URBAN AGENDA FOR THE EU
WORKING TOGETHER FOR BETTER CITIES
CULTURE / CULTURAL HERITAGE

Urban Agenda for the EU

Strategic Plan for the Culture Enhancement in Urban Framework

Action 6

November 2021

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Strategic Plan for the Culture Enhancement in Urban Framework

1) Who we Are

Action Leader(s)

Action Leader: Italy (Agency for the Territorial Cohesion)

Giorgio Martini (Head of Action), Sandra Gizdulich, Giovanni Pineschi.

Action Group Members

ICLEI, Cristina Garzillo, Alexandru Matei.

City of Katowice (Poland): Łukasz Kałębasiak, Martyna Markowska.

Hellenic Ministry Of Culture And Sports (Greece); Anastasia Zacharopolu, Alexandros Stratis.

Bordeaux Metropole (France); Anne Laure Moniot, Edouard Bertron Serindat.

Ministry of Culture (Italy): Rossana Binacchi, Giuliana De Francesco, Chiara Fuiano.

Federal Ministry of the Interior, Building and Community (Germany): Gabriele Kautz, Jan Schultheiss.

Flanders Heritage (Belgium): Vera Ameels

Federation Dutch Heritage Cities (Nederlands): Anette van Dijk, Gertrud Van Dam

Department of Town Planning and Housing, Ministry of Interior (Republic of Cyprus): Irene Hadjisavva.

Other bodies involved

Anzio Municipality (Italy).

Sapienza University, URBAM Post .graduate master school Rome. (Italy)

2) Background context

Even though all cities declared that urban cultural heritage is important, the built heritage and culture are usually implemented through different and fragmented interventions without an overall holistic vision. A clear strategy for the enhancement of culture and the cultural heritage is lacking.

The result of the separation between urban cultural heritage management and urban policy management determines a divergence between urban development policies and heritage management.

In this context, the risk is not adequately taking into account the needs and potential offered by a more careful management of cultural heritage and culture as a resource for the balanced development of the city. The negative effects of this separation are the loss of an opportunity to valorise resources, impoverishment and greater risk for heritage, general fragility and marginalization of the urban cultural fabric

Against these issues, the Action proposed aims at developing a model of a strategic plan for culture where cultural heritage is integrated beyond the traditional categories of "protection" or "enhancement" (applied mainly to monuments) used normally in "traditional" plans, that the common logic structure for a strategic plan could be adopted by European cities and then modulated and articulated according to the various local needs and the different territorial specificities.
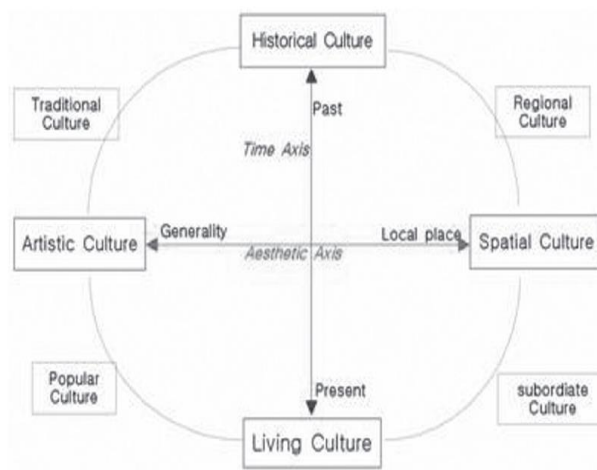
3) Objectives

The effort of setting up this model of planning will represent a way to improve the current urban planning tools by making them more interdisciplinary, by giving a more extensive outlook to the urban heritage in a broad sense, and by finding the right balance between cultural, social, economic, environmental and technical aspects of planning, design, building and adaptive re-use, in the public interest for the common good.

This model should encourage European cities in developing strategic plans for culture in order to strengthen and improve the use of cultural heritage in a process of sustainable development and cultural growth. The model should be focused at promoting a better funding of local, national and ERDF funds, by combining all the urban culture fragments in a coherent and effective strategy of heritage enhancement and local asset.

