

POLITECNICO DI TORINO
 SECOND SCHOOL OF ARCHITECTURE
 Master of Science in Territorial, Urban, Environmental and Landscape
 Planning
Honors theses

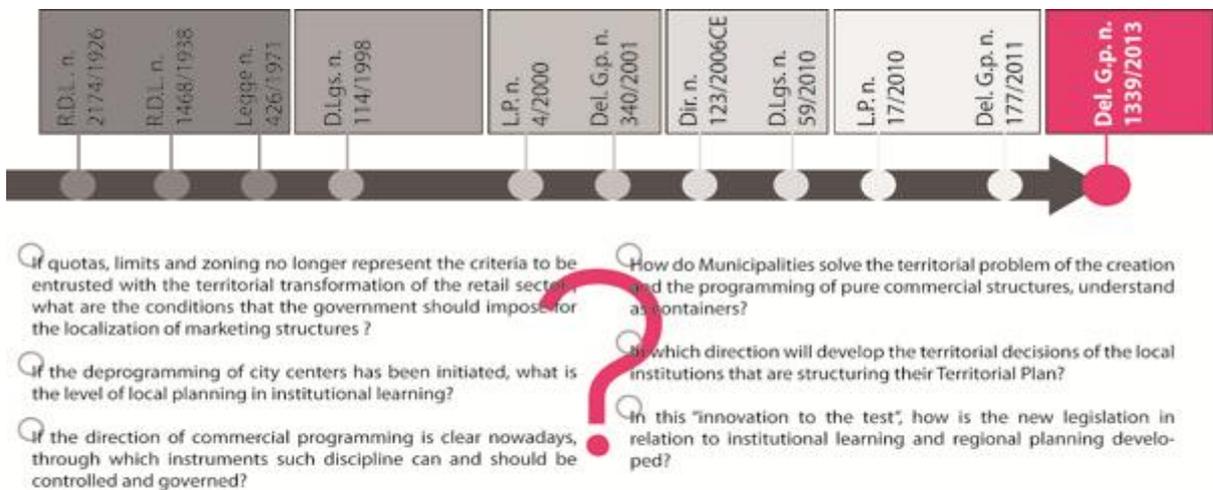
TESTING INSTITUTIONAL INNOVATION IN COMMERCIAL PLANNING IN THE PROVINCE OF TRENTO.

FROM LOCAL SCENARIOS OF THE TRADE TO LOCAL PLANNING

by Agar Silvia Patrizia Eccher and Selene Magno

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The whole institutional maneuver relative to commercial planning, carried out since 1998 following a strongly liberalising viewpoint, is the expression of a significant consciousness raising on the problems involving the distribution sector. The change, if not the revolution, is in the new logic according to which it is no longer possible to plan nor organise the district system without avoiding that combination of skills, knowledge and appraisal through the now obsolete separation between urban planning and business organisation. The approval of Trento provincial law on commerce in 2010 (LP17/10) marked a crucial step in this modernising process, and the 2013 resolution of the Giunta Provinciale (*Provincial Committee*), no. 1339, at last paves the way to “deprogramming” business settlements and to merging the distribution sector with urban planning.



- ① HISTORICAL CENTRES ② MEDIUM-SCALE STRUCTURES ③ LARGE-SCALE STRUCTURES

Territorial Planning of the trade. Evolution and institutional innovation in progress

