

carefully studied so as to limit access, regulate the quantity and define routes accurately. Moving this type of traffic away entails a similarly clear choice for the development of public transport services (on road and rail, but also on water), so that the battle with the negative effects of the excessive use of private means in the city center (as happens in other prestigious urban zones such as the waterfront) is not transformed into a penalization for the mobility of residents and visitors, and thus becomes an option that is as radical as it is demagogic and fanciful.

- 4 *Upgrading waterborne transport* needs to be effected in two ways. The first, a “rediscovery” of this system of transport by the public, entails re-launching urban mobility through a full exploitation of the potential of waterborne means, and both relieves pressure on the city roads and makes transfers from one part of the city to another more pleasant, avoiding crossing the central zones. The second way is that of encouraging and improving modal interchanges between the different systems of land and water. The intermodal stations, between land and water, located naturally on the waterfront, can become complex urban structures, capable of hosting not only the functions linked to transport but other activities as well, making for an intense use of the services on offer, and able to attract flows of visitors and new users.
- 5 *Highlighted by the environmental and urban features of the waterfront*, to emphasize the unusual nature of this urban zone (its contact with the water, the views of the water and the city from this border zone, the presence of unusual consolidated activities, etc.), in order to make it appreciated by those who frequent it. Appropriate work on the embankments thus becomes of great relevance, as it does for the routes along the watersides, the piers, the wharves; special viewpoints must be chosen for enjoyment of the urban landscape and even modest elements salvaged to testify to the past. In this sense, the attention paid to the design of the furnishings for the waterfront can take on a special significance, which goes beyond the aesthetic aspect and aims to rediscover or introduce emblematic values referring to the presence of the water and its determining use in this zone.
- 6 *Ensuring the quality of the water* in the recovered waterfront zones. It is clear that this must cover all the bodies of water in the city; it is equally clear, however, that the redevelopment operation of the waterfront “land” zones is highly penalized, in both environmental and economic terms, if the body of water in front of the redeveloped areas is of unsatisfactory quality. High water quality, on the other hand, means the development of multiple uses, even though these are linked more to leisure time than to production; but the residential function, or the real estate activity in the wider sense, would be highly advantaged, as clean water can be seen as a sort of extension of the open area and usable by residents or visitors to the waterfront.

### **Waterfront: new urban “category” and globalization of the “phenomenon”**

The aspects referred to in the preceding paragraphs are, as has been stated repeatedly, the result of careful observation. This observation leads