

Estratégias de Reabilitação para Centros Históricos



Manaus

Planejamento Urbano

Instituto Municipal



LOCALIZAÇÃO – REGIÃO METROPOLITANA



+NEGÓCIOS



+HISTÓRIA



+VIDA

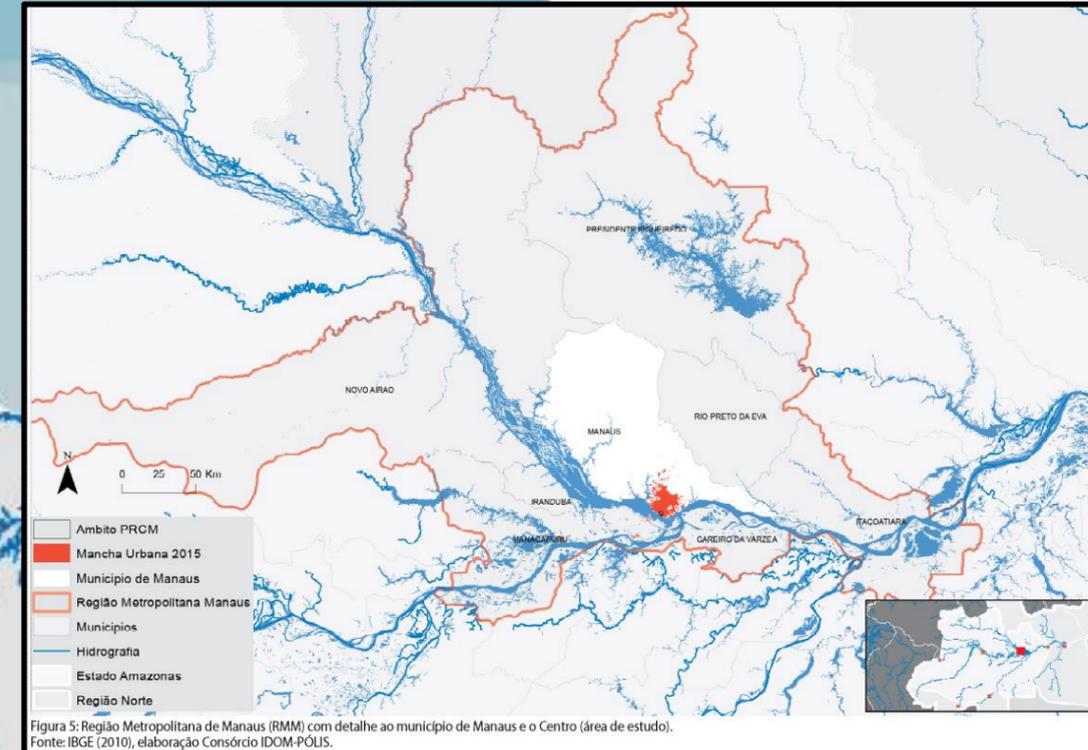
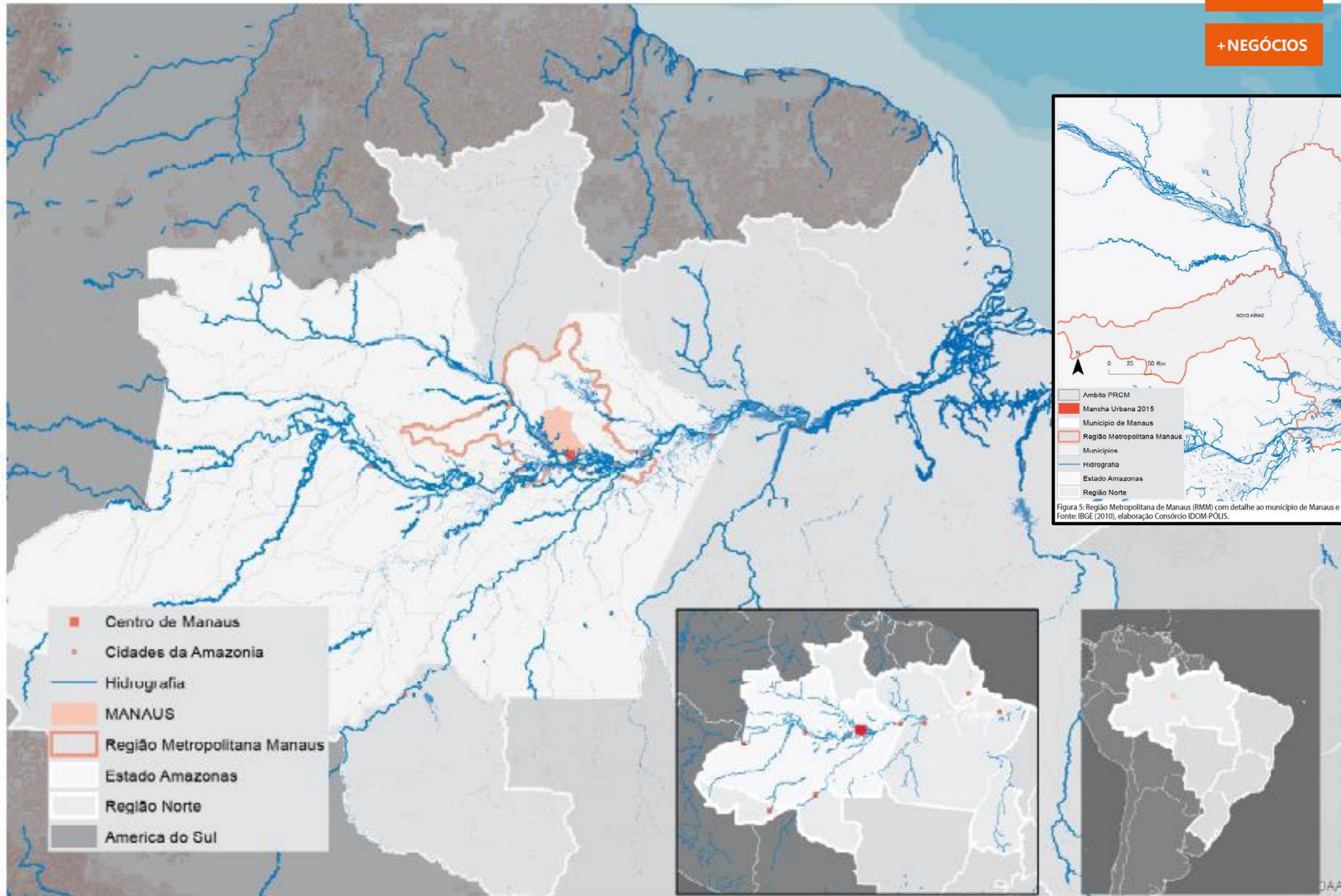


Figura 5: Região Metropolitana de Manaus (RMM) com detalhe ao município de Manaus e o Centro (área de estudo).
Fonte: IBGE (2010), elaboração Consórcio IDOM-PÓLIS.

MUNICÍPIO DE MANAUS
ÁREA TOTAL= 11.400 km²
ÁREA URBANA = 427 km²

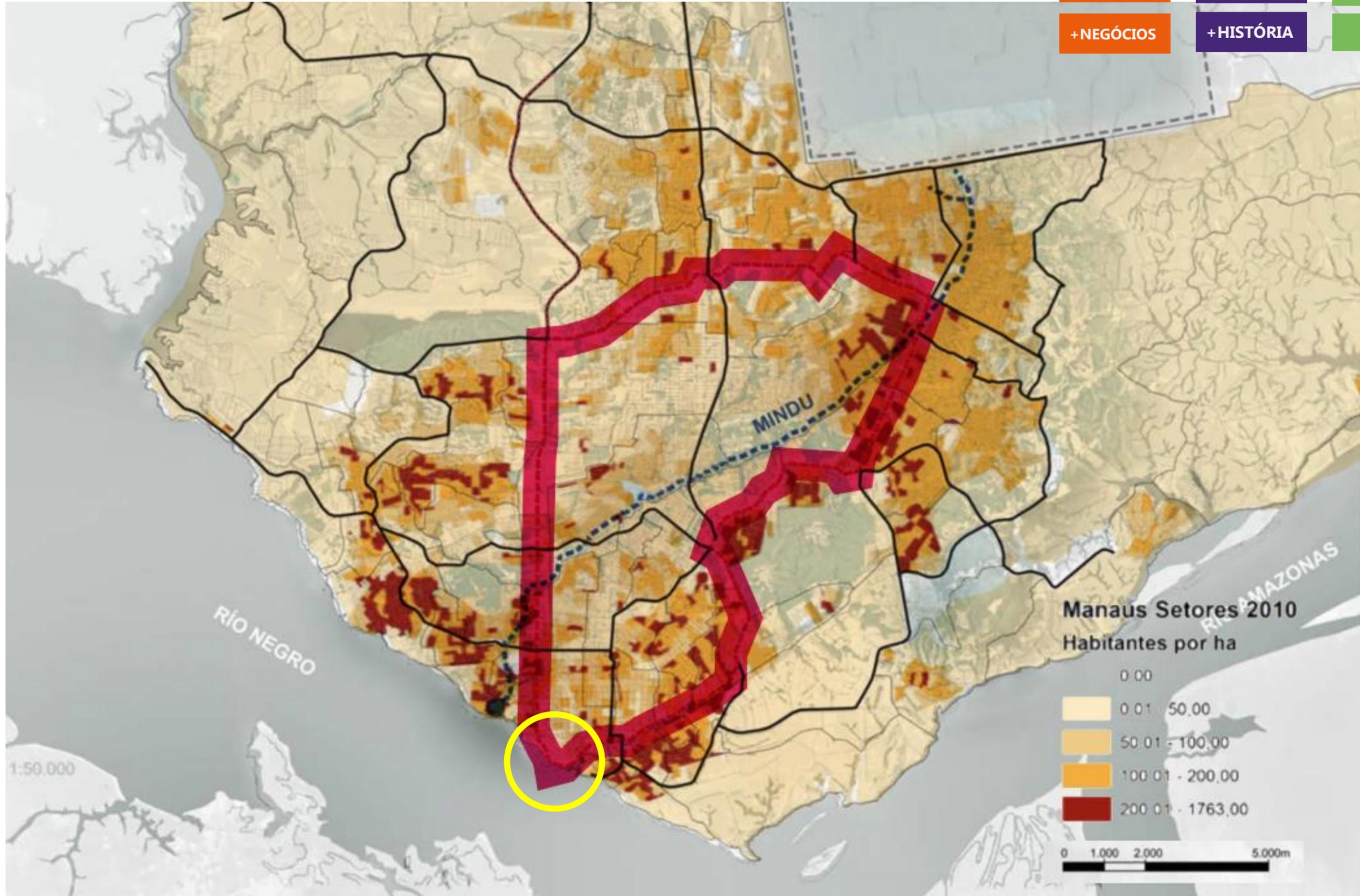
Figura 1: Localização de Manaus e da Região Metropolitana de Manaus (RMM) na rede de Cidades da Região Norte.
Fonte: IBGE (2010) e BRASIL (2006), elaboração Consórcio IDOM-PÓLIS..



ÁREA URBANA – DENSIDADES / INFRAESTRUTURA URBANA

Navigation and information icons:

- Orange icon: >>>
- Dark purple icon: Person
- Green icon: Clover
- Orange button: +NEGÓCIOS
- Dark purple button: +HISTÓRIA
- Green button: +VIDA