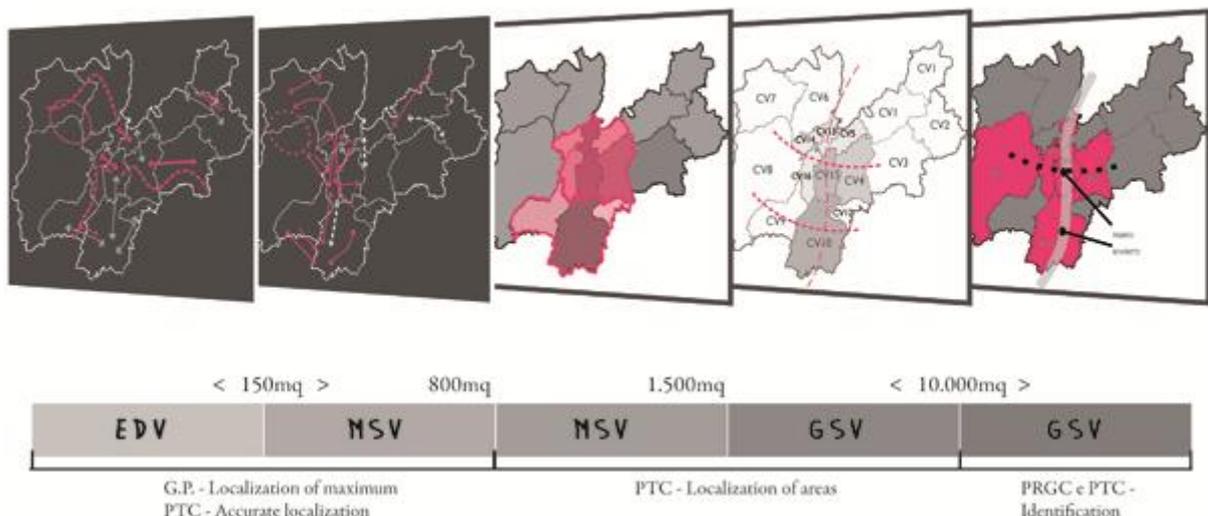
THE COMMERCIAL PROGRAMMING INNOVATION IN THE SPATIAL PLANNING. THE VARIABLE GEOMETRY OF BUSINESS SCENARIOS

by Agar Silvia Patrizia Eccher

A new concept of district is thus defined, which is no longer the result of its zoning and can no longer disregard its indivisibility, but which, in order to develop and rectify itself, is necessarily forced to accept its characters, preserving its vocations through a methodological, even conceptual, change, so as evolutionary elements can coexist with identity-making traits, which ought to be preserved and safeguarded. In this important innovative step of business organisation, the Valutazione Integrata Territoriale represents the true new element in the reform on commerce, since business itself, from an integrated viewpoint, becomes a factor of competitiveness and attractiveness, reckoning with all the elements which influence district development.

In order to build business scenarios, therefore, we must nowadays consider the territory in its deepest roots, disentangling the weak dynamics and boosting up the strongest vocations. Innovation has been tested and has been studied from the point of view of district governance, in order to understand the different institutional and managerial methods, emphasising the doubts and uncertainties in the approach to plan and organise the commercial sector. The whole regional allotment system has collapsed, business planning has been deprogrammed, and we are facing an growing space of uncertainty, which has developed between the zoning mentality and the localisation of areas where to settle sales structures. The Comunità di Valle are called upon to give an answer to the on-going change and interpret the new planning criteria according to a new logic, breaking with the past, which is able to combine district planning with an increasingly wider sector organisation.

LP n. 3 del 2006



Comunità di Valle and the territorial scenarios of the trade in the localization of sales structure

The district dimension is thus brought to the fore by designing new perspectives arising from the responsibility of Comunità di Valle in defining their priorities and their roles through the involvement of all the elements and all the district actors. It is therefore a return to the territory, through which planning regains its role, i.e. designing the business network with regard to its localisation and its relations with the settling and infrastructural layout, becoming the driving force of a social and economical development.

However, has the Comunità di Valle been able to carry out this return to the territory process? Has it understood the momentous innovation it is undergoing? Among the six Communities interviewed, only one was able to take on, within its Piano Territoriale (*District Plan*), the criteria of the provincial law on commerce. In reading the preliminary draft, the aspects outlined by the Plan emerge, which find a perfect correspondence with the liberalising logic, according to which it is necessary, in the first place, to avoid localising pure business areas, so as to prevent their dimensioning from becoming an improper form of quota restrictions of sales lots. Thereby, indeed, not only the general principle of liberalisation would be infringed upon, but business containers without any connections to the urban context would inevitably ensue, thus generating squalor on many levels, from the landscape to the strictly business one.

A problem of district diversified interventions is thus forcefully posed, actually because of the fact that, in the areas, there are very different growing potentials and the induced effects which a sustainable business network may create. New district policies are, therefore, oriented toward a new sharing and relationship with authorities, resources and planning feasibility.

