

87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)  
Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

## Roads and traffic in touristic Mediterranean locations: the case study of Loano

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# 87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)

## Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

Roads and traffic in touristic Mediterranean locations: the case study of Loano – Location, representativeness and tourism – Where is Loano? Population and numbers of tourism



2022	
Population	10,758
Tourists in accommodation facilities	483,360
Holiday homes	9,500
Estimated daily summer population including non-resident people	70,000

Loano is a small town in the north-west coast of Italy, close to the border with France. It is not far from Monaco (about two hours by car) and from Geneva, too (see the map above, credits: Google Earth). Even if it is small (10,758 inhabitants in 2022), it is representative of about two hundred Mediterranean towns with a population between ten thousand and thirty thousand people. Besides it is visited by a huge number of tourists: in 2022 they were 483,360, 331,599 of which between June and September. But the summer population increase is also given by people coming in the holiday homes built in the last thirty years. Dealing with urban layout, Loano has some old areas surrounded by new districts (like many other Italian and Mediterranean cities). Mobility problems arise because people need to move from the modern suburbs to the city centre and from the hinterland to the coast in order to enjoy utilities such as the ones offered by the town hall, by schools, churches, shops, museums, offices, beaches etc.

# 87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)

## Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

### Roads and traffic in touristic Mediterranean locations: the case study of Loano – A pedestrian Renaissance town (1/5) – Loano and Doria family

Loano is a Renaissance town: the coastal part was designed according to the idealistic philosophy principles of the 15<sup>th</sup> and the 16<sup>th</sup> centuries. This means that:

- new structures and streets were designed in detail before being built;
- the existing buildings were integrated in the new urban environment.

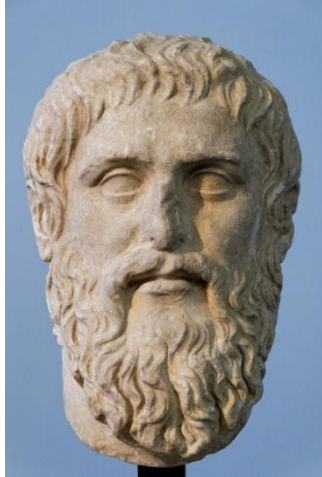


The renovation of Loano dates back to the late Renaissance, promoted by Count Giovanni Andrea Doria and Princess Zenobia del Carretto mainly between 1574 and 1578, but with other important building works at the end of the 16<sup>th</sup> century and during the 17<sup>th</sup> century (map credits: Google Earth; photo credits: Luca Palazzo, town emblem: [www.comuni-italiani.it](http://www.comuni-italiani.it))

# 87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)

## Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

### Roads and traffic in touristic Mediterranean locations: the case study of Loano – A pedestrian Renaissance town (2/5) – Idealism in philosophy and architecture



Rome, Musei Capitolini, the Greek philosopher Plato, 1<sup>st</sup> century A.D. (credits: Wikipedia, Marie-Lan Nguyen/Jastrow)

Pio II square in Pienza, the ideal city designed by Bernardo Rossellino in the second half of the 15<sup>th</sup> century (credits: Wikipedia, Andrea Bertozzi)



The Greek philosopher Plato is the father of Idealism, based on the concept that our imperfect world reflects a perfect world called *hyperuranium*. The *hyperuranium* is not visible or tangible, but can be understood only by our mind. That is why *Idealism* is synonymous with *Rationalism*, a philosophical trend that has been very successful in history. Idealist or rationalist philosophers can be found in Christian religion (Saint Augustine, Saint Thomas), during the 17<sup>th</sup> century (René Descartes, Blaise Pascal, Baruch Spinoza, Gottfried Wilhelm von Leibniz), in the Enlightenment (François-Marie Arouet known as Voltaire, Denis Diderot), during the 19<sup>th</sup> century (Johann Gottlieb Fichte, Georg Wilhelm Friedrich Hegel), etc. In architecture idealism leads to a detailed design of urban environment. Architects such as Leon Battista Alberti and Luciano Laurana (15<sup>th</sup> century) sought for the realization of the philosophical concept of the ideal city.

87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)  
Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

Roads and traffic in touristic Mediterranean locations: the case study of Loano – A pedestrian Renaissance town (3/5) – What is Idealism? Dumbledore's answer

One of the best exemplification of the concept of Idealism, that is the belief that anything rational is real and gives shape to reality, can be found in *Harry Potter and the Deathly Hallows*, very end of chapter 35, when Harry meets Dumbledore in an out of space-time dimension.



