



IL PROGETTO
È STATO REALIZZATO
CON IL COFINANZIAMENTO
DELL'UNIONE EUROPEA
PER CAMPAIA FESR 2007-2013
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La tua Campania
cresce in Europa



Comune di Ravello



IDEAS COMPETITION

BELLARIA HILL PARK AND ANTENNA/LANDMARK

GUIDELINES (abstract)

TOWN OF SALERNO

NEWITALIANBLOOD

2. Objectives and Aim of the Competition

The Town of Salerno is following in the virtuous footsteps of other European and international cities (Barcelona, Dublin, Istanbul, Santiago, etc.) who have chosen to improve, rationalise and integrate radio and telecommunications structures to reduce environmental impact and protect residents and visitors against harmful electromagnetic waves. This ideas competition is looking for proposals for the redesign of the areas around the city's existing transmitters atop the Bellaria Hill, on lands partially owned by the local government, together with the various points of access, internal paths, parking areas and belvederes. The intent is to create a new Public Park and a functional and safe Telecommunications Antenna that substitutes the currently numerous, unsafe and obsolete steel structures disseminated along the ridge of the Hill.

The green lung of Bellaria Hill reaches a height of almost 200 m above sea level. Situated in the heart of Salerno, not far from the city centre, it is visible from various neighbourhoods and, perhaps most importantly, from the sea. This position makes it both necessary and important to reorganise the existing cluster of invasive antennas, considering the improved use of the Park, the health of local residents and the image of the city. The project to rehabilitate the environment and landscape does not include the construction of new volumes. The desire is to improve and stimulate the use and safety of this spectacular panoramic site, a natural plateau offering a 180° view of the city and embracing the vista of the Gulf of Salerno and the mountains of the Amalfi Coast, stretching as far as Punta Licosa.

The new integrated Telecommunications Antenna should eliminate the negative impact of the existing structures by grouping them together in a single element-support-landmark, a lightweight and minimalist structure that mitigates any form of pollution (visual, environmental, electromagnetic). The new infrastructure will be installed at 194 m ASL, on the highest point of the Hill. The area is owned by the Town of Salerno and indicated in local planning documents (PCU) and the attached site plan. The new Antenna must house and integrate the current transmitters – national/local television and radio, telephone and broadband Internet – and offer the possibility to host future systems and technologies. The new Antenna should also be equipped with a series of smart sensors connected to state-of-the-art systems offering useful services to the local population. Integrated lighting should highlight and valorise this important infrastructure at night.

No public access to this new structure is to be provided. This decision stems from the desire to limit its size, and consequent impact. The Antenna must however be accessible for maintenance and management by specialised technicians. A suitably designed technical and maintenance structure is to be located near the base of the structure.

The Antenna must be designed to house the approximately 75 current licences, together with the possibility to manage broadband Internet. The new structure will make it possible to proceed with the rehabilitation of the Bellaria Hill by considerably reducing short and large range electromagnetic pollution.

- Reduction in large range electromagnetic pollution:

This reduction derives from the fact that much of the current equipment can be situated higher up, exploiting more favourable conditions and overcoming natural obstacles. This means that current levels of service can be maintained using less powerful waves.

- Reduction in short range electromagnetic pollution:

Also from this point of view the advantage derives from a greater height above the ground of many of the transmission devices and many of the point-point connections. In fact, all of this equipment irradiates electromagnetic energy vertically within a narrow angle of diffusion, due to the geometric characteristics of the system and the operating frequency. In any case, it is evident that the more the system is raised above grade, the lesser the effects on adjacent buildings and spaces.

Eliminating or considerably reducing electromagnetic pollution allows for the safer use of the Bellaria Hill by citizens and tourists alike, in particular two strategic areas: spectacular panoramic belvederes to be transformed and redesigned.

