

WP2 – Territorial Milieu

Synthesis of main goals and research approaches

According with the Document of Work – Annex I of the CLUDs project – (DoW) the main objective of the WP2 is:

“Setting up an analytical process to understand how a territorial milieu can reinforce local urban regeneration initiatives”

The research activities within the WP2 objective are articulated in the DoW with respect the following two actions.

1. incorporating urban-rural interactions into implement urban management tools.
2. exploiting the potential of grass-rooted community-driven initiatives into urban management tools.

The methodological approach is based on case study analysis.

However, the complexity of the WP2 research activities requires a brief introduction to fix the theoretical framework in which the case studies will be analyzed and the expected findings we intend to acquire.

The WP2 objective refers to the theoretical approach based on the concept of “milieu”.

Among list the different contributions in the literature about the meaning of milieu, the more suitable explanation, according with the CLUDs project, is the following: “a set of potential expressed by a particular territory that should be recognized and captured by the organization of local actors in order to be exploited as sources of local development”.

The main feature of the milieu is the capability to relate physical resources with local actors, by covering three dimensional aspects: the individual (value attitudes, life-style, actions, perceptions); the level of the district/neighborhood (locality); and the level of the network.

Connected to this general meaning, some specifications arise from the new economy or new economic geography implications, especially with respect the GREMI (*Groupe de Recherche Européen sur les Milieux Innovateurs*) model. Links between localized production system and innovator milieu have been analyzing “to show the way in which the complex interaction of demand, increasing returns, transport costs, as well as learning processes and other relevant elements, yield to performances even spatially differentiated, with areas which become losers or winners in the new competitive environment.”

According with the general objective of the CLUDs project, the key concept, coming out from the territorial milieu perspective, turns out as the following:

“the role of space in innovative and localized processes depends on its capacity to promote local initiatives, to create a wave of new forms and to activate a territorial dynamic of innovation”.

The specific context of the research outlines urban regeneration initiatives as driver of economic development.

The WP1 focused on successful factors of applied PPP forms in Urban regeneration initiatives, by stressing the different way to involve the private sector.

In the WP2, the connection of urban regeneration to milieu concept is supposed to emphasize the roles of the community and of the localized production system to foster local economic development .

1. Concerning the community, the urban regeneration initiatives will be analyzed with respect their capability to generate benefit. In particular, it will be analyzed how the *surplus*

generated by urban regeneration (or redevelopment, thereby) initiatives can be spread to respond local social needs.

2. Concerning the localized production system, the urban regeneration initiatives will be analyzed with respect the urban-rural interactions, as a specification of the innovative milieu approach.

The logical framework of the WP2 turns into the following scheme.



Contribution of partners: task and research activities

According with the scheme above synthesized, the research activities will be focused on two related aspects and respectively articulated as following :

1. Rural Urban Interactions in Urban regeneration initiatives.

- a. **FOCUS unit**

Focal points

The aspects to be explored are extremely complex and various, including several examples of the short supply chain such as local production/local consumption, farmers' markets, community gardens, urban agriculture and so on, where the focus on typical local food as a driver of regeneration is relevant. These are all examples of agriculture-based activities which may impact on the urban fabric, determine changes in land uses, produce induced economic impacts and, as a result, bring about regeneration outcomes. (CLUDs Research – Working package 2 – “Sapienza” FOCUS unit program synthesis)

Research activities from the end of January 2013

The FOCUS unit starts the research activity on the end of January. The unit developed a methodology approach by firstly enlightening the key concepts within urban – rural issues.

Secondly, the unit began to explore, through a synthetic on-line survey, some of the most relevant regeneration projects in San Diego metropolitan area, distinguishing their PPP typologies (particularly BIDs and “Main Streets”) and crossing them with the presence of Farmers’ Markets and related activities. The result of this preliminary analysis allowed us to extract some interesting cases in which regeneration PPP initiatives are overlapped to the activity of relevant Farmers’ markets and connected services.

Selected case studies

1. North Park 2. Ocean Beach

The selection of the other two case studied should be oriented to the revitalization of a small town within the San Diego metropolitan area, due to the particular interest of the unit to the regeneration of small towns and their networks.

b. SOBE unit

Focal points:

The unit started by developing a methodology based on the two different groups of case studies, that emerged from the discussion held in Reggio Calabria during the first international workshop, more in depth:

Group 1: case studies with a strong intrinsic urban regeneration and PPP component, whose major interest for the WP2 goals is to investigate if and how the urban regeneration has been driven also by an urban-rural relationship; composed of the same typology of case studies than those selected for the WP1 in Boston, in order to investigate the urban rural connection;

Group 2: case studies with a strong intrinsic urban-rural component, whose major interest for the WP2 goals is to investigate if and how they determined impacts in terms of urban regeneration and PPP; composed of selected farmers markets in the San Diego area.

Research activities from June 2012

The Salford unit started to approach a pilot case study within the group 1, that is, the pilot case study of City Heights, and to prepare a preliminary study on the **farmer markets** in the US and in San Diego.

The unit of Salford agreed to cover the following topics:

1. Planning and urban regeneration in San Diego: Reyhaneh
2. Smart growth in San Diego: Samuel
3. Real estate, land ownership, fiscal policies (TIF) in San Diego: Malawi
4. Local food production and economic impact: Kanady
5. Innovation hubs, creative industry and urban regeneration: Atefeh
6. Food production, social impact and urban regeneration: Erik
7. Farmer markets and real estate relationship: Michael

The research outputs could consist of a literature review report for each topic. In order to be useful for the follow-up of the research activities for the rest of the CLUDs team, the suggested internal deadlines for the submission of the reports are:

- Third part of August for a preliminary draft, to be presented during the mid-term meeting to be held in San Diego with the whole CLUDs team;

- End of September for the final draft, to be circulated across the whole CLUDs team as shared basis

Selected case studies

El Cajon Boulevard BID. Michael and Kanady

City Heights. Malawi and Samuel

Horton Plaza. Reyaneh and Atefeh

- c. AAlto unit
(to be completed)
- d. Reggio unit

Focal points

The Reggio unit decided to stress the function of hub that marginal areas of the city can play within urban regeneration initiatives driven by TOD rationale. The study of urban-rural interaction is focused on the spatial functions that depressed urban areas can acquire in a TOD system based on mixed-used approach.

Research activities from August 2012

The research activities started by developing two case studies almost completed – Jacob's Market street village, Imperial Corridor Av.

The little Italy case study started in the late November.

2. Community approach.

Focal points:

The connection of urban regeneration with milieu concept is investigated to highlighted how the involvement of the community in a PPP initiatives can guarantee a better balance among private and public sector. More specifically, if the generation of the so-called *surplus* in market-oriented operation can be transformed in social benefit, improving the supply of public service.

The unit of Reggio will develop this line of action of the WP2 by defining an assessment matrix of property value capture, before and after the interventions, and a quantitative method to estimate the performance in terms of benefit value creation.