



**REGIONE PIEMONTE**

**Comune di CASALE MONFERRATO**

**Provincia di ALESSANDRIA**

**PROGRAMMA INTEGRATO DI SVILUPPO LOCALE**

**"RONZONE.ECO"**

**SINTESI DEL PROGRAMMA INTEGRATO**

**Ente pubblico coinvolto nella realizzazione del Programma**

Denominazione	<b>COMUNE DI CASALE MONFERRATO</b>
Indirizzo sede	<b>VIA MAMELI, 10 – 15033 – CASALE MONFERRATO (AL)</b>
Responsabile del procedimento	<b>ING. ROBERTO MARTINOTTI</b>
Numero di abitanti	<b>36.457 (dati aggiornati al 31/12/2004)</b>
Valore complessivo del programma	<b>€ 12.112.735,50</b>
Valore complessivo OO.PP. e simili	<b>€ 6.845.424,50</b>

**1. A proposal survey**

By joining the "integrated Local development programme", the municipality of Casale is aiming at catching on its land the funds suitable to complete the ventures turned to rebuild a decayed city area: "The Ronzone". In agreement with the formerly expressed directions, that accomplished a bunch of operations to regain areas subject to demolition of the Eternit plants in the Ronzone neighbourhood, we planned to fulfil the restoration and safeguard of the aforesaid areas, supporting an harmonious development of the environment, and remoulding the area in such a way to let the people enjoying itself by the quality of the environment just like the economical and facility growth. The whole area (with a total of 584182 mq.) is marked by deep environmental troubles and needs uniform reset acts inside the urban design. Therefore the main goals are the environmental restoration of the asbestos polluted sites and the planning of green areas in replacement of the old cement plants. Then we are aiming at requalifying the road map to improve the linkage to and inside the area, to improve the use of the public park we are going to build and moreover to create a sustainable mobility system through the use of public service, the creation of parking areas and cycle rings. All that will allow to regain and give back to the people a lot of buildings in shameful state, hooking the operations to the provisions of growth the Po Park is performing. In this range of operations, we are aiming at starting up the recovering of waste and reusable materials inside the neighborhood, like a steer plan for an integrated system of waste recover in joining venture with the COSMO company. On the side of living in the Ronzone, we are setting in through the accomplishment of two high environmental quality residential poles ( New ecological village and the recovering of the Solaro Station ), trough the re-planning of the road axis, and the supplement of the energy giving pools such as solar power and so on. We are aiming at encouraging the achievement of cheap residential buildings in the public area named "ex Piemontese". From the whole operation we are expecting not only an improvement of the overall state of life but above all a new life of the neighbourhood through the set up of an educational pole and a commercial network, with gathering places for young and elder people. In detail, a commercial area will uphold craftsmen and dealers thus encouraging a higher quality of life for people living there. In the meanwhile we are going to build a new shopping centre in the place of the former public swimming pool, with new green areas and public parking. The outlined operations belong to a long period strategy for which we need the support of people living inside and outside the area, through cooperation and communication ways.

**2. General development and suitability goals for the area**

The recovery of the whole area, despite the old different operations done all over the past years, forces to an overall afterthought of past actions. The aim of the Municipality is therefore to develop projects



completing each other, to exploit all the areas in the jurisdiction, to connect all the existing ventures such as the new shopping center in the Cittadella area and the new productive settlements areas, to blend the local contest to the new urban requirements. We are waiting for an overall improvement of urban quality of life. The deployment of common driving styles intends to provide an homogeneous pool of short-long term perspectives to fulfil a growing path for the social-economical environment. In detail the PISL operation proposals suggest the overall recovering of the entire "Ronzone" neighbourhood, a sort of alien body inside the town nevertheless it is almost near the town core. The development of local potentiality is made up of the ability of the fulfilment of the above mentioned operations without bereaving funds from other town development operations.

### 3. Interventions, facilities, actions and business to accomplish

As follows, we are defining general targets for each action.

