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Integrated design for urban and public space regeneration in the territories of Southern Italy

La progettazione integrata per la rigenerazione urbana e dello spazio pubblico nei territori del Sud Italia

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ABSTRACT AND KEYWORDS

Integrated design for urban and public space regeneration

This paper presents some thoughts on integrated design as an effective operational approach for intervening in urban and public space regeneration processes in Southern Italy. The contribution that cities and urban systems make in supporting qualified and balanced development dynamics is highlighted by European guidelines and policies promoted in Italy since the late 1990s, when the European Union, through the Urban Program, initiated the first experiments with integrated design. With the regionalisation of the European Cohesion Policy in 2000, integrated projects became the preferred approach in Southern Italy for enhancing positive urban regeneration.

Finally, the paper proposes some recent experiences in the territories of Southern Italy and the in-depth study of case studies of Casoria, Paestum and Salerno Sud. In conclusion, it highlights how the combination of a contemporary interpretation of Landscape and the founding principles of Integrated Design can define an effective strategy for urban and public space regeneration.

Keywords: integrated design, public space, Southern Italy

La progettazione integrata per la rigenerazione urbana e dello spazio pubblico

Il contributo riporta alcune riflessioni sulla progettazione integrata quale modalità operativa efficace per intervenire nei processi di rigenerazione urbana e dello spazio pubblico nei territori del Sud Italia. Il contributo che le città e i sistemi urbani offrono nel sostenere dinamiche di sviluppo qualificate ed equilibrate è messo in risalto dagli indirizzi comunitari e dalle politiche promosse in Italia già a partire dalla fine degli anni Novanta, quando l'Unione Europea ricorre con il Programma Urban, a una prima sperimentazione di progettazione integrata. Con la regionalizzazione della Politica europea di coesione, dal 2000, il progetto integrato diviene per il Mezzogiorno, la modalità attuativa privilegiata per valorizzare le esperienze positive di rigenerazione urbana.

Il contributo propone, infine, alcune esperienze recenti nei territori del Sud Italia e l'approfondimento di casi studio di Casoria, Paestum e Salerno Sud. In conclusione, si evidenzia come l'abbinamento tra una contemporanea interpretazione di Paesaggio e i principi fondanti della progettazione integrata, possa definire una strategia efficace di rigenerazione urbana e dello spazio pubblico.

Parole chiave: progettazione integrata, spazio pubblico, Sud Italia

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1. Introduction

The thesis outlined in this paper is that of an effective synthesis of the strategic approach that combines the contemporary interpretation of Landscape, as defined by the European Landscape Convention¹, starting with the principle of Integrated Design from the Cohesion Policy.

In the first part are given some thoughts on integrated design as an effective operational approach for intervening in urban and public space regeneration processes in Southern Italy. Integrated Design is considered an effective approach to foster convergence among different bodies operating within the same territory, various funding sources and public and private stakeholders. Its genesis is analysed in the context of the European Cohesion Policy, particularly from 2000, when regional administrations were required to develop their own programming framework using a systemic and integrated approach – no longer sector based – by combining stakeholders, resources, and interventions from various instruments.

In the second part of the contribution, by referring to some recent and particularly significant experiences, it is illustrated how the approach of Integrated Landscape Design can become an effective strategy in regenerating public spaces in Southern Italy through more concrete community involvement, where communities are seen not only as recipients of resources but, above all, having a leading role in the design process.

The conclusions emphasize how, thanks to the characteristics of inclusiveness, flexibility and adaptability, integrated landscape design can facilitate the convergence of different institutional levels and among different sources of funding, as well as ensure processual and strategic pathways aimed at promoting tangible and intangible cultural heritage and improving the quality of public and collective urban space.

2. Integrated design for cities and urban systems in cohesion policy

2.1 A First experiment in integrated design: the URBAN Program

The contribution that cities and urban systems make in supporting qualified and balanced development dynamics is highlighted by European guidelines and policies promoted in Italy since the late 1990s, when the European Union adopted the Community Initiative Program URBAN, as a new way of intervention in urban and public space regeneration. The URBAN Program represented “an important opportunity to experiment with and deepen the logic of the integrated approach in intervention policies for disadvantaged urban areas in Italy” (MLP, 1999:3). In the Italian context, where urban intervention policies had previously been characterised by a predominantly urban-building slant, the Program marked the first opportunity to develop an integrated approach to urban policies. Funded interventions aimed not only at improving settlement quality and addressing serious infrastructure and service deficiencies but also laid the groundwork for development processes that consider objectives of competitiveness and social cohesion, private capital participation and a governance system promoting cooperation among central, regional, and municipal administrations (MSE, 2007).

In particular, the approach of the URBAN Program included a feature that would later become essential to the definition of an *Integrated Project*: the concentration of project actions and resources on specifically defined areas. In Southern Italy, according to a general classification, URBAN areas can be defined mainly as historic centres characterised by a loss of centrality in urban functions, progressive

degradation of housing and infrastructure and significant depopulation; or as peripheral settlements, built with intensive residential types, where socially precarious groups tend to be concentrated. In both cases, the projects aimed at enhancing the liveability and attractiveness of neighbourhoods through urban regeneration interventions, public space improvement and network upgrades. In Southern Italy, as often occurred in subsequent integrated project models, proposed interventions tended to go beyond the individual neighbourhood dimension to address broader territorial development challenges (MLP, 1999). However, in some cases, the distribution of resources over large areas diluted the intended effects, despite successful localised initiatives.

Some Southern Cities are, in this sense, advantaged by the persistence of certain critical socioeconomic conditions, useful indicators for the allocation of funds: for the URBAN I Program (1994-1999 programming cycle) of the 16 projects funded in Italy, as many as 12 are located in the South, with URBAN II (2000-2006 programming cycle), 6 out of 10 projects involve Southern cities².

The innovative nature of PIC URBAN particularly attracted Southern cities, which for the first time were called upon to be protagonists in a program co-funded by structural funds. Its pioneering character also made it “an important opportunity for learning and innovation, both for cities managing cross-sectoral projects beyond conventional fields of local administrations (such as public works and social services) and for central bodies” (MLP, 1999:11). The strong capacity for response and innovation by Southern local communities – along with the opportunity to create a more favourable cultural, regulatory, and procedural environment for integrated urban regeneration policies – led the European Commission to value the experience gained in the next programming cycle of Cohesion Policy (2000-2006).

