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WATERFRONT

CONSIDERATIONS

TOSCOLANO MADERNO

**STUDENT
LOURDES FOURCADE**

**RELATORE
EMILIO FAROLDI**

SCUOLA DI ARCHITETTURA E SOCIETA'

**POLITECNICO DI MILANO
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territorial advantage

sense of place

groundfloor

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ABSTRACT

The first part confronts the subjects of waterfront, and sports tourism on a theoretic basis. Waterfront deals with the almost universal economic decline of older industrial river and port-side cities, the potential use of these spaces, and a study of some international, and national re-qualification cases of the water side areas where tourism and leisure opportunities manifest themselves as means of at least partially balancing the declining economy in these areas. Sports Tourism describes sports and recreation as a specific kind of tourism useful as a re-qualification strategy possibly impacting space, society and economy in different levels.

The second part is the case study of Toscolano Maderno, a town with little more than eight thousand people located in the province of Brescia, Italy, with a particular geography on a promontory, frontage to the lake of Garda, backside to the Alps, and a torrent crossing through it. The themes of the first part will be analyzed here considering the town's touristic and industrial vocation on a specific context of urban form, culture and economy. Also the local urban plans and laws will be useful to define strategies useful for the further re-qualification of this particular waterfront.

The third part consists of a critical survey of the current situation and a unification strategy for Toscolano Maderno's waterfront through the creation of pedestrian and bicycle lanes intersecting public spaces as well as sport-tourism related infrastructures in the less developed waterfront area of Toscolano. The objective is to explore design opportunities that may not yet have been considered, as well as to discover what impediments may lie in the way.

The intent of this thesis is to bring to public attention part of the vision that is already in place regarding the use of Toscolano Maderno's Waterfront hoping to encourage universities, government agencies, civic groups, and property owners to undertake coordinated efforts to complete great civic places for the town and that benefit both the tourist economy and its inhabitants.

PART I

WATERFRONT

SPACE POTENTIAL BETWEEN URBAN FABRIC AND BODIES OF WATER

The landscape and leisure potential of these places and the mediatic revaluation of their symbolic value, augment the speculative character of the investments. The waterfronts of cities come to define the skylines dictated by new highly sophisticated urbanistic wholes and to construct a new imaginary at an urban label.”

PORTAS, Nuno (1998) “Agua. Cidades e frentes de agua”

THE IMPORTANCE OF CITY WATERSIDE REGIONS

History tells us that water has always been a fundamental attraction for city developments. Since the earliest cities in Mesopotamia a major river was responsible for providing transport for building, materials, food, defense lines, a source of drinking water and even a means of power. In Europe practically all the great cities have a close association with a river, an estuary, or the open sea. The industrial revolutions brought many dramatic changes to waterfronts in cities, however this did not free the cities from the confines of water. Many of the World’s greatest industrial cities in the nineteenth century such as London, New York, Buenos Aires, Cape Town, and Sydney, were located near the water (Briggs 1968 in Craig-Smith, Jonson 1995).

As we reach the end of the 20th century, the world’s cities are experiencing progressive tensions in urban use and structure. Despite gradual redevelopment, many major cities are struggling to maintain functional efficiency while at the same time maintaining an acceptable quality of life. With the rehabilitation of urban waterfront areas an interesting opportunity for successful redevelopment has emerged.

These interventions are complex and involve contradictions and approaches, notably the interplay of scales, territorial strategies, tools, financing, and other aspects tied to the transformation of port cities and urban waterfronts (Giovinazzi, Oriana 2008)



Image 1- Diyarbakir and Tigris River. Both Tigris & Euphrates Rivers (Dicle and Firat) meet in Central Turkey. Ancient Civilizations Developed Dams and Reservoirs on Tigris, Euphrates, Nile Rivers. Source: <http://www.rodhandelan.com/FreshWater/Class%20V%20-%20%20Savings.htm>, <http://www.ephesustoursguide.com/ancient-cities-of-turkey/tigris-euphrates-rivers-dicle-and-firat.html>



Image 2: Commercial and Industrial Port "Puerto Madero" in the 1920's in Buenos Aires. View of the Docks along the canal. Source: http://www.laribera.com.ar/historia-y-mapa/historia-de-puerto-madero_544.html



Image 3: The same port today subject to urban renewal recreational activities and competitions mixing old a new. Upper left corner: woman roller race along the neighbourhood's main street and along the waterfront. lower left corner: Calatrava's Woman Bridge; right: Historical boat-museum and former docks transformed into commerce and offices. Source: http://www.losmejoresdestinos.com/destinos/argentina/buenos_aires/buenos_aires_turismo_barrios_puerto_madero.htm

WATERFRONT DEVELOPMENT PROCESS

Waterbodies provide many functions generating uses and activities which affect the waterside development process. Water spaces offer a wide range of uses such as habitat in a river, estuary, sea, lake or ocean; a traffic artery; frontage for industrial and commercial activities; landscape appeal; a residential limit; and a recreational resource. A variety of approaches exist towards the interpretation and classification of waterside uses. The more traditional ones dividing into the specific categories of transport, industry, commerce, utilities, and recreation and others crossing information between different waterside land uses and "degree of integration with water" (Lynch, Spence, and Pearson, 1976 in Craig-Smith, Jonson 1995). This qualitative approach serves to address the different purpose and perspectives of the client group or "use constituencies". Two group categories can be identified regarding direct or indirect interest in the use of the resource.

The first group covers people who are directly interested in the use of waterside areas as places of work, for residence, or recreation and therefore associated with waterside areas for housing, industry, commerce, transport, and a variety of leisure and recreational facilities. The second group concerns people who view waterside areas as public resources and are concerned about the quality and use of waterside areas even if they might not use directly the resource themselves.

The first group is more likely to refuse to share the limited water resource with other uses. Since each subgroup will attend its own land-use agenda. For example, if the main consideration is industrial use, the most relevant factors to think of will be about operational efficiency (size of land parcel, types of building accessibility, availability of parking, and serviceability by the basic utilities), if it is residential use- quality of life (visual environment quality, clean water, public safety, workplace accessibility, etc.), if the principal consideration is recreational use the main factors will be about environmental

quality (accessibility, parking, variety of open-space facilities, quality of the water and sports areas, etc), and so on.

For public purposes the second group is more significant for determining use as it is more inclined toward the use of the water-related corridor as a recreational and environmental resource (Fageance, 1991).

To further assess development water dependency breeds other three use categories determined by Wrenn et al. (1983) as follows:

1. *Water-dependent uses*: fishing, transport, boat repair and construction yards as well as ferry slip, ports, moorings, docks and other marine terminals. A waterside location is necessary.

2. *water-related uses*: industrial processing plants, some storage and warehouse facilities, and some public utilities. While maximizing the advantages of riverside locations they may function efficiently if located away from the water's edge.

3. *water independent uses*: residential accommodations, hotels, public parks and reserves, some retailing and service complexes. These uses will take advantage of the environmental attraction but may be equally served by locations away from the water's edge.

The categories may often overlap and mix making it difficult to determine an exact classification they still prove relevant when deciding to make a waterfront development.

Wrenn (1983) also classified waterfronts according to their shoreline shape and how the urban area was located in relation to it.

1. located on peninsula,
2. located on a bay,
3. located on banks of a river,

degree of integration with water	Degree of integration with water			
	living areas	working areas	leisure areas	special areas
high	Properties developed with a high regard for waterfront location, either by enhancing the riverscape or utilizing their river access	Industries primarily dependent on water for transport. Activities where water is essential to the operation	Areas in a natural state. Developed recreation areas that are physically related to the water with jetties, steps, boat clubs, ramps and marinas	Areas in a natural state
medium	Development orientated for the scenic qualities of the location but not physically using the river's potential	Industries that incidentally use water transport but could operate elsewhere	Reserves or parks that are visually orientated inward the river but make no attempt to link the two recreation resources	Development that recognizes the visual advantages of riverside location
low	Areas developed with little concern for their riverine location	Activities that have no functional relationship with the river	Recreation areas that mitigate against water access through fencing or boundary walls	

Table 1. Degree of Integration with water. source: L.Lynch, M.Spence, & W. Pearson (1976)

4. located on banks of intersecting rivers,

5. located on a large body of water.

Waterfront projects become more complex as they may include buildings and areas that are not directly bordering the water but are tied to it either visually, historically or ecologically or are linked to it as part of a larger scheme (R. Sairinen, S. Kumpulainen, 2006).

Most authors agree that the urban waterfronts degenerated in the last two centuries together with the advancing of technology and an urban incapability of keeping up to the changes it generated most visible in the industrial and transportation sector. Craig-Smith and Jonson lists in detail these industrial and utilitarian activities and the space problems they represent

Port facilities: import and export of voluminous goods; ship maintenance, building and repair

Manufacturing industry: bulky materials used and produced; water shipment necessary; processes discharging significant amounts of solid, liquids and/or heat waste; water used in the production process

Boat building, repair, and maintenance

Water supply: mainly "upstream" water barrages and reservoirs; some "downstream" treatment plants, or even smallscale supply sources (where the city reaches are tidal)

Drainage: Using natural tributaries and the river corridor; where natural drainage is increased by artificially made drains, complications may ensue from the inflow of pollutants, sediment, litter; Complications may follow changes to the natural system by dredging the construction of retaining walls, piers.

Sewage-treatment plants: refuse disposal, often as a prelude to reclamation before construction of roadways, park areas, or commercial development



Image 4: Ruoholahti, Finland. Jaalaranta Park marks the end of the waterfront park along the Canal. The social structure of the dense residential housing area was carefully planned. Source: <http://www.vihreatsyliit.fi/en/?p=921>



Image 5a: Ruoholahti, Finland. Apartment buildings looking at the Jaalaranta Park. Source: <http://www.vihreatsyliit.fi/en/?p=921>



Image 5b: Ruoholahti, Finland. Same residential complex closing into the canal mouth where some industrial character remains. Source: <http://www.vihreatsyliit.fi/en/?p=921>

Electricity power generation: The power generation plant, using water for cooling or to facilitate the transport of the generation fuel; the routes of pylons.

To the decline of industry followed high unemployment rates and social complications. As a result, the closure of former waterside areas in urban spaces has often been followed by urban-regeneration programs to resume the empty land and improve inner-city social conditions.

Scandinavian countries are pioneers in the Social dimensions of Urban Planning. Taking in consideration the risks of social impact that new developments played a key role in the water locations of Ruoholahti, Aurinkolahti and Arabiananta regeneration in Helsinki.

The last fifty years that shaped waterfront redevelopment as we now it today mainly due to technological changes post World War II which led to abandonment and/or deterioration of thousands of acres of industrial land across waterfronts, an increased consciousness towards historic preservation, heightened environmental awareness and water cleanup, a consistent pressure to redevelop central city areas and public (state, federal and municipal) urban renewal and related assistance (R. Sairinen, S. Kumpulainen).

There is no one way to structure the issue of recovery of the waterfront since each coastal urban area has a specific relationship between urban development and development-related functions to the waterside.

In particular two very different situations emerge (CENSIS, 2009): The first, typical of Northern Europe, relating to industrial areas / abandoned or underused ports, often covering large pieces of land, and placed peripherally in relation to the city center. The second case, more Mediterranean and smaller in size, has the port and industrial sites inside or next to the city center and often highly integrated with the historical city.

During the last decades, the attraction of the urban coastline has been recognized and numerous efforts have been made to preserve what is left of it.

The social dimensions of urban waterfront planning	
Resources and identity	<ul style="list-style-type: none"> - Main characteristics and strengths of the area - Opinions of the environmental, cultural or historic values - Significance to the visual, social, and cultural identity (city image, community identity)
Social status	<ul style="list-style-type: none"> - For whom (social, age or ethnic groups) are the housing and service areas planned and built? - Role of social private housing - Segregation and/or gentrification processes
Access and activities	<ul style="list-style-type: none"> - Are the waterfront areas accessible to the public? - What kinds of activities are possible? Water dependency? - Easy or difficult approach to waterfront? - Traffic and parking questions, waterfront routes
Waterfront experience	<ul style="list-style-type: none"> - Presence of water (sea, lake, river, etc.) - Restorative experiences, importance of visual messages, physical touch, tastes, voices, moving in the space, sense of transition as identification

Table 2. The Social dimensions of urban waterfront planning. Source: R.Sairinen, S.Kumpulainen/ Environmental Impact Assessment Review 26 (2006)

<p>In the first category of the social dimension of urban waterfront planning the following questions can be asked:</p> <ul style="list-style-type: none"> - What are the main characteristics of the waterfront area? - Which resources can be considered as strengths in the area? - What are the environmental, cultural or historical values of a specific area and what do citizens/visitors think about these values? - Do the waterfront areas have significance to the visual, social and cultural identity of the community? - Does the city/local community make use of waterfront areas as part of local identity? - Do some resources contribute to the image of an area?

Table 3. Questions on Resources and identity on Social Dimension of urban waterfront planning. R.Sairinen, S.Kumpulainen/ Environmental Impact Assessment Review 26 (2006)

It could be said that changes on the water borders today are as profound as eighteen and nineteen century developments. Laws have been passed and planning tools have been developed to regulate what can be built by the waterside; from brown fields, to green belts, piazzas, public walkways, commercial, residential, work, and recreational areas.

According to Fageance these valuable areas require creative solutions that go beyond the traditional urban land-use planning concepts and experiences. A Land-use continuity may be achieved by linking waterfront development with inland uses. For a sustainable economic base, both the existing and the new land uses along the waterfront should be capable of creating diversity which add and consolidate markets which complement one another creating "interdependencies" among otherwise nonsupporting functions and uses. In the first case the waterfront areas involve very large areas occupied by airports and docks, warehouses and the subject in recent years of large-scale urban projects volumetric measures of actual redevelopment similar to those implemented also in large enclosures brownfield.

Especially in northern Europe the former industrial port areas have redesigned large portions of city, from almost nothing sometimes, with massive support for residential and commercial buildings. Some clear examples are Hamburg and HafenCity on the Elbe with 157 acres, with similar area the docklands of London in the eighties, and even Liverpool (seafront). In these Interventions the modern city is proposed with its types: skyscrapers, shopping malls, residential areas in the green, etc. (see Table 4).

Città	Area/intervento	Contenuti
Ralfast	Titanic Quarter	L'intervento riguarda una zona ex portuale, dove nel 1912, fu varato il transatlantico Titanic, costruito nei cantieri navali di Harland e Wolff. Si tratta di un nuovo quartiere a destinazione mista con uffici, 7.500 appartamenti, un hotel a 5 stelle, una zona commerciale e una museale dedicata alle varie fasi di progettazione e costruzione del transatlantico.
Dublino	North Wall/ Dublin Docklands	Spencer Dock, un'area di 20 ettari in corso di trasformazione con sedi direzionali, residenze, attività commerciali e ludiche Il Point Village è un complesso incentrato su un polo per eventi e un grattacielo residenziale
Liverpool	Albert Dock	In fase di realizzazione il nuovo modernissimo "Museum of Liverpool" (apertura 2010) centrato sulla storia della città e destinato a rafforzare la vocazione turistica dell'area, già inserita dall'Unesco nei siti Patrimonio dell'Umanità
	Princes Dock	Area in avanzata fase di trasformazione ospita uffici, residenze, alberghi e un terminal crociera
	Wirral Waters	Piano di sviluppo da realizzarsi nell'arco di trent'anni per rigenerare i dock di Wallasey e Birkenhead sulla sponda opposta del fiume Mersey.
Amburgo	HafenCity	Area ex-portuale di 150 ettari dove sta sorgendo un quartiere per 12.000 abitanti, che potrà ospitare 40.000 posti di lavoro. E' in costruzione anche un grande auditorium (la filarmonica dell'Elba) progettato da Herzog & De Meuron
Lione	Lyon Confluence	L'intervento riguarda la parte sud della penisola formata dalla confluenza dei due fiumi della città. L'area, di 150 ettari, un tempo area industriale, ospiterà residenze, uffici pubblici e privati e attività culturali e ludiche. 25.000 persone tra residenti e addetti.
Barcellona	Area costiera foce del fiume Besos/Barcelona 2004	Opere legate al Forum Universal de les Cultures Barcelona 2004. Nell'area del depuratore della città è stato realizzato un polo congressuale, due parchi litorali, un porto turistico e attrezzature alberghiere.
Genova	PonteParodi/ Porto Antico	La banchina portuale interessata dall'opera di riqualificazione, è un'area di 23.000 mq da tempo in disuso. Demolito nella primavera del 2002, dopo anni di abbandono, il grande silos granario costruito negli anni '60, Ponte Parodi si trasformerà in una grande piazza sull'acqua, ideata dagli Architetti di UN Studio Van Berkel & Bos, vincitori del Concorso del 2001
Napoli	Bagnoli, ex area Italsider	Il progetto di trasformazione punta alla valorizzazione delle risorse ambientali e al rafforzamento della vocazione turistico - culturale dell'area. Un grande parco di circa 120 ha occuperà gran parte dell'area oggetto della bonifica. All'interno del parco, attraverso il recupero di manufatti di archeologia industriale, verranno realizzate attrezzature a scala urbana, attrattori economici e servizi di quartiere. Ai margini del alberghi, attrezzature turistiche e produttive (connesse alla ricerca) e residenze

Table 4 . European Waterfronts. Recent and ongoing operations. Source: Cencis, 2009

ITALIAN CONTEXT



Image 6: Salerno, Italy. Piazza della Libertà square and Crescent Complex by C. Lotti & Associati – Bofill Arquitectura S.L. Up: render of piazza and complex. Down: Bird view of ongoing construction. Source: <http://www.crescent.salerno.it/architettura.aspx>



Image 7: La Spezia Italia. Redesign of the Waterfront coastline. Source: <http://www.porto.laspezia.it/it/download/varie/presentazione-waterfront>

Italian cities usually have a more complex and interesting urban development because more often the intervention is the heart of the city and overlooking the water. A more common reality in the in the cities of the Mediterranean, where recovery is “often about the seat of the ancient port , or at least the areas near the historical settlement , with significant layers of different ages.” Areas are usually much more limited in terms of scope , because historical memory of the place has such a significant role with the buildings as actors containing historic, artistic or even documentary value it is not simple to recover them with new functions. and also where they remain in business port . In these cases, the removal of physical barrier search to allow the rejoin of the old town with the sea. These reasoning opens new perspectives where recovery of waterfront and land development are not only of the waterside area but more generally pointing to the regeneration of the city, mainly related to tourism , culture and the environment.

In turn, Italy has been very slow in the undertaking of this kind of projects (unlike northern countries in Europe). The plan for the waterfront of Salerno Bofill is one of the few: in front of the sea between the beach of Santa Teresa and Molo Manfredi , released over the years by crumbling artifacts should be made a large building in a semicircle (the Crescent) on a large square underground parking, a covered area for events , a walk along the beach and the sea shore , with shops , bars, restaurants ;

Another is the redesign of the waterfront of La Spezia, subject to a major international competition organized by the port authority , to recover and enhance the Descent of Paita port area that will be disposed in the near future. The design of the study Spanish Areas of Jose Maria Tomas Llavador was the winner in 2007. The project involves: 1. the construction of a cruise terminal that will allow the landing of 4,000 passengers 2.The construction of a new dock for boating (300 berths) 3.recovery and regeneration of urban ar-

cas. 4. Around 2km of green around the city's waterfront 5. An auditorium, conference facilities and accommodation, 6. commercial and residential for approximately 45,000 square meters.