THE COMMERCIAL PROGRAMMING INNOVATION IN THE SPATIAL PLANNING. THE COMMERCE AS A URBAN REGENERATION MOTOR

by Selene Magno

As commercial programming is dependant on urban planning the one cannot be separated from the other as they enter into orbit with each other and, therefore, must necessarily become harmonic. It is the fruit of a set of policies where urban planning, in the meaning of an act of governance and regulation as to the use of territories, represents not only an indispensable element, but even an exclusive one. Therefore, on the basis of these considerations, the vision of a territory has to be an integral one, which, due to its very nature, leads to interesting connections between sustainable commercial development and urban interventions. At time of writing, not all the objectives/milestones set have been reached to the full. Indeed, often new sales structures have been placed in inadequate areas, with the objective of offering opportunities for the single investment without taking into consideration the concept of territorial integration. It goes without saying that this kind of behaviour underestimates the value of considering commerce as a kind of urban regeneration motor, consequently generating new “commercial containers”, which, due to the critical effects on the territory, estrange the concept of “commercial development” even more. The issue of lack of integration between commerce and territory has long been accompanied by a poor communication between the “programming” and the “planning”.

Only in historical centres can we witness the conservation and enhancement of their spurring role for urban centres which are not only commercial spaces, but also play a role in the stimulation of social gatherings. When revitalizing these historical centres, the correct dimensions and dislocation of the commercial activities in relation to the city's consolidated urban aspect are to be taken into consideration. These are no longer to be considered only as physical places, but also systems/networks of relationships between places, activities and the inhabitants, who develop and interact in all every day activities, be they social or economic. Therefore, an awareness as to the possibility of developing a strategy aimed at a socio-economic re-launching is disseminated, along with a structural upgrading of the city's historical centre. The final objective is that of filling the lungs of the city with a Welcoming Breath of Fresh Air , one which is not only able to valorise its identity to the full, but also to upgrade itself to meet the forthcoming demands of the near and far future. Therefore, in this sense, the new public spaces, seen as engines and hubs of regeneration and animation of old and new city areas, are the places which perhaps best expresses the articulation and tension between the two main urban dynamics i.e. the engineering and programmed use of the space and that of a social economic nature for cultural and leisure activities. Practically speaking, it is a public space provided almost as a kind of "socialization device " within the city - a place for passers-by, meeting, walks and collective activities that may be organised or spontaneous – something that is outside the boundaries of the private living space.

dLGS 114/1998

A theme of commercial valorisation emerges in historical city centres. The decree has prompted the set up of requalification programmes for the commercial network.

LP. 4/2000

The Communes in the Province of Trento are obliged to approve a qualification programme with the aim of promoting and revitalizing historical centres. The project proposes that valorisation policies be combined with policies on commercial activities and urban planning, regulate traffic by means of communication measures marketing.

LP. 17/2010

This safeguarding and the requalification of the urban and historical environment through the valorisation of commercial, touristic and artisan function, aimed an ideal environment.

The favouring of the set up of commercial activities destined at the recovery of the small medium enterprises that are already operating on the territory under development/innovation, with the scope of safeguarding the occupational market.

The valorisation of economic function with the aim of upgrading/recovering the urban environment, with a particular attention paid to the upgrading/recovery of an environment fit for the development of the commercial sector.

Historical centres

A strategic/intriguing possibility for an innovative development of the city

The most efficacious choice is one based on a project that proposes a functional mixture where production services

The trade as a regeneration motor

Active policies emerge for the set up of both revitalizing interventions on historical sites and economic incentives.