Finally, the model should be designed paying attention to its replicability and scalability between European cities trough concrete applications in real situations.
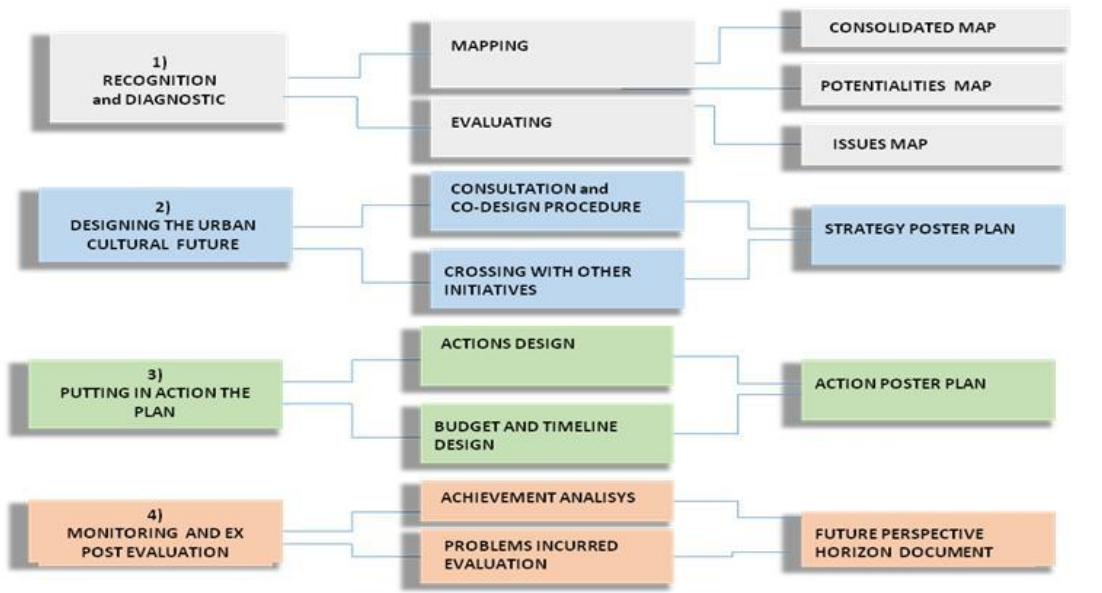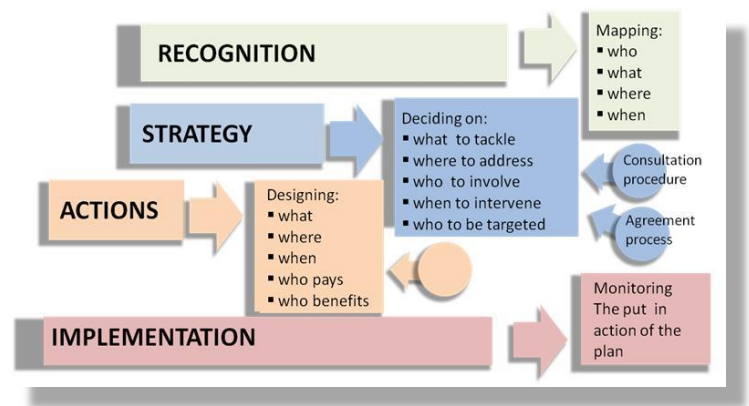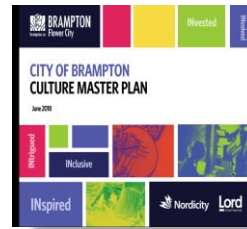
4) Results and main outcomes

1-Survey on case studies

An initial survey of experiences and tools related to urban culture plans was carried out to identify existing models, approaches, different products and to define a set of requirements that should have contained the model.


