

MARKET SQUARE IN NAPLES HISTORICAL ANALYSIS OF THE SITES FOR A PROPOSAL OF ARCHITECTURAL RECOVERY AND URBAN REGENERATION

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Abstract *In this paper it is presented a search for architectural restoration and urban redevelopment of the Market Square in Naples.*

What is common to the Anjou, the Masaniello revolution and Ferdinand IV of Borbone with the architect Francesco Sicuro? A square, Piazza Mercato, which for many centuries was a beating heart of Naples and Neapolitans.

This great City shopping center, opened in 1270 by Charles I of Anjou, after the first post-war period has been affected by a slow decline that brought the wonderful square to become a huge parking lot and saw the eight-century fountains that adorn subjected to constant vandalism. Today in the Market Square, as in many other places and here perhaps more than others, it is spectacularly photographed the historical stratification: there coexist the speculation of the fifties and sixties and the survival of quality architecture.

A set, therefore, of great historical, urban, architectural and social that today is in a state of disrepair and has largely lost its ancient and vibrant shopping destination and trade.

In this arrangement it becomes import the disproportionate volume of Palazzo Ottieri that if one side has denied the sea, on the other hand has strengthened the market castrum character.

The research is divided into three phases: 1 "History", which is conducted in-depth historical analysis of the sites; 2 "The existing Town Planning Tools", which is studied either both the urban layout of the place or the set of existing planning instruments; 3 "The Project", in which we propose a hypothesis building restoration of the facades and regeneration hypothesis of places to return to the square its former main function, that of "THE MARKET"

HISTORY

Throughout history, the area of the market square area is configured as a public square and for a prevalently commercial use, a destination that has maintained until nowadays.

In fact, Charles I of Anjou decided to delocalized the market area of the city that it was before positioned in the square of San Lorenzo and San Gennaro all' olmo in the heart of the Roman Greek Naples. The choice of the new area to be allocated to the exchanges and to the trades fell back into the area of the field known as of the "Moricino" (located outside porta nuova) which will later be called the market of sant'eligio and principally the foro magno, fundamental hub of all traffics from the most important Italian and European commercial bases. The creation of the new public market area, with the specific function of sale of edible products, definitively shifts the economic activity linked to commerce to the east and more precisely along the seashore, outside the existing city wall.

Vicereale urban plan

Subsequently, the will of inalienability of the market was confirmed by all the rulers and with the lack of space that occurred in that period in the city, it seems worthy of note the circumstance that a public reservoir of such large dimensions continued to remain empty and without constructions.

The painting has also assigned a decisive contribution to the reconstruction of the overall image of the places.



Figure 1. "View of Largo del Mercato with the church of Carmine", Domenico Gargiulo, called Micco Spataro – Toledo

Starting from the end of the 600 and for almost a century, the market square and the surrounding areas did not enjoy widespread appreciation. The area was excluded from the great urban transformations promoted by the Bourbons.