Historical commercial sites

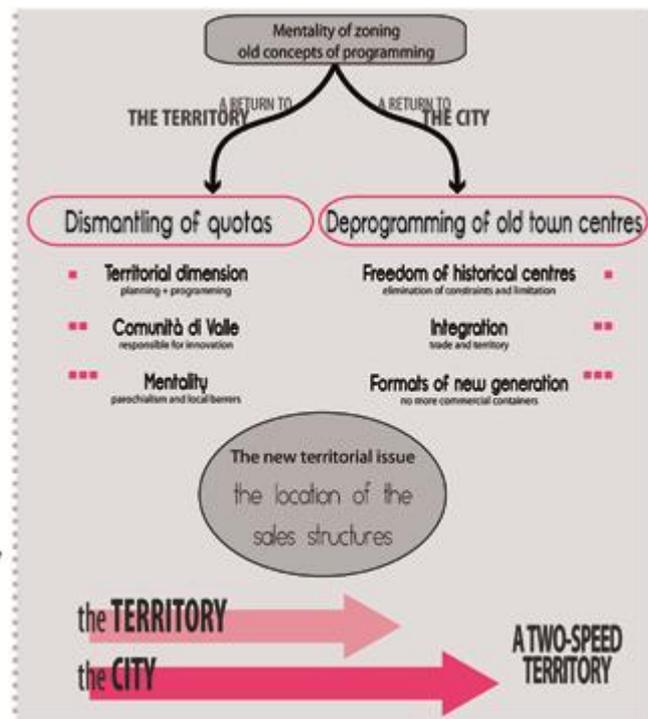
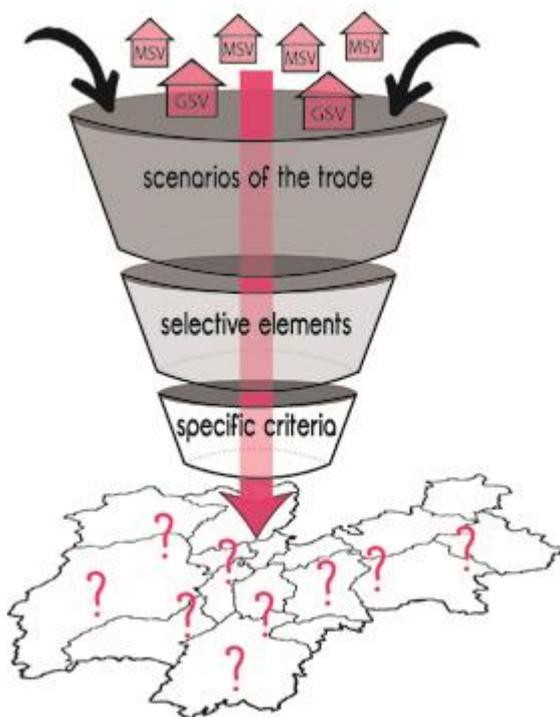
Considered as those sites that are able to guarantee a fundamental capacity of aggregation and, at the same time, make a vital contribution to the equilibrium of the various urban areas.

Institutional framework of the approach to regeneration of city centers: the trade as a development opportunity

That of historical centres is a phenomenon that requires the application of territorial strategies primarily aimed at their being reinserted into the framework of the city's innovation and economic productive functions. The recovery of these sites, or areas within them that are no longer used, should be considered as a whole, that is as a precondition for the upgrading and revitalizing of the entire city as far as urban resources, are concerned. This is to be carried out through the re-localization of important/vital services and functions and/or the development of innovative economic activities.

Therefore, from a morphological point of view, the new revitalizing projects are put forward in symbiosis with the "new generation" commercial networks, which must have salient characteristics such as integration at their basis, as well as other types of commercial offers and economic activities able to provide, within the same location, a plurality of formats and commercial typologies.

A dual institutional approach to innovation has been set up, a territory moving at two speeds: on the one hand the virtuosity of historical city centres and their ability in the declination of the new commercial criteria, on the other a hesitant local authority struggling to create the most appropriate conditions to meet the new requirements dictated by the territory. In some communities the large urban centres are a pole of attraction for the whole territorial system, all of which creates a two-faceted speed system on the same territory, with the risk of slowing down the development as a whole.



Conclusions. From the mentality of the zoning to the new territorial issue

In contrast to the logic of sticking to local mentality/habits that distinguishes a provincial reality, one may hope in a change of mentality and tendency that would take for granted a better and more intense communication between Municipalities and Communities. On this basis, not only would the urban centres act as pole of attraction, but rather a more amply body able to create systems/networks that integrate both local and regional dynamics. Should there be a change in the approach of the way territories are governed/managed, there arises the risk of splitting the continuity of the provincial fabric, which would, in turn, give rise to a summation of different planning levels and projects for the many and varied distinct sectors.

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