ÁREA CENTRAL – DENSIDADES



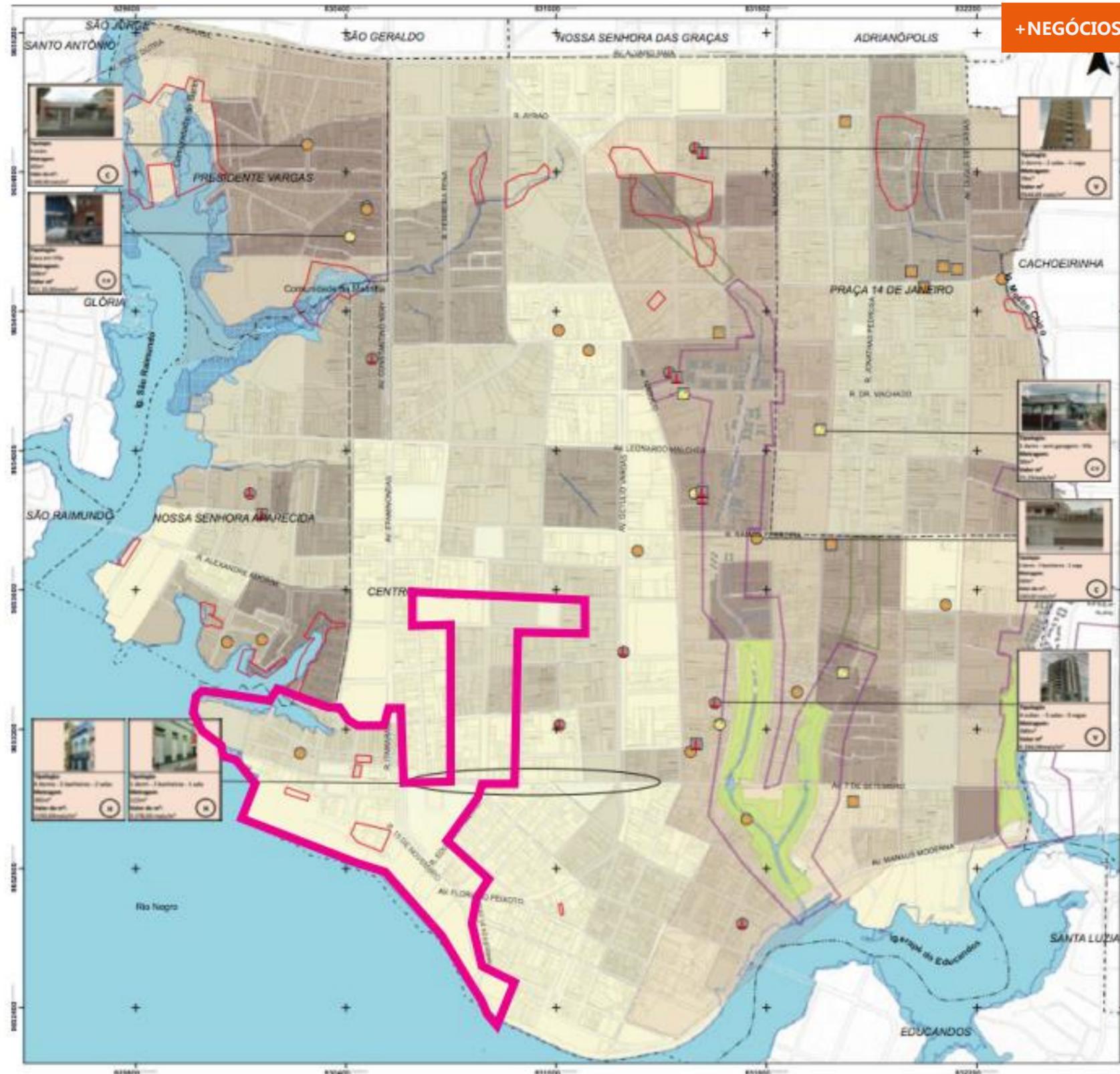
+NEGÓCIOS



+HISTÓRIA



+VIDA



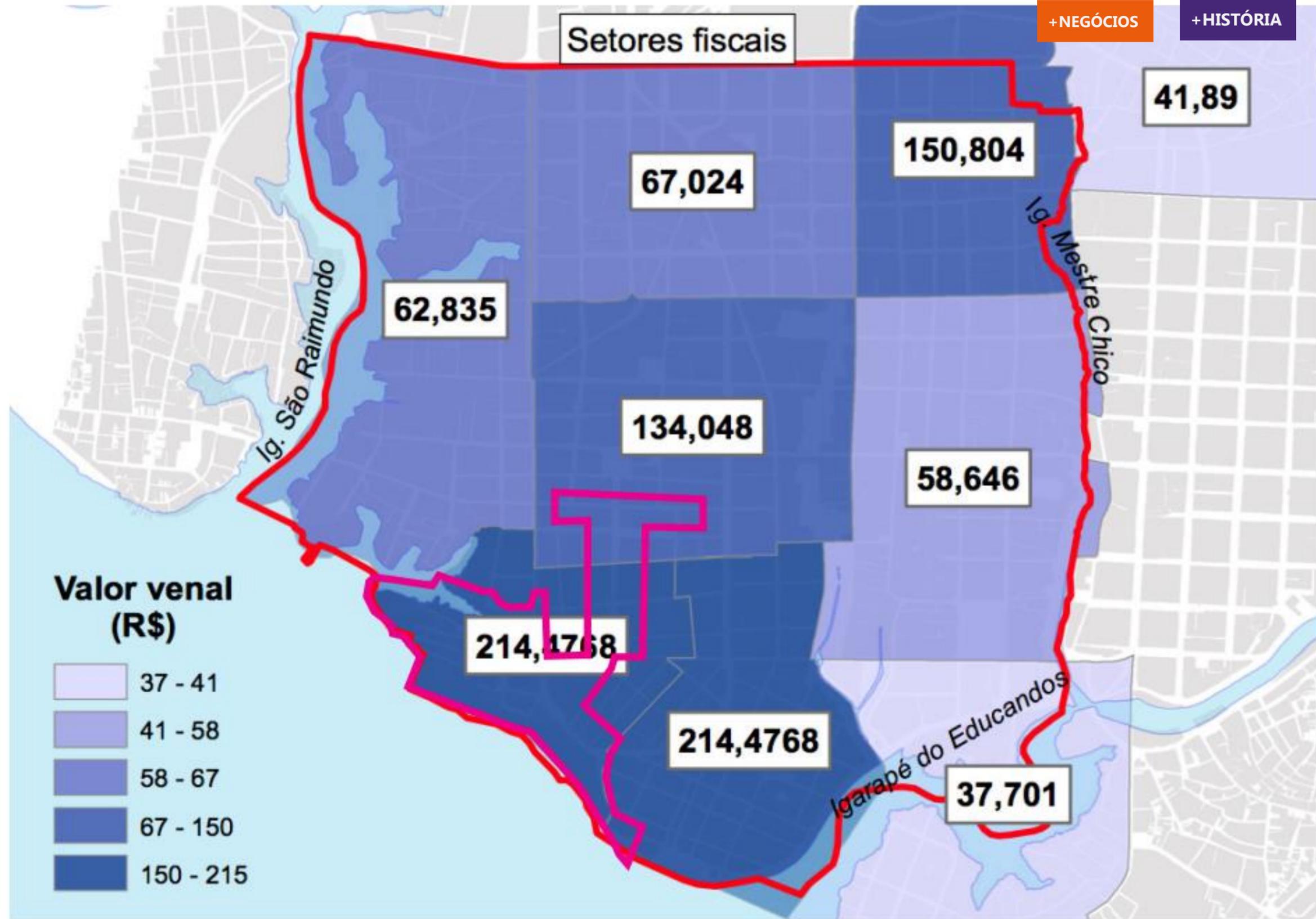
ÁREA CENTRAL – VALORES VENAIS



+NEGÓCIOS

+HISTÓRIA

+VIDA



IMÓVEIS ABANDONADOS – HABITACIONAL E OUTROS USOS



+NEGÓCIOS **+HISTÓRIA** **+VIDA**

QUADRANTE 1 - 14 IMÓVEIS

HABITACIONAL E OUTROS			
ITEM	NÚMERO DO LOTE	ÁREA CONSTRUIDA (m²)	TIPO DE UTILIZAÇÃO
1	132	1629,63	HABITACIONAL
2	58	120,00	OUTROS
3	135	180,00	OUTROS
4	62	220,00	OUTROS
5	48	235,00	HABITACIONAL
6	61	400,00	OUTROS
7	96	520,00	OUTROS
8	40,41	298,00	HABITACIONAL
9	42	472,00	OUTROS
10	103	315,00	OUTROS
11	137	240,00	OUTROS
12	85	542,00	OUTROS
13	84	350,00	HABITACIONAL
14	80	516,00	HABITACIONAL

QUADRANTE 2 - 5 IMÓVEIS

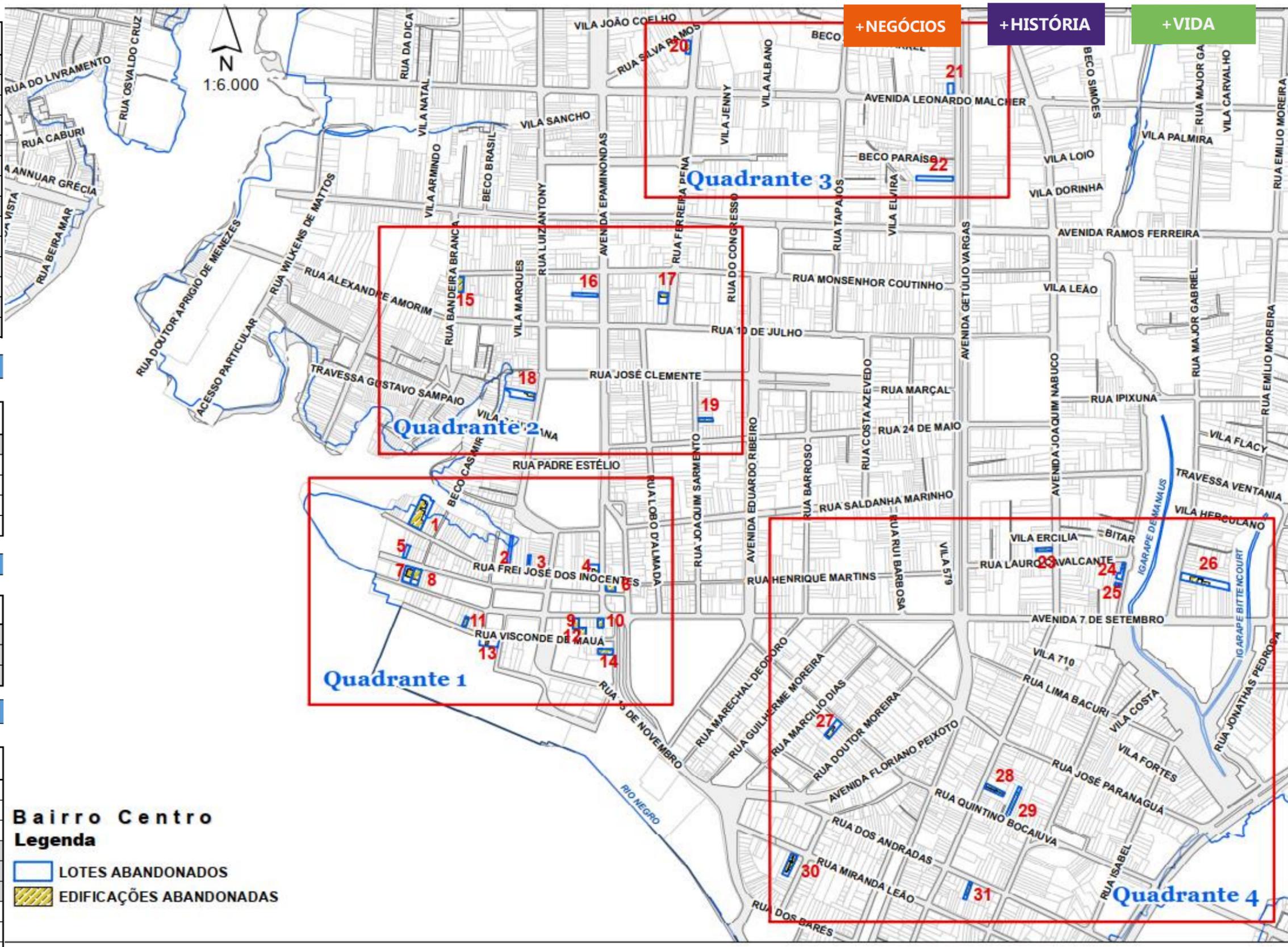
HABITACIONAL E OUTROS			
ITEM	NÚMERO DO LOTE	ÁREA CONSTRUIDA (m²)	TIPO DE UTILIZAÇÃO
15	76	640,00	HABITACIONAL
16	28	350,00	OUTROS
17	53	300,00	OUTROS
18	10	300,00	OUTROS
19	63	170,00	OUTROS

QUADRANTE 3 - 3 IMÓVEIS

HABITACIONAL E OUTROS			
ITEM	NÚMERO DO LOTE	ÁREA CONSTRUIDA (m²)	TIPO DE UTILIZAÇÃO
20	55	380,00	HABITACIONAL
21	66	420,00	HABITACIONAL
22	30	800,00	HABITACIONAL

QUADRANTE 4 - 9 IMÓVEIS

HABITACIONAL E OUTROS			
ITEM	NÚMERO DO LOTE	ÁREA CONSTRUIDA (m²)	TIPO DE UTILIZAÇÃO
23	36	210,00	OUTROS
24	88	70,00	OUTROS
25	87	70,00	OUTROS
26	69	800,00	HABITACIONAL
27	79	1250,00	HABITACIONAL
28	32	350,00	HABITACIONAL
29	105	230,00	OUTROS
30	72	260,00	OUTROS
31	50	130,00	OUTROS



IMÓVEIS ABANDONADOS – QUADRANTE 1

○ PARA USO HABITACIONAL



+NEGÓCIOS

+HISTÓRIA

+VIDA



1
Rua Frei José dos Inocentes
Área aprox. lote 1484,12 m²



2
Rua Frei José dos Inocentes
Área aprox. lote 315,38 m²
Sem edificação, consta somente
parede da fachada



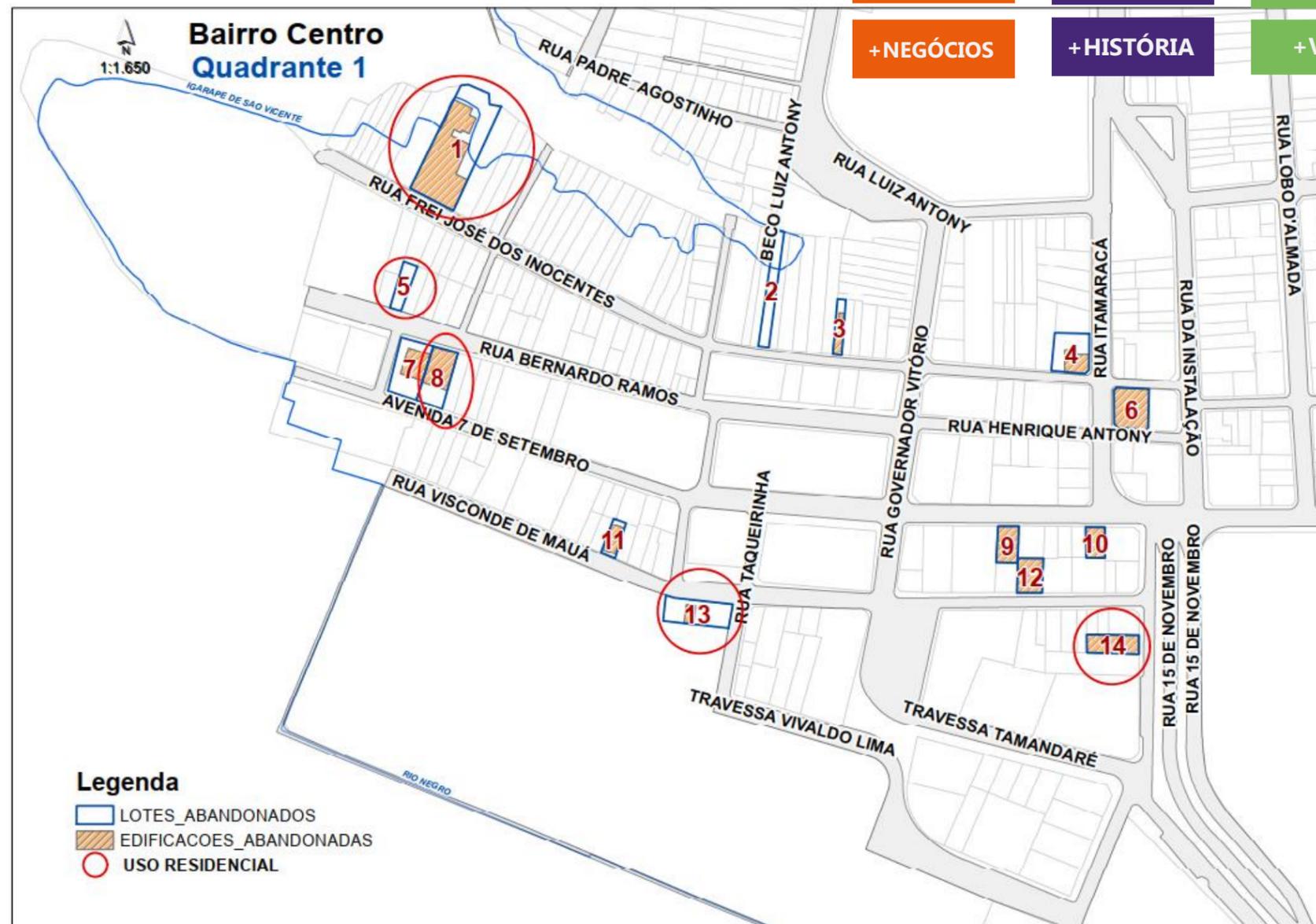
3
Rua Bernardo Ramos - Centro
Área aprox. lote 127,21m²



4
Rua Frei José dos Inocentes
Área aprox. lote 380,71 m²



5
Rua Bernardo Ramos
Área aprox. lote 167,50 m²
Sem edificação,
consta somente
parede fachada



ÁREA PORTUÁRIA – DÉCADA DE 1970



Figura 17: Cidade Flutuante junto ao centro de Manaus.
Fonte: IMPLURB.



ÁREA PORTUÁRIA – ATUALMENTE



+NEGÓCIOS



+HISTÓRIA



+VIDA



Figura 106:Foto da Orla do Centro de Manaus.
Fonte: IMPLURB.



PROGRAMA NOSSO CENTRO



+NEGÓCIOS



+HISTÓRIA



+VIDA



...E O CENTRO PARA AS PESSOAS



14: Visão futura para o Centro de Manaus.
Fonte: Elaboração Consórcio IDOM-PÓLIS.