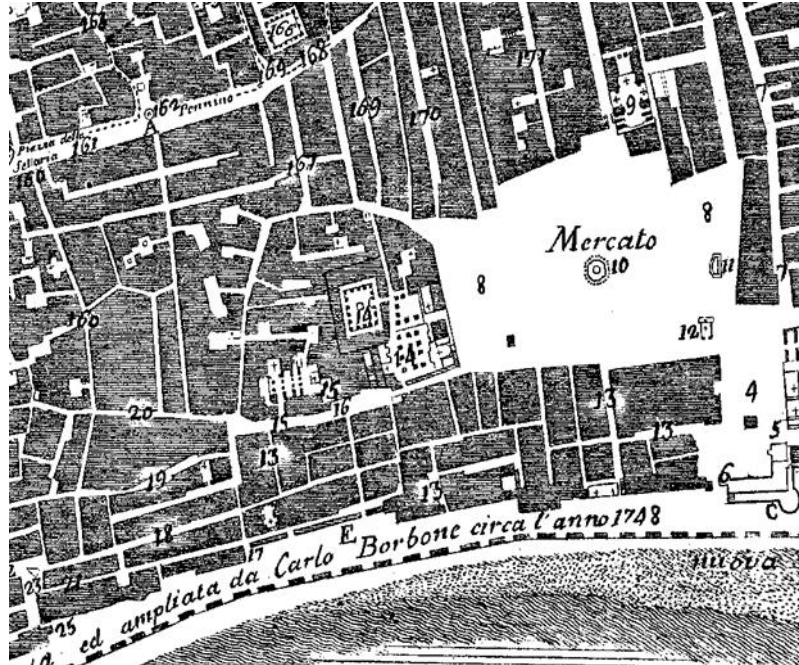


Figure 2. "Topographic Map of the city Naples and of its outlines" Giovanni Carafa duch of Noja, 1775 - Napoli
The market area is empty with a fragmented fifth to the north and one more regular to the south.

On July 22th of the 1781 there was a great fire in Market Square that destroyed all the barracks in the center of the square and risked to involve the complex of Sant' Eligio.

Therefore, in order to eliminate the disorder caused by the barracks, and to avoid the danger of a recurrence of a fire, the sovereign, King Bourbon, decided to give to the square a new arrangement and to transform the temporary furniture, hulking, into masonry fixed shops.

The assignment for the accommodation was conferred to the sicilian architect *Francesco Sicuro*.

He conceived for the market place a solution that on one hand allowed the reorganization of the sales sites, on the other hand gave the defined spatial limits to an area characterized by a strongly fragmented factory, if it is excluded the side towards the Marina street, sufficiently regular, as you can see from the reading of the maps and iconographic views of the city of Naples.

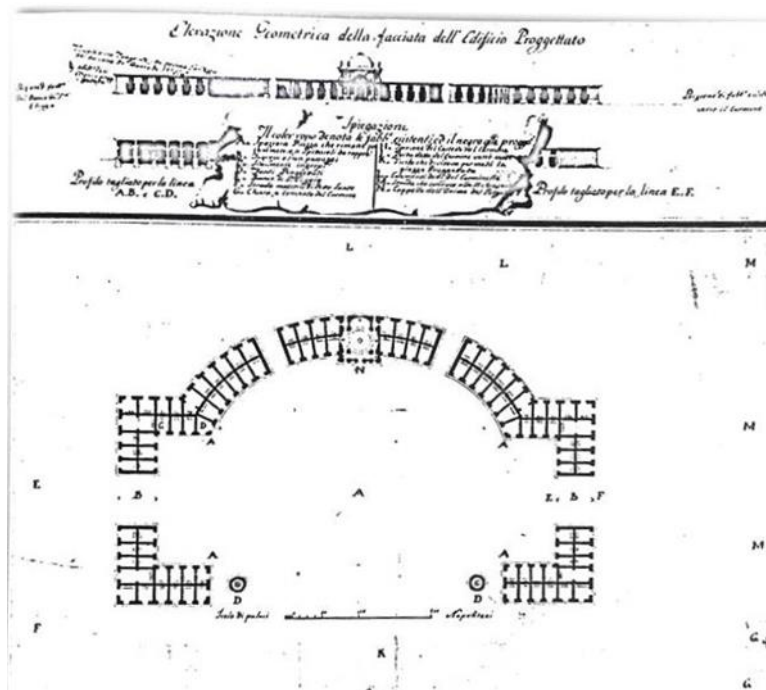


Figure 3. Francesco Sicuro, map and raised shops

Certainly, some significant buildings, excluded from a direct perception, such as the apses of the church and the building of the bank of Sant'Eligio or the church and the bell tower of the Carmine, cannot be completely overlooked by the use of the new square. For this reason, the architect, by configuring the new buildings containing the shops, leaves wide perspective openings, 5 entrances, however clearly representing the crisis points of the planning.