2.2 Regionalisation of European Cohesion Policy: the definition of integrated project

With the advent of European Cohesion Policy in 1989 and the Regional Operational Programs from 2000, regional administrations were called upon to develop a programming framework using a systemic and integrated approach, moving away from the sectoral methods that had prevailed with the Community Support Frameworks 1989-1993 and 1994-1999³. The new orientation was based on the premise that regions could devise strategies better suited to local development needs and that communities were ready to become protagonists in the programming process, not just recipients of resources (Corazziere, 2022). In the 2000-2006 programming cycle, amid growing criticism of previously centrally defined policies, a search began for new intervention methods for Southern Italy, valuing positive urban regeneration experiences rooted in sustainable development principles and community participation, as seen with the URBAN Program.

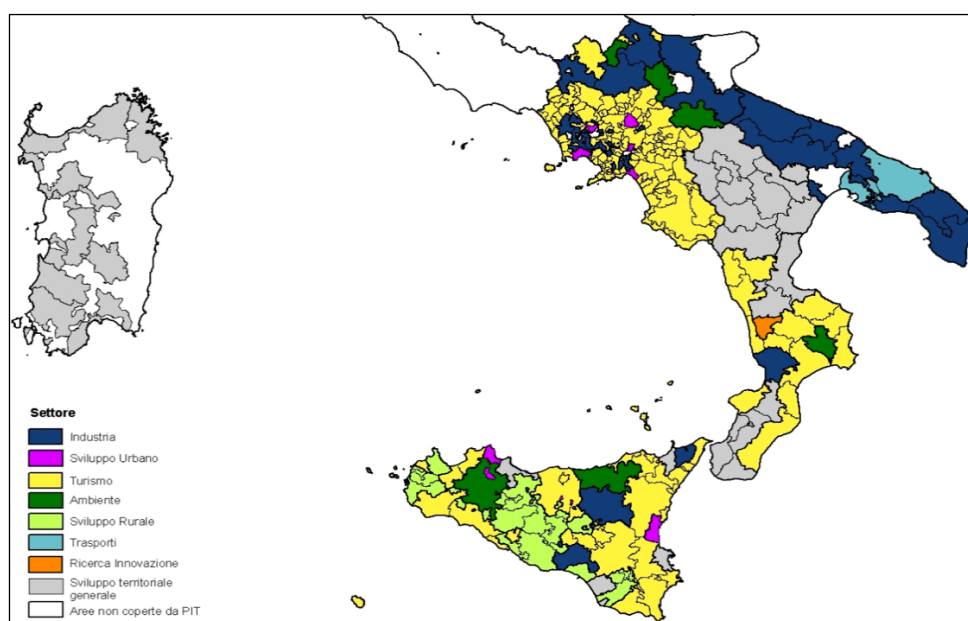
A response to this need and the emergence of the local development paradigm was provided in the first Community Support Frameworks Objective 1 (2000-2006)⁴, which introduced the concept of the Integrated Project defined as “a set of cross-sectoral actions, both coherent and interconnected, converging towards a common territorial development objective and justifying a unified implementation approach” (MEF-DPS, 2000:246). This definition highlighted both the concept of project integration that characterises activities co-funded by Structural Funds and the key role of the territorial context, not just as a development target but as a vessel of latent or present unique potentials to be activated or enhanced.

Depending on the *guiding idea*⁵ of the proposed Integrated Project, various actions – originating from different Axes – are linked and directed towards a common goal.

Concerning urban development, Southern Italy's delay “compared to more competitive urban development models in Europe, such as intermediate-ranking metropolitan cities and smaller city networks demonstrating better functional articulation, environmental and social balance, lower congestion, and adequate connections to material and immaterial networks” (MEF-DPS, 2000:184), led the CSF 2000-2006 to prioritise interventions aimed at improving urban quality under Axis V - Cities. The goal, essential to reducing social distress and enhancing economic competitiveness, focused on increasing public use of urban spaces through redevelopment – architectural, urban, environmental – concentrated in designated areas such as peripheral neighbourhoods, historic centres, or abandoned areas.

The preferred implementation approach was precisely the Integrated Project. Local authorities were thus required to strengthen their capacity to plan and manage projects that are complex in terms of innovation and revival of governance tools in beneficiary cities and in terms of the availability of socio-economic, environmental, and territorial data, monitoring tools, communication, engagement with the population, and involvement of private operators. However, the Community Support Frameworks implementation phase revealed weaknesses in applying these strategic principles. Specifically, regional strategies for urban policy development often fell short as strategic orientation tools for urban development due to the “fragile framework of planning tools (economic, urban-environmental, landscape, etc.) within which urban projects are embedded” (MSE, 2007:67). The inadequate capacity of the Regions in project management and inter-institutional cooperation often leads administrations to focus investments in traditionally favoured sectors (such as transport) and to select projects indistinguishable from other ordinary initiatives. This is mainly due to selection criteria that do not promote quality and limited private sector involvement, another largely unmet strategic goal. The experience of Territorial Integrated Projects (TIPs) in Southern Italy, aimed at establishing a virtuous connection between territorial governance and local development actions, is emblematic in this regard (Sarlo, 2009). Of the 132 TIPs activated in Objective 1 regions, only 8 identify urban development as their guiding idea, while more than half focus on tourism development (Figures 1).

Figure 1. Thematic distribution of the guiding ideas of TIPs in Southern Italy



Source: Bianchi and Casavola, 2008:53

Many of the works carried out focusing on environmental protection, public space redevelopment, especially combined with actions for the recovery and conservation of cultural heritage. In addition, the construction of transport and urban infrastructure, adherence to a vision of territorial potentialities that allows for only one leading sector, creates a real difficulty in identifying original and sufficiently selective themes for the specific territorial context and, consequently, in defining targeted paths to achieve them (Corazziere, 2022).

The generic nature of individual interventions, often reduced to building restorations and urban furniture projects, reveals the Regions' inability to make strategic choices for their territories, favouring excessive fragmentation of the planned interventions that aim more at satisfying the involved municipalities than at maximising the overall effects of the project. The nature of the interventions suggests that the proposed guiding idea, in most cases, considered pre-existing local expectations, finding "collective rationality ex post" (Bianchi & Casavola, 2008:52), rather than being the generator of actions conceived later.

