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550 ha

TOTAL EXTENTION
OF THE ESTATE

03.1 FOREWORD

The project we have developed introduces a viable intervention proposal verified by the technical office of the Livorno town council, but in no way binding since it has not yet been submitted to the competent office. Having said that, here are some comments of a general nature.

The Popogna estate stands in the hilly region of the Livorno municipality. It has excellent connections with the rest of Italy (it can be reached via the Genova Rosignano motorway) as well as with the rest of the world, since it is only a few kilometres from the international airport of Pisa.

The port of Livorno, from which ferries depart for destinations all around the Mediterranean, is undergoing significant innovations which will turn it into one of the most important tourist ports in the Mediterranean.

Nevertheless, Popogna is a peaceful oasis, one of nature's jewels, and within the estate one feels bathed in green and away from it all.

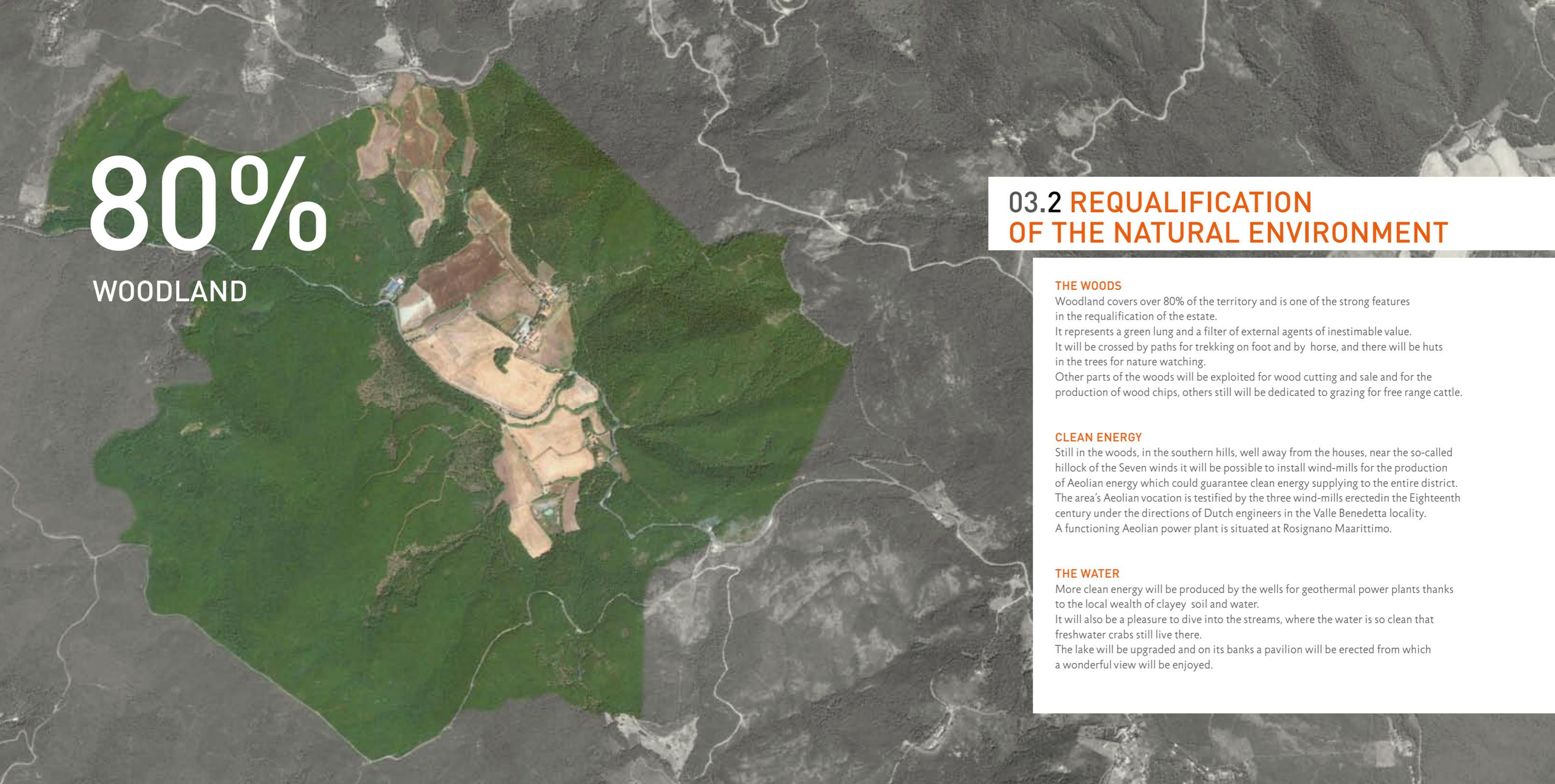
The vast expanse of its grounds is for the most part Mediterranean maquis and the bordering lands are State property, which are also mainly woodland and largely uninhabited.