Francesco Sicuro, forced to demolish, for the damages suffered by the fire, the small church of Santa Croce and that of Santa Croce in Purgatory created a new religious building, with a central map.

From the church of Santa Croce, Francesco Sicuro originated two arms of shops designed in the form of semi-elliptical exedra. The openings to the surrounding areas were already practiced on the sides of the church just after four shops. The wide exedra that strongly expands the square-shaped reticular system continues up to two large openings on the sides towards Sant'Eligio and the Carmine until it rejoins spatially, towards the curtain of the buildings on the southern side, with two symmetrical bodies configured in L shape.

This project does not change but it will be added to the irregular form of the space circumscribed by a modest housing, strong of a settlement stratification.

The point of view from which the market square will be represented, after the realized project, will be completely different.

In fact, the objective will be to capture the symmetry of the hemicycle in the precise architec-
tonic design of courtly forms of the sicilian architect Sicuro and the centrality of the new church of the cross placed in the middle.

The space badly calibrated in the volumetric ratios failed due to the reduced height to confer the autonomy that the new urban invasion should have with respect to the buildings of the old square. This mistake has undermined the objectives of urban redevelopment of the square, as it still retains that indeterminacy which is precisely the limit that must be overcome.

This arrangement of the square has remained unchanged until today. The following interventions have mainly concerned the urban surroundings of the system Market Square - Carmine Square.

RECONSTRUCTION

Naples most affected by the bombing, especially the areas close to the port. Thus, after a rather troubled process, it was approved the reconstruction plan for the market and adjoining port district, drawn up by Luigi Cosenza, which provided for a rationalist drive through the demolition of many pre-existing ones. The very innovative plan designed a new skyline for the central-eastern part of the city, and it was only partially realized and negatively connoted by a series of speculative buildings, such as Palazzo Ottieri, started in the late 50 years that it encloses the square on the south side with a poor quality architecture and clearly out of scale with respect to the surrounding and pre-existing fabric.



Figure 4. Palazzo Ottieri from Market Square, today

THE REALIZATION OF NUOVA MARITTIMA STREET

At the end of the '70s, the realization of this double lane street with traffic splits led to the isolation of the ancient vado of Carmine of 1748 (Bonpiè) at the behest of Charles of Bourbon, and of the two Aragonese towers.



Figure 5. BEFORE (on the left) and AFTER (on the right) the realization of Nuova Marina Street

Definitively, among the many accidents that have damaged the Market area over the centuries, our era is the one that left the most nefarious signs upsetting the continuity between Market Square, Largo and Forte of Carmine that in the iconography of the city always represented an inseparable whole.

URBAN EMPLOYMENT PLAN

By editing the preliminary document of the urban employment plan of the scope 21, the Administration intends to implement the current PRG, approved by decree of the regional council in 2004.

Expected interventions:

- **Esedra requalification**
- **Palazzo Ottieri**
- *Opening of some ground floors*

It is planned to open some of the ground floors, precisely at two points, allowing in this way the direct access to the square from Nuova Marina street, so from the coastal front.

In this way, Market Square is "reopened", being today totally "closed" towards the sea by the huge Palazzo Ottieri. One of the points in which the opening is planned consists of unused spaces, because it is the site of a disused business site.

- *Horizontal thinning, eliminating two of the floors in coverage*

The reactivation in volume and in height of the pre-nineteenth-century historical morphological structure is expected, obtained from a careful analysis of historical photographic and iconographic documentation.

According to the instruments in force, the volume resulting from this intervention must allow the settlement of the inhabitants at the 2001 census (year of the adoption resolution of the Variante). The census data to be taken into consideration is that relating to section n. 1624 in which Palazzo Ottieri insists that it is about n.374 residents.

Taking into account the planning regulations in force, it is assumed that each inhabitant to settle corresponds on average 100mc empty to full. To the 374 inhabitants mentioned in the census to 2001 corresponds a volumetric equal to:

$$(374 \times 100)\text{mc} = 37400 \text{ mc}$$

To this volume must be added 20% of total volume to be allocated to activities such as shops, collective services for information, professional studies, etc.

