



VENICE WATERFRONT

A URBAN TRANSFORMATION PROCESS
IN THE METROPOLITAN AREA OF VENICE



VENICE

a metropolitan area, a global city

Cities are the future

more than **80%** of GDP are produced in the metropolitan areas

(2025: **38%** of GDP will be concentrated in the top 100 cities)

Venice Metropolitan area is among the top 30 european cities.

Only Rome and Milan are included in the top 20 european cities

with a negative demographic growth (-0,8% e -2,7% 2009-2014)

with an average in Europe of 5,3%.

Rome is called a Static City. **And Venice?**

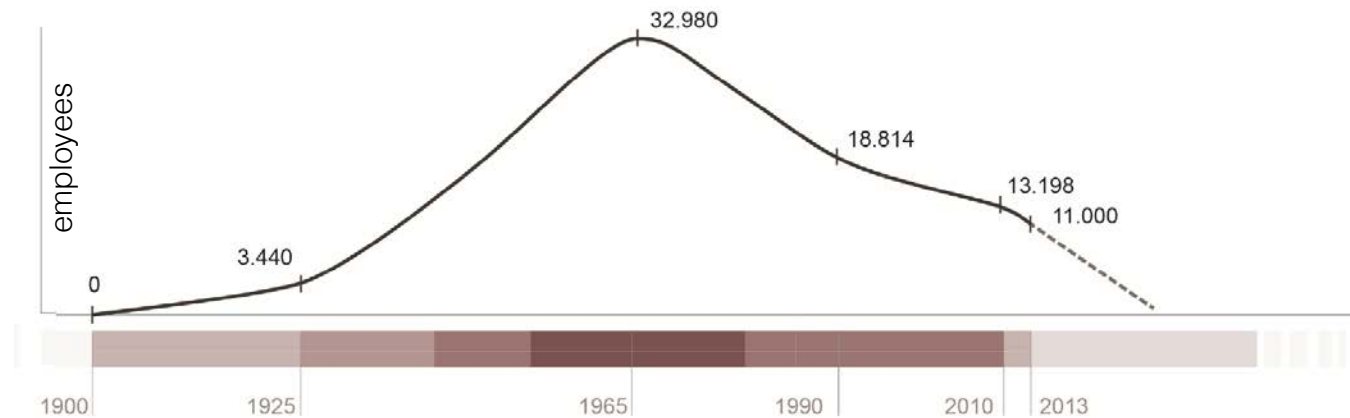
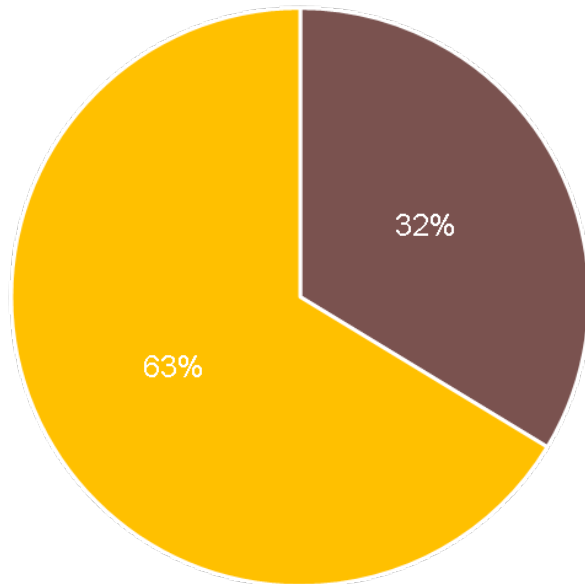
Global Fluency

is the level of global competitiveness that a metro area exhibits in an increasingly interconnected world economy adopted by *Brookings Institute*

**HOW CAN
VENICE METROPOLITAN AREA
BECOME A CAPITAL
OF ECONOMICAL GROWTH,
A PLACE OF SOLUTIONS
AND A CITY
OF OPPORTUNITIES?**

