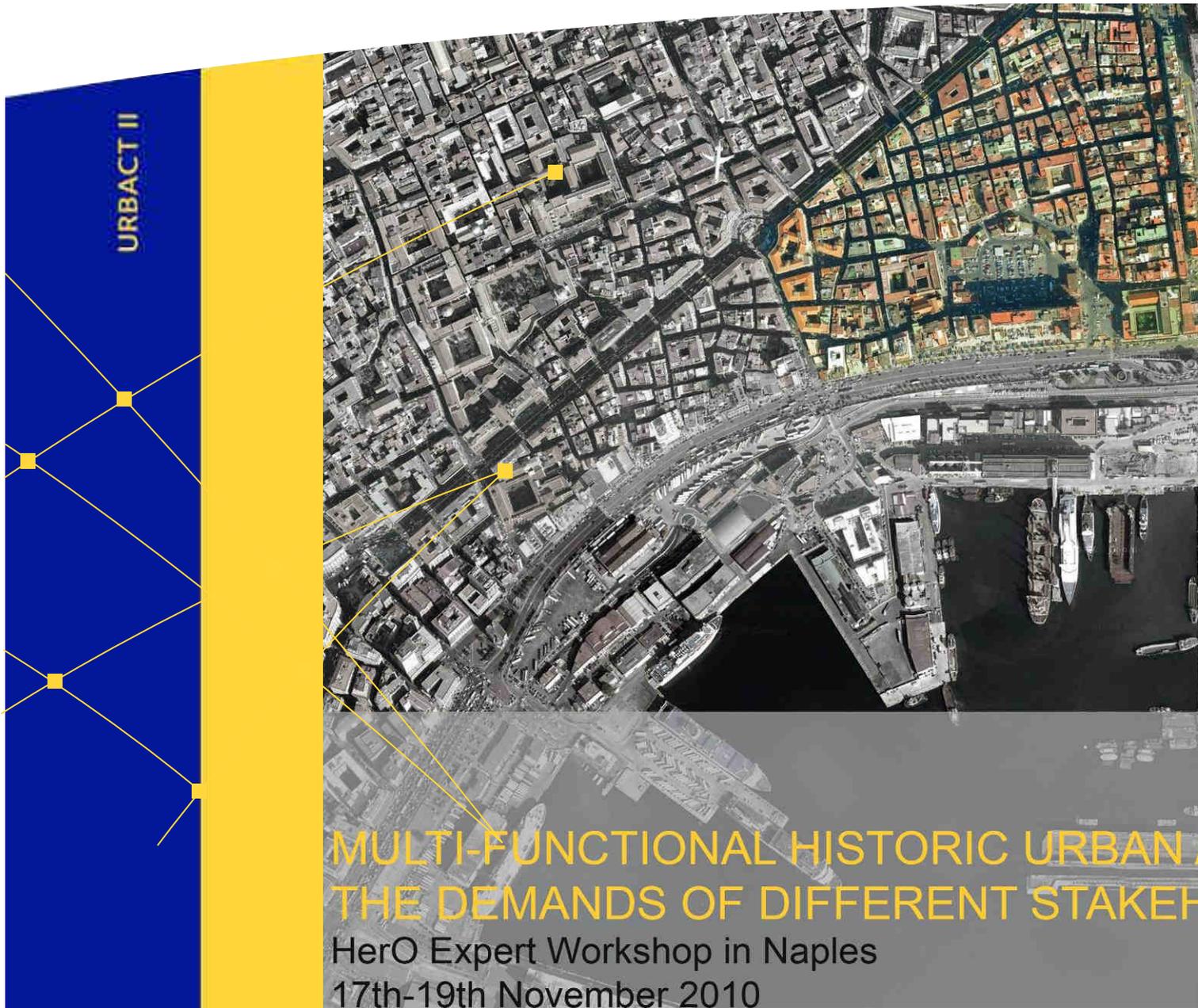


Multi-functional Historic Urban Areas – Balancing Demands and Functions

HerO Expert Workshop, Naples, 17.-19. November 2010





MULTI-FUNCTIONAL HISTORIC URBAN AREAS

THEMATIC REPORT ABOUT BALANCING DEMANDS AND FUNCTIONS FOR MULTI-FUNCTIONAL HISTORIC URBAN AREAS IN THE CONTEXT OF SUSTAINABLE URBAN DEVELOPMENT

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The HerO network

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The URBACT II Thematic Network HerO - Heritage as Opportunity Sustainable Management Strategies for Vital Historic Urban Landscapes

The Vienna Memorandum on "World Heritage and Contemporary Architecture - Managing the Historic Urban Landscape" (UNESCO World Heritage Centre, 2005) states that the historic urban landscape cannot be merely seen as an accumulation of significant monuments but rather needs to be considered as a living organism and vital living space for its inhabitants.