The total volume of the reconfigured building will be:

- ground floor: $4.60\text{m} \times 1900\text{m}^2 = 8740 \text{ mc}$
- remaining floors: $8 \times 3.30\text{m} \times 1900\text{m}^2 = 50160 \text{ mc}$
- Total volume: $8740\text{mc} + 50160\text{mc} = 58900\text{mc}$

The 20% of the total volume is 11780mc.

Therefore, the remaining 47120mc of the total volume of the reconfigured building appears to be much larger than the volume required for the resettlement of the inhabitants in 2001.

- *Roof garden*

The decrease of 1°C of the surface temperature reduces the electricity needs of the building by 5%, this reduction is linked to the lower demand for electricity for heating and cooling of the rooms. There are several advantages offered by the use of this type of precaution: optimization of the surface, a green roof allows the creation of a usable space for various uses; increase in quality of life; climate improvement; considerable water retention; filtration of powders and polluting substances; reduction of noise pollution, green roofs reduce acoustic reflection and protect both from the insertion and emission of sound waves. The improvement of the acoustic insulation results from the vibration damping on the green surface on one side and the acoustic absorption property of the vegetation on the other; additional thermal insulation.

The Parking Issue

The project starts from a fundamental and very drastic element, the pedestrianization of the Market Square area, Piazza Carmine and Largo Masaniello; This is how the problem of parking was born in different ways. A special area will be prepared for the loading dock, necessary for the function to which the square will be destined, the commercial one.

THE PROJECT - FUNCTIONAL DIAGRAM

Macro pedestrian paths have been created that give an order in the transit of the immense Market Square area. We propose the functional diagram from which we start to design the new market square. Among the main macro routes there are those derived from the Esedra perspective openings; there are the two openings of the ground floors of Palazzo Ottieri that connect Marina Street directly to Market Square; there is the one in Carmine Square that leads from Marina Street to the entrance of the Basilica of Carmine Maggiore; the last one, no less important, the one that from Market Square along the Palazzo Ottieri arrives at the entrance to the Basilica and on the other side to Sant'Eligio. In addition to the routes, the areas to be allocated to green areas open to the public, the area where the church square of the Basilica of Carmine Maggiore will be restored, and the area in which the "market" function will be restored, were schematized.