2.3 The integrated project: a (still) replicable model

After significant and enthusiastic participation in the 2000-2006 cycle, in the subsequent programming cycle, the integrated design approach was not proposed with the same emphasis by the National Strategic Framework. The National Strategic Framework 2007-2013, which replaced the Community Support Framework, included the thematic priority⁶ "Competitiveness and Attractiveness of Cities and Urban Systems" (Priority 8), referring to the capacity to integrate stakeholders, tools, and resources as an experience now acquired by the territories, which were now called upon to contextualise the proposed interventions within the existing unified urban development visions. The responsibility was delegated to the Regions to base operational programming "on the guidelines and priorities defined in the current economic programming, planning, and territorial management tools at the various levels of government involved; It is within these frameworks that the contribution of regional policy to ordinary urban policies and its integration into these tools must be explicitly defined" (MSE, 2007:147). The general objective of Priority 8, "Promote the competitiveness, innovation, and attractiveness of cities and urban networks through the spread of advanced quality services, improvement of quality of life, and connection with material and immaterial networks", reflects, anyway, the multidimensional and integrated nature of urban programming strategies. For the implementation of this Priority, the National Strategic Framework also "relays the proposal of a new territoriality-based project design with integration characteristics that surpasses the lack of selectivity, limited openness, and excessive localism noted in the 2000-2006 Integrated Territorial Planning" (Colaizzo, 2007:15).

The objective further emphasises interventions aimed at increasing, alongside economic dynamism, urban liveability in terms of citizen well-being, such as the recovery, socio-economic integration, and historical-identity enhancement of marginal and degraded areas. To limit the tendency of local administrations toward ordinary and low-impact investments, these interventions are defined as priorities, if they are applied to "project territories" such as "metropolitan cities or other cities identified by regional strategic and territorial planning tools" and "territorial systems relevant from an economic-functional perspective" (MSE, 2007:147).

The National Strategic Framework thus provides specific guidelines for the formulation of urban development strategies, even within the operational programs of the Convergence Objective Regions⁷: to strengthen and focus "the innovation and added value of integrated projects and interventions, especially in relation to

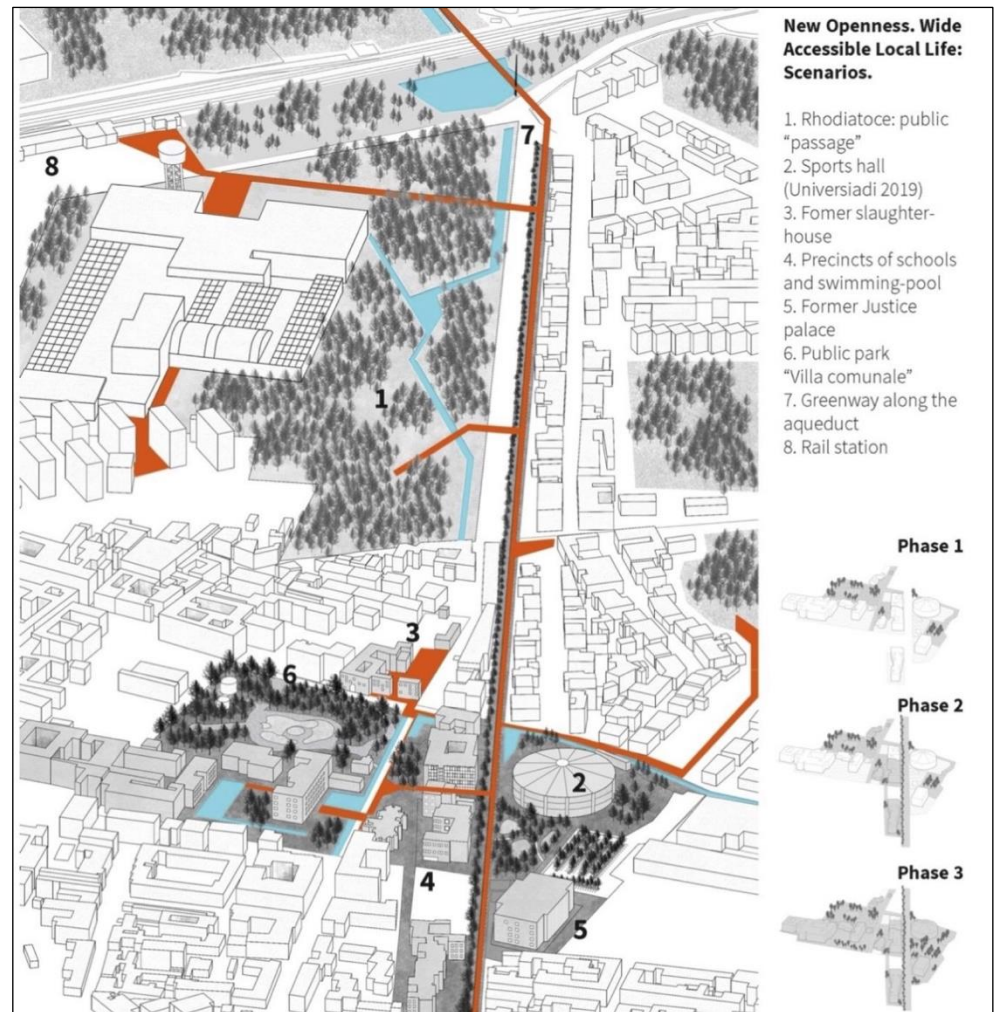
economic recovery goals of cities and neighbourhoods” and “to make the systems and criteria for identifying projects more selective” (MSE, 2007:165). Therefore, the NSRF re-proposes the possibility of combining different specific objectives to allow an appropriate concentration of resources and interventions which, due to the inherent multi-sectoral nature of urban policies, can still be implemented through the integrated project, considered, despite everything, a replicable model.

The lessons learned from the 2000-2006 programming, indicate that while there were few interventions aimed at economic and competitive development and the revitalisation of cities and their functions, they did lead to “a real empowerment of the local leadership class and an enhanced capacity to aggregate and valorise territories towards a shared development idea” (Mirabelli, 2005:31) at the regional level, as well as a now consolidated familiarity with the language and themes of community programming. In the Italy Partnership Agreement 2014-2020, which replaces the National Strategic Framework, “the territorial dimension of programming constitutes the natural continuation of a path that has now been underway for almost twenty years” (DSC, 2013:300). The integration of cohesion policy interventions at the local level, however, is now sought in a differentiated way according to the characteristics of the target areas – urban poles and inland areas – specialising the integrated intervention methods according to the strengths of each. In particular, the national strategy aims to strengthen urban poles by solving some of the problems characteristic of large agglomerations, such as poverty and urban deprivation. Once again, to pursue an objective of sustainable urban development, regional programming is urged to adopt integrated territorial instruments as implementation modalities that envisage different types of intervention and funds, but with a character of adaptability and responsiveness to local peculiarities (DSC, 2013).