Daniel Radcliffe and Michael Gambon in the movie scene from *Harry Potter and the Deathly Hallows* corresponding to chapter 35 of the book (credits: [www.fantheories.fandom.com](http://www.fantheories.fandom.com))

“Tell me one last thing,” said Harry. “**Is this real? Or has this been happening inside my head?**”

Dumbledore beamed at him, and his voice sounded loud and strong in Harry's ears even though the bright mist was descending again, obscuring his figure.

“**Of course it is happening inside your head, Harry, but why on earth should that mean that it is not real?**”

# 87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)

## Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

### Roads and traffic in touristic Mediterranean locations: the case study of Loano – A pedestrian Renaissance town (4/5) – Wide streets, squares and majestic buildings



Bridges to create footpaths, fountains and street furniture useful for pedestrians (photos below, from 16<sup>th</sup> to 17<sup>th</sup> century)



Palaces and churches: Richeri palace (14<sup>th</sup>-15<sup>th</sup> centuries) in the photo above on the left, Our Lady of the Rosary church (1660) and Saint John church (1633-38) in the photo above on the right, from left to right



Monumental complexes: in the two photos on the left, from left to right, Our Lady of Mercy convent (1588-1598) and Our Lady of Carmel convent (1602-1609 – credits for all the photos in the current slide: Luca Palazzo)

87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)  
Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

Roads and traffic in touristic Mediterranean locations: the case study of Loano – A pedestrian Renaissance town (5/5) – The old centre limited traffic zone

Nowadays the pedestrian Renaissance town survives thanks to a limited traffic zone extended to the whole old coastal centre of Loano. This is one of the most important strong points because it allows tourists and inhabitants to enjoy the centre without the dangers of circulating vehicles. Only emergency vehicles can access the area. The others can circulate on the surrounding streets: it is here that traffic problems arouse. Another critical point is the presence of the railway that cuts across the town.



The coastal area of Loano with the main streets, the railway highlighted in red, and the limited traffic zone highlighted in blue (map credits: Google Earth)

87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)  
Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

Roads and traffic in touristic Mediterranean locations: the case study of Loano – The 2010 Urban Traffic Plan (1/3) – Introduction and “30 km/h zones”

**The three “30 km/h zones”**



(credits: Loano 2010 Urban Traffic Plan)

**Encouragement of use of bikes**



(credits: Google Street View)

