

business happens here

INVEST IN GENOVA 3.0





Genoa is renowned for many reasons: history, food, architecture, people (Cristoforo Colombo is one of them). Its long-standing history has bequeathed the largest medieval Historical Center in Europe and a long list of Unesco World Heritage sites and its development, as well as its unique "vicoli" (alleyways), its churches, "Rolli" palaces and historical artisan workshops. Among the various suppositions on the origin of the name "Genoa," perhaps the most fascinating is that it comes from the Latin word "Janua," which means "door," and one reason for its fame is undoubtedly the role always played as a great trading port. Thanks to its strategic position, Genoa is still one of the Italian leading ports both in passenger and freight traffic.



Marco Bucci,
Mayor of Genoa

The development of the city will leverage major infrastructural works that are expected to be soon completed.

The new "Terzo Valico" (rail tunnel) will enable high-speed trains to connect Genoa and Milan in only 45 minutes, while the new "Gronda" (highway junction) will relieve the urban road congestion and the new sea wall will help the growth of trade. The improvement of high-speed connections is expected to contribute to an increase in real estate values.

According to a recent study by "Osservatorio sul Mercato Immobiliare Residenziale," in fact, Genoa is the cheapest and most attractive city in Italy as to the real estate purchase with an average price of 1,805 EUR/sqm. In the last 20 years, the number of tourists has doubled and is still increasing. Since early 2017, the city has welcomed approx. 2.8 million tourists with a growth of +40% since 2016 in the tourism industry jobs. The regional economy has also kept its industrial identity that today is focused on R&D and innovation. For example, between 2001-2014, employment in the high-tech sector grew by 41%. The Genoa-based IIT (Italian Institute of Technology) is one of the leading research centers at the forefront of high-tech development industry on robotics, new materials, energy, and so on.

Cradled between mountains and sea, Genoa is located in the middle of the Ligurian coast and flanked by the gorgeous and easily reachable villages of "Riviera di Ponente" and "Riviera di Levante," such as Portofino, Sanremo, and Camogli. Thanks to its excellent (but still under significant improvements) air, rail and road connections, it is indeed the doorway to and from the Mediterranean Sea.

Its mild weather makes Genoa a fantastic place to visit, live, and work. Its temperate climate allows to save energy and have a better quality of life, two factors not to be ignored. These favorable conditions help to attract talents, stimulating creativity, and generate business ideas. Its millennial history and culture make Genoa more attractive from a natural, naturalistic, and artistic viewpoint than other major cities. The labor cost is substantially lower than in other Italian areas, especially when compared with the medium and large cities. For example, the labor cost in Genoa is 15% lower than in Milan, and 30% more competitive than in France.

For fiscal years 2019 and 2020, the City Administration has implemented the fiscal measures on local taxes announced two years ago. Contributions, reductions or facilitation for TARI (fee for the waste collection and disposal service), COSAP (tax for the occupation of public space), and IMU (Unified Municipal Real Estate Tax) have been decided by the Municipality to make Genoa extremely competing and engaging for new companies. Special attention has been paid to innovative start-ups and companies setting up new production facilities or expanding the existing ones and increasing the workforce.

Genoa welcomes and embraces investment opportunities as one of the prime movers for the development of our city. Comments and suggestions are welcomed, and we strongly appreciate any interest in investing in the future of Genoa, "Città meravigliosa."



Marco Bucci,
Mayor of Genoa

Contents

7	GENOA KEY HIGHLIGHTS
8	WHY INVEST IN GENOA
24	EVENTS
32	GENOVA MERAVIGLIOSA RIGENERARE GENOVA
34	ONGOING PROJECTS
56	PROJECTS FOR INVESTORS
74	GENOVA TRANSPORT SYSTEM



GENOA KEY HIGHLIGHTS



2019

Leading

Med cruise destination

+4,500,000
tourist flow per year

42 Unesco
historical palaces

240.29 km²
area

32,248 EUR
GDP per person
Data source: ISTAT

574,977
population

Capital of the Liguria Region
(1.6 million inhabitants)

Liguria is one of the most multifaceted regions in Italy, where intense economic activity and stunning nature live side by side.

Sixth-Largest City in Italy
(0.6 million Inhabitants)

The Genoa urban city is the 6th largest in Italy, with 0.6 million inhabitants reaching 0.8 million of dwellers with its metropolitan area and province.

The Busiest Port in Italy
and one of the top ports
in the Mediterranean

Genoa is Italy's most vibrant port (in terms of total tonnage). The port covers an area of approximately 700 ha of land and 500 ha of water, stretching along a 22-km coastline with 27 km of quays.

Unique Historical Heritage

Genoa hosts the world's oldest bank, "San Giorgio" (1407), and the Italian oldest soccer team, Genoa C.F.C., (1893). During the Middle Ages, Genoa was also a leading "Maritime Republic" alongside rival Venice.

One of the Major Economic Centers of the Country

The city is the southern vertex of the so-called Italian "industrial triangle" (i.e. Milan-Turin-Genoa), contributing with industrial, logistics and high-tech expertise to the success of this business cluster. In 2006, the city's Old Town entered the Unesco World Heritage List. A huge medieval historical center where Via Garibaldi, the Rolli Palaces and San Lorenzo Cathedral are just a few of its countless stunning beauties.

Eminent Personalities

Genoa is the birthplace of renowned figures, including the explorer Cristoforo Colombo (Christopher Columbus), the poet Eugenio Montale, the musicians Niccolò Paganini and Fabrizio de André, the politician Giuseppe Mazzini, the actors Vittorio Gassman and Paolo Villaggio, the architect Renzo Piano and many others.

Quality of life

Located on the splendid Ligurian coast not so far from Portofino and Cinque Terre, Genoa is also easy to be reached from some of the most beautiful ski resorts of the Alps to enjoy its mild Mediterranean climate and traditional regional cuisine (pesto and focaccia).

WHY INVEST IN GENOA

**The Genoa Bridge Project,
Logistic and Shipping, Technology
and Innovation, Tourism, Quality
of Life, Opportunity Liguria, Promote
Urban Region, Area with lean and
simplified bureaucracy (ZLS)
of the 'Port and Dry Port of Genoa'**



Why invest in Genoa

THE GENOVA BRIDGE PROJECT

—
WE DELIVER WHAT WE PROMISE



Genoa reacted to the pain caused by the deadly collapse of the Morandi Bridge by strategically rethinking the areas of Val Polcevera affected by the tragic event.

It was decided to launch a design competition for the bridge and another one for the area under the bridge; the second one is aimed at arranging the future planning of the territorial system with a view to the urban redevelopment through sustainable and innovative interventions to be evaluated and selected in different public/private ways.

The new bridge construction was entrusted to the newly established company PerGenova

(formed by Salini - Impregilo, Fincantieri Infrastructure, and ItalFerr for the executive part of the design) on a project by Renzo Piano. It consists of 1,100 m of continuous girders forming the steel deck of the new bridge.

Nineteen elliptical piers in reinforced concrete will support it. They will be placed at 50 m of distance each other except those on the Polcevera stream and on the railway lines that will be 100 m long.

The City Administration chose the instrument of International Urban Design Competition for the urban regeneration project of the "Valpolcevera Quadrant" as a virtuous procedure to arrange



the masterplan aimed at regenerating the city area directly involved in the tragic event.

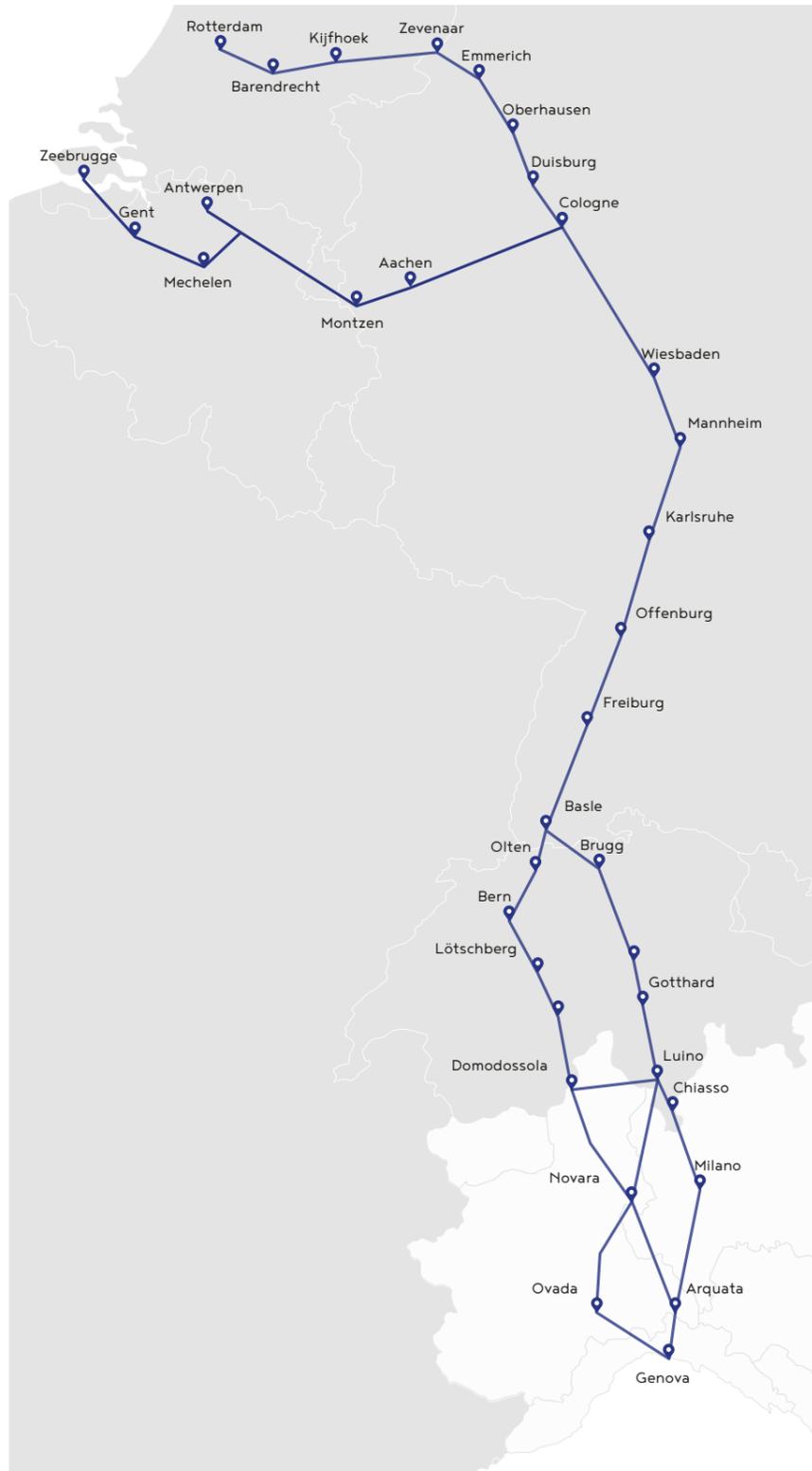
The "Parco del Ponte" competition was selected as one of the four world's best practices on the architecture competition, as a tool for urban renewal.

In 2019 ACE-UIA (Council of Architects of Europe and International Union of Architects) accepted the proposal put forward by the National Council of Architects, Planners, Landscape Architects, and Conservators. On October 25, during the International Conference held at Unesco headquarters in

Paris, the winning project and the process undertaken that led to the final result were shown.

It is the most important design competition ever launched by the City of Genoa that is aimed at redesigning and rethinking a part of the city through an urban project (masterplan) that gives back dignity to an area of the city disregarded from a qualitative viewpoint in the recent decades. Hence, a new bridge, but mainly a new and more livable, flexible, and multi-functional neighborhood for all the citizens.

LOGISTIC AND SHIPPING



The Port

Genoa has successfully capitalised upon its major asset, the port, which has been a key force in developing a strong local economy, supporting an estimated 36,000 people in employment. The Ports of Genoa rank as the premier port in Italy and as the leading Mediterranean gateway for Europe. It is a multi-service port with a selection of over 30 specialised terminals, across an area of 7 million sqm, equipped to cater for all commodity sectors: containers, liquid and solid bulk, project cargo, heavy-lift, perishable goods. The Ports of Genoa handle yearly just under 2.7 million TEU and 70 million tonnes of total throughput. Containerised traffic accounts for 37% of total trade, with growth rate of approximately 50% in the last decade, whilst breakbulk and ro-ro traffic account for 22.4% of the total. An extensive selection of regular liner services connect the Ports of Genoa with 500 ports worldwide. A natural deep draught of up to 19 metres can accommodate the ultra large container ships of over 20,000

Italy's Premier Port	Over 500 Ports connected worldwide	50% Container growth over last decade	+7 million sqm Surface area	14 billion EUR Investments underway	27 km Quay length	100 Berths
2019	Total container traffic 2,669,917 TEU	Total cargo traffic 68,121,113 t	Ports of Genoa market share 33% Italian container gateway traffic	Total ferry passenger traffic 2,528,994	Total cruise passenger traffic 2,018,270	

Ports of Genoa Southern Mediterranean port of call of the Rhine-Alpine Corridor

Source: Ports of Genoa

TEU and provides the Ports of Genoa with a competitive edge over the Northern European ports.

Easy access to Central Europe

Genoa is strategically located in the heart of Europe and ranks as the natural Mediterranean gateway to the leading industrial and consumer areas in Central Europe: specifically, Basel is just 450 km away, Munich 600 km, Stuttgart 650 km. Additional investments in major infrastructure works have recently been launched, with a 14 billion euro-investment programme underway and further future opportunities for expansion on the horizon; for instance, China's great interest to include the Ports of Genoa along the New Maritime Silk Road, in the multi-billion Belt and Road Initiative. China's ambitious plan to connect the world will foster connections between the Far East and Europe, with the Ports of Genoa consolidating its role as leading center of cargo handling excellence for seaborne trade with Asia across the Suez Canal.

At the heart of Italy's manufacturing area

The Genoese shipping community plays a key role in serving Northern Italy's industrial and consumer heartland, thanks to invaluable experience and professionalism, and to the over 150 regular liner services which boast connections to ports worldwide and offer a wide variety of choice to shippers and receivers. Genoa provides an ideal modern logistics platform for businesses working with the leading manufacturing and consumer centers in Italy's most productive area which generates up to 40% of Italian GDP.

Shipyards

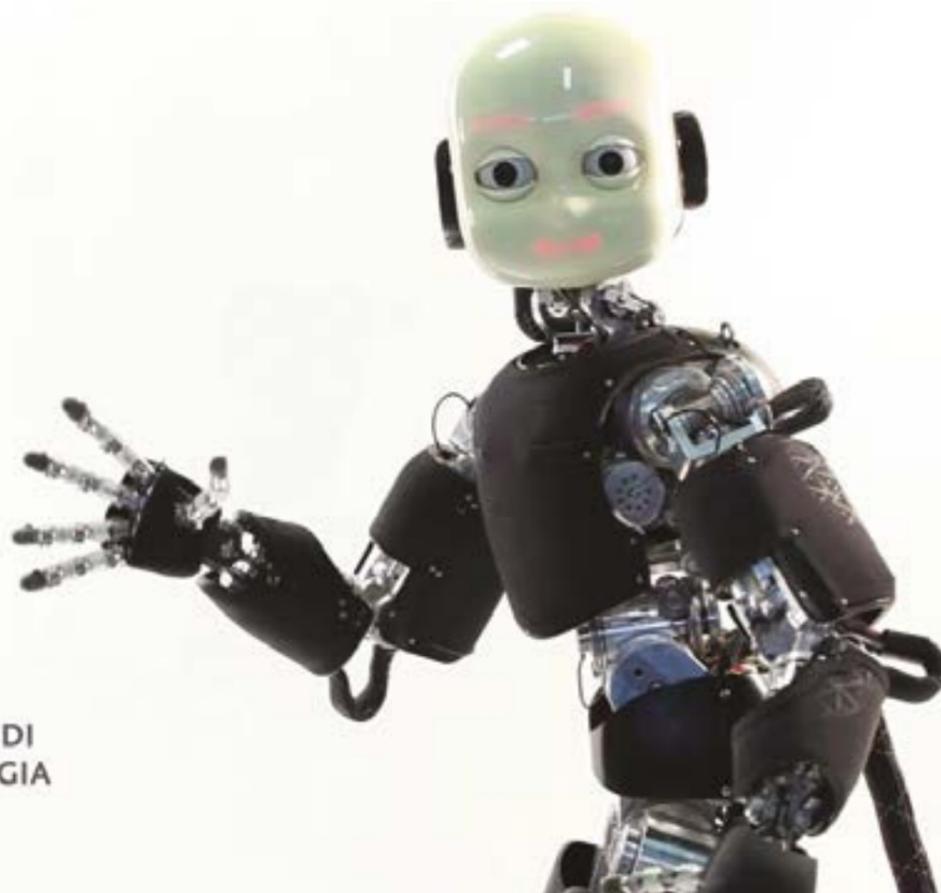
The ship repair, conversions and newbuilding industry ranks as one of Genoa's primary industries in terms of size and of the high service quality offered. The shipyards provide the full range of services for all types of vessels, with specialist skills in the passenger vessel segment ranging from luxury yachts – with top shipbuilding companies on site – to new cruiseships constructed by one of the world's largest

shipbuilding groups, Fincantieri. In total, the Ports of Genoa shipyard sector employs approximately 6,500 people, and it continues to thrive as one of the leading facilities in Southern Europe.

Logistics

A competitive port must work in close cooperation with a modern logistics platform to cater for the full requirements of the shipping community. In fact, the Ports of Genoa offer a wide range of logistic facilities, catering for all commodity sectors, which provide the key link between the port, rail and road freight corridors and the domestic market network. Specialized companies offer an extensive selection of services, ranging from temperature-controlled storage of perishable goods, oversize cargo handling to container maintenance. The Ports of Genoa benefit from a strategic position with easy access to/from the major inland routes both by road across the international motorway network and by rail to the leading European industrial destinations. The supply chain industry employs over 17,700 people in Northwestern Italy.

TECHNOLOGY AND INNOVATION



The scientific and technological park in Erzelli developed by GHT Spa (led by CEO Luigi Predeval) consolidates its vocation for innovation: not only as a place of exchange between companies, academics and research centers, but also an urban eco-sustainable site, conceived with cutting-edge technological solutions. New guests populate the Campus: the Italian Institute of Technology has completed their move and 200 researchers have joined the 2,000 people who already work there, including Siemens, Esaote, Ericsson, Liguria Digitale and Talent Garden. In October 2018 the contract signed with the University of Genoa agreed the move, scheduled for 2024, of the Polytechnic School to Erzelli, in a 60,000 square meter site that will host 5,500 students, researchers and academics; an affiliated private hospital is also under way, the

largest in the western part of Italy, a new point of reference for health and research at the national level.