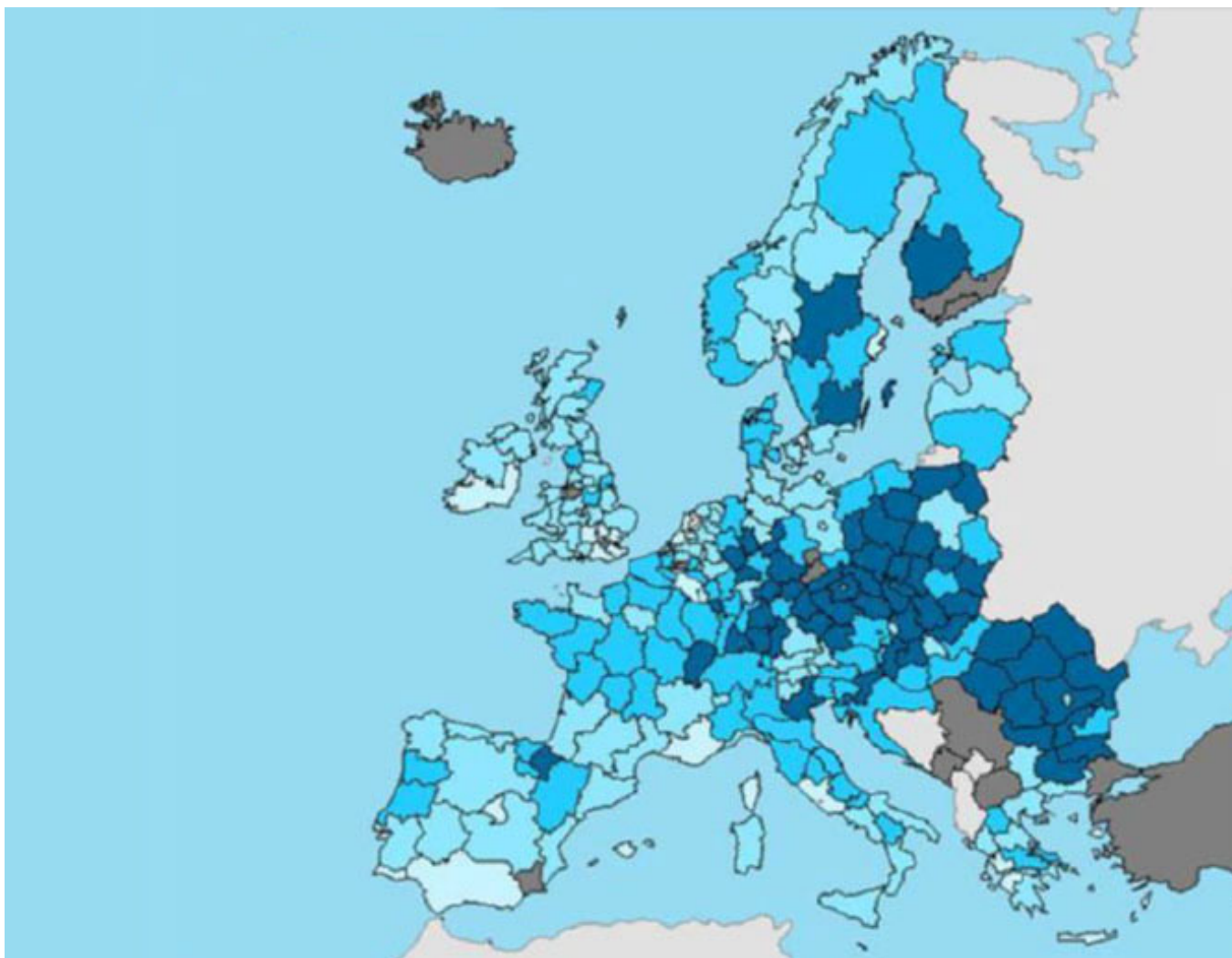
Manufacturing

■ manufacturing
■ other sectors



PORTO MARGHERA THE INDUSTRIAL AREA OF VENICE

the industrial crisis of Porto Marghera in the early '70



Employment
in the industrial economy:
Share of non financial
business economy



THE NEW MANUFACTURING GEOGRAPHY

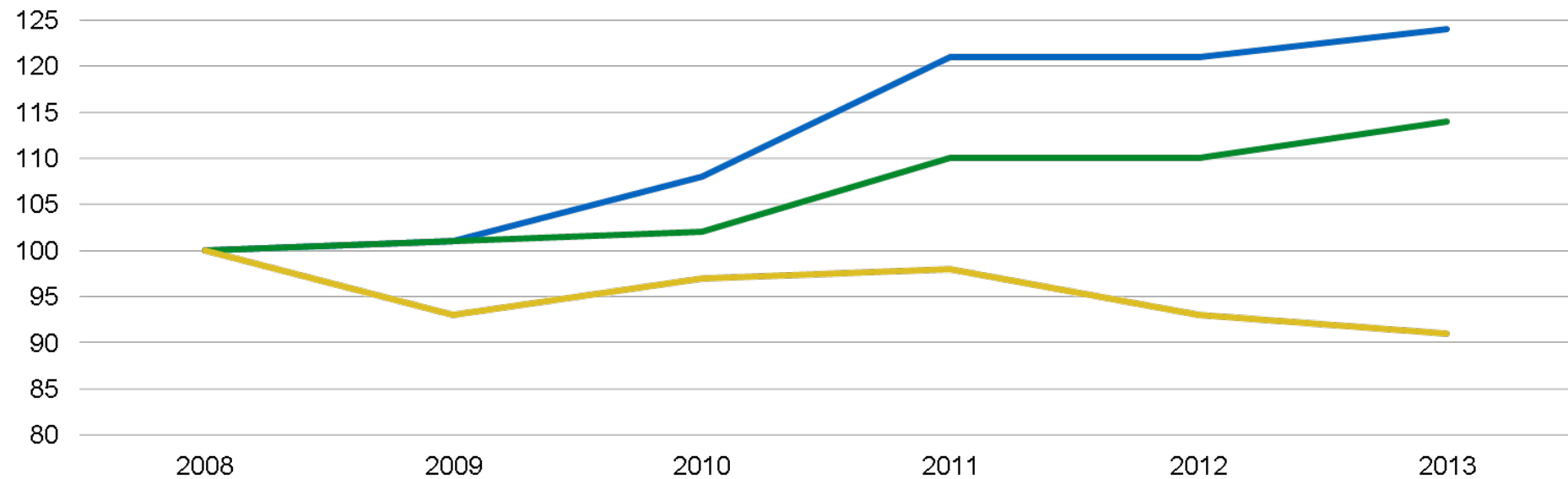
an industrial (r)evolution:

from supply chains to consumer-centric demand chains

Venice Tourists vs Italian economy

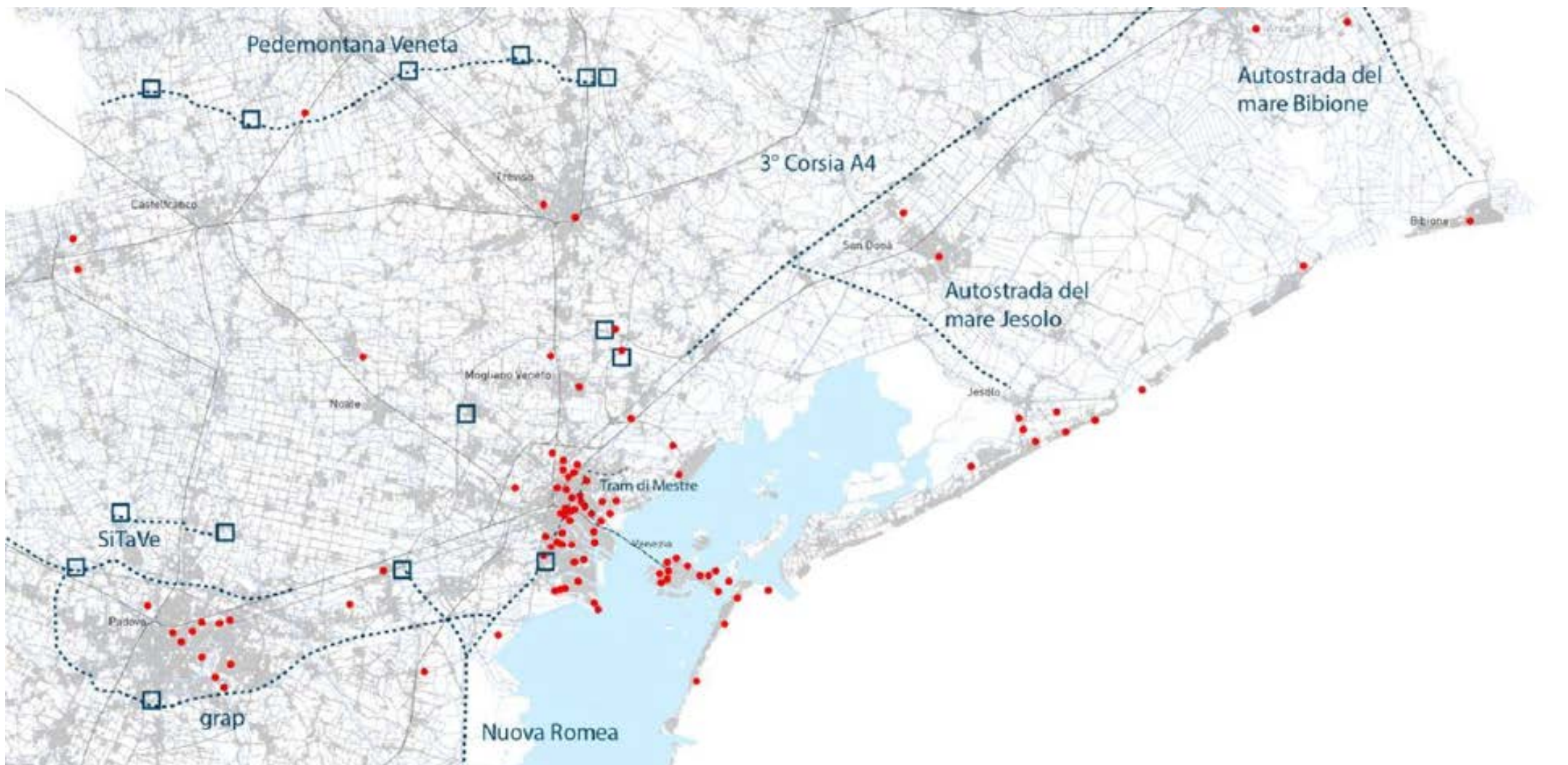
Time serie index (2008 = 100)