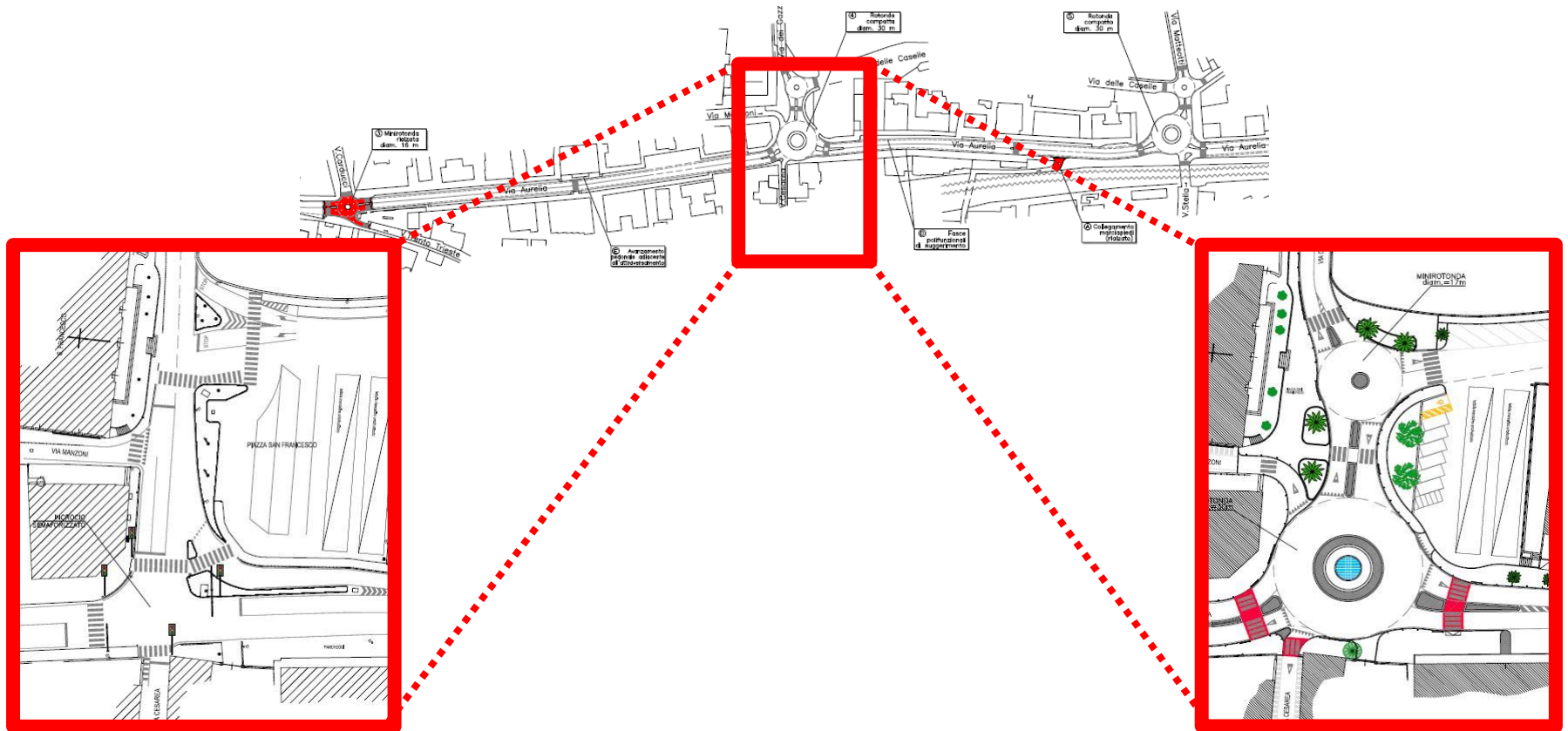
Loano has had a Urban Traffic Plan since the late nineties. In 2010 it was revised, on the initiative of the civic administration and the local police commander Gianluigi Soro, to take into account the new European concept of traffic calming. In fact new actions and measures on roads had overcome the traditional law-based approach. The new plan is made up of many documents, ranging from data on accidents between 2004 and 2008 and results of surveys on road safety to: targets, technical concepts such as traffic fluidification, speed reduction and “30 km/h zones”, individuation of areas for roundabouts and to be redeveloped, encouragement of use of bikes with a red stripe on streets edges, costs.



87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)  
Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

Roads and traffic in touristic Mediterranean locations: the case study of Loano – The 2010 Urban Traffic Plan (2/3) – An example of action: Aurelia street

**Actions on many streets – A new design for Aurelia street**



**Before**

**After**

Introduction of roundabouts and micro-roundabouts (credits: Loano 2010 Urban Traffic Plan)

87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)  
Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

Roads and traffic in touristic Mediterranean locations: the case study of Loano – The 2010 Urban Traffic Plan (3/3) – Outlook of combined roundabout and micro-roundabout

The photo below shows the new outlook of the road junction of the previous slide. Even if some traffic is still present, the bigger roundabout makes it smoother than in a traffic light junction because users have to self-regulate their own priority accessing the intersection. The 2010 Urban Traffic Plan and its interventions were developed by Loano Municipality in collaboration with Studio Urbafor, architect Danilo Odetto and architect Marco Pinna.



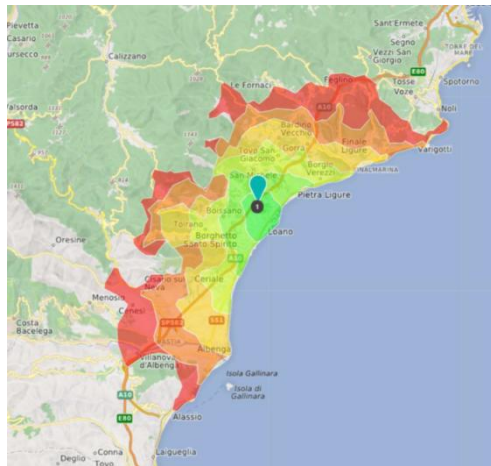
Photo of the combination of a roundabout with a micro-roundabout of the previous slide  
(credits: Loano 2010 Urban Traffic Plan)