There is also the transformation of the waterfront of Reggio Calabria. Also in this case city launched an international design competition, this time won by architect Zaha Hadid. The project involves: the redevelopment and conversion of the coastal front of the city for tourism , office , office buildings, craft, and commercial. The new waterfront should be characterized by two buildings, the Museum of the Mediterranean and the Multipurpose Center, located near the central station.



Image 8: Reggio Calabria, Italy. "Regium Waterfront" plan by Zaha Hadid Architects. Source: <http://www.strettoweb.com/2013/02/regium-waterfront-aggiudicato-il-bando-per-i-lavori-ecco-le-immagini-della-citta-del-futuro/63723/>

In Rimini the design for the promenade of Marina center, for which the City has an international competition won again by an archistar, this time Jean Nouvel whose proposal searches to erase the limit between the beach, the waterfront, and the city.



Image 9: Rimini, Italy. Jean Nouvel winning design for the Rimini Marina Center. <http://aquilialberg.nova100.isole24ore.com/2008/09/16/citt-fluide/>

In Italy however one of the most prominent and innovative examples is perhaps the port area in Genova; A driving force for the transformation of the city in the last 2 decades.

The International Exhibition of 1992 in occasion of the 500th anniversary of the discovery of America served as initial battery to fundamental operations that have returned the attention to the area of the ancient port city, through the recovery of cotton warehouses transformed into Convention Center, the construction of Aquarius, track skating and Bigo, with its panoramic lift rota-

ry salt up to 40 meters in height, offering a unique view of the city.

Over the years, thanks to investments linked to the G8 (2001) and the celebration of Genoa European Capital of Culture (2004), the area of the ancient port was further equipped with a marina for 280 seats, a multiplex nine movie theaters, the children's City, the Museum of Antarctica, the museum of the Sea and Navigation and the biosphere (a kind of bubble which is supposed to play a large woodpecker of the rainforest)

With the planned intervention of Ponte Parodi (long overdue but not under discussion), the Old Port is expected to provide in the coming years also other new attraction such as a cruise terminal, a large fitness area, an auditorium and a wide number of stores related to sports and leisure (not in competition with the current Old Town, such as the Convention explicitly states), as well as a number of "reasonable" underground car parks.



Image 10: Genova Port, Italy. Source: <http://www.floormature.it/notizie-novita-panorama-architettura/news-renzo-piano-nuovo-padiglione-cetacei-acquario-genova-8814/>

WORLDWIDE EXAMPLES

the following cities demonstrate different approaches to Waterfront development. Some are worldwide known locations whereas others may be less known but still regarded by experts as successful examples.

BARCELONA, Barceloneta and Port Vell

An important part of the strategy to revitalize the city was launched at the end of the 80s based on the complete transformation the old de-industrialized, shoreline which has allowed the creation of a new promenade and a new marina directly connected with the old district of Barceloneta. A neighborhood with plenty of problems of old disused docks, and social degradation (prostitution) and that after 1992, underwent massive intervention together with other parts of the city. The two "twin towers" MAPFRE and Hotel Arts, and also Frank Gehry's famous fish are emblematic of this requalification.

Even the much more central area of Port Vell, the old port, just in front of the Rambla, underwent a profound conversion process during the works for the 1992 Olympics. What was once a place of sailors and fish markets, today is one of the liveliest and most popular areas of the city. The ancient medieval arsenals, the Drassanes Reials, now home to the Museum Maritim de Barcelona, reflects the splendor of the trade maritime and naval Catalan in the Middle Ages. The most modern area begins with the Maremagnum shopping center connected to the water Rambla with a drawbridge, integrated with a play area that includes an Imax cinema and the Aquarium, one of the largest in Europe.



Image 11: Barcellona waterfront boardwalk. Source: http://www.willhitweb.com/europe_travel/spain/barcelona_sights_006.htm



Image 12: Port Vell, Barcellona in the Olympic Games of 1992. Source: http://www.academia.edu/4010447/Comparazione_realta_di_waterfront_Baltimora_Barcellona_Bilbao_Genova

BILBAO, Guggenheim Museum

A culturally rich city with a unique tradition that had to transform in order to adapt to new social needs and market conditions. It was subject for a structural renewal of the industrial sector, with the ambitious goal to create a post-industrial and modern Bilbao. The restructuring took place on issues of social, economic, physical and structural nature setting solutions on four main directions: increasing internal mobility of the metropolis and enhance the accessibility from the outside; urban and environmental regeneration; investment in human resources and technological development; centralization on the cultural aspect. The Guggenheim Museum was the face of this transformation unlike Barcelona where Gehry's "Fish" is only one of many faces of the renewal.



Image 13: Guggenheim museum of Bilbao. The construction of the Guggenheim on the river Nervion in an area degraded raised before the city's image in the world. Source: [http://ilforumdellmuse.forumfree.it/?t=22287229]



Image 14: Ruoholahti, Helsinki. Source: google-maps.com



Image 14: Arabianranta, Helsinki. [http://webcache.googleusercontent.com/search?q=cache:http://www.ci.uri.edu/ciip/FallClass/Docs_2006/Urban-Waterfronts/Sairinen_Kumpulainen_2006.pdf]

HELSINKI Ruoholahti, Aurinkolahti and Arabianranta

In northern Europe, with cities such as Helsinki, Oslo, Stockholm, Reykjavik, Copenhagen and of course Amsterdam to collect 90 percent of the interventions on the waterfront.

The sea has always been an important element in Helsinki as a traffic artery, as well as an important part of the city's identity and image. In recent years the city has been striving to open up its shores, and today almost the entire long coastline is accessible to the public. Waterfront redevelopment projects can help shape the image of the whole city, when old derelict areas on the waterfront are cleaned up and the presence of the sea is being utilized better.

The maritime character of Ruoholahti was generated by the canal that runs through the residential area and opens up to the Gulf of Finland, as well as by the nearby freight harbour. Ruoholahti tries to become a part of central Helsinki by extending the dense urban structure of the centre southwest. Another aim has been to give all residents and visitors alike the possibility to enjoy the waterfront by creating high quality public space on the shores of the canal. Cultural values are represented by the Cable Factory, which presently houses e.g. artists' work rooms, galleries, a restaurant and museums.

Aurinkolahti is characterized by the versatile natural areas nearby: the sea, the archipelago and the forests. The location by the sea has been taken into account well by leaving the waterfront open to everybody and by granting as many people as possible a view to the sea. A special characteristic is the public beach in front of the residential buildings.

Arabianranta is situated on the mouth of a river, not essentially maritime in character. However, many apartments have a view of the bay and people enjoy the pedestrian and bicycle ways on the waterfront and the nearby green areas and small islands. The art and culture image has a strong historic basis, since Arabianranta is home to the Arabia porcelain factory.

SAN SEBASTIAN Urumea River and Bay

A less known city is San Sebastian, 60 miles away from Bilbao, with 183000 inhabitants and a cultural activity unusual for its size. Its waterfront is composed by two white-sand crescents of beach bisected by the mouth of the Urumea River. is fringed by a promenade of parks, pavilions, and wide walkways. And right across the boulevard is a human-scaled assortment of shops, cafés, and hotels. The busy area remains the thriving heart of San Sebastián. Yet no city planners were involved in this success story: the old town was settled at the water's edge and never lost its vital role as the marketplace, no matter how development sprawled away from the waterfront.



Images 15: San Sebastian Bay, Pearl of the Cantabrian. Night view, promenade, and aerial view. Source: [<http://www.spaincoolcities.com/it/san-sebastian>] [<https://www.google.it/maps/place/San+Sebasti%C3%A1n/@43.307418,-1.979471,3a,75y,90t/data=!3m5!1e2!3m3!1s74164975!2e1!3e10!4m2!3m1!1s0xd51affe3b68fe15:0xe43ec55994864649!6m1!1e1>]



Image 16: Sydney Circular Quay Source: <http://www.travelandleisure.com/articles/worlds-top-waterfront-cities>]

SYDNEY Circular Quay

On the other side of the planet, Sydney's waterfront reveals another mostly unplanned success. You'll find icons like the Opera House and Harbour Bridge. Nearby Circular Quay is the city's central transit hub for ferries, trains, and buses. Offices, restaurants, and trendy shops have taken up residence in renovated shipping warehouses. Airy, green parks and busy walking paths line the harbor. Sydney lives on the water, and the harbor is so fundamental to the city's character that it's unfathomable to imagine visiting without riding the ferry or hoisting a pint in a docklands bar. Waterfronts like Sydney's crowd the list of top waterfront cities compiled by the Project for Public Spaces

RIO DE JANEIRO, Copacabana

This authentic urban project was designed by landscape architect Roberto Burle Marx who drew the design of the several kilometers of waterfront that separate the Museum of Modern Art with the Leblon beach, going to the beaches of Flamengo, Botafogo, Leme, Copacabana and Ipanema. Burle Marx has not only made the biggest urban landscape of the world, but has been able to give shape and particular place, planning the transition that connects the city to the ocean. The promenade of Burle Marx is the intermediate space between the flow of cars, working life and swimwear, fun and body health care. On the one hand homes, offices, businesses newspapers of the day and on the other, the endless expanse of the sea with in the middle lies the beach and a promenade as a stage of entertainment.



Image 17: Copacabana in Rio de Janeiro, Burle Marx. Source: http://www.nytimes.com/imagepages/2009/01/21/arts/21burl_CA1.ready.html and <http://www.flickr.com/photos/8865243@N02/4062243066/>

HAMBURG, HafenCity

HafenCity is one of the most remarkable urban redevelopment schemes water situation worldwide today. Its trendsetting concept will see the area of Hamburg City Center enlarged by 40 percent, with the development sparking impulses not only for the existing city center, but also for the municipality with its 1.7 million inhabitants, as well as the surrounding metropolitan region, with an overall population of around five million. Hamburg's identity as a maritime city is being further reinforced, while HafenCity becomes a blueprint for the development of the 21st century European city center. HafenCity is already regarded as a showcase for major international urban development projects, though its development timeframe extends to 2025.



Image 18: HafenCity Geographical overview illustration. Source: <http://www.hafencity.com/en/concepts/the-foundation-of-hafencity-the-masterplan.html>

SUCCESSFUL WATERFRONT DEVELOPMENTS?

The ingredients of success may vary according to the specific circumstances of each case; however, the most important elements that may be considered include a judicious mix of commercial uses, the sympathetic treatment of heritage buildings to meet new commercial challenges, the adoption of a consistent commercial and aesthetic environment (specially the mix of new and historical buildings), the successful pedestrian linkage of the waterfront to nearby trafficked public areas, and the incorporation of leisure and commercial amenities. These ingredients that Smith and Fagence illustrate coincide with the ones recognized by Jane Jacobs as “vital urban spaces”.

In terms of real estate development a formula that combines conventional commercial retailing, heritage appreciation, and leisure facilities is more likely to give the higher returns as it will include three distinct consumer groups; shoppers, conservationists, and recreationists. This mix will allow to take advantage of facilities and amenities to satisfy the interests of each group. A successful mix will contribute significantly to the creation of a competitive advantage (Craig-Smith, Fagence). The intention would be to capitalize on the uniqueness of character and location and to create a distinctive environment. In only a few cases of waterfront revitalization recreational leisure-related have been enough of a catalyst for activity. Such narrow focus risks enduring regeneration in time. In some cases the creation of leisure and recreational activities in the waterfront are so dependent upon the location that without it they could no persist. What usually happens is that the waterfront will provide opportunities not available elsewhere allowing these activities to flourish and enhance the waterfront. There is evidence showing this category among the three suggested by Fagence gives the most return, and sports in particular, considered inside the recreational activities is the one generating most expenditure. In any case, a combined strategy is more likely to succeed.

Today waterfront development and regeneration projects represent an international undertaking in urban planning and politics they show also the historic alteration of land and water uses along the edges of thousands of cities, large and small, throughout the world. The planning for these areas require more than the attempt to create linear continuity along the waterfront and reflecting historical development patterns. Land-use continuity may be also achieved by linking waterfront development with inland uses. Existing and new land uses along the waterfront should create a diversity that aggregates and consolidates markets by building interdependencies among otherwise non supporting functions and uses (Craig-Smith, Fagence p10).

The evolving concept of waterfront regeneration have meant an introduction of broader ideas of environmental sustainability containing also the social dimension and community targets.

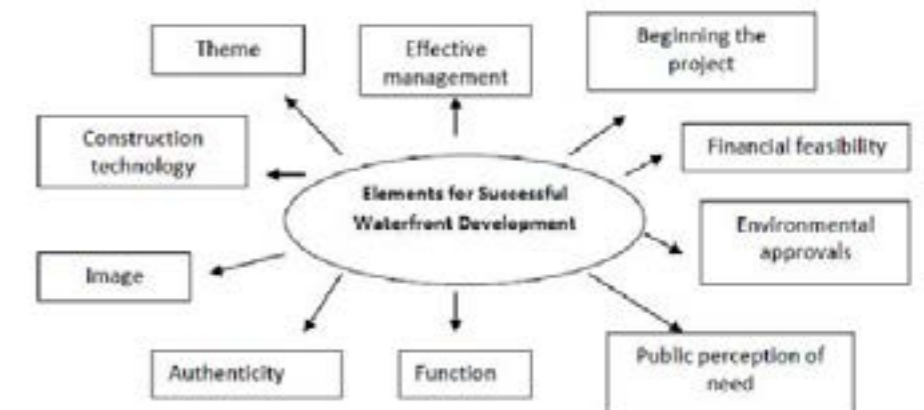


Table 5: Elements for Successful waterfront Development. (Yassin et al., 2012)

avoid a flat real-estate vision to prevail and grow ideas and creativity

work on a dual local and tourist-attracting dimension.

new spaces should be lived fully in different times of the year and the day.

architectural quality of the sustainability of transformations. utilizzo di materiali eco-compatibili, ricorso a fonti di energia rinnovabili, recupero delle risorse idriche, riduzione delle emissioni inquinanti e dell'inquinamento acustico.

create system including the container, mobility, public spaces and functions

traffic and parking questions; waterfront routes

eliminate, where possible, physical barriers that limit the water-city relationship

BALLANCED
POLIFUNCTIONALITY

UNITARY SYSTEM

increase accessibility and water-line permeability for no-car traffic and public use

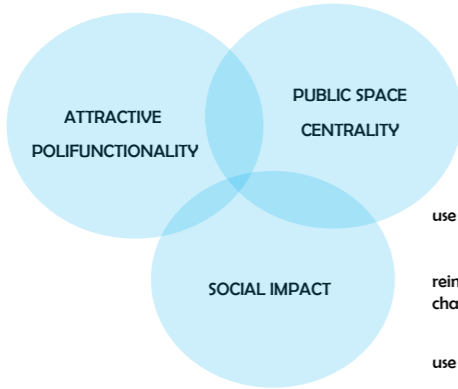
INFRASTRUCTURE

WATERFRONT EXPERIENCE

presence of water and its possibilities

restorative experience, such as important visual messages, physical touch, tastes, voices, moving in the space, sense of transition as identification

possible activities in relation to water dependency



PLACE-MAKING

use of water presence as aggregation places

reinterpretation, renewal and change in use of old inadequate spaces.

use of water presence as aggregation places

change in zoning for collective use

WATERFRONT RENEWAL

containers intended for cultural activities, sports and recreation;

Reorganization and enhancement of passenger transit and stations

special attention to spaces and services for recreational boating and other water related sports and activities

special attention to spaces and services for recreational boating and other water related sports and activities

mixed use with other less port-traditional activities such as culture, sports, recreation, and commerce.

RESOURCES AND IDENTITY

identify and reinforce main characteristics and strengths of the area

tackle environmental, cultural and historical values

increase awareness of the physical, recreational, and cultural relationships between a community and the waterfront.

resources and identity, social status, access and activities, and waterfront experience

SOCIAL GROUPS

target social, age or ethnic groups for whom housing and service areas are planned and built for moderate segregation and gentrification processes

public accesibility

Table 6: synthetic Table of waterfront development Source: (my own)

SPORTS AS A TOURISM CATALYZER

FROM HEALTH TO SOCIAL REINSERTION

Sport is a universal language. At its best it can bring people together, no matter what their origin, background, religious beliefs or economic status. And when young people participate in sports or have access to physical education, they can experience real exhilaration even as they learn the ideals of teamwork and tolerance.

Kofi Annan,

New York city, 5 November 2004

CONCEPT AND DEFINITION

Sports Tourism is defined as a specific travel outside of the usual environment for either passive or active involvement in competitive sport where sport is the prime motivational reason for travel and the touristic or leisure element may act to reinforce the overall experience. Another definition worth noting explains sport tourism as a combination of sports activities and travel which from a sport marketing and sport management perspective, it consists of two broad categories of products (Pitts 1997, p31):

a) sports participation travel (travel for the purpose of participating in a sports, recreation, leisure or fitness activity);

b) sports spectatorial travel (travel for the purpose of spectating sports, recreation, leisure or fitness activities or events).



*Image 19: Internazionale Triathlon Bardolino, Lago di Garda. City of the first Triathlon in Italy 1984.
Source: <http://www.gardaplus.com/2011/06/international-triathlon-in-bardolino/>*

SPORTS-LED REGENERATION

Specifically from the late 1930's, sports development was linked with community development in school-building programmes in the United States which in turn had a positive influence on school-building in the post-World War II regeneration of the UK. This regeneration with its system-built schools became one of the first non-industrial types of buildings to express all the character and virtues of steel in many British schools paralleled to some of the works of Mies van der Rohe (Culley, Pascoe, 2009, p69).

Sports facilities in schools and Universities as well as stand-alone structures continued to increase in importance highlighting the values of not only educational sectors but also commercial, recreational and well-being as the Post-Fordism society increasingly demanded additional sport spaces.



Image 20: Mega urban projects directly affecting the waterfront of Rio de Janeiro hosting the Panamerican Games, World Cup 2014, and 2016 Olympics. Top picture: Puerto Marevilha. Lower left: Design of the Rio de Janeiro Olympic Park, Barra, for the 2016 Olympics. Lower Right: Museu de Arte de Rio de Janeiro y la Escola do Olhar

Fordist and Post-Fordist Regimes of Accumulation and Methods of Regulation

	Fordism	Post-Fordism
Local Government	Large-scale bureaucratic corporate policy and management approach to social provision and accountability	Flexible forms of management and policy control introduction of area management decentralization: Enterprise zones, urban development corporations (UDCs) and compulsory competitive tendering being with them new management approaches and structures
Orientation of Local Government Professionals	bureaucratic and (liberal welfare) professionalism	Entrepreneurial and industrial, professionalism (eg. Accountancy)
Central-Local Relations	Local determination and influence on local spending and taxation levels; local management and policy for major consumption services, central responsibility for economic planning	a) service provision, central control of minimalism policy (local concern for locally flexible and appropriate means of implementation) b) Economic development, centrally devised policy implemented by local organs of the central state (eg. UDCs and enterprise zones) c) Taxation levels, largely decided centrally
Leisure Policy Emphasis	Social democratic orientation; leisure opportunities are a right of citizenship; leisure investment may achieve externalities (reduce antisocial behavior and improve health)	- Provide cultural infrastructure to attract investment from new industries - Generate tourism multiplier effect - Provide infrastructure for new cultural industries (in some authorities) - Provide safety net welfare service in inner city - Minimize costs of achieving externalities
Leisure Policy Rationale	Largely social with some economic benefits	Largely economic with some social benefits

Table 7: Fordist and Post-Fordist Regimes of Accumulation and Methods of Regulation. Source: Adapted from J. Henry & P. Bramham, *Leisure Policies and the Local State*, Unpublished manuscript, Department of Leisure, Recreation and Physical Education, Loughborough University, Loughborough (1990) from Craigh, Smith

AN EMERGING MARKET

Over the past twenty years, the interest in sport especially elite sporting events has grown at a phenomenal rate. With its remarkable growth, the World Tourism Organization (WTO) recognizes that sports tourism is now an emerging market. Sports tourism events at the international, national and regional levels have a double-barreled effect – the direct effect of the attendance of the competitors and/or spectators and accompanying persons, and the indirect effect of the marketing of the destination which lead to the subsequent tourism flows. This indirect effect can be very large – most of the tourism benefits of big sporting events are expected to be of this nature.