A new urban space

GREAT Campus is also the largest redevelopment project in Genoa aimed at creating a new geographically integrated urban space. An area of 110,000 square meters will include houses, student residences and properties for renting or to buy which will help to make the Campus a welcoming place, thanks to this range of housing solutions in a neighborhood dimension. This mix of features makes GREAT Campus dynamic and alive 7 days a week and the services offered are designed to meet the needs of those who live and work there: infrastructure to create a new part of the city; innovative technological solutions for an eco-sustainable smart city; green

161
Start-Up

15,000
People

1,065.4 million
Investments

24 Enterprises

Western Park
220,000 sqm

Playground
accessible to
disabled children
300 sqm

Race track
3 km

Smart city
7,000 sqm

Electric car sharing
4.975 kg/CO₂
emissions saved



and leisure spaces. Soon the first 30,000 square meters of what will soon be the largest Parco del Ponente genovese will be open to the public, with 220,000 square meters of space equipped for leisure, sport and cultural events, available to the local community. In the first few months of 2019 the Smart City square was opened in early 2019, with an educational "path" highlighting renewable energy and sustainable mobility, created in collaboration with University of Genoa and its Energy Campus Competence Center of Savona, to allow people to experience the Smart City of the future.

Alternative mobility

Alternative mobility projects are growing, in partnership with ENEL X; thanks to corporate car sharing, Campus members will have electric cars available and the whole community will be able to

use "quick" charging columns. Electric car sharing will support the free car pooling service that allows you to share your car for the journey home-work, reducing costs and environmental impact. Over 400 users have already chosen this mode of transport and, in over 1,700 journeys they have travelled more than 62,000 km, saving 4,975 kg of CO₂ emissions. No redevelopment project can ignore services to the community: here is a gym, a nursery inspired by the Montessori method, a supermarket and a medical center with an outpatients clinic open to those who live or work in the neighborhood. GREAT Campus, meanwhile, is also looking at new actions to create jobs and to further develop the area, reaffirming its role as a driver for the development of the territory, with the objective of attracting the interest of national and international investors.

www.great-campus.it

TOURISM



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Key events

International Boat Show Almost 1000 exhibitors, 190,000 visitors in 2019	International Ballet Festival in Nervi Event scheduled for July 2020	Rolli Days Open days of the 42 Unesco World Heritage Palaces	The Genoa Science Festival Science in an innovative and fascinating way	International Poetry Festival Since 1995 the most important poetry festival in Italy
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Key stats*

Annual bednights 2017 – 2019 +20,4%	Annual arrivals 2017 – 2019 +24%	Airport is 6 km from city center	+10% of flight passengers in 2019*	Over 40 european destination direct flights	600 destinations worldwide via regional hubs
Hotels in Town 94 + over 2,000 other facilities	Average price 87 EUR per night	Average stay 2.09 nights	Foreigners are the 50% of the arrivals	Most popular to dos Historical Center & Museums	

*Source: Tourism Dept. Data update in January 2020

Discover a Hidden Gem

Genoa is a growing, lively tourist destination that offers the visitor a wide range of experiences, mixing the richness of an art and culture capital, the charm of the sea, the enchantment of its colors and tastes. The labyrinth of "caruggi" – the typical narrow streets of the old town – with its majestic palaces and amazing churches close to old shops full of flavors and ancient crafts as well as the delicious scent of freshly baked focaccia make the head spin.

The "Porto Antico" area renovated by Renzo Piano in 1992, hosts the biggest Aquarium in Europe that takes the visitor to the deepest seas, while Bigo lifts people to 40m on top of the city, to enjoy a breathtaking view. Hillsides and ancient Fortresses can be reached with elevators and funicular railways. Very delightful is also strolling along the coast from Nervi to Pegli to discover rocky cliffs, historical parks, and small, elegant museums. A wide choice of tourist services is available to explore the city as one prefers.

Taste the City

One of the best ways to live the city is to walk the streets of Genoa, visiting its traditional artisan shops and enjoying its markets and street food, especially its internationally famous specialties "farinata" and "focaccia." Nightlife offers a lively and vibrant environment along the "Vicoli" the ancient and narrow alleys. At the same time, in summer, it is remarkable dining by the sea in the countless beautiful seaside locations.

Getting around worldwide famous surroundings

In Genoa, it is easy to leave the hurry and noise of the city behind, finding quiet, green landscapes to hike or enjoy a leisurely walk. Worth visiting is the "Parco delle Mura," a classic route connecting the city's magnificent 17th, 18th, and 19th century forts, with astonishing views over the city and the countryside.

The aweinspiring coastal villages of Portofino, Santa Margherita, the Cinque Terre, Porto Venere, Sanremo, well known for their fascinating landscapes, are easy to reach by train, car, or short cruise.

Airport

The "Cristoforo Colombo" airport is only 6km away from the city center. The number of direct routes has constantly increased over the last few years. Thanks to the connections with the most important European hubs, the city is easily reachable from over 600 airports in the World with just one stopover. The airport has been recently connected to the nearby railway, allowing passengers to reach their final destination by train. The terminal is undergoing a general refitting and extension, expected to be completed by 2022.

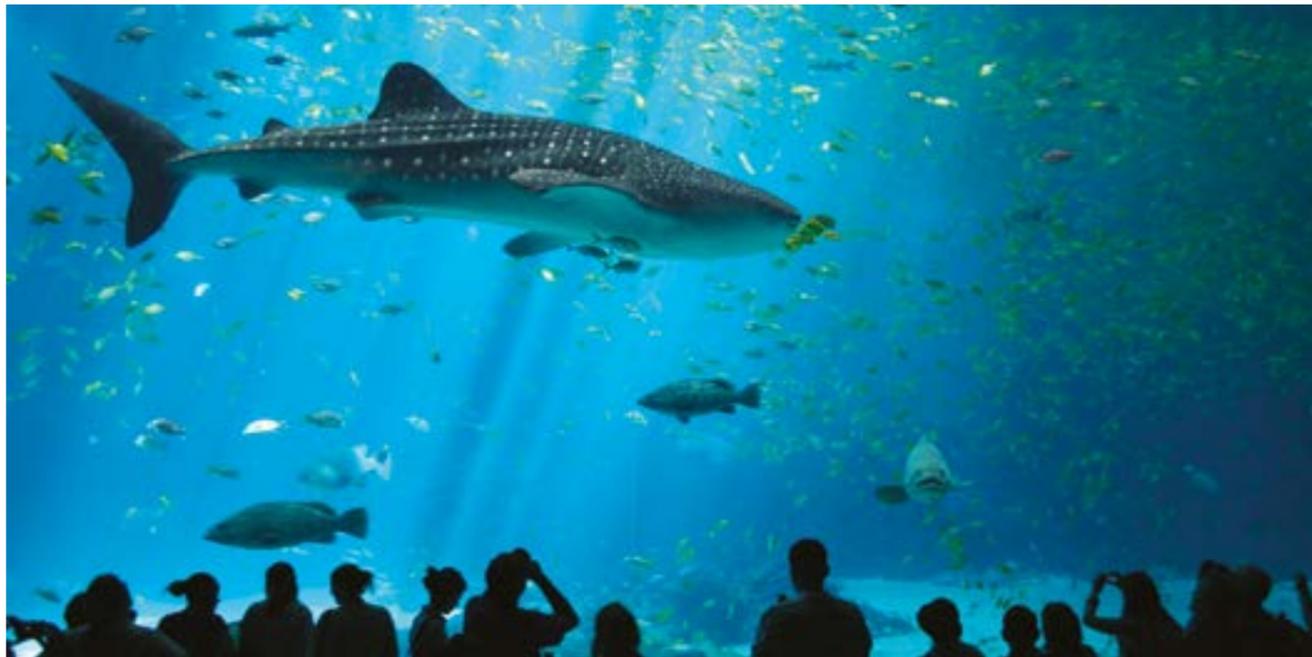
Source: Press Office of Genoa Airport

Cruises And Ferries

Just 6 km from Genoa International Airport, and within easy reach of Nice and Milan airports both by road and rail, Genoa ranks as one of Italy's top tourist ports, with over 3.5 million cruise and ferry passengers per year. MSC Cruises homeports in the Ligurian capital, but since 2019 Costa Cruises also offers weekly sailings from Genoa. Genoa's Stazioni Marittime Cruise Terminal handled a total of 1,349,370 passengers in 2019, whilst 1,400,000 passengers have been forecast for 2020.

Source: Port Authority of the Western Ligurian Sea

QUALITY OF LIFE



Capital of art and culture

Genoa boasts one of the largest historical centers in Europe, where you can find important medieval monuments alongside sumptuous Renaissance and Baroque palaces that Unesco recognized as World Heritage in 2006. In the palaces and city museums, the astonishing art collections of the Genoese aristocracy preserve paintings by Rubens, Caravaggio, Veronese, Van Dyck, Antonello da Messina and many others.

The city has 25 museums, between municipal, national and private, offering a vision from Prehistory to contemporary times, from European to Japanese and World culture, from Natural History to football.

It's rich array of theatres allows you to enjoy all kinds of production, starting from the Carlo Felice, the city's Opera House, to the Genoa National Theatre with its important offering of classic theatre, to it's numerous other theatres offering musicals, ballet, comedy, as well as contemporary and experimental theatre. Palazzo Ducale offers an important program of international exhibitions that have included painters as painters as Picasso and Monet, photographers such as Fulvio Roiter, and Genoese cultural icons such as Paganini.

Quality of life and healthcare system

Thanks to the quality offered by its healthcare facilities, Genoa has achieved one of the highest levels of performance in Italy. San Martino, the city's main hospital, is one of the largest in Europe. It is described as a "city in the city" as it is made up of 60 buildings, including both university research and medical facilities. Another center of excellence of the city is the Istituto Giannina Gaslini, recognized throughout Europe as one of the state-of-the-art children's hospital in Europe. Both institutions are affiliated to the Faculty of Medicine, which enables about 200 students every year, after completing an intensive 6 – year program, to become doctors.

Gastronomic excellence

Tourists visit Genoa and its territories, every day looking for the authentic Genoese Pesto, Riviera Ligure D.O.P. extra virgin olive oil, or the well known Focaccia di Recco with cheese, just to mention some of many products that make Genoa famous in Italy and abroad, and whose quality is, in many cases, guaranteed by the Genoa Chamber of Commerce. The number of Ligurian agrifood typical products is huge indeed! Liguria is the fourth region in Italy by number of products listed in the national register: certified typical



products are 299. Basil pesto is the second most produced sauce in the world, it was born in Genoa and it is a beloved symbol of Genoa and Liguria. "Genoa Pesto World Championship" has taken place in historic Palazzo Ducale every two years since 2007, promoted by the Chamber of Commerce of Genoa and aims to remind the world the Ligurian origins of Pesto as well as its universal character as a tasteful and high quality food. Among the products certified by the Genoa Chamber of Commerce, under the "Genoa Gourmet products" certification, there are rose syrup and prescinseua, a variety of cheese typical of the province of Genoa, with a fairly sour flavor, used in the preparation of a number of Ligurian recipes. These and many others are essential ingredients in a great number of precious recipes of Liguria Gourmet chefs (more than 100 by now), leading ambassadors of the slogan "taste real Liguria in your dish", offering their customers dishes prepared with century-old-tradition recipes as well as modern and valuable reinterpretations.

Climate & Air quality

Genoa enjoys a mild and temperate climate, typical of the Mediterranean area. The Alps and the Apennines shield the city from the cold northern winds, maintaining winter temperatures at an

average of approximately 10° C. In the summer, on the other hand, the Mediterranean and its sea breezes help keep temperatures in the range of 21-27°C. Its particular climate, together with other environmental factors, helps ensure Genoa is one of the least polluted metropolises in Italy.

Entertainment

Genoa also provides entertainment for all ages. The Aquarium, the Carlo Felice Opera house and the "Porto Antico" Area are just some of the numerous places of interest where locals and tourists can spend their free time. Entertainment also means fun: Genoa and its Riviera offers a variety of clubs and restaurants that enrich the atmosphere of the city. The historical center is crowded with bars and typical pubs, where people of all ages can enjoy cocktails, wines and beers.

international schools

Genoa hosts a variety of international schools that witness its history and its openness to different cultures. Deutsche Schule Genua, Deledda International School, the American International School and the French cultural center are only some of the international institutions present in the city.

OPPORTUNITY LIGURIA

Opportunity Liguria is the digital platform owned by Regione Liguria that enhances the suited areas available to establish productive, managerial, and logistic activities. The project developed by Liguria Digitale is a tool to innovate and promote regional territory. It is the segment of "Liguria helps its citizens and enterprises" within the 2016-2018 Digital Strategy of Regione Liguria. It provides users with information displayed through tools such as soil mapping, infographics of the economic and socio-demographic context, as well as services related to logistics and accessibility of the area of interest. Its main objective is to promote and enhance public and private regional or local areas in Liguria currently available after specific policies of development, reclamation, reindustrialization, or urban planning, to encourage setting up new entrepreneurial and productive activities. The project also aims at enhancing the territory and contributing to keep, strengthen, and develop the existing business activities. The platform is focused on three pivotal aspects:

- Information by implementing complete and exhaustive data referred to the areas to be promoted and by drafting expository contents with technical reference sheets, in-depth analysis, and details;
- Interaction by making contact and support easy as well as by publishing specific indications on the areas;
- Promotion by communication activities inside and outside the platform to disseminate information.

It is aimed at organizations and companies that want to show greenfield and brownfield areas and sites for sale and/or lease to prospective investors allowing them to assess both the peculiar features and the context where they lie. The platform provides information on:

- Strategic areas and sites interesting for prospective investors that want to make industrial, commercial, and service investments;
- Smaller-sized sites suitable to relaunch small – and micro – enterprises; thus creating an engaging and supportive network for industrial, tourist, commercial companies, as well as for agricultural, specialized niche or pilot projects enterprises.

The area were defined thanks to the joint action of a permanent working group and the constant collaboration among the local government and Confindustria. Both general and detailed descriptive information, data on the investment opportunities, features of the land and/or building, figures on accessibility and logistics are provided for each area. Moreover, the platform provides contextualized information on each area to outline the comprehensive framework of the production areas lying in our region. This view turns into contextualized mapping sections pinpointing the different features, opportunities, and information of the area: location opportunities, General Land Office, manufacturing, artistic and sports activities, entertainment, accommodation and catering services, as well as architectural, archaeological and landscape constraints, hydrogeological hazards. These data are integrated with an overview of the economic and socio-demographic territorial context through the ISTAT statistical data arranged according to the region and municipality where the site lies. Logistics and accessibility services are also available for each area as well as floor plans and a contact form to get in touch with the reference body or company.

— www.opportunityliguria.it

PROMOTE URBAN REGENERATION

Great changes

SOCIAL CHANGES

Aging

Mobility of population

Increase of households consisting of one or two persons

Loss of purchasing power

ECONOMIC CHANGES

Disproportionate growth in touristic demand of:

Innovative activities

Cultural activities

Events related to local food and wine

High-quality craftsmanship

The reasons for urban regeneration

DE-INDUSTRIALIZATION

Presence of large "urban voids" areas

High population density and no further land consumption

SEARCH FOR A NEW DEVELOPMENT STRATEGY

Endogenous development models replaced by models based on the attraction of exogenous resources

Objectives

Empty spaces turned into places of creativity and knowledge

Steering the local service transformation through new technologies

Rebuilding a new sense of community based on innovative models of handling the common spaces

Turning the urban empty spaces into places of social cohesion to create new territorial business starting from creativity

Urban regeneration is the strategic alternative to consumption of new land

aimed at improving the environmental, landscape, architectural, and social quality of existing buildings in degraded conditions

Preliminary Studies of Best Practices for Urban Redevelopment

The significant social and economic changes demand to reshape the models of urban development, envisaging methods of growth and development of the city suitable for the new needs, thus encouraging the implementation of good practices to achieve specific objectives. To face such changes, the Municipality, in concert with Regione Liguria, has launched a program of development and implementation of different policies, strategies, and actions to redevelop its territory as well as the whole region. The intervention policies consist of two general themes: significant transformations (through large-scale projects) on the one side, and widespread changes (through accurate small –

or micro – scale development projects) on the other side. To this end, the Municipality of Genoa is evaluating the chance to apply the Regional Law 23/2018, which provides precise provisions – even to proposals submitted by private entities, to facilitate the implementation of recovery and redevelopment interventions in the highly critical areas defined by the above mentioned law, thus granting different types of incentives and rewards including, among others, a significant reduction in the amount of the building levy. The areas under evaluation are mainly characterized by lack of urbanization services, presence of abandoned buildings or free interlocked areas, and structures in static and technological obsolescence, as well as by economic and social marginality.

Why invest in Genoa

AREA WITH LEAN AND SIMPLIFIED BUREAUCRACY OF THE PORT AND DRY PORT OF GENOA (ZLS)

The ZLS Genoa Port and Dry Port was established by art. 7 of Genoa Decree (Italian Decree-Law no. 109 dating back September 28, 2018, converted into Law no. 130 dated November 16, 2018) to face the emergency resulting from the collapse of the Morandi Bridge and to boost the recovery of the business activities directly or indirectly affected by the tragic event.

Genoa ZLS includes a wide area closely connected with the main logistics hubs (dry ports): the area extends from the port and dry ports of the Municipality of Genoa up to the dry ports of Rivalta Scrivia, Arquata Scrivia, Novi San Bovo, Alessandria, Piacenza, Castellazzo Bormida, Ovada, Belforte, Dinazzano, Milano Smistamento, Melzo and Vado Ligure.

The purpose of these measures is two-folded: on the one hand these measures aim to the recovery of the business activities affected by the collapse of the bridge, the acceleration in the establishment of new businesses, the increase in companies' productivity and competitiveness, while on the other hand they aim to promote the growth of the employment rate in the area. To achieve these goals it has been established an area with a legal regime derogating to the ordinary regulations. Hence, simplified procedures, similar to those set out for the Special Economic Zones (ZES) have been established. Specifically:

— Reduction by one third of the timing for closing the proceedings defined by:

- article 2 (General terms of an administrative procedure open on request of one of the parties or of an administrative Office) and article 19 (certified notice of commencement of work) of the Italian Law no. 241 dated August 7, 1990;
- the Italian Legislative Decree no. 152 dated April 3, 2006 (Environmental Regulations), as well as those regarding the Environmental Impact Assessment (EIA), the Strategic Environmental Assessment (SEA), and the Integrated Pollution

Prevention and Control (IPCC);

- the regulations foreseen by the Italian Legislative Decree no. 59 dated March 13, 2013, regarding the Single Environmental License (AUA);
- the Code for Cultural Heritage and Landscape according to the Italian Legislative Decree no. 42 dated January 22, 2004 and the regulations set by the Presidential Decree no. 31 dated February 13, 2017, in matter of permits about environmental, landscape and protection of artistic and historic heritage.

- the Consolidation Act on building as foreseen by the Presidential Decree no. 380 dated June 6, 2001 and by the Italian Law no. 84 dated January 28, 1994, on state-owned land granted to port activities.