# 87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)

## Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

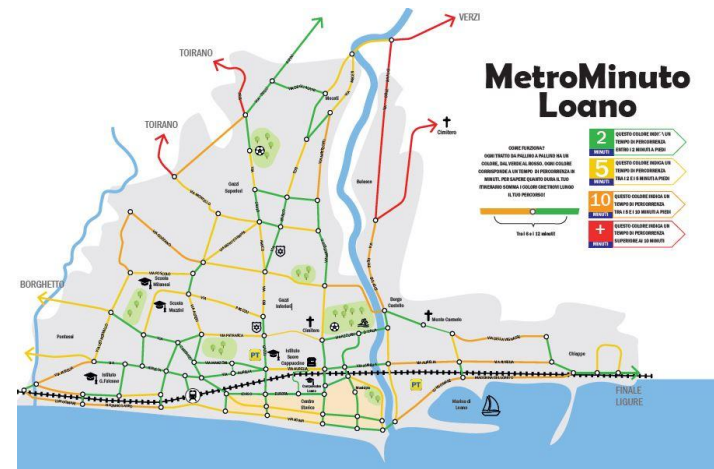
### Roads and traffic in touristic Mediterranean locations: the case study of Loano – The new 2021 Urban Traffic Plan (1/4) – Analysis on mobility

#### Bicycle mobility



From ten (green) to sixty (red) minutes by bike  
(credits: Loano 2021 Urban Traffic Plan)

#### Pedestrian mobility



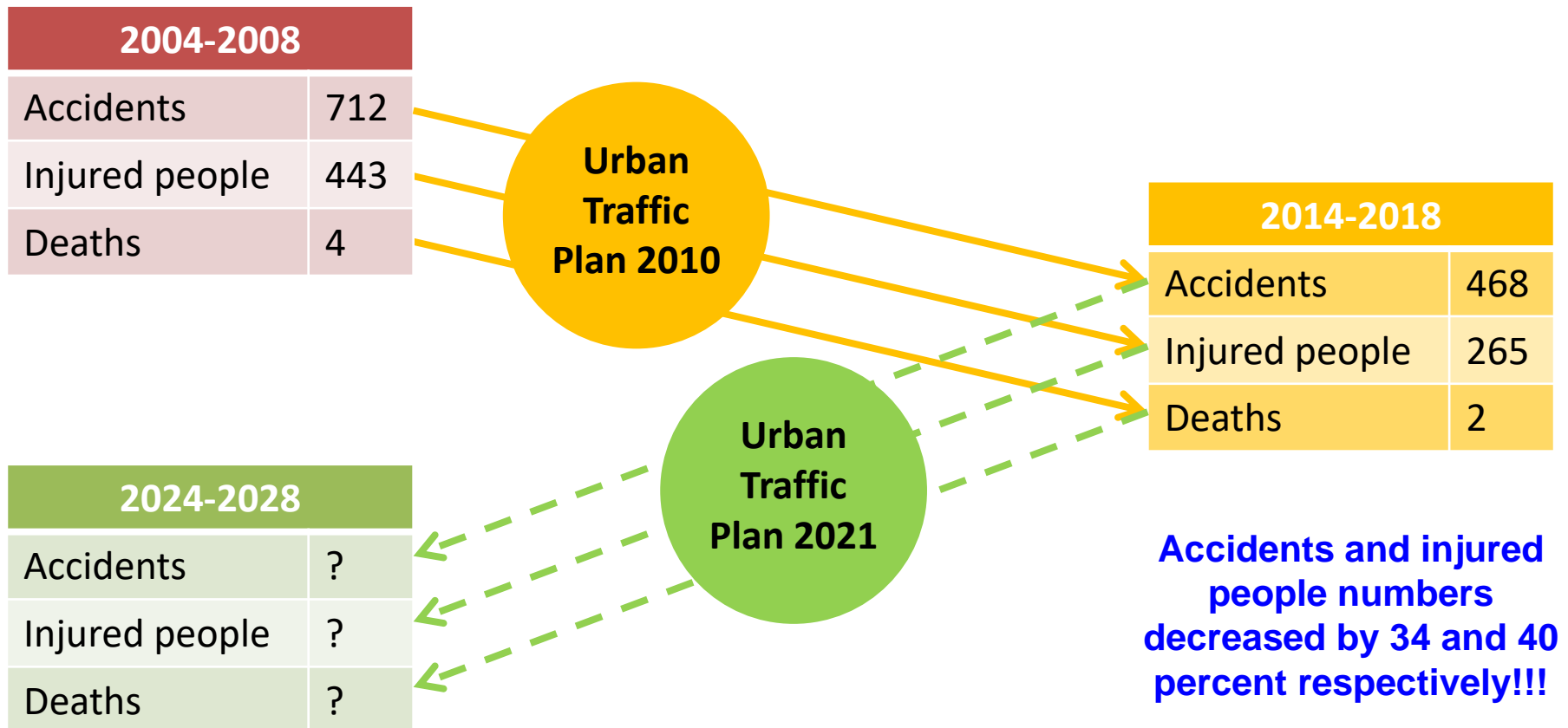
We can move from a point to another in a time from two to forty minutes: Loano is the ideal pedestrian town  
(credits: Loano 2021 Urban Traffic Plan)