However, the rapidly changing basic conditions of modern times pose a big challenge on the management of many historic urban areas, which can no longer be handled by traditional mono-sectoral policies. The imbalance of progress and the preservation of the historic urban fabric often results in either economic stagnancy or the loss of cultural heritage values and with it the loss of identity.

In this context, the URBACT II Thematic Network HerO aims to develop integrated and innovative management strategies and urban development policies to facilitate the right balance between the preservation of built cultural heritage and the sustainable, future-proof socio-economic development of historic urban landscapes and to strengthen the attractiveness and competitiveness of the old town area. Thereby emphasis will be placed on managing conflicting usage interests and capitalising the potential of cultural heritage assets for economic, social and cultural activities.

HerO Partner Cities are: Regensburg (Germany, Lead Partner), Graz (Austria), Naples (Italy), Vilnius (Lithuania), Sighișoara (Romania), Liverpool (United Kingdom), Lublin (Poland), Poitiers (France) and Valletta (Malta).

The project will be carried out in close co-operation with EAHTR - The European Association of Historic Towns and Regions.

The European Commission has awarded HerO the "Fast Track Label", a specific instrument of the Regions for Economic Change initiative which aims to get the cities and the Managing Authorities of the European cohesion policy's Operational Programme working together to enhance the impact exchange activities have on local policies.

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INTRODUCTION

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Expert Workshop about 'Multifunctional historic urban areas'

The HerO Expert Workshop in Naples (5th meeting of the HerO network) served the network partners to exchange experience about handling multifunctional historic centres and balancing the multiple needs and functions, in order to secure attractive places for residents, tourists and entrepreneurs. This based on the cultural heritage as connecting link.

Around 50 participants took part and Naples has been a fine show case for a lively and mixed used historic centre. The meeting provided a good opportunity for the network partners to get an insight into the approaches of Naples dealing with a multifunctional historic centre and its challenges.

During the meeting walking tours were organised to experience the local approaches of Naples. For example the incubator "La Bulla" was visited to demonstrate an example of supporting economic activities of small and medium sized enterprises in the Old Town, linking the economic with the social and cultural regeneration of the Old Town. Further archaeological sites were visited and demonstrated their integration in the development of the Old Town.

Supplementary the host city gave three presentations about that topic:

- Grande Programma per il centro storico UNESCO": The Management Plan of the historic centre of Naples;
- The Local Action Plan of Naples: The waterfront of the historic centre and port area: A sustainable development through the improvement of the cruise tourism impact;
- La Bulla: Incubator for arts and craft shops in the historic centre.

The presentations were completed by a further presentation about "The improvement of historic centres, a paradigm of the methods to use at the scale of whole city".

This report summarises the presentations, which also can be downloaded from the HerO website: <http://urbact.eu/en/projects/cultural-heritage-city-development/hero/our-activities>.

In the name of the Lead Partner, we would like to thank sincerely Gaetano Mollura and his organising team for hosting the 5th meeting and organising it so well. We are sure the participants will keep Naples in good memory and will return some day.

We thank all participants very much for their participation and look forward to our final conference in Regensburg in April 2011 at which the HerO partners will present the network findings.



CHALLENGES TO MULTIFUNCTIONAL HISTORIC CENTRES AND DEMAND FOR ACTION

Nils Scheffler, Lead Expert of the HerO network

Historic centres with their cultural heritage run the risk of becoming mono-structured centres. One example is their orientation to satisfy mass tourism and leisure needs as they represent important tourism destinations, and are major assets for the tourism industry (*historic centres as consumer product*). This development evolution often leads to historic “Disneyland” centres, which many tourists and visitors appreciate, but many inhabitants find inhospitable as the historic areas become crowded and tourism functions push out ‘traditional’ inhabitant functions. Thus, quality of life is decreasing and inhabitants have a tendency to leave such historic centres. In turn they lose one of their key functions – inherited over time – to be a place for citizens to live, work and socialise. In the end this affects not only the city’s quality of life but also its identity.

Our European historic centres have been offering a multifunctional economic, social and cultural facility for centuries, being for their citizens the focal point of daily life and the place of:

- Work and trade (market places and merchant quarters);
- Social life and flow of people and information through open public spaces, pubs, local press, etc.;
- Living and consumption: housing space for “all” citizens (the rich and the poor), public and private services and provision of (daily) goods;
- Power (town hall, law courts, representative business premises and churches).

