



**DEVELOPMENT AND PRESERVATION IN LARGE CITIES**  
an international perspective

edition 2013

Edited by:  
CARMINE GAMBARDELLA  
DAVID LISTOKIN



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Collana fondata e diretta da Carmine Gambardella

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Collana fondata e diretta da **Carmine Gambardella**

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editing:

**Alessandro Ciambrone**  
**Ludovico Mascia**

english review:

**Sacha Anthony Berardo**

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**Carmine Gambardella  
David Listokin**

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Arizona-Tumacacori Mission, photo by Chiara Ferrari

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Arizona - Grand Canyon, photo by Chiara Ferrari



## Preface

**Carmine Gambardella**

Director of the  
Department of  
Architecture and  
Industrial Design SUN  
President BENECON

The second edition of the seminar series in 2013 called the Development and Preservation in Large Cities: An International Perspective organised by the Department of Architecture and Industrial Design Luigi Vanvitelli of the Second University of Naples, the Regional Centre of Expertise on Culture, Ecology and Economy (BENECON) – an institutional member of Forum UNESCO University and Heritage – and the Edward J. Blustein School of Planning and Public Policy at Rutgers, the State University of New Jersey, as for the first edition in 2012, has been an extraordinary success, with 56 participants including professors and lecturers, research fellows as well as doctorate and graduate students and students from partner institutions, which have all received a joint participation certificate. The themes of the historical and contemporary development of the city in both Italy and the United States have been addressed by multi-disciplinary teams that have developed, within a logic of a comparative analysis between the two countries, insights and proposals in the following subject areas: representation, protection and safety of the environment and structures, governance of the territory, urban planning and legislation, landscape and cultural heritage, cultural economics, history of architecture and communication design. More importantly, there is the wealth of scientific expertise and human resources that should not be limited to just five months of the year (from January to May 2013) and continuous information exchanges between Italian and American researchers and students. The partnership is projected towards future joint projects, that have already drawn up and signed, including the third edition of the seminar series in 2014, the development of joint international projects as well as the participation of David Listokin, responsible at Rutgers, in the eleventh and twelfth International Forum "Le Vie dei Mercanti" in 2013 and 2014, sponsored by the

US – Italy Fulbright Commission. This experience is part of a virtuous internationalization process that is being carried out with institutions, universities and U.S. multinationals which, in addition to Rutgers, includes the Massachusetts Institute of Technology (Mobile Experience Laboratory), the University of California at Berkeley (Department of Landscape Architecture and Environmental Planning), Harvard University (School of Design) and Topcon Positioning Systems, a global leader in complex surveying technological equipment.



## Preface

### **David Listokin**

*Co-director of the Center  
for Urban Policy Research -  
Edward J. Bloustein School  
of Planning and Public Policy,  
Rutgers University, USA*

This class considered the subject of development and preservation in large cities and examined this interaction from an international perspective, considering case studies in the United States (with an emphasis on New York City) and Italy (discussion of Naples, Pompeii and larger Campania region). New York City has some of the leading cases in the United States of development triumphing over preservation (e.g., demolition of Penn Central Station) as well as opposite situations (e.g., preservation of Grand Central Station). The same is true in Italy, including Naples and the larger Campania region. This class electronically linked Rutgers University in New Jersey and the School of Architecture at the Second University of Naples (SUN) and the Region Centre for Cultural Heritage, Ecology and Economy (BENECON). To foster cross-national dialogue and understanding, students in the class worked as joint teams (encompassing both Naples and Rutgers students) to study historic preservation topics of mutual interest. For each topic, the analysis (1) summarized the existing preservation thinking/application in each country (Italy and the United States), (2) compared and contrasted the section one findings, and (3) discussed how each country could learn from one another on the given preservation subject. The follow topics were examined by the student cross-national study teams.

Topic 1: New York City and Naples – Examples of Restoration and Adaptive Reuse of Historic Properties

Topic 2: Italy the U.S. – Heritage Tourism – Magnitude, Profile, Economic Contribution, Promotion and Challenges

Topic 3: Italy and the U.S. – Financial Mechanisms for Preservation

Topic 4: Italy and the U.S. – Preservation Regulatory Mechanisms, Survey, Listing, Regulatory Review

Topic 5: Italy and the U.S. – Preserving Sacred Structures – Special Issues in Preserving Historic Churches and Similar Resources The highlights of the class from the U.S. perspective including learning about the justly world famous Italian historic resources, comparing and contrasting the regulatory and financial preservation mechanism in both countries, learning more about the advanced technologies being used in Italy for preservation purposes, (in applications ranging from remote sensing to seismic protection), and interacting at least electronically with an esteemed group of Italian professors and students. The Italian students and faculty learned of the regulatory framework for preservation in the U.S., were exposed to the American financial support for preservation (with much interest in the U.S. federal historic tax credit) and had good interaction and camaraderie with their U.S. counterparts. There is indeed much to learn from one another!



California, Santa Monica, photo by Chiara Ferrari



USA, Yellowstone National Park, photo by Chiara Ferrari

## Forward

**Deborah Guido O' Grady**

Public Affairs Officer  
Console all'Ufficio Stampa,  
Cultura e Relazioni Esterne  
U.S. Consulate Naples

As millions of American tourists discover every year, Italy is a treasure trove of Western history. But much would be lost without the dedication and steadfast pursuit of architectural excellence and preservation exhibited by the Department of Architecture and Industrial Design at the Second University of Naples (SUN) in cooperation with American partners such as Rutgers University and the California State University at Chico, among others. In this volume, Professor Carmine Gambardella turns his attention to research and commentary in "Pompeii: Knowledge Factory," a collection which promises to make an important contribution to the renewal and preservation of this great city of yesteryear. The US Consulate General in Naples is very pleased to be associated with this collaboration that we hope will continue to flourish.



## Forward

**Paola Sartorio**

Executive Director  
US-Italy Fulbright  
Commission

Cultural and academic exchanges are essential in protecting natural and cultural heritage. This understanding is one of the key drivers behind the initiatives in the area of development and historic preservation carried by the Department of Architecture and Industrial Design at the Second University of Naples. For this reason, the US-Italy Fulbright Commission has supported and participated in these initiatives of the Second University of Naples for several years.

The Fulbright Program in Italy, a binational program funded by both the U.S. and Italian Governments, promotes cultural and academic exchanges between Italy and the United States through scholarships to Italian and U.S. citizens for study, research and lecturing.

I am pleased to renew the Commission's contribution to the efforts of the Second University of Naples in bringing together Fulbright alumni to address the needs of the preservation of Italian culture.