

Mira Lanza, Rome

Via Amedeo Avogadro

The former Mira Lanza plant is a valuable industrial archaeology complex, now protected by the cultural heritage code, and part of the industrial district of post-unification Rome at the turn of the 19th century and the first decade of the 20th century. This industrial fabric, which has been disused over time, has become the heart of the urban centrality defined by the Ostiense Marconi Urban Project, which envisages the recovery and redevelopment of the entire area, relevant to the RomaTre University Settlement, with an increase in the provision of spaces and services of general interest, as well as equipped green spaces. The expected redevelopment includes the vacant areas surrounding the disused buildings of the former Mira Lanza and Papareschi Park, which will be transformed as a fully functional public green space for the redevelopment of the district, a public space that connects the local environment through green infrastructure. A public park will be established in

the Papareschi area. The "public green" space (Papareschi Park), which is also in accordance with the Urban Project Ostiense Marconi, whose destination must be confirmed, is included in the border of the redevelopment area and will be verified in the reconstruction project of the former Mira Lanza industrial complex. The construction of amenities such as kiosks, restrooms and refreshment areas is permitted. As part of the urban incentive offered for the recovery of the former Mira Lanza buildings, these facilities will be the subject of an administrative concession and the related additional SUL. The proposals will have to: encourage social inclusion through the provision and characterisation of spaces, equipment and services, following the 15-minute city model as well as generate employment opportunities in the area; and entail the environmental improvement of the area by creating a park, which will have to be reclaimed with "green and blue infrastructure".



Plot Area: Area of approximately 24,244 square metres, mainly flat.

Expected Land Use: The permitted uses are indicated in the urban planning variant sheet (Annex n 2) and may include:

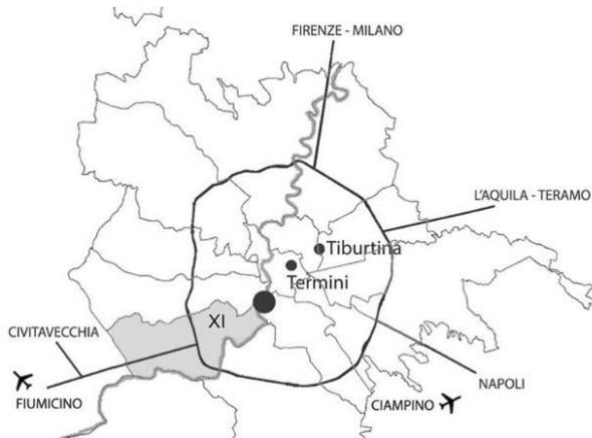
- Personal services (administrative, social, welfare, health, education, cultural, fitness);
- Private management;
- Crafts services and artists' studios;
- Locations of national, foreign and supranational institutions/foundations;
- University buildings and facilities, including guest houses and student residences;
- Cultural facilities; Collective facilities;
- Social housing;
- Training, public education and/or public interest centres.

Site Ownership: Roma Capitale

Type of property transfer intended: The redevelopment activities may be carried out, whilst awaiting the update of the current Plan of Disposals and Revaluations (*Piano delle Alienazioni e Valorizzazioni*), requested by the Department of Heritage and Housing Policies (*Dip. del Patrimonio e Politiche Abitative*) with prot. note QC 19820 of 07/04/2022, by recurring to the institution of the concession, or to the instruments of constitution or transfer of other rights (*diritti reali*) according to art. 58 co. 7 of Law 133/2008, to be evaluated at the end of the first phase. In this case, the Administration may also evaluate expressions of interest which, in order to ensure the necessary economic-financial balance, propose economic offers that take into account the additional costs (e.g. land reclamation).

Deadline for the submission of the Expression of Interest: 28 October 2022 14:00 CET

Presentation of the site and development expectations



Ostiense, which began as an industrial neighbourhood of post-unification Rome, has undergone an important planning process initiated by the Capitoline administration since the late 1990s, through programme agreements and the Ostiense-Marconi urban project.

