



Brief presentation of the
Development Plan

2005



CONSORZIO ZONA INDUSTRIALE
E PORTO FLUVIALE DI PADOVA



The ZIP is a body founded for the purpose of implementing industrial policies (and consequently economic development) that achieves its objectives through actions including the integrated management of the local territory, serving its members, businesses and the public and private economy

▶ area where the ZIP operates : **around 10 sq.km in Padova and around 2.5 sq.km across the region**

The challenge is to respond to the need for sustainable development of the local territory in environmental, economical and social terms, satisfying the requirements of businesses and workers.

NEEDS DETERMINED *

significant demand for sites, totalling around 650,000 sq.m
(inside the industrial district or in a maximum 10 km radius, against the gross area of around 250,000 sq.m available, based on planning allocation)

- by growing companies already established in the district (55%)
- by companies currently established outside the district (45%)
- by the manufacturing 44.7%, trade 34.0%, logistics 21.3% sectors
- by Italian and foreign investors attracted by the affordable costs (70% lower than market rates)

increased offer of structural and infrastructural services

- improvement in the services offered to businesses by **economic-institutional organisations** through a **direct presence** in the area
- **parking** for cars and heavy vehicles
- **public transport**
- **inter-company child care**
- medium-high level **housing and dining**
- spaces for **recreational activities**

enhancement of the environment

- improvement in the **general quality of the environment** and presence of **recreational green spaces**
- **reclamation of rural constructions for use in social activities**

(*) sources:

- “Survey on new business requirements in the Padova industrial district” - December 2004
- Annual confirmation of applications for the assignment of areas as per the procedures envisaged in the ZIP ISO 9001 Vision 2000 Quality System
- “Territorial survey for the analysis of needs relating to the creation of an inter-company child care service” – March 2005
- MIPIM 2005 Cannes, international property market

The Development Plan is the means for pursuing **sustainable development**, the sole expression of the maximum synergy between all the players involved.

The Development Plan thus becomes the **Sustainability Plan**, in which the environmental and social advantages exceed the economic ones.



The Development Plan is made operative through:

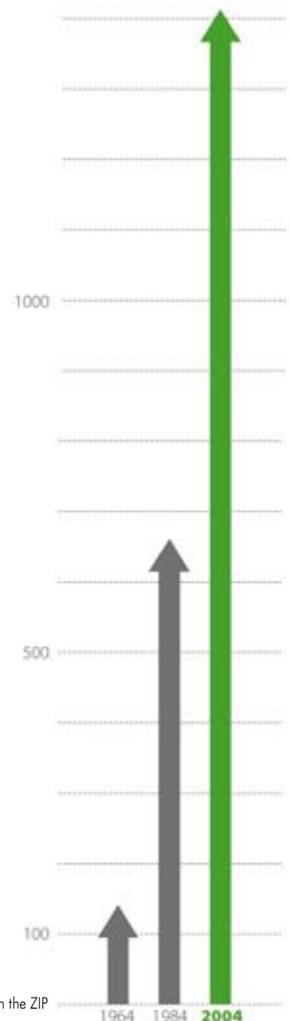
- The Multiyear Plan
 - Sales and Leasing Plan
 - Works Plan
 - Property–Environmental Plan
- Regional Policy Plan (PAT) – Padova City Council
- Inter-council Regional Policy Plan (PATI) – Province of Padova and Metropolitan area town councils
- Agenda 21

Aims of the Development Plan:

- bring Padova to the attention of international investors highlighting the **attractiveness** of the local territory
- draw **investment** to the city (such as new hospitals, etc.)
- promote development through **territorial marketing**

Main players in the Development Plan:

- Padova City Council
- Province of Padova
- Padova Chamber of Commerce, Industry, Trade and Agriculture
- Veneto Regional Administration
- Town councils surrounding the Padova industrial district (ZIP)
- University of Padova
- Business associations and institutional–economic bodies
- Water boards, Civil engineering departments, etc.



Strategic economic sustainability actions in the Padova council area

The most immediate response to territorial needs is to ensure an

- ▶ expansion of the availability of land and logistic services

through the improvement of the economic, environmental and social infrastructure.

ACTIONS

expansion of land availability

- | | |
|---|----------------|
| ● New areas for industrial use | sq.m 92.000 |
| ○ via Germania (2) * | |
| ○ via Austria (4) * | |
| ○ former scrap yard area (6) * | |
| ● Reclamation of harbour basin (10) * | sq.m 140.000 |
| ● Expansion of southern industrial district (1) * | sq.m 320.000 |
| ● Reclassification of northern area (1) * | sq.m 1.700.000 |



ADVANTAGES

- | | |
|---|------------------|
| ● Volume of private investment for building construction | € 150.000.000 ** |
| ● Annual volume of manufacturing business | € 500.000.000 ** |
| ● Increase in employment | oltre 1.500 ** |
| ● Benefits for local councils | |
| ○ added value from local improvement | |
| ○ revenue from the new establishments (council tax, clearways, advertising, etc.) | |
| ○ new planning developments (reclassification of northern area) | |



(*) The figures shown in this document refer to the works marked on the maps on pages 8 and 9

(**) Economic indicators estimated based on current requests for areas

Strategic economic sustainability actions in the province of Padova

The most complete response to territorial needs is the

► **creation of the “Three Council Park”**

through the development of **recreational and green spaces** for **establishing manufacturing, research, service and residential sites** (Sustainable Manufacturing Areas – CPS). Sites located between the Roncajette and Piovese areas (Ponte San Nicolò, Legnaro and Polverara councils), covering around 6 million sq.m.