Today, tourism is the world's number one industry while sports is regarded as the number one industry in the leisure sector. Sports is an integral part of all culture, and while often viewed as a separate activity, it is inextricably linked to tourism. Sports can now be viewed as an attraction within the broader tourism industry.

Major tourism destinations are developing tourism product concepts revolving around pleasure sports. These concepts enable destinations to stand out amongst their competitors and increasing their competitive edge in the international arena, attracting consumers who are keen on getting in touch with nature, and interacting with the community to enjoy more healthy and interactive holidays. have given focus on achieving sports that would help work and build peace.

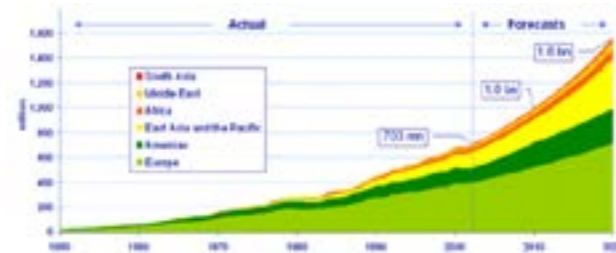


Table 8: Tourism destinations. Growth over time. Source: [philippines sport tourism plan 2010]

IN ITALY



Image 21: Caprino, Lago di Garda, Italy. Gardacqua pool, beauty & Spa installations, park of 7,000 square meters, with swimming pools for adults and children, whirlpools and water jets. A heated salt water completes the wellness area.. Source: <http://www.professioneaacqua.it/impianti-natatori/gardacqua-piscine-e-welness-sul-lago-di-garda.html>



Image 22: Golf Club Bogliaco, Toscolano Maderno, Lago di Garda, Italy. Source: <http://www.1golf.eu/en/club/golf-club-bogliaco/>

“the business of the future” was how Andrea Muzzarelli called Sports Tourism. According to her article, despite the economic crisis over the past years, Italians have spent around 7.3 billion euro in sport tourism, an increase of 18% over the previous year. In addition, the journeys undertaken to actively practice a sport are much more numerous than those made to attend events (76% versus 24%).

Since the tourism and sport represent for Italy a resource of strategic importance, these estimates -data taken from Observatory Econstat - should give confidence in the development of a sector with great potential.

In recent years, Italy, partly because of the severe economic crisis, has fallen to the fifth place among the favorite international tourist destinations. Despite this, the numbers released by the Stock Exchange for the Sports Tourism (BTS) on the occasion of the 2011 edition were promising: the annual turnover is estimated at € 6.3 billion, spending dedicated to water sports such as sailing, canoeing diving and amounts to about 1.5 billion, while it is estimated that one in four Italian choose the destination for their holidays also because of the sports.

The forms of sport tourism in our Italy, says BTS, are still rising: from fishing to hunting, from golf to cycling and excursions in the mountains, the facilities are preparing to meet the demands of tourists. In short, although the World Tourism Organization (WTO) does not consider it again in a completely independent from the other tourist phenomena - in their own classification, the MTO places it in fact the category “leisure, relaxation, vacation” - sports tourism has become a real resource for marketers and operators of tourism and sports sectors.

VIRTUOS CIRCLE

The great potential of sports tourism have been well highlighted by Elena Tarfanelli , editor of the independent research and consulting Teamwork , Sport and Tourism in the book - How to do business with sports tourism (Franco Angeli , 2010).

In an interview granted to our editorial , Dr. Tarfanelli recalled that “ sports tourism is not only a great product, versatile and multifaceted , to increase business in many areas (the hospitable food, from manufacturing to industrial) , but it is also a powerful way to re-evaluate the area and improve the quality of life of the citizens themselves . “

We are therefore talking about a real “ catalyst capable of triggering a virtuous circle that allows you to promote a destination as a tourist destination, attracting people , improve range of accommodation , dining and shopping, redevelop and enhance the less developed areas . ”

With respect to tourism , sport “ provides the seasonal adjustment of the demand , increasing the employment rate even during the most critical , ” while “ the tourist offer , especially the hotel , it can stimulate the flow of the sports segment . ”

Not to mention “the return in terms of visibility that can lead not only sports clients , but also a real interest on the part of the organizers of the demonstrations of the industry.”

COOPERATE AND CREATE SYSTEM

But what are the sports that , in addition to athletics , would benefit from an alliance with tourism in the coming years ? According to Elena Tarfanelli, beyond the actual trends there are sports in our country that “have the potential for surprising development precisely because of our climate and due to the morphology of the territory: we’re talking cycling, hiking and activities related the sea. “

Not to mention golf , “until recently considered an elite sport , today is conquering various segments of the market becoming a flagship product of many Italian cities and an important catalyst for their tourism development.”

Sofia Biancarosa , speaking specifically of Sicily, believes that all sports whose training requires practice outdoors can benefit from the synergies with the local tourism industry . The rest of Sicily, with its climate , “can make a great contribution in terms of quality of performance . ”

Of course , the development of sports tourism - as we have already mentioned - is linked to the actual capacity of all stakeholders to cooperate and create a system offering a high standard of professionalism. Elena Tarfanelli would emphasize that “in the near future there is a need to redesign the lively tourist dynamics thinking and creating authentic , innovative products that protect the cultural roots which are based on tourism and sport before then . ”



Table 9 Guiding principles used in the development of the Gold Coast Tourism Opportunity Plan. Source: [Valerio, P. and EC3 Global]

PART II



PART II



TOSCOLANO MADERNO





PART II



TOSCOLANO MADERNO

TOSCOLANO MADERNO

HISTORY, DEVELOPMENT AND ANALYSIS

On Lake Maggiore and Lake Como this economic activity had already been implanted since the mid-800; instead on Lake Benaco it had to wait a few more years to see the start of tourism as a phenomenon with many visitors, although at nearby town Arco, Austrian Archduke Albert, used to spend some vacation time in a villa that was purportedly built in 1872.

De Rossi

Maderno e Toscolano, p184



Image 23: Promontory view from Maclino, Maderno in the '30s. Source: (De Rossi 2003)



Image 24: Maderno Gulf beginning '900s. Source: (De Rossi 2003, Edit. Photoglob-Zurigo)



Image 25: Maderno Square 1910. Electric Tram Source: (De Rossi 2003, Ediz. Stengel e Co.Dresden)



Image 26: Maderno '900 Lago Zanardelli. Source: (De Rossi 2003)

HISTORY AND URBAN DEVELOPMENT

Toscolano Maderno is an Italian comune of 8.101 inhabitants located in the Province o Brescia in the western bank of the Lake of Garda. The Lake enjoys a micro-climate quite specific and comparable to the Mediterranean climate. This and the fact that the lake was the only waterway connecting il Mincio and Po river with the Adriatic sea made the promontory, were Toscolano-Maderno is positioned, a strategic harbour zone for its first inhabitants already in ancient times.

Maderno and Toscolano are two distinct centers with different historical origins. They share their location on the promontory and are separated by the Toscolano river. These two traditionally separated communities became a single entity together with other nearby and smaller fractions communities under a unique Town Council named Toscolano-Maderno in 1928 which contained also many other districts int the mountain. (De Rossi, Fava, 2003, p10,35)

Maderno's history is ancient, dating back to the Etruscans and later as a military station in Roman times. It became an important port in the middle ages. For many centuries it was one of the most important political and economical centers of Lago di Garda because of its strategic position and its flourishing port which commerced the products obtained from the nearby lemon and olive tree plantations and most importantly the paper industries promoted by the Republic of Venice. The beauty of the corner of this lake was recognized by diverse novel families and politicians throughout history. Many of them built villas on the hill and at the lake side, further enhancing the landscape and setting landmarks that remain still today. The town developed by the waterside and at the foot of the hills using the gulf as the natural harbor space. At the beginning of the century the road between Fasano and Toscolano was widened and lines for electric trams were installed. "The town square was improved and gradually shops, caffes, street lighting and public

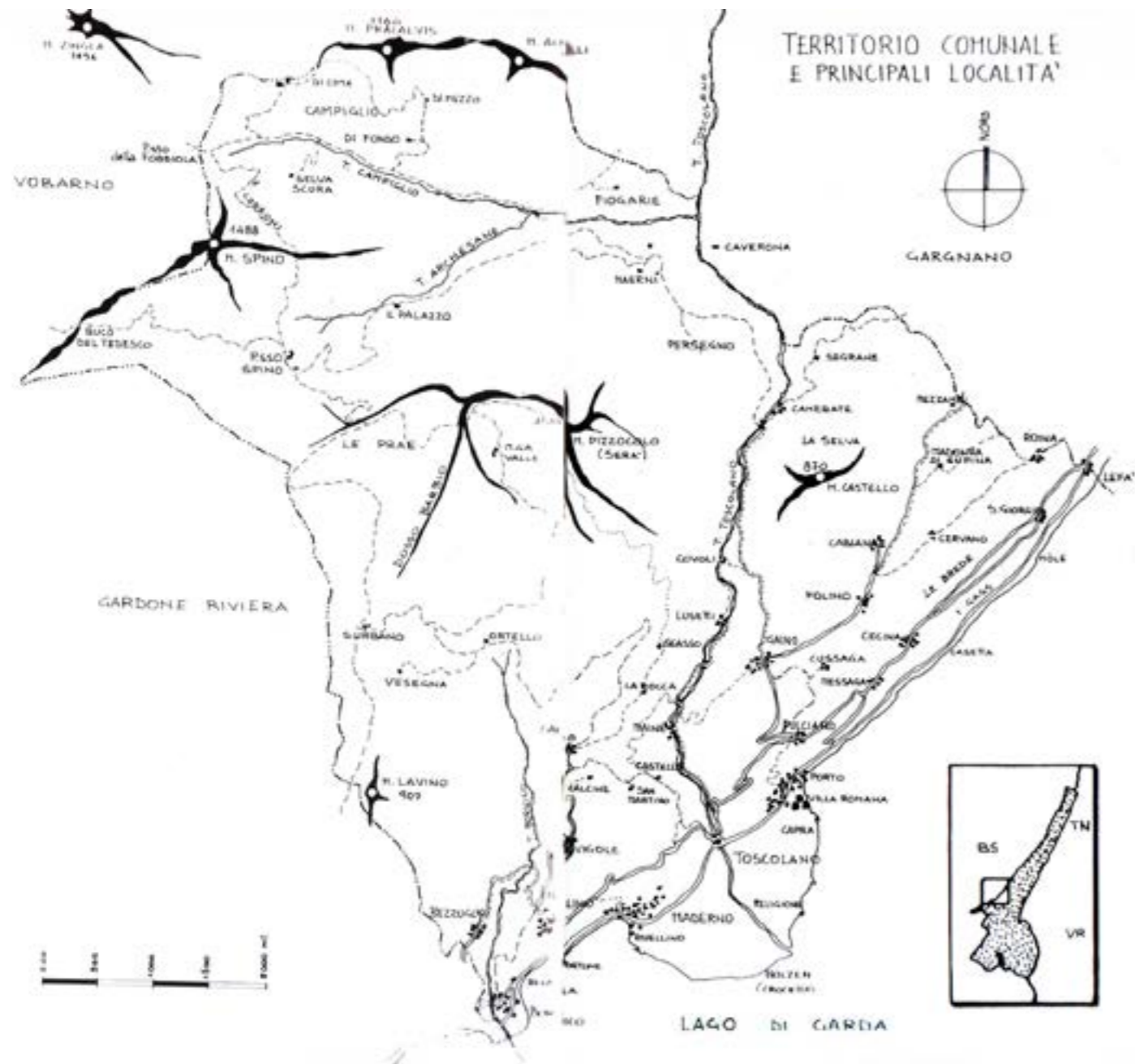


Image 30: Comune di Toscolano Maderno hand drawn Map. Source: (Rossi p191-193)



Image 31: Toscolano early '900s Source: (De Rossi 2003, Ediz. A. Giovanelli-Toscolano)



Image 32: Paper Mill valley in Toscolano torrent '800s Source: (De Rossi 2003)



Image 33: Ideal reconstruction of the Roman buildings in Toscolano IIIsec a.C (De Rossi 2003)



Image 34: Resturant/pension early 1900's (De Rossi, Fava 2003, Fondazione Negri)

benches appeared. The beach disappeared and with it the washer-women. The lakeside changed its aspect with monuments moved and new ones inaugurated." In the early years of the twentieth century Maderno had become a desirable and popular winter resort, especially for the Germans (De Rossi, Fava, 2003, p10) .

Toscolano's origins go as far back as Maderno's. Less than five kilometers away from the toscolano torrent's end lies an archeological site with the remains of a Roman Villa two millenniums old belonging to a wealthy patrician family, the so called Nonni di Arria, in the time of Emperor Augustus. Also in Toscolano the first inhabitants concentrated at the port area with a piazza to which the villa and many public and private buildings faced. However little remains of the original shape. The urban fabric extended at the foot of the hill and the promontory was exploited for mainly olive and lemon tree cultivation. Toscolano became well known for its paper mills which were "the motor of the local economy ever since the fourteenth century" (De Rossi, Fava, 2003, p10). The lake favoured the construction of numerous factories, oil and paper mills and up to 1948 even paper money was printed. At the beginning of the century electrical energy slowly substituted water as a mechanical force and the remaining factories and mills in the valley gradually moved to the more accessible promontory. The decline of industry in the last decades brought about the closure, abandonment, and at times redevelopment of many paper mill areas.

The use of the lake as a place of pleasure and relaxation for the body is an ancient phenomenon however only the previous century it has become a "comodity", a source of income affecting the life of the coastal communities. A recent event nevertheless if compared with the lakes of Como and Maggiore where tourism as an economic activity was already established since the 800'. Benaco's (from latin Benacum for Lake of Garda) mild climate and banks adorned with delicate olive groves and geometric lemon plantations "limonaie" along the mountains surrounding the lake, have long been an irresistible attraction for the inhabitants of the countries of Central Europe.



Image 27a: Maderno '20s Ruina beach with washer women Source: (De Rossi 2003, Ediz G. de Lucia- Brescia)



Image 27b: friendly parking space Source: (my own)



Image 35a: Toscolano around 1914. San Pietro e Paolo Church with new nearby Maffizzoli Paper mill behind and olive plantations on the Promontory. City center right. Source: (De Rossi, Fava 2003. Fondazione Negri)



Image 35b: Today. Promontory almost fully built. Source: (my own)



Image 28: early 900's. Tram line and cart. Source: (De Rossi 2003, Edit. Brunner e C.Como)



Image 28b: Tram gone. SS45 in its place Source: (my own)



Image 36a: Resturant/pension early 1900's Source: (De Rossi, Fava 2003. Fondazione Negri)



Image 36b: Today. most paper mill are in ruins. This was restored into a paper mill museum. Source: (my own)



Image 29: Maderno Gulf late 800's. Source: (De Rossi 2003)



Image 28b: Two of these ships go out everyday taking passengers and cars across the lake to Torri del Benaco



Image 37a: Maffizzoli paper mill port around 1910. Source: (De Rossi, Fava 2003. Fondazione Negri)



Image 37b: The paper mill port has no commercial use today and is in poor condition with algae growing all over. Moreover it is not visible for pedestirans Source: (my own)



Table 10: 1810 Catasto Napoleonico Maderno



Table 11: 1810 Catasto Napoleonico Toscolano



Table 12: 1886 1'levata IGM

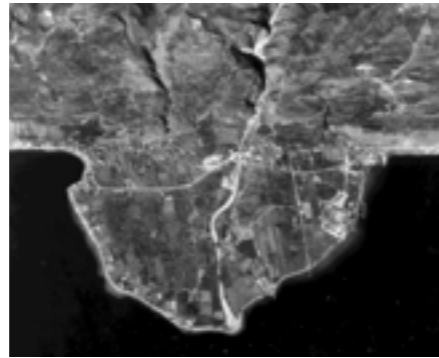


Table 13: RAF Royal Airforce Inglese 1945

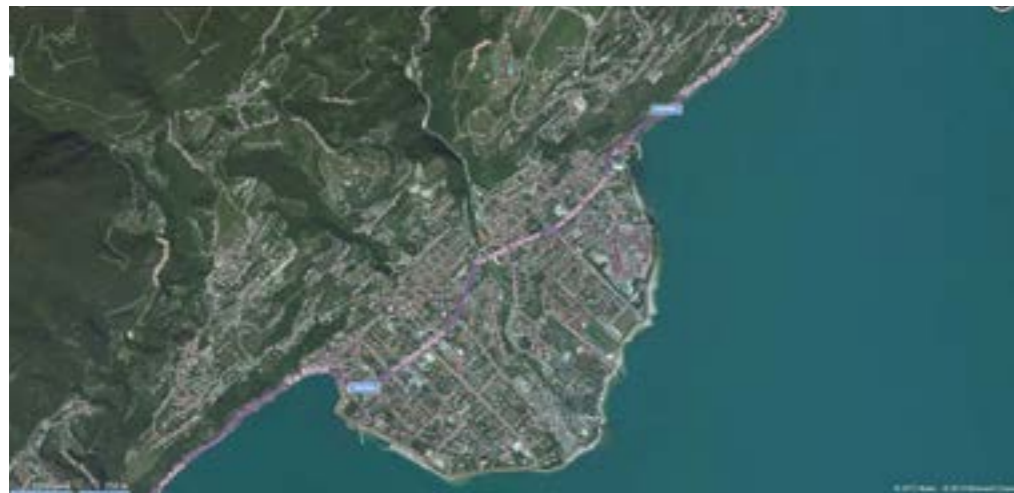


Table 14: Bing Maps 2014

After the wars hotel activities in Toscolano-Maderno (specially Maderno) reached a considerable development becoming the main economic activity. The quiet and classy winter tourism (often connected to health motives) transformed into a more popular and massive summer holiday tourism.

