

# Urban mix in the city of Parma

New urban regeneration strategies for the Pasubio area.

**CLIENT** Pasubio Sviluppo spa

**DATE** 2013

*With reference to the strategic document, mapped out by KCity, an agreement has been reached and enshrined in the new Memorandum of Understanding "Enhancement of Spaces and Sites of Common Interest in the Pasubio Area", endorsed on October, 2013 by Pasubio Sviluppo Ltd., Parma City Council, and the Association of Architects of the Province of Parma.*



TECHNICAL  
ASSISTANCE  
AND TRAINING



UNUSED  
AREAS



PRIVATE



TERRITORIAL  
PLANS

"PRU Pasubio" is a recovery and improvement program for an abandoned and degraded former industrial area (45,411 sqm) located in Parma, between the historic center and the motorway junction. The program was promoted in 2002, in accordance with the regional law n. 19 "Rules on urban redevelopment" of July 1998.

During its implementation, the action met several difficulties, which, combined with the economic downtrend, brought to the reconversion of the promoter's status, from "public-private" subject to entirely private subject with public service duties.

In order to maintain the action feasibility, it was necessary to reconceive the nature of the project, turning it into a 'new' pilot project for the city and the territory, which resulted in a typical example of cooperation between public and private sectors in urban regeneration programs. The project is based on the most advanced experiences of urban regeneration in Italy and around the world, investing in original models of urban mix and in their implementation through virtuous relationships between public and private sectors.

KCity was entrusted with a preliminary assignment to assess possible modification margins of the original project content, anticipating innovative solutions and creative mechanisms for the integration of the interests involved, shifting the focus from a quantitative to a qualitative principle. Considering the available economic and financial resources, particular attention was paid to identifying strategies to preserve, and possibly to increase the spirit and the public value of the initiative, relying mainly on opportunities for cultural reuse of abandoned industrial buildings in the relevant area.



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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