

# Rurban: housing and services in the urban-rural fringe

Project management for an Implementation Plan at the outskirts of Milan.

**CLIENT** Draba srl

**DATE** 2012 (present)



PROJECT  
MANAGEMENT



UNUSED  
AREAS



PRIVATE



TERRITORIAL  
PLANS

The action concerns a border zone between the edge of the urban fabric and the protected agricultural area of Parco Sud, in the Municipality of Milan. The city's new PGT (Piano di Governo del Territorio – Town Planning Scheme) envisages to allocate it for facilities indirectly appurtenant to social housing, granting the owner the right to provide the service independently.

The action underway follows a preliminary assignment, meant to assess the economic and financial feasibility of the intervention and to define its strategic vision and qualitative contents.

KCity proposed to integrate the residential part (built according to the expected mix between rent and affordable sale) with a range of services enhancing the quality of the surrounding area, making it more attractive, and highlighting its specificities (relationship between city and countryside). The present assignment concerns a project management activity aimed at the definition of the Implementation Plan in agreement with the City of Milan. It implies pinpointing planning tools, enabling synergies between public and private goals (transfer of development rights, compensation, land exchange, property disposals, etc.).

In order to define the contents of the planning agreements on facilities, the activity is being carried out on two levels. On the one hand, it implies the drafting of preliminary documents and reports required by the procedure (architectural and environmental assessment, transport and mobility studies, geological surveys, etc.), on the other, it involves stakeholders and partners for the pre- evaluation of the management aspects.



KCity creates feasibility of new strategies for urban and land development, putting in place multi-disciplinary skills and competences.

We carry out **feasibility studies** and **strategic plans** for the development of areas experiencing difficulties. We offer **technical assistance** and **professional training** in relation to urban social innovation issues. We deal with project management and assessment of complex project processes.

We intervene at different project scales, from the reuse of individual abandoned buildings, to the upgrading of neighbourhoods and city areas. We build cross-sector relationships supporting **local public administrations**, involving both **for-profit** and **non-profit** organisations.

We work within manifold processes, from **participation in calls for tender**, to the **implementation of spatial plans**, up to the **development of business ventures**.



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