Bordeaux - Re centre plan

2-Setting up the model

With reference to discussions among Partners, expert contributions, and experiences provided by partners, an intervention model was built aimed at producing an Urban Strategic Plan for Culture (USPC) endowed with characteristics of co-planning, participation and oriented to the use of investments available in European cohesion policies, capable of combining an interdisciplinary vision of long-term with direct actions to be implemented with investment instruments (e.g. Integrated Territorial Investments - ITI).
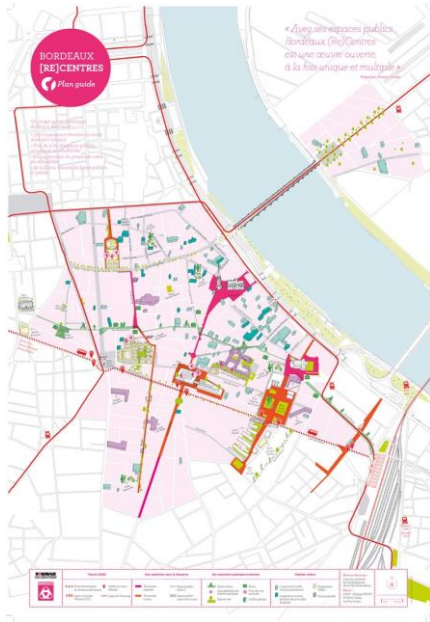
Athens - Acropolis crossing urban path
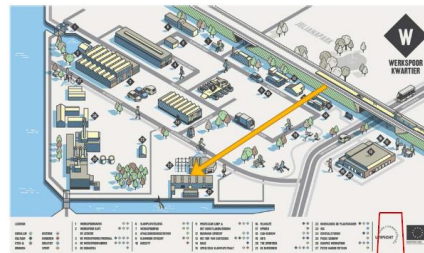
Functions
- Arthouse movies
- New media presentations
- Creative makershub
- Education (media literacy) and talentdevelopment
- Creative innovation
- Festivals on film & new media
- Community

Utrech - The machinerie (Cultural district HUB-IN project)

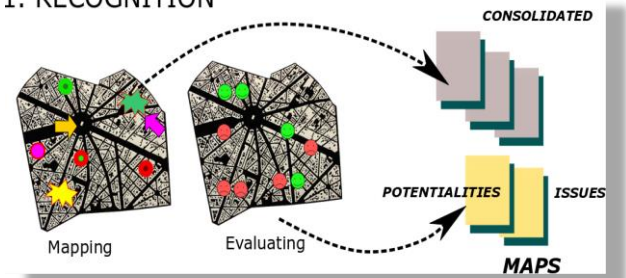Katowice - Kultura Dęta (Brass Band Culture) project thematic revitalization of urban tradition

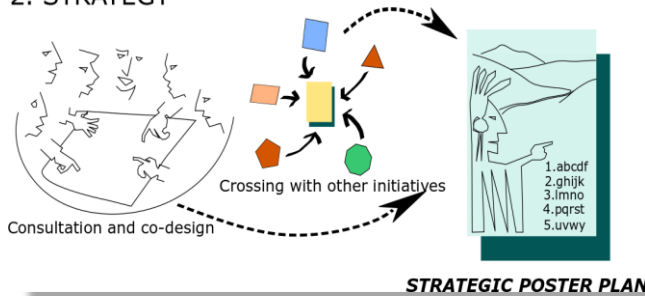### 3- Technical definition for the model:

methods and outputs

1) Recognition

Analysis of the consolidated landscape of CH - from monuments to more capillary and widespread forms of culture such as local events and festivals – Evaluation of all unexpressed potentials and criticalities of these extended forms of heritage).

1. RECOGNITION

CONSOLIDATED

POTENTIALITIES   ISSUES

Mapping   Evaluating

MAPS

2. STRATEGY

Crossing with other initiatives

Consultation and co-design

1.abcdf
2.ghijk
3.lmno
4.pqrst
5.uvwy

STRATEGIC POSTER PLAN

2) Strategy

Represent the basic document, the frame where the possible actions are selected .

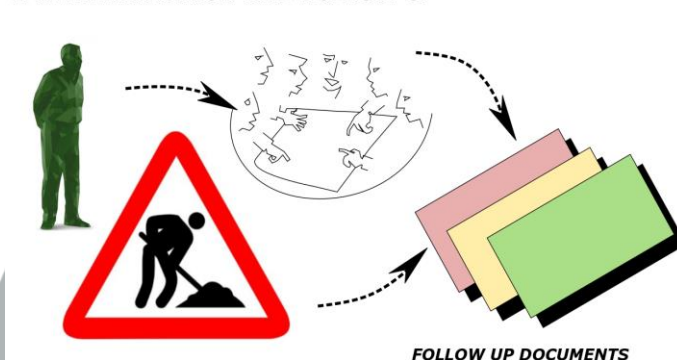The strategy document must be built through a participatory process.