Challenges to multifunctional historic centres

Today, historic centres (and city centres in general) are challenged to maintain or recover their multifunctional character. The main challenges are the wide-ranging demands placed on the historic centre by residents, visitors and tourists as well as local and global businesses. These demands bring the historic centre into a highly contested arena of diverse and often conflicting interests and development ideas, which are to be balanced against each other while historic centres ‘learn’ to address the challenges.

Examples of conflicting demands are the increasing numbers of tourists provoking the replacement of housing space and daily goods retail stores by ho-

tels, pensions, gift shops, etc. and the conversion of non-commercial public space into commercial leisure areas (crowding out functions focussed on the traditional inhabitants).



Another strong challenge to the traditional retail and small scale economy in historic centres is the emergence of chain stores and the competition with shopping areas at the urban fringe, more suitable for large-scale retail location and offering specialised consumer services.

The pressure on space and functions driven by the property and capital market as it seeks to generate increasing revenues, leads to: out-of-scale buildings unsuitable in the urban structure which has been built up over time; to the neglect of historic buildings; and to a housing market just catering for higher income classes. This is accompanied by the pressure to introduce large-scale floor space for commerce, retail and services, squeezing out functions of importance for the provision of daily goods for the inhabitants.

The particular challenge for a historic centre is to match the inherited urban structure, identity and buildings (the ‘*cultural heritage*’) with the above mentioned demands and to turn the cultural heritage, both material and immaterial, into a prime resource to fulfil these competing demands, without downgrading its intrinsic qualities.

Demand for action for multifunctional historic centres

Multifunctional historic centres represent a fabric of mixed-uses, a vibrant and diverse co-existence of jobs and public services, housing, crafts, communication, education, recreation and culture, retail and services, gastronomy and tourism. It is a model for the sustainable European city. As a matter of fact, historic centres offer both a compact, dense, human scale living framework and proximity (limiting daily journeys); they are walking and cycling friendly, thus providing a good quality of life to their citizens and users.

So the aim for our historic centres ought to be to secure both the continuity of traditional mixed uses and the small scale functionality they have acquired over time, *and* their adaptability to meet new emerging needs and functions, without betraying their history and losing their inhabitants. Part of the solution lies in the public administration's, and its partners', ability to make choices that will safeguard the *genius loci* and cultural traditions while fostering the contemporary creative potentials which together contribute to the unique identity of historic cities.

Here conventional, uncoordinated mono-sectoral policies and instruments are not sufficient. An integrated approach is needed, that brings the different demands onto the table, coordinates and links them to the further development of the cultural heritage on an ongoing basis. This requires an integrated development concept for the historic city, based on the model of the sustainable European city. It has to consider and assess the functional restructuring (new uses), the functional diversification (introduction of new uses while keeping existing ones) and the functional regeneration (optimizing existing uses) in the context of the historical environment and its values.



The implementation of the development concept ought to be supported by a management system that continuously deals with this composite topic, assessing, improving and adapting the development concept to respond to new emerging needs and challenges. While doing so, formal and informal planning and development instruments have to be applied and coordinated in a framework of mutual support.

Conclusion

Multifunctional historic centres have a strong appeal to a wide and numerous variety of: residents, tourists, entrepreneurs, etc. This can, at the same time, lead to a threat to the mixed-use pattern, in particular when tourism and leisure functions are increasing, pushing out resident functions (as e.g. housing, local services) which are less profitable.

To secure multifunctional historic centres as contribution for attractive and livable cities, an active coordination and management of the needs and demands of the different stakeholders is essential based on the assets of the cultural heritage. In order to achieve this, it is required:

- to develop a participative and an integrated management approach,
- to encourage the diversity of land-use,
- to focus on the city's cultural values as its greatest asset
- to recognise the needs of the different stakeholders and
- to activate the willingness of all stakeholders concerned to cooperate and find common solutions (looking for 'win-win situations' instead of "the winner takes it all").

The functional diversity of historic centres can be supported by the revitalisation of the traditional activities of the urban centre, as well as by strengthening new sectors – looking towards supporting a vital mixture of retail and services, habitation, crafts, communication, education and academic life, recreation and culture, gastronomy, housing and tourism. This will result in mixed-used historic centres, which keep up residents and visitors' quality of life, the identity of the place and safeguard the cultural heritage.

THE IMPROVEMENT OF HISTORIC CENTRES

A paradigm of the methods to use at the scale of the whole city

Jean-Pierre Charbonneau, Town Planer and Consultant, France

It is generally no longer necessary to defend historic centres as a town's key development areas, whether urban, economic, or cultural. The question is rather how we can ensure their evolution and especially how we can avoid pitfalls such as gentrification, desertion or creating a 'museum'. This topic is not just a European one, but crops up in similar terms in most countries, as evidenced by a number of examples such as that of Cartagena de las Indias in Colombia. There, as elsewhere, it is a question of how to preserve or restore the social mix, how to make the centre belong to all residents, of ensuring the physical and symbolic link with other districts by acting on public spaces and public transport, of establishing a balance with the poorer districts by also intervening in their reclassification, etc.

