

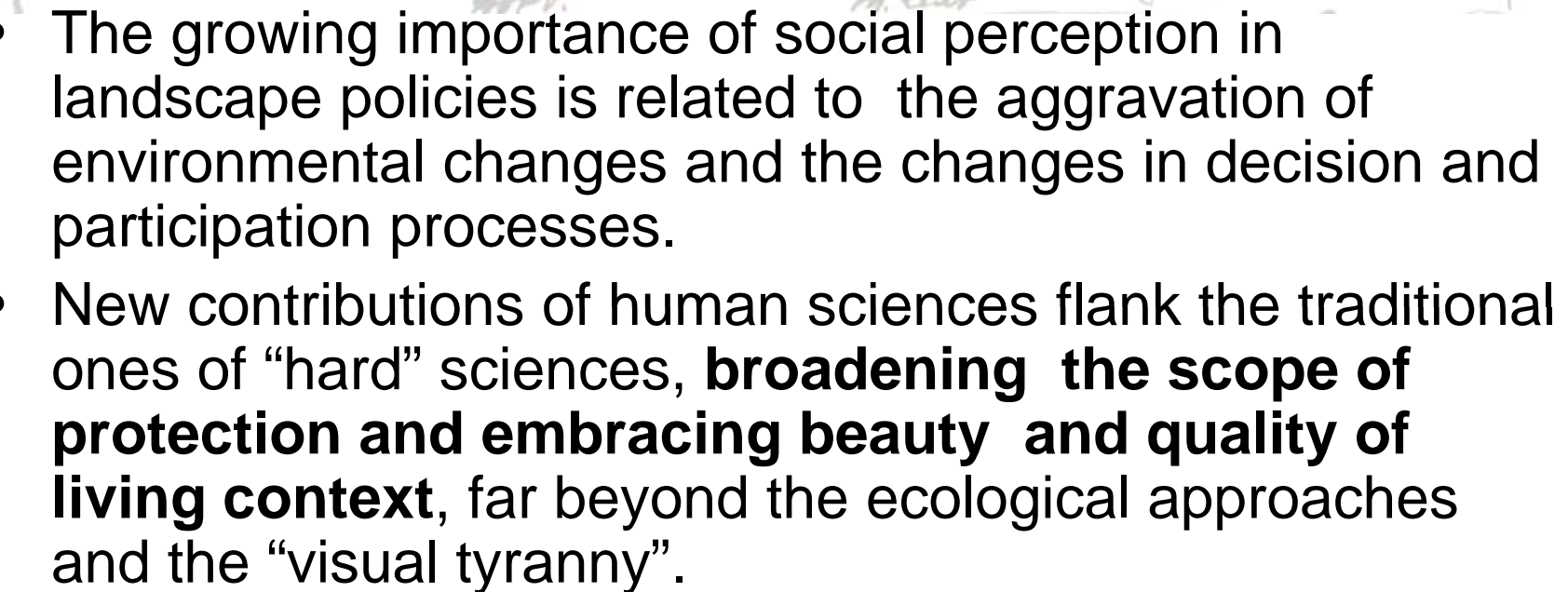
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LANDSCAPE PERCEPTION AND REGULATION: opposition or integration?

Claudia Cassatella, Roberto Gambino

**CED-PPN European Documentation Centre on Nature Park Planning
Inter-University Department of Regional and Urban Studies
Politecnico di Torino**

1. The importance of social perception

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- A sketch of a rural landscape with people and animals. The scene is rendered in a loose, expressive style with visible pencil or charcoal lines. In the foreground, several figures are engaged in various activities: one person sits on the ground, another stands near a large bundle, and a third is seated. A dog is visible in the lower left. The middle ground shows more figures, some carrying loads, and a large, textured structure that could be a haystack or a building. The background features rolling hills and a few trees. The overall atmosphere is one of daily life in a rural setting.
- The growing importance of social perception in landscape policies is related to the aggravation of environmental changes and the changes in decision and participation processes.
 - New contributions of human sciences flank the traditional ones of “hard” sciences, **broadening the scope of protection and embracing beauty and quality of living context**, far beyond the ecological approaches and the “visual tyranny”.