— arrivals
— presences
— italian GDP



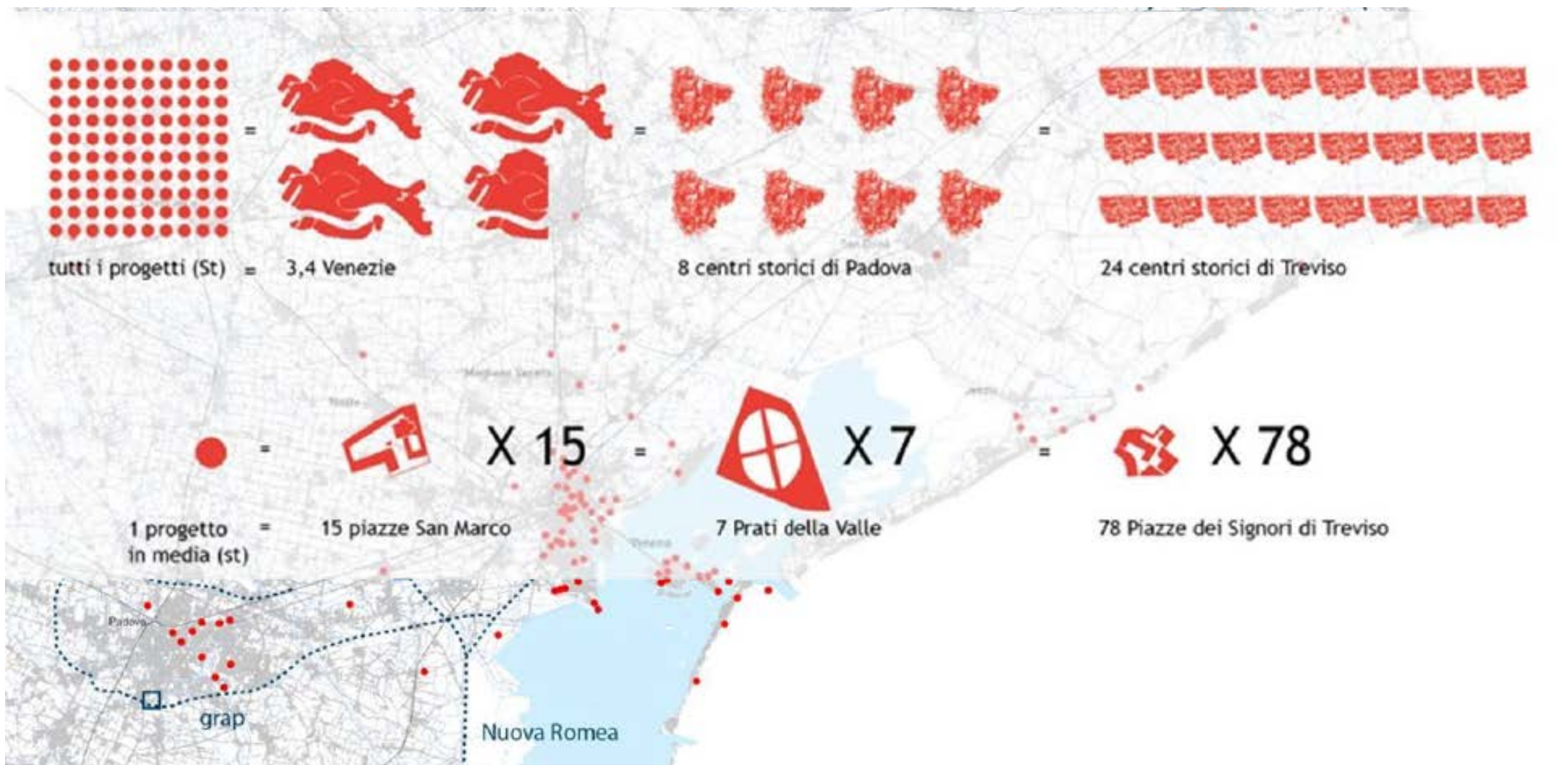
VENICE METROPOLITAN AREA

the tourism's trend



VENICE METROPOLITAN AREA

more than 100 development projects (>10k sqm)
in the infrastructural contest of the metropolitan area PA.TRE.VE

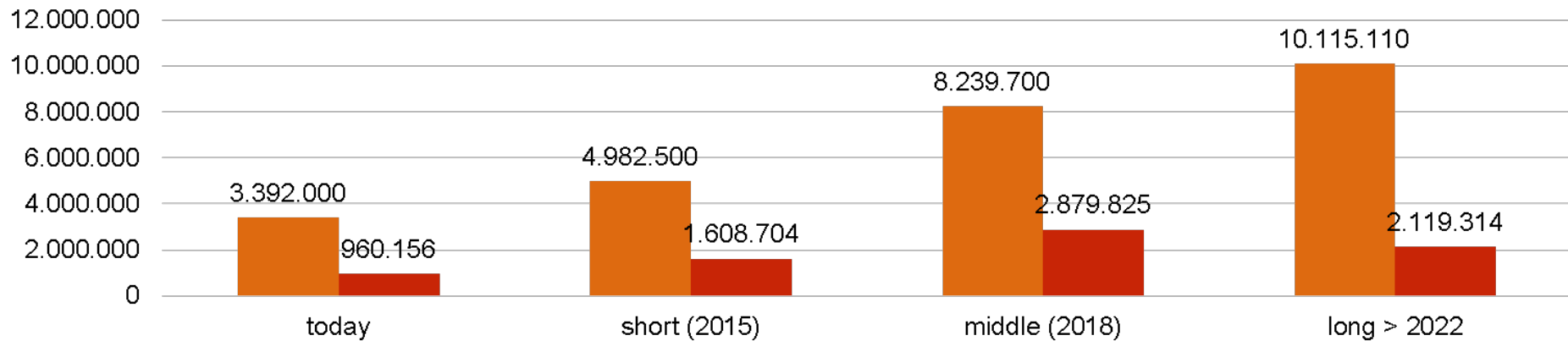


VENICE METROPOLITAN AREA

a huge stock of development projects (>10k sqm)
 total enhanceable field surface: 26,7 mln sqm
 total buildable surface: 7,57 mln sqm

