Ex Mira Lanza, Rome  
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The Mira Lanza site provides a strategic opportunity for strengthening the central role of the Ostiense Marconi area and equip Marconi residential district with qualified services. Mira Lanza is a valuable industrial archaeology complex abandoned at the end of WWII, and partially reused, housing the India Municipal Theatre.

The area offers a great potential in terms of urban regeneration thanks to its proximity to relevant urban functional spaces such as Roma Tre University; the Centrale Montemartini; the Tiber River; the Non-Catholic Cemetery and the large monumental complex of Pyramid of Cestius, Aurelian Walls, Porta San Paolo, and Monte dei Cocci in Testaccio.

Expected program:
The proposed functions should be among those allowed under the technical urban modification plan (Annex no. 2), in addition to the mandatory transformation of Papareschi’s area into a public park.

As an example:
- Services, professional firms and business services, training and education centres, common equipped areas, cultural facilities, artistic and craft studios, university facilities, including student residences and guestrooms, public services, Social Housing etc.

The proposals should strengthen social inclusion and meet the citizens’ expectations in terms of resource shared use, by promoting, for example:
- Innovation as a new model of metropolitan welfare;
- Innovation
- for new forms of work in incubators, temporary showrooms and fablabs

Site’s owner:
Roma Capitale

Plot Area:
The land surface of the area is 24,244 sqm.

Type of property transfer intended:
Roma Capitale does not dispose of the exclusive property right but will consider proposals aimed at the enhancement of the assets in a partnership for the establishment of partial rights to use or as administrative concessions of use / fruition. The duration of the right of use cannot exceed 50 (fifty) years from the ratification of the contract/Convention, with possible renewal to the discretion of the site’s owner “Roma Capitale”. The economic bid will be evaluated in the second and final stage of the tendering procedure.

Deadline for the submission of the Expression of Interest:
4 May 2020 12:00 PM UTC.
Presentation of the site and expectation for its development

The Ostiense district, originally intended as an industrial district following the Italian unification, was positively affected by strong urban planning actions, implemented by the Capitoline Administration starting from the end of the Nineties. The Urban Plan aims at regenerating the whole area by including some relevant urban functions, among which, Roma Tre University, spread across the Ex Mattatoio area in Testaccio district, and running from via Ostiense to Valco San Paolo.

The Marconi district just behind the site, created in the 50s and 60s, featured a dense building fabric. The district soon became the “commercial hub” of the Municipio, mostly revolving around two main roads, viale Marconi and via Oderisi da Gubbio, however it still lacks open spaces and community centres. The presence of Marconi bridge and Industria bridge, the two main bridges connecting the area to the neighbourhood districts and to the sea, makes this a high traffic density area, for the daily journeys of many Roman citizens.
The area benefits from an optimal public transportation network:
- Piramidì Metro station Line B;
- Roma – Porta S. Paolo station on the Roma Lido railway;
- FS Ostiense and Trastevere stations, including connections to the national railway network, along with the FL1 (Orte–Fiumicino Aeroporto), the FL3 (Roma–Cesano di Roma) and the FL5 (Roma – Cerveteri).

The area is also connected by the tramway line 3 and the TPL ATAC bus lines 23, 75, 160, 716, 772.

Railway and Metro stations in the site are at located at a walkable distance of:
- 300 m (5 min.) to Viale Marconi bus stops
- 50 m (1 min.) to the Dorsale Tevere cycle path (bordering on the Tiber river)
- 1,1 Km (12 min.) to Trastevere station and tramway line 3;
- 1,8 Km (20 min.) to FS Ostiense Station;
- 2,0 Km (23 min.) to Piramidì and Porta S. Paolo stations.
- 2,0 Km (23 min.) alla stazione Piramidì e alla stazione “Porta S. Paolo”.
The Sustainable Mobility Urban Program (PUMS) and further integration with the Rome Green Railway Ring include several strengthening actions to be implemented in this area, such as:

- The creation of Marconi environmental island, aiming at improving pedestrian and cycle paths by reducing the speed and parking of road vehicles, for local viability and residents;
- The construction of a new tramway on viale Marconi, connecting Trastevere station and Eur district;
- The implementation of the Garbatella-Marconi cycle path, crossing and connecting the future cycle paths to be implemented on via Ostiense and Viale Marconi.