PROGRAMA NOSSO CENTRO – AV. EDUARDO RIBEIRO (2013)


+NEGÓCIOS


+HISTÓRIA


+VIDA



PROGRAMA NOSSO CENTRO – AV. EDUARDO RIBEIRO (2018)



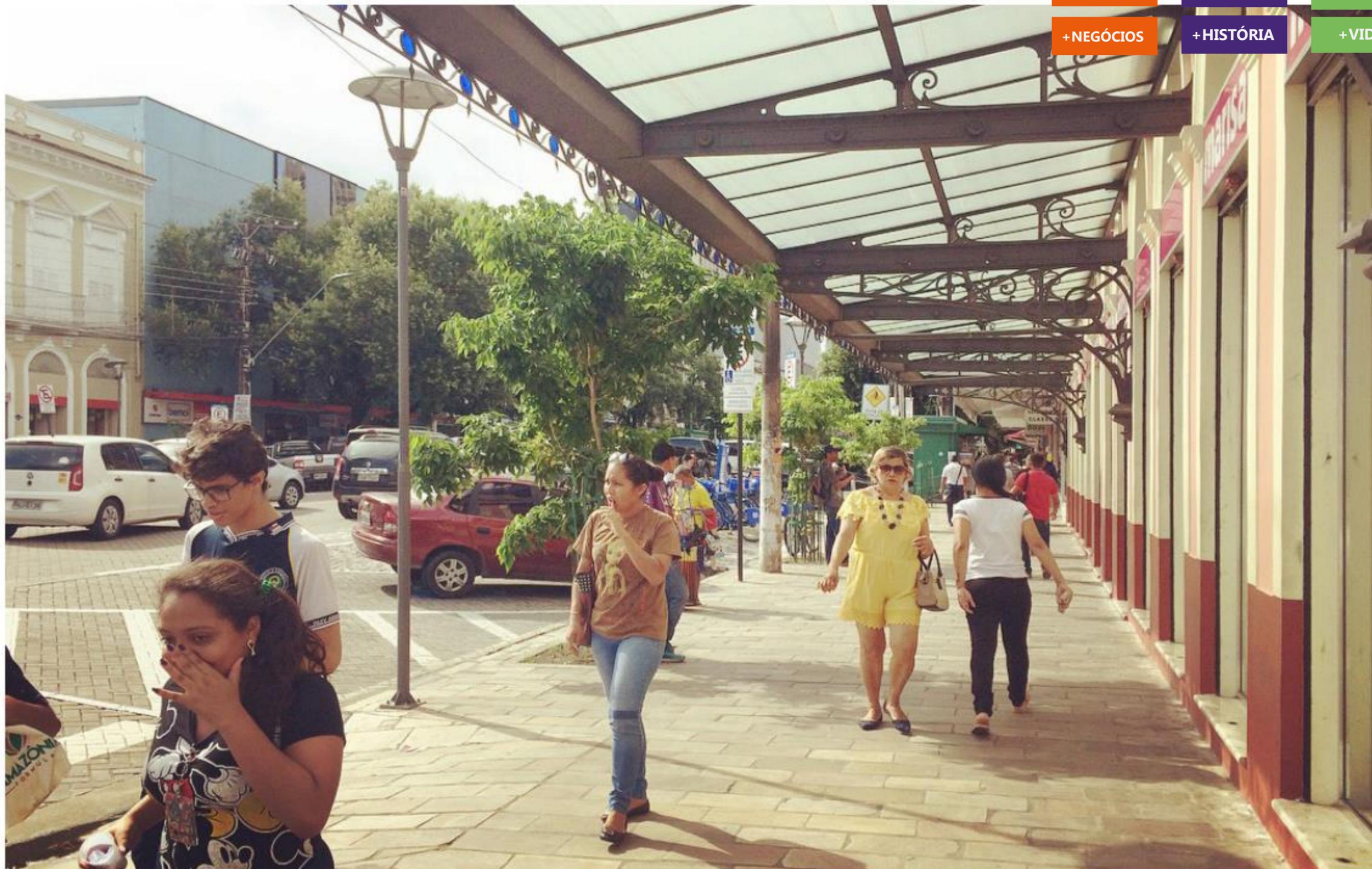
+NEGÓCIOS



+HISTÓRIA



+VIDA



PROGRAMA NOSSO CENTRO – AV. EDUARDO RIBEIRO (2018)



+NEGÓCIOS



+HISTÓRIA



+VIDA



Fotos: Máira Acayaba



Fotos: Máira Acayaba



PROGRAMA NOSSO CENTRO – Praça da Matriz (2012)



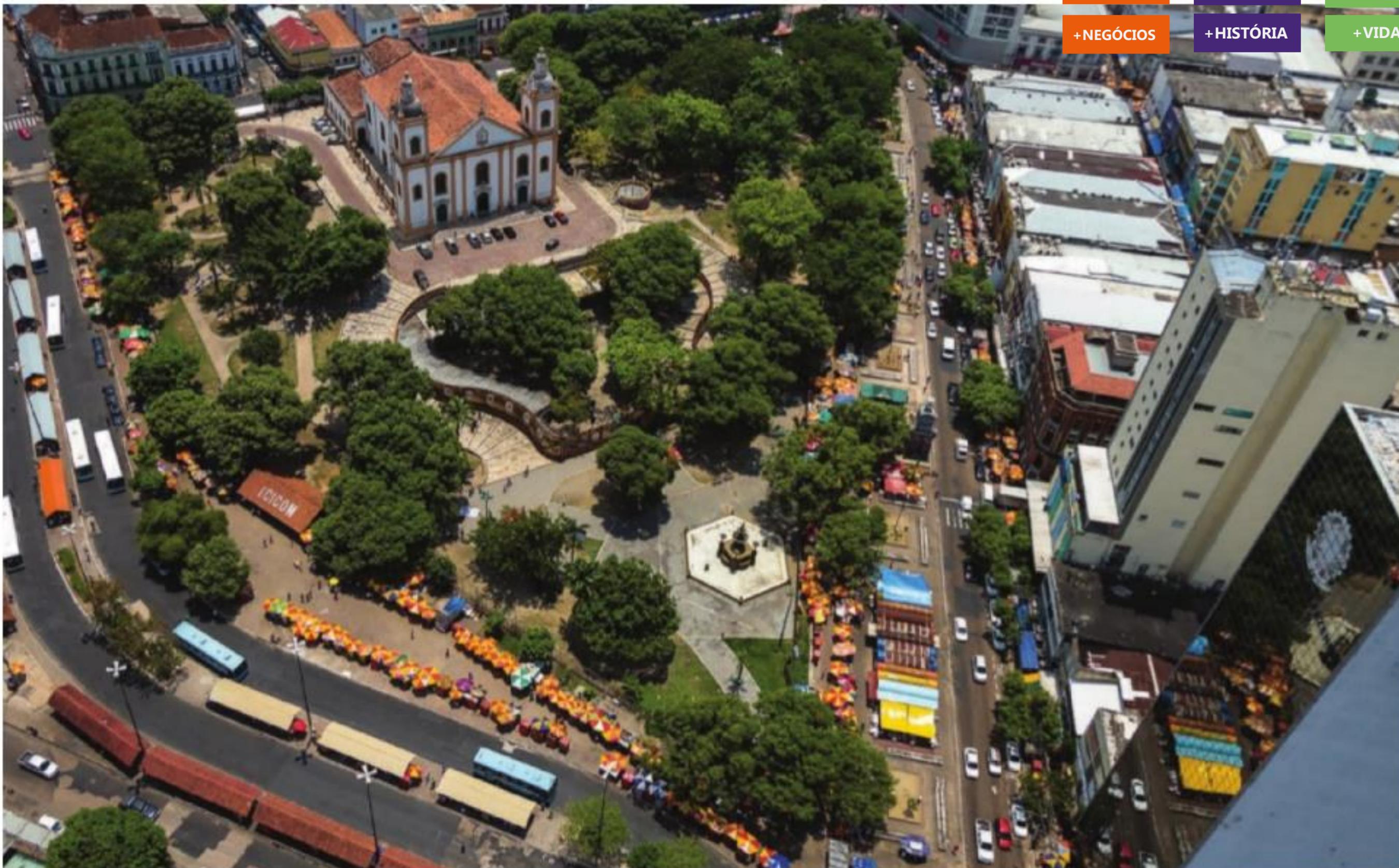
+NEGÓCIOS



+HISTÓRIA



+VIDA



PROGRAMA NOSSO CENTRO – Praça da Matriz (2017)



+NEGÓCIOS



+HISTÓRIA



+VIDA



PROGRAMA NOSSO CENTRO – Praça da Matriz (2017)



+NEGÓCIOS



+HISTÓRIA



+VIDA



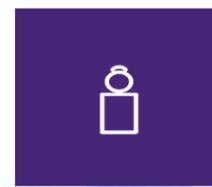
FOTO: LAURENT TROOST



PROGRAMA NOSSO CENTRO – Casarão da Inovação – CASSINA (2017)



+NEGÓCIOS



+HISTÓRIA



+VIDA



Lugar
7325



PROGRAMA NOSSO CENTRO – Casarão da Inovação – CASSINA (2020)



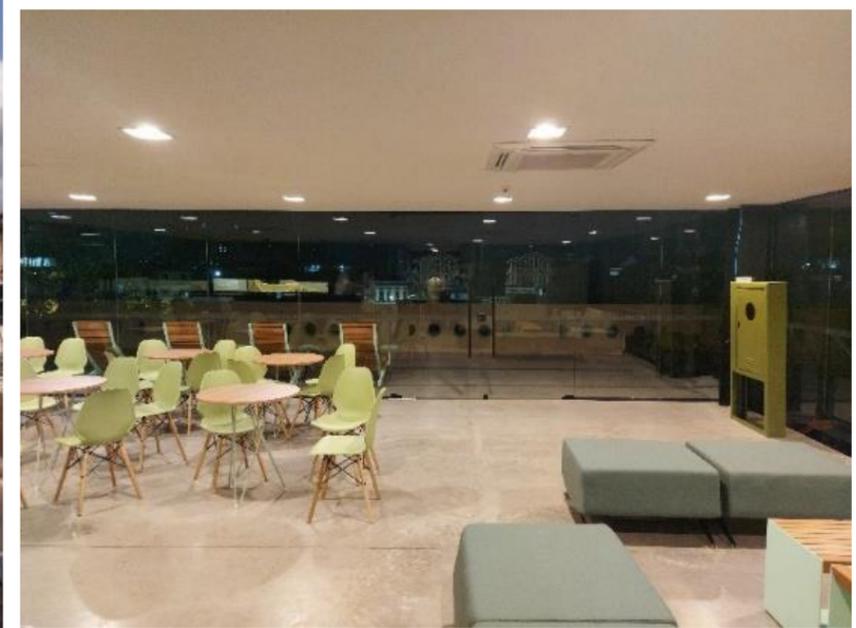
+NEGÓCIOS



+HISTÓRIA



+VIDA



PROGRAMA NOSSO CENTRO – Manual de Placas



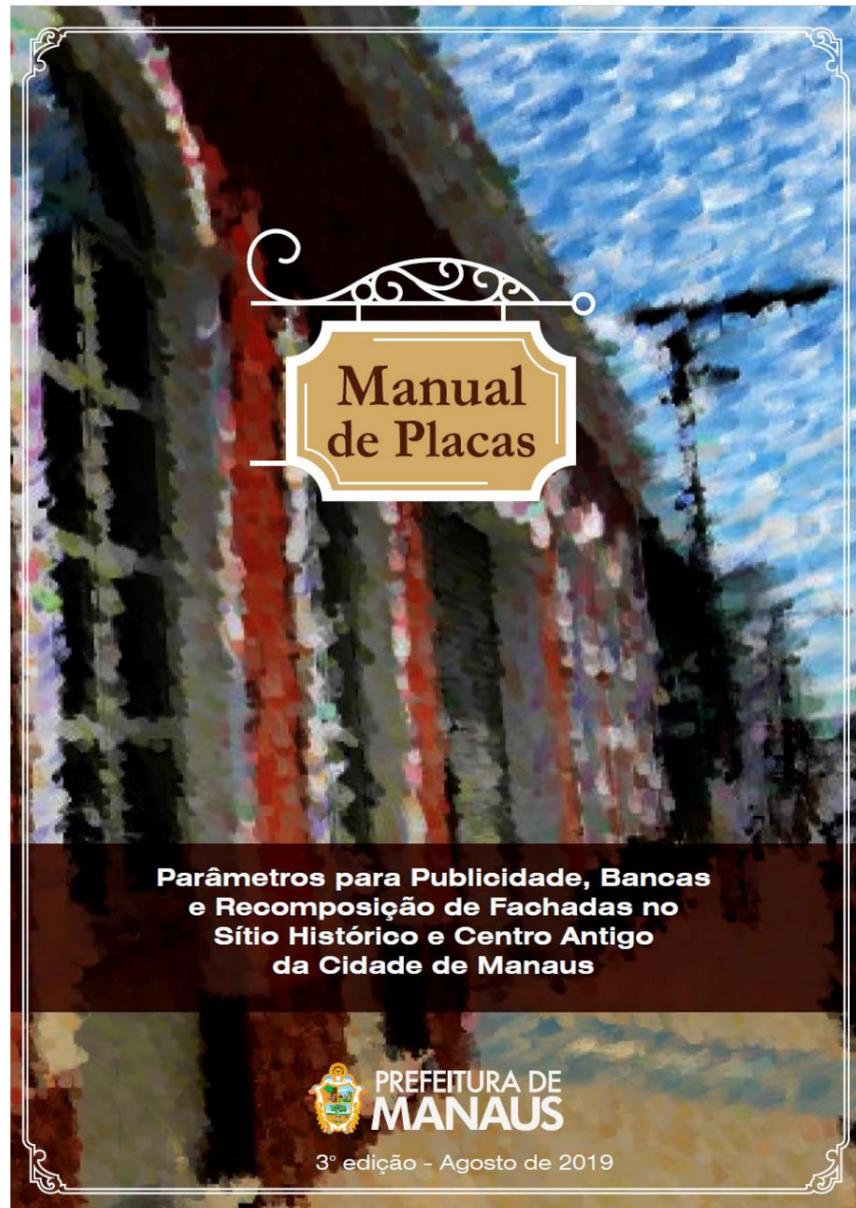
+NEGÓCIOS



+HISTÓRIA



+VIDA



ANTES



DEPOIS



NOSSO CENTRO

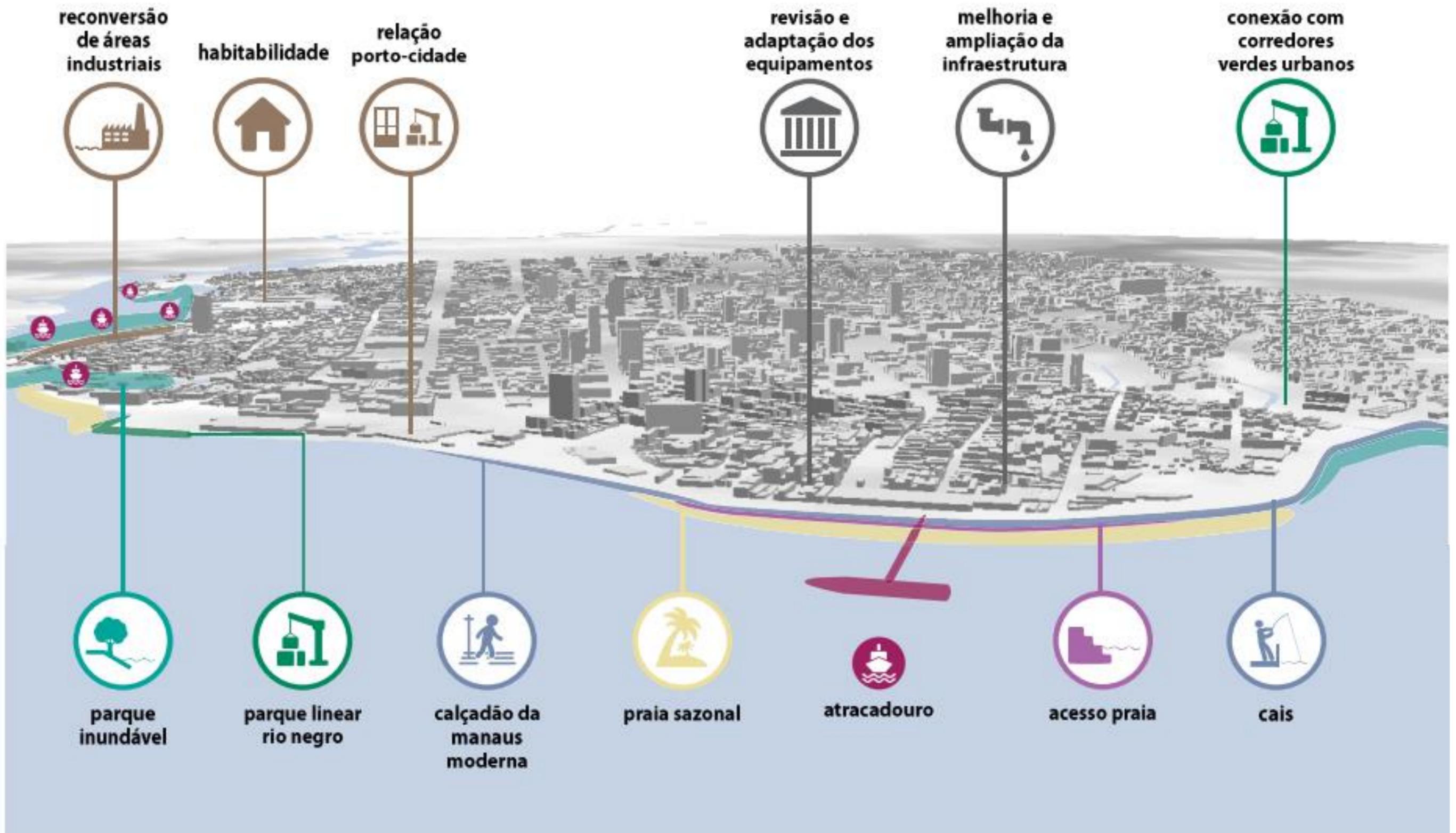


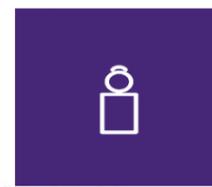
Figura 107: Visão de Futuro para a Orla do Centro de Manaus.
Fonte: Elaboração Consórcio IDOM-PÓLIS.