Acting on historic centres therefore requires us to intervene in all subjects at once, as a result of their very complexity. And it's a lesson that can be applied to districts of towns in general. Furthermore, it is often necessary to intervene on a scale larger than their own territory, as not all questions can be answered only on this scale. A number of keywords can be raised to try to address various issues surrounding the development of historic centres.

- One project
Taking into account the very complexity of these centres, we cannot settle for simply coordinating initiatives. Often we must put together a real project that creates a balance, trade-offs between often contradictory reasoning.
- Urban space
Many functions and issues of historic centres are located in – and thus are regulated by – public spaces, which can become a lever for mobilisation and transformation.
- Balance
Not one part of a town is independent from the others. While intervening in the centre, at the same time we have to assess the consequences elsewhere, and measure ongoing developments or those to come, for example so as to not create imbalances.
- Connections
Acting on a site cannot just be reclassifying it but at the same time connecting it to its surroundings, to the town, to other districts; because urban life is not just static but made of connections.
- Mobility
One of these connection methods is public space, but transport and different modes of mobility are others, including symbolic ones. Indeed, if we want the centre to be used by all, it must be accessible to all.
- Cohesion
Renovating a historic centre can have a very negative impact in terms of social life. Therefore we cannot settle to renovate buildings, but a real policy must be conducted which covers all the subjects of life of a centre and which establishes priorities and choices. In fact, "laissez-faire" naturally leads to the above that is to gentrification or becoming a museum.
- Policy
It must be present to avoid the fate of the centres being written in advance.
- Timing
Each of these keywords talks more or less about time, developments, changes, strategies. The theme of time must therefore be tackled at every step, from assessing ongoing or anticipated developments to coordinating actions in a specific order so that they can be effective. Time also is not the same for residents or technicians the time of an electoral mandate is the rhythm of democracy and must be taken into account in projects. Temporary actions or anticipation can thus be useful complementary tools for short term improvement.

Some examples from my role as consultant that I have or have had in the renovation of several historic centres illustrate this strategy. In Lyon, it was a matter of addressing the urban complexity of the centre of an agglomeration of 1.2 million people, working on all subjects at once. In Saint-Etienne, renovation of the centre led to the creation of a cultural project that calls on young designers in the city. In Saint-Denis, faced with the complexity and richness of the centre, an urban project was developed which resulted in 43 projects dealing with all areas of the centre. They were coordinated and implemented thanks to strong governance, a policy of continuous consultation and communication, and by integrating a large number of parties into the process. In Copenhagen, due to the expansion of the historic centre towards the port, many actions were planned so that there was expansion and not substitution.

INCUBATOR FOR ARTS AND CRAFT SHOPS IN THE HISTORIC CENTRE

Fabrizio Monticelli, Consortium Antico Borgo Orefici-goldsmith district, Naples

Claudio Pellone, Consortium Antiche botteghe Tessili, Naples

The consortium of Neapolitan goldsmiths

Naples' goldsmith district, unique in the world for its concentration of workshops dedicated to the manufacturing and sale of gold, silver and jewellery, is nestled between Corso Umberto and Via Marina. It is the natural access to the historic centre of Naples. Narrow streets, irregular-shaped buildings and an only one wide stretch given by the little square mark it out and make it the centre of the community.

The Consortium of Neapolitan Goldsmiths was founded in March 2000, thanks to a project started by artisans and business owners, working in the so-called "Antico Borgo Orefici" or goldsmith district. The main goal of the consortium is to group together many workshops, artisans and companies who have all contributed to maintaining this centuries old tradition. The intention is to promote commercial activities in the area. The motivating factor behind the creation of the association was the desire to create a synergy among the more than 350 companies that are currently operating in the goldsmith district and that employ over 2,000 people.

The members of the consortium are currently working together on a global initiative to revive Naples' goldsmith district through urban renewal, business incentives and tourism, as part of a larger project to revitalize the city of Naples. The Consortium plans to promote the Borgo Orefici as a gateway to the ancient and historic centre of Naples, through

- the creation of cultural walking tours for tourists,
- events aimed at advertising local products and
- opening little shops and goldsmith workrooms to the public, integrated into the historic heritage.

This creates a cultural and international itinerary, unique in the world.