The central part of the archaeological-industrial Mira Lanza complex, located to the north of the intervention area, has been completely demolished, and it is now owned by Lazio Region. The two buildings located in the south-eastern area of the site, Livoli and Fore, have been assigned to Teatro di Roma; Livoli building currently houses the India Theatre, while Fore building houses the exhibition all, a bar and the box offices.

The remaining part of the Ex Mira Lanza complex, which is dedicated to the competition, is now disused and abandoned; the external structure, close to the India theatre, consists in a picturesque courtyard surrounded by a few surviving arches, which abandoned roofs are collapsing in time.

The nature of the site and its proximity to the Tiber River, the gasometer and the buildings on the opposite bank of the river, offer great regeneration potential and provide opportunities to increase its attractiveness.

Proposals should focus on several aspects, starting from new management forms with the introduction of innovative cooperation best practices involving the local community; this, to meet the needs of locals and promote further development and innovation. If well managed, all these aspects may ensure the successful implementation and management of the project within the deadline.
Roma Capitale intends to receive proposals focusing on:

- Innovation in planning and in space use to ensure a multifunctional and reversible project, able to keep up with the fast changes in lifestyle and the need for innovative productions; thus, including a program to manage innovative lifestyles and services over time.
- Space functional organisation with work-retail spaces, including new forms of work and working hubs (i.e., mobile workers, teleworkers, coworking spaces, new-generation incubators, shared showrooms, fab labs, and temporary commercial activities), new services to support the wellbeing of residents and to give local retailers and artisans a way to share their resources.

**Specific planning rules and regulations**

The main regulatory and legal provisions, implementation methodologies and legal and factual situation of the site have been included in this document. The _SSR Annex 1_Disciplinare tecnico integrativo Roma Capitale_, in which specific provisions and integrations concerning the participation requirements and procedures for the sites owned by Roma Capitale, is to be considered as part of the present document.

**Adopted urban modification plan:**

The Mira Lanza complex is part of the Real Estate Enhancement Plan defining the new "Urban use" to adopt in the urban regeneration process. The amended town planning scheme adopted with the Real Estate Enhancement Plan under art. 58 of law no. 133/2008 of the Deliberation of Rome Municipal Council no.90 of 3.12.2019, should be considered the reference urban plan – Annex no. 2.

**General Town Planning Regulations:**
current PRG (Town use plan) and NTA (technical implementation procedures) (Decision of the Municipal Council no. 18/2008 and Decision of the Extraordinary Committee no. 48/2016): Annex B of the Real Estate Enhancement Plan under art.58 of law no. 133/2008 and following amendments and integrations: Annex no. 3
Restrictions:
- Monument Preservation order under the Legislative Decree no. 42/2004, Ministerial Decree of 10/06/2014 “Complesso Ex Mira Lanza” (Former Mira Lanza Complex)
- Landscape protection obligation under the Legislative Decree no. 42/2004: “Fiume Tevere e canale navigabile di Fiumicino” (Tiber River and Fiumicino Navigable Channel)

Environmental regulations: references
- Legislative Decree no. 152/2006 section IV Title V and following amendments and integrations (regulatory framework on environmental reclamation)
- Decision of Lazio Regional Council no. 296 of 21/05/2019

Urban procedure to launch the site improvement

As for the time frame expected for the release of the area for improvements works, following the completion of the two-phase competition and the selection of the winning project, the latter should obtain the permit defined under the procedure. The launch of the improvement works should comply with the terms and conditions outlined in the regulation. Any town planning regulation, both at a local and general level, will be made available to the bidding Teams in the Data Room.

Proposals should be in line with the regulations stated under Annex B of the Decision of the Regional Council no. 243 of 19.05.2017 (indicative and non-exhaustive list of regulations) Annex no. 4

Implementation is allowed with permission to build agreement (art. 28 bis of Presidential Decree no. 380/2001, as adopted by art. 1ter of Regional Law no. 36/1987), for all recovery interventions on the existing real estate asset, including building renovation works after the detection of the Usable Surface volume (volume / 3.20 h) or of additional Gross Usable Surface against the existing Gross Usable Surface up to a maximum of 30%.

The proposal should consider the protection of the natural, artistic, historical, landscape, architecture and archaeological heritage, as defined by the competent bodies. The permit should be integrated and issued after the ratification of a specific convention between the awarded entity and Roma Capitale, under which relevant obligations and agreements will be defined.

