

unusual aspects, and preserving meaningful traces of the identity of these places;

- a careful arrangement of *productive activities*, compatible with the renewed context and capable of ensuring diversification in the zone's economy, with the capacity to guarantee diversification so that, for example, the traditional and the more innovative appear side by side. The latter may require only a little space and be easily accommodated in buildings previously used as factories or warehouses;
- the introduction of a quota for *residence and associated activities*, so that the waterfront and its immediate surrounds do not become a district dedicated exclusively to the flow of occasional visitors, thus creating another "specialized" area of the city that could affect the continuous, composite and heterogeneous fabric of the city by forming vast "picturesque" but artificial zones;
- an *outline of the routes* that facilitate and develop interaction between the different activities rather than separating them, so as to develop and encourage, especially along several pedestrian routes, a vast range of interchanges between the functions that contribute to accentuating the level of urban complexity.

3 *The co-presence of "public and private."* The more interesting waterfront zones have an internal mix of these two "elements," mainly in reference to:

- the *functions*, so that alongside the activities usually referred to the public domain (e.g. headquarters of local government offices, museum structures, etc.) are those typically managed by the private sector (hotels, commercial structures, entertainment venues);
- the *spaces*, especially the open ones, with the purpose of joining traditional public spaces (plazas, roads, parks, cycle tracks and walking paths) and those controlled by the private sector (gardens, clubs, playing fields, etc.);
- the *"actors"* managing the services on the waterfront, as the different systems (and practices) of managing the zones and complexes situated in these areas help to recreate the typically urban mix of public and private activities.

The waterfront, a new laboratory of urban quality

When different cases of waterfront redevelopment are studied, it immediately becomes clear that one of the main objectives of these operations is to obtain a high qualitative level, both in terms of the physical-functional aspects as well as the environment as a whole. The results are sometimes worlds apart from the expectations and the outcomes quite different from images or descriptions in promotional material. Redeveloping the waterfront becomes a challenge in the quest to enhance urban quality in the "construction" of the image of the modern city. In actual fact this quest is often directed at improving the layout and livability of the urban system as a whole: to attempt to limit the negative effects of vehicle traffic and introduce innovative means to satisfy the mobility needs of the city's residents, to re-acquire vast obsolete industrial zones, to revitalize run-down residential zones, and so on.