The objectives of the urban project arose from the need to redevelop the city's entire urban quarter through the incorporation of important urban functions, and in particular the University of Roma Tre which is spread across the area from the former

slaughterhouse in the Testaccio district to via Ostiense as far as the bend in the Tiber River, an area known as Valco San Paolo. Metro line B will be harnessed as the backbone of mobility and infrastructure across the settlement, helping to sustainably integrate metropolitan-level facilities such as the university, directly within the urban fabric. Behind the area lies the Marconi district, whose development dates back to the 1950s and 1960s with the construction of predominantly residential buildings which are highly intensive in format. The neighbourhood has quickly adopted the role of "commercial centre" of the municipality, especially around the two main roads viale Marconi and via Oderisi da Gubbio, and is severely lacking in open spaces and gathering places.

The former Mira Lanza, decommissioned after World War II, is now only partly usable thanks to the India municipal theatre, a cultural attraction and a key component of the area. Now in a state of disrepair, the buildings concerned once housed the soap works and boiler rooms for fat extraction. Part of the gradually fading industrial fabric, it is now the nerve centre of the metropolitan core set out by the Ostiense Marconi urban project. The project envisages the recovery and renewal of the entire area to establish new functions and increase the provision of spaces and services of general interest, including equipped green spaces, integrated with the future South Tiber park.



In terms of environment and landscape, we note: the proximity to the Tiber River where the South Tiber park is planned; the area of the Non-Catholic Cemetery of Rome, Cestio

park, the monumental complexes of the Cestia pyramid, the Aurelian Walls and St Paul's Gate, and the Monte dei Cocci district in Testaccio.

Supported by the Ostiense-Marconi urban project, the setting presents great potential in terms of urban regeneration and important urban functions have been established there over the years. This includes the Centrale Montemartini power station being converted into a museum and the establishment of Roma Tre University.

Ponte Marconi and Ponte Industria, the two major bridges that connect it with the surrounding neighbourhoods and the sea front, have accentuated its character as a highly traffic dense area which many city dwellers pass through each day.

The intersections of the rail line are:

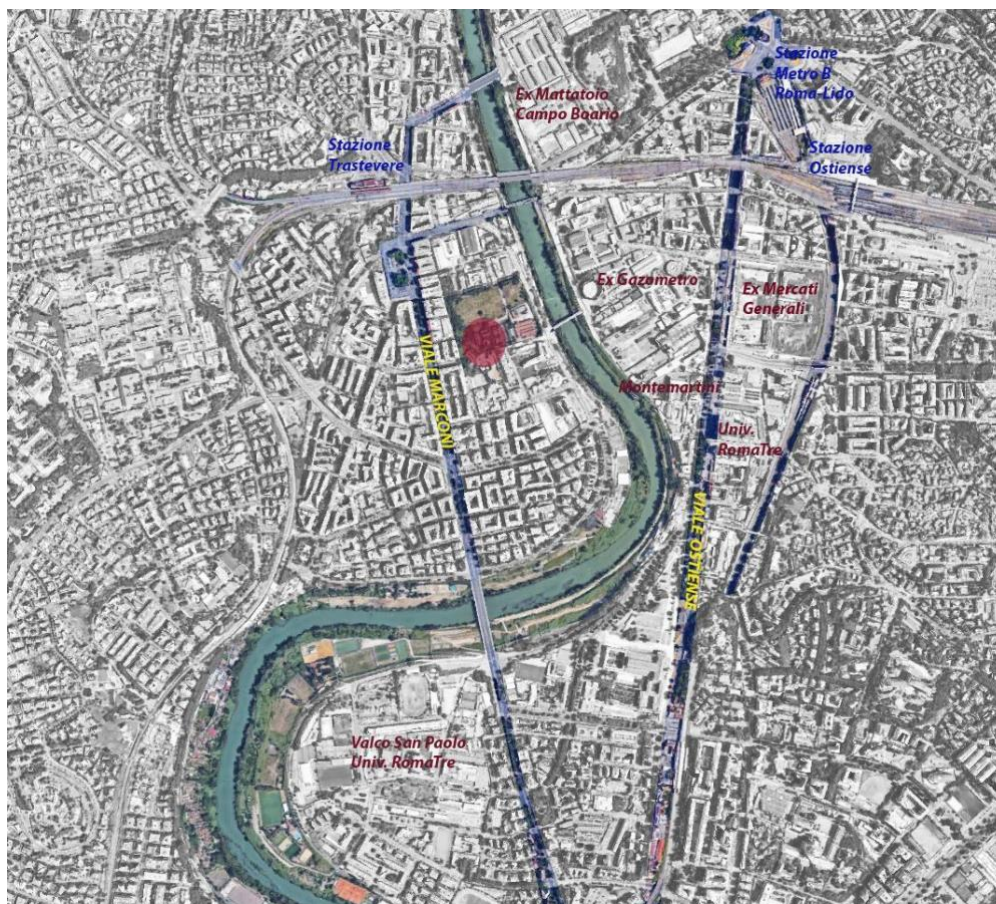
- Piramide station on Metro Line B;
- Roma – Porta S. Paolo station of the Roma Lido railway line;
- FS Ostiense station and Trastevere station where in addition to the national rail lines the following rail links are present: FL1 (Orte–Fiumicino Airport); FL3 (Rome–Cesano di Roma); FL5 (Rome–Cerveteri).