In synthesis, at an urbanistic level Toscolano-Maderno, since the unison of the two municipalities in 1928, has had a one-of-a-kind urban development due to its strategic position in the lake, also because of its rich and diversified territorial patrimony reaching from the lake to the far mountains, the lemon houses first, then the olive and wine cultivation and processing, and then, since hundreds of years the paper mills as prime industry and most recognizable feature of Toscolano. Its primary road passing through both the historical centers and the only land route to get in and out of town, suffered a major change between the 800's and the 900's expanding from Gargnano to Riva, in this way it connected with the north allowing a two-way access. Later in the first half of the nineteenth century a newer, wider road was built, now known as 'via Statale' or SS45 which surrounds the lake. Its heavy traffic represents today a heavy burden for the town during the high season and somehow it also works as barrier between the new constructions from the 50's on and the traditional historical centers, which works little as town center today since most activities are developed in the 'newer' side. The arrival of the TV, the massification of consumism and the division of property favored a fragmented and disorganized growth in the promontory often penalizing the magnificent scenery in a place where the gentle climate and the beauty of the landscape have always (even in ancient times, see the Roman Villa) favored tourism. At first high class and afterwards massive and popular.

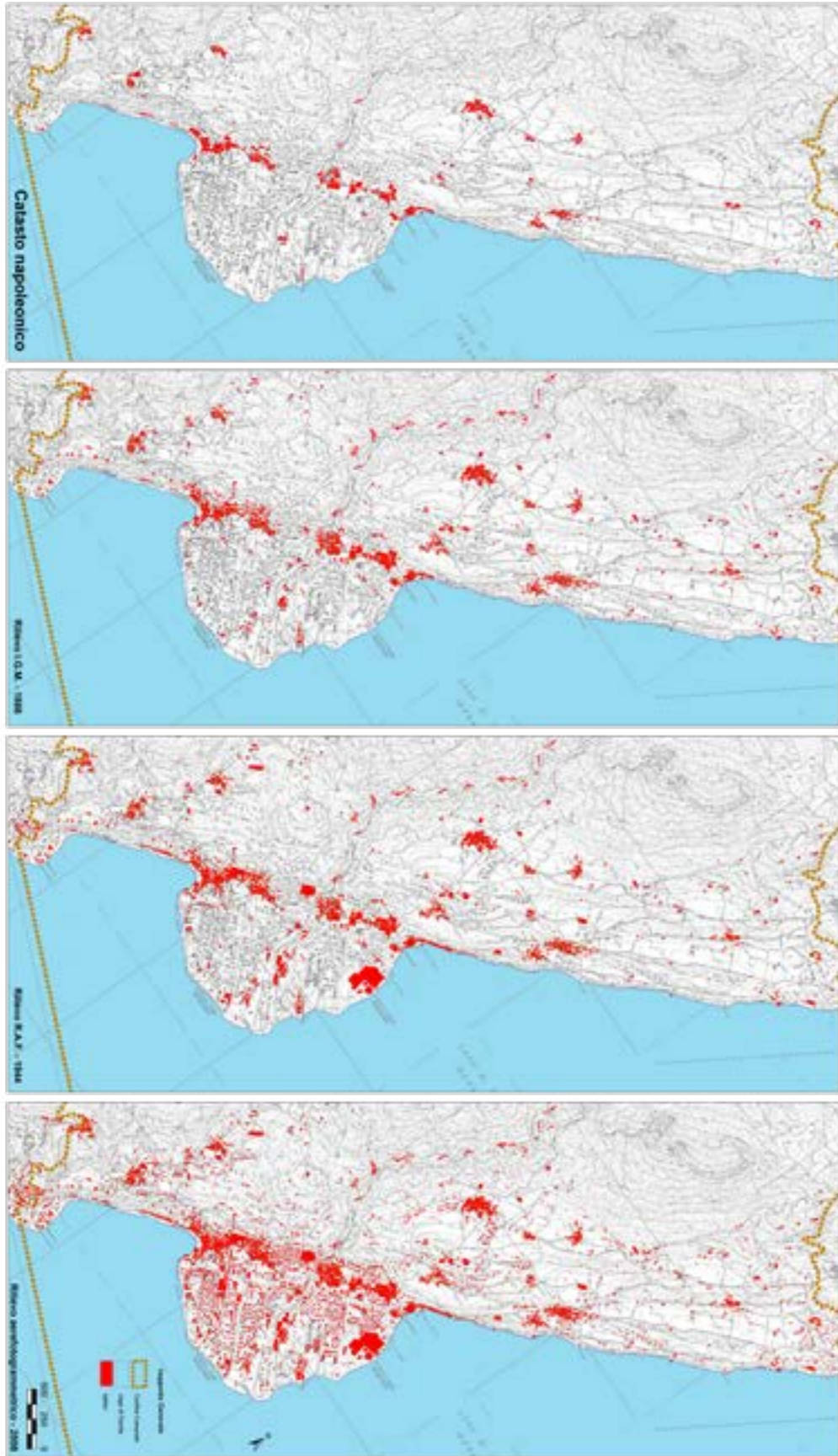


Table 15 Settlement development through out time

MUNICIPAL AREA DESCRIPTION

Like most municipalities that relate to the territorial system of lakes Toscolano Maderno's morphological configuration of the area with the mountains, the lakeside, the river, and its vegetation give the area a character of great landscape and environmental significance.

The municipality or comune of Toscolano Maderno extends just over 7 km along an axis from northwest to southeast, while its extension from southeast to Northwest along the coast lakeside is about 6.8 km. The municipality has a total area of 56.73 km².

The territorial system is clearly limited by the topography and its transport infrastructure. (Documento di piano - 1.4 PAESAGGIO "Differenti ambienti e paesaggi" p115).

Flat headlands : Mostly occupied by recent constructions that began expanding quickly and randomly in the 50's with the conversion of agricultural land



Image 38: PAESAGGIO "Differenti ambienti e paesaggi". Source: Documento di piano - 1.4 p115

into building land. In the lake front there are rare monuments of interest such as the Gulf and the square of Maderno and some villas of significant landscape value;

Foot of the hills: characterized by environmental and landscape resources of particular importance, including the historical centers of Toscolano and Maderno and some other storical-monumental patrimony constituted by villas, palaces, churches, parks, lake-front and lemon houses that deserve adequate levels of actions aimed at the protection and enhancement of the various components. The historical centers of Maderno and Toscolano are surrounded and enclosed by the 60's development physically divided by the SS45 and the Toscolano Stream; further isolating the centers is its inadequate road infrastructure.

Steep slopes to the lake: characterized by steep walls that connect the headland to higher hills to the lake. These areas are subject to landslides and unstable water-flows. From the late 800 till the beginning of the 900 these areas were often used for planting cypress trees making it still today a distinguished landscape element.

Hill top : characterized only by small historical centers of which churches spring out with panoramic view of the lake. These isolated striking landscaped have been affected since the 50's by a strong presence of mixed residential and tourist residential buildings surrounded by greenery in an attempt to not compromise the visual of hills;

Valley / river: Here are located the valleys of the Paper mills and Barracks, (valli delle Cartiere e delle Camerate), Valleys of Archesane, and valleys of Segrane. These location belongs to the exceptional natural environment Parco del Alto Garda Bresciano making it an important asset for nature-related activities, in addition to the great historical value of the ruins and the museum in the valley of the paper; At the end the creek where the area becomes plains the territory is divided and characterized by this linear field ending in the lake;

Montano/Mountains: The most notorious are Mountains Pizzoccolo and Castello in the hinterland covered by forests and rocky slopes is the natural landscape framing scene of the hill;



Image 39: Lake perception. source: Documento di Piano

AT THE WATERFRONT: PRESENT REGULATIONS, PLANNING, AND PROBLEMS

The P.G.T. as an urban tool of government of the territory confirms the logic of the development of tourism as a main in goal. Articulated in various plans and documents, the PGT aims to consolidate the visual and historical aspect of the buildings along the waterfront allowing an intense development in the inland of the promontory. Strong actions for urban and territorial regeneration are promoted aiming to improve the quality of urban design and landscape. The ones regarding the lake side are the following:

- The reallocation of the current port for ferries along the lake due to the congestion of vehicular traffic whereas this valuable urban area should instead have low pedestrian/vehicular presence for the recreational use of the lake and a reduction of the traffic in the square of the Gulf of Maderno. The new location should have also a commercial vocation and the possibility of hosting adequate parking for the use of ferries, as well as some other port facilities for tourists or even emergencies , given the centrality of the Gulf of Maderno in the geographical area of Lake Garda .

- Location, perimeter, and services offered by lake areas affected directly or indirectly by the tourist port facilities, will be defined by 'Il Piano direttore Generale'(masterplan). The new touristic-port-realities are a necessity for the development of tourism itself , given the presence of the various clubs and marinas already existing and under construction. In the sailing sector Garda lake is increasing both as a local and as an international location attracting high-level tourists.

- The lake's waterfront has been subject to urban development in recent times. A general plan of rehabilitation is needed that unlocks the full potential of this structure for the enhancement of the "lakeside tourist activity .

- The stream of Toscolano is currently a simple pretty landscape element in

the municipality. Its redevelopment should include, at the hilltop, a bicycle and pedestrian path that connects the lake along with the inside of the promontory, the municipal center and the Valley of the Paper mills to the center of the historical Paper mill. This could be done by proposing interventions on different height levels, exchanging shores across the stream and creating spaces along the stream on both sides.

The dismissed areas that reenter in the waterfront area (lake and river) are the following:

- The lake side Paper Mill, nowadays reduced, with limited dimensions, difficulties with management and property borders.

- The Garda construction sites (former oil mill) of imposing dimensions and for which a project has already been submitted "pending approval by the Superintendency" - Given the strategic location of the area the AC stimulates recovery, allowing new settlements in the free area behind it. the free capacity in view of the high costs of remediation of the site (former oil mill), the particular recovery of the house liberty and Opificio structures.

- The remains in the Paper Mill Valley

According to the PGT and reentering in the area of interest the requalification of the following urban and suburban areas are suggested in a step-by-step procedure from the feasibility study (also with international competitions, especially aimed at young architects) to the the formation of an Implementation Plan and the following activation of the works :

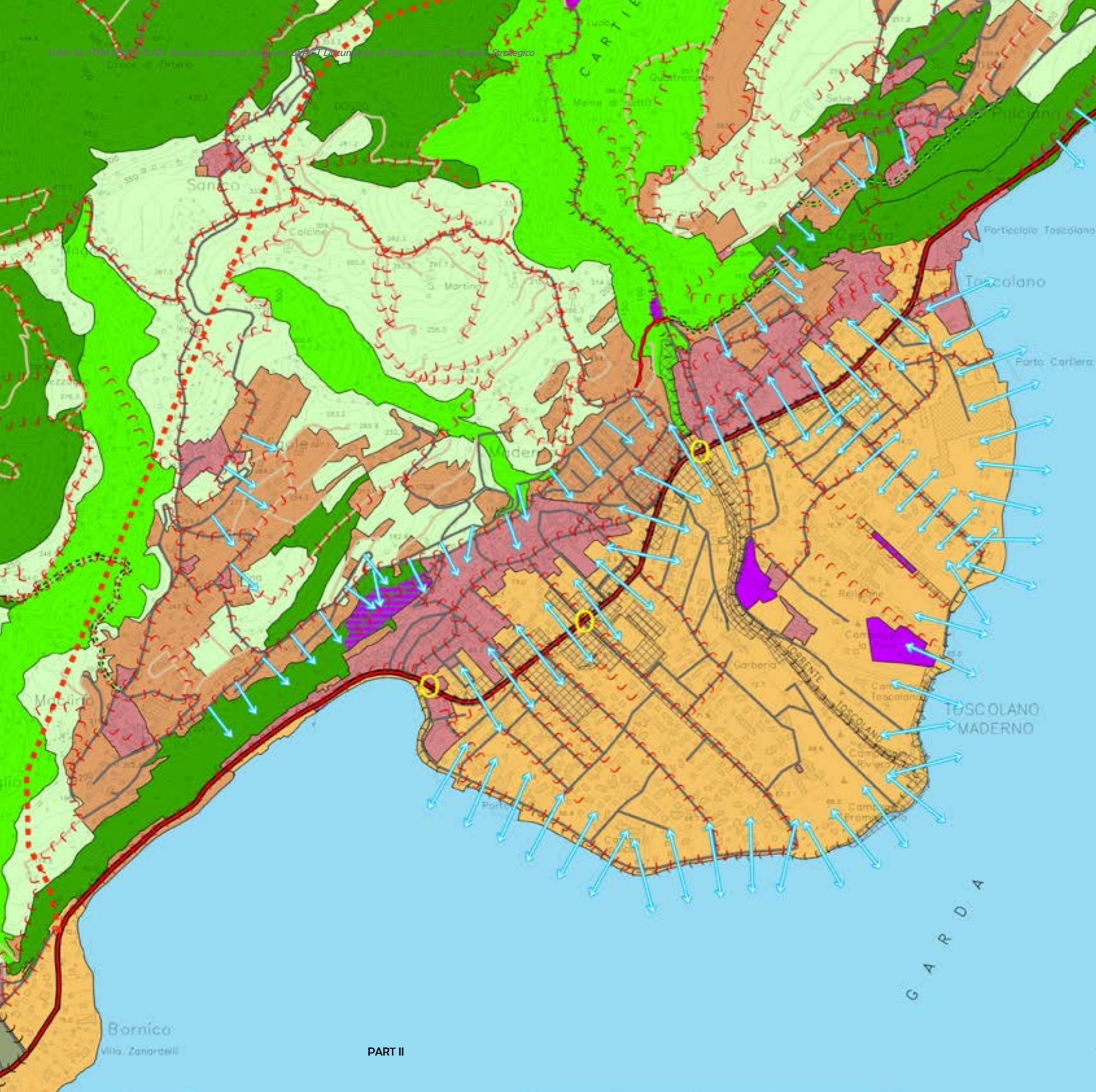
- Along the lake

- the state highway SS 45 bis;

- From the river mouth to the Paper mill Valley

- Green-energy-tourism project

- Degraded areas in the agricultural zone and woodland;



Legenda

- Riqualificazione paesaggistica**
 - > Riqualificazione visiva da lago e dalla viabilità principale e locale
 - ⊙ Interventi di mitigazione per la GS 45 bis in attesa della soluzione definitiva
 - Riqualificazione e/o tutela della viabilità storica
- Confine comunale**
 - Confine comunale
- Area di riqualificazione urbana**
 - Area di riqualificazione urbana
- Opere programmate a livello provinciale**
 - Rete Secondaria (S.S. 45 bis tracciato in variante in galleria)
 - Piste ciclabili e Sentieri
- Riqualificazione della viabilità**
 - Nuova realizzazione
 - Riqualificazione
 - Riqualificazione dell'arredo urbano
 - Ciclabile
 - Nuova ciclabile
- Strade Principali**
 - Strade statali
 - Strade provinciali
- Strade Secondarie**
 - Asfaltata
 - Cementata
 - Sterrata
- Nuclii Storici**
 - Nuclii Storici
- Ambiti costruiti collinare**
 - Ambito costruito collinare
 - Ambito costruito del promontorio
- Ambiti degradati**
 - Edificio
 - Parco
 - Ambito agricolo paesagistico
 - Campo Golf
 - Ambito vallivo
 - Ambito montano forestale
 - Praterie montane
 - Ambito montano roccioso