An emblematic example comes from Campania's Regional Operational Program 2014-2020, which accepts the national indications on integrated planning and proposes the Integrated Sustainable City Programs, implemented in the context of Axis X - Sustainable Urban Development. Among those financed, the Program “Casoria in transition towards a sustainable, inclusive and regenerated city” is an example of an urban regeneration process (Attademo & Formato, 2018) that includes, among others, interventions to reactivate leftover spaces, integrating the intentions of local, metropolitan, regional, ministerial and EU actors, projects, and funding (Figure 2).

Beyond these isolated successful examples, in Southern Italy, Regions have struggled to establish, within their operational programs, the correct foundations for selective, concrete, and innovative urban and territorial policies, often falling into the trap of implementing isolated actions with dubious added value, poorly integrated among themselves and with their respective contexts. In these cases, the initial vitality induced by European funding, initially mistaken “for the rebirth of neighbourhoods, the regeneration of urban fabrics, the reactivation of the economic system, or the revival of the city” (Carta, 2014), gradually gave way, once the additional economic impetus had been exhausted, to a new phase of decline.

Precisely due to this awareness, the territories of Southern Italy, more than others, require a new coordinated vision of development that fosters a convergence between actors and resources, driving a different kind of growth (Russo, 2014). This involves new formulas for promoting and implementing processes of territorial and urban public space regeneration that are connected to the needs of the immediate context, understood not merely as a physical space but as an ecosystem where stakeholders, regulatory, social, and cultural aspects, shape a place's transformability, attractiveness and territorial competitiveness.

Figure 2. Casoria in transition

Source: Attademo & Formato, 2018:163

3. The integrated landscape design for the regeneration of urban areas in Southern Italy

3.1 Landscape planning in Italy between established tradition and informal changes

The regeneration of public spaces in urban and suburban areas of Southern Italy can be rarely effectively achieved solely through conventional planning tools. These are often slow and cumbersome in their drafting and subsequent adoption. Neither through individual architectural projects that usually have localised, isolated and episodic impacts, without engaging broader territories and communities beyond their immediate surroundings. Instead, what is needed are “(...) initiatives aimed at (re)building widespread social awareness of the value of natural and cultural heritage as crucial factors for sustainable and lasting development (...) initiatives, actions, and projects that are not only physical but also socio-cultural, integrated with policies for soil and coastal protection, environment, agriculture, infrastructure and transport, tourism, urban regeneration, all capable of guiding socio-economic and cultural interests and financial resources and activating a wide range of public and private stakeholders: bodies, associations, stakeholders, and individual citizens” (Barbanente, 2017:53).

The territories of Southern Italy therefore need integrated, agile, concrete planning

strategies, focused on the interpretative reading of places and on the systematisation of perceptive and aesthetic, natural and cultural, environmental and productive, identity and social characteristics, to start processes that trigger, in a short time, a physical, social and cultural regeneration. To support this thesis, this contribution presents recent experiences in Southern Italy that exemplify an effective association between integrated design and landscape, and the adoption of agile, multi-scale, and multidisciplinary design tools. These experiments outline potentially feasible and replicable solutions for concrete regeneration of public spaces and territories in Southern Italy.

Italy's established legislative tradition (Bottai Laws⁸; Article 9 of the Constitution⁹) defines the landscape as a national identity heritage to be recognised and protected in its exemplary expressions. Only starting with the Galasso Law¹⁰ was landscape protection progressively extended to include ordinary landscapes, such as coastal areas of seas, rivers, lakes, forests, and mountains. Finally, the “Cultural Heritage and Landscape Code” (2004), known as the Urbani Code, adopts the widest possible meaning of landscape assets, defining the landscape as “a homogeneous part of the territory whose characteristics derive from nature, human history and reciprocal interrelations”. Although from the earliest regulatory guidelines cited to date the Landscape Plan is the operational tool that protects the landscape in Italy, it has still not been drafted or implemented by all regions, especially in the South. Even in the exemplary pre- and post-Urbani Code cases - Emilia-Romagna (1993), Tuscany (2014), Apulia (2015) - it cannot be considered an infallible tool either for safeguarding exemplary landscapes or for innovating ordinary landscapes and urban public spaces.

This is due to the dominance of local interests (often speculative), lengthy drafting and implementation times and the (frequent) low impact of the planned design strategies, the lack of coherence with other planning tools, and, most significantly, the bureaucratic-administrative opposition between the State (Ministry of Culture) and Regions/Municipalities, continues to exclude local communities from the decision-making processes. At the same time, there is a lack of a widespread culture of quality landscape design, not only at the scale of major interventions (e.g., highway or railway infrastructures, industrial, agricultural, or renewable energy production areas) but especially at the medium and small scales of urban public space interventions (parks, gardens, squares, tree-lined streets, urban forests, riverbanks, recreational areas, and re-naturalization of abandoned urban areas).

Despite legislative evolution and growing widespread awareness, negative stereotypes and clichés persist. Historically associating the landscape, particularly in the South, with degradation, illegal building, abandonment, ignorance, or simplistic iconographic representations are derived from a fabricated repertoire of folkloric and/or exotic images (Gioffrè, 2022). Since the 2000s, thanks to the “European Landscape Convention”¹¹, a guiding document of the Council of Europe incorporated in Italy by the Urbani Code, the social, cultural, and economic dimension of the landscape has progressively established itself as an effective tool for regenerating territories and urban public spaces in Southern Italy.

This new conception of landscape, now consolidated and widely adopted in Europe and Italy, allows for reading and interpretation of the complex and contradictory territories of contemporary times. They associate aesthetic-perceptive qualities with social and economic aspects, with an increasingly concrete involvement of local actors, especially resident communities, in any interpretive and transformative process of the territories.

