitter), citizens were well informed about the presence of the European partner cities. During the walk other inhabitants took the opportunity to come and talk to the group.

## About the tool.

Too often Transnational Meetings take place in conference centres or meeting rooms, because of tight programme schedules. This would be a missed opportunity in urban planning networks, since there is no better way to make a subject more concrete than experiencing it first hand by exploring the sites and getting insights from locals. A guided walk therefore is one of the best tools.

## Look at the full map.

[Click here to see the map](#)



DENSITY AND ACTIVITY



BROWNFIELDS



THE VIEWS



THE PEOPLE



## Hidden Treasures of Casoria

# WHAT'S APP GROUP

### Context.

One of the assignments in the What's app group was to share first impressions of Casoria in pictures and quotes during the walk. Since the differences between the partner cities are big - for instance Garath 2.0 (Düsseldorf) versus Casoria (Naples) - this creates food for thought. The assignment on What's app was to post the possibilities and beauty of Casoria.

### About the tool.

Since the beginning of Phase 2 all partners of the network are part of a What's app group. This is an easy and more informal tool to share pictures and ask questions. The Casoria Team set up a second group only for the Transnational Meeting, sharing practical information and giving short assignments. This was a very effective way to engage and connect with all 36 participants.

# SOCIAL GARDENING

## Context.

Casoria not only showed us their town and plans, but created an event where urban planning is more than talking and designing. It is acting and doing. All stakeholders were invited to plant trees and bushes in the central lane of the park. There was a short presentation giving examples of landscape design all over Europe, explaining the purpose of the tree planting and answering questions on the next steps of developing the park. The school children had a special spot reserved for the models they prepared in school and drawings they made. The best model and drawing received an award at the end of the social gardening activity.

The social gardening event took place in one of the future public parks: Michelangelo Park. At the same time this was the kick-off for this new park and the first time the stakeholders of the URBACT Local Group, the neighbours, schools, the politicians and the university came together. Each partner city of the European network got a personalised tree. We are looking forward to seeing them grow.

## About the tool

Urban planning usually focused on long term strategies and therefore urban development projects easily take 15 years. Our network has set the ambition to focus on implementation, this means we are looking at a timeframe of both 2 years and 15 years. One of the biggest challenges is to involve local stakeholders, because the change on the site is most of the time one of the last steps in the process. Team Casoria showed us how you can involve different stakeholders, raise awareness for your project and act instead of talk.

## Links

This action was guided by the French group Coloco: [website](#). Watch the [movie](#).



# INSPIRATIONAL SPEAKERS

Fabrizia Ippilito and Michelangelo Russo gave an insightful and inspirational view on the specific context of Casoria & Naples.

Fabrizia Ippilito took us through the metropolitan area with a different reading of the region based on potentials. Michelangelo Russo gave a critical reading of the region based on 5 issues: (1) limits and boundaries, (2) multiscalarity, (3) waste / metabolism, (4) risk resilience and (5) resilient regeneration.

## **Do you want to get inspired too?**

Click here for the presentations:

Asse - mediano stories by Fabrizia Ippilito

Naples beyond boundaries and scales by Michelangelo

Russo - [Click here for the presentation.](#)





# PRESENCE OF MAYER OF CASORIA PASQUALE FUCCIO

The mayor of Casoria - Pasquale Fuccio - took time during his busy schedule to take part in several parts of the programme. He participated in the walk, officially opened the exhibition, planted trees at the social gardening event and gave a farewell speech at the final lunch. He showed great interest in the SBS\_lab project and put the topic on the local agenda. Political involvement and support is very important in our network.



“It was a great opportunity to share insights between the different networks: sub>urban, 2nd chance and refill. There is a strong thematic link between the three networks. For example temporary use is the main topic of Refill but all the three networks are experimenting with it. Sub>urban. Reinventing the fringe looks at it from a spatial point of view. Just like we experienced here in Casoria during the Social Gardening activity. 2nd Chance focusses on underused premises and looks at it from a procedural point of view.”

Ivan Tosics



# PRESENCE

## 2ND CHANCE

NICOLA MASELLA  
ROBERTA NICCHIA

Lead partner of another URBACT III network - 2nd Chance - is based in Naples. Since Casoria is close by, we invited this network to talk about what they are working on, how they are making progress and what challenges they come across.

In many European cities derelict sites, underused premises, etc. – so called “voids” – can be found in or near the city centre. These sites often have a negative impact on their surroundings, but they present a great opportunity: the voids can be used to complete a compact settlement structure or to provide space for needed functions in the city. The challenge is to re-activate those “sleeping giants” for the benefit of a sustainable urban (neighbourhood) development.

[Click here for the presentation - more information on 2ND Chance: urbact.eu/2nd-chance](http://urbact.eu/2nd-chance)





**Toolkit** (noun), a set of tools, especially one kept in a bag or box and used for particular purpose. A personal set of resources, abilities or skills.

*source: <https://en.oxforddictionaries.com>, 16 February 2017.*

## PART 3 Toolkit | Local Action Plan



# TOOL 1 | EXHIBITION

## Context.

Each partner city deals with private space in a different manner because of a historic context, differences in legislation et cetera. Casoria took the opportunity to organise an exhibition on the topic of private space, collecting at least five iconographic pictures of each of the nine partners and a short movie explaining the characteristics of the fringe areas.

One of the major goals of our network is to put the urban fringe on the agenda, as an area of great potential. Often these edges of the city are overlooked. The pictures are a way of putting these places in the spotlight.

On the opening night, the exhibition was attended by in the presence of the mayor of Casoria and all European partner cities of sub>urban.