Today, the Consortium counts among its members approximately ninety companies representing the best of the tradition of Neapolitan gold and silver-smith. Among its other principal objectives are the creation of service infrastructures and providing assistance in carrying out individual and collective projects. In order to accomplish these goals, the Consortium has undertaken several partnerships with institutional counterparts (Region of Campania, Province of Naples, City of Naples and Chamber of Commerce of Naples) in order to avail itself of all of the public and private resources available to aid in

the architectural, environmental and municipal recovery of the goldsmith district while, at the same time, helping to breath new life into Neapolitan gold and silver business, which constitutes an important industry in the Region of Campania.

Incubator "La Bulla"

Incubator "La bulla" has been designed to accelerate the successful development of goldsmith entrepreneurial companies through an array of business support resources and services, developed and orchestrated by incubator management and offered both in the incubator and through its network of contacts. "LA BULLA" services are:

Neapolitan goldsmith school

In our classrooms, students can attend vocational courses to become expert gold masters, training courses in the schools of the historic centre of Naples specialized in goldsmith's art and refresher courses about the use of new technologies or particular processing techniques.

Goldsmith Workrooms

Tourists who arrive in the Incubator "La Bulla" can visit workrooms where expert gold masters will show them the antique and modern processing techniques.

Showroom

Thanks to the exposition of lines of jewels, excursionists have the possibility to live a unique experience, discovering the creativity and the talent of the exponents of the historical Neapolitan school of goldsmiths.



Consortium Antiche botteghe Tessili

The "natural" shopping centre Antiche Botteghe Piazza Mercato covers the whole area of Naples centre called Mercato, historically delimited by via Duomo, Corso Umberto I, via Lavinaio, piazza del Carmine and via Marina.

The Mercato area boasts an illustrious architectural and artistic heritage, with the Chiesa del Carmine, the Chiesa di Santa Croce, the Complesso di Sant'Eligio and the Chiesa di San Giovanni a Mare. During the centuries the Mercato has been able to preserve its commercial vocation, namely the trade of textiles and household items.

In spite of the progressive loss of competitiveness seen in the last 30 years, the Mercato system still shows a strong commercial profile leveraging on its accessibility, heritage, specialisation and traditional connection with the nearby commercial areas.

The Consorzio Antiche Botteghe Tessili was established in December 2006 and its purpose is to coordinate commercial initiatives and programs aimed at urban requalification of the whole area. The Consorzio concept starts from the necessity of strongly address the problems of the area; the associates get together in a structure that must represent a common platform in which is possible to discuss ideas and build together a modern business strategy.

WHAT CAN WE LEARN FROM IKEA ?



CREATE A BRAND NEW INTEREST:
A WALK TO BUY HOUSEHOLD ITEMS



After performing a precise analysis of the requirements of the operators and a close monitoring of the urbanistic and administrative situation of the commercial spaces, local authorities have been contacted (Regione, Provincia, Comune, Camera di Commercio) in order to plan all the possible public and private interventions to revive the area through the environmental, urbanistic, and architectonic recovery, as a condition for the commercial revival.

The investments program of the "natural" shopping centre is based on the idea of building a unique commercial model of the Piazza Mercato area that is connected with the commercial and handicraft systems of the Borgo Orefici and via Duomo.



This model involves a deep renewal of the commercial system that aims to improve liveableness and creativity, getting through the system of single shops and single streets. Furthermore the business system suggested by the Consorzio Antiche Botteghe Tessili aims to be in competition and not in rivalry with the purpose built shopping malls.

Further the consortium services are

- Incubator for the emergence of new crafts;
- Courses and study for the existing crafts;
- Support activities for crafts at risk of closure;
- Workshop on the recovery of textile culture;
- Stop to the loss of knowledge of the textile workers;
- Training of professionals in all areas of the textile;
- Crafts and creativity that creates technical and aesthetic innovations.

GREAT PROGRAM AND MANAGEMENT PLAN FOR NAPLES' HISTORICAL CENTRE

Giancarlo Ferulano, City Council of Naples

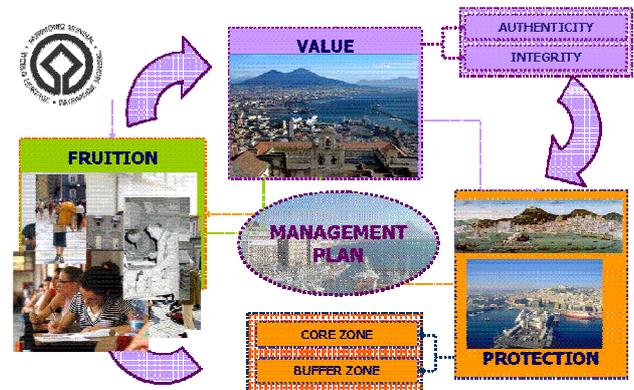
A wide-ranging rehabilitation programme for the historic centre of Naples has been in progress for almost fifteen years. The synergic activities of the bodies in charge – municipality of Naples, Province of Naples, Campania Region, Ministry for Cultural Heritage and Activities – together with the availability of considerable funds in addition to the standard funding allowed to implement a rehabilitation programme for the historic centre as far both for building and environmental components including business and handicraft activities. This has been done by means of ad-hoc supporting measures and incentives and in hand with the process aimed at enhancing the value of the cultural heritage of the city via the revamping of specific sectors and individual monuments.