Since the turn of the millennium, there has been an increasing number of

management, protection, and innovation actions in Southern territories promoted by associations, resident communities, and volunteer groups, sometimes with the scientific support of experts or scholar. These are spontaneous bottom-up processes, often initiated by place-makers (Granata, 2021), charismatic individuals who can mobilise communities through often self-funded or self-built interventions that receive financial support from foundations or funding programs only in a later phase. As stated in the Preamble of the European Landscape Convention, “the landscape performs important functions of general interest, (culturally, ecologically, environmentally and socially) and constitutes a favourable resource for economic activity”. The widespread quality of the landscape, especially the “everyday landscapes” benefits the multiple communities that inhabit it, including not only permanent residents but also temporary or episodic communities of tourists, travellers, and scholars.

3.2 The integrated landscape project: some emblematic experiences in Southern Italy

A concrete way to combine top-down planning with informal bottom-up processes is represented by the Integrated Landscape Projects already experimented with in Italy, including in the South, with particularly interesting approaches to regenerating urban and public spaces.

In Sardinia, the Landscape Observatory¹², established in 2006, experimented with integrated design to detect, with a multidisciplinary approach, ongoing transformations and dynamics and guide regional territorial policies across multiple governance levels (regional, sub-regional, municipal), while also activating exchange actions with EU and non-EU countries that share Italy’s landscape planning and design approach, such as in the case of the Interreg III Community Initiative Program, financed by the European Regional Development Fund (ERDF). In Apulia there is one of the most significant experimentations of the integrated landscape project, declined in different activities¹³. As part of the Landscape Observatory's activities, the Strategic Project “Integrated Enhancement of Coastal Landscapes”, finances, with FSC-Fund for Development and Cohesion 2007-2013, the municipal projects most capable of integrating the urban and territorial regeneration objectives pursued by local policies and the strategies of the Regional Territorial Landscape Plan. Particularly interesting is the process put in place with the “Project for the integrated enhancement and redevelopment of the coastal landscape of Melendugno” for which the promoting municipality used the funding obtained to launch an international design competition, which was won by the studio of renowned Portuguese landscape architect João Nunes¹⁴.

In Campania, under the projects benefiting from the ERDF 2014-2020, the adoption of the Masterplan as an integrated design tool to define new scenarios for three coastal territories and their urban and public spaces (Domizio-Flegreo, South Salerno, South Cilento) is particularly interesting. The program's presentation documents state, “The Campania Region has chosen the Masterplan as a planning and programming tool useful for the economic development of key areas of its territory. The opportunity offered by the Masterplan allows for equipping itself with a tool capable of triggering territorial, environmental, and landscape redevelopment processes, producing significant economic and employment impacts. The Masterplan’s implementation strategy is defined through a process involving institutional actors and private bodies”¹⁵.

Notably, the South Salerno Masterplan, drafted by a team including the Boeri¹⁶ studio, effectively represents, at both territorial and urban scales with exemplary

clarity and content, an integrated and multi-scale approach that, in addition to addressing a multiplicity of actors and integrating their roles and expectations, combines productive and social aspects of the landscape concerning the reconfiguration of public spaces in urban and suburban areas.

This is a territory that expresses extreme complexity, as observed in many similar conditions in Southern Italy, it has a widespread low quality of public space and urban areas, especially in recently formed settlements, despite the presence of significant cultural and natural resources. It is a landscape where contradictory conditions can be observed, such as the close proximity of the extraordinary archaeological heritage of Paestum with tourist resorts and event halls, buffalo farms, self-built illegal settlements near the shoreline, scattered residential buildings and remnants of precious agrarian landscapes (Figure 3)¹⁷.

The South Salerno Masterplan covers an area of approximately 500 square kilometres, with 50 kilometres of coastline, extending between Salerno and Castellabate, where about 310,000 inhabitants live across eight municipalities (Salerno, Pontecagnano-Faiano, Bellizzi, Battipaglia, Eboli, Capaccio-Paestum, Agropoli, Castellabate) (Figure 4).

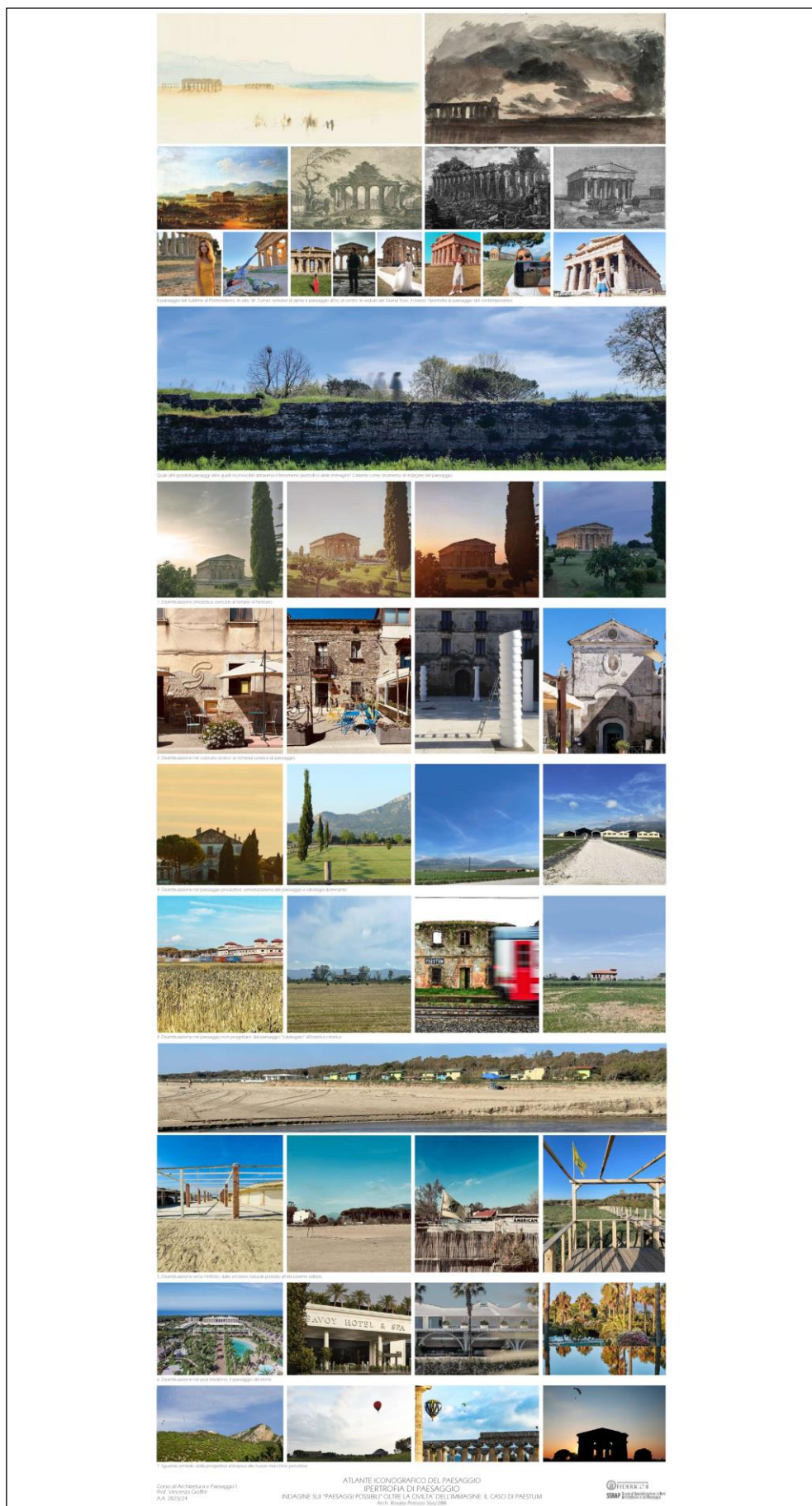
After the project was awarded, an initial phase involved the establishment of the “Socio-Economic Partnership of the Masterplan-Integrated Program for the Valorisation of the South Salerno Coastline”. As stated in the call for proposals issued by the Region, “The objective of the Partnership is to encourage the participation of a wide range of public and private entities operating in the target area and willing to contribute to the development of the Integrated Valorisation Program for the South Salerno Coastline. (...) The Partnership is open to local actors interested in participating in the program’s definition phases: Public entities (Institutions; Research, study, and training organizations; Instrumental entities); Social partners (Trade union and business representatives; Professional associations; Trade associations); and representative associations of interests and needs of local communities (environmental, cultural, social, professional, sports, recreational)”.

