

MUNICIPALITY OF CESENA (IT)

Pilot action factsheet

Pilot action name	Green areas lit on a human scale
Implementing organisation	Municipality of Cesena
Start of construction works	June 2018
Delivery date	October 2018

Location

Cesena is situated in Northern Italy within Emilia-Romagna Region, together with Forlì it is the capital of the Forlì-Cesena district. Cesena has a population of about 96,935. To test new dynamic lighting technologies the municipality of Cesena has identified as a pilot area the **Ex Sugar Refinery area**, a big discarded industrial area (220.000 sqm) in the northwest of the city center of Cesena.



Figure 1 – The Ex Sugar Refinery area in Cesena (IT).

Strategic value of the selected location

Strategic position

The Ex Sugar Refinery area has a strategic position within the urban context as it connects the historic old city center, with the Savio river and the large green area of hippodrome that extends north-west to the railroad line.

Historical value

The pilot area is an important part of Cesena's history of the 900's, as it housed one of the most important factories of the whole region: the Eridania sugar manufacturing plant built in 1901 and active up to the 70's.

Social value

The pilot area represents the biggest urbanization and redevelopment transformation ever carried out in Cesena: in 2011 it has been completely redeveloped with a new residential headquarters (257 apartments) social housing and student flats, a shopping center (10.000 sqm), business center (Bank of Cesena, offices.), pedestrian and cycle paths (10.000 sqm). Furthermore, in 2018 the new University Campus will be inaugurated in the area to house the University of Architecture, Psychology and Informatics.



Figure 2 – Residential flats on “11th September 2001 Park” and the old chimney of the Sugar Refinery.

Relevant stakeholders, stakeholder needs and social aspects

The main stakeholders identified within the pilot area are:

- municipality;
- resident's Committee "Zuccherivivo";
- university;
- shop owners;
- visitors.

Among them, the most interesting is the resident's Committee since two years has played the role of facilitator between the municipality/institutions and families in the pilot area.

A social needs analysis was carried out in the pilot area with workshop, surveys and mapping activities to identify specific lighting needs. From the analysis it is clear that the main objective of the pilot action is to face the issue of poor public lighting level within public spaces and in particular within two green areas, which from social analysis have resulted strategic passages within the neighbourhood. In particular to:

- to diminish the sense of insecurity;
- to increase the attendance time of the two main parks;
- to diversify the use of the two green areas (not only for passing but also for sports, games, recreational activities etc.);
- to increase the attractiveness of the two green areas even for economic activities (eg bar and summer kiosks etc.).



Figure 3 – First workshop with the Committee "Zuccherivivo" in Cesena on 12th of April 2017.