It is also served by tramway line 3 and TPL ATAC lines 23, 75, 160, 716, 772.

From the site concerned, the train and metro stations have excellent pedestrian access.

The average travel times are:

- 300 m (5 min.) to the bus stops on viale Marconi;
- 50 m (1 min.) from the Dorsale Tevere bicycle path;
- 1.1 km (12 min.) to Trastevere station and tramway line 3;
- 1.8 km (20 min.) to the FS Ostiense station;
- 2.0 km (23 min.) to Piramide station and Porta San Paolo station.



Reinventing Cities

The largely flat area is located at a lower elevation than neighbouring viale Marconi. It is accessible from L-go Tevere V. Gassman via via Tirone-via A. Avogadro and from via G. Costanzi, i.e. from viale Marconi.

The section of the former Mira Lanza complex to which the declaration of interest refers is no longer in use and is in a state of severe neglect; the outermost building facing the India theatre now forms a striking courtyard bordered by the surviving arches, due to roof collapse.

The environmental clean-up of the area's green spaces is envisaged. Moreover, the area's character and its relationship with the Tiber, as well as its visual relationship with the gasometer and the buildings across the river, make for a highly attractive locality with strong potential.

Proposals should:

- foster social inclusion through the provision and characterisation of spaces, facilities and services, including those open to the public, for the construction of the 15-min city;
- promote employment prospects in the area;
- bring about the reclamation and environmental improvement of the area;
- include the "Public Green" area (Papareschi Park) also in accordance with the Ostiense Marconi Urban Project, whose final destination needs to be determined within the plan for the redevelopment of the former Mira Lanza industrial complex. Within this component, the construction of underground or structured parking spaces is allowed, provided that the continuity of the Park is guaranteed.
- build facilities such as kiosks, refreshment stands with toilets. These facilities will be the subject of an administrative concession and the related additional buildability will be part of the urban planning incentive provided for the recovery of the former Mira Lanza buildings. The vegetation system should consist of indigenous, hardy species with low water and maintenance requirements, i.e. should contribute to the remediation of the area.
- accommodate public spaces marked as areas of interest to reconnect with the surrounding urban fabric towards Viale Marconi and the Tiber riverfront, as well as accommodating outdoor accommodation, bicycle and pedestrian paths and/or parking.



Specific planning rules and regulations

The main statutory and regulatory norms, implementation methods, and the legal and factual situation affecting this specific complex have been included in this document. In addition to the general regulations and references below, the Design Guidelines document drafted by C40 is an integral part of this document.

Amended urban planning regulations adopted and accompanied by supporting documents

The former Mira Lanza property complex is included in the stock of Roma Capitale (local government) and the subject of an amended urban planning scheme adopted and accompanied by supporting documents. It is still in progress and defines the new “urban land use designation” for the urban regeneration process. The amended information sheet accompanied by supporting documents constitutes the urban planning framework – Annex No. 2.

“In the Mira Lanza redevelopment area, the following service uses are permitted, as defined by Article 6 of the current NTAs:

- Personal services (administrative, social, welfare, health, education, cultural, fitness);
- Private management (professional firms, business services);
- Service handicrafts and artist studios;
- Locations of domestic, foreign and supranational institutions/foundations;
- University locations and facilities, including guest accommodation and student residences;
- Cultural facilities;
- Collective facilities (sports, entertainment, culture, recreation, congress, excluding discos);
- Training, public education and/or public interest centres;
- Social Housing

In addition, public establishments (excluding nightclubs in general) are permitted to the maximum extent of 30% of the SUL. The introduction of complementary uses and functions within building units, such as guest quarters, is permitted to the extent and under the conditions set forth in the 4th paragraph of Article 6 of the current NTA. Public Services are always allowed, even if managed by a Private Operator through an agreement with Roma Capitale, expressly including social housing.