In its preliminary draft, the Masterplan highlights the “Critical issues of the urban landscape”, which include over 70 km of highly congested roads, 2,600 hectares of areas in need of redevelopment, 245 hectares of abandoned areas, and 1,000 hectares of degraded productive areas.

Furthermore, the study underscores the generally poor quality of public spaces and the widespread lack of infrastructure and services for sustainable mobility.

The proposed “Urban Regeneration Strategy” (Figure 4), resulting from consultation with the socio-economic partnership, includes a series of actions: “Regeneration of urban areas along the SS18” with “Depavement and Afforestation” interventions, “Reorganisation of settlements along the coast” and “Regeneration of underutilised productive areas”. These interventions are part of a broader “Tourism Strategy” that aims to “Redesign the seafront and create a zone dedicated to tourist services”, “Create a slow tourism circuit linked to the territory”, “Introduce and enhance tourist attractions” and “Regenerate areas designated for summer residences”.

Overall, the Masterplan systematises a series of projects that, again as indicated in the document, respond in their approach and outcomes to the objectives and investments of the National Recovery and Resilience Plan and could therefore be financed by it.

Figure 3. Landscape hypertrophy, Paestum case study

Source: Rosalia Petrizzo, 2024

Figure 4. Salerno South territorial framework

Source: <https://porfesr.regione.campania.it/assets/documents/2022-03-31-mp-salernosud-preliminare-rev4.pdf>

The Masterplan also proposes eight specific interventions that underpin and structure the overall strategy: Tuscano River Park, Sele River Park, Agropaesaggi of the Piana del Sele, Salerno Porta Sele, Marine del Sele, Agropoli-Castellabate Porta Cilento, Città Arcipelago Tirrena Inferiore, and Paestum-Poseidonia. These eight projects, although part of a broader territorial strategy, operate at the level of landscape and urban public space design and are considered essential for triggering the overall process of territorial urban regeneration (Figures 5-7).

Each intervention is designed to address specific needs and opportunities within the targeted areas, integrating natural, cultural, and social elements to enhance the landscape and public spaces. By focusing on the regeneration of these key areas, the projects aim to connect the broader territory through a network of sustainable and well-designed spaces, reinforcing the identity and quality of the South Salerno coastline.

Figure 5. Masterplan South Salerno



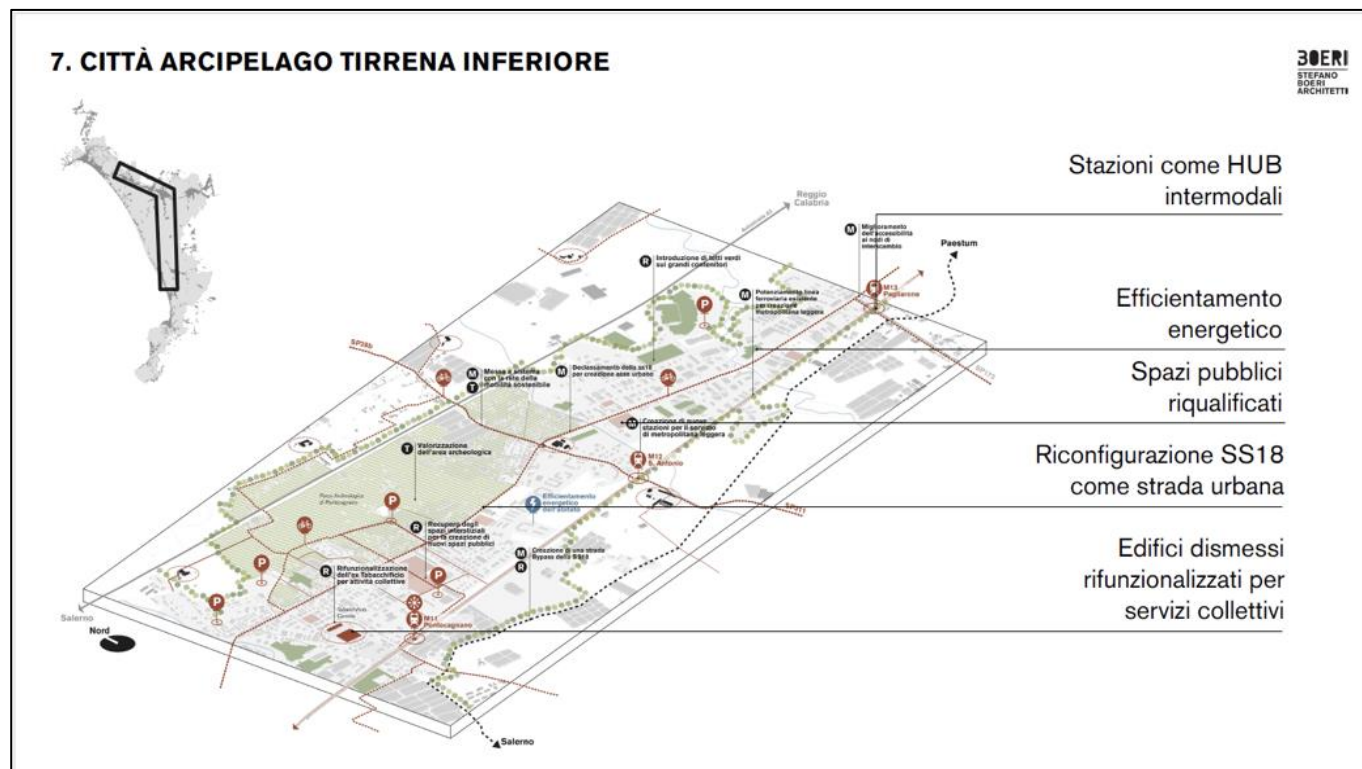
Source: <https://porfesr.regione.campania.it/assets/documents/2022-03-31-mp-salernosud-preliminare-rev4.pdf>

