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The construction of the plan starts at a moment when the Marche Region is discussing the new draft town-planning law, which recognizes the necessity of constructing the plan in two basic phases:

identification of the problems and definition of the strategic actions and projects to be promoted for territorial governance and definition of the contents of all the technical documents, suitable to express the operative choices.

Thus the nature of the 'programme document', without direct consequences concerning the rights and the ways of intervention on the territory, is conferred on the product of the first phase; it enables the local administration to address the discussion of the 'structural' choices without overburdening it with the aspects connected with the 'intended uses' assigned to the various portions of land owned by the different actors.

The conditions that characterize the territory of San Benedetto require, due to the complexity of the territorial/environmental situations, and to the considerable dynamics of urban transformations, the use of an instrument having the contents precisely of the 'Structural plan'.

Definition of the basic features of the plan

The instrument reached at the end of the drawing-up process worked on a series of themes based on:

- equity, through urban policies of distribution of land values, able to control urban transformations in such a way that they distribute advantages and disadvantages among the various actors, guaranteeing the greatest benefits to the community;
- sustainability, bringing into

play the value of the environmental resources, with regulations able to guarantee their safeguarding so that they are not wasted and may be enjoyed also by future generations;

- integration of policies, of sectors and of different parts of the population, within the framework of the town-planning layouts and choices of adjoining municipalities and of the province;

- procedural capacity/operativity able to take up suggestions from the conditions of the town dynamics and to express proposals able to be implemented through operative instruments involving the actors concerned in the operations;

- planning skill in the experimentation that has recognized the particularity of the territory and proposed the most adequate use of it, releasing the urban sectors from indications solely of functional zoning.

Idea plan/indications of structure: significance, contents, project

The Idea plan, in the absence of an approved regional town-planning law, has no direct effectiveness on the territory with regard to intended uses and rights of use of the land, but takes on its basic character in the definition of the structure and in its cultural awareness of the value of the territory and of the city. This instrument has the capacity to construct a unitary project for the whole territory, identifying 'strategic' resources and measures for the rehabilitation of the town, recognizing the 'structuring' capacities of certain measures and providing guidelines in terms of safeguarding actions and town-planning parameters able to give form to the transformations.

The 'Idea plan/indications of

structure' takes on the significance of 'programme document': it tackles the operations of interpretation of the structure of the territory, indicating the ways through which to put the systems of resources present to the best use and to achieve the aims of rehabilitation and reorganization of the territory; in brief, it represents a 'commitment' by the Administration for the construction of the draft Masterplan.

The participation process and discussion of choices

The subdivision of the plan process into the two phases, 'Idea plan/indications of structure' and 'Masterplan' has contributed towards making administrators and citizens participants in constructing the 'project for the town', by means of debating specific structural proposals in response to the set objectives.

The itinerary was enriched by a continuous process of verification determined at the same time by numerous meetings and presentations extended to all those with an interest in the town and by the relation with specific instruments already in the experimentation phase, such as the local Agenda 21, Protocols of agreement and sector programmes. Round tables of consultation and discussion have been active, and fact-finding Commission meetings, Service conferences with adjoining municipalities, and other meetings have been held.

Each of these passages tends to express a plan idea aware of the repercussions on the territory, of the conflicts generated and of the possibilities of social growth of its population, presenting the drawing up of the instrument as part of a shared design/planning process which assuredly gives it a noteworthy added value.