— Reduction by half of the time for the timing to be granted the go ahead in case companies need any authorization, license, permit, concession or clearance requiring the submission of or the obtaining of an administrative opinion, approval, joint agreement, or any other approval deed however named, falling under the competence of more than one administrative body and adopted according to article 14-bis (Simplified conference) of the Italian Law no. 241, dated August 7, 1990.

The benefit granting time is 7 years renewable for another 7 years.

Finally, the Italian 2020 Budget Law (Paragraphs 313/316) grants additional benefits in terms of tax credit. Specifically, under the Italian 2020 Budget Law companies operating in ZLS can enjoy the same benefits (tax credits) already foreseen by the Italian law in favor of ZES. To be granted these benefits, companies will have to stay operational in the ZLS area for at least seven years after the completion of the investment to which tax credit benefits apply.

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For further information:
innovazione@comune.genova.it

Companies already investing in Genoa



Ansaldo Energia operates as a supplier, installer, and service provider for power generation plants and components to governments, public utilities, independent power producers, and industrial customers in Italy and internationally.



Company with experience in the production and supply of sustainable energy. Leader in this sector with products and services in over 30 European countries.



A Duferco Group company that works in the Italian energy market. Founded to manage the Group's investments in plants producing from renewable sources, it lately focused on the marketing of electricity and gas for all market segments.



ERG is a listed producer of energy through renewable sources. It's the leading wind operator in Italy and operates also hydro, solar and natural gas power plants.



A Hitachi Group Company

It is an international technology company specializing in design, implementation and management of transport systems and signalling equipment for railways and undergrounds, both for freight and passenger. The Group acts as a Main Contractor and supplier of turnkey systems worldwide.



ABB is a leading technology group that works closely with utility, industry, transportation and infrastructure customers to write the future of digitization and create value.



BeDimensional is an innovative startup (spin-off of the IIT - Italian Institute of Technology) dealing with the development of new materials for the manufacturing industry through the introduction of two-dimensional crystals, including graphene.



Emac S.r.l.'s steady efforts in distributing innovative products are based upon a constant dialogue with users' demands. We are a professional team with a strong expertise in the different specific fields in which we provide our products and services.



Esaote is one of the world's leading producers of medical diagnostic systems and internationally ac-knowledged to be the world leader in dedicated MRI. The Esaote Group is also one of the main players in the sector of Information Technology for healthcare.



International Digital & Creative company, supplying engaging and unique experiences through the combination of state-of-the-art technologies and innovative storytelling. We design memorable moments, bonding people and places together with immersive participation.



The Italian Institute of Technology (IIT) is a public research center which aiming to promote excellence in basic and applied research, predominantly in the fields of Computational Sciences, Life Tech, Nano Materials and Robotics.



Leonardo is a global high technology company and key player in the Aerospace, Defence & Security sectors. Based in Italy, it has 180 sites worldwide with significant production assets.



Leading the Innovation in Dynamic Motion, Torque and Position Control for Automation. Its aim is to expand scientific knowledge and to progress technology through invention, design and production of innovative devices in cybernetics, motion control and energy conversion.



Aon is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Through our more than 50,000 colleagues worldwide, we unite to empower results for clients in over 120 countries.



Amico & Co is one of the World's major super yacht repair and refit centers. Unlike many yards Amico & Co specialises exclusively in this work and has specially developed facilities in Genoa.



Twenty construction sites in Europe, America and Asia. About twenty thousand employees, of whom 60% work outside Italy and a turnover that exceeds 4 billion euro. This is Fincantieri, a multi-national company whose 230 years.



PSA is a leading global port group and a trusted partner to cargo stakeholders around the world. With flagship operations in Singapore and Antwerp, PSA's portfolio comprises a network of over 50 coastal, rail and inland terminals in 19 countries.



RINA provides a wide range of customized solutions for testing, certification and consultation in the Energy, Marine, Certification, Transport and Infrastructure, Industry sectors.



Costa Crociere, a subsidiary of Carnival plc, owns and operates cruise ships all over the world. It was founded in 1854 and is based in Genoa. The company was founded in 1854 and is based in Genoa.



MSC Cruises is the world's largest privately owned cruise company. It is a European company with deep Mediterranean roots to be found in over 47,000 employees in all and has grown by 800% since 2004.



History twines its roots with the entrepreneurial Costa family's roots: a value system that has characterized over the time a recognizable and long-lasting way of doing business.

EVENTS



Photo: Volvo AB

What we have done



Genoa Pesto World Championship, 2018



Euroflora, 2018



The International Festival of Nervi, 2019



Rolli days-Palazzi Unesco, 2019



"Genoa Shipping week," 2020



The International Boat show, 2019



"Il Secondo Principio di un artista chiamato Banksy" Palazzo Ducale, 2019-2020



"Anni venti" Palazzo Ducale, 2019-2020



Christmas in Genoa, 2019



Christmas in Genoa, 2019



"Tricapodanno," 2020



"Michelangelo Buonarroti" Palazzo Ducale, 2020

Future Events



"#clickme!! – The photographic portrait from the daguerreotype to the selfie" April-September 2020



Hempel World Cup Series, April 2020



Rolli days-Palazzi Unesco, May 2020



Sports festival, May 2020



Genoa International Music Youth Festival II Edition, 2020



"Porto Anrico Estate Spettacolo" July-August 2020



The International Boat show-60th Edition, 2020



Rolli days-Palazzi Unesco, October 2020



Christmas in Genoa, 2020



"Tricapodanno," 2021



Euroflora, 2021



Ocean race, 2021-2022

GENOA INTERNATIONAL BOAT SHOW



The Genoa International Boat Show, now approaching its 60th edition (set to take place in October 2020), is a global beacon for the entire boating sector. The world-renowned event boasts the largest number of visitors ever recorded in the Mediterranean and celebrates Genoa as the Capital of Yachting, in tribute to the union that exists between the sea, excellence, art and design, all under the banner of the Made in Italy brand, with exclusive premieres, sports events, conferences, technical seminars, all during a world-class showcase for the very best and latest from the world of international yachting. The Boat Show, organised by Confindustria Nautica – the Italian Marine Industry Association –, is an unmissable opportunity for members of the boating industry and yachting enthusiasts alike, a single trailblazing event where experts can showcase the latest in boating, engines, electronics and accessories, including cutting edge "Made in Italy" products and state of the art services. The 59th Genoa International Boat Show was supported by a programme of 45 events organised throughout the city under the name "GenovaInBlu".

The show hosted 986 exhibitors, from 28 countries and 5 continents, providing over 200,000 sqm of display area on water and land for over 1,000 boats on display, and welcomed 188,404 visitors, an 8% increase on the previous year. Sea trials increased from 4,780 in 2018 to 5,622 in 2019. International participation contributed to an exceptional Boat Show with 150 foreign buyers and journalists from 25 countries taking part in the international invitational mission organised by ITA – Italian Trade Agency (ITA) in partnership with UCINA. The Tech Trade project saw the participation of 45 businesses and start-ups which met with over 60 Italian exhibitors for a total of 610 B2B meetings.

An unmatched marketing tool for the territory, the event has also brought about an important return in economic terms as well: the revenue produced by the Genoa International Boat Show for the local area and for the city of Genoa, along with the entire Liguria region, is over 60 million euro. Equally impressive figures with regards to arrivals at Genoa Airport which was the main arrival point for thousands of visitors to the

60th
BOAT SHOW



Genoa Boat Show. International flights were particularly impressive: between 18th and 25th September, passengers on such flight paths increased by 15% compared to the dates of the 2018 edition of the Boat Show. Important numbers were recorded for the hospitality sector, yet another area of unmatched success due to the Boat Show, with hotels being fully booked during the event. In fact, the numbers are also confirmed by the presence of roughly 1,000 VIP visitors – entering by car with reserved parking – from the world of national and international business and finance.

Records were also broken in terms of publicity carried out by the Genoa Boat Show: from 5th September to 1st October, 2,718 articles in national newspapers were published, along with more than 15 hours of TV and radio coverage, altogether an extraordinary tool for promoting the city of Genoa and the Region as a whole. Starting in October, the international promotion programme for the Genoa International Boat Show and the city of Genoa kicked off at the world's leading boat shows: the Ilex Show in Tampa (Florida), the Fort Lauderdale Boat Show,

METS Trade in Amsterdam, Boot in Düsseldorf, the International Boat Show in Dubai and the Singapore Yacht Show.

On 12th October, the 60th Genoa International Boat Show was also promoted in New York during Columbus Day where the event organisers travelled to the Big Apple alongside representatives from the Municipality of Genoa and the Liguria Region.

Genoa has continued to confirm its role as a permanent location for leisure boating, a sector which has the highest income and employment multiplier of the entire maritime cluster.

The year 2018 was characterised by an enormous increase in direct employment, 22,310 people, +13.8% since 2017. Focusing on industry figures, global revenue in 2018 was 4.27 billion euro, with a 10.3% increase on 2017. The Italian recreational boating sector has confirmed a significant and consolidated recovery: starting from 2013, revenue has grown by 75%, a performance that remains unmatched by any other industrial sector in Italy.

—
salonenautico.com

GENOVA, ITALIAN SAILING CAPITAL & HISTORICAL SEAMANSHIP TRADITION



The sport of Sailing is part of the DNA of the City. Hosting the oldest Yacht Club in the Mediterranean, the *Yacht Club Italiano*, the view of racing sailboats has been part of the Genoa seascape since ever.

The connection with the sport of sailing is an heritage for the city that has always been a renewed centre for international activity at the point that the name of the town has been identified with one of the most used sail worldwide: the "Genoa Sail". The famous *Genoa pre-Olympic week* or the *Genoa Offshore Week*, not to say of the World renewed *Giraglia*, have hosted the most important sailing names and boats of the history of the sport. More recently this heritage has been rejuvenated thanks to an intense program of events that will accompany the Town until the Arrival of *The Ocean Race in 2022* onwards.

Starting from the *2019 Hempel World Cup Series*, the only stage of the *Olympic Sailing World Cup* hold in Europe, there is a long list of International Sailing Events that will land in Genoa in the nearby future, including what was supposed to be the *2020 World Cup Series*, unfortunately

cancelled due to the Covid-19 pandemic. The *European Double mixed offshore Championship*, a "world premiere" of the new Olympic sailing discipline that will have its first Olympic participation in Paris 2024, and the start of the *Italian Sailing Tour* are the closest in term of time. But we are working to have more, year by year, taking advantages of the unique facilities offered from the Marina Porto Antico that are particularly effective in hosting any kind of sailing events either in summer or, even more unique, in the winter season with the capability to offer a one of a kind spot to every national and international team wishes to train for the Olympic Games using our famous *Tramontana* (Tramontane) and *Scirocco* (Sirocco) winds blowing 10 months a year.

All this sailing events will not be just about competition and sport, but also entertainment with activities dedicated to citizens and international guests.

Sailing is so rooted in the Genoese culture that all local shops and businesses normally cooperate to present the City at its best. In few world "Sailing" in Genoa is an increasing "trend" based on a long existing tradition!

EUROFLORA 2021



© Roberto Merlo

Euroflora is the most important flower show in Europe. A member of the Association of International Floraries, since its very first edition, in 1966, it has been recognised by the Association Internationale des Producteurs Horticoles. Since 1966, Euroflora has never stopped growing, becoming the leading flower show in Europe and attracting visitors from all over Italy and Europe. In its history, the Genoa floralie has been visited by over 5 million people and involved more than 6,500 exhibitors from all over the world. The real strength of Euroflora has always been the ability to promote flowers and plants as a life style, conveying a message of love and respect for nature, and to allow the large public to discover a variety of ways in which greenery can be enjoyed and displayed.

After the successful 2018 edition, the magic colours and sweet scents of flowers of Euroflora will be back in Genoa in 2021, in the breathtaking scenario of the Parks of Nervi.

The splendour that has always characterised one of the most prestigious international flower

shows will be further enhanced by the great charm of the Parks of Nervi: 86 thousand square metres of gardens and alleys hosting historical villas, nestled between the sky and the sea. Not to mention the charm of Genoa itself, a magical city that visitors will certainly enjoy thanks to many events that will let them discover hidden, delightful spots and famous landmarks. Euroflora 2021 will confirm the commitment of the city to sustainability, both in the exhibition project and in promoting sustainable mobility to reach the event.

Euroflora 2018
Visitors: 285,000
Park size: 86,000 sqm
Settings: 8,000 sqm
Areas reserved for exhibitors: 17,000 sqm
Pathways inside the park: over 5 km
Contests: 150

— <https://euroflora.genova.it/en/>

Future Events

THE OCEAN RACE 2021 – 2022



Genoa, the Grand Finale

In early Summer 2022 Genoa will be the final destination of the next edition of The Ocean Race, marking the first time the fully-crewed, around the world yacht race, known as the 'toughest test of a team in sport', will come to Italy.

The Ocean Race is scheduled to start from its home port in Alicante, Spain in Autumn of 2021 and finish in Genoa in June 2022.

Since before the time of Christopher Columbus, Genoa has been considered one of the most important maritime centers in Europe, and

continues to be the yachting capital of Italy. Genoa and The Ocean Race have in common some of the deepest values of the sailors pride, strenght, authenticity, team working, respect for the nature and for sustainability. That's why Genoa will be the Grand Finale of a route in 10 stopovers, sailing all around the world. A colorful, exciting Village will be open in "Porto Antico" offering a rich programme of events, shows and sport, spreading the warm passion for the sea that Genoa and The Ocean Race fully share.

Since 1973, The Ocean Race has provided the ultimate test of a team and a human adventure like no other.

The Ocean Race is often described as the longest and toughest professional sporting event in the world, sailing's toughest team challenge and one of the sport's Big Three events, alongside the Olympic Games and America's Cup.

The Ocean Race 2021-22 will see two classes of boats competing for the first time in 25 years: the high-tech, foiling IMOCA 60 class, as well as the one-design VO65 fleet that produced record-

breaking performances and such compelling and close competition in the last edition.

A total of 2.5 million people visited the Race Villages during the 2017-18 event, getting a first-hand taste of the action. Millions more followed the action on digital platforms, television and via the news as the race set new high-marks for international coverage.

— www.theoceanrace.com

GENOVA MERAVIGLIOSA rigenerare geNOVA



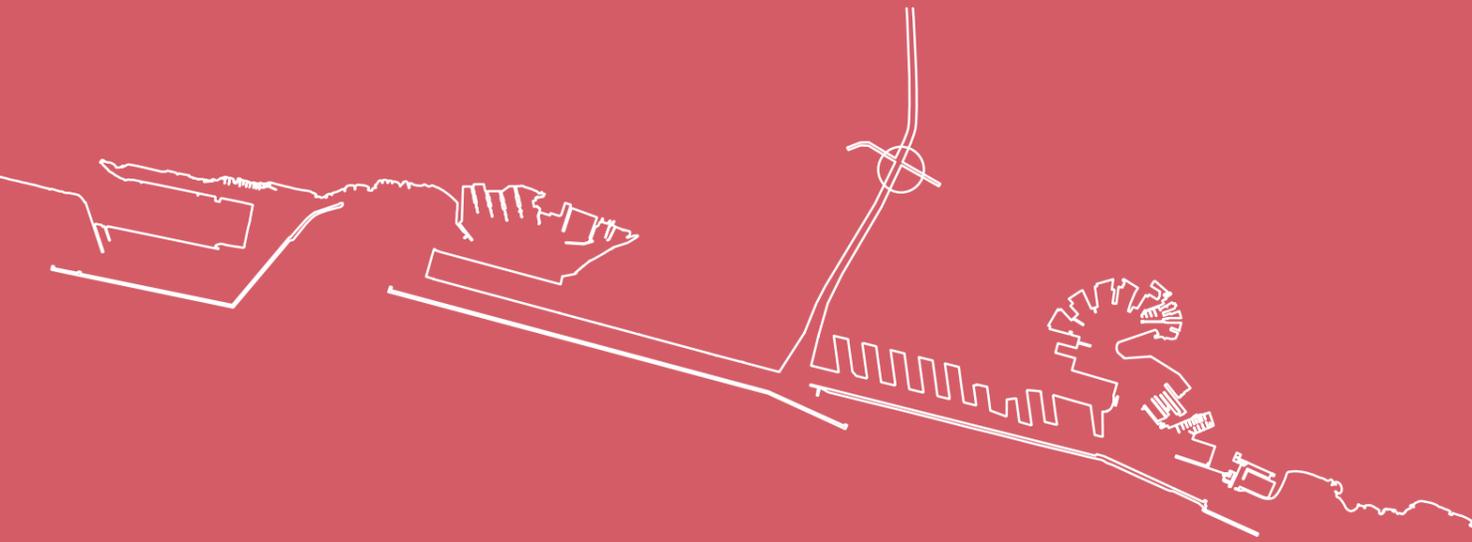
-  **Genoa transport system**
-  **The Genoa Bridge project**
-  **Polcevera Park and the Red Circle**
-  **Forts of Genoa**
-  **Galliera palace**
-  **Bicycle Line**

-  **Hennebique silos**
-  **Prè-visioni**
-  **Fish Market**
-  **Genoa Cable Transport**
-  **Eastern Waterfront**

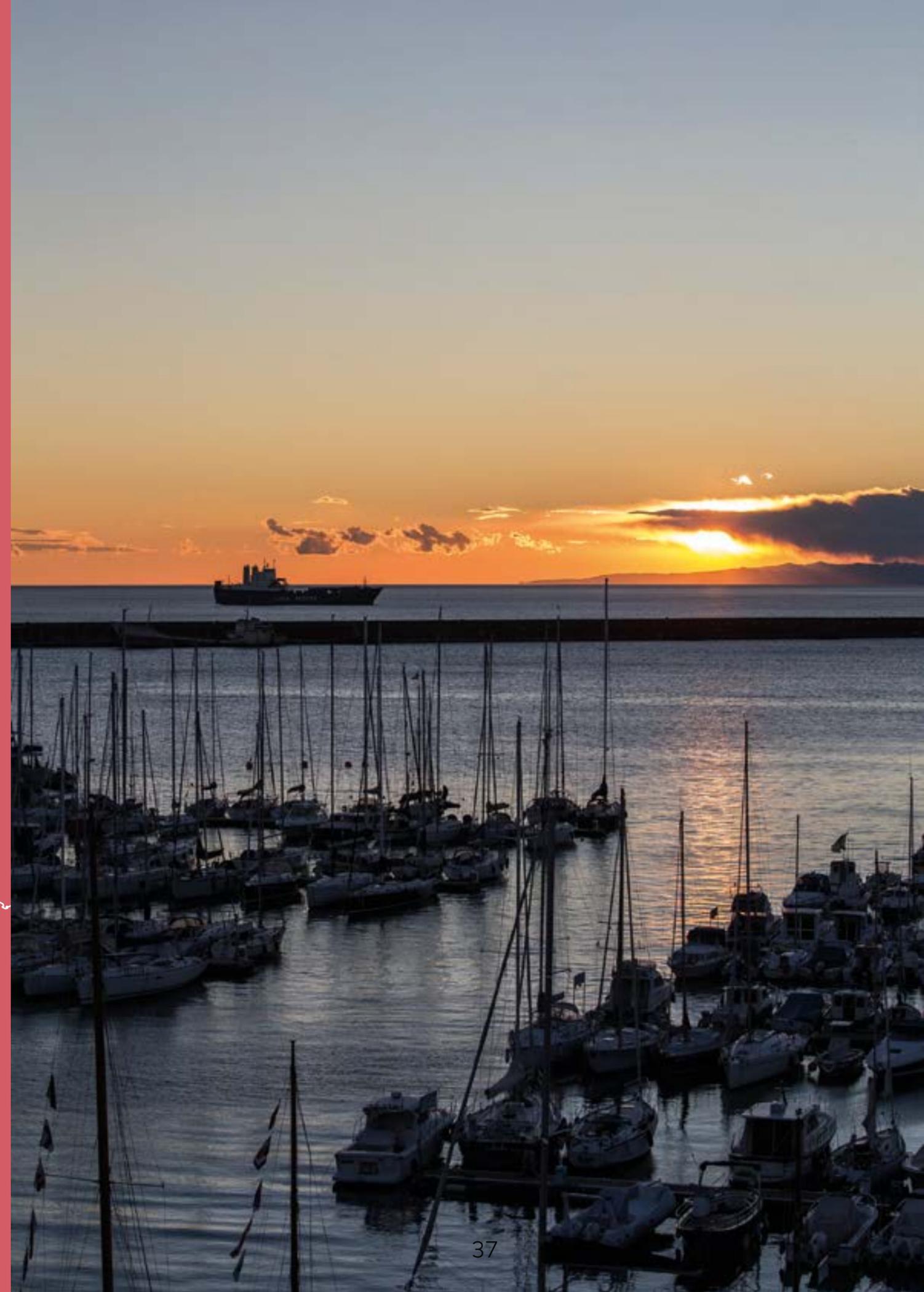
GENOVA MERAVIGLIOSA

rigenerare geNOVA

ONGOING PROJECTS



**Eastern Waterfront,
Hennebique Silos, Prè-Visioni,
Maddalena Neighborhood**



EASTERN WATERFRONT

The strategy of the city of Genoa to redesign the entire waterfront is based on the regeneration project of the seafront developed on a long-term vision outlined for the city's future and the ongoing implementation of urban planning tools aimed at its gradual accomplishment.