The area has a wealth of water, too: aside from the artificial lake there are many springs, where in the past people drew drinking water renowned for its purity, and brooks in which you can still fish freshwater crabs.

The scenery is particularly verdant and relaxing, surrounded by hills to the north, east and south and a valley opening westwards to the sea.

The area's vocation for tourist reception is very marked.

The requalification will have to foresee the valorisation of farmland and woodland and different types of building interventions.



80%

WOODLAND

03.2 REQUALIFICATION OF THE NATURAL ENVIRONMENT

THE WOODS

Woodland covers over 80% of the territory and is one of the strong features in the requalification of the estate.

It represents a green lung and a filter of external agents of inestimable value.

It will be crossed by paths for trekking on foot and by horse, and there will be huts in the trees for nature watching.

Other parts of the woods will be exploited for wood cutting and sale and for the production of wood chips, others still will be dedicated to grazing for free range cattle.

CLEAN ENERGY

Still in the woods, in the southern hills, well away from the houses, near the so-called hillock of the Seven winds it will be possible to install wind-mills for the production of Aeolian energy which could guarantee clean energy supplying to the entire district. The area's Aeolian vocation is testified by the three wind-mills erected in the Eighteenth century under the directions of Dutch engineers in the Valle Benedetta locality.

A functioning Aeolian power plant is situated at Rosignano Maarittimo.

THE WATER

More clean energy will be produced by the wells for geothermal power plants thanks to the local wealth of clayey soil and water.

It will also be a pleasure to dive into the streams, where the water is so clean that freshwater crabs still live there.

The lake will be upgraded and on its banks a pavilion will be erected from which a wonderful view will be enjoyed.

75 ha

FARMLAND

03.3 THE FARMLAND

The estate is located in the most northern part of the Livorno Maremma, a territory with a strong bent for the production of excellent wines and oils. It's a zone of free range cattle, the "Maremmana" breed, which also grazes in the maquis.

The farmland will be returned to its original look, with olive groves and vineyards which have always been the traditional cultivations of Popogna and of all the surrounding area.