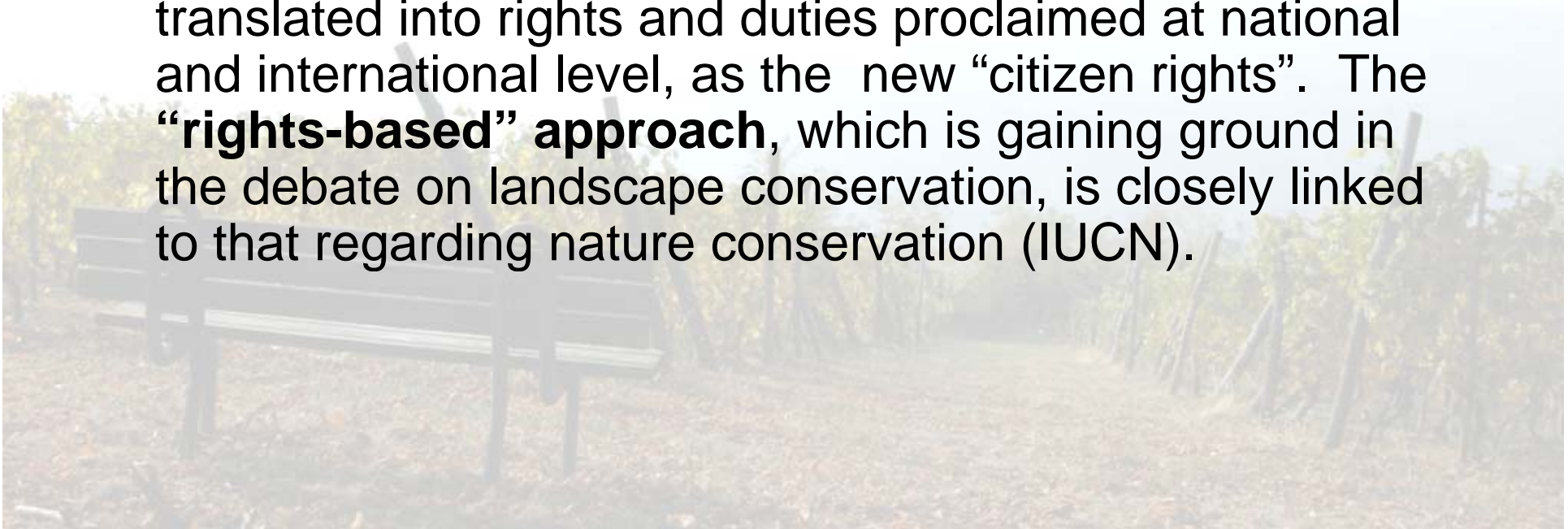
2. Perception vs Regulation?

- Perception and regulation apparently reflect two antithetic perspectives:
- On the one hand, **ineluctable relativism, ever-changing processes of signification**
- On the other hand, regulation seems to be based on the recognition of landscape as a common good, imbued with an **intrinsic objective system of values.**



3. Values and rights

- The defense of these values requires a public “regulation” of transformation processes, aiming to reach the “landscape intentions”, with the necessary **effectiveness and social justification**.
- Such regulation is even more democratically legitimated to the extent that acknowledgments of value are translated into rights and duties proclaimed at national and international level, as the new “citizen rights”. The **“rights-based” approach**, which is gaining ground in the debate on landscape conservation, is closely linked to that regarding nature conservation (IUCN).