- |   |  |  |            |                       |
|---|--|--|------------|-----------------------|
| ➤ | <u>Action 10.1.1.1</u>   | <u>Parco Eternot</u>                                 | <u>PI1</u> | <u>€ 2.628.000,00</u> |
|   | Public park adjustment of the area available from the demolition of the Eternit Plant                              |  |            |                       |
| ➤ | <u>Action 10.1.1.2</u>   | <u>Riqualificazione Asse Viario</u>                  | <u>PI2</u> | <u>€ 1.230.553,50</u> |
|   | Conversion of industrial roads to urban roads provided with sidewalks, cycle paths, main avenues, public lighting. |  |            |                       |
| ➤ | <u>Action 10.1.1.3</u>   | <u>Creazione piste ciclabili e Lungo Po Sportivo</u> | <u>PI3</u> | <u>€ 500.060,00</u>   |
|   | Cycle ring creation to join the town core through river banks  |  |            |                       |
| ➤ | <u>Action 10.1.1.4</u>   | <u>Recupero Area ex Solaro</u>                       | <u>PI4</u> | <u>€ 1.690.371,00</u> |
|   | Conservative restructuring of the public building through high tech operations such as sunlight gatherer and so on |  |            |                       |
| ➤ | <u>Action 10.1.2.2</u>   | <u>Risolvere con l'acqua</u>                         | <u>PI5</u> | <u>€ 796.500,00</u>   |
|   | Restoration of the hydroelectric plant .   |  |            |                       |
| ➤ | <u>Action 10.2.2.1</u>   | <u>Nuovo Centro Commerciale</u>                      | <u>PI6</u> | <u>€ 4.600.000,00</u> |
|   | A new shopping center inside the former public swimming pool.  |  |            |                       |
| ➤ | <u>Action 10.3.1.1</u>   | <u>Ronzone.COM</u>                                   |            | <u>€ 75.000,00</u>    |
|   | Give life and deploy a new commercial area to support craftsmen and small dealers long the road axis               |  |            |                       |
| ➤ | <u>Action 10.3.1.2</u>   | <u>Ronzone.NET</u>                                   |            | <u>€ 50.000,00</u>    |
|   | Children, youth and families support. A common info place for job research .                                       |  |            |                       |
| ➤ | <u>Action 10.3.1.3</u>   | <u>Gestire – Partecipare – Comunicare</u>            |            | <u>€ 150.000,00</u>   |
|   | Communication operations with new media, managed by local people.  |  |            |                       |
| ➤ | <u>Action 10.3.1.4</u>   | <u>Sperimentare &amp; Valutare</u>                   |            | <u>€ 105.000,00</u>   |
|   | A process of environmental assessment for the operations in the overall neighbourhood.                             |  |            |                       |
| ➤ | <u>Action 10.3.1.5</u>   | <u>Riduco / Riuso / Riciclo</u>                      |            | <u>€ 257.251,00</u>   |
|   | Start up of a new integrated system for distinguished gathering of waste through a programme                       |  |            |                       |
| ➤ | <u>Action 10.3.1.6</u>   | <u>+Mobilità –Energia</u>                            |            | <u>€ 30.000,00</u>    |
|   | Improvement of public mobility inside the area by offering an "on call" transport service                          |  |            |                       |

### 4. Consistence with urban planning tools, with the Leader and Urban plans

The whole operation connected to the Ronzone area is suitable to the rules of the current PRGC and other urban plans. We made a reference to other European plans such as Leader and Urban; in detail:

URBAN - the purpose of the project is in the whole, bounded to the UE addresses, because it is not only an urban planning, but it is focused on the social and environmental aspects of the area. The working hypothesis is social oriented, by doing actions facing the needs of defending outcast population, encouraging employment and education. All this by working in conjunction with no-profit organizations.

PRUSST - The environmental recovering of the ETERNIT plant areas belongs to an important Action of the PRUSST in South Piedmont. The choice of the whole area Ronzone for the present group of actions is strictly bounded to the former action of cooperation between public and private agents.

CONTRATTO DI QUARTIERE II - The municipality of Casale joined the regional programme named Contratti di Quartiere II, thus obtaining a part of the contribution to carry out other operations to revitalize the Ronzone area.



**Timesheet Work Program**

FASI		PERIODI								
		1	2	3	4	5	6	7	8	9
<b>10 INVESTIMENTI PUBBLICI</b>										
<b>10.1.1 OO.PP.</b>										
10.1.1.1	Parco Eternot									
10.1.1.2	Riqualificazione Asse Viario									
10.1.1.4	Recupero Area ex Solaro									
10.1.1.3	Creazione di piste ciclabili e Lungo Po sportivo									
<b>10.1.2 INTERVENTI DI PARTENARIATO PUBBLICO-PRIVATO</b>										
	<i>realizzazione solo pubblica e gestione privata</i>									
	<i>realizzazione pubblico-privata e gestione privata</i>									
10.1.2.2	Risollevare con l'acqua									
	<i>realizzazione pubblica con contrib. priv. a fondo perduto</i>									
<b>10.2 INVESTIMENTI PRIVATI</b>										
<b>10.2.1 INTERVENTI PREVALENTEMENTE RESIDENZIALI</b>										
<b>10.2.2 ATTIVITA' ECONOMICHE</b>										
10.2.2.1	Nuovo Centro Commerciale									
<b>10.3 AZIONI IMMATERIALI</b>										
<b>10.3.1 PUBBLICHE</b>										
10.3.1.1	Ronzone.COM									
10.3.1.2	Ronzone.NET									
10.3.1.3	Gestire-Partecipare-Comunicare									
10.3.1.4	Sperimentare & Valutare									
10.3.1.5	Riduco / Riuso / Riciclo									
10.3.1.6	+Mobilità -Energia									

Periodo di riferimento: ANNO