## Exhibition.

- Name: Private Europe. What's up in the fringe? - *'Europa privata. Cosa accade nella frangia (urbana)?'*
- Open: November 14 - November 30, 2016
- Location: Contemporary Art Museum (C.A.M.) in Casoria





# TOOL 2 | PECHA KUCHA

## **Context.**

All partner cities had to make a 7 minute presentation. They received the assignment one month before the event. The presentation needed to contain a state of affairs of the ULG meetings: thematic changes, process, successes and challenges.

## **About the tool.**

A traditional Pecha Kucha has 20 slides, counting one slide per 20 seconds. It is a format that comes from Tokyo and forces people to be creative and stick to the point.

We use the concept, but each partner gets 7 minutes. In this way it is a short update, but it allows us to go more in-depth into the topic. This is an opportunity for the partners to show their progress. It also generates the right amount of information to go into a discussion or a less formal conversation to share knowledge and how-to's.

## **Lessons learned.**

The short presentations are interesting ways to learn a lot on the LAPs in a short time. We can improve ourselves in two ways:

1. Time keeping is crucial and needs to be strict and fair.
2. The presentation needs to end with one important question or challenge that a partner city is currently facing in their LAP. That way other cities can respond and help.



## TOOL 3 | PEER REVIEW

### **Context.**

After the short Pecha Kutcha presentations each of the participants was invited to discuss the state of affair of the partner cities in groups of three people from a different city. This way a more in-depth and personal exchange of information and advice could take place.

### **About the tool.**

The peer review method comes from the academic world where people with similar competences (peers) critically review the work of colleagues. Our partners are working in their cities towards a local action plan (LAP) for an area in the fringe. They are peers who can give each other inspiration, advise and act as a 'critical friend'.

We organised the peer review as follows. All of the participants were divided into groups of three.

Each played a different role: the interviewee, the interviewer and the supporter. In round one the central topic of the conversation is the LAP of the interviewee. In round two, the participants change role and talk about the next LAP and the same happens in round 3.

What are the tasks of the roles?

The interviewer ask questions about the LAP to the interviewee.

The supporter needs to help the conversation with additional insights, or acts as mediator.

The interviewer takes notes and processes the peer review sheet afterwards into a document that can be helpfull for LAP of the interviewee.

3 questions needed to be asked:

1. What questions are unanswered after the Pecha Kutcha presentation (10 min)
2. What do you see as an additional challenge for the LAP? What do you want to share from your own LAP to benefit the interviewee? (10 min)
3. What are proposals, suggestions, recommendations, interesting reference projects? (10 min)

### **Lessons learned.**

The tool is not so easy to use and needs a lot of explaining. Also, 10 minutes per question is too short.

### **Look at the end result.**

Click [here](#) to look at the end result.



# TOOL 4 | DEEP DIVE SESSION

## Context.

After five presentations on 'how we can transform private space', deep dive sessions were organised to exchange ideas and form solutions. Each group had a moderator and a specific set of questions structured the conversations. The advantage of these parallel sessions and the use of a template, is that all participants have an immediate result to take home.

## About the tool.

The tool is a combination of two things:

1. Set of presentations introducing different views on a topic.
2. Parallel sessions in smaller groups, moderated by someone familiar with one of the views of the presentation and a template with a specific set of instructions for each of the participants.

These were the questions on the template:

### 1. INTRODUCTION:

What are the specific challenges (current or past) concerning this topic in your city?  
(max 30 min, 5 min/ city)

### 2. GIVE AND GET:

(give) What are good examples you can share from your city? (get) What challenges do you face and do you want advice on? (max 30 min)

### 3. MATCH:

Which discussed proposals, suggestions, recommendations, reference projects can be useful in your city? (30 min)

### 4. PRESENT:

The facilitator of each group summarises the discussion to all groups.

## Results.

Click [here](#) for the template.

# TOOL 5 | EVALUATION

## **Context.**

Organising a Transnational Meeting is done by city planners, urbanists, architects and other experts within the cities administration. As network coordinators, we set out some guidelines and ambitions for each meeting, e.g. they need to be organised on site, we want to experiment with tools and methodologies and involve the local groups as much as possible.

The best way to learn from an experiment is to take the time for evaluation. Therefore at the end of each Transnational Meeting all partners are invited to stay for an optional evaluation. It is an informal ending of the meeting, which captures interesting information for the host city and network coordinators. It also gives inspiration to improve ourselves at the next Transnational Meeting and build further on that.

## **About the tool.**

The tool is an informal meeting where we ask three questions:

1. What inspired you and will you take home?
2. What could be improved in the next Transnational Meeting?
3. What was positive in this Transnational Meeting and should we keep in the next one?

Depending on the number of participants, we ask them to write down the answers on post-its or to speak up. Afterwards we reflect on it together and define what we take with us for the next meeting.

## **Results.**

A report that is placed on the Google drive and open for everybody of our network.



THANK YOU



**More info.** This Book of Ideas is in its essence a memory aid for inspiring words. If it triggered you to learn more about ‘sub>urban. Reinventing the fringe’ you can follow us on:



LinkedIn Group: URBACT III | sub>urban. Reinventing the fringe



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### Colophon

sub>urban. Reinventing the fringe, URBACT III, November 14-16, 2016

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### What URBACT III is all about.

URBACT is a European Territorial Cooperation Programme (ETC), co-financed by ERDF. Its main objective is to promote integrated and sustainable urban development in EU cities. The goal for each network is an action-oriented plan, an integrated approach and a participatory method.



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