Stock

■ land area
■ buildable area



VENICE METROPOLITAN AREA

more than 100 development projects (>10k sqm)

construction investments > 8 € bn

public earn > 3 € bn

profits > 2 € bn

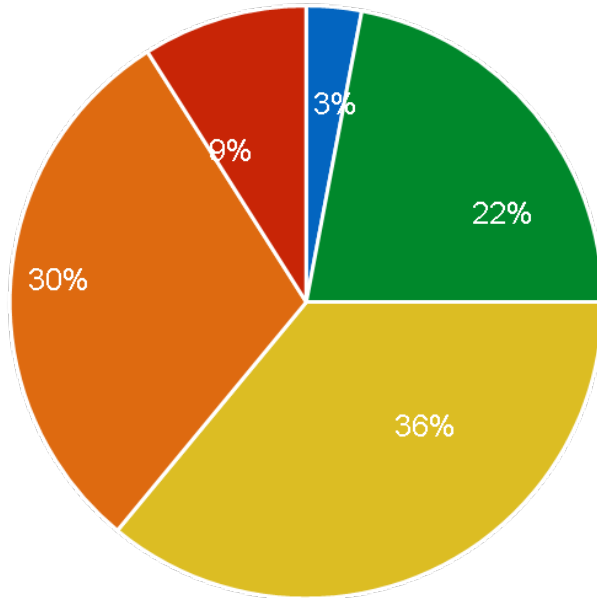
total: more than **€ 15 Mld** of investments

(double than total commercial real estate in Italy)

need of figure out a sensitivity in term of time to market

Asset allocation

- commercial
- industrial / logistic
- multifunction
- multifunction / hotellery
- social use



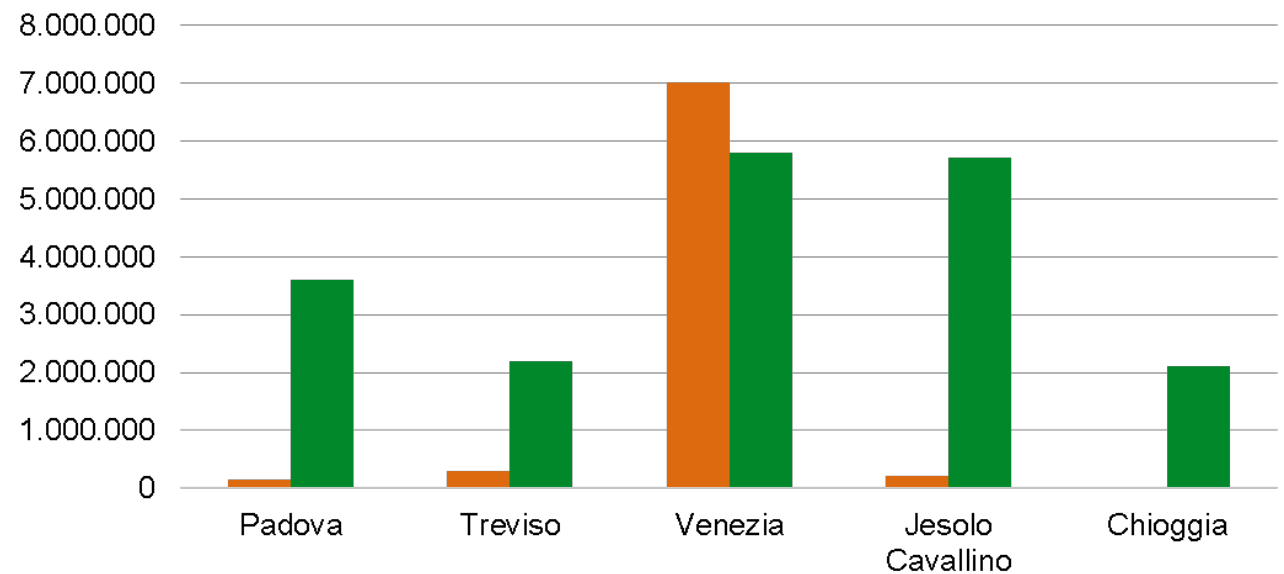
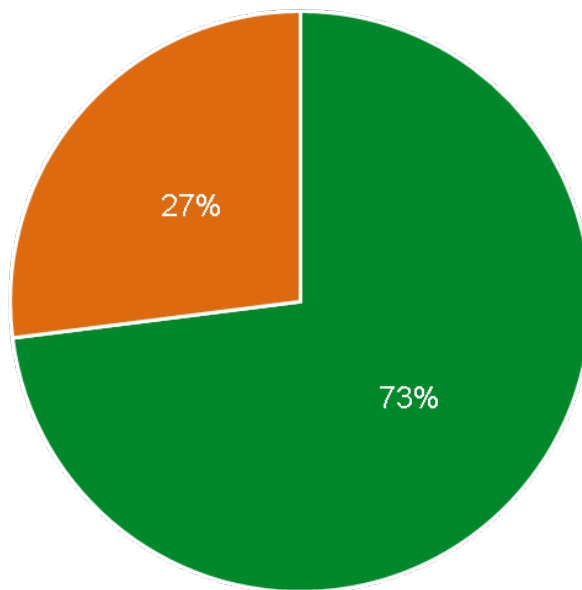
VENICE METROPOLITAN AREA

regarding the development projects

mixed use: asset allocation of the development project

Land use (%)