ACTIONS

new ecological-recreational areas in the Ponte San Nicolò, Legnaro and Polverara councils (6) *

- | | |
|---|----------------|
| ● Sustainable Manufacturing Areas (CPS) | sq.m 1.500.000 |
| ● “Innovation District” – University Campus and Park | sq.m 500.000 |
| ● Reclassification of the Legnaro industrial district | sq.m 421.645 |
| ● Ecological-recreational area in Legnaro-Saonara | sq.m 800.000 |
| ● Residential and services site in Legnaro-Polverara | |



ADVANTAGES

- Innovative environmental context, featuring buildings with a high architectural and technological value, surrounded by recreational and green spaces (Sustainable Manufacturing Areas – **CPS**)
- Research district with special infrastructure in terms of systems and sub-services (**high-tech manufacturing island**)
- **Service centres for businesses and people** (institutional and government offices, etc.)
- Means for **transporting goods with a low environmental impact** and **serviced car parks**
- **Companies with environmental and quality certification**
- Improvements to the **Agripolis** and **Infn** (Italian National Institute for Nuclear Physics)
- Volume of **private investments** in building construction € 250.000.000
- Annual volume of **manufacturing business** € 800.000.000
- Increase in **employment** oltre 2.500

- **Benefits for local councils**

- added value from local improvement
- revenue from the new establishments (council tax, clearways, advertising, etc.)
- new planning developments, new commodities and infrastructure for citizens (new traffic routes, possible railway/metropolitan railway, ICT network, etc.) telematica, ecc.)



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The most complete response to the needs of the district is the creation of

► structural and infrastructural services

which benefit the local territory, considerably improving the relationships between businesses, citizens and institutions.

ACTIONS

service structures and infrastructure (8) *

- "Zippone" service centre in via Messico
- Teleporto
- Services building in via Nuova Zelanda

logistical infrastructure

- Rationalization of vehicle parking plan
 - Via Nuova Zelanda (3) *
 - Via Austria (4) *
- Logistics district – parking area

other infrastructure

- Via Danimarca (7) *
- Link between ZIP / Via Friburgo railway underpass / Via Inghilterra (12) *
- Ring road access/exits on via Kennedy (12) *
- Padova industrial district motorway exit (13) *
- Padova – Venice intermodal / waterway (Prusst Riviera Brenta) (13) *

social housing for dispossessed and workers in via Vigonovese (5) *

ADVANTAGES

- Improvement in living conditions in the industrial area
- Improvement in mobility for citizens and goods
- Availability of housing near original location (for dispossessed) and in the industrial district (for workers)



The "meeting point" of the ZIP service activities

The aim of the "Zippone" service centre is to offer spaces for lease to institutions for the purpose of providing services.

ADVANTAGES

- Provision of services to businesses and workers in the place of work (council offices, Chamber of Commerce, business associations, business centres, etc.)
- Availability of high-tech services (24/7 security, ICT network, etc.)
- Availability of personal services (dining, child care, cultural, shopping and leisure areas)



(*) The figures shown in this document refer to the works marked on the maps on pages 8 and 9

The development of the ZIP is closely related to the concept of **environmental sustainability** aimed at improving the green spaces through **constant supervision** by **social bodies** or bodies providing **services of public interest**.



ACTIONS

Development of the Roncajette park (14) *

- **Fenice project**, environmental services for the quality of life in businesses and the reclassification of the old Roncajette river bed
Partners: Scout Cngei; Cariparo Foundation; Veneto Regional Admin.
- **Social-Educational Park** (via Perù) – Management of green spaces
- **Equitherapy**
- **Educational farm**
- **Golf**

Project for a sustainable landscape from the Roncajette Park to the Agripolis (14) *

Partners: Padova city council; Ponte San Nicolò, Polverara and Legnaro town councils; Universities and **Harvard Design School**

Siam – Sustainable Industrial Area Model

“project for the development and experimentation of a sustainable industrial area model”

Partners: **Life Ambiente**; **Enea**; Padova city council, University of Padova; other local organisations, universities and industrial development consortia from six different Italian regions.



ADVANTAGES

- **Integration of manufacturing areas into the local territory**
- **Reduction of polluting emissions**
- **Energy savings**
- Availability of **recreational and leisure spaces**

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Further information:



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