4. Landscape planning between perception and regulation

- Can these two perspectives in some way, co-exist? Is it possible to reconcile the aperture towards perception and social participation with the effectiveness of the rules and tools by which the public operator can intervene in the real processes?
- And, first of all, is there still any sense in “projecting” the landscape? If “**project**” means a **broader collective process** by which a community imagines and chooses its future, if it means its “territorial designs”, then each landscape is “projected”: “**no project no landscape**”, as we cannot conceive the human presence outside a projectual dimension.

5. Features of landscape planning

- **The landscape project** which is expressed by landscape planning is **not a mere set of rules, but a framework** for guiding the “landscape protection, management and planning”:
- a variety of tools and forms, **from the “strategic” plans to the statutory ones**
- broadly linked to “**immaterial**” actions (awareness raising, knowledge, training and education etc.)
- extended to activities that affect landscape (agriculture, water management, forest activities, urban design, transport...).
- identification of social **stakeholders**, involved or to be involved.
- division of **responsibility** (central State - universal values and national identities, Regions - landscape planning and enhancement, local authorities - regulating land use?)
- **generation of images and new meanings**, a palimpsest of the collective transformation of the landscape: a shared representation of a better world.

6. Perception AND regulation: new approaches

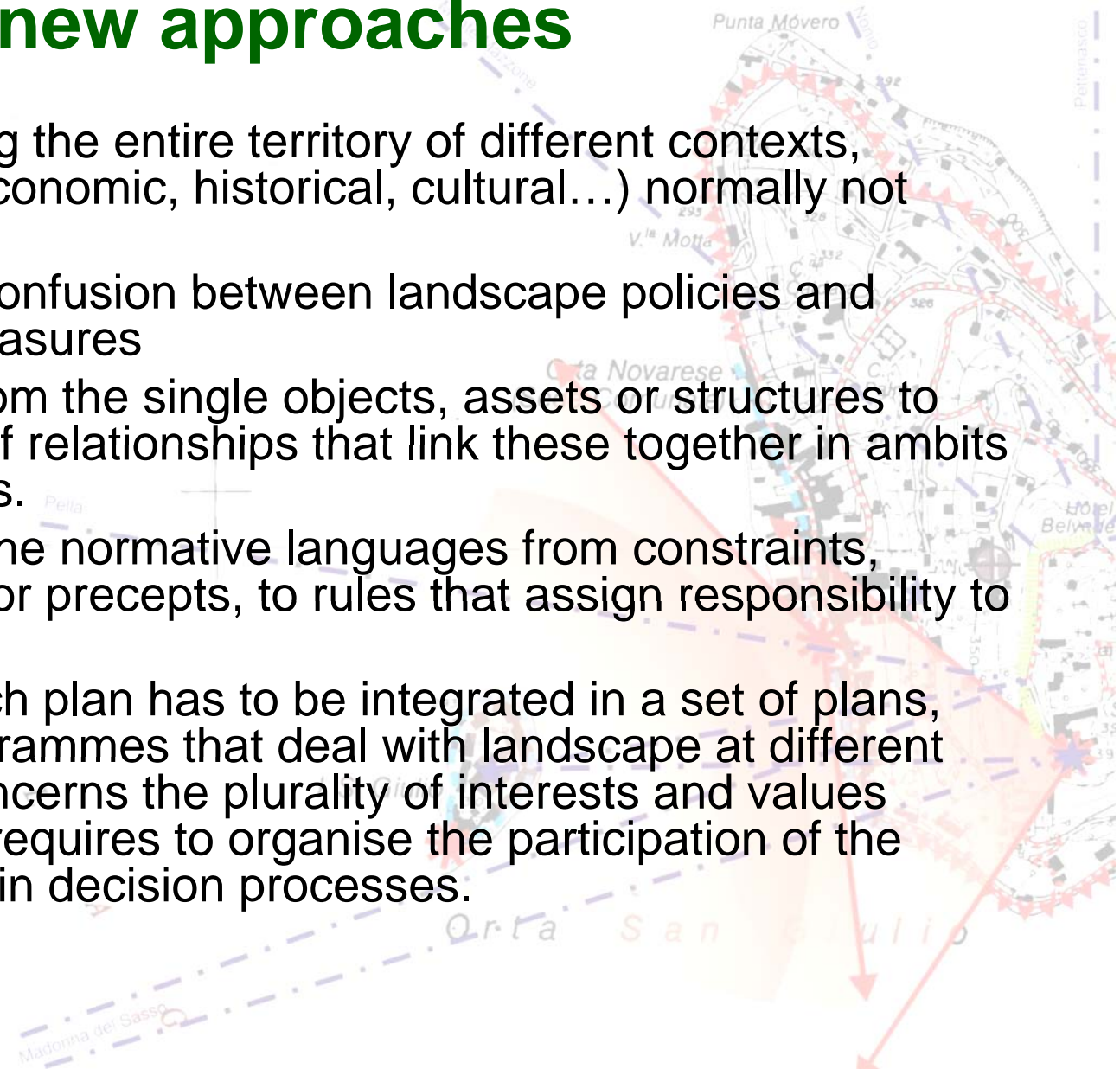
Scoping: considering the entire territory of different contexts, (ecological, economic, historical, cultural...) normally not coincident

