

From the industrial city model to that of the integrated services: the recovery of abandoned industrial areas

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Abstract

The present paper describes an integrated design method helpful to the redevelopment of abandoned industrial sites and the mending of these areas with the new logic of the contemporary city. The method assumes that the low quality of a degraded area as an abandoned industrial site is often connected to an oversimplification of the structure of a place and to the mono-functional behavior associated with it.

The analytical method starts from the identification of the different degree of services required in a specific urban area in whose proximity lies the abandoned place. From here it defines the degree of conversion of the abandoned industrial area according to the degree of integration of urban services and its ability to create authentic new urban centralities.

From the appropriate mediation of these aspects comes the economic feasibility of project interventions often particularly onerous in which however can be moved the interest of large private investors. Thus, the presence of strong economic attractors can produce important social consequences by promoting a radical transformation of urban districts sometimes characterized by considerable physical and social degradation precisely because of the presence of the aforesaid industrial areas.

The case study focuses on a popular and peripheral neighbourhood of the city of Bari grown up around one of the craft industrial areas of the city, in the early '900.

The pursuit of the increase of social welfare, quality of life and services, in the heavily degraded urban areas such as this, necessarily requires huge financial resources and transformations that can not be absorbed only by forms of public financing. On the other hand, in this neighbourhood, the policy of small changes, developed in almost half a century, often only with sociological or urban mitigation actions, has not been able to generate real effects of social well-being. Hence the search for an accurate design model addressed to:

- *create urban spaces with a strong identity,*
- *integrate functions and public services of urban scale and neighbourhood*
- *produce complex residential systems, designed to meet the different needs of specific social groups (young couples, singles, seniors, ...) until now leave out, in Italy, from these housing policies.*

Keywords: *industrial area recovery, degraded urban area, residential systems, integrated urban services, housing.*