■ greenfield
■ brownfield

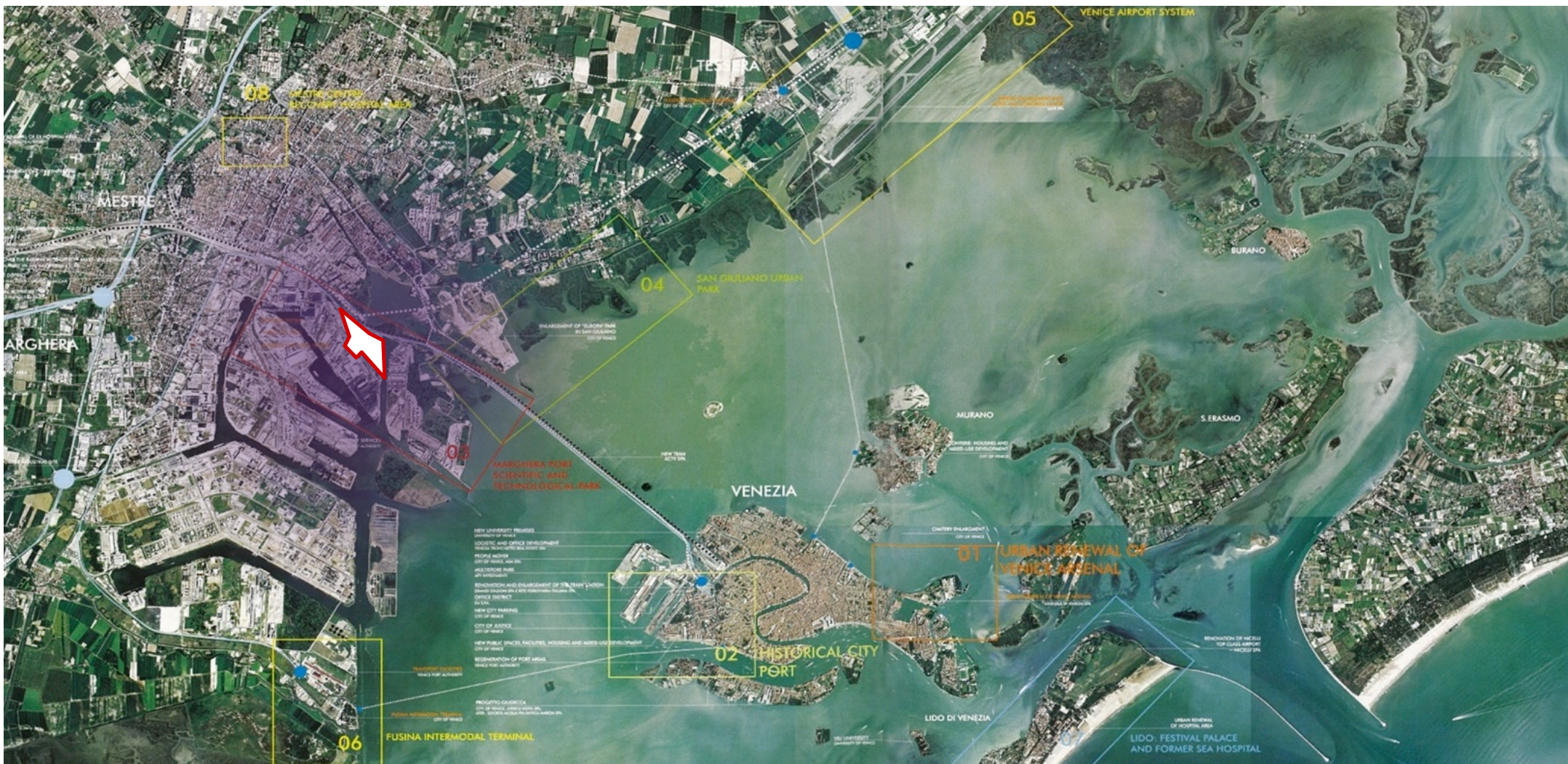


VENICE METROPOLITAN AREA

regarding the development projects

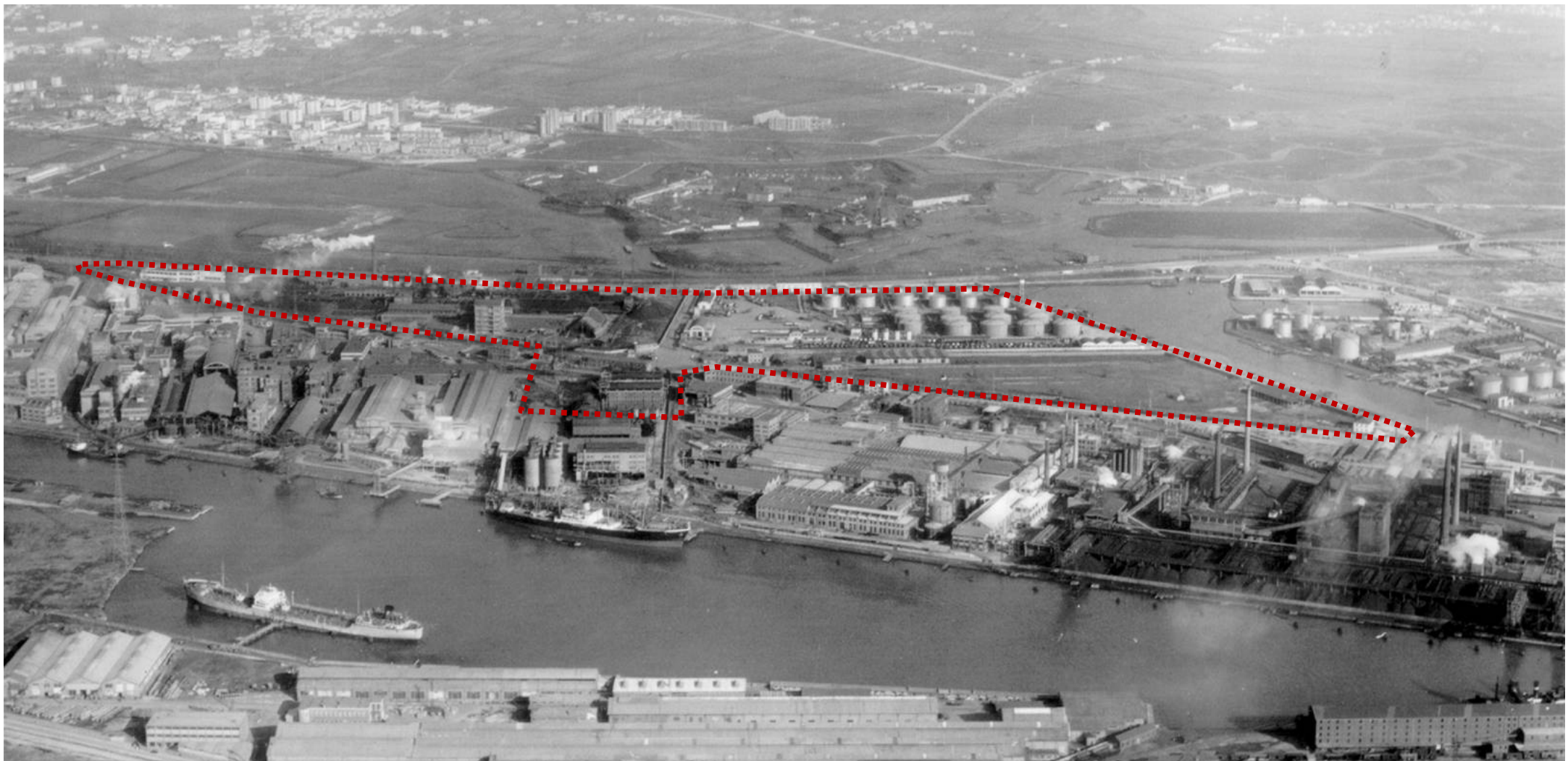
land use: less than 30% are brownfield remediations (55% in Venice)