NOSSO CENTRO – Projetos e Obras na Área Prioritária



+NEGÓCIOS

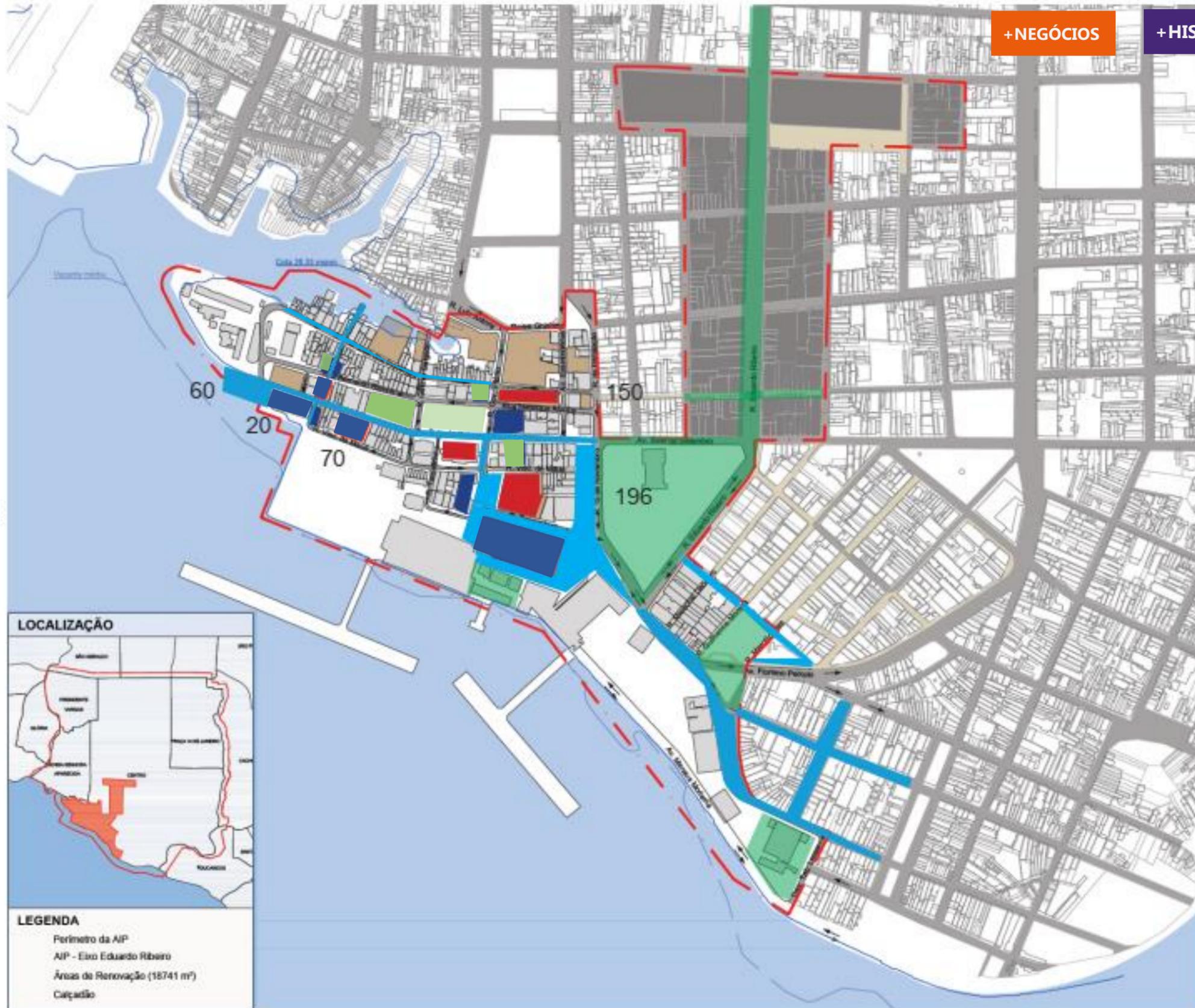


+HISTÓRIA



+VIDA

-  OBRAS ENTREGUES
-  espaço público
-  edificação
- OBRAS E PROJETOS EM ANDAMENTO
-  PROJETOS PRIORITARIOS MERCADO IMOBILIÁRIO



NOSSO CENTRO

MIRANTE E LARGO DA ILHA DE SÃO VICENTE



Mirante e Centro Gastronômico – Operações Turísticas



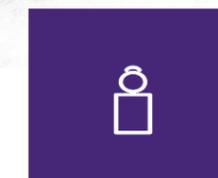
Pier de São Vicente



Largo de São Vicente



+NEGÓCIOS



+HISTÓRIA



+VIDA





Muito Obrigado!





Prefeitura de
Manaus



**Planejamento
Urbano**

Instituto Municipal

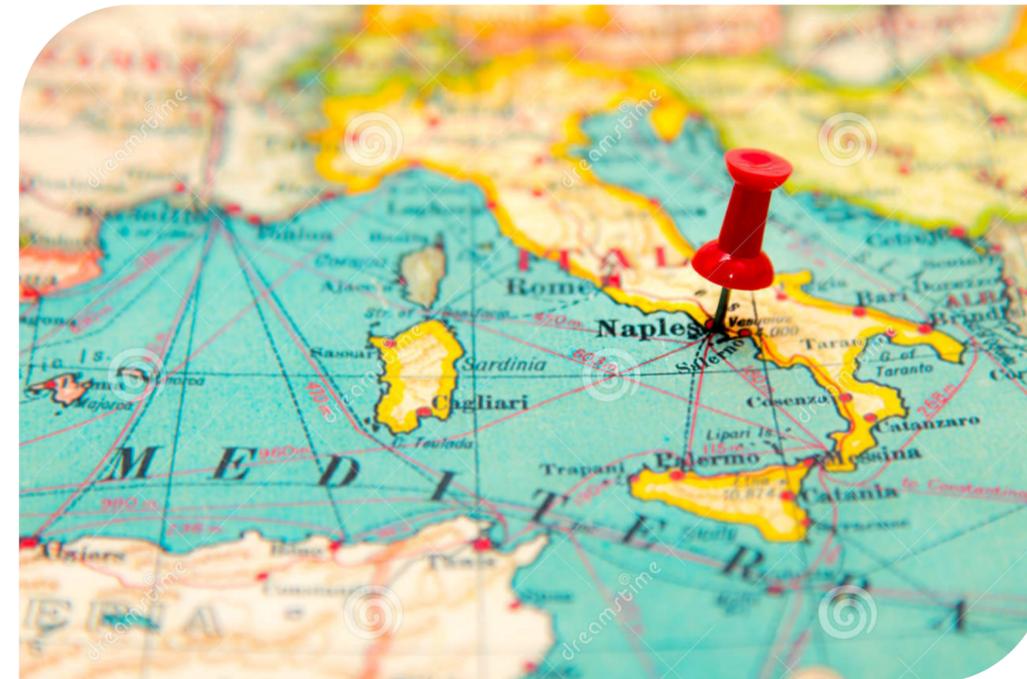
Naples

Public-Community partnerships



Municipality of Naples General Management Technical Area

Nicola Masella: engineer PhD
nicola.masella@comune.napoli.it



IURC PROGRAMME WEBINAR #3: REHABILITATION STRATEGIES FOR HISTORIC CENTRES

Nicola Masella, Municipality of Naples

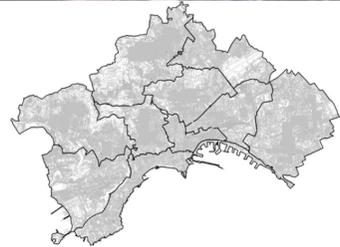
February 24, 2022



urban context



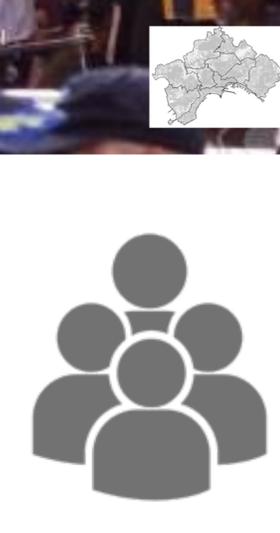
population
The city:
970.185 ab.



area
The city:
117 sq.km



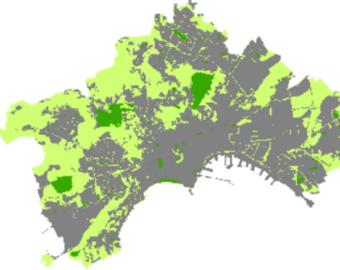
density
The city:
8.292
ab/kmq



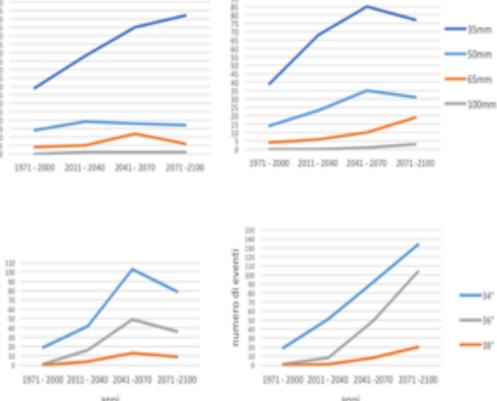
metropolitan context
Pop: 3.012.243 ab.
Area: 1.171 sq.km
Density: 2,572
ab/kmq



urban/green rate
Urban area 74sqkm 60%
Prevalent green surface
39sqkm
Accessible parks and
recreation
5 sqkm (3,9%)



climate indexes
Heat waves &
Extreme
precipitation
(n. of events)
Euro cordex data



URBAN REGENERATION INITIATIVES

URBAN
AGENDA



CIRCULAR
ECONOMY



TOURISM
AND
CULTURE



Municipal initiatives

INIZIATIVA DI RISVEGLIO DAL SONNO DEL COMPLESSO DELLA S.S. TRINITÀ DELLE MONACHE (EX- OSPEDALE MILITARE) A CURA DELL'URBACT LOCAL GROUP

RISVEGLIAMO IL GIGANTE DORMIENTE

MOSTRA ACROSS THE GIANT

- VENERDI 28 APRILE >>> CO-PROGETTAZIONE E VISIONING E INAUGURAZIONE DELLA MOSTRA ACROSS THE GIANT
- SABATO 29 APRILE >>> INCONTRO FORMATIVO DINAMICHE DI ASCOLTO ATTIVO E CONFRONTO CREATIVO
- VENERDI 5 MAGGIO >>> INCONTRO FORMATIVO E SIMULAZIONE DELLO SPAZIO IDEATIVO PARTECIPATO / OPEN SPACE TECHNOLOGY
- SABATO 13 MAGGIO PASSAGGI (IN) POSSIBILI I, PASSEGGIATA DI QUARTIERE E PASSEGGIATA CON "TEATRO AZIONE", FOOD+DRINK
- DOMENICA 14 MAGGIO KUNDALINI YOGA E SAT NAM RASAYAN, LABORATORI PER BAMBINI E DANZE POPOLARI, FOOD+DRINK
- SABATO 20 MAGGIO PASSAGGI (IN) POSSIBILI I E LABORATORI PER BAMBINI, FOOD+DRINK
- DOMENICA 21 MAGGIO KUNDALINI YOGA E SAT NAM RASAYAN, PASSAGGI (IN) POSSIBILI, HAPPY HOUR QUARTIERI SPAGNOLI, CAPOEIRA, FOOD+DRINK
- SABATO 27 MAGGIO >>> SPAZIO IDEATIVO PARTECIPATO / OPEN SPACE TECHNOLOGY



PROGETTO 2ND CHANCE "WAKING UP THE SLEEPING GIANTS" | URBACT III

Civic initiatives



IURC PROGRAMME WEBINAR #3: REHABILITATION STRATEGIES FOR HISTORIC CENTRES

Nicola Masella, Municipality of Naples

February 24, 2022



REACTIVATION OF *SS. TRINITÀ DELLE MONACHE* COMPLEX

In the framework of the EU-URBACT *2ndChance* project- the city of Naples focused on the reactivation of the *Santissima Trinità delle Monache* complex, a monastery built between 1608 and 1621, transformed into a military hospital in 1807 during French occupation. This use was maintained until 1992, when the complex was abandoned.

The complex covers a surface of 25.000 m², most of which are green areas and internal courtyards.



REACTIVATION OF SS. TRINITÀ DELLE MONACHE COMPLEX



From an urban point of view, the complex has a strategic position, in relation to the potential vertical connections between the “lower” city (Montesanto district and the ancient town) and the “upper” city (Corso Vittorio Emanuele, San Martino hill and Sant’Elmo castle).

Moreover, it constitutes a large public space with an interesting endowment of green areas, located in the heart of a dense urban pattern, scarcely provided with collective services, infrastructures, parks and other public spaces. At the same time, the territory is rich in initiatives aimed at the “bottom-up” redevelopment of the area through the participation of the local communities.

municipal initiatives



MAPA
MUSEO DI ARTE INDUSTRIALE DI PROGETTAZIONE ARCHITETTURA
Programma di internazionalizzazione dei corsi di studio gestito da
Censis e Compagnia di San Paolo

**WORKSHOP INTERNAZIONALE
DI PROGETTAZIONE**

PROGETTO PER L'EX OSPEDALE MILITARE, NAPOLI
GUSTAVO ADOLFO CARABAJAL | FAFYD DE ROSARIO - ARGENTINA

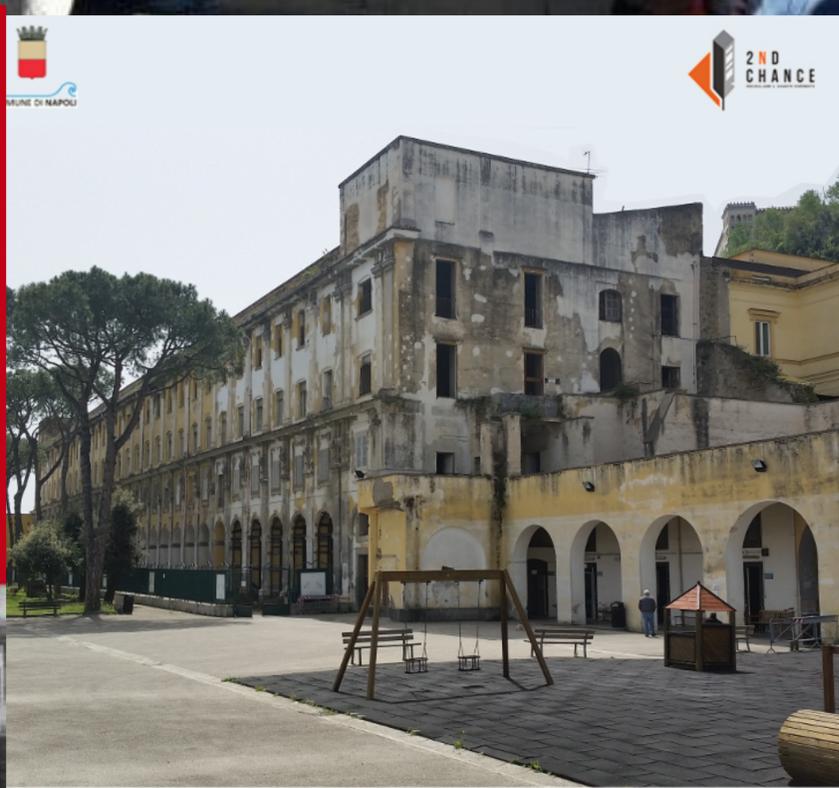
APERTURA DEI LAVORI del WSHF - 23 gennaio 2017 - ore 9.30 - AULA SL 4.3
Salotti | Riccardo Fiorio - Coordinatore Corso di Laurea MAPA
Introduzione al WSHF | Gustavo Adolfo Carabajal
Introduzione al tema | Argelia D'Agostino

CHIUSURA DEI LAVORI del WSHF - 30 gennaio 2017 - ore 11.30 - AULA SL 4.3
3044 | Ignazio Lindeström (inviting professor)
Renato Capozzi, Argelia D'Agostino, Carlo Mascia, Penia Scala, Federica Viviani

DIPARTIMENTO DI ARCHITETTURA
VIA FORNO VECCHIO, 36 - NAPOLI
AULA SL 4.3
23 - 30 gennaio 2017

Info: Massimo.Sannicola@uni-napoli.it

ARCA



RISVEGLIARE IL GIGANTE DORMIENTE
progetto "2nd Chance - waking up the sleeping giants", programma URBACT III 2014-2020

ASSEMBLEA PUBBLICA

venerdì 18 Novembre 2016 ore 15.30 presso il complesso della Ss Trinità delle Monache (ex-Ospedale Militare), Palazzetto URBAN, Vico Trinità delle Monache.



