

# Strategies and valorisation scenarios for Varese

A re-functionalisation and valorisation project of part of the real estate heritage of the Municipality of Varese

**CLIENT** Comune di Varese

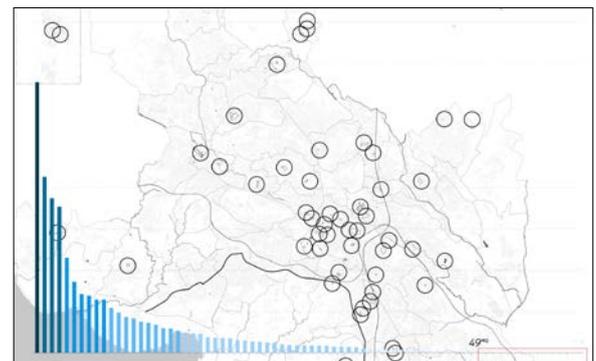
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The Municipality of Varese has identified KCity (group leader, together with Studio Cavaggioni) as a technical partner for the development of innovative models for the valorisation of underused public real estate. The assignment involved a significant portion of the heritage of the Municipality of Varese, which varies in terms of characteristics, size, state of conservation and level of occupation; a heritage, between buildings and land, which corresponds to about 71% of the entire municipal heritage.

The heritage of disused or underused public property is probably the most important resource on which the Administrations can rely to face the problem from the progressive reduction of funds available to pursue general interest objectives, through the use of innovative forms of valorization. There are many ways in which this resource can be brought into play within the scenario of urban regeneration, which presupposes the activation of synergies and virtuous mechanisms (win-win) between the actors, interests, themes and constituent elements of territorial development. In order to investigate these possibilities, with reference to the part of its heritage that the Municipality of Varese has brought to the attention of this work, KCity and Studio Cavaggioni have conceived and experimented an articulated path, within which the competences of the two bodies have been integrated and mutually completed, within each of the three phases provided for in the specifications: reconnaissance, functionalisation and valorisation.

The outcome of the process is a broad set of analyses, evaluations, project ideas and recommendations that is organised within different products and devices and which, on the whole, provides support (on the basis of the data and information made available by the Administration and/or that could be found in the field) for the strategic choices that the Administration will make with regard to the enhancement of public assets.



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**.

