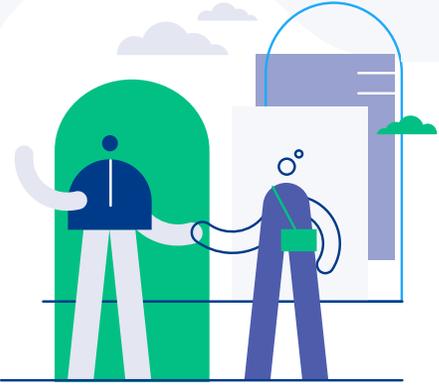


Experiences with Urban Regeneration Projects

Important lessons from Milan



A workshop was organised to present case studies and lessons learned from Milan about urban projects for the regeneration of neighbourhoods, with special emphasis on the global competition "Reinventing Cities". The city of São Paulo, Milan's pairing, and representatives of the city of Fortaleza (Brazil) took part in the workshop.

"Reinventing Cities"

is a global competition initiated by C40. Like Milan, the city of São Paulo also participated in previous editions and both cities are submitting projects for the current edition. Francesco Vescovi (Urban Planning and Strategic Action Department) explained Milan's participation in the competition and the contribution of selected projects to climate change mitigation.

Learn more about "Reinventing Cities" [HERE](#)

Reinventing Cities: How does it work?

1 The municipality of Milan establishes clear and strategic **evaluation criteria** and provides detailed **documentation** to bidding teams, such as: (1) regulation, (2) design guidelines for sustainable projects, (3) requirements and expectations for the development of each site. The municipality developed the Dataroom website, a hub where all competitors can access the needed information to develop a project.

- **Technical analysis:** is the project in line with the planning system and rules and the site's requirements? Does it address all the challenges?
- **Selection process:** the committee (local and international experts) selects 3 to 5 teams to participate in the second phase.

2 The committee designates the winner amongst pre-selected teams.



Crescenzago (winning project: Green Between)

BIDDING TEAM

Multidisciplinary team of specialised professionals: architects, environmental experts, investors and contractors, artists, designers, community stakeholders, etc.

The Team must designate the company/organisation to act as **lead representative** and bear responsibility for the project (sign final contract, guarantee the team's legal and financial commitment, etc.). The leader is usually a developer.



Ex Macello (winning project: Aria)

LESSONS LEARNED FROM REINVENTING CITIES

Numerous requirements reduce the diversity of projects: the high costs for regenerating large or polluted areas plus the requirements to meet 10 environmental and design challenges defined by the municipality, tend to reduce the variety of possible solutions and competitors.

Some challenges are difficult to measure. To avoid legal recourses and to make proposals more effective, it is necessary to carefully specify required quality standards, how they are assessed and measured, and the team's commitment to achieve them.

The two-phase evaluation is an efficient methodology: the preliminary technical assessment helps to focus on the most important variables and to understand better if the bidding team is suitable for the proposed project.

4 Recommendations from Milan

- 1 Determine smaller intervention areas to be regenerated for easier urban project management.
- 2 Milan used surface rights instruments (leasehold), but selling the land can be more favourable to urban regeneration projects and less difficult to manage in terms of legal procedures.
- 3 Establish adequate timelines for all diagnosis and survey work in the urban regeneration area before the start of the competition.
- 4 Allow cities to have more control and greater flexibility over the Reinventing Cities bidding regulation.

