



POLITECNICO
DI TORINO

Honors thesis

COURSE OF DEGREE IN ARCHITECTURE HERITAGE PRESERVATION AND ENHANCEMENT

Abstract

**Fausto Coppi's Motordrome: a chance for sport and
wellness rebirth in Madonna del Pilone neighborhood**

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by

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The subject of the thesis concerns with the proposal of preservation, enhancement and renovation of the Motovelodromo "Fausto Coppi" in Turin. The concept is born from the consideration of the role covered by the city as European Capital of Sport 2015 and the current rediscovery of the estate among those pieces of common goods to be valued and shared with everyone. In order to understand the current conditions of the sport facility and the bordering territory, it was necessary to analyze, through the historical archives and the involved authority, both the historical record regarding interventions, changes in ownership and management, and its continuous updates on the ongoing processes. The entire course of study is developed on three progressive scales: the 7th district, the Madonna del Pilone neighborhood and the adjacent area to the sport facility. These analyses, which provided support on the decision making assessment tools, were finally systematized in three sections: accessibility, procedures and competitive framework.

There was carried out the survey of the property and the analysis of materials and degradation of portions of buildings on which it has a greater state of disrepair.

This study allowed the realization of a destination-project accompanied by management and feasibility scenarios, with the objectives to fulfill the collective desire to see the Motovelodromo's rebirth, a desire still so strong to activate local associations, and to preserve the primal concept of this building, giving back to the City a valuable sport system with connected use destination to its original function.



FAUSTO COPPI'S MOTORDROME:
A CHANCE FOR SPORT AND WELLNESS REBIRTH



1.HELP CENTER

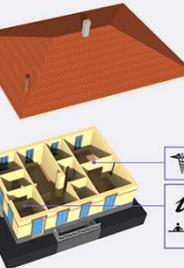
1. Info-point: gathers all informations on the activities that are planned and carried out inside the sporting plant during its opening period;

2. Ticket office:

- entrance to the athletic and cycling tracks;
- ticket purchase for extraordinary events;
- Central green field rental and sports and cycling competitions.

The inherent ticket to the sport activities even grants access to the spaces below the curve tribune, dedicated to dressing room and its annexed services;

3. A small sport medical center for every athlete of the City.



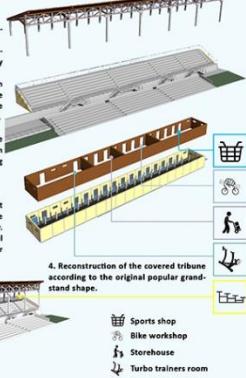
Sport medical center
Info-point
Ticket office

2.CYLCLING CENTER

1. Turbo trainers room:
- It provides the equipment and technical staff;
- It can be used with your own equipment or the equipment provided by the bike rental service nearby.
- Those who have their own bike in order to access this space will be able to use the dressing rooms and the services under the curve grandstand.

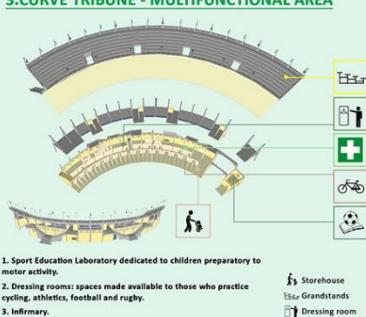
2. A sports shop stocked with all the basic sports articles and specialized in selling products related to cycling activities.

3. Bike workshop:
- It provides the specific equipment for bicycles repairing, which can be used by anyone leaving a free offer. Everyone can also benefit technical assistance and cooperation of other users.



Sports shop
Bike workshop
Storehouse
Turbo trainers room
Grandstands

3.CURVE TRIBUNE - MULTIFUNCTIONAL AREA



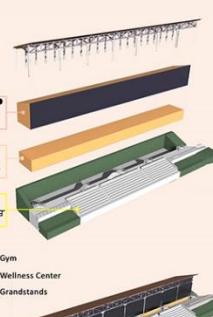
4.WELLNESS CENTER

New building: removed the skeleton of the first seats grandstand, removed part of land and leveled off land with access to the terrace.

1. Gym:
Placed to the first floor and regularly articulated by pillars, where first seats grandstands were originally.
It shows large glass windows which allow whoever is practicing physical activities to have a look at the outdoors.

2. Wellness Center:
It is placed on the basement and available to everyone owning the gym membership pass and, at an additional cost, to other visitors.

3. Concrete bleachers aren't going to be changed.

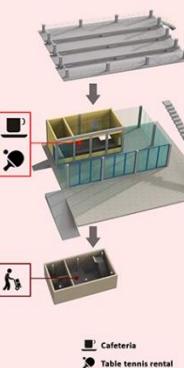


5.CAFETERIA

The old cafeteria service is brought back.