The technological and social evolution between 2010 and 2020 required an update of the Urban Traffic Plan and the definition of new actions. A wide range of analysis and surveys were carried out in order to discover the priorities (only the studies results on soft and pedestrian mobility are presented above). The new Urban Traffic Plan was developed by Loano Municipality in collaboration with architect Danilo Odetto and Decisio s.r.l.

87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)  
 Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

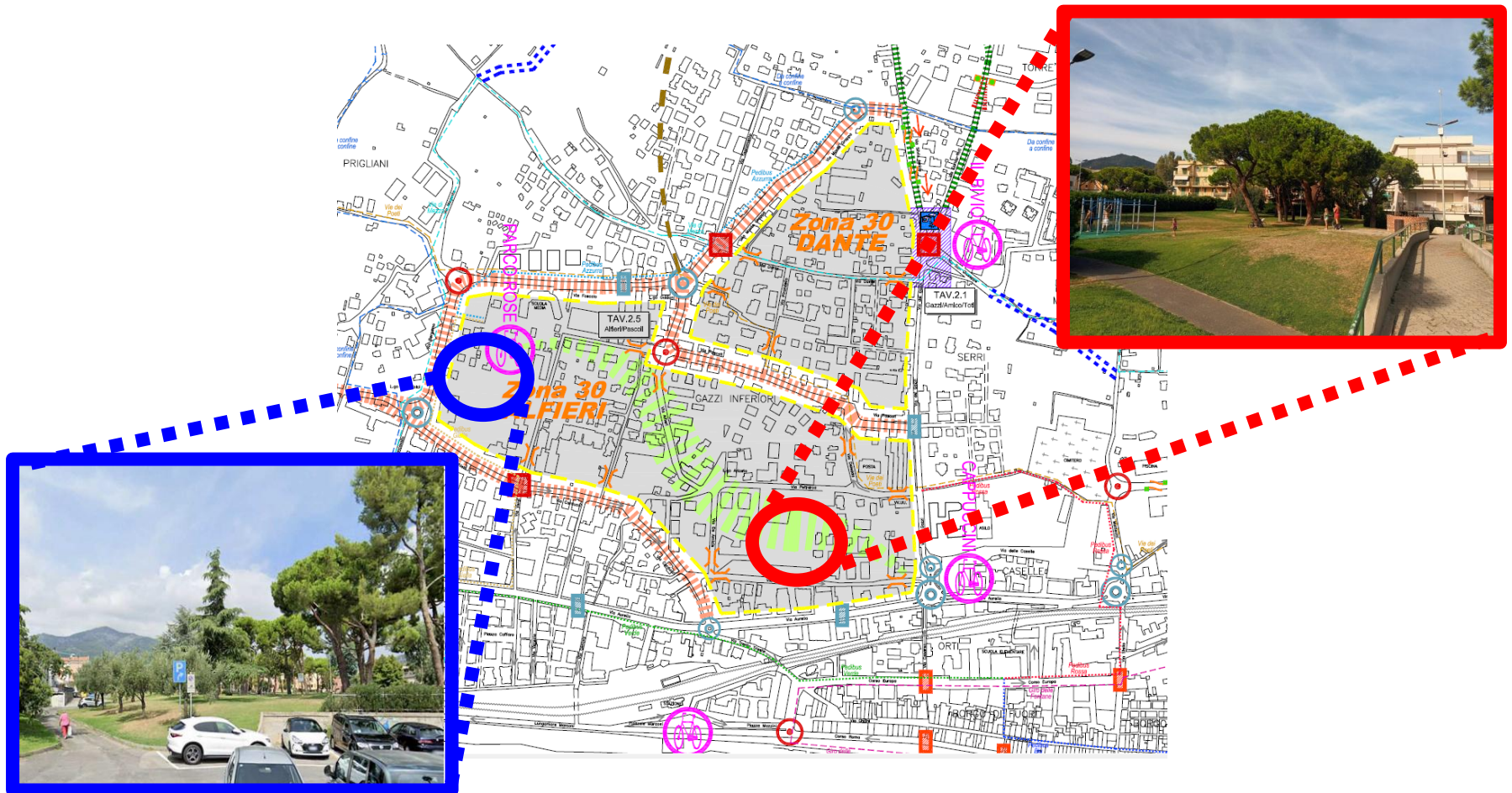
Roads and traffic in touristic Mediterranean locations: the case study of Loano – The new 2021 Urban Traffic Plan (2/4) – Accidents data comparison