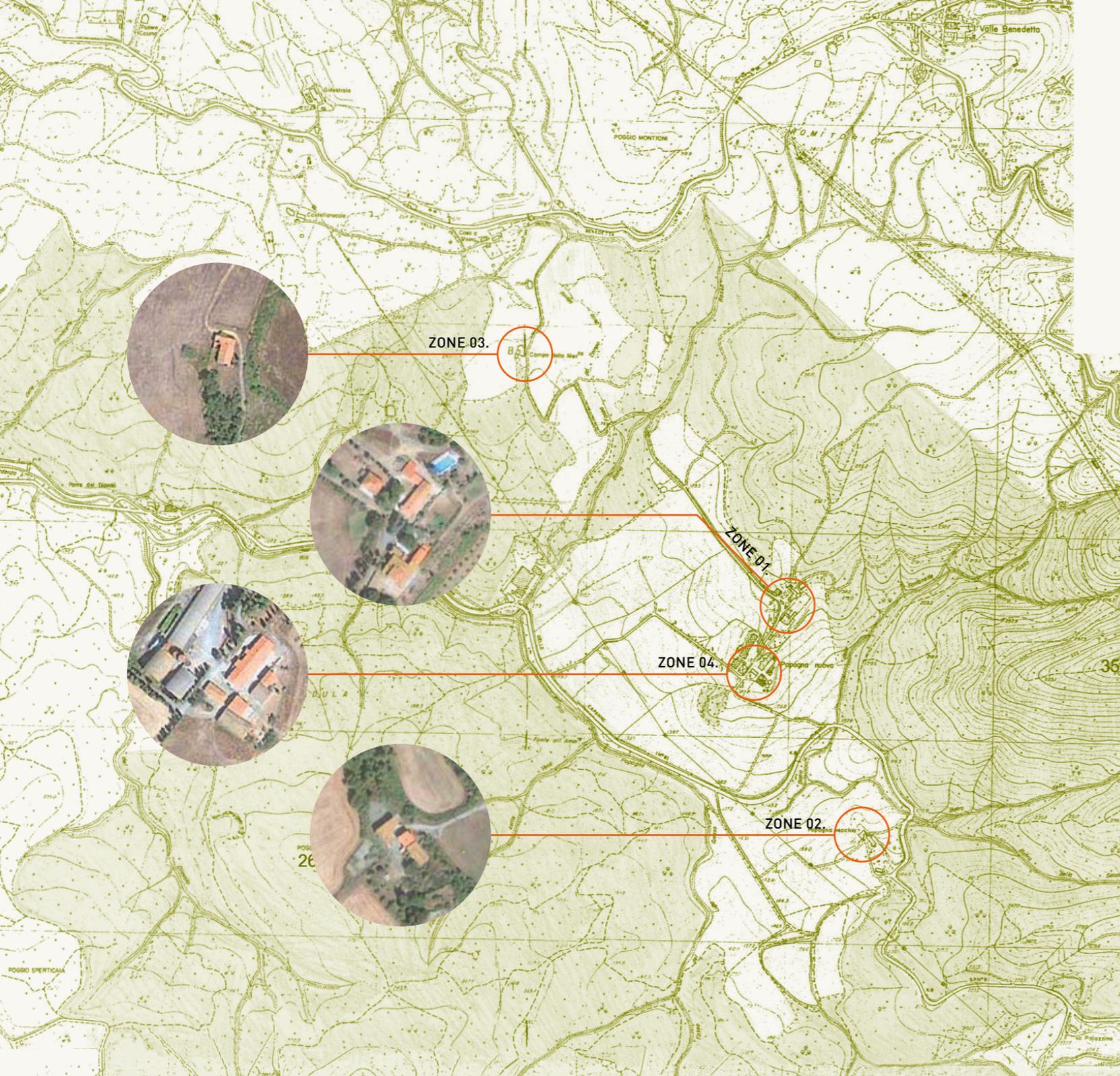
It will be possible to reintroduce herds of free range livestock, such as Maremmana cattle, donkeys, but also to breed game and boars.

Another part of the grounds will be designated to sports areas:

In the present horse stables area there will be a new riding school with stables, from which trekking paths will depart through the woods to join the existing ones and from there to the horse trekking routes which cross the entire area from Pisa to the sea. Towards the main road in a zone removed from the buildings a sports area with facilities for tennis and futsal (indoor soccer) will be created.

LEGENDA

-  Pasture land
-  Vineyards
-  Olive groves
-  Cultivated land
-  Sports area



03.4 THE REQUALIFICATION OF BUILDINGS

THE ZONES

The existing edifices were erected in various periods and with different functions.

There are four clusters of buildings:

ZONE 1 the villa and its outhouses

ZONE 2 Popogna Vecchia , the ancient farmers' village, immersed in the countryside, overlooking the lake

ZONE 3 The so-called "Mint Field", with the old shepherd's lodge, isolated in the hilltops

ZONE 4 the stables and barns and the workers' lodgings, built in more recent times.

LIVORNO TOWN PLANNING PROJECT

The new Livorno town planning project (1998), drawn up by Studio Gregotti, has listed the Popogna estate among the tourist and residential development areas, foreseeing the possibility of recovering and refurbishing all existing edifices, including those partly in ruins, and the creation of new infrastructures connected with tourist and sports activities. From the point of view of development and valorisation potential the Popogna estate area represents a truly unique resource in terms of size and versatility.

The area stretches over two different normative zones: the "villas with park of historic significance" and the "hill belt".

The recovery of existing buildings is foreseen and a 25% increase in volumetry for edifices dedicated to tourist accommodation.

Overall, existing volumetry amounts to 33,357 m³.

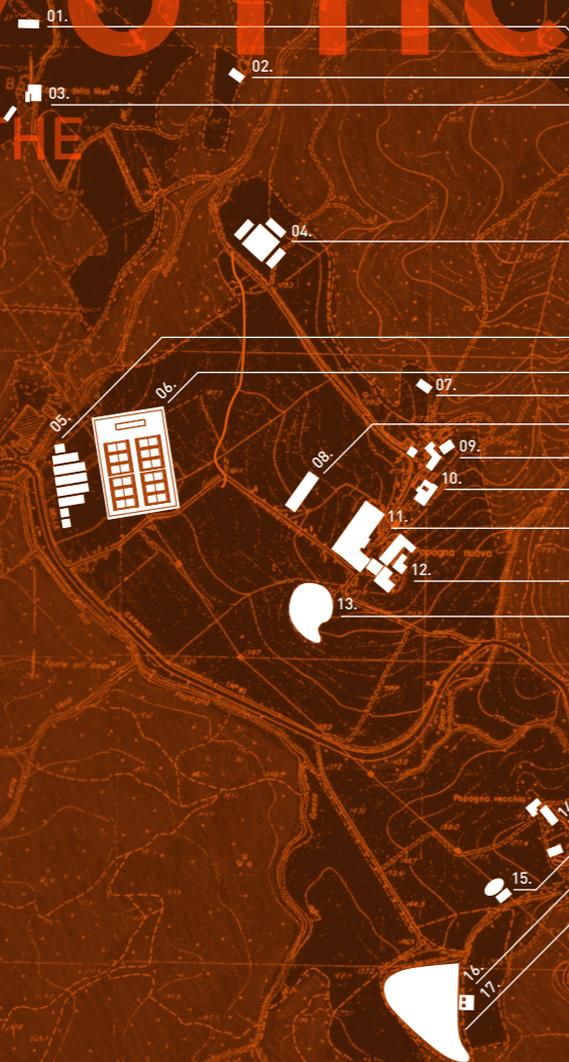
The new volumetry will amount to approx. 41,000 m³.

INTERVENTIONS FORESEEN

A DIA – operations start-up notification **B**-Building concession **C**-Territorial plan (this takes more time but allows for conventions with the town council).

41.696 mc

TOTAL VOLUMES OF THE REQUALIFIED AREA



03.5 SITE PLAN

VOLUMES	MC EXISTING	MC NEW
01. club house riding school	/	600 mc
02. club house archery	/	600 mc
03. campo alla menta country savoury	2.088 mc	/
04. riding school with stables	/	600 mc
05. parking	/	/
06. tennis	/	/
07. meditation pavilion	/	600 mc
08. solarium and swimming pool	/	/
09. apartments	5.308 mc	/
10. villa	4.130 mc	/
11. hotel wellness centre	9.061 mc	5.339 mc
12. mini apartments	9.545 mc	/
13. patch of woodland	/	/
14. apartments in Popogna Vecchia	3.225 mc	/
15. swimming pool and changing rooms	/	/
16. tea room , bird watching	/	600 mc
17. lake	/	/
total:	33.357 mc (existing)	8.339 mc (+ 25%)
admissible volumes :	41.696 mc	

23.945 mc

HOTEL AND MINI APARTMENTS

03.6 STABLES AREA

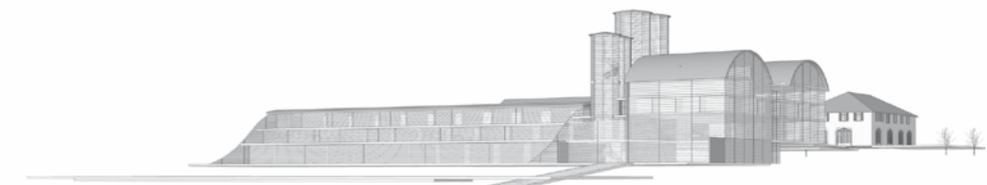
Most of the increase in volumetry will be concentrated in the zone of the old stables, of more recent epoch.

From here one can appreciate a wonderful view westwards, the sunsets and the sea. The inside of the building will be completely converted and new volumes, camouflaged to melt with the surrounds, will be added to accommodate bathrooms and an underground car park.

The present silos will be converted into suites commanding an unforgettable view.

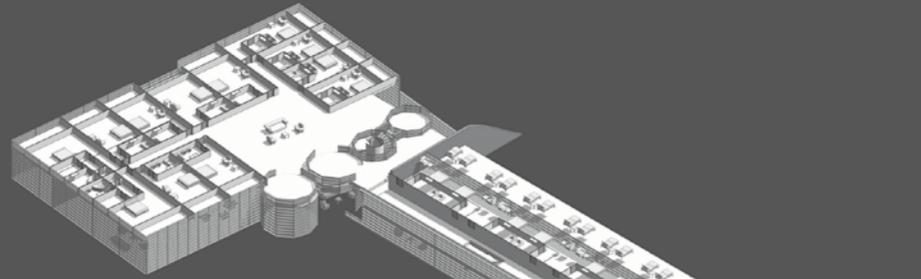
A large swimming pool will overlook the countryside.

The buildings behind the stables will make up a small village with flats facing the valley, meeting rooms and congress rooms.



01. view of the hotel from driveway

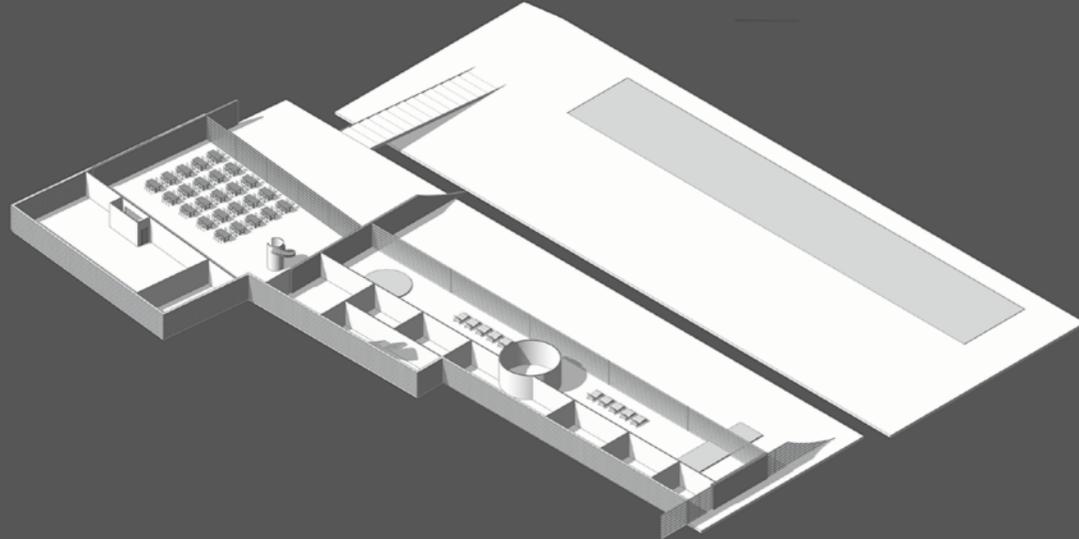
01.



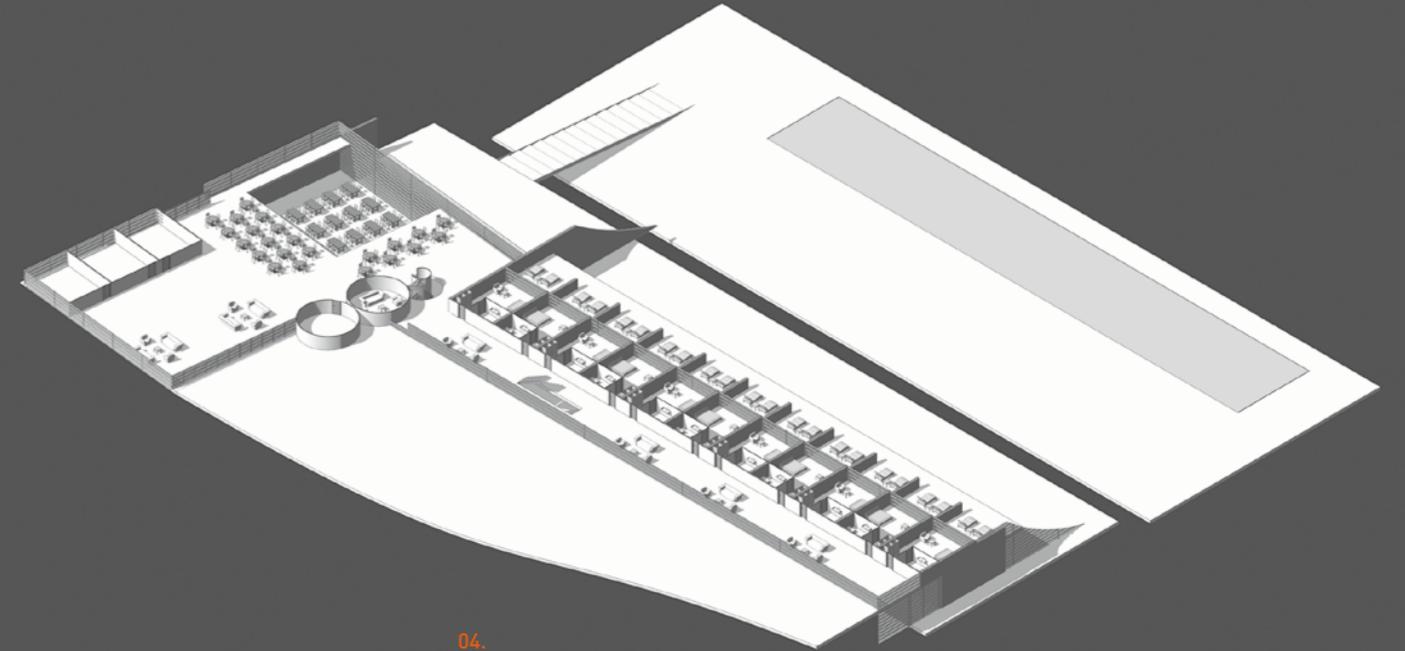
02.



03.



04.



- 01. first floor rooms and solarium
- 02. ground floor reception, bar and rooms
- 03. basement floor restaurant, kitchen, swimming pool and wellness zone
- 04. overlapping of basement and ground floors



01. view of hotel from estate driveway



02. view of the sea from the hotel



01. view of the swimming pool

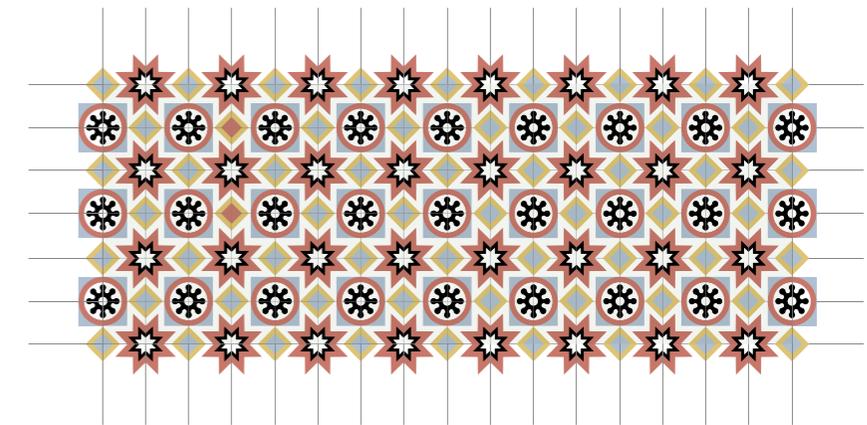


04. view from above of the hotel and villa areas



03.7 THE VILLA

The 850 m² villa stands in a domineering position with respect to the surrounding territory and enjoys wonderful views of the entire estate. The inside is characterized by the vast entrance hall with gallery all around, resulting from an excellent restructuring intervention carried out in the 30's. There is an annexed chapel and an ample walled garden. It could become a meeting venue, club house or be converted into a hotel de charme or wellness centre. It falls within the scope of the art. 14 norm "villa with park and historical appurtenance" and its volumetry is 4,137 m³.



01. pattern of internal floors of the villa



13.621 mc

THE RURAL BUILDINGS

03.8 THE RURAL BUILDINGS

According to the town planning project the rural buildings stand in the planning area of art. 32 (hills area)

Interventions on the buildings will be carried out with special attention to preserve the character of the place, in an effort to revitalize the territory without spoiling it. In the areas of the villa, the Mint Field and Popogna Vecchia the restructuring of existing buildings is envisaged, which will be turned into a charming small hotel, a beauty farm and some apartments, maintaining their original rustic flavour. The new interventions in these zones will be perfectly in keeping with the context and will include wellness plants, common recreational areas, congress facilities, swimming pools, huts in the woods and on the lake to allow visitors to enjoy and scenery, the sound and sight of the wildlife of the woods.

VOLUMES	MC EXISTING	MC NEW
the "Campo alla menta shepherd's lodge	2.088 mc	/
club house riding school	/	600 mc
club house archery	/	600 mc
apartments zone 1	5.308 mc	/
riding school with stables	/	600 mc
meditation pavilion	/	600 mc
apartments in Popogna Vecchia	3.225 mc	/
tea room , bird watching	/	600 mc
admissible volumes	10.621 mc	3.000 mc



CONTACT