

The rehabilitation of Historic Centres to build more sustainable and vibrant cities

Recommendations from Naples (Italy) and Manaus (Brazil)

Manaus and Naples share common challenges for improving their historic centres but focus on different approaches for citizens participation, financing, and implementation. Discover their recommendations!



Leonardo Normando

Programme Coordinator –
IMPLURB Manaus



Nicola Masella

Project Manager – Technical
Management Area Naples

5 Recommendations from Manaus

- 1 Define the priority polygon for the action plan (identify area and stakeholders).
- 2 Elaborate & Implement contingency plans for flooding risks caused by urban sprawl and climate change.
- 3 Articulation between port dynamics and municipal actions (trade, cultural activities, requalification of spaces, development of tourism and services).
- 4 Housing Plan for the Central Area: densification, greater mix of uses (trade, services, innovation) and social diversity.
- 5 Mobility and Functional Circulation Plan for the Central Area to promote active mobility.

5 Recommendations from Naples

- 1 Organize public events and debates to highlight the open and inclusive character of the regeneration strategy.
- 2 Stimulate cooperation and cross-fertilization through participatory design techniques and facilitated workshops.
- 3 Set-up a communication strategy to properly share the intermediate results and receive feedback.
- 4 Establish a physical space as an open laboratory for the inclusion and participation of the local community.
- 5 Ensure a strong political will, followed by administrative acts that officially adopt the reactivation strategy and make it a priority in the political agenda.

The main goals for its historic centre are: i) to **secure finance** for **investment in public spaces** and buildings; and ii) **repopulation**. The City Centre Rehabilitation Plan identifies interventions in public spaces and pedestrian infrastructure to foster leisure and commercial activities, thus making the centre attractive to reverse urban sprawl toward the Amazon Forest. Another objective is to **connect the city to the river**, therefore transforming it into a central point for many daily activities.

Manaus' experience is being built gradually by its highly qualified Urban Planning Institute team, and the support from multilateral institutions, consultancies, and other public bodies.

Naples supports the rehabilitation of its historic centre through the **active participation of the population** and daily users of the centre. The city involved the **private sector** with:

i) the establishment of a technical table to set a new vision for the centre and the development of **collective management of cultural heritage** and public spaces. A **Public Commons** management was set up to regenerate buildings (old prisons, villas) into new centres for art and cultural and social services.

ii) The Common Management includes a Board of Trust, a Management Assembly, and a Steering Assembly. The scheme promotes temporary use of buildings to **deliver a vision** for the future. In this sense,