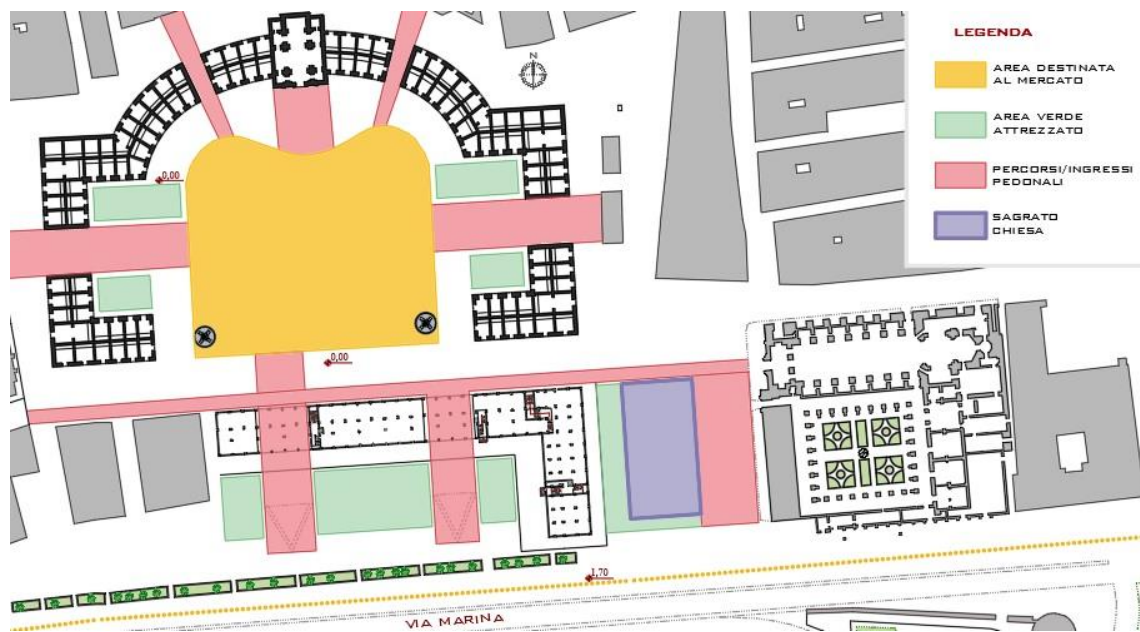


Figure 6. The Masterplan



The materials

Natural lava rock typical of the Neapolitan territory, once cut it is worked on the exposed face and brushed, making the color darker and more intense, it will be used for the paving of the macro pedestrian paths, separated by the resulting areas with travertine strips.

Reuse of bases that covered in both Market Square and Carmine Square will be reused to cover the resulting spaces with the creation of macro pedestrian paths.

Travertine a natural flooring material, with a lot of history, tradition and charm. It has been decided to use this material for the bands that delimit the macro pedestrian paths and the sidewalks in front of the shops, to create a contrast with the lava stones and the bases.

Bench/ relax island in teak, a timber coming from the tropical islands, is composed of several planks placed in succession to form relaxing islands. The supports are made of steel plate corten sp. 8 mm with plate prepared for fixing to the ground with plugs.

Cast rubber flooring, is made of non-toxic, recycled and recyclable materials. Indicated for all, the cast rubber allows to cover the most critical points, guaranteeing a uniform and practicable surface even for those with mobility difficulties.

Disused containers

The reuse of containers becomes more and more widespread, as in the Container city in London, in the Student house of Utrecht, in the port terminal in Seville. For the Market Square, the idea is that of a box shop made with energy-saving, bioclimatic containers.

We thought to an arrangement that would give back a unit to the square by going these paths to meet at the center of it. The containers follow the routes in order to create a sense of crossing the square, without creating dispersion for the user. The disposition of the containers merges the different paths that come from quite distant points.

Advantages

Demountable structure and very limited timing for assembly and disassembly of the structure. To prevent the container from overheating in the hot sun of Naples, thanks to some arrangements the problem has been bypassed. Among all, the establishment of various openings in strategic points that allow constant ventilation and the use in the covering of the roof garden (increased bioclimatism of the container), can offer additional insulation. It is also thought about the possible use of a green wall. The designed prototype has long glass partitions with the aim of obtaining open or closed spaces according to the needs. The module mostly transparent is designed to ensure the use of natural light during the day, and ensuring the lighting of the square in the evening, when the lights of the windows add up, creating movement and liveability. To cope with the state of obvious social degradation of the area.



Figure 7. The Temporary Shop

The idea

The idea for Market Square is to use these prefabricated structures revisited to host the trading function, more precisely:

Temporary shop, a new way of doing business

Opening temporary stores to advertise and sell products appears to be succeeding in Italy. Reduced costs, slender bureaucracy, together with the right mix of location, clientele and innovation guarantee the success of the activity. A temporary store is basically an idea of marketing: these are temporary stores, opened only for a few weeks out of the year, to promote a brand or launch a new product on the market.

Temporary stores are a recent evolution of the retail distribution sector, they are shops that suddenly appear as quickly dissolve, enriched with innovative events and communication formulas, effective for testing the sale of products in a concrete way, explore new markets, measure consumer satisfaction, launch a new article. The opening of one of these temporary shops, however, always requires the opening of a VAT id number, as for the Italian tax authorities, this is in any case the exercise of commercial activity, even if the same is protracted only for a few weeks.