Nonetheless a certain level of degradation can be found in the historic centre, which is not only a heritage conservation issue, but also due to social and economic dynamics within the city. The social structure in the historic centre is presently undergoing a remarkable transformation. The old residents are leaving and their place is taken by migrants from outside the EU, which have less economic power. This situation is blunting the instruments of economic incentives, which the Community of Naples and Campania Region have been promoted through the years. Also the proposal of tax cuts, which has been examined as a partial measure to deal with the historic centre's degradation, is not that effective as the newcomers are poor.

Grande Programma per il centro storico del Patrimonio UNESCO

As result within the "Grande Programma per il centro storico del Patrimonio UNESCO", besides actions to safeguard the historic centre a series of actions are listed to support and involve the most disadvantaged social levels. Thus, the large scale program for the enhancement of Naples' historical centre as UNESCO heritage site poses as its objective the coordination and integration of the need to safeguard the cultural heritage and the need to socio-economically enhance the area. This approach pursues the goals to link the conservation and safeguarding with initiatives to re-use buildings which are not in use or under-exploited and to spark off economic growth processes to improve site fruit-

tion, also in terms of overall life quality and in cultural and tourism terms.



The range of actions therefore does not only affect building aspects. Particular attention was paid within the program to socio-economic initiatives based on past experience. One important action is the support and incentive of interventions focusing on the restoration of facades and of common areas of privately owned buildings taking into account the new social situation of the inhabitants and owners. In this area new "rules" for spending public funds are:

1. Insertion of priority as a parameter in assigning funds in cases in which the administration has a specific interest;
2. Public administration's assumption for the responsibility of planning the work to recover private buildings as a form of further support. This supplies private owners with higher quality service and will be activated in cases in which there is a physical interplay between public property and privately owned real estate, and/or in cases of particular financial penury on behalf of the ownership;

Further actions will be

- setting up of artisanal workshops and laboratories in the area known as "bassi", owned by public entities and by the church, supported by enhancing measures to renew the artisanal crafts which are practiced by the older generations and which risk total disappearance;
- introduction of incentive mechanisms addressing owners to ensure the reconversion of the "bassi" incorrectly used for residential purposes;
- setting up of laboratories focusing on techniques and working methods typical for Neapolitan culture and to be carried out together with the ad-

vertising of local artisanal products. The laboratories will be connected to special training activity, set up in cooperation with the educational facilities present in the area and with a system of small workshops focusing on merchandising activity, meant as an updated version of the souvenir trade, to be performed in cooperation with local artists and designers, and with artisanal and micro-industrial productive structures;

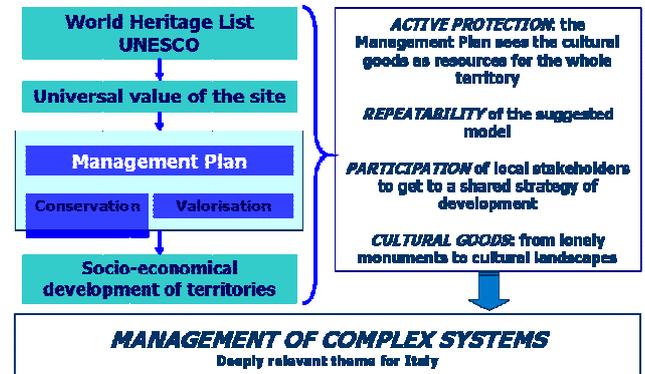
- support for the development of enterprises in the sector of cultural business, to match entrepreneurial initiatives connected to the enhancement of cultural resources, to the field of tourism and to ensure the starting up of new enterprises in the field of cultural resource management and fruition of the commercialization of artistic reproductions, of the production of audiovisual materials and of services focusing on tourism (guided tours, bookshops, online booking and ticket sale, etc.);
- development of human resources in the cultural and leisure sector by means of actions focusing on requalification and reconversion of staff in charge of conservation and enhancement of cultural heritage; the training of new personnel in charge of restoration, maintenance, management; promotion and enhancement of cultural resources both in the private and in the public sector;
- promotion at all levels of receptive infrastructure, including small and medium sized infrastructure by taking advantage of initiatives which are already underway as for example the Hotel Mercure, Casa Betania, Albergo Real Orto Botanico. Many as bed and breakfast venues and so on. The model to be pursued will be a diffuse hotel structure, comprising bed and breakfast venues, lodging facilities and pensions, recognizing priority to all initiatives involving restoration of historical mansions and of abandoned buildings;
- promotion of various structures to be used for food-related venues (including both food sale venues and food serving venues), paying particular attention to Neapolitan wine and food traditions;
- increase of services focusing for tourism (info points, etc).