3) Put in Action

Action Plan precisely locates the interventions, involving the target groups in the initiatives and sizing the actions according to the people needs.

3. PUT IN ACTION THE PLAN

A
B
C
E   D

ACTION POSTER PLAN

4. IMPLEMENTATION AND FOLLOW UP

FOLLOW UP DOCUMENTS
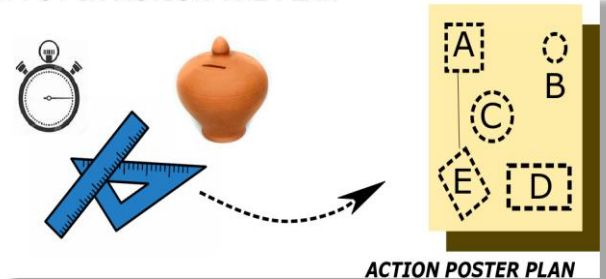
4) Implementation and follow up

The analysis and evaluation of the results of the implementation, according to the principles of Project Cycle Management, allows to make the necessary corrective measures, consolidate and capitalize the positive results and develop the Strategic Plan with a view to evolution in the future.

5-Testing the model in local framework

The model was applied experimentally in the Municipality of Anzio (Italy) together with the University of Rome which organized an internship as part of the "Urbam" Master for Public Administrations. The Administration of Anzio will utilize this method for the preparation of the cultural action framework for the ERDF article 9 Sustainable Urban Development Strategy.

Municipality of Anzio, Deputy Mayor, Local Technicians and University researcher together finding places and drawing relationships according to AUUE SPC Methodology

Servizi Culturali

Cs1	🔵	Musei e Gallerie	2
Cs2	🟢	Auditorium, Teatri, Sale di Musica, Cinema	5
Cs3	🔴	Biblioteche pubbliche, Servizi Pubblici Culturali	2
Cs4	🟡	Associazioni e Circoli Culturali	20
Cs5	🟩	Centri Sportivi	5

Hotspot Cultuali

Ch1	⚪	Concentrazioni di Cultura	3

VIBRANT AREAS .... Consolidated Map

Cod.	Simbolo	Descrizione	Rilevanze Tot.

Descrizione delle Aree Specifiche

Va1	🌀	Area Sportiva	1
Va2	🌀	Quartiere	1
Va3	🌀	Area del centro storico	1
Va4	🌀	Area del centro storico	1

SEASONAL CULTURAL EVENTS MAPPING .... Consolidated Map

Primavera

Ew2_1	🔺	Aree di Interazione	1

Estate

Ew2_2	🔺	Aree di Interazione	1

Autunno

Ew2_3	🔺	Aree di Interazione	2
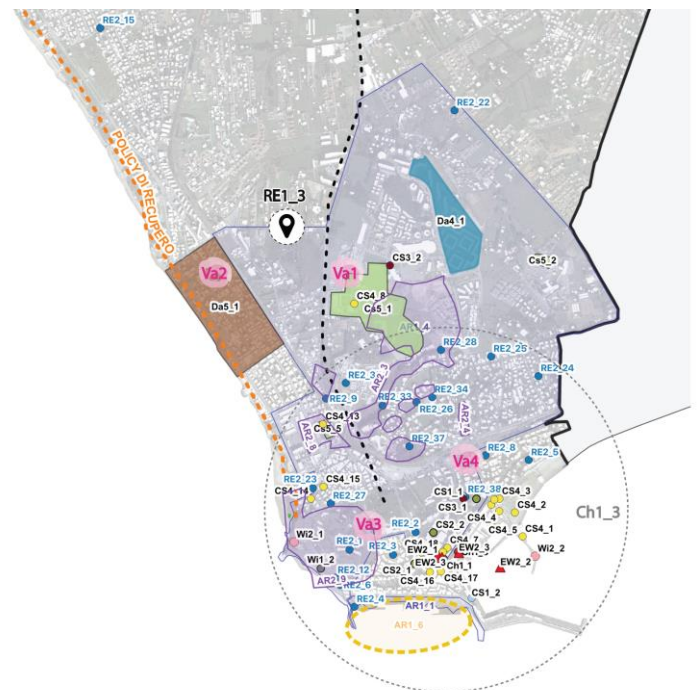
Inquadramento Territoriale Comune di Anzio_Rete della Cultura_Attrattore Principale