OPEN CALL to express the interest to join the ULG

VISIONING



Brainstorming / Co-Design workshops

VISIONING

INIZIATIVA DI RISVEGLIO DAL SONNO DEL COMPLESSO DELLA SS. TRINITÀ DELLE MONACHE (EX- OSPEDALE MILITARE) A CURA DELL'URBACT LOCAL GROUP



RISVEGLIAMO IL GIGANTE DORMIENTE

--- MOSTRA ACROSS THE GIANT ---

- VENERDI 28 APRILE >>> CO-PROGETTAZIONE E VISIONING E INAUGURAZIONE DELLA MOSTRA ACROSS THE GIANT
- SABATO 29 APRILE >>> INCONTRO FORMATIVO DINAMICHE DI ASCOLTO ATTIVO E CONFRONTO CREATIVO
- VENERDI 5 MAGGIO >>> INCONTRO FORMATIVO E SIMULAZIONE DELLO SPAZIO IDEATIVO PARTECIPATO / OPEN SPACE TECHNOLOGY
- SABATO 13 MAGGIO PASSAGGI (IN) POSSIBILI, PASSEGGIATA DI QUARTIERE E PASSEGGIATA CON "TEATRO AZIONE", FOOD+DRINK
- DOMENICA 14 MAGGIO KUNDALINI YOGA E SAT NAM RASAYAN, LABORATORI PER BAMBINI E DANZE POPOLARI, FOOD+DRINK
- SABATO 20 MAGGIO PASSAGGI (IN) POSSIBILI E LABORATORI PER BAMBINI, FOOD+DRINK
- DOMENICA 21 MAGGIO KUNDALINI YOGA E SAT NAM RASAYAN, PASSAGGI (IN) POSSIBILI, HAPPY HOUR QUARTIERI SPAGNOLI, CAPOEIRA, FOOD+DRINK
- SABATO 27 MAGGIO >>> SPAZIO IDEATIVO PARTECIPATO / OPEN SPACE TECHNOLOGY



PROGETTO 2ND CHANCE "WAKING UP THE SLEEPING GIANTS" | URBACT III

Open space technology

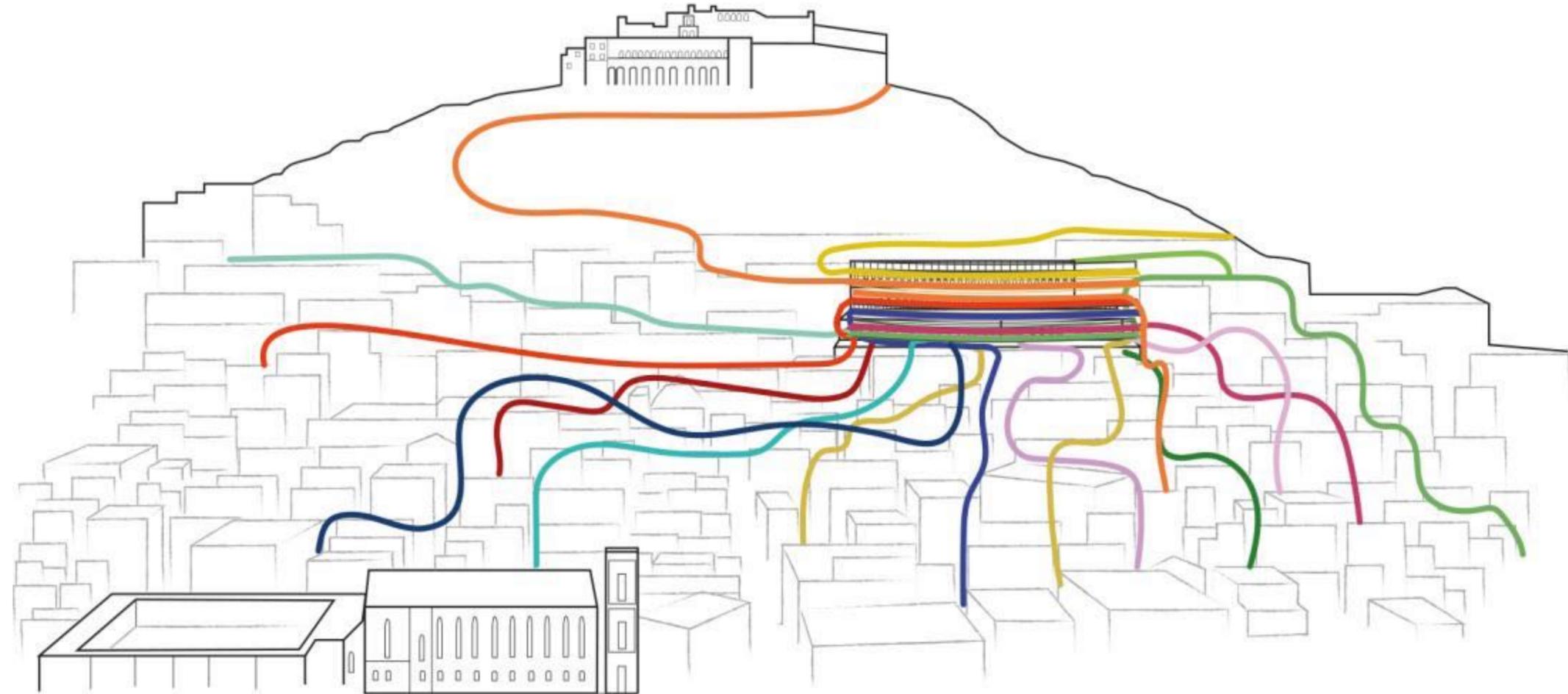
IURC PROGRAMME WEBINAR #3: REHABILITATION STRATEGIES FOR HISTORIC CENTRES

Nicola Masella, Municipality of Naples

February 24, 2022



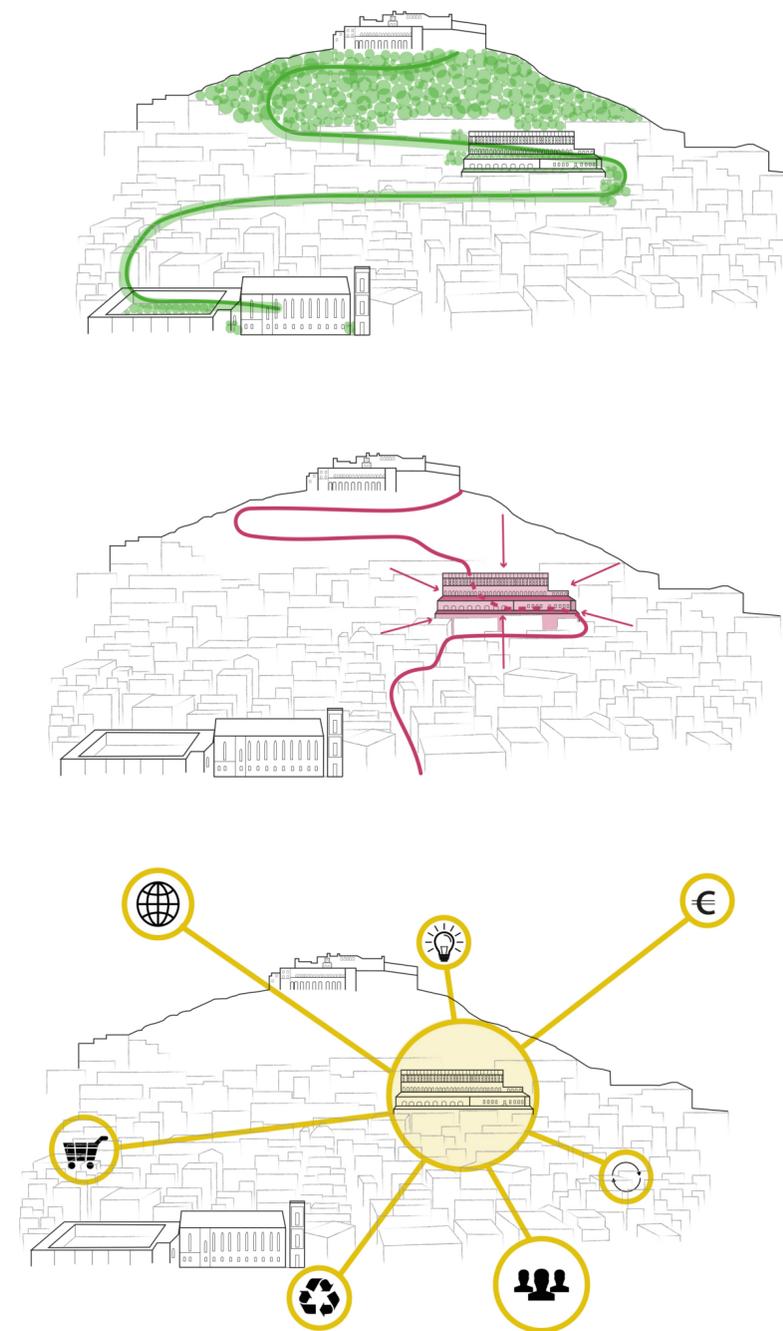
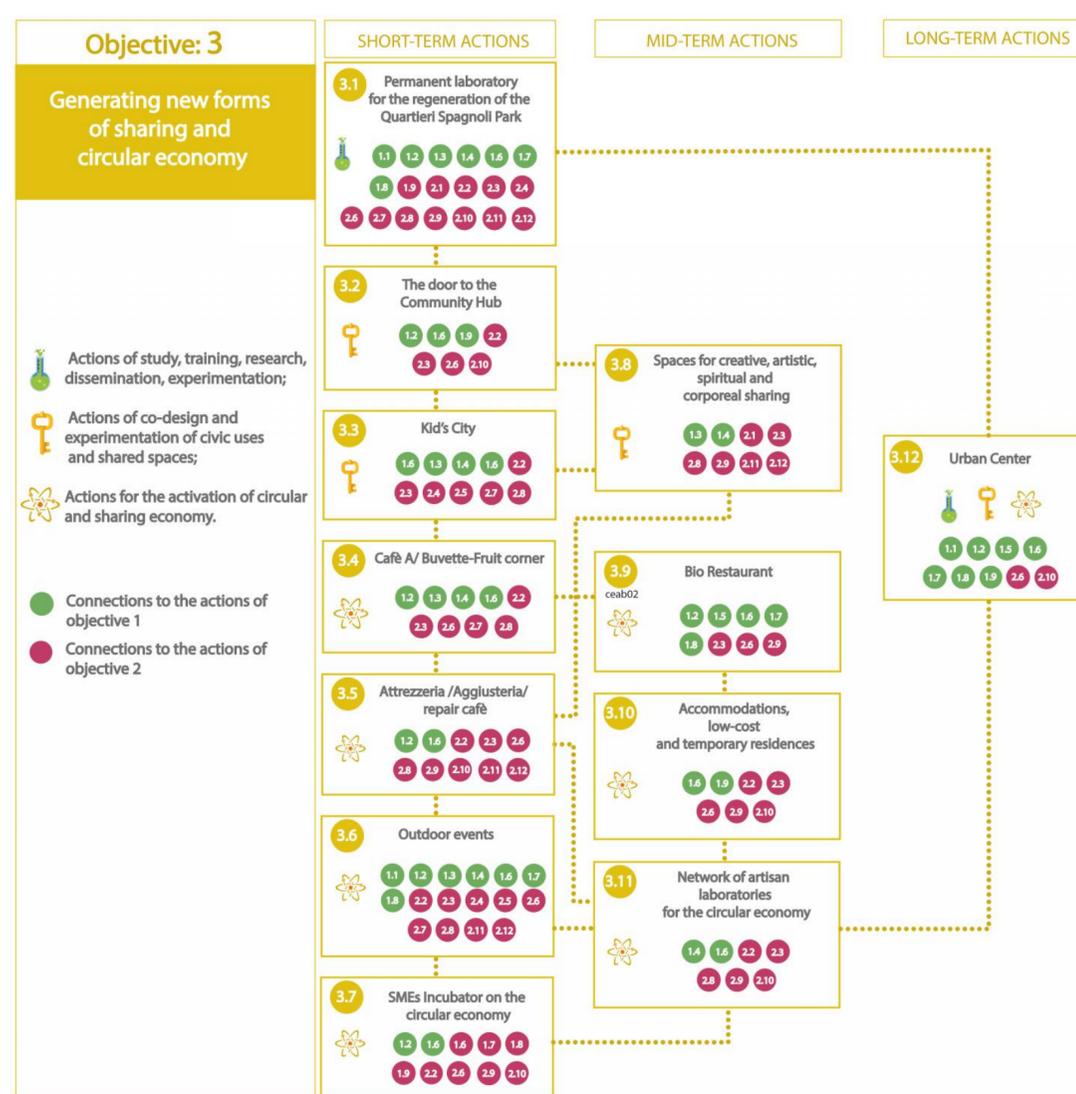
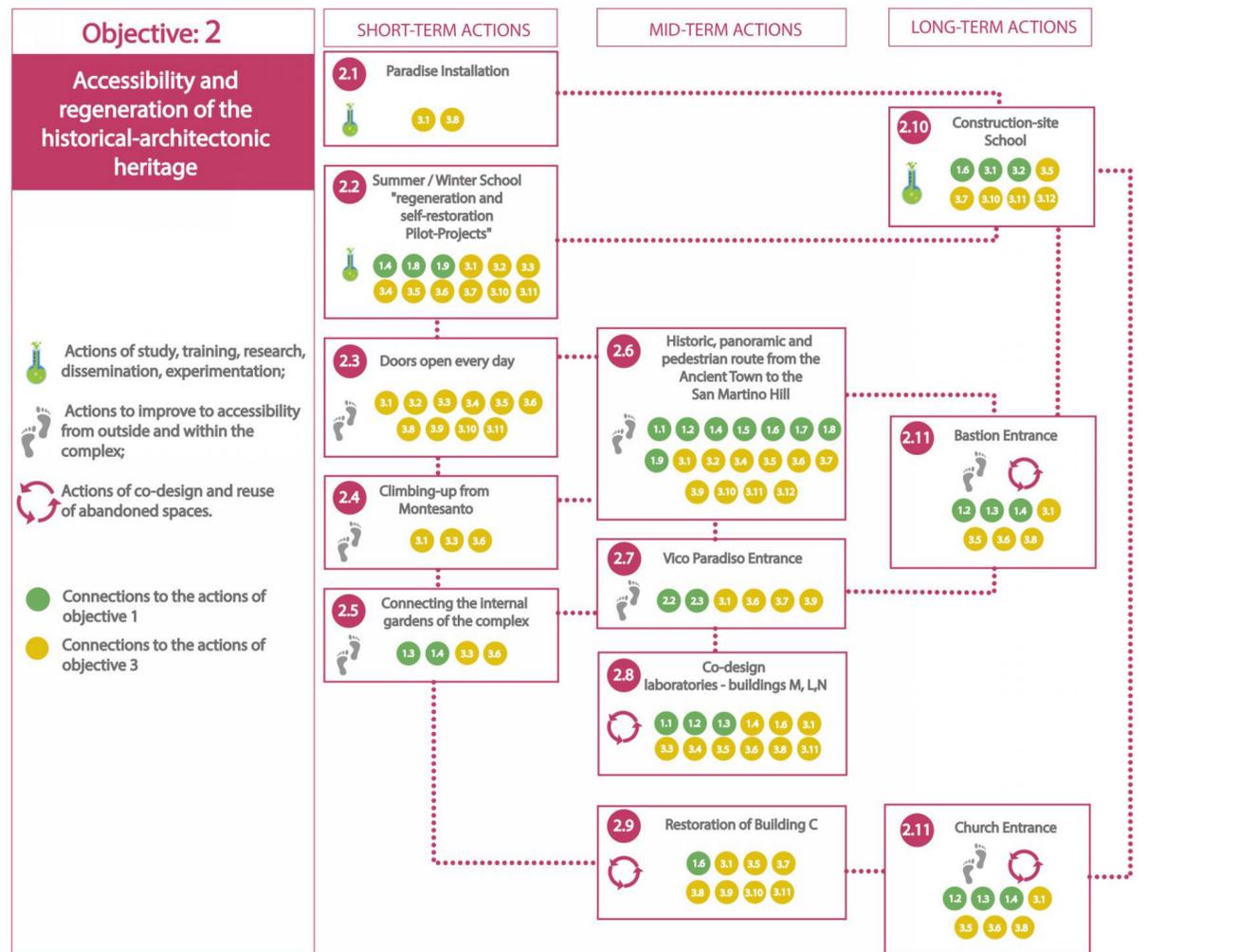
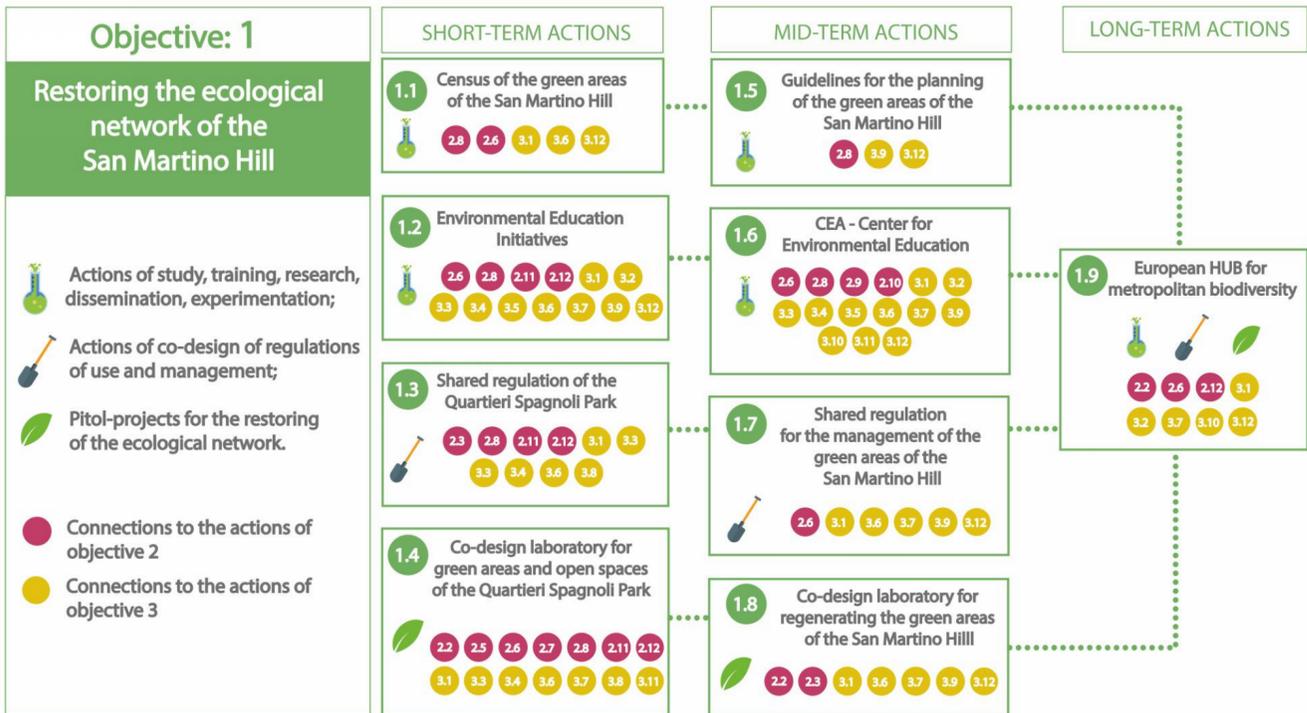
CO-DESIGN OF THE INTEGRATED ACTION PLAN