Expected dimensions and building rights
Land Surface: 24,244 square metres

Building dimensions:
Gross Usable Surface = 6,350 square metres; Volume = 33,790 cubic metres; Usable Surface volume = 10,812 square metres (data extracted from the original project).

Building potential: definition of the Usable Surface volume or of additional Gross Usable Surface against the existing ones up to a maximum of 30%.

The actions provided in the project include: Ordinary Maintenance MO; Extraordinary Maintenance MS; Preservation and Restoration RS; Building renovation RE; Urban Renovation RU. Demolition and Rebuilding DR interventions are expressly excluded for Mira Lanza site.

Study perimeter

In the development of their proposal, the bidding teams should propose solutions and designs considering the inclusion of the project within the urban context. The study perimeter as represented in the figure below and in the data room, highlights the urban surroundings that
will serve as an integration of the area within the city. Areas included in the study perimeter are not subject to transfer of rights.

Improvement and requalification proposals within the study perimeter will be considered in the evaluation of the expressions of interest, and they might be considered as during the definition of the financial agreement in the second stage of the competition.

Specific climate risks and environmental challenges

The city of Rome is strongly committed to implementing environmental sustainability policies and the climate change challenges is the main one to address. The alarming speed of climate change requires a prompt reduction in carbon emissions, and efforts to protect ecosystems.

The strategic objectives of the different sectors are converging in the Sustainable Energy and Climate Action Plan (PAESC). The commitment, in line with those assumed by the European Union and the Mayors’ Agreement, provides for the reduction of greenhouse gas emissions in the respective territories by at least 40% before 2030. The key areas where to focus the attention on in order to reduce greenhouse gas emissions are mobility, infrastructure, buildings and plants, as well as new waste management (post-consumption materials) which provides for a continuous reduction towards the goal of Zero Waste. During the C40 held in Mexico City, Rome has already mentioned the ban on the circulation of individual diesel vehicles in the city centre starting from 2024. Limited traffic circulation, on some specific days of the week, have been already adopted; this, to limit pollutant emissions and raise awareness on the topics of quality air and responsible use of energy among citizens.
Energy efficiency in residential buildings is a key strategic element. This is why Roma Capitale is carrying out an important program of modernization of photovoltaic systems and innovative energy-saving systems in schools and cultural buildings across the city.

Moreover, the sustainable mobility sector is also important. Reducing carbon emissions to lower the environmental impact can be achieved through new mobility strategies and by discouraging the use of private vehicles. Our Sustainable Mobility Urban Program (PUMS) aims at the creation of new infrastructures for the local public transportation, as well as new cycle-pedestrian paths, parking slots and exchange junctions, in line with accessibility and road safety criteria. The proposals should consider the projections and implementation plans included under the Sustainable Mobility Urban Program, which also aims at reducing air and noise pollution, GHG emissions and energy consumption, and to increase local attractiveness and the quality of the urban environment.

Besides being part of the C40 and of the Covenant of Mayors, Rome has also joined the European SMR-Smart Mature Resilience project, and it was the first city in Italy to develop its own resilience strategy within the international project “100 resilience Cities”, which provides for an innovative approach and regenerative processes for the City accepting many challenges that it will have to face in terms of urban resilience, not only from a resistance point of view but also in order to strengthen the urban environmental, social and energy structures.

In this vein, the proposal should be part of the framework of the Resilience Strategy of Roma Capitale. Pillar II, Goal G “Adapting the city to climate change”, specifically identifies the chance for the design of green infrastructure to mitigate urban heat, able to offer innovative and/or experimental IT solutions (Smart City), such as promoting actions for the engagement of citizens, and designing pilot projects to mitigate climate and environmental risks.

The figures of the preliminary investigation campaigns conducted before the launch of the second stage will be provided in the Data room. Data will include soil contamination levels, and possible interventions that might be required for soil reclamation.

Costs of the reclamation works will be borne by the winning team of the tendering procedure.

**Provisional Timeline**

Submission of EOIs: 4 May 2020
Date of announcement of the finalists: by 3 July 2020
Submission of the final proposals: 28 July 2020
Date of announcement of the winning project: by 26 February 2021

**Language Requirements**

All the documents of the EOI must be submitted in Italian.