CULTURA VIVENTE VISIBILE

11 Risorse del Patrimonio Storico, Artistico, Architettonico e Archeologico
- Necropoli Romane (2)
- Campo sportivo: Industria Litica
- Viale Coriolano,Viale delle Mimose: abitato, aggerre del ferro
- Cimitero Militare Britannico: Industria Litica
- Sepolcro con nicchie
- Loc. la Casarina: Villa Romana
- Peschiera c.d. piscina di Lucullo
- Museo dello Sbarco (Villa Adele)
- Museo Civico Archeologico (Villa Adele)
- Sito Archeologico Palazzo Imperiale (Villa di Nerone)

5 Luoghi, Istruzioni e Attività Culturali
- Cinema Astoria
- Stadio Massimo Bruschini
- Circolo della Vela Anzio-Tirrenia
- Circolo Nautico Ponente
- Circolo della Vela di Roma ASD

4 Luoghi di Culto
- Santa Teresa del Bambin Gesù
- Chiesa Parrocchiale dei SS. Pio e Antonio
- Sacro Cuore di Gesù
- Piccole Suore Missionarie della Carità

6 Luoghi Panoramici e Belvederi
Punti di Vista o Belvederi (questi si localizzano lungo la fascia costiera, nella Riserva di Tor Caldara e presso il porto di Anzio)

6 Attrazioni Turistiche
- Attività Ricettive di Balneazione

3 Percorsi di Fruizione e Valorizzazione
Il PTPR (art.39) garantisce la salvaguardia delle visuali attraverso la protezione dei punti di vista e dei percorsi panoramici, nonché dei coni visuali formati dal punto di vista e dalle linee di sviluppo del panorama individuato come meritevole di tutela.

- Via di Tor Paterno (piccolo tratto 601)
- SS Nettunense
- Campoleone-Nettuno

1 Area soggetta a Vincolo Archeologico
Ambito territoriale caratterizzato da importanti evidenze archeologiche e dalla compresenza di valori storici, paesaggistici o ambientali, attrezzato come museo all'aperto.

1 Area di Interesse Storico-Culturale
Gli insediamenti urbani storici comprendono gli organismi urbani di antica formazione che hanno dato origine alle città contemporanee nonché le città di fondazione e i centri realizzati nel XX secolo.

In questo ambito individuato si concentrano le maggiori rilevanze di carattere storico-archeologico della città di Anzio.

Fonti :
- PTPR Regione Lazio
- Studio per l'individuazione di Ambiti Prioritari PTPR Allegato 2 Ambiti prioritari per la formazione di parchi archeologici e culturali: metodo, criteri, proposte
31/07/2014

#### Parchi Archeologici e Culturali
Nel territorio laziale, la fortissima presenza di aree, siti archeologici, ma anche di presenze culturali diffuse, tende a configurare ambiti di area vasta molto estesi, caratterizzati da una diffusione di siti e presenze culturali.

Descrizione del Territorio:
Vasta zona di litorale ed entroterra comprensive della città di Anzio, Nettuno, le aree archeologiche di Antium e Satricum. Il territorio comprende anche Torre Astura, situata alla foce del fiume Astura, 5 chilometri a sud di Nettuno.
Criteri per la localizzazione:
a) la presenza di uno o più attrattori culturali
b) la presenza di aree storiche o archeologiche diffuse
c) la possibilità di costruire una rete territoriale localizzata costituita da attrattori culturali contermini e presenze storico archeologiche situate in prossimità
d) la presenza di elementi del territorio di grande rilevanza paesaggistica o naturalistica
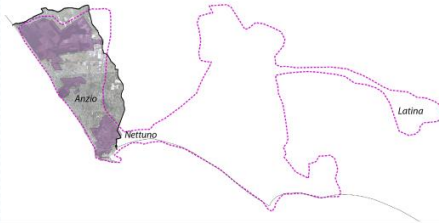
Gli Attrattori vanno ad individuare quelle parti del territorio che sono caratterizzati da un insieme di elementi paesaggisti, storici e culturali che si presentano molto riavvicinati tra di loro. Questa localizzazione di grandi e piccole aree permette di focalizzare l'attenzione su possibili azioni strategiche da attuare.