THE COMMUNITY VISION: RESULTS



municipal initiatives



COMMUNITY-MANAGEMENT OF URBAN COMMONS



URBAN
AGENDA



CIRCULAR
ECONOMY



TOURISM
AND
CULTURE



COMMUNITY-MANAGEMENT OF URBAN COMMONS

Since 2012, the vibrant confrontation established between the Neapolitan communities and the municipal administration has allowed the adoption of an administrative mechanism inspired by the ancient institution of "civic use" and aimed at overcoming traditional urban policies.

It's the **urban civic and collective use**: a mechanism that fosters new participatory institutions based on autonomous and democratic assembly processes.

This was the output of a **"creative use of law"** or **"legal hacking"** that communities promoted by subverting the classic scheme where citizens pose a claims and institutions provide solutions.



URBAN
AGENDA



CIRCULAR
ECONOMY



TOURISM
AND
CULTURE





RECOGNIZING THE RIGHT TO USE

The power of self-regulation is led by citizens, but civic use regulation is formally recognized as a public regulation of the building

- **Civic Use:** special regime, half public half private
- **Public Administration:** guarantee full access to property without interfering with activities. (I.e. Fireplan, mantaince extraordinary cost, surveillance, cleaning) administration remain the owner assuming the duty to guarantee access providing all needed authorizations which it has the duty to fulfill.
- **Community:** Organization and costs of running Activites, means of production, communication, Crowdfunding for build coworking areas

MANAGEMENT SCHEME

Self-management scheme, as in the case of the Ex-Asilo Filangieri, is founded on **3 main open organisms**: Management assembly, Steering assembly and Board of Trustees. Every week an open meeting is convened, as well as several working groups for the implementation of activities.

The right produce and make use of a place identified as an urban common has to be free and guaranteed to all, in accordance with the **constitutional rights and values**, while the management model must be based on a strong participatory process.



MUNICIPAL INTEGRATED APPROACH

The integrated approach is guaranteed thanks to a an ah-hoc unit -technical level- (Unità di Progetto Beni Comuni) and a political coordinator in charge of promoting and fostering a coordination between municipal departments involved and/or other public and private stakeholders.

The regulations adopted for each site foster a new form of **Public-Community Partnership** or **Public-Commons Partnership** aiming at the preservation city heritage and real estate through innovative management based on co-governance, circular economy schemes and social infrastructures



URBAN
AGENDA



CIRCULAR
ECONOMY



TOURISM
AND
CULTURE



MAIN RESULTS

- +8 public spaces regenerated as social infrastructures
- +5,800 activities (1,500 days of theatre, dance and music rehearsals);
- 300+ exhibitions;
- 250+ art projects, 300+ concerts;
- 200,000 users in the activities;
- 300+ debates, seminars, meetings;
- 300+ musical groups and individual musicians in rehearsals and concerts;
- free trainings for un-employed;
- free neighbourhood nursery service;
- free health services.



MAIN ADVANTAGES

- Empower city inhabitants** to experiment, design and deliver new forms of cultural/social services and initiatives to develop new jobs and skills
- Develop new legal and financing techniques** to enable collective action in the City on city assets (buildings and service infrastructure)
- Prevent conflicts** (NIMBY, Débat public)
- Avoids/discourage squatting**
- Contrasts Gentrification**
- Promotes temporary use**
- Overcome paternalistic approach**
- Give voice** to all actors' ideas and identities

THANKS



NICOLA MASELLA
MUNICIPALITY OF NAPLES
GENERAL MANAGEMENT - TECHNICAL AREA





URBAN REGENERATION OF CIENFUEGOS

THE ROLE OF THE PUBLIC SECTOR IN THE
REHABILITATION OF HISTORIC CENTRES



1. Context of Cienfuegos, Cuba
2. Public model for rehabilitation in Cienfuegos
3. Main challenges for urban rehabilitation

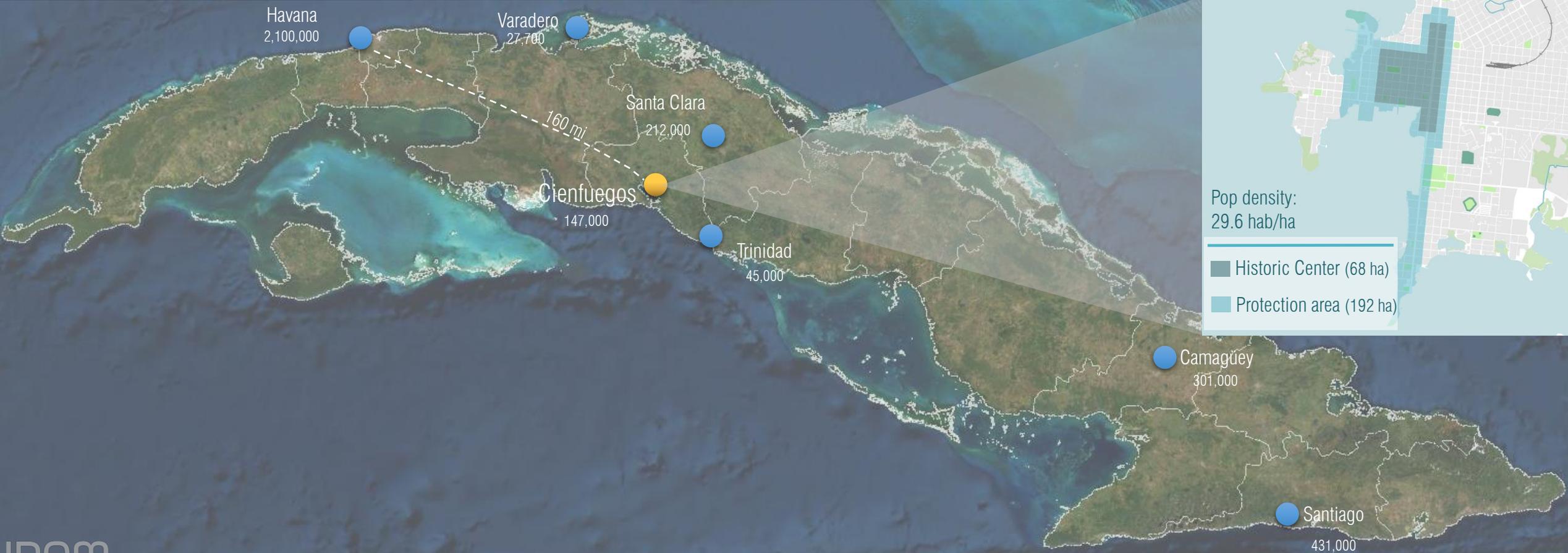
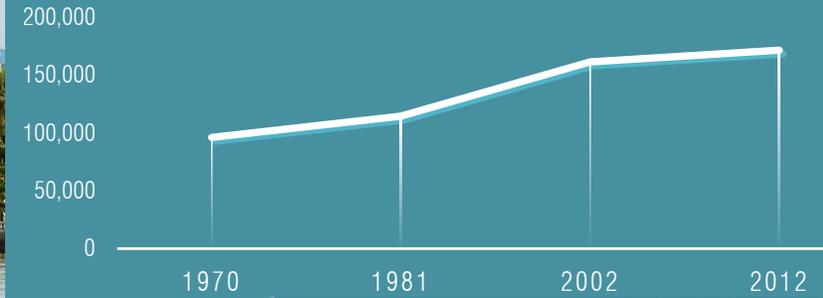
CONTEXT OF CIENFUEGOS, CUBA

- Founded in 1819
- Declared as World Heritage City Centre in 2005 by UNESCO
- Eclectic architecture combined with waterfront elements (Port City)