1. Cafeteria:
The building is developed on 2 floors: the underground one serving as storehouse, the other one covered by a panoramic roof accessible through a ramp.

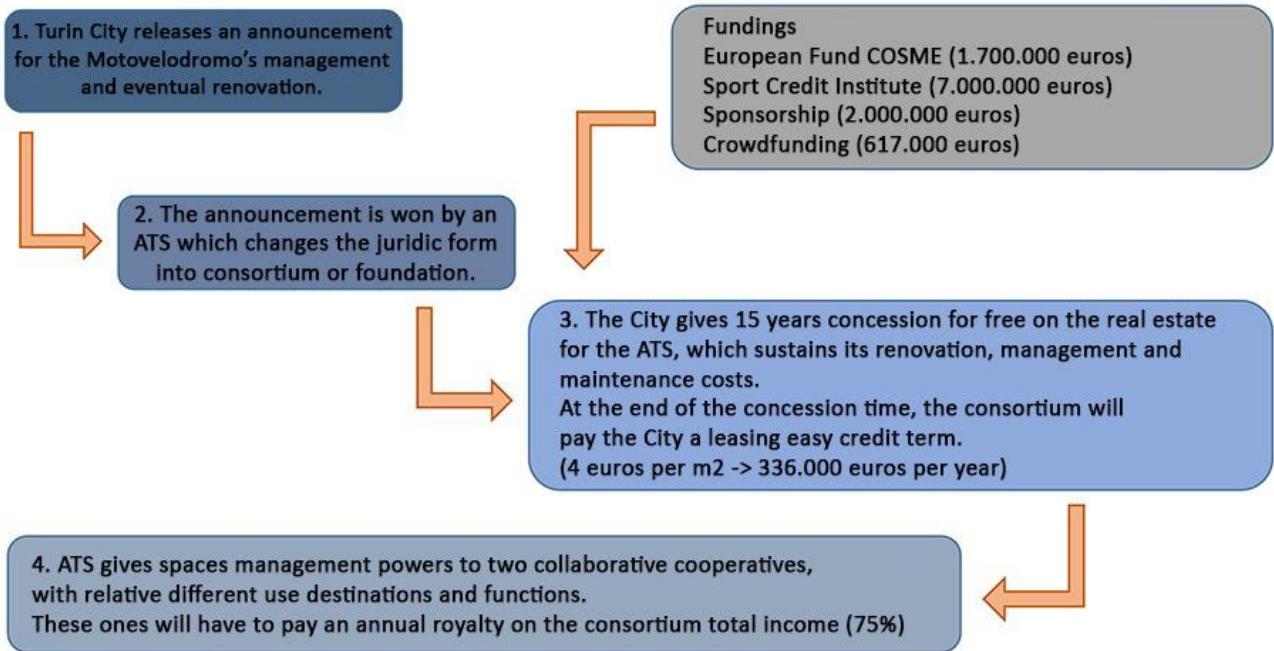
The infrastructure is divided into the employee area and the customer area. The customer area is then divided into 2 parts: the first one closed with a perimeter wall, necessary in the cold seasons, the second one opened to the outside, useful for watching the sport activities that are being practiced in the motordrome.



Cafeteria
Table tennis rental
Storehouse

Once the scenery was established, the parametric metric calculation has been compiled, which determined a renovation cost estimated around 11 million euros.

The final part of the study concerns the management and feasibility analysis. In the following scheme, different stages of management are systematized, assuming that the sport system remains in the city's hands.



An analysis on estimated cash flows has been made, sharing calculations between two different cooperatives that will manage the relative activities assigned to them. In order to assess the overall management related to the ATS, fixed and floating variables costs along with revenues were also calculated.

Investment's feasibility and opportunity were then estimated thanks to a detailed analysis on costs and incomes, considering expected revenues, overall total work costs, estimated time needed for cash flows and discount rate.

Two cases have been studied in conclusion: one with financial incomes from the European announcement COSME and the Sport Credit Institute, another with the financial sustain from small private investors only. Results can demonstrate how, in the first case, the project is fully sustainable, even with a little gain rate.

In the end of the 20 years established by the management plan, the City will get the ownership of the sport facility back, which would have gained around 10,5 million euros in terms of real estate value. The City of Turin could then decide to renovate the contract with the consortium, to set up a new leasing announcement, gaining on the rent income, or to sell the real estate, gaining on the residual value.

In conclusion, it is possible to confirm that, if sufficient funds are collected, the City would have a new structure that will be modern and unique of its kind, for beauty and architectural peculiarity, that would also be inserted in tourist and bicycle, national and international routes.

Sport is by itself an economic, human physical, psychological and educative value: it brings people together, it allocates resources, it gathers fans, it rejoins families and gives this way ad added value to the location on which it is played. The process that will bring a

new life to the Motovelodromo of Turin will need investors, associations, operators and simple citizen involvement. Different people, yet united by a single great passion: sport.

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