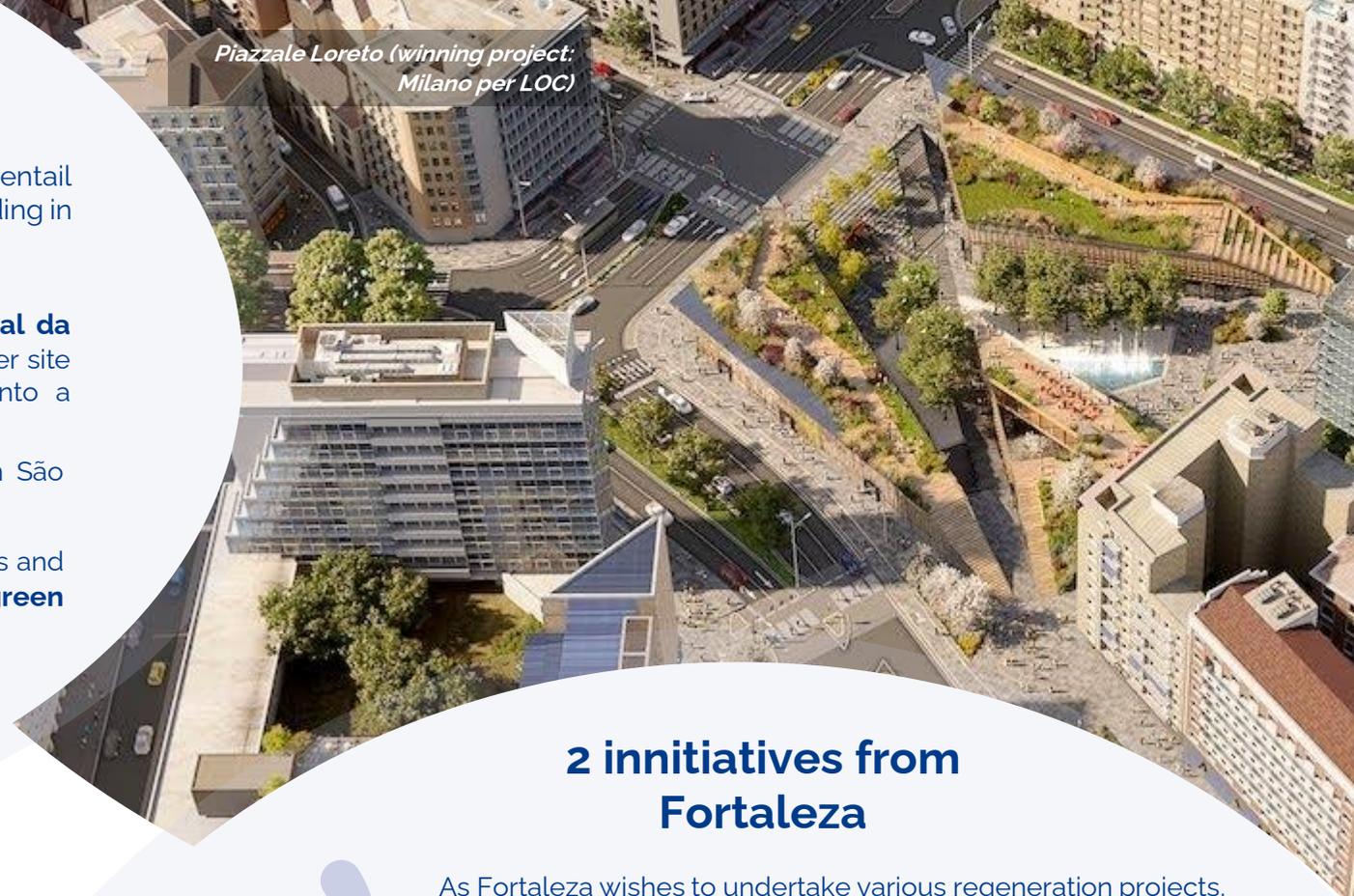


3 similarities with São Paulo

There are great similarities between São Paulo and the context of Milan, that entail the possibility of using similar tools and instruments for urban projects, including in the "Reinventing Cities" competition. The similarities include:

- 1 The **Ex Macello project** in Milan is very similar to the context of **Tendal da Lapa** (today a cultural centre and sub-prefecture) in Vila Mariana, a former site to inspect meat from slaughterhouses that has been transformed into a cinematheque.
- 2 There are numerous **public spaces with requalification potential** in São Paulo, and the city faces similar challenges as Milan in this process.
- 3 São Paulo is undertaking an extensive study to analyse different strategies and find the best roadmap for the **conversion of underused spaces into green and sustainable areas** to provide better living conditions.

Piazzale Loreto (winning project:
Milano per LOC)



2 initiatives from Fortaleza

As Fortaleza wishes to undertake various regeneration projects, learning from Milan's experience was a technical great inspiration.

- 1 In Fortaleza, there are important areas with solid **potential for urban regeneration**, especially in the central region and the port area of the city, which should have more vital urban dynamics.
- 2 To guide the best strategies in this regard, the city is organizing an **International Seminar on Urban Regeneration of Port Areas** at the end of 2022.

Viale Doria (winning project:
Coinventing Doria)



“ It is very valuable to understand Milan's public policies and to know more about regeneration programmes that have been implemented in the city to be inspired in achieving similar goals in São Paulo. ”

- Camila Gomes de Assis