Considering the vast dimensions of the Park – over 100,000 m² for the public area alone – it is suggested that participants focus their proposals on the landscaping of the visitor parking areas and the “upper belvedere” of approximately 1,500 m² at 198 m ASL, also including the areas beneath some of the current

antennas to be decommissioned. Similar attention should be focused on the landscaping and accessibility of the “lower belvedere”, a level area of approximately 5,000 m² at 114 m ASL. This position is of great value to local environmentalists and residents both for the beauty of its panoramic vistas and the easy pedestrian access it provides to neighbouring areas. The position of the two belvederes and the new Antenna are indicated in drawing n. 6.

Proposals should also consider opportune pedestrian connections between the different levels of the Park and between the two belvederes, creating interesting panoramic walks and crossings. Participants can identify areas of pause, encounter and social interaction in areas of shade offered by the numerous existing pine trees or at panoramic outlooks of particular beauty. The landscaping of another area owned by the Town, roughly 6,800 m² and occupied an office building, can be developed at the discretion of participants to complete the proposal. Participants may also advance solutions for the recovery of the 3,000 m² square area occupied by the Telecom building, currently home to other structures and antennas, hopefully to be eliminated in the near future.

Tourism and Urban Rehabilitation

Beginning with the invaluable strategic and urban planning guidelines established by the PUC, the Municipal Urban Plan and the AAPU, Areas of Specific Urban Intervention, designed by Oriol Bohigas and his Barcelona office MBM, for over twenty years the town of Salerno has invested creativity and resources into the development of a vision for the future that includes tourism and hospitality. Once simply a point of arrival/departure for summer travellers headed towards the natural paradises of the Amalfi and Cilento Coasts, the city is now an attraction in its own right. New hotels, hostels, B&B, bars, pubs, restaurants and nightlife have rendered the city attractive and lively; Salerno is also witnessing a steady increase in cruise ship traffic even during medium to low seasons. In recent years the particularly popular “Luci d’Artista” event, conceived and managed by the Municipal Government, is drawing tens of thousands of visitors from across Italy to visit 30 km of suggestive thematic light installations in the principal public spaces of the city, between November and January.

An approach to future development founded on the quality of life in the city also through the organisation of cultural events (music, theatre, cinema, architecture, art, etc.) has been defined. Yet much more can be done to raise the quality of the sea, improve beaches, public spaces and services and complete connections, in particular the Costa d’Amalfi airport. There is also a need for projects that increase the availability of hotel beds and create new centres of attraction able to host a year-round string of events, conventions, concerts and national and international business-related tourism.

The most coherent and visible investments made by the local government have consistently focused on urban transformations. Numerous competitions and private projects have attracted such internationally renowned architects as Zaha Hadid, David Chipperfield, Tobia Scarpa, Kazuyo Sejima, Jean Nouvel, Manuel Ruisánchez, Massimiliano Fuksas, Ricardo Bofill and Santiago Calatrava. Together with quality designs by local architects, they have contributed to requalifying, modernising and increasing the attractiveness and competitiveness of Salerno. Contemporary architecture, a driving force behind the growing phenomena of cultural tourism, offers visitors the Church of the Holy Family by Paolo Portoghesi, the Ciampa di Cavallo district by Bruno Zevi, Paolo Soleri’s Solimene Ceramics Factory in Vietri sul Mare and the Auditorium by Oscar Niemeyer in Ravello, all within a few kilometres. No other Southern Italian city or province, and few others in the rest of the country, boast a similar concentration of internationally recognised projects.

The competition for the Telecommunications Antenna wishes to add a further piece to the mosaic of contemporary architecture in Salerno. A total work of Architecture/Engineering/Design, useful not only to society in general, but, given its dominant position on the city’s skyline and visibility from the sea, possesses the potential to become an urban symbol, by day and night, for the entire community, a technological infrastructure of a smart city.

The low-cost and ecologically sustainable recovery and valorisation of the Bellaria Hill Park as an innovative new strategy of natural re-stitching and acupuncture may come to represent a model to be replicated in other analogous situations, as well as an example capable of driving the specific reconnection of public spaces, plazas and marginal areas of the city.