Figure 6. Framework of 8 Masterplan projects

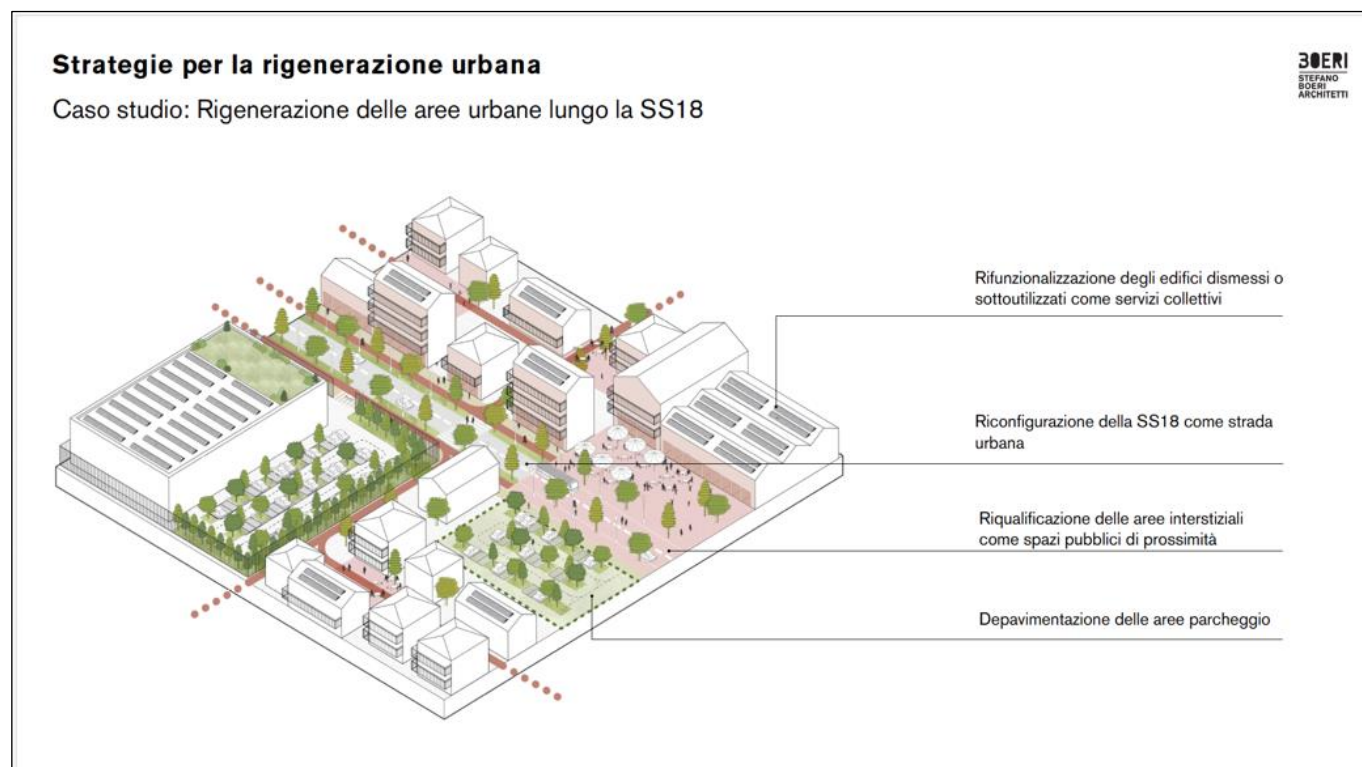


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Figure 7. Project 7 *Tirrenia Inferiore Archipelago City*

Source: <https://porfesr.regione.campania.it/assets/documents/2022-03-31-mp-salernosud-preliminare-rev4.pdf>

Figure 8. In-depth analysis of the project *Strategies for urban regeneration*

Source: <https://porfesr.regione.campania.it/assets/documents/2022-03-31-mp-salernosud-preliminare-rev4.pdf>

The Preliminary Project also includes graphics proposing solutions for individual case studies that represent recurring conditions of “ordinary” urban landscapes. These are minimal or interstitial public spaces often found in an undefined or abandoned state but holding untapped potential for urban regeneration.

Following an approach aligned with landscape urban design, the Masterplan illustrates simple interventions (such as planting trees along street edges, redefining mobility to favour pedestrians and bicycles, redesigning public spaces, and depaving unused mineral surfaces to initiate re-naturalisation processes) aimed at improving the overall urban quality, even in seemingly less significant conditions, to create new local public spaces. These concrete approaches and solutions embody the principles of the European Landscape Convention, which suggests extending landscape quality well beyond conditions of excellence, particularly favouring the everyday landscapes that benefit residential communities.

This strategy emphasises enhancing ordinary spaces, thus contributing to broader, inclusive urban regeneration (Figure 8).

