



Municipality area	26,9 km <sup>2</sup>	Population	21.955 (2005)
		Trend	stable
GDP per inhabitant	15.000 € (2005)		
Area of green spaces	24,05 km <sup>2</sup> (open and green spaces in the municipality area) 6,05 km <sup>2</sup> (urban green spaces)		
Area of green spaces per inhabitant	1095 m <sup>2</sup> /inh. (All open spaces); 275 m <sup>2</sup> /inh. (Urban green spaces)		



### Giulianova and its green structure

The City of Giulianova is located in the middle of Italy, along the Adriatic Sea coast. It has a coastline of 4.3 km and projects inland by about 5 km into the hilly Abruzzo. The city is located on a plain between the Salinello river in the north and the Torino river in the south. The hilly side facing the sea is a hydro-geological protection zone. In view of this protection the areas along the rivers and the coast are restricted for building. The city has a humid maritime climate with mild winters and cool summers.

All green areas in the city are the property of the municipality and the riparian vegetation along the rivers, the avenues, urban parks and public gardens are dominate the city's green structure. At the present time each green space is an individual entity within the urban fabric. As a generality the city is well provided with green spaces. The exception is the historic part of the city centre, which lacks adequate green spaces. The municipality is currently improving the existing green spaces through the introduction of various facilities.

The city is divided into four zones, each with its own public park:

- Lido - the tourist beach area along the coast with green promenades;
- Annunziata a high density coastal area on the south;
- Paese - the historic centre on the slop; and
- ColleranESCO - a housing area located inland, away from the coast.

There are also two abandoned industrial zones, which will be transformed into residential areas.

The PRG (Piano Regolatore Generale) - a master plan document - determines that all developers of new housing development must devote a specific area as an open space for the benefit of all the community.



### Urban green space strategy

#### The challenges and approach to building an urban green space strategy

The main challenges facing Giulianova are:

- To connect the green spaces in all four zones into a network and to establish new green spaces in two developing zones which had earlier been abandoned,
- To set criteria for planning and managing the existing green spaces (extensive, intensive) and to support different types of green spaces in the future,
- To address the major problems regarding insufficient finance for green spaces: both to acquire new spaces and to sustain and maintain the existing spaces.

#### Description of the urban green space strategy

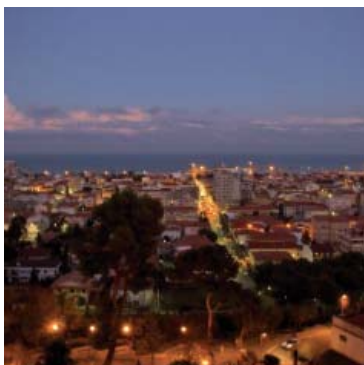
##### Mission, vision and goals

###### Mission:

The mission of Giulianova is to provide green spaces for people of all ages and for different functions.

The main tasks are to:

- Increase the green spaces in proportion to the size/population of the residential areas,
- Improve the quality of the city parks and other green spaces,
- Create an effective and sustainable management system for green spaces.



**The concept and main issues**

Set a clear typology of green spaces with a municipal management system.

Encourage and facilitate the use of the green spaces for educational purposes and tourism.  
Prevent vandalism.

**Guidelines, recommendations, standards****General guidelines:**

To prevent vandalism and improve the safety record the city is increasing the amount of maintenance carried out on the public areas and expanding the control arrangements. It is to be hoped that problems will be minimised as a result of the continuous presence of people, the help available from different associations and from municipality supervision. Major city parks are being closed at night.

The maintenance of smaller parks will be undertaken in collaboration with residents.

**Important tasks and actions**

- Structuring the municipal parks internal personnel by taking into account the external stakeholders and easing communication between the two,
- Increasing the involvement of citizens in the process of improving green spaces and jointly developing a maintenance procedure for the green spaces,
- Organising educational and cultural events (such as concerts and theatrical performances) on public space.
- Developing a management plan for the preservation and renovation of the historic green spaces,
- Defining a management programme for the green corridor along the bicycle path between the coastal zones ("corridor verde" project)
- Periodically evaluating the strategy implementation and the achievement of goals.

**Good practices/lessons learnt**

- Despite the time restriction it was possible to prepare the first draft of the Green Space Strategy which can then be used as a basis for further actions.
- Create an association, together with residents and local stakeholders, to develop ideas further so as to improve the quality of the public spaces.





### Green Project > Parco di via del Campetto

#### Key data

Area	2,0 ha
Targeted users	Local residents Children and young People using recreational and sports facilities
Responsible body	Municipality of Giulianova
Size of the project	Large
Progress of the project	Completed

#### Short description of the project

The general idea of the project - which follows a municipal programme - is to improve the existing green spaces in the historic centre. The nearby western city neighbourhoods will also benefit from the project. The residential area, set around a park, has a medium density of housing and is easily accessible by all means of transport. The park area - mostly flat with a slight slope towards the south - is classified as green public space in the urban planning documents but until now no scheme has been implemented.

Several years ago the area was planted with some indigenous trees and shrub species which contributed to the preservation of the existing flora of the locality. The park area is only equipped with a public lighting network and there are no other facilities provided at present.

#### Objectives and goals for the improvement

- Improve the quality of the neighbourhood by incorporating an open green space,
- Provide places for entertainment and outdoor sports activities,
- Enhance the accessibility of the public spaces.

#### Challenges and Problems

- Delays have occurred in the implementation of the project as a result of bureaucratic problems.
- There has been a certain lack of cooperation and communication between the stakeholders.
- Due to the stark fragmentation of public administration there is no clear structured body responsible for the public green spaces.

#### Actions undertaken

The park area is situated on a hill, close to the historic city centre. A preparatory assessment study for the layout of the park area of about 20.000 m<sup>2</sup> was completed in 2005. Its implementation was undertaken in December 2007. The park has been equipped with sports and leisure facilities (fitness corridor, benches, playground for children and teenagers). In order to integrate this pilot project into the wider area a number of additional projects have been planned, which will occur concurrently. Funding for these projects will be covered by Municipal funds. Such projects comprise illumination, irrigation systems and facilities that are suitable for dogs.

#### Maintenance Concept

The Parco di via del Campetto will be incorporated into the regular maintenance scheme that the municipality has for all its urban green spaces.

#### Good practices/lessons learnt

Integrate public participation within a wider programme of improving urban green spaces in the municipality and acquiring additional funds to realise it.

Additional funding:

- 'tax on wires' - the outside antennas are taxed by the municipality. The money collected is used for the management and maintenance of green spaces. The municipal council decides whether antennas can be allocated or not.
- Kiosks in the parks - the municipality built kiosks within the urban parks and squares and rented them out for the use of individuals and private companies. Besides offering services in the park the lessee has, at the same time, the responsibility to keep the area tidy (there is an obligation to collect litter in the area and sweep the paths).

Increase safety: the location of the park within a residential area is provided with informal visual supervision from the surrounding residences, thus benefiting from a sense of safety. By increasing its quality and making the park more attractive in which to walk, stand and sit, the numbers of users will increase. The more frequently users come, the more confident they will feel and in turn increased numbers of users will come to and benefit from the park.