THE ROLE OF THE PUBLIC SECTOR IN THE REHABILITATION OF HISTORIC CENTRES

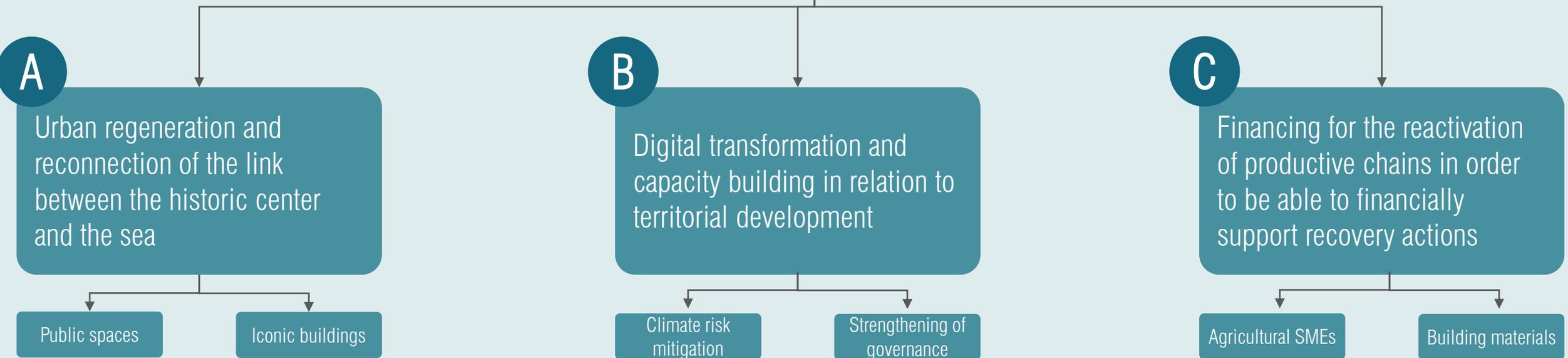
POPULATION GROWTH



LOCAL GOALS

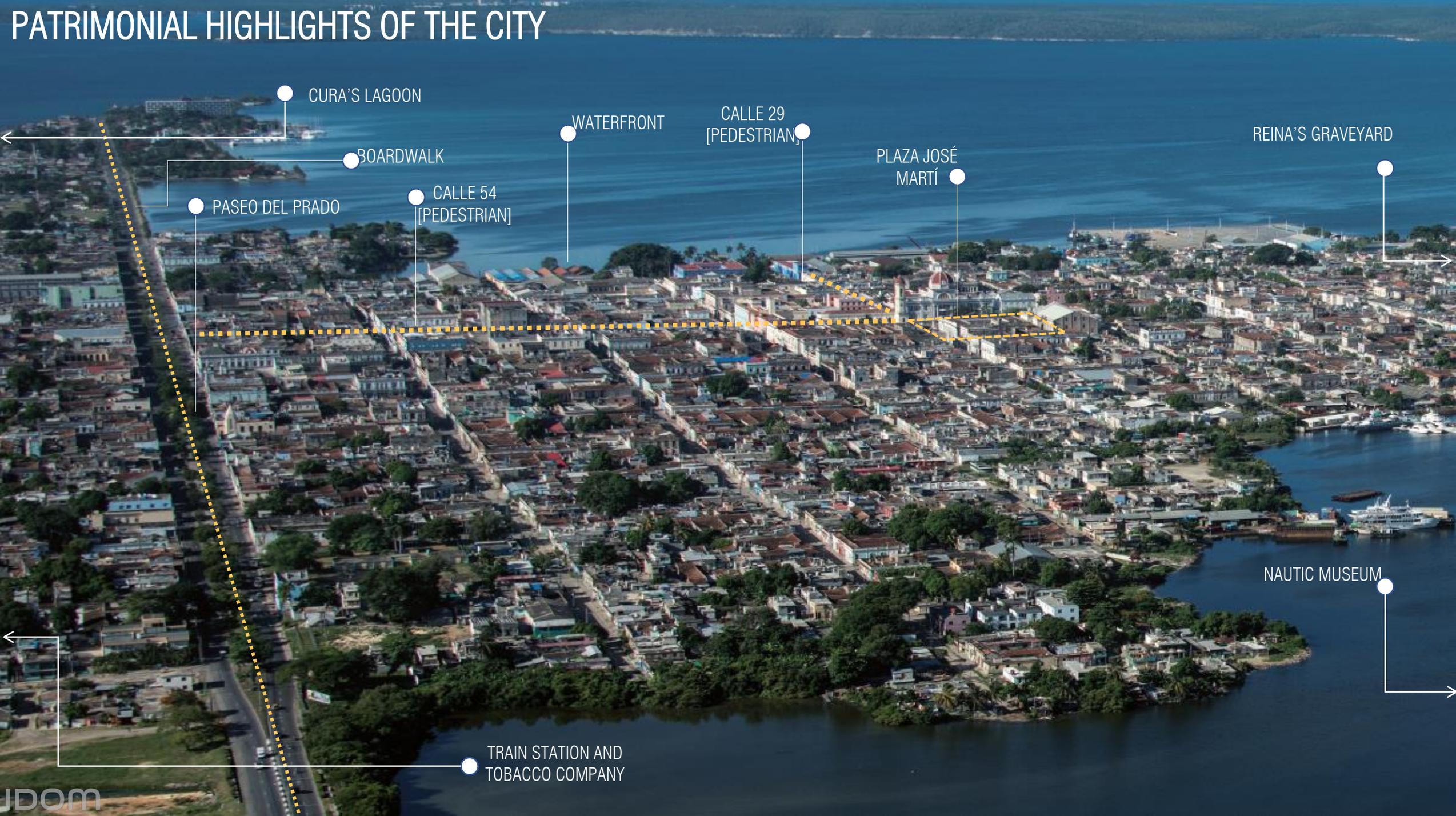
- 1 Reconnection between the historic center and the bay
- 2 Historic recovery of the port city *past*
- 3 Diversify tourism demand, which has been concentrated only to the 'sun and beach' & cruises reception tourism

STRATEGIES:





PATRIMONIAL HIGHLIGHTS OF THE CITY



CURA'S LAGOON

WATERFRONT

CALLE 29
[PEDESTRIAN]

REINA'S GRAVEYARD

BOARDWALK

PLAZA JOSÉ
MARTÍ

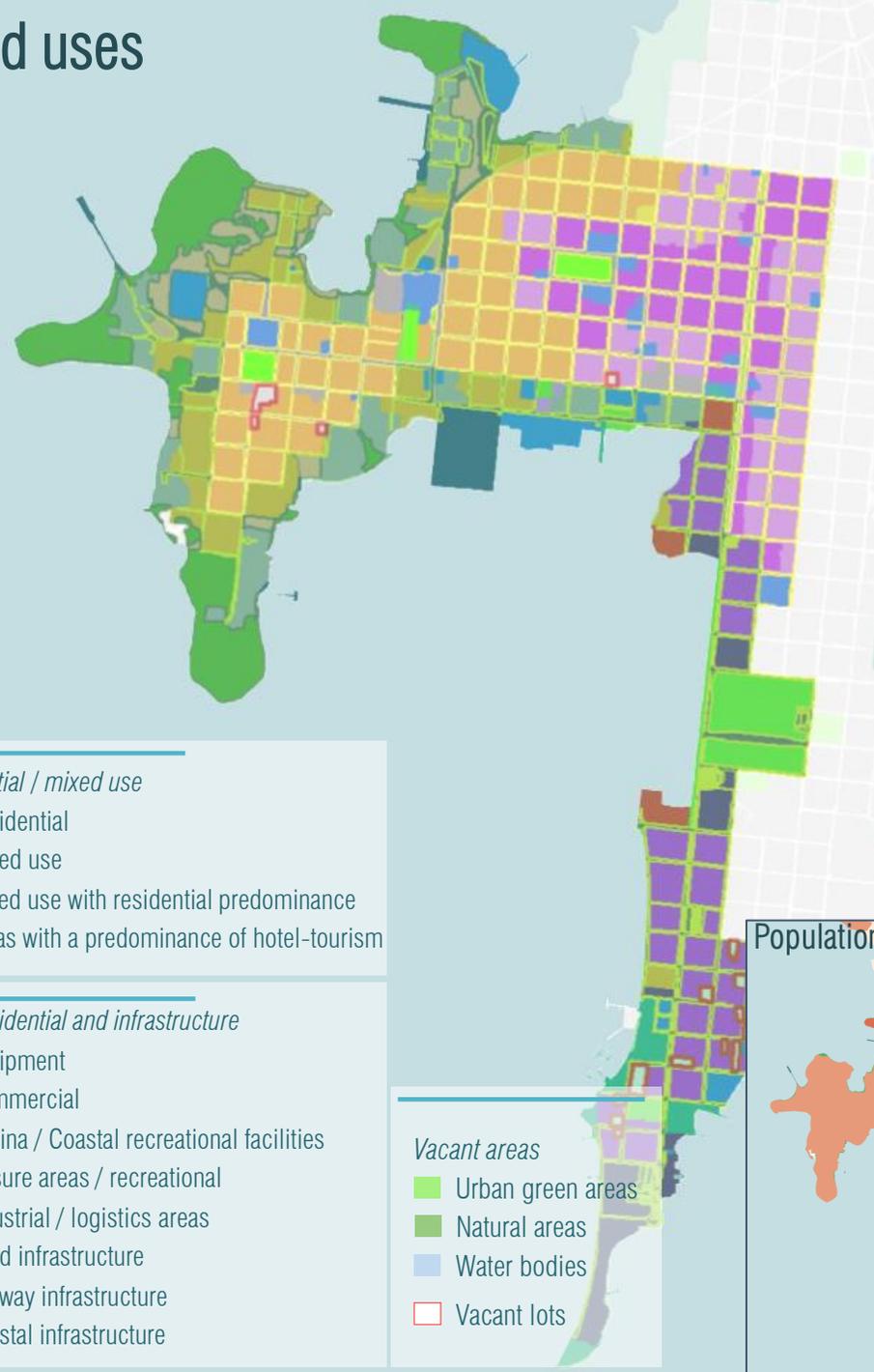
PASEO DEL PRADO

CALLE 54
[PEDESTRIAN]

NAUTIC MUSEUM

TRAIN STATION AND
TOBACCO COMPANY

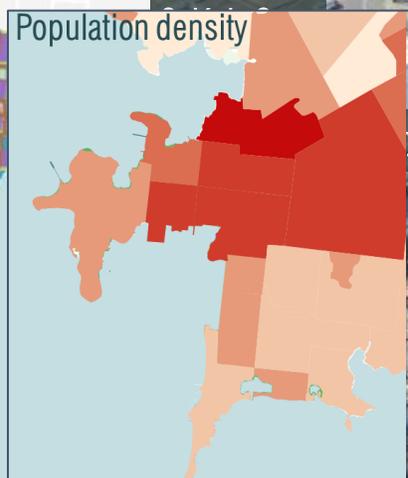
Land uses



- Residential / mixed use*
- Residential
 - Mixed use
 - Mixed use with residential predominance
 - Areas with a predominance of hotel-tourism

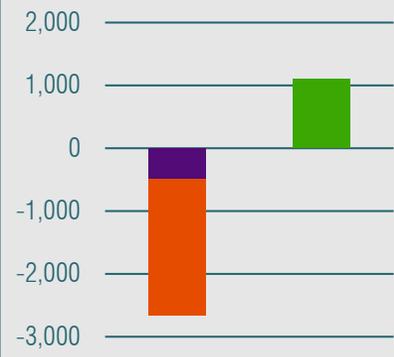
- Non-residential and infrastructure*
- Equipment
 - Commercial
 - Marina / Coastal recreational facilities
 - Leisure areas / recreational
 - Industrial / logistics areas
 - Road infrastructure
 - Railway infrastructure
 - Coastal infrastructure

- Vacant areas*
- Urban green areas
 - Natural areas
 - Water bodies
 - Vacant lots

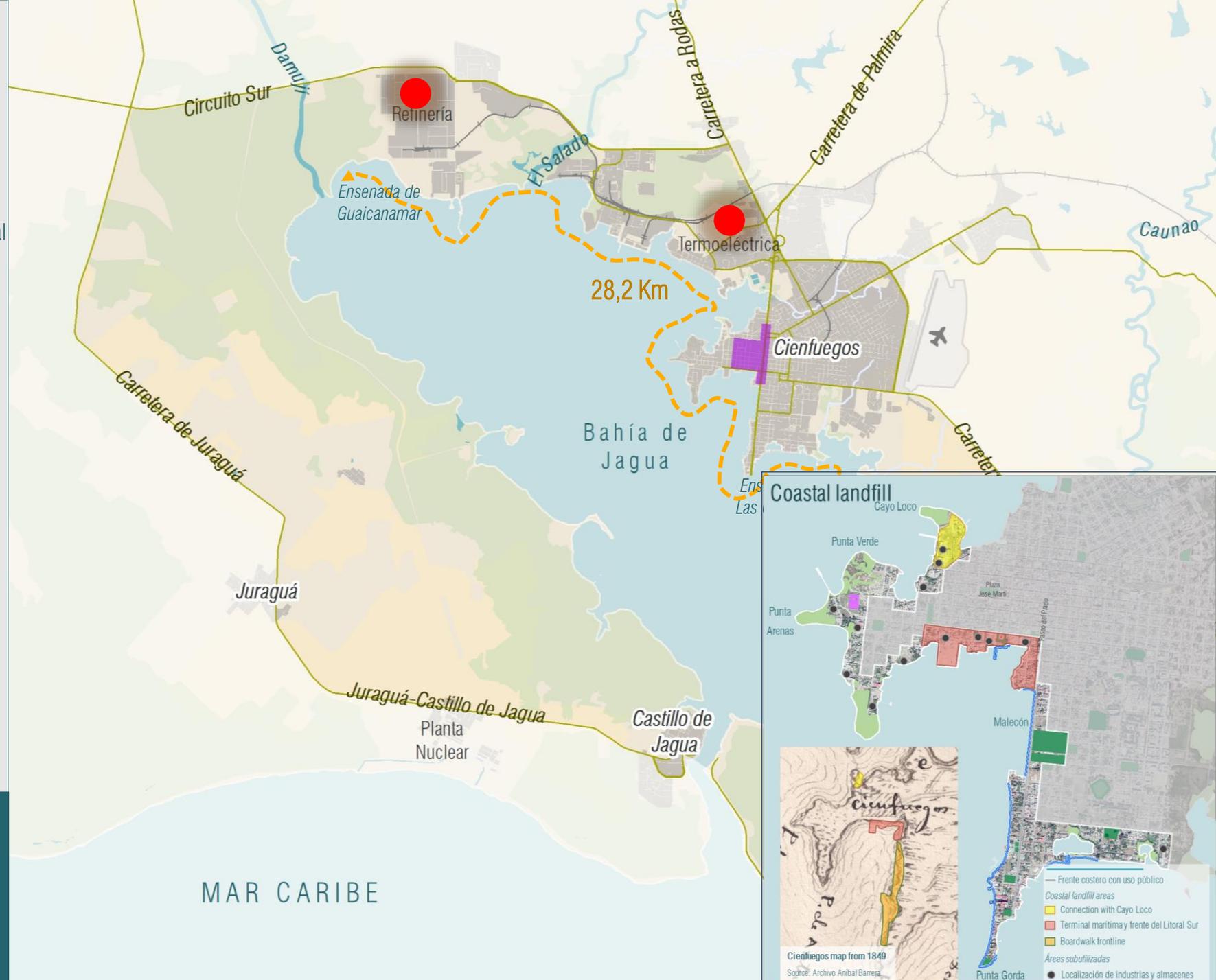
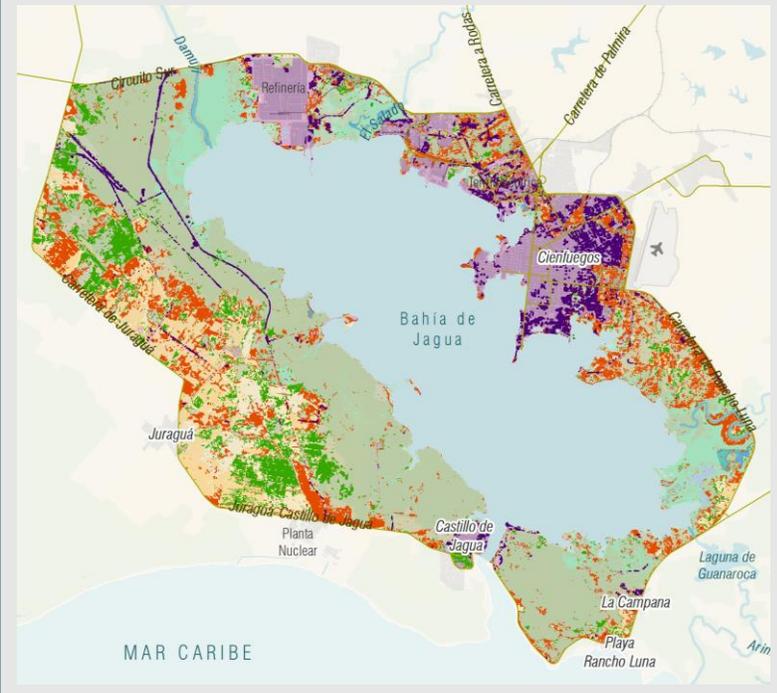


ha

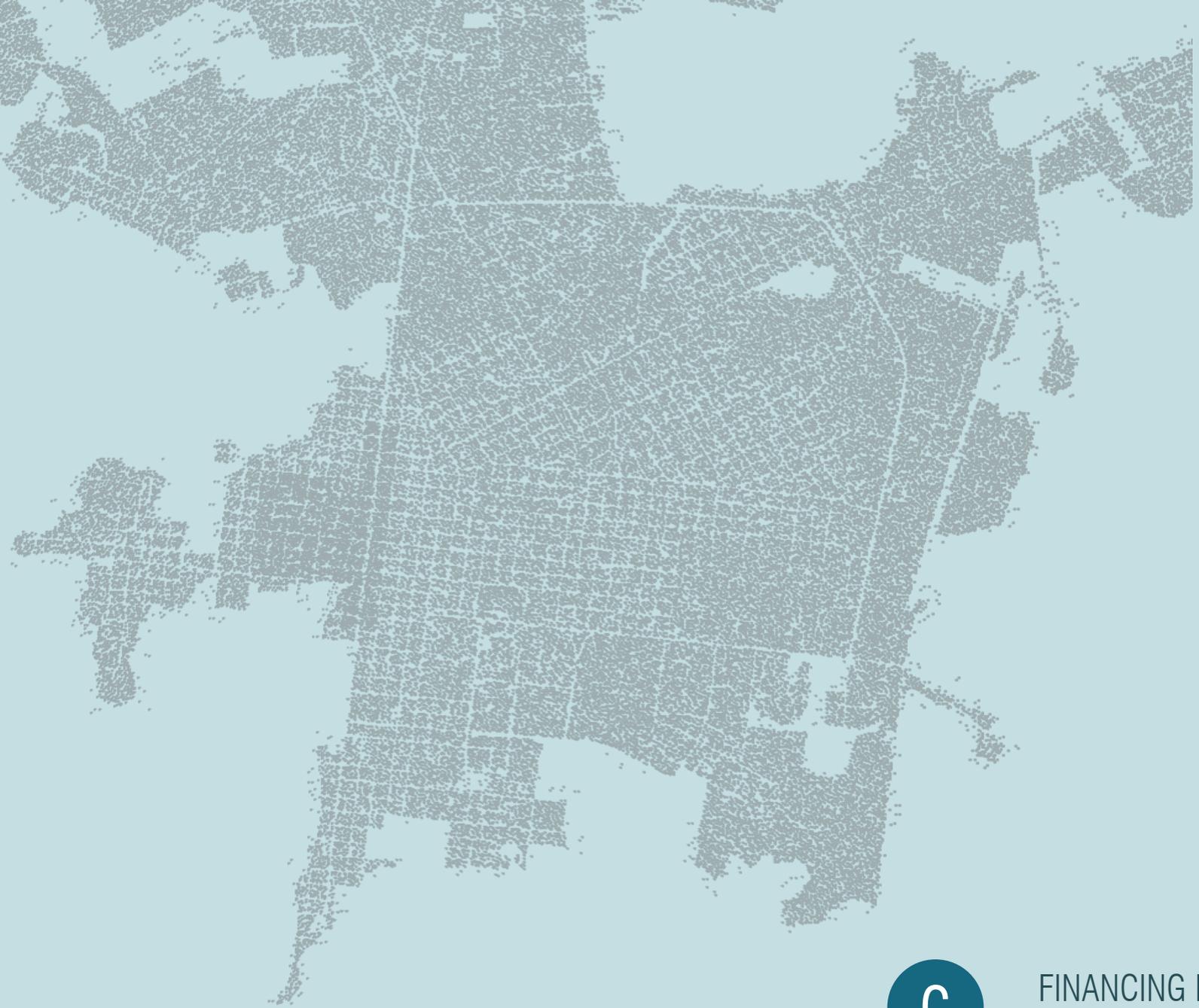
Changes in forest cover between 1985-2020