The financial support within the social sphere will be implemented together with actions in the field of social assistance; many such initiatives are already underway in the territory of the historic centre.

Management Plan

The Grande program per il centro storico del Patrimonio UNESCO includes all elements for the definition of a UNESCO site Management Plan which has been adopted at the same time.

In February 2010 Naples' local government signed a protocol with UNESCO to cooperate, both, in the implementation of the Naples Historic Centre Enhancement Project (within the Regional Operational Plan, financed by European Regional Development Fund 2007–2013) and in the development of the Management Plan for the protection of assets included in the World Heritage main conclusions.



In 2010 Naples Municipality and Campania region developed and approved a strategic guideline document that covers the guidelines and the priorities to be implemented in order to enhance Naples Historic Centre – UNESCO World Heritage; and a Integrated Urban Plan Europe (PIU), which includes the actions to be taken according to the Action Plan for Europe and North America, approved by the World Heritage Committee on the base of the results obtained in the first cycle of "Periodic Report Europe and North America" (2006).

The approach to Naples Historic Centre management has been an integrated approach because of its complex structure (rich landscape resulting from the historical stratification of different physical, architectural, archaeological and cultural-anthropological levels). For the development of the Management Plan the HUL methodology was used and the description of the outstanding universal value of the world heritage site was adapted with particular attention to the integrated approach. Also a vision more complex and suitable for Naples Historic Centre characteristics and aims were defined.

Authorities, Universities, Institutions (ICOMOS Italia, SiTi, S.I.R.E.N.A., etc), associations and citizens supported UNESCO experts through workshops, working tables and web procedures during the elaboration of the management plan. This made it possible to develop a management plan flexible and open to further adjustments and improvements.

The management plan has been approved by the Town Council.

THE LOCAL ACTION PLAN OF NAPLES

The waterfront of the historic centre and port area: A sustainable development through the improvement of the cruise tourism impact

Gaetano Mollura, City Council of Naples, LSG member

The Local Action Plan of Naples was developed to define actions for the improvement of the historic centre and the port area and to secure the coordination of different uses and functions. The Local Action Plan served as well to apply for the ERDF funds of the region.

The Local Support Group for the development of the Local Action Plan

In order to develop a strong local action plan with high chances of implementation and political support, in the very beginning of the process the political leader of the project was defined and the focus of the Local Action Plan connected to the priorities of the City and Mayor Agenda as well as to the priorities of the ERDF Operational program of the region and other national and local funds. The first secured the political support, the last the financing of the Local Action Plan.

Within the Local Support Group different sectoral departments were brought together to link and coordinate the sectoral activities of the City Council and to know about the current situation of the historic centre and the port area. Together the principal characteristics of the area and the socioeconomic problems were identified. Further existing policies, strategies, concepts, plans and activities were analysed concerning the relevance for the area and its

cultural heritage. This was done in thematic seminars in which councillors of different departments and members of the City Council participated. These stakeholders were the key member of the Local Support Group.

Further the Managing Authority, responsible for the allocation of the ERDF funds, was invited to meetings of the Local Support Group and several gatherings with the Port Authority took place in preparation of the Local Action Plan.

The university (faculty of architecture) was a member of the Local Support Group, too, and it had a particular role in the development of the Local Action Plan: To provide expertise for the Local Support Group in support of the development of the “right” actions. Further the university could use the development process of the Local Action plan as didactic opportunity to bring students together with the City Council and Port Authority to develop solutions for the sustainable development of the historic centre and foster the cruise tourism. Within this process grants for two post graduate Architect were provided to accompany the development of the Local Action Plan.

15 Local Support Group meetings were organised. During the meetings at which pilot projects were presented and discussed further private stakeholders and citizens were invited to discuss with the political representatives.

Composition of the Local Support Group



The Local Action Plan

The target area of the Local Action Plan is the waterfront of the historic centre (world heritage site) and the port area. The area is 15 km far from the international airport Capodichino, close to the Central Railway Station Garibaldi and served by several metro stations. There is a high unemployment rate in the target area (~ 40%) and the buildings are in a high need of rehabilitation. Further this historic core is avoided by tourists.