VEGA
WATERFRONT



VEGA WATERFRONT

a strategic area in the mainland, the gate for Venice

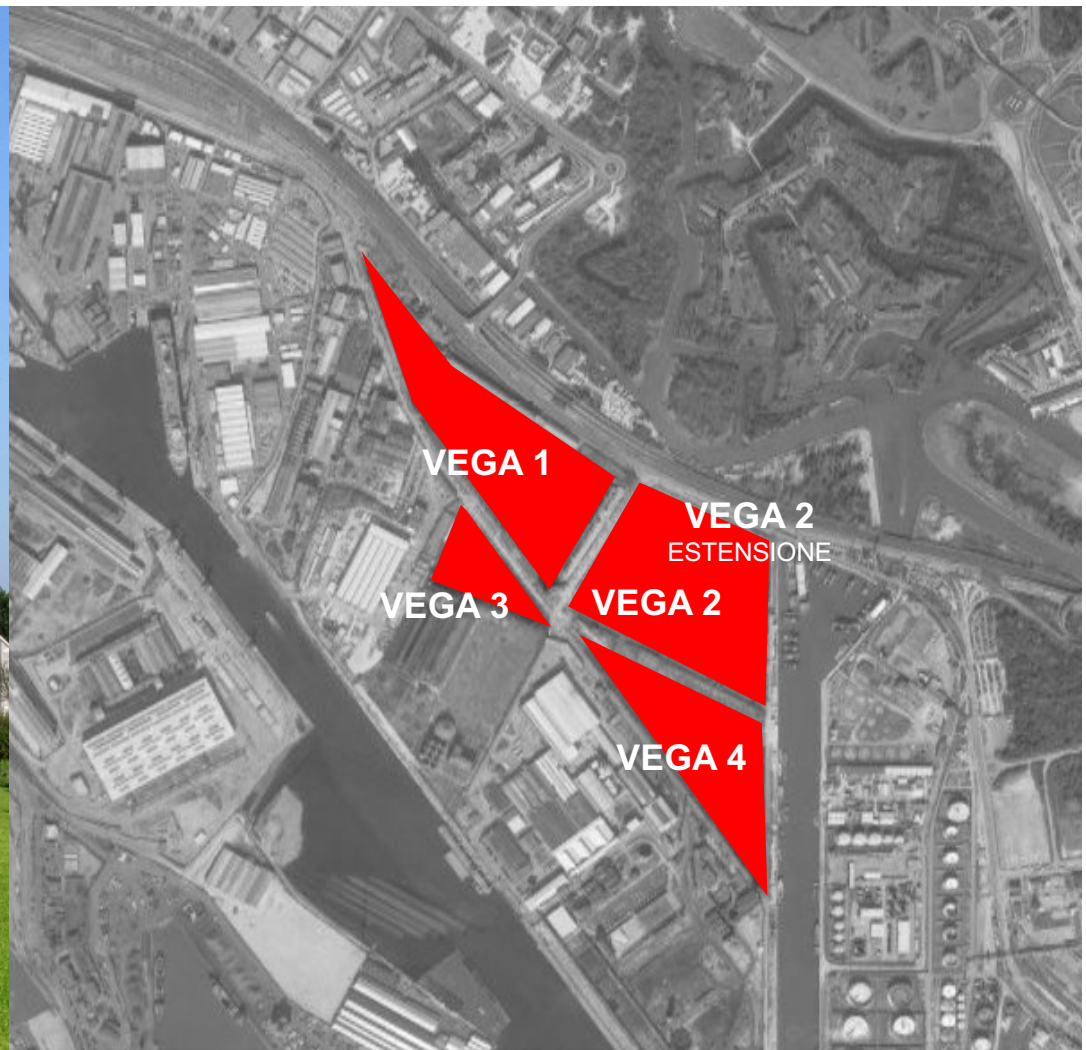


PORTO MARGHERA
a former industrial area



THE WATERFRONT, A GLOBAL TREND

living, studying and working close to the water HafenCity in Hamburg
new mixed uses where there were plants and harbours

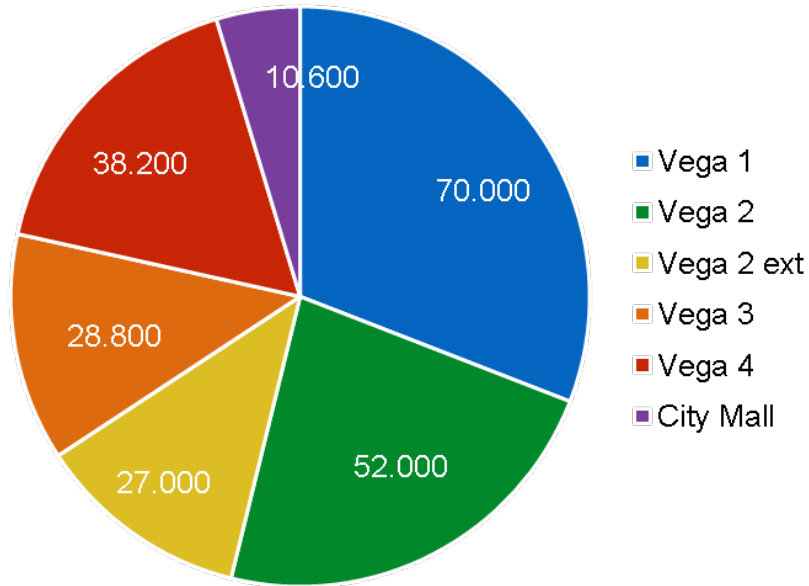


VEGA

SCIENCE AND TECHNOLOGY PARK OF VENICE

a business district with more of 200 companies
and 2.000 working people (ICT, Green Policy, Smart Cities)

Vega area (sqm)



VEGA SCIENCE AND TECHNOLOGY PARK OF VENICE

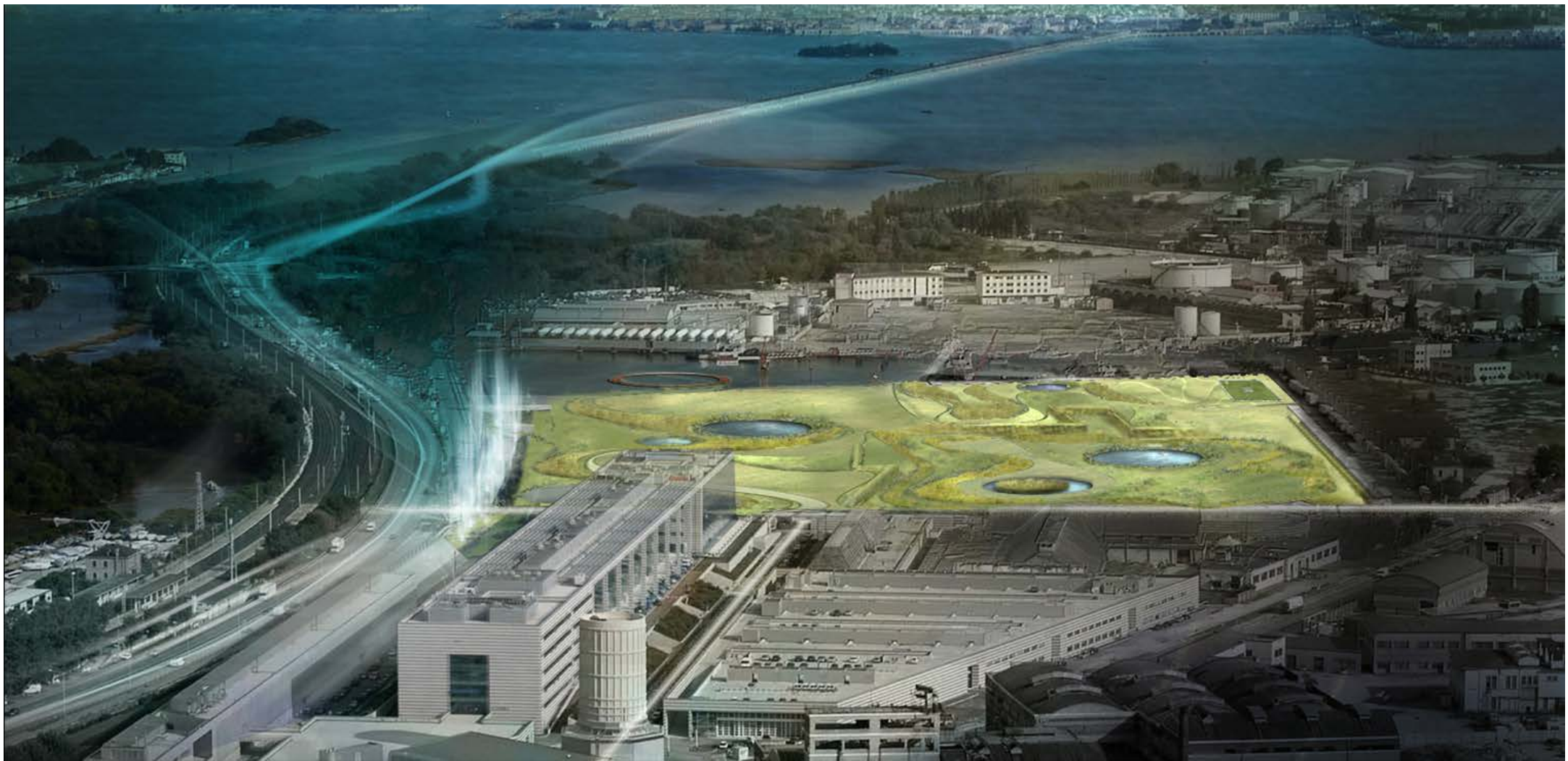
226k sqm:

80k sqm just built

52k sq WIP

> 100k sqm to develop

26 ha of brownfields



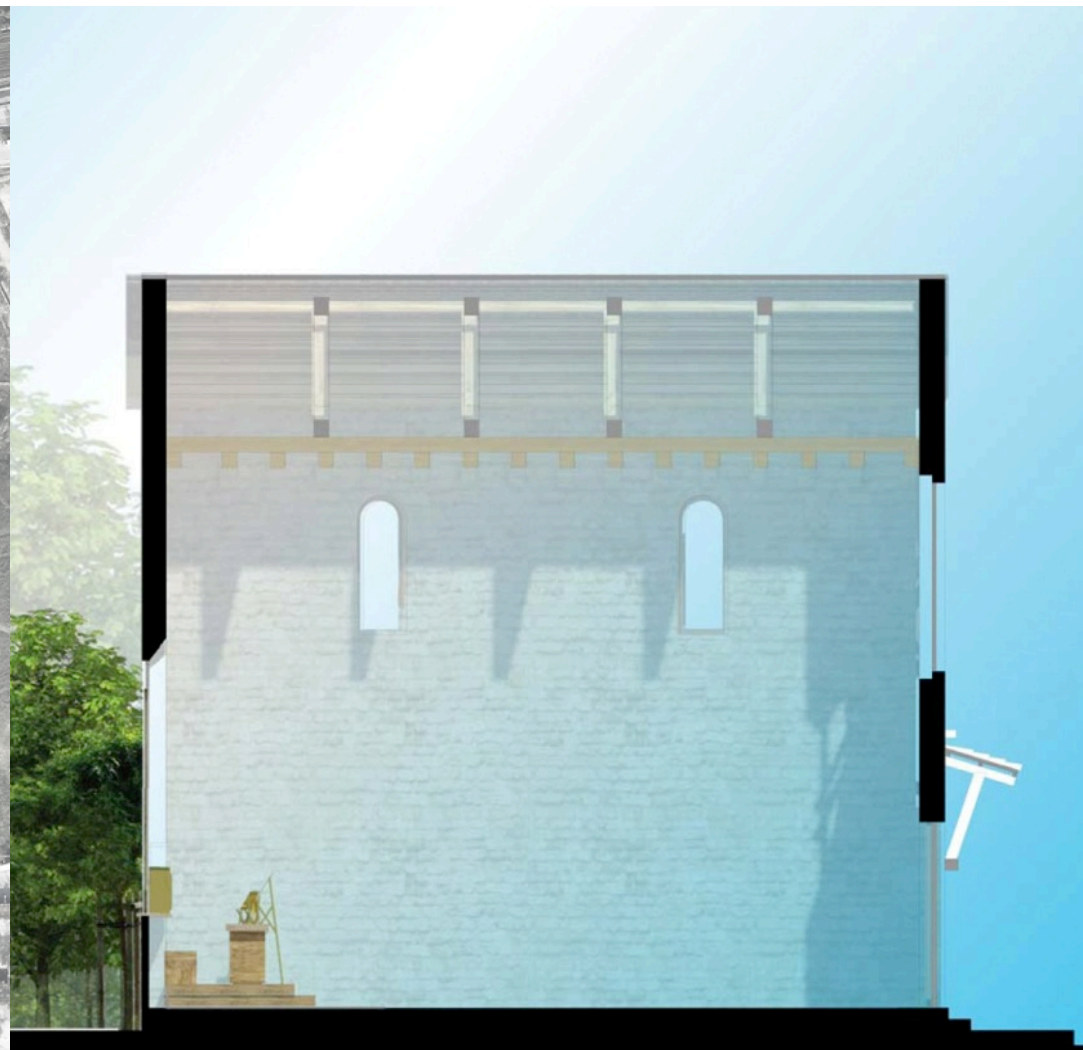
FIRST STEP

the environmental remediation: from the brownfield to greenfield



THE START-UP

50x50 Venice Green Dream



CHARITY FOR URBAN REMEDIATION

the refurbishment of the church Madonna del Rosario
(Arch. M. de Lucchi)



GREEN TREE STRATEGY

a trade off between Innovation and Safeguard for Venice starts from Vega and grows into the metropolitan area of Venice



PRIMO RAMO

a first branch of the Green Tree Strategy



VEGA WATERFRONT: A PLACEMAKING

Arch. Michele De Lucchi, developer Condotte Group
52.000 sqm of exhibition, hotelery, offices, retail



