

The taste factory

Analysis and feasibility study of address for the regeneration of a disused industrial area in Cornaredo.

CLIENT Comune di Cornaredo

DATE October 2016 - February 2017



FEASIBILITY
STUDIES AND
STRATEGIC PLANS



ABANDONED
BUILDINGS



PUBLIC
AUTHORITIES



TERRITORIAL
PLANS

The former Icoma plant in Cornaredo has for years been involved in a bankruptcy procedure without the numerous auctions that have succeeded. The area, after years of neglect, is in degraded conditions, which penalize the context and hinder the strategies for the development of a territory close to many of the important transformations of the Milan metropolitan area.

The Municipal Administration has decided to take charge of the problem, wanting to verify the conditions under which an area such as that, although private and in itself obviously not desirable for the classic real estate development operations, can be transformed into an opportunity for urban regeneration capable to generate benefits for the whole community.

KCity was commissioned to carry out a study that, starting from the analysis of the resources and vocations of the context, led to foreshadow possible scenarios for urban regeneration and indicated reference models and action opportunities that represented a real alternative to the inertial course of the bankruptcy procedure. This has led to an interesting picture that has led to identifying in the development of food-related services a possible lever of strategic relationship with other territorial functions and actors.

The results of the study - which orientates towards the "incremental" regeneration perspective - were presented to the judge's bankruptcy trustee, they were submitted to the Lombardy Region offices responsible for "potentially contaminated" sites and discussed with the referents of special projects for suburbs of the Cariplo Foundation.



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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