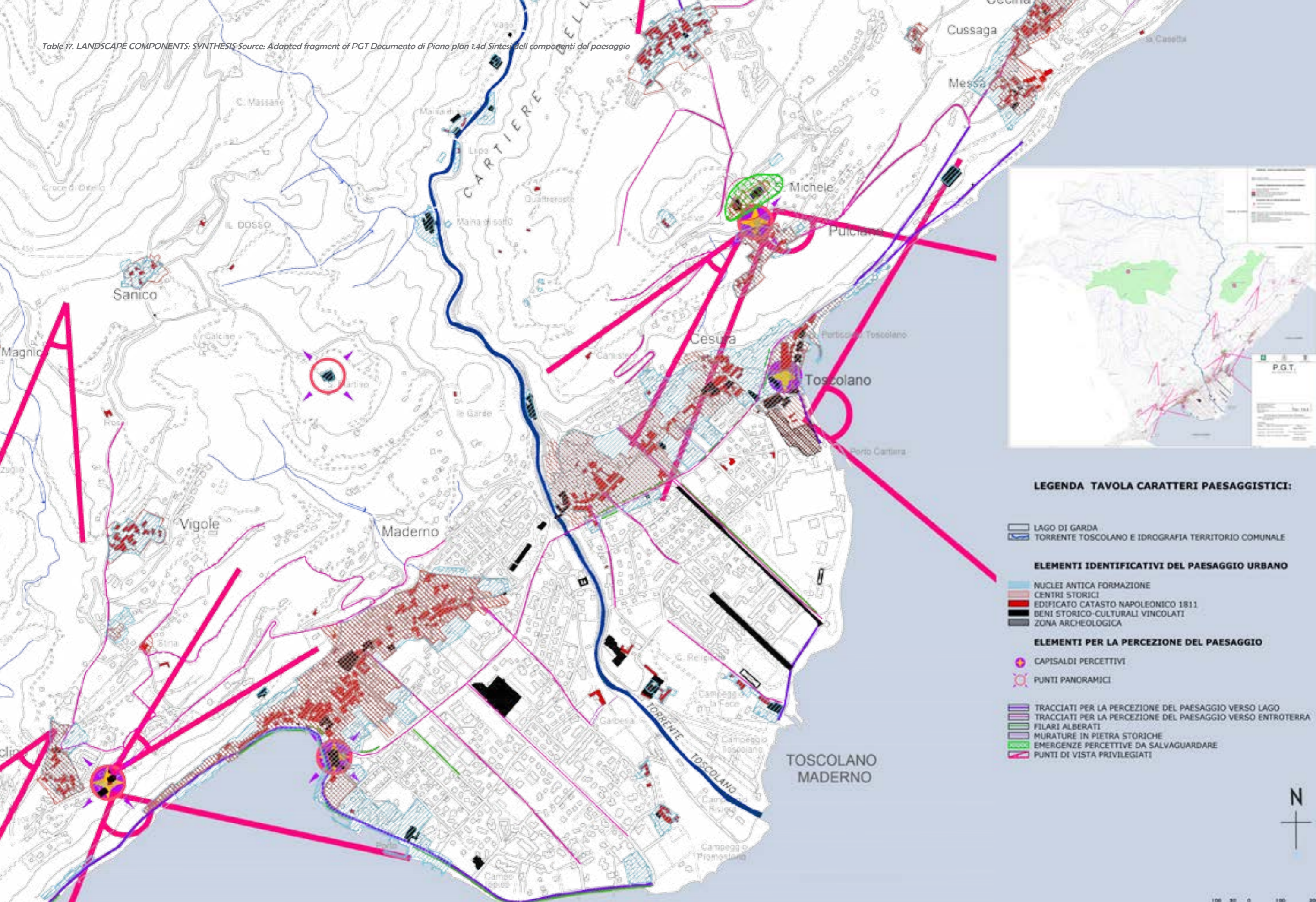


Bornico
Vill. Zanardelli

PART II

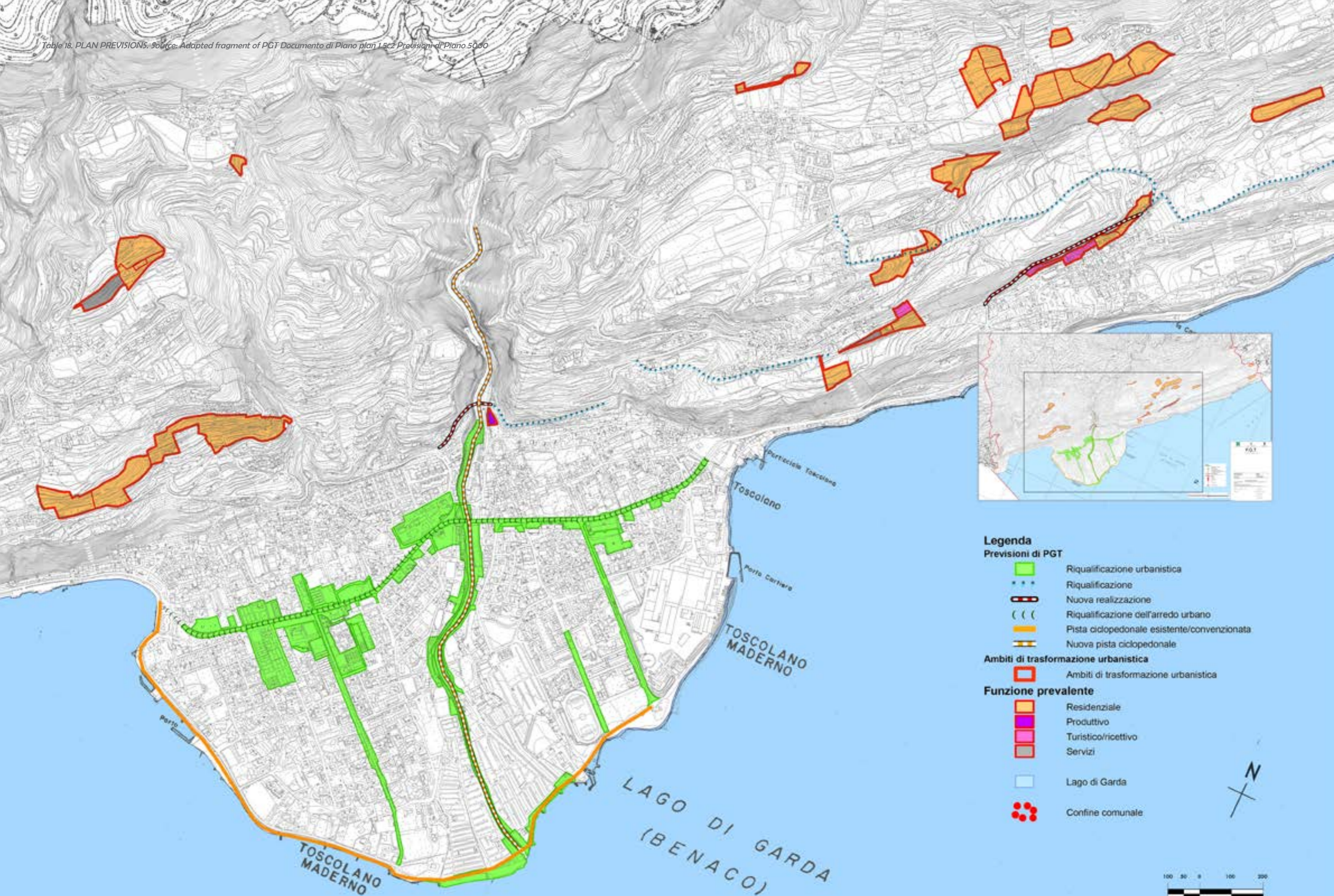
TOSCOLANO MADERNO

Table 17. LANDSCAPE COMPONENTS: SYNTHESIS Source: Adapted fragment of PGT Documento di Piano plan 1.4d Sintesi dell componenti del paesaggio

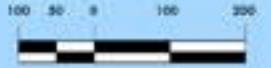


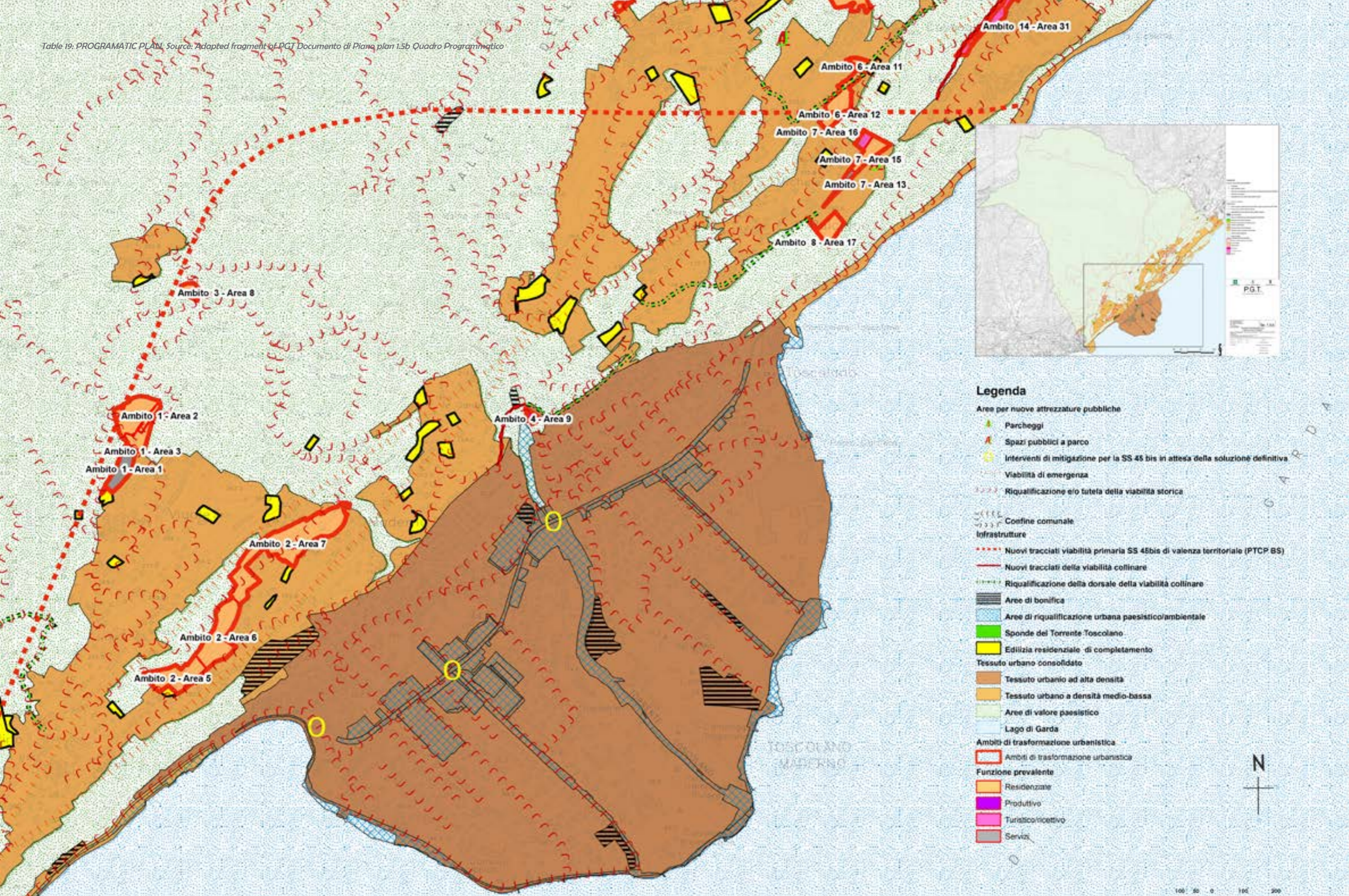
- LEGENDA TAVOLA CARATTERI PAESAGGISTICI:**
- LAGO DI GARDA
 - TORRENTE TOSCOLANO E IDROGRAFIA TERRITORIO COMUNALE
- ELEMENTI IDENTIFICATIVI DEL PAESAGGIO URBANO**
- NUCLEI ANTICA FORMAZIONE
 - CENTRI STORICI
 - EDIFICATO CATASTO NAPOLEONICO 1811
 - BENI STORICO-CULTURALI VINCOLATI
 - ZONA ARCHEOLOGICA
- ELEMENTI PER LA PERCEZIONE DEL PAESAGGIO**
- CAPISALDI PERCETTIVI
 - PUNTI PANORAMICI
- TRACCIATI PER LA PERCEZIONE DEL PAESAGGIO**
- TRACCIATI PER LA PERCEZIONE DEL PAESAGGIO VERSO LAGO
 - TRACCIATI PER LA PERCEZIONE DEL PAESAGGIO VERSO ENTROTERRA
 - FILARI ALBERATI
 - MURATURE IN PIETRA STORICHE
 - EMERGENZE PERCETTIVE DA SALVAGUARDARE
 - PUNTI DI VISTA PRIVILEGIATI





- Legenda**
- Previsioni di PGT**
- Riqualificazione urbanistica
 - ⋯ Riqualificazione
 - ▬ Nuova realizzazione
 - (((Riqualificazione dell'arredo urbano
 - ▬ Pista ciclopedonale esistente/convenzionata
 - ▬ Nuova pista ciclopedonale
- Ambiti di trasformazione urbanistica**
- Ambiti di trasformazione urbanistica
- Funzione prevalente**
- Residenziale
 - Produttivo
 - Turistico/ricettivo
 - Servizi
 - Lago di Garda
 - Confine comunale

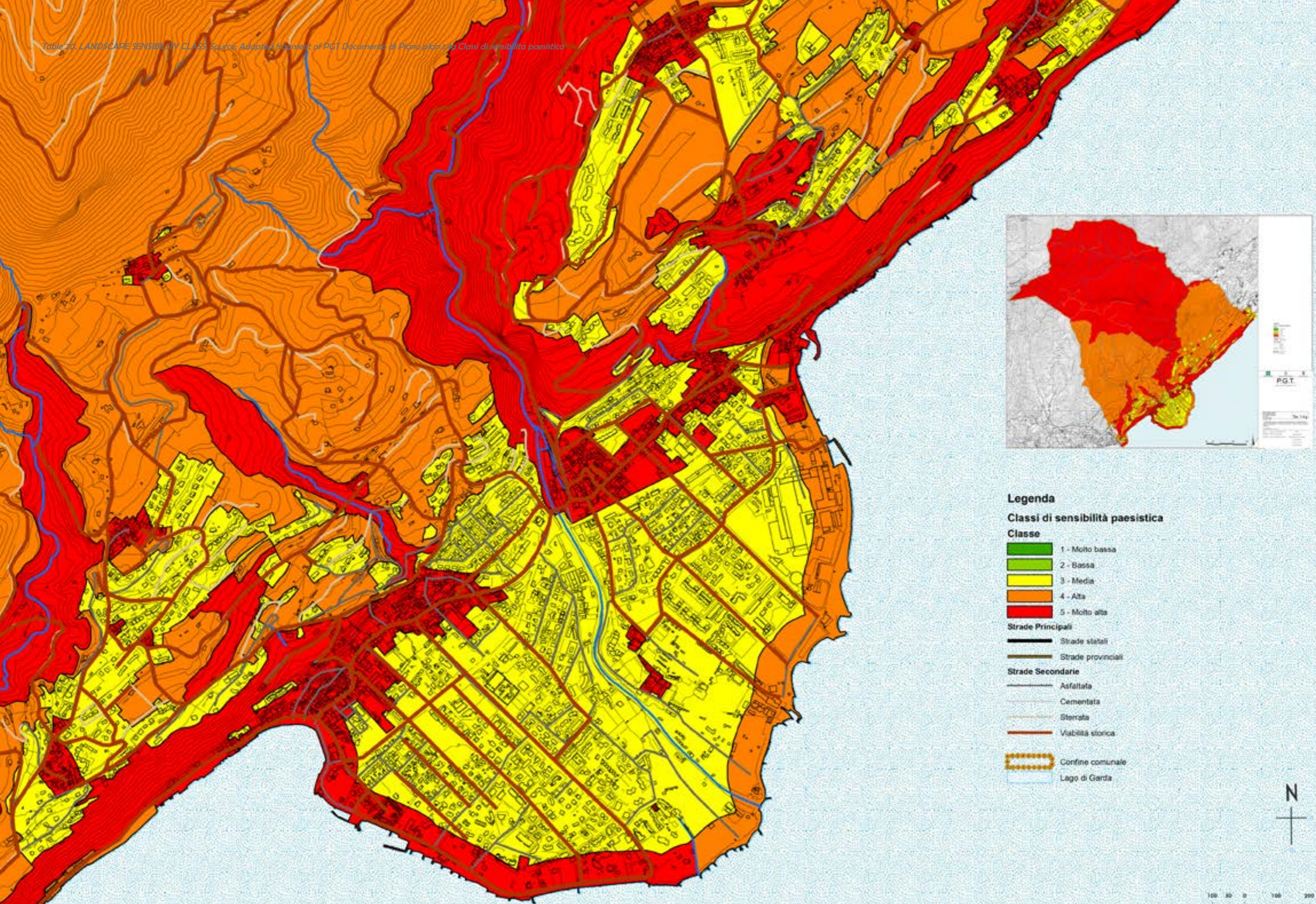




Legenda

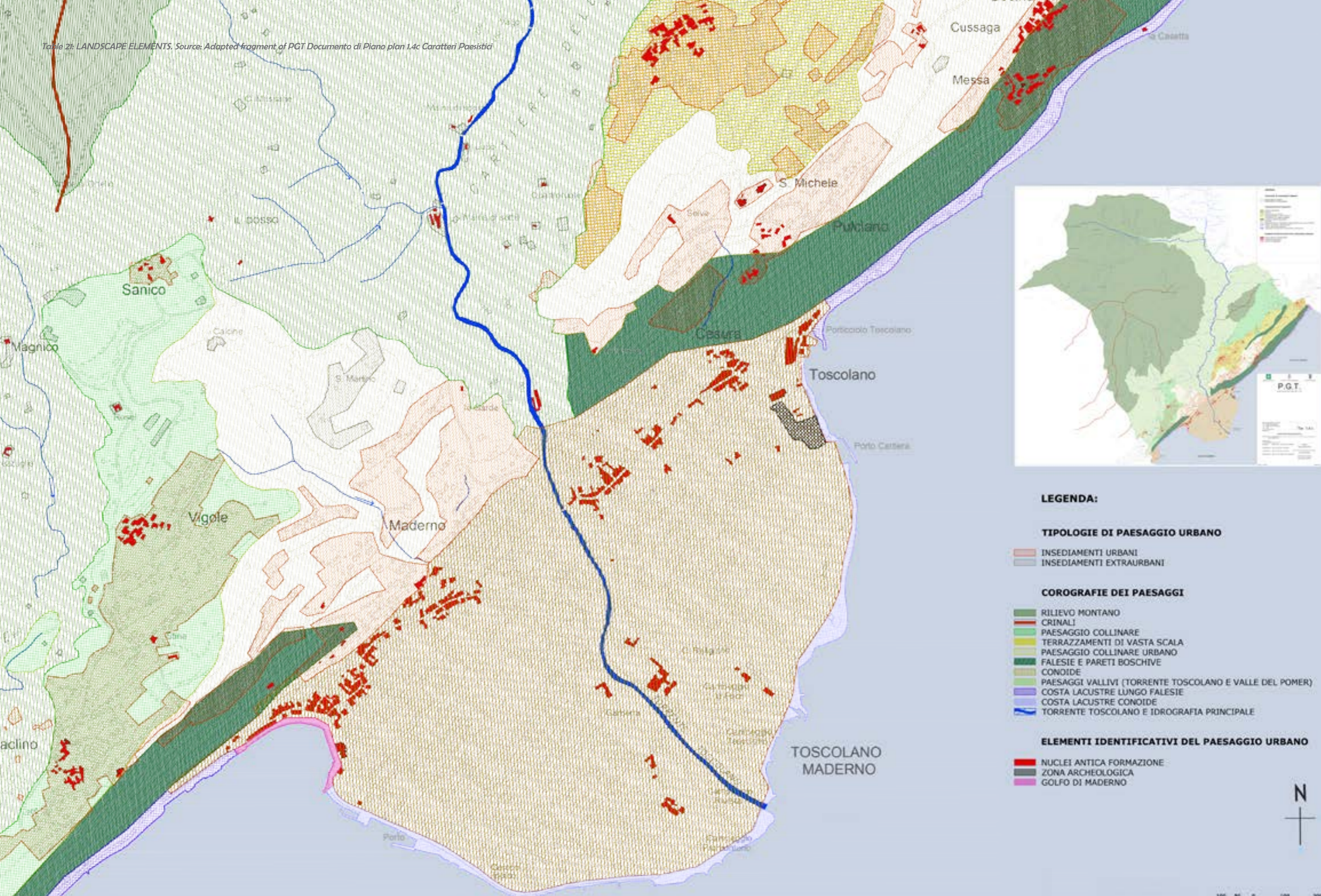
- Area per nuove attrezzature pubbliche**
 - ▲ Parcheggi
 - ▲ Spazi pubblici a parco
 - Interventi di mitigazione per la SS 45 bis in attesa della soluzione definitiva
- Viabilità di emergenza**
- Riquilibramento e/o tutela della viabilità storica**
- Coefine comunale**
- Infrastrutture**
 - Nuovi tracciati viabilità primaria SS 45bis di valenza territoriale (PTCP BS)
 - Nuovi tracciati della viabilità collinare
 - Riquilibramento della dorsale della viabilità collinare
- Area di bonifica**
- Area di riqualificazione urbana paesistico/ambientale**
- Sponde del Torrente Toscolano**
- Edilizia residenziale di completamento**
- Tessuto urbano consolidato**
 - Tessuto urbano ad alta densità
 - Tessuto urbano a densità medio-bassa
- Area di valore paesistico**
- Lago di Garda**
- Ambiti di trasformazione urbanistica**
 - Ambiti di trasformazione urbanistica
- Funzione prevalente**
 - Residenziale
 - Produttivo
 - Turistico/ricettivo
 - Servizi





- Legenda**
- Classi di sensibilità paesistica**
- Classe**
- 1 - Molto bassa
 - 2 - Bassa
 - 3 - Media
 - 4 - Alta
 - 5 - Molto alta
- Strade Principali**
- Strade statali
 - Strade provinciali
- Strade Secondarie**
- Asfaltata
 - Cementata
 - Sterrata
 - Viabilità storica
- Confine comunale
- Lago di Garda

Table 21: LANDSCAPE ELEMENTS. Source: Adapted fragment of PGT Documento di Piano plan 1.4c Caratteri Paesistici



LEGENDA:

TIPOLOGIE DI PAESAGGIO URBANO

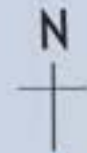
- INSEDIAMENTI URBANI
- INSEDIAMENTI EXTRAURBANI