Born a few years ago in Great Britain, since 2005 they have gradually begun to spread also in Italy. The marketing experts have defined temporary stores as promotional campaigns that are

self-financed through the sale of the products themselves. This is a sales strategy born with the aim of testing the reaction of consumers against new products, to test their potential and the market, and which is now spreading.

Main aspects:

- aesthetic care of the point of sale, communicative vocation
- strategic place to attract the largest number of customers, create interest
- limited edition merchandise, reduced price, unique products
- direct supply from the company to the retailer, lower prices
- countdown to the closing of the store, this involves an event anxiety in order to cause impulsive buying
- response to the economic crisis, a solution that breaks down fixed cost

Expected obligations

Temporary stores can only remain open from one day to a maximum of 6 months. Many temporary stores are opened by merchants who already have their own business, and in this case, the only fulfillment to be implemented, in addition to those already in possession is the presentation of the certified Communication of the activities commence (so-called "SCIA").

New function

The criterion of "environmental sustainability" is satisfied, we re-convert the backbone of a used naval container, combining the need, on the one hand to preserve its previous identity and on the other to make it functional to the specific use and pleasant in urban insertion. The structure, easily available on the local market, satisfies the main requisites of disassembly and transportability. It is a "recycled" structure, which involves environmental gains in the use of new raw materials. The very light structure, is transported to the place of installation by a pivot and positioned in place with a crane equipped with a rocker arm in a few minutes. The architectural project consisted in the removal of part of the perimeter-corrugated metal sheets and the relative replacement with sliding glass with 16 mm thick safety glass. On one of the short sides, a window is provided to allow natural ventilation during the warmer periods.

Vertical green wall

The maps grow on fabric panels hydroponically; these panels are supported by a modular structure spaced from the wall to guarantee the ventilation and waterproofing. The irrigation and fertilization system is automatic and autonomous. All the used technologies guarantee low maintenance costs. The Vertical Outdoor Garden creates a 'second skin' to the building, saving energy and reducing the operating costs of the building. During the summer, the walls overheat, causing an increase of the internal temperatures of the buildings, thus increasing energy consumption and costs for air conditioning systems. Noise pollution is becoming a growing problem for the cities and the installation of this kind of panels can be a great help for this aspect.

Carmine Square

Closing of the square towards the Marina Street

Also in this case the whole area is brought pedestrian. As we know the area of Carmine Square in the past, unlike Market Square was completely closed to the marina, completely inside the wall, which is completely distorted with the system of Nuova Marina Street, as we saw earlier. The design intent is that of "re-close" Carmine Square. This aim has been achieved by creating a stair-ramp that exceeds the difference in altitude of Marina Street compared to that of Carmine Square (1,70m). Reorganization and enhancement of the churchyard of the Basilica of the Carmine Maggiore. The area will reconstitute the churchyard of the Basilica del Carmine Maggiore. A macro-path is created that leads from the stair-ramp to the entrance of the church and in the westernmost part of the square there is an area with teak benches/islands that are arranged to create a semi-circle, a rest stop, a sort of open-air theater. With this configuration, it is possible to restore the churchyard in front of the church, with the possibility to celebrate outdoor functions, with the possible addition of temporary seats. To limit and shield the oppressive effect that Palazzo Ottieri has on the square, a green area is planned which then creates a natural filter. This arrangement gives back to the square the social function of a place of aggregation, a function that it had in the past but that was "stolen" from modern urban planning, first of all the parking.



Largo Masaniello

Accommodation in a public green area equipped for both users and residents. This space is regenerated and houses a soccer field, green areas, playgrounds and a rest stop with a kiosk, which complies with all industry rules. This area is configured in such a way as to create pedestrian and cycle parking areas, not only for tourists and for those who come from Marina Street, but also for the inhabitants of the neighborhood. The current configuration of Largo Masaniello is completely redesigned as it houses the two macro paths that lead from Marina Street directly to Market Square. The new aspect of the area creates an invitation to enter into the square, opens it to the marina area.



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