The agreement on such vision among the City, Regional and Cultural Heritage Administrations takes into account the development of the nautical and shipbuilding activities defined in the updated version of Eastern Waterfront donated by Renzo Piano Building Workshop and is used as the basis for the urban planning of a part of the city.

The design identifies a network of navigable canals devoted to boating from Porta Siberia to Palasport flanked by continuous public biking and pedestrian paths, making seafront available again for the city.

As to the former Fiera di Genoa facilities, the Operational Urban Planning Project has established to create a permeable urban district built around the navigable canal under construction as the core of visual quality thus regaining to the public usability.

The method identified to involve private capital is the sale of the asset split into lots, thus valorizing the New Eastern Waterfront.

To convert to urban uses the buildings and areas that are no longer fully employed for the exhibition function, the Administration aims to increase and relaunch the appeal of the area both for visitors and for tourists not living in Genoa, through high-level services, supplementing the exhibition purposes, then through conferences and the periodic use for exhibition purposes of the collective outdoor and indoor spaces, and, specifically, Palasport.

Current status:
site location



Project by
Renzo Piano, RPWB



THE PROJECT BY RENZO PIANO BUILDING WORKSHOP

PALASPORT



In October 2019 the City Administration signed the assignment contract of Palasport to CDS Holding, a company specialized in real estate development, tender to build the Eastern Waterfront called by the Municipality and SPIM.

Three months later, the signature of the preliminary assignment contract of the building represented a crucial step to redevelop the waterfront together with the public works carried out by the Administration (construction of the navigable canal, new upstream road system, and linear park) detailed below.

The restyling project involves the recovery of the "Palasport" structure, creating adequate spaces for the state of the art energy efficiency, and enhancing the architectural beauty and features of the building. A large multipurpose sports arena will be built in the middle, to host cultural events and indoor shows for citizens.

It will be opened again as a multi-functional space for sports and events and combined in a thematic sports area, integrated into the new district, where a mixed offer of hotel, business, and temporary residence spaces will become the other hub of attraction for tourists and non-local users.

At the end of 2019, CDS Holding displayed the Operational Urban Planning Project for the entire sector 2 of the Transformation District "Fiera-Kennedy," an essential step to show the renovation project of Palasport and the first step of the urban redevelopment of the neighborhood.

This Operational Urban Planning Project envisages the chance of settling new buildings in the area to replace the existing pavilions, which will be demolished, with residential, service, and accommodation facilities still available for potential investors.



OPERATIONAL PHASE

The entire proposal is carried out by the Administration through the implementation of the remediation and demolition of the former **Nira building, in 2019.**

Subsequently, thanks to the funds allocated for the Pact for the City of Genoa, the construction works at the entrance to the western channel have started, thus beginning the implementation of the project Eastern Waterfront donated by RPBW.

The 3m-deep-and-35m-wide canal will set the boundaries between the exhibition area and the area still available for prospect investors, where the new facilities for residential, service and accommodation use will be located. The berth currently planned on both sides of the canal will host 12-to-14 m long recreational crafts. On both sides of the navigable canal, quays are going to be built, in order to allow the

inclusion of business and leisure boating service as well as to support the nautical activities. Within the sector to allow the inclusion of business and leisure boating services as well as support to the nautical activities. Within this sector (marked out by the first section of the canal on the western side and by Palasport on the eastern side), in addition to the excavation of the navigable waterway, the reclamation and demolition of the former fair pavilions are also planned as well as the bulldozing of the annexed buildings, ticket offices, and offices of Ente Fiera are also planned.

These areas will be split into lots and made available for new buildings.

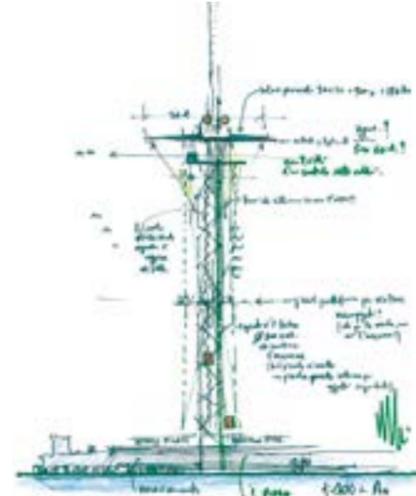
The overall design also foresees a prospect redevelopment of the adjacent Piazzale Kennedy that is currently under concession to the Municipality of Genoa for 50 years.



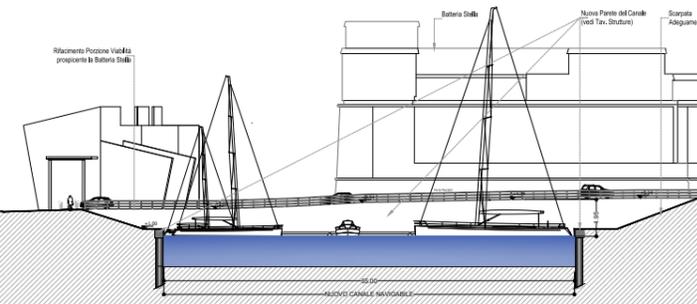
Nira building, demolished in 2019.

The new 84,000 sqm-square on the sea is designed to become a park/parking area and the start/end of the seafront promenade of Corso Italia and is intended also to become a point of attraction. This is the first pivotal step of a project that will contribute to change the city significantly and it will clearly show that Genoa can attract investors. In 2019, the final location of the New Pilot Tower was spotted; Renzo Piano donated the project to the Port Authority of the Western Ligurian Sea. It will be a 60 m steel structure with photovoltaic panels on the top of the Control Room.

©Stefano Anzini

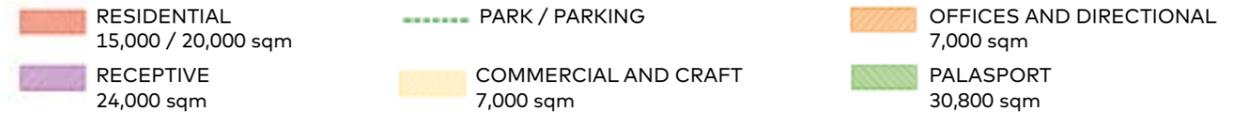


New Pilot Tower by RPBW



The Navigable Waterway by Municipality of Genoa

PROPERTIES FOR SALE AND DEVELOPMENT



The reorganization of Eastern Waterfront design.

The project created, designed and donated to the city of Genoa by Renzo Piano, the well-known architect, is focused on the creation of a navigable canal flanking the coast with several connections to the port's stretches of water devoted to pleasure boating. This element qualifies the transformation of the whole building complex aimed at regaining the use of the seafront. The first lot under development is focused on the area from Piazzale Kennedy to Forte Stella.

To date, it is publicly funded and ready to attract private capital from the operating viewpoint. Specifically, the available lots, whose intended uses are accommodation, dwelling, services, and management center, are the following:
1 – Land plot resulting from the bulldozing of the building known as "Nira" and the excavation of the canal mouth on the western side of the waterway;
2 – Land plot resulting from

the bulldozing of Pavilions C and M and the excavation of the canal flanking the coast;
3 – Land plot resulting from the bulldozing of Pavillon D and the excavation of the canal mouth on the eastern side of the waterway;
4 – 50-year concession of Piazzale Kennedy for the construction of a car park with decking intended as green area. Anyhow, the designed solutions must comply with the project of Renzo Piano.

HENNEBIQUE SILOS



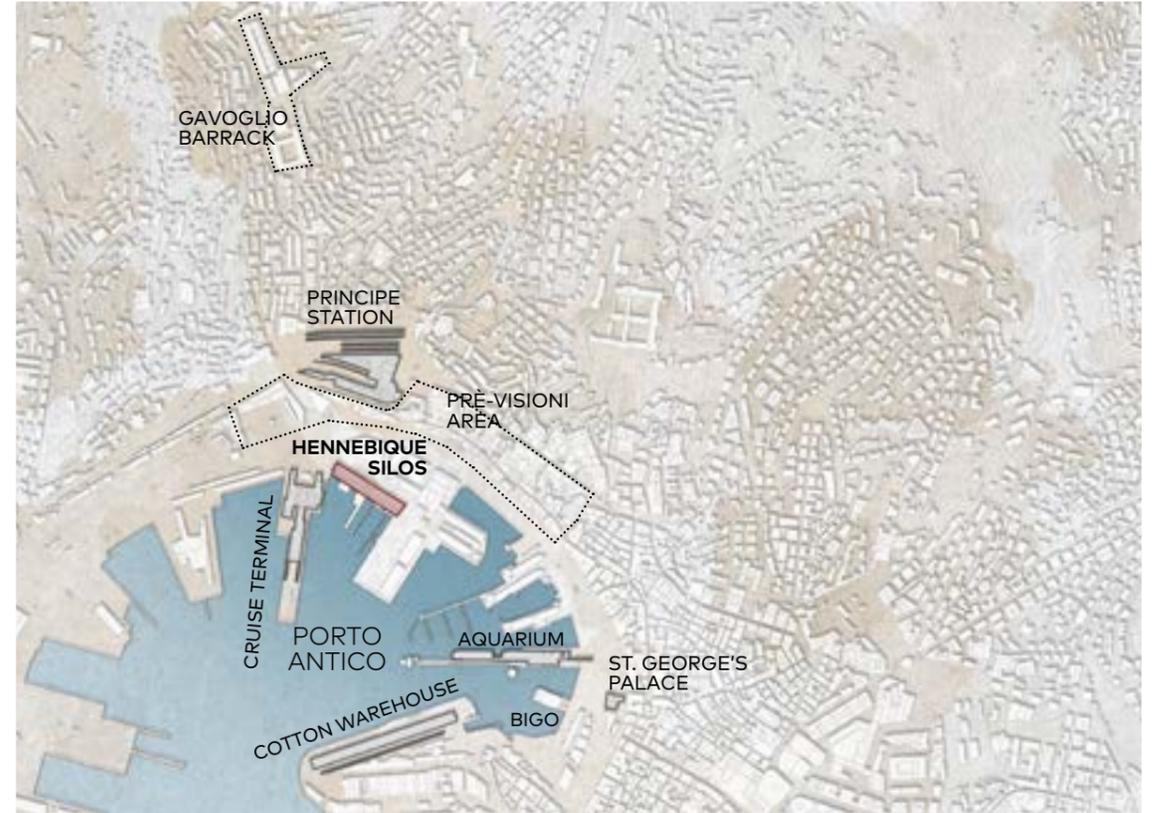
©Stefano Anzini

Expressions of interest submitted by investors
The Hennebique grain silos are considered to be one of the most striking reinforced-concrete buildings of the 20th century. Strategically located along the Old Port Waterfront, overlooking the sea and the historical city center, the building sits adjacent to Genoa's Cruise and Ferry Terminals and close to the Piazza Principe railway station.

In disuse since the 1980s, today these silos have received full planning permission for the conversion of the property, in compliance with the requirements for the preservation of the

facility's historical and technical characteristics, and with the objective of integrating the building seamlessly into the highly successful large-scale redevelopment of Genoa's old port. The plan is to transform the building into a multi-service hub, to cater for cruise and tourist activities, and to accommodate urban and cultural events.

The Hennebique grain silos represent the final step in the completion of the urban redevelopment of the old port, nestled between the sea and the historical city center, and constitutes the central element of a promenade



that crosses the entire basin of the Old Port district.

The building is situated in a prominent location, it is of spectacular dimensions (over 200 metres in length), facing the sea. Today the building is abandoned and in poor condition, but the potential reuse offers many alternative opportunities. The Art Deco building of reinforced concrete was constructed in 1901 by Giovanni Antonio Porcheddu as a grain store.

Its name, Hennebique, derives from the French structural engineer François Hennebique who

patented the pioneering reinforced concrete construction system in 1892, integrating separate elements of construction, such as the column and the beam, into a single monolithic element.

The Hennebique compound was one of the first examples of the modern reinforced-concrete method of construction in the Port of Genoa. On April 4th, 2007 the Italian Ministry of Cultural Heritage and Activities nominated the Hennebique building "Site of Historic and Artistic Interest", as "an important example of industrial architecture in Genoa".

Ongoing Projects

2019 – The Invitation To Tender

In 2019 a framework agreement was signed by the Regional Authority of Liguria, the Port Authority of the Western Ligurian Sea, the Municipality of Genoa, the Superintendence of Archaeology, Fine Arts and Landscape of Liguria with the collaboration of the Department of Architecture and Design of the University of Genoa. The agreement aims to define the basis on which to assess the opportunities for intervention, restoration, renewal and reuse, and to establish the conservation requirements and preservation restrictions. At the same time, the agreement establishes the technical approach to the project, including studies and research. On the basis of the guidelines of the Agreement signed in June 2019, the Port Authority published

an invite to tender for the concession and the details of the selected bid are currently under evaluation. The successful tenderer will be granted the concession of the site for 90 years as well as the building concession upon the presentation of a redevelopment project aiming at:

- The creation of a new mixed-use hub;
- The preservation of the building, safeguarding its architectural, engineering and stylistic features and its role as a landmark of the Old Port of Genoa.

The project proposal introduces new alternative functions that are complementary to the existing high quality service activities which distinguish the "Porto Antico" Waterfront, to create a focal point integrating cruise passenger activities with tourist and urban functions.



POTENTIAL TOTAL WALKABLE SURFACE AREA — OVER 41,000 sqm

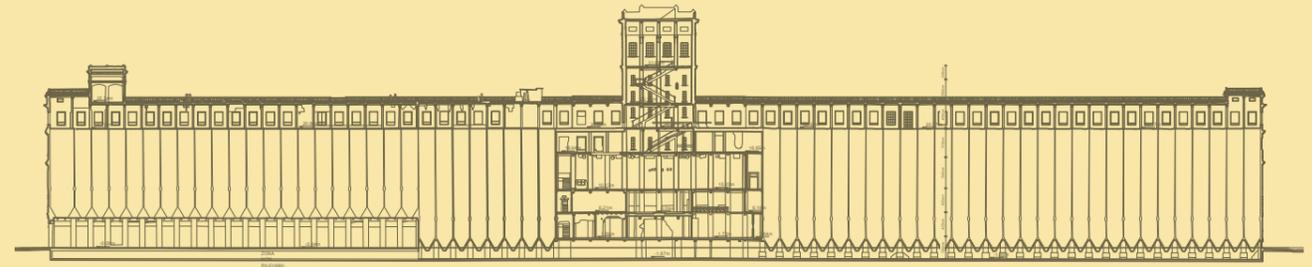
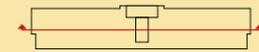
EXISTING WALKABLE SURFACE AREA — APPROX 26,300 sqm

+
17M-HIGH GRAIN CELLS — APPROX 14,700 sqm DIVIDED PER STOREY

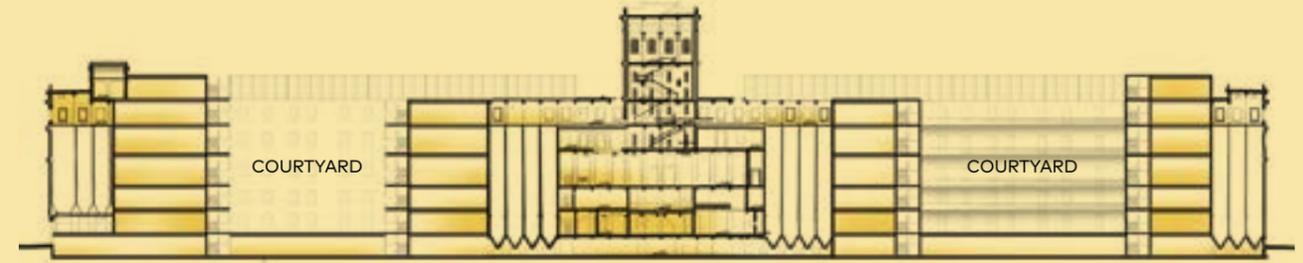
DIMENSIONS — WIDTH 76 m LENGTH 293 m HEIGHT 20 m

NUMBER OF STOREYS — 6+1

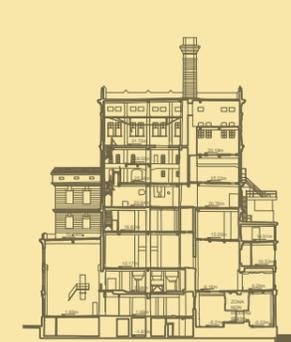
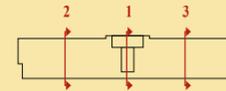
TECHNICAL DIAGNOSTICS DISMISSED AREA