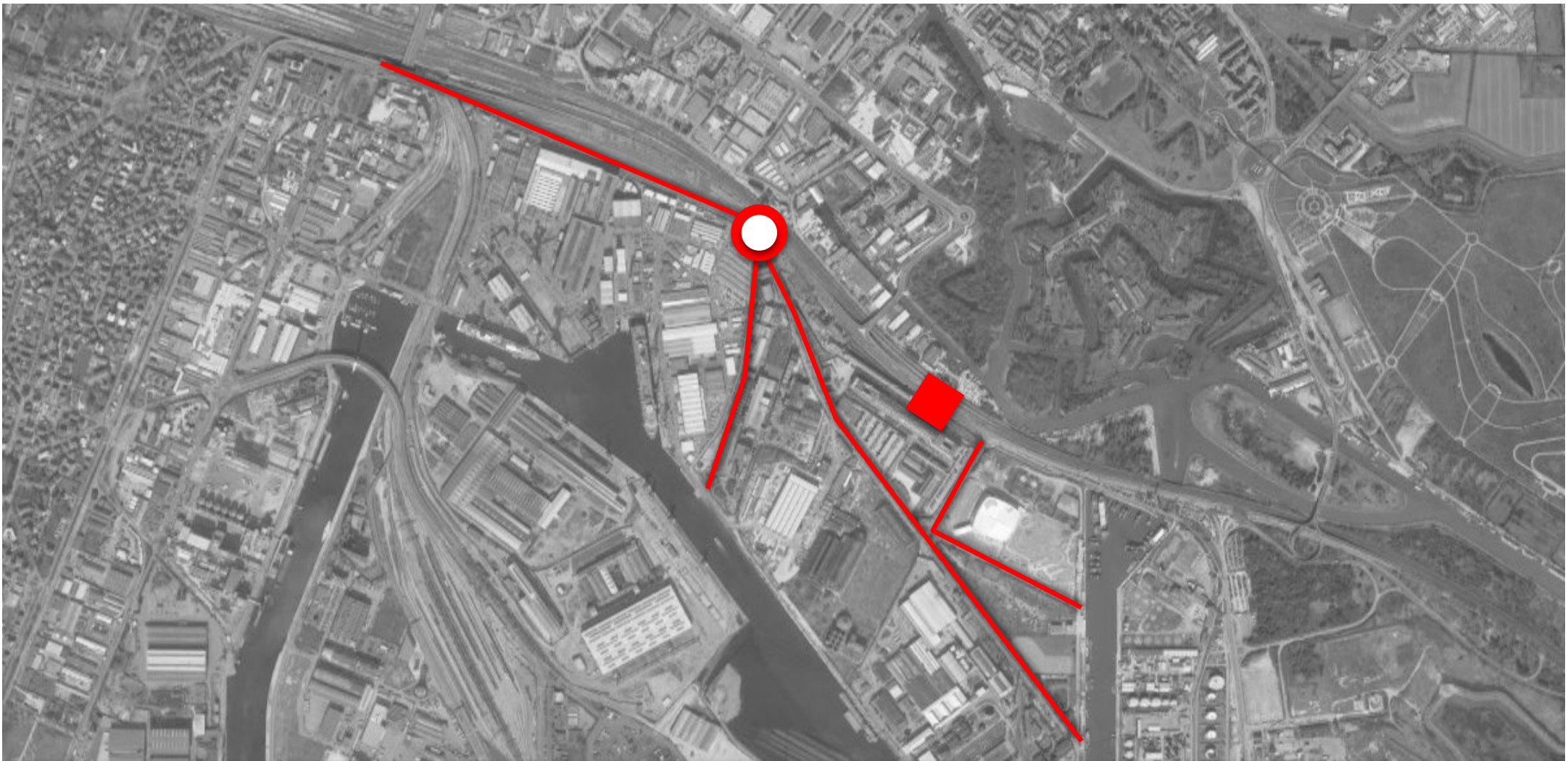
VEGA WATERFRONT

engine of the urban transformation of a strategic area



VEGA WATERFRONT

a magnet to attract neighbors, 0,5 milion of sqm involved



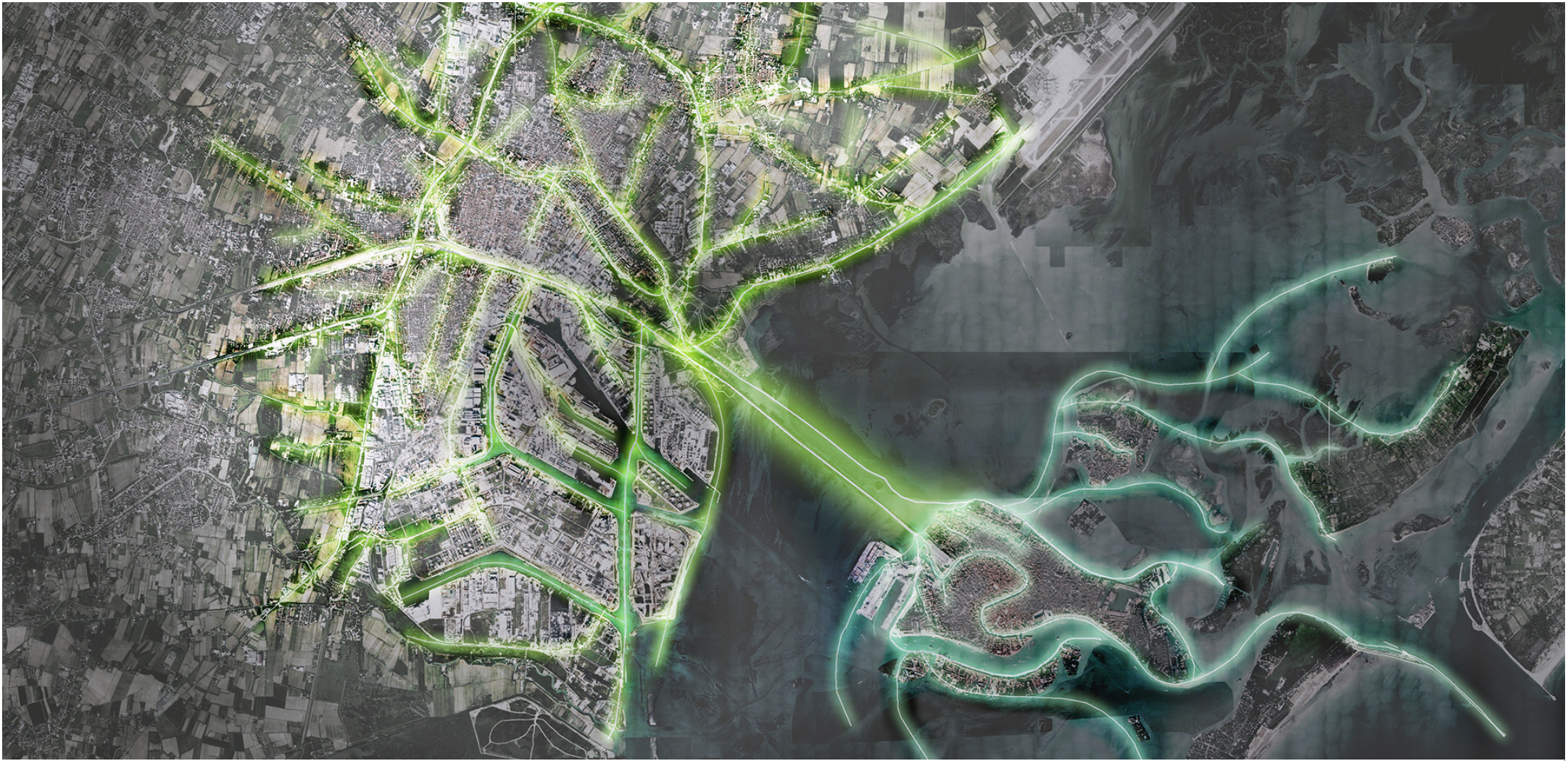
VEGA WATERFRONT

achieved € 24 mln from Italian government MISE for the infrastructure
requested € 7,6 mln to the Italian government for the infrastructure
€ 120 mln of potential Grants European Funds FESR 2014-2020

**VENICE
INNOVATION
HUB**



WHY VENICE



ECOSYSTEM



MANUFACTURING AREA



VENICE INNOVATION HUB



TOMMASO SANTINI
CEO - Vega Science and Technology Park of Venice

t.santini@vegapark.ve.it
+39 335 1044393