We can make a comparison taking into account the data of road accidents before the 2010 Urban Traffic Plan and before the 2021 Urban Traffic Plan.



87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)  
Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

Roads and traffic in touristic Mediterranean locations: the case study of Loano – The new 2021 Urban Traffic Plan (3/4) – Two small “30 km/h zones” and a green path



(credits: map and pic on the left – Loano 2021 Urban Traffic Plan, pic on the right – Luca Palazzo)

87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)  
Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

Roads and traffic in touristic Mediterranean locations: the case study of Loano – The new 2021 Urban Traffic Plan (4/4) – An example of action: half-roundabout on Gazzi street



(credits: Loano 2021 Urban Traffic Plan)

The junction on Gazzi street is very dangerous due to vehicles high speeds. The introduction of a half-roundabout pursues two goals: the speed reduction and the creation of a square that invites people to meet and socialize. This junction redesign still has to be put into action.

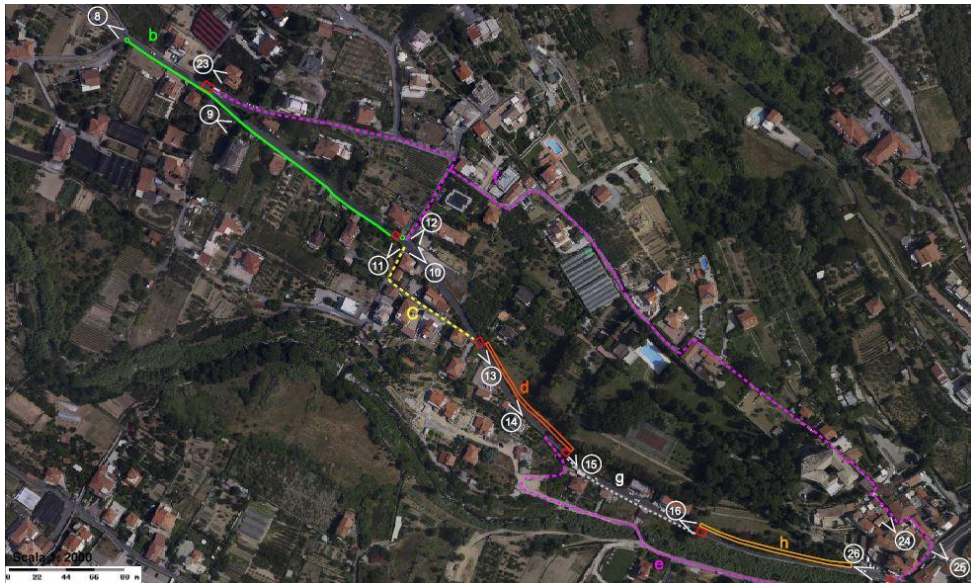
# 87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1)

## Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

### Roads and traffic in touristic Mediterranean locations: the case study of Loano – Challenges and perspectives

Beyond Loano's Urban Traffic Plan there are many other safety road challenges to deal with, such as the creation of safe pedestrian paths along Bulasce street and of a cycle track that will replace the railway after its transfer. This track is part of the wider project called "Ciclovia tirrenica", the national cycle path on the Tyrrhenian Sea that will connect Lazio and Liguria, with a total length of 1,200 kilometres (about 746 miles).

#### New safe paths for Bulasce street



(credits: architect Marzia Leotta)

#### Tyrrhenian cycle path



(credits: Luca Palazzo)

## 87<sup>th</sup> SESSION UNECE GLOBAL FORUM FOR ROAD TRAFFIC SAFETY (WP1) Agenda item 5 (c) – Road traffic of the future: urban challenges and perspectives

### Roads and traffic in touristic Mediterranean locations: the case study of Loano – Short bibliography

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# Thank you!

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