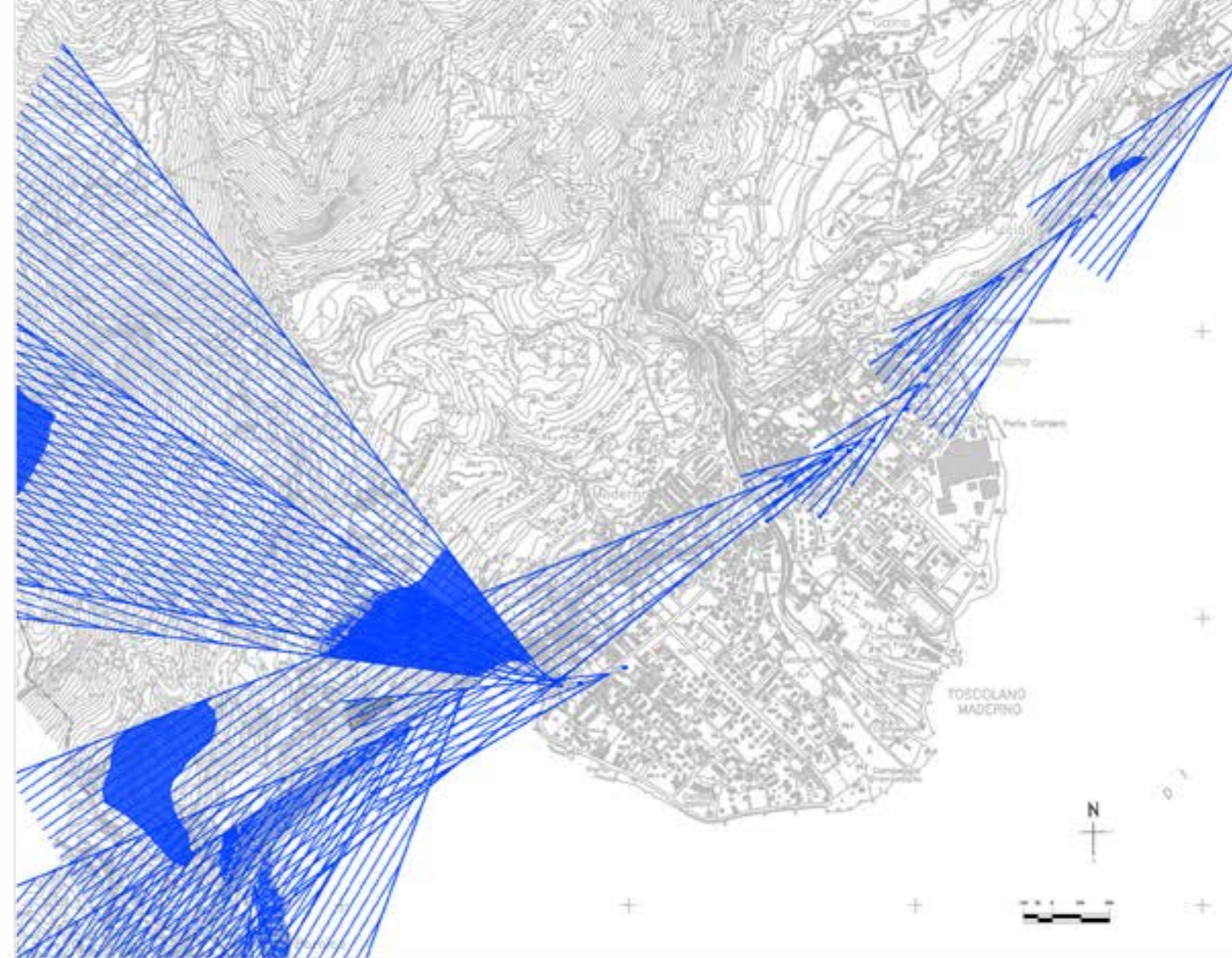
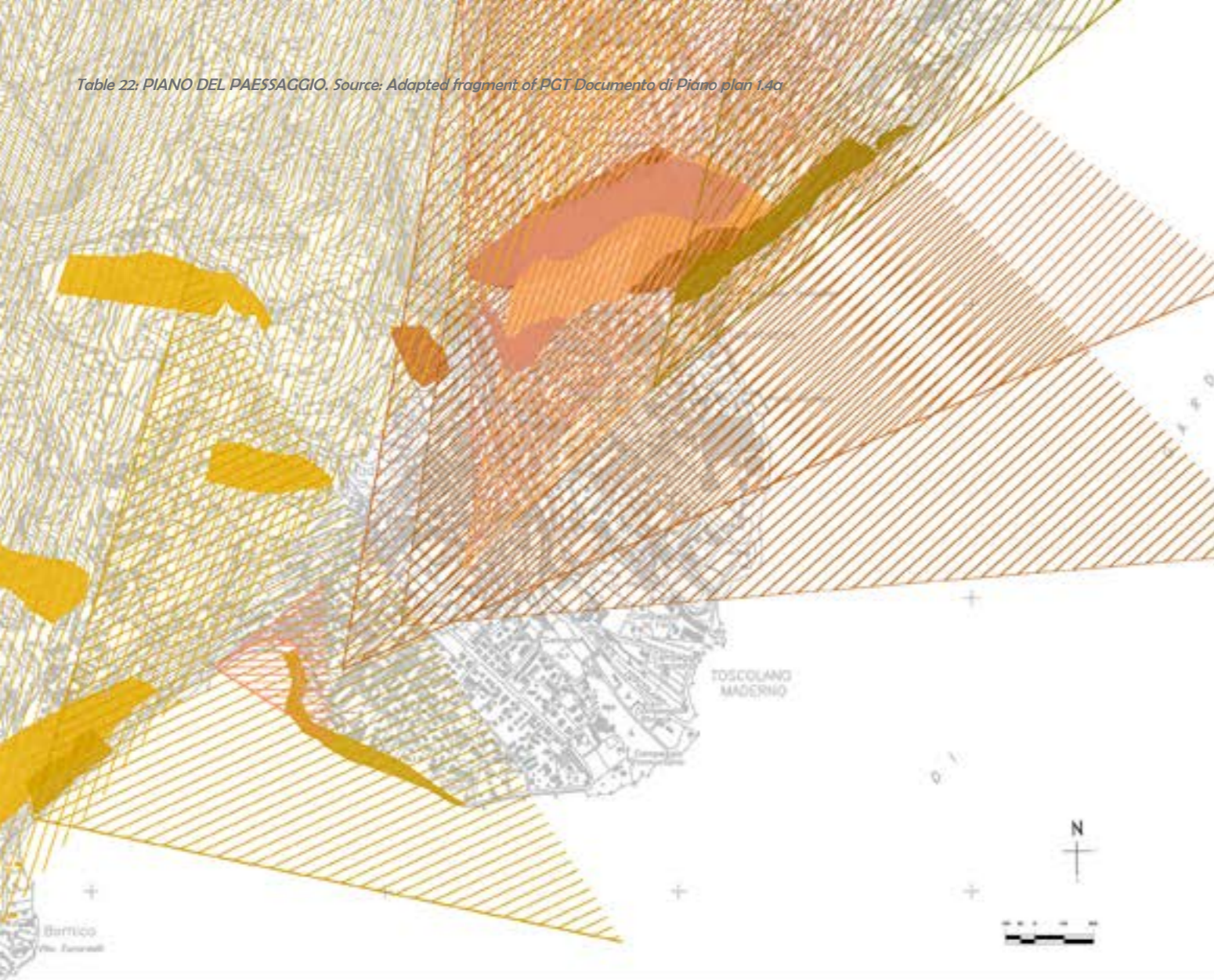
COROGRAFIE DEI PAESAGGI

- RILIEVO MONTANO
- CRINALI
- PAESAGGIO COLLINARE
- TERRAZZAMENTI DI VASTA SCALA
- PAESAGGIO COLLINARE URBANO
- FALESIE E PARETI BOSCHIVE
- CONOIDE
- PAESAGGI VALLIVI (TORRENTE TOSCOLANO E VALLE DEL POMER)
- COSTA LACUSTRE LUNGO FALESIE
- COSTA LACUSTRE CONOIDE
- TORRENTE TOSCOLANO E IDROGRAFIA PRINCIPALE

ELEMENTI IDENTIFICATIVI DEL PAESAGGIO URBANO

- NUCLEI ANTICA FORMAZIONE
- ZONA ARCHEOLOGICA
- GOLFO DI MADERNO



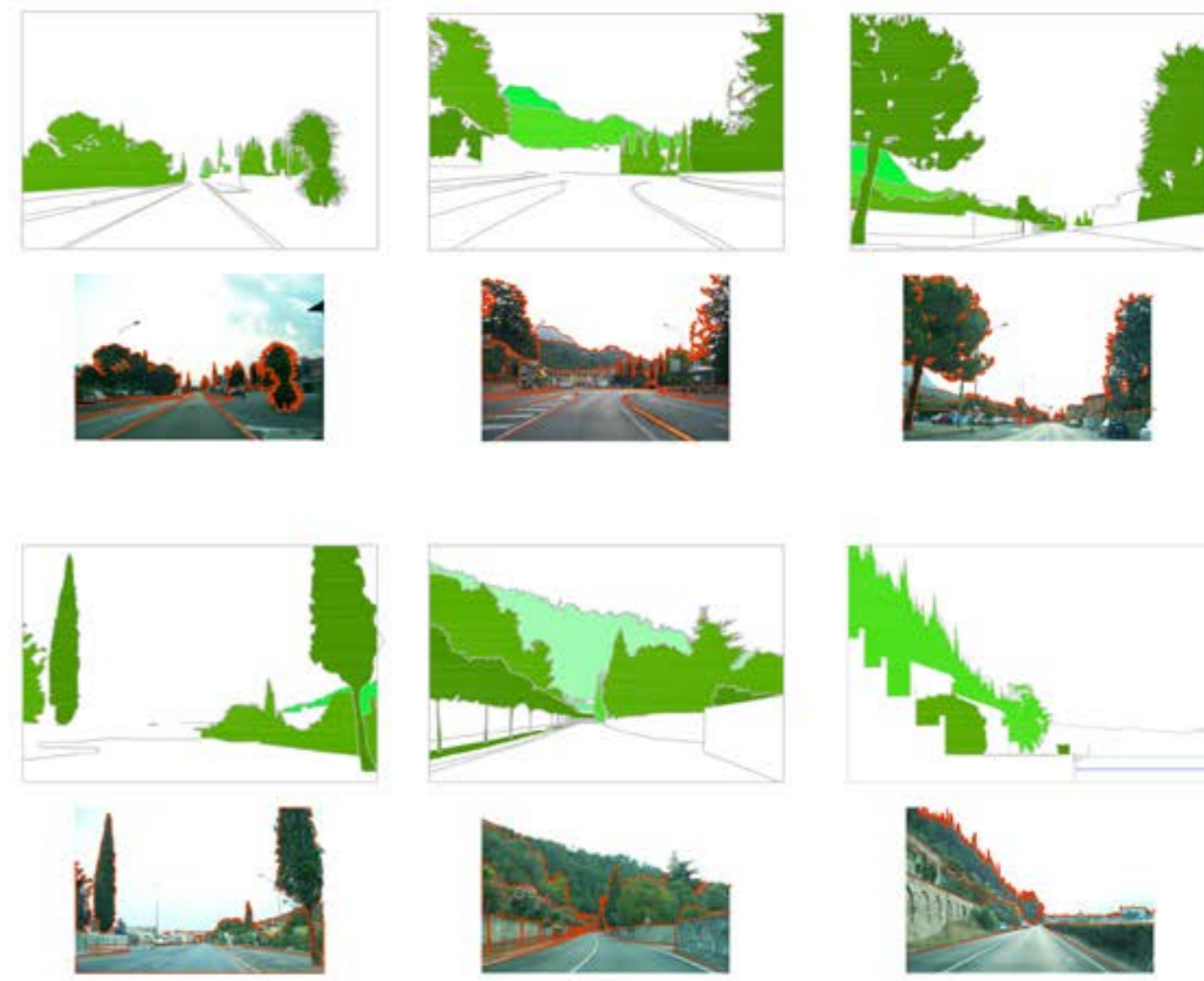
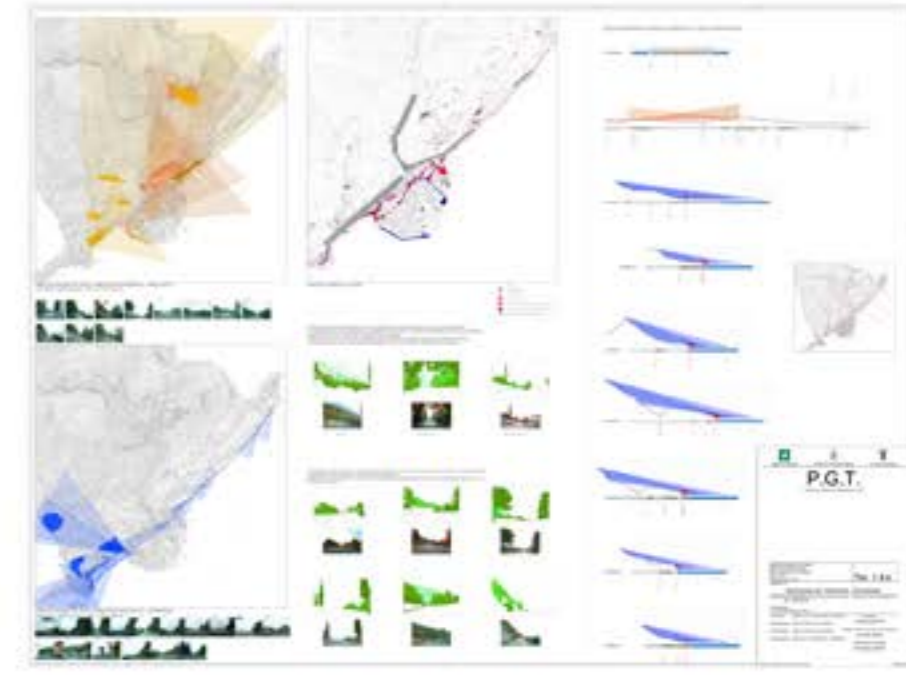
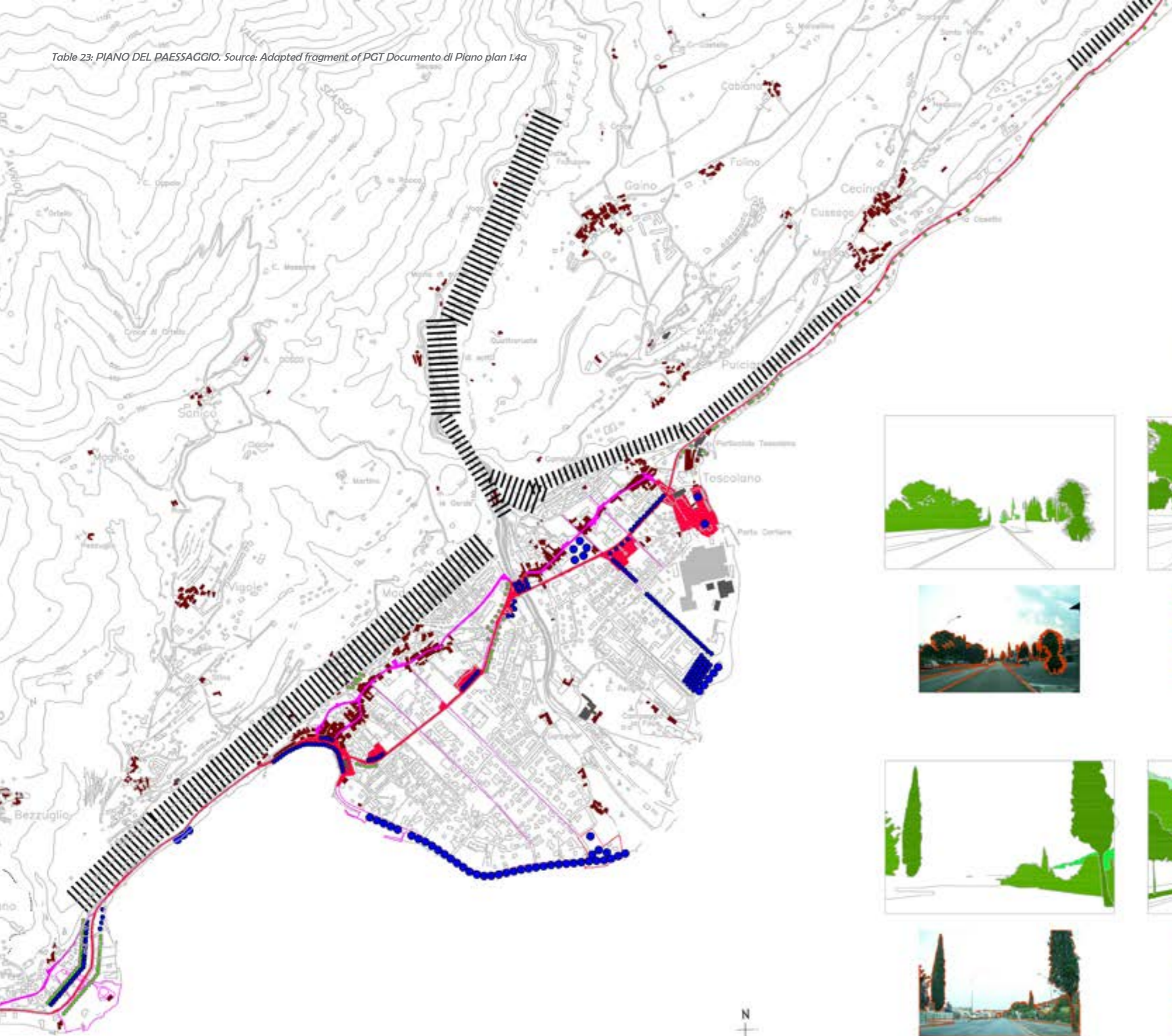


ANALISI VISIBILITA' SS45, DIREZIONE GARGNANO - BOGLIACCO
FOTOGRAFIE TAPPE SALIENTI, PUNTI DI VISTA ANALISI.

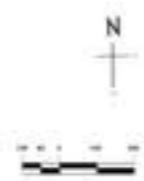


ANALISI VISIBILITA' SS45, DIREZIONE BOGLIACCO - GARGNANO
FOTOGRAFIE TAPPE SALIENTI, PUNTI DI VISTA ANALISI.