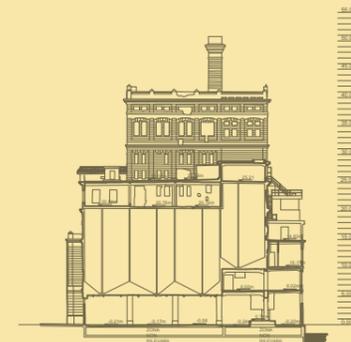
Current status



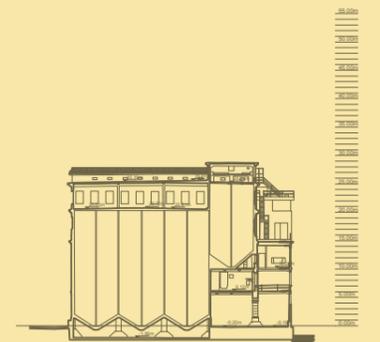
Project status



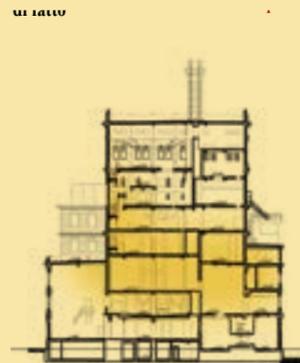
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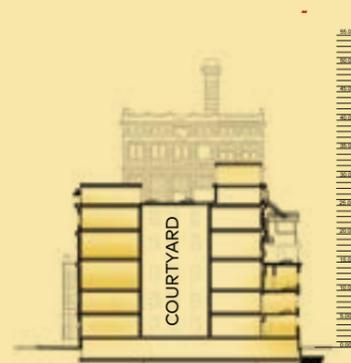
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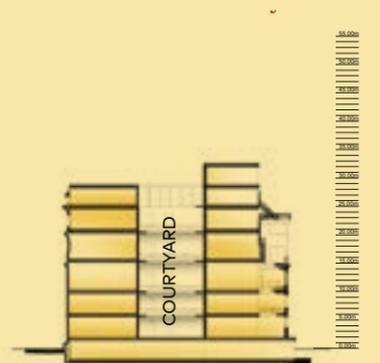
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Current status



2



3

A PROJECT FOR HENNEBIQUE SILOS



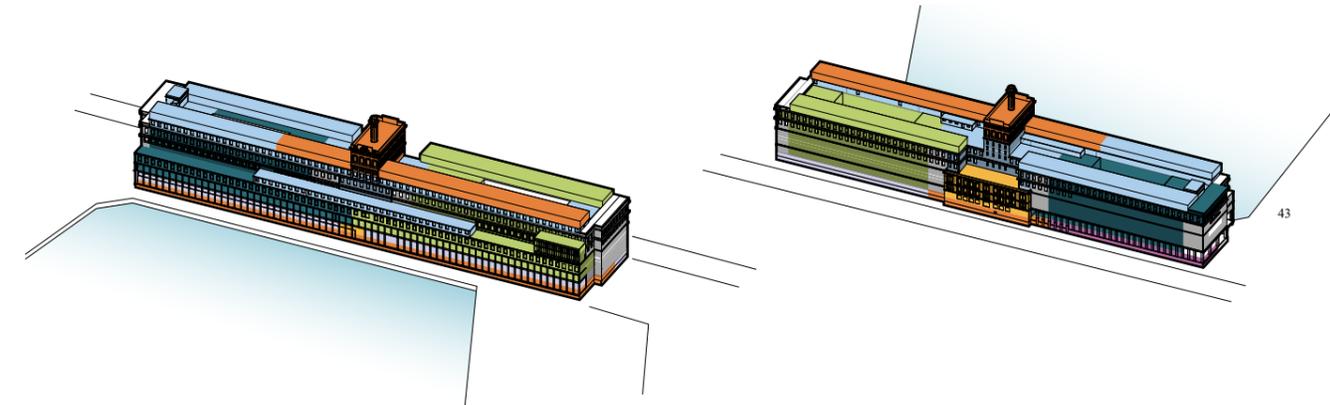
Specifically, the project submitted offers a range of alternative uses which incorporate a new hotel, temporary residences, offices and co-working spaces, retails outlets, and a sports-leisure-performing arts center.

The exact breakdown of uses will be indicated in the definitive project.

The objective of the overall plan proposed is to integrate the property seamlessly in the surrounding area, and to capitalise upon the great opportunities offered by the site, by

expanding the array of services dedicated to the tourist industry, in relation to its proximity to the Cruise Terminal, and to student accommodation, in view of its easy access to the University Campus.

In addition, the prospect of a wide selection of retail outlets as well as of leisure and sports facilities will ensure a 24/7 use of the site, and enhance further the successful redevelopment of the area.



FITNESS CENTER

1,000 sqm

CONVENTION CENTER

2,050 sqm

OFFICE

9,970 sqm

COMMERCIAL

4,050 sqm

FOOD COURT

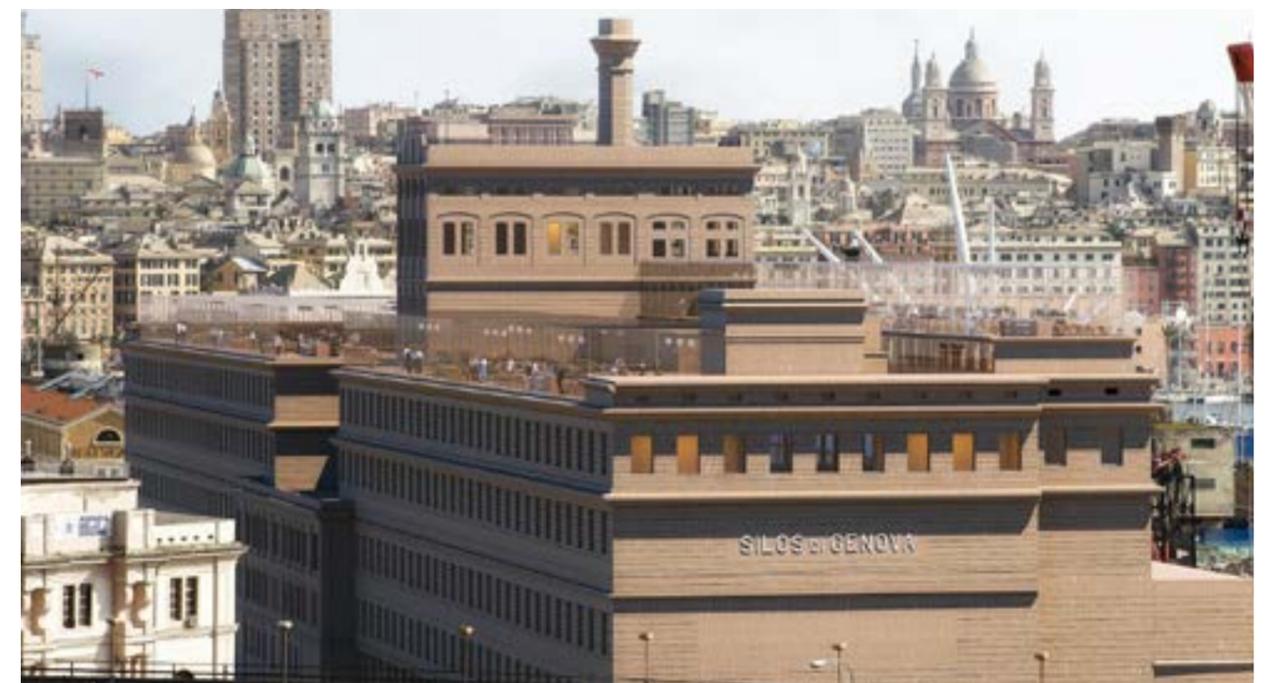
4,820 sqm

TEMPORARY STUDENT HOUSING

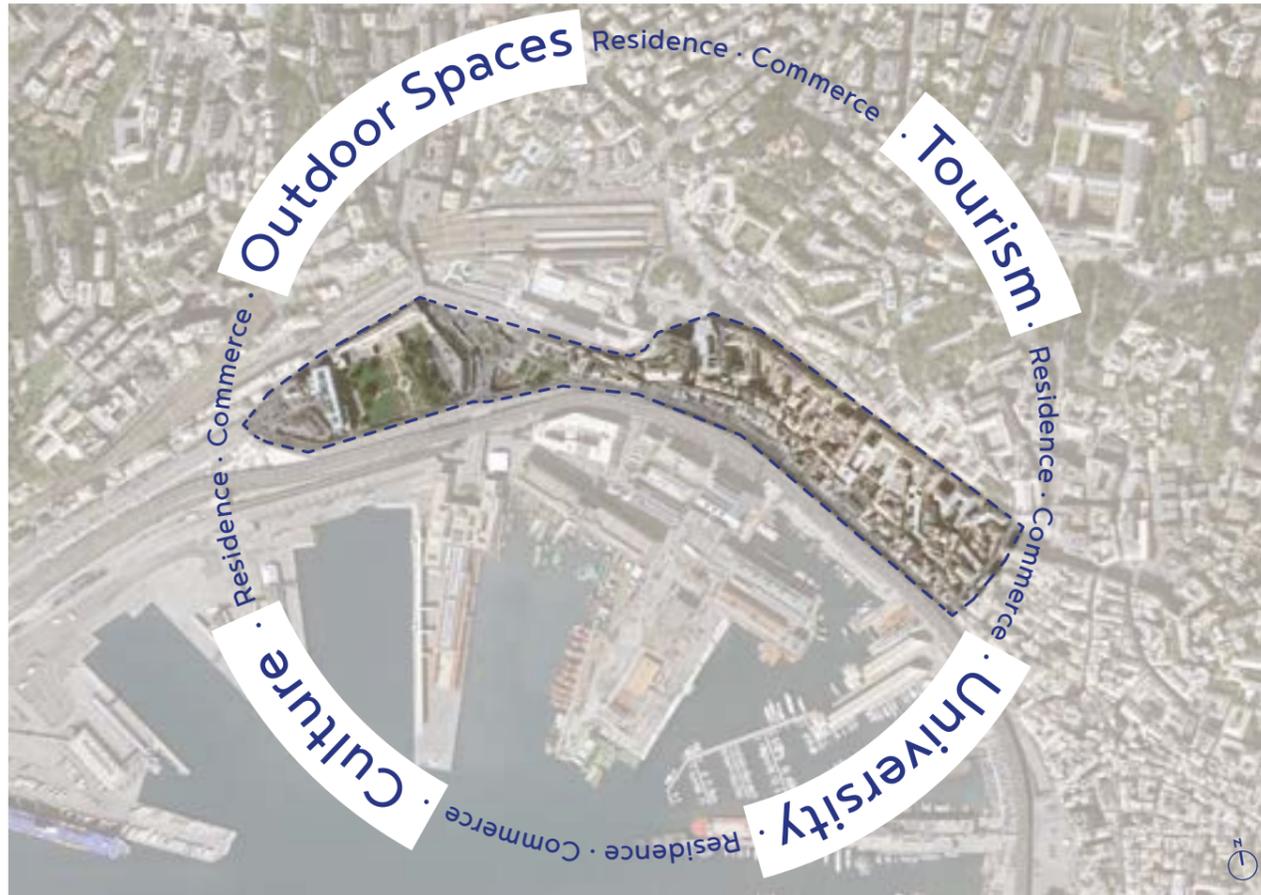
10,860 sqm

HOTEL

6,950 sqm



A NEW GATEWAY TO THE OLD TOWN "PRÈ VISIONI"



The historic center of Genoa covers an area of 896 hectares stretching along the coast of the central part of the city and into the hills behind; it was declared a Unesco world heritage site in 2006 thanks, above all, to the presence of the "Rolli", the recently restored Genoese renaissance palaces. The regeneration of the historic center of Genoa presents some critical issues, typical of European cities, that require specific urban planning, characterized by a highly flexible and diversified approach. This also includes major urban regeneration actions with the possible involvement of private partners.

The City's plan has identified as primary: the enhancement of the strategic role of the historical center, the creation of an adequate access system, the establishment of quality services and the support to every feasible and potential project for the regeneration of the old city. In this context, the urban plan foresees the integration of the old town with the "Porto Antico", Hennebique and the downtown of Genoa: a plan that began with the transformation of the urban areas of the Expo (in 1992), the renovation of the "Porto Antico" and the integration with the Cruise Terminal. In recent years the plan has been expanded, both in

quantitative and qualitative terms, with the aim of restoring the city's direct access to the sea and to regenerate and reconnect the historic center to the city's coast. For this quadrant the Administration has developed a preliminary study with the Politechnic School of the University of Genoa, which foresees the creation of attraction points and meeting places that generate opportunities for encounters, development and enhancement in the sectors of residence, leisure, tourism and culture. The aim is to regenerate this entire area and to return it to Genoa, improving the current physical and social fabric and facilitating the establishment of new activities.

The Prè-Visioni project was expanded in collaboration with the Department of Architecture and Design of University of Genoa: detailed studies were carried out to define redevelopment actions involving the Maddalena neighborhood. The objectives set last year led to a final project of territorial regeneration and protection of a portion of Prè neighborhood. Furthermore, this year, the Municipality of Genoa was awarded the urban regeneration project "Hub-In" funded by the European Community under the Horizon 2020 program, amounting to EUR 560,000 – of which EUR 112,000 assigned for working hours. The 48-month project aim is



©Stefano Anzini

creating a hub of innovation and entrepreneurship able to transform the traditional activities carried out in the area of Prè.

The main vision of the proposal aims at creating hubs of attraction, generating opportunities for meeting, sharing and enhancing the dwelling, leisure, tourism, and cultural sector. The final aim is transforming the whole space giving it back to the city, enhancing the existing realities, and facilitating new settlements.

Areas & Goals

The project area is located in an urban context with great potential and its regeneration, with an appropriate gradual timescale, is a concrete possibility. Our goal is to transform this entire area, to return it to the city, enhancing the existing situation and making it more useable by: – Undergraduates, who are already living in Prè

neighborhood, by increasing the variety of services offered and agreeing with University of Genoa to grant them the concession of public buildings in order to settle a complex of university residences in the neighborhood; – Citizens, tourists, and students after the operations of regeneration of the public spaces, through interventions aimed at increasing safety and urban cleanliness of degraded areas; – The entire community by carrying out the experience achieved drafting the "Book of Solutions" containing recovery interventions designed for the whole Old Town of Genoa.

Increasing services addressed to undergraduates, citizens and tourists will raise the quality of urban spaces and allow them to live the neighborhoods rather than just passing by, attracting new users and new services in a virtuous self-generating process.

A NEW GATEWAY TO THE OLD TOWN

Outdoor Spaces

The area is rich in outdoor spaces. For their valorisation three kinds of action are foreseen:

Necessary actions: basic improvements are proposed to guarantee a better quality of life.

Accessory actions: aimed at improving the usability of the neighborhood.

Social impact actions: include actions that use social/commercial "activators" to involve citizens and tourists.

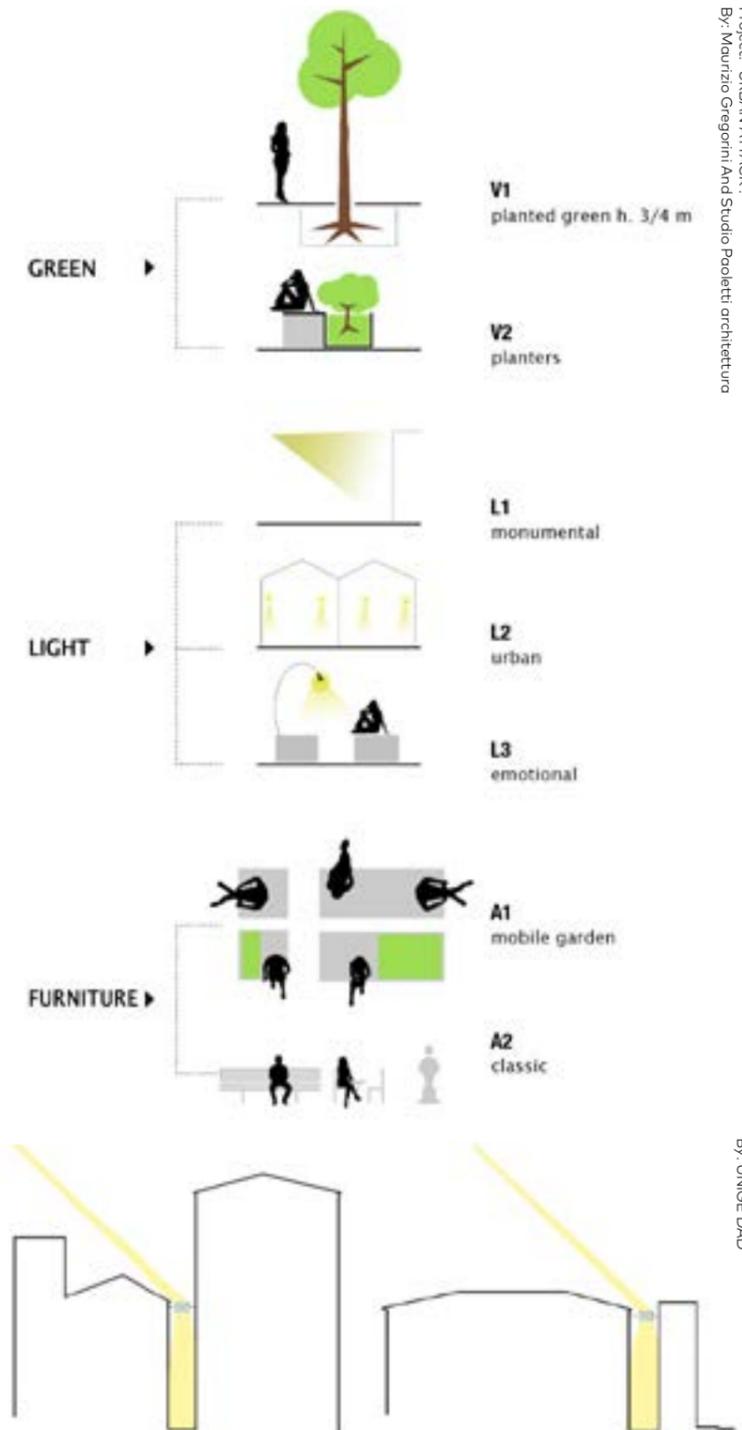
The actions foreseen in Prè-Visioni for open spaces have been included in the proposal for the European project called Hub-in, which has just been approved by the European Commission. Thus, investors will operate in an environment enhanced by the opportunities that will be created by the actions foreseen in the new European project.

Smart Lighting

A smart lighting project is proposed for the public lighting of the neighborhood. Based on studies carried out on the present state, various actions have been proposed in order to:

- guarantee citizens' safety;
- limit light pollution/glare;
- optimize energy use;
- minimize construction costs;
- ensure adequate lighting for architectural and environmental needs;
- transform existing lighting system into a "smart lighting" one, offering users new innovative services and use solutions that exploit sunlight in areas which are in shadow.

In particular, the project contains three different categories of solutions: standard solutions; innovative solutions for new user services, innovative passive solutions.