The confines of the redevelopment area includes the ‘public green’ area (Papareschi park) also in accordance with the Ostiense Marconi urban project, the destination of which must be confirmed in the redevelopment project of the former Mira Lanza industrial complex. Within this component, the construction of underground or structured parking spaces is allowed, provided that the sustainability of the park is ensured”.

General urban planning regulations

Existing PRG and its NTA (Resolution DCC 18/2008 and DCS 48/2016): Annex no. 3 – fact sheets.

Constraints:

- direct monumental constraint under Legislative Decree No. 42/2004, Ministerial Decree 10/06/2014 “Former Mira Lanza Complex”;
- landscape buffer zone pursuant to Legislative Decree No. 42/2004: “Tiber River and Fiumicino navigable canal”.

Environmental regulations – references:

- Legislative Decree No. 152/2006 Part IV Title V and subsequent amendments and integrations (regulatory framework on environmental remediation);
- DGR (decree of regional government) Lazio 21/05/2019 no. 296.

Urban planning procedure for the start of redevelopment

Regarding the timeframe to open up the area to start redevelopment work, it should be noted, at the end of the two-stage competitive procedure and once the winning project is defined, the project will have to obtain the necessary permit set out by the procedure. Proposals should follow the regulations set out in Annex B of DGR No. 253, 19.05.2017 (list of legislation for illustrative and non-exhaustive purposes).

The redevelopment may start with an agreed construction permit (Article 28 bis of Presidential Decree 380/2001, as implemented by Article 1 ter of Regional Law 36/1987), for all interventions to recover the existing building heritage, with the recognition of an additional SUV (volume / 3.20 h) or SUL in relation to the pre-existing ones up to a maximum of 30%, as well as for any equipment of public green areas (Papareschi Park).

The proposal must respect the historic, artistic, archaeological, architectural, landscape and environmental protections set out by higher authorities. The permit must be accompanied by and subject to the signing of a special agreement between the successful bidder and Roma Capitale setting out the obligations and agreements.

Areas of planned building rights

- Land area: 24,244 sq.m.
- Building floor area: SUL = 6,350 sq.m.; Volume = 33,790 cu.m.; SUV = 10,812 sq.m. (data taken from the original plan).

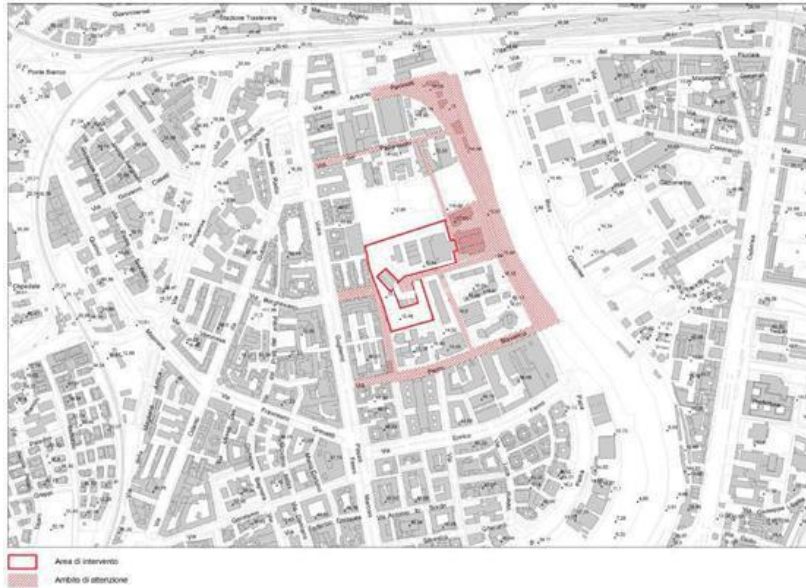
Building potential

Recognition of an additional SUV or SUL over and above the pre-existing ones, i.e. both can be increased, up to a maximum of +30%.