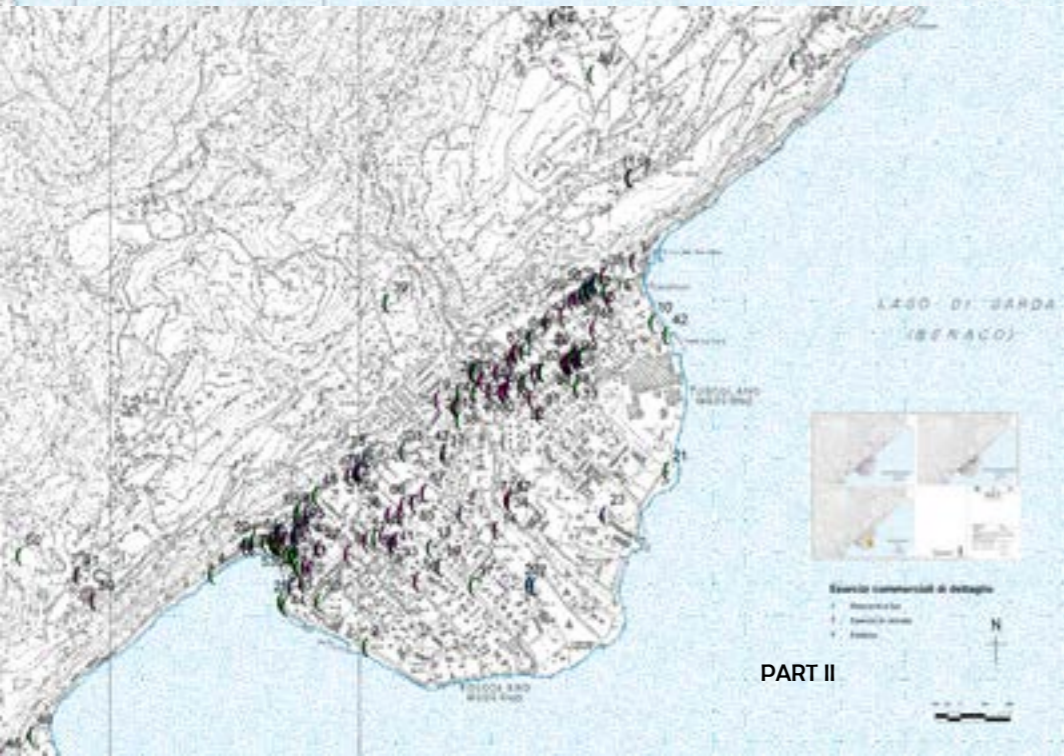
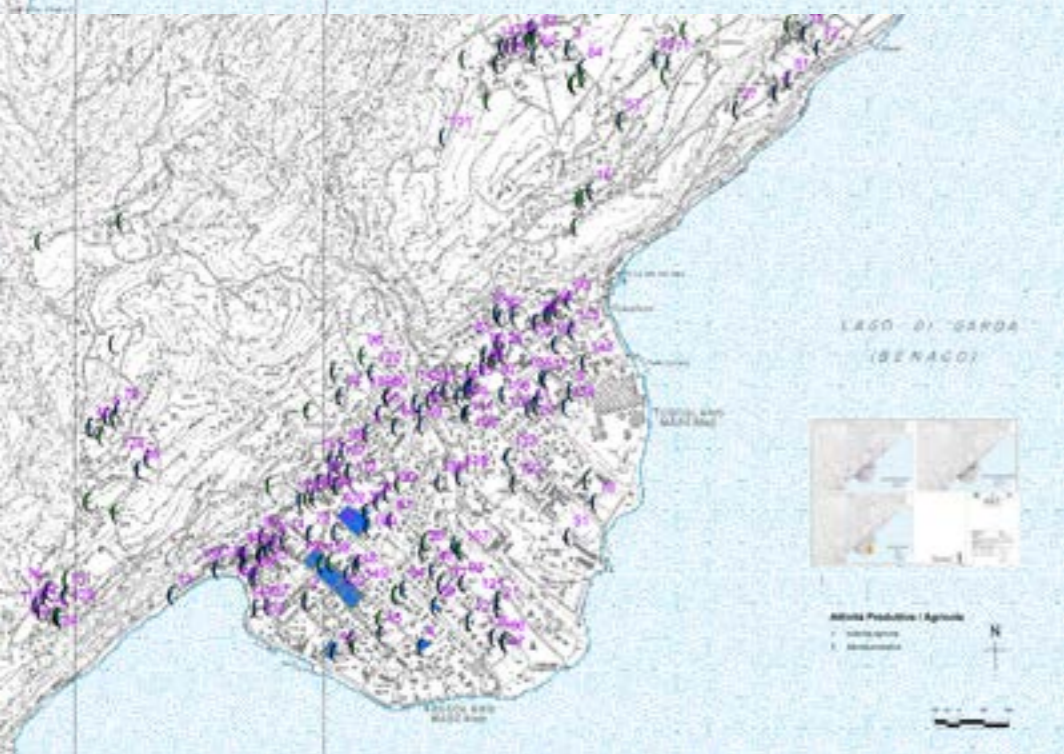
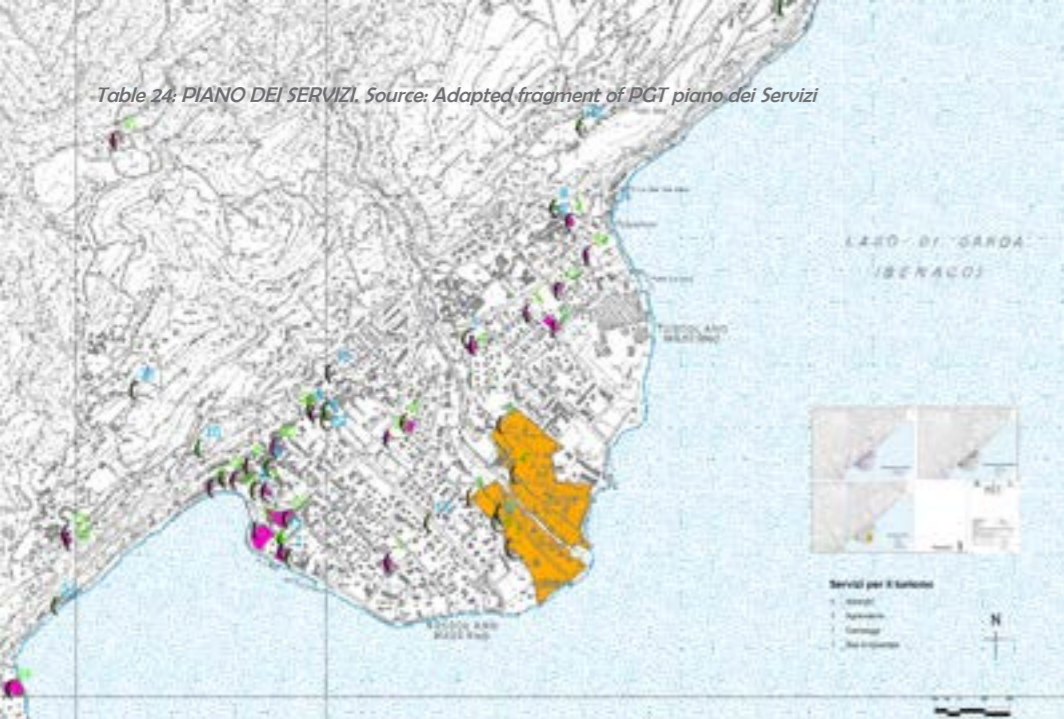


ANALISI VISIBILITA' SS45



FOTOGRAFIE TAPPE SALIENTI TOSCOLANO MADERNO, PUNTI DI VISTA ANALISI SCENOGRAFIA - PERCEZIONE DEL TERRITORIO E DEL DISEGNO DELLA SEZIONE STRADALE. PARAMETRI FONDAMENTALI: VOLUMI E SUCCESIONI DI SCENOGRAFIE VEGETALI E DIMENSIONAMENTI DELLA SEZIONE STRADALE.

Table 24: PIANO DEI SERVIZI. Source: Adapted fragment of PGT piano dei Servizi



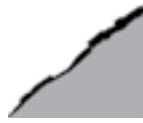
PART II

A WALK THROUGH THE WATERFRONT

The following survey divides the waterfront into different paths. Each path regroups spatial characteristics and activities which give them a different character along the continuous lake shore. The purpose of this grouping is to identify emerging problems in the sequence.



PATH 1- Access Corridor



The State way passes through this section of the waterfront Connecting the town Fasano (fraction of Gargnano Comune) to Maderno (part of Toscolano-Maderno Comune)(A).

In direction to Riva, this fraction works in landscape terms as a panoramic corridor precluding the gulf of Maderno and the Promontory. In the other direction the effect is similar, although less dramatic towards Fasano. In the northeast side the mountain slope is steep and the vegetation is rich. Only a few constructions face the street cut by the road and resulting in very limited accessibility. (A)

For this rather fast traffic zone, works are already in the way to improve the already existing single sidewalk facing the lake for lack of continuity and poor maintenance. Other problems are a sometimes poor separation between road and sidewalk, no bike lane, lack of services and also lack of urban furniture, and beauty plants.

Some recent waterfront requalification include a new bar, shared deck for pedestrians and bicycles.

PATH 2- Panoramic Gulf



At this point the waterfront is turned into a Gulf (B) and becomes a very vital public space with two sidewalks surrounded by a more dense and historical urban tissue, The nearby Maderno center (C), shops, piazzas, walkways and a natural port for boats.

The stateway changes course and separates itself from the shore line and in its place a slow traffic single lane continues to follow the waterfront (E)

The water from there is better prepared for pedestrians and bikers . It includes a bike lane, urban furniture , decorative paving, plant and flower arrangements, etc. (D) Car traffic is sometimes a problem.



WAY TO FASANO

poor pedestrian lane, isolated buildings

PEDESTRIAN DECK

Recent new walking deck. lacking visual barrier for nearby cars.

RECREATIONAL/ COMMERCIAL GREEN

free green recreational space, used for events, managed by Carta Bianca bar.

PARKING SPACE

panoramic views and some sitting spaces. Across the street isolated buildings, some of which in poor conditions and affecting the landscape.

OLD "LIMONAIE"

some remain empty whereas others where turned into housing.

MADERNO GULF

services and public activities flood the groundfloor such as commerce, churches, piazzas and wide sidewalks. Exceptional landscape value of historical dense urban tissue. A linear market often takes place in white wooden houses at Maderno Square or across the lake front where the stateway separates from the lake front .

DOCK & FERRY STATION

destinated for boats of private use. Next to it is the ferry Station with a few extra car parking spaces. Arriving ships transfer both people and vehicles. Parking area is too small. Activity saturates the already high traffic zone.

FERRY DOCK

Two ferry boats 'sleep' here at night. It is also used as an informal place for receiving sun and taking pictures.





For certain events the Municipality closes it down for car traffic.

PATH 3 - Port and Beaches



Here the waterfront continues in a similar fashion but with a less dense urban tissue. The buildings facing the waterfront are usually of private property and use, some of them beautiful historical villas with gardens that altogether provide an important landscape value.

The waterfront is 'eventful' considering the shops, the port, the beaches (both public and private), restaurants and bars. In the summer, it becomes a common location for linear street markets. (F)(G)

Missing more green park-like structures, Only one open greenspace is currently in use (H). Potential for kids games, also open space sports both inland and in water. The paved piazza with a stage is underused; Blocked by neighbors in the area complaining about noise pollution.

PATH 4 - Luxury villas



public space is linear and uneventful, reduced dramatically with no commercial activities, exclusive peirs reserved for the luxurious villas, the path acquires a more private character. The Villas are present all around the lake and usually have exceptional landscape value. At the end of this path the bikelane at the waterfront ends at Villa Swarosky (I) and goes inland, Also the walking space is modified.

PATH 5 - Campings and River mouth



This waterfront is characteristic for the vast area of camping sites (I). The waterfront has several

PRIVATE BEACH

offers paid services such as showers chairs and sun umbrellas

PUBLIC BEACH

This point works as a public node because of the public beach, the bar, the parking spaces, the cement piazza with stage (underused) and the free open green space.

GREEN PUBLIC SPACE

The way the road goes around the park leaving it with direct relation to the waterfront heightens the use possibilities of this space. Bike and boat rental are available.

BREAKING POINT

End of lungo lago Zanardelli. The red bike lane changes direction. Walking pattern changes and the tree pattern changes of the space undeused. Good potential for creating activities

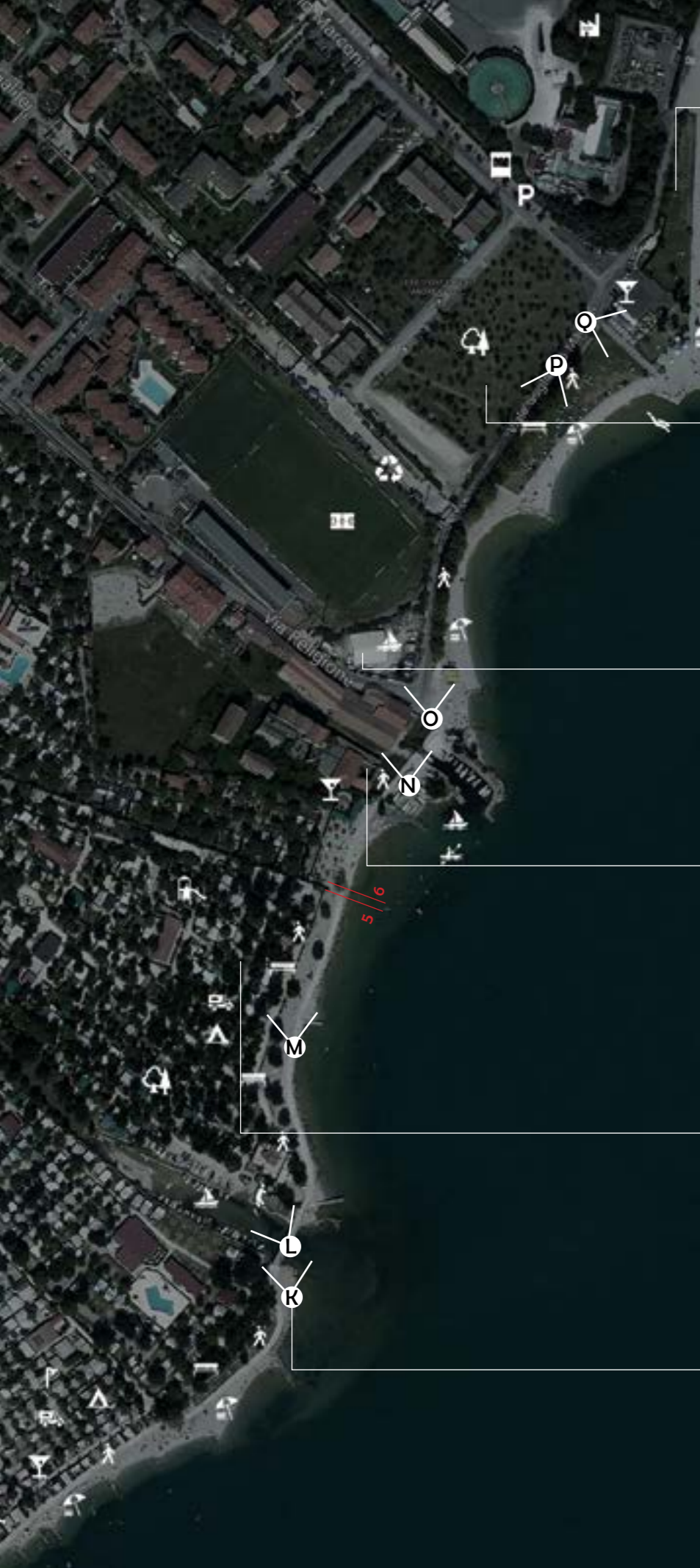
BEACH CAMPING STRIP

This middle area between the camping sites and lungo lago Zanardelli doesn't have a very distinct character. At its back it faces a bared green garden.

CAMPING SITES

Camps Villaggio Maderno, Promontorio e Riviera are located before the bridge. Public beach space used mainly by Camping users. Some services such as bars remain open for both campers and non campers.





GREEN WATERFRONT

A different kind of waterfront takes place. Its own quality on the mix of green and stones ending at the beach; Less urbanized than Maderno and less Turism related activities. Areas with productive, service and industrial zoning with poor relationship to the public spaces.



OLIVE YARD

This green open space remains testimony of a past reality in olive oil production. Its surrounding infrustructure is quite informal (unpaved streets, nearby waste disposal center), informal parking.



SHIPYARD & CIRCOLO VELA

The shipyard makes for an interesting visual experience however current structures are inproper for client/ public/ commercial exchange



BORGO +39

Area in decay. Sold by the previous municipality administration to private investor. Mixed use project currently blocked by current administration under the basis of interests contrary to global government plan.



CAMPING SITES

Past the bridge the camping sites are less dense and informal mostly made up of mobile homes instead of tiny houses. Here lie Campings "Toscolano" and "la Foce"



PEDESTRIAN BRIDGE

The new bridge makes an important connection and may be considered as landmark for pedestrians and bikers alike. River edge underused. Exclusive frontage to campings. No walking area. Not bathable area.



beaches, most are used mainly by the campings that occupy the inland and represent a limit for non-campers.

The bridge passes over the Toscolano River (K) which separates Toscolano from Maderno former municipality border (L). It also separates the camping site area West of the bridge (more fixed houses) while the camping area East of the river, is less dense, with more trees and space for campers and tents and less beach waterfront (M).

PATH 6- Lido degli Ulivi

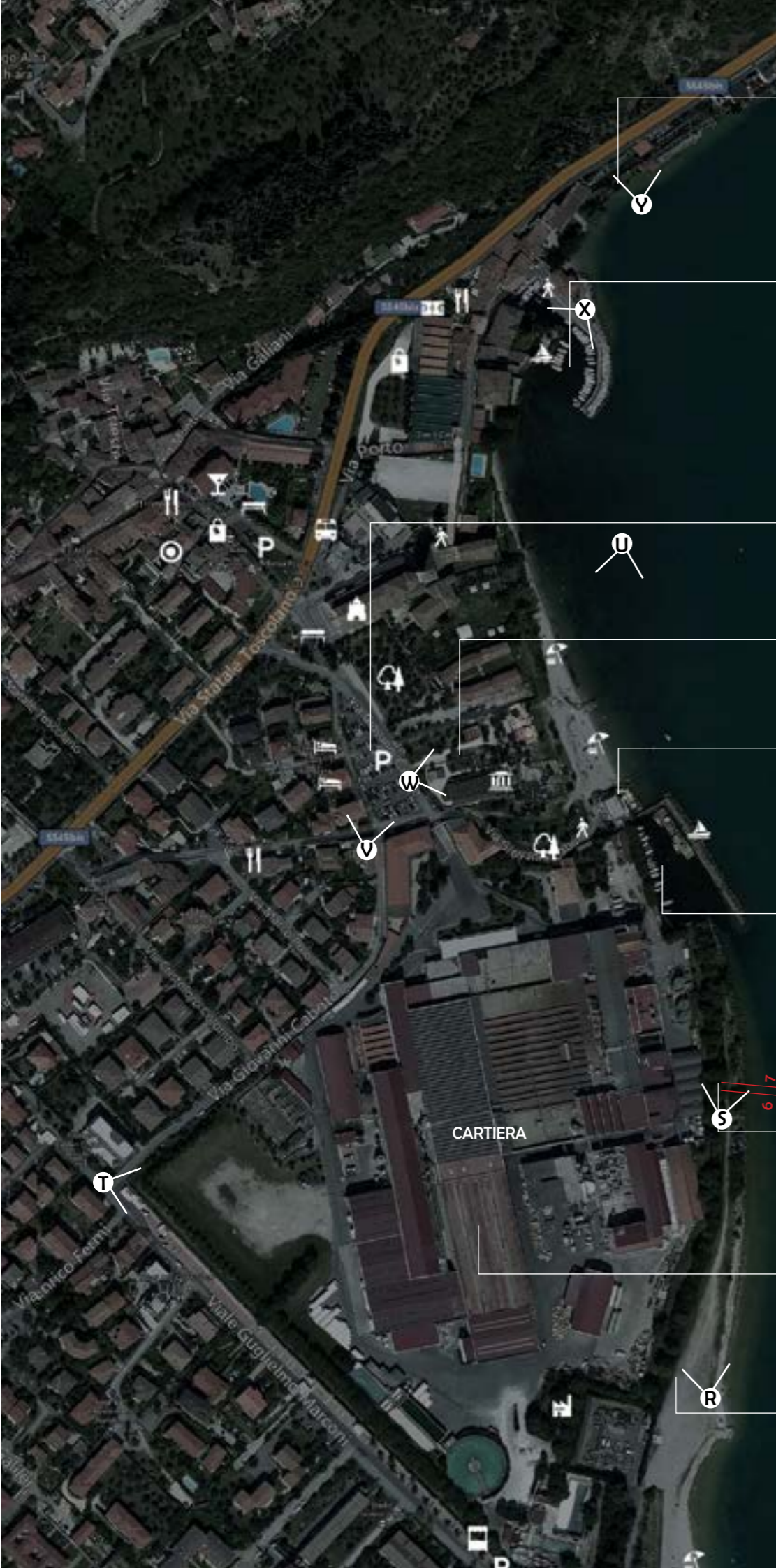


The landuse of this part of the waterfront is mixed. Here lies the area Borgo +39 (N) which at the moment remains unused, a decayed Shipyard area (O) with some improvised conference room, a boundary stone wall for the sports field, a green area filled with olives trees holding testimony of how once the promontory looked like and around it a differentiated disposal center, housing, and the paper industry.