4. Conclusions

At its inception, Integrated Design is welcomed by local actors, but it has often resulted, especially in the first Cohesion Policy experiments, in the implementation of projects that have remained isolated over time, poorly integrated with the social, economic, cultural and territorial context of reference and distant, as a result, from the real living needs of communities. Similarly, any action to protect, manage or innovate the landscape, understood as a collective and democratic construction, has proven effective and long-lasting if shared by local communities, as proposed by the European Landscape Convention.

The receptiveness of regional governments toward integrated planning, as conceived more recently by the Cohesion Policy for cities and urban systems, and the more current novel formulas applied to landscape, can be interpreted as an evolution from an experimental tool to a learnt attitude. In this perspective, integrated landscape design is the most effective operational method for considering territorial resources as a whole “ecosystem”. This approach allows for the integration of public and private stakeholders, diverse funding sources, and collective actions; it is an effective strategy to enhance existing assets, develop innovation and create new values, ensuring significant economic and social impact through a collective and democratic construction shared with local communities.

Thanks to its inclusiveness, flexibility and adaptability, integrated landscape design can, more than other operational methods, foster convergence among the various bodies operating in the same territory and between different funding sources. More importantly, it can ensure procedural and strategic paths aimed at promoting cultural heritage – both tangible and intangible – and improving the quality of urban and collective public spaces by embracing the diverse interests and aspirations of local communities.

Today’s objectives are many and can be summarised into several key points that could be used as guidelines for defining a policy for public and collective spaces in Southern Italy:

- Promote integrated design culture at medium and small scales;
- Encourage local awareness and communication initiatives on public space care;
- Ensure coherence between planning tools and landscape quality themes at the regional level;
- Counter stereotypes and negative clichés about Southern territories with a new

narrative that highlights the originality, quality, innovation and dynamism of initiatives promoted with local communities;

- Incentivise and support partnerships for the regeneration of abandoned or forgotten urban spaces, involving universities, associations and spontaneous processes promoted by local communities;
- Promote participatory and multidisciplinary forms of integrated design, such as workshops or living labs.

These goals aim to build a renewed, inclusive and sustainable approach to public space and landscape regeneration, aligning with the evolving needs of the Southern Italian urban and territorial context.

Notes

1. “Landscape policy means an expression by the competent public authorities of general principles, strategies and guidelines that permit the taking of specific measures aimed at the protection, management and planning of landscapes”, Council of Europe Landscape Convention, Article 1 – Definition (letter b), <https://rm.coe.int/16807b6bc7>.
2. For PIC URBAN I Naples, Salerno, Foggia, Bari, Lecce, Cosenza, Catanzaro, Reggio Calabria, Palermo, Catania, Syracuse and Cagliari; for PIC Urban II Caserta, Crotone, Misterbianco, Mola di Bari, Pescara and Taranto.
3. The CSF is the document that defines priorities and intervention strategies regarding the use of European structural funds. Presented by each member state and approved by the European Commission, it contains a snapshot of the starting situation, the strategy, the distribution of financial resources and the conditions for implementation. In the first two CSFs, the strategy is divided into “Priority Development Axes”, combined with intervention sectors, such as tourism, environment, industry, etc. From 2000 onwards, the sectoral approach was definitively abandoned, and the CSF is divided into “Priority Intervention Axes”.
4. For the 2000-2006 programming period, the regions of Basilicata, Calabria, Campania, Apulia, Sardinia and Sicily are included in Objective 1.
5. By “guiding idea” we mean a synthesis objective, which, describing the change that the project wants to implement at a territorial level, allows the focusing of all interventions and the combination of the different actions.
6. The NSRF is a policy document, rather than a real programming document, negotiated with the Commission. The strategic proposal of the NSRF Italy 2007-2013 is divided into ten “Thematic Priorities” that replace the Priority Axes of the previous CSF.
7. The territorial aggregate of the “Convergence” Objective refers for Italy to the four Regions of Campania, Apulia, Calabria, Sicily and Basilicata under a transitional support regime (phasing-out).
8. Law no. 1089/1939 “for the protection of things of artistic and historical interest”, the first organic law aimed at regulating the protection of cultural heritage and law no. 1497/1939 “for the protection of landscape beauties” (Bottai law).
9. The original text of art. 9 of the Constitution, approved by the Constituent Assembly on 22 December 1947, states: “The Republic promotes the development of culture and scientific and technical research. It protects the landscape and the historical and artistic heritage of the Nation”; the text was integrated on 09/03/2022 with the paragraph: [the Republic] “Protects the environment, biodiversity and ecosystems, also in the interest of future generations. State law regulates the ways and forms of animal protection”.
10. Law no. 431 of 8 August 1985 (known as the Galasso law after its proponent Giuseppe Galasso, Undersecretary for Cultural and Environmental Heritage) is a law of the Italian Republic, which has extended at a regulatory level the areas to be subjected to landscape and environmental protection.
11. The first three Articles of the Convention read: Article 1 – Definitions, “Landscape” means a specific part of the territory, as perceived by the population, whose character is the result of the action and interaction of natural and/or human factors; Article 2 – Scope, “Without prejudice to the provisions of Article 15, this Convention applies to the entire territory of the Parties and covers natural, rural, urban and suburban areas. It includes terrestrial landscapes, inland waters and marine waters. It covers landscapes which can

be considered as exceptional, everyday landscapes and degraded landscapes”; Article 3 – Objectives, “The purpose of this Convention is to promote the protection, management and planning of landscapes and to organise European cooperation in this field”.

12. <http://www.sardegna-territorio.it/>
13. <https://pugliacon.regione.puglia.it/web/sit-puglia-paesaggio/progetti-strategici>
14. <https://proap.pt/>
15. <https://porfesr.regione.campania.it/it/progetti-e-beneficiari/masterplan-litorale-salerno-sud/masterplan?page=1>
16. “Masterplan Litorale Salerno Sud. Progetto Preliminare” (2022), redatto da: RTI -MATE Soc.Cooperativa_Capogruppo Mandataria del Costituendo RTI– Studio Silva S.r.l. - FTourism& Marketing di Josep Ejarque - Stefano Boeri Architetti s.r.l.
17. Iconographic atlas “Landscape Hypertrophy, Paestum case study” by Rosalia Petrizzo, elaboration carried out in the Course of Landscape Architecture I, Prof. Vincenzo Gioffrè, School of Specialisation in Architectural and Landscape Heritage, Department of Architecture, University of Naples Federico II.

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The authors declare no conflict of interest.

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