"Diffuse" University Campus

From the analyses carried out, an effective action to promote urban regeneration is to focus on university students who are already present in the area, where they transit, but in which they could live it, if the services were improved.

This action can generate a "virtuous self generating process" that can attract new users and new services. It is therefore proposed to create a "diffuse" University Campus.

There are various types of actions that aim to create a "diffuse" University Campus:

Routes: the creation of well-identified paths will be a way to enhance them for those who will travel and use on a daily basis.

Revaluation of the squares: the implementation of a strong identity for the numerous squares in the neighborhood can turn them into reference points and meeting places for the users of the area.

New spaces for students: according to the study carried out on municipal properties, a series of buildings suitable for hosting a "diffuse" University Campus (municipal property apartments diffused in various existing buildings) and some multifunctional buildings have been identified; they may become a means of redevelopment of the entire neighborhood and at the same time a connection point for other projects.

Moreover, the proposal to create a "diffuse" University Campus made it possible to design actions to increase security in the area. For this second important motivation it was possible to obtain national funding. As a first concrete action, the renovation of two open spaces



STUDENT HOUSING AND FACILITIES + DYNAMIC SPACES + STATIC SPACE



adjacent to University departments was foreseen. This will be followed by the redevelopment of a municipal building which will be transformed into a multifunctional center to be used by students and residents of the neighbourhood.

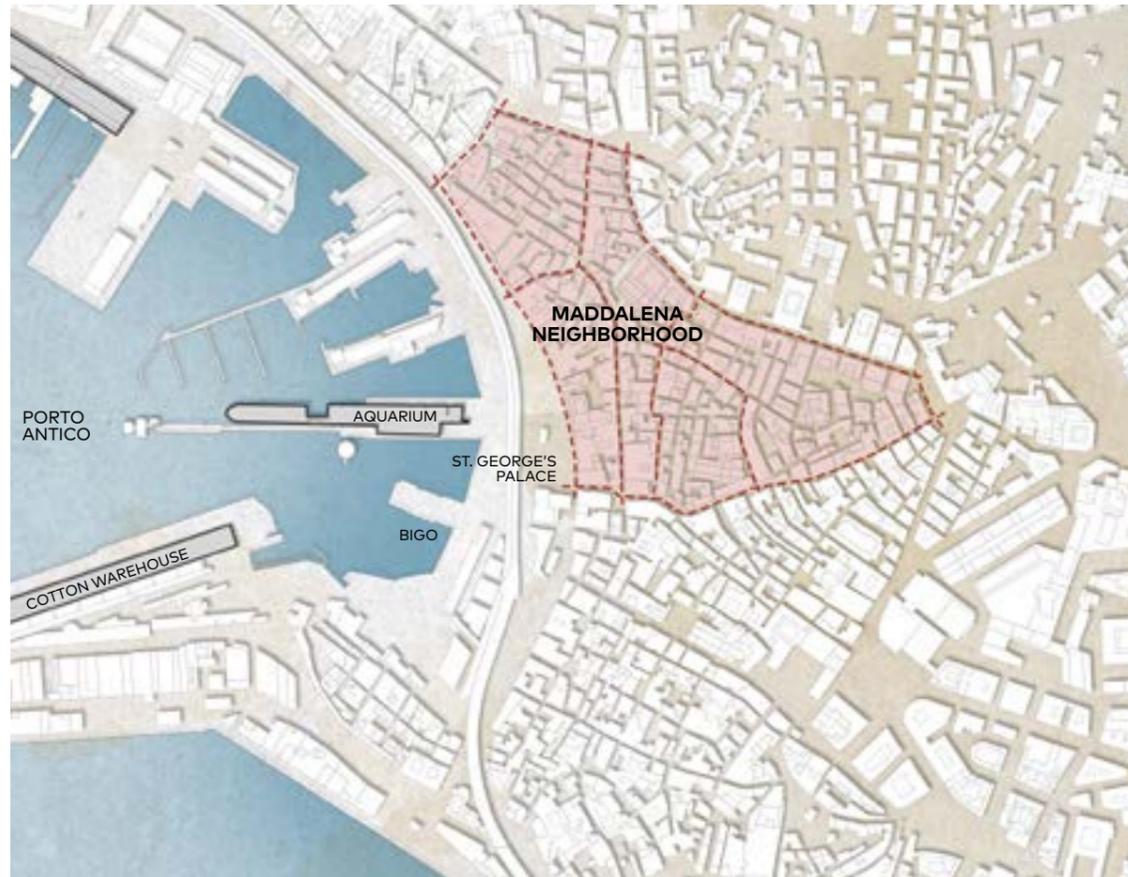
Final draft
Victims of all mafias Square and Roso Square

The urban regeneration of public spaces has concretely started with a pilot project that includes the installation of new lighting fixtures and video surveillance devices. The final design already completed and currently in the

implementation phase, aims at the following pivotal objectives:

- Installation of the new video surveillance system (already completed);
- Replacement of the existing street furniture;
- Installation of "smart" lighting system with network control and the installation of wireless sensors for the detection of presence, weather and environmental conditions (Smart safety, Smart weather, Smart air);
- Supply and installation of Smart waste bins optimizing waste collection;
- Cleaning of the degraded surfaces and flooring restoration.

A NEW VISION FOR THE MADDALENA NEIGHBORHOOD



Detailed analyses were carried out in collaboration with the Department of Architecture and Design of the University of Genoa to coordinate the redevelopment of the Maddalena Neighborhood. This area is to be considered critical due to the significant urban issues involved. The primary purpose of the study was to restore a perceptual, functional, and spatial continuity of the Maddalena neighborhood through precise and strategic interventions able to turn it into an incisive network system. Diversified and well-constructed, or better "scattered" urban functions are demanded as to spaces and times of the activity that has to be able to serve the dwellers while being attractive on the city scale. Hence, the objective becomes to overcome any

breaks and barriers to fixing a dynamic, flexible, and mixed urban fabric. The neighborhood is thus imagined as an infrastructure, a way of interaction for different flows containing activities, and a direct connection. In this way, the Maddalena neighborhood can regain its own identity, stirring up the structural features of the existing system, removing any interposed breaks and barriers, moving up within its configuration changes, thus being able to regenerate itself. The redevelopment project of the Maddalena neighborhood analyzed five fabric lots identifying the strategies to be undertaken for each of them. The vision is based on the creation of a widespread community.



SECTOR 1 – ANCIENT GHETTO

As to this lot, the analysis took into account the requalification of the squares and new functions for the public and private heritage, the improvement of urban cleanliness and infrastructural equipment (street furniture, green urban spaces, lighting design, undergraduate workspaces, video surveillance); reintegration of resident households, undergraduates and high-quality trading activities (tax relief, enhancement of local excellence, increase of essential services, strengthening of social and cultural activities).



SECTOR 5 – OVERLOOKING GARIBALDI

The project includes the creation of a sports path running through the alleys, and some "spread Gyms centers" recovered in abandoned structures, thus redeveloping the area providing new services. The intervention also envisages the implementation of lighting in all of the alleys and squares to increase the value of the existing premises. Specifically, the project includes the installation of LED lights in the pavement joints and on the street sides of streets and alleys, as well as phosphorescent paving.

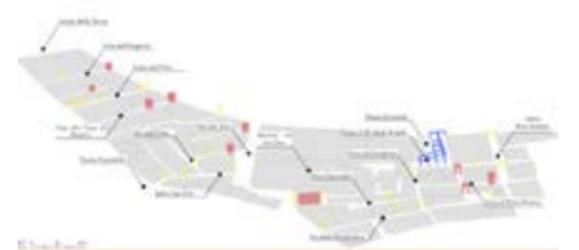


SECTOR 2 – SOTTORIPA
Starting from the concept of "widespread Agora", the degraded, or underused public spaces will be valorized creating two new perspectives through the urban requalification (path valorization, square revitalization, opening of closed alleys, public green areas, replacement of the actual lighting with a state-of-the-art lighting system, street furniture) and business regeneration (development of sector activities, enhancement of historical activities: support to traditional activities, renovation of ancient shops, settlement of new neighborhood shops, facilitations for restoration works on confiscated buildings intended for business use).



SECTOR 3 – CENTRAL SQUARES

"Central Squares" were analyzed to redevelop the neighborhood from an eco-friendly viewpoint supported by two strategies: space repopulation and enhancement of the points of interest. Specifically, paths and thematic interventions are addressed both to its peculiar catering function making explicit reference to the slogan "taste neighborhood," and to its cultural role by reactivating the currently disused spaces, such as the Teatro Altrove.



SECTOR 4 – LA MERIDIANA

The requalification project designed for the Meridiana area includes the erection of arches as non-invasive elements from the material viewpoint but sharply distinguishing as a peculiarity of the Old Town. The arch can be extruded or punctual, turning into an appealing structure, an artistic display, a scenery and a frame for the Genoese alleys or being just a simple structural solution aiming at sustainability.

GENOVA MERAVIGLIOSA

rigenerare geNOVA

PROJECTS FOR INVESTORS

**Polcevera Park and the Red Circle,
Student Housing project,
Genoa Cable Transport, Forts of
Genoa, Fish Market, Galliera Palace**



POLCEVERA PARK AND THE RED CIRCLE



Masterplan
All the images are courtesy of Stefano Boeri Architetti, Metrogramma Milano, Inside Outside | Petra Blaisse



Polcevera Park, West side: Water Park, Fun Park, Mediterranean Garden and Expo Park
© The Big Picture, courtesy by SBA

“The Polcevera Park and the Red Circle” is the name of the winning project prepared by the team Stefano Boeri Architetti/ Metrogramma/ Inside Outside (Stefano Boeri, Andrea Boschetti, Petra Blaisse) with Mobility in Chain, Transsolar, Tempo Riuso, H&A Associati, Laura Gatti, Luca Vitone. It was conceived as a complex of parks with different eco systems, infrastructures for sustainable mobility as well as smart buildings used for research and manufacturing activities. The aim is to turn the Polcevera Valley into a land of sustainable innovation able to relaunch Genoa.
“A Red Steel Circle. A ring that embraces –

passing under the new bridge – an area made of iron, water, concrete, and asphalt. The “Red Circle,” reminding the dominant local tradition of blast furnaces, cranes, and overhead cranes, runs along the places where the tragedy occurred on August 14, 2018. Through a bike/pedestrian path it fuses the separate sections and distributes the renewable energy generated by the solar collectors (thermal and photovoltaic) installed on the roofs of the buildings, by the Wind Tower and by the piezoelectric flooring (symbolically contributing to the energy balance) converting into energy the traffic flows that run through the new



The Riverfront and the Green Factory square
© Renovatio design

Aerial View of the project area
© The Big Picture, courtesy by SBA

Bridge and the Circle. Energy and movement flowing into the Wind Tower.” Stefano Boeri, the group leader of the team that won the competition, opens the presentation with these words that sum up the crucial points of the project.

Energetic proposal for investors
The “red circle” is a bike-pedestrian system 1570m long changing its function along its path, thus becoming a walkway, a raised square, an access and exit ramp, a passageway between buildings, or an underground way connecting different areas highlighting the remarkable

urban botanical park, the new railway station and the 120m tall wind tower at the end of the route that also hosts a complex of wind turbines favoring the generation of clean and renewable energy.

The City Administration challenge is to regenerate the Polcevera Valley area through cutting-edge environmental quality, improved accessibility and excellence in energy and research. The grounding idea is proposing this district as a worldwide model generating clean and self-sufficient energy.

Projects for Investors



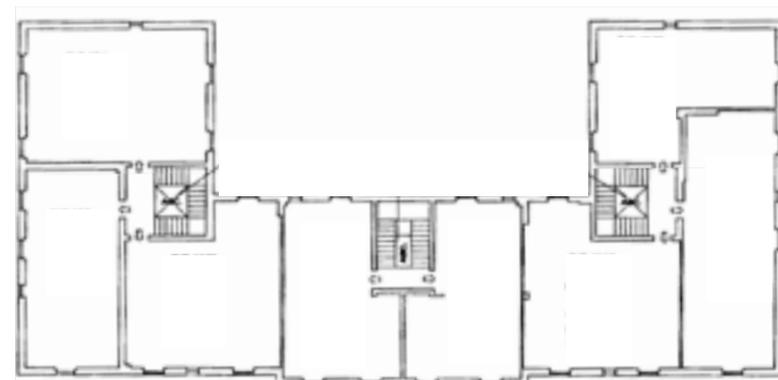
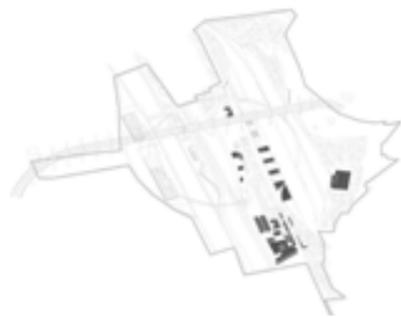
Polcevera Park, East side:
Sport Park and "Genoa in the Wood"
© The Big Picture, courtesy by SBA

Projects for Investors



The Riverfront and the Green Factory
© Renovatio design, courtesy by Metrogramma

TOTAL REAL ESTATE UNITS 140 + **CONTRACT TYPE** ORDINARY CONCESSION
TOTAL SURFACE 11,000 sqm
ACCESSIBILITY ON FOOT BRIN METRO STATION: 9 MIN



VIA ENRICO PORRO, 5 (SCALE A,B,C) — ACCOMMODATION TYPE

Architectural proposal for investors

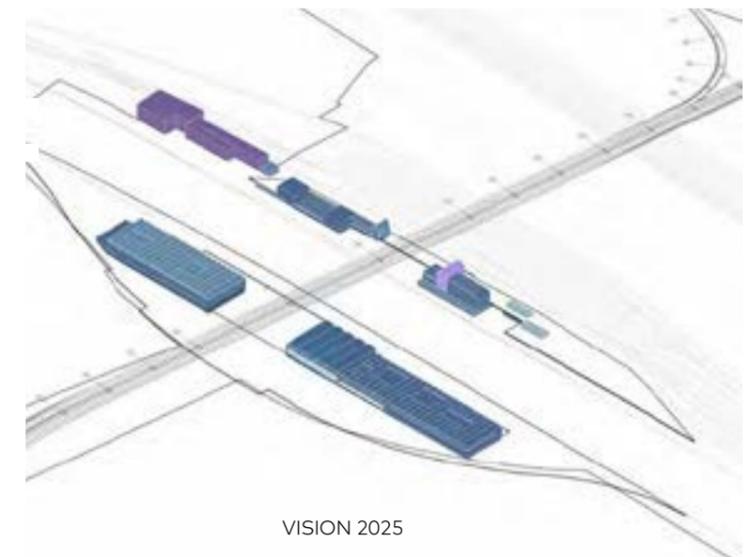
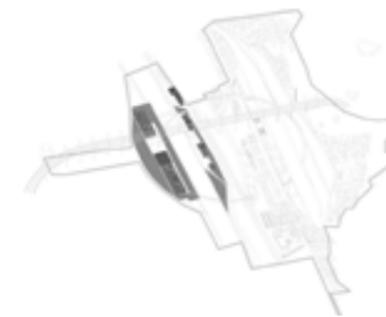
The Polcevera Park becomes a new center around which the district thrives again as a community, redeveloping social relationships and commercial exchanges. The BIC buildings in the Green Factory area, the New Forts, and the former Mercato Oviavicolo (Poultry Market) will become new hubs of production and innovation that are essential ingredients for a sustainable recovery even from an economic and financial viewpoint.

–The architectural proposal deals with the design of "Edifici Mondo", i.e., large clusters of buildings with a multi-functional role created in an essential but distinguishable architectural style.

At the end of the works on the new bridge, the Municipality of Genoa, in coherence with the vision of architect Boeri, will ask to the Demesne to have the buildings located in Via Porro (N. 5, 6, 11) object of expropriation by the Commissioner for the bridge reconstruction.

This buildings fit into the architectural proposal of a permeable system, where the layers of the city find space and interact: the buildings, which destination will include a part intended for social use, will dialogue with the landscape, to return a shared semantics relating to the public space.

COMMERCIAL
TOT 25000mq
CULTURAL
TOT 5830 mq
PRODUCTIVE
TOT 33500 mq
SPORTS
TOT 1100 mq
UTILITIES
TOT 5000 mq
TURISTIC
TOT 1225 mq



VISION 2025

–The existing buildings in the Green Factory area, the recovery of the buildings lying in the area, the demolition and reconstruction of the pre-existing ones, will give life to the new hubs of productivity and innovation that are essential ingredients for a sustainable recovery even from an economic and financial viewpoint. Green Factory (BIC) for startups, craft workshops, and activities started by young local entrepreneurs.

Goals

The objective is the urban "sewing" of the two sides of the valley and its architectural and urban reconstruction. The main intention, however, is social rebirth: a new beginning led by quality as to

forms and services specifically designed for those who live and work there.

The landscape project is a structure with parallel stripes, each of them flanked by a path and aimed at increasing the biodiversity of the whole area and water management.

The objective of the city administration is that this project, the Polcevera Park and the Red Circle, together with the Wind Tower and the "Edifici Mondo", will become a new center capable of triggering life around the whole district with a domino effect for the urban redevelopment of the municipal and metropolitan territory.