Neither the walkway nor the green is very well cared for. The street in this area plays a key role on thursdays holding the weekly street market but otherwise it is widely underused. Unlike Lido di Maderno in this area the public green space has the street as a physical barrier separating it from the beach users (P).

On the other side of the Olive agglomeration lies 'La Cartiera' industry. The wall surrounding the paper industry isn't very inviting. This is a sensitive point on the waterfront considering the beaches it has, the sport activities, the main street, the green open spaces and the available parking space

Both the disposal center and the Paper industry make noise pollution and have problems integrating with the rest of the Urban tissue. While the disposal center occupates the area that was once a road facing the Olive trees the Paper industry occupates a large portion of territory facing very



LEMON HOUSES

This part of the waterfront is inaccessible for pedestrians. Although the lemon houses are very deteriorated and unused, they still make a beautiful landscape.



TOSCOLANO PORT

Once upon a time a flourishing port for the commerce of paper. Today its use is limited to hosting smaller ships for personal recreational use. Surrounded by the buildings of the old center of Toscolano. Difficult access. Very few tourists. Mostly residential.



ROMAN VILLA DEI NONNI

Archeological site of a Roman Villa. Open to public. Few tourists. Difficult access.



BEACH

Few services infrastructures. Disturbed by nearby industry

PARKING PIAZZA

open space in valuable location next to church, beach, statale, old city center, roman villa ruins, currently used for Cartiera worker parking



CARTIERA PORT

A secondary port formerly used for the commerce of paper. Today its use is limited to hosting smaller ships for personal recreational use, most belonging to the workers in the industry



WATERFRONT END

The walking path ends here with a bared gate that prohibits the entrance to the Cartiera Port.



DEPOSIT SPACE

Once an informal basketball court, today rests as an empty deposit area for the Paper industry.



NO MAN'S WATERFRONT

This beach area is not very popular since it has few services, the coast is cliffy and it is enclosed by the paper industry.



landscape sensitive areas along the waterfront.

The walking waterfront ends at the beach facing the olive trees. An unpaved, and unfurnished walk-through passes between the Cartiera wall and a private resort (Q) leading to an isoated hidden green and beach waterfront (R) with no service infrastructure but where any kind of spontaneous activities are forbidden. Further access to the North waterfront is interrupted by the paper industry enclosed port. (S)

PATH 7- Toscolano Port



This part of the waterfront has several physical discontinuities and difficulty of access due mainly to the Cartiera Port (U), the Cartiera parking space (V), walls and vegetation (Y).

The area's strongest attributes are the beautiful Toscolano Port (X), The Archeological site of the Roman Villa (W), the beach, the religious complex and the park. However these valuable public spaces and containers are poorly connected by a fragmented waterfront and by the Industry's parking space (V).

The Cartiera's port current use doesn't justify such a strong territorial disruption. Whereas the parking space in such sensitive position should be redesigned or possibly relocated (T).

PART III

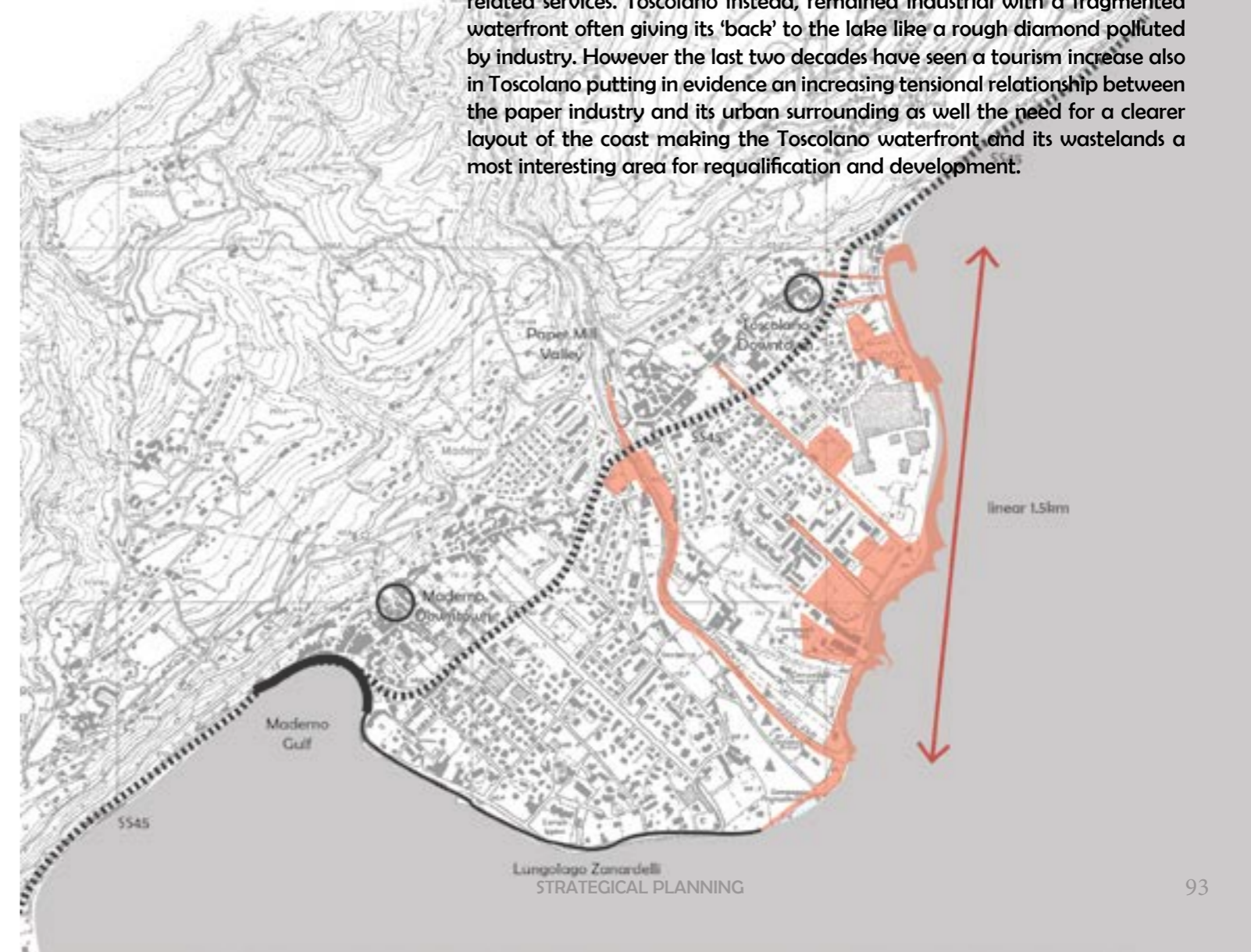
STRATEGICAL PLANNING

ANALYSIS AND STRATEGIES



SITUATION

Toscolano and Maderno developed historically as two separate centers around their ports and the base of the mountain slope each one in the corner of the promontory which is divided in the middle by the river. The promontory was used for cultivation and in Toscolano's case also for industries which continued up the river. The urban sprawl of the previous century brought the two towns together and along the promontory most of the parallel agricultural patterns became asphalt streets. Maderno was quicker than Toscolano to adapt its exceptional landscape to the new rising tourism economy in the Lake of Garda by furnishing its coast with hotels, promenades, and waterfront related services. Toscolano instead, remained industrial with a fragmented waterfront often giving its 'back' to the lake like a rough diamond polluted by industry. However the last two decades have seen a tourism increase also in Toscolano putting in evidence an increasing tensional relationship between the paper industry and its urban surrounding as well the need for a clearer layout of the coast making the Toscolano waterfront and its wastelands a most interesting area for requalification and development.





ACCESSIBILITY



POOR PEDESTRIAN SPACE



ABANDONED BUILDINGS



PROBLEMATIC INDUSTRIAL ZONING



WASTELAND



POOR FACILITIES



FENCES AND BUFFER



POOR PUBLIC SPACE



BORDERS



EMPTY LAND



EMPTY BUILDINGS



POOR MAINTENANCE



INADEQUATE DOCKS



ABANDONED WATERFRONT



LACK OF CONTINUITY



ARCHEOLOGICAL SITE



ARCHEOLOGICAL SITE



LEMON HOUSES



NATURAL PUBLIC BEACH



RADERMILL VALLEY



TOSCOLANO PORT



FERRY BOATS



PRIVATE BEACH



EXCEPTIONAL LANDSCAPE



CAMPING



HISTORICAL BUILDINGS



LUNGOLAGO ZANARDELLI PROMENADE



GARDENS

NEGATIVES

POSITIVES



CORRIDOR AND PROMENADE



OBJECTIVE
 Give the waterfront continuity with pedestrian and bicycle lanes
 Connect, improve, and create areas of interest along this path. Identify and improve inner connections with visuals to the lake.

- Waterfront nodes
- existing bike/pedestrian lane
- ⋯ project bike/pedestrian lane
- existing pedestrian lane
- ⋯ project pedestrian lane
- reinforce inner connections
- state highway
- existing
- some problems
- non existant or problematic



STRENGTHS

Waterfront location
 River landscape value. Existing project
 Concentration of valuable public spaces
 Nearby Toscolano road artery provides good accessibility and linear parking space
 Nearby weekly market area provides urban density and visibility
 olive spot facing the waterfront, town memory.
 archeological site of increasing importance. project in elaboration phase
 beauty and importance of Tocolano Maderno Port. Requalification project followed.
 valuable Church of Toscolano port

WEAKNESSES

concentration of wasteland areas and edges in the waterfront
 River as a limiting edge dividing developed from non-developed waterfront. limited accessibility
 concentration of wasteland areas (disposal center)
 abandoned buildings or in decay (circolo vela e area +39)
 port area and sail center in decay
 many industrial zone edges and property issues
 neglected public waterfront area in front of the industrial zone
 physical barriers property of the paper industry interrupting the waterfront.
 Original Paper industry port in decay. No longer need for immediate contact with water.
 olive spot in decay, unattractive, separated by road and parking from the waterfront.
 disposal center and paper industry blocking the road pattern continuity.
 Sail center in decay. Poor infrastructure for tourists

OPPORTUNITIES

River as a communicator. linear riverfront park with bike/pedestrian connection to the papermill valley and regional mountain park and in-the-middle "stops" like historical city centers and public and private service areas.
 Olive spot as potential attractiveness and complementing connection to the waterfront.
 pedestrian connection improvement to Camping sites and Maderno Waterfront
 abandoned buildings or in decay belonging as possible development areas
 Toscolano port area and sail center in decay requalification
 Funding from higher degree organizations, private and public fundings.
 potential collaboration with the paper industry for the public use of private service facilities such as port, and recreational areas.
 potential connection to Archeological site and Toscolano Historical port
 flexible progressive project
 Development of nature-based attractions
 Education/interpretation of natural attractions
 Marine infrastructure
 Night time entertainment
 Events infrastructure
 Leverage off World Heritage sites
 National Landscape opportunities
 Secure land for future tourism development
 Islands (access & connectivity)
 Master planning for major tourist precincts
 Develop 5-6* hotels and international brands to attract high yield visitors
 Niche market development – sports tourism, medical, cultural
 tourism, food and wine, recreation, tracks & trails, adventure
 Integrated Water transport
 Utilise new distribution networks (eg. Social networking sites, blogs)
 Hosting incoming events
 Capitalisation on resource boom (ride in/ride out)

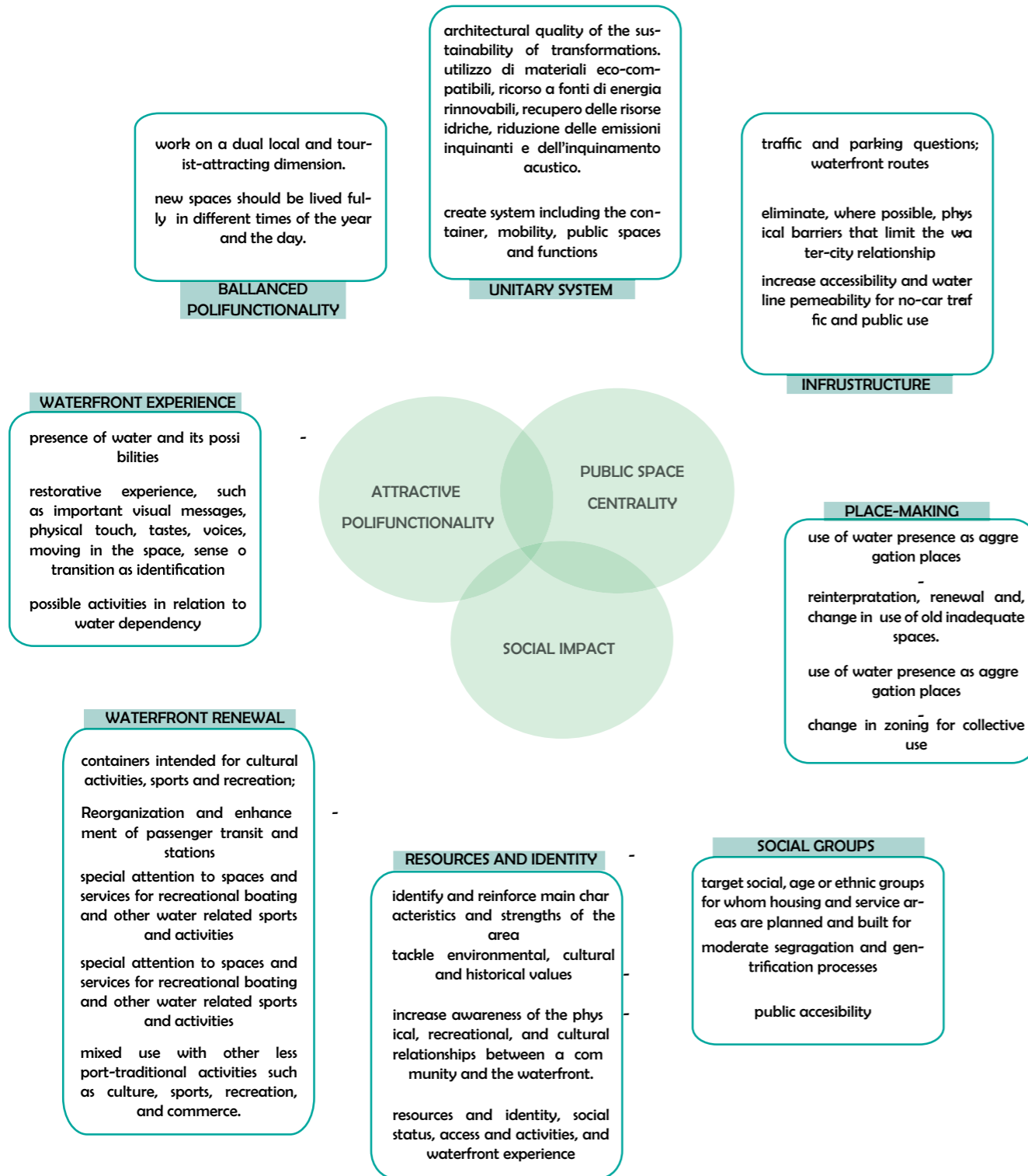
THREATS

Loss of land for future tourism developments
 Environmental degradation and poor environmental awareness
 Loss of quality of life
 Failure to meet service standards
 Access and visitor infrastructure in National Parks
 Waterways redevelopment
 New/emerging competitor destinations
 Community support
 Rising value of property tax for locals
 Airport curfews and air access
 no nearby air access
 uneven density generated and stole from competitive areas of urban value.
 Domestic holiday trends – Italy taking fewer holidays, for shorter periods and to overseas destinations
 Skills and employment shortages
 Internal transport congestion and parking problems
 Need for master planning for park assets
 Shortage of cultural/arts/entertainment activities
 Community support/understanding of tourism development
 Inadequate provision of dedicated sites for tourism

STRATEGIES

Continuos and Secuential landscape along the waterfront
 Capitalize on the uniqueness of character and location to create a distinctive environment
 Exploit waterfront revitalization through mixed use development recreational-leisure
 Create quality urban spaces through adequate accessibility, density, mix of uses, integration, and vitality
 Increase landscape awareness





CONCLUSION

Both local and worldwide experiences demonstrate with facts there isn't a single solution to approach waterfront renewal. In the case of Bilbao, the post-Industrial Guggenheim with its formal complexity and dimensions played a key role in the city's branding strategy. In Barcellona, a totalizing renewal with many more transformations than just commerce in the ancient Port area. In Genoa a mix of traditional functions with new ones. In Rio di Janeiro a masterly use of landscaping techniques, and so on. Each context encompasses specific cultural and territorial characteristics making the best out of them.

All the sights however do share something in common which is the will to 'brand' themselves for the sake of attracting people in addition to providing living, working, leisure or other special areas for the local community. and in this branding also temporary activities and great 'events' play a key role.

In spite of its dimensions Toscolano Maderno reenters perfectly in this reality. In its own scale Toscolano-Maderno's economy grows everyday more dependant on a Tourism economy and is also running a branding race in the hope of attracting capital with nearby Garda lake towns as competitors but also as allies in a larger regional scheme. Understanding the need for a high integration of the city with water, specially in a landscape jewel like the lake of Garda, is key for a strategical tourism-oriented development. During the Waterfront survey the clearest problems of integration with water emerged In the Northern side of the promontory between the River and the old Toscolano Port mainly in the working and leisure areas and only a few residential units. Clearly the most problematic is the paper industry considering its often tensional relationship with the surrounding Urban tissue, the poor water frontage and the unused port. However many other nuisances such as abandoned buildings, wastelands, emptiness and lack of maintenance were identified at the waterfront making it a most interesting area for requalification and development.

The strategical planning plans and tables aim for a general masterplan which not only gives continuity to the waterfront which also improves accessibility and urban quality of existing valuable environmental, cultural and historical assets such as the historical downtown, the roman villa, the river, the regional natural park and the industrial archeology with sustainable, mix-use, and recreational oriented solutions that benefit both the tourist economy and its inhabitants.



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