

# Villa Albrizzi – Franchetti

A project of urban regeneration starting from the recovery of a historic villa.

**CLIENT** Comuni di Casier e Preganziol

**DATE** 2015/2016



TECHNICAL  
ASSISTANCE  
AND TRAINING



AREAS TO BE  
UPGRADED



PUBLIC  
AUTHORITIES



CALLS  
FOR TENDERS

Villa Albrizzi-Franchetti is located in the Municipality of Preganziol along the Via Terraglio, a historic and important thoroughfare linking Treviso and Venice. The territory of Preganziol is a mixture of agricultural areas and productive areas, in a context that could be defined as a typical "diffused city". The proximity of important cities such as Venice and the passage of some major transport routes make the territory a crucial point of passage for both commuters and tourists.

The plan proposed by KCity aims to enhance the area of Villa Albrizzi-Franchetti by creating reciprocal and virtuous exchanges between the city and the countryside by integrating and balancing "fast" activities, strongly operational, to "slow" activities, which offer a good quality of life. The objective is the rebalancing of public and private benefits through the reduction of overall volumes and the increase of functions of public interest.

The Municipal Administrations of Casier and Preganziol invited KCity to propose a technical-economic sustainability plan in order to enhance the resource created by the compendium of Villa Albrizzi-Franchetti. These requests are part of the activities launched by the Administrations aimed at deepening a previous development project that involves the area, proposed by the Appiani Company.

The plan provides for the possibility of exploiting the opportunity offered by the decree Mille Proroghe for the reuse of the former barracks in the 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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