Il territorio comunale di Anzio è caratterizzato dalla presenza di siti di elevato patrimonio storico archeologico.

La Visione di questi elementi permette di focalizzare l'attenzione sulla tematica specifica della Cultura.Questa puo' essere declinata in un Piano di Azione volto alla creazione di una Rete della Cultura.

Nuove linee Strategiche porterebbero ad evidenziare le potenzialità di questo territorio, incrementando il turismo, l'economia, i rapporti con i possibili stakeholder, piani di finanziamento.

LEGENDA

Rete della Cultura
- Risorse del Patrimonio Storico, Artistico, Architettonico e Archeologico
- Luoghi, Istruzioni e Attività Culturali
- Luoghi di Culto
- Luoghi Panoramici e Belvederi
- Attrazione Turistica

- Percorsi di Fruizione e Valorizzazione
- Area soggetta a Vincolo Archeologico
- Area di Interesse Storico-Culturale
- Spiaggia

Inquadramento Attrattore Princiaple

5) *Observations/Remarks/Recommendations*

The test performed locally on a medium sized City (Anzio, circa 50.000 inhabitants) gave a good result on applicability.

An interesting aspect is having grouped within the same mapping, objects, events, areas: situations of a heterogeneous nature, but which contribute to effectively represent the identity of the urban community. This representation should be still effective both in small and medium-sized cities and in neighbourhoods or urban sectors of urban centers and metropolitan cities.

The system has not yet been tested for city networks, but we believe that the method may be valid for "territorial clusters" of cities, and indeed, it can give important results on larger-scale strategies.

We hope that cities will take this model into consideration, even partially; for example, even only in acquiring a terminology based on "metaphors", which can be understood intuitively by operators from EU countries who have different terminologies and planning systems, but above all, it can be understood by non-technical subjects.

The "communicative" outputs (Poster Plans) can be used to create interaction and consensus among the various stakeholders and can be used on web based platforms.

The architecture of the model is based on a double track: the first relates to long-term strategies (Strategy Poster Plan), the second is oriented towards direct interventions (Action Poster Plan), organized by single but coordinated actions,

This double dimension can be very useful for preparing effective and integrated actions within the new objective of cohesion policies "Policy Objective 5, A Europe closer to citizens", to finance and support operations to enhance and develop heritage urban culture and local identities.

Acknowledgements

Co-ordination

Germany

Federal Ministry of the Interior, Building and Community

Italy

National Governmental Agency for the Territorial Cohesion

Ministry for Culture (MIC)

Official members

- Cyprus - Ministry of Interior
- France - Ministry of Culture
- Spain - Ministry of Development and Public Works
- Greece – Ministry of Culture & Sports
- Regional Development Agency of the Ljubljana Urban Region (SI)
- Intermunicipal Community of the Coimbra Region (PT)
- Kazanlak Municipality (BG)
- Flanders Heritage, Flemish Region (BE)
- Dutch Federation of Cultural Heritage Cities (NL)
- Katowice City Hall (PL)
- Alba Iulia Municipality (RO)
- Municipality of Nagykanizsa (HU)
- Marshal's Office of the Silesian Voivodeship (PL)
- City of Berlin (DE)
- Canary Island, Ministry of Tourism, Culture and Sport (ES)
- Bordeaux Metropole (FR)
- City of Espoo (FI)
- Jurmala City Council (LV)
- Úbeda City Council (ES)
- City of Florence (IT)
- European Commission (DGs REGIO, EAC, RTD, DEVCO, AGRI, CLIMA, JRC, SG, EASME)
- European Committee of the Regions
- European Investment Bank
- ICLEI Local Governments for Sustainability
- Joint Programming Initiative on Cultural Heritage
- Eurocities
- URBACT

WORKING TOGETHER FOR BETTER CITIES

06
STRATEGIC PLAN FOR CULTURE MANAGEMENT

CULTURE / CULTURAL HERITAGE