STUDENT HOUSING

HYPOTHESIS A

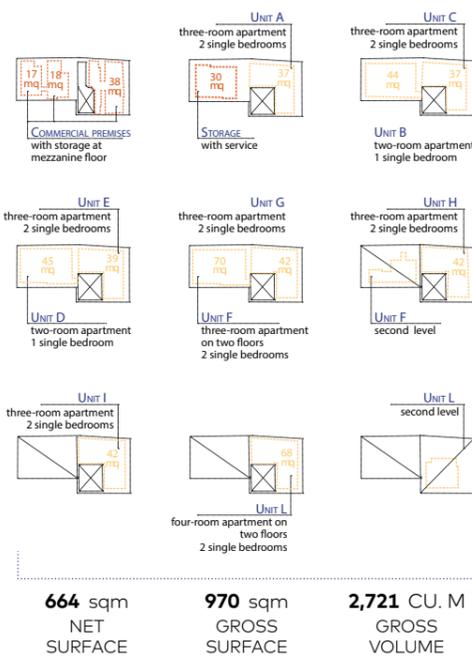
CONSOLIDATION + CONSERVATIVE RESTORATION

TOTAL GROSS SURFACE	UNIT AMOUNT	WORK AMOUNT	COST
970 sqm	2,381 EUR/sqm	(INCLUDING MANPOWER) 2,310,000 EUR →	208,600 EUR IVA 266,728 EUR

- static consolidation
- anti-seismic adaptation
- extraordinary maintenance
- ordinary maintenance



- 10 APARTMENTS
- 19 BEDS
- 3 COMMERCIAL PREMISES
- 1 FOUR-ROOM APARTMENT
- 7 THREE-ROOM APARTMENT
- 2 TWO-ROOM APARTMENT



The buildings are located in the most eastern part of Via di Pré, a few meters from the "Porto Antico", one of the most famous points of interest for tourism in Genoa. They are inserted in the first agglomeration of houses on the sea side of the street, bounded by via Antonio Gramsci, piazza della Darsena (via delle Fontane), via di Pré and Vico Largo. The first settlements in the area date back to the second half of the 12th

century, when outside the Medieval gate "Porta dei Vacca" a village began to develop along the route of the coastal road leading west out of the town. It is believed that the first buildings were built in the second half of the 12th century or, at most, in the first decades of the 13th century. The buildings's masonry consistency (of the first two floors) is different from that of the floors above. They have been made up of square blocks

HYPOTHESIS B

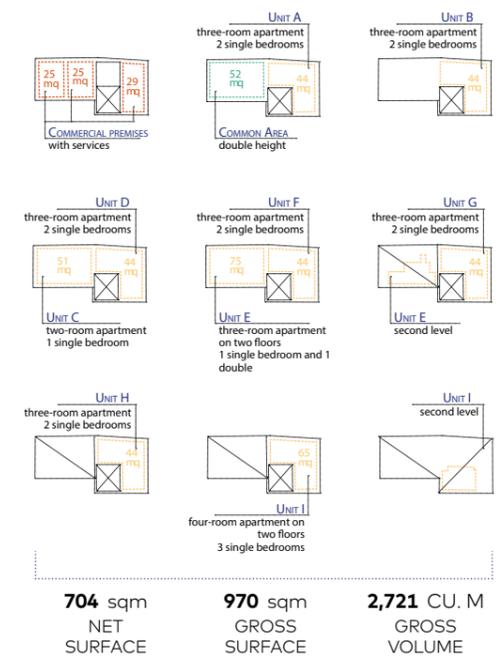
CONTROLLED DEMOLITION + RECONSTRUCTION

TOTAL GROSS SURFACE	UNIT AMOUNT	WORK AMOUNT	COST
970 sqm	1,407 EUR/sqm	(INCLUDING MANPOWER) 1,364,712 EUR →	151,882 EUR IVA 162,880 EUR

- Controlled and total demolition of buildings: mc 2,544.61
- Faithful reconstruction as to shape, volumes and area of sediments



- 9 APARTMENTS
- 19 BEDS
- 3 COMMERCIAL PREMISES
- + COMMON AREA STUDENT HOUSE
- 1 FOUR-ROOM APARTMENT
- 7 THREE-ROOM APARTMENT
- 1 TWO-ROOM APARTMENT



of stone of fairly good texture. The upper floors are the product of works of elevation that can be traced back to an undefined period between the 14th and 15th centuries. Over the centuries, the buildings have undergone numerous alterations such as opening and closing of doors and windows, remaking and/or repair of portions of slabs, modifications to the internal distribution of the premises. As far as number 14 is

concerned, it is in a state of advanced degradation and abandonment, while in 2007 number 12 suffered, a substantial collapse of the internal floors that made it uninhabitable. The administration has developed two different projects proposals that are the degree of technical and economic pre-feasibility: **A** — consolidation conservative restoration **B** — controlled demolition and reconstruction

GCT PROJECT



The project of building a cable car making Begato Fort accessible is part of a broader strategy of urban development. The objective is piecing together the urban fabric from the sea to the mountains by adding a new technological element with a substantial landscape value able to develop the urban environment and the tourist offer.

The logic behind this project aims at completing the city tourist offer enhancing Parco delle Mura and the system of Forts by creating a Pole of historical, cultural, and natural interest directly connecting the sea and the area of "Porto Antico" and the Cruise Terminal.

The 3-station aerial cableway will provide an awe-inspiring view during the trip, thus adding a strong landscape and tourist component. The carrier capacity will be of max. 2,000 people per hour, overcoming a total steep drop of 450 m for a linear length of about 2.5 km.

The base station "Mare" will be strategical for the rearrangement and redevelopment of the area stretching along the Maritime Station, the Hennebique complex, the railway and subway stations in Piazza Principe, and the bus station in Via Fanti d'Italia.

The intermediate station "Lagaccio" upstream the former Gavoglio barracks will aim at favoring the requalification of the city neighborhood by improving the regular mobility on the Lagaccio-Maritime Station/Principe road as well as at ensuring the access to the sports area expected to be at the upper station.

The top station "Forte Begato" is merely dedicated to tourism and culture hosting the core of the services for hiking and sports activities. Several catering services, museums, and outdoor activities will also be present in the broad area of Forte Begato.

The total ascent time will be about 9 minutes.

REVENUE FORECAST OF THE PROJECT

ROUND TRIP TICKETS 300,000 IN 2023
(BUSINESS STARTING YEAR) WITH 5% OF
ANNUAL INCREASE UNTIL 2026
PRICE ROUND TRIP TICKET EUR 15

NUMBER OF TICKETS FOR SPORTS DAILY USE:
60,000 IN 2023 WITH 5% OF ANNUAL INCREASE
UNTIL 2026
PRICE DAILY EUR 20



©Photos: SBGA | Blengini Ghirardelli Srl

Each vehicle will accommodate eight passengers with baggage and bicycles and will be able to satisfy the current demand for urban mobility while ensuring comfort and safety.

Operating and investment costs are relatively low, and construction times are reduced thanks to the modular construction system.

The pre-feasibility study carried out by SBGA and Dimensione Ingegnerie estimates an investment of EUR 40mIn over a planned construction period of 3 years.

The full capacity operating costs as of 2023 will amount to EUR 2.3 million.

As to the financial plan, the useful life of the plant as been estimated in 35 years and the duration of the concession in 25 years.

The Project financing assumptions expecting to be launched on a contract starting price provides a financial structure with a debt/equity ratio of 85:15; thus, the participation of private

investors is to be supported in the investment by the credit system.

A public contribution may be expected for the first five years of infrastructure start-up in the income statement; the appropriate amount is under assessment, even taking into account the ticket pricing policies.

SBGA | BLENGINI GHIRARDELLI
General coordination, Architectural project

Dimensione Ingegnerie:
Technical and financial project of the facility

Emanuele Piazza:
Strategic Advisor, Economic analysis
Andrea Guglia: Local Partner
Jacopo Tedeschi: Local coordination Assistant
Alessandro Fino: Financial analysis

GCT ENHANCEMENT OF GENOA'S FORT



— WALLS
 — STATE PROPERTY
 — MUNICIPALITY PROPERTY

— STATE PROPERTY
 — MUNICIPALITY PROPERTY

Future objectives and projects

The Genoa system of forts, built in the 18th and 19th centuries, is located in the heart of the "Parco della Mura" that stretches for 617 ha and is the most significant green lung of the city. In 2015, by implementing the "Development program of the XVI century defensive system of external fortifications", the City Administration became the owner of 7 forts committing in the following years to pursue the redevelopment process – already started – aimed at connecting the "Porto Antico" area and the historical center with the

walls and the fortresses. In 2018 and 2019, the objective of the City Administration was to complete the redevelopment of the historic Genoese defensive system achieving the transfer of the part of the remaining buildings of the fortification system, thus creating a complete path on the ancient XVII century walls and making their ancient defensive function legible from the city.

More precisely, to complete the system, the following forts are being acquired: the XVII century walls from "Forte Begato" to "Forte

FLOOR AREA
6,445 sqm

LAND AREA
32,500 sqm

COVERED AREA
4,150 sqm

ALTITUDE
450 m/slm

OBJECTIVE: TO COMPLETE THE TOURIST OFFER

Enhancing the value of the 17th century defence system of the forts. A unique historical and natural heritage, which will allow the City of Genoa to consolidate its presence in the international tourism market.

In line with the Municipality programs, the project provides for the valorization, implementation, and management of the Begato Fort, recently assigned to the city thanks to the redevelopment of the Parco delle Mura and the internal connections in the area.

Extensive restoration ended in the early years of this century ensures the good conditions of the external structural parts.

Still, additional works are required to fit it to the new use.

The Fort can host various short, medium, or long-term initiatives and activities on the model of the Bard fortress in Valle d'Aosta.



Forte Begato
1818 – 1836



Forte Santa Tecla
17th – 19th centuries



Forte Sperone
14th century – 1830

THE POSSIBLE USES



Water Light Festival
Brixen



"Artistic" lighting program
Loire Valley Castles



Theme park
Guédelon

Castellaccio"; the "Mura di Malapaga, adjoining Molo neighbourhood and close to the old port of Genoa; the property transfer of "Forte Santa Tecla" is also proposed. Being in good condition, it is a chance to start the development of the defensive system on the eastern side of the city, too. To achieve this redevelopment, the Municipality intends to grant these four forts as concessions to private operators for a defined period of time, linked to the cost of their redevelopment, functional reconversion and maintenance. Among the possible uses: guided tours of military

passages, entertainment areas and events in the spaces in front of the forts, reuse of the buildings for commercial and touristic business activities compatible with the cultural and landscape value of the site. Finally, the Administration would like to trigger a radical reevaluation of the entire system via an "artistic" lighting program proposing a tender for private operators. At present the Municipality owns 8 forts: "Forte Belvedere", "Forte Crocetta", "Torre Granara", "Forte Tenaglia", "Forte Begato", "Forte Sperone", "Forte Puin" and "Forte Santa Tecla".

A PROPOSAL FOR THE FISH MARKET

GROSS FLOOR AREA
3,479 sqm

COVERED AREA
1,391 sqm

BASEMENT -1	GROUND FLOOR 0 + MEZZANINE 0.5	FLOOR 1	FLOOR 2
1,234 sqm	1,418 sqm	527 sqm	203 sqm

Current Status

Erected in the 1930s to house the Fish market, the building is an example of the rationalist architecture. It is a freestanding building consisting of 4 floors, including the basement, without external appurtenances. The former fish market lies close to "Porto Antico" on the west and to the Waterfront on the east. Nearby there are public parking areas. The building extends mainly on the ground floor (about 2 meters above the street level) with a

vast open space, nearly 9 m high, and a glass mezzanine overlooking it. The first and second floors are arranged to host offices, the janitor workroom (1F), as well as the market director (2F); they are surrounded by spacious panoramic terraces overlooking the port. The basement (-1F) houses technical rooms, cold rooms, electrical control room, and the refrigeration system. In the premises on the ground floor there are water infiltrations from the slab, whose maximum load was increased to 200 Kg/sqm.



Definition of the possible valorization scenarios
The valorization scenarios were defined by a matrix able to identify the prospective intended uses. According to the studies carried out, the most appropriate scenarios to valorize the asset, from a qualitative viewpoint, and taking into account its potential marketability, are:

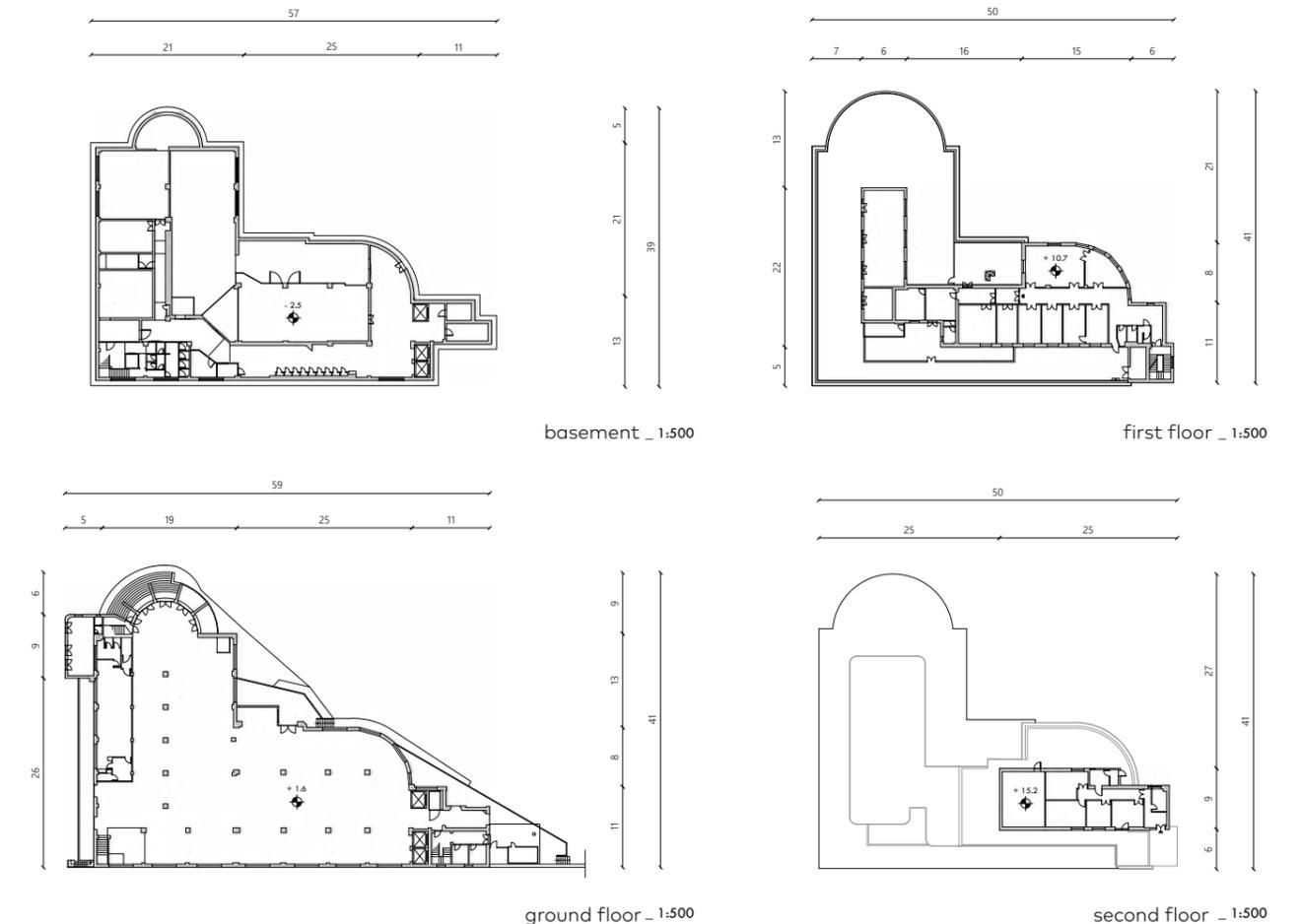
Scenario 1

Intended use: Leisure/Entertainment
Renovation required: Building refurbishment + change of use
Renovation level: Mean/low

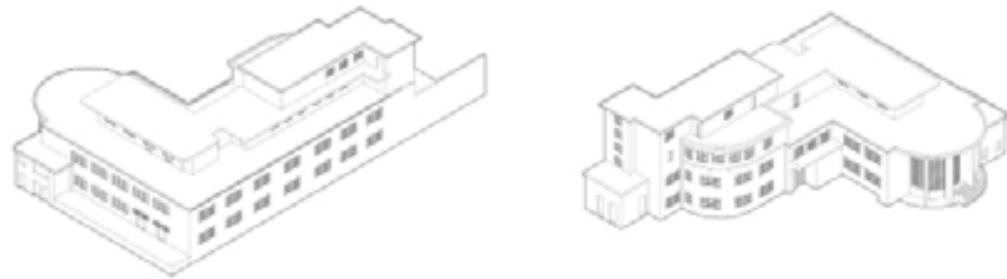
Scenario 2

Intended use: Retail (trade)
Renovation required: Building refurbishment + change of use
Renovation level: Mean/low

Both scenarios aim at identifying "specialized users" to run the asset. Specifically, Scenario 1 (Leisure/Entertainment) would ensure better usability even considering the 0-20 minute drive catchment area involving nearly 522,000 inhabitants.



Projects for Investors



The City Administration included the building in the Enhancement Plan of Municipal Real Estate Properties and a public call for tenders, aimed at assigning its concession, will soon be proposed.

The building lies in a peculiar urban hub considered strategic to start new activities and functions in the urban fabric. Shops, restaurants, and non-hotel business activities are present nearby.

DEVELOPMENT OF SOLUTION 1:

BASEMENT

- Study hall
- Printing service
- Lockers/Cabinets
- Meeting/Conference room
- Restrooms

RAISED GROUND FLOOR

- Reception
- Cafe/Snack bar
- Lounge/relaxation area
- Workstation
- Meeting/Conference room
- Restrooms

MEZZANINE

- Offices
- Workstation
- Meeting/conference room

FIRST FLOOR

- Offices
- Meeting room
- Indoor relax area
- Outdoor relax area

SECOND FLOOR

- Exhibition area
- Indoor relax area
- Outdoor relax area

RESULTS OF THE DESIGN SOLUTION

- Gross Floor Area: 3,517 + 130 sqm
- Max capacity: 460 people
- Mixed uses
- Complex network of interactions
- Different room layout solutions

STRENGTHS

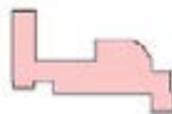
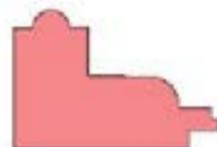
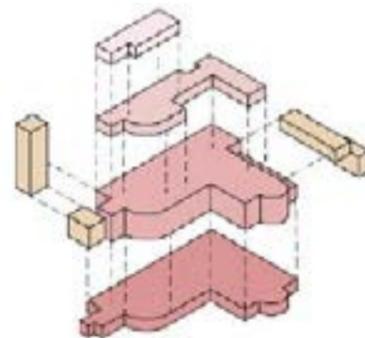
- Landmark building
- Architectural quality
- Street-level show window
- Loading and unloading area
- Driveway entrance
- Sole proprietorship
- Space articulation (dimensions, levels, terraces)

OPPORTUNITIES

- Visibility
- Car parks (multi-story car park)
- Hub of services
- Located between "Porto Antico" and Eastern Waterfront

VOLUMES

The building consists of 6 main volumes different as to dimensions and features. The central body allows to identify other blocks useful to joint and further connect the space available.



