



**POLITECNICO
DI TORINO**

Honors thesis

**Master of science program Territorial, Urban,
Environmental and Landscape planning**

Abstract

**BETWEEN STRATEGIES AND REGULATIONS:
INNOVATING THE SUPRA-LOCAL PLANNING IN THE
PROVINCE OF TRENTO**

**A proposal for promoting and rebranding
the territory of Alta Valsugana**

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The main topic of this thesis is retail policy, that has recently regained significance and importance among spatial planning practices, thanks to the increasing awareness at its value for territorial valorization and requalification. In 1998 the reform of retail planning legislation laid the basis for a new concept of commerce, now strictly bound to the territory, its characteristics and vocations: in order to guarantee a sustainable local development, it is necessary to rethink all the economic sectors in a more integrated way and according to the characteristics of the territories. You can now talk about retail planning policy.

Due to the thematic complexity of the topic, Italian regions have found great difficulties in the normative update process, especially because of the lack of a solid and shared normative model that could be used as reference and example. That is the reason why this research focuses on the case of the Autonomous Province of Trento (APT) and its renewed retail planning legislation. The main purpose is to understand the strengths and the weaknesses of the implementation process of retail planning legislation at the supra-local level.

During the last decade the APT is going through a profound renewal, both at the institutional and retail planning level, by promoting a reconciliation between territorial and trade planning. The new legislation is now based on qualitative parameters, which take into account environmental, landscape and architectural factors. The institutional reform modifies the planning system structure, by creating an intermunicipal level, the Valley Community, placed in the middle between the local and the provincial one. Each of the sixteen Communities is now called to draw up the Community Territorial Plan (CTP), an intermunicipal instrument for the definition of local and territorial planning strategies. Given the difficulties of this task, provincial authorities introduced the possibility to adopt and approve the CTP by sectoral plans, concerning with various sectors of economic activities. This bureaucratic and administrative simplification is being designed in order to ensure much more efficiency, nevertheless it might involve a loss of strategic and organic unity of the CTP.

Valley Communities shall draw up a retail plan, by specifying and integrating the retail planning parameters and by locating gross leasable areas (GLAs), in order to promote innovative connections between all the main economics sectors.

The research is focused on the monitoring of the implementation process of retail planning legislation at the VCs level, by developing two evaluation matrixes (*fig. 1 and fig. 2*). How did Valley Communities handle the whole implementation process? Were they able to take full advantage of the renewal process of the provincial legislation? Which are the most significant elements of this process? Is it possible to identify any positive example among the VCs? The monitoring has been useful, moreover, to investigate the relationship between sectoral and general planning and, in this way, to understand if the VCs are properly fulfilling their role of coordinating and guiding local authorities.

MATRICE DI VALUTAZIONE: LOCALIZZAZIONE GSV
LOCALIZZAZIONE Priorità all'utilizzo di insediamenti esistenti
a. aree commerciali b. aree infrastrutturali c. patrimonio edilizio esistente
COERENZA NORMATIVA Priorità al mantenimento di previsioni vigenti dei PRG
INSERIMENTO PAESAGGISTICO Coerenza con i criteri e i contenuti della Carta del Paesaggio della Comunità
a. aree protette b. visuali
IMPATTO AMBIENTALE Valutazione degli impatti e dei rischi derivanti dalla localizzazione della nuova GSV
a. inquinamento b. sicurezza del territorio c. igiene d. previsione di compensazioni/mitigazioni
INTEGRAZIONE FUNZIONALE Previsione di servizi pubblici e di interesse collettivo per promuovere la rivitalizzazione del tessuto urbano e l'integrazione con l'offerta del centro storico
a. servizi alla collettività b. servizi alla persona
ACCESSIBILITA' Valutazione del sistema dell'accessibilità rispetto al bacino d'utenza, con particolare riferimento alla mobilità sostenibile
a. trasporto privato b. trasporto pubblico c. ciclabile d. pedonale e. parcheggi
QUALITA' PROGETTUALE Definizione di ulteriori criteri e parametri qualitativi
a. aree verdi b. arredo urbano c. parcheggi d. insegne e. rapporto con il contesto

fig. 1 The first evaluation matrix
(Source: author's elaboration)

MATRICE DI VALUTAZIONE: PIANO STRALCIO
COERENZA Valutazione del grado di coerenza con i risultati della VIT
a. scenario prospettico b. quadro strategico: SISTEMA COMMERCIALE c. indicazioni per le GSV
INTEGRAZIONE Valutazione del grado di integrazione con il Piano Territoriale della Comunità
STRATEGICITA' Valutazione del grado di strategicità della Relazione Illustrativa
a. maturità del quadro strategico b. ventaglio di temi trattati c. promozione dell'integrazione tra il settore commerciale e gli altri settori d. promozione di rapporti di cooperazione con le altre CV
OPERATIVITA' Valutazione del grado di operatività delle Norme di Attuazione
a. performance dell'apparato normativo b. definizione dei modi e tempi per l'implementazione del Piano
INNOVATIVITA' Valutazione della capacità innovativa
a. promozione di nuove forme territoriali di gestione (multiservizi, GAS, filiera corta, commercio itinerante, vendita a domicilio) b. promozione di uno sviluppo sostenibile c. attenzione alle tematiche di riqualificazione e valorizzazione dei centri storici d. valorizzazione del ruolo del commercio al fine del mantenimento del presidio territoriale dei centri minori

fig. 2 The second evaluation matrix
(Source: author's elaboration)

The general picture of the monitoring process is very heterogeneous (fig. 3) and it reflects the difference in the administrative ability of the Valley Communities. Except isolated cases, VCs did not develop integrated and coherent strategic frameworks.

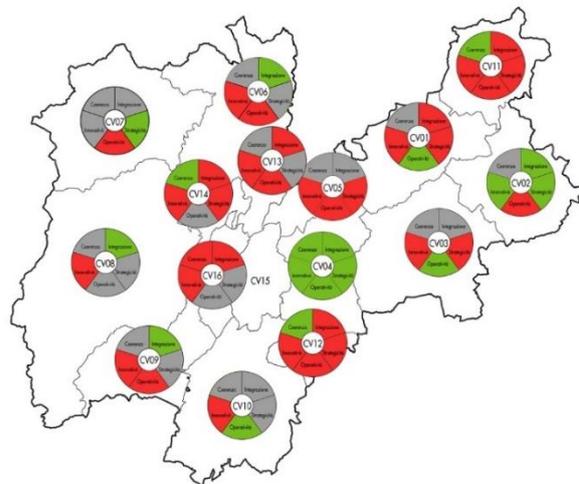


Fig. 3 Representation of monitoring result
(Source: author's elaboration)

Taking into account the monitoring result, the planning process of VC Alta Valsugana was further investigated, since it was the only one to be able to draw up a retail plan integrated with the general territorial planning strategy. Therefore, in VC Alta Valsugana, the retail sector is designed to work in synergy with the others main economic sectors and also with the landscape requalification process.

The Valley Community is now required to challenge itself with the realization of the strategic framework of the CTP. In order to support this process, the thesis ends with the elaboration of a preliminary proposal, from which it is possible to start the implementation of the territorial development strategies. The *food chain strategic project*, thought to take

advantage of the opportunity provided by the Rural Development Programme 2014/2020 of the APT, aims at strengthening the functioning of the food supply chain, ensuring a higher level of competitiveness and to reconciling economic growth with quality of life and environmental protection.

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