

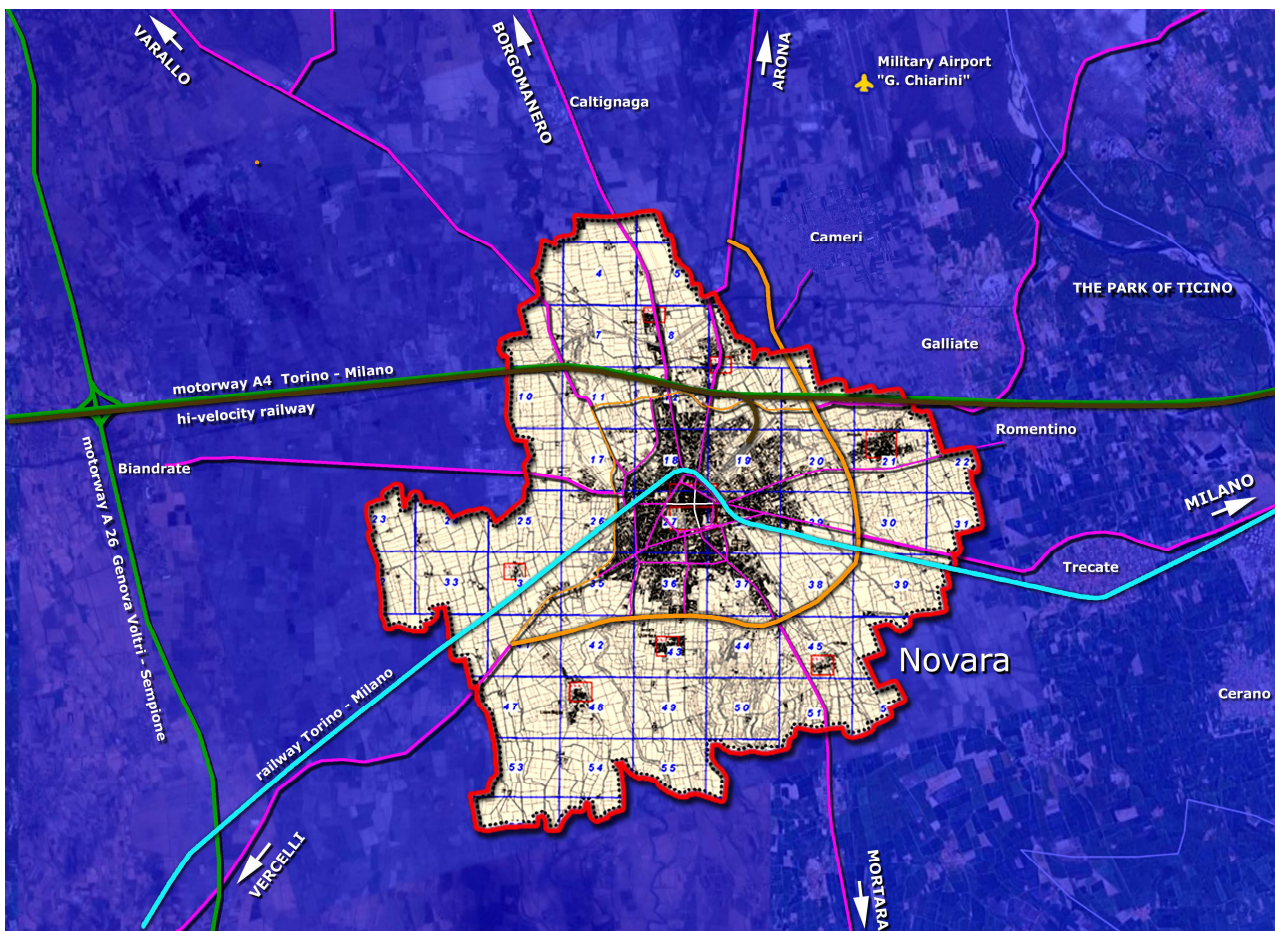
4.3.2 Policies and Strategies for Territorial Management

In such a context, local actors realized how keeping a motionless and passive attitude against the strong dynamics that concern the local system would consequently have transformed Novara into a satellite of Milan. The all-changing scenario required a radical rethinking of the city structure. In effect particular attention was addressed to urban management instruments that in turn became the way to govern the changes.

Especially the “Complex Programmes”, introduced into Italian law in 1992, founded on regional and European experience coupled with the idea of flexibility and integration in urban management. First PRiU (Urban Regeneration Programme) in 1996, then PRUSST (Urban Regeneration Programme and Sustainable Land Development) in 1999, were finalized to recover old dismissed urban structures and empty ex-industrial plants which were spread in off-centered neighbourhoods. In addition they helped to upstart various projects concerning accessibility to the city, valorisation of the ecological and cultural legacy, promotion of technological innovation, enhancement of residential service and facilities for clean energy and trash disposal. These programmes played a key-role in changing local actors’ ways of thinking, behavior and relationships with each other. In fact, the implementation of these two programmes created a strong partnership between University, Public Institutions, and Private Enterprises by collaborating human resources, innovative ideas and, last but not the least, funds.

This conduct strengthened over the years and produced in 2004 the elaboration of the new PRG (city plan) that intends to be a strategical framework in order to repeat new development and management action both at municipal and territorial scale. The strategical vision featured in the PRG triggered feedbacks on the urban policy that, although characterised by specific action that involved defined part of the city (new complex programmes, European programmes, etc.), represent a continuous guideline that introduced a new season for urban planning.

On these basis, other important development projects have been carried out, such as: European programme LIFE III “Raggio Verde” (Green Ray), that aims to introduce best-practices in traffic calming, separate collection of rubbish, protected bike paths, pedestrian routes and the creation of a greenway. This programme, after Agenda 21, represents the most important local sustainable initiative of the municipal administration in recent years. Although it is an experimental project it aims to introduce sustainable behavior in citizens, private enterprises and local institutions. Due to the good results obtained, especially in separated collection of rubbish, it was taken as an example for the following explanation of the evaluation methodology.



In addition other instruments have been implemented. A complex programme named "Contratto di Quartiere II", for the requalification and the social integration of an early '50s neighbourhood. "Urban Transformation Society", an instrument used to manage the most strategical projects such as the High Capacity Railway Station, the Scientific and Technological center and the "Movicentro" an interchange park. Furthermore, it is useful to highlight the implementation of the "Green Plan", the "Strategical Plan for the cultural attributes of the city" and other specific projects such as the restoration of "Castello Sforzesco" (one of the most important historical building of the city) and the revitalization of other urban areas (Veveri, C.so Trieste, "Ambito 1"), as other initiatives that underline the positive attitude of the local actors.