The categories of intervention envisaged are: Ordinary Maintenance MO; Extraordinary Maintenance MS; Conservative Restoration RC; Building Restructuring RE; Urban Restructuring RU. All interventions for the recovery of the existing building heritage are permitted, including building renovation and demolition and reconstruction with the maintenance of the outline, elevations, site, and morphological characteristics. For the purposes of the recognition of additional SUV or SUL, interventions in the NE category are not precluded, for complementary and accessory uses to the main one. For the former Mira Lanza site, total Demolition and Reconstruction DR interventions are expressly excluded.

Remit of attention

In developing the design proposal, teams should propose solutions that consider the surrounding areas as connecting to the city. The remit of attention provides the main opportunity for roads and spaces, and may be the subject of a settlement strategy to enhance their accessibility and actual and perceived connectedness, as well as to accommodate bicycles, pedestrians and/or vehicles including, where possible, parking spaces or expanded equipped areas. No rights are transferred with respect to the areas within the remit of attention. The proposed redevelopment and improvement solutions will be considered in the evaluation of the expression of interest and may be discussed when establishing the economic relationship during the second phase of the call for proposals.



City climate priorities and environmental issues

The site of intervention is within a highly built-up, highly dense urban area rich in infrastructure, resulting in soil sealing and heat islands that negatively interfere with the environmental and climatic quality of the neighbourhood. For all intents and purposes, the former Mira Lanza plant area is an indispensable environmental, scenic and cultural resource that typifies the city and this quarter in particular.

The area has vacant areas that can potentially be integrated with the more significant Tiber River environmental system, hence the planned South Tiber park. The area today is not actually usable, as it has poor access and is not always suitable for people to stay from an environmental perspective; in fact, site remediation is necessary. Successfully restoring the area would be an objective environmental improvement, not only in terms of usability but more practically in terms of creating a green hub for the neighbourhood. The remediation plan will take into account the soil characterization and risk analysis that will be provided in the dataroom, as well as any landscaping opportunities for the park.

The built environment represents the “habitat” of our cities, the quality of which is directly dependent on the balance between built-up and vacant areas, i.e. green and/or blue spaces.

The rehabilitation of disused buildings through the most advanced construction and energy-saving techniques which tend to be zero-consumption, as well as the quality of materials are therefore a first target in helping to achieve a sustainable, energy-efficient model of city that harnesses environmental and territorial resources.

In addition to the energy efficiency of building envelopes, technologies aimed at reducing carbon emissions should be applied. Moreover, renewable sources should be used by harnessing vacant areas buildings as well, not just buildings.

However, building management must adopt a combined approach through:

- the environmental and landscape design of the public park facilities,
- the realisation of a “green and blue infrastructure” which promotes:
 - climate and water regulation with reduction of heat islands;
 - water reclamation;
 - a reduction in pollutant loads;
 - an increase in biodiversity and pollination.

The area of intervention is thus an opportunity to make environmental improvements to the neighbourhood, with positive repercussions in terms of local temperature, biodiversity and overall soil quality.

The sustainable mobility plan (PUMS) includes new infrastructure to support local public transport, a map of bicycle and pedestrian routes and a new parking plan and interchanges, with criteria related to accessibility and road safety. In fact, proposals will have to consider the forecasts and implementation scenarios described in the sustainable urban mobility plan which, among other objectives, aims to reduce air and noise pollution, greenhouse gas emissions and energy consumption and contribute to the attractiveness of the area and the quality of the urban environment. Data from the survey campaigns will be provided in the *dataroom*, if any, prior to the start of the second phase. They will clarify the state of soil pollution and, if necessary, identify any operations that may be required to clean up the soil.

Provisional calendar

- Launch of expression of interest: 5 May 2022
- Submission of expressions of interest: 28 October 2022
- Analysis of expressions of interest and work of the jury: November 2022
- Launch of phase 2 "Proposal": December 2022
- Submission of proposals: June 2023
- Jury for analysis of proposals and final selection deadline: July 2023.

Language requirements

The documents required for the first stage – Expression of Interest – must be written in Italian. Submission of an English language version of the documentation will also be allowed, for communication purposes only; the English language document will not be evaluated.