Thus, the Local Action Plan strives in particular for actions which bring tourist attractions and tourist infrastructure in the areas. These shall attract tourists, which will provide new opportunities of income for the inhabitants.

A particular action will be to use the metro stations as fully-fledged galleries of contemporary art, where canvases, sculptures and permanent installations will be exhibited. Further a pilot project by a consortium of private stakeholders will be initiated to incite private property owners to invest in their property without displacing the current population of the area.

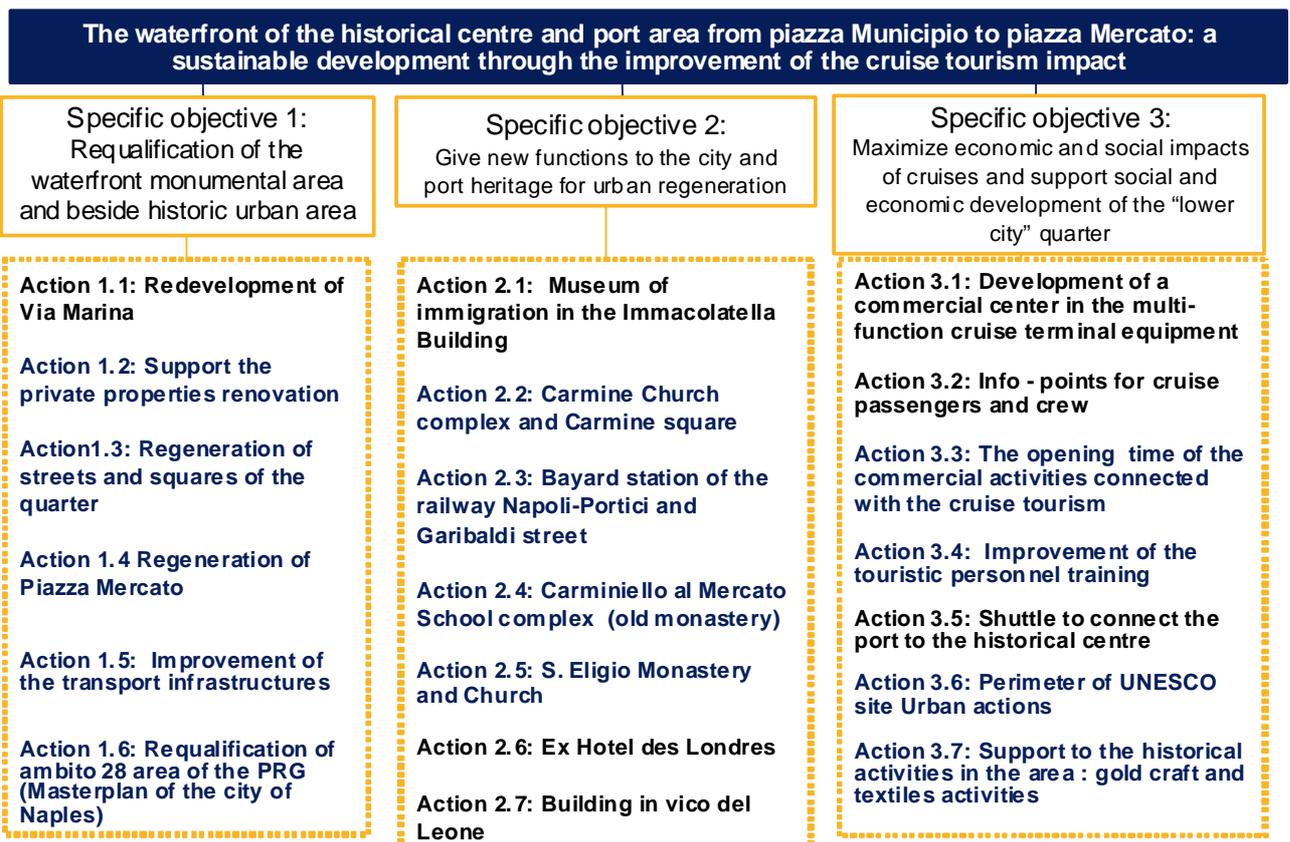
Another focus of the Local Action Plan was the development of rules for "Piazza Mercato", the core area of the Local Action Plan, as planned in the Masterplan of the city of Naples.



The development of the Local Action plan was accompanied by public relation actions. A local newsletter was published and a website build up as information tool for the inhabitants and other interested stakeholders.

The Local Action Plan will be a good framework for the future development of the waterfront of the historic centre and the port area, bringing together the needs of the inhabitants with the safeguarding of the cultural heritage.

Objectives and Actions



URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants

www.urbact.eu/hero