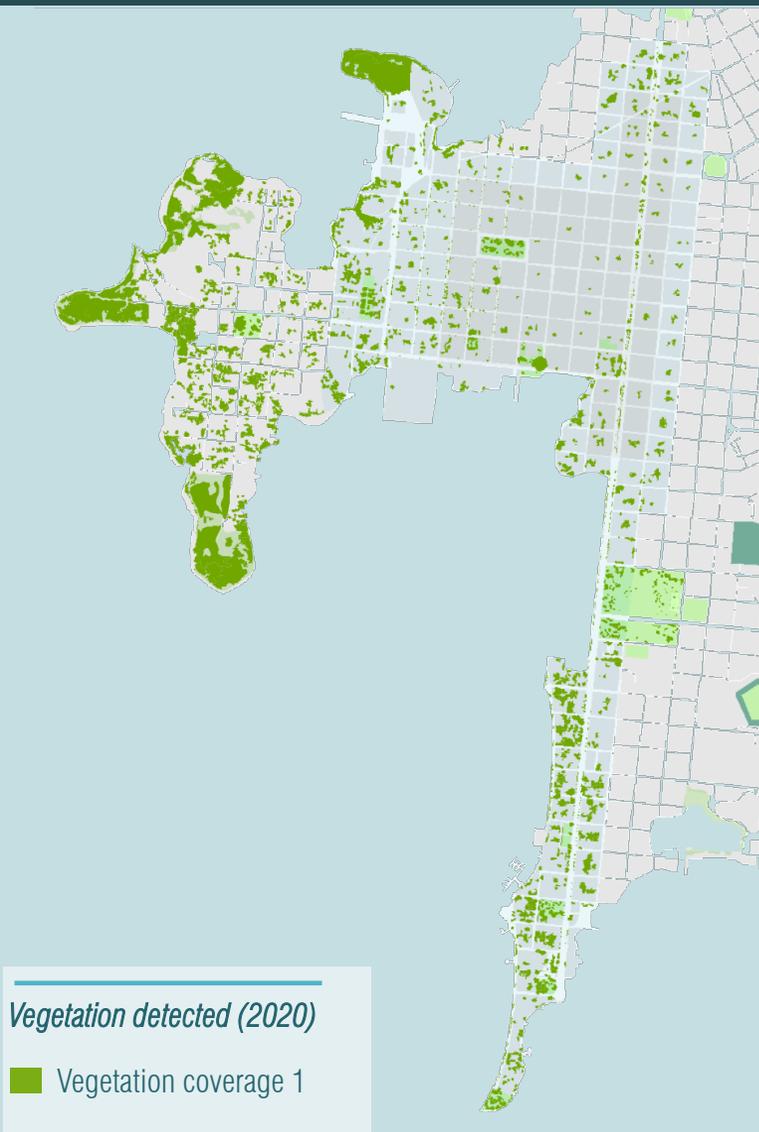
- Forest gain
- Loss of forest to populated areas
- Loss of forest to agricultural areas and pasture



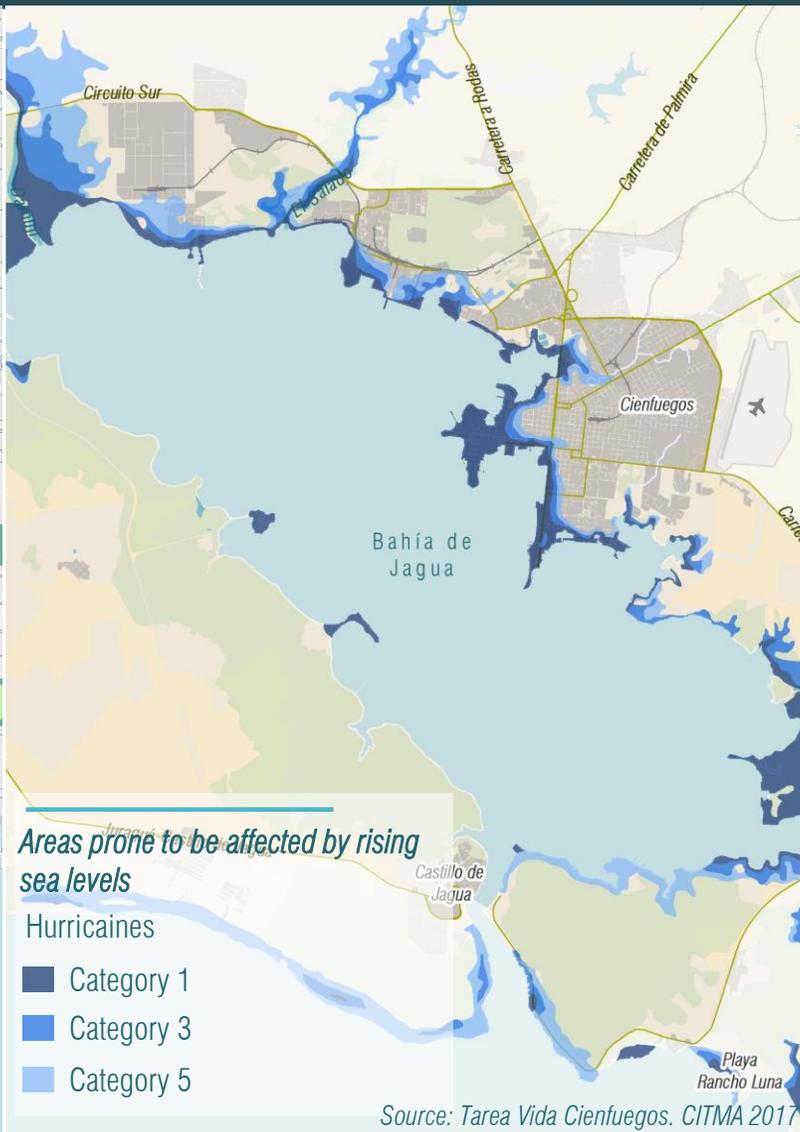
Evolution of land uses
+
Polluting factors around the
Bay of Jagua



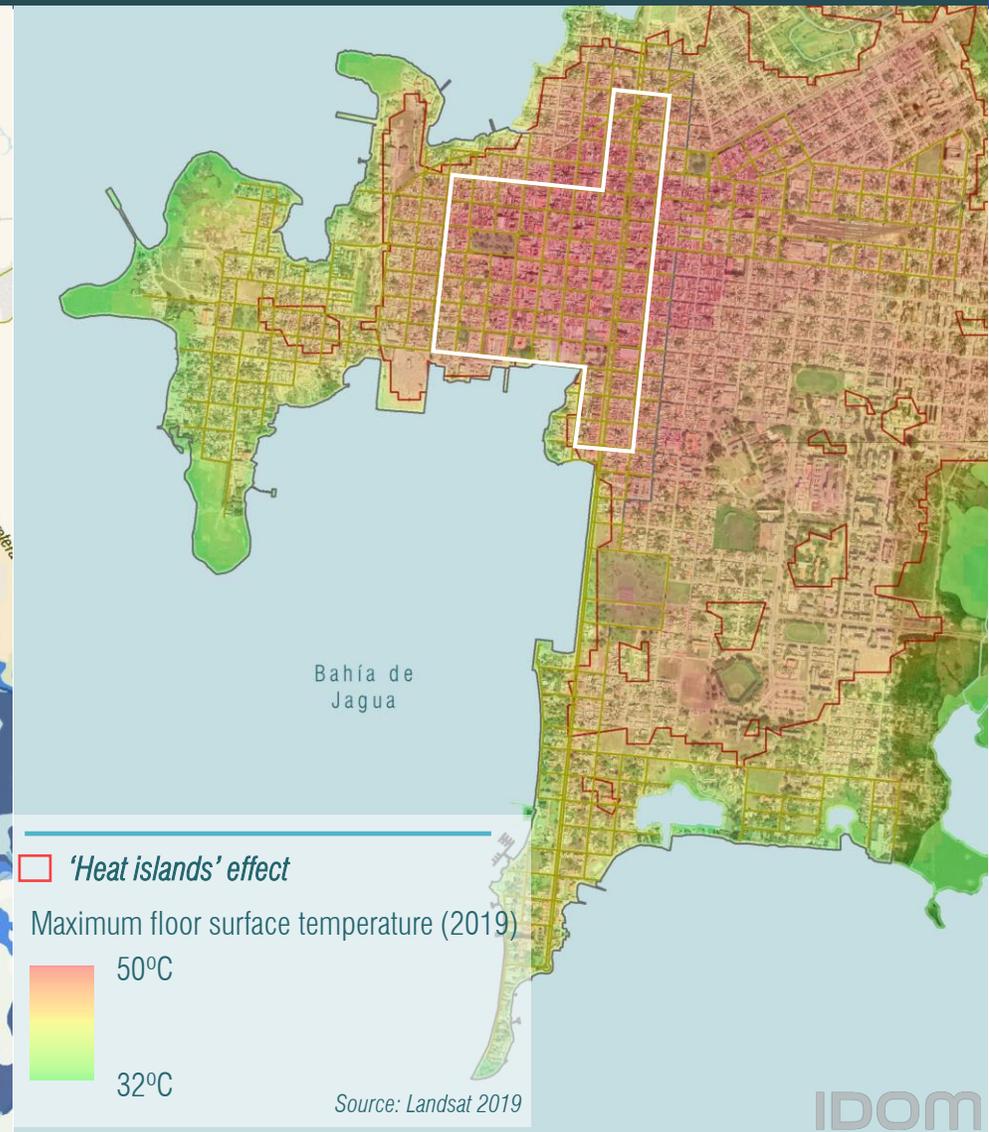
Vegetation coverage

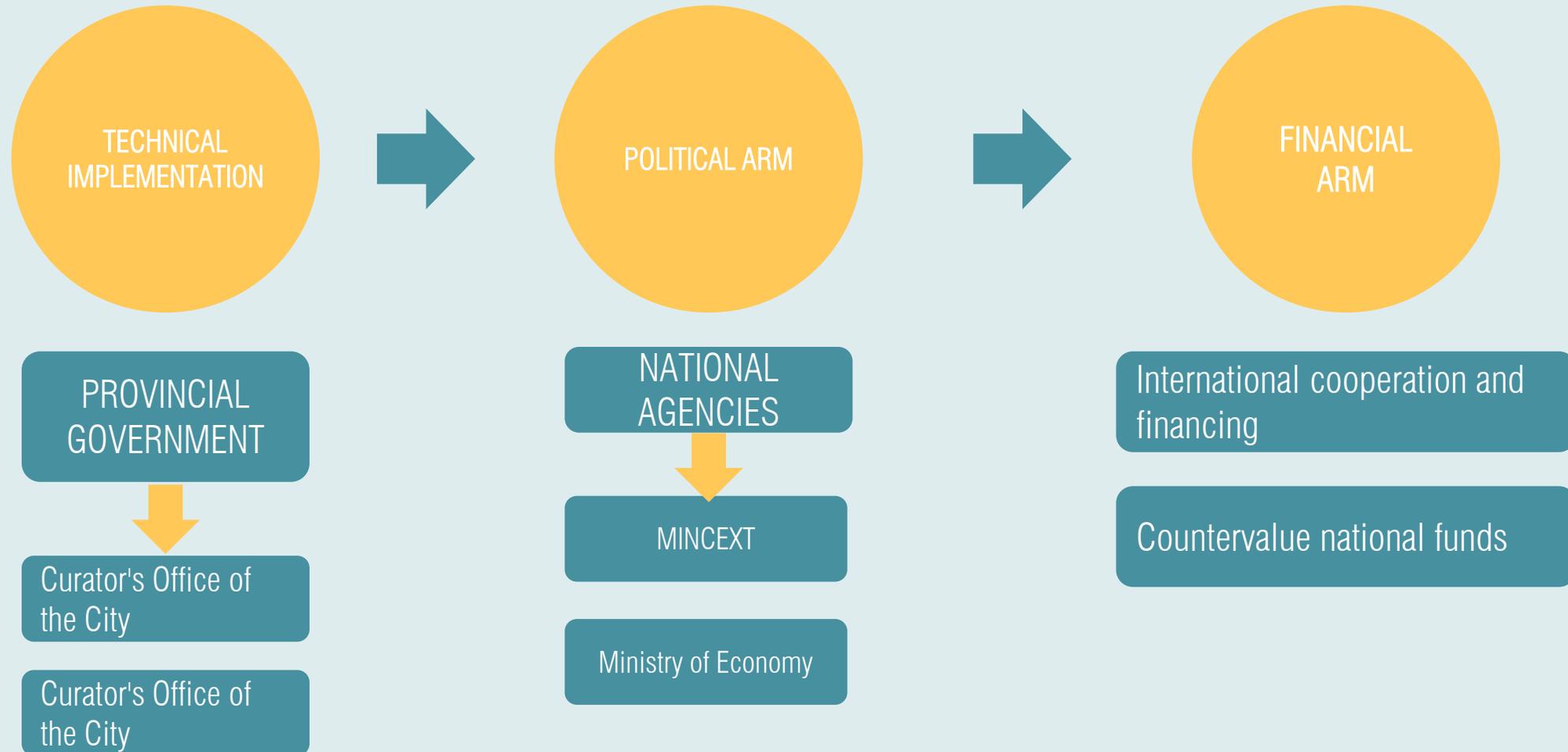


Risk by rising sea levels



Heat island effect







Helms-Burton Law and reinforcement of 'embargo', affecting historically relevant buildings



Ongoing process of local currency devaluation



Harnessing the potential of borders' opening and commercial aperture without population's expulsion



Recovering the touristic potential after COVID-19



Develop financial models that support non-profitable actions, related to life quality and climate risks mitigation actions



rocio.gonzalez@idom.com