FIRST FLOOR —
1,240 sqm

SERVICES —
30 sqm

OFFICES —
160 sqm

RELAX AREA —
135 sqm

GARDEN TERRACE —
750 sqm

TECHNICAL ROOMS —
16 sqm

SECOND FLOOR —
430 sqm

SERVICES —
18 sqm

OFFICES —
130 sqm

TERRACE —
180 sqm

PHOTOVOLTAIC SYSTEM —

TECHNICAL ROOMS —
10 sqm



SECOND FLOOR —
430 sqm

SERVICES —
18 sqm

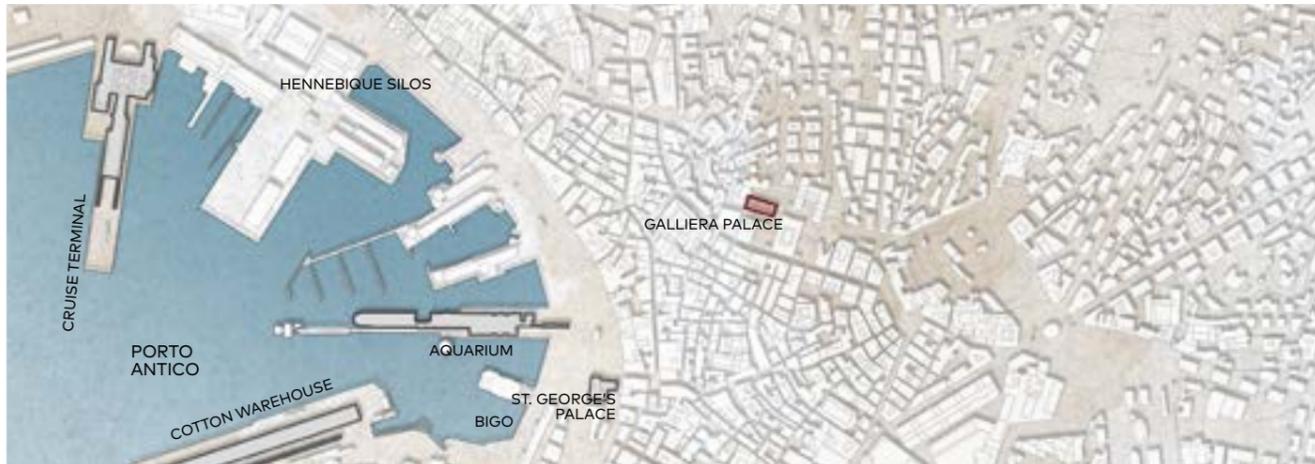
OFFICES —
130 sqm

TERRACE —
180 sqm

PHOTOVOLTAIC SYSTEM —

TECHNICAL ROOMS —
10 sqm

GALLIERA PALACE PROJECT



The City Administration included the building in the Enhancement Plan of Municipal Real Estate Properties and a public call for tenders, aimed at assigning its concession, will soon be proposed.

Current status

The building lies in the city center between Palazzo Tursi and Palazzo Albini (seat of the City Administration). The XVIII-century-freestanding building consisting of six floors is fully exposed on the four sides. It was built on a land plot occupied by an ancient medieval monastery of which some elements are still preserved. Each floor of the building is identical to the other and connected by central stairs; a lift is located outside the building perimeter and the main façade is south-facing. Palazzo Galliera is connected to Palazzo Albini and Palazzo Tursi by internal subterranean walkways. The main entrance of Palazzo Tursi is also the main entrance of Palazzo Galliera. The only independent access to the building is from the pedestrian road Salita di S. Francesco, located on the west side of the construction. The indoor conditions are quite good except for some infiltrations from the roof; the façades are in worse condition.

Definition of the possible valorization scenarios

The valorization scenarios were defined by a matrix able to identify the prospective intended uses. According to the studies carried out, the most appropriate scenarios to valorize the

asset, from a qualitative viewpoint, and taking into account its potential marketability, are:

Scenario 1

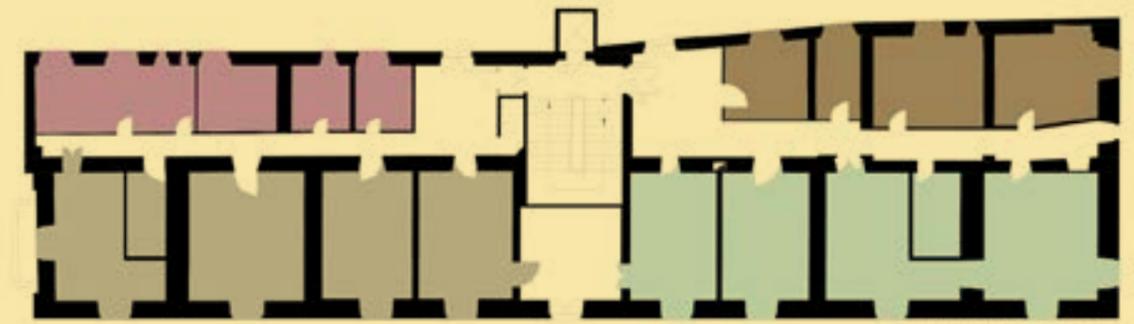
Intended use: Residential
Renovation required: Ordinary maintenance
Renovation level: Mean/Low

Scenario 2

Intended use: Accommodation
Renovation required: Building Refurbishment + change of use
Renovation level: High

Proposal

Scenario 2 (Accommodation use) looks more interesting as it would ensure better usability because of facilities deficiency in the area. The building lies in a peculiar urban fabric considered strategical to further increase the accommodation capacity for tourists and undergraduates as the main museums, as well as shops, restaurants, non-hotel activities, and universities are located nearby. Moreover, the building also lies in the historical center of the city and close to "Porto Antico"; stay, hence it could become a new reference point for tourists and students to stay, work or study.



SCENARIO 1 RESIDENTIAL

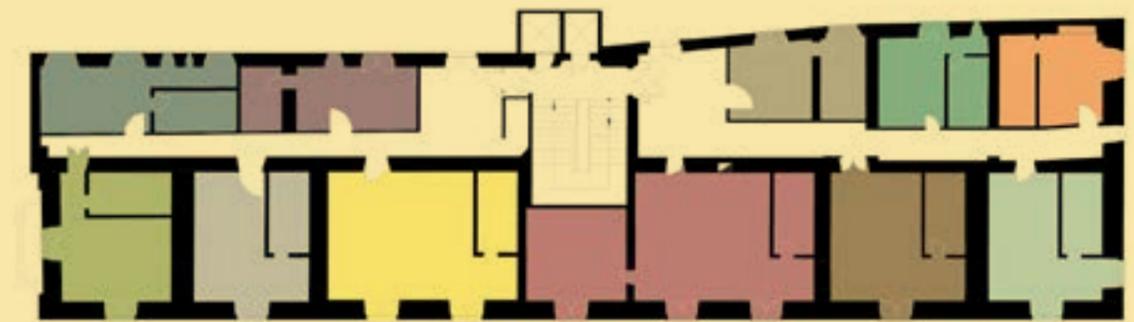
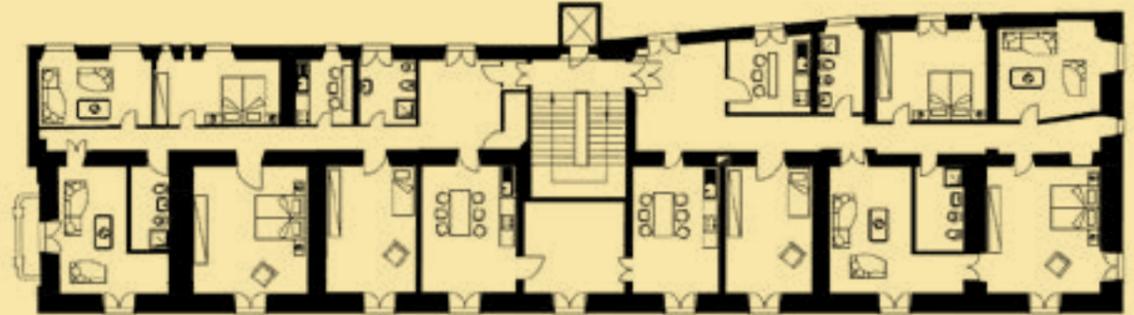
GROSS FLOOR AREA
3,649 sqm

NET FLOOR AREA
708 sqm

FLOORS
7 + 1 BASEMENT

APARTMENTS PER FLOOR
4

APARTMENT SIZE
■ 2 × 70 sqm
■ 2 × 140 sqm



SCENARIO 2 ACCOMMODATION

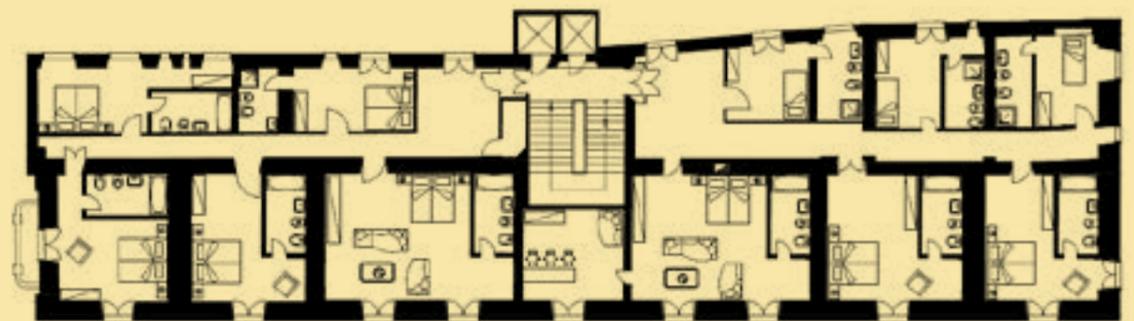
GROSS FLOOR AREA
3,649 sqm

NET FLOOR AREA
708 sqm

FLOORS
7 + 1 BASEMENT

ROOMS PER FLOOR
11

ROOM SIZE
■ 1 × 30 sqm ■ 1 × 78 sqm
■ 1 × 59 sqm ■ 4 × 40 sqm
■ 4 × 25 sqm ■
■
■

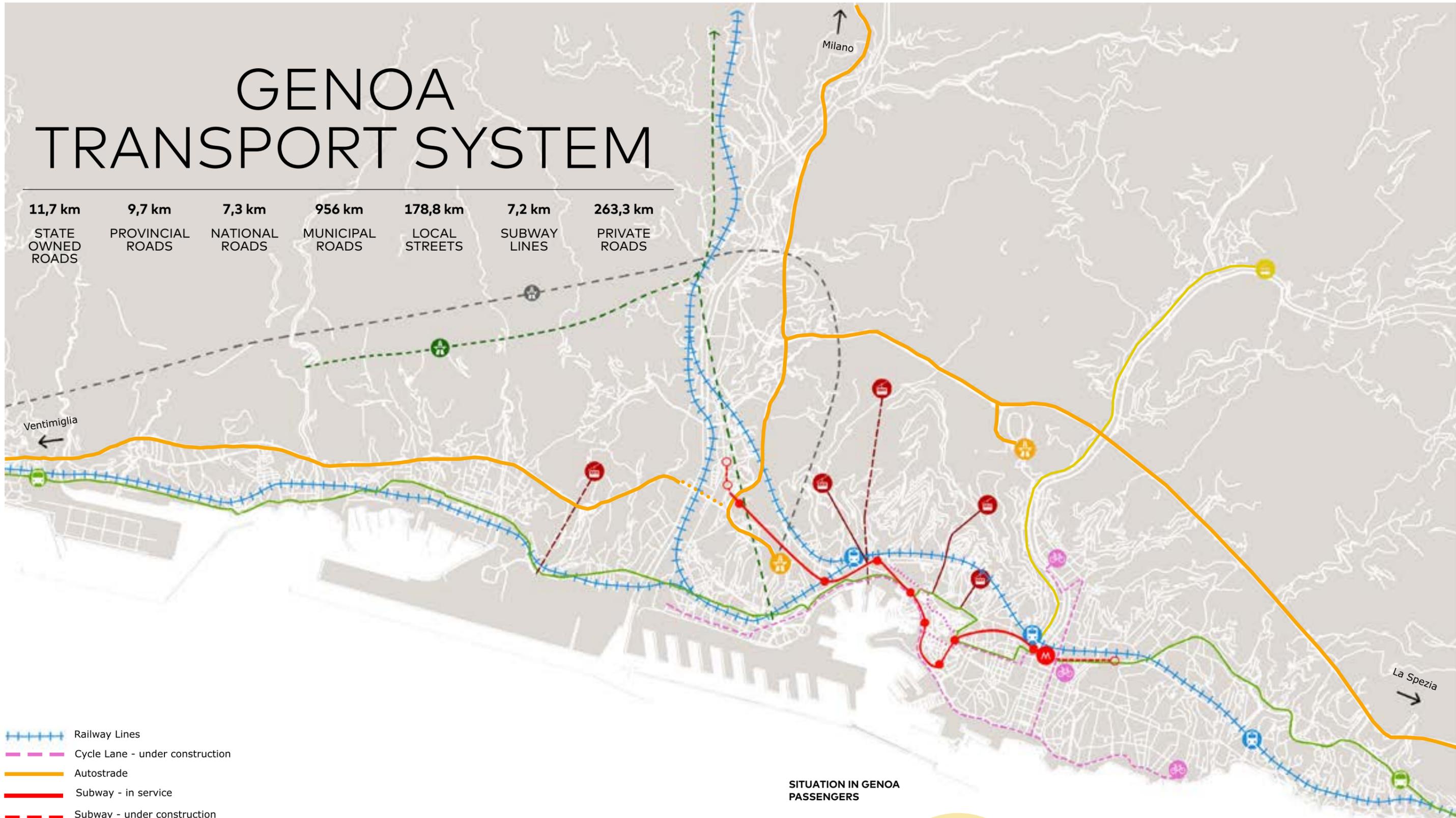


GENOA TRANSPORT SYSTEM



GENOA TRANSPORT SYSTEM

11,7 km	9,7 km	7,3 km	956 km	178,8 km	7,2 km	263,3 km
STATE OWNED ROADS	PROVINCIAL ROADS	NATIONAL ROADS	MUNICIPAL ROADS	LOCAL STREETS	SUBWAY LINES	PRIVATE ROADS



- Railway Lines
- Cycle Lane - under construction
- Autostrade
- Subway - in service
- Subway - under construction
- Local trasport axis
- Funicular Railway - under construction
- Funicular Railway - in service
- Highway's Project - under construction (Terzo Valico)
- Highway's Progett - under construction (Gronda)
- Sky Tram

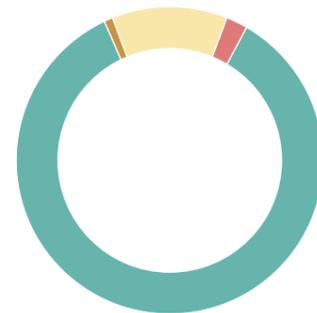
SITUATION IN GENOA PASSENGERS

PEOPLE
580,934

HIGHWAY
147.3 KM

URBAN STREET
398.3 KM

SUBWAY
7.2 KM



STATISTICS

424,500
NO. OF BUS-METRO
TRAVELLERS PER DAY

97%
OF THE POPULATION LIVES
WITHIN 300
METERS FROM A PUBLIC
TRANSPORT STOP

URBAN PLAN FOR SUSTAINABLE MOBILITY

AREAS OF INTEREST



EFFECTIVENESS AND EFFICIENCY OF THE MOBILITY SYSTEM

Optimizing urban mobility in terms of reducing congestion, rebalancing movements and resources, accessibility for people and goods.

ACTIONS

- 1 – Strengthening and electrification of the public transport along the four main roads axes (line P, L, VB e C)
- 2 – Extension of the subway from Brignole to Terralba and from Brin to Pallavicini
- 3 – Parking of interchange of major and minor capacity, placed close to main roads
- 4 – Rail upgrading through the introduction of new tracks

SOCIO ECONOMIC SUSTAINABILITY

Reduce the costs of private mobility, increase employment with openness to innovative sharing and smart systems, improve social inclusion and user satisfaction.

ACTIONS

- 1 – Development of sharing solutions (car-sharing, bike-sharing)
- 2 – Development of intelligent transport system - ITS
- 3 – Promotion of alternative fuels in the port sector (LNG)
- 4 – Integrated system of electronic payment for public transport services and for parking

URBAN PLAN FOR SUSTAINABLE MOBILITY

MACRO-OBJECTIVES



ROAD SAFETY SECURITY

Making roads in the metropolitan city safer in terms of a significant reduction in accidents, protected mobility, and accessibility to vulnerable groups.

ACTIONS

- 1 – Introduction of new speed zoning and speed-limiting technology
- 2 – Maintenance and upgrading of pavements
- 3 – Maintenance of traffic lights and stop points for public transport
- 4 – Rethinking pedestrian areas as a mobility system integrated with other mobility systems

ENERGY AND ENVIRONMENTAL SUSTAINABILITY

Improve environmental quality, reducing pollution emissions, using greener means of transport, making urban areas more attractive for users, and sustainable logistics.

ACTIONS

- 1 – Construction of the monorail from the airport to Erzelli (G.A.T.E)
- 2 – Construction of the cableway from Principe Station to Begato Fort (GCT)
- 3 – Renovation of public transportation with "alternative" energies (electric, methane, hybrid)
- 4 – Realization of cycle route (Bicycle Line)
- 5 – Construction of SKY-TRAM in Val Bisagno

BICYCLE LINE



— PATH 1 — PATH 2 — PATH 3 — CYCLE PATH, MAX 8/10 km/h IN PEDESTRIAN AREAS

In Genoa, the cycle lanes will cover the areas with the highest density of tourist and business activities (Porto Antico, via XX Settembre, and Corso Italia sea promenade) and those with a flat territory (Val Bisagno). A connected network of cycle lanes will be created and separated from other types of traffic routes, when possible. It will be extended from the city center to the Val Bisagno and supported by current and proposed new bike-sharing stations. A further development of the cycle line pathways will involve the entire coastal way and the valleys stretching back from the sea. The new cycle pathways will link the different levels of existing cycling mobility: urban, metropolitan, regional (RCL – Regional Cycle network), national (Bicitalia – national network)

and European (EuroVelo trans-European network). The Administration will launch a policy supporting cycling mobility, in touristic as well as in urban and metropolitan areas. The coastal path starting from Boccadasse and reaching Fiumara can be connected with Sestri Ponente and includes a detour to Lanterna, the lighthouse, which is the symbol of the city. The study of technical and economic feasibility of some parts of this coastal path has already been assigned. The cycle path along Corso Italia as been designed in one single lane of transit for the vehicles on the southern roadway. The bike path is at the road-level in order not to interfere with the existing platform. It will stretch from the city center to Val Bisagno and it will be supported by e-bike sharing stations.

PROMOTING CYCLING MEANS ACTING ON VARIOUS LEVELS

CREATING NEW, AND UPGRADING EXISTING, INFRASTRUCTURE,

ENCOURAGING DAILY USE BY REWARDING VIRTUOUS BEHAVIOR (E.G. FOR REGULAR HOME-WORK CYCLING),

INTRODUCING INNOVATIVE FORMS OF BIKE-SHARING,

COMMUNICATION TO CITIZENS AND TOURISTS.

The actions have to be, therefore, focused on strengthening the infrastructure, providing a complete network of dedicated routes supported by an adequate system of bike-sharing stations and service equipment (racks, etc.), and in particular:

— a network of cycle paths hinged on the central axes and/or on the main tourist attractions, equipped with interchange car parks close to the main public transport terminals (car interchange nodes and local transport networks);

— policies to spread out ebikes;
 — favoring the transport of bicycles on lifts, trains and trams/buses;
 — increasing the number of bike racks;
 — speed limits for bicycles in pedestrian areas.





Location
Genoa, Italy



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Municipality of Genoa
Port Authority of the Western Ligurian Sea
Chamber of Commerce of Genoa
Liguria International S.C.P.A.



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REGIONE LIGURIA



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