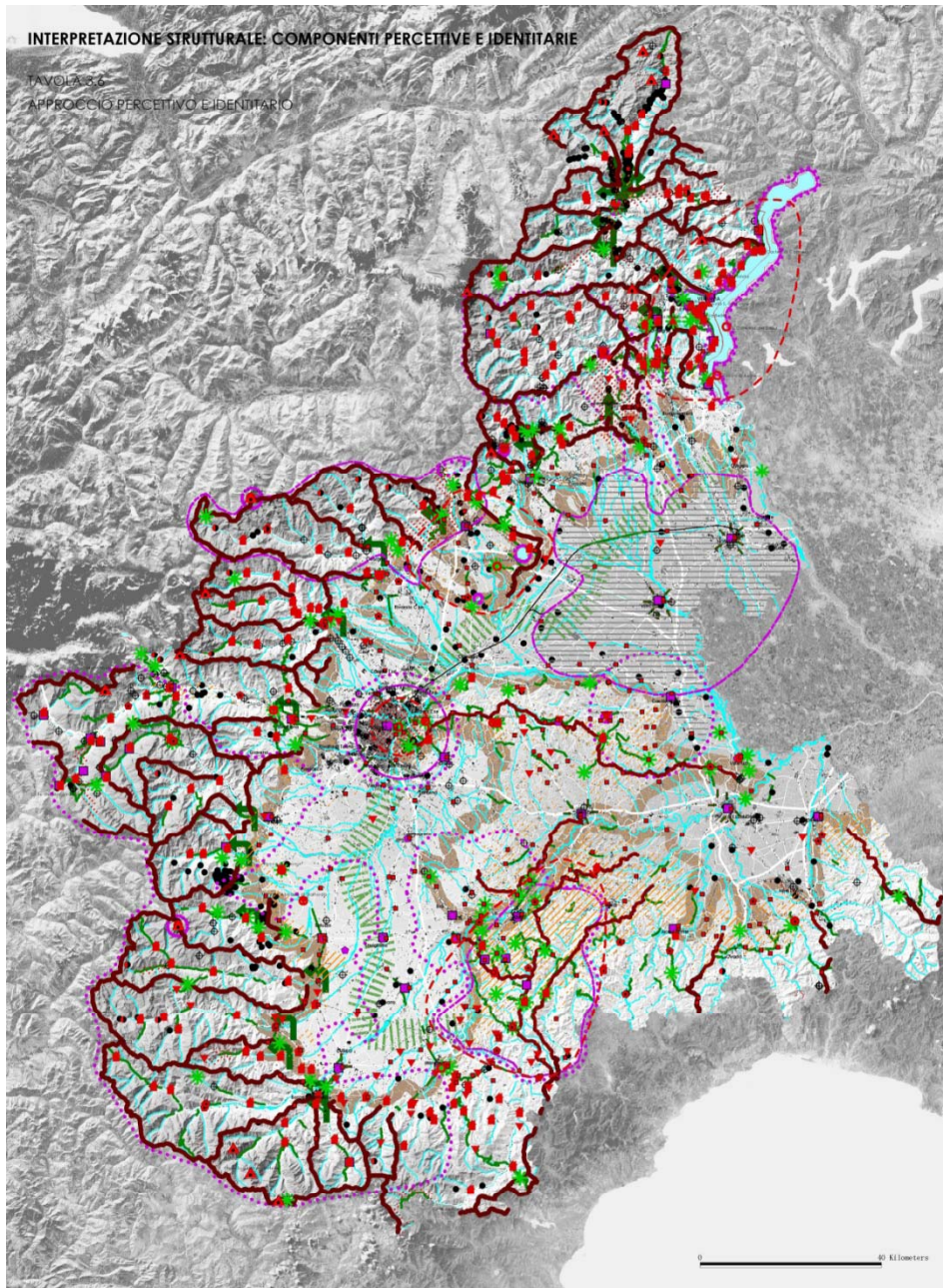
Role: avoiding any confusion between landscape policies and regulatory measures

Focus: redirected from the single objects, assets or structures to the systems of relationships that link these together in ambits or spatial units.

Aperture: a shift of the normative languages from constraints, prescriptions or precepts, to rules that assign responsibility to the recipient.

Trans-scalarity: each plan has to be integrated in a set of plans, projects, programmes that deal with landscape at different level. This concerns the plurality of interests and values involved and requires to organise the participation of the social actors in decision processes.

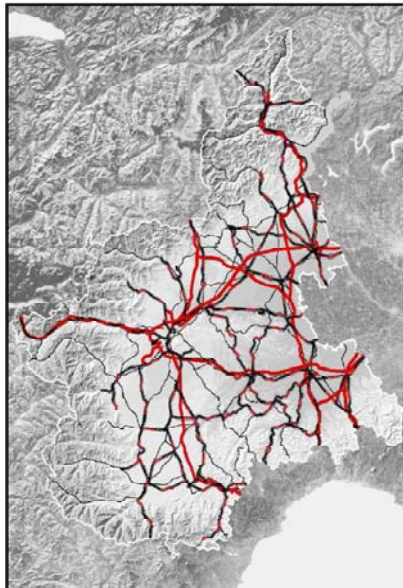
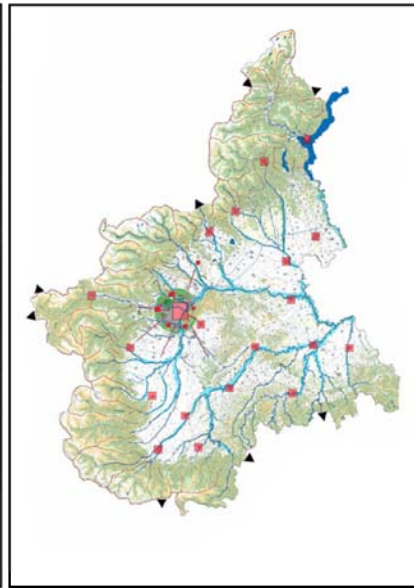
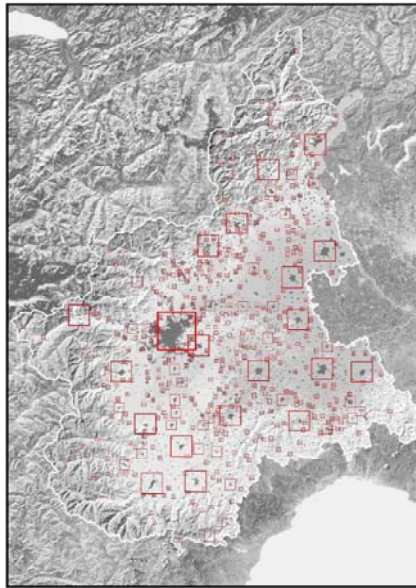
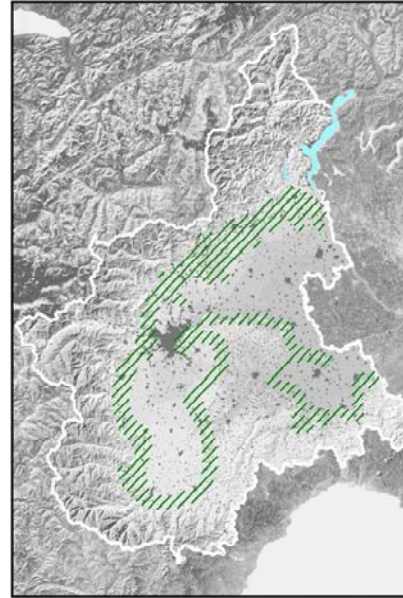
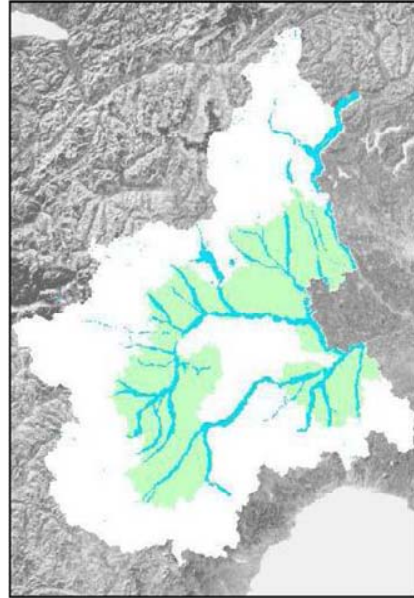
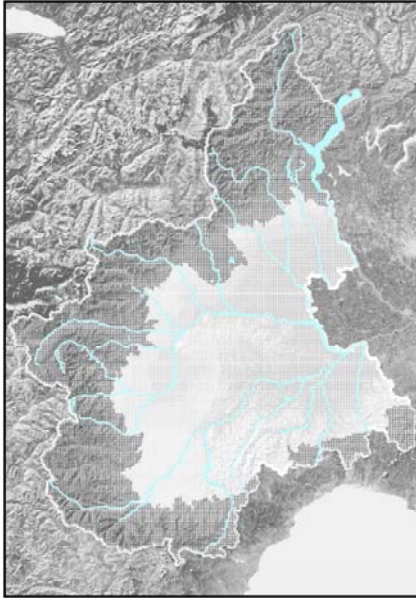




Regional Landscape Plan of Piemonte (Italy), Perceptual and Identity Structure (synthetic map). Ridgelines (brown), historical assets (red), scenic features (green), detractors (black), scenic features (green), recognized landscapes – or areas of immaterial values (violet).

Source: Piemonte Region, 2007, Per il Piano Paesaggistico Regionale [For the Regional Landscape Plan].





Regional Landscape Plan of Piemonte (Italy). Key themes of the Structural Landscape Interpretation. Alpine ridge, Hydrographic system, piedmont areas, urban hierarchy, metropolitan “Corona Verde”, infrastructures.

7. Technical-scientific challenges

- Scientific analysis, interpretations, evaluations and indications can contribute to a correct confrontation of diverse values and interests, facing the conflicts between the market's dynamics and the public rights

Scenic and sensorial aspects > expert approach, assessment and regulation

Identity and participation > public consultation, collective decision making (l. observatories, l. charters...)

Values, visioning and strategies > political and strategic level

- Identity building: planning scenarios play a crucial role in rendering perceivable the environmental stakes , stimulating awareness of the existing values, creating new values and shared identities.