

Urban and Rural Land Use Planning and Implementation – Planning Policies and Management of Wine Towns

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SUMMARY

Small urban realities constitute a level of economic structure on a territorial and local base that, if well-disciplined in the use of the land, can form the model of the smallest measurement for the policies of sustainable development.

In some towns, neighbouring to strongly urbanized lands as well, the agricultural production assumes complex functions of specific economy and of driving force for both the harmonious development and the improvement of environmental factors which are typical of that land.

In fact, recent sustainability indicators of human intervention set, as central interest, the improvement of the territorial heritage (environmental, natural and man-built) as peculiar quality of each place in relation to the offer of agricultural products of both high specialization and nutritive value.

It's in this field that we can place Italian territory; it is scattered with small cities where the panoramic perception is characterized by the cohesion between the traditional cultivations (vineyards, olive groves which production often reaches excellent and economically competitive results) and the presence of historic and monumental centres. This close relationship represents the core of the urban and hilly Apennine and Alpine system with its typical "medieval" structure, and it coincides with most of the artistic and cultural heritage of the imagine and of those historic landscapes globally considered as human heritage.

This implies that planning and management policies of homogeneous areas, composed of the union of the so many resorts definable as "Wine Towns", must be standardized and must aim at connecting, as much as possible, the buildings, the village and the agricultural lands. Particular attention might be focused on the re use of urban and rural buildings to insert them in the production cycle in relation to the characteristic of agricultural cultivated products (grapes and wine) and also for the art tourism (monuments) and rural (agritourism).

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1. THE CRITICAL STATE OF TERRITORIES

The wildcat realization of buildings and the lacking maintenance of the existing building patrimony, together with the poor attention of natural geo-physical balances, imply the critical state of the territory which constitutes a real condition of vulnerability.

Unfortunately, Italy has been recently interested by the consequences of the undervaluation of environmental problems in relation to the effects of the recent earthquake which for the first time has hit a vast area of the city and of historical villages.

The devastating effects, in spite of the drama of the event and of the substantial number of the victims (more than 290), have been restrained in relation to the time in which the quake happened and as consequence of that minimum alarm which was activated thanks to the seismic swarm which preceded it.

This imposes the extension of planning discipline and safeguard, which is normally reserved to that part of the territory which includes the historic city and also to the “historic territory”, adopting a single attitude of protection and improvement of the landscape, of the urban heritage and of the rural typicality.

In this way of planning, specialized agriculture assumes driving functions of environmental character and of valorization also of public goods. Specialized agricultural activity constitutes hydro-geological safeguard, conservation of soil fertility, balance for micro ecosystem, element of valorization of agrarian landscape and, constituting the healthy context of insertion of the “village – historical monument”, it exercises the call for the tourism of wide consumption.

On the contrary, the need of optimizing processes of urbanization of big urban conglomerations constitutes element of economical discrimination and it involves, often, the inevitable exclusion of small towns or villages from big flows of public financing and from policy of touristic development.

Small communities have the right conditions to assure a level of quality of life above all in touristic field. However the same are not considered to obtain efficiency in terms of “economical advantages” even though the global system is more and more in search of quality and wellbeing. Strengthening of reception supply, improvement of services, right advertising can attract, on the contrary, tourism beginning from economical operators and from the respective firms already interested in the agricultural and food production of the place.

2. HOW TO PROCEED

First of all, an accurate research is important to organize the “developing project” from an historical, geographical, productive, territorial and administrative point of view. Within that research the homogeneous area, considered as the group of territories which have similar

conditions favourable to agriculture in general and to the production of characteristic wines in particular, can be delimited.

So, municipalities which are part of the area and bodies which have responsibilities on the government and of the planning of the territory are identified. All basic cartography available, both topographical and thematic, is collected with particular attention to relevant themes (altimetry, slope of territory, geology, geo-morphology, climatology, spontaneous flora, use of the soil, etc.). The aim of this accurate analysis consists in taking stock of available information and evaluate their utility to decide what kind of direct and specific researches have to be done, investing resources (generally poor) in deserving areas.

The plan will discipline:

- a) rules on urban expansion and on small villages, which take into account of:
 - evolution of historical structure, of critical events (seismicity and floods) and of its ability of expanding without distorting urban and territorial identity;
 - delimitation of natural areas to preserve necessary to agricultural and food ecosystem;
 - ability of environmental loading (resilience of environmental systems, water, rubbish and energy cycles);
 - building systems and traditional materials;
 - need of the host linked to the cultural tourism of wine;
- b) rules on requalification and reuse of buildings and systems of rural installation, as:
 - relation between building or village and agricultural territories in relation to environmental and landscape safeguard, with particular attention to changes of use destination;
 - need of dispensation and specific adaptations of safety, hygienic and building regulations for the priority of the reuse of urban and rural buildings used for productive cycle of wine and for rural tourism;
- c) rules for productive installation of new building (agricultural adnexa, basements, commercial and artisan areas):
 - selection and admissibility criteria of activities, with exclusion of productive activities which are not coherent with the socio-economical context and with the valorization of the historical territory and of the vineyard system;
 - specific regulations and valuation on localizations, landscape insertion, building materials, colours, urban furniture, accessibility, goods flow;
- d) rules for the defence and the valorization of agrarian landscape at company level:
 - rules for the availability of the interested territory and accessibility to the places of production (vineyard, basement, farm);

- criteria to remunerate the production of public goods because of the adoption of rules and productive systems able to recover hydro-geological, ecosystem and landscape balance;
- rules to develop economies at local level (farm holiday centre, wine tourism, transformation and marketing);
- rules to maintain plantation for the rescue and the protection of hydro-geological, ecosystem and landscape balance (disposition of lines, choose of guardians, drainages, margins, level ditches, terracing, dry walls, hedges, planted, relation with woods and the uncultivated lands, etc).

BIOGRAPHICAL